

the AUCTIONEER

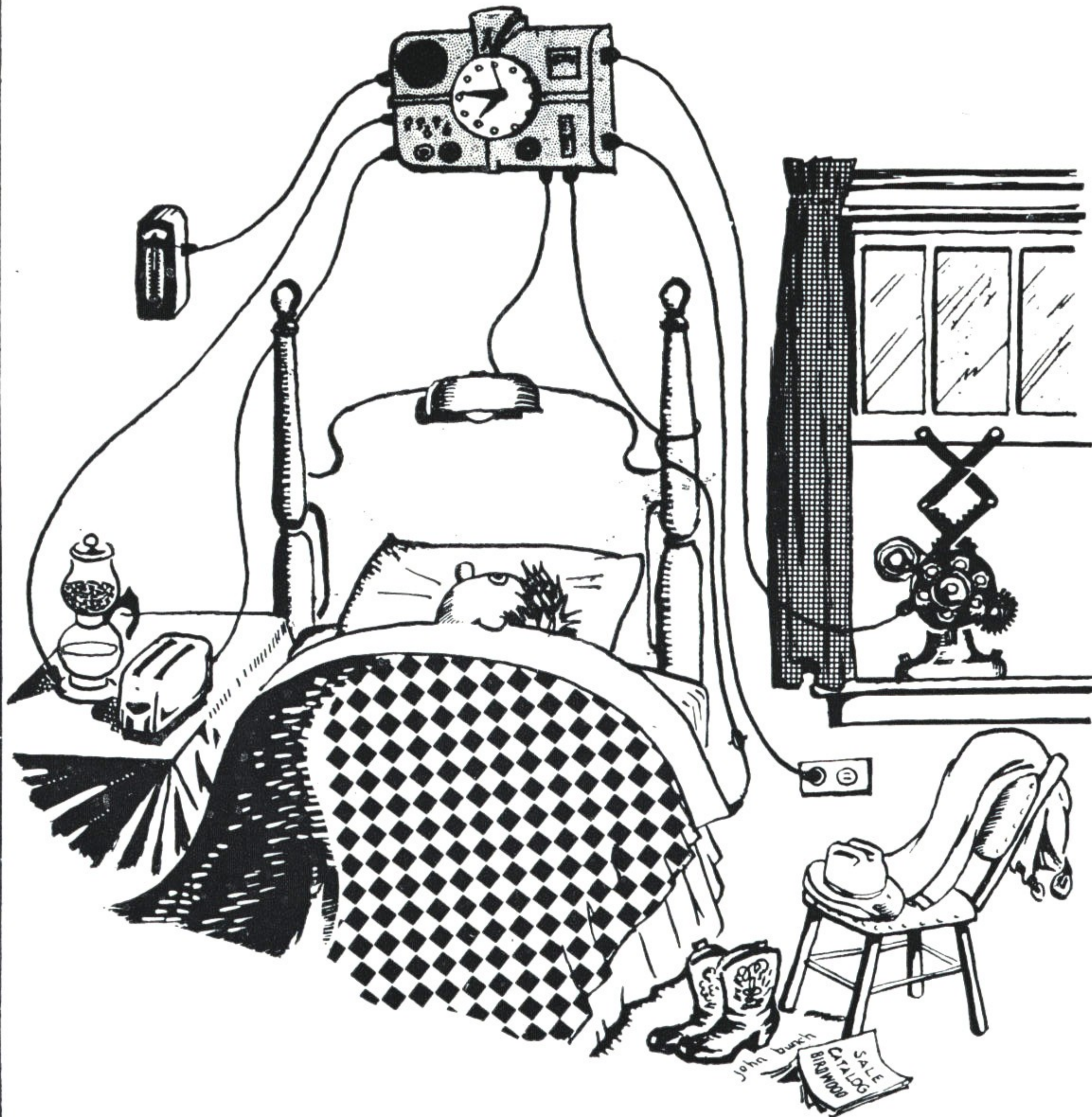


1958 SURE LOOKS LIKE
A GREAT YEAR FOR
ALL YOU AUCTIONEERS,
IF YA' WANTA REALLY GET
OUT AN' WORK



NO-IT ISN'T TOO EARLY TO GET-

ALL SET!



for...

**NATIONAL AUCTIONEERS
CONVENTION**

Hotel Statler, Buffalo, N. Y.

July 17-18-19, 1958

THE AUCTIONEER
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of
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ORGANIZATION

By Kenyon B. Brown of Brown Bros., Doylestown, Pa. Member of Lehigh Valley Society of Auctioneers Inc., Pennsylvania State Auctioneers and National Auctioneers Association.

This is a complex and much debated problem which faces the NAA, State auction organizations and local area auction organizations. The old adage "where there is union there is strength" could never mean more than it does now in our toddling organization. Where have special interests gotten their strength? From organization of course! How? From banding together with common goals and common interests. Can it be done? Yes, of course, but only if we relinquish some of our individualism. We must work as a team. How far could a centipede walk if each leg operated independently? The above example seems to portray our problem at the present time.

All strong organizations must be built first from the local unit, then state, then national. In this instance the NAA seems to have the most drive so it must in turn help develop local units. This is the basic problem. To have a strong organization with its justified power and place in the business world we must develop grass roots strength. Ask any politician how to control his ward and he will tell you "to organize at the bottom."

The auctioneers should be based as follows. First all local auctioneers should be a member of a local area unit. They must automatically be members of a state organization and in turn members of NAA. Without this system we are kidding ourselves that we represent the auctioneers of the United States.

A tremendous challenge at the least. Are we capable of it? I think so but it will take work by each member who is now a convinced member of NAA. Beat the bushes! Organize on a local area basis. In turn participate in the state organization and in turn NAA.

Every organization must have a beginning and we of the NAA have made a good start but it is only the spring. It takes time for the spring to flow from its bubbling source before it finds its way to the mighty ocean. We owe

much to our foresighted founders but we need more work to organize throughout the U.S.

It takes time, work, self sacrifice and strong convictions to convince the unconvinced auctioneer. There will always be a few that will refuse organization but if the majority makes itself heard these few will be few indeed.

In the December AUCTIONEER are listed 19 state organizations. Where is the representation of the other 29 states? It is up to the NAA members of the missing states to organize on local and state level. It is a challenge of course but all things worth their salt are worth working for. In turn the 19 states presently organized could certainly organize better! This is the challenge that faces us. Let's look it in the eye, roll up our sleeves, get to work and organize! It is not up to the other fellow as each member has a stake in our own future.

Bricks for Building Average \$931

HARRISBURG, Pa. — Spirited bidding for bricks in the cornerstone of a building for the American Polled Hereford Assn., produced a total of \$30,750 for the proposed edifice. The auction was cried by Col. Jewett Fulkerson, while breeders held their annual national banquet in the Zembo Mosque here.

Carrying all the shouting and enthusiasm, complete with bid takers in the crowd, as a record-breaking cattle sale, the auction produced an average of \$931 for the 33 bricks offered for sale. A site for the building has not been selected yet, although several sites have been considered. The association presently has its headquarters in Kansas City.

The bricks were sold for a minimum of \$500 each. Two bricks were purchased for \$5,000 each, highest at the auction, by the Missouri Polled Hereford Assn., and Mr. and Mrs. C. E. Knowlton, Bellefontaine, Ohio.

Objects From Sunken Ship To Be Sold

New York, N.Y.—An auction sale of items salvaged from two sailing vessels off Manasquan, New Jersey beach will be held January 18 at the offices of the State Bureau of Navigation in Point Pleasant, New Jersey.

The sale was authorized in an order signed by Superior Court Judge John B. Wick, sitting in the Chancery Division, and directing Col. B. G. Coats, of Long Branch, N. J. to supervise and conduct the sale.

Rocco N. Ravaschiere, Red Bank, N. J., lawyer, appointed as receiver of

the salvage by Superior Court Judge C. Thomas Schettino, who placed the salvage under custody of the court in a ruling last February, submitted the order for the sale.

The salvage consisting of several barrels of brass and copper items, was raised by a team of five skin divers.

The ships, believed to be British Merchantmen, sunk 300 to 450 yards off the Manasquan shore and lay in about 100 feet of water.

Ravaschiere said a decision as to how the profits of the sale will be divided will be decided after the auction sale.

Common sense is a gold mine to the one who has it.

The President's Letter

The other day I had occasion to wait for a few minutes in a well known surgeon's office. Upon the wall was a statement that arrested my attention. It was entitled, "What the Surgeon Ought To Be," by *Ars Chirurgica*.

Using this challenging statement as an outline I have jotted down a few things that it seems to me an auctioneer should be as he faces a New Year.

(1) He should be expert in his knowledge of values.

(2) He should be thoroughly grounded in the principles of selling.

(3) He should be adaptable and able to accomodate himself to unusual circumstances and situations.

(5) He should be bold in his efforts to safeguard the seller, fair to his buyers.

(6) He should be gracious and considerate to his associates, cautious in all predictions.

(7) He should be modest and dignified but with a good sense of humor; not covetous or an extortionist of money.

(8) He should let his reward be according to his work and to the quality of the inventory sold.

(9) He should be cooperative with his fellow auctioneers in all good work for the furtherance and dignity of his beloved profession.

—HARRIS WILCOX

Anastasia Sale An Uproar

Even in death the specter of federal taxes haunted Albert Anastasia, with the result that an auction of the slain gangster's household effects nearly turned into a riot.

The auction was held, not according to plan, at two different sites. At each, International Revenue Service agents led by Harold Oland hounded the auctioneer, Benjamin Davis, over the government's claim to the proceeds.

The government has a \$261,000 tax lien against Anastasia, and Oland said he and his men were on hand to make sure Uncle Sam did not get cheated.

1,000 Jam Showroom

With the Feds watching, the auction began as scheduled at a showroom at 419 Cedar Lane Road, Teaneck, N. J.

About 1,000 persons jammed into the auction room, a 25-by-110-foot abandoned auto showroom, for the first phase.

The cramped quarters and the absence of a loudspeaker made confusion the order of the day. Many kids, obviously seeking excitement, showed up, and several mothers, carrying babies in their arms, struggled through the crowd.

Hearing Made Difficult

"In 25 years, I've never seen anything like it," the harassed Davis said.

The bidding started about 11 A.M. amid so much shoving, shouting and pushing it was difficult to hear Davis and the bidders. Several times a voice from the crowd shouted: "What are we bidding on?"

The items went cheap. The exercycle that kept Al slim in his 15-room Fort Lee, N. J. home brought \$40. A steam cabinet went for \$30, and a chaise lounge for \$9.50.

All Ordered Out

By 11:40 A.M. the crowd had got out of hand. Oland, with the okay of the cops and firemen on duty, ordered everyone outside.

It took a lot of sweat to shove the huge crowd out of doors, and a couple of punches were thrown. Oland said the sale was off.

For a while a \$20 admission charge was considered as a means of keeping out curiosity seekers. The money, it was said, could be applied to any purchase.

This idea was abandoned and Davis said he would begin the sale again in a parking lot at the rear of the showroom.

The hordes streamed back to the parking lot, but again the sale was postponed when the parking lot owner objected.

It was then that Davis announced the sale would be continued in his own showroom at 951 Teaneck Road.

"I'll meet you all there," he told the crowd.

At the salesroom Davis resumed the sale over the loud protests of Oland. The tax man demanded, and finally got, some \$600 from the sale of 41 items on Cedar Lane Road.

Asserts U. S. Ownership

"The government owns all the merchandise in that store," Oland told the crowd. "We'll do what we want with it."

With another admonition to Davis that the government was not happy over his conduct, Oland and the Feds left. Davis, who reportedly paid \$4,300 for the \$25,000 to \$30,000 in furnishings, carried on.

A refrigerator brought \$125. A sofa returned \$250, and a hi-fi set said to be worth \$12,000 brought \$170.

Quits, and Says He'll Sue

About 2:30 P.M., with some goods still unsold, Davis called off the sale. His lawyer, Maurice Austin, said he would sue the government to allow Davis to retain proceeds of the sale.

Said Mrs. Jean Pinotti of Teaneck: "Barnum and Bailey never had a show like this."

A five-year-old girl visiting a neighbor, when asked how many children were in her family replied: "Seven." The neighbor observed that so many children must cost a lot.

"Oh, no," the child replied, "we don't buy 'em—we raise 'em."

ANLAA Council Acts On Buyer Credits

Kansas City, Mo.—Prevention of fraudulent buyer schemes through a nationwide livestock buyer credit system and the impending Congressional hearings on the Packers and Stockyards Act were items discussed at the meeting of the Livestock Market Council, legislative body of the American National Livestock Auction Association.

The Council, along with the Board of Directors of the Association, voted to accept the responsibility of setting up a nationwide livestock buyer credit system. This system, according to C. T. 'Tad' Sanders, secretary-counsel of the Council, will be concerned with facilitating livestock purchases by dealers, order buyers and others and safeguarding the public as well as livestock markets against fraudulent buyer schemes. This system, Sanders went on to say, involves proper credit rating of buyers, issuance of buyer credit cards of identification, supplying credit information and clearing purchases. The system will be inaugurated and handled through the LM Credit Corporation, organized for that purpose.

Just recently one of these schemes cost livestock producers and auction market owners over \$172,000.00.

The coming Congressional hearings to be held this January concerning the stockyards title amendments to the Packers and Stockyards Act, S. 2775 and HR 8649 (the former by Senator Ellender and the latter by Congressman Metcalf), were given utmost importance at the afternoon meeting of the Livestock Market Council. The Council, headed by Association Chairman Forest Noel, of Lewistown, Mont., has been responsible for an extensive educational program depicting the inadequacies of the present Act. Proper recognition of the operations of the livestock auction markets and uniform application of the Act with economy of administration through a separate enforcement agency, are being advocated and sought by the livestock market industry.

A conference with Washington officials

of the Agricultural Marketing Service and Federal Extension Service on "The Value of Marketing Services" was also held. The government officials and American National Livestock Auction Association officials both presented their views with the emphasis on public services and cooperation in marketing research and educational efforts.

Crooked Operator Strikes Again

Referring to the article on page 12 of the December issue, "Do You Know This Man?" we have learned that others have been victims of this same operator.

Apparently his next place of operation after leaving El Paso, Tex., was Albuquerque, N. M. His method of operation here was similar to that in El Paso. He rented a building, paid no rent, did not pay off his consignors and succeeded in hoodwinking one of the trailer dealers in that city for approximately \$2,000.

The truck described in the December issue was sold to an auction establishment in Albuquerque, and this same auction received about the same treatment as the El Paso victim. In making his departure, which was about the time the December issue was coming off the presses, he left his usual amount of bad checks.

Again we urge all auctioneers, particularly operators of furniture auctions, to be on the alert for this man. Crooks generally follow the same plan of operation and they continue to strike until they are caught and punished. Our Albuquerque information confirms the description of this man, given in the December issue, adding that he has very poor teeth and is a 'lousy' auctioneer. He used the name, William Johnson there and his wife departed, supposedly for California, by herself.

Auctioneers Training Service

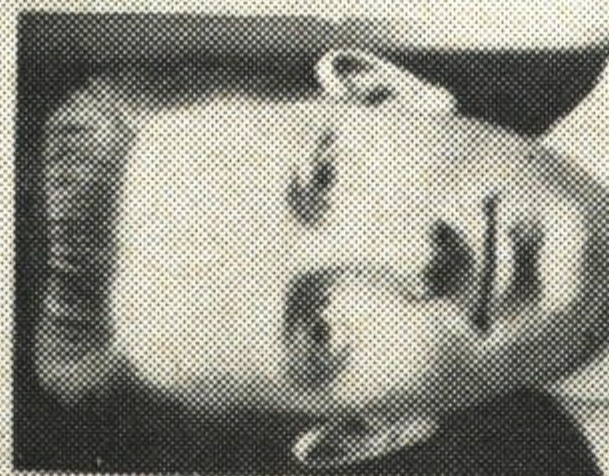
Established 1951

By Clarence E. Davis

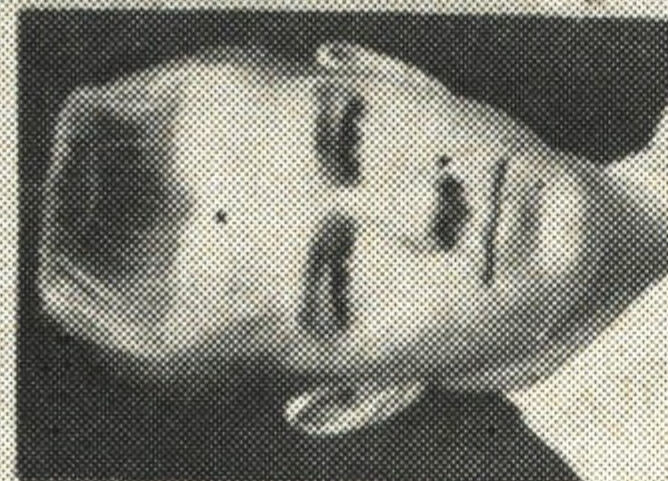
Morgantown, Indiana



MORRIS NOLAND
FRANKLIN TENN.
1-23



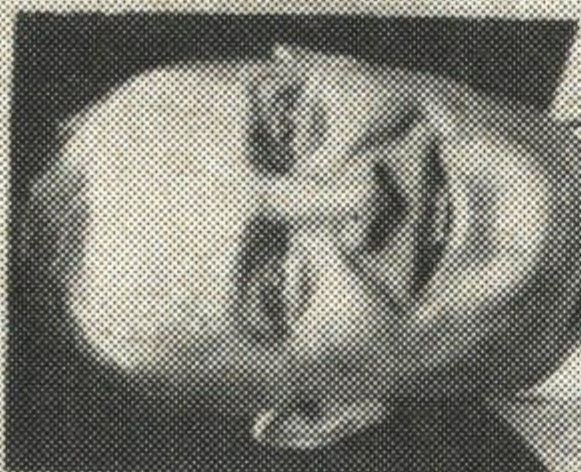
MICKY T. REED
MORGANTOWN IND.
3-23



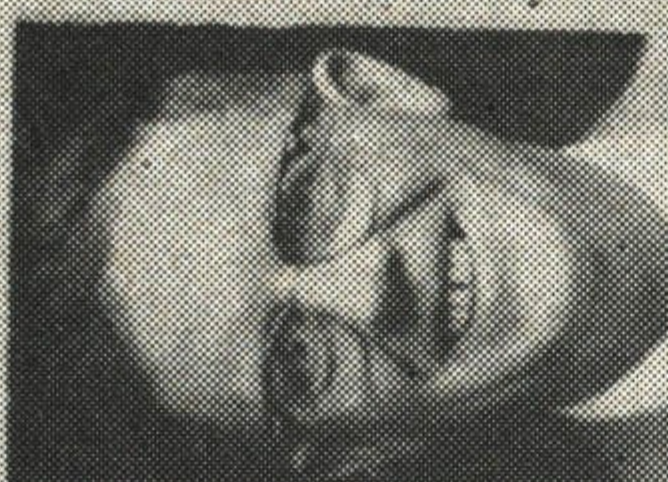
BILLY LEE SIMPSON
MORGANTOWN IND.
3-23



GERALD F. ROSS-HARRY L. BURGDOERFER
FRANKLIN IND. GLENNWOOD IND.
3-23



ERNEST CREECH
GLENNWOOD IND.
3-23



JACK LEROY HILL
BOGASTOWN IND.
12-10



PAUL DOTY
COLUMBUS IND.
3-6



RICHARD NUSBAUM
WARTINSVILLE IND
12-10



STELLA J. DAVIS - COL. CLARENCE E. DAVIS
"MOM" — PROPRIETORS "POP"

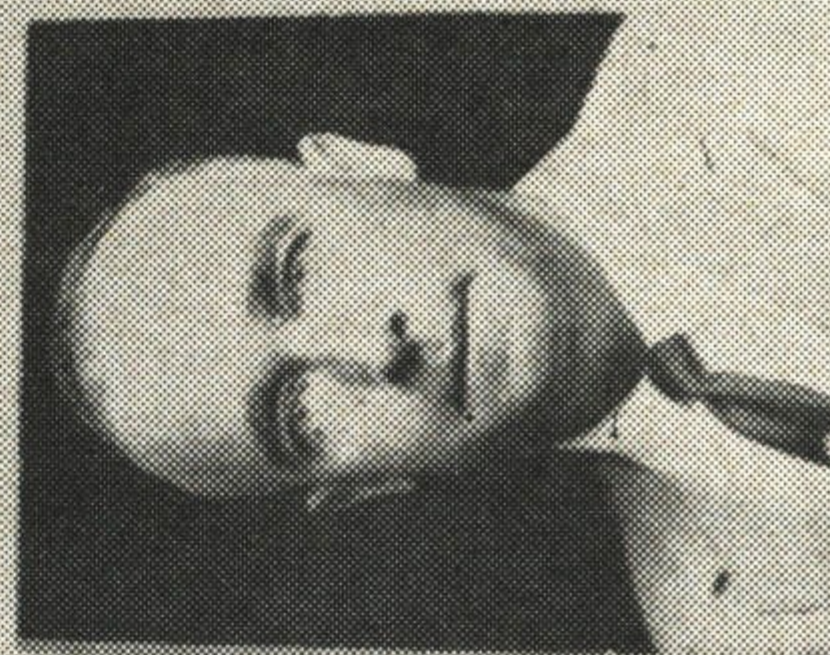


Graduation Class

DECEMBER TENTH 1957



COL. RAY E. HURT
LIVE STOCK INSTRUCTOR



COL. RUSSELL MCKINNEY
TEACHES ALL SUBJECTS



ARVYLE THOMPSON
NASHVILLE IND.
11-10

Fine English China Goes To Museum

FREEHOLD, N.J. — A Connecticut man's casual visit to the Monmouth County Historical Assn. museum about seven years ago has resulted in the museum acquiring an outstanding collection of English pottery and porcelain—possibly worth as much as \$35,000.

John B. Morris Jr. of Westport was returning home from a vacation when he made his first visit to the museum.

As Edward H. Feltus 3d, museum director, recalls it, Mr. Morris asked about the lack of pottery and porcelain. When he was told the museum was anxious to get such material, Mr. Morris replied, "I'll send you some."

Exceeds Expectations

Mr. Feltus expected two or three pieces. "He sent us a box as big as a loveseat." In it was a fine collection of blue Staffordshire plus a number of other types of pottery.

Mr. Morris came back for one more visit. His donated chinaware was displayed in a place of honor and the Connecticut collector apparently liked what he saw.

"He said he'd remember us in his will," recalled Mr. Feltus. Such promises are often made but all too often forgotten, he said.

But a few months ago, Mr. Feltus was notified of Mr. Morris' death and advised to come to Westport to pick up a bequest. The museum director expected 50 or 60 pieces. He was flabbergasted when he was told to take his pick of one of the finest private collections of English pottery and china, a collection Mr. Morris had assembled over a period of nearly 60 years.

Wide Assortment

Included were fine examples from the Yorkshire and Staffordshire potteries, Leeds, Castleford, Delft, Whieldon, Wedgewood, Lusterware, Prattware, and saltglaze. Most of the pieces were made for use in America's Colonial homes between 1720 and 1840, since much fine early china was imported.

In all, the museum director selected nearly 800 pieces. But the bonanza was

far from over. Mr. Feltus then took his pick of some fine, early furniture, mostly Queen Anne and Chippendale. The museum gained four mirrors, four cupboards, five chairs, a blanket chest, five pairs of brass candlesticks and good early brass fireplace equipment.

Four trips from Westport with the Feltus station wagon loaded to the roof were needed to move the gifts. Many weeks of work was needed before it was all cataloged and indexed.

'One of Finest'

The acquisition, said Mr. Feltus, makes the museum's pottery and china collection "one of the finest going."

Indicating the extent of Mr. Morris' collection is the fact that a New England museum had first choice of the items.

Much of the new material will be on display the rest of this month in the museum, located at Monument Park, near the new courthouse. The museum will, as usual, be closed during January.

SOMETHING ALIKE

How many of us are like wheel-barrows—useful only when pushed and too easily upset?

We don't know what newspaper started it — but the story has been going the rounds in which all of the typos common to wedding stories were included in one story, as follows:

"The bride was given in marriage by her father, wearing her mother's wedding gown; the couple went to high school together and their romance begun there; the bride wore a strand of tiny matched pearls; her gown was of vile green; her accessories were plain punk; the bridegroom's mother was attired in a lace dress which fell to the floor."

And, "The maid of honor wore yellow tulle; the bridesmaids carried tiny nose-bags; the flower girl wore a maize gown with puffed sleeves touching her ankles; the bride's mother wore a dawn blue chiffon and a black stray hat; the nuptials took place in a setting illuminated by lighted Roman candles; the couple exchanged their cows; the bridal couple then passed out and greeted the guests; the ceremony was attended by only a few loose friends and relatives."

Auction of McCoy Cemetery Creates Widespread Publicity

The old cemetery plot of the "Feudin' McCoys" figured in one of the most publicized auctions by story seeking news reporters that has been held in many a day.

It all started quietly enough when a representative of the heirs of the late John B. Farley engaged W. H. Hale, NAA member of Williamson, W. Va., to liquidate the real estate holdings of the deceased. In preparing the property, located near Hardy, Ky., for the auction, Col. Hale came upon the long forgotten burial site. He cleared off the weeds and briars to improve the appearance of the spot, which is on a knoll overlooking Route 319. This is when the news writers started doing their stuff. Many large city newspapers carried stories about the old cemetery and revived interest in the old Hatfield-McCoy feuds. Following is a partial reprint of what transpired:

An inconspicuous old cemetery near Hardy is drawing nationwide attention as a result of recent attempts by local citizens to preserve the graveyard for its historic value.

Because of widespread publicity and a few letters to the right people, the old McCoy graveyard, containing the bodies of five victims of the Hatfield-McCoy feud, stands a fair chance of getting a roadside marker.

Henry P. Scalf, of Prestonburg, a member of the Kentucky Markers Committee, has promised to support the project and says a marker might be erected next year.

Newspaper accounts of the project have appeared throughout the nation after having been picked up by United Press and Associated Press wires following a story in the Daily News.

A Louisville newspaper plans to send a reporter and a photographer to the Blackberry Fork area for pictures and more information. Television has also gotten into the act and one network

has had films made of the cemetery.

O. H. Booton, of Georgia, a former Williamson newspaperman and editor, recently sent to Emmett Keadle, city, a story clipped out of a paper from as far south as Georgia.

The cemetery itself has undergone a transformation. Weeds, brambles and dead trees have been cleared away, leaving Cal McCoy's tombstone in much neater surroundings. W. H. Hale had the work done in preparation for an auction which will be held the latter part of next week.

The cleanup work has also revealed that more than one tombstone has been erected in the tiny cemetery.

Two stone slabs lie sunken in the ground about six feet away from Cal McCoy's dornick stone. Only the rounded tops stick out of the earth. The remaining portions lie deeply imbedded beneath the ground, hiding any names that might be carved on them.

They form a definite pattern and might be the resting places of Allifair, Randolph, Jr., Tolbert or Phamer, the other four McCoys buried there. All five are children of Randolph McCoy, Sr., longtime leader of the McCoy clan. They were buried in the cemetery in the 1880's, having died at the hands of their West Virginia enemies, the Hatfields.

Results of the auction found Mrs. S. A. Mitchell of Huntington, W. Va., and one of the heirs of Mr. Farley, purchasing the plot for \$135. Mrs. Mitchell plans to preserve the site for posterity but has expressed her willingness to turn the plot over to some group interested in making it an historical site. Otherwise, though, she will not sell nor will she permit the plot to be exploited for commercial purposes.

In reporting the auction of the real estate, Col Hale says the gross receipts were \$13,767.00. He adds, "It was the

IN UNITY THERE IS STRENGTH

toughest sale I have ever had. "It rained right up to sale time and then a rumor spread concerning a missing heir who had been declared legally dead. "In addition, the property had been for sale privately too long a time before being listed for auction."

Clippings By Nelson



Happy New Year to YOU!

The New Year offers the OLD WORLD a NEW CHANCE.

Take time to live,
Take time to think,
Take time to play,
Take time to read,
Take time for FRIENDSHIP.
Take time to laugh,
Take time to dream,
TAKE TIME FOR GOD . . .
life's only lasting investment.

* * *

Life is measured by its depth, not by its length.

* * *

Past failures are guide posts for FUTURE SUCCESS.

* * *

Billy Sunday once said, "It is better to buy your wife a New Washing Machine than to put Silver Handles on her casket."

Learn from the mistakes of others . . .
You won't live long enough to make them all yourself.

* * *

It is not the "High Cost of Living" that bothers most of us, as much as "The Cost of HIGH LIVING."

* * *

Our next Auction Class starts April 8th, 1958.

* * *

Again Happy New Year to You . . .
"I am as busy as a flea working his way through a Dog Show" at this time of the year, said Algonquin J. Calhoun on the Amos and Andy Show.

And So am I.

Col. E. T. Nelson

State Feeder Sales Top Million Dollars

Sales at Indiana feeder calf and feeder pig auctions this year exceeded the million-dollar mark, reports Russell Brower, Purdue extension animal husbandman.

Ten auctions sales for calves were held and nine other auctions were conducted for pigs. Total sales were \$1,036,204, compared with \$688,837 last year — the previous high.

A total of 773 calves sold brought \$863,315. The calves averaged 531 pounds and brought an average of \$20.92 per cwt. Choice 400-500-pound steers often brought \$25 to \$26.50.

At the nine pig auctions, 10,207 animals were sold for a total of \$172,889. The pigs averaged 60 pounds and brought an average price of \$16.93. Thirty-two to 36 cents a pound was paid for top-quality pigs of that weight.

WORD TO THE WISE

Your vitality, say physicians, is highest between 8 and 10 a.m., lower in the p.m., rises again in the evening, and is lowest just before dawn. For years it has been suggested to salesmen that the best time to see a man is around 10 in the morning. But that's the very hour when the prospect is at the peak of his vitality, which means, of course, that he has the ability to throw a guy out on his ear.

THE LADIES AUXILIARY

A New Year's Letter

By FLO DEL CLAY,
Shelbyville, Indiana

Another year has rolled around, and may I be among the first to wish you a very happy and prosperous New Year?

Mr. Clay and I hope your Christmas was as happy as ours, what with helping our children and seventeen grandchildren celebrate the Yuletide season, and we hope that 1957 was as good a year for you as it was for us.

We have so much to be thankful for and 1957 brought for us an abundance of rich and enjoyable experiences, not the least of which were our pleasant associations with our "auctioneer" friends.

Time has passed very swiftly since the Auctioneers convention in Michigan. Mr. Clay and I attended, as some of you know, and enjoyed so much meeting so many of you fellow "barkers" and the "Mrs."

We were pleasantly surprised one evening in August by a visit from a young auctioneer we met at that convention, Wayne Jeffers of Tennessee. Col. and Mrs. Jim Buckley, who reside in our home town, Shelbyville, Ind., were also callers that evening and the three "auctioneers" had themselves a wonderful time talking of a most intriguing profession, that of auctioneering.

In September along with the Buckleys we attended a picnic at the Brown County State Park here in Indiana. The picnic was given by the Auctioneers Training Service Association. We met quite a few of the graduates of that school and several that were in training. A highlight of the day for us came when we were made honorary members of the group.

Graduation exercises for those who had completed their course at the school were held in December, along with a Christmas party. This event was held in Morgantown, Ind. Mr. Clay and I, along with a large group of interested

members attended, and were, as always, impressed by all the nice people we met and visited with.

Off the record, and just a personal note was the trip we took to Mexico in June, to visit our son Maurice, who is affiliated with the American College and Research there, doing work in the Physical Education Department. After our beautiful trip through the mountains we had time to enjoy our little granddaughter, and took a few side trips to study some of the old Spanish type architecture so plentiful there. Being an antique fancier myself, I took advantage of some of the little shops to pick up a few pieces for my collection.

Practically a member of our family is the magazine, "The Auctioneer", and both of us read every issue from cover to cover. We feel Col. Hart does a wonderful job making this magazine such an important part of our lives as auctioneers, and feel that all of us need to give him our full cooperation.

I am proud to be a member of the Auxiliary of the Auctioneers because they are such a fine group. I am also honored to have been elected to be the Historian for the organization, and will do my best to perform my duties to the best of my ability.

I am sure Mr. Clay and I join with all of you in extending hearty good wishes for the year to our Auxiliary President, Mrs. Wanda Wilcox and her loyal staff. And may our organization go forward to new heights of friendship and service in the days ahead.

BARGAIN!

Mrs. Dormy—"I wonder you are not afraid to smoke. Just let me read you what is in a cigar: Acetic, formic, butyric, valerianic, proplonic and prusic acids; creosote, phenol, ammonia, sulphuretted hydrogen; and, besides, nicotine, viridine, and picoline."

Mr. Dormy—"And you get all that for a nickel?"

New Year's Message

By Mrs. Gretchen Featheringham,
Ashville, Ohio

Director of Ladies Auxiliary

Happy New Year Everyone!

Having been asked so graciously by Mrs. Harris Wilcox, our Ladies Auxiliary President, to write a short article for "The Auctioneer", I feel greatly honored and assure you it will be short.

Now that the holiday season is just a memory, I sincerely hope that you were blessed with many wonderful things ever reminding us of our Savior's birth. May we always be free to love and worship Him as we choose.

Another year has just begun and as I look into the crystal ball I see many things for us to accomplish. First, we must pay our respects to Uncle Sam for another year's work: secondly, establish our plans and goals for 1958; thirdly, begin to make preparation for our Auctioneer's Convention which will be held in Buffalo, N. Y.

I know our Presidents, Col. and Mrs. Wilcox, with the help and cooperation of the New York Auctioneers Assn. and

their Auxiliary, are going to make this one of the finest Conventions we have ever had. The success of any project is assured by the work and willing co-operation of every member of that organization. I do not know of a better time than at the beginning of the new year to pledge our support.

I am sure if you have never attended before, and take in just one, you will feel like the rest of us. **THE CONVENTION IS A MUST.**

In closing, Rolland and I would like to take this opportunity in wishing all the auctioneers, their wives and sweethearts Good Luck and Health for 1958 and may God bless you and yours.

HERE'S WHERE YOUR TIME GOES

By the time he's 70, the average man will spend 20 years at each of his major pursuits — working and sleeping. The great outdoors and indoor amusement will consume 7 years each. He'll spend 5 years getting his clothes and whiskers on and off, 5½ years eating, smoking and chewing gum, 2 years playing cards, and one year on the phone. The other 3 years? You guessed it: just waiting for someone!

Advertise the NAA



Let all the world know that you are an Auctioneer and that you are a member of the National Auctioneers Association, with,

GOLD LAPEL BUTTONS: They attract a lot of attention because they are attractive — \$2.50 each postpaid.

ELECTROTYPES OF THE NAA INSIGNIA: Use them on your letter-heads, envelopes, business cards and other advertising. They add distinction. \$2.50 each postpaid.

DECALS: Three color decals, 4 inches in diameter. Place them on the windows of your office, on your automobile and other conspicuous places. They can be used either inside or outside — on glass or other flat surfaces. 50c each or 3 for \$1.00 postpaid.

Send your order with remittance to

THE AUCTIONEER, 803 So. Columbia St., Frankfort, Indiana



Michigan Citizen Serves On Distinguished Jury Selecting Recipients Of Freedoms Foundations's 1957 Freedom Awards

Valley Forge, Pa., December 5, 1957—Mrs. Dawn Wilber (right) of Bronson, National President of Mothers of World War II, is shown at historic Valley Forge, Pennsylvania, where she is serving as a member of the Distinguished Awards Jury, selecting the 1957 awards of Freedoms Foundation at Valley Forge. Shown with Mrs. Wilber are Dr. M. E. Sadler (left), Chairman of the Awards Jury and President of Texas Christian University, and Dr. Kenneth D. Wells, (center), President of the Foundation.

The 31-member judging panel is composed of state supreme court jurists and executive officers of national patriotic, veterans and service club organizations.

The awards, totaling \$100,000, will go to individuals, organizations and schools for their projects, programs, writings

and other activities which contributed to a better understanding to the American Way of Life during 1957. Announcement of award recipients will be made on February 22nd, 1958, at special George Washington's birthday ceremonies at the Foundation's Valley Forge headquarters.

Mrs. Wilber is the wife of Henry Wilber, Life Member and Director of the NAA, and mother of Garth Wilber, Life Member and Chairman of the 1957 National Auctioneers Convention.

"We all enjoy the auctioneers' own magazine. Missed seeing all of you at the convention this summer but we are already making plans to attend next year."

—James P. Slater, Amherst, Wisc.

Organization Will Provide Answers To Many Problems

By COL. POP HESS



In presenting this, my word to all auctioneers as they face this new year of 1958, I wish each and all a very successful year in their work as an auctioneer and/or sale manager.

As I look back over my records I have had the pleasure of presenting my way of thinking in this publication the past eight years. No doubt, many times it was not much on the impressive side but in each it was as I saw the point in question.

Through the years I have received many letters from auctioneers, some agreeing, some otherwise, but it has helped toward knowing each other better and in a small way a spoke in the wheel of this publication for auctioneers and sale managers.

"The Auctioneer" has rendered a definite service in the auction method of converting property into cash. The December issue of the year just ended winds up a volume that makes all others take a back seat — and we think they have all been good. The past year has shown more growth and more interest among readers than ever before, an indication the members are interested in better auctions. Auctioneers throughout the land have written me or contacted me personally, stating they read this publication from cover to cover and look forward to the next one to come. From what I can glean from the pages this is true with about all auctioneers who receive it.

For a long time our editors have been asking for more written remarks from auctioneers and the year now passed has shown a big improvement in response. We who write regularly can in many ways become a little stale but a few written remarks from that

auctioneer, young or old, out in the field of action daily can be very interesting as it comes fresh from the firing line of daily auction sales.

In a brief look back, we as auctioneers can say well done to date. But we cannot overlook that we need to make the pages even better in this New Year. News from the grass roots of the auction field in general will bring to our auctioneers and sale managers valuable information with the added interest resulting in a bigger and stronger NAA, the association that has made this publication what it is to date. How well some of us recall the dark days some of our faithful members went through, trying to keep this publication alive. They finally found the correct serum for arm shots and today it walks without braces and jumps hurdles like a two year old.

The fruits of the faithful in an organization established for improvement is ours to have and enjoy. Support your State and National Auctioneers Associations and help keep the profession of auctioneering one of distinction.

We note in the December, 1957 issue that 19 states now have their own organizations. Twenty-nine states are not listed. You, Mr. Auctioneer, residing in states not yet listed, now is the time to get on the ball. If you have a State Association get it listed or get one started.

I have received many letters from auctioneers the past few weeks from various states and I am happy to receive them for they bring food for thought and give much information on what is in the making in auction sales in their field. One particular letter was very interesting to me. This auctioneer

has been in business quite a few years and he gave me a good insight as to his success along with much of his disgust in various things that have happened to him in his selling district. As to State and National Associations, he is much in discord with both and cannot see why such organizations are needed nor in any way see how his State Association or the National Association can do him or any other auctioneer any good at all. Yet his complaints could have been handled had auctioneers organized sooner and better.

It appears that one city in the heart of his territory has passed a strict auction license law that gives him many headaches and his competitors are attorneys who take the place of auctioneers in all such cases where they wind up the affairs of their clients with an auction. The attorneys perform the duties of his profession while he, a citizen and a taxpayer, is deprived of work pertaining to his profession.

My answer to this auctioneer is easy. No, he cannot act as an attorney at law, private or in court as the attorneys got themselves organized long ago. They got laws passed that say who can be an attorney. This fact alone should suggest to this auctioneer that he should push hard for organization among auctioneers on both a State and National level. Only through complete organization will auctioneers be able to sponsor legislation prohibiting attorneys from conducting auctions and this is the only way he can combat unjust city ordinances that affect the auctioneer and his profession.

This situation is true in many areas and our opinion is that the chief cause is lack of organization among members of our profession. Already, through the pages of this publication, we have found that the State and National Associations are making some headway along this line. This should give us faith that the day will soon be at hand when the profession of auctioneering will be fully recognized and receive the merit and honor it deserves. Only then will auctioneers be conducting auctions and lawyers remaining within their own profession.

Well boys, this is my message to you auctioneers as you kick off this New Year, 1958. And remember the officers of both our State and National Associations are not serving their respective offices for glory and honor. They are interested in better auctions for all who want to make auctioneering their way of life in keeping food on the table and provide the requirements to live and be happy. If I am wrong, write me, if I am right, write me also. Yes a big 1958 for all auctioneers throughout the land.

First Night Auction Of Land In No. Car.

CHARLOTTE, N.C.—Johnson Chemical Co. property on the corner of Moretz Avenue and Lucena Street was sold Thursday night, November 14, in what is believed to be the first night-time public auction of land in North Carolina.

High bidder was G. Richard Davison of 1124 Dade St., formerly with Johnson Motor Lines. His bid was \$32,000.

J. C. Penny of J. C. Penny & Son, auctioneers, said night-time auctions have been conducted in other states by his company with a good turnout.

The fact that the sale made for cash, coupled with "spirited" bidding, prompted Penny to conclude that money is not tight in Charlotte.

The hour-long auction featured — in addition to 30 minutes of bidding—music and refreshments.

Davison said he bought the Johnson Chemical Co. property as an investment.

The members of the auctioneering firm handling the sale are also members of the National Auctioneers Association.

TEAM WORK

Farmer (pulling with one mule): "Giddap Pete! Giddap Barney! Giddap Johnny! Giddap Ralph!"

Stranger: "How many names does that mule have?"

Farmer: "His name's Pete, but he don't know his own strength so I put blinders on him, yell a lot of names and he thinks other mules are helping him."

Directory of State Auctioneers Associations

Colorado Auctioneers Association

President: Paul Dillehay, 420 Elwood St., Sterling

Secretary: Bob Amen, P. O. Box 475, Brush

Illinois State Auctioneers Association

President: T.J. Moll, Prairie du Rocher

Secretary: Virgil F. Scarbrough, 613 Washington St., Quincy

Indiana Auctioneers Association

President: Lewis E. Smith, Box 485, Cicero

Secretary: George W. Skinner, 6171 N. Meridian St., Indianapolis

Iowa State Auctioneers Association

President: Clinton A. Peterson, 700 N. 7th St., Fort Dodge

Secretary: B. J. Berry, 3104 Avenue M Fort Madison

Kansas Auctioneers Association

President: Mike Wilson, Muscotah

Secretary: C. E. Sandeffer, 1212 West West 8th St., Topeka

Kentucky Auctioneers Association

President: Orville R. Moore, R. R. 1, Anchorage

Secretary: Elaine K. Meyer, 1918 Mellwood Ave., Louisville 6

Michigan Auctioneers Association

President: William O. Coats, 106 Ellen St., Union City

Secretary: Garth W. Wilber, R. R. 3, Bronson

Minnesota State Auctioneers Association

President: Roscoe Davis, Madison Lake

Secretary: E. T. Nelson, Renville

Missouri State Auctioneers Association

President: Bill McCracken, 820 W. Essex, Kirkwood

Secretary: Ken Barnicle, 2520 Pocahontas, Rock Hill

Nebraska Auctioneers Association

President: Rex Young, Plattsmouth

Secretary: Lowell McQuinn, Plattsmouth

New Hampshire Auctioneers Association

President: Merle D. Straw, 78 Wakefield St., Rochester.

Secretary: George E. Michael, P. O. Box 1102, Rochester

New Jersey State Society of Auctioneers

President: Winfred Hinkley, Ogdensburg

Secretary: Ralph S. Day, 183 Broad Ave., Leonia

New York State Auctioneers Association

President: Ralph Rosen, Genessee Bldg., Buffalo 2

Secretary: Donald W. Maloney, 518 University Bldg., Syracuse 2

North Dakota Auctioneers Association

President: F. E. Fitzgerald, 1206 N. First St., Bismarck

Secretary: Harry Berg, Bismarck

Ohio Association of Auctioneers

President: John Andrews, R. R. 2, Beach City

Secretary: Gene Slagle, P. O. Box 89, Marion

Oklahoma State Auctioneers Association

President: W. H. Heldenbrand, 1400 N.W. 22nd St., Oklahoma City

Secretary: Betty Atkinson, 201 Colcord Bldg., Oklahoma City

Pennsylvania Auctioneers Association

President: Wayne R. Posten, Box 23, East Stroudsburg

Secretary: Woodrow P. Roth, 539 Seem St., Emmaus

Texas Auctioneers Association

President: Wayne Cook, 193 Meadows Bldg., Dallas

Secretary: Travis Somerville, 193 Meadows Bldg., Dallas

Association of Wisconsin Auctioneers

President: W. R. Ingraham, Beaver Dam

Secretary: Ernest C. Freund, 17 Sixth St., Fond du Lac

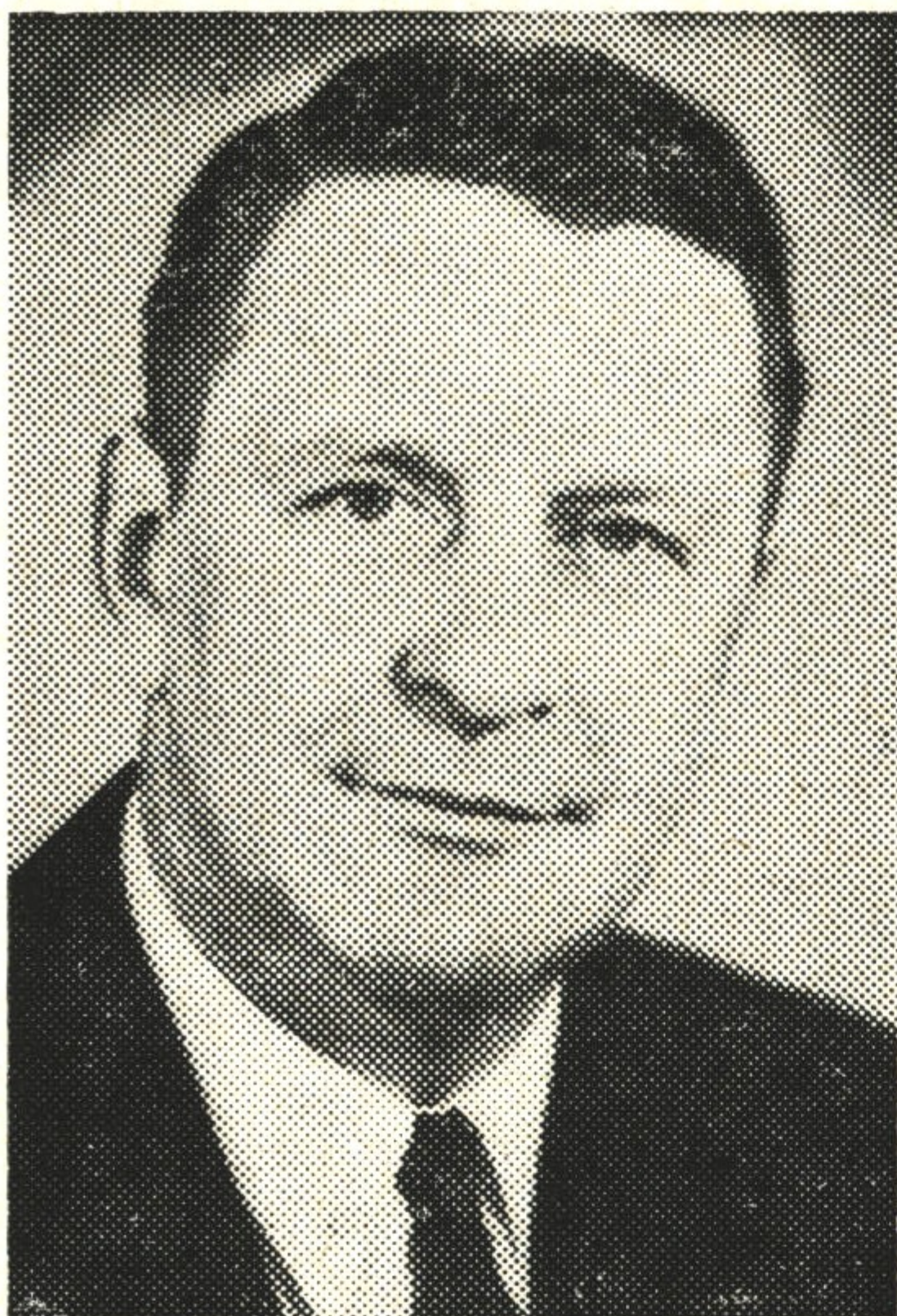


GRADUATES OF WESTERN COLLEGE OF AUCTIONEERING, BILLINGS, MONT., CLASS OF DECEMBER, 1957 — Front row, left to right: R. J. 'Bob' Thomas, Instructor; Raymond Armstrong, Sask.; James Harmon, Jr., Washington; Jerry Bush, South Dakota; John Arp, Montana; Wayne Armstrong, Sask.; Larry Moir, Sask. **CENTER ROW:** Chas. Pike, Instructor, Dick Matteson, California; Jerry Hammon, Alberta; John Burkhardt, Colorado; W. J. 'Bill' Hagen, Instructor; Jim Cumming, Nebraska; Herbert Welton, Idaho; Joseph Schmidt, Instructor. **BACK ROW:** Booth Brown, Kansas; Ray Holloway, California; Zane Siminoe, Colorado; Elton Jones, Montana; C. Wesley Bly, Washington; Lewis Sikkenga, Montana; Gilbert Lutter, South Dakota; W. A. Estes, Oregon; Andrew Kopriva, Wyoming.

Ohio Auctioneers

To Meet Jan. 12

The Ohio Auctioneers' Association will hold its annual meeting at the New Seneca Hotel in Columbus, Ohio on Sunday, January 12, 1958.



Charles L. Harrison

Featured on the program will be Rev. Charles L. Harrison, Assistant Superintendent of the Boys Industrial School at Lancaster, Ohio. He has been Resident Chaplain at this school for the past eight years and is a graduate of Dennison University and the Theological Seminary of the University of Chicago.

Also appearing on the program will be Mr. W. E. Nelson, a member of the State Board of Real Estate Examiners, who has spent many years in the real estate business.

The Ladies Auxiliary of the Ohio Auctioneers' Assn. will also meet at the same time and place. A full days program is being planned for both organizations with the business meetings convening at 10:00 A.M., banquet at noon, and the speaking program in the afternoon.

Col. John F. Andrews of Beach City is president of the Association, Col. John Watson of Pataskala is vice president

and Col. Gene Slagle of Marion is secretary-treasurer.

Mrs. Fernan Tinon of Newark is president of the Ladies Auxiliary, Mrs. Jack Braddock of Granville is vice president; and Mrs. Gene Slagle of Marion is secretary-treasurer.

Polled Bull Brings \$10,000 at Auction

Harrisburg, Pa.—Champion bull at the National Polled Hereford Show and Sale here Nov. 15 topped the sale at \$10,000. CEK Zato Mischief 1,000,000 was purchased by A. G. Rolfe, Spring Valley Farm, Poolesville, Md., from consignors, Mr. and Mrs. C. E. Knowlton, Bellefontaine, Ohio. Nineteen bulls averaged \$2,108 and 30 females \$830.

Auctioneers were Jewett Fulkerson and A. W. Hamilton, both of whom are NAA members.

ATTENTION

You will be interested to know that the number of copies of "The Auctioneer" is constantly increasing. Through the support and cooperation of the membership, you have made it possible to publish the only monthly publication by Auctioneers in the world.

Members, the Secretary would deeply appreciate your cooperation in securing ads for "The Auctioneer." If each member would secure one ad, possibly from a friend, a business associate, or from some other source, it would add to greater success.

COL. BERNARD HART,
Secretary

CHRISTMAS IN NEW JERSEY



The Annual Christmas Party of the New Jersey State Society of Auctioneers was held at Far Hills Inn, Somerville, N. J., December 6. This group picture of those attending, along with the pictures that immediately follow, illustrate the wonderful experiences that auctioneers and their families can enjoy when they meet in groups such as this one.



Santa Claus (Col. Frank Mountain) and little four year old Vicki Castner, at the New Jersey Christmas Party.

Blissfully Ignorant

The City Fathers of Los Angeles invested 10 thousand dollars in a citywide survey to find out just how much the Angelinos know about their own affairs.

Seventy per cent of the citizens, it turned out, don't know the name of their councilman. Fifteen per cent can't even name the mayor.

But as politicians the councilmen may find the 10 thousand dollars was well spent. For it reveals that 60 per cent of the people don't know what a bond issue is; 50 per cent don't know the meaning of a "balanced budget." If the voters

don't care, why should their politicians?

SMILE

It costs nothing, but gives much. It enriches those who receive, without making poor those who give . . . It takes but a moment, but the memory of it sometimes lasts forever . . . None is so rich or mighty that he can get along without it, and none is so poor but that he can be made richer by it. . . . A smile creates happiness in the home, fosters good will in business, and is the countersign of friendship . . . It brings rest to the weary, cheer to the discouraged, sunshine to the sad; and it is nature's best antidote for trouble.

IN UNITY THERE IS STRENGTH



Sons, daughters and members contributed to the entertainment at the New Jersey State Society of Auctioneers' Christmas Party. Here is the dance band composed of Miss Vanderbilt, Col. Kenneth Parr, Col. Leslie Parr and Col. Winfred Hinkley, 2nd.

WE INVITE YOU TO

OUR ANNUAL CONVENTION

Monday, January 6, 1958

Indiana Auctioneers Association

CLAYPOOL HOTEL, INDIANAPOLIS

Meeting will convene at 9:00 a.m. and continue throughout the day. Luncheon will be served at noon and a banquet in the evening. Bring the Ladies!!

FELLOWSHIP . . . EDUCATION . . . ENTERTAINMENT

Col. Geo. W. Skinner, Secretary, 6171 N. Meridian, Indianapolis 20, Ind.



Miss Joycelyn Parr does a tap dance number at the Annual Christmas Party of the New Jersey State Society of Auctioneers. Twelve members of the Parr family were present for the festivities and entertainment.



A close-up of the banner of the New Jersey State Society of Auctioneers. It has a bright red background, the New Jersey seal is colorfully embroidered in the center and the lettering is white. This banner is used on all official functions of the group.

Auctioneers Specials

Monarch Silver King Chain Saws — 3½ h.p. direct drive — operates at all angles, 18" or 22" bar, wt. 33 lbs. Regular price \$198.95.

Your price \$122.95

¼" Heavy Duty Electric Drills—Regular price \$18.95 **Your price \$12.50**

½" Heavy Duty Electric Drills—Regular price \$39.95 **Your price \$23.00**

Drills geared checked — chucks with step up ¼" inch drills to ½".

Regular price \$4.95 **Your price \$1.60**

7" Electric Hand Saws—Regular price \$39.95 **Your price \$23.75**

Cash — Money Order or 25%, bal. C.O.D. plus freight.

SATISFACTION GUARANTEED

BENJAMIN LIQUIDATION

4458 S. Karlov

Chicago 32, Illinois

THE MEMBERS SAY . . .

National Auctioneers Assn.
803 South Columbia Street
Frankfort, Indiana
Dear Col. Hart:

It is with great pleasure to be in the great organization of yours and to send a little greeting to all my fellow auctioneers.

First of all, I wish to thank all who have made this monthly paper so inspiring. It is easy to sit down and glance through it and read its contents. Probably few of us remember those who are at the head of such a magazine. So from me I wish to say a thank you, and I'm always waiting for the next publication.

I have been a member since I received my auctioneer's license and graduation from auction school. I attended Col. E. T. Nelson's Auction School at Renville, Minnesota in 1953. Although I had taken a home study course first, I felt a week at school would be of great value, which it was. Again I wish to say, "Thanks, Ernie".

I am not a writer, but I hope these few lines will be of some interest to some. I cannot boast of any sale record, but I will say this, that advertising pays. First you must show your ability, honesty and that you are giving your clients your very best.

Other auctioneers' experiences have helped me very much. From time to time their experiences have come very close to mine. It is not an easy row to hoe for a beginner of four years of auctioneering experience.

I'm very glad and happy that I received my start with hard work. Nothing came easy and my friends know that for sure.

I am enclosing a few pictures of one of my sales this fall. All of the pictures enclosed were taken at Thief River Falls, Minnesota. This sale was held on October 23, a beautiful day. There was good merchandise and a good bidding crowd.

I was also asked to conduct a Community Auction at Viking, Minnesota for the Commercial Club. This is where one sells everything imaginable. Everybody





had an enjoyable day and it was an opportunity and honor to give my services.

I am asked to conduct yearly Church sales, etc.

To get a fair price, sell the "Auction Way," and again I wish to convey my gratitude to Col. Hart for his great part in this organization and to my fellow auctioneers.

Auctioneeringly yours,
Col. C. Evans Wahlin
Warren, Minnesota

* * *

EW:PW

Mr. Bernard Hart, Secy.
National Auctioneer's Association
803 South Columbia Street
Frankfort, Indiana

Dear Bernard:

Please find enclosed my personal check for membership renewal.

Business has been very good this fall and the demand for Feeder Cattle and Feeder Pigs continues to be very strong. Several Feeder Calf sales have averaged \$25.00 cwt. The last Feeder Pig sale that I sold had an average of \$31.85 cwt. and an average weight of 50 lbs. per head.

Farm sales are doing good in this area. I sold a sale recently where grade Angus cows that were to calve early in the spring averaged \$190.00 per head. Corn went at \$1.06 per bushel and oats sold



for 80 cents per bushel and good mixed hay, light bales at 44 cents per bale.

We have a large corn crop but weather conditions have been pretty rough on harvesting corn and grain sorghum. It looks as if there will be a lot of grain sorghum lost due to the heavy moisture we have been having.

A round with the flu kept me in bed for about 10 days, but with the help of antibiotics, shots, vitamins and sales I am gaining strength pretty fast.

Very truly yours,
Col. H. Willard Arnaman
Unionville, Mo.

HWA;ap

LOGICAL SEQUENCE

Often we find in the words of children, if not strength, at least profound, though unintended, wisdom. In a lesson in grammar a small boy was asked, "What is the future tense of 'He drinks'?" The boy answered, "He is drunk."—Halford E. Luccock, in Christian Herald.

"We will all admit the competition at the auctions has helped put more dollars into the pockets of the average registered breeder than they ever expected to obtain had they sold the animals at private treaty."

—Dick Hahne, in the
Aberdeen-Angus Journal

How To Have A Successful Sale

Reprinted from The American Landrace,
Noblesville, Ind.

There are three major essentials for a successful purebred livestock sale. They are: 1st, quality stock; 2nd, good condition; and 3rd, adequate publicity.

Many other factors, however, also enter into a successful sale, such as advance plans, general herd management and feeding program, good catalogs, place of sale, organization of sale force, health of animals, courtesy to customers, and promptness in handling registration papers and transfers.

Plan Ahead

The time to begin planning a sale is many months before the sale date. You can't decide today to have a sale in 30 days or less and expect it to be very successful.

The possibility of a sale should be

kept in mind when sows are bred. Select bloodlines that are proven productive, and are popular and in demand. Sires and dams must be prolific. Pigs from litters of 10 to 14 sell better than pigs from small litters.

In addition to good bloodlines and production background, pigs must also have individuality and breed type to be top sale quality. Pedigrees and records alone will not sell hogs. Although of vital importance, animals also must have individual quality.

At weaning time to three months of age a breeder can begin to determine the quality in his pig crop. Then is the time to decide whether or not to have a sale. If the decision is for a sale, the breeder should immediately contact the Landrace Office for available dates and also contact the auctioneer of his choice as well as other members of his sales force and reserve the date. Setting a sale date early gives added publicity for it is carried in the sale calendar in the breed magazine as well as in other livestock publications without extra charge.

Grow Them Good

From the time the pigs are weaned until selling time is a very important period. They must be well fed and well grown. At sale time pigs must show adequate size and growth for their age to bring top prices.

During this growing period every breeder should be watching and culling his herd constantly. Not even in the best of herds will every pig be suitable to sell for breeding stock. Whenever a pig is noticed that is not doing as well as it should, develops undesirable breed characteristics such as swirls, upright ears, excessive black skin spots, flat feet or crooked legs, or is off type, it should at once be put in the feed lot.

In the average herd of 75 pigs weaned, probably not more than 50 will prove of sale quality.

If you plan a bred sow sale, select good young boars not related to your gilts. Attend the annual Breed Conference and learn the type of animal that is desired. Select boars with good pro-

Learn Auctioneering At Home

Nelson Auction School

Renville, Minn.

Home Study Course \$37.50
(With Recordings)

Residential Classes 87.50

**Classes Begin SECOND
MONDAY of April; June;
September and December
EVERY YEAR!**

555 Auction Sayings \$2.00

Nationally Recognized School

IN UNITY THERE IS STRENGTH

duction records. More and more buyers are asking for this information. And many buyers still like to buy gilts bred to a champion, so don't overlook the junior champion or grand champion boar at the State Fairs, Breed Conference, National Barrow Show and state shows for the herd boar possibilities. Breed your gilts so they will be close up, showing heavy, by sale time.

Advertising Pays

Many breeders who are good hog men fail to have a good sale because they do not give it adequate advertisement and promotion. You can't tell a few friends and neighbors you are going to have a sale and expect it to be a success.

Raising purebred livestock and merchandising it is a business the same as running a food market or a furniture store. The men who have been successful have carried on good promotional and advertising programs to let people know they are in business and what they have to offer.

When planning specific sale advertisements, it is important to decide how wide a range of acceptance you have or should have for the kind of stock you are offering. That decision will be the basis for the latitude of your advertising.

First of all, you will want an advertisement in your breed magazine. You need the support of Landrace breeders, and as a breeder you will want

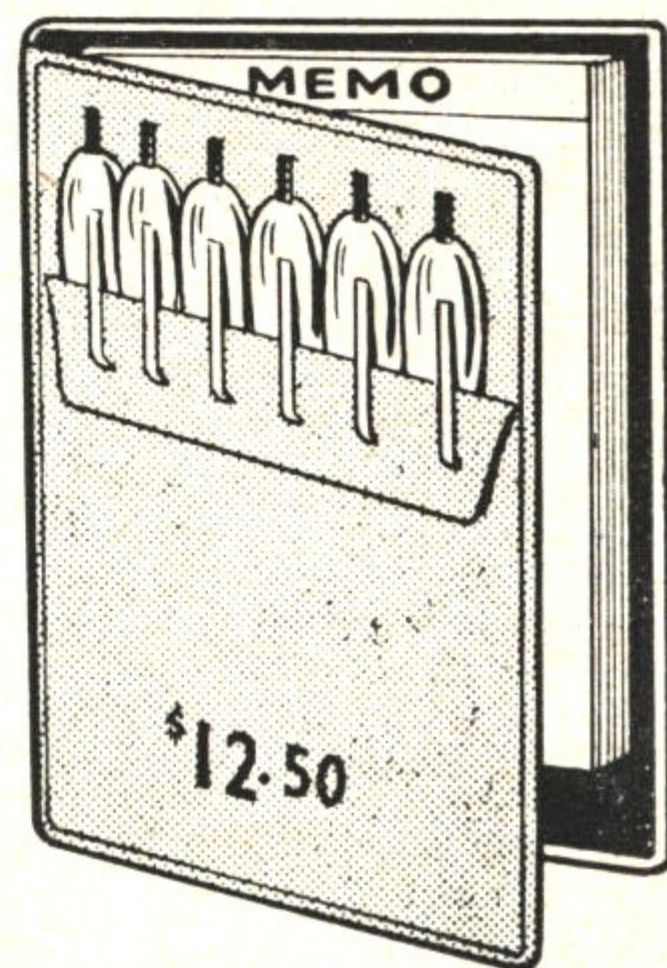
to help support and keep strong your breed association and its publication.

But breeders will not take all your sale offering. You also must have farmers and commercial pork producers. So it is equally important to carry an advertisement in your state farm paper, which in many states reach from 75 to 90% of all agricultural people, and in national livestock publications such as the National Hog Farmer.

Sale bills in elevators, feed and seed

\$12.50 COLORAMA BALL POINT PEN SET

Writes 6 DIFFERENT COLORS
NEW Color INKS.
Each Ball Pen writes a different color. Blue-Green-Red-Black-Orange and Gold. Complete set. Full size Pocket Secretary, Bill Fold, Memo-Pad, Pocket Protector and 6 Retractable Ball Pens. \$9.00 doz. sets.



WECO SALES CO.

21 Portland Street, Boston 14, Mass.

NOW YOU CAN AFFORD TO TAG YOUR FURNITURE, PRODUCE, POULTRY AND EGGS.

Protect Your Customers As Well As Yourself

No. 5 Manilla Tags with 12" Strings Attached—
Perforated and Numerically Numbered

SAMPLE ORDER—1000 TAGS \$2.50 SENT ANYWHERE POST PAID

6000 Tags Per Case \$12.00

Send for Free Samples

Please Send Check With Order

Satisfaction Guaranteed

THE CLEARING HOUSE AUCTION

3084 Massillon Rd.

RUSS GUISS, AUCT.

Akron 12, Ohio

IN UNITY THERE IS STRENGTH

stores which are frequented by farmers are good in your immediate area, and daily newspapers in local and nearby counties will reach additional farmers. Write a little story about your herd and your sale and take a copy with your advertisement to the newspapers. Most of them will run it as a news item free of charge.

If possible attend other Landrace sales prior to yours, and at the conclusion of those sales the auctioneer will be glad to announce yours. Meet as many breeders and make as many contacts as possible. After other sales are over hand out catalogs for your sale, but as a courtesy to your fellow breeder never hand out catalogs before or during his sale.

Show a few of your best pigs at your local and state shows, the National Breed Conference and the National Barrow Show. The shows are the "display windows" for your herd and give people an idea of the kind of stock you are raising.

You meet many prospective customers at the shows, and show winners invariably bring higher prices in sales.

Have Attractive Catalogs

It is important to present a neat, interesting catalog. Use good pictures of your herd, tell about your blood-lines, how the pigs have been raised, how you have cared for them, and give a strong guarantee on all animals you sell. Most Landrace breeders agree to follow the Landrace Code of Fair Practice in all sales and transactions.

Be sure all pedigrees and performance records are accurate and clear. Many breeders like to register all their animals prior to the sale and carry the registration numbers in the catalog. Get your catalogs printed in time to mail them a week to ten days before your sale.

Place Is Important

Where you hold your sale is important. The best place is on your own farm. Many people do not like to buy in a sale barn. If you do not have adequate



Ten degrees below zero and Col. Ken Barnicle, Rock Hill, Mo., successfully conducts one of the many farm sales held in his own community. With Col. Barnicle on the auction block is Mrs. Barnicle, doing the clerking. The gentlemen peering so intently over the wire fence is Ken's Uncle Sam Barnicle. A team of blazed faced sorrels sold for \$587 in this particular sale. Who said the days of the draft horse are gone.

Col. Barnicle is Secretary of the Missouri Auctioneers Association and he invites all auctioneers and their families to attend the Annual Convention of that group, to be held at Springfield, Mo., January 12.

building facilities, tents are always available and practical in mild weather. In a winter sale it is important that you have sufficient heat so customers will be comfortable. And provide ample seats for all. Bleachers usually can be rented in the neighborhood and are much better than make-shift seats on boards and baled hay.

Have your sales force organized, and sufficient help so you can mingle with your prospective customers before the sale and be available to answer questions about your stock.

Have your sale offering washed, well groomed, and in "bloom" condition. They must look good to bring top prices. Try to get all stock numbered several hours before the sale, or even the day before, so customers can identify the animals from their catalogs and look over the offering before the sale.

It is a courtesy to provide food for those in attendance at your sale. Church and 4-H groups often are glad to do this.

Have Health Papers

It is very essential to have all animals vaccinated according to swine health regulations and have health papers available for each animal so a buyer from another state will have no difficulty transporting it home.

Furnish Registration Papers

One of the important tasks following your sale is to see that the new owners get their registration papers promptly. Oftentimes a new buyer thinks as much of the registration certificate, almost, as the animal he purchased.

As the Landrace Breeders' Code of Fair Practice states, in all purebred transactions the certificate of registration is an integral part of the transaction, and in all sales of stock for breeding purposes the deal is not complete until the registration certificate showing ownership transferred to the name of the buyer has been provided.

Courtesy Builds Business

After your sale is over, thank your customers for their fine support, and be accommodating in helping solve transportation and other problems which may arise. It is a nice and greatly appreciated gesture to write each of your buyers thanking them for their

business and inquiring how they are getting along with their stock.

It is important, of course, to take care of any necessary adjustments and legitimate complaints promptly.

Always remember that you expect to be in business for many years and it is necessary to build up a good repeat business where you sell breeding stock to the same customers again and again. Only complete satisfaction and a reputation for honesty and integrity in all sales will accomplish this.

Death Claims Ohioan

WILMINGTON, O. — H. Wayne "Cy" Jenkins died Tuesday, Nov. 26 at his home in Wilmington, following an illness of four months. Mr. Jenkins, an auctioneer, had been associated with the Bailey-Murphy-Darbyshire Co. since 1954. A native of Clinton County, Ohio, he graduated from Wilmington high school where he was active in athletics. He received his bachelor of arts degree from Bethany College, Wheeling, W. Va., in 1931.

Mr. Jenkins was 48 years old at the time of his death. He was a member of the Masonic Lodge, Wilmington Lions Club, American Legion, Ohio Auctioneers Association and the First Christian Church in Wilmington.

THE SUPERIOR MALE

The husband shook his head sadly over his wife's latest purchase. "It takes a woman to do foolish things," he observed. "That may be," conceded the wife, "but you never saw a woman buy a bottle of hair-restorer from a bald barber."

REMARKS

In the personnel office, a young farmer was applying for a job. After filling out the items on the application form he came to a space for "remarks." He chewed his pencil thoughtfully for a few minutes then spelled out: "Mighty purty day."

"I wouldn't miss it (THE AUCTIONEER) for the world."

—Mike Fahnders, Pekin, Ill.

Novel Advertising Attracts Attention

New methods of promotion and advertising are continually being brought to the attention of the public. Competition requires that for one to be successful he must be constantly planning new and better methods of approach. We are reprinting something 'different' along these lines and at the same time thank Mrs. George G. Borum, Centralia, Ill., for her thoughtfulness in submitting it.

Sale Sale Sale

**STARTS TODAY
TIMMONS LIVERY STABLE,
WALNUT HILL**

**12 HEAD OF FINE SPIRITED
STEEDS**

- '55 Chev. Hdtp. V-8, grey mane, pink flanks, 4 white feet, answers to name of "Sassy"!
- '54 Chev. Automatic Gaited, power operated bits, white foretop and black body, is nicknamed "Suave"!
- '54 Plymouth, sired by Chrysler Motors, 3 year old filly, Blue Roan, has been reshod recently, long-winded and reliable. Priced to go.
- '53 Chev. 2 tone green, sturdy hooves, deep chested, good lungs, dependable.
- '52 Chev. Green, good quarterhorse, approx. 8 hands high, sturdy and dependable. Excellent for plowing or for Sunday excursions. This animal was reared by a preacher. If it could only talk, imagine!
- '51 Chev. dapple grey, 4 white feet, good pacer, gentle, dainty about eating habits. Will go to highest bidder.
- '49 Chev. Strawberry Roan, 8 year old gelding, sound of mouth and wind. Requires tight grip on controls.

**SALE STARTS PROMPTLY AT 7.
DINNER WILL BE SERVED ON
GROUNDS, PROVIDIN' YOU BRING
YOUR OWN FOOD.**



New Member

To say things are looking better in the auction profession would be a mild statement. Latest of the fair (and we mean fair) sex to join the ranks of the National Auctioneers Association is Elaine R. Rogers (above), North Platte, Nebraska. Mrs. Rogers is the widow of Col. Ed Rogers who was killed in a plane crash in January, 1956.

Mrs. Rogers, 35, has a son, Bruce, age 9 and a daughter, Lynda, age 12. She is owner of the Rogers Agency in North Platte, which was established by her husband and she holds real estate broker's licenses in several Midwestern States. Her firm specializes in selling real estate at auction and the two auctioneers who work with her are NAA members. Mrs. Rogers says, "I can give my late husband a great deal of credit for my success since he had so much patience in teaching me the real estate and auction business."

"I certainly enjoy reading 'The Auctioneer' and appreciate very much the hard work and interest you are devoting in promoting the Auction Method of Selling. "I expect to see you in Buffalo next July at the convention."

—W. H. Hale, Williamson, W. Va.

25 YEARS AGO

(From the Drovers Journal Files)

An average of \$241 was made in the sale of Aberdeen-Angus cattle held by the Hartley Stock Farms, Page, N.D. Top bull went to Creswell Farms, Va., at \$625. The female top was \$410, paid by Governor Hanna, Fargo, N.D.

* * *

The top price on milk cows at the Clayton Richardson Farm sale, Columbus Junction, Iowa, was \$27. Calves sold from \$8 to \$14. Sows with litters brought from \$10 to \$15 and shoats sold at \$3.75.

* * *

Corn brought 12¾ cents a bushel at the closing out sale of Bert Knox, Delta, Iowa. A brood sow with nine pigs brought \$15. One team of horses brought \$215.

Small Businesses

Not much mention is being made these days of the once-popular topic of small businesses. In the latter part of World War II small businesses came in for considerable attention and pity. But Washington was too busy winning the war to take much action for small businesses, albeit admitting such enterprises were the bulwark of the nation's economy. Some action finally was necessary, because operators of many small businesses began to look for boards to nail over front doors, unable to continue under wartime restrictions. Small businesses have regained vitality but many of them still are hampered by lack of skilled manpower which strangely concentrates in the cities.

**A Ten Dollar Bill buys little today,
Except for the time it goes to pay
The dues for a year in our N. A. A.**

So enclosed find a check and this confession,

**"I'm mighty proud of my chosen profession
And honored by the N.A.A. Card in my possession."**

**—Irving H. Fingerhut
Brooklyn, N. Y.**

A Real Booster



Col. Walter Carlson, Triumph, Minn., auctioneer, advertising student and teacher, demonstrates in the accompanying photograph a part of what many have heard him 'preach'. The assortment of badges and buttons he is sporting are new and old Martin County (Minn.) celebration buttons. One button is the Martin county Diamond Jubilee, 1932; another the National Corn Husking contest in Martin county, 1934; Minnesota Territorial centennial, 1949; Whisker button, 1949; and the new 1958 Martin County Centennial button.

A little pig became a ham which was made into sandwiches by a beautiful woman. "He died a gentleman," said the mourners. "His last act was to give his seat to a lady."



GRADUATES OF MISSOURI AUCTION SCHOOL, KANSAS CITY, MO., CLASS OF DECEMBER, 1957 — TOP ROW, LEFT TO RIGHT: Roger Hollrah, Missouri; Bob Main, California; B. J. Bay, Missouri; Bill Olney, California; Vincent Friedrich, Missouri; Tom Jones, Missouri; O. B. Harris, West Virginia; Lyle Nelson, Minnesota; Jimmie Thompson, Kansas; James Jacobson, Iowa; Gene Nunn, Montana; Bruce Hopkins, Missouri; John Kramer, North Dakota.

SECOND ROW: George Zink, Jr., Illinois; Paul Heller, Pennsylvania; Bill Powell, Missouri; Vern Smith, Colorado; Ernest Knoll, Iowa; Hugh Kelly, Texas; Dale Clayton, Kansas; Wayne Wood, Kansas; Gary Frieden, Missouri; Gerald Jones, South Carolina; J. T. McCracken, Arkansas; W. J. Crispin, Missouri; Edgar Lloyd, New York.

THIRD ROW (from top): Duane Gansz, New York; Harry A. Chrisko, Illinois; Carman Y. Potter, Instructor; Dittmann Mitchell, Instructor; C. C. John, President of School; Boyd Michael, Instructor; C. R. Shull, Instructor; Marvin Gooker, Montana; Paul Anderson, Illinois.

BOTTOM ROW: Mickey Brutsman, Jr., South Dakota; Claude Scott, Texas; Johnny Haggerty, Colorado; Ralph Kramer, North Dakota; Virgil Prophet, Kansas; Carl Galbraith, Indiana; Charles French, North Carolina.

Turnbull Stresses Changing Picture

Kansas City, Mo.—Roderick Turnbull, president of the American Agricultural Editors' Association, told guests at a livestock auction markets' banquet recently that contract farming, or integration, is the "hottest" subject in livestock circles today.

The banquet, held in conjunction with the regular mid-year meeting of the Livestock Market Council and board of directors of the American National Livestock Auction Association, was also attended by the presidents and secretaries of the state livestock auction markets associations.

Turnbull, addressing the combined group, told them that although integrated production gave the producers an assured income, it also took away the possibility of making a big profit. The term "contract farming" as applied to livestock production, he explained, is where a processor controls several phases of livestock production, processing and merchandising, with livestock producers or feeders guaranteed a profit at a set contract price.

Turnbull passed on some of the information he had gathered at a recent meeting of the Agricultural Editors' Association in Washington, D. C.

He said one of the important subjects discussed at this meeting was the scope of agricultural research. He related that one USDA official mentioned that "it takes research just to stand still."

This was of particular interest to the livestock marketing personnel present in view of the proposed Livestock Market Foundation which would have marketing research as one of its functions.

Turnbull closed his remarks by emphasizing the need for any business to adjust with changing conditions, and that he believed they were doing a good job in the livestock marketing industry.

He borrows easily who repays promptly.

Bargains for Auctioneers

Bankrupt — Close-out —
Surplus Stock
Free List

Example: \$79.50 9 pc. Carving and Steak Knife Set, Imp. English Sheffield. Blades in Storage with slide-out drawer. Set \$4.50

WECO LIQUIDATION CO.
21 Portland St., Boston 14, Mass.

MISSING?

THE AUCTIONEER cannot follow you if your new address is missing from our files. If you plan to move soon, send your change of address today!

BOOSTERS FOR "THE AUCTIONEER"

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

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Col. R. A. Waldrep—Birmingham
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The Ladies Auxiliary to the
National Auctioneers Association

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Col. Art. Bennett—Sawyerville

TERRITORY OF HAWAII

Col. Louis L. Stambler—Honolulu

HELP FILL THIS PAGE

• REPPERT AUCTION SCHOOL •



Graduates of Reppert Auction School, December, 1957, are shown on the opposite page. Following is a key to the picture, reading left to right:

Top row: J. Melvin Schwaninger, Md.; Mearl Maidment, Ohio; Marvin W. Shaw, Ill.; Gary D. Lawrence, Wash.; H. N. Jackson, N.C.; Robert Spoor, N.Y.; Donald B. Smith, Tenn.; Bobbie F. Webb, Ill.; Ted B. Bales, Ind.; David E. Grube, Ohio; Walter Anderson, Pa.; John S. Unger, Pa.; N. J. Steidinger, Ill.; James Edward Edens, Miss.; R. O. Root, Jr., Virginia.

Fourth row: George E. Meyer, Ill.; Ernest Loy, Ind.; Glen N. Cunningham, Ky.; James W. Linsted, Pa.; Edward S. Burns, Ill.; Jack L. Speidel, Ind.; Ronald G. Parizek, Ia.; Harold F. Adams, Sr., Ohio; James J. Ristimake, Pa.; B. D. Peddycoart, Ill.; Gus H. Prosch, Ala.; George A. Hahn, Ind.; Bernard Leighton Willaford, Ga.; W. David Borah, Ill.

Third row: Dairell J. Snapp, Ky.; Odell Johnson, Tenn.; Alvis T. Coleman, La.; Herbert J. Powell, Colo.; L. B. Stewart, Ind.; Ben Miller Osborne, Ky.; Ralph Newby, Ind.; Harold R. Adams, Jr., Ohio; Richard M. Sears, Ia.; Donald R. Sears, Ia.; DeForest B. Pierce, Mich.; Charles Telghman Hahn, Md.; Hugh Albert Hurley, Ind.; C. Festus Spell, N. C.; W. C. Maxwell, N. C.

Second row: Robert L. Cox, Mo.; E. V. Wing, Calif.; Don Rutledge, Ohio; Stephen James Hess, W. Va.; Willis Sare, Jr., Ind.; E. Duane Newhouse, Ind.; Clarence A. Webster, Jr., Ohio; Joseph M. Hetrick, Ohio; Leslie G. Gard, Ill.; Evans L. Krueger, Mich.; Bill Jones, Wis.; Robert R. Thomas, Ohio; Earl Baumgardner, Ohio; Paul Brown, Mich.

First row: D. C. Pollock, Mo.; Benjamin D. Walter, Ohio; Bobbie W. Bohannon, Ky.; Franklin J. Fox, Mich.; Rex. F. Galloway, Ky.; Terry Monroe, Wis.; David E. Wodham, Ontario; Woodroe F. Smith, Mich.; Arthur Kissel, Ohio; R. F. Christie, Ky.; Richard Swab, Pa.; C. H. Forthofer, Ohio; James A. Lane, Wyo.

Bottom row: Instructors, Colonels Guy Pettit, Walter Carlson, H. Earl Wright, Roland Reppert, M. D., president; Colonels Q. R. Chaffee, Homer Pollock, Clyde Wilson, Ray Elliott, George Borum.

Auction Markets Account For 55% Of Livestock Sold

Kansas City, Mo. — Emphasizing the rapid growth and public acceptance of the livestock auction markets, Grover Lee, Strawn, Tex., editor of the Livestock Marketing Journal, said "the livestock auction markets last year were the markets for 55% of the nation's livestock marketed."

Lee spoke at a banquet attended by the board of directors of the American National Livestock Auction Association, the Association's Livestock Market Council and representatives of the affiliated state livestock auction market associations, held at the Hotel President.

He predicted in the next 25 years 80 percent of all livestock will be sold at livestock auction markets. He attributed this future business to the added public service, convenience and added market value that the auction markets give their customers.

The editor noted that 25 years ago there were fewer than 200 livestock auction markets in the United States, while today there are about 2,300.

Lee stated one of the reasons for the rise of the livestock auction markets and the decline of private treaty and large central markets is decentralization of marketing and processing. He said, "In the past the livestock supply moved to the market, while the trend now is for the market to move to the supply."

The editor complimented the American National Livestock Auction Association, the trade association of the livestock auction markets, for its excellent work in expanding its public services and assisting in the growing volume of the livestock auction market industry.

We are our own fates.

Our own deeds

Are our doomsmen. Man's life was made

Not for men's creeds,
But men's actions.

—Lord Edward Lytton.

Auction Markets Okay Research; Sponsor Congress

Kansas City, Mo. — Unanimous and enthusiastic approval of plans for sponsorship and establishment of a Livestock Market Foundation, as proposed by President Forest Noel of Lewistown, Mont., highlighted the final business session of the two-day and mid-year meeting of the board of directors of the American National Livestock Auction Association.

Prefacing the board's formal action, President Noel urged the directors and members of the national livestock auction market trade association to assume leadership in setting up the Foundation to furnish market development studies, forecasts, trends, and price data "as a public service for the mutual benefit and future progress of the nation's livestock markets, their consignors, buyers and all segments of the industry."

The ANLAA's proposed Livestock Market Foundation plans first were presented to the industry during a history-making meeting in Kansas City early in September, sponsored by the auction markets group and attended by leaders of the auction, terminal and river markets associations. The terminal markets indicated their accord with President Noel's proposal at that time.

During its Sunday closing session, the ANLAA board also approved preliminary plans for the group's 1958 convention and sponsorship of the first national "Livestock Marketing Congress" to be held at New Orleans on June 12, 13 and 14.

Earl Jennings, Baton Rouge, La., chairman of the 1958 convention committee, presented a report outlining the program for the New Orleans meeting, including plans for staging the "Livestock Marketing Congress," which will feature forums and panel discussions on various phases of livestock marketing.

The 1958 first annual Congress is the result of a unique experiment conducted in conjunction with the ANLAA's 1957 convention program — three informative forums on livestock marketing by leaders and outstanding experts of the industry, officials of the USDA, secre-

taries and directors of state departments of agriculture, and specialists from agricultural colleges.

Highly successful, the ANLAA board voted that it be held annually in conjunction with the national convention and designated it as the "Livestock Marketing Congress."

Quality and Prices High in N.D. Sale

By BOB PENFIELD

HETTINGER, N. D. — Thirty-seven cattle and 3 hogs went under the auctioneer's hammer in record time and at record prices at the Adams County Livestock Breeders Show and Sale, here.

Seventeen Hereford bulls averaged \$413 while 15 Hereford heifers sold at \$239 per head. Five Angus bulls averaged \$443.

Quality was the keynote throughout both the Show and the Sale as the buying public backed up the better quality stock with their support during the sale.

George Sturm of the Livestock Extension Department of the N.D.A.C. at Fargo, served as judge. Bob Schnell, Lemmon, S. D., was the auctioneer with Todd Olson and Bob Penfield, also of Lemmon, working the ring. Schnell and Penfield are both members of the NAA.

Rasmussen Invests In Realty Building

ST. PAUL, NEB. — Henry Rasmussen purchased from Vernon "Bing" Taylor, the building formerly occupied by the Wooley Realty, in the east part of Howard Ave. The purchase price was \$8,000.00.

Mr. Rasmussen is undecided as to what use will be made of his acquisition. It is possible he may utilize it for his own use.

The building was erected by Clifford Hall several years ago and recently converted into office quarters by Mr. Taylor.

Many men credit themselves with more brains than they have, and less money.

Memberships Arrive From Many States

Twenty-two states are represented by those who applied for or renewed Memberships in the NAA during the 30 day period ending December 15. The wide territory represented by these men is a repeat indication that the NAA is truly National in scope. In fact, our records show members at present from each of the 48 states, the Territory of Hawaii and most of the Canadian Provinces.

Following is a list of those whose memberships were received in the above named period. The asterisk indicates renewal.

- *Col. Faye S. Fisher, Indiana
- *Col. James O. Lawlis, Texas
- Col. James P. Ross, Missouri
- *Col. George A. Mann, Missouri
- *Col. Ernest T. Nelson, Minnesota
- *Col. Edwin Caldwell, Florida
- *Col. James P. Slater, Wisconsin
- *Col. Jack Amos, Ohio
- Col. E. F. Raeder, Wisconsin
- Col. George I. Dunn, South Carolina
- *Col. H. Willard Arnaman, Missouri
- Col. E. E. Martin, Indiana
- Col. Elaine R. Rogers, Nebraska
- *Col. Robert W. Butler, Florida

- *Col. Mike Fahnders, Illinois
- Col. Ben G. Hoffmeyer, North Carolina
- Col. Daniel M. Owens, North Carolina
- Col. William J. Hagen, Montana
- Col. Barr Harris, Maryland
- *Col. Irving H. Fingerhut, New York
- Col. Joseph J. Veneziano, Massachusetts
- *Col. Vic Roth, Kansas
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- *Col. George E. Collins, Georgia
- *Col. Clarence E. Davis, Indiana
- Col. O. B. Harris, West Virginia
- *Col. G. R. Green, Minnesota
- *Col. Claus V. Beck, Minnesota
- Col. Paul W. Lawton, Vermont
- Col. Robert Schnell, South Dakota
- Col. Charlie J. Tedder, South Carolina
- *Col. Lou Winters, Ohio

FEWEST HORSES

Census Bureau officials report that the number of horses and mules on farms in this country has dropped to the lowest point in the 147 years the bureau has kept records. There were only 4,100,000 in the last count in 1954, compared with 25,200,000 at their peak in 1920.

Kentucky Auctioneers Association

First Annual Convention

MONDAY, JANUARY 13, 1958

Lafayette Hotel, Lexington, Ky.

Fellowship

Inspiration

Entertainment

For further information, write

ELAINE K. MEYER, SECRETARY

1918 Mellwood Ave., Louisville 6, Ky.

THE LIGHTER SIDE . . .

MAYBE IT DID

And now a story about those bug-sized European cars.

The driver just made it into a filling station. The motor gave one last cough and quit. "What you think is wrong with it?" the driver asked the filling-station man.

The attendant shoved his cap back and scratched his head. A broad smile broke over his face as he said, "Maybe it needs a new flint."

OBVIOUS

The Russian school teacher asked a pupil, "Who were the first human beings?"

"Adam and Eve," the kid replied.

"And what nationality were they?"

"Russian, of course."

"Fine, fine," the teacher commented.

"And how do you know they were Russian?"

"Easy," said the kid. "They had no roof over their heads, no clothes to wear and only one apple for the two of them—and they called it Paradise!"

FALL GUY

"For this job, we want someone who is responsible."

"That's for me. Everywhere I've worked, whenever something went wrong, I was responsible."

MYSTERY

One of the greatest mysteries of life is how the boy who wasn't good enough to marry the daughter can be the father of the smartest grandchild in the world.

TOO MUCH!

Horrified father watching daughter select costly wedding gown said to his wife: "I don't mind giving her in marriage, but must she be gift wrapped?"

SCARS OF BATTLE

"Do you play hockey?" inquired the doctor as he examined the patient's shins.

"No," replied the patient, "bridge."

"A PENNY SAVED . . ."

All day long the wife had watched the movers bringing in the furnishings of the new neighbors next door. She could hardly contain herself until her husband came home. "Herbert," she informed him, as soon as he had set foot in the door, "those people next door have no television set, no piano, no fancy clothes, no car and she was wearing no jewelry. I wonder what they do have?"

The husband sighed and replied, "Money, no doubt."

MANAGEMENT SLIGHTED

An overworked business man . . . bothered with union problems, and unable to sleep nights . . . went to his doctor for a sedative. Following several tests, the doctor told the executive he was allergic to drugs.

"What about that twilight sleep I've heard so much about?" asked the man.

"Oh, that's only for labor," replied the doctor.

"Good heavens," exclaimed the tired business man. "Something more for labor. Haven't you got anything for management?"

REAL APPROPRIATE

Minister: "And when I get through with my sermon, I'll ask those of the congregation who want to contribute \$5.00 toward the mortgage on the church to stand up. In the meantime you play appropriate music."

Organist: "What do you call appropriate music?"

Minister: "You play, 'The Star-Spangled Banner'."

BUSY BEE

"Is your new secretary industrious?"

"Could be. She spent the morning trying to get 'Established 1901' on the telephone."

BANG!

Q. What is the time a woman won't look into a mirror?

A. When she's pulling out of a parking space.

IN UNITY THERE IS STRENGTH

LET'S TRY IT OUT

After the psychiatrist had finished his lecture on love problems, he invited questions from his audience. A little man in the last row stood up, blushed, and murmured.

"You said that hysterical girls were calmed down easily by kissing them..."

"That's right," agreed the psychiatrist. "Did you want to know more about it?"

"Just one thing," stammered the little man in confusion, "where can I find a hysterical girl?"

THIRD DEGREE

"Where were you last night?" the woman demanded of her husband.

He started to explaining, "Well, in the first place . . ."

"I know all about the first place," she snapped. "Where did you go after that?"

ONE QUESTION TOO MANY

"Mamma, why doesn't Daddy have any hair on his head?"

"Your Daddy thinks a great deal, dear."

"Mamma, why do you have so much hair on your head?"

"Keep quiet and eat your cereal."

REMINDER

Wife: "Every time you see a pretty girl, you forget you're married."

Husband: "No, you're wrong, my dear. Nothing brings home the fact so forcibly."

DANGEROUS

Four-year-old Bobby was stroking his cat before the fire. The cat began to purr loudly. Bobby gazed at her then suddenly seized her by the tail and dragged her away from the hearth. His mother said: "You must not hurt the kitty, Bobby."

"I'm not," he said, "but I've got to get her away from the fire. She's beginning to boil."

STATESMANSHIP

An admirer came up to a senatorial candidate after his speech and said: "Congratulations. That was a fine speech. I like the straightforward way you dodged those issues."

FAIR ENOUGH!

An employee who had just returned from his vacation, wanted to know if he could have a day off. When asked why he said, "I want to catch up on the time I missed for coffee breaks while I was on vacation."

CHECK

Traveler (on delayed train): "What's the use of having a timetable if your trains don't run by it?"

Porter: "We couldn't tell dey was running late if we didn't hab a timetable."

REPLACEMENT

An insurance salesman was having trouble getting through to his prospective customer.

"What is the maximum value of your husband's present policy?" he asked the housewife.

"If you should lose your husband, for example," he explained patiently, "what would you get?"

Thoughtfully, she looked around the rumpled, cigar-scented room. Then her face lit up and she brightly answered, "A parakeet!"

BRAVE

A fellow who came into a dental office for a tooth extraction was so frightened at the prospect that the dentist sympathetically offered him a shot of whiskey. Then the fellow asked for another shot and gulped it down. The dentist then asked kindly: "There, young fellow. Do you feel any braver? Got your courage back?"

"Yeah," snarled the man, "and brother, I'd like to see anybody touch my teeth."

SURE THING

"You drunken beast! If I were in your condition I'd shoot myself."

"Lady, if you wash in my c'ndishun, you'd mish!"

PENNY PINCHERS

Husband to wife: "If we continue to save at our present rate . . . at retirement we'll owe two million dollars."

IN UNITY THERE IS STRENGTH

REASON

The reason for the amber light on traffic signals: It gives Scotchmen a chance to start their engines.

EXPERIENCE

The baby pulled brother's hair until he yelled from the pain of it. The mother soothed the weeping boy:

"Of course, she doesn't know how badly it hurts." Then she left the room.

She hurried back presently on hearing frantic squalling from the baby.

"What in the world is the matter with her?" she questioned anxiously.

"Nothin' 'tall," brother replied contentedly. "Only now she knows."

ADVICE

Question received by Emily Post: "If I step on my partner's foot while dancing should I say, 'Excuse me,' or let it go unnoticed?" Answer: "If this happens rarely, say nothing. If it happens often I suggest you take more dancing lessons."

TREASON!

Two camels trudged along side by side in a caravan crossing the burning desert. Finally one looked around furtively and said: "I don't care what anybody says, I'm thirsty."

AMEN!

A cold is both positive and negative: sometimes the eyes have it and sometimes the nose.

REMINDER

Sign on florist's truck: "Drive carefully. The next load may be yours."

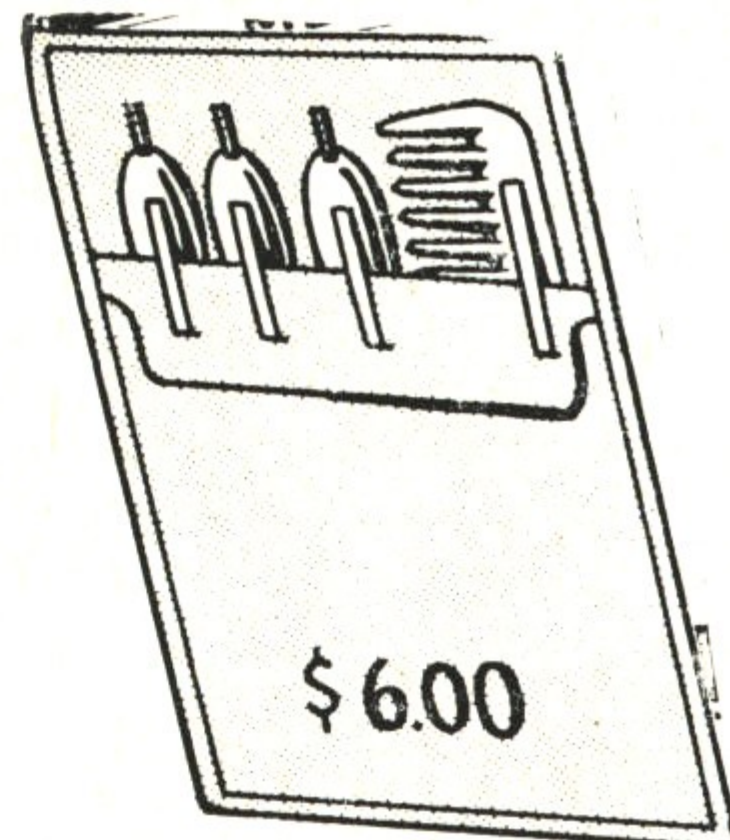
IMPRESSIVE

Spending the night in a small western city, a tourist asked the hotel clerk, "What do you have of unusual interest in your city?"

"Well, we have the only helium plant in the world."

"Really," the tourist gasped, "and is it in bloom now?"

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TEN REASONS WHY EVERY MEMBER SHOULD GET NEW MEMBERS

1. Added Membership will make your Association a stronger influence in your community.
2. Added Membership will give your Association a greater opportunity to help and improve Auctioneers.
3. Added Membership in your Association will help convince members of your State Legislature, and those you send to Congress that they should vote right on issues that effect you personally — Example, licensing.
4. Added Membership will enable your Association to expand its activities, with greater opportunity for all.
5. Added Membership will help your Association obtain the cooperation of leaders in legislation for the protection of the Auctioneer Profession.
6. Added Membership in your Association will enlarge your circle of friends and business contacts.
7. Added Membership in your Association will give you greater personal security in the protective support of the Association.
8. Added Membership in your Association will enable you to enjoy the storage of information and benefit thereby.
9. Added Membership in your Association will assist you in any part of the country that your profession may take you.
10. Added Membership in your Association will give you the prestige and influence that makes for success, elevating the Auctioneer profession, dispel unwarranted jealousy and selfishness.