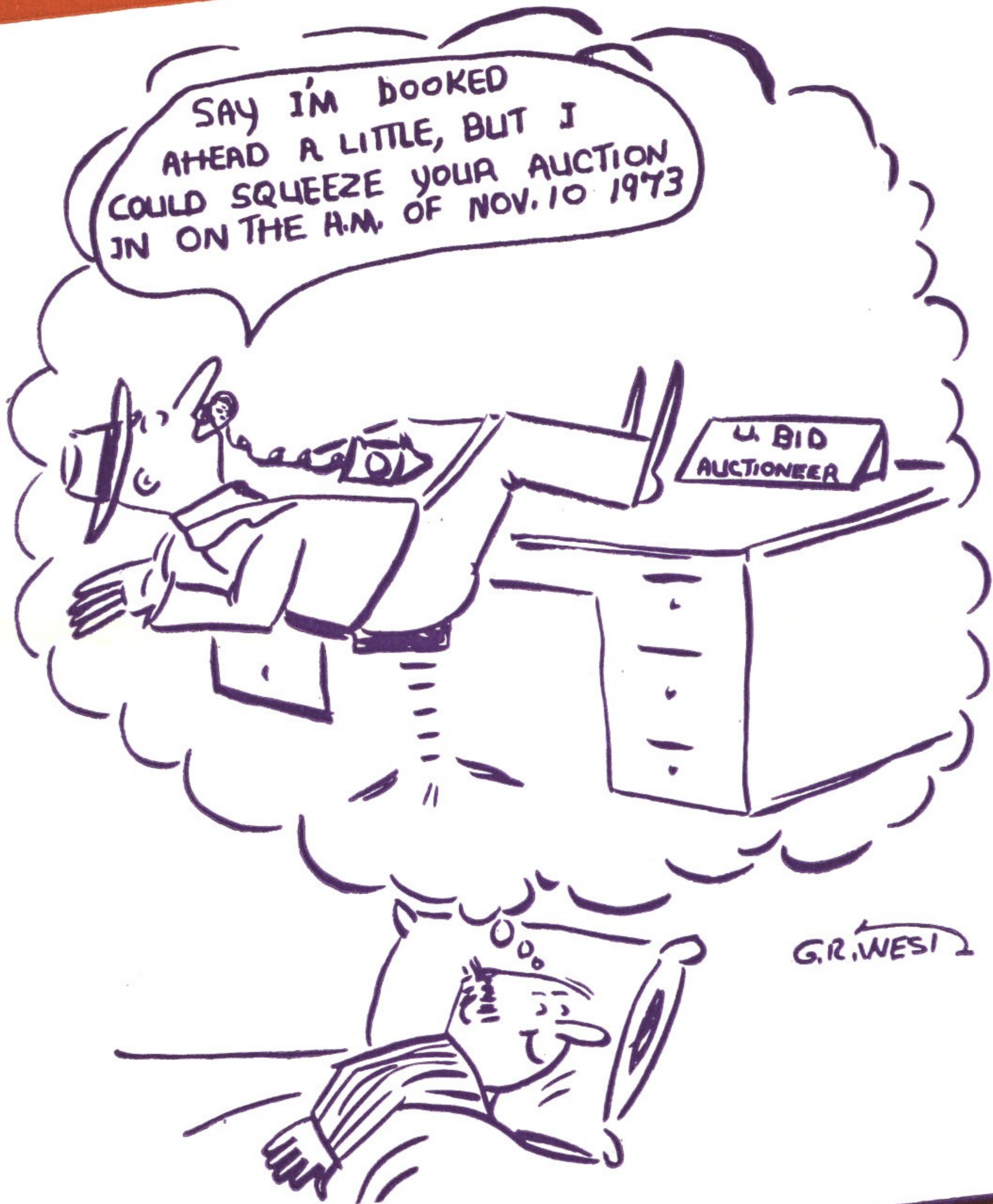


the AUCTIONEER



SAY I'M BOOKED
AHEAD A LITTLE, BUT I
COULD SQUEEZE YOUR AUCTION
IN ON THE AM. OF NOV. 10 1973



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The Auctioneer

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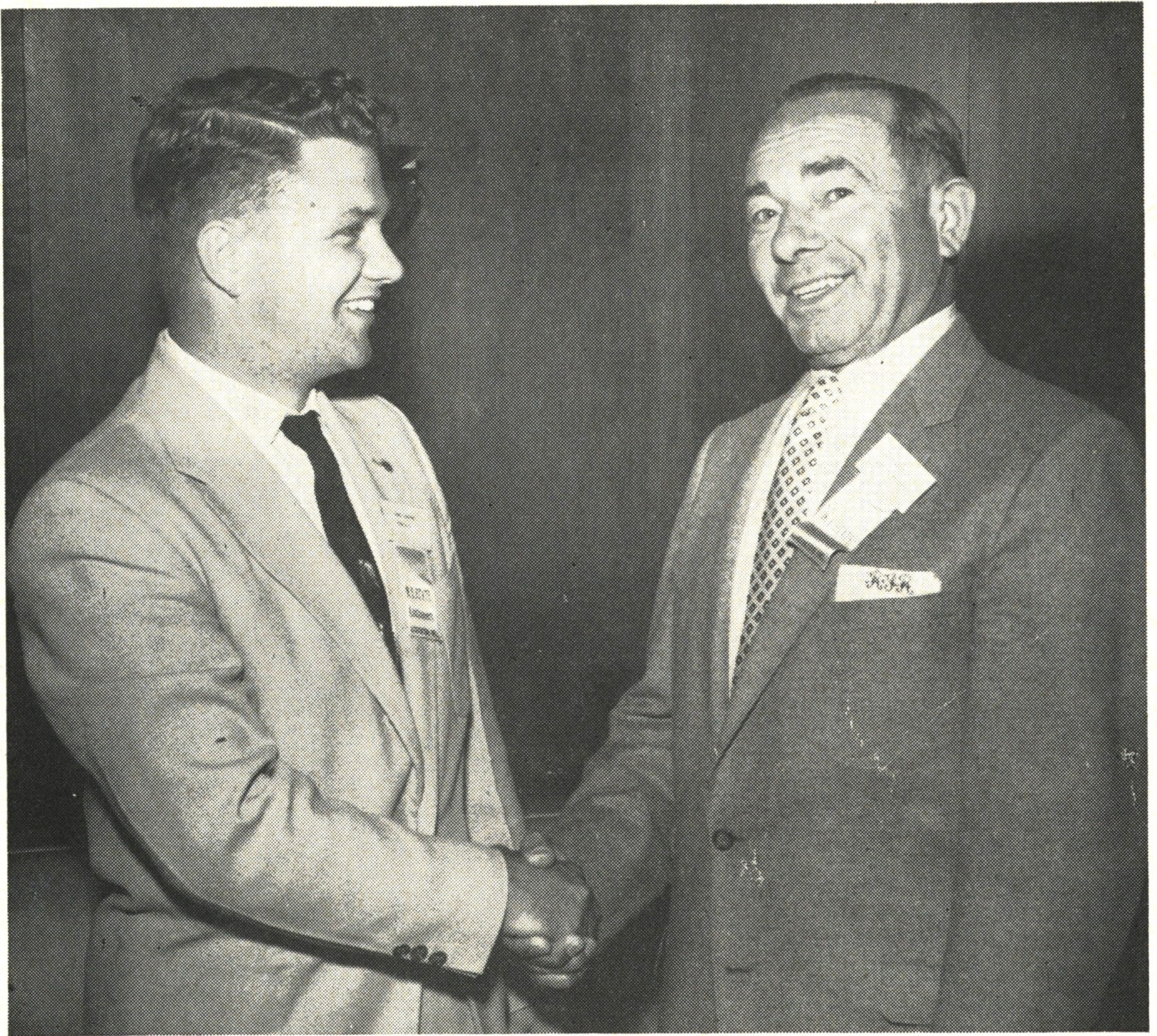
New York State Auctioneers Stage Third Annual Convention

By PAUL W. CALKINS, Peru, N. Y.

The third annual convention of the New York State Auctioneers was held at the Hotel Syracuse, Syracuse, N.Y., on September 7th. There were fifty members present from all sections of New York State. The meeting convened at 1:30 P.M. with Col. Raymond E. Field of Onondaga Hill, N.Y., acting as Master of Ceremonies. Speakers of the afternoon were Col. Tim Anspach, na-

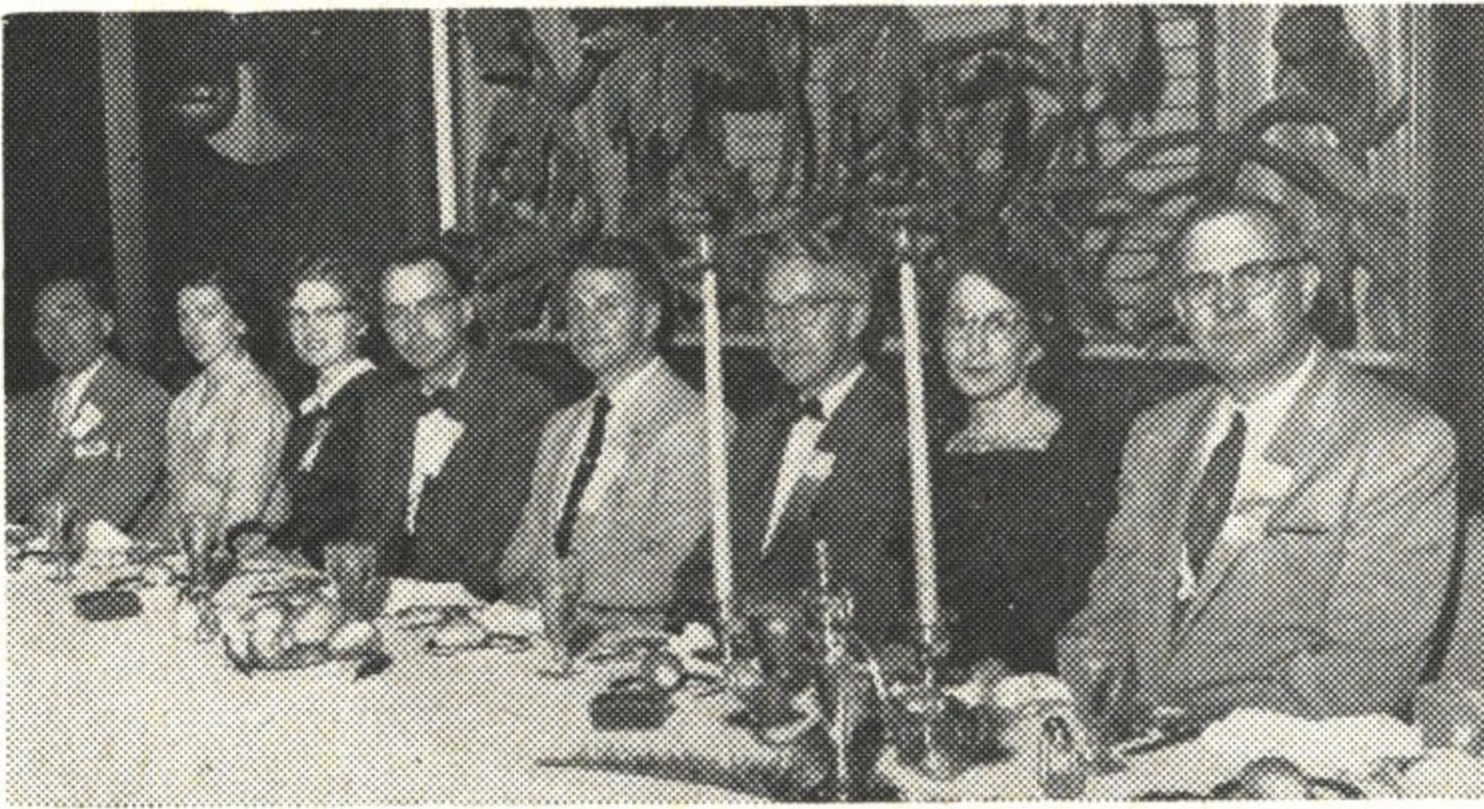
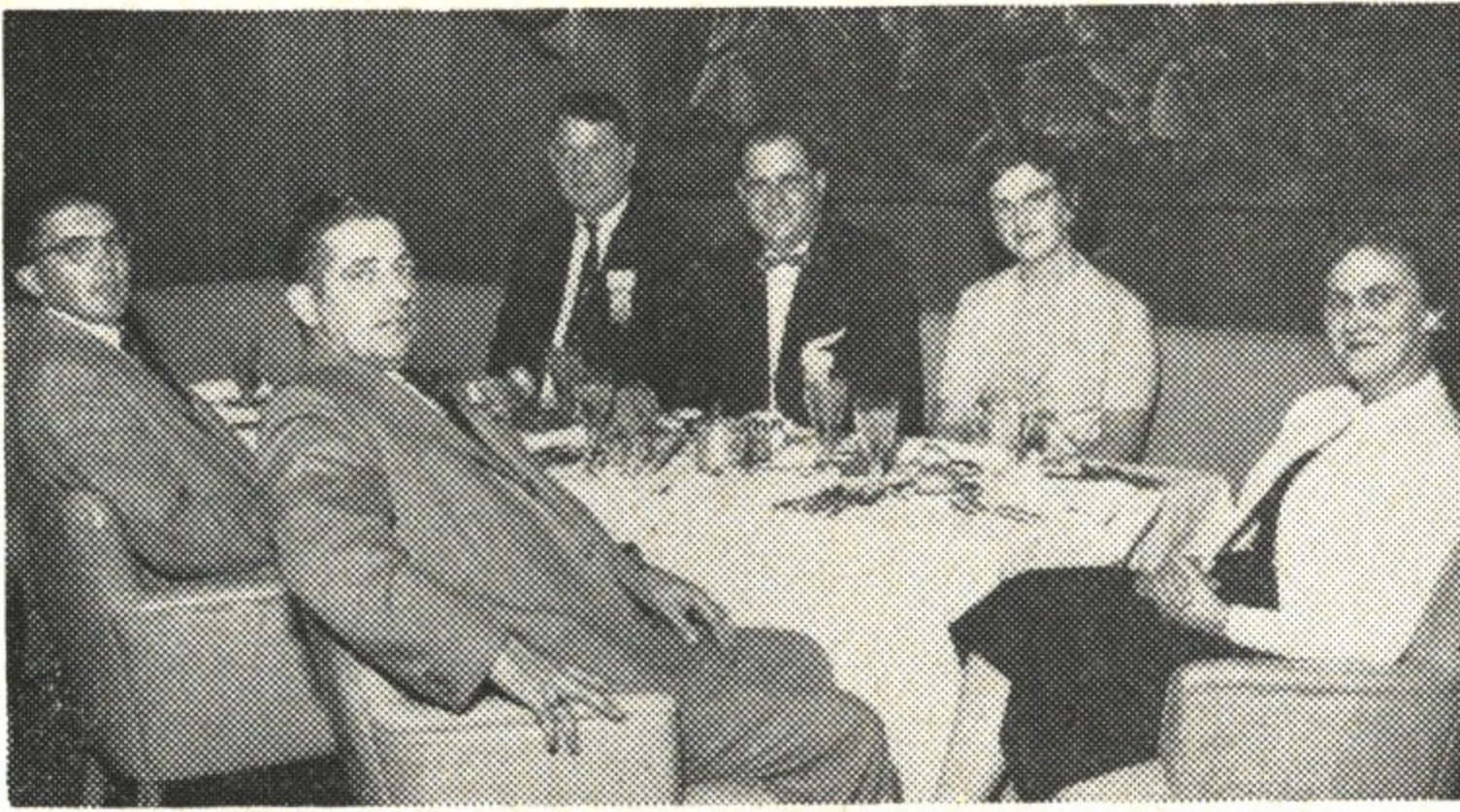
tionally known automobile auctioneer from Albany, N.Y., Col. Tremblay, internationally known trotting horse auctioneer from Massachusetts, Col. Bernard Hart, Secretary of the National Auctioneers Association, Frankfort, Indiana, and Paul Calkins, President of the New York State Auctioneers Association, Peru, N.Y.

One of the main subjects of the busi-



Col. Paul Calkins (left) offers his best wishes to Col. Ralph Rosen, newly elected President of the New York State Auctioneers Association. Col. Calkins is retiring President.

IN UNITY THERE IS STRENGTH



These photos were snapped during the Banquet of the New York State Auctioneers Association. Where have you ever seen such a fine group of folks, all thoroughly enjoying themselves. These are the men and women who will be entertaining us in Buffalo next July.

ness meeting was the appointments of committee chairmen to start planning for the National Association Convention, which is to be held in Buffalo, N.Y., in July of 1958. A great deal was accomplished by these committees before leaving Syracuse and it is certain that if their plans are even partially completed, the 1958 convention could be one of the best ever. It was the feeling of the entire membership in attendance that they want to be sure to plan on having the largest attendance for any National Convention.

A part of the afternoon's business was that the ladies formed a State Auctioneers Auxiliary, elected officers and made plans for meeting the ladies of the National Association in Buffalo next

July.

The day's meeting and business was brought to a pleasant end with a banquet held in the Cavalier room of the Hotel, with everyone enjoying their meal while listening to the outstanding selections of a harpist who played all kinds of selections, with one exception — she did not play "The Auctioneer's Song." The speaker of the evening was Col. Harris Wilcox of Bergen, N. Y., who was in his usual form giving one of his outstanding inspirational addresses. Col. Wilcox pointed out that he was so pleased to see how the State Association had accepted the task of planning for the National Convention and that he hoped they would follow through with their idea of putting on the best Na-

tional Convention ever. Col. Ray Field was also Master of Ceremonies at the Banquet and after Col. Wilcox's talk, the 1956 Convention movie was enjoyed by everyone and the last event of the evening was Paul W. Calkins' turning the meeting over to the newly elected President, Col. Ralph Rosen of Buffalo, N. Y., who gave a very nice incumbent address.

It was the feeling of the entire membership in attendance that Col. Donald W. Maloney of Syracuse, N.Y.S. Secretary, deserved the most of the credit for having this Convention so successful, but Don was in his usual form, accepting absolutely no credit from anyone. Committees for the National Convention were announced and the evening was ended with one concensus of opinion, being, "Let's go home and do a bang-up job for our 1958 National Convention. Buffalo, here we come!"

Have You Heard?

Whenever a woman starts weeping,
It's part of a definite plan
To get something out of her system,
Or to get something out of her man.

Names In The News

It makes little difference how important your job or your profession if the public fails to realize this importance. Therefore, every time the press, radio, or television brings before the public a subject that pertains to your business or your profession, and they say nothing detrimental to that business or profession, every member gains.

Cedric Adams, popular columnist of the Minneapolis (Minn.) Star devoted two paragraphs on September 28 to the auction profession, mentioning two very well known members of the NAA. The following is a reprint from Mr. Adams' column:

"WILL YOU BUY IT?" "How much am I offered?" "Can you use it?" Guess what you missed yesterday. Colonel Frank A. Sloan, commercial auctioneer, complete with Stetson hat, yellow and brown polka dot string tie and heap big smile. We chatted. Did you know that to become a member of that profession in the first place, one must have a state and city license (\$260) furnish a \$5,000 bond, and be able to "sell fast." Frank and his part-time partner, Tom Gould,



Responsibilities that go with a State Auctioneers Convention were on the shoulders of this group of New York auctioneers. From left to right: Col. Ralph Rosen, Buffalo, President-elect; Col. Harris Wilcox, Bergen, past-President and current NAA President; Col. Paul Calkins, Peru, retiring President; and Col. Donald Maloney, Syracuse, Secretary and Treasurer.

“cried a sale” that netted the city over double the amount they had a firm bid for. They sold out the Nordic hotel—146 rooms in four hours. There are NO fixed prices. Everything is sold to the highest bidder. And watch your gestures once the bidding begins. A raised eyebrow could result in your owning a new set of encyclopedias. A dead man’s property has more value than a living one’s.

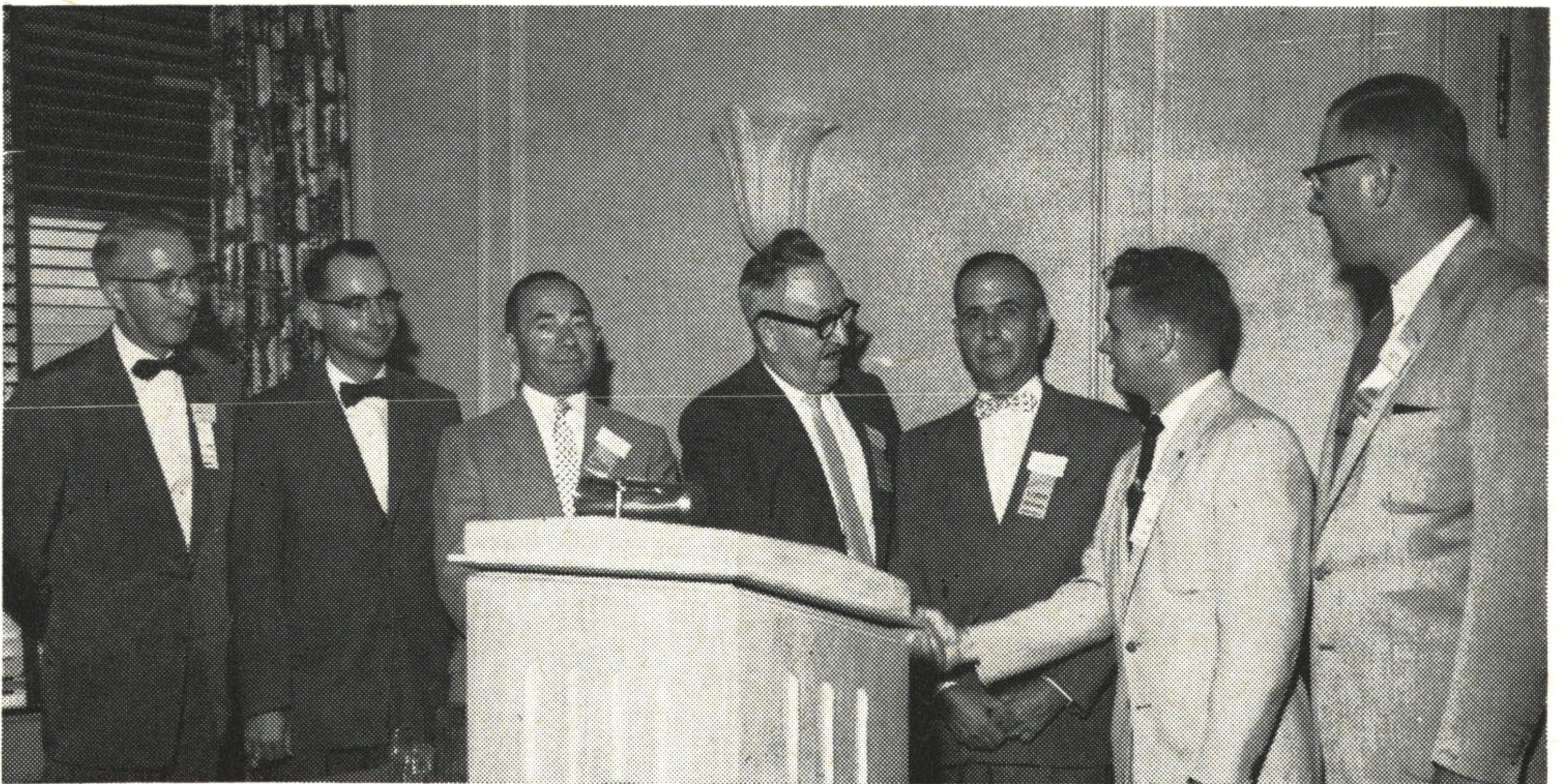
PROCEDURE, BRIEFLY, for an auction is this: When the colonel (honorary title) gets a call, (usually the client is compelled to liquidate or is in financial trouble), he inspects the inventory to see that it’s suitable for auctioning. Then a contract is drawn up stating his commission, which is based on the potential of what is being sold. Varies from 10 to 25 per cent. Next an inventory is filed with the city and a permit taken out to “sell that sale.” Classified ads are placed in our gazette, sale bills sent out to direct mail customers. About 12 people, clerks, set-up men, cashiers, checkout men, stage the auction. Tuesday is the best day. The colonel sells from 100 to 170 pieces an hour. He has a thorough

knowledge of prices, feels the mood and trend of the customers—can “see their pocketbooks through their pants,” and the show’s on. Must be quite a rare exposure to human emotions, huh? ‘Specially when Ma comes home with an unwanted vase just to show Mrs. Jones HER pocketbook was bigger!

Auctioneer Contest Featured At Fair

Column one, page one of THE WALL STREET JOURNAL, carrying the date-line, September 23, 1957, describes the Greater Allentown (Pa.) Fair. Ordinarily, this would not draw mention in “The Auctioneer.” However, the very first paragraph of column one, page one, explains one of the good reasons why the Allentown Fair is ‘Great.’

It reads something like this, “I got a stove here, a gleaming white stove, almost brand new and what’ll you bid? \$100? \$100? I got \$105 in the balcony.” You guessed it, an auctioneer is at work but he is not conducting a sale — he is working for the AUCTIONEERING CHAMPIONSHIP of the Greater Allentown Fair.



This group played a more or less active part in the New York State Convention. From the left: Raymond Field, Harris Wilcox, Ralph Rosen, Tim Anspach, A. L. Tremblay, Paul Calkins, Bernard Hart. You’ll be seeing more of this group at Buffalo, next July.

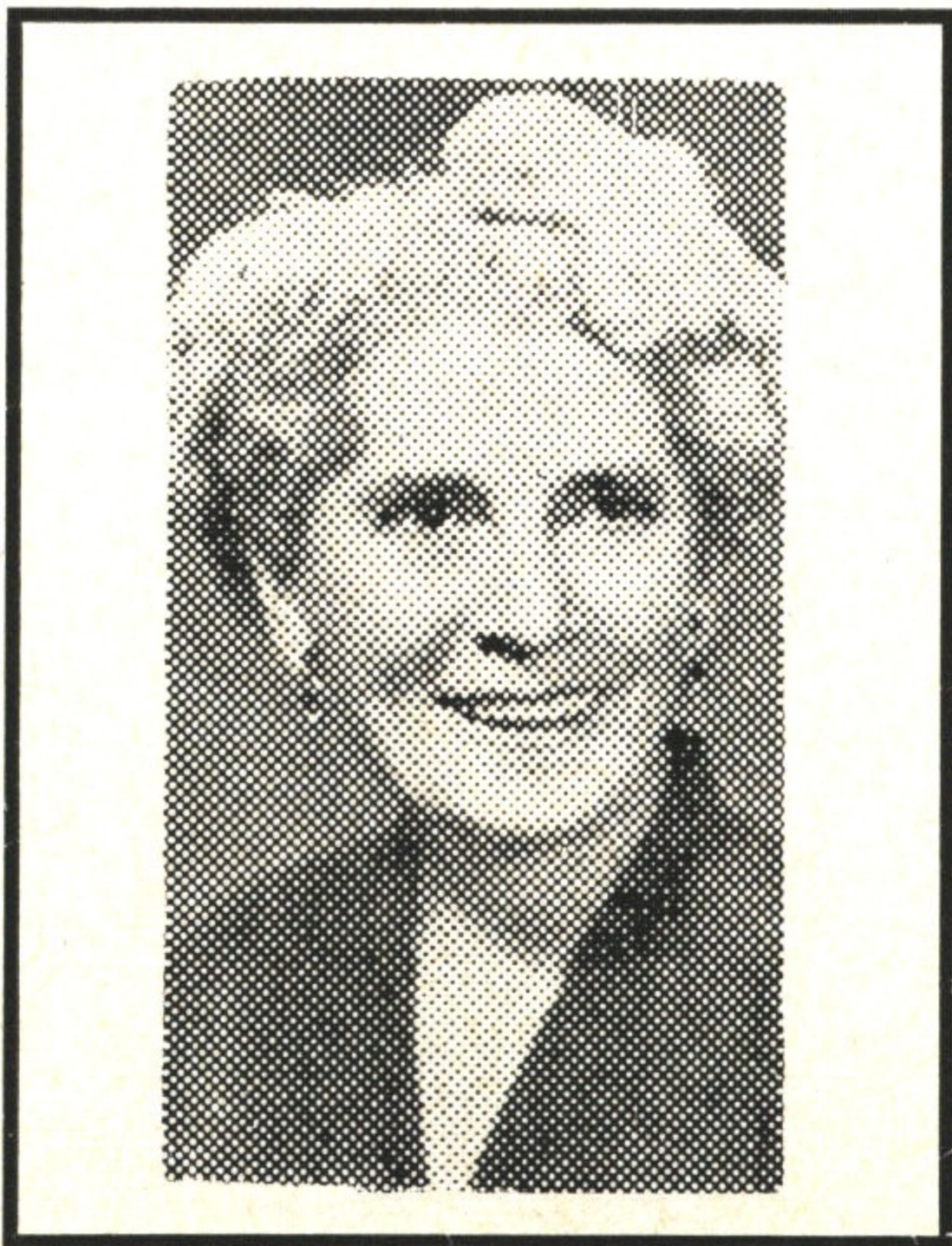


CHARTER MEMBERS OF THE LADIES' AUXILIARY TO THE NEW YORK STATE AUCTIONEERS ASSOCIATION. Standing, left to right: Mrs. Ray Field, Mrs. James Landen, Mrs. Clifford King, Mrs. Irwin Murray, Mrs. Howard Hovey, Mrs. Timothy Anspach, Mrs. Donald Kent, and Mrs. Jack Mamber. Seated: Mrs. Paul Calkins, Mrs. Harris Wilcox, Mrs. George Nichols and Mrs. David Tracy.

THE LADIES AUXILIARY

June Holford, First Auxiliary Head, Dies

Mrs. June N. Holford, Charter Member and First President of the Ladies Auxiliary to the National Auctioneers Association, died at St. Joseph Hospital in Highland, Ill., August 16, following a lingering illness.



Mrs. Holford was born at Cherry Vale, Kansas, June 18, 1902, the daughter of the late William Cook and Mrs. Cora Baker Cook, now of Independence, Kansas. She was married July 22, 1929 to Walter Holford, a past President of the NAA, and had lived in Madison County, Illinois, since that time, the past 16 years in Edwardsville.

In addition to her husband, Mrs. Holford is survived by two daughters, Mrs. Orville Landert, Pocahontas, Ill., and Mrs. Bethel McQueen, Collinsville, Ill.; one brother, T. L. Cook of San Antonio, Tex.; and six grandchildren.

When the Ladies Auxiliary to the NAA was organized at Decatur, Ill., in 1951, Mrs. Holford was named as President. She was re-elected to a second term at

Minneapolis in 1952. Later she served the organization as Historian. Mrs. Holford was also a past President of the Ladies Bowling League of Edwardsville and a member of the Baptist Church.

Auxiliary Formed In New York State

By Mrs. Paul Calkins

A Ladies Auxiliary to the New York State Auctioneers Association was organized in a meeting at the Hotel Syracuse in Syracuse on Saturday, September 7. Mrs. Harris Wilcox, President of the National Auxiliary, presided.

The following officers were elected: Mrs. Wilcox, President; Mrs. David Tracy, Vice-President; and Mrs. Paul Calkins, Secretary-Treasurer. Directors elected were Mrs. Irwin Murray, Mrs. James Landen and Mrs. Ray Field. Membership fees were set at \$3 per year. A Constitution and By-Laws will be presented for the approval of the membership at a later date.

The 1958 National Auctioneers Convention, to be held in Buffalo, was discussed and plans were made to appoint committees to arrange for the reception and entertainment of guests from all parts of the country.

Following their own meeting, the ladies attended the evening Banquet of the New York State Auctioneers Association. Here they enjoyed an interesting program which included the film of the 1956 National Convention.

An attractive girl was being interviewed for the job as secretary. The boss asked her what salary she expected.

"I'd like to have \$75 a week," she sweetly replied.

"Oh, I can pay you \$75 a week with pleasure."

"Oh, no," answered the doll, "with pleasure, it's \$100 a week."

“What Shall I Sell At Auction?”

By **GEORGE MICHAEL**

Secretary, New Hampshire Auctioneers Association

I've always admired the glib tongue of the auctioneer who rattles off the ancestry of a ton of beefsteak on the hoof, then proceeds to exhort a heartwarming price out of a crowd of buyers who are fanning the breeze with one signal or another looking for his favor so as to not be missed in the bidding. What a pleasure it must be to always sell something that the buyers are fighting over. Everytime a buyer opens up the auctioneer must see dollar signs instead of faces in the crowd, computing his commissions in a fashion that would put an IBM machine to shame. And to hear a fight, occasionally, that you missed a hundred, dollar bid that somebody tried to make when you were looking the other way and said, “Sold.”

I guess we fellows by the side of the road in our auction barns, makeshift, or otherwise, must miss a lot of thrills that go with the big stuff that's knocked down to the highest bidder day after day. “Yes, Mr. Jones, we'll accept your bid of two hundred thousand dollars to start off this mill property,” — or “Thank you, Mr. Astorbilt, for your starting bid of two thousand dollars on this Queen Anne Highboy.” — . . . Yet, any auction, big or small, isn't without thrills of some sort or another. It just makes one think, though, how a man who wants to take to the auction business chooses which branch of the profession. Probably most men get into the business through association with other auctioneers. A great many go to the auction schools and then hang out their flag. Others are known as fast talkers in their town, and some church or other organization asks them to conduct a benefit sale, and presto — you have a budding auctioneer by the time the ladies get done praising him all over. Others get into it looking for a fast buck, with little work.

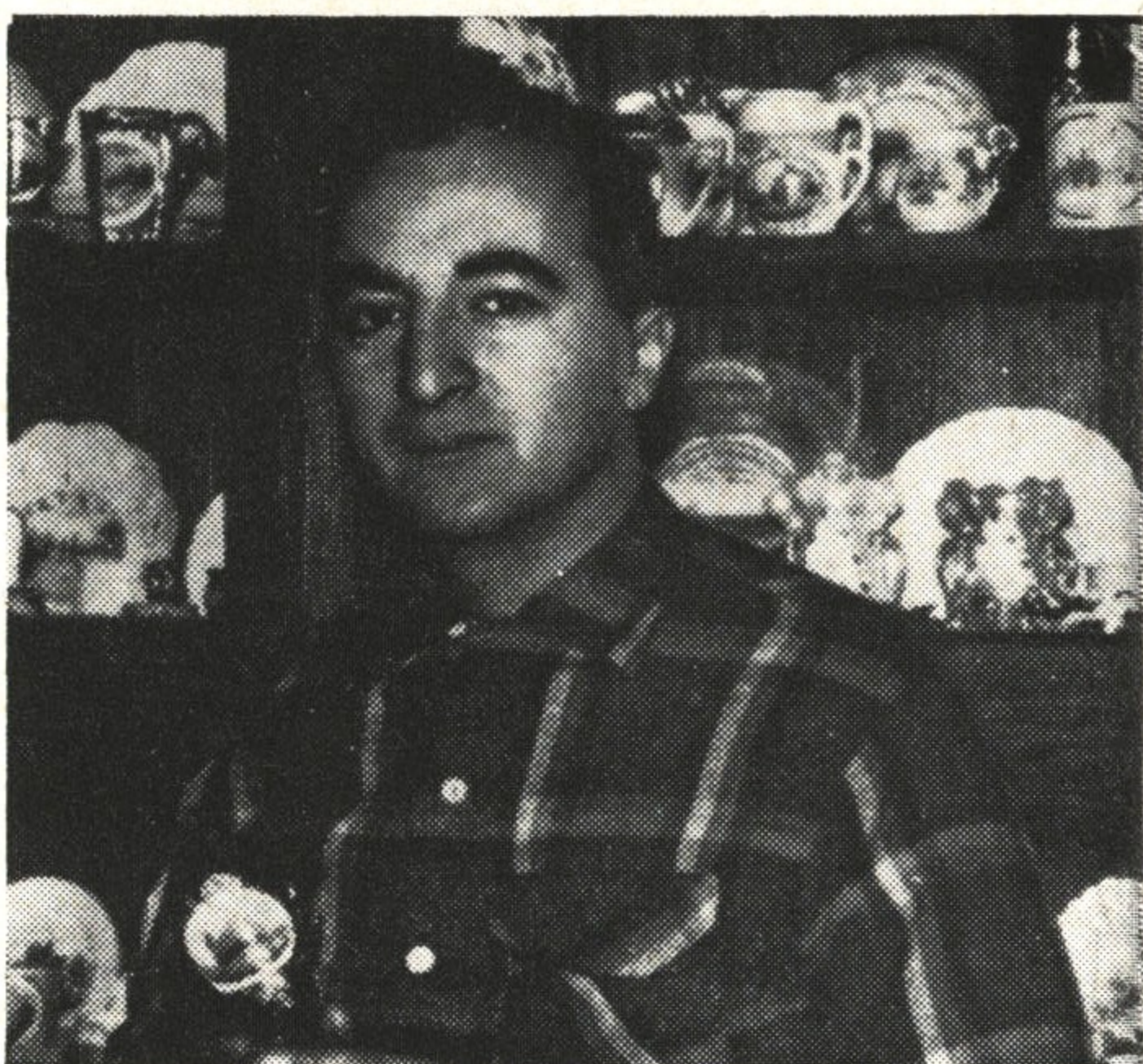
Whatever the reason, you suddenly find yourself an auctioneer, and then say to yourself, what am I going to sell? Is it best to specialize in one type of service

to the public, or is it better to be a Colonel-of-all-trades? Is the infrequency of the big deal, balanced off by the frequency of the little deals? In how many of the big deals do you get a lot of your pay in prestige, as against the little deals in solid cash for your services.

Locality, certainly is a factor. Trying to sell antiques in a cattle area is doing it the hard way. If you are attached to a particular part of the country, you've pretty much cut your work out for yourself. Whether you should freelance or set up a definite place of business is the final way to answer the question of what you should sell. I recommend the place of business.

The auction profession is increasing its gross business every year — a great deal of this due to the higher value of used items, or lives ones — but most of it is due to the auction houses along the highways that are bringing new merchandise to consumers at prices more consistent with their thinking in what they'd like to pay. Some economists have expressed the view that more merchandising should be done this way as it stimulates ownership of more consumer goods that people otherwise would not buy, thus keeping dollars turning over and factories in constant production. The deep fat fryer labeled at a price of \$39.95, which we pass out for 7 or 8 dollars, is perhaps worth only the 7 or 8, but it satisfies the urge on the part of many people to own this one whether they need it or not. I've run a check on this item only to find that most people give them away as gifts to impress their friends with the high price label on the package — others use them once and find them too costly because of the fat wasted when it sits around unused — others use them frequently, learning to like them very much, and usually buy a higher quality name brand one to keep in the home. Yet, this same person would not have gone to a store and bought a name brand one for 25 or 35 dollars just to satisfy any of the above reasons to begin with.

The point I'm trying to make is that



new merchandise is acceptable anyplace in the country — it's something that any auctioneer can sell no matter where he lives, for consumers' tastes in new merchandise can be pleased in any area. The bulk of my business is done in used merchandise on consignment or bought through estate liquidation, etc. . . . yet, we constantly notice that an auction without new merchandise to spice it up is not as pleasing to the crowd. Neither do I feel that new merchandise alone week after week is the whole answer as it is difficult to keep a changing supply of new items on hand to satisfy a regular crowd. Yet, there are many successful auctions run on new items alone, so that is your decision to make.

In selling new merchandise two things are important. It's necessary to operate out of a known regular place of business so that buyers can return guaranteed items and you can satisfy their complaints and build a good relationship of honesty with them — the other is that you locate near a major metropolitan market where you can gain access to bankrupt stock, closeouts, and regular jobbers and stores that dump surpluses on the market. Without these sources of supply, don't attempt it. In nearby Boston we have Custom House auctions on unclaimed merchandise and that for which duty has not been paid — there are regular postoffice auctions on damaged stock — railroad auctions are held each week for damaged stock — there's a continuing procession of bankruptcies in businesses and auctions at each location — wholesalers and suppliers clean house periodically — after furniture shows, etc., the distributors sell the items in a lot to buyers in the exhibition building rather than move them back into stock — department stores clean out floor samples, dead stock, etc., to dealers on bid, and some of this merchandise turns up in dealer auctions where all kinds of items are liquidated weekly — jobbers always sell their salesmen's samples when their season's business changes, and in the case of clothing much of it is tailored better than that which reaches the department store.

FOR SALE
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AND
RETAIL FURNITURE BUSINESS

Fixed assets, approximately \$25,000, in addition to good will. Owner conducted 50 auctions in 1956 and will probably finish 1957 with more than 50.

Reason for Selling — Must Have Change of Climate

If interested, write "BUSINESS", % The Auctioneer

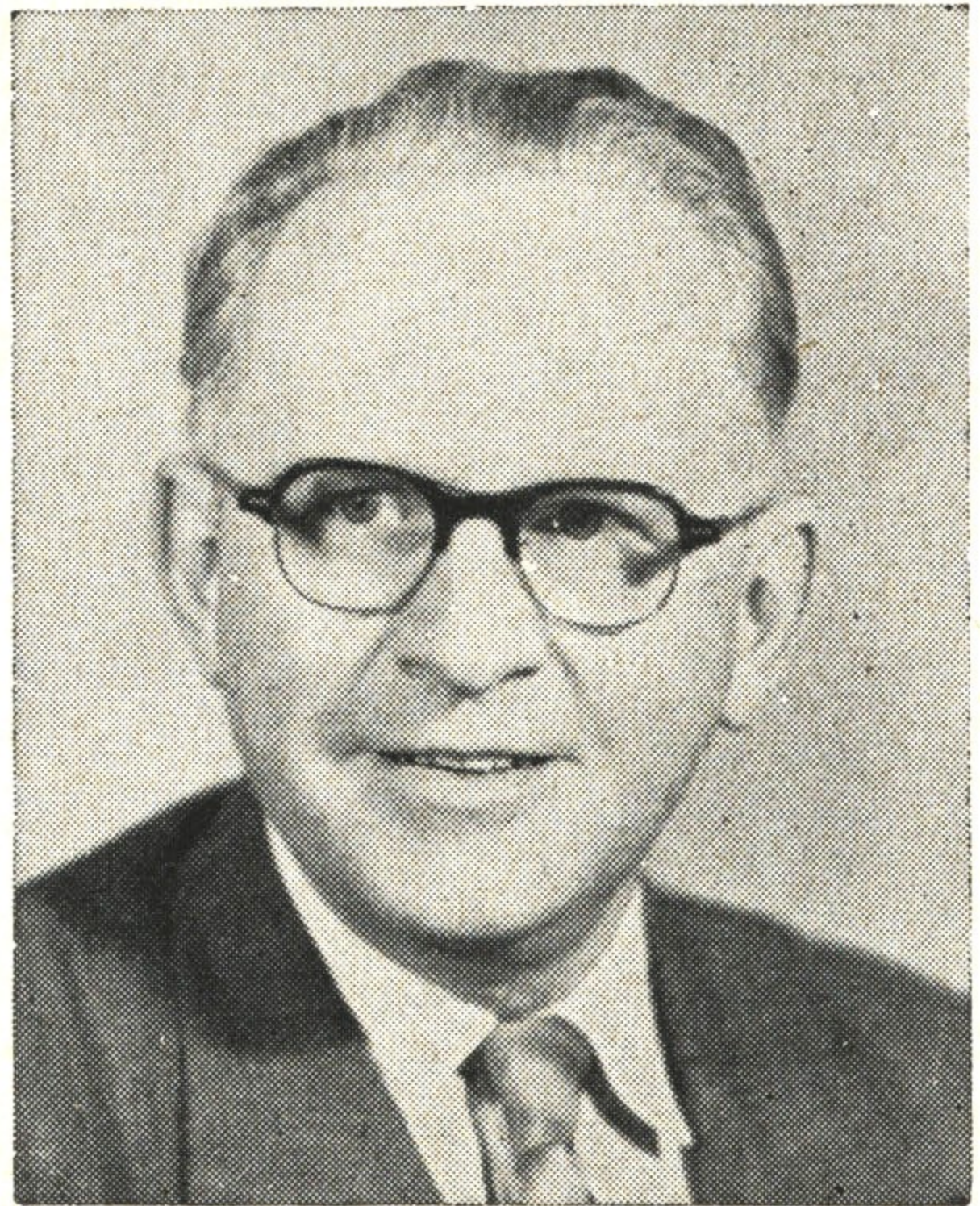
803 S. Columbia St., Frankfort, Ind.

Here are some tips on selling new merchandise. Volume business is the key, so you must have a crowd. I would recommend from experience that you plan seating for at least 300 people, or you can't take advantage of passing out items in volume once the buyers bid the price you want. Guarantee everything you sell for 7 days — telling the buyers that even if they change their mind about owning it to bring it back — you'll see practically none of it return, and you'll benefit from the good will. Buy items that are suitable for a quarter, half dollar, or dollar passout, so that change isn't a problem and it is an easy figure for the buyer to comprehend. Buying an eight dollar item to sell for ten is not as good as buying a two dollar item to sell for four, as your profit is the same, yet you have destroyed six dollars more in buying power for something else. Also, you'll pass out more cheaper items than expensive ones. A lot of money is made in passing out quarter items in which you'll make a dime or more. Two dozen items mean a profit of two forty quite quickly. The profit margin is good, yet the buying power is saved for other items. Whenever you are called in to buy a closeout, damaged or otherwise—don't exceed paying a third of wholesale and you'll never get into trouble. The only exceptions to this rule are if the items are unusually good, name brand, and you have a ready market for them. By the time you add your trucking, handling, loss on some poorer items, and overstocking yourself so that you sell some at a loss to get rid of it, you'll find yourself exceeding wholesale cost. It is better then to buy at wholesale if you're lucky enough to do so and sell at auction at a profit, and then get what you need as you need it with none of the above headaches except Uncle Sam for his cut. I've never met a man yet who has bought at wholesale and made any money doing it when reselling it at auction.

New merchandise selling is increasing. You can be an auctioneer almost anywhere with this as your stock in trade. Keep an active membership in your state and National Auctioneers Association as without question, legislation aimed at putting new merchandise auctions out of business has come, is coming and will continue to come in the future. Remem-

ber, any legislation affecting one auctioneer affects all auctioneers. If you don't sell new merchandise and don't intend to, just remember that someday the man who does may come to your aid when legislation against what you're selling comes before you. The pages of the AUCTIONEER have been filled from time to time with stories about such discriminatory legislation. Selling new, puts new life into any auctioneer's life.

Clippings by Nelson



Sounds have changed . . . except the Auctioneer, who sounds much the same today as in YESTER YEAR.

Missing today are the sounds of drub-drub on the scrub board, the slow tick-tock of the grandfather clock, the gentle creak of the porch swing, ice being shaved in the kitchen.

Missing today are the sounds of drub-the cobble stones, the call of the fish peddler, and the sound of the organ grinder.

You don't hear the grinding of the coffee mill or the sound of the gears in the old hand operated ice cream freezer.

Gone is the clinking sound of the old pump handle and the hissing of the gas mantle and the sputtering of the oil lamp.

Today we hear the hum of the electric clock, the whine of the vacuum cleaner. The electric egg beater, and the roar of the power mower. The blare of the television and the radio going full blast.

Overhead is the jet plane's sonic booms and the roar and the squeal of a teen-ager's hot rot careening around the corner.

There is an improvement in the old screen door, which closes softly now, and clicks shut almost imperceptibly.

Still there are two sounds which have changed very little. One is the droning sound of the auctioneer and the other the happy laughter of children playing gayly in the home.

I want to credit these thoughts to Charles V. Mathis who wrote an article called Sounds of Yesteryear.

Of course there is no sound that is more welcome to the auctioneer than, "Can you cry my Auction next week?" For that sound carries a responsibility with it, but it also shows a faith . . . the faith of a seller in a man whom he knows can do the job.

And the sound of the cash as it jingles in your pocket after a job well done.

Then I am reminded of the sound of the Church Bell on Sunday morning, reminding me that the day of rest has arrived and the day of worship is at hand. For the Good Lord taught us that six days of work is enough and the seventh is for rest. The sound of the bell brings back the reminder that this is the LORD'S DAY. And I must use it as such.

I have to throw my support on the side of the LORD when I say, Sunday Auctions are out of ORDER. I have never sold on Sunday, and I never shall.

It's now 10 P.M. and the curfew is ringing. We live in a small town where the curfew still rings. That means it's time for old fellows like me to turn in . . . and let the young people come up town and begin the "night life" of Renville. So long.

Col. E. T. Nelson

Constable: "Sorry, lady, no swimming allowed in this lake."

Sweet young thing: "Why didn't you tell me that before I got undressed?"

Constable: "There ain't no law against undressing."

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Market To Start Auction Procedure

SOUTH SAN FRANCISCO — One of the most far reaching and important changes in livestock marketing practices will be initiated at the South San Francisco Union Stockyards Oct. 21. All sheep, lambs and hogs will be sold on Mondays and Wednesdays only, at private treaty, and all cattle and calves will be sold on Tuesdays only, by auction, according to an announcement made Oct. 8 by T. E. Rochford, division manager.

This will mark the first time at any of the nation's central livestock markets that such a change has been made in the time honored marketing procedure,

whereby all livestock has been sold at private treaty every day of the week, with the exception of special feeder cattle and feeder lamb auctions.

Of particular significance will be the selling of all cattle and calves by auction every Tuesday at 10:00 a. m. The first cattle and calf sale will be at 10:00 a. m. Oct. 22, with auctioneering duties to be handled through Howard Brown, Woodland.

The auction will be the Australian method, whereby the auctioneer moves from pen to pen selling each pen individually and without having to move the livestock. This method has been employed with great success during the past two years at the South San Francisco Yards in the selling of feeder lambs.

Promoting The Auction Method

By COL. HARRIS WILCOX, Bergen, N.Y.

Without a doubt, every active auctioneer in America is sold on the auction way of selling personal and real property. Our experience has taught us that a properly planned, well advertised and well sold sale is the best way to sell out. Yet I feel that as individuals and as an association we could do more to advertise and promote the "Auction Method".

We need to let the public, the judiciary and the legal profession know of the many advantages connected with this method of selling. It is prompt, it is fair and it is positive. And best of all the net returns are almost always higher when the auction method is employed.

Once we have promoted the auction we then need to pledge

ourselves to so advertize and manage our sales as to minimize the possibility of anything but successful results. A good auction needs a lot of planning and a lazy auctioneer does great damage to the business.

"Nothing succeeds like success", and unless we feel that a good sale can be achieved it is sometimes wise to turn down a sale if too many obstacles stand in the way. I have found for example that in our State of New York, that there are certain types of real estate, which does not lend itself to an auction.

It is my contention that we have hardly scratched the surface of our potential auction business. Let us all promote the best method of selling, the "Auction Method".

'Tis A Long, Rough Path From School To Success

By COL. POP HESS



The date of my writing this column is Monday, October 14th. The October issue of this publication is on my desk and I note many good articles for our auctioneers out over the land to read and digest. Throughout each year I meet many auctioneers, also hear from many, and they all say they enjoy reading "The Auctioneer." It gives them food for thought and suggestions that enable them to improve their services to their clients.

This fall season I have received letters from auctioneers with many years experience as well as some new ones and each letter brings interesting questions and suggestions. The letters from the beginners indicate for the most part that they are not too happy about the flow of business they are getting. Some only get a few sales, some none at all, and they are looking for the answer. There is only one answer, you have made the forward step to get recognized as an auctioneer, however, in all professions a new beginner has to get in the firing line and it is up to the public to make the choice.

Some boys get into action quicker than others, the auctioneers who have been and are now serving the public are established. Naturally they get the first choice but you, Mr. Beginner, must look back to when that man was in the same position you find yourself in and you have nothing to feel badly about. You build your own nest in your own way and in time you will have many hatchable eggs that will hatch out and you are in business.

One letter received was quite amusing. This young man should make good as he has grit and stamina to tell about himself and all who live in his community as well as other places. He is somewhat

disturbed that he is now a graduate of two well-known Auction Schools and has two diplomas. He feels that alone should place him on the top wrung of the auction ladder beyond question of doubt.

As to the two diplomas, I will say that is progress in the right direction but it remains up to him to develop. One diploma from any of our recognized Auction Schools of today is good business and an achievement any prospective auctioneer should gain before hanging out his shingle. However, it cannot do the impossible, make you an auctioneer in demand, without your own efforts. In speaking of two diplomas, I might say that I once had a bull calf that sucked two cows for many of his younger months yet he only made a common ordinary steer.

Many who write me have much grief in store for their competitors. Again I say, do not worry or waste time looking after them. They may be watching you in fear at all times, who knows. I think this publication for Auctioneers and our State and National Auctioneers Associations are accomplishing a good deal in relieving a lot of this competitor fear and grief. During my years in the auction field I tried to keep on common ground with all my competitors and any time I found they had something I did not have in ability I tried my best to improve and come up with one better, yet at all times kept on speaking terms. So you boys new in line or long in line, get busy and remove all the bugs that are biting you so you will not have to scratch so much in public. The life of the auctioneer is no different than that of a new born baby—you first have to be born and from then on you must use your own strength to

take nourishment, crawl, walk, talk and grow. The auctioneer in demand today came up through all these stages and it is the route all new beginners will have to take if he or she survives.

October 15th is a date I shall always remember, it was that date back in 1901 that I conducted my first public sale. It was a nice warm day and most folks turned out to see how I would perform. As I look back now, that boy pulled a few boners and was probably a little costly for the man who had the nerve to take a chance with me. However, it was my birth as an auctioneer and it would take many issues of this publication to explain the many other boners I may have made down through the years of service, but I did survive and come out with myself all in one piece and a clear memory to talk about it.

In checking my 50 year book I find in one of the early years I had enscribed under one date the name of AMBROSE. That was my cue not to forget this name and the queer instance associated with it. The sale was an afternoon affair and the clerk and myself were invited to come in for dinner. The first name of the man making the sale was "A.L." but they called him Ambrose. When we went into the house Ambrose escorted us to the dinner table and there we saw Mrs. Ambrose. As we were being seated the Mrs. spoke up with a shrill voice, AMBROSE! At this he apologized and said "Boys, this is my wife, Mrs. Ambrose." As we were eating, Ambrose attempted to keep us busy with conversation but many of his remarks were curtailed by the Mrs. yelping out, Ambrose, and whatever he was saying stopped then and there . . . Finally we got the sale under way. At no time were we far from the back door of the farm house and at most any time that door would open and she would call, AMBROSE!! He would stop all proceedings and go into the back door then return and the sale was on again.

About this time we got all the junk sold and were getting to the items that would pay off in commissions. We continued to get calls from the back door, AMBROSE, then the usual recess. I would try and fill that time telling jokes. Eventually we got to going 'hot' and I thought the back door

calls were over. Just in the midst of the top row here came that voice again, A M B R O S E. (That one had a real shrill sound). Poor old Ambrose flagged us down until he could again hold council at the back door. This time he went inside and the door was closed. We waited and we waited. Quite a lot of loud talk came out through the cracks. Finally the clerk took it upon himself to go in and find out what was up. He went in, the door slammed shut and more loud talk seeped out. It was the clerk and not Ambrose who emerged. He told us the sale was over, nothing more was to be sold and he was ready to make settlements. The clerk paid me off, the house was closed to all callers, and from that day to this one I have never seen AMBROSE nor learned the full story.

Thus endeth the "Story of Ambrose" and as far as I know it is still a mystery.

Value Determined By 'Effective Age'

Real estate appraisers are striking years from the age of many older homes, by basing home values on "remaining useful life" instead of actual age. If a house has been modernized and received good care, it's considered younger than other homes built in the same year.

Until recently, the value of a house was determined by the cost to replace it. An arbitrary 2% for depreciation also was deducted from its value each year. In other words, a house costing \$10,000 to replace would depreciate 20%—\$2,000 in 10 years. Its appraised market value then would be \$8,000.

Three errors resulted from this method of measuring depreciation:

1. Little additional value was allowed for improvements such as the modernization of a kitchen or installation of extra bathrooms.

2. The 2% depreciation scale obviously didn't work for homes over 50 years old.

3. New homes weren't penalized for poor construction, bad design, or location in run-down neighborhoods.

Most appraisers now use "effective age" to determine home values.

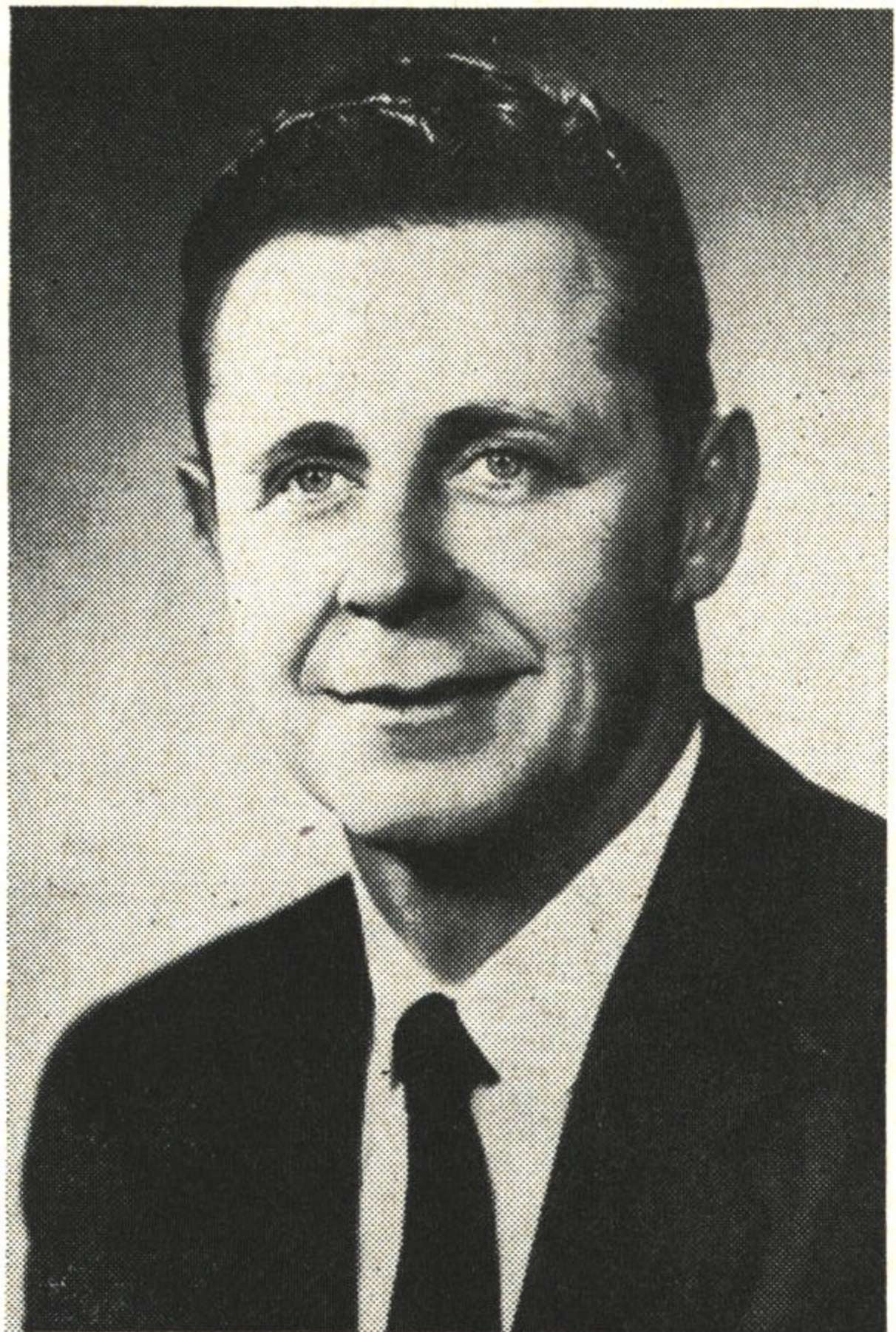
Joint State-National Membership Plan Adopted by Kentucky Auctioneers In Great Organizational Meeting

By Elaine K. Meyer

The organizational meeting by the Kentucky Auctioneers' Association was held in the Hotel Henry Watterson, Louisville, Kentucky, September 22, 1957. The meeting was preceded by a dinner in the hotel main dining room, starting at 1:00 p.m., where the ladies, as well, were very much in evidence.

The temporary chairman, Col. Orville R. Moore, expressed his utmost appreciation for the fine representation, both as to numbers as well as geographical locations, and immediately called upon the Reverend Kenneth Moxey who gave a brief but amusing address and the invocation.

Immediately upon completion of Reverend Moxey's participation in the program formal recognition was made. Col. Bernard Hart, National Auctioneers Association Secretary, had graciously accepted an invitation to attend and his generosity was called upon by the temporary chairman to conduct this initial meeting to assist, to expedite and to eliminate the unnecessary in order that we might utilize his vast knowledge wherever needed in this organizational endeavor. After a most enlightening delivery by Col. Hart, interspersed by questions and answers, a film of the 1956 National Auctioneers Association Convention in Kansas City, Missouri, he called for nominations for the office of President, Kentucky Auctioneers Association. Officers elected were: Col. Orville R. Moore, Louisville, President; Col. W. P. "Bill" Scully, Lexington, Vice-President; Col. Robert "Bob" Osborne, Bardstown, Treasurer; Mrs. Elaine K. Meyer, Louisville, Secretary. Directors elected were: Col. Edward Maupin, Louisville; Col. Edgar Walker, Bowling Green; Col. R. M. Lucas, Florence; Col. Brooks Wells, Ashland; Col. Walter Fritts, Mount Sterling; and Col. Roy J. Draper, Paducah.



Col. Orville R. Moore

The first official business completed after election of officers was that our Kentucky Auctioneers Association would affiliate with the National Auctioneers Association. This measure was adopted unanimously. Also, the remaining official business conducted concerned our first Kentucky Auctioneers' Association Convention and it was decided by all that same was to be held in Lexington, Kentucky, January 1958, the exact date to be announced later by the officers.

After an excellent general discussion period, a tentatively scheduled meeting of the officers and directors in the immediate future for the purpose of mapping plans, procedures, Constitution & By-Laws, etc., to be presented at our first convention, the meeting was adjourned at approximately 5:00 p.m. with a terrific and tremendous amount of work having been accomplished.

Now, added to the innumerable superlatives associated with the "Land of the Bluegrass," comes still another which we all feel will be equally or more significant than the others, The Kentucky Auctioneers Association.

Big Game Hunted 500 Years Ago In Idaho

WASHINGTON — More than 500 years before Columbus first saw America, people were living and hunting big game in upper Hells Canyon on the Snake River in what is now Oregon and Idaho.

The projectile points with which they felled their game and bones of deer and elk left from their dinners were found by Smithsonian scientists under the directions of Dr. Warren W. Caldwell and George L. Coale in an attempt to rescue archeological material before flooding of the area by the Brownlee and Hells Canyon reservoirs. Some of the kinds were dated at over 1000 years old.

These ancient Americans obtained their food by hunting wild animals and gathering the wild foods of the forest and meadow. Fishing equipment was not found, but an abundance of fresh-water musselshells in the kitchen middens, or dump heaps, indicate that these people did get some food from the water. Milling stones showed that they must have ground the seeds they gathered.

They apparently lived in rude houses probably made of brush on a saucer-shaped depression about 25 feet across and about one foot deep near the center.

When the first Europeans arrived in the area, it was inhabited by a band of Shoshoni Indians known as the "mountain sheep eaters." This group also lived by hunting and gathering wild food. The Shoshonis were last known to visit the area regularly in the 1880s. Their survivors now live mostly on reservations in Idaho and Oregon.

Lady Mary Wortley Montagu, the wife of a British ambassador, introduced the idea of inoculation against smallpox into England from Turkey in the 17th century.

Computer Aids In Figuring Farm Costs

ITHACA, N. Y.—The modern farmer is going to be even more modern.

A new machine that tells him everything he wants to know about a cow at the rate of 70 cows a minute will soon be aiding the New York dairymen.

The machine, the IBM 650, is being used by scientists at the New York State College of Agriculture here in cooperation with the New York Dairy Herd Improvement Co-operative.

Data Listed

Once the machine is fed certain data, or as the scientists call it, "instructions" it is ready to go to work on the farmer's herd. And here is what it tells him—if he has a herd of 35 cows:

Daily and monthly milk and butterfat production, value of the milk in dollars, income over feed costs, grain feed, breeding dates and day of calving, along with other useful information.

The machine not only makes 600 calculations per minute but also makes recommendations on "how much grain cows should be fed."

Scientists hope that the new machine will be calculating data on 100,000 cows a month by this time next year.

Experts visit farmers at milking time to obtain information on the cows' body weights, daily milking weights, butterfat percentage and the amount of feed used daily.

Quick Information

The information is funnelled into the machine on cards, taking about two minutes.

A total of 1800 instructions are prepared for the machines on cards which have 80 digits printed on them and holes punched to designate spots.

Then the machine goes to work and brings out information in 35 seconds that previously required many hours of brain work.

More than 3,000,000 Americans now live on wheels. These are the mobile homes (house trailers) dwellers who reside in the 12,000 mobile home parks throughout the nation.

It's Time For A Change

By COL. FRANK A. SLOAN,
Minneapolis, Minnesota

Chairman, Minnesota State Auctioneers Association Legislative Committee

Similar in pattern and programming to our many past conventions was the 1957 National Auctioneers Convention held at Lansing, Michigan, except that from my personal point of view, I felt there was a little more freedom of action and definitely a great improvement in the parliamentary procedure department.

The vote of thanks for the effort and hard work that the convention body gave our Michigan hosts was undeniably well deserved, but many of us share the opinion that in the planning of future conventions the business meetings would not be the last order of the convention's business and should be entirely divorced from the election of officers procedure.

This conclusion is based on the fact that on the tail end of a convention, the physical stamina of the individual is at its lowest ebb and of heretofore date at convention meetings whatever issues needed plenty of expounding were requested to be kept short because of lack of time. Whether this is politics or circumstance is unimportant, it still serves as a form of gag rule and should be dispensed with.

It is a recognized fact that membership interest develops to highest peaks when the individual membership not only feel that they belong, but belong with a feeling, and to create such a feeling, you must have an atmosphere of relaxation free from the "beat for time" pressure element, and bluntly speaking, permit more individual participation so that, speaking in the vernacular, everyone gets a chance to put in their 2c worth.

To accomplish this it will be necessary to by-pass tradition and precedent in the planning and formulation of future conventions and to dispense with some of the guest speakers and eliminate such portions of the programs as are not too closely relevant to our objectives.

More emphasis and plenty of time should be allotted to open forum, debate, question box periods, and highly contro-

versial issues which some seem to think can be erased by avoiding them. We should not only permit and encourage but should solicit the voicing of the opinions of Mr. Ordinary Average Auctioneer, who constitute the majority membership and which gives us a cross-section of opinion. This is our greatest equalizer and insurance policy towards the perpetuation of an even greater and larger National Auctioneers Association. From an exchange of ideas and experiences, we all could accumulate information that would enrich us so as to be better able to cope with our everyday problems in the pursuit of happiness and livelihood as auctioneers.

Is it the fear of enlightenment that certain members and groups have that made them shout down by voice vote the resolution offered, which was to merely accumulate for study the auction laws of the 48 states as exist today? I am not so sure that this vote was a majority opinion, but rather a case of who could shout the loudest. If my physical and mental condition at that time wasn't at its lowest ebb because of the long day put in before this meeting took place, I probably would not have slipped up on demanding a vote by a show of hands which might have carried the resolution.

Were you naive enough to be carried away and led to believe that the opposition speaker had all this information relative to all state laws in his files and would make it available to anyone for the asking? If such were the case, why after the meeting did the opposition speaker solicit from me a copy of the Minnesota State Law and its requirements in anticipation of his taking out a license in Minneapolis, Minnesota? The license was granted, yet because of his lack of information he asked me whether he would be eligible. (Incidentally, restrictive legislation in his area makes it impossible for any of us out-of-towners to get a license in his city).

Gentlemen: Come to the party! You're missing the boat! It isn't the proper type of state licenses that restrict our activity, it's the existing improper ones and the lack of any at all. 99% of restrictive laws are not state laws, but rather city or political sub-divisions of states who have set up their own ordinances, and the only way to prohibit these political sub-divisions from encroaching on our constitutional rights is to have a state law that prohibits all political sub-divisions of any state from interfering, licensing, or controlling the auction business of a properly licensed state auctioneer.

In conclusion, may I add that I am a "dyed in the Wool" admitted advocater of state licensed auctioneers and have completed three years of research on this subject. With other auctioneer colleagues, I engaged in debate at 1956 National Auctioneers Kansas City convention with the opposition. The presiding judge's decision, based on facts, made us the winner. I have written numerous articles in "The Auctioneer," our professional journal, and have exchanged correspondence and experiences with auctioneers from other states. I always stick to facts and ask no quarter and give none. I welcome any suggestions or information that any of you would care to forward to me.

In the last three years of confirmations by correspondence and through the columns of "The Auctioneer," I have witnessed a change in thinking by many members who now, too, share my evaluations in principle if not in detail, and I feel confident the day will come that enough strength can be marshalled in our organization to get behind this movement.

To bear out the preceding paragraph, read the article on page 43 in the 1957 after convention issue of September in "The Auctioneer" by Colonel V. K. Crowell of Oklahoma, whom I do not know nor ever heard of before. Thank you Colonel Crowell, you have unknowingly inspired me to further carry on by the fact that from your article, as I interpret it, you too agree with me in principle, which is proof positive that others share my belief.

Yours for a bigger and better National Auctioneers Association.

Nonentities never lead.

No Longer A Castle

We were all raised to believe that "an Englishman's home is his castle." That, unhappily, is no longer always true.

The story is told in the June 11 issue of Time, under the apt title "A House is Not a Castle." It concerns an Englishwoman who, with her daughter, was abruptly evicted from her 160-acre farm. The sole reason was that, in the view of the Ministry, she was not farming her land "in accordance with the rules of good husbandry."

The law in question was passed in the austerity days of 1947. As Time describes the law, ". . . it offered the farmers a bargain: 'guaranteed prices and assured markets' in exchange for an obligation to maintain certain standards of production." Local committees decide what these standards should be and are given sweeping law enforcement powers, including that of eviction.

The Morning Oregonian devoted an editorial to this event in which it stressed a point of top importance. It quoted one of England's most respected publications, The Economist. The Economist's discussion was based on what it regards as administrative failures and weaknesses in applying the law. The Oregonian said: "This reaction seems to indicate that under the welfare state the freedom of the individual becomes less important than the efficiency with which the group is controlled. And let no one believe it couldn't happen here."

The welfare state, in other words, is simply based on a more moderate version of the socialist-communist dogma that individual rights and liberties are always of secondary consideration. There is a lesson for us all in what happened to a landowner in England.

There is something in humility which strangely exalts the heart.

The fellow who has no children to brag about usually has to fall back on his ancestors.

Some people will not take a stand for the right unless it proves advantageous to them.

Maryland's Belair Estate

Scene Of Fabulous Auction

An auction of more than ordinary importance was that held by the Estate of William Woodward, Jr., at Maryland's famed Belair Farm near the Nation's Capitol. Several months ago the registered Shorthorn herd at Belair Farm had been dispersed at auction. On Wednesday, October 2, the furniture and furnishings of the residence, including many Oil Paintings, were sold. Col. Ralph A. Weschler, NAA member and a member of the firm of Adam A. Weschler & Son, Washington, D. C., conducted the auction. A catalog of 16 pages and cover, listing the items to be sold, was distributed to a long list of prospective buyers prior to the sale.

Importance of the auction was illustrated by the fine news coverage it received in some of the larger dailies. The Washington Post and Times Herald published two pictures and used almost a half-page of space in describing the affair. Following is a partial reprint of an article in that newspaper by Jean B. Jones and entitled, "Society Goes for Airing":

Cadillacs in the parking field and mink stoles across buyers' arms were commonplace at the auction yesterday at Belair, the Maryland estate of the late William Woodward, Jr. There wasn't an ordinary pooch at the sale of the furnishings and pictures that have graced the 223-year-old house. Toy poodles, dachshunds and even a white and brown greyhound made the day a social one for the canine world.

Several bidders standing outside the auction tent were armed with field glasses to inspect articles brought out for sale. And there were so many people that the refreshment tent ran out of sandwiches before noon.

Ralph Weschler, the auctioneer, called out at one point, "Are you chasing flies or bidding, Madam?"

The lady explained that she was fanning cigarette smoke away.

Television personality Audrey Meadows and her husband, Randolph D. Rouse, from Arlington, paid the highest price of the day for a single item. Rouse bid \$3750 for a horse painting by J. F. Herring, Sr., done in 1842. The horse is Blue Bonnet, winner of the Great St. Leger Stakes. A bidding duel brought the price of an early American Queene Anne style, 3-drawer low-boy to \$975. In the heat of competitive offers even seven slightly battered enameled ash trays went for \$8.

Auctioneers estimated the day's receipts at close to \$30,000 for the 316 listed items. (Official sale total was in excess of \$33,000.) These ranged from beds to a deep freeze and dishes to 65 mounted fox masks. These latter were snapped up at prices ranging from \$5 to \$7 a piece.

William J. Levitt, buyer of the 220 acre estate for \$1.7 million bought a fireplace set for his new office in New Jersey and bid \$160 for a small mahogany table. Levitt says he will preserve the pre-revolutionary mansion, although surrounding fields and woods will be covered by some 5000 homes in a new Levittown. It will take at least a year and a half before plans are complete, he said, to develop the rolling pastures where Nashua and other turf greats once grazed.

In the perfume department of a large store, a young lady with a baby in her arms stepped up to the counter and carefully surveyed the display which included "My Sin," "Ecstasy," "Tabu," "Irresistible," and "Surrender."

Quietly she asked the salesgirl, "Would you like a testimonial?"



Col. M. P. 'Bunny' Cole, Serena, Ill., receives his Membership Certificate from Col. Virgil Scarbrough, Secretary of the Illinois Auctioneers Association, during the annual fall meeting of that group. Mrs. Scarbrough and an unidentified lady look on.

Fall Meeting Held By Illinois Auctioneers

By Col. Virgil F. Scarbrough

Members of the Illinois State Auctioneers Association held their Annual Fall meeting at the Hotel Leland in Springfield, Sunday, September 22. Opening event of the day was the noon luncheon

which followed the invocation by Col. Carman Potter of Jacksonville. A male quartet entertained immediately following the luncheon with Col. Vern Drago, Springfield, serving as Master of Ceremonies.

Col. J. Hughey Martin, Colchester, who suffered a severe heart attack in January, brought joy to the hearts of his many friends in the auction fraternity by his presence at the meeting.



Col. T. J. Moll is being installed as President of the Illinois Auctioneers Association by Col. Carman Potter, a past-President of that group and a Director of the NAA. Other officers and directors look on during the Annual Fall meeting of the Illinois State group.

In the election of officers, Col. T. J. Moll, Prairie du Rocher, was elected to the presidency. Col. Fred Quick, Aurora, was named Vice-President and Col. Virgil F. Scarbrough, Quincy was re-elected Secretary-Treasurer.

Elected to three year terms on the Board of Directors were: Col. Elwood Collier, Springfield; Col. Fred Tiemann, Chapin; and Col. Ray Hudson, Morrisonville. Col. J. Hughey Martin was elected to fill the unexpired term of Col. Fred Quick.

Why Do People Sell Their Live-Stock At Auction

By **JIM KIRKEMINDE**

The answers to this question could be many and varied.

It could be said that when a person sells by auction that he saves valuable time when comparing it to the private treaty method of selling which is the only other selling method. That instead of expending a lot of time, energy and perhaps some money in showing your livestock to a number of persons one at a time, much better results can be expected by calling all the prospective buyers together at one time and one place and selling to one who bids the most.

In this way, instead of the owner trying to encourage the prospective buyer to offer more, or gradually work down a sometimes intentionally high asking price, the final selling price is determined by prospective buyers bidding against one another. The bidding starts at a price that looks interesting to a large number of prospective bidders and as the bidding increases those having less desire to own the livestock begin to drop out.

When the smoke clears away and the final bid has been made the buyer is the one who has the greatest desire to be the owner. He is not the only one who wanted them because someone else had a desire to own them but the buyer's desire was the greater. In other words he bought them away from some



Col. Jim Kirkeminde

one else who also wanted them. More interest, more enthusiasm and more money is the result.

When the owner decides to sell his livestock he would rather have money than the livestock. And in a lot of cases he would just as soon not have the livestock. So when the owner sells privately the selling price is determined by two people; one would just as soon not have the livestock, and the other who would like to own them.

When the livestock is sold by auction the selling price is determined by at least two people and each of them would like to be the owners. To assume that the selling price would be higher when built up by two or more bidders who wanted to be owners seems very logical; especially when comparing it to a method where the price is set by two people, one who wants to be the owner and the other who would just as soon not be.

SEAMS CROOKED

The boss told the men in his office that he wanted to give them a little Christmas present to their wives, and asked them what size hose the ladies wore. A few days later, he decided to invite the wives to the annual Christmas party, and present the hose to them there. Four of the men stepped up in great confusion, and asked him to change the size from 8 to 10.

THE MEMBERS SAY . . .

Dear Colonel:

I just received the September issue of "The Auctioneer" with its most complete report of the National Convention. I have read it from cover to cover and how I should have liked to have attended.

I was greatly surprised to learn that the Resolutions Committee recommended my name to be offered as a candidate for the National Cowboy Hall of Fame. I feel highly honored I can assure you, and may I publicly thank the Resolutions Committee and all the very fine group that was in attendance for the great consideration they gave me.

May I congratulate you upon the wonderful success you have achieved in handling the affairs of the National as Secretary and Editor.

With best regards to all, I am,
Very truly,
Art Thompson
Lincoln, Nebr.

Dear Bernard:

Enclosed is check for ten dollars (\$10.00) to cover one years dues to the National Auctioneers Association for Col. Bill Donnelly, De Kalb, Ill. He is just out of Reisch's School and I thought he should start right by being a member of the National.

I don't have any application cards so will send the check, name and address and hope you will mail him a copy of the September issue of "The Auctioneer," as he looked at it yesterday and wanted one.

I am enjoying my retirement from the auction work but find it hard to keep my mouth closed after forty-two years of service. Bernard, the best of luck to you and "The Auctioneer."

Yours,
John L. Whitman
Chatsworth, Ill.

Dear Col. Hart:

I reckon I have been causing you a lot of extra trouble in forwarding the most welcome copies of "The Auctioneer." Uncle Sam seems to enjoy sending me all over the country and I am getting quite

a kick out of it, also. Out here in Texas I am in the Headquarters of the Hospital and can say that I am being treated like a King on a vacation in this new air-conditioned dormitory, all modern conveniences including pool table and color TV and the best of food. It sure doesn't seem like the Army but I am right happy about the whole thing.

I would appreciate it very much if you would keep track of the extra postage you pay and bill it to me when the time for dues is near. I don't feel the Association should pay these minor expenses which soon add up.

Thanking you in advance, I am,
Sincerely,
Johnny R. Koske
William Beaumont
Army Hospital,
El Paso, Tex.

Dear Sir:

Enclosed please find \$10.00 for National Auctioneers dues. My wife and I enjoy "The Auctioneer" very much and hope to see you at the Convention next year at Buffalo, N. Y.

Yours truly,
Herman Hart, Auctioneer
Bristolville, Ohio.

ANGER IS WEAKNESS

Sister Elizabeth Kenny, the famed Australian nurse, was once asked by a friend how she managed to stay so constantly cheerful, no matter how much she faced that was provocative.

Said a friend, "I suppose you were just born calm and smiling."

"Oh, no," laughed Sister Kenny, "as a girl my temper often got out of bounds. But one day when I became angry at a friend over some trivial matter, my mother gave me counsel that I stored in my mind and have called upon for guidance ever since.

"Mother told me, 'Elizabeth, anyone who angers you, conquers you.'"—Jack Kytte.

ANLAA Sponsors Big Membership Campaign

KANSAS CITY, Mo.—One “sure-fire” way to become strong is to accept a challenge that requires strength and then go about building yourself up to meet the challenge. Just such an attitude has been taken by the American National Livestock Auction Association, and the strength to meet the challenge is being mustered.

Earlier this year the ANLAA at its national convention, among other projects, voted to accept the responsibility of proposing the revision of the Packers and Stockyards Act (S. 2775 and HR 8649) to bring the 1921 law up to present day marketing standards. Then just this month Forest Noel, the Association president, at a joint meeting of the officers of all national livestock market and stockyard associations, proposed the formation and sponsorship of a “Livestock Market Foundation”. The Foundation is proposed as the mechanism for the compiling and dissemination of livestock information, developments, market customer service preferences, trends and overall market data. Both proposals require strength of organization in order to fulfill the leadership assumed.

C. T. (Tad) Sanders, secretary-counsel of the livestock auction market association, announced the inauguration of a program that will, if pre-acceptance is any indication, double the membership and give the Association the added strength that will assure the favorable completion of the proposed projects.

Called “Memberama 500,” the program has all the earmarks of well organized pyramiding action throughout. Even the slogan, “A Pyramid of Membership Progress”, exemplifies the attitude taken by the Association officers, i.e. membership progress for a forceful, effective and aggressive Association in 1958.

Said President Noel, “The membership program not only increases our strength to assure fulfillment of the obligations

accepted, but it also sows direct benefits within the industry in an increased volume of business.”

The drive, which was opened at the Association’s Executive Committee meeting Sept. 8, will run to December 15. It will be climaxed by “Fun Barbeques” to be held in a central location in each of the 14 districts of the Association. Miss Auction Market, attractive queen of the organization, will appear at one of the “Fun Barbeques.”

THE FARM HORSE PASSES

A curry comb, and old check rein,
The curb bit for the bay—
The farm horse ghosts still linger there
In shadows bare and grey.

The big blacks’ hair is matted in
The brush upon the wall.
The mane hair of a young roan mare
Clings to the single stall.

The unused harness rots away,
And hames are turned to rust,
The empty manger gathers chaff;
The grain box fills with dust.

The double-trees and neck yoke lie
Unnoticed in the shed,
Except when curious children’s hands
Stir memory of the dead.

The massive bodied sorrels and roans
No longer fill the stalls.
The quiet is no longer pierced
With trumpet stallion calls.

Some stalls are rigged for feeding calves.
Pigs desecrate the box
Where broad-beamed Belgians stood and
munched
With straw up to their hocks.

On down the road, five miles or so,
An old team walks the lane—
The remnant of the massive power
That plowed this rolling plain.

He lives long that lives well, and time
misspent is not lived, but lost. Besides,
God is better than His promise, if He
takes from him a long lease, and gives
him a freehold of greater value.—Fuller.

Drama In Secret--That's An Auction

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 Woman's Day Magazine
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In the expert opinion of "Colonel" B. G. Coats, of Long Branch, N. J., the charm of an auction lies partly in the fact that nobody knows what's going to happen next. That goes for buyers, onlookers, and occasionally, the auctioneer.



Col. B. G. Coats

"Some years ago," the tall husky Coats said in his mellifluous baritone, "I sold out an undertaking establishment. The professional appurtenances were bought by other undertakers. Folding chairs were bought by businessmen, housewives and a church sexton.

"I asked for bids on burial urns, some containing ashes. They were promptly bought by several women who wanted them for decorative displays at home."

As for the buyers—

"In 1951," Coats recalls, "I was auctioning the farm and personal effects of a cigar magnate. Some 1,500 people showed up. Among them were a man and wife who had journeyed from Jersey City, the auction was at Tennent, N. J., for the

sole purpose of buying an antique German cuckoo clock. They bought the clock for \$45. And remained to buy the farm, for \$28,000."

Col. Coats is one of the few auctioneers specializing in liquidating big estates, the possessions of the wealthy or famous. Though a director of the National Auctioneers Association, and its president in 1947, he got into this work somewhat by accident.

In 1943, as a real estate man, he was asked to sell household effects as well as real estate to settle an estate in West Long Branch, N. J. He got such a kick out of auctioneering that he has been at it ever since. And after more than 900 auctions, he still has a wonderful time. Partly, of course, because he's in on the real drama behind the bidding. But also because it's a battle of wits — "you are trying to outwit the auctioneer, he's trying to outguss you."

Coats studies for these contests. He may spend a month cataloguing the items for sale, appraising silver, pottery, ivory, prints, porcelains, furniture, rugs, livestock and machinery, and consulting his reference library of some 200 volumes.

But the advantages are not all on the auctioneer's side. "He has the edge on you in experience," says Coats, "but you have an advantage in that he has more to keep in mind and has many sharp buyers whose idiosyncracies he must remember."

Coats himself occasionally demonstrates that the buyer can win this game. When not conducting auctions he likes to attend them. At a recent farm auction in North Jersey, a door-knob-shaped piece of glass was offered. It seemed to have no virtue except that the glass contained an artificial rose.

Coats bid \$1.50 and it was knocked down to him. "And yet," he says gleefully, "it was probably the best bargain there. That's an antique paperweight, and it's a St. Louis, Baccarat, Clichy or Pinchbeck, it's worth at least \$4,500. Not bad, for an investment of \$1.50."

Paperweight fanciers don't pinch pen-

or Pinchbeck, it's worth at least \$4,500. last February when one bid a whopping \$7,580 in London.

To the enthusiastic colonel, "There is nothing in this world so fascinating as an auction."

"I've stopped wondering why people buy things," he says. "What you will throw away someone will buy."

Keeping things unfailingly interesting, for Colonel Coats, is another observation; that auctions bring out the worst in people, and the best.

"I've heard them disparage an item, attempting to grab it cheap," he says. "But I have also seen them stop bidding so that an elderly lady, obviously of limited means, could acquire something she wanted very much."

Preferred Position

Sam M. Jones writes in National Review: "Each second the world tots up a net population gain (births minus deaths) of a little more than one person. Every day there are another 110,000 mouths to be fed. To assure the world of an adequate diet, the Population Reference Bureau says that 150 square miles of new farm land should go into cultivation each day."

This casts a new light on the farm surplus problem in the United States. That problem, difficult as it is, seems sure to

be a temporary one. In the long pull, U. S. farmers will have their jobs cut out to meet the needs of our soaring population.

In the less developed countries, it is true, great quantities of new farm lands eventually can be brought under cultivation. That is certainly not a possibility here. We are still losing farm lands—to roads, industrial sites, suburbs, and so on. So far as anyone can see, our farm acreage is pretty well fixed.

What, then, will be the solution when in years ahead the pressure will be on each acre to produce more and more food and fibre? The answer is simply better farming.

The American farmer is in a preferred position in this. Of his tools, modern farm equipment stands out. It reduces costs—just as it cuts to a minimum the amount of human labor needed to perform farm tasks. And, while making greater productivity possible, it can perform the equally important duty of conserving and improving the land for future generations.

There was a quick knock on the door. She jumped up from the couch and said to her lover, "Quick! It's my husband. Jump out the window."

The cassanova gasped, "But we're thirteen stories up."

She said, "This is a heck of a time to be superstitious!"

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Onward We Go

The membership march that the NAA has been enjoying for several months continues its momentum as we come into the fall season. We find now that auctioneers are becoming eager to become members of their national professional organization. We urge our membership to tell other auctioneers of the NAA and the official publication, "The Auctioneer." We continue to receive letters from established auctioneers who say they learned of our organization by accident. This is an indication that we are 'hiding our light under a bushel.'

Following is a list of memberships received from September 16 to October 15. The asterisk indicates renewal.

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Time Gallops On

A business paper, landing on the editor's desk, sums up dramatically how our national population has changed in the last ten years:

Fourteen and a half million people have died. Almost 17,000,000 marriages have taken place. Nearly 36,000,000 babies have been born. And more than 20 percent of all present families in the United States today have been formed.

Moreover, out of the 165,000,000 people in our country, more than 70 per cent do not remember the First World War. Forty-six per cent do not remember what conditions were like before the Second World War. Forty per cent have never heard Russia referred to in any terms other than as an adversary.

All of this means, surely, that we cannot live in the past — or even, for very long, in the present. Time is galloping on. We must be flexible enough to accept rapid change and realize also that though we must plan and build well for tomorrow, we cannot call the turn for any succeeding generation which may be living and facing problems in an altogether different world.

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Time Is Short

By Col. Lou Winters, Toledo, Ohio

Be practical—be religious, but if you are an Auctioneer or a Real Estate salesman, don't be so heavenly minded that you are no earthly good.

Time is Short, is not a theory. It is a fact. You have a limited time to act, to expand, to be a success or a failure, and what you do with your precious time on earth, depends on you and you alone. When you are booked to Cry a Sale, or sell a piece of Real Estate, from that point forward depends on you. Your time is short. Don't dilly dally around. See to it that the Sale is properly prepared, estimate the value of the Sale in your own mind and fight to that end.

REMEMBER THIS: If the owner wanted to give his personal belongings away, he would not need to engage you in the first place. If an article is worth \$200.00, tell your crowd so, and tell them why it is worth that much even if it is used. It may have cost three times the price new, and you are not going to give it away, just so you can make a commission. Get a reasonable bid to open, as the auctioneer can refuse an unreasonable bid to start this article. If you are an Auctioneer and not in disguise, you will get at least a one hundred dollar bid on this article. If not, walk away and sell something else. Later, some one in the crowd will start you off with the bid you wanted. Use your head. That is what God put it on your shoulders for, and always keep yourself fair to the seller and buyer alike.

My company has been instructed many times to follow these instructions, and they must be followed because TIME is SHORT. Even if you are criticised, have a plan to operate on. Whatever you do, don't sit back and recall what you read, or what some old timer told you. You have your own basic plan and stick to it. When your crowd has reached its climax, start selling the things where your commission lies. You can always sell the smaller articles after you have the commission in the bag. Remember—TIME IS SHORT.

Recently, a gentleman came into our

office and said he had a property for sale. This man had it listed with several Realtors and the last one told him that if he wanted it sold, he should get in touch with the Lou Winters Realty and Auction Co., as they can sell it. The gentleman came into our office, disgusted and thinking it could not be sold. We told him we would be glad to go out and look the property over. We did, and called the gentleman back in our office and convinced him that we could sell his property. We did, TIME IS SHORT. This man was desperately in need of some one to help him, as he was about ready to say it could not be sold. It was income property. It needed a lot of repair and we were quick to tell him so. He wanted six thousand dollars. We told him that he believed that we could get it for him, but we also told him we could not guarantee the price, but we would do the best we could. He signed the contract and agreed to go along with the Auction. We advertised it and put up our sign. TIME IS SHORT.

On sale day, the place was to be sold at 11 a. m. At 10:45 it looked like we were going to have a real storm. The sky was black. A real tail twister was on its way, or so some of the crowd said. The owner walked over to me and said: "It looks like this is going to be a real flop, as people are leaving. Don't you think you had better go ahead with the Auction?" "No, Sir, at this point, we will separate the chaff from the wheat, and the ones who decide to stay will be real prospective bidders." At 11 a. m., I offered the property for sale to the highest bidder. I cut the opening speech short, as it was already starting to sprinkle, and I knew that TIME IS SHORT. Whatever I said now would have to count; success or failure was staring me in the face. I must be the leader. I had told them what I thought the property was worth, even if it was run down. I looked at my watch. It was 11:05. TIME IS SHORT. "Gentlemen, you have all been through the property, and you know, and I know the property needs plenty of repair; however, if you have the time and the money and the foresight, bid on this pro-

perty. This property fixed up is strictly an old age pension. If you have the money and no foresight, then don't bid, as this property is not for you. I want six thousand dollars to start this property." I got it and the property went for eighty-five hundred, CASH.

If you are just entering the Auction business, don't make the mistake by telling a lot of smelly jokes to your crowd, or don't take sales below your competitors in your community. Get the going rate, or you will soon be labeled as a cut rate Auctioneer, and you cannot change your rate once you charge this man a price and this man another. Either be in the business, or out of the business, as you are only worth what you charge anyway. You might attend a lot of sales, but you will conduct very few.

Keep your name before the public, and don't be afraid to advertise. Always be fair and honest in your decisions, but make them yourself. Don't ask some old time Auctioneer in the crowd what to do. You are the boss. You put the show on the road, and put it over, so follow your own judgment. If you can't, you will not have an opportunity to make many in the future. Don't be afraid of a little criticism. You need it and it will do you good. It will make business for you.

When you make your opening speceh, be sure you have your coat on, regardless of the heat. Have your hair trimmed and your shoes shined. After you make a couple of small sales, you then should remove your coat and cut loose. If you are giving away any cash at your sale, as we do, be sure the winning ticket is drawn out high above the crowd by a small child picked from the crowd. Be doubly sure that the owner or any member of your organization is not eligible to win.

In all of your decisions, think first, then act—not next year, but now, as **TIME IS SHORT.**

Teacher: "Jimmy, if I lay two eggs here, and three over there, how many will there be altogether?"

Jimmy: "Personally, I don't think you can do it."

Historic Church Sold At Auction

HOPE, Kan.—The auctioneer's hammer banged down Sept. 14 on Belle Springs Church, where President Eisenhower's forebears worshipped.

The church is a quaint landmark about nine miles northwest of Hope. The President's grandfather and great grandfather attended services there after the Eisenhower family moved to a nearby homestead from Pennsylvania.

They are buried in the churchyard, along with Paul, a brother of the President who died in infancy. The burial ground will remain.

Bishop Ray I. Witter, a first cousin of the President, explained the Brethren in Christ — a denomination sometimes called the River Brethren — once had six churches in the county when roads were poor and travel was slow. Fewer are needed now and one already has been sold.

'EAS\$Y COME, EAS\$Y GO' IS \$AME \$AD \$TORY

Fatter paychecks lined the American worker's pockets last year, but his money went out as fast as it came in.

Mrs. Elvera Horrell, extension agricultural economist at Oregon State College, Corvallis, reports that wage earners made more money, but they spent it and more, for both durable and non-durable goods. Houses, automobiles and major household equipment were among larger expenditures. More people now own their own homes and cars but they still have a lot of unpaid bills, and continue to pile up debt.

In the national survey reported by Mrs. Horrell, a buy-sell barter seemed to link together sales and purchases made last year. A third of the people who bought houses sold another house at the same time of purchase. Four-fifths of the people buying new cars and half of those buying used cars sold or traded cars along with their new purchases.

A hard fall should mean a high bounce if you're made of the right material.

Art World Simmers Over Prices

Dealers Insist Auction of Gauguin for \$300,000 Is "Wild"

By EMILY GENAUER

It may have seemed as if no breath were stirring anywhere about the blazing city this week, but in the art world at least one event stirred up a sizable flurry.

It was the news from Paris that a Gauguin still life in the collection of the late Mrs. Margaret Thompson Biddle was sold at auction for \$297,000 net (\$340,000, actually, since the buyer must pay taxes and other fees), or over four times what Mrs. Thompson paid the Wildenstein Galleries for the same painting only four years ago. It was also over three times the previous record auction price brought by any French impressionist painting (\$97,000 paid for a Cezanne still-life in the Cognacq sale in Paris in 1952.). It left only one record still standing for the sale of any painting at auction anywhere. That was the \$360,000 paid in New York in the lush, pre-depression days of 1928 for Gainsborough's "Harvest Wagon" (a Romney auctioned in London that same year brought just a bit less than the Gauguin this week). All the prices which old-time dealers used to smack their lips over (\$270,000 for Rembrandt's "Portrait of His Son Titus," in 1926; \$245,000 for Houdon's bust of Sabine, in 1928) fade into insignificance in comparison.

Dealers Stunned

Word of the sale left New York's top dealers stunned and virtually speechless in itself a rare event. No less surprising was their almost unanimous agreement that the event left them considerably less than overjoyed. "It has an unpleasant flavor," said one, who has himself asked and gotten spectacularly steep prices. "Such prices have less to do with a love of the beautiful than with a greed for possession." Another, voicing the same sentiment, added, "I might as well be selling stocks and bonds as pictures. And that's not what I've given my life to. The only interesting aspect left to selling French pictures these days lies in the

human side, watching the bitter competition between strong-willed collectors. But it's not a pretty picture, and it has nothing to do with art."

Still another dealer said, "We were sorry to hear about the record price. After all we must keep adding to our stock. Owners of French pictures will now refuse to sell to us except for prices equally wild. Which means that we'll be in a terrible hole in case anything should happen to break the market."

Driving Buyers Away

A fourth dealer reported that his firm had been prepared to bid in the picture up to \$140,000 and then, if it also found a buyer within a short time, as was practically certain, to sell for around \$160,000. "That's high enough," he said. "It would have supported the market adequately and given us prestige. When prices go crazy fewer and fewer potential customers remain in the market." One dealer insisted that the price was not outrageous because of the exceptional quality of the picture. Only twenty-six by thirty inches, it was painted in 1901, during Gauguin's second and last stay in Tahiti, two years before his miserable death, and the same year he wrote a desperate letter to a friend in Paris reading: "I'm at the end of my rope, done in by money-grubbing and illness."

One dealer contributed the single really cheerful comment I heard about town (though he didn't, as a dealer in French masterpieces, mean it to be). "Prices like that are bound to drive collectors to the work of young, living artists."

The Gauguin still-life was bought, incidentally, by Basil Peter Goulandris, Greek ship-owner unrelated to two other Greek ship-owners, Aristotle Onassis and Stravros Niarchos, who have also recently been cutting a wide swathe in the picture market. Goulandris started collecting about seven years ago, owns an El Greco, a Cezanne, and a Degas, among other things, and is, like his art-

collecting countrymen, intent on quickly making up for his late arrival on the art scene. (It was Niarchos who a few months ago paid over \$3,000,000 for the bulk of the Edward G. Robinson collection of modern art.)

Keep A Man At Work

The American system of mass production is celebrated, admired and imitated the world around.

The American system of mass retail distribution may not be so well-publicized — but it is equally important. In fact, mass production couldn't exist without it.

For instance, to keep one man at work in the soap industry people must take 6 million baths in the course of a year. To keep one man at work in the refrigeration business, 60 of the machines must be sold. To keep one man at work in stocking production, 12 thousand pairs must move into the hands of consumers. So it goes, down the endless list of things we all use.

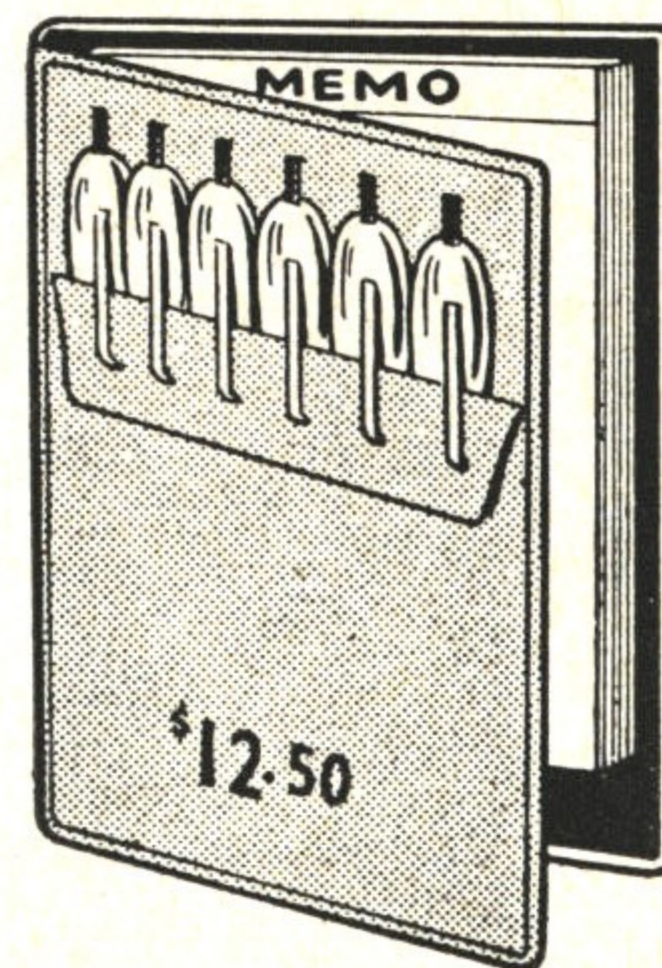
It takes a tremendously efficient and vital retail industry to sell the wares our factories produce. It is an industry which works on an amazingly small unit, profit, too—one to three or four cents on each dollar of sales, depending on the

kind of goods involved. And it is an industry in which there is room for all kinds and sizes of stores to prosper — all the way from little family enterprises to the big national chains.

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HELP FILL THIS PAGE

Discover Antique's Worth With Your Own Research

There comes a time in the life of almost every woman when she suspects or hopes that some trinkets or china piece in her cupboard, attic, cellar or barn is the real McCoy.

She comes of age in her antique reading or suddenly needs money, and then she conducts a tour of old what nots that lie around her home.

How does a person discover the worth, if any, of these articles? Should she risk taking them to an appraiser? Will he gyp her? How will she know if her treasured article has real value? Here are some suggestions that may help in your quest for assistance:

1. Make a sketch or take a photograph of the object to the public library. Look it up under its proper heading—pewter, silver, Britania ware, china, glassware. If you aren't sure, a book in the general category of your object will give you a clue. Be sure that you copy off marks that appear on the piece such as crossed-swords on Meissen ware (many reproductions now dotting the market) or cherubs and hearts on a trivet. The librarian may help you locate the proper book.

2. Once you determine that your piece is of a certain period—perhaps a Georgian piece of silver—you are ready to go to a dealer. Take it to several dealers. Compare offers, and then decide if you want to part with your piece. It may be worth more to you than the cash involved if it is an interesting, old piece, and if it will increase in value.

What To Look For

Articles that may have value include these:

Old glass—glass made after 1830 is not considered antique although much of it, such as Sandwich and pressed glass, often brings good prices, and is prized by collectors. Sparkling cut glassware made during the brilliant period of the late 1880s is popular also, although it is not considered antique. Another type of glass made about the same time is Amberina, now very popular and bringing fancy

prices. This glass is identified easily because it runs from a yellow amber shade to a deep ruby. A great deal of collecting of Tiffany glass is under way at the moment. This glass is many-shaded and iridescent, and sometimes may be found with the initials "LCT" or the name, "Tiffany" or "Favrile" marked on the base.

Milk glass is flooding antique shops because many pieces reproduced today are made from original molds, confusing collectors. The old and new glass is different in one appearance however, and one who has spent a great deal of time collecting this glass should know the difference. Neophytes may be fooled. The milk glass duck patented by Thomas B. Atterbury is so marked with the patent date. Reproductions are not.

China is best identified by its marks and some good books are available, although much early china was not marked and is only identified by color, texture and pattern. Ironstone is one kind of china frequently found in old barns. It was made plentifully from the 1800s in England and in America, and was popular with farm families because it held the heat so well. Most ironstone ware collected is plain white—undecorated soup toureens, platters, serving dishes.

Staffordshire is more likely to be found in the home that specialized in fancy table services. The blue willow pattern on white is easiest to recognize. Mulberry and white is also a great favorite with collectors, but scarcer.

Almost any family has some family silver, Britania ware, or pewter that may have been passed along for one or more generations. There are many books containing the hallmarks needed to identify these pieces. A magnifying glass may be needed to read the marks so that the piece may be properly identified when you attempt to trace its origin.

'Tis better to be brief than tedious.

Dillehay Sells Indian Cattle



Col. Paul Dillehay, Sterling, Colo. (center back-ground in white shirt), President of the Colorado Auctioneers Association, selling a part of 549 'white-faces' at the First Annual Ute Indian Cattle Sale held at Pinehurst Ranch near Gunnison, Colo., on October 10. Col. Dillehay flew 400 miles over mountainous territory to conduct the sale which totalled \$43,325.00.



After the sale, Col. Dillehay visits with some of the Utes. The one with the big hat is Richard McEwen, foreman. The others are Steve Root, Bobby McEwen and Ray Lang.

What Do You Think?

By **BERNARD HART**

Thinking is a pastime engaged in by all men. Man's thoughts can make him a success, they can make him a leader in his community providing his thoughts are properly channeled and are followed with action.

In traveling through areas populated with oil wells we have often wondered at the wasted heat, wasted power that we see burning from the gas vents. Have you ever wondered about the waste that is incurred by progressive thoughts that are permitted to die, thoughts that could have made a great difference in some person's or some organization's life had they only been uncovered and permitted to grow and develop.

We know that our members think — were they not good thinkers they would not be auctioneers. We know that our members have thoughts that could work for the betterment of THEIR professional organization, the National Auctioneers Association. We also know that about 99.9% of them fail to express their thoughts, fail to bring ideas to the surface that could have far reaching effects upon the future of our own NAA.

The purpose of this article is to encourage you and You and YOU to write us your thoughts so that we can publish them in our official publication in order that all can share in your thinking. An example of what we like is the following taken from a letter from one of our members and received shortly after the 1957 National Convention:

"I am writing you a letter and offering a little constructive criticism. I enjoyed the Convention and the program as much as anyone did. But I do think we are making a very bad mistake by putting off the business of the Convention to the last day and hour.

"There are too many auctioneers in our profession that know a business cannot be run that way. And I think if we shortened up our Convention that we may have a better atten-

dance. I think we should start our business session the very first part of the second day and have enough time to really discuss the issues that should come before the Convention. After all, the Convention Delegates are the ones to say what should be done and not left just to a few officers.

"I hope the officers and members will accept this criticism in the attitude in which I am offering it. I do not want to boast about having been in organizations but I have belonged to them since 1919 and business should come before pleasure if we really want our NAA to grow."

In fairness to the writer, I am withholding his name but will assure you that he is capable and successful auctioneer and a community leader as well. The fact that he took the time to sit down and write this letter, long-hand, is an indication that he had been doing some thinking and he was thinking for the benefit of HIS organization.

While I do not agree with everything he suggests I admire him for making the suggestions and making them to the correct place — the headquarters of the National Auctioneers Association. It has been rumored that there are those who make their suggestions for improvement in places where they cannot possibly bring about the improvement they claim to be seeking.

Following is a portion of my reply to the above printed letter:

"As for my personal opinion, I am 50% in favor of doing as you say. I would like to have the business meeting earlier in order that we would not be required to rush it through in order to get to the Banquet, etc.

"However, I keep my fingers crossed in regard to an open discussion of all the things we should do. We have certain limits as to what we can do and only a handful of our members are aware of those limits. I am very much in favor of all matters being

taken before either the Resolutions and/or the Grievance Committees and let them decide as to what should be brought to the Convention floor.

"I arrive at this conclusion after witnessing a few National meetings and various State meetings. A lot of time is wasted on matters that are unimportant either way they turn out and discussion goes all the way to Kelly's barn and back again before the matter is disposed of. This sort of thing will discourage attendance quicker than any other one thing."

In another article in this issue you will be reading of the thoughts of another member regarding National Convention proceedings. I am certain that I am speaking for the entire slate of officers when I say that we know we are not infallible. We need to know what you think. Your names will not be released unless you want them to be. We'll be expecting to hear from you in regard to:

What do you think?

An auction sale, says Martha Scott, is a place where, if you're not careful, you'll get something for nodding.

25 YEARS AGO

(From the Drovers Journal Files)

A 5-year-old bay horse sold for \$48 and another brought \$50 at the farm sale of Leo Kelly and Jesse Potter on the Potter place near Blainstown, Iowa. Calves brought from \$8 to \$14.50, a cow and calf brought \$26. Young boars sold at \$7 and \$11 a head.

In a sale of Hereford cattle held by Fred Chandler at Chariton, Iowa, an average of \$153 was realized on 25 head. Five bulls averaged \$217, with a \$345 top; the top on females was \$375.

A woman was browsing around the tiny tot's wear department and one of the clerks making polite conversation approached her. She asked the customer, "Are you expecting?"

"No, I'm not expecting," was the reply, "I'm sure!"

Stella: "Does your boy friend like to go out and gamble for money?"

Della: "Oh, no! He'd much rather take me home and play for fun!"

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THE LIGHTER SIDE . . .

OUT THE WINDOW

In a Southern community a case was being tried in court where one motorist was suing another for causing a wreck. One witness was a gangling 18-year-old country boy.

The evidence showed he was working in a field about 200 yards from the accident. His evidence was very damaging to the case of the defense. The defense attorney, who had the reputation of being very irritating and dangerous on cross examination, said, "You claim you saw this wreck?"

"Yes."

"You saw the whole thing?"

"Yes."

"You were 200 yards away?"

"Yes."

"You can see pretty good, can't you?"

"I think so."

"Well, tell the jury just how far you can see."

In his slow, deliberate drawl the boy said, "I get up pretty early in the morning. I see the sun rise. They tell me the sun is 93 million miles away."

The judge and jury laughed. The attorney's mouth flew open and his case flew out the window.

A LITTLE TOO MODERN

The teacher was giving her class a talk on old English. "Gene," she said to a pupil, "give me an example of a modern-day sentence which means 'Thou art good'."

Gene paused a moment, then his face lighted up with sudden understanding as he gave his example: 'I dig you, cat, you're real crazy'."

UNCERTAIN

A woman announced to a lawyer that she wanted to get a divorce.

"On what grounds?" he asked.

"I don't think he is faithful to me," she answered.

"And what makes you think he isn't faithful?"

"Well, she replied, "I don't think he is the father of my child."

AMUSEMENT

Grandma Jones had lived alone in her cottage for many, many years. She seldom ventured farther than the front gate and that was only to get mail. She seemed, however, to enjoy her life of solitude.

"But, how do you stand the everlasting silence, Grandma?" asked one of her neighbors one day.

Grandma looked fondly at those two kittens that were playing with a ball of twine on the floor. "Oh," she said with a playful gleam in her eye, "when it gets so quiet that I can't stand it any longer, I just kick hell out of one of the cats."

DESPERATE

Female elevator operator in car alone with a marine: "Going up—going up—anybody else going up? Please, will somebody else go up?"

FORESIGHT

A young medical student who walked past the psychiatric ward each morning and watched one of the inmates go through the motions of winding up and pitching an imaginary ball, was finally asked by one of his friends why he stopped daily and watched the screwball go through his act.

"Well," he answered, "if things keep going the way they are, I'll be in there some day catching for that guy, and I want to get on to his curves."

OBVIOUS

If a cluttered desk is a sign of a cluttered mind, we can't help wonder what an empty desk indicates.

POOR POP!

The one time Dad gets somewhere putting his foot down is when he takes his family out driving.

ALMOST

Reporter: "Is the prince incognito?"

Waiter: "Not exactly. But he's certainly feeling his drinks."

IN UNITY THERE IS STRENGTH

EASY

Do you know how to tell a little girl sardine from a little boy sardine?

No.

Look and see which can they come out of.

SAME OLD STORY

Dentist: "I'm sorry but I'm all out of gas."

Girl (leaping from chair): "Heavenly days, do dentists pull that stuff, too?"

DEMONSTRATION?

A zebra got loose from a traveling circus, and trotted down the road till she found a nice farm with a low fence, and jumped inside into a green meadow. She wandered around a while, and finally came across a little red hen.

"What do you do around here?" the zebra asked her.

"Well," the hen replied, "not much. I lay a few eggs for the farmer, but that's about all."

The zebra romped away, and presently met up with a cow.

"What do you do around here?" she asked her.

"Not much," the cow answered. "Every so often the farmer milks me, but that's about all."

The Zebra galloped across the meadow until she saw a very large black stallion.

"What do you do around here?" she asked him.

The stallion eyed her curiously a moment, and then leered: "Take off those pajamas and I'll show you."

ON TIME, PLEASE

Junior partner (to pretty typist): "Are you doing anything on Sunday evening, Miss Peterson?"

Typist (hopefully): "No, not a thing."

"Then try to be at the office earlier on Monday, will you?"

CRAZY LEGISLATORS

The farmer had gone and got himself elected to the legislature. After he'd served in the lawmaking body for 30 days, he came home for a weekend.

"Martha," he said to his wife, "I've discovered one thing—it's the first insane asylum I ever saw that was run by the inmates."

METHOD

In the process of hiring an entertainer, a Soviet radio executive said, "Boris, you're wonderful. We're giving you a lifetime contract."

"That's fine," answered Boris, "but what if I turn sour?"

"You needn't worry," said the exec, "In cases like that, we'll honor the contract — but shorten your life!"

HABIT

Man Motorist (barely avoiding broadside crash): "Why on earth didn't you signal?"

Girl Motorist: (who has crossed into her home entrance): "I always turn in here, stupid!"

DANGEROUS

Employer: "I've had my eye on you Griggsby, and I see you are a hard worker. You put in long hours, you are ambitious and you are rapidly learning the business."

Griggsby: "Thank you, sir."

Employer: "So I am obliged to discharge you. It's men like you who go out and start competing companies."

THE LOW DOWN

Mother: "Don't worry, dear. Mother will tell you everything you should know before you get married."

Daughter: "Oh goody, Ma! Then I'll be able to get as much alimony as you did."

STILL LEGAL

Said the clerk to the couple requesting a marriage license: "I'm sorry, but a license can be issued only when the form is properly filled out."

Groom-to-be: "That's ridiculous! I can marry her regardless of what she looks like!"

LADDER OF SUCCESS

The high-pressure salesman was giving a pitch to a small manufacturer. "I'm the best man in the business," he boasted. "Put me to work for you and you'll really go places!"

"That may be so," said the overworked owner, "But anybody I hire has to start at the bottom. First you gotta be my partner."

IN UNITY THERE IS STRENGTH

A fellow ought to follow a good example — it's easier to imitate greatness than to create it.

INCONSISTENT

Some people who give the Lord credit are reluctant to give him cash.—Jack Herbert.

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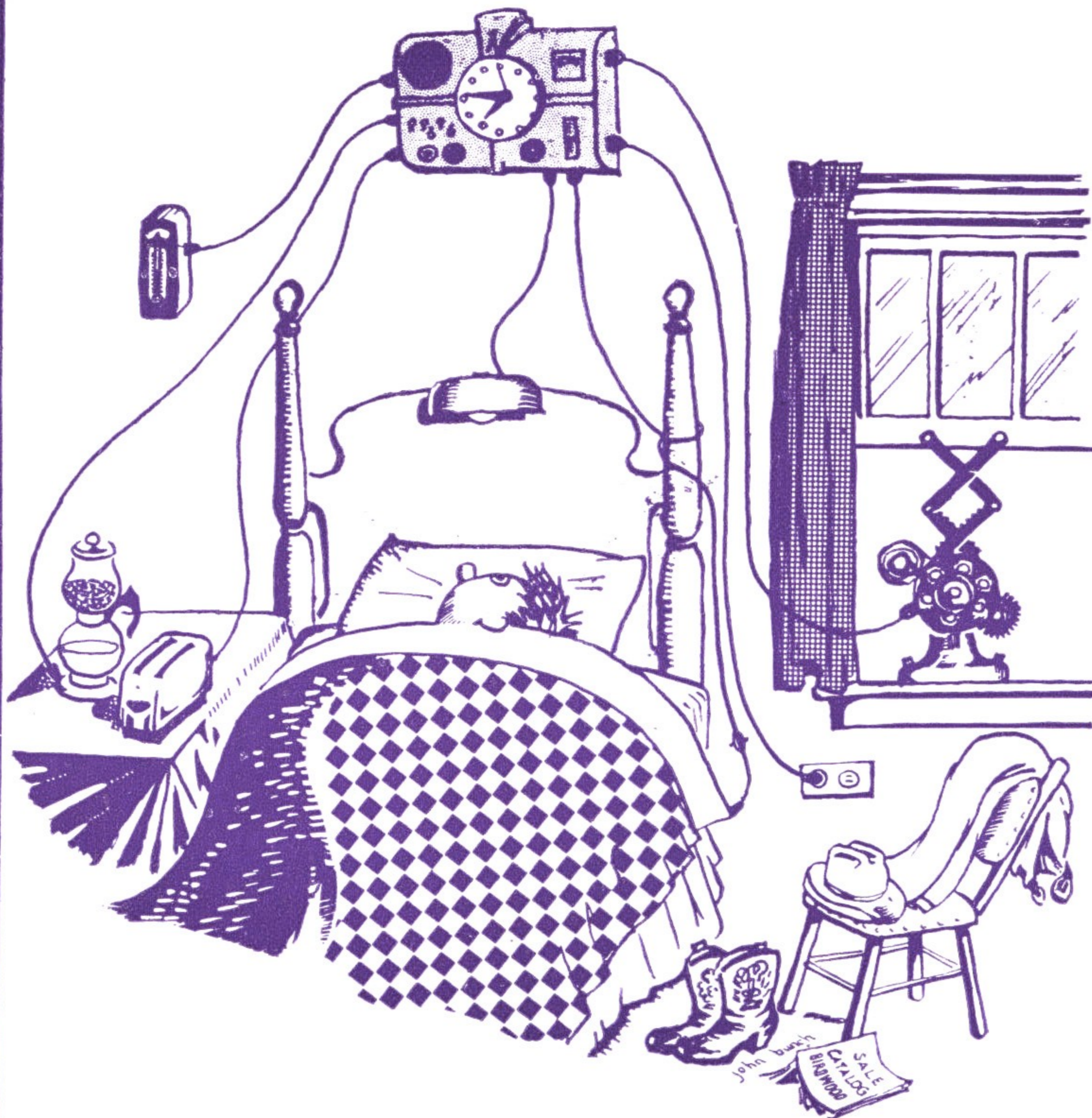
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Hotel Statler, Buffalo, N. Y.

July 17-18-19, 1958

TEN REASONS WHY EVERY MEMBER SHOULD GET NEW MEMBERS

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