

the AUCTIONEER



DECEMBER
VOL. XIII

1962
No. 12

It's
CINCINNATI
In
1963
Our National Convention
July 18-19-20
In The
Queen City

THE AUCTIONEER
is the
OFFICIAL PUBLICATION
of
NATIONAL
AUCTIONEERS ASSOCIATION

803 S. Columbia St.
Frankfort Indiana

EDITOR
Bernard Hart, Frankfort, Indiana

Contributing Editors
Col. "Pop" Hess, Worthington, Ohio;
Walter Carlson, Triumph, Minn., and
every member of the National Auctioneers
Association.

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

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

CLOSING DATES FOR ADVERTISING COPY and ALL ARTICLES FOR PUBLICATION 15th OF THE MONTH PRECEDING ISSUE OF THE 1st.

Subscription \$6.00 per year. Single copies 50 cents.

DISPLAY ADVERTISING RATES

Full Page	\$45.00
One-half Page	22.50
Quarter Page	11.25
Column Inch	3.00

Copyright 1962

National Auctioneers Association
All Rights Reserved

Published the 1st of each month
except August



**National Auctioneers
Association**

- President**
J. M. Darbyshire, Wilmington, Ohio
- First Vice-President**
Walter Britten, College Station, Texas
- Second Vice-President**
John A. Overton, Albuquerque, N.M.
- Secretary**
Bernard Hart, Frankfort, Ind.
- Treasurer**
Henry Rasmussen, St. Paul, Nebr.
- (Terms expiring 1965)
Charles Corkle, Norfolk, Nebr.
Ralph W. Horst, Marion, Pa.
Bob Penfield, Bowman, N.D.
Romaine Sherman, Goshen, Ind.
B. L. Wooley, Little Rock, Ark.
- Directors**
(Terms expiring 1964)
Carman Y. Potter, Jacksonville, Ill.
John L. Cummins, Cynthiana, Ky.
Irwin E. Murray, Ballston Lake, N.Y.
Fred S. Ramsay, Madison, Tenn.
Ray Sims, Belton, Mo.
- (Terms expiring 1963)
Ernest Freund, Fond du Lac, Wis.
C. A. Morrison, Grants Pass, Ore.
Wendell Ritchie, Marathon, Iowa
E. Joseph Steiner, Silver Spring, Md.
Lyle D. Woodward, Denver, Colo.

EXECUTIVE OFFICES

803 S. Columbia St. Frankfort
Indiana



A Good Business . . . But A Poor Hobby!

By COL. JOHN R. FISHDICK

Real Estate Broker-Auctioneer

Eagle River, Wisconsin

The auctioneering profession is a good business for those auctioneers who have the training and basic qualifications so essential for success. For the individual to use this vocation as a "hobby" is another question. I believe that it detracts from the stature of the profession and by the same token is a useless way to pursue amusement. Hobbies, such as fishing, coin collecting, woodworking, stamp collecting, hunting and many, many others are essentially and should be a part of our life as they offer a safety valve for pent-up emotion-pressure from everyday living in this fast moving, crisis laden technological age.

Some may argue this point with merit, yet it's a bit like choosing the moment when the kitchen is on fire to argue with your wife whether the front lawn needs sprinkling. You might be right, but are you pertinent?

The auction business is chronologically an old institution but it is now on the threshold of a new era where a re-evaluation of its purposes and goals should be given serious thought. I feel two factors have contributed much to this need, state licensing laws and auction schools have been major items requiring a new look.

License laws now enacted and those contemplated for state licensing of auctioneers is a good thing. License laws up-grade the profession and by the same token is in the public interest. It is a deterring factor for the auctioneer hobbyist. I do not agree that licensing laws are a "fence me in-fence me out" proposition. If this statement has any merit then how do we account for state licensing laws which cover real estate, plumbers, accountants, barbers, etc. I'm not a theorist. I'm not an authority on this or any subject. I'm a real estate broker, licensed for thirty-five years, sell when I manage it, that's all. So I'm speaking with some reluctance

on this subject because there are at least 24 possible aspects of any single statement, depending on where you are standing at the time or on what the weathers like. State license laws, among other things have shown that alert and responsive trade associations are a part of our free society. Membership and support of a trade association is a privilege and a "must" if you value the traditions and institutions of America.

Service industry groups, such as ours, are reflecting a change in their composition, namely, "part time" operators are finding it more difficult to compete with established full time business establishment. This trend makes for more stability in the industry which reflects a better image to the buying public.

The popularity and acceptance of the auction school has a definite place in our industry. This infusion of new blood in any profession is a good thing. Vocational education is a vital part of our society for the development of aptitudes and skills. This is a field of teaching and learning that cannot and will not accommodate anything but the highest standard of integrity. By it's very existence it assumes a high degree of responsibility to the public.

Unfortunately, some administrators of private vocational trade schools resort to deceptive advertising, guarantee's, etc. in their quest for mass student enrollment. These actions, by a few, have prompted the Federal Trade Commission, to take under advisement the possible need for a study of the entire private vocational trade school industry and determine whether or not its practices are in the public interest.

From my limited knowledge, one or two, of our auction schools could well adopt a policy of self discipline in their sales literature and curriculum and place more emphasis on graduating quality rather than

quantity. This again is a good business . . . but a poor hobby!

In this connection it might be advisable for our national officers and directors to give possible consideration to the establishment of a liaison committee which could be both beneficial to the auction schools and the state and national associations.

And if you haven't had enough. I might tell you about the country preacher who had the temerity to mention money in his sermon, prompting one of the flock to ask, "I thought salvation was free." Replied the preacher: It is. So's water. But you have to pay for having it piped to you."

Well, another year has just about dragged its feet across the calendar. The year 1962 is just about finished. Like all of them it has had its good moments and some desolate ones, too. Still I wasn't cheated. I gave and I took. So to all my readers and friends may I wish you the very best for 1963.

In The Hospital

If you have wondered why no news has arrived from the Freunds in Wisconsin within the last month, I might say we have been rather busy running to the Dr. and hospital.

On November 4th, Ernie entered our local hospital for a gall stone operation. By noon, the next day, we were very happy to know the operation was a success and with no complications.

He is now at home and recovering nicely. Though it will take a period of recuperation, we are happy it is over.

Our very best to all of you,
Mrs. Ernest (Mora) Freund

Creating the Right Image

By FRED S. RAMSEY, Madison, Tenn.

The profession of auctioneering has progressed in the United States until there is a demand for higher education and training for those who would aspire to be Auctioneers. Also there is a need for those in the profession to be more capable of transacting the business of auctioning.

Much progress has been made in the auction profession since the one conducted on October 4, 1854, in which slaves were sold on the auction block. I am enclosing a reproduction of this ancient handbill which I thought might be interesting to run in "The Auctioneer." In view of the progress that has been made I still wonder if we today are keeping pace in preparing ourselves to render a specialized job for our fellow man.

Every Auctioneer in conducting any auction sale, large or small, creates an image in the eyes of the public. This image can be either favorable or unfavorable, depending upon the way the sale was conducted. Let us strive to create the right image so that our fellow man will say, "When I desire to sell, it is the Auction method for me."

A great aid in training ourselves to be able to create the right image is to belong to and be active in your State and National Auctioneers Association and always be a booster for the auction method; be willing to lend a helping hand and give a word of praise even to your competitor. A well managed and properly advertised and conducted Auction sale usually closes with favorable results. So, let's each and every auctioneer realize that we are a constant image in the eyes of the public and always conduct our affairs, both on and off the auction block, so that we will always leave the right impression.

It is only by the presentation of ideas that results are achieved. "THE AUCTIONEER" is an excellent medium for giving an expression of your opinion, your ideas and your practical wisdom. What you say may help others and what others say may help you.
—B. G. Coats

Selling the Champions

By JOHN A. OVERTON
Albuquerque, N. M.

Are we doing them a genuine service or are we possibly defeating the high aims and goals of each of these wonderful youth organizations?

Herman Coffey (NAA member from Belen, New Mexico) and Eddie Potts (NAA member and also member of the New Mexico Auctioneers, Albuquerque) sold the top lamb at a county 4-H Sale for \$6.00 per pound — at the State 4-H Sales sponsored by the Albuquerque Chamber of Commerce, where I had the privilege of working the ring we got \$4.00 for the Grand Champion calf, \$2.50 for Grand Champion hog and \$8.00 per pound for Grand Champion sheep.

I wonder how many of the 4-H and FFA kids go into it only with the hope of winning the money for Grand Championship rather than for the knowledge, training, and satisfaction to be derived from the

project? It is problematical whether the business men who spend the money to buy these animals feel favorably towards the Auctioneer, the Club member and the Sponsor or whether they feel "driven" a little past the gates.

How many NAA members donate their services to these auctions and how do you feel about it? Is it good image promotion or is it detrimental to your own image in the community? This subject has come up for discussion among friends, both auctioneers, Chamber of Commerce members and business men in the community. Opinions were divided and I would appreciate hearing from NAA members who have had the same experience, their opinions and comments on this subject either through the pages of the Auctioneer or direct to me.

Auction Brings Finale To 1959 Convention Site

Denver's Shirley-Savoy Hotel, scene of the 1959 National Auctioneers Convention, will soon be razed and a new parking lot will replace it. C. W. Rosvall, Denver member of the NAA and Colorado AA, sold the furnishings piece by piece in a giant auction the week of October 1.

The auction contained a strange conglomeration of 60 years of hotel operation. Silver and china service for 1200 persons, miles of carpeting, rooms full of linens, leaded stained glass windows, slabs of marble, contemporary furniture, gaily patterned drapes, all went on the auction block.

Auction of the smaller items took place in the Lincoln Room where most of our own convention activities took place a little more than three years ago.

Originally the hotel was two separate establishments. In 1903 the 17th and Broadway corner building was built by Walter

S. Cheesman as a hotel. He named the hostelry the Savoy.

Col. David C. Dodge, another prominent Denver pioneer, built his hotel on the corner of E. 17th Ave. and Lincoln St. A railroad man, Dodge named his hotel the Shirley after his family home, Shirley Farm, in Massachusetts.

(According to Britton Smith, current owner of the hotel and great-nephew of Dodge, the two men had planned a single hotel but had a falling out. It wasn't until 1923 that the hotels merged into a single operation.)

After Dodge built the Shirley, he invested in the land next to the Savoy and built an annex to his hotel. That was in 1904. The Savoy was then surrounded by the Shirley. In 1938 the fourth section of the hotel was built, providing at that time the largest hotel convention area in the city.

The Dodge family has maintained an

interest in the hotel from the beginning.

According to present plans, three fourths of the hotel (everything but the original Savoy) will be torn down for parking.

The auction started in the 260 rooms. Many of these rooms were renovated and given contemporary styling over the last two or three years. They contained Drexel contemporary furniture and carpeting.

Fine Program For Illinois Meeting

Illinois Auctioneers held their Annual Fall meeting and election of officers at Hotel Leland in Springfield, October 28 and 29. The attendance was rather light, especially on the second day, but the calibre of the program was excellent.

John Watson, Assistant Director of the Department of Registration and Education of the State of Illinois, addressed the group on the first afternoon. This was followed by a most interesting panel discussion moderated by Col. Fred Quick, Aurora. Panelists were Edward Bilbruck, Chicago; Oard Sitter, Anna; Carman Potter, Jacksonville; Ray Hudson Morrisonville; and Bernard Hart, NAA Secretary.

In the evening a musical group entertained, followed by an outstanding address by Tom Collins, Kansas City banker.

On the second day, Dave Daniels, Secretary of the Illinois and Missouri Livestock Auction Markets Association, addressed the group as did Bernard Hart.

In the business session closing the meeting, Harold Hilliard, Greenville, was elected President and Charles P. Dunning, Elgin, Vice President. Theodore W. Lay, Girard, was re-elected Secretary-Treasurer.

Named to three year terms on the Board of Directors were: Charles Knapp, Cissna Park, retiring President; Edward Bilbruck, Chicago; A. T. Sapp, Springfield; and Dwight Knollenberg, Mason City. Charles R. Hudson, Morrisonville, was elected to fill an unexpired two year term on the Board.

The young Auctioneer should always remember that a poor sale is damaging to the Auctioneer and you cannot afford to have a bad one. —B. G. Coats

Missourians Hold Annual Fall Meeting

By Roger A. Hollrah, Secretary

The Missouri Auctioneers met at Jefferson City, Missouri, on Sunday, Oct. 7. A build up to the Sunday meeting was a "Big Get Together Party" on Saturday night. A dance for the Colonels and their wives was held in the ball room of the Missouri Hotel. A five piece orchestra provided the music and quite a nice time was had by everyone present. It seems to me that a social gathering of this type creates a lot of good will among the auctioneers and gets away from everybody talking shop which is a natural thing for auctioneers to do.

After a general business meeting Sunday morning a delicious lunch was served. After the meal the group was royally entertained by Grover Ruey, a ventriloquist who kept the gathering in stitches. I would recommend him to any association for fine entertainment.

After the program was completed everyone headed for home, looking forward to the spring convention.

The Old Farmers Almanac Available

For those of you interested, the 1963 edition of the Old Farmers Almanac is now available from Yankee, Inc., Dublin, N. Hamp., for 35c. This is the 170th edition of the persistent publication devoted to weather, planting guides, fishing information and other bits of sage advice and wisdom.

One of the oddities of the Almanac is the fact that the name of the editor, Robb Sagendorph, is not printed anywhere in the publication because of an old tradition which dates back to 1666. At that time, two London almanac publishers predicted the city would burn that year. On September 2, 1666, London did in fact burn and the two publishers were charged with having been incendiaries and both were hanged. Publishers are seldom hanged any more, but the tradition stays on with the Almanac.



Apparently an important (or entertaining) portion of the Program of the 1st Annual Convention of the Tri-State Auctioneers is being shown to NAA Secretary Bernard Hart. Others pictured, from the left, are Gardner Morrill, President of the Maine Auctioneers Association; Phil Goldstein, Boston, Convention Chairman; Henry Berman, President of the Massachusetts Auctioneers Association; and Harold Buckman, President of the New Hampshire Auctioneers Association. Convention was held November 11 at the Sherry Biltmore Hotel in Boston.

Photo through courtesy of THE BOSTON GLOBE

Indiana Auctioneers Vote To Present License Plan To Legislature

It was not the largest attendance at the annual Convention of the Indiana Auctioneers Association, in fact not as large as was expected, but it was one of the most interesting programs that this group has ever witnessed. The scene was at the Marott Hotel in Indianapolis, November 18 and 19.

First day program called for registration and various committee meetings in the late afternoon. Meeting was called to order at 7:00 P.M. by President, Russell Kruse, who in turn introduced a panel to answer questions pertaining to the License Law proposal that had been formulated by a special committee. This was followed by an address by H. Bemis Lawrence, Attorney for the Kentucky State Board of Auctioneers.

Highlighting as well as completing the firstday program was a Fun Auction with Mike Schaeffer, Kokomo, acting as chairman. A light hearted time resulted with the bids being generous and the items in the gift wrapped packages that were sold were in many cases amusing.

Second day of the meeting started at 9:30 in the morning with the Invocation given by Rev. Brice Fennig, Director of the Indianapolis Y.F.C. Welcome to the Capitol City was given by a representative from the Governor's office.

Don Flenar, Vincennes, Ind., gave a most informative address on "The Art of Selling," followed by Paul C. Shulz of one of the Indianapolis newspapers, using as his subject, "The Power of Advertising."

J. Meredith Darbyshire, President of the National Association, was the final speaker of the forenoon, explaining the relationship of the National and State Associations. Col. Darbyshire pointed out the various benefits the NAA had provided for its members including the Group Insurance Plan, the License Law Guide and its great National Conventions with an invitation to the 1963 event in Cincinnati.

A Noon Banquet was served in the Marble Room of the Marott with music being provided by a group from Shortridge

High School in Indianapolis. Perle Whitehead of Cincinnati, was the afternoon speaker and his message was one of wit and humor that was enjoyed and appreciated by all. Mr. Whitehead is one of the better after dinner speakers in the country.

Final afternoon session was consumed in business with reports given by the Secretary, Treasurer and various committees. The secretary's report showed an all time high in membership of 208 at the convention's opening. Maynard "Miz" Lehman, Berne, had served in this position for the past year.

The highly controversial License Law proposal was the important item of business before the group, and it had been expected this would bring a record attendance of members. However, this was not the case, and with the Chair limiting discussion to two minutes for each member, very little conversation developed and the proposal was approved by a ballot vote of 26 to 21. It will now be presented to the State Legislature for action in January, 1963.

Walter Murphy, Lebanon, was elected to serve as President for the next year, with D. D. Meyer, Vincennes, being named to the post of Vice-President. Dean Kruse, Auburn, was elected Secretary, and retiring Secretary, Maynard Lehman, was elected Treasurer.

Robert Ellenberger, Bluffton; E. "Mike" Schaeffer, Kokomo; and Russell Kruse, Auburn, were named to three year terms on the Board of Directors. J. O. Murphy, Scottsburg, was elected to serve the unexpired two year term on the Board of Directors to replace D. D. Meyer, who was elevated to Vice President.

It was announced that six district meetings would be held during the year rather than four that proved so successful the past year.

The old fellow died of a broken neck. Seems as though he had an alcohol rub-down and tried to lick it off.

Little Change Noted In Membership By States

Membership in the National Auctioneers Association remained about steady with a month ago despite the fact that all un-renewed September and October expirees were removed from the active list before the count was made.

In checking the figures of a year ago we find that we had reached an all-time high figure of 1625 members which is 56 less than we counted on November 15 of this year. A later all-time record count of members was made on December 31, 1962, when we had a total of 1687. We are certain to top that figure this year as there will be no further expirations until after that date (Jan. 1) and with a concentrated effort being made at present to reinstate some delinquent members we should reach the 1750 mark.

Leading states in members remained unchanged from a month ago although gains were registered by Indiana, Illinois and Ohio. Following is a comparable table by states of members a month ago, a year ago and now (Nov. 15).

STATE	Members Nov. 15 1961	Members Oct. 15 1962	Members Nov. 15 1962
Alabama	6	6	7
Arizona	5	3	6
Arkansas	21	16	15
California	41	49	47
Colorado	39	32	31
Connecticut	6	4	4
Delaware	3	3	3
Dist. of Col.	1	1	1
Florida	18	18	17
Georgia	19	18	17
Hawaii	1	2	3
Idaho	8	10	10
Illinois	128	132	135
Indiana	107	105	111
Iowa	59	61	61
Kansas	76	65	65
Kentucky	66	73	72
Louisiana	8	7	7
Maine	3	3	3
Maryland	17	18	17
Massachusetts	23	24	22
Michigan	55	50	51

Minnesota	17	18	18
Mississippi	2	1	1
Missouri	51	45	43
Montana	43	29	29
Nebraska	106	113	112
Nevada	1	3	3
New Hampshire	4	5	5
New Jersey	39	35	35
New Mexico	10	10	10
New York	55	61	54
North Carolina	23	25	23
North Dakota	13	19	20
Ohio	121	125	127
Oklahoma	29	28	26
Oregon	16	12	12
Pennsylvania	90	156	156
Rhode Island	5	4	4
South Carolina	6	9	9
South Dakota	9	20	19
Tennessee	52	55	59
Texas	49	40	42
Utah	2	2	1
Vermont	7	4	4
Virginia	27	31	31
Washington	15	11	12
West Virginia	11	12	12
Wisconsin	83	77	77
Wyoming	11	14	14
Canada	15	17	15
India	0	0	2
Australia	1	1	1
TOTALS	1625	1685	1681

Royal Raid Permit Sold for \$10,080

LONDON, Nov. 6—A new York book dealer paid £3,600 (\$10,080) at auction for the royal letters patent and seal of Queen Elizabeth I that sent Sir Francis Drake on his famous 1587 voyage.

The English explorer and adventurer raided Cadiz and destroyed 33 Spanish ships on the voyage, a feat he later described as “singeing the king of Spain’s beard.”

The buyer was H. P. Kraus of 85 Overlook Circle, New Rochelle, described by a spokesman for Sotheby's, where the auction took place, as one of the largest book collectors in the world.

Mr. Kraus's London agent also bought, for £1,300 (\$3,640) one of four of the first engraved modern maps of the British Isles, the only colored one. Two years ago Mr. Kraus paid £65,000 (182,000) for the St. Alban's Abbey Apocalypse, the highest price ever paid at auction for an illustrated manuscript, according to Sotheby's.

A will signed by Sir Francis the day before he died was purchased for the Drake Museum near Plymouth for £3,400 (\$9,520).

The sale also included various items dealing with the United States.

Among them was a letter from George Washington to his nephew George Augustin Washington mentioning the negotiations for the "definitive treaty" to mark the end of the Revolution. The letter is dated July 10, 1783. It was sold for £60 (\$168).

Auctions A Matter of Taste

By WILLIAM PAHLMANN

There is something about an auction which attracts everybody. Possibly it is the age-old human hope of getting a great treasure for a pittance—a bargain, something for nothing. Actually, you usually get what you pay for. I went to an auction recently, and I was interested to observe that the good old things up for sale commanded high prices, but the fancy modern reproductions often did not even get the basic bid of \$25. Anything over-ornate, gaudy in color, scrolled or machine-carved had to be withdrawn by the auctioneer for lack of interest. When you buy this sort of thing, new or used, remember that it is actually second-hand furniture the day after you buy it.

If you are going to buy at auctions, try to do it sensibly. Auction galleries usually provide two or three days in which you can inspect their offerings in advance. People who really attend and buy at auctions spend days looking at the possibilities during the exhibition period.

Auction catalogues are full of descriptive matter on the furniture, paintings and objects d'art which will come up for sale and you can add to your general knowledge by reading the catalogues.

Most of the women I have known who go in for auctions feel that they know a lot about antiques. Unless you do, it is not very sensible to buy antiques at auction. Many professionals will find themselves going off the deep end when it comes to the competition of bidding. The amateur will bid up in the heat of the competition and come out with a piece she

can't afford, has no need for and can't return for credit. At auctions all sales are final.

My advice to the non-professional is to avoid the auction sale unless you have competent advice and have studied the exhibition in advance. Don't bid on something you don't need or if you don't know what you are going to do with it. Auctions are fun, but before you get into the bidding, attend several and see how they operate. Remember you will probably always be bidding against dealers and other professionals. If you make a bid, don't be upset if you pay more than the object is worth. You had your excitement and you can charge it up to experience.

The Doorway to Opportunity. Initiative-Courtesy-Integrity-Responsibility. No other doorway in America opens to a vista of Opportunity for young men as that of "Auctioneer." It is a proud title upheld by the best of men in just about every community throughout our land. Here is a free enterprise at its roots — the promise of a free tomorrow. Let's keep it that way. You can do so much to preserve and improve upon this priceless heritage by inviting Auctioneers to join with you as members of the National Auctioneers Association. Greater cooperation and progress is made when we enlarge our lives to include others.

—B. G. Coats

Our Heritage of Freedom

By HARRIS WILCOX, Bergen, N. Y.

We as Americans have inherited from our fathers a priceless heritage of freedom. The pioneers battled famine, pestilence, war, and death for the freedom of living in a New World. American agricul-



ture under the free enterprise system has overcome mankind's age old problem of hunger and malnutrition. In fact, the technological revolution thru which we have been passing has made it possible for us to produce far more than we can use. During this period, high costs and lowering farm incomes, have made it very difficult for the American farmer to get his fair share of the national income. For twenty-five years the federal government has tried to help with price supports, marketing quotas and acreage allotments. This type of federal planning has resulted in monstrous surpluses, has cost billions of dollars and has gradually but surely taken away some of our priceless freedom.

A government planned and controlled

agriculture in Russia has been a dismal failure. With 4½ times our farm labor force they produce only 60% as much as we do. It is hard to understand why we should want to borrow their methods.

With an ever increasing population and fewer farmers, perhaps we should consider the possibility of enduring our current problems rather than sell our birthright for a government handout. This will take a new birth of pioneer spirit. It means we will have to learn again that when the yoke of bondage is taken from a man's neck, the cross of responsibility is placed on his shoulders. It means that we will have to revolt against regimentation and bureaucracy, and realize that we never can get "something for nothing."

The dairy cow is the most efficient "foster mother of the human race." I believe that those who care for her well in a free economy will be rewarded by a very challenging way of life. True, there will be a separation of "the men from the boys." Competition is not easy and the law of "survival of the fittest" is a hard and ageless law of nature. But to expect the government to subsidize the weak and the strong alike could well reduce American agriculture to a "comfortable peasantry."

After so many years of government intervention, obviously, we cannot suddenly remove all supports. Many programs of extension and conservation are exceedingly valuable and constructive. However, I feel the time has come when we must gradually insist that the Federal Government be relieved of its vast influence on American agriculture.

Meanwhile we as dairymen can (1) Cull the bottom 10% of our herds; (2) Feed whole milk to calves; (3) Advertise dairy products; (4) Use only butter on farm tables; (5) start calves from only top 50% of the herd; (6) Produce the cleanest, high quality milk possible.

An atheist is a most embarrassed man, who, when he is profoundly grateful for a favor, has no one to thank.

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!

As Others See Us

(Reprinted from Parke Bernet Bulletin)

We understand, from our reading in the public press, that all business organizations of any consequence own a corporate 'image'; and that the activities of advertising agencies and p.r. men are largely devoted to touching up the romantic features of their clients, to the end that they may appear wholesome and sympathetic, masculine, housewifely, flamboyant or whatever to the customers. As we believe implicitly everything that is printed in the newspapers, we decided that we had to find out (for no one would tell us in so many words) what our image looked like, whether it was arrogant or coy, whether it frowned or owned a complacent smirk, whether it had strong well-defined lineaments or was fuzzy around the edges.

Accordingly, we dispatched one of our operatives around the country to investigate the matter.

His report, written in old-fashioned ink and heavily underlined, disclosed some salient facts. We are universally regarded as honest, sober and industrious (as butlers' references used to say) but also somewhat aloof, tardy in the delivery of catalogues, rather steep in our commission rates, and (among the timorous) an expensive place at which to buy. It is not

always known that we accept small consignments. We do not seek out the collector often enough, and we do not tell him all the things we can do for him; so that we seem to be also a bit on the reticent side (at least, west of the Alleghanies). We told all these things to our p.r. gal, who has charge of our corporate image, and this is what she has authorized us to say:

If we appear to be aloof, it is because we have so much to do in the short eight months' auction season, that we are all up to our necks in work, with little time for visiting around. Much of the tardiness in the arrival of our catalogues must be laid to the nefarious operations of the U.S. Post Office, which has taken as much as eight days to carry an envelope to Philadelphia; but we will try and do better, even if we have to deliver them ourselves. We are sometimes an expensive place to buy (if you are shopping for Rembrandts or Renoirs) but abound in bargains, particularly in the smaller furniture sales.

Our commission rates are not high, because they are flexible; the better the average quality of the consignment, the lower the rate. If we have to charge twenty-three-and-a-half per cent on bread-and-butter material, we are equally ready to sell expensive pictures or jewels for some-

thing nearer half as much; and we are delighted to accept consignments of one or two items only, if they are really fine quality.

We abound in special services: subscriptions to catalogues in limited areas of interest (e.g. paintings, books and autographs); priced catalogues; free inspections of nearby property destined for sale; the execution of bids without charge at the lowest figure attainable; limited credit arrangements for out-of-town bidders; reports on individual lots at telephone request; a trucker's representative on the premises; and so forth. And we will try to get around to calling on you all as fast as we can, although there are so many of you, scattered throughout the richest country in the world.

Livestock Markets Announce '63 Board

KANSAS CITY, Mo.—The Livestock Auction Markets Association, with offices in Kansas City, has announced completion of its 1963 Board of Directors from designations made by participating state associations.

This primary governing body of the organization is made up of forty-two state and fourteen district directors with four selected officers. They will take office December 1, 1962 for a one-year term.

Officers are Joe L. Sorenson, Roseville, Calif., president; J. W. Prince, St. John's Mich., vice president; H. W. 'Billy' Hodges, Alexandria, La., treasurer; John M. Bliss, Princeville, Ill., secretary. C. T. 'Tad' Sanders, Kansas City, Mo., is general manager and counsel.

During the Industry Trade Association Assembly in Kansas City, December 15, 16, an initial meeting of the entire Board of Directors will be held to review business matters and operations of the Association.

The fourteen district directors and the officers make up an eighteen-man Executive Committee. These directors are: Allen Stookey, Okanogan, Wash.; Tom Foster, Atwater, Calif.; Robert A. Ellerd, Bozeman, Mont.; R. L. 'Bill' Rainey, Fort Collins, Colo.; Robert DeMaranville, Belle Fourche, So. Dakota; John F. Buchholz, Jr.

Falls City, Nebr.; W. M. 'Bill' Blanchard, Woodward, Okla.; Harry Barnes, Pipestone, Minn.; Harry Warren, Jr., Charleston, Mo.; Hughey Martin, Colchester, Ill.; G. W. Gardner, Lexington, Ky.; W. I. 'Red' Bowman, Montgomery, Ala.; Charles L. Metz, Greencastle, Pa.; and Roy Ownby, Richmond, Va.

Following the Industry Trade Association Assembly in December, another annual event for the Association will be the Livestock Marketing Congress in Denver, Colorado, June 20-23, 1963.

Thoroughbred Sale Sets New Records

HARRISBURG, Pa.—The years, which have been kind to him, are creeping up on Adios. On June 1 he'll be 23 years old and, like the old gray mare, he "ain't what he used to be." But, as a sire of standard bred horses, 57 of whom negotiated a mile in two minutes or less, the great stallion is far from finished.

L. B. Sheppard, Max Hemp and Del Miller share the ownership of the most successful sire in harness racing history. Adios's open stud fee is \$15,000. The owners look forward to a minimum of four or five years of continued reproduction by Adios.

So, it was without regret that they looked and listened to the bids for the 16 Adios yearlings that were sold at the 24th Standardbred Horse Sales.

The dispersal of 16 featured the four-day auction with an over-all of 722 horses changing hands for an aggregate of \$2,793,250 and a record average of \$3,869.

Last year, 794 trotters and pacers were sold. They brought \$2,753,450 for an average of \$3,468.

In 24 sales since 1939, 16,111 horses have been sold for \$33,974,170, an average of \$2,107.

During the past decade selling at public auction has developed into the greatest selling device of all sales mediums. The immense popularity of the public auction sale in both city and country is somewhat enigmatic to the general public.

—B. G. Coats

THE LADIES AUXILIARY

Season's Greetings

Greetings for the Christmas Season: from Berry Sales to all the auctioneers, wives, and families.

My business has been on the upturn since I returned from the convention. At present we are selling out a furniture store and it has been very successful. Also at this time I have some household, antiques, and real estate sales. I would appreciate anyone writing to me. I will answer them all. Even though I am busy it is still a very lonesome life.

As this year comes to a close, it has been a prosperous one. Also it has been a thankful year, for my near recovery from my accident and also the saddest time of my life. I received my auction license. Then too, my family are all fine. Also, making 1962 very, very nice was the Nebraska Convention. The ladies and their families were so nice.

At this time I would again like to wish all a Merry Christmas and a Happy New Year.

Yours truly,
Mrs. Tom Berry
West Newton, Pa.

Gertrude Darbyshire Heads Program Group

It is a pleasure to announce that Gertrude Darbyshire, wife of the N.A.A. President has accepted the General Chairmanship of the Auxiliary program for 1963 National Convention in Ohio.

Ohio has a very enthusiastic and active auxiliary. Many of these ladies have been involved in several National Conventions. We're sure they will have many new sparkling ideas to add to those already used.

I hope to be able to meet with the Ohio Auxiliary at the State Convention in January and get a sneak preview of some of those ideas. Its not too early to say—Begin NOW to think of Ohio in July.

Chairman Darbyshire will announce her co-chairman at their January meeting. I know any of the ladies asked will be more than willing to cooperate.

Your Auxiliary President,
Mora E. Freund

Cincinnati Bound

First of all I want to offer my vote of thanks to the Ladies Auxiliary of Nebraska and of course, everyone else that helped to make the Lincoln Convention such a grand success. Each year we meet many more people, making new friends and renewing old friendships.

Just as soon as one convention is over, we start making plans to attend the next one. Time rolls around so fast, it won't be long until we will be wending our way to Cincinnati. I hope all of you are planning the same.

The Ohio folks have a great task ahead of them but I am sure we will have a wonderful convention in Ohio, in the Queen City. Cincinnati has a great deal to offer. I feel certain everyone can find many

THE LADIES AUXILIARY TO THE NATIONAL AUCTIONEERS ASSOCIATION

President

Mrs. Ernest Freund, Fond du Lac,
Wisconsin

1st Vice President

Mrs. Timothy Anspach, Albany, N.Y.

2nd Vice President

Mrs. Lewis Marks, Abingdon, Ill.

Secretary-Treasurer

Mrs. David Tracy, Pavilion, N. Y.

Historian-Parliamentarian

Mrs. Ernest Niemeyer, Lowell, Ind.

DIRECTORS:

Mrs. James Buckley, Shelbyville, Ind.

Mrs. Lou Stambler, Honolulu, Hawaii

Mrs. John L. Cummins, Cynthiana,
Kentucky

Mrs. Margaret Berry, West Newton,
Pennsylvania

Mrs. Al Boss, Carroll, Iowa

Mrs. F. Harvey Baldwin, Denver,
Colorado

Mrs. R. E. Featheringham,
Ashville, Ohio

Mrs. Owen Hall, Celina, Ohio

Mrs. Walter Britten, College Station,
Texas

Mrs. Charles Corkle, Norfolk, Nebr.

things to do, if they have idle moments away from the convention.

Best wishes to all for the coming holiday season.

Sincerely yours,
Virginia Buckley

Season's Greetings

As this message reaches you, we'll all be deep in preparations for another festive holiday season.

How wonderful it would be to peek in on each of you, miles apart on Christmas Eve and see how each family celebrates the birth of the Christ Child.

As a nation we sometimes forget the true reason for the celebration. I can't help but believe a dedicated group such as ours with the many blessings we have received both individually and collectively will attempt to keep this true meaning alive.

My husband joins me in sending holiday greetings. Hoping your Christmas joys will be as bright as the Star that led the Wise Men with its radiant light.

Mora E. Freund, President
N.A.A. Auxiliary

Fifteen New Members Received Last Month

Fifteen new members and 39 renewals and reinstatements were received during the period of October 16 through November 15, to make this one of the slowest periods of the year. A flourish of reinstatements and renewals began with the week of November 12 so we are expecting a strong upturn of activity for our report next month.

Following is a list of the members received during the above named period. The asterisk indicates a new member.

Charlie Nash, Ohio

Jim Hush, Kansas

***Thomas L. Robbins, Ohio**

Ronald S. Ligon, Tennessee

***Harold P. Entsminger, Jr., Virginia**

***Delbert M. Fisher, Texas**

***Miller T. Hunter, Hawaii**

Dwight E. Dutton, Ohio

Willis Groen, Washington

Max Puckett, Tennessee

Rolland Reppert, Indiana

Jack L. Amos, Ohio

Odell Sampson, Tennessee

Beeler Thompson, Tennessee

Carmine Idore, California

***Marshall Bilyeu, Indiana**

***John Kireta, Ohio**

O. S. Clay, Indiana

Don Smock, Indiana

Dwight Knollenberg, Illinois

Charles B. Wade, Illinois

***Ernest Moro, Illinois**

Paul W. Calkins, New York

***Thomas K. Carpenter, Minnesota**

Lou Winters, Ohio

Gilbur Mills, Arizona

Kenneth W. Teague, North Carolina

***Robert Ellenberger, Indiana**

***Jim Trunk, Illinois**

Jesse Scott, Jr., Kansas

***Edgar Adams, New Jersey**

C. W. "Pete" Slater, Illinois

Frank Wine, West Virginia

Ernie Niemeyer, Indiana

***Fred J. Savage, Massachusetts**

***Phillip Cohen, Massachusetts**

***William E. Berry, Indiana**

Fred W. Smiley, Michigan

Bill Johnson, Washington

***Kenneth W. Vaughan, New Mexico**

Gordon Hannagan, Illinois

Nick Beute, Michigan

Richard C. Wright, Virginia

G. O. Krenz, Illinois

J. A. Garnett, Alabama

Ralph A. Weschler, Dist. of Col.

Johnnie Midgette, Virginia

Gill White, Nevada

Wayne Stewart, Iowa

Richard Sears, Iowa

John Miller, Maryland

Morris Weinstein, New York

Vincent J. DiGiacobbe, Ohio

Charles P. Dunning, Illinois

NAA Member Elected To Important Posts

Edward Krock, NAA member of Worcester, Mass., has recently been elected a Director of Defiance Industries, Inc., Defiance, Ohio, and Director, Treasurer and Chairman of the Executive and Finance Committees of the B.S.F. Company.

Good Defense Required For Auction Profession

By COL. POP HESS



As Veteran's Day passes again it brings back memories. Forty-four years ago when word was received that World War I was over I was just ready to start calling bids at a closing out farm sale. But as the bells started ringing and the whistles in the next county seat let loose my audience was gone in no time flat. That sale was never held as the farmer I was selling out would not be losing his youngest son to the armed services and the two older ones would be coming home—and the old farm operations would proceed as usual. It was the happiest family I have ever had the pleasure of being with at such an exciting moment.

Later, it was my pleasure to be in the city of Cleveland, Ohio, where I was one of the many who lined the streets of that city watching the first of the boys coming home to Ohio. Marching up through the Cleveland Square, with many of the folks saying this will be the last war that we of this generation will ever experience. That statement was wrong as many of us have lived through World War II and today and for the past several days we are at the point where we are concerned with the thought of a possible World War III. It is our prayer and strong wish that this will never happen.

War clouds are much in evidence and it is written in the good book, "There will be wars and rumors of wars . . ."

We have just passed through a great election known as the mid-term election where we elect Governors and return to Washington men who we hope will help to steer our American way of life in keeping our great United States the leaders in holding the peace. When we are living in such a modern age one can hardly understand why, with so much so great, the unrest of nations seems to be boiling to the point where lead can fly at any

minute. It takes one back to the old saying, "There is much more joy in pursuit than in possession." My hope as we wind out this year of 1962 we will be more at peace than we stand today with around 40 days to go to the beginning of 1963.

The November issue of "The Auctioneer" arrived on my desk last week and I was happy to note the NAA membership had made a substantial gain over the previous month. But we seem to be like the story an old man told me when I was quite young and wanting to get a bunch of money together to start out with when I became 21 years old. He advised me that the first \$2,000 would be the hardest to get and after that it will be much easier to accumulate. That may be true in our membership, if we could some way pass the 2,000 mark in members that we have been shooting at for several years we may grow faster and easier from there.

With the large number of auctioneers in the United States and Canada we should have many thousand members. We are not trying to tie the world to selling everything at auction but to protect the auction way of selling and business for the auctioneers and the sale managers who hold auction sales.

Recently I had a call from an auctioneer asking if I had any data on the first auction sale. I answered that he would have to find some one older than I and his return remark was that he did not know anyone who was older who might know. History of many years back refers to the auction way of selling and you will find it mentioned in the Bible. The base of the NAA is not so much when the first one was held as it is to postpone the day when the last one is held. (Food for thought). Today, the auctioneer and his business is in every product, the greatest of all time. We are now living in a mass

production era with great powers in action. We are witnessing much government control, and every nation is armed for defense in case of an attack. For this same reason, while we hope it will never happen (and probably won't), an attack on auctions and the auctioneer can be defended with a strong National membership. If such an attack would come today our forces in auctioneers would be weak with our present membership.

Not many letters were received with reference to this column or the auction business. Those that I have received presented few arguments worth mentioning. We are in a very heavy auction sale season in livestock and general farm sales, the segment which interests me most. Many of the boys are too busy to write letters. Since the middle of September to the middle of November we have advertised 138 sales in our farm and livestock auction program here at station WRFD. These sales were advertised in 728 separate announcements and this is probably about one third of all sales of this type in Ohio during the above mentioned period. You can tell from this that the auction way of selling in Ohio is big business and the dollar volume would reach into the billions. This is no doubt very true throughout the land.

This should be sufficient evidence to settle the question, should we have or not have a National Auctioneers Association. We should keep a goal in mind not to create a long line of tangible laws to abide by but to defend ourselves against laws that other powers may feel should be in effect to curb the business you now have so happily in your possession.

As I see it, the auctioneer and the auction way of selling is not corrupt or illegal as some would have us believe. We seldom ever hear of an auctioneer or anything connected with an auction sale being the subject of a court hearing, particularly in comparison with other businesses and professions. We do feel it is best to be prepared for the future in being able to defend ourselves against laws that can come from sources other than auctioneers.

In the past year I have received letters criticizing the NAA for not pulling for every law in 100% fashion that is presented by various state organizations. As I see it, the NAA does not have the power to concur in what each state law presents

or suggests. But they are ready to defend what can become a Federal situation in way of laws that are not in the best interests of the auctioneer and the auction way of life for all concerned.

Officers of the NAA can make suggestions, give their view point on questions, but for the NAA today to come out on one complete Federal law and get it over with would be a mountain to climb. They have provided a suggested pattern for those states to follow who feel they want a license law. It is my personal opinion it is better to be strong in membership of the NAA for defense rather than offense. As we do our daily chores as auctioneers let us wind out 1962 with the job well done as auctioneers for better auctions.

In your Christmas Greetings to your friends and competitors in the business, invite them to be a part of the NAA throughout the years to come and let us resolve to have in our membership, 1963 of the NAA, a total to which we can say, "Progress." Mrs. Hess and myself extend to all our greetings for a very Merry Christmas and a great New Year of 1963.

Three Million Head At Colorado Markets

KANSAS CITY, Mo.—Colorado's public livestock markets sold over three million head of livestock in fiscal 1961-62; a total of 3,046,937.

Livestock sales transactions from July 1, 1961 to June 30, 1962 included 1,509,048 cattle and calves; 402,079 hogs; 1,122,838 sheep and lambs; 12,972 horses, which make make up the over three million head total merchandised through Colorado's 42 markets. On a comparative basis, the total livestock sales transactions coincide closely with the U. S. Department of Agriculture's livestock inventory in Colorado, Jan. 1, 1962, of 4,467,000 cattle, hogs and sheep.

These figures were released by the Livestock Market Foundation, statistical reporting agency of the Livestock Auction Markets Association, as compiled from a report of the Division of Animal Industry, Colorado Department of Agriculture and Market News reports of the USDA's Agricultural Marketing Service.

Denver Union Stock Yards took the lead in livestock sales transactions for 1961-62 with 524,824 cattle; 255,753 hogs; and 967,140 sheep. The 41 other public livestock markets, totaling 1,299,220 sales transactions for the same period, by species sold 984,224 cattle; 146,326 hogs; 155,698 sheep; and 12,972 horses.

The Foundation noted that the Colorado public livestock markets, in addition to increasing their annual livestock volume, are gaining in prominence throughout the state and surrounding area by their continued efforts to coordinate and advance the interests and economy of the livestock industry.

An example of this, being applied on a national basis, is the annual Livestock Marketing Congress, of which the Colorado Livestock Markets Association will be state host in Denver, June 20-23, 1963. The co-

operation of all Colorado livestock organizations, Colorado State College and the State Department of Agriculture will be enlisted.

Tennessee Auction Meeting Planned

Tennessee Auctioneers have set January 14 and The Holiday Inn, 710 James Robertson Parkway, Nashville, as the date and place for their Semi-Annual meeting.

Program Committee consists of Cols. Fred Ramsey, Chairman; Billy Howell, G. S. Gordon, Clive Anderson, Sr., Clive Anderson, Jr., Bill Hall and C. B. Arnette. A fine program is expected.

All Tennessee auctioneers are urged to be present for this meeting and a welcome is extended to all out of state auctioneers.



Promotional Items

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

INSIGNIA CUTS: Add distinction to your cards, letterheads and advertising. **\$2.50 each**

DECALS—3 color, reversible, closing out @ **\$25c each.**

BUMPER STRIPS—Advertising the Auction method of selling. **35c each; 3 for \$1.00**

All Items Sent Postpaid

Send your order with remittance to

THE AUCTIONEER

803 So. Columbia St., Frankfort, Indiana

Build An Image

The word "image" has recently fallen in disfavor because of its use in a jokingly manner which has been related to slick advertising or Madison Avenue terminology. However, this word is a handy tool when we want to convey the idea of what thoughts or pictures arise in the public mind when its attention is directed to a specific person or subject. For instance we, as auctioneers, who hope to be successful must build an image which reflects such qualities as confidence, success, public trust, responsibility, integrity, professional status, respect, etc.

Any individual or organization of course wants to build a solid image that causes a client who has a sales or promotion problem to immediately think of our organization as a source for the solution of his problem. It would be quite naive to think that when an auctioneer hangs out his shingle and advertises himself to be a professional auctioneer that he automatically acquires a public opinion that convinces people that he is the man who is qualified and can be trusted to do a professional piece of work.

The image of an individual or organization is directly related to the satisfied or dissatisfied clients who have previously trusted them with their life savings. The personnel of any organization has a direct influence on its image and therefore our associates must be ever mindful of their contribution.

The financial institutions and legal profession both have numerous needs for the services of an auctioneer or auction firm. They are the first to employ those who have created the right kind of an image. Let us be realistic and put ourselves in the position of an attorney or a trust officer of a bank and if we were responsible for selecting the individual or firm which would handle the assets of a large estate, I am sure that we would be very careful to select a firm with a proper image. If the auctioneer or firm selected had over the years been successful in creating confidence, public trust, responsibility, integrity, respect and professional status, the beneficiaries of the estate could not criticize their selection.

Be us ever mindful that every moment of the day, whether we are working as an auctioneer or associating with people, we are establishing an image for ourselves. Let us all endeavor to establish a business institution which the auction profession can be proud of and which will in turn reflect as rigid a code of ethics as the medical, legal and other leading professions.

J. Meredith Darbyshire

Sooner or later every Auctioneer will want to join the National Auctioneers Association — why not ask them to join NOW?

SAY YES

By Col. B. G. Coats

One day when Thomas Jefferson and some friends were riding on horseback, they came to a swollen stream where a traveller was standing in need of a lift, it was Jefferson and not any of his companions, whom he asked for a ride across the stream. His request was granted and when they were on the other side Thomas Jefferson said to him, "I am curious to know why you asked me instead of my companions for this favor." The stranger replied significantly, "There are some personalities which seem to say "no" and others seem to say "yes." Theirs said "no" and yours said "yes."

I do not think there is a member in the National Auctioneers Association but what has an affirmative personality. Upon becoming a member and in every issue of "THE AUCTIONEER" you are given the opportunity to say "YES" when requested to write an article for your magazine and to obtain new members for the N.A.A. If each and every member would appoint himself a committee of one to obtain a new member approximately 4000 Auctioneers would converge upon Cincinnati in July 1963. If you will say "yes" not only will our membership be enlarged we will be enjoying a bigger and better month-

ly publication and many new ideas will go forth from which all will benefit.

Horses Trailed To Sale At Auction

Apparently South Dakota rancher, Don Hight, started something last year when he trailed his herd of cattle to a livestock auction market. We now hear that W. E. "Buster" Boyle, a horseman of Wetonka, S. D., made a 30 mile sojourn with 300 horses to Aberdeen, S. D.

The entire band of draft horses, Welsh and Shetland ponies, Quarter horses and saddle horses were sold at auction November 10, in Aberdeen. Boyle has always raised, broken and sold horses but the last few years he has been too busy to gentle and sell the animals.

Selling at auction has offered Mr. Boyle a quick and profitable way to liquidate his over-sized band of horses.

If you are preoccupied with yourself and cursed with the self-deception of private success, you are living a very selfish life. Taking everything and giving nothing does not contribute to the advancement of your profession.

—B. G. Coats

Established 1948



Class Rooms, Dormitory and Dining Room at Rocky Mountain College. A Co-Educational Institution. Specializing in Market Selling in the Heart of the Livestock Industry. Comfortable table arm chairs.

Western College of Auctioneering

Box 1458, Billings Montana

Our Graduates Are Our Best Advertisement

Classes limited to 30 Men.

Four Terms a Year.

March, June, September, December

Terms in January and May
at Meridian, Miss.

Every Student is an Individual.
Graduates selling in 39 States, and
all Provinces of Canada.

BOOSTERS FOR "THE AUCTIONEER"

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

ALABAMA

Col. Freeman Smith—Long Island
Col. Eugene C. Waldrep—Birmingham

ALASKA

Col. Bill Kimmons—Anchorage

ARKANSAS

Col. James W. Arnold—Magnolia
Col. William J. Massey—Jonesboro
Col. Herman P. Peacock—Winchester
Col. Brady L. Wooley—Little Rock

CALIFORNIA

Col. Bill Arnold—Grover City
Col. Leonard Burleson—Torrance
Col. Tom Caldwell—Ontario
Col. Keith Cullum—Chino
Col. Elmer Damron—Norwalk
Col. James Gibson—Alameda
Col. Harold Henry—S. San Gabriel
Col. R. W. "Bob" Main—Garberville
Col. William Ponder—Monterrey
Col. Ray Roberson—Grover City
Col. Morris Schwartz—Hollywood
Col. R. E. "Bob" Stanley—Downey
Col. E. V. Wing—Gerber

COLORADO

Col. Natte E. Austin—Greeley
Col. F. Harvey Baldwin—Denver
Col. Ed. Gibson—Denver
Col. Herman W. Hauschildt—Denver
Col. Howard Roland—Grand Junction
Col. C. W. Rosvall—Denver
Col. Howard Shults—Grand Junction
Col. Vergil G. Vaughn—Bayfield
Col. Lyle D. Woodward—Denver

CONNECTICUT

Col. Billie Fitzpatrick, Waterbury
Col. Richard K. Mather—Granby

DELAWARE

Col. Crawford Carroll—Dover
Col. Riley Jefferson—Lincoln

DISTRICT OF COLUMBIA

Col. Ralph A. Weschler—Washington

FLORIDA

Col. Joseph F. Sedmera—Lakeland

GEORGIA

Col. Paul E. Baker—Atlanta
Col. John A. Hamilton—Baxley
Col. Elmo Peppers—Rockmart
Col. R. A. Waldrep—Gainesville

HAWAII

Col. Louis L. Stambler—Honolulu

IDAHO

Col. Delbert Alexander—Castleford
Col. Harvey C. Iverson—Gooding
Col. Jim Messersmith—Jerome
Col. Paul L. Owens—Boise

ILLINOIS

Col. Wes Chapman—Seneca
Col. Harry A. Chrisco—E. St. Louis
Col. Gordon Clingan—Penfield
Col. J. W. "Jim" Cushing—Coal City
Col. W. P. "Bud" Drake—Decatur
Col. John H. Dieken—Pecatonica
Col. Clayton Dykema—Morrisonville
Col. William L. Gaule—Chatham
Col. Michael M. Gordon—Chicago
Col. Ray Hudson—Morrisonville
Col. Eugene S. Hopper—Aurora
Col. Charles F. Knapp—Cissna Park
Col. A. R. McGowen—Oak Lawn
Col. J. Hughey Martin—Colchester
Col. W. Virgil Meador—Fairfield
Col. Carman Y. Potter—Jacksonville
Col. Fred G. Quick & Son—Aurora
Cols. L. Oard & Lloyd Sitter—Anna
Col. Tom Sapp—Springfield

INDIANA

Col. Keith Berkshire—Logansport
Col. O. S. Clay—Shelbyville
Col. R. C. Foland—Noblesville
Col. Leo Grindley—Ft. Wayne
Col. Robert L. Harrison—Monticello
Col. Hubert Jones—South Bend
Col. Russell Kruse & Son—Auburn
Col. Amon H. Miller—Evansville
Col. L. W. "Bill" Porter—Brownsburg
Col. Earl Ray—Tangier
Reppert School of Auctioneering—Decatur
Col. Lewis Smith—Cicero
Col. John C. Stanley—Hagerstown

IOWA

Col. Lyle Erickson—Cresco
Iowa School of Auctioneering—Ames

KANSAS

Col. Donald L. Day—Council Grove
Col. Paul J. Doss—Wichita
Col. E. R. Harrison—Norton
Col. J. B. Hickerson—Wichita
Col. Fred Hiett—Topeka
Col. Jack McVicker—Garden City

BOOSTERS FOR "THE AUCTIONEER"

Col. Jack D. Sheets—Wellington
Col. E. T. Sherlock—St. Francis
Col. Frederick E. Sherlock—St. Francis
KENTUCKY

Carter Realty Auction Co.—Scottsville
Cummins, Renaker, Whalen &
Smith—Cynthiana

Col. John Patton, Jr.—Richmond
Col. Frank St. Charles—Lexington
Col. James W. True—Lexington
MAINE

Col. George A. Martin—Kennebunkport
Col. Gardner R. Morrill—Harrison
Col. Clifford L. Swan—Portland

MARYLAND

Col. Robert H. Campbell—Annapolis

MASSACHUSETTS

Col. Henry A. Berman—Worcester
Col. Phil Goldstein—West Roxbury
Col. John A. Hilditch—Southville
(Southboro)

Col. Abe Levin—Lunenburg
Col. Frank "Honest Chuck" Onischuk
—Westminster

MICHIGAN

Col. Charles W. Anderson—Kalamazoo
Col. Richard Brodie—Almont
Col. John M. Glassman—Dowagiac
Col. Charles J. Kinsey—Farmington
Col. Lester M. Koploy—Detroit
Col. Fred W. Smiley—Saginaw
Col. Garth Wilber—Bronson

MINNESOTA

Col. Fred W. Radde—Watertown

MISSOURI

Col. Ken Barnicle—Ellisville
Col. Cletus Metzger—Hayti
Missouri Auction School—Kansas City
Col. Jerry D. Popplewell—Amity

MONTANA

Col. Wm. J. "Bill" Hagen—Billings
Col. Earl Kinney—Billings
Col. R. J. "Bob" Thomas—Billings
Western College of Auctioneering—Billings

NEBRASKA

Col. W. V. "Bus" Emrich—Norfolk
Col. Dick Dolan—North Platte
Col. Rod Gillespie—Gothenburg
Col. John W. Heist—Beatrice
Col. Gerald E. Miller—Hartington
Col. Harry Rasmussen—St. Paul
NEVADA

Col. Gill White—Fallon

NEW HAMPSHIRE

Col. Edward G. Dean—Nashua

Col. Merle D. Straw, Jr.—Seabrook
NEW JERSEY

Col. Ralph S. Day—Leonia

Col. Herbert Van Pelt—Readington
NEW MEXICO

Col. Elmer Bunker—Albuquerque

Col. Monroe Goree—Roswell

The New Mexico Auctioneers

Col. John Overton—Albuquerque

Col. Gene Navalesi—Albuquerque

Col. Eddie Potts—Albuquerque

Col. W. T. "Wag" Wagner—Farmington

NEW YORK

Col. Tim Anspach—Albany

Col. Tim W. Anspach—Albany

Col. Paul W. Calkins—Peru

Col. Arnold Ford—Rome

Col. Clarence Foss—East Aurora

Col. Donald W. Maloney—Syracuse

Col. William Maloney—Syracuse

Col. Ben Schwadron—Queens Village

Col. David H. Tracy—Pavilion

Col. Richard C. Tracy—Dansville

Col. Richard Tydings—Greene

Col. Sidney White—New York City

Col. Harris Wilcox—Bergen

NORTH CAROLINA

Col. Basil Albertson, Sr.—High Point

Col. Neil Bolton—Winston-Salem

Col. Coyte D. Carpenter—Claremont

Col. Billy Dunn—Laurinburg

Col. Ben G. Hoffmeyer—Charlotte

Col. Bill J. Martin—Hildebran

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. Merle Clark—Marmarth

Col. Bob Penfield—Bowman

OHIO

Darbyshire & Associates, Inc.—Wilmington

Hunter-Wilson-Mayhugh Co.—Hillsboro

Col. O. L. Lansaw—Middletown

Col. Clem Long—Dayton

Col. Mearl Maidment—Bowling Green

Col. John W. Moler—Dayton

Ridenour & Merrill—Dayton

Col. George Roman—Canfield

C. Garth Semple & Associates,
Inc.—Milford

Smith-Babb-Seaman Co.—Wilmington

BOOSTERS FOR "THE AUCTIONEER"

Col. Carl V. Stahl—Toledo
Col. Clyde M. Wilson—Marion
Col. Lou Winters—Toledo

OKLAHOMA

Col. Joe Burgert—Ponca City
Col. Lewis W. Campbell—Wyandotte
Col. Buck Cargill—Oklahoma City
Col. V. K. Crowell—Oklahoma City
Col. Jim Richards—Spencer

OREGON

Col. Virgil R. Madsen—Halsey
Col. C. A. Morrison—Grants Pass
Col. Virgil Munion—Roseburg
Col. S. J. Frey—Sweet Home
Col. Lynn Walters—Clackamas

PENNSYLVANIA

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

RHODE ISLAND

Col. Max Pollock—Providence

SOUTH DAKOTA

Col. Reginald K. Oakley—Silver City

TENNESSEE

Col. L. B. Fuqua—Nashville
Col. John W. Hicks—Nashville
Col. J. Robert Hood—Lawrenceburg
Col. H. C. "Red" Jessee—Morristown

Col. C. B. McCarter—Sevierville
Col. L. Paul Monks—Fayetteville
TEXAS

Col. Dub Bryant—Big Spring
Col. Wayne Cook—Dallas
Col. Russell de Cordova—Mexia
National Auction Institute—
College Station

Col. Earl S. White—Madisonville
Col. K. L. Espensen—Tyler
Col. J. W. Foust—Lubbock
Col. Tom Jeffreys—Andrews
Col. W. J. Wendelin—Henderson
Texas Auction Co. (J. O. Lawlis & Son)
Houston

WASHINGTON

Col. Bob Berger—Pasco
Col. Hank Dunn—Kennewick
Col. Bill Johnson—Seattle
Col. Robert F. Losey, Sr.—Renton
Col. Orville Sherlock—Walla Walla

VIRGINIA

Col. Willie T. Catlett—Lynchburg
Col. Harry D. Francis—Newport
Col. David H. Gladstone—Norfolk
Col. J. E. Sutphin—Newport

WISCONSIN

Col. Joseph W. Donahoe—Darlington
Col. Fred C. Gerlach—Brookfield
Col. W. C. Heise—Oconto
Col. Willard Olson—Delavan

ELSEWHERE

The Ladies Auxiliary to the
National Auctioneers Association

THE MEMBERS SAY . . .

Dear Bernie,

I am enclosing \$5.00 for the Booster Page. I enjoy "The Auctioneer," reading it thoroughly from cover to cover each month.

Yours truly,
John Patton, Jr.
Richmond, Kentucky

* * * *

Dear Bernie,

Enclosed \$15.00 for dues, and Booster Page. Sorry to be late, I don't like to miss any issues of "The Auctioneer." Also,

please change my address from 5115 South 170th, Seattle, Washington, to 500 Wall Street, Apt. 1816, Seattle 1, Washington.

As you know we had a terrific World's Fair in Seattle this year and several members dropped in to say hello. Many of whom I didn't know. It was nice for them to do this. Outside sales have not been too plentiful this year, but the ones I've had have proved real lucrative. It proves to me that the nicer you treat the Auction business the nicer it is to you.

Our Auto Auction has been good up to

IN UNITY THERE IS STRENGTH

October 1st and real rough since. Everyone that can afford it are buying new cars at the present. Hope to see you at the next convention.

Sincerely,
Bill Johnson
Seattle, Washington

* * * *

Dear Col Hart:

Enclosed herewith \$20.00 for 1963 N.A.A. dues, Booster Page and two lapel buttons. Also enclosed newspaper clippings which should be of interest to our readers, together with circular of coming auction.

Have been very busy during the past year. The auction business has been very good to me and from all indications the new year rapidly approaching will be as good or even better.

In the way of advice (for what it may be worth) to many of our younger members and recent graduates who may be wondering how to become better established in the auction business, I wish to offer this, "Create a need, then fill it." I happened upon this along the way, so I am passing it on here, hoping that it may be of some good to someone out there in this position. For some it may be sooner, for others a great deal longer, but this is where perseverance and determination pay off.

We missed many of the usual faces at the convention this year, Cols. Coats, Wilson, Winters and others, but another coming up again before we realize it so hope to see them all again at that time. With every good wish to all members and their families.

Most sincerely,
Fred W. Smiley
Saginaw, Michigan

P.S: Keep up the good work with "The Auctioneer."

* * * *

Dear Sir,

Please find enclosed a PO Money Order for \$15.00 for the Auctioneer and the Booster Page. My subscription is out Jan. 1st. I don't want to be late for I really enjoy "The Auctioneer" every month. We try to start our Auction sales on time so why not be on time with our dues to the Auctioneer. The Auction Sale Business is good in this neck of the woods this fall. Col. Pop Hess sure hit the nail on the head with his letter in the November issue

of the Auctioneer. It is always a pleasure to read or listen to a man that really knows what he is talking about.

I am sorry that we don't have more Auctioneers from North Carolina on the Booster Page. I am making my plans now to be with the Auctioneers at the next National Convention in Cincinnati next July. Maybe we will have North Carolina on the map by then. I feel that we have some able, broadminded men at the head of the Auctioneers for the coming year. With the best of luck to all the good Brothers, look forward and keep the Faith.

Yours truly,
A. T. Morris
Durham, No. Carolina

* * * *

Dear Bernie,

The first add I wrote for the Birmingham News after graduating from the Reppert School of Auctioneering, Decatur, Indiana, issued September 23, 1962. The president of the Southern Realty Co. called me. We had a cup of Helen's good coffee. Then he employed me as the auctioneer for his company.

When the day is dark, and when the day is dreary.

The sun is shining somewhere. This I know! I know.

And so to keep my heart from ever growing weary,

I'll carry my sunshine with me where ever I go.

Regards,
William M. Preston
Trussville, Alabama

* * * *

Dear Darby,

I received all three of your letters of Aug. 27, October 13, and October 30. May I offer my apologies for having not complied with your simple request. I could probably write a couple of pages on why I haven't, but they would just be excuses, not reasons. The fact of the matter is I just kept procrastinating, telling myself I was too busy to do it today.

The day I received the November issue of the Auctioneer, I realized I still had not fulfilled my pledge to you, and obligation to the Association, so I just said to myself today is the day, and I went out soliciting new members. Enclosed you will find five new members as a result

of this one day campaign, and it really wasn't so hard to do, but it was only through your extra effort in prodding me that the job was done. May I congratulate you on doing a fine job as President. It is most gratifying to know that the Association is being guided by one who shows such an interest in the work.

ship cards I will consider it a pleasure to try again in the near future to secure some more members.

The Colorado Auctioneer Association is having its annual State Convention on Jan. 12, 1963, at the Albany Hotel in Denver, Colorado. We of Colorado would consider it an honor to have you as our guest. Sincerely hoping to see you then.

I remain yours very truly,

Lyle D. Woodward
President Colorado
Auctioneers Ass'n.

Niemeyer Elected To County Council

Col. Ernie Niemeyer, Lowell, Ind., former Director of the National Auctioneers Association and a past President of the Indiana Auctioneers Association, was successful in his bid for the post of County Councilman in the November election.

A Republican candidate in a county (Lake) that is a Democratic stronghold, Col. Niemeyer unseated the incumbent by an 800 vote majority. This was a clear indication of the voters' confidence in Niemeyer as many evidently crossed party lines in voting for him. No doubt the statement made in his advertisement in one of

the county newspapers coupled with their acquaintance with Ernie had something to do with this. In the advertisement, Niemeyer said, "I will represent you as an individual with consideration of all the details and facts on any and all issues and will not be intimidated by group or authoritative pressures."

Col. Niemeyer, with the assistance of his capable wife, Norma, operates the Lowell (Ind.) Livestock Auction Market in addition to the many auctions he conducts in Lake and surrounding counties. He has been a full-time auctioneer for a good many years. We of the NAA wish to congratulate him and wish him well in the field of politics.

\$32,000 At Auction For Two Gold Coins

NEW YORK—Two U. S. gold coins with a total face value of \$5.50 were sold at auction for \$32,000 recently.

They were part of the vast collection of industrialist Samuel W. Wolfson of Jacksonville, Fla., who acknowledged that he hardly needed to cash in on his coins to pay his electric bill.

"It's just that I'd never have been able to complete it (the collection)," he explained.

"I'd come within 8 percent of getting one of every gold coin that was ever minted in this country. It's been a thrill but now I want others to share the pleasure I've had."

One \$3 gold piece minted in 1875 brought \$17,000, while an 1841 "quarter eagle" (a \$2.50 gold piece) went for \$15,000.

A century and a quarter ago, Alexis de Tocqueville described an association for commercial or manufacturing purposes as "an enlightened member of the community." The statement was largely a prospectus of the future, and, since that period, trade associations have traversed the peaks and valleys of public opinion and government restrictions that mark the way of any economic potential achieving a purposeful existence.

The modern trade association exists to assist its members through an exchange of information for the benefit of an industry as a whole.

Robots Continue As Threat To Livestock Auctioneers

There's a new kind of push-button livestock auction—IDA—taking shape in California.

If it pans out—and the California Farm Bureau Marketing Assn. at Visalia has invested enough time and money to bet it will—the IDA promises to:

Take a lot of time and mileage expense out of buying and selling livestock. What IDA (Integrated Data Auction) amounts to is this: it's a network of modified teletype machines, each one set up at a point designated by the holder of a "seat" on the auction. It can be set up in a feedlot, packing plant—anywhere within reach of a telephone wire.

In the past, of course, it has been no problem to buy and sell animals over the telephone. The new wrinkle is being able to "sit in" simultaneously with widely scattered bidders while auction is actually underway.

Then, while following the "auction" as the tape rolls out of the machine before your eyes, what you do to bid is simply press a button on your machine. This, in turn, signals a buy order to auction headquarters in Visalia.

"Your name appears on a board in our office and we immediately close the circuit to everyone except you while we cut back in to confirm the transaction," says H. C. "Bud" Jackson, general manager of the association.

What the originators of the IDA have in mind is one-bid auction sale. Explains Jackson: "We figure on using the English bidding system by starting out with an asking price and working down until someone pushes the button."

Suppose you are a meat packer sitting in your office in Los Angeles, here's a sample of what might roll out of your machine—as well as all other machines on the net—at the appointed hour for an auction:

LOT 1—200 STEERS AVERAGE 1,050 POUNDS, FED 125 DAYS, ESTIMATED 85% CHOICE 1—4, IMMEDIATE DELIVERY, GUTHRIE.

With all other information self-explanatory, the word "Guthrie" signifies the feeder, in this case John Guthrie, Tulare County.

Of course, with a two-way teletype grid, you can ask for added information. For example, are the animals Herefords, Angus, Okies, mixed — what?

Then, the auction rolls: First, the tape starts out \$28 per hundredweight. No takers. The price begins to drop \$27.50, \$27.25, \$27, \$26.90, \$26.80, \$26.60—finally at \$26.10 someone pushes the button on his "bidding machine," taking the lot.

What happens if there's a tie bid—if more than one buyer hits the button at the same split second? The plan is to close the circuits to all except those tied and then run off the tie. For example, if on the English system, they'd reverse the bid order and work the price up until all but one drops out.

With the sale clinched privately between bidder and auction headquarters, the machine comes back to flash your name and final terms of the sale publicly before moving to the next lot.

In announcing plans Sept. 7, Jackson said his Association is shooting for 50 "seat" holders, with the likeliest prospects either feedlot operators or packers.

He estimates each seat will sell for between \$500 and \$550. This figure includes installation of the teletype transmitter-receiver and the bidding machine modification which was worked out by Pacific Telephone and Bell Laboratories. Each auction member will also pay about \$130 per month for use of his machine which will be leased from the California Farm Bureau Marketing Assn.

"Sale rules and commission charges have yet to be worked out with the Packers and Stockyards Administration," Jackson said.

To get underway, the Association plans to limit participation to an area within California which lies between Woodland and Los Angeles. In addition to sales of fat cattle, they hope to sell stockers and feeders and possibly lambs.

Licensing, Good or Bad?

Licensing has become a very real part of the great American Way of Life.

From the cradle to the grave, we are served by or surrounded by licensing regulations of many kinds. Someone has put it this way:

A baby is brought into the world by a LICENSED obstetrician, assisted by a LICENSED nurse, in a LICENSED hospital. As an infant, he is attended by a LICENSED pediatrician and furnished medication by LICENSED pharmacists.

As he grows older, his hair is cut by a LICENSED barber, his eyes are checked and glasses fitted by a LICENSED optometrist and his teeth are filled by a LICENSED dentist.

For years he is educated in accredited (LICENSED) schools and, upon graduation, he sizes up the responsibilities which lie ahead and he seeks a job through a LICENSED employment agency.

He buys a car from a LICENSED dealer, picks up his LICENSE plates and must hold a driver's LICENSE to court the girl of his choice. To buy gas for the car and goodies for his sweetheart, he may be forced to hock his jewelry in a LICENSED pawn shop or he borrows money from a LICENSED finance company.

On the other hand, if he is frugal he salts away a part of his income in a LICENSED savings institution and buys insurance from a LICENSED agent.

Sometime later he decides on matrimony and secures a marriage LICENSE and is married by an ordained (LICENSED) minister.

On his honeymoon he contacts a LICENSED travel agent who may book him passage on a chartered (LICENSED) airline in a plane flown by a LICENSED pilot; or he may prefer a LICENSED steamship operated by a LICENSED captain; or his choice may be a franchised (LICENSED) railroad on a train handled by a LICENSED engineer.

Upon his return, a LICENSED real estate agent sells him a home, financed in part by a LICENSED building and loan association, and built with the assistance of a LICENSED architect, a LICENSED plumber and a LICENSED electrician.

As a happily married man, he occasionally takes the little woman to dinner at a LICENSED restaurant and then to a LICENSED movie theatre to see a picture ground out by a LICENSED projectionist. They end the evening with a pleasant ride through the park in a LICENSED cab driven by a LICENSED driver.

Later, as sometimes happens, he has a spat with his wife and she "goes home to Mother" (who needs no license) and our hero heads for the nearest LICENSED tavern to drown his sorrow—sipping a drink produced by a properly LICENSED brewer. While there, he watches LICENSED TV installed by a LICENSED expert, and sees a LICENSED boxing bout put on by a LICENSED promoter in a LICENSED arena and sees two LICENSED bruisers commit mayhem on each other.

Much, much later—on his way home, he runs his LICENSED car into a LICENSED truck in front of a LICENSED warehouse and suffers serious injury. He then employs a LICENSED attorney to obtain justice, relief and damages. He loses his case, his driver's LICENSE, his job and his wife.

As his troubles mount, he goes a bit screwy and consults a LICENSED psychiatrist who has him put away in a LICENSED sanitarium where he stays until the Good Lord, in his infinite mercy, calls him to his Eternal Rest and he is laid away by a LICENSED undertaker.

Borrowed by

William F. Swanson, Director
Nebraska Real Estate Commission

Editor's Note: The foregoing summary of today's licensing craze was read at our National Convention in Lincoln, by Mr. Swanson, who was one of the convention speakers. So many of those who heard it have requested a copy that we are reprinting it in "The Auctioneer" with our appreciation to Mr. Swanson for his courtesy in making it available.

Never kick a man when he is down—he may get up.

YOU MISS SO MUCH

When You Are on the Outside

Membership in the National Auctioneers Association provides an invaluable association, a useful service, and a proper place in our united activity for the betterment of all Auctioneers and the Auctioneering profession. YOU are invited to share in our constant campaign for progress and growth.

Join Now

NATIONAL AUCTIONEERS ASSOCIATION

803 S. Columbia St.

Frankfort, Ind.

Conventions--You Can't Afford to Miss

By ROMAYNE SHERMAN, Goshen, Ind.

Those of us who had the privilege of attending the convention at Lincoln, have nothing but praise for those who worked so hard and gave many hours of work before and after the convention. We realize that that convention is in the past, but as we look at the notes one takes as a speaker is presenting facts that will help us to be a better auctioneer, and strive harder to help a young fellow auctioneer along the path to a qualified profession. One can not see how many of us can afford not to attend.

We hear some say, "Oh, I would have lost two or three sales that week if I had gone." You may have, but I doubt it. A good auctioneer that has the confidence of the public and whose services are in demand, need not worry about taking a week off to attend a convention. He can better his knowledge of the different

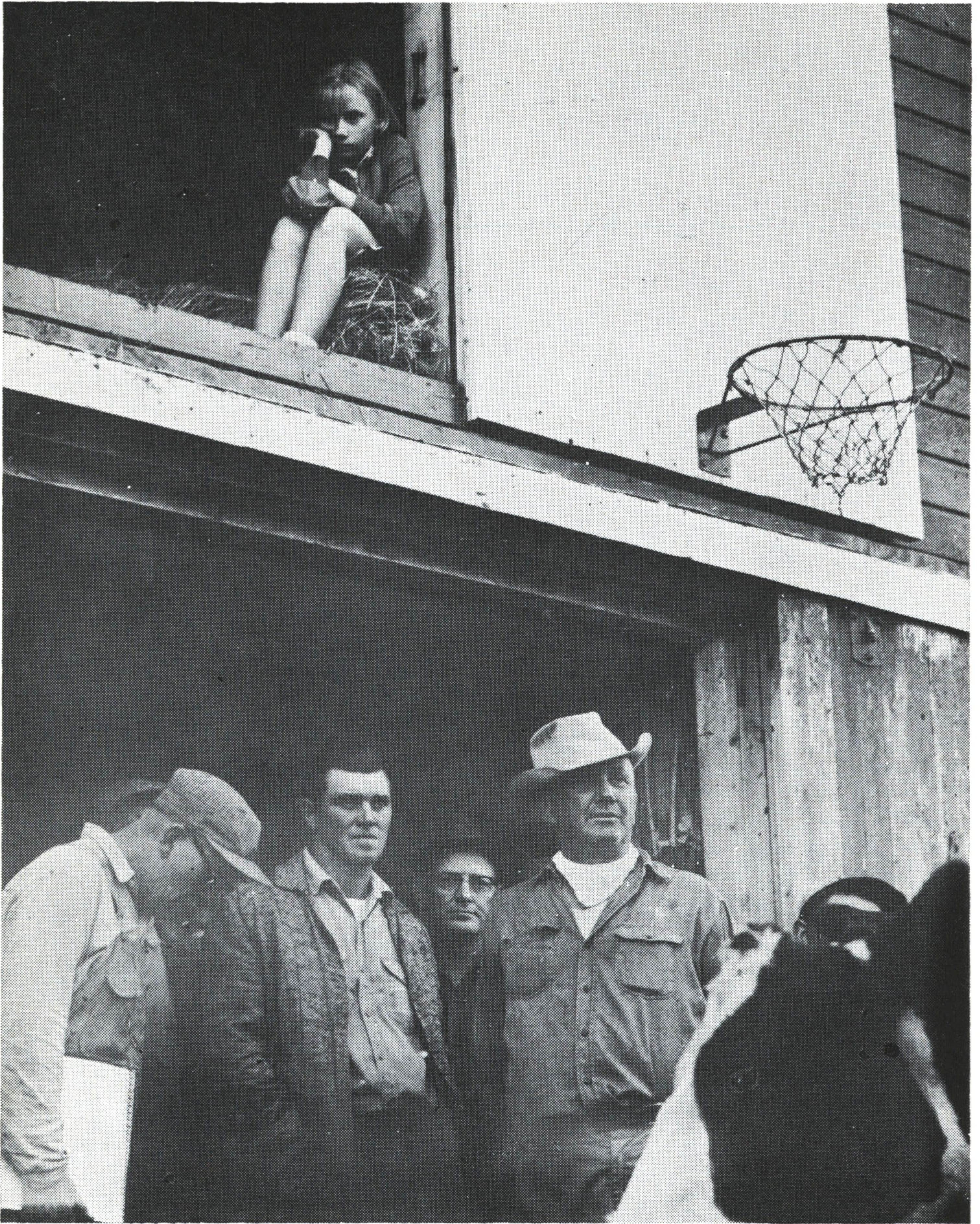
phases of the auction profession. The public will respect him and will gladly book their sales another week.

Let us make preparation now for Cincinnati. If you have never attended, don't put it off another year. Start now to get acquainted with the men of your same profession. Shake hands and rub shoulders with those that are willing to learn and also willing to give time to help anyone whether a newcomer or one that has practiced his profession for a number of years. See you in Ohio in 63.

Auction Sought

BOSTON—A petition has been filed in U. S. District Court seeking to sell at public auction industrialist Bernard Goldfine's half interest in the Puritan Mills at Plymouth.

IN UNITY THERE IS STRENGTH



A dramatic moment was captured by photographer L. A. Kaercher of the Ortonville (Minn.) Independent as little Suzanne James sees her one time pet heifer sold to the highest bidder in the closing out sale held by her parents, Mr. and Mrs. Ralph James of Graceville, Minn. Man in the white hat is auctioneer, Clarence Brown.

We thank Mr. Kaercher, the photographer; the Minneapolis Sunday Tribune, who furnished the picture; and Col. Walter Carlson, Trimont, Minn., who sent the picture to "The Auctioneer," for their respective courtesies.

After the Auction's Over

By EARL G. TALBOTT

There is nothing so chilling to the cockles of the pocketbook as the sight of auction house devotees staggering out at the end of a sale with newly-won treasures clutched to their dank bosoms. Obtained at the cost of blood, sweat and sometimes tears, especially when the bank balance is examined afterward, these objects often face an uncertain fate, since the buyers frequently are hard put to explain just why they wanted them.

While their more or less fortunate confreres are still inside dickering with the truckman over the cost of transporting, say, a 10-foot-tall cement reproduction of Sakyamuni Buddha to the outskirts of Canarsie, the hardier souls are lurching around the streets looking for a cab big enough to hold both themselves and their purchases. Most New York cabs were designed for Lilliputians, and searching for the large economy size can be frustrating.

Even though it is against the law, a New York hacker will haul anything anywhere, provided he can get both it and the passenger inside with the doors shut. This goes for Tibetan bronzes, 200-piece sets of Sevres china, an Inca mummy (wrapped), or what have you, and never mind the broken bones. These are easy to repair.

The cabbies operate according to Einstein's famous relativity equation ($E=mc^2$) in which E represents the energy expended in getting the customer home; m , or mass, the combined weight of the patron and packages, and c , or cloy, the imminence of the driver's dinner hour. Sometimes a sunny disposition on the part of the rider, plus frequent cluckings of the tongue as the cabbie discourses on the plight of the working classes, can earn a small discount. Usually, though, the cost is the fare plus X =dollars agreed upon beforehand.

At one exhibition, an extremely portly matron developed an acute case of nostalgia over an array of sectional bookcases. She said they reminded her of the romantic northeast corner of the central public library's reading room while she was a student at NYU. At the sale she paid

\$5 apiece for the 20 sections, \$1 each to two employees of the auction house to pile them on the sidewalk, and \$1 to a down-at-heels juvenile delinquent to stand guard while she looked for transportation.

Taxi Caravan

Eventually she hove into sight at the head of a caravan of five taxis—one for herself and four for the bookcases. Loaded up, the safari headed gaily for the Bronx and past the zoo to her cozy manse, from whose front porch on a clear day one can see the Brazilian anteaters at insouciant play.

Here an impasse developed: Her startled husband refused to accept the load on the unreasonable ground that there was no place to put it. So the lady and her bearers had no choice but to stack the sectionals in the basement next to the oil burner, where they are gradually acquiring a patina of cellar mold. What's worse, the oil burner is enameled in a piquant, Beekman Place puce, which as every one knows, just can't get along with mouldy mahogany.

Another lady, who is in one of the professions, bought a 9-by-12 Oriental rug in good condition for \$40. This, as anybody who has ever argued with an Armenian knows, was a bargain. She paid for the rug, and the next day telephoned to have it delivered. The truckman wanted \$12, at which the lady let out an indignant squeak. She had been prepared to pay more for the rug, but that was beside the point. It just wasn't ethical to part with \$12 to have something that cost only \$40 delivered.

Livery Stable

There was something flavorful and fragrant about an oldtime, small-town livery stable that set it apart. In days when drummers came by train with bulky boxes of samples and hired a team to travel to surrounding villages, a livery stable was a part of the town's socio-economic order.

A 12-year-old lad liked to spend time in the big barn behind the town hotel. There was a pungent, satisfying smell compound-

ed of leather, hay and horse. It was good to sit in the calendar-lined office with its pot-bellied stove, and to listen to men tell tall stories. A lad who kept his ears open could usually gather information to take home. It might be that the pretty school teacher was out sleigh riding with that handsome drummer from the city and didn't get in until 10 o'clock, or perhaps, Jed Adams had decided to run again for road agent.

The livery man met the train and carried the mail to and from the postoffice in the General Store. He drove the pair of black roaders when the last call came for a resident; he furnished rigs in warm weather for summer boarders who wanted a ride through the countryside.

The old livery stable was more than a commercial institution. Retired farmers made it headquarters. In stormy weather farmers came to town and dickered for horses with the owner. It was a forum where free citizens met and exchanged views on politics, conditions of the roads and whether the new-fangled, snorting, horseless carriages would ever amount to anything.

The old livery stables are gone. Time marches on and men drive metal machines with portable watering troughs beneath the hoods. But in cities and towns today there are men who look back and remember the time when a visit to the livery stable was a pleasant part of country living.

Missouri Livestock Sales Remain Steady

KANSAS CITY, Mo. — Missouri maintained a steady volume in livestock market sales transactions for 1961 as compared with the previous year. A total volume of 8,209,080 head of livestock was sold through 115 public livestock markets in the state, it was announced by the Live-

stock Market Foundation, statistical reporting agency of the Livestock Auction Markets Association.

Compiled on a calendar year basis, the total of 8,209,080 head of livestock sold is made up of 3,457,120 cattle; 3,840,879 hogs; and 911,081 sheep. This 1961 total is only slightly lower than that of 1960 which was 8,250,899. On a comparative basis, the '61 livestock sales transactions coincide closely with the U. S. Department of Agriculture's livestock inventory in Missouri, January 1, 1962, of 8,312,000 cattle, hogs and sheep.

110 of the public livestock markets, selling by auction, sold 2,545,334 head of livestock, a slight increase over the previous year of 1960. The total includes 1,178,177 cattle; 1,184,076 hogs; and 183,081 sheep.

The five terminal markets at Kansas City, St. Joseph, St. Louis, Joplin and Springfield sold a total of 5,663,746 which is made up of 2,278,943 cattle; 2,656,803 hogs; and 728,000 sheep.

Figures were compiled from the records of the U.S. Department of Agriculture and the office of the state veterinarian of the Missouri Department of Agriculture.

Foundation spokesmen emphasized that the livestock auction markets are key industries in the State of Missouri and contribute greatly to the sound economy of their respective trade areas. The livestock markets industry is often cited as a leading example of productive returns under responsible business competitive enterprise.

State Police Hold "Surplus" Auction

Diamond rings, a portable fishing shanty, a 17-inch TV set and an automatic top-loading washer — these are some of about 2,000 items which will be sold in 464 lots in the annual public auction at Michigan State Police headquarters, East Lansing.

"THE AUCTIONEER" through this interesting and unique publication, you benefit by reading articles, many illustrated on just about every phase of auctioneering. You are kept informed of your Association's activities.

IN UNITY THERE IS STRENGTH

The merchandise includes stolen, confiscated or found articles whose owners could not be located and the personal effects of persons who died in state institutions without leaving heirs.

Among the items are 30 boys and girls bicycles, radios, watches, tools, car accessories, hunting, fishing and other sporting equipment, typewriters, a phonograph, a recorder, a multigraph, clothing, and a microscope. Probably the heaviest item in the group is a 350-pound metal safe.

Net proceeds of the sale go to the state treasury. After deduction of advertising costs and auctioneer fees the auction last year netted \$2,199.

Art Prices Higher At Auction This Fall

(From Parke-Bernet Bulletin)

The early 1962-63 season has shown a marked upswing in prices. Among the sales which exceeded presale estimates

were the Chinese art from the estate of the late C. T. Loo, which brought \$134,345 on October 10 and 11, and was highlighted by two Ming paintings fetching \$4,250 and a sculptured stone figure of a Bodhisattva, \$3,750; French furniture and decorations from various sources, October 12 and 13, made \$188,945, and featured a Louis XV palissandre and tulipwood marquetry serpentine-front commode by Leonard Boudin for \$6,000 and a Louis XV acajou and tulipwood marquetry petite table a ecrire by Nicolas Petit for \$5,750; the later library of Jerome Kern brought \$40,287 on October 16, and included an important Byron manuscript for \$3,750 and five chapters of Mark Twain's *A Tramp Abroad* in manuscript for \$3,100; and on October 17, the first auction held here in many years consisting entirely of paintings and drawings by American XIX-XX century artists totaled \$117,675, with Andrew Wyeth's watercolor *The Stone House* fetching \$6,500 and *The East Window* by Childe Hassam, \$5,250.

Everybody Sell The N.A.A.

By COL. B. G. COATS

Last week a gentleman called at my office and after transacting business he asked me if the Auctioneers had state and national organizations. I replied that there was a state Auctioneers Association in every state and that there was a national organization of the National Auctioneers Association.

Then he asked how many Auctioneers there are in the United States. I said approximately 30,000. His reply was that the membership in the organization must be very high by reason that since all Auctioneers are salesmen they would be exercising their ability as salesmen and sell their organization to just about every Auctioneer. His remarks gave me an idea which is expressed in the title of this article "EVERYBODY SELL!"

It is extremely difficult for me to understand why approximately 2,000 Auctioneers selling something somewhere every week of the year falter in their ability as salesmen to sell the N.A.A. When every member sells the N.A.A. ideas move faster and progress is achieved.

Selling the N.A.A. is limited to Auctioneers (Salesmen) and if you can't sell your organization to other Auctioneers, don't you think it is a test of your ability to sell merchandise for other people? When every member sells and he consummates signing up a new member he creates a mental and emotional climate of friendliness and good will that makes getting new members a joyous, happy adventure. New members are won through a multitude of acts and attitudes. You are the salesman, so not why recite the many attributes that makes for successful salesmanship.

I seem to have a premonition that our membership will double this year and if each of us will institute action instead of delay—appreciation instead of apathy—enthusiasm instead of dullness—understanding instead of the closed mind—helpfulness instead of hindrance and attention instead of neglect we can create a mighty symphony of Auctioneers and the National Auctioneers Association can tell the world that Auctioneers can sell. Let's everybody sell.

Col. Sigrist On Radio

Col. Herman W. Sigrist, past President of the National Auctioneers Association, appeared on a program broadcast from radio station WOWO in Fort Wayne, Ind., on Saturday evening, November 17. The program was sponsored by the public relations department of Tri-State College in Fort Wayne. Col. Sigrist is a 1903 graduate from the College.

Honor NAA Member

Edward Krock, NAA member from Worcester, Mass., was recently elected Chairman of the Executive Finance Committee of the Mercantile National Bank of Chicago.

Dates and Places

January 4-5—Pennsylvania Auctioneers Association Annual Convention, Penn-Harris Hotel, Harrisburg, Pa.

January 12—Colorado Auctioneers Association Annual Convention and Business Meeting, Albany Hotel, Denver, Colo.

January 13—Ohio Auctioneers Convention, Southern Hotel, Columbus, Ohio.

January 14—Tennessee Auctioneers Association Winter Meeting, Holiday Inn, 710 James Robertson Parkway, Nashville, Tenn.

February 4—New Jersey State Society of Auctioneers Annual Meeting and Election, Far Hills Inn, Somerville, N.J.

April 28—Iowa Auctioneers Convention, Tallcorn Hotel, Marshalltown, Iowa.

July 18-19-20—National Auctioneers Convention, Cincinnati, Ohio.



At the Iowa State Convention held at the Chieftan Hotel in Council Bluffs, these three men no doubt had a good deal more to talk about than what they are reading in "The Auctioneer." On the left is Col. F. E. "Mike" Bloomer, Glenwood, who is a challenger for the title of "Iowa's biggest auctioneer" and the immediate past President of the Iowa Association; Col. Leon Joy, Ames, another past President of the Iowa Association, an auctioneer for 48 years and holds the record of never having missed a meeting of the Iowa Auctioneers Association; and Bernard Hart, a former Iowan, now Secretary of the National Auctioneers Association. Photo through courtesy of the COUNCIL BLUFFS NONPAREIL.

Directory of State Auctioneers Associations

Arkansas Auctioneers Association

President: Brad L. Wooley, 412 Del Rio Dr.
Little Rock
Secretary: James W. Arnold,
Box 179, Magnolia

Colorado Auctioneers Association

President: Lyle D. Woodward,
2942 S. Cherry Way, Denver 22
Secretary: H. W. Hauschildt,
2575 S. Broadway, Denver 10

Idaho Auctioneers Association

President: Lyle Masters, R. 2, Buhl
Secretary: Qunton Selby, Box 393 Cascade

Illinois State Auctioneers Association

President: Harold Hilliard, Greenville
Secretary: Theodore W. Lay, Girard

Indiana Auctioneers Association

President: Walter Murphy,
1111 N. Meridian, Lebanon
Secretary: Dean Kruse,
R. R. 2, Auburn

Iowa State Auctioneers Association

President: Irving Leonard, Elkader
Secretary: Lennis W. Bloomquist,
RFD 2, Pocahontas

Kansas Auctioneers Association

President: Carson E. Hansen, Beloit
Secretary: Richard M. Brewer, Mt. Hope

Kentucky Auctioneers Association

President: George Kurtz, Sturgis
Secretary: Martha Kurtz, Sturgis

Massachusetts Auctioneers Association

President: Henry A. Berman,
P. O. Box 335, Worcester
Secretary: Edmond R. Valladoa,
Route 6, Mattapoisett

Michigan Auctioneers Association

President: Glenn Casey,
702 E. Grand River, Williamston
Secretary: Stan Perkins,
Rt. 2, Swartz Creek

Minnesota State Auctioneers Association

President: Hubert Pinske, Arlington
Secretary: Frank A. Sloan, 1711 Olson
Highway, Minneapolis 5

Missouri State Auctioneers Association

President: Ralph Stark, Lexington
Secretary: Roger Hollrah,
2795 Zumbuhl 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: Glen Helberg,
310 Boyd Ave., North Platte
Secretary: Dick Dolan,
Box 364, North Platte

New Hampshire Auctioneers Association

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

New Jersey State Society of Auctioneers

President: Frank Schurich, Fairlawn
Secretary: Ralph S. Day,
183 Broad Ave., Leonia

New York State Auctioneers Association

President: Arnold Ford
13 Martin Dr., Rome
Secretary: Donald W. Maloney,
518 University Bldg., Syracuse 2

Auctioneers Association of N. Carolina

President: W. Craig Lawing,
212 Gumbranch Rd., Charlotte
Secretary: Jack H. Griswold
R. 10, Box 221-A3, Charlotte 6

North Dakota Auctioneers Association

President: F. E. Fitzgerald,
1206 N. First St., Bismarck
Secretary: Gerald Ellingson, Edgely

Ohio Association of Auctioneers

President: Emerson Marting, Rt. 3,
Washington C. H.
Secretary: Richard Babb,
232 N. South St., Wilmington

Oklahoma State Auctioneers Association

President: Elvan Markwell, Meeker
Secretary: Bryan Blew
Box 203, Cherokee

Oregon Auctioneers Association

President: Marvin Ruby,
347 W. Baseline Rd., Hillsboro
Secretary: Mrs. Lane Sudtell,
3915 Silverton Rd., Salem

Pennsylvania Auctioneers Association

President: R. M. Stewart
Box 37, Armagh
Secretary: Kenyon B. Brown,
Box 388, Doylestown

South Dakota Auctioneers Association

President: Vernell Johnson, Hartford
Secretary: Reginald R. Oakley,
Box 222, Silver City

Tennessee Auctioneers Association

President: Jim Stevens,
1315 Gallatin Rd., Nashville
Secretary: E. B. Fulkerson,
Rt. 4, Jonesboro

Texas Auctioneers Association

President: Wayne Gibson,
1005 Nall Lane, Bryan
Secretary: K. L. Espensen,
1109 Powers, Tyler

West Virginia Auctioneers Association

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

Virginia Auctioneers Association

President: Richard C. Wright,, Bridgewater
Secretary: Frank D. Sale, R. 1, Radford

Association of Wisconsin Auctioneers

President: E. J. McNamara
Box 287, Lancaster
Secretary: Joseph H. Donahoe,
706 Harriet St., Darlington

Wyoming Auctioneers Association

President: O. J. Mader, Buffalo
Secretary: Don Hoffman, Buffalo

THE LIGHTER SIDE . . .

HE SAVED FACE

The two hunters were lost in the snow-covered woods with only one rifle shell left. One of them took it and his rifle and went out in search of food. He had gone only a short distance when he found himself face to face with two wild bears.

Spinning on his heel, he raced back to the camp, the bears in hot pursuit. Just as he reached the tent, he stepped aside quickly, and the two ferocious bears charged headlong into the tent.

The hunter closed the tent flaps, then shouted to his companion in the tent:

"Skin those two right away while I go look for some more!"

REASONS

Millie: "I hear that you are not going to marry Bill after all? Wh is that?"

Tillie: "Oh! Father thinks his position isn't good enough and mother thinks he is too old for me. My aunts think he is too good-looking to make a satisfactory husband and my Uncle Jim says he has heard rumors about him. My cousins tell me he is a flirt and . . ."

Millie: "Yes, yes, and what do you think about it all?"

Tillie: "Oh, I think I ought to wait until he asks me."

TOO SOON LATE

An aging Arkansawyer became slowed by poor health and upon the urging of neighbors consulted a "town" doctor.

The doctor examined him thoroughly and advised him to go to California if he wanted to prolong his life. That he did but had been there only two weeks when he died.

His remains were returned to his Ozark farm for interment. His lifelong fishing and whittling companion was taking a last look at his departed friend and was heard to remark:

"Elmer sure looks good. Those two weeks in California done him a heap of good!"

HARD TO KILL

A catty remark often has more lives than a cat.

WANTED: ONE FOLLOWER

An honest father wrote to the dean at a women's college, appraising his daughter's qualifications. "While she is not a leader," he admitted, "she does follow well."

Back came the dean's reply: "We have already admitted 267 leaders to this school this year and desperately need your daughter since she is the only follower."

TOO BAD!

One of the frustrations of elevator operator is that he never hears the ends of stories.

DATELINE

After listening to an admiring boy friend trying to impress her by reciting a list of his distinguished ancestors, the pretty young co-ed retorted:

"Well, personally, I descended from a long line my mother once listened to."

NO USE

Traffic Cop: "Hey you, didn't you hear me whistle?"

Sweet Young Thing: "Yes, darling, but you're wasting your time. I'm already engaged."

TROPHY

The wealthy playboy was showing his guests trophies brought back from a hunting trip in India. Indicating a tiger-skin rug he said, "When I shot this tiger, it was a case of him or me."

A rather tipsy guest stared at the skin and then at the host. "Well, old boy," he declared, "he sure makes a better rug."

LONDON FOG

Two Englishmen out for a night on the town met two girls and took them into a dimly lit pub to eat. Suddenly, one man turned to his friend and whispered: "I say, old boy, would you mind terribly changing dates?"

The other replied, "No, what's the matter with yours?"

The friend answered, "Between the grog, the fog and the smog, I seem to have picked up an old aunt of mine."

IN UNITY THERE IS STRENGTH

CRISIS

A 12-year-old boy, getting ready for his first date, was rushing madly around the house. His mother finally caught up with him, noticed dirt behind his ears, and started hustling him toward the bathroom.

"You must take a bath," she exclaimed.

"Bath?" shrieged the boy. "I've got five minutes left—and I've still got to learn to dance."

GRANPA'S BEARD

The weary salesman had tried to be helpful as the woman spent an extra long time looking for a suitable birthday gift for her grandfather.

"How about a tie, madam?" he asked.

"No, he has a beard."

"Well, perhaps a pullover sweater would do."

"No, it's a very long beard."

"I see," sighed the salesman. "Do you think a pair of spats would show?"

REFUND

When soliciting new subscriptions, a newspaper advertised that if a customer was not satisfied with the paper, he could get his money back. But the circulation manager was startled one day to get a note from a subscriber who had been getting the paper for a year.

"Dear sir," the subscriber wrote, "When I subscribed a year ago, you said that if I was not satisfied at the end of the year, I could have my money back. Well, I would like to have it back."

"On second thought, to save you the trouble of returning the money, you may apply it to my next year's subscription."

GOOD DEED

Wife: "What have you done to benefit your fellow man?"

Husband: "I kept you from marrying one of them."

SHRINKAGE

A scoutmaster instructing his boys in cooking told them to cook wieners just like fish. Upon inspection during the cookout the scoutmaster noticed that one boy had dried out wiener peelings in his skillet. Asked what was wrong, the scout replied, "I proceeded to cook them just like we do fish but after cleaning them, I didn't have much left."

ON THE JOB

An employment office, checking references of a job applicant, asked one employer: "Was he a steady worker?"

"Steady?" came the reply. "He was motionless!"

There is a movement afoot to keep children in school the year round — how cowardly can parents get?

Many people are suffering from bone trouble — too little in the back and too much of it in the head.

Wife: "Didn't I tell you to notice when the soup boiled over?"

Husband: "I did. It was 11:45."

Do you know what a bigamist is? It is a man whose better half doesn't know how the other better half lives.

Sometimes a man pulls the wool over his wife's eyes with the wrong yarn.

Envy of the success of others is the best indication that you do not deserve, and probably will not have, similar success.

Nothing solidifies the country more than taking a pleasure ride on Sunday afternoon.

The way things usually go in Washington, it looks as if the government would rather trim the taxpayer than the budget.

A man with both feet on the ground hasn't far to fall.

The only thing more expensive than education is ignorance.

When a girl begins to count on a man, his number is up.

"My husband would never chase after another woman. He's too fine, too decent, too old."

Many a woman refuses to give her husband a little rope for fear he might skip.

The smart wife with plenty of horse sense never becomes a nag.

Meat Board-Beef Men Reach Agreement

The Executive Committees of the National Live Stock and Meat Board and the National Beef Council in joint session in Kansas City, Missouri, on Friday, November 16, 1962, approved, subject to ratification by the Board of Directors of the Meat Board at its semi-annual meeting to be held in Fort Worth, Texas, on January 16, 1963, a merger of beef promotion activities within the expanded framework of the Board's specie promotion program.

This approval came following a series of joint meetings between committees and the Executive Committees of the two organizations held earlier in the year.

Meat Board Executive Committee members participating in the meeting included: James B. Nance, C. O. Emrich, Gene Gunter, H. H. Corey, A. G. Pickett, Herman Aaberg, John Armstrong, LaVerne Johnson, J. C. Petersen, P. E. Petty.

Also in attendance from the Meat Board were Mr. Carl Neumann, Secretary-General Manager, Mr. Robert L. Farrington, attorney and Mr. James McDonald, auditor.

National Beef Council Executive Committee members participating included:

Claude E. Olson, Cal Foss, Donald Bartlett, Mrs. R. A. Burghart, Elmer H. Anderson, N. H. Dekle, Joe Milton, Walter Crago, Don Leith.

Also in attendance from the National Beef Council were Mr. V. H. Brandenburg, Executive Secretary, and Mr. Merton Giover, Porcupine, S. D.

C. T. 'Tad' Sanders, Kansas City, acted as mediator, both in the meetings leading up to the November 16 decision and the meetings leading up to the Kansas City meeting.

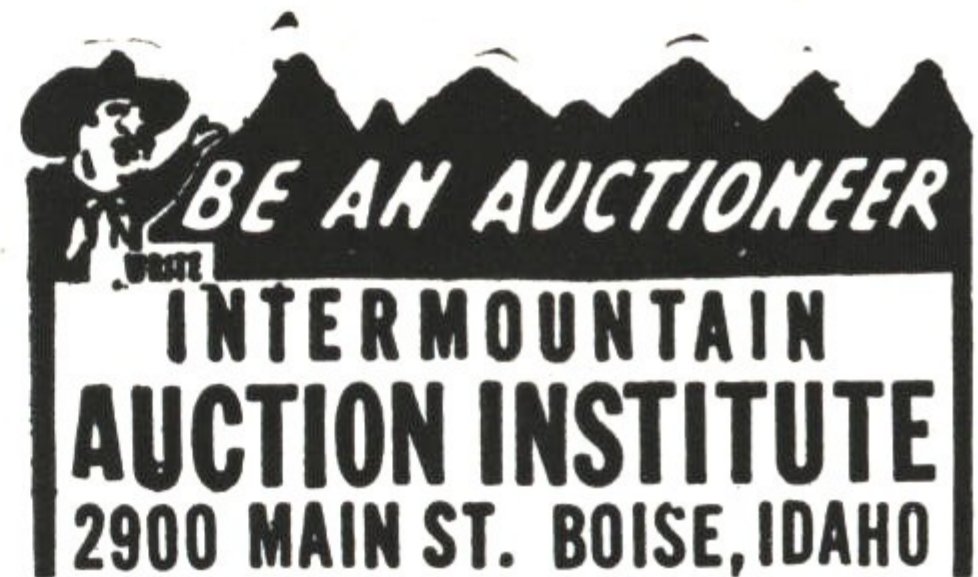
PERSONALIZED

**Business Forms Add Prestige,
Get New Business.**

Get our prices on all types of personalized business forms in snap-out carbon form as well as checks, sales books and Auction Contracts.

BERNARD HART

803 S. Columbia St., Frankfort, Ind.



**NATIONAL
AUCTION INSTITUTE**
College Station, Texas
The School of Distinction

LEARN AUCTIONEERING

Two week term, or home study.
Nationally recognized, diploma.
Free Catalog!

MISSOURI AUCTION SCHOOL

1330 Linwood Kansas City 9-X43, Mo.

**Learn Auctioneering
At Home**

**Nelson Auction
School**

16800 Whitcomb
Detroit 35, Michigan

**Home Study Course \$37.50
(With Recordings)**

**Residential Classes 87.50
555 Auction Sayings \$2.00**

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

Nationally Recognized School



A Thirty Man class, working on a Live-stock Market, exercise on Blackboard.

Your Posterior end won't be numb, but your head and heart will be in the Auction business, at

WESTERN COLLEGE OF AUCTIONEERING

In a two week term, equal to College Semester in hours used.

You will be on your feet for 60 some hours of bid calling practice.

14 Instructors assist you. Night and Day.

All Classes limited to thirty men. You are an individual here, not a number. Diploma issued if you qualify.

We do not need more Auction Schools, but more Qualified Auctioneers. Tuition is based on what we can do for you. Tuition, including room and board, is \$350.00. Compare to a College semester, and realize you can make money after one term here.

WRITE TODAY, TO

Western College of Auctioneering

Box 1458, Billings, Montana (Established 1948)

GREETINGS

With the return of the joyous Holiday Season
it is our earnest and sincere wish that each
of you and your families will have a

VERY MERRY CHRISTMAS

and a HAPPY and

PROSPEROUS NEW YEAR.

Mr. and Mrs. B. G. Coats

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.**