

the AUCTIONEER



HEY FOLKS!!!
1957 LOOKS MIGHTY
GOOD FOR THE
AUCTIONEER BIZ.-----
IF YOU GET IN THERE
AND WORK REAL HARD.



REAL ESTATE AUCTION SCHOOL

Col. R. C. Foland of Noblesville, Indiana has instituted an auction school especially designed to qualify auctioneers and others to properly conduct real estate auctions. It requires special training to be prepared to secure and conduct sales of real estate by auction.

There is a four fold service necessary to follow, to efficiently and successfully operate a real estate auction business.

1. Securing sales.
2. Advertising the sales.
3. Conducting the sales.
4. Closing the sales.

This real estate auction school lays great emphasis on how to secure the business. Of course, the advertising, conducting and closing requires special knowledge and ability, but the first and foremost requirement is to secure the business.

Auctioneering is indeed the "white heat of salesmanship." When applied to the sale of real estate, it is one of the most fascinating, remunerative and serviceable lines an auctioneer can pursue. The field is large, commissions are good and competition is very limited.

If interested, please clip and fill in the subjoined enrollment blank and mail it together with a good faith payment on your tuition. If you prefer, just come so as to arrive Monday, January 7th, 1957.

ENROLLMENT BLANK

I hereby enroll in the R. C. Foland Real Estate Auction School for the January Term, 1957, beginning on the 1st Monday and running 3 weeks. For and in consideration of the instructions I am to receive from said school, I agree to pay a tuition fee of \$300.00, as follows: \$100.00 cash, and balance of \$200.00, I agree to pay said Foland 1/2 of my commissions from the sale of Real Estate until paid in full. Upon successfully completing the course it is understood I am to receive a certificate of graduation.

Dated this _____ day of _____, 19____

Signed _____

Address _____

City _____ State _____

THE AUCTIONEER
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Indiana

For Results That Count

By COL. B. G. COATS

My article for this issue of "The Auctioneer" had me worried. I just did not know what to write about. It was while conducting an auction sale the other day that gave me the subject "FOR RESULTS THAT COUNT" and how applicable it was to the National Auctioneers Association.

While every preparation possible was made for the sale and every detail taken care of, it was just one of those sales where things just didn't click. It was really rough going. While selling I tried to analyze just what the trouble was and before the sale was over I had exhausted every trick of the profession without results. The crowd was in excellent frame of mind, the merchandise was exceptionally good, the weather was excellent, the visitors had every comfort desired including seating accommodations and lunch. It was just one of those sales that was unexplainable as to why better results were not obtained. You all know what I am talking about as you have no doubt experienced the same thing, and if you haven't, you are in for the shock of your life. As yet I haven't given up as to why the sale was not a success. I have, however, come to this conclusion. It must have been me. I was in good form, I felt good, the crowd was in a jovial mood throughout the sale, but for some unknown reason the results were not up to par. I even conversed with many of the visitors after the sale for their opinion and they too were at a total loss. Despite the disappointment I profited greatly by that sale.

This is what was indelibly impressed upon my mind. Regardless of what you are selling, conditions, pressure, atmosphere, crowd, or what have you, if you don't produce results your reputation as an Auctioneer is somewhat jeopardized and Colonel you are going to have to double your efforts to regain the ground lost.

I could go on and on but let's get to the meat of this article now. Has it ever

occurred to you that this is an era of unprecedented challenge to the thousands of Auctioneers. All that has been gained for the Auctioneers and their profession, stands in peril. Rather a broad statement isn't it? But it is true. There are groups both in and out of government (local, state and national which are growing in force and numbers. They have challenged the Auctioneers by fostering upon them legislation that if permitted to continue unabated will in time put every Auctioneer in the United States out of business. Another broad statement but it is true. We of the National Auctioneers Association should accept the role of defending champions of a great principle, one that is firmly rooted in precedence.

In accepting this challenge let us do so with a determination to increase our ranks with thousands of additional members and reinstated members — thus giving us the manpower that is respected by those who fashion the laws that pertain to the licensing of Auctioneers.

We must recognize the basic principle that only through greatly increased numbers, and the prestige that goes with strength, can we emerge from this battle with colors flying.

As a firm and devout believer in organization for Auctioneers, I fervently appeal to every member of the N.A.A., to help build our forces. May I suggest that we do this by personally approaching every Auctioneer in our respective communities — and by inviting them to join the N.A.A. I cannot over-stress the importance of the person-to-person approach. All experience has proved that no other technique can produce the results we seek. We must sell the Auctioneers. Tell them the N.A.A. story, sell him on the urgency of resisting the challenge of the forces that would like to legislate him out of business. For the Auctioneers of today and tomorrow the threat is painfully real. We must fight to preserve the rights which are ours. We cannot permit this un-American

philosophy to take more root. We must destroy that which has been placed upon us. We must resist and destroy the laws that discriminate against the Auctioneers.

The person-to-person approach is the only successful way to build the membership strength of the N.A.A. Everything else has been tried — time and time again — without substantial results. Success depends upon you. No member can miss doing a good job in a person-to-person campaign if he will but organize his efforts.

Make absolute certain that no Auctioneer ever again has reason to say, "I don't belong to the N.A.A., because nobody ever asked me to join. "FOR RESULTS THAT COUNT" may we all give just a little bit more of ourselves in the interest of our Association.

Newspaper Boosts Auction Selling

The New York Herald Tribune has recently displayed attractive posters, 30 inches wide and 46 inches deep in every subway station in New York City as well as the Hudson Tubes and other terminal points. These posters are part of a campaign for the purpose of attracting more of the general public to the auction method of selling or buying. A representative showing of bus cards throughout the city is also appearing at the same time and using the same theme.

A. J. Auerbacher, Manager of Auction Advertising, says, "This program is in line with the Herald Tribune's keen interest in fostering the Auction business. You know that for nearly two decades the Herald Tribune has carried nearly 80% of all Auction advertising in New York City and is known to the Auction-going public as the leading Auction medium in the country."

What Next?

"And now, Gentlemen," continued the Congressman, "I wish to tax your memory."

"Good heavens," muttered a colleague, "Why haven't we thought of that before?"

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Our Possibilities

By E. T. SHERLOCK

There is nothing more positive than the march of time. This fact brings us to the end of another year. Time Gone Forever — Never to Return — only in scribe and memories.

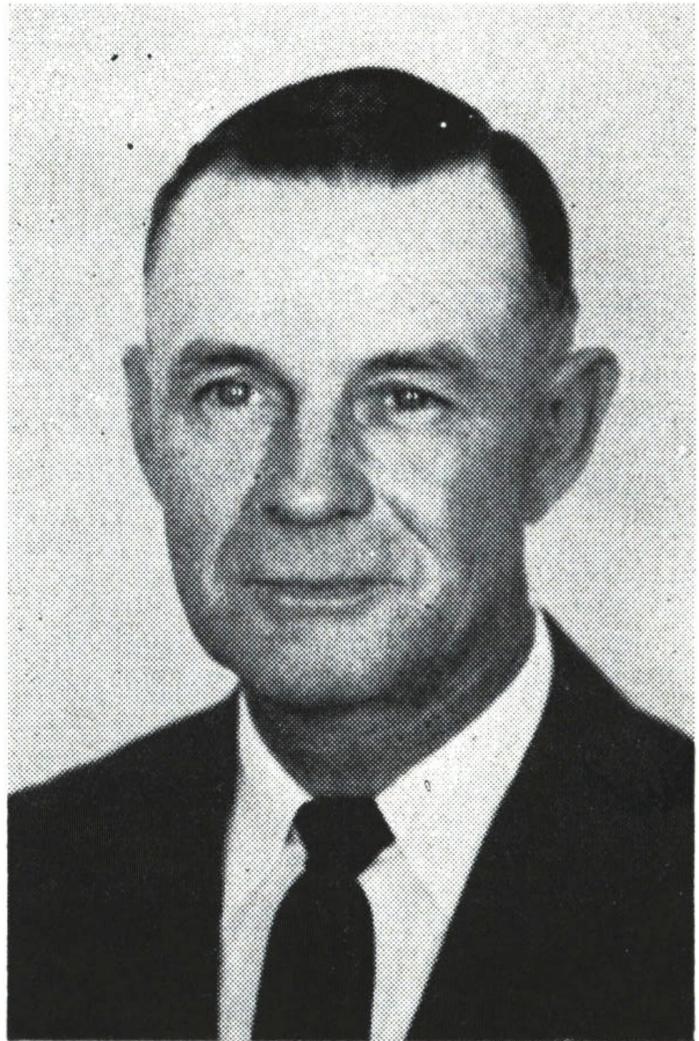
We of the National Auctioneers Association are privileged to look back, with pride, to events and accomplishments that enlighten and inspire us as we stand upon the threshold of a New Year — each of us individually and all of us collectively, allotted exactly the same amount of time to the end of the last second, for the duration of 1957. Time, which we may use progressively through thought and effort or let pass by in thrifless unconcern.

We cannot view the past without being sincerely grateful for the individual effort of our members toward the steady progress we have made.

It is a fact, our organization is not suffering with growing pains, yet we can point to a steady increase of membership during the first half of the current year. Achievements of the past are the foundation of our future. Our weaknesses and omissions must be recognized and corrected in order to progress. **To progress we must grow.** We cannot rest on laurels of the past. We must aim for greater and better accomplishments, with renewed courage and determination, that each New Year will be better than the last.

Our faith in the future will minimize the problems which are bound to confront us, and this same faith should strengthen our vision and confidence that the best is yet to come.

Visualize with us please, the possibilities of the National Auctioneers Association at the end of this new year, if each of us continue to give a little more time and effort toward the progress of our organization. The necessity of increased action and cooperation is obvious—Let us continue to introduce fellow Auctioneers to **Their Organization — Their publication** — the conscientious and capable auctioneer will appreciate it.



Visualize with us please the National Auctioneers Association ten years from this date. It is possible we can boast of a total membership well up in the thousands and support an interesting and educational, one hundred page publication. Imagine the extreme pride we now have in our Ladies Auxiliary and our limited Hawaiian and Canadian membership, being tremendously enhanced by this accomplishment, and likewise the pardonable pride of those who helped make it possible.

The door that opens to this New Year and years to follow reveals great possibilities for the National Auctioneers Association. Let us continue, with energy, enthusiasm, and faith in the future to sow the seeds of prestige and thrift for Our Profession, Our Organization—today and for generations to come.

Let us make good use of our time in 1957.

My sincere best wishes to you and yours, that the happiness and prosperity of this New Year be yours in Heaping Measures.

Martin County
Historical Society, Inc.
P. O. Box 324
Fairmont, Minnesota

Col. Bernard Hart
AUCTIONEER
Frankfort, Indiana

Dear Bernard:

The November article by Colonel Coats, **AUCTIONEERS CAN BE OF SERVICE TO THEIR COMMUNITY**, was of particular interest to me, and I am sure that many other readers got a new idea, or refreshing reinforcement for one already in use. Outside of the immediate members of a family I don't believe that anybody has more first-hand access to historical relics than the auctioneer who appreciates the intangible value of them, and recognizes it when he comes in contact with a 'find.' Remember what we said about **THE THRILL OF FINDING** in one of our articles a while back?

Nobody knows how valuable some scrap of paper may be, until it is examined by a qualified expert. Right now, a bundle of old papers is the center of a legal battle with importance to all from ocean to ocean. Clamoring for possession are the Federal Government, the Minnesota Historical Society who received them from one of the heirs who cleaned out an attic, a daughter of Gen. John Henry Hammond in whose old desk the papers were found, and a few other heirs who suddenly arose for recognition. One judge has handed down a decision that the Federal Government has failed to establish title, but there will be quite a bit more said before the U.S. Supreme Court comes in with a final ruling. Until it does, there is no clear cut definition about who is entitled to own historic papers. In recent times we have witnessed the establishment of two large libraries based on presidential papers. Until a definite policy is established by government action, nobody knows what is the proper disposition for government papers, worse than that, there isn't a clear definition of what a government paper is, and we do know for sure that nobody will know who can legally possess the old rubbish from the desk in a St. Paul, Minnesota attic.

In the excitement of getting all this

off the mind, we forgot to tell you what the papers were about. In case you have read this far, and it might interest you, these pages were **THE MISSING SECTION OF THE JOURNALS KEPT BY LEWIS & CLARK WHEN THEIR FAMOUS EXPEDITION WAS MADE TO EXPLORE THE WEST 150 YEARS AGO.**

Walter Carlson,
Secretary

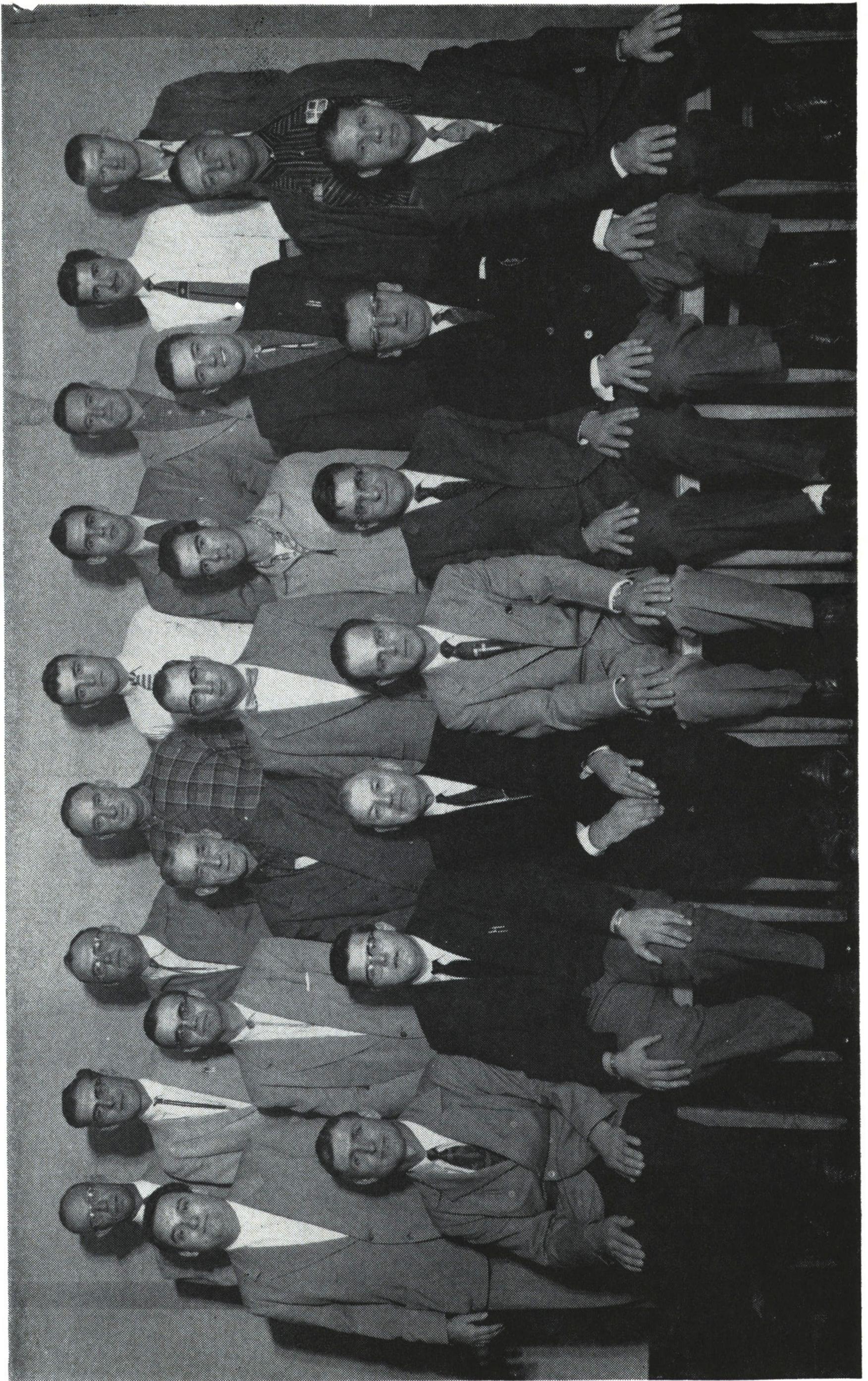
Auctioneer Named To Important Post

"Auctioneer and wife go to prison" could well have been the title of this story as that is exactly what Col. and Mrs. R. B. Dennis have done. Col. Dennis has been appointed Warden of the Butler County Correctional Institution located in Butler, Pa., and Mrs. Dennis has been named as matron.

Col. Dennis has served as Justice of the Peace since 1947. Previous to that he was manager of a retail food chain. He is a graduate of Bliss College, Columbus, Ohio, and majored in accounting at Ohio State University. Currently, he is also serving as Secretary of the Western Chapter of the Pennsylvania Auctioneers Association.

The Butler County Institution is new and has embodied in it all the latest and most modern provisions of maximum security and also facilities for the correction and rehabilitation of those persons who have gotten out of step with society and are in need of help to readjust themselves. Col. and Mrs. Dennis were chosen for the post from a field of eight candidates.

Those who attended the National Auctioneers Convention at Indianapolis, in 1955, will remember the Dennis' and I think all will agree that they will do a commendable job in their new post. Col. Dennis states that he will discontinue auctioneering excepting for charity and benefit sales. However, he plans to continue his activity in both the Pennsylvania and National Auctioneers Associations and do his part in promoting goodwill and fellowship among the members of the profession.



New Auctioneers

On the opposite page is a picture of the graduating class of the Missouri Auction School, Kansas City, Mo., December, 1956 term. From left to right, they are:

Top Row: Bernard Vrbas, Kansas; Gomer R. Daniel, Missouri; Jacob Ulrich, Kansas; Richard Rice, Montana; Galyn Devore, Kansas; Walter Keough, Massachusetts; Chas. E. Losh, Missouri; Dale Montgomery, Kansas; Jerry D. Popplewell, Missouri.

Middle Row: Max R. Harz, Kansas; David McGhee, Kansas; Hans Christensen, Iowa; Paul H. Riley, Oklahoma; Wayne Foster, Kansas; Roy G. Miller, Washington; Carl Arnett, Missouri.

Bottom Row: John D. Ulrich, Kansas; Clyde M. Stolze, Pennsylvania; School President, Col. C. C. John; Instructor, Col. Carman Y. Potter, Illinois; Everett Wade, Wyoming; Lewis G. Garrison, Ontario; Donald S. Rogers, Indiana.

There Is A Law

By Col. R. E. Fortna, Denver, Colo.

Occasionally, an auctioneer may be confronted with a problem in which the successful bidder refuses to make settlement for the item sold to him. If the consideration involves several thousand dollars such as a real estate auction the auctioneer should remind the difficult buyer of a General (Federal) Law which protects the seller and auctioneer. This law states, in substance, that if the auctioneer or his clerk records the buyer's name and the amount of the bid in the presence of the buyer then the buyer is obligated to make settlement according to the terms of the auction or pay any loss incurred by selling to another buyer at a lower price. (A lawyer told me that this is a rare instance in law where the auctioneer at once becomes an agent for both seller and buyer).

Several years ago I sold a piece of improved real estate at auction for \$5,000. The buyer, a woman, refused to sign a contract without the approval of her lawyer. However, she agreed to make a token payment of \$100, pay an

additional \$400 and sign a purchase contract in her lawyer's office the next day. Then she changed her mind and said she did not want the property. I learned later that she had been chided by friends for paying so much 'at auction.'

On advice of the seller's lawyer I sold the property to another buyer for the highest price possible, \$4,700. We made proper demand for \$300 from the original auction buyer. Her lawyer held that since we did not have a signed purchase contract we could not recover.

The seller's lawyer was certain of winning and wished to make a test case of it in the Colorado courts. We first brought suit in Justice Court and won. They appealed to the County Court. The latter court found for the plaintiff and ordered the defendant to pay \$300 plus interest and court costs.

It is obvious that my interest in the case, commission-wise, did not warrant a law suit. However, I was pleased to appear as a witness in order to vindicate the seller and myself. Other auctioneers might profit from this information. Naturally, I would not make a public announcement of this little-known General Law but the result of this case may be useful if a similar unfortunate situation arises. Incidentally, both trial judges had not read or heard of this law until it was cited by the seller's lawyer.

THE COUNTRY BOY'S CREED

I believe the country, which God has made, is more beautiful than the city, which man has made; that life out of doors is the natural life of man. I believe that work is work wherever I find it, but that work with nature is better than work with machinery. I believe that the dignity of work depends not on what you do, but on how you do it; that my success depends not on where I am, but on myself; not on my dreams, but on my actions, not on my luck, but on my pluck. I believe in working when I work and playing when I play, and in giving and asking a square deal always.
—Sunshine Magazine.

It is defective faith which clogs the feet and causes many a fall.

Advantages Of Selling By Auction

Third Prize Winning Speech — Foland Auction School Commencement

By Jim Kirkendall
Burlington, Indiana

I am quite sure, that you people can tell, from my very tender years, that I have had very little experience in selling in any manner, either auction or private; and broadly speaking, there are really only two methods. But I would like to tell you right here in the beginning, that I have had some experience in selling and have talked to many salesmen. I have also talked to those who have had actual experience in auction selling and in many instances, where the private method has utterly failed. My conclusions are drawn from my opinions formulated by these observations.

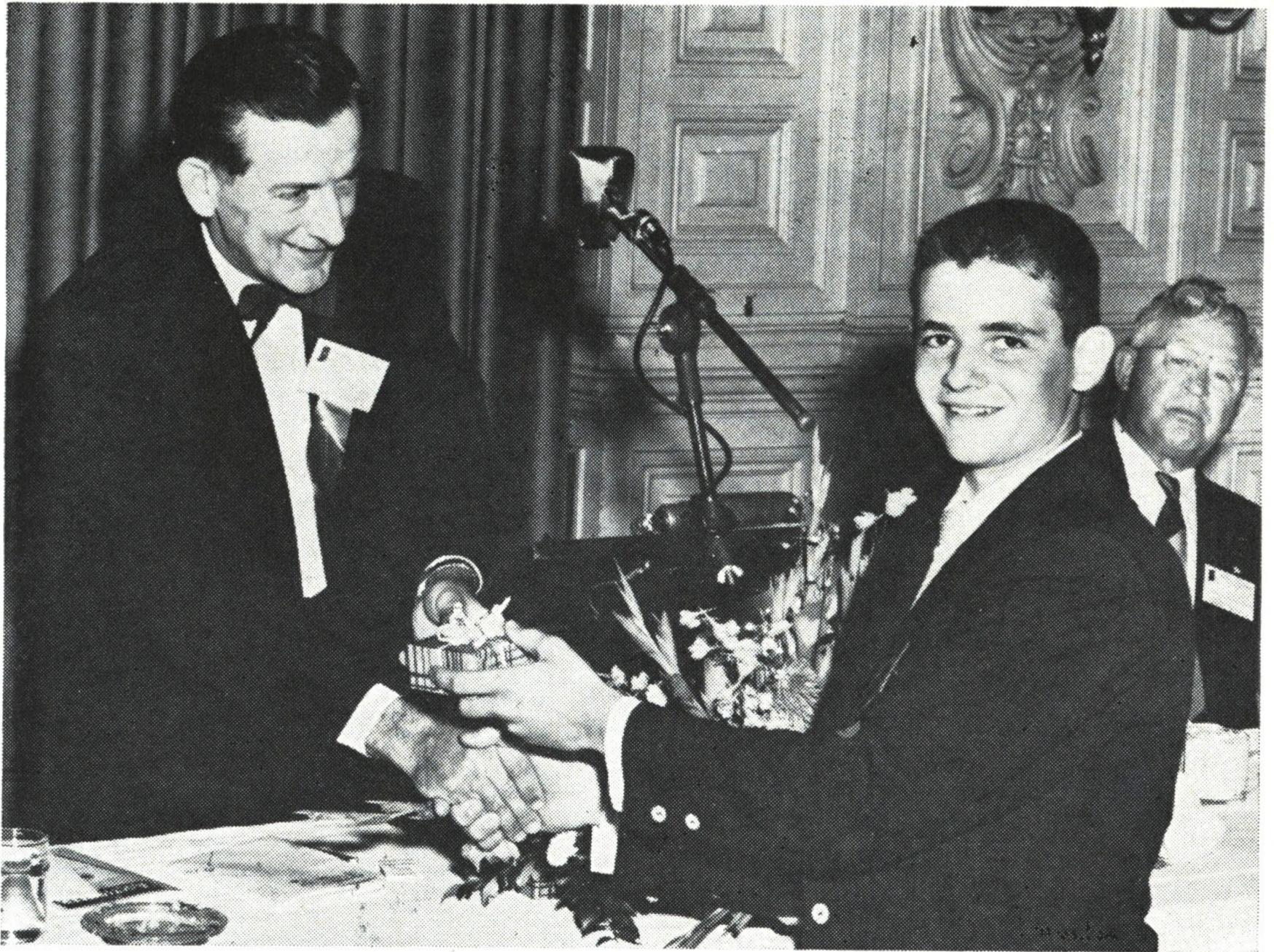
I am thoroughly convinced that the auction means of selling is the only way to sell and be assured of getting the highest and true value. In my opinion, this is true, be it household goods, other chattels, real estate or what have you. When you sell something from the block, you have the greatest assurance of selling to the very highest bidder and therefore assuring yourself of getting all that the public will pay. Isn't that the true value? In fact, it occurs to me the only true value is that which can be obtained by fair and open bidding, where all are given an equal chance to reveal their demands. Would you not agree that is likely to be the true value?

The auction method is the only way in this world, to sell at the time you desire to sell. Please compare this with the uncertainty of the slow process of the private selling. When attempting a private sale, no guarantee can be given as to the time you can sell, or for that matter, if it will sell at all! I dare say that there is not a man in the world, who can promise to you, that he can sell personal goods or real estate at any definite time, other than by the public sale system. Auctioneers can guarantee a sale, by the genuine auction method, at the time you desire to sell and to the person who bids the highest dollar, and let me remind you again, that what it is worth to the public is the true value. It isn't what the owner

thinks it is worth, what the auctioneer thinks it is worth, or what any individual or appraiser thinks it is worth; but it is what John Q. Public thinks it is worth and is willing to pay.

Let's talk for a minute about household goods. Suppose conditions come about, whereby you decide that it is necessary for you to sell your house furnishings, If perchance, you should make the mistake that some do, in using the private course, some announcement and publicity and some kind of a selling campaign will be necessary. I dare say that the first round of advertising would likely result in some of the nicer things being sold, and perhaps at good values. Even so, by dealing with one at a time, void of competitive bidding, the sales which may result, will likely be at lower values than could be at open public sale. When the advertising loses its appeal, what are you going to do with the rest of the property? In such cases, it is sometimes difficult to even give the property away, to various individuals, without losing a lot of effort and time. On the other hand, if a date is set and the contract made with a competent auctioneer, every item can be disposed of right on the premises, on a given date and very likely for a much higher value, than the long delays in private selling will bring. Even what is sometimes considered "junk items" can be disposed of in a public sale at good values, which would not begin to sell, without the spirit of competitive bidding. I can refer to one sale, in Lafayette, where the owner offered to take \$100.00 for what was considered the left overs, after moving out some of the good furniture. The Fo-Land-Auction Co. had an afternoon sale in Lafayette and the owner of this job lot of left over property gave us a contract to make an evening sale the same day. The sale totaled over \$500.00. Don't waste your time fooling around with private selling, when the auction method will turn the trick so much more conveniently.

In one case, an owner was trying to



Col. Jim Kirkendall was the youngest auctioneer present at the 1955 National Convention in Indianapolis, and receives the official recognition from Convention Chairman, Ray Elliott.

sell his own real estate for \$15,000.00, but failed in the attempt. He then attended a real estate auction and later consulted the auctioneer and finally gave him a contract to sell to the highest bidder. The place brought \$16,900.00. A hint to the wise should be sufficient.

In summing up, I am very certain that you will agree with me, that the auction method is the superior way of selling; because it secures the highest dollar, and assures the sale, at the desired time, and by this method everything can be sold. In this modern day therefore, choose the modern way of selling. Have the courage of your convictions and sell by the method which has so many superior advantages. Use the manner of selling, which concentrates the interest of all prospective buyers on your deal.

It's no use crying over spilt milk. It only makes it salty for the cat.

Legislative Group For New Hampshire

Action taken during the November meeting of the New Hampshire Auctioneers Association included the appointment of a committee on legislation. It will be the duty of this committee to keep abreast of the activities of the General Court in its next session with respect to legislation affecting auctioneers.

Col. Merle Straw, Jr., Seabrook, is President of the New Hampshire group and Col. George Michael, Rochester, serves as Secretary.

I sent my boy to college
And nothing did he lack;
I spent ten thousand dollars;
And got a quarter back.

• REPPERT AUCTION SCHOOL •



New Auctioneers

On the opposite page is a picture of the graduating class from the Reppert School of Auctioneering, Decatur, Ind., December, 1956 term. Identification reading from left to right is as follows:

Top Row: T. J. Collins, Iowa; Joe W. Dickerson, Ohio; Gerald C. Merritt, Ohio; Gary Van Hill, Michigan; Dan Hickerson, Kansas; W. G. Standerwick, Nebraska; _____; C. E. Corder, Oregon; James Gebhardt, Ohio; James T. Priest, New Mexico; J. B. Witherspoon, Jr., Tennessee; Jerry K. Smith, Tennessee; Patrick Forristal, Iowa.

Third Row: Robert E. Sigler, Ohio; Arlen Robinson, Nebraska; John R. Booth, Ohio; Frank W. Roby, Ohio; Paul Rothwell, Ohio; Ted Anderberg, North Dakota; L. M. Cook, Utah; John Chambers, New York; Glen E. Cox, Missouri; W. D. Bruce, Indiana.

Second Row: R. D. Newton, Ohio; Wilmer Routh, Ohio; Howard Mansfield, Ohio; Larry Black, Indiana; Oliver Horton, Kentucky; Ted Shull, Indiana; Russell Barrett, Ohio; Leslie Mathews, Maryland; Jim Roth, South Dakota; Tom O'Farrell, Maryland; David Creger, Colorado.

First Row: William Fletcher, New York; R. L. Honeycutt, Jr., North Carolina; Robert Youngs, Michigan; J. C. Clem, Tennessee; Clarence Barnhart, Indiana; Gywin Sponsler, Illinois; Sam Curia, West Virginia; Earl J. Martin, Illinois; Calvin Brown, Michigan; James Chambers, New York; Billy McNamee, Ohio.

Seated: Instructors, Guy L. Pettit, Iowa; Clyde Wilson, Ohio; Rolland Reppert, Indiana; Q. R. Chaffee, Pennsylvania; Homer Pollock, Ohio; Gene Slagle, Ohio.

Horse Trading Over But Auction Goes On

PRINCETON, MINN. — Horse trading isn't what it used to be but there still is an active market for tractor-displaced animals farmers have been keeping for sentimental reasons.

It is provided by livestock auction

markets such as the one operated by the Pike brothers, Al and Oscar, at Princeton, Minn.

Now handling \$500,000 worth of livestock annually, the market will note its 15th year at a special anniversary sale Nov. 8.

"Certainly we expect to have some horses," Al Pike, who also functions as auctioneer, said. "Just the other day we had a consignment of 25 horses, 23 of which sold for an average of \$118 per head. That's a pretty good price these days."

The seller was Robert Talberg of Hillman. The buyer, a Duluth manufacturer of canned dog food.

That's where most work horses offered for sale wind up, Pike explained. Mink breeders in need of meat to feed their animals also help support the market.

All of which helps explain why Minnesota's horse and mule population dropped 17 per cent to 90,000 last year.

The Pike brothers are making a special effort to reduce the number still more at their anniversary celebration.

In addition to free coffee and doughnuts, they are offering \$100 in cash prizes, including awards to the consignor who brings the most horses and the buyer who purchases the largest number of horses.

THE RACE MUST GO ON

In England there was a letter carrier who covered his route on foot and always cut through the fields from one village to the next.

One day he climbed a fence and started for the far side of a large field, when an enormous bull charged toward him. By the time he reached the fence on the far side, the bull was at his heels.

The mail carrier hurled his pouch across the fence, threw himself over the rails and landed in a heap on the sod, out of reach of the animal. He lay still for a few moments, trembling in every limb, cold sweat on his brow, his eyes tightly closed, a few groans escaping from his lips. Then a stranger, who had witnessed the excitement, said, "'E almost got you that time!"

Said the letter carrier, "'E almost gets me every time."

Auctions Create Excitement And Offer Practical Selling Method

OCEAN TOWNSHIP, N. J.—The auction sale, in these days of supermarkets, mass selling, “easy” financing and the money-back guarantee, is almost an anachronism.

For the devotee, tho, it’s still the pleasantest way to spend a dollar, or a hundred dollars. Even for the laymen who might not know pewter from plywood, but has an eye for bargains, an auction sale can be as rewarding as a stockbroker’s friendship.

Auction sales, especially of private estates in the Shore area, appear to be booming, to judge from recent newspaper advertisements.

We attended one here recently and witnessed the sale of an estimated \$4,000 in household furnishings.

Many sales of private estates by auction dispose of property of a deceased owner to settle his estate. Others are hardship cases, where owners need ready cash for a variety of reasons.

But, whatever the reason for the sale, doing it auction fashion is an example of selling acumen. So says B. G. Coats, Long Branch auctioneer with some 14 years in the business.

Calls Sales ‘Practical’

“Lots of people look up to an auction as a ‘distress sale,’” said Mr. Coats, who conducted the sale. “It isn’t in many cases. Not any more. Really it’s the most practical and expeditious way to dispose of holdings.”

One reason that’s so, said Mr. Coats, is because certain items available at an auction are unattainable elsewhere, and their sale at auction at a good price is assured. Mr. Coats said he conducts at least one sale a week—there’s always one on Saturday — “and we sell out every piece.”

Mr. Coats was on hand at the home of William E. Jones, 609 North Edgemere Drive, West Allenhurst, where Mr. Jones, a retired General Motors executive and a recent windower, put his furniture and a variety of personal effects on the block.

200 Attend

Warm weather and sunny skies attracted a crowd of some 200 people, mostly women. For two hours before the sale got under way, prospective buyers scrutinized and evaluated merchandise piled high on tables on the lawn, or went inside the house to size up furniture, a TV set, a refrigerator, rugs and scores of other items.

Promptly at 10:30 a.m. — and to the recorded strains of “The Yellow Rose of Texas,” broadcast over Mr. Coats’ Hi-Fi sound system — the auction got under way.

By mid-afternoon, Mr. Coats had disposed of the entire lot, ranging from a bouquet of fresh cut flowers, the first items sold, down to a box of red, white and blue plastic poker chips.

Mr. Coats in action is a combination master of ceremonies and top sergeant, with a manner and voice halfway between the two.

Humors Audience

He interrupts his auctioneer’s chant periodically to chat with his helpers. “Watch the crowd, boy. Don’t be afraid of those ladies.” He chides a disappointed buyer who complained about a pitcher. “Why wouldn’t it be cracked, lady? You’d be cracked too if you were 125 years old.” Or he’ll comment on a sale, “Sold for a dollar and a half. And you can buy it anywhere for fifty cents.”

This sale saw few antiques presented for bids. Most of the items were utilitarian and the bidding on them was brisk as Mr. Coats urged his captive audience up and up and up.

Apparently Mr. Coats, who works on a commission basis, was pleased with the day’s results. “It was an excellent sale,” he commented after the last item was sold.

The departing bidders and buyers, many of them flushed with their individual victories, looked happy about the whole thing, too.

NAA Headed For New Membership Record .

This can be the year that your National Auctioneers Association will surpass all previous membership records. It all depends upon you as an individual member. You are important to the NAA as a member and you can make that membership more important if you will publicize your membership and encourage other auctioneers to become members. As of December 15 we had made an increase of 42% in Membership Cards issued over the previous year. Most of this gain can be attributed to the fact that many of our members are enlisting new members daily. We should have 10,000 members and you can help us get them.

Below is a list of those whose memberships were received between November 16 and December 15. The asterisk denotes renewal.

- *Col. C. Evans Wahlin, Minnesota
- Col. Arthur L. Garber, Illinois
- Col. Boyd Larson, South Dakota
- Col. Raymond S. Bush, South Dakota
- *Col. Vernell Johnson, South Dakota
- *Col. James P. Slater, Wisconsin
- Col. Haskell Stratton, Kentucky
- Col. W. R. Walters, Kentucky
- *Col. Arthur Bennett, Quebec
- *Col. Arthur I. Forbes, Michigan
- *Col. John F. Sargent, Ohio
- *Col. Oscar Tostlebe, Iowa
- Col. Lewis M. Hymers, New Jersey
- *Col. Gene A. Saine, North Carolina
- *Col. Donald Bradley, Ohio
- Col. Claire Kearns, Pennsylvania
- Col. Hugh Vancel, Indiana
- *Col. Jay Arnold, Iowa
- *Col. Chester K. Bell, Wisconsin
- Col. L. M. Cook, Utah
- *Col. George M. Lockridge, Virginia
- *Col. George W. Fox, Pennsylvania
- Col. William L. Persinger, Illinois
- Col. Hans P. Christensen, Iowa
- Col. George Clower, Texas
- Col. Arthur J. Boyer, California
- *Col. Earl R. Smith, Utah
- Col. Willard A. Grosjean, Ohio
- *Col. Joseph L. Schrock, New York

Most of us know how to say nothing . . . few of us know when.

Dear Editor:

Just finished reading the December issue of "The Auctioneer" and find it, again, very interesting.

I read Col. Coats' article about "The Auctioneer" and thought I would write a few lines.

The auction business has been fairly good this year. I am very interested in the Auction profession and enjoy the work very much. I am proud to be a member of the N.A.A.

This past November I had the privilege of working the ring for Col. Harris Wilcox. The Lebanon County Holstein breeders held their first consignment sale on the Hulman Dairy Farm. Mr. Hulman is a well known Holstein breeder in this area. This sale proved most successful. Col. Wilcox is a very fine auctioneer and I was happy to work with him. I hope I will have the honor to do so again.

I am grateful for men like Col. Wilcox because it is men like him that we young auctioneers admire and are inspired to work harder toward becoming better auctioneers.

Truly yours,
Roy I. Ebersole,
Lebanon, Pa.

"It's surprising," said the professor to his wife at breakfast, "to think how ignorant we all are. Nearly every man is a specialist in his own particular line, and in consequence we are all as narrow-minded as it is possible to be."

"Yes, dear," said his wife.

"I, for instance," he continued, "am ashamed of my failure to keep abreast of modern science. Take electric light, for example, I haven't the least idea how it works."

His wife gave him a patronizing look, and smiled.

"Why, Hubert, I'm ashamed of you, too. It's so simple! You just press a switch, that's all!"

Thanks and Appreciation

Most of our readers will no doubt recall that the Saturday Noon Luncheon at our 1956 National Convention was sponsored by the Auction School owners and the Auto Auction owners. Since the list of individual donors has been incomplete we have withheld this item of thanks and appreciation until such time that most of the contributions had been received. Below are the names of those who helped finance this very successful and important portion of the Convention Program.

Missouri Auction School, Kansas City, Mo.
National Auction Institute, College Station, Tex.
Nelson Auction School, Renville, Minn.
Reppert School of Auctioneering, Decatur, Ind.
Western College of Auctioneering, Billings, Mont.
Dixie Auto Auctions, Birmingham, Ala., and Atlanta, Ga.
Evansville Auto Auction, Evansville, Ind.
Greater Chicago Auto Auction, Chicago, Ill.
Indianapolis Auto Auction, Indianapolis, Ind.
Kansas City Auto Auction, Kansas City, Mo.
Muncie Auto Auction, Muncie, Ind.
St. Louis Auto Auction Barn, St. Louis, Mo.

We believe this list to be incomplete and full credit will be given to any other Auction Schools or Auto Auctions that wish to have a part in this event which was featured by an address by the Hon. Harry S. Truman, former President of the United States.

Col. Bernie Hart:

Thanks.

Educational, profitable, very enjoyable, honestly look forward to your publication of "The Auctioneer." You and all auctioneers should be proud of it. Please place my name from Connecticut on the Booster Page.

Auctioneeringly yours,
Richard "Dick" Mather
Hartford, Conn.

"I am enjoying 'The Auctioneer' more all the time. Enclosed is \$5.00 to have my name appear in the list of boosters for 'The Auctioneer'." Col. J. R. Gillespie, Rogers Agency, North Platte, Nebr.

"My memories still linger with the 1955 Convention at Indianapolis, Indiana, with its varied educational and entertaining programs in addition to the personal contacts. I especially enjoyed being with Col. Carey M. Jones who was one of my instructors in July of 1906, at Davenport, Iowa.

"As you mentioned in your reminder, that if successful you have an obligation—and I accept the obligation. As a beginner of my second half century as an auctioneer I expect to gain much more from the experiences of others as I have in the past."

Oscar Tostlebe,
Cedar Falls, Iowa

Organization-- The Wheel Of Progress

By COL. POP HESS



To introduce my first column in "The Auctioneer" for this New Year, 1957, it is to say hello to all our readers throughout the land and to you, Mr. Auctioneer, I wish a great New Year for you in your work as the middle man between seller and buyer as a Public Auctioneer. Yes, this is a New Year, the most of us make many good resolutions, and no doubt break the most of them before the year is over. However, it is my hope and trust that all Auctioneers will make one resolution they will faithfully keep, "To be sure and support your State and National Auctioneers Association to the last ditch."

You will note I mention both your State and National Associations. As I see it, neither can function effectively without the other. In other words, these two associations represent what one could call a wheel of progress for Auctioneers and the auction way of selling real and personal property of all kinds.

The National Association is the hub—on a strong axle, that must be well oiled to kill the squeaks that can be heard when running dry. The State Associations are the spokes that hold the rim and tire in place, and the tread of this tire is the active members who do their bit to keep the tread from wearing into a flat tire. As we look over the past ten years we do have more thriving State Auctioneers Associations and can safely say the best National Auctioneers Association of all times. Also, generally speaking, one can say the Auctioneer and the Auction way of selling is on a much higher standard than of all time and much credit for it has come through the efforts and service extended through

the members of State and National Associations of Auctioneers.

In this column, starting a New Year, I make mention of the above, as it is each Auctioneer who is interested in making his business and conduct better in serving John Q. Public, his only and best customer as a buyer or seller, to so prepare himself in having available the many good points one can gather from the membership of these Associations. Also, he will be able to discard some of the bad points that creep out from under, as the Membership of any Association is not perfect 100% Membership on line of thought and programming a future. However, the good stands 95% over the bad, all along the line of any man's Association formed for progress and perfection.

This publication was one of the early items of progress formed through our National Auctioneers Association, and, if I am correct, it has been in the limelight to my way of thinking for nearly ten years. From my mail received in response to some of my writings, this column is being read by many Auctioneers who are not members of either a State or National Association. I enjoy getting these letters even if they bombard some of my remarks on the value of any auctioneer to support an association of any kind for the benefit of the Auctioneer and his business. Each letter brings out a point of thought, good and bad. I will welcome any or all who agree or disagree with my statements made above by writing to me direct, Worthington, Ohio. Your letters will receive my best attention.

During this month of January, 1957,

IN UNITY THERE IS STRENGTH

and through the months to come, many state auctioneers associations will hold from one to two meetings during the year. The National Association Convention will be in July and you, Mr. Auctioneer, regardless of, if you are not in favor of having such associations, or are luke warm up to 100% in favor, make it a point to attend and listen in, weigh the viewpoints exposed by members in attendance. You will be able to take home a bone to gnaw on, good or bad, and in this gesture will make this point outstanding, you, Mr. Auctioneer in Active Membership, of your State or National, do not overlook the fact you can have in your attendance auctioneers who are weighing your ways of procedure with a strong decision to make, if they be for or against such Associations.

There is no question there has been statements and actions in such meetings that has driven many a good Auctioneer home who could have been a strong supporting member. To be a good member or a member at all do not expect these meetings to be the place where you have to take all the time there is in telling the audience what an angel of an auctioneer you are and all your competitors are skunks, price cutters, rotten, etc., because there could be in your attendance one of these referred to, who could give an answer that would mar the picture you have painted. The best way for all is to go to these annual meetings with an open mind, bury for the day all prejudice and evil thoughts from your mind, and weigh the points brought out, defend your way of thinking in a manly form and from it all, progress is made.

As I see it, both State and National Auctioneers Associations are not set up for just a few or to set price fees or outlaw any auctioneer who is not what any one other auctioneer thinks he should be. Take to your Convention and Meetings progressive thinking, love your competitors as men, even if you hate their actions. In time you will convert your competitor through influence of respect as a Man.

Not only in the auctioneering profession but in all businesses and professions there is more or less strife for gain over

the other fellows in getting business. Bargain driving has gone on for years and years and this has been a strong obstacle all through my fifty years of serving John Q. Public. Down through that time I had many competitors who often, in my way of thinking, pulled some little and big stunts, not becoming a gentleman, and no doubt they could say the same about me in return. In fact I knew of some who did, yet as man to man we keep our friendship warm and all these boys who still are living are today great fellows to visit with and we can get a big kick out of some of the little digs we can extend to each other.

So to be today's Auctioneer in Demand, **keep your work and conduct on the high level of clean salesmanship, help to keep the Auction Way of Selling foremost through support of your State and National Associations.** The returns in money and respect will be yours to enjoy. Yes, this is the year of 1957. **Let's make the Auctioneer and the Auction Way a Better One.**

LOVER BOY

A certain young man reached the age of 21 without ever having a date with a girl. His mother feared he may never marry. So she kept trying to introduce him to different girls. Then one day he came home and called, "Mother, I am going courting tonight."

"That's good," replied his mother.

"Mother, this girl is pretty, has a pleasing personality, and a lovely voice. She has beautiful, expressive eyes and pretty teeth. Also she has a good education, is a fine conversationalist, and a leader of clubs and organizations. She is the first girl I ever met who completely pleases me."

"That's good," answered his mother.

The young man spent lots of time bathing, and dressing. Selected his nicest suit and prettiest tie, then departed. Soon he returned.

"You sure got back early, did you see her?"

"Sure I did, and if I had not stepped behind that hedge when I did, she would have seen me!"

Are You A Member Or A Promoter?

Are you one of those kind that rides along with the crowd, one who belongs to the NAA but never does anything for the organization and the principles for which it stands? We hope not, in fact we feel confident that you are not that sort of member. However, the type does exist. The man who holds a membership hoping it will do him some good, applauds when the others do, condemns and criticizes when those around him do likewise is the man who never derives any benefits from his organization **because he never puts anything into it.**

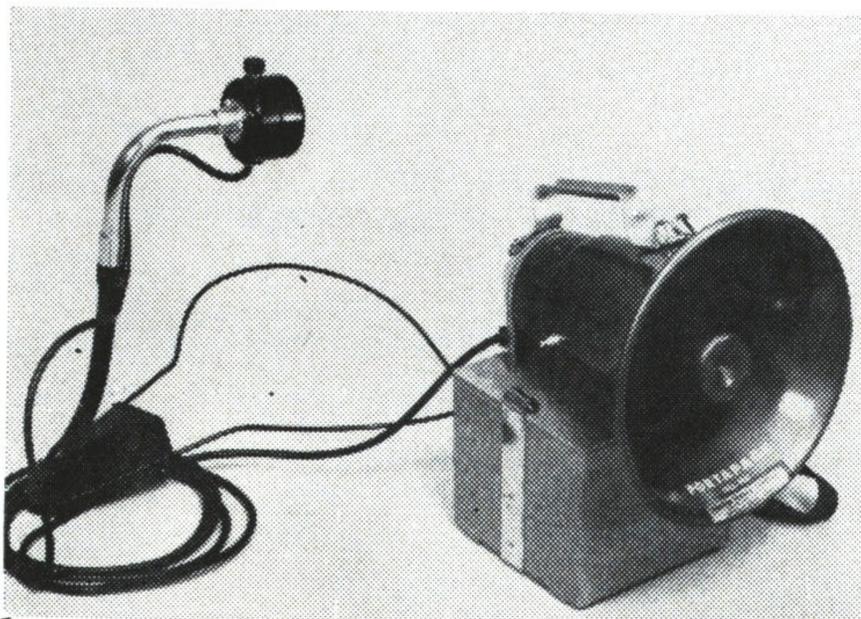
Then there is the type who is proud to be a member of his trade organization, one who is not afraid to advertise his feelings, one who encourages his friends, associates and competitors to become a part of **his** organization and make it **their** organization. We **know** we have some of this latter type because we have been getting new members through their efforts.

The following men have secured two or more new members since our 1956 National Convention and up to December 1:

Col. Art Carroll, Indiana
Col. Carson Hansen, Kansas
Col. Fred Quick, Illinois
Col. John A. Peterson, Iowa
Col. Joe L. Horn, Missouri
Col. Don Millspaugh, Indiana
Col. Q. R. Chaffee, Pennsylvania
Col. Clyde Wilson, Ohio
Col. Guy Pettit, Iowa
Col. Carman Potter, Illinois
Col. Curran Miller, Indiana
Col. Johnny George, Georgia
Col. E. T. Sherlock, Kansas
Col. B. G. Coats, New Jersey
Col. John A. Carr, Illinois
Col. E. T. Nelson, Minnesota
Col. W. H. Hale, West Virginia
Col. Leo R. Bush, South Dakota

These 18 men have been responsible or 58 new members. If **every** member would put forth the same effort we would now have approximately 4,000 members.

In addition to those named above, 21 members have secured one new member each. We intend to publish the names of all those who secured two or more members for the year in the July issue of "The Auctioneer." We will reserve **two pages** in that issue for this purpose. Will your name be there?



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PROGRAM

INDIANA AUCTIONEERS CONVENTION

Warren Hotel

Indianapolis, Indiana

Monday, Jan. 7, 1957

A.M. (CDT)

- 9:30 Registration Mezzanine Floor
- 10:30 Call to Order Col. Curran Miller, Pres., Evansville
- 10:40 Invocation Rev. Walter C. Maas, Indianapolis
- 10:45 Welcome to Indianapolis Hon. Phil Bayt, Mayor of Indianapolis
- 11:00 Purebred Livestock Sales Col. Don L. Smock, Indianapolis, Ind., introduced by Col. Curran Miller, Evansville
- 11:15 One year in the Auction Profession Col. Hugh Miller, Evansville, introduced by Col. Franklin Wakefield, Lebanon
- 11:30 Automobile Auctions Col. Earl B. Bales, Muncie, introduced by Col. Jim Liechty, Berne
- 11:45 Furniture Auctions Col. Earl Ellis, Washington, introduced by Col. Herman Sigrist, Fort Wayne
- 12:00 LUNCHEON
- P.M.
- 1:00 Farm Sales Col. Ray Booth, Buck Creek, introduced by Col. Louis Beezley, Westport
- 1:15 Real Estate at Auction .. Col. Kenneth Wyant, Noblesville, introduced by Col. Egbert M. Hood, Anderson
- 1:45 The Auctioneer's Responsibility Regarding Sanitation Dr. Joe Green, State Veterinarian
- 2:05 My Experiences in The Auction Profession Col. Elbert Allyn, Poseyville, introduced by Col. Wilbur Clair, Converse
- 2:15 How to Improve Our Profession .. Col. George Skinner, Indianapolis, introduced by Col. H. W. Walker, Indianapolis
- 2:30 Business Meeting and Election of Officers
- 3:00 Showing of film, "1956 NATIONAL CONVENTION"
- 3:30 Panel Discussion
- 4:30 Adjourn
- 6:30 GRAND BANQUET — Members, wives and guests.
Guest Speaker: Rice Kello, Vice-President Lockyear's Business College, Evansville, Ind., "Bends or Breaks."

Second Wool Auction Held

MINNEAPOLIS, MINN. — Success of the largest raw wool auction ever held in the Upper Midwest prompted the region's growers to schedule a second 2 million pound sale in Minneapolis, Nov. 29.

Carl Nadasdy, general manager of the Minnesota, South Dakota and Iowa Wool Growers associations, said buyers from all sections of the nation will view offerings Nov. 28 and submit sealed bids the following day.

For years Boston has been the wool marketing capital. The first Minneapolis auction on Sept. 26 was arranged as an experiment in the hope of boosting returns to producers by encouraging buyer competition.

More than half of the wool offered was sold at prices ranging from 42 to 61½ cents a pound.

"We considered this to be on the high side of market quotations," Nadasdy said. Bids totaling \$1,180,000 were accepted. Much of the ungraded wool withdrawn was later sold to buyers who participated.

Under the federal incentive price support program higher prices received in the market place automatically means higher subsidies to producers.

This is because payments are made at a fixed rate of 44.9 per cent of each grower's sales returns.

Some \$10,000,000 in federal payments have been distributed so far this year to farmers in Minnesota, Montana, Iowa, North and South Dakota. Minnesotans alone have received \$1,418,116.

Nadasdy announced plans for the second auction on his return from a meeting of the National Wool Marketing Corp., in Salt Lake City, Utah. The group includes 23 state and regional marketing associations.

"Delegates seemed pretty well agreed that the federal wool program is accomplishing its objective, which is to stimulate production in this country," Nadasdy said.

"Output is up in many states and judging by the number of sheep being

brought into Minnesota this fall we can expect more of our farmers to be in the business next year."

The three associations with headquarters in Minneapolis now have more than 38,000 members. The 1956 wool clip in the three states is estimated at 32,620,000 pounds.

Also at the Utah meeting were Tom Clark, Hopkins, president of the Minnesota group; Lloyd Eikum, treasurer; Andrus Norman, director of field operations; William Reuland, warehouse and traffic manager, and Leonard Nadasdy, director of public relations.

BE CAREFUL

An Irishman and a Mexican had fallen afoul of the rough-and-ready frontier law. They were tried by a group of vigilantes and sentenced to death by hanging. There was a post on a bridge that made an excellent gallows so the two men were transported there. The rope was slipped around the Mexican's neck and he was shoved off the bridge. Someone had neglected to tie the knot securely and the weight of the man's body slipped the rope through its knot. The Mexican plunged into the rapidly moving waters and swam strongly to a spot downstream where he was safe from the mob.

They still had the Irishman, though. As they started to re-tie the knot he interjected, "Now, bhoys, be shure ye tie a firmer knot this time. I can't shwim a shtroke."

The young couple had just finished "inspecting" the tiny birdcage apartment. Stepping out of earshot of the agent, they whispered briefly. The wife nodded at last, and the husband turning to the agent, explained resignedly:

"Well, I guess we'll take it. Although it is much too small."

"I don't see why," retorted the real estate man. "The apartment was planned for two people."

"I know," the young husband agreed, "but, you see, we were hoping to be able to keep a goldfish."

M. T. Parr Ends 50 Years As Auctioneer, Marks the Day With an 'Anniversary Sale'

WASHINGTON, N. J. — Marshall T. Parr, better known in auction circles throughout Northwest Jersey and adjacent parts of Pennsylvania as "M.T.," celebrated his 50th anniversary as an auctioneer at his auction house in Gibson Park by holding one of the biggest sales in recent years, and entertaining, all through the day, a crowd estimated at some 700 persons, most of whom he provided with free lunches or suppers.

Asked whether he was thinking of retiring, the spry, laughing auctioneer, who celebrated his 68th birthday anniversary Aug. 30, chuckled, "If I feel as good as I do now, I'll live another 50 years."

M.T. is a native of Blairstown, and has happily spent all his years in this area. Although the son of a farmer, he showed a native talent, which almost amounted to genius, for selling things when he was a mere youngster. On his father's farm near Union Brick School, between Blairstown and Hope, he would hold impromptu sales for his school mates, selling anything he could find from a stick to a horseshoe, and always coming up with the better of the bargain. Then he began to practice selling off his father's farm, in theoretical fashion, and even now likes to recall, with a broad grin, how he "sold" his dad's farm many times over without his parent being any the wiser. Such a business may not have been profitable at the time, but it taught him the rudiments of salesmanship, and did no one any harm.

Cries First Sale

On November 26, 1906, he actually "cried" his first sale, when he was 18 years old. He was asked by a neighbor, Mrs. Charles Wildrick, who had heard of his chanting abilities, to sell off some of her household goods, and he did so to such good effect that word soon spread around that the Parr boy was a "real slick talker" when it came to sales. Thus a career was born which has gone on to consistently greater heights over

five long decades, undeterred by wars, rumors of wars, or depressions.

The day following his opening sale, he was commissioned to cry a sale, as it was called in those remote days, for Mrs. Jordan Teal, of Blairstown, and his name as a cryer was made, for the Teal sale was as successful as the Wildrick sale.

M. T. was asked recently to estimate how many words he has cried, and how many dollars' worth of articles he has distributed and handled over the half century of his astonishing career. As for words, he said, "millions and millions, beyond counting." As for the dollars, he has no means of estimating, but it runs into "many hundreds of thousands, and probably much more than that."

In 50 years of holding sales, he pointed out, he has lost only two sales, and those were through illness. He could not even add up, off hand, how many sales he has held, but they, too, run into the many thousands.

Many Changes Noted

Since M.T.'s first sale in 1906, there have been many changes in the world, and in the auction business. One of the most notable, so far as he is concerned, he said, is the decline of the horse and rise of horsepower. Fifty years ago, horses were a main staple of the auctioneer. Every farmer had four or more horses — mostly more — and good horses fetched \$600 to \$700 a head, while cows, not a very important item, sold for about \$50.

Today, cows are one of the most important items, and bring an average of \$250 a head, while the horse has been replaced by tractors, automobiles, and farm machinery which the farmers of his early days never dreamed of.

M.T. sells anything and everything, these days. At his auction on Monday he sold such items as dry sinks, dough boxes, jam cupboards, Victorian chairs, carriage lamps, antique dressed dolls,

pewter, silverware, and more other diversified items, most of them antique and many of them beautiful, than one could shake the traditional stick at, and these, on the whole, he likes to sell the best. Some of them are unknown in modern life, but all of his sales draw flocks of people who want "the genuine article," and who know that M.T. knows these items, and has them. On the other hand, he will sell a 1957 automobile just as fast, if asked to do so. M.T. will, in other words, sell anything, and does.

Has Another Line

While it isn't often that Parr has a day or so free, he has another line which he follows almost as a hobby when time permits, and that is giving clambakes. M.T. has put on as many notable bakes at his home as anyone in the county. He first tried his hand at a clambake in 1932, and his first bake was attended by some 125 people who liked it so much they asked for more.

His fame in this field rose to such a point that at one time he was putting bakes on at the rate of one a week, catering to 400 or more customers at a time. He has given up this activity to some extent recently, but he still likes nothing better than to attend or to put on a good bake when the occasion arises.

Old Clerks Present

At his auction on Monday, a number of his former sales clerks, many of them true old-timers, were on hand to watch, listen, and sometimes join in just to see if they were in practice. Also present were an ancient wooden bicycle which M.T. used to enjoy riding — for a short distance — an old-time horse and buggy, and a sleigh.

At this time of year when he was young, M.T. reflected, there would have been a foot of snow on the ground to accommodate the sleigh, but times have changed. Only M. T. Parr, it seems remains unchanged.

The words flow on with the same endless exuberance, the fire is still in his eyes, and the ever-present laughter on his lips.

It will probably be the same fifty years from now, as he says.

Livestock Auction Holds Record Sale

SIDNEY, MONT.—The largest sale in the history of the Yellowstone Livestock Commission company was held here Nov. 14 and 15, when 4,500 cattle were auctioned. Cattle were sold here from six North Dakota and nine Montana counties and 315 consignors were represented.

The next highest sale was held in 1949 when 3,900 cattle were sold. An interesting comparison which points to better facilities and methods of handling the cattle at the local sales ring, is the fact that the 1949 sale lasted three days compared to two days this year. Twenty-five hundred cattle were auctioned on Wednesday and 2,000 on Thursday.

There was a large group of buyers present and cattle were distributed to nine states — Washington, California, Kansas, Minnesota, Iowa, Nebraska, Indiana, Montana and North Dakota. Approximately 1,200 from the Wednesday-Thursday sale went to local farmer feedlots. In the last three weeks, each sale has resulted in 1,000 to 1,400 going to local buyers and feedlots. Consignors of cattle enjoy a good competitive market in that there are many individual local buyers competing against the out-of-state buyers always present.

The Yellowstone Livestock Commission company is one of Montana's leading markets and was the second largest in the state last year. In the first year of business, the company handled 32,000 head and expects to auction 80,000 this year. The auction market was started in 1943 and each year has noted a growth in marketing of livestock. Ingvar Svarre and Chris Hansen are the original and present owners.

The fancy-dress dance was over and the local gossips were comparing notes.

"Mrs. Smithington-Smyth looks upset, don't you think?" said one, gloatingly.

"Yes, my dear, she came as an Hawaiian beauty, with grass skirts and all—and they awarded her first prize in the humorous section as "The Old Thatched Cottage."



ON THE OPPOSITE PAGE:

Col. Curran Miller, Evansville, Ind., sells the personal property of the Mrs. Charles T. Johnson Estate at 323 Main St., Mt. Vernon, Ind. The sale consisted of antiques, home furnishings, jewelry, fine china, glassware and many old and unusual pieces.

Only a portion of the crowd, which included buyers from a wide area, is shown in this picture. Bidding was spirited on many of the items, a diamond bar pin brought \$800, a diamond ring sold for \$440 and a buyer from Chattanooga, Tenn., paid \$400 for a pair of antique mirrors. A set of Haviland china sold for \$175 and the entire sale totalled well above \$5,000 in the seven hours of selling.

Col. Miller is a member of the National Auctioneers Association and President of the Indiana Auctioneers Association.

Ideas are like children — your own are very wonderful.

25 YEARS AGO

(From the Drovers Journal Files)

Prices paid in public auctions at the market in Trevor, Wis., were: Top Holstein and Guernsey cows, springers and fresh cows, \$67.50 and \$80. Good springers and fresh cows, \$55 and \$67.50.

Two thousand bushels of corn sold at 35 cents and 36½ cents a bushel at the Elmer and Fred Fruse estate sale near Springdale, Iowa. Hay brought \$6.75 a ton.

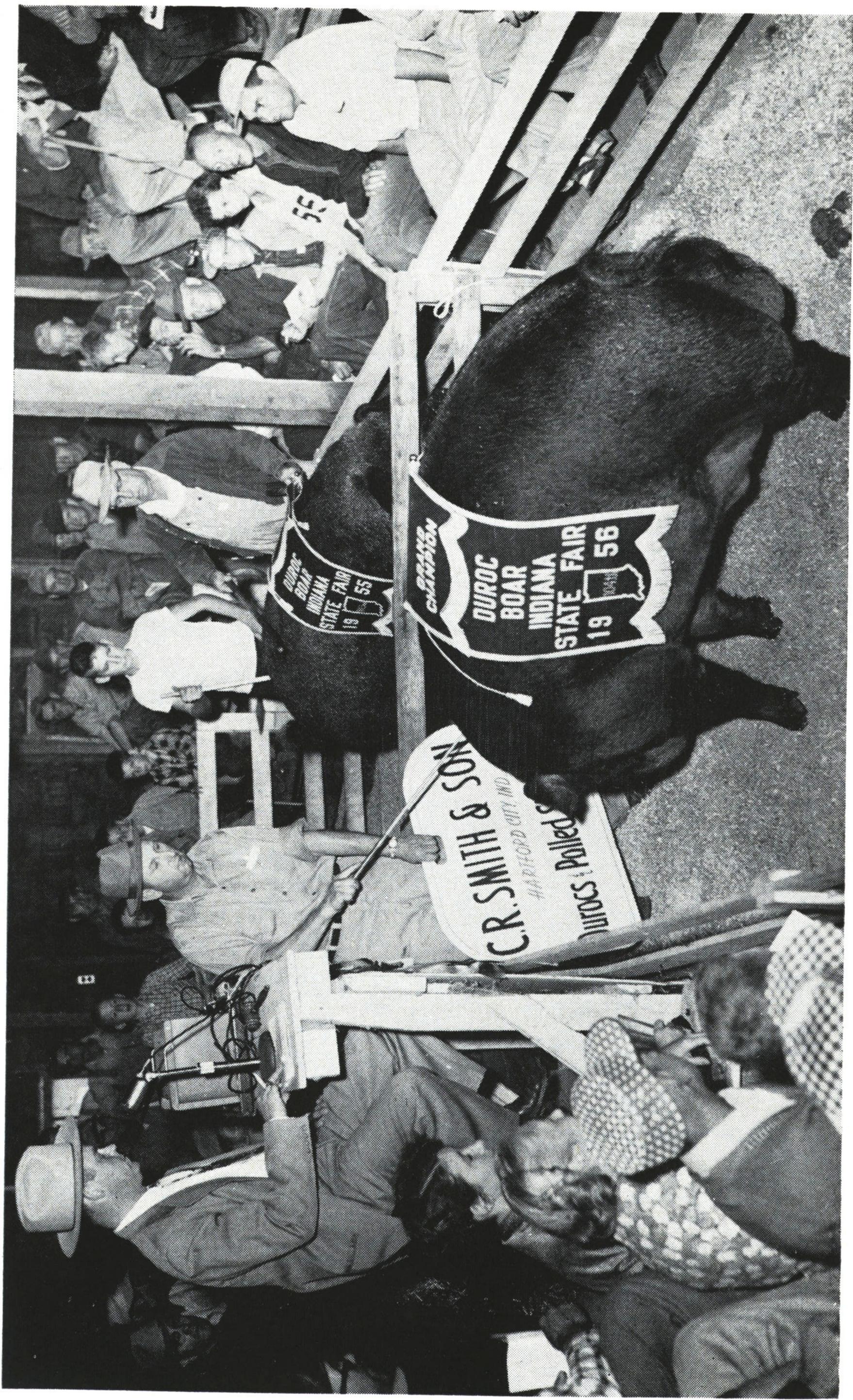
Some Cake

\$2,175 for one cake! Yes, that is the price received for one at a church benefit auction in Las Vegas, Nev. This particular cake contained more than 200 pounds of ingredients and had been baked special for the occasion. The auctioneer was Col. Earl R. Smith, Cedar City, Utah, member of the NAA.

THINGS YOU SHOULD KNOW

“THE AUCTIONEER” is seldom or never thrown into the post-office wastebasket. It is rarely thrown away at home until every adult member of the family and the children have looked it over. The recipients almost always file their copies for future reference. It is often sent to friends and relatives.

Consequently the advertising placed in “THE AUCTIONEER” reaches more people and stays with them longer than other types of advertising. Advertising rates will be found on page 1 of this issue. Send your copy and check to the Editor, Col. Bernard Hart, 803 South Columbia Street, Frankfort, Indiana.



Livestock Auction Markets Propose Revision Of Packers, Stockyards Act

KANSAS CITY, Mo. — Revision and modernization of the Packers and Stockyards Act, 1921, in the light of present day livestock marketing operations and services, will be proposed to congress by the American National Livestock Auction Association, it was announced from the association's offices by C. T. "Tad" Sanders, executive secretary.

The livestock auction market's group has drafted certain amendments which have been mailed to all livestock producer organizations for their comments and suggestions. These proposed changes are being presented as a result of hearings held last June before the Senate Agricultural Committee of which Senator Allen J. Ellender (D-La.) is chairman.

Drafted amendments to be presented cover the following changes in the law:

1. Definition of an auction market and stockyard on the basis of handling livestock in interstate commerce.

2. Elimination of the present 20,000 ft. limitation in defining auction markets and stockyards.

3. Provision for application of the law to all auction markets, market agencies and dealers selling livestock in interstate

commerce without the necessity for "posting" now required.

4. Administration of the law by the Secretary of Agriculture with the advice and assistance of a five-man board of livestock men.

5. Bonding of packer buyers as well as dealers and market agencies.

6. Change of the name of the law to "Livestock Market Services Act, 1957."

The Packers and Stockyards Act was enacted in 1921 and has remained unchanged since that time except for a grant of additional authority in respect to bonding market agencies and a recognition of brand inspection agencies.

"The present law needs revision in the light of changes in marketing practices and services from those that existed 35 years ago; the law needs to be administered with the consultation, advice and supervision of the livestock producers who are directly affected by the law and in whose interests it was initially passed," Sanders said.

The station agent from the small western town was making his first trip to New York City. He was interested in seeing the seals in Central Park and the skyline, but the great moment of the visit was to be his appointment with the lawyer for his railroad whose offices were in the Empire State Building.

The lawyer was a big man and a busy one and he could not help being a little surprised when the agent did not arrive for the interview. It was not until nearly an hour later that a weak knock was heard on the door, and the little agent limped in.

"What a climb," he gasped as he collapsed into a chair. "Eighty flights of stairs."

"Good heavens man," exclaimed the lawyer, "why didn't you take the elevator."

"Well, I planned to," said the agent, "but it pulled out just as I got there."

ON THE OPPOSITE PAGE:

An unprecedented scene according to *The Duroc News* in regard to this picture which appeared on the cover of that publication in November. Two Indiana Grand Champion Boars are being paraded here before the crowd at the C. R. Smith & Son, Hartford City, Ind., Duroc Sale last September.

The gentleman at the microphone is Col. Carman Y. Potter, Jacksonville, Ill., immediate past President of the Illinois Auctioneers Association and a Director of the National Auctioneers Association.

Engraving through courtesy of *The Duroc News*.

You Can Do The Job

By Col. B. G. Coats

As I write these few lines the closing days of 1956 finds the National Auctioneers Association looking forward to the future with courage, optimism and high hopes for achievements that will further justify our existence as an organization of Auctioneers.

In my opinion the N.A.A. is facing its decade of destiny, a 10 year period which will establish the high position our organization is destined to fulfill. I predict that during the next 10 years the N.A.A. will emerge from its present status to become a vital force, one of great influence to be enjoyed by all who comprise its membership.

I would never accept the conclusions of a smattering few that the N.A.A. has already reached the peak of its power. The absurdity of this charge becomes more ridiculous when the accomplishments of our organization since its founding are honestly analyzed.

No Association that has contributed so much to the interest, advancement and progress of the auctioneering profession, has a better right to face the challenge of the future with tremendous confidence. Let us be forthright and courageous on the subject of licensing Auctioneers. While some Auctioneers may resort to subterfuge and alibis, may we as an organization spread the gospel in every state in unmistakable language, we will not be satisfied until the discriminatory practices against Auctioneers is eliminated, whether it be by legislation or otherwise. Let us never lessen our energies in this battle for our constitutional rights. I have deep concern for the Auctioneers of today and those to follow. So serious is our situation that each of us must devote ourselves unselfishly to every principle that gives strength to our cause.

Unfortunately we have no magic source of finances, nor can we boast of the access to the powers that perform miracles as we tackle this objective. We receive no subsidies from anyone and we enjoy no philanthropic endowments

with which to finance our activities.

Because of the very nature of our Association and the principles under which we function — we must draw upon our own resources, for the strength that produces results. We are an Army of volunteer workers. Like any Army that hopes for victory, we must put a sufficient number of men on the firing line.

This means we are in constant need of reinforcements — more and more new members from the ranks of Auctioneers who should belong to our Association. We need replacements for the workers who have exhausted their energies — or who are compelled by circumstances to withdraw from action. The things our Association has already accomplished with our membership prove conclusively that we will be able to accomplish even greater results in the future if we can enlist the aid of hundreds, yes, thousands of Auctioneers. Great odds confront the N.A.A., in its fight to rout the disciples of those who would deglorify the value of an Auctioneers' service and his profession.

Those opposed to us are strongly entrenched. They enjoy the support of groups that would like to close the doors to all Auctioneers. Are we going to sit quietly by and permit them to do it or are you going to enlist the help that is so badly needed?

Let us deliberately invite those who oppose us by their damnable city licenses and ordinances to meet us on the battlefield of public opinion. We will need the help of every Auctioneer in the United States to win this fight. It is up to each N.A.A. member who believes in our current program to make the recruiting of new members his personal responsibility. A person-to-person program has been suggested. Our plan of attack cannot be improved upon. There is a place on the firing line, yes, and for every Auctioneer who wants to do his bit in a fight that will eventually determine whether or not the auctioneering profession shall continue without dis-

crimination. It is your battle. Do not shirk your duty. Help us to hold the gains that have been made and by so doing we can advance to victory. YOU CAN DO THE JOB by person-to-person contact.

Growing Problems Cause Sale Of Herd

BLAIRSTOWN, N.J.—One of the state's most prominent dairy farms went out of the dairy business last month with the sale of Benton Farm's prize herd of Holstein cattle. The management cited growing problems in the dairy industry as the reason for the move.

The award-winning farm sold its herd of 120 registered Holsteins Nov. 16 in an auction sale bringing an average of \$406 per animal. The Benton herd included many of the prize animals which had made the name famous throughout the country. One of the largest crowds ever to attend a local auction was on hand to see the prize-winning cows sold.

For nine years, Benton Farm received the Progressive Breeders' Award, highest recognition to be given by the Holstein Friesian Association of America. Only 286 of the 46,000 association members had qualified for it, seven of the winners being New Jersey breeders. To be eligible for the award, the breeder

must meet strict qualifications in all phases of dairy cattle breeding and management.

Will Sell Equipment

T. Clarke Benton, manager of Benton Farm, verified this week that the family was "definitely going out of the dairy business." He said that the farm's dairy equipment would probably be sold next February or March.

Although Benton Farm had been operated on a business basis, maintaining one of the highest milk production records per man in the country, raising its own grain and rearing its own young stock, Mr. Benton said that "we feel the dairy business is not a good one." He commented that the threat of a milk strike and other growing problems in the dairy industry were prominent among the factors influencing the decision to sell out.

Mr. Benton stated that the real estate of the farm, located near Blairstown, will be retained and that the family will decide on another use for the property. He declined to state what type of business is being contemplated, but suggested that some use of the property will be made.

Benton Farm is owned by Thomas Benton.

"A man is as good as the woman he's with."

MISSING?

THE AUCTIONEER cannot follow you if your new address is missing from our files. If you plan to move soon, send your change of address today!

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

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How's The Market On Farm Land?

By **McGUIRE AUCTION COMPANY**
Holstein, Iowa

This question is asked frequently. As we go into the final month of the year 1956 our answer is — The market on good farm land is steady to higher on good, well improved farms or good unimproved farms. We have sold more farm land in 1956 than any year in history. The small farms are becoming harder to sell. The old fashioned family farm of 40 to 80 acres or even 120 acres seems less profitable than in the days of old Dobbin. The efficient operation of a farm of less than 160 acres requires practically the same amount of equipment as the operation of a half section.

In many cases the operators of a 160 or 320 acre farm have purchased adjoining farms at strong prices, because they can operate these adjoining farms with no additional equipment, only a little more fuel and a few hours more work during the crop season. Many owners of small farms who cannot buy adjoining acres near their home base wish to exchange their farm for a farm of a larger size that can be more profitably operated.

The old style family size farm is being increased — by the use of larger, more efficient farm equipment. The good operators of good productive farm land are maintaining their position and financial independence. The small, poor operators are not doing too well in some cases. We predict that this same trend will continue to a fair extent in 1957.

“The Main Auctioneer”

EDITOR'S NOTE: The distribution of promotional literature in the form of a letter or a newspaper has been a successful venture of several auction owners. We are passing along to you a reprint of “The Main Auctioneer” hoping that some of you may gain some ideas that will be useful to your own business. “The Main Auctioneer” is distributed by The Main Auction, Boise, Idaho, and owned by Col. Paul Owens of that city. A feature article with pictures of this operation appeared in the March, 1955 issue of “The Auctioneer.”

* * *

It takes a bit of DOIN'
To serve up a Turkey Dinner
On Time, and with all the Fixin's.

It takes a bit of doin' too, to be ready
With a presentable auction every
Saturday at 12:00 Noon.

Did You Know ? ? ?

Main Auction employs, besides the Owens — four full time employees and ten part time people. You'd have to follow us around a week to get a picture of what we do and why it takes so many people, six days a week, to be at your service.

It takes Al, Stew, and Jimmy until noon every Monday just to sweep up after a Saturday Auction. Sometimes they can't nearly finish by noon. Then there is merchandise to be put into its proper place. We make it a rule never to have the same item on the sales platforms two weeks in a row. While they are housekeeping, the office must have your records in order, must know whether everything was settled for Saturday, and Who owes Who what and why. We operate a cash sale, but some folks both buy and sell on the same day. Checks must be deposited, etc., etc., and etc. There must be a bookkeeper in the office at all times. That's our new boy, Bob Wesely. In addition to accounting, he is Mr. Information to the hundreds of people who “Call Paul”

every week wanting to know about the values of their merchandise. What items will bring a fair price and how we operate both our auction and our buying program. When Bob takes that day off in the middle of the week, (since we all work Saturdays). Grace, that's Mrs. Owens, does a tour of duty. Of course she is resource person for all departments tho she has never auctioned a sale, she has done everything else.

The office threesome is responsible for picking up the mistakes we make on the sales platforms, figuring how much a person buys, total auction consignments, figures commissions, and hauling fees, and mails your checks on Wednesday of each week.

There is another chore, of late, which this office crew must handle. It is the Publication of the “Main Auctioneer.”

Arvin Spofford, he's the Kiddy looking school teacher who helps on Saturdays, does the stencil cutting and even enlists Pat, his wife, when off schedule to run the machine. Spoff is also a man of all work tho he has been steady with his nose in the pay out window for some time.

Over in the Second Hand Department Store, Stew (he is Stewart Terry to his mother) is the second hand man. He keeps the big room presentable so you can find what he have to sell. Stew is Senior employee too, dating back to the forties, early that is. Stew does a good bit of the buying as well as most of the selling in his department.

And while you are in the Used Furniture Department, it's only a step to the Shoe Store. There you find Leo Durst, Manager. If anything doesn't suit you in the Shoe Dept., just tell Lee. It's his fault. If you **do** like it, tell him to his face, he likes that especially. But Lee just couldn't possibly handle that shoe business alone so on his day off, usually Thursday, Mrs. Little (Chloe to most of you) does the place proud. She likes folks especially likes to sell them shoes. The same goes for Saturday when both Lee and Chloe can hardly keep the custo-

mers fitted.

Well, the week wears on and Old Al Decker is busy as a bumble bee checking in new consignments, keeping track of everybody's merchandise, buying, and selling. There is hardly a job Al has not done around the place; fact is, he has done everything from Auctioneering, where he is tops in his field, to the humble latrine detail. He is very versatile, but his ability to get along with people is his most sterling asset. "Ask Al" is almost a stock answer, and the results are always satisfactory to the customer.

Of course, all jobs overlap. Anyone is liable to check in your merchandise when you bring it in during the week, but on Saturdays Gene Decker, junior member, carries the book. He is the most sought after member of the Saturday crew with Pappa Al advising and assisting. When we get up to one hundred lots of merchandise for a single

sale, there is a lot of work to be done in the big selling shed.

Then at twelve o'clock the hard working Decker and Owens junk men; like Cinderella, suddenly become of all things Auctioneers. Personality plus with a golden voice and love for your pocket book.

But even now they do not work alone. People sell merchandise because they need or at least can use the money from sale of same, so we must have sales clerks. And here we go again back to about 1938 when Carl Hoffman first clerked for us over at the old Fairview Auction. Carl works with us only on Saturdays and at special auctions; but he is a very durable and useful fixture.

Since it takes two selling rings to get the volume of goods sold, there must be two auctioneers, so little brother (to Carl) Bud Davis pencil pushes for Al's ring, and runs Carl a close second in efficiency, accuracy, and other things

YOU MISS SO MUCH

*When You Are
on the Outside*

Membership in the National Auctioneers Association provides an invaluable association, a useful service, and a proper place in our united activity for the betterment of all Auctioneers and the Auctioneering profession. YOU are invited to share in our constant campaign for progress and growth.

Join Now

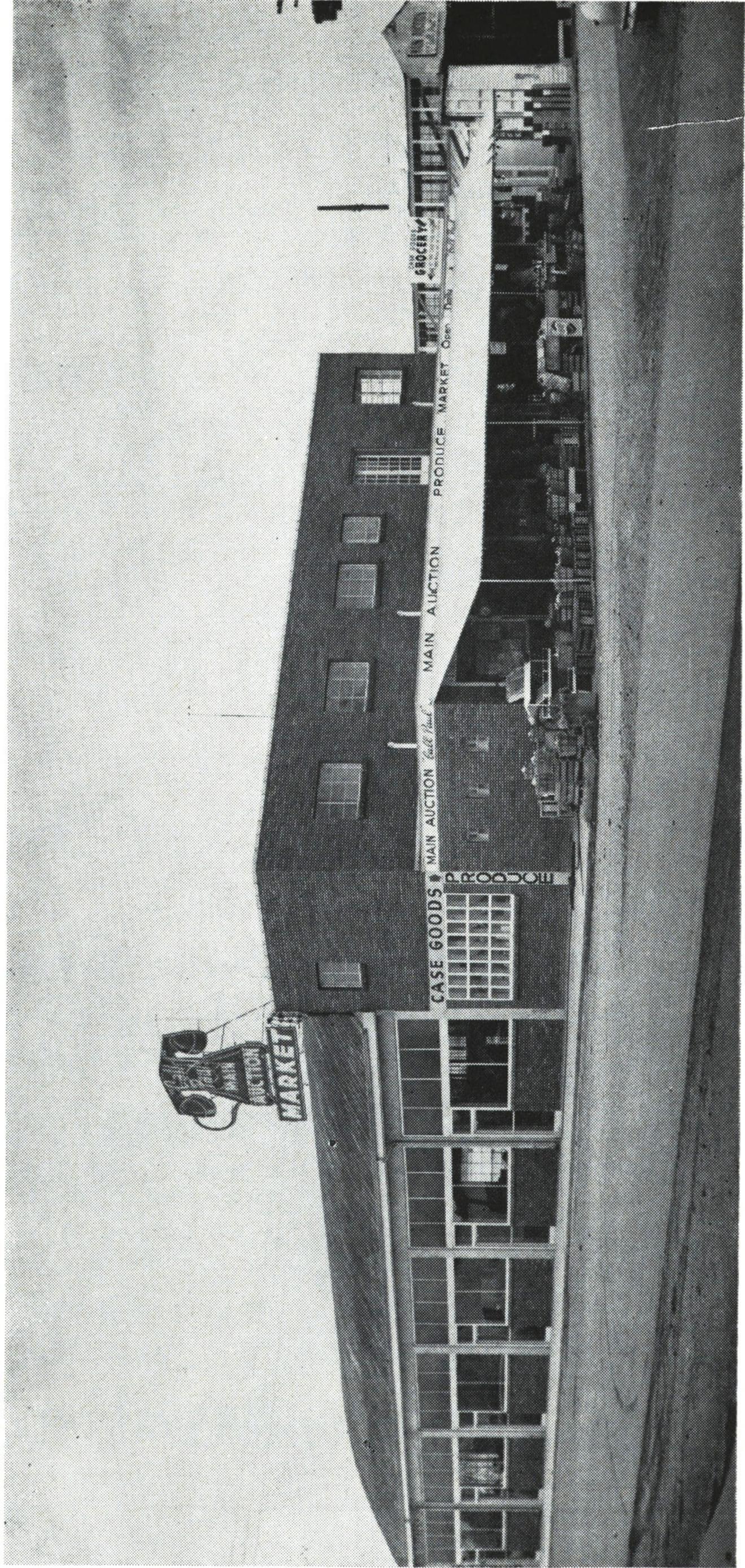
NATIONAL AUCTIONEERS ASSOCIATION

803 S. Columbia St.

Frankfort, Ind.

“The Main Auction”

Owned by COL. PAUL OWENS, Boise, Idaho



IN UNITY THERE IS STRENGTH

necessary to being a good sales clerk.

And that ain't all either! It takes strong backs, ready hands, good eyes, and the kind of smiles that move folks out of the way to be a good hand up man on the auction platform. Four horse-men these, Bill Shook, Red Milliron, Dan Lambert, and Larry Link. These are the people who make the Main Auction tick,

Well, practically

Except for the Martin Family who keep the restaurant open week days and turn hand springs on Saturday to keep all the Sales crowd full of good grub and hot coffee.

Frank Glenn and his family with the Produce Market and a string of peddlers with this and that always at bargain prices.

FOR ALL THESE WE ARE THANKFUL but especially we are thankful for their willingness, loyalty, and devotion. They are like circus hands and performers of the sawdust ring — without the Saturday performance of the Main Auction, they would become pale and peeked and just fade away.

Our Customers Are Angels!

ANYHOW you are the folks who keep us in business!!!

YOU furnish the merchandise we have to sell.

YOU are the folks with the long and short pocket books.

In short, YOU are the T O P S with us, tho sometimes you'd never guess we appreciate you. However Thanksgiving is in the air SO . . .

We Thank You or all the years of loyal support . . . For all the folks you have told to "Call Paul", without you there would be no Main Auction. Now we've said it, we'll go on growling and brow beating you as usual . . .

THANKS ! ! !

And while we are passing around the bouquets there is another group, though smaller to whom we owe a tremendous debt of gratitude as well as loads of dough. Our best friends in the community, the mortgage holders. They are the guys who held the bag while we built the business. Confidentially, they are still hanging tough and we can all thank them together. You, too, fellow customers.

We just as well pass some more laurels to that lucky group that service us; The oil, gas and service station men, the Idaho Statesman advertisers, TV and Radio Stations and a hoard of others who share your commission dollars. They have been SWELL to work for and with and we thank them.

One and all, From the MAIN AUCTION to Boise, Idaho, the best Community out of doors, our sincere and hearty thanks.

Weather Hinders Missouri Meeting

Snow, ice and treacherous roads held down attendance at the Missouri Auctioneers Association meeting held at the Hotel Bothwell in Sedalia, on Sunday, December 9. However, those who did make the trip were rewarded by a most interesting meeting and a day of fine fellowship among each other.

Dinner was served at noon for some 40 persons although twice that number had made advance reservations. During the afternoon the film showing "Highlights of the 1956 Auctioneers Convention" was presented. Short talks were made by Col. Olen Downs, Vice-President of the Missouri Auctioneers Association; Col. Bill McCracken, Director of the NAA; and Col. Bernard Hart, Secretary of the NAA. The group's President, Col. Ray Sims of Belton, presided at the meeting. It was voted to hold their next meeting at the same location in May, exact date to be announced. At this time the annual election of officers will be held.

An unexpected event at the meeting was the announcement of the engagement of Miss Betty Spry and Col. Olen Downs. Their wedding date was set for later in the month.

Although a young organization the Missouri group has a membership of nearly 90 members. Along with the fact that they successfully sponsored a National Convention before they were a year old it makes the Missouri Auctioneers Association the outstanding organization of its kind.

6,000 Mink On N.J. Fur Farm Will 'Harvest' 2,000 Pelts

PLEASANT GROVE, N. J. — Their fine fur coats having reached the peak season of the year, several thousand mink will meet untimely ends (or timely ones depending upon the point of view) this month so that their pelts may be fashioned into 'lady's mink stole, jacket, coat, or what-have-you for next winter.

The fur farm, operated by Edward and Joseph Nowacki, currently has some 6,000 mink living in individual wire cages. Most of them, now full-grown, were born last May. Mink, it is explained, are bred in March, give birth to kits in May and are killed in December in their accelerated life schedule. It is essential to take the pelt at the peak of the winter coat because the fur, particularly the familiar pastel or brown variety, goes off-color quickly.

The best of the year's production will be retained as breeders for the 1957 season.

After the pelts are taken, the lengthy process of scraping, cleaning and drying begins. The pelts are auctioned at the fur auction in New York in matched bundles of 30 to 50 pelts. In the interest of gaining the most favorable prices for its members, it is related, the association of mink breeders has worked out an orderly marketing of pelts throughout the year so that the market is not "flooded" at the end of the raising season.

The brothers Nowacki have been engaged in the mink business for about 20 years, starting in North Haledon before moving their operations to Pleasant Grove 11 years ago. They came here with 1,900 mink and have expanded their fur farm each year.

Mink raising, while by reputation a lucrative enterprise because of the value of mink pelts and of feminine attire made from them, is "a lot of hard work" and does not return the profits many people believe, the Nowackis observe. Mink are expensive to feed, for one thing.

They are fed a mixture of fish, meat and a special cereal. The ingredients are

purchased separately and are mixed on the premises. Considerable initial investment is also necessary for a mink ranch. The Pleasant Grove Fur Farm has a series of aluminum roofed buildings containing rows of metal cages or nest boxes held high off the ground to guard against dampness. An intricate pipeline watering system carries fresh water to cups in the individual cages.

Because mink are hardy animals, the buildings are not enclosed at the sides, but care to protect them against disease is demanded.

It is necessary to keep each animal separated from the others as a health measure and because of the species' natural ferociousness. Handling of the animals requires heavy leather gloves and skill.

Because of the high investment in equipment, housing and maintenance as well as the purchase of breeding mates and the work and problems involved, mink ranches are becoming larger in size, but fewer in number, the Pleasant Grove mink breeders relate. Domestic mink ranchers have another current problem, the Nowacki brothers note; that of pelts being put on the U. S. market from Scandinavian countries.

Gentlemen interested in buying a mink coat for their wives or "friends" may be assured of selected pelts of excellent quality, the breeders, advise, if they insist on coats labeled UMPA or EMBA, depending on the color of the coat. Quality is certified by the labelling by the Mink Breeders' Association, it is explained.

The Nowackis disclose that mink are grown in at least 40 different shades and blends of color, having been developed during years of cross-breeding. One of the more impressive shades is the Breath of Spring Sapphire, resulting from the cross breeding of the more traditional brown mink with a blue mink.

The cross breeding process has also

IN UNITY THERE IS STRENGTH

been effective in developing an animal of larger size with a fur of fine texture that years ago had been confined to smaller members of the species. Because of the cross breeding, the mink ranchers observe, it is improbable that any pure strains remain.

Mrs. Worthmore and her French poodle were shopping one day when she noticed that the man standing next to her at the counter was looking fearfully at the puppy frisking about his legs. "My, my" she said, "don't be afraid of Felix, he won't bite you."

"Madam," said the man, "I wasn't afraid he'd bite but I noticed him lifting his hind leg and I thought he was going to kick me."

"You should be very, very happy, Madame," the fortune teller murmured. "A nobler man than your husband you have yet to meet."

"How exciting! But when?"

Office Boy (nervously): "Please, sir, I think you're wanted on the phone."

Employer: "You think! What's the good of thinking?"

Office Boy: "Well sir, the voice at the other end said, 'Hello, is that you, you old idiot?'"

"Don't you find that a new baby brightens up a home?" asked the lady next door.

"Yes, I do," answered the new father. "We have the lights on all night now."

Heckler: "Tell 'em all you know pal. It won't take long."

Speaker: "Why not tell them all we both know? It won't take any longer."

"Johnny, where are the cookies I put in the jar this morning?"

"They must have vanished into the empty heir."

GENERAL ELECTRIC, WESTINGHOUSE, SUNBEAM, HOOVER, BENRUS, PROCTOR, EKCO, LIGHTERS, FANS, TOASTERS, MIXERS, DRILLS, HARDWARE, WATCHES, TELEVISION,

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DORMEYER, UNIVERSAL, CANNON, PEPPERELL, DOMINION, CLOCKS, ALUMINUM WARE, SOFT GOODS, VACUUM SWEEPERS.

THIS AND THAT . . .

By BERNARD HART

Our good friend and loyal supporter, "Pop" Hess, has made a suggestion that sounds good to us. Since there are many State Auctioneers Associations and more forming each year, he thinks it would be good from a promotion standpoint as well as from a news and interest view for each State organization to buy a page of space in each issue of "The Auctioneer." On this page could be listed the names and addresses of the officers and directors followed with short items of news pertaining to that particular state. This could serve as a news-letter to the members and they could also keep informed on the activities of the other state organizations. We like the idea and since many of you are having your annual meetings in the next few weeks we would like to have you discuss the plan. We might add that we could give you some mighty attractive advertising rates.

* * *

Speaking of State Auctioneers Associations, Colorado is warming up to the subject and don't be surprised at an announcement from them in the near future.

* * *

Our eyes are on Indiana and its State Convention, January 7. Col George Skinner of Indianapolis, Chairman of the Membership Committee, is working hard to encourage attendance and this writer is expecting a crowd that will literally burst the walls of the Warren Hotel in Indianapolis, as a result of Col. Skinner's efforts in cooperation with the other officials.

* * *

This marks the first time in the history of "The Auctioneer" that the pictures of the graduating classes of two Auction Schools have appeared. We wish every Auction School would send us their class pictures and again we invite them to do so.

* * *

While on the subject of Auction Schools, it is our plan to publish an Auction School Directory as soon as we get the infor-

mation compiled. Hardly a week passes that we do not get inquiries from prospective students in regard to Auction Schools. A Directory giving the name and address of the School, the dates their classes convene and the length of the term would be a service to the Schools and the prospective students.

* * *

Our Hoffman fund received quite a boost recently with a check from the Western Chapter of the Pennsylvania Auctioneers Association. Theirs was the first contribution from an Auctioneers organization.

* * *

At the business meeting held during the 1955 National Convention at Indianapolis, the Membership voted that the Col. J. Albert Ferguson Memorial Fund (which had been laying dormant) be put to some use which was to be determined by the Board of Directors. At the business meeting of the Officers and Directors during the 1956 National Convention at Kansas City, it was voted that the Secretary use this money to buy permanent office equipment. We are now ready to report the purchase of two nice filing cabinets but have not decided upon the use of the balance of the Fund at this time.

* * *

We had hoped to have some pictures of the interior of our office ready for publication at this time but the press of duties has delayed this plan. The continued growth of our organization has caused our physical assets to increase until it takes a good deal of space to house them. The N.A.A. now owns four full sized steel filing cabinets used for records and correspondence, two steel shelving units where back copies of "The Auctioneer" are stored and we are desperately in need of a cabinet for the filing and storing of engraving plates.

* * *

Have you looked at the Booster Page? If not, turn back and take a look. There are now more names listed and more states represented than ever before and

we are happy to report that all are paid up. Names of those who are delinquent are removed. We now have the Territory of Hawaii and the Canadian Province of Quebec represented. There was a time when we were seriously considering the elimination of the "Booster Page" but as soon as it was discussed we had a revival of interest that has steadily increased. Many of you will be paying your Annual Membership dues this month. Why not add \$5.00 for a Booster Page listing?

* * *

A piece of advice that I received and have followed is "Attend every auction sale you can. You can always learn something that will help you, either some things you should do or some you should NOT do." I am sure that Col. Darwin Johnson, Nevada, Mo., and Col. V. I. Matthews, Carthage, Mo., found plenty of the latter when they attended a sale I conducted near Pittsburg, Kas., last month. However, I was certainly glad they were there and it is my opinion that we would all be better off if we would attend a lot of sales—even those conducted by our competitors.

Foland School To Begin New Term

We call the attention of our readers to a page notice, from the R. C. Foland Real Estate Auction School at Noblesville, Indiana, together with an enrollment blank. Those interested please observe this elsewhere in this issue.

It is said that Col. Foland is the only Auctioneer in the world who has compiled a logical and convincing sales canvas. In fact, he is the author of a copyrighted book which he published on the "Advantages of Selling Real Estate by Auction." He gives permission to his graduates to use this interview and he teaches how to sell anyone on the method. Col. Foland developed this interview as a necessity in building his own auction business. Without this interview, Col. Foland admits that his very successful career as a real estate auctioneer would have been difficult to attain.

"I find 'The Auctioneer' very helpful and educational." Harold E. Ball, Portland, Ore.

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THE LIGHTER SIDE . . .

MAKE MINE HAM

Bombers were over the city, the sirens were screaming and people were racing for the shelters.

"Hurry up!" cried the housewife to her spouse.

"I can't find my false teeth," called her husband.

"False teeth!" returned the exasperated wife. "What do you think they're dropping? Sandwiches?"

SUGGESTION

Employer: "Whenever I enter the workshop I want to see every man cheerfully performing his task. Therefore, I invite you to place in this box any further suggestions as to how this can be brought about."

When the box was opened the next week it contained one slip of paper on which was written: "Don't wear rubber soles."

THE SCIENTIFIC MIND

A psychologist is a man who watches everybody else when a pretty girl enters the room.

CAREFUL

"Do you suggest he's a thief?" asked the attorney.

"I wouldn't say he's a thief, suh," said the witness. "But if I was a chicken, I'd sure roost high."

PROBABLY NOT

Doctor: "If the operation seems necessary, could you pay for it?"

Patient: "If I couldn't pay for it, would you think the operation was necessary?"

SUPERLATIVE

Proprietor: "In this restaurant when you order a good cup of coffee you get the best cup of coffee in the world. When you order a fresh egg, you get the freshest egg in the world. When you . . ."

Customer: "I believe you. I ordered a small steak."

DIRECTIONS

A motorist stopped his car on a country road and asked a native how far it was to Millerstown. The reply was: "It's 24,996 miles the way you're headed, but if you turn around it ain't but four."

TOUGH QUESTION

Registrar: "Have you been married before, madam? And if so, to whom?"

Film Star: "What is this — a memory test?"

BOOM!

"What are you putting in your pocket, Murphy?"

"That's a stick of dynamite. Every time Riley sees me he slaps me on the chest and breaks all my cigars. Next time he does it, he's going to blow his darned hand of."

TATTLE TALE

The salesman at the door was rattling off the usual glib line. "All you do is sign here, pay the small initial charge, and pay no more for six months."

"Who," roared the lady at the door, "who in blazes told you about us?"

CONFUSING

Notice in doctor's office: "Ladies in waiting room are asked not to exchange symptoms. It gets the doctor hopelessly mixed up."

SLIGHT ERROR

The fog was thick and the chief officer of the tramp steamer was peering over the side of the bridge. Suddenly, he saw a man leaning over a rail only a few yards away.

"You confounded fool," he roared, "What on earth do you think you're doing? Don't you know my ship has the right of way?"

Out of the gloom came a sardonic voice. "This isn't a ship, Captain. This is a lighthouse!"

IN UNITY THERE IS STRENGTH

EXPENSIVE

Nero was talking finances with one of his officers in the amphitheater in Rome. "We aren't making much money from this building," Nero said. "Any idea why?"

"Yes, I know," replied the officer. "The lions are eating up all the prophets."

HELP!

It is reported that a Communist Party worker, having a particularly tough time finding recruits in America, submitted the following report to his superior:

"It is becoming increasingly difficult to reach the downtrodden masses in America. In the spring they're forever polishing their cars; in the summer they take vacations; in the fall they go to the World Series and football games. And in the winter you can't get them away from their television sets. Please give me suggestions on how to let them know how oppressed they are."

OFF BASE

An easterner was being driven by a rancher over a blistering and almost barren stretch of West Texas when a large brightly-colored bird scurried across the road in front of them. The visitor had never seen a bird like that and asked what it was. "That's a bird of paradise," said the rancher.

"Pretty long way from home, isn't he?" remarked the visitor.

ON A HILL

A traffic expert said recently that if all the cars in the nation were placed end to end, some fool would pull out and try to pass 'em.

THAT'S LIFE

Dad labored hard for nineteen years
to keep the wolf away;
Then daughter up and married one
And brought him home to stay.

GOOD RIDDANCE

Smart alec tourist: "What's your speed limit?"

Native: "Ain't got none! You fellers can't go through here too fast for us."

NO SECRET

"Who said you could kiss me?" the girl indignantly asked her escort.

"If you must know," the guy answered, "just about everybody in town."

NOTHING TO IT

"You writers must make a lot of money," suggested the pastor to Editor Jones.

"Yes," admitted the scribe, "I have received as much as \$600 for writing eight or ten words."

"And what did you write?"

"Ninety days after date I promise to pay," replied the editor.

YES, THAT WOULD DO IT

After a very trying day at the office, the husband was enjoying his pipe and reading the evening paper. His wife, who was working on a crossword puzzle, suddenly called out, "John, what is a female sheep?"

"Ewe," replied her husband.

And that's how the fight began.

THE INSULT

Defendant—"I socked him, your Honor, because he said I belonged to the Boon family."

Magistrate—"Well, what's so bad about that?"

"And furthermore he said my father's name was Bab."

THE CHEAT

"I just couldn't trust that woman, Agnes."

"Why not?"

"Well, I feel that she's a bit too cunning and possibly, just possibly, somewhat dishonest. For example, she's told more little white lies about me than I have about her."

TOUGH ON EVERYBODY

"I feel so sorry for the Joneses."

"Why?"

"With all this inflation they can hardly keep up with themselves."

ONE ADVANTAGE, ANYWAY

There's one advantage to buying rock n' roll records. When they wear out, you can't tell the difference.

TEN YEARS AGO

The following gleanings are from the "AUCTION NEWS-LETTER" dated January, 1947:

No. X—Vol. II of the above mentioned publication was evidently distributed immediately following the 1947 National Convention as most of its contents refer to that event.

Officers elected for the year were: Col. Jack Gordon (Illinois), President; Col. F. G. Morse, 1st Vice-President; Col. D. H. Williams, (Pennsylvania) 2nd Vice-President; and J. A. McClintock, St. Louis, Mo., Secretary-Treasurer. Members of the nominating committee were Cols. Earl Ellis, R. C. Kirkbride and O. L. Judy.

* * *

Col. Clem Bohr, Clintonville, Wis., gave a very impressive talk on Land Auction Sales. Col. Oard Sitter (Ill.) and Col. H. R. Crippen (Mo.) gave some tips on the handling of Farm Sales. Other addresses were made by Messrs. Chaffee, Drake, Wilson and Gordon. These were taken down by a stenographer and will be published in later issues of the "NEWS-LETTER."

* * *

In the business of the convention a set of By-Laws and a Code of Ethics were adopted. The possibilities and advantages of a Ladies Auxiliary were discussed.

* * *

Pictures used in the January issue were one of C. B. Drake addressing the Con-

vention and the Illinois Group at Breakfast. The Convention was held in the Hotel DeSoto, St. Louis. No attendance figures were announced.

* * *

Several conferences of the Illinois delegation resulted in the formation of a permanent organization to be known as the Illinois Association of Auctioneers. Officers elected were C. B. Drake, President; L. Oard Sitter, Vice-President; and V. C. Van Tassel, Secretary-Treasurer.

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Ol' George Sez:



Howdy Friends,

Well I hope y'all had a nice holiday season an' hope that you have a very successful new year.

Say, we're ready and rarin' to serve you in the year of 1957. Me an' the boy, Georgie, has been talking and we can't see why more of you fellow auctioneers ain't using our "NU-ART SIMULATED ENGRAVED BUSINESS CARDS" that's the ones with the RAISED LETTERS. We know that once you have some you'll never go back to the ol' fashioned flat printed cards. Embossed cards are so distinctive. I tell ya what we're goin' to do . . . with ever order of NU-ART SIMULATED ENGRAVED BUSINESS CARDS that we sell in January we're going to send you a FREE copy of our book "AUCTIONEERS CHUCKLES" (it's full of jokes, and stories for the enjoyment of the auctioneer. By the way the price on those cards are \$4.95 for 1,000 printed in black ink only. For cards with red and black ink the price is only 6.50 per 1,000. Up to seven lines of copy and no extra charge for the NAA emblem.

So long 'til next month,
GEORGE G. BORUM

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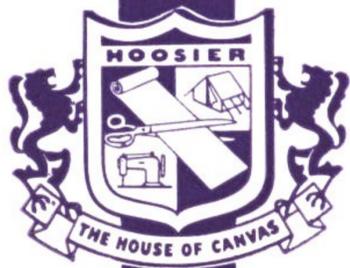
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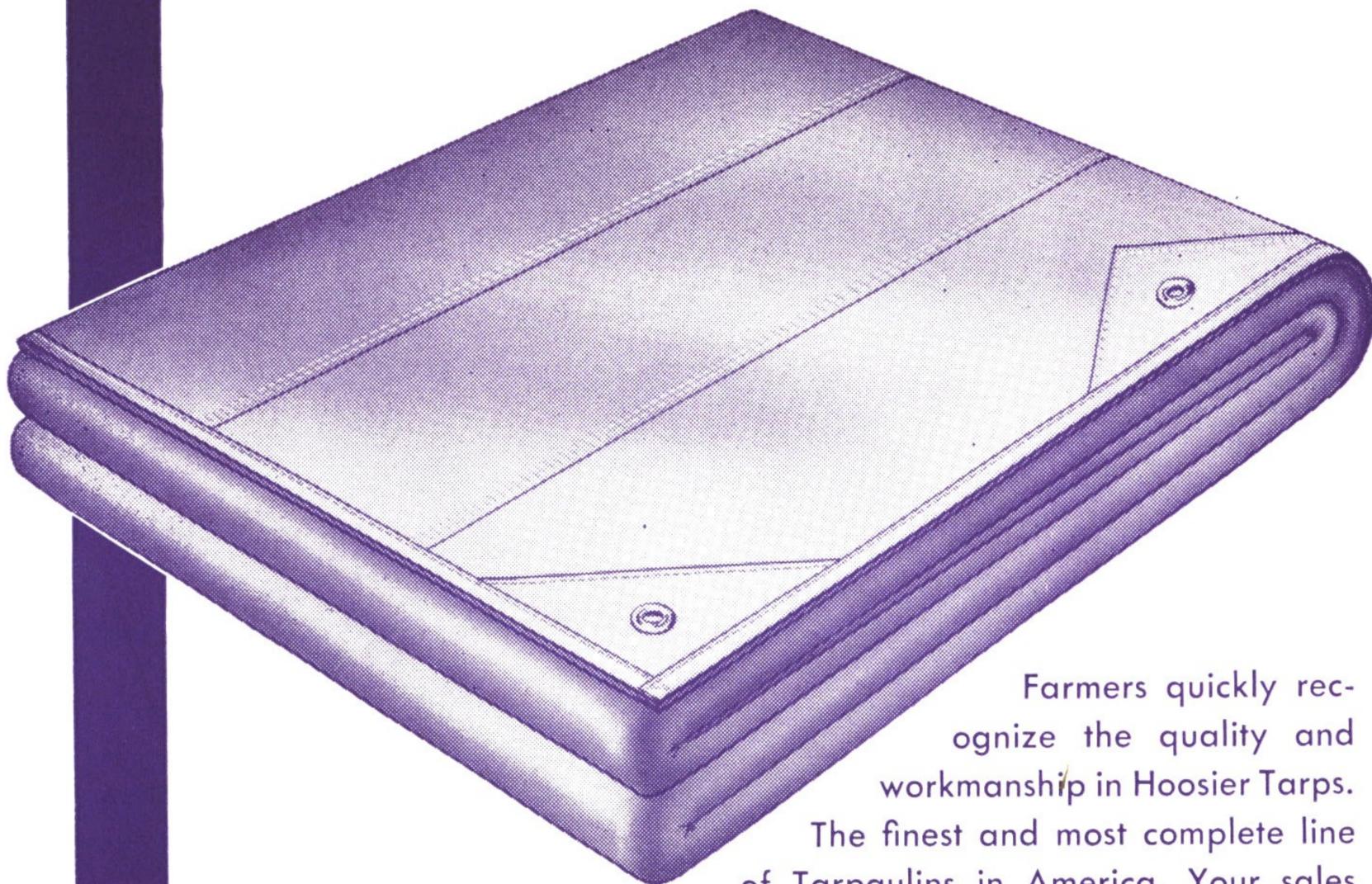
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