

the AUCTIONEER



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Great things
await
YOU



National Auctioneers Ass'n.

CONVENTION

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DAVENPORT HOTEL

THE AUCTIONEER
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No Crystal Ball

Col. John R. Fishdick
Real Estate Broker, Auctioneer
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Well, your old maverick is back to his old tricks. Trying to get in his two-cents worth even if it costs 5c to mail it. If you think I am going to field all questions on where we are going in 1965 you'll be disappointed. No! You're not going to put



me in the position of feeling like the, "fellow who got caught between the dog and the fire hydrant".

We'll let the researchers and economists do the forecasting and for us we'll just have a friendly dialogue and make a few generalizations. They can be right or wrong and confounding the moment they are drawn, so let's "get on with it".

I believe that most thoughtful persons will agree that not only are the needs of people constantly changing, so also are the means of filling those needs. Sometimes a particular business declines because it does not meet the change. Sometimes it declines because, no matter what it does, something else can meet the need better. Fortunately, with constant up-grading in personal qualifications, new techniques, progressiveness and national stature, our industry looks pretty healthy on to-day's horizon.

Incidentally, I note that Milt Wershow, that top-flight West Coast auctioneer has just passed the \$898 million mark in his 30 years in the game. That's quite a mark to shoot at in anybody's league. From my observations it would appear to me that the west coast has "the action" on the auction method of selling. I have an assignment which will take me in that area and I hope to report back on appraisal of that area. The auction method of selling will continue to be the most equitable instrument to establish "values".

Speaking of values, did you realize one of our greatest auction markets is the New York Stock Exchange? As any first year economics student knows, or should know, there is no such thing as absolute value. A gallon of water is worth zero to a city dweller, but priceless to a traveler lost in the desert. The entire concept of "a value" is highly intangible, as in the case of a rare postage stamp which is a precious collector's item for a few, but a mere piece of paper to most.

Auctioneers working the field of stamps and coins, antiques, works of art, etc. I am sure will confirm this thought. In the securities market values are often artificial and dubious, but they are determined by the ultimate arbitrator, the free, open market where buyers and sellers meet and settle the question of "value" at least for the moment a transaction takes place. Did you ever notice, that even within the span of days or weeks how the "top bid" on duplicate items changes?

Now to our trade. It is not confirmed to one area, it's national and international in scope. The successful auctioneers are those that are progressive, alert to new ideas and methods, continued learning and active in their trade association. They are the ones that usually live and practice their trade associations' code of ethics. Every profession has its own problem of personal conduct and its code prescribes the duties of the whole group toward those outside the group. This is merely indicative of the trend which is clear to all those who are willing to look.

Associations recognize that we must have responsible self-regulation or forfeit freedom. There are many things which make up success in any endeavor. No one person can tell how to be a success. You have to have a goal, you have to know what you want and where you want to go.

Too many people are just "waiting" — and for what they do not know. It recalls the story, of the man, after twenty-five years with one concern, was still doing the same job and drawing the same pay. Finally, he called on his boss and told him he felt he had been neglected. "After all," he pointed out reasonably, "I've had a quarter of a century of experience." "My dear fellow," sighed the boss, "You haven't had a quarter of a century of experience, you've had one experience for quarter of a century".

In the face of the population and knowledge explosion and the abrupt changes being wrought by automation, "a disturbing percentage of grown-ups do not yet know education is the answer to their personal problems," and that "there is no room at the bottom". Adult learning is necessary. Not so many years ago adults could coast along very well on what they learned in school, and whatever they did in a further way of learning was by way of being a hobby. But things have changed, continued education is now necessary to life. It takes wider knowledge and deeper understanding to live happily in this modern world.

Applied science has revolutionized personal attitudes and beliefs. Continued learning carries us beyond the easy judgments. It builds qualities of mind which enable us to understand responsibilities and to detect opportunities and to build a philosophy which becomes a part of life. It is by work that we attain of our best sense of achievement, of recognition, of personal worth. Life is like a voyage during which one touches many ports. The promise of to-morrow is great for those who sail into it prepared in knowledge and spirit. Don't be an "adult dropout".

In 1965, as in the past and in the future, we will find that there are those who make things happen, those who watch and those who have no idea of what happens. Which category will you find yourself in?

With permission, I should like to borrow a classic from the late John F. Kennedy, and rephrase it this way, "Ask not what your trade association can do for you; ask what you can do for your trade association."

Virginia Auctioneers In Healthy Meeting

BY BERNARD HART

Virginia auctioneers held one of their most successful meetings at the Thomas Jefferson Inn, Charlottesville, November 28-29. The attendance was good and the general attitude was most harmonious.

Auctioneers and their wives started gathering during the afternoon of November 28, and the balance of the day was spent in Committee Meetings and Social Events. Feature of the day was the Banquet at 8:00 P.M., followed by entertainment and dancing.

D. E. Bumpass, Jr., President, called the group to order at 9:30 the morning of November 29. After reporting his observations from the position as President of the past year, Mr. Roy Wheeler, Charlottesville real estate broker, was introduced.

Mr. Wheeler heads one of the older and more successful real estate firms in the state. His address, "The Part the Auctioneer Plays in Selling Real Estate and Personal Property" contained many educational features.

Morris Fannon, President of the Virginia Association of Livestock Markets and a past President of the Virginia Auctioneers Association, gave an address entitled, "Livestock Auctions." Mr. Fannon is quite active in the purebred as well as the commercial end of selling livestock at auction. He pointed to the growth of the auction method of selling livestock and to the important place it had in the economy of any livestock producing area.

Bernard Hart, Secretary of the NAA, spoke briefly on the progress of the NAA. Several Virginia auctioneers expressed their intentions of attending the 1965 National Auctioneers Convention in Spokane, Wash., next July.

In the election of officers, Martin Strate, Bridgewater, was elected as president for the coming year. Dennis Ownby, Richmond, was re-elected Secretary Treasurer.

Helping your Association to obtain new members is a help to YOU and the Auctioneering profession of tomorrow.

Interest In Collecting Impressionist Paintings

Figures from Sotheby's, London, indicate interest in collecting impressionist and modern paintings is at an all-time high. In the season just ended, art works were submitted for auction in London from 70 countries throughout the world and buyers came or sent their bids from 63 countries. An impressionist and modern painting sale in November, held in four sessions, released 540 pieces that had been held in museums, universities and private collections. Some of these important paintings and sculptures had not been available for nearly half a century. Typical in this classification is Gauguin's "Tahitienne et Garcon", which vanished from the market forty years ago. In June of this year, the painting turned up in a castle in Scotland — one of the most important art discoveries since World War II.

Scotland figured in another 'lost' collection two years ago when William Cargill's paintings were discovered. Cargill, an aged shipping magnate, had been a recluse for many years. Existence of the collection was known only to a few friends and the dealers who had helped the Scotsman with his acquisitions many years before. The paintings were discovered by Sotheby's experts in a series of circumstances good enough to make a mystery story. The 58 pictures brought just under \$3,000,000 in 72 minutes at Sotheby's.

When Sotheby's famed art auction gallery ended its biggest season in a 220-year history, last August, the turnover was 20% higher than the preceding year. Three sales of impressionist and modern paintings — in a single 24-hour period last July — realized more than four and one quarter million dollars. The new season is well under way. A Michelangelo chalk drawing — less than four inches square — brought \$35,000 recently.

Young collectors often ask, "Can we — beginning now — afford to buy anything worthwhile? Do the bids of wealthy

collectors and museums rule us out?" Sometimes luck steps in. Pablo Picasso's bronze "Le Minotaur" sold at Parke-Bernet this fall for \$1,900. Eleven charming Toulouse - Lectrec brush-and-ink drawings sold for an average of \$1,400 (each) at Sotheby's in November.

Typical of the important paintings being released from collections is a group of five sent to Sotheby's by Harvard University for November sale. There were two Degas, a Renoir, a Mary Cassatt and a Charles-Francois Daubigny. The paintings were left to Harvard with the understanding that they would be sold for the benefit of a scholarship fund. Impressionist paintings have taken a place beside stocks and bonds and diamonds as investments.

Prices began to soar in the impressionist painting market at Sotheby's in the 1958-59 season on the 15th of October when only seven paintings brought the world-shaking and record-breaking figure of \$2,186,000. There was a strong feeling of tension in the salesroom — an atmosphere of an opening night. It was the first time, there had ever been an evening sale in London. There were three Manets, two Cezannes, a Van Gogh and a Renoir — and they all belonged to the late Mr. Jakob Goldschmidt of New York. There were 1,200 people in the showrooms, admission was by ticket only and there was closed-circuit television in every available space including the basement. The first bid was taken at 9 o'clock and in twenty minutes it was all over. Cezanne's "Garcon au gilet rouge" brought \$616,000, the highest price ever paid for a picture at auction until that time. The same artist's "Les Grosse Pommes" made \$252,000 in spite of the fact that a barrow-boy had said "I wouldn't sell them apples for one and six (1/6d) a pound!" Manet's "La Rue Berne", "Manet a la Palette" and "La Promenade" which had sold for \$56.00, \$168.00 and \$112.00 respectively, in the

19th century, brought \$316,400, \$249,200 and \$182,000 respectively. All the pictures left England except one — Renoir's "La Pensee" of which Renoir had once asked "Why has this title been given to my picture? That girl never thought, she lived like a bird and nothing more."

To cap this year's added interest in paintings as investments, two world auction records and a probable third were set at a December sale of old masters paintings. Two Filipino Lippi panel paintings of St. Paul, St. Zenobius and St. Apollonia with a bishop were sold for \$235,200. Samuel Scott's "The Building of Westminster Bridge" went for \$89,600 and Francesco Guardi's magnificent painting of Piazzia San Marco in Venice brought \$95,200.

Collectors are looking forward to the important sales at Sotheby's London and Parke-Bernet, New York in the new year.

Auction Terminates 70 Year Business

Seventy years in the retail hardware business was terminated by a gigantic auction of the Marion Hardware Company in Marion, Ind. This was not only the oldest store of its type in the area but also one of the largest, if not the largest.

Cols. L. M. Boatwright and Fred Mills-paugh, liquidation specialists who are residents of the Marion area, were in charge of the huge auction. Selling began at 10:30 A.M., November 16 and continued until the entire stock and fixtures of the large store had been turned into cash.

An Auctioneer is one who can pick a pocket with his tongue.



Richard E. A. Gray, auctioneer from Sidney, N.S.W. in the far away continent of Australia, discusses the auction business in his country with Bernard Hart, N.A.A. Secretary (left). This photo was snapped in the offices of the Indianapolis Auto Auction. Mr. Gray also visited Earl's Auction Co. in Indianapolis, and the Johnson County Livestock Auction at Franklin, Ind.

Visits to these auction establishments came about by Mr. Gray's desire to visit the offices of the National Auctioneers Association and learn first hand some American auction procedures. He was enroute to his home from London. Mr. Gray is one of our two Australian members.

Are We Grown-Up?

The N.A.A. has accomplished in the past fifteen years a remarkable record of growth and development. Great credit must be given to those dedicated men who donated time and money to help the N.A.A. over the money crisis's that developed in those fifteen years. I am especially reminded of the convention at Columbus, Ohio, in 1952 in which money was raised to help keep the organization from being bankrupt in its infancy. I remember the growing pains and the great concern of our past presidents and officers and the magnificent battles they conducted to weld many men of various backgrounds and assorted views into an efficient functioning organization.

Today we are in a much better position to do things that will be of benefit to our members wherever they live or whatever their field and no matter what problems they may have if we utilize the potential for growth and development which is now lying dormant in our organization.

Let me ask a few questions. If you were a politician or a member of the legislature of your state or even at the national level, would you be more impressed by:

1. An office address in an office building in any good town in the U.S.A. with proper facilities for easy modern traveling? or
2. An office in a basement in a small town rather hard to get in and out of? or
3. A national organization with the means and know-how to be of assistance in organizational work, to be of some weight in defeating unfavorable legislation? or
4. A membership large enough to carry sufficient weight and prestige to be listened to whenever pressure needed to be provided to protect our profession at whatever level it may be required? or
5. A membership large enough to open new benefits for each individual member on a national scale — i.e. similar to our National Insurance Program?
6. As individual auctioneers we influence a lot of people. Whether for good or for bad depends on the individual auctioneer's ability, ethics and personality. As a national organization what a great deal of good could be accomplished by a devoted membership dedicated to improving the image of the individual auctioneer of the National Auctioneers Association and educating the general public to the advantages of the auction method of selling.
7. It has taken many, many great men over 300 years to sell the American way of life and free economy, and yet to this day it is a continuing fight against inroads of other ideologies and creeds,
8. Let's devote a little time each week to reaching other auctioneers, interesting them in the N.A.A. and its future and theirs because in this changing world unity is necessary.

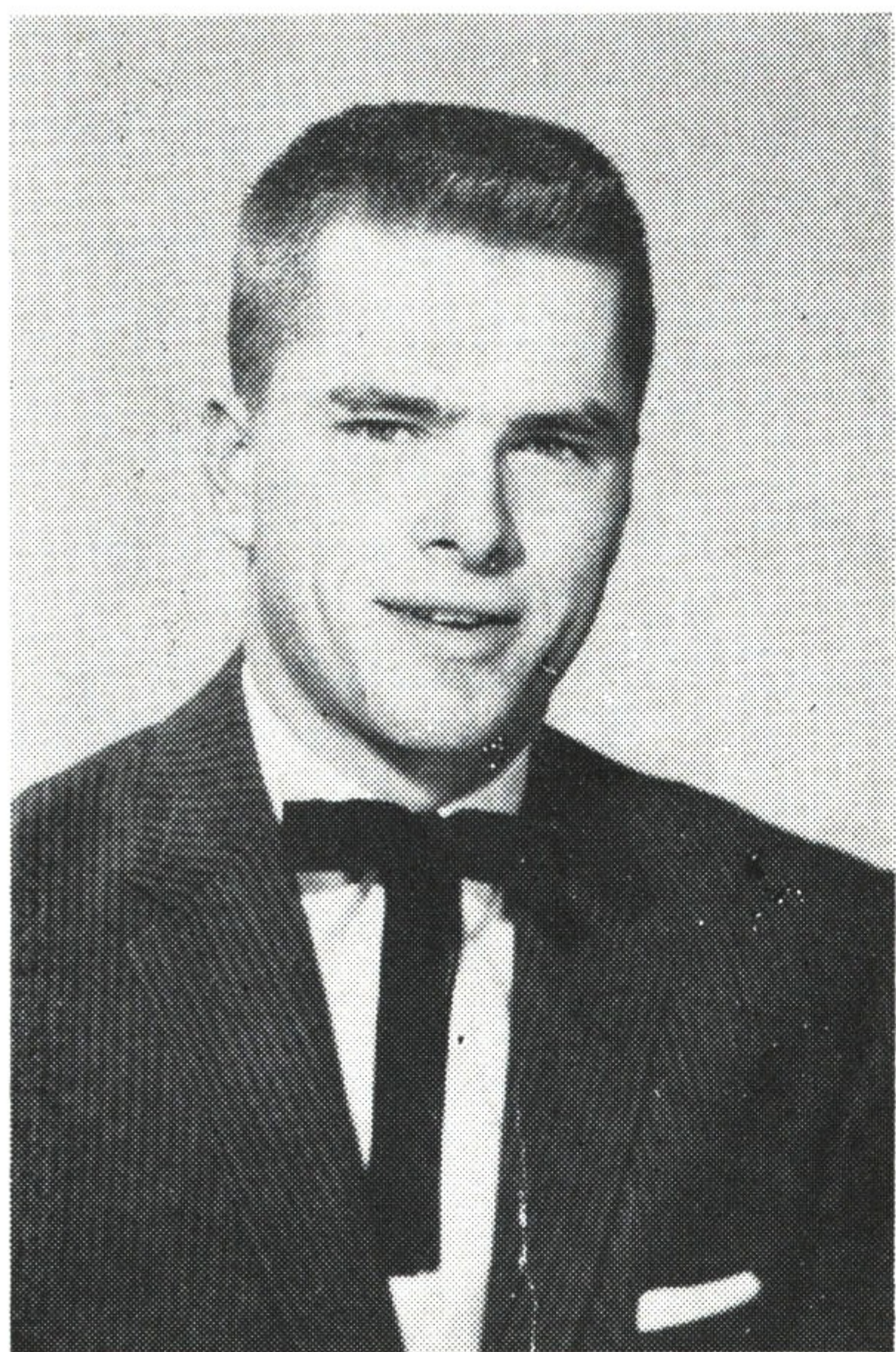
9. As a profession the auctioneers have been a long way behind the doctors, lawyers, teachers in being organized and in being able to guard our rights and privileges from inroads against our activity.

10. We have something to sell. Let's sell it ourselves or some day in the not too distant future we are going to be sold down the river. Let's go out and sell all members of our profession so we can in turn sell the world on our profession.

John A. Overton, President

Charles Ray Hudson Killed In Accident

Charles Ray Hudson, 25, wellknown auctioneer and farmer of Morrisonville, Ill., was pronounced dead on arrival at St. Vincent Memorial Hospital in Taylorville, the morning of December 7. Hudson's chest was crushed when he was



pinned between the cab and bed of a two-ton truck when the truck bed, loaded with shelled corn failed to lower in the usual manner. It was thought that he had left the cab of the truck to strike the lowering mechanism with a hammer when the bed failed to lower and then was unable to get out of the way of the falling bed.

Charles Ray Hudson was born at Taylorville, July 6, 1939, the son of Ray and

Bertha Hudson and had been a life time resident of the Morrisonville community. His father has been a popular auctioneer in that area for many years and Charles Ray had followed the same career. He held a life membership in the National Auctioneers Association and had a few weeks previous been elected to the office of Vice President of the Illinois State Auctioneers Association.

Surviving are his widow, the former Marilyn Miller to whom he was married in 1960, a six months old son, Charles Ray, Jr., his parents and one sister as well as several uncles and aunts. Marilyn Hudson is a Director of the Ladies Auxiliary to the National Auctioneers Association. The Hudson families were regular attenders of our National Conventions and have a host of friends among the auctioneers of America.

JFK Letter Tops Auction At \$9,500

NEW YORK — The late President Kennedy's life of high adventure as a war-time hero highlighted an auction at the Park-Bernet galleries. Letters he wrote to the widow of a man serving under him brought \$9,500.

The second highest price was brought by George Washington's letter to Gov. Benjamin Harrison of Virginia on March 19, 1783, supporting Army demands that Congress settle Army pass claims before demobilization. It sold for \$7,500.

No enterprise can exist for itself alone. It ministers to some great need; it performs some great service, not for itself, but for others; or failing therein, it ceases to be profitable and ceases to exist.

—Calvin Coolidge

Advance Convention Plans

BY BERNARD HART

Yes, the show is on the road and from all evidence the end of that road will be the finest convention ever staged by the National Auctioneers Association.

With an invitation from my good friend, Bill Johnson, to attend the organizational meeting of the Washington State Auctioneers Association, it was with a great deal of pleasure and expectancy that I boarded a plane for Spokane, a City that I visited occasionally when in livestock field work but one which I had not visited in several years.

Arriving at close to the hour of midnight, I was impatient to again visit the Davenport Hotel which had been the pride of the Inland Empire in the days I travelled that country. Since selecting this Hotel as the Site of our 1965 Convention I had received reports that it had been neglected and this had been a matter of no little concern to me. I just had to see for myself.

Upon entering the Lobby I was astonished to see a dance in progress on the lobby floor! After recovering from my surprise I decided why not use the lobby? It is the third largest Hotel Lobby in the World? Wouldn't it be great if we could fill that Lobby Floor with our Grand Banquet? And it isn't impossible.

My next surprise and another pleasant one came when I registered for a room, without reservations at midnight, and the clerk assigned me to one at a rate of \$1.50 LESS than I had agreed upon. Ever have this happen to you? My experience is usually the higher priced ones are the only ones available. Another surprise was the room itself. While in the minimum price range it had a new TV and an EXTRA LONG BED!

Recalling the 24 hour Coffee Shop just off the lobby, I returned to that floor and enjoyed a strawberry waffle, topped with cream. A real good treat after only a sandwich several hours earlier on the plane. Food and service is outstanding at the Davenport. The following morning at breakfast in the Coffee Shop I noted the waitresses greeted and treated everyone

like regular customers rather than the usual transient manner we have become accustomed to experiencing in other parts of the country.

To make the visit perfect I checked on two Davenport features, always remembered. The fire in the fireplace in the lobby was burning. This fire burned continuously for 37 years. I went to the cashier for change and it was crisp new currency and polished silver! I was later told by the Manager that the same man was polishing the silver coins that was doing it 50 years ago.

In reporting to the manager, Mr. Anderson, my misgiving and how I had found the rumors false he did some explaining. Between the time of my last visit to the Hotel and the present time, there have been three owners. The first of these allowed the fire in the fireplace to go out as well as to neglect other Davenport features. The present ownership is gradually restoring those features that made the Davenport famous. However, the fireplace will probably not be burning in July as it is the present plans to burn it nine months of the year.

After spending a pleasant half-day in Spokane with the hotel personnel and Mr. Raiter of the Convention and Visitors Bureau, I again boarded a plane for Yakima, and the Washington State meeting. Upon entering the Yakima terminal it was easy to see I was in the right place as they had a large merchandising case of those famous apples Wes Wendt tells about. You can buy them singly or in quantities and they have some conveniently sized gift packages, ready for mailing.

Report of the State Meeting is elsewhere in this issue. Seldom have I attended a meeting where so much genuine interest and sincerity of purpose prevailed. I predict this to soon become one of the stronger organizations of its kind. They have a great group as a nucleus.

From Yakima, I flew down to Twin Falls, Idaho, and a nocturnal visit with Jim and Justine Messersmith. Arriving

after dark and scheduled to leave at 5:45 the following morning caused this visit to take place at a most inconvenient time. The Messersmiths had planned to attend the Yakima meeting but flying schedules would not permit them to return in time for Jim's sale on Monday.

After returning from this trip I can say with all sincerity that the Convention Plans are ahead of schedule in comparison with previous years and there will be a real treat in store for you in Spokane, next July. Our National Conventions have often been termed "an unforgettable experience" and this one certainly will be. Start planning now to be in Spokane in July.

Charles Gerth Dies

Charles S. Gerth, New Orleans, La., nationally famed real estate auctioneer, died on November 11, 1964, at the age of 82 years.



During his real estate auctioneering career, Mr. Gerth sold over \$211,000,000 worth of real estate, movables, government properties, etc., over a period of approximately 54 years.

Mr. Gerth held his last sale on July 20 of this year in the Battle House at Mobile, Ala. About 4:00 P.M. on that day

he suffered a heart attack but insisted on going on the stand to finish the job for which the owners had expended some \$7,000 in advertising and preparation. In about 15 minutes the Old Mobile Infirmary was sold for \$142,500 and Mr. Gerth then went back to bed.

Registrants at the 1961 National Auctioneers Convention in Houston, were treated to a most outstanding address by Mr. Gerth on the subject of selling real estate at auction. This address was later reprinted in THE AUCTIONEER. Mr. Gerth was one of the most outstanding real estate auctioneers in America and his loss will be missed by clients and profession alike.

Mr. Gerth had not been a member of the Auctioneers Association prior to the Houston convention but had been a very interested member since that time.

We have long outgrown the day when membership in a trade association was a quasi-social affair, to be entered into in a spirit of camaraderie and hail-fellow-well-met, and with meetings sandwiched in between socializing. Today's trade association is universally recognized as an integral part of the operation of a successful business.

—Gail S. Carter

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A Time For Review As Well As Planning

By COL. POP HESS

Your writer has had plenty of time to compare our present age with another era and witness the many changes in habits, way of life and things we formerly did that we don't do anymore and there is plenty to write about after living 85 years in this wonderful world and in our great United States of America.

The past weeks, through late November and December, we have witnessed the usual Thanksgiving and approach of the coming New Year. Back in my early days as a farm boy, when we got into November, our thoughts were the coming of Thanksgiving Day, the time when all thrifty farmers must have their harvest completed and the corn in the crib, frost on the pumpkin and fodder in the shock. In those days, corn was mostly cut by hand and ears husked by hand. If you left one little strip of husk or silk on the ear the husker got told about it. Also, while the weather was mild all feedlots were well bedded as we knew winter was just around the corner.

We had big turkey dinners with all the kin folks around and we bowed our heads in Thanks. As of late years, the machines do the husking, we see many fields of corn still waiting for harvest and we saw one farmer picking his 1963 crop in May of 1964. The family get-together for Turkey is mostly past now. We gas up the old automobile and go to some great dinner house for our turkey dinner with each serving the price of one live turkey. All the youngsters head for a football game and as to Thanks, we older guys bellyache on the high cost and the kids grab the needed cash for the game, not saying thanks but get out of the way, give me the car and gas—and thus the Thanksgiving Day passes with relief to all when everyone is home, safe and sound.

Now the next event is Christmas, the great day each year we honor the birth of our Savior of the world, the Christ Child. In my early days this date was long in our memories as Christmas Day. Within two weeks of the 25th of December much preparedness was taking place, Santa Claus would make his appearance, the schools would close for the days between Christmas and New Years, the churches would have their services. All this we continue to do but much on a different scale. Up to recent years, Thanksgiving got its big play commercial, then the commercials would lead to Christmas items. This year I note they jumped the gun on Thanksgiving by promoting Christmas way ahead. I was much disturbed to note in our daily newspaper, page after page on Christmas items. The date was November 15. On the same day, trailer trucks loaded with Christmas trees passed our house, headed west, to be used December 25.

This is all fine but it makes one wonder if we have gone too far to the left or right in becoming so much commercially minded in the celebration of the birth of the Christ Child, the Savior of the world. Do not get me wrong. We should of all days make Christmas the greatest but I'm wondering if we are celebrating the dollar rather than the Christ. In today's world we certainly need a Savior more than ever before.

As I look back on all the changes from the days of yesteryear to the present time I find there is a lot that could be said. We often mention the good old days in comparison to what we have now and I am quite sure all now living in this modern age would kick like a bay mule if they had to return to the past items we had to work and live with. This present day with all our modern con-

veniences is wonderful but sometimes I feel we are jumping the gun too fast to catch the dollar under conditions that are not best for our spiritual needs.

In the early times, our forefathers got by with the best they had or could afford or was available and down through the years we have seen the results of man's arm strength of tools to our great power driven tools of today. I can well recall the many days everything was done the hard way but I still believe the folks of the past days often got more real joy from their efforts than in our present time. The present generation taking over in this year of 1965 have little knowledge of the manner folks lived and survived in the years of yesteryear. We should take time to enjoy this great country they built.

As a farm boy, I lived through a time when on the Sabbath Day our farm work was reduced to just the chores, feeding, milking, etc., but no field work. Up through the years we have gradually seen

the fields filled with machines at work, in fact some of our farmers are so busy running around through the week they have to do their farm work on Sundays. However, it makes me feel we have placed the dollar ahead of all else.

* * *

I am writing this on December 1, 1964. We have survived our Thanksgiving dinner and have all the left-overs cleaned up as well as the turkey hash. This is the month for getting all 1964 business cleaned up for a new year's start. I find in my mail this first day of the month some sales being listed with us for January, 1965, announcements. As you will note, auctioneers and programs such as we have on our Radio Farm and Livestock Sales Program are never silent except on Sundays.

The December issue of this publication came to my desk on this date and I was happy to note the NAA was still in the 2,000 bracket as of November 15, with Ohio still leading all other states in



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IN UNITY THERE IS STRENGTH

memberships but with some close contenders. Many good items from auctioneers out over the land and a goodly list of new and renewal memberships.

Past years of column writing for this publication has caused many words to be typed in building the NAA to its present membership and I hope this new year of 1965 will bring in a new crop of memberships. We need the large membership for many items will be coming to the front that will need a balance wheel in our progress of better auctions and better auctioneers.

We recently had a visit from one of our Ohio auctioneers who was elected to our Ohio Legislature from Marion County, Col. Gene Slagle of Marion. I was happy to extend to Gene my congratulations on his election and even though he and I belong to different political parties, it is always nice to congratulate a winner. Gene and I often rib each other on political matters one way and another and on one question I asked Gene why he went into politics as he had a good field in auctioneering. His answer was similar to one of the jokes in "The Lighter Side" in our November issue. When the candidate was asked how he stood on labor he said he was against labor and that was why he was in politics. We all understand the joke and Col. Gene will be much in labor as usual.

I am always happy to announce Gene's sales on our program at WRFD and right at this time Col. Slagle has some very attractive sales to be announced this month and next. In my long contact with auctioneers in many places I have been able to pull for them, sometimes rib them and have many friendly visits, something we can do in America without having our noses flattened. For many years my best friends in the auction business were my hottest competitors in the business but we keep our friendship and we often eat each others chicken with delight.

Here are a few lines as I find things on December 7, a cold snowy day in Ohio, a good day to be in a warm house and look out over the landscape without having to be out hammering for existence. The mail has just arrived and not surprised I got a hot letter from my old

sidekick who is still going strong in his head, mostly. As I have often said, we are the best of friends but disagree on everything, especially politics. Since Nov. 3, I knew this letter was in the making and wondered when it would arrive and explode and it is here. Yes, he ribbed me much on how Ohio voted this last election and classified me with a list of hide-bound stock that were on their way out forever. I will answer this letter when I send him my New Year's Greetings.

In my reply I will admit that I was one of the hide - bound clicks that lived through the years of the New Deal, then the square deal, then we had eight years of living under the banner of the United States of America, then four years of New Frontier and now we enter under the banner name of Society. I have a good hunch after four years of this Great Society we will again return to the banner name of the United States of America.

Here is another letter, a very short one, "Will you write in your column in a few plain words just what it takes to be an auctioneer?" Well, to be as brief as I can I will put it this way, It comes in four quarters. 1. You must have the ability to attract one who has need for an auctioneer. 2. Be able to prepare advertising that will fit the stock or items you will be selling and attract buyers. 3. You must have the ability to face your buyers and sell. 4. Keep your plant (your body and brain) clean, be able to make friends and keep them, be true to the one who employed you and treat all bidders and lookers equal as one of them may be the one who employs you for his auction. Anyone who can fill the four quarters listed could be an auctioneer if properly wired for the job.

Here is a letter asking if I can remember when I really knew the truth about Santa Claus. This one I will have to take some time on. As I know Santa Claus of today and as I thought I saw him the first ten years of my life would take many words and comments and would fill a book. So to make a long story short, on our Christmas Day each year we remember the birth of the Christ Child and we give gifts through the emblem of Santa Claus and as we pictured him as a youngster.

IN UNITY THERE IS STRENGTH

Recently, a letter came to me from one of our readers stating much of my writings and comments were mostly of farmers and livestock sales and he would be more interested on the line of business and commercial sales as he was not located in a farming area and depended on such sales held in cities. He was also interested in automobiles at auction. In my reply to this nice letter and I know written by a very interested young man just getting into the field of which he speaks I reminded him that we do have others who write in **THE AUCTIONEER** of these sales. As for me, the farm and the auctions that pertain to the farmer and livestock producer was my full life and I can write about it as I know it.

In the field he mentions, my experience is limited. Through the years when I was in the auction box I was hired to call the bids and sell while the ground work and all preparedness for such a sale was executed by the sales managers or firms holding such auctions. But I did learn to conduct these sales correctly and make it a better sale. The ground work in publicity and preparedness was the important battle and when properly executed to the sale date, any auctioneer who knew his way around an auction could do a good job of selling, draw his pay and go home.

The responsibility of collecting for and releasing the items after the sale is one

of the more important jobs in these type auctions. To any young man going into the auction field today, a connection or established position in such sales is the cream of the auction business and you can confine your work close to home if you live in a good thriving city. The commissions are good, the work is pleasant and often much easier to get into than the general run of farm sales, livestock auctions, stockyards, etc.

We do see each year the profession of auctioneering is becoming more specialized. As a beginner in the field this will develop for you as you progress as an auctioneer and after five or ten years you will find your own specialty.

Today we have a large crop of young auctioneers coming to the wire for position and through the winter months of this new year there will be many more coming from the various Auction Schools. Who will be the auctioneer of tomorrow? My greatest hope is this new year of 1965 will be a great year for all auctioneers and auction sales.

Closing out this column for our readers to absorb in this New Year is not easy to write for a chap like me who must get off his chest what he has wound up in a year of many items of interest and at the same time create some propaganda for the new year.

I feel 1965 will be a good business year in many ways. We have heard a lot about



Col. John Overton, Albuquerque, N. M., President of the NAA (extreme left) was guest speaker at the Indiana Auctioneers Convention in November. Others in the picture, all Hoosiers, are, from Overton to the right: D. D. Meyer, Vincennes, retiring President; Maynard Lehman, Berne, newly elected President; Bernard Hart, Frankfort, NAA Secretary; Romaine Sherman, Goshen, NAA Director; E. M. Schaefer, Kokomo, Convention Chairman; and Egbert Hood, Anderson, Vice President elect.

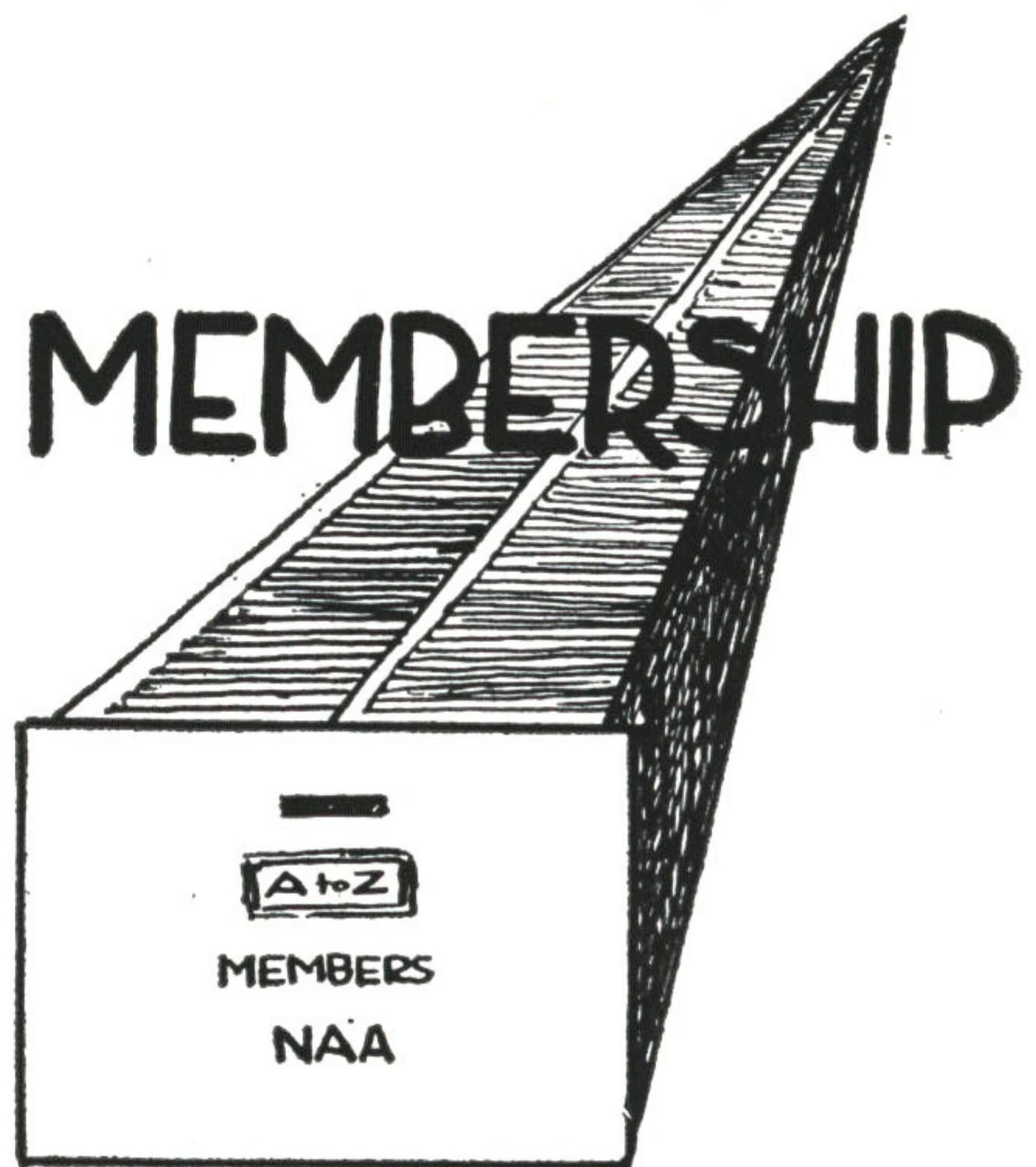
our Poverty but as I see it all through my many years of living we have had some poverty of one type or another. But when you sift it all down, 75% of the people in poverty in the United States either inherited it or purchased it. I can well remember the time when if one owed a mortgage it was mentioned in a whisper but nowadays the bigger the mortgage the more it is bragged about. Easy money has helped many to become prosperous, by the same token the lack of good judgment and management has caused poverty for others.

We have sections of our country where farming is not the basic industry and where there are no large industrial cities, especially in coal mining sections. Poverty has been in these areas with the manpower unskilled for other types of work and this has caused a problem. However, as I know these people, they know their land and do survive in various ways. The younger generation of their families have moved into industrial areas and sometimes aided those back home. The old timers in these sections would be very unhappy living elsewhere and I am quite sure as this new year unfolds all will survive and on their own power. The old well said where there is a will there is a way.

Our farm folks are facing another year of crop acreage control which they tell us is to cut surpluses and keep prices high. Yet we are taxed for billions of dollars to feed starving folks around the world and we continually hear speeches on radio and TV and read newspaper articles saying unless more is produced this world will face a food famine. No one knows who has the answers or who has the cure and it remains a problem to be solved. It appears our Federal Government is slated to be Santa Claus to all countries in need and it looks like more reindeer will have to be added to the sleigh.

Happy New Year to all of you and remember I look forward to receiving your comments, complaints and good wishes as it helps to make timber for a better monthly column.

You can't take it with you when you go,
There is no doubt about it.
But that's about the only place
Where you can go without it.



Memberships Processed November 16 thru Dec. 15

Jim Wagner, Ohio
 *Stratto Steff, Florida
 *Calvin West, Missouri
 Leonard Willinger, New Jersey
 Abe Goldstein, Massachusetts
 *Robert L. Cross, Colorado
 *Al Willette, North Carolina
 Jack D. Sheets, Kansas
 Guy E. Freeman, Tennessee
 Edwin A. Turner, Kansas
 Lela Turner, Kansas
 *Roger Baker, Oregon
 Max Puckett, Tennessee
 George E. Collins, Georgia
 Fred T. Moore, South Carolina
 R. F. Hamilton, Indiana (Life)
 George Worrell, Kansas
 *Wanda C. Cummings, Kentucky
 *Joe P. Daugherty, Kentucky
 H. Francis Stevens, Maine
 Wayne Cook, Texas
 Joseph W. Thompson, Massachusetts
 *Richard E. A. Gray, Australia
 William L. Persinger, Illinois
 *Gene M. Tapp, South Carolina
 *Clarence L. Marshall, Virginia
 *Roy Wheeler, Virginia
 *Thomas M. Whitten, Virginia
 *Stanley King, Virginia
 *J. Dennis Ownby, Virginia
 Ole Hall, South Dakota
 Vernell Johnson, South Dakota
 Adrian J. Meierotto, Iowa
 C. B. McCarter, Tennessee

Edd McCarter, Tennessee
 Albert N. McClure, Tennessee
 Faye S. Fisher, Indiana
 Willie T. Catlett, Virginia
 *William M. Yonce, South Carolina
 Cecil F. Shopen, Missouri
 J. A. Martin, Texas
 Clarence Rhyner, Wisconsin
 *Kenneth Lasher, New York
 *Charles A. Cannon, Missouri
 Jacob J. Ulrich, Kansas
 Melvin J. Johns, Nebraska
 Victor D. Bremer, Nebraska
 Harry L. Hoffman, Virginia
 Buford Evans, Tennessee
 *Harry John Vor Waladt, Iowa
 A. T. Morris, North Carolina
 *Richard Gates, California
 Wendell W. King, Arizona
 C. G. Bryant, Arkansas
 Willis H. McCall, Arkansas
 Jim Fullbright, Arkansas
 *Fred Williams, Arkansas
 *Charles O. Wolfe, South Carolina
 A. W. Thompson, Nebraska
 (* indicates new member)

Colorado Auctioneers Hold Fall Meeting

The Colorado Auctioneers Association and their wives met on Saturday, Nov. 7, for a pot luck dinner and fall meeting in the Gold Room of the First National Bank in Loveland.

During the meeting they discussed auction commission rates, sales tax problems, and selling real estate at auction, among other things. They made plans for the annual meeting to be held in Denver on January 30, for election of new officers.

Those present were President and Mrs. Fred Ramaker of Denver; Vice President and Mrs. Troil Welton of Wray; Mr. and Mrs. Harland Harrington of Greeley; Mr. and Mrs. Chuck Cumberlin of Greeley; Natte Austin and Bob Cross of Fort Collins; Keith C. Brown of Grand Junction; Mr. and Mrs. John Stulp of Yuma; Mr. and Mrs. Pat Mangan of Berthoud; Mr. and Mrs. Harvey Baldwin of Denver; Mr. and Mrs. Mahlon Clancy of Denver; Mr. and Mrs. Willis Bonser and Mr. and Mrs. Reuben

J. Stroh of Loveland. Stroh is the secretary and treasurer of the Colorado Association.

Darbyshire Named To State Commission



J. Meredith Darbyshire, a past President of the National Auctioneers Association, was named to a three year term as a member of the Ohio State Auctioneers Commission. Mr. Darbyshire's appointment became effective, October 10, 1964. He succeeds former member, Neil Robinson.

Darbyshire's appointment completed the three man board, all of whom are past Presidents of the Ohio State Auctioneers Association. Gene Slagle and Si Lakin are the other two members of the Commission.

All appointments are made by the Governor, J. A. Rhodes.

Auctioneer Succumbs

James J. Clifford, St. Peter, Minn. passed away December 1, 1964, at the age of 81. He had been a prominent farm sale auctioneer in the area for more than 40 years.



MENDENHALL SCHOOL OF AUCTIONEERING CLASS OF 1964.

Left to right — J. W. Lawson, Castlewood, Va.; Arlo Richardson, Seattle, Wash.; R. V. Gamble, Greensboro, N. C.; John Allen Brown, Franklinville, N. C.; James Currin, Oxford, N. C.; R. E. Braumbaugh, Bradford, Ohio; Frank Conley, Tampa, Fla.; Jackie Ball, Asheville, N. C.; Paul Jones, Orlando, Fla.; James Edward Swicegood, Lexington, N. C.; Douglas Ezell, Phoenix, Ariz.; Gordon Goodpastor, Owensville, Ky.; and Keith Hall, Phoenix, Ariz.

Tennessee Auctioneers Enjoy Fall Meeting

By E. B. Fulkerson, Secretary

Members of the Tennessee Auctioneers Association held their Fall Meeting at Admiral Benbow Inn, Knoxville, on Monday, November 30, 1964. The Officers and the Directors had a breakfast and business meeting at 8:00 A.M. The Registration for the Auctioneers was opened at 9:00 A.M.; the meeting was called to order by the President, Col. Beeler Thompson. Col. Cecil Hurst gave the invocation after which each member was asked to stand and introduce himself to the group.

The report of the secretary and treasurer was given by E. B. Fulkerson. President Thompson gave an address on being prepared to take advantage and meet the demands that are thrust upon us; and that each and every auctioneer should create the right public image. He also stated that anything big enough to hurt you was still big enough to help you. Col. Thompson also recognized the good increase in membership in the last 5 years and stated one who put forth the most effort will get to the top first.

Mr. Bob Day of the Day Sign Company attended the meeting with a display of metal, scotchlite, and masonite Auction Signs. He explained in detail the fabrication of the signs along with the cost of each.

The King Brothers, operators of the Stockyards Supply Company, Morristown, Tennessee were present with a supply of stockyard equipment and accessories which they exhibited to stockmen and auctioneers.

A report of the 1964 NAA convention was given by Col. Fred Ramsay, Madison, Tennessee. The morning session was adjourned at 12:05 p.m. for a luncheon in the dining room of the Admiral Benbow Inn.

The meeting reconvened at 1:30 p.m. and a discussion was held on the membership drive and a vote of appreciation was given to the Chairman of the Mem-

bership Committee, Col. James Matthews, Cowan, Tennessee.

The 1965 Convention site for the Tennessee Auctioneers was discussed and Gatlinburg, Tennessee was selected as the host city with the date of the convention to be decided later.

All auctioneers present were treated to the chant of the Tobacco Auctioneer by a new member, Col. Hassell R. Ritter, Washburn, Tennessee.

President Beeler Thompson suggested that a framable copy of the code of ethics be printed and mailed to each member of the Tennessee Auctioneers Association.

Letters and words of regret were sent to the convention by Col. Toxey T. Fortinberry and Col. L. T. Dickens. Manchester, Tennessee, stating they were unable to attend because of illness and they offered their best wishes for all.

The remainder of the afternoon session was occupied by a discussion of Auction Sales and Commission rates. It was decided to get out a Who's Who of the Tennessee Auctioneers who are members of the Tennessee Auctioneers Association and mail a copy to each member in the association.

Smithville Cattlemen Form Co-Op Auction

SMITHVILLE, Texas — Local cattlemen have formed a co-operative to build their own auction company. Titled the Smithville Area Livestock Marketing Co-Operative, the group obtained a charter from the state, which is the first of its kind ever issued in Texas.

The co-op will sell shares at about \$100.00 per share, and limit each purchaser to no more than five shares. Enough stock will be sold to underwrite the cost of the auction plant, which will open sometime in the spring of 1965.

Reflections From My First National Convention

By Col. Roger A. Hollrah,
St. Charles, Mo.

Ever since I have belonged to the National Auctioneers Association, I have wanted to attend the National Convention. Through the past years our County Fair always came at the same week, so



having a family of 4-H children it was impossible to leave. With the baby leaves to get ready to show and being in charge of the Baby Beef Sale and several other projects, fair time always is a busy week.

The past summer the two dates did not conflict so it gave us the chance we were waiting for, to attend the National Convention. My wife and I decided this could be our summer vacation so we included our five children in the plans. Our oldest son decided to stay with his summer job so my mother joined us in his place.

I sort of felt as though I may feel out of place at the convention since I am not a full time auctioneer but I will assure you this was not the case. As we pulled

up to the hotel in Des Moines, Iowa, I could quickly see that the welcome mat was rolled out. When we entered the lobby of the hotel we were met by the reception committee and from then on it was as though everything fell right into place.

I had expected to see quite a few parties and so forth going on during the evenings but to my amazement I was very much fooled. All the while we were at the convention we saw no drinking what so ever and I believe it made the convention a great success. Then the hotel management presented our president with a plaque on the last day stating that this group of auctioneers was the most polite and well behaved organization they had ever served. This made me feel even prouder than ever that I was in the auction profession.

The program committee should be congratulated on the fine and fast moving program they presented. The lectures were very interesting and very educational and the entertainment was outstanding.

I think my mother enjoyed the convention so much because it was such a wonderful group to be associated with. One of our children stated this was the best vacation he had ever had. I'm sure all of the children enjoyed the programs and entertainment.

I really feel I gained a lot by attending and getting to meet auctioneers from all over the United States and swapping ideas with them. I also felt that no one person thought they were better than anyone else.

I hope that come next July I will be in the position to make the journey to Washington. Everyone will truly enjoy the convention and never regret it at all.

In closing I would like to thank the National Association and especially auctioneers from Iowa for a wonderful convention this last July.

Medical Library Books To Be Sold

The Boston Medical Library will sell duplicate books from its collection in a series of auctions planned to begin at Parke-Bernet Galleries in March. The announcement was made by Jerry Patterson, the new head of the Book Department. Mr. Patterson added that the sales of books from this outstanding medical collection are expected to take place over a period of several years.

The Boston Medical Library, established in 1876, is one of the most important repositories of medical books in

this country. Oliver Wendell Holmes was one of its founders and a large benefactor. Its facilities are to be joined with those of the Harvard Medical Library upon completion of the new Francis A. Countway Library of Medicine, now under construction.

The books and pamphlets to be sold in New York range from rare medical classics, early American medical books and works on the history of medicine to general books from other fields.

Other distinguished American institutional libraries which have auctioned their duplicate books at Parke-Bernet include the Lilly Library of Indiana University and the Library Company of Philadelphia.

Washington Auctioneers Organize, Elect Officers

By BERNARD HART

Even though near perfect weather prevailed at Yakima, on December 13, other parts of the State of Washington were not so fortunate. Blizzard conditions causing hazardous driving conditions and grounding planes in other parts of the state served to keep down the attendance at the organizational meeting of the Washington State Auctioneers Association.

In spite of these difficulties, 15 of the state's more prominent auctioneers gathered at the Chinook Hotel in Yakima, for this initial meeting. A lively discussion took place and many challenging questions were presented in a constructive manner as to whether there should be a state organization of auctioneers and the reasons for organizing.

After a healthy discussion it was voted to organize the Washington State Auctioneers Association. Officers and Directors were elected, plans were made for adopting a Constitution and set of By-Laws as well as a Code of Ethics. Five ladies had accompanied their auctioneer husbands to the meeting and plans were laid for a Ladies Auxiliary to be formed

at the next regular meeting of the group.

Si Williams, Walla Walla, was elected as President for 1965; Bill Johnson, Seattle, was elected Vice President; and Bob Berger, Pasco, was named Secretary-Treasurer. Bob Heaverlo, Yakima; Orville Sherlock, Walla Walla; and Ray Brock, Pasco, were elected to the Board of Directors.

Wes Wendt, Granger, was elected to the office of National Convention Chairman representing the State Association to work with Convention Chairman, Jim Messersmith, in co-ordinating Washington activities and responsibilities.

When the meeting adjourned in late afternoon, having started at noon with a no-host Luncheon, it was an enthused group that departed to build a strong organization of their own and full support of the 1965 National Convention in Spokane was their individual pledges.

Another meeting will be held sometime in April, at which time the Auxiliary will be organized and additional future plans will be discussed.

News Letter From The McCarters Of Tennessee

Dear Bernie,

Here comes the news with a little music to chase the blues. Yes, every line says I and I'll bet you 30 cents you catch me in a lie.

Since we are behind in our dues, here's a late check to catch the old man and the boys up front. But, Bernie, we have had a bang-up year in our auction business. We have made all kinds of changes but we still have our mountain sales touch everywhere.

Please take note: Send Fred "Doc" McCarter's monthly Auctioneer to Sevierville, Tennessee, Route 2; send the Mountain Plow Boy's to Vonore, Tennessee; and also Edd McCarter's to Sevierville, Tennessee, Route 2. Now let me explain. Back the last day of July in the great year of 1964, we had been in touch with Mr. and Mrs. K. C. Robenson for some time.

As Joe Seaton, my faithful real estate friend, and Edd McCarter drove down the Atlantic Highway on our way to see the best farm this old plow boy ever walked over in my barefoot days and in my new suede shoes, I said to Edd McCarter and Joe Seaton, "We're not selling this farm, The K. C. Holstein Farms. We're closing the deal and soon we will let you and Edd in on a secret. The old auctioneer will move to this great community where the auction atmosphere is golden red and ready to be plucked by some good auctioneer and auction family." Joe says, "This is new to me."

Edd says, "I'm not fooling with a dairy farm." I said, "Now son, hold your horse. We'll put you in charge of the big Holstein bull." Sam, the \$6,500 bull, you bet he's a lot of bull. They paid the vet \$400 to put him back in operation again. That was more than my wife would pay out on the old plow boy, you know. Good breeding stock is hard to find.

Harris Wilcox would sell this hunk of milking bull for at least \$15,000, cause Harris ain't never sold a better blood line

bull than old Sam. And then there is Cookie, another champ, and old number 40 for a more even performance and little Bill—named after our farm manager — with 320 head of high blood line cows and heifers. Lay all the bull aside, honestly, this herd is known as the best blood line herd of Holstein's in the south today. Now back to bull again. Big Sam is stationed in the center of 562 acres of the best soil in Tennessee.

This farm is located 45 miles from my home town, Sevierville, Tennessee; 36 miles from Knoxville, Tennessee; 20 miles from Maryville, Tennessee; 160 miles from Atlanta, Georgia; 80 miles from Chattanooga, in a little village of farm people.

It is only one and one half miles from Vonore's famous schools and churches of all faiths around us. It is 8 miles from Madisonville, Tennessee; 16 miles from Sweetwater, Tennessee; 26 miles from Lenoir City, Tennessee; only 13 miles from the famous Hiwassee College where Glenda, our daughter, drives to school; 18 miles from Loudon, Tennessee; 30 miles from Athens, Tennessee and the great Bow Waters plant. This farm is in a center location just three miles up a valley from Little Tennessee River on Little Tellico River and 40 miles from Oak Ridge where the Atomic Bomb that won the war was made.

The bull and cow history of this show cattle herd has taken K. C. Robenson twenty years to build. This famous farm K. C. Holstein Farm, has been in one family over 100 years. The big, ten room colonial home is 124 years old and is in fine condition. It is really a lovely home and we get our water from a clear crystal large spring. There are all kinds of barns, five tenant houses and the soil produces the finest of crops.

We paid \$356 per acre for this farm. Actually we paid \$300,000 for farm and cattle; and we sold off \$33,000 of farm machinery and we have forty some thou-

sand dollars worth of practically new machinery, I have enjoyed horse races and shows of all kinds, but to me a walk or drive through this farm is the show of all shows we have ever observed. To see the beautiful lush green alfalfa and all types of grass and corn and what have you is the greatest consolation for me to see.

Fred, "Doc" is in charge of Sevier, Knox, Blount, Jefferson and Cocke counties. We step in our great real estate sales with more pride and enthusiasm than ever before and our son "Doc" is working with heart deep on our great auction business. August and September have both been the biggest auction months we have ever known. And the latest news — "Doc" traded his car for a sports car and four mountain lots for two machines to make hand bills and so on. So you and your readers figure it out whether we are going up or down.

Oh yes, I will soon be called pop again and I think that this makes thirteen. We'll check them over at our next national convention in Spokane, Washington. If your staff of great leaders see fit to need an old plug like me, we don't have much to do and we'll be glad to arrive a couple of days early to lend a hand. Don't show this to Col. Guy Pettit or Col. Pop Hess, they will think we copy after those two old goats. We cherish all the honorable older auctioneers that have helped pave the way for you and me.

We named our new farm the same name of our farms in the mountain valley section of Sevier County. Since Mt. Zion Baptist Church is near our farm and the famous Tellico Mountains are near us, no more fitting name than the Mountain Valley Holstein Farms with the cows named Bonnie Blue Holsteins after my wife.

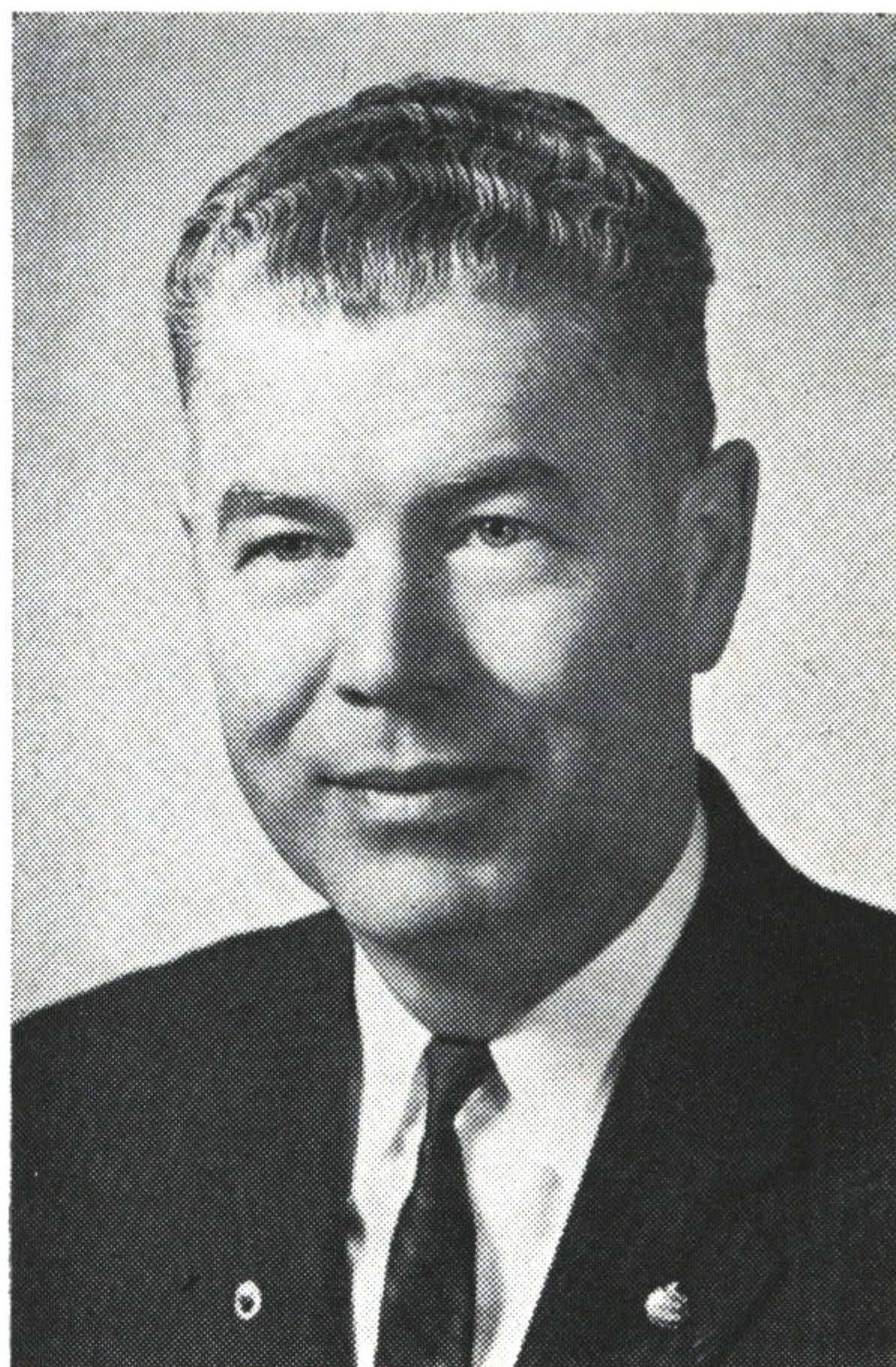
We will sell and the school as a whole has advertised a pie supper at Vonore High School. Our original Mountain Valley Duet, Charlie Partin, and Nadean, his wife, will furnish famous hillbilly folk music. We would be glad to bring them to Spokane, Washington. To us, their gospel singing and Rebel Yarn Gall - us Shows are tops and the teachers and students almost demand they come to the pie supper with C. B., the old auctioneer.

Charlie weighs 300 pounds and is all a national show man. Incidentally, Charlie and Nadean and family moved in our new home in Sevier County. Charlie puts all his talent and heart in our auction business and has been with us for a number of years. Nadean answers our telephone in Sevier County and helps with mailing and so on.

We'll see you in Spokane!

C. B. McCarter

Auctioneer Elected



Gene Slagle, well known NAA member of Marion, Ohio, was the successful candidate in his race for State Representative from Marion County. In winning the election, Slagle became the first member of the Democratic Party to represent Marion county in the State Legislature in 28 years.

Slagle is probably the only auctioneer in the current Ohio State Legislature.

New Method

College student (at baseball game): "See that big substitute playing third? I think he's going to be our best man next year."

Coed: "Oh, darling, this is so sudden!"

How I Became an Auctioneer

By OLIVER S. CLAY,
Shelbyville, Indiana

After reading the December issue of THE AUCTIONEER and the article by Col. Earl R. Tom I thought I would tell of some of my own experiences.

A stuttering constable in my home county (Nicholas County, Ky.) had levied on some property, including horse, buggy, harness, breaking plow (the old two horse walking type), a cow and calf, a sow and pigs and some hand tools. We were at the local blacksmith shop when he remarked he didn't know how he would get them sold as it was ten miles to our county seat and the nearest established auctioneer. He didn't feel they would like to come out that far for so small an auction. It was none other than myself that spoke up and said I would sell the property, all the time not expecting to get called to do the job.

When the date set for the sale arrived the constable came to me and said to come and sell this stuff. I told him I couldn't but he stuttered a good deal and finally said you sell it. My uncle, who ran the blacksmith shop, said, "You can do it." I got up into the buggy and well I remember how my knees were shaking. But there was quite a crowd out in front of the shop and we got it sold. That was October 2, 1901.

The next spring, while I was at work as a farm hand, a neighbor came out into the field where the land owner and I were breaking ground, each with two horses and a walking plow, and said, "Oliver, I am going to have a sale and want you to make it." I said, Oh no. You will have a big sale, household goods, blacksmith shop, saw mill, Gen. Scott engine, grist mill, stands of bees, milk cows, stock cattle, several jennies, two jacks and a stallion.

But I ended up by selling the sale and I well remember when I stood in the front door to open the sale. Those days one never forgets. So from these two sales I got started in the auction business. I think I had 12 sales that fall and gradually worked up to a career of which I am very proud. Odd as it may seem, I

helped on my last auction on October 2, 1960. I have not only my first sale bill but either the sale bills or the dates of all the sales I sold or helped with, 9,074 of them in those 59 years.

Now I hold pleasant thoughts of the places I have sold and the many friends I have had among the members of the auction profession including many of the "greats". Some of those I worked with were: Fred Reppert, Col. Jones, a Jersey salesman from Ohio, H. L. Engenhigh, Earl and Charles Gartin, Tom Vimitage, Frank Eubank, Ole Karr, Buck Wilson, John Hogue, Charles Peter (both Sr. and Jr.), Thomas Dudley, George Sparks, Austin Squires, Landy Phares, Herrin Brown, James Buckley, Len Worland and many others as well as a hundred tobacco auctioneers which was my field for 25 years.

Back in 1912 I started as a tobacco auctioneer under Col. Richmond, at Georgetown, Ohio.

Many auctioneers have experiences that we would be glad to hear of and learn to know each other better. I have had a most enjoyable career as an auctioneer and in these years I have been bedfast and confined to my home. I have relived many of those past experiences and have been visited by many auctioneers. I remember those days so well and my experiences in Kentucky, Ohio, Indiana, Georgia, Florida, Maryland and the Carolinas. I even recall the bad days and the weather hardships. I always kept one thing in mind and that was to look my best and to keep looking at all of the people for the bidders must believe in you and trust you. I have seen too many auctioneers and worked with some who would try to carry a free bidder or got what was termed, "out on a limb" and then had to swim for a solid bid. I never believed I was employed to run the bid up on anyone but to get all the true bids I could for the man for whom I was working.

Let my say again that I always helped the beginners for most of us had to

have a start somewhere. There were no Auction Schools in my earlier days. If you had the courage to try you did or you didn't get the job. I owe lots to the people who were to bear with me and help me.

Now this grand year of 1964 is almost over and will soon be a part of history and I think there was plenty history made during the year. I feel that every red-blooded American should learn to pull for America and not push the wrong way. A great 1965 is my wish to all Auctioneers—don't try to get all the sales as you could not handle them if you did.

Your letters and visits are always welcome.

Market News Service Opens in Kansas City

KANSAS CITY, Mo. — A new "hot-off-the-wire" news service made its appearance in the livestock and related fields when Livestock, Feed, Meat News, Inc., premiered its "LFMN" new ticker operation here, over a leased wire network encompassing key markets.

The new service is an affiliate of The Journal of Commerce, of New York, the nation's oldest business publication, and is successor to United Market News, Inc., of Amarillo, Texas, recently acquired by the New York-based publishing firm, which also operates other business news ticker services in the commodities and transportation fields.

LFMN will present to its subscribers a full range of information from competitive livestock markets, news and quotations covering beef, pork bellies, grains, and other "futures" markets of interest to the industry, and reports on major developments affecting its field from a well-staffed Washington Bureau. It will also feature news flashes, brief digests of important news developments from the wires of United Press International, and reports from the numerous news bureaus operated by The Journal of Commerce in the United States and overseas. A feature of the service will be mid-day and closing quotations on meats and related products, compiled by The National Provisioner, through special arrangement with that publica-

tion. Selected reports will also be carried from the wires of USDA and the national weather wire.

Format of the new service will be keyed to the needs of the industry executive, emphasizing accuracy and terseness.

Operating staff of LFMN is headquartered in the Veterans of Foreign Wars Building here, adjacent to the headquarters offices of the Certified Livestock Markets Association, with which the new service is working in close cooperation.

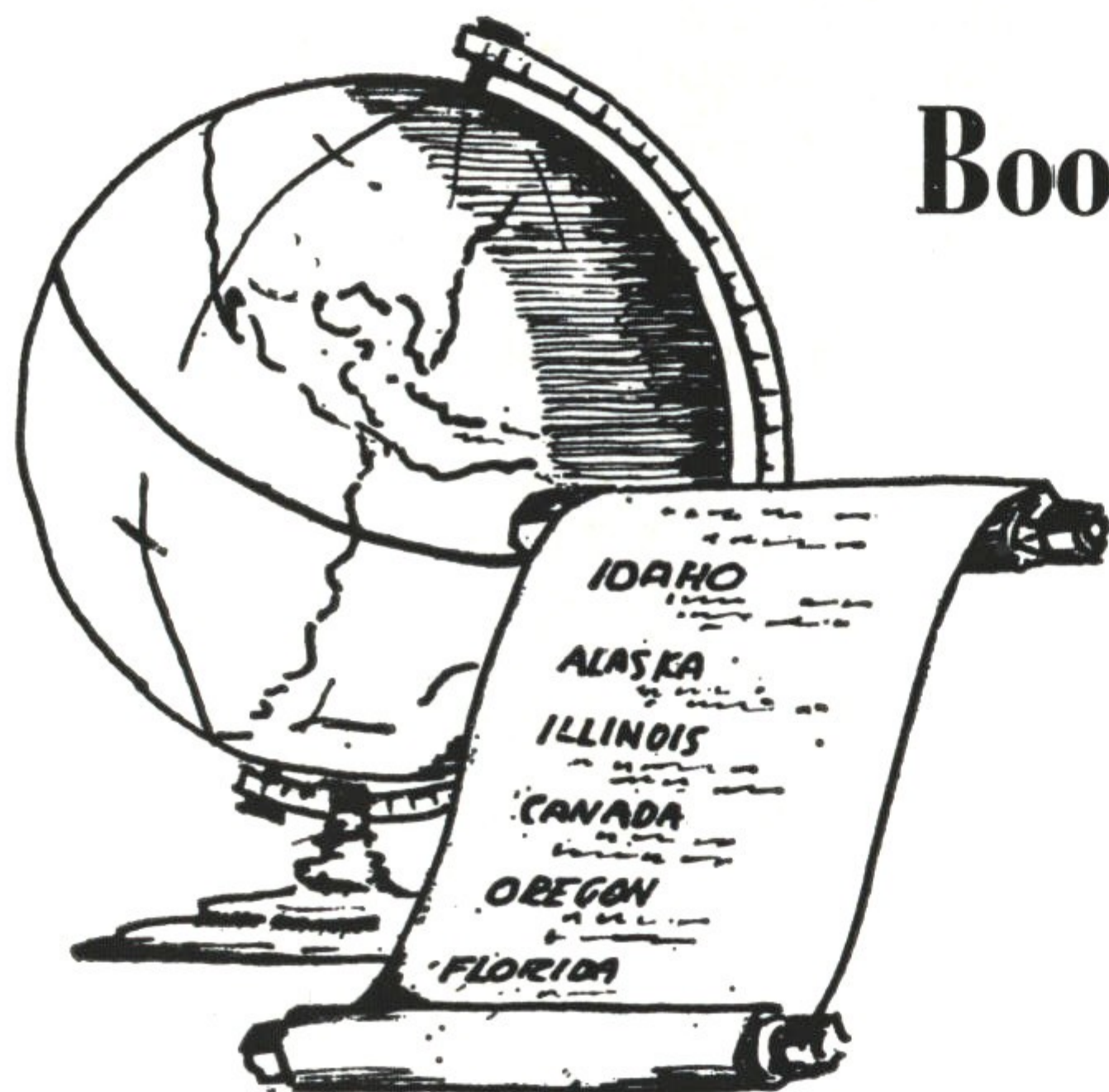
No Strings Tied

It takes a big man to delegate responsibility with no strings attached. One of America's biggest, Abraham Lincoln, set a rare example in a letter to General Grant. The original is in the Henry Huntington Library at San Marino, Calif. Dated April 30, 1864, it goes as follows:

"Not expecting to see you again before the Spring campaign opens, I wish to express in this way my entire satisfaction with what you have done up to this time, so far as I understand it. The particulars of your plans I neither know nor seek to know. You are vigilant and self-reliant and, pleased with this, I wish not to obtrude any constraints or restraints upon you. While I am very anxious that any great disaster, or capture of our men in great numbers, shall be avoided, I know these points are less likely to escape your attention than they would be mine. If there is anything wanting which is within my power to give, do not fail to let me know it.

"And now, with the brave Army, and a just cause, may God sustain you."

"Once there lived in a village in Old England a boy who was considered stupid. Men found delight in offering him the choice between a three-penny bit and a penny. The lad always chose the penny. One day a stranger asked the boy if he chose the penny because it was the large piece. The boy replied, 'Naw, not that. If I took the three-penny bit, they'd quit offering it.' Those who always want the biggest for themselves usually end up by getting nothing."



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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ELSEWHERE

**The Ladies Auxiliary to the
National Auctioneers Association**

Six Reasons Why People Join Professional And Trade Associations

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

Real Estate Auctions

By R. C. FOLAND, REAL ESTATE AUCTIONEER,
NOBLESVILLE, INDIANA

(Continued from last Month)

Do you not believe that any form of reserve will tend to cloud the interest in an auction? Do you not agree with me that if protected it is not a genuine auction? If you really want to turn your real estate into money, why destroy the effect of an auction by any form of reserve? If you really want to sell and convince the public that you are absolutely selling without reserve and thereby gain the confidence of the people, you need not fear the outcome. In the real genuine auction, where the owner has faith in the property he is selling, confidence in the public and a high regard for the integrity of the auctioneer and his ability to secure a fair and honest value, an invincible protection entwines itself about the deal to the financial advantage of the seller. If you wish to embark for your sale in the auction boat, why throw in its course obstructions that may shipwreck it or hinder its successful voyage? While it is perfectly legal, fair and honorable to offer real estate for sale by any of these fair means of reserve, yet, I do not recommend any of them in preference to the absolute auction. There is nothing genuine except the real article. No substitute quite takes the place of the real thing. Give the auction method a fair chance to serve you through a capable auctioneer, then, if it fails, you have a right to place the blame on it. If you decide to offer your property with the right to reserve, please do not condemn the auction method if the results are not satisfactory. While I condemn the limited or reserve method when compared with the genuine auction sale, I do not desire to leave the impression that there is no merit in thus vending property. The fact is that it has so many points in common with the real auction, that I regard it far superior to the private method, although much inferior to the genuine auction. It would require quite a book to thoroughly discuss methods of offering

property for sale to the highest bidder, with the right to reject the offer. It is my purpose to confine this work directly to genuine real estate auctioneering, dwelling on side issues only as a means of reflecting more light on the subject. After proper study and thoughtful consideration, the owner will likely decide in favor of the genuine auction in preference to the reserve plan.

Many well meaning people seem to believe there is no harm in having fictitious bids made on the property they are trying to sell by auction. I believe, however, that those who have this false conception of auctioneering are gradually becoming fewer. It seems also that auctioneers are developing a stronger faith in their calling and are getting away from the belief that any deception is necessary. While I have always condemned fictitious bidding and have recommended absolute auctions, yet, I have experimented with various forms of reserve. My opinions of the genuine auction have been greatly strengthened in the school of experience. A sale can not be made on a fictitious bid. Why, then, have such to contend with? They usually act as parasites on the interest and may destroy the efficiency of the method. I have missed a number of sales as result of my views. On the other hand, I believe, I have secured ten to where I lost one. The large percent of people believe in a fair and a square deal. Where the wholesale atmosphere of integrity and honesty surround an auction deal, all parties are generally satisfied with the outcome. I desire the bidders at my sale to realize that they are receiving fair play. The well meaning persons who wish their sales handled on the fictitious basis usually change their attitude very greatly when they become bidders at the other fellow's sale. Circumstances seem to alter the cases very materially. One of the greatest assets to the success of a sale is the confidence that people have in the owner and the auctioneer and his manner of operation.

It seems to me that the auctioneer who knowingly accepts an unfair bid to secure a higher value, has a lack of faith in his ability to honestly secure the true worth of the property he is offering. He not only reflects a discredit on his worth as an auctioneer, but insults the entire auction profession by leaving the impression that it lacks sufficient merit to justify its practice. It tends to take the self reliance out of an auctioneer. I never felt that I had accomplished very much by deceitfully raising the bids by unfair means, even though, a fair price be secured. On the other hand, I consider that there is real merit manifested if a good price is secured by talking the merits of the property and using honorable business methods. No skill is required to secure by-bids. A ten year old school boy could accept such bids. Why employ an experienced auctioneer for this purpose?

One way of unfair bidding is to have someone to place on bids for the sole purpose of deceiving the real bidders. Another method is for the auctioneer to simply call bids that were never made. In auction terms, this is "Getting the bid in the air". Another unfair means is to simply be silent regarding any reserve, either in the advertising or at the sale and when the bidding ceases, to announce that the highest bid is rejected. A little smoother way of protecting a sale but more unfair by virtue of this fact, is for the owner to announce, during the progress of the sale, that he will pay a certain sum for the property back in case it does not bring a specified amount, and then have it bid in by some one previously selected for that purpose with the understanding that the owner is to have it back without charge. There are a number of other avenues through which dishonest and deceptive practices may creep into an auction and prevent or mar its service to the party making the sale. As it is not my intention to employ any such methods I shall not comment further along this line.

ADVANTAGES OF AUCTION SELLING

At one time the author of this discussion wrote and published a book which was copyrighted on the Advantages of

Selling by Auction. Space is inadequate to fully discuss these advantages. The owner with the selling problem should be able to compare the advantages of auction selling with the only other method, which is private selling and determine intelligently which plan to accept or reject. If he will do this with an unbiased mind he will perhaps be convinced that the auction method of selling real estate has far greater advantages than the private system. In the first place the auction method is the logical way to sell. An owner can be assured of a sale at the time he desires and best of all to the prospect he wants to sell to, the one making the last bid. The auction method has a plurality of prospects which is much better than dealing with one person privately. The time element should not be overlooked. It is very obvious that the auction method is the convenient way of selling. Oft times privately, in showing real estate to prospects it becomes very inconvenient and perhaps over a long period of time; whereas by auction the time element helps to eliminate the long delays experienced in private selling, thus making the effectiveness of the sale more pronounced.

There are many ways of stimulating the bidding and certainly the highest bidder gets a thrill out of being the winner and gets the compliments of the public, for all hats are usually off to the winners even in a dog fight. I think it is a trait of human character to hold a high regard for the winner and this advantage is very pronounced in auction selling. In private selling there are so many objections on the part of potential buyers, but in auction selling these so called objections, which are in reality only excuses, are based on imaginary fears, void of sound reasoning. The auction method, observed from every angle is the economical way to sell. There are many other reasons why the auction method should be used. Those with real estate for sale will do well to weigh the advantages and disadvantages of both methods, before deciding which one to use and have the courage of his conviction. I maintain it is the thinking person who sells by auction.

(To be Continued in the next issue)

Markets Group Charts Competitive Course

KANSAS CITY, Mo. — Formal installation of officers, plans for vigorous implementation of the CERTIFIED LIVESTOCK MARKETING concept to meet the challenge of today's marketing conditions, and a government endorsement of the Association's Code of Business Standards highlighted the Certified Livestock Markets Association annual Trade Association Assembly.

Taking office in ceremonies held here December 5 were Association President W. H. Hodges, owner of W. H. Hodges & Company, Alexandria, Louisiana; Vice President W. V. Emrich, Norfolk Livestock Sales Company, Norfolk, Nebraska; Treasurer Ingvard Svarre, Sidney Livestock Market Center, Sidney, Montana; and Secretary Kenneth Woods, Henderson Sale Company, Henderson, Tennessee.

The annual Trade Association Assembly is a gathering of the Certified Livestock Markets Association's Council and Board of Directors, made up of prominent livestock market owners throughout the country, together with the Association's executive officers.

President Hodges in his inauguration address laid down guide lines for the trade association and for market owners in the coming year, stressing "the coming of age of our markets as a competitive business and a vital element of the nation's livestock industry."

He said, "This can be attributed principally to the dedication, enterprise and public responsibility of marketmen and their service with the livestock industry." "In all this," he said, "there exists on their part a firm confidence in the principles of competitive livestock marketing with merchandising of livestock best accomplished by auction under a freedom of choice on the part of all livestock owners in marketing their livestock."

President Hodges warned against complacency in the "coming of age"

of CERTIFIED LIVESTOCK MARKETS and pledged vigorous application of the Association's governing body to an aggressive program for further development of competitive livestock marketing business potential.

In spite of extremes in the livestock industry and throughout its competitive livestock markets which marked the past year's price fluctuations and business challenges, he foresaw real accomplishments in the year ahead within the framework of the trade association structure.

The matter of understanding between leaders in the competitive marketing field and government regulatory bodies was emphasized at the Assembly. Though some accord has been reached, President Hodges stated, "This accord has not been far reaching enough. We seek rightful recognition of our motives to better serve the livestock industry and greater reliance by government on us as a responsible segment of the industry to faithfully act in the best interests of our customers."

The gathering was addressed by a spokesman of the Agricultural Marketing Service on government "P & S Philosophy as to Auction Markets," who praised the Association's Code of Business Standards and called for better communication between government and industry.

Mr. Donald A. Campbell, who is the head of the regulatory body charged with Packers and Stockyards Act administration, said he found the business standards subscribed to by all CERTIFIED LIVESTOCK MARKETS conformed to the principles of the Act and agency regulations. He asked for closer working relationships with the markets and requested the Association's indulgence in government delays on tariff matters beyond the time limitations prescribed by law.

Highlighting the plans outlined by the

Assembly was the establishment of a Livestock Board of Trade to improve and standardize procedures for payment for livestock, efficient handling of all types of exchange transactions, and credit practices to be applied throughout livestock and related industries. The plans included a credit exchange to maintain and provide timely credit information.

Silly Question

"Is your mother home?" Inquired a visitor of a small boy who was mowing the lawn.

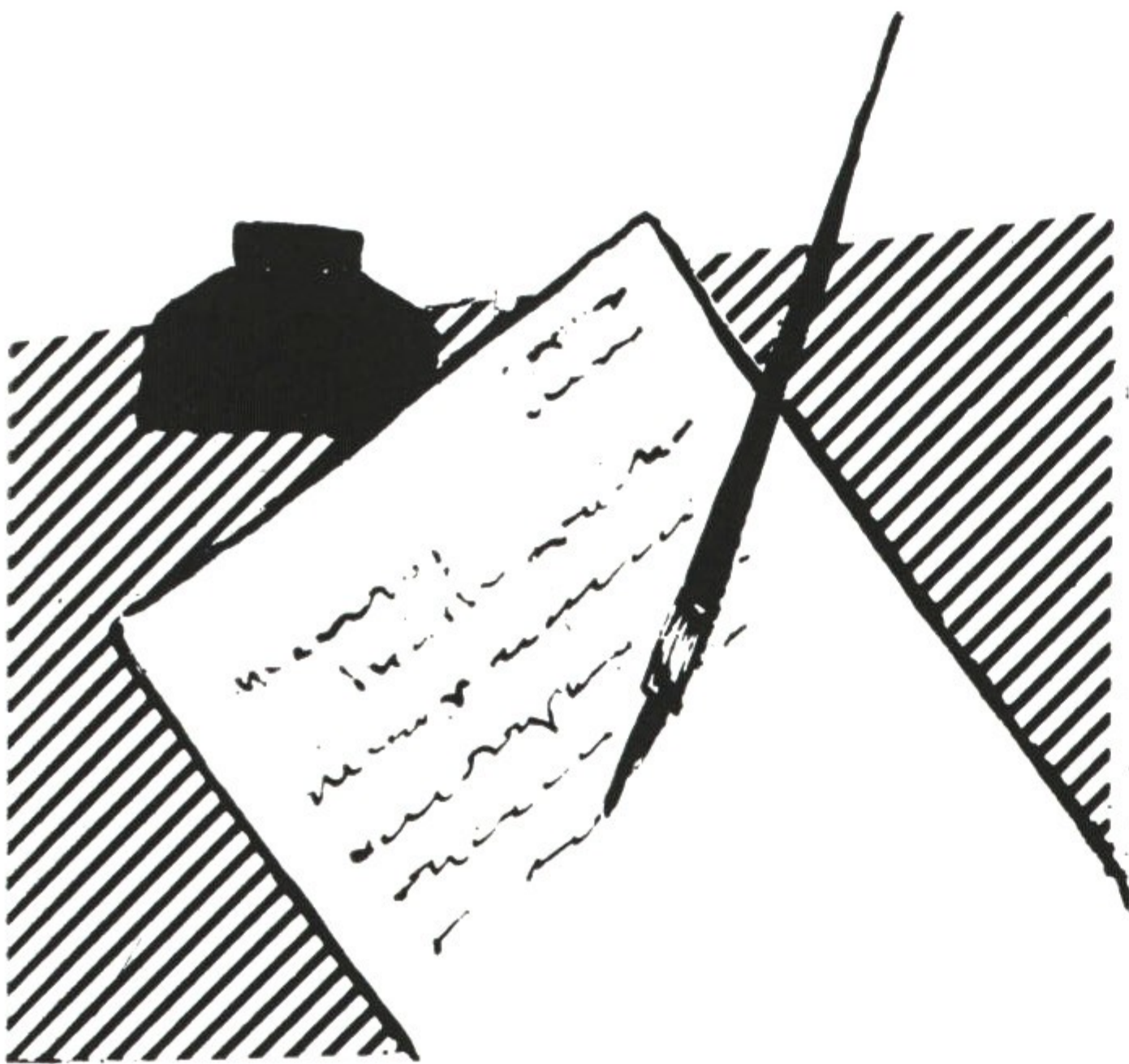
"You don't think I'm cutting the grass because it's too long, do you?"

Slaughter Cattle Now Sold In K. C. Auction

KANSAS CITY — W. P. Russell, president of the Kansas City Livestock Exchange has announced there will be a weekly auction sale for slaughter cattle each Friday. The first sale was held Friday, Dec. 4.

Consignments of five head or more will be made through a marketing agency on the market, including all classes of slaughter cattle, steers, heifers, cows, or bulls. The only exception to this rule will be Bang's cows, which will not be offered for sale.

THE MEMBERS SAY . . .



Dear Bernie:

I am enclosing my check to keep my name on the list to receive "The Auctioneer" for another year. I read it from cover to cover each issue. May I congratulate you upon the quality of its contents.

When I read it I want to get my old "battered" mallet and pound out a sale again. I get lonesome to see all the good members and surely would like to come to your conventions.

Sincerely,
Art Thompson
Lincoln, Nebr.

Dear Mr. Hart:

We have moved from Gillette, Wyoming to Douglas, Wyoming. Please change our address to P. O. Box 309, Douglas.

The sales have been humming this fall but season is about over out our way. If you ever are out this way please stop by. The coffee pot is always on and we'd love to show you our quarter horses and breeding setup. This invitation is also extended to any members that might be headed our way.

Sincerely,
A. J. "Jack" Campbell
Douglas, Wyoming

* * * *

Dear Col. Hart:

I'd like to say I certainly enjoy and look forward to receiving my copy of "The Auctioneer" each month.

I'm glad to be a member of this organization and glad to see the article prior to the National Convention saying "Hospitality rooms were frowned upon."

Yours truly,
C. Roger Lewis
Morehead, Ky.

"So now you and your son are carrying on the business together?"

"Not exactly, I run the business and my son does the carrying on!"



Officers and directors of the Indiana Auctioneers Association gather for round table discussion. Seated, from the left: Phil Neuenschwander, Berne, Treasurer; "Miz" Lehman, Berne, President; Egbert Hood, Anderson, Vice President; Dean Kruse, Auburn, Secretary.

Back row, from the left: Walter Murphy, Lebanon; Everett Corn, Fairmount; Curran Miller, Evansville; Bob Ellenberger, Bluffton; Russell Kruse, Auburn; D. D. Meyer, Vincennes; Loyal K. Smeltzer, Elkhart; Arnold Obendorf, Versailles; and Mike Schaefer, Kokomo, all members of the Board of Directors.

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THE LIGHTER SIDE . . .

GONE A-GLIMMERING

A woman telephoned a friend and asked how she was feeling. "Terrible," the other woman said. "My head's splitting and my back and legs are killing me and the house is a mess and the children are simply driving me crazy."

"Listen," the caller said, "go and lie down. I'll come over right away and cook lunch for you and clean the house and take care of the children while you get some rest. By the way, how is Sam?"

"Sam?" the complaining housewife asked.

"Yes, your husband."

"I've got no husband named Sam."

The first woman gasped. "My goodness, I must have dialed the wrong number!"

There was a long pause. "Then you're not coming over?"

DIAGNOSIS

Doctor: "That pain in your leg is just a matter of old age."

Old-timer: "That can't be right. My other leg is the same age and it doesn't hurt."

SALES PITCH

An eager, young Cessna salesman was demonstrating a plane to a well-to-do rancher who said, "Suppose I'm flying over my spread one of these days and the wings should fall off?"

"If that happens," the salesman replied, "I can guarantee you a new set almost instantly. My uncle is the bishop in this diocese."

WILLING RECIPIENTS

The pastor prepared a beautiful sermon describing the plight of the poor and how it was the charitable duty of the rich to share their wealth with the poor.

After the service, a friend asked how it went.

"Well, it was partially successful," said the pastor reflectively. "I convinced the poor."

REFUELING

A naughty little girl was put in a clothes closet for punishment. For 15 minutes there wasn't a sound. Finally the stern, but anxious, mother opened the door and peered inside. "What are you doing in there?" she asked.

From the darkness came the emphatic answer. "I'm thpittin' on your new hat, I'm thpittin' on your new dreth, I'm thpittin' on your new thatin slippers and—and—" There was a breathless pause.

"And what?" cried the mother.

Came the voice of vengeance. "Now I'm waitin' for more thpit!"

FINANCIALLY EMBARRASSED

A man was set upon by two desperadoes. He fought desperately, but was finally overcome and searched. All that the thugs found was a lonesome dime.

"Search him again," said one. "Nobody'd ever put up a fight like that for a dime."

The victim was searched again, but not another cent was found.

"Say, feller," asked one of the bandits, addressing the victim, "why did you fight so hard that we nearly had to kill you?"

"Well," replied the man sheepishly, "the truth of the matter is that I was embarrassed. I didn't want my financial condition exposed."

REMARKABLE FELLOW

A circus side-show put up some posters which advertised a dwarf who was five feet tall. When a townsman expressed his surprise to the owner of the circus the latter explained: "That's the wonderful thing about this dwarf. He's the tallest dwarf in the whole world!"

SENTIMENT

"I suppose you carry a memento of some sort in that locket of yours?"

"Yes, it's a lock of my husband's hair."

"But your husband is still alive."

"Of course. But his hair is gone."

IN UNITY THERE IS STRENGTH

SILENT PARTNER

One young fellow complained to his friend: "I don't understand my dad. He keeps saying, 'Why do you ask so many questions?' Why should he care? He never knows any answers."

DEMISE OF A BUDGET

"You only get what you pay for."
We listened and now we've done it.
We purchased the car that was "better by far"
And now we've no money to run it.

ON THE PARTY LINE

"I won't go into all the details, dear. In fact, I've already told you more about it than I heard myself."

LEGAL FLEEGLE

"I'm looking for a criminal lawyer," said the stranger. "Do you have one in this town?"

"Well!" drawled the native, "we're pretty sure we have, but we can't prove it."

THE TAKE

"Does yo' take dis woman fo' yo' lawful wedded wife?" asked the colored minister, glancing from the 200-lb. pound bride to the 100-pound bridegroom.

"Ah takes nothin'," replied the groom. "Ah's bein' took."

TACT

A shy young man wanted to marry his gal but he simply couldn't muster up the courage to mention the words "marry" or "marriage" to her. Finally, one evening, he popped the question! He whispered. "Sally, how would you like to be buried with my people?"

THE LAST WORD

If one of those atomic blasts in Nevada gets out of hand, America will have no grounds for divorce.

GOOD REASON

"Who are those people who are cheering?" asked the recruit as the soldiers marched to the train.

"Those," replied the veteran, "are the people who are not going."

TAKING NO CHANCES

A timid man when traveling was always afraid of being robbed. One night he arrived late in Pittsburgh and checked into a hotel. Nervously, he searched the closet of his room and looked under the bed and behind the draperies to make sure that nobody was lying in wait to grab his bankroll. After that he double-locked the door, took a last quick look into the bathroom, turned off the lights and jumped into bed.

Then, as a final precaution, he called out into the darkness, "Well, here I am in Pittsburgh, broke again!"

SAY WHAT WE THINK?

Let us give thanks that we live in a free country where a man can say what he thinks, if he isn't afraid of his wife, his neighbors or his boss and if he's sure it won't hurt his business.

WHERE IT CERTAINLY APPLIES

Doctors will tell you that if you eat slowly, you will eat less. That is particularly true if you are a member of a large family.

TURNABOUT

"Father, have we any poor relatives?"

"None that I know."

"Have we any rich relatives?"

"None that know us."

DEFINITELY

Teacher: "Johnny, name two documents that have contributed heavily to our government."

Johnny: "Form 1040 and 1040A."

TO RUN INTERFERENCE

A man returning home in the middle of the night saw a burglar picking the lock on the front door. He confronted the burglar and whispered: "I'll open the door if you'll go in first!" !

EYES OK

Jimmy was having his eyes checked and the oculist asked him to read the third line.

"Sure," answered Jimmy. "It's CWDKEXYZKI. I'm no good at pronouncing it, but I think he played left half for Notre Dame last year."

Modern women's clothes have fewer buttons on them and the buttons seem to have fewer clothes on them.

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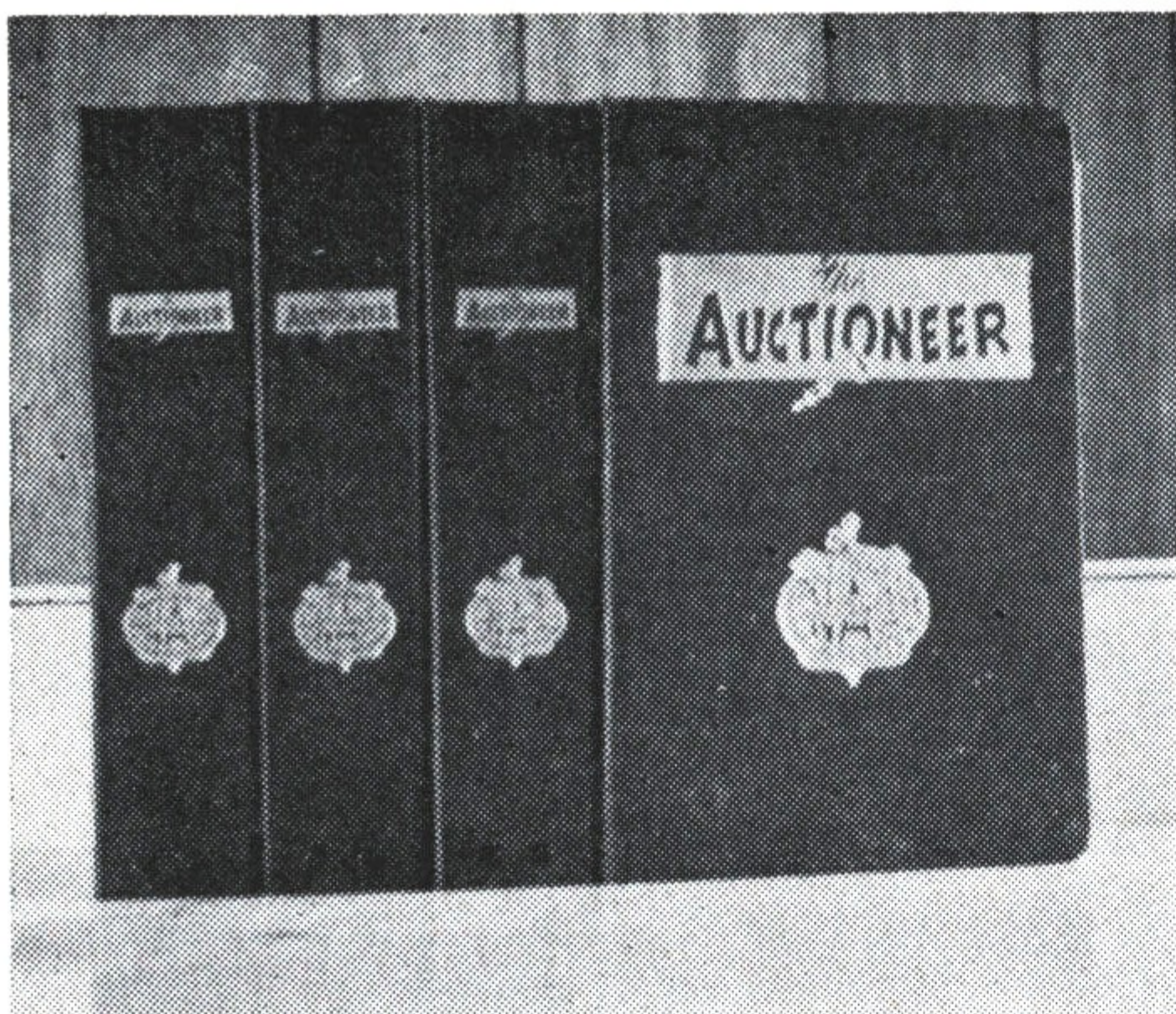
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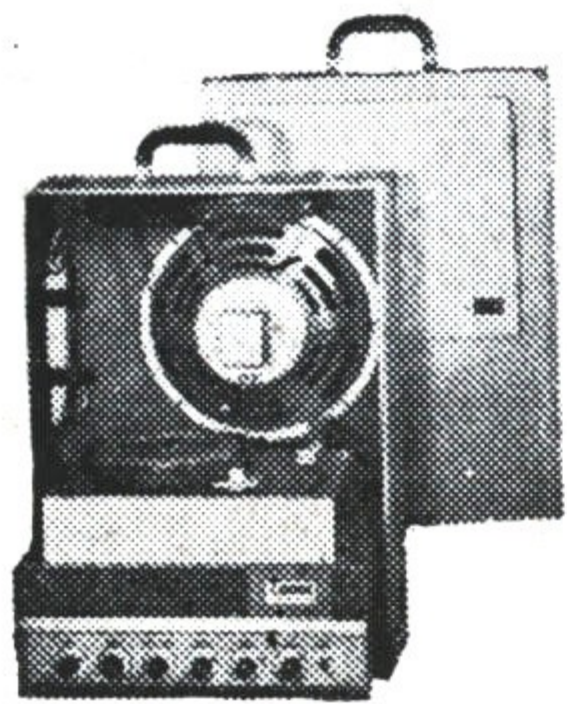
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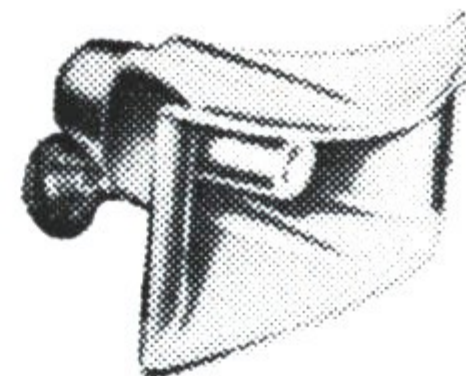
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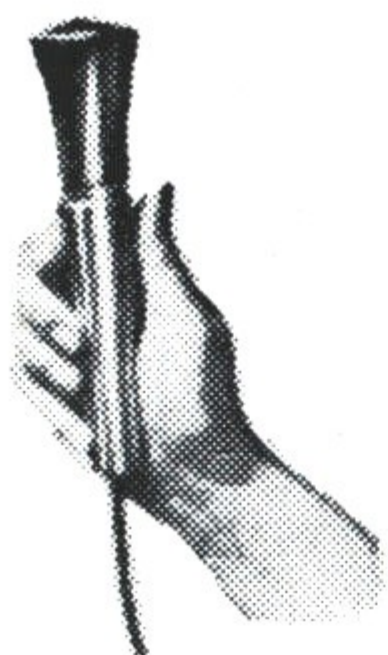
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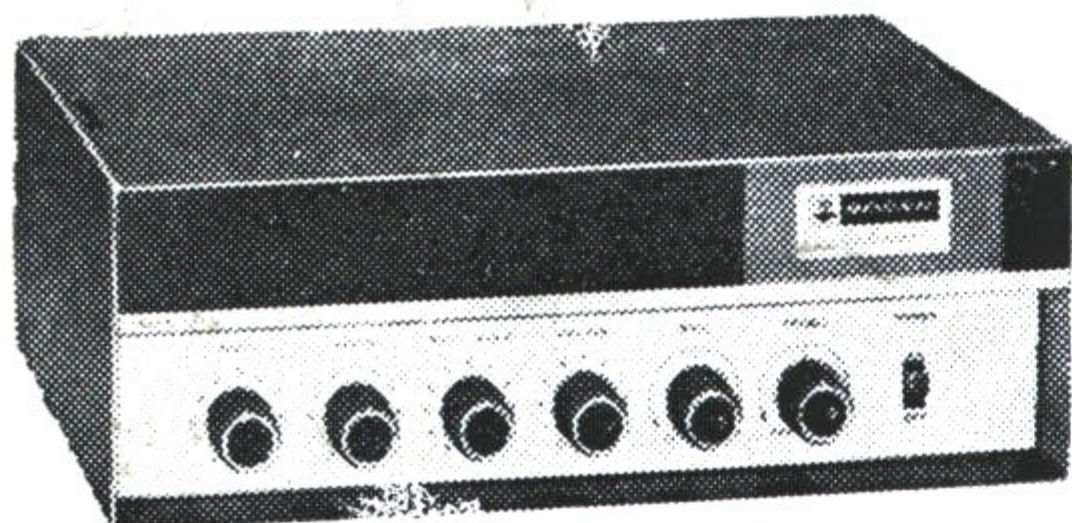
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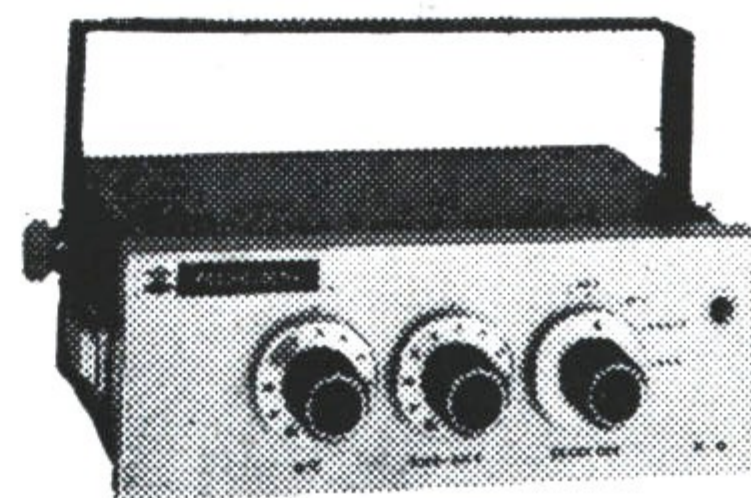
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