

the AUCTIONEER



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"THE AUCTIONEER" is the only publication owned by Auctioneers, published by Auctioneers, distributed to Auctioneers and devoted entirely to the Auction Profession.

The Auctioneer

803 S. Columbia Street

Frankfort, Indiana

THE AUCTIONEER
is the
OFFICIAL PUBLICATION
of
NATIONAL
AUCTIONEERS ASSOCIATION

803 S. Columbia St.
Frankfort Indiana

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803 S. Columbia St. Frankfort
Indiana

IN UNITY THERE IS STRENGTH

CONVENTION

THURSDAY, JULY 18

A.M.

- 9:00—Registration. Continued through day. (Also Wed. Night)
Main Lobby.
10:00—Meeting of Reception Committee.
10:30—Meeting of Program Committee.
11:00—Meeting of Resolutions Committee.
11:00—Meeting of 1958 Convention Site Committee.
11:00—Meeting of Auditing Committee.

P.M.

- 12:00—Luncheon, Main Ball Room. Gov. G. Mennen Williams,
Guest Speaker.
2:00—Invocation, Col. John Rhodes, Iowa.
2:05—Welcome, Mayor Ralph W. Crego of Lansing, Michigan.
John Henry Dudley of Lansing Chamber of Commerce.
3:00—Introduction of Convention Chairman.
3:00—Ladies Tea Honoring National Auxiliary Officers. (All Invited).
3:05—"Your Voice Is Your Business", Dr. O. B. McGillicuddy, M. D.,
Lansing, Mich.
3:30—"The Livestock Industry", Col. Ray Schnell, North Dakota.
4:00—"The Auto Auction Business", Col. R. A. (Tiny) Waldrep, Alabama
4:30—"Effective Advertising", Prof. Frank B. Senger, Journalism
Dept. M.S.U.
5:00—Adjourn.
8:30—BIG GET ACQUAINTED DANCE (Round and Square Dancing).
Red Howard and his Nationally famous RAINBOW VALLEY
BOYS. Stars of TV and Radio.

FRIDAY, JULY 19

A.M.

- 9:00—Call To Order.
9:10—"Our Diminishing Frontier", Col. Douglas Steltz, Wisconsin.
9:40—"Life Is Too Short To Be Little", Col. Harris Wilcox, New York.
10:10—"Sale Financing", Floyd Carroll, V. Pres. Plymouth Branch,
National Bank of Detroit.
10:40—Opening of Question Box.
11:30—Adjourn.

P.M.

- 12:00—Auxiliary Luncheon with Mrs. G. Mennen Williams as Guest
Speaker. American Room. Tickets available for non-members.

PROGRAM

1:00—Call to Order.

1:10—"The Box Social Goes Modern", Col. Fred Smiley, Michigan.

1:30—Address by Durward B. Varner, Vice President, Michigan State University, Director of Continuing Education Services.

2:00—Tour through "Bull Barn" of Michigan Artificial Breeders Co-op., owners of some of the world's finest sires.

9:00—Gigantic, Star Studded Floor Show. Featuring Top Variety Acts. Grand Ball Room.

SATURDAY, JULY 20

A.M.

9:00—Call To Order.

9:10—"Real Estate", Edward G. Hacker, 1st Vice President, National Assn. of Real Estate Boards.

9:40—"The Professional Auctioneer", Colonel George W. Skinner, Ind.

10:10—"The Livestock Markets Across The Country", C. T. (Tad) Sanders, Exec. Secretary of American National Livestock Auction Association.

10:30—Panel Discussion.

11:30—Adjourn.

P.M.

12:00—Luncheon—Dr. James Hays, Prof. Emeritus, Michigan State University. Speaking on "Ecological and Genetical Problems of the Dairy Industry—A Refutation of Fallacious and Malicious Contempory Theories and Practices."

Sponsored By—Aptco Auto Auction, Melvindale, Mich.

Flint Auto Auction, Flint, Mich.

Leitch Motor Sales, Owosso, Mich.

Guest of Honor: Col. Tim Anspach, President of National Auto Auction Association.

2:00—Call To Order.

2:10—Secretary's Report, Col. Bernard Hart, Indiana.

2:20—Treasurer's Report, Col. Henry Rasmussen, Nebraska.

2:30—Report of Grievance Committee.

2:35—Report of Resolutions Committee.

2:40—Report of Nominating Committee.

2:45—Election of Officers and Directors.

3:00—Introduction and Address of New President of Ladies Auxiliary.

3:15—Acceptance Address by New N.A.A. President.

3:30—Selection of Site for 1958 Convention.

Adjourn.

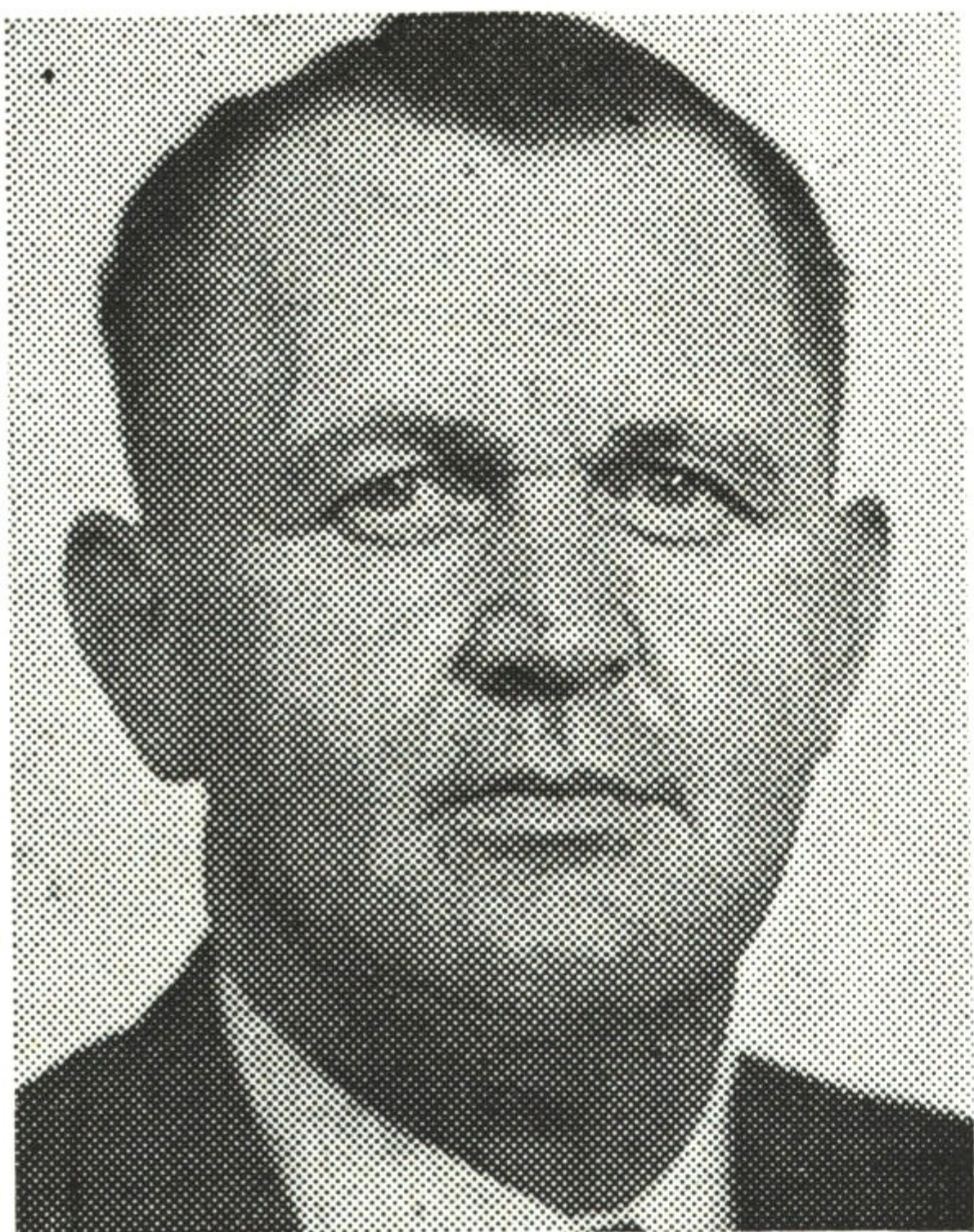
6:00—GRAND BANQUET, Main Ball Room.

Address—Hon. Arthur E. Summerfield, Postmaster General of the United States.

Come - Bring A Friend

By COL. B. G. COATS

For the past few months articles have appeared in "The Auctioneer" stressing the value and importance of every Auctioneer to be present at our national convention. A glance at the various livestock publications, trade journals, etc., shows that the Auctioneers have arranged their sales dates that will enable them to attend the greatest of all National Auctioneers Association's national convention at the Hotel Olds, Lansing, Michigan, July 18-19-20.



Col. B. G. Coats

The tensions and stress of life today make it necessary, yes imperative that we take a little time out, and isn't it wonderful to have the opportunity to do just that under the atmosphere of fellowship, cooperation and the spirit of good will so prevalent at a national convention. There is no such thing as a stranger, just one large happy family, all interested in one another and all determined to do what is best in the interest of their Association and their profession.

The many benefits and pleasures to be derived from a national convention need not be stressed again. Such has

been stated many times, but it cannot be emphasized too vigorously the significance of your presence which makes for a still bigger and better convention. Three months ago it was estimated there would be a registration of 500. The unusual interest and enthusiasm among the membership, the many advance hotel reservations, the many letters received by the Secretary and the splendid program with so many innovations, the extra high class entertainment have caused the committee to revise their estimate and plans have accordingly been made to provide accommodations for a registration far in excess of 500.

COME — BRING A FRIEND. The presence of every member will indeed be a tribute to our President and his staff of officers who have labored so hard during the past twelve months and the results of their efforts and leadership are outstanding. Our Association has grown to an all time high in membership. Our prestige and influence is greater than ever before. Our monthly publication "The Auctioneer" continues with greater support, more advertising and far greater circulation.

COME—BRING A FRIEND and see what your membership has done to make this the greatest year in the history of the National Auctioneers Association.

Membership Dues

A good many of you hold Membership Cards which expire in July of this year. We will not be sending out statements until after our National Convention but you do not need to wait that long. It makes it so much easier for us (saves the NAA money too) if you will send us your check for \$10 covering your renewal.

While you are doing it you might want to send an extra \$5.00 for a one year's listing on the Booster Page. Better yet, include the application for membership of another auctioneer.

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Col. Henry Wilber, Michigan
Col. H. W. Sigrist, Indiana
Col. George Michael, New Hampshire
Col. Ray Sims, Missouri

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Col. Glenn Casey, Michigan
Col. C. B. Smith, Jr., Michigan
Col. L. E. Drake, Michigan

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Attend YOUR Convention

It is my pleasure in behalf of the National Auctioneers Association to cordially invite the Auctioneers of this nation, its possessions and the Dominion of Canada to the Eleventh Annual National Convention in Lansing, Michigan, July 18, 19 and 20th.



Col. E. T. Sherlock

This convention is a very important event for the National Auctioneers Association, the profession of Auctioneering, and Auctioneers everywhere, regardless of residence or extent of practice. It is the highlight of all National and State Associations activities for the year, not excepting the Ladies Auxiliary, and contributes to the culture and prosperity of our profession and the progress and well being of our organization.

We urge every Auctioneer to attend and encourage others to attend. All will be highly pleased and enthused, with the interesting three day program. We are sincerely grateful to our honored hosts, the Michigan State Auctioneers Association, their Ladies Auxiliary, and others who have worked arduously to produce a convention program that is in keeping

with the progress of our organization.

This year's program is designed to supercede any of the past, and is bound to convey occupational benefits as well as delightful entertainment for all, which emphasizes the ever prevailing social aspect of our organization — the pleasure of renewal of friendships and making new acquaintances.

The great state of Michigan invites convention attendants to relax in comfort in the natural air conditioned, Wonderland of Water and innumerable scenic wonders and historical places. The capitol city of Lansing, a perfect convention site, populated with friendly people, proud of their orderly traffic and rich surroundings, of intensive agriculture, and various industries invites the visitor to enjoy the numerous attractions in and near the beautiful city, before and after the convention.

Hotel Olds, ideal convention headquarters, easily accessible, affords first class accommodations and courteous service at reasonable rates, with special

Dear Col. Hart:

WELCOME TO THE HOTEL OLDS, JULY 18-20. EVERYONE COME. A SPECIAL INVITATION!

I want to take this opportunity to invite every auctioneer and his family to the Hotel Olds, July 18-20 for the **NATIONAL AUCTIONEERS CONVENTION** — and don't forget to tell everyone.

I graduated from the Missouri School of Auctioneering in March, and I am now employed with the Hotel Olds as a bellman. I plan to do a lot of auctioneering but I have two more years of business college left to finish and I do not plan to rush things.

Auctioneeringly yours,
Kenneth Travis
Bellman No. 7
Hotel Olds,
Lansing, Mich.

IN UNITY THERE IS STRENGTH

emphasis of appreciation for early reservations.

I extend a Most Cordial Welcome to ALL Auctioneers and their families to this 1957 Convention, at which time this administration will end with the inauguration of our new President, Association officials and Directors.

I am sincerely grateful for the many favors and liberal support I have received during the year as President of our organization, especially for the earnest effort toward increasing membership by the members. My highest praise and respect to our most efficient secretary, Col. and Mrs. Hart, and others who strive continually for improvement of our publication and the progress of our organization.

We have great confidence in our new administrators, who will be greatly encouraged, strengthened, and appreciative for the continuance of this loyal support, in earnest effort, for the progress and stability of Your Organization and Mine.

Looking forward with greatest of pleasure to seeing you and yours at a Great Convention I am

Yours sincerely,

E. T. Sherlock
President, NAA

Life Members

Life Memberships in the National Auctioneers Association are still available and no doubt several more will be purchased at this year's National Convention. The cost of a Life Membership is \$100.00.

Following are the names of those who now hold such memberships:

Col. Ray Austin, Ohio
Col. Paul Bockelman, Sr., Iowa
Col. Jack D. Braddock, Ohio
Col. Dean S. Bullard, Ohio
Col. John A. Carr, Illinois
Col. B. G. Coats, New Jersey
Col. R. F. Crosser, West Virginia
Col. Roy L. Crume, Indiana
Col. J. Meredith Darbyshire, Ohio
Col. C. B. Drake, Michigan
Col. Robert A. Foland, Indiana
Col. John Freund, Wisconsin
Col. Jack Gordon, Illinois

Col. Tom Gould, Minnesota
Col. John T. Gray, Florida
Col. Vince Hanson, Wisconsin
Col. Walter Heise, Wisconsin
Col. Frank J. Hollenbeck, Wisconsin
Col. Egbert M. Hood, Indiana
Col. Russell Kiko, Ohio
Col. Maynard Lehman, Indiana
Col. James Liechty, Indiana
Col. Carl E. Marker, Indiana
Col. Lewis G. Marks, Illinois
Col. L. Doyle Martin, Kentucky
Col. R. V. Martin, Kentucky
Col. Fred Millspaugh, Indiana
Col. H. B. Mushrush, Pennsylvania
Col. William McCracken, Missouri
Col. John Peterson, Iowa
Col. Carman Y. Potter, Illinois
Col. Fred Ramsey, Tennessee
Col. Henry Rasmussen, Nebraska
Col. John W. Rhodes, Iowa
Col. Thomas C. Roberson, Tennessee
Col. Joseph J. Ross, Indiana
Col. Garland Sheets, Virginia
Col. Foster Sheets, Virginia
Col. E. T. Sherlock, Kansas
Col. Don W. Standen, Ohio
Col. Joseph Steiner, Maryland
Col. Charles M. Taylor, Ohio
Col. Tony Thornton, Missouri
Col. Jim Tindall, Florida
Col. R. A. Waldrep, Alabama
Col. Lee Waldrep, Georgia
Col. W. J. Wendelin, Texas
Col. Garth W. Wilber, Michigan
Col. Henry F. Wilber, Michigan
Col. Harris Wilcox, New York
Col. Clyde Wilson, Ohio

To Holdrege, Nebr.

Col. Rex L. Anderson, formerly of Grand Island, Nebr., has been named manager of the Livestock Sale Pavilion at Holdrege, Nebr. Col. and Mrs. Anderson are now living in Holdrege and their address is 910 Tilden St.

The Andersons are well known among auctioneers all over the country, both of them being active in the State and National Auctioneers Associations, Mrs. Anderson being the immediate past-President of the Nebraska Ladies Auxiliary. Their many friends throughout the auction fraternity will be wishing them well in their new location.

Wisconsin Auctioneers

Are On The March

By COL. ERNEST C. FREUND

Our 1957 Convention, which was held at the beautiful Dell View Hotel at Lake Delton, Wis., adjoining Wisconsin Dells on June 5, was a big event. The attendance was beyond all expectations and was certainly appreciated by the officers of the Association. The membership was also increased making the paid up membership at the present time the largest in history. Also, our National membership is at an all time high indicating the growing trend toward organization of auctioneers for the good of their profession.

Many compliments were paid to the speakers that participated in the day long program. Subjects covered and the respective speakers included: Sale Barn Auctions, Col. W. R. Ingraham, Beaver

Dam; Auction Advertising, Col. Joseph W. Donahoe, Darlington; How to Conduct a Successful Farm Auction, Col. R. F. English, Arcadia; and Selling Real Estate at Auction, Col. Ernest Freund, Fond du Lac.

D. N. McDowell, Director of Wisconsin State Department of Agriculture was the guest speaker at the Noon Luncheon. James J. Arnold, Executive Vice-President and Counsel of the Wisconsin Association of Real Estate Brokers, discussed statutes that relate to Real Estate and Personal Property Auctions. Another discussion was held on the subject, "How Can Wisconsin Auctioneers Improve Their Profession?"

There was a fine turnout of ladies at the meeting. Their program included a tour of beautiful Wisconsin Dells. They also indicated an interest in forming a Ladies Auxiliary at some future date.

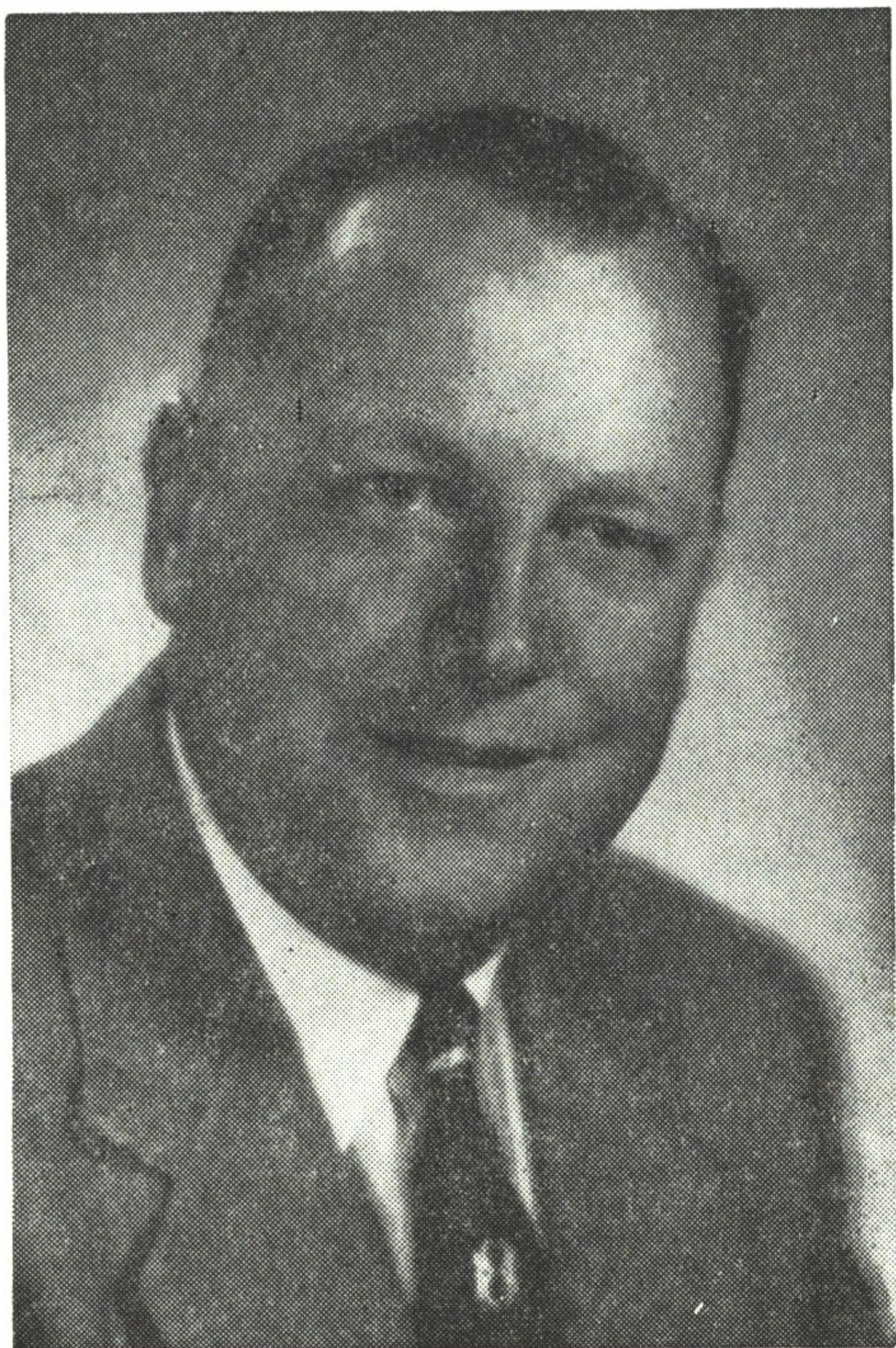
New officers elected for the ensuing year included: Col. W. R. Ingraham, Beaver Dam, President; Col. Don Lloyd, Oshkosh, Vice-President; Col. Ernest C. Freund, Fond du Lac, Secretary-Treasurer; Col. Douglas Steltz, Milwaukee, Col. Joe Donahoe, Darlington, Col. Vince Hanson, Manitowoc, Col. Don Lloyd and Col. Ingraham, Directors. Col. Hanson was the retiring President.

The meeting closed with a fine Banquet and a program by a magician who demonstrated some ideas auctioneers hadn't thought of before.

Don't sell Wisconsin short in the Auction profession. We are planning a large delegation to the National Convention.

"With the high standard of conduct set by the National Auctioneers Association, no finer obituary can be written for any member than 'He was a good Auctioneer'."

Carey M. Jones
Oak Park, Ill.

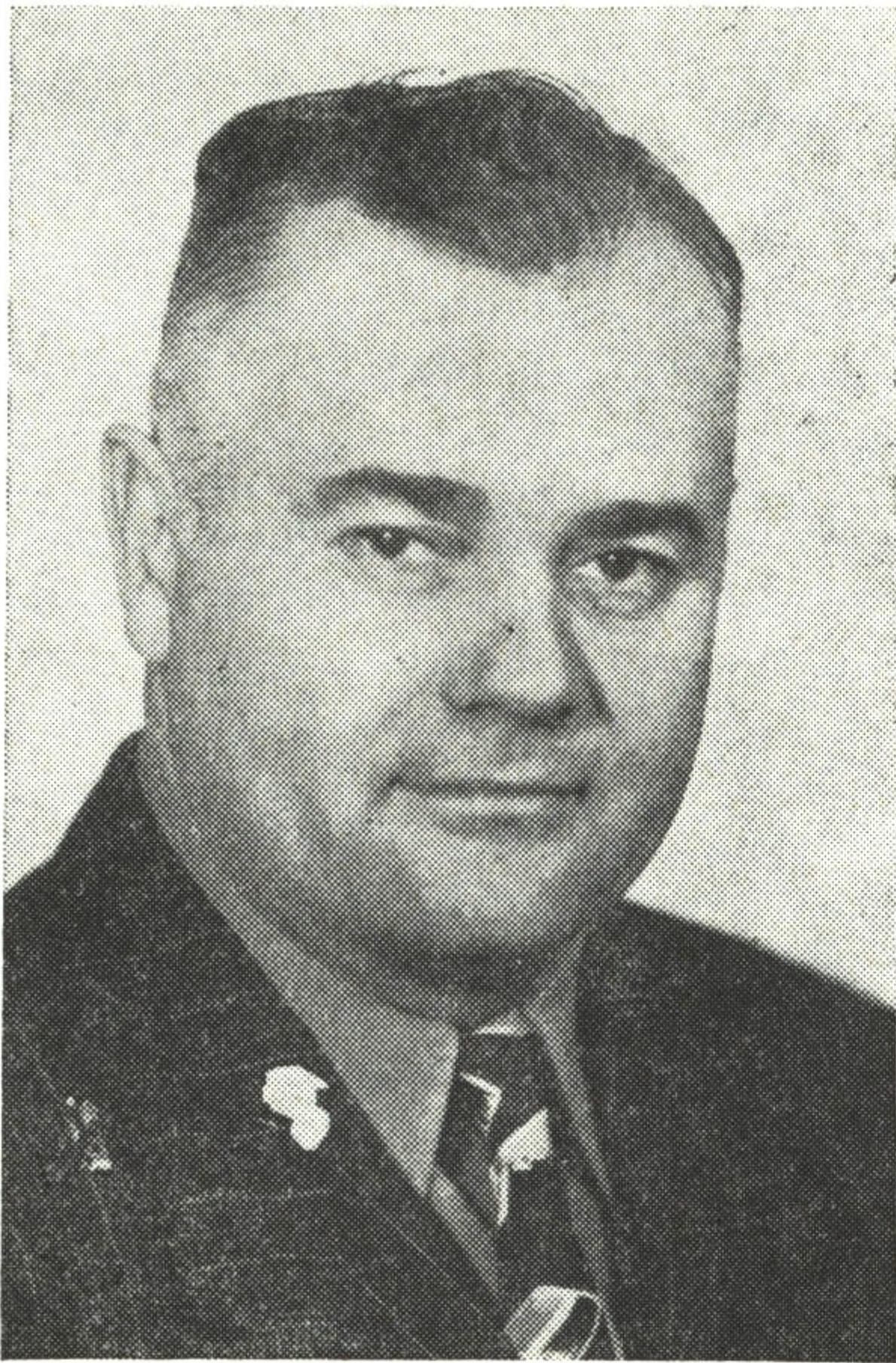


Col. Ernest Freund

Kansas Hold Second State Convention

By COL. C. E. SANDEFFER

Fifty-two auctioneers from the four corners of the state attended the second annual Convention of the Kansas Auctioneers Association, at Great Bend, June 2. A full day's program was enjoyed by all present.



Col. Mike Wilson

Rocky Elling of the National Livestock and Meat Board gave an excellent talk on Meat Marketing and Advertising. Prof. John McCoy of the Kansas State College Department of Agricultural Economics spoke on Market Trends, an interesting subject for most Kansas auctioneers. Col. E. T. Sherlock, President of the NAA, invited all to come to the National Convention in Lansing, Mich., and encouraged auctioneers to take combined memberships in their State and National Associations.

Cols. Melvin Richardson and Pat Keenan served as Co-Chairmen of the Convention and really did themselves proud in handling the program and the entertainment. The Parrish Hotel went overboard in catering to all the auctioneers and their wives, providing a

nice meeting room, a wonderful banquet and excellent service. Several cities have invited us for our 1958 State Convention and the date and place will be decided upon in January.

Col. Mike Wilson, Muscotah, Kansas, widely known purebred livestock auctioneer, was elected as the new President. Col. Melvin Richardson, Ellinwood, a very popular auctioneer in Western Kansas, was elected Vice-President. Col. C. E. Sandeffer, Topeka, was re-elected Secretary-Treasurer. Elected to three year terms on the Board of Directors were: Col. Jim Kirkeminde (retiring President), Alta Vista, and Col. Charles M. Macy, Stockton.

Everyone went home with a feeling that something was for them, personally, and the Association held a great future. Many are planning to attend the National Convention in July — so Kansas will see you then.

Missouri Meeting Well Attended

By JOE L. HORN

Fifty-one Missouri Auctioneers and their wives attended our meeting at Sedalia, June 2. Five new members came into the Missouri Auctioneers Association, bringing our total membership to 94 members.

New officers elected for the coming year were: Col. Wm. F. McCracken, Kirkwood, President; Col. Hugh Morehead, Jr., Milan, Vice-President; Col. Ken Barnicle, Rock Hill, Secretary; and Col. Don Bowman, Hamilton, Treasurer. Directors are Cols. Paul Halsey; Darwin Johnson, Nevada; Jim Moran; Gavin Watt, Grain Valley; C. C. John, Kansas City; and Tony Thornton, Springfield. It was voted to hold our next meeting in Springfield.

Col. McCracken made a special request that we make reservations now for the National Convention which promises to be the best yet.

TALLEST AND SHORTEST

Abraham Lincoln, at 6 feet 4 inches, was the tallest president of the United States; James Madison, at 5 feet 4 inches, was the shortest.

Many Subjects Discussed At Minnesota Convention

By COL. E. T. NELSON

The 8th Annual State Convention of Minnesota Auctioneers was held in the scenic city of Redwood Falls located in southern Minnesota, and was well attended by auctioneers as well as their wives and sweethearts. Credit for arrangements and programming goes to Col. Floyd Munsell of Franklin, Minn., and Col. Myron Nelson of Fairfax, Minn. The convention opened with a welcome address by the local mayor followed by a noon luncheon, after which Col. Green, Col. Radde and Col. Schmidt gave talks on advertising and sales promotion. Auction liability insurance was discussed in open forum and then Col. Walter Stearns gave an interesting talk on his 45 years in the auction business.

Col. Frank A. Sloan, chairman of our legislative committee, gave a lengthy report of his observations in connection with the National Convention in Kansas City, confining his report to the license debate outcome as well as the conduct of business meetings and parliamentary procedures, and Col. Nelson, our Secretary, reported on his observations of last years' National as to its social aspects and gave a report on his presentation of the Iron Mule from our association to the Ex-President, Harry S. Truman.

An open forum presentation and discussion of various types of legislation and licenses added to the informative and constructive nature of the entire convention program. In principle, it was agreed that there was need for closer relations between State and National Auctioneers' Associations through which one could express opinions, and from whose columns much worthwhile experience and information could be gained. However, there was a reluctance to the acceptance of any closer affiliation of the organizations until clarification of just what privileges, voting power, and advantages the future organization would have to gain, and it was suggested that

further exploitation of this issue be laid over until such time as the National offered a formulative, acceptable outline and proposal of an over-all plan whereby closer State and National organizational efforts can be merged without either losing its identification or purpose, but, rather, through each other strengthen the positions of both.

In a plan to increase State membership, a new policy was adopted in the publication of the Annual Blue Book in which formerly printed were the names of only State organization members but will now include the name of every licensed auctioneer in the state. Col. Nelson attributes his success in getting this proposal adopted to the fine unbiased and freedom-of-action membership participation of this forum which was conducted by Col. Paul Hull, Past President of the Association, who also conducted an informal panel discussion on the Junior Livestock Sale which State-wise is a rather highly controversial issue and much was accomplished by the exchanging and phrasing of individual membership opinions.

While all this was going on wives and sweethearts of the members were taken on a tour of the many historic sites in the area, their host and guide being none other than the Honorable Mayor Dirlam of the host city.

At the evening banquet, Mr. Clement A. Van Nuys, Assistant Vice President of the Federal Reserve Bank of Minneapolis, spoke on the subject of "Tight Money," explaining in layman fashion this part of our economy system. His treatment of the subject was most informative, his delivery and personality was overwhelming.

Entertainment, music and Fun Auction followed. The next day was devoted to committee reports, election of officers, and a community public charity auction staged by the association in cooperation with the locals in charge.

New officers for 1957 are as follows: President, Roscoe Davis, Madison Lake Vice-President, Floyd Munnell, Franklin; Secretary-Treasurer, E. T. Nelson, Renville.

Quarter Horse Sale Sets New Records

By Col. Dittman Mitchell,
Fayetteville, Ark.

A new world's record auction sales price for Registered Quarter Horses was rung up in Kansas City on Monday, May 20, 1957. It was rung up when the R S Bar Ranch sold 43 head including many yearlings for an average of \$3,461 per head.

The R S Bar Ranch is owned and operated by Mr. Robert Q. Sutherland of Kansas City. Mr. Sutherland's Quarter horses have annexed innumerable Championships and Grand Championships in the Major Quarter Horse Shows of the Country. Mr. Sutherland's slogan is "We breed Champions to Champions to get Champions."

Top price that was paid was \$10,400. It was paid by J. B. Davis of New Mexico for Lot No. 6, the four year old Paulyana, P42342. Paulyana is a grand Champion in her own right and an own daughter of Mr. Sutherland's Internationally known sire, Paul A P 19794.

Buyers were on hand from every section of the Country. They were from Vermont, New York, Texas, New Mexico, California, Mississippi Montana and Wyoming. The horses sold very well up in four figures with only one injured short aged colt which sold at a low price of \$975 or below \$1,000. More than four thousand persons were on the seats throughout the sale. Thousands more were about the barns and paddocks of this show place, fountain-head of the Quarter horse breed.

Auctioneers were Col. Hank Wiescamp of Alamosa, Colorado, dean of Quarter Horse Auctioneers, Col. Carol Whitman of Neosho, Mo., and yours truly, Dittmann Mitchell. Also along was the able assistance of the livestock press. It was a great day for all of us and an experi-

ence for horsemen everywhere and an inspiring experience never to be forgotten. Minutes after the sale was over, we found ourselves with another experience not to be forgotten. It was the tragic tornado that lashed Kansas City. It took 44 lives within a very few (2 to 5) miles of the sale site.

I don't know if Col. Wiescamp is a member of the National Association or not, but he should be. He should be a member because he is one of the ablest men in this or any other business. Col. Whitman is also a top and progressive young Auctioneer and a very personal friend of mine and I will try to get them both into the membership.

I think "The Auctioneer" is getting stronger and the feature articles are getting more meat and thought to them. Col. Coat's articles reflect a deep thinker, especially this issue in both his feature and his advertisement. I believe that it has become as necessary for an Auctioneer to work and study and marshal his facts and organize his logic and reasoning, as it is for a trial lawyer. I also believe that the sad fact is that a majority of Auctioneers are inclined to wait until the hour of the sale and then simply ask "How much" of the highly intelligent buying public without first creating a desire to bid at any sort of price.

I am ashamedly guilty on more than one of these occasions. I think therein lies the weakness of our business or profession of not being prepared when the opportunity to sell something occurs. In other words, **we don't read and study enough to know our various lines of merchandise.**

The Booster Page

Our Booster Page contains more names this month than ever before. Many of these listings expire with this issue so won't you please send us another \$5.00 to keep your name there another year. Many of you will want to take care of this during the Convention which you may do at the Registration Desk.

To be assured of good accomodations, fill out this form and mail it to:

Hotel Olds

LANSING 2, MICH.

Please reserve accommodations as checked (✓) below:

Name _____
(Please Print)

Address _____

City _____ State _____

Unless requested otherwise, we will hold your reservation until 7:00 P.M. of the day of your arrival.

Date Arriving _____ Departure Date _____

Room and Bath, for One — Per Day

\$5.25 <input type="checkbox"/>	\$6.00 <input type="checkbox"/>	\$7.00 <input type="checkbox"/>
\$7.50 <input type="checkbox"/>	\$8.50 <input type="checkbox"/>	\$9.00 <input type="checkbox"/>

Double-Bed Room with Bath, for Two — Per Day

		\$7.50 <input type="checkbox"/>	
\$8.50 <input type="checkbox"/>	\$9.00 <input type="checkbox"/>	\$10.00 <input type="checkbox"/>	\$10.50 <input type="checkbox"/>

Twin-Bed Room with Bath, for Two — Per Day

\$10.00 <input type="checkbox"/>	\$11.00 <input type="checkbox"/>	\$12.00 <input type="checkbox"/>	\$13.00 <input type="checkbox"/>
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Suite — Living Room, Bedroom and Bath

\$16.00 <input type="checkbox"/>	\$24.00 <input type="checkbox"/>
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Cots may be placed in rooms for \$2.50 additional charge.

If a room at the rate requested is unavailable, reservation will be made at the next rate.

NOTE: If Air-Conditioned room is desired, add \$2.00 to cost of each room.

Convention Time

By COL. POP HESS



My column for July will follow my procedure of past years as Associate Editor of "The Auctioneer", and will be devoted to the National Convention to be held July 18-20 at Lansing, Mich. Also, this column writes a finish on my part as one of the Associate Editors until the National Meeting is held and the Editor in Chief advises that I am to return to this position for the coming year.

During the Convention an election is held, new faces come to the throne, and I am quite sure I speak for all auctioneers throughout the land that Col. Bernard Hart be retained as National Secretary and Editor of "The Auctioneer".

As I write this column for July, the June issue is on my desk and I am delighted to note the membership in the NAA has hit an all time record high. Much of the progress leans on the shoulders of the officers with near 90% on the Secretary's shoulders. I personally believe, and think you will agree with me, that our Col. Bernie has and is doing a top job and we hope to have him with us for a long time. (I am not campaigning for Bernie by any request other than my own feelings.) In fact, I have served under three Editors and each have been good and loyal to the task. This National Auctioneers Association has been more than fortunate in securing Editors and Secretaries who have lifted our present publication from a few typewritten pages.

No doubt some of my columns have been tiring and boring and poorly written but had it not been for the sharp eye of the Editor and his office help in inserting proper words and eliminating the "bugs" they would have been

much worse. I believe my first column appeared in 1950 and I have not missed many issues since then. It has been a pleasure to donate my services to further the cause and objectives of this much needed organization among auctioneers and I will be happy to continue.

This month I am interrupting the series of stories from my actual experiences between 1901 and 1951 and making my usual comments on what I would like to see come from the 1957 National Convention.

FIRST: My hopes are that this will be the largest in attendance and close with a membership increase that could be 50% above all past years.

SECOND: This Convention and its members encourage more State Associations be formed and each State Association encourage or require that its members be members of the NAA. This is now a rule in some State Associations. I believe it will lead to stronger organizations with consequently more power to the auctioneer and the auction method of selling.

THIRD: Let's all go to this Convention with neutral feelings, each auctioneer present is an auctioneer of principal and it is his way of making a living and building a future for himself. It turns out that he is 'off-track', help him to get back in line with the warning that to stay on the track he must keep his eye on the rail or he will wind up on the switch — to remain forever. You will not like all the speeches but keep neutral, lead the way and the storm clouds will clear.

FOURTH: Your host State, Michigan, is the home of many fine auctioneers. This includes my long time friend, Col.

IN UNITY THERE IS STRENGTH

C. B. Smith, a one time 4-H boy who grew up with a dairy cow education. When I first knew Col. Smith he was just starting on his own and about all he had around his house besides his wife was a rail fence and a few dairy calves. He was strong in physique and in confidence with a determination that has made him one of the top dairy cattle auctioneers of all time. He has done much for the breeders and the industry throughout the land.

FIFTH: Our National Association and our State Associations should in no way become "Unions", and they cannot set prices or fees nor should they dictate to any auctioneer as to how he should operate as long as he violates no laws, nor should we advocate laws that curb the activities of any auctioneer. Good, straight forward auctioneers serving the public are highly respected and need no laws. Also, this type auctioneer will be fair in his fees, both to himself and his client. We read of proposed laws where fees would be established for all auctioneers. This will not work because some auctioneers are worth more than others. I have known of times when the seller would have gained if he had paid the auctioneer to stay at home and hide under the bed the day of his sale. I maintain that every auctioneer knows what his work is worth and if he is good his client will gladly pay it and sometimes wait for weeks to get him.

SIXTH: There will be many amateur auctioneers present and they will be there to get constructive ideas. It is the veteran's duty to help them become successful auctioneers because every successful auction makes business for all auctioneers while a poor auction injures the entire profession. Many of these young men will become highly successful in the future. You can have a part in their success. The youngsters of today will be tomorrow's auctioneers. Don't do anything that will cause them to go home disgusted and discouraged. Let's respect our profession and lend a helping hand and offer correct words to our young men. We, too, were in their position once and we well know the value of kind words and little boosts.

SEVENTH: Again this year will be

the usual License Law discussions, for and against. It is a problem but as I see it this matter is up to each state to work out and not too much can be done in the National Association. However, an endorsement by the National Association can be helpful. This is a deep subject. Many comments have been made, pro and con, by all of us yet no one has come up with the correct solution. I hope there can be a 'Moses' show up at this 1957 Convention with a License Law that will work.

EIGHTH: Do not overlook the pioneers who have done so much to make this National Auctioneers Association what it is today. Many of them have served the cause at their own time and expense to make for the future an organization that auctioneers will look to with pride. Respect each of these men while at the Convention. Should they need tearing apart, do so, but before you go home be sure and put them back together and let them all know you still love them and are grateful for their unselfish services in your interests as an auctioneer.

NINTH: Do not overlook the Ladies Auxiliary. They will be much in evidence at the Convention and they have become an attractive asset to our State and National Associations. It opens the way for auctioneers to take their better halves to the Conventions with an interesting program for them while you are on the convention grind of details. Also, they offer companionship during the late hours of the day and saves the explanations of misplaced lipstick when you get home. No joking, it has been the fair sex that have helped in the solving of many a problem in all walks of life. You will be a better auctioneer if your good wife really knows what the auction way of life really is.

TENTH: We only pass through this world once. If you love your work be true to it. Support all functions that are set up for what is best. Attend your State and National Conventions and when the sun has set and you are gone may it be said by all, "He was not only a good man but a good auctioneer, too."

So I, Pop Hess, extend to all gathered at this 1957 National Auctioneers Con-

vention, my hearty greetings and I know when the Convention is closed the auctioneers and the auction method of selling will have profited.

Clippings By Nelson



THINK

It's a little thing to do,
Just to think.
Anyone, no matter who
Ought to think.
Take a little time each day
From the minutes thrown away,
Spare it from your work or play,
Stop and Think.

You will find that men who fail
Do not think.
Men who find themselves in jail
Do not think.
Half the trouble that we see,
Trouble brewed for you and me,
Probably would never be,
If we'd think.

Shall we journey hit or miss,
Or Shall we think?
Let's not go along by guess,
But to ourselves confess,
It would help us more or less,
If we'd think.

THINK of the value of attending the

National Convention on July 18, 19 and 20 at Lansing Michigan.

THINK OF MEETING HUNDREDS OF OTHER FELLOW AUCTIONEERS . . . and learning from them.

THINK of the vacation it will afford your family and especially your wife . . . when she can be free from the drudgery of keeping your sweaty shirts ironed . . . of course she will have to wash them again after you get home . . . but it will be fun just the same to have the few days of fun and rest. . .

THINK of the fine program that has been arranged by the Brass of the organization . . . they beat their brains out to please . . . the vast membership and friends of the Auction profession.

THINK OF THE MANY STATE ASSOCIATIONS that hold conventions . . . Minnesota at Redwood Falls, on June 7th and 8th. . .

They have a fine program and a Big Charity Auction Booked for the Convention. They have always had successful sales at their conventions. This year the proceeds go to the Minnesota Historical Society Fund . . . and is Sponsored by the Redwood Falls Civic and Commerce Association and the Selling power furnished by 100 Minnesota Auctioneers.

THINK what a wonderful thing it is to be able to THINK!

Col. E. T. NELSON

Holstein Bulls At \$30,000-\$21,000

DERBY, Conn.—After some of the most spirited bidding in recent years, two registered Holstein bulls sold for a total of \$51,000 in the recent dispersal of the Osbornedale Farms herd here.

Top priced animal of the entire sale was Wis Maestro 1263007 — a Preferred Pedigree Sire not yet 2 years of age. The Michigan Artificial Breeders Co-operative paid \$30,000 to add him to its stud at East Lansing.

Sir Bess Ormsby Burke Fobes 934577 (EX) — a 12-year-old Gold Medal sire — brought \$21,000. He was purchased by J. S. Johnson of Oldwick, N.J.

The Time Has Arrived

At the conclusion of the 1956 convention which I attended, participated in and observed, I wrote an article which was published in the October 1956 issue of the Auctioneer under the heading of (Now is the Time).

Each and every issue of the Auctioneer since that day bears out by contention that neither organizational politics, obstructionist groups or factually unsupported recommendations of a resolutions committee are temporary or permanent substitutes for Democratic termination of the highly controversial subject of legislation and license discussion. Time and membership interest bear me out as we review a partial list of the many references to these problems found in the following issues of our Auctioneer:

September 1956 issue, Page 34—Hoffman Wins Case.

October 1956 issue, Page 5 — Col. Fingerhut, New York.

November 1956 issue, Page 3—Tom Berry Starts New Fund.

November 1956 Issue, Page 4—Price of Apathy, Col. B. G. Coats.

November 1956 Issue, Page 5—Auctioneers Banned from Illinois City.

November 1956 Issue, Page 21—A Con-

vention Suggestion (What Others Say).

December 1956 Issue, Pages 4 & 5—We Endorse Col. E. T. Sherlock.

December 1956 Issue, Page 34—By Col. B. J. Berry.

January 1957 Issue, Page 2—By Col. B. G. Coats.

January 1957 Issue, Page 9—Legislative Group for New Hampshire.

January 1957 Issue, Page 17—Are you a Member or Promoter (1st Paragraph).

January 1957 Issue, Page 26—By Col. B. G. Coats (Paragraph 8 & 9).

February 1957 Issue, Page 7—By Col. Henry F. Wilber (of Michigan) The Host State (Paragraph 4).

February 1957 Issue, Page 25—(1st Article the Members Say).

February 1957 Issue, Page 26—Col. Martin E. Dixon.

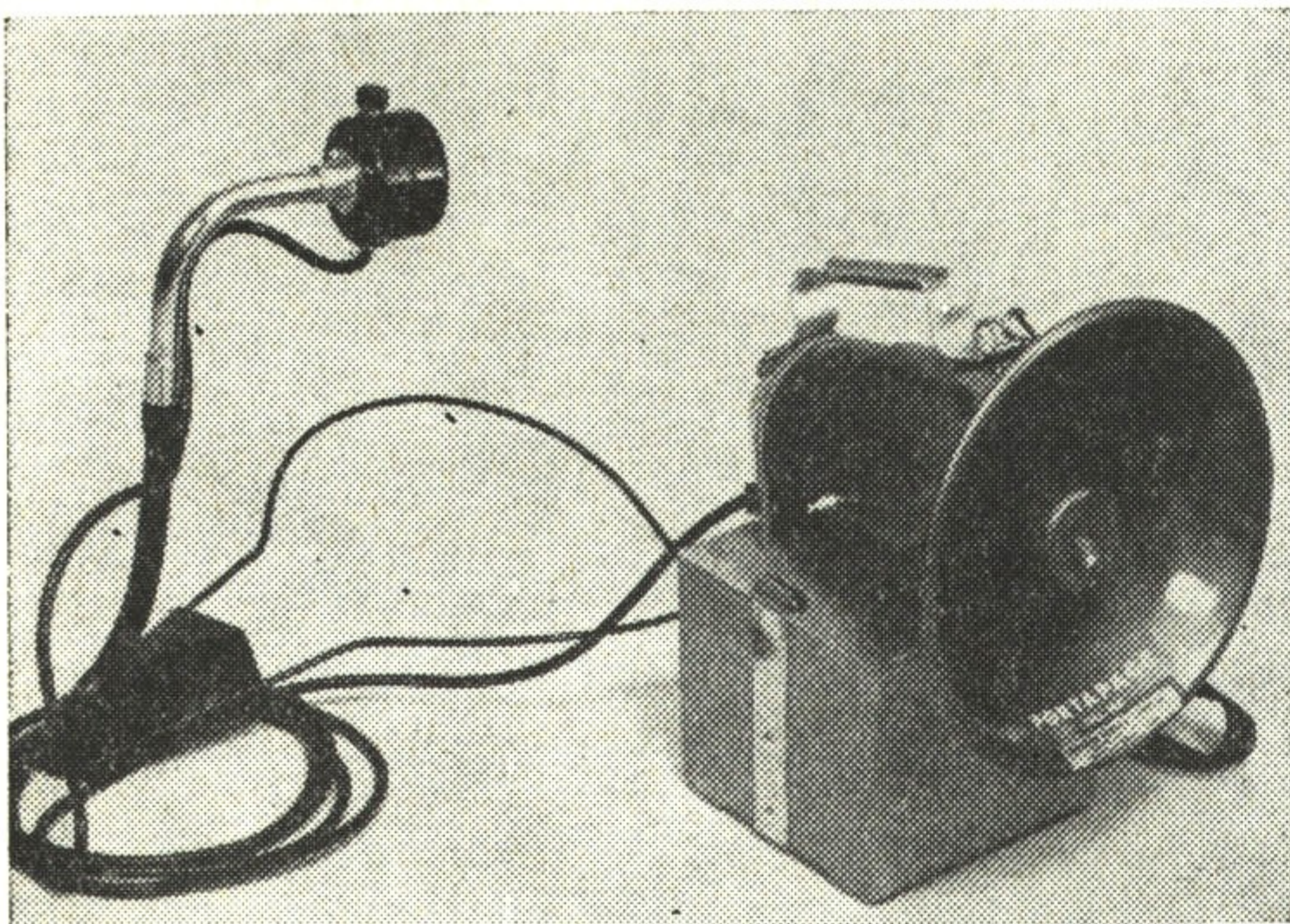
February 1957 Issue, Page 27—Col. W. F. Artrip, Jr.

February 1957 Issue, Page 38—North Dakota Officers.

March 1957 Issue, Page 5—Col. Wayne Posten (last 3 paragraphs).

March 1957 Issue, Page 12—From the Ladies Point of View.

March 1957 Issue, Page 18—Why Be a Member of the NAA.



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HENRY RASMUSSEN, Auctioneer
St. Paul, Nebraska

March 1957 Issue, Page 31—Col. Wayne R. Posten.

March 1957 Issue, Page 35—Col. Lou Winters.

April 1957 Issue, Pages 4 & 13—Col. Hart.

April 1957 Issue, Page 41—Col. Ralph E. Fortna (last paragraph).

April 1957 Issue, Page 48—New York Herald Trib. 500 Lic. Auct. N.Y.

May 1957 Issue, Page 11—185 Licensed Auctioneers in Texas.

May 1957 Issue, Page 19—Charges dropped in Wis., Incident.

In reference to these articles or parts of these articles appearing in the Auctioneer some are for and some against and some just show that licenses and legislation exist, but definitely beyond denial.

We cannot arrive at any solution to this problem unless we schedule on the agenda at each and every convention an open forum where members can be given greater access to information, where respect will be given to the minority as well as the majority opinions and where delegated authority should respect their responsibility to the membership insuring freedom of action free from humiliation, ridicule or steam roller tactics.

Let us not forget one state does not make the nation. We must strive to associate ourselves to more closer cooperation with state organizations to whom these issues are important and I feel that the national association could and should render more towards this end than just mere side tracking of this highly controversial subject if they are ever to bring about a closer state and national relationship.

These are the personal opinions of Col. Frank A. Sloan.

Sincerely yours,
Colonel Frank A. Sloan,
Chairman of Legislation Committee
Minnesota State Auctioneer Ass'n.

MILK DRINKERS

This doesn't seem right . . . but according to a recent survey . . . the part of the USA where they drink the most milk is down south . . . not where most of the dairy cows are kept.

The Honor Roll

It seems that all organizations have a few members who carry the load for all the others and that is certainly true in the National Auctioneers Association. From the first day of our Convention in Kansas City, through June 15 of this year, 25 of our members were responsible for getting 118 new members. Fifty others were responsible for one new member each. This shows that less than 10% of our members have done anything toward increasing our total membership.

Below are the names of those who secured two or more members during the above mentioned period. We are proud of them.

Col. C. B. Drake, Michigan
Col. Art Carroll, Indiana
Col. Carson Hansen, Kansas
Col. Fred Quick, Illinois
Col. John A. Peterson, Iowa
Col. Joe L. Horn, Missouri
Col. Don Millsaugh, Indiana
Col. Q. R. Chaffee, Pennsylvania
Col. Clyde Wilson, Ohio
Col. Guy Pettit, Iowa
Col. Carman Potter, Illinois
Col. Curran Miller, Indiana
Col. Johnny George, Georgia
Col. E. T. Sherlock, Kansas
Col. Jim Kirkemide, Kansas
Col. B. G. Coats, New Jersey
Col. Ernest Freund, Wisconsin
Col. John A. Carr, Illinois
Col. E. T. Nelson, Minnesota
Col. W. H. Hale, West Virginia
Col. Leo R. Bush, South Dakota
Col. Garth Wilber, Michigan
Col. Dick Mader, Wyoming
Col. Ben Schwadron, New York
Mrs. Leona Drake, Indiana

MAY GET REALLY TOUGH

Gene—Has the depression hit you yet?

Bill—I'll say it has! First I lost my job and I went back to the old man's to live; Sent my children to the orphan's home; my wife back to her mother and I shot my dog.

Gene—That's bad.

Bill—Yes sir: If times get any worse I'm afraid I'll have to give up my car.

Michigan...

Bigger Than Texas

Final of a series of six articles by Col. Wm. O. Coats which will appeared in "The Auctioneer" to better acquaint you with the wonders and achievements of the host state of the 1957 National Auctioneers Convention.

Michigan abounds in "firsts", "mosts", "bests" and "onlys".

A young man named Henry gave Detroit the nation's first automobile assembly line.

Michigan has more shoreline than any other state: 3,121 miles of it. The Grand Hotel on Mackinac Island is the world's largest summer resort hotel. A Grand Rapids department store has the world's largest plate glass window.

The multi-million dollar bridge between the state's two peninsulas will be the largest suspension bridge in the world when it is finished this November.

Vermontville boasts the best maple syrup in the country. Cedar Springs has been keeping folks warm with its red flannels for generations. Colon is the "magic capital of the world."

The only wooden shoe factory in America is in Michigan's Holland, naturally. And you don't have to go to Monaco for an atmosphere of royalty. The only monarch ever enthroned in the United States had his kingdom in Michigan. He was James Jesse Strang, who ruled as king on Beaver Island until he was done away with by an assassin more than a century ago.

The mosts, the bests and onlys are expected to bring nearly 10 million tourists to Michigan vacation spots this year where they may spend as much as \$625,000,000.

Water deserves credit for most of the tourist activity. Michigan has more than 56,000 of fishable rivers and more inland water than any other state.

Water and active sportsmen just naturally go together. That accounts for the 2,370,000 hunting and fishing licenses sold last year — more than any other state.

Fishing, canoeing, boating, hunting,

swimming, deep sea fishing, fly casting are Michigan sports.

Tiny creatures from silvery smelt to king-size muskie, big lake trout and sturgeon live in the 40,000 square miles of water within the state's boundaries. When the fish population threatens to dwindle, conservation workers rush to restock the lakes.

Six hundred of Michigan's fishing sites are state maintained. Boats, outboard motors and tackle can be rented. Four of the Great Lakes offer "deep sea" fishing.

Trout seekers have the rest of the summer to tackle the well-stocked waters of such famous fishing streams as the Au Sable, Manistee, Pere Marquette, Boardman, Sturgeon, Black, Rifle, Escanaba and Ontonagon.

There's no fishing license required to take tasty breakfast size perch from breakwaters and boats at ports of connecting waters along the Lake Michigan shore. There's no size limit on bluegills, sunfish, speckled bass and other pan fish at Bear Lake in Manistee County.

There are 40 canoe trails, most easily navigated by the novice, a few best reserved for the expert.

Every public lake has a launching site for the tourist who brings his own boat. All along the shoreline, fishing and sightseeing cruises are available. All that shoreline means miles and miles of sandy beach for swimming, sunning, surf-boarding, water-skiing.

Michigan's inland waters and sheltered Great Lakes' inlets lie on one of the nation's major waterfowl flyways. Pheasant are plentiful and so are hunters.

Winter, of course, brings skiing, tobogganning, snow-shoeing, rabbit-hunting, ice fishing, sleigh rides, skating, bob-cat hunting—and a snow carnival queen in every community.

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BRUCE ANDERSON, PRES.

In Knowledge There Is Power, As In Unity There Is Strength

By Col. Fred W. Smiley, Saginaw, Mich.

Knowledge and understanding of the laws which apply to our profession is as important a part of the business as conducting the sale itself, and in many instances even much more so. Further proof of this fact may be obtained by checking the law books related to our chosen profession, as well as the number of cases entered therein, which have been taken up in various courts of our land, and the decisions handed down by these courts. With a greater knowledge and understanding of these laws, each and every member of the National Auctioneers Association would be in a better position to conduct his business more efficiently and if need be, to defend his rights, if confronted with a situation similar to those which have confronted Cols. Hoffman and Gevelinger most recently. It has been said, that the true character of a man is determined to a great extent, by his reaction to such a situation, and certainly both Cols. Hoffman and Gevelinger are to be commended for defending their own rights, and in so doing, the rights of every auctioneer throughout the land. Both of these cases should be a means of awakening each and every one of us from the lethargy which we have fallen into, in regards to this matter.

The law very clearly states in The Cyclopedia Of Law And Procedure, Volume 4 of 1903, Infra II, (A) entitled, Power of Municipal Corporations:

As the power to license auctioneers and to regulate their conduct is **not one of the incidents** to a municipal corporation, **such power cannot be exercised by a municipal corporation unless conferred on it by the legislature.** And under a power given a municipal corporation to tax, license and regulate the business of auctioneers, **it cannot directly prohibit the business or adopt such regulations as will produce such a result, or even be oppressive or highly injurious to the business.**

At this time, this question arises in my mind. Are we, as members of the same association to which Cols. Hoffman and Gevelinger belong, going to sit idly by, and take a continued do nothing attitude, while this sort of oppressive and injurious action continues on its rampant way? If not, then let us be up and doing.

First of all I propose, that this matter be given our serious consideration and discussion, now and during our coming national convention, with definite action being taken to correct the situation which is confronting our members more frequently, and shall continue to do so as long as we evade the issue. We will be compelled to take a stand in this matter at some time, and the sooner the better.

Secondly I propose, the institution of an auction license law body or group, within our national association, for the purpose of compiling all existing auction and license laws, then the proper study and discussion of these laws, and at the same time the publication of these laws in "The Auctioneer". I believe this would be a good selling point, in selling our association to new members, as well as maintaining our present membership.

Thirdly I propose, the establishment of a special fund, within our National Association for the purpose of combating oppressive and discriminatory laws of this type, within reason, whenever the need arises. This could be accomplished by each member paying into this fund one or two dollars per year which figure would be small enough, however a start in the right direction. This fund to be set aside and maintained in a separate account for this purpose, and not to be used for any other.

And last but not least, I request the opinion of each and every member of our association regarding this matter, either by writing me directly or through

"The Auctioneer", with the co-operation of our good editor, Col. Bernard Hart, to whom we owe so very much, for his efforts and keeping us properly informed.

I now take my leave, with a sincere thanks to each of you for your readership, and with this thought in mind:

"Knowledge Begets Confidence, Confidence Begets Enthusiasm, Enthusiasm Begets Sales".

Mother Unhappy With Auction Buy Of Sons

PHILADELPHIA — William Bradley, 14, a nature lover, took his brother James 12, to an auction and came back with a bargain his mother will never stow away in the family attic.

William and James were well-armed with ready cash—a rousing \$2.50 they'd saved out of their 50-cent weekly allowances. They had specific instructions

from the home office.

Now boys, Mrs. Bradley had said in essence when her sons prepared Thursday evening to head for the second annual sale of the Philadelphia Herpetological Society, don't bring home anything longer than two feet, and she added, try to limit yourselves to \$2 at most.

William and James got carried away when the bidding began. In less time than it takes to shake a diamondback's rattle, the boys found themselves the happy joint owners of a \$2.50 black racer snake—all four feet, seven inches.

This was an auction to warm the hearts of snake lovers.

The sale was held for the benefit of the society's treasury, which received 25 per cent of all sales with the balance going to the original owners.

FOR SAFETY'S SAKE

Men still die with their boots on . . . and quite often one of them is on an accelerator.

Publicist Urges Professional Men To 'Band Together' For Protection

DETROIT — Physicians, dentists, lawyers, clergymen, educators and members of other professions were urged by the public relations director of the Michigan State Medical Society to **"band together to protect their interests** just as business has banded together and labor forces have amalgamated."

Hugh W. Brenneman, the public relations director, said that business concerns, labor unions, Communists and Socialists all are attacking the professions.

He proposed the organization of professionals in a speech to the Michigan State Dental Association in Detroit, and predicted that "by 2000 A. D. the professional man as we know him will be a curio like a cigar store Indian."

Brenneman charged that "business, in the form of corporations and insurance companies, is unwittingly becoming partners with labor in stultifying the practice of professions by regulations of fees and,

its inevitable corollary, regulation of professional procedures." "Violation of the spirits of professional ethics and money grasping activities of just a few selfish professional men," he added, "are aiding this movement.

Brenneman said that if present trends continue, physicians, dentists and other professional men will lose the freedom that makes them professional.

He said that the skills known to them will continue, "but control of how care shall be given, who shall give it, where it shall be given, how it shall be paid for and how progressing art and science shall be made" will be lost. Dr. Charles H. Bliss of Sioux City, Ia., dental psychologist, called for a return to what he described as "the old country doctor" type of professional man.

Dr. Bliss said there should be less interest in fees and more interest in people as human beings who have problems that need solution.

Convention Speaker



Speaking on the subject, "Your Voice Is Your Business", will be Dr. Oliver B. McGillicuddy (above), of Lansing, Mich. A graduate of the University of Michigan Medical School in 1925, he spent five years as an instructor in the Ear, Nose and Throat Department of the University Hospital at Ann Arbor. For the past 25 years he has been in the practice of medicine, ear, nose and throat in Lansing.

Dr. McGillicuddy is presently Chief of Ear, Nose and Throat at Sparrow and St. Lawrence Hospitals in Lansing, Councilor of the Michigan State Medical Society and Vice-President of the Lansing Rotary Club.

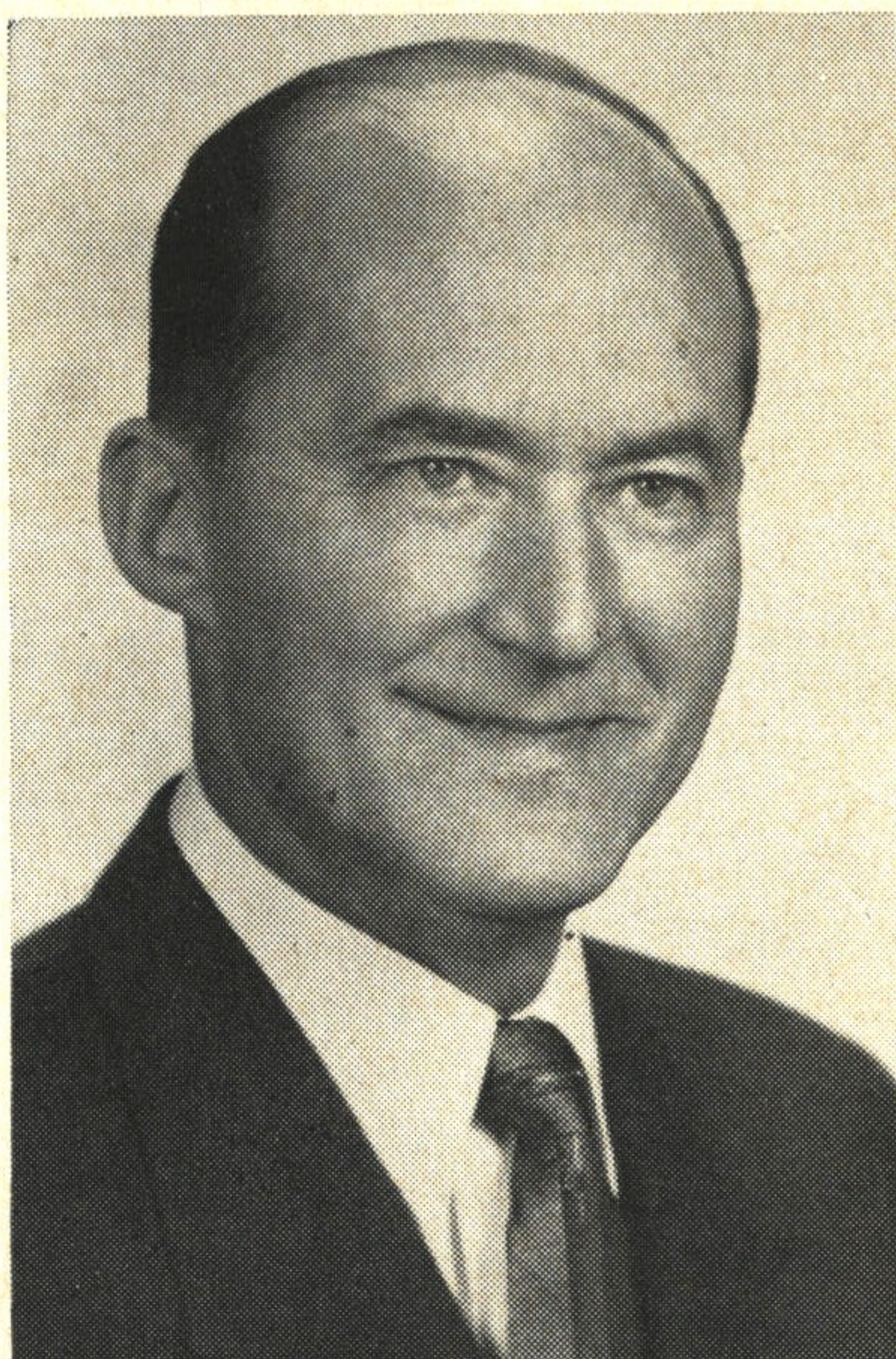
Convention Speaker

"Effective Advertising" will be the subject covered by Prof. Frank B. Senger of Michigan State University. Seventeen years in advertising experience of various forms enables Prof. Senger to bring many ideas and suggestions to Conventioners that can prove valuable to them in the future. Commencing with the advertising manager's position with an Illinois daily newspaper, he later held

the same position with a wholesale hardware company. For nine years he was on the advertising faculty of the School of Journalism, University of Illinois and from 1950 through 1954 was director of student publications at the University.

In 1955, Prof. Senger became advertising manager of the Cadillac (Mich.) Evening News and in 1956 he joined the faculty of Michigan State University where he teaches courses in advertising copy and layout and newspaper advertising.

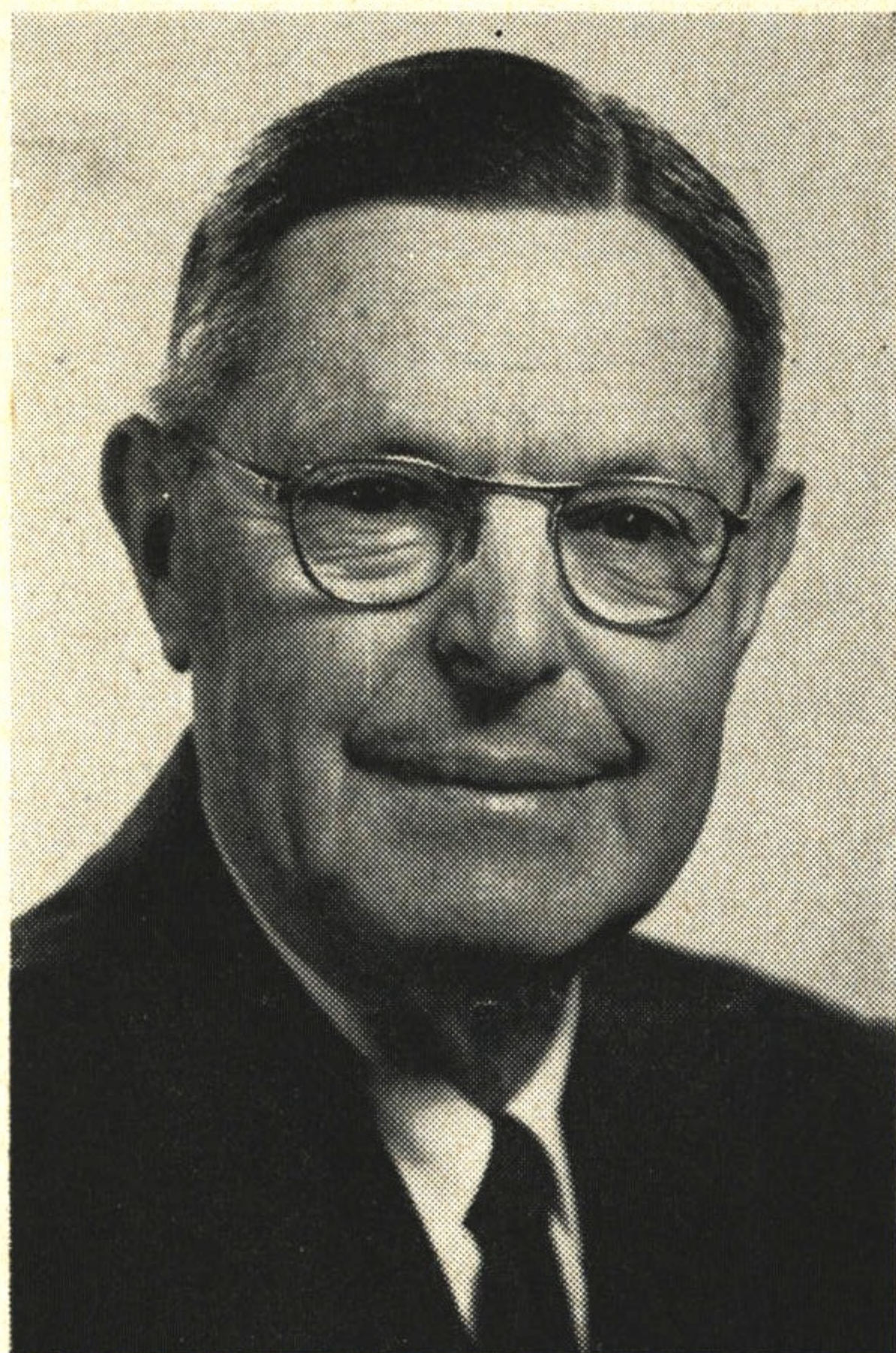
Convention Speaker



Ralph W. Crego, Mayor of the City of Lansing, has been connected with City government for the past 20 years. He served as alderman from 1936 to May, 1943. During that time he served as a member of the Board of Supervisors. He is a past chairman of the Board.

Crego was acting Mayor from May, 1943 until November 1943 and elected Mayor in November of 1943 to fill a vacancy. He has served 6 full terms and was re-elected in April 1957 for 4 year term. Mayor Crego is also Past president of the Michigan Municipal League.

Convention Speaker



J. G. Hays joined the Michigan State University staff in 1922 as an extension dairyman. He retired in 1955. A graduate of M.S.U. Hays received his bachelor of science degree in 1911.

For several years during the war he worked in the emergency office of the college extension service to help farmers secure laborers. In 1946 he directed the Rural Progress caravan, which visited lower Michigan counties.

He is a member of several national organizations, among them the Holstein Friesian Association of America and the American Dairy Science association. He is a charter member of the Michigan State Farm Bureau.

Hays has also been a dairy farm owner for many years. For several years Professor Hays—for a hobby—has been lecturing on the architecture of the Cow. He donates the entire proceeds to help students at Michigan State University.

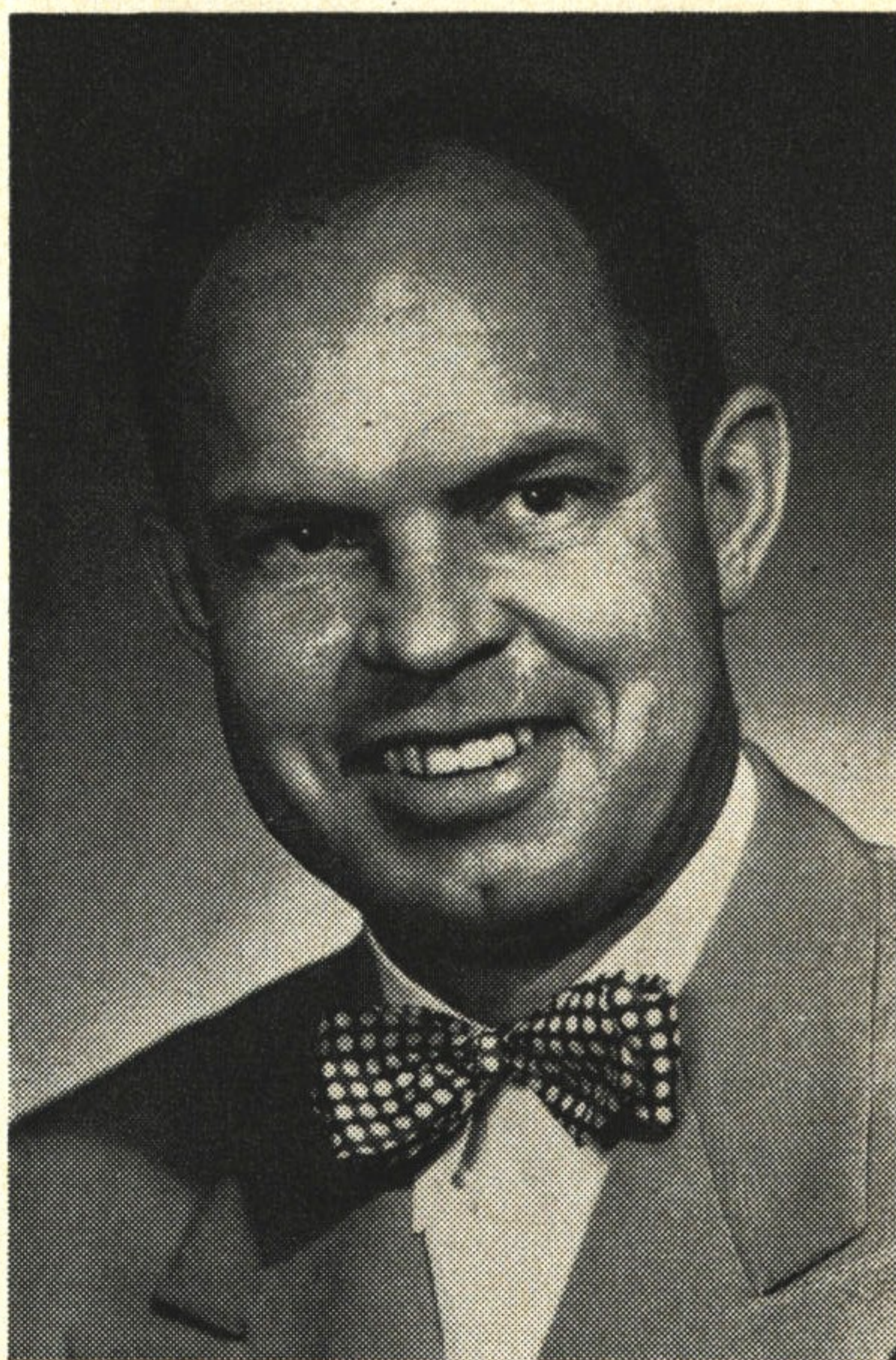
Convention Speaker

C. T. 'Tad' Sanders was born in St. Maries, Idaho in 1914. He was raised and attended elementary schools in Madison County, Montana where his father was

in the Forest Service and engaged in ranching.

He entered the University of Montana and received his degree in law in 1935. He worked in the construction business to finance his schooling and continued in that for two years until he opened a law office at Sidney, Montana. Later he opened law office at Billings, Montana.

His law practice in Montana was interrupted by military service from 1941 to 1945 in World War II, and from 1951-1953 in the Korean war. He served in the Artillery Corps.



C. T. "Tad" Sanders

In the course of his law practice he gave special attention to legal and trade practice matters concerning the livestock industry, with emphasis on marketing matters. This led to his establishing his residence in Kansas City in 1956 where he serves as Executive Secretary of the American National Livestock Auction Association. He was instrumental in the organization of the National Beef Council and has served as its administrative officer since it was organized in 1955.

He was formerly Secretary-Counsel of the Montana Livestock Markets Association when residing in Montana.

Convention Speaker



Col. George W. Skinner (above), Indianapolis, Ind., and Secretary of the Indiana Auctioneers Association, will address the National Convention on the subject, "The Professional Auctioneer". Every auctioneer can well profit by what Col. Skinner will have to say on this subject and everyone who attended the Indiana State Convention, last January, will verify this statement. At the Indiana meeting his talk on "How To Improve Our Profession" was one of the highlights of the day. The only reason this address has not appeared in "The Auctioneer" is because we did not know what his subject at Lansing would be and if it were the same, we did not want to take away any of the "thunder."

Be sure and hear George Skinner at the 1957 National Convention.

NICE FLAVOR

A little boy was playing in the yard when a neighbor's friendly collie dog came over and licked him on the face. The frightened child's screams brought the dog's owner out on the run . . . with the anxious question, "Did he bite you?"

To which came the tearful reply . . . "No . . . but he tasted me!"

Oklahoma Magazine Publicizes NAA

A few months ago an article appeared in *THE RANCHMAN*, published at Tulsa, Okla., regarding a young man embarking in an auction career. The writer, Bobby Vincent, called this young man "Col." all through the story. A Director of the NAA promptly wrote Mr. Vincent and advised him that only members of the National Auctioneers Association were entitled to use the title of "Colonel" before their names. His object was publicity for the NAA.

Now, in the June issue of the above named publication, Bobby Vincent had another article about another auctioneer and our ardent NAA Director received the publicity he had long been waiting for. We are reprinting a part of this article:

Our fan mail recently included a letter from a member of the National Auctioneers Ass'n. which admonished us for addressing a young and unproven auctioneer as 'Colonel.' No auctioneer, according to our informant, has the right to use that title unless he belongs to the said National Auctioneers Ass'n.

Aside from being able to pay \$100 for a life membership (with shorter-term memberships at reduced prices) we do not know the qualifications of an NAA member. But when an aspiring young fellow who's been in the auctioneering business (on a part-time basis) for only three or four years, resigns a full-time salaried-job (with a company automobile and an expense account added) and decides to earn, as an auctioneer, keep for himself, his wife and two young children, we believe that he deserves to be called a 'Colonel'—and with full-toned emphasis, at that.

Guy Shull — or Col. Guy, that is, who gets his mail at Elgin, Okla., and may be reached by telephone, both through Lawton and Ft. Sill (in the same state) is the subject of this dissertation.

Col. Shull (don't know whether he belongs to the NAA, or not) has, in the past, been principally identified with livestock auctions throughout the Southwest, through his work as a fieldman

for the FARMER-STOCKMAN, published at Oklahoma City. (This was the full time job, plus, which he resigned — and evidently Shull did such a good job that the F-S publishers deem him indispensable — as it is reported they have, as of now, discontinued the furnishing of a fieldman at livestock sales and other events.) He has now set out to put his name in leading livestock sale advertisements in a more prominent place and in larger print — such as having it appear as GUY SHULL — Auctioneer (names of representatives of the livestock press usually appear in small type and in the last and lowest line in the advertisements).

London Sale July 10 For Weinberg's Art

LONDON, June 5—Art critics of the world's press had a preview here last night of the most important collection of Impressionist and post-Impressionist paintings ever to be auctioned in London.

The galleries of Sotheby's renowned art auction house, were hung with many

Van Goghs, Seurats, Sezannes and other masters. The paintings — and a glass case full of bronze caricatures by Dauter, a dancer and horse by Degas, a Picasso bust, a Renoir medallion—were the collection of Wilhelm Weinberg of Scarsdale, N. Y., who died last February.

Sotheby's directors are not eager to estimate what the pictures will bring at the auction July 10. But the last great collection to go under the hammer —also from New York—brought about 250,000 pounds (\$700,000). It is expected this sale will top the record.

Private collectors and dealers from the United States, France, Greece, the Netherlands and other countries as well as directors of art museums have indicated that they are coming to the sale. Proceeds will go to various cultural charities.

One of Mr. Weinberg's favorite painters was Van Gogh and there are eight works by him in the collection. There is an early Gauguin of the Breton period showing two young bathers, a painting by Claude Monet of a brilliant blue house and several paintings by Pissaro, Utrillo and Sisley.

IT PAYS TO ADVERTISE IN The Auctioneer

BECAUSE—

It reaches into every state, Canada and Mexico. Because "THE AUCTIONEER" is owned by the men who read it. Because they believe what they read in "THE AUCTIONEER." Because "THE AUCTIONEER" accepts advertising from only reliable concerns.

If you want to join the "Preferred" class of dealers advertise in "THE AUCTIONEER."

New Hampshire Auctioneers Advertise

We have from time to time admired the stand taken by the members of the New Hampshire Auctioneers Association in regard to License Laws, competition and other subjects that serve to annoy some auctioneers. In New Hampshire, they believe in advertising their profession, their ability to do the job. In the Boston (Mass.) Sunday Herald, issue of May 12, 1957, they ran a three column, five inch advertisement which read something like this:

A New Hampshire Auction

will be done most successfully for
you by a member of the

New Hampshire Auctioneers Association

He is bound by the Code of Ethics of the National Auctioneers Association to give you honest advice and competent and efficient service. He is an auctioneer businessman with integrity. He knows best the people and community in which he serves you. He has a long list of buyers who regularly attend his sales in his area. May we suggest if you are contemplating an auction in New Hampshire this year that you engage the services of one of the following members of the NH Auctioneers Association.

Ashland HAROLD BUCKMAN	Gossville HOWARD SATURLEY	Milton HARRY BLAIR
Canterbury GEORGE PEVERLEY	Greenville WILLIAM DOONAN	North Hampton HAROLD RUSSELL
Charlestown EDDIE MORRILL	Hampton H. G. WEBBER	Peterborough HERMAN NORTON
Claremont W. J. FLUETTE	Henniker SILAS ROWE	Pittsfield CHESTER DUTTON
Concord C. LOVELL BEAN	Intervale RAY G. HOULE	Rochester MORSE BROWN
Farmington BEN AUCLAIR	Keene HOWARD W. KIRK	Seabrook GEORGE THOMPSON
Francestown GREGORY ROBINSON	Kingston HERBERT DYER	Windham GEORGE MICHAEL
Goffstown FRED BRANCH	Manchester JOHN ZYLA	Seabrook MERLE D. STRAW, JR.
	Henry Langlois	Norman Bean

A willfull fault is a folly. Favor exalts a man above his equals but dismissal therefrom places him below him. Folly consists of drawing false conclusions from just principles. A folly is not practical, economical, provident, exigent, productive, charitable, profitable.

A good listener can usually pick up some good ideas he can apply to himself. If I wanted to know what living conditions were, I would not go to the well-fixed man, but to the fellow who has started from the bottom and had to struggle.

A Sale Is A Meeting Of Minds Not A Collision

By COL. B. G. COATS

This will be my last message to you before we meet in National Convention at the Hotel Olds, Lansing, Michigan, July 18, 19, 20th.

During the past twelve months we have all been reminded every month of the importance of new members. The response has been very good, basing my opinion on the membership reported monthly in "The Auctioneer". However, in my opinion the increase in new members is not what it should be. While you have a few days left before the convention why not get one or two or more new members. New members are the lifeblood of all organizations.

Visualize an Auctioneer walking down the street meeting an Auctioneer walking up the street. They stop and talk and then finally walk off together. This is a graphic picture of a sale. Two minds travelling along different lines finally meet and thereafter travel together.

You will note that one Auctioneer did not chase the other down the street nor drag him along in the direction he wanted to go. The Auctioneers walked along together willingly. Keep this picture in mind whenever you are selling membership in the National Auctioneers Association.

Sometimes a member will make the mistake of thinking that selling a membership consists of making bombastic statements in a belligerent manner; or they may argue in a disagreeable way. He may prove the prospect has poor judgment, and thereby arouse his resentment. Then the member wonders why he doesn't sell his prospect. A sale is a meeting of the minds — not a collision. This being true, the beginning or an approach to selling the N. A. A., consists in finding a point on which you and the other fellow are agreed — and then lead him from one step to another until you are in agreement on all the important points that the N. A. A., has to offer.

Colonel, if you cover the importance of state and national organization point by point — there will be a meeting of the minds. Your prospect after listening to your intelligent reasoning WILL WALK WILLINGLY AND GLADLY IN YOUR DIRECTION and you will have sold another Auctioneer on joining the N. A. A.

We are all going to meet many of the new members at our national convention and in closing the few words to you, may I again remind you of the importance of making your hotel reservations now. With more and more people travelling today than ever before — home is about the only place to which you can go without having to make reservation in advance.

Bucking Horse Sale Attracts 320 Head

MILES CITY, Mont.—A total of 320 Rodeo horses brought from \$50 to \$210 each as they tried to throw 69 riders here May 25 during the annual bucking horse auction conducted by the Miles City Auction Co.

Top money rider, with winnings of \$981, was Alvin Nelson, Sentinel Butte. He was first in both the saddle and bareback bronc riding events at the annual bucking horse auction.

The toughest bronc, which brought the \$210 top price from Ox Yoke Rodeo, Sturgis, S.D., was consigned by Ed Vaughn, Miles City.

Average price paid for the 10 top bucking horses was \$181.25, about \$20 a head more than the average paid at the 1956 auction.

Officials said that average for all horses sold figured about \$100.

Although major United States cities have increased only 3.8 per cent in population in the last five years, suburban areas have increased 27.8 per cent.

Membership Continues Upward Spiral

Soaring, soaring, soaring to new heights is the Membership of the National Auctioneers Association. The period from May 16 through June 16 is ordinarily the slowest period of the year for memberships. Yet, look at the fine list of those that have been received in this very period.

Much of this success can be credited to our President, Col. Ernie Sherlock, who has encouraged joint memberships of State and National Associations. He has been most successful in the states of Nebraska and Kansas as indicated by this list. And Col. Ernie Freund over in Wisconsin, has not been doing so badly along these lines.

Nebraska now stands second only to Ohio in numbers of NAA members and Ohio must maintain or possibly increase their pace or Nebraska will be the leader. Kansas is also coming rapidly to the front with only a handful of members two years ago, they are now among the top ten. When more State Associations combine their efforts with the NAA (and we expect them to do so) we are going to have solid organizations with power to work toward a common goal.

Here are the names of those whose memberships were received during the above named period. The asterisk indicates renewal.

Col. Robert M. Shaylor, Pennsylvania
 *Col. J. C. Carter, Kentucky
 Col. Si Lockhart, Colorado
 Col. Kenneth A. Geyer, Pennsylvania
 Col. William J. Wagner, Pennsylvania
 Col. Jim Brown, Michigan
 *Col. Rex Anderson, Nebraska
 *Col. Scott Barr, Nebraska
 Col. Wilbur Brell, Nebraska
 *Col. Henry Buss, Nebraska
 Col. John Camfield, Nebraska
 *Col. E. A. Camfield, Nebraska
 Col. Tim Cheever, Nebraska
 Col. C. D. Cummins, Nebraska
 *Col. Frank D. Diercks, Nebraska
 *Col. Paul Dillehay, Colorado
 Col. Dick Dolan, Nebraska
 *Col. Fritz Engel, Nebraska

*Col. C. O. Emrich, Nebraska
 *Col. W. V. Emrich, Nebraska
 *Col. Ray Flanagan, Nebraska
 *Col. Dan Fuller, Nebraska
 Col. Dean Fleming, Nebraska
 *Col. Russell Goslin, Nebraska
 *Col. Dick Grubaugh, Nebraska
 *Col. Marvin Grubaugh, Nebraska
 *Col. Rod Gillespie, Nebraska
 Col. Dale L. Hanna, Nebraska
 Col. Glen Helberg, Nebraska
 *Col. A. L. Horn, Nebraska
 Col. Albert Helzer, Nebraska
 *Col. Donald Jensen, Nebraska
 *Col. Duane Jensen, Nebraska
 *Col. Damon L. Koch, Colorado
 *Col. Dick Kane, Nebraska
 Col. Don Lahm, Nebraska
 *Col. James W. Martin, Nebraska
 Col. Dean Martin, Nebraska
 Col. George L. Martin, Nebraska
 *Col. Ray Martin, Nebraska
 Col. Rex Musselman, Nebraska
 *Col. Stacy McCoy, Nebraska
 *Col. Leon Nelson, Nebraska
 Col. Vick Pankonen, Nebraska
 *Col. Leonard Pittack, Nebraska
 Col. Lester Pearson, Nebraska
 Col. Jerry Phillips, Nebraska
 Col. Grant Phillips, Nebraska
 *Col. Ernest Roloff, Nebraska
 *Col. John T. Ryan, Nebraska
 Col. Louis E. Sage, Nebraska
 *Col. Harry Sanders, Nebraska
 *Col. Richard Shea, Nebraska
 *Col. Jerry Speck, Nebraska
 Col. Marvin Spitsnogle, Nebraska
 *Col. Frank Smith, Nebraska
 Col. Roy Stickelman, Nebraska
 Col. Charles Tharp, Nebraska
 *Col. Frank Tharp, Nebraska
 Col. E. F. Volzke, Nebraska
 Col. L. C. Walthers, Nebraska
 *Col. Mac Wondra, Nebraska
 Col. Roger Woods, Nebraska
 Col. Ronnie Woodward, Nebraska
 *Col. Rex Young, Nebraska
 *Col. Adolph Zicht, Nebraska
 *Col. Donald D. Zicht, Nebraska
 Col. Lowell McQuinn, Nebraska
 Col. Victor Scharp, Michigan
 Col. Fred Neumeister, Iowa

Col. Wayne R. Jeffers, Indiana
 *Col. Ralph T. Richards, Pennsylvania
 Col. Bill Yoder, Indiana
 Col. Wayne McCurdy, Kansas
 *Col. Hamilton James, Illinois
 Col. Clay C. Hess, Pennsylvania
 Col. Robert E. Musser, Wyoming
 Col. C. S. Schwartz, New York
 *Col. Leon K. Forbes, Michigan
 *Col. Joe S. Schmidt, South Dakota
 *Col. Robert F. Losey, Sr., Washington.
 *Col. Telford Chambers, New York
 *Col. Vaughn Lipp, Indiana
 *Col. William McKinney, New York
 *Col. Argel McDowell, Indiana
 Col. Tony Thornton, Missouri (LIFE)
 Col. G. Ralph Stark, Missouri
 Col. O. V. Scheer, Nebraska
 *Col. V. H. Quitmeyer, Nebraska
 *Col. Homer H. Sparks, Pennsylvania
 Col. George A. Schaefer, New Jersey
 Col. Marian Stickle, New Jersey
 *Col. James W. Smith, New Jersey
 Col. Morris F. Fannon, Virginia
 Col. B. Everett Johnson, Minnesota
 *Col. C. E. Sandeffer, Kansas
 *Col. Mike Wilson, Kansas
 *Col. W. O. Harris, Kansas
 *Col. Jim Kirkemide, Kansas
 *Col. C. A. Brink, Kansas
 *Col. Willis A. Darg, Kansas
 *Col. Paul A. Hurst, Kansas
 *Col. Earl H. Harrison, Kansas
 Col. H. H. Besthorn, Kansas
 Col. Ralph T. Rayl, Kansas
 Col. Richard M. Brewer, Kansas
 Col. John W. Brown, Kansas
 *Col. Ted Augustine, Kansas
 Col. Pat Keenan, Kansas
 *Col. Carson E. Hansen, Kansas
 *Col. Ivan Long, Kansas
 Col. Robert D. Pilseher, Kansas
 Col. Melvin Richardson, Kansas
 *Col. Charles M. Macy, Kansas
 *Col. L. R. Ketcherside, Kansas
 Col. Thomas L. George, Pennsylvania
 *Col. C. B. McCarter, Tennessee
 *Col. Joe E. Miller, Pennsylvania
 Col. Earl R. Tom, Ohio
 *Col. H. J. Petty, Indiana
 *Col. T. R. Langdell, New Hampshire
 Col. Marvin Freeze, Michigan
 *Col. Arnold Kohlmetz, Wisconsin
 *Col. E. J. McNamara, Wisconsin
 Col. Dean George, Wisconsin
 Col. Bill Jones, Wisconsin
 *Col. Myrle Lloyd, Wisconsin

*Col. W. R. Ingraham, Wisconsin
 *Col. Eldon Schroepfer, Wisconsin
 *Col. R. W. Doman, Wisconsin
 *Col. Earl Clauer, Wisconsin
 *Col. L. M. Schoeder, Wisconsin
 Col. Rollie Bast, Wisconsin
 Col. Abe Estreen, Wisconsin
 *Col. Clarence Rhyner, Wisconsin
 Col. John Westra, Wisconsin
 Col. Edward Paul, Wisconsin
 Col. John Zyla, New Hampshire
 *Col. Arnold Obendorf, Indiana
 *Col. John W. Rigsbee, New York
 Col. J. M. Huffer, Pennsylvania
 Col. Clarence T. Hawkins, Georgia
 *Col. Bernard Hart, Indiana

2,500-Book Library Is Sold For \$30,342

"A gentleman's library of a kind seldom found on the market" brought \$30,342 at the end of a two-day public auction in the Parke-Bernet Galleries.

This opinion of the collection of 2,500 books and literary items once belonging to the late Thomas Henry Foster of Ottumwa, Iowa, was expressed by an expert interested in the unusual variety and quality of the material. "It is evidence of a man of culture who must have had a lot of fun in assembling it," he said.

The highest prices were paid, as expected, for two fifteenth century manuscripts that brought \$1,250 and \$1,200. Martin Luther's copy of a volume by Erasmus, bearing many notations by the reformer, was sold for \$1,100.

In 1935 Mr. Foster paid \$220 for a lot of 210 volumes by Harriet Beecher Stowe, a number of them being "Uncle Tom's Cabin" in different languages. The same lot sold yesterday for \$800.

The prize item was a fine Italian illuminated manuscript, probably executed in Florence about 1490. Bidding began at \$500 and quickly ran to \$1,250.

Mr. Foster, the collector, was president and board chairman of John Morrell & Co. when he died six years ago.

Irate wife: "I want an explanation and I want the truth."

Hubby: "Well, make up your mind. You can't have both."

Bits Of Thought

BY COL. R. C. FOLAND, AUCTIONEER, NOBLESVILLE, INDIANA

'Why Do Men Suffer?'

Once upon a time I heard a sermon preached on this unique topic. Some new thoughts, at least to me, were advanced. But the audience was informed by the preacher, that he was not prepared to give the full answer to this question. Neither did he think there was anyone in the audience who could.

There is much needless suffering of course and yet there is perhaps some justification in being able to endure suffering. It is my judgment that we should avoid as much suffering as we can and when it cannot be avoided, we should train ourselves to endure it with patience and fortitude.

In listening to sermons, I like to fix in mind certain associations which tie the thoughts into practical living.

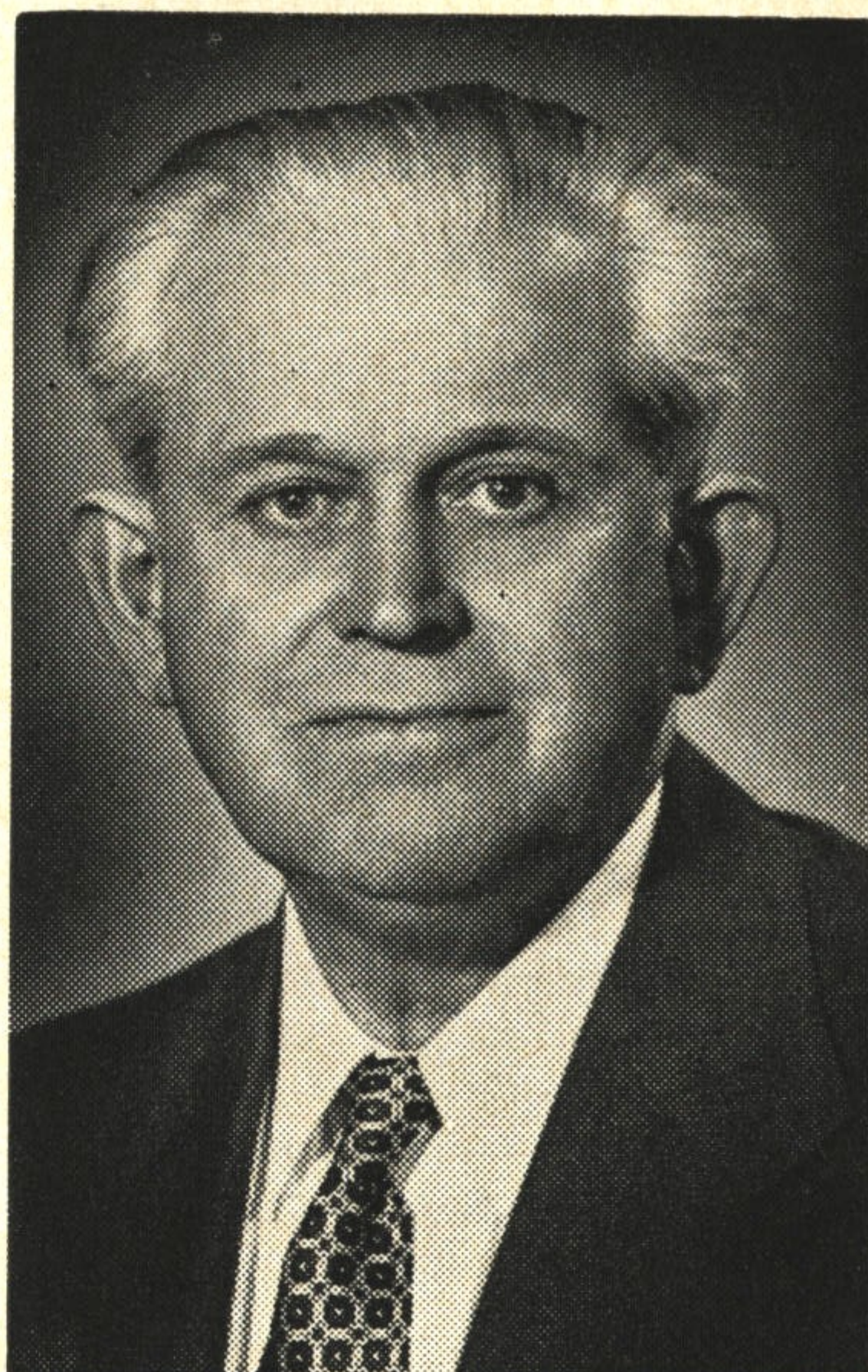
Now here comes the commercial. I just got to thinking how much suffering comes as a result of owners with selling problems, trying in vain to sell by the old slow and tardy method of private dealing. Why go to all this muss, fuss and bother and suffer the agony of long delays, if not absolute failures, when there is a sure way to sell and get the highest price? The genuine auction method is the remedy.

It occurs to me that life is too short to waste valuable time in a vain effort to sell real estate privately, when there is a sure way to do the job quickly and efficiently.

Sunday Conventions

Once upon a time I wrote an article for the Auctioneer, in a diplomatic attempt to do my bit in curtailing public sales being held on Sundays. I have heard verbally and in letter form, from those who also condemn auctions on Sundays that I am constrained to write a few "bits of thought" on Sunday conventions.

If there are degrees in evils, I would say that it is a greater sin to hold auction sales on the Sabbath, than to hold auctioneers picnics or conventions. I



Col. R. C. Foland

think it is high time Sunday observance should be given a boost. In my judgment it is not only Biblically right, but sound philosophy, patriotically speaking. A day of rest is also good for the mind, body and soul.

Are we really a religious nation? If so, then perhaps we should try to govern ourselves accordingly.

I think it is bad enough to use the Sabbath for auctioneers picnics, but very, very improper, I believe, to have regular auctioneers conventions on this sacred day.

It may be that having auctioneers conventions on Sunday will lessen the attendance because there are so many other attractions that people will want to go to on that day and also because there are a few who put first things first and wish to attend Church services.

May the auctioneers therefore stimulate attendance, by holding their conventions on days other than Sunday. There are other reasons also which have a deeper and more important meaning.

But who wants to be a crank? Still someone has said that "Blessed is the crank, for he turneth something."

Dance Contest At Red Circle Auction

All boys and girls who have attended the annual Gooch Red Circle Auction in past years are eagerly anticipating the fun ahead when Auction time comes this summer. Auction days are July 19 and 20 at the CK Ranch, Brookville, Kansas. Bidding is open to all youngsters under 21 years of age.

Over the past six years, the Red Circle Auction has become one of the largest annual youth get-togethers in the Midwest. Boys and girls gather from a nine state area to have the time of their lives. But fun isn't the only attraction. The Auction itself is serious business. It provides the opportunity for youngsters to own their own champion-bred livestock for club projects. Bidding and buying will be with the Red Circle Points that come on every bag or package of Gooch's Foods and Feeds.

This year, an added fun event has been made a part of Red Circle Auction Days. A Square Dance contest for 4-H and FFA Clubs will give our local youngsters a big chance to win cash prizes for their clubs. This contest will be the big event of the evening on Friday, July 19. The winning square will take home \$40.00 for the club treasury. Second prize will be \$30.00, third prize \$20.00 and fourth prize \$10.00.

All of Friday afternoon and evening will be crowded with fun — games, contests, races and Achievement Awards. A big ranch barbeque will top off Friday evening with whole sides of beef served with all the good-eating trimmings. After square dancing, everyone will camp out under the stars.

Saturday will be the big day. Starting bright and early with a chuck wagon breakfast, there will be judging classes and fitting and showing demonstrations. And then at 10:00 sharp, the Gooch Red Circle Auction will swing into action. Successful bidders among the boys and girls will go home the proud owners of top quality calves, gilts and sewing machines.

Pleasure Of Auctioneering

BY COL. B. G. COATS

Auctioneering affords the greatest pleasure of all professions. Perhaps the highest pleasure of all is that of surmounting difficulties, passing from one step of success to another; from one successful auction sale to make the next one still better; forming greater ambitions and working to their fulfillment; forming new wishes and seeing them gratified. Auctioneering is a most laudable undertaking an honorable profession and every Auctioneer has his fatigues, but they are first supported by hope and afterwards rewarded by joy. In the personal satisfaction of having done your best, in the joy and pleasure of a good job well done. The pleasure and privilege of meeting once a year with your fellow auctioneers from all parts of the country in national convention where others share your interests, a fellowship

of feeling, of friendliness and of cooperation. A spirit of sound constructive ideas and advice by which all benefit.

The pleasure of auctioneering should prompt you to attend your state and national meetings. It should inspire you to encourage others to avail themselves of the opportunities. The auctioneering profession can be the most honorable, the most respected and the most influential of all professions. It should be your pleasure to work to the completion of having every Auctioneer in the United States a member of his state and national Associations. As such the potentials of our state and national organizations are unlimited. By extending your efforts to obtain new members, by attending your state and national meetings you will experience much more pleasure in auctioneering.

Two Score Years

In The Auction Business

BY COL. HUGH E. McGUIRE

A few weeks ago a friend of mine who has been contributing articles for **The Auctioneer** wrote me a rather short note from which I quote, "Won't you please take time to write an article for **The Auctioneer**?" He did not suggest a topic. But today, May 20th, I attended the Holstein High School's Alumni Banquet which brought me back through the forty years since I was graduated in May, 1917. The forty years that the auction business has been "life" to me.

My father had been in the auction business. I knew the basic principles of the business but had never worked in the ring or taken any actual part in auctions. But the week after I graduated my dad said, "I need your help, so get busy in the ring." This happened at a lot or subdivision sale in my home town in May 1917. Since then I have stayed mighty close to the auction business except for a few months that I spent in Service in 1918; so I am safe in saying that this year marks 40 years in the auction business.

Let me drop back about six weeks prior to my graduation to April 6, 1917. United States entered World War I. My Classmates and I soon became war-minded or aroused. Our school superintendent enlisted and left for Officers' Training school. All members of the senior class wanted to enlist. Some of my classmates were soon in service and did not remain to graduate. My parents prevailed upon me to wait awhile and see what happened. I remained at home. The "boom" of war soon had business in a turmoil. By the last of May, 1917, when I started helping my dad, the auctions were booming. All business was in high gear. Farmers were asked to increase production. There were sales galore — business, farm, and livestock sales in the daytime and Red Cross sales, bond drives, and charitable - money raising

sales at night. Everyone had money or credit. Banks handed out money like mad on personal notes. (They say good times is the period when you accumulate those debts that you are unable to pay in bad times.) Everyone had access to money or credit. Silk shirts soon sold for \$20 each. Sugar went to \$30 a hundred. There was no "black market" or ceiling. Whoever had the most money got whatever he wanted. The next fall I enlisted in the Service. When the War ended, I returned home to the auction business. Prices were higher than when I enlisted. Banks still wanted people to sign notes. Touring cars sold as fast as they could be manufactured. There were no finance companies. All that was necessary to buy a car was to give the dealer a note— due six months or a year later.

In the summer of 1919, I thought I needed to learn more of the auction business so I enrolled at the Jones Auction School in Chicago for 30 days' training. There were 200 in the class. I met some of this class at the National Convention at Indianapolis. One member has since been elected Governor of Tennessee. Some others have been very successful in the auction field. I have met some other members in my travels through the country, but about 80% of the class has fallen by the wayside and forgotten the business or gone into other lines.

Most of you readers are not interested in this old lingo of 40 years ago, of World War I. Nor are you interested in songs like "Katie", "I'll be Waiting There For You", "When the Moon Comes Over the Mountains" or in General Pershing. Nor do you wonder what happened to the Army mules or the Cavalry horses.

But I can tell you this. There was at that time a lot of auctioneers selling things then whose teachings and principles are still being used by the leading auctioneers of America today. Auction-



Col. Hugh McGuire

eers of that day like my father, Colonels Judy and Jones of Illinois, Colonels Repert and Gartin of Indiana, Colonels Woods and Thompson of Nebraska and a world of other good auctioneers throughout the country had grit to stay in business through those cold winters and hot summers, to travel to sales in buggys or bobsleds on horseback or by slow trains, to stand in a cold tent or a poor building heated by a wood stove or out in the windy side of a barn. It took lots of grit to stand there under those conditions and argue with buyers and not say SOLD until someone had paid a fair price for each item or lot offered. There were no sound systems or micriphones, there were no air-conditioned rooms or dining halls. Travel was tough on slow trains that kept busy auctioneers up at nights or got them up early in the mornings to make connections, so they could get their sales out of the way to rush to make another train for the next day. But they made their sales on schedule. Farmers, businessmen, and buyers were always on hand to see that there were no outstanding bargains.

In June of 1920 all business turned. Money was tightened. Customers that signed notes were asked to pay them. Before that, a promise to pay was a promise to renew. But banks now wanted money. Dollars grew in size until they

were bigger than a wagon wheel. Farmers who had borrowed money to raise corn, expected to sell at \$2.00 per bushel, in the spring of 1920 were asked to pay those notes by selling 35 cent corn. Bankruptcy courts became busy. The only way assets could be liquated was at auction. Prices were bad, but when property was well advertised and sold openly and publicly, the Courts considered the prices to be fair.

Finally money became more plentiful, prices strengthened and rose to a fair extent from 1923 to 1929. In 1928 Hoover and Al Smith campaigned for the Presidency on a "full dinner pail" ticket. Hoover won — and the Hoover Boom set in. Banks closed, businessmen jumped out of windows, people walked the streets, bankruptcy courts flourished. But as people, banks, bank receivers, trustees, and businesses searched for dollars, they looked for and hired auctioneers to collect what cash they could. Prices were tough; but at every auction people spent money, made bids, and settled for the property they bid on. Then after the election of Roosevelt in 1932, all banks closed. When bank examiners looked over a bank's loans, they considered any paper good if its securities were worth what it would sell for at auction. These banks were allowed to open. But if the securities for a bank's loans were not equal to what bring at auction, then that bank reference was ordered to remain closed and to liquidate.

In the fall of 1932 farmers in Western Iowa formed a Holiday Association. They called this a strike. Farmers were not allowed to sell property. Sales were stopped. I left home during this time and sold jewelry at auction in the Chicago area and later in the Black Hills area of South Dakota. Things were slow and bad all over the country. But people still attended auctions. In the spring of 1933, sales were picketed, banks or mortgage holders were stopped from making sales by mass force or forced to continue their sales on a 10c basis. Outside bidders were told to leave or at least not bid. After the sale, collections were taken up to pay for the property and the property was returned to the mortgagee. This situation lasted for a few months and then cleared. Property throughout the middle-

IN UNITY THERE IS STRENGTH

west remained at rock bottom prices for some time. Then 45c per bushel corn loans were made with Government guarantee. This helped the farmers pay businessmen their indebtedness and gave them some money to spend for badly needed articles. Business gained strength only to be slowed by drought in 1934 and 1936. By 1938, the Midwest began to come back to life. Business remained steady or improved gradually until December of 1941. At the beginning of World War II, business started as a boom, only to be slowed or steadied by controls or ceilings which most of the younger auctioneers of America remember.

Release of controls in the late forties and plenty of money or credit in circulation created easy business in the early fifties. Many auctioneers started in these rather lush times, progressed rapidly, had no trouble making satisfactory sales. But they may some day have to get in the harness and learn how to sell property when things are tough and really require salesmanship.

One thing I know that throughout these 40 years I have been in the auction business, regardless of weather conditions, hot or cold, wet or dry, or regardless of financial conditions, I have never seen a well-advertised, properly managed sale (except for the few picketed sales in the thirties) that did not yield a fair market price. In every sale, there have been soft spots, some lots that were cheap; but where 100 or 200 items were offered, the average made a fair market value.

We have in America today a lot of good, capable, conscientious auctioneers. Most all members of the National Association are men who believe in progress and improvement. They are men who are looking for new methods of advertising and selling—things that help them to make a better auction business.

We have, on the other hand, a lot of poor auctioneers. Men who are in the business because it is easy to get into (as there are few regulations covering our business). Men who are in the business just to make a "fast buck." Men who care little for their customers—either buyers or sellers. These people hurt the auction business. These men who play the auction business only as a sideline

or spare-time occupation are not a help to our business. Many businesses are based on the results of auctions. I estimate that over 90% of the purebred cattle, hogs, and horses sold in this country are sold at auction. A large percentage of feeder cattle, hogs, and sheep are marketed through auctions. Many automobiles, trucks, tractors, and farm equipment are sold at auction. The automobile and tractor machinery guides are based on auction prices obtained in well-established, properly managed auctions. Many banks or lending agencies base their loan value on "just what this property would sell for if it had to be liquidated at an auction."

But there are many fields to be better cultivated by the auctioneers of America. Such fields as merchandise, receiverships of all types of real estate should be worked into. And, the auctioneers have not received their fair share in the liquidation of government property. Nothing makes me more upset than to go to a "spot-bid sale" on a sealed basis. You figure the situation out and make a bid only to find out that someone has beaten your bid by a small percentage.

Only last year one of the leading stocks of race horses in America was offered (not at auction) but on sealed or Court bids. Nashua sold for a figure considered fabulous, but probably would have sold for more in an open auction. Buyers wanted four horses out of the group of thirty horses. They bought the thirty horses, took out the four horses they wanted, and sold the other twenty-six at a public auction for many thousand dollars more than they gave for the thirty. In other words, after the auction they had the four main horses free and a fat profit. The newspapers played up the sale of Nashua, but they never said a word about the auction and about what the horses brought in this open, public auction. So the auction business got no credit for this outstanding auction sale.

Now the same trust company handling the affairs of the estate which owned Nashua have asked for sealed bids on the farm. When difficulty arose because one fellow who had an "in" was getting the farm below its actual value by means of the sealed bid, the trust company said

that this farm could not be sold at public auction. The reason given was that too many people would enter the premises and destroy some of the value. Any competent auctioneer could have arranged things to overcome that shortcoming. He could have registered potential buyers and screened out anyone who was just looking.

After being in this business for forty years, if I were to start over again out of high school, I would again go into the auction business. There is more business available today for good auctioneers than there ever was before. I do not want to throw a stone in anyone's way in the auction business, but I do know that there are a lot of people wasting their time in the auction business today. Some only want it as a part-time business. The result is that they are not in any business. Now some who do not feel they can make it in the auction business alone, choose something such as real estate or insurance as an allied field but spend most of their time working at the auction busi-

ness. Others are trying to farm and neglect their farming to solicit or attend sales, and they are losing money in both places. Many people are in the auction business who feel that they know it all and do not need to attend meetings or conventions. Yet, professional men who have spent six, ten, or twelve years in college still take time off from their businesses to go to conventions and keep up with the times.

Many auctioneers are not any different than they were forty years ago, only perhaps today they use a sound system. Many good auctioneers are poorly paid because they do not organize and establish a reasonable fee. If we could organize all the auctioneers in America and have them all attend the coming Convention (or at least have them all follow through what is accomplished there), we could improve the business a great deal. I trust that I may see many of my friends at Lansing in July.

Hugh E. McGuire

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.

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NATIONAL AUCTIONEERS ASSOCIATION

803 S. Columbia St.

Frankfort, Ind.

“Timely Remarks”

By A. W. Thompson, Lincoln, Neb.
From Nebraska State Convention Address

Some 50 years ago, I started in the auction business; and it was not until 9 years ago that I had the opportunity to attend a meeting like this. If a meeting like this does not inspire you, I don't know what would. I still get the same thrill out of a convention today as I did 9 years ago.

An organization of this sort should mean a lot to you. Benjamin Franklin said one day, “If I start down the street in the morning with an idea and do not meet anyone whom I can talk with, I go home with the idea; and if I meet a friend who has an idea, we exchange, and each have two ideas.” You cannot attend this meeting without going home with something to think about and be a little better auctioneer. It is worth all the work and planning to give us these new ideas. It is like the old Indian Chief who had 10 sons. The Chief was about to die and told his 10 sons to go out and find 10 strong branches and tie them together with thongs of leather. He said he would give his kingdom to rule to the son who could break the branches. All endeavored to break it and could not. Then the Chief untied the branches and gave a single one to each boy and told him to break it—which they easily did. The Chief said, “As long as you boys stick together in this, nothing can happen to this kingdom, but with one alone it can be broken.”

When I started 50 years ago, there was no such thing as organization. I was working with a class of men whom you were not proud of as salesmen. I learned under an expert, but there were men who were in no way skilled as salesmen and had no value of the worth of merchandise. They started sales early and stayed late. What has taken place in the last few years? New ideas of salesmanship and good Auctioneer Schools which teach the fundamentals of auctioneering. But young men are not auctioneers when they get out of

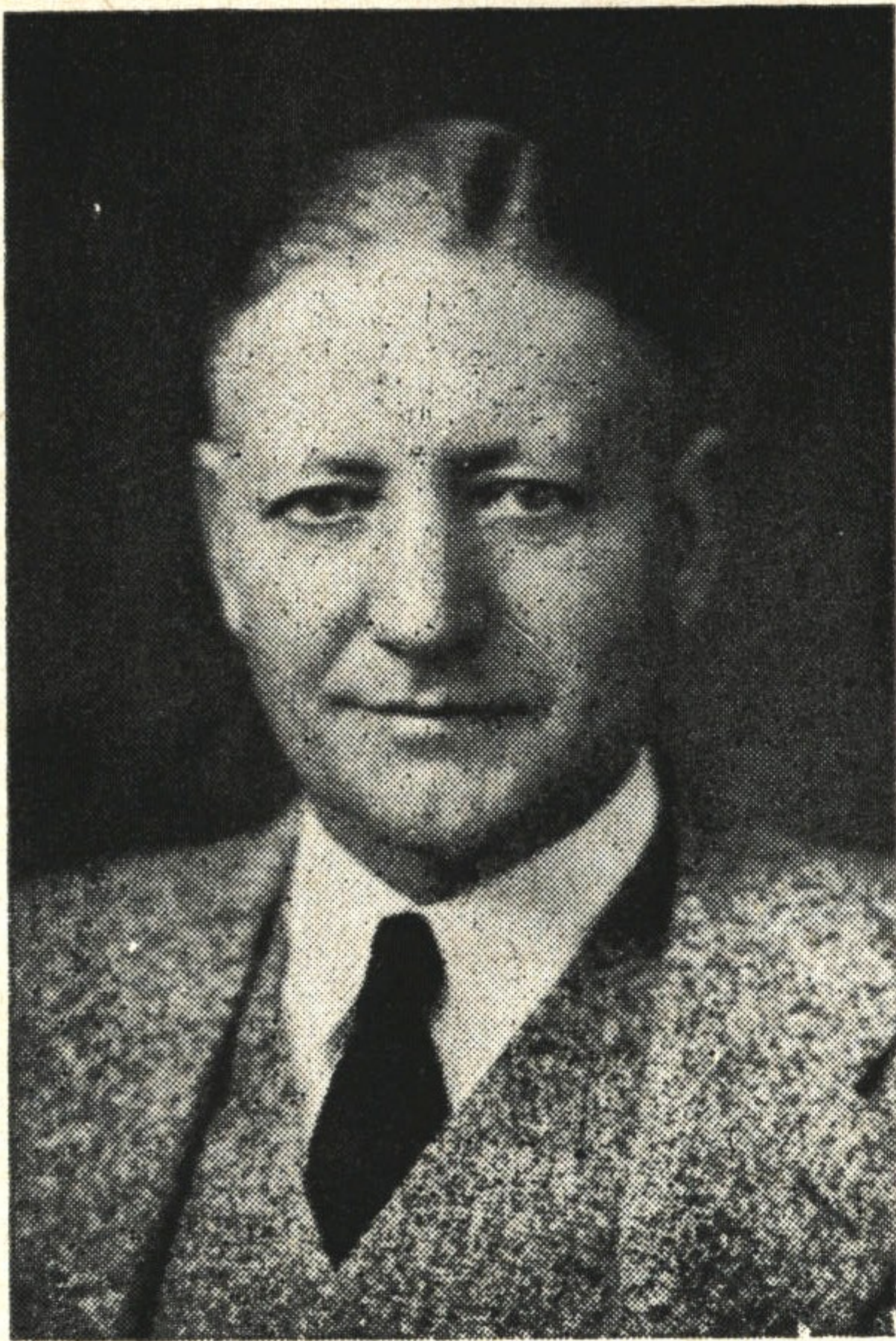
school. It's like the law profession or a doctor with fours of college — they both must spend an apprenticeship, or internship, before they start their own practices. You cannot start right out and become an auctioneer without studying, thinking, reading, etc.

When you, as auctioneers, get up before a bunch of buyers, you are dealing with people who know as much or more about the merchandise as you know. You have got to know what you are talking about.

It seems to me that the most important thing in the auction business is organization. We come to meetings such as these and go home with new ideas, and you cannot get them sitting around home. The only way you can build organization is through the cooperation of you people in it. Go talk to your competitor who is not a member of the organization. What harm is it going to do? What would it mean to you to go over to that man and talk in a free manner and bring him into the organization?

I have always thought it would be a good idea if auctioneers who are trained and experienced could be issued a diploma to hang in the home or office. This helps to show you are interested in your work and proud. Whenever I visit a professional man's office, I always look on the wall to see what organizations he belongs to. I want to be sure he knows his business. I hope the time will come when we will have such a credential to show prospective customers.

Let's make sure that all auctioneers know about our organization. If you write all your auctioneer friends you can sell them quicker than they can be sold from the main office in Indiana. By writing letters to friends and seeing that they stay interested in our organization is the only way we can make it a solid organization. If it is not a profession to you — get out. It is the



Col. A. W. Thompson

highest type of salesmanship in America.

This is a great business, so keep thinking, studying, reading and know your job. When you get up to say something in a sale, know what you are talking about. Inspire some other fellow in the business.

Selling Pointers

Newspapers were termed "the best medium of retail advertising" by Sam Berezin, a partner in Denver's Bernard's Inc.

"The very fact that 55 billion newspapers were sold last year is sufficient proof," the men's clothing store executive declared.

Berezin, in addressing Colorado executives of Fashion Bar stores, advised that they train their sales personnel to greet customers as friends visiting them in their homes.

Precious Treasure

"Friendliness in the store is a precious treasure," he said.

"When a friend visits you in your home, you don't say, 'Can I help you?' and you don't ignore them if you're busy for a moment with someone else.

"That one expression — 'Can I help

you?' — can be the downfall of every store.

"I cringe when I hear one of my salesmen say it. It reflects a lack of genuine interest on the part of your staff if widely practiced."

The key to success or failure of any retail sales operation, Berezin declared, can be found in human factors of friendliness, kindness and enthusiasm.

Human Factor

"There are stores that are cold and others that are warm," he said. "And it's not necessarily the fixtures that make a store cold — it's the humans in the store that impart that coldness."

In developing an air of kindness in their sales force, Berezin told the Fashion Bar executives they need look no further than the Biblical injunction of "do unto others as you would have them do unto you."

In speaking of the need for enthusiasm in the retail selling field, Berezin declared "it's the human quality that makes a store tinkle with excitement."

"You must fall in love with what you are doing," he added. "Accomplishment is a labor of love, not of compensation. Compensation will always follow accomplishment, but don't put money ahead of it.

"If you're not in love with this business — get out of it."

Auctioning Way Through College

A group of South Dakota State college students are conducting public auctions every Saturday afternoon at a barn near the Brookings business district. The idea originated with Collegiate Enterprises, an organization designed to help create part-time jobs for students at the college. A flat 10 per cent commission is charged on all items sold. The seller has the chance to set a minimum price and no charge is made if the item is not sold. Darrell Hoar, Provo., S. D., the group's chief auctioneer, said, "We've been in business only a few months and already our biggest problem is to accommodate the crowds."

"Modern Methods Of Advertising"

By Col. Marvin Spitsnogle, Holdrege, Neb.
From Nebraska State Convention Address

May I say that I am certainly privileged and honored to have a part in this fine convention. I mean this sincerely, I, too, being a young man looking out into a group of experienced men.

I am not going to attempt to tell you anything too new, but I hope to remind you of some methods of advertising because we sometimes become too much in favor of one type of advertising. I am pleased with the title of my talk. I am sure you will agree that advertising is the backbone of success. Advertising is most essential for public auctions. The type of advertising varies with the type of auction being held, so we must know a lot about all types of advertising.

Being in a rural territory, we are in the general auction business. Newspaper advertising is my line. We must not confine our advertising to only the local papers, but must reach out into the surrounding areas to place advertising in these areas as well. We have a great state newspaper in the World Herald and they do a good job of handling our advertising. Use the advantages of advertising in the World Herald. The more ads in the World Herald, the more promising the auction.

Now I believe, we should find out the price per column or word line of the newspapers, or the price of time, in case of TV or radio, and discuss and plan the cost of advertising with the seller. Often the seller thinks the advertising will cost about \$150-\$175, while in reality you have had to spend \$200 or \$300 and, naturally, the seller is quite unhappy about it — therefore, it is wise to always discuss and plan advertising operation with the seller in advance.

So much could be said about newspapers, TV, and Radio. We have used TV ever since there has been a so-called rural station — Channel 13 and now Channel 6, and we have used Channel 5. Certainly TV is a more double-

barreled method of advertising. We have learned that you get more out of the TV method when you present your own program. It is a wonderful feeling to go out to meet sellers and have everyone recognize you and call you by your first name. When TV first came to our area, we were able to buy a five minute spot as they were on longer each night. Later, when they were able to get more programs, we had to go to a two minute spot on the weather portion. One thing we learned about taking this two minute spot, was that our advertising was more abrupt and to the point and was actually more successful than the 5 minute spot because people are more inclined, during a longer commercial to mosey about the house and you lose your audience.

Another advertising method is by direct mailing lists. These mailing lists need to be cultivated and culled regularly. You can use a name register at the sales or have the sale clerk use the number system and you will go home with an entire list of names. You can also get names for a mailing list by reading the Trade Publications.

I am in love with advertising. I think we must reach toward saturation in advertising of auctions, and I think that probably the majority of sales are under advertised. The point of saturation is not met too often. All types of advertising should be used. Do not become satisfied with just one type of advertising. Another advertising facility is by conversation. We should always handle the complete job of advertising and not leave it to the seller. As I have said, a person should not be overcharged but the charge should be discussed and decided upon as to the facilities used.

Another thing I would like to mention is the man who cuts fee. I think a man who does this is down-grading the auction profession.

I think a second essential is appraisal. We must be constantly appraising

whether invited or not. Often a man will have a piece of machinery he thinks is worth \$1000 and it brings \$600 or \$500 and he thinks something is wrong or that you've done a poor job.

A third essential is to advertise that you will positively sell to the highest bidder. They will see it and believe it. It will make people bid their last dollar. Do not sell without a contract and sell to the highest bidder. Sometimes when real estate is put up at public auction a man will pick it up later at private sale. This kills public auction. Gentlemen, we must constantly be up-grading public auctions.

I have seen implement owners shell out \$5.00 bills when they cannot take the high bid. This causes people not to trust public auctions. We have got to constantly watch out for things like this.

Some of the most successful auctioneers get deeds in advance. You can make 100 real estate deals and 99 will take and one miss, and people remember the one and forget the 99. On our

real estate deals we fill out auction contracts, get deeds in advance, put in figures and the seller's name is signed. We have the Power of Attorney.

Of course, we all need to know and use advertising, study constantly to keep abreast of the methods, constantly appraise, and make sure to sell to the highest bidder.

Every successful auctioneer I know is in partnership. He has the help of the Lord when out on sales. I certainly mean it. I can approach a sale and in the last mile ask and seek the right words to produce. Never have I been let down. That to me, is the last mile.

\$10,000 BUYS PAPER'S NAME

BOSTON, June 5—The Boston Globe today purchased at public auction for \$10,000 the name and goodwill of the defunct Boston Post, with all trademarks, lists of customers and other rights pertaining to the name.



RUSTIC CHARM

For Home or Farm

Beautifully finished Redwood wood Nameplate 15 x 7 inches, with your name and profession neatly handlettered on both sides. Complete with heavy black iron bracket as shown.

Mailed Prompt & Postpaid \$7.50

Write For Free Catalog of Auctioneers Supplies

Nu-Art Printing **CENTRALIA, ILLINOIS**

YOUR AUCTION SUPPLY HEADQUARTERS

Marketing Facilities

By C. G. RANDELL

There is one element in life that is as certain as death and taxes and that is change. The world does not stand still. The nation does not stand still. Neither have livestock markets nor the methods of buying and selling livestock stood still.

Livestock production and marketing are very dynamic. Both are subject to constant change. In the past 25 years there has been a growing feeling on the part of many producers that they want to sell their livestock direct from their farms and ranches or at least closer at home.

Livestock dealers and packing interests were not long in capitalizing on that feeling and the result has been a wide distribution of auction facilities throughout the country and hundreds of packer buying stations in the heavy areas of hog production.

Not long after the movement got under way, members of cooperative organizations who were operating principally on terminal markets requested a marketing service closer to home so cooperatives entered the auction field. In some areas they built new facilities and in others they purchased or leased facilities.

In 1937 our Service conducted a national survey of livestock auctions. We found 1,317 in operation at that time including 50 posted markets. A survey made in 1955 by the Agricultural Marketing Service showed 2,322 auctions which included 255 posted markets. Actually, the peak in numbers of auctions was reached in 1952 with over 2,500 in operation.

As would be expected with the rapid growth of auctions many were located in areas of limited livestock production, where the facilities set up were simply converted livestock barns, where sanitation left much to be desired, and where livestock could not be handled efficiently in and out of the yards. Naturally these auctions could not attract large volumes of livestock so necessary to secure adequate buying competition.

We find the livestock auction movement in this country today going through a stage similar to that of the small country creameries and cheese factories in the country a few years ago. Many of you will recall that we had a great surplus of these small dairy plants 10 years ago just as we have a great surplus of auction plants today. In 1945 there were 6,328 butter and cheese plants in operation. By 1955 this number had been reduced to 4,127 — a decrease of 35 per cent.

Today I could take you to a neighboring state where there are two small and poorly constructed auction facilities in operation. Neither auction has enough volume of business to make any money. At present a modern auction facility is being built midway between these two auctions. If the new auction is operated efficiently one does not have to be a prophet or a son of a prophet to forecast what will happen to the other two auctions.

Three weeks ago I was working with an auction we helped to set up at Jackson, Mississippi over a year ago. I was making a study of the operations to find out how they could be improved and speeded up. In the line of trucks waiting to unload was a farmer with one heavy butcher hog in a pick-up. I visited with him and found he lived over 30 miles away. I said to him, "How can you afford to truck one hog 30 miles?" He told me that a week ago he had taken some hogs to a small auction almost adjoining his farm. There were about 700 head of stock at this auction and one commercial buyer. Prices were off 2-3 dollars per hundred at this sale.

He said, "From here out I'm going to market where there is competition." In this same line of trucks were two large trailers of cattle. One came from a point 60 miles north of Jackson and the other from about 60 miles south. There were small auction facilities near both of the producers trucking these cattle. On questioning these stockmen I got the same

answer. They wanted to patronize a bigger market with more buying competition. These incidents I have related may forecast the shadow of things that are to come.

An interesting trend in marketing in recent years in the South has been interest in some sections in developing cooperative auctions. For example, farmers and ranchmen in South Florida have invested \$150,000 in an auction facility and marketing association at Belle Glade which is handling over 50,000 head of cattle annually for over 1,200 members and patrons. Some 1,300 stockmen in 22 counties of South Central Mississippi raised \$210,000 and organized a livestock marketing association.

One local market at North Jackson, Mississippi was purchased and a second market in South Jackson was leased with option to buy. In mid-November I attended two sales in one week which together handled over 1,600 cattle. This group of farmers is now building one of the most modern facilities in the country at North Jackson to tie in with their present plant.

Many new features are being built into these auction plants. Some of these are:

1. Well planned sales pavilions with office space and other conveniences for buyers and patrons.

2. New roofing materials and designs

that allow for better natural lighting.

3. Removable pen partitions and wider alleys for moving stock.

4. Catwalks over pens making it possible to observe livestock without interference with yard operations.

5. Hydraulic gates with push-button controls that can be operated by the auctioneer or another employee.

6. Scales so placed and operated that the weight of stock entering the ring is reflected on a lighted panel above the auctioneer and can be seen by buyers and patrons from their seats.

These and other innovations are not merely extravagances. The need for such improvements is evidenced by the general lack of conveniences and even necessary services in some areas. Producers in other southern states are watching these developments closely.

In a recent study of 160 auctions in the Northeastern States it was found that one-fourth of the auctions had no watering equipment for the stock and many had no feed racks. Water, if any, had to be carried in tubs or buckets by the yard help. Over 50 per cent of the volume going through the sales was purchased by auction owners, or operators and auctioneers at the auctions or in the country prior to the sale.

Denials make little faults big.

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!

Antiques Fit Into Outdoor Decorating Schemes

You can have your antiques and your outdoor living too, good news for lovers of old objects, now trying to compromise the yen to collect with al fresco living.

A great many of the 400,000 items shown at the New York Antiques Fair lend themselves to open-air decorating. These are sandwiched in with the popular collections of today: Old fabrics to be used as wallpaper, curtains, spreads and Early American quilts; Early American apothecary chests, Oriental chests — Korean and Chinese in lacquered and plain finishes (Korean chests are heavily brassed). Also popular in the current massive-furniture trend are Flemish and Dutch pieces.

For outdoor lovers there are brass or painted tin carriage lamps that make ideal outdoor patio lights if electrified or used with candles. Headlights from old-time cars also help romanticize the terrace. Sun dials, weather vanes, lead or iron sculpture make interesting garden or patio use.

Blackamoor figures must be used indoors however, as these figures made of plaster or wood are not made to withstand the elements. Cast iron hitching posts with horse's heads or coach boy figures are interesting for outdoor display and built to withstand abuse.

There are old pine sawbuck tables (that may be covered with plastic rain covers when not in use) and blown glass bells to cover food. There are conversation pieces like fireplace tongs and shovels, peels with long iron handles (once used by bakers to take bread out of the oven), useful now for removing hot pans from coals. There are long-handled cooking forks and other practical items from the days when our ancestors cooked over the fireplace, now useful at today's barbecue.

Copper utensils range from small saucepans to deep, well-like kettles large enough to serve chili to the entire neighborhood.

And if you do not know how to spot

early copper—pot, pan or kettle—look for marks such as a heart-shaped flange (where the handle joins the utensil) and dovetail marks soldered with brass on the bottom. If the tin lining of copper is worn through so that the copper is exposed or a green film appears, the copper must be re-tinned before it is used. An antique copper kettle makes a wonderful container for keeping soft drinks on ice at a patio party, and if that is all you plan to use it for, it may not need re-tinning.

Ornamental garden gates and Victorian iron urns may lend an old-garden look to the modern home. There are antique ships bells and smaller school bells to summon the barbeque crowd (or youngsters from play).

One red fire extinguisher (1870) would make a fine addition to a patio wall. Ditto a Victorian hat rack, painted white, that may be used on a terrace wall for hanging cooking utensils, spoons, ladles.

A hanging blown glass fixture, formerly used in a stair well during the "Federal period", makes a delightfully different light with candle or electrified and attached to roof of porch or terrace.

Buyer Takes Loss

SACRAMENTO, CALIF. — Legislation was passed here May 4 making it mandatory that the livestock buyer must take the loss when animals are condemned at slaughter.

Author of the legislation Senator James A. Cobey (D) of Merced County, said the buyer "is the expert" and should take the responsibility.

Little Boy

Beautiful new neighbor: "Little boy, I need a loaf of bread from the store. Do you think you could go for me?"

Neighbor boy: "No, but I heard Dad say he could in a big way."



This 1917 Dodge was among the items sold in the liquidation sale of the Leo R. Meyer Motor Co., in Elyria, Ohio, April 17. Col. Don W. Standen (with the mike) obtained \$645 for the ancient auto with plenty of competition. Col. Standen, in reporting the sale, advises that the garage and office equipment sold very well but the stock of parts moved slowly. Col. Standen holds a Life Membership in the National Auctioneers Association

THE CLOSED HAND

The CLOSED hand is a miser's hand. He holds wealth in his clutch. His HEART is ALSO held therein, where love of God can't touch. The CLOSED hand is a selfish hand. No charity he knows. He says he pays his honest debts, no other debts he owes. The CLOSED hand is a quarrelsome hand. It is a doubled fist that thinks it has to take by FORCE, if it is to exist. Nothing ESCAPES from a closed hand. No deeds of kindness done, just hoarding mounting shekels is the only source of fun. But

worst of ALL, about closed hands—they LOSE and never WIN, because they're kept so tightly CLOSED—no GOOD can enter IN. God's love flows out through WILLING hands that choose to SERVE and GIVE. GREED'S hands so warp and twist a soul, that it forgets to LIVE.
Ethel Durnal, Posegate, Kan.

AUTHORITY

Boss: "Who told you that just because I kissed you a couple of times you could neglect your work around here?"
Secretary: "My attorney."

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

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Col. Kenneth Bozeman—Lubbock
Col. Don Estes—San Angelo
Col. Tommie Jeffreys—Andrews
Col. Lyle Sweet—San Antonio
Col. W. J. Wendelin—Henderson

VIRGINIA

Col. W. F. Artrip, Jr.—Winchester

WASHINGTON

Col. Robert F. Losey, Sr. — Renton

WEST VIRGINIA

Col. H. C. Staats—Charleston

WISCONSIN

Col. Fred C. Gerlach—Brookfield
Col. Vince Hanson—Manitowoc
Col. W. C. Heise—Oconto
Col. Don Lloyd, Oshkosh

WYOMING

Col. Wm. M. Leibee—Buffalo
Col. Dale Shelton, Jr.—Sheridan

ELSEWHERE

The Ladies Auxiliary to the
National Auctioneers Association

QUEBEC

Col. Art. Bennett—Sawyerville

TERRITORY OF HAWAII

Col. Louis L. Stambler—Honolulu

HELP FILL THIS PAGE

The Relationship Of The Auctioneer To The Auction Business

From an Address at the Kansas Auctioneers Convention by E. W. Alberding, Kiowa, Kansas, President of the American National Livestock Auction Association

The position of the Auctioneer in his Profession, as I see it, is quite similar to the position of many other Professional occupations, all of which have their services to sell, and the degree of knowledge, ability, and skill in the successful performance of this service, is the final criterion by which they are judged. As an example we have in the Medical Profession, the old style country Doctor, his training and experience covered everything from baldness to bunions, in other words he had a very good knowledge of the entire category of anatomy from head to foot, or from top to bottom. He is "The General Practitioner" of the Medical Profession.

Today the trend in medicine is more to specialization. We have the Ear, Eye, Nose, Throat, Heart, Liver, Brain Specialists, and many others. We find the same type of highly specialized performance in Engineering, with the Civil, Industrial, Municipal, Mechanical, Architectural, Petroleum, and many, many more. The profession of Law has the same situation, with the "General Practitioner" performing services for his clientele covering contracts, agreements, leases, deeds, abstracts, wills, and all the various and sundry performances of services to his client, as he may be called on to perform as a legal council.

All of these similarities we find in numerous other Professions. And I am sure we find this equally true in the Profession which you have chosen to follow: That of Auctioneering.

We find the "General Practitioner" in the auction business. He is called on at times to sell everything from slop jars to airplanes, from pups to pure-breds, he has a wide and varied knowledge of prices and values, covering the entire category of the auction business, covering both real and personal properties. Then in your profession there is

"The Specialist." He has and does concentrate his teaching, training, and knowledge to the specific field of selling that he has chosen. This may be in the field of commodities, for instance tobacco. We have all heard the chant of the tobacco auctioneer many times, about all we could get out of it was the fact that it was sold to The American Tobacco Co. to make Lucky Strike cigarettes. We have the Automobile Auctioneer, the Auctioneer who specializes in selling Pure-Bred and Registered Livestock, the Thoroughbred Horse Auctioneer, many confining their selling to particular breeds and classes of livestock.

So we find that there is a vast field of specialization in the auction profession and I am sure that the services that you gentlemen perform for your respective clients are just as skillfully, diligently, and conscientiously performed as those performed by the doctor, the lawyer, the engineer, or any other professional servants. This also applies to the General Practitioner in the auction business, your services are invaluable, while your efforts are more confined within the local area. There are many times that due to extenuating or unforeseen circumstances you are called on to sell, or liquidate an estate of a deceased, or some one who has decided to retire from the farm, or from a business, or reduce his assets, or sale of surplus materials, equipment, and other properties.

Regardless of these conditions, or circumstances, it becomes your responsibility to serve your client to the very best of your ability, and to his best advantage. You accept this obligation in all sincerity, and perform this service in a straight forward, honest manner. To you, this performance of duty becomes a challenge. You accept this challenge and take just pride in the

sucessful performance of this service to your client. You are keenly aware of the trust and confidence which the client has placed in you. We all know if we have trouble with our automobile or equipment, or our bodies, or need legal council, that the best "mechanic" that we can think of, that we know and trust and have confidence is the person we look to for help, knowing that the better the "mechanic" the better the job will be. This satisfactory relationship is just as necessary and just as important and has the same application in the Auction Business as any other profession, as it relates to the services that you render to your clients.

Recognize this and guard it well for after all you have nothing more important to sell at any given time or at any given place than this service. The ability and integrity with which you dispense these services are the things that will make a satisfactory relationship between you and your client.

So far I have confined you auctioneers

into two separate and distinct classes, or categories, that of the General Practitioner and the Specialist. I have said many kind and complimentary things to you and about you, all of which in a general sense are true, but just to deflate your ego a wee bit, and to lessen the pressure of the halo that you are wearing down to a point where it feels more comfortable on your head, let me tell you here and now that there are other kinds of auctioneers besides the two that I have mentioned.

Oh yes, there are the old auctioneers, the young auctioneers, the smart ones and the dumb ones, the fast ones and the slow ones, the live ones and the dead ones, the sober ones and the elbow benders. There are the chaste and the chased, the honest ones and then there are those with a vivid and exaggerated imagination. Then there is the lazy auctioneer, and this is one of the worst sins of all.

Now there is no need for you boys to take any offense at this, for believe it

Be An Auctioneer

EARN BIG MONEY

WRITE FOR CATALOG

TERM SOON

KANSAS CITY AUCTION SCHOOL

George A. Mann, President
Auctioneer since 1919
3102 Troost Ave.
Suite 302 Wirthman Bldg.
Kansas City 9, Mo.

A hint to the wise is sufficient — Every Auctioneer should know his Real Estate.

Become A Real Estate Broker

OWN YOUR OWN BUSINESS — OR — BE A QUALIFIED SALESMAN
COMPLETE HOME STUDY COURSE

Write for Information

KANSAS CITY REALTY SCHOOL

George A. Mann, President
Real Estate Broker Since 1919
3102 Troost Avenue
Suite 302 Wirthman Bldg.
Kansas City 9, Mo.

"Enclosed you will find my check for ten dollars for dues in the National Auctioneers Association. It was 46 years ago this date that I called my first public sale in this same location. I have enjoyed a nice business over this period of years and if health permits I hope to have 50 years to my credit.

"Col. Pop Hess and myself and other auctioneers along with the late Col. Fred Reppert helped to organize the Ohio Auctioneers Association in 1918, which went by default for lack of interest. I was one of the Charter Members of the present Ohio Auctioneers Association, also past-President.

"I am planning to attend the National in Lansing, July 18-19-20."

**Yours for better auctions,
Earl R. Tom,
Cumberland, Ohio**

or not there are 42 states in this country that have some 2322 auction markets, and a great many more auctioneers, and with this single exception of Kansas with its 117 auction markets and all of its auctioneers, every last one of these other 41 states have some of the auctioneers that I have just mentioned. Aren't we lucky?

Most of you know by now that I am President of The American National Livestock Auction Assn., having been elected to this position at the annual Convention in Denver last June. Since that time it has been quite interesting to me in attending the respective State Auction Associations to learn of the auction business as operated in these areas.

Last fall I was in Alexandria, La., to a state meeting of the auction operators there, later to Jefferson City, Mo., to the Missouri Sale Operators Association then Lexington, Ky., to their annual State Convention, Oklahoma City to annual convention of the Oklahoma Association, to a district meeting here in Kansas at Wakeeney, and in the past six weeks to Billings, Mont., to Burley, Idaho, to Broken Bow, Neb., and Des Moines, Iowa, all annual Conventions of

their respective state associations. The meeting at Broken Bow was the 24th annual meeting of the Nebraska Association, the meeting at Des Moines was their 23rd convention. At Waco, Texas, in January, I attended their annual Association meeting.

And in every state I have been very much impressed with the fine type, and caliber of men that are today in the auction business. I sincerely mean this, and believe that the auction business in most cases is in very strong, and good hands. I firmly believe that the success of these auctions, or any auction market wherever it may be can be directly attributed to the type and kind of auctioneers that work there. In many markets the owners, or operators, are auctioneers. Through their efforts and abilities these markets have grown and prospered.

Today through these 2322 Livestock Auction Markets, in 42 states, there are sold by the Modern Method of Livestock Merchandising over 60% of the livestock that is being sold in our country. The Auction way has become the proven and accepted method of selling livestock. If it were not this way it would not be gaining in popularity as it is being done.

Our own State of Kansas sold through the Auction sales for the fiscal year ending June 30, 1956, two million two hundred fifty-eight thousand head of cattle. The State of Texas sold over three million head of cattle and over four million head of sheep, lambs and goats in 1956. Iowa with 171 auction sales, and Nebraska with some 120 or more sales are selling a tremendous volume of livestock, with one sale in Nebraska selling 148,000 head of hogs the past year, and I might say that this particular sale is definitely Auctioneer operated, and also sold 100,000 head of cattle.

Let us not confine our statistics alone to the Mid-West, but remember that our good southern states like Alabama, Kentucky, Louisiana, Florida, Mississippi, and many others are in the auction business in a big way, and as the cattle population has shifted from our area, to the south, and the southeast, as well as the west, that the auction operators in those areas are fast expanding and

enlarging their facilities to take care of this volume. All of these figures signify one thing above all others that the Auction Business is a good business. It is a business of which you may justifiably be proud, for, to you men as auctioneers, belongs so much of the credit.

What are the characteristics that make a good auctioneer? The answers are varied, but as an outsider attending an auction I form an opinion of an Auctioneer early in the sale. I have talked to many farmers, ranchers, traders, and buyers and these are some of the things that most of them like:

A good, clear distinct voice, a good judge of values and prices, pleasant manners, courtesy, a risqué story at times, but no profanity, or vulgarity, no drinking. They like speed and action, they like recognition by first name if possible. They dislike misrepresentation. These are some of the things that the jury on the seats is judging you by in an auction. The acquittal, or conviction rests entirely on you.

Today in the auction business I feel there is still lots of room for good young auctioneers. If this is your chosen Profession make the most of it. The good men of this profession have done their part to make the auction business a profitable, accepted, and honorable one. Your responsibility to the profession is to improve, and further its use. By doing this you will share in the personal satisfaction of achievement and accomplishment which you seek, and the gratification, and compensation for your efforts will be your reward for having made this worthy Profession your chosen vocation.

Again in closing I want to thank you for your hospitality. I have enjoyed very much being your guest. I appreciate Jim Kirkeminde inviting me to speak to you. Incidentally Jim's affiliation with our National Association was very satisfactory. He made many friends for our organization, as well as for himself, and this has been quite gratifying to all of us.

Listen my friend and you shall hear,
The pitiful plight of the bold auctioneer,
All of us know that his troubles are many,

Dear Col:

Just received the May issue of "The Auctioneer" and wanted you to know that I appreciate this publication.

At this time I would like to take my hat off to Col. R. C. Foland and Col. R. A. Waldrep for their stand on Christian principals. I think it is wonderful for an Auctioneer (or anyone else) to be so dedicated to God that they are willing to have their testimony on the printed page. No wonder these men are successful auctioneers. It is God's way of saying 'Thank You' for a life dedicated to His service.

Yours truly,
Col. Ransom W. Brunt
Temperance, Mich.

For instance getting a bid when there
just aren't any
He raves and he caves and his arms
flail the air,
In seeking a bid that just isn't there.

The buyer for sure is a very smart
cookie,
One day he's buyer, the next day a
lookie.
So let's face it my friend and try to
be fair,
Did this bird come to bid? Or just sit
and stare?

The answer we may learn as the
auctioneer did,
Is to go past the place where he had
his last bid.
Those of us living, and those long
departed,
Know the trouble he has to get back
to the bid he had when he started.

He sweats and he moans and pleads to
the boys in the ring,
To get him off the hook, and away
from this thing.
So you're out on a limb, Cold, High
and Dry,
What you need my friend is a nod from
the guy that came there to buy.

Remember the days when the market
was hot, and the weather was fair?
You were taking him here and you
were taking him there.
That day he was ready, and all full
of heat:
Today his boat's loaded, he just fills
up a seat.
So take heed my brother, and you'll
get along fine,
As long as you wheel on the narrow
straight line.

Veteran Auctioneer Begins 56th Year

May 2, 1957 marked the completion of 55 years as an auctioneer for Col. O. S. Clay, Shelbyville, Ind. During this span of years, Col. Clay has conducted a total of 8,963 auctions. At one time he said he hoped to reach the 5,000 mark. From that time on he has set the next even thousand mark for a goal and now it

looks as though he would reach the 9,000 mark as he sold three sales the first week of his 56th year.

Although an auctioneer these many years it was not until last summer that he attended his first National Auctioneers Convention in Kansas City. He received the prize for being the oldest auctioneer in attendance but the joy and pleasure received from attending a National meeting of the members of his profession was worth far more than any material gift. He will soon be celebrating his 79th birthday and is eagerly looking forward to attending this year's Convention in Lansing, Mich., July 18-20. Regarding State and National Auctioneers Conventions, we quote the following from Col. Clay:

"I certainly feel no auctioneer, old or young, can afford to miss these meetings. "The fellowship and talks that tend to inspire us all are too great to let pass by."

Col. Clay also offers the following ad-



Col. O. S. Clay receiving the award for being the oldest Auctioneer present at last year's National Convention. Convention Chairman, Col. Jewett Fulkerson makes the presentation.

vice, "Do all the good you can for the other fellow." I never fail to put the young auctioneer on to give him a chance and help get his start. "If he proves to be better than I, he is the one that should have the job. "I've known auctioneers who have done all they could to keep the young auctioneer from getting started but not me. "Give thy brother the helping hand, always."

The following is reprinted from THE SHELBYVILLE, (IND.) NEWS, issue of May 1, 1952:

MARKING HALF-CENTURY IN AUCTIONEERING FIELD

While auctioneering at a sale in Waldron, Saturday, O. S. Clay will be observing his 50th anniversary in a career which began for him more or less as an "accident."

He cried his first sale on May 2, 1902, in Shrout, (or Buzzards Roost) Ky., when he was 23 years old. It was a judgment sale conducted by William S. Tucker, a constable of Nicholas county, Kentucky, who, unable to secure an auctioneer, held Mr. Clay to a joking remark that he would serve in a "pinch." The sale was successful and before long the local man launched in a career which had been followed by his grandfather John Clay, a Kentucky pioneer.

In the 50-year period since then, Mr. Clay has been auctioneer for 8,351 sales in seven states, with the peak years of 1913 and 1914 finding him on the block 213 and 247 times. He has records of all but seven of the total number and they reveal that he has sold almost everything in the salable line: Farm land and other real estate, farm equipment and buildings, household furniture, a bar-room and its contents, beehives and honey, livestock, two church buildings, and so on. This is in addition to the millions of pounds which he sold in that unforgettable chant of tobacco men while following the loose leaf market in Indiana, Kentucky, North Carolina and Georgia.

Mr. Clay prides himself that he never failed to sell a piece of real estate which was put under his hammer and he remembers his longest sale as lasting continuously for six hours and 10 minutes. One thousand, one hundred and thirty-

five articles were sold. In 1919 he officiated at a tobacco sale during which 634 baskets (152,710 pounds) were sold in two hours and 10 minutes. The monetary value of the sale was \$112,111.87, thus averaging a sale of \$862.39 worth of tobacco a minute.

After moving from Kentucky to Waldron in 1910, Mr. Clay farmed in addition to auctioneering and he was interested in politics. He served as a trustee of Liberty township and later served two terms as county treasurer. He moved to Shelbyville, in 1940 and he and Mrs. Clay reside at 618 S. Tompkins St. in a house containing many interesting and beautiful antiques—many of them bought at sales.

Famous Farm Goes To Friends Of The Land

MANSFIELD, Ohio — Malabar Farm, one of the nation's most famous agricultural showplaces, was purchased recently by friends of it's former owner, Mr. Louis Bromfield for a reported \$140,000. The group, known as Friends of the Land, announced plans to continue operating the farm as an experimental and educational center.

The farm was purchased from a real estate group that had intended to subdivide the 700 acres of land into smaller farms and a housing development. The house will shelter a fine agricultural and scientific library, built around the substantial collection left by Mr. Bromfield.

Millions Move

Did you know about 35 million persons in this country moved last year? That's almost one-fifth the nation's total population. And Daniel P. Bryant, president of Bekins Van & Storage Co., expects a more than 5% increase this year. The cost of 1957 home-shifting will amount to about \$200 million.

Aero Mayflower Transit Co., owners of the nation's largest fleet of household moving vans, keeps statistics on family migration. For last year it found that almost 25% of its interstate moves were either to Florida or California.

Special Steer Auctions Fit Area Needs

● What started as an experimental stocker-feeder sale has developed into a twice-monthly auction at Union Stock Yards in Albany, Georgia. Nearly 16,000 head sold in 16 sales during '56.

What started as an experiment by W. M. Story, owner of Union Stock Yards in Albany in August, 1955, has turned out to be one of the best received marketing practices for Georgia generally, and for Southwest Georgia in particular.

Story and his manager, Dan L. Brooks, started their efforts on a hot August day to round-up cattle, buyers and interest, for the first of a series of special stocker-feeder steer sales that would eventually become a fixed project for Albany and offer cattlemen of the area one of the most favorable outlets for their cattle found anywhere.

Reactions from breeders and buyers alike point to their dependence on regular events which got started on Friday, September 3, 1955.

Wednesday is regular selling day at Albany and the idea was to build up a Friday sale that would cater mainly to steer buyers. Story secured a mailing list of prospective cattle feeders in several adjoining states and talked to scores of cattlemen in the South Georgia area to be sure he was furnished with a sufficient number of cattle for the first event. Then by telephone, direct mail, newspaper and radio advertising, he spread the word to get buyers on hand.

A total of 1588 head came in for the first sale, which went over big. Buyers were present from several states and a large number of cattle went to Florida feeders. The animals were sorted into lots of 5, 10, 15, 20 and 30 head to the pen and sold on sale day as they were grouped. The more than 1500 head hit a \$108.87 average per head.

Buyers and breeders were pleased and a second event was planned for the end of September, and cattle from the event went as far away as Pennsylvania. Since then events have been continued on a monthly basis until August of '56 when it was decided to stage two sales a month except for December.

Prices for cattle at these sales compare favorably with stocker-feeder prices

throughout the South. During 1955, in five sales, 7392 steers sold for an overall average of \$95.21, and in 1956, in 16 special sales, 15,960 head sold for a per head average of \$95.48.

The events continue to grow in size and an average of 997 head sold per sale in the 16 auctions held during the past year.

Most favorable aspect of the sales has been the dependence now shown by feeder buyers from all over the area, as well as buyers in eastern and mid-western sections. Buyers now know that they will not have to wait until a run of calves or butcher cattle as is the custom at regular auctions, before they have a choice of their needs. They can buy in numbers and buy the quality needed in these specialized sales. Then too, the breeder knows he has a market comparable with others where his cattle will be grouped and sorted by their size and quality.

The sales have seen an increase of buyers who purchase in large numbers. At one event during the past year, some buyers took as many as 300 to 500 steers in the afternoon auction.

Story and Brooks feel that the specialized sales has resulted in a better market for the producers of steers in the area. Buyers are now scheduling their needs to fit available numbers which they can expect at the regular auctions. The special events have also aided the regular Wednesday auction, says Story, as stocker steers that normally would go through on no particular schedule are now held out and sold on a Friday event where they are the special attraction.

The auctions are no longer experimental and they have not stopped growing. Though they are not the first sales of their kind held, their establishment on a regular basis have proven a boom to cattle breeders in the Southwest Georgia area. Other markets in other areas of the South have watched, and this worthy

system of marketing is bound to grow and grow.

Plans for even bigger events are being made by the Southwest Georgia concern for the future.

Historic Panels Fetch High Price

LONDON—Two 16th Century stained glass panels from Sulgrave Manor, Northamptonshire home of the ancestors of George Washington, have been sold to the Corning, N. Y., Museum of Glass.

The museum paid 3,200 pounds (\$8,960) for the two oval shaped panels after a lively tussle with other bidders, mostly British collectors, in an auction at Southeby's.

The panels were put up for sale by Sacheverell Sitwell, the writer, who came into possession of them before Sulgrave Manor was taken over by a British-American trust. One of the panels bears the arms of John Washington and his wife, Margaret. It is undated. The other, dated 1588, bears the arms of Lawrence Washington and his wife, Margaret.

3,000 Years of Glass to Be Shown in Corning Exhibits

By SANKA KNOX

CORNING, N. Y., June 4—The splendor and infinite variety of glass during nearly 3,000 years of man's devising are qualities most apparent in a show that will open here tomorrow at the Corning Glass Museum.

The summer-long exhibition will bring to the public for the first time the Ray Winfield Smith collection in its entirety. A collection of 700 objects pursued and won through twenty-seven years, Mr. Smith's glassy quarry is considered the greatest collection of ancient glass in private hands. Parts of it had been on loan to the Metropolitan Museum, the Louvre and other institutions.

Corning's museum, rearranged for the showing by Thomas S. Buechner, director, sets a fitting stage for the precious relics. If one section of the display is more concerned with the beauty and forms of the glass shapes, another is "unapologetically educational," setting forth the artist's and the artisan's way with glass.

Mr. Smith's encyclopedic collection tells the fascinating story of man's way with glass from the time he learned to turn it around to a core to shape it; to press it into a mold; to carve it from

a solid block and finally, and lastingly to blow it.

Mr. Smith, formerly in the oil industry and more recently the United States Commissioner of the Military Security Board in Germany, devotes most of his time these days adding to his collection and to acquiring technological knowledge aimed at better dating and geographical placing of his glass.

Mr. Smith lives in Dublin, N. H., and in Washington, when not hunting glass. His pursuit has taken him all over the world for treasure that is sometimes just a fragment. He has crossed the great salt desert of northeast Persia to the holy city of Meshed. Once, following a clue to a precious piece of glass, he patiently read most of the telephone directories in France for a name. He found it.

The prize pieces he has found are legion, from the tiny and extraordinary mosaic glass fragments of about the first century B.C. from Alexandria to such world-renowned pieces as the Potulonia Bottle.

This is a vessel of the fourth century that, through its inscription, confirms classical documentation of the unusual features of Puteoli, a fashionable resort near Naples.

Forward Or Backward

By COL. B. G. COATS

Every meet an Auctioneer that knows everything, always thinks he has the answer, right or wrong. Ever meet an Auctioneer that frowned upon organization, had no use for it or for anybody that belonged to it? There used to be many, but as time goes on they become less and less. What has happened during the past decade to make these Auctioneers less selfish and more enlightened has been the results of your efforts in promoting fellowship and the vital need of organization. Now if we knew all the answers there would be no progress, there would be no organization. But we don't know all the answers and never will. If we did not constantly seek to do things in a different way, seek to improve over the past, the auctioneering profession would be the same today as it was 100 years ago. There would not be any progress, there would not be any state or national organization and there would not be any national convention. It is an Auctioneer's curiosity about what he does not know and his desire in learning about it that makes for progress.

There is not an Auctioneer in the United States but what has something to learn. Every year those that want to learn, those that want to progress, those that want to improve themselves and their profession, those that know the value of organization welcome the opportunity of getting away for a few days to attend their national convention. They know that every year the national convention gets bigger and better, that every year it is filled with interesting features and that they can take home many ideas to think about. Now there would not be much incentive if we all thought that we would not see or hear anything new. This year just about everything is new, so much so, that the opportunity for us to go forward is greater than ever before.

It is wonderful that none of us know all the answers, even though now and then someone professes that he does, but

those of us about him know different. Even this individual know-it-all will soon come to realize that he hasn't fooled anybody but himself. This brings us to the point that we should all at least try to learn more than we already know. Every year that you miss a national convention you can count that year lost, because you are ending it without a better understanding and knowledge of your profession.

There are many ways by which an Auctioneer can help himself, most of them well known but not often used. The time is here now, when one of the most informative and constructive of them all can be profitably and happily made use of. The most worthwhile and informative program ever to be presented for our benefit will be featured this year at our national convention. Abundant opportunity will be afforded to see how the other fellow operates. This does not mean that we have to or should do exactly what he does, but it should inspire us and with new ideas make possible a better way to do it. That is progress and unless you progress you will find yourself going backwards.

The Michigan Auctioneers Association, host to the National Convention have issued every Auctioneer in the United States and Canada a most tempting invitation. Literally they are asking 25,000 auctioneers to join with them July 18-19-20. All who can go to Lansing, Michigan for this great conclave can learn something interesting and useful. You will find it pleasant and profitable. It's a real challenge because the Michigan Auctioneers Association have been laboring for many months to give us a convention that will enable all of us to go forward in our business, in our profession and in our state and national organizations.

For you it is definitely a business trip, but why not take the wife along and make it a pleasure trip. She will be entertained by the Ladies Auxiliary. She may pick up an idea for you that could

very well make for greater success in your business. None of us know what the preceding twelve months holds for us, so why not take advantage of this marvelous opportunity. A real sincere welcome awaits you by the Michigan Auctioneers Association.

Meat Eaters

Americans smacked their lips on a per capita consumption of 163.5 pounds of meat last year. This breaks the all-time record of 163.3 pounds set in 1908. This was a gain of almost a billion pounds more than consumed in 1955.

Meat production in 1956 was the highest on record. Experts say that this year there will be less of most kinds of meat, but indications are that there still will be plenty of meat to go around and at reasonable prices.

Production for 1957 is estimated to hit a little more than 27 billion pounds, which would be second only to last year's record breaker.

This would break down to about 157 pounds of meat per person, or 80.5 pounds of beef; 63 pounds of pork; 9 pounds of veal; and 4.2 pounds of lamb and mutton according to the American Meat Institute. This is what the average American ate last year: 83.5 pounds of beef; 66.3 pounds of pork; 9.3 pounds of veal and 4.4 pounds of lamb and mutton.

All in all, it appears to be another great meat eating year for prosperous Americans.

Teacher: "Give me the tenses of the verb 'to lie'."

Student: "Past, lied; present, lie again; future, get caught."

American's Art Collection

Is Envy of Paris' Louvre

PARIS — American banker Robert Lehman has brought enough of his art collection to Paris to make even the Louvre's directors envious.

The collection, accurately described as "beyond price," will go on show Wednesday in the Orangerie of Louis XIV, just a quick walk from the Louvre Galleries.

George Salles, director of French museums, saw the Lehman collection in New York in 1954. When Lehman consented to Salles' request to bring it here, the Louvre sent a team of experts to New York to select a show.

Their selection is billed as the largest and most valuable U.S. private exhibit ever sent to Europe. It is the first single American collection ever shown at the Orangerie, where the Louvre holds special exhibitions.

There are 80 paintings and 77 drawings plus about 170 items of bronze, jewelry, goldwork and furniture.

The paintings include works by Renoir, Matisse, Cezanne, Bonnard, Gauguin,

Seurat and Modigliani. However, the French experts passed up many fine examples of French art Lehman owns—because the Louvre itself is already well stocked.

The visiting display includes such famed non-French works as El Greco's "St. Jerome as Cardinal" and Botticelli's "Annunciation."

Lehman says:

"Having been a constant visitor to France for many years, I felt that this invitation would give me the opportunity of showing my gratitude in some small way for the great enjoyment my family and I have derived from the museums and homes of France."

The collection was amassed as a family enterprise over a period of more than 100 years, first by Philip Lehman and then by his son Robert, who is president of the investment banking house of Lehman Brothers in New York.

It is the first time any of the collection has been sent outside the United States since being acquired.

Shetland Ponies — Newest — Fastest Growing 4-H, FFA Project

BY JACK DRUMMOND

Little ponies are big business for 4-H and FFA members in Noble County, Okla.

And raising Shetlands promises to spread from Noble County all over Oklahoma, and into surrounding states.

In fact, the Perry (Okla.) Chamber of Commerce was so pleased with the results of its 4-H and FFA Shetland sale this spring, that it plans to sponsor a National Junior Shetland Pony Show and Sale in 1958.

At this first sale, 42 young horsemen led their ponies into the sale ring—and marched out with profits averaging \$398. That's what they made over and above the original cost of the ponies plus feed costs.

Mainspring for the project in Noble County is Perry Carlile, one of the nation's best-known pony breeders.

A former Vocational Agriculture teacher, Carlile has a warm spot in his heart for farm boys and girls—and a matching spot for the rugged little ponies that have made him famous.

His one big desire has been to get his two favorites pulling in double harness. So last year, with the help of County Agent Nelson Robinson, he sponsored what are believed to be the first Shetland pony 4-H and FFA projects in the country.

The major hurdle, and practically the only one, was the financial problem. Good ponies cost real money—and a farm kid's pockets, as a rule, hold more nails, rocks and fishing line than ready cash.

But here's how Carlile worked it out. Each boy and girl signed a contract to care for the pony and keep records on its progress for a year and then pay for it after this spring's sale.

Each boy and girl knew also that he or she would pay 5% interest on the original value of the pony.

These values ranged from \$75 for horse colts to \$400 for the most expen-

sive fillies. The average for all fillies was around \$280.

Carlile selected ponies for the boys and girls himself—trying to pick top quality, profitable animals.

Evidently he did a real job. The sale averaged \$698 per pony, with five of the little bluebloods selling for more than \$1,000.

Carlile's son, Larry, a 4-H'er, topped the sale with a filly that sold for \$1,525. Fred Waltermire, an FFA boy, was second with \$1,200. Both paid only \$280 for their fillies a year ago.

Other junior pony raisers topping the \$1,000 mark were John Wagner, FFA, and Twila Carlile and Earline Snyder, 4-H members.

Most of the young pony raisers became enthusiastic horsemen right off the bat. They're the best pets in the world. But the kids like those profits, too.

Earline Snyder, for instance, figured her feed costs for the year at \$40: \$25 for oats and \$15 for prairie hay. She paid \$280 for the pony, interest and insurance added \$28 more, which ran total costs up to \$348.

Her pony sold for \$850, though, which netted her a profit of \$502, plus her showing premiums.

Veteran pony breeders at the 4-H and FFA sale admitted that they "might have bid things up a little for the kids," but they also pointed out that ponies so well trained and conditioned as these would have sold high anywhere.

One gathered that pony prices have been somewhat inflated and nobody knows how long they'll stay at these levels. But present demand is still strong. Just last month, A. L. Irvin, Bloomfield, Iowa, paid a record-breaking \$17,000 for a sorrel Shetland stallion at a Des Moines, Iowa, sale.

The present plan will be continued next year, but Carlile and Robinson are setting up a pony chain in which mem-

bers will keep a pony mare 2½ years.

The mare's first filly colt will be returned to the chain and the mother will become the property of the boys and girls.

County Agent Robinson says he has had inquiries from "six or seven neighboring states on how to start a pony club."

The manager of the Oklahoma State Fair says that he is planning to schedule special classes for 4-H and FFA ponies.

If pony projects don't take 4-H and FFA by storm, it won't be because boys and girls aren't interested, Robinson says.

Farmers And Machines

Much has been said and written in recent months about the exodus of people from the land. On occasion political orators have exhorted the agencies of Government to do something to stem the tide and save the "small farm."

Prof. J. C. Bottum and Dr. J. O. Dunbar of Purdue University, in a recent economic study for the Farm Equipment Institute, have pointed up reasons for the rapid changes which have taken place in agriculture during one generation. It is obvious that Government has had no responsibility for the change, and that there is nothing Government

can do to arrest it, even if that were desirable.

The big reason is mechanization, which has displaced farm labor simply because it is cheaper. For example, a farmer in 1956 could buy with the cost of 348 days of hired labor a tractor which in 1940 would cost 660 days of hired labor. In 1956 he could buy one hundred gallons of gasoline for four days of hired labor, as compared with 11 days in 1940.

From 1940 to 1956, agricultural investment per worker jumped from \$3,431 to 15 thousand dollars on the average United States farm, and machinery investment accounted for most of the increase. In the Corn Belt the increase was from 19 thousand dollars to 59 thousand dollars. Meanwhile, the average size of United States farm increased from 174 acres to 242.

This rapid revolution in agriculture, it seems plain, was instigated by the development of machines which work cheaper than farm labor.

There is no present indication of any letup in this trend toward mechanization. It is, in fact, being spurred by the farmers' constant search for lower-cost production methods.

The simple life on the farm that grandfather knew is gone forever. None realizes it more than today's farmer as he keeps himself alert to development of new devices that will improve his efficiency.

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New Jersey's Lady Auctioneer



Col. Marian Stickle

A woman's touch is most helpful in many ways, some folks have admitted. They can make use of most anything, have foresight, imagination and can always see to what practical use any item can be put to. These were the words of Col. Marian Stickle, of Dover, New Jersey, the only lady Auctioneer in the state. She is the wife of Col. James H. Stickle, a husband and wife team.

Charming, vivacious and possessed a keen sense of humor auctioneering became her ambition, and under the guidance of her husband has developed into an auctioneer that people travel great distances to see and hear. She is admired and respected for her knowledge of what she is selling and presents it in such a pleasing and intelligent manner that she has the visitors calling the bids.

Col. and Mrs. Stickle operate a weekly auction in Dover, and on the day of their auction unless one is an early visitor the crowds are such that one will find standing room only. They also practice general auctioneering and their sales are many and varied. Both are

active and enthusiastic members of the New Jersey Auctioneers Association and we congratulate and welcome Mrs. Stickle, in joining with her husband in affiliating with the National Auctioneers Association.

Desert Burro Herds Face Extinction

That sad, shaggy, droopy-eared and sometimes comical equine of the west—the burro—faces extinction.

The burro's natural habitat is the least desirable environment known — arid, furnace-like desert areas. As the lion is the king of the jungle, the burro is king of the desert. He grazes sun-parched desert growth, quenches his thirst on alkali-water that can kill a man in a few hours, rests comfortably in 100 degrees plus heat. Where most life cannot survive, the burro thrives.

No Enemies

The burro has no natural enemies and is protected by steel-clad preservation laws. With the advent of the combustion engine, he serves no useful purpose. In California's Death valley and Mojave desert, the wild burro has found greatest protection. It is unlawful to kill the poker-faced beast even to protect grazing lands and watersheds.

He crops plant life from the valley and foothills surrounding the Mojave. Human population has increased in the area the last few years and depends on water from these plants.

Population Decline

Presently, there is an apparent decrease in numbers of other wild life in Death valley and the Mojave. The bighorn goat has been driven to near-extinction by wild burro herds. Soon other animals will follow suit. Even burros, with their increasing numbers and overgrazed desert land, show a decline in fertility and health.

Measures to reduce the burro population will allow more even distribution of wild life.

A dull thing about the straight and narrow is that you so seldom see anybody you know.

Montana Steers On Contract At \$20

Billings, Mont. — A set of 180 head of choice mixed yearlings in the White Sulphur Springs area have been contracted for mid-September delivery at \$20 steers and \$17.50 heifers, 4 per cent shrink.

In the Miles City area, a string of 750 head of good and choice. Hereford steers, carrying two brands, are contracted for early September delivery at \$20, 3-mile drive and 4 per cent shrink.

Cattlemen Invest In Santa Gertrudis

Kingsville, Texas — Cattlemen from eight states and three foreign countries paid more than a quarter of a million dollars for Santa Gertrudis breeding animals at auction sales recently. Ranchers from Texas, Delaware, Arkansas, Florida, Ohio, Louisiana, Arizona, Colorado, Cuba, Canada and Venezuela purchased 137 Santa Gertrudis animals at four Texas sales, paying an average of \$1,830 per animal.

Sunday Auctions

Col. R. C. Foland of Noblesville, Indiana, who has been contributing to our readers some articles condemning auction sales on Sunday, reports that he is gratified indeed, to know there are many of our readers who share this view. Auctioneers in various parts of the United States have written Mr. Foland congratulating him on his stand along this line.

Following is a quotation from one of these letters from a Kansas auctioneer. "I have always appreciated your writings. You wrote an article on Sunday auctions. I am grateful that there are other auctioneers who feel the way I do about Sunday auctions. I was offered a sale on Sunday, but turned it down. I didn't feel it was right. I would like to go a little farther with my convictions. Kansas is having their state auctioneers association meeting June 2nd, which is

on Sunday. I would like to go but I don't feel I should neglect Sunday School and Church to go, when the Bible says, 'Remember the Sabbath day to keep it Holy' "

We solicit contributions from our readers on this controversial subject, either pro or con.

Road Contractor Buys Fairground

HARTFORD, Mich. — The 42-year-old Van Buren County fairground was sold at public auction for \$25,700 to a Benton Harbor road contractor.

John Yerington was successful in the brisk bidding for the 45-acre tract and several exhibit buildings that have been condemned by the state fire marshal.

Idaho Horse Sale Finds Demand Good

IDAHO FALLS, Idaho—More than 150 horses were sold in Idaho Falls May 25. Demand was strong and the sale ring was packed to overflowing.

Saddle horses were in best demand and brought from \$100 to \$200 per head with the top saddle horse selling for \$240, and the common kind below \$100. Good young work horses found a ready outlet at prices from \$50 to \$200 per head with the top team bringing \$225 each.

Shetland ponies found a ready outlet. Most of them selling about \$100 and the top pony, a bay and white, selling for \$170.

LIFE'S SUPPLY

It takes the average cow 8 years to supply enough milk to satisfy the life-demand of today's baby . . . figures the National Milk Producers Federation. Figuring in more detail . . . today's baby will drink during its 68.8 years of life expectancy almost 12,000 quarts of milk . . . eat about 620 pounds of butter, 537 pounds of cheese, and 1,032 quarts of ice cream. This is based on the present rate of consumption.

City Owned Vehicles Sold At Auction

It is not easy to convince our public officials that the Auction Method is the best way to dispose of unneeded or unwanted materials or commodities but after weeks and months of trying Col. Fred Smiley of Saginaw, Mich., succeeded. He not only succeeded in getting the City of Saginaw to try the auction method but he also convinced them it was the better way when the figures in black and white showed that the City received more money for their obsolete vehicles than they had with the sealed bid method.

Following is a reprint from the Saginaw (Mich.) News:

CITY AUCTION OF VEHICLES NETS \$11,645

With the help of auctioneer Fred W. Smiley, the City of Saginaw picked up \$11,645 at its first auction-block sale of used cars, trucks and motorcycles.

More than 200 persons went to the Municipal Garage to get in on the bidding. The City sold 20 passenger cars,

10 pick-up trucks, three 2-ton, one 3-ton and two 6-ton trucks, and three motorcycles.

Highest price paid for a car was \$385 for a 1954 model. All the other cars were 1953 and 1952 models.

Motor Equipment Director Tunney termed the auction "highly successful" and said the City definitely made out better than it has in taking sealed bids.

We congratulate Col. Smiley on his confidence in his profession, his perseverance in securing the job and his ability in doing the job so well. We may have an old profession but it still needs "selling."

Red Angus Assn. Of America Meets

GUTHRIE, OKLA., George C. Chiga, Guthrie, was re-elected president of the Red Angus Assn. of America at its annual meeting here April 26-27. Newly-elected first vice president is R. C. Buckner, Jacksonville, Texas, and new second vice-president is Mrs. Waldo E. Forbes, Sheridan, Wyo., Joe P. Givham, Mobile, Ala., was chosen secretary-treasurer.

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Silicone — tufflex iron board pad and cover set— prepriced \$4.98, your cost	\$ 8.50	Per Doz.
Paint in all colors — \$4.95 value, your cost	\$ 1.25	Per Gal.
5 ft. Two piece glass fishing pole, your cost	\$10.80	Per Doz.
10 in Window-table fan combination— prepriced \$49.95, your cost	\$10.00	Each
Portable charcoal grills in carry-home cartons, your cost	\$ 2.75	Each
3 piece Luggage set beautifully packaged— prepriced \$59.95, your cost	\$13.25	Per Set
Dupont orlon filled pillows in polyetheleyne bag— prepriced 2 for \$12.95, your cost	\$ 2.25	Per Pair
"Stratford" or "Goodyear" sewing machines, complete attach- ments and accessories, nationally advertised at \$189.50, your cost	\$32.50	
7 in. Power saw, cuts unfinished 2 x 4 at 45° angle, your cost	\$23.00	
Heavy duty ¼ in. drill geared chuck— prepriced \$39.95, your cost	\$13.25	

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THE LIGHTER SIDE . . .

DEFINITION

Someone has defined a "wolf" as a big dame hunter who enjoys life, liberty and the happiness of pursuit.

MARRIED LIFE

"Don't try to cultivate perfection in the woman you marry," we overheard Grandad Hillis coaching some young men. "You may succeed, but you'll then discover you weeded out many of the very traits that made you love her in the beginning."

JOB TRAINING

"Yes, I'll give you a job. The first thing I want you to do is sweep out the store."

"But I'm a college graduate."

"Okay, I'll show you how."

IT'S EASY

"Do you know how to drive a baby buggy?"

"Naw. How?"

"Tickle its feet."

RULES OF THE ROAD

Authorities differ on just what should constitute courtesy in motoring. However, a tentative list contains ideas crude enough to be practical. This list includes:

Never run over a pedestrian without excusing yourself.

Do not appear eager when crowding a smaller car off the road.

Upon hitting an immovable object come to a full stop.

Refrain from turning corners in the middle of the block.

Show proper respect for battered five-ton trucks.

Don't argue with the wife while driving: you have a home for that purpose.

Application of these simple rules is bound to reduce the number of mass meetings on your highways.

Needless to say, standing back and allowing a train to use the crossing first is a bit of refinement in which virtue is its own reward.

RACKET

"Well, you can't say I made any noise coming in last night."

"No, but the men carrying you did."

RESCUE PARTY

Two hunters had been out in the woods for several hours and one of them had been growing uneasy. Finally panic overcame him. "We're lost!" he cried to his companion. "What on earth are we going to do?"

"Take it easy," said his composed friend. "Shoot an extra deer and the game warden will be here in a minute and a half."

PROFESSIONAL ADVICE

Client, telephoning from prison: "They've shaved my head, cut a slit in my pant legs and rolled up my sleeves. What'll I do?"

Lawyer: "My advice to you is that whatever you do, don't sit down."

SAME THING

"Do you act toward your wife as you did before you married her?"

"Exactly. I remember how I used to act when I first fell in love. I used to stand in front and look at her house, almost afraid to go in. Now I do the same thing some nights . . ."

WATCH DOG

The salesman stared doubtfully at the rather formidable-looking animal lying on the doorstep. "What breed is your dog?" he asked the little old lady.

"Don't rightly know," she said. "My brother sent it from Africa."

"Well," the salesman hesitated, "it's the queerest dog I've ever seen."

The prim lady nodded her head. "You should have seen it before I cut its mane off."

PLEASE!

"John, I'm sure I heard a mouse squeak!"

"Well, what do you want me to do—get up and oil it!"

CRITICISM

The galleries are full of critics. They play no ball. They fight no fights. They make no mistakes because they attempt nothing. Down in the arena are the doers. They make mistakes because they attempt things.

Ford forgot to put a reverse gear in his first automobile. Edison once spent \$2,000,000 on an invention which proved of little value.

The man who makes no mistakes lacks boldness and the spirit of adventure. He is the one who never tries anything. He is the brake on the wheel of progress.

And yet it cannot be truly said that he makes no mistakes, because the biggest mistake he makes is the very fact that he tries nothing, does nothing except criticize those who do things.

—Sunshine Magazine.

TAXES

If we had to pay taxes on what we sometimes think we are worth, things would be a lot worse than they are now.

OLDEST LIVING THING

The oldest living thing on earth is believed to be a tree — a cypress tree — at Rio del Tulle, Mexico. The tree is estimated to be between 5,000 and 7,000 years old.

Great is wisdom; infinite is the value of wisdom. It cannot be exaggerated; it is the highest achievement of man.— Thomas Carlyle.

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REPLACEMENT POLICY

The wealthy owner of a manufacturing plant had just suffered a fire which destroyed his entire building. His insurance agent, explaining the policy that covered the building, told him that the insurance company, instead of paying the claim in cash, would build him another plant just like the one that burned.

"Well," replied the dealer, "if that's the way your company does business, you can cancel the insurance on my wife."

POINTLESS

Two fellows met at a bar. "Say," said the first, "what does your wife say when you're out this late?"

"Nothing," replied the other, "I'm not married."

The first fellow pondered for a moment, and asked, "Then why do you stay out until this hour?"

INVISIBLE

Businessman: "I want some invisible hair nets for my wife."

Clerk: "Here you are, Sir. That will be twenty-five cents."

Businessman: "Are you sure they are invisible?"

Clerk: "Invisible! Why, I've been selling these things all morning and we've been out of stock on them for two weeks."

THE AYE'S HAVE IT

Company president to Executive Board: "... and all those opposed will so signify by saying 'I resign.'"

TOO BAD!

Bandages covered the fellow who lay in the hospital. Dazedly he asked his visiting pal, "Wh-what happened?"

"You absorbed too much last night and then bet that you could fly out the window and around the block."

"Why didn't you stop me?" screamed the patient.

"Stop you," said the other. "I had ten bucks on you."

CAUSE AND EFFECT

Women who insist on wearing the pants frequently find some other woman is wearing the mink.

THAT'S WHAT YOU THINK!

A man who had just bought a light plane was giving his wife her first ride.

"What I like about traveling this way," he said, "is that all the strain is gone. There's lots of room once you get away from the airports, you don't have to worry about pedestrians, and there's no such thing as a traffic jam. Also," he continued with a smile, "I don't think I'll be troubled with backseat driving up here."

Peering through the windshield, his wife snapped, "Watch out for those birds."

GADGET

Salesman: This model has a top speed of 130 miles an hour, and she'll stop on a dime.

Prospect: What happens after that?

Salesman: A little putty knife comes out and scrapes you off the windshield.

REASON

The young secretary wrote a note to her boss resigning from her job. She wrote: "My reason will soon be apparent—and so will I."

TEXAS STYLE

A Wyoming rodeo performer visited a Texas ranch and was invited to try one of the local broncos. No sooner had he mounted than he found himself flat on his back.

"Man!" he gasped, "These horses down in Texas sure can buck."

"He didn't buck," commented a Texas cowhand. "That cayuse was merely doing what we call hiccupin.."

OLD-FASHIONED

Father, inspecting daughter's bathing suit —

"Shirley, it's just big enough to keep you from being tanned where you ought to be."

MONKEY BUSINESS

Remember the fable about the monkey dividing the cheese between the cats? To balance the scales, he nibbled first from one cheese and then from the other until all the cheese had been eaten—and the cats had none.

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5. Added Membership will help your Association obtain the cooperation of leaders in legislation for the protection of the Auctioneer Profession.
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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.