

“Some people like the spotlight very much, and you find that out pretty quickly. You don’t mind drawing attention to that particular buyer. Some of them do not like the spotlight at all, and of course you learn that, and whenever one of those people makes a bid and they do not want the public to know they are bidding, nobody knows that. That’s between the bidder and myself .”

George Swinebroad



Context: George Swinebroad was Keeneland's head auctioneer for nearly 40 years from the organization's founding in 1936 until his passing in 1975. His leadership greatly contributed to Keeneland becoming the world's leading thoroughbred auction house.

Source: Nevills, Joe. "In the Stand: George Swinebroad". Paulick Report, September 10, 2018.



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