

## Auctioneer

[Continued from Page 58]

Gerry Nevins explains it this way, "A good auctioneer never quits making you money and a poor auctioneer never quite costing you money."

Each contestant was sponsored by a livestock market and had to pay \$125 entry fee to be able to compete. Evaluated by nine judges, three each from the western, central, and eastern regions of the country, each contestant had four sales and only a few minutes to prove his talents.

The biggest criterion of evaluation used by each judging was an intrinsic reaction to whether he (the judge) would want the auctioneer to handle sale of his animals. This breaks down into finer categories such as clarity, speed, personal appearance, dictation, ability to catch bids, and ability to convince the buyers to bid higher.

Actually, the bidding wasn't all that much higher on Saturday than the previous day. According to Norman Kolb, secretary-treasurer of the New Holland Sales Stables, the prices were steady with Thursday,

or possibly a little higher. Top price for fat cattle was 42.00 and 47.25 for stockers. In the five hours of auctioneering, 860 cattle were run through the block. Of these, 650 were fat cattle and 200 were feeders and stockers. These cattle were consigned to the Showcase Cattle Sale, arranged especially for the contest.

"They are fine, grain-fed cattle, but nothing extraordinary," commented Ron Ball, last year's world champion. "You can't have anything exceptional because you want to test the auctioneer's real ability to sell cattle, not just prize winners."

Ball, from Brush, Colo., held the coveted title for the past year. He says it helped to stimulate sales and acted as free advertising and publicity. And, just as in any other title, the holder's value goes up in the eyes of those purchasing his services. But, mostly, it is just the great honor involved that makes it such a desired title.

One exceptionally exciting event Ball took part in due to his title was the International Stock Show in Chicago where he sold the Grand Champion. That event

was part of a 30-minute TV program.

This year's contest at New Holland was also being taped for television - German television. Werner Herzog, academy award nominee and winner at the Cannes Film Festival, taped the whole event. It will be aired in about four months and will hopefully be available to American audiences.

Three camera crews were on hand to capture the whole event. Herzog wants to depict auctioneering as a form of poetry, as a dying American tradition, and as a tie to the old country. The German crew had seen an auction in Colorado where they had created the idea for the film.

Of the three crews, only one photographer Ed Lachman, was an American. He has also won an Emmy and an academy award nomination for his work. He is now doing a feature film of his won entitled "Trapped."

After the auction, all contestants headed to Hershey Motor Lodge and Convention Center by bus or by car where the winners were announced at an awards banquet. Steve Liptay, of Bowmanville, Ont., Canada, was the World Champion. Reserve champion was Ralph Waite of Miami, Okla., and Leon Wallace, West Monroe, La., was runnerup.

The regional winners were: Eastern Region, Marvin Alexander, Siler City, N.C., regional champion; Bobby Russell, Canton Miss., regional reserve champion, and Phil Tuck, Cedartown, Ga., regional runner up; Central Region Armon Wolff, Golden Valley, N.D., regional champion, Alan Drake, Houston, Tex., regional reserve champion, and Bill Zobel, Creighton, Neb., regional runner-up; Western Region, Chuck Cumberlin, Brush, Colo., regional champion, Jim Odle, Brush, Colo., regional reserve champion, and Ken Younglund, Miles City, Mont.

## Religious heritage music festival

LITITZ, Pa. - The Lititz Bicentennial Choir will present an evening of choir and instrumental music, narrated to highlight the

area's religious music heritage. The program will be presented on Sunday evening, July 4th, at 7 p.m. in the Lititz Springs Park or, in event of rain, in the Warwick High School auditorium.

The choir is composed of more than 140 singers from the churches of the Lititz area led by Mrs. Julia Keehn and Mrs. Virginia Burkey. The choir will be accompanied by Mrs. Donna Burkholder and Mrs. Grace Fulweiler at the piano and organ and by a Trombone Choir directed by John H. Yerger. A narration by Dr. Byron Horne will identify the selections and relate them to the establishment of the various churches in the area. There will be no admission charge.

The program should be over in time for you to attend the Pageant of Light and Sound at 9:00 p.m. in the Moravian Church Square.

## Lincoln 4-H Sewing Club names leaders

The Lincoln 4-H Sewing Club is divided into six categories with the following leaders. Mrs. Miriam Moore, Mrs. Molly Royer, and Mrs. Shirley Martin help the "Start Stitching" girls, who are the beginning sewers. The second year group, "Making a Skirt," is led by Mrs. Judy Leaman.

Miss Debra Myers and Miss Pat Hetrick lead the third year group, "A School Outfit," and the "Wool" and "Freelance" groups are both led by Mrs. Nancy Good.

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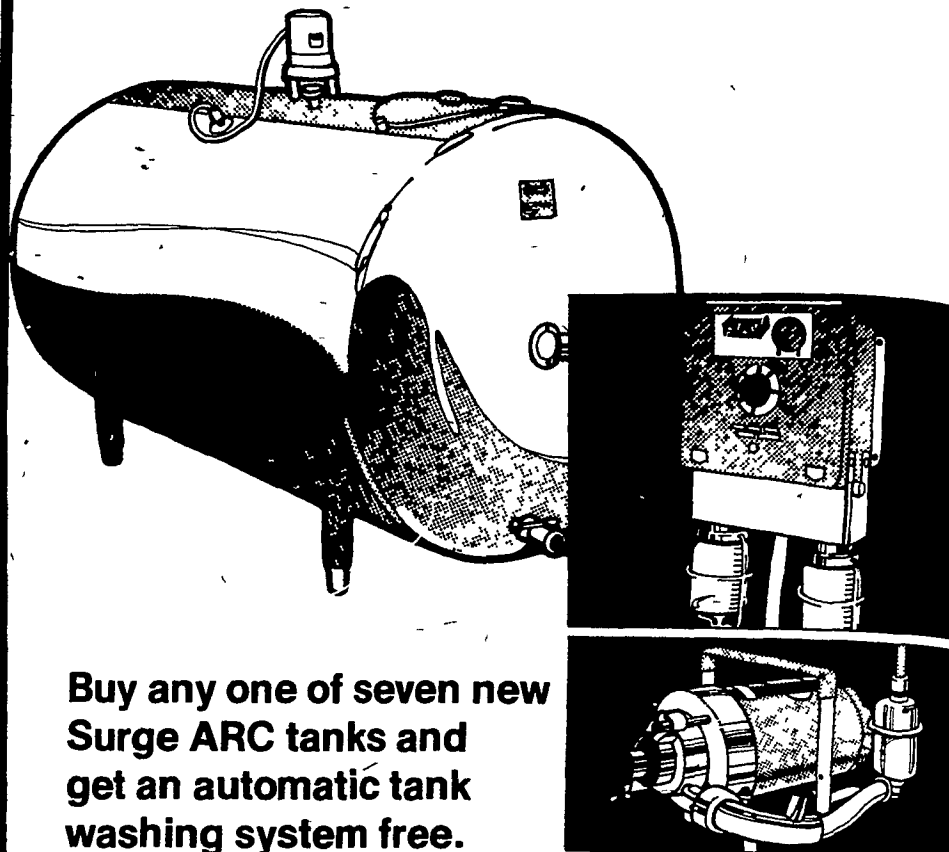
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