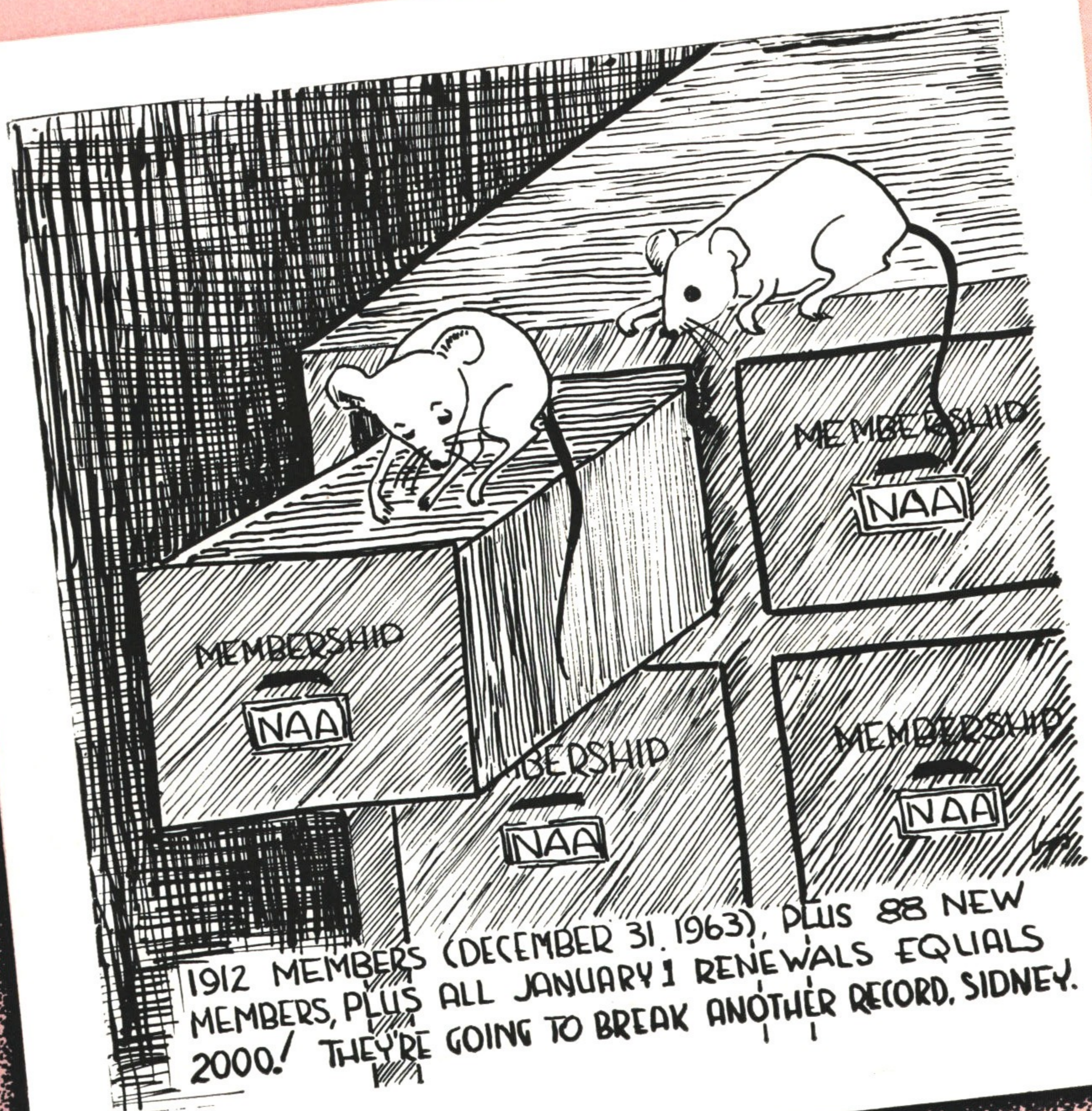
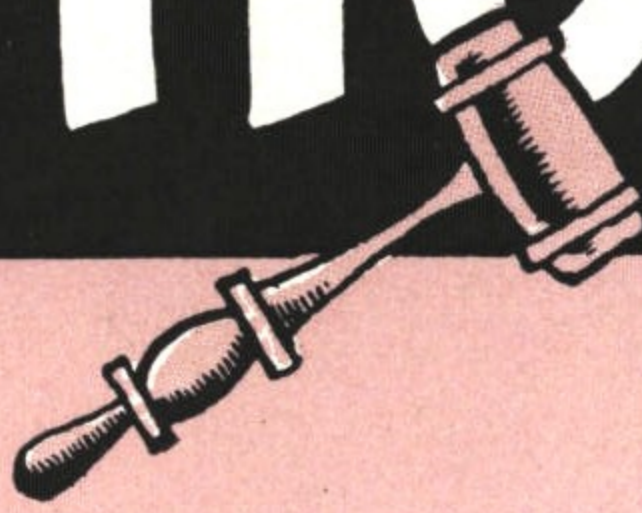


the AUCTIONEER



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EDITOR

Bernard Hart, Frankfort, Indiana

Contributing Editors

Col. "Pop" Hess, Worthington, Ohio;
Walter Carlson, Triumph, Minn., and
every member of the National Auc-
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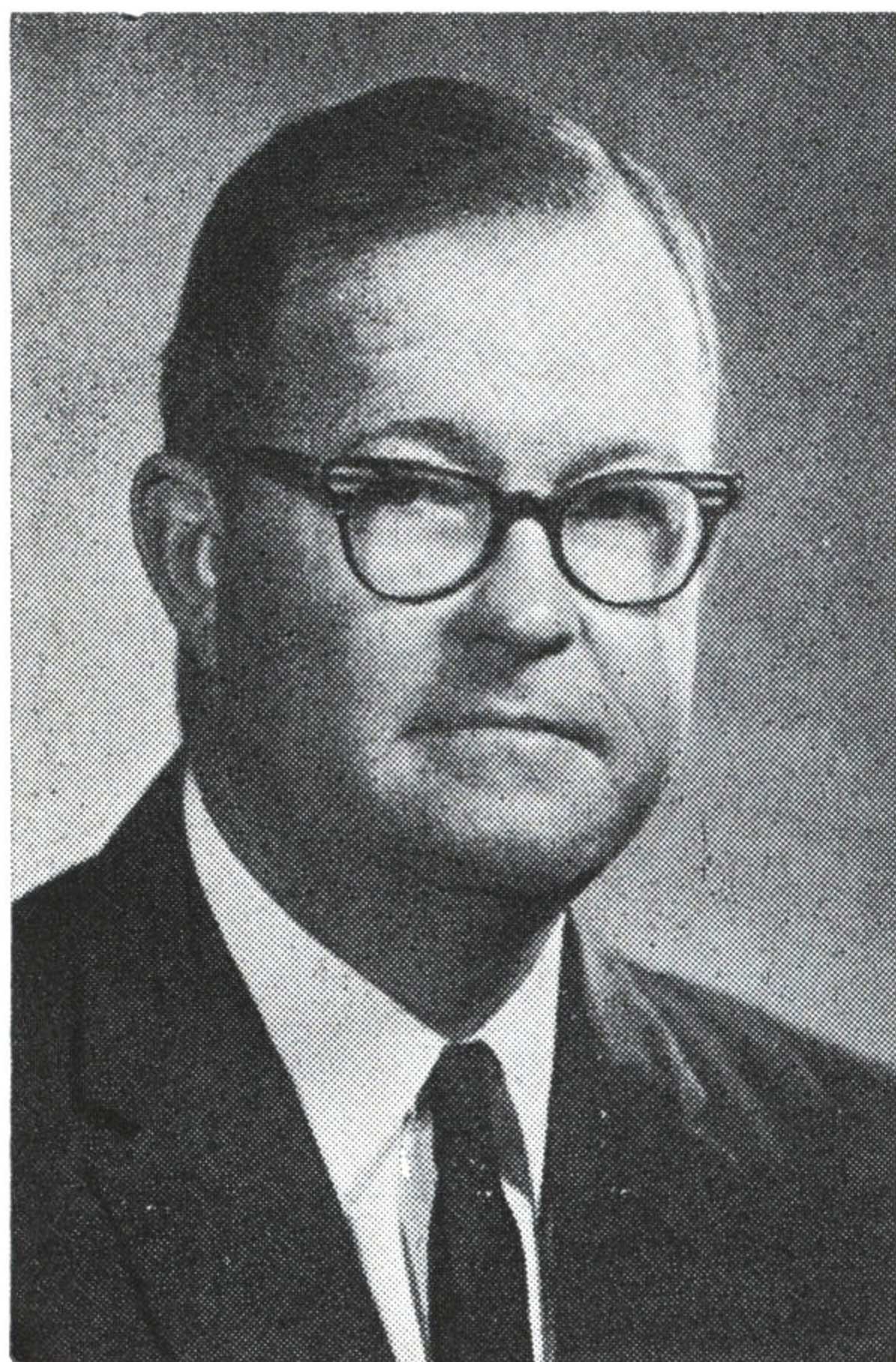
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The Young Auctioneer Cultivates Success

By WALTER S. BRITTEN

If you were to discuss with a group of auctioneers their ideas of success, each would give you a different answer. Personally, I think it depends very much on one's mental attitude and outlook.

Success means prosperity and prosperity is the ability to excell. We cannot hope to become perfect, neither can we become completely successful. Your suc-



cess will depend upon your ability to act along with much work. Some will judge an individual's success only by his earnings. Would it not be better to judge a man by his accomplishments? Your commissions may be good, but, if you have failed to contribute to your community and country or to make friends, you cannot have much success.

We all are endowed with much personal power that comes from mental independence. It is only natural that young auctioneers will observe other auctioneers, but you must be yourself. You must

think for yourself and create for yourself if you desire to succeed. With determination, there are those who will climb upward.

All great men have been individual thinkers and perhaps no profession has more individuality than does the auction profession. We never seem to appreciate the power we possess until it is fully developed. Perhaps we can influence a single man or a thousand, but we can never influence anyone until we have confidence of our own ability. The best way to develop your ability is to do everything as thoroughly as you can and set your sight at perfection. Always maintain confidence and have no fear of what the public may think of you, just as long as you are doing your best and gaining knowledge and developing ability.

It is well to associate with successful people and to listen to their experiences and ideas, but do not always let yourself be guided by them. Weigh their ideas and listen to advice, but decide for yourself which is the best policy to follow. Great men have said the world is ours. The limit of your ability is the limit of your own mind, which will develop to the proportions of your desires. So long as you endeavor for something better, you are succeeding and the minute you become lax, you will become weaker. If you have that difficult sale and you likely will have do not lose your courage; but think in terms of success. If you have courage in your heart, the future will always be bright.

The successful young auctioneer must have knowledge and he must have the ability to use it because all the knowledge in the world cannot help you if you do not put it to practical uses. Have faith in your ability and work toward a goal and you will be properly rewarded for your effort.

Shakespeare said, "Some men are born great, some achieve greatness, and some

have greatness thrust upon them." Any young auctioneer can achieve greatness if he puts forward the effort and if he goes about it in a proper manner. Many times we may surrender our pleasures in order to attain our success. A familiar statement that we hear quite often is: "If I had money I would get things done." It would be very interesting if we knew the background of the many successful auctioneers. If records could be checked, no doubt they would show that the auctioneers' achievements were accomplished by having started at the bottom rung of the ladder along with much work and time and not from having had the wealth.

The younger auctioneers of today have many opportunities that did not exist twenty years or more ago. There are many advantages today that the real pioneers did not have. Many countries have become auction minded and today many types of sales are in existence that were not dreamed of a few years ago.

You, as young auctioneers, have the power within you awaiting to be developed. You may utilize your abilities or you may waste them. One's abilities can help you alone, your ability is not for other people. It is for you and you must develop it. May your ambitions be guided by your aspirations. There are no super-highways to success, but there is a road that will take you there and your pay for this service is countless.

Four Markets Set Pace Among CLMs

KANSAS CITY, MO. — In categories of combined dollar and livestock totals, top dollar volume, number of cattle, hogs, sheep and goats, four CERTIFIED LIVESTOCK MARKETS, Norfolk Livestock Sales Company, Norfolk, Nebraska; McKinley - Winter Livestock Commission Company, Dodge City, Kansas; Amarillo Livestock Auction Company, Amarillo, Texas and Producers Livestock Auction Company, San Angelo, Texas, set the pace in livestock merchandising by auction in 1963.

According to figures released by the business trade association from its offices in Kansas City, the Norfolk market sold a total of 585,248 head of livestock,

with hogs accounting for 355,147 of the total, for a combined sales volume of \$50,180,677; McKinley-Winter was high in total dollar volume at \$56,687,074 on 372,249 head of cattle sold; the Amarillo market led in the total number of cattle sold during the year with 401,660 head that returned \$48,950,360; Producers Livestock was tops in sheep and goats with the sale of 557,375 head which brought \$5,303,990.

While the levels of prices for all livestock worked lower in 1963 than in the previous year, the number of head of livestock sold by each of the four markets exceeded those of previous years and were typical of the trend among all CERTIFIED LIVESTOCK MARKETS, according to C. T. 'Tad' Sanders, general manager of the Association.

Owners and managers of the pace-setting markets are: C. O. Emrich and W.V. Emrich at Norfolk; T. R. McKinley and Karl Winter at Dodge City; Jay Taylor, E.B. Johnson and Jay R. Taylor at Amarillo; and John S. Cargile and Jack Drake at San Angelo.

Renewed confidence in competitive livestock market services and returns by livestock sellers and buyers is predicted by Sanders as one of the significant trends throughout the livestock industry in 1964. He states that the January, 1964, volume at such markets throughout the United States indicates a high increase over the same month in 1963.

Auctioneers Exhibit At State Farm Show

After years of waiting the Pennsylvania Auctioneers Association was granted space for an advertising booth at the State Farm Show at Harrisburg, in January. Thousands of circulars were distributed as well as copies of "The Auctioneers", the latter to prospective members.

A great deal of favorable publicity resulted from the venture, PAA and NAA members had a stopping place and several non-member auctioneers inquired about the organizations.

Harold K. Keller, Secretary of the PAA, says, "We feel this is another way to elevate the profession and sell the Auction Method to the people. "We're doing it again next year."

Auction Today



Winter finds things slow on the farm and a welcome break in a farmer's week is an auction. Until the spring months, when farmers will be back on the land, there are numerous farm auctions in certain areas of the mid-west cornbelt like the one pictured on these pages.

These pictures were taken on the William Haak farm, near Elkhorn, Wis., on January 13, 1964. The auctioneer is Col. Willard Olson, NAA member of Delevan, Wis. They were originally used in the pictorial section of the NEWS GRAPHIC, Delevan. We are indebted to the NEWS GRAPHIC for their courtesy in making the pictures available to THE AUCTIONEER.

Above, we see the crowd gathering as Col. Olson explains the terms and conditions of the auction, the recording clerk is ready to go as is the helper with the big box of merchandise (?) in his arms.

A farm auction serves as a gathering place for prospective buyers as well as those who really don't intend to buy. You see old friends at auctions and have a chance to discuss farming and as you watch the sale you get an idea of what cows are worth, how hay is selling and what the used machinery market is. It's a great place to spend an afternoon.

On the opposite page we see a cross-section of a farm auction. Col. Olson is rapidly selling the small items from the

wagon but some fellows came to buy cows and are making their inspection prior to the time they enter the sale ring.

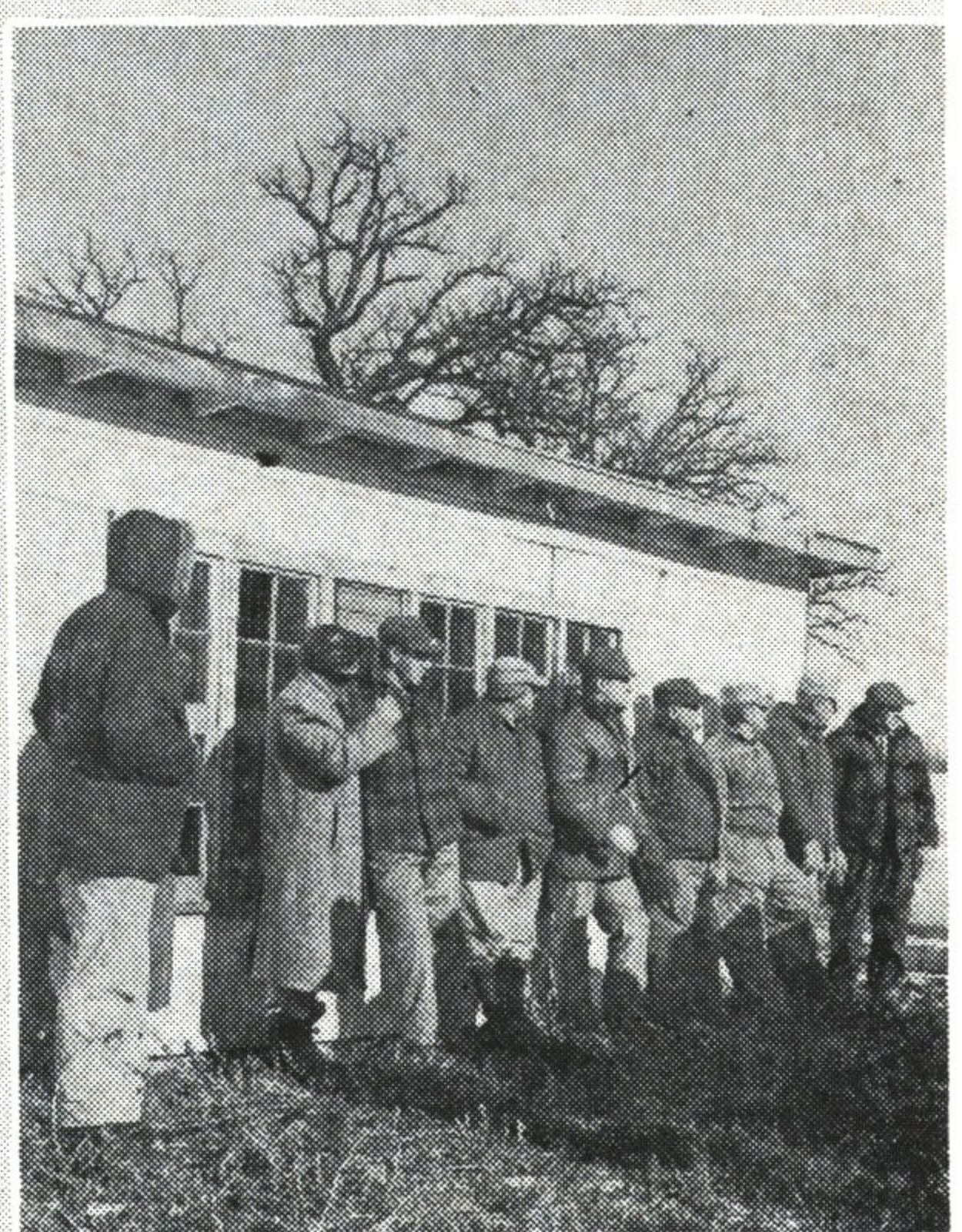
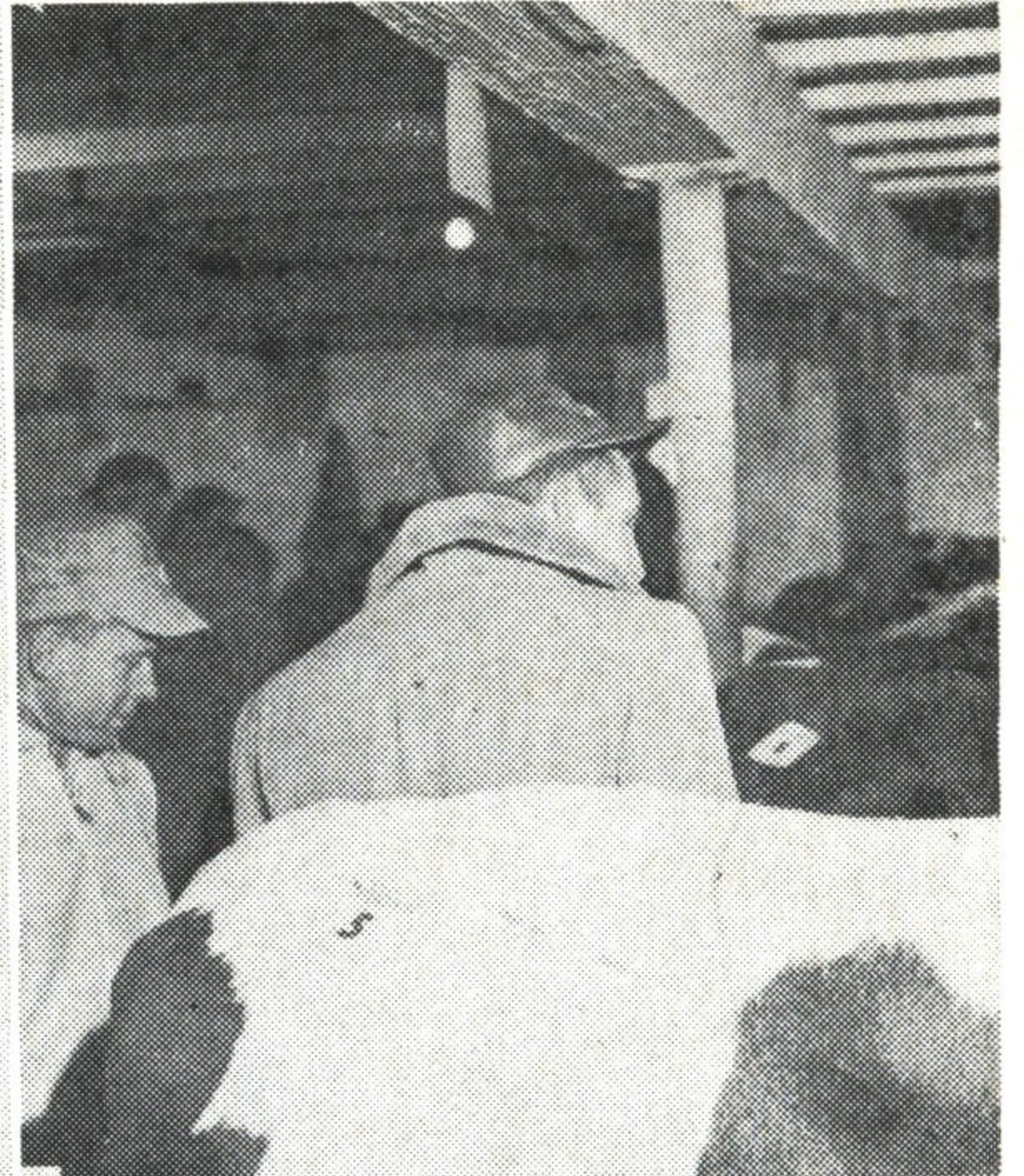
Hot coffee, pie and sandwiches are always a necessity at a winter time farm auction. This is the only purchase many folks make. In the center, right, we see the newest member of the "Wish I Had Club." He wishes he had bid once more on the piece of equipment he is gazing at so longingly.

Trucks are plentiful on sale day. Some come prepared to haul their purchases home and even if they don't buy anything they can charge the day off to advertising. The sunny side of a building, preferably out of the wind, is always a favorite spot for the non-buyers on a January day.

Box Supper

The Patriarchs Militant branch of Oddfellows and its auxiliary sponsored a box supper-auction at Oddfellows Hall, 424½ East Commercial, Springfield, Mo., with Col. Andy Little and Col. Willie Little serving as auctioneers. Both are NAA members.

Half the proceeds of the auction will go to the Oddfellows visual research foundation at Johns Hopkins University and the other half to a fund to be used for mounting the bronze gates at the International Peace Garden on the Canadian border.



Days Before The Dispersal . .

Allow plenty of time; set date when most cattle will look their best; then get them in the best possible condition.

Reprinted by permission from December 10, 1963 issue of HOARD'S DAIRYMAN. Copyright 1963 by W. D. Hoard & Son, Fort Atkinson, Wisconsin.

By Dr. J. L. & John W. McKitirick

There are some basic rules that pertain to any dairy cattle dispersal, grade or purebred. When you finally decide to have a dispersal, the rest all falls into a pattern.

Plan a date for your dispersal and stick to it. Many things were considered when we set the date for our sale. We wanted several months between our sale announcement and the sale date in order to have time to advertise it properly.

We wanted to have our catalogs out at least three weeks prior to the sale.

We wanted a date when we thought the bulk of our cattle would be looking their best.

We wanted a date that would be convenient to the most people that might be interested in buying.

We wanted a time of year when the export buyers like to import cattle into their respective countries.

It was in January that we decided to disperse our herd. The sale date was set for Monday and Tuesday, October 21 and 22. This permitted weekend travel.

This gave us nine full months to prepare, which was plenty of time for fitting the cattle, trimming feet, and breaking to lead. It also gave us the time to set up a planned advertising program. The time span also enabled interested parties to see the herd prior to the sale.

Still another reason for having the sale in October was that 52 cows were calving in July, August, and September. It has been our opinion that a recently-fresh cow will bring about as much as a springer. Maybe more, because the buyer can see her udder extended. This also gave us her calf to sell.

After our sale date was set, we had

to decide on a sale manager, auctioneers, and the place.

One of the biggest problems that confronted us was deciding upon a one-day or a two-day sale. We finally agreed on a two-day sale for several reasons. With about 175 head of cattle to sell there were enough to warrant a two-day sale.

Ten years previously we had good results with a two-day sale. It simplified getting the animals ready to enter the ring. It did away with the problem of having to serve lunch during the course of the sale, as we could start at 12:30 each day. It helped us in making out a sale order.

Since our milking cows have always been in near show condition, our major task was getting the young stock ready. Most of them were broke to lead, but it was necessary to get them in bloom.

We started taking more photographs than usual, especially after the weather broke last spring. This is especially important for potential buyers that are unable to attend the sale. Many times a photograph will result in mail bids. When our catalog finally went to press it contained 160 photographs.

On July 1, we started putting the catalog together. We made all of our own pedigrees. We sorted the photographs, decided on a cover and the introductory pages.

One page included all the pertinent sale information. Another page contained maps with directions to the farm. Still another included our veterinarian's statement.

There were two pages of show winnings, covering the last three years, and two pages of production leaders. One page was devoted to photographs of our foundation cows.

This information was taken to the

Universal Pedigree Company where they verified the information.

The catalog was sent to press August 1, and a "dummy" copy was sent to us for editing September 1.

There were some 500 inquiries for catalogs beside what were passed out by the sale manager and ourselves. They were available at the National Dairy Cattle Congress where many were passed out. It also was important to get catalogs to foreign buyers at least a month before the sale.

There was a lot of cleaning up to do around the farm. Decisions had to be made on the size and number of tents needed and where they should be placed. A sale ring had to be built, chairs and bleachers rented, toilet facilities provided, and provisions made for a speedy system of serving lunch. We had to provide facilities for parking more than a thousand cars and set up so the sale could be handled in case of bad waether.

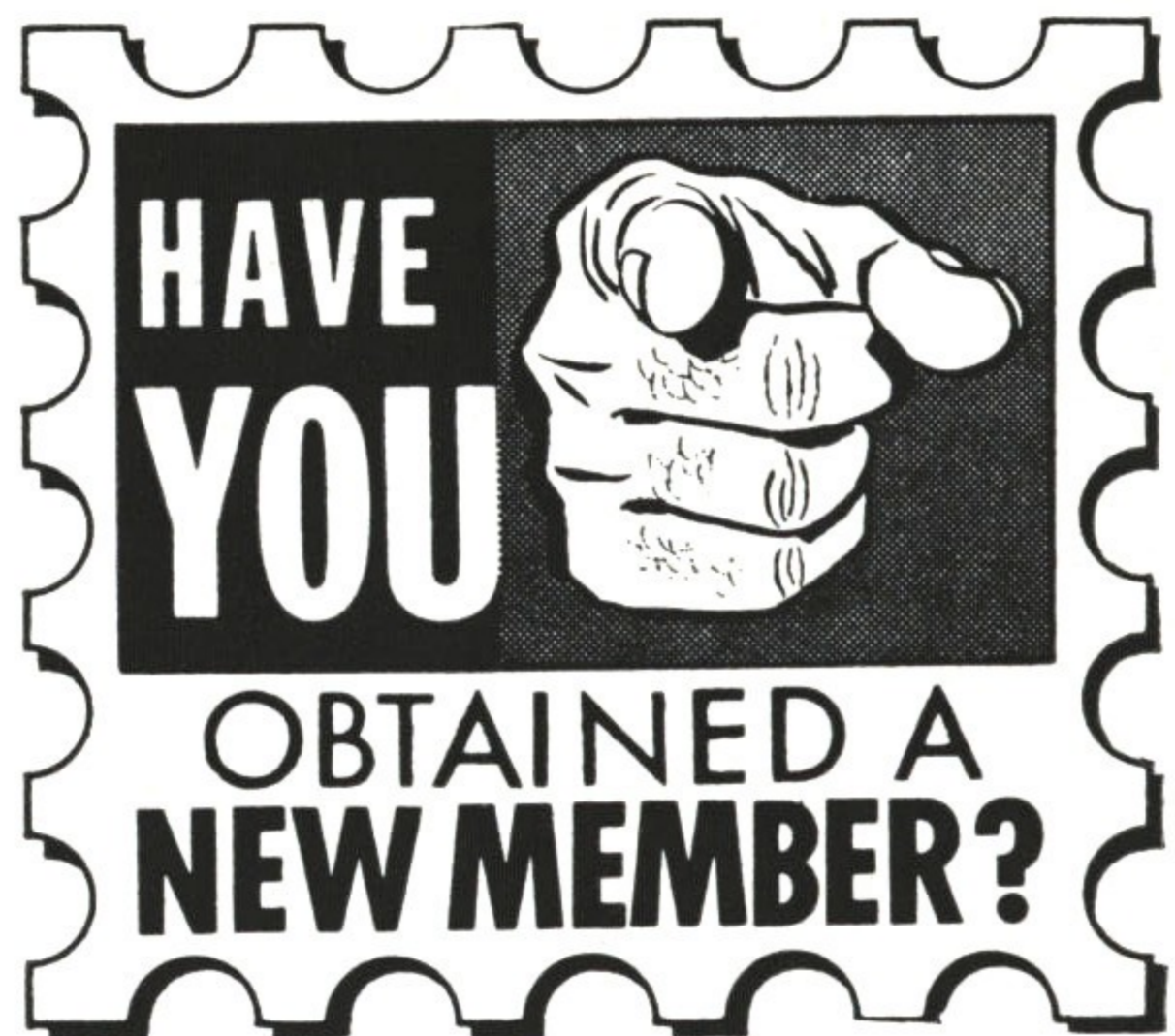
The manner in which we had the cattle housed was very important. Every day for a week preceding the sale we were switching cattle around, trying to make the line-up we thought looked best.

During the two weeks prior to the sale, we didn't have a seriously sick animal. This was unusual since many were moved from another farm. At the time of the sale, 34 calves were still on milk. This was one of the most critical jobs because a sick calf is worth nothing at public auction.

Immediately prior to sale day, our veterinarian checked every animal for pregnancy. His findings were announced from the box. The results of our Bang's, T.B., and lepto tests also were announced.

One of the final jobs was working out a sale order. We wanted to divide the quality as equally as possible between the two days. This was complicated by trying to keep families together in the sale order.

It takes a lot of teamwork to put on a dispersal. It gives us both an empty feeling to walk through the vacant barns. It is not a very pleasant experience. Yet, when we think about the way



our cattle were accepted, we can feel pride as well as emptiness. . .

EDITOR'S NOTE — The record breaking Brown Swiss auction of Welcome In Farms, owned by the authors of the forgoing article, was reported on page 12 of the December issue of "The Auctioneer."

Parke-Bernet Sales

Parke-Bernet Galleries, New York City, has listed the following sales for the month of March:

March 13-14—Fine English Furniture, Dorothy Doughty Birds and other Decorative Objects belonging to Mrs. Harold Stanley and others.

March 17—Rare American and English Books collected by Mrs. Robert M. Strong, Jr., and others.

March 21—French and other Furniture and Decorations from the Estate of the Late Martha A. Burke and other owners.

March 25—Paintings of the XV-XX Century from various owners.

March 26 & 28—English and American Furniture and Decorations, property of the Estate of the Late Dr. Richard C. Young and from other sources.

March 31—MSS and Autographs from the Collections formed by the Late Philip Ward, Jr., and others.

April 3—Important Paintings, Drawings and Sculptures from various owners including Baron Elie De Rothschild and Ann Phillips.

An auction is where, if you're not careful, you'll get something for nodding.

Why Have Property Auctions

By COL. BERNARD P. DAY
President, Joseph P. Day,
Inc., New York, N. Y.

There are three distinct advantages in selling property at auction. **FIRST:** People who have shown interest in the property will realize that if they want it, they must commit themselves to purchase at a definite time and place. **SECOND:** it focuses the attention of all prospective purchasers upon the property and they are put on notice that the property is definitely up for sale. **THIRD:** The auction method is one way of bringing about such sales in a manner whereby there never can be any criticism as to the price obtained or the manner in which the property is sold, as the courts and other trustees in almost all cases have held that a well advertised, well attended public auction determines the fair value.

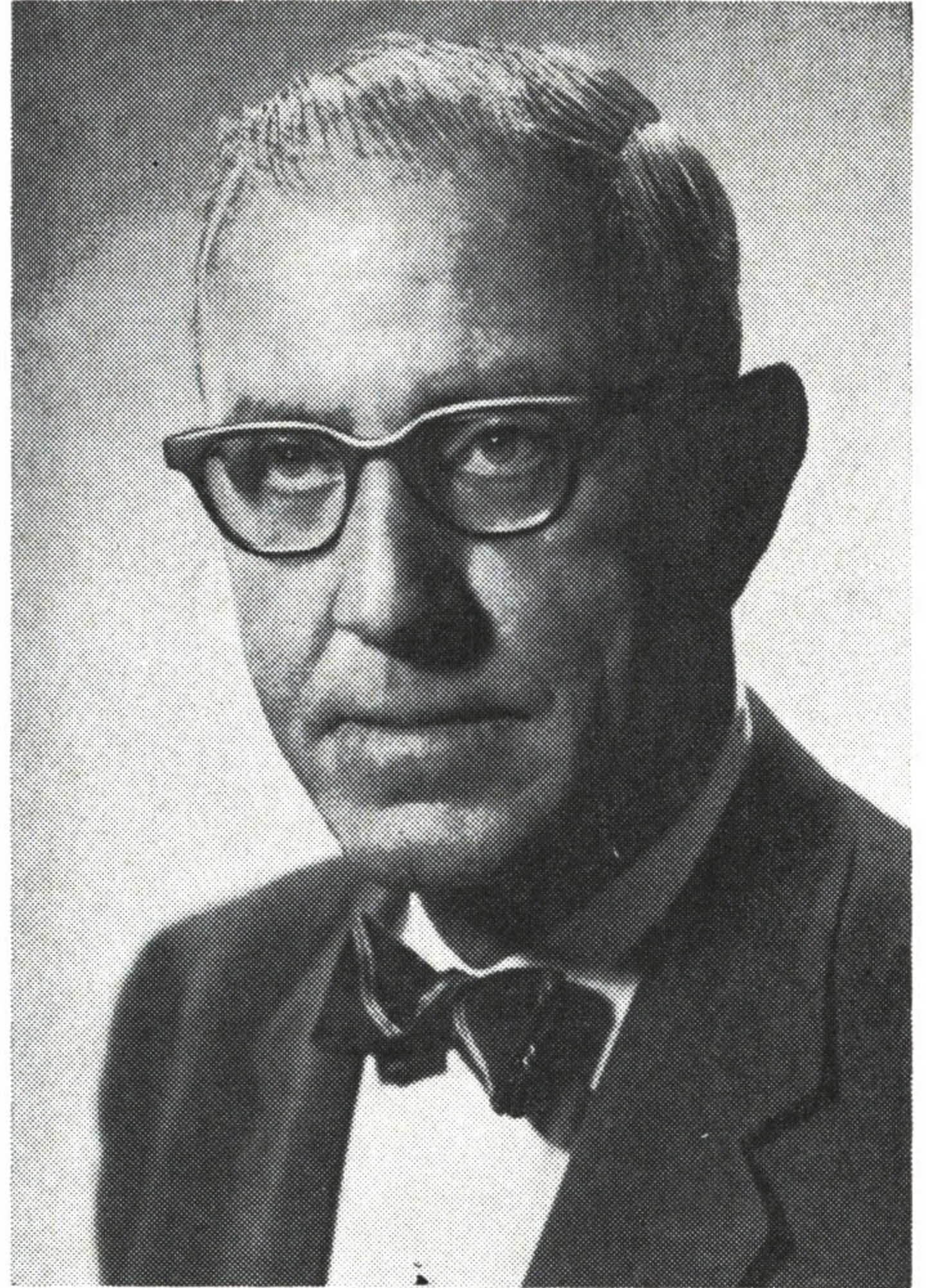
All this holds true if certain factors are adhered to in preparing a property for auction. The auctioneer himself, though important, is only a very small part of it. Back of him is a six weeks' sales campaign involving advertising in selected newspapers (national, regional or local, depending on the property); the preparing of an attractive sales brochure pointing up the highlights of the property the mailing of same to selected lists of prospective purchasers, including users, investors and real estate brokers; telephone, letter and personal solicitation; necessary inspection arrangements.

The principal question asked, is, "Does public auction mean distressed selling?"

The answer is an emphatic, "NO!". For instance:

1. If two or more parties are making approximately the same offer on a particular piece of property, an auction is bound to obtain a higher price for it.

2. Very often it is to the advantage of an estate to sell at auction, particularly if there are many heirs, including minors. If properly advertised and promoted, it avoids criticism of the trustees. Also, for inheritance tax purposes, sale by auction is very effective in establishing



a price recognized by the Internal Revenue Service as being the fair market value.

3. When a majority stockholder wishes to purchase a parcel of property offered for sale by his company, in order to avoid criticism by minority stockholders, he and the company should insist that it go to public auction and have the published upset price as his bid. Then if he should be the successful bidder at this price or higher, there again can be no criticism by any minority stockholder.

4. Also, it is common sense on the part of the owner, not distressed selling, to dispose at auction of surplus real and personal property that is standing idle and costing money in taxes, insurance, watchmen, heat, etc. In this way he can stop the outgo of funds as soon as possible and acquire immediate cash for other uses.

Another question is, "Can an owner be protected?"

Yes he can — by either having the right to accept or reject the high bid either at the sale or within twenty - four hours; or in offering it at absolute auction above a published minimum up-set price.

In conclusion, it is always important for the owner to have broker cooperation. This should mean higher prices. We are proud to say that in the past two years we have paid cooperating brokers over \$300,000 and only wish it were more.

Car Auction Like A 3-Ring Circus

(From the CHICAGO TRIBUNE,
issue of December 15, 1963)

CHICAGO, ILL. — It's a real three-ring circus every Thursday at the Greater Chicago Auto Auction, 7750 S. Cicero avenue, one of the three largest used car auctions in the country.

Dealer representatives from all over— Washington, Texas, Colorado, the Dakotas — come looking for bargains to fill up their used car stocks. And there's plenty to choose from. Midwestern dealers bring in about 600 cars every Thursday to sell.

The auction is divided into three "rings" — actually stalls about 50 feet long and 25 feet wide. Ring No. 1 handles '63s and '64s. Ring No. 2 features '62s and '61s, and ring No. 3 is used for '60s and older.

Four auctioneers are used. They move from ring to ring.

The machine-gun delivery of the auctioneers comes out at the unbelievable rate of 500 to 525 words a minute. To the unaccustomed listener, it sounds like gibberish, but after a while you begin to get the message: "WhatdayawantagiveforitIgotfourwho'llgimmiefourten. . . . Howdoyoulikeithowdoyoulikeit . . ." You expect him to say "Sold American" just like on the cigaret commercials.

Auctioneers and the car men have a jargon all their own to describe cars and equipment. "Four on the floor" is a four-speed transmission with the gear shift on the floor. "White with red guts" translates as white exterior with red upholstery.

A fully-equipped model is the "whole ball of wax," or "got air, got power, got all." And if a car has a "Mogen David" it means there's a little w(h)ine somewhere. Cars are rated as "cream puffs" or "doll babies" or as "clunkers."

The four auctioneers used by Greater Chicago are: W. P. (Bud) Drake, Vern McCracken, Dick Head, and Aaron (Mac) McGowen. (Cols. Drake, McCracken and McGowen are members of the National Auctioneers Association).

Not all cars put on the block are sold. One recent Thursday 792 cars went thru, but only 398 were sold. A dealer will usually specify what price he'd like to get. If the bidding falls short, he had the option of not selling the car. It costs \$5 if the car is not sold, \$30 to \$35 if it is.

The used-car market is sluggish this time of year (December) according to Joseph Briley and Edward Golden, co-owners of the auction. But in the late spring, the market picks up rapidly and 80 per cent of the cars shown are sold.

The auction begins at noon. It's a restricted to dealers only, which is probably just as well. An itchy nose might cost a spectator \$3,000.

Real Estate Auction Results Exceed Base

So. Pasadena, Calif. — Forty-one lots brought a total of about \$623,000 at the first auction of building sites conducted by the South Pasadena Community Redevelopment Agency.

The average price was about 10% higher than the base price the CRA had listed on the lots, according to Mrs. Virginia Delano, executive director.

"We are very delighted with the results," she said. "The action was brisk, and it took less time than we had anticipated."

A total of 50 lots were up for auction. The lowest price — at a base of \$9,500— went for about \$12,000, she said. One bidder paid the highest price of \$22,500 for a lot the CRA had listed at \$19,000.

Marsh Dosar, Los Angeles real estate auctioneer, conducted the sale.

Coloradans Meet, Elect New Officers

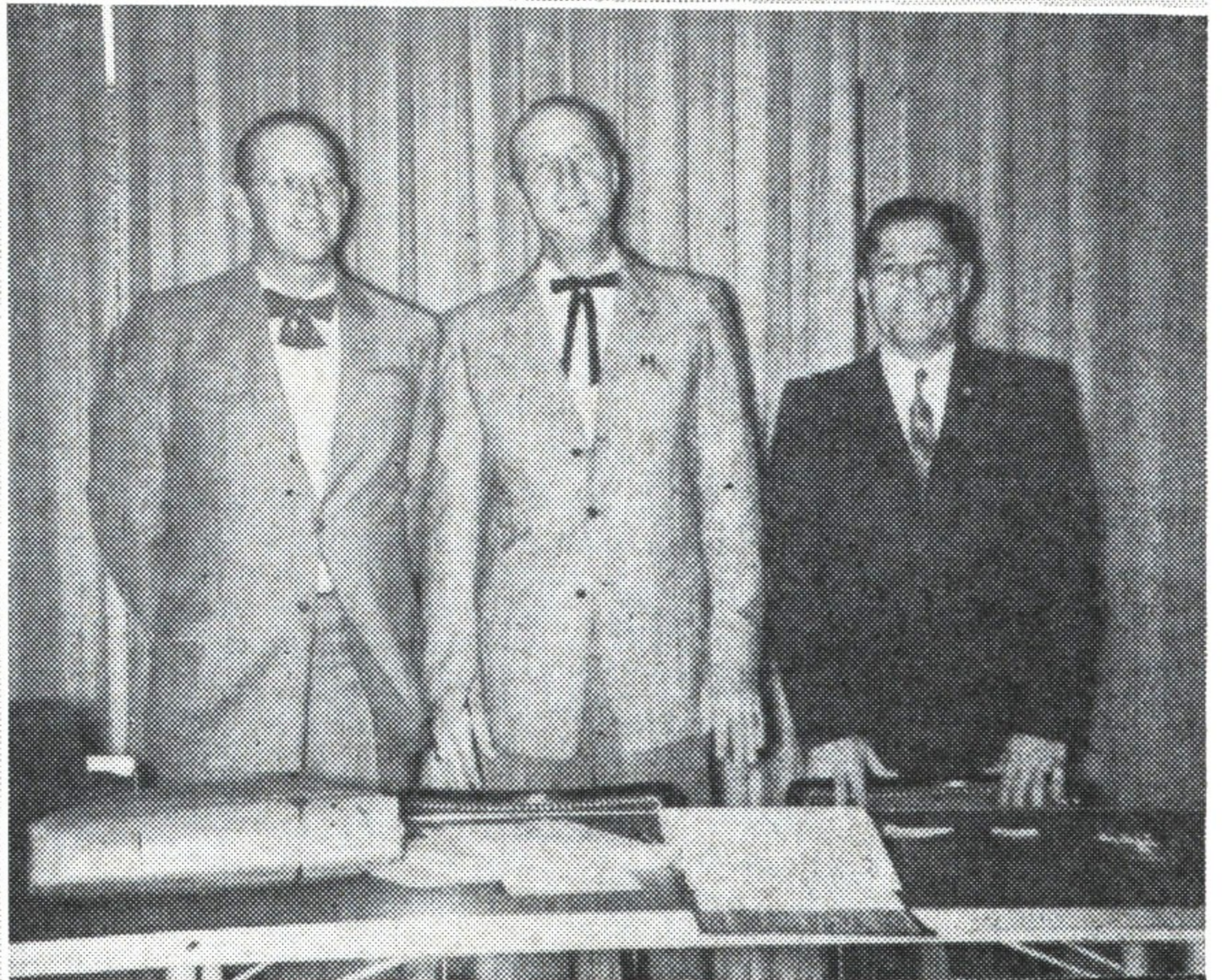
By H. W. "Bill" HAUSCHILDT

A very successful meeting of the Colorado Auctioneers Association was held January 25, 1964. For the benefit of those not present, we had one of the most edu-

cational meetings the Association has ever held.

Our Banquet was at 6:30 in the evening following which Pete Smythe of Radio and TV fame introduced, Dr. Mummy, the foremost authority on the early history of Colorado.

The business meeting was called to order at 8:30 at which time Fred Ra-



Scenes from the Annual Meeting of the Colorado Auctioneers Association. Upper left, President-elect Fred Ramaker and Mrs. Ramaker take home the Banquet Centerpiece. On the right, the Banquet which is always an important part of a gathering of auctioneers and their wives.

Lower left, the new officers of the Ladies Auxiliary, from the left, Mrs. Troil Welton, Mrs. Fred Ramaker, and Mrs. Lee Sears. Lower right, the new officers, Troil Welton, Vice-President, Fred Ramaker, President, and Reuben Stroh, Secretary-Treasurer.

maker of K-R Auction, Denver was elected President. Troil Welton, of Welton Auction House, Wray, was elected Vice President, and Reuben Stroh, Loveland, Colo., Secretary-Treasurer.

The Board of Directors consists of the retiring President and Secretary, respectively, Lyle Woodward and H. W. Hauschildt, both of Denver; Si Lockhart, Steamboat Springs; Ernie Austin and Dean Davis, Greeley; and Harvey Baldwin, Denver.

This is my last official duty before turning my records over to the new Secretary-Treasurer. I want all members to know it has been a pleasure to have been of service. I wish my successor all the luck in the world. I feel the same as the retiring President, Lyle Woodward, that if we could get new blood in these offices our Association would possibly have a chance to grow and get bigger.

The attendance at this last meeting was 49 members and wives. Don't hesitate to call upon your new officers for any information concerning the Colorado Auctioneers Association.

Save Your National Convention Program

That good advice, "Hold on to your program," gets more important all the time. The Treasury has now confirmed its value as evidence that convention expenditures are deductible. In Revenue Ruling 63-266, issued December 23, the Internal Revenue Service declared:

"It is the position of the Internal Revenue Service that the test for allowance of deductions for convention expenses provided in section 1.162-2(d) of the regulations is met if the agenda of the convention or other meeting is so related to the taxpayer's position as to show that attendance was for business purposes."

This clarifies an earlier ruling (59-316), in which IRS held that deductibility of such expenses depended on whether the relationship between the taxpayer's trade or business and his attendance is such that he benefits or advances the interests of his trade or business. It said one method of determining this would be to compare the individual's duties and responsi-

bilities with the purpose of the meeting as shown by the agenda.

That ruling, IRS now explains, "is clarified to remove any implication that section 1.162-2 (d) of the regulations requires that the agenda of a convention or other meeting deal specifically with the official duties and responsibilities of the taxpayer's position in order for his expenses of attendance to be business connected and deductible for federal income tax purposes as business expenses."

The effect of the new ruling is to supplement and bolster the blanket exemption which IRS has accorded for "any expenditure for entertainment directly related to and necessary to attendance at bona fide business meetings or conventions of organizations exempt under section 501 (c) (6) of the Code, such as business leagues, chambers of commerce, boards of trade and certain professional associations."

Illinois Auctioneers Will Meet April 12

Illinois State Auctioneers will hold their Annual Spring Convention at Alton, Ill., Sunday, April 12. All Illinois auctioneers who are interested in the future of their profession and their association are urged to attend.

Secretary, Edward Bilbruck, says, "I feel it is just as important to treat convention dates the same as one would treat a sale date on their sales calendar. "Just as the auctioneer learns something new at every sale, he can do the same at his local state and national convention."

The date, again, Sunday, April 12!

Big Household Sale

HOUSTON, Tex. — A 12-day auction of household effects in the estate of Mrs. Miles Frank Yount ended with sales totaling \$508,758.

Auctioneer Samuel Hart estimated 25,000 to 35,000 persons attended the sale of more than 7,000 items assembled from Mrs. Yount's six mansions.

Proceeds will go to Miss Mildred Manion of Beaumont, a granddaughter. Mrs. Yount, widow of a southeast Texas oilman, died in October 1962.

Life in the Soviet Union

New York NAA Member Brings Back Vital Information, Fascinating Story

By LORETTA CARL

Peace in the world is the desire of Russia's average citizen, says Frank Taylor, prominent Cortland auctioneer, discussing his educational trip to the U.S.S.R. last summer as part of a New York People-to-People Good Will Tour.

The three weeks tour by some 40 persons took them to Belgium, Poland, Hungary, West Germany and other places besides some of the provinces of the Soviet Union.

"With tears in their eyes, some Russians will tell you they want peace," said Mr. Taylor, a dairyman, auctioneer, and real estate broker in the Town of Cortlandville.

Partly an agricultural tour, the August trip in which Mr. Taylor participated was dedicated to promoting understanding between people as a more lasting passport to peace," noted the area resident. The entourage left on August 2, returned on August 22, and altogether covered 13,689 miles.

To get full benefit of such a tour, one must go "with an open mind," pointed out Mr. Taylor. He admitted that initially he felt Big Brother was watching but that was a short-lived first reaction on arriving in the U.S.S.R.

"We were free to travel around by ourselves if we chose to look into something that was not in the planned itinerary. Our guides, Irene Makeiva, 30, and Irene Kovaleva, 23 were otherwise always with us."

Mr. Taylor, whose home and 600-acre farm is on Owego Street extension, said the summer trip was an unforgettable one. Eagerly, he tells what his group saw and did and since his return he has been showing color slides of the tour to numerous organizations in the Cortland area.

Some depict Red Square and the Kremlin with one showing long lines of visitors to Lenin's Tomb and the nearby grave in which Stalin's body now rests. One slide presents milkmaids on a collective farm in Kishinev, capital of Moldavia which is

in Southern Russia. Another shows an impressive structure graced by strong columns and long walks to its doors — Moscow University.

Commenting on the wide streets in Moscow, Mr. Taylor said young persons told him (quite casually) that before the turn of the century Moscow would be the world center, and since traffic would be overwhelming, there would be a need for wide roadways. This is said with complete conviction, notes Mr. Taylor.

Gradually, Moscow is being transformed into a city of wide streets or boulevards, many parks in the center of town, and multi-story apartment houses on outskirts. Throughout the city, an extensive public transportation system including subways, buses and street cars moves people throughout the city, said Mr. Taylor.

It is predicted that by 1980 all transportation will be free in the Soviet Union, he said.

As for the education picture in the U.S.S.R., Mr. Taylor said some 2,500,000 persons are engaged in higher education. In 1917, he noted, three fourths of the entire population in the Soviet Union were illiterate.

Some 450,000 physicians are registered in the Soviet Union, said Mr. Taylor. He said in 1917 there were 28,000 doctors in the U.S.S.R. compared to today's figure of 30,000 for Moscow alone. Seventy-one per cent of the medical doctors are women.

Before a student can successfully complete elementary school he must have a good knowledge of English, German or French — depending on where he lives in the Soviet Union.

Throughout his schooling, the Russian student carries with him a black book in which are recorded: character observations, school grades and other data about the student and his work. "The little black book, or log, plays an important role in Russia," Mr. Taylor said. He said it is often used as the student applies for

further education and is one of the references on which acceptance is based.

On completion of elementary school and high school, the student who seeks higher learning must pass rigid examinations, Mr. Taylor said. "He must go before three Communist party school officials and they determine whether he'd be a good medical student for example.

If a would-be medical person passes the tests, then he faces a five-year program at one of the 40 universities. Since studies of medicine are among the special fields (so is music and nuclear science), the scholar is exempt from the normal two-year compulsory military service.

Mr. Taylor said that after graduation, the citizen must serve six hours a day for the free medical program offered in the Soviet Union. He pointed that schooling is free to those engaged in professions such as medicine and that besides free lodging and books, the medical student receives an allowance ranging from \$25 to \$100 a month.

Pointing to the "rigid educational system," Mr. Taylor said it is largely responsible for the "lack of juvenile delinquency." Another strong factor in preventing delinquency is the "strict discipline but affectionate bond" of the average Russian home.

According to Mr. Taylor, the crime rate is very low. He conjectures that "each man is always watching the other man" probably has something to do with this. He also noted a lack of unemployment.

The average work day, according to Mr. Taylor, is an eight-hour work period, six days a week. "The government insists on one day of rest and generally this is Sunday."

A familiar sight on Sundays is the typical family walk to one of the many parks where members sit and chat near a sparkling, gushing fountain and beautifully landscaped grounds.

Families also are encouraged to take a month's vacation each year and preferably away from home, said Mr. Taylor. "A popular and common resort for many is the area of the Black Sea."

On Sundays, often some 2,000 persons will crowd in the 400-capacity lone Baptist church in Moscow. Altogether, there

are 500 Baptist Churches in the Soviet Union, said Frank Taylor.

Most of the 150 museums in Moscow formerly were churches.

"The government doesn't forbid religion outrightly but takes no part in it; it does not encourage it, but it discourages it to the extent that no church leader can be accepted as a communist."

Mr. Taylor believes that many persons in the Soviet Union would like to practice religion more but "fear criticism by others in their own community."

Tourists were told that nine churches, mostly Russian Orthodox Church, hold services in Moscow.

The one Baptist congregation employs 10 paid ministers. No Sunday school or other youth education programs are permitted. "Nothing for persons under 18 years of age," emphasized Mr. Taylor.

Sunday breakfast in Moscow for the visitors from the United States consisted, at times, of: fruit juice, mineral water, generous slices of ham with fried cucumber slices or two eggs — but no fried ones.

Mr. Taylor said caviar was served at every meal but breakfast. Wine always was available at extra cost. Chicken or pork often was served at dinner; beef was very scarce, said Mr. Taylor.

Desserts were fruits or ice cream — vanilla and strawberry. "We had no pie, cake or pastry." Mr. Taylor noted state-owned ice cream carts, a common sight that was colorful as well. But he observed distrust among cart operators as they changed shifts and held tight to their money.

Those who prefer vodka to ice cream can find it sold at grocery stores.

The American entourage discussing agriculture at the U. S. Embassy in Moscow noted the fact that the state sets the price on which produce is sold in state stores. However, there is a fresh market in which persons sell at whatever price they can obtain from the public. It was estimated that more than one-half the total production of vegetables, one half the total production of potatoes and milk comes from private enterprise.

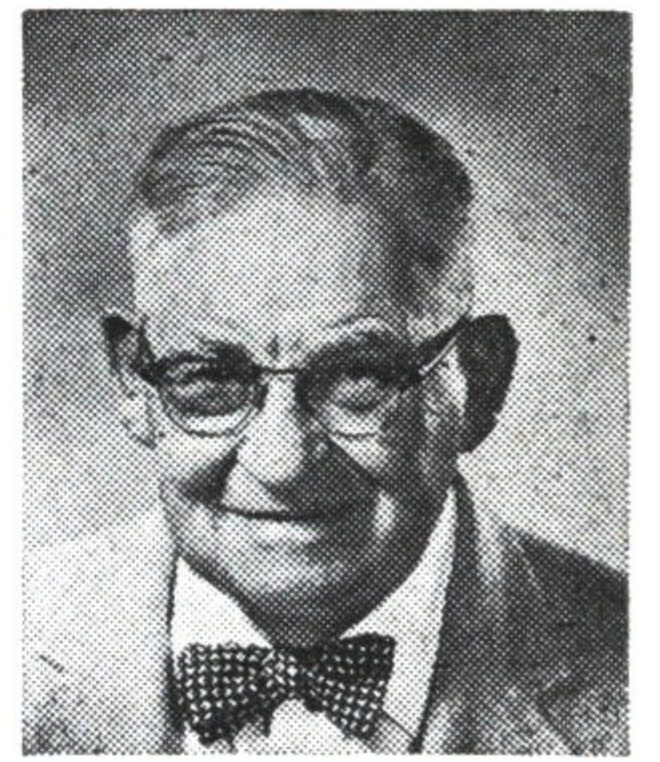
Success comes before work only in the dictionary.



Speakers table at the 1964 Ohio State Convention. From the left, President elect, Herb Bambeck and Mrs. Bambeck; Owen Hall and Mrs. Hall; Guest speaker, Prof. Edward Wright; retiring President, Gene Slagle and Mrs. Slagle, retiring Secretary-Treasurer, Dick Babb; newly elected Secretary-Treasurer, Newt Dilgard and Mrs. Dilgard.

Eighty-eight To Go In Next Four Months

By COL. POP HESS



This is the month of March — how time does pass by — and our National Auctioneers Association is within four months of Convention Time and end of the current fiscal year.

The writer wants to thank all the Ohio auctioneers and NAA members who remembered me with cards and wires on my 84th Birthday, last February 6. It was quite a collection in cards, from the serious to the most comic. I even got one from my old side-kick who always addresses me as the “Old Goat from Ohio,” and on his card he had the goat. All I can do is say, “Many thanks.”

It was very gratifying to see our NAA membership had passed the 1900 mark, according to our February issue of THE AUCTIONEER. If we can hold what we have and pick up 88 more members we will have 2,000 — one-third of what we should have for a united front as a National Auctioneers Association.

We note a strong interest among the members and are glad to see comments and writings coming for publication as it is interesting to read and know of general activity of our members through out the other states. Here in Ohio, our auction sales have been quite numerous since the first of the year and it looks like 1964 will have the average run of selling by auction and much employment for our Ohio auctioneers. Here on my Farm and Livestock Sales Announcement Program at Radio WRFD we have been very busy with many of our Ohio auctioneers, sales managers and breed associations using our Program extensively. This Program is now in its 15th year on the air and its customers and supporters are auctioneers, farmers and livestock men, some who have been using it since its beginning in 1949 and we do appreciate very much their continued support. We have done our best to render a good service

to all our customers. All auctioneers listed on the sales are named in our announcements along with their mailing addresses. This publicity covering a wide area, lets folks know who the busy auctioneers are and John Q. Public generally leans toward the busy auctioneer as he feels he must be good or others would not be using him. This is a good key to all those who wish to be an auctioneer in demand. His name listed on sales he is conducting, widely publicized, is the seed that returns a good harvest year by year.

We here in Ohio have been operating for the past two months under our amended Auctioneers' License Law. The gossip and grapevine does not bring back too much in comments one way or the other. However, I have now received some complaint on this law, not from an auctioneer but a livestock breed association who held a sale and hired an out of state Colonel who served as auctioneer on their sales last year and they were so pleased with him they wanted him back for this 1964 sale.

This was the sale of a large herd and from the tone of the complaint it was on the arrival of their out of state auctioneer that he was not permitted to be in the box as an auctioneer. No one looked into the matter weeks in advance in order that this out of state man could be informed he would have to make some arrangements and get cleared before sale date.

While I was not at the auction I knew much about the sale and the importance of its success. It looks to me and to the managers of the sale there should be more advance light or rules to work out to prevent this sort of affair. This report came to me personally by one who has known me for years and was well informed, a long time member of our Ohio and National Auctioneers Associations. And I was left with somewhat a red face

IN UNITY THERE IS STRENGTH

as he was sore and gruffly remarked. "Is this the fruits of your State and National Auctioneers Associations — to dictate who conducts their sales and the sellers have no choice?"

My suggestions are: To our Ohio auctioneers who are working on Ohio sales and know they have an associate auctioneer coming in from out of state to see to it he is fully advised on what he has to face to be able to work. Both, the man holding the sale and the non-resident auctioneer, should be informed in ample time.

Even back in my "Haydays" I often bumped into similar situations on local and city laws that one had to comply with or be shut out and I know the feeling and all one goes through. Now, in this special sale I have referred to, there were two strong Ohio auctioneers on the sale but the particular breed of livestock attracted the attention of farmers in all parts of the U. S. and Canada. This non-resident auctioneer was employed last year and again this year, not only a nationally known auctioneer but a man with contacts with other breeders who depend upon his services and advice in purchasing.

All state auctioneering laws should have a clear understanding and special arrangements for the non-resident who is, in most cases, a specialist in the particular type auction he is asked to conduct. If he is required to jump a lot of hurdles some one will wind up with a sore toe and a red nose. I do resent anyone blaming the State or National Auctioneers Association for being the entire cause of the law. This we could debate for some years.

But we now have the law on the books here in Ohio. Let us, through our State Board of Auctioneers and others in the know, be available in seeing that all can be cleared before we get a storm of protests that could bring about actions for repeal, especially by our farmers and livestock breeders. They are strong throughout our state as in most of the agricultural states. Breeders of livestock depend on auctions to sell their products but if they are going to be pushed around they can sell through other channels — and the auction profession suffers.

My mails have been the average in letters from auctioneers who read this publication or know of it and the NAA. They are all very interesting with many questions and suggestions and through my columns from now to convention time I will sort out the answers to some I have not mentioned in past writings.

Our winter here in Ohio has been the average but not as bad as some we have had. However, we have this month of March that may bring us a few bent feeder conditions in driving but as of this writing it looks like an early spring.

The farm and livestock industry is very strong in production and while we have many sales resulting from farms being sold or offered for sale and a few farmers are quitting but where one quits another is taking his place or some other farmer or livestock man is expanding his operations. The trend in the farm and livestock field has been toward mass production. This can be a trend to put three sales into one, cutting down the number of sales but larger totals on the sales made. This also tends to cut the number of auctioneers needed. These are points that all auctioneers should not overlook in building for the future. As in all businesses and professions the results of services rendered is one that will carry the weight in decision of securing the auctioneer for the job. But I am quite certain no machine can be made to replace the auctioneer even though we are seeing machines do many things man formerly did as a laborer and it is something to watch.

Again, boys, the road will be travelled better by keeping your State and National Associations intact and strong.

In Moscow, the magazine Atlas reports on a legendary character by the name of Rabinovitch, who is the subject of thousands of stories. He leaves Moscow for a trip through Europe, sending postcards back from wherever he might be at the time. Successively, he writes: "Greetings from a free Prague," "Greetings from a free Budapest," and then he finally reaches Paris, where he writes: "Greetings from a free Rabinovitch." — John G. Fuller, Saturday Review.

Competition Makes Better Marketing

By C. O. EMRICH

We hear comments, pro and con, as to which is the better way to sell our livestock — direct, through private treaty marketing agencies, or through auction markets. Admittedly there are different schools of thought among the producers.

However, what is most important is the fact that we have different channels through which we can merchandise our livestock. This keeps the whole merchandising procedure on a competitive basis. In other words, we have the right to market in the way that we like best. One method of marketing competes against another. As long as we as an industry can maintain the different methods of marketing we are in a better position to market from strength. This is particularly

true at times when we create an over supply.

From a prejudiced point of view, however, I would like to point out that marketing by auction really comes into its own when going gets tough. The auction method takes the fullest advantage of all of the competitive forces at hand — the highest price of one buying interest against the highest price of another, each bidding at the same time, under the same circumstances, and with the knowledge that its now or never as each draft of livestock is presented in the ring.

Proof that the cattle feeders of this area are recognizing this is evidenced in the fact that our fat cattle runs at the Norfolk Livestock Sales Co. have increased by a greater percentage than is our share. If you want to know more about our fat cattle sales feel free to call us. We will be glad to come out to your place and visit with you. (From Livestock Market Digest).



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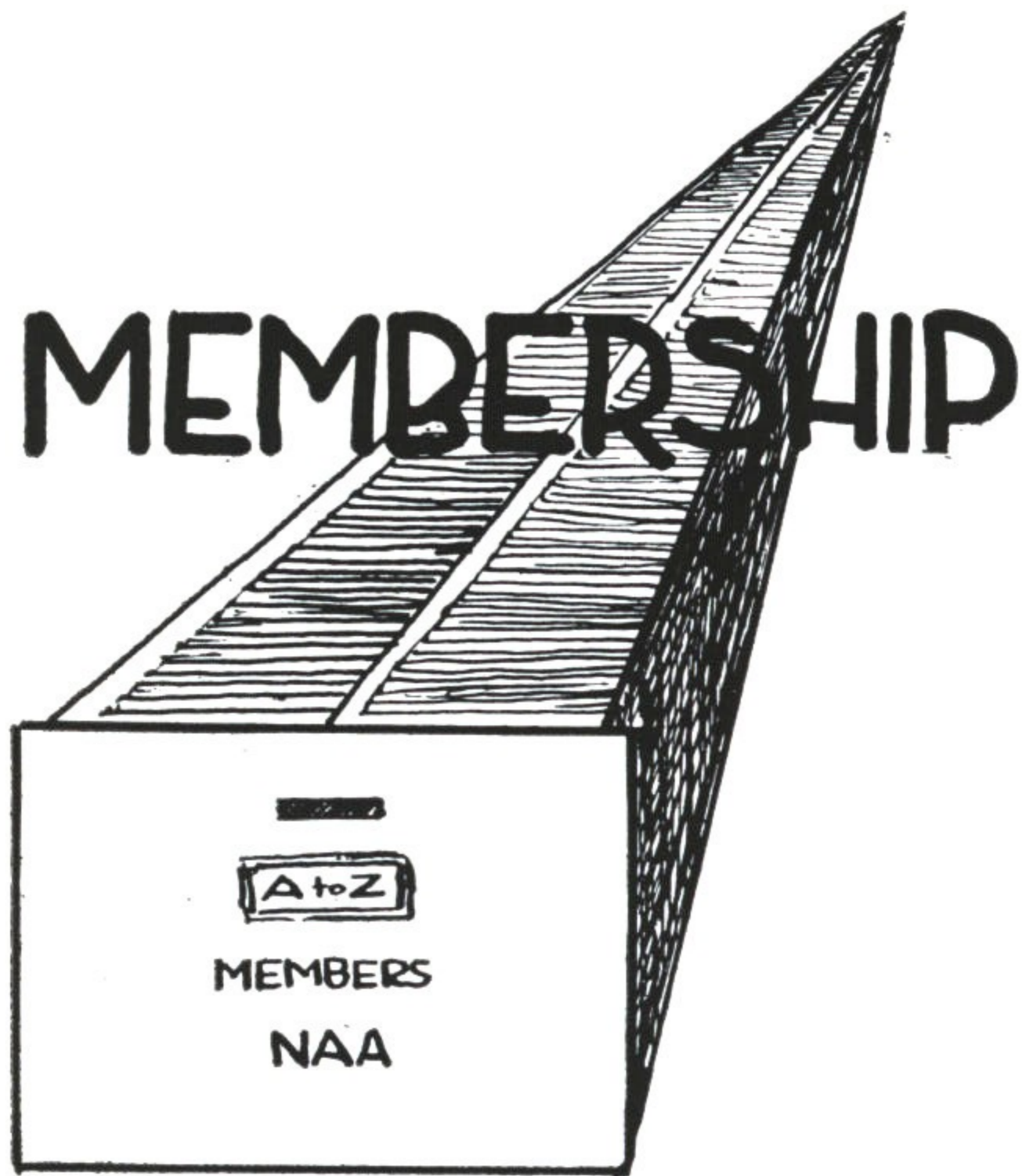
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It was the biggest turn-out in history for the OHIO AUCTIONEERS ASSOCIATION for the Noon Banquet.

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- J. E. Sutphin, Virginia
- (*Indicates New Members)

BROTHER OF POP HESS DIES

George Hess, brother of our beloved "Pop" Hess, passed away at Springfield, Ohio, February 10. He was 87 years old.

Denver Market To Increase Auctions

DENVER — Two changes have been made in Denver stockyards cattle auctions. The first, designed to help feeder cattle movement, increases the number of Spring Bellringer feeder cattle sales, starting them earlier. The second change limits Tuesday and Thursday cattle sales to auction only, with private treaty selling reserved for Monday and Wednesday.

Four Spring Bellingrers are now scheduled, partly as a result of a successful fall sale season. The first special feeder sale will be held Thursday, February 20, at 11 a.m., followed by others on March 12, and April 2 and 23.



Annual Meeting at Columbus, Ohio, January 12, 1964. A total of 171 persons sat down

When volume and quality of cattle justifies it, a show will be held the Wednesday prior to each feeder sale, and a trophy and ribbons will be awarded to finishers. To be eligible, cattle must be in loads of 20 or more head and arrive by 1 p.m. Wednesday.

Reserving Tuesdays and Thursdays for auction selling only, is an effort to concentrate all buying power each day on one method of selling.

Stockyard officials comment that both the Tuesday and Thursday auctions have proved versatile in providing a competitive market with plenty of buying power for all classes of cattle. At these sales, loads of fat cattle sell first.

Sells Same Trunk Twice In 30 Years

Thirty years ago on September 7, 1933 Albert Maas, Millville, Minn., auctioneer, sold a trunk at an auction in the Millville area for \$4.50.

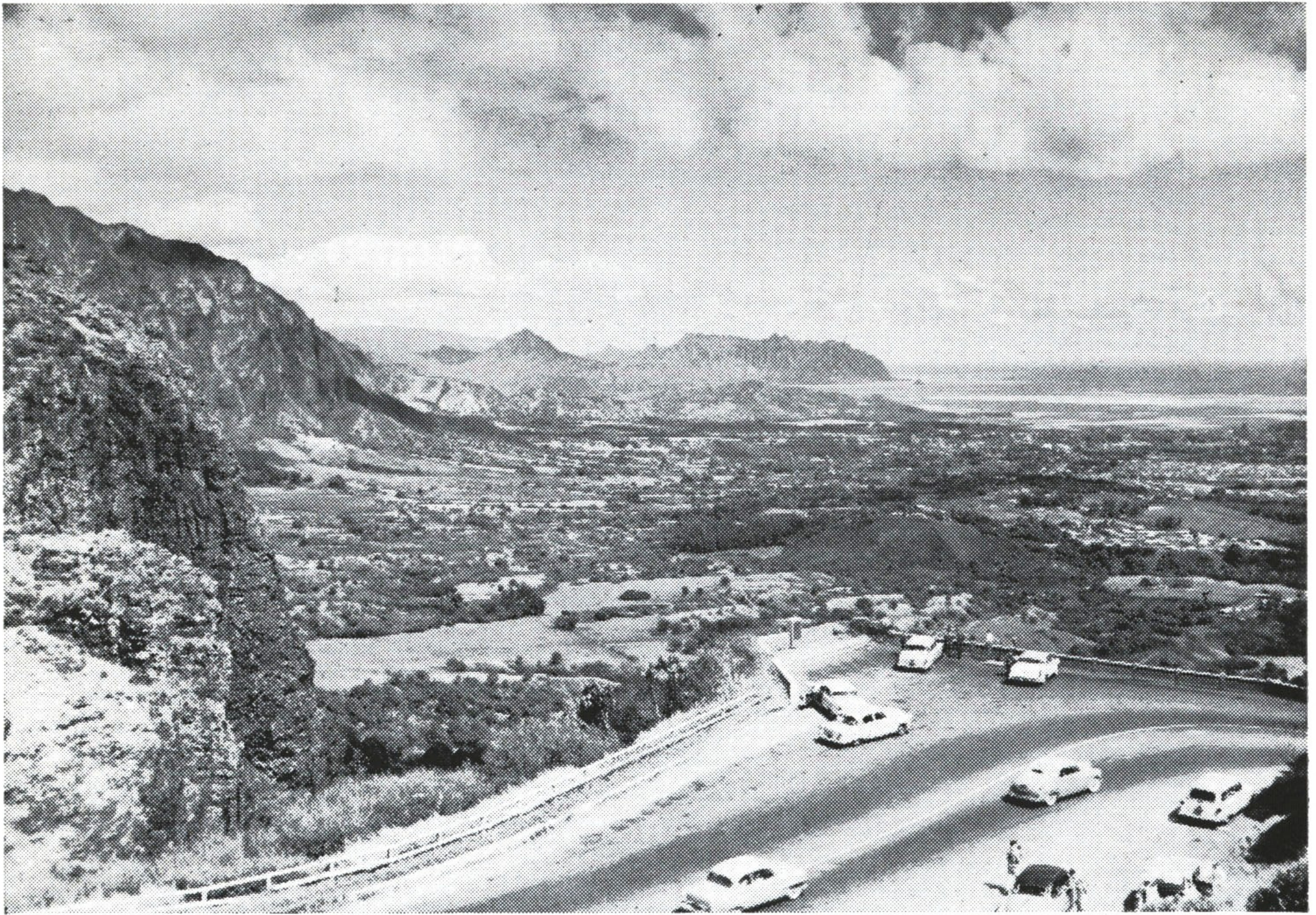
Recently, at an area auction, he recognized the trunk and resold it for \$11.00 to a relative of the first owner.

The price and date of the first auction was written in red ink on the bottom of the trunk.

Prices of trunks have raised in the last 30 years.

Doing little things well is a step towards doing big things better.

Hawaii In 1965?



Hawaii's famed Pali "Lookout" from which visitors can see both Leeward and Windward Oahu. This is the Windward view.

HAWAII awaits you . . . lovelier than you dreamed, nearer than you think. Hawaii, the world-over a symbol of hospitality, gaiety, informality. Here you'll wander about in an Aloha shirt or muumu, with a flower lei around your neck or a hibiscus in your hair . . . barefoot on Kalakaua Avenue, if you like. Yet all about you are some of the finest hotels in the world, the most unique night clubs and an unending variety of activities to enjoy . . . all year 'round!

And on the "neighbor islands," away from Honolulu, the primitive Hawaii awaits you . . . towering volcanoes, black sand beaches, fern grottos, coral gardens, palm-lined shores, tremendous fishing and millions of orchids and tropical plants. Above all, the charming people of the neighbor islands. You'll meet these and you'll love them, and perhaps take back with you some of their carefree

spirit, their kindness, and their deep enjoyment of life.

The "Crossroads of the Pacific" is comprised of 8 major islands: Niihau, privately owned; Kauai, the Garden Isle of lush greenery and tropical foliage; Oahu, where the capitol city of Honolulu is located; Malokai, where Father Damien's settlement at Kalaupapa is still in existence; Lanai, the Pineapple Island; Maui, the Valley Isle with its famed extinct crater, Mt. Haleakala; Kahoolawe, the only non-inhabited Island; and Hawaii, the Big Island or Volcano Island with its active Kilauea Crater, and orchids and anthuriums in abundance.

On March 12, 1959, after having been a Territory of the United States since 1898, Hawaii officially became the 50th State. The total populated area of 6,435 square miles exceeds that of the states of Connecticut, Delaware, and Rhode Island.



You name the racial strain, Hawaii has it . . . as witness these Oriental beauties mixed with Hawaiian belles. Which is which . . . or who is who?

The total population, including military personnel, is 632,772, of which 509,409 live on the Island of Oahu.

For the year, the average temperature is 75.2 degrees. The average rainfall is 25 inches. Out of 365 days, 108 days are clear, 178 days are partly cloudy, and 79 days are cloudy. Gentle tradewinds prevail all year 'round.

Hawaii extends a warm Aloha to the National Association of Auctioneers, and looks forward to hosting its Convention in 1965!

ALOHA!

EDITOR'S NOTE: Hawaii has been suggested as a possible Convention Site in 1965. Reaction of the membership will aid the Board of Directors in arriving at the decision "to go or not to go" that must be made during the Des Moines convention in July. Please advise the NAA office if you will attend the 1965 National Convention if it is held in Hawaii.

Through the years man has been making enormous strides in producing weapons of war — from headbusters, to fortbusters, to blockbuster, to citybusters, and he's well on his way now to produce countrybusters.

NAA Member A Part Of Financial Empire

In WALL STREET JOURNAL, issue of January 30, 1964, there appeared an article, entitled "Empire Builders." This article is too long to reprint in THE AUCTIONEER. However, Victor Muscat, the man who was featured in the article is an associate of one of our own members, Col. Edward Krock, Worcester, Mass.

Possibly many of our members, have already read the article, which refers to Mr. Muscat and his two business associates as the "three Muscateers" in a growing financial empire.

\$10,500 For MSU Bull

DENVER — Sale of cattle in auctions and private agreements passed the \$1 million mark at the midpoint of the National Western Stock Show.

An Angus bull owned by Michigan State University sold for \$10,500, topping last year's best Angus price by \$200. The buyer was Baughman Farms Inc., of Liberal, Kan.

"The only way women could have equal rights nowadays would be to surrender some."
—Burton Hills.



...your Association works for you!



Boosters for 'The Auctioneer'

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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Col. Freeman Smith—Long Island
Col. Eugene C. Waldrep—Birmingham
Col. W. J. White—Birmingham

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Col. Joseph F. Sedmera—Lakeland
Col. P. Frank Stuart—St. Petersburg

GEORGIA

Col. Paul E. Baker—Atlanta
Col. George E. Collins—Decatur
Col. R. A. Waldrep—Gainesville

HAWAII

Col. Louis L. Stambler—Honolulu

IDAHO

Col. Delbert Alexander—Castleford
Col. Jim Messersmith—Jerome
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IN UNITY THERE IS STRENGTH

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Missouri Auction School—Kansas City
Col. Jerry D. Popplewell—Amity
MONTANA
Col. Pat Goggins—Billings
Col. Wm. J. "Bill" Hagen—Billings
Col. Earl Kinney—Billings
Western College of Auctioneering—Billings
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Col. John W. Heist—Beatrice
Col. Jim Walker—Omaha
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NEVADA
Col. Mary Neer—Las Vegas
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Col. Ray G. Houle—Intervale
Col. Merle D. Straw, Jr.—Seabrook
NEW JERSEY
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IN UNITY THERE IS STRENGTH

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Col. Mearl Maidment—Bowling Green
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Col. Jim Richards—Spencer
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OREGON

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Col. C. A. Morrison—Grants Pass
Col. Lee W. Putman—Eugene
Col. Virgil Munion—Roseburg
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RHODE ISLAND

Col. Max Pollock—Providence

SOUTH CAROLINA

Col. Fred T. Moore—Honea Path

SOUTH DAKOTA

Col. Herb Bader—Timber Lake
Col. W. J. Kirkpatrick—Belle Fourche
Col. O. W. Wilson—Belle Fourche
Col. Reginald R. Oakley—Silver City

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Col. J. Robert Hood—Lawrenceburg
Col. H. C. "Red" Jessee—Morristown
Col. Harold Kemp—Lafayette
Col. James Matthews—Cowan
Col. C. B. McCarter—Sevierville
Col. Jack L. Ward—Goodlettsville
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Col. Dub Bryant—Big Spring
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College Station
Col. R. L. Nelson, Jr.—Gonzales
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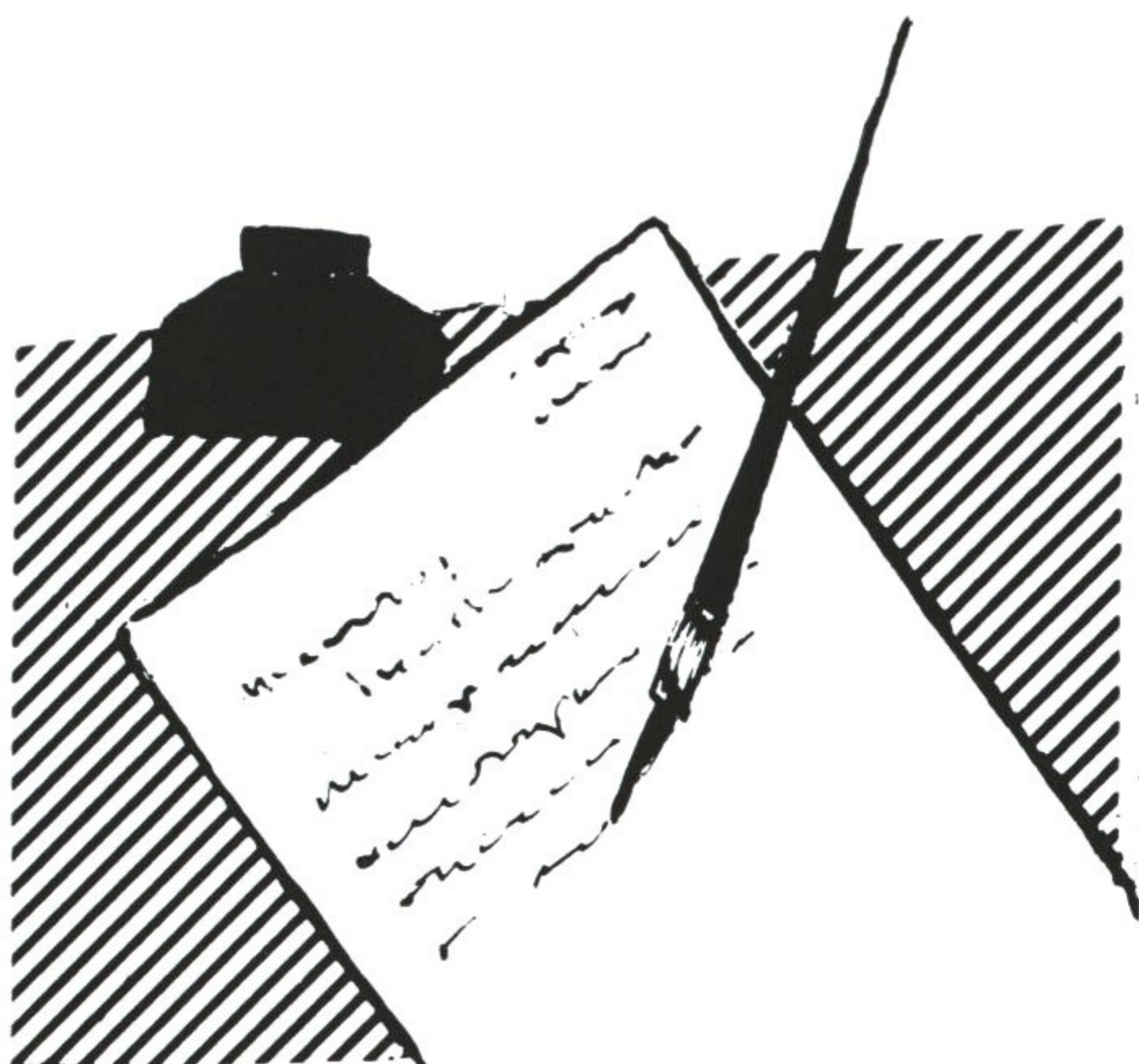
WYOMING

Col. Paul Brownfield—Riverton
Western Auction Sales & Service—Casper

ELSEWHERE

The Ladies Auxiliary to the
National Auctioneers Association

THE MEMBERS SAY . . .



Dear Bernard:

Enclosed find check for \$15.00 for my 1964 dues, also the Booster Page. I feel I'm very fortunate to be a member of the National Auctioneers Association. I have been an auctioneer for over 20 years.

I'm enclosing the auction notice that appeared in the Port Huron Times Herald for the K-Mart auction sale. This was the second auction at K-Mart and we had another successful auction, January 31, 1964. The store manager, Mr. Charles Reed, and myself were the originators of the K-Mart auctions. Every K-Mart store in the nation had an auction January 31, 1964.

I'm also enclosing an advertisement of the Yale Lions Club Auction to which I donated my services and which was very successful. I had a very good year in 1963, selling a great many auction sales, including farms, businesses, household

and many real estate auctions.

I sure enjoy reading The Auctioneer. Keep up the good work.

Yours sincerely,
Freeman F. Glenn
Port Huron, Mich.

* * * *

Dear Sir:

In your recent publication, "The Auctioneer," I thoroughly enjoyed the article written by Col. John Fishdick of Eagle River, Wisconsin, covering the subject of charity auctions.

In fact, I wrote to Col. Fishdick to swap ideas with him and from his letter would say this is one gentleman who has a wealth of auctioneering information. Hope that he will favor your publications in the future.

Very truly yours,
Roy I. Crain
Fort Smith, Ark.

* * * *

Dear Col.

Please find enclosed \$5.00 for the Booster Page. I enjoy reading "The Auctioneer" so very much. Please keep it coming.

Sincerely,
Roy Roberson
Grover City, Calif.

* * * *

Dear Col. Hart:

Enclosed you will find my remittance for \$10.00 covering my membership dues and renewal to "The Auctioneer." I hope that our membership will gain more ground in 1964 than it has in the past. I am not very happy with our low number

of members in Minnesota. I appreciate the good work you are doing on behalf of the auction profession.

Yours very truly,
Albert O. Maas
Millville, Minn.

* * * *

Dear Bernie:

Enclosed you will find my dues for 1964. I am very sorry to be so late but being fairly new at the auction profession my funds are somewhat limited. I do hope that I am not so late that I will miss a copy of "The Auctioneer". You might not believe it but I am so anxious each month to get my copy that I am really on edge at least ten days in advance.

My business before auctioneering was printing — and you can take it from a former printer, "The Auctioneer" is one of the BEST LOOKING, BEST LAID OUT trade magazines I have ever seen.

Yours truly,
Arthur J. Allen
Cuyahoga Falls, Ohio

* * * *

Dear Col. Hart:

Enclosed you will find a check for \$10.00 for membership in the NAA for my auction partner, Elmer R. Cordsmeyer, Jr., Vichy, Mo.

I enjoy "The Auctioneer" very much.

Yours truly,
Leonard A. Elrod
Vienna, Mo.

* * * *

Dear Col.

I am enclosing a check for fifteen dollars to cover my 1964 dues and to support our Booster Page. I am always glad to receive "The Auctioneer" as it is full of very good reading material.

As ever,
Herman F. Welch
Downers Grove, Ill.

* * * *

Dear Bernie:

We are having a good year, not as much snow as last year. Sales normal, prices and attendance good.

Always look forward to the magazine. Keep up the good work.

Respectfully yours,
John M. Glassman
Dowagiac, Mich.

Dear Sir:

I appreciate your acceptance of my application for membership in the Association. It seems good to be working with people in the same field.

Have you any back copies of "The Auctioneer" I may purchase from you?

Yours truly,
J. Smith
Port Credit, Ontario

\$90,000 Realized In Implement Auction

Charlotte, Mich. — One of the largest auctions ever held in Eaton County was the Wertz Implement Sales all-day event which attracted more than 4,000 people to Charlotte last Saturday and grossed more than \$90,000 in the sale of farm machinery.

The all-day auction was called by two auctioneers, Harold Dingman of Bellevue and William J. Stanton, NAA member of Vermontville, with one ready to proceed with another item of merchandise as soon as the other completed a sale.

Of the more than 300 items sold, top price articles brought as much as \$5,000, and the highest price for a self-propelled combine was \$3,575. The auctioneers had set the closing time of the sale at 3:30 p.m. and concluded five minutes ahead of schedule. This meant that there was a sale at approximately every minute during the auction, which began at 9:30 a.m. on the Charlotte fair grounds.

Buyers came from four states, including Michigan, Indiana, Ohio and Illinois, and from as far away as Traverse City, Pinconning and the Thumb district of Michigan. Some purchases had to be moved more than 200 miles. Duane Wertz stated that as a result of the sale he learned the names of 12 Michigan towns he never knew existed.

The Eaton County Farm Bureau women, who operated the lunch stand for the sale of hot coffee, milk, sandwiches and chili, reported sales of more than \$600.

The sale was widely advertised with a page advertisement in the Republican-Tribune and large sales bills were circulated over a four-state area.

Pennsylvanians Respond For Record Convention

By HAROLD KELLER

It was a record turn-out for the Annual Convention and Business Meeting of the Pennsylvania Auctioneers Association at Harrisburg, January 10th and 11th. Followed by an instructive program it proved to me a most successful event.

Cols. Claude Smith and Clay Hess were the first program participants, each making brief remarks about personal property appraisals followed by a question period. A few pointers taken from their talks follow:

- A. Be qualified or don't take the appraisal. For example, the average auctioneer is not familiar with coins, stamps, industrial equipment, etc.
- B. Make sure of ownership of items.
- C. Appraise systematically, give full description.
- D. Don't let heirs influence valuations.
- E. Charge a fair fee. Sometimes the attorney sets the fee.
- F. In Pennsylvania, real estate must be appraised by a broker.
- G. Have your appraisal notarized and sworn to.
- H. Present a neat and professional looking report.
- I. Actual auction prices may be used when sold within three months.
- J. Use Blue Book for cars.
- K. Be reliable. You may called in to substantiate your figures in court.

Cols. Elmer Murray and J. Omer Landis, assisted by Roy Rossey, presented a very appropriate skit on how a professional auctioneer and an amateur approaches his prospective client. This was humorous as well as poignant.

Closing the Friday evening program was the "Auction Clinic" wherein an open question and answer period for the good of the auction profession was conducted.

Saturday morning saw the call to order by President, Russell Kehr. Minutes and reports were read and approved. Pro-

gress reports were presented by each of the six Area Presidents. A memorial service was conducted for deceased members. Committee reports were given as well as a report of the 1963 National Auctioneers Convention, the latter by Cols. Mervin Adams and Harold Keller.

Following a Group Luncheon new officers were elected. Elmer Murray, Lititz, was elected President; Wylie S. Rittenhouse, Vanderbilt, Vice President; and Harold K. Keller, Mount Joy, Secretary-Treasurer.

President-elect Murray gave a challenging talk on Associations, reminding this year has an extra day and suggesting it be used in getting new members.

Closing event was the Banquet held at the Capitol Motel with H. Grant Hurst as guest speaker. His subject was, "Developing Your Sense of Humor."

THE LADIES AUXILIARY TO THE NATIONAL AUCTIONEERS ASSOCIATION

President

Mrs. Lewis Marks, Abingdon, Ill.

1st Vice President

Mrs. Albert Rankin, Alger, O.

2nd Vice President

Mrs. Walter Britten, College Station,
Texas

Secretary-Treasurer

Mrs. Harvey Baldwin, Denver, Colo.

Historian

Mrs. Ken Burrows, New Wilmington,
Pennsylvania

Directors

Mrs. Charles Corkle, Norfolk, Nebr.

Mrs. James Buckley, Shelbyville, Ind.

Mrs. Lou Stambler, Honolulu, Hawaii

Mrs. John L. Cummins, Cynthiana, Ky.

Mrs. Margaret Berry, West Newton, Pa.

Mrs. Al Boss, Carroll, Iowa

Mrs. Owen Hall, Celina, Ohio

Mrs. David Tracy, Pavilion, N. Y.

Mrs. Clint Peterson, Webster City, Ia.

Mrs. Ernest Freund, Fond du Lac, Wis.



Shown here are those who gathered for the Annual Convention and Business Meeting of the Pennsylvania Auctioneers Association, held at the Penn Harris Hotel in Harrisburg, January 10-11, 1964. Those with the asterisk (*) preceding their names are members, the other guests.

Top row (standing) left to right: *Marlin J. Reifein, *William Kraus, *Henry Leid, *Ammon Boyd, *Raymond Patterson, *Roy Ebersole, *Clyde Wolgemuth, *J Omar Landis, *Blaine Rentzel, *John Lewis, *Wilbur Hosler, *Vernon Martin, *Ralph Horst, *Kenneth Upperman, *Amos Detwiler, Sam Gray, *Ronald Chaffee, *Harlan Gundy, *Harold Showalter, Zigmond Yobbagy, *Cecil Blair.

Second row (standing): *S. John Gray, *Clay Hess, *Eugene Derr, *Jake Spencer, *Paul Martin, *Q. R. Chaffee, *C. Morrell Brown, *L. M. F. Hocker, *C. S. Detwiler,

Livestock Markets Improved With Times

By C. O. EMRICH

We in the livestock auction marketing field take great pride in the strides that have been made in our industry. Livestock auction markets grew up through many long years of hard knocks.

They sprouted from what were origi-

nally known as "sale barns." These "sale barns" were little two by four places that were commonly known as "trader's roosts" where one trader would try to outsmart the other and many times where farmers and ranchers were caught in the middle.

These "sale barns" came into existence, however, because of a need for some method of merchandising livestock in each specific community.

IN UNITY THERE IS STRENGTH



***Pete Stewart, *Cloyd Wenger, *Ken Burrows, J. F. Haley, Eden D. Fry, Donald A. Dreibelbis, Richard D. Roan, Harold Leightley, Charles C. Roan, *Paul Gilbert, *Henry Brooks, *Stuart Smith, Dick Crittenden, *John Ensminger, *Woodrow Roth.**

Third row (seated): *Lloyd Force, *San Lyons, *Harry Wimer, *John Schrock, *Oliver Wright, Mrs. Harold Keller, Mrs. Elmer Murry, Mrs. Dick Crittenden, Mrs. Cecil Blair, Mrs. Zigamond Yobbagy, Mrs. Vern Cotton, Mrs. Clay Hess, *Kenyon B. Brown, Paul Wasson, Jr., *William Boes, Leon W. Fraker, *Vern Cotton.

Front row (kneeling): *Wylie Rittenhouse (Vice President), *Harold K. Keller, (Secretary-Treasurer), *Elmer Murray, (President), *Russell Kehr (Retiring President), *Lee Pillsbury, *Mervin Adams.

As it became more evident that the auction method was a good way in which to sell and buy livestock, it also became more evident that it was necessary for markets to get together and set up a high code of business standards. This is for the protection of buyers and sellers on these markets. Within the past few years this has been done.

A market that abides by this strict code of business standards is now recognized as a "Certified Market." Certification of

any given market means a great deal to that market operator. In fact, there are some markets that have already lost their certification status because of a laxity on the part of that particular market operator in adhering to this code of standards.

Operators of Certified Markets are proud of their status and all prefer not to be called "sale barns" because they feel that the "sale barn" degrades the type of a service that they now perform.

In other words, selling livestock by auction now means good merchandising through the auction methods. We prefer to be called "livestock auction markets" or "livestock market centers," not "sale barns." (From Livestock Market Digest)

Editorial Praises Kentucky President

The following is a reprint from THE CENTRAL RECORD, a newspaper published at Lancaster, Ky., issue of February 13, 1964.

Colonel Cliff Ledford being named to highest position for Kentucky Auctioneers Tribute to his abilities.

As appeared in last week's issue of the Central Record and other of the state's daily newspapers before that, Colonel Cliff Ledford was elected President of the Kentucky Auctioneers Association at its annual convention held at the Phoenix Hotel in Lexington on February 1st. This was not only a singular honor for Colonel Ledford, but it is a feather in the cap for the community to have the State-wide president of the Auctioneers Association from here.

During the time that Colonel Ledford has carried on his business of real estate and auctioneering with his headquarters in Lancaster, he has become widely known over the state and his services are in demand over a wide area. He is generally recognized as one of the top auctioneers of the state and the recognition that he has received at the hands of this fellow auctioneer of the state is testimonial to his abilities in that field.

To engage successfully in the selling of real estate requires a certain amount of ability and business acumen, but successful auctioneering is an art in a class to itself. There are those who would aspire to become outstanding auctioneers but the knack to do it is not so easy to come by. It is easier to imagine getting on the stump and carrying off an auction than it is to do it. Natural ability for auctioneering is something that even training will not impart into a student of the business, and this natural ability is something that nearly all the outstanding followers of the trade possess.

With a natural flare for the trade, Col-

onel Ledford, over the years of experience that he had had in the field of auctioneering, has won the admiration of fellow members of his craft. This is a real tribute to his abilities on the stump as there is no greater tribute than the admiration of the members of a man's own trade. It has culminated into the high position that the Colonel now enjoys with his fellow auctioneers of Kentucky.

DEPENDS ON THE INDIVIDUAL

Sooner or later, a man, if he is wise, discovers that life is a mixture of good days and bad, victory and defeat, give and take.

He learns that it doesn't pay to be a sensitive soul — that he should let some things go over his head like water off a duck's back.

He learns that carrying a chip on his shoulder is the easiest way to get into a fight.

He learns that all men have burnt toast for breakfast now and then and that he should not take the other fellow's grouch too seriously.

He learns that even the humblest is a human and that it doesn't do any harm to smile and say "good morning" even if it is raining.

He learns that most of the other fellows are as he is, that they have brains that are as good as or even better, and that hard work and not cleverness is the secret of success.

He learns that no man ever got to first base alone and that it is only through co-operative effort that we move on to better things.

He learns that the folks are not any harder to get along with in one place than another, and that "getting along" depends about 98 per cent on his own behaviour.

He learns that it is more profitable to take stock of himself than to blame someone else for his unfortunate experiences. — Sleepy Eye (Minn.) Herald-Dispatch.

The well run trade association is the best friend the small business man has. It represents his foremost hope of survival in a sea of bigness.—Emanuel Cellar, Chairman, Judiciary Committee, House of Representatives.

Purebred Livestock . . .

Merchandising Methods

(Reprinted from WESTERN LIVESTOCK JOURNAL, Pacific Slope Edition)

The Sale Manager . . .

By AUSTIN MOODY
Longmont, Colo.

I DO NOT believe there is any set rule or pattern for one to follow when attempting to merchandise a set of cattle, either at purebred auction or at private treaty. The main idea, of course, is to get the job done — period. How — depends on many factors, and each sale must be considered separately.

If a particular set of cattle to be sold is in an area where that breed is well established, direct most of your efforts toward impressing them with the quality and usefulness of the cattle you are trying to sell.

If you go the “auction way” remember that every single bid helps and you must get all you can. Use all of the advertising that your budget will stand . . . breed publications, leading livestock publications, direct mail on a good mailing list, radio, T.V. and local newspapers. It is the duty and responsibility of any sale manager to leave no “stone unturned” in order to properly promote a set of cattle for a breeder. Personal letters and phone calls to prospective buyers are quite effective depending, of course, on how highly the promoter is regarded, how well he knows their herd, their financial situation, their needs, and also the herd he is promoting.

In private treaty sales, it is very important that the promoter know the quality and breeding of the cattle he is trying to sell. He must know, equally well, the needs and requirements of the breeder or new prospect who is buying. Satisfied customers are the only kind. A sale man-

ager must see to it that he does not oversell anyone, yet, for the good of the breed and for the benefit of the man he is representing, he must continually try to obtain “top dollar” for the quality cattle.

When trying to promote cattle in an area that is dominated by another breed, you really have a “greener field” providing you have quality cattle to sell.

It is much easier to do a good selling job for a breeder who constantly keeps his name in front of the public, either by a well-planned advertising program, or by a combination of advertising, showing, and attending the major breed functions in his area. However, no sale manager can do the job alone. He needs the full cooperation of the owner, the herdsmen, breed association man, and the various publication fieldmen who work the area in which he is selling.

While talking about “working force,” we must mention one of the most important members of all . . . the auctioneer. He should be very familiar with the breed. In fact, I think he is most effective if he only sells one breed. He must be a man of great integrity and with the ability to “dig in” when the going gets tough. Above all, he must know values and be able to quickly appraise the worth of an animal as it walks into the ring.

A sale manager should assume responsibility for all arrangements surrounding the sale. In addition to advertising, already mentioned, there are such items as herd health, brand inspection, transportation of the cattle before and after the sale, luncheon arrangements and, if the owner desires, a pre-sale get-together. The sale manager must also arrange for

a sale tent or pavilion, heat, adequate fire protection and insurance coverage, sufficient labor on sale day, along with proper presentation of the cattle to be sold. During the sale well-qualified clerks are needed. Following the sale, the sale manager assumes the responsibility for getting the registration certificates transferred to their new owners.

Quite often, certain problems develop relative to the breeding guarantee in a catalog and the sale manager must act as a mediator to fairly and impartially advise each party to bring about a settlement that is satisfactory to both.

A point that must be remembered . . . sale managers are only human, not "miracle men" and seldom do they perform miracles.

The Auctioneer . . .

By **HOWARD BROWN**
Woodland, Calif.

THE familiar figure of the auctioneer has graced the pages of world history for centuries.

In the U. S. the chant-crier's bid-calling image has long been associated with rural America, a glib-talking fellow who knew everyone and was known by everyone . . . a man who wrung every last penny's worth of value out of every item put up for sale.

That kind of auction is still held, but it is a far cry, indeed, from the purebred livestock auctions of the West which have become popular and accepted business institutions where businessmen trade dollars for . . . the finest breeding stock in the land.

Although many changes have been made in the methods of selling livestock at auction, the basic principle remains the same . . . the concentration of competitive buying power.

Purebred (and commercial) livestock auctions are big business . . . everyone concerned with "getting a businesslike job done" for the man who sells and the man who buys. Records will show that nearly every top-priced breeding animal attained its selling-price distinction at auction.

Breed associations are auction enthusiasts, feeling that the romance and crowd-appeal of a purebred auction helps

promote their respective breeds. And, it's true, because with few exceptions a purebred livestock auction display the breed's best before a large and discriminating audience of spectator's, by-standers and buyers. The livestock show, for example, is climaxed by an auction sale. Witness the sale of the grand champion steer at the Chicago International Livestock Exposition which is carried on nationwide television, or the sale of the top Angus breeding bull at the International, or the champion sale bull at Denver's National Western.

Many auctioneers like to specialize in one breed of livestock, feeling that by concentrating on one breed or kind of livestock it facilitates the accumulation of knowledge. And the more you know about a breed, the easier it is to establish values, and establishment of values is one of the uppermost talents to an auctioneer's success.

A competent auctioneer who makes a study of the breed, pedigree, and performance; and who keeps himself thoroughly informed on the changes and trends is an indispensable asset when it comes to merchandising purebred livestock at auction. And when "the going gets tough" his knowledge can transform what may have been a miserable merchandising venture into a selling success.

It's a fascinating business. A business that will grow as long as breeders and producers of quality livestock want that "top dollar" reward commensurate with the quality of their product. And this, in the final analysis, is the ultimate aim of every competent livestock auctioneer.

The reason people pass one store
To patronize another store
Is not because another place
Has better silks or better lace,
Or special prices, but it lies
In pleasant words and smiling eyes.
The only reason I believe
Is in the treatment folks receive.

WANTED

Auctioneering recordings for
teaching purposes.

CARL HARVEY

1010 East, 5700 South
Salt Lake City, Utah

Auctioneer Winner Of Young Farmer Award

Mound City, S. D. — Willis Hanson, 31, of Mound City, has been named the outstanding young farmer in this area by the Mobridge Jaycees and will go to Huron for competition in the state OYF program Saturday, according to Helmuth Beck, Jaycee chairman.



Hanson has been in the farming and ranching business since 1953. He started then with 1,040 acres and has expanded his operation to 7,040 acres, mostly range land. He feeds hundreds of cattle for market each year and has several hundred head in feed lots at the present time.

All of his cattle are vaccinated, sprayed and his purebred Herefords are culled each year. He also raises hogs, registered quarter horses and Appaloosa horses and shows his horses throughout the state.

Hanson practices diversified farming and has experimented in contour and strip farming and using fertilizer and has grass waterways for soil conservation.

He is also an auctioneer and spends about one-third of each year traveling and auctioneering at sales throughout the central United States. He also operates an insurance business in Mound City. He is

president of S. D. Auctioneers Association and a member of the National Auctioneers Association.

Hanson, is active in 4-H club animal husbandry work and helps members in the selection of stock, proper feeding and livestock judging. He is a member of the American Polled Hereford Association, American Quarter Horse Association, Masonic Lodge, a member of his church council and past president of the Mound City Business Men's Club, which he was instrumental in organizing.

He and his wife, Ruby, have four children, Wanda, Todd Scot and Jess.

The state program is sponsored by the South Dakota Jaycees and the South Dakota Bankers Ass'n.

Feeder Calf Sales

Ohio farmers, working together in eight area marketing groups, marketed over 1½ million dollars worth of feeder calves in the fall of 1963. This figure represented 14,257 animals sold in 16 special feeder calf sales, according to Charles Ingraham, Ohio State University Extension specialist in livestock marketing.

A CHINESE POEM

Nice night in June. Stars shine — big moon.

In park on bench, with girl in clinch,
Me say "Me love," She coo like dove.
Me smart — me fast. Never let chance pass.

Get hitch? me say. She say "O.K."
Wedding bells ring-ring. Honeymoon — everything.

Married life; happy man, happy wife.
Another night in June. Stars shine — big moon.

Ain't happy no more. Carry baby — walk floor.

Wife mad. Me mad. She fuss. Me cuss.
Life one big spat — nagging wife, bawling brat;

Me realize at last me too darn fast.

Author Unknown

Education is what you have left over when you subtract what you've forgotten from what you learned.—Hartford Times-Press.



MISSOURI AUCTION SCHOOL BANQUET
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Directory of State Auctioneers Associations

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Secretary: Milo Beck, Rogers

Colorado Auctioneers Association

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Secretary: Reuben J. Stroh,
133 East Fourth St., Loveland

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Secretary: John Hilditch, Southville

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Secretary: Dennis Ownby,
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THE LIGHTER SIDE . . .

TV VIEWING

Married man to good looking bachelor: "How in the world have you stayed single so long?"

Bachelor: "It's easy. Every time I look at TV I know at least 180,000,000 women are anemic, have stringy hair, large pores, are overweight and have rough hands!"

SUNDAY BEST

An old man came lumbering into town in a Model T and was promptly hailed by an officer who told him he was under arrest.

"Under arrest?" the old man said, "why, I haven't done anything. I tried to obey all the traffic laws."

Then the officer said, "Yes, but you haven't got your dimmers on."

After looking himself over very carefully, the old man replied, "Well, I put on everything the old woman laid out."

CHOOSEY

The president of the company called in his office manager and thrust a letter under his nose.

"Look at that! I thought I told you to engage my new secretary on the basis of her **grammar!**"

The office manager looked startled. "Grammar? I thought you said **glamour!**"

USE WITH CAUTION

A committee appointed by a magazine to study the question of how best to hold a wife wrote a selected list of husbands. The only reply received was from a Michigan prison. It stated briefly: "I found the best way was around the neck, but it should not be overdone. Please note the change of address".

TOP SECURITY

A minister's new secretary, who had formerly worked at the Pentagon, set about reorganizing the minister's filing system.

She labeled one drawer "sacred" and the other "top sacred".

50-50 CHANCE

One Sunday as the preacher of a Negro church started home, he was met by one of his white friends who manifested an interest in his church. The white friend asked how many members he had.

"I've got fifty," came the reply, "an' every one of dem is active."

"You mean that every member of your church is active?" the friend asked. "That certainly speaks well for you."

"Well, I don't know so much 'bout dat," the preacher said. "You see, dey is active, but twenty-five is workin' fer me 'an twenty-five is workin' g'inst me."

THE THIRD PARTY

A woman wrote to a daily newspaper from a very lonely spot in Alaska:

"My sister and I aren't exactly lonely up here because we have each other to talk to. But we need another woman to talk about".

HUSH HUSH

Auto man was relating how everything was kept under cover at the top echelon of his company.

He'd drop in to see his boss and say:

"Hear so-and-so is leaving this week."

"**Who told you that?**" his boss shot back. "Only three of us were supposed to know."

"Well," he told his boss, "now five of us know. You three, me and the guy who runs the freight elevator. He told me."

Who keeps secrets?

AMUSEMENT

Grandma Jones had lived alone for many, many years. She seldom ventured farther than her front gate and that was only to get the mail. She seemed, however, to enjoy her life of solitude.

"But how do you stand the everlasting silence, Grandma?" asked one of her neighbors.

Grandma looked fondly at two kittens that were playing with a ball of twine on the floor. "Oh," she said, "when it gets so quiet I can't stand it any longer, I just kick hell out of one of the cats".

QUALIFIED ANSWER

The head of a television network who was having trouble with his program department called in his executives for a lecture:

"Look," he said, "you guys have got to get on the ball. That's all there is to it. If we have any bottlenecks around here, I want to get rid of them, and get rid of them immediately. Now, who has any suggestions?"

From the rear of the conference room a junior executive piped up. "Sir," he said, "I've had some experience with bottles, and from that experience I can tell you, the necks are always at the top!"

RULES — AND RULES

My husband has the strictest rule that I can't read in bed.

That is he did until I learned a lamp shade fits his head.

INHERITED

Did you know that having children is hereditary? "No. Why?" "Why?" Well, if your father and mother didn't have any children, you wouldn't either.

PREPAREDNESS

A young pastor came running out of a church one afternoon flushed with excitement. To the veteran pastor in charge he said: "You won't believe this — I know you won't — but the Good Lord is sitting in our very church right now!"

The old pastor smiled tolerantly. "You've been working too hard," he said. "You need a rest."

"No, sir," the young assistant pressed on, "it's true. Come see for yourself." Sure enough, there was the Good Lord in the front pew.

The young fellow turned to the pastor and said, "What'll we do?"

Said the pastor softly, "Look busy, man! Look busy!"

COULD BE AN AUCTIONEER

Scotsman: "My lad are you to be my caddie?"

Caddie: "Yes, sir."

Scotsman: "And how are you at finding lost balls?"

Caddie: "Very good sir."

Scotsman: "Well, look around and find a ball and we'll start the game."

CONFUSION

During a wild "Dollar-Day" Sale, a salesgirl was trying desperately to fill out a sales slip for a customer.

"Your name please?"

"Mrs. Henry Porter."

"Your address."

"4412 Euclid Street."

The salesgirl took a deep breath looked around the store and said, "It's a mad-house, isn't it?"

"No," the woman replied, "it's an apartment."

TRANSPORATION PROBLEM

In Washington, nearly everybody works. One exception, is a dignified gentleman who spends most of his days on the front porch of his home.

A curious woman asked him what he did.

"I'm a go-getter", he replied.

The next question is obvious, but the answer wasn't.

"My wife works — and I go get her".

ENCORE

A band director, asked why he named his new baby "Encore" explained, "Well, to tell the truth, he wasn't scheduled on the program".

NO RUNNERS-UP

The usually sour-faced Boss smiled at the salesmen he had summoned into his office for a meeting.

"Gentlemen," he said, "I've called you in today to announce a sales contest which will start immediately and which I will personally supervise."

There was an excited murmur from the assembled salesmen and an eager voice from the rear called out: "What does the winner get sir?"

"The winner," announced the Boss, "gets to keep his job."

OH, THAT ONE!

The teenage miss was writing a letter. Suddenly she looked up and spoke to her mother. "Mom, what was the name of that boy I met when we were away on vacation?"

"Which one, dear?"

"Oh, you know," responded the young lady impatiently. "The one I couldn't live without."

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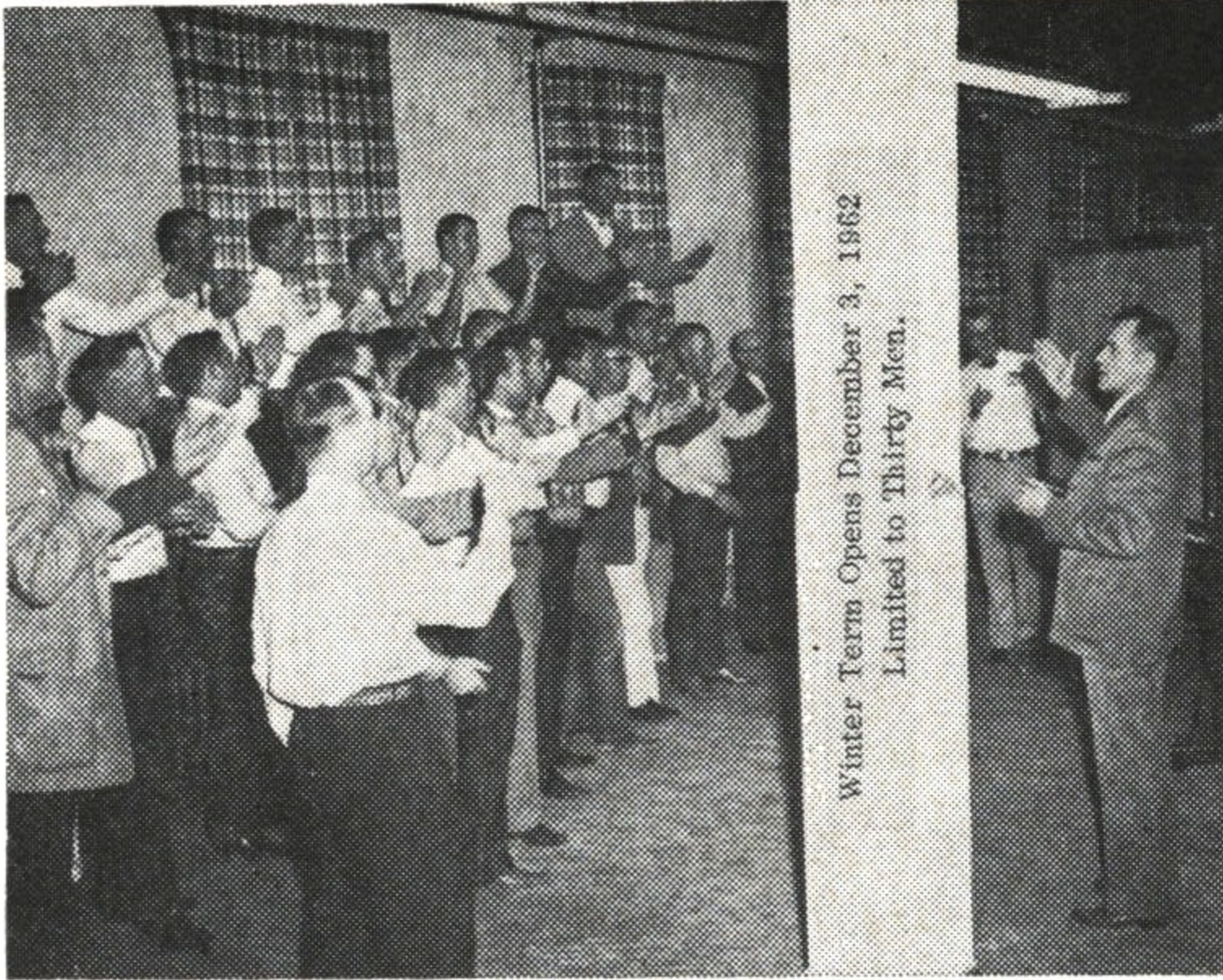
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3. They want to use the services of the organization.
4. They appreciate contacts and companionship.
5. They want to be informed on trade matters.
6. They want to work with competitors on mutual problems.

Those who do not join evidently do not possess the above desires.

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GOING!

GONE!!



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