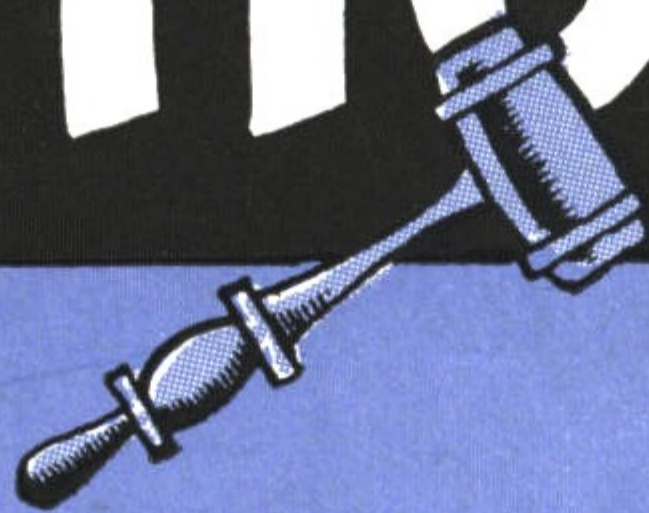


the AUCTIONEER



VOL. XV
OCTOBER

No. 10
1964

Spokane From The West

Embraced by the rimrock, bathed by the sun,
Is the loveliest city, second to none.

To value its glory, come in from the west,
When the afternoon sun shows it up at its best.

A stranger when coming down steep Sunset Hill
Is by no means aware of the forthcoming thrill;

Past the columns of basalt the tourist drives on,
Fatigued from his travel, the day nearly gone,

When all of a sudden a bend comes in sight,
And there lies Spokane in the afternoon light!

A picture of beauty, a gem neatly set,
Is a sight which the viewer can never forget!

By: Joseph Jantsch

NATIONAL AUCTIONEERS CONVENTION

Davenport Hotel, Spokane, Washington

July 15 - 16 - 17, 1965

THE AUCTIONEER
is the
OFFICIAL PUBLICATION
of
NATIONAL
AUCTIONEERS ASSOCIATION

803 S. Columbia St.
Frankfort, Ind. 46041

EDITOR

Bernard Hart, Frankfort, Indiana

Contributing Editors

Col. "Pop" Hess, 440 William St., Delaware, Ohio; Walter Carlson, Triumph, Minn., and every member of the National Auctioneers Association.

THE AUCTIONEER is a non-profit publication and every member of the NAA also owns a share of THE AUCTIONEER. It is published as a means of exchanging ideas that will serve to promote the auctioneer and the auction method of selling.

The Editor reserves the right to accept or reject any material submitted for publication.

CLOSING DATES FOR ADVERTISING COPY and ALL ARTICLES FOR PUBLICATION 15TH OF THE MONTH PRECEDING ISSUE OF THE 1ST.

Subscription \$6.00 per year.
Single copies 50 cents.

DISPLAY ADVERTISING RATES

Full Page	\$45.00
One-half Page	22.50
Quarter Page	11.25
Column Inch	3.00

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Published the 1st of each month
except August.



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Albuquerque, N. M.

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After Trip To Europe Nebraska Looks Real Good

NAA Treasurer Reports European Visit in June

The following account by Col. Rasmussen was reprinted from the Omaha World-Herald

By JACK BAILEY

ST. PAUL, Nebraska — A little bit of Russia goes a long way with Henry Rasmussen, St. Paul auctioneer, who just returned from a month's visit to that country and several other European nations.

"I never felt comfortable from the time we landed at Leningrad until we left Moscow and were back in West Berlin," he said. "It wasn't because they didn't treat us kindly, because they did. But there is something strange comes over you once you get behind the iron curtain. You feel you have lost your freedom and begin to realize how much it means to you."

Rasmussen left the United States, June 2, on a People to People tour and returned home July 7. During the time he was gone, in addition to Russia he visited Poland, Hungary, East and West Berlin, Belgium and then spent 10-days in Denmark, where he visited with relatives of his family.

"The Communists put up a good front," Rasmussen said. "In Leningrad, Riga and Moscow, we saw hundreds of new buildings and more going up. They were building apartment houses like mad.

Rent for the 17 by 20 foot apartments which contain a kitchen, living room and bedroom, rent for three rubles a month or about fifty cents U.S. money.

Well Fed

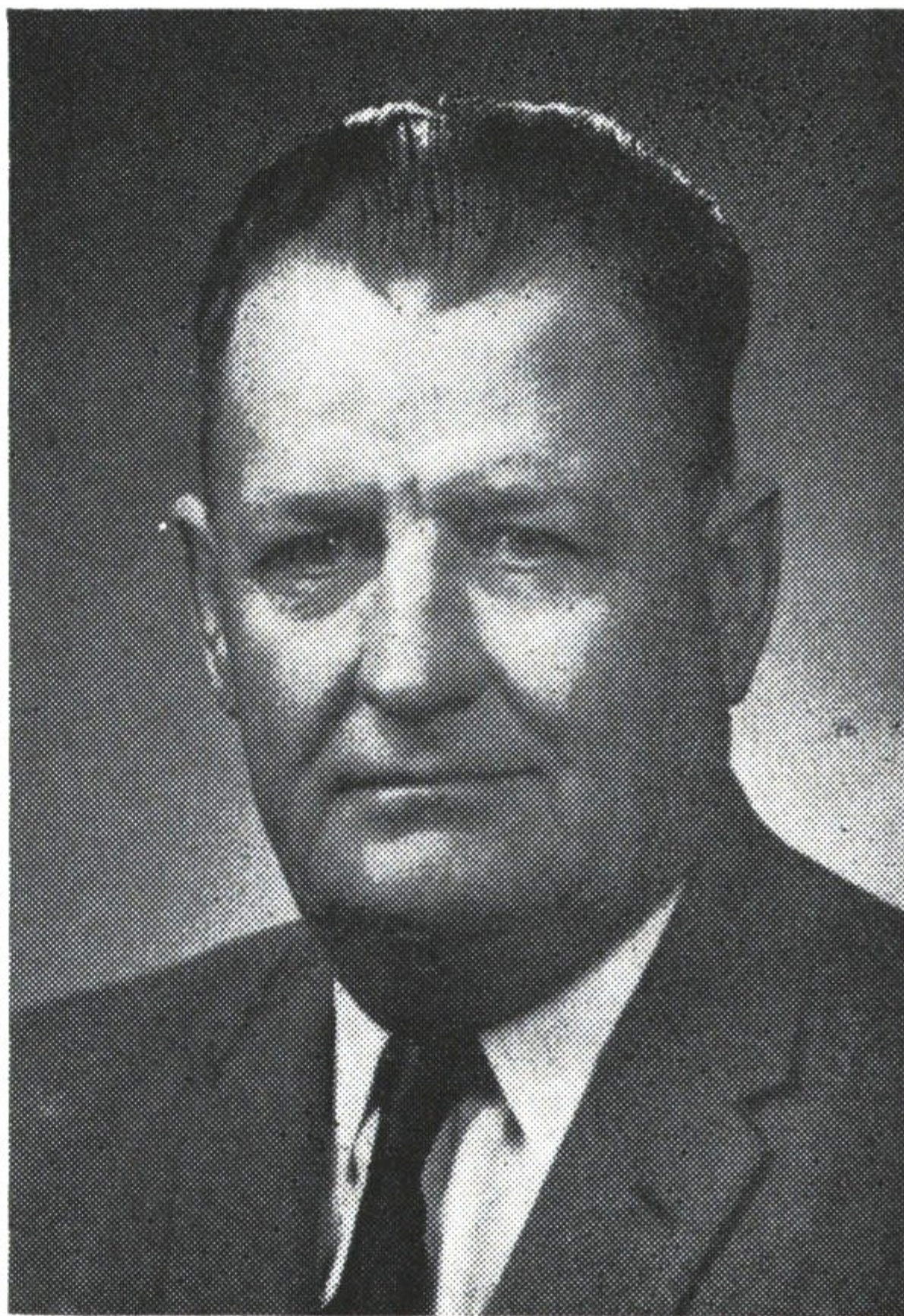
He said they were fed well throughout Russia, had good sleeping quarters but poor plumbing. He pointed out, however, that they stayed only at the best hotels.

The stores were loaded with food and clothes and the prices compared favorable with ours.

Once the visitor enters a rural area, Rasmussen said, he begins to see what Russia is really like. The farms are

small. Most of the work is done by hand labor and now and then a cow or sheep can be seen tied to a near by post.

He found the people friendly wherever they visited and all seemed to be pleased to show the visitors what they had. At a large community farm outside Riga he saw a large dairy herd housed in a barn much larger than those found in this



HENRY RASMUSSEN

country. He learned the head man at the farm received about 80 rubles a month or about \$11.

Same Type Crops

The Russians seem to raise the same crops as those grown in Nebraska, but he didn't think the soil was as good. There is enough moisture, however, so irrigation isn't necessary. Most pastures were lush and several animals could be pastured on an acre. They are moved

from one field to another during the growing season.

Rasmussen saw very few fences in the rural areas he traveled. What fences he did see were all electric.

Cars, he said, were almost non-existent in the rural areas and there were only a few in the large cities. It was possible to park anywhere on the streets and there were no parking meters. At a stadium in Leningrad which holds 100,000 people there was no parking lot because none was needed. The people came there by bus, trolley or taxi.

He was told that only four per cent of the Russians attend church and less than that number are baptized. All Russians, he was told can be baptized any time after they are 30 years of age.

Hundreds of people are being moved daily into the new apartment houses being erected in Russia's larger cities. While the Russian people displayed no animosity toward Americans none of them conversed with them even through an interpreter, other than the man in charge.

E. Berlin Deserted

Rasmussen said the situation in East Berlin was hard to believe. The city appeared to be dead with only a few people on the street. In contrast, West Berlin was booming.

While Poland and Hungary are under the influence of Moscow the people there, he said, seemed to have more freedom. They were able to stop at farms without any prior arrangements and the people were happy to show the Americans around. He said he was surprised at the prosperity he found in Poland.

While in Denmark, Rasmussen stayed with a cousin, Paul Rasmussen, and did considerable visiting. He took in several auctions and entertained the crowd by giving them a demonstration of how an auction is conducted in this country.

At a hog auction he noted that all the animals sold were of the Landrace strain. Sows sold for \$100 and small pigs brought \$20 and \$25.

"Hogs are considerably higher in Denmark than they are here, Rasmussen said.

Small Belgium Farms

While visiting in Brussels he learned

that there are 80,000 farms in Belgium, two and one-half acres of smaller, 350,000 farms of 15 acres and only 450 farms in excess of 250 acres. Prices, he said, was about \$165 an acre.

Good Belgium cows bring between \$300 and \$400 a head. While visiting one place they were given wine to drink and one of the Belgians after having several drinks said "I'm seeing double but feeling single."

"The trip to Russia was a wonderful experience and I think it would do everyone some good to visit the country." Rasmussen concluded, "but I was happy to get home and I wouldn't want to go again."

Prices Up Sharply At N. M. 4-H Auction

ALBUQUERQUE, N. M. — The 1964 grand champion lamb brought almost five times the price of last year's champion at the annual Bernalillo County 4-H Fair.

Livestock in the sale broke last year's sales records in all categories as 75 local businessmen bid on prize offerings.

This year's sale brought in \$6,493.04, about 50 per cent more than last year. Last year's sale total was \$4,422.73.

Nine calves, 40 lambs and 6 fat barrows went on the block today at the annual auction in the Junior Livestock Pavilion at the State Fairgrounds. The sale was sponsored by Bernalillo - Sandoval Farm Bureau. John Overton was auctioneer.

A whopping \$445.60 was paid for the grand champion lamb owned by Sherry Jones, 11, of Alameda, — almost five times as great as last year's \$91.20.

Ohio Officers Meet

Directors and Advisory Committee of the Ohio Auctioneers Association will meet at the Southern Hotel in Columbus, at 10:00 A.M., October 11. Business to be discussed will be proposed amendments to the Auctioneers License Law. Copies of the proposed changes can be obtained by writing the President, Herb Bambeck, R. R. 1, Dover, Ohio.

Are We Getting Full Value?

BY JOHN A. OVERTON, PRESIDENT

What do we miss? We all know that those auctioneers who don't attend the conventions and those who don't belong to the N.A.A. miss even more, but what about those of us who do attend the conventions, do we profit as much as we



could by using the information brought to us each year?

Just this past July in Des Moines, Iowa the Resolutions Committee presented three resolutions, two of which follows:

Resolution No. 2—"Be it resolved by this National Auctioneers Association Convention that the efforts made in the past of bringing together auctioneers representing all the fields of the auctioneering profession be continued and that maintaining harmony, the cultivation of a co-operative spirit, sound thinking, and good judgment be upper most in the minds of all the membership in order to further the growth and increase the strength of this great organization."

Probably none of us remembered this resolution for more than a day, but if we can practice what we preach, then there

is meat in that resolution. Believe me, your competition cannot have a good sale without it helping you nor can he have a poor sale without it harming you and the whole auction profession. Ask any auctioneer who has traveled over this great country of ours. He can tell you that he can tell the type of auctioneer in that particular part of the country by the attitude of the crowd.

Whenever the auction profession is respected, where the local auctioneer is regarded as a man of honor and integrity, then the crowd demonstrates by their actions, bidding, and respect, that such is the case.

In the other town where the auction profession has been abused and debased, the visiting auctioneer is aware in a very short time that the auction profession in that particular area is not being represented in its best form.

It shows itself just as plainly as you have all experienced in conducting a sale for a very well-liked respected citizen, as compared to one who is not so well-liked or whose reputation for veracity and fair dealing may not be too high.

Don't be misled that your reputation won't show just as quickly to an auctioneer who works in your territory as does that of the man you sell for.

If we get our competition into the N. A.A. and, therefore, make a better auctioneer and a better citizen out of him, he will help our business, but if he cries a poor sale, does a poor job of advertising, gets poor attendance, and poor prices, he'll hurt you and the profession every sale he cries. He will make less business for you, as well as for himself, because the product he sells doesn't bring what it is worth. Remember Resolution No. 2 and practice it throughout the year. It will pay you and the profession in the future.

Resolution No. 3—Whereas the auction profession is judged by the conduct of each individual auctioneer in the eyes of

the public and, whereas, the National Auctioneers Association has an established code of ethics for its members; now therefore, be it resolved that all members of this association be very mindful of this established code of ethics and perform his services within the meaning so as not to draw criticism from the public which will damage the auction profession.

If we all live up to Resolution No. 3 and our Code of Ethics, then the job of the professional auctioneer, wherever he may be or travel, will be easier. The auctioneer who works at home or one who travels widely; his job will be made easier and, therefore, it will be possible for all to do a better job for our client, wherever he may be.

Resolution No. 1 was to extend thanks to the Iowa folks for one of the most outstanding conventions ever and again we say thanks for the meat offered for our edification and benefit. May we have the interest in our profession to assimilate, digest, and utilize that which has been offered us.

Our sincere appreciation to our 1st Vice President, John L. Cummins, Cynthiana, Kentucky and the able members of his committee who gave of their time and talent to give us thoughtful guidance for the year 1964-65.

Market Group Adds To Promotion Effort

KANSAS CITY, MISSOURI . . . Certified Livestock Markets located in 42 states are undertaking greater market promotion through the use of "Scotchlite" *highway displays and large enamel displays at market premises.

This colorful highway advertising will impress drivers both day and night with the Certified Livestock Market name, town, distinctive trade-mark and days of selling by auction. The reverse side of the highway display proclaims a new meat promotion slogan, "Eat Delicious American Meat."

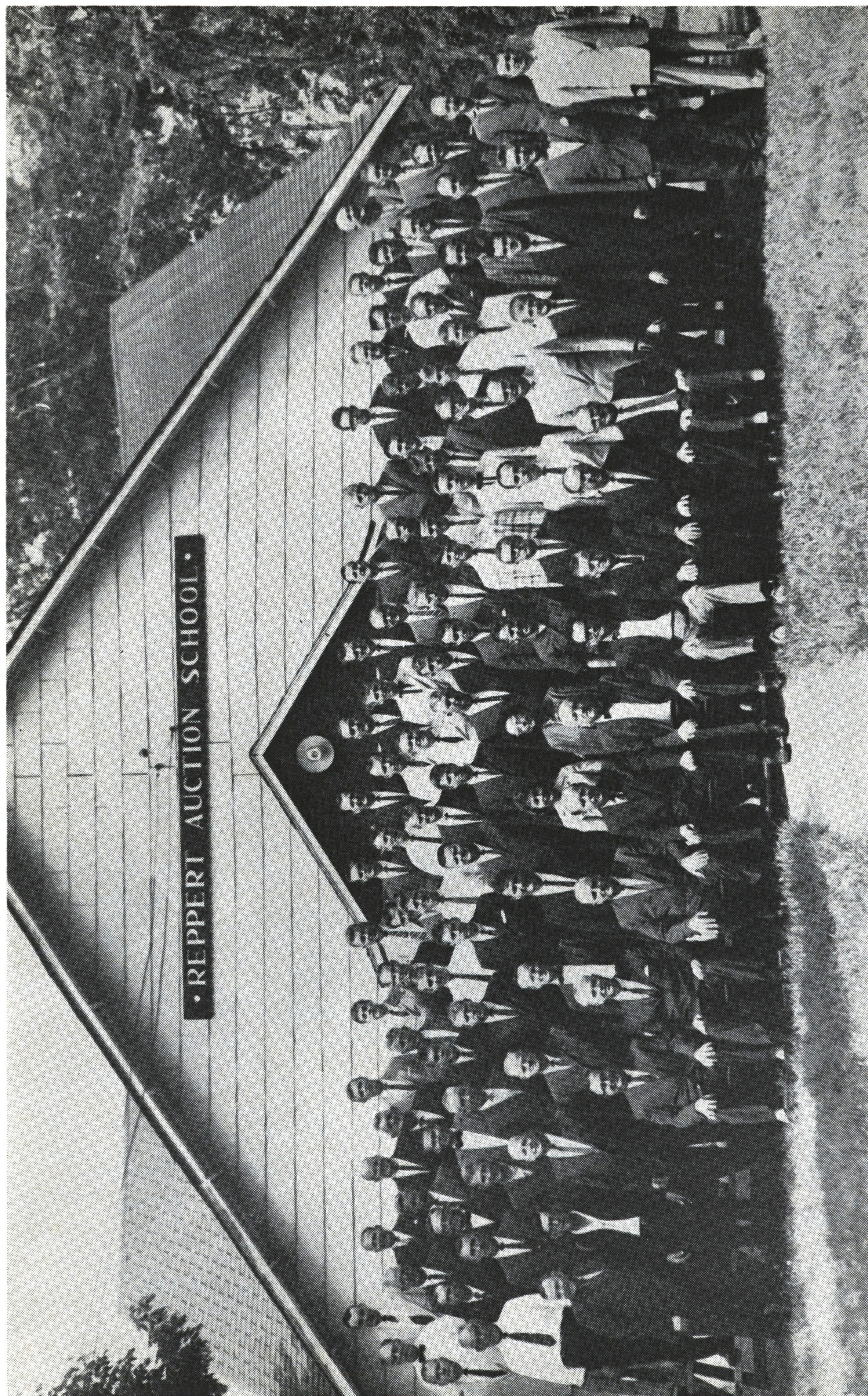
Certified Livestock Markets are furthering progressive livestock marketing through this outdoor and highway display program being handled for them by the National Advertising Co., a subsidiary of the 3M Company.

*Reg. T.M. 3M Co.

After father's allowance stops and before social security begins comes middle age, that awkward time of life when you have to support yourself.



This is the new establishment opened recently by Col. Peter J. Faith and the "Faith Family of Auctioneers" on Highway U. S. 41, just south of Milwaukee, near Franksville, Wisc. Furniture and merchandise is sold on a regular weekly schedule in the new building.



Reppert School Of Auctioneering

Pictured on the opposite page are the members of the Class of July 27 to August 14, 1964, at the Reppert School of Auctioneering, Decatur, Indiana. Identification follows, reading from left to right in each instance.

TOP ROW: Ronald C. Lamb, Belwood, Ontario, Canada; Orville G. Lake, Holland, Michigan; J. Gary Lawson, Blanchester, Ohio; Paul S. Wisecup, Terrace Park, Ohio; Richard Stafford, Charlotte, North Carolina; Raymond A. Kreves, Willoughby, Ohio; John B. Mauldin, Greenville, South Carolina; Paul A. Pauley, Harlan, Iowa; Andrew J. Rupchock, South Bend, Indiana; Donald D. Landenberger, Utica, Nebraska; James L. Riley, Lexington, Kentucky; Dan G. Murray, Jr., Woodstock, Ontario, Canada; Frank Lee Barney, Bloomington, Indiana; Glen L. Myers, Waterloo, Indiana; Emmett Lee Miller, Belpre, Ohio; Victor P. Young, Lexington, Kentucky.

FOURTH ROW: Charles L. Peters, Marion, Indiana; Lyle E. Squires, Rockford, Michigan; Dale Gibboney, Huntingdon, Pennsylvania; Rex H. Gaskins, Hartsville, Tennessee; Harry F. Kearns, Bentleyville, Pennsylvania; Bill C. Huckaba, Columbus, Ohio; Thomas B. Daniels, Charleston Heights, South Carolina; L. Mahlon Clancy, Denver, Colorado; J. Roger Jones, II, Lexington, Kentucky; Gaines Wade Dickenson, Castlewood, Virginia; Howard L. Bissantz, Batavia, Ohio; Kenneth I. Duer, Seward, Nebraska; Stephen L. Capper, Indianapolis, Indiana; Lonnie James Jackson, Springville, Indiana; Harold R. Armstrong, Sr., Cleveland, Ohio; Charles E. Spires, Marietta, Ohio; Carl H. Anderson, Bellefontaine, Ohio.

THIRD ROW: A. L. Sampson, Cary, North Carolina; Clarence L. Zinn, Newburg, Pennsylvania; Myles V. Spencer, Monroeton, Pennsylvania; William K. Reinert, Lapeer, Michigan; James E. Rawls, Leesville, South Carolina; Marston K. Townley, Columbus, Ohio; John Leonard Phillips, Columbus, Ohio; David L. Jones, Flushing, Ohio; Roger Lee Towner, Elwood, Indiana; John C. Craw-

ford, Clarinda, Iowa; Johnannes Mogenssen, Hamilton, Ontario, Canada; Barry D. Sinniard, Anderson, Alabama; Ronald Toon, Jr., Bloomfield, Indiana; Raymond L. Hopping, Galesburg, Illinois; C. D. Knafel, Fort Wayne, Indiana; Kenneth E. Miller, Manheim, Pennsylvania; Roy Lee Butler, Woodland, Georgia.

SECOND ROW: Earl Jones, Grant, Michigan; Edmund L. Hudson, Spartanburg, South Carolina; Philip E. Wells, Jr., Bushnell, Illinois; Emmett L. Harbour, Denver, Colorado; George E. Freeman, Jr., Ostrander, Ohio; Richard G. Lupton, Colton, California; Larry R. Anderson, Camden, Tennessee; Gregory Lee Archer, Charlotte, Michigan; Dale Riley, Winfield, Alabama; Larry Dean Lotz, Frederickstown, Ohio; Ralph J. McClendon, Edgefield, South Carolina; Benjamin Alexander Willis, Jr., Monetta, South Carolina; Dennis K. Kruse, Auburn, Indiana; Christopher Gene Woods, Zanesville, Ohio; Richard H. Sevy, Jr., Battle Creek, Michigan; Richard E. Weaver, Lima, Ohio; Floyd M. Fletcher, Salem, Indiana.

FIRST ROW: J. Elwood Christman, Galion, Ohio; Lawrence R. Miller, Lima, Ohio; Luther J. Hardesty, Naples, Florida; Marion Wylie, Greenfield, Ohio; John L. Walker, Akron, Ohio; Charles R. Nichols, Ashland, Kentucky; Dorothy A. Fenty, Toronto, Ontario, Canada; Grace Lichtensteiger, Decatur, Indiana; Francis T. Beaudet, Phelps, New York; Louis C. Hand, Terry, Mississippi; Danny Lee Fleming, Grass Lake, Michigan; Raymond H. Toole, Greenwood, Indiana; Jim Blum, Belton, Missouri; Kenneth Melvin Martin, Denver, Pennsylvania; Ray W. Fish, Fort Wayne, Indiana; William L. Brewer, Fort Wayne, Indiana.

INSTRUCTORS SEATED: Paul Z. Martin, Blue Ball, Pennsylvania; Gene Slagle, Marion, Ohio; Homer Pollock, Delphos, Ohio; Roland Reppert, M. D. Owner and President, Decatur, Indiana; Q. R. Chaffee, Dean, Towanda, Pennsylvania; Clyde M. Wilson, Marion, Ohio; Ray Elliott, Portland, Indiana; H. D. Darnell, Cynthiana, Kentucky; Walter Carlson, Trimont, Minnesota.

Work is the cheapest way man ever intended to escape boredom.—LeRecueil.

THE LADIES AUXILIARY

National Meeting Of State Aux. Officers

Our efforts to assemble State Auxiliary Officers at the National Convention in Ohio in 1963 seemed to have planted some very good seed for the Iowa meeting this year.

Because of the untimely passing of our President's husband, our plans for this year's meeting were very curtailed. We tried to carry on with a token meeting following our Friday Luncheon. The interest is very high for continuing such a group. All of the girls there showed much interest and came up with some very good ideas and questions. So, there is no doubt we will continue on stronger than ever at next year's National.

The original idea of the group was to have each National President take over the duties of this group but as the organization becomes larger, more duties fall on shoulders of this officer. Several alternatives have come to my mind. Perhaps the immediate Past or Vice President could act with a committee of two Board members to set this up for the Convention the following year and have it set up with a Luncheon meeting with an hour afterwards devoted to discussion.

There is no doubt in my mind that each and every State organized or unorganized will benefit very well from the help of the others. But, to make this workable, we must have sufficient time to exchange ideas on a National level.

If you have some other ideas, won't you write our Auxiliary President, Mrs. Al (Virginia) Rankin, Alger, Ohio. Or make a list of your ideas and bring them to Washington in 1965 . . .

Mora Freund.

Wives Assist Mates In Furniture Auction

Jack Braddock and Al Rankin liquidated one of Central's Ohio's most exclusive furniture stores in Newark, Ohio,

during the summer. It took two days to sell the four floors of merchandise but would have taken longer had it not been for the assistance of their wives, Margaret Braddock and Virginia Rankin. It happened to be during Margaret's vacation from her regular job at Sears, Roebuck & Co., but it was nothing new to Virginia as she works regularly with Al.

Last reports were that the ladies had not received their share of the commission but they say they had a good time, both with the auction and the visit it permitted.

Installment Buying

RIO DE JANEIRO — Even the arts are not immune from Brazil's inflation. Paintings were bought on the installment plan at an art auction including paintings by well-known Brazilian artists.

The prospective buyer bid the monthly installment he was willing to pay for 10 months.

A buyer who got a painting at 150,000 cruzeiros monthly probably will be paying much less in real terms of the purchasing power of the cruzeiro on his 10th installment than he did on his first. In dollar terms 150,000 cruzeiros last month was \$125 but this month is only \$100.

Top bid was 800,000 cruzeiros or about \$530 — monthly for a Lazard Segall still life.

All This For \$2.00

Emil A. Schaar, Saginaw, Mich., bought a gasoline station for \$2.

For his money he got a one-story cement block station and garage at M-47 and Swan Creek Road, three underground tanks, a grease rack hoist and an air compressor.

The seller was the State Highway Department, which owns the property and needs it cleared for future use in road improvement. Schaar's \$2 was the best bid. He will have to move the station, the underground tanks and other equipment from the property.

Why Must We Wait For Convention Time?

The biggest conversations the first, second or third day of Convention will always be, "How have you been?" "How is the family? We have a new son-in-law. And, I just happen to have a picture of our newest grandchild." It isn't surprising these friendships become so strong year after year, it seems like next door neighbors that have been away for a year or more.

Did you ever happen to think it might be of great interest to many of the Auxiliary members that someone in your family had some big event in their life. It would be of much more interest to them when it happens than when we get together each summer.

Oh, yes, I find I am just as guilty as you are. I happened to forget to write about our granddaughter, Terry Lee who was born on February 17th. She is mighty precious and by some coincidence looks just like her Grandpa Ernie. Then there is our new President, Virginia forgot to write that her daughter, Sharon, was married this year. We are surely interested in these gals that have been coming to conventions for years . . . Anyway belated congratulations to the Bride and Groom.

So, don't save up all this news for next July . . . Sit down now, right now and send in that bit of news. Either to Virginia or Artie Baldwin. Let's really surprise them and Bernie.

Mora Freund, Director

Livestock Markets Suffer Fire Losses

Five livestock markets in as many states have suffered total or extensive fire losses in recent months.

Fairbury Livestock Co., Fairbury, Neb., suffered a fire which completely burned its facilities.

Mason - Dixon Livestock Market, Inc., Stewartstown, Pa., was totally destroyed and does not intend to rebuild.

Piedmont Live Stock Sales, Inc., Marshall, Va., experienced a fire which caused extensive damage to the arena and pen area.

Columbia Livestock Auction Co., Inc., Columbia, Mo., has rebuilt its pen area destroyed by fire and has resumed operations.

Most recently, the Hereford Livestock Market, Hereford, Tex., was totally destroyed by fire Aug. 28.

The National Auctioneers Association has produced great achievements since its inception. It is the largest, best equipped, and most representative Auctioneers organization in the world. Today, the Association ought to be wielding a powerful and growing influence. It ought to be asserting effective leadership at every level of the auctioneering profession. It ought to be gathering record harvests of membership and prestige. It ought to be doing these things, but it isn't. Why? Because too many members have forgotten the way to practice service. I mean personal service that costs us time and effort. This is what built the National Auctioneers Association. In my judgment, that is what we must contribute now if we are to meet our responsibilities as members. New members is one of several fronts we are being summoned to practice service with unqualified vigor and dedication.

—B. G. Coats

THE LADIES AUXILIARY TO THE NATIONAL AUCTIONEERS ASSOCIATION

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Mrs. Robert Penfield, Bowman, N. D.



Fall Brings Elections, Many Auction Sales

By COL. POP HESS

This year of 1964 is rolling fast to the end, the summer seems to have passed most too fast, yet has been an interesting one for myself. I have had much time on my hands to read, rest, watch TV and have become much informed on all kinds of suds, pills, filters and non-filters, all sorts of soft and hard drinking material, etc. The big joker I see in it all, the auctioneer who sells his wares at auction is put under bond to tell the truth and the whole truth or he be jailed. I wonder how some of the remarks I have heard on best in suds, pills, tobacco and so on can be correct and a sure fact. I note these commercials are just about word for word of what Mom Hess and I heard back in 1952 when we bought our first TV. The writers of the "commercials" really must believe John Q. Public will forget or doubt his statement. But in making this remark to Mom Hess her reply was that all the years I was on the auction block my lingo was just the same and she wonders why I should be grumbling. Well, so much for that.

This is the Fall of 1964 where we are in the midst of a coming election and all issues are being discussed pro and con with personalities on parade. Some candidates have their wives and children out campaigning for them. One administrator, now in power, tells us we are in peace and we are in the greatest prosperity of all time. However, in peace we have become involved in foreign wars and face war threats. Daily, we read where our American boys are killed in battle and for the great all-time prosperity this same administration is spending millions to get us out of poverty. We have all kinds of race riots going on, people starving, strikes to raise prices and to top it all out, the consumer is paying high for what he gets and strikes to make it higher. All in all, we who eat and live will pay the tab and sit in disgust watching

the outlaw riots going on around our home door here in the great U.S.A.

In my experience in voting the past 60 years we have each four years many pros and cons with both sides full of suggestions and promises. In the windup, regardless of who wins, we go back to our routine of work and we remain a great U.S.A. with a country that is best of all. Our candidates for public offices, on both sides, are great men with different views and that is where John Q. Public becomes the one to decide what he feels is the best to live by and he hands down his verdict at the voting places and from there we march on for what has been decided best in our great land of U.S.A. The most important item on November 3rd is weigh the evidence and vote!

Auction season in general farm and livestock sales has been very brisk throughout all Ohio, with many large feeder cattle sales of calves and yearlings. Many of our Ohio beef cattle feeders are looking forward to next year's prices and will have been bidding accordingly. Prices of both dairy and beef cattle are good and the same is true of the feeder pig and lamb auctions. Farm machinery and all farm supplies, including feed in the auctions, has been selling well. In fact, as of this date, as I see it, the seller or buyer or auctioneers who conduct such sales cannot hold out too big a complaint on results. In many sections of our area through Ohio from mid-summer on through to late September, we have been suffering with hot, dry weather. It looks like some of Ohio's better corn area will be hard hit on total yield. Again, it is the farmer and the producer of food who takes it on the chin, yet it is a great life to live and without them we as auctioneers as well as the rest of the people would have a hard existence.

IN UNITY THERE IS STRENGTH

Am glad to note the NAA is now a 2,000 population membership. There was a fine suggestion in the September issue, a slogan, "Five for Sixty-Five." Let's make this slogan real. It is possible as we have a great potential among the non-members and we could do much to make our NAA better.

Through the past month of late August and September to the date of this writing my mail from auctioneers out over the land has not been numerous. This is true each year following convention time. After receiving the September issue many have written me, wishing me good health and to keep a column coming, so if our readers can still stand what I write and it gets by our good editor I will keep pounding them out for someplace along the line it seems I have to have an outlet for surplus steam and this column makes a good whistle stop.

Do not feel too badly if I step on toes with hot corns, I have such toes also. You are welcome to step on mine even though you may hear me holler, "Ouch!"

My health is quite normal now, only I have started to get old, walk with a cane. The trouble is mostly below my knees to the ends of my toes although some may think it is near the top of the head, so you be the judge and let's all pull for a better auction field of operations. This writing is leaving my desk the 12th day of September, just as our Ohio auctioneers are entering a busy fall and winter schedule, especially in farm and livestock sales. You auctioneers out over the land in all divisions of the auction field can help this publication with a few lines describing your ups and downs in the field in which you operate as an auctioneer in demand.

NO HURRY

The filling station attendant was the slowest moving person in town.

When asked why he did so much loafing, he replied, "Well, some folks does all their loafin' at one time. I jes' does mine as I goes along."



Promotional Items

LAPEL BUTTONS: "Dress Up" with this distinguished piece of Jewelry. **\$2.50 each**

INSIGNIA CUTS: Add distinction to your cards, letterheads and advertising. 7/8" or 2/3" wide.) **\$2.50 each**

DECALS—3 color, reversible, new supply @ **25c each.**

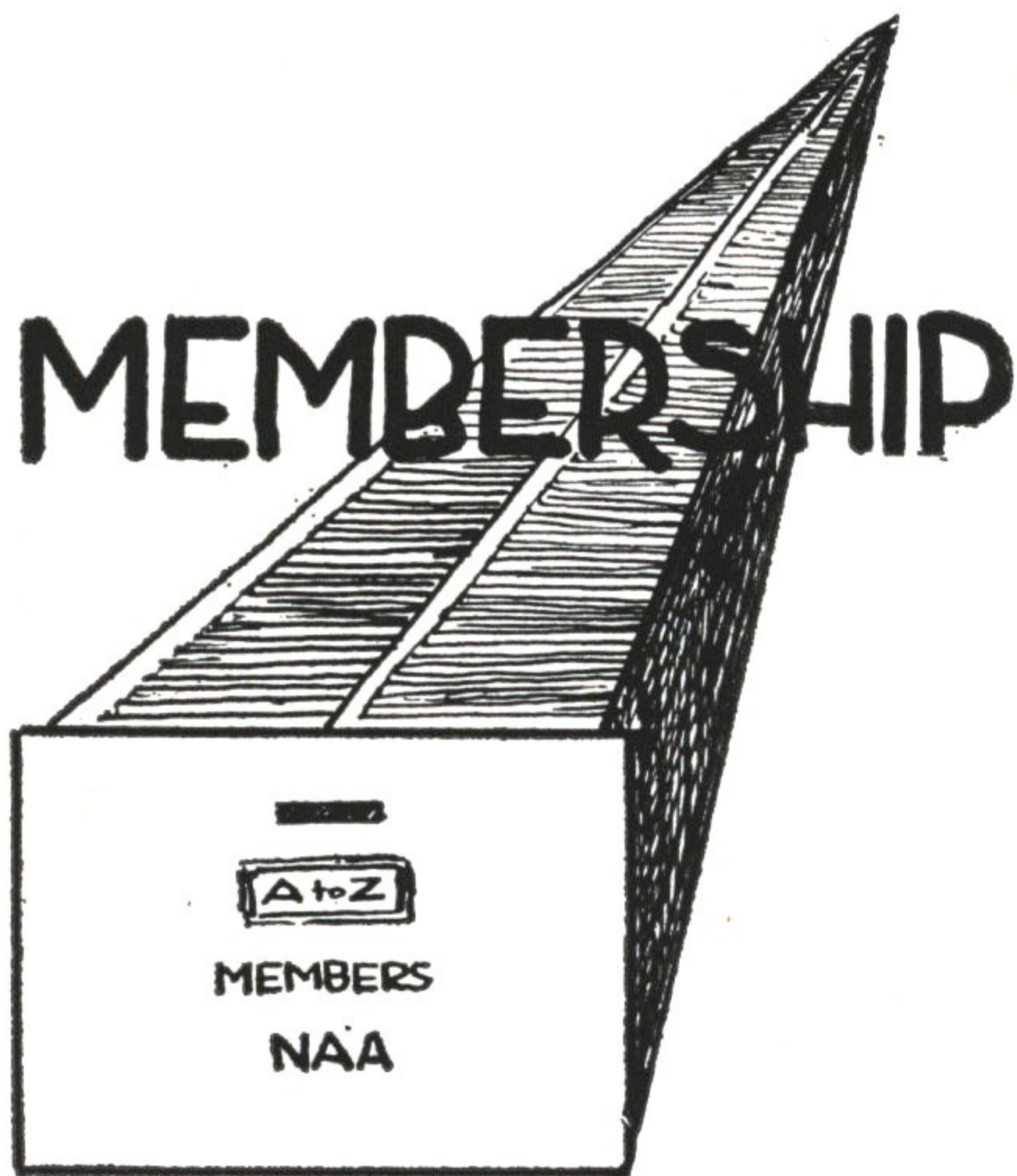
BUMPER STRIPS—Advertising the Auction method of selling. **25c each; 2 for \$1.00**

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Southwestern Livestock Auction Markets Review

By ED UVACEK

Livestock Marketing Specialist, Texas Agricultural Extension Service
(Reprinted from THE CATTLEMAN, Ft. Worth, Texas)

The livestock auction market has become one of the major market outlets for livestock in the United States. The phenomenal growth in the number of livestock auctions came about during the 1930's, although some growth took place in the early part of the century, and auction markets trace their history back as early as 1676.

In Texas the greatest expansion in the number of auctions came after 1937. At that time there were 39 auction markets in the state. By 1949, this figure had reached about 170. It drifted down in 1955 to about 150, and now there are approximately 180 auction markets in the state. We have in the State of Texas now almost as many auction markets as there were in the entire United States in the 1930's.

Several important factors contributed to the pronounced expansion of auction markets. These factors are associated with the trend toward a decentralized livestock marketing system, the development and improvement of hard-surfaced roads, and the increased use of motor carriers as a means of transportation.

The decentralization of the packing industry had a tremendous effect. Both major and independent packers began building their newer plants closer to the supply points, and they soon discovered it was much more economical to allow a livestock buyer to visit several local auction markets in the vicinity rather than have him go from ranch to ranch seeking out potential buys. A larger number of animals could be seen in a shorter time.

The appeal from the consignors' or producers' standpoint was equally strong. With the establishment of a new livestock auction market about 20 miles down the road from the producer's ranch, he could put a calf or a steer in the back of a pickup, drive over to the auction market, and watch him being sold. He knew ex-

actly what he got for the animal, and he got paid the same day. The producer felt closer to the market, and he had a feel of the market which he could never quite get from selling his animals in a central location perhaps hundreds of miles away. The new markets offered a place for him to talk to his neighbors, packer buyers, and other producers. It was not unusual for the trip to take on some aspects of a family outing.

In the United States as a whole, auction markets draw from relatively close areas. About 20 per cent of all the cattle and practically all the sheep and lambs moved to auction markets in the U. S. come from within 50 miles. A little over three-quarters of the calves and over 90 per cent of the hogs moved to auction markets come from within 50 miles.

This, of course, means the total marketings of livestock within 50 miles of the market represents approximately the ultimate volume of that market. It also means an area will support only a certain number of auction markets.

Now let's take a look at what this means to the Texas livestock auction market industry. Marketings in the state last year were close to 4,700,000 head of cattle and calves. Auction market receipts were 5.4 million head. This is greater than marketing numbers because of multiple selling of some animals. (A calf can be bought in one auction, fattened, then sold in another, and in such instances would be counted twice in the auction market receipts.)

Assuming that the same proportion of the total cattle population continues to be marketed through auction markets, we estimate that 6.2 million head of cattle and calves would go through auction markets in 1975. Taking into account the higher costs of labor and other operating expenses, even with his increase

in numbers marketed through livestock auction, our figures show there is little room for more auction markets than we presently have in the state if they are to operated at a profit. A study of the number of sheep and hogs moving through auction markets reveals somewhat similar results.

Our studies were based on a thorough evaluation of all available facts and a close examination of trends in the livestock industry, details of which are available for the asking.

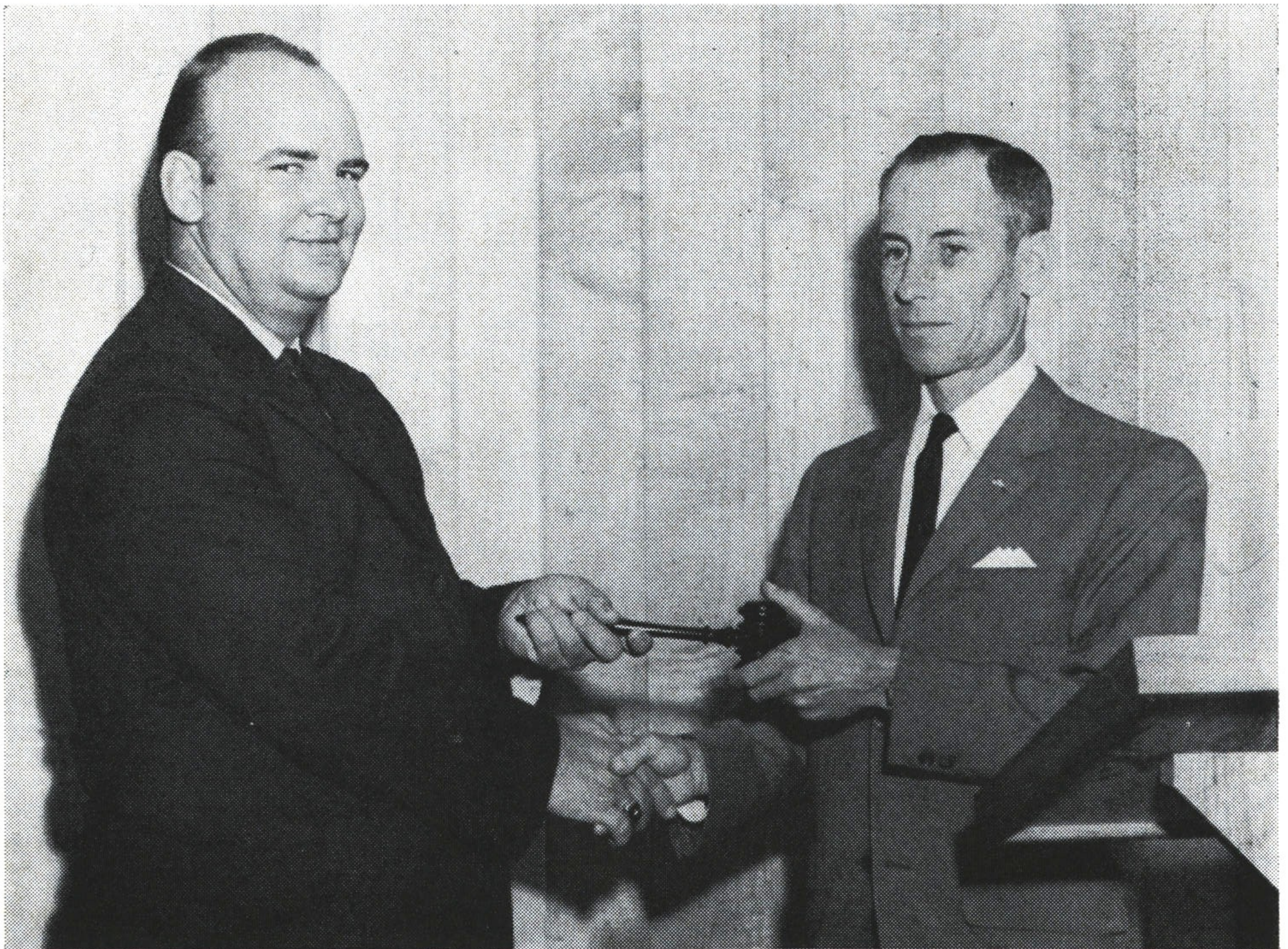
There's nothing that infuriates a woman more than not being asked to join a club she doesn't want to belong to anyway.

Twenty-Fifth Year Marked At Bozeman

Bozeman Livestock Auction Co., Bozeman, Mont., celebrated its silver anniversary in the business Sept. 11 with a special sale of reputation steers and heifers from throughout its trade area.

The market was founded 25 years ago by Howard Raser who now owns the Missoula Livestock Auction Co., Missoula, Mont.

Robert H. Ellerd, is the present owner and has conducted the business since 1952. He is a past president of the Montana Livestock Markets Association and member of the board of directors of the Certified Livestock Markets Association.



Col. H. C. Staats (right) presents President's Gavel to Col. Paul Snodgrass following the election of officers at the Annual Meeting of the West Virginia Auctioneers Association. Col. Staats of Charleston, has served as President for the past three years. Col. Snodgrass is from Clay, W. Va.

Other officers and Directors elected were: W. S. Brock, Point Pleasant, Vice President; Wilson E. Woods, West Liberty, re-elected Secretary-Treasurer; and J. J. Statler, Fairview, a Director for three years.

News From The Farmers Market

Blue Hill, Nebr.

Cattle Sale Every Saturday 12:30 P.M.

If you want to buy or want to sell, you're all invited to Blue Hill. It's a big sale, in a small town, where farmers come from all around.

Some come to buy, some come to sell — they like our market very well. Some farmers sell what they don't need, others come to buy as they have feed.

Our cattle runs have been very good, but most all buyers in a dull mood. The seller likes to have more money, but the buyers think that isn't funny.

They like to pay more for the cattle, but for them it's been an awful battle. With fat beef market in the dumps—cattle feeders are taking daily bumps.

Now let us not loose all our hope, farm papers are printing lots of dope. There never was a time so bad, but someday we were all real glad.

We hope that soon the tide will turn, all we need now is lots of rain. A big boost in the fat beef market, then those that stayed will hit the target.

Most farmers sell here every week, they know our price is at the peak. The best of service is our aim, for several years that's been our claim.

"Gene Marshall" is our Auctioneer, he calls the bids as they appear. His two sharp eyes are on the bidders while they are looking at the critters.

Our office girls are on the ball, they like to have you make a call; Pick up your check, or pay a bill, they're sure to throw in their good will.

And don't forget our dining hall where little "Annie's" on the ball; With "Violet" serving such good food, keeps all the men in a good mood.

Your writer is a busy man, but takes time out when'er he can, to put some words into a rhyme and this you know takes quite some time.

A Thousand Thanks to all of you who helped make our wish come true; To make BLUE HILL the CATTLE TOWN, that makes the other markets frown.

BLUE HILL LIVESTOCK COMPANY

John Heist, Owner and Operator



Above are students from six states who received Diplomas from the Feller & Bucher Auctioneering College, Kankakee, Ill., Class of August, 1964.

Fifteenth Anniversary Of "The Auctioneer"

Volume 1, Number 1 of THE AUCTIONEER carried the dateline, October, 1949. Thus, this current issue, Volume XV, Number 10, October, 1964, is the beginning of the 16th year of "The Official Publication of the National Auctioneers Association."

This also marks the birth of the NAA itself as it was at a special meeting of the Officers and Directors of the National Society of Auctioneers held in Pittsburgh, Pa., August 14, 1949, that the present identity of the NAA was established.

It was at this meeting that Garland Sheets, Roanoke, Va., was appointed to serve as the first Secretary of the NAA and John W. Rhodes, LeGrand, Ia., was appointed Editor of THE AUCTIONEER. Col. Rhodes distributed the first issue, which contained the announcement of the Pittsburgh meeting and the decisions made, in October of that year, so this was the first published announcement of the National Auctioneers Association.

The first issue of THE AUCTIONEER contained but four pages but at that time it was a different size page than that to which we have been accustomed. The pages were 8½ x 11 and contained three columns, ten inches in length. It was promised the next issue would be larger and it was. The November, 1949, issue of THE AUCTIONEER was an eight page magazine.

B. G. Coats, Long Branch, N. J. was President at the time the transition from N. S. of A. to N.A.A. was made. At that time it was the policy to hold the Annual Meeting in July, as we do now. However, the new officers elected in July did not take office until the following January 1. The 1949 Annual Convention was held in Sioux City, Iowa, at which time Foster Sheets, Roanoke, Va., was elected President.

At the Pittsburgh meeting it was deemed advisable to draft a new set of By-Laws along with the change in name.

Announcement of headquarters for the National Auctioneers Association was contained in a statement as being in the Liberty Trust Building in Roanoke, and described as a suite of rooms having every modern facility at our disposal. It might be interesting to note that the original Constitution and By-Laws has been altered but once and that was when a special committee re-drafted them in 1955. There have been no amendments since 1955. As to headquarters offices, we doubt they are as impressive today as they were in 1949.

A feature article with Col. Frank Taylor, Cortland, N. Y., as the subject, was a part of the first issue of THE AUCTIONEER. It is interesting to note that today, Col. Taylor remains a member of the NAA. He has served as a member of the NAA Board of Directors and only a few years ago was featured in THE AUCTIONEER following a trip to Europe when he was on a "People to People" tour.

Other features of this first issue was the "President's Message" by B. G. Coats, a letter from the late W. R. Ritchie, father of the 1964 Convention Chairman, Wendell Ritchie, the July, August and September sale schedule of Samuel L. Winternitz & Company, Chicago, and a very few miscellaneous news items. Editor Rhodes entitled his contribution as "Forward" which he expressed as always being the goal of the NAA and THE AUCTIONEER. Incidentally, Col. Rhodes now lives at Tama, Ia. He remained as editor of THE AUCTIONEER until 1952, at which time he was succeeded by B. G. Coats.

And so from this brief account of the beginning of our organization and our official publication we begin our 16th year with more than 2,000 members, a magazine whose average size is 44 pages and a bank account extending into the five figures. No one can predict what will

transpire during the next 15 years but if we continue with the goal of "FORWARD" as inaugurated by John Rhodes

in Volume 1, Number 1, October 1949, it will result in something of which we will all be proud.

Illinois Association Has Series Of News Letters

A series of news letters has been inaugurated by the Illinois State Auctioneers in an effort to keep auctioneers informed of what is taking place in the auction field in and out of the state. The letter, mailed in September, told of the National Convention in Des Moines and the attendance and participation of Illinois auctioneers. Dates of the Annual Fall Meeting were also announced as October 31 and November 1, at the State House Inn in Springfield.

Letters from members, giving their own version of the National Convention in Des Moines, were also included in the September mailing. We thought they were of sufficient interest that they should be shared with all NAA members so we are reprinting them here.

* * * *

CONVENTION BIG SUCCESS!

The Hotel was very nice, completely air-conditioned, the food was very good, the entertainment was great, and the speakers were excellent.

The Des Moines Convention was my second Auctioneers' Convention and God willing I hope to attend every one that I possibly can.

It is important to all of us to attend these Conventions whether it be the National or the State Convention, especially the younger and new members in the Auction profession. New ideas and old proven methods are exchanged while meeting friendly Auctioneers from all over our country. It doesn't matter which particular field of Auctioneering you are in, whether it be farm sales, real estate, livestock or commercial, tips of vital importance are absorbed while you relax and get away from your regular way of operation.

Although some of us don't realize it, we return with a fresh mind, relaxed and sti-

mulated with new ideas and ambition. Every Auctioneer owes it to himself, his family and his profession to attend the National and his State Conventions.

Here's hoping to see you in Spokane, Wash., in '65.

Michael Modica

* * * *

The National Auctioneers Association's annual Convention is a family affair. A wife should attend these conventions with her husband. She can find herself as busy as her husband and enjoy every minute of it.

The Ladies Auxiliary is a must to join. The luncheon for the ladies is their program highlight. The new fall fashions were presented in a style review by a local dress shop and furrier of Des Moines.

What woman doesn't like a fashion show! The following day one of Des Moines' finest department stores presented a wig and millinery review for auxiliary members.

My husband and I thought this year's convention to be an invaluable experience. This is the only way I know of meeting and getting to know Auctioneers and their wives from all over the country.

As I am a newly elected three-year director for the Ladies Auxiliary, I would like to urge auctioneer's wives to join. There are two thousand Auctioneers in the Association, but only a little over one-hundred members in the auxiliary.

Mrs. Charles Hudson (Marilyn)

* * * *

The National Convention in Des Moines was another working convention. Each year great emphasis is placed on showing Auctioneers how to get more auctions, and then how to sell those extra auctions more successfully. Many of the Auctioneers that attend these National

Auctioneers Conventions expect to earn enough extra commissions to compensate them not only their time lost but their expenses in attending the convention. These Auctioneers should be well pleased with the benefits that the convention in Des Moines gave them.

One of the best speeches was by a professional salesman in the auto auction field. The title of his speech was "King Customer". With pictures, props and demonstrations he showed how we can best convince the owners to have an auction and convince him whom he should choose as the auctioneer. Some of the same ideas might help the auctioneer in convincing the bidder he should bid again.

The panels were well equipped with men from farm machinery auctions, livestock auction markets, real estate auctions and other fields. This gave every auctioneer that might have had a question he wished answered a chance to ask it. Some of the best bid callers in the profession gave demonstrations and pointers on how to perfect ones bid calling. The fun auction gave a chance to put it to work!

The meals were above average and plentiful. The expenses were nearer to what most auctioneers can afford than are conventions held by many other professions.

With our membership now being over 2,000 and most of the 50 States represented AND only 4 directors elected each year we are proud that A. C. Dunning of Elgin was selected and elected as a director.

Fred Quick

"Titles" Sold On The Auction Block

LONDON — Opportunity knocks: you too can become a lord of the manor. And all by the simple procedure of spending about \$2,000 — and outbidding other aspirants.

Eleven titles are going under the auctioneer's hammer at the Moot Hall, Colchester, Sept. 30.

The title lord of the manor goes back a thousand years or more. The ones on sale

are comparatively new. They date from the 15th, 16th or 17th centuries.

The titles were bought up by Joseph Beaumont, grandfather of the present owner. Titles were a hobby of his. He bought more than 80 in Essex, Suffolk and Norfolk counties. His son bought more. Much of the collection has already been sold.

Lest anyone become confused the title lord of the manor has nothing to do with a peerage. It has almost no privileges connected with it. Further, there is no real property involved.

Unless you already have a title you are still going to be called mister.

In olden days, before the commoners came into Parliament and took rights unto themselves, the title meant lords of the manor could take back land for want of an heir. This fine practice was called escheal.

Manor lords could fine tenants whose daughters married outside the manor. The manor was not only the house, but also the estate around it where the serfs labored under the lord.

The manor lord could also exercise droit de seigneur — right of the lord to enjoy the first pleasures of the bridal bed of all marriages involving serfs within his manor.

These rights are gone forever, but the title still yields the freedom of grazing sheep on common lands. Any commoner today has the same right, however.

The lord of the manor also is a true esquire and can write "Esq." after his name. A commoner can gain this courtesy simply by receiving a bill from his tailor.

The titles up for sale are well documented. They include court rolls, surveys, court books, rentals and minute books which give a detailed account of their past histories.

C. M. Stanford and Son is selling the titles on behalf of J. L. Beaumont of Coggeshall, Essex.

They are the perfect gift — for someone who has everything.

"If Communism is as wonderful as they claim it is, it seems that they would take down their iron curtain and put in some picture windows."

IN UNITY THERE IS STRENGTH



Auction is popular at the annual sidewalk bazaar sponsored by the Eagle River (Wis.) Chamber of Commerce. Col. John Fishdick, NAA member of Eagle River, is shown as he moved up and down the streets, stopping in front of stores selling items and fascinating the shoppers with the auctioneer's chant.

The Rhinelander Daily News described Col. Fishdick's part in the bazaar in this manner: "One of the highlights of the day was the roving auction conducted by Col. John R. Fishdick of Eagle River. The crowds followed the auctioneer as he moved up and down the main street, setting up in front of the various stores. Even if a person had no intention of buying anything, it was most fascinating to listen to a top notch auctioneer if you had never heard one go through his paces before."

Photo courtesy of the Rhinelander Daily News

Interesting Meeting By Ohio Auctioneers

By NEWT DILGARD, SECRETARY

Members of the Ohio Auctioneers Association held their Annual Summer Meeting in Chillicothe at The Holiday Inn, June 13 and 14. First day's Program was a seminar on "Selling Real Estate at Auction." Panelists were Don Stafford, Clarence Lathem, Roger Wilson and Gene Slagle. Suffice to say, it was a good program. A question and answer period was included.

Sunday's (June 14) program opened at 10:20 A.M. with the Invocation by Herb Peddicord followed by a welcome address by President, Herb Bambeck. Minutes of the Board of Directors meeting, held in March, were read and approved.

One of the most important things on the agenda was in charge of Gene Slagle, a member of the Ohio Auctioneers Commission, who explained proposed changes in the Auctioneers' License Law. Assisting him was Charles Carroll of the Department of Licensing who seemed to be in accord with the proposed changes. It was moved by Gene Slagle and approved that the President appoint a committee to work out the details and the changes approved by the members. J. Meredith Darbyshire and Don Stafford were appointed to the committee.

It was announced by Mr. Carroll that there were 1,136 licensed auctioneers and 51 apprentice auctioneers. We have 274 of them in our organization. Mr. Carroll also announced the reciprocity with Kentucky and Pennsylvania. He warned members present that there was no grace period when our present licenses expire. If they are not renewed before expiration date a new examination will be required.

Luncheon was served to 111 persons following which Jim Patterson and his associates had provided entertainment by the First Capitol Chorus of Chillicothe, which was enjoyed by all.

Upon reconvening for the business session, President Bambeck asked for a motion that we recommend members delete from their sale advertising the phrase, "Not responsible for accidents." Motion was made, seconded and passed.

Names of 36 prospective members were submitted and motion was passed that they be admitted to membership. Dick Babb, Hobart Farthing, Tip Erlenbach and Kenny Bumgarner gave short versions of their own experiences under the heading, "Pitfalls and the Rewards of an Auctioneer." This proved an interesting closing feature.

Stocker-Feeder Sales By Auction to Start

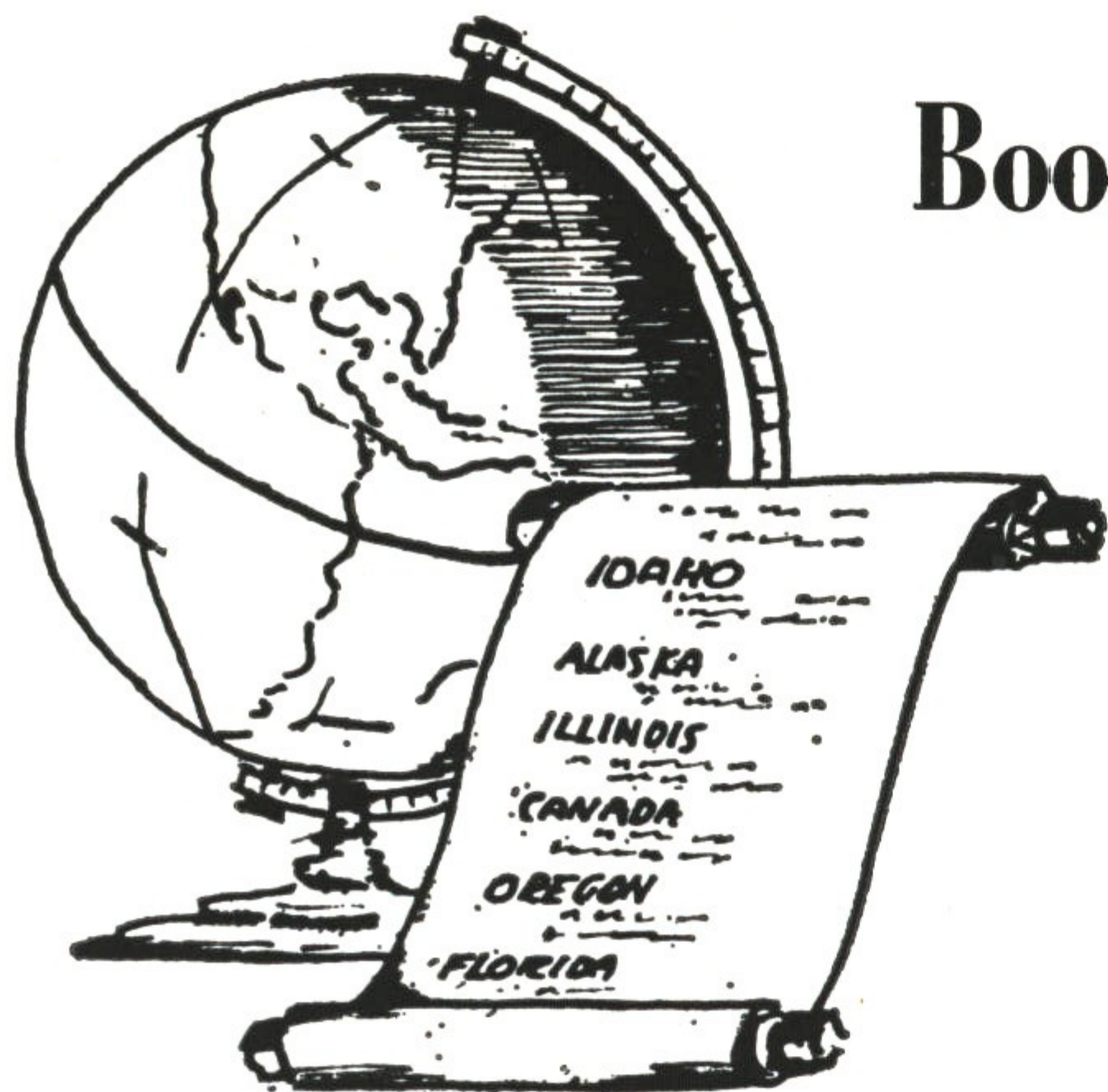
Weekly stocker-feeder sales by auction are expected to commence at the South St. Paul Livestock market in November, according to an announcement by officials of the market.

An air conditioned arena with seating capacity for 500 persons is now under construction.

This alternate and added selling service follows similar steps taken by the majority of terminal, private treaty markets throughout the country.

The time is coming when an Auctioneer will be required to pass a rigorous examination before becoming qualified, or even allowed to conduct an auction sale. Then certified Auctioneers will be regarded with the same degree of confidence and respect that is now accorded to other professions. Professional men profit much from reading books, books and articles that are written by men of their respective professions if they wish to improve and fit themselves for their particular profession. The articles we read in "THE AUCTIONEER" help us to better equip ourselves and to improve our profession. If you are interested in improving yourself and your profession send forth your knowledge and ideas through the medium of "THE AUCTIONEER." Develop the habit of reading and thinking rather than look and listen to television and allow someone else to think for you.

—B. G. Coats



Boosters for 'The Auctioneer'

The members whose names appear under their respective states have each given \$5.00 for their names to appear for one year in support of their magazine. Is your name among them? Watch this list of names grow.

ALABAMA

Col. J. M. Casey—Birmingham
Col. J. P. King—Gadsden
Col. Freeman Smith—Long Island
Col. Eugene C. Waldrep—Birmingham
Col. W. J. White—Birmingham

ARIZONA

Col. Leroy Longberry—Phoenix

ARKANSAS

Col. Milo Beck—Rogers
Col. W. E. Hancock—Jonesboro
Col. R. E. Harris—W. Helena
Col. Herman Paul Peacock—Winchester
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Col. J. E. Wilson—Hot Springs
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Southville
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Col. Abe Levin—Fitchburg
Col. Frank "Honest Chuck" Onischuk
—Westminster
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Col. Garth Wilber—Bronson

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MISSOURI

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IN UNITY THERE IS STRENGTH

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Col. Wm. J. "Bill" Hagen—Billings
Western College of Auctioneering—Billings

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Six Reasons Why People Join Professional And Trade Associations

- 1. They want to improve the industry and their own business methods.**
- 2. They believe in the association and its objectives.**
- 3. They want to use the services of the organization.**
- 4. They appreciate contacts and companionship.**
- 5. They want to be informed on trade matters.**
- 6. They want to work with competitors on mutual problems.**



First Annual Police Auction being conducted at Alton, Ill., by Col. Mike J. Waide, Alton, and his sons Michael and Kevin. For more details in regard to these two pictures see the first letter on the opposite page.

THE MEMBERS SAY . . .



Gentlemen:

Enclosed you will find glossy prints taken at the first, City of Alton, police auction of unclaimed articles, found and stolen. (See opposite page).

Items sold included tools such as wrenches, bars, screw drivers, saws, cameras, bicycles, auto tires, hub caps, radios, small electrical appliances, televisions, outboard motors and other miscellaneous merchandise. Everything was sold by lot number, a total of better than 300 items.

All bidders were registered and bid by numbers. My youngest son, Kevin B. Waide, who has a diploma from Fort Smith Auction School, registered every one as they came to the sale. Mr. Lawrence Keller, Jr. son of the President of the Alton Banking and Trust Company, volunteered his services as cashier for the sale. The sale netted the Police Department General Fund approximately \$2,492.00.

We enjoy THE AUCTIONEER very much. Being new in the field we have picked up quite a few pointers. Being persistent and not ones to give up very easily we are holding on and hoping things will break for us, soon.

The Auction Schools paint a real rosy picture, they leave you with the feeling and impression that the auction business is an easy egg to crack and lucrative too, but take it from us, it is tough to crack.

We have written 485 letters, spent sev-

eral dollars in advertising and have driven many, many miles running down leads. The last four leads were given to us by friends whose relatives had passed away and there were fairly decent estates to liquidate. After much time and many miles of travel, these leads ended in naught, same old story, wish you could have gotten here yesterday, last week, etc., we have already hired an auctioneer.

We have come up with exactly two sales in twelve months but we are not giving up. We intend to sweat it out. We will spend approximately \$200.00 for telephone and yellow page advertising for the coming year.

From our own experiences, so far, I can see why the fluctuations in membership of the National Auctioneers Association. It probably wouldn't hurt to write more articles for the benefit of the new members to bolster up their spirits and get them to hang on and not get discouraged. Articles on salesmanship, psychology, tact, courtesy, diplomacy as well as some tricks of the trade might help as well as a few stories by older members telling of their fight for survival.

Here's to success for the new members like ourselves.

Yours very truly,
Mike J. Waide
Alton Auction Center
Alton, Ill.

* * *

Dear Bernard:

Enclosed is my check for renewal. I miss THE AUCTIONEER as I would miss my mother-in-law's daughter, Helen.

At Guntersville, Ala., in 1939, I had just sold some Jersey cows. A friend of mine handed me a catalog of registered Jersey cattle sale that was to be held at Jerseyville, Ill., county seat of Jersey County. The same county is noted for Duroc-Jersey hogs. Col. Tom McCord, a Jersey auctioneer, conducted the sale. Had it been in the State of New Jersey the whole thing would have almost been Jersey!

Yours truly,
William M. Preston,
Trussville, Ala.



MENDENHALL SCHOOL OF AUCTIONEERING, HIGH POINT, N. C., AUGUST, 1964. Standing, left to right: J. D. Vaughn, Keysville, Va.; Bill Deupree, Seattle, Wash.; Bobby Mendenhall, High Point, N. C.; Ovid Jordan, Martinsville, Va.; L. B. Deal, Winston-Salem, N.C.; Martin Haywood, Rockingham, N. C.; Bill Edwards, Lockbourne, O.; Benny Lawrence, High Point, N.C.; Denny Jordan, Martinsville, Va.; Don Ellis, Henderson, Tenn.

Seated: Forrest Mendenhall (left) and Robert (Red) Mendenhall, owners and instructors.

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HE'S RIGHT

The only dependable fortune teller is the life insurance salesman.

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UNPREPARED

"My lad, are ye t' be ma caddie?" asked the Scot in the golf togs.

"Yes, sir," answered the boy.

"And how are you at finding lost balls?"

"Very good sir."

"Well," said the canny one, "look around and find me a ball and we'll start the game."

IS IT THAT BAD?

A minister advertised for a handyman and the next morning a neat young man rang the bell.

"Can you start the fire and have breakfast ready by seven o'clock?" asked the minister.

The young man thought he could.

Can you polish all the silver, wash the dishes and keep the house and grounds neat and tidy?" was the next question.

"Look, Reverend," protested the young man, "I came here to see about getting married, but if it's like that, you can count me out right now!"

SURPRISE?

Sweet Young Thing: "My, we've been waiting a long time for that mother of mine."

Impatient Young Man: "Hours, I should say."

Sweet Young Thing: "Oh, darling, this is so sudden!"

SHOULD BE LABELED

The bride was entertaining her family for the first time. "I get wonderful household hints and recipes on the radio and television," she gushed. "This morning I got one for Turkish stew and one for a never-fail stain remover."

"Which is this?" asked her little brother dubiously, eyeing his plate.

FINALLY MADE IT CLEAR

A factory worker refused to sign up for group insurance. No policy could be issued until all employees had signed, but he held out stubbornly. The foreman begged him to sign. The shop steward pleaded with him. The plant superintendent and general manager reasoned with him. But still he would not sign.

Finally the owner of the factory took him aside and said, "Look you idiot! Unless you sign up, I'll fire you. All your fellow workers want this thing so you sign now or your salary stops and you're on the street."

The worker grabbed the paper and signed immediately.

"Now," said the owner, "why didn't you sign this before?"

"Because," said the man, "nobody ever explained it so clearly as you did."

TIT-FOR-TAT

Aroused from a Saturday afternoon nap, the exasperated man of the house was subjected to a series of questions by an eager poll-taker.

Around 2 o'clock the following morning, the pollster was awakened by the telephone. "Is this the young man who conducted a survey on Sycamore Drive yesterday?"

"Yes, yes. What do you want?"

"I've just rung up," the voice said, to tell you I changed my mind about those replies I made. I don't think I was alert enough when you came by, so if you want to poll me again . . ."

MANNERLY

"Now, then, what should a polite little boy say to a lady who has given him a penny for carrying her parcels?"

"I am too polite to say it, lady."

AUTOMATION

Visiting mother-in-law (sarcastically): "This sure is a modern home."

Daughter - in - law: "What do you mean?"

Mother-in-law: "A switch regulates everything but the children."

EASY TO FIGURE

The boss was exasperated with his new secretary. She ignored the telephone when it rang. Finally, he said, irritably, "You must answer the phone."

"O.K.," she replied, "but it seems so silly. Nine times out of ten it's for you."

FLOWERS COST PLENTY

Abe Lincoln once attended a charity bazaar and tendered a \$20 bill in payment for a bunch of wild flowers. Getting no change he lowered his hand and touched the attractive flower girl's wrist.

"And what may this be?" he asked.

"Why, that's my wrist answered the blushing young lady.

"Thanks for telling me;" said the President dryly. "With things as high as they are here, I thought it might be you ankle."

SOMETHING NEW

Architect of ultra-modern new church to the minister as the two looked over the new sanctuary together:

"Reverend, you know what might be a nice touch—bucket pews!"

WHERE'S THE FIRE?

Two school teachers were vacationing in the west and were stopping at a rickety frame hotel in a small town for the night. One of them seemed nervous and couldn't get settled until she had prowled around and located the fire escape.

At the end of the hall, she opened a door. To her embarrassment it turned out to be the bathroom and the tub was occupied by an elderly stout gentleman.

"Oh, excuse me!" she stammered, in a most excited manner. "I'er, that is, I was only looking for the fire escape." Then with a nervous gasp she slammed the door and walked briskly away.

In a moment she heard the patter of bare feet and looking back she saw the old gentlemen sprinting after her clad only in a bath towel, and that of very medium size. The old gent's eyes were protruding and he was puffing. "Is the hotel on fire?" he panted.

ONE MORE TIME

Waiter: "Yes, sir, we're very up-to-date. Everything here is cooked by electricity."

Diner: "I wonder if you would mind giving this steak another shock?"

OH, THAT MOTION!

A blazing gun battle had broken up the political meeting in a mountain community notorious for feuding and fightin'.

"What started the shooting?" asked a visitor from the outside.

"Feller made a motion that was out of order," a graybeard told him.

"What in the world was the motion?"

"Toward his gun!"

FAILURE?

Flunking student — "I know I've neglected my studies, Dean, but I've been so terribly busy helping Dad with the plans for the new library he's been thinking about donating to the college."

GOOD AT FOLLOWING INSTRUCTIONS

The village blacksmith finally found an apprentice willing to work hard at low pay for long hours. The smithy immediately began his instructions to the new helper:

When I take the shoe out of the fire, I'll lay it on the anvil; and when I nod my head, you hit it with this hammer."

The apprentice did just as he was told. Now he's the village blacksmith!

WOES OF AN ANGLER

Rita was on her first fishing trip and working busily over her line. Finally, Harlan, her husband, asked what she was doing.

"I'm changing corks, dear," she answered sweetly. "This one keeps sinking."

ADVICE ON HARE-DO's

A farmer had a pet rabbit. When the rabbit got sick, the farmer called the veterinarian.

"What have you been feeding this rabbit?" asked the vet.

"Goat's milk."

"For goodness sake," said the vet. "No wonder he's sick. You can't use that greasy kid stuff on your hare!"

IN UNITY THERE IS STRENGTH

CAN YOU TIE THAT?

Joe and Mary were sitting on the living room couch. The conversation was as follows:

Joe: "Mary may I turn off the ceiling lights?"

Mary: "Of course, Joe."

Joe: "May I turn off the lamps?"

Mary: "Of course, Joe."

Joe: (When they were in total darkness) — "Mary, may I ask you something?"

Mary: (trembling with hope)—"Yes, Joe, yes."

Joe: "Do you think three bucks was too much to pay for this fluorescent tie?"

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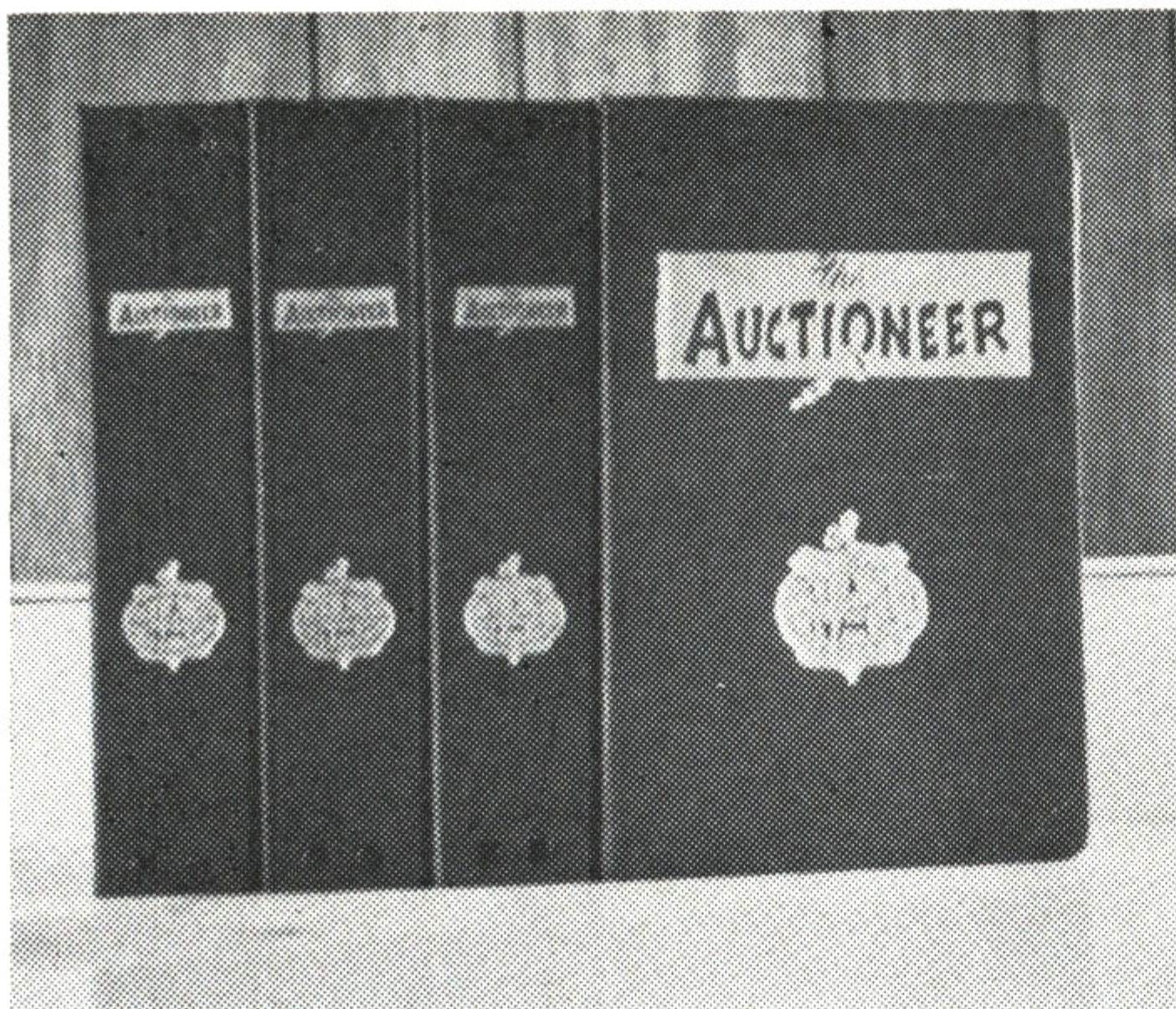
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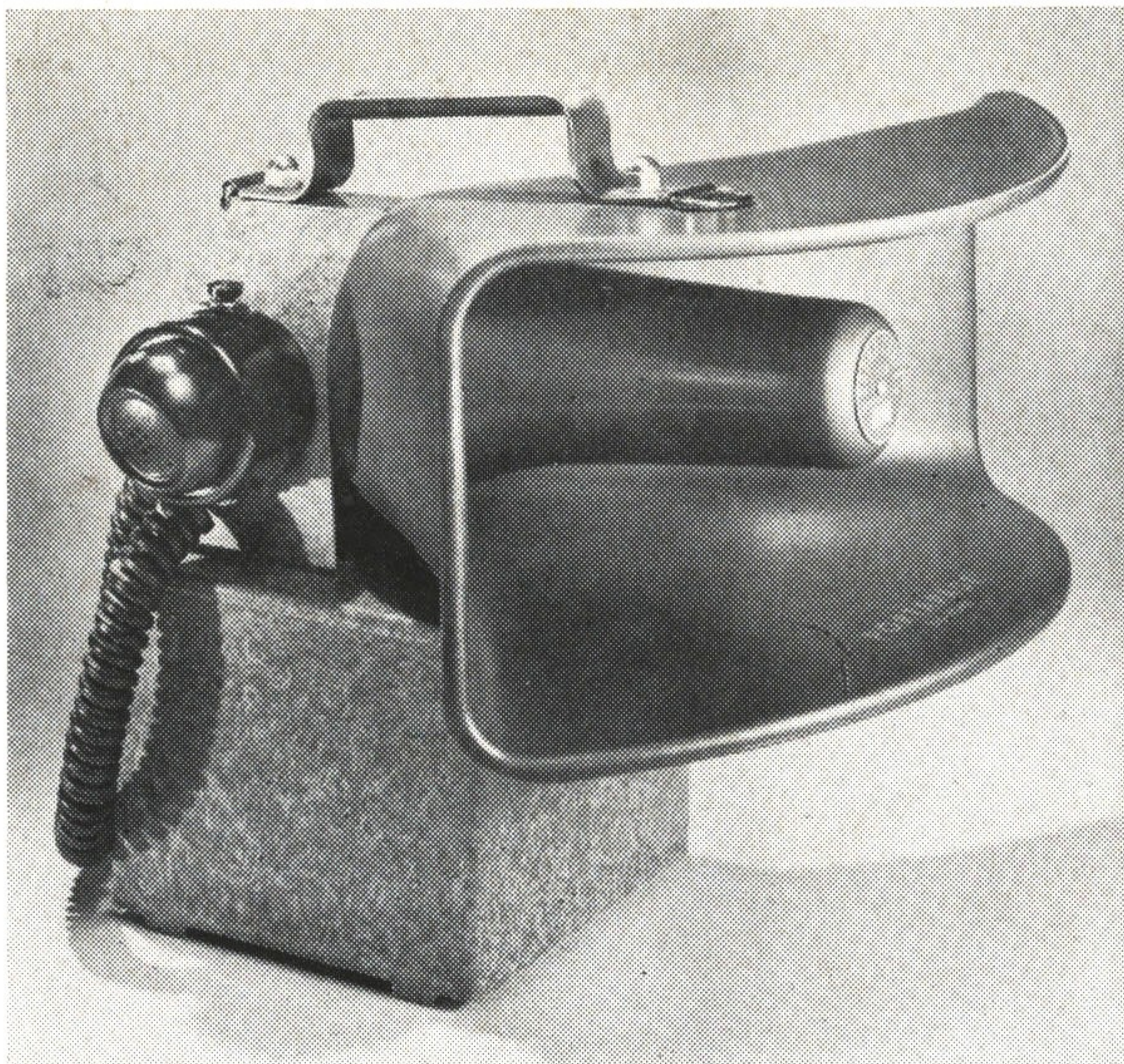
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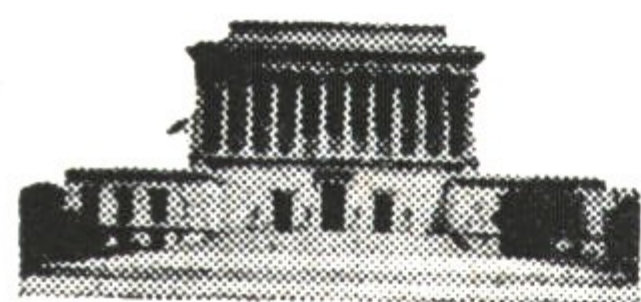
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