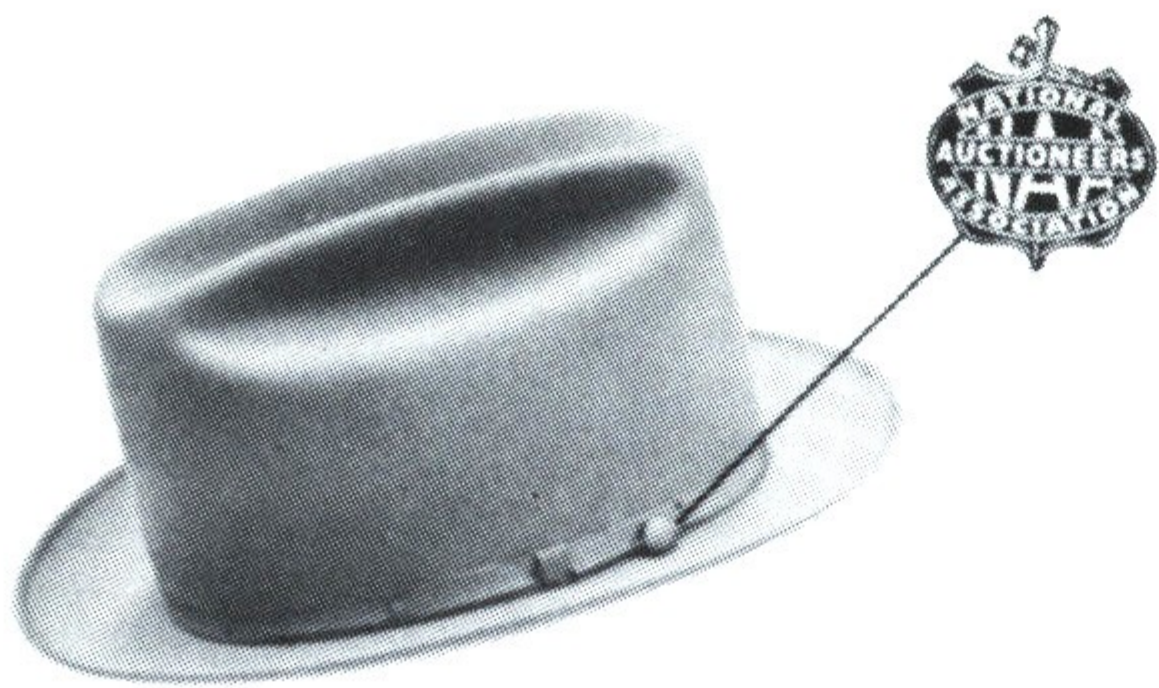


VOL. XXIV NO. 12 DECEMBER, 1973

THE auctioneer



Season's Greetings



“AUCTIONEER HAT”



**“AUCTIONEER’S GAVEL”
TIE TACK**

There is an old saying, “Into each life some rain must fall”, while on the other hand there is another old saying, “Every dark cloud has a silver lining”. Now, what is this all about? As most of you know, I have had troubles this past year getting delivery on my hats. The Hat Corporation sold out to Byer-Rolnick and to be honest with you, the new company could not produce the type hats my customers demand. (That’s the rain.) I was about to throw in the towel and quit and then I thought about the many auctioneers throughout the country who depend upon me for their hats. I thought I would give it one more try and low and behold I hit a bonanza. I now have the one and only — the ole standby for over 100 years — none other than “Stetson”. (This is the silver lining.) They have agreed to make the “Auctioneer” hat for us in the usual felt (silver belly) with red satin lining and auctioneer emblem in inside of crown in 2 1/8”, 2 3/8” and 2 5/8” brim widths. They will also make the milan (light tan) straws in same brim widths.

We have also contracted with the Stetson people to supply us with jackets (London Fog type design and material) in four colors — navy, natural, light yellow and earth brown on which we will place the three colored auctioneer emblem on the left chest.

I want to apologize to those of you who have orders in for hats at this time and have not received them but I am out of a few sizes at this time and will not have them until shortly after January 1 — and from then on both summer and winter hats (Stetson) will be in stock.

For anyone who is interested we can supply you with any style hat that Stetson makes up to the \$100.00 Open Road 7X Beaver — or any of the other Western style hats. This is, of course, by special order and would require approximately three weeks for delivery.

We have hats and tie tacks we can deliver for Christmas.

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
	Plus 4% sales tax

COLONEL W. CRAIG LAWING

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

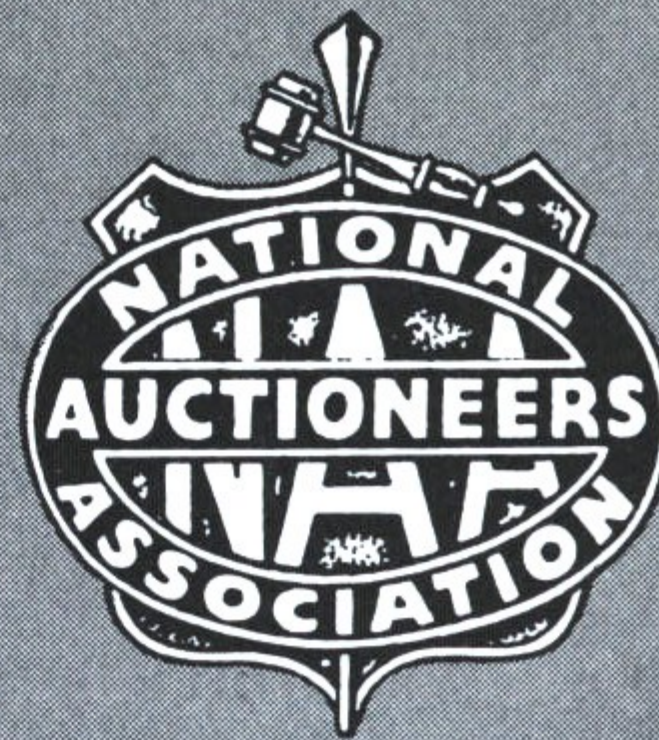
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THE auctioneer

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Bernard Hart, Lincoln, Nebraska
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The Editor reserves the right to accept or reject any material submitted for publication.

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North Dakota Is — — — — Auction Country USA

By Bob Penfield Convention Chairman

The site of the 1974 convention of the National Auctioneers Association will take every convention-goer through some of the greatest auction country in these great United States.

Tobacco is about the only item sold by any method, anywhere, that you will not find being merchandised at auction on the Northern Plains. The only reason you won't find auctioneers making a living selling that is because none is grown there.

Chrysler Corporation hauls its lease and executive cars into North Dakota from a several state area to be merchandised there at auction. The same facility sells all other makes of cars and trucks for dealers throughout the plains states every week year around. They also sell farm tractors and implements on different days.

Real Estate is fast becoming an important part of many knowledgeable auctioneers' auction itinerary. Colonel Frank Fitzgerald, of Bismarck, has sold real property at auction for many years including some very sizeable ranches. The western portion of both Dakotas have used the auction method of securing high dollar on real estate for many years while it was almost unheard of in the eastern end of both states.

One young auctioneer who has had a very successful career since he started as an auctioneer about 10 years ago reported on how the real estate auctions were catching on in that area now. "We have sold more properties at auction so far this year than we have in the whole rest of our career put together, and we will have three more scheduled for 1973".

Farm machinery, household goods and antiques have always been well sold at any country or city auction you wanted to go to, year around.

Last but not least, livestock. Any road that you can find going across Montana or the Dakotas will take you past a livestock auction market every hour or two.



BOB PENFIELD

Many of these markets sell two, three or four days a week in the heavy marketing seasons. North Dakota has about 35 markets now, South Dakota over 50 and Montana has 15.

Each of the 3 states has several facilities that will exceed \$500,000 in cost of their plant and will commonly merchandise over \$1,000,000 worth of livestock a day during the fall run. Most of these marketing centers will run from two to four sales a week during that season.

In North Dakota alone, 600,000 to 700,000 cattle are marketed annually via the auction method. It has often been said that in "North Dakota the cattle population exceeds the people population and we like it that way." You can go right on and say that the auctioneers in ND merchandise more cattle annually than there are people in the state. They also find new owners at the top dollar for about 200,000 hogs, over 100,000

sheep and several thousand horses each year.

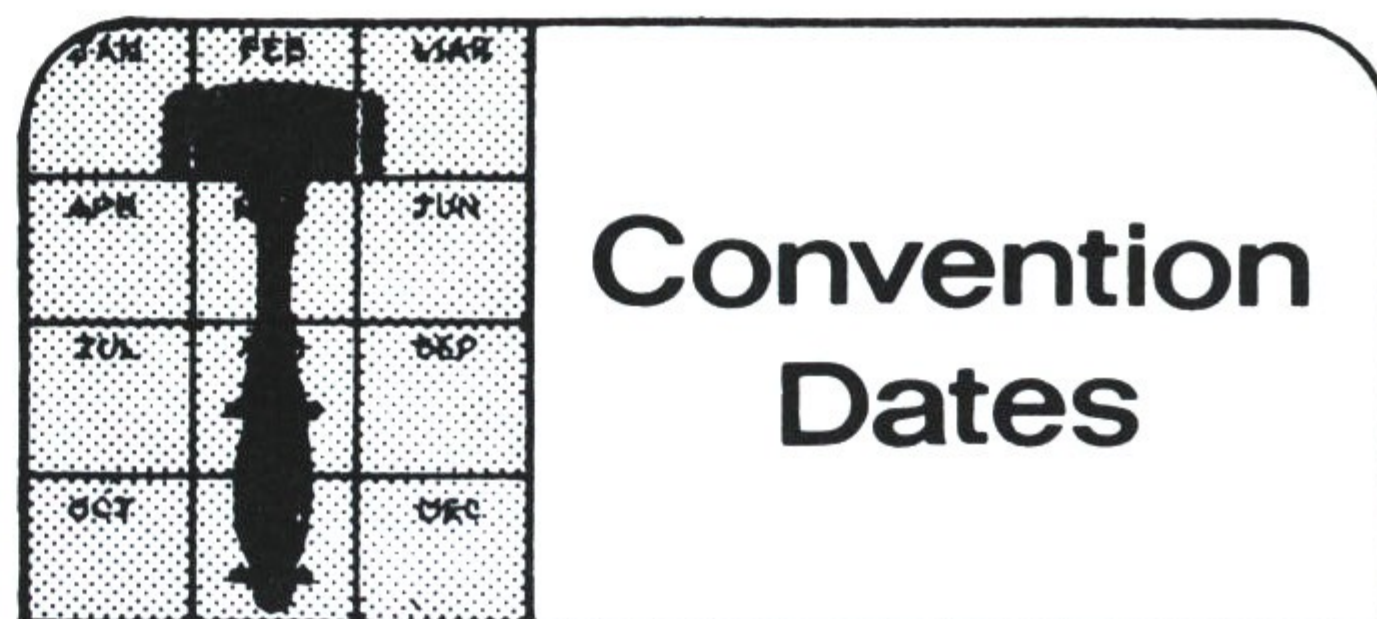
Throughout the summer and fall the auctioneers take time to conduct 4-H stock auctions in every county in the state as well as benefit and fund-raising auctions of all kinds year around.

So don't worry about what road to take to Medora in July of '74, just start a few days early, as you'll be in "Auction Country, USA", no matter which road you go.

Iowa Auctioneers Enjoy Famed Amana Colonies

The Iowa auctioneers and their families gathered at the beautiful and quaint Holiday Inn at the Amana Colonies on October 27th and 28th, for their 24th annual fall convention. Saturday afternoon, Col. J. R. Hoyer, Hillsboro, president of the Iowa Auctioneers lead the group in a "Question and Answer" session. The entire group took a big interest in this program on sale commissions, clerking responsibilities, Sunday auctions and many other phases of the "do's and don'ts" in the auction business.

In the evening the reigning 1972 Iowa Champion Auctioneer, Col. Harold Van Syoc of New London, took charge of the 1973 Auctioneers Contest. There were 19 contestants with the past reigning Champions serving as judges for the contest. The group was privileged to have in attendance, Col. and Mrs. Joe Donahoe, Darlington, Wisc., National Auctioneers Association President. He demonstrated his auctioneering abilities by selling a package of Amana Sausage for the high dollar. Col. Joe also donated a gavel he had used for many years to be sold and the proceeds to go to the Iowa Association. Col. F. E. "Mike" Bloomer of Glenwood, Secretary and Treasurer of the IAA sold the gavel for \$65.00 to Neil Donovan of the Cascade Livestock Exchange of Cascade, Iowa. With a real lively auction completed the contestants' points all tabulated the following men were picked. 4th runner-up Col. Ervin Moss, Goldfield, Iowa; 3rd runner-up, Col. Clint Peterson of Webster City; 2nd runner-up, Col. Jack Johnson of Webster City; 1st runner-up, Col. Elmer Grone-wold of Donahue and the 1973 CHAMPION was Col. John Swartzendruber of



January 6-7 — Indiana Auctioneers Association, Stouffer Inn, Indianapolis.

January 11-12 — Pennsylvania Auctioneers Association, Host Inn, Harrisburg.

January 12-13 — Ohio Auctioneers Association, Imperial House North, Columbus.

April 20-21 — Kentucky Auctioneers Association, Galt House, Louisville.

June 7-8-9 — South Dakota Auctioneers Association, Sioux Falls.

JULY 23-24-25 — NATIONAL AUCTIONEERS ASSOCIATION CONVENTION, MEDORA, NORTH DAKOTA.

Wayland. The rest of the evening was spent socially with Korkee Kerr at the organ.

On Sunday, registration began at 10:30 A.M., and the Board of Directors held a meeting. At noon, a delicious Family Style, true tradition of Amana Colony, dinner was served. Introductions were made of all present. The group was honored to hear the National President bring a message of well chosen words. Mr. Harold Waters, West Central Regional Director for ASCS of Washington, D.C., and Danville, Iowa, gave the main address, with laughter and serious thoughts.

The group adjourned for a short recess followed by a business meeting. The annual election was held with Col. Howard Buckles of Keosauqua, Iowa, being elected the 1974 President. Then the Colonels and their families all departed for their homes over the Great State of Iowa.

F. E. "Mike" Bloomer,
Secretary of the IAA

NOVEMBER 22nd IS WHEN WE ALL GET TOGETHER to give thanks . . . unless you happen to be a turkey. Which reminds us . . . did you ever realize what a crazy world we're living in? Turkeys are **dressed** and actors **aren't**!

EDUCATION AND SUCCESS

EDUCATION IS THE STEPPING STONE TO SUCCESS.

For several years auctioneers have expressed a desire to learn more about their business from people who have achieved success. And now your National Auctioneers Association has a program for you and at a price everyone can afford.

Our first seminar was held in one location and offered only one course. The class was filled with auctioneers from throughout the country. Every evaluation report acclaimed the course and the instructors and recommended further courses and diversified locations. This year we have four action packed courses and two locations. Of those registered several are attendees from last year and that is a good testimonial.

Each class again will be limited to fifty and will be a full eight hour day spent entirely on instruction. Instructors are at the top of the success ladder in the auction field and again will be willing to help auctioneers whether they are new or old in the business and whether they are competitors from across the street or across the country.

REAL ESTATE

Instructors are Del Winchester from Enid, Oklahoma, who specializes in ranch and farm land and was recently featured in the Auctioneer for a million dollar plus land sale held in Oklahoma, and Al Traiman from Philadelphia, Pennsylvania who heads one of the largest real estate auction companies in the world selling all types of properties. They will cover all facets of real estate auctions from securing the initial listing to the final closing. Auctioneers who sell residential, commercial and industrial or farm land will find this one course will add many dollars to their income.

SMALL BUSINESS LIQUIDATIONS

Instructors are Michael Gordon from Chicago, Illinois, and Brad Wooley, former NAA president, from Little Rock, Arkansas. Both of these men sell several commercial and industrial sales every week. This course will cover the initial listing and final closing as well as all the details in between in completing a suc-

cessful auction. Many auctioneers have the opportunity to sell only a few commercial sales each year. This course will help you add a few more and do an even better job on the ones you already sell.

FURNITURE AND MERCHANDISE CONSIGNMENT

Garth Wibur, former NAA director from Bronson, Michigan, is our instructor for this course. He has built a most successful weekly consignment auction called the White Star Auction Barn that draws large weekly crowds from many miles. This is a great course for auctioneers who are just getting started and looking for a little help from an expert. Whether you are a recent auction school graduate and looking for a way to help yourself along the path to a successful auction career or an established auction house owner this course will be beneficial.

BID CALLING AND VOICE ANALYSIS

Fred Chandler from Chariton, Iowa, is our instructor for this unique course. He is one of America's most versatile auctioneers and is gifted with the ability to teach others in improving their manner in sales presentation. Many auctioneers increase their knowledge and ability yearly in their profession and yet forget about their bid calling technique and voice in front of their all important customers.

Each course will offer a large amount of knowledge so don't delay, send your check and course selection in TODAY.

TERRY DUNNING

Governor Winthrop Desk Auctioned for \$1750

At a recent Estate auction held at Cook's Auction Galleries a tiger maple chest was sold for over \$4000.00 by Louis A. Cook, the new President of the Mass. State Auctioneers Association. Other highlights of the sale were a chime grandfather's clock at \$1450.00, a Governor Winthrop desk at \$1750.00, chest on chest \$1250.00. A fine crowd was in attendance with buyers from Rhode Island, New Hampshire, Maine, and Conn.

IN UNITY THERE IS STRENGTH

Dear Fellow Auctioneers:

I would like to take this opportunity on behalf of the Florida Auctioneers Association, Brenda, and myself to say from the bottom of our hearts, thank you for the many kind words of praise that we have received since the National Convention. We have received letters and phone calls from virtually all over the country and I just want to assure you that they were appreciated by us and the Florida Auctioneers. It was indeed a tremendous experience and privilege. Never have I been so excited about the auction profession as I have been in the past 12 months. Everywhere I find that there is more enthusiasm both from the public and the auctioneers. Some of the programs that the National Association is offering for the advanced education in specialized auction fields for the auctioneers is going to have a tremendous impact on the acceptability of the auctioneers and the auction profession. I again would like to open our arms in the state of Florida on behalf of all auctioneers and certainly on behalf of myself, if we can ever be of service to any National Auctioneers member publicly, privately or otherwise, we will be more than happy to do so. I am breaking in a new pair of blue jeans, getting ready for the rodeo in Medora. Having conferred with Bob a few weeks ago he tells me everything is shaping up. Will look forward to visiting with all of you again.

Sincerely,
Marty Higgenbotham,
Lakeland, Florida

PAA Charter Member Wayne Posten is Dead

By Margaret Berry

Oct. 17, Wayne Posten of Stroudsburg, Penn., passed away. Funeral was held at the Clark Funeral Home, Stroudsburg, Sat., Oct. 20, 1973. Wayne was one of the Charter Members of the Pennsylvania Auctioneers Association. When health permitted he never missed a State or National Convention. He was not a man to stand out in a crowd, but was one that always had the association at heart.

For some years, he was the only auctioneer in the Stroudsburg area. He has done hundreds of auctions for notable

people, having summer homes in the Poconos Mountain area such as Major Bowes, Kay Keiser and many many more. He spent over 50 years in the business, having taking over after his father's death.

He was his own man in ways and anecdotes, and everyone knowing him will always remember him by his stories. He was a member of the Northeastern Chapter. His one daughter, that is also an auctioneer, holds membership in the Pennsylvania Auctioneers Association. Let me say this in passing, I will miss Wayne and his many stories about the auction business way back when.

EASTER IN HAWAII

Those of you who had the pleasure of attending the NAA Convention in St. Petersburg, also heard about the Hawaii junket planned for the Easter Holiday, 1974. The response from those in attendance indicated enough would want to make the trip that we have compiled the following:

The junket will leave Dallas-Fort Worth International Airport on Monday, April 8, and return on Easter Sunday April 14. The fare for the trip will be \$625.00 per person and will include round trip, 1st class, air fare, double occupancy hotel accommodations in Honolulu, a continental breakfast each morning while in Hawaii, several tours and shows, and all normal gratuities. Lunches and dinners will be additional expense.

Deadline for reservations for this "Easter in Hawaii" junket is December 10, 1973. Send your reservations fee of \$100.00 per person to:

THE GROVER HOWELL COMPANY
5227 Jensen Drive, Suite 105
Houston, Texas 77026
Attention: Ron Sutton

We must have an accurate count of those going by December 10, 1973, that all reservations and arrangements can be made in Hawaii before Christmas. In the event you must at a later date cancel your reservation if the cancellation is received by March 15, 1974, your deposit will be refunded.

— SEE YOU IN HAWAII —



Mendenhall School of Auctioneering, High Point, N.C., graduated their largest class, November 10, 1973, since the founding of the School in 1962. Reading from left to right in the above picture, first row, standing: Nancy Cooper, Norfolk, Va.; Floyd Oswald, Batesburg, S.C.; Darwin Plumlee, White Plains, Md.; and Grace Carman, Trenton, N.J.

Second row, standing: Edward Zedd, Norfolk, Va.; Gilbert Williams, Pleasant Garden, N.C.; Joseph Senay, Jackson Heights, N.Y.; Wallace Jackson, Spartanburg, S.C.; and Jay Wood, High Point, N.C.

Back row: J. C. Womack, III, Danville, Va.; John Loy, Greensboro, N.C.; Rick Gordon, Charlotte, N.C.; Darryll Ceccoli, Dalton, Pa.; Jim Shirley, Charlotte, N.C.; Jim Leonard, Lexington, N.C.; Ralph Thrower, Albany, Ga.; and Ron Kirby, Franklin, Ky.

Seated are Instructors: Forrest Mendenhall, High Point, N.C.; Don Kennedy, Portland, Ore.; and Archie Moody, Darlington, S.C.

President's Message

Congratulations to the Iowa Auctioneers Association for the wonderful fall meeting they conducted in the Amana Colonies the last weekend in October. My wife and I thoroughly enjoyed every minute of the meeting. We certainly appreciate the fantastic hospitality afforded us from the wonderful group of auctioneers attending the meeting.

It was my pleasure to participate in this program. It is my wish that what I had to offer will be of some help to the auctioneers when they return home to their private business. My wife and I really enjoyed the hospitality, friendship, cordiality and the weekend we

spent with our neighboring auctioneers. It will never be forgotten and we thank you for your generosity.

I would like to take this opportunity to extend to each and every member of this Association a most Merry Christmas and a very Happy New Year. My wish is that each member will lend whatever talents he has to make the Christmas Season and the New Year a better place for the members of his community, family and profession.

A Very Merry Christmas and Happy New Year from your President, Wife and Family.

Former NAA President Walter Holford Dies

Walter Holford, first Treasurer and former President of the National Auctioneers Association, passed away in early November at Edwardsville, Ill. He had been in ill health for several years.



WALTER HOLFORD

When the National Auctioneers Association was organized, in August, 1949, Holford was named Treasurer. He had been active in the forerunner organization, the National Society of Auctioneers and held the same office in that group prior to the forming of the new organization.

Holford served as Treasurer until 1951 when he was elected to the office of 2nd Vice President. He was succeeded in the office of Treasurer by Henry Rasmussen who has held the position since that time.

At the 1953 Annual Meeting of the NAA, in Columbus, Ohio, Holford was elected President, serving through the 1954 Annual Meeting, in Omaha.

Holford was preceded in death by his wife, June, who was the first President of the Ladies Auxiliary to the NAA.

SURE DINNER

He that waits upon fortune, is never sure of a dinner. — Benjamin Franklin.



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

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

THE AUCTIONEER
135 Lakewood Drive
Lincoln, Neb. 68510

IFYE Delegate to India, Cynthia, Writes Home

By Betty Jean Moore,
Extension Agent

We have received the first letter from Cynthia Fannon, Lee County 4-H IFYE Delegate to India.

The International Farm Youth Exchange (IFYE) is an educational program conducted by the National 4-H Foundation in behalf of the Cooperative Extension Service. This exchange is in cooperation with ISYE Alumni Association of India. It is an educational program operating between the United States and 35 countries each year.

Friends of 4-H in Lee County and the State of Virginia and the 4-H Foundation assisted in financing this exchange.

We would like to share Cynthia's letter with you so that you can share her experience.

Dear 4-H Friends:

"Having been in India now for about a week, my first impression is that India is a country of many contrasts. Riding from the airport in New Delhi, I saw mud huts, beautiful buildings, automobile, bullock carts, bicycles, people and cows all side by side. Even with the contrasts, the people seemed to be united in the cause of improving their country.

"While in New Delhi, my IFYE sisters and I had great fun shopping. I was particularly surprised when I discovered that the shoe sizes go backwards. I tried on a pair of sandals that were size 3. They were too large so I asked for a size 2 and was quite amazed and amused at myself when they turned out to be bigger than the size 3.

"I am presently with my first host family who lives in Gwalior in the state of Madhya Pradesh. I am living in the city itself in a big house that has been divided into 5 apartments, which are occupied by my host father and his 4 brothers. Mr. Phalke, my host father, owns a farm of 40 acres outside of the city, a movie house, a plastics factory and a gas shop.

"Gwalior, a city of about 800,000 people is situated in a bowl surrounded by steep hills. On one of these hills or cliffs is the Gwalior Fort, which was constructed in the 10th century and is 3½ miles long and 1½ miles wide. In the fort, there are many beautiful temples with lovely carving work. It was fasci-

nating to me to see things that are so old because the U.S. is a relatively young country. Gwalior also has several industries, one being a textile mill which I visited.

"Madhya Pradesh is the largest state in India and is situated in central India. The economy of Madhya Pradesh is agriculture based with 80% of the people living in the villages and farming. The main crops are jowar, wheat, rice and

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

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gram; and the commercial crops are oilseed, cotton and sugarcane. It has a surplus in all food grains and commercial crops. The state has 19 textile mills and the important Bhilai Steel Plant and Heavy Electricals at Bhopal, it's capital.

"India is a country that is working hard to advance herself, and considering the huge population and the differences among the people, I believe that India has made considerable progress since 1947 when she gained independence."

Your IFYE in India,
Cynthia Fannon

EDITOR'S NOTE: In the October issue we told you of Cynthia Fannon going to India as an Exchange Student. We are now reprinting Cynthia's first letter home from her home-town newspaper in order to give everyone an idea of the program as well as Cynthia's experiences. As most of you know, Cynthia is the daughter of Mr. and Mrs. Morris Fannon, Pennington Gap, Va.

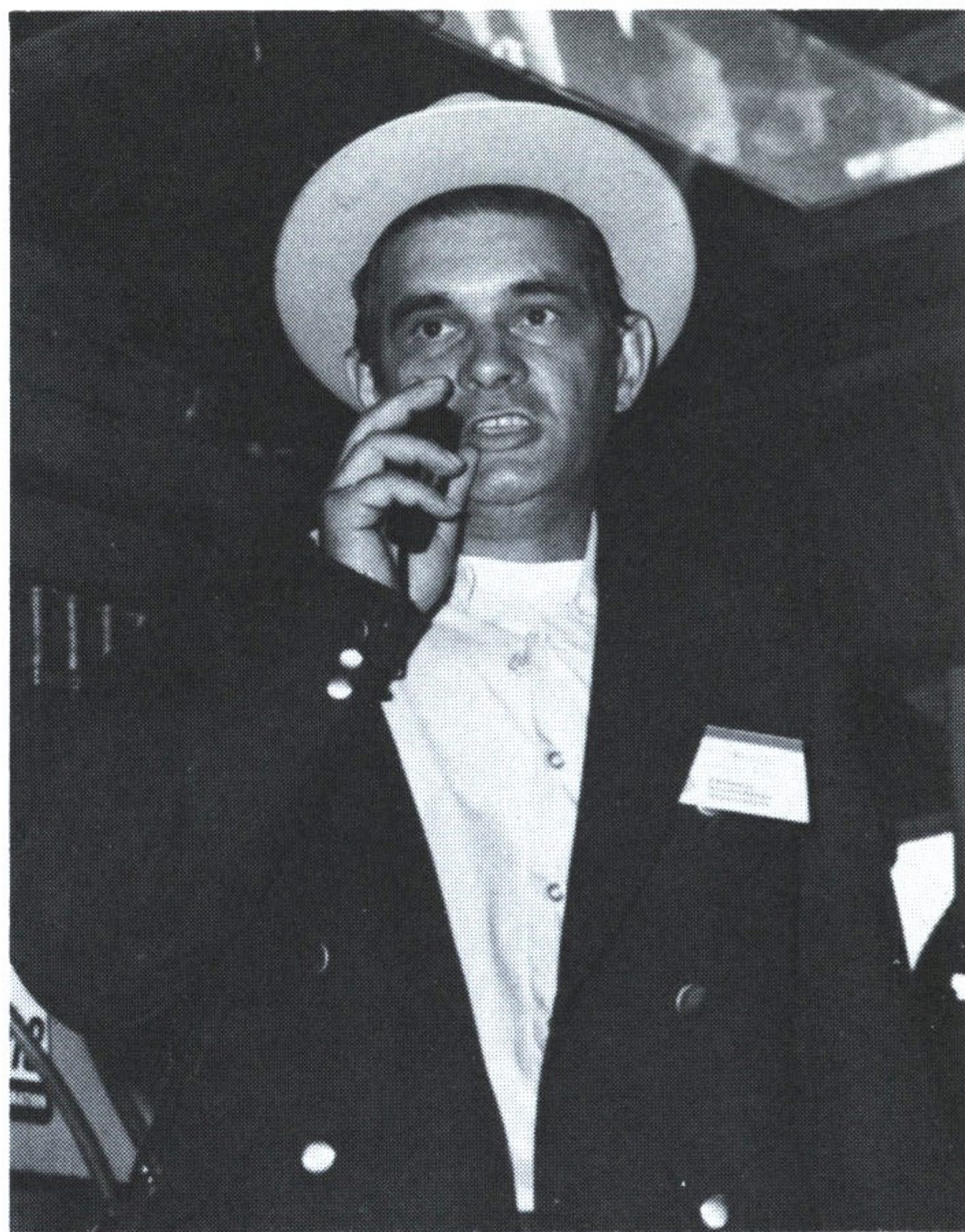
Woodworking Machinery Finds Excellent Demand

The Geromi Pallet & Lumber Co., Oakland Mills, Pa., was sold at auction, October 6, by J. V. Traeger Industrial Auctioneers, Java Center, N.Y. Offered first as a bulk sale, the high bid was \$125,000. The piece-meal bidding broke this figure and that was the manner in which the auction was completed.

An active and eager group of prospective buyers from ten states paid very satisfactory prices for the various items of equipment and machinery, most of which was new in 1969 or later, A



Lift trucks attract many bidders at Geromi Pallet auction.



Auctioneer J. Vern Trageser sells FMC Uni-Pal automatic nailing system for \$30,000.

McDonough Resaw brought a record price and an FMC Uni Pal went to a new home in New Jersey.

A Hermance Gang Rip Saw, one of the feature items, brought 82% of original cost as did the McDonough Band Resaw. Bidders from Maine and Michigan to South Carolina contended for these items.

Trageser is a firm believer in completely describing all machines being sold and when possible the machinery is demonstrated. At this sale, they made a few pallets with the FMC Uni Pal Nailer.

It takes six to eight weeks to properly setup and advertise a sale of this type, according to Trageser. His firm specializes in woodworking and saw mill machinery auctions. He finds that many pieces are selling at prices near original cost. Direct mail advertising is used and the firm maintains a mailing list of prospective buyers in United States and parts of Canada and South America.

We received a notice that if you mail your out-of-town packages by December 1st they will arrive in time for Christmas. Unfortunately, they didn't state which one.

Know Your Director

Lyle Erickson was born on a farm in Frankville Twp., Winneshiek County Iowa, the 5th in a family of 7 children. Received his first 8 years of schooling in a one room country school, then attended Decorah High School at Decorah, Iowa for 2 years and after that had to stay at home to help out on the farm.

At the age of 18, he was Corn Husking Champion of Winneshiek County and at the age of 21 was married and started farming for himself. In 1942, he quit farming, attended Vocational School and became a welder on submarines at the Manitowoc Ship Yards in Manitowoc, Wis. In 1943, he became a welder for one of the Construction Firms working on the Alcan Highway in Canada. Due to illness from welding fumes, he returned to Iowa and went back to farming.

In February of 1947, Lyle cried his first auction with a retiring Auctioneer, north of Decorah, and in December of 1947 he attended the Reisch Auction School at Mason City, Iowa. At this time he was in the Ford Implement business in Decorah also. In 1948, he and his family moved to Cresco where he went into partnership in the E & B Tractor Co. He was not too active in the auction business to speak of until 1951. Sold the Implement and Automobile Agency in December, 1952, got his Real Estate Brokers license in 1954 and has spent the past 20 years in Real Estate and Auctioneering.

Lyle has served in all office capacities in his State Auctioneers Association, was 1970 Iowa State Champion Auctioneer and was elected to the Board of Directors of the NAA in 1971 at Lincoln, Nebraska. He is past president of the Iowa Chapter #2 of the National Institute of Farm and Land Brokers and has received his designation as Accredited Farm and Land Broker. He has served in all capacities of his local Real Estate Board and also the Iowa Association of Realtors of which he was president in 1970. In 1972, he was named "Iowa Realtor of the Year", has been on the Board of Governors for the National Institute of Farm and Land Brokers and at present is on the Board of Directors for the National Association of Realtors.

He is president of the Lyle Erickson Real Estate & Auction Co., Inc. with



LYLE ERICKSON

offices at Cresco and Decorah, Iowa; is president of Allstate Auction Service Inc. in Cresco; a member of Cresco Chamber of Commerce; member and past pres. of Kiwanis; member of Elks Lodge; one of the original founders of Evans Memorial Home for the Aged; the originator of the Cresco FFA Dairy Heifer Project; a member of Cresco Country Club; member of First Lutheran Church of which he has been on the board of Trustees and Usher for many years; member of Cresco Development Corp. and other community committees.

Lyle is a farmer at heart, each year either managing farms for himself or clients, either helping farm the land himself or custom farming several hundred acres of his own. He is also a lover of good cattle. These factors all have helped make Lyle a successful Auctioneer and Real Estate Broker. His auctions vary from 1,000 plus acre tracts of Real Estate to Farm Closeouts, household goods, church benefits to rare and priceless antiques. His philosophy is that no sale is too small or too large and all are most important to the seller. His hobbies are golf, fishing and singing.

Lyle and his wife Irene, a past president of the Ladies Auxiliary to the NAA,

live in the country across from the Cresco Country Club. They have 2 children — a son, Ken, and a daughter, Barbara. Ken and his wife, Carol, live in Decorah where he manages the office and is an active auctioneer. Barbara and her husband, D. J. Prochaska, live in Cresco where D. J. is Vice President of the Cresco office. Lyle also has 2 grandchildren, Gregory and Lynette Prochaska who are "two very special" people in his life.

1810 Duncan Phyfe Sofa Sets Record at \$12,000

According to the purchaser, Albert Sak, of New York City, author of "American Antique Furniture", a new world's record was set at the Quackenbush auction held at the Lost Acres Estate of the late Stephen Van Pelt Quackenbush in Clark Summit, Pa., as auctioneer John Autotore, Bloomsburg, Pa., called "Going once, going twice, sold for \$12,000".

The sale conducted by Mary P. Campion, Scranton Antique dealer, brought owners of antique houses from Mass., Conn., R.I., N.J., Del. Va., and N.Y. to the

Quackenbush auction where three local auctioneers, Edward Michael, Al Broyan, and John Autotore were kept busy with the fast pace of enthusiastic bidders seeking to become proud owners of old and valuable art pieces that Mr. Quackenbush's uncle, Adm. Stephen Van Pelt, purchased after China opened several of its ports for trade in 1842.

A 9 x 12 Chinese rug with Persian influence brought \$2,300, a Satsuna Koro Temple Jar brought \$2,300, 190 Pc. Imari China Set, \$4,450, seven ivory Japanese Gods of good luck dated 1850, \$2,100. A 164 year old Chippendale Chair was knocked down for \$1,100, and a set of 4 other Chippendale Chairs was sold for \$1,600.

Mr. Sak, reportedly one of the most prestigious antique dealers on the scene, also went home the proud retriever of a small bed-side table dated 1820. The item had been sold by Mr. Sak's father, Isreal, to Mr. Quackenbush in 1943 for \$300. Mr. Sak happily paid \$2,200 to reclaim the piece. "It was a fantastic sale!" "It was a sight to behold," concluded T. Harold Campion, former U.S. Clerk of the Courts.

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Era of Consumerism and Regulations Requires New Methods in Marketing

An Address by William G. Morgan at the National Auto Auction Ass'n Convention

Ladies and gentlemen, and honored guests:

I want you to know that I sincerely appreciate the 11th straight invitation to address the annual convention of the National Auto Auction Association.

I want to start by complimenting you on your selection of a site for your 1973 convention. San Diego is one of my favorite places, and I am sure that all of you will be especially pleased with your convention activities.

Secondly, I want to compliment N.A.A.A. on their ability to accept the challenge that has been put before them by the automobile industry, the leasing companies, used car dealers, federal, state, county and city governments. In the past 11 years I've watched this group develop and expand from a "Ma and Pa" type business enterprise to a multi-million dollar activity. I want you to know that the entire industry, including the leasing companies, recognize that without your contribution new car volume would have been seriously impaired over the past decade. Offering cars through auction has taken the haggle out of negotiations for buy-backs, and consequently has brought about an orderly disposal of lease buy-back and lease cars. Your ability to cooperate with manufacturers, lease companies, new car dealers and used car dealers is a real credit to your group as businessmen.

However, this afternoon I want to share some serious thoughts with you be-

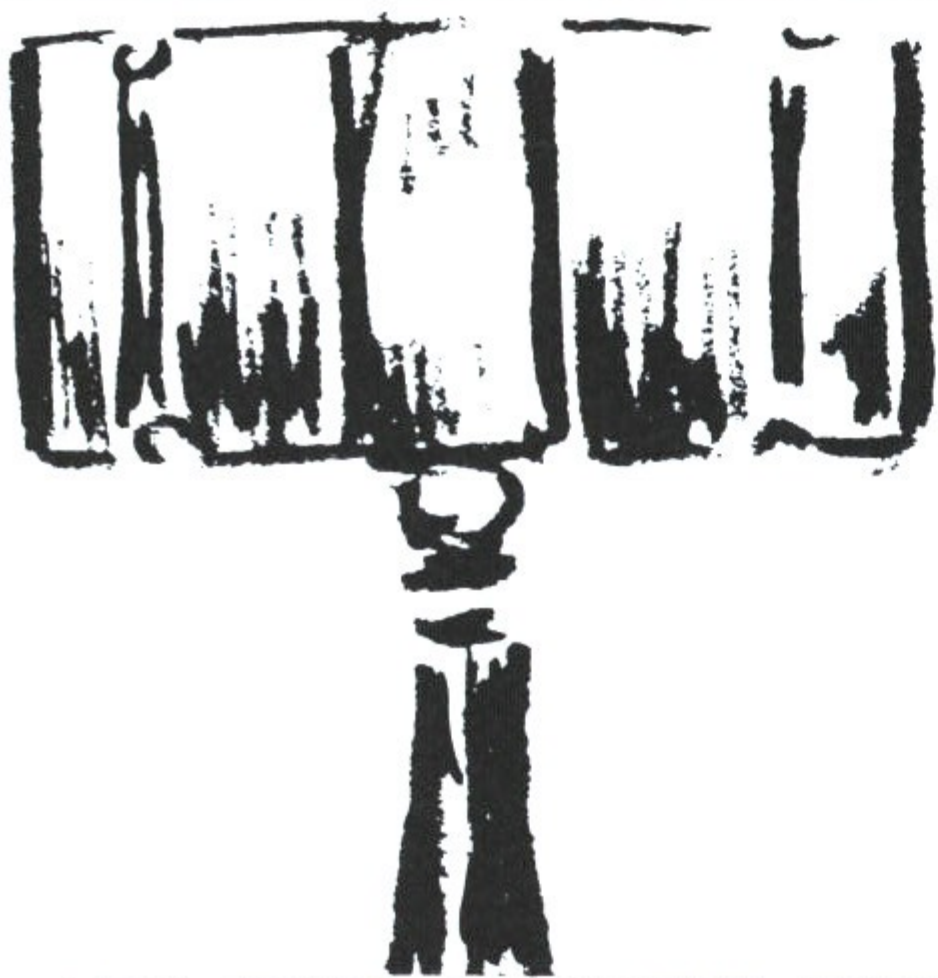
EDITOR'S NOTE: While Mr. Morgan's address at the Annual Convention of the National Auto Auction Association may not be directly related to auctioneering it does contain a lot of statements that need repeating by all interested Americans. There were so many requests for copies of this address that all members of the NAAA were furnished reprints and urged to show them to business associates, customers, employees, etc. We believe you will find his remarks timely as well as important. Morgan is General Sales Manager, American Motors Corporation, Detroit, Mich.



WILLIAM G. MORGAN

cause I believe our industry cannot afford to take any other view. I believe the automobile industry is "under the gun" in the national order, and that some changes that are now taking place will have a profound and a lasting impact on the new car, used car and auction business for the foreseeable future.

I know that all of you have heard the phrase that change can be a friendly ally or a deadly enemy; however, as businessmen we must accept change as an essential part of progress. The new car industry has continually brought forth new products and has created many, many markets in the past 70 years. The real credit for the changes in the automobile industry truthfully belong to competitive enterprise, which is the principal instrument of our industrial progress. Competitive enterprise is the fundamental reason why our nation has risen to greatness and, in my judgment, anyone who tampers or weakens our competitive system is playing both a deadly and dangerous game, I suppose it's ironic that some of the great critics in our country have selected the entire automobile industry as their main target. The attacks on our industry are conducted under the guise



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of "consumerism", and believe-you-me, they have not been ineffective, as we see proof of this in the increased number of regulations that are imposed on manufacturers, new car dealers, used car dealers, and eventually on your industry. Our critics are genuinely succeeding in creating distrust and suspicion among a large segment of our society — that is, to turn the retail customer against the businessman, or to impede our system of competitive enterprise by suffocating us with still more regulations. Make no mistake, these destructive tactics are really working. By and large, most of the critics of our industry hide behind the cloak of "protective consumerism." All of us know they've done a good job of convincing the customer that he is a helpless victim of our business system — that he has no protection in the marketplace, that he must be told what is good or bad for him, and that all businessmen, including all of you, are as a whole unscrupulous and uncaring, and that one of the primary functions of government must be to protect the customer from the womb to the tomb because he isn't capable of doing this for himself.

All of us know that that is simply absurd, that we cannot afford to ignore the impact that these tactics have on our business, political system, or everyday way of life. It has been estimated by reliable sources that there are now more than a thousand federal consumer programs, administered by 57 agencies, at an annual cost in excess of \$3,000,000. Now, at the state and local level, already 23 states have set up consumer protection offices or departments; 39 states have consumer fraud or protective agencies operating within the framework of the state attorney general's office. And in addition, more than 50 cities and 20 counties have established consumer protection units.

Bear in mind that I am not saying that all customer protection is unwarranted. In a business as large and as complex as the automobile business, which encompasses more than 100,000 enterprises, there are bound to be some imperfections, some abuse, and some mistreatment. But does this justify an indictment of all automobile dealers and manufacturers as exploiters of the helpless consumer?

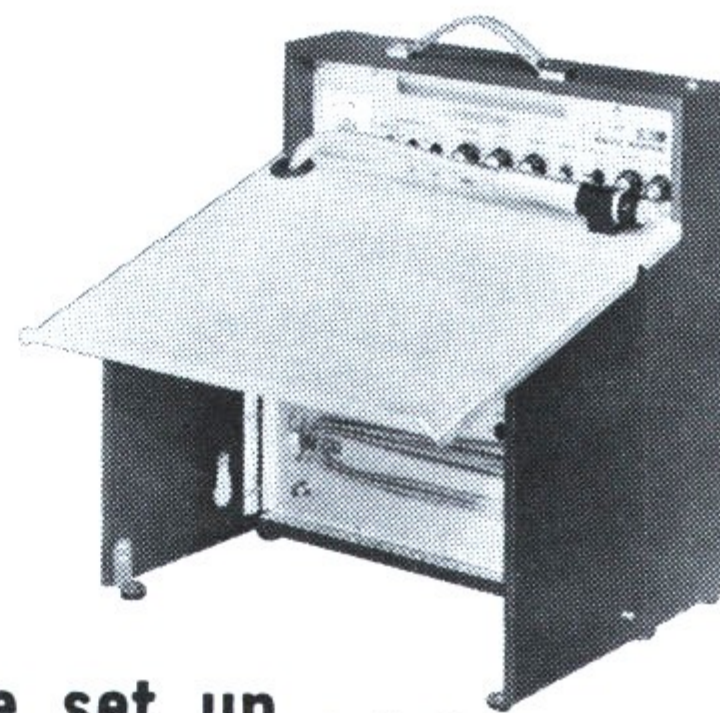
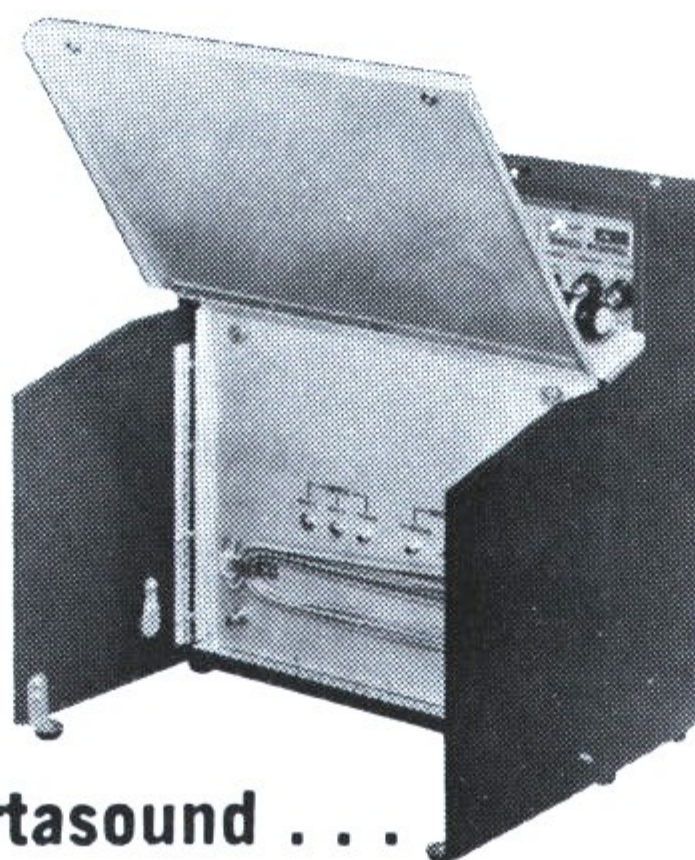
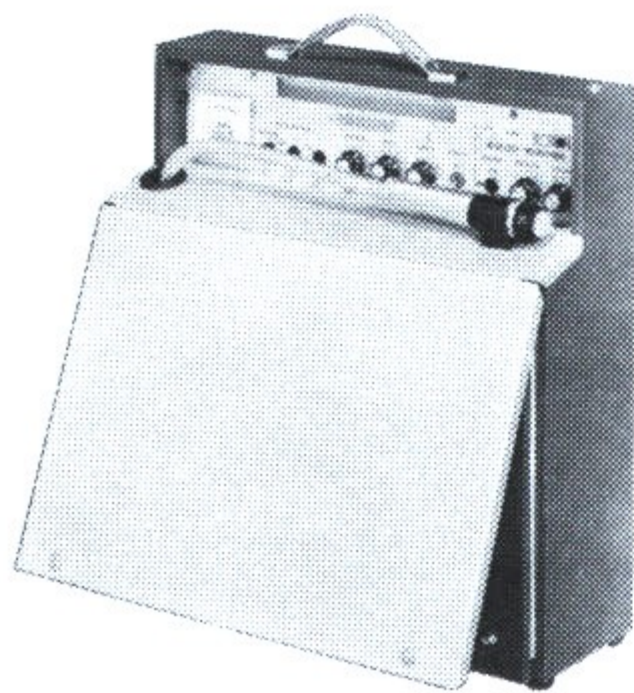
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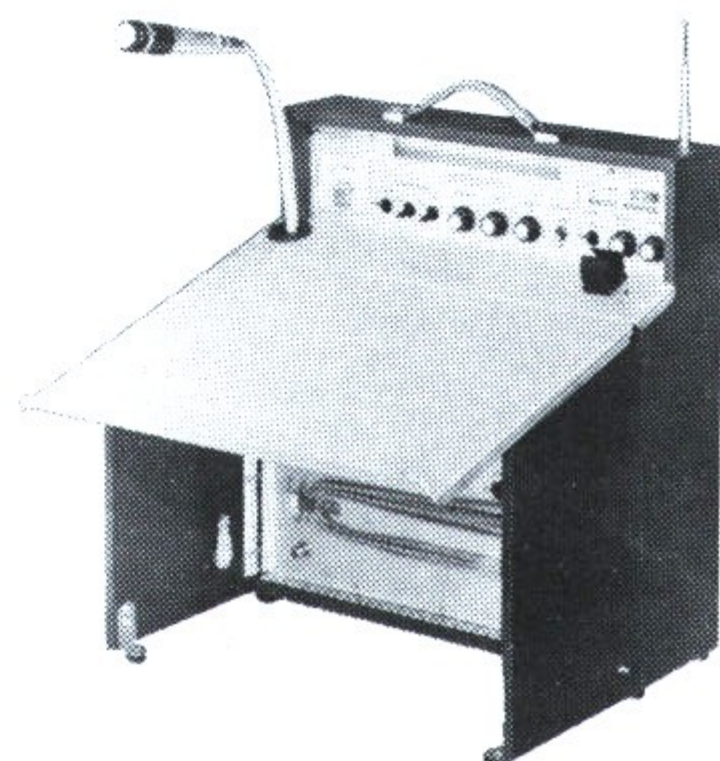
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under which we operate is founded on the principle of consumer sovereignty, and there is no reasonable or acceptable evidence that can be offered by critics that there is a better way to insure improved or even safer products. Today, as in past years, the competition of business in the marketplace is maintained by the loyalty of its customers, and this fact in itself is the most protective source in the world that is working for the consumer.

I think it is important to understand and agree why the consumer activists have gained such strong support from both the general public and the legislative halls.

To begin with, as General Sales Manager of a company that sells \$2,000,000,000 worth of merchandise a year, I don't believe that there is such a thing as a new customer, which is a clever phrase often used by professional consumerists. I personally believe all of our customers are the same customers that we have always dealt with in the marketplace — today, as ever, customers are quick to reject shoddy products and poor workmanship, and they are also quick to respond to companies and products that fill their needs fairly well, and have a competitive price. It is true that today's customer is younger, more sophisticated, and demanding, perhaps because he is better educated, but the basic emotional process which he uses to make his decisions remains the same as always. A customer wants value for his dollar, and he wants a product that fulfills his needs. He is quick to weed out the unacceptable. The proof of this is that three out of four products coming out of research laboratories in the past ten years have been commercial failures; therefore, it should appear even to our most severe critics that the customer is still very much in command in the marketplace.

If the customer today is more militant and difficult to handle than he was in the past, it's because all of us have helped in making him so. In the struggle that exists in the competitive marketplace to win his attention, many companies have built up potential customers' expectations to an unreal level, and surely they bear the blame when the customer is disappointed. There is no doubt that promotional excesses and exaggerated claims in advertising do come back

to haunt us, and in many areas retail dealers are paying the price for these indiscretions.

I think all of us also need to recognize that informed buying is more difficult in today's marketplace. The complexity of choices between models, makes, horsepower, wheelbase, and a vast array of other choices simply overwhelms too many people, who turn in the wrong direction for help in making their buying decisions.

But when you put the customer under the microscope, you find that he is pretty much like you and me. He responds to considerate treatment, and generally gives his business to the company and people whom he feels he can trust and who serve his needs. I think that all of us will agree that price alone is no longer the factor in buying or advertising that it was just ten short years ago. On the other hand, customers can be demanding and antagonistic whenever they feel they are short-changed in either the product they bought or the services they were promised. In essence, there is nothing basically new about the automobile customer or about his attitude, except that his expectations are higher than they have ever been.

I think that all of us will agree that there is basically nothing new about the new or used car dealer, and that if you are going to maintain him as your customer, you must satisfy his expectations. If your auction is unresponsive, militant, or difficult to do business with, you can only hold on to a customer until such time as he can find a better place to do business.

There is one fact that we must face as dealers and manufacturers, and that is that the consumer movement is here to stay. You cannot afford to take the attitude, "look away, and the problem will go away." We really have no choice but to recognize that a real crisis in confidence exists between business in general and customers, and I think that our acceptance of this challenge is long overdue. The only alternative that remains is to be buried alive under an ever-increasing avalanche of restrictive legislative controls.

Whether we have been right or wrong simply doesn't matter. What does matter is that the customer has been convinced by our critics that we are wrong. What

must be done now is to immediately move in the direction of repairing the damage that was done by those who have worked so hard to alienate the American customer from business. As successful as our critics have been in reaching their aims, we must be twice as successful in rebuilding our relationships with our customers.

Much has been written and said about the communications gap between business and customers. Almost always, these discussions center around the fact that we have not adequately told the story of how American business works or that business even has a right to be profitable; and that when it is profitable, all segments of our society benefit. There is no question that as an industry we have been lax in this area. And in this respect we have played right into the hands of our critics, who basically equate profits to low moral standards and poor business practices. Now the question comes up as to how to tell the customer of the cost penalties of irresponsibility and poorly-conceived legislation which, in my judgment, provides little if any benefit to anyone. It is clearly the responsibility of us all to point out the difference between good legislation and that which does not deliver benefits commensurate with the high cost of its involvement. We in the automobile industry are extremely familiar with legislation that adds costs without really increasing value. Such losses work against our customer in two ways: first, he pays more for altered products while receiving little or no benefit, and second, he has lost another freedom of choice in the car he drives.

Perhaps a classic example of this can be found in the 1975-76 Federal emission standards. These arbitrary and dubious standards were hastily adopted, with little or no regard for the industry's technical ability to meet them, and with no consideration whatsoever for the cost-benefit yield. At this late date, we still don't know if we will be able to meet these standards on a mass production basis, but whatever the outcome, the cost to the national economy can be reckoned with in the billions of dollars. The National Academy of Science has reported to Congress that the cost of additional emission control devices alone might add an additional \$200 + to the price tag of every 1974 automobile. And

simple arithmetic tells us that this is \$2,000,000,000 per year in the next 10,000,000 car year. We have incorporated in some of our 1975 models accommodations for air bags, and this issue is still clouded and very much in doubt. However, the cost penalty on the models in which we have included these accommodations is over \$100 per car.

In the case of our new Matador, we incorporated accommodations for air bags, and while you do not see the cost penalty on the sticker, believe-you-me, it's there.

And make no mistake, these added costs will be passed on to the customer when he eventually buys the car. In addition, no one at this station of life can accurately forecast the cost of maintenance or the life span of catalytic converters or air bags. In our best judgment, the car that we currently sell to dealers for \$2300 wholesale will be selling for between \$2600 and \$2800 at wholesale within the next three years. Now I ask you, just how much of this can the customer bear, and the industry stand?

And in addition to all of this, our industry has spent billions of dollars on research. A cleaner car? Not much, really. The 1973 models that we are driving are better than 50% lower in nitrogen oxide and more than 70% lower in carbon monoxide, and about 90% lower in hydro-carbons than the pre-controlled cars in 1960.

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of contamination from his engine — and we might well ask, why should this be? Even the top authorities, including Mr. Ruckelshaus, can not agree on the acceptable levels of air quality. Must the automobile be cleaner than the natural sources of air pollution that surround it?

The cost to protect the customer comes high. It comes in higher taxes to support regulations. It comes in ever-increasing administrative agencies, it comes in higher production costs. It comes in the diversion of resources from other really serious problems that are waiting to be solved.

In the final analysis, it falls to the customer himself to resist the excuses that add unnecessarily to the product's cost. Our duty is to provide all of our customers with the facts — to see that our customer has adequate information on which to base his judgment.

We must help our customer and everyone with whom we come in contact to sort out which legislation is good and necessary from that which is detrimental to his freedom of choice.

All of us must constantly seek new ways to satisfy our customers and thereby make them more resistant to those who profess to work in the customer's interest while they are really tearing down the system that benefits him.

I believe that we have a greater insight into the customer's needs and expectations and what we must do to serve him. We now recognize that many of the complaints that are voiced by some of our customers are generally legitimate, and that we must get on with the job of doing something about them.

To a significant and a larger degree than most of us want to admit, quality and service are the backbone of customer satisfaction. We must further admit that the philosophy which guides our business is dictated by management. It is management's responsibility; those who own or operate or manage businesses must set a satisfactory pace. I know that everyone who has ever sold anything at retail knows that customers are often demanding, and sometimes they can be unreasonable, but they know when it is the philosophy of an organization to do right by them, and I fully believe that they respond to it. And I can attest to this from many personal experiences.

When properly developed and communicated, the philosophy of customer

satisfaction can penetrate the thinking and change the attitude of an entire organization all the way from the assembly line worker down through the marketing and distribution personnel. I have seen this happen at American Motors.

There is no place anywhere in our industry today for less than top performance by a manufacturer or dealer. The demand for excellence in all areas of our business is greater than ever before — and this includes top management, middle management, dealers, supplier, salesmen, mechanics, and girls that work in the office.

The real premium for survival in our business is the ability as a group to respond to change, and this flexibility must start with your attitude, if it is to permit us to serve our customers' needs.

Profit, of course, is what business is all about, and I see no reason why anyone should stumble or be ashamed to use the word. It is profit that provides thousands of jobs, and high wages in the automobile industry. It is profits that provide the means for business expansion and growth, and make possible products of good quality at reasonable prices. I feel our industry need not apologize for its performance. All of us can take justifiable pride in our contribution to society, in which people in America enjoy the highest standard of living of any social order in the history of mankind. While we are not devoid of imperfections, the climate of competition has achieved results far beyond the fondest imagination of our pioneer forefathers. It deserves to be guarded carefully against those who would destroy it.

This is the responsibility of those of us in business who have experienced the rewards of our competitive system and progressive change. It is by our actions that faith in the business community can be restored. We need more voices raised in behalf of business and industry — and for our continued freedom of the economic system that drives the wheels of American industry and progress. We urgently need to mend the disrupted relationships which are so well served by mutual interests of business and our customers over the past years and, most important to all of us, we must vigorously oppose further erosion of our customers' rights to choose what they want at prices that reflect the actual value of the product rather than a waste of resources.

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This is not just the responsibility that belongs to me, or to you as new car dealers, used car dealers, or auctioneers, or as a matter of fact, to any segment of business. It is the responsibility of all of us that have a stake in the future economy of America. We are here this afternoon as representatives of a great industry which has set the pace for the world in design, manufacturing, and distribution of one of mankind's most useful products.

I have no doubt about our ability to lead the way back to an atmosphere of confidence in which the full potential of our opportunities can be realized. Go out and tell our story to our public community; talk to your local congressmen and legislators armed with the facts — and above all, seek to understand the customers you serve. Let them know what they stand to lose by supporting those who are making war on our every economic institution. Who is better qualified to respond to the critics than we are?

I think there is no simple answer to this problem, but as dealers, auctioneers, and manufacturers we cannot hesitate or stand at the crossroads. There is no easy route or primrose path that lies ahead for the independent entrepreneur. Somebody, somehow, has to get the job done by informing the public. The only way I know to get the job done is to work hard and to work honest toward the common end of informing our customers. The job is too big for any of us to accomplish by working at cross purposes. The only productive way that I know is for all of us to join together in the simple recognition that each of us has a job to do, that all of us have a contribution to make, and that everyone's contribution is vital and necessary, and none can be done without. As a dedicated and concerned group, we must arrest the trend toward further governmental controls. The automobile industry has a right to be proud; however, in order to endure, I think that each of us must find a new lead in that your life as a dealer or an auctioneer is not just a case of marching to a new tune or hearing a different beat. As businessmen and community leaders, we must learn to stop playing it safe — we must learn not to be afraid of our convictions — nor can we be afraid to fail or to face up to the government. For what all of us in industry must

fear most are the alternatives. And if we do fail on occasion, all of us must bind together and encourage each other to try again. And in the final analysis, you must learn as an individual businessman to rise up from your own ashes alone except for your own faith and the knowledge that when you are right you cannot be denied.

1-Day Cattle Sale Tops \$1 Million

Albia, Ia. — Officials of the Iowa Livestock Auction Markets Association believe a one-day sale record was set at Albia when \$1,269,000 worth of yearling cattle were sold.

Albia Sales Co. officials said 3,460 head of choice-type yearling cattle weighing 600 to 800 pounds, were sold in a six-hour period.

Tom Peterson of Ellsworth, executive secretary of the markets association, said the average price per yearling was \$366.76.

***A Merry Christmas and
a Happy and Prosperous
1974 is our wish to
all our friends in the
NAA.***

***Be looking for you in
Medora!!***

***- Bob Penfield Family -
Bob, Winona, Bert, Patty, Laura,
Joan and Sandra.***

N. Mexico Art Auction A Financial Success

Col. John R. Fishdick, life member of NAA conducted the first art auction (professional) held in Carlsbad, N. Mexico. The sponsor was the Carlsbad Area Art Association. This was a catalog affair —



Fishdick

price of the catalog was \$1.00 and admitted two. The ballroom of the Rodeway Inn was completely filled with over 300 people when the action started and they were still sitting on the edge of their chairs when in two-half hours later over 98 paintings had crossed the auction block. The price range was from \$25.00 to \$3,700.00 for a Peter Hurd painting. Total sale was over \$8600.00. The success of this affair brought accolades to the art association and Col. Fishdick, from N. Mexico, Colorado, Texas and Arizona. Fishdick, with the completion of this auction has con-

ducted 400 Benefit auctions across the nation and in all cases has donated his services. This makes for a total in sales of over \$1.7 million.

It's A Girl !!

Tammi Rae Layman arrived in Lincoln, Nebraska, the morning of November 20 to brighten the lives of her parents, Mr. and Mrs. Dayton Layman, and compete with sister, Staci Ann, for the attentions of grandparents, Mr. and Mrs. Virgil Layman. The family comprises Layman Auction Company, Lincoln, Nebr.

New styles for men on the way. For one, shorter hair-trims. No crew-cuts yet . . . but much abbreviated. Bow ties becoming more popular. Striped shirts fading out; white-on-white patterns returning. Further, leading manufacturers of men's clothing report: 98% of all jackets have traditional breast pockets; narrow lapels back in few seasons; flap-pocket fad is through. We advise, however, that you not throw away "oldies" for — if all goes on schedule — they will be back in style in another 25 years.

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Pictured above is Historic Wynnewood, site of a recent auction conducted by Parks Realty Co. This log structure was constructed in 1828 to serve as a stagecoach inn and mineral springs resort, and is 142 feet long, probably the largest log house ever constructed in Tennessee to survive to this time.

German Dagger Brings \$145 in Tenn. Auction

The George Wynne Estate personal property auction sale held recently in Castalian Springs, Tennessee, proved to be one of the most interesting sales of antiques and primitives ever held in Middle Tennessee. The sale was conducted by Parks Realty Co. of Gallatin, Tennessee with Col. William A. Parks, Jr. and Mr. Henry Wright in charge of handling the sale.

The site for the sale was historic Wynnewood, a log inn built in 1828 to serve as a stagecoach inn and mineral springs resort. The property has recently been purchased by the State of Tennessee for preservation as a historic site. The sale was attended by some 500 people with almost one-half of the registered bidders purchasing an item from this historic site. Six states were represented among the bidders which in itself proved the interest created by this sale.

Some interesting items which were auctioned during the sale included a bill of sale on a slave for \$40.00, a German dagger for \$145.00, a cut glass pitcher for \$247.50, and a bust of an Indian for \$165.00.

One amusing incident occurred during the sale when 2 glass birds were turned back in to the auctioneer because of a chip in one of the bird's tail. The only response appropriate for the moment by Col. Parks was that everybody has a few chips in their tails by the time they reach the age of these birds. The convenience of the customers was uppermost in the minds of the heirs, and this contributed in a big way to a successful sale.

Important statistic: It has now been established that the bedroom has replaced the bathroom as the room where most accidents occur.

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1974 PROGRAM

HOST INN, HARRISBURG, PA.

FRIDAY JANUARY 11TH

- 12 Noon Registration
- 2:30 P.M. Board & Committee Meetings
- 6:30 P.M. Call to Order
- 1st Speaker Russell Kruse
"The Professional Auctioneer"
- 2nd Speaker Bob Penfield
"1974 National Convention"
- 7:45 P.M. Auctioneer of the Year
- 8:00 P.M. Fun Auction
Western Chapter

SATURDAY JANUARY 12TH

- 9:00 A.M. Call to Order
- 1st Speaker Jeff Coates
"Soul of Successful Selling"
- 2nd Speaker Donald Barnhouse
"News Analyst"
- 3rd Speaker Jake Barnard
"Real Estate at Auction"
President Kentucky Auct. Assoc.
- 11.45 A.M. Adjourn
- 12 Noon Luncheon
- 1:30 P.M. Annual Business Meeting
Followed by: Harry Davis
Chairman, State Board Auct. Examiners
- 6:00 P.M. Grand Banquet
Speaker: Drew Lewis
Entertainment: "The Jolly Gadgeteers"
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The President, Officers and Members of the Pennsylvania Auctioneers Association extend a warm and hearty welcome to everyone in the Auctioneering profession throughout the country, to come and join with us in celebrating our 25th Anniversary. If you wish further information on the Hotel etc., just drop a line or call Code 717-939-7841, make a reservation and come on out. We will do our best to make you glad you came.



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SECOND ROW LEFT TO RIGHT: Jack Kirkland, Mo.; Carlis Hardy, Fl.; Steve Buckner, Mo.; Dean Shepherd, Ks.; M. F. Baker, Ks.; Sidney P. Hough, Jr., Fl.; Lloyd L. Gum, Ks.; Robert N. Cox, Il.; David Allen, In.; Ray E. Fogers, Mo.; Don Holmes, Wi.; Victoria J. Gordon, N.J.; Michael G. Norrell, France,;

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Prominent Auctioneer, Avery Forke, 53, Dies

Avery E. Forke, senior member of the nationally recognized auctioneering firm of Forke Brothers, Inc., Lincoln, Nebr., died suddenly the morning of November 14, the victim of an apparent heart attack. He was 53 years old at the time of his death and his entire life had been spent in the Lincoln area.

The Forke Brothers name in auctioneering was established in 1921 by his father, Herbert D. and his uncle, Al, both of whom are deceased. For many years the firm engaged in general auctioneering. However, since World War II, they have specialized in conducting auctions of road construction equipment.

In addition to membership in the National and Nebraska Auctioneers Associations, Mr. Forke was an active participant in many fraternal and civic organizations. Besides auctioneering, he held substantial banking interests in Lincoln and other Nebraska cities.

Survivors include his wife, a daughter, a brother, Dean, and his stepmother. Funeral services and burial were held in Lincoln, November 17.

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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Boy Scout Benefit



ED B. CHERRY, JR.

A very successful auction for the benefit of the Peninsula Council, Boy Scouts of America, near historic Williamsburg, Va., was conducted by Col. Ed. B. Cherry,

Jr., on October 6. An average of \$7.34 per minute was collected for the Council.

Assisting Col. Cherry in the auction were Col. George Gartner, Mt. Sidney, Va., and Col. Ralph Layne, Staunton, Va.

Once upon a time, a very wealthy lumber merchant sent word to his four married sons to return home for a conference. After they were all seated at the dining table, he told them, "I'm a very old man and have long been disappointed that I have no grandchildren. Tomorrow, I am making out my will and am leaving \$100,000 to the couple that presents me with my first grandchild. Now . . . I'll say grace then we shall eat." So he bowed his head and said a short prayer. When he looked up everyone was gone!

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JAN. 15-16-17, 1974
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I Plan to Attend in Las Vegas

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

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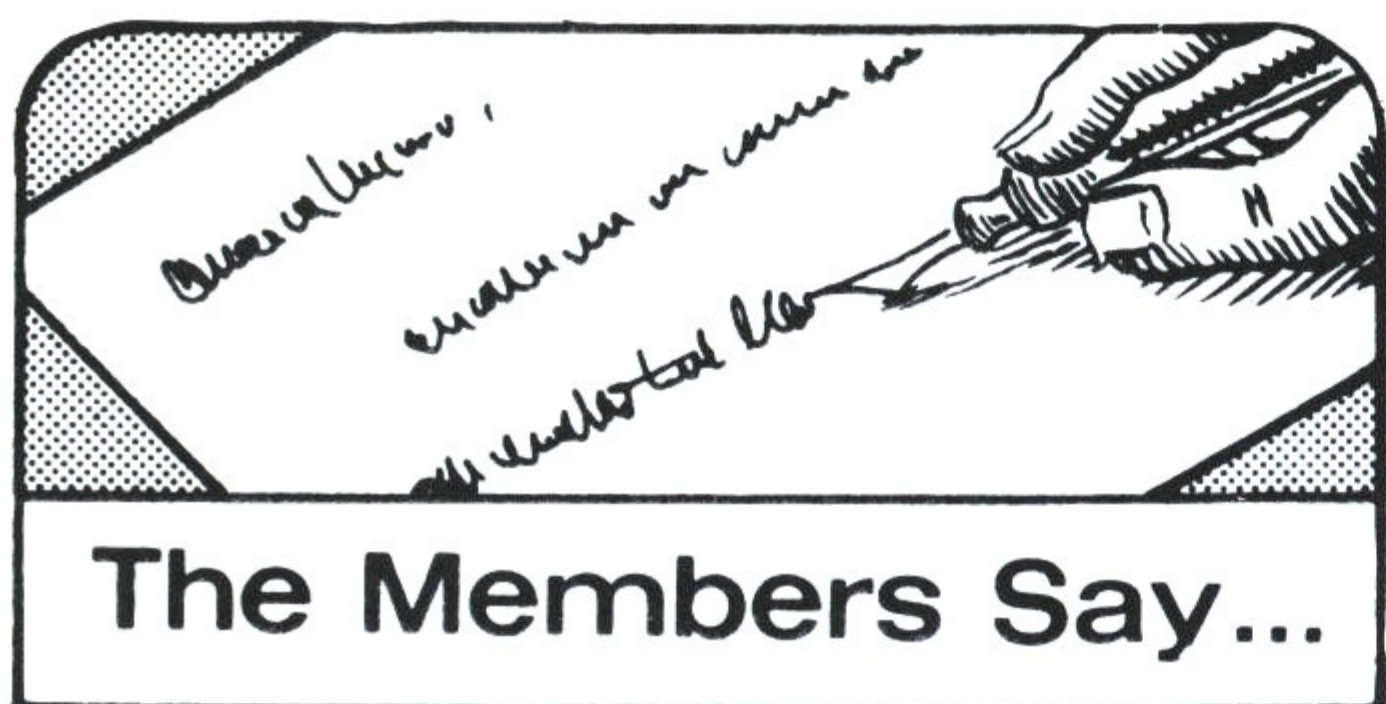
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Dear Bernie:

I read about the \$38,000 boar in THE AUCTIONEER. The highest priced boar I ever saw sold at auction was G's Big Jones, owned by W. D. Jones, Atkins, Iowa, and he sold for \$9,200. Ernest Melsberg, Norway, Iowa, sold The Pickett, an "Orange-bred" hog to Tow Brothers for \$25,000. A few months later he bought Dundale Pilot from Dunn & Sons, Aledo, Ill. Judge Marker of The Swine World made the deal at private sale for \$60,000.

He was Grand Champion at the Iowa State Fair that year. I'm sure it was 1921 but I could be off a year. Ernest Melsberg's farm at Norway is about ten miles north of where the Iowa auctioneers held their convention this year at Amana. We lived in the other end of Benton County from him and he was a good friend of ours. My father always worked his sales.

The highest priced Duroc I knew sold for \$10,200. He was Col. Jack and the owner's name is a little hazy right now but I'm sure they lived at Scribner, Neb. This was back in the heyday of the Duncans, W. H. Cooper and Reppert. So \$38,000 is still the highest at auction.

Sincerely,
R. K. Beebe
West Palm Beach, Fla.

Dear Col. Hart:

I just sent in my dues for another year and I must say that I am very pleased to be a part of such a fine organization.

I enjoy "The Auctioneer" so please keep it coming. It has some very helpful stories in it from other people. The Fisk Estate Auction has a twenty dollar gold piece listed as being auctioned for \$210 which is very good, but I live in a small town of Eldred, Ill., which is about seventy-five miles south of Springfield, Ill., and the 6th of Oct. in a sale for George F. Clark Estate, the five dollar gold pieces sold for \$105.00 (1912) and \$160.00 (1855), which I think is also very good.

My sales have been pretty good this

year and now I have my wife clerking and the two sons working the ring. This is the first time for them and they do just fine. The boys are 11 and 12 years old.

This year I found a young auctioneer who has been helping and I would like to get him in the NAA. Will you please send the form to fill out? I missed the Convention in Florida, but I made the one last year, in Texas, and enjoyed it very much. Everyone can learn a little at the convention.

Will you please tell me how I can get membership in the Illinois Auctioneers Association? The October "Auctioneer", has the convention date as November 3-4, but I want to be able to join by then if I can.

Sincerely,
Omar Portwood,
Eldred, Ill.

Dear Sir: Enclosed please find my check in the amount of \$10.00, to cover dues. By the looks of things the coming year will be a bigger and better one than ever before. I specialize in antiques and general merchandise. I have my own auction house and sell three sales per week for other auction houses. This is my fifth year as a member of the NAA, and I can truthfully say that my association with the members of this fine organization has been a tremendous help in making my business what it is. I cannot say enough for the NAA and it's principle, and I encourage all auctioneers who are not affiliated to get their application in as soon as possible in order that they may reap the harvest from the vast store of knowledge which is distributed by the men and women of the NAA.

Lee Viningre
Grahamsville, New York

Dear Bernie:

Enclosed is check for membership dues and Booster Club. Also a brochure of an estate sale we conducted September 29.

An attorney called me in on this to see if I would be interested in buying the contents of two small buildings. We met at the property and looked things over and I asked him if the real estate had been sold. He said it hadn't and I suggested a public auction on the premises to sell the contents of the buildings plus the real estate. This had not entered

his mind but he promised to contact the administrator and the Court for approval.

At this time he reported the best offer on the contents of the buildings was \$500. The appraisal on the real estate was in the range of \$13,500 to \$18,000. We succeeded in getting the sale contract signed and date set for the auction. Over 300 registered for bidders numbers and the attendance was estimated at 700 to 800 people.

We started the sale at noon and sold until 2:00 P.M., then put the real estate up. After explaining terms and conditions it only took five minutes until it was sold for \$21,500 cash and the contracts signed by the purchaser.

We then finished selling out the odds and ends from the buildings, finishing the sale a little after 5:00 P.M. and had collected \$3,421.25 for these items.

The attorney could hardly believe the prices that were received. His wife called the next week and we picked up items from their home and sold them through our Auction Center, south of Tampa, and they were still talking about the estate auction.

This is the first estate real estate and personal property auction since I came here in 1970. I am hoping this opens the door to get more of them started. I am a firm believer that an auction that is prepared, promoted, advertised and worked right will bring more cash money at that time than any other selling method.

I would like very much to attend one of the Seminars the fellow auctioneers are putting on through the NAA. I hope to work one in in January if my auctions are spaced right and the Seminars are not filled. I will let you know shortly on this.

We enjoy THE AUCTIONEER very much.

Yours truly
Neil L. Hoopingarner
Tampa, Fla.

1929 Plymouth Coupe Auctioned for \$1,090

Burwell, Neb. — An antique 1929 Plymouth coupe, owned by Mary L. Higgins, was sold at public auction here recently for \$1,090. After being completely restored, the car will be used for parade purposes, according to the new owner, Gary Ackles of Ord, Neb.

IN UNITY THERE IS STRENGTH

Auctioned Ming Dynasty Vase Brings \$324,000

LONDON — A vase wrapped in an old sweater, carried in a cardboard box and thought by its owner to be worth only \$240 was sold for \$324,000 as a perfect example of Ming dynasty art.

The 15th century piece in blue and white porcelain is 13½ inches high. It was sold to Giuseppe Eskenazi, a leading London Oriental ceramics dealer. The owner insisted on remaining anonymous.

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Young Iowa Auctioneer Featured in Who's Who

Ernest A. Bloomer, a senior at Fremont-Mills High School, has been notified that he is to be featured in the seventh annual edition of Who's Who Among American High School Students, the largest student award publication in the nation.

Students from over 18,000 public, private and parochial high schools throughout the country are recognized for their leadership in academics, athletics, activities or community service in the book. Less than 2 per cent of the junior and senior class students nation-wide are awarded this recognition.

Ernest is the son of Mr. and Mrs. F. E. "Mike" Bloomer of route 3, Glenwood.

He is active in football, wrestling, track and baseball, had one year in chorus, three years in band, two years on Student Council and serves as treasurer this year. In his junior year, he was on the Publications Staff.

Ernest has been in 4-H eight years, a member of the Mills County Prize Winners, has held every office in the club. This year he serves Mills County as boys' 4-H county president and vice-president of the County 4-H Teen Club. In 4-H, Ernest has had many honors — agriculture, reporter, beef, American Royal in Kansas City, state 4-H conference at Ames, state leadership conference at Madrid, two years on the county judging team in competition at the Iowa State Fair, Wisconsin exchange, Washington, D.C. trip and Citizenship Short Course at the University of Maryland. He is also on the Youth Committee of Mills County Extension Service. In June he represented the local American Legion Post at Boy's State at Camp Dodge.

Ernest is also an auctioneer, having been associated with his father for the past eight years and is an active member of the state and national auctioneers' associations.

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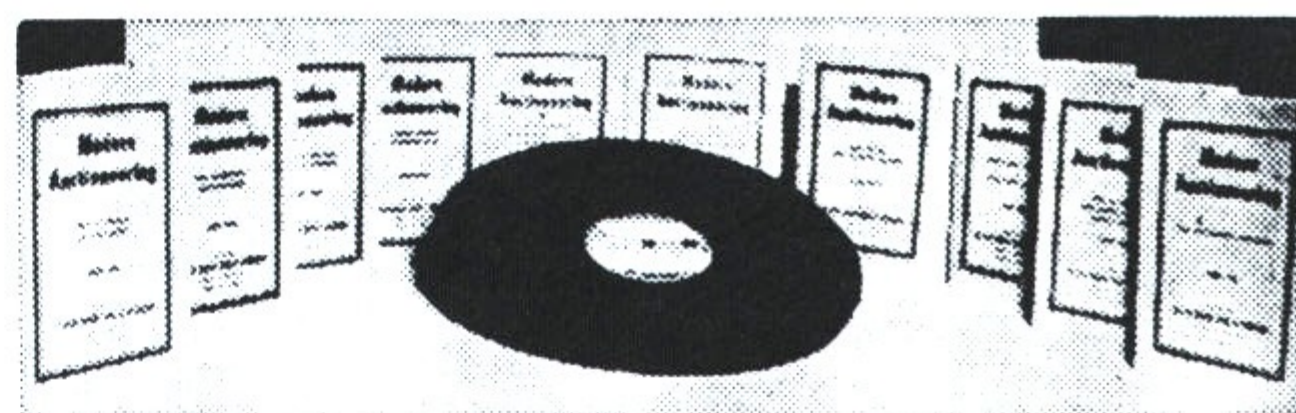


Mark Cunningham, ten year old son of Col. and Mrs. Dale Cunningham, Ellwood City, Pa., takes his turn on the block at a toy auction. Mark has been selling since he was seven. The man holding the merchandise and spotting bids is Wes Gordon of Ellwood City.

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Across The Country

BY BERNARD HART



"Sold for \$64,500!" "And it took auctioneer Forrest Mendenhall less than 15 minutes to settle the big question concerning who would purchase a key corner lot in the midst of High Point's furniture showroom area."

The above quotes are taken from the Greensboro (N.C.) Daily News, issue of Thursday, Nov. 15, 1973. Now, go back and read Neil Hoopingarner's letter under "The Member Say . . ." and then go look in a mirror and ask the man in the mirror this question, "Are you getting the best from your career as an auctioneer?"

If the man in the mirror is honest more than 90% of the answers will be, "NO!!!" Then, isn't it time to do some self-appraising? Time to analyze the reasons you are not getting as many sales as other auctioneers? And isn't the real, true, basic reason the fact that you have spent too little time in effort and preparation for a career that is lucrative to many?

A year ago when we were receiving entries for our one day Real Estate Seminar at Chicago, it looked like a "Who's Who" in real estate auctioneering. The registrants included many who we already considered successful real estate auctioneers. As the entries are arriving for the enlarged January Seminars, many of these same people are enrolled. Doesn't this tell you something? Success comes from continuous effort and training.

This year's Seminars offer a cross section of subjects, all of which require skilled auctioneers if success is to be obtained. They are being held in convenient locations at a time of year when it is not hard to get away for a few days. Auctions you could have on any week in January WILL WAIT. You need the extra training when it is available. Now, what's your excuse?"

Some questions have been asked as to what day the Bid Calling and Voice analysis will be offered. We are pleased to tell you that Freddie Chandler will be available all three days, so fit your

schedule accordingly. And we can further promise you that this will be a most important day to those who enroll in this interesting class. It will contain much more than the title implies.

R. K. Beebe's letter, under, "The Members Say . . ." will bring back memories to the older members. It was at the Florida convention that I had the opportunity to visit with Mr. Beebe and learn that he was a former Iowan and that his father was also an auctioneer. Since my father raised Poland Chinas when I was a boy we had several mutual acquaintances in the Poland China industry in the 1920's.

In another letter from Mr. Beebe he tells about the time when Cyrus Tow was holding a Hereford sale on his Benton County, Iowa, farm which adjoined the mainline of the Northwestern Railroad from Chicago to Omaha. When Col. Fred Reppert opened the sale he said, "Now don't any of you buyers leave the sale early to go to Cedar Rapids to catch the 3:55 Limited because when it comes along here at about 4:10 it will pull up at the crossing, wait until the auction is over and every man is aboard."

This is hard for the present generation to comprehend, especially when the train ordinarily made less than 10 stops across the State of Iowa. But, as Mr. Beebe stated, "Fred Reppert and Cyrus Tow were both great men and they knew how to get things done." I deem it a personal privilege to have known both men.

Having spent more than 30 years in the purebred livestock industry and being personally acquainted with every auctioneer selling beef cattle up until the last 15 years, sale reports hold more than the usual interest to me. Here is a

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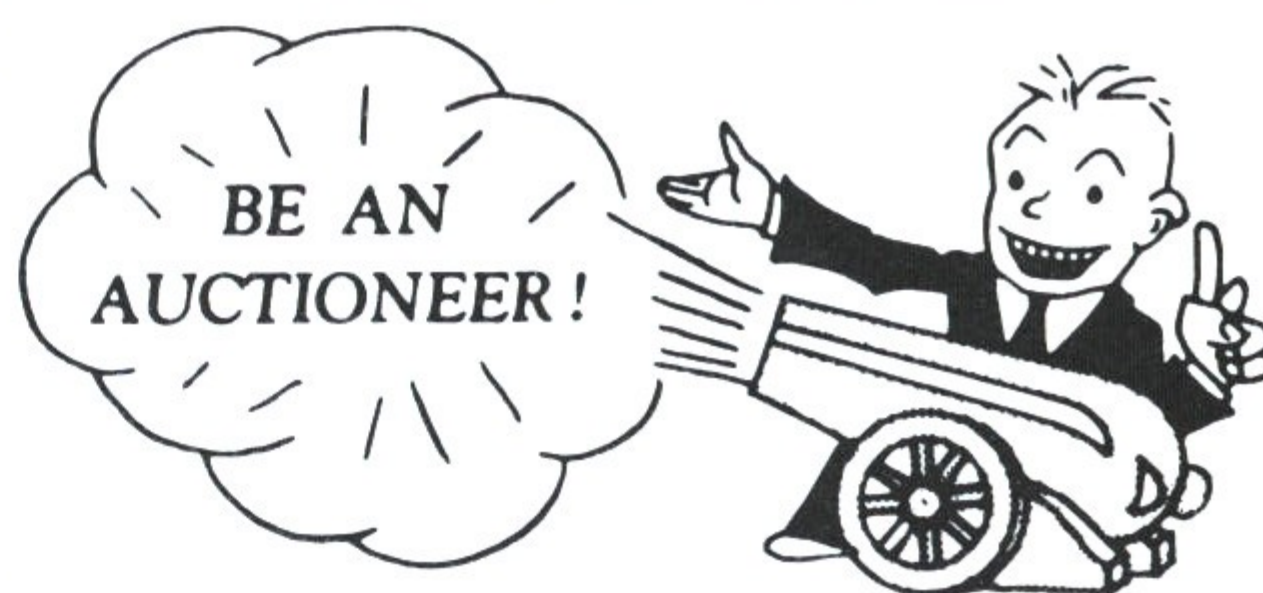
statement from FARM AND DAIRY that I want to share: "Auctioneer was Paul Good, well known in purebred circles. He did quite a little preaching during the sale and made the prediction that beef will soon be on the way up again." And from the same report: "Five men worked with the auctioneer outside the ring. And a beef cattle auction is like no other because of the noise made by the ringmen. If four of them happened to see a bid at once, the commotion that went up caused the roof to vibrate two or three inches. They don't merely yell "yes"; they have special brays, and chants, and snorts and songs they use. It is all very colorful."

\$180,000 Buys Bowl; Two Records Broken

New York — A late 16th century Medici porcelain bowl was sold for a record \$180,000 to an anonymous European buyer at a Parke-Bernet Galleries auction here recently.

The blue-and-white bowl, made in Florence, Italy, broke two records — that

for any piece of European porcelain and that of any pre-19th Century work of art exclusive of paintings, a Parke-Bernet spokesman said.



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The Lighter Side...

PRICES

"Food prices are ridiculous," the city dweller told the farmer. "Never have farm products cost so much."

"You're right," agreed the farmer, "but understand: when a farmer is supposed to know the botanical name of what he's raisin', and the entomological name of the insect that eats it, and the pharmaceutical name of the chemical that kills it, somebody's got to pay for that education."

SPEAKER

Aspiring politician was on a speaking engagement. Just as he rose to speak, his wife passed him a note with the big letters: K-I-S-S.

"What a sweet thing for her to do, thought the politician, who then noticed some smaller letters after the big ones. The note read: "Keep It Short, Stupid!"

GOLF

"Can I help Dad swing the clubs today?" asked the little boy of his mother. "I know all the words."

TRANSFORMATION

Old mountaineer was on his first visit to a city and wandered into the lobby of a skyscraper. Just then he saw an elderly woman step into a small room with a sliding door. A light flashed, the door closed and she was gone. A minute later, the light flashed again, the door opened, and out stepped a beautiful blonde.

"Wow," shouted the old mountaineer as he slapped his side. "If I'd known what they got here, I'd a brung my missus."

QUESTIONNAIRE

President of a small factory in a small town received one of those interminable questionnaires from a government office. Among the questions to be answered was: "How many employees do you have, broken down by sex?"

The rural businessman dutifully filled in his answer: "Liquor is more of a problem with our people."

ROBBERY

"Why didn't you report the robbery at once?" asked the investigating officer. "Didn't you suspect something when you came home and discovered all the drawers opened, and the contents scattered,"

"No, I didn't suspect a thing," said the woman. "I just thought my husband might have had an emergency trip to make to one of his branch offices and had been looking for a clean shirt."

REVELATION

Politician sought guidance from his minister. "Go out into the next rain we have and lift your eyes toward heaven," said the pastor. "It will bring you a revelation."

Next week the politician was back. "I followed your advice," he said, "but certainly no revelation came to me. In fact, the water ran down my neck and I felt like a danged fool."

"Well, now" said the minister, "for a first try, wasn't that quite a revelation?"

CLEANLINESS

Two hippies were grunting to each other as they sat on a park bench. "Where do you bathe, man?" mumbled one of them to his buddy. "I bathe in the spring," grunted the other.

"I didn't say when. I said where."

HOMECOMING

Two men left the banquet and were heading home.

"When you get home," said one, "if you don't want to disturb your family, undress at the foot of the stairs, fold up your clothes neatly and creep up to your room."

The next day they met at lunch.

"How did you get on?" asked the advisor.

"Rotten," replied the other. "I took off all my clothes at the foot of the stairs, as you told me, and folded them up neatly. I didn't make a sound. But, when I reached the top of the stairs, it was the 'L' station."

CONSERVATION

Controls were tightened on use of poisons to keep down the coyote population in the northwestern states. Stormy battle raged between sheep men and conservationists.

At an open meeting on the problem, a pro-environment lady suggested that one humane way to deal with the predators would be to trap male coyotes and castrate them before releasing them.

Leaping to his feet, a grizzled old shepherd exclaimed, "Lady, you're missin' the point. Them thar coyotes ain't rapin' our sheep — thar eatin' em!"

SAVINGS

"Heard you're having trouble with your car," said one neighbor to another.

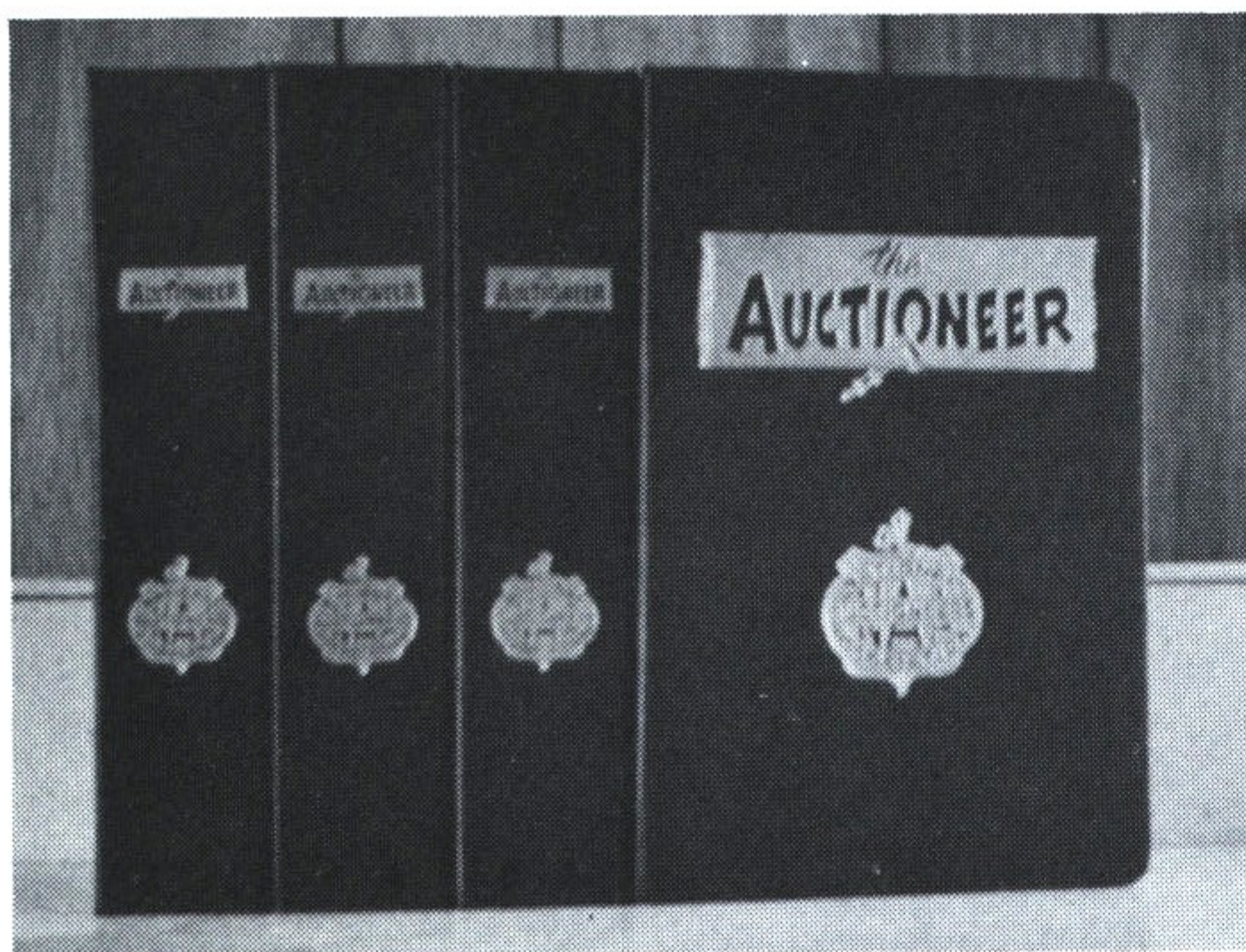
"Yes," replied the other sadly. "Bought a new carburetor that promised to save 30% on gas. Then I got a new timer that saves 50% on gas. Then I got talked into a new set of plugs which saves 40% on gas."

"So what happened?" asked the neighbor.

"Now I don't dare drive the darn thing. I probably wouldn't get 10 miles down the road before the gas tank would overflow."

WANTED

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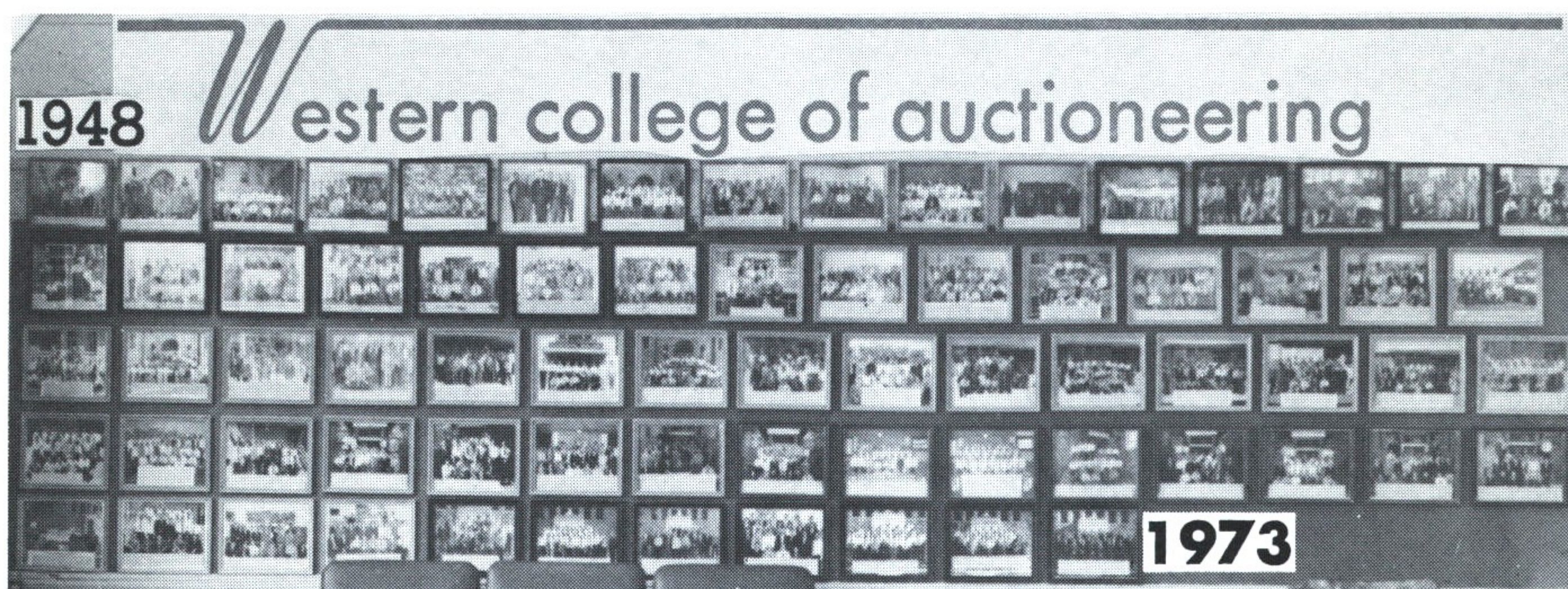
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1,000 Wires \$5.00 5,000 Wires \$22.50

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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.

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

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

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

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