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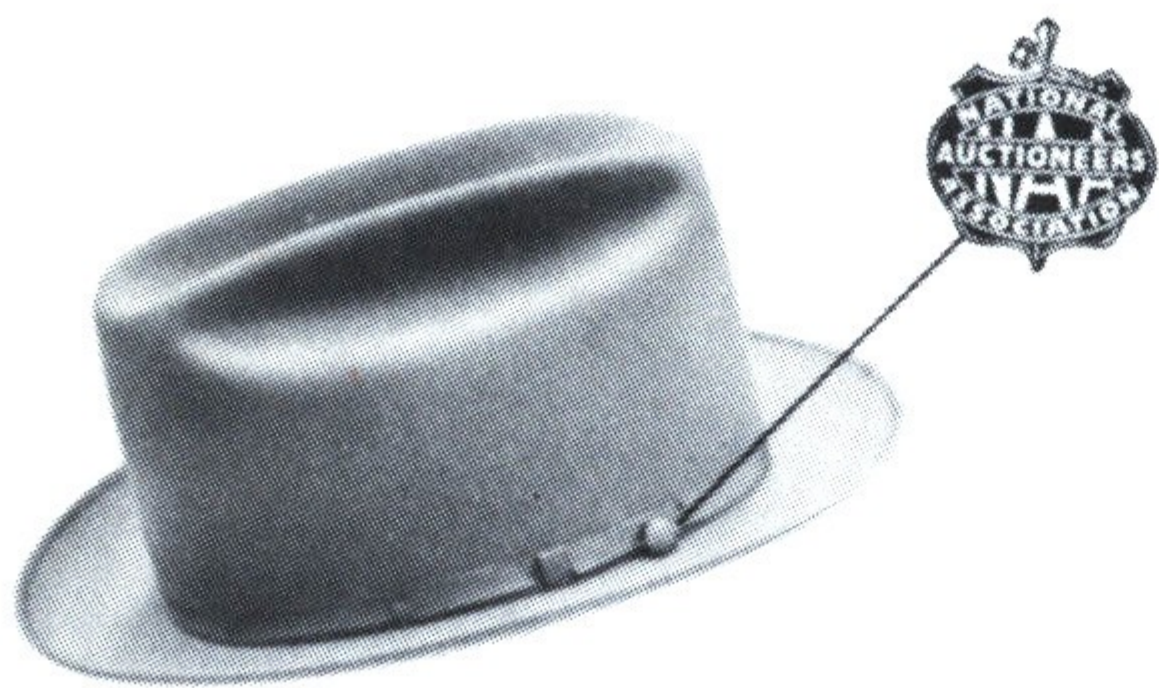
MARCH, 1973

THE auctioneer

NATIONAL AUCTIONEERS WEEK

April 2-8, 1973





“AUCTIONEER HAT”



**“AUCTIONEER’S GAVEL”
TIE TACK**

Place your order for your straw hat early! Our beautiful “Auctioneer” hat comes in cream colored milan straw with red satin lining with the Auctioneer Emblem stamped in gold in the lining (also in Silver Belly felt) with brim widths of 2”, 2 3/8” and 2 5/8”. Complete the handy order form below.

Size; brim width; felt; straw

We still have the “Auctioneer’s Gavel” tie tac in solid gold. They make wonderful birthday, anniversary gifts. He will appreciate a gift of this type.

The gavel itself is 14 K “solid” Gold
 with .15 high quality sparkling diamond \$119.95
 with .25 high quality sparkling diamond 159.95
 (prices on larger stones quoted upon request)

HATS

Felt (Silver Belly Color) \$14.95
 Straw (Light Tan Cream Color) 11.95

Plus 4% Sales Tax

(We have had four price increases in the past 4 years but have not increased the hat price but are now forced to increase the felt hat)

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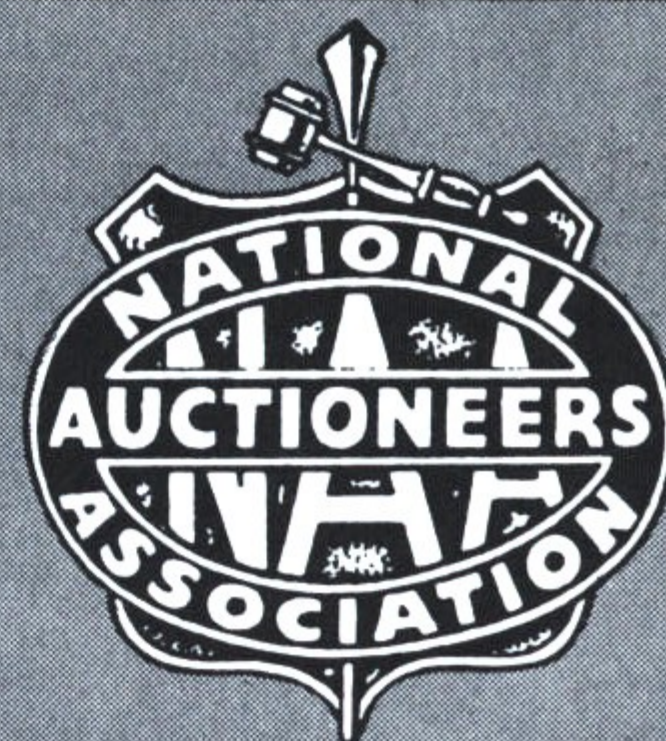
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THE **auCTIONeer**

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135 LAKEWOOD DR. LINCOLN, NEBR. 68510



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

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

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NATIONAL AUCTIONEERS WEEK

APRIL 2 - 7, 1973

April 2-7, 1973, is NATIONAL AUCTIONEERS WEEK. This date has been established by official action of the Board of Directors and approved by the membership of the National Auctioneers Association.

Promotion of the "Week" is pretty much the responsibility of the members of the auction profession. There are many ways this can be done. We will enumerate a few.

(1) Schedule as many auctions for that week as possible. Prepare an attractive mailing piece, advertising all these auctions, and tell everyone you are celebrating National Auctioneers Week.

(2) Do the same as above and run a large ad in your local newspapers. A full page is recommended if the sales warrant that much space.

(3) Prepare a news article for your local newspapers, advise that as a member of the National Auctioneers Association you are celebrating National Auctioneers Week.

(4) Do some special advertising using yourself as an auctioneer and the advantages of the auction method of selling as subjects.

(5) Distribute souvenir items with your name on them.

(6) Work with the officers of your State Association in getting your Governor to officially proclaim April 2 - 7, as NATIONAL AUCTIONEERS WEEK. Have a photographer as well as news media present when the Governor signs the instrument in the presence of members of your state association. A suggested Proclamation follows:

PROCLAMATION

WHEREAS, the auction way of selling is one of the oldest methods of bartering known to man, dating back in history to before 1000 B.C., and today throughout the United States and all the free countries of the world the auction method of selling real or personal property is growing rapidly; and

WHEREAS, more than 60% of all meat animals in the United States are marketed via the auction method, and many other food products including fruits and vegetables, eggs and produce, fish and other commodities are also marketed in this way; and

WHEREAS, valuable works of art, rare coins and antiques of all kinds are nearly always sold at auction where their true value can be effectively determined; and

WHEREAS, liquidation sales of all types, including businesses, farm dispersals and estate sales, are very popular. No sale today should be considered too large or too small for the auction method of selling; and

WHEREAS, leading auctioneers in _____ and the Nation are continually striving to render better services to their clients through mutual exchanges of ideas and experiences, and

they conduct their business according to the code of ethics set out by the National Auctioneers Association:

NOW THEREFORE, I _____, Governor of the State of _____, do hereby proclaim the week of April 2-7, 1973 as

NATIONAL AUCTIONEERS WEEK

in _____, and urge our citizens to appreciate and honor the services that auctioneers provide for our economy and people.

IN TESTIMONY WHEREOF, I have hereunto subscribed my name and caused the Great Seal of the State of _____ to be affixed. Done at _____ this _____ day of _____ in the year of our Lord one thousand nine hundred seventy-three.

GOVERNOR

Attest:

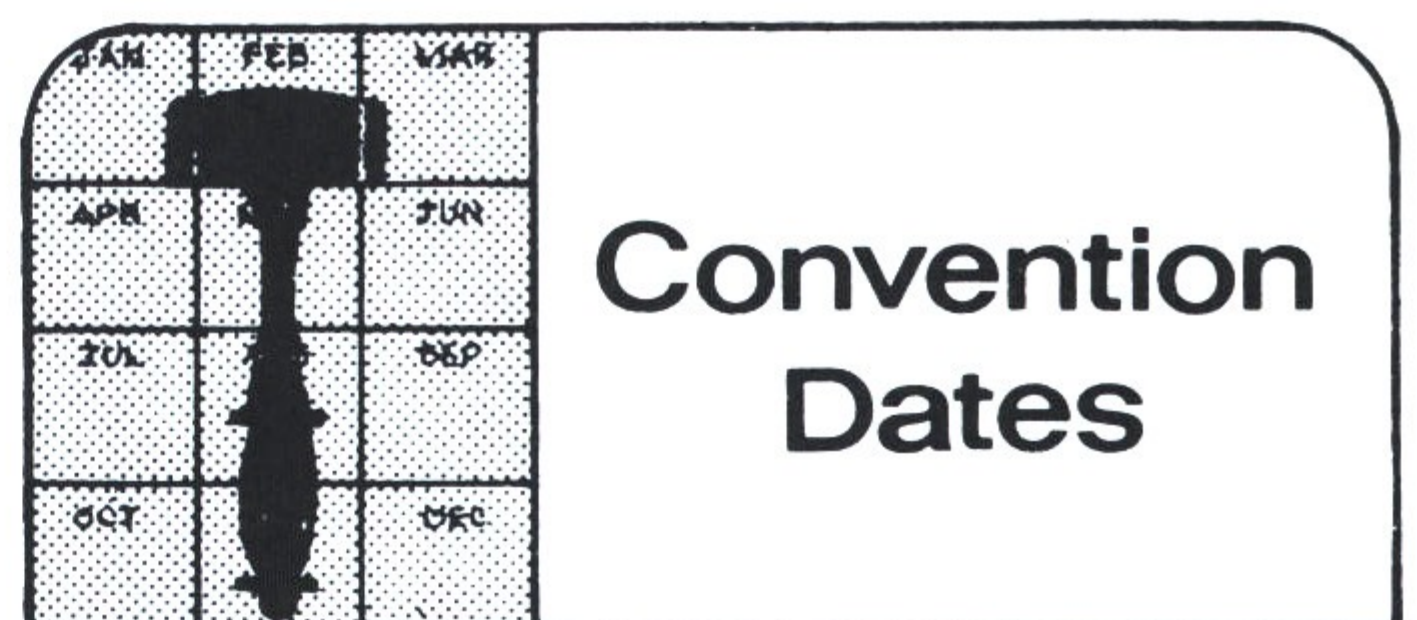
Real Estate Seminar Creates Much Interest

If the comments overheard during the coffee and lunch breaks are a barometer then the first NAA sponsored Real Estate Seminar was an overwhelming success! It was held at the Chicago-West Holiday Inn, just a few miles south of Chicago's O'Hare Air Terminal, Tuesday, January 23.

Seminar leaders were two men well versed in selling real estate at auction, Delbert Winchester, Enid, Okla., and Jim Stevens, Nashville, Tenn. Representing two different areas and differing types of property, these two men made a great combination, bringing their methods to a group that was made of individuals experienced in the real estate field. NAA Board Member, Terry Dunning was co-ordinator of the Seminar and all details were handled through the NAA office in Lincoln.

Interest in the Seminar came from all parts of the country. Nineteen states were represented by the registrants with ten of them from Illinois and eight from Michigan. They came from distant states like Washington, New Mexico, Florida, Vermont, New Hampshire, Massachusetts and Connecticut. Nearly all of them were considered successful in the real estate field and two registrants were Auction School owners.

An evaluation of the Seminar is now in progress for the purpose of guiding the management and sponsorship of future seminars.



- March 30-31 — Montana Auctioneers Assn., Yogo Inn, Lewistown.
- March 31 - April 1 — Kansas Auctioneers Assn., White House Inn, Abilene.
- April 8 — Illinois State Auctioneers Assn., Springfield.
- April 8-9 — Kentucky Auctioneers, Assn., Galt House, Louisville.
- April 29 — Iowa Auctioneers Assn., Ramada Inn, Newton
- May 5-6 — Missouri State Auctioneers Assn., Holiday Inn Downtown, Jefferson City.
- May 6 — Nebraska Auctioneers Assn., Villager Motel, Lincoln.
- May 5-6 — Oklahoma State Auctioneers Assn., Hilton Inn West, Oklahoma City.
- May 20 — Alabama Auctioneers Assn., Jefferson Davis Hotel, Montgomery.
- June 12-13 — Wisconsin Auctioneers Assn., LaCrosse.
- June 17-18 — Tennessee Auctioneers Assn., Hilton Airport Inn, Nashville.
- July 19-20-21 — **NATIONAL AUCTIONEERS CONVENTION**, St. Petersburg Hilton Hotel, St. Petersburg, Fla.

Golf Course Brings \$1,310,000

In One of Many Traiman Sales

That the auction business has limitless horizons is best illustrated by its constant growth world-wide. The United States has, because of American enterprise, shown a remarkable increase in auctions of every kind, especially in areas affected by suburban and country development, according to Alfred Traiman, president of Louis Traiman Auction Company.

While large numbers of farms and estates are acquired by wealthy buyers seeking hedges against inflation, builders and developers are actively accumulating important parcels for immediate and future use.

The Louis Traiman Auction Company, Philadelphia, Pennsylvania-based real estate auction specialists, has been identified with a great many major realty auctions since its swing over to real property in 1924. Prior to that time, their activities were largely confined to horse and cattle sales in the east.

Their 1972 sales showed a splendid increase over 1971 auctions with more and more properties of major quality and size finding their market under Traiman management. During last year, two large golf clubs were disposed of for heirs of estates located in New Jersey and Pennsylvania that brought \$650,000 and \$1,310,000 respectively. A tract of 258 acres nine miles southwest of Allentown, Pennsylvania, sold for \$540,000 without any zoning guarantees whereas the best private offer was \$400,000 subject to variety of zoning and other contingencies. The residence of the late John J. McClure, one-time Republican boss of Pennsylvania, found its best market by auction for \$97,000. A farm in Virginia of 340 acres with obsolete, dilapidated buildings fetched \$282,200.

A 42-acre estate on the Philadelphia Main Line in suburban Philadelphia, "The Woods", with an early 1900 mansion found remarkable buying power among developers. Hoping for \$600,000, the representatives of the estate were highly pleased with \$755,000.

An estate owning 106 acres of vacant land in a county near Philadelphia was well rewarded with \$282,000. Another

owner having an offer of \$100,000 found that his property was actually worth \$146,000. A former candy manufacturing industrial building on Long Island, New York, brought \$1,950,000. Other sales on Long Island were successfully conducted for Dolly Madison Industries, Inc.

The owners of a commercial building in Norristown, Pennsylvania, hoping for \$80,000, were well pleased with their auction result of \$135,000. A long-time owner of a 105-acre farm in Atglen, Pennsylvania, with poor buildings had an offer of \$100,000 from a local prospective buyer. His auction developed far more interest and \$147,500. The foregoing is but a brief cross-section of the many sales conducted during the 1972 season.

The vast majority of auctions are sold on an all-cash basis, according to Traiman, and there is always plenty of money around for investment. Even when money was at its tightest, important properties were sold at auction at prices the private sale market could not match and under sale conditions best suited for sellers.

Listings for 1973 are moving well ahead of 1972 and, if any business can be truly labeled "growth", it must really refer to the auction business. Let anyone name the product and an auction will market it more quickly and more effectively than any other method or procedure yet devised.

Alabama Fatality

Col. Terry Duncan, Madison, Ala., met his death in an accident, January 1.

Col. Duncan was an associate with the John A. Horton Realty & Auction Co., Huntsville, Ala., a Charter Member of the Alabama Auctioneers Association and was very active in community and church projects. His wife, Judy, and eight year old daughter, Cindy, who accompanied him to their first National Auctioneers Convention, in Dallas, last summer, survive.

Show me the man who always laughs when things go wrong, and I'll show you a TV repairman!

Mississippians Record High Membership Mark

An all-time high membership record marked the eighth annual convention of the Mississippi Auctioneers Association in Jackson February 4.

Sixty eight members were listed as paid-up and forty attended the one day session.

A controversial auctioneer's licensing bill in the legislature touched off a two hour discussion and finally was defeated by a 20 to 12 vote. The bill would have created a five member board to license auctioneers. A similar bill was defeated a year ago.

Colonel Phil Sanders of Laurel was elected president, succeeding Colonel Ed Edens of Okolona. Colonel Charles "Buddy" Axley of Florence was elected vice-president. Lew Henderson, Gulfport, was re-elected secretary-treasurer.

New directors elected to serve 1-, 2- and 3-year terms are Colonels Virgil Irwin, Tommy Buford and K. C. Stewart. Colonel Edens was made honorary member of the board.

NAA To Select Meeting Sites Two Years Ahead

Convention sites for the National Auctioneers Association will now be established two years in advance according to a resolution adopted by the Board of Directors in its meeting of December 29, 1972.

This action was prompted by the fact that this organization has grown to a point where many of the places with facilities to handle a convention of our size are already booked more than a year in advance.

Also included in the resolution is the requirement that any cities to be considered as convention sites must make their wishes known by advising the home office of the Association not less than 60 days ahead of the Annual Meeting. This 60 day period will allow time for the facilities to be inspected, room and meal prices checked as well as an evaluation of the entire facility.

ADVERTISING CONTEST

One of the most important items in an Auction, is of course, the advertising. The National Auctioneers Association, each year, holds an advertising contest to point up different styles and ideas, used by auctioneers from across the nation. As Chairman of this contest this year, I would like to invite each and every auctioneer to submit any sale bills or brochures that he feels are very good. The rules are simple. You **MUST** be a member of the National Auctioneers Association, **AND** you must use either the words "Member of the NAA", or the NAA emblem, on the advertising piece.

Each piece must be in the hands of the National secretary at least one week before the Convention. There will be eight categories. These are: 1) Real Estate; 2) Commercial & Industrial; 3) Farm & Implement; and 4) Antique and household. These will be judged **color** and black and white, making the eight categories. Certificates will be given each category winner with a trophy given to the grand winner.

Judges are the five auctioneers serving on this committee, along with a professional advertising man from the area of the convention. Many good ideas are shared through this contest so let's all get a few in.

SEE YOU IN FLORIDA!

**Garth Wilber, Chairman
Advertising Contest**



The Ladies Auxiliary

Auxiliary Formed By North Carolina Ladies

January 27th and 28th The Auctioneers Association of North Carolina met, along with their wives, at the Holiday Inn, in Ashboro. In addition to the regular business of the Association, plans were made for the State Convention to be held June 23rd and 24th.

At the meeting, with Nan Gilbert, NAA Auxiliary President, acting as temporary chairman, the ladies formed an Auxiliary. The following officers were elected:

President, Mrs. Moncey (Fairfax) Harrison; 1st Vice President, Mrs. Virginia (Bob) Cline; 2nd Vice President, Mrs. Dorothy (Joe) Johnson; Secretary-Treasurer, Mrs. Debbie (John) Sutton.

Named to the Board of Directors were: Mrs. Nan (G. T.) Gilbert; Mrs. Hazel (Doug) Pate; and Mrs. Emma (Billy) Dunn.

Pennsylvania Now Has Auctioneer Commission

Pennsylvania started many years ago to try and get a Commission to regulate the auctioneers, not to hinder him, but to help. It started in 1962 when we received our license. We found out it was lacking in many ways and we decided to do something about it and get a Commission that could help all auctioneers with the many problems that come up. It was a long hard road and many times we felt it was not worthwhile. But through the help of Wylie Rittenhouse and Pete Stewart in 1972 we were proud to say, we now have a Commission after 10 years of trying.

We are very proud to say the Western Chapter of Pennsylvania has two of its members serving on this Commission. They are Harry Davis, Pittsburgh, and Bud Beam, Waynesburg, Pa. This is nice because the Pennsylvania Association started with the Western Chapter and it will complete a dream of Tom Berry's, for the betterment of all auctioneers.

Margaret Berry
West Newton, Pa.

Did you hear about Phyllis Diller's embarrassing experience at O'Hare in Chicago? She went up to a tall, dark, handsome guard and said . . . "I'm ready to be frisked!" and was told . . . "Not tonight, honey. I have a headache."

THE LADIES AUXILIARY TO THE NATIONAL AUCTIONEERS ASS'N. OFFICERS 1972-1973

PRESIDENT:

Mrs. G. T. (Nan) Gilbert,
Lincolnton, N.C.

1ST VICE PRESIDENT

Mrs. Dean (Jean) Fleming,
Atkinson, Nebr.

2ND VICE PRESIDENT:

Mrs. Morris (Velda) Fannon,
Pennington Gap, Va.

SECRETARY-TREASURER:

Mrs. Marty (Brenda) Higgenbotham,
Lakeland, Fla.

HISTORIAN:

Mrs. Frank (Billie) Bass,
Lewistown, Mont.

DIRECTORS:

(TERMS EXPIRING 1975)

Mrs. Grover (Willie) Howell,
Dallas, Tex.

Mrs. Wylie (Joan) Rittenhouse,
Uniontown, Pa.

Mrs. A. (Carolyn) Christenson,
Pawnee City, Nebr.

(TERMS EXPIRING 1974)

Mrs. Lyle (Irene) Erickson,
Cresco, Ia.

Mrs. Don (Eileen) Standen, N.
Ridgeville, Ohio

Mrs. Lee (Mary) Hickman,
Okla. City, Okla.

(TERMS EXPIRING 1973)

Mrs. Dick (Virginia) Brewer,
Mt. Hope, Kans.

Mrs. Curtis (Violet) Cunningham,
Greenwood, S.C.

Mrs. Bud (Dorothy) Chapman,
Seattle, Wash.

Mrs. Romaine (Ruth) Sherman,
Goshen, Ind.

Colorado President Is "Community Builder"



Reuben Stroh, current President of the Colorado Auctioneers Association, earned the title of "Community Builder" a few weeks before his election to the top office of the professional group. The title was awarded him by the Loveland Savings and Loan Association, Loveland, Colo.

Reuben was born in Greeley, Colo., but with the exception of ten years during and after World War II he has always lived in the Loveland area. His first business venture was in Loveland, a service station which he operated with his brother, in 1939. This business was interrupted by the War. It was during this time that he started auctioneering while he was Captain of the Fire Department for the Army Engineers constructing the Prisoner of War Camp at Greeley., in 1945. He sold weekly auctions in Greeley and Longmont.

Upon his return to Loveland, in 1951, Reuben resumed his auction business and enlarged upon it by promoting and selling automobile and machinery auctions in several western states. He and

his wife, Peggy, started in the real estate business in 1954. He received his Achievement Certificate in Real Estate from the University of Colorado and is designated as a Graduate of Realtors Institute (GRI) by the Colorado Association of Real Estate Boards.

Stroh is a member of the Elks and Moose Lodges and has recently retired from the Volunteer Fire Department after 20 years service. He served on the city council two years and on the Loveland Planning Commission. He has held many positions in local and area fire-fighters groups and real estate organizations in addition to his various capacities with the Colorado Auctioneers Association, where he has held every office.

The Strohs have a son, Jack, employed in Estes Park, a daughter, Mrs. Gary Kretzer, and a granddaughter, Laura Ann Kretzer. The family is active in the First Congregational Church of Loveland.

Auto Auction Group Has Film Presentation

A color slide production with a taped narration has been produced by the National Auto Auction Association. The project is for the purpose of better acquainting auto dealers and fleet and leasing officials with the advantages of buying and selling used automobiles at auction, through facilities offered by members of the NAAA.

Pictures illustrate the auction in progress, the preparation of cars for sale and the facilities and personnel of the member auctions is featured. The audio portion of the presentation is highlighted by testimonials from nationally recognized used car merchandising men, both from a factory and leasing viewpoint. Advantages of the auction method and the facilities of the auctions are expounded upon and **at times the auctioneer's chant is in the background.**

This is a highly professional type production and drew many favorable comments from its first showing, at Scottsdale, Ariz., February 3.

Have you heard about the legal secretary who told her amorous boy-friend, Stop AND/OR I'll slap your face."

Attendance Climbs At Minnesota Convention

Monday, January 29, may not sound like an inviting day to be holding a State Auctioneers Convention in St. Cloud, Minn., but it proved to be an excellent date for the Minnesota Auctioneers Association. A marked increase in attendance over the meetings previously held in June prompted the members to choose a similar date for their 1974 meeting. As one member expressed it, "Too many of our auctioneers seem to be baling hay in June."

Following a Welcome by the Mayor of St. Cloud, President Wayne Pike, introduced several very capable speakers to add to the success of the event. Milo Fodness, Kenneth, reported on the 1972 National Convention and encouraged more Minnesota auctioneers to attend the national conventions.

Wayne Ediger, Belle Plaine, spoke on the subject of Farm Sales and Roy B. Johnson, Buffalo Center, Iowa, covered the subject of Real Estate at Auction. Bernard Hart, Secretary of the National Auctioneers Association, led off the afternoon program, complimenting the group on their increased attendance and mentioned ways in which auctioneers could increase their service to their clients.

Curt Lindahl, Racine, Wis., spoke in regard to Antiques at Auction and Don Babbitt, Conger, discussed Commission Fees.

John W. Elder, a Dale Carnegie instructor, was the final speaker, his subject following the evening banquet being, "Special Sales."

Orlin Cordes, Red Wing, was elected President; Marcel Reisch, Luverne, is the new Vice President; and Mrs. Greg (Nancy) Hitchcock, Wells, accepted the position of Secretary-Treasurer. She succeeds Audrey Knudson who asked to be relieved of the position on account of spending the winter months in south Texas.

Named to the Board of Directors were: Jim Henry, Foley; Milo Fodness, Kenneth; Gerrit Smith, Hutchinson; Dave Christian, Osseo; and Al Kohner, Winona.

A bright eye indicates curiosity; a black eye, too much.

Convention Pictures

Did you order and pay for pictures at the 1972 National Convention in Dallas that you did not receive? If you did, please write to the home office of the National Auctioneers Association, advising the number of prints ordered and the amount paid in advance.

We are in the process of filing charges against the photographer and we need this information. Your cooperation will be appreciated.

New Cattlearena Opens At Sioux Falls Yards

A large crowd turned out the morning of Thursday, January 18 for the opening of the new Cattlearena at the Sioux Falls (S.D.) stockyards. This \$200,000 facility consists of a 4,000 sq. ft. building featuring a sale ring scale which automatically records the weight of the animals in the ring on an electronic board above the auction block. There is seating capacity for 300, a lounge area for the ladies, restrooms and a settlement office.

Auctioneers selling both the feeder pig auction and the cattle auction at the new Cattlearena are Gary Wieman, Marion, S.D., and Maynard Jensen, Chamberlain, S.D. Gary is the son of veteran auctioneer Earl Wieman, of Marion. Both auctioneers are members of the National Auctioneers Association.

Vernell Johnson, Lyons, S.D., former president of the South Dakota Auctioneers Association and former member of the board of directors of the National Auctioneers Association, participated in the official opening of the new facility. He extended greetings and congratulations on behalf of the SDAA and the NAA.

A wealthy oilman cashed a huge personal check. It came back from the bank with "Insufficient Funds" stamped across the face.

Beneath the stamped words was the handwritten notation "Not You . . . Us."

Ohio Convention Has Record Attendance

The annual meeting of the Ohio Auctioneers Association was held at Imperial House North, Columbus, January 13-14. Saturday evening started with a fun auction followed by entertainment by the Flowers Family. A buffet was served to 162 persons. Round and square dancing completed the evening's activities.

Business meeting was called to order the following morning with Floyd Rhoades giving the Invocation. Jim Peddicord introduced two members of the law firm representing the Association in the sales tax problem. They explained the December 1 ruling and an explanatory letter has since been sent to all members.

Election of new officers took place before adjournment for lunch with the following results: Cal Nethero, President; Dick Kiko, 1st Vice President; Gary Cain, 2nd Vice President; Newt Dilgard, Secretary-Treasurer. New Directors are Floyd Cooper, Jim Peddicord and Van Smith.

Noon Luncheon was served to 259 persons after which a plaque was pre-

sented to retiring President, Walter Hartman. Dick Babb then introduced Emerson Marting, whose humorous talk kept everyone in stitches.

It was voted to have AUCTIONEERS DAY at X-PO 73. A motion to increase the annual dues from \$10.00 to \$15.00 was approved. Gene Slagle inducted 170 new members since the June 12 meeting.

MEMORY

"Charlie is so forgetful," the sales manager complained to his secretary, "it's a wonder he can sell anything. I asked him to pick up some cigars on his way back from lunch, and I'm not sure he'll even remember to come back."

Just then the door flew open, and in bounced Charlie.

"You'll never guess what happened!" shouted Charlie. "While I was at lunch I met old George Ranger, who we haven't been able to get an order out of for years. Well, we got to talking and I wound up with a half-million dollar order from him."

"See," sighed the manager, "I knew he'd forget the cigars."



Promotional Items

LAPEL BUTTONS: "Dress Up" with this distinguished piece of Jewelry. **\$3.00 each**

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

DECALS—3 color, reversible, @ **25c each**; 4 for \$1.00.

BUMPER STRIPS—Advertising the Auction method of selling. **25c each**; 4 for \$1.00

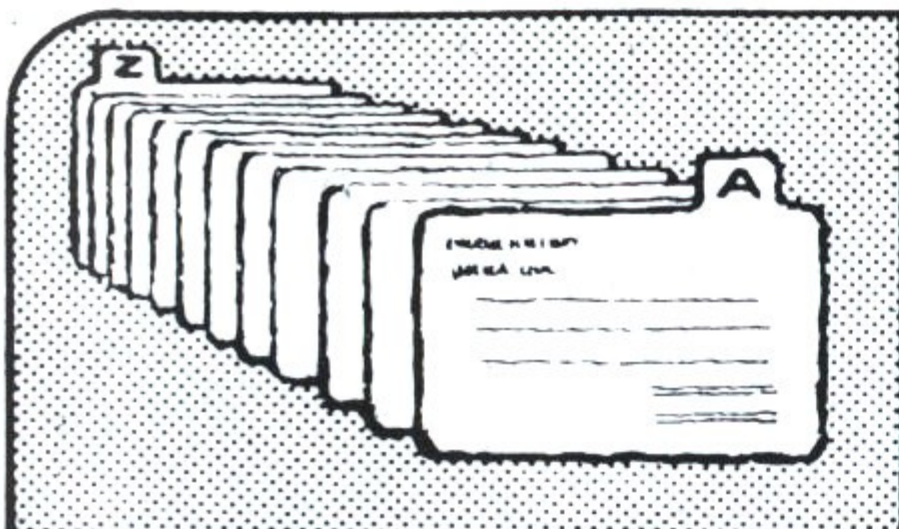
All Items Sent Postpaid

Send your order with remittance to

THE AUCTIONEER

135 LAKEWOOD DRIVE

LINCOLN, NEBR. 68510



Membership

Memberships processed Jan. 16 through Feb. 15th:

Harold Wehr, Indiana
 Don M. Jackson, California
 Fred Rosner, Virginia
 Clem Long, Ohio
 Gene Wilson, Illinois
 Harold Herman, Missouri
 Edward A. Short, Arizona
 Arnold Obendorf, Indiana
 Robert E. Musser, Wyoming
 Clarence Hedger, Ohio
 Paul W. Lawton, New Hampshire
 Clifford Swan, Maine
 John T. Wilkes, California
 William Bruce Richards, Illinois
 Mldred Sivers, New York
 Theodore Sivers, New York
 Blondell Driver, Indiana
 Jack Palmer, California
 George Gartner, Virginia
 * George Bengé, Sr., Kansas
 Bill Patterson, Ohio
 Coyte D. Carpenter, North Carolina
 Don Decker, Illinois
 Gene A. Kline, Ohio
 Robert Gallow, New York
 Max Dubin, Delaware
 Orlin Cordes, Minnesota
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 Allen Kessler, Indiana
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 * Victor Crawford, Missouri
 * Dale E. Gress, Ohio
 Dean Kruse, Indiana
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Mail Delivery Service

A New Jersey member reports that he received his copy of the December, 1972, issue of THE AUCTIONEER on January 18, 1973. We hope this is an isolated case and was the result of this particular copy having been misplaced for a time in one of the postal terminals.

However, mail delivery continues to become more and more of a problem. Many pieces of first class mail take longer in delivery now (in this modern age of transportation) than it took 20 years ago. Bulk mail (THE AUCTIONEER category) is even more of a problem.

When we make our regular monthly mailings of THE AUCTIONEER all copies are sorted, bundled by zip codes and bagged. Twenty years ago we merely bundled them by states, the post office did the rest. And we have lost count of the number of times the postage rate has been increased in the last 20 years. While other public utility rates have been lowered and the service has improved, the postal service has traveled

CURE

Young Army doctor was stationed at a remote dispensary in the South Pacific. One day he was puzzled about the treatment for one of his patients. He radioed base hospital: "Have case of beriberi. What should I do?"

A prankster at the hospital got hold of the message and sent this reply: "Give it to Marines. They'll drink anything."

in the opposite direction. We are thinking particularly of telephone service and electricity.

It is our belief that our local post office employees and letter carriers are doing a tremendous job. We believe the place needing the overhaul is right in Washington, D.C. For example, when President Nixon ordered all **non-essential** government offices closed in recognition of the death of former President Johnson, it was the head of the Postal Service who declared that all post offices would be closed and there would be no delivery service.



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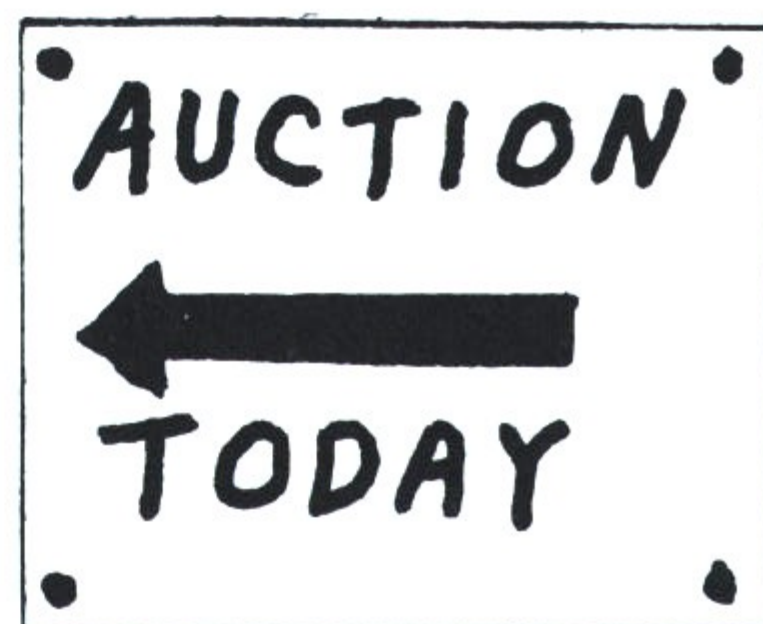
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1973 World Livestock Auctioneer Champion

Attention will be focused on the professional role of the livestock auctioneer during national competition for the title of 1973 World Livestock Auctioneer Champion.

The annual competition will be conducted Saturday, June 23 at the Norfolk (Neb.) Livestock Market, Inc. It is sponsored by Competitive Livestock Marketing Association and conducted by Livestock Market Digest, a subsidiary company of the association.

The auctioneer championship contestants will be judged on their ability to sell livestock during a Showcase Cattle Sale. Judges will be professional livestock buyers and competitive marketmen.

In addition to selecting a "World's Champion," a Reserve World Champion and Runner-Up World Champion will be named along with regional champions, reserve champions and runners-up from three major geographical regions of the United States.

The competition will highlight a day's activities in Norfolk, Neb., one of the nation's key livestock marketing centers. The auctioneer championship follows the three-day Livestock Marketing Congress-'73 to be held in Norfolk June 20-22, 1973. The Congress sponsored by Livestock Merchandising Institute, will attract livestock industry leaders from across the nation to Norfolk to hear presentations and participate in discussions on the topic "Meeting the Challenge of World Commerce."

The 1972 World Champion, Bob Steffes, Arthur, N.D., will attend, along with champions from previous years to counsel the contestants and view the competition.

Additional information and entry forms for the 1973 World Livestock Auctioneer's Championship may be obtained by contacting the Livestock Market Digest, 4900 Oak Street, Kansas City, Mo. 64112.

Father: "Isn't it wonderful how little chicks get out of their shells?"

Son: "What beats me is how they get in."



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'Oh, What a Fine Bunch of Cows'

BRUSH, Colo.—Jim Odle sat on his stool above his sale ring and glanced among the consigners and buyers.

"Oh, what a nice bunch of cows and calves we have here. This is a great investment. No one could go wrong on this bunch. Okay, who'll give me 37?"

With that, Odle begins his chant. He names the price, then drops the numbers, half numbers and quarter numbers around a rhythmic "I gonna get me . . ." all the while beating his ballpoint pen in a definite rhythm.

Odle was doing what he enjoys most, and what he does best. He was selling livestock at his sale barn, the Brush Livestock Commission Co. The auctions are every Thursday and Saturday, and they are expanding every week.

Although he has no formal training, the former Weld County beet farmer has enjoyed much success. In seven years, he has built the Brush auction into the largest hog auction in Colorado, and he has the largest dairy auction in the nation. He was also the champion auctioneer in the World Livestock Auctioneer's 1972 central region competition, held in Social Circle, Ga.

"I went there mainly to visit with people who are in the sale barn business. On the spur of the moment, I entered the contest. There were some good auctioneers there, a real good bunch of fellows. Now, I'm glad I entered," he said.

His interest in auctioneering dates back to when he was in high school. At that time he was discouraged from getting into the business by a schoolmate's father, who at that time was considered the best auctioneer in the area, Odle said.

"I kept at it though. I auctioned items in my spare time, and when I was riding alone in a car or on a tractor. While most people sing, I auction," he said.

Then, seven years ago he sold his beet-farming equipment. "When I hired the auctioneer, I jokingly told him I would like to try my hand at it," he said. In 1965, Odle and five other farmers purchased the Weld County Livestock Commission, and he auctioned there for two years. In 1969, he bought the Brush sale barn.

Misfortune struck last August, however, when his barn in downtown Brush burned. Construction is nearly finished on his \$500,000 barn and yards located near Interstate 80 northeast of town. He started auctions Nov. 9.

Besides himself, Odle has three other auctioneers working sales, and he figures the auction will handle between \$25 million to \$35 million worth of business a year, depending on the price of livestock.

Odle maintains that the auctioneer is the most important asset a sale barn can have, and that one bad auctioneer can ruin a business such as his.

"Honesty is the most important thing an auctioneer can have," he said. "Next is salesmanship. I isn't hard to sell on a one-to-one basis, but when you sell to a room of 50 or more people, it is a different story."

EDITOR'S NOTE: The foregoing article was reprinted from the January 10 edition of **THE DENVER POST**. It accompanied a full page of pictures. Odle is a member of the National Auctioneers Association and a former President of the Colorado Auctioneers Association. NAA Director Chuck Cumberlin has become associated with Odle in the auction business since this article was written.



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North Carolina Group In Semi Annual Meet

The Auctioneers Association of North Carolina held its semi-annual convention at the Holiday Inn, in Ashboro, January 27-28. Eighteen auctioneers and their wives were present.

Registration began at 6:00 P.M. on Saturday, Jan. 27, and from 8:00 P.M. until midnight they were entertained by a name band furnishing music for dancing and enjoyment. On Sunday morning, several of those present attended Sunday School classes and at 11:00 A.M. a Board of Directors meeting was held.

Following a group luncheon, the meeting was called to order. Col. Dan Abernathy was elected to the vacated office of 1st Vice President and Col. Worth Reynolds was elected to fill the unexpired term of 2nd Vice President, vacated by Col. Abernathy.

It was voted to donate \$50.00 to the Ladies Auxiliary that had been organized the same day. A motion that all dues become due and payable on January 1 of each year, rather than June 30, was approved. It was voted to hold the Annual Convention in the Hickory-Statesville area on June 23-24, 1973. One new member was accepted bringing the total membership to 88.

BILLY DUNN

West Virginia's Champion

To West Virginia, Col. Carl Minor is a major! He is West Virginia's Champion Auctioneer having won his title under stiff competition at the last state convention. Col. Minor has made major contributions of time, money, and use of his auction house to support the building of the national headquarters in Lincoln, Nebr.

Supporting the champion in his business at Ohio Valley Auction, Chester, West Virginia, is Mrs. Minor (Mary Olive), cashier; sons Paul Raymond, Darrell, Allen and Robert, auctioneers and clerks; and daughter Sue. A part-time hobby-business grew in six years to a full-time auction business in 1968.

Carl is the leader of a square dance band, "Mountain Echo," which includes his two eldest sons and Johnny Northcraft. His father-in-law once casually said after hearing him calling a dance, "you'd make a good auctioneer," and Carl did just that—but it took ten years

IN MEMORY OF

Tom Berry

Who passed away, March 28th, 1962.

Wife Margaret & family.

and a heap of consignments. He sells also in Ohio and Pennsylvania, including Encore Galleries of Pittsburgh. Carl's Christmas Toy Sales are well known. He sells furniture, antiques, and general merchandise and is developing a furniture moving business.

W. E. W.

Two South Dakota Men Become Bank Directors

Curtis Price, veteran auctioneer of Madison, S.D., and owner of the Madison Livestock Auction Market, was recently named to the Board of Directors of the Northwestern National Bank of Madison. Price is a member of the National Auctioneers Association and a former president of the South Dakota Auctioneers Association and a former director of the Association.

Vernell Johnson, veteran auctioneer and real estate broker of Lyons, S. D., has been named as one of the Directors of the United National Bank of South Dakota. The system includes 13 member banks located at Rapid City, Kennebec, Gayville, Tabor, Wakonda, Valley Springs, Viborg, Volin, Brandon, Canistota, Hill City, and two at Vermillion, all in South Dakota. Johnson was the first President of the South Dakota Auctioneers Association and a former director of the National Auctioneers Association.

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Auctioneer Adds Flea Market, Arts and Crafts, To Enterprise

BROOKSVILLE FLA.—If you want to find Denver Colburn, owner of Colburn's Farmer's Market on U.S. 98 north of Brooksville, just listen for a few minutes, follow the sound of high laughter and you'll find him.

The 59-year-old creator of Colburn's Farmer's Market — Flea Market — Arts and Crafts Center always appears to have enjoyed the minute before almost as much as he will the minute to come.

A 20-year resident of Brooksville, Colburn began his dream of a haven for small independent business ventures two years ago and turned a portion of his 30-acre property lining U.S. 98 first into a Farmer's Market. He quickly added a 40-booth flea market, which is open on weekends.

Most of his arts and crafts shops and business offices are open from 9 a.m. to 5 p.m. during weekdays, too.

Originally an auctioneer, Colburn is still active running an auction house next to his mall. He topped all his previous records a few years ago with a \$280,000 land auction.

An unusual individual on his own, his brain-child reflects his own optimism and willingness to take a risk.

Colburn was one of those men who were laughed at in 1953 when he bought 30 acres adjacent to Brooksville and another parcel of property bordering Lakeland. He's doing the laughing now.

Ten years ago, he decided to buy a ranch in Ecuador, because he'd always wanted to travel to South America. He kept his home in Brooksville and visited his ranch for seven years before selling it.

But the impression of the Ecuador Indians and their lifestyle stayed with Colburn, and he commissioned Rae Bailey and Mike Mosier, wood carvers in business at his mart, to place Indian relief carvings on each oak tree on his property. So far there are 14 Indians lining his mall.

The first Indian carved by Bailey for Colburn represents Chief Whitecloud, an ex-wrestler who originally suggested the flea market and crafts mall.

Colburn said he plans an Indian attraction with Indian trails mapped out on the original survey of his land.

A large tepee will be the center of activities and craft items such as wampum bags, beaded jewelry, arrowheads and tomahawks will be made on the spot.

His other renters include a doll repair hospital, a plaque maker, plumber, carpet cleaners, nursery, toolmaker, antique shop, and a pipe repair shop run by Edward Rad from Cuba.

Rad left Cuba in 1946 to settle in New York. In 1953 he moved to Hollywood to, "get away from the big city." But the big city followed him and six months ago he moved his family to the Brooksville area.

Originally a furniture refinisher, five years ago Rad began repairing pipes part-time. When his boss sold his business, Rad took over and now has customers from all over the country since pipe repairers are scarce—about three in Florida.

His customers are mostly stores who send boxes of broken pipes collected from their clients. More than 300 pipes pass through Rad's hands each week.

Standing out as the market's biggest success is the Random Mart run by Nova "Shining Star" Short, who is part Indian.

Mrs. Short left Michigan several years ago after her doctor told her she would be confined to a wheel-chair if she didn't find a warmer climate.

Her arthritis still slows down her walking, but not her ambition. Mrs. Short has expanded the business twice since her original venture, a \$10 investment in used clothes from a garage sale.

She even met her husband at the market. He was, and still is, running a fruit and vegetable booth and, "began buying me coffee and hamburgers and taking me fishing." Two months later they were married. "He still brings me coffee, but we don't fish together much anymore," she said.

Starting with floral arrangements and Raggedy Ann dolls, Mrs. Short now boasts 2,000 used and new paper and hardback books for 25 cents each; new and used records, jewelry and 480 old bottles including a milk bottle of the paper cork days.

She counted 15,013 garments on her hangers last week before a three-week sale began.

Promising a customer can outfit herself from "head to toe," for \$1, she brought out shoes for 2 cents.

Items come in faster than she can sell them, she said. "I don't have to go looking at all."

Her shop is closed Mondays, but is open from 9 a.m. to 5 p.m. Tuesday through Sunday.

All prices are "open to negotiation," she said with a laugh.

— North Suncoast Times.

NELSON ROCKEFELLER HAS ONE BIG ADVANTAGE as a politician. Nobody can ever say to him, "All right, if you're so smart, why ain't you rich?"

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Know Your Director



JIM MESSERSMITH

Jim Messersmith, Jerome, Idaho, graduated from the Western College of Auctioneering in 1956 and has been selling ever since. His first job was selling miscellaneous but in a year he was selling farm sales with a neighbor auctioneer. Today, he heads the firm of Messersmith Auction Service, consisting of himself, his father J. W. Messersmith, who has clerked sales for the past 30 years and four other graduates of "Western".

In 1972, Messersmith Auction Service conducted 291 auctions. Jim sells three weekly livestock auction markets, at Shoshone and Jerome, leaving him three days of the week for farm, antique, household and business liquidation auctions. It is not uncommon for the firm to hold two sales on the same day and his associates conduct auctions on the days Jim is at one of the livestock markets, when necessary.

Jim has been an instructor at Western College of Auctioneering, Billings, Mont., for many years. Graduates of the School number among his many friends

throughout the country. Early in his career he started attending the annual conventions of the National Auctioneers Association and his personality and knowledge destined him to become an active participant in the affairs of the association.

In July of this year, Jim will have completed nine consecutive years as an officer or director. He was elected to a three year term as a director in 1964, at Des Moines. Three years later, in Chicago, he was elected 2nd vice president, leading to his election as president, in 1969, at Roanoke.

As would be expected, Jim Messersmith is active in the affairs of his community. He is a member and chairman of the Finance Committee of the local Methodist Church, has been a member of the Jerome School Board for four years, one of which he was chairman, has been a 4-H leader for many years and has conducted 4-H and benefit auctions too numerous to mention. He also served four years in the U.S. Air Force.

He and his wife of 23 years, Justine, have a daughter, Janet, presently enrolled in Kinsman Business University, Spokane, Wash., and a son, Jack, a student and basketball player at Jerome Junior High School. The family enjoys skiing, golfing, livestock and living on a farm, where they feed out 200 Holstein steers annually.

"Sell each and every sale as it is your last one," is Jim's motto as if you don't give of your best it most certainly will be your last. Jim says there is no shortage of auctioneers but there is room for the auctioneer who will do some things a little bit better. The Messersmith Auction Service does this in the following ways:

(1) They have two special built mobil trailers with cooking and food service in the front area and a cashier office with two settlement windows in the rear.

(2) Bulletin boards, with their permanent advertising, are placed throughout the area in restaurants, banks, PCA offices, grocery stores and recreation parlors or wherever farmers and potential buyers congregate.

IN UNITY THERE IS STRENGTH

(3) Organize and display a booth at all the area County Fairs, promoting the auction method of selling and Messersmith Auction Service.

(4) Maintain an office in Twin Falls with a full time bookkeeper and cashier. All mailings are made from this office.

(5) They have loading chutes and the best of sound systems for their auctions.

Pennsylvanians Hold Interesting Meeting

Clay Hess, Collegeville, was elected to a second term as President of the Pennsylvania Auctioneers Association in the group's annual meeting and convention, at Hershey, January 13. George Paich, Irwin, was elected Vice President, and Richard Moyer, Spring City, was elected Secretary-Treasurer. He succeeds Larry Reed, DuBois, who asked to be relieved after having served in that position the past two years.

Pete Stewart, chairman of the legislative committee, reported that two Bills sponsored by the association had successfully passed the 1972 State Legislative Session and are now law. One of these creates a five man Auctioneers

Commission. The Governor appointed in late December the following men to serve on the Commission. They are: Harry Davis, Al Traiman, Dennis Welker, Arthur Heller and Charles Beam. The Commission's permanent address is: Auctioneers Board, Professional and Occupational Affairs, Room 302, 279 Boas St., Harrisburg, Pa. 17120.

Margaret Berry, chairman of the fun auction committee, reported that \$486.15 was realized from the fun auction held the preceding evening which was the largest amount ever raised from this venture.

The 90 auctioneers with 68 wives and guests enjoyed the Banquet closing the convention at which time Ralph W. Horst, Marion, was honored by being selected as "Pennsylvania Auctioneer of the Year".

Lady we know who resides in Memphis was riding in a taxicab while visiting in New York City when the cabbie slowed up a little to miss a pedestrian. Apparently figuring that his unusual courtesy called for an explanation, he turned to our lady friend to explain... "If you hit 'em, you've gotta fill out a report!"

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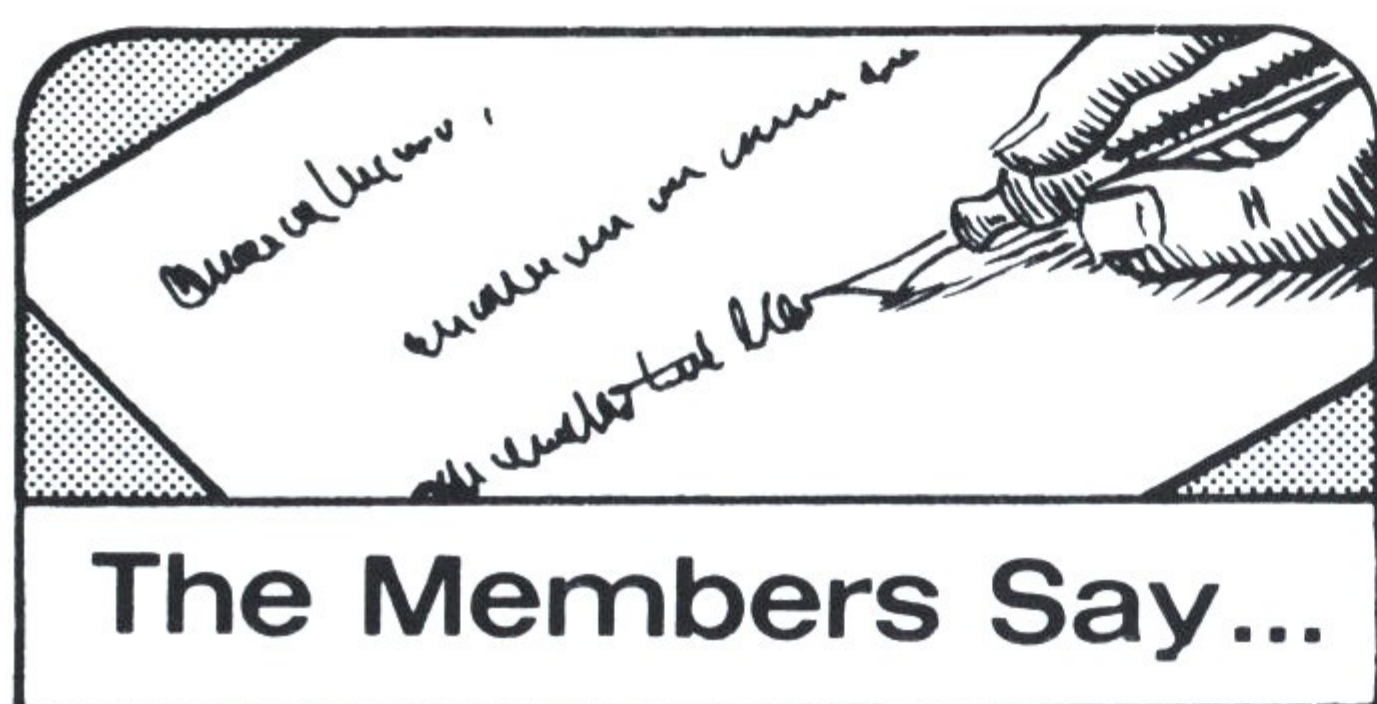
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It's very easy to control the population explosion. All you have to do is get half the population to decline what the other half is suggesting.

IN UNITY THERE IS STRENGTH



Dear Bernie:

My wife and I have just experienced a very pleasant day. I read in the December issue of "The Auctioneer" that the Mississippi Auctioneers Association were having their state meeting in Jackson, Miss., on Feb. 4. As we were going to be in Jackson on this date we made plans to attend. And, as I have stated before, it was a very enjoyable experience, to set in on their meeting.

Being a much younger state organization than my home state organization of Iowa, they are having growing pains much the same as we had in Iowa about ten years ago. But they are cut from the same good material that all auctioneers that are interested in their own profession are cut, so, I know they will work it out and be a great strong state association.

They are a real fine group and we will remember this day for a good long time.

Clint and Lou Peterson
Webster City, Iowa

Dear Mr. Hart:

It was a pleasure meeting you at our Auctioneers meeting in St. Petersburg and am looking forward to seeing you again at our National Conception. I am enclosing a tear sheet from a supplement to the St. Petersburg Times telling of our operations here. We extend an invitation to you and any of the auctioneers to stop by and visit us. I would like very much to hear from any member of my class of December, 1955, Reisch School of Auctioneering.

Sincerely,
Denver D. Colburn
Brooksville, Fla.

Dear Bernie:

Hoping you and your family had a healthy and prosperous year. Perhaps some of your readers could help advise me as to where I can purchase a good wireless P.A. system. No one in our area seems to have any information as

to a source of supply. Keep up the good work, we certainly enjoy "The Auctioneer" every month.

John Anderson
Lafayette, Ind.

Dear Bernie:

I am sending you my check for my dues and ad in "The Auctioneer". We are having a fine year with farm equipment sales. I look forward to each copy of "The Auctioneer", as it is full of good information. I am sending you some of our auction ads.

Respectfully yours,
Jack Peoples
Chesapeake, Virginia

Dear Bernard:

Congratulations, your picture on cover of February issue great—yes, great, you looking fit. Your remarks about auction "gibberish" are most timely. I get more compliments because I call clear and with good humor—people want to know the bid—and a smile helps—that's my secret for what little success I have had. Regards to you and Jan.

Col. John Fishdick
Carlsbad, New Mexico

Dear Bernie:

Enclosed you will find my check for \$9.50 to cover the items marked. I have been real busy. I have 17 sales dated for February and quite a lot for March. The market has been the best that I have ever seen. Machinery prices have really been up. I sold machinery this winter that I have sold to the sellers sometime ago, and it made money. Land is at a premium. I sold an 86 acre tract at Rochester, Illinois, in January, for \$1155.00 per acre. Keep up the good work Bernie. Also look forward to seeing you this summer.

William L. Gaule
Chatham, Illinois

Dear Mr. Hart:

Please find enclosed check for \$15.00, for membership and for "Booster" page listing. The advertisement that I ran in "The Auctioneer" for the month of October, turned out all OK. I had inquiries from all over the United States and orders from six different states. We are closing a good year, and have no regrets. We wish all the boys a good year for 1973.

The antique auction business is a little

slow. They don't seem to have the money. Probably too much credit and too many credit cards. Things look pretty good here for 1973. Thanks.

Covered Wagon Industries
Col. A. T. Morris
Durham, N. C.

Dear Friend Bernie:

We write to you about a subject that we believe could be a great asset to all auctioneers. Over the past years we have contacted, visited and made many efforts from the General Services Admn. to secure auction sales of surplus real estate in America and to no avail. We are presently on most of the mailing lists of their offices in the United States, and we continuously watch this office sell surplus real estate at sealed bid sales and from our opinion of the prices bid and success of these sales we are convinced that the auction sale would be the best; not only because we would receive business from it, but this real property would bring more money at these sales; therefore the American taxpayers would profit.

It is our intention to start a movement in this direction. With the help of the National Auctioneers Association and its members, we believe this could be accomplished. We would appreciate your comments on this subject. You may want to publish it in the Auctioneer magazine or make it a part of the next Auctioneers' Convention, that we might through our members of Congress or otherwise cause the General Services Administration to convert to the auction method.

We appreciate your interest in this subject.

Yours very truly,
J. C. Carter
Scottsville, Kentucky

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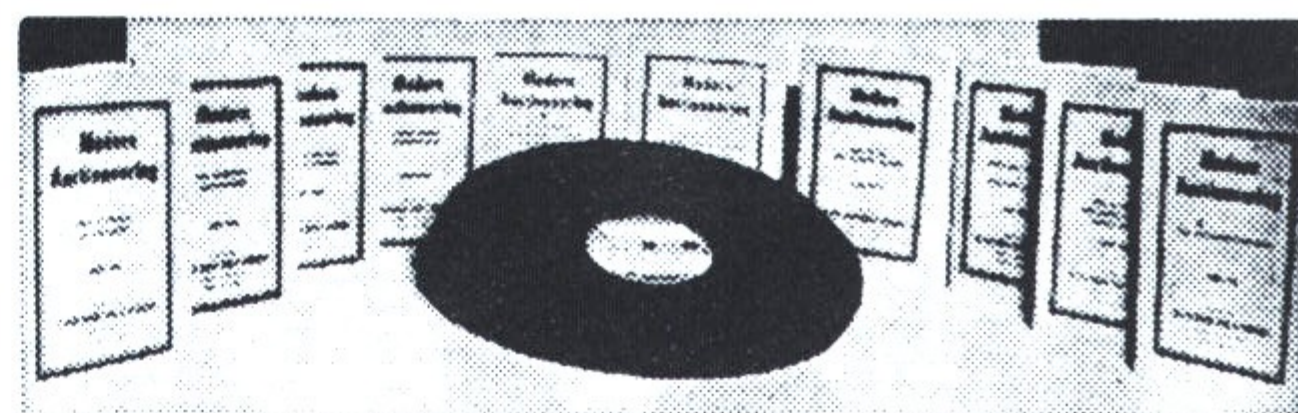
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Where The Nation's Leading
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Across The Country

BY BERNARD HART



Next to a National Auctioneers Convention there is probably no other place in the world that can generate more enthusiasm in an auctioneer than the Denver Stock Show, held each January. Even though all the auctions are of livestock, the magnitude of the dollar exchange and its lasting effect upon the general economy of the country can be felt by every person in the auction business, regardless if he never sells a single live animal.

It is in Denver that you can meet and greet more auctioneers in a few days time than anywhere in the world, other than our own National Convention. I would hesitate to say how many auctioneers actually perform their superior selling jobs during Denver Week but for each auctioneer in action there seems to be at least ten more present for one reason or another.

And speaking of dollar volume, at the 1973 event this ascended into the millions. Some of the individual auctions brought in as much as a half million. The results of the auctions in Denver have a far reaching influence on prices in general. Many, many breeders never consign to the Denver auctions, yet they are present to observe the prices being paid at the auctions in order to properly establish values on their own cattle, horses or whatever they produce for sale. Here is where the effects of the Denver auctions are felt throughout the country.

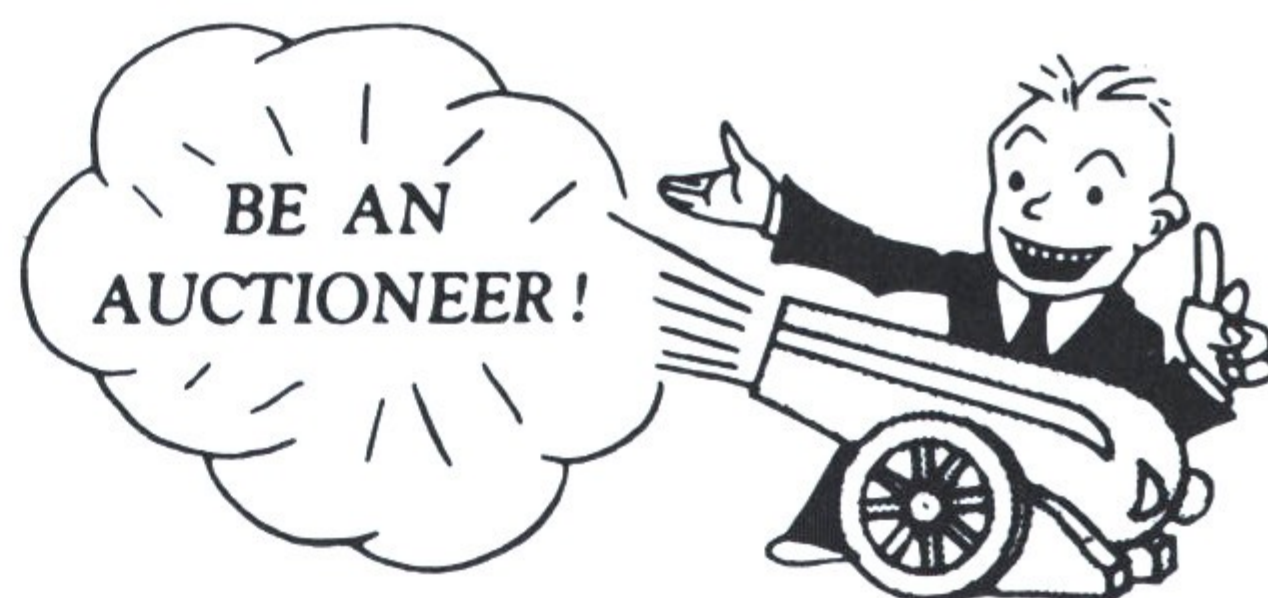
If a struggling auctioneer ever needed to be convinced that the auction method of selling was the superior method he could certainly find the living proof in Denver. In fact, he should be so thoroughly convinced that he could return home and start booking sales immediately.

Last month we mentioned the Fleckvieh cattle being brought into the plush Fairmont Hotel, in Dallas, to be sold at auction. We can't tell Newt Dilgard how the Hotel impressed the cattle but we can report the cattle impressed the buyers as the 25 females sold for an average price of \$17,572, each, and the 30 bulls averaged \$13,793.

Cattle auctions in plush Hotel facilities seem to be on the increase. Ross Kemp sent us a page of pictures from a Toronto newspaper where an auction of Charolais was held in the Four Seasons Sheraton Hotel in Toronto. Back to Denver again, one of the breed auctions was held in the Ballroom of the Denver Hilton. Pictures showed a standing room only crowd — AND THAT'S A BIG BALLROOM.

Again, look at the exposure the auction method of selling is receiving. Perhaps in place of complaining about the lack of promotion the auction method is receiving we should be capitalizing on the things that are taking place, not only in front of us but in front of thousands of potential clients. It is impossible to top this type of advertising and promotion.

Phone calls received from auctioneers in various parts of the country bring similar information—a real tough winter but prices are tremendous and bidders are plentiful and eager. With selling conditions that now exist any auctioneer worth his salt can stand the rigors of the weather.



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The Lighter Side...

VACATION

Four couples that live on the same street have a vacation plan. They rent a country house for two months. Each couple spends its two-week vacation taking care of all 14 children.

"Great Scott!" exclaimed a friend who heard about the plan. "I wouldn't call taking care of 14 kids a vacation—though it would be wonderful for the kids, I guess."

"Oh, the two weeks are hell," admitted one of the parties to the plan. "The vacation is the six weeks at home without the kids."

LOVER

The married couple were sitting at home reading. Suddenly, without warning, she jumped up, came over and smacked him on the jaw. "What's that for?" he asked.

"For being such a lousy lover!" she cried.

So they went back to reading. In a few minutes he jumped up, grabbed his wife, turned her over his knee and gave her a good spanking.

"Stop! Stop!" she screamed. "Why are you insulting and hurting me?"

"That," replied her husband, "is for knowing the difference!"

HEALTH

"You won't live a week," cautioned the doctor, "if you don't stop running around with women."

"Oh, there's nothing wrong with me," protested the patient. "I'm in great shape."

"Yeah, I know," said the doctor, "but one of those women is my wife."

OLD CROWD

The night club that featured a parrot that told saucy jokes burned down one night. Before flames reached the parrot's perch the bird flew away and found refuge on a ceiling beam of the church nearby.

Sunday morning the parrot looked down at the pastor and remarked, "H'mmmmmmm, got a new master of ceremonies." Then he looked at the

choir and remarked, "H'mm, got some new chorus girls." Then he surveyed occupants of the pews. "Well, at least they have some of the same old crowd."

WOMEN'S LIB

Coming home from a Women's Lib meeting, the wife saw poor hubby patiently trying to sew a button on the sleeve of his shirt. With the new air of superiority, she chided him:

"You men think you're so smart, why you've even got the thimble on the wrong finger."

"I know," he retorted, "It should be on yours."

PSYCHOLOGY

One small boy looked longingly at his friend's dog. "My mother won't let me have a dog."

"Maybe you don't use the right strategy," advised his friend.

"What strategy?"

"Don't ask for a dog. Ask for a baby brother. You'll get the dog."

CASH

A persnickety small town judge was also paying teller of the local bank. One day he refused to cash a check for a depositor. He claimed he wasn't satisfied with the identification.

"Doggone it, Judge," fumed the depositor, "you've sentenced prisoners to be hanged on less evidence than I've given you here."

"That's possible," admitted the judge, "but when it comes to hard cash, I don't kid around."

BRAINS

When the scientific laboratory announced it could now transplant human brain matter, a local politician made inquiry.

He discovered that the lab could transplant one ounce of brain matter from a cadaver which would provide all the knowledge and experience of the donor to the receiver of the transplant.

"Say, that's great, doc," said the politician. "What would you charge to trans-

plant an ounce of brain from an atomic physicist to my young son? I'd like him to amount to something some day."

"That would cost \$50,000," said the researcher.

"Wow!" exclaimed the politician. "Then how much would it cost for him to just get the ounce of brain from a medical doctor?"

"That would cost about \$25,000," said the researcher.

"That's still a lot," said the politician. "Suppose we only aim for him to be a Politician. How much would it cost for a transplant from a politician?"

"That would be \$100,000," responded the researcher.

"What? It would cost \$100,000 for an ounce of brain to make my son a politician? Why so much more than for a doctor or atomic physicist?"

Explained the researcher, "Have you any idea how many politicians you need to get an ounce of brain?"

To make a long story short, there's nothing like the boss walking in!

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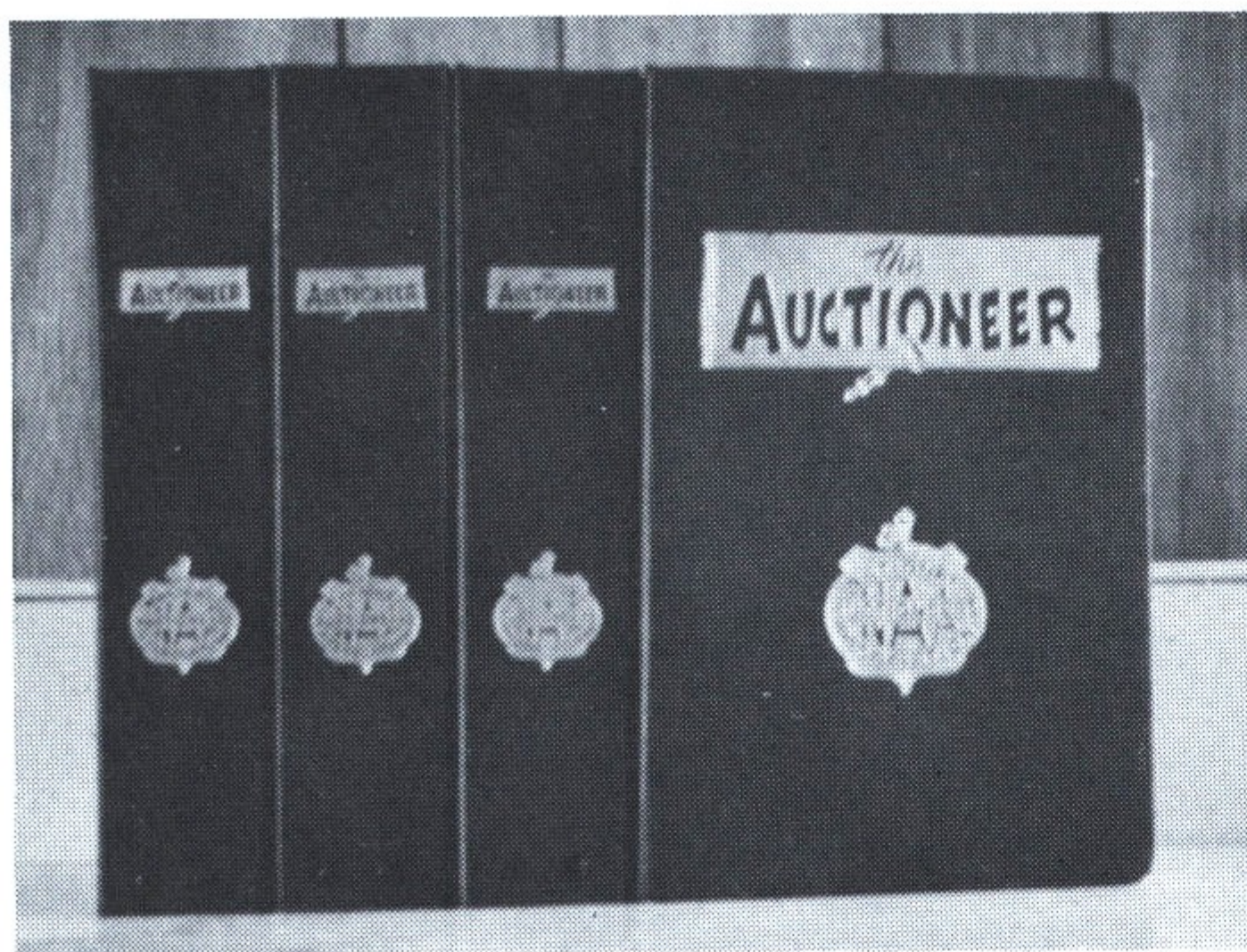
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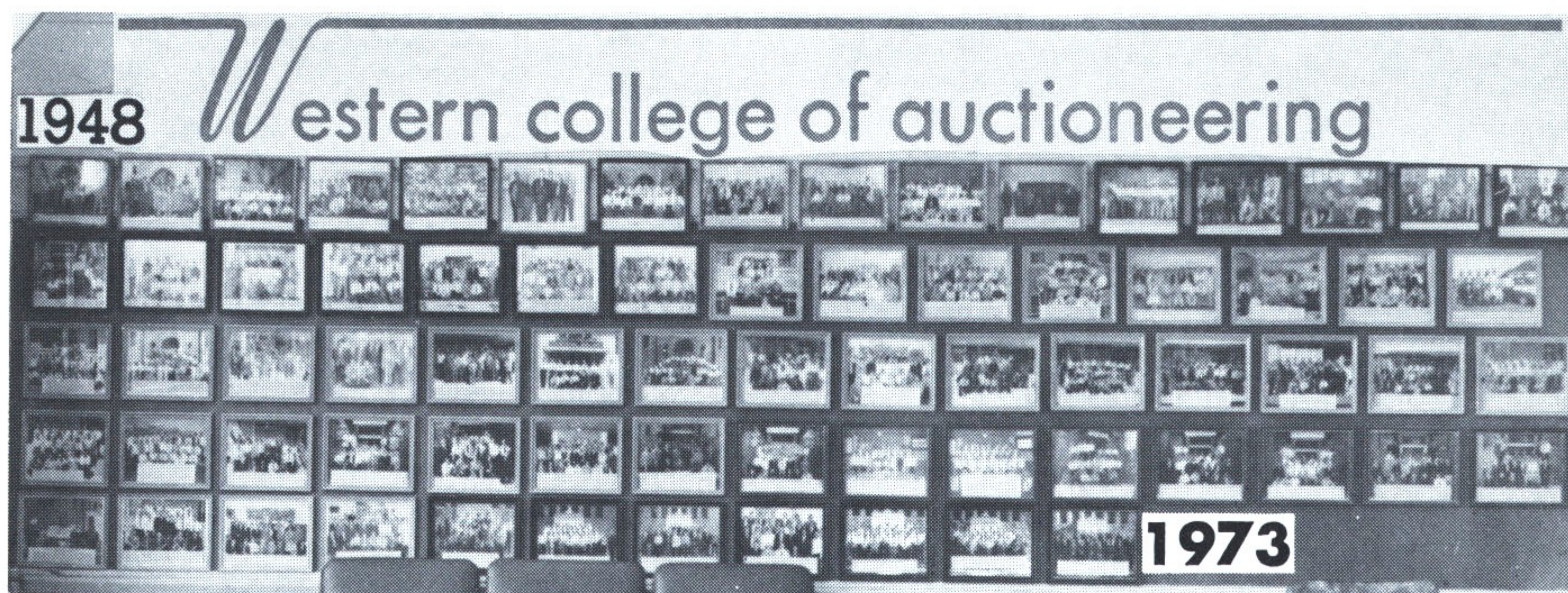
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9,000 Tickets (1/3 White, Pink & Card) . . . \$17.50
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STANDARD CLERKING SHEETS . . . Form No. CLS-2

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".

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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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FINAL SETTLEMENT FORMS . . . Form FS-69

8½ x 11", 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.

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

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

8½ x 11", 50 sheets per pad. Space for buyer's number, name, address, phone number and other information.

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

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

8½ x 11", 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. Space to list a number of items.

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PERSONAL PROPERTY CONTRACT . . . Form No. PPC-69

8½ x 11", 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.

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