

# *the* AUCTIONEER



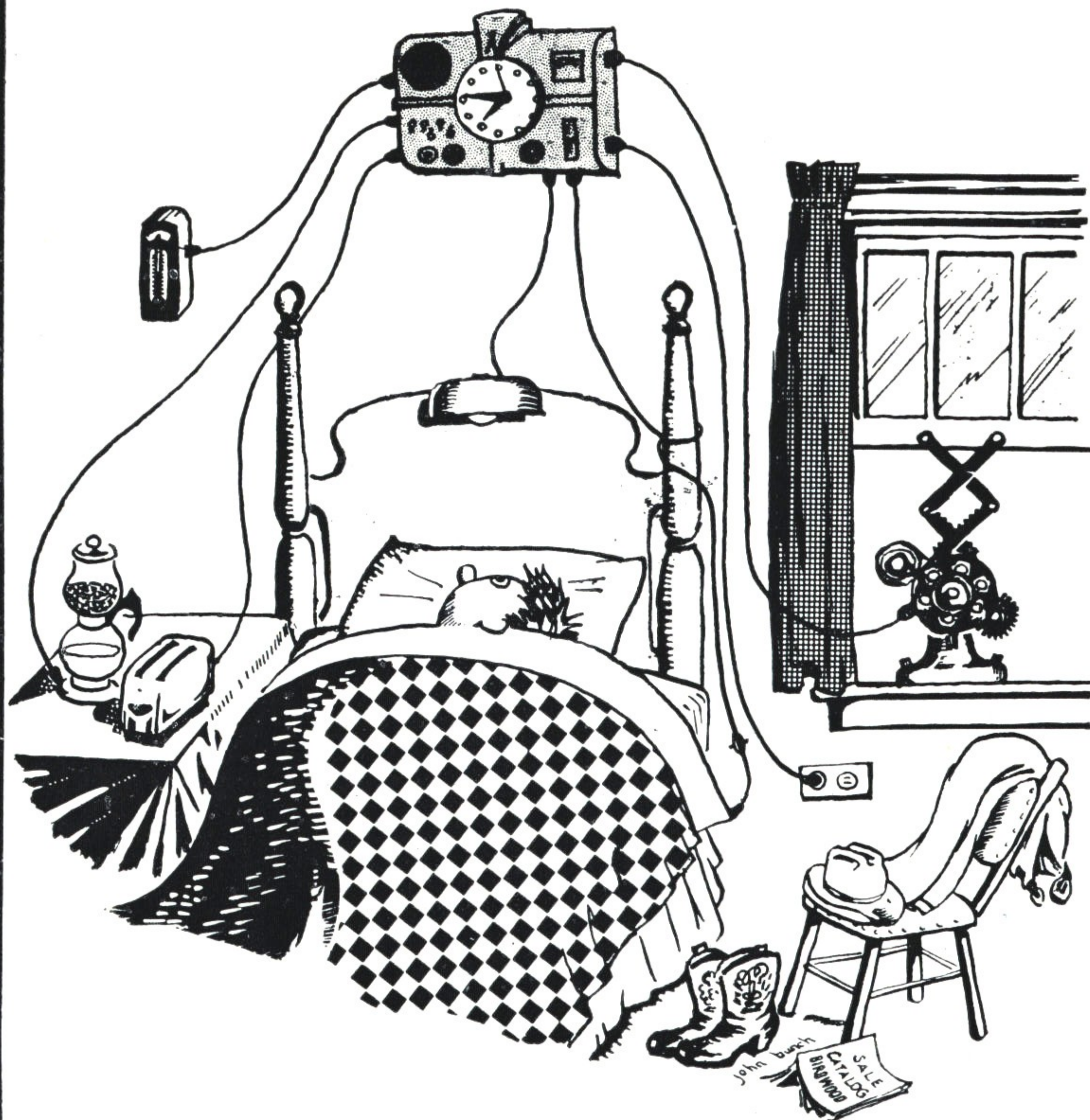
MARCH  
VOL. IX

1958  
NO. 3



NO-IT ISN'T TOO EARLY TO GET-

**ALL SET!**



*for...*

**NATIONAL AUCTIONEERS  
CONVENTION**

**Hotel Statler, Buffalo, N. Y.**

**July 17-18-19, 1958**



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# The President's Letter

February 6, 1958  
Bergen, New York

Dear Friends:

As I write this letter, we are having the winter's worst snow storm. Roads closed, schools closed down and tomorrow's auction postponed. A good day for reflection.

I read the other day that the world has changed more in the past twenty years than in the previous two thousand years. This is probably true; and we, of the auction profession, must be alert to these changes. Our profession is constantly changing, and I feel sure, for the better. Regardless of changes, there are certain basic truths which will never change, such as "Honesty is the Best Policy."

The Rotary Clubs of America have made famous the "Four Way Test" which can be applied to all of our relationships with others. In a changing world, I feel we could very well apply this test to our auction business.

1. Is it the truth?
2. Is it fair to all concerned?
3. Will it build good will and better friendships?
4. Will it be beneficial to all concerned?

If any business proposition fails on one of these counts, it surely should be reconsidered before entering into it.

Someone has said that there are 35,000 laws in America trying to enforce the Ten Commandments. Even in a "Space Age" such as we live, the "Ten Commandments" and the "Sermon on the Mount" offer, in my opinion, the best guide posts by which to live and work. If we do not keep anchored to these eternal verities, all our change and progress may result in dust and ashes.

Man has conquered all but himself. He has learned how to blow the world apart; he has not learned how to put the world's broken pieces back together again.



## IN UNITY THERE IS STRENGTH

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I am planning to attend the Nebraska State Convention and speak at their banquet May 4th in Lincoln, Nebraska. The Nebraska Auctioneers and their Ladies have made a great contribution to the National Auctioneers Association over the years.

We are gratified at the continuing increase in our National membership. If you will all try to get at least one new member by Convention time, I feel sure that our Secretary will have some heartening results to report. There are several important projects which can be started as soon as we have the financial strength which comes with a larger membership. There are still a great number of America's Auctioneers who are not affiliated with our organization. Perhaps an invitation, on your part, will gain their membership in what we all consider to be a very worthwhile organization.

I would like to take this opportunity to express my great satisfaction in the job our National Secretary is doing. His loyal and devoted service to our organization has been very largely responsible for our ever stronger position.

The New York Convention Committees are planning another meeting February 16th at Syracuse, New York, to make further plans for the National Convention in Buffalo. Be sure to remember the dates July 17, 18 and 19 at the Hotel Statler, Buffalo, New York.

With best personal regards to all.

Sincerely yours,  
Harris Wilcox, President  
National Auctioneers Association

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### South Carolina Has Newest Organization

Meeting at the Oregon Hotel in Greenwood on Saturday, January 25, a South Carolina Auctioneers Association was formed. This is 20th state to have an active organization of this type.

Col. C. E. Cunningham, Greenwood, was elected as the first President of the newly formed group. Vice-President is Col. George P. Pechillis, Columbia, and Col. Boyd Hicks of Greenwood is Secretary-Treasurer.

Bernard Hart, Secretary of the Nation-

al Auctioneers Association, assisted with the program of organization. A second meeting is planned for April 12 and will be held in Columbia, South Carolina. All auctioneers in the State are urged to contact the elected officials for further information.

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**"We are both looking forward to seeing all you good people at the convention this summer, which, according to C. B. Smith, will be a wonderful convention and one of the best the Association has ever had."—Vernon I. and Mary J. Cole, Mt. Morris, Mich.**



# Does Your State Organization Fulfill Its Intended Purpose?

Some State Auctioneers Associations flourish and bring forth the fruits that are expected; others wither and the fruit dies on the vine. We are often asked the question, "Why?"

During the past few years we have published reports of the activities of the various State organizations. We have done this with a two-fold reason in mind; (1) to report the news; (2) to give the officials of the other organizations ideas that can be used to good advantage in their own state. So far as we have been able to learn, the results have been disappointing — but we will keep right on trying.

The past few months you have had the opportunity to read of the fine progress of the Kentucky Auctioneers Association, organized only last September. There is always a reason for success just as there is always a reason for failure. We are reprinting herewith a copy of a letter that was distributed to every known auctioneer in the State of Kentucky, following the First Annual Convention of that group. We hope the spirit of progress illustrated in the letter will spread into the entire United States. The challenge is here — will you accept it?

FROM THE OFFICE OF THE SECRETARY, K. A. A.

Bulletin No. 3

"Membership doubled in three months." This is the first report I have to give you and I quote it with pride because that is exactly what has happened since the founding of the K. A. A. in September. This and the overwhelming success of the Convention can be attributed only to you, and you, and you, who have given so much of your time in aiding our membership drive and who, by your presence in Lexington, showed what can be accomplished with cooperation and organization.

I wish each member could have been present so that he might have participated in the harmony and good fellowship

that prevailed, and that certainly will be remembered by each of us. It can be pointed to with pride as an outstanding credit to our Association. I have always believed that there are two requisites for a "good" Convention. I firmly believe both were fulfilled. We effected the business at hand and then cast an eager eye to the festivities awaiting us at our banquet and auction in the evening. At the business meeting in the afternoon, we adopted the Constitution and By-Laws, had a lively discussion period, and also adopted the measure that the K. A. A. would offer the services, gratis, of the Auctioneers throughout Kentucky for the purpose of conducting charity auctions, anywhere in Kentucky, for any recognized charity organization.

Throughout the evening there was a pleasant feeling of camaraderie which found its peak during the Auction, and removed all doubts as to the answer of the question, "Who enjoys an auction more than an auctioneer?"

This bulletin cannot be so long as to give or to mention the persons that are deserving of a special thanks for the work that they contributed toward the success of the Convention. I shall be able to mention only a few:

To Col. Bill Scully, for his excellent work in obtaining the services of the newspapers, the facilities of the Hotel, and the many details that could not have been taken care of without him;

To Col. Walter J. Fritts, for his donation of the ribbon for the badges;

To the John Cassity Printing Company, for the printing thereon;

To Dr. Page, for his invocation;

To Mayor Kinkead, for his speech of welcome;

To Mrs. John Maloney, for her time in helping to organize the Women's Auxiliary;

To Leon Shaikun and "Preach" Edwardsen for their oratory;



# IN UNITY THERE IS STRENGTH

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To Col. Bernard Hart, for extending his knowledge in facilitating our business meeting and in lending his auctioneering ability by auctioning the Convention Gavel; and

To each of you, whom I cannot mention individually, but who gave his support to make it all possible.

So, I must leave the Convention, and hope to see each of you next January, same city, as Lexington has been elected again to be our Convention Headquarters in 1959.

The President has asked me to remind you to be sure to contact your Kentucky Legislators in opposition to House Bill No. 44 that has been introduced in Frankfort. Col. Moore has appointed Col. Edwin Freeman, Harrodsburg, Kentucky, as Chairman of the Legislative Committee. Col. Freeman was in contact with Col. Moore on January 16 in regard to this Bill and went to Frankfort the following day to make further inquiries. Any pertinent information shall be passed on to you as soon as received. The prompt knowledge concerning the introduction of this Bill was given to us by H. Bemiss Lawrence and we should all be grateful to him for his thoughtfulness concerning our Association.

I think I should pass on the information at this point that Mr. Lawrence is going to conduct a series of real estate review courses for beginners as well as for veterans. The next one will be held on February 5-6, at the Seelbach Hotel in Louisville. These courses will cover a complete review of Semenow's book. Any further information may be obtained by writing to him at 1129 Kentucky Home Life Building, Louisville, Kentucky.

There will be a meeting of the Executive Committee at Owensboro, Kentucky, on March 30. Any member wishing to attend may contact me as to the location of the meeting.

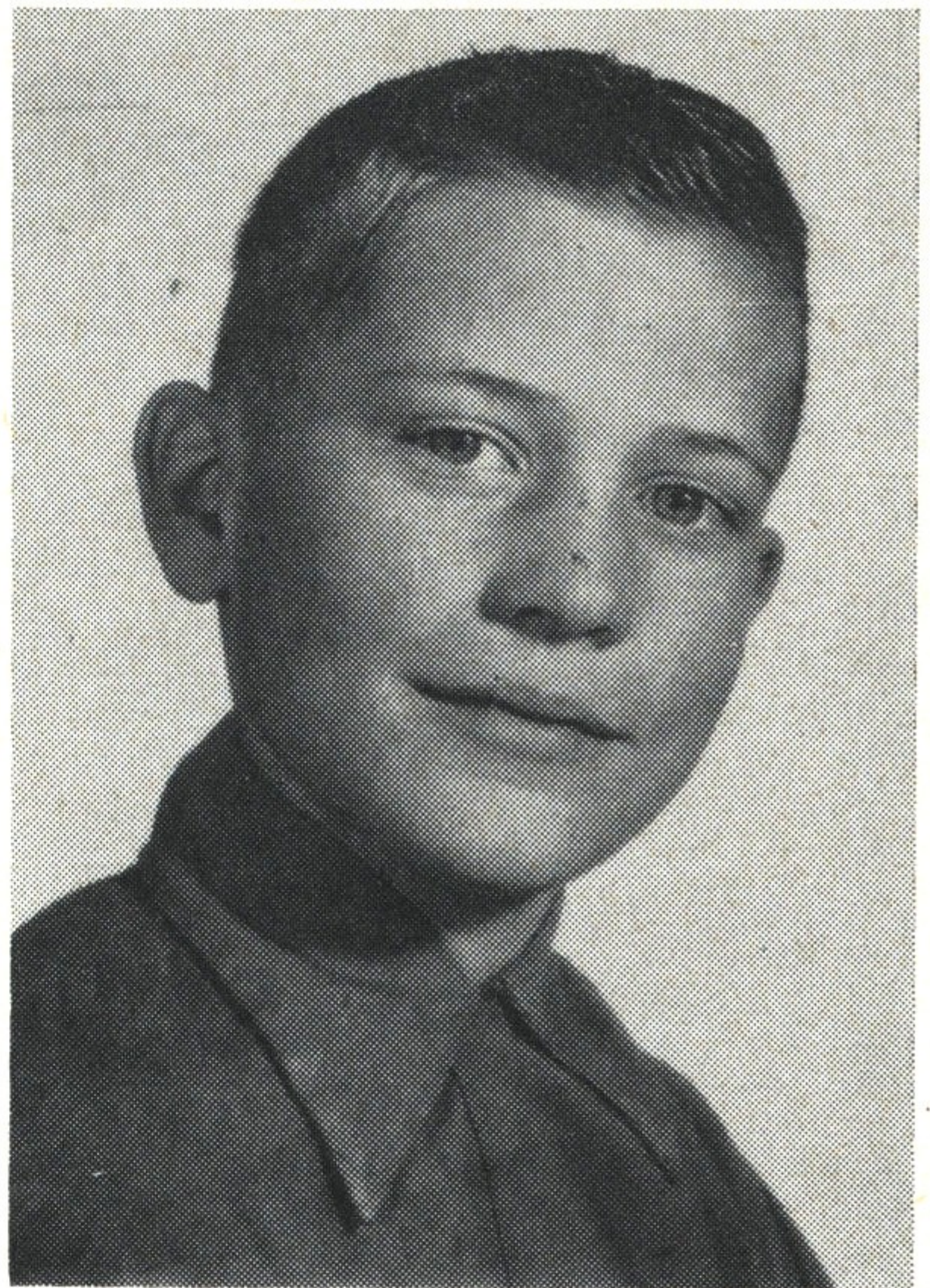
In the interim, the Constitution and By-

Laws are being printed and I hope very soon to have them ready to mail to you along with a complete membership list.

I will close this, hoping that next January the new Secretary will be able to open the Bulletin with my same sentence, "Membership doubled in one year and three months."

Elaine K. Meyer,  
Secretary

## Youngest?



Latest claimant to the title of youngest auctioneer is Tom Brown, age 9. Tom is the son of NAA member, Col. Jim Brown of Niles, Mich. They operate the Bertrand Auction in that city.

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## From Iowa To Dixie

Col. Jim Lowe, formerly of Des Moines, Iowa, has advised us that he is now a field representative for LIVE-STOCK MAGAZINE, Memphis, Tenn. In his new work, Col. Lowe is covering the states of Louisiana, Mississippi, part of Alabama and Florida. His headquarters is Jackson, Miss.



## IN UNITY THERE IS STRENGTH



Pictured left to right, W. J. Bill Hagen, Auctioneer, Billings, Montana; Bertha Lambert, Co-hostess of Taxi Dance; John Adomino, and his guitar, Star of Television and stage, and featured on Ed Sullivan and Lawrence Welk programs; Helen Hart Co-hostess; and M. E. "Jim" Evanson, Billings, State Chairman of March of Dimes. Over six hundred dollars was raised at Auction this one night at a local night club. Of the \$25,000 quota raised in Yellowstone County a third of it was through a number of Auctions held at Clubs, and a high light the T.V. Auction where personalities were sold, as well as merchandise. Auctioneers services are in demand for any worth while cause, and account for a good many dollars being raised in a short time.



## Canadians Also Have Restrictive Laws

Auctioneers in Canada apparently are faced with the same problems as those in the United States. The below reprint from a Mundare, Alberta newspaper indicates that organized retail merchants legislate unorganized auctioneers out of business like they formerly have done, and still try to do, in our United States.

### NEW BY-LAW RESTRICTS SPECIAL AUCTIONEERS

With a six-point code, city council Monday night clamped down on the activities of special auctioneers.

Special auctioneers, defined as persons who sell new goods, particularly jewelry and appliances, through auction, will be required to pay a \$200 civic license fee and to post a \$5,000 bond.

As well, special auctioneers will be prohibited from offering "prize packages," posting persons to bid up prices, using loudspeakers leading onto the street, and will be required to prominently display their bonds with explanations.

The regulations are contained in a 62-page by-law that revises and consolidates civic licensing procedures. The entire by-law, No. 1808, gained council approval Monday night.

The section dealing with special auctioneers says that half the \$200 license fee must be paid within the first 10 business days of the firms' operations, and that the remaining \$100 can be paid at the rate of \$5 per day.

Prize packages and disposal of articles by chance or lot are banned. Banned also are "puffers," "encouragers," or "cappers" to raise selling prices.

In addition to the \$1,000 bond required of auctioneers by provincial authorities, special auctioneers here will be required to "obtain and keep in good standing" a \$5,000 bond.

Aim of the bond is to provide a fund from which persons may be reimbursed who "may suffer loss by

reason of any breach of contract, misrepresentation, fraud, breach of warranty, failure to account, or breach of any other act . . ."

An explanation of the bond's purpose, and the "protection that is thereby assured to the public" must be posted on the premises of a special auctioneer.

Council may revoke a license "on just and reasonable grounds" after a special auctioneer has been given a hearing by aldermen.

## Police Violate Law In Holding Auction

License Law Confusion probably reached a peak in Denver, Colo., last month. While the annual auction of unclaimed property accumulated at the Police Station was going full swing an anonymous phone call was received by the police department saying that the auctioneer conducting the sale was unlicensed to sell in the city of Denver. A hurried check proved this to be true and the auctioneer was breaking the law. Since he was an agent for the police, in effect, they were breaking the law.

What happened next? Oh yes, the auction was immediately halted while police got on the telephone and contacted 'legal' auctioneers who completed the auction after an hour's delay. The results were apparently not hampered as the total money received was \$2,854.50, about \$750 more than the total a year ago.

The regular auctioneer, or the man who had been conducting the police sales, was ill, so an employee of the Government Services Administration was doing the honors. Investigation indicated he had not held an auctioneer's license in Denver since 1956. He made the claim that he was donating his services as he was going to turn the earned commission over to the auctioneer who was ill. However, law is law, and it was illegal for him to conduct the auction either with or without pay.

"I certainly don't want to miss receiving 'The Auctioneer' as it is a very fine and helpful book."

Jacob J. Ulrich, Luray, Kansas



## Bits Of Thought

By R. C. FOLAND, Real Estate Auctioneer  
Noblesville, Indiana

Being in the real estate auction business, quite naturally my thoughts leads me into some thing relative to real estate matters.

I was just sitting here pondering. When Columbus made his voyage in 1492 we had some sites to spare and now it seems we have homes built nearly everywhere.

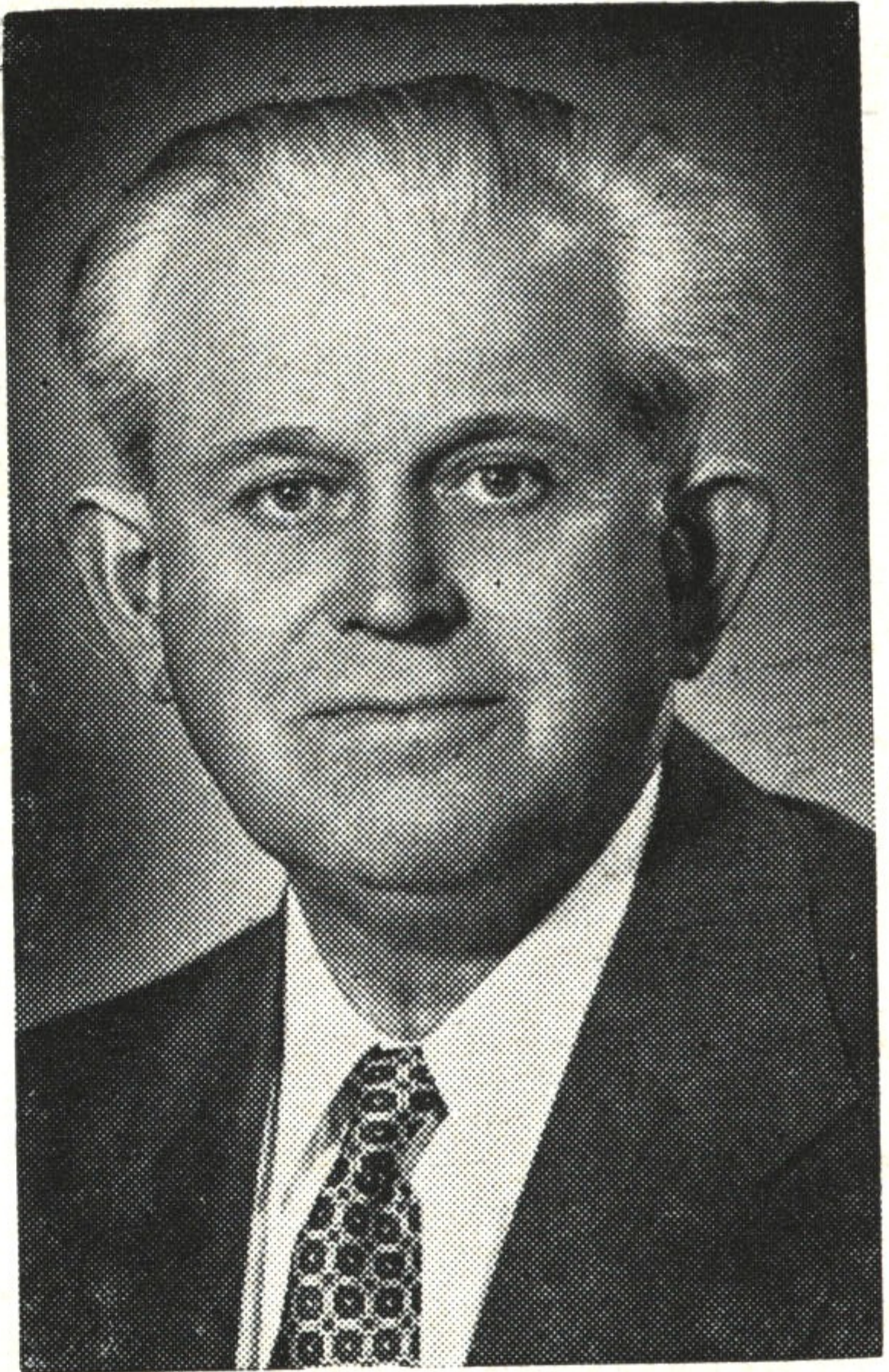
As the earth is only about one third land and we are making no more earth and the satellites have not yet discovered additional land, I am made to wonder what will happen in the future.

If the world goes on long enough it looks from here like the entire earth's surface will be taken up with eminent domains, hospitals, school grounds, Churches, parking grounds, toll roads, highways of various kinds, runways, airplane fields, golf courses, public parks, super markets, shopping centers, homes, large front and back yards, cemeteries, etc., etc.

We may have an over production now, but considering the rapid increase in population, it could be that some of these large front yards will be eventually needed for producing vegetables. Even considering the appalling slaughtering on the highways, the birth date still holds the lead.

Say, do you believe in the soil bank? I am strong for our President, but I think one of the worse things which has happened during his administration is the soil bank program. I want you to know however, that I am strong for the farmer, for I believe he is really the "salt of the earth". In fact I reside on a farm myself and was reared on one. I am informed that the owners of some of the larger farms have received more than \$200,000 from the soil bank funds. From whence do theses funds come? Yes you guessed it right for I presume you said tax payers. In some instances small farmers have also benefitted in this "hand out", but most of it is paid to those who need it least.

Perhaps I had better "ring off" for I do not desire to get into the political



Col. R. C. Foland

arena nor become a pessimist.

Wait a minute just for a word of thanks to The AUCTIONEER for playing up our Indiana Auctioneers Convention so prominently.

I also note an account of the death of our good friend and brother Auctioneer, Col. Bockelman.

I notice also Col. Stambler in the garb of old Santa in Honolulu. Give us more auctioneers of this spirit.

Yes and here's one off the record. A friend of mine who observed a community sale barn for sale, at private treaty, chided me on such inconsistency. Well perhaps some doctors are reluctant to take their own medicine.

I was also interested in the prices obtained at public sales 25 years ago.

Also hats off to Col. Darbyshire in his new adventure.

The ladies also come in for honorable mention in the February issue of THE AUCTIONEER.



Here I guess I better stop because there are so many things in the Auctioneer worthwhile to the readers, that it is impossible to mention all of them in one brief article.

## Wisconsin Officers Plan State Meeting

Officers and Directors of the Association of Wisconsin Auctioneers held their mid-winter meeting at the Hotel Rogers in Beaver Dam, making plans for the Annual Meeting of the organization on June 4. The convention will be held at the beautiful Dell View Hotel at Wisconsin Dells, one of Wisconsin's most historic as well as beautiful scenic spots.

President W. R. Ingraham, Beaver Dam, and the others attending the meeting, are planning a very interesting meeting for all of the auctioneers of the State of Wisconsin.

According to reports read at the meeting, the organization is growing very well and shows an increase in member-

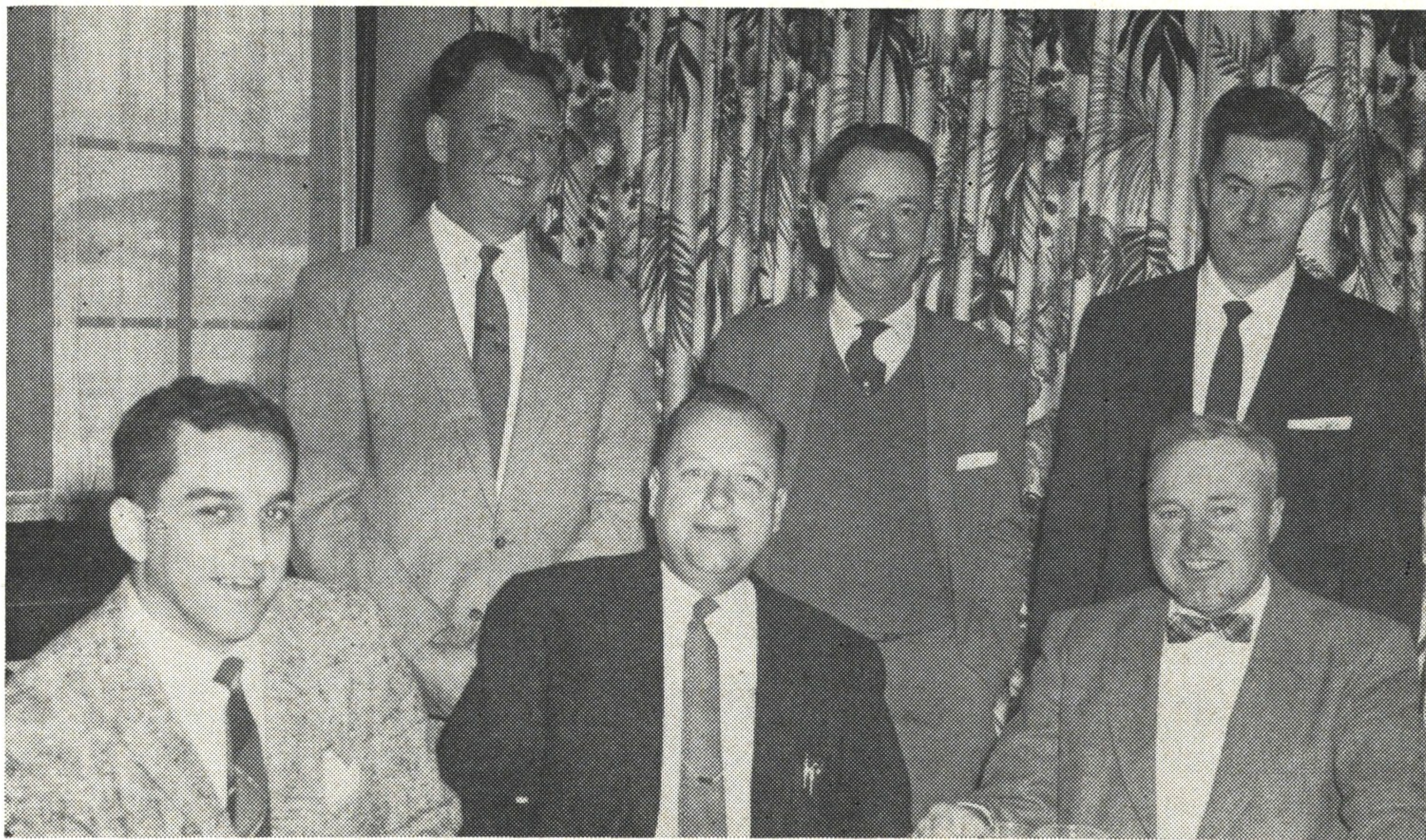
ship of 20 since the last meeting. It was the wish of the officers that each member bring at least one new member with him to the next meeting. They are most enthusiastic about the outlook for the future of the organization and auctioneering this next year. Many reports show auction listings to be at a very high level and a good year is anticipated.

## MacNab Secretary Of Montana Auctions

Miles City, Mont. — Newly appointed secretary of the Montana Livestock Auction Markets Association is Robin MacNab of Bozeman. MacNab, whose term is effective May 1, succeeds Frank Price of Billings.

At a quarterly meeting here recently the association adopted a 1958 advertising program and also chose Sidney as the site for the April meeting.

The Shelby Livestock Commission Co., was voted into membership, bringing to 12 the number of member markets.

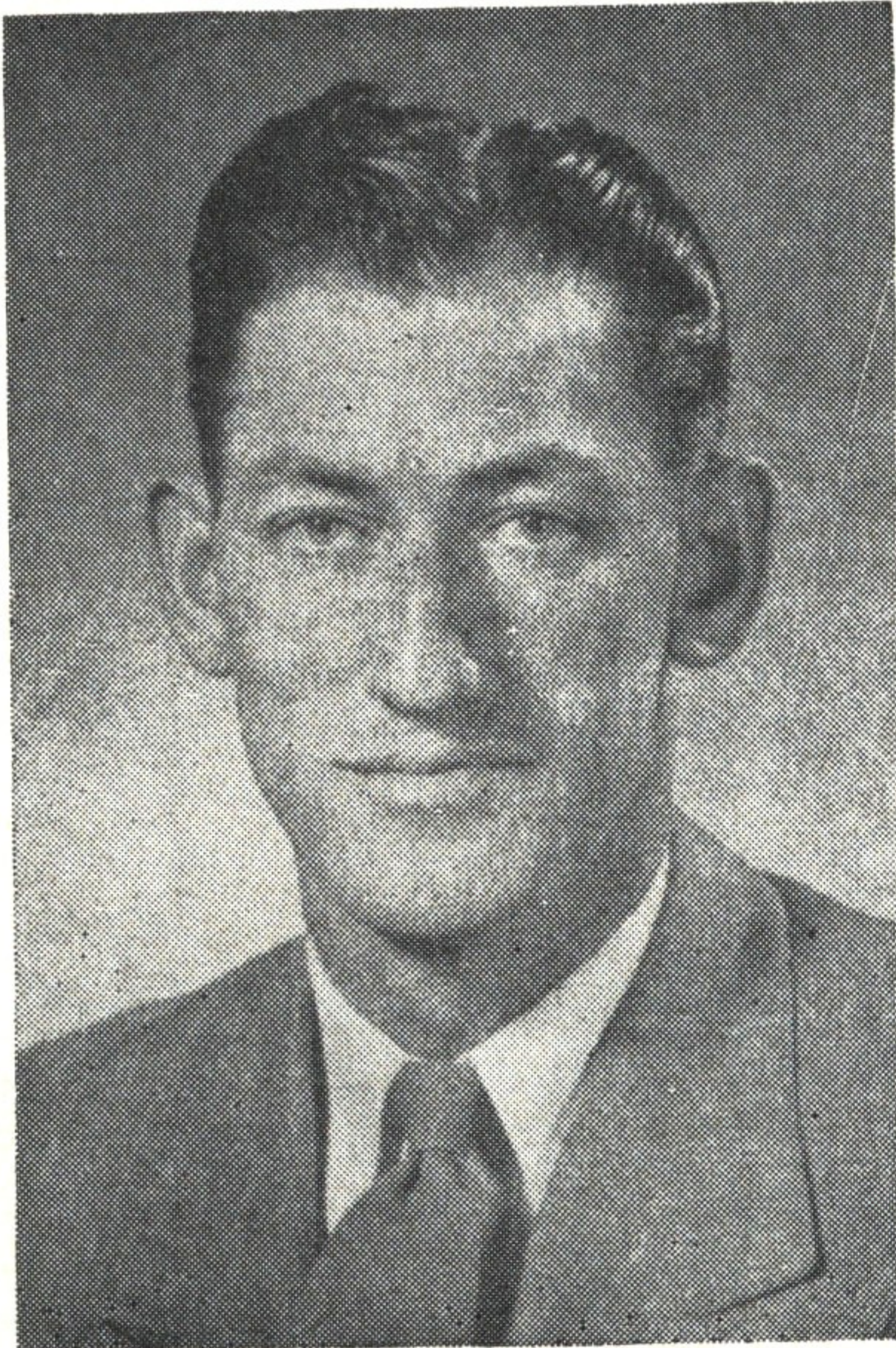


**OFFICERS AND DIRECTORS OF THE ASSOCIATION OF WISCONSIN AUCTIONEERS** at their January meeting. Seated, left to right: Col. Douglas Steltz, Milwaukee; Col. Ernest C. Freund, Fond du Lac; Col. W. A. Ingraham, Beaver Dam. Standing: Mr. Donahoe, who served as prexy for Vice President, Don Lloyd; Col. Joe W. Donahoe, Darlington; Col. Vince Hanson, Manitowoc.



## Partner's Interest Assumed By Smith

NOBLESVILLE, IND. — Lewis E. Smith, Cicero, has assumed the interest of his partner, Franklin Wakefield of Lebanon, in the Noblesville Sale Barn. Mr. Smith now has complete charge of the weekly sales. The transaction took place Jan. 1 of this year.



Col. Lewis E. Smith

Col. Smith graduated from the Reppert School of Auctioneering, Decatur, Ind., in 1948 and has operated an Auction House and retail furniture store in Cicero, until he and Col. Wakefield leased the Noblesville Sale Barn. Col. Smith has held many sales all over Indiana and other states. He is well-known throughout the country.

The past year, Col. Smith served as President of the Indiana Auctioneers Association. Prior to that he had served in the offices of Treasurer and Secretary for four years. He is now a member of the Board of Directors of that organization.

Col. Smith is married to the former LaVerna House and they are the parents of three daughters, Sonja and Shelia at

home and Mrs. Sandra Scott, living at home also while her husband, Pvt. Franklin Scott, is in the service. Mr. and Mrs. Smith have a grandson, Gregory Scott, who has 14 living grandparents, five of whom are great-great-grandparents.

Sales will continue at the Noblesville Sale Barn, beginning at noon each Friday.

Col. Wakefield has accepted a position with the American Landrace Swine Registry Association.

## Michigan Auction Markets Organized

Kansas City, Mo. — The Michigan Livestock Auction Markets Association became the 33rd state association to be organized and the first new state association to become affiliated with the American National Livestock Auction Association in 1958, it was announced from the national association offices by C. T. 'Tad' Sanders, Executive Secretary. A total of 33 state associations of livestock auction markets plus individual markets from 42 states now comprise the membership of the national trade association of the livestock auction markets industry, Sanders further stated.

J. W. Prince, Wolverine Stockyards Co., St. Johns, Mich., was elected president of the Michigan Association; Frank Fulmer, Caro Livestock Auction Yards, Caro, Mich., was elected vice president; and Orlin Heselschwerdt, Napoleon Livestock Commission Co., Napoleon, Mich., was named secretary-treasurer. The first directors elected to one year terms were: C. L. Grey, Alpena Livestock Auction, Alpena; Earl McKibbin, Hastings Livestock Sale Co., Hastings; Ed Gottschalk, Howell Livestock Auction, Howell; Forrest Dixon, Dixon Bros. Livestock Sales, Jackson; and Cort Lytle, Breckenridge Auction & Sale Co., Breckenridge.

Twenty-eight Michigan livestock auction markets met at the Kellogg Center in East Lansing on January 12, 1958 to organize the Michigan Association.

Preliminary results of a research survey now underway by the North Central



Livestock Marketing Research Committee of the United States Department of Agriculture indicate extensive increase in volume of livestock sold by the Michigan auction markets in the past 15 years to the point they handle far in excess of competitive type marketing agencies.

The Michigan Association has as its principal objective the expansion of the services of its member markets in livestock marketing and the promotion of the further growth and development of the livestock business in Michigan through continually improved and efficient marketing services.

## \$655 Per Acre Paid For Illinois Farm

The February issue of THE AUCTIONEER (page 22) carried a story of an Illinois farm selling at auction for \$625 per acre. We are happy to report that we can top that in this issue as the same auctioneer, Col. Ry Hudson, sold another in January for \$655 per acre.

The farm contained 200 acres and is located six miles north and one-half

mile east of Morrisonville, Ill. Improvements included a semi-modern home, double corn crib, garage, machine shed and poultry house, all reported to be in excellent condition.

Col. Ray Hudson is a veteran of the auction profession, having graduated from the Carey Jones Auction School in 1922 and has lived in the same county since his graduation. In January he had the rare privilege of conducting a sale on the same farm that was the scene of his first sale, 36 years ago. Fourteen farm sales for various members of one immediate family is another of his achievements.

In addition to the real estate auctions mentioned, Col. Hudson has sold most everything including an undertaking establishment. He is a member of the National Auctioneers Association, a Booster of THE AUCTIONEER and a 'regular' at National Conventions. Meet him in Buffalo in July.

"Enjoy 'The Auctioneer' very much. Even my sons watch for 'The Lighter Side' in every issue."—Gordon Clingan, Penfield, Ill.

# Advertise the NAA



Let all the world know that you are an Auctioneer and that you are a member of the National Auctioneers Association, with,

**GOLD LAPEL BUTTONS:** They attract a lot of attention because they are attractive — \$2.50 each postpaid.

**ELECTROTYPES OF THE NAA INSIGNIA:** Use them on your letter-heads, envelopes, business cards and other advertising. They add distinction. \$2.50 each postpaid.

**DECALS:** Three color decals, 4 inches in diameter. Place them on the windows of your office, on your automobile and other conspicuous places. They can be used either inside or outside — on glass or other flat surfaces. 50c each or 3 for \$1.00 postpaid.

Send your order with remittance to  
**THE AUCTIONEER, 803 So. Columbia St., Frankfort, Indiana**



## New Jersey Society Re-elects Officers

Members of the New Jersey State Society of Auctioneers held their annual business meeting February 3 at the Far Hills Inn, Somerville, N. J. President, Winfred Hinckley; Vice-President, James J. Smith and Secretary - Treasurer, Ralph S. Day, were all re-elected to their respective offices.

Elected to three year terms on the Board of Directors were, Otto Seng, Whippany; Frank Mountain, Jersey City; and George P. Parr, Phillipsburg. Albert J. Lucas, Sr., Woodbridge, was elected to the unexpired term on the Board of Directors of Russell Tinsman (deceased) and Watson Van Sciver, Burlington, was named to the unexpired term of Joseph E. Mount (deceased).

A very good attendance was reported

with about 50% of the total membership being present in addition to the ladies making approximately 75 persons. Attendance at the National Auctioneers Convention in Buffalo, N. Y., July 17-18-19 was discussed and it was strongly urged that at least 50 New Jersey auctioneers attend.

Another important item of business was the State License Act sponsored by this group two years ago. It is expected and hoped that further action will be taken on this subject during the year.

Adding an optimistic touch was the acceptance of six new members, three associate members and issuing an honorary Life Membership to Mrs. Russell Tinsman, widow of a Past-President and Director. This raised to 16 the number of new members added during the last fiscal year.

Next meeting of the group will be held at Dumbarton Oaks, Atco, N. J., on April 7, 1958. Col. James Smith will act as host.



"These Auctioneers are equipped to get to your sale regardless of road conditions," reads the caption under the above picture which appeared on the bill advertising a Nebraska farm sale in January. The auctioneers are Cols. George L. (Doc) Martin, Don E. Lahm and Dean C. Martin, all of Lexington, Nebraska and all members of the Nebraska and National Auctioneers Associations.



# Keep Out In Front

By COL. POP HESS



This year of 1958 is now getting off to a good start. The date of this writing is February 11, and we who try to keep the pages of this publication readable sort of live one month ahead of our actual time. However, each month of February is memorable to the writer as this is the month in which I become another year older and try to keep one year younger in action. As I now passed my 78th year I find age and action is divided by space.

Speaking of space, which seems to be the topic right now, all kinds of contraptions costing millions of dollars being either shot or shot at, flying to the moon etc., this world is fast changing in its thinking and reading matter. How well I can recall getting disgusted in reading so much about Moonshiners years back, now it has changed to Shiners wanting to fly to the moon. Along with everybody trying to disagree with everybody on politics, what we do and what we don't do, who is wrong and who is right, has this 78 year old retired auctioneer so confused to the point he is ready to throw away today's newspaper and just read "The Auctioneer". It is very interesting indeed, can even read my own column without wanting to disagree with the writer.

Well, by this time you are saying Pop is getting old and foolish and it could be true although as of this date I feel very much like keeping busy and from the mail on my desk now it looks as though I would be. Many Auction Sales to be put on the Air, greeting cards, letters from auctioneers, farmers, livestock men as well as admirers and enemies, all will serve in keeping me from getting old. I am happy and thankful that I can, without ache or pain, hit the ball as usual, in better living and one of the living.

I was much impressed again with the February issue, even noticed that I have at least two boys over in Pennsylvania, who like to read my column and any fellow who can write a column that will at least hold two is somewhat in the lime-light. And from some letters I receive and who do not love me too much, although they must be continuous readers regardless, it puts the burr under the tail to keep on pounding and writing. Often I get letters asking if I am available for speaking engagements. Yes, I would be available but prefer writing to speech making as the distance is more perfect in the event of rotten egg and tomato throwing.. I can dodge them much better in front of my typewriter than from a rostrum.

Since January 1 here in Ohio, the Auction Sale way of life has been very strong. During the month of January we handled 39 auctions at WRFD, or approximately 2,000 separate announcements. As of this morning (Feb. 11) we have handled 27 auctions on the air for the first 11 days of the month. It looks as though we would hit something like 60 different auctions for the month. Ohio stands out as one state of many auction sales each month of the year as well as the home of many auctioneers. In recent years it has come to my attention that out of the large list of good auctioneers we have here in Ohio, the bulk of the sales are conducted by the auctioneers who consistently use our Farm Sale Program on the Air. My view-point is that certain amount of their hold and gain is, or could be, credited to their efforts in having their sales advertised on our program with a tuned-in audience of some 400,000 grass-root farmers and livestock men daily. They hear these auctioneers



# IN UNITY THERE IS STRENGTH

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names and addresses announced along with the sales they conduct in each announcement. The public is always looking for the busy auctioneer for a better sale.

Back in my own heyday we did not have Radio or TV but through the 50 years service my objective was to keep my name as auctioneer in front of the public regardless of whether they liked it or not and cannot take the old 50 year book of records and say it was a mistake to do so. It paid off for me. Today, with all the quick and modern ways of publicity the program is much faster, broader and quicker for results at once. That is true in all kinds of business, **KEEP YOURSELF OUT IN FRONT WHERE THEY HEAR OF YOU.**

This reminds me of a little instance here in Ohio, years back, when we were converting from horse and buggy to gas wagons. There were many accidents, which we still have, but at that time there was a certain highway that had a bad curve and a long, narrow iron bridge. At the entrance to the bridge was a big sign across the top, listing the name of an undertaker with address and phone number. It served two good purposes, it made the gas wagon driver careful as well as the handy reference if he was not.

So you, Mr. Auctioneer, to be on the way to the front, the more that is said about you, good or bad, will help pave the way in either direction. I once knew an auctioneer that did a big business with much of it coming to him through his jealous competitors telling all kinds of things about him. It so attracted John Q. Public to go to one of his sales to see what he looked like, only to find that much said could not be true. They liked his way of action and he became their favored auctioneer, through the exhausted efforts of his competitors.

They say it takes all kinds of people to make a world and it takes a big world to hold and support them. All channels of business today are of strong competition and well planned programming from start to finish. This applies to auctioneers and auction sales. As I wrote to one young auctioneer recently who was confused in getting away I told him that no one could make his future for him. Un-

less he took the bull by the horns and laid out his own working program to prove to the public he could be their auctioneer, and in his prepared program, make one he could live up to or he would be out before he got in.

It is always good tactics to observe the way of other auctioneers but do not try to pattern. Program the way that will suit you and the folks you will be serving. Make your own pills and swallow them for better results. We as auctioneers who face this busy year of 1958 will have the usual good and bad sales along with sudden stops and starts, yet it will be a good year for all concerned if we make it so. This old world will go on its way regardless of what we like or dislike. To be in front and have the best we can obtain it is up to us and not the world to make it so. Year after year we will see more State Auctioneers Associations getting under way, the very spokes much needed for the wheel of the National Auctioneers Association. The more solid spokes the larger the wheel and the weight more effective in protecting the auctioneering profession and the auction sales of tomorrow.

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## Crowds And Prices Good In Wisconsin

A very outstanding and highly successful farm auction sale was conducted for Mrs. Harry Larson of near Gratiot, Wisconsin, by the local branch office of the Thorp Finance Corporation. One of the largest crowds to attend in years and encouraged to active, spirited bidding helped the very capable local Auctioneer, Joe Donahoe, a member of the NAA, to convert in less than 4 hours the livestock, feed, machinery and tools into over \$28,000 cash.

Cattle buyers from Flemingsburg, Kentucky, and Bowling Green, Missouri, along with local and buyers from adjoining States took cattle home with them. The 31 dairy cattle and 2 year old heifers averaged \$258.00 per head.

An outstanding line of excellent machinery also sold very well.



## Directory of State Auctioneers Associations

### Colorado Auctioneers Association

President: Paul Dillehay, 420 Elwood St., Sterling  
Secretary: Bob Amen, P. O. Box 475, Brush

### Illinois State Auctioneers Association

President: T.J. Moll, Prairie du Rocher  
Secretary: Virgil F. Scarbrough, 613 Washington St., Quincy

### Indiana Auctioneers Association

President: James E. Leichty, 875 Columbia Dr., Berne  
Secretary: George W. Skinner, 6171 N. Meridian St., Indianapolis

### Iowa State Auctioneers Association

President: Clinton A. Peterson, 700 N. 7th St., Fort Dodge  
Secretary: B. J. Berry, 3104 Avenue M Fort Madison

### Kansas Auctioneers Association

President: Mike Wilson, Muscotah  
Secretary: C. E. Sandeffer, 1212 West West 8th St., Topeka

### Kentucky Auctioneers Association

President: Orville R. Moore, R. R. 1, Anchorage  
Secretary: Elaine K. Meyer, 1918 Mellwood Ave., Louisville 6

### Michigan Auctioneers Association

President: William O. Coats, 106 Ellen St., Union City  
Secretary: Garth W. Wilber, R. R. 3, Bronson

### Minnesota State Auctioneers Association

President: Roscoe Davis, Madison Lake  
Secretary: E. T. Nelson, Renville

### Missouri State Auctioneers Association

President: Bill McCracken, 820 W. Essex, Kirkwood  
Secretary: Ken Barnicle, 2520 Pochontas, Rock Hill

### Nebraska Auctioneers Association

President: Rex Young, Plattsmouth  
Secretary: Lowell McQuinn, Plattsmouth

### New Hampshire Auctioneers Association

President: Merle D. Straw, 78 Wakefield St., Rochester.  
Secretary: George E. Michael, P. O. Box 1102, Rochester

### New Jersey State Society of Auctioneers

President: Winfred Hinkley, Ogdensburg  
Secretary: Ralph S. Day, 183 Broad Ave., Leonia

### New York State Auctioneers Association

President: Ralph Rosen, Genessee Bldg., Buffalo 2  
Secretary: Donald W. Maloney, 518 University Bldg., Syracuse 2

### North Dakota Auctioneers Association

President: Jim Davis, Jamestown  
Secretary: Harry Berg, Box 762, Bismarck

### Ohio Association of Auctioneers

President: John C. Watson, 96 N. Main St., Pataskala  
Secretary: Gene Slagle, P. O. Box 89, Marion

### Oklahoma State Auctioneers Association

President: W. H. Heldenbrand, 1400 N.W. 22nd St., Oklahoma City  
Secretary: Betty Atkinson, 201 Colcord Bldg., Oklahoma City

### Pennsylvania Auctioneers Association

President: Sam Lyons, 52 N. 6th St., Indiana  
Secretary: R. M. Stewart, Box 37, Armagh

### South Carolina Auctioneers Association

President: C. E. Cunningham  
P. O. Box 749, Greenwood  
Secretary: Boyd Hicks, Greenwood

### Texas Auctioneers Association

President: Wayne Cook, 193 Meadows Bldg., Dallas  
Secretary: Travis Somerville, 193 Meadows Bldg., Dallas

### Association of Wisconsin Auctioneers

President: W. R. Ingraham, Beaver Dam  
Secretary: Ernest C. Freund, 17 Sixth St., Fond du Lac



# Historian in Quakertown

## Finds Auctions Valuable

Walter S. Hare, Philadelphia and Quakertown attorney - newspaperman, finds country auction sales a great deal more lively than public libraries.

And he finds them just as useful in his historical research.

"You're never surprised at what turns up for sale at an auction," and even the most insignificant item in a cigar-box full of odds and ends may be the link that conceivably could change popular conceptions of historical events."

An old map of a North Penn community, for instance, settled an argument as to what direction an old turnpike took through the area. The map was found among papers stuffed in books offered for sale at an auction.

### Families Traced

Papers tracing family lines far beyond Revolutionary times were found in other books. Especially valuable in tracing historical events and geneology, Hare finds, are old family Bibles. These Bibles often were used for keeping valuable papers — were the safe deposit boxes of the time, as a matter of fact.

Old deeds, birth certificates, marriage papers, postcards — can reveal such diverse facts of yesteryear as economic conditions to mode of travel.

"Families interested in their genealogies, especially, should be more careful of these valuable papers," says Atty. Hare.

"Much of the material sold as junk for a few cents at an auction properly belongs in a museum," says Hare. "Tomorrow's historian will find it invaluable in reconstructing the past."

Birth certificates of the Rev. Frederick Waage and his sons, Rev. Oswin F., for instance, led Hare to establish as fact the then forgotten more than a century of contributions to the establishment of the church in Bucks County offered by the pastors, father and son.

### Unusual Clocks

Clocks bought at sales led to the dis-

covery of Colonial and pre-Civil War clock and watchmakers of the area. Turned up in this connection was a grandfather's clock with an all-wooden works.

Collections of hand-written birth certificates reveal such post-Colonial facets of life during the era as the itinerant penman. Shown, too, was the unchanging nature of human vanity in the birth certificate on which a woman used ink-eraser to change her birth date, making her appear somewhat younger.

Hare is especially fond of buying books at public sales, as a researcher might well be. An armload of dusty volumes sometimes turns up some valuable finds — not only in an occasional rare volume itself, but in the papers and other items stuffed between the pages.

One book, for instance, established the fact that the state of Delaware once ran a lottery. For out of a book picked up at auction, dropped a few lottery tickets issued by that state and dated 1845.

### Rare Bookmarks

Other volumes may turn up anything from Confederate money to valuable deeds to land, Hare finds valuable the old almanacs, community directories and Bibles lumped with Victorian novels and fashion books.

"These directories can reveal anything from boundary lines to vocation of early residents," Hare pointed out.

The least these cheap items prove, concluded Hare, is that one man's junk can be another man's bargain.

Hare is a native of Altoona, having been born there July 12, 1894. He was graduated for the University of Pennsylvania's Wharton School in 1916 and the law school four years later.

He practiced law in Philadelphia and for many years was a staff member of newspapers in the Quaker City. He now makes his home permanently just outside Quakertown.



## Volume Increased In Colorado Auctions

The 38 licensed livestock auction markets in Colorado sold a total of 815,095 head of livestock in 1957, it was revealed in figures released this month by the office of the Colorado Livestock Auction Association. 61,829 head sold were cattle, 97,179 head were sheep, 88,153 head were hogs and 7,934 head were horses.

The total number sold represents a substantial gain in numbers over previous years, it was stated.

Winter Livestock Commission Co., La Junta, led all Colorado markets with 97,252 head sold. Second largest was La Junta Livestock Commission with 69,604 head, making La Juanta the largest

livestock auction marketing city in the state. Third market in volume was Brush Livestock Commission with 65,072 head. Ten livestock auction markets in the state sold over 25,000 head of livestock.

In addition to being licensed by the State, 25 of the markets are posted and subject to the provisions of the Packers & Stockyards Act.

A majority of the Colorado livestock auction markets conducted special Colorado feeder cattle sales in cooperation with county cattlemen's associations, adding to the premium and reputation of Colorado feeder cattle. Extensive plans are now being reviewed for augmented Colorado feeder cattle special sales in 1958 in addition to regular market sales throughout the year.



Col. Gerald N. Mead, Owego, N. Y., sponsored the above display at his County Fair last summer. Entire cost was \$65.00 in addition to 50 hours time in manning the display. To date the results have been three sales in addition to 260 names for his mailing list. Col. Mead is planning another novel advertising venture for next year.



## Chaffee A Candidate For Legislature

TOWANDA, Pa.—Quentin R. Chaffee of East Towanda, well-known auctioneer and former school principal, will be a candidate for state representative in the Republican primaries in May.

He is the second to announce for this race. Edward C. O'Connor of Sayre already has his hat in the ring for the post now held by Andrew S. Moscrip.

Mr. Chaffee is a native of Orwell township, a graduate of Orwell High School, Towanda High School, West Chester State Teachers College, Susquehanna University and Pennsylvania State University. He also studied at Elmira College, Bucknell and the University of Pennsylvania.

He was principal and supervising principal in Northumberland county and in South Waverly for nine years, and then went into the auctioneering field 20 years ago, after studying at the Reppert School of Auctioneering at Decatur, Ind. Since 1938 he has been dean of instruction and director of the school.

He served in World War II in the Army, taking part in campaigns in Africa and Italy. He is a member of the Orwell Grange, Wysox IOOF, Towanda Area Joint School Board, Pennsylvania Auctioneers Association, National Auctioneers Association, and the Towanda Methodist church, where he teaches a men's Bible class.

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## Louisiana Auctions Have Record Volume

Dayton McCann, President, Louisiana Livestock Auction Association, announced before the members assembled at the first 1958 association meeting in Alexandria on January 19 that the Louisiana livestock markets sold 1,135,319 head of cattle in 1957. This exceeds the total of 933,055 head of cattle sold in 1956. The previous high was 980,256 head of cattle sold in 1955.

The first 1958 meeting of the Louisiana Livestock Auction Association was at-

tended by 22 markets. McCann was re-elected president for another term. He is the owner and operator of Avoyelles Livestock Auction Market, Mansura. J. B. Ethridge, Franklin Livestock Auction, Winnsboro, was named vice president. L. H. Coltharp, Sr., Coltharp's Commission Barn, DeRidder, and L. H. Coltharp, Jr., were elected treasurer and secretary respectively.

Earl Jennings, Jennings Stock Yards, Baton Rouge and Opelousas, chairman of the American National Livestock Auction Association 1958 convention committee presented plans for the national convention of the livestock auction markets of the country in New Orleans on June 12, 13 and 14, 1958. The Louisiana association will be hosts to the national group and assist in sponsoring the first national Livestock Marketing Congress in conjunction with the convention. All segments of the livestock industry will meet in a discussion of phases and aspects of livestock marketing. Headquarters will be at the Jung Hotel.

The figures released on the volume of livestock sold did not include hogs, it was stated. The totals were obtained from brand inspections made at the Louisiana markets.

Leading the markets, other than the New Orleans Stockyards, was W. H. Hodges & Co. of Alexandria, with a total of 66,964 head of cattle. Next was Clark Commission Co. of Shreveport, followed by Jennings Stock Yard, Baton Rouge, with 48,788 head.

The Louisiana Association plans regular monthly releases of the volume of cattle sold by markets throughout 1958, along with reported prices by the Livestock Market Commission of the Louisiana Department of Agriculture, it was announced.

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## Auto Auction Week

Col. Tim Anspach, Albany, N. Y., president of the National Auto Auction Association, has announced that National Auto Auction Week will be observed in the United States, April 21-28. It will be the third such celebration by this segment of the auction industry.



## Auction Keeps Dance On Profitable Basis

There is a lady in Miami Beach, Fla., Mrs. Robert Z. Greene, who for the last 13 years has staged a Birthday Ball to raise funds to fight polio. With the theory that by keeping the dances small more money can be raised, Mrs. Greene has been most successful.

To Mrs. Greene, an "intimate little group" is the 275 or so guests — including millionaires and multi-millionaires—who will pay \$50 a person to attend a ball at a private Miami Beach club.

The dances used to be held in large numbers all over the country around the Jan. 30 birthdate of the late President Franklin Delano Roosevelt, who was crippled with polio.

But in recent years the National Foundation for Infantile Paralysis has discouraged all but Mrs. Greene's dances. Hers have been the only ones that managed to keep making a profit—and a handsome profit it has been.

After this year's birthday dance, her 13th, she expects to retire from the field with a total take of \$400,000, free and

clear. She's quitting because she feels development of the Salk polio vaccine has the infantile paralysis problem just about licked.

This year, as usual, the guests will bid lavishly on such items as sport cars, jewelry, French poodles and furs after they arrive. All the articles auctioned are donated, and all the profits will go to the National Foundation and its chapter here.

How does the bidding go? Well, a tiny poodle brought \$6,000 last year. And who was the successful bidder? The person who had donated the poodle. The poodle incidentally, was presented to Mrs. Greene as a memento after the ball.

The guests are entertained by top show business figures, all of whom donate their services. They have included Billy Daniels, Joe E. Lewis, Lena Horne and Desi Arnaz.

During the ball this year the National Foundation will present Mrs. Greene with an award in recognition of her contribution.

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A girdle manufacturer lives off the fat of the land.



**OFFICERS AND DIRECTORS OF THE OHIO AUCTIONEERS ASSOCIATION, 1958.**  
Seated, left to right: Jack Braddock; Herb Peddicord; John Andrews, retiring president; John Watson, new president; Gene Slagle, secretary-treasurer; John Sargent. Standing: Donald Stafford; H. W. Engle, Jim Patterson, vice-president; Howard Overmyer; Homer Pollock; Emerson Marting.



IN UNITY THERE IS STRENGTH

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IN UNITY THERE IS STRENGTH

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# io State Convention





# THE MEMBERS SAY . . .

Dear Friends:

Enclosed is my membership dues and I have missed attending the convention and receiving the magazine the past year. Somehow we kept putting off sending in dues and let our business take up all our time.

So often Mrs. Bowers and I speak of all our friends and the good times we had at conventions. Wishing you the best for 1958.

Sincerely,  
M. C. Bowers,  
Elizabethtown, Tenn.

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Dear Sir:

Enclosed is my check for 1958 dues. This has been a very busy winter for us. Many sales, prices are good, a very few bad days; all in all it's nice to be an auctioneer. I hope all auctioneers have as nice a business. Am looking forward to the National Convention in Buffalo.

Very truly yours,  
Leon E. Joy,  
Ames, Iowa

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Dear Sirs:

Enclosed is a check for twenty dollars (\$20.00) for: (1) Renewal of Membership, National Auctioneers Association (2) Renewal of Membership, Indiana Auctioneers Association (3) One year's listing on Booster Page.

I don't know that I have ever read a more concise, yet very detailed coverage of material than "The Auctioneer." The class of display ads, the quality of the paper, the attractive covers, the interesting recorded events all reflect a lot of credit to the publishers of "The Auctioneer." It is a fine display card carrying a summary each month of the efforts of the individuals building the business of the auction method.

Sincerely,  
Amon H. Miller,  
Evansville, Ind.

Dear Col. Hart:

I have been a member of the N.A.A. for three years and think it is a fine organization. Every auctioneer should belong to the N.A.A. I am sure he will get a lot of helpful information from reading the monthly issue of "The Auctioneer." I surely look forward to reading my copy each month.

I have been a professional auctioneer for 14 years. I sell mostly livestock but sell farm and real estate sales once in awhile. For the last year I have been kept busy selling livestock. I call two regular sales a week. The rest of my time is devoted to selling special feeder and purebred sales. I own an interest in and help operate one of my regular sales which is located at Lewisburg, W. Va. Most of my sales are in Virginia, Maryland, North Carolina and West Virginia.

Livestock has been selling good in these sections. The demand has been better than it has been for several years. A big part of the feeder cattle and calves from these sections were bought by farmers and feeders from Ohio, Indiana, Illinois, Michigan, New York and Pennsylvania. At one of our Virginia feeder calf sales, we sold 3,308 calves, most of them being bought by out of state buyers.

I have never attended a national convention because my sale business wouldn't permit it. I am looking forward to attending one in the near future. Again I would like to say I am proud to belong to an organization like the N.A.A. Wishing you and all N.A.A. members a most prosperous 1958, I am,

Sincerely yours,  
Richard C. Wright  
Bridgewater, Va.

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Dear Col. Hart:

Enclosed herewith dues for 1958, for my continued membership in the National Auctioneers Association. I consider it an honor to be a member of this fine organization, working for the common good of all those engaged in the auction profession.



# IN UNITY THERE IS STRENGTH

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Again, I would like to congratulate you on the fine job you are doing as editor of "The Auctioneer" as well as secretary of the association.

Just a reminder, if I may be of assistance at any time, don't hesitate to call on me.

Most sincerely yours,  
Fred W. Smiley,  
Saginaw, Mich.

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Dear Col. Hart:

Enclosed you will find a check to renew my membership in the Auctioneers Association and subscription to "The Auctioneer." I look forward each month to getting "The Auctioneer." It keeps me posted on sales throughout the country and progress of my fellow auctioneers. I am proud to be a member of such a worthy organization.

Respectfully yours,  
James C. Phillips,  
Fountain City, Ind.

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Dear Col. Hart:

Enclosed find check for \$15.00 to take care of my dues and also the Booster Page.

I was hurt in an accident last November and haven't done anything since, however, my first sale will be Feb. 10, then every day until April.

Minnesota is enjoying the warmest winter in its history. It has been just wonderful.

Hoping this letter finds you and yours in the best of health, I am,

Yours truly,  
E. K. Elmes,  
Long Prairie, Minn.

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Dear Friend:

Enclosed please find check for dues for 1958. I, like many other auctioneers, read our magazine from cover to cover and enjoy every bit of it. Furthermore, I am surely glad I can belong to our National organization.

I have become very busy in the auction field as I manage to sell at one Livestock Auction a week and drive 130 miles to sell in another Livestock Auction Pavillion. This keeps me busy with furniture and farm sales in between.

I notice many names appear in our

magazine of auctioneers including those good Cols. who were my instructors at the Reppert School, Class of December, 1949. I hope to see them all one of these days at a National Convention, also others that I'm not personally acquainted with at this time.

Most sincerely,  
Thomas L. Pearch,  
Eagle, Colorado

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Gentlemen:

Please find enclosed my check for \$5.00 where best needed in our Association.

I graduated from the Reppert School in December and am proud to be a member of the National Auctioneers Association and enjoy the magazine very much. It was good to read the fine article in the Feb. 1958 issue concerning Col. C. B. McCarter, whom our class met personally at Repperts. A fine Christian man and doing a splendid job to uphold the auctioneering profession. We need many more men like him.

Yours very truly,  
E. V. Wing,  
Gerber, Calif.

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Dear Col. Hart:

I am a graduate of the Reisch American School of Auctioneering, term of August, 1946, and would like to hear from anyone, either a student as I was, or from the instructors.

I have been in the auction business with my Dad since August, 1946, and we operate the Scharp Realty and Auction Co. Hope to hear from some of you soon.

Sincerely yours,  
Burnell Scharp,  
Osseo, Mich. (RFD No. 1)

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Dear Col. Hart:

I am enclosing my personal check for membership renewal. This is a great organization and I am very proud to be a member.

It was my boyhood dream to be an auctioneer. While doing the chores around the farm I auctioned everything that I happened to be working with. I think my father thought I was wasting time but today he is proud of the auction profession.



I am a graduate of the Reppert School of Auctioneering and a Charter Member of the Illinois Auctioneers Association. I am very honored that my fellow Illinois Auctioneers have made me their President for 1958.

I regret to admit I have never attended the National Auctioneers Convention. That is my busiest season and I have sales booked six months ahead for July and August. Farms change ownership and renters in March and August.

THE AUCTIONEER is an important book in our home. We have saved every copy I have ever received. I wish to thank everyone who makes it possible for this wonderful book to be in our possession. I am very grateful to be your fellow auctioneer.

Auctioneeringly yours,  
T. J. "Ted" Moll,  
Pres. of Illinois Auctioneers Assn.

## Real Estate Board Elects Auctioneer

Col. Don E. Fisher, NAA member of Delaware, Ohio, has been elected Secretary of the Delaware County Real Estate Board. Col. Fisher is associated with the Disbonnet Real Estate Company in Delaware, where he is also actively engaged in the auctioneering profession. He reports that real estate at auction has received a great boost from local attorneys who find it a successful method of settling estates.

In addition to his newly elected position, he is also 2nd Vice-President of the Delaware Junior Chamber of Commerce and Treasurer of the Athletic Boosters Club. Fisher is married and they are the parents of two sons. The family lives on a small farm just south of Delaware.

Col. Fisher boosts the NAA by using its emblem in the upper left-hand corner of all his sale ads and bills, commenting that it doesn't cost any extra and is another way of promoting our organization. More auctioneers should be following this policy.

Col. and Mrs. Fisher are looking forward to seeing their fellow NAA and Auxiliary members in Buffalo, this July.

There's a new quiz show for movie stars—"You Bet Your Wife."

## Optimism Indicated By Membership

Again we are happy to report on the continued progress of the NAA. The endorsement of those auctioneers whose names appear below should be a further incentive to all auctioneers to become a part of THEIR National Professional organization.

The following memberships were received from January 16 through February 15. The asterisk indicates renewal.

- Col. Harry Berg, North Dakota
- Col. Eddie Santer, North Dakota
- Col. K. L. Ferguson, North Dakota
- Col. James W. Thompson II, Kansas
- \*Col. Earl Penfield, South Dakota
- \*Col. George Roman, Ohio
- Col. Clarence E. Smitley, Ohio
- \*Col. Ray E. Linder, Ohio
- \*Col. Ralph Stark, Missouri
- Col. George E. Meyer, Illinois
- Col. Glenn C. Brown, Kansas
- \*Col. Lewis M. Hymers, New Jersey
- \*Col. Norman C. Prior, New York
- Col. Joe Yates, Washington
- \*Col. Phil Goldstein, Massachusetts
- \*Col. Earl R. Smith, Utah
- Col. Albert O. Maas, Minnesota
- \*Col. Vernon I. Cole, Michigan
- \*Col. Mary J. Cole, Michigan
- Col. Gilbert J. Lutter, South Dakota
- \*Col. Leon E. Joy, Iowa
- Col. Mearl Maidment, Ohio
- Col. James H. Cumming, Nebraska
- Col. Clarence Morrison, Ohio
- Col. Larry Moir, Saskatchewan
- Col. James J. Ristimaki, Pennsylvania
- \*Col. Ralph S. Day, New Jersey
- \*Col. Amon H. Miller, Indiana
- Col. Dariel Snapp, Kentucky
- Col. A. T. Rose, Kentucky
- Col. Emmett Moore, Kentucky
- Col. W. L. Renaker, Kentucky
- Col. Gerald N. Whalen, Kentucky
- Col. Ben Miller Osborne, Kentucky
- Col. Jimmie Butts, Kentucky
- Col. G. D. Downing, Kentucky
- Col. Rodger F. Christie, Kentucky
- Col. Arthur Maze, Kentucky
- Col. C. R. Moloney, Kentucky
- Col. Jim Davis, North Dakota
- Col. Clarence Foss, New York
- \*Col. Jerry Ondracek, Missouri
- \*Col. Joseph W. Donahoe, Wisconsin
- \*Col. E. H. Lawson, Tennessee



- \*Col. Glenwood Adams, Ohio
- \*Col. Gordon A. Drury, Wyoming
- \*Col. K. L. Espensen, Texas
- Col. Myron Berman, Massachusetts
- \*Col. David B. Greger, Colorado
- \*Col. James C. Phillips, Indiana
- \*Col. Fred W. Smiley, Michigan
- \*Col. Vernell Johnson, South Dakota
- Col. John S. Unger, Pennsylvania
- \*Col. B. F. Mick, Oklahoma
- \*Col. Milton J. Dance, Maryland
- \*Col. E. K. Elmes, Minnesota
- \*Col. Frank Van Vehgel, Wisconsin
- \*Col. Peter Van Veghel, Wisconsin
- \*Col. A. W. Hamilton, West Virginia
- \*Col. Donald S. Rogers, Indiana
- \*Col. Gordon Clingan, Illinois
- \*Col. Walter Britten, Texas
- Col. Earl White, Texas
- \*Col. Don Estes, Texas
- \*Col. Thomas L. Pearch, Colorado
- \*Col. Leo R. Bush, South Dakota
- \*Col. J. Robert Hood, Tennessee
- Col. Ray Holloway, California
- \*Col. W. Virgil Meador, Illinois
- \*Col. James K. Thompson, Illinois
- \*Col. R. M. Stewart, Pennsylvania
- \*Col. Richard L. Sarver, Pennsylvania
- \*Col. Paul W. Griffiths, Iowa
- \*Col. Lloyd M. Mount, Washington
- \*Col. Clifford W. King, New York
- \*Col. Albert L. Frauhiger, Ohio
- \*Col. H. Burnell Scharp, Michigan
- \*Col. H. W. Hauschildt, Colorado
- \*Col. Jerry D. Popplewell, Missouri
- \*Col. T. J. Moll, Illinois
- Col. James J. Schmidt, North Dakota

## Wilcox To Speak At Nebraska Meeting

Directors of the Nebraska Auctioneers Association held their mid-winter business meeting, Sunday, Feb. 2, at the Stratton Hotel in Grand Island. The following members were present: Rex Young, President; Lowell McQuinn, Secretary-Treasurer; Henry Rasmussen; Adolph Zicht; E. T. Sherlock; Dick Grubaugh; W. V. Emrich; Lester Pearson; Don Zicht; Marvin Grubaugh; D. Jensen; and James Martin. Letters from Dale Hanna and Henry Buss were read expressing their regrets at not being able to attend. Dick Kane, Vice-President, sent a personal message via Dick Grubaugh that he was confined at home with illness.

During the meeting, Col. Harris Wilcox, Bergen, N. Y., President of the National Auctioneers Association, was contacted by telephone and he accepted the invitation to serve as speaker at the Annual Convention, May 4. This year's event will be held at the Hotel Lincoln in Lincoln.

Nebraska State Conventions attract a large number from their home state as well as those from adjoining states and all auctioneers are urged to reserve the date of May 4 and be in Lincoln, Nebr.

"But Henry, that isn't our baby."

"Shut up, it's a better buggy."

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# Let's Live A Little - More

A reprint, submitted by Col. Harris Wilcox

Isn't it great to be alive? Most of all, isn't it great to be HERE! We're a living part of a history such as never has been written. Call it exciting—call it frightening—call it terrific—call it awesome—the time in which we are living is so new, so brave, so bold that to fully contemplate and conjure would leave us breathless.

Science in our day has learned to shoot rockets millions of miles into space and at speeds of four thousand miles and more per hour. "Birds of steel" carry man at twice the speed of sound. A submarine keeps sailing around the world and needs to dock but once a year for refueling. A plane flies six thousand miles nonstop, and in the record time of eleven hours.

Comforts and standards of living offer equal miracles. We have 300 horsepower cars, color television, communications, household appliances, and so on and on endlessly. Opportunities, potentials and achievement possibilities are above and beyond our wildest dreams. Really now, this January one, nineteen fifty-eight just ask yourself — Isn't it great to be alive!

## Most Agree

Most all folks agree to most of what we have said. Then they up and spoil all the benefits by flashing the greatest little old joykiller in all Webster—they agree, "BUT"! And from that little three letter word springs the beginning of the national pastime of settling for less than twenty per cent of the fun, achievement and enjoyment that is ours on a silver platter. We settle for getting less than twenty per cent done of what we could handily whip and master. We settle for gainfully using less than twenty per cent of the skill, talent and ability with which the Good Lord blessed us!

Why do so many sign up with the "Twenty Per Cent Club"? Even twenty per cent is living, and that's what prompts the question "Why Shouldn't You Live A Little—more?"

## Time Ever Runs Out

None of us have such an abundance

of years, months, days and minutes on this good earth that we can afford to either unwittingly cut short or unwantonly waste a single precious second.

Most common of all reasons for our failure to live one hundred per cent trace directly to three exceedingly professional stealthy thieves. These are identified by the names of Boredom, Worry and Fear. All three can be whipped to a standstill if it's in our heart to really want to do it. It would seem sensible that since we cannot extend our years, we should be vitally interested in how to put more into them.

## When The Thrill Is Gone

Face up to Boredom. You are most probably using it as an excuse for failure. The only thing you can do without working at it is to fail. Consequently, it follows that if you want to toss Boredom into the trashcan, just bite off more work. Thrill to the charm of seeing things done a bit better. Edison, Woolworth, Eastman, Ford, Kettering all worked on and on, refusing to recognize failure. The surgeon, once his operation is begun, can never think of failure. He must work feverishly for success—nothing short of success! Not as much as one split second can be wasted on boredom or frustration, the talent killers.

## You'd Still Be In The Cradle

Worry comes in 'three-distinct-flavors.' First, there's the "Let's Go Into A Tizzy About Yesterday." Next comes "Oh mercy me, what if it happens today?" Finally, there's the all-time favorite "Just you wait and see; we'll blow up tomorrow."

The next time Worry No. 1 shows up, take a good look at that very important person in your personal mirror. Be sure no one is watching. Ask the very simple question, "Will any amount of desire, energy or concern change, reverse or alter a single incident of yesterday?" Ask one more question: "Am I showing intellect, good reason or common sense in wasting today's precious time with something totally and positively futile?"



For Worry No. 2, we suggest a tally sheet. Check up before you retire. Count the times you were right; then the number you were wrong. It will not be a flattering answer. You won't want a soul to see what a flop you were—what a time-waster. Why not admit "I've been guilty of a mess of meaningless shadow boxing. I wasted so much time that could have been spent constructively. I could have Lived A Little—more—Today!"

Worry No. 3 has enjoyed too much popularity. History records what a crazy, mixed-up time-waster it has been. From the Congressional Record, read about some real high class worrying about tomorrow—

In 1801, Wilberforce said, "I dare not marry—the future is so unsettled."

In 1848, Shaftsbury said, "Nothing can save the British Empire from shipwreck."

In 1849, Disraeli said, "In Industry, Commerce and Agriculture there is no hope."

In 1860, President Buchanan said, "Indeed, all hope seems to have deserted the minds of men."

Each and every one of these men of history worried about tomorrow and were wrong as wrong could be! If these giants in industry, intellect and politics made such a messy waste of their time . . . why should some of us amateurs indulge in such a downright "suicide" of time?

## F - E - A - R

Four little letters can lead to a Gargantuan power for getting more life out of living; combined together in one little word they can retire precious hours and years from any and all usefulness. Fear is not a substance; it's not a rock or a weapon — it's not even a thing! Fear is but a state of mind. As such, it makes decisions difficult. It cuts short all progress. It encourages procrastination. Fear makes mice out of men. Since there is no place to buy fear, it must come from within. Could it be the result of our attempt to escape reality? If so, we must admit cowardice. The Good Book admonishes us, "Let not your heart be troubled; neither let it be afraid."

Let's indulge in a little building. Use the same letters F-E-A-R. With "F" headlining the word "FAITH," you are arming yourself with a deep and lasting power. It has been said "Faith can move mountains." Frankly, I wouldn't let a man shine my shoes who didn't have faith. There is no greater aid to a feeling of security and happiness than good, old fashioned faith.

Let "E" give forth with the word "Enthusiasm." What a spark plug! Obstacles melt like hailstones on a 98°

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summer day. You forget your petty troubles and literally throw yourself into draining the most out of every waking moment of the day. Enthusiasm is most contagious. Try it on your friends; they'll say nice things about you.

"A" is a good starter for headlighting "Above Average." No one can get the most out of life and living just being average. After all, that's just the best of nothing and the poorest of something. There is so much to be gained by doing, being, living . . . just a bit above average. The 'slight edge' makes a world of difference. Get there—find a new 'secret weapon.'

"R" spotlights a delightful asset and attribute "Resourceful." Those who are, never have a dull moment. It's a tool that turns any incident into an asset. The "Resource Plays" in baseball, football and what-have-you not only win the games, but they pack the stands with spectators.

Enough of those negative emotions—Boredom, Worry and Fear. Give them a specially conducted tour to the trash-can. Turn right now to such positive thinking that will result in activity, vision, enterprise and service. What a difference! You'll be out of those blind alleys—you'll be on the main line. You'll have your precious hours on this earth in high gear. Kind Friend — **You'll be Living A Bit — More!**

## Auctions Given Certified Status

Kansas City, Mo. — The Livestock Market Council of the American National Livestock Auction Association has issued its 1958 list of "Nationally Certified" livestock auction markets, it was announced from its headquarters.

"Nationally Certified" status is granted, and a certificate issued, to those livestock auction markets conducting their market operations in compliance with a strict code of business standards for the past year. All certificates are reviewed yearly to determine the good standing of the markets certified.

The American National Livestock Auction Association is the national trade as-

sociation of the livestock auction market industry comprising approximately 2,350 independent markets throughout the country. The Livestock Market Council is composed of 15 outstanding market owners charged with the responsibility of enforcing the code of business standards.

The condensed statement of principles incorporated in the certificate issued to all "Nationally Certified" markets sets forth the following 16 items with which the market so certified complies:

1. Operates in the best interests of the public.
2. Maintains high standards of honesty and integrity.
3. Offers proof of financial stability.
4. Works for the best market interests of its consignors at all times.
5. Furnishes a high standard of selling services and handling services to the consignor.
6. Guarantees full payment to its consignors.
7. Advertises for competitive buyer participation.
8. Extends courtesy to the buyer and seller.
9. Publicizes the full nature of the part taken by the market owner in each market transaction.
10. Guarantees accurate weight.
11. Furnishes to the consignor a true and accurate written account of each market transaction.
12. Maintains a reasonable, uniform and publicly posted schedule of charges for its services.
13. Maintains a method of health inspection on all livestock sold.
14. Keeps all facilities and pens in a clean, sanitary condition.
15. Offers all necessary services incident to the good marketing of livestock.
16. Supports promotional activity by educational and civic organizations for the betterment of the livestock industry.

**"I congratulate you, and the others who assist, in doing such a splendid job publishing THE AUCTIONEER. It is a very splendid publication and one of which all of our profession can be justly proud."**—J. Robert Hood, Lawrenceburg, Tenn.



# How About A S.P.C.A.C.?

By R. E. FORTNA, Denver Colo.

Most dictionaries define a colonel as the commanding officer of a regiment. (The rank above a lieutenant colonel and below a brigadier general.) Let us start a Society for the Prevention of Calling Auctioneers Colonels.

Unfortunately, there are all too many self-styled 'colonels' in the auction profession. It stems from an old tradition. The most logical explanation I have heard (came from Fred M. Woods, Dean of American auctioneers, 50 years ago) is that after the Civil War the United States Government wisely decided to sell surplus and confiscated property by auction. Former army colonels were appointed as auctioneers, presumably to honor them. (It could have been just patronage.) The custom of using the title of "Col." for subsequent auctioneers has persisted. I think this obsolete custom should be abated. It is my opinion that the only persons legally entitled to use this designation are officers or retired officers holding the rank of Colonel in the branches of the Armed Services which award that title (and rank) for meritorious ability and service.

On the final day of the Omaha Convention a young auctioneer from West Virginia told me that prior thereto he had been approached by a committee from an American Legion Post re his local advertising which listed him as Col. So-and-So., auctioneer. They firmly requested that he cease and desist with future advertising as a "Col.". They warned him that if he did not cease same that they would take civil action against him for impersonating an officer or retired officer of the Armed Services. I urged him to present the matter to the convention but he failed to do so. It is amazing that more Posts have not taken similar action.

Practically all high grade magazines and newspapers (with the exception of The Auctioneer) refuse to designate an auctioneer as "Col.". Such editorial action is proper. It is, I think, in extremely bad taste for an auctioneer to use the title "Col." before his name in any type

of advertising. I have known some auctioneers who sign their name as 'Col. So-And-So'. That is also in bad taste and definitely improper, rhetorically. Also, it does not lend dignity to the profession.

Perhaps some auction schools are guilty of impropriety. I have been told that in former years the schools told their graduates that, upon completing the course, they were fullfledged "Colonels." I trust that auction schools will encourage their friends from using an unearned and improper title when addressing or introducing them. The title, "Mr.", is adequate and proper. When anyone uses the title "Colonel" in connection with my name it does not increase my egoism... it embarrasses me.

It is not likely that all members of the auctioneering profession will rush to join this non-profit, non-dues, alleged organization known as S.P.C.A.C. However, I think the matter is of enough importance that the next convention should discuss it and, after due deliberation, take definite action. Obviously, I will abide by the decision of the majority.

## Oldest Auctioneer In State Dies

Col. Edwin A. Boyer, Bowmanstown, Pa., thought to be Pennsylvania's oldest auctioneer, passed away in January. He was 89 years old.

Col. Boyer had been auctioneer for Carbon County sheriff sales in recent years. He was president of Towamensing Mutual Fire Insurance Co. and director and vice - president of the Palmerton Building and Loan Association. He held a Life Membership in the Lehigh Valley Auctioneers Association was a member of the National Auctioneers Association and the Pennsylvania Auctioneers Association.

Surviving are a son, a sister, three grandsons and eight great-grandchildren.



# How Life Membership in the N. A. A. Will Benefit You

By COL. B. G. COATS

The advantages of holding life membership in the National Auctioneers Association are many. Primarily, it is an assurance of continued, secure membership in one of the finest organizations. The member who carries a N.A.A. life membership card can always be counted upon for loyal support.

Secondly, it's a matter of receiving value. This is much more than just the financial saving, although that is indeed an important factor. Everyone appreciates a bargain and a life membership in the N.A.A. is that and more.

The cost of N.A.A. life membership is \$100.00. It has always been that and was instituted by reason of the fact that in the early days of organizing the N. A. A. needed money. Many responded that made it possible for the N. A. A. to promulgate its' principles and thereby attract new members. As a result of the generosity the N. A. A. continued its advancement in membership and today is on solid rock forging ahead to far greater accomplishments.

At our last national convention I chatted with many of the older members on the subject of life membership and without exception all said that a life membership at their age would not be a very good investment, that at their age it would not be any bargain. They were all absolutely correct. Now if we want life memberships wouldn't it be advisable to revise our by-laws according to age groups thereby making life membership attractive and fair to all.

Suggest that all members in good standing who have passed their fiftieth birthday be given a life membership for \$75.00. All members in good standing who have passed their sixty-fifth birthday be given a life membership for \$50.00. All other members in good standing may become life members by paying a fee of \$100.00.

This may seem, to many, a sizable cash outlay to pay at one time for a membership fee. However, from the long

range view point and considering the benefits to be gained, the cost is negligible. For the N. A. A. life member is content in the knowledge that he will always have the fellowship offered by his organization. Whatever reverses he may meet in life, he will always have the satisfaction of knowing that he's a paid-up N. A. A. member. Nothing can take that away from him. Add to this sense of security and spirit of fellowship the fact that a member is making an outstanding contribution, you have another, and perhaps the strongest argument in favor of signing up for life in the N. A. A.

One need not wait until the by-laws are changed to meet the above suggestions, but can at anytime if in good standing take out a life membership. Consider it a privilege and remember you can deduct it from your income tax.

Give the above suggestion your serious and intelligent consideration, then come to the national convention in July prepared to voice your opinion. All that the N. A. A. will achieve in the future will depend upon the continued support of its membership. A life member is, in effect, pledging himself to this purpose.

We are apparently off to a good start for new members from what I read in "THE AUCTIONEER". The membership records at national headquarters would no doubt indicate that we are considerably ahead of last year at this same date. However, don't let this dampen your enthusiasm and bring a relaxation of your efforts. Such a thing has happened before, causing us to forfeit the gains made in the previous year. Without a strong membership we cannot continue to be an influential force.

I personally believe, and I know that you agree, that you are rendering a real service to your Association by urging your Auctioneer friends who are eligible to become members of our National Auctioneers Association. You and I know and understand the language of the Auction-



eer. It is up to you and me to convey the message.

As usual I drifted from my subject matter and just had to add the last two paragraphs. Between life members and new members it's our show so let's go to work.

---

## Civil War Letters Sold At Auction

On April 16, 1861, four days after Confederate guns had blasted Fort Sumter and the Civil War had begun, former President Franklin Pierce wrote to former President Martin Van Buren for help in trying to stop the strife.

Pierce's letter and Van Buren's reply on April 20 were sold together at an auction in the Park-Bernet Galleries, 980 Madison Avenue. The buyer, Maury A. Bromsen, dealer and collector of Boston, paid \$1,500 for the pair.

Pierce's plea for action in "the present unparalleled crisis" and Van Buren's cautious answer were in a sale of the autograph collection of the late Albert F. Madlener of Hubbard Woods, Ill. Both letters are little known. Mr. Bromsen thought they might not have been published.

Pierce wrote despairingly that "there is no time for effective assemblages of the people—no time for conventions or

protracted discussion." He proposed, therefore, that Van Buren summon a meeting of the five surviving retired Presidents. These were, with the correspondents, John Tyler, James Buchanan and Millard Fillmore.

"Might not their consultation, if it should result in concurrence of judgment, reach the Administration and the country with some degree of power?" Pierce pleaded. "No man can with propriety summons such a meeting but yourself."

Mr. Van Buren thought that the initiative belonged more appropriately to the incumbent President, although he did not mention Lincoln by name.

The belief was erroneous, he wrote, that "I was entitled to precedence in such matters on account of my being the senior ex-President."

Van Buren had "serious doubts" about the usefulness of making a volunteer movement of the kind Pierce suggested. But if Pierce, who cherished "more hopeful expectations," wished to call a conference, or any of the other former Presidents, then "I will accept the invitation without hesitation."

---

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## MISSING?

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# HELP FILL THIS PAGE



# He Always Wanted To Be Auctioneer

By DEMONT ROSEMAN, JR.

Reprinted from The Charlotte (N. C.) Observer

He probably got the urge at the tobacco market. At any rate, Benjamin Goss Gregg Hoffmeyer always wanted to be an auctioneer.

While most youngsters following a mule and plow around the farm dreamed of big fish ponds, Hoffmeyer dreamed of big auctions.

He was one of an 11-member family—everybody with four names—operating a practically self-supporting farm near Florence, S. C. A shortage of funds sent him to work in a general grocery store in Florence instead of to college after high school.

He moved to Charlotte in 1939 and opened his own grocery store, Oaklawn Super Market. He became attached to the city back in the days when he peddled pecans to Charlotte grocers.

Hoffmeyer was approaching his 30th birthday in August, 1945, when he took off for Decatur, Ill., to spend 12 weeks at Reppert Auction School.

He recalls that the school schedule began with breakfast at 7 a.m. and ended with a public auction downtown at 10 p.m. Students were the auctioneers for merchandise provided by Decatur merchants.

Hoffmeyer would return after the nightly auctions to the school's 25-acre campus and practice auctioning the one-acre plots of trees.

The school taught general auctioneering, everything from cattle judging to advertising.

Hoffmeyer was back in Charlotte only three weeks when he conducted his first sale—a foreclosure sale of the Southeastern Peoples College in the Coddington Building.

Today, as operator of Ben G. Hoffmeyer Auction Co.—and still operator of Oaklawn Super Market—he claims to have the only firm in the Charlotte area offering a complete (appraisal, auctioneering and liquidation) auction service.

He's handled everything from a casket to bulldozers, but his specialty is household furnishings. "I like them best because I know more about them and more people are interested in them."

Auctioneering is done on a percentage basis, with an average charge by the auctioneer of 10 per cent "of the whole proceeds."

Auctions "run in spells," generally with more in the fall. Hoffmeyer figures he averages one sale a week and has never conducted more than two in a single day.

"I've never seen anything which can't be sold at auction," he remarks. Somebody turned the casket over to him to try to debunk his theory, but he got over \$80 by selling the idea that not many people get a chance to pick out their own casket.

"There's a lot of moving in and out of Charlotte and a lot of getting in and out of business in Charlotte," Hoffmeyer says in explaining what creates business for him.

Auctioneering is mostly salesmanship. "You've got to get up and brag about things," Hoffmeyer says. "But don't over-praise."

He's fascinated by this business in which he explains there is "no such thing as an in-between auction. They're either perfect or a complete flop."

He's handled properties like the \$40,000 Sharon Hills Club, but he got more enjoyment out of the \$20,000 Dunn estate.

His wife, the former Norma Sings of Wadesboro, is secretary and makes tickets and collects money at the auctions.

The Hoffmeyers have one child, a 9-year-old daughter.

---

Statistics show that Yale graduates have 1.3 children, while Vassar graduates have 1.7 children. Which proves that women have more children than men.



## Montana And Florida Auction Markets First

KANSAS CITY, Mo.—Two widely separated states, Montana and Florida, each leaders in livestock marketing, became the first states in 1958 to enroll all the member markets of their respective state associations in the American National Livestock Auction Association, it was announced last month from the offices of the Association by C. T. 'Tad' Sanders, Executive Secretary.

The Montana Livestock Markets Association has 12 member markets, and the Florida Association of Livestock Markets has 12 member markets. The 12 Montana markets are the total licensed livestock auction markets in that state. The American National Livestock Auction Association is the national trade association of the livestock auction market industry. Forest Noel, Lewistown, Montana, is national president.

A. J. Langman, Billings Livestock

Commission Co., Billings, Montana, is president of the Montana group, and Harry C. McCollum, Jr., Cattlemen's Livestock Auction Market, Lakeland, Fla., is president of the Florida group.

The Montana markets held their first meeting of 1958 in Miles City, Montana on January 19, 1958 and employed a new executive secretary, Robin McNabb, former owner of the Baxter Hotel in Bozeman, Montana; approved a major medical group insurance plan; and laid initial plans for an augmented campaign in 1958 to promote the Montana cattle industry inclusive of the Montana markets.

The Florida markets held their initial 1958 meeting in Lakeland, Fla., on February 8.

State Beef Councils in both Montana and Florida are also the most active among the states engaged in aggressive programs promoting the sale and consumption of beef. In each instance the livestock auction markets provide equal representation and leadership in their respective State Beef Councils.



Col. Ken Barnicle, NAA member from Rock Hill, Mo., sells some of the items that have been collected by the St. Louis Police Department. At the left is Col. Larry Wynn of St. Louis; Captain R. J. Schumacher of the Police Department is at extreme right. Articles sold include clothing, watches, radios, auto parts, bicycles, etc. The auctions are held annually, attracting approximately 1,000 prospective buyers and lasting 8 to 10 hours.



## A Toast To Competition

A successful and highly respected real estate broker proposes this toast at an annual holiday get-together. "Here's to my competitors they're my best friends, and without them, I'd go broke."

Now we think that this toast is a good one, because most of us—while we might not actually go broke—could never get along without our competitors. Just look what they do for us. Our friends are too kind, much too polite, to ever point out our weaknesses and shortcomings. But not our competitors. They diligently seek out those soft spots in our operations in order to make the most of them. Using this advantage, they would take away our business, if they could, and knowing this imposes upon us a discipline we might otherwise lack.

Yes, our competitors really are our best friends, because they make us honestly examine ourselves.

Of course, self-inventory is most important in any business, but the need for it seems particularly great in a field like auctioneering. Dealing principally in services, the auctioneer often cannot rely upon his product, as such, to make the important difference between what he offers may actually even be the same. This means that what he really sells, most often, is his own knowledge, skill and experience.

This being true, the auctioneer must exercise constant vigilance if his business is not to suffer. As a professional man, he must study and keep abreast of ever-changing developments in his complex field. The intangible personal qualities upon which his success depends need constant cultivation, too. Let him relax, even for an instant, his standards of courtesy, competence or integrity and the effect will be one of lasting damage to his reputation — his most priceless asset.

Left alone, many of us might tend to become lazy, lulled into a false sense of security that all is well. But, for-

tunately, competition plays the watch dog. It prohibits complacency and forces a constant review of standards and methods. It makes us stay awake.

Of course, there are always those who refuse to make use of this vital, stimulating force. They are the ones who cry the blues, blaming the off-season, the money market, the state of internal affairs in the Fiji Islands, or just the general fact that "sales don't seem to be moving now" for their own lack of success. They never seem to ask why it is that someone—some competitor—nearly always seems to be getting the business that they say isn't there.

For those—for all of us—now is the time when it might pay to look about to see what competition is doing, and in so doing to look carefully at ourselves.

On the whole, auctioneering is entering 1958 on a note as healthy and strong as it has been for some time. A year of opportunity and promise lies ahead for those who will grasp it. Our competitors know this and are going to do something about it.

Remember, competition is a precious thing. It is our heritage, and without it our entire way of life would be changed. It is the greatest force for progress in our world today, and we should be thankful for it. It works for all of us, who will use it, and that is why we think our friend's toast is such a good one.

**Editor's Note:** The foregoing article was taken from *The National Real Estate and Builders Journal* and contributed to "The Auctioneer" by Col. Sam Lyons, Indiana, Pa. "Auctioneers" has been substituted for "Real Estate Brokers."



## Veteran Horseman Dies In 89th Year

J. C. Keith, dean of horse dealers in the United States and a trader and auctioneer of horses for 70 years, died at his home in Brockton, Mass., January 18. He was 89 years old.

At his bedside was his friend and secretary, Gunnar W. Johnson, who had been associated with him for almost a half-century.

Keith made his first purchase of a horse when he was 11 years old, buying a six-weeks-old colt for \$30 and selling it for \$130 five years later.

In 1923 he set a record for sales of horses, selling 1,200 to dealers from France and Canada in three days.

## Congress Bolstered By Auctioneer

In a recent Associated Press Story originated in the Nation's Capitol bearing the headline, "Some Unusual Professions Represented in Congress", we find that there is at least one auctioneer. Of all those mentioned in the story, only Rep. Kenneth J. Gray (D-Ill.) rated a picture. He was shown selling an automobile at West Frankfort, Ill., before he went to Congress in 1955.

While we don't consider auctioneering as an unusual occupation we couldn't help having a more comfortable feeling of security if we had more auctioneers in Congress.

## \$5 Million Worth

BAKERSFIELD, Calif.—The Bakersfield Livestock Auction Co., owned by Harry Hardy, sold over \$5 million worth of cattle through the Bakersfield Auction Yard in 1957. This is a 36% increase over 1956.

### WHEN ALE AND MAIL MIXED

In 1639, by order of the British king, all letters were delivered to a specified tavern and the tavern keeper received a penny for the redelivery of the mail.

### DOLLARS DON'T MAKE SENSE

Since 1890, the gyrations of the dollar have been both astounding and interesting. Based on the wholesale price index, with 1926 equal to 100, the actual purchasing power of the dollar reached \$2.150 in 1896 and dropped to \$0.494 this year, the lowest in 67 years.

The dollar has been worth more than its face value 47 times, equal to it once, and less than in 19 times since 1890. The one time when a dollar was worth \$1 was, of course, in the base year of 1926.

Five times its value has been in excess of \$2—in the consecutive years beginning with 1894 and running through 1898. Since 1942, the purchasing power of the dollar has been declining steadily. In 1943 its value was \$0.970, by 1950 it had fallen to \$0.970, and this year it broke through the half-dollar barrier to the low of \$0.494.

If all this doesn't make sense to you, consult your psycho-economist.

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# THE LIGHTER SIDE . . .

## ENSEMBLE

"I'm not particular about the style or color of the shoes, but I want low heels," said the tall blonde to the clerk.

"To wear with what?"

"A short, fat, elderly executive."

## NAUGHTY WORD

Dairy farmer questioning a prospective hired hand, "Have you any bad habits—smoke, drink, eat margarine?"

## DUE RESPECT

An actress, in mourning for her third husband, insisted on black olives in her martinis.

## NIGHTMARE

"It scares me to death every time I hear one of those musical horns."

"Why is that?"

"The fellow who stole my wife had one on his car. Now every time I hear one of those horns, I'm afraid he's bringing her back!"

## DIPLOMAT

A good carpenter is one who can keep a straight face while repairing a do-it-yourself project.

## "DIG" THIS

Duffer: "Sonny, you've been following me around for an hour. You'll never learn how to play golf by watching me."

Sonny: "I ain't watchin' you, mister. As soon as you dig up 10 more worms, I'm goin' fishin.' "

## MASQUERADE

"Beg pardon, but aren't you one of the college boys?"

"No—it's just that I couldn't find my suspenders this morning, my razor blades were used up and a bus just ran over my hat."

## HELPFUL

"I ordered a dozen oranges but you only sent me ten."

"Part of our service, ma'am. Two were bad so we save you the trouble of throwing them away."

## LOST FOR WORDS

"How is your wife," the man asked a friend he hadn't seen for years.

"She's in heaven," replied the friend.

"Oh, I'm sorry." Then he realized that was not the thing to say, so he added, "I mean, I'm glad." And that was even worse. He finally came out with, "Well, I'm surprised!"

## SAD BUT TRUE

If women's clothes did not change so often, there would be more change in men's.

## IMPRESSIVE

Wanting to impress an out-of-town visitor, a New York businessman took him to a swanky restaurant where the hat check girl always made him feel pretty important by saying: "Oh, you don't need a check here, sir. I know you."

All went well till time to leave, when the hat-check girl was nowhere in sight. The men spotted their hats on the rack, and picked them up themselves. In the band of the host's hat was a small card reading: "Tall, skinny guy. Wears funny shirts." This was read with elation by the guest.

## THE GOLDEN PAST

Who remembers the Good Old Days when a juvenile delinquent was a kid who owed a few cents on an overdue library book?

## FAULTY RECEPTION?

The clergyman was preparing his sermon as his small daughter watched.

"Daddy," she asked, "does God tell you what to say?"

"Of course, honey," he answered, "why do you ask?"

"Oh," was the reply, "then why do you scratch some of it out?"

## FIFTH WHEEL

Little Johnny wanted to know: "If the good Lord gives us our daily bread, and Santa Claus brings Christmas presents and the stork brings babies — what's the use of having Daddy around?"



## **MOUTHY**

A young lady had just accepted a proposal. Her fiance sat in deep study. When she asked, "Darling, why don't you say something?" he replied, "I've said too much now."

## **ESSAY ON CATS**

We like this essay on cats that was turned in by a grade school pupil.

"Cats and people are funny animals. Cats have four paws, but only one maw. People have fore-fathers and only one mother. When a cat smells a rat he gets excited, so do people. Cats carry tails, and a lot of people carry tales, too. All cats have fur coats. Some people have fur coats and the ones who don't have fur coats say catty things about the ones who do have them."

## **INSIDE JOB**

A man had applied for a job as a keeper at the zoo, but by the time he got there that vacancy had already been filled. "But don't feel bad," the boss said. "We are awfully short of apes. If you're willing to put on this skin, we can hire you for that job."

The man accepted the assignment, and entered so enthusiastically into his role that he became quite adept on the trapeze. Unfortunately he overdid his gymnastics one day and hurtled so far through the air that he landed in the lions' enclosure.

"Help!" he yelled, as a ferocious-looking lion approached him, growling ominously.

"Shut up," snarled the lion. "Do you want us both to get fired?"

## **IN NO POSITION**

Pat was thought to be dying. A friend at the bedside asked, "Have you made peace with God and denounced the devil?"

"I've made peace with God," Pat answered, "but I'm in no position to antagonize anybody."

## **TRIANGLE**

Lady of the house: "You know, I think my husband is having an affair with his stenographer."

Maid: "I don't believe it. You're just trying to make me jealous."

## **KEEP HIS SECRET**

Harry toured in vaudeville many seasons with Mac, a talking horse, but eventually lost track of him. Years later he saw his old pal, gaunt and weary, hitched to an ice wagon.

"What happened to you, Mac?" he inquired.

"After vaudeville died," explained the horse, sadly, "this guy bought me. But he doesn't feed me enough and he beats me."

"Doesn't he know you can talk?" demanded Harry.

"Heavens, no," Mack replied, "and I'm not going to tell him or he'll have me yelling 'Ice.'"

## **TURN ABOUT**

A sarcastic English professor at a Texas college, disgusted at the poor spelling of his students, has adopted this new grade of designations:

"A means Axcepted."

"C means Catisfactory."

"P means Phlunking?"

## **SAVING POOR**

Trying to sell a housewife a home freezer, a salesman pointed out, "you can save enough on your food bills to pay for it."

"Yes, I know," the woman agreed, "but you see we're paying for our car on the carfare we save. Then we're paying for our washing machine on the laundry bills we save; and we're paying for the house on the rent we're saving. We just can't afford to save any more money right now."

## **DELUSION**

A woman walked into a psychiatrist's office leading a small white duck by a chain.

"What can I do for you, madam?" the psychiatrist asked.

"Oh, it's not me," said the woman, "it's my husband. He thinks he's a duck."

"I went to the movies yesterday and I had to change my seat several times."

"Heavens, did a man get fresh?"

"Finally."



# IN UNITY THERE IS STRENGTH

## BETTER WAY OF LIFE

Do more than exist—live.  
Do more than touch—feel.  
Do more than look—observe.  
Do more than read—absorb.  
Do more than hear—listen.  
Do more than listen—understand.  
Do more than think—ponder.  
Do more than plan—act.  
Do more than talk—say something.

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# **TEN REASONS WHY EVERY MEMBER SHOULD GET NEW MEMBERS**

- 1. Added Membership will make your Association a stronger influence in your community.**
- 2. Added Membership will give your Association a greater opportunity to help and improve Auctioneers.**
- 3. Added Membership in your Association will help convince members of your State Legislature, and those you send to Congress that they should vote right on issues that effect you personally — Example, licensing.**
- 4. Added Membership will enable your Association to expand its activities, with greater opportunity for all.**
- 5. Added Membership will help your Association obtain the cooperation of leaders in legislation for the protection of the Auctioneer Profession.**
- 6. Added Membership in your Association will enlarge your circle of friends and business contacts.**
- 7. Added Membership in your Association will give you greater personal security in the protective support of the Association.**
- 8. Added Membership in your Association will enable you to enjoy the storage of information and benefit thereby.**
- 9. Added Membership in your Association will assist you in any part of the country that your profession may take you.**
- 10. Added Membership in your Association will give you the prestige and influence that makes for success, elevating the Auctioneer profession, dispel unwarranted jealousy and selfishness.**