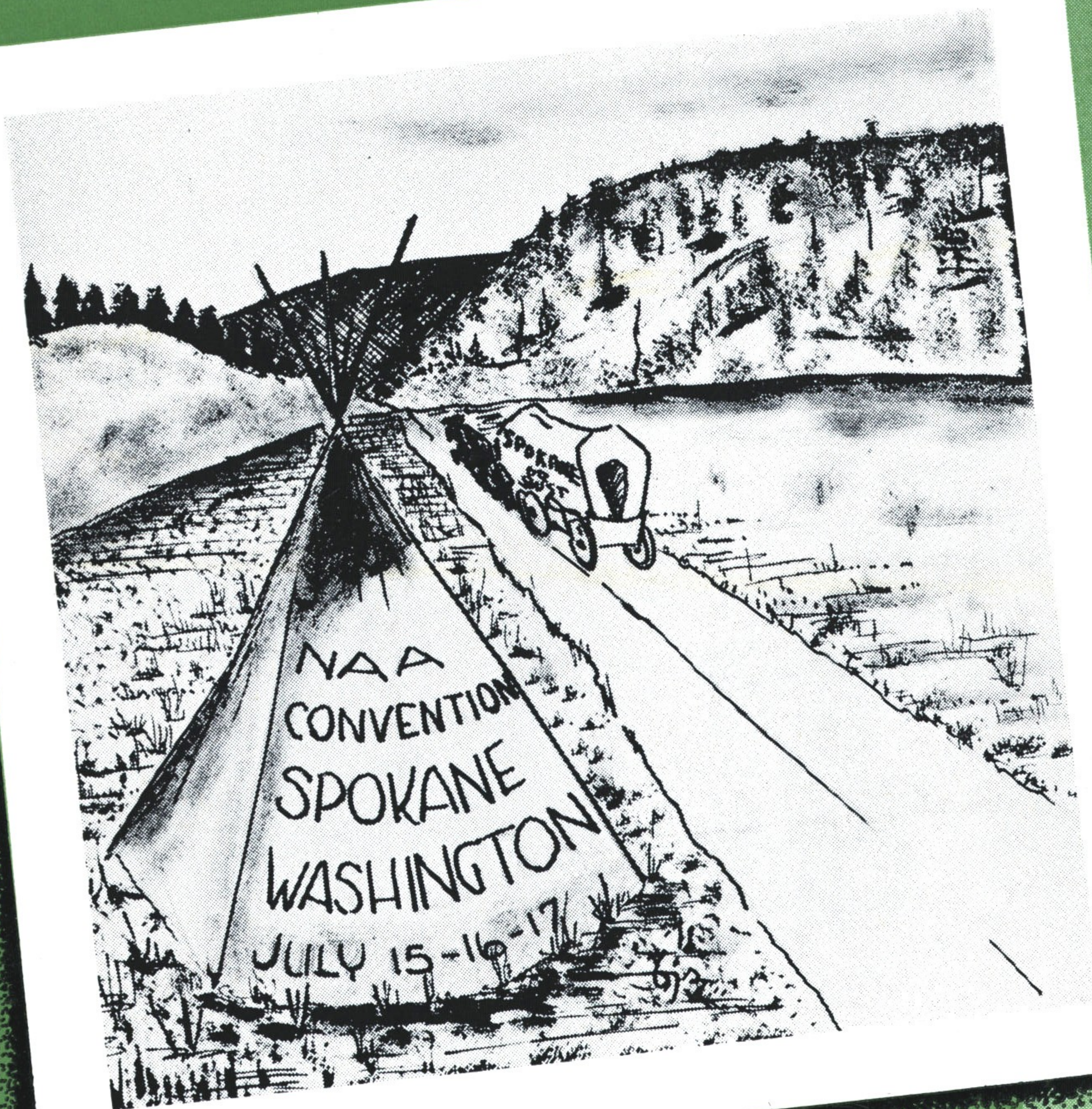


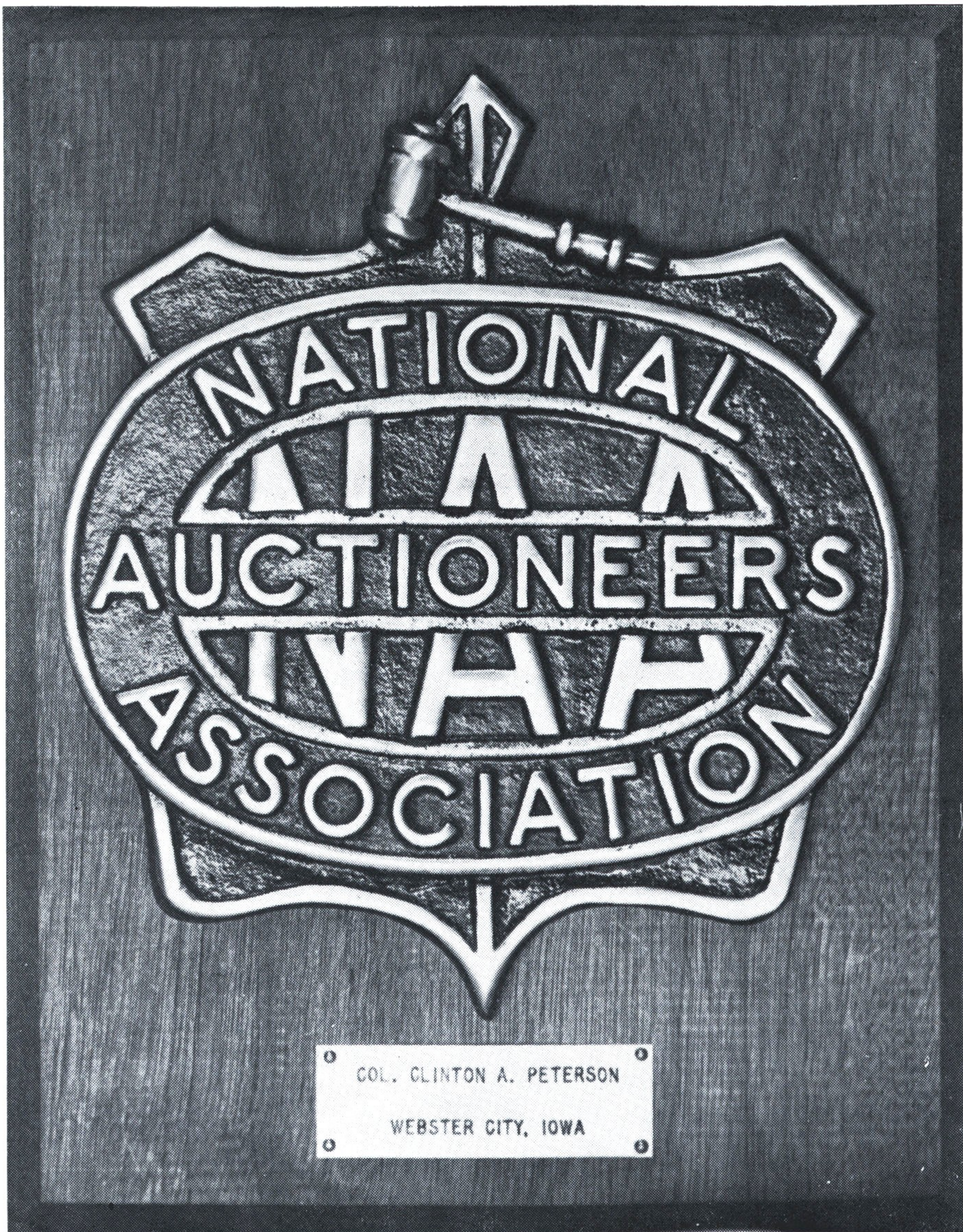
the AUCTIONEER



VOL. XVI
JUNE

No. 6
1965

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Bernard Hart, Frankfort, Indiana

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Col. "Pop" Hess, 440 W. William St., Delaware, Ohio; Walter Carlson, Trimont, Minn., and every member of the National Auctioneers Association.

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

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Association**

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803 S. Columbia St., Frankfort, Ind. 46041

IN UNITY THERE IS STRENGTH

NATIONAL AUCTIONEERS ASSOCIATION CONVENTION

Davenport Hotel

Spokane, Washington

July 14, 15, 16, 17, 1965

Convention Chairman — Jim Messersmith, Jerome, Idaho

PROGRAM

Wednesday, July 14, 1965

10:00 A.M.—Meeting of Reception Committee—Progress Room
3:00 P.M.—8:00 P.M.—Registration—Mezzanine
3:00 P.M.—Board of Directors Meeting (NAA)—Progress Room

NAA OFFICERS

President: John A. Overton Albuquerque
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Romaine Sherman Goshen, Indiana
Louis L. Stambler Honolulu, Hawaii
Herbert Van Pelt Readington, N. J.

8:00 P.M.—Amateur Contest—W. J. (Bill) Hagen, Billings, Montana,
Master of Ceremonies—Isabella Room
Entertainment by Washington Indian Tribe.

IN UNITY THERE IS STRENGTH

Thursday, July 15, 1965

8:00 A.M. to 5:00 P.M.—Registration—Mezzanine

10:00 A.M.—Meeting of Auditing Committee—Empire Room

Meeting of Grievance Committee—Scepter Room

Meeting of Resolutions Committee—Progress Room

12:00 NOON—Luncheon—Marie Antionette Room

Group singing of Star Spangled Banner

Pledge of Allegiance to the Flag

Invocation Col. Irvin Eilers, Kimberly, Idaho

Introduction of Convention Chairman

Welcome to Spokane—Neal R. Fosseen, Mayor of Spokane

Greetings from Washington State Auctioneers Association—
Col. Si Williams, Walla Walla, Washington

President's Address—Col. John A. Overton

“Auction Sale Management and Advertising”—Col. Norman
Warsinski, Billings, Montana

“Image Building—A Must”—Mr. Edward Wimmer,
Cincinnati, Ohio

5:00 P.M.—Adjourn

6:00 P.M.—Chuck Wagon Dinner—Isabella Room.

7:30 P.M.—Fun Auction—Marie Antionette Room.

9:00 P.M.—Square and Round Dancing—Isabella Room.

9:00 P.M.—Western College of Auctioneering—Alumni Reunion,
Elizabethan Room.

IN UNITY THERE IS STRENGTH

Friday, July 16, 1965

8:30 A.M.—Continued Registration—Mezzanine

9:30 A.M.—Call to Order—Marie Antionette Room—Brad Wooley Presiding.

“The Horse Auctions, Present and Future” — Col. Omer Bonney, Hermiston, Oregon.

“Knowledge of Appraising, A Valuable Asset of the Real Estate Broker and the Auctioneer”—Col. John R. Potts, Centerville, N. J.

“Selling Real Estate at Auction”—Col. Delbert Winchester, Enid, Okla.

“Bid Calling Seminar”—An educational feature with Ralph Horst, Marion, Pennsylvania, as leader.

9:30 A.M.—“Women and Auctioneering”—A panel discussion for Ladies Only, Moderated by Justine Messersmith.

12:00 NOON—Adjourn

1:30 P.M.—Call to Order

“Agricultural Development in the Pacific Northwest” — Cecil Hagen, Managing Editor, Northwest Farm Paper Unit, Spokane, Washington.

“Purebred Livestock Auctioneering and Its Contribution to the Auction Method”—Col. Si Williams, Walla Walla, Washington.

“Add Action to Your State Convention With A Contest”—Col. R. J. (Bob) Thomas, Billings, Montana.

“Farm Sales, Western Style”—Col. Ken Troutt, Middleton, Idaho

5:00 P.M.—Adjourn

8:00 P.M.—Star Studded Variety Show, presented by The Dave Sobol Theatrical Agency and featuring a great array of talent—Marie Antionette Room.

This is sponsored by Montana Auctioneers Association, Idaho Auctioneers Association and Washington State Auctioneers Association.

IN UNITY THERE IS STRENGTH

Saturday, July 17, 1965

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

9:30 A.M.—Call to Order—Marie Antionette Room
“Livestock Auction Markets in United States”—Col. Willard Schnell, Miles City, Montana.
“Livestock Auction Markets in Canada”—Col. Ken Hurlburt, Fort MacLeod, Alberta, Canada.
A Question Period Will Follow.
“Furniture Auctions”—A Panel Discussion, Moderated by Col. Paul L. Owens, Boise, Idaho.
“Million Dollar Auctions”—A Special Presentation of the Auto Auction Industry.

12:00 NOON—Adjourn

1:30 P.M.—Annual Business Meeting—National Auctioneers Association
Secretary's Report
Treasurer's Report
Report of Auditing Committee
Report of Grievance Committee
Report of Resolutions Committee
Report of Nominating Committee
Election of Officers and Directors
Acceptance Address of New Auxiliary President
Acceptance Address of New N.A.A. President
Announcement of 1966 Convention Site and other Activities of Board of Directors

4:00 P.M.—Adjourn

4:10 P.M.—Meeting of 1965 - 1966 Officers and Directors — Progress Room.

6:30 P.M.—Grand Banquet followed by Presentation of Awards and featured with an address by Don Moos, Director of Agriculture, State of Washington.

9:00 P.M.—Refreshments and Dancing

Amateur Entertainers

Come Early – Win \$100.00 In Cash Prizes

Wednesday afternoon and evening arrivals will be entertained with an Amateur Contest by Auctioneers' sons and daughters.

Three prizes in each class will be given. Age grouping will be 2-12 and 13-21. Any son or daughter of an auctioneer wishing to enter this contest may do so by expressing his or her intentions at the Registration Desk, Wednesday afternoon July 14, 1965.

Contestants must furnish their own accompanist.

W. J. "Bill" Hagen, Billings, Montana, will be Master of Ceremonies.

National Convention Committee Members

RECEPTION COMMITTEE

Mr. and Mrs. Cliff Williams, Spokane

Mr. and Mrs. Paul L. Owens, Boise, Idaho

All Members of the Washington State Auctioneers Association and Washington State Auxiliary.

AUDITING COMMITTEE

Bob Penfield, Bowman, North Dakota, Chairman

Mike Bloomer, Glenwood, Iowa

Ray Gevelinger, Dodgeville, Wisc.

Ralph Horst, Marion, Penna.

William L. Gaule, Chatham, Ill.

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Wendell Ritchie, Marathon, Iowa

Herbert VanPelt, Readington, N. J.

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Paul L. Owens, Boise, Idaho

Wes Wendt, Granger, Washington

FUN AUCTION COMMITTEE

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Bob Musser, Cody, Wyo.

Ron Granmoe, Lindsey, Mont.

Jack Ellis, Lavina, Mont.

John Wert, Burley, Ida.

Joe Yates, Walla Walla, Wash.

Oklahomans Set July For Annual Meeting

By **ROBERT GOSS, President**
Oklahoma Auctioneers Association

Bernard Hart, Frankfort, Ind., Secretary of the National Auctioneers Association, has accepted an invitation to address the Oklahoma Auctioneers Association Annual Convention, to be held in Oklahoma City, Thursday, July 1.

Other interesting and entertaining features are being planned for this all day meeting to be held at Glenn's Steak House in Oklahoma City. All Oklahoma auctioneers and their wives are urged to attend and auctioneers from other states will most certainly be welcome.

Officers for the coming year will be selected during the annual business meeting. This will also be included in the program of the Oklahoma Ladies Auxiliary who will be meeting at the same time and place.

Let's Organize, Publicize, Realize!!

By John A. Overton

Did you ever watch a colony of ants? A single ant couldn't accomplish very much, but organized into a colony they build living quarters, raise cows, food, and live more plentifully and systematically than almost any other form of insect or animal life! The secret of their success is organization. Certain ants do



certain jobs. They all work, work, work for the benefit of the ant colony exclusively.

If every state can organize their auctioneers into a group who will work for the benefit of **all** auctioneers then all auctioneers in that state will profit. If they then in turn publicize the results, the effect will be to multiply the number of sales for all capable auctioneers. The effect of capably conducted sales will help **each** auctioneer in that community. It will help him to realize greater income, greater recognition of his profession, than anything else will do. Results count in any business!

We offer a service that will liquidate merchandise, property, real or personal, faster and more economically, with a larger net return in the shortest per-

iod of time possible. If we can, some way, publicize these results then we can realize more business, more local and national recognition, and more income than ever before.

We make a big mistake anytime we conduct a sale that isn't going to be a good one. One poor sale, regardless of what kind it is, does more harm than ten good sales can overcome. It's the old story—bad news travels fast. Good news is not as interesting! If a sale isn't large enough to make a good sale, if it won't justify sufficient advertisement to insure a good crowd—good prices, why hurt yourself or your profession by taking it?

Every time an auction is held in a community—it either makes more business or it kills some business that would have developed from a good sale.

Be sure of your appraisals. It was brought forcibly to our attention that an appraisal made and forgotten may turn up several years later!

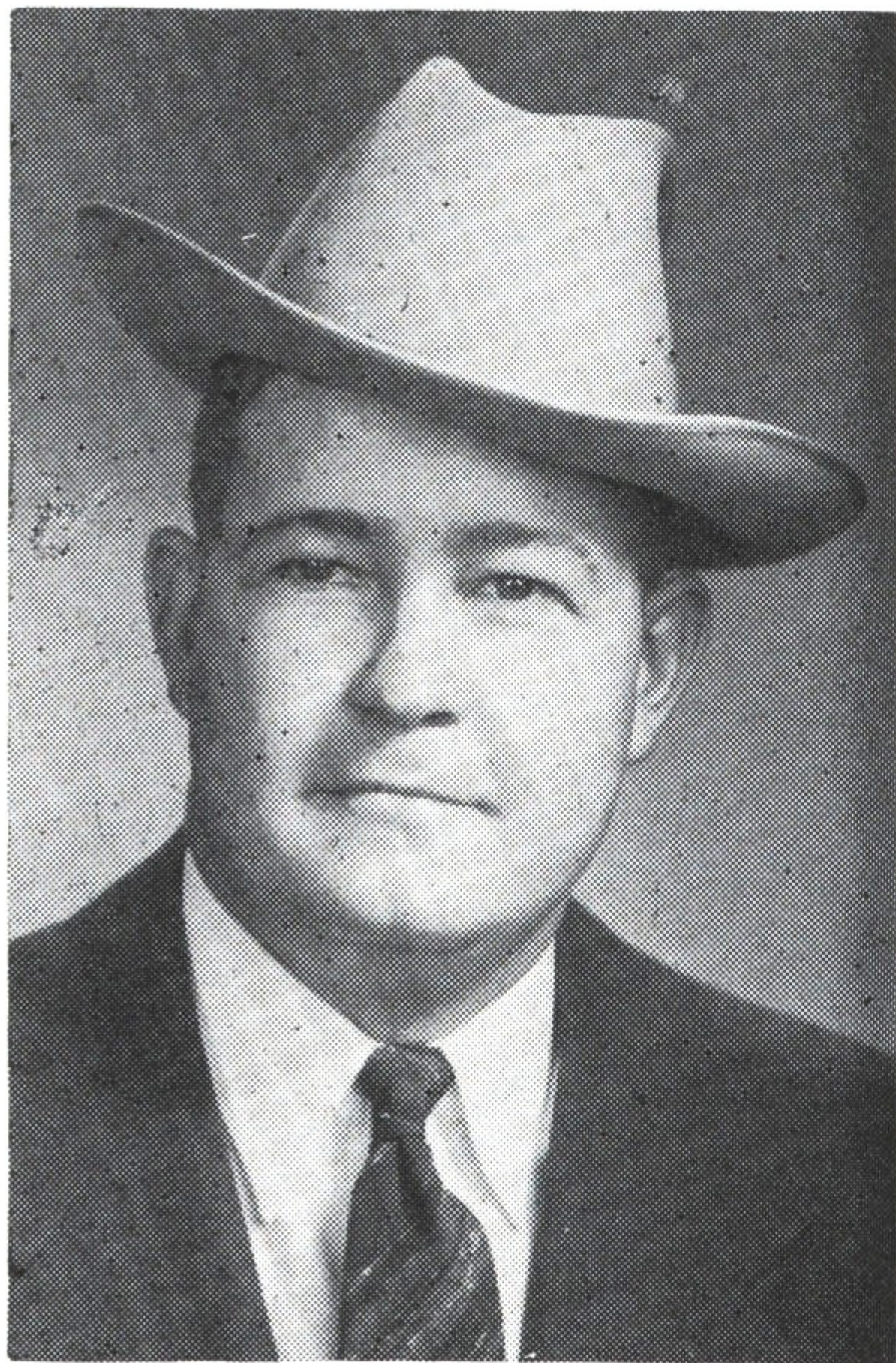
In 1959 we appraised a building (for purchase purposes) for the party wanting to buy the land and building for a different use than the building was suited for! This year we sold the building, at auction, for \$400.00 more than the appraised 1959 price of \$3,000.00. The land had appreciated in price but the building had deteriorated to some extent. It's better to be sure and if you're wrong, be wrong by securing more than the appraisal. No alibis are required and your client is satisfied and happy. His friends will ask him about the sale so be sure he can say, "That auctioneer knows his business. He secured more for me than I expected and much more than I could have sold it for any other way."

Let's get our heads together in Spokane—organization, publication, realization is all possible if you plan the work, work the plan. Better auctions make more auctions for everyone!

Do Not Attend the National Auctioneers Convention - - - If

By Walter S. Britten

- IF you do not desire to support the National Auctioneers Association.
- IF you are not interested in improving the auction profession.
- IF you have achieved perfection and need no further improving in present day selling.
- IF you are a perfectionist and never make a mistake and never let anyone forget it, for goodness sake make a mistake intentionally now and go to the Convention. You will be greatly needed for consultation on your perfected methods.



There is no better time or place than at a convention to discuss your selling competence and survey your methods. The speakers of all the various subjects make themselves available for individual discussions. Why don't you utilize the advantage of such rarely offered opportunities?

My main interest in attending our National Auctioneers Association Conventions is to keep abreast of up-to-date

auction progressiveness, support our association, help promote continued upgrading of our business and to continue increasing my friendship. Each year the convention grows in attendance and the programs become broader with more educational value. The leaders in the auction profession, as in any other business, are always ready to present facts which are valuable to the auction business as well as facts that are infeasible.

As an auctioneer, you are wise if you realize in and what you can do for yourself is but a small deed, what and how you can properly influence others is wondrous. So plan your itinerary and prepare yourself to participate with hundreds of other auctioneers who are willing to put forth the effort, to qualify themselves, and involve themselves to serve the National Auctioneers Association and the Convention.

A good convention requires tremendous preparation! With a large attendance at the convention and participation in the programs, let us all go west and support our association and profession.

Plan your schedule now to be in Spokane, Washington, next month, and we will make the coming convention another BEST.

A LITTLE GIRL approached the wise man of her village. Cupped in her hands was a butterfly. "Is the butterfly dead or alive?" she asked. The wise man was in a quandary. If he said the butterfly was alive, a quick motion of the hands would produce a dead one. If he said it was dead, the girl might release it alive. After a few minutes of thought, the aged wise man, with a twinkle in his eye, replied, "My child-the-answer is in **YOUR HANDS!**" Yes, the answer to the problem of making your association successful will be determined by the vision, the vigor, and the determination with which you try to make it what it ought to be!

Auction - July 15 - 7:30 P.M.

Sale will be held at the DAVENPORT HOTEL,
SPOKANE, WASH., in the Marie Antoinette Room.

Yes, its the ANNUAL FUN AUCTION sponsored by the
National Auctioneers Association.

State associations and individuals who anticipate donating an item for the National Convention fun-auction at Des Moines are requested to verify their intent with the fun-auction committee. This is to give the committee a tentative plan of the nature and quantity of items to be sold.

It is suggested that this item might be a representative product of the particular state from which it comes. The item may be sold by a state officer or other member. Also, some items may be sold by those with two years or less experience, as in other years.

Spokane Weather

By JUSTINE MESSERSMITH

Don't miss the National Convention in Spokane for any reason, least of all, the weather. Spokane has what is generally considered the most ideal weather in the United States. During July and August the area receives approximately 80% of the possible total minutes of sunshine while the average maximum temperature is just slightly above 80 degrees. On our warmer days the relative humidity is consistently below 35 percent during the afternoon with a resulting minimum of discomfort. Nighttime temperatures rarely stay over 60 degrees and are usually in the low 50's. Precipitation during the summer months is very light and infrequent.

Altogether, the combination of mixed dry days and cool nights, combined with lots of sunshine, makes for ideal vacation weather. So go with the ideal vacation weather the Spokane area has to offer. Also the mountains and lakes that



offer the best in recreational facilities.

(Prepared by the Visitors and Convention Bureau, Spokane Chamber of Commerce. Based on information provided

by the U. S. Weather Bureau, Airport Section, Spokane, Washington.)

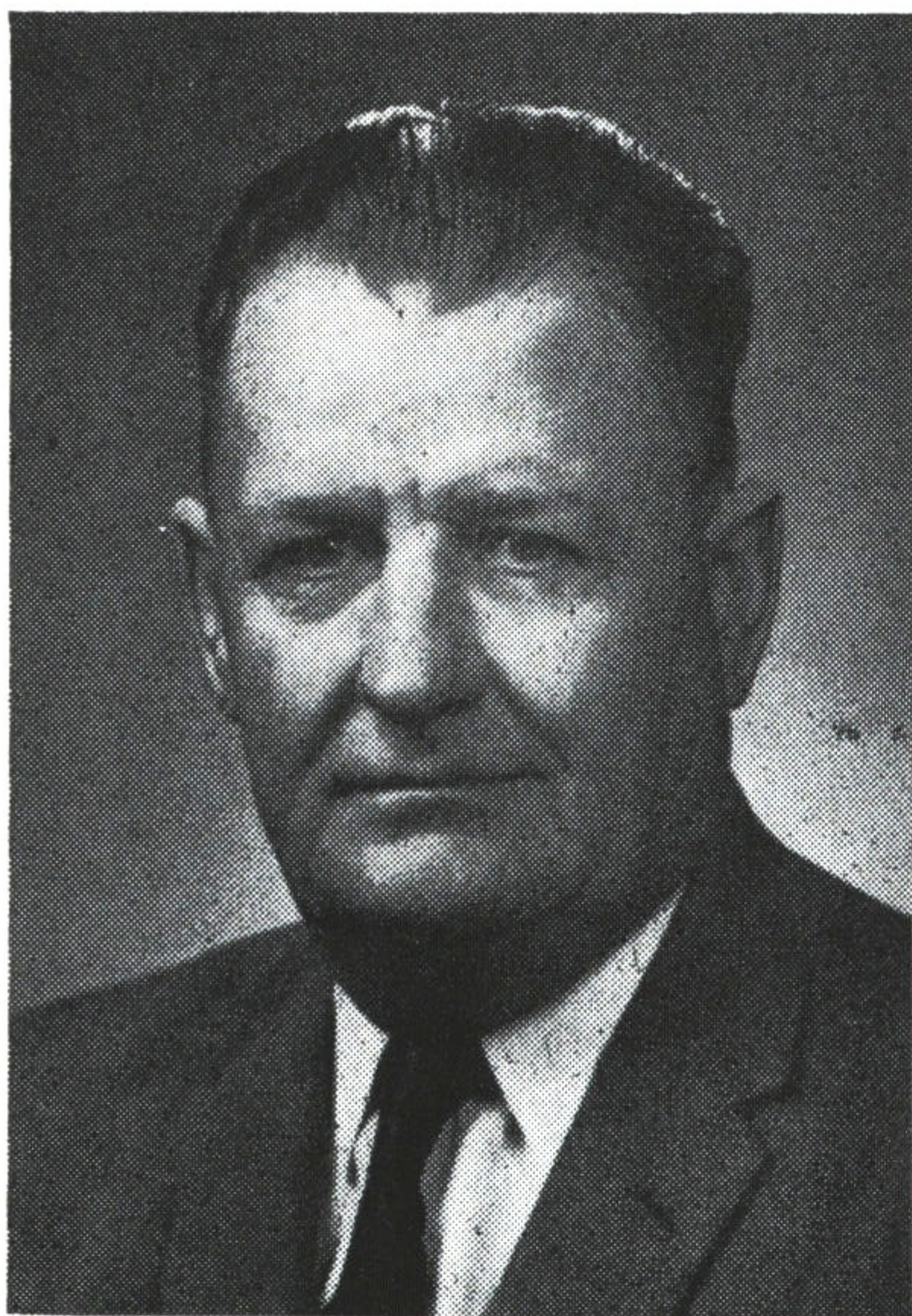
Be seeing you and yours in Spokane.

Vacation In Spokane

By HENRY RASMUSSEN, St. Paul, Nebraska

After a hectic weekend of flood and tornados in Howard County, Nebraska, things are now returning to normal.

With the Nebraska Auctioneers Association Annual Convention over we wish to report a good meeting with an attendance of approximately 90 auctioneers and their wives.



Now, we can turn our thoughts to planning our trips to the National Auctioneers Association National Convention at Spokane, Washington. Why not plan this for your vacation and you certainly couldn't find a better place to spend a couple of weeks in July than in Spokane.

The National Auctioneers Association has come a long way since I joined in 1949. Many auctioneers think that it is a waste of time and money going to conventions but I have certainly enjoyed every one of them. I have missed only one and that was the one held in Buffalo. I know that it has helped my auction

business and I have gotten a lot of good tips and ideas from the conventions that I have attended.

John T. Ryan of Greeley, Nebraska, and I, will fly out to Spokane. However, Doris doesn't want to fly so she is planning on taking a train out. She is planning on stopping in Denver to visit Connie who was married on May 8th, of this year. Connie and Dick are going to be living in Denver for eight months as Dick is being sent to school there by the National Cash Register Company.

I will cut off my ramblings now as like everyone else I am winding up a busy season. Since January 1st I have had 65 public sales and they have run from three hundred sixty (\$360.00) dollars, the smallest one, to one hundred fifty thousand (\$150,000.00) dollars, the largest one. The figures represent the gross sales.

See you all in Spokane.

Livestock Marketmen To Convene July 1-3

KANSAS CITY, MO — Livestock market owners from throughout the nation will meet in Kansas City the first three days in July to plan the kick-off of an industry-wide merchandising drive aimed at an increased volume of market business.

The occasion will be the 1965 convention of the Certified Livestock Markets Association, business trade organization of more than 800 competitive livestock market businesses which feature selling services by auction.

"CERTIFIED LIVESTOCK MARKET" is a trade-mark name that identifies each livestock market business which is qualified in the organization through adherence to a high code of business standards.

On To Spokane

By J. Meredith Darbyshire

Auctioneers throughout North America will converge on Spokane, Washington to attend the National Auctioneers Convention on July 15, 16 and 17.

This convention will afford the members of our association an opportunity to attend the only National Convention of our profession and also combine your business trip with an opportunity to view the wonders of the great Pacific northwest. Yellow Stone National Park is just completing a new airport which will provide facilities for connecting plane trips to view this wonder of our nation. Many other scenic and points of interest will be available to those wishing to combine pleasure with business.

A special invitation is extended to members of our association who have never before attended a National Convention. Spokane will afford those from the west and northwest an opportunity to attend a National Convention in your section of the U.S.A. You will meet professional auctioneers specializing in different fields of our profession. These men who have been successful in the auction business and have taken upon themselves to devote a certain portion of their time and effort to promote our National Auctioneers Association cannot help but impress you as being efficient, honest and ethical. They all follow our National Code of Ethics.

Auctioneers should strive at all times to uphold the honor and maintain the dignity of our profession. It is our duty at all times to stand for the best in moral and civil laws. The professional auctioneer will find his highest honor is a reputation for being an honest, patriotic and loyal citizen and for his fidelity to provide trust and public duty.

Not all members are qualified and equipped to furnish all the various auction services needed by the public. If a member receives an inquiry or assignment which he cannot for any reason give proper handling, he should refer the party making the inquiry either to another member of our association or to our national secretary. Every ef-



fort should be made to see that those coming to the National Auctioneers Association for professional service will receive prompt, efficient service by members qualified to do the type of work involved.

The National Auctioneers Association is composed of men throughout the United States and Canada who offer professional services to the public, banks, insurance companies, estates, the courts and other institutions as well as men who are associated in various federal and other agencies who use the services of a professional auctioneer. There are many common objectives that can be approached on a state and national basis. The Association together with the leaders in our profession keep us informed on current problems and their solutions.

During the years, the National Auctioneers Association has built its foundation of service with its widespread membership in the United States and Canada. Since that time, the association has experienced a steady growth and today it enjoys an enviable position of leader-

REUNION

WESTERN COLLEGE OF AUCTIONEERS GRADUATES

Thursday, July 15, 1965

HALL OF DOGES

Daveport Hotel, Spokane, Washington
9:00 P.M.

(Immediately following the Fun Auction)

Reunion will be held in connection with the
National Auctioneers Convention

JULY 15 - 16 - 17, 1965

ship in the field of auctioneering.

Congratulations to the Officers and Convention Committee for planning such a fine program for our 1965 N.A.A. Convention—See you in Spokane!

Let Us Keep Our Competive System

By C. O. EMRICH, Norfolk, Nebraska

Occasionally we need to be reminded that our American way of life was founded on the basic principles of competition in a "freedom of enterprise" environment. America has been great since the Declaration of Independence was signed.

Why? Because since then we have lived as a free people.

Since that time, in an effort to better the situation for all people, we have passed laws and introduced regulations that have gradually served to strangle this original concept of a free competitive environment.

I recognize the need for much of the legislation which we have heaped upon

ourselves. However, I wonder if we have not reached the point where we should now analyze additional legislation that is introduced as to what effect its passage would have on our free competitive way of life.

It would seem to me that we should now cease to go beyond a point that could reflect an infringement on our general competitive environment. We all know that too many rules in an athletic contest, such as football or baseball, ruin the game for the spectators, and does away with the freedom of demonstrating the natural athletic ability of the individual player.

Let's not allow the passage of further legislation that would go beyond the area of "general ground rules" so that we may keep the competitive atmosphere in which we work.

(Reprinted from LIVESTOCK MARKET DIGEST.)

Belonging to the N.A.A. gives you a chance to use not only the brains you have, but also all you can borrow.

Travel Through Dakota Territory

By Bob Penfield

The April issue of the "Auctioneer" carried a very informative story on traveling West to the National Auctioneers Convention this year by train. If for some reason you intend to travel by auto, and live in the East or South, I'd like to invite you one and all to travel the North Route to the West.

Two very scenic routes will take you through the Dakotas on a trip that you'll never forget. Many miles of open prairie will greet you on either of these splendid cross-country highways. Herds of Antelope, prairie-dog towns, all kinds of game birds and even an occasional coyote or fox can be seen by the wayside as you cross the "Short Grass Country."

Let's take Hiway 12 first. Was known for many years as the "Yellowstone Trail." When you cross the "Big Muddy" (Missouri) River at Mobridge, you'll just be leaving the finest pheasant hunting country in the world. Just across the river, you'll be able to view a monument over the grave of Sitting Bull, one of the greatest of Sioux warriors and Chieftains. You'll be on the Standing Rock Reservation for the next 60 miles and may see some modern-day redmen traveling alongside the highway with a team and wagon, loaded with family and tent, going to or coming from a nearby rodeo. Stop and have a visit. They are all friendly.

Next big town you will come to will be Lemmon, home of one of the world's largest and oldest petrified wood park and museum. Camping facilities are available as are lots of good motels and hotels. By now you are in the heart of the "short grass country," where the finest quality beef cattle are raised along with large fields of Hard Red Spring Wheat.

Next town is Hettinger with a nice little museum housed in a Sod House, like many of the people here today lived

in only a generation ago.

Next is our fine little city of Bowman. If its Monday you can visit our Livestock Market with the auction underway. Close to town here we have large Uranium deposits and a processing plant along the highway just west of town. A few miles farther west just off the highway is old Fort Dilts. At this historic site, the rampaging Sioux trapped a west-bound wagon train only about 80 years ago. Several young soldiers and also some members of the wagon train lost their lives there, and the grassed-over sod embankments are still very much in evidence.

Only a few miles beyond is the picturesque old town of Marmarth, on the Little Missouri. This was once a large cattle shipping point and railroad center, now almost a ghost town. A few more miles will take you into Montana and across the oilfields. Soon you'll cross the Powder River, described by an early day writer as being "a mile wide and an inch deep."

If you should decide on a route farther north, US 10 and Interstate 94 cross North Dakota in about the center and will also provide lots of scenery.

Only an hour's drive off to the north will take you to Garrison Dam, one of the largest of its kind in the world.

Next big town to the west is Dickinson, the "Queen City of the Prairie." This city is noted for having the two largest cattle auctions in the state and they operate weekly on Tuesdays and Thursdays. Just west of Dickinson you'll hit the North Dakota Badlands, and this is certainly the most colorful part of the state. Besides the game animals mentioned before, you may also see some buffalo and a bighorn sheep or two in the badlands.

In the historic old town of Medora, you'll see the remains of the packing plant built by the wealthy Frenchman,

the Marquis de Mores and also his 19th Century ranch home, Chateau de Mores. Medora is also the place where Teddy Roosevelt ranched and hunted before he became President of the United States. His Elkhorn and Maltese Cross ranches are open for inspection.

So either of the north routes you take, be prepared to see some of the most colorful country in the U.S., as what I've briefly mentioned here covers only a small part of your trip. Leave your airconditioner off and take along a few

extra blankets if you intend to camp out. Be prepared to meet some of God's friendliest people and his most unique handiwork on your trip to the 1965 National Auctioneers Convention in Spokane, Washington. See you there!!!

That the moon is high I don't deny;
In fact, I always knew it.
But I do imply it's not as high
As the cost of getting to it.

—Pittsburgh Legal Journal

A Post-Convention Trip To HAWAII !!!

Round-trip jet air transportation from Seattle or Portland . . .

Five nights in either the fabulous new Ilikai Hotel or the exotic Waikikian Hotel (Polynesian style and decor) — additional nights upon request at package plan rate . . .

Round-trip limousine transfers, airport to hotel, luggage handling, lei greeting.

Pearl Harbor cruise on Henry J. Kaiser's Ale Ale Kai V, world's largest catamaran . . .

Seven-course Chinese dinner in Waikiki Lau Yee Chai, world's most largest and most beautiful Chinese restaurant . . .

Half-day circle island tour with visit to reknown Sea Life Park . . .

Kodak Hawaii hula Show entertainment . . .

Based on two in a room, \$292.50 per person. . .

If you are interested in making this trip, be sure and contact:

Robert E. Cole, Jr.

**TIKI TRAVEL
P. O. Box 7095
Honolulu, Hawaii 96814
Telephmone 961 - 616**



Make Plans Now For Great Convention

By COL. POP HESS

The writer finds that it is time to kick off his June column for "The Auctioneer." Here in Ohio we have had some real summer weather. After a long hanging on spring with all kinds of weather in one week, May came in nice and hot. As of date of this writing we have had it from 75 to 88 degrees temperature. The weather report the other day gave Ohio's temperature as 86 degrees and wound up by saying that there was three feet of snow in South Dakota, that the Old Mississippi River was still out of its banks and a flood was running high in Des Moines, Iowa, Jack Halsey's town. I have often in years back told Jack that high water would catch up with him some day.

Speaking of my old friend Jack Halsey, I saw his picture in our May issue of "The Auctioneer." I hardly knew him as that boy is beginning to look very distinctive in his over-the-hill age. A veteran in the auction field, as he is, should be a good instructor in any man's Auction school. This man has even taught the writer a few things about the birds and the bees that I did not know existed, that were workable. One I will never forget was back during World War II. I was riding a day coach one night and found Jack was on the same train in a good Pullman lower with all the comforts of railroad travel. I had argued for hours for such a reservation but had been told that Army, and War Veterans came first, etc., and loyal to my Country, took the old hard day coach with my grip for a pillow. I pressured Jack on who he knew that could give him such a pull and asked him for an introduction. Here is what Jack did for me. He said, "when you call in for a reservation say you are Col. C. M. Hess," and from

then on it worked fine. As Jack would say, No Pull—No Lie, you are a Col. in common way of what is tied on to an Auctioneer. That proved to be most helpful in time of need. Just how this word Colonel got tied onto the Auctioneer I have never really known. I asked Jack one time and he didn't know. I asked my long time friend, the late Col. Perry, about what and why, and he said the only answer he could give was that it stands for what is on the inside of a NUT. No wonder Jack and I did not know the answer. If what Col. Perry said was the correct answer I guess each of us, along with many others, could be very eligible for this title of Colonel. "What does the word COLONEL do for the title of the Auctioneer?"

I have not had too much mail directed to me on what is cooking with or troubling Auctioneers this month. However, throughout the land our busy Auctioneers are winding up a busy winter and Spring run of sales. Ohio, to date, has had its share of good Livestock and General Farm Sales in all divisions with many farms selling under the Auctioneer's gavel, and bringing record prices. It appears that this will be a good year for the Farmer and Livestock Breeders and Dealers. Labor is high in price and hard to get, yet we have millions of unemployed they say. Strikes are numerous, asking for raises, and this has worked back through to increase the cost of food and other products.

People are being requested to retire while still young to make room for the oncoming generation who are educated in striking for higher wages, to raise the cost of the buying power of the retired, and now so-called Senior Citi-

zens. We are reading about Medicare and raising of Social Security. Auto manufacturers are putting more horse power into the motors and giving credit to teen-agers so they can get a car to mow down the guard rails and careful drivers on the highways. Many of our college boys have taken to growing whiskers and creating campus rebellions and etc. All of this in our daily news, mixed with all types of crimes and robberies, makes it a real comfort to know that one is still listed as an Auctioneer.

Even if retired, it is a great comfort to have this fine little publication, "The Auctioneer." It is filled with the business of today as an auctioneer, has food for action in the field of selling and news of our fellow members.

One of our good Ohio Auctioneers spent several hours with me recently. He raised the question of the advantages the auctioneer of today has in action that was long over due. He pointed out that many of our Auctioneers have taken time out to be good State and National Association members. He also deplored the words of some that such associations were out to get tight laws to shut all but a chosen few out of the field. He did stress when such moves were found to be in the making, or did get by, that it was the auctioneers who stayed isolated, that could have prevented the laws had he taken time out to get out, to vote and help hold the line. Who now "hollers" the loudest?

Our good, busy Secretary and Editor of "The Auctioneer," has ground work well laid for our forthcoming annual convention of the National Auctioneers Association. I hear that he has just returned from a trip to Spokane in order to get all the wheels in motion. From the usual grapevine of news I hear that many of our Ohio and Eastern Seaboard boys will be heading for Spokane for the July 15, 16, 17 dates.

The writer would be more than delighted to be out there with you but it is the same old story. Not that I couldn't afford to go, or that I couldn't get a Pullman with the word "Colonel" attached or unattached, but I have the

full knowledge that one who has the most of eighty-five years behind him, that he is better off setting up on Mulberry Hill. Here the bushes are green, the traffic is slow and all conveniences are very near in case of emergency. Yet, I am still much younger than many half my age when it comes to eating. Talking about going reminds me of the time, many years ago, when I was unknowingly invited and attended what turned out to be a hard liquor drinking party. The hostess was surprised to have me advise her that I was a very light drinker and could not indulge as the others would. This generous hostess eased the situation for me by these remarks as they opened up the festivities, "Our good friend Pop Hess who is our guest tonight is not a hard liquor drinker and he is sure all would be very happy to know this as it would leave so much more for the gang present as his capacity intake is very large if he chooses to intake." It wasn't too long until I was alone in way of someone to talk to and this of course gave me a good chance to clean up all the good food some very good cook had prepared for the gang present. Therefore, you will not have me consuming food and taking up space at Spokane that should be filled with persons who should attend the convention. Don't misinterpret my story above that this convention would be any such affair as we all know that those who have attended year after year have had impeccable conduct and our conventions have always received highest praises from the hotel headquarters where they have been held.

The National Auctioneers Association percentage is way over the average of general conventions held. Naturally, this day and age, there will be special invited cocktail parties but not from the main convention set up. In the dining rooms the main liquid will be SPOKANE ICE WATER and they say it is by far the best of all. Really rust proof and pure.

The writer recalls that at a convention at Louisville, Kentucky, a Colonel from Tennessee brought his own water. He said that he was allergic to Ohio

River water.

You will find that this convention is a family convention. If married, bring your Mrs. and children (of any ages) with you. They are all welcome and the officers and committees in charge have left no stones unturned in order to give you a great convention. All entertainment is family style and recreation furnished for the children. Remember the people involved are Auctioneers and their families, where the occupation is Auctioneering and the Auction Way with Totals Sales is the way of living.

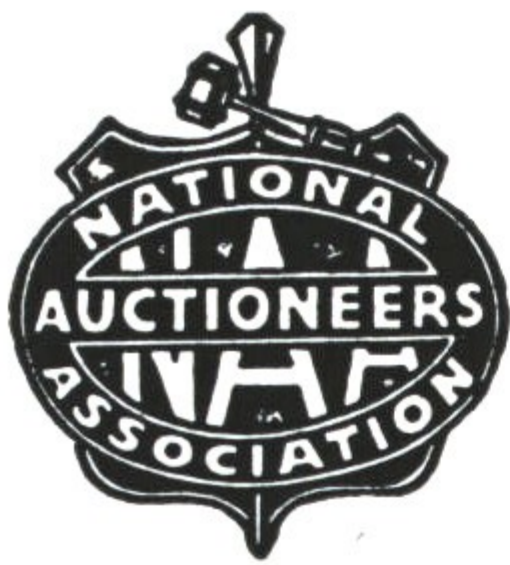
At the convention you will meet auctioneers of all divisions, have a great vacation trip, and return home to kick off your business a much wiser and better informed person in your profession and business. This trip could be a very profitable one. You will hear things not useful to you but there will be many events, speeches, discussions, etc., that you will never see or hear

if you are absent, that will be of great value to you.

At the time of this writing Mom Hess is in the midst of her annual house-cleaning and she is of the old school—soap and brush. I have just told her that I was going to have her made Mrs. Ohio Clean and her reply back is to get that done she would be embarrassed to have folks see her husband—who is not just exactly Mr. Clean in person at all times. So boys, it is back to top of Mulberry Hill till this annual event is over.

Thanks to all for your letters, cards, calls and wish you all a great summer season. Happy to say I am still the old goat FROM OHIO.

The secret of success in money-management is to spend what you have left after saving—not saving what you have left after spending.



Promotional Items

LAPEL BUTTONS: "Dress Up" with this distinguished piece of Jewelry. **\$2.50 each**

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

DECALS — 3 color, reversible, new supply @ **25c each.**

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

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Send your order with remittance to

THE AUCTIONEER

803 So. Columbia St., Frankfort, Indiana 46041

THE LADIES AUXILIARY

Dear Ladies:

Do you realize that there is less than two months left at the time of writing, until convention time. A year sounds like plenty of time to prepare for a convention. But, time passes so fast that you find you have as many loose ends at this late date as you thought you were starting out with last July.

Mrs. Tom Berry, known to most of us as Margaret, is our Program Chairman. She is Past President of the Auxiliary and a great booster for the organization. Al and I made a trip to Margaret's home last week. Margaret and I spent most of our time working on plans for the convention. Of course we reserved time for a good visit. Margaret's daughter was in the hospital in Pittsburgh, and her two small children were in Margaret's care.

The ladies page in the "Auctioneer" this past year has been very slim. I know that each month when you receive

your magazine that the first thing you do is look for the ladies page. — NOTHING!! Who makes this page? You, and you and you. If you don't take a little time to write, then there is nothing, so why don't you make it a habit to see if your letter looks as good in print as you hoped it would. I am sure that it will and this way we can be sure that there is something on the page.

Thanks for all of the help and encouraging letters which I have received. Everyone seems to agree that the days we spend in Spokane will be full of fun and excitement.

I'm looking forward to meeting all of the old friends and many new ones in Spokane. Our two daughters, Sharon and Sandra, who have attended several of the past conventions, are both married and will not be along with us in Spokane. They and their husbands are planning to attend again when the trip won't be so long.

Al and I will be looking forward to seeing all of you at the Davenport Hotel, Spokane, Washington, July 15, 16 and 17.

Sincerely,

Mrs. Albert (Virginia)
Rankin, President
Ladies Auxiliary
to N.A.A.

THE LADIES AUXILIARY TO THE NATIONAL AUCTIONEERS ASSOCIATION

President

Mrs. Albert Rankin, Alger, Ohio

1st Vice President

Mrs. Walter S. Britten,
College Station, Texas

2nd Vice President

Mrs. Wendell Ritchie, Marathon, Iowa

Secretary-Treasurer

Mrs. Harvey Baldwin, Denver, Colo.

Historian

Mrs. Warren Collins, Jessup, Iowa

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Mrs. Margaret Berry, West Newton,
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Mrs. James A. Buckley, Shelbyville,
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Mrs. Lou Stambler, Honolulu, Hawaii

Mrs. John L. Cummins, Cynthiana,
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Mrs. Ernest C. Freund, Fond du Lac,
Wisconsin

Mrs. David H. Tracy, Pavilion, N. Y.

Mrs. Clint Peterson, Webster City,
Iowa

Mrs. Ruth Marks, Abingdon, Illinois

Mrs. Charles Ray Hudson,
Morrisonville, Illinois

Mrs. Robert Penfield, Bowman, N.D.

LADIES AUXILIARY

CONVENTION COMMITTEES

WELCOMING COMMITTEE

All Auxiliary Officers

NOMINATING COMMITTEE

Mrs. John Overton, N. Mex., Chairman

AUDITING COMMITTEE

Mrs. Ernest Freund, Wis., Chairman

GRIEVANCE COMMITTEE

Mrs. Don Standen, Ohio, Chairman

Washington State Auxiliary Formed

By ALBERTA HUDZIAK

On May 2, 1965, the Washington Auctioneers Association and their wives held a no-host luncheon at the Chinook Hotel in Yakima, Washington. A business meeting followed.

This special meeting was held for the purpose of forming the Ladies Auxiliary of the Washington Auctioneers Association.

The charter members of this group are as follows: Mrs. Delia Williams, Walla Walla; Mrs. Madge Williams, Spokane; Mrs. Bobbie Brock, Pasco; Mrs. Nita Yates, Walla Walla; Mrs. Margaret Wendt, Granger; Mrs. Shirley Payne, College Place; Mrs. Beth Fales, Tappanish; Mrs. Maxine Berger, Pasco; and Mrs. Alberta Hudziak, Seattle.

The following officers were elected: President, Mrs. Delia Williams, Secretary-Treasurer, Mrs. Maxine Berger.

The following trustees were elected: Mrs. Margaret Wendt, Mrs. Shirley Payne and Mrs. Bobbie Brock.

Mrs. Bobbie Brock was also elected to be in charge of teen-age activities.

Plans were made that on July 16, 1965, at the Davenport Hotel, in Spokane, there will be a style show following the ladies luncheon.

Iowa Auxiliary Meet Is Well Attended

In spite of rainy weather, and floods in many parts of the State, attendance was excellent for the Spring meeting of the Iowa Auctioneers Association and its Ladies Auxiliary. The meeting was held at the Sheldon-Munn Hotel in Ames, Iowa, on April 25, and it was gratifying to see so many ladies attending.

We enjoyed the luncheon and entertainment with our husbands, then adjourned to another room for our business meeting. President, Mrs. Jay Arnold called the meeting to order, and Secretary-Treasurer, Mrs. F. E. Bloomer gave her report.

Much discussion followed concerning

the necessity for strengthening our organization instead of coasting along on past successes. We want to encourage new people to attend our meetings and to make them feel welcome. It was decided that in addition to the regular features of our Fall meeting, the Ladies Auxiliary will offer door prizes as well as a "mixer" game to help us get better acquainted with each other. We hope that by making the Auxiliary meetings more interesting, some of the wives who have hesitated to attend before will want to come and bring their husbands to the men's meetings.

Mrs. Howard W. Vos
Publicity Chairman

Carlsons' Son Plans Marriage In Fall

Mr. and Mrs. Alex Beste of Center Line, Michigan, announce the engagement of their daughter, Shirley Anne, to Robert B. Carlson, son of Mr. and Mrs. Walter Carlson of Trimont.

Walter Carlson is known to many auctioneers throughout the country as he has been a staff member at the Reppert School of Auctioneering, Decatur, Indiana, for many years.

Queen Is Member Of Auctioneer's Family

Joanne Gavin, daughter of Mr. and Mrs. James F. Gavin, Reedsburg, Wis., was crowned queen of Reedsburg's home and industry show. Miss Gavin's father is a prominent auctioneer and a member of his State and National Auctioneers Associations.

In winning the crown, Joanne won over nine other high school seniors who had been nominated by their classmates. We of the NAA congratulate Miss Gavin.

LET HIM ROUGH IT

"Papa," said the doting mother, "Robert's teacher says he ought to have an encyclopedia."

"Encyclopedia, my eye," grumbled the father. "Let him walk to school like I did."

IN UNITY THERE IS STRENGTH

LADIES AUXILIARY CONVENTION PROGRAM

Davenport Hotel

Spokane, Washington

July 14, 15, 16 and 17, 1965

Auxiliary Chairlady — Mrs. Margaret Berry, West Newton, Penna.

Wednesday, July 14, 1965

3:00 P.M. to 8:00 P.M.—Registration—Mezzanine

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

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

8:00 P.M.—Amateur Contest—W. J. (Bill) Hagen, Billings, Montana,
Master of Ceremonies—Isabella Room.

Entertainment by Washington Indian Tribe.

* * * *

Thursday, —July 15, 1965

8:00 A.M. to 5:00 P.M.—Registration—Mezzanine

12:00 NOON—Luncheon—Marie Antionette Room (with the N.A.A.)

Group singing of Star Spangled Banner

Pledge of Allegiance to the Flag

Invocation Col. Irvin Eilers, Kimberly, Idaho

Introduction of Convention Chairman

Welcome to Spokane—Neal R. Fosseen, Mayor of Spokane

Greetings from Washington State Auctioneers Association—

Col. Si Williams, Walla Walla, Washington

President's Address—Col. John A. Overton

“Auction Sale Management and Advertising”—Col. Norman
Warsinski, Billings, Montana

“Image Building—A Must”—Mr. Edward Wimmer,
Cincinnati, Ohio

5:00 P.M.—Adjourn

6:00 P.M.—Chuck Wagon Dinner—Isabella Room

7:30 P.M.—Fun Auction—Marie Antionette Room

9:00 P.M.—Square and Round Dancing—Isabella Room

IN UNITY THERE IS STRENGTH

Friday, July 16, 1965

- 8:30 A.M.—Continued Registration—Mezzanine
- 9:30 A.M.—“Women and Auctioneering”—A panel discussion moderated by Justine Messersmith.
- 12:00 NOON—Ladies Luncheon—Isabella Room
Style Show—Swimming Pool (Immediately following luncheon)
Annual Business Meeting — Ladies Auxiliary — Isabella Room
Secretary's Report
Treasurer's Report
Report of Committees
Election of Officers and Directors
- 8:00 P.M.—Star studded variety show, presented by the Dave Sobol Theatrical Agency and featuring a great array of talent—Marie Antionette Room.
This is being presented by the Montana Auctioneers Association, the Idaho Auctioneers Association and the Washington State Auctioneers Association.

* * * *

Saturday, July 17, 1965

- 8:00 A.M.—Breakfast for new Officers and Directors—Progress Room
- 2:00 P.M.—Auxiliary President's Acceptance Speech
- 6:30 P.M.—Grand Banquet followed by Presentation of Awards and featured with an address by Don Moos, Director of Agriculture, State of Washington.
- 9:00 P.M.—Refreshments and Dancing.

* * * *

Young People's Program

Entertainment is being planned for the young people of the various age groups throughout the Convention. Special entertainment is being obtained. All Hotel registrants will have access to the Swimming Pool. Baby sitters will be provided for the extreme young in order that their mother's may enjoy the adult programs.

SPECIAL

On Saturday, July 17, there will be a bus leaving the Hotel at approximately 9:30 A.M. This bus will go to Couer D' Alene Lake in Idaho, where the passengers will be transferred to a boat for a cruise on beautiful Lake Couer D' Alene. The bus will return at approximately 5:00 P.M. Tickets for this trip will be on sale in the registration area. Register as early as possible for this trip.

NOTE: This trip is for the Ladies and Young People only.

Going? Going! Gone!

By F. E. "Mike" BLOOMER, Glenwood, Ia.

These words were once heard often from the mouth of the local auctioneer, but today the three words are seldom heard—but as I sit and write they have a different meaning.

Did you notice the punctuation?

Going with a question mark? That means "Are you going to the National Auctioneers Convention at the Hotel Davenport, Spokane, Washington July 15, 16 and 17th?"

The next going with an exclamation point is the answer of a determined auctioneer, who has decided he is going to attend the National Convention and make it a family vacation to the Great Northwest. This man is eager to learn—maybe just beginning in the field of the auction world or perhaps a person who has been in the business for a good many years, but there are still many new ideas and he wants to hear the high professional men speak on the difference phases of the auction world.

Now the gone with the exclamation point is the sign that will be on many an auctioneers office door with this caption "Gone, to the National Auctioneers Convention, be back soon to serve you better."

A little personal touch here, as I shall never forget the first National Auctioneers Convention I attended. Just happened to see a little article in the Omaha, Nebraska paper that such a convention was to be held in that city. I didn't know until then that the Auctioneers of America were organized and so living only some thirty miles away my wife and I drove into the city. Neither she nor I shall ever forget the experience, people were friendly and talked the language you liked—the auction way of selling. Today after these several years these people we met at the first National Convention are among our best of friends. Then I was notified Iowa had a state organization and I decided to attend that, a time now my family and I look forward to twice a year here in the state. Although, I

haven't been able to attend the National each year, as I would like to, due to different circumstances, I felt the years I was absent I was a great loser. The times I have been able to go I have come home "rich" in new knowledge, both from the seminars, a chat with an auctioneer from another part of the country in the hotel lobby or over a cup of coffee at the recess time.

Another phase I like about the "great Convention" is — it is planned as a family affair, to me this adds much when a family is included and is considered as a part of the "team." Doing things together makes for a stronger tie—both in business and in the home.

From all reports in the "Auctioneer" each month it looks like the western boys have a great convention coming up and let me urge you to make every effort to attend—if this is your first time you have a great treat in store, an experience you will never forget and one you will look forward to again, to the "old timers" who attend most of the National Auctioneers Meetings you know there always are new ways and ideas to add to your business enterprise.

God willing, my family and I will see you in Spokane, July 15, 16 and 17th.

Tennessee Group To Convene June 13-14

The resort city of Gatlinburg will be the location of the Seventh Annual Convention of the Tennessee Auctioneers Association. Dates are June 13-14 at which time auctioneers throughout the state will gather at the Mountain View Hotel. Registration will begin at 1:00 P.M., June 13.

A most interesting program is being planned for the auctioneers and their families. All members of the Tennessee Auctioneers Association are urged to attend and auctioneers from surrounding states will be welcome.

IN UNITY THERE IS STRENGTH

NAA CONVENTION

Spokane, Washington – July 15-16-17



Young and old alike will roar with laughter as REX CASTLE and his little people entertain at the National Convention in Spokane. They will be a part of the Friday Night Variety Show.



We didn't get to hold our convention in Hawaii this year but the Dave Sobol Theatrical Agency is bringing a part of Hawaii to us. These authentic Hawaiians present one of the most sought after performances of its type. Conventioneers at Spokane will see this act at the Friday Night Variety Show.

IN UNITY THERE IS STRENGTH



ELLEN SUTTON, top recording artist featured in motion pictures, radio, television and night clubs, will entertain convention registrants at Spokane, as a part of the Friday Night Variety Show produced by the Dave Sobol Theatrical Agency.

NAA CONVENTION

Spokane, Wash. — July 15-16-17

Auctioneering In Virginia Continues Forward Progress

By RICHARD C. WRIGHT, Bridgewater, Va.

The State of Virginia has been auction minded for many years and we, the Auctioneers in Virginia, are striving to give better service as Auctioneers. Sales have been excellent the first four months of 1965. Feeder Cattle are scarce and demand very, very good. The fat cattle market is also up from last year. This always helps the demand and price of feeder cattle. Spring lambs are also in good demand along with hogs, the price on both being much above a year ago. There have been a good number of dairy sales and purebred cattle sales through the State. These sales have also sold well in price with good demand. I am happy to say that Virginia Auctioneers were selling a good number of these sales. Farm Sales and Real Estate Sales are well down in number this spring and this I cannot explain. Tobacco sales were also good last fall.

Virginia is a leader in grading of livestock sold at auction. This includes grading lambs, veal calves, hogs, fat cattle, feeder cattle and calves and pigs. Also the Tel-O-Auction method of selling livestock by telephone has proven to be very successful here in Virginia. This was pioneered here but I don't believe the Tel-O-Auction will ever take the place of bidders and buyers in the sale arena, but it sure saves a lot of time and travel for buyers who are in other states. These buyers like this method of selling and now it appears other states are trying this method.

Automobile auctions here in Virginia have grown in the past few years. Last year I had a chance to get into the field of selling automobiles and having sold only livestock, farm sales and real estate for the past (18) years it wasn't easy for me at first to sell automobiles. I am getting along better now and enjoy it very much. I have learned a lot about selling automobiles from J. Omar Landis and Elmer Murray, who have been com-

ing down to Virginia selling automobiles for a number of years. Also Ted Bowman, a fine young auctioneer from Pennsylvania, comes with Omar and Elmer each week and is helping now to sell automobiles at the Fredericksburg, Virginia, Auto Auction. These fellows are wonderful to work with and are real promoters of the Auctioneer Profession.

The Fredericksburg Auto Auction is now erecting a new building just south of the old location. This will be one of the most modern structures for the use of selling automobiles in the east. It will be open about July 1, 1965. We here in Virginia are fortunate to have this modern business located in our state.

The Virginia Auctioneers Association is going to try next year to present a License Law to the State Assembly for passage. I am chairman of the License Law Committee along with eight other fine Auctioneers who are members of the state Association and I will say that we are going to do our best to present a simple, workable law for consideration and are hopeful for its passage. I also will say that the law will be so written as to not keep any auctioneer from any other state from selling in this state. The only requirement will be that he must be a bonded Auctioneer from his own state and that he register with us. Of course he will have to buy a Virginia State Auctioneer's License. If the town or city where he is selling requires a license he will also have to conform to that regulation. It is not our intention to have a law to keep persons from entering the auctioneering profession but our aim is to upgrade the profession.

Our association believes that if we don't have a part in making our own laws governing our profession, someone else, who is not an auctioneer, will make them for us. We already have laws in this state made many years ago concerning auctioneers and auctions that are

still in force that handicap all of us.

Our State Association is only five years old and already we have made great progress in the betterment of the auction business in this state. We are gaining members each year although we do not, by any means, have all the auctioneres in Virginia as members of our association. I sure wish we did but our goal is that in several years we will have the best part of them as members.

In closing I want to urge each auctioneer who is active in the auction business to join his state organization and also the National Auctioneers Association. Maybe you think that these associations will not help you but believe me, they will sooner or later. Don't forget that united there can always be a great deal accomplished, but divided there will be very little accomplished.

Nebraskans Enjoy A Fine Convention

By Bernard Hart

Meeting at their 17th annual convention, members of the Nebraska Auctioneers Association had another of their outstanding conventions. The meeting was held at O'Neill, Nebraska. On Sunday, May 2, in spite of the extreme location for a good many it was one of the best attending meetings in the organization's history and the program was most outstanding for a State Convention.

After the Board of Directors and various committees had held their meetings in the forenoon, President Dean Fleming called the meeting to order. The Mayor of O'Neill was presented to welcome the guests and the Response was given by Col. Glenn Schwarz of Grand Island. Col. Henry Rasmussen gave the Secretary-Treasurer's Report following which the Auctioneers and guests were introduced. The officers for the coming year were elected before the adjournment for luncheon. Ralph Kuhr was elected President; Glenn Schwarz, 1st Vice-President; Don Werner, 2d Vice-President; Henry Rasmussen, was re-elected Secretary-Treasurer. Named to the Board of Directors were: Bill Day, Loup City; Don Johnson, Verdigre, Gene Marshall, Elm Creek and

Stacy McCoy, Arapahoe, was named to complete the unexpired term of Werner.

Ralph Kuhr presided over the afternoon program which was an array of good speakers. Stanley Oliverious, Albion, Nebr., Attorney gave a very thorough explanation of "The Auctioneer and the Bulk Sales Law." Col. L. Dale Hanna, York told of the "Membership Responsibilities" while Col. Stacy McCoy, Arapahoe, told of the "Opportunities and Responsibilities in Real Estate at Auction."

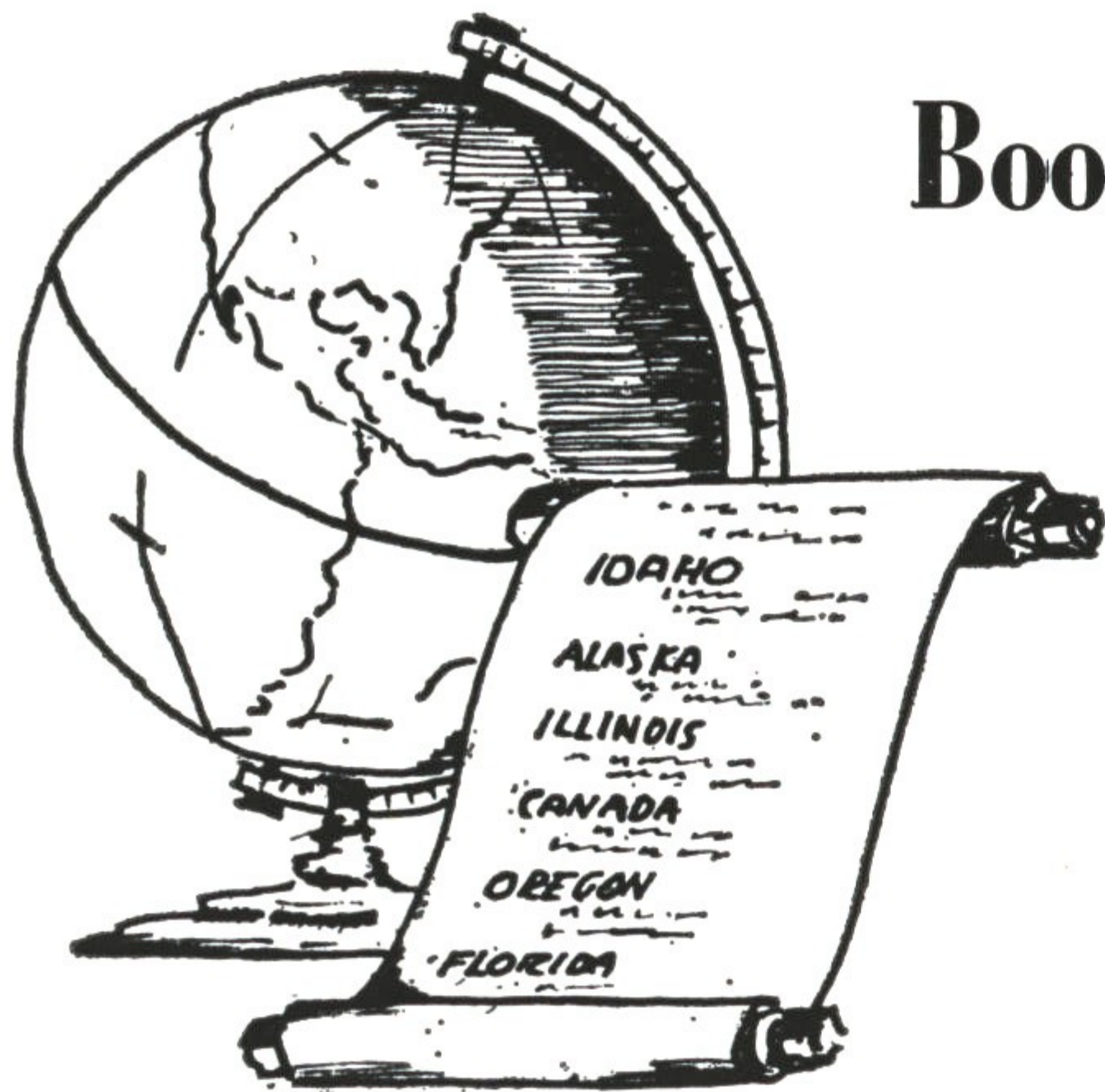
Col. Ralph Kuhr had as title for his address, "How to Work the Ring." "A Glance Back—A Look Ahead" in advertising the Auction Sale was the subject of the talk by Rex Messersmith. Keith Kreycik, Mortgage Loan Appraiser for the Prudential Insurance Company of America explained the "Role of the Appraiser."

The Question Box was the charge of Col. James Martin, Chappell, and proved interesting as usual. His panel members were three real veterans of the Auction business Dan Fuller, Rex Young and Ernie Weller.

Final item of the day was a discussion of the "Changes in Horse Auctions since World War II," led by Col. W. V. "Bus" Emrich and assisted by Ray Flanagan. With live horses these two men explained the unsoundness of horses and where to look for blemishes and defects.

Some 150 persons were served at the evening banquet following which they were treated to an address by Dr. Ray C. Cunningham, Ames, Iowa. Rex Messersmith, Radio Station WNAX, served as Toastmaster of the banquet program which included introductions of the new officers of the Nebraska Auctioneers Association and Auxiliary.

An association is like a computer. When we put in ideas, experiences, problems and then press the right buttons, out come solutions to problems and new and better ways of doing things. But they can't do much by themselves: we have to feed data into the machine, in order to get any answers — and the more we put in, the better. Having one is a source of pride, but it does us little good unless we feed it steadily and use the answers it develops. — Frank J. Moch.



Boosters for 'The Auctioneer'

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

ALABAMA

Col. J. M. Casey—Birmingham
Col. J. P. King—Gadsden
Col. Freeman Smith—Long Island

ARIZONA

Col. Leroy Longberry—Phoenix

ARKANSAS

Col. Milo Beck—Rogers
Col. J. C. Dyer—Nashville
Col. R. E. Harris—Little Rock
Col. J. E. Wilson—Hot Springs
Col. Brady L. Wooley—Little Rock

CALIFORNIA

Col. Bill Arnold—Grover City
Col. Tom Caldwell—Ontario
Col. Keith Cullum—Pomona
Col. Ken Cullum—Pomona
Col. Marsh Dozar—Los Angeles
Col. James Gibson—San Pablo
Col. Phil Hanson—Santa Ana
Col. Harold Henry—S. San Gabriel
Col. Cy H. Jones—Central Valley
Col. Rudy Larkin—W. Covina
Col. Roy Roberson—Grover City
Col. Morris Schwartz—Hollywood
Col. Otto Seeberger—San Diego
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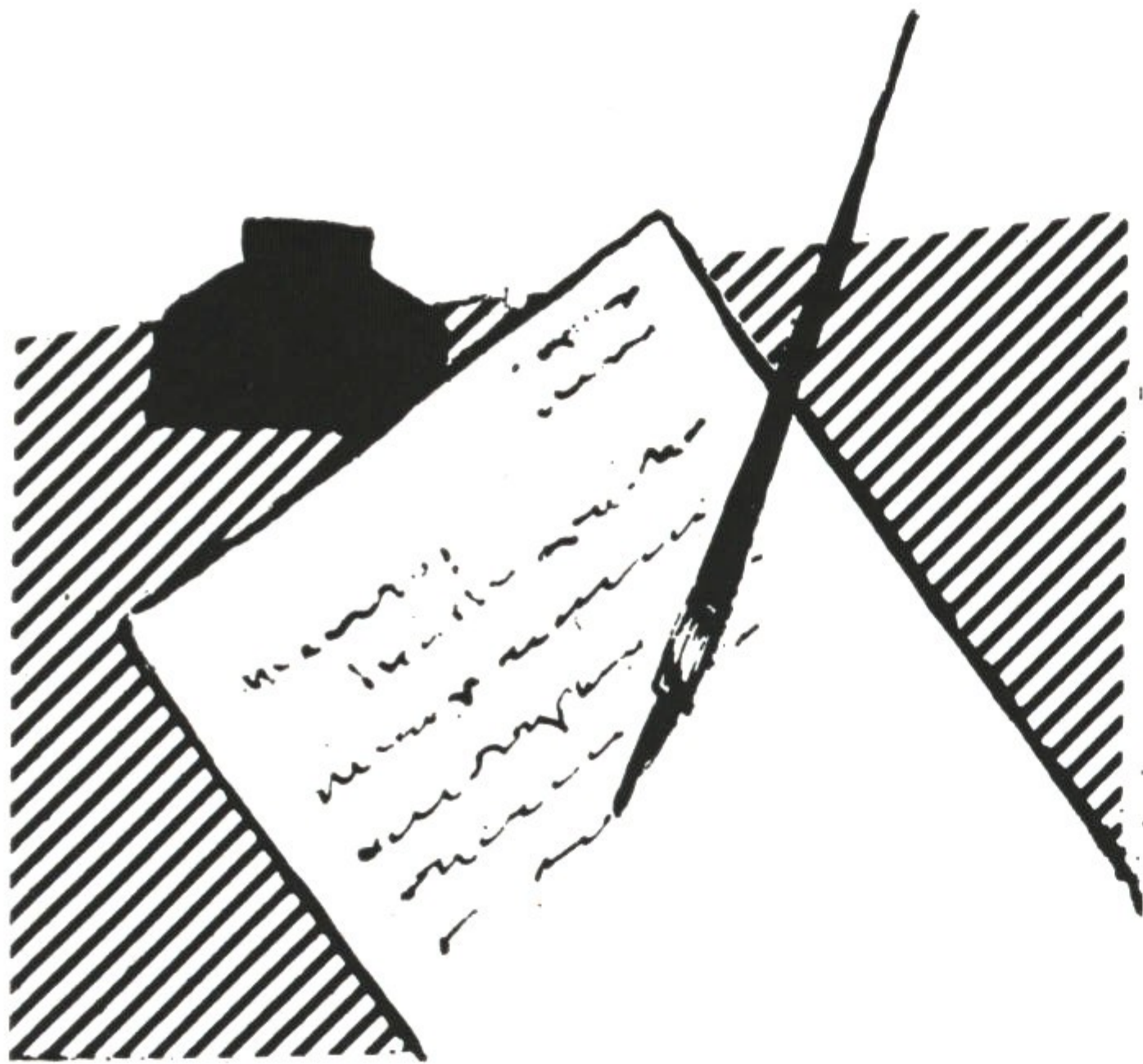
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Col. Paul Brownfield—Riverton

ELSEWHERE

Col. H. P. Higgins, Huntingdon, Quebec
The Ladies Auxiliary to the
National Auctioneers Association

THE MEMBERS SAY . . .



Dear Bernie,

Enclosed is my check for my '65 dues. I would like to pass a word of advice to the young graduates. Don't get discouraged if at first you don't succeed. It sometimes is a hard struggle.

I would like to have a collection of business cards from all fellow auctioneers.

Sincerely,

Marvin Harris

West Frankfort, Illinois

P.S. Down in scenic Southern Illinois.

* * *

Enclosed is my check for dues and booster page.

We have had a good sale run this fall and spring. We have had some farm sales that amounted to \$7,000.00 and quite a few that amounted to \$20,000.00 on up. Prices have been pretty good on livestock also.

It has been dry here and we have only had 2½ inches of moisture in 1965, — but we are still in the Buggy.

Yours truly,

Grant R. Phillips

Wallace, Nebraska

* * *

Dear Colonel:

Enclosing my \$10.00 check so I won't miss the one and only magazine in the world of today.

It sure has helped out on sales of Land and Antique Items.

I had a very large sale last Thursday

and another one set for Saturday, the 15th. The one on the 15th is a house sale. May see you in Spokane.

Yours as ever,

Bill McKay

Great Falls, Montana

* * *

Dear Sir:

Enclosed please find one (\$1.00) dollar for which you will please send me four (4) decals.

My wife and I read "The Auctioneer" from cover to cover and we find it very informative and enjoy it very much.

Many thanks for the good work to all the people on your end.

Sincerely,

James A. Marlowe, Sr.

Warren, Ohio

Girl Scout Jamboree At Convention Time

For those families that have Sr. Girl Scouts the following information will prove interesting. From July 15-28 there will be a campout at Farragut, in north Idaho. This is for Senior Girl Scouts from ages 15 through 17 years of age. There will be 150 Girl Guides from 45 other countries together with nine thousand and Senior Scouts from the United States.

The senior girl scouts will erect a city of 6,000 multi-colored tents in the heart of a 5,000 acre tract at the site of the former Farragut Naval Training Station, in the Idaho panhandle. The area is fifty miles east of Spokane, Wash., on the extreme south end of Lake Pend Oreille.

A year and one-half of planning and work has gone into the preparation for the multitude of facilities needed, roadways, water supply system, visitors parking, security, traffic and fire protection, and sanitation and even a United States Post Office Sub-station.

All activities at the Roundup will be geared to the theme, "Girl Scouting—A Promise in Action" and the slogan, "On the Trail to Tomorrow."

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Roundup days and nights will be filled with a range of things to see and do, from tree climbing contests, log rolling demonstrations, performances by Idaho's Basque Dancers, exhibits of the culture and crafts of the Nez Perce Indians, tours of the Kaniksu National Forest and taking part in the daily round of camping activities.

There are two special events scheduled in the arena which seats more people than the New York City Music Hall, and religious observances are planned.

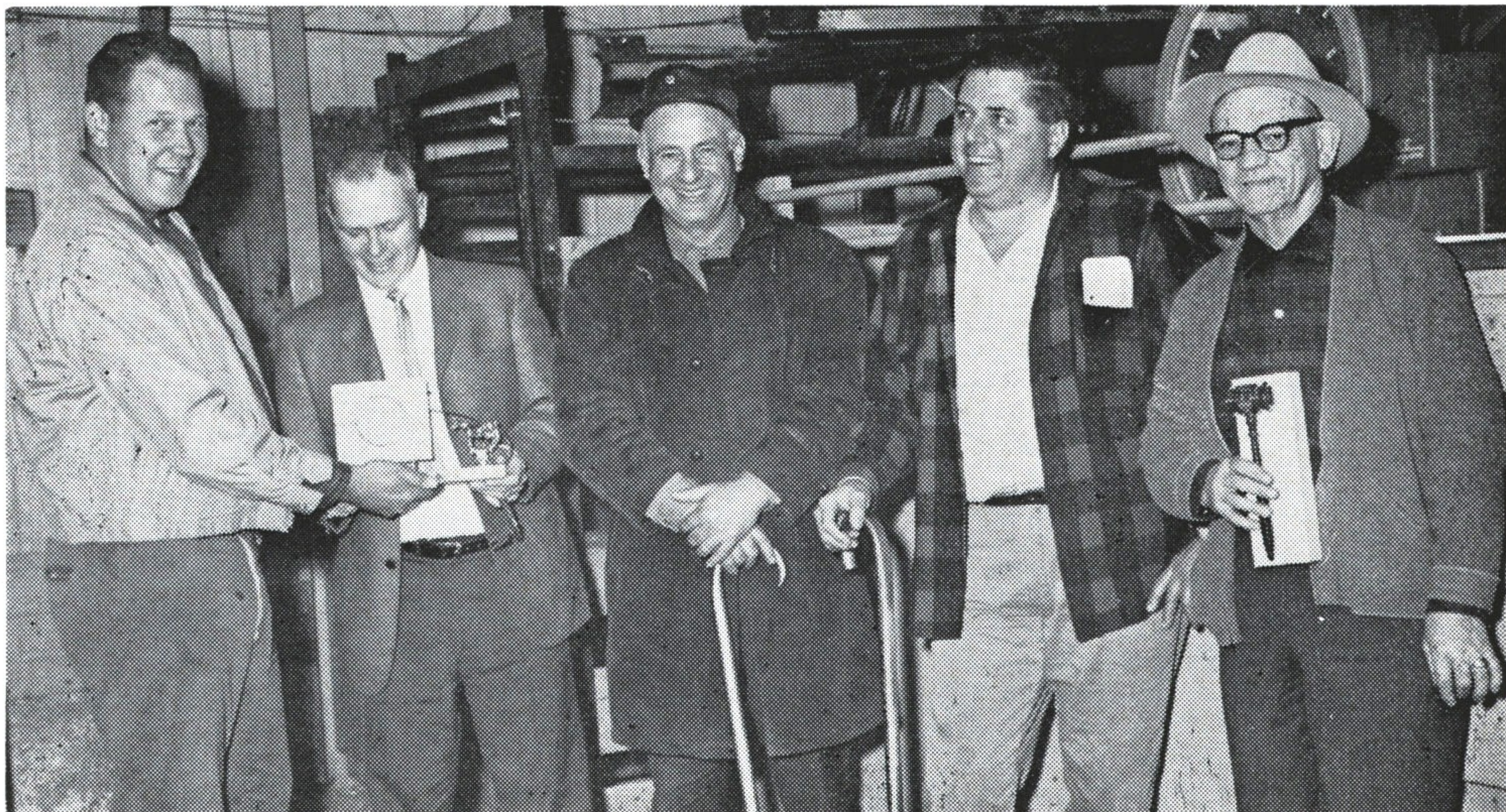
There will be exchange of "potlatch" gifts following a custom of the Northwest Indians. "Potlatches" will be small hand-made articles related to the history of the girls' home regions.

Forums on many subjects will be carried out informally in patrols, troops and camp. The Senior Girl Scouts will be on the trail much of the time as they explore the many trails through forest, meadow and mountain.

ROUNDUP has become a household

word all across the nation since the first Girl Scout Roundup was held in 1956 near Pontiac, Michigan. Although this year's roundup is located in the remote area of the Northwest, communities across the country will know just what is going on almost minute-to-minute. More than 2,000 of the girl campers will be accredited official reporters and commentators for their hometown newspapers and radio stations to send back reports on Roundup life. In addition, specially appointed girl photographers will make a photo record of Roundup to share with their home troops and their community organizations.

The anatomy of an association includes four kinds of bones: (1) wish bones, who want someone else to do the work; (2) jaw bones, who talk a lot but do little else; (3) knuckle bones, who knock everything others try to do, and (4) back bones, who get behind the wheel and do the work.



Morris Weinstein (right), a member of the National Auctioneers Association from Middletown, N.Y., was presented a new gavel in ceremonies commemorating the millionth animal to be sold through the Hackettstown (N.J.) Livestock Auction Market. Weinstein has been an auctioneer at the market for the past 15 years.

Gilbert Taylor, (left) President of the Market, made the presentations including a trophy clock to Joseph Verbert, buyer of the millionth animal; and gold laquered canes to John Mundy of Harry Mundy and Son, and Jack Minsky of Minsky Bros., two of the three firms doing business at the Auction since its founding.

Contest A Great Success For Montana Auctioneers

By R. J. "Bob" Thomas

Montana Auctioneers Association can chalk up it's first Auction Contest as being a smashing success. As I look back on it now it was a lot of work, worry, stress and strain. The rewarding part is that everything came off without a hitch and the Association bank account is in very good shape. Should a state association need funds in their treasury, I strongly suggest that they sponsor in their own state a Champion Livestock Auctioneer to represent their state in the National Contest.

Personally, I would like to see each state send one champion and then the National would really be something to see. After I entered the National Contest at Denver in 1963, I agreed, with all but a couple of points on judging, but maybe running an auction school has made me a little too critical on such things as clarity, rhythm, etc.

My first endeavor after the Spring meeting was to make up a catalog pertaining to the Calcutta (which I will explain a little later) and Contest. I planned on having 500 catalogs in the audience the day of the contest so none would be able to distinguish who the judges were. To offset the cost of printing, I sold ten advertisements to various business firms at \$20 each, giving us \$200 to start the ball rolling. We had agreed, at our Spring meeting, that each auctioneer would have to pay a \$10 entry fee; we have 15 auction markets in Montana, so that is another \$150. We also voted to take 15% of the Calcutta pool to offset expenses and also to assure ourselves of having \$250 for the National in Spokane. The night before the contest, the Calcutta was held in the Northern Hotel.

Each auctioneer sold three new items, such as Navajo rugs, saddle blankets, bridles, and tapestries, then after all contestants had sold, I had them return to the stand and offered each one at public auction. The price range ran

all the way from \$25 to \$500 and the Calcutta pool was \$3,140 of which we took 15% off the top, giving us \$471 in our treasury. We also will derive some money from the profit on the merchandise sold. All in all we now have around \$800 in the account less around \$100 for advertising and incidentals. The Calcutta paid three ways after our cut and it was 50%, 30%, 20%.

In other words should you buy an auctioneer at a small price and then he in return wins the contest, you would have trouble explaining to your tax accountant how you became a millionaire over night. The person that bought the champion received a check for \$1,331 at the banquet after the contest on Saturday night. We were very fortunate to combine the Certified Livestock Auction Markets of Montana and our association together for this event and I suggest that other states do the same.

At our meeting we were informed by our president at that time, Willard Schnell of the Miles City Livestock Auction, that the Auction Markets Association would award \$100 to the champion, so we voted to match this offer with another \$100 giving the champion \$200 to defray expenses for his trip to the National Contest in Kansas City, Missouri.

We had talked of buying trophies for the first three places in the contest. After thinking this over I decided to contact some of the banks here in Billings and see if they would purchase the trophies; here again I hit pay dirt. Kind of reminds you of the old slogan: The harder you work the luckier you get. A silver belt buckle was given by the Billings State Bank, runner-up received a beautiful plaque with a gavel on it from the Security Trust and Savings Bank, and third place prize, a nice trophy, from Larry Karbo's Quick Clerk System.

Now for the judging; no one but my-

self knew who the judges were, not even my wife and this slowed down the love life around our home for a few days. No judge knew who the other judges were. The six judges were selected under the following categories: Livestock Order Buyers, Auctioneer, Farmer or Ranch Feed-lot Buyers, and Packer Buyers.

Another stipulation of the contest was that all entries had to be paid-up members of the Montana Auctioneers Association; this helped build our membership as we wouldn't have had these men if it hadn't been for the contest.

Now for the sale; we had 2,700 cattle to sell that day at the Public Livestock Market Center. At the last minute I was visiting with Marshall Corson, a salesman for KULR-TV, and we first talked of taping the contest, then all of a sudden the conversation changed to live TV. He proposed this to the station and before I knew it he was out selling advertising to the various business firms here in Billings. Six hundred dollars was raised and the contest was televised for four hours with each auctioneer selling fifteen minutes, each to bonified bidders sitting in the seats. As the afternoon went on each man got to sell on a second go-around. The announcer Hugh Bader had never been around livestock before and was about to push the panic button, so I agreed to sit along side him and help narrate the entire program, and Bernie you should have seen me ham it up but good.

After the contest was over we held the Awards out at the Lake Hills Country Club, and here to there was suspense. After being introduced I announced the judges and made them stand until all were on their feet and the applause was terrific. No one but Trudy Gillis from the Billings Livestock Commission Company and Florence Fitzgerald from the Public Market Center knew who was 1-2-3, as they compiled the points after collecting the catalogs from the judges. They put the names of the winners in three different envelopes and I started out tearing open the third place envelope first and so on until the champion was announced and you could have heard a pin drop even

though there were over 200 people in the crowd.

The champion this year will be a judge at next year's contest in Butte, Montana the latter part of April.

Well, this was the Calcutta and contest for the Championship Livestock Auctioneer, State of Montana 1965.

Washington Politico Convention Speaker

Donald W. Moos, Director of Agriculture, State of Washington, has accepted an invitation to address the National Auctioneers Convention at Spokane, the evening of July 17, immediately following the Grand Banquet.



Moos is a "natural" to speak to this group. Early in his life he had contemplated entering the auction profession and is a graduate of the Western College of Auctioneering. He later worked as a livestock fieldman for the WESTERN LIVESTOCK REPORTER.

However, his ambitions turned toward politics and he served four terms as a member of the Washington State House of Representatives. His appointment to his present position came in 1965. He is a past president of the Washington Federation of Young Republicans and was permanent chairman of the State

Republican Convention in 1964 and a delegate to the national convention.

As a public speaker, Mr. Moos is one of the most sought after in the Northwest area. His training and experience provide a substantial background for his speaking engagements and his winning personality is admired by all who know him. Auctioneers and their families are in for a real treat at Spokane, and a fitting climax to a fine convention program.

Santa Gertrudis Sale Nets A Big \$229,900

One of the most successful Santa Gertrudis sales ever held on the Gulf Coast and perhaps in the United States was staged April 12, 1965, at the Nine Bar Ranch in Cypress, Texas.

Thirty registered breeding animals sold for a total of \$229,900.00. Ten fine bulls averaged \$18,210.00 each and 20, 2-year-old bred heifers averaged \$7,966.00 each.

Last year's sale total was \$118,675.00, with the bulls averaging \$6,072.00 each and the heifers \$2,414.00 each. Ranch co-owners Gus Wortham and Sterling Evans of Houston said they were elated by the sale.

Robert J. Kleberg, Jr., president of the million-acre King Ranch in Kingsville, liked what he saw in a bull branded 2190 and paid the top price of \$58,000.00 for him. The price for a Santa Gertrudis was exceeded only by a price of \$59,000.00 paid for a bull in Arkansas several years ago.

The bull Kleberg purchased is three years old and weighs 2505 pounds. Ultrasonic readings show that his rib eye is 26.42 square inches. The King Ranch purchased an animal of their own origin at a dear price. Santa Gertrudis cattle were developed on the ranch in the 1920's and the 1930's. They are a cross between Shorthorns and Brahman and are well suited to hot climates.

Second highest selling bull went to Josey Ranches of Cypress. Ranch manager Al Furnace placed the bid. "We bought him because we liked him," Furnace explained.

Only the elite of the livestock world attended the annual production sale at the Nine Bar. They crowded under a large circus tent erected for the occasion.

The cattle barons sported Stetsons and some wore dark suits.

Winthrop Rockefeller arrived in a small jet from his showplace ranch in Morrilton, Arkansas. The small landing strip at the ranch was crowded with private planes.

A. O. Phillips, a well-known horse breeder from Frisco, paid a total of \$29,000.00 for two bulls to start his herd of Santa Gertrudis. Tom O'Connors, a Boston Architect and Mississippi cattleman, purchased some animals.

Walter Britten, the cattleman's pied piper from College Station, conducted the auction. The crowd roared as prices soared.

Bidding on one bull started at \$3,000.00 and within 30 seconds hit \$13,000.00. Within a minute's time the price had reached \$20,000.00. The cattle were not purchased for show purposes, although they probably will be exhibited at major livestock shows. Their purpose is to produce numerous offspring and guide the destiny of future herds.

Oregon Auctioneer Becomes A Broker

Col. Virgil R. Madsen, Junction City, Oregon, advises us that he has recently passed the Oregon Real Estate Brokers Examination and will be serving The Rasmussen Real Estate Firm as an Associate Broker and Auctioneer.

Col. Madsen, along with his membership in the National Auctioneers Association, is a member of Rho Epsilon Kappa Real Estate Honorary Society, a graduate of the Reisch American School of Auctioneering, Class of 1957, and is the Auctioneer for the Eugene Livestock Auction, Eugene, Oregon.

He has been handling all types of sales: Furniture, Miscellaneous, Farm and Ranch Dispersals and Livestock. He is planning however on concentrating mostly on Dispersal, Livestock and Real Estate Auctions.

ASK THE MAN IN THE MIRROR...



What would the Association be
if all the members worked like me?

Walter Carlsons Note Anniversary

TRIMONT, Minn. — Some 200 friends and relatives called at the Triumph hall in Trimont to congratulate Mr. and Mrs. Walter Carlson on the occasion of their 25th wedding anniversary. Included among the guests were Carlson's five brothers and sisters and Mrs. Carlson's two brothers and two sisters, all residents of the area, and the Misses Shirley Beste and Sandra Wogen of Flint, Mich.

The event was sponsored by the Carlsons' four children; Richard and Robert, who are seniors at General Motors Institute in Flint, Mich.; Mrs. Keith Sager (Lois) who is employed with a Rochester insurance company, and Julie, at home. Julie, a Trimont High School junior, was recently named Girl Stater for 1965.

Ida Sherman and Walter Carlson were married April 16, 1940 at the Little Brown Church at Nashua, Iowa. The Rev. F. L. Hanscom officiated for the ceremony.

Mr. and Mrs. Carlson have lived in Trimont all of their married years except for three years at Mankato.

Carlson has been in the auction and

real estate business for 35 years. He has served as director of the Martin County Historical Society for 16 years and now is serving in the capacity of secretary.

Mrs. Carlson is employed as bookkeeper for Triumph Implement Company for 15 years.

They are members of First Lutheran Church in Trimont where their daughter Julie has been organist for five years.

Col. Carlson has been Advertising and Publicity instructor at Reppert Auction School since 1937. He is a January, 1926, graduate of the school.

Cultural Interests Zoom In U.S.

Americans should chide themselves no longer about their countrymen's indifference to the finer things in life. In fact, a "cultural explosion" is sweeping the United States. Its extent was surveyed recently by the American Society of Travel Agents, which bases its members' market potential on discretionary income and how it is spent. Here are some of the findings:

Twice as many Americans attend concerts and recitals as go to major league baseball games. Theatergoers outnumber the combined total of golfers, skiers, boaters and skindivers. There are more piano players than licensed fishermen, and more artists than hunters. All told, the country has 52 million amateur photographers, 32 million who play musical instruments, 10 million whose chief hobby is painting, and 500,000 amateur actors.

In 1961, the last year for which statistics are available, Americans bought over 716 million books, an all-time high. Purchasers of tickets, objects and tools in the arts doubled between 1953 and 1960 — twice the growth rate in any other recreational spending and six times the growth rate in spectator sports. And 1.2 million citizens are expected to travel abroad this year.

A man is known by the company he thinks nobody knows he is keeping.



ILLINOIS AUCTIONEERS ASSOCIATION EXECUTIVE BOARD IN ATTENDANCE AT ANNUAL SPRING CONVENTION

Pictured above are members of the Illinois Auctioneers Association Executive Board who were present at the Annual Spring Meeting held in Pekin, April 23. From the left, they are: Mike Fahnders, Pekin, Convention Chairman; Gordon Bauer, Topeka; Dwight Knollenberg, Mason City, Vice President; Harold Hilliard, Greenville; George Cravens, Williamsville, Fall Convention Chairman; William L. Gaule, Chatham, President; Edward Bilbruck, Chicago, Secretary-Treasurer; John S. Kasten, Virden; Virgil Scarbrough, Quincy; Charles Knapp, Cissna Park.

Illinois To Invite National Convention

By WILLIAM L. GAULE

The Pekin Elks Club was the scene of the Illinois Auctioneers Spring Convention held on April 25, 1965. Col. Mike Fahnders and his lovely wife, Doris, served as host to the Auctioneers and families in attendance. A wonderful smorgasbord dinner was prepared and according to the comments held afterwards was a tremendous success for meal planning.

A spirited business meeting was held immediately after dinner with President William L. Gaule presiding. A motion was made and seconded that the Illinois Auctioneers make a formal invitation to the National Auctioneers Association to host the 1967 National Convention. This motion was passed unanimously by the membership. A floor debate developed on the city to be suggested for the proposed convention site and after much discussion a vote was taken and the City of Chicago was finally selected by a majority vote. Col. Ed Bilbruck was selected to head a committee to propose Illinois as the Convention State for 1967, along with Charles Knapp and A. C. Dunning.

A motion was made that the membership give consideration to raising the State yearly membership dues to \$10.00 per year. This motion was tabled and will be brought up at the fall convention.

Col. and Mrs. George Cravens of Williamsville were selected as Chairman and Chairwoman of the Fall Auctioneers Convention to be held on October 30 and 31 at the Leland Hotel in Springfield. Col. Cravens stressed that the Association will go all out to have the biggest attendance and best program ever at the two day convention.

An auction will be held on Saturday night with a lot of donated articles by local merchants with the auctioneers taking turns at the selling block. All members are asked to bring something of value with them for the Saturday night auction. This auction proved so popular last year that everyone in attendance has asked to have it repeated. How often do you get to hear 75 to 100 auctioneers sell in one night?

The Illinois Association was honored to

have Bernard Hart, National Secretary, in attendance. Colonel Hart gave a very interesting address on what associations can do for their members.

President Gaule asked everyone to mark their calendars for October 30 and 31, as the Fall Convention dates.

Directory Compiled Of Organizations

KANSAS CITY, MO . . . A comprehensive, May 1 edition, directory of livestock trade associations and related industry organizations has been compiled and distributed by the Certified Livestock Markets Association.

Listed with office addresses and executive officers are a total of 241 organizations. These include all those of an industry or professional scope. State organizations are included but limited to species of commercial livestock, competitive livestock markets and meat packers, as recognized by their respective industry trade associations.

The directory has been compiled as a public service. Complementary distribution has been made by the markets association to those organizations listed. According to that association's officials, the undertaking has been done, "with the belief that such reference improves communications between such groups from which a greater mutuality of understanding will continue to grow."

This is third edition of the directory which the business trade association has distributed. The Association itself is made up of more than 800 trade-mark name "CERTIFIED LIVESTOCK MARKETS" and their state organizations.

Additional copies may be obtained by other interested firms by writing its offices at 320 VFW Building, Broadway at 34th, Kansas City, Missouri, and enclosing \$4.00 to cover the additional costs of publication and mailing.

ANTIQUE CRAZE

I cured my wife of the antique craze
With a birthday present. You see,
She told me her wish; she wanted a car,
So I bought her a Model T!



Louis L. Stambler, (right) eminent Honolulu auctioneer, receives "Sword of Hope" emblem from American Cancer Society Public Relations Director, Frederick Bethel. Mr. Stambler has been voted to membership on the Board of Directors of the Oahu Unit of the American Cancer Society, Honolulu. Stambler is a member of the Board of Directors of the National Auctioneers Association.

Cancer Fund \$6,000 Richer From Auction

Louis L. Stamber, Honolulu, reports that the auction for the benefit of the Oahu Unit of the American Cancer Society, held March 20, at the Banyan Court of the Moana Surf Rider Hotel, netted \$6,000.00.

This auction has been held for the past four years and has netted, upwards to \$13,000.00 for the Cancer Society. This has given substantial support to the Society's three-fold program of Education, Research and Service in the 50th State.

Merchandise for the auction was contributed by local business firms and included hundreds of items ranging from beach sportswear, packaged confections, weekends in resort hotels, night club visits, tours, comeras, portable typewrit-

ers and even accomodations in Las Vegas.

This prominent Honolulu auctioneer, Col. Stambler, is a well-known figure to Island visitors and a past president of the Waikiki Lions Club. He was joined in this fund raising effort by William Foster, President of Malia Hawaii, Inc., as co-chairman.

Colonel Stambler has also informed this office of being made President of the 4-H Advisory Council on Beef and Dairy Cattle Round Up and Auction, of being made a director of the Hawaii Cancer Society, and also that he held an auction on May 1, 1965, for the Lions Club. This auction was held for benefit of the blind children.

Our hats off to a busy auctioneer and director of NAA, who has given so much of his time and ability to these service organizations.

Iowans Meet, Plan At Spring Assembly

The Iowa Auctioneers Association held its Spring meeting at the Sheldon-Munn Hotel in Ames, Iowa on April 25, 1965. Even though the weather was cold and rainy there were over eighty in attendance. Registration started at 10:30 A.M. and at 12:00 noon a turkey luncheon was enjoyed by all with Col. Leon Joy giving the invocation.

After a warm welcome by Mayor Pearle P. DeHart of Ames, and the introduction of guests, auctioneers, and families, all were entertained by D. Mordini, National Champion Accordion player. For a boy of 17, he was an outstanding entertainer.

An address was enjoyed by Joseph E. Bierce, Instructor of Speech, from Iowa State University.

An auctioneer contest is being planned with a lot of interest by the group. Clint Peterson of Webster City is Chairman and Geo. Yancey of Ottumwa, will be Co-chairman of setting up the contest.

It was agreed that the Fall meeting will be Saturday and Sunday, the 30th and 31st of October with the place to be named later.

Lennis Bloomquist,
Secretary - Treasurer

Sales Specialists Featured At LMC

Kansas City, Mo. — Herbert True and Fred Klemp, the nation's foremost merchandising specialists, will conduct an "old-fashioned sales revival" on competitive livestock marketing as one of the features of the forthcoming Livestock Marketing Congress.

Dates for the industry-wide event in Kansas City are July 1-3. It is conducted by the Certified Livestock Markets Association, business trade association of more than 800 livestock auction market businesses.

Special material for the sales presentation is being gathered by questionnaire

from the Certified Livestock Markets, according to Association officials.

The presentation will be staged in keeping with the "livestock merchandising" emphasis to the Congress and will be made Saturday morning, July 3. It precedes the finals of the World Champion Livestock Auctioneer Contest which is also an annual feature.

True and Klemp maintain a full schedule for their individual appearances before sales-minded organizations in their specialities of sparking new ideas. They are also well recognized for their hard-hitting facts as consultants to management in merchandising.

This is the second appearance of the top team in the field with marketmen. They first appeared at the Livestock Marketing Congress two years ago.

Wisconsin Meeting Set For June 9, 10

Members of the Association of Wisconsin Auctioneers Association will hold their annual convention on June 9 and 10, at the Whiting Hotel, Stevens Point, Wisconsin.

John L. Freund, association secretary, reports that an outstanding program has been prepared by the officers and directors. The Wisconsin meeting is always one of the better State Conventions and one of the few that is held on a mid-week day. Attendance and program have been consistently good and all Wisconsin Auctioneers should plan to attend with their wives.

BUILT FOR THE JOB

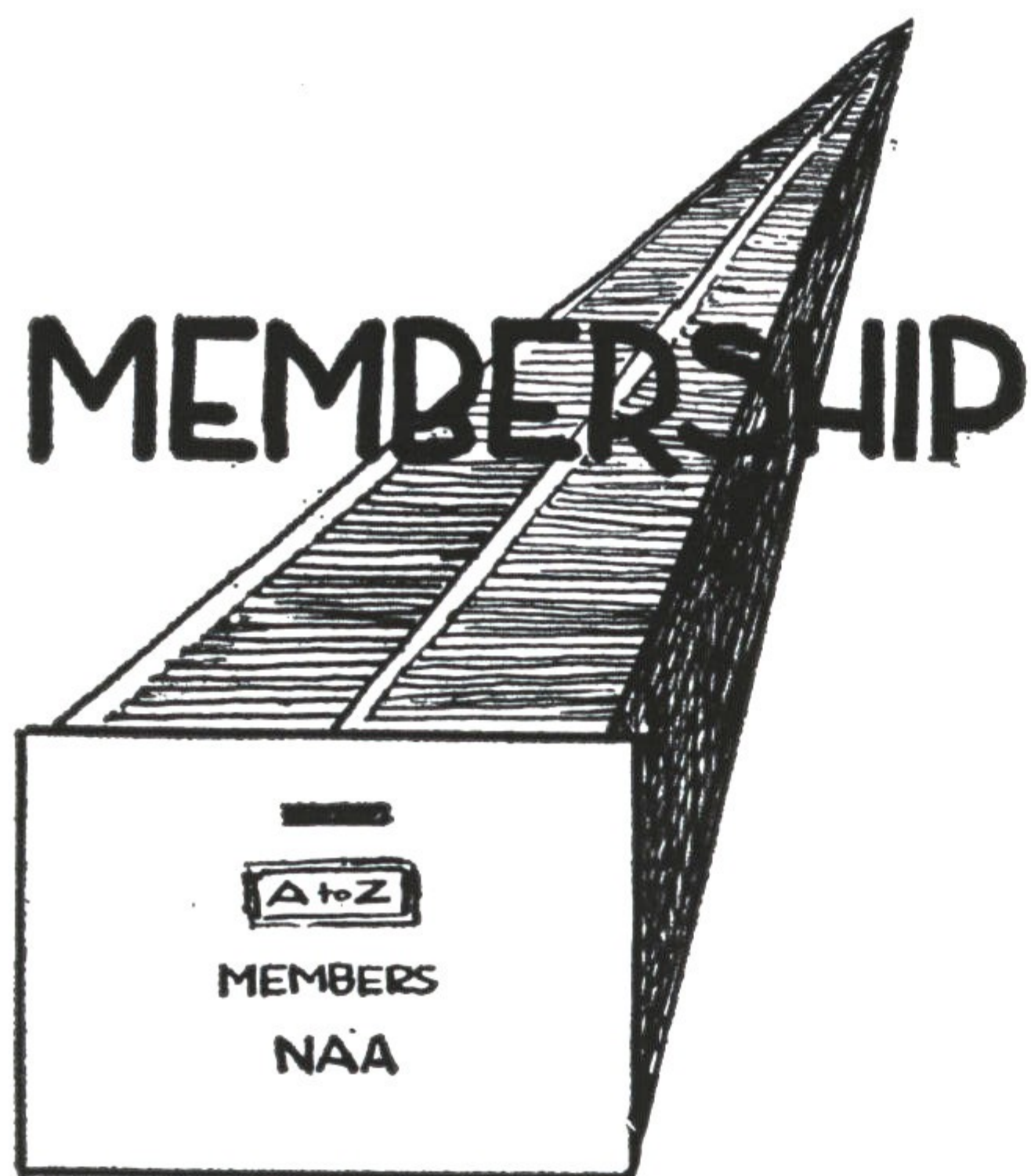
A casting director of a big Hollywood studio was interrupted by his secretary, who said, "There is a man outside who insists upon seeing you immediately."

"What does he do?" said the casting director.

"He tells me," said the secretary, "that he specializes in sticking his right arm into the lion's cage in big jungle pictures."

"That sounds interesting," said the director. "What does he call himself?"

"Lefty," said the secretary.



*Memberships Processed
April 16 Thru May 15*

J. C. Lumpkin, Oklahoma
 Paul W. Leiker, California
 Ray H. Feragen, Montana
 *Johnnie Kujath, Montana
 Gus Bender, Montana
 Pat Goggins, Montana
 O. D. "Jack" Ellis, Montana
 Walt Roat, Michigan
 John Beswick, New York
 Fred Bretto, Illinois
 James C. Davis, North Dakota
 Armon H. Wolff, North Dakota
 Clifford D. Dablow, North Dakota
 *Jerry Schnell, North Dakota
 Edward J. Kaye, Michigan
 Fred J. Daniel, New Jersey
 Arthur B. Albaugh, Ohio
 A. F. Strawser, Illinois
 S. U. Wilson, California
 Earl G. Wieman, South Dakota
 James J. Sykora, Michigan
 Millard F. Merrill, Ohio
 Cy H. Jones, California
 Jack Berg, California
 Art Feller, Illinois
 *Daniel S. Miller, Pennsylvania
 *Leo Jesion, Pennsylvania
 *George Deibert, Pennsylvania
 *Joseph A. Coccia, Pennsylvania
 *Ralph R. Wenrick, Pennsylvania
 *John Morykan, Jr., Pennsylvania
 Albert Breecker, New York
 Martin Fein, New York

Robert L. Hancher, Indiana
 Ross Kemp, Ontario
 *O. L. Henson, Texas
 James E. Allen, Illinois
 Elbert Whelchel, Indiana
 D. E. Bumpass, Virginia
 Kenneth M. Rice, New York
 Edward B. Ray, Arkansas
 *Donald K. Wilson, Arkansas
 J. C. Dyer, Arkansas
 H. Paul Peacock, Arkansas
 James Seastrunk, Arkansas
 Howard E. Rogers, Arkansas
 Kenneth Davis, Arkansas
 Lawrence Verkler, Arkansas
 James E. Wilson, Arkansas
 Wm. H. Knight, Arkansas
 Ralph E. Harris, Arkansas
 Virgil Irwin, Arkansas
 Milo Beck, Arkansas
 Chester D. Klemans, Indiana
 Bob Force, Wyoming
 *Kenneth Martin, Pennsylvania
 *Kenneth Miller, Pennsylvania
 John L. Jackson, Illinois
 John F. Wagster, Missouri
 B. Ward-Price, Ontario
 Amos M. Wittmer, Indiana
 Ronald I. Tull, Virginia
 Francis L. Chromy, North Dakota
 Marvin Harris, Illinois
 Louis J. Marion, New York
 Ted McDougald, Saskatchewan
 Howard F. Coton, Illinois
 *Gordon Bauer, Illinois
 *Albert Henthorn, Indiana
 *J. D. Campbell, Indiana
 Paul W. Lavengood, Indiana
 Helen M. Schumacher, Missouri
 J. L. Henderson, Mississippi
 Hugh Simpson, North Carolina
 W. G. Haun, Oregon
 Max E. Reno, Iowa
 *Dick F. Young, Ohio
 Cecil Johnson, Kentucky
 Hazel Brooks, Kentucky
 William Hernandez, New Mexico
 C. William Cubberley, New Jersey
 James K. Thompson, Illinois
 James E. Mullins, Virginia
 Max Pollack, Rhode Island
 C. Roger Lewis, Kentucky
 Stanley Fritz, Kentucky
 Manuel C. Staton, Kentucky
 Norman B. Hudson, Kentucky
 George Swinebroad, Kentucky
 Richard Hargan, Kentucky

IN UNITY THERE IS STRENGTH

Henry L. Hodges, Kentucky
 Julius Wise, Kentucky
 Raymond C. McConnell, Kentucky
 * Raymond L. Boring, Sr., Ohio
 Sidney White, New York
 Jack Reedy, Maryland
 H. S. Beeney, Illinois
 Leo D. Neilan, South Dakota
 Fred W. Radde, Jr., Minnesota
 Marsh Dozar, California
 Don Millspaugh, Indiana
 Alfred A. Boss, Iowa
 Warren Collins, Iowa
 Ronald C. Hudson, Missouri
 Dean Cates, Missouri
 Dale Brown, Arkansas
 *Danny James, Arkansas
 Bill Glover, Arkansas
 Lloyd W. Anseth, North Dakota
 John L. Leibel, South Dakota
 Loren Albrecht, Iowa
 Franklin J. Wilkerson, Kentucky
 Bennie J. Wilkerson, Kentucky
 John S. Baldwin, Kentucky
 Don Burke, Kentucky
 Ben Miller Osborne, Kentucky
 Arthur Everman, Kentucky
 Billy Kachler, Kentucky
 W. R. Walters, Kentucky
 Haskel Stratton, Kentucky
 Wallace McCord, Kentucky
 James L. Kachler, Kentucky
 A. T. Rose, Kentucky
 Thomas Watson, Kentucky
 George Scott, Jr., Kentucky
 *Wm. "Bill" Kurtz, Kentucky
 Hugh B. Standiford, Kentucky
 *Charles Switzer, Kentucky
 Cecil D. Myers, Oklahoma
 Paul Herron, Jr., Kentucky
 Merle D. Straw, Jr., New Hampshire
 Bernard P. Day, New York
 *Otto Seeberger, California
 Craig S. Britton, Montana
 *Fritz Hoppe, Montana
 *Bob Place, Montana
 Gordon Gross, Montana
 *Lee Hestiken, Montana
 Bert Boughton, Montana
 Kenneth Youngland, Montana
 *Kenneth Thompson, Montana
 Fraisor Reesor, Kentucky
 Howard Staton, Kentucky
 Howard Cox, Kentucky
 *Philip Brinkmeyer, Iowa
 Henry Howes, New York
 Howard Hartung, Colorado

Virgil Madsen, Oregon
 C. Torgeson, North Dakota
 Edward Schmaedeke, Illinois
 E. M. Meacham, Texas
 *J. Kent Pfaff, North Carolina
 *Clyde Bush, Montana
 Burl Selby, Iowa
 *Robert L. Wacker, Kansas
 *Dewayne Anson, Nebraska
 Ray Augustine, Nebraska
 George Albright, Nebraska
 Rex Anderson, Nebraska
 Henry Buss, Nebraska
 Scott Barr, Nebraska
 Leslie Cornwell, Nebraska
 E. A. Camfield, Nebraska
 *Darold Conkel, Nebraska
 Albert Christensen, Nebraska
 R. E. Connealy, Nebraska
 Walter F. Conyers, Nebraska
 Donald Conyers, Nebraska
 Charles Corkle, Nebraska
 Kenneth Duer, Nebraska
 Franck Diercks, Nebraska
 Bill Day, Nebraska
 W. V. Emrich, Nebraska
 Dean Fleming, Nebraska
 Pete Fowlkes, Nebraska
 Walter E. Frickey, Nebraska
 Dan Fuller, Nebraska
 Blaine Farrar, Nebraska
 Ray Flanagan, Nebraska
 Dick Grubaugh, Nebraska
 Marvin Grubaugh, Nebraska
 John Gallaway, Nebraska
 Merlin Grossnicklaus, Nebraska
 Charles C. Gannett, Nebraska
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 *Tom Hawkins, Nebraska
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 Don Jensen, Nebraska
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 Richard Kane, Nebraska
 *Dean Kinney, Nebraska
 Jerry Kelley, Nebraska
 Lyle Knott, Nebraska
 Ralph Kuhr, Nebraska
 Orville D. Lage, Nebraska
 *Don Landenberger, Nebraska
 Marvin Larsen, Nebraska
 Ed Lightner, Nebraska
 Gene Lenhart, Nebraska
 Dean Martin, Nebraska



The Gannon Museum Of Wagons

By PAUL L. OWENS, Boise, Ida.

Every Auctioneer is a walking blue-book on matters relating to antiquity. A visit to the Gannon Museum of Wagons at Mabton, Washington, a few miles from Spokane, offers a refresher course to Auctioneers.

The above picture of "Doctor Bill" Gannon and the shelved background will lend some small clue as to the accumulated knowledge, background and authority behind the assembling of this outstanding collection of horse drawn vehicles. "Doctor Bill" is 45, father of three, and son of the late Louis Gannon who passed away in 1961. Doctor Gannon is believed to be the first person to have gained a P.H.D. on the Art of Carriage Design and Construction. This degree was conferred upon him in 1960 by the University of Iowa.

At the museum you will not only see Stage Coaches, Conestoga Wagons and other relics of overland travel but also

many fine Carriages, that are masterpieces of Yankee Craftsmanship. A revelation to youngsters, a pleasure to oldsters and a unique source for study art appreciation. "Doctor Bill" is not only a successful Hop Farmer but an artist, student and a connoisseur of antiquity.

Plan to make the Gannon Museum a must when you visit the State of Washington in July.

FIRST THINGS FIRST

Two Boy Scouts appearing before the troop committee to be examined for advancement from tenderfoot to second class were asked to explain the mouth-to-mouth method of artificial respiration.

One of them began his explanation: "You take one hand and hold the victim's nose. And with your other hand you open his mouth and remove his bubble gum . . ."

Value Of Competitive Livestock Marketing

KANSAS CITY, MO. — Selling the value of competitive livestock market services was underscored as one of the foremost objectives of the Certified Livestock Markets Association at the April meeting of the organization's Livestock Market Council.

W. H. Hodges, President, Alexandria, Louisiana, stated at the conclusion of the meeting that "the real values and added



The day was bitter cold, the buyers were a little backward, but one of the world's best Hereford auctioneers mounted the block with a smile and a look of determination. We felt a little sorry for the Col. but as usual the old pro let the hammer down without any nonsense, got the prices up as usual and went on with a wonderful sale.

Now, here is what we can't figure. Is this Walter's luck, confidence or a couple of students from the Spring Class?

Photo carries the following caption: Sneaked up on at the Annual Lamesa, Texas, Hereford Sale by a gentleman from the Texas Hereford Association, egged on by a fellow from Big Springs, Tex., who is an officer of the Texas Auctioneers Association.

dollar returns where the best in competitive livestock marketing services is employed need greater promotion and advertising. Too many of the services applied by marketmen to consistently establish and obtain the highest prices for livestock in their many different trade areas go overlooked or are taken for granted. At the same time, many livestock owners fall victims to subtle so-called bargaining groups, grade and yield buying with the expectation of returns and savings which do not materialize and other non-competitive inducements heavily balanced in favor of the buyer.

"We intend to make the public more aware of the values in the services involved in bringing truly competitive factors to bear in selling and buying livestock. Marketmen have been too reluctant to fully publicize their many services which make the free choice of livestock owners in marketing with such services a wise and productive one. They have a proven record of accomplishment in the livestock market business in a competitive price economy which is second to none."

The business trade association headed by Hodges is composed of more than 800 livestock markets throughout the nation which feature selling by auction under a responsible, high level Code of Business Standards. Each is a business identified by the trade-mark name incorporated in that of the trade association. That is the way General Manager C. T. 'Tad' Sanders describes the unique organization.

The Livestock Market Council is made up of the four elected officers and ten councilmen, each a CERTIFIED LIVESTOCK MARKET owner in as many different states. In two days of intensive review of policies, it charted a three-point course to livestock owners in their confidence and choice expressed in competitive livestock marketing services rendered by CERTIFIED LIVESTOCK MARKETS.

Concentration of field efforts by the organization's seven Markets Representatives, development of effective advertising and promotion tools for wide use by CERTIFIED LIVESTOCK MARKETS, and a "livestock merchandising" emphasis to the program features of the 1965 Livestock Marketing Congress, make

up the three points adopted. It is expected to reach full momentum by mid-year, according to the marketmen.

The Livestock Marketing Congress is a livestock industry event staged each year by the CERTIFIED MARKETS designed to focus attention on current developments in competitive livestock marketing. It also includes the annual convention of the business trade association of CERTIFIED LIVESTOCK MARKETS. Dates of the event are June 30 — July 3 in Kansas City, Missouri.

Wives At Auction

“The Annual Register for 1832, gave an account of a singular wife sale. Joseph Thomson, a farmer, after a brief married life of three years, finding that the union was irksome, agreed with his wife to separate. Acting upon the prevalent notion that by putting his spouse up to auction, and so parting with her, the marriage bonds were legally unloosed, he came to Carlisle with her, and by the bellman announced the sale. At noon the auction commenced in the presence of a large number of persons; the wife, a spruce, lively damsel of about two-and-twenty years of age, being placed on a large oak chair, with a halter of straw round her neck. Thomson then spoke as follows: ‘Gentlemen, I have to offer to your notice my wife, Mary Anne Thomson, otherwise Williams, whom I mean to sell to the highest and fairest bidder. Gentleman, it is her wish as well as mine, to part for ever. She has been to me only a born serpent. I took her for my comfort and the good of my home, but she became my tormenter, a domestic curse, a night invasion, and a daily devil. Gentlemen, I speak with truth from my heart, when I say God deliver us from troublesome wives and frolicsome women! Avoid them as you would a mad dog, a roaring lion, a loaded pistol, cholera morbus, Mount Etna, or any other pestilential thing in Nature. Now I have shown you the dark side of my wife, and told you of her faults and failings; I will introduce the bright and sunny side of her, and explain her qualifications and goodness. She can read novels and milk cows; she can laugh and weep with the same ease that you could take a glass of

ale when thirsty. She can make butter and scold the maid; she can sing Moore’s melodies, and plait her frills and caps; she cannot make rum, gin, or whiskey, but she is a good judge of the quality from long experience in tasting them. I therefore offer her with all her perfections and imperfections for the sum of fifty shillings.” After such a frank harangue the marvel of it is that there was any bid at all. However, the account goes on to say that “after waiting about an hour, Thomson knocked down the ‘lot’ to one Henry Mears, for twenty shillings and a Newfoundland dog, and the parties separated, being mutually pleased with their bargain.”

From the book, “Selling, Loaning and Exchanging Wives,” Pages 133-134.)

Contest Highlight Of Montana Convention

Clyde Bush, Great Falls, was elected President of the Montana Auctioneers Association at the Annual Meeting of that group, at Billings, May 1. Jack Ellis, Lavina, was elected Vice President and W. J. Hagen, Billings, was re-elected Secretary-Treasurer. Bert Boughton, Jordan was named to the Board of Directors for a two year term. Willard Schnell, Miles City, declined re-election to the Presidency for a second term.

Next meeting of the group was set for Spokane, Wash., in connection with the National Auctioneers Convention. It was also voted that all Montana auctioneers wear some sort of western apparel for Montana identification.

Feature of the meeting and convention was the auctioneer’s contest. C. R. “Tige” Thomas, Billings, was the winner, with Clyde Bush being named to runner-up position and Johnny Kujath, Lewistown, third. A full report of the contest is published elsewhere in this issue.

GENTLE HINT

First Golfer: The traps on this course are certainly irritating.

Second Golfer (trying to putt): Yes they are. Would you mind closing yours?

TIME FOR A CHANGE

"Bob," asked Phil, "what did you call your mother-in-law after you got married?"

"Well," Bob replied, "for the first year I addressed her as 'Say!' and after that have called her 'Grandma.'"

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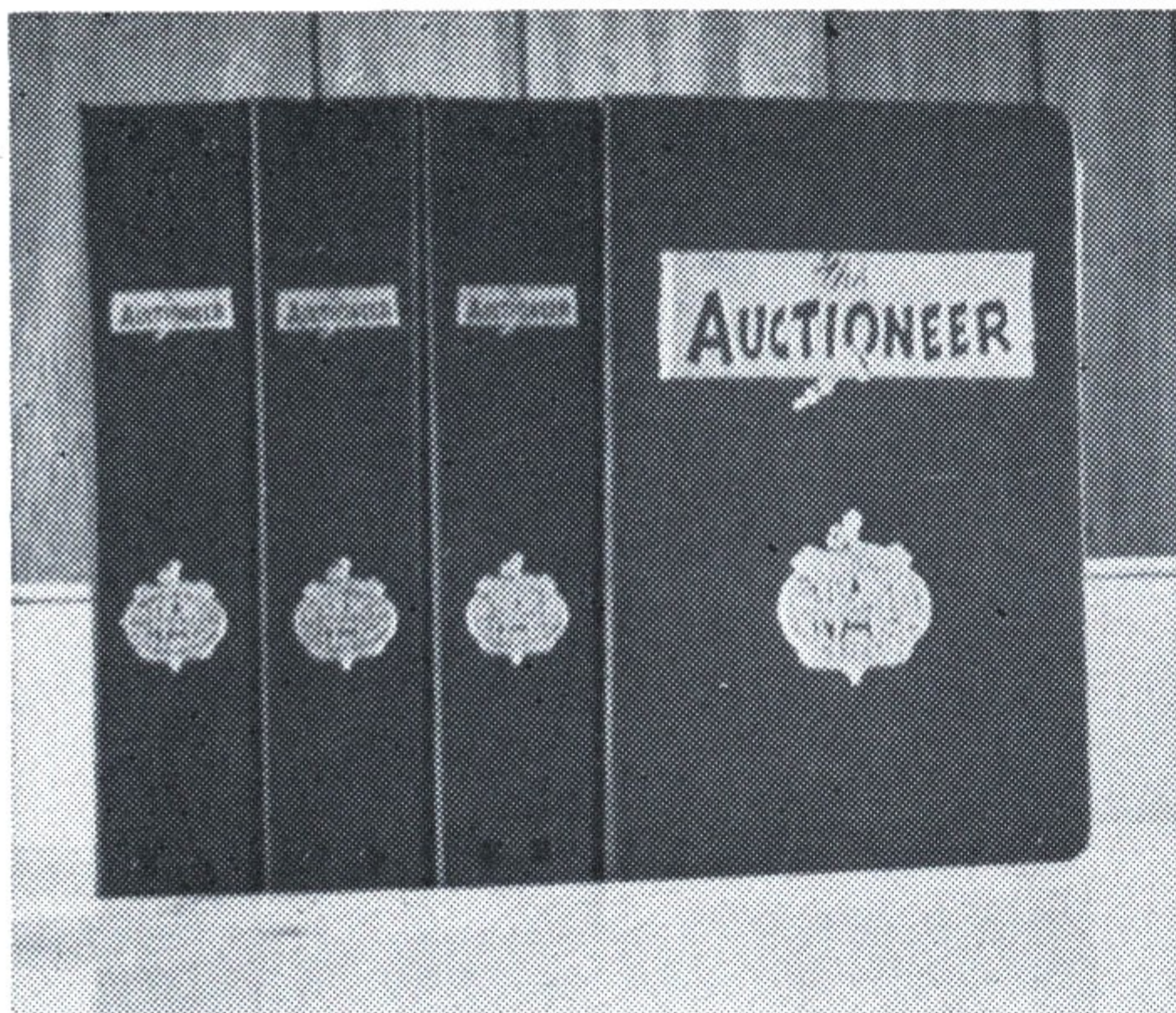
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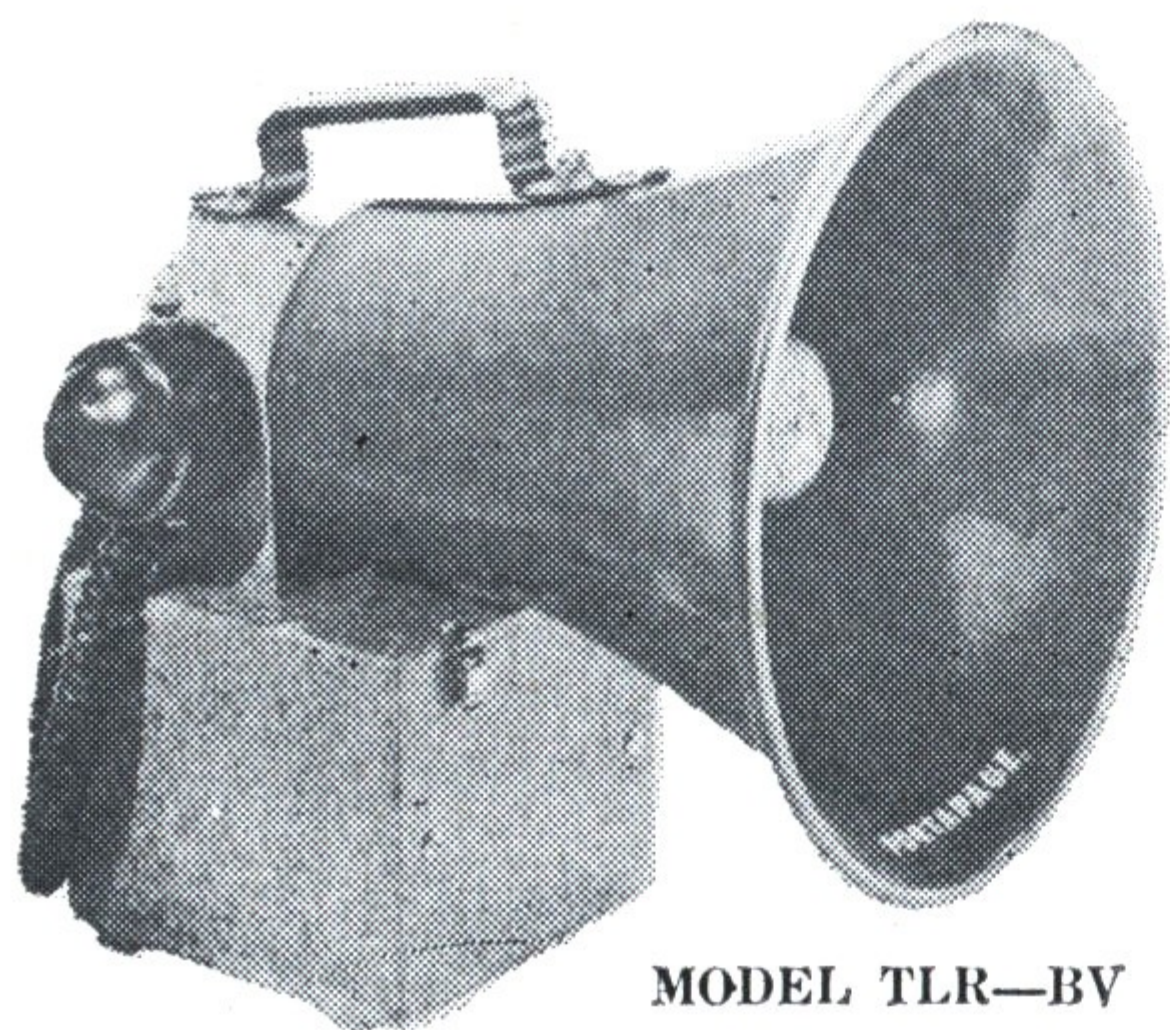
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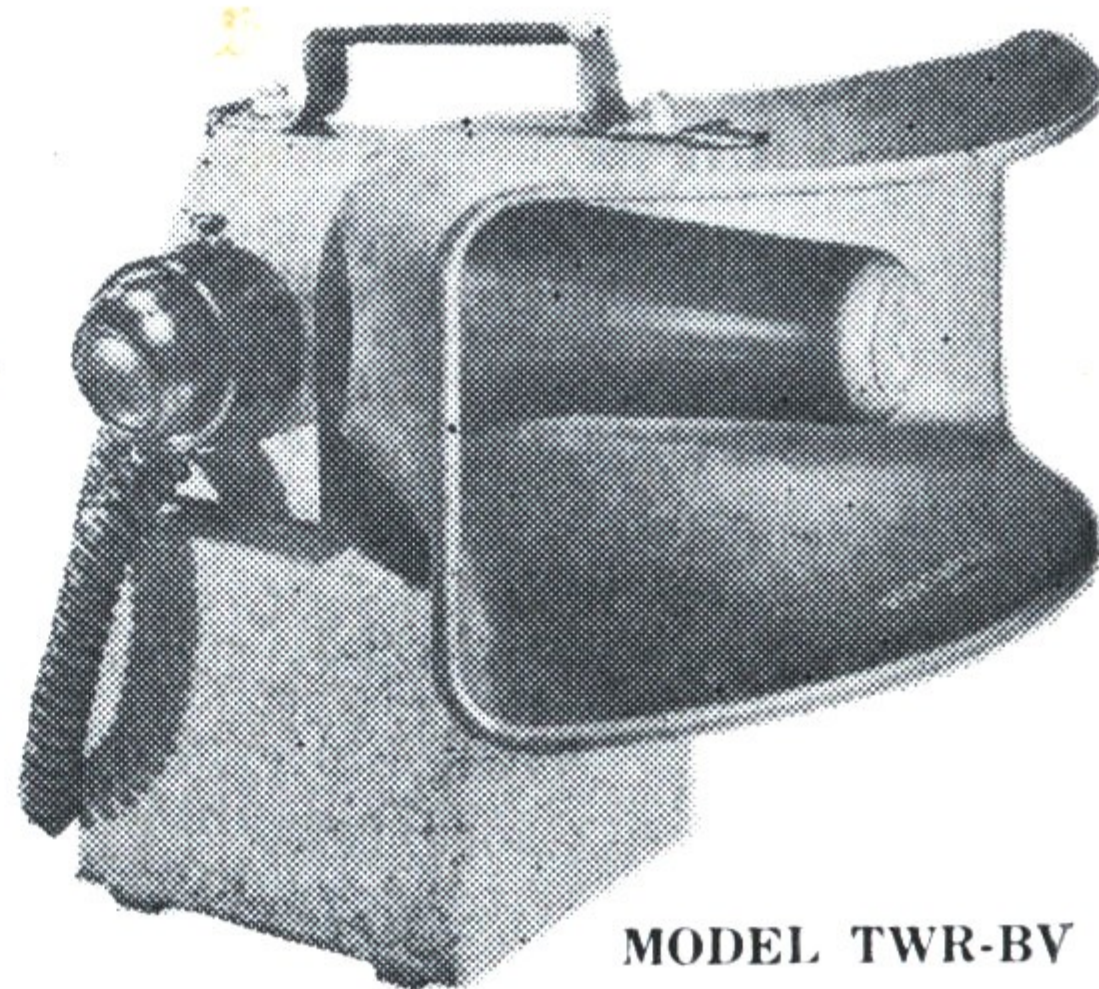
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