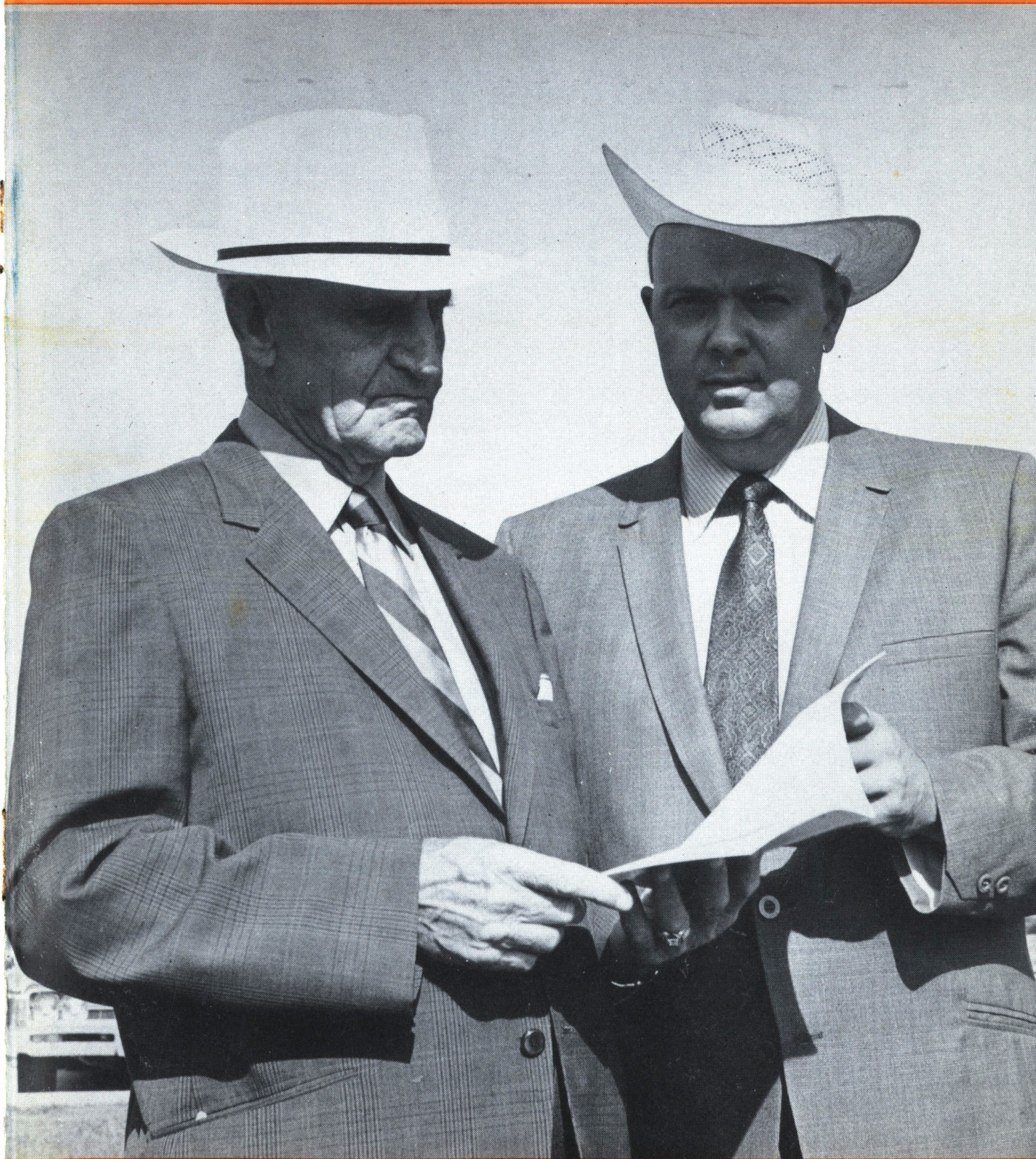


VOL. XXI NO. 11 NOVEMBER, 1970

THE **auctioneer**



Let There Be No Doubt!



who is in charge of the sale!

It will not be long now until Christmas and every year so many of the ladies order the Auctioneer Hat for Christmas gifts. I cannot think of anything I would appreciate more than a beautiful hat that is not only attractive to wear but identifies the wearer as an auctioneer.

These silver belly (color) Auctioneer Hats are being worn by auctioneers in 44 states and Canada and by some of the best known fellows in the Profession. IF you do NOT have one get it now. We guarantee absolute satisfaction or your money back. They come in 3 different brim widths - 2" - 2-3/8" and 2-5/8" and in regular or long oval.

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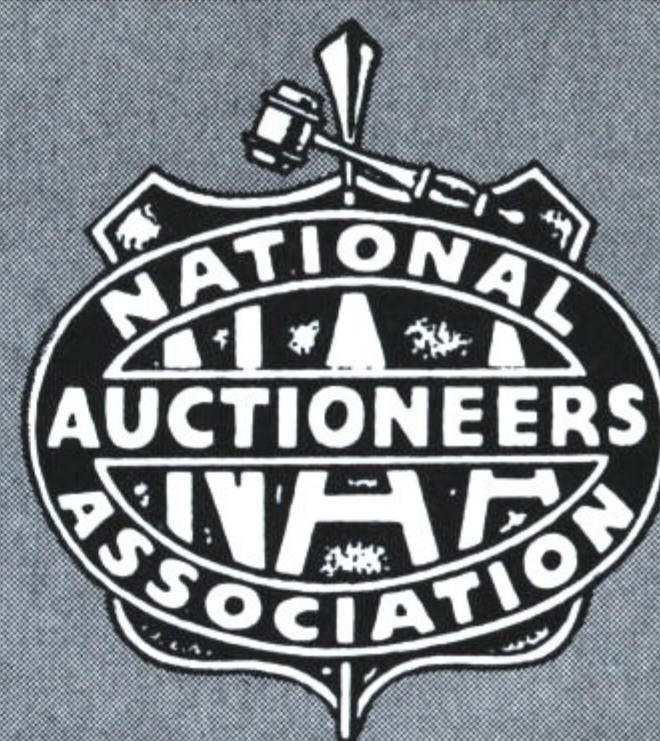
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Auctioneering More Than A Gift of Gab

PINE BLUFF, ARK. — Almost everyone likes to go to an auction if for no other reason than to listen to the salesman with the jet-propelled sales pitch - the auctioneer.

He does some fast talking, but what people sometimes forget is that a lot of training and practice go into the auctioneer's calls.

One Pine Bluff Auctioneer is Mr. D. L. (Dink) Webb of 1600 Belmoor. He says he got interested in auctioneering about the same time lots of other people did - when he was just a boy.

"I used to make all the auctions I could", he says, "and when I heard about an auctioneer's school, I went. That was the roughest school I've ever gone to!"

"The school is in Billings, Montana, and is primarily a public speaking course," said Webb. "We attended classes for 3 weeks - I got up at 5:15 a.m. and attended classes until 12:30 a.m. the next day. When we started (the course) there were 34 students but after a few days, four of them left. They just couldn't take it." During the school, Webb says, they practiced bid calling.

"You learn to call the bids but you have to develop the speed on your own. It just takes lots of practice. My calls are mainly a repetition of numbers," he says, "some auctioneers use more words but whatever you use, there's got to be some rhyme and rhythm.

"It took me about a year after I got out of auctioneer's school to develop mine." He has been an auctioneer now for five years.

He does lots of charity sales because he enjoys them. "Someone has to do it and I am willing to go anywhere in Arkansas if it is for a worthy cause but not for a group of people who just want a free sale given to them."

He recalled some of his more memorable auctions.

"The longest auction I ever held was one that started at 10 a.m. I finished

that night at 7 p.m. without a single break and did all the selling myself.

"If you think that's not rough, just stand in the middle of a floor and try yelling for five minutes," he said with a laugh.

"The shortest auction I ever held was just for one item - a house - which was my latest auction job.

"About the funniest thing I can remember about one of my auctions concerned a man and woman bidding against each other for a 100-year-old game table. The table was about a foot square and stood on a round wooden base about 6 or 8 inches in diameter. I was standing on a stair case with the front of my foot hanging over a step. The man's foot was right under mine and everytime he wanted to bid, he'd raise his foot up and tap mine without ever saying a word. The lady got mighty perturbed because she never could figure out where the raising bid came from. Oh, he finally got the table.

"There is any number of ways to make a bid," says Webb, "and they can range from a wink of an eye to a tap of a shoe."

"One man who attends auctions regularly always has a cigar in his mouth. As long as that cigar stays put, he's bidding no matter how fast things are going, but when he takes it out, (Webb snapped his fingers) "he's through, just like that."

"I can tell about 98 percent of the time when a woman is going to bid because they get more excited than men do. "But, you know, if a woman learns how to bid, she is more shrewd than a man and can even get me mixed up sometimes!"

Asked how he could tell if a person was bidding or not since there are so many different signals, he replied, "I can tell by looking at their eyes whether they are going to bid or not."

Webb said he wasn't exactly sure but he thinks that auctioneering started in

a country other than the United States.

"I don't know why they talked so fast back then but I know why they do now. We try to auction off items at a rate of 75 pieces per hour. When I pick up an item, it probably will be gone within 40 seconds.

"Auctioneers can talk too fast though," he says, "then the public can't understand them."

Since items can be sold with such speed, Webb says, public auctions are the very best way to dispose of a quantity of items that are no longer wanted. A whole house of furniture including decorations and outdoor equipment and barns can be cleaned out all in less than a day.

"Usually the speed with which the first 10 items are sold will govern the entire auction." If the first items sell fast, the rest will too.

"When the sales are good, an auctioneer is in 'hog heaven' - we really enjoy selling.

"The type of auction determines which items will bring the best prices." For example, if the auction has antiques, cut glass will be one of the biggest sellers. Sales can be unpredictable sometimes, though," Webb says.

"What you don't think will sell, will sometimes go for as much as two or three times what you thought it would - sometimes they'll fool you."

One of the most noted things Webb has sold was a set of pictures painted by the late Jim Byrd. These were very rare paintings and were three or five pictures painted by Byrd. The paintings included a portrait of his father and a self-portrait painted as he looked in a mirror. Another of his paintings is a portrait of Abraham Lincoln which now hangs in the State Capitol Building of Arkansas. "He painted this one about 65 years ago," Webb says.

Cyrus the Great received this advice from the philosopher Zoroaster: "Youth is not a time of life, it is a state of mind. Nobody grows old by merely living a number of years; people grow old by deserting their ideals. Years wrinkle the skin, but giving up enthusiasm wrinkles the soul. Worry, doubt, self-distrust, fear and despair bow the head and reduce the spirit to dust."

IN UNITY THERE IS STRENGTH

OUR COVER

We don't know what the two gentlemen are visiting about but it is certain to be something good for NAA members whether it be the 1971 National Convention or the new office building. The man on the left is Nebraska's Dean of Auctioneers, Col. Rex Young of Plattsmouth. The other is Col. Dean Fleming, Atkinson, Nebr., President of the National Auctioneers Association.

All-American Futurity Makes \$5,164 Average

RUIDOSO DOWNS, N. M. — Two hundred yearlings cashed for a record \$1,032,850 in the 9th annual All-American Quarter Horse Futurity Sale in four nights of selling here during the Labor Day weekend, Sept. 3-4-5-6.

The amazing \$5,164 average was established by 121 buyers from seventeen states and four from Mexico. They were in a standing-room-only crowd in the big Chaparral convention center.

Acceleration of enthusiasm and prices from the "warm-up" opening night is illustrated by the averages. That first night 44 head averaged \$1897; second night, 51, \$3942; third night, 53, \$7092; and the fourth night, 52, \$7164.

It wasn't a place for a novice consignor, nor for a colt or filly without proven speed in the dam as well as in the sire. Every entry, of course, is designated for the 1971 All-American Futurity race here.

Hot as was the sale, owners of 28 of the yearlings considered bids not favorable enough and charged back their horses for a total of \$109,350. These charged back yearlings and the amount of money recorded for them on the sale books are not included in the sale summary shown here or in the averages given.

Seven yearlings failed to receive a \$500 starting bid and were passed out, four were withdrawn and 21 of the 260 cataloged entries failed to make it to the sale.

NAA members, Tom Caldwell, Ontario, Calif., and Ike Hamilton, West Monroe, La., were the auctioneers.

What Is Free Enterprise?

By Thurman Sensing

It is generally understood by all thoughtful people that it is the free enterprise system here in America that has brought our nation from a few struggling colonies along the Atlantic seaboard to a position of preeminence among the nations of the world in the comparatively short period of one hundred ninety-four years.

The free enterprise system is the secret—if it can be called a secret—of our success. It has produced for the American people the greatest productive capacity and the highest standard of living the world has ever known.

Even so, there is considerable question as to whether the average person knows what the free enterprise system actually is or could define it. We are great salesmen of our material goods, but we have trouble talking intelligently about, much less selling, our greatest product—free enterprise. We must preserve our free enterprise system if we are to remain a great nation—yet how can we preserve it if we do not understand what it is we are trying to preserve?

It would be well, therefore, for every citizen of this country to have a clear understanding of the meaning of free enterprise.

Basically, the free enterprise system means freedom of the individual. Under the free enterprise system, the individual is **free** to make something of himself **if he has the enterprise to do it**. Too many people put too much emphasis on “free” and too little emphasis on “enterprise”.

There are undoubtedly many false notions concerning free enterprise. The free enterprise system is not “manna from Heaven”. It doesn’t mean that the world owes you a living. It doesn’t mean “something for nothing”. **It doesn’t mean acceptance of the “government’ll-take-care-of-you” philosophy.** It doesn’t mean license, either. It doesn’t mean that a manufacturer can operate sweatshops or that a merchant can gouge his customers.

The free enterprise system does mean that the individual is responsible for his own welfare and his own salvation, that he has the right to carve out his own

destiny and chart his own future. **It means that his government guarantees him opportunity—and nothing more.** That is the whole philosophy of freedom; that is the concept of liberty under which this nation was founded.

Under the free enterprise system, the individual has the incentive to work and save and invest and profit thereby so long as he harms no one else in the process. **His future depends upon his own ambition.**

The choice is always before us. It is a choice between free enterprise and state control. It is a choice between a constitutional republican form of government and a totalitarian form of government, whether it be socialism or communism or dictatorship.

The difference between a free nation and a slave nation can be very simply stated. **In a free nation, the people accept the responsibility for their own welfare; while in a slave nation that responsibility is turned over to the government.** Or, to put it another way, meaning the same thing, **in a free nation the state gets its rights from the people; while in a slave nation, the people get their rights, if any, from the state.**

As long as people live, there will undoubtedly be those who will shirk from accepting freedom as their own responsibility. They will want their government to provide their security, guarantee them minimum wages, guarantee them full employment, guarantee them good prices for their products, guarantee them good housing, guarantee the solvency of their loans, guarantee them medical care, and many other things.

Such people are thereby choosing slavery rather than freedom. For this is the security of the penitentiary. This is the freedom of totalitarianism. This is the rejection of individual responsibility. **So far as the United States of America is concerned, such choice would be a betrayal of our whole heritage and an abandonment of the philosophy under which we have grown and prospered.**

It only takes a wedding

To make a fellow learn —

He thought that she was his’n

But he found that he was her’n.

NAA Members Hold Top Auto Auction Positions

Two NAA members were elected to top positions in the National Auto Auction Association at the group's annual meeting, held Sept. 24-26 at Hollywood, Fla. J. W. "Jimmy" Franks, Rantoul, Ill., co-owner of Chicago's Arena Auto Auction, is the new President. T. Lynn Davis, Macon, Ga., and owner of Middle Georgia Auto Auction, in Macon, was elected Vice President.



Jimmie Franks

Elected to the Board of Directors were Tom Bruce, Bruce's Auto Auction, Greenville, S. C.; George Lamb, Colorado Auto Auction, Denver, Colo.; Jack Kesler, Ken Schaefer Auto Auction, Indianapolis, Ind.; Pete Murray, Northway Exchange, Clifton Park, N. Y.; and O. B. Batten, Kenly Auto Auction, Kenly, N. C. Lamb and Murray are also NAA members.

National Auto Auction Week was approved by the membership for the week of April 19, 1971. A budget in excess of \$10,000 to promote the special week was assured through donations from the four zone organizations and the automobile manufacturers.

Attendance was very good at the Annual Convention and Business Meeting with 71 of the group's entire member-

ship of 89 auctions represented. Domestic manufacturers were joined by Volkswagen and Toyota and the price guide book publishers in hosting the entertainment and dining functions. In all, 351 persons registered for the convention. In addition to auction owners and manufacturers representatives a large number of fleet and leasing personnel were on hand.

Auction Image Marred By Itinerant Merchants

Better Business Bureaus in various parts of the country have been receiving complaints in regard to office equipment being sold at auction. It is alleged that typewriters with foreign language keyboards and odd voltage requirements have been auctioned without disclosure of those conditions.

Other instances cited include the selling of typewriters with inoperable motors and other defective merchandise which had been repacked to appear new.

Another phase of the auction business being abused has been in the disposal of Oriental rugs. In one particular rug auction a representative of the BBB was in attendance, along with an Oriental rug expert. The expert verified that only one damaged rug appeared to be on sale — and the term "unrestricted auction" applied only to the one rug.

A Better Business Bureau official has stated, "Auctions are an established and legitimate business practice but the auction is no better than the auctioneer who conducts it." NAA members should be very careful when asked to conduct auctions for transient merchants. There may be a good reason why they are "transient".

New Auction Book

The Fabulous collectors and the fabulous auctioneers are the characters in "The Elegant Auctioneers" published Oct. 12 by Hill & Wang. The book covers the rich men and women who searched the world for treasures and the auctioneers who presided over the sales. The book was written principally by **Wesley Towner**, who died in 1968 after finishing a good share of the work, and completed by **Stephen Varble**.

Impressions Of The National Convention

Having been invited to attend the 1970 convention and participate as one of the speakers, and being now numbered among the thousands of semi-retired people of the nation, I was able to reserve the time, and sorry to say to attend for the very first time.

Needless to say there were some imperfections, however, perfection is the goal at which we aim, but never attain. Therefore, I have no criticism to offer. My highest regards go to the Wisconsin Auctioneers for the superb manner in which they acted as hosts to the National Auctioneers. Col. Joe Donahoe serving as program chairman left nothing to be desired, by the outstanding manner in which he conducted the affairs of the convention activities. In my book he is listed as a gentleman and scholar of the highest degree. The speakers to whom I listened (including all) were outstanding in their topics and gave forth information and ideas worthy to compensate all for their time and travel to be present.

Our National secretary, while remaining very much in the background, proved again the value of much thought, study, and planning for a great Association future toward which he has been quietly but surely working. Someday in the future I believe Bernie Hart will be highly honored for the unselfish and tireless efforts which he has put forth in behalf of the National Auctioneers Association. Many years ago Bernie expressed to me his hopes, vision, and dream of a National Home or Headquarters for the National Association, and I know that his thanks and appreciation goes out to those loyal people who have given him their support to attain the goal, and will now see the home as a monument to the Auctioneering profession.

Certainly to those who were privileged to attend the 1970 Convention, it was a time of inspiration, and the urge to greater goals to achieve, a loss to those who weren't there. I am happy to have been one who was (along with my good wife) and I can only urge with words, every auctioneer in the land who values the profession to which he is dedicated, to give his loyal support to all who

were elected to guide the affairs of the Association for the next year, and to start now to plan your trip to Lincoln, Nebraska, to attend the 1971 National Convention.

The joy of meeting old friends and making new ones plus the communion with your brothers in a great profession will more than compensate you for the time and effort.

Sincerely yours,
H. Earl Wright
Nokomis, Florida

Lady Auctioneer Opens New Auction Gallery

Dorothy Knapp, West Nyack, N. Y., has opened a new auction gallery in Congers, N. Y. This statement in itself is not particularly newsworthy until one finds out that Mrs. Knapp is one of the few successful lady auctioneers in the country.

Dorothy highly recommends auctioneering as a profession for women. "It is one of the few businesses that require no financial investment," she says, noting that items can be taken on consignment and that entire house lots are frequently sold at auction right at the home they come from.

"There are so many facets in the auction business," she adds. "Appraising and tag sales — I go into a house and put a price tag on each item — it can keep a competent auctioneer very busy," she says.

Mrs. Knapp is a member of the New Jersey State Society of Auctioneers and the National Auctioneers Association.

Guernseys Bring \$360 In Ohio Breeders Sale

Canfield, Ohio — Guernsey cattle in the consignment sale put on by the Columbiana-Mahoning Association at the Canfield Fairgrounds October 1, averaged \$360 for 35 head. Col. John Andrews was the auctioneer.

The top cow was consigned by Ed Copeland of Hanoverton RD, and she sold for \$630. An interesting feature of the sale was that the top cow was next to last in the sale order.



The Ladies Auxiliary

Dear Ladies,

A letter from our president made me realize that I do not take advantage of "Time". When I promised to write an article for the November "Auctioneer", I thought, oh, that's a long way off, but time caught up with me.

You know time is a mystery. We sense its passing in our consciousness. We measure its progress with delicately adjusted instruments. We understand a great deal about time, but no one has ever explained just what it is.

Time will permit the Building Fund Committee, as well as all auctioneers, to reach their goal, the new office building. Yet, we know time runs out for many people before they reach their goal.

In such a busy world that we live today, it becomes a difficult task to choose the really all important activities in which to engage. These activities determine whether or not we are having a good life. Auctioneering can be a good life, but it is up to each auctioneer to make it so. Ladies, we should play an important role in this life. Do we???

Time steals the strength from a man's muscle and the youthful beauty from a woman's face. This is why we must make every minute count. With auctioneers and their wives coming in contact with so many people, time can be used to the maximum advantage, filling every minute with 60 seconds worth of service; service to mankind.

Time passed is time over which we have no power, but time to come applies a test to our souls and lays upon every one of us the possibility of moral and spiritual choices. May each of you take time during November to count your blessings and be thankful for the good life you're having.

Happy Thanksgiving!

Velda Fannon

The reason some people are overweight is because there are times when they just go starch craving mad.

INCREASE: This word comes from the Latin "auctonem" — to increase — because the work of the auctioneer is to increase the bidding to get the best price.

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Not For Sale

NEW YORK — If you had a million memories and could sell them for a dollar each, you'd be a millionaire.

But who would part with a wonderful memory for a measly dollar bill? Good memories are priceless — and, anyway, it is more fun to share them than try to put them on the auction block.

Perhaps you don't have a million memories yet. But you've got a pretty good stock if you can look back and remember when—

Bluebirds were so plentiful you could see one almost every day in summer.

A good cook would rather hear her pies or preserves praised than her character. After all, nobody would dare say a word against her character.

There was some perturbation throughout the country when word got around that one of President Woodrow Wilson's favorite sports was tennis. Tennis? Wasn't that a game played between sis-sies and young ladies?

The old-fashioned icebox had room for only about a fifth of the goodies a modern refrigerator or freezer holds.

Bedbugs were so common in poor neighborhoods that it wasn't so much a question of whether but when a household would be infested by them.

A girl didn't know whether to be pleased or insulted if you told her she looked like Theda Bara, the famous movie vamp.

We were all so young and innocent that a fellow could become the life of a cocktail party simply by putting a lampshade on his head.

Adolf Hitler was painting landscapes—before he learned the art of destroying them.

People were still so friendly that if you got an attack of hiccups on a street car at least 10 strangers among the passengers would volunteer a helpful suggestion on the best way to cure them.

Airplanes were so much of a novelty that lots of folks rode out to the airport every Sunday in hopes of seeing one fall.

Grandma laid down the law to grandpa by informing him that he could either keep his beard or go on chewing tobacco—but he couldn't do both.

You could keep a pet dog from birth until death and never spend more than \$2 cash on it for a collar with a brass nameplate.

Any guy with more than two pairs of spats was likely to be nicknamed "Dude."

Before the spread of radio and television, newspapers printed extra editions on election nights and after every major heavyweight championship fight. When you head the newsies in the streets crying "extra! extra!" you knew something big had happened.

Mashers were careful not to get fresh with women wearing big hats, because they had hatpins longer than the knives muggers carry now.

A one toothpick meal was okay, but a two-toothpick meal was one in which the hostess had really "put the big pot in the little one."

It was feared that a boy would end up shiftless if he hadn't figured out by his 17th birthday what he'd spend his life doing.

Men in the street would turn and gawk at a pretty ankle.

A fellow knew a girl was getting pretty keen on him if she let him hold her knitting yarn in his hands while she wrapped it in a ball.

Every telegram had ten words, and the tenth word always was "love."

Those were the days—remember?

Farmers Should Sell Cows Like Automobiles

RED WING, Minn. — Dairy farmers ought to take a page from the auto makers' book when selling their cows, says Dick Walter, Goodhue County agent.

"Sell them just like cars," he told a dairy group.

Walter's advice: start out with a price of \$200 for the basic cow, add \$45 for a two-tone exterior, \$75 for the extra stomach, \$60 for the product storage compartment, \$40 for the dispensing device with four spigots at \$10 each, \$125 for "genuine cowhide" upholstery, \$15 for dual horns and \$35 for the automatic fly swatter.

Under Walter's mathematics, this brings the price up to \$595.

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Farm Auctions Remain

A Part of Americana

Rain, shine, snow or blow, when there's a farm auction in the neighborhood farmers drop what they're doing and go.

Some go to look, some to buy and some just to visit with their neighbors.

Some go to estimate how the seller fares and to rejoice or commiserate with him. Some go to "put their finger to the wind" to gauge price currents. All keep a sharp eye out for bargains.

Today's farm auction is a quick piece of business. At a small sale, auctioning may take an hour and transactions may amount to \$10,000. Big sales may take three or four hours and total from \$75,000 to \$100,000.

Auctioneers say crowds are bigger and contain more strangers than in former times. There may be farmers or equipment dealers from as far as northern Minnesota, the Dakotas, Wisconsin or central Iowa. That's because auctioneers have become merchandisers with "customer lists."

Fewer women attend auctions as household goods are rarely for sale unless a bachelor sells out or a family is moving from the area.

Auctioneers say that as few as 15 years ago practically all farmers had some livestock to sell, while today 70 per cent of farm sales consist only of machinery and equipment.

In an earlier day, auctioneers sold draft horses last "to hold the crowd." Now big equipment does the job and there are only occasional sales of ponies or saddle horses.

Some old-time sentiment is missing as fewer small boys struggle to keep back tears as they part with pet calves, lambs, pigs or ponies.

Selling is faster and auctioneers may cry two farm sales a day in the busiest season and handle a third sale of another type in the evening.

Auctions usually end as farmers' spring work begins about May 1. There are some auctions in August and through September and they drop off through fall harvest, picking up later in the winter.

Auction crowds are colorfully dressed these days with farmers clad in bright caps and jackets.

"It's because those caps are free," a

sale-goer observes. Dealers give them to farmers with purchases of feed or seed or fertilizer. "Farmers who wouldn't buy a red or orange cap for themselves on a bet are conservative enough not to let a gift cap go to waste."

Sale crowds leave as quickly as they gather. Farmers jump into cars and trucks to head home with their buys or to meet others at the nearest cafe and "chew the fat."

Pennsylvania Leader, Homer Sparks, Dies

Col. Homer Sparks, Sharon, Pa., passed away September 22 following several weeks of bad health. The last remaining Charter Member of the Pennsylvania Auctioneers Association, he was 75 years old at the time of his death.

Col. Sparks was a very successful auctioneer, especially in the field of real estate. Only a few weeks before his death he was honored for having been in the real estate auction business for 50 years. Sparks was one of the organizers of the Pennsylvania Auctioneers Association because he believed auctioneering should be elevated from a job to a profession.

Sparks was a long time member of the National Auctioneers Association and attended the National Conventions until his age and health made travel uncomfortable. In late years his neatly trimmed beard earned him the friendly title of Pennsylvania's Col. Sanders.

MARGARET BERRY

Watermelon Brings \$41

"Sold, for \$41," barked Joe Stockton, Lattimore, N. C. auctioneer and NAA member, "And sir, you are the proud owner of this fine watermelon." Stockton sold 20 watermelons for a total of \$636 at the regular meeting of the local Lions Club. Proceeds were for Lattimore's newly organized volunteer fire department.

Stockton sells regularly at three livestock auction markets in the area, at Shelby and Boone, in North Carolina, and at Johnson City, Tenn. He is part owner of the Watauga County Livestock Market at Boone, N. C.

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Men's "Skin Diver" Watch with Calendar	Ea. \$ 6.50
Ladies' Deluxe Round Face Watch with Band	Ea. \$ 6.00
Ladies' Nurses Watch with Band	Ea. \$ 5.25
Ladies' Square Face Watch with Suede Band	Ea. \$ 5.25
Men's Deluxe Water Proof Watch with Band	Ea. \$ 5.00
Men's Automatic Watch with Calendar	Ea. \$10.00
Men's Day and Date Deluxe Calendar Watch	Ea. \$ 7.50
Men's CRONEL "25" Swiss Calendar Watch	Ea. \$10.00
Men's HELBROS Watch, Beautifully Boxed	Ea. \$ 9.50
Ladies' HELBROS Dress Watch—Deluxe	Ea. \$12.50
Men's 17-Jewel Calendar Watch—Swiss	Ea. \$10.00
Men's HELBROS Dress Watch—Gold or Silver	Ea. \$11.50
Men's HELBROS Calendar Watch—Silver Only	Ea. \$12.50
Ladies' HELBROS 2 Diamond Watch	Ea. \$17.50
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Ladies' Watch with Jewelry Set	Set \$ 5.75
WALTHAM Ladies' Sport Watch w. Suede Band	Ea. \$12.00
HILTON 17-Jewel Men's Dress Watch w. Band	Ea. \$ 9.25
HILTON Ladies' 10 Diamond Dress Watch	Ea. \$25.00
Waltham 17-Jewel Men's Dress Watch with Band	Ea. \$12.00
Men's Deluxe DIGETIL Watch with Band	Ea. \$ 7.50
Men's Auto. Day-Date Dress Watch with Band	Ea. \$12.00
JAMES BOND 007 SPY WATCH WITH	

HOOR WINDOW	Ea. \$ 4.00
BRONCO WESTERN WATCH—for CHILDREN	Ea. \$ 4.00
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Louis D'OR Perfume, Book of Charm, with Key Chain	Doz. \$ 7.80
Louis D'OR Perfume Rings—Ind. Boxed	Doz. \$18.00
Louis D'OR Perfume—\$20.00 Retail	Doz. \$ 5.90
Spray Perfume, Boxed—1000 Sprays	Doz. \$ 2.90
10 Pc. French Perfume Set, \$20.00 Retail	Per Set \$ 2.00
TIFFANY Perfume—2 oz.—Gift Boxed	Doz. \$15.00
CHARMANT French Cologne—Retail \$15.00	Doz. \$18.00
Glamorous FILIGREE Spray Perfume	Doz. \$ 5.90
2 pc. RUSSIAN LEATHER Cologne Set	Doz. \$15.00
4 pc. RUSSIAN LEATHER Cologne Set	Ea. \$ 1.75
2-oz. ORIENTAL JADE Men's Cologne	Doz. \$ 3.90
2-oz. Men's RUSSIAN LEATHER	Doz. \$ 3.00
Ladies' Wallets with 40 Windows, Boxed	Doz. \$ 3.90
Men's Wallets, Boxed	Doz. \$ 4.80
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Necklace and Earring Set, AURORA	
BOREALIS, Asst. Colors	Doz. \$24.00
Beautiful Spanish Guitar	Ea. \$10.00
Beautiful AURORA BOREALIS ACORN	
Necklace	Doz. \$ 5.90
Beautiful AURORA BOREALIS HEART	
Pendant	Doz. \$ 7.20
NITE 'N DAY Reversible Necklace—	
Pearl and Rhinestone	Doz. \$ 9.00
Reversible Necklace with Matching Earring Set	Doz. \$18.00
Deluxe 4-pc. Pendant & Choker Set w. Earrings	Set \$ 2.00

APPLIANCES 'n HOUSEWARES

Electric Can Opener—Automatic	Ea. \$ 4.25
Elec. Can Opener—Knife Sharpener—Btl. Opnr.	Ea. \$ 6.00
Electric Portable Hand Mixer	Ea. \$ 5.75
2-Slice Automatic Toaster—NAME BRAND	Ea. \$ 6.50
4-Slice Automatic Toaster—NAME BRAND	Ea. \$10.00
2-Speed Blender—PROCTOR-SILEX Heavy Duty	Ea. \$ 9.50
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HAMILTON BEACH Electric Cordless Knife	Ea. \$ 5.00
Electric Mixer on Stand with Bowl	Ea. \$ 9.50
MIRRO Automatic Perk.—9 Cups	Ea. \$ 5.00
7-pc. Hard TEFLON-II Set—NAME BRAND	Set \$ 7.50
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15-Pc. Decorated Handle Cutlery in Book Chest	Set \$ 3.50
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EVERSHARP 3-pc. Stainless Steel Carving Set	Doz. \$ 8.80
EVERSHARP 6-pc. Deluxe Steak Knife Set	Doz. \$ 8.80
5-pc. Kitchen Knife Set—in Wooden Display Rack	Set \$ 2.00
3-pc. Wood Animal Family Set	Dozen Sets \$ 7.20
21-pc. Deluxe Carving Set—Pkd. in Deer Chest	Set \$10.00
14-pc. Deluxe Carving Set—Pkd. in Deer Chest	Set \$ 7.50

TOOLS

50 Ft. Drop Cords—All Copper Wire	Doz. \$13.80
20-pc. Socket Wrench Set	Ea. \$ 1.75

3-pc. Adj. Wrench Set—6", 8", 10"	Set \$ 1.90
7" ELECTRIC SAW—Power House	Ea. \$16.50
14-pc. Up to "1 1/4" Industrial Open End or Box Wrench Set	Set \$11.50
11-pc. Industrial Open End or Box Wrench Set	Set \$ 6.50
8-pc. Heavy Duty Open End Wrench Set in Clip	Set \$ 3.25
6-pc. Comb. Box and Open End Wrench Set	Set \$ 3.25
26" MASTER HAND SAW	Doz. \$ 8.40
16-oz. Steel Hammer	Doz. \$ 6.25
19" Deluxe Tool Box with All Metal Tray	Ea. \$ 2.75
100 ft. Heavy Duty 14 Gauge Power Cable	Ea. \$ 4.50
100 ft. Heavy Duty 10 Gauge Power Cable	Ea. \$12.50
Deluxe Carded Wrench Key Chain—Hot Seller	Doz. \$ 3.50
LUMIJET Disposable Flashlight	Doz. \$ 8.60
29-pc. BLUE TEMPER Drill Bit Set	Set \$ 7.90

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6 TRANS. RADIO WITH CARRYING CASE & BATTERY	Ea. \$ 2.25
Large Twin Eye Radio—Battery/Electric—AM	Ea. \$ 5.75
Large Size AM/FM Radio Battery/Electric #2019	Ea. \$10.00
Beautiful KING ARTHUR Novelty Radio	Ea. \$12.00
Deluxe TONY-SONIC AM/FM—AC-DC Radio	Ea. \$ 9.00
Deluxe Radio-Phonograph Player—3 Speed	Ea. \$18.50
Deluxe 3 Band Police—AM/FM Radio	Ea. \$15.00
Beautiful Plush Poodle Radio—Ass't. Colors	Ea. \$ 5.00
Permanent Press Dress Shirt, Ass't. Sizes	Doz. \$18.00
Table Radio—AM/FM	Ea. \$12.00
Walkie Talkie Set—Solid State—Complete	Set \$ 9.00
4 Speaker AM/FM Mahogany Table Radio	Ea. \$24.00
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Automatic Needle Threader—Boxed	Gross \$ 8.50
Men's Windproof Lighters—Boxed	Doz. \$ 2.25

LAST MINUTE SPECIALS

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Cannon Towels—Giant Size	Doz. \$ 6.90
3-pc. Ladies' Luggage-Tote Bag Set	Set \$ 7.90
New Magic 10 Color Pen	Doz. \$ 5.90
Matching Umbrella and Bag Set	Doz. Sets \$13.00
Black and Decker 7 1/4" Electric Saw	Ea. \$21.00
8-Track Auto Stereo Tape Player with 2 Speakers and Bracket—Complete Set	\$34.00
Arvin Clock Radio—AM/FM Deluxe Model	Ea. \$16.00
Battery Operated Casey Jones Train	Ea. \$ 2.50
4 Player Deluxe Badminton Set with Case	Set \$ 2.50
Large Hunting & Fishing Lantern with 6-volt Battery & Red Light	Per Set \$ 3.90
Old Fashion Large Size Kerosene Lamps	Doz. \$24.00
Giant Stained Glass Kerosene Lamp, Boxed	Ea. \$ 2.00
(10x50) Binoculars with Leather Carrying Case	Set \$16.80
8-pc. Deluxe Flash Camera Kit	Set \$ 3.75
24-Pc. INDIA Brass Candleholders—Tea & Tableware	Set \$15.00
3-Dimensional Large Ass't. Picture Scenes	Ea. \$ 4.80
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Pop's Ponderings

Additional Guidance Needed

By Auctioneering Aspirants

By COL. POP HESS

Here in Ohio on this fine October day, the start of my November pondering, I find it is not easy to put into words my present daily pondering's as they are much confused. Especially the thought that summer of 1970 has gotten away and over so fast. Those August and September days and nights we had this year brings us into fall and winter too soon for knowing how to dress for the coming day to be comfortable.

Some of our past weeks we had winter temperature nights, and spring weather from 7:00 a.m. to 10:00 a.m. and hot summer the rest of the day until sundown. I have gone on record, dressing and re-dressing, three and four times some days and nights. There have been days when I was away from homebase for a full day when I ended up uncomfortable.

The October issue of this publication has arrived and has been read from all pages a few times. After I read the first two issues, September and October of each year, I wonder why I had not gone to our National Convention and seen it in its top form, instead of staying home and reading about it later. Right now I am trying to put together the real points of my long time friend, Col. H. Earl Wright, which he had in his fine speech in Milwaukee. In fact, he hit spots I had often pondered on, but was never able to put them into writing for speech making.

However, Col. Wright has been a full time auctioneer for about all kinds of sales held. His long wide experience is one not to be overlooked and he has given quite a picture for the auctioneers of tomorrow to face.

It is gratifying to note our new home building is much on the way. A progress of this generation to hand over to the Auctioneer for generations to come. History reading for our readers to bring forth on what has taken one hundred years to accomplish, and the

names on the roster for completing the job, regardless how large or small the support given will not be missed. Before the Sun goes down on the last day of 1970, many now missing will be recorded.

Since my full retirement from the auction block as auctioneer, along with my service of establishing the POP HESS Farm & Livestock Sale program over radio, this was a close tie-in with Public Auction Sale Publicity, one of the very important items in successful publicity. For auctions to draw what is most always needed for a better sale, "Bidders", there has to be publicity or the sales would be a flop. I find myself now in my retirement with loads of facts in the line of sales which need to be observed and followed by auctioneers who want to become THE AUCTIONEER the public is looking for to conduct their sales.

The past three years of my retirement my visitors have been many who have tried to become auctioneers and failed to get into the work. Some have been to auction schools, some have tried to get going on their own, some got going then after a fair start, fell flat. We have in many states an Auctioneer's License Law, providing a beginner must first be an apprentice under a state licensed auctioneer. He must work as an apprentice until such time that the new beginner proves that he is qualified to pass the examination required to become a full licensed state auctioneer. While all of this is facts and must be met, etc., the past three years I have found there is a need for some experienced consultant to help the beginner to get before John Q. Public as an auctioneer.

In time, I found the need of help and examination of the needs of applicants if they could be or not be an auctioneer. And those who show symptoms and the desire to be helped to know the A.B.C.'s of the auctioneering

business and advise the impossible the rainbo they are trying to find has gold for them, but not in the auction field. As in the lineup, I feel that I can be of service in this field, and have some who were on the wrong track, holding down jobs that pay well, and far from being an auctioneer.

Also, I have been able to have some hold to the right track under them but needed some auction business driver's advice. Now they are listed as auctioneers and doing good. Recently, I set up my office headquarters for a service to beginners, or any who are not ticking just right as an auctioneer, and called it Auctioneer Consultant Service. I am now handling a few students. My service is not in place of our good Auction Schools, in fact, my service to the students will be a stepping stone to a new student entering school. Then students back home with their diplomas often need a few pills to get their nerve vein's operating, etc.

I do not expect to set the auction world on fire, but can drive in some nails that will be the Tonic for some applicants that need to face reality. Auction sales in Ohio this past summer

and fall season have been very numerous and we find our auctioneers in demand, more than busy with day and night sales. The buying market is very strong in livestock, feeder cattle, purebred livestock sales, plus farm equipment sales, etc.

Texas Market Reopened

BEAUMONT, Tex. — The Beaumont Livestock Commission Co., Beaumont, Tex., is now reopened and serving Texas and Louisiana livestock producers under new ownership and management.

Jim Miller, a veteran marketman and owner of the DeQuincy Livestock Commission Co., DeQuincy, La., has purchased the Beaumont facility and has assumed active management. Under Miller's direction, the Texas market has undergone extensive remodeling and a number of new services and procedures have been installed for the benefit of the customers.

Thursday is the market's weekly sale day.



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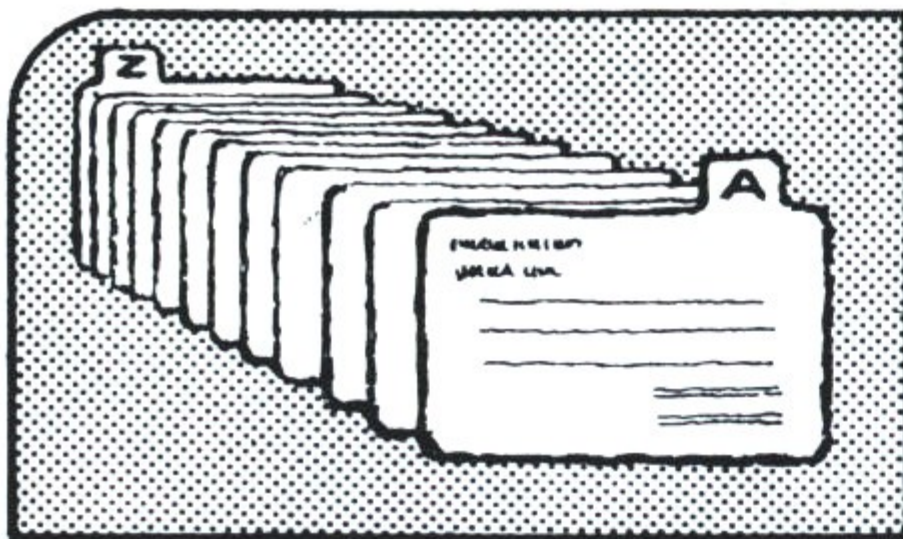
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 Walter Dillmon, Indiana
 * Paul D. Spitler, Oklahoma
 William O. Coats, Michigan
 H. Y. Woodson, Tennessee
 Marvin Freeze, Michigan
 Francis Eastland, Kansas
 Leo Merritt, Michigan
 Paul Harbour, California
 Jim Short, Texas
 Tex Pate, Montana
 Robert Frey, Ohio
 Hubert Brill, Arkansas
 Frank Hanes, Montana
 Edmund Keuker, Illinois
 * Lynn Ray Faseler, Texas
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 Henry Brooks, Pennsylvania
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 Eugene A. Derr, Sr., Pennsylvania
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 Lloyd Force, Pennsylvania
 * Carl F. Rose, Pennsylvania
 * Louis Ceriesi, New York
 * Mrs. Davis Drake, Pennsylvania
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 * Leslie J. Phipps, California
 Ed Duren, Idaho
 Clyde Hendershot, Ohio
 * Charles Connour, Illinois
 * Floyd Newberry, Jr., Ohio
 Larry R. Anderson, Tennessee
 Clay Moore, Tennessee
 L. Wayne Hynus, Ohio
 Richard Wengenroth, New York
 * Warren VandeVoorde, Arizona
 * Randy Faseler, Texas
 Thurman Oakley, Tennessee
 Bernie Johnson, Illinois
 * Terry Belville, Nebraska
 Gene Schmit, Wisconsin
 Robert Finch, Kansas
 M. M. Malinowski, Wisconsin
 Damon Hamilton, Wisconsin

R. A. Thiel, Wisconsin
 Norm Christensen, Wisconsin
 Chester K. Bell, Wisconsin
 Frank Van Veghel, Wisconsin
 Peter Van Veghel, Wisconsin
 Maynard Bane, Kansas
 * W. L. Ferguson, Jr., Kentucky
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 James Schiermeyer, Kansas
 Ed Huisman, California
 Ray James, Florida
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 L. H. Nelson, California
 Robert Zekowski, Georgia
 William Thalheimer, Florida
 Quintin Daehler, Missouri
 Fred Gerlach, Wisconsin
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 Max Loucks, Indiana
 Harlan Kirk, Kansas
 * Harry McGlasson, Kansas
 * H. L. Herndon, South Carolina
 Stephen L. Capper, Indiana
 Grant Phillips, Nebraska
 Maynard Lehman, Indiana
 Ben Barrett, Illinois
 Riley Cummings, Wisconsin
 Dennis G. Boor, Kansas
 * Herman R. Edwards, Illinois
 Everett Holland, Kansas
 G. R. Burger, Tennessee
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 * Joe Lawrence, Missouri
 * George Lawrence, Missouri
 * Lee R. Toler, Missouri
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I'll be in Europe but will shortly contact you for more information. If you are coming to Europe, I can meet you by appointment.

Missouri Livestock Market Celebrates

Maryville, Mo., was the scene of an unusual celebration in mid-September. Many cities and communities over the country have their own events in recognition of various achievements but seldom is an auction market the subject.

It was all complete in Maryville. They barbequed the Grand Champion Steer at the Missouri State Fair, there was the marching band, yes, the Hon. Warren E. Hearnes, Governor of Missouri, was there, along with other dignitaries.

About five years ago, Jim and Lawrence Merrigan built a new livestock auction market facility. It was not to have "just another sale barn" but to have a market designed for the future. The livestock producers in the area liked the facilities and they liked the service offered by the operators. The market brought many people to Maryville that may never have come and the economy of every business in the city has benefited.

The celebration staged by Jim and Lawrence Merrigan was in appreciation of their customers. It was called "Cattlemen's Appreciation Day." It brought 3,500 people to the market facility and through the wide publicity gained by the event, it centered the attention of the entire trade area on the market.

Readers of this publication will be pleased to note that Jim Merrigan has been a member of the National Auctioneers Association for many years.

Steers Top \$43.00 Mark In Ohio 4H-FFA Sale

COLUMBUS, OHIO — The grand champion steer sold for 93 cents a pound at the Oct. 3 Feeder Calf Roundup at the Ohio Expositions Center. It was a 515-pound Angus shown by Rachael Muntzing, a 4-H youth from Chillicothe. The steer was purchased by Steve Clever of Kingston.

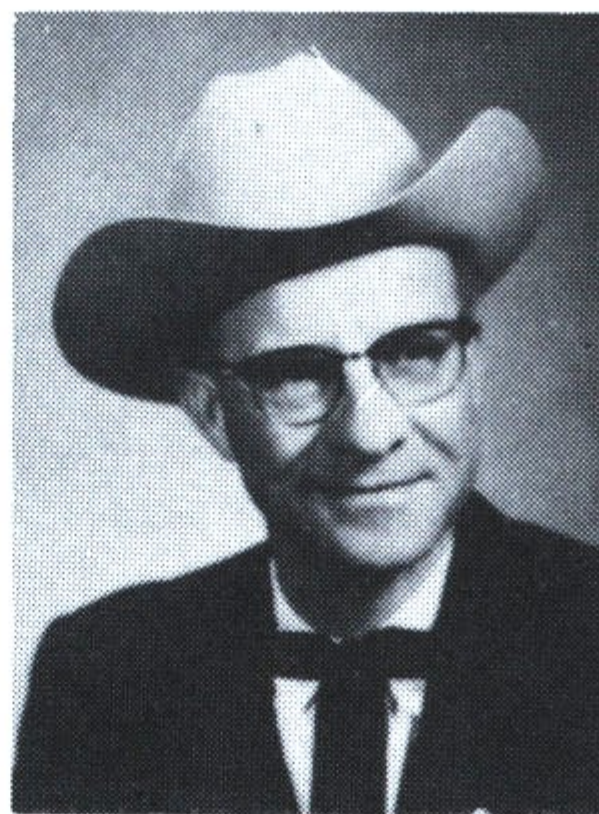
A total of 178 steers sold for an average of \$43.27 cwt., and weighed an average of 425 pounds. Thirty-two heifers averaging 432 pounds sold for an average price of \$35.46 per hundredweight.

Most of the sellers and buyers were 4-H and FFA youngsters with cow-calf

projects. The event is sponsored annually by the Ohio Cooperative Extension Service and supported financially by the Ohio Rural Electric Cooperatives, Inc. Producers Livestock Association served as the sales agency. Ed Zorn, area agent, animal industry, Eaton, judged the animals a day prior to the sale. Merlin Woodruff of Urbana was the auctioneer.

NAA Member Praised In National Magazine

Col. John R. Fishdick, Eagle River, Wisconsin, was the subject of a feature article in the American Association of Retired Persons October bulletin.



The AARP organization is an association of persons over the age of 55 and has a membership of over 2 million. Col. Fishdick, was given accolades for his work in Benefit

Auctions in raising over one million dollars for worthy causes. It was noted that Col. Fishdick is a life member of the National Association of Auctioneers.

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Count on him working from morning till night,

Just carrying on—for you.
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He gets lots of prospects to sign on the line,

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But people are mortal, and **Somebody Else?**

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SUMMARY OF ACCOUNTS

NATIONAL AUCTIONEERS ASSOCIATION

July 1, 1969 to June 30, 1970

CASH AND INVESTMENTS — July 1, 1969 \$27,369.55

RECEIPTS:

Membership	26,405.00
Convention registration fees	12,315.00
Interest on Time Certificates	1,000.00
Advertising receipts	3,372.00
Booster Page receipts	2,890.00
Promotional items	1,266.00
Subscription to "THE AUCTIONEER"	128.35
Fun Auction receipts	2,078.50
State dues collected	2,723.00
Miscellaneous income	34.51

TOTAL RECEIPTS	52,212.36
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DISBURSEMENTS:

Compensation of officers — Bernard Hart	11,000.00
Compensation of officers — Henry Rasmussen	500.00
Convention expense	11,464.33
Printing — THE AUCTIONEER	11,083.93
Postage — THE AUCTIONEER	1,107.64
Office supplies, postage and telephone	1,551.19
Miscellaneous printing	664.60
Insurance and Bonds	275.00
Travel — Bernard Hart	2,305.53
Travel — Henry Rasmussen	25.00
Promotional materials	863.82
Paid to State Associations	2,698.00
Copyright fees	54.00
Professional services	180.00
No fund checks	84.00
Office equipment	960.00
Miscellaneous	67.75

TOTAL DISBURSEMENTS	44,884.79
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CASH AND INVESTMENTS — June 30, 1970	\$34,697.12
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Ray S. Brock, Secretary-Treasurer of the Washington State Auctioneers Association, helps the Seattle First National Bank celebrate its 100th Birthday by opening a new account in the name of the WSAA. New accounts clerk, Robin Quigley (right), and Mrs. Brock witness the transaction.

Resolutions

The following resolutions were presented to the membership at the Annual Business Meeting of the National Auctioneers Association in Milwaukee, Wis., August 1, 1970:

(1) Be it hereby resolved that the National Auctioneers Association congratulate and thank the Wisconsin Auctioneers Association and their Program Committee for this successful convention.

(2) Be it further resolved that the National Auctioneers Association continue, through its members, to advance the Auction Profession through securing by the State Auctioneers Associations the cooperation of State and City officials as well as the news media the help to promote the first week of April as National Auction Week.

(3) Be it further resolved that the AMERICAN FLAG be shown and given the dignity and respect it commands and deserves if it is offered for sale at public auction and may each auctioneer's conscience be his guide.

All three Resolutions were adopted by the Membership by unanimous vote.

Another item of business cleared at the Annual Meeting was the correction of last year's Minutes concerning National Auction Week. Upon Motion made, seconded and approved, this Week shall be now designated as NATIONAL AUCTIONEERS WEEK. The WEEK will be observed April 3-8, 1971.

Building Fund Notes

We were advised by those who had had experience in building projects depending upon donations that once the building was completed there would be few if any donations. We were not told that once the building was started the donations would cease. However, we have found that to be the case with us.

Since we announced the actual beginning of construction there have been no names added to the list of donors! Does this mean that 90% of the membership is going to permit the remaining 10%, who care, to carry the financial burden of a project that will benefit every auctioneer in America?

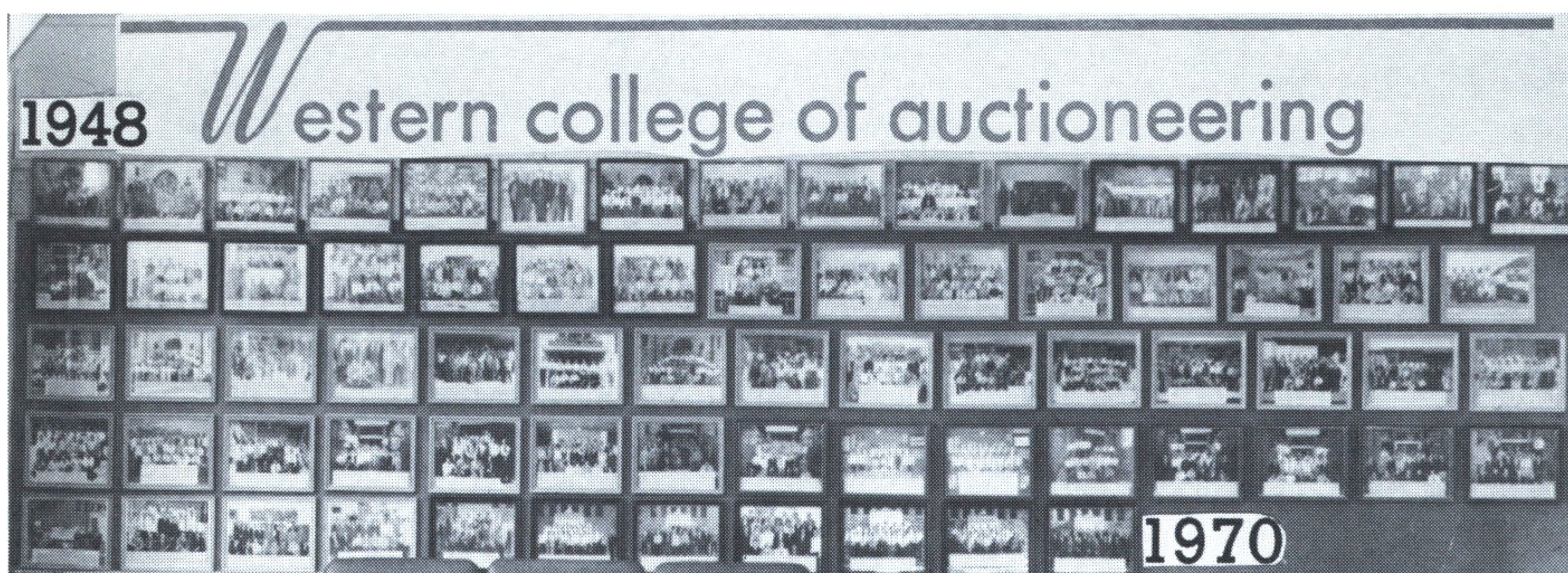
Last month we listed those who had qualified themselves as "FOUNDERS", those who had designated donations of \$1,000 or more. This month we are listing those who will be designated as "BUILDERS", those who have designated gifts of \$500 but less than \$1,000.

WHERE IS YOUR NAME?

BUILDERS

(Gifts of \$500 or more)

Dean Parker, Auburn, Calif.
Mr. & Mrs. Howard Roland,
Grand Junction, Colo.
Mr. & Mrs. John L. Cummins,
Cynthiana, Ky.
Homer Snyder, Hampstead, Md.
Albert O. Maas, Millville, Minn.
Charles Corkle, Norfolk, Nebr.
W. V. Emrich, Norfolk, Nebr.
Fleming's Auction Service,
Atkinson, Nebr.
In memory of Dan J. Fuller, Albion,
Nebr.
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Henry Rasmussen, St. Paul, Nebr.
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Jim McCutcheon, Parkersburg, W. Va.

Mr. & Mrs. Ronald Bodart, Seymour,
Wisc.

West Virginia Auctioneers Association

So great was the enthusiasm at the fund raising the Thursday, afternoon at Convention, some names might have been overlooked or the spelling incorrect. Please check this list carefully and be sure your name is here. If you made a pledge and your name is not listed be sure and let us know. If you weren't at the Convention and would still like your name on the "Builders" list it is not too late, just send your name today!

HOW TO FEEL LOST AT CONVENTIONS

1. First and foremost, be exclusive. Stick with your own little group.

2. If you do mix a bit with others, favor the officers and key chairmen. Don't waste precious time on ordinary members; it might lower your status and breed familiarity.

3. Keep your badge in your pocket. Important people recognize you without it; the others don't count.

4. Keep reminding people about your title and the big sales you've had.

5. Don't bend too easily; a bit of arrogance now and then will make others think twice before addressing you or giving contrary views in discussions.

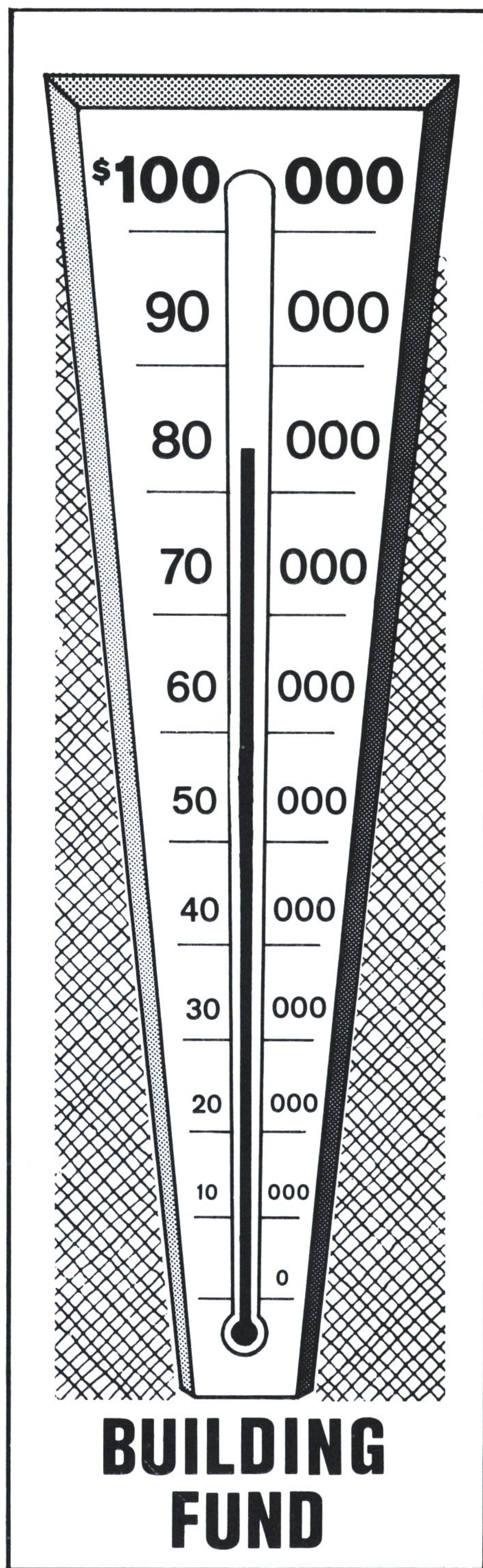
6. Keep your ears open, but lock your lips, at idea exchanges.

7. Criticize somebody now and then, especially in front of others. If you fear retaliation, the same effect can be obtained with half-hearted approval, i.e., damning with faint praise.

8. If speakers or panel members make mistakes, show them up as soon as possible.

9. Wear business dress to costume parties and sport clothes affairs. It will make the others feel juvenile and socially inferior.

10. Protect your privacy at meal functions by turning down the chair at the side away from your chosen companion. If you've followed the directions given above, no one will take it unless every other table is filled.





THE **auctioneer** **Booster Club**

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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WYOMING

Col. Earl W. Conner—Kemmerer

ELSEWHERE

Col. Charles Benovoy—Ottawa, Ont.



Dear Bernard:

Enclosed \$15.00 for dues and Booster Page. Everything fine here with everyone busy. Some soft spots being recorded on some types merchandise with more dealers being taken by bad checks. Seems like more walk-offs and shoplifting than before. However, the demand for good antique furniture, clocks, etc. is increasing steadily. The supply is, of course, a different matter.

Best wishes for your health and continued success.

Sincerely,
 Harvey W. Lee
 Salem, N. J.

* * * * *

Dear Bernie:

Hope this finds you in the best of health. Enclosed is my check for membership renewal. Looking forward to Lincoln in July. Let's have a good String Band for one night of dancing and singing. Don't forget to hold the steak on the fire a few minutes longer than in Milwaukee. Ha! Ha!

Sincerely,
 J. Wayne Hynus
 Somerset, Ohio

Dear Mr. Hart:

We would like to take this opportunity to thank the members and their wives of the National Auctioneers Association for the kind hospitality shown to us at your convention in Milwaukee. We thoroughly enjoyed it and hope to see you next year!

Yours truly,
 Dennis & Irene Streberg
 Camrose, Alberta, CANADA

* * * * *

Dear Bernie:

Hello to all! Just a line to let you know all is fine here. Ray had surgery in three different places on August 27th, and all lab. reports were very good. He was up, but shaky, the very same day. Doctor kept him in the hospital six days and he has been doing fine. We reopened our business on Oct. 9th with a sale, also one on the 11th, with large crowds and everyone happy to see him up and selling again.

Enclosed is a check for dues and booster, and also a picture made by a friend at the bank's 100 year birthday celebration. Ray came in to open an account of Washington State Auctioneers Association. This was two days after our first meeting this year. Our next meeting is Dec. 13, 1970, at Pasco, or in the Tri-City area, hope to have a large turnout. Must close for now.

Sincerely,
 Bobbie and Ray Brock
 Pasco, Washington

Dear Mr. Hart:

Please find enclosed my check in the amount of \$15.00 to cover my dues and booster. Congratulations on the fine job you are doing. I for one, and I am sure many others, greatly appreciate your efforts toward advancing the Auction profession to what it is today.

Very truly yours,
 Joseph A. Gauthier
 Southwick, Mass.

The pessimist keeps grumbling because roses have thorns, the optimist is thankful that thorns have roses.

You can't depend on anything anymore. A story about the retirement of an auctioneer fails to refer to him as colonel.

Land Sale Approaches Quarter Million Figure

An auction sale that grossed \$244,580 was the result of the selling of 520 acres of Iowa land, early in September. The farms were located in Keokuk, Jefferson and Washington counties and belonged to the estate of the late Mr. and Mrs. John Koch. The five tracts were located near the Iowa cities of Keota, Richland and Riverside.

Bob Mallinger and Jerry Wohler who operate as M & W Auction Service, Sigourney, Iowa, were in charge of the sale. In reporting the auction, Mr. Mallinger says their land auctions are going real well with the sale of 312 and 200 acre farms, respectively, during September.

He further reports their Annual Labor Day Machinery Auction was the best one yet. More than 300 registered buyers created a very active market.

Pop Hess Initiates Consultant Service

It is a well accepted fact that "Life Begins at 40" with the popularity of this title over the years but it looks like our own Pop Hess is going to prove that life begins at 90! Pop has embarked upon a new venture, a consultant service to auctioneers and would-be auctioneers.

Pop says, "I don't want the Schools to think I am trying to take their place." The service he is offering makes plenty of common sense because many a man could use some experienced advice, both before and after his Auction School training as well as the answers to a good many questions. From the common sense expressed in the more than 20 years he has written for THE AUCTIONEER it would be next to impossible to find a man better qualified as a consultant than Pop Hess.

Waste of time is the most inexcusable of all extravagancies.

Our choices are our chances.

Two-faced people seldom show the worst one.

IN UNITY THERE IS STRENGTH

Business should be candid in acknowledging that it is after profits. The profit motive is an honorable one. It does not need to be camouflaged with shallow pieties about the public service or other noble-sounding aims. Enlightened self-interest will move successful companies to do many things that are of public benefit, but it somehow is less convincing when they pretend that the general welfare, or the brotherhood of man, is their only reason for existence.

A company without profit is a poor provider for its employees, a non-contributor to the public treasury, a cold prospect for a fund-raiser, a doubtful supplier for its customers, and a very sick cat for its owners.

—Henry C. Alexander, Chairman,
Morgan Guaranty Trust Company

\$11.10 Bought a Lot Of Service Years Ago

ST. JOSEPH, Mo. — Maybe the good old days were pretty good after all. Bessie Wyatt, deputy probate judge here, recently found a car-repair bill among some old papers in an estate.

The bill totaled \$11.10 and included the following items: Straighten and paint fender, \$1.50; adjust axle, 75 cents; grease, 10 cents; straighten axle, \$2; three spring leaves, \$1.50; one used drag link, \$1.25, and labor for adjusting brakes, installing spring leaves four hours, \$4.

"Spend more time studying ballots and you'll have to spend less time on tax returns."—"Pic" Larmour.

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Pictured on the opposite page is the graduating class of September, 1970, Western College of Auctioneering, Billings, Montana. Left to right:

SEATED: R. J. Thomas, Billings, Instructors, Jack Ellis, Roundup, Mont.; Gene Gabel, Bill Hagen, Mike Coolidge, all Billings, Jim Messersmith, Jerome, Idaho.

FIRST ROW: James Cates, Choctaw, Ark.; David Flournoy, Lancaster, Calif.; Rod Teply, Cozad, Nebr.; Richard Aldoff, Lethbridge, Alberta; John Berezay, Lethbridge, Alberta; Joe Harper, Orange Cove, Calif.

SECOND ROW: Robert Pietz, Tripp, So. Dak.; Wayne Amman, Wilmot, So. Dak.; Voleny Rogers, Battleground, Wash.; Wayne Allen, Lehi, Utah; Joe Stratton, Rawlins, Wyo.; Paul Hanna, Richmond Hill, Ontario; Tom Zimmerman; Poplar, Mont.; Thomas Grayson, Bozeman, Mont.

THIRD ROW: Gerald Olsen, Cheyenne, Wyo.; Harold Peters, Delburne, Alberta; Floyd Ritter, Mobridge, So. Dak.; Loyal Carter, Middletown, Calif.; Henry Brannan, May Bell, Colo.

BACK ROW: Maurice Emery, Corning, Calif.; Kent Kuebe, Pierce, Nebr.; Charles Allen, Cozad, Nebr.; Oliver Schulz, Rushville, Nebr.; Garth Brown, Weyburn, Sask.; Bryan Walkey, Calgary, Alberta; Les Mergleman, Fair Play, Colo.

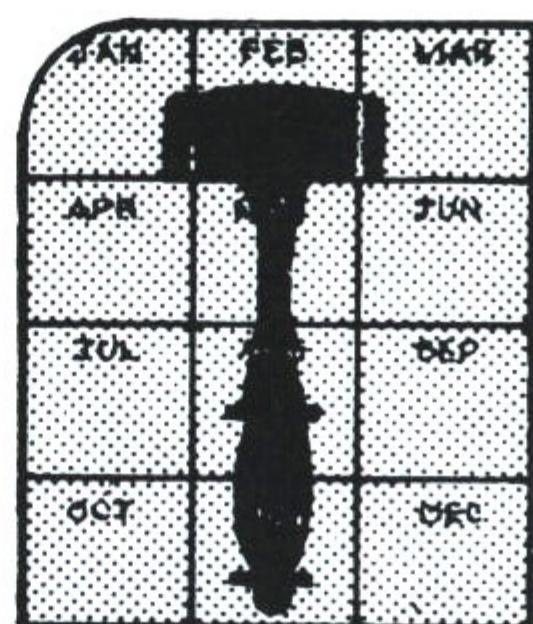
New Livestock Market Opened In Missouri

A new livestock auction market was launched at Fruitland, Mo., Sept. 25. This was the first auction for the all-new Fruitland Livestock Auction Co. The \$200,000 facility is located three miles north of Fruitland on Highway 61.

Principals in the new Certified Market are Harry McDowell, Fruitland; Bob and Dale Hale, Sikeston; and Charles Stancil and Gerry Greenwood of East Prairie.

If the jet planes get any bigger they'll be landing in towns where the passengers have the population outnumbered.

IN UNITY THERE IS STRENGTH



Convention Dates

Dec. 5-6—Virginia Auctioneers Association, Sheraton Motor Inn, Fredericksburg.

Dec. 7—Tennessee Auctioneers Association, Holiday Inn, North, Nashville

Dec. 13—Washington State Auctioneers Association, Pasco.

Jan. 15-16—Pennsylvania Auctioneers Association, Hershey Motor Lodge, Hershey.

Jan. 15—Michigan Auctioneers Association, Lansing

Apr. 4-5—Kentucky Auctioneers Association, Seelbach Hotel, Louisville.

May 2—Nebraska Auctioneers Association, Hotel Yancey, Grand Island.

June 11-12—South Dakota Auctioneers Association, Watertown.

July 22-24—N.A.A. National Convention, Cornhusker Hotel, Lincoln, Nebraska.

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Across The Country

BY BERNARD HART



How about a Junior Auctioneers Contest in conjunction with our 1971 National Convention? Such an event has been suggested by members of the Lincoln Chamber of Commerce and they have even committed the Chamber to furnishing the prizes. It is their opinion that the news coverage, particularly the TV coverage, along with the popularity of a contest, will add to the overall event.

An item in this issue mentions the bad publicity that certain auctions are receiving. Are you, as a member of the profession, doing anything about this? Don't say it isn't any of your business—it is your business. Don't say there is nothing I can do—there is. John Fishdick contacted radio station WOBT about a broadcast the station had made pertaining to auctioneers. He was rewarded with an explanative letter from the station, which closed in this manner: "Again, I wish to thank you for your letter and I commend you and the members of the National Auctioneers Association for your dedication and interest in the public's welfare." How's that for turning a slam into a complement—for the entire profession?

Construction of a home office building by the National Auctioneers Association is attracting nation-wide attention from officials of other trade and professional organizations. ASSOCIATIONS & SOCIETY MANAGER, a Los Angeles based magazine with round-the world circulation will be featuring our project in its next issue. It seems only a small percentage of the several hundred trade associations actually own their own homes—and only a relative few have built their own.

However, Lincolmites would hardly recognize this fact as the Roller Skating Rink Operators of America (RSROA) constructed an all-new headquarters building here in Lincoln, two years ago.

This brings us to another subject. In checking the list of "Founders" on page 29 of the October issue we find that some 30 individuals and 16 state associations are furnishing more than 50% of the funds required for the building. This makes it rather easy on the other 2,750 members doesn't it.

I've said it before and I'll say it again, "When this building is completed I certainly wouldn't want any of my friends and acquaintances to know that I didn't have a part in it!" I maintain that every man who calls himself an auctioneer should support this important step forward in elevating the image of the profession we represent.

Texas Auctioneer Gets Man of the Year Award

Jack Dillard, Waskom, Texas, has been named "Man of the Year in Agriculture" by the Texas County Agents Association. Dillard is farm director of radio station KWKH, Shreveport, La. The station's farm department also received its fifth Louisiana Farm Bureau Radio Award since 1961.

Dillard is a well known purebred livestock auctioneer in the area and is a member of the Texas and National Auctioneers Associations.

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The Lighter Side...

PRIORITY

Two men ran after the same cab on a busy cross-town street. After a short discussion, one of them returned to his wife at the curb.

"Why did you let him have the cab?" she demanded. "We were really here first."

"Well, you see," replied her husband, "he was late for his karate class."

NAME

Tiny, green grasshopper jumped onto a bar. The man behind the bar watched the insect jump from one spot to another and finally said:

"You know, we have a drink named after you, little fellow?"

"Really?" said the grasshopper. "You have a drink named Sylvester?"

FAIRY TALES

"Mom," inquired a small boy, "why do all the fairy tales begin with 'Once upon a time'?"

"Oh all of them don't," explained the suburban mother. "Some of them start off with, 'I'm sorry dear, but it looks like I'm going to be working pretty late at the office tonight.'"

DUTIES

A minister advertised for a handyman, and next morning a neat young man rang the doorbell. "Well, young man," asked the minister, "can you start the fire and have breakfast ready by 7 o'clock?"

The young man thought he could.

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

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

WAR

The army cook, after breaking hundreds of eggs to scramble for his hungry men, wearily sank into a chair and began a letter to his sweetheart back home. "Darling," he began, "for the last four hours, shells have been bursting all around me."

MUGGY, FOLLOWED BY TOOGY

Three men — all slightly deaf — were driving through New England in an old, noisy car. As they approached the outskirts of a small town, one of them asked, "Is this Wembley?"

"No, it's Thursday," said the second man.

"So am I," chimed in the third. "Let's stop and have a couple."

EXCHANGE OF NOTES

A burly restaurant patron left this note on his expensive hat:

"This hat belongs to a champion heavyweight, and I'm coming back in a minute."

When he returned, the hat was gone, and in its place was this note:

"This hat was taken by a champion runner—and I'm not coming back."

TEMPERATURE

Executive in charge of the convention called the hotel's engineer to complain about the temperature in the meeting room. The engineer tried to dismiss the complaint as a very temporary condition and finally asked, "Is it really that cold in there?"

"Cold!" shouted the harried meeting planner, "Why it's so cold, everytime we close the door the light goes out!"

IDENTIFICATION

A man's curiosity was aroused as he drove along a back road in the West and saw an Indian lying along the road with his ear to the ground. He stopped his car, walked over to the Indian and heard him say: "Small wheels, Pontiac, color blue, lady driving, two kids in back with large dog, Nebraska license plate."

"Amazing!" said the man observing the Indian. "You mean to say you can tell all that by putting your ear to the road?"

The Indian looked up in total disgust. "Ear nothing," he grunted. "That car ran over me ten minutes ago."

NAMES LEFT

The census-taker asked a lady how many children she had. She started to name them, "Patrick, Michael, Colleen, Kathleen, Timothy . . ."

He said, "Not names, just numbers."

The lady replied, "I'll have you know we haven't run out of names yet."

RETALIATION

"Where's your mother, son?"

"She said if you could go out and sow what people call your wild oats, she was going out and raise what Sherman called war!"

CLASS

An Idaho potato married a Long Island potato. Pretty soon they had a little sweet potato and when the little sweet potato grew up it said: "I want to marry that radio announcer."

Said Mama: "You can't marry him. He's a commentator."

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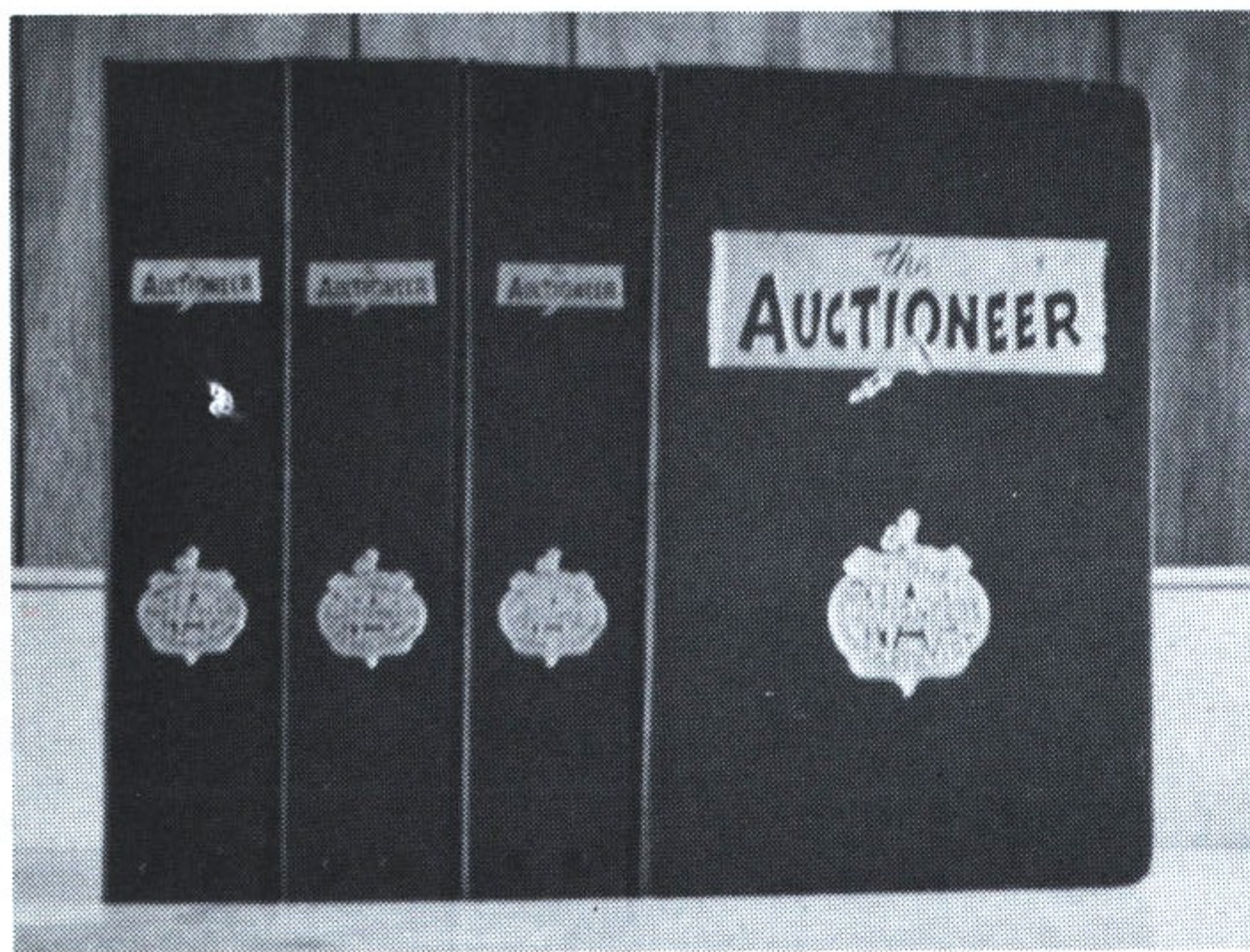
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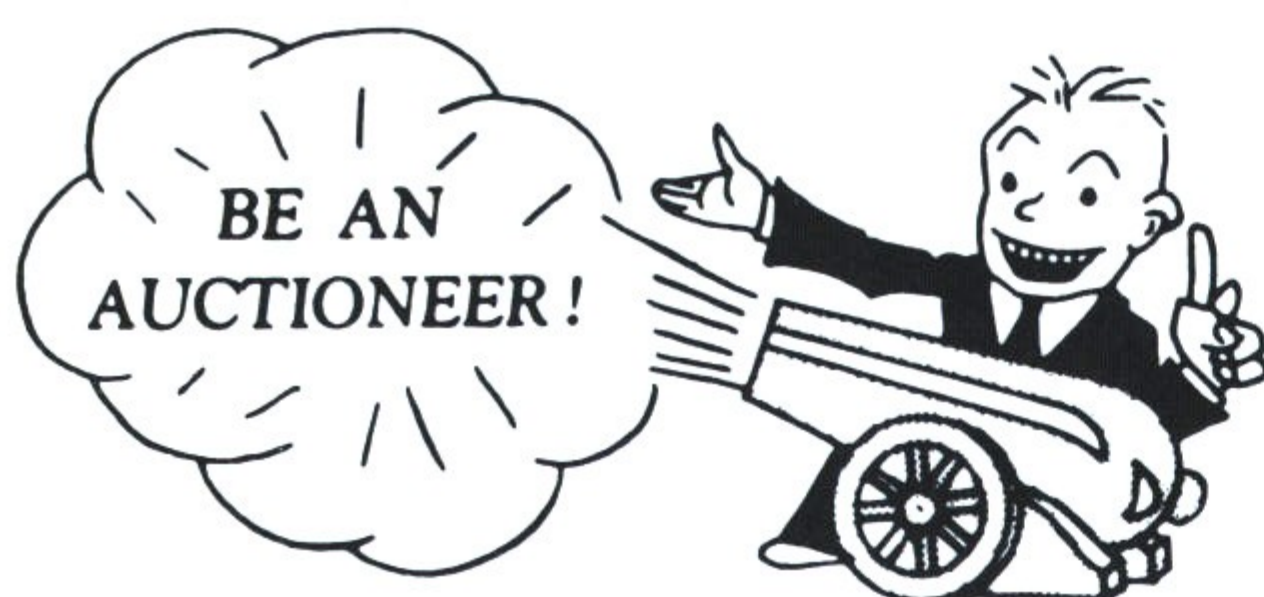
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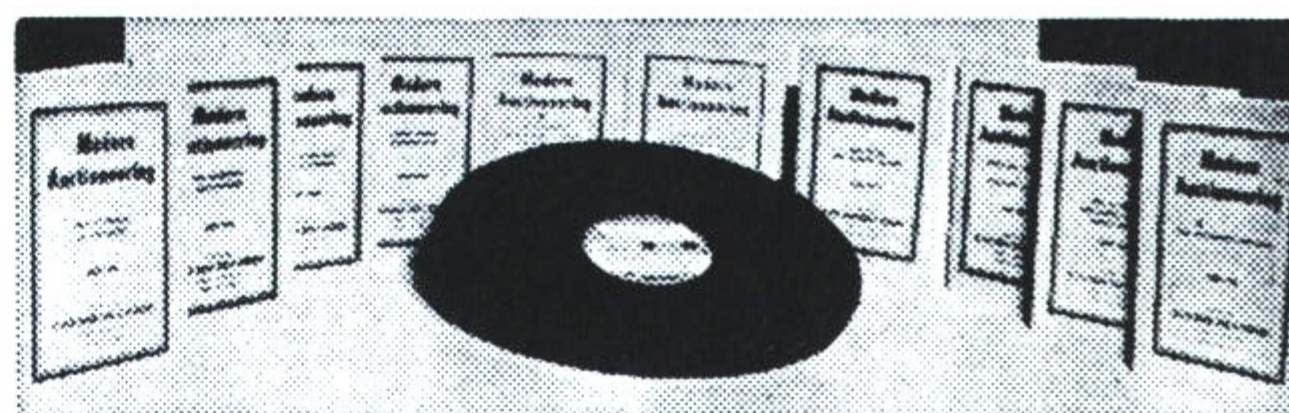
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Original and 2 copies on NCR paper (makes its own carbon copies) 8½x11" sheets perforated to make 12 tickets 1¾x4½". This is an extremely fast, easy, and accurate combination clerking and cashing form. At the moment of the sale the clerk writes the item sold, the buyer, and the price. The clerk writes only these 3 words and the cashier never writes, rewrites, or copies a word. The buyer receives one copy as a paid receipt, and the seller and auctioneer each keep one. There is not duplication or posting errors. This one form replaces both the standard clerking sheets and cashiers statement. You'll like these.

9,000 Tickets (1/3 White, Pink & Card) . . .	\$14.50
18,000 Tickets (1/3 White, Pink & Card) . . .	27.50
36,000 Tickets (1/3 White, Pink & Card) . . .	55.00

STANDARD CLERKING SHEETS . . . Form No. CLS-2

8½x11", 50 sheets per pad. Has column for lot number, description of item, quantity, purchase price, etc.

\$1.50 per pad, 10 pads @ \$1.25 ea., 20 or more @ \$1.00 ea.

STANDARD CASHIER'S STATEMENT . . Form No. CAS-1.

2 part, original for auctioneer and copy for buyer, 50 sets per pad, 5½x8½".

\$1.50 per pad, 10 pads @ \$1.25 ea., 20 or more @ \$1.00 ea.

EQUIPMENT AUCTION TAGS . . . Form No. EAT-59

3 part perforated tag with hole on top. Space to mark lot number on all 3 sections. 2½x5".

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BUYER CARDS . . . Form No. BC-70

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1,000 Cards	\$7.50	2,500	\$17.50	5,000	\$32.50
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FINAL SETTLEMENT FORMS . . . Form FS-69

8½x11", 50 sheets per pad. Space provided for total gross proceeds of sale less expenses and commissions to be paid by seller. Seller signs that he received net proceeds and guarantees to provide merchantable title to all items sold and deliver title to purchasers. Auctioneer keeps original and seller keeps the copy.

\$1.50 per pad, 10 pads @ \$1.25 ea., 20 or more @ \$1.00 ea.

BUYER'S REGISTRATION FORM . . . Form No. BR-69

8½x11", 50 sheets per pad. Space for buyer's number, name, address, phone number and other information.

\$1.50 per pad, 10 pads @ \$1.25 ea., 20 or more @ \$1.00 ea.

CONSIGNMENT CHECK-IN FORM . . . Form No. CC1-69.

8½x11", 50 sheets per pad. Original for auctioneer, copy for consignor. Space for seller's name, address, phone, date, lot number, description of items, sale price, sale commission or expense and consignor's net payment. Auctioneer signs that he received the items listed and seller signs that he has good title to all items and the right to sell. Auctioneer keeps the original and second copy and seller keeps a copy. Consignor receives second copy from auctioneer with his payment check. Space to list a number of items on each form.

\$1.50 per pad, 10 pads @ \$1.25 ea., 20 or more @ \$1.00 ea.

PERSONAL PROPERTY AUCTION CONTRACT

. . . Form No. PPC-69

8½x11", 50 sheets per pad. Space provided for general or detailed listing of items to be sold, sale date, time, location, expenses to be paid by seller, and other terms and conditions of sale. Seller signs that he has good title to all items and the right to sell and will have everything ready and available by Sale time. Original to auctioneer and copy to seller.

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- *High volume sound from flashlight-battery power*



Streamlined, self-contained complete sound system gives you 25 watts of audio power. Easy to use: open the case, position the microphone, turn on and talk.

The Roving Rostrum reproduces voice and music with excellent fidelity and clarity. It works on 10 flashlight batteries, that last for more than a year with normal use. Retractable legs are provided for easy reading height adjustment. The luggage-style case is made of scuff-proof Royalite.

SPECIFICATIONS

Amplifier: 25 watt EIA rating (40 watt peak), push-pull all-transistor design.

Microphone: Professional dynamic cardioid with 10-ft. cable, frequency response 50-15,000 cps, supplied with adjustable goose-neck stand, lavalier cord to wear around neck.

Speakers: Two high-efficiency full fidelity 6" x 9" units with 10-oz. ceramic magnets. Each can handle full amplifier power. One built into reading table, one in cover with 40-ft. cable. Special anti-feedback speaker housing allows high volume without howls.

Inputs: For microphone and auxiliary equipment.

Outputs: For auxiliary speaker, tape recorder.

Dimensions: 8¼" high, 16¾" wide, 17¼" deep.

Construction: Molded scuff-proof black Royalite; retractable legs for height adjustment.

Weight: 22 lbs. with batteries.

Price: Model S-120 with professional microphone—\$198.95 less batteries.

Model S-110 same except microphone is low impedance omnidirectional dynamic—\$169.95 less batteries.

ACCESSORIES:

Set of 10 alkaline batteries; AC Adapter; Reading Lamp; Audience Participation Kit.



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