

Welcome to the 13th Annual

1976 LIVESTOCK AUCTIONEER WORLD CHAMPIONSHIP



Ed Lachman, the only American photographer in the three German film crews, focuses on the auctioneering competition for a film to be made for German audiences.



The German film crew was interested in filming the Pa. Dutch ties to the Old Country.



Paul Sanger of Lebanon, Pa., had the honor of being the oldest auctioneer at the World Championship. He is 65 years old and has been auctioneering for 50 years. Next summer he will attend the championships in Calgary, Alberta, to celebrate a half-century of dedication to his work.

By JOANNE SPAHR

NEW HOLLAND - It was a big event last Saturday at the New Holland Sales Stables, Inc., when the World Livestock Auctioneer Championships took place. A motley crew of cosmopolitan auctioneers in white cowboy hats and business suits, farmers in their work-a-day jeans, women in high quality pantsuits and makeup, and Amish in their traditional garb all rubbed elbows and swapped facts while a German movie crew looked on, filming the whole process for posterity and a TV audience back home.

Why the excitement? "It's the Miss America pageant of auctioneering," drawled Ralph Waite, this year's reserve champion sponsored from Coffeyville, Kansas, while awaiting his turn at the block.

Waite was one of 53 contestants from across the United States who signed up to compete in this year's annual event which has taken place for 13 years now.

According to Gerry Nevins, coordinator of the contest and Advertising Business manager of the Livestock Market Digest who conducted the affair, this year's turnout was one of the best ever. Many of the participating auctioneers, returning for their third and fourth times for a try at the coveted title, agreed with Nevins' observations. Most said that there seemed to be more interest in auctioneering in this area than in other parts of the country.

This is part of the reason New Holland Sales Stables was chosen to host the event. Nevins said that when the Livestock Market Digest, Inc., was looking for a place for this year's contest, the East Coast was chosen as the basic region. From there, it was a process of elimination.

"We knew competitive marketing was strong in the region, so we chose it, and there's been a record crowd," explained Nevins. "Abes" also been a great man to work with," he added.

Abe Diffenbach, president of the New Holland Sales Stables, had prepared for 2000 to 3000 people, and his expectations were easily met. In fact, after the contest, he estimated that there were at least that many people in the arena alone, watching the sale.

There's no doubt that the arena was packed. Normally, according to Diffenbach, it holds anywhere from 400-500, but during the auction it was crammed past its capacity. Not a single spot was vacant. Crowds were overflowing and pushing out onto the catwalks where the vision was limited, but word of mouth was good.

Also, in the horse barn, Diffenbach had four closed-circuit cameras set up - two facing each direction.

Although it began at noon, to get a good seat most



Super affluence and old world traditions met and meshed on Saturday as auctioneers in Stetson

hats and Cadillacs swapped ideas and opinions with local Amish farmers.

people arrived early in the morning.

"We got here at 9:30," said Krall Hostetter and Ed Bowers, two interested local people who planned to come to the event for over three weeks.

"You never know when you'll get to see something like this again," they continued while snacking on the free lunch of ring bologna, cheese, olives, pickles, potato chips, and pretzels set up by the New Holland Sales Stables.

It will be some time before the event returns to Pa. Next year it will be held in Calgary, Alberta.

Sponsored every year by the Livestock Marketing Association and conducted by the Livestock Market Digest, Inc., a subsidiary company, in conjunction with the Livestock Marketing Congress, which was held at Hershey this year, the contest stresses professionalism in auctioneering.

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THE AUCTIONEERS

By Wynn C. Walker, Sr.

Written at New Holland Sales Stables

June 19, 1976

The fans turned slowly in the summer breeze,
Up close the New Holland Sales Barn's eaves
While far below in the different pens
The steers moved round and round again
Waiting their turn to move through the gates
To get on the scales for their sale weights.

The auctioneers' voices rose loud and clear
Over the noise of cattle and people here
At the National Livestock Auctioneering Contest
Each giving his call his very best
To the judges and buyers in the arena packed
Who purchased the steers from the auction block

Western hats, western jeans, sport coats, ties
Colored shirts were seen,
As the auctioneers moved down the wooden walkway
To reach the arena and have their say,
Trying all his auctioneering tricks
To be named the auctioneering Champion 1976.



Ron Ball, last year's World Champion Auctioneer from Brush, Colo., began the day's festivities by auctioning off the first set of cattle at the World Livestock Auctioneer Championships on Saturday. Seated beside him is Abe Diffenbach, clerk at the stables.