

the AUCTIONEER



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The Auctioneer

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Frankfort Indiana

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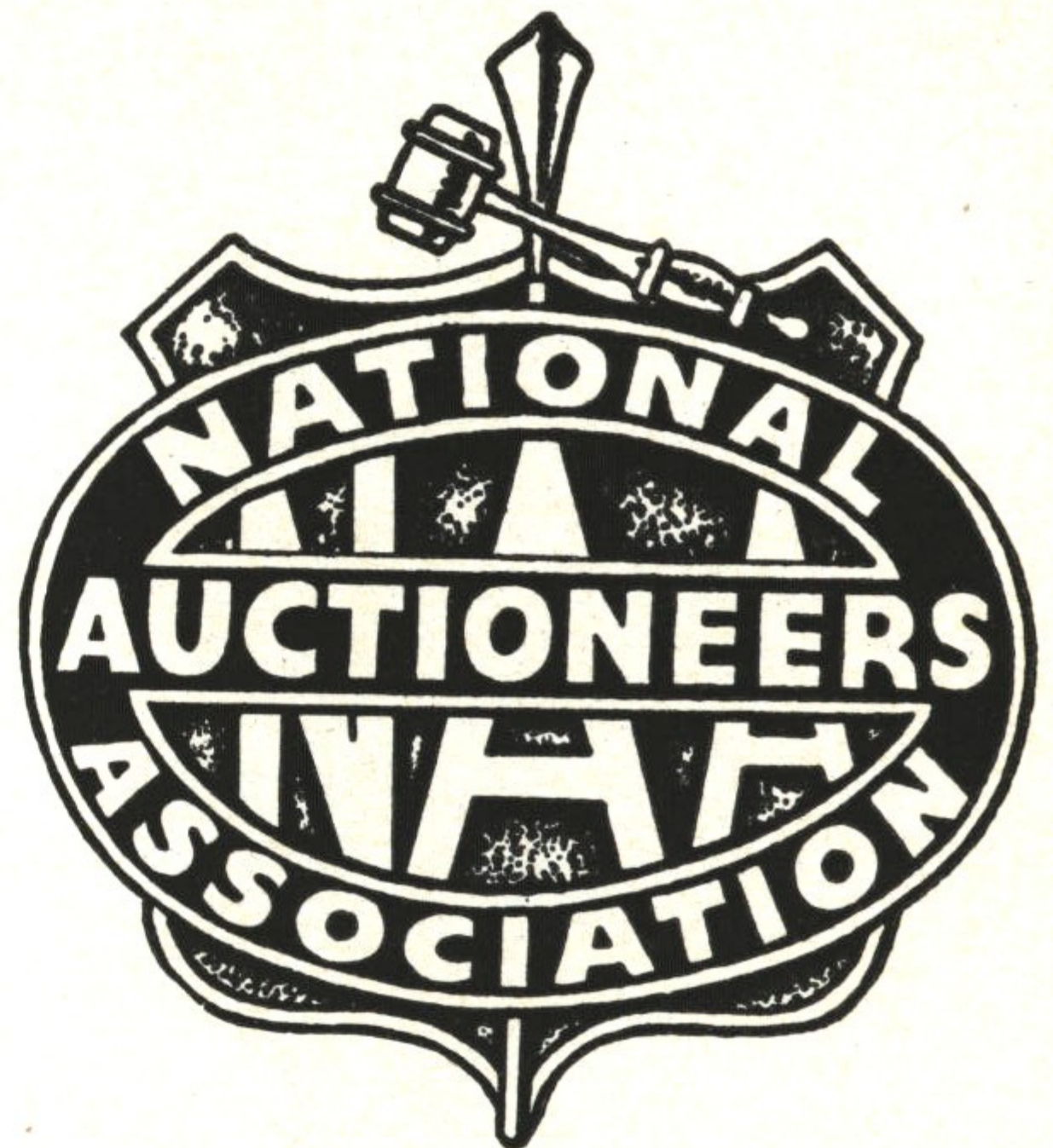
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803 S. Columbia St. Frankfort
Indiana

Past President of N A A Receives Recognition in His Home State

H. W. Sigrist selected as one of "Who's Who in Indiana"

The Historical Record Association, Hopkinsville, Ky., has published a 1957 edition, compiled by William Murray Hepburn, Librarian Emeritus, Purdue University, entitled "Who's Who in Indiana." It is a reference edition recording the biographies of contemporary leaders in Indiana with special emphasis on their achievements in making the Hoosier State one of America's greatest.

Herewith is a reprint of this book with reference to our honored official:



SIGRIST, Herman Walter, Auctioneer, educator, realty company official, 2326 South Webster St., Fort Wayne. Born March 31, 1882, Brighton, La Grange County, Ind. Son of Adolph H. and Sarah (Long) Sigrist. Married Sophia Emily Showalter of La Grange, Ind., June 15, 1905. Children, Mildred Pauline (Sigrist) Shank, Philip F. (deceased) and Alan A. Sigrist.

Education, Brighton High School, graduated 1899; Tri-State College, An-

gola, Ind., B.S. 1903; Jones Auction School, Chicago, Ill., graduated 1908. School teacher 1903-04 and 1904-05; Auctioneer Real Estate Sales 1910-18; Commercial Auctioneer 1918-50; Founder, Owner, President, Sigrist Furniture Co., and Sigrist Auction Co. 1924-51; Instructor Reppert Auction School, Decatur, Ind., since 1924; Sec.-Treas., Sigrist Realty Co. 1936-50.

Author: "The Art of Selling Real Estate at Auction," 1912. Director and member of Executive Committee, Parkview Memorial Hospital since 1941; Director and Vice-President, Farm and Home Insurance Co., Indianapolis, since 1954; President, National Auctioneers Association 1954, and member of Board of Directors since 1955. Member F & AM., 32nd degree, Scottish Rite, Mizpah Shrine, Fort Wayne; (Charter) Downtown Kiwanis Club (40 yrs.), Ft. Wayne.

Member First Christian Church since 1910; Trustee since 1930; Building Chairman of new half-million dollar Church completed 1953.

Col. Sigrist retired from active Auction selling in 1951 but continues as an instructor at the Reppert Auction School. He is active in his Church, Hospital and Insurance affiliations but spends much of his time managing his farms in Northern Indiana. He has a 30 acre private lake on one of the farms which he says has Rainbow Trout, Bass, Bluegills and Perch aplenty. Col. and Mrs. Sigrist have a modern cottage at the lake and spend most of the summer there. On the three farms, which comprise approximately 1100 acres, they have 175 head of dairy cattle and also specialize in Landrace and Hampshire hogs.

The Colonel says of all his activities his greatest love was a good auction sale and he still says his greatest thrill was when he followed a 10 piece brass band down the main street, behind a good

pair of horses, with his hat band and button holes full of green-backs (mostly ones) and a grip full of solid gold jewelry, genuine linens and other valuables which they gave away, the free trains and long trenches where they barbecued or roasted pigs and steers for free "eats" were really exciting. Those new towns on the new railroad in Oklahoma and Texas offered the World with a fence around it.

Mr. Sigrist tells one on himself that did not register too well. He says that one Col. Matthews, from North Carolina, and he were hired by a Southern Land Company to sell together as the "Famous Twin Auctioneers" who look alike, act alike and sell alike. Col. Sigrist says it worked pretty well in sales in Oklahoma and Arkansas but when they got down in Mississippi and Louisiana he turned out to be a DAMYANKEE and not a twin rebel.

Directors Of ANLAA Meet In Kansas City

KANSAS CITY, Mo.—The regular mid-year meeting of the Board of Directors of the American National Livestock Auction Association was held at the President Hotel, Kansas City, November 30 and December 1. The Board is composed of the officers, 14 regional directors and one director from each state.

Forest Noel, Lewistown, Mont., president of the Association, announced that in conjunction with the two-day board meeting, the Livestock Market Council, 1958 convention committee and State Associations Council met. The Livestock Market Council is the Association's legislative education and information body. The State Associations Council is composed of the presidents and secretaries of all the state livestock auction market associations affiliated with the national association.

Of primary importance for attention is the Association's program of education and information in respect to current bills (S. 2775 and HR 8649) before Congress to modernize the Packers and Stockyards Act in relation to livestock auction market operations and make the

law, as amended, applicable uniformly to all livestock markets and stockyards handling livestock in interstate commerce.

Equally important will be the conferences scheduled with certain key officials in the Agricultural Marketing Service and Extension Service, to work out a better recognition of all marketing services in USDA research and education programs with less emphasis by the government agencies on direct selling of livestock by owners on a long-range basis.

Plans for the first annual Livestock Marketing Congress in New Orleans June 12, 13 and 14, 1958 will be reviewed and decided upon. The sponsorship of the Congress itself, is a new idea in presenting all current information on livestock marketing. It will be participated in by all segments of the livestock and related industries.

The State Associations Council will give a banquet for all those present the evening of November 30. This will be followed by a business meeting to coordinate the annual meetings and programs carried out by the state groups.

Wives of the directors and officials attending will be specially entertained at a brunch Sunday morning.

"Growth of the Association in member markets and affiliated state associations has been extensive in 1957," C. T. 'Tad' Sanders, executive secretary and counsel, stated. "The participating markets have more than doubled in number this year. We expect the largest mid-year meeting of our organization. The regional and state directors have been distinguished by their time and travel given to all matters concerning livestock market services and their national trade association," he concluded.

MAXWELL L. KALLOR

Maxwell L. Kallor, New York City, member of the National Auctioneers Association and a Booster for "The Auctioneer" for many years, died November 12, 1957. The entire fraternity extends their sincere sympathy to the family of the deceased.

You Can Do It

In the November issue of our official publication the Auctioneer there was published an article titled "What Do You Think"? The author of this article was our own editor, Colonel Hart, and it should present a challenge to each and every member. Let's face it, the strength of numbers in our membership is vital, but add to this, participation, and you have an unbeatable combination, namely participating members.

If any of you of prior date had the idea that the pages of our monthly issues were only to be filled with articles submitted by a chosen few then Colonel Hart's article should have definitely dispelled any such thoughts from your mind. The fact of the matter is, what better means permits any or all of us to get together on a monthly rather than annual basis through the eyes, ears and minds of a larger number of auctioneers than would ordinarily be reached at regular meetings or conventions. It gets your message across to the entire membership.

Yes these columns are fortunately yours, mine and all of ours. I don't, you don't nor does any average intelligent member expect that we are all in agreement on any and all issues, but I am sure you all will agree that it is not necessary for us to become disagreeable in disagreeing and as long as our presentations do not become a battle of personalities but rather a melting pot for the exchange of ideas and the meeting of the minds then we will get going places and doing things.

It is not essential that you be a professional writer or reporter to participate as a contributor to these columns and one does not need to have a vocabulary too copious for the immediate comprehension of the readers. (They had to burn the grade school down in order to get me out).

Too many times do writers resort to a choice of words and language for the purpose of concealing and creating confusion of thought. Plain understandable language promotes honest thoughts.

The rights of the minorities are no

less precious than those of the majority and one cannot be charged with disloyalty to organizational principals if he voices suggestions for alterations and this is not to suggest that there isn't a great difference between defiance and constructive criticism.

So now you say, you haven't got the time. Each one of us could use this vehicle for the convenience of escaping this challenge. There is much and plenty of news, subjects, issues and pictures that would be of great interest to the membership if you would submit these for publication to our editor.

Not only as individuals, but as an organization, we are daily contributors in making possible the perpetuation of the economy and welfare of community and nation, yet recognition of our importance is only limited to whatever limitations we determine.

I for one would like to see in print a cross section of opinions pro and con on how your local or state laws restrict or protect our profession. Are you for or against license laws and why? What kind if any would you suggest? Do you think or don't you think that the least we can do is submit copies of the various existing state or municipal laws for the purpose of studying and examining so as to chart our plant of action.

I heartily agree with Colonel Hart who said, "That suggestions for improvement and enlightenment given off in places where they cannot possibly accomplish what one is seeking is a waste of voice, words and time."

Now to all you young up and coming auctioneers the experience and suggestions of the so called old timers of our profession should not be too lightly dismissed but by the same token remember that we have to adapt ourselves to the times as the vice versa of the adapting the times to ourselves cannot in my opinion be practically applied.

This article was titled "YOU CAN DO IT." I now ask the question will you do it? Frankly I hope you will bombard our editor with plenty of copy and share the pent up warehouses full of ideas,

suggestions and information that is stored in the brains of our many individual members.

In conclusion I wish to take this opportunity of wishing you and yours all, A Merry Christmas and a Happy New Year.

Colonel Frank A. Sloan,
1919 Plymouth Ave., North,
Minneapolis, Minn.

Memberships Arrive From Many States

While we are reporting the smallest number of memberships received in recent months, we hasten to assure you that during the period covered by the report we have only a few renewals due. Therefore, this list includes a high percentage of new members as well as several former members who have been reinstated but are classified as renewals.

Following is the list of those whose memberships were received during the period of October 16 through November 15. The asterisk indicates renewal or reinstatement.

- *Col. R. E. Knotts, Ohio
- *Col. Donald Kent, New York
- Col. W. C. Ledford, Kentucky
- *Col. Frank Gracyalney, New York
- *Col. Elmer Bunker, New Mexico
- *Col. W. G. Mefford, Kentucky.
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- Col. Sidney A. Carter, Texas
- *Col. Harry H. Hansbrough, Florida
- *Col. William C. Aubele, Pennsylvania
- Col. G. O. Kranz, Illinois
- Col. Everett D. West, Iowa
- *Col. Benjamin F. Hayes, New York
- *Col. Ralph Kuhr, Nebraska
- Col. Edgar C. Walker, Kentucky
- Col. Mark T. Penny, North Carolina
- Col. R. Charles Backus, New York
- *Col. Gordon F. Cobb, Kentucky
- *Col. L. Howard Jewell, Ohio
- *Col. Wilbur T. Clair, Indiana
- *Col. Irvin Schultis, Nebraska
- *Col. Art Carroll, Indiana
- Col. Francis T. Satterfield, W. Virginia
- *Col. Tom Petroselli, Wisconsin

- *Col. G. S. Gordon, Tennessee
- *Col. Roy I. Ebersole, Pennsylvania
- *Col. Ray Miskimon, Illinois
- Col. Henry J. Rodenburg, Iowa
- *Col. J. E. Hodge, Nebraska
- Col. J. C. Penny, North Carolina
- *Col. Charles Vaughn, Illinois
- *Col. Everett C. Clinton, Idaho
- *Col. G. G. Finnell, Florida
- *Col. Albert Robertson, Missouri
- Col. Bill R. Lockhart, Kentucky
- Col. Carl Agin, Kentucky
- *Col. George W. Lockridge, Virginia
- *Col. Lester N. Brooks, Ohio
- *Col. E. Pat Patterson, Indiana
- *Col. Herman D. Strakis, Indiana
- Col. Bernard Dermody, Jr., Texas

Kiwanians Realize \$1050 From Auction

The Armory in Shelbyville, Indiana, was the scene of the eighth Annual Benefit Auction sponsored by the Kiwanis Club of that city. Veteran auctioneer and NAA member, Col. O. S. Clay, opened the sale as he has every year since the project was initiated.

Assisting Col. Clay were the following auctioneers: Riley Keaton, Morristown; Bob Adams, Fountaintown; Landy Pharis, Ray's Crossing; Bob Zoble, John Cox and Jim Buckley, all of Shelbyville, and Jack Hill, Boggstown, who was still in Auction School. Col. Clay's motto has been: Put them all on, thereby giving them their opportunity to prove themselves to the public.

Net proceeds of the Auction were \$1050 with 540 items being sold in a little less than four hours or 2½ sales per minute. The auctioneers and clerks donated their services and the fund will go to the under-privileged children.

In reporting the sale, Col. Clay adds, "If you are short on Auctioneers send over to Shelby County, Indiana, as we have 11 active, fully alive boys who are ready at all times to sell anything anywhere and all of them can do the job for you."

"Nature has given us two ears, two eyes, but one tongue; to the end that we should hear and see more than we speak." (Socrates.)

Bits Of Thought

By R. C. Foland, Real Estate Auctioneer

My line of thinking for this issue of the Auctioneer centers around the enormous field of service for the auctioneers to invade in rendering selling service to those with real estate selling problems.

The real estate field, in our grand and noble auctioneering profession, is very large and scarcely touched.

In the average county there are perhaps 20 or more private brokers. Some cities alone have several hundred. Many counties have no auctioneers giving attention to selling real estate by auction. Indeed there are few auctioneers in the United States specializing in the auction of real estate to the highest bidder.

In my judgment the people as a whole are more nearly ready to adopt the auction plan than the auctioneers are qualified to sell real estate by auction.

If a single county can maintain such an array of private brokers, then surely each county should furnish sufficient real estate auction sales to give at least one auctioneer a vast and paying business.

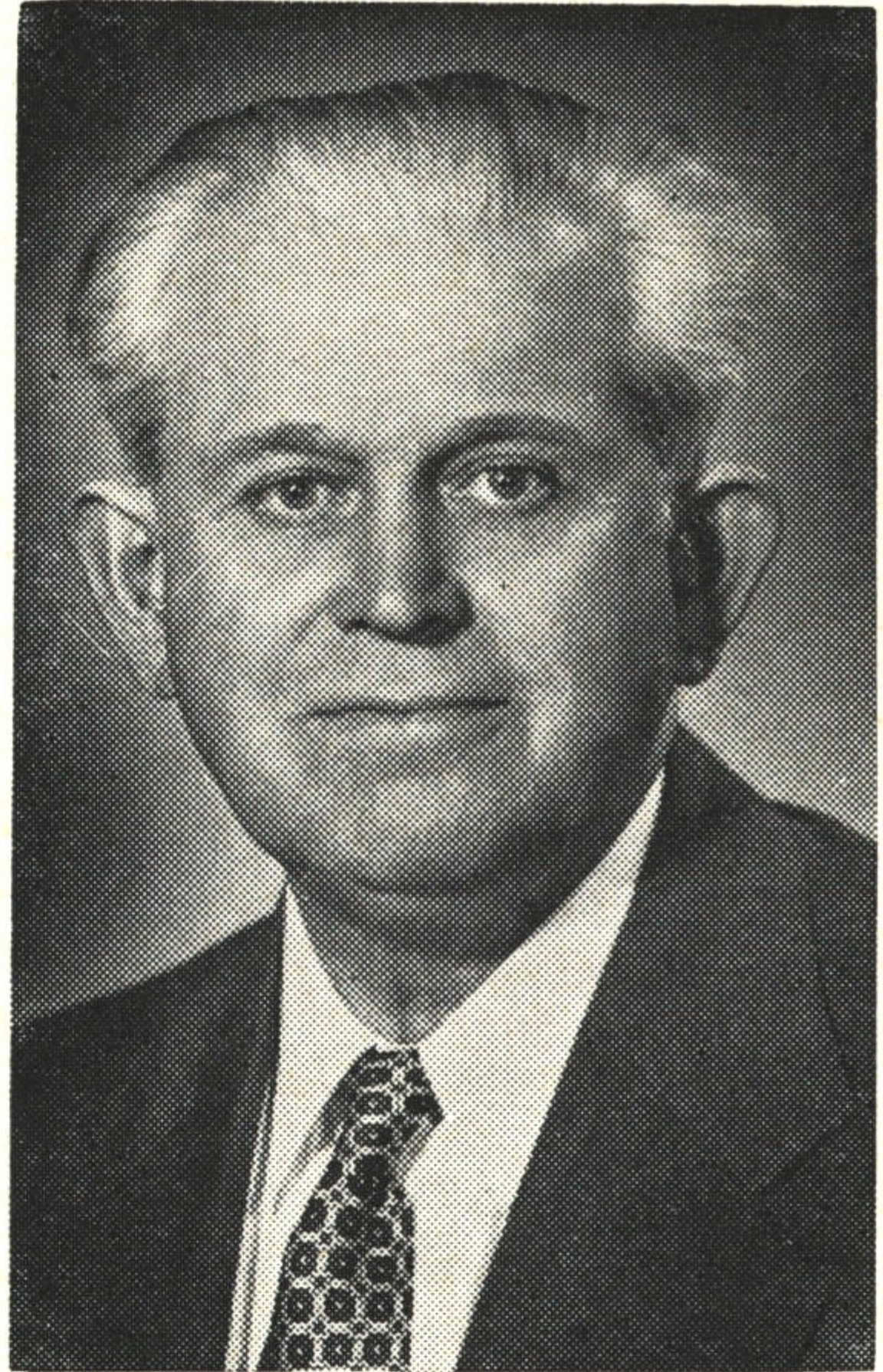
Auctioneers: why stand ye idly by and allow this vast amount of real estate sales go through private channels?

The private method of selling real estate is so tardy, slow, uncertain and inefficient that it many times fails entirely to relieve the desire to sell.

When you promote the auction method of selling real estate in the proper way, you are helping to give to the public a system of selling which is modern in its attributes. You are helping to make available selling service which can assure an owner a sale at the time he desires to sell and best of all at the highest price.

A sale properly contracted for, well advertised, and conducted with the full confidence of bidders usually obtains the full value and a price pleasing to the seller. Also, we might add that the buyer is usually satisfied.

Perhaps you may want to ask how to channel real estate sales through the auction column.



In the first place I suggest that you prepare a logical sales canvass on the advantages of selling real estate by auction and then go out and "preach" the advantages of this better method of selling. Just be as diligent in your sales talk as the life insurance agent or any other salesman is in selling his product. Don't expect the people who have real estate to sell to hunt you up, even though this does occur occasionally. On the other hand go out in the "byways and hedges", so to speak, and "compel" people to believe in this fine program of selling. I do not mean to force them to believe but I do mean to so present your cause that they cannot be unbelievers. Please don't be too anxious to obtain sales. Much emphasis should be stressed on getting the proper contract and authority for sale. Just remember that much depends on the proper attitude of the seller. The relationship between the auctioneer and the owner should be such that they can talk the same language and co-operate fully to the end of a finished sale which is usually a

value representing the full worth of the property.

Do not imagine that the preparation necessary to prepare an auctioneer to sell real estate is too complex and difficult. The fact is, it is hard enough to do, that there is very little competition in the field, but at the same time it is easy enough that an auctioneer of average ability can acquire the necessary preparation and technique to successfully conduct the sale of real estate.

One of the main requests is for the auctioneer to be sold on the plan himself to the extent that he feels he is really doing an owner a favor if he convinces him he should sell by auction.

There are four definite steps in conducting a real estate auction: 1. First and foremost is securing a proper ar-

rangement for the sale with the owner which means more than just some names on a paper with some writing above them. It means a meeting of minds, a harmonious understanding and proper relationship so that the auctioneer can work, not only for but with an owner. 2. The second step is the advertising and of course this is a very necessary factor. It should include personal contact as well as other forms of developing interest. 3. Conducting the sale is the third step. This is really the WHITE HEAT of the selling program. 4. The fourth and final step is the closing of the deal. This step is usually made pleasant and agreeable when the first three steps of service are properly rendered.

The entire selling program should be infiltrated with wholesome confidence.

The President's Letter

November 19, 1957

Dear Friends:

I talked with Bernie Hart by phone tonight and was delighted to hear him say that it appeared that the N.A.A. is off to a great year. He is going to Dallas this week to attend the Texas annual meeting. Montana is contemplating a State organization. Kentucky has recently organized. Congratulations, Kentucky!

We sincerely hope that memberships will continue to come in so well. It is particularly gratifying to note that an ever increasing number of our nation's top auctioneers are affiliating with our growing organization.

Bernie is sending me the large certificates of membership for my signature. He hopes to get these out during December. These certificates can be hung in your office. I will try to get them signed promptly, although time is a scarce article around here until after December 17.

Wanda and I have received a very cordial invitation to attend the Pennsylvania State meeting in January. We plan to attend. I will be speaking there on January 11. We will be looking forward to renewing acquaintances in that great state.

I hope that each of you will continue to invite non-member auctioneers to join our organization. I find so many who are just waiting for an invitation or a little information.

Kind regards to all and Season's Greetings!

HW: ec

HARRIS WILCOX

Minnesota License Law

Continuing the practice and policy of "The Auctioneer" of keeping NAA members informed about State Auctioneers License Laws the following is reprinted from the Minnesota Statutes, Chapter 330:

330.01 AUCTIONEERS' LICENSES, TO WHOM GRANTED. Subdivision 1. The county board or auditor may license any voter in its county, as an auctioneer. Such license shall be issued by the auditor and shall authorize the licensee to conduct the business of an auctioneer in the State of Minnesota for the period of one year. It shall be recorded by the auditor in a book kept for that purpose. Before such license is issued the licensee shall pay into the county treasury a fee of \$10.

Subdivision 2. A resident of another state which issues auctioneer's licenses to residents of Minnesota on the same or similar basis as to residents of such state, may be licensed as an auctioneer in Minnesota upon complying with the laws of the State of Minnesota relating to the issuance of auctioneer's licenses.

330.02 BOND. Every auctioneer, before making sales, shall give bond to the county in a penal sum of not less than \$1,000 nor more than \$3,000 to be fixed and with sureties approved by the treasurer, conditioned that he will pay all auction dues required by law and in all things conform to the laws relating to auctioneers. The treasurer shall endorse his approval upon such bond, and file it in his office.

330.03 ACCOUNT OF SALES. Every auctioneer shall keep an accurate account of all property sold by him, The Names of the persons from whom the same was received and of those to whom it was sold, and the price.

330.04 FORFEITURE FOR RECEIVING GOODS FROM MINORS OR SERVANTS. Any licensed auctioneer who shall receive property for sale from any minor or servant, knowing him to be such, shall forfeit to any person injured a sum not exceeding two hundred dollars.

330.05 SALES IN UNAUTHORIZED PLACES: PENALTY. Any person occupying or having control of any build-

ing, who knowingly permits the sale of property at public auction in such building, or in any apartment or yard appertaining thereto, contrary to the provisions of this chapter shall be guilty of a misdemeanor.

330.06 UNLICENSED SALES. If any person shall sell or attempt to sell either directly or indirectly, or as the agent of a duly licensed auctioneer, any property at auction without being licensed as an auctioneer, as herein provided, he shall be guilty of a misdemeanor, but the provision of this chapter shall not extend to sales made by sheriffs, coroners, constables, collectors of taxes or sales of personal property under chattel mortgage or other lien.

Draft Teams Sell Good At Auction

MILES CITY, MONT.—A good demand for draft teams was shown at the Eddie Vaughn special sale of Canadian horses in Miles City, Oct. 26.

Top selling team was a pair of gray Percheron type geldings which went to a buyer named Brown of Lodge Grass at \$310 per head. Other quality teams included a sorrel Belgium team at \$260 per head; a green broke Belgian team at \$210 per head; a black Percheron team at \$225 per head; and a pair of gray mules at \$217.50 per head.

Other teams ranged down around \$100 to \$150 per head.

Pairs of draft colts at the sale included weanlings and yearlings. A pair of roan Belgian fillies sold for \$87.50 a piece; a pair of sorrel yearling fillies sold at \$110 a piece, and other sets at lower prices.

Quarter Horse weanling colts from the Binyon Ranch and other breeders moved at prices from \$60 to \$125.

A good friend was telling me of a bald-headed man who sells hair tonic. "But how can you sell hair tonic if you have no hair?" challenged a friend. "What's wrong with that?" was the answer. "I know a guy who sells brassieres"

REAL ESTATE AUCTION SCHOOL

Col. R. C. Foland of Noblesville, Indiana has instituted an auction school especially designed to qualify auctioneers and others to properly conduct real estate auctions. It requires special training to be prepared to secure and conduct sales of real estate by auction.

There is a four fold service necessary to follow, to efficiently and successfully operate a real estate auction business.

1. Securing sales.
2. Advertising the sales.
3. Conducting the sales.
4. Closing the sales.

This real estate auction school lays great emphasis on how to secure the business. Of course, the advertising, conducting and closing requires special knowledge and ability, but the first and foremost requirement is to secure the business.

Auctioneering is indeed the "white heat of salesmanship." When applied to the sale of real estate, it is one of the most fascinating, remunerative and serviceable lines an auctioneer can pursue. The field is large, commissions are good and competition is very limited.

If interested, please clip and fill in the subjoined enrollment blank and mail it together with a good faith payment on your tuition. If you prefer, just come so as to arrive Monday, January 6th, 1958.

----- ENROLLMENT BLANK -----

I hereby enroll in the R. C. Foland Real Estate Auction School for the January Term, 1958, beginning on the 1st Monday and running 3 weeks. For and in consideration of the instructions I am to receive from said school, I agree to pay a tuition fee of \$300.00, as follows: \$100.00 cash, and balance of \$200.00, I agree to pay said Foland 1/2 of my commissions from the sale of Real Estate until paid in full. Upon successfully completing the course it is understood I am to receive a certificate of graduation.

Dated this _____ day of _____, 19____

Signed _____

Address _____

City _____ State _____

Need Of Organization

By BERNARD HART

We of the auctioneering profession, particularly those of us who are members of the National Auctioneers Association, often bemoan the fact that the need of organization within our profession was realized too late. This is probably not as true as the fact that the need was seen but no one did anything about it until a few years ago.

Organization is not new to business and professions, in many of them it has become a necessity. A necessity for an individual, a company or a corporation to be a part of his or their trade organization in order to gain prestige, public recognition and protection of each man's constitutional right to earn a living.

There is no doubt that the future holds the same for the auctioneer. It is almost certain the day will come that an auctioneer will be required to display evidence of membership in his State and National Auctioneers Associations in order to have that prestige that gives his clients confidence in securing his services.

One of the latest groups to see the need of organization on a National basis are the operators of the many Drive-In Restaurants across the country. Mr. Robert L. Cribb, a former business associate of mine, is publisher of their official publication, DRIVE-IN MAGAZINE. We are reprinting herewith, portions of editorials from that publication and pertaining to the need and benefits of organization. As you read these reprints we ask that you substitute "AUCTIONEER" for "DRIVE-IN" and note how closely the needs and benefits of each industry parallel each other.

"The Drive-In Restaurant business right now is one of the fastest growing in the United States. In a few short years, the Drive-In has advanced from a roadside hamburger stand to an attractive, functional, clean, modern building, serving food efficiently to an ever-increasing and enthusiastic public. It is a phenomenon of this age in which we are living.

"It is estimated that every day over

twenty-five million Americans park their cars and eat in Drive-Ins. Along the teeming highways of the nation and on the busy streets of cities, the modern Drive-In is meeting the needs of millions by the serving of good quality foods — quickly, conveniently and economically. It is part and parcel of the increased tempo of this age—as modern and as much a part of our lives as any other innovation of this year 1957.

"One naturally would assume, in the light of all this, that a tremendous pride is felt by all those engaged in our business. This, however, is only partially true. Yes, some Drive-In owners and operators are proud, and rightfully so. Yet, many are inclined to be apologetic of their occupation. Too many cooks and carhops look down upon their work. Too many Drive-In workers look upon their employment as temporary, as jobs to be held until something "better" is found.

"The fallacy in these attitudes is that nothing "better" will be found. Here we are in one of the nation's basic industries—one that is essential to health and happiness. In volume of business it ranks third in the nation. It touches people at all levels. Through our work we are given many opportunities of being of service to our fellow men. We work with the most modern equipment. Much of the old drudgery is gone. Today's accomplishments with food would have been unbelievable a generation ago.

"We are smartly uniformed. We work in pleasant surroundings. And it is profitable. What more could we ask!

"NOW is the time for us to throw off this complex and to develop and show this pride so that it will be catching. NOW for the first time, Drive-In owners and operators can receive the recognition they deserve. NOW for the first time, tell your customers that you are organized to serve them more efficiently and economically. NOW for the first time, you have an organization to serve you—specifically and directly. This vehicle is your NEW "DRIVE-IN ASSOCIATION

IN UNITY THERE IS STRENGTH

OF AMERICA." Affiliate yourself with it and use its services to better your position.

"The Drive-In Restaurant business needs the active support of every one in it. No one is going to fight our battles for us. Be active, be well-informed through your new association and by your new attitude you will instill a feeling of pride in all those with whom you are associated in the Drive-In business."

"Reasons for belonging to the Drive-In Restaurant Association of America."

Because: Whereas the motto "In Union There is Strength" is very old, it is also very true. In times like these when all sorts of individuals are presenting insidious legislation into our political bodies, we must make the true need of our business felt.

Because: You get with membership the finest magazine published in the business. A publication that is directed entirely to the Drive-In Industry. Many readers say that ideas gleaned from its pages have made them hundreds of dollars.

Because: Your customers expect you to be a member of your trade organization. It gives you local endorsement,

just as being a member of the Bar Association identifies a lawyer or the American Medical Association identifies the doctor as men worthy of the confidence of clients.

Because: It makes you eligible to receive "Exclusive Memo To Members" which keeps you up-to-date on special phases of the industry such as special problems, accounting, training programs, legislative information, sales promotions.

Because: It is the best way of promoting good feelings with your fellow business associates. Men who know you are doing everything possible to help promote your particular trade will respect you the more for it.

Because: When you join in membership with others, in a specialized field, you will "belong" and this realization is one of the greatest sources of confidence.

"You no doubt recall the story of the man who stubbornly resisted all the attempts of his friends, his family and his minister to persuade him to join the church. Then one day as they sat before the fire, the minister silently reached for the fire tongs, withdrew a blazing

Advertise the NAA



Let all the world know that you are an Auctioneer and that you are a member of the National Auctioneers Association, with,

GOLD LAPEL BUTTONS: They attract a lot of attention because they are attractive — \$2.50 each postpaid.

ELECTROTYPES OF THE NAA INSIGNIA: Use them on your letter-heads, envelopes, business cards and other advertising. They add distinction. \$2.50 each postpaid.

DECALS: Three color decals, 4 inches in diameter. Place them on the windows of your office, on your automobile and other conspicuous places. They can be used either inside or outside — on glass or other flat surfaces. 50c each or 3 for \$1.00 postpaid.

Send your order with remittance to

THE AUCTIONEER, 803 So. Columbia St., Frankfort, Indiana

ember from the fireplace, placed it on the hearth, and sat back to watch it cool and blacken. There followed a long silence, and then the unbeliever spoke. "I understand," he said simply.

"You and we, too, need close association with our fellows, lest we also lose the glow and the fire which we should have in our business, and which is so essential to success."

Do You Know This Man?

Do you know the whereabouts of this man? Approximately 45 years old, light brown hair with receding hairline, an excellent talker and gives one the impression he has done a little bit of everything. He used the name of Col. William James Johnston while working in El Paso, Tex., and was accompanied by his wife, Dora Lee. Last known location was El Paso where he left in a stolen truck, Dodge ½ ton with flat bed and five foot side boards, the cab is black and the side boards are green, made of four inch boards and spaced four inches apart. The motor number is T116-82339 and carrying Texas license plates, 3W5865. Please notify the police at El Paso, Texas, if you have any information concerning this man.

The man described in the above paragraph came to El Paso in April of this year, posing as an auctioneer. He rented a building and proceeded to set up a furniture auction, contacting local merchants and individuals for consignments. He held his first sale in July, and while his actions indicated he had auctioneering experience, the sale was not a success. Approximately 90% was 'passed' to house numbers. In three subsequent auctions, results were about the same and the merchandise was simply rearranged for each auction.

At the same time, Johnston made arrangements to run an auction at Las Cruces, N. M., for a man named Jones. Johnston brought in merchandise supposedly consigned for the auction but actually was stolen. Johnston held one auction for Jones after which Jones was thoroughly fed up and ran Johnston back

to El Paso.

Returning to El Paso, Johnston came to Clyde Root, Jr., a furniture dealer in that city and gave him a hard luck story concerning the unfair treatment he had received in Las Cruces. Root believed Johnston's story and the parts he was able to check held up. Since Johnston already owed Root for two loads of furniture, Root proceeded to help Johnston get back on his feet and thereby protect his own investment. He loaned him his truck, bought his gasoline, financed his operations and even fed both Johnston and his wife.

After about a month of this procedure Root asked Johnston when he was going to start repaying him. This apparently scared Johnston as he left El Paso — with Root's truck and a load of Root's furniture and has not been heard from since. In addition to Root and Jones, several more people in El Paso were taken by this alleged auctioneer. Besides the furniture he also left several bad checks, never paid his rent nor his newspaper, radio and TV advertising.

Auctioneers all over the country are urged to be on the lookout for this man. Since most crooks follow a similar system of operations wherever they are it is not unlikely that he is even now working a similar scheme in a different part of the country. We don't need to remind you that in addition to his victims, the entire auction method of selling receives bad publicity. It is our duty to expose such operators as quickly as possible for the protection of our profession.

Dairy Herd Sold At Notre Dame

SOUTH BEND, Ind. — A dairy herd started in 1867 was sold because of increasing difficulty in hiring men to milk and care for the herd seven days a week.

The St. Joseph Farm, owned by the University of Notre Dame, sold 170 Holsteins. The auction of cows, bulls and dairy equipment drew 1,500 dairymen from 19 states and Canada.

Notre Dame will turn the farm to grain and vegetable production.

Some Suggestions On Modern Advertising

By COL. POP HESS



My December column for this publication is being written on November 14 and it will follow along the line of words one should use in the month of December, the last month of the year and the month where we as auctioneers and sale managers clean up the sales for the year. With some time out for Christmas and the Holiday Season we hit the New Year with faith and vigor for a bigger and better year to come.

Looking at the records here in my office, any year that can turn out more auction sales than this one which is soon to pass into history will have to be a BIG YEAR in holding sales. Our records show it will be a record year of the eight years this farm sale program has been in force at Radio WRFD, Worthington, Ohio. We get a very good slant of what is cooking out over our Ohio, in public sales, as we have many auctioneers throughout the state who mail to us their sales to be held.

Our 15 minute Farm Sale Program is well filled each week day morning and it becomes the listening post for farmers and livestock buyers who want to keep informed as to where the auctions are held and what is to be sold. Prospective buyers will drive long distances with today's high-powered autos and good roads. We estimate that our program is heard by 400,000 folks in Ohio and adjoining states.

We are advised that more radios were sold the past year than in any other one year and we are convinced that publicity by radio has become today's most attractive way to reach the public. The service is quick. Often we get some man's auction by letter or wire and his sale is on the air at once. We are

offering this information as food for thought to auctioneers and sale managers to use modern methods of advertising and be out front. The day of the old fashioned big sale bill tacked to the post is out-moded. These autos go to fast for the driver to read. It is publications and radio that gets the job done. Many read and forget, then can't find the newspaper and we are often called to inform them when and what sells at some particular sale.

The November issue of this publication has been on my desk for some days and I am delighted to note the many new faces and writers who are coming in with good articles in reference to their sales and the sale business in general. Each month more news appears on the various State Auctioneers Associations that are becoming strong and are bringing auctioneers into closer contact with each other. There is no better place to have such items as this publication is for ALL auctioneers to receive and to read. I am constantly receiving letters from and having personal contacts with many of our top and very busiest auctioneers indicating that they receive "The Auctioneer" and read it thoroughly and enjoy and value it much. That is most understandable as these auctioneers are men in demand and they want to keep abreast of the times in order to hold their enviable positions.

Auctioneers and sales managers can buy themselves no better Christmas present than a subscription to this, the only publication of its kind, "The Auctioneer". While doing it, write a letter, expressing your own viewpoint as to what you think would help the profession and other auctioneers.

As we reach January 1, 1958, fifty-seven years will have passed since the writer conducted his first auction sale. The past seven years have been very silent in auction chanting but they have been used in spreading the word of auction sales to be held and in advertising and promoting the auctioneer and his profession.

In my experience in public sale work my clients often did one of two things, they over-advertised in locations that were fruitless or they trusted to luck and advertised little, if any, in places that would produce many buyers. We now notice that more and more auctioneers supervise the publicity program for the auction, taking much time and burden off the shoulders of their clients. The man having the sale knows farming and livestock while the auctioneer is trained to sell and advertising is an important phase of selling. Consequently, the auctioneer should be best able to handle the sale publicity. After all, it is the sale totals that please the seller and the commissions that please the auctioneer.

In winding out this year of 1957 I have tried to leave some thought provoking suggestions for all auctioneers who want to make the coming new year a bigger one in business returns. Also, as we enter 1958, many new faces will be appearing on the auction sale fronts, new graduates and beginners in auctioneering. At the same time many familiar faces will have passed on or retired — and the world marches on as it has down through the many years of history.

Did you, Mr. Auctioneer, ever have this happen to you? Taken from my 50 year sale book is this story that happened to me. I was conducting a general farm sale in an area where I was fairly well known, yet I was not familiar enough with many of the folks as to know who was man and wife, uncles, aunts, etc. I was selling a very attractive lot of dairy cows, the attendance was large, both men and women. On one particular cow my only contending bidders were a woman on one side of the ring and a man on the opposite side. This cow sold several dollars higher

than any other cow with the woman being the high bidder and buyer. When the man learned who the buyer was he set up a yelp that that was HIS WIFE. He called me all kinds of names and said in loud, hard words, "He is the crookedest auctioneer that was ever born!"

To ease the situation I said, "I have no way of knowing who is husband and wife, especially when you stand so far apart from each other." "We will resell the cow," knowing that the price would no doubt be less.

To my surprise the man come back with, "Don't try to get crooked again, you said in the opening of this sale that the highest bidder would be the buyer and that was my wife. "I dare you to resell that cow, you sold her and announced my wife as the buyer."

By that time the crowd saw the foolishness of it all and yelled in unison, "Let her cape the cow," and that is exactly what I did. But do you know that when he went to settle with the clerk he tried to get the price lowered \$20. He failed in that attempt and they took their cow and went home. Some years later this man and woman held a sale and quit farming. Much to my surprise they asked me to conduct their sale. It was a good sale and the man reminded me on final parting that he hoped by now that I knew who his wife was — AND I SURE DID!

NATURALLY!

The young mother was taking every precaution to insure a sanitary existence for her infant son. In fact, up to the time he was three months old, visitors were not permitted to see the baby unless they wore gauze face masks. One day the mother turned to the father and said:

"Junior seems to be cutting a tooth and I suppose I should find out about it somehow."

"Well," suggested the husband, "my mother used to put her finger in baby's mouth and . . ."

Noticing the horrified expression on his wife's face, he gently added:

Oh, of course you boil the finger first."

Directory of State Auctioneers Associations

Colorado Auctioneers Association

President: Paul Dillehay, 420 Elwood St., Sterling

Secretary: Bob Amen, P. O. Box 475, Brush

Illinois State Auctioneers Association

President: T.J. Moll, Prairie du Rocher

Secretary: Virgil F. Scarbrough, 613 Washington St., Quincy

Indiana Auctioneers Association

President: Lewis E. Smith, Box 485, Cicero

Secretary: George W. Skinner, 6171 N. Meridian St., Indianapolis

Iowa State Auctioneers Association

President: Clinton A. Peterson, 700 N. 7th St., Fort Dodge

Secretary: B. J. Berry, 3104 Avenue M Fort Madison

Kansas Auctioneers Association

President: Mike Wilson, Muscotah

Secretary: C. E. Sandeffer, 1212 West West 8th St., Topeka

Kentucky Auctioneers Association

President: Orville R. Moore, R. R. 1, Anchorage

Secretary: Elaine K. Meyer, 1918 Mellwood Ave., Louisville 6

Michigan Auctioneers Association

President: William O. Coats, 106 Ellen St., Union City

Secretary: Garth W. Wilber, R. R. 3, Bronson

Minnesota State Auctioneers Association

President: Roscoe Davis, Madison Lake

Secretary: E. T. Nelson, Renville

Missouri State Auctioneers Association

President: Bill McCracken, 820 W. Essex, Kirkwood

Secretary: Ken Barnicle, 2520 Pocahontas, Rock Hill

Nebraska Auctioneers Association

President: Rex Young, Plattsmouth

Secretary: Lowell McQuinn, Plattsmouth

New Hampshire Auctioneers Association

President: Merle D. Straw, 78 Wakefield St., Rochester.

Secretary: George E. Michael, P. O. Box 1102, Rochester

New Jersey State Society of Auctioneers

President: Winfred Hinkley, Ogdensburg

Secretary: Ralph S. Day, 183 Broad Ave., Leonia

New York State Auctioneers Association

President: Ralph Rosen, Genessee Bldg., Buffalo 2

Secretary: Donald W. Maloney, 518 University Bldg., Syracuse 2

North Dakota Auctioneers Association

President: F. E. Fitzgerald, 1206 N. First St., Bismarck

Secretary: Harry Berg, Bismarck

Ohio Association of Auctioneers

President: John Andrews, R. R. 2, Beach City

Secretary: Gene Slagle, P. O. Box 89, Marion

Oklahoma State Auctioneers Association

President: W. H. Heldenbrand, 1400 N.W. 22nd St., Oklahoma City

Secretary: Betty Atkinson, 201 Colcord Bldg., Oklahoma City

Pennsylvania Auctioneers Association

President: Wayne R. Posten, Box 23, East Stroudsburg

Secretary: Woodrow P. Roth, 539 Seem St., Emmaus

Texas Auctioneers Association

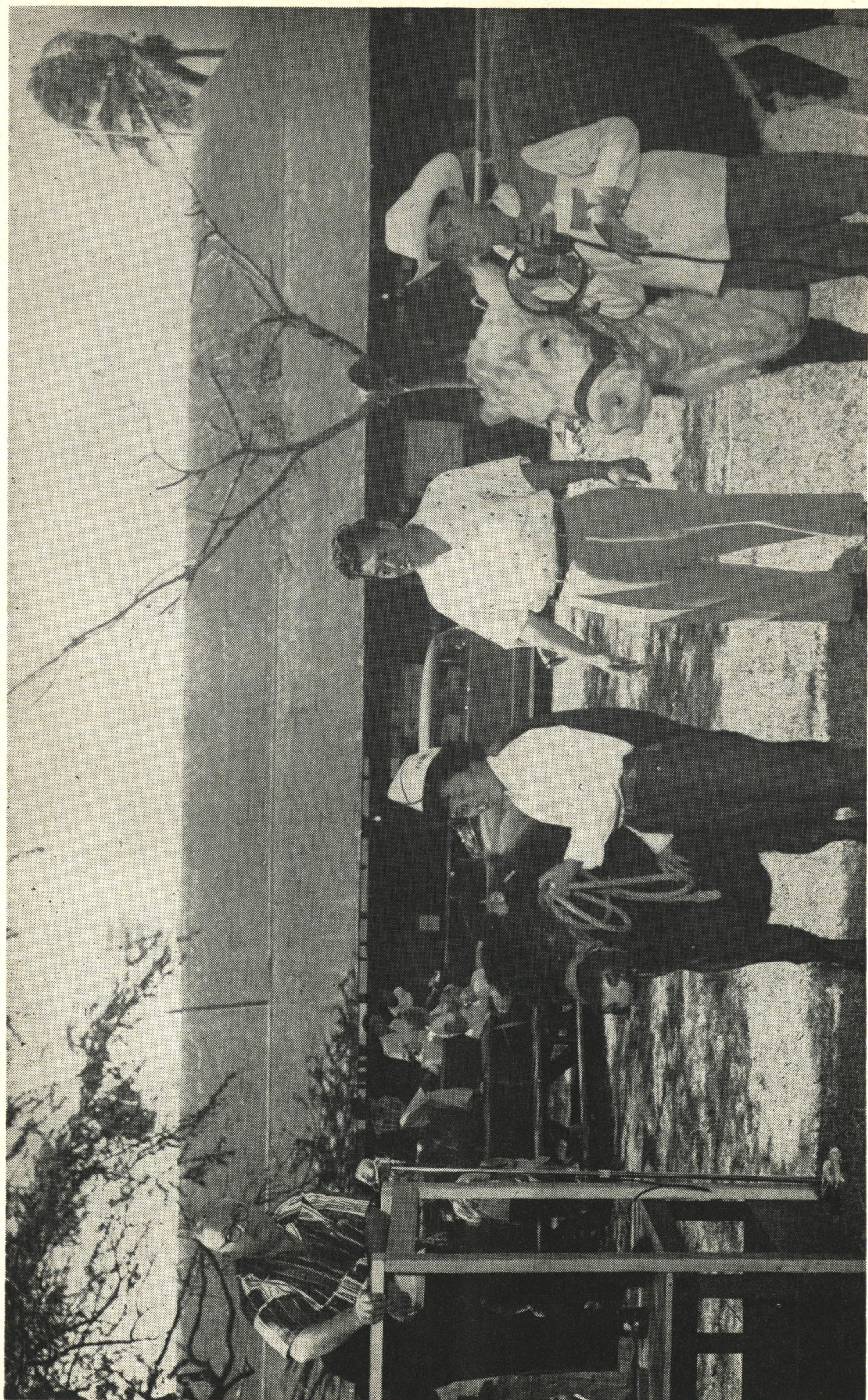
President: W. J. Wendelin, 324 N. Van Buren, Henderson

Secretary: Charles Harris, 917 Linda Lane, Nacagdoches

Association of Wisconsin Auctioneers

President: W. R. Ingraham, Beaver Dam

Secretary: Ernest C. Freund, 17 Sixth St., Fond du Lac



Hawaiian 4-H Steers Bring 55c Per Pound

The picture on the opposite page shows two 4-H steers and their owners shortly after they had been sold at auction for 55c a pound. This sale took place on the island of Maui (one of the Hawaiians) with Col. Lou. Stambler of Honolulu conducting the auction. The buyer of both steers was the Maui Palms Hotel on the island of Maui. Col. Stambler is shown at the extreme left in the picture, in the auctioneer's stand.

In describing the various 4-H Club auctions held in the Hawaiian Islands, Col. Stambler informs us that the Champions from the different islands are taken to the main island of Oahu and then a Grand Champion over all is selected followed by an auction of all Champions. Col. Stambler donates his time as well as pays his own fare to the various islands to conduct these sales in the interest of the youthful feeders.

Prices received were very good with about half of the calves offered selling around the 55c mark and interested crowds turned out for all the sales.

Following is a reprint of a letter received by Col. Stambler from the County Agent on the Island of Maui:

Dear Mr. Stambler:

I want to express the sincere thanks

of the Maui 4-H beef steer members, their leaders and also from the Kiwanis Club of Maui for your generous assistance in helping put on a most successful beef steer auction which you conducted on Saturday, October 12, 1957. Words cannot say how much we appreciate your services and we will not forget your kind deed. I am also sure that the members and the parents will not forget what you have done for them. Again, thank you from the bottom of our hearts.

Sincerely,
David A. Akana
County Agent

In Col. Stambler's letter to "The Auctioneer", he says, "Hope to see you at the convention next year, may the Lord willing."

Really !!!

From The Minneapolis (Minn.) Star
House investigators claimed in Washington they saved the government \$209,450 on a surplus land deal. Chairman Jack Brooks (D., Texas) of the house government operations subcommittee said that three times in the last three years his committee "thwarted efforts" to sell a tract of surplus land at Garden Grove, Calif., for as little as \$400 an acre. They finally sold the land at public auction for \$5,350 an acre.

FOR SALE

GOING AUCTION BUSINESS 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.

Concerning A Coffin Sold At Lebanon Church Auction

Reprinted from THE WHITEHOUSE (N. J.) REVIEW

Auctioneer Herbert Van Pelt, who has sold many an interesting article in his colorful career, probably is the only auctioneer in history to have cried a sale while perched on a coffin. The occasion was the last Methodist Church auction in Lebanon, and his platform was a hand-built, polished walnut coffin. The saga of this coffin bears telling.

Legend has it that the builder of the coffin was a provident man, if slightly eccentric, who constructed the walnut box in his spare time, for his own future use. He upholstered the coffin with the finest materials, and when its comfort finally satisfied him, he stored it away underneath his bed. (Still legend.)

There it stayed for many, many years. Once in a while he pulled it out and, still according to legend, tried it for size. There is a story remembered that once a young friend sneaked upstairs just before his elderly companion was due to retire for the night, climbed into the coffin and arranged himself in the traditional position with arms neatly folded. By candlelight the elderly man entered his chambers and is supposed to have later admitted he was "half scared to death." (Legend continuing.)

Years passed, but the old man thrived. Finally, his health promising so much future, he decided to sell his house and enjoy a new vista. The coffin was left in the house for the new owner.

The owner, for understandable reasons, had the coffin removed to the attic of the house. There it remained, as each succeeding owner inherited the walnut coffin. Lebanon's Dr. Alex H. Christinsen is among these tenants who faced the dilemma of how living comfortably with the coffin.

The most recent owner of the residence finally solved the problem of the unwanted coffin. She sent it, in a package deal with carpentry tools, to the Methodist Church auction.

Mr. Van Pelt, who has disposed of rusty ploughs and beaver hats, never



Col. Van Pelt

blinked an eye. Using the coffin as perch to cry the sale, he ended the auction with its prompt sale—to a farmer, Vernon Rinehart, who saw its possibility as a feeder for cattle. Today it sits out in the pasture, and his unsuperstitious cattle happily feed from it.

Who was the builder? We wondered, too. His name was G. N. Apgar, and we finally located him in an 1860 business notice from Lebanon: "G. N. Apgar, Funeral Director and Maker of Fine Coffins." David Sheppard's map of Lebanon in 1860 shows his place of business was located next door to the present Methodist Church cemetery. The church and cemetery were not yet on the site, but who can dispute the foresight of the provident Mr. Apgar?

* * *

EDITOR'S NOTE:—Our readers may be interested in knowing that the same issue of THE WHITEHOUSE REVIEW (Sept. 24, 1957) carried advertising of auctions to be conducted by Col. Van Pelt on Sept. 24, 25, 27, 28, Oct. 3, 4, 5, 10, and 19. It was also

advertised that the auctioneer was a member of the National Auctioneers Association and the New Jersey State Society of Auctioneers.

Auction Method Is Producing Results

Col. Joe Donahoe of Darlington, Wisconsin, reports the selling of farms at auction in his area has proved very successful this past season.

During one week in September four farms were sold at auction by Col. Donahoe. Three of these farms were estates which the administrators had been trying to sell privately all summer but with no satisfactory offers. At auction they brought \$45 to \$70 per acre more than the estates had been offered privately.

A 160 acre farm sold for \$220 per acre at auction while the best private offer was \$150. A 120 acre farm in the same estate sold at auction for \$175 per acre while heirs could not get an offer privately.

In another estate farm of 200 acres the estate had been offered \$100 per acre and was sold at auction by direction of the court and sold for \$147 per acre.

Another tract of pasture land of 168 acres sold for \$76 per acre when best previous bid was \$50 per acre.

Through these sales and some sales in the past, Col. Donahoe has convinced the probate judge and court to resort to the auction method of disposing of real estate in estates in the county. It has not as yet achieved 100% of such deals but the probate judge of this county is a firm backer and promotor of the auction method as the ideal way to dispose of such estates whether it be real or personal property. Several more farms are due to be sold at auction in the coming weeks to settle estates by Col. Donahoe.

"Now can anybody tell me," asked the geography teacher, "Where we find man-goes?"

"Yes, miss," replied a knowing little boy, "wherever a woman goes."

Slave Auction Part Of Bazaar Program

NORRIS, Tenn.—A French theme will dominate the Fellowship Bazaar. The community building auditorium will become a French market-place for the evening, with a dinner served at 5:30 p.m. at "Chez Delmonico."

Bazaar patrons will be able to rest, drink coffee and snacks in a sidewalk cafe just above "Patiserie." There will be sidewalk artists, modistes, book kiosks, a Bureau de Poste, and odds and ends, including seven semi-Damatian puppies.

On a "slave market" members of the Youth Fellowship will auction themselves into a half-day's bondage to make money for their group. Anyone needing a butler or a French maid is to gather around auctioneer Reginald Lovell at 8:30 p.m. to bid not less than a dollar.

Learn Auctioneering At Home

Nelson Auction School

Renville, Minn.

Home Study Course \$37.50
(With Recordings)

Residential Classes 87.50

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

555 Auction Sayings \$2.00

Nationally Recognized School

Royal Bourbon Relics Auctioned Off in Paris

PARIS—Relics of the Royal Bourbon family while they were imprisoned in the temple, awaiting the guillotine, have been sold at the municipal auction. They were part of the famous collection of Georges Lenotre.

A penknife used by the unfortunate Dauphin, whose fate still is disputed, fetched \$155. Four white plates used by captive royalty brought \$19. A fragment of brocade from the dress of Queen Marie Antionette was knocked down for \$105.

A lock of Louis XVI's hair was bid up to \$110. A piece of the Queen's fire screen fetched \$95, a pillow case from the bed of the Dauphin \$140 and a pass permitting the bearer to enter the Queen's cell \$45.

Receipts Heavy At Michigan Auction

BATTLE CREEK, MICH. — Receipts continue to be large at the Michigan Livestock Exchange here with prices holding strong and steady. The first week in November, 379 consignors sold 1,761 animals at auction for a gross of \$110,501.26.

Prices on calves have been exceptionally high with one selling at \$34.25 per cwt., another at \$34.00 and still another at \$33.75. Top on fed steers was \$24.50 with several selling in the \$24.00 bracket.

New Name For Live-Stock Auction Group

KANSAS CITY, MO.—“Our name is not properly descriptive of the livestock auction market industry, nor member markets and the state associations comprising membership, so a change of name is now being balloted upon,” C. T. ‘Tad Sanders’, Executive Secretary and Counsel of the American National Livestock Association announced this week. “The ANLAA is the one national trade association of the livestock auction mar-

kets, but it doesn't contain the most important word, ‘markets’, denoting the independent businesses comprising the membership,” he continued.

A mail ballot is now in progress with member markets voting on a change of the name recommended by the Executive Committee to, “Livestock Auction Markets Association” dropping the “American National” prefix and adding the word “markets”. The emblem will remain the same with change of letters. The present name was derived as a combination when the American Livestock Auction Association and the National Livestock Auction Association merged into one national organization almost two years ago.

The name also is easily confused with the American National Cattlemen's Association, and a change will relieve this in deference to an older organization of the cattlemen, it was stated.

Teen-Ager Not Bad

Heres' a story of teen-agers that will make your heart glad.

Students of Cherokee, Okla., high school knew their school rooms were drab and badly in need of paint and they decided to do something about it.

Planning it themselves, the students staged an eight-day renovation period during which they painted the walls of eight classrooms.

The old furniture was refinished, the junior high school lawn was landscaped and shrubbery on the high school grounds trimmed. The students themselves donated all the labor and the school furnished paint and materials.

Senior student Larry Green had the idea and proposed it to school authorities who readily consented. The new look has given the students a better meaning of the word “cooperation,” since they did all the painting themselves; and they have a new sense of pride in their school building. Some of the more cheerful colors now decorating schoolroom walls include charcoal and pink, ocean blue, soft beige and Chinese red.

Be careful of the words you use for they can become thorns or blossoms on your way.

Peron's Sport Cars Sell For \$50,000

BUENOS AIRES—An auction of imported cars, speedboats and jeeps seized from deposed dictator Juan Peron netted more than 2 million pesos (\$50,000) for the National Wealth Recovery Board.

Argentine race driver Roberto Meires paid the top price, 400,000 pesos (\$10,000) for a brilliant fire-engine-red Alfa Romeo "Flying Saucer" racer.

About 4,000 persons attended the auction of Peron's plush sport vehicle stable. Later his luxury cars will be auctioned off with a bullet-proof Rolls Royce expected to draw the high bid.

Prices Of Land On Mars Jump

TOKYO—The prices of real estate on Mars have jumped fivefold in Japan since the Soviet satellite started whizzing

through space.

The Japan Space Travel Association, founded last year to whip up interest in outer space, says it already has sold more than 40,000 acres of Mars land, most of it for 200 yen (55 cents) an acre.

"Since the satellite boom, land on Mars is selling for 1,000 yen (\$2.70) an acre," Toraji Kishidka, the association's secretary, said today.

Beethoven Letters Auctioned At \$8,000

MARBURG, Germany — Three letters written by Ludwig van Beethoven were auctioned recently for \$8,000.

The letters were part of about 700 items sold at an auction of handwriting samples, letters and signatures of noted Europeans.

Notice on auctioneer's door: "Going, going! Gone to lunch!"



Col. Elmer Bunker, Albuquerque, New Mexico, proudly displays the NAA emblem on his horse trailer. Col. Bunker's regular sales include the Salt Lake Auto Auction, Salt Lake City; the Las Vegas Livestock Commission Co., Las Vegas, N. M.; and the South Second Livestock Commission Co., Albuquerque. He also had a part in 17 rodeos, horse shows and sales in 15 states the past summer.

IN UNITY THERE IS STRENGTH

THE MEMBERS SAY . . .

Dear Bernie:

After reading and enjoying the letters that have appeared monthly in "The Auctioneer", I am prompted to write and tell you how much we here in Nebraska appreciate your efforts in bringing this word to us from others in the auction field. We feel you are doing a fine job and that each of us profits a good deal from the publication.

We are having a good season for sales of all kinds and prices are holding good, especially on dairy cows. I suppose the abundance of feed has something to do with this. Like many other sections we have had our fair share of moisture which in turn has really hampered the harvest of milo and beans, also held up corn husking. However, we'll still take this in preference to ideal harvesting weather with nothing in the bins as has been the case in this area the past two or three years.

We hope Bernie, that we can expect you to our State Convention which will be held the first Sunday in May in our Capitol City of Lincoln, Nebr., Art

Thompson's home town. We will send you more about everything later. I am vacationing in the hills of Excelsior Springs, Mo., for three weeks then will be ready to go back to work.

Best wishes for continued success with "The Auctioneer".

Sincerely,
Rex Young
President,
Nebraska Auctioneers Assn.

* * *

Dear Col. Hart:

Just thinking of our National Convention, next year, for the C. B. McCarter Co. is planning to be there. We are usually booked solid at that time of the year but there will be no sales booked for July 17 - 18 - 19.

I think the National Auctioneers Association is doing wonders everywhere for the auction business. I hope to see the time that Tennessee auctioneers take more interest in organization . . .

Auctioneeringly yours,
C. B. McCarter
Sevierville, Tenn.

WE INVITE YOU TO

OUR ANNUAL CONVENTION

Monday, January 6, 1958

Indiana Auctioneers Association

CLAYPOOL HOTEL, INDIANAPOLIS

Meeting will convene at 9:00 a.m. and continue throughout the day. Luncheon will be served at noon and a banquet in the evening. Bring the Ladies!!

FELLOWSHIP . . . EDUCATION . . . ENTERTAINMENT

Col. Geo. W. Skinner, Secretary, 6171 N. Meridian, Indianapolis 20, Ind.

Sold!

To The Highest Bidder

By **CLINTON K. TOMSON, Geneva, Ill.**

Reprinted from **The American Hereford Journal, Kansas City, Mo.**

Since the first vision of purebred beef cattle became established in the minds of breeders, auction sales have provided the market media for a large proportion of their production and, more significantly, have established the price levels for the additional volume of private-treaty sales.

To have survived the test of time during periods of radical revolutionary change in all phases of our life, auction sales have demonstrated their basic soundness and flexibility. They remain the most definite means whereby a breeder can command a price consistent with current demand for his herd's output.

There is a dramatic appeal in the mechanics of auction sales which seems to exert a Pied Piper influence on practically all of us. The sequence of introduction, suspense and climax go with the offering of each individual and this, plus the humorous situations which invariably become a part of the proceedings, provide a good show for all.

Auctions Are Stimulating

As in the case in any successful program, operating over a long period of years, a well-defined system of management has evolved, which is largely responsible for carrying the cattle industry to the top in this country. Ranking as the biggest single industry, no student of this development can fail to appreciate the stimulating influence of the auction sale. This team comprised of key personnel in the breed associations and breed magazines, with their widely travelled field representatives and auctioneers, has worked together to achieve the results from which the entire industry has benefited. The sound character, natural ability, experience and untiring energy of this group have helped many neophytes to develop into skillful breeders who have made

individual contributions toward both increased quality and tonnage of beef. No other country in the world has enjoyed to a fuller extent the great heritage of superior beef production than does America.

With the advent of countless thousands of auction sales down through the years, it might logically appear that some formula for success could be designed as a pattern for others to follow, and we believe in fact this to be true. But the combination of requirements needed are so unrecognizable that only a gifted few are able to blend them skillfully together in workable fashion.

The old merchandising axiom of "a better mousetrap" is completely applicable to purebred cattle breeding. We in no way wish to minimize or depreciate the influence this bears in attracting prospective customers to an auction sale. Neither do we wish to minimize the divergent and variable appeal of each personality. We think we can all recognize that three merchants on Main Street, having the same product for sale, may attract equal patronage or completely unequal support as a result of their own personalities alone.

In this discussion, while recognizing the wide variation in these fields, we would rather consider and discuss some of the things that we believe to be within the reach of every breeder that might be considered logical "musts" if his efforts toward holding a successful auction sale be crowned with public acceptance and, perhaps more important, profitable prices.

A Basic Pattern of Planning

In recalling countless numbers of successful sales we have attended, and contrasting them with examples of unsuccessful events, a basic pattern of planning emerges which can be recommended as a matter of course. It is a

most self-evident truth that every effort representing economically sound investment must be utilized to focus attention to your sale.

There is no substitute for advertising, and when we speak of this term we refer to every means possible of apprising your prospective buyers of what you are selling, when you are selling them, and by more subtle means perhaps what you expect to get for them. In order to establish a sound cost budget supporting the advertising program of any sale, it is a breeder's general problem to determine as closely and as accurately as possible the amount of money which he can afford to invest in such a program. This combines not only a realistic appraisal of the true value of the cattle he offers but a knowledge of the prospective buyers and the avenues by which they can best be reached.

Every medium of advertising must be appraised from an investment standpoint strictly on the merits of the influence it exerts toward actually converting interested prospects into ring-side bidders and buyers on sale day. A sound analysis can always be made when the relative importance of display publication advertising, direct-by-mail campaigns, roadside signs, radio, local advertising, etc., are evaluated properly, and the costs of each budgeted accordingly.

With competition high on today's market, many sensational sale successes can be traced directly to the unique appeal of an advertising campaign which combines originality and cleverness in presenting the facts concerning the sale offering. It has been my observation that breeders benefit most from sincere and factual presentation of material as contrasted with a policy of exorbitant claims for cattle. Modest copy in good space demonstrates a breeder's own confidence concerning the merits of his offering.

Natural Pictures Appealing

The appeal of pictures has been recognized for centuries. Photographs of sale animals which are true to life, appealing, natural and undistorted are an asset which comprises a must to any offering of better-than-average animals. However, it should be remembered that a prospective customer who carries a

mental impression of quality higher than he actually sees on sale day is going to lose some of his pre-sale enthusiasm for owning the animal in question. We recognize that each well-known photographer of animals must adhere to the desires of the man who hires him, and consequently he may be told to dress them up as attractively as possible. We are more and more inclined to believe that such efforts may not be as helpful as the owner thinks.

Sale catalogues containing pertinent information of pedigree and performance can be an asset. Every additional item in connection with the location, time, schedule of events, etc., should appear so that the visitor will be completely informed. Repetitious footnotes detract rather than stimulate. Good photos of sale animals and their immediate ancestry are helpful only if they are representative of the animals and are attractive.

There is a general appeal in family pictures — of the owner and the family's home, farmstead and the like — perhaps because there is more family interest and fraternization along these lines in the cattle business than in most comparable lines of endeavor.

Permanent Building Desirable

Recognizing the weather to be a variable and most decisive factor in sale-day results, we think it behooves any breeder to consider a permanent building designed to provide the basic requirements of a sale-day crowd. One can be designed which also has utility value for the rest of the year for machinery storage or livestock shelter.

Seats and salering should be designed not only for physical comfort but should primarily consider the visual needs of the crowd; in other words, the salering should be strong and secure in order to prevent accidents but should allow all on the seats an unimpeded view of the animals on parade during the sale. There should also be enough light behind the seats to allow spectators to follow their catalogues easily.

We think the most successful sales allow a crowd to be relatively near the auctioneer with a minimum of space left for field representatives who assist in the ring.

IN UNITY THERE IS STRENGTH

Pre-sale planning should insure the co-ordinating movement and display of sale animals and the breeding herd during the period of inspection. Naturally every effort should be directed toward making these occasions dress parades with the animals clean, healthy and "shining," with the most skillful treatment possible given to coats of sale animals and key members of the breeding herds.

Pre-sale exhibitions, individually or in groups, either at the halter or in an attractive lot, help to enable the buyer to predetermine his choice. In this connection we feel that sale order prominently displayed will also contribute favorably to a buyer's decision. A simple system of identity by lot number should be worked out at the beginning of any inspection period.

Mechanics of a large dispersion sale may be vastly different than a draft sale of 40 to 50 animals and accommodations of lots and chutes should be planned accordingly. The basic principle of moving cattle smoothly, quickly and quietly into a salering does not vary however.

Too Much Straw Is No Help

One prevalent feeling supported by many buyers with whom I have discussed the subject is that ring filled belly deep in straw does not render the benefit the seller might have imagined.

The anatomy of cattle was designed to walk on soft earth, but feet and legs are important and buyers prefer to determine the relative soundness of these appendages. The most attractive sale setting we can recall includes a relatively small ring bedded with soft green grass-colored shavings. When this is not available the same effect can be achieved with a light covering of bright straw not bedded too deeply. Every effort directed towards stimulating "buyer-confidence" is a step in the right direction.

Some of the most fascinating "rodeos" I have witnessed have occurred when the placement of the salering, either temporary or permanent, entailed a long lead of the sale animals. The natural noise and confusion of a sale stimulates an animal's natural reaction to flight. It may be humorous to witness some attendant being belly-bounced to and from the salering by an unco-operative beast but it does not help the sale. This, of course, suggests proper placement of salering facilities so that they are immediately adjacent to chutes or lots which will control the movement of the cattle easily.

Perhaps in the "dear dead days beyond recall," prior to radio and television, rural crowds derived some stimulation and enjoyment from the speeches that were an integral part of sale openings at that time, often completely unrelated to the situation. It is my sincere

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IN UNITY THERE IS STRENGTH

conviction that these days are gone forever and the most successful sales I can recall were opened with impressive, simple, sincere, condensed statements that bore a direct relationship to the events of the day. A pattern of sincerity and confidence has a definite psychological value on a crowd. It has also been the often expressed conviction that excessive interruptive talks by the owner or ringside representative are injurious and disruptive far more times than they are helpful.

Careful Attention to Details

It will be readily perceived that a tremendous amount of careful attention should be given to the scheduling of advertising, sale catalogue, pre-sale inspection and, of course, the sale itself. Anticipation and strict adherence to a schedule are "musts," in our opinion. This applies particularly to a draggy

start at a sale as well as to the timing of the lunch which is usually served just ahead, and is often the delaying factor. Too frequently the mechanics of the sale lunch are disregarded and the crowd is subjected to a needless and tiresome period of standing in a tortoise-like line held up by some bottleneck. A little carefully thoughtout planning always pays off and perhaps is the most frequently omitted asset to a good sale.

There is one essential and helpful commodity, the public address system, which has become a "must" in the modern conduct of a sale. We do feel that in too many instances the public does not receive enough consideration with regard to the phoenetics, acoustics, volume of sound, etc. Nothing is more distracting or injurious than an address system that is not modulated to the comfort of the crowd. The same thing applies to noisy, raucous and somewhat



A well arranged beef cattle auction in progress.

overbearing ring representatives who demonstrate no consideration whatsoever for the intelligence of those who are seated before them. In our opinion, the most successful ringmen and field representatives are those who recognize and compliment the natural intelligence of the customers on the seats, in their attitude and by their spoken remarks.

In looking forward to a sale every breeder should consider that preparation for his next sale can be cultivated during a part of each of the days in each year. By this intimation, we include his attitude in sponsoring calf-club activities, local, state and national exhibits which help to attract interest and attention to his breed as a whole, and particularly to the attention given to any phase of activity which may prove stimulating and beneficial to increased interest in owning and breeding Hereford and Polled Hereford cattle.

The fellow who rarely, or never, says anything complimentary about his competitor's cattle and program, can scarcely be a logical candidate for anything but the same reciprocity. I am proud to state that such individuals are in a great minority, but consequently acquire unique prominence by their unwholesome actions and attitudes.

In most instances it is highly desirable for a sale sponsor to plan some little social occasion that will allow visitors to become acquainted with one another as well as with the owner and his family. This can be done the evening before a sale, or, sometimes, more appropriately, just before a sale starts. In any event, it should be planned so as to be inclusive instead of selective.

It's Done Differently in Scotland

Visiting sales in Scotland, as we have for so many years, has demonstrated one very startling contrast in their procedure to the system which has evolved in this country. Apparently since inception their system puts the auctioneer in sole charge, with little or no assistance in procuring bids. Approximately 40 to 45 animals are sold each hour with no more time being consumed on the sale of a \$50,000 animal than on one bringing \$200. The bidding simply goes up in bigger jumps. Their philosophy is

Col. Bernard Hart
803 S. Columbia St.
Frankfort, Indiana

Dear Bernard:

I have just finished reading your November issue of "The Auctioneer". Being from New York, naturally it was most appealing.

You are to be congratulated for doing a truly wonderful job in steering both the N.A.A. and "The Auctioneer".

We here in New York were honored to have you with us at our State Convention.

Speaking for myself, Bernard, "I am PROUD to know you!"

With kind personal regards and many thanks for all your past favors, I am:

Very truly yours,
Donald W. Maloney
Sec. and Treas.
New York State
Auctioneers Ass'n., Inc.

to the effect that buyers will have already made up their mind whether they want the animal or not, and it seems to work, although, as in this country, there are often bargains which appear to result from some bidder being unable to make up his mind.

There, however, the seller has an option which has never been part of our system in that he can refuse the final bid of the auctioneer if he so states at that time. This is done publicly, the animal is passed out unsold, and any further deal is a private treaty.

In attempting to analyze some single act or project by a particular breeder that made the difference between the successful sale or a "flop", there seems to be demonstrated a relative ratio of success in keeping with the combined thought, attention and effort directed to all factors, including some not specifically mentioned above.

It goes without saying that the relative quality and condition of the cattle, coupled with the reputation and accept-

ance of the breeder himself, comprise the first necessary keystone. The demonstration of acceptability as indicated by show herd records, together with any prior record of performance in the hands of new buyers, of cattle previously sold, might be of equal importance. None of the above-mentioned factors can be counted as assets in a short space of time. The challenge of breeding better cattle is never ended and should not be regarded as a two-, three-, five-, or six-year program. Some breeders have demonstrated tremendous progress in 10 years and, of course, there are others who have achieved a large measure of success in far less time due to good fortune in original selections and some unique skills in management.

If we had to come up with a condensed and simplified suggestion covering the planning of any sales program, we know of no other that fills the bill quite as well as this one:

Do unto others, as you would have them do unto you.

A FATHER'S PRIDE

What greater wealth has any man
Than a son to boast with pride;
Each father knows such joy as this
When his son is by his side.

He looks upon the fleeting years
And memories review,
And granting you your well-earned place,
These words he'd say to you:

"We've watched you since your infant
days,
A helpless mass of noise,
Through tumbles, tears and baby-talk,
To strong, keen-witted boys;

It seems like only yesterday
If mem'ry serves us right,
We'd let you win at playing games,
But now we've got to fight;

It isn't always easy,
Keeping up with all your pep;
It knocks the props out kinda hard
To find we're out of step.

It's often you who strikes us out,
Legitimate and fair — — —

The biggest fish are on your string — —
You're hep — — we're getting square

But understand, we're proud of you,
You're supermen, small-scale;
You're like a brand new vitamin
Against our growing stale;

You cheer our hearts, so fine you've
grown.

You make our dreams come true,
And may the joy you give to us
Come someday true for you."

Ruth E. Freeland.

Road Deaths

One of the great unsolved problems of this mechanical age is death on the highway.

The American automobile killed more people last year than the Korean War did in three years.

We are not alone with this problem.

Britain, with only one-tenth as many motor vehicles, last year had about one-seventh the number of road deaths. With 6 million cars, British highway deaths totaled 5500 in 1955. With about 60 million cars, the U.S. death toll in 1955 was 38,600.

There is no consolation in the fact that Britain's problem is worse than our own. Her fatality in relations to the number of automobiles is 9.1 per 10,000 motor vehicles, compared with our 6.2.

Despite the appalling loss of life in both countries, there has been improvement. In the 1930s the toll in Britain ran 30.9 persons killed per 10,000 motor vehicles, the death toll in the U.S. ran between 12 and 13 per 10,000 vehicles.

The tragedy still prevails in both countries—that almost all road deaths are needless.

Death on the highways can be reduced in direct proportion to the stiffness of the penalties handed out to speeders and drunken drivers—the big killers.

Soon after her fourth child was born a young mother received a playpen as a gift. "Thank you so much for the pen," she wrote. "It's a Godsend. I sit in it every afternoon and read, and the children can't get near me."

Half Million Dollar Cattle Auction

THREE FORKS, MONT.—One of the largest private commercial cattle sales in the Northwest was staged here at Three Forks, Oct. 22. Twenty-seven buyers from Montana, Wyoming, Idaho, Nebraska, Illinois, Iowa, Minnesota, Nevada and California purchased 3,843 head of cattle for \$537,300.

Without a doubt, this is one of the most phenomenal sales staged in this country for many a year. Cattle moved very rapidly, the bidding was rapid and the sale went smoothly.

Auctioneers were Howard Brown, Woodland, Calif., and Ken Conzelman, Bozeman, Mont.

Coated Tongue Of Little Value

LONDON—That furred or coated tongue which doctors and others through the ages have thought a sure sign of stomach disorder or constipation is not a sign of either.

It is instead usually due to local infection, a dry mouth or the irritant effect of tobacco smoke, declares Dr. I.S.L. Loudon of Wantage, England, in a report to the British Medical Journal here.

For about six months he looked at tongues of all patients seen in his general practice. When he had inspected 700 tongues, he correlated the tongue findings with the patient's age, the illness diagnosed and smoking habits.

Like another doctor who about two years ago made a survey of furred or coated tongues, Dr. Loudon thinks this sign of "distinctly limited" value.

Garden Saved For Blind Man

PHILADELPHIA—The auctioneer's gavel went down the last time on a tiny lot being sold for back taxes, and with the sale went the flower garden of a 60-year-old blind deaf mute.

Or so it seemed for a moment. Then realtor Benjamin Prager Jr. learned of the blind man who six years ago turned the vacant, rubble-strewn lot into a flower garden. Prager handed the lot over to the blind man's friends, whom he had just topped with a \$1,000 bid.

This means David Badger, a chair caner at the Pennsylvania Working Home for the Blind, can look forward to the coming of spring, the scent of growing flowers and the soft feel of their blossoms.

Advise well before you begin; and when you have decided, act promptly.—Sallust.

Look at Your NAA Membership Card

Approximately 500 members hold cards that expire in January, 1958. Many of you will wish to renew your memberships before January 1. This will help you and will certainly be an assist to our office.

IF YOUR CARD EXPIRES IN JANUARY, won't you please send your renewal before January 1?

Bernard Hart, Secretary
National Auctioneers Association
803 S. Columbia St., Frankfort, Ind.



GRADUATES OF WESTERN COLLEGE OF AUCTIONEERING, BILLINGS, MONT., AUGUST, 1957

Back row, left to right: Skinner Hardy, California; Rolland Hebel, Montana; Dale Shelton, Jr., Instructor, Wyoming; Roger Brindle, Washington; Wilbur Micklich, Alberta; Joe Dyer, Alberta. Center row: Douglas Sellars, Idaho; Charles Pike, Idaho; Bill Hagen, Instructor, Montana; James Schmidt, North Dakota. Front row: Gilbert Wood, South Dakota; R. J. Thomas, Instructor, Montana; and Don Manning, Utah. This particular class specialized in Livestock Market Selling and nearly all of them are selling now. Western College of Auctioneering was established in 1948, with three terms being held each year, spring, summer and winter. All phases of the Auction profession are covered by specialists in purebred livestock, real estate, merchandise, liquidation, farm sales, livestock judging and public speaking.

Variety Offered In State Police Auction

EAST LANSING, Mich. — Everything from Bibles through building materials to a striped-handled manure fork will be offered for sale at auction at State Police headquarters.

Items for sale were confiscated by State Police or are stolen goods unclaimed by owners. Proceeds from the sale are returned to the State General Fund.

Among other items to be sold to the highest bidder are nearly 100 bicycles, numerous automobile and truck tires, building materials, hardware, household utensils, farm tools, dozens of hub caps, fishing tackle, shotguns, rifles and two Bibles.

Hawaiian Stamps Bring \$25,000

NEW YORK—An envelope bearing two Hawaiian stamps and mailed from Honolulu to New York in the mid-19th Century has brought a record \$25,000 at a stamp auction.

Raymond Weill of New Orleans bought the envelope—called a cover by philatelists—yesterday. It was part of a large collection of the late Alfred H. Caspary,

a stock broker.

The two Hawaiian stamps are known as “Missionaries”, because most of them were used by religious missionaries who sent mail to the United States. One of the stamps is for five cents, the other two. The two-cent missionary is particularly rare.

The envelope was dated 1852.

The rather grim faced parson returned to the used car dealer and said: “I’m returning the second hand car you sold me last week.”

“What’s the matter?” asked the salesman. “Can’t you drive it?”

“Not and stay in the ministry,” replied the parson.

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

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HELP FILL THIS PAGE

Grand Champions All

(A Reprint)

It is October 16th, 1957 in Madison, Wisconsin, and the final hours of the 42nd Annual Junior Livestock exposition as the Champions of the show are at the mercy of the buyers as they are auctioned to the highest bidders.

The zero hour arrives and the radio men indicate that we are on the air. The President, Rex Whitmore of the Wisconsin Livestock Breeders Association greets the public and offers the services of the association in the advancement of the youth of this state in their agricultural adventures and then turns the sale of champions over to the secretary of the association, Robert Thayer.

The crowd of thousands are still in this great arena in expectance of the events to be unveiled in the next few moments.

The secretary introduces the first of the champions to be sold, which is the Grand Champion barrow of the show, as he is proudly driven into the ring. The secretary then turns the sale over to the auctioneer, Joe Donahoe of Darlington, Wis., who then has the destiny of the animals in his grasp. The chant starts as the opening bid is received and bidding continues until finally sold for \$3.10 per pound and so goes the sale through the grand champion carcass, lamb, lamb carcass and moves on to the climax of the sale, as the Grand Champion steer of the show is led into the ring.

Now the crowd is in utmost silence until broken by the voice of the secretary as he presents Billy Schmitz of Mineral Point, Wis., with his 1105 lb. Angus as the king of the tanbark and grand champion of the show. Now again the event is turned over to the auctioneer as he announces he has a starting bid of 50 cents per lb. from a group of local business men who operate a grocery and machine store in Mineral Point, home of the champion. The bidding moves on and up until it stops at \$1.00 per lb. Here the auctioneer takes over and uses knowledge and ability to

put forth the background of the youth who is the owner of the animal and king of the show.

So says the auctioneer: "Here is a boy, born and raised on a farm not too many miles from where I myself was born and raised. A boy, the youngest of a family of eight boys, each of whom have exhibited at this show during the years past. Many prizes they have won but the Championship has always eluded their grasp. Here today we have the youngest boy with but 2 more years of eligibility in this show with the prize they have all sought to achieve. This is a greater achievement than many of you can realize, for this boy's father was taken from him when he was but three years of age. Under great odds his older brothers have built this herd of Angus cattle and today and at this moment you see before you a product of the efforts of this family who have established this herd and which bred, raised and fed this on their home farm. A product of their own judgment and efforts.

"While it is the youngest boy here today I know the whole family is sharing in the honor they have now achieved. It should be an incentive to other boys and girls in the future of the livestock business. I now ask that some of you good men who have been well blessed in financial way of life to open up your hearts to pay tribute to a young man who has been deprived of a father's guiding hand during these years when he means the most to every growing boy. I'm bid \$1, could I get \$1.05 and so the chant goes. The Rotary Club bids \$1.01."

Here the grand championship of Mineral Point is brought out as Gratz, Paynter and Tonkin stay in the bidding for the animal as the Rotary Club drops out and Oscar Mayer takes over. Never to be out done and always backing the home town boy the bidding moves up. \$1.05-1.10 and \$1.15 per lb. and slows finally until Oscar Mayer bids \$1.16, then 17 and 18 and finally the men from Mineral oPint make it \$1.20 per lb. A few

more seconds of the auctioneer's chant and the animal is sold to the three men from Mineral Point who operate the Farmers Store and IGA store in the home town of the champion.

To the buyers, Mr. Gratz, Paynter and Tonkin this community and surrounding areas owe a debt of gratitude and support. Here are three men who have risen to the occasion to support the youth of their community and reward him for his achievement which shall always be a remembrance. To these men we all owe our thanks, for without such men the youth of this community and nation could never have any hope.

Grand Champions all-Exhibitor Billy Schmitz and buyers Gratz, Paynter and Tonkin all are of Mineral Point, Wis.

ANLAA Moves To Protect Customers

KANSAS CITY, Mo.—Establishment of a nationwide livestock buyer credit risk rating system sponsored by the American National Livestock Auction Association was announced by C. T. 'Tad' Sanders, executive secretary and counsel of that Association. The objective will be, first, to facilitate livestock purchases by livestock dealers, order buyers and others; second, it will be to safeguard the public and livestock markets against fraudulent buyer schemes taking advantage of worthless checks and drafts issued in payment of livestock purchases, it was stated.

The system is planned for adoption at the November 30 meeting of the Livestock Market Council of the Association. make the plan effective throughout livestock circles with a credit corporation organized to operate and conduct the Action will then be taken on details to system. The plan involves proper credit rating of buyers, issuance of buyer credit cards of identification, supplying credit information and clearing purchases. It will be primarily for service to member markets and any livestock producer organization desirous of credit information.

The need for positive action was recently shown in losses to markets and cattle owners alike from extensive oper-

ations of the Elmo Sorenson & Sons firm of Gunnison, Utah. Purchases of cattle over four states with checks returned marked "insufficient funds" and "account closed" resulted in bankruptcy proceedings in Salt Lake City where such purchases initially totaled in excess of \$172,572.00. The total losses have not yet been ascertained. In the past four years, at least five similar operations have come to light in different parts of the country with the inevitable losses in excessive amounts to markets, banks and others.

Sanders, in explaining the credit risk system, said that "the initial obligation of the auction market on sale of consigned livestock is payment to the consignor of the bid price. This is always done with the market assuming the risk of collection from the buyers. Such risk is negligible with local replacement and feeder buyers. The same is true of regular dealers and order buyers bidding and buying. However, with the market bound by the highest bid, it is vulnerable to buyers who are seeking possession on fraudulent payment and quick resale of the livestock elsewhere.

"We intend to make it impossible for these would-be buyers who seek to carry out the schemes in any form at markets or in purchases direct from owners in the respective markets' trade areas to operate. Such operations permitted to flourish invariably result in excessive losses to many. Any present bond requirements for dealers and buyers registered under the Packers and Stockyards Act do not provide a satisfactory answer. We will encourage patronage and active buying by reputable buyers everywhere but make purchases by the fraudulent, dishonest and roaming operators impossible," he concluded.

Cooperation from the livestock producer and feeder organizations, commercial banks and livestock buyers will be encouraged with resulting benefits available to them in the most effective operation of the credit risk system by the credit corporation organized by the auction markets.

An experienced motorcycle policeman has been reported as saying that in his opinion there are only three kinds of motorists. Urban, suburban and bourbon.

THIS AND THAT . . .

By **BERNARD HART**

Membership Certificates

The new Membership Certificates are printed and we hope to start mailing them early in December. These new certificates are suitable for framing and display in your office or home. They are 11 inches wide and 8½ inches deep. Special envelopes are being purchased for mailing so they will not need to be folded.

Mailing will be made first to holders of Life Memberships followed by those whose memberships are paid to July 1, 1958, and later. To those whose memberships expire before July 1, 1958, it is our plan to mail the certificates upon receiving your renewal.

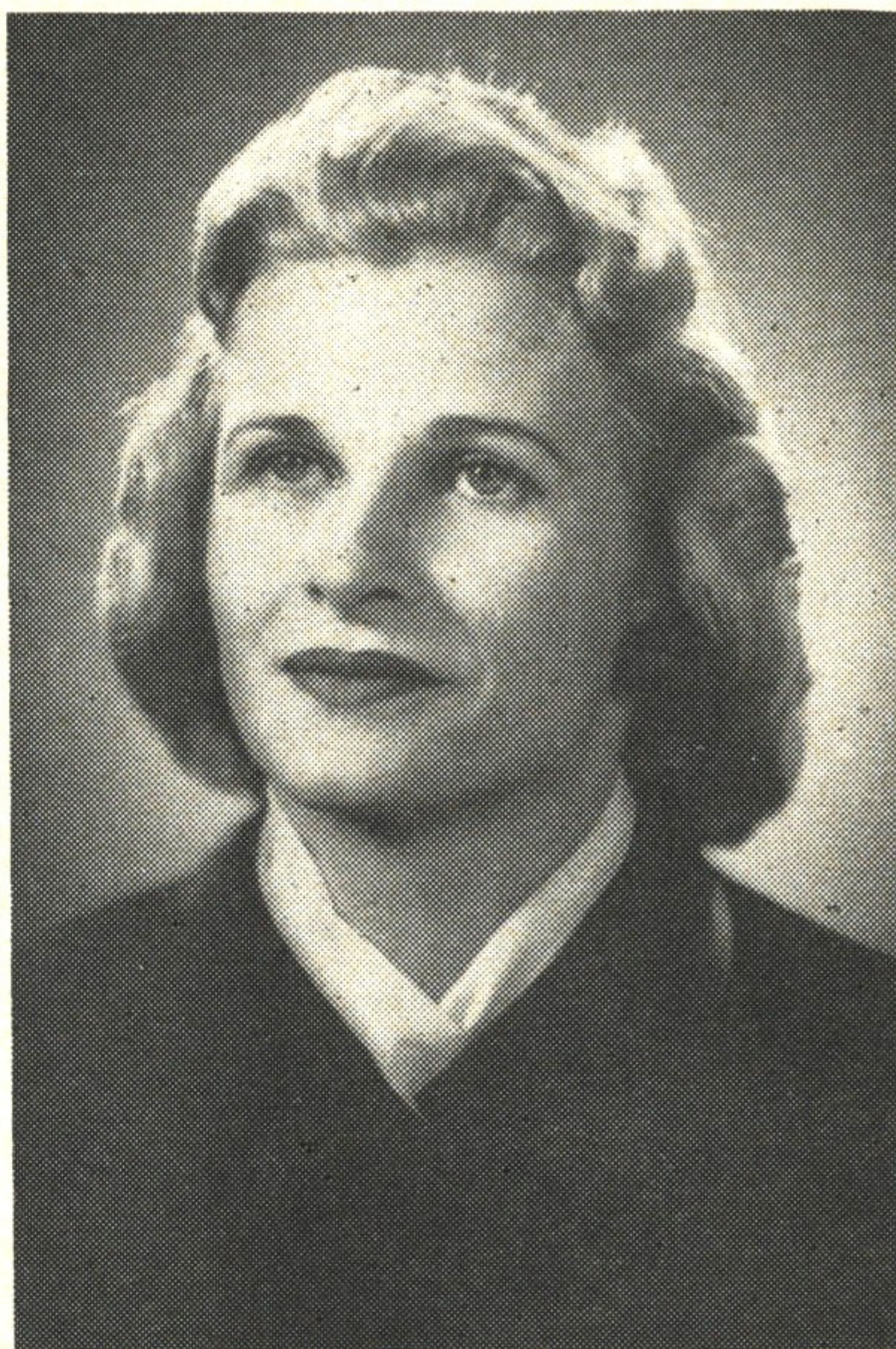
These new certificates are being furnished at considerable expense to your association. However, it is our thought that the added prestige the certificate furnishes will be an inducement to new members as well as the prompt renewals of the present membership.

Renewals

Speaking of renewals, more than 500 of our members are holding Membership Cards which expire January 1, 1958. Your prompt renewal saves your National office time and expense. We regret to say this but sometimes we are required to send three or four notices and letters before a member will come through with his renewal. In nearly all cases it is purely neglect. He meant to renew all along but just never bothered to do it. The time and expense used on securing renewals could well be applied to the securing of new members—and all would benefit. If your membership is about to expire, please don't wait for us to tell you — **send it now!**

State Associations

Interest in these groups is building by leaps and bounds. In the November issue you read about the new Kentucky Auctioneers Association. Seldom has this writer witnessed the interest and enthusiasm that was shown at the initial meeting. This has been followed by constant action which is so vitally necessary



in a successful State Auctioneers Association. Our personal bouquet goes to the Secretary of this group, Mrs. Elaine Meyer. I doubt that a day has passed since her election to this position that she has not done something constructive for the Kentucky A. A. The Kentucky Auctioneers as well as the NAA are indeed fortunate to have Mrs. Meyer devoting her time and talents to this cause and it is with a great deal of pride that her picture appears on this page.

Latest State to indicate an interest in a State Auctioneers Association is Montana. We are awaiting word from Virginia as we have promised to help them get their organization started this year.

Elsewhere in this issue is a Directory of existing State Auctioneers Associations, giving the names and addresses of the President and Secretary of each. This list may not be complete and if it isn't it is not our fault. However, if your State has an organization and it is not listed, send us the proper information and it will be. If your state is listed and you are not a member, we urge you to contact the Secretary of

that State at once and qualify yourself for membership.

State Conventions

Since the National Convention at Lansing, I have already attended the New York State Auctioneers Convention which was reported in both the October and November issues of "The Auctioneer." By the time you read this I will have attended the Second Annual Convention of the Texas Auctioneers Association at Dallas. A tight schedule makes it necessary to go by air the morning of the meeting (Nov. 24) so if the weather is favorable I will be there.

Our President, Col. Wilcox, has been invited to address the Pennsylvania Auctioneers Association at their Convention in Harrisburg, January 11. Indiana's Convention is advertised in this issue for Monday, January 6. They always have a good program and a large attendance. I hope to see some of you folks from other states at Indianapolis, because you can take home some good ideas.

Those opposed to Sunday Conventions (this group includes myself) won a victory in Kentucky, when it was unanimously voted to hold their first State Convention on Monday, preferable the third Monday in January. Repeating here a part of what I said in Kentucky about the subject, it is definitely not necessary to hold a convention on Sunday to get a crowd (Indiana for example) and Sunday meetings eliminate the participation of some of those men who would be your most valuable members. Many of our National and State leaders in organization hold important responsibilities in their church.

Ohio auctioneers will meet in Columbus on January 12 and the Nebraska Auctioneers Association will have their traditionally outstanding convention at Lincoln, May 4. If you read Col. Rex Young's letter in this issue you will know that I will be there.

Gleanings

Rollie Pemberton, Secretary of the Hampshire Swine Registry, deserves a bouquet from all auctioneers, especially those selling purebred livestock, for his article in the November issue of the Hampshire Herdsman. He pulls no punches when he tells how those who

insist on visiting behind the auction stand as well as on the seats while the auction is in progress are actually taking money from the pocket of the man holding the sale. Mr. Pemberton qualifies his remarks by the fact that he is on the auction stand nearly every day during sale season and in a position to witness first hand the shameful effects of those persistent talkers. It would do no good to publish such an article in "The Auctioneer" but I would like to see all the livestock breed publications use it as it is their readers who are the violators.

The same issue of The Hampshire Herdsman had a picture of our own Pop Hess presenting a trophy for the champion pen of barrows at the Ohio State Fair.

We don't know if it means anything but in 'Who's Who in Indiana', 1957 edition, four times more space was used on H. W. Sigrist than was used in telling of the achievements of the present Governor of Indiana.

Auction School Pictures

Again we want to remind all Auctioneering Schools that we will be happy to publish the pictures of their graduating classes as a special service to the graduates. Apparently some school officials are of the opinion that a charge is made for this service. We hope to have a good many class pictures for publication in the months to come.

New Arrival

HELLO FOLKS:

Just wanna let you know I'm here. I arrived in Waupaca at 11:15 p. m. C.S.T. Monday, Sept. 23, 1957. Grandpa Slater was 81 years old that day. I'm here to offer you a

Complete Auction Service

My name is Kimberly Howard Slater. You know I weigh only 8¼ lbs. and I'm only 20½ inches tall, so my Mommie is gonna be my manager for a while. But if you wanna have an Auction just write to my Daddy,

Col. Jim Slater

Amherst, Wis., Phone 41-6

THE LIGHTER SIDE . . .

SO THAT'S WHAT DOES IT?

Mrs. Green: "I have no use for Dr. Morgan."

Friend: "Why is that?"

Mrs. Green: "When he removed my husband's appendix he left a sponge in him and Bill's been nothing but an old soak ever since."

AGREED

The penny pinching couple took their infant son to a movie. The usher warned them unless the baby remained quiet, the management would refund their money and ask them to leave.

Near the end of the feature, the husband nudged his wife and whispered, "What do you think of it?"

"Terrible," she replied.

"Check," he agreed. "Pinch the baby."

AT LONG LAST

At a recent party the guests were playing a merry game which involved writing their own epitaphs. A popular young steno was having trouble with hers, and a publicity man offered to write it for her. The masterpiece read: "At last she sleeps alone."

PLEASE

Wife: "You missed that last red light."

Husband: "Well, what do you want me to do, go back and hit it?"

CONTROL

A young father was pushing a baby carriage in which an infant was screaming. Wheeling the howling baby along, he kept murmuring gently, "Easy now, Donald. Keep calm, Donald. Steady, boy. It's all right, Donald."

A mother passing by paused to say, "You certainly know how to talk to an upset child — quietly and gently." Then, leaning over the carriage, she said, "What seems to be the trouble, Donald?"

"Oh, no," said the father. "He's Henry. I'm Donald."

FREQUENT

A couple of teen-agers were at Grand Central station in New York City. They were obviously in love with each other, but hesitant about showing their affection before others. They would sit together holding hands until a train was announced. Then they would hurry to the gate and stand there embracing and "saying good bye" till the gate closed. A red cap who had observed several demonstrations of their act, went to them and said, "Look, why don't you kids go over to the bus station? Busses leave every two minutes from there."

INGENIOUS

An Irish soldier on duty in Egypt received a letter from his wife saying that there wasn't an able-bodied man left, and she was going to have to dig the garden herself.

Pat wrote at the beginning of his next letter: "Bridget, please don't dig the garden, that's where the guns are."

The letter was duly censored, and in a short time a lorry-load of men in khaki arrived at Pat's house and dug up the garden from end to end.

Bridget wrote to Pat in desperation, saying that she didn't know what to do, as the soldiers had dug the garden up, every bit of it.

Pat's reply was short and to the point: "Put in the spuds."

TALENTED

Bob: "Can you do anything that other people can't?"

Herb: "Why yes. I can read my own handwriting."

POOR POP!

Officer (to man pacing the sidewalk at 2 o'clock in the morning): "What are you doing here?"

Man: "I forgot my key, officer, and I'm waiting for my children to come home and let me in."

AXIOM

A closed mouth gathers no feet.

IN UNITY THERE IS STRENGTH

THWARTED

The little girl was trying to learn to sew and was having a hard time learning to thread the needle. "Just put the thread through the eye, dear," her mother said.

"I'm trying to," said the little girl, "but every time I get the thread near the eye, it blinks."

INTUITION

Wife: "I didn't like the looks of that secretary you hired this morning. I just fired her."

Husband: "What? Without even giving her a chance?"

Wife: "No — Without giving you a chance."

FRUSTRATION

Father: "What's the matter with Bobby?"

Mother: "He has dug a hole and wants to bring it into the house."

THOUGHTFUL

"Have I told you about my grandchildren?"

"No, and I appreciate it."

SMART BOY

A spry gentleman of 92 traveled by air when he went to visit his widely scattered children. On one trip his son met him at the airport and, surprised to see the old man carrying a cane, exclaimed.

"Dad, I didn't know you needed a cane now."

"I don't," he said with a sly wink, "but I get more attention from the hostess this way?"

EARLY BIRD

He'd driven for miles across the sparsely settled part of Montana before he finally came to a little town boasting a hotel of sorts. Sitting down for supper, the motorist complained about the condition of the roller towel he had been forced to use when he washed his hands. "Besides," he wound up, "roller towels have been prohibited by law for years!"

"Sure," replied the proprietor, "I know about that law. But I had that towel a-hangin' there before they passed it."

NO CHOICE

A little boy in the first grade was told by his teacher that he had his shoes on the wrong feet.

There was a moment of silence and then the boy looked up and said, "I don't see how I could. These are the only feet I got."

PROTECTION

Pete — "It's funny how Ed is so lucky at cards and then loses his winnings at the race tracks."

Emil — "Funny, nothing. They won't let him shuffle the horses."

MODERN "MUSIC"

When the waiter dropped a tray of dishes in a swank night spot, six couples got up to dance.

PREPARED

Young man to draft board: "But you can't turn me down. I've proposed to three girls, told my boss what I think of him and sold my car."

TRANSITION

"What becomes of a baseball player when his eyesight fails?"

"He becomes an umpire."

THE WINNER

Jones and Brown, two big game hunters, were arguing in their tent about their ability with rifles. "I'll bet ten dollars I can go out right now and shoot a lion," Jones said.

Ten minutes later a lion poked his head into the tent. "Do you know a fellow named Jones" he asked.

"Yes," quavered Brown. "Why?"

"He owes you ten dollars," the lion answered.

REMEDY

Inquisitive Old Woman: "And just what do you do if the battleship leaks, Sonny?"

Bored Sailor: "Oh, we just put a pan under it, ma'am."

THEY'RE ALL ALIKE

Mary: "Do you like conceited men or the other kind?"

Alice: "What other kind?"

TEACHER KNOWS BEST

"Your little boy is really very bright," the note accompanying the report card read. "But he spends entirely too much time playing with the girls. However, I am working on a plan to break him of the habit."

So mama signed the card and sent it back with this reply: "Let me know if it works, and I'll try it on his father."

DISILLUSIONED

"Daddy, what is heredity?"

"Heredity, my boy, is what a man believes in until his son begins to act like a fool."

SHOT IN THE ARM

"You told me how good you were when I engaged you three months ago," said the managing director to the new typist. "Now, tell me all over again; I'm getting discouraged."

NOT QUITE

Foreign Woman Customer (in a bank): "I would like maka de loan."

Banker: "You will have to see the loan arranger."

Woman: "Who, plizz?"

Banker: "The loan arranger."

Woman: "Oh, you mean da one who say, 'Hi-ho, Silver'?"

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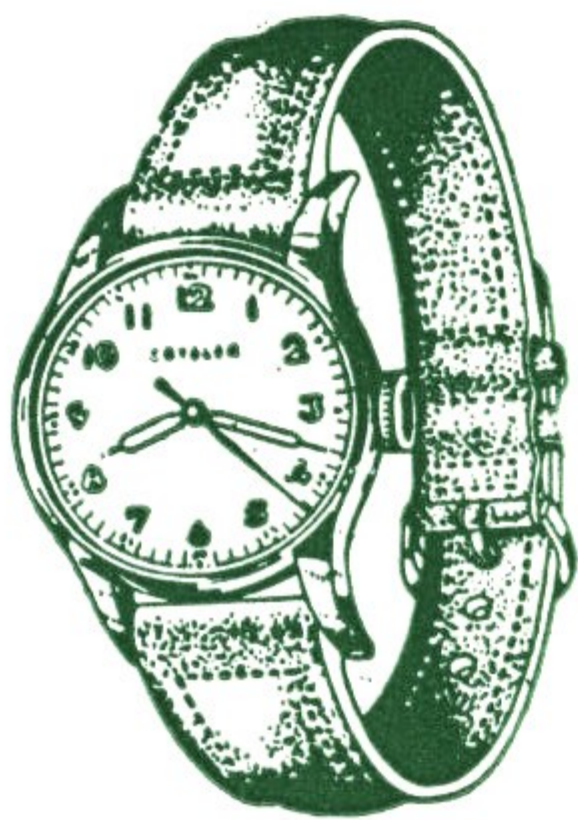
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TEN REASONS WHY EVERY MEMBER SHOULD GET NEW MEMBERS

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.