

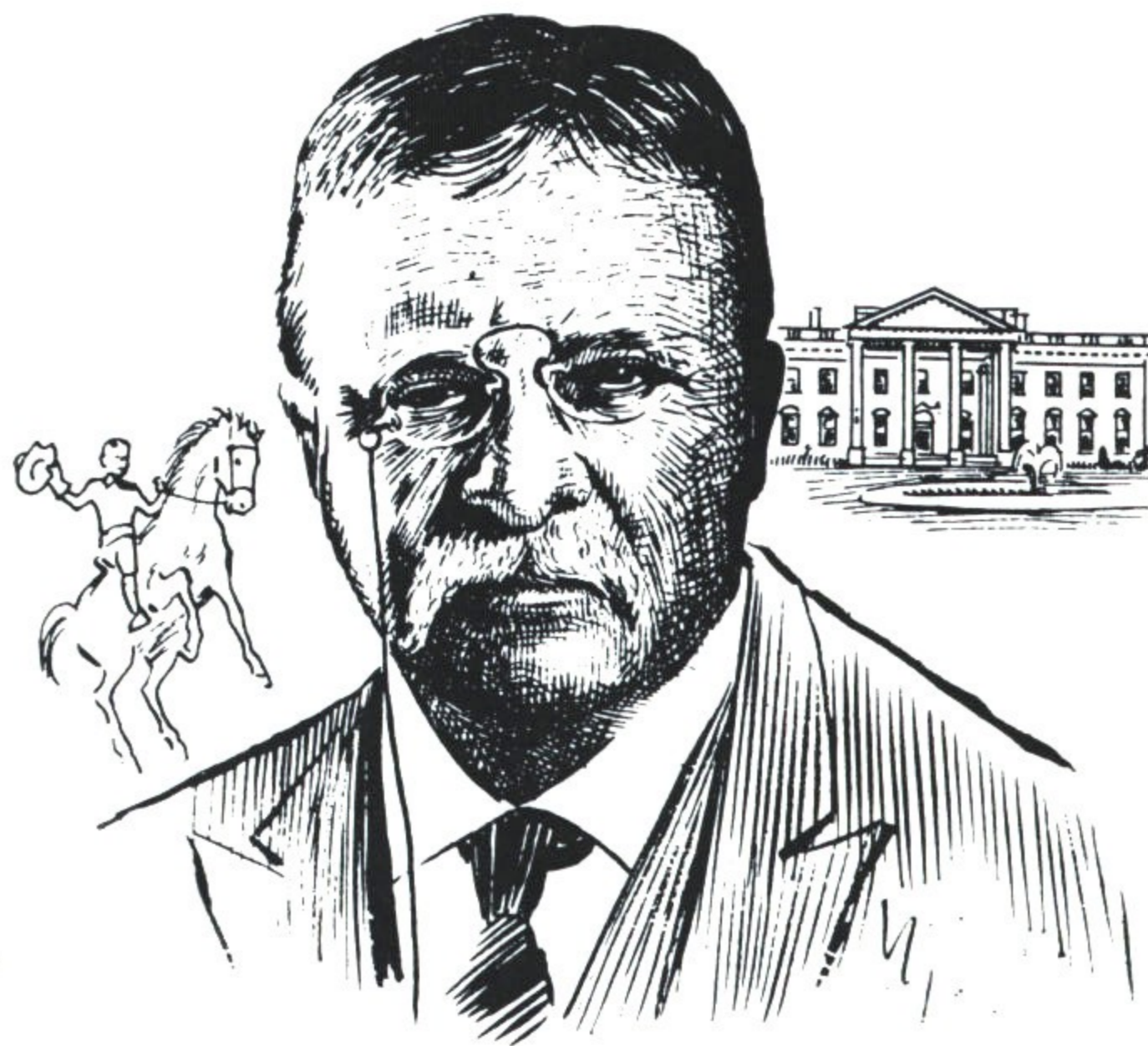
the **AUCTIONEER**



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Membership Memo . . .



Theodore Roosevelt said:

"Every man owes a part of his time and money to the business or industry in which he is engaged. No man has a moral right to withhold his support from an organization that is striving to improve conditions within his sphere."

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Livestock Marketing

By Frank E. Fitzgerald, Bismarck, N.D.

EDITOR'S NOTE: The following article is from a letter from Col. Fitzgerald to Col. Charles Pike, Billings, Mont. It was originally published in the **WESTERN LIVESTOCK REPORTER**, Billings, Mont. Cols. Fitzgerald and Pike are both members of the National Auctioneers Association.

Today more and more livestock is marketed the auction way. It is considered the most competitive way of marketing all classes of livestock.

The auction market is the established manner of buyer and seller getting together where all classes of livestock are being sold to the highest bidder in competition with many other buyers.

Good auctioneers are a must for any auction market. An auctioneer must be up-to-date and have the knowledge of livestock values because the many buyers are a pretty sharp and shrewd lot of operators. It doesn't take long for them to find out if an auctioneer is up-to-date and knows his livestock values.

An auction market must have experienced cattle hands and never allow abuse of any consignor's livestock. Treat a consignor's livestock well and he will be pleased.

The auction market's reputation for having quality livestock and honesty in representing them are the auction market's means of maintaining a business where buyers return each time to buy. A good auction market advertises widely throughout its trade area. It has a reputation for fair treatment in handling consignments, and gets the best possible price for the producers' livestock. These are the reasons they come back time and again to sell at an auction market. Scales at livestock auction markets are tested frequently by the Packers and Stockyards division of the U.S. D.A. and are operated by unbiased, qualified weighmasters.

If I were a livestock producer about to decide on where to market my live-

stock, I would ask myself these questions: Am I qualified to sell my own livestock without competitive bidding? Should I consign them to a well-advertised livestock auction market where they have adequate facilities to properly handle my livestock — such as good clean pens, feed and water and where my net proceeds are assured and the top market prices can be obtained? If I were handy to a **CERTIFIED LIVESTOCK MARKET** that could fill these qualifications, this is the marketing way I would choose.

Advise the auction market in advance so that the manager may advertise them and contact the many buyers who are interested in the kind of livestock you have.

The auction markets serve as a livestock price barometer over the land. This is a most important function for without it no stockman would have a true measure of the value of his animals. It is at its best in a highly competitive open market where they are dedicated to effective selling. Sometimes livestock producers are prone to let marketing cost and convenience overshadow effective selling — an obvious mistake.

Cost of selling at auction markets is nominal in proportion to the services rendered. Total proceeds after deducting marketing costs rather than cheap disposal is the important thing. Beware of any market method that claims to cost you nothing. This simply is not true. The marketing of the producers' livestock is a highly important part of their business. Let there be no mistake about this.

Don't lose your bargaining power. You know competition is the livestock producer's greatest ally and his guarantee of a better price. It is the quickest way to find a top buyer for the top dollar. I am sure the stockman has proven over the years that they want to maintain a free marketing system because they believe the standards by which the nation's livestock auctions op-

erate are the standards that have earned acceptance of this way of marketing. Satisfaction under free choice and competitive marketing conditions is a strict measure of the standards prevailing in all marketing business operations and requires a full understanding between the parties of the nature and basis of each transaction.

I would say it is a matter of real concern to all of us that our farmers and stockmen enjoy these freedoms: freedom from too much Government, freedom to produce their livestock and market them, freedom to work and to pioneer, freedom to retain and pass on to their offspring the results of their toil and savings.

Today, the livestock business is the brightest spot in the Agriculture picture because we still have freedom to exercise an individual choice in the manner and means utilized to sell livestock by every livestock producer. I am, however, concerned about the broad trends toward socialization of the nation and the artificial controls that seem to precede socialization.

The New York Stock Market and the Chicago Grain Exchange sell the auction way. So if the nation's greatest business transactions are sold the auction way and are patronized by the leading citizens of our country, then why isn't it one of the best ways to market your livestock. Livestock auction markets today have grown to their prominent position in competition against all other methods of marketing livestock. This

position of auction leadership has been earned only because the service rendered was most liked by its many customers. Simple logic determines the decisions, not law, not habit, not new theories; but just satisfactory service to the one who pays for it — the livestock producer. They have proved over the years that they want to maintain a free and open competitive marketing system like we have today.

Planning Meeting Of Arkansas Group

By Milo Beck

Twenty-two members of the Arkansas Auctioneers Association met in Little Rock, September 5.

Brad Wooley gave a report on the National Convention. Other items of business were discussed.

James Seastruck, Little Rock; James Wilson, Little Rock; Paul Peacock, Winchester; and Oscar Farnam, Benton; were appointed to a Program Committee for the coming year.

A membership drive is underway with all present members being asked to exert their efforts toward increasing the current membership. President, Ray Tucker, has pledged his efforts toward reactivating former members.

Next meeting of the group has been set for December 5, in Little Rock.

Let Us Pause To Give Thanks

In the month of November most auctioneers are very busy with Fall work, getting ready for the winter months ahead. But let us not be too busy toward the end of this month, to celebrate the day set aside for giving thanks, Thursday, November 25, 1965. All of us have something to be thankful for, the most of us have much to be thankful for. So let's pause if only for a short time to say, thanks for the many, many Blessings we have received in the past year.

To all a very pleasant and joyous Thanksgiving Day.

John L. Cummins, President



Chances are remote that any of the gentlemen pictured are now conducting auctions. This was a graduating class of the Missouri Auction School in 1910. In this era, the Missouri Auction School was a travelling school, conducting terms in various parts of the country. This was called "The Missouri Class" and the term was held at Trenton, Mo.

The man third from the left in next to the back row (with the "x" above his head) is the father of one of our good members, Col. H. W. "Bill" Hauschildt, Denver, Colo. This photo was loaned to "The Auctioneer" by Col. Hauschildt.

Library Treasures Will Be Auctioned

Sotheby's and their affiliated house, Parke - Bernet of New York, are to sell duplicates and surplus material from the great Newberry Library of Chicago, one of the most distinguished research libraries in the United States. The decision to sell was made by the Newberry Trustees following the acquisition by them in 1964 of the collection formed by the late Louis H. Silver of Chicago.

The Trustees decided that, to supplement the first fund - raising drive in the library's 78-year history, they would make available to other libraries and collectors throughout the world those books and manuscripts which were surplus to their requirements or which were duplicates of material already in their various special collections. The Trustees have now entrusted the series of sales to Sotheby's in London and Parke-Bernet in New York - the material to be sold in each place being selected to ensure the maximum international attention. Thus the first sale at Sotheby's starting on November 8 will include a wide range of books and manuscripts of European interest, while later in the season Parke - Bernet hope to be able to announce the first sale of duplicates from the bequest of the celebrated Everett D. Graff collection of Western America.

There are two block books in the sale at Sotheby's and one, *Ars Memorandi* (Germany c. 1470), is of the greatest rarity, the only other known copy being in the National Library, Vienna. There is a nearly complete copy of the very rare first edition of Miles Coverdale's Bible, the first complete Bible in English, of which only 23 copies, all imperfect, are known; a set of the four folios of Shakespeare accompanied by the third quarto of "Henry V" and "Poems" 1640, with "Sir John Oldcastle" and "A Yorkshire Tragedy" representing the doubtful plays; Congreve's "The Way of the World", 1700; a dozen first editions of Dryden, three of Fielding, six of Fletcher; three Sheridans and Ben Jonson's collected folios.

From 16th - and 17th - century England comes a group of Francis Bacon, headed by *Instauratio Magna* of 1620; Richard Brome, John Bunyan, Robert Burton and Samuel Butler (the Chew-Kern set of "Hudibras", 1663-78;; Hardyng's "Chronicle of England" 1543 and the Pynson 1521 edition, from the library at Hatfield, of Henry VIII's denunciation of Luther as a heretic; more than a dozen first editions of Milton, including "Poems" in contemporary calf, "Areopagitica" and "Paradise Regained"; two rare tracts by Sir Thomas Moore; five Spensers and the fine Britwell copy in old vellum of "Wit's Theatre of the Little World" 1599.

Fanny Burney's "Evelina" 1778 in original boards, uncut; two copies of Burke's "Reflections on the Revolution in France" 1790; the Kilmarnock Burns 1786, in original wrappers, uncut; six first editions of Samuel Johnson, twelve of Alexander Pope and several of Goldsmith including "The Vicar of Wakefield"; "Tristram Shandy" in original boards and wrappers, uncut; and Swift's "Tale of a Tub" are also included in the sale.

Among the distinguished list of autograph letters and manuscripts are an autograph memorandum of Benvenuto Cellini (apparently unpublished) supplementing the passage in his autobiography describing the casting in bronze of his statue of Perseus; a letter of Galileo, written in 1637, just before he went blind, discussing the publication of *Discorsi e Dimostrazioni Matematiche*, his last, and, perhaps, greatest work.

Illinois Farm Sells For \$920 Per Acre

PAWNEE, Ill. — A 50-acre tract of farm land belonging to the Grace Shively estate was sold at public auction for \$920 per acre, totaling \$46,000.

The land is located west of Pawnee and was bought by Darrell Snelling of Pawnee.

Auctioneers were Vern Dragoo of Springfield and William Gaule of Chatham.

Six Trips A Year To A Farm Equipment Auction

This Iowa farm equipment dealer believes that's the minimum number of visits to the auctions it takes to know the real value of equipment. Come along with him on one of the dozen or so sales he visits each year.

BY WARREN SMITH

(Reprinted by permission from
IMPLEMENT & TRACTOR)

The machine-gun staccato of the auctioneer's chant filled the air. It was a good day; he was selling used farm machinery with the piston precision of a finely tuned engine. Periodically, he and his assistant would spell each other on the stand, give his little talk and another of the nation's regularly scheduled auctions was in high gear.

The auctioneer was a realist. People attended for one reason: to make a buck. Buying or selling, or merely to sniff the market, they wanted to make a buck.

The auctioneer has a hard job. There are no books that tell you how to sell high and keep the consignors happy—and still sell low to keep the buyers coming back.

His sharp, canny eyes measured the crowd.

. . . The big operators were there, some in coveralls, others nattily dressed in finely tailored suits . . . They mingled with the truck drivers; sleepy-eyed, paunch-bellied men, whose tails were heavy and looked as if they were formed by a semi seat . . . farm equipment deals just in for the day and getting a look at their first auction . . . smart people . . . dumb people . . . operators with class . . . others on the hungry edge of poverty.

Throat rested, the auctioneer started the sale again, rolling the words on his golden tongue and letting the ringman help in moving the bids along.

"I love an auction," said Ernie Ropp, neatly dressed in a suit worthy of a securities salesman. "Listen, you can learn more about the used equipment market in five minutes here than five months back home."

Ropp, a John Deere/Allis-Chalmers dealer from Kalona, Iowa, has a \$500,000-a-year used equipment operation. Used gross sales are matched, dollar for dollar, with new sales to make Ropp's Farmers Supply Co. a million dollar dealership. "Some years with a little plus," grins Ropp.

"There just isn't anything better than attending an auction," continued Ropp. He had left Kalona that morning before daylight to make it to the sale in time for its mid-morning start.

On the grounds, he is known to many dealers, jockeys and auctioneers. "Hello Ernie," shouts a dealer from Minnesota. "How's tricks?" "We may make a dollar this year," Ernie replies. They stop and discuss the new and used markets for a few minutes, ending up on general business conditions and the state of the nation.

"How do you do, Mr. Ropp," this from a sloppily dressed kid of about 19, busy unloading tractors from a truck.

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Ernie Ropp stops and chats for a moment, then moves on. "He's a good kid," he reports. "Young, but he knows the value of equipment. A good jockey who always sticks to his word."

Ropp stops at the refreshment stand for strong, black coffee and a greasy hamburger. "I think every farm equipment dealer in the country should visit an auction at least six times a year," he says. "He doesn't have to buy or sell . . . just look. A dealer cannot sit in his own little town and expect to know used equipment values."

"What about the used equipment guides?" he is asked.

"I use them for serial numbers and average loan values, but they're not a reliable gauge of the retail used market. The only way you know the value of used equipment is to attend an auction every couple of months."

Ropp's trips take him to auctions in Sikeston and Mexico, Missouri; a new auction in Chariton, Iowa is another stop on his route. When busy seasons and business permit, he'll travel to Archbald, Ohio and north to Richland Center, Wis. Besides his Chevrolet sedan, Ropp has three straight trucks and a semi tractor-trailer to haul machinery. Sometimes he buys at an auction . . . sometimes sells . . . on occasion, just looks.

Playing the auctions requires the canny, confident insider's knowledge of the used equipment market. And this knowledge, giving rise to an occasional hunch, must be backed up with cold, crisp cash.

"If you visit an auction regularly, it's like getting a cold towel slapped in your face," continues Ropp. "Everyone has a tendency to start trading a little high. I remember the first time I visited an auction. We'd just allowed \$800 for a tractor on trade and I saw a better model selling for \$200. When I went back home, you can bet I was more conservative in handling trade-ins. That's why every dealer should make auction attendance mandatory. He finds out the real worth of equipment and the trip will keep him a good, cool-headed boy."

Ernie Ropp believes much barter equipment is accepted at an inflated

value. "When I started in business in 1953, it really hurt to lose a deal," he said. "Now we do a million dollar volume but we don't do any canvassing. If the deal isn't good, pass it up. New or used, you have to make money. Lots of dealers in this business just won't be undersold. Tell them a competitor has offered a deal for \$1,000 and they'll go for it at \$950. If I'm out on a limb, I pass."

When Ropp purchases used equipment at a dealer's auction, several considerations decide how high he bids and how much he buys.

"Maybe I'm in Mexico or Sikeston," he states. "I have a couple of pieces that I know will sell to two customers near Kalona. I always buy seasonal items whenever possible. If it's March, as an example, I'm starting to look for pickers. But there doesn't seem to be any that are priced right. Several Ford tractors come through. No good. Ford sells good in Missouri but these are small ones; I don't have a market around home. Some John Deeres come through. They look good. I'm going up to Richland Center before long. It would be nice to take a truckload of equipment up with me. Also, I know a dealer in Minnesota who phoned looking for two models like this. The price is right. I buy. If the Minnesota man doesn't take them, I'll put them on the lot at home. If they still don't move, I'll take them to Wisconsin."

This mental process goes into gear at every auction. Perhaps Ernie Ropp is just looking; he doesn't even have a truck with him. A certain piece of equipment is going low. "And I know these are like gold in Ohio," Ropp says. "I'll buy and send the truck down after them."

Not every deal ends up with a golden profit.

"You have to keep on your toes in this business," explains Ernie. "You can't expect to make a dollar on every deal." When he guesses wrong, he sells for the smallest possible loss and gets his money working again.

"I don't let my mistakes stay around too long," laughs Ropp. "If they sit

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there, forlorn and unloved by the customer, it gets to bugging me. I want to get my money working again."

Last summer, Ropp went through his used equipment lot at Kalona. Five semi-trailer loads of junk were trucked to the junk yard. "Junk is junk anywhere in the country and there isn't any reason to keep it around cluttering up the lot," he declared. "We cannibalize awhile for used parts. When it's done, we truck it out."

Ernie Ropp also buys from used equipment truckers, to whom he also wholesales used machinery.

"I don't buy from them until I know them," he reports. "After we deal awhile and I get acquainted, then I'll start buying from them."

Ropp also does considerable buying on the telephone; seldom has he seen the equipment he is buying. "You get to know the people in the business," he reports. "If a person misrepresents a load, unless it is something drastic, I'll take it and pay for it. But I'm not in when he phones the next time."

Most equipment is honestly represented when sold on the telephone, Ropp reports. "I'm like a lot of other dealers; there are only so many hours in the day. I don't have time to look at everything." So Ropp, and other dealers like him, depend on the ethics and integrity of the seller for protection.

Ropp buys both in-line and out-line whenever he is dealing for used equipment. "Some dealers think I should stay with either John Deere or A-C as these are my franchise lines," reports Ernie. "But I'll buy any model in any line, if it is good and the price is cheap enough. There is a market for anything someplace, if it is priced right and within the money."

In his Kalona territory, Ropp notes the gradual disappearance of the small farmer. He finds the market for used equipment is showing a tendency toward larger and larger models. "It follows the line of new stuff," he feels. A large portion of his smaller equipment is hauled to Wisconsin, where a market for such equipment exists.

The auctioneer stopped his spiel for a minute. "Now here is a quiet one,"

he says, standing beside a tractor that won't start. The crowd laughs and the auctioneer leads them to a newer piece of machinery.

The auctioneer sips a drink of water. His throat gets dry quickly. He looks at the crowd, then begins to talk in a normal tone. "Boys, here is a real creampuff. Just look at it. You can't tell it has been out in the field. It was owned by a farmer who always kept it in a shed. Look it over—you can't find a scratch anywhere on this one. Charlie, you know the farmers over in Illinois are going to want this one. Who'll start the bid at \$3200 . . . do I hear \$3200 . . ." His voice sounds like Square-Deal John, the Workingman's Friend, with overtones of your Uncle Elmo, who died poor but honest.

Near the edges of the crowd, a distraught dealer is re-loading equipment onto his trucks. A look of anger, puzzlement and disappointment is evident on his face. "They didn't offer half of what this equipment is worth, Ralph," he tells the truck driver, jerking angrily at a chain tightener.

Watching, Ernie Ropp says: "He has probably allowed too much for that equipment for trade-ins. If he hasn't been to an auction before, he's blaming the auction for his mistake in making the over-allowance. He may be getting a sudden view of the actual worth of his used equipment inventory."

"It can rot on the lot before I sell at those prices," declares the angry dealer, talking loudly to onlookers. Says Ropp: "I feel sorry for him because that's what will happen. It'll rot."

The new man in the new age must be willing to encourage the concept of changes in his philosophy of life. We live in a world of revolutionary upheaval, we find ourselves in a setting of ambiguity and uncertainty; therefore, the society equal to the challenge of this century will be the society in which continuous innovation can occur. We must learn to be unafraid of change. Indeed, we must learn to embrace change as a positive value. —Warren Bryan Martin

THE LADIES AUXILIARY

Renewal Of Interest Noted In Oklahoma

Since our return from a memorable convention in Spokane, our hopes are high for a most successful one in Philadelphia, 1966.

My humble thanks in being asked to serve as a Director of the Ladies Auxiliary to the National Auctioneers Association for three years.

Having promoted the Organization of the Ladies Auxiliary to the Oklahoma State Auctioneers Association, we now proudly have a membership of twenty-five and are working on memberships for the National. Also, a number of them are planning to attend in Pennsylvania.

The ladies assisted the Oklahoma Auctioneers in the State Fair Public Relations Booth the last week of September. This is a first for Oklahoma—an Auctioneers Association Booth—Response was very gratifying.

Now we are planning a Christmas Party as something to look forward too—seeing and visiting with our fellow-man at this time of year.

And a Happy Thanksgiving to everyone.

Mrs. V. K. Crowell
(Alma)
Oklahoma City, Oklahoma

Let Us Plan Ahead For 1966 Convention

I thought we had such a wonderful Convention in the Pacific Northwest! Those Northwestern States really do things in a "Big" way, I guess because their Country is so "Big."

Part of the enthusiasm of the meetings is still with John and I and this cannot help but be of benefit in our business. We are only sorry that all Auctioneers and their families could not have been there. However, we are look-

ing forward to seeing more and more of our members in Philadelphia next July!

The ladies will have a most interesting treat in store for them with our good friend, Pearl Britten, as our 1966 President, so lets begin planning now for our trip to Philadelphia!

Our National Association means so much to our husbands in their profession and as most of us "gals" work along with them, our Auxiliary should mean enough to us that we help and support it in all ways that we can and I believe our husbands enjoy the fact that we do take this interest in their work.

We recently had a very pleasant and interesting visit with Col. J. L. Henderson and his Clerk, Lee Copple from Gulfport, Mississippi. Col. Henderson is President of the newly formed Mississippi State Association. We always enjoy these visits with other auctioneers from the different parts of the United States and hear how they operate in their area. We can all learn something from each other by discussions.

We wish you all the very best in the new year.

Goldye Overton,
Albuquerque, N.M.

Your Support Needed If Success Is Goal

Another year fast draws to a close and it is time to chat with our Auctioneer friends all over the states.

Unfortunately we had to miss the Convention this year. This is the first time in many a year and hope it won't happen again soon. I must take the blame as I am not much of a flying enthusiast. Timing and distance just were too much against our going any other way.

Ours has been a busy summer and as it draws to a close we can finally see over the top of the Auctions. How lucky we are to go on working together year after year.

Perhaps some of you have noticed the absence of articles from Fond du Lac in the past months. There has been method in my madness. Thinking I would sit back and read the Auxiliary page without my name appearing on it. It is so nice to hear from friends all over the country thru the pages of the Auctioneer. Just a bit of chit - chat is just as good as a big world shaking article. Many of you no doubt feel you have no talent for writing but you can encourage your friends to write. We love to hear from all of you.

To the new officers, may I add my belated congratulations. You'll enjoy every moment you work for the Auxiliary. You'll make friends you will never forget.

Our new Auxiliary president will truly appreciate your help in writing a short note for the Ladies Page. Pearl Britten has worked long and hard in Texas and for the National. Many of us will never forget her wonderful work for the Houston Convention. Let's all join together to make this a very successful year for her as President.

Mora Freund,
Fond du Lac, Wis.

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Martha Kurtz To Wed In December

Mr. and Mrs. George M. Kurtz, Sturgis, Ky., announce the engagement of their daughter, Martha Jane, to Robert M. Williams, Fredonia, Ky., son of



MARTHA J. KURTZ

Mrs. Robert M. Williams and the late Mr. Williams. The wedding has been set for late December at the Methodist Church in Sturgis.

Martha Jane is an active auctioneer, a graduate of the Reisch Auction School, Mason City, Ia., and served several years as Secretary-Treasurer of the Kentucky Auctioneers Association. Her father is a past President of the Kentucky Auctioneers Association and a nationally known auctioneer.

All members of the NAA will be wishing health and happiness for the bride-to-be.

SEED OF AN IDEA

A man has made at least a start on discovering the meaning of human life when he plants shade trees under which he knows full well he will never sit. — Elton Trueblood.



Thanksgiving Season Brings Many Thoughts

By COL. POP HESS

At date of this writing for the November issue of "The Auctioneer" it is October 12th here in Ohio. We close this month out returning thanks for all the abundance we have had for the past 12 months and with our same old refrain of still praying for peace in the world.

We, here in this country, have watched war and more war all over the world while we sit here and enjoy peace. For the past forty years this has been so. We have been and I guess will go on sending our youth to war on the battle fronts of the world in Foreign lands knowing that many will never return. Along with this are the race riots and strikes that are very much in evidence with freedom marches, etc. Yet "The Old Covered Wagon" rolls along with millions of folks very active in the progress of living and making a good living for themselves. Here we have modern farms, modern homes, modern stores and all kinds of appliances and gadgets and tools to make a living easier and faster and better.

Prices are at an all time high and yet we have millions on relief and unemployment in many fields of occupation. We have a United Nations that cannot keep the peace or appear to get much done in the hope of having peace among all nations. Through all of this there will have to come some kind of a balance but when and how, is far beyond me to predict. Our thinking as of this month, which is just short about 60 days from the closing of old year 1965, should be what can we, individually, do about this world situation.

Some of you Auctioneers will wonder why I ask you to read what I have written above. Don't you think that each person in all walks of life and in their daily work can in an informal way lead people to start thinking. Thinking peo-

ple will help us hold our free world together and keep us free, a united people banded together regardless of politics or party to bring about results for this country of ours.

Today, here in Ohio, it is cold and rainy. The corn appears to be full of moisture, silos are filling as the bean harvest is in full progress although the corn cannot be picked. Pastures are good. Livestock is selling real good with auctions being numerous and getting good prices and having good attendance. Our Ohio Auctioneers are busy, busy, busy, with many holding both day and night sales. Also, we have many auctioneers out shaking the bushes without too much result in more business but as long as I can remember, in this business of auctioneering, in order to get one's share of the business you have to shake some bushes.

After reading the October magazine I decided that it sure did present some good reading for our auctioneers throughout the land. This was confirmed by the amount of letters that I received talking about it. I haven't decided whether sales were less this month or what caused the extra traffic in the mail department but it sure was evident.

From the mail bag I have decided that memberships in the N.A.A. are holding and that all operations are rolling very smoothly as they should be. One can always tell, at least I feel that I can, that the months following the National Convention things quiet down. Those that have been dissatisfied with things seem to have gotten it out of their system and therefore quiet down. As I said, my mail being received all seems to be along the same line of backing the NAA and their course of action and all are willing to do their share.

I have just received a copy of the Ohio Auctioneers License Law Directory which lists all licensed auctioneers in Ohio. In Class A there are some 1100 auctioneers and right at 100 apprentice auctioneers with some 60 out of state auctioneers listed. The bulk of the out-of-state auctioneers listed are from states that border Ohio and that operate very near the Ohio State line. However, in checking the list of some 1000 Class A auctioneers there are numerous license holders that we seldom, if ever, have noted on auction bills in the State. However, this could be a carry over of the Old Ohio License Law, where if you had ten dollars and could give bond for one thousand dollars, you could be an auctioneer.

When the new law came into effect all such holders of licenses who had no charges filed against them, automatically became Class A. It is amusing to me, in reading some of the law, that the auctioneers now listed as apprentice are quite more able to conduct sales than some of those auctioneers listed as Class A. I know personally, that there are some out-of-Ohio Auctioneers, that come and go in this State, that are not listed as an Out-of-State Auctioneer.

Each year since this law has been in effect they come from states that have state associations, and they come under a special permit. Yet again I know one auctioneer from out of Ohio who has been a fully paid up member of his state association and has had a history of selling a certain Ohio Livestock Breeders Sales for eight years, that was last April denied a permit to sell here. He is a nationally known auctioneer, a specialist of livestock sales, who was told that he would have to take an examination before he could sell in Ohio. These little knots in the rope should get untangled if there is ever going to be peace in any State Association and if there is going to ever be a workable license law. I feel that all auctioneers whose records show he is established and good and has had no charges filed against him for conduct, should be given a permit.

I think that again enough has been said at one sitting about our Ohio License Law and get off onto something a

little less gloomy. Today, as I look out over Mulberry Hill into the dales and hills, I see a gorgeous array of beauty in the changing leaves. While it is yet too wet for me to get out and go up to my special "seclusion spot" on Mulberry Hill, I can sit here and watch it from my own front porch.

Comments coming in the mail about the 1965 Convention have been interesting. One wrote that my column of September 1965 was a shot in the arm for him. That remark bothered me and I was wondering if my eye sight was failing me or what. However, in a letter following that one from another chap, he made remarks that relieved my fear over my eye sight failing me. He proved by his remarks that my eye sight is correct and that I did hit where I was aiming. Both boys are fine chaps and it appears that we just differ in opinion. I had a very nice letter from an Indiana Auctioneer who retired from his one job at 65 and is now working full time at his business of auctioneering. This proves my remarks made often about retirement. When you have to retire from your one job, if you are working at one and part time working the auction field, you really have to go to work. If you don't you'll wither up and blow away.

Last Oct. 1st, Pop Hess' Farm and Livestock Sales Program at Radio WRFD started its 17th year as a program on radio. The program has never failed to be on and sales are announced. Often large livestock sales held in other states are announced. The program is well staffed and has become one of the better listened to programs on radio. If you think that the audience is small, just make one little mistake, and you will find out that more than just a handful of people listen to the radio. We have been advised, and this is not my figure, that our estimated tuned in audience is over 400,000 farm and livestock folk.

This brings me to the point where I must repeat a story of when I was a farmer boy down on the old home farm. We had a young colored man who wanted to do some kind of work rather than be a farm hand so he went to the County Seat to get a job. Here he landed a street cleaner job where they gave him

a two wheel cart, a broom and a clean white suit and hat, etc. After being on the job about a month he came back to the farm. He had lost his job. On asking him what happened, as it looked like he had had a good job, his reply was, "THE BIG TROUBLE WAS IT WAS FAR FROM BEING A ONE HORSE TOWN, TOO MUCH PUSHING AND SWEEPING, ETC." Radio today in farm livestock and business is also not just a one "hoss" operation — nation wide. One of the best advertising mediums for auction sales to have this week and today.

We have noticed that recent Auction Schools have given diplomas to many young men to face the Auction Field as Auctioneers. We want to wish all of them well and with just one piece of advice. You are just trying to take the first step with many steps to the top. You will have to make each step on your own and one at a time. You boys who are looking at the General Farm and Livestock Business now face the same problem as

the Junior Club Boy or Girl faces in showing their steer calves. At the top is only room for one. With quite a few in the show line it is up to the man to make the one spot. The judge is John Q. Public who will decide who will be in spot number one. They will decide this on how you conduct yourself and your sales. You will get set backs and meet many disappointments but just keep on grooming, showing, keep neat, and look prosperous, regardless. Someday the Grand Champion Ribbon will come and remember you have traveled and will travel the same route that all National Farm and Livestock Auctioneers have traveled.

The Old Goat from Ohio, now going into winter quarters in Mulberry Hill, wants to say thanks to our maker who does direct our destiny.

More people enjoy baseball than football because it doesn't require a college education to get tickets.



Promotional Items

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IN UNITY THERE IS STRENGTH

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Newt Dilgard, Ohio
Jacob A. Gilbert, Pennsylvania
Norman J. Geolat, Illinois
Earl Carroll, Montana
*Fred J. Hullett, Michigan
*Donald J. Smith, Florida
Ike Hamilton, Louisiana
*(Indicates a New Member)

New Livestock Mart

GRAND JUNCTION, Colo. — Grand opening of the Grand Junction Livestock Center was held September 24. Howard Roland, past President of the Colorado Auctioneer Association, is owner and operator.

Roland says, "This center will better facilitate the movement of livestock in the Grand Valley area and we are optimistic about its potential and future."

"The best board of education is often a shingle."



Above is the group that met in Jackson, Miss., to form the newest of state auctioneers' associations. Seated, from the left, are: Bennie J. Blount, Decatur; Bernard Hart, Frankfort, Ind.; Lew Henderson, Gulfport; B. L. Wooley, Little Rock, Ark.; W. E. "Bill" Tinnin, Meridian. Back Row: S. E. Gelvin, Tunica; Lee Copple, Gulfport; Toxey T. Fortinberry, Water Valley; Bill Rush, Handsboro; James E. Edens, Okolona; Ed Ray, Little Rock, Ark.; Danny Browder, Hattiesburg.

Organizational meeting of the Mississippi Auctioneers Association was held at the Heidelberg Hotel in Jackson, September 19.

Your Membership: Investment No. One

Canny investors buy for growth as well as for current dividends. They enjoy good earnings year after year, and the value of their holdings keep increasing. The same is true of membership, in many ways. Your benefits began as soon as you joined and have grown in quality and quantity ever since. Our association's value to the industry transcends measurement in dollars, but is many times larger now than when it started.

In spite of progress to date, the outlook is even more exciting. Associations generally stand to share a brilliant future. According to a panel of experts queried by the Association Service Department of the Chamber of Commerce of the U.S., the surface has hardly been scratched. Big jobs lie ahead for membership organizations, which usually grow to fit their responsibilities. Here are some findings reported in the National Chamber's booklet, *Associations in the Next Decade*:

1. Bigness in government will force associations to grow in size. So will mergers and acquisitions in business, increasing competition, and greater demands from members.

2. There will be an increase in the importance and frequency of association and industry liaison with the federal government, especially with the regulatory agencies and various departments.

The same is true of state and local governments.

3. These external pressures may be met by amalgamations of associations, following the industry pattern of merging, pooling and consolidating, with a consequent growth in political strength and vastly increased resources.

4. Over the next ten years, wisdom will be needed to evaluate association programs and weed out activities that have become unnecessary, outdated or duplicated — either by government or other organizations.

5. Professionally trained association executives will have far greater responsibility than they have today, and the association's structural development will be planned by staff and elected leaders, working in concert. Committees will tend to become bodies of technicians and specialists, aided by highly qualified staff people.

6. Paradoxically, despite their growth in size and efficiency, associations in 1975 will demand greater participation by more people than ever before. As the report observes, "A greater personal involvement by members is likely, since the association will assume much greater importance in their business scope. Members will become more involved, because the association's success will mean business life or death for them."

If you would speak for all to hear
Avoid the flowing cup;
For after too much bottled cheer
Your tang gets toungeled up.

NEED AN ASSISTANT?

Or just someone to do your footwork? Young Auctioneer, 27 years old, with family is seeking employment with individual or Auction firm.

Extensive background with livestock and farming, 5 years in general Auction Business. Licensed Real Estate Broker.

We want to work and will consider anything with a future, anywhere. Contact E. Vierheller, Rt. 2, Box 299, Claremore, Okla.

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Active member of State and National Auctioneers Associations.

Oklahoma Letter Offers An Example For Others

Dear Bernie:

I would like to say, a pat on the back and a warm word of well done to Jim Messersmith and his fellow workers for the wonderful Convention they promoted. I know they worked hard and diligently to make it a success, and I know the officers and members alike were proud of their achievement.

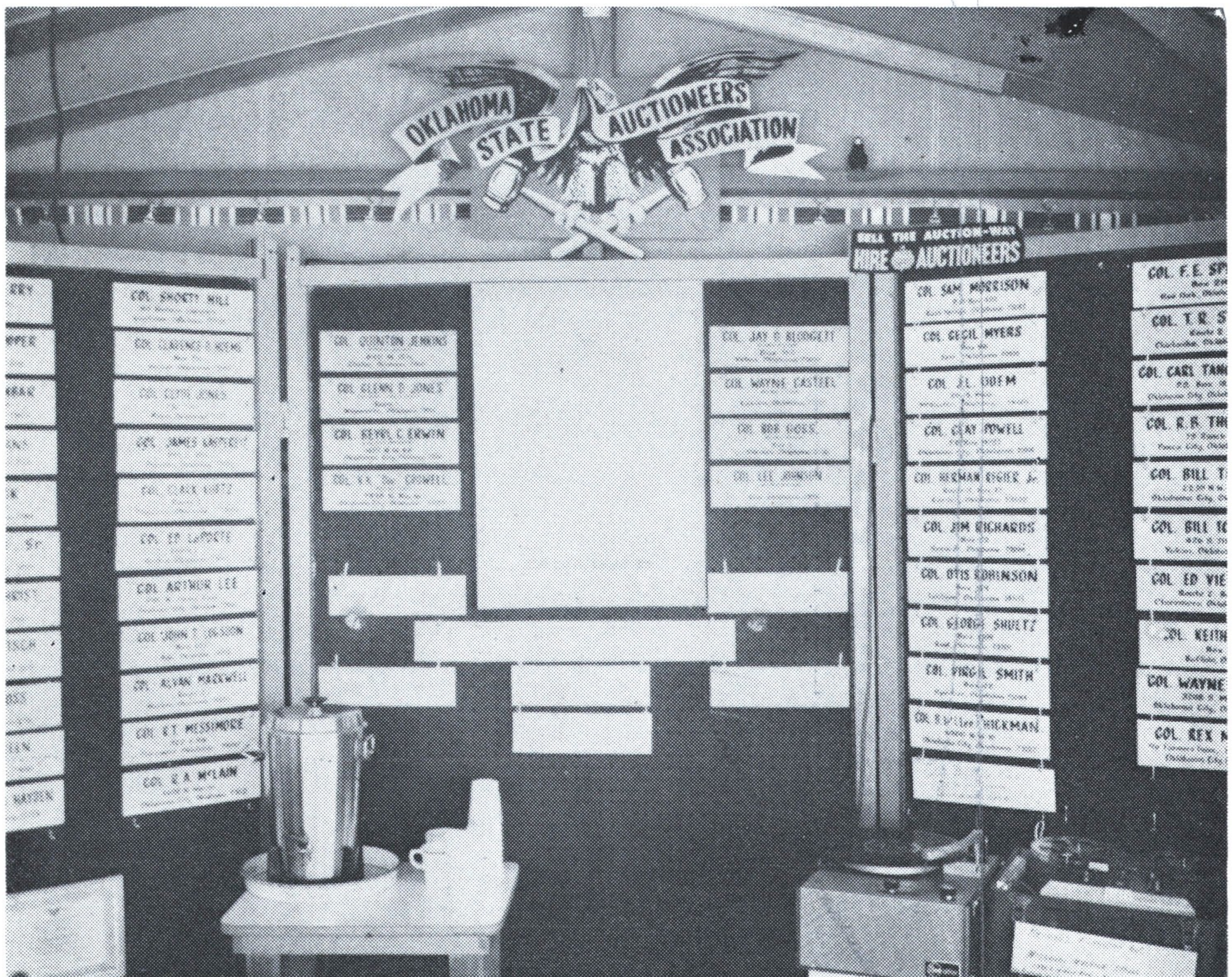
Both Mrs. Crowell and myself, as well as all the Oklahoma members who were there, enjoyed every moment of it.

We enjoyed the view of the countryside by air. We even stayed over an extra day to enjoy the wonderful hos-

pitality of the people of Spokane.

Bernie, we all came home with a feeling enriched by the knowledge that we were a part of it, and fortified with spirit to put our shoulders to the wheel and work for progress in both our State and National Organizations. We hope that sometime in the future we can host the Convention here in Oklahoma. We have the support of the business people and the Chamber of Commerce and other professional organizations to help us, and we believe that Oklahoma can really entertain the Convention in a Royal Manner.

Bernie, I believe that Oklahoma has



Interior view of the display of the Oklahoma Auctioneers Association at their State Fair. Read Col. Crowell's letter for more details on this venture.

IN UNITY THERE IS STRENGTH



Exterior view of the Oklahoma Auctioneers Association's State Fair display.

come up with a first. I would like to hear comment from other states. The Oklahoma State Auctioneers Association with full cooperation of all members sponsored a Public Relations Booth at the Oklahoma State Fair this year. It went over big with the public.

We had a space 20' x 80' on the main thoroughfare median, in the center of all activity of FFA, the Agriculture Bldg., the Livestock Bldg., the Poultry Bldg., Farm Implements, Auto Displays and just under the Monorail. Several hundred people visited our Booth, asked questions, were given a leaflet on "What IS Auction and Why are Public Relations and Good Will Necessary?" They listened to tape recordings made of most all of our members, listened to long-playing recordings of student training at the Missouri School of Auctioneering, thanks to Col. Dick DeWeese for the use of them. We had a 12' x 12'

Green and White tent, with a 12' Bulletin Board listing all members and their addresses; also the Ladies Auxiliary participated in registration, served free coffee. We feel we have been received by the public with great enthusiasm. We have contact from Vocational Agriculture Instructors, wanting to get addresses of the different auctioneers schools, and they have invited us to meet with their students to talk on the Auctioneering profession, which we gladly accepted. We were fortunate in picking up several new memberships.

The President of our association, Col. Quinton Jenkins, and the Directors are very much elated by our progress. We are receiving membership applications almost daily. This is our 10th year as an association and we feel that now we are able to give our membership something for their money, and have created

a trusted profession in the eyes of the public.

Bernie, I want to thank you for your untiring efforts in helping us at our Conventions. Also, thanks to all the past officers and members who have so diligently worked for the success of our association. It has been through their efforts that we now see a ray of sunshine.

Sincerely yours,
OKLAHOMA STATE
AUCTIONEERS ASSOCIATION
V. K. "Doc" Crowell, Secretary

Livestock Marketing Changing With Times

By Warren Cook

I don't know of any other sport that has changed as much in the last few years as the game of basketball. I can remember when basketball used to be a relatively slow game, and 35 points for the winning team was quite a few.

Today it is different, and even the players themselves are taller. Today it is also about as fast a game as you want to see.

When a coach is recruiting basketball players, he naturally looks for a real tall boy. However, the first thing he wants to know about this boy is can he move? Can he move to the right, to the left, is he quick and is he intelligent? In addition to this, most all coaches today want to know what kind of grade average a boy can maintain.

It occurred to me that the game of basketball could be compared to the livestock industry, and particularly the marketing phase of the livestock industry. In the days to come, it will be the men who make the best "moves" that will survive and be successful in the business of merchandising livestock.

In addition to making good moves, each man will have to have intelligence, patience, and possess the qualities of foresight and vision.

As W. H. Hodges, one of the leaders in the industry stated, we are on the threshold of leading the way in the competitive way of merchandising livestock in this country.

So the game is getting faster, and more demanding each day. Livestock cannot be merchandised by markets sitting still. It takes a man with good moves, a good head, and some tall thinking in order to achieve the proper goals in the merchandising of his product.

The task is not an easy one, but winning a ball game is never an easy chore either. Regardless of the kind of competition you are playing against, no game is ever won easily. If one ball club runs into another ball club that is weak, most players will tell you that they would rather be in a game that is close than one where the score is far apart. It takes all of the incentive and all of the competition out of it for one team to run away from another.

So in the next decade in this business, as is true in every other business, it will take some "tall men" to do a "tall job."

(Reprinted from LIVESTOCK MARKET DIGEST).

NAA Member Offers To Buy Machine Firm

Edward Krock of Worcester, Mass., an officer and director of several corporations, announced that he would pay \$35 a share in cash for a controlling interest in Whitin, Machine Works, Whitinsville, Mass.

Thirty dollars a share was the amount offered previously for Whitin by Marblehead Corp., of New York. Marblehead is controlled by Samuel Strassler, a former director of American Type Founders, which is now a Whitin subsidiary.

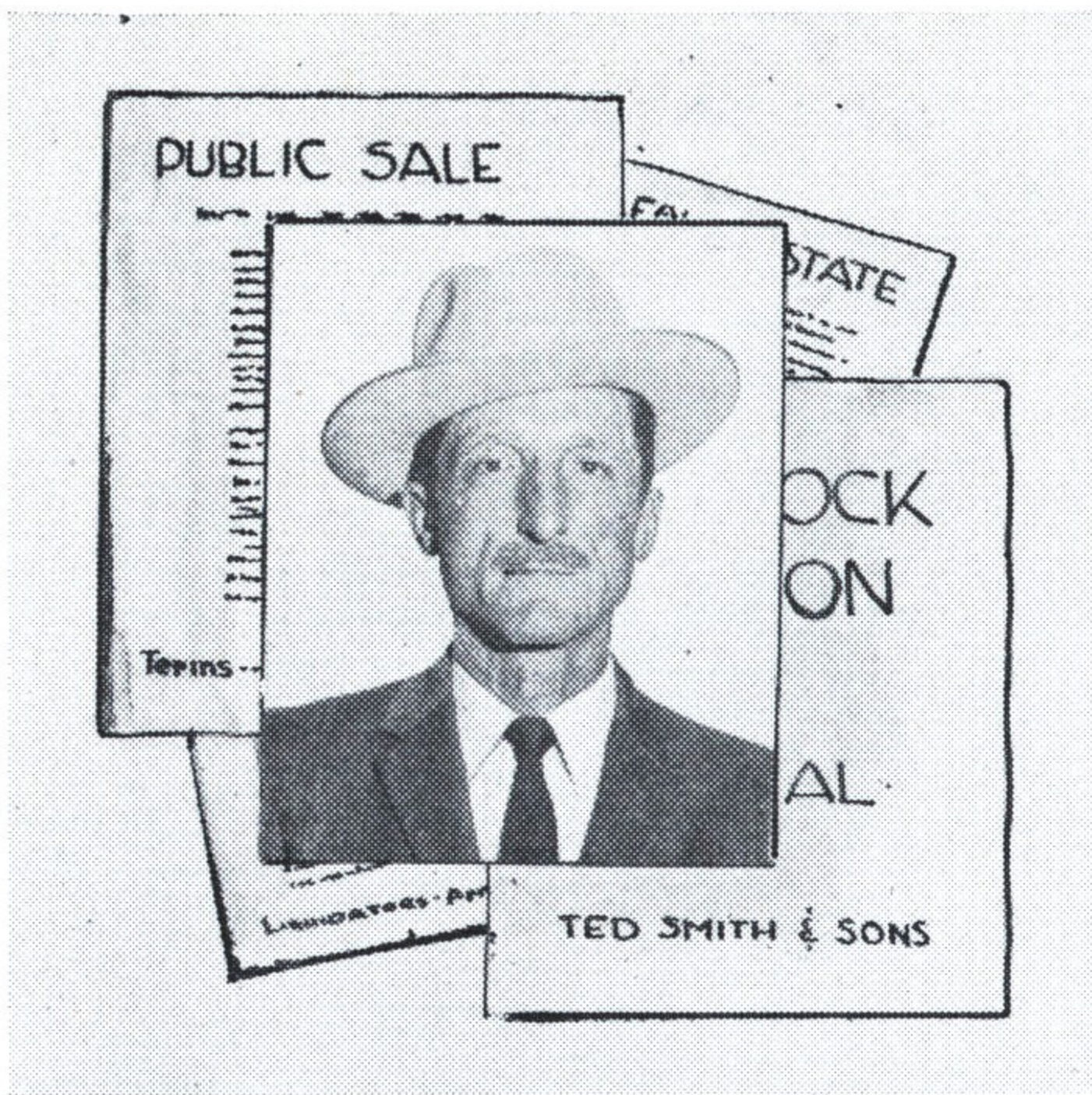
Krock's offer was made by him as chairman of the board of First Worcester Corp., newly formed to acquire, if possible, the assets of Whitin.

The offer by Marblehead was frowned upon by Whitin.

Krock is a member of the National Auctioneers Association.

Sign on a mattress store in Miami Beach: "How to retire in Florida on \$69.50."

Auction Shorts



By Henry Buss, Columbus, Nebr.

Well, we did not make it to the 1965 National Convention and as we read the Auctioneer and visit with the Col's, that were there we are beginning to realize how much we missed.

Am reminded of something I read about attending Conventions. It went something like this, I simply can't afford not to go—education-wise, friendship-wise and dollar-wise. The auction profession demands that only the well informed can succeed. Always ready to learn, make friends and this translates into auctions and dollars.

Invited Col. Hank Rasmussen to give the program for the Rotary Club, September 14, about his trip to Russia a year ago last summer. It was very well received.

A good friend of mine passed away a short time ago. There was one thing he once told me that I will never forget. He said, "There is one thing I always try to do, that is to gain a new friend each day. Surely something for auctioneers to take note of.

Ever notice how the people with chips on their shoulders are the last to put any in the pot?

Auction School Has Alumni Meeting

Auctioneers from far and near met Sunday, September 26, in Gallipolis, Ohio. Fifty persons were present at the banquet which was in honor of the alumni from the Knotts School of Auctioneering and Public Speaking.

At the business meeting, which was conducted in the Captain's Lounge at the Sky Line Lanes, an Alumni Association was formed by a unanimous vote. Colonel Andrew Lemely of Gallipolis, who was acting as master of ceremonies was elected President, Col. Robert Acton from Frankfort, Ohio, Vice President, Mrs. Ray Roberts, the lady auctioneer, from Bidwell, Ohio, was elected secretary and treasurer.

Guest speakers were Senator Randell Taylor from Point Pleasant, West Virginia and Col. Wilbur S. Brock, Vice President of the West Virginia Auctioneers Association, also from Point Pleasant.

The most unusual item sold at the fun auction was auctioned off by Col. William Fadely from Bidwell, Ohio, it was a perfectly round shaped, genuine bull skin tobacco pouch. When Col. R. E. Knotts bought the item he could not get Fadely to disclose as to whether it was made from a front or hind portion of the bull.

Sore Throat Remedy

YONKERS, N.Y. — Looking for a way to avoid colds and sore throats? Learn the sing-song chant of an auctioneer and practice it for about five minutes daily.

That's the remedy offered by Milton J. Laddie Dance Jr., one of the top horse auctioneers of the country, who'll sell an estimated \$1 million worth of pacing and trotting stock at the Old Glory three-day auction starting Monday at Yonkers Raceway.

Dance, who also takes hot drinks with plenty of essence of peppermint during the sniffle season, claims there is something about the auctioneer chant that strengthens the throat and keeps colds and sore throats away.



Originality in display will aid your selling at auction the same as it aids those in retail selling. The accompanying article by Col. Sherry Olin describes the above photo.

Creative Display An Auction Attraction

By Sherry Olin, Sparta, Mich.

After attending seven national conventions, which we have enjoyed very much, and reading the Auctioneer faithfully, I find a lack of interest in the Antique part of our profession. Although we conduct many kinds of Auctions, including dispersal sales for retail stores; our first love is the Antique sales.

Perhaps it is the unexpected, maybe the history that goes with the selling of something from the past, or it could be the wonderful people who come regularly from 5 or 6 states to attend our special Antique Auctions.

On our last big sale we tried a little variety in our display that created interest, and was profitable as well. Among the many items sold were several good dresses from a period dating way back . . . we displayed the gowns

on live models (pictured) and found that merchandise well displayed with a touch of showmanship, pays off.

I might suggest to the young Auctioneer trying to get started that if the Antique business is approached properly, and studied carefully, it will be most rewarding.

NAA Treasurer Has Full Work Schedule

Maintaining the finances of the National Auctioneers Association is a job that has grown a good deal, especially the past few years. For the past 14 years the NAA has been extremely fortunate in having a man for this job who has given unselfishly of his time, and at times risked his own finances.

Henry Rasmussen, our Treasurer, is also a busy man in his own right as an auctioneer as indicated by the schedule

of sales he conducted over a recent three week period as shown below. This is further proof that it takes a busy man to do a good job in an Association assignment.

Thursday, Oct. 7 — Tolin Estate, North Loup.

Saturday, Oct. 9 — Mrs. Geo. Bates, Murphy, Neb.

Monday, Oct. 11 — Lawrence Dickman, St. Libory, Neb.

Tuesday, Oct. 12 — Vurmn and Meta Keep, Scotia, Neb.

Wednesday, Oct. 13 — Wayne and Maxine Gimple, Ravenna, Neb.

Friday, Oct. 15 — Mrs. J. L. Johnson, Estate Sale, St. Paul, Nebraska.

Saturday, Oct. 16 — Edwin and Joy Holechek, Farwell, Neb.

Tuesday, Oct. 19 — Alfred Matousek, Farwell, Nebraska.

Thursday, Oct. 21 — Fred and Louise Schelby, Rockville, Neb.

Saturday, Oct. 23 — Victor Niemoth, Grand Island.

Saturday, Oct. 30 — (Evening) EUB Church Bazaar, Elba.

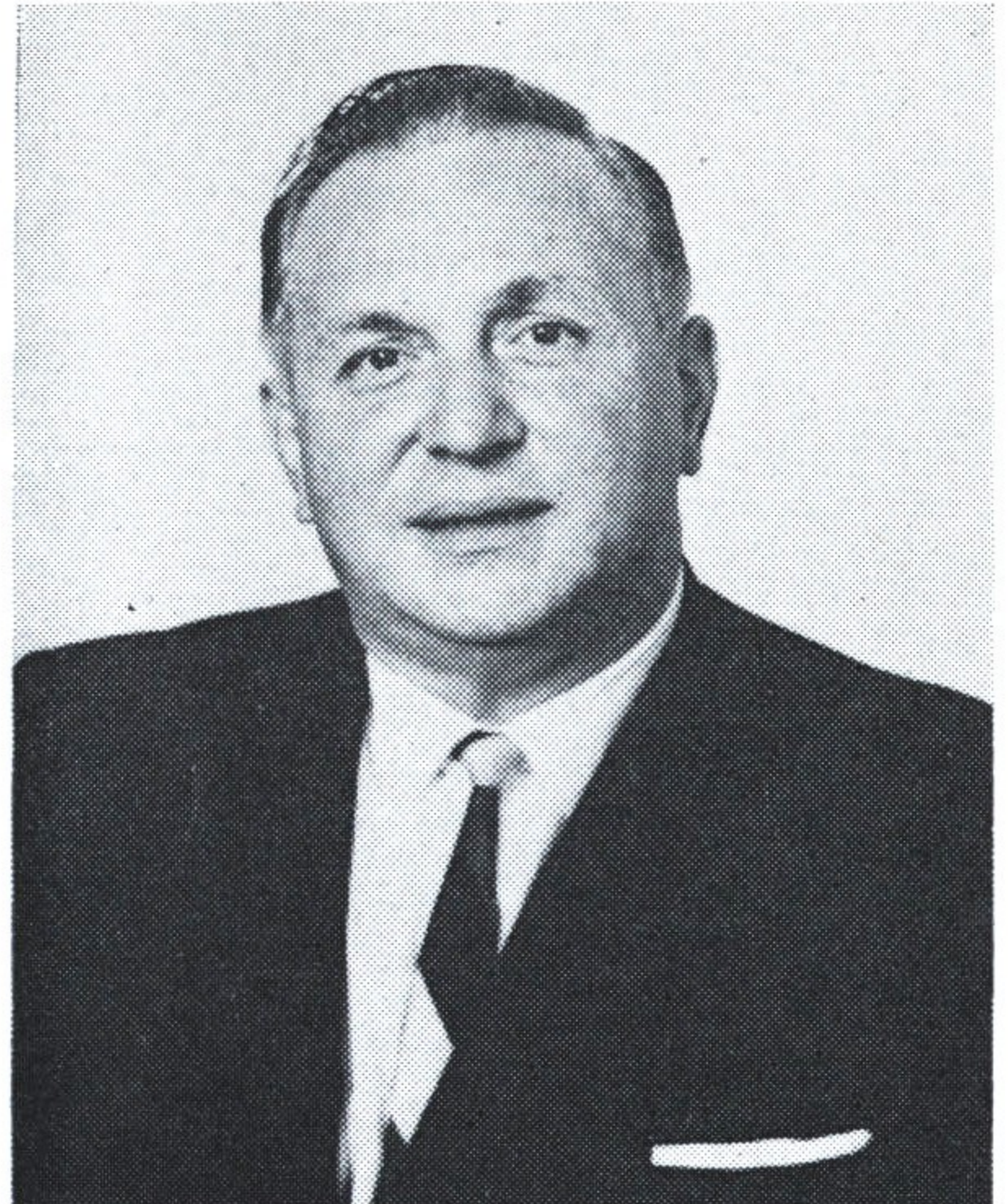
Bronstein To Head New York Association

Lewis Bronstein, Buffalo, was elected President of the New York State Auctioneers Association at the meeting of that group, September 19, in Syracuse.

Col. Bronstein comes to the office well qualified. He has been in the auction business for the past 12 years, specializing in commercial and industrial auctions, including real estate. He is a member of the National Auctioneers Association and a national director of the National Association of Independent Fee Appraisors.

Bronstein is also a member of the Greater Buffalo Board of Realtors, National Association of Real Estate Boards and New York State Association of Real Estate Boards. He is a senior partner of Bronstein Appraisal Consultants being associated in this firm with his son, Richard W. Bronstein.

Richard Tracy, of the auction firm of Tracy Brothers, Pavilion, N.Y., was



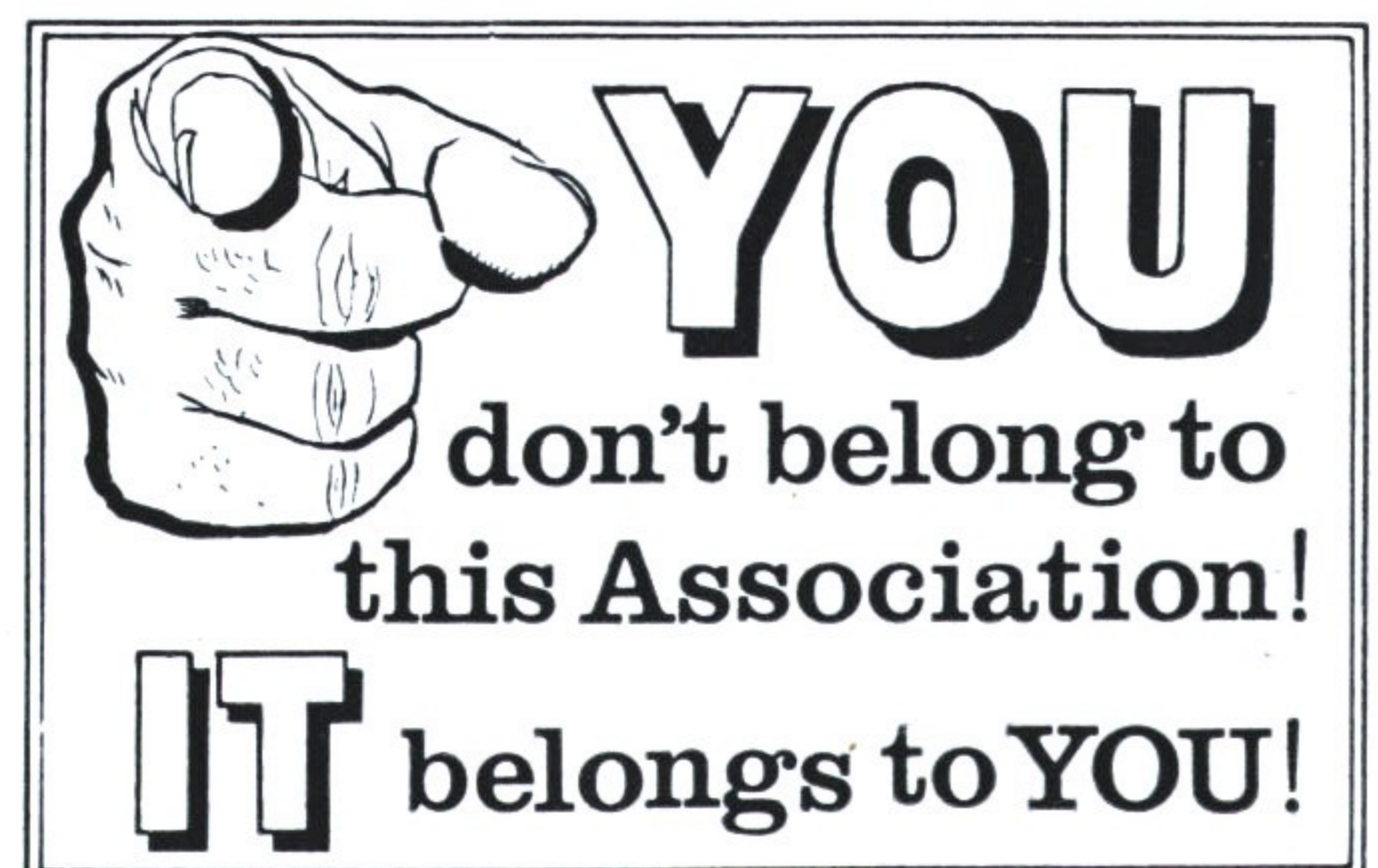
LEWIS BRONSTEIN

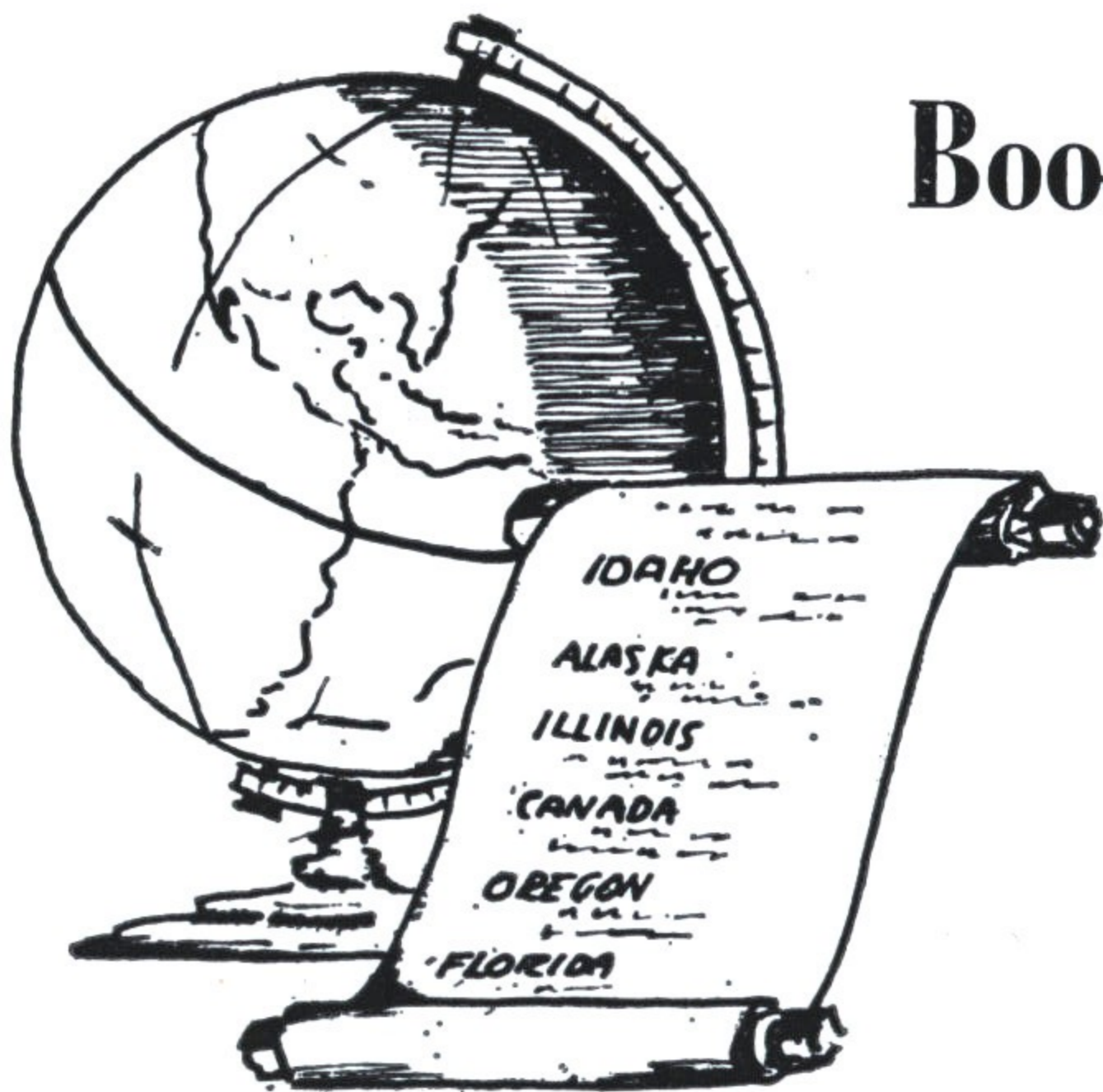
elected Vice President. Donald W. Maloney, Syracuse, who has served as Secretary-Treasurer since the organization was founded, was re-elected to that position. Maloney served as Chairman of the 1958 NAA Convention, held in Buffalo.

Named to the Board of Directors were: Frank K. Taylor, Cortland; William Emerson, Canandaigua; and Arnold Johanson, Schuylerville.

Those who are too secure to think that history won't repeat itself had better start wondering about the 17,000 companies which will close their doors this year. The history of business is littered with the debris of companies which have died of obsolescence.

— Robert L. Roussel





Boosters for 'The Auctioneer'

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

ALABAMA

Col. J. M. Casey—Birmingham
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Col. J. P. King—Gadsden
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ELSEWHERE

Col. H. P. Higgins, Huntingdon, Quebec
The Ladies Auxiliary to the
National Auctioneers Association

THE MEMBERS SAY . . .



Dear Colonel:

We auctioneers of Indiana (I for one) are happy and proud to have the home office of the N.A.A. located in the great Hoosier State of Indiana, the home of several world famous auctioneers of the past and present.

I graduated from the Reppert Auction School several years ago. I want to say right now that I am a graduate auctioneer who did not do much auctioneering for various reasons. The main one was I was too helpful to everybody and I fooled away too much valuable time. However, I never will blame the school or any auctioneer. It was just me. My advice to all auctioneers, especially graduating auctioneers, be alert, work your profession which is the white heat of salesmanship, be yourself and work each auction as it comes as all are different. You must treat each sale differently as it takes a real auctioneer, a graduate auctioneer, to tell the difference. This means, publicity, display and super salesmanship in the conducting of the sale.

The year 1965 is nearly over but by sending in my fees for membership and the booster page I am starting a new year and even though I am 65 years old will start out another new year in the auction business.

With best regards to the National Auctioneer Association and my own Indiana State Auction Association.

In closing may I say that when and if any of you need help, call upon me and maybe I may be able to do something. Be alert, don't get in the dirt, just be an expert.

Herbert L. Jones
1205 S. High Street
South Bend, Indiana
Phone — 288-6300

Dear Bernie:

Please find enclosed \$15.00 for membership dues and Booster Page listing.

Since I last wrote we have made a few changes. We built a new building, 60 x 100. The front third is used for retail of new furniture and the rear two-thirds for our Saturday night consignment auction.

While not pleased with the amount of work involved, we are pleased with results. We are extending an invitation to all readers who are interested to come and see and hear the good and bad because I believe there are possibilities for business like this.

Sincerely,
Dean C. Smith
Marietta, Ohio

Dear Bernie:

Another year has slipped by so quickly and dues time is here again. Sure enjoyed every issue of "The Auctioneer" and we look forward to each new issue.

I am sure we missed a great convention at Spokane, Washington, but we are looking forward to going to Philadelphia, be the Lord willing, in July, 1966.

Enclosed is my check for another year's dues. Will see you in Philadelphia.

Sincerely yours,
John Kireta
Beloit, Ohio

Just a few words to THE MEMBERS from your Secretary. I am your Secretary but I am also a member.

Our membership renewals are coming in with a great many new members.

However, all members with renewals due and past due, will greatly assist me

by remitting their dues. If we can cut down our repeated billings of membership dues that are due and past due, we can cut down expenses and postage.

We do not, and don't misunderstand the point, object to billing our delinquent members, but time saved and money saved is something to all of our mutual benefit.

If you thing of it and would like to sit down this evening and drop your check to us it will be appreciated.

Remember, however, where State Memberships are required, to add these dues onto your check. These are the following states asked to do this: Colorado, Kentucky, Texas, Iowa, Arkansas, Montana, Mississippi Nebraska, Kansas, Pennsylvania, Tennessee and Wisconsin.

Once again, thanks to all the members of The National Auctioneers Association for your help. —B. Hart, Sec.

Auto Auction Men In Annual Meeting

GATLINBURG, Tenn. — J. C. Canton, Jr., who with other members of his famiyy, owns and operates the Canton Auto Auction, Darlington, S.C., was elected president of the National Auto Auction Association at its recent convention held at the Riverside Motor Lodge here. He succeeds Melvin E. Reid, Springfield, Mo., who becomes Chairman of the Board of Directors.

Other officers elected along with Mr. Clanton were Paul McClure, K.C. Auto Auction, Kansas City, Mo., vice president; and Norman Early, Colorado Auto Auction, Denver, Colo., secretary-treasure. Mr. Early has served in the same capacity for the past three years.

Named to the Board of Directors for three years were Ed Golden, Chicago, Ill.; Frank Brashear, Salt Lake City, Utah; Henry (Hank) Fulop, Fairfield, N.J.; and Tom Beasley, Nashville, Tenn. Beasley served as general chairman of this year's convention.

The auction parley was the largest ever held by the association as it drew a turnout of representatives from 74 auctions. Last year's gathering in New York drew just 42 auctions and was the largest gathering until this year. This year's activity also drew a record attendance from car manufacturing and leasing companies.

Las Vegas was selected as the site for the Association's 1966 convention. J. B. Patterson, Amarillo, Tex., chairman of the convention site committee, said the Nevada city was the only site given serious consideration for next year's meeting.

THE IMPOSSIBLE

Any baseball team could use a man who plays every position superbly, never strikes out, and never makes an error . . . but there's no way to make him finish his beer and come down from the grandstand.

ATTENTION!

CALLING ALL TENNESSEE AUCTIONEERS — to appear at the Holiday Inn, James Robertson Parkway, Nashville, Tennessee on Monday, December 13, 1965 at 9:00 A.M. for the Annual Fall Meeting of the Tennessee Auctioneers Association.

Col. Jim Stevens, Nashville, Tennessee, Chairman of the Program Committee has a most interesting program scheduled, which will benefit all Auctioneers who are active in the Auction Profession.

President, C. B. Arnette, Murfreesboro, Tennessee extends a cordial invitation to all Tennessee Auctioneers and Auctioneers from adjoining states to meet with us on December 13, 1965. The Auctioneers' wives are urged to accompany their husbands to the meeting as the program is being planned to be of special interest to the ladies. There will also be a joint luncheon for all Auctioneers and their wives.



**WESTERN COLLEGE
OF AUCTIONEERING**

W A

N A

BILLINGS MONTANA

Western College of Auctioneering Class

On the opposite page is the September Graduating Class of the Western College of Auctioneering, Billings, Mont.

From left to right, they are: Front row: Armon Wolff, Golden Valley, N.D. (Instructor); Robert Kinsella, Harve, Mont. (visitor, member of Summer Term); W. J. Hagen, Billings, Mont. (Instructor); Merle Clark, Marmarth, N.D. (Instructor); Jim Messersmith, Jerome, Ida. (Instructor); Jack Ellis, Lavina, Mont. (Instructor); R. J. Thomas, Billings, Mont. (Instructor); Vern Dustin, Billings, Mont. (Instructor).

Second row: Larry Fulbright, Corvallis, Mont.; Fay Jamdreau, Kennebec,

S.D.; John Morrill, Paonia, Colo.; Jack Aldrich, Admondton, Alta.; Viola Wilson, Sentinel Butte, N.D.; Eldon Strizek, Valporiso, Nebr.; Ted DeSpain, Lugan, Utah; Del Colerick, Chadron, Nebr.; Dennis Floyd, Caldwell, Ida.

Third row: Ross McIlhagga, Calgary, Alta.; Avery Tagtoww, Reliance, S.D.; Carter Lester, Austin, Tex.; Larry McDougald, Prince Albert, Sask.; Jack Dunfee, Olathe, Colo.; Thomas Bracken, Homestead, Mont.; Nicholas Meyer, Ihlen, Minn.

Back row: Stephen Lynch, Woonsocket, S.D.; Stephen Bunn, Tooele, Utah; Lee Bunn, Vernon, Utah; Michael Coolidge, Billings, Mont.; Bert Chapman, Grants, N. M.; Stephen Rynearson, Kooskia, Ida.; Donald K. Hall Pocatello, Ida.

Do You Want It For Free?

Col. John R. Fishdick
Eagle River, Wis. 54521

Usually when you advertise something "for free" the response is automatically in the affirmative. That is, until you place certain conditions on "for free."

With this assumption in mind the writer and for the benefit of my other colleagues, who contribute their time, effort, knowledge in writing for "The Auctioneer" are going to throw the gauntlet down to all Auctioneers.

THE QUESTION ? ? ?

Would you like a detailed working plan on every phase, yes, every phase of Benefit and or Charity Auctions? This article would be based on actual successful experience and useable anywhere in the U.S.A. or Canada. The review would span a period in excess of five years, showing the development, promotion, merchandise accumulation, physical plant, personnel, advertising, management, and sale. Supporting data will confirm success upon success with a personal guarantee that if the format outlined is followed the Auctioneer will gain immediate stature, publicity and community respect that "money could not buy"—all for knowing What, How and When to do it.

Remember: "Experience is the cheapest thing a person can buy — if he's smart enough to get it secondhand."

If you want all the angles, and I mean ALL angles, "no secrets" held back, then write me or your Nat'l Sec., Bernard Hart, 803 S. Columbia St. Frankfort, Indiana 46041. Your cards or letters expressing a desire for this article will determine whether it may be of interest to readers of the "Auctioneer." If you want it "for free" write today. If it isn't worth 4c or 5c in stamps, then forget it—we'll both save time but you'll be "out of pocket" more than the 4 or 5c.

"Smile, things could be worse.
So you smiled, and they are."

After presiding over hundreds of bankruptcy cases, a Kentucky Supreme Court justice arrived at five basic reasons for business failures: 1. Failure to keep proper records. 2. Not acting on recorded facts. 3. Using business funds for speculation or pleasure. 4. Giving too much credit. 5. Accepting too much credit.

Reserve Champ Auctioneer Handles Honolulu 4-H Sale

The thirteenth annual Hawaii State 4-H Beef Steer Show and Sale was held at the Honolulu Stadium with blue ribbon steers from county shows from the islands of Hawaii, Maui, Molokai, Oahu, and Kauai. The Grand Champion steer was a Hereford exhibited by Lloyd Mendes of the island of Hawaii. The First National Bank of Honolulu paid \$1.50 per pound in the auction conducted by Reserve World Champion Livestock Auctioneer, H. Skinner Hardy of the Bakersfield Livestock Auction, Bakersfield, California.

Average live sale weight was 931 pounds and the average steer sale price was \$.66 per pound. Excluding the champion and reserve champion steers, which brought \$1.50 and \$1.25 per pound respectively, the average sale price was \$.58 per pound. No steer sold for less than \$.50 per pound.

A few days prior to the state sale, Hardy sold the sale at Hilo, where 42 4-H steers averaged \$.43 per pound. Ed Rice, chairman of the 4-H Beef Steer Committee, said it was the highest av-

erage they have ever had at their Hilo auction.

During his visit on the islands, Hardy was a guest one night at the Hawaiian Ranch Company, two nights at the McCandless Ranch, and another night at the Kahua Ranch. He also visited the Parker Ranch, and several other ranches in the area.

This is the second year that either the World Champion or the Reserve World Champion Livestock Auctioneer has been invited to sell the Hawaii State Sale.

Dale Furr, State and Area Beef Specialist, attached to the University of Hawaii reports that the sale was a huge success and a large vote of thanks goes to Skinner Hardy, who did an excellent job of auctioneering both at the state sale and at Hilo. Furr said the Hawaii State 4-H Livestock Committee are looking forward to continued participation by winners of the annual Livestock Auctioneer Contest in their Hawaii 4-H Beef Steer Sales.



H. Skinner Hardy sells the Grand Champion steer of the Hawaii State 4-H Sale at Honolulu Stadium. The Hereford steer, exhibited by Lloyd Mendes of the island of Hawaii, brought \$1.50 per pound. Working the ring in the foreground is Miller T. Hunter of the University of Hawaii. Last July Hardy was judged Reserve World Champion Livestock Auctioneer in the annual contest conducted as a feature of the Livestock Marketing Congress and endorsed by the 800 Certified Livestock Markets throughout America.

Dairy Cow Buyers Pay For Records

A study of last year's dairy cattle auctions of more than 15,000 registered Holsteins and Guernseys indicates clearly that records do pay, says County Agent, C. H. Waha. The closing bids for cows of milking age with records was \$136 higher than for cows without records.

Final bids averaged \$471 for the cows with records. The auctioneer closed sales at an average of \$423 for cows 2 years old or over without records, but from dams with records. However, closing bids averaged only \$335 for cows with no records out of dams with no records, reports, Mr. Waha.

Young animals not yet milking sold for \$262 if their dams had records, but brought only \$175 if there were no records on their dams.

When you consider the cost of getting the records is only \$6, it is quite clear how good an investment testing really is. If your herd is not on a production testing program, see your county agricultural agent.

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THE LIGHTER SIDE . . .

VICE - PRESIDENT

A man came home from work and boasted to his wife. "I've just been made vice-president of our firm." Annoyed at his lack of humility, she snorted, "So what? Vice-presidents are a dime a dozen. The supermarket where I shop has so many vice-presidents it even has one in charge of prunes."

The remark bothered him and in order to verify it, he later called the market and asked for the vice-president in charge of the prunes. The voice at the other end inquired politely, "Packaged or bulk?"

LESSER EVIL

Two golfers were feeling a little guilty about playing on Sunday morning. "I suppose we should've stayed home and gone to church," one said.

"I couldn't have gone to church anyway," the other said. "My wife's sick

SMART BOY

Mother: "How would you like your castor oil?"

Billy: "On a fork!"

SPACE AGE

A drunk got into a cab and said: "Take me to Nolan's Bar and Grill.

"You're in front of Nolan's right now," said the cab driver.

"O.K.," said the drunk, "but next time don't drive so fast."

HONOR AMONG THEIVES

Hear about the two fellows that owned an auction mart in partnership?

One day they were fishing. Alec said "Say — we forgot to lock the safe."

Keith "What difference does it make, we're both here!"

RIGHT THE FIRST TIME

"Those women have been setting there for an hour or more."

"You shouldn't say 'setting,' my dear. It is 'sitting.'"

"No, 'setting' is what I meant. I think they're hatching out trouble for somebody."

MUST BE INFLATION

Caller — "It's a good thing to teach your boy the value of money, as you are doing."

Host — "Well, I don't know. He used to behave for ten cents, but now he demands a quarter."

ANIMAL CRACKER

The teacher was quizzing her pupils on natural history. "Now, Bobby," she said, "tell me where the elephant is found."

Bobby struggled to think of the right answer. Finally his face lighted up and he piped, "The elephant is so big that it is hardly ever lost."

THEY SHOULD PAY GRANDPA

Grandpa took the kids to a Saturday afternoon cowboy movie. The box office window listed only the children's admission price.

"How much for adults?" he asked.

"If you can stand it, man, you're in for free."

A PENNY SAVED

Visitor: "How did you happen to amass your wealth?"

Scotsman: "It's a long story, and I'll blow out the candle before telling it."

Visitor: "Don't bother. Now I understand."

FAST TRIP

A lot of youngsters started to school for the first time. At one school the teacher asked each six year old how far they lived from school.

One lad replied "I must live pretty close, because when I get home my Mom always said "Good Grief — Are you home already."

NOT THAT CRAZY

Husband: "What would you do dear if I died?"

Wife: "I'd go nearly crazy—"

Hubby: "Would you marry again?"

Wife: "I said NEARLY crazy."

IN UNITY THERE IS STRENGTH

LETTER OF THE LAW

The rookie cop was walking his new beat through a park. "Hey, can't you see the no swimming sign?" he shouted to a man in a pond.

"I'm not swimming, I'm drowning!"
"Oh, that's all right then."

... FAIR ENOUGH

A farmer who planned to sell some of his cows called in a cattle buyer to look them over. After examining the creatures in the field, the buyer made an offer which was refused. The old farmer decided he'd rather take his cows to the county fair and sell them at auction there.

Once at the fair, however, the bovine beasts got away before the sale could begin and trampled down a gate, breaking into the next tent where a band was playing. The cows milled around among the musicians, hurting no one, and the crowd followed along good-naturedly. Then the auctioneer continued the sale. Much to the farmer's delight, the cows brought twice as much money as the buyer had offered.

Which surely proves that a herd in the band is worth two in the bush.

FISHIN' BEATS FUSSIN'

"Are there any fish in that creek?" asked the visitor.

"Don't think so," answered the fisherman.

"But you seem to be fishing. What in the world is the object?"

"The object," the fisherman answered with a snort, "is to prove to my wife that I ain't got time to paint the porch!"

Gr-r-r-eat!

A well-known zoologist announced he was involved in experiments to cross a parakeet with a black panther.

"Good heavens!" exclaimed an impressed newspaper reporter. "What do you expect to end up with?"

"Well, I'm not quite sure," admitted the scientist. "But if it starts talking, people had better listen!"

Tact: the quality that makes your guests feel at home when you really wish they were.

WORDS OF WISDOM

The years are beginning to add up, If it takes you longer to rest than it did to get tired.

It often shows a fine command of language to say NOTHING.

One woman's definition of retirement: Twice as much husband and half as much income.

Time is money, provided you don't spend a dollar's worth of time trying to save a penny.

Work today, for you know not how much you may be hindered tomorrow.
—Benj. Franklin.

Life is a story in volumes three,
THE PAST
THE PRESENT
THE YET TO BE

The first is finished and laid away
The second we're reading day by day
The third and last of volume three
Is locked from sight:
GOD KEEPS THE KEY.

When you see a chip on a man's shoulder it is quite likely it came from his head. — F. Branklin

The employee who watches the face of the clock will always remain one of the hands.

No man gets very high by pulling another down.

All men are born equal, but it's what they are equal to later on that counts.

The traveler learns to love his own country by leaving it.

One thing we never saw in an application blank for a job is this line, "Do you have any callouses? If so, where?"

Tender feet and complaining dispositions should be thoroughly investigated before the applicant is hired.

When you need help, the first person to count on is you.

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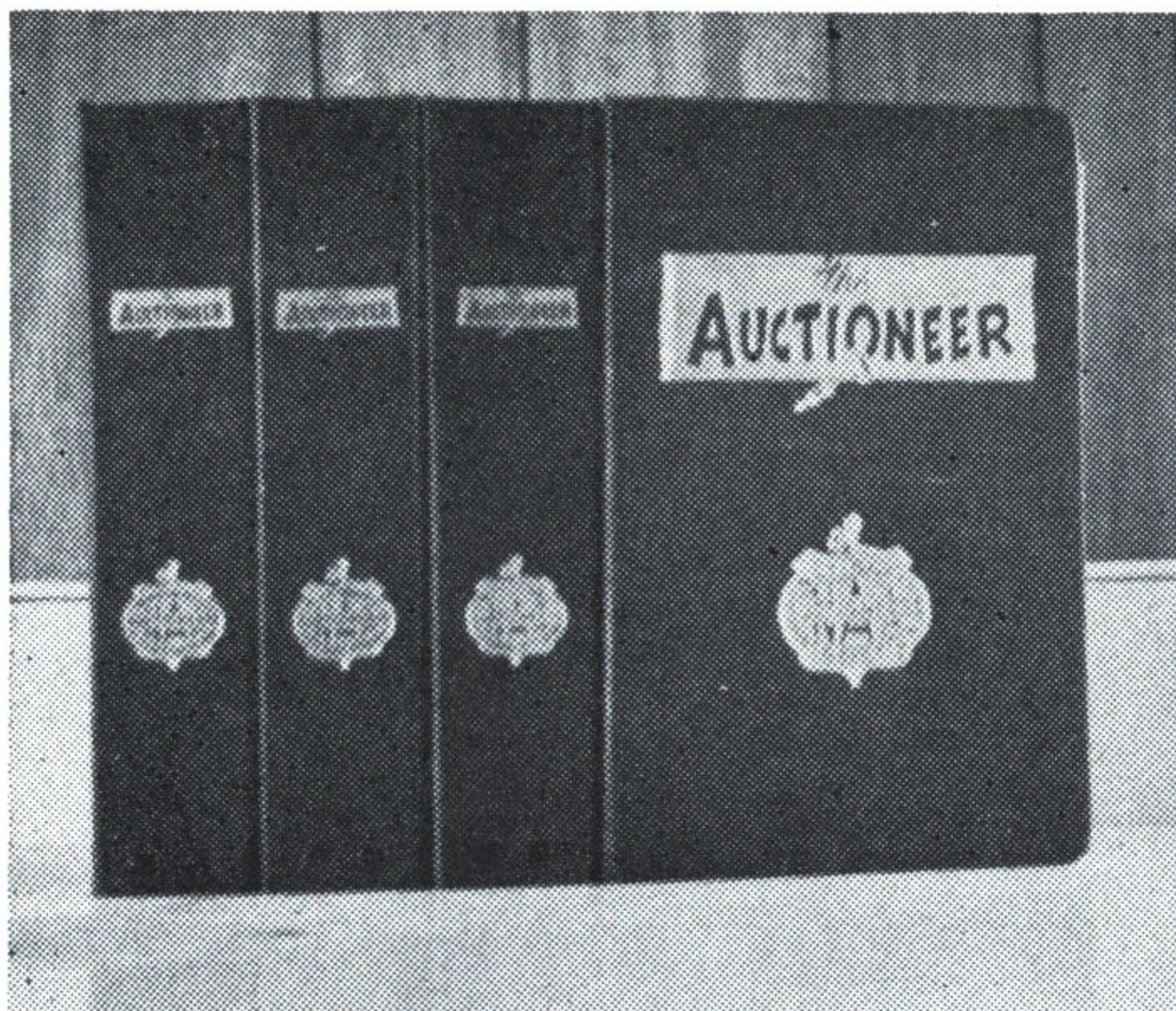
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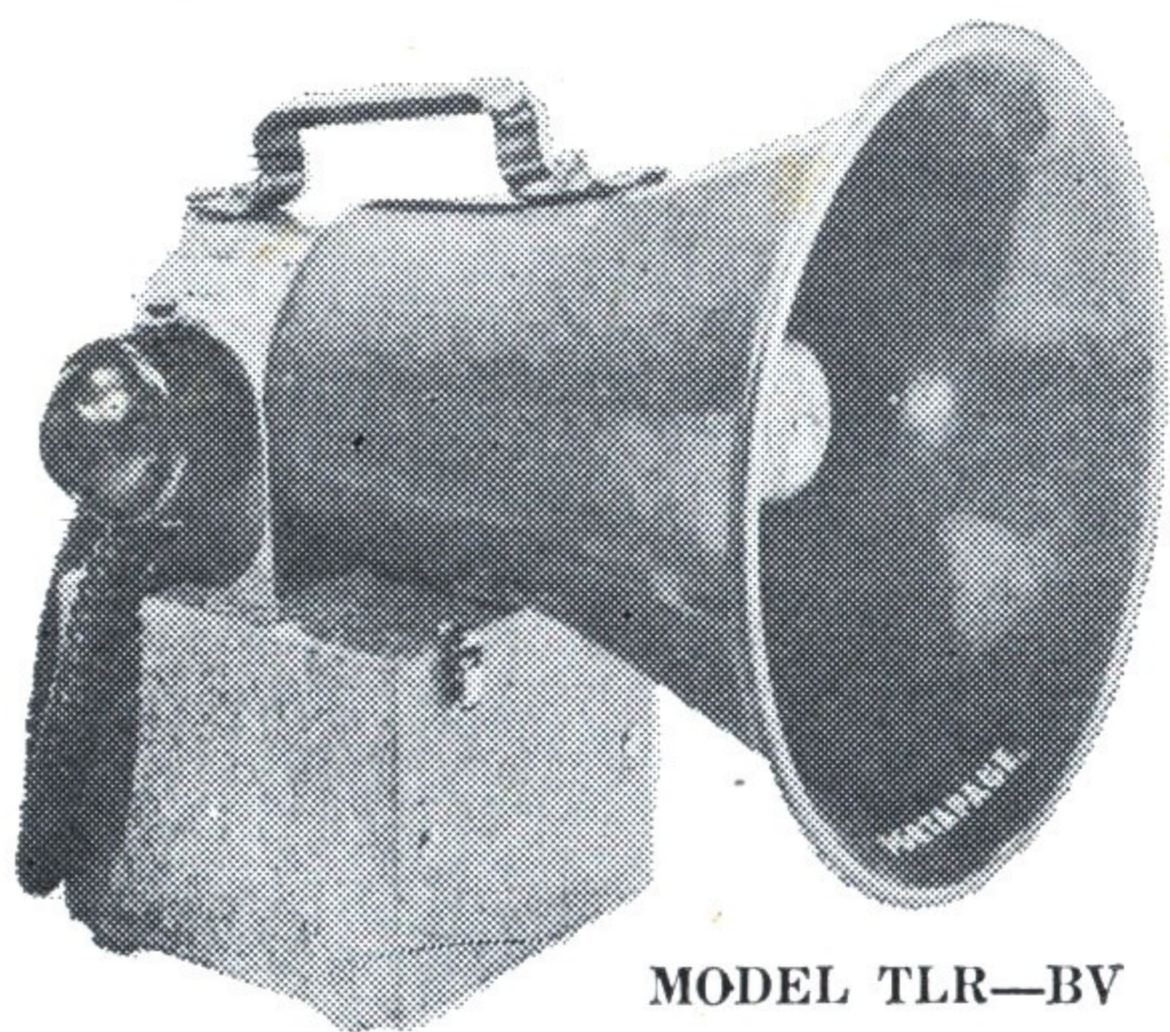
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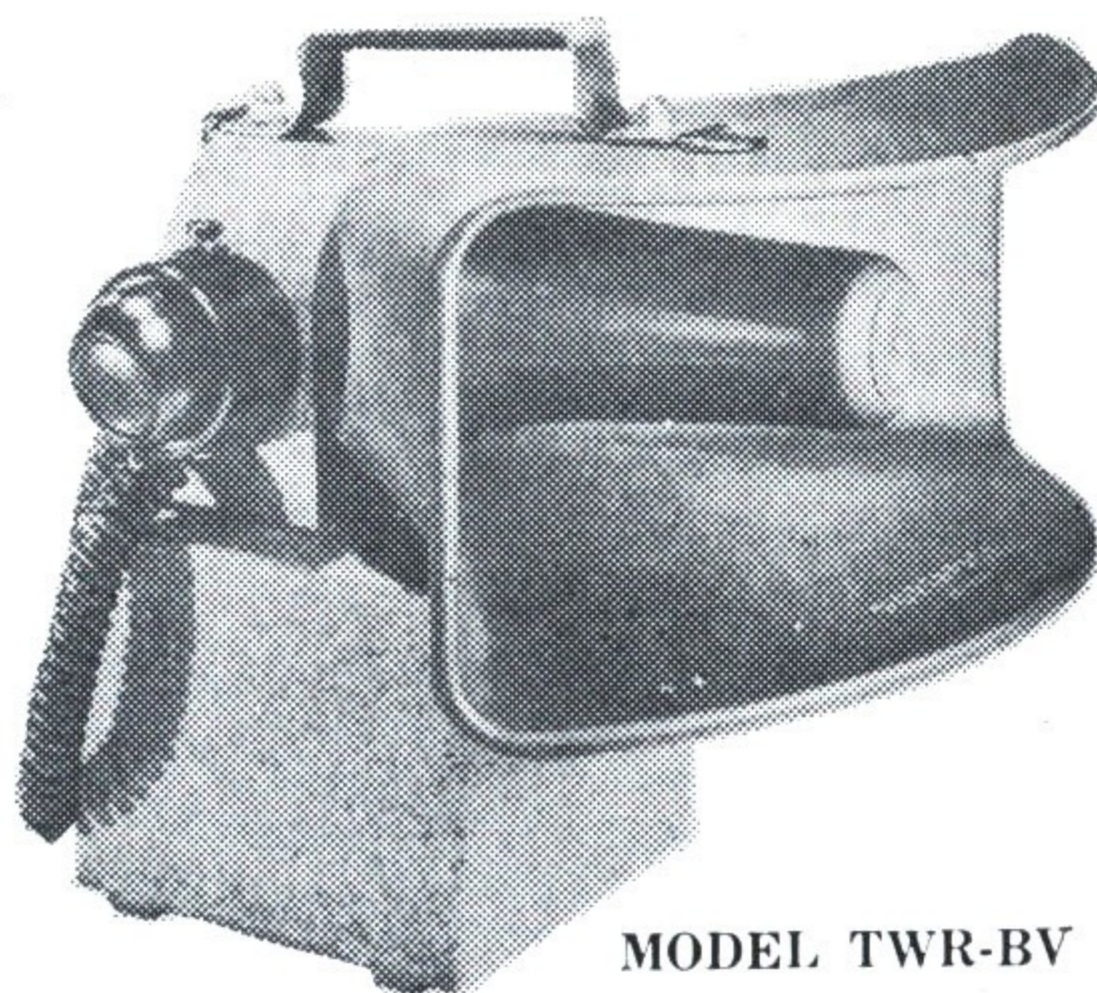
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