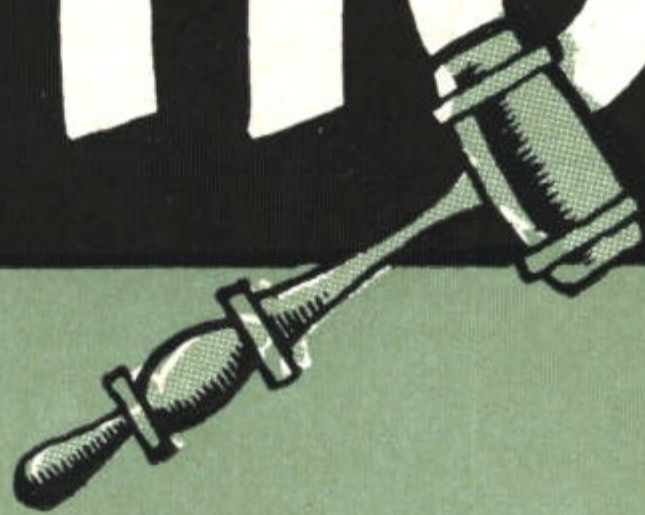


the AUCTIONEER



"YOU'RE RIGHT, ALICIA, IT IS TIME TO START MAKING
PLANS TO GET TO THE 1964 N.A.A. CONVENTION."



NATIONAL AUCTIONEERS

CONVENTION

JULY 16 - 17 - 18, 1964

HOTEL FT. DES MOINES

DES MOINES, IOWA

THE AUCTIONEER
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of
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Around Again

By HERMAN W. SIGRIST

I am prompted to write a short article since it is March. Something about the windy month, along with the thought (the Lord willing), I may celebrate my four score plus a couple more. A bit of reminiscence comes up with the fact, that I arrived on the scene the last day of this windy month, just before the April showers and the April flowers, began to herald, what we call spring.

The next few years were pretty quiet, but eventually I pulled on my copper toed boots and trudged along for a mile to the little red school house, where I learned to read and write. The teen age years were like most boys, bare footed, stubbed toes, skinned shins, and a few fights.

Then followed high school and college. The only out-standing thing I remember well was the fact that I graduated with a BS degree in 1903, from Tri-State College, at Angola, Indiana. The second thing of importance was I received my first license to teach school, earning \$45.00 per month, which brought me the knowledge that I was my own boss. Two years of teaching was enough. Three years on the farm was again enough. Then came the high lights of these earlier years. I graduated from the late Carey M. Jones school of Auctioneering, and the struggle for that first sale begun, I got it and then I was on my way. Since that time the story does not vary too much, I was AN AUCTIONEER. I did not have to worry about a license and competition was not too keen, for in the next ten years I had sold in sixteen states, most all sales were real estate. As I said competition was not too keen because this field was for the most part just beginning, besides I was never in one place so long that competition could gang up on me. After ten years of riding the rails, eating coal smoke from the pokey trains, sleeping in uppers because the (Upper was lower and the lower was higher), eating where and when I could get it, cured me of the traveling habit.

My first automobile was called a (Queen), it cranked on the side and the

two cylinders laid one under the front seat and the other under the back seat—the chain drive to the rear sprocket had a habit of breaking more often than a bucking broncho.

By this time the thrill of wearing a high hat at the head of a brass band while marching through the towns to the sale grounds, had lost its thrill, I was ready to settle down, which I did in the city of Fort Wayne. Where we established an Auction House, which we ran for nearly twenty years along with commercial sales in that territory. At this time we developed the Sigrist Furniture Company which is still running and is still owned by the Sigrists, thought it is managed entirely by outside employees, some of which have been in our employ for more than thirty years.

In 1924 I became associated with my good friend Col. Fred Reppert, as an instructor at the Reppert Auction School at Decatur, Indiana, where I have continued ever since. I have been told that more than six thousand students have been graduated from every state in the union and many from foreign countries. These men have always been taught to be honest, aggressive, capable and to work always as gentlemen. Many of you who attend your State and National Association of Auctioneers, I have learned to know and value with a very high regard, having missed only one convention in the last fifteen years.

This was intended to be just a short article to remind you that the (Hoosier Auctioneer) as I was billed for many years, is still in circulation,, (I just got back from a month in Florida). I have been retired for some years but can still hold a fish pole without a fish jerking it out of my hand, and I can pick a horse at the races to drive the others home, most every time. I have belonged to the same church for well over fifty years and try hard as I might, I have never been able to graduate from either my Sunday School or my Church. I have always endeavored to travel the straight

road and to mingle with those who have likewise traveled it. I have real hopes of meeting many of you in Des Moines, in July. Lets join the band wagon, swap yarns, learn a lot and come home a better auctioneer.

Bob Penfield Gets Mention In Press

Bob Penfield, who has the Home Base Auction in Bowman, N. Dak., has been in the auction business since he was nine years old. He sold his first cow in his grandfather's market at that age. When Bob was 27, he bought the Home Base Auction to become the youngest auction market owner in the U. S. at that time. A third generation market operator, he is currently president of the N. Dak. Auctioneers Assn., and holds a life membership in the National Auctioneers Assn., as well as being a board member of that group. Penfield is also state director for the National Livestock Auction Markets Assn.

The above is a reprint from WESTERN LIVESTOCK REPORTER (Billings, Mont.) which also carried a picture of

Bob. We are sorry we don't have a picture to show you but you will become more acquainted with this young man in the next few years. We feel he has a great future ahead of him in the auction profession and the National Auctioneers Association will be deriving many benefits from his knowledge, ability and leadership qualities.

If you have not met Bob Penfield, make it a point to get acquainted with him during the National Convention in Des Moines.

New Jersey Group Elects Officers

Norman J. Kirkbride, Hightstown, was elected President of the New Jersey State Society of Auctioneers in their meeting at Somerville, February 3.

John R. Potts, Centerville, is the new Vice President, and Ralph S. Day, Leonia, was elected to his tenth consecutive term as Secretary-Treasurer. Added to the Board of Directors were retiring President, Elwood Heller, Somerville; Edward P. Gillespie, Port Monmouth; and Fred W. Howarth, Dover.

Head For Iowa In July

Along with this issue of "The Auctioneer" we are enclosing a booklet that briefly describes a portion of the attractions Iowa has to offer. Many auctioneers and their families will be going in that direction and visiting this great state in July. It will be a combined business and pleasure trip for them as they will be attending the National Auctioneers Convention in Des Moines, July 16-18.

July is a great time to travel, an ideal time to leave home for most auctioneers as this is the month that normally sees the least auction sales and as shown in the brochure, Iowa has much to offer in beauty, historical and recreation sites.

We urge you to start planning your vacation now. Remember the National Auctioneers Convention is a family convention. There will be items of great interest and entertainment for the whole family — and they will enjoy attending a meeting that pertains to their breadwinners occupation.

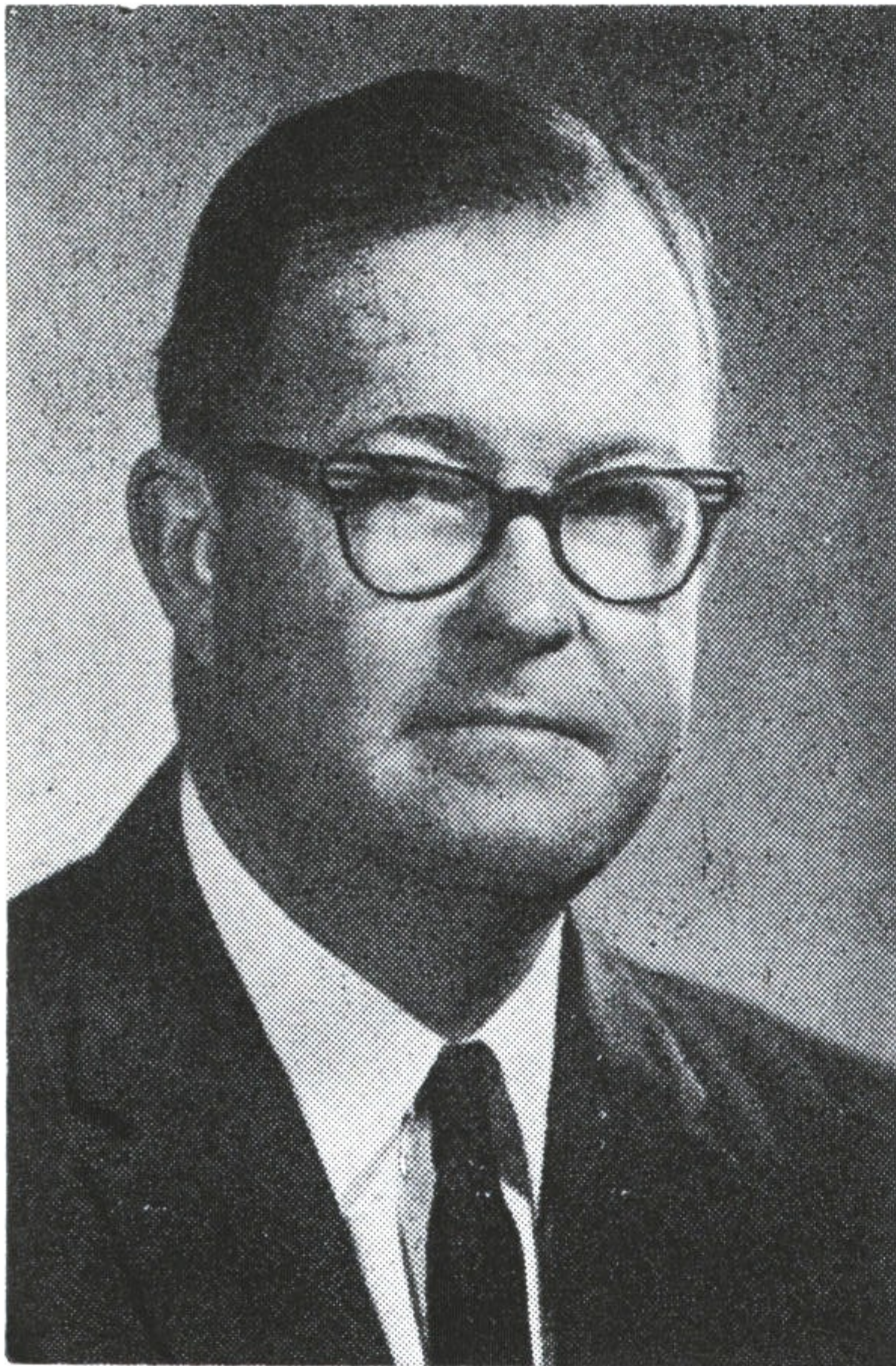
Let's all head for Des Moines and the National Auctioneers Convention, July 16-17-18, 1964!!!

Why Attend The National Convention

By WALTER S. BRITTEN

It would appear to be idle conversation to report why one should attend the national meeting of the National Auctioneers Association. Surely, in this day of high-pressure selling everyone needs all the selling tools available and must be abreast of events in the field.

Therefore, the **FIRST** reason for attending is to keep up to date!



As a person acquires proficiency in his field of endeavor, he tends to become complacent and unaware of better methods or practical revision of his sales technique. He must meet with others in the profession — discuss problems and ideas in order to evaluate his own methods.

So, the **SECOND** reason for attending national conventions is to re-appraise your methods and selling techniques in the light of the experience of others.

And, speaking of meeting with others and talking over ideas and problems,

there is probably no greater reason for attending convention than to meet old friends and make new ones.

Put that down as **THIRD** — go to see your friends and make new ones. The convention offers the only place you can see so many of the persons in the field of auctioneering at one time. They can give you valuable advice — and make it possible for you to enter new fields of selling.

So, that brings us to another reason for going to convention — to make contacts and to possibly enter new fields of selling, either in new areas or other types of selling.

How can you lose?—put that down as **FOURTH**.

The program planned each year for convention is the best available — the **TOP MEN** and **IMPORTANT SUBJECTS** which must be discussed and given full range for the experience of those present come into consideration.

This then is **FIFTH**—to hear the speaker and study the subjects presented at convention. It is **NOT** the same to read it in the journal — for the people on the program are available to you for private discussion as well.

Now you do not need to be reminded that you might just go to the convention to have a good time!

This goes down as **SIXTH** — fun! Yes, we said **FUN**. There will be plenty of relaxing good times for those who go to the convention.

We set out to give you **TEN** good reasons for going to conventions and there are so many we many not manage to put it in ten.

To continue: have you ever felt defeated and in the dark about certain practices you encounter? Do you know what to do about this situation?

For the **SEVENTH** reason — come to convention and discuss it with others who may have the same problems.

Do you know all there is to know about cadence, pacing, psychology in your chosen field of selling? How is your timing?

The EIGHTH point is . . . you can secure criticism of your presentation that is worthwhile. You can listen to others sell and learn their methods.

Did you know that the leaders in our profession consider it a MUST to attend convention? You can come to convention and meet all these people. They are on the board of directors, they are your officers and fellow members.

As for the TENTH reason — if you wish to have a voice in the shaping of your association, in the choice of legislative work to undertake, if you want to VOTE — join the NATIONAL AUCTIONEERS ASSOCIATION and COME TO CONVENTION.

Tom Kean To Iowa Newspaper Post

Tom Kean, Farm Advertising Manager for the Omaha World-Herald and a well known personality to auctioneers throughout Nebraska and Western Iowa, has severed his connections with the Omaha newspaper as of March 20. Tom now holds a similar position with the Iowa City (Iowa) Press Citizen.

While he will be missed by his many friends in the area served by the World-Herald, Eastern Iowa and Western Illinois auctioneers will find they have a valued supporter in Mr. Kean. He has always maintained a keen interest in the auction method of selling and has worked closely with the auctioneers and has given them publicity assists whenever possible. He was a "regular" at Nebraska Auctioneers Conventions and these events received great support through the newspaper he represented.

In a letter to THE AUCTIONEER, Tom says he wishes to thank all of the Nebraska and other Midwestern auctioneers for their patronage and many favors the past five years and will look forward to a continued association with the Iowa and Illinois auctioneers.

Parke-Bernet Not On The Market

Louis J. Marion, president of the Parke-Bernet Galleries, issued the following statement for immediate publication:

"During the past several months reports have circulated in the art world, both here and abroad, of an imminent sale of the Parke-Bernet Galleries to foreign interests. I have been asked repeatedly by the press to comment on these reports.

I wish to state, with the authority of our Board of Directors, that these reports are not true. Over the years and especially during the past years, a period when the Company has had its most conspicuous success, we have been approached by individuals and groups interested in exploring the possibility of purchasing the Galleries. More recently the number of unsolicited proposals, some of them very attractive, has increased. We have reviewed these offers and have accepted none of them. Parke-Bernet is not for sale. We are enjoying another successful season in what we consider the most vital and potentially profitable art market in the world, and we look forward to many more seasons of growth for Parke-Bernet under its present management."

If They Only Knew The Rate In 1964

There were those who thought income taxes were high 50 years ago as evidenced by the following reprint from the CHICAGO DROVERS JOURNAL:

Chicago had at least one man who was reasonably certain to keep the wolf from the door. He had notified Internal Revenue Collector Samuel M. Fitch that he was prepared to pay an income tax of \$42,516.68 on his net income for the last 10 months of 1913. At the prevailing rate of interest on investments, a man would have to set aside \$1,000,000 or more to work solely for the government to meet this annual income tax.

Michigan Auctioneers' Convention Held

By Charles DeLiso, Jr.

On February 20 and 21, 1964, The Michigan Auctioneers held their annual convention at the Jack Tar Hotel in Lansing, Michigan.

President, Glenn Casey opened the convention by greeting the new and old members as well as the auxiliary and guests. He immediately mentioned the increase in attendance and the fact that there were quite a few new faces, along with old members that are not seen too often.

Mr. Richard Brodie read the minutes from last year's convention and gave the yearly treasury report.

Discussion was held on a new law that went into effect in January, 1964. It is quite a binding and hardship ordinance to be cast upon the auctioneers, but that is what happens when you don't have a good, large attendance at meetings.

The next convention dates were set. They will be in Lansing again in January, 1965.

Mr. McGowan, an attorney, was the speaker at the business meeting. He discussed the new Universal Commercial Code as it pertains to the auctioneers of Michigan.

At the luncheon, Mr. Jim Finican, Executive Assistant to the Mayor of Lansing gave a short, but fine, welcoming address.

The afternoon session started with State Representative, Mr. Thomas Sharpe. He let us know of the importance of having a lobbyist for our benefit during legislature.

Election of officers was held, Glenn Casey was re-elected President. Les Johnson was elected First Vice-President, Everett Miller, Second Vice-President and Garth Wilbur, Secretary-Treasurer. Also, three new members were elected to the Board of Directors to fill expired terms.

Art Boroughs, Agricultural Editor of WKAR Radio Lansing, Everett Miller and John Bell were appointed as a Legislative Committee to come up with a good set of laws for the auctioneers of the State of Michigan.

Mr. John Nesbit of Ohio, our guest speaker, beautifully expressed the need of drive and spirit in promoting the auction business as well as for ourselves as auctioneers. He did this in a manner that will long be remembered.

In the evening, a dance was held, accompanied by a fine four-piece orchestra. We would like for this arrangement to be continued at all future conventions. It should, we hope, bring more auctioneers and their wives out to the conventions. A good and rewarding time was had by all.

While the meetings were in session, the ladies went on a tour of the Oldsmobile Plant. They then attended a tea and style show and later watched a jewelry show before joining the men for the banquet and dance.

Mail Bidding

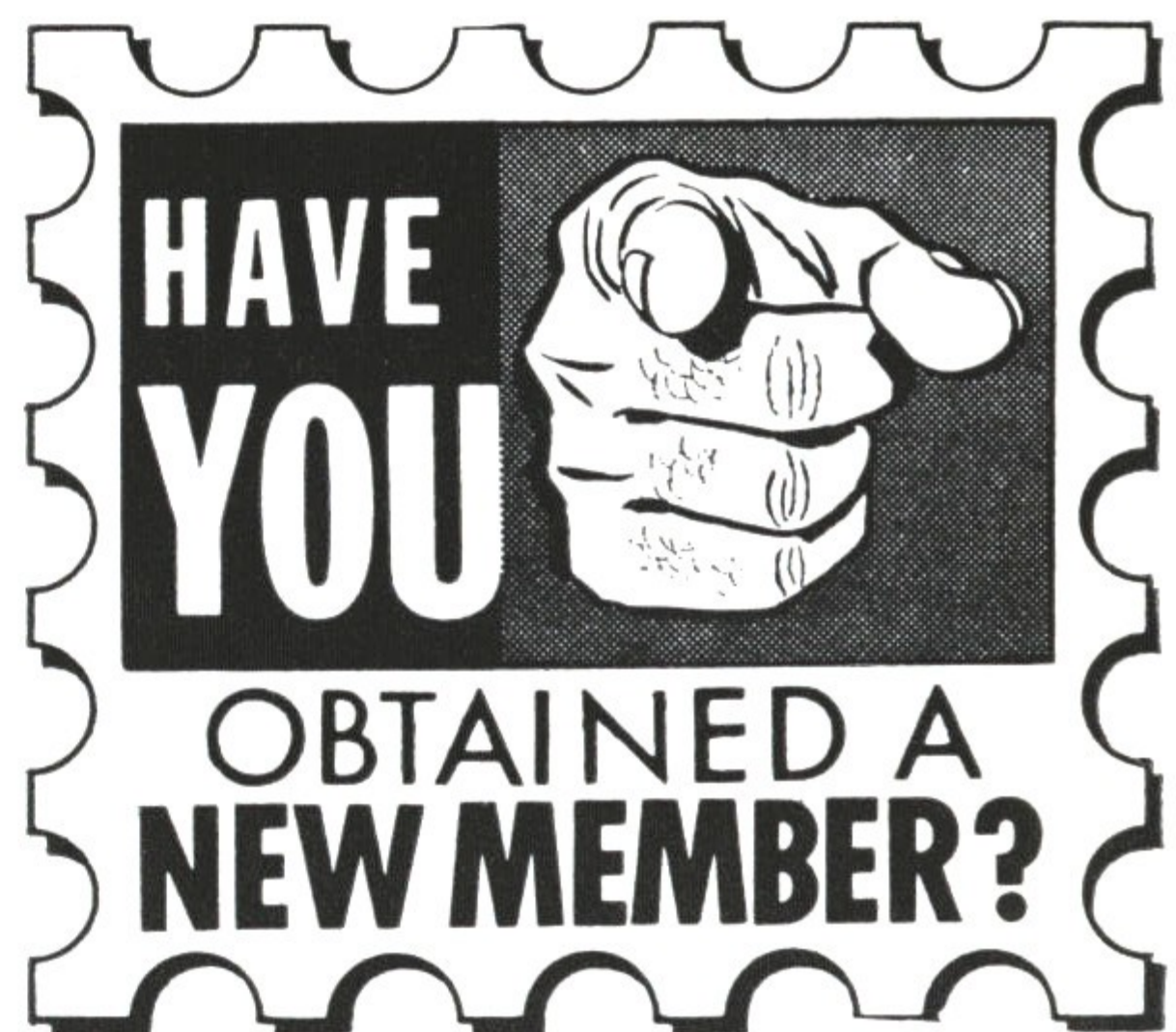
By ROBERT FELLOWS,
Jackson Heights, N. Y.

Particularly in the book, stamp, and coin fields mail bidding at public and mail auctions and at mail sales is becoming increasingly popular and important monetarilywise. There are a couple of matters concerning mail bidding which should be brought to the attention of auctioneers. The pertinent law varies little from jurisdiction to jurisdiction, but answers to specific questions are best sought from legal counsel. For simplicity this article is limited to New York City.

A mail auction really bears a spurious connotation for it is nothing more than a mail sale disguised as an auction. There is a failure to meet the prerequisites of a true auction when all the bidding is by mail. A true auction is a public sale by public outcry to gain for the seller the highest price by open and fair competitive bidding freed from all forms of chicanery. The Department of Licenses, the auctioneering regulatory authority in New York City in Complaints No. 3122/63 and 4655/63 ordered two large stamp auction houses to desist from advertising and conducting so-called mail auctions.

Paradoxically, where the auction label is omitted, the licensing agency exercises no control over mail sales. This is so though the sale takes the form of an auction, with lots listed in a catalogue and mail bids solicited under a pledge that each lot will be sold to the highest bidder. There can be little doubt that a mail sale often misleads the uninitiated into believing he is participating in a genuine auction. A mail sale bidder can easily be victimized for with no governmental control there is lacking a practical method for verifying whether his mail bid was advantageously executed for him. Until properly regulated, a mail sale presents dangers to the public and distinct unfair competition for licensed auctioneers.

Of course at public auction mail bids can be entertained. Failure to demonstrate that mail bids are ethically processed cannot but make an auction sus-



pect. It behooves an honest auctioneer to avoid any appearance that mail bids are treated in an illusory manner or in effect used as a sinister device in place of the illegal shill. Any attempt to hide who bids what by mail prevents every bidder from being assured he is competing against bona fide bidders.

Furthermore, an auctioneer in dealing with mail bids has to stay clear of a conflict of interest. Placing on the block his own merchandise with a full disclosure, or already having undertaken to sell a lot at the highest price possible for the seller, the auctioneer ought not turn around and represent the prospective buyer by contracting to purchase the lot as cheaply as possible for him. Hence it would follow each mail bid as cheaply as possible for him. Hence it would follow each mail bid ought to be treated as a sealed bid to be executed at the full amount of the tender. The auctioneer properly should refuse to act in the capacity of a quasi-broker of the mail bidder for the purpose of applying the bid only to the extent necessary to top the second high mail bid.

Likewise, because each honest competitive bid should be submitted unconditionally, an auctioneer ought not to accept a mail bid restricted by a limited purchase arrangement wherein the bidder directs his bid to apply only if the total of this bid and others which were previously accepted does not exceed a designated amount.

Lastly, it is incumbent on an auctioneer to indicate just how each mail bid was managed. It is simple to discharge this obligation and prevent all arguments. All the auctioneer has to do is to promptly

enter each mail bid in a properly kept mail book and show this book on request to any interested party.

The writer was advised by the Department of Licenses of the City of New York in a policy statement that “***pursuant to Regulation 9 (i) it is proper that the auctioneer keep records of the mail bids and make them available for inspection by authorized representatives of this Department. The proper method for handling mail bids is to start the auction at the highest mail bid received.***”

Marketing Congress Plans Completed

Kansas City, Missouri — Enthusiasm and a warm welcome by the Virginia Livestock Market organizations are included in the hard-at-work plans for the 1964 Livestock Marketing Congress to be held in Richmond, June 18-21, an industry-wide event.

Roy Ownby, Richmond, Virginia, is spearheading the program and entertainment plans as the “event of the year.” Of particular interest are the advantages offered for a family vacation to visit the many historical areas of Virginia, side trips to Washington, D. C., and the New York World’s Fair. The entire committee organization in Virginia is making every effort to provide an appealing program of entertainment, with the fine facilities of The John Marshall Hotel as the headquarters and location of the principal program events.

The importance of the trends and developments in the livestock industry and the vital information being gained at the Roundtable discussions throughout the nation by CERTIFIED LIVESTOCK MARKETS will provide a recapitulation of the “program for action” at the Congress. The value of competitive enterprise under a free choice of the method and means utilized to buy and sell livestock is a resulting basis of a stable and vital productive economy. Attending this year’s Congress will see some hard-hitting drive and action toward the crux of the livestock industry marketing and merchandising efforts of livestock and meat, and serves as an opportunity of expression at this national forum event.

Included in the events of the Congress are the annual convention sessions of two livestock industry trade associations, the Certified Livestock Markets Association and the National Livestock Dealers Association. Sponsored again this year will be the World Champion Livestock Auctioneer Contest, with the sale of Virginia’s finest feeder calves, feeder pigs and lambs, and a trip to the New York World’s Fair for the contest winner plus additional prizes.

A special youth program of events, activities and a tour to Jamestown and Williamsburg, Virginia, is planned, with participation by the Marketeers, youth organization of livestock markets and allied livestock youth groups. This endeavor is being given particular emphasis by the Virginia committee organization.

“Early Bird” Reservation forms, along with the World Champion Livestock Auctioneer Contest entry forms, have been mailed for early reservations to a truly fine event at Richmond, Virginia.

Nebraska Convention Set For May 3rd

Grand Island and the Yancey Hotel have been chosen as the site of the 1964 Convention of the Nebraska Auctioneers Association on May 3. This announcement came from a Board of Directors meeting, held in Grand Island, March 15.

All auctioneers and their wives are invited to attend. Nebraska has a long reputation for its outstanding conventions. It draws a larger attendance than most similar events in other parts of the country, many of the nation’s outstanding auctioneers are active participants and not only Nebraskans but auctioneers from adjoining states usually attend.

An almost 100% attendance was reported at the March 15 Board Meeting and the Program for the May 3 event promises to be second only to that of the National Convention. If you live in Nebraska or an adjoining state, be in Grand Island May 3. There’ll be a treat in store for you.

Most knocking is done by people who don’t know how to ring the bell.

Membership Totals Suffer Through Renewel Neglect

Failure to renew memberships on time has caused some changes in our membership by states as well as total membership. On March 15, we counted a total of 1809 paid-up members. This is considerably less than our all-time high membership mark of 1912 on December 31, 1963. A total of 219 memberships expiring on January 1 had failed to renew as of this date.

States hardest hit by January 1 drop-outs were Iowa, Kentucky, Texas and Colorado. These are states with joint state-national membership where all terms expire on January 1.

Standing among the top states had only one change in the top five with Pennsylvania moving from fourth spot to second. Ohio remains in the lead with 152 members, Pennsylvania follows with 139, then Illinois with 129, Indiana with 124 and Nebraska with 106.

Tennessee took advantage of the slow renewals in Kentucky to move into sixth position with 91 members and Wisconsin moved from eighth to seventh with 85 members. A comparative table by states follows:

State	Mem- bers Dec. 31 1963	Mem- bers March 15 1964	Un- renewed January expirations
Alabama	8	8	0
Alaska	1	1	0
Arizona	8	7	2
Arkansas	20	20	0
California	45	43	5
Colorado	37	32	12
Connecticut	7	7	0
Delaware	3	2	1
Dist. of Col.	1	1	1
Florida	28	26	2
Georgia	21	18	3
Hawaii	2	1	1
Idaho	7	8	1
Illinois	133	129	11
Indiana	127	124	10
Iowa	78	48	34

Kansas	79	80	0
Kentucky	104	75	31
Louisiana	10	8	2
Maine	4	4	0
Maryland	20	21	0
Massachusetts	28	27	3
Michigan	51	48	7
Minnesota	21	20	2
Mississippi	4	4	0
Missouri	58	60	3
Montana	24	24	0
Nebraska	105	106	0
Nevada	1	2	0
N. Hampshire	4	3	1
New Jersey	34	32	3
New Mexico	19	17	4
New York	64	62	4
N. Carolina	26	24	3
North Dakota	18	17	2
Ohio	164	152	15
Oklahoma	25	26	2
Oregon	16	16	1
Pennsylvania	126	139	0
Rhode Island	5	5	0
S. Carolina	9	8	3
South Dakota	26	23	5
Tennessee	86	91	0
Texas	67	46	32
Utah	1	2	0
Vermont	4	4	1
Virginia	32	40	0
Washington	12	13	1
West Virginia	19	16	4
Wisconsin	80	85	0
Wyoming	20	18	3
Canada	19	16	4
Australia	1	0	1
Totals	1912	1809	217

Synthetic Gems

The preparation of synthetic gems is an ancient art and was mastered by the Egyptians, who manufactured several kinds of jewels, and the Romans, who produced artificial pearls in great numbers.

Glassmans To Full Time Auctioneering

Col. and Mrs. John Glassman, Dowagiac, Mich., have selected April 10 as the date of the farm dispersal auction. The Glassmans will sell their farm along with all their farm equipment on that

date. Auctioneers will be Kenneth Samson, Calvin Brown and Loyal Smeltzer.

Increased activity in the auction profession caused the Glassmans to make the decision to quit farming and devote full time to the auction profession. Col. Glassman holds a Life Membership in the National Auctioneers Association.



Harold P. Higgins, NAA member of Huntingdon, Quebec, sells steer for \$8.00 per pound at the National Salon of Agriculture in Montreal, February 12. Dominion Stores, Ltd., Montreal, were the buyers, paying a total of \$8,240 for this white-faced Champion. The 47 head offered at auction averaged 77c per pound or \$703 each for a new Canadian record for this type sale. The auction was conducted bi-lingually (half French, half English at the same time).

Attend Your State Auctioneers Meeting

BY BERNARD HART

With the advent of spring comes many important dates for members of the Auction Profession. Beginning this month and continuing into July, many State Associations of Auctioneers will be holding their Annual Business Meetings and Conventions.

Auctioneers have the dubious reputation of being second to none in complaining about conditions relative to their profession. But did you ever notice those who are the bitterest are the same ones who never turn out for their state meetings?

The excuse most often heard is that they were too busy to attend. This may be true in 1% of the cases. This excuse always reminds me of the manner in which a Program Chairman for a State Convention recruited his program talent. He telephoned those he wished to have on the program and the conversation went something like this:

Hello, John, this is Bill Smith. What are you doing on April 25th? By golly, Bill, I've got that date open. Good, I want you to come down and make a talk at our State Convention.

This approach was very effective as the auctioneer, in his eagerness to help on a sale, had exposed himself to the fact that he was not busy that day and that he was anxious to be doing something. He was caught so completely off guard that all he could do was say he would be there. Ninety-nine per cent of the auctioneers who do not attend their State Conventions would not be too busy to conduct an auction, or even assist with one on the same day.

State Conventions can offer a good deal if the auctioneers of the state are well represented. If they are poorly attended the entire group suffers. Why not make it a point to attend the next meeting sponsored by your State Association? I have met some of the finest folks in the world at these meetings. I am sure that you will have the same experience.

Show Your Merchandise

The opportunity to show your products to prospective customers and explain their merits in person is your Number One Sales Aid.

**Exhibit At The National Auctioneers
Convention, Des Moines, Iowa, July 16-17-18**

For information, write:

National Auctioneers Association, 803 S. Columbia St.,
Frankfort, Ind. 46041

Indianans Announce Zone Meeting Dates

Officers of the Indiana Auctioneers Association have announced the dates and locations of the area meetings to be held this spring. These meetings were established several years ago, starting with four. Since, they have been expanded to six meetings each spring.

Members and non-members, along with their wives, are invited to attend. The fellowship and exchange of ideas have made them very popular and membership in the Indiana Auctioneers Association has enjoyed a nice increase through the better understanding of members of the profession.

Following is the schedule of the meetings:

April 5—Southwest Zone, Shamrock

Drive Inn, Petersburg. Curran Miller and D. D. Meyer, hosts.

April 12—Northwest Zone, Wellman's Holiday Inn, Valparaiso. Loyal Smeltzer, host.

April 19—Eastern Zone, Kings Crown Inn, Anderson. Egg Hood and Fred Mills-paugh, hosts.

April 26—Southeast Zone, Colony Chef, Seymour. J. O. Murphy, host.

May 3—Western Zone, Congress Inn Motel, West Lafayette. Ralph Rinehart, Jr., host.

May 17—Northeast Zone, Hobby Ranch House, Fort Wayne. Maynard Lehman and Russell Kruse, hosts.

Government is not reason; it is not eloquence — it is force! Like fire, it is a dangerous servant and a fearful master. Never for a moment should it be left to irresponsible action.—George Washington



At the Ohio Convention, Owen Hall (left) presents appreciation plaques to two retiring officers, Gene Slagle (center) and Richard Babb. Cols. Slagle and Babb served the past year as President and Secretary-Treasurer, respectively.

Conventions -- 1964

BY COL. POP HESS



This writing, as we find it here in Ohio on March 12, reports the usual March weather with plenty of rain, sunshine, some snow and March winds. And now it is my job to write something that would be fitting for April reading.

In looking over the auction sales and auctioneers in Ohio, I find we have a good run of sales going on our radio program and have had since the first of the year. From the way sales are coming in for our livestock and farm sales program, it looks as though we would be busy through March, April and up to June 1st. For myself, I have been busy keeping this program in line to please the ears of the public as well as the sellers, auctioneers and sales managers. We try to make each sale attractive to an estimated audience of 400,000 people who want to know what is selling, where and when.

After being supervisor of this program for its full run of 15 years, it has become somewhat of a legend among farmers, livestock men, auctioneers and sales managers for the final "shot" for their sale that has already been advertised in newspapers, farm and breed magazines. We usually run their last announcement the day before sale day and usually mention it again on the day of the sale. It still gives a man time to step on the gas and get going.

A survey has shown that many of the men folks have the women of the house to tune in and get the facts in the event they are late for dinner. We are on at 11:40 A. M. midst farm news, markets, etc. The reason we are describing our program is that we have had inquiries from readers of this publication and this way we can save some letter writing. Most frequent question is, "How far out over Ohio do you reach?" We find we come in quite clear in all parts of Ohio and reach about 100 miles into ad-

joining states. WRFD is 880 on your dial and we are on at 11:40 A.M., Monday through Saturday. We invite you to tune us in someday if you live in the area we cover. We always give the names and addresses of all auctioneers working on each sale and it is good publicity for them.

So much for this and why am I tied to it and doing it. It is a wonderful way to keep abreast of auction sales and that has been my bread and butter for some 50 years before stepping aside for younger men to take over. I could have stayed in and been active but I could not see the point of working to help promote younger auctioneers and their sales, then going out and being their competitor. It makes a wonderful retirement and I make it as a suggestion to other auctioneers who are now sliding to the other side of the hill. Pick up a part time retirement job that will keep you in touch with your life's work.

In speaking of auctioneers, I have had many letters coming in on how our revised Ohio Auctioneers License Law is working out and am happy to state the waves have not been too rough. It has brought to the attention the number of auctioneers there are in Ohio and the list runs from the busiest to the seasonable auctioneers who follow the profession as a sideline, the once-in-a-while auctioneer and the would be auctioneer. If my information is correct, Ohio listed right at 1200 auctioneers and in checking quite closely it seems that around 200 of them seem to be the auctioneers in demand and doing the lion's share of the sales.

It was a surprise to me to see so many clear the lines and get state licenses and meet all the requirements. It must be the dog's bark was much more severe than his bite. In my little poll on Ohio auctioneers there are around 800 unem-

ployed licensed auctioneers so from that basis we have a good supply of auctioneers in storage. A good reserve to fall back on as the busy ones pass out of the picture. It reminds me of a fellow I once knew who farmed all his life but never owned a farm of his own. He always said he was going to buy a farm of his own as soon as Uncle John passes on as he has the kind of money to hand down to me that will buy a farm. I hope this is not the case with the auctioneers we have on the rack, that they are not waiting for the man now selling to pass on or quit.

As we digest all the writings presented within these pages we find we are headed for an all time high in membership total. If those renewals will just speed up a little, we will have our 2000 by July 1.

Convention dates are not too many weeks away, July 16-17-18, at Des Moines, in the state of Iowa, the home of many nationally known auctioneers, past and present. Des Moines is the home ground of my long time friend and competitor for many years, the "notorious" Jack Halsey. And this convention will not be complete if old Jack is not on the front line for comments. He has the answers that can ease the conscience of the bewildered auctioneer trying to climb the ladder. I have had many purebred livestock breeders tell me what they always liked about Jack Halsey was they could understand his lingo on just what the bidding price was and from many years tramping the shavings in ring work, with Jack in the box, we seldom got lost and if we did we got back on the homeplate in due time.

Speaking of conventions, July will be a HOT month with three outstanding conventions. On the East Coast the Democrats will be twisting the donkey's ears for kicks, the G.O.P. will be on the West Coast spraying and polishing their elephant with snorts of elephant strength to change the head man in National Affairs. Then in the Midwest, in Iowa, the NATIONAL AUCTIONEERS CONVENTION. They will not be so disturbed on what they need in the election for next years officials but will be working for more and better auctioneers and auction sale procedures.

As we see July, 1964, the atomic boom will be general throughout the United

States with an overflow into other countries near us. And I'll bet some game chap there'll be more harmony in the NAA convention than in either of those sponsored by the great political parties. The G.O.P. has to boil down a correct man for their President, re-polish their platform, and that will be it. As of this date it looks like a full field of starters, all heading for the wire. Over on the Democrat side, they do not have the trouble of finding the first man as they already have him. Their job is to find a running mate who will hold together the north, west, south and east. It will probably be a Johnson headache. Also, they have some cracks and knot holes in their party platform to mend and polish. Then it will be good old John Q. Public who will judge the race.

Whatever the outcome, there will still be a need for auctioneers and to continue to prove to the public it is the auction method that establishes prices, brings in better totals in selling and markets items for the sure dollar. Auctioneers are not elected but selected, their platform is their background in action and performance.

A question asked me on my 84th birthday last Feb. 6 was if I were to live the 84 years all over again what would be my preference of activity. Naturally I told them I would be an auctioneer and I might add a much better one with the knowledge gained the past 80 years. Of course, my old side-kick and rotten competitor who loves to roast me says it took that bird 80 years just to learn what an auctioneer should be and he is now too old to get the job done. Some of these are quotes from the Birthday Card he mailed me, with the head of a billy goat and addressed to the Old Goat of Ohio, and it arrived O.K. Soon, I will have the pleasure of sending him his Birthday Greeting, the animal on his card will be far-fetched from a good goat. It will be one of those half grown-up donkeys with long ears and a club tail, trying to kick off the many flies that are biting him where his thinking often is — all from the Old Goat from Ohio.

Speaking of letters received, I have had a nice run from all directions. Some are middle aged, some older, some younger.

Many wanted to tell me all about their many troubles and successes as an auctioneer and they all make interesting reading. Some read a little like the blasts of Cassius Clay, "That I am the greatest," down to the average and most humble. The ones most misconstrued I have answered in consoling and I am sure they will either live or go down in due time so far as auctioneering is concerned.

To be an auctioneer is dependent upon desire. It takes time to study all points from appearance, voice, personality, self-reliance, ability to take rejections as a boost for you to improve and if you have not gotten a foothold in five years then it is best to look over the fence for another apple.

"Start off each day with a smile. That way you save all your grouching for the office, ride home, dinner table and PTA meeting."

Yards, Sale Arena Built By Ranchers

SONORA, Texas — The Sonora Stockpens, Inc., has been formed by Sonora ranchers to provide needed livestock facilities for the area.

There was no place to work cattle in this area, so the members pledged \$50,000 to build modern stockpens where cattle and sheep may be weighed, vaccinated, branded, sheared, tagged and made ready for shipment.

Officials of the corporation are Edwin Sawyer, president; R. A. Halbert, vice president; and Harold Scherz, secretary-treasurer.

There will be a sales arena where specialized sales will be held, which will be operated by Charlie Schwartz of Junction, Texas, under a lease agreement.

Grand opening has been tentatively set for sometime in April.



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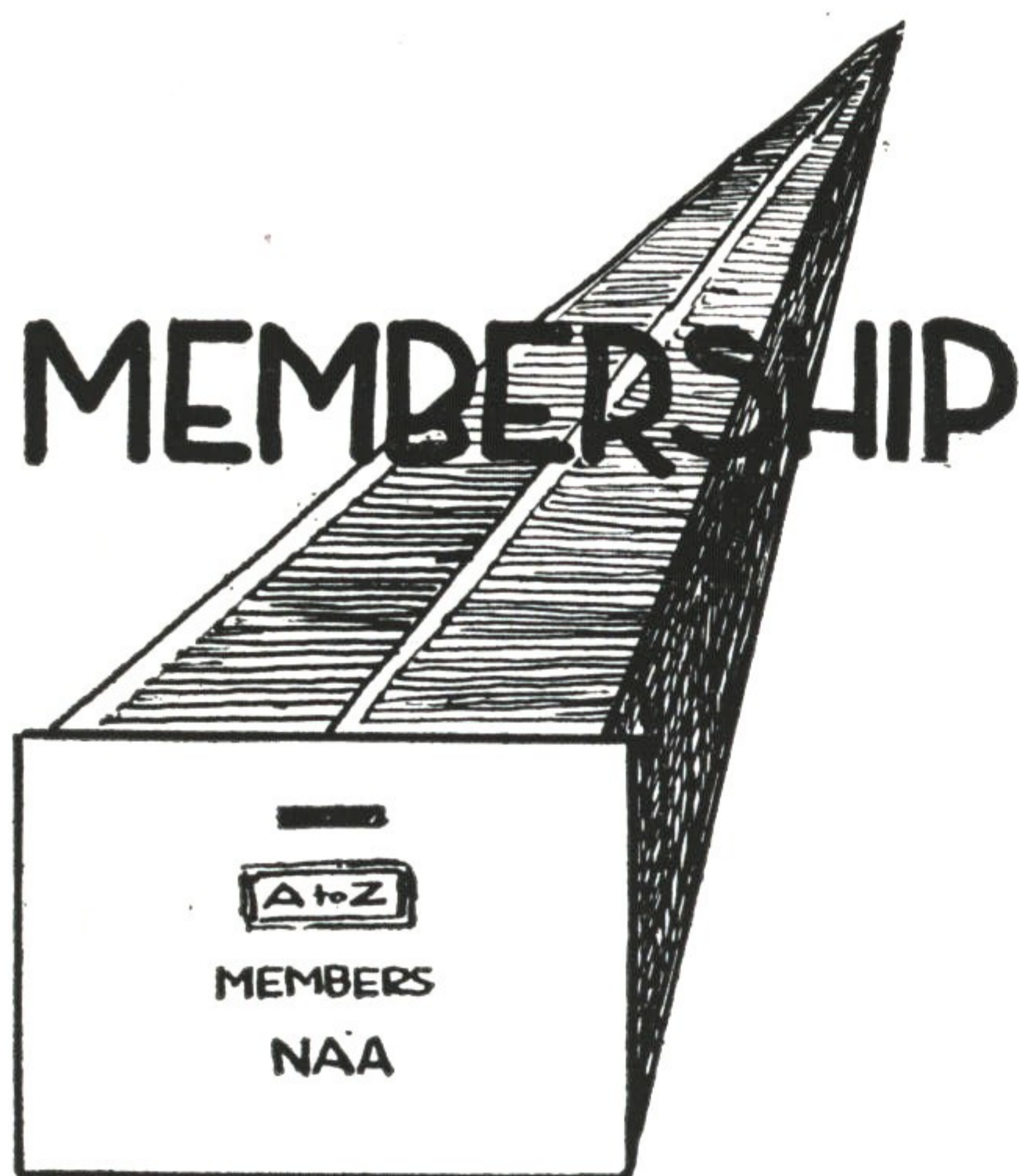
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“Fringe Benefits” From Belonging

Everyone who is active in a trade has what the Treasury calls a **common business reason** for joining. But the time arrives in nearly every thoughtful person's affiliation when he realizes that this is only one of many considerations that keep him in good standing. There are “fringe benefits” from belonging, just as there are from a job, and — like pensions and profit sharing — they grow with the years.

Here's how one organization leader expressed it: “My company gets back in services and other advantages much more than it pays in dues. But I am just as much a gainer, because membership has helped me personally in many ways. Years of attending conventions, serving on committees and participating in other ways have increased my knowledge of the business and helped me earn profits for my firm. It also taught me to get along with people and brought me scores of valued friends. Without the association, my life would have been quite different.”

Psychologists agree that participating with others in group activities, including school, church, social and civic bodies, makes the individual more secure and often brings out hidden talents. It enlarges their capacity for teamwork and social interchanges; it also takes them “out of themselves” by giving them a change of scene and new challenges to share. The impact is multiplied when they tie in with one's career.

Should you find yourself puzzling, “What do I get from belonging?” or “What is there in it for me?” ask yourself these other questions, too: “What do I know and like that I might not have met, save at meetings? Where have I traveled, as an active member, that I might not have seen, without belonging?”

What have I learned from other members which might have remained unknown? Would I have been as successful, in life and in a business way, without my association?”

One retiring president who asked himself such questions concluded (1) that he was getting an education that he could obtain in no other way, and (2) that those who don't participate in their association affairs are “shutting themselves off from inestimable values that are there for the taking.”

Livestock Auction Opens In Michigan

CASS CITY, Mich. — The Michigan Livestock Exchange's new Cass City stockyards went into operation, as the only livestock auction in Michigan open two days a week, announced Ike Walton, MLE general manager.

Sale days are Tuesday and Friday. The sale Tuesday starts outside at 1 p.m. with feeder pigs, followed by feeder cattle, calves, bulls, butcher cattle, cows and hogs.

Friday sales start at 4 p.m. Only slaughter cattle, including cows and bulls, plus hogs are sold on Friday.

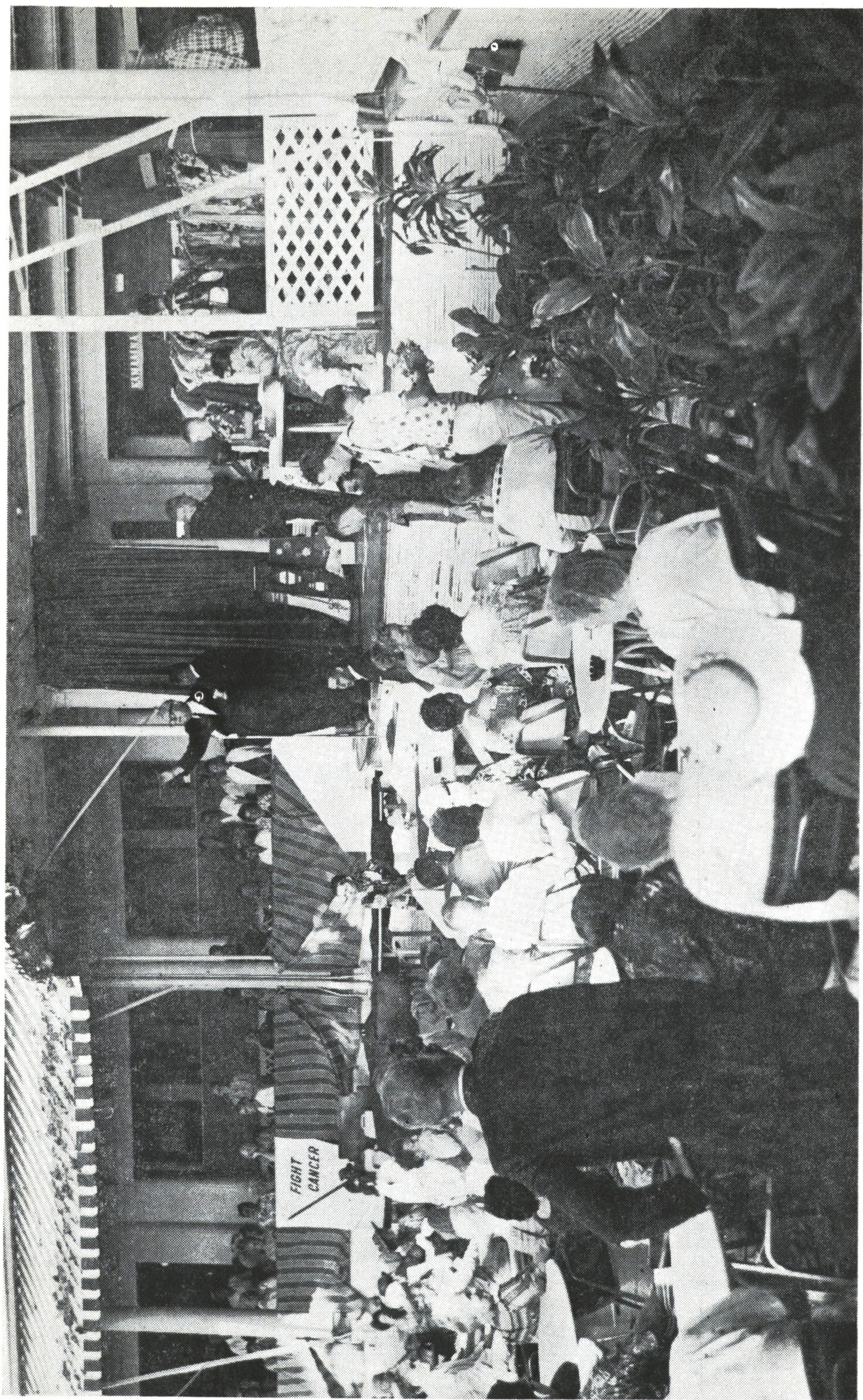
The new 196-pen facility has 30,000 square feet of stockyards and can yard 1,500 head of livestock, according to Chris Labor, yard manager and former manager of the Bad Axe yard.

A feature of the new stockyard is a 500-seat auction pavilion. Offices and restrooms are located under the bleachers. The yards also have a separately-housed restaurant for use on sale days.

The new facility is located four miles east of Cass City at the intersection of Michigan 81 and Michigan 53.

Walton said the auction yards when fully completed, will cost the MLE between \$75,000 and \$100,000. The MLE also has auction yards at St. Louis, Battle Creek, Cassopolis and operates on the Detroit terminal.

Help to retain our integrity and independence by enlarging the membership of the National Auctioneers Association.



Stambler Raises Money For Cancer Society



Louis L. Stambler, member of the NAA from Honolulu, again conducted a most successful auction for the Oahu Unit of the American Cancer Society. The sale was held on the Banyan Court of the Moana Hotel, Saturday, February 15, immediately following the nation-wide radio feature, "Hawaii Calls."

Pictured on the opposite page is a portion of the huge crowd that supported the auction. The picture, above, is a closeup of Col. Stambler as he displays one of the sale items.

Each year, Col. Stambler and his staff devote their entire time for weeks in preparation in soliciting merchandise from merchants and organizations for the event. The huge audience which has participated in the event for the past years, through Col. Stambler's efforts, has contributed many thousands of dollars to the cause of cancer control in Honolulu.

In reporting the sale, Frederick Bethel, Director of Public Information of the Hawaii Division of the American Cancer Society, says, "I am sure you will be inter-

ested in this information and will appreciate the gratitude the Oahu Unit feels for this expression of concern and community interest in one of your members."

Items sold include Muu Muus, Aloha Shirts, Jewelry, Hotel Accomodations, Meals, Food Stuffs, Airline Tickets, Surfboards, Beachwear and other items.

A Law Sneaks In

By Charles DeLiso, Jr.

Some of this talk was part of the Michigan State Convention and it is indeed important.

Many articles have been printed in the "Auctioneer" concerning organization and larger attendance in the State Association. But, many auctioneers completely ignore them, or if they read them, are completely uncooperative. Many men feel that their State Association is for rural or farm or auction house people. For example, many large industrial auction companies, automobile auctioneers, as well as auctioneers that are members of the livestock association feel that there is no need or importance to be a member of a State Auction Association. They say "Well, I'm doing all right." Maybe so, but things can happen that they have no knowledge of that can hinder their ability and way of doing well. We know that there are a lot of headaches in all businesses. In January, a new law called "The Uniform Commercial Code" went into effect. A Section of this Code pertains to auction sales. It was not thought up nor written by auctioneers, yet it is a binding law pertaining to auction sales and anyone connected to the sale, that is, the auctioneer, owner, cashier, clerk, secretary and related workers. We, as auctioneers, are now responsible and liable under law, to give notice to all creditors and those who hold or assert claims against the transferor or seller. This must be done at least ten days prior to the sale. If not done, the auctioneers and anyone connected with the sale is liable to the creditor. At the Convention, one of the State Representatives said that many laws that are passed, are done so without complete knowledge of some of the hardships it can impose on those concerned, so if someone wants a law for their benefit, at our inconvenience and expense, it can happen. And it did!!

We talked at our convention of a lobbyist to help control this type of happenings as well as to assist us in the proper overseeing of new licensing laws submitted to legislature. This, of course, will cost the State Association a fee. If we are going to have a state license, which is not too long coming, we as auctioneers want to be the ones to write it, but we need and want help from men in all fields of auctioneering. We need a larger and stronger attending group in the State Association to accomplish properly what will happen concerning the future license laws.

"Don't be concerned, don't spend \$10.00 for membership, don't participate, but don't gripe (you were warned)."

California Hotel Brings \$1,750,000

LONG BEACH, Calif. — The Breakers International Hotel was sold at public auction January 17 to a Long Beach realtor who plans to reopen it as a retirement hotel.

Harvey Miller, owner of the New Robinson Retirement Hotel a block away at 334 E. Ocean Blvd., paid \$1,750,000 for the 13-story, 300-room hotel, complete with furnishings, land and indebtedness.

Miller, no relation to seller Fred Miller of Beverly Hills, said he was "surprised" that he obtained the hotel at that price and that he could have gone only as high as \$1,784,000 in bidding for the ocean-front structure.

Auctioneer Jack Rouse faced a packed lobby of more than 500 persons when he began the 2 p.m. bidding but only three bidders spoke out when the sale actually began.

Rouse said the crowd was composed of "the curious and many who wanted to buy lamps, ashtrays and potted palms."

There will be only one sale here today," Rouse told the crowd, "and that will be for the complete property, all wrapped up in one package."

Rouse said secured indebtedness amounted to \$1.45 million, composed of a \$600,000 first mortgage, a \$530,000 second mortgage and contract obligations of \$320,000. He started the bidding at \$1.5 million with a bid from Harvey Miller.

It was all over in minutes as Rouse pleaded for more bids on the structure, appraised at \$4.37 million and closed by Fred Miller on Nov. 5, 1963 "because you can't make money with a hotel in this town."

Rouse previously had estimated the hotel would have to be sold for \$3 million "for Fred to realize a dime from the sale."

A committee representing unsecured creditors was on hand to reject bids but, according to Rouse, "They'll accept this one. What else can they do?"

The sale was subject to 96-hour confirmation by the creditors committee.

Harvey Miller was required to post 10 percent of the purchase price in cash

and arrange for the remainder to be placed in a 30-day escrow pending transfer of the title.

Of the \$300,000 over the secured indebtedness, \$87,500 goes as the 5 percent auction fee and other selling expenses are deducted prior to payment on the unsecured indebtedness in excess of \$1 million, according to Rouse.

Draft Horse Auction Totals \$61,300

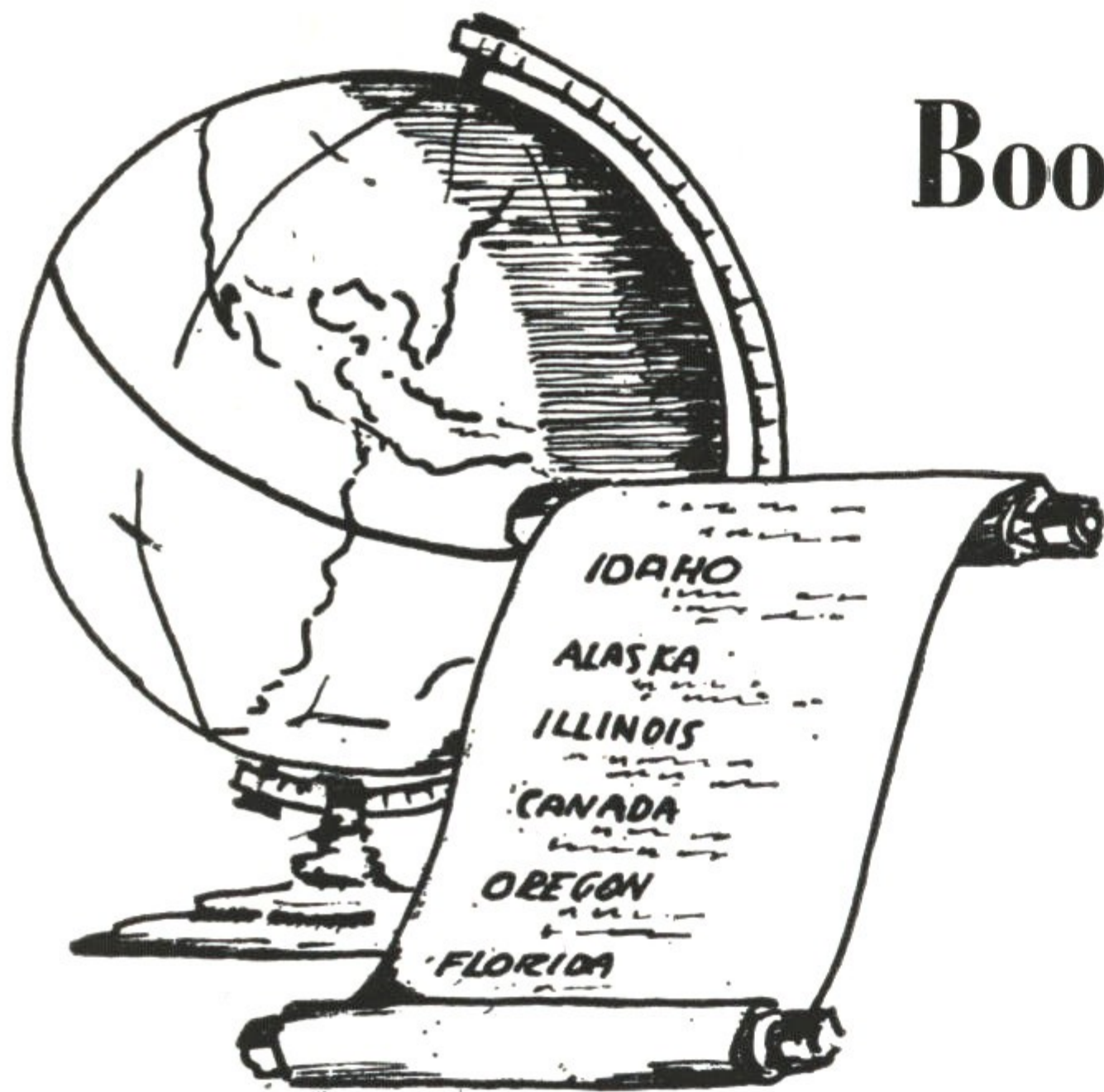
INDIANAPOLIS, Ind. — In the Spring stallion show and draft horse auction March 4, 130 head totaled \$61,300 to average \$472. There were 8 stallions, the rest were mares and gelding. Belgians topped the sale with the top team selling for \$2,000 to Sam Piazza, Northeast, Pa. The top stud brought \$600 from Don Koojman, Indianapolis. The top gelding sold for \$1,200 and the top mare \$1,000.

In the show on Tuesday the champions (also Belgians) were chosen, champion stallion being Commando Farceur from Meadowbrook Farms, Howe, Mich., and the champion mare, Donna Farecur belonging to C. O. House, Acadia, Ind.

About 150 people attended the banquet on Tuesday night. Approximately 20 states and Canada were represented at the banquet and sale. The Canadians took about 20 head back with them.



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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. W. T. "Wag" Wagner—Farmington

NEW YORK

Col. Roy Abbey—Lake View
Col. Tim Anspach—Albany
Col. Tim W. Anspach—Albany
Col. Paul W. Calkins—Peru
Col. Clarence Foss—Holland
Col. B. F. Hayes—Forest Hills
Col. Victor Kent—Hinsdale
Col. Ronald D. Kniffen—Montgomery
Col. Donald W. Maloney—Syracuse
Col. William Maloney—Syracuse
Col. Pete Murray—Ballston Lake
Col. Les Russell—Ogdensburg
Col. Harold Spoor—Baldwinsville
Col. Ben Schwadron—Queens Village
Col. David H. Tracy—Pavilion
Col. Richard C. Tracy—Dansville
Col. Sidney White—New York City
Col. Charles Vosburgh—Cortland
Col. Harris Wilcox—Bergen

NORTH CAROLINA

Col. Neil Bolton—Winston-Salem
Col. Billy Dunn—Larinburg
Col. E. F. "Jack" Glascoe, Forest City
Col. Homer Harden—Greensboro
Col. Forrest A. Mendenhall—High Point
Col. Robt. (Red) Mendenhall—High Point
Col. A. T. Morris—Durham
Col. Hugh Simpson—Union Mills
Col. Kenneth W. Teague—Burlington

NORTH DAKOTA

Col. H. Gene Harrington—Minot
Col. Bob Penfield—Bowman
Col. Elmer Zimmerman—Hettinger

OHIO

Col. Don R. Bruns—Cincinnati
Darbyshire & Associates, Inc.—Wilmington
Col. Donald R. Florea—Milford
Hunter-Wilson-Mayhugh Co.—Hillsboro
Col. Harry W. Kerns—Urbana
Col. O.L. Lansaw—Middletown
Clem Long Auctioneers—Dayton
Col. Mearl Maidment—Bowling Green
Col. Harley O'Day—Columbus
Col. George Roman—Canfield
C. Garth Semple & Associates,
Inc.—Milford

Smith-Babb-Seaman Co.—Wilmington
Col. Carl V. Stahl—Toledo
Col. Carl C. Stanton—Canton
Col. Steve Steinmetz—Springfield
Col. Roy N. Trotter—Lorain

OKLAHOMA

Col. V. K. Crowell—Oklahoma City
Col. Jim Richards—Spencer
Col. William D. Towler—Yukon

OREGON

Col. Harold E. Ball—Portland
Col. Virgil R. Madsen—Halsey
Col. C. A. Morrison—Grants Pass
Col. Lee W. Putman—Eugene
Col. Virgil Munion—Roseburg
Col. S. J. Frey—Sweet Home
Col. Lynn Walters—Clackamas

PENNSYLVANIA

Mrs. Tom D. Berry—West Newton
Cols. Q. R. Chaffee & Son—Towanda
Col. H. L. Frye—Pleasant Unity
Col. Jacob A. Gilbert—Wrightsville
Col. Ralph W. Horst—Marion
Col. J. Omar Landis—Manheim
Col. Marlin J. Reifein—Fredricksburg
Col. Oliver M. Wright—Wexford

RHODE ISLAND

Col. Max Pollock—Providence

SOUTH CAROLINA

Col. Fred T. Moore—Honea Path

SOUTH DAKOTA

Col. Herb Bader—Timber Lake
Col. W. J. Kirkpatrick—Belle Fourche
Col. Leo D. Neilan—Bonesteel
Col. O. W. Wilson—Belle Fourche
Col. Reginald R. Oakley—Silver City

TENNESSEE

Col. L. B. Fuqua—Nashville
Col. Joe Hawkins—Woodbury
Col. J. Robert Hood—Lawrenceburg
Col. H. C. "Red" Jessee—Morristown
Col. Harold Kemp—Lafayette
Col. James Matthews—Cowan
Col. C. B. McCarter—Sevierville
Col. Jack L. Ward—Goodlettsville
Col. Bob Winton—Winchester

TEXAS

Col. Robert G. Askew—Houston
Col. Walter S. Britten—College Station
Col. Dub Bryant—Big Spring
Col. Russell de Cordova—Mexia
Col. K. L. Espensen—Tyler
Col. J. W. Foust—Lubbock
Col. Tom Jeffreys—Andrews
Col. Gene M. Jones—George West
J. O. Lawlis Associates—Houston

IN UNITY THERE IS STRENGTH

National Auction Institute—

College Station

Col. R. L. Nelson, Jr.—Gonzales
Joe T. Presswood & Associates—Houston
Col. Joe T. Presswood, Jr.—Houston
Col. Carl Self—Lubbock
Col. Earl S. White—Madisonville
Col. W. J. Wendelin—Henderson
Col. Odus Wittenburg—Del Rio
VIRGINIA
Col. Willie T. Catlett—Lynchburg
Col. Harry D. Francis—Newport
Col. David H. Gladstone—Norfolk
Col. Leon H. Gornto—Norfolk
Col. James E. Mullins—Pound
Col. J. E. Sutphin—Newport
WASHINGTON
Col. Bob Berger—Pasco
Col. Elmer L. Burnham—Thornton

Col. Hank Dunn—Kennewick

Col. Bill Johnson—Seattle

Col. Robert F. Losey, Sr.—Renton

Col. Orville Sherlock—Walla Walla

WEST VIRGINIA

Col. O. B. Harris—Beckley

Col. H. E. Covert—Charleston

WISCONSIN

Col. Joseph W. Donahoe—Darlington

Col. Fred C. Gerlach—Brookfield

Col. W. C. Heise—Oconto

Col. Willard Olson—Delavan

WYOMING

Col. Paul Brownfield—Riverton

Western Auction Sales & Service—Casper

ELSEWHERE

The Ladies Auxiliary to the
National Auctioneers Association

THE MEMBERS SAY . . .



Dear Col. Hart:

Enclosed is a check for my National and State Auctioneers Association dues.

I was separated from the Army January 30th and I am now back at my home in Kansas and I am continuing my auctioneering business. I wrote you letters from time to time during my two year hitch in the Army. You continued to send me "The Auctioneer" even though I dropped my membership during those two years. I appreciated this very much and am very glad to once again be a member of the National and State Auctioneers Association. I also would like to add that all of my Army buddies enjoyed

reading "The Auctioneer."

It certainly feels good to be out of the Army and back into the auctioneering business. I hope to be able to attend the '64 convention.

Sincerely yours,
Larry Lagasse
Ames, Kansas

* * * *

Dear Mr. Hart:

Enclosed, you will find a check for my membership, a lapel button and a bumper strip.

I think you are doing a great job with "The Auctioneer." I look forward to receiving each issue.

The farm sales are going good around here in Central Ohio. Keep up the good work.

Yours truly,
Dan Baker
Bucyrus, Ohio

* * * *

Fellow Auctioneers:

Ten dollars dues and five dollars for the Booster Page are included in my check. Sorry to be late but we had a real tight money situation in Boise, through December and January. February has put us back into the black and we are happy to have lived through another part of the School of Hard Knocks.

Two years ago (Feb. 1) we leased the

IN UNITY THERE IS STRENGTH

Main Auction from Col. Paul Owens. One year ago (Feb. 1) I purchased the one-half block operation. I have rented 6,000 square feet of floor space in the brick building to a discount building material firm, "Cashway Inn."

My wife, six children and I live in a five bedroom apartment above this store and I maintain my weekly Saturday auction in the 65 by 300 ft. building. We run two sales at once and sell miscellaneous merchandise, furniture, tools and building materials. Every item is sold and we start new on Monday morning.

We feel we run one of the few TRUE auctions where there is NO merchandise with a price on it. Sale volume for 1963 was a few dollars under \$200,000. While there are much larger sales we do have a comfortable living and have nearly all new equipment.

We charge 25% commission on all merchandise consigned and also buy direct and auction this merchandise in our regular sales. I truly hope all auctioneers are facing as bright a future as we feel we do.

Sincerely,
Bob Wesely
and Family
Boise, Idaho

* * * *

Dear Col. Hart:

Enclosed check for my 1964 dues, also \$5.00 for the Booster Page.

Enjoy reading "The Auctioneer" very much.

Thank you,
Rudy Larkin
West Covina, Calif.

* * * *

Dear Col. Hart:

Enclosed you will find \$15.00. With this I would like to join the NAA and also I would like to become a West Virginia booster on the Booster Page of "The Auctioneer."

I had the pleasure of meeting you at the West Virginia Auctioneers Convention last summer. At that time I joined the (state) association. I enjoyed your presence very much.

I am still young (18 years old) not only in age but in the auctioneering business I work for and have been selling with Col. H. C. Staats (Pres. of W. Va. A. A.)

for the past two years. I enjoy the auctioneering profession very much.

I have been reading "The Auctioneer" and enjoy it, also.

Sincerely yours,
H. E. Covert
Charleston, W. Va.

* * * *

Friend Bernie:

Enclosed is check for my 1964 dues. Just read the last issue of "The Auctioneer" today. We, the wife, Cheryl and myself, enjoy reading it from cover to cover.

When September 10th rolls around it will be 45 years since I sold my first large farm sale by myself. I graduated from Missouri Auction School in January, 1914, at the age of 18 years, youngest in a class of 118. Still learn something every sale I cry and every auctioneers' convention I attend.

We plan on attending the convention in Des Moines, Iowa. So as they say, "B-C-N-U-all."

Respectfully,
Art Billiter
Harvel, Illinois

* * * *

Dear Col. Hart:

Enclosed is my check in the amount of \$18.50 for my membership dues and another year on the Booster Page. Also, send me a lapel button and four decals.

Enjoy reading "The Auctioneer" very much and feel the magazine alone is worth the amount of yearly dues, not counting all the other benefits from belonging to a fine organization.

Sincerely,
Dale Christman
Columbia City, Ind.

Buys Art

MUNICH, Germany — Princess Soraya, ex-empress of Iran, paid nearly \$25,000 for valuable paintings at the traditional fall auctions here. Most expensive of her purchases was "The Angler" by 19th century German painter Karl Spitzweg, which cost her \$20,000.

Conventions Coming

We don't have all the State Convention dates of those that will be holding meetings these next few weeks but do have a portion of them.

Illinois auctioneers will be meeting at Alton, on April 12. The same day will see the Montanans gathering in Lewistown.

One of the more important meetings of the season will be the Iowa Convention at Des Moines, April 25-26. Final plans for this year's National Convention will be completed and officers of the NAA will be working in cooperation with those of the Iowa Group.

Maine auctioneers have set their meeting date for April 26 at Harrison.

May 2 will see one of the big ones when Nebraska auctioneers gather at Grand Island.

North Dakota auctioneers will meet in

Bismarck, June 5-6 while the Kansans will gather at Topeka, June 6-7.

Wisconsin, one of the few states with a mid-week convention, will meet in Madison, June 9-10. Later the same week, June 13, will be the second convention for the South Dakota Auctioneers Association at Huron.

Texans will meet at Austin, July 4-5.

Missouri, Minnesota, Idaho and Oklahoma, are other states that will be holding meetings during this period and Ohio and Pennsylvania traditionally hold summer meetings. We hope to have more dates to give you in future issues of "The Auctioneer."

May we urge you to make a special point to attend your State Meeting this year and don't forget the great National Convention in Des Moines, July 16-18.

Representatives of the Board of Directors of the National Auctioneers Association will attend nearly all of the State Meetings.

A CLARIFICATION

Reports and rumors constantly reach the office of the National Auctioneers Association to the effect that the fore-named organization is responsible, in full or part, for some of the existing State Licensing Laws for Auctioneers.

The National Auctioneers Association has never encouraged licensing laws on a state level or in any other way. Some of this confusion has arisen from the booklet published by the National Auctioneers Association as a guide for those states where a license law is being promoted.

Two lines on the front of this booklet say "Recommended by the National Auctioneers Association." Some few promoters of state license laws have used these two lines to indicate their plan has the backing of the National Auctioneers Association. They fail to show the paragraph immediately below, which reads, "In making this recommendation the National Auctioneers Association is not expressing itself as a sponsor of State License Laws. "This recommendation is to be used by those states where members of the Auction Profession desire a State License Law."

To further describe the stand of the National Auctioneers Association and its attitude toward legislation affecting auctioneers, we quote from the Constitution, under Article II, entitled, "**Objects**" . . . of using the organization's influence as and when the occasion presents, in protest against existing or proposed legislation designed to place unfair or burdensome limitations upon the members, all state Auctioneers organizations and/or Associations and upon the auction method of selling or barter."



Col. Carl Setterburg (center) marks 40 years as an auctioneer by conducting an auction on the farm where he himself lived when he started in the auction business. Others in the picture are Milton Youngman on the extreme left, present operator of the farm where the sale was held, next is Rothel Walker, clerk. On the extreme right is Col. Setterburg's partner in the auction business, Col. Ed Trostle.

Iowa Man Marks His 40th Anniversary

On February 24, 1964, Col. Carl W. Setterburg, Burlington, Iowa, marked his 40th anniversary as an auctioneer. It was on that same day in 1924 that Carl cried his first sale, a Farmers' Union Community Sale.

Setterburg developed his desire to be-

come an auctioneer by following the then leading auctioneer in the community, Ed Trostle of Mediapolis. For the last 21 years, Trostle's son, Bill, has been Setterburg's auctioneering partner.

After his first six years in auctioneering, Setterburg attended the Reppert School of Auctioneering, Decatur, Ind., in 1930. He also maintains an insurance agency which he has had since 1928 and he has been a real estate broker since 1950.

Col. Setterburg is active in community affairs, is a member of the West Hill Methodist Church as well as President of the Official Board and President of the Board of Trustees of that Church. He is an active member of the Iowa and National Auctioneers Associations and a past President of the Iowa group.

The Setterburgs will celebrate their 45th wedding anniversary in May. Their only son, who was a minister, was killed along with his wife in an auto accident in 1959. Col. and Mrs. Setterburg accepted the responsibility of rearing their two young sons, who are now eight and six years old.

Parke-Bernet Sales

Parke-Bernet Galleries, New York City, have some very interesting auctions scheduled for the month of April. A partial listing follows:

April 8—Modern Paintings, Drawings and Sculptures from various owners including Baron Elie De Rothschild.

April 11—English Furniture and Decorations belonging to Mrs. James Laughlin and other owners.

April 15—Graphic Art, Mainly Modern, the property of Pierre Janlet and others.

April 17-18—French and English Furniture and Decorations from the Estate of the late Laura R. Evans (Greenwich, Conn.) and other owners.

April 21-22—Rare Books including duplicates from The Library Co. of Philadelphia.

April 23—Diamond and Other Precious-Stone Jewelry, all from private sources including the estate of the late Isador Panitz (Baltimore, Md.)

April 23 (evening)—American Paintings from various owners.

April 25—Furniture and Decorations from various owners.

April 29-30—Egyptian and Classical Antiquities, Near Eastern and Siamese Art, Islamic Pottery, Pre-Columbian Art from the stock of Royal Athena Galleries.

A man pays a luxury tax on his billfold; an income tax on the stuff he puts in it; a sales tax on whatever he takes out, and an inheritance tax if there's anything left in it when he dies.

MY PLEDGE AS AN AUCTIONEER TO MY FELLOW MAN

I pledge my loyalty to the Auctioneer Profession by doing better than ever before what work I have to do; by being prompt, honest, courteous; by living each day trying to accomplish something, not merely to exist.

AND IN RETURN

I ask no wealth to purchase toys and pleasures

Nor great estates, nor gold, nor gems so rare;

I only ask for wealth of friends and kindness,

The gold of sympathy, a smile to share.

I ask not wisdom to unfold enigmas,

Interpret secrets dark, and mysteries deep;

I only ask for common sense and foresight

And knowledge and good judgment's fruit to reap.

I ask not fame for bettering all others,

I only ask my share in mankind's service;

To ask not selfishly to be the victor,

To never lose, but always win the game.

I only ask to show the proper spirit

If conqueror or conquered — just the same.

I ask not for the strength and might and power

To conquer worlds or rule the tribes of men.

I only ask for strength to face my duties

To carry on my daily work.

(From the scrapbook of the late Tom Berry).

In memory of Tom Berry who passed away 2 years ago March 28th.

Gone from our sight but not from our minds.

Sadly missed by his wife, family and his many friends.



Inside the new Gate City Auto Auction at Mt. Sterling, Ky., while the sale is in progress.

Kentucky Auctioneer Builds Auto Auction

Gate City Auto Auctions, Inc., is the name of the new dealers' auto auction at Mt. Sterling, Ky. This enterprise was built by Col. Walter J. Fritts, Mt. Sterling, a member of the Kentucky and National Auctioneers Associations.

Col. Fritts sold stock in the business to 49 different auto dealers. He serves as President of the Corporation and does the auctioneering. Marcus Joseph is manager of the auction.

Surrounded by four-acres of paved parking area, the new auction features "infra-red" gas heating — a modern ceiling heating system which omits fumes and open flames; a giant barbecue pit in the sales room, where hundreds of pounds of meat can be cooked for parties and free dinners; a beautiful new cafe for hot meals on sale days; and spacious restrooms and offices.

Fritts said an electronically controlled board will be mounted directly above auc-

tioners to indicate condition of cars. The auctioneer will operate lights according to a card previously filled out and signed by the seller when he registered the car.

Austin Moody Killed In Crash Of Plane

Austin Moody, Longmont, Colo., one of the country's most successful sale managers, specializing in Angus cattle, was killed in a plane crash, March 4. He was the owner and operator of Moody's Angus Sales Service, a well known name in Angus circles, particularly throughout the Western half of the United States.

Moody, who was 43 years old, was born in North Carolina, a graduate of Rutgers University, and a veteran of the U. S. Navy. He came to Colorado in 1954 as manager of Haystack Angus Ranch and later embarked in his sales management career.

He is survived by his wife, two children, his parents and one brother.

Auctioneer Heads Virginia Marketmen

Morris Fannon, Roanoke-Hollins Stock Yard, Roanoke, Virginia, has been elected president of the Virginia Livestock Markets Association in the focal year of 1964 of the Livestock Marketing Congress in Richmond, Virginia, June 18-20. Harry Turpin, Lynchburg Livestock Market is vice president with Ben Noel, Executive Director.

Col. Fannon is a past President of the Virginia Auctioneers Association and an active member of the National Auctioneers Association. He is currently a member of the Board of Directors of the state group.

\$16,000 For Document

NEW YORK — President Abraham Lincoln's message of congratulations to the defeated Union Army of the Potomac in the battle of Fredericksburg, Va., was auctioned for \$16,000.

The Carnegie Book Shop of Manhattan purchased the document, the only known version written in Lincoln's hand. It was auctioned by the Parke-Bernet Galleries.

ATTENTION

Does any auctioneer know what the word "Goolog" means? Direct your answers to "The Auctioneer." (It's not fair to look it up, draw from your own knowledge.)

Answer in next month's issue.

Polled Hereford Sale Averages \$6,515

The usual standing room only crowd was on hand for the 23rd annual Circle M Ranch Polled Hereford sale on the ranch near Senatobia, Miss., on a beautiful spring like day, Feb. 17. Owner M. P. "Hot" Moore, manager Rusty Hedrick and competent crew had the offering in excellent condition and the cattle were well accepted as 50 lots totaled \$325,725 to average \$6,515. Twenty bulls figured \$10,803 while 30 females averaged \$3,656.

Auctioneers were all members of the National Auctioneers Association, Cols. Jewett Fulkerson, A. W. Hamilton and B. L. Swilley.

I use not only all the brains I have, but all I can borrow.—Woodrow Wilson



Entrance to the new Gate City Auto Auction, Mt. Sterling, Ky.

Regulations Relating To Vaccination Of Swine Offered For Sale In Illinois By Persons Not Licensed As Feeder Swine Dealer

All Illinois produced swine offered for sale by producer of such swine must comply with one of the following requirements for vaccination prior to sale:

- 1.1 Vaccinated more than 14 days and less than 24 months with modified live virus vaccine and serum.
- 1.2 Vaccinated within 24 hours prior to sale with modified live virus and serum with minimum of 15cc of anti-hog cholera serum or 7.5cc of antibody concentrate, by a licensed accredited veterinarian.
- 1.3 Vaccinated more than 14 days and less than 6 months with killed or inactivated hog cholera virus vaccine in the amount recommended on the product label by the licensed manufacturer.
- 1.4 Suckling pigs are not required to be vaccinated if nursing sows that were vaccinated less than one year prior to farrowing with modified live virus vaccine or less than 6 months prior to farrowing with killed tissue vaccine.
- 1.5 Suckling pigs are required to be vaccinated, if nursing sows which do not comply with vaccination requirements as outlined in Section 1.4 of this regulation. Such pigs must be vaccinated by licensed veterinarian using modified live virus vaccine and serum or serum alone in the same dosage as if virulent virus were used. Selection of vaccine or serum to be made by veterinarian depending on age and recommendation of products.

PREGNANT SOWS WHICH DO NOT COMPLY WITH 1.1 OF ABOVE REGULATION

- 2.1 Vaccinated more than 14 days and less than 6 months with killed or inactivated hog cholera virus vaccine with amount recommended on the product label by the licensed manufacturer.
- 2.2 Vaccinated within 14 days prior to sale with anti-hog cholera serum in the same dosage as if virulent virus were used by licensed accredited veterinarian.

Records of vaccination must be issued within 48 hours of time of vaccination by person administering vaccine. These records to be made in triplicate on vaccination certificates furnished by vaccine distributors. Original copy to accompany swine at time of sale, duplicate retained by producer of swine and triplicate to be retained by veterinarian or serum distributor and to be held on file for one (1) year.

Swine consigned to licensed community sale or licensed feeder swine dealer are not required to be vaccinated prior to consignment or sale, but must comply with regulations as required under the Community Sale Act and Feeder Swine Dealer Act before release or sale by the feeder swine dealer or community sale.

All breeding swine four (4) months of age and over must be negative to the agglutination blood test for brucellosis in a dilution of 1-50 within 60 days of sale, or originate in a validated brucellosis-free herd.

He who points one accusing finger at another is pointing three fingers at himself.

THE LADIES AUXILIARY TO THE NATIONAL AUCTIONEERS ASSOCIATION

President

Mrs. Lewis Marks, Abingdon, Ill.

1st Vice President

Mrs. Albert Rankin, Alger, O.

2nd Vice President

Mrs. Walter Britten, College Station, Texas

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Mrs. Harvey Baldwin, Denver, Colo.

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Mrs. John L. Cummins, Cynthiana, Ky.

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Mrs. Al Boss, Carroll, Iowa

Mrs. Owen Hall, Celina, Ohio

Mrs. David Tracy, Pavilion, N. Y.

Mrs. Clint Peterson, Webster City, Ia.

Mrs. Ernest Freund, Fond du Lac, Wis.

Directory of State Auctioneers Associations

Arkansas Auctioneers Association

President: Buddy Shoffner, Newport
Secretary: Milo Beck, 110 W. Walnut, Rogers

Colorado Auctioneers Association

President: Fred J. Ramaker,
1724 S. Emerson St., Denver
Secretary: Reuben J. Stroh,
133 East Fourth St., Loveland

Idaho Auctioneers Association

President: Delbert Alexander, Castleford
Secretary: Irvin Eilers, Kimberly

Illinois State Auctioneers Association

President: Charles P. Dunning,
416 Dundee Ave., Elgin
Secretary: Edward E. Bilbruck,
38 S. Dearborn St., Chicago

Indiana Auctioneers Association

President: D. D. Meyer, P. O. Box 744,
Vincennes
Secretary: Dean Kruse,
211 N. Cedar St., Auburn

Iowa State Auctioneers Association

President: Leland Dudley, Sheffield
Secretary: Lennis W. Bloomquist,
RFD 2, Pocahontas

Kansas Auctioneers Association

President: Paul A. Hurst, Valley Falls
Secretary: Richard M. Brewer, Mt. Hope

Kentucky Auctioneers Association

President: W. C. Ledford, 99 Stanford St.,
Lancaster
Secretary: E. I. Thompson, 144 Market St.,
Lexington

Maine Auctioneers Association

President: Gardner R. Morrill, Harrison
Secretary: Wayne B. Dow, 14 Southern Ave.,
Augusta

Auctioneers Association of Maryland

President: A. J. Billig,
16 E. Fayette, Baltimore 2
Secretary: Bill Fox,
American Bldg., Baltimore 2

Massachusetts Auctioneers Association

President: Phil Goldstein,
132 Russett Rd., Boston 32
Secretary: John Hilditch, Southville

Michigan Auctioneers Association

President: Glenn Casey,
702 E. Grand River, Williamston
Secretary: Garth Wilber, Route 3, Bronson

Missouri State Auctioneers Association

President: Russell Feedback, Belton
Secretary: Roger Hollrah,
2795 Zumbahl Rd., St. Charles

Montana Auctioneers Association

President: R. J. Thomas,
1709 Mariposa Lane, Billings
Secretary: W. J. Hagen,
Box 1458, Billings

Nebraska Auctioneers Association

President: Frank Diercks, Gordon
Secretary: Gene Lenhart, Gordon

New Hampshire Auctioneers Association

President: Harold Buckman, Ashland
Secretary: George E. Michael,
78 Wakefield St., Rochester

New Jersey State Society of Auctioneers

President: Norman J. Kirkbride, Box 28,
Hightstown
Secretary: Ralph S. Day,
183 Broad Ave., Leonia

New York State Auctioneers Association

President: Harold Spoor,
29 Oswego St., Baldwinsville
Secretary: Donald W. Maloney,
518 University Bldg., Syracuse 2

North Dakota Auctioneers Association

President: Robert (Bob) Penfield, Bowman
Secretary: Wilbert Kroh,
1813—Ave. D East, Bismarck

Ohio Association of Auctioneers

President: Herb Bambeck, R.R. 1, Dover
Secretary: Newton E. Dilgard, R.R. 1,
Ashland

Oklahoma State Auctioneers Association

President: Ed Vierheller
Route 2, Claremore
Secretary: Bryan Blew
Box 203, Cherokee

Pennsylvania Auctioneers Association

President: Elmer Murry, R.D. 2, Lititz
Secretary: Harold Keller, 268 Marietta Ave.,
Mt. Joy

South Dakota Auctioneers Association

President: Willis O. Hanson, Mound City
Secretary: Reginald R. Oakley,
Box 222, Silver City

Tennessee Auctioneers Association

President: G. S. Gordon,
637 N. Main St., Shelbyville
Secretary: E. B. Fulkerson,
Rt. 4, Jonesboro

Texas Auctioneers Association

President: Russell deCordova,
712 Contour Dr., Mexia
Secretary: W. M. Bell, 714 Woodrow, No. 14,
Houston 77006

West Virginia Auctioneers Association

President: H. C. Staats,
1243 Oakhurst Dr., Charleston
Secretary: Wilson E. Woods,
Webster Springs

Virginia Auctioneers Association

President: D. E. Bumpass, Mineral
Secretary: Dennis Ownby,
1301 Hermitage Rd.,
Richmond 20

Association of Wisconsin Auctioneers

President: E. G. Kuefner, R.R. 1, Hartford
Secretary: Joseph H. Donahoe,
706 Harriet St., Darlington

THE LIGHTER SIDE . . .

FRUITFUL EXPERIENCE

Two hillbillies who had never been on a train were drafted and on their way to camp. A food butcher came through the train selling bananas which neither mountaineer had ever seen. Each bought one. As one of them bit into his banana the train entered a tunnel. His voice came to his companion in the darkness, "Have you et yours yet?"

"Not yet. Why?"

"Well, don't touch it. I've et one bite and gone blind."

BAFFLED

Near the end of the questions and answer period of an oil company's annual stockholders' meeting, one lady raised her hand. "Mr. Chairman," she ventured timidly, "one thing has always bothered me since I bought stock in this company. When you build a new station on a street corner, how do you know you'll find oil there?"

OPPORTUNITY KNOCKS

The owner of a car repair shop jumped in the air with joy and yelled, "Hooray."

"What's up?" somebody asked.

"Remember last year when my water pipes froze?"

"Yes."

"Well," cried the proprietor, "the plumber who fixed them just brought his car in for an overhaul."

APPETIZING

A farmer whose elderly mother was in a nursing home brought her a fresh bottle of milk every time he visited her, always adding a little brandy to it. She never made any comment about the milk but one day when her son visited she said, "Albert, could I ask a favor?"

"Certainly, Mother," he responded.

"Please, Albert," she said, "don't ever sell that cow."

WHAT'S YOUR LINE?

Stranger — "I've come out here to make an honest living."

Native—"We'll, there's not much competition."

TUSK! TUSK!

"More than 5,000 elephants go each year to make our piano keys."

"Really? Well, it's remarkable what those beasts can be trained to do."

HOW HE FIGURED IT

An 83-year-old gentleman had just married a young girl of 16. He was passing out cigars to his friends.

A young man tapped him on the shoulder and said, "Grandpa, how come you didn't marry one of the widows of your own age?"

"Well," explained the old gent, "its like this—I'd rather smell perfume than liniment!"

SUCCESS — FAILURE

God gave us two ends to use, one to sit with and one to think with. Our life depends on which we choose. Therefore, we say:

Heads we win!

Tails we lose!

IDEA FOR 1980?

One group held a meeting aflight
In a capsule much faster than light.

They opened one day

In a relative way

And adjourned on the previous night.

A WEIGHTY QUESTION

The middle-aged man was standing on the bathroom scales, under protest, while his wife squinted at the weight indicator.

"Good heavens, John," she exclaimed. "You have gained 57 pounds since we were married. You should be ashamed!"

"Oh, I don't know," shrugged the quick-witted man. "Seems to me I've done remarkably well; when you average it out, it's only three pounds a year on your cooking!"

TALLEST

A circus sideshow advertised a dwarf who was five feet in height.

When a citizen expressed surprise to the proprietor, he replied, "That's the wonderful thing about him. He's the tallest dwarf in the world".

IN UNITY THERE IS STRENGTH

UNFAIR!

"The good Lord sets definite limits on man's wisdom, but set no limits on his stupidity—and that's not fair."

TERRIBLE

Two old friends met for the first time in several years. "Hear about poor Ed? He dropped dead outside of Murphy's bar."

"Going in or coming out?"

"Going in."

"What a terrible tragedy!"

SAVED ! !

"Hello, is this the Salvation Army?"

"Yes, it is."

"Do you save bad women?"

"Yes, we do."

"Well, save me two or three for Saturday night."

WHO CARES?

Arithmetic teacher: "Now if I subtract 25 from 37, what's the difference?"

Little Willie: "Yeah! That's what I say. Who cares?"

GOING BACK FOR REVENGE

A visitor passing through a military hospital during the war saw a badly wounded Irish Guard. "When are you going to send him home?" he asked.

"He ain't going home, he's going up to the front again," an orderly replied.

"Up to the front!" exploded the visitor. "This man is in terrible shape!"

"Yes, sir," said the orderly. "But he thinks he knows who done it."

BULL ON A BIKE

A famous wrestler was visiting an old friend in a country village and the two spent their first evening in the local tap room. When they finally left, the host led the wrestler on a short cut through a pasture, forgetting there was a mean bull in it.

The pair was half way across the pasture when the bull attacked. The wrestler grabbed the bull by the horn and rolled around the field with him until the animal managed to free himself and run off.

"Too bad I had those last three or four drinks," said the wrestler to his friend, "or I would have got that guy off his bicycle."

EXPERIENCE

The hit-and-run driver was being tried in court. His lawyer pleaded eloquently: "Gentlemen of the jury, the plaintiff must have been walking carelessly. My client is a careful driver. Why, he has been driving a car for 15 years!"

"Your Honor," interrupted the opposing lawyer, "on that basis I can show my client should win this case without further argument. He's been walking for 45 years."

RESPITE

"I don't know how it happened," reported the stewardess, "but we seem to have left your wife behind in Chicago."

"Thank heaven," exclaimed the husband, "I thought I'd gone deaf."

SO ADD ALREADY

Noah, after the flood subsided, opened the doors of the Ark and released the animals. All living things rushed to freedom except two snakes who lingered in a corner.

"Why don't you go forth and multiply?" asked Noah in a stern voice.

"We can't" moaned one of the reptiles, "we're adders".

BASEBALL PROTOCOL

A Mexican named Jose came to the U.S. and wanted to attend a big league ball game. To his dismay he found that all seats were sold out. However, at his plea, the management finally consented to let him sit on top of the flagpole. When he got back to Mexico, his friends asked him how he had enjoyed his trip.

"Just fine," he exclaimed, "the people of the United States are very polite. Why they gave me a special seat at the ball game, and, just before the game started, they all stood up and looked toward me and sang 'Jose, can you see?'"

BETTER TO HAVE LIGHT

Farmer: (to hired man with a lantern) "You're goin' courtin' you say? With a lantern? I never took one when I was courtin'".

Hired Man: "Yeah, but look what you got!"

Texas Auctioneers Will Meet In July

Officers and Directors of the Texas Auctioneers Association met in Austin, February 16 to discuss plans for their State Auctioneers Convention. Only one Director was absent from the meeting.

July 4th and 5th are the dates for the convention which will be held at the Villa Capri Motel in Austin. A very interesting program is being arranged in anticipation of the many members and their families who are expected to attend.

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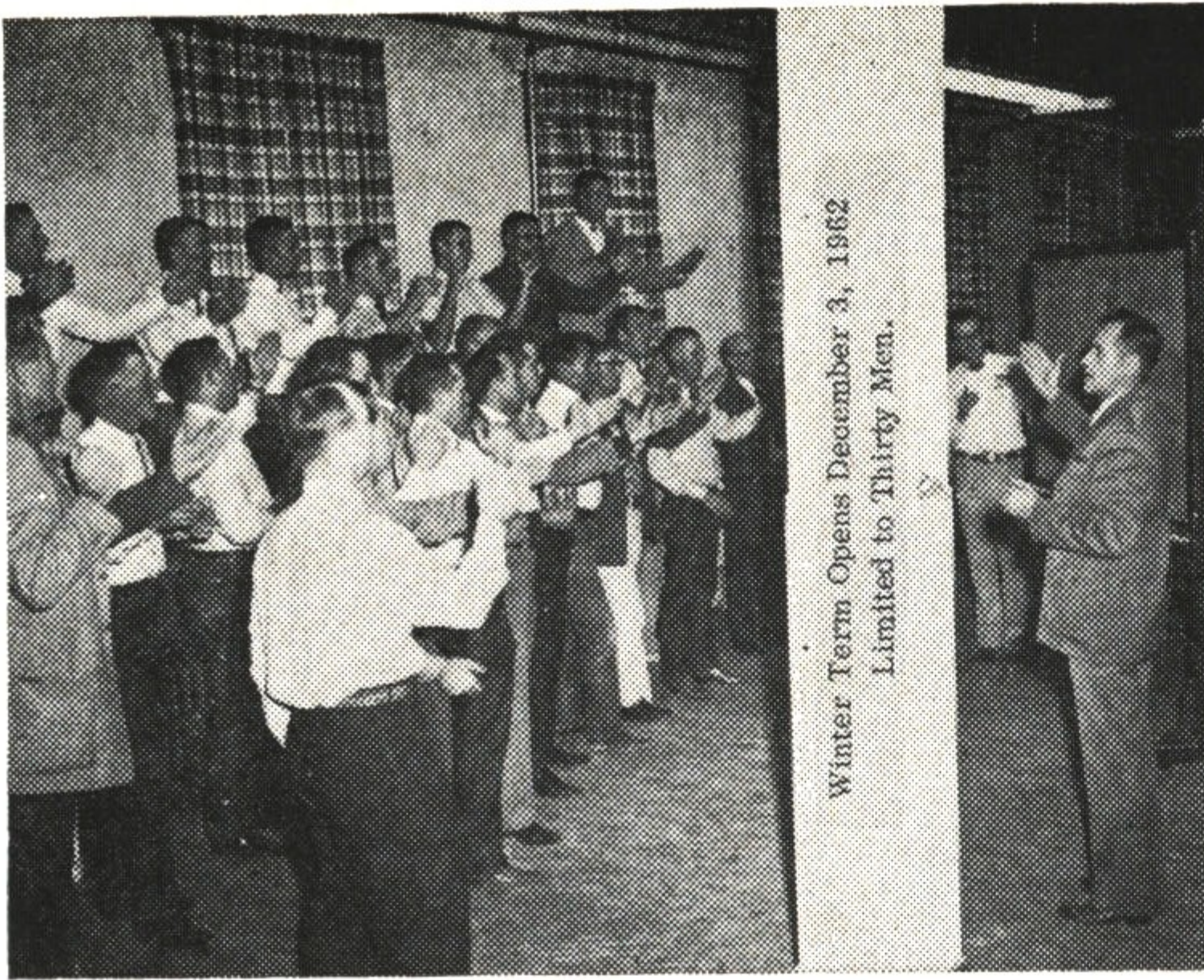
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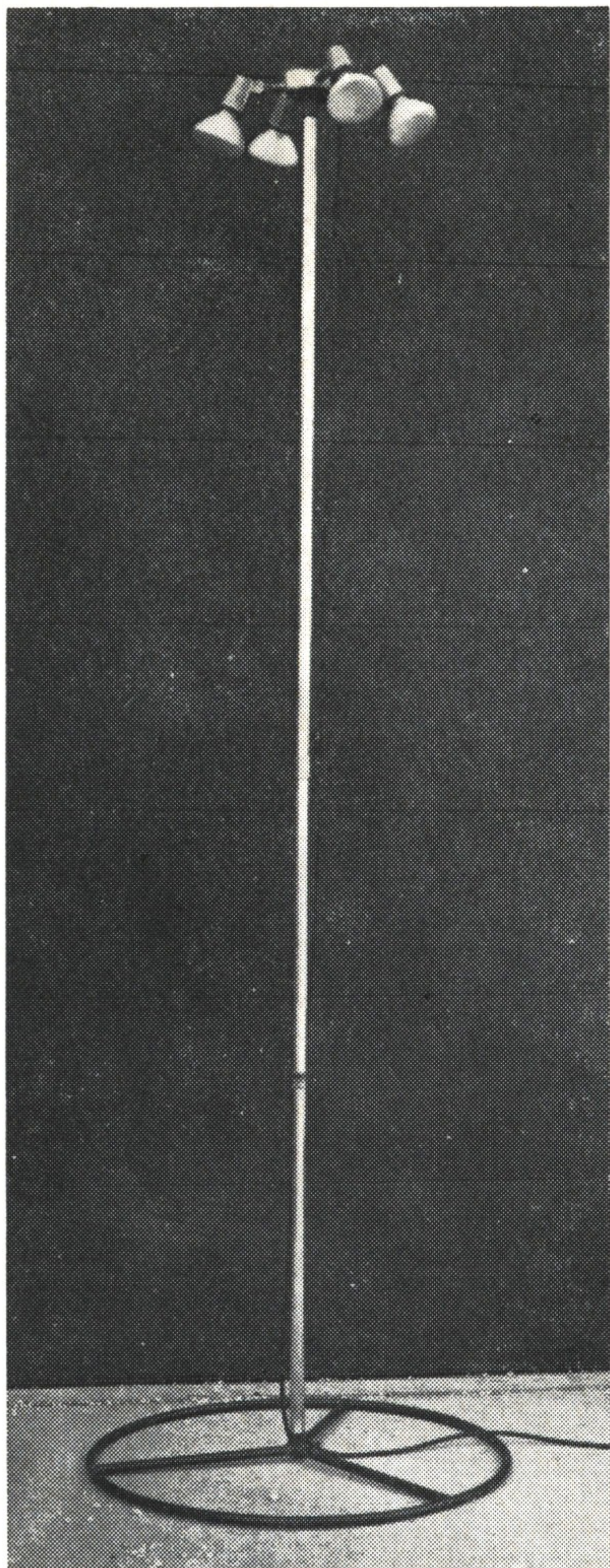
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2. They believe in the association and its objectives.
3. They want to use the services of the organization.
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5. They want to be informed on trade matters.
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