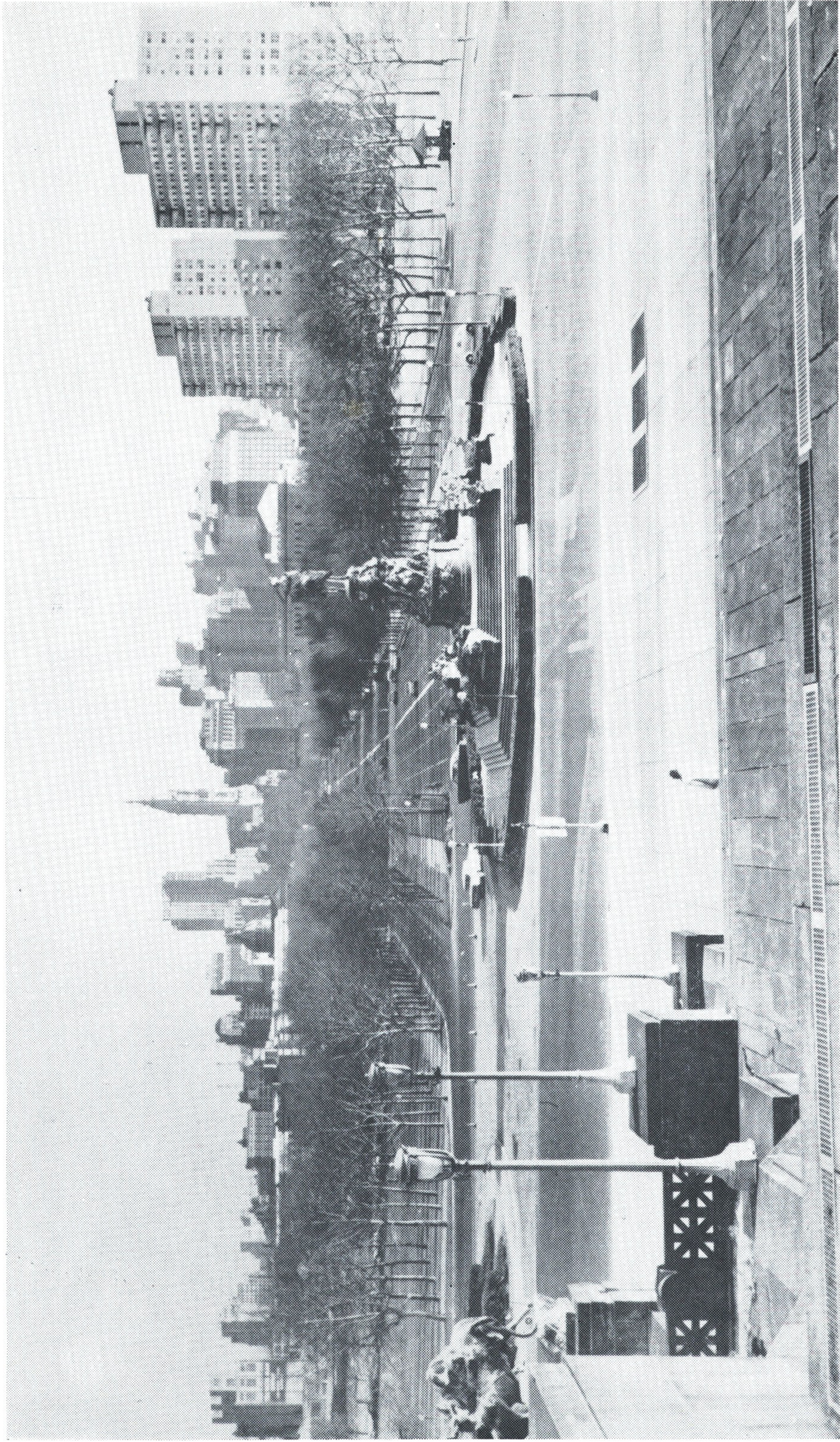


the AUCTIONEER



VOL. XVII
JUNE

No. 6
1966



We hope you are among the hundreds of auctioneers and their families who will be viewing this Philadelphia Skyline. This is how it looks from the terrace of the Museum of Art, looking down the Benjamin Franklin Parkway.

THE AUCTIONEER
is the
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of
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EXECUTIVE OFFICES

901 S. Jackson St. Frankfort, Ind. 46041

IN UNITY THERE IS STRENGTH

NATIONAL AUCTIONEERS ASSOCIATION CONVENTION

Bellevue Stratford Hotel

Philadelphia, Pennsylvania

July 13, 14, 15, 16, 1966

Convention Chairman — Ralph Horst, Marion, Pa.

PROGRAM

Wednesday, July 13, 1966

10:00 A.M.—Meeting of Hospitality Committee—Crystal Room
3:00 P.M. to 8:00 P.M.—Registration—1st Floor Elevator Foyer
3:00 P.M.—Board of Directors (NAA) Meeting—Crystal Room

NAA OFFICERS

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Jim Messersmith Jerome, Idaho
John A. Overton Albuquerque, New Mexico
Louis L. Stambler Honolulu, Hawaii
Herbert Van Pelt Readington, New Jersey
Si Williams Walla Walla, Washington

8:00 P.M.—Amateur Contest—Sons and Daughters of Auctioneers—Henry Brooks, Wilkes-Barre, Pa., Master of Ceremonies. Prizes furnished by New Jersey State Society of Auctioneers—Clover and Red Rooms

IN UNITY THERE IS STRENGTH

Thursday, July 14, 1966

8:00 A.M. to 5:00 P.M.—Registration—1st Floor Elevator Foyer

9:00 A.M.—Breakfast—Pennsylvania Auctioneers Association—Tecumseh Room

10:00 A.M.—Meeting of Auditing Committee—Poor Richard Room
Meeting of Grievance Committee—Pink Room
Meeting of Resolutions Committee—Crystal Room

12:00 NOON—LUNCHEON—Ballroom

Group singing of Star Spangled Banner
Pledge of Allegiance to the Flag
Invocation—Col. Jacob H. Ruhl, Manheim, Pa.
Introduction of Convention Chairman
Greetings from Pennsylvania Auctioneers Association—Kenyon B. Brown, President
Welcome to Pennsylvania—W. Stuart Helm, Secretary of the Commonwealth
RECESS

2:00 P.M.—President's Address—Col. John L. Cummins, Cynthiana, Ky.
“Customer Relations”—An address by Mr. Elmo L. Joseph, Manager-Owner Relations, Chrysler Motors Corporation, Detroit, Mich.
“Antiques at Auction”—A panel discussion led by Col. Chuck Roan, Cogan Station, Pa.
“Special Selections”—Col. Dick Crittenden, Mansfield, Pa.

5:00 P.M.—ADJOURN

6:00 P.M.—Buffet Dinner—Ballroom

7:30 P.M.—Fun Auction and Special Entertainment—Ballroom
“Dopey Duncan”—A comedy skit furnished through courtesy of the Lehigh Valley Society of Auctioneers.

IN UNITY THERE IS STRENGTH

Friday, July 15, 1966

8:30 A.M. to 5:00 P.M.—Continued Registration—1st Floor Elevator Foyer

9:30 A.M.—Call to Order—Ballroom

“Personal Property Appraisals”—Col. Claude F. Smith, Lancaster, Pa. (A question and answer period will follow)

“Farm and Industrial Equipment at Auction”—Col. Elias Frey, Archbold, Ohio

“Feeder Cattle Auctions”—Col. Morris Fannon, Pennington Gap, Va.

“Bid Calling Seminar”—Col. Jim Messersmith, Jerome, Ida., Leader

12:00 NOON—ADJOURN

1:30 P.M.—“Purebred Swine and Sheep Auctions”—Col. Hobart W. Farthing, Findlay, Ohio

“Coin Auctions”—Col. Mervin W. Adams, Millersburg, Pa.

“Sale Preparation and Advertising”—Col. Everett W. Miller, Rives Junction, Mich.

“Real Estate at Auction”—Col. Alfred E. Traiman, Philadelphia, Pa. (A panel discussion will follow, moderated by Col. Wylie Rittenhouse, Vanderbilt, Pa.)

5:00 P.M.—ADJOURN

8:00 P.M.—“Plain Betsy”, a Broadway Play, featuring the Pennsylvania Dutch. (Sponsored by the Pennsylvania Auctioneers Association)—Ballroom

IN UNITY THERE IS STRENGTH

Saturday, July 16, 1966

8:00 A.M.—Breakfast Meeting of National Officers and Directors with State Association Presidents and Secretaries as Guests—Clover Room
Col. B. L. Wooley, 1st Vice President of NAA, Presiding Officer.

9:30 A.M.—Call to Order—Ballroom

“Quarter Horses”—Col. Dean H. Parker, Auburn, Calif.

“Memory and You with Other People”—Mr. Bob Sappenfield of the Dale Carnegie Institute.

“The Furniture Auction House”—A panel discussion led by Col. Harold Keller, Mt. Joy, Pa.

“Reminiscence by a Veteran”—Col. Herbert Van Pelt, Readington, N. J.

12:00 NOON—ADJOURN

1:30 P.M.—Annual Business Meeting—National Auctioneers Association—Ball room

Secretary's Report

Treasurer's Report

Report of Auditing Committee

Report of Grievance Committee

Report of Resolutions Committee

Report of Nominating Committee

Election of Officers and Directors

Acceptance Address of New Auxiliary President

Acceptance Address of New NAA President

Announcement of 1967 Convention Site and other Activities of the Board of Directors

4:00 P.M.—ADJORN

4:10 P.M.—Meeting of 1966-67 Officers and Directors—Tecumseh Room

6:30 P.M.—Grand Banquet—Followed by Presentation of Awards and featured by an address by Dr. Ronald W. Meredith, Minister of First Methodist Church, Wichita, Kansas.—Ballroom

9:00 P.M.—Refreshments and Dancing.

National Convention Committee Members

HOSPITALITY COMMITTEE

Margaret Berry, West Newton, Pa.,
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Mr. and Mrs. J. Omar Landis, Man-
heim, Pa.

Mr. and Mrs. Wiley Rittenhouse, Van-
derbilt, Pa.

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Mr. and Mrs. Q. R. Chaffee, Towan-
da, Pa.

Harold Keller, Mt. Joy, Pa.

Mr. and Mrs. Woodrow Roth, Em-
maus, Pa.

Mr. and Mrs. Jake Spencer, Towan-
da, Pa.

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A. C. Dunning, Elgin, Ill.

Jim Messersmith, Jerome, Ida.

C. B. Cunningham, Greenwood, S. C.

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Riley T. Jefferson, Lincoln, Del.

Vernell Johnson, Hartford, S. D.

Louis L. Stambler, Honolulu, Hawaii

Si Williams, Walla Walla, Wash.

DID YOU KNOW?

That at the Convention and seeing the Musical Show, "Plain Betsy" you will learn a lot of new words that you can inject into your bid calling. Try the following — ICH LIEBE DICH — FERHOODLED — FRESERAI — SHOOFLY — SCHMUTZ — and many more too numerous to mention. All the above words will be dramatically, humorously and musically translated for you, during the production.

ANOTHER REASON YOU'D
BE SILLY TO MISS PHILLY.

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Henry Brooks, Wilkes-Barre, Pa.

B. G. Coats, Deal, N. J.

Dick Crittenden, Mansfield, Pa.

Joe Coccia, Harrisburg, Pa.

PUBLIC RELATIONS COMMITTEE

Stan Lieberman, Berwyn, Pa., Chair-
man

Woodrow Roth, Emmaus, Pa.

Henry Brooks, Wilkes-Barre, Pa.

Outstanding Speaker Features Iowa Meet

By Lennis W. Bloomquist, Secretary

It was the 17th Annual Spring Meeting for the Iowa Auctioneers Association at the Burke Motor Inn, in Carroll, April 24. A pleasant day helped in drawing auctioneers and their wives from all sections of the state to the meeting.

Ron Henrichsen, a Public Relations Director, of Ft. Dodge, Iowa, was the day's principal speaker. His address, entitled, "Lazy American," drew many favorable comments. A letter of comment from a member who has attended all the Iowa meetings classed Mr. Henrichsen as, "Probably the best speaker he had heard at any meeting."

Ronald Schectman, a member of Carroll's city council, welcomed the group to the City. Auctioneers, their families and guests were introduced and entertainment was by the Jazz Band from the Glidden Public School.

Iowa's second auctioneer's contest was discussed and Leland Dudley, Hampton, was named Chairman of this year's contest. It will be conducted during the Fall Meeting which will be held at one of the Holiday Inns in Des Moines, October 29-30.

A reformer is someone who insists on his conscience being your guide.

Welcome To Pennsylvania

By Kenyon B. Brown, Pa. State Pres.

Pennsylvania auctioneer members are hard at work making plans to make your convention attendance an enjoyable and memorable occasion.

If you hate your fellow man, if you dislike discussing the auction business, if you hate crowds, if you despise ed-



ucational speakers and seminars, if you can't stand entertainment, if you detest pleasing your family on vacation, if you know all there is about your business, if you can't stand new ideas, if you hate fun and laughter, if you can live happily with all of these things, then we wholeheartedly advise you to stay home July 14th through July 16th. There would be no point in attending the National Convention in Philadelphia because anyone attending is going to be "in" with all the above. Plus many other desirable activities.

Ralph Horst, Convention Chairman and Helen Keller, Auxiliary Chairman are working hard with their aides in planning one of the best conventions possible. All Pennsylvanians urge and welcome you to accept our hospitality.

We have been royally treated in your states and now it is our turn to treat you as royalty. We cannot if you stay away.

We feel this will be the highest attendance of any convention due to the location. The larger the attendance, the more knowledge you can obtain in the "foyer". We do not slight the planned programs however. Both features are equally valuable to you.

Philadelphia is a family town with something of interest to all in your family. Plan a leisurely drive through Pennsylvania on your way to and from Philadelphia. After Vermont, Pennsylvania has the greenest green you have ever seen.

We won't say you will have the best convention time in Philadelphia, but if you don't, it won't be because we of Pennsylvania haven't tried. A balanced program is planned, entertainment acquired, etc., so the rest is up to you. But not if you stay away from our hospitality. Actually our hospitality committee consists of ALL Pennsylvania member auctioneers. Won't you please "break bread" with us so our efforts will not have been in vain!

Shorthorn Auction Sets New Records

The 1966 National Milking Shorthorn Sale held in Des Moines, Iowa, on April 16, was a real record breaker.

The \$895 average on bulls was the highest in the history of the sale. The high selling bull, Valley View Jewel's Robin, a polled yearling, consigned by W. C. Crawley & Son, Gravette, Ark., went to Midwest Genes, Inc., Anoka, Minn., on a bid of \$1,250. This is the second highest price ever paid for a bull in the National Sale.

The 39 females sold for an average of \$517 which was the second highest average since 1952.

Convention A-Go-Go

Just received the first draft of the convention program. It was so impressing that we made reservations at once at the Bellevue Stratford to attend. Why don't you? Now. This is without a doubt going to be the fastest moving convention; full of variety, information, fun, and you name it, it will be there.

Ralph Horst, Convention Chairman is busier than a single rooster in a large henhouse. Ken Brown, P A A President, sees his family by appointment. His fingers are all bandaged from pounding a typewriter to keep a constant flow of communication. Chuck Roan, Entertainment Committee Chairman feels like he is working for the telephone company when his bill comes in. Constant keeping in touch with the other members of his committee. Stan Lieberman is so busy riding herd on Woody Roth and the other members of his committee, that he is suffering from malnutrition, no time to eat.

While you men are out there selling, remember that back here in the Keystone State many labor to assure you of a bang-up convention.

Let us not forget another important cog in this wonderful machine. The female of the species. The Ladies Auxiliary under the able direction of Helen Keller is also burning up the telephone wires, and using up stamps like they were going out of style. She and her committee are hammering out a series of programs and events for the ladies and children of the convention that will spread joy and gladness to all.

Among the many subjects to be discussed on the program by highly qualified speakers will be — Client Relations — Appraisals of Personal Property — Advertising and Sale Preparation — Coin Auctions — Real Estate Auctions — The Conduct of a Modern Auction House — Quarter Horses with a very informative film to a u g m e n t the talk and much, much more.

On the entertainment side, wait till you hear Dick Crittenden give his recitation with music. You will want to keep

him on all night. The Fun Auction will recreate an event that occurred two thousand years ago. The cast in this one has been hand picked and they will pick on your funny bone.

The Amateur Contest has always been a night of pleasant surprises. Your own friends and relatives will perform on the stage to compete for cash prizes. They get the prizes and you have a grand night rooting for your favorite. Last but far from least comes "Plain Betsy" the stage show with live actors (and we do mean live.) All we'll say about this one now is don't miss it. **Drive-Fly-Crawl-Get a Rickshaw-Use a Pogo Stick-Blow up a ballon-Ride a horse-or stand in a strong wind-No matter how, get to this Convention.**

Henry Brooks

"Plain Betsy"



With 15 t u n e f u l songs and a cast of Professional Actors, t h i s Pennsylvania Dutch Musical P l a y will be presented on Friday, July 15th at the Grand Ballroom of the Bellvue Stratford Hotel.

The Author, Marion Weaver of Columbia, Pennsylvania has loaded this show with Toe-Tapping Music, Romance that will make the young glad to be young and the others to relive memories, and maybe, give their wives an extra peck on the cheek.

The dialogue is sparkling and if you don't walk out, after the show holding your sides from laughter, we suggest you hire yourself out to a tobacco shop as a wooden Indian.

Let us assure you that when Pop starts singing the many parodies of his life as a youth it will be very difficult for you to keep dry.

This tender story of two sisters, both in love with the same boy, Jake. Suddenly Don, the New York City Slicker, teaches Betsy about the "worldly" ways. Then Jake is sent into the arms of Hilda. While mom is happy to marry off the girls, she suffers many moments of apprehension in the process.

Pop, because of his past, cannot say too much, but manages to tell how he feels. Kate Dixon, mother of the fast talking New Yorker, is constantly watching Pop. Mom is always watching her and all this time you will be watching them all and having a ball.

Program Highlights

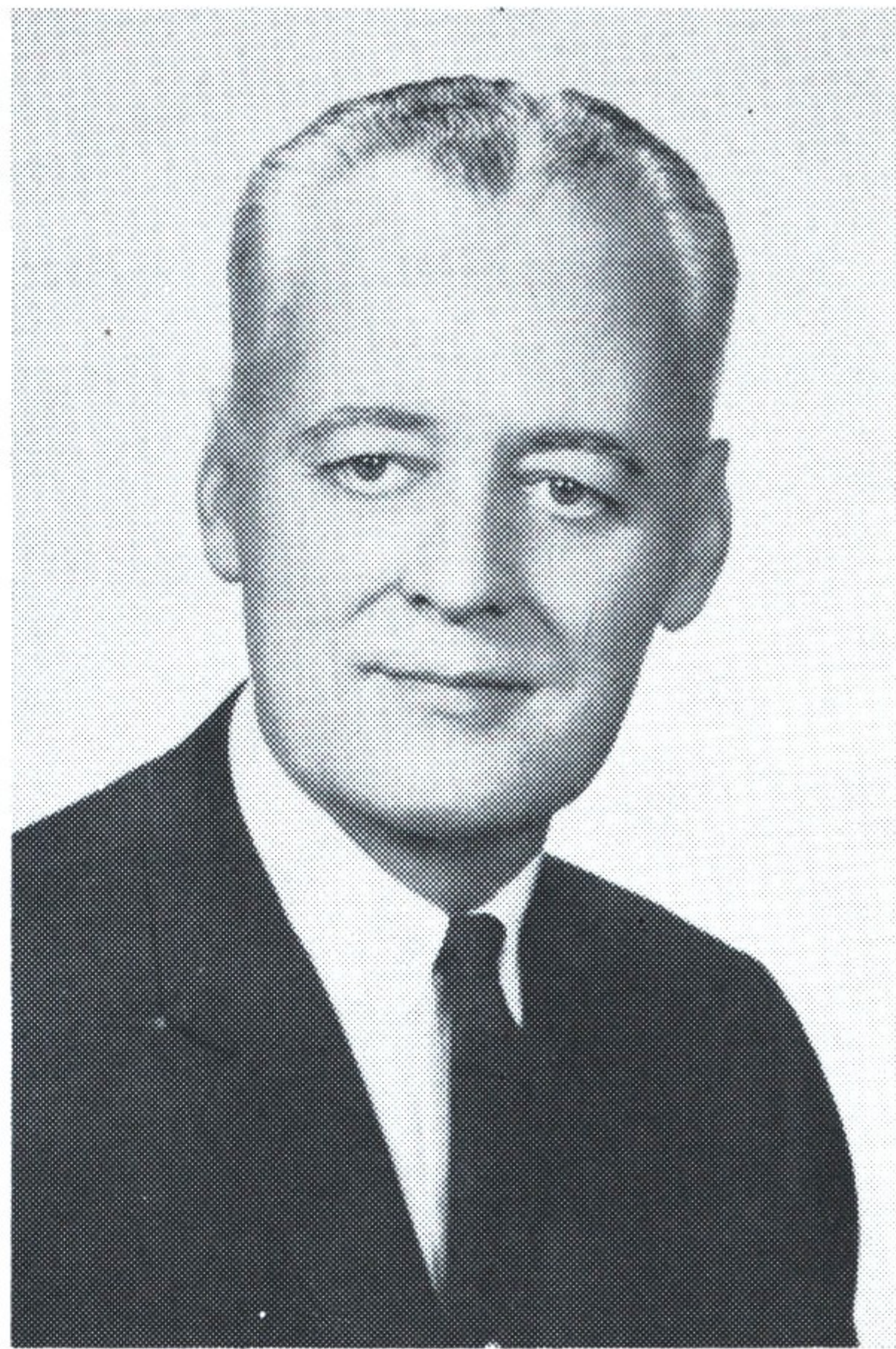
ROBERT SAPPENFIELD

This speaker has been in sales management and general management since he left the Air Force as a pilot and engineer in 1946. His experience has included manufacturing as Vice President in charge of special projects for Cardo Automotive Products, Inc. in Phila.

He has been active in training people in the arts of communication, persuasion, and memory with the Dale

Carnegie organization since 1952, and is now responsible for the operation of all Dale Carnegie Courses in Eastern Pennsylvania.

Mr. Sappenfield will speak at our Convention on Saturday morning. His subject is, "Memory and You with Other People."



W. STUART HELM

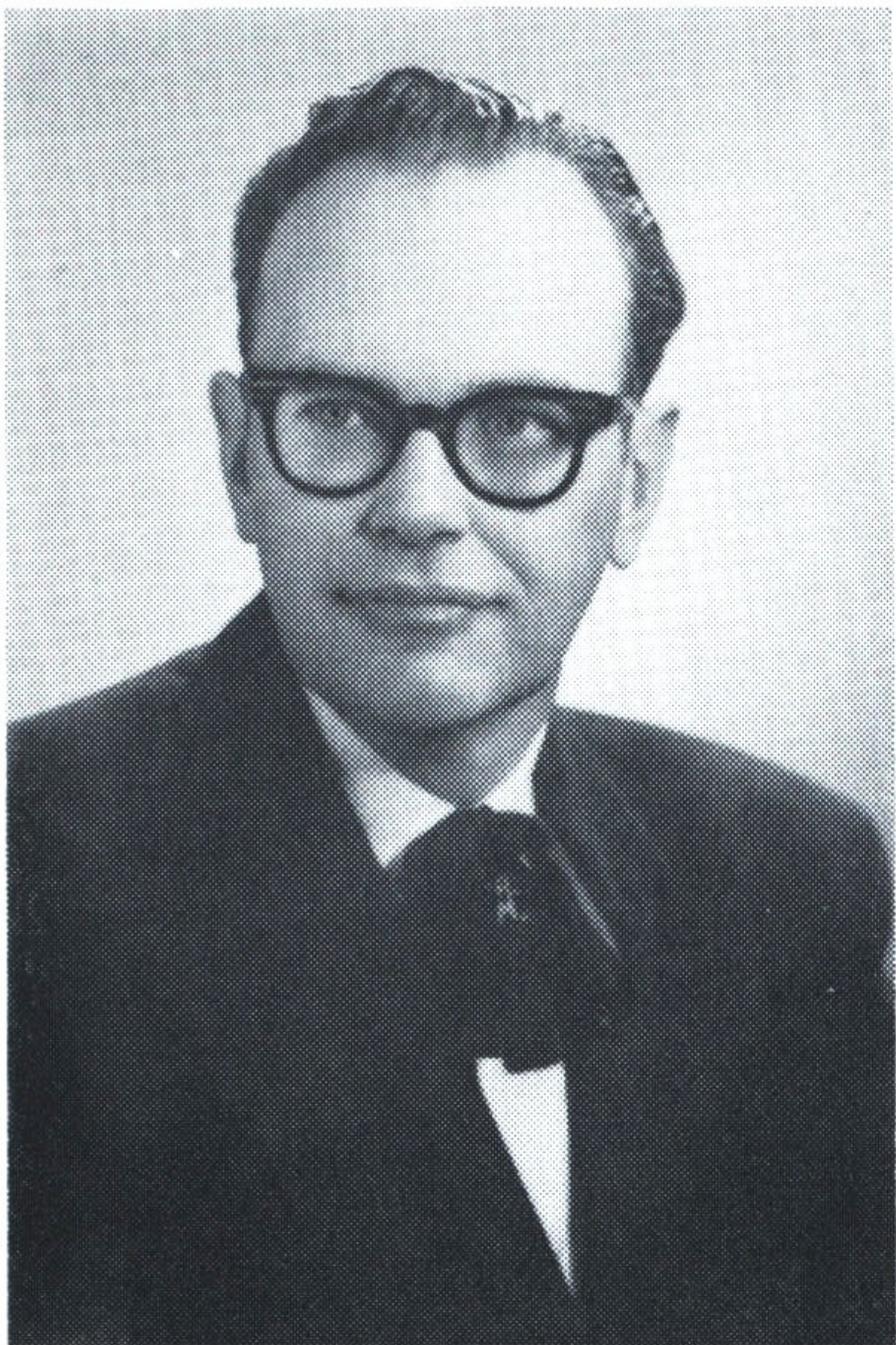
Mr. Helm will be the official representative of the Commonwealth of Pennsylvania, at our National Convention. He will be the guest speaker at our Thursday Luncheon, the event that officially opens the convention program.

For the past year, Mr. Helm has been serving as Secretary of the Commonwealth. Immediately previous to this appointment he had served as Special Assistant to Governor Scranton. Beginning in 1940, he served 25 consecutive years in the House of Representatives and served as Speaker of the House on two different occasions.

A native Pennsylvanian, Mr. Helm is married and has two daughters. His higher education was at Penn State and Duquesne University. He is a Mason, an Elk, a Kiwanian and a Presbyterian.

Our Banquet Speaker

Dr. Ronald R. Meredith, a graduate of Hamline University, A. B. and D. D., and Drew Theological Seminary, B. D., came to First Methodist Church, Wichita, Kansas, in February, 1953. Before coming to Wichita, he was pastor of the First Methodist Church of Fresno, California. While in Fresno, he had a television series, "There Is An Answer," which was very successful; and, in addition he spoke to a radio audience of



RONALD R. MEREDITH

50,000 each Monday evening. Dr. Meredith has hundreds of requests and follows a busy year-round schedule as a lecturer for ministerial conferences, high schools, colleges, universities, and civic organizations across the nation.

In 1958, after a trip around the world, which took him to Italy, Greece, Turkey, Lebanon, Pakistan, India, Thailand, China, and Japan, the Sunday service of First Methodist was taken to the Wichita Forum on May 18, where a capacity crowd of 5,000 heard Dr. Meredith preach on "Plight of the Peoples." More than 1,000 were turned away that

Sunday morning. President Dwight D. Eisenhower invited Dr. Meredith to Washington for an interview, after hearing of this sermon; and the interview, which was scheduled for fifteen minutes on June 17, lasted thirty - two minutes, indicating the President's interest in Dr. Meredith's observations on world problems.

Dr. Meredith accepted the invitation of Ambassador Adlai E. Stevenson in October, 1962, to attend a citizens' briefing session by the Foreign Policy Association in the United Nations Building in New York.

The Doctor of Humanities degree was bestowed upon Dr. Meredith by the Board of Trustees of Southwestern College, Winfield, Kansas, on May 19, 1963.

An invitation from Dr. Albert Schweitzer to visit his hospital at Lambarene, in Gabon, Africa, was received by Dr. Meredith in the summer of 1963, and he left Wichita on September 15, flying non-stop to Paris, and then to Africa. Dr. Meredith had the privilege of having many long conversations with Dr. Schweitzer and was allowed to tape an interview, a procedure never before agreed to by the world famous figure. Dr. Schweitzer not only invited Dr. Meredith to visit him again, but insisted that he come at any time, with no advance notice necessary.

After a five-day visit at Lambarene, one of the richest experiences of his life, according to Dr. Meredith, he flew to Athens, and then to Rome, where he had been invited to attend the Second Ecumenical Council which was in progress at the Vatican. He was introduced to the Cardinals and Bishops of the Catholic Church and was seated in the Council meeting only six feet from the Pope, an honor rarely given a Protestant.

Dr. Meredith spent a week in the Holy Land, then went to Berlin, Oslo, Stockholm, Copenhagen, and London. He spent several days in London, where he visited John A. T. Robinson, Bishop of Woolwich, author of the much-discussed

book, "Honest To God." Upon his return to Wichita, Dr. Meredith again preached to a capacity crowd of 5,000 on Sunday, October 27, in the Wichita Forum.

On New Year's Eve, 1963, a unique and revolutionary television program was presented for the Midwest audience. The management of KAKE-TV, ABC affiliate in Wichita, asked Dr. Meredith to appear from 12 midnight until 7:00 a.m. to talk on the telephone with persons calling to share a problem of personal or family concern. There was much speculation during the week prior to airtime as to whether the program, "Dr. Meredith Counsels For The New Year," would have any response. The television station had eight lines available for incoming calls, and thirty minutes after the program was underway, all lines were filled and remained so until 7 a.m. when the calls on the switchboard had to be released because of signoff. Southwestern Bell Telephone called at one point to ask that viewers wait awhile between their attempts to reach Dr. Meredith at the station because all circuits in Wichita were tied up. The widespread viewing audience outside the metropolitan area of Wichita was evidenced by 37 calls from various cities in Kansas and Oklahoma.

The success of Dr. Meredith's New Year's Eve appearance prompted the initiation of a 10:30 p.m. to 12 midnight slot each Monday on KAKE for "Call Dr. Meredith", a program of directional counseling of human problems via telephone calls from viewers seeking an empathic ear. With his unique ability to stimulate candid honesty with those who talk with him, Dr. Meredith was able, in hundreds of cases, to focus attention upon the underlying causes of the problems and to motivate the callers to suggest the possibilities for their own solutions.

"Call Dr. Meredith" was aired from February 17, 1964, until October 26, 1964, when an ABC network show pre-empted the time slot. This use of an entirely new concept in the medium surpassed all expectations as to response in telephone calls and, during its months of production, set new records in ratings for locally produced television programs

in the United States.

Dr. Meredith is the author of a new book, "Hurryin' Big For Little Reasons," released on October 12, 1964, by Abingdon Press. The second printing of the book was necessary even before the release date, which was unheard of in the history of Abingdon, the largest concern of its kind in America.

Under the inspirational leadership of Dr. Meredith, First Methodist Church, Wichita, has followed the precedent of every other church in which he has served by ministering to overflow congregations and by accomplishing a steady increase in membership. On May 6, 1962, a beautiful new sanctuary was opened to accommodate a growing congregation, and a new educational building was completed in June, 1965. In the eleven years that Dr. Meredith has been Senior Minister of First Methodist, Wichita, the membership has grown from 2,651 to 3,600 a growth not often recorded in church annals.

Interest Increases In Draft Horses

In the 18th annual auction of the Indiana Draft Horse Breeders Association, early in March, seven Belgian stallions averaged \$563, with a top of \$975. Fifty Belgian mares averaged \$542, with a top of \$1500.

In the same sale, 44 geldings averaged \$367, with an \$1800 top. Seven grade mares averaged \$318. Horses sold into 14 states and Ontario. An overflow crowd was reported at the auction. Prices were well above those received last year.

If some of our members still have a soft spot for draft horses they may be interested in subscribing to: Draft Horse Journal, 1803 Oakland Ave., Cedar Falls, Iowa 50613.

DID YOU KNOW?

That you can win cash prizes for a peering on the Amateur Show, Wednesday, July 13th, 1966 — Right now, fill in the application and zip it in — All ages, all types, all talents are welcome.

**ANOTHER REASON YOU'D
BE SILLY TO MISS PHILLY.**



Here is how the High Point Auto Auction looked from the air on the day of their Sixth Anniversary celebration, May 3. A total of 1,078 automobiles were registered for that day's auction. Owners are Forrest and Robert (Red) Mendenhall, both of whom are NAA members.

The President's Letter

As this is the next to the last issue of the Auctioneer before the convention in Philadelphia, on July 14, 15 and 16, I want to invite all auctioneers and their families to attend this convention. I would go so far as to urge you to attend. I think that if at all possible, we should attend our National Convention every year, and especially this year.

Our convention this year is going to be an exceptionally good one. The Pennsylvania auctioneers along with several other state associations in that area, and our convention chairman, Ralph Horst, have been and still are working day and night to give us a fine convention. To me a convention is something worth while and a convention of our own profession should be more attractive than

any other. It is the time that we meet old friends, and make new ones.

We can participate and express our own views and opinions, hear and meet some of the best speakers in the country. These conventions are so educational, informative, and entertaining that it is almost costly to miss them.

So again let me urge you if at all possible to be there where your friends and I will be happy to greet you.

John L. Cummins

TAKE HEED

Learn from modern inventions. From a train: to be late one minute may mean to be late altogether. From a telegraph: each word counts. From a telephone: what you say here is heard there.

CASH PRIZES

NAA Convention Amateur Contest

For Sons and Daughters of Auctioneers

**Mail entry blank now
to get in on the chance to win**

NAME _____ AGE _____

ADDRESS _____

TYPE OF ACT _____

Contest will be Wednesday Evening, July 13, 1966

**Another good reason everyone should attend the Convention
(Prizes furnished through courtesy of the**

NEW JERSEY STATE SOCIETY OF AUCTIONEERS).

Mail Entry Blank To:

Henry Brooks, 405 S. Franklin St., Wilkes-Barre, Pa. 18702



Passing Of Time Changes All Things

By COL. POP HESS

Today, May 9th, is the date of the writing of this article. The past week, here in Ohio, has been real summer weather with temperature up around 80 degrees. I have shed my red flannels. They were wore out and ready for the rag man. This morning, though, I awoke to find it cold and snowing, so I wonder if I will have to find the rag man and get my flannels back.

Corn planting has come to a halt and this has added to my bad writing mood. Writing for the magazine to be published in June and to look out at the snow sure is enough to upset a man.

I called one of my good friends, Don Fisher, and congratulated him on getting the nomination for our County Commissioner. He received some 400 votes more than his nearest opponent. Don, incidentally, is a good N.A.A. member. I also had a long-time friend, Gene Slagle, running for the State Senate, from a district of several counties here in Ohio. He reported that he did not come out so well but he plans to run again. Congratulations to both, win or lose, they are real fine gentlemen.

Here we are at the June issue, the next to last one before Convention time. I hear that all the convention plans are complete and that the program is soon going to press. If my mail is any indication, it looks like the attendance will out number any prior one. I also hear that the State of Pennsylvania will have more auctioneers listed in their state than at any prior time.

I noted on the cover of "The Auctioneer" that the chap traveling through the State of Pennsylvania had arrived at the City Limits of Pittsburgh. He should be in Philadelphia by the middle of July if his thumb holds out.

Years ago, I remember sitting in a

Pullman car, in the railroad yards at Pittsburgh, instead of being in Philadelphia as was the schedule. We finally did make it to Philadelphia, hours later, and finally then to the scheduled auction. I was quite late but good help was available and the auction went on as scheduled without me. I will long remember the miles from Pittsburgh to Philadelphia.

The "Shorthorn World" is on my desk this morning and I see that my oldtime friend, Jack Halsey, has been honored by the Iowa Beef Cattle Producers. This was for his work in promoting beef cattle throughout his area and travels. The writer is well aware of Jack and how he was a top beef cattle pusher. He also was a good hammer man in the Auction box selling them. Also, I can add that he knew how to eat beef. I have often told him he could consume more beef and show less fat than any guy I ever came across. Congratulations, Colonel Jack.

Back at my typewriter again. I just looked out the back door and noted that the rabbits have been making tracks and the wind feels like it is the month of February. Boy, is it a cold wind. This is what we call Cut Worm Weather on new corn trying to get started.

The boys down on the farm say that cut worms, alfalfa weavel and whatever will make farming a problem this year. However, pigs and cattle are holding good on the market. As the poor house is far over the hill as of now, I have taken a new look and ordered a good slice of Ham and Fried Mush for supper tonight. I am from the old school, a good breakfast, a good dinner at noon and supper at night.

I listened to a Book Learned Agricultural Speaker and he told that we who

live a while can see the day food will be scarce and someday it can be a strict ration way of living. Then I listened to another guy who said fat folks are in danger of not living long. Just depends on where you are and how long you live. We see many changes being made. More modern ways, less effort, more pay, the Government Loves Us All, and if you vote for us we will see you won't starve. Kick up your heels and be happy, keep the dollars rolling and help the economy. If we run short we will raise the taxes and pay the bills. I am not too old to remember who pays the taxes.

Laying all jokes aside, let's look back over some 80 years and take count on how we had to do and how we did in my life of 1880 up to the present time. If I could go back and relive it all and even with the years of enjoying the modern conveniences, etc., the words I would use would not be joking and some would probably be unprintable. I enjoy this modern world, I get confused sometimes and just recently out in the front lawn I thought I saw two gentlemen coming strutting down the walk and yelped out "Howdy gents." They looked at each other kind of strange and the one said to the other, "Is that old guy nuts?" The two gents were two women. Live and learn I guess. My other confusion came when I ran into a teenager with bangs and long hair to the shoulders. I thought it was one of the fairer sex, so I tipped my hat and spoke and then found out that it was a high school boy out looking for his girl friend. So folks if you visit me, act your age and kind and maybe this old man won't get confused.

However, the Auctioneer, his style of performance and general trends remain the same as in my memory. I think our latter auctioneers have, if any thing, improved on their way of calling bids—more plain and distinct. The day of the Auctioneer with a lingo (resembling a coon dog going through the woods after a coon) is a thing of the past. As your writer sees it, this year of 1966 has shown more quality and higher standards from our auctioneers in action than ever before.

I am now 100 per cent retired and am planning on making it a point to the Auction way of Selling. Still get the urge to pick up the hammer and see how much outdated I could be.

Many of my readers who live in Ohio and near by will take note that Pop visit auctions and take much interest in the progress of the today auctioneer and Hess' Fram and Livestock Sales Program on the air by Radio WRFD, Worthington, Ohio, is leaving the air. This after 18½ years. This is the close of a very fine relationship with a wonderful broadcasting company. My staff has worked wonderful with me through the many years. This program on October, 1949, opened the gate to all auctioneers, sales managers and livestock breed associations a daily announcement of auctions, etc. The writer extends to all my great appreciation to all who through the years supported this program.

Due to age and health, Mrs. Hess and myself will now close our home here in Delaware. All goes but my pet "Old Mulberry Hill" and it remains for now.

AUCTIONEERS EVERYWHERE, if you have not yet done so, mark down July 14-15-16 on your sale book and reserve it for the **NATIONAL AUCTIONEERS ASSOCIATION CONVENTION** in **PHILADELPHIA, PENNSYLVANIA**. You will be glad you went and will become aware of what is cooking in the land in the field of auctioneering.

A vacation will not hurt your business or you if you properly schedule the dates in order to make the vacation possible. **DON'T MISS IT.**

DID YOU KNOW?

That a special bulletin board will be set up to display any sales bill you will send in. If you have any you want shown at the N.A.A. Convention, send them in to:

Mr. Henry Brooks
405 S. Franklin Street
Wilkes-Barre, Penna.

Share your ideas and perhaps get some.

**ANOTHER REASON YOU'D
BE SILLY TO MISS PHILLY.**

Another Great Meeting Of Nebraska Auctioneers

By Bernard Hart

Nebraskans turned out 150 strong for the Annual Convention of the Nebraska Auctioneers Association at the Tower Motor Inn, Omaha, May 1. Always one of the leading conventions of its type, with location being no barrier, the 1966 edition was true to form.

Even though the convention site was on the extreme eastern border of the state, every section was represented with Jimmy Martin coming from the extreme southwest corner of the state and Franck Diercks, from the extreme northwest, and they, along with many others, traveled hundreds of miles for this event.

The one day program was jam-packed with education and entertainment as an array of talent was presented, one after the other. The morning Program consisted of the Welcome to the City by Mr. Keith Carter, Executive Director of the Omaha Chamber of Commerce; the response by Col. Don Werner, Thedford; and the report of the Secretary and Treasurer, by Col. Henry Rasmussen, St. Paul.

All auctioneers and guests were introduced and the election of officers was held before the noon-time meal. Glenn Schwarz, Grand Island, was elected to the office of President, succeeding Ralph Kuhr, Blair. Don Werner, Thedford, was named 1st Vice President; Stacy McCoy, Arapahoe, was elected 2nd Vice President; and Henry Rasmussen, St. Paul, was reelected Secretary-Treasurer.

Named to three year terms on the Board of Directors were: C. O. "Ces" Emrich, Norfolk; Wilbur Brell, Smithfield; and Tom Johnson, Albion.

Col. Glenn Schwarz presided over the afternoon Program which was led off by a description of Nebraska's largest consignment auction of farm machinery by Col. Charles Tharp, Grant, Neb.

"Framing Real Estate Transactions to the best Tax Advantage," proved to be a most interesting subject and was covered by Mr. Stanley Unzicker, a certified public accountant. Mr. Unzicker also answered questions following his presentation.

Col. Mack Cosgrove, Omaha, a veteran in the furniture and antique auction field, told of the ever increasing interest in antiques. He brought along several pieces of china and glass, described each piece and gave some idea as to its value on today's market. This also proved an interesting subject and brought many questions from the audience.

Others on the afternoon program were: Donald Dahlberg, a Dale Carnegie Instructor; Col. Dean Fleming, NAA Director of Atkinson, Nebr.; and Bernard Hart, NAA Secretary. Col. Franck Diercks, Rushville, was presented with a new Stetson hat for procuring the most new members during the year, with Col. Glenn Schwarz, receiving the runner-up award.

Always an interesting part of the program, was "The Question Box" which concluded the afternoon program. Col. L. Dale Hanna, York, had charge of this and questions pertaining to selling at auction were answered by various registrants selected by Col. Hanna.

Evening Program commenced with the Grand Banquet, enjoyed by a room full of people. Arden Aegerter, Director of Activities, Knights of Ak-Sar-Ben, and for many years a livestock fieldman, served as Toastmaster. Mr. Mel Hansen, Executive Vice President of Travel and Transport, Omaha, was the guest speaker. He showed slides and gave a running commentary, using as his subject, "Places I'd Most Like to Go Back to, Around the World." This was very in-

teresting and a fitting climax to a day long to be remembered by Nebraska auctioneers and their families.

It's Not How Many But How Good!!!

A total of \$187,700 is not a bad figure in anybody's registered cattle sale as there are only a few each year that top this figure. However, when this much money is collected on 24½ head it indicates it was a pretty good country auction.

This was the amount of money received by the 9 Bar Ranch, Cypress, Texas, on April 18. Nine and one-half bulls sold for an average of \$16,295 per head while the 15 females averaged \$2,193, to make an overall average of \$7,668. The breed selling was Santa Gertrudis.

It was estimated that 700 people turned out for the sale, including representatives from eight foreign countries. Who said the glamor was gone from the registered beef cattle business?

Walter Britten, former President of the National Auctioneers Association, was the auctioneer.

Ten Tips for Success

B. C. Forbes, the business publisher, recommended these ten rules for achievement in his **Thoughts on the Business of Life**: 1. Put success before amusement. 2. Learn something every day. 3. Cut free from routine. 4. Concentrate on net profits. 5. Make your services known. 6. Never worry over trifles. 7. Shape your decisions quickly. 8. Acquire skill and technique. 9. Deserve loyalty and cooperation. 10. Value character above all.



Promotional Items

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THE LADIES AUXILIARY

We Welcome You!

Through the pages of "The Auctioneer" I want to join Ken in welcoming you to the NAA convention in Philadelphia, July 14-16.

This year's convention city offers much to the wives and especially to the children who attend. For those of you who have never visited Pennsylvania, this will be an unequaled opportunity to see your country's most famous landmarks.

We have planned a Saturday morning tour of the oldest section of Philadelphia. This will include "America's most historic mile area" where you will see Independence Hall and that most famous symbol of our nation, the Liberty Bell. Also included in the tour will be the Betsy Ross House, Christ Church and Elfreth's Alley, a charming street of restored colonial homes.

The Bellevue Stratford is in the heart

of the shopping district — need I say more to the ladies?

However, no matter how attractive the city may be, we all know that the best part of the convention is meeting with each other. This is a wonderful once-a-year opportunity for all of us to get acquainted.

We're looking forward to seeing you in Philadelphia.

Anne Brown

(Mrs. Kenyon Brown)

Your Attendance Is Meeting's Success

The National Auctioneers Convention is but a few short weeks away. Can you believe it? The time passes so quickly. It is quite natural for my thoughts to turn to past Conventions, the wonderful people we have met, the interesting cities where the Conventions were held and the well planned programs. It seems to me that the Auctioneers are to be complimented on their efforts to make the Conventions truly family affairs for each, at least, of those I have attended had an outstanding program for the ladies as well as splendid entertainment for the children.

It has always seemed that the city chosen for the Convention afforded much of interest and was ideal for that particular year. Philadelphia surely will prove to be one of the greatest especially for those from the middle and far west. I have had but a glimpse of it on a couple of occasions when our son, Jerry, lived there. I am certain all in attendance will enjoy it. Most Auctioneers and their families find it quite necessary, because of the time element, to combine vacations and business if at all possible. The 1966 Convention presents a most unusual opportunity and I should like to encourage those who may be hesitating and especially those who have never attended a National Convention to arrange so they can be

THE LADIES AUXILIARY TO THE NATIONAL AUCTIONEERS ASSOCIATION 1965-1966

President

Mrs. Walter S. Britten,
College Station, Texas

1st Vice President

Mrs. Wendell Ritchie, Marathon, Iowa

2nd Vice President

Mrs. Dick Dewees, Prairie Village,
Kansas

Secretary-Treasurer

Mrs. Jim Messersmith, Jerome, Idaho

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Mrs. Warren Collins, Jesup, Iowa

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(1968)

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Mrs. V. K. Crowell, Oklahoma City,
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(1967)

Mrs. Ruth Marks, Abingdon, Illinois
Mrs. Bob Penfield, Bowman,
North Dakota
Mrs. Don W. Standen,
North Ridgeville, Ohio

(1966)

Mrs. Ernest C. Freund, Fond du Lac,
Wisconsin
Mrs. David H. Tracy, Pavilion,
New York
Mrs. Clint Peterson, Webster City,
Iowa

present for the entire program.

A great deal of time, thought and effort goes into planning a Convention but it's success depends upon the attendance of every Auctioneer, his wife and their family, who can possibly attend. This may sound like an exaggeration but the Convention will not be the success it might have been unless you are present. May we all see you there.

Mrs. Charles Corkle
Norfolk, Nebr.

Iowa Ladies Plan

The Ladies Auxiliary of the Iowa Auctioneers Association met at the Burke Motor Inn, in Carroll, April 24, in conjunction with the Iowa Auctioneers meeting.

Dinner and entertainment with their husbands was enjoyed at noon, following which the ladies adjourned to another room for their business meeting.

Mrs. Wendell Ritchie, President, presided. It was decided to serve coffee at the fall meeting and to have some type of entertainment. Balance of the afternoon was spent in becoming better acquainted.

We are looking forward to our fall meeting and hope everyone will make an effort to attend.

Mrs. Norvin Olson
Publicity Chairman

Rasmussen's First Grandchild Arrives

Barbara Ann Schweiger, a seven pound bundle of joy, arrived on May 2, 1966, to brighten at least two homes whose residents are familiar to members of the National Auctioneers Association.

Her parents are Mr. and Mrs. Richard Schweiger, Grand Island, Nebr. Mrs. Schweiger is the former Connie Jo Rasmussen, daughter of Col. and Mrs. Henry Rasmussen, St. Paul, Nebr. Col. "Hank" is the perennial Treasurer of the NAA.

Barbara Ann is the Rasmussens' first grand child.

Ladies Auxiliary 1966 Committees

NOMINATING COMMITTEE

Irene Dudley, Chairman
Mora Freund
Virginia Brewer
Ruth Sherman

AUDITING COMMITTEE

Willie Jean Howell, Chairman
Artie Baldwin
Alma Crowell
Mildred Corkle

Rubenstein Auction Realizes \$3,000,000

The five extremely well-attended April sales of the Helena Rubinstein collection brought the grand total of \$2,958,217. The series led off on April 20th with Part One of the painting collection bringing \$1,445,200. Brancusi's *L'Oiseau dans l'Espace* brought the world auction sculpture record price of \$140,000 and the same artist's *La Negresse Blanche* fetched \$92,000. Top price in the paintings was \$100,000 for Roger de la Fresnaye's *L'Arrosoir*. The first half of Mme. Rubinstein's African and Oceanic art collection sold on April 21 for \$175,000, with a Senufo female figure bringing \$27,000, while the second half brought \$297,575, making a total of \$472,595 for the two parts, a world auction record for such a collection. Featured in Part Two was a Gangwa figure of a woman for \$29,000, world auction record in this category of art.

The French furniture and decorations, icons, antiquities and paintings sold in three sessions on April 22 and 23 for a total of \$296,697, and highlighted a pair of Louis XVI side cabinets in the manner of Etienne Levasseur for \$31,000 and a suite of Louis XVI tapestry-covered seat furniture signed by Georges Jacob for \$20,000. Part II of the modern paintings and sculpture brought \$200,545 on April 27, and the drawings and prints reached \$171,570 on April 28.

(From PARKE - BERNET Bulletin)

LADIES AUXILIARY CONVENTION PROGRAM

Bellevue Stratford Hotel

Philadelphia, Pennsylvania

July 13, 14, 15, 16, 1966

Auxiliary Chairlady — Mrs. Helen Keller, Mount Joy, Pennsylvania

Wednesday, July 13, 1966

3:00 P.M. to 8:00 P.M.—Registration—1st. Floor Elevator Foyer

3:00 P.M.—Reception Committee Meeting—Pink Room

4:00 P.M.—Officers and Directors Meeting—Blue Room

8:00 P.M.—Amateur Contest—Clover and Red Rooms

* * * *

Thursday, July 14, 1966

8:00 A.M. to 5:00 P.M.—Registration—1st. Floor Elevator Foyer

12:00 NOON to 5:00 P.M.—Luncheon—Ballroom

3:00 P.M.—Afternoon Tea—Pink Room

7:30 P.M.—Fun Auction—Clover and Red Rooms

* * * *

Friday, July 15, 1966

8:30 A.M.—Registration—1st. Floor Elevator Foyer

12 NOON—Luncheon—Burgandy Room

Entertainment — Business Meeting

8:00 P.M.—Stage Production, “Plain Betsy”—Ballroom

* * * *

Saturday, July 16, 1966

8:00 A.M.—Breakfast for the New Officers and Directors—Red Room

10:00 A.M.—Bus Tour of Historic Philadelphia—Tour Office

6:30 P.M.—Grand Banquet and Awards—Ballroom

9:00 P.M.—Dancing—Ballroom

Fun Time For The Little Ones Under 12

Thursday, July 14, 1966

10:00 A.M. to 11:00 A.M.—Games and Story Time—Red Room

2:00 P.M. to 3:00 P.M.—Movies and Music—Red Room

* * * *

Friday, July 15, 1966

10:00 A.M. to 11:00 A.M.—Games and Story Time—Red Room

2:00 P.M. to 3:00 P.M.—Variety Time—Red Room

* * * *

Saturday, July 16, 1966

10:00 A.M.—Bus Tour Historic Philadelphia

Anatomy Of Leadership

The books are full of paeans to leadership, including the need for it in every walk of life. But defining it is something else again, and definitions range from the metaphysical to formulae for twisting other people's arms to get results. Richard F. Stockton, vice president and treasurer, State Farm Mutual Insurance Co., took a new approach. His description rings a bell because it expresses the thoughts of the persons led. It runs as follows:

I want a leader who . . .

—Is not afraid. He will go to bat for me if he believes I am right. He believes the future will take care of itself if he takes care of the present.

—Believes his work is important. He follows through on every promise or gives a reason, not just an excuse.

—Sets a good example and hence is a good man to imitate.

—Gets a kick out of his job, and out of seeing his people do theirs. He never fears I will be recognized over him. He fights to get me recognition.

—Recognizes my dignity as a human being. He tells me what's what when I deserve it — but calmly and privately. He praises me when praise is due — but never condescendingly. He listens when I have something to say and gives

consideration to my opinions.

—Who knows most of the answers, but not all.

—Who is predictable — steady, not moody.

—Who knows what he wants and can make decisions. You can't put anything over on him, but he overlooks an occasional mistake.

—Who believes in me and shows it. He lets me try something hard, now and then — something I wouldn't have dared do on my own.

—Who is enthusiastic. He believes in his company and in his role. He sees the bright side of things. He's interested in my problems and personal affairs, but constructively and not as a busy body.

DID YOU KNOW?

That on Thursday, July 14, 1966, you will see a spectacle on the Ballroom Stage which is so different and novel for an N.A.A. Convention, that it will be kept a surprise until then. It will be live, funny, educational, and best of all it's free to all who register at the convention.

**ANOTHER REASON YOU'D
BE SILLY TO MISS PHILLY.**

Pennsylvania Wonderland

By Mary E. Henry

We have covered a lot of material in this series of articles on the State of Pennsylvania, on the City of Philadelphia and many points of interest you might want to see.

The following article I cannot claim as having written, but I think that you will enjoy reading it as much as I did. I stumbled across the article in a magazine printed and distributed under the supervision of the Department of Commerce, Commonwealth of Pennsylvania.

Sit back now, relax and enjoy some very light, entertaining, reading.

Now, Gentle Reader, an appetizer before the banquet. A snatch of a snatch of Pennsylvania pudding, laced with some of the curious, enchanting and memorable flavors of Penn's Woods. To guide our tour of tantalizing tidbits — two natural citizens of wondrous lands, Alice and Friend (White Rabbit).

"That old Wonderland was quite a place, all right, all right," chattered the White Rabbit, his voice rising over the clatter of the helicopter.

"But this place called Pennsylvania that we're coming to — well, It has a lake where the fish are so dense that ducks walk on their backs. There's a mushroom mine, an ice mine, a ship on a mountaintop, a 42-story schoolhouse, and — oh, ots, more."

(Anyone who doesn't believe that Alice and the White Rabbit could be flying over Pennsylvania in a helicopter wouldn't have believed in Alice or the White Rabbit in the first place.)

"I thought you told me Pennsylvania was inside America," Alice protested. "There's a seacoast." She pointed down at surf breaking on a long, sandy beach.

"That's fresh water surf," said the White Rabbit. "It's on Presque Isle Peninsula, a piece of land that keeps trying to move out of the state. There's a state park on it now, and it protects Erie Harbor, so people are trying to

fasten it down. Seems silly, doesn't it?"

Alice nodded although she wasn't sure which statement was being called silly. After the helicopter had clattered over the city of Erie, and over a ridge that was carpeted in vineyards, she asked politely if she might see some of the wonders the White Rabbit had mentioned.

"Certainly, certainly," said W.R., nervously looking at his watch. "There's one now. See that big lake ahead of us? That's Pymatuning Reservoir. People buy stale bread from a stand on the causeway and throw it in the water. Fish rush for it; so many of them that they don't leave the ducks any water to swim in. To get the bread, the ducks waddle over the backs of the fish. It's quite a sight."

Alice clapped her hands with joy. "Show me more," she begged.

"Well, said the White Rabbit, "we might go over to Pithole, south of Titusville. When the oil boom was on, it had many hotels, two banks, a theatre, a daily newspaper, even a couple of churches. Then the oil ran out and you know what's left there now? Just some stones where streets used to be.

"What we'll do," he said as though he was talking to himself, "is go down south and then up north and we'll zig-zag across Pennsylvania that way. We are now flying over Slippery Rock. Soon we'll be over Mars. I'd like to make something of that, but I'd better tell you it's a town in Pennsylvania. So is Venus.

"Oh" he exclaimed, "there ahead of you is Pittsburgh where two rivers flow together to make one big one. That skyscraper on the green lawn is the Cathedral of Learning of the University of Pittsburgh. If I led you to believe I was talking about a 42-story little red schoolhouse, well, that's what I was trying to do. And that big silver dome is a convertible-topped arena. The only one in the world.

"Pittsburgh has other wonders, too,

like the most elaborate memorial ever erected to a musician and the world's largest collection of dinosaur skeletons, namely two."

"Who was the musician?" inquired Alice, who was getting tired of not talking.

"Stephen Collins Foster, who was from here; not from the South, as you probably thought. Ah, this Pennsylvania is full of surprises. Daniel Boone was born here. So were Robert Fulton, the Kentucky rifle and the Mormon Church."

"Could I see the mushroom mine?" Alice inquired politely. "I'd love to see the miners digging the mushrooms out of the ground."

"Well" drawled the Rabbit, blushing a bit inside his ears, "they don't actually dig the mushrooms. At a place called West Winfield is a worked-out limestone mine. They grow mushrooms there deep down in the dark corridors and ship them by the plane load.

"Tell you what, though," said W.R., recovering his composure, "there's a really strange mine at Coudersport. It's an ice mine. It produces ice in summer. In the winter the ice melts.

"Is Pennsylvania backwards?" Alice wondered.

"Their heart's in the right place," said the White Rabbit. "See all those green hills down there? They're covered with Christmas trees. Indiana County, Christmas Tree Capital of the World, which you're over now, grows enough cultivated Christmas trees to last 38 Christmases.

"Now, we're coming over Punxsutawney, where a very special groundhog is supposed to come out of his burrow every second of February and forecast the weather for the next six weeks. Something about seeing his shadow, or not seeing it. There is some talk that he is being replaced by a satellite."

"Rumors," Alice said, "I never listen to them."

"There's Cook Forest," he went on, "it has some pine trees as tall as office buildings. They were good-sized trees when the Pilgrims landed in America."

The White Rabbit rested his vocal cords and Alice's ears as the helicopter swung over Kane, where the sole re-

maining pack of fierce Lobo wolves may be seen in captivity, then started southward again. Near Hastings, in Cambria County, they flew low over a working coal mine that visitors may tour in cars protected by plastic domes.

"I should like to see that," Alice declared.

"You can," the White Rabbit assured her, although he didn't say when. "In Pennsylvania," he added, "you can also take pleasure rides on several old-fashioned steam trains at East Broad Top, Strasburg and York. Near Centre Hall is a cavern that you tour by motorboat. West of Butler is a fun farm where you can gather plastic eggs and milk a mechanical cow. In some parks fairy tales have been brought to life. At New Hope you can ride a canal boat. And now I'm out of breath."

"I should think you would be," Alice remarked, trying to keep from giggling. "But — oh — my — what's that ship doing down there in the woods?"

"That's the Ship on the Mountain," said the White Rabbit. "The man who built it loved the sea, but he wanted to go into the hotel and restaurant business on U. S. Route 30 at the top of Allegheny Mountain. He compromised by making his place look exactly like an ocean-going ship: portholes, funnels, decks. But no seasickness."

The helicopter was now clattering northeastward again. "Down there is Boalsburg," said the White Rabbit, pointing to a small town in the mountain valley, "is a chapel that was used by members of Christopher Columbus' family before Pennsylvania was settled. Do you have any idea how that could be?"

"The chapel was somewhere else?" Alice ventured with a superior smile.

"Oh pshaw, you guessed" the W. R. snorted. "It was used in Spain; brought to the Boal mansion down here in 1919.

"Over there near Bellefonte is Fisherman's Paradise, where hardly anyone can avoid catching a trout, because it's so heavily stocked," the White Rabbit continued.

The helicopter soared over the Pennsylvania Grand Canyon and Alice said she had to take two looks to get to the bottom of it. Flying low over nearby

Wellsboro, the aerial explorers saw bronze figures of Wynken, Blynken and Nod paddling furiously in the spray of a park fountain.

After they had flown eastward many miles, and started south again, the White Rabbit pointed out French Asylum in Sullivan County at a place on the upper Susquehanna River. "There French refugees had built a log village and a log 'palace' for Queen Marie Antoinette, who lost her head and never made the scene," he explained.

Crossing the Susquehanna again, they looked down on a town with a few buildings scattered along very broad streets. "That's Mifflinville," said the W.R. "It was laid out with a main street 132 feet wide and other streets 62 feet wide with the idea that it was to become the capital of Pennsylvania, or at least a county seat."

"It would make somebody a nice capital, in case anybody needs one," said Alice.

"Look," she added after a moment, "why are those people on that rocky mountaintop looking at us with field glasses?"

"They went up there to look at hawks, not us," the White Rabbit answered. "That's Hawk Mountain. Because of air currents or something, hawks come close to it when they're migrating. Men used to go up there to shoot them, then hawkfanciers from all over the world chipped in and bought the whole mountain."

"This is indeed a strange land," said Alice, "especially since we seem to be coming to Japan."

"Not quite," said the White Rabbit, following her gaze. "That's the PAGODA, on Mount Penn above Reading. It was built as a lookout and landmark a long time ago. You'll have to admit that seven stories of Japanese architecture are kind of a surprise in these Pennsylvania hills."

"Look at that big hole in the ground," said Alice as the helicopter swung westward over the rich farmlands of the Lebanon Valley.

"That's the Cornwall iron mine," the W. R. explained. "Men have been taking

iron ore out of there since 1732 and there still seems to be plenty left.

"Now there," he said a few minutes later, "is the most unusual town in this part of the world. It has only 7000 residents, but it has a major league sports arena, a stadium, a big amusement park, a free zoo, 36-hole courses, a splendid resort hotel, a theatre for Broadway stage productions, a hospital, and much more for the traveling family. It's named HERSHEY, for the industrialist who built it around his chocolate factory."

"He must have been a very sweet man," Alice observed as the helicopter clattered toward York.

"York," said the White Rabbit in his best tour conductor manner, "was the national capital for nine months in 1777-78 when Congress had to retreat from the British. A point of interest in York in the Weight Lifter's Hall of Fame. a museum dedicated to muscles, with awards and trophies and regular exhibitions."

When the helicopter had crossed the lower Susquehanna and was approaching Lancaster he delivered a similar dissertation.

"If you look ahead, you'll see Lancaster. It was the National capital for one day, September 27, 1777, and F.W. Woolworth started his 5 & 10-cent stores here. It was also the home of James Buchanan, the fifteenth president of the United States. He was the only bachelor ever elected president and the only president to come from Pennsylvania."

"Around here," he declared, "a great many people are Pennsylvania Dutch; only they aren't Dutch at all, but German. They're great farmers, although the strictest of them won't use machinery, for religious reasons. They grow a lot of tobacco, which might surprise you."

"Everything surprises me," Alice sighed.

"There's more to come," the White Rabbit declared. "We'll go north once more. I especially want you to see a 'Lake' of giant pink boulders in Hickory Run State Park, in the Poconos."

In a moment (and why not, under the



Lending their talents toward the support of worthy projects is one of the best public relations tactics available to auctioneers. Here, we see Col. George Cravens, Williamsville, Ill., conducting an auction for the benefit of the Williamsville Chapter of the Future Farmers of America. Col. Franklin Bohn, Elkhart, Ill., assisted with the auction. Both men are members of their State and National Auctioneers Associations and Cravens is currently serving as Secretary-Treasurer of the Illinois State Auctioneers Association.

Money raised from the auction is used to start new projects, field trips, etc. Col. Cravens, who has two sons in the Chapter, was honored a year ago by being named Honorary Chapter Farmer.

circumstances?) they were over the strange pink boulder field, surrounded by forest but without a single bit of vegetation growing in it.

They continued north, "See that valley? It's famous," the W. R. said. "There was a lot of fighting there in the early days between settlers and Indians and settlers and settlers."

"Is that why it's famous?" Alice asked.

"No, it's famous because the State of Wyoming is named after it. It is the Wyoming Valley."

"I never heard of it," said Alice.

In neighboring Scranton the W. R. pointed out the big building occupied by the International Correspondence Schools. "That's called 'The World Schoolhouse,' and for good reason," he said. "They've had pupils in every country in the world."

The helicopter then headed south again and paused over Allentown and Bethlehem while the White Rabbit talked about the unique Trombone Choir that plays sacred music in the tower of Bethlehem's Central Moravian Church on occasions like Christmas and Easter.

"Doylestown, next" he called out. "Home of the Mercer Museum, which was built by Dr. Mercer as the spirit moved him. He sort of made it up as he went along. It was one of the first reinforced concrete buildings in the United States. He liked the way his museum turned out so much he built his home the same way."

"Gracious sakes," observed Alice.

"Yes indeed," the W. R. agreed. "Now" he said, "we'll go into Philadelphia, which is a wonderland in itself, and we'll land there."

They did, and in strolling the streets of the new-old city Alice saw much that was important and much that was unusual, and much that was both.

She noticed that Independence Square is lighted by 56 gas lights — one for each signer of the Declaration of Independence. She was intrigued by the name of the First Fire Insurance Company in America. "The Philadelphia Contributorship for the Insuring of Houses from Loss by Fire."

She saw the Tomb of the Unknown Soldiers of the Revolutionary War, and the site of the prison where Robert

Morris, who put up millions of dollars for the Revolution, was imprisoned for three years as a debtor.

Saving the best for the last, she entered Independence Hall. saw the Liberty Bell and heard recordings that described it in the language of almost any foreign visitor.

"That's the best wonder you've seen," said the White Rabbit as they looked at the big bronze bell. "It's ringing still echoes around the world."

Philadelphia, A City Of History and Lore

By Edward P. Gillespie,
Port Monmouth, N. J.

As the National Convention will be held in Philadelphia this July, I found two interesting facts about Philadelphia that may be worth publishing.

Item number one is reprinted from "Pictorial Field Book of the Revolution by B. J. Lossing, 1860." A Mr. Pemberton made a visit to Carpenters' Hall in 1848, the building in which the first Continental Congress held its brief session. Having no intimation concerning its appearance, condition, and present use, imagination had invested its exterior with dignity and its interior with solemn grandeur and its location a spacious area, where nothing "common or unclean" was permitted to dwell. The spacious court was but a short and narrow alley. The Hall, consecrated by the holiest associations which cluster around the birthtime of our republic, was a small two story building, of somber aspect, with a short steeple and all of a dingy hue.

I tried hard to conceive the apparition upon its front to be a classic frieze with rich historic triglyphs; but it would not do. Vision was too "lynx-eyed," and I could make nothing more poetic of it than an array of impudent letters spelling the words,

C. J. Wolbert & Co., Auctioneers

For the Sale of

Real Estate and Stocks, Fancy Goods,

Horses, Vehicles, and Harness

What a desecration! The facade of the

very Temple of Freedom with the placards of groveling mammon. If sensibility is shocked with this outward pollution, it is overwhelmed with indignant shame on entering the hall where that August assembly of men, the Godfathers of our republic, convened to stand as sponsors at the baptism of infant American Liberty. What if the hall was filled with every species of merchandise and the walls, which once echoed the eloquent words of Henry Lee and the Adamses, reverberating with the clatter of the auctioneer's voice and hammer? Is there not patriotism strong enough and bold enough in Philadelphia to enter this temple and "cast out all them that buy and sell and overthrow the table of the money-changers?"

Item number two is reprinted from "Dye's Coin Encyclopedia, 1883."

According to estimates made by chemical experts, the peculiar clay, which at the delta of the Delaware and Schuylkill Rivers underlies the surface of the county of Philadelphia, contains gold in dissemination. Valued at more than \$1,000,000,000, besides an enormous amount contained in that portion of this clay already excavated and incorporated into brick, of which most of the vast number of walls and buildings in the city of Philadelphia are made. It is, however, estimated upon the same scientific authority that the wages of men employed in extracting gold from the auriferous Philadelphia clays, at fifty cents a day, would consume the entire amount of gold which could be obtained by their labor. Inasmuch as the total amount of gold contained in the material to be operated upon, is but the value of three cents to the cubic foot.

DID YOU KNOW?

That "Plain Betsy" a Pennsylvania Dutch play of Broadway Calibre will be shown live on the stage of the Bellevue Stratford Ballroom on Friday, July 15th, 1966 during the N.A.A. Convention. It's a musical show with singing, dancing, and belly laughs by the bushel.

ANOTHER REASON YOU'D
BE SILLY TO MISS PHILLY.

Auctioneers Contest A Highlight Of Congress

Mackinac Island, Michigan, will be the scene of a lot of activity of a different nature than usually abounds in this famed summer resort, June 10-14. On these dates the Annual Livestock Marketing Congress will be held at the Island's Grand Hotel.

This convention is sponsored by the Certified Livestock Markets Association, an organization made up of some 800 livestock auction markets in the United States.

Of special interest to members of the auction profession will be the Fourth Annual Livestock Auctioneers Contest. This year's contest will be held on the afternoons of June 12 and 13. The first contest of this type ever held on a national basis was sponsored by this same group in Denver, in 1963.

It has been a major undertaking and has not been without its faults but like many other successful projects, improvements have been added each year. Contestants over the past three years have been high class gentlemen and a distinct credit to the auction profession. Their attitude in competition has been one of the highlights of the contest and one of the things that has kept it going. It can best be described by the following comment, taken from Warren Cook's column in the Livestock Market Digest, and a real tribute to the auctioneers of America.

One of the highlights of the Congress is the World's Champion Livestock Auctioneer Contest. This contest is a battle of wits, skills and abilities of those men who are such an integral part of livestock markets across the country. Auctioneers who have never taken part in this contest should do so, for it is an experience that will never be forgotten.

It's interesting to watch these men before and during the contest. It puts quite a lot of pressure on each man. Each knows he must be at his best in

order to stand up well in the judging. It's like any contest where you are placed before the eyes of the public.

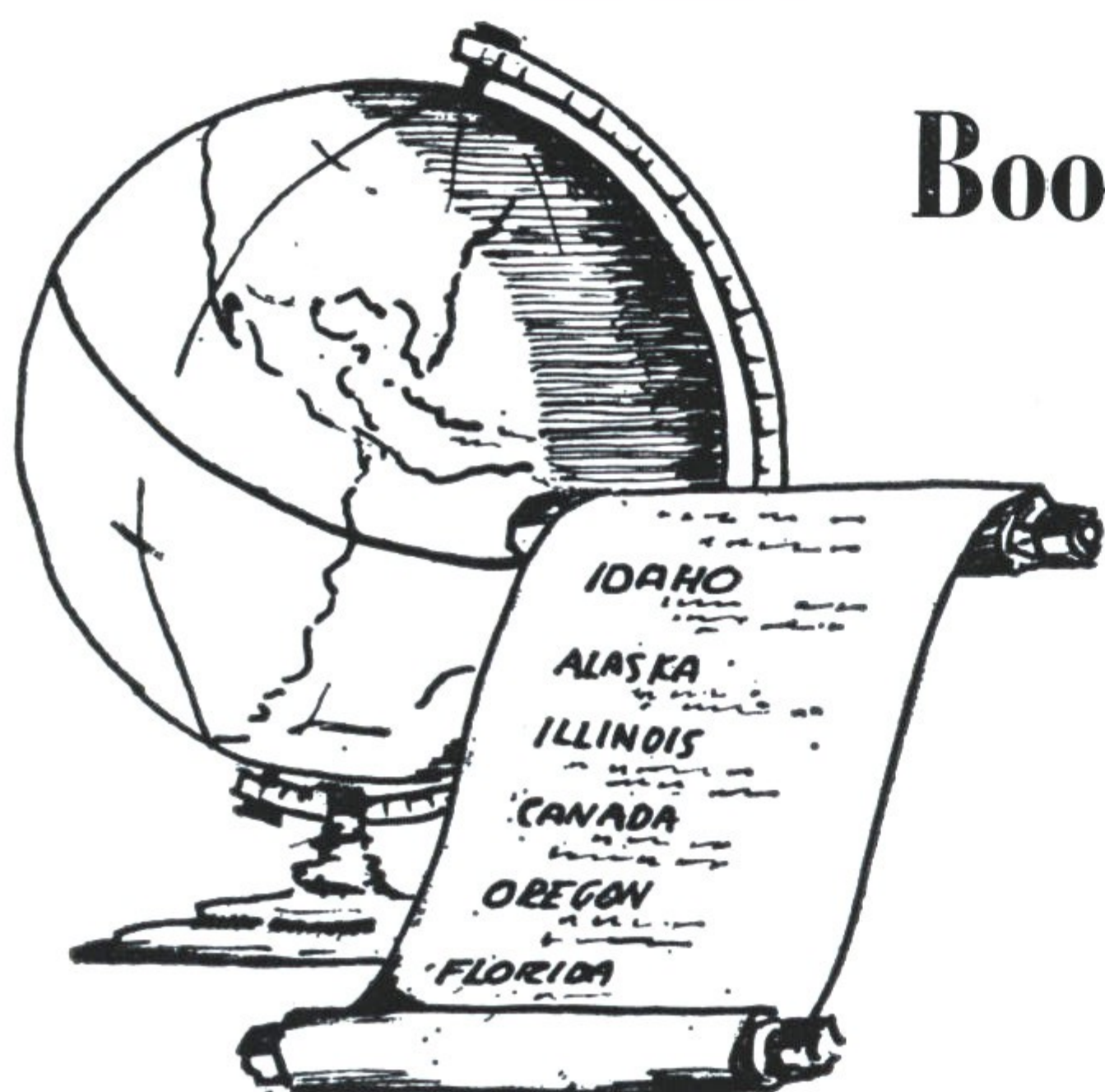
I have had the privilege of seeing and being a part of all of these contests that have been held, and I have yet to run into a contestant who was a "bad actor." It would be very easy for some of these men to become temperamental in their actions. This has never happened and I have always taken great pleasure in seeing how these men stand up under contest conditions.

All of these men face the public every week in their daily auctioneering chores in a livestock market. But there is no "public" that is quite like the one they face during this contest. First of all, the people who are there are all people who are connected in one way or another with a livestock market. Of course, they are a very critical audience.

The general atmosphere of the contest presents a colorful setting. The hotel rings with the chant of auctioneers. There are Southerners, Westerners, people from all parts of the country and the different methods employed to sell livestock by the auctioneer provides a very interesting show for the entire audience.

I remember one auctioneer saying a couple of years ago that he would rather face "a lion in the jungle" than to go through this contest. Yet it was this same fellow who said, "I'll be back next year because it's one of the greatest experiences I've ever had."





Boosters for 'The Auctioneer'

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

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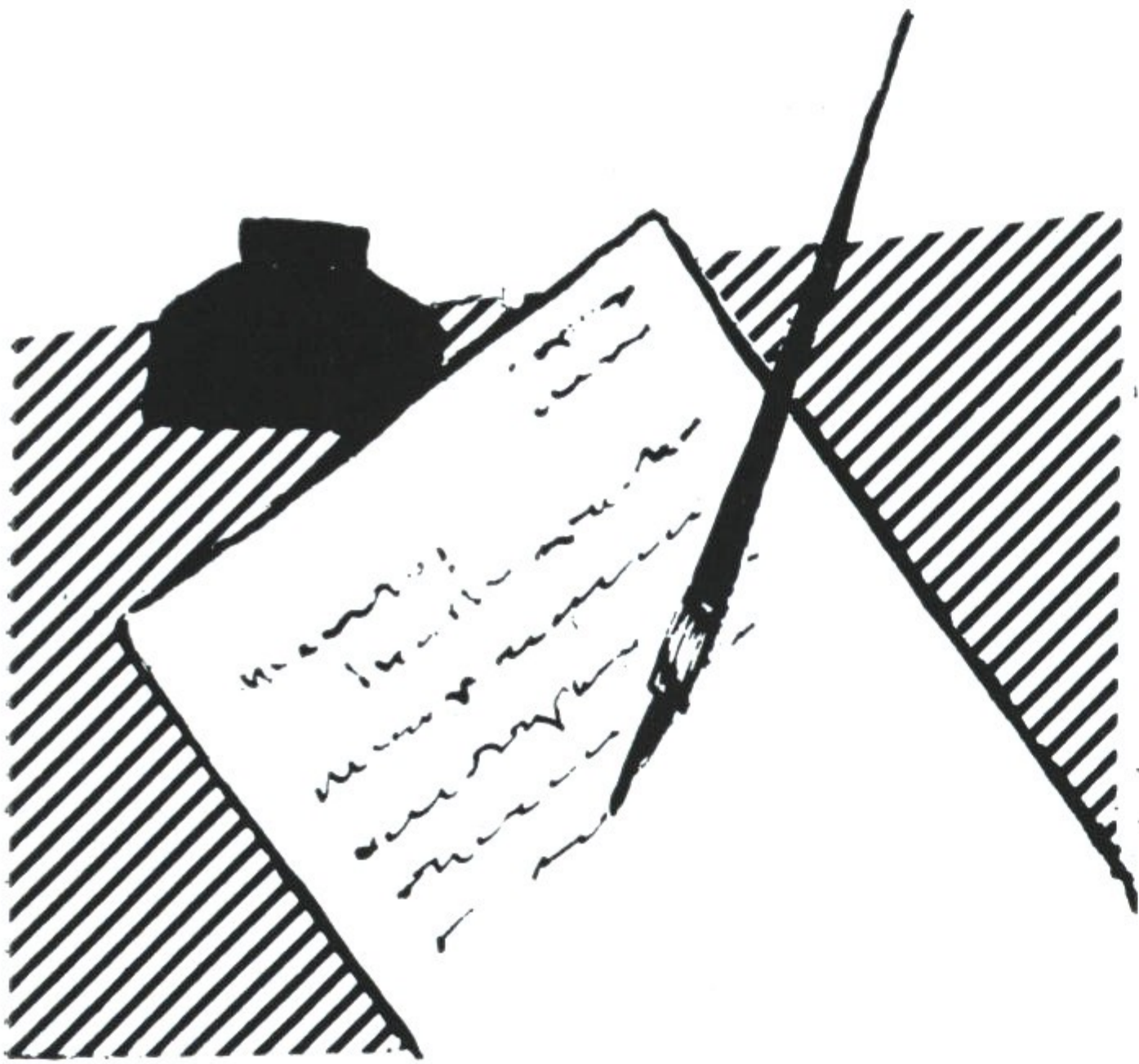
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The Ladies Auxiliary to the
National Auctioneers Association

THE MEMBERS SAY . . .



Dear Bernard:

Enclosed you will find my check for \$5.00 for the Booster's Page in the Auctioneer.

This gives me also an opportunity to say a few words of "Thank You" for the fine job you are doing for the Association and the Auctioneer. Boosting the auction Profession (Yes, I believe that Auctioneering is a Profession) from what used to be considered a sideline to many persons, into what it now has become, a very important business in the economic world. This has come about I believe by the advice, counsel, and hard work of many persons, especially by those successful auctioneers who have contributed to their State and National Auctioneers Associations and their communities with time and talents.

I am proud of those auctioneers, who while making a living in this profession, also find the time to serve in many other capacities. Most Auctioneers are not only just plain good fellows, they also find time to take part in civic activities, interested in the youth, the old, the sick, and the needy. And many give much of themselves serving government, schools, churches, hospitals, and many other organizations. Requiring the services of someone who is considered honest, someone who has integrity and sound judgement are some very

important qualities which I consider necessary to become a successful auctioneer. Of course, these duties are performed by responsible men of all Professions. But we as auctioneers should urge other members of our profession to take part in these services and consider it an honor as well as a duty to serve our Country, State and Communities.

The State of Nebraska, and our own area especially, has many fine men in the auction profession. Many are performing the services I have mentioned above.

My father started in the auction business in 1908 when he was eighteen years old. He is still serving the same area as an active auctioneer today at almost 77 years of age. He started many sales barns, having four weekly sales of his own and assisting with many sales for a number of years. He considers one of his most valuable assets his many friends including many of his competitors in the auction field. He has many fine words for our own Col. Art Thompson of Lincoln, and the late Col. Fred Reppert, both who have made many contributions to the auctioneer's profession, along with many others who while still active, are assisting other auctioneers with their words of encouragement and advice. My mother and father celebrated their 58th wedding anniversary this May 6th, and are both enjoying excellent health. I have been associated with my father since 1937 except for a hitch in the service, during WWII. We also have Blaine Farrar a young auctioneer working with us whom we consider a valuable addition to our business.

We handle most any type of sale, but our business is mostly in the farm sale and real estate sale area. But regardless of the type of sale, we find each sale is a challenge in itself. Satisfying both seller and buyer is the mark of a good auctioneer.

In looking over this lengthy letter, that was only going to be a thank you

note, I find that like most auctioneer's I have started a novel instead of a note. Please accept my apologies for this letter and its contents, but so many young men want to know what to do to become successful auctioneers, I wanted to make those few suggestions that have been helpful to us in the past years.

Thank's again for your fine work in promoting the Auctioneering Profession.

Very truly yours,
Gerald W. Phillips
Wallace, Nebraska

P.S. I would ask that a reminder be mentioned in the Auctioneer that Mutual of Omaha has a very fine Health and Accident Policy at a very low cost, due to the National Auctioneers Association participation for its members. Although I am not in the insurance business, I am boosting this policy here in Nebraska to those not carrying this type of insurance.

Dear Bernie:

Please accept enclosed check as payment for dues and Booster Page for one year. I sincerely appreciate the time and effort you and your limited staff put into "The Auctioneer."

Throughout the coming year, I bid you well.

Lewis Campbell.
Wyandotte, Okla.

Dear Friends:

I am 23 years old and graduated from the Missouri Auction School in 1963. Since then I have conducted many farm sales. Last month I had a complete dairy farm dispersal that brought over \$47,000.

A few weeks back I sold my most successful registered Holstein sale to date, for Mr. Philip H. Mowery, one of the better New Jersey breeders. Thirty-eight head averaged \$514 with the top cow selling for \$815. Another first calf heifer brought \$740.

My brothers help set up the sales and my sister-in-law does the clerking. As a family unit, we work hard but truly enjoy and love the auctioneering and sales management business.

My older brother is picking up the auction chant and by next spring I hope

there will be two of us handling the gavel. Between sales my two brothers and myself milk 160 cows and farm over 700 acres.

The New Jersey farmers are going out of business, one after another. Labor is a big problem and taxes are increasing due to developments being built. But the overall outlook is much better with milk prices on the increase as well as beef prices.

Dairy cattle have been selling much higher and machinery is also selling very well this year.

Hope to be seeing all of you at the Convention.

Best of luck to all,
Fred R. Daniel
Neshanic, N. J.

Cost Of Average Letter Is \$2.44

The average business letter (250 words) now costs \$2.44 to dictate, transcribe, mail and file. This includes overhead, fringe benefits, equipment, supplies and nonproductive time. Labor accounts for 63 per cent of the correspondence expense.

The continuing study of letter costs made by The Dartnell Corp., Chicago business publisher, shows an increase of 12 cents since 1964. If you mail 20 letters a day, and figure on 255 working days in a year, your correspondence bill for 1966 will be \$12,444.

Companies are saving money by answering letters by telephone, sending short - note replies, using more form letters, installing automatic and electric typewriters, mailing letters in window envelopes, and centralizing steno and filing operations.

Copies of the 1966 report are available for 25 cents and a self - addressed envelope marked "Letter Report," Dartnell Corp., 4660 Ravenswood Ave., Chicago, Ill. 60640.

Always put off until tomorrow what you shouldn't do at all.

Wig Auction Indicates Preference For Blondes

A strawberry blonde went for \$95. The brunettes and dark haired ones averaged good prices but the blonde and light colored models brought \$5 to \$6 more a head.

No, we're not talking about a slave sale in the Bagdad market place nor the ransom paid for a sultan's harem.

These were prices paid for 42 prime heads of hair at the first wig auction ever held in Northeastern Illinois. Col. Fred G. Quick, an Aurora auctioneer and member of NAA, conducted the auction in the ballroom of the North Aurora Holiday Inn, about 35 miles west of Chicago on the East-West Tollway.

The 300 plus persons who attended were served free coffee while they inspected the "hairy" merchandise displayed on tables before the sale. When Col. Quick mounted the stage, however, the customers saw the wigs atop live models.

Since this was the first auction of its type in the area, the auctioneer had no past sales averages on which to base his sales. The buyers seemed quite willing, however, to invest the prices paid. The average was \$46.50 each with blonds bringing \$5-\$6 more and the top of \$95 for a strawberry blond.

When the blond wigs began bringing better bids than the dark ones, it set the colonel to wondering if it really is true that blonds — and the men with them — have more fun. Col. Quick is quick to emphasise that he didn't completely lose his head. A complete record of the prices and wig descriptions was kept for future use.

Interest continued to be high after the sale and plans have been made for a second wig auction to be held early in June. This auction will offer about 150 head of wigs, including some choice to prime wigs imported from Europe and Asia. There will certainly be a larger selection of blond wigs plus several strawberry flavored ones.

The first auction did not offer men's hair pieces and Col. Quick says he has decided against including them in the second sale. If male "chrome-dome covers" are sold at auction, the colonel says, several Illinois auctioneers might be the first bidders — including the Illinois director of NAA.

Aurora auction goers have been to some pretty wild affairs in the past promoted and conducted by Col. Quick. He thinks they are now ready for anything.

"I wouldn't really say this wig sale has been my most unusual auction," he said. "I once auctioned off the assets and unclaimed clothes from a Chinese hand laundry. That was really pressing business full of steamy merchandise.

"Another one out of the ordinary was when I was retained last year to liquidate an old mansion. I started by selling the front door and worked my way back — brick by brick and board by board — until I had sold the back door.

"I believe that anything can be sold at auction and it can be sold better and faster than any other way. First you find the merchandise and then locate some people who can use it.

"If you can create a desire for the merchandise in those people, you're in business."

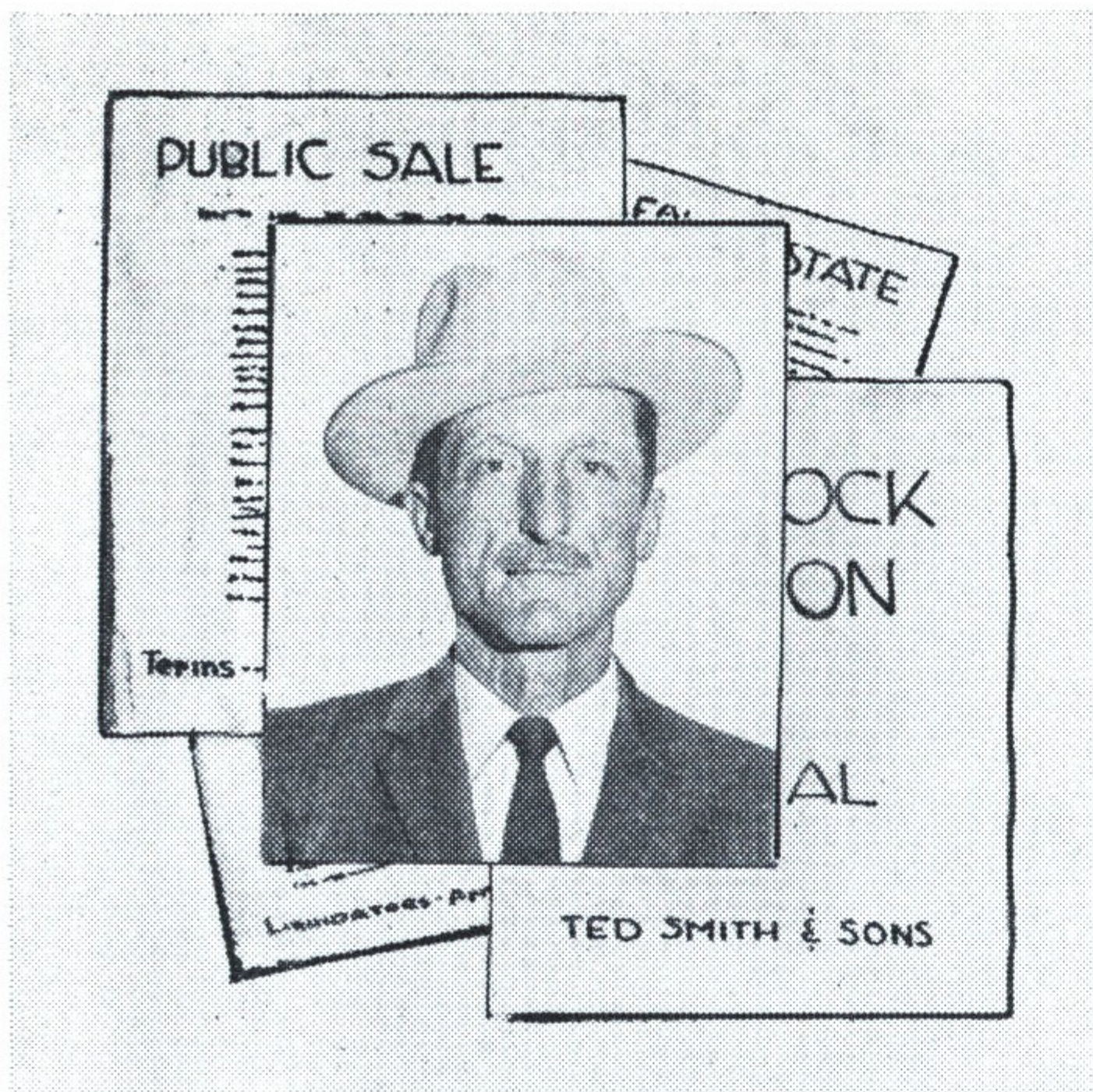
The colonel proved his theory with his recent wig sale, even though other area auctioneers did call it "Quick's big hairy deal."

DID YOU KNOW?

That no matter what you sell, no matter how much you know and even if you are callous, indifferent, unconcerned, blase, don't give a hoot, in the Auction Profession too long, or not long enough — Attending this convention will benefit you.

**ANOTHER REASON YOU'D
BE SILLY TO MISS PHILLY.**

Auction Shorts



With the 1966 Nebraska Auctioneers Association Convention now history which I know was enjoyed by all and surely most informative.

There was one little 6 letter word that showed up in the comments by those on the program as well as in the question box and panel discussion. Maybe in all cases it was not spelled out in verbatim but was surely there in substance. That little word is ETHICS.

So allow me a few comments on the subject. As auctioneers we all have had experiences with minor or major unethical practises and in some cases have found ourselves guilty and to be regretted later.

It seems that the area where unethical practises in our profession occur frequently is in the competitive booking of sales.

Whether your sale prospect stops in at your office or your home or you make a call at his home or office for information about having a sale such as terms, dates, services, etc., and your conversation with him he reveals that he has already been contacted by a couple other auctioneers for his sale.

Here's where proper ethics will play an important part. Make your approach in an optimistic fashion, explaining your services and terms briefly and to the point and do not neglect any little extra services that you have found to be very

helpful in making a good sale, etc. Be ready to answer his questions directly and honestly.

Definitely refrain from showing the slightest envy toward your competitors. If his mention is necessary be sure and emulate him.

My two-bit comments are not intended to be something new but merely to keep us mindul of the definition of the little 6 letter word ETHICS, so it can be properly applied in all areas.

Let's not forget "THE MAN WHO THROWS MUD LOSES GROUND."

Henry Buss
Columbus, Nebraska

Isn't it True!

Americans have more food to tickle their palates than any other people in the world — and more diets to keep them from eating it.

People foolishly tell thmeselves that the productive life consists of an ever-mounting degree of leisure and a comparatively decreasing degree of work. They fail to recognize that worry, not work, is the most destructive factor in modern life. They seek recreation in the belief that it is a fountain of youth and ignore to a great extent man's need for moral and spiritual stability.

As each of us complains, as we all do, of not having time to do the things he really wants to do, he should re-evaluate the selfish inefficiencies of his life. Often the things "we want to do" but leave undone are the humane things, the kindly acts, the thoughtful gestures. We lack time for them because we have dissipated our time and energies, due to a way of life focused on self.

--Journal of the American Osteopathic Association.

CAN'T LOSE

The Texan was wound up. "And another thing," he said, "In Texas we've got the fastest - running dogs in the world."

"Don't doubt it," replied the listener, "the trees are so far apart."

Pop Hess Retires From Radio Broadcasting

After 16 years in charge of "Farm Sale Time" at Radio Station WRFD, Worthington, Ohio, our own Pop Hess has announced his retirement at the age of 86. "Pop" started the Program when he was 70, as a semi-retirement activity. However, his background as an auctioneer and his acquaintance with hundreds of farmers and stockmen throughout the area soon made it one of the most outstanding programs of its type in the country.

Pop and Mrs. Hess are moving to Bellefontaine on June 1. Their many friends can write them there or stop by for a visit. Their address will be: 401 Ontario Avenue, Bellefontaine, Ohio 43311.

Although "Pop" has retired from broadcasting by radio, his columns of wisdom will continue in "The Auctioneer."

Following is the text of the official letter announcing his retirement from WRFD:

Dear Friend:

It is with sincere regret that I announce the retirement of one of WRFD's most highly respected personalities, Colonel C. M. Hess, and along with it, a change in one of our oldest programs, "Farm Sale Time."

"Pop" Hess is retiring June 1st, 1966. He has been with WRFD since the station's earliest days. Prior to joining our staff, "Pop" was a successful auctioneer for fifty years. His colorful background of solid farm experience has contributed much to WRFD and its listeners. We'll all miss his active participation in the station's farm programming.

Now to the changed nature of "Farm Sale Time." Without the services of a semi-retired person such as we have had in "Pop" Hess and with a steady increase in the cost of doing business, we cannot continue a special reduced rate for farm sales. The costs associated

with securing business, preparing copy, billing, etc. make it prohibitive. At the same time, we recognize that the person holding a general farm sale is reluctant to purchase at our regional farm rates.

Service to agriculture is an important part of WRFD's broadcasting. Therefore, we have decided to place "Farm Sale Time" on a free basis for general farm, production, and breed association sales at public auction. In this way, we can have "Farm Sale Time" on a sponsored basis at a much lower operating cost and still maintain service to farmers.

Persons holding private treaty sales, auction markets, and livestock dealers will be eligible for WRFD's regional farm rates. Such schedules will be placed in WRFD's regular farm programs. These rates, while higher than the reduced rates "Pop" Hess has used for sales, are very favorable in terms of WRFD's ability to reach a large farm audience throughout Ohio.

Auctioneers and sales managers are requested to send general farm, farm production, and breed association auction sale announcements, effective June 1st, 1966 to "Farm Sale Time", WRFD, Worthington, Ohio. We will then broadcast each sale as often as possible prior to the day of the sale at no cost to the auctioneer, sales manager or owner.

While change is inevitable, I am certain you will agree that this one will benefit the farmer and also that "Pop" Hess, at age 86, has earned the luxury of full retirement.

Cordially,
Clyde E. Keathley
Director of Agricultural
Services — WRFD

DIFFERENT STORY

Success is getting what you want -
but happiness is wanting what you get.



HONOLULU, HAWAII, MARCH 22, 1966 — Keyes F. Carson of Cuero, Texas, landed in Honolulu today aboard a Pan American Jet Clipper, with a 54½ pound turkey he is taking to the Emperor of Japan. His purpose is to present the largest turkey in Texas in commemoration of the 1946 peace treaty between the U.S. and Japan. Carson, a member of the National Auctioneers Association, is continuing on to Japan, with the turkey, on March 23. He is staying overnight at the Beachwalk Ebbtide Hotel in Waikiki. With him is Louis Stambler, well known Auctioneer in Honolulu, and member of the Board of Directors of the NAA.

I'LL LIFT UP MINE EYES

Bertie H. Clinkscales

I'll lift mine eyes unto the hills
Just as the psalmist did of yore
And from their strength receive the help
That will my worn tired soul restore.

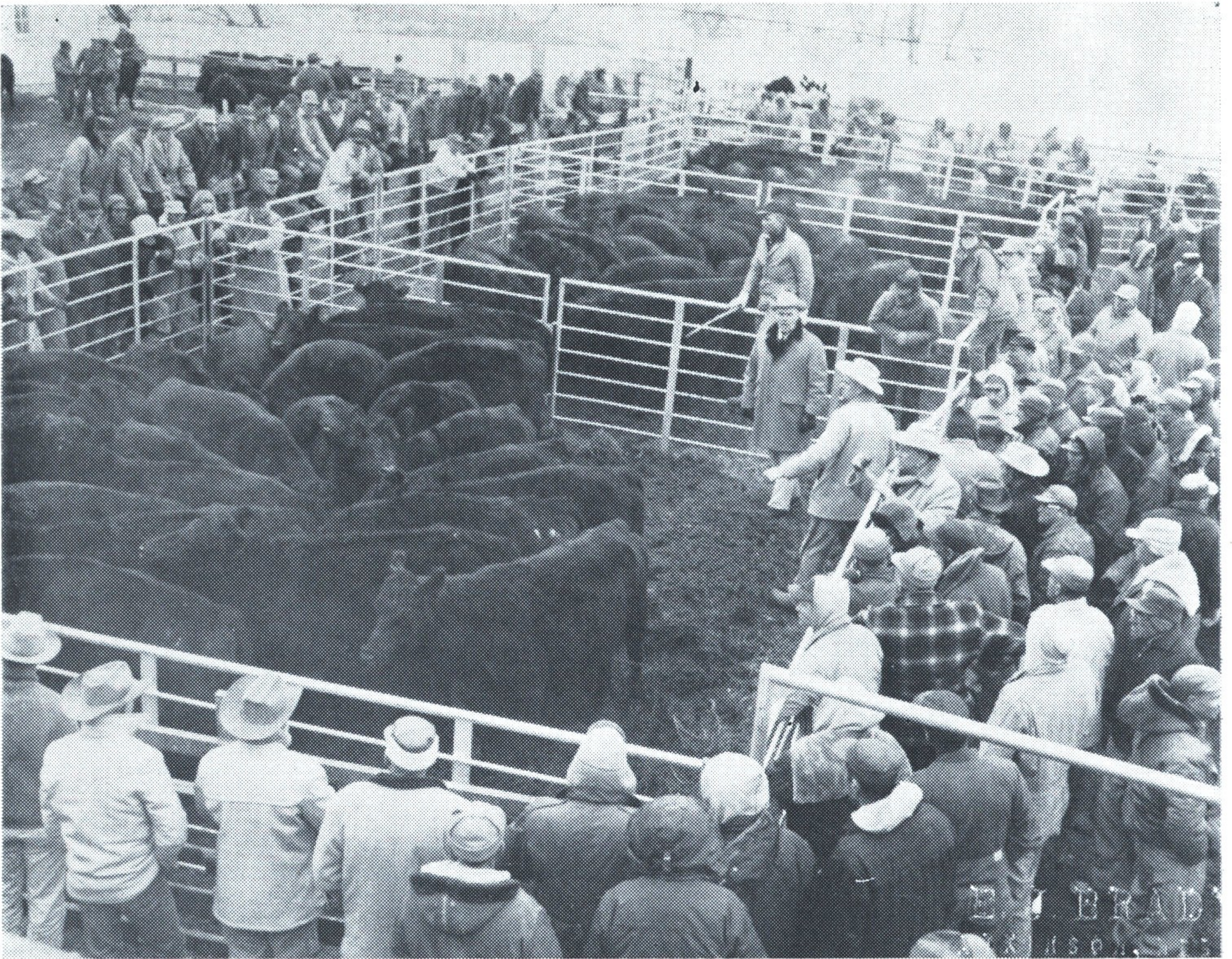
Oh, often when the day is long
And burdened with its load of care
I lift mine eyes unto those heights
And find sweet peace and solace there.

For in those peaks that rise so tall,

So stern o'er plains and lesser hills,
There is a majesty that awes,
A sweet sublimity that thrills.

It seems that God is nearer there
Than in a lower, lesser place . . .
'Tis easier to glimpse His strength,
To feel His care, to know His grace.

So, often when the day seems long
And burdened with a load of care,
I lift mine eyes unto the hills
And find a rest and comfort there.



A crowd estimated at nearly 1,000 persons attended the auction at the Ed Heiser Ranch in Nebraska's famed sandhills, in late February. Photo shows a portion of the 327 head of Angus cattle that were included in the sale. Note the attractive and efficient corrals, a part of the service furnished by the Great Plains Realty Auction Co.

From Wide Area To Nebraska Auction

Atkinson, Nebr. — Hundreds of people from neighboring counties and also from the neighboring states of South Dakota, Iowa and Kansas, were in the huge crowd attending the sale of Mr. and Mrs. Ed Heiser. The auction was held at the Heiser Ranch, 18 miles northeast of Atkinson, February 25.

The sale, which included the dispersal of 327 Angus breeding cattle, was reported as one of the largest auctions of its kind held in the community in a long time. Average price on 135 grade cows was \$235 per head while one lot

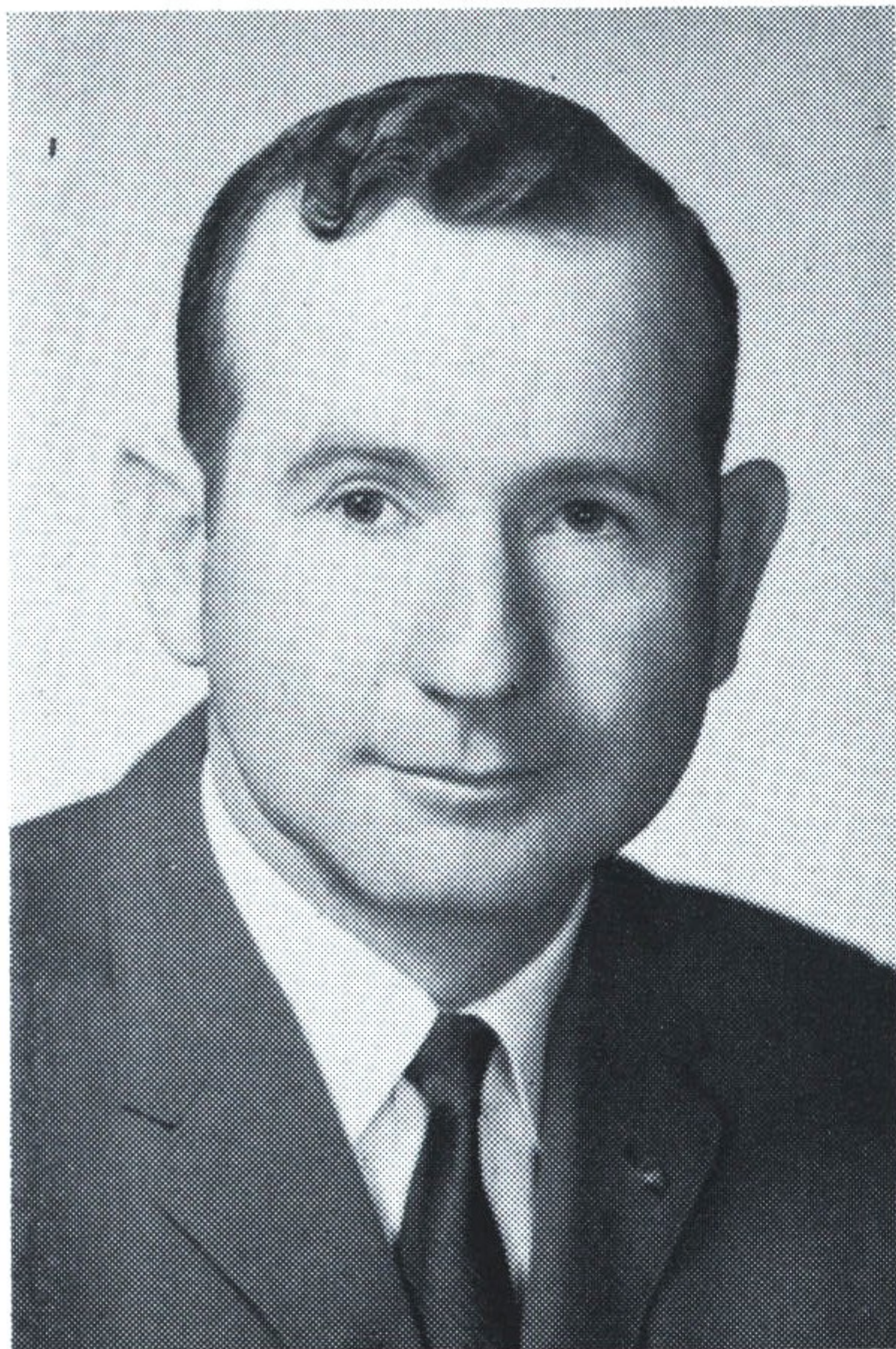
of 60 cows with calves at side brought over \$300 per head.

The crowd bought other items than those on the auction as they consumed 700 buns, 30 pounds of weiners, 75 pies, 20 dozen doughnuts, 600 cups of coffee, 35 pounds of hamburger, as well as other varieties of sandwiches, soft drinks, pickles and candy.

Great Plains Realty Auction Co., with headquarters at Atkinson, was in charge of the auction. This firm is made up of three prominent Nebraska Auctioneers: Dean Fleming, Atkinson; Dale Hanna, York; and Ralph Kuhr, Blair. Each of these men is a past President of the Nebraska Auctioneers Association and Fleming is currently a member of the Board of Directors of the National Auctioneers Association.

Auctioneer Heads Flying Farmer Group

Richard C. Wright, Bridgewater, Va., auctioneer, has been elected President of the Virginia Chapter of International Flying Farmers. Wright's election took place at the annual meeting of the Virginia Chapter at Lynchburg, May 14-15.



International Flying Farmers is one of the largest flying organizations in the world, today, with Chapters in most of the 50 states as well as in Canada. Membership consists of those living in the rural areas who own and/or fly an airplane.

Aircraft is fast becoming a useful tool in the farming and livestock industry. Hundreds of farmers have landing strips on their farms and, in many cases, several members of a single family are qualified pilots.

Wright has been selling livestock auctions in five Eastern states for the past 20 years. He has been a licensed pilot for the past 19 years and uses his plane quite frequently in maintaining his auction schedule. He averages about 300 hours in the air each year.

Col. Wright is a charter member and

past President of the Virginia Auctioneers Association and has been a member of the National Auctioneers Association for many years. He has been generous in his contributions toward the improvement of the auction profession and in regard to flying, he has this to say:

"I know it is not possible for all auctioneers to fly their own planes but I recommend to any auctioneer who travels in a number of states to learn to fly, not just learn to take the airplane up and bring it back but train to be a skilled pilot so he can reap enjoyment from his talents."

Livestock Market Directory Available

KANSAS CITY, Mo. — The 1966 Directory of CERTIFIED LIVESTOCK MARKETS has been released for distribution, according to the announcement from the offices of their business trade association in Kansas City.

The trade-mark identified livestock markets, popularly known for their method of competitive sale of consigned livestock by auction, are listed by business name, by states, with owners, addresses and telephone numbers for industry-wide reference.

C. T. 'Tad' Sanders, general manager of the Certified Livestock Markets Association, states that the directory presents the leading body of livestock market businesses in the nation where livestock prices are competitively determined. He states that the growth in total volume of business done by CERTIFIED LIVESTOCK MARKETS over the past five years has increased substantially both in number of head and dollar volume. Sanders predicts further steady growth including that of expanded new plants and facilities over the next five years.

"There is a strong trend toward complete consolidation of operations and services in all competitive livestock markets. Under one management responsibility, with selling and merchandising by auction applied to best advantage, marketing efficiency is being measured in terms of meaningful values for livestock - owner sellers and buyers. This

IN UNITY THERE IS STRENGTH

is in sharp contrast to unproven methods sought to be employed without such responsibilities of market management in non-market channels of single or collective bargaining contracts and direct purchases of livestock," Sanders said.

Copies of the directory have been mailed on a complimentary basis to all livestock and related industry trade associations coupled with an invitation on behalf of the CERTIFIED LIVESTOCK MARKETS listed to attend the Livestock Marketing Congress, Mackinac Island, Mich., June 11-14. The Congress is conducted by the trade association each year with program features which focus attention on trends and developments in livestock marketing and includes the annual convention of livestock marketmen.

Additional copies of the directory for commercial use may be obtained upon request from the Certified Livestock Markets Association, Broadway at 34th, Kansas City, Mo. 64111 at \$5.00 per copy.

DID YOU KNOW?

That when you see "Plain Betsy" the three act stage production, you will hope that — Betsy gets Don —, That Hilda, who loves Don gets Jake —, That Mama does not recognize Kate —, That Pop does not tell all that happened in the hayloft —, That instead of 90 minutes the show would go on, and on, and on. Be sure to bring a Hanky to wipe your tears when you see and hear this Hanky Panky.

ANOTHER REASON YOU'D BE SILLY TO MISS PHILLY.

SAD BUT TRUE

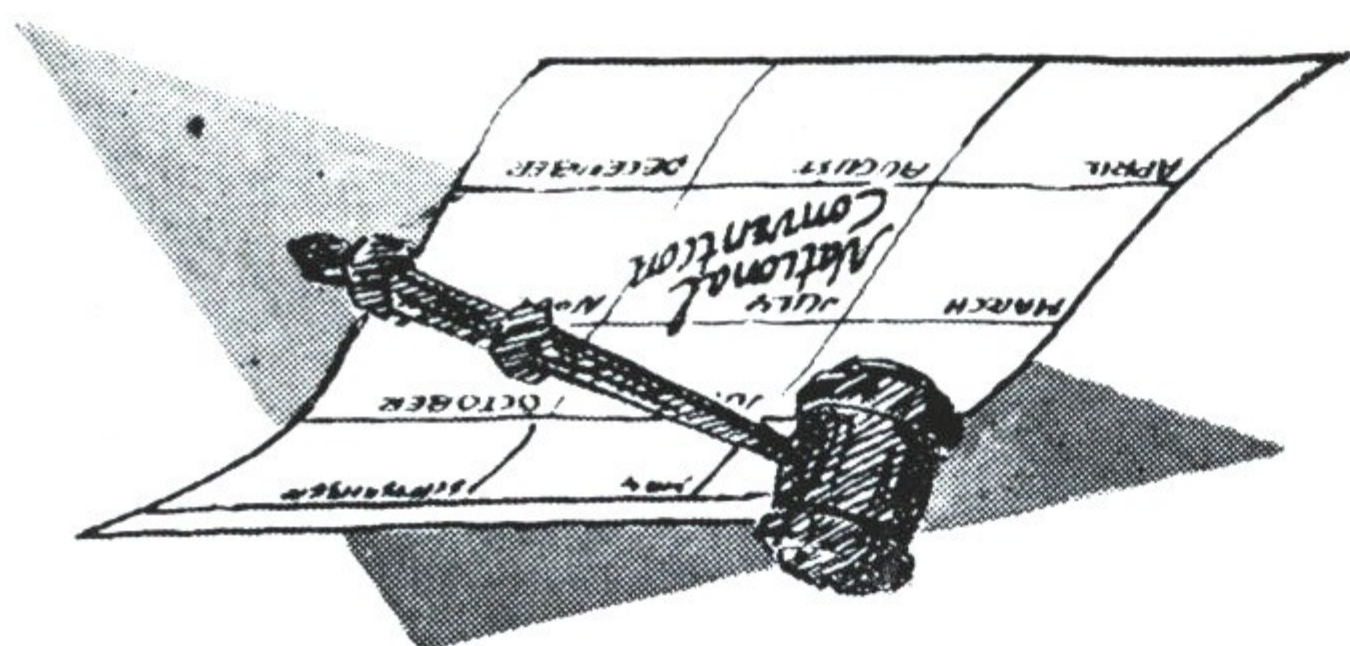
There was a time when folks tried to lay aside something for a rainy day, but now about the best they can do is put a few dollars in a fund to hire a baby-sitter for a night out.



Left to right, standing: David Whitaker, Inman, S. C.; Harold Nash, High Point, N. C.; Ken Jones, Edgewater, Fla.; Donnie Green, South Boston, Va.; Ray Davis, Winston-Salem, N. C.

Seated: Robert Mendenhall, Forrest Mendenhall, Herman Crawford, School Administrators and Instructors.

Convention Dates



June 3-4 — Texas Auctioneers Association, Melrose Hotel, Dallas

June 4-5 — Kansas Auctioneers Association, Junction City.

June 6 — Pennsylvania Auctioneers Association Bellvue-Stratford Hotel, Philadelphia.

June 7-8 — Association of Wisconsin Auctioneers, Park Moter Hotel, Madison.

June 10-11-12 — South Dakota Auctioneers Association, Sheraton-Cataract Motor Inn, Sioux Falls.

June 11-12 — West Virginia Auctioneers Association, Cedar Lakes.

June 11-12 — Ohio Auctioneers Association, Atwood Lake Lodge, Dellroy.

June 12-13 — Tennessee Auctioneers Association, Riverside Motor Lodge, Gatlinburg.

June 12-13 — Minnesota State Auctioneers Association, Skyline Motel, Albert Lea.

June 12-13 — Auctioneers Association of North Carolina, Holiday Inn, Salisbury.

July 14-15-16 — National Auctioneers Convention, Bellvue Stratford Hotel, Philadelphia, Pa.

July 23-24 — Mississippi Auctioneer Association, Hotel Markham, Gulfport.

October 22-23 — Illinois State Auctioneers Association, Springfield.

October 29-30 — Iowa Auctioneers Association, Holiday Inn, Des Moines.

December 4 — Federation of Indiana Auctioneers, Sheraton-Lincoln Hotel, Indianapolis.

This column is being published as a courtesy to the various State Auctioneers Associations. Please see that "The Auctioneer" is notified of the date and place of your convention. Only regular Annual or Semi-Annual meetings will be listed in this calendar. — Editor.

Auction Market Fire Kills 300 Cattle

JACKSONVILLE, Texas — Approximately 300 head of cattle were burned to death when fire destroyed the Cherokee Livestock Commission Co. barn. Kenneth Fox, co-owner of the auction firm, said the blaze may have started from a grass fire.

Firefighters managed to get from 50 to 75 of the animals out safely. Fox estimated the loss at about \$295,000. The buildings were valued at \$250,000 and the cattle at \$45,000.

Noll Buys Colorado Livestock Auction

LIMON, Colo. — LeRoy Noll, Akinson, Neb., has purchased the holdings of Charles Rouse in the Limon Livestock Sales Co. and has taken possession.

Noll formerly owned the Atkinson Livestock Sales Barn. He and his wife and two sons have moved to Limon to take over operation of the facilities here.

Cow Brings \$7900

A Brown Swiss Cow, S. C. Cindy's Bell, owned by Walter DeWitt, New Palestine, Indiana, sold for \$7,900 at the recent Midwest Sale at Columbus, Ohio. The price is the highest paid for a Swiss cow in '66. A yearling bull offspring of Cindy's Bell sold for \$1500. Both entries were purchased by Red Brae Farms, Eagle, Wisc.

HELP

Speaking of bargains, did you hear the story about the mother who gave birth to quadruplets. When she brought them home from the hospital, little Jimmy piped up with, "Boy, we'd better start calling folks. They're going to be harder to get rid of than kittens."



*Membership Processed
April 16 Through May 15*

*Thomas R. Chapman, Indiana
Cecil Ward, Texas
M. M. Peterson, Iowa
Harry H. Hawk, Ohio
Jack Wagner, Pennsylvania
C. C. Wagner, Pennsylvania
John H. Breidigan, Pennsylvania
Harry M. Wimer, Pennsylvania
L. M. F. Hocker, Pennsylvania
*Miles Long, Pennsylvania
Joseph A. Coccia, Pennsylvania
Kenneth M. Upperman, Pennsylvania
Mervin W. Adams, Pennsylvania
Arthur M. Benninger, Pennsylvania
Kenyon B. Brown, Pennsylvania
C. Morell Brown, Pennsylvania
*William L. Doyle, Pennsylvania
Henry K. Freed, Pennsylvania
Paul Godshall, Pennsylvania
Val Hochrein, Pennsylvania
Clarence Huber, Pennsylvania
Clarence F. Kern, Pennsylvania
Elmer O. Kist, Pennsylvania
C. J. Leiby, Pennsylvania
M. Manto, Pennsylvania
Daniel S. Miller, Pennsylvania
John Morykan, Jr., Pennsylvania
Lee Pillsbury, Pennsylvania
Woodrow P. Roth, Pennsylvania
Carl Shaffer, Pennsylvania
Albert Smith, Pennsylvania
Walter Thompson, Pennsylvania
Sam Lyons, Pennsylvania

Raymond Patterson, Pennsylvania
Oliver Wright, Pennsylvania
Claude Strickler, Pennsylvania
Charles Smith, Pennsylvania
Homer Sparks, Pennsylvania
William Ciez, Pennsylvania
Michael Schnitski, Pennsylvania
*Larry R. Reed, Pennsylvania
*William H. Rugh, Jr., Pennsylvania
Arthur Drakulic, Pennsylvania
John Lindley, Pennsylvania
George Paich, Pennsylvania
Margaret Berry, Pennsylvania
Paul Birtig, Pennsylvania
Pete Stewart, Pennsylvania
Roy Fair, Pennsylvania
Frank Heinen, Pennsylvania
Harry Frye, Pennsylvania
Leo Jesion, Pennsylvania
Wylie Rittenhouse, Pennsylvania
Harry Davis, Pennsylvania
Howard F. Endy, Pennsylvania
Kenneth A. Geyer, Pennsylvania
Herman L. Green, Pennsylvania
Howard W. Heinly, Pennsylvania
William Krause, Pennsylvania
Ralph T. Richards, Pennsylvania
Joseph R. Bove, Vermont
Emil J. Lauter, Illinois
Edward W. Maupin, Kentucky
Leon Brinkley, Missouri
H. "Skinner" Hardy, California
Thomas M. Watson, Kentucky
Helen M. Schumacher, Missouri
Gene Harris, Texas
Sidney White, New York
Thomas A. Nero, Ohio
O. D. Jordan, Virginia
Denzil Clark, Illinois
*James R. Beavan, Pennsylvania
Henry Brooks, Pennsylvania
R. B. Chaffee, Pennsylvania
Q. R. Chaffee, Pennsylvania
William Cook, Pennsylvania
Vern Cotton, Pennsylvania
Charles Davis, Pennsylvania
Eugene A. Derr, Pennsylvania
*Max A. Fraley, Pennsylvania
Maude S. Posten, Pennsylvania
Wayne R. Posten, Pennsylvania
*Howard Robertson, Pennsylvania
Jake Spencer, Pennsylvania
Ted Stuben, Pennsylvania
*Donald Tynatishon, New York
Alvin Almes, Pennsylvania
C. William Cubberly, New Jersey

IN UNITY THERE IS STRENGTH

Robert Arnold, Missouri
*Charles W. Ashby, Missouri
John F. Wagster, Missouri
Norman L. Chagnon, Massachusetts
Gordon Bauer, Illinois
Gene Darfler, New Mexico
Arthur Albaugh, Ohio
Edgar Adams, New Jersey
J. C. Dyer, Arkansas
*Bud Robinson, Arkansas
*Roy S. Cain, Arkansas
*Jim Sargent, Arkansas
*M. I. Schmidt, Arkansas
Oscar Farnam, Arkansas
W. H. Knight, Arkansas
Paul Peacock, Arkansas
E. L. LaRue, Arkansas
Earl Wieman, South Dakota
Wayne Feighner, Michigan
Earl R. Smith, Texas
John L. Leibel, South Dakota
Paul Noel, Kentucky
Carmine Idore, California
*William E. Lynch, Tennessee
*Ivan S. Warren, Texas
*Donald E. Muirhead, Texas
O. Ed Carpenter, Kansas
Leonard Hobson, Oklahoma
*J. C. Burkhardt, Colorado
*Gene Hunt, New Mexico
*Paul T. Fox, Illinois
*D. L. Hill, Louisiana
William D. Towler, Oklahoma
William M. Miller, Texas
Richard Roberts, Texas
Martin Higgenbotham, Florida
*Irwin H. Salzer, South Dakota
Ray Clark, Indiana
J. A. McGinnis, Oklahoma
Ben Kleiman, Michigan
Kenneth Ratts, Indiana
Ralph E. Moore, Montana
Hubert Woodard, Montana
Ron Granmoe, Montana
Louis Millhon, Montana
*Andy Strommen, Montana
Clyde Bush, Montana
Lee Hestiken, Montana
Kenneth Younglund, Montana
Fritz Hoppe, Montana
Johnnie Kujath, Montana
Kenneth Thompson, Montana
Frank Bass, Montana
Craig Britton, Montana
*Pat O'Brien, Montana
*Al Schaan, Montana

W. J. Hagen, Montana
*Warren C. Ellis, Indiana
J. Frank Arnold, Texas
A. G. Miller, West Virginia
*Robert J. Silverman, New York
L. G. Schloatman, Wyoming
*Cliff McCarville, Iowa
Paul Grote, Iowa
Neal Donovan, Iowa
Jim Donnelly, Iowa
Howard Johnson, Iowa
Lloyd Laughery, Iowa
Hugo LaFrentz, Iowa
F. E. Bloomer, Iowa
*C. A. Joans, Michigan
*Boyd E. Gregory, Texas
Tommy Jeffreys, Texas
Harold Vaughn, Ohio
Dean C. Smith, Ohio
William L. Persinger, Illinois
Walter Ahrens, Nebraska
George Albright, Nebraska
Victor Asmus, Nebraska
Ronald Asmus, Nebraska
Ray Augustyn, Nebraska
Roy Boyer, Jr., Nebraska
Wilbur L. Brell, Nebraska
Henry Buss, Nebraska
Kenneth C. Carnes, Nebraska
Clyde C. Carnes, Nebraska
R. E. Connealy, Nebraska
Les Cornwell, Nebraska
Howard Christensen, Nebraska
Albert Christensen, Nebraska
Charles Corkle, Nebraska
Mack P. Cosgrove, Nebraska
Bill Day, Nebraska
Franck D. Diercks, Nebraska
Dick Dolan, Nebraska
Richard Drudik, Nebraska
Kenneth Duer, Nebraska
C. O. Emrich, Nebraska
*Gordon C. Ewin, Nebraska
Dean Fleming, Nebraska
Walter Frickey, Nebraska
Dan J. Fuller, Nebraska
C. C. Gannett, Nebraska
Dick Grubaugh, Nebraska
Marvin Grubaugh, Nebraska
L. Dale Hanna, Nebraska
Tom Hawkings, Nebraska
*Robert R. Hilty, Nebraska
*Harold Hupp, Nebraska
Donald D. Jensen, Nebraska
Tom Johnson, Nebraska
Albert Helzer, Nebraska

R. H. Jaggers, Nebraska
Dick Kane, Nebraska
Jerry Kelley, Nebraska
Lyle Knott, Nebraska
*Harold Kraupie, Nebraska
*Paul Knoll, Nebraska
Ralph Kuhr, Nebraska
Don Laudemberger, Nebraska
Gene Lenhart, Nebraska
Stacy B. McCoy, Nebraska
J. D. McCoy, Nebraska
Delbert Manske, Nebraska
Robin Marshall, Nebraska
Eugene Marshall, Nebraska
Dean Martin, Nebraska
James W. Martin, Nebraska
Richard Montgomery, Nebraska
*M. E. Montgomery, Nebraska
*Robert Morris, Nebraska
Leon S. Nelson, Nebraska
Virgil H. Olson, Nebraska
Darrel Olson, Nebraska
*R. F. Plate, Nebraska
*Bob Reed, Nebraska
Charles H. Riley, Nebraska
Ernest F. Roloff, Nebraska
Leon Ruff, Nebraska
August Runge, Jr., Nebraska
John T. Ryan, Nebraska
*Leo Rychesky, Nebraska
Glenn Schwarz, Nebraska
Richard Shea, Nebraska
V. R. Shirmirka, Nebraska
Don Strotheide, Nebraska
Charles Tharp, Nebraska
Robert Thompson, Nebraska
Jim Walker, Nebraska
Mac Wondra, Nebraska
Allan Woodward, Nebraska
Don Werner, Nebraska
Willis Woodring, Nebraska
Harold E. McIlrath, Iowa
R. J. Smith, Texas
Earl White, Texas
A. F. Strawser, Illinois
John Flynn, New Jersey
B. Schwadron, New York
James J. Sykora, Michigan
B. G. Hollida, Missouri
M. E. Hilpipre, Iowa
*Craig C. Hilpipre, Iowa
Donald Zicht, Nebraska
James K. Thompson, Illinois
Walter Roat, Michigan
Irving B. Rosen, Texas

The Auctioneer

I know we remember back through
the years

When our ambition was to be an auc-
tioneer.

So one way or another, with deter-
mination and fear,

We all planned the chant of a good
auctioneer.

Some are self taught but most went
to school,

Most are smart men but some are
plain fools,

But in our profession, don't you like
to hear,

The rhythm and call of a good auc-
tioneer.

You can't always tell by his looks
or his gear,

His actions and size may not appear,
To be one of us but don't ever fear.

He may have the chant of a good
auctioneer.

He may be young, he may be old,
He may be timid, he may be bold,
He may have gestures like a hand
to his ear

And also the qualities of a good auc-
tioneer.

Now to me, there are traits we should
show,

Such as honesty, conscience, get up
and go.

Show respect to others and be sin-
cere.

That's what it takes for a good auc-
tioneer.

By Don Porter,
Morocco, Ind.
(NAA Member)

The cup from which Jackie Gleason
sips "coffee" on his weekly TV show
brought \$700.00 at a Miami benefit auc-
tion.

Before you give anyone a piece of
your mind, be sure you have enough to
spare.

THE LIGHTER SIDE . . .

THE VICTIM

"I'm a very careful driver," the motorist told his insurance agent. "When I drove up to the railroad crossing, I came to a complete stop, looked both ways, and listened very intently."

"And what did you hear?" the agent asked.

"The sound of another car crashing into my rear bumper," the motorist said.

SHE CAN FIGURE!

"Daddy, will you please give me a half dollar?"

"Darling, when I was your age I asked for pennies."

"O.K., Daddy, will you give me 50 pennies?"

A GREAT INCENTIVE

A farmer was showing his city relative around the rural community.

"My goodness," the city relative exclaimed, "look at all those fields, all those cattle, the splendid farm buildings and the up-to-date farm homes. This community must certainly abound with prosperity."

"Twaren't prosperity that built all those fine houses and barns," said the farmer knowingly. "T'was jealousy!"

LOGICAL!

"Gee!" exclaimed one small boy to another, "My hands are dirtier than yours."

"Why shouldn't they be," protested the other boy, "you're a year older than me."

PROOF OF SOMETHING

Two women chattered pleasantly as they started on a shopping tour one afternoon.

"That neighbor of yours," said one, "is a bit of a gossip, isn't she?"

"I really don't care to say," replied the other woman, "but I do know when she came home from her vacation last summer, her tongue was sunburned!"

AUTHORITY

Voice on telephone: "Hello, Miss Jones. Johnny Smith won't be at school today. He's not felling well."

Teacher: "Who is this?"

Voice on telephone: "What do you mean 'who is this?' This is my daddy."

LARGEST

"Grand Coulee," yelled the devout man as he hit his finger with the hammer.

"What do you mean by yelling 'Grand Coulee'?" asked his wife.

"That," he replied, "is the world's largest dam, isn't it?"

DEFINED

Thinking to shame his little boy who was greedily eating more popcorn than he should, the father said, "Richie, you are a little pig. You know what a pig is, don't you?"

With both hands full of popcorn, the boy replied: "Yes, Daddy. A pig is a hog's little boy!"

CHIP OFF THE BLOCK

A small boy was being prepared for minor surgery. A nurse told him she was going to take a blood test to determine his type.

"I know what type I am," said the boy.

"How did you find out"? asked the surprised nurse.

"My mother told me. She said I was the onery type, just like my father."

TEN RIGHT ANSWERS

A teacher had given her second-grade class a lesson on magnets. As a follow-up, she passed out mimeographed sheets with this question: "My name starts with M, and I pick up things. What am I"? Imagine her surprise when ten of the youngsters wrote, "Mother."

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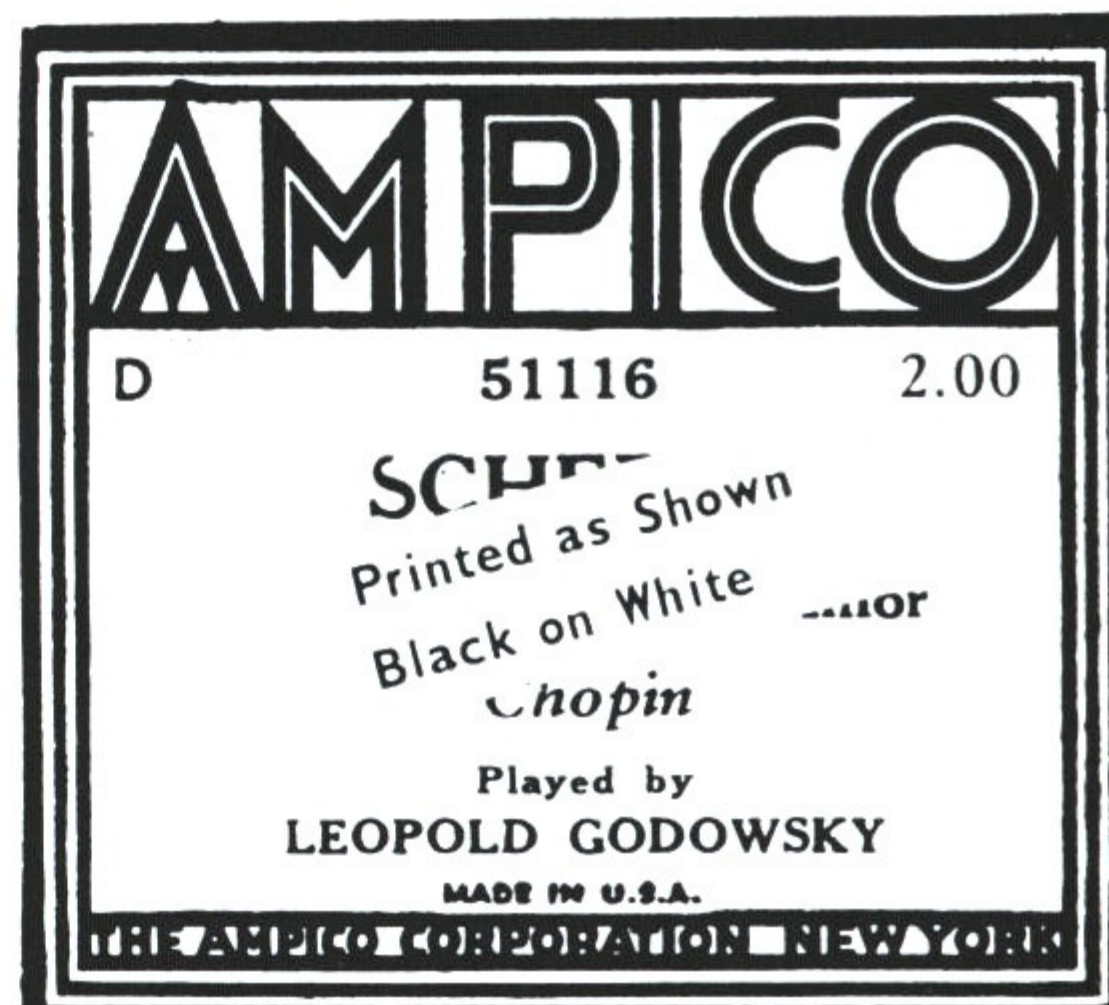
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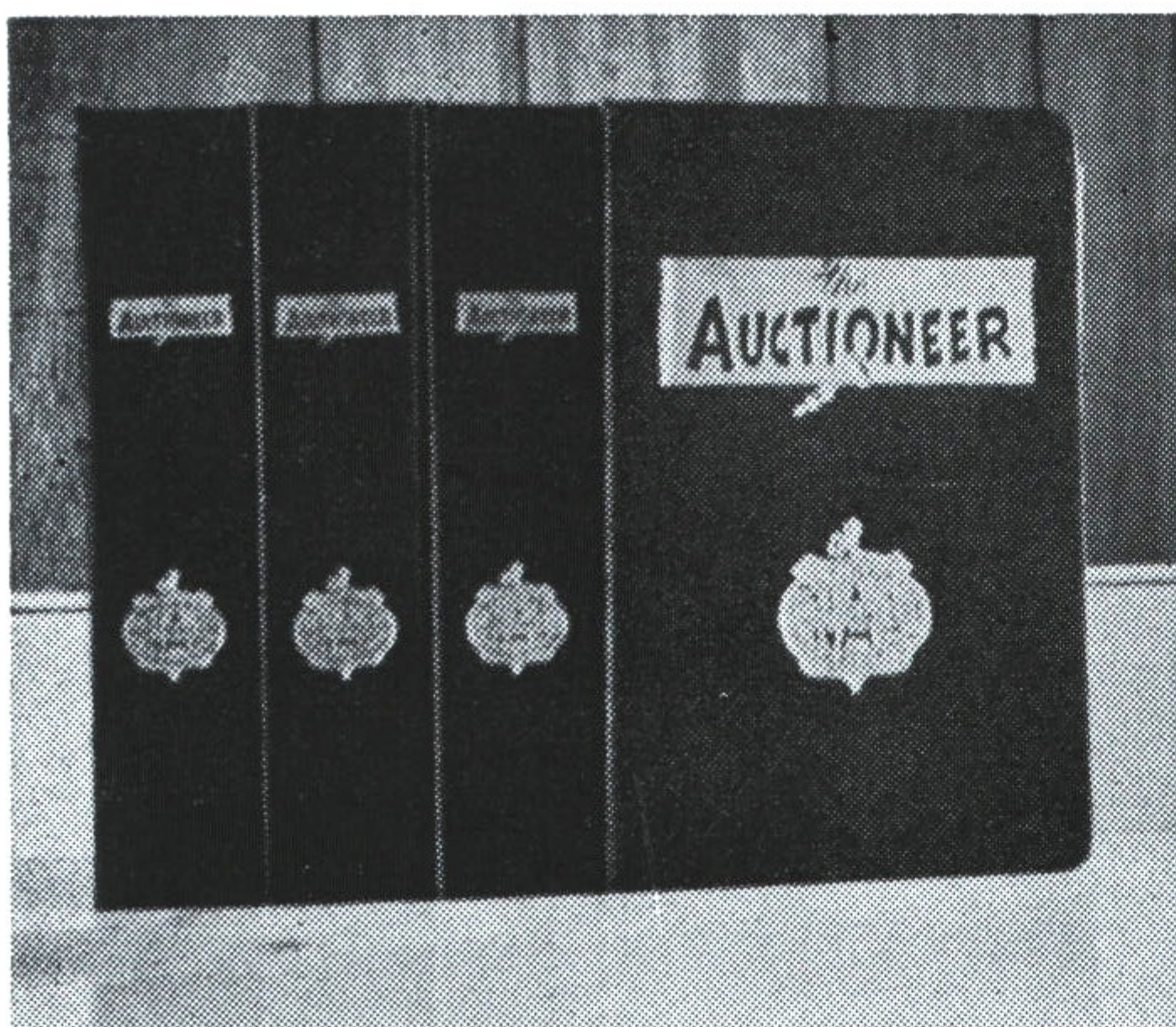
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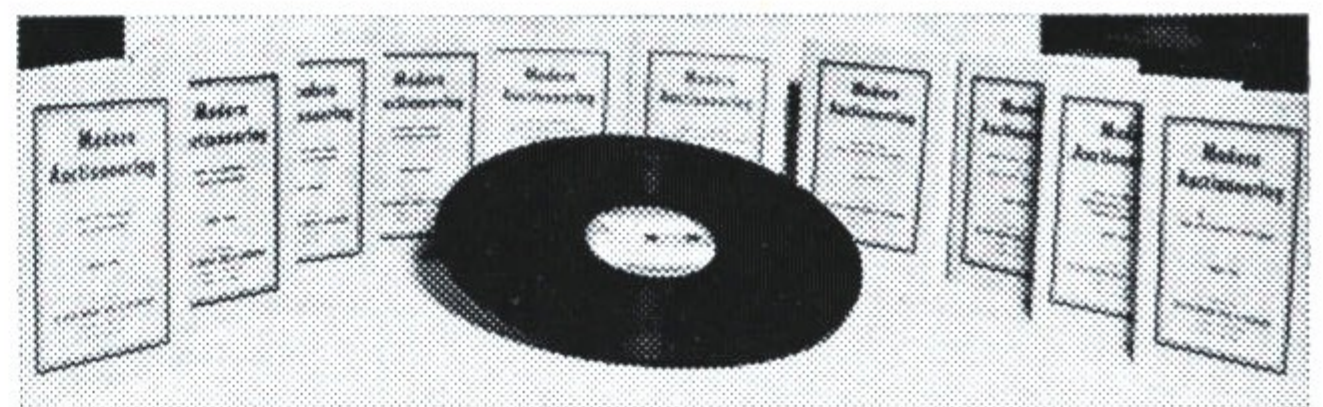
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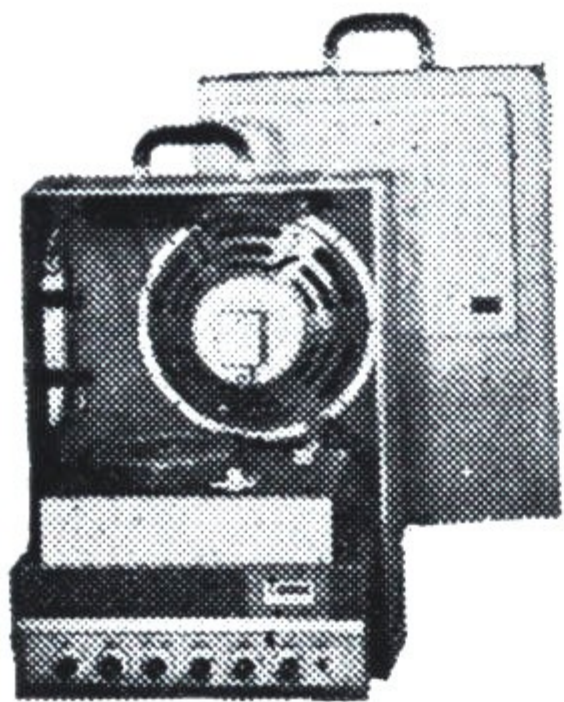
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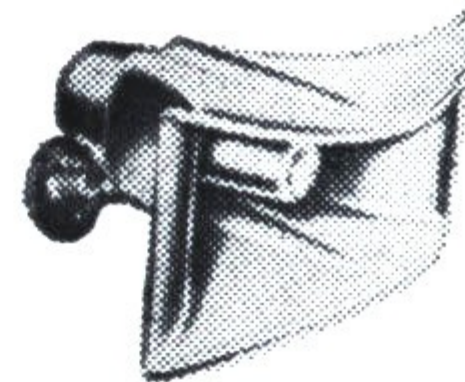
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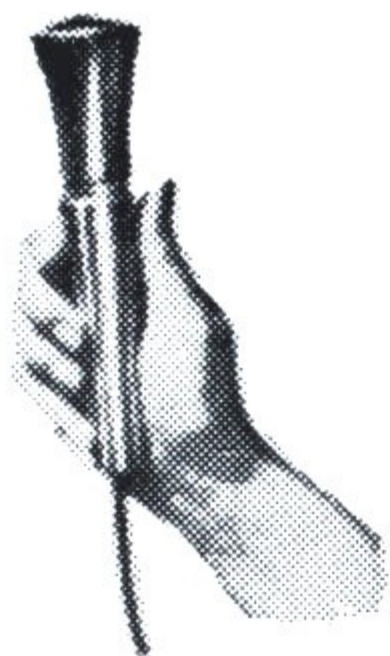
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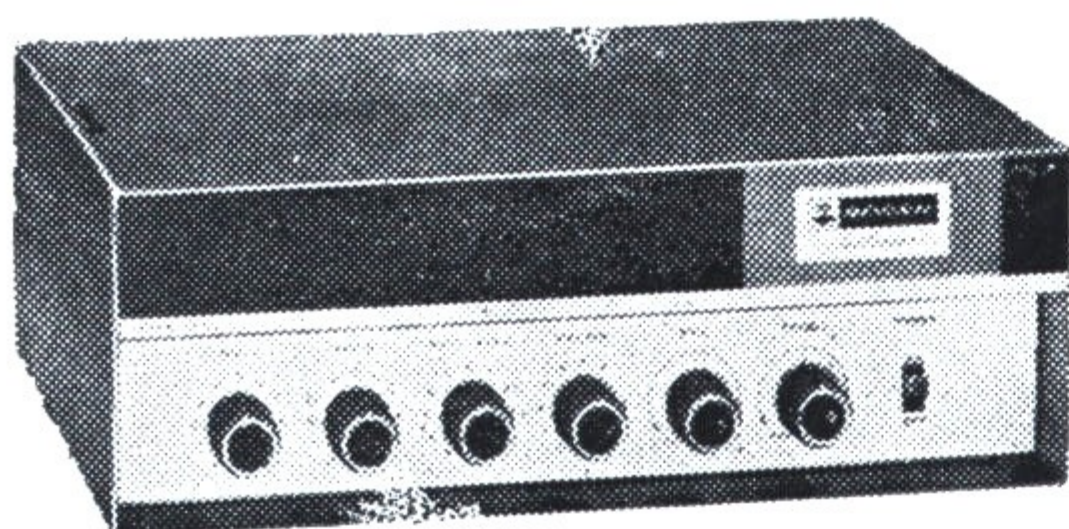
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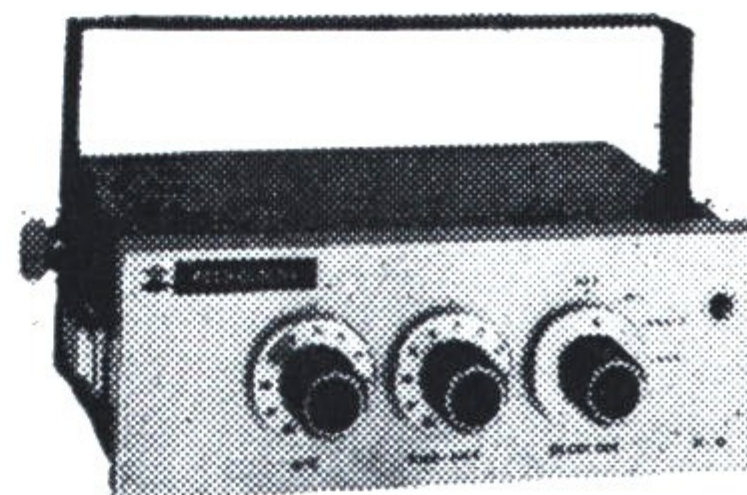
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