

VOL. XX NO. 2 FEBRUARY, 1969

# THE auctioneer







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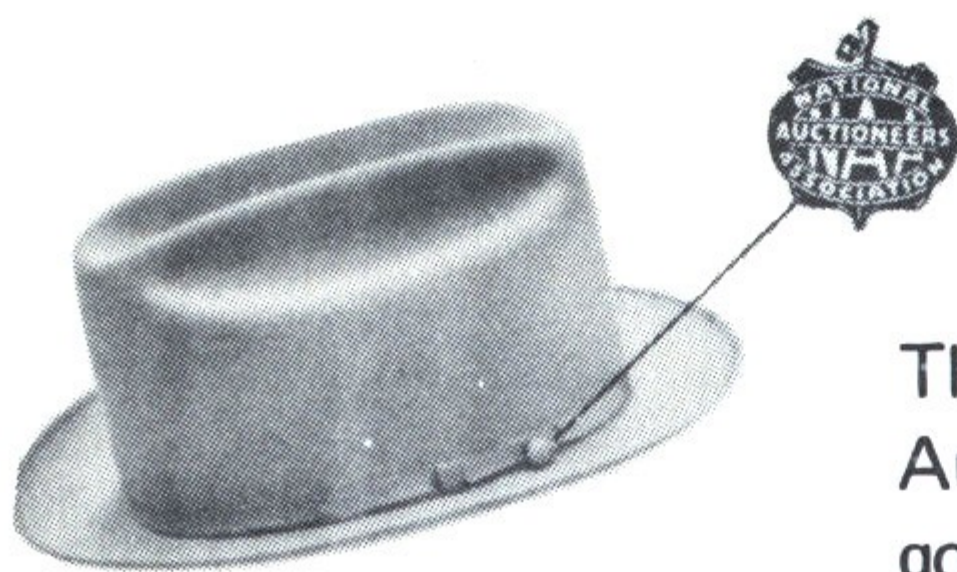
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# THE **auCTIONeer**

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

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

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# Sale of Manheim Auction Indicates Improved Image

By Sydney Friedlander

The recent deal announced here on the coming purchase of the Manheim Auto Auction by Cox Broadcasting for a sum "in excess of \$6 million" emphasizes the importance and stature to which the auto auction industry has grown.

Why I'd say that some 10 to 15 years ago, you could have bought half of the auctions in the nation (put together) for far less than \$6 millions bucks.

It brought to my mind some of my first auction experiences. I recall that my first trip to an auction was back in the fall of 1946, when I was in the automobile business. Another dealer and I took a caravan of cars—I think we had about 27 or 28 altogether—down to Rocky Mount, North Carolina.

There weren't too many auctions then, and in the east I can't recall any of stature. To be sure, Manheim was started in 1945, but not too many people in Western Pennsylvania had yet heard much about it.

We took our cars to Rocky Mount and found that what served as an

auction place was an open field on the outskirts of Rocky Mount. We sold just about everything we had and the only ones we didn't sell were the ones the buyers didn't have cash with which to pay us. Take a check? Are you nuts? Why, we would hardly take a check for a car sold at wholesale in Pennsylvania, let alone take one from a complete stranger "all the way down in North Carolina." This, of course was long before auction-insured or guaranteed checks.

An auction opened outside of Pittsburgh a year or so later, and I had a somewhat similar experience.

The sale was on an open lot on Route 30, east of the city. (A city ordinance did then and still does, I believe, prohibit an automobile auction within the city limits.) I sold two cars to a Chicago dealer for a total of about \$6,000, and you know what—he wanted to give me a check. When I refused to take his check he gave me a number to call in Chicago. He said it was his bank and they would verify his credit.

Wise old me, I wouldn't call, and I don't think any dealer there would call. I said to him: "Your friend is just waiting there for me to call. It's cash or no deal. So it was no deal." He may have been the most honest guy in the world, but no one in their right mind—in those years, would deal except for cash.

I'd say you could have bought the auction at Rocky Mount and Pittsburgh for about \$60 each. As a matter of fact, one of them might have given you \$60 to take the sale.

Those were in the days before new people and new faces got into the auction business. It was before guaranteed checks and titles. It was before great sums were spent for new, modern

**EDITOR'S NOTE:** "Improving the image of the auction profession" has been a goal of long standing. This article by Sydney Friedlander, Editor of **AUTOMOTIVE MARKET REPORT**, tends to lead one to believe that progress along these lines has been made. While this deals with the automobile facet of the industry I am sure that if we look around us we will find similar gains have been made in other branches of the auction field. This article first appeared in the December 9 issue of **AUTOMOTIVE MARKET REPORT**, Pittsburgh, Pennsylvania.



multiple lane sales. And it was before many things—mostly a belief in the integrity and respect of auction people. But, if nothing else has done it before this, the \$6 million or more that Cox was willing to pay to Manheim shows a lot of respect for the auto auction industry. Only a short 10 years ago not even the wise men of Manheim would have thought such a deal possible.

And, do you know where we got our first inkling of the sale? It came over the Dow-Jones business wire. There was a paragraph noting that “a preliminary agreement has been reached whereby the Cox Broadcasting Corp. will purchase Manheim Auto Auction Inc., and its associated companies, for a price in excess of six million dollars, consisting of cash and notes . . . . .”

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## Tennessee Auctioneer Heads Local C. of C.

By Martha Fulkerson

Col. Al Durham, a vice-president of the Tennessee Auctioneers Association has been elected president of the Mur-

freesboro, Tennessee Chamber of Commerce.

Col. Durham is a partner in the Pitts and Durham Real Estate and Insurance Company of Murfreesboro. The new president took office before a crowd of 300 persons who attended the annual Chamber of Commerce dinner held on the campus of Middle Tennessee State University. The special program recognized “personal and corporate contributions of industry to the community.”

Guest Speaker for the evening was James H. Alexander. Alexander is Tennessee Governor Buford Ellington’s Staff Director for Industrial Development.

Murfreesboro is an education industrial and agricultural center with a population of more than 25,000. It is located in Middle Tennessee approximately 30 miles east of Nashville. Col. Durham will hold office throughout 1969.

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The mosquito has no preference, he bites folks fat or thin.

But the welt that he raises, itches like blazes.

And that’s where “the rub” comes in.



Col. Al Durham, right, was elected 1969 President of Murfreesboro, Tennessee Chamber of Commerce recently. Col. Durham is shown here with Grady Haynes, retiring president, and James H. Alexander, Director of Tennessee Industrial Development, and guest speaker at the annual Chamber of Commerce dinner.



# Getting Started

(Reprinted from The AUCTIONEER, official publication of the Auctioneers Association of Alberta, October, 1968)

The question most frequently asked about the Auction business is "How do I get started?"

The person asking has usually gone quite a distance after making the initial decision—to endeavor to become an Auctioneer. They have, in most cases, been to an auction school of their choice, have taken and completed the course provided, and come home, full of enthusiasm and willingness.

From this point the script varies as widely as there are newly graduated, diploma holding, would be auctioneers.

A few, of course, have an arrangement even before they head off to the auction school—they begin with joining their father in his auction business—and we have quite a number of Father-Son partnerships in our province.

Some others have a job to come back

to—working with an established auctioneer, or auction market.

But when you come right down to it—there are not too many 'jobs' where the auctioneer can work for someone else.

Most auctioneers around the country are in business for themselves; and there can be no question, for most beginning auctioneers, getting a business of their own established in this field is not usually easy.

It would be convenient if there were a simple formula, but the fact of the matter is, there are as many ways as there are successful auctioneers. What has worked for one, seldom if ever is much help to another. If you ask older auctioneers how they get a start, very frequently they say "I was just lucky!"

That, of course, is no help at all,



Above are the principal participants in the "Buried Treasure Auction" (see page 7, December issue of The AUCTIONEER). From the left, Paul A. Pauley, auctioneer; Kenneth Christensen, receiver; Lowell Owens, coin dealer; and Wayne Stewart, auctioneer. At the time of the auction it was still uncertain as to whom would receive the proceeds of the auction. However, it was reported in the DES MOINES (Ia.) REGISTER (Dec. 18) that it was being returned to the boys who had found it.



until you learn more details. Then you find there wasn't much luck about it.

Almost invariably the 'getting started' was in doing what they knew. If the man knew cattle, he made his start selling cattle, not cars or furniture. If he knew furniture, he started selling furniture, not cattle or real estate.

About the only usual way for a beginning auctioneer, that we have heard of, is for him to get a job, at a small fee, helping an established auctioneer by selling the 'junk'. Oh, we know it must be called 'merchandise' and a lot of it may be in good shape, useful, and a lot of auction sales wouldn't be much without it. But it is a lot of stuff mostly selling for not more than a few dollars. Selling it is a lot of work—but it also gives an auctioneer a lot of experience. We could cite now successful auctioneers who get their start selling the 'junk' for Auction Markets at a fee so low it barely paid for the gas it took to drive there and back.

GETTING STARTED of course is not a problem that is peculiar to auctioneering. Even Doctors, Lawyers and Dentists who spend years on their education, rather than a fast couple of weeks, have to get themselves established, and become KNOWN. Possibly one of the most difficult of all businesses in which to make a start is that of becoming a professional writer, and while it is too involved a topic to get into, there is one striking similarity to auctioneering, in that one must do a job specifically for a definite market!

About the only advice that can be given to a new auctioneer is to tell him to analyze himself to ask where he can do a better job. Taking a trip, you study a road map—building a house, you must have plans.

Hobos, or as they call them these days, Hippies, have fun, but they don't make much money.

An auctioneer has to provide a service to those for whom he works. Customers come to him because he can do something they cannot do for themselves.

## Renoir Brings Record Price of \$1,550,000

NEW YORK—An early landscape by Pierre Auguste Renoir was bid in for the Norton Simon Foundation of Fullerton, California at the Parke-Bernet Galleries for \$1,550,000, a world auction record for a single impressionist work.

Titled "Le Pont des Arts, Paris," it was created about 100 years ago.

The Renoir and eight other French paintings were auctioned in 25 minutes for a total of \$3,245,000.

The previous auction record for an impressionist work was the \$1,411,200 paid in London last December by the Metropolitan Museum of Art, New York. The previous auction record for a Renoir work was \$299,600, set in Paris in 1966 for "Portrait de Jeune Fille."



## 700,000 Books Sold in Unusual Auction

PHILADELPHIA, Pa.—Several hundred book lovers jammed Leary's Book Store for the auctioning of 700 thousand volumes of rare and assorted books lining the shelves of the Philadelphia landmark, founded in 1836, which was sold to Gimbels last fall.

A veteran employee said that during the first two hours of the auction books brought prices ranging from 10 dollars to four hundred dollars.

Several valuable historical documents uncovered by employees rummaging through the stocks of Leary's after the sale will be offered at auction later. These include a first printing of the Declaration of Independence by John Dunlap in 1790. It is believed to be worth 30 thousand dollars.



One thing you can learn by watching the clock, is that a clock keeps busy by using its hands.







# Reppert School of Auctioneering

Pictured opposite is the Class of December 2 to December 20, 1968, at the Reppert School of Auctioneering, Decatur, Ind. Following is their identification by rows reading from left to right in all instances:

**TOP ROW:** Jim Doty, Santa Margarita, Calif.; Mart Ray Welch, Columbus, Ohio; Joe E. Cherry, Paris, Tenn.; Art Allen, Livingston, La.

**FOURTH ROW:** Charles C. Axley, Jackson, Miss.; Mennell Mullins, Clovis, N. M.; Ward O. Curtis, Ontario N. Y.; J. Lafayette Masters, Frankfort, Ky.; Dorsey Peter Miller, Jr., Lima, Ohio; James D. Wilcoxson, Columbia City, Ind.; Charles Wayne Macha, Levelland, Tex.; Edward Napoleon Nelson Trappe, Md.; Wilbur R. Smith, Cambridge City Ind.; Gary Lee Taylor, Van Wert, Ohio; Ben L. Franklin, Jefferson City Tenn.; Ralph M. Quinn, Goodells, Mich

**THIRD ROW:** James O. Johnson, Franklin, Ind.; Ferrell E. Taylor, Sellersburg, Ind.; Bill G. Goad, Jr., New Lennox, Ill.; Terry C. Mallett, Caldwell, Ohio; Bud Myers, Pleasant Lake, Ind.; Owen Thomas, III, Staunton, Va.; Dudley B. Stetler, Van Wert, Ohio; Basil F. Harris, Jr., Pennville, Ind.; Russell R. Roemer, New Haven, Ind.; Gary L. Siegrist, Marysville, Mich.; Roger H. Klein, Sparta, Mich.; Gary H. Day Arcadia, Calif.

**SECOND ROW:** Elliott W. Harrell, Livingston La.; Lee E. Mummau, Mt. Joy, Penn.; Eldred D. Henderson, Livingston La.; Howard W. Kennel,

## "OUR COVER"

Col. Bob Penfield, N.A.A. President, receives a copy of the 1968 edition of "WHO'S WHO in the Tennessee Auctioneers Association" from Col. Ralph Masengill, T.A.A. President, at the T.A.A. Convention, in Nashville.

Plymouth, Ind.; Aldrich C. Watts, Caldwell, La.; Arthur M. Tilbury, Kenai, Alaska; Mark Kingen, Muncie, Ind.; Edward P. Oparowski, Baltimore, Md.; Gary Thomas Davis, West Union, Ohio; John E. Martin, Ephrata, Penn.; David S. Emrey New Holland, Penn.; L. Keith Lanning, Wyoming, Mich.

**FIRST ROW:** Martha Hand, Terry, Miss.

**INSTRUCTORS PRESENT ON DAY OF PICTURE:** Ned Johnson Indiana; Homer Pollock, Ohio; Roland Reppert, M.D., Owner and President; Decatur, Indiana; Q. R. Chaffee, Dean, Pennsylvania; Clyde Wilson, Ohio; Phil Neuenschwander, Indiana; H. D. Darnell, Kentucky

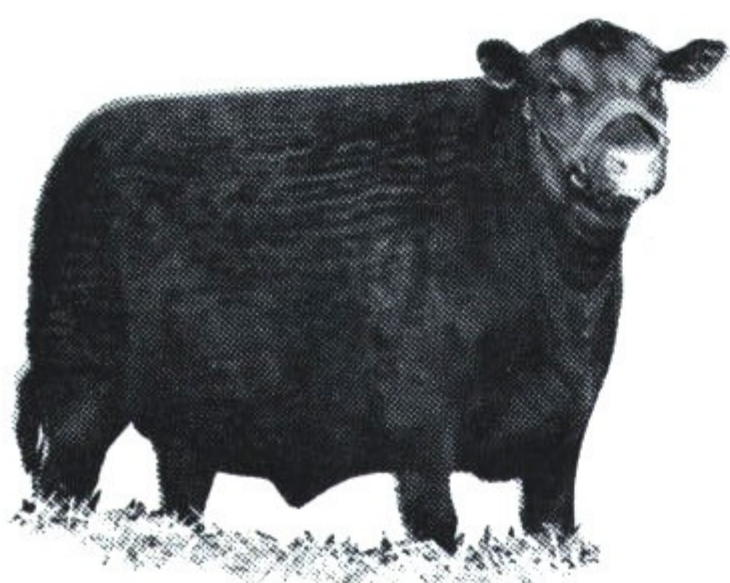


When the henpecked husband died and went below, he immediately started throwing his weight around and giving orders to everyone.

"Say, buddy," roared Satan, "you act as though you own this place."

"I do," replied the newcomer. "My wife gave it to me while I was on earth."

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# NAA Sets Record in 1968

## With Gain of 329 Members

Membership in the National Auctioneers Association continued its steady growth as it recorded an all time high of 2735 members at the end of 1968. This was a total of 329 over the previous year and 823 members over five years ago

States recording the largest gains in membership the past year were Kentucky, Iowa, Tennessee, Florida, Missouri, Georgia, New Jersey New York and Kansas. While all these states gained 20 or more new members only one state, Indiana, lost more than 10 members.

Illinois took over the lead in total membership as of Dec. 31, 1968 with 179 with Ohio close behind in second with 177. Third is Tennessee with 155 and fourth, Indiana with 138. Nebraska and Kentucky are tied for fifth with 135 each.

Pennsylvania ranks seventh with 126 and Iowa eighth at 119 with Texas and Kansas finishing out the top ten states.

Below is a table showing the membership by states as of December 31, 1963, December 31 1967 and December 31 1968:

STATE	1963	1967	1968
Alabama	8	13	12
Arizona	8	10	12
Arkansas	20	80	72
California	45	62	80
Colorado	37	54	55
Connecticut	7	12	14
Delaware	3	6	5
District of Columbia	1	3	3
Florida	28	46	63
Georgia	21	16	40
Hawaii	2	2	3
Idaho	7	14	16
Illinois	133	170	179
Indiana	127	153	138
Iowa	78	90	119
Kansas	79	79	99

Kentucky	104	102	135
Louisiana	10	10	14
Maine	4	8	8
Maryland	20	26	28
Massachusetts	28	27	27
Michigan	51	74	76
Minnesota	21	21	25
Mississippi	4	15	18
Missouri	58	64	90
Montana	24	32	39
Nebraska	105	131	135
Nevada	1	1	1
New Hampshire	4	5	11
New Jersey	34	41	63
New Mexico	19	13	18
New York	64	75	96
North Carolina	26	36	50
North Dakota	18	26	29
Ohio	164	180	177
Oklahoma	25	52	58
Oregon	16	21	26
Pennsylvania	126	107	126
Rhode Island	5	5	5
South Carolina	9	16	15
South Dakota	26	31	30
Tennessee	86	128	155
Texas	67	100	108
Utah	1	0	1
Vermont	4	4	4
Virginia	32	51	57
Washington	12	28	28
West Virginia	19	33	42
Wisconsin	80	89	91
Wyoming	20	15	13
Canada	19	24	24
Australia	1	1	1
Thailand	0	1	1
Totals	1912	2404	2735



A nervous fellow ran into the police station and breathlessly reported he had just seen a man drive off with his car.

“Did you see him?” asked the police officer.

“No. But I got the license number as he pulled away.”



# Largest Auction of its Kind in Indiana

VERSAILLES, Indiana—Southeastern Indiana Feeder Livestock Auction Association along US 421, between Osgood and here, has grown to the largest farmer owned and operated feeder livestock auction association in the United States.

John A. Hiatt, area extension agent-livestock, said the organization began operation in 1953. Sales for 1968 closed with a new all-time record.

There were 66,146 pigs and 2,139 feeder cattle sold through the association facilities this year, Hiatt noted. Area farmers received a gross of \$1,269,391.91 for pigs and \$290,901.95 for cattle, a grand total of \$1,560,293.86.

IN APPRECIATION of buyer support, the association awarded a livestock driving whip to the buyer of the 65,000th pig and also the buyer of the pen containing the \$1,250,000 worth of pigs. Both goals were reached on the same pen of pigs. They were bought for Edwin Bosworth, Desota, by Vernon Grove, New Albany.

Pigs for the year came from 690 consignors in 11 Southeastern Indiana counties. The average number of pigs sold per consignor was 96. Ripley County, home of the auction facilities, led the sales with 16,982 pigs. Other counties and sales were Switzerland, 11,480; Decatur, 9,482; Jefferson, 8,576; Dearborn, 7,835; Ohio, 4,667; Franklin, 2,876; Clark, 2,674; Scott, 818, Jennings, 483 and Rush, 273.

Feeder cattle came from 187 consignors. An average of 11 cattle was sold per consignor. At final pig sale, 2,370 were sold. They averaged 62.3 pounds and sold for \$25.04 per hundred pounds or \$15.61 per pig.



Don't put off until tomorrow what you should do today. If you do there will probably be a higher tax on it.

# Horse Brings \$450,000

A new record price for a yearling, \$450,000, was established at last year's Keeneland Sales at Lexington, Kentucky. Previous high figure was \$280,000, also set in 1968.

Principals involved in making the record were Col. George Swinebroad, auctioneer; W. P. Rosso, Norfolk, Va., the buyer; and Mrs. Julian C. Rogers, Lexington, Ky., the seller. Sire of the record seller was Sea Bird and the dam was Libra.

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# Pop's Ponderings

## Challenges Galore as New Year Unfolds

By COL. POP HESS

We here in Ohio are in the middle of winter as I do my February ponderings. February is our worst month, however through December to the first of April, red flannels are not out of season. That is if in this day and age you can find such goods on the market or sold in stores. Some say that kind of wearing apparel is out-dated, that they wear shorts the year around and go bare-headed and feel the cool air.

On the date of this writing it is right at zero and the air is blowing direct from Iceland. For me, I take the flannels and breathe the cold air but not bathe in it. For example you saw on our January, 1969 cover page a youngster on New Year's Day without the kind of goods needed. The writer is told on January 1st it was better than 10° below at our Lincoln office. Yet, this is 1969, and we all start in to make better and keep better resolutions, the kind we will wind up NOT making, no doubt, but we mean to be better and we will.

This writer wants to say thanks to all of you over so many states that mailed us Holiday Greetings. We are happy to say our health is quite good, not too much of that "Hong Kong" flu around us here so far but we are on the lookout.

The first sad news for 1969 came to us auctioneers here in Ohio, with the passing of our well known John Pfarr of Richwood, Ohio. His services as auctioneer were in the area of Union, Delaware and surrounding counties as a good general all around public auctioneer. He became ill about one year ago and passed on January 1st, 1969 at the age of 58. For the past fifteen years, Richard Pfarr, his youngest brother, became associated as a brother auc-

tioneer team and has carried on this past year and will continue as the public sale auctioneer of their area. Dick Pfarr, as we all know him, lives in Marysville, Ohio. Johnnie and Dick, as we of this Ohio area knew them, were highly respected by all.

Public sales are very numerous throughout Ohio as usual. Prices are strong and bidders are ready to bid and buy livestock, real estate and all marketable goods, with the prices good.

At the date of this writing Old Man Winter is right with us here today. We had a run of snow then it warmed up so it rained, then it got cold and turned to snowing again, then it dropped down to zero so today we have a full line of frozen rain, snow and all kinds of glazed ice. Our driveway is a good skating rink and I am too old and clumsy to stand up, let alone putting on skates.

The folks out at the High Point SKI had a real nice place to ski, but the roads were so icy all the skiers could do was look out their home windows and wish for the roads to get better.

Well, by now we all know we have entered the new year, 1969, Dick Nixon is getting ready to enter the White House and L. B. J. and Lady Bird are getting ready to move back to Texas. As we listen in over the Air Waves to all the problems Dick has to take over looks like the Out Movers will have more peaceful living then the In Movers. However, as this publication is in your hands for reading in February, new faces, fresh minds to think and, in time, the wheels of progress that will roll, there is no question the big problem is "PEACE IN THE WORLD AND MUCH NEEDED PEACE AND LAW ABIDING



## WITHIN OUR OWN BOUNDARIES OF THE U.S.”.

For us here in the “Hess Headquarters” Pop is on his way to live his 89th year of living. Mom and Pop yesterday, January 8th, received cards on our twenty-fifth Wedding Anniversary. The joke was on us as we were so busy with our changeable weather, treating of some aches and pains that we forgot this one.

One of our Christmas gifts this year was a two months old puppy to live in our house. We had vowed after losing our long time “House Dog” in March of 1967 that we would remain dogless. But it was somewhat lonesome and we made the remark before the wrong person that we still missed our doggie. Santa Claus got the word and the “Pup” was with us on Dec. 25th. She’s coal black with brown feet. We have traced her family tree and found that she is 2/3 old fashioned Terrior and 1/3 Weiner Hound. The hound part only shows in the length of her ears, her body and in action only when she cannot have her

own way. She can stick her nose high and let out the mournful howl-coyote bark that will curl your hair. Yes. she is very smart and will soon graduate as a complete house dog with house dog rules. We call her Susie Weiner H.

Talking about icy conditions, as of this date I talked with our folks down on the farm below Springfield. They feed many hogs the year around. Their concrete feed lot is so icy that when they threw some ears of corn over into this section the pigs were running off all their past gain trying to stand up or keep up with the ears of corn to get them over a bump so they can get a toe hold bite. It seems their steel corn feeders got iced up in the past storm, however, we hear they now have everything under control and the pigs are starting to put on more eatable pork.

As of today, the first ten days of the new year, it seems the most needed in the U.S. is some person or computer to come up with the correct shape of the much wanted peace table to be sent to Paris. Why not ask one of our good



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American boys in the battle front how it should be made and he will probably exclude certain curves and plush cushions to sit on.

Today it looks like our Colleges will have to be run by a few minority would-be students, the Board of Directors, the Professors, and all who want an Education. As it looks to us in our Public Schools we have and still are building the best in buildings, we've gone all out to have the most in modern equipment up to the coming Computers. We have seen to it that they have an up to date school lunch room, and a law that the youngsters must go to school or his parents will be put in jail. But do we have a law or way to curb the way of personal gain? A group of few who seldom ever held down a job, or the ones that tie our teachers up into such a union that they strike, the schools are closed and the kids are on the loose. Just who should go to jail in this kind of a setup?

They say strikes make prosperity. The joker in all this is the laborers who do the striking, in time pays for it all out of his wages received and a few top brass gets a higher salary. The question or program is just a game of robbing Peter to pay Paul. All of this is the JOB. To put into order by way of a blue print our own Country, a home for our people to survive.

The hope we have and the hope we will correct is ours of this new year, and others to come to put in order. Every man and woman in America ever so often takes time out to put their house and home in order. This is true with our government who makes the laws and sees that they are kept.

The auctioneering field has very little problems on hour wages, rules and regulations on overtime, vacation pay, etc. They have not paid much attention to Unionizers. However, it is not unusual to receive a few lines from an auctioneer—unemployed—or who has been left off of many sales he felt he should have been listed on—wanting someone to make up a rule on all things that does not work out for some un-

employed auctioneers. The best answer for one in this situation is take another kind of work. The employer is forced to pay from two to four dollars an hour for many kinds of labor and workers who will work are very scarce. The writer was six days finding a man who would do two hours work and to get this man he was so far booked ahead his pay was \$2.50 per hour. Now this man was a good clean worker and putting in about 8 to 10 hours a day, and in demand.

We also have noted several men as employed and yelling for help that would not sprain their working muscles or pride by being seen with a shovel, broom or ax, etc. Once each week many able men in this "No Work-Self Pride Disease" hide under the bed while the wife and kids go see the Welfare of the County. The big motto of today to solve labor problems is education. This can be a great hit and improvement, if in the schooling the teachers know how to spell correctly the word **AMBITION**, and have the spirit to make use of it after they have graduated.

This writer has been hearing through the grape vine the fine attitude of our Auctioneers in the fine gain in membership and work that goes on around the clock day and night in Lincoln, Nebraska. Not a Union, just good ethics and proper performance in the field of Public Sale Auctioneer. In one of my past columns I had made the guess we could really have within our United States a total of 30,000 such auctioneers. I have had a few lines sent to me saying I am far too low on that figure and one fine chap sent in his view points and said "You must be NUTS to think there are that many auctioneers in the U.S." So I say thanks for all the comments and enjoyed the "Nuts" statement with as much pleasure as all the other comments.

Well boys let's get down to brass tacks and get the Public Sale Business for 1969 on the move. There are many sales to be held, and many auctioneers of all degrees will be working and bid taking and in the final tally of a year's



work a mammoth total in dollars bid and received through the Auction Way, and the auctioneers who will be in demand this year.

Only five more monthly issues to be published until our Convention date, and the get together of auctioneers of the Land. Also, do not overlook the Building Fund which is much alive and this coming convention time the subscriptions to this Fund will do much to complete a Blue Print of the Shrine to be known as the main permanent office for "The National Auctioneers Association" and will be nationally known; built by the auctioneers of 1935

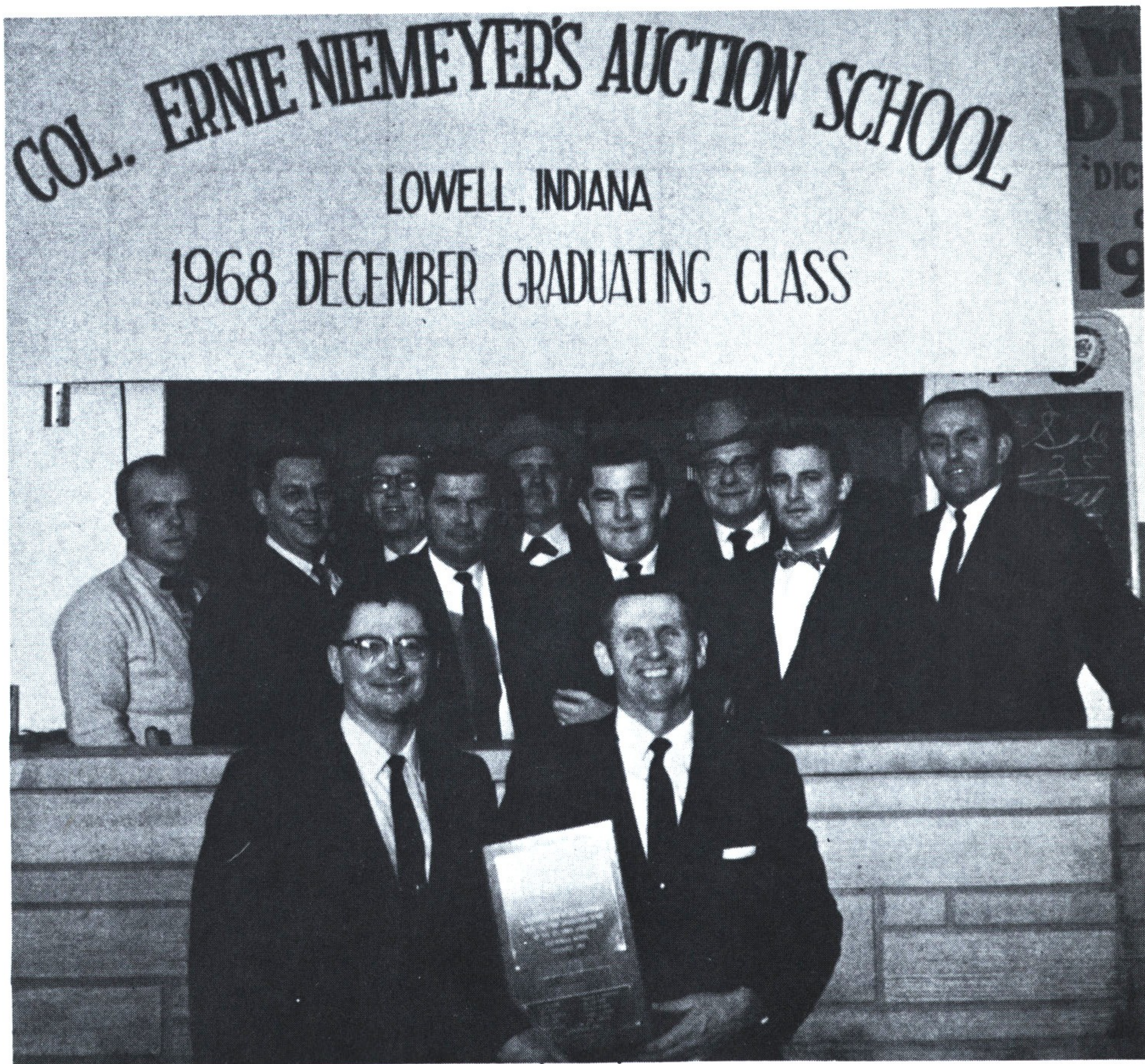
through 1970 for all the future auctioneers to behold.

◆ ◆ ◆ ◆ ◆

*The sharp young attorney was cross examining an elderly witness to an accident.*

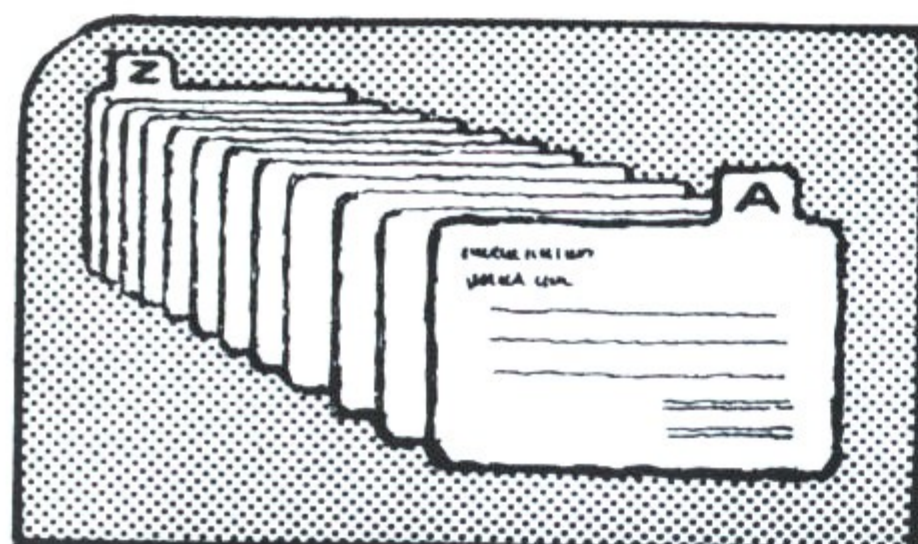
*"You say you were about 35 feet from the scene of the accident? Let me remind you that you're 86 years old. Just how far can you see clearly?"*

*Old Man: "Well, when I wake up I see the sun and they tell me that's about 93 million miles away."*



In the front of the auction box, Bill Cooke, Griffith, Ind., presents plaque to school owner and administrator, Ernie Niemeyer. In the auction box are other members of the first graduating class, from the left: John Jarnecke, Kouts, Ind.; Jerry Pistorius, Chebanse, Ill.; Bill Jones, Gary, Ind.; Art O'Hare, Crown Point, Ind.; Bill Gesse, Kouts, Ind.; Grady Nebletts, Gary, Ind.; Bill Woodworth, Rensselaer, Ind.; Bill Viers, Lowell, Ind.; and Charlie Reed, Shelby, Ind.





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# Western College of Auctioneering

Pictured on the opposite page are members of the graduating class at Western College of Auctioneering Billings, Mont., Class of December, 1968: (Left to right)

**FRONT ROW:** Instructors, Gene Gabel, Billings; Jack Ellis, Roundup, Mont.; Bill Hagen, Billings; Bob Thomas, Mike Coolidge, Billings; Carl Westermarck, Shelby.

**SECOND ROW:** Clifford Rustad, Malta, Mont.; Walter Shyba, Calgary Alta.; Ottoo Zimmerman, Innisvail, Alta.; Harry Filipchuck, Lomond Alta.; Bob McIlhattan, Florence, Mont.; Lawrence Leohardt, Drumheller, Alta.; Don Rieger, Plevna, Mont.; Douglas Krause, Loveland Colo; Gilbert Bone, Bakersfield, Calif.; Earl Hammon Valleyview, Alta.; Richard Draeger, Linton, No. Dak; Larry Barnhardt, Minot, No. Dak.; Walter Megella, Lomond, Alta.; Arnold Heiser, Dickinson No. Dak.; Ed Fagan, Mount Vernon Wash; Robert Sivertsen, Havre,

Mont.; Casey Slough, Billings; David White, Spokane, Wash.

**BACK ROW:** Jim Janosec, Basalt, Colo; Robert Martella, Hanford, Calif.; Jerry Pitts, Medford Ore.; Dennis Jans, Drake, No. Dak.; Darrel Thompson, Hillmond, Sask.; Dennis McNiven Rock Springs, Wyo.; Larry Burtenshaw, Idaho Falls, Ida.; John La France, Lo Fond Alta.; Chuck Fossum, Rhame, No. Dak.; Jim Wright, Anoka, Minn.; Pete Mitchell, Sidney Mont.

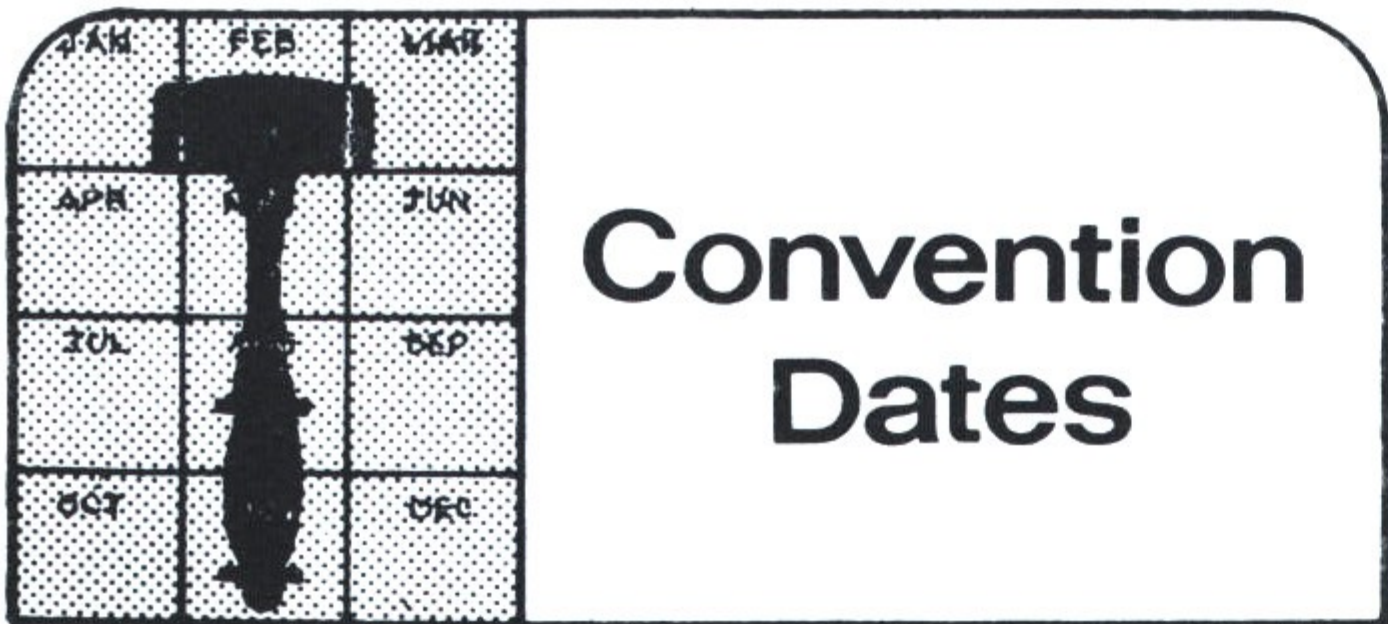
## Mid-Year Board Meeting

Members of the Board of Directors of the National Auctioneers Association held a meeting, January 11, at the Denver Hilton Hotel, Denver, Colorado. In spite of winter weather and long travel distances, 14 of the 18 voting members were present.

Reports of the standing committees were heard and discussed. These included the Policies and Activities Committee and the Building Site Committee.

A lengthy discussion of the proposed new home office building took place and it was the consensus of opinion that this project be stepped up in momentum. President Penfield appointed a committee, consisting of Dean Fleming, Chairman, Fred Sherlock and Warren Collins, to proceed toward securing a site. He then named a committee consisting of Grover Howell, Chairman, Howard Roland and Fred Quick, to step up the Fund Raising for the project. Progress on both movements is anticipated by mid-summer.

Morris Fannon, Pennington Gap, Va., was announced as 1969 National Convention Chairman, by President Penfield.



**April 13-14**—Kentucky Auctioneers Association, Holiday Inn, Brownsboro Road, Louisville.

**April 20**—Illinois State Auctioneers Association, Field Lodge and Restaurant, Morton.

**May 4**—Nebraska Auctioneers Association, Clark Hotel, Hastings.

**June 22-23**—Tennessee Auctioneers Association, Mountain View Motel, Gatlinburg.

**July 10-11-12**—NATIONAL AUCTIONEERS ASSOCIATION, HOTEL ROANOKE, ROANOKE, VIRGINIA.





## Auction Shorts

About a year ago I devoted one or two of my columns to recognizing Col. Frank B. Smith, of St. Edward, Nebraska, for having served that community for 41 years, as an auctioneer.

This evening as I picked up my local newspaper, I noticed where the Colonel again made the headlines. This time it was because of his untiring service to his community.

The following are a few excerpts from a two column article:

Col. Frank B. Smith, St. Edward, is retiring as a Boone county commissioner after 24 years of service. He also served as secretary-treasurer of the State Association of County Officials in 1955, as vice-president in 1957.

He served his home town of St. Edward, Nebraska, as water commissioner for a period of 23 years, and served on the school board for six years. He also was a member of the Boone county Fair Board for many years.

This week has been a slow one for mom and me, no auctions. But, believe me, we have had plenty to think about, this being Income Tax Time.

HENRY BUSS  
Columbus, Nebraska



This new mathematics that's been plaguing partents does have some merit. Seems as though a geometry professor has applied some of these new principles and determined that for every girl who has curves, there are six guys who have angles.

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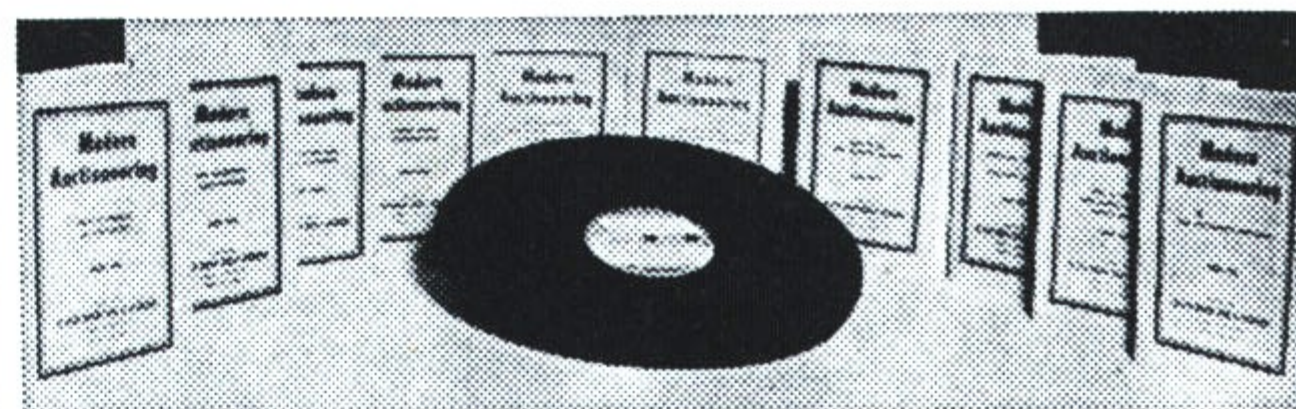
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# Where Are The Mules of Yesteryear ?

By Willard Neal

Forty years ago Atlanta was among the biggest mule markets in the world, with big sales barns lining both sides of Brady Avenue for a mile eastward from Marietta Street. Only St. Louis, Memphis and Kansas City rivaled the stockyards here in volume of mules sold and swapped.

At a recent horse and pony auction in Atlanta's last remaining barn there was only one big red mule on hand to go under the hammer. And now that barn has gone, too.

Charles S. Martin bought up practically all the stockyards, and is dickering for the rest. He converted the best-built barn, at 1000 Marietta Street, into a modern furniture display and storage warehouse, with wall-to-wall carpeting where livestock and horse swappers used to tromp on sawdust and pine shavings. A solidly constructed meat packing house is now a huge fire-proof warehouse. The rest of the sales stables are being torn down to be replaced with warehouses, a post office and a bank building. Instead of dusty brick or wooden walls or tin siding, Brady Avenue will be lined with snowy stucco.

Nowadays you step lively crossing Brady or you could be run down by a truck or car. In the old days you used even more care, or you might have had your head kicked off. Prospective buyers and swappers brought mules out to trot them on the street or sidewalks to see how they moved and obeyed commands, and to use the sunlight in looking for knots, swellings and scars. Wagons were parked half up on the sidewalk on both sides, interspersed occasionally with cars and trucks. Traders in big hats and farmers in straw hats whittled and haggled. A man just about had to have a whittling knife in his hand to talk swap.

Mules made up about the biggest business in Atlanta. A leading dealer, I. N. "Uncle Ike" Ragsdale, was elected mayor in 1928.

Mules began to fade from the Georgia landscape when rubber tires were put on farm tractors. The gas burners that could pull gang plows and work two or four rows at once really started to take over right after World War II. Until near the end of the mule's heyday, in the middle '50s, some old-timers claimed tractors wouldn't work that they'd plow up half the crop just turning around in the field. Tractor farmers took care of that by leaving enough turning room at the end of the rows.

After the mules went there wasn't much for the genuine traders to live for, and they just lay down and died. Most were pretty well along in years by the time they built the market to its peak. Only two of the big dealers are left, Courtney Hall of Smyrna and E. L. Alford of Atlanta. There is also one blacksmith, Jim Medlock of Tucker, who with his helpers often shod 500 horses and mules in a day. Mr. Medlock was reputed to be a millionaire when he retired, and there weren't so many millionaires in those days.

Courtney Hall was a small boy when the stockyards were born.

"The mule center was on Peters Street until 1907" said Mr. Hall. "My father, F. S. Hall, had brought his business down from Elberton and was doing very well on Peters Street. He saw possibilities in the Marietta-Brady area.

"At that time Asa G. Candler was making his fortune faster than he could invest it, and he was eager to back any project that looked as if it would pay off and would be good for Atlanta. He

*(Continued on Page 24)*





More than seventy Auctioneers attended the annual Fall Meeting of the Tennessee Auctioneers Association held December 9, in Nashville.



# Directory of State Auctioneers Associations

## Aggressive Auctioneers Assn. of Arkansas

President: J. C. Dyer, Box 283, Nashville  
Secretary: Ervin Cripps, Rt. 2, Gentry

## Arkansas Auctioneers Association

President: Dale G. Brown, 7918 Toney, Ft. Smith  
Secretary: Monroe Robinson, Box 172 Magazine

## California Auctioneers Association

President: Tom Caldwell, 1357 S. Euclid Ave., Ontario  
Secretary: Ron Kavanagh, P.O. Box 41, Herald

## Colorado Auctioneers Association

President: H. W. Hauschild, 2575 S. Broadway, Denver  
Secretary: C. E. Cumberlin, 1500 E. 29th Avenue, Greeley

## Florida Auctioneers Association

President: Robert D. Cooper, Rt. 2, Sarasota  
Secretary: G. G. Finnell, P. O. Box 20633, Orlando

## Georgia Auctioneers Association

President: Warren Waldrep, 2270 Clairmont Rd., N.E., Atlanta  
Secretary: George Hand, P.O. Box 9691, Atlanta

## Illinois State Auctioneers Association

President: George W. Cravens, Williamsville  
Secretary: J. C. Kornbrust, 4121 Tenth St., East Moline

## Federation of Indiana Auctioneers

President: Donald Porter, Morocco  
Secretary: Fran Hamilton, Rossville

## Indiana Auctioneers Association

President: John J. Friedersdorf, R.R. 3, Franklin  
Secretary: Everett E. Corn, 119 N. Main St., Fairmount

## Iowa State Auctioneers Association

President: Earl Thies, 828 Carroll, Ames  
Secretary: Lennis W. Bloomquist, R.R. 2, Pocahontas

## Kansas Auctioneers Association

President: Wilson Hawk, Effingham  
Secretary: Richard M. Brewer, Mt. Hope

## Kentucky Auctioneers Association

President: Walter Fritts, 119 Apperson Heights, Mt. Sterling  
Secretary: Mrs. Adrian Atherton, 45 Public Square, Hodgenville

## Maine Auctioneers Association

President: Gardner R. Morrill, Harrison  
Secretary: Wayne B. Dow, 14 Southern Ave., Augusta

## Auctioneers Association of Maryland

President: Barr Harris, 873 N. Howard St., Baltimore  
Secretary: Harry C. Miller, 122 W. North Ave., Baltimore

## Massachusetts Auctioneers Association

President: Leonard Sheinfeld, 6 Beacon St., Boston  
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## Minnesota State Auctioneers Association

President: Wayne Ediger, Belle Plaine  
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Secretary: Henry Rasmussen, St. Paul

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President: James Stickle, 37 Elizabeth St., Dover  
Secretary: Ralph S. Day, 183 Broad Ave., Leonia

## New York State Auctioneers Association

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## WHERE ARE THE MULES

*(Continued from Page 21)*

always took the recommendations of W. C. Harper, who was a good friend of my father's. I was named for Mr. Harper, and that never hurt my credit rating a bit.

"In 1907, with Candler money, dad built the big brick barn that is now Charles S. Martin's office and display house. That immediately pulled the mule business across town and all the other dealers came over where the customers were."

ATLANTA dealers went to auctions in St. Louis, Memphis, Kansas City, Omaha, Nashville and other faraway markets, and shipped their purchases home in freight cars. In early days the mules were unloaded out at Piedmont Park around two or three o'clock in the morning and herded at a brisk trot three miles or so along Tenth Street from Boulevard to Brady kept bunched by riders on mule ponies, the Atlanta counterpart of the Western cow ponies. If some night owl in an automobile happened along, or there was any other distraction the mules often stampeded and sometimes scattered all over Atlanta, giving the riders a tremendous job to find and round them up. Police helped a lot, for they had to get mules off the streets to protect traffic, pedestrians and yard shrubbery. It wasn't unusual to see two or three frightened young hardtails dashing through Five Points in the early morning rush.

The drives had to stop when automobiles became more plentiful and took to running around town at all hours. A railroad siding was built behind the big barn just north of Brady Avenue, with five chutes, where five cars could be loaded or unloaded simultaneously. It was not unusual for all of them to be in use at once.

"It's hard for people now to realize that before automobiles you traveled by train or street car or horse-drawn vehicle, if you weren't willing to walk" said Mr. Hall. "A lot of Atlanta homes had stables in the backyards. One of my duties as a kid was to take horses any-

where in town to show them to a prospective buyer or his family. A regular customer of ours owned the Baltimore Book Shop on Carnegie Way—I forget his name. He did a bit of trading on the side, I think, but he never came out to the barn. He'd telephone the kind of animal he wanted. I'd saddle up one that fit the description and ride it uptown. He would raise a window of his shop and watch as I put the horse through its paces, and decide whether he wanted to buy without ever coming outside.

"I doubt if anybody could ride a horse from Brady Avenue to Carnegie Way now without being hit by a car."

The stockyards was a busy place in World War I as mules were assembled by the thousands and shipped off to haul cannon and supplies through the muddy battlefields of Europe.

In the '30s Hitler bought a lot of mules here for the early part of his blitz. Shortly afterward France placed a huge order. Mr. Hall recalls that 5,000 head were stabled here, ready for shipment, when France capitulated and it was no sale. For awhile things looked dark for the men who had bought them up, but all were auctioned off with little or no loss. Prices were high and mules were relatively scarce at that time.

*(Continued next month)*



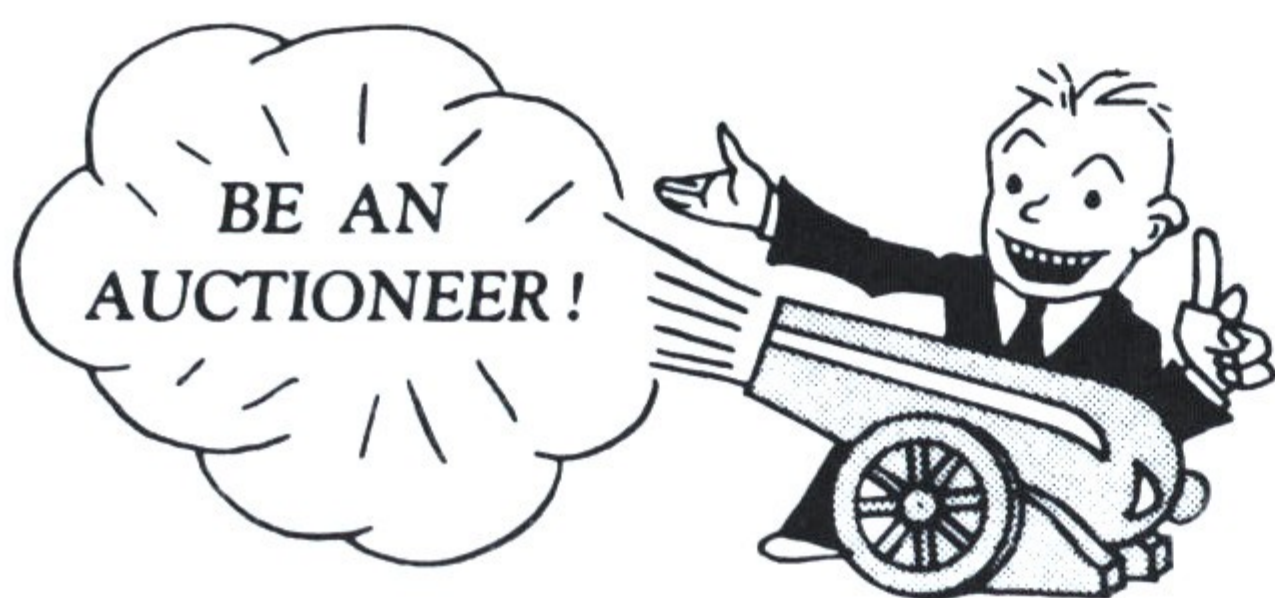
A certain ladies hosiery mill had not been too successful with their door-to-door sales campaign. The exception was one rather innocuous looking man who had sold more nylons than all the rest of the sales force combined. The sales manager called a meeting and asked him to explain his outstanding results.

"It's all a matter of complete cooperation," explained the salesman "If the woman of the house shows a definite interest in the nylons, I put them on for her."

"You really sell a lot of hose that way?" asked the sales manager.

"No, not really. My legs look lousy in nylons."





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 Col. Wilbur S. Brock—New Haven  
 Col. Ernest F. Damron—Sistersville  
 Col. O. B. Harris—Beckley  
 Col. Robert S. Michael—Morgantown  
 Col. A. G. “Dick” Miller—Ceredo  
 Col. Robert D. Moore—Parkersburg  
 Col. B. G. Park—Paden City  
 Col. R. C. “Rick” Woodard  
     —Huntington  
**WISCONSIN**  
 Col. Lester M. Bue—Beloit  
 Col. Earl F. Clauer—Mineral Point  
 Col. John Freund—Omro  
 Col. Fred C. Gerlach—Brookfield  
 Col. Dean George—Evansville  
 Col. W. C. Heise—Oconto  
 Col. Walter Nowatske—Mukwango  
 Col. Williard Olson—Delavan  
 Col. Gerald Pearson—Plainfield  
 Col. LeRoy Teske—Berlin  
 Col. Howard Thompson—Evansville  
**WYOMING**  
 Col. Earl W. Conner—Kemmerer  
**ELSEWHERE**  
 Col. H. P. Higgins—Huntingdon,  
     Quebec  
 Col. Ross Kemp—Stratford, Ont.  
 Col. Arthur O. Robatzek  
     —Swift Current, Sask.  
 Ladies Auxiliary to the NAA





Dear Sir:

I have decided not to renew my membership in the NAA. I went to Auction School in 1966, when I was only 16. Then the law was passed that you had to be 21 to auction. So, I have decided to drop my membership until I am 21.

Yours truly,  
MELVIN GIBSON, JR.  
Mooresville, Indiana

Dear Mr. Hart:

Please accept my check for \$5.00 in support of our magazine and enter my name in The Auctioneer Booster Club. I enjoy reading The Auctioneer very much and look forward to receiving my copy each month.

Sincerely,  
NORMAN W. ROWLAND  
Hampton, Virginia

Dear Bernie:

I am enclosing check for \$16.00—\$5.00 for Booster Page—\$10.00 for membership—and \$1.00 for decals. Also enclosed is a promotional card that I had printed from information that I found in The AUCTIONEER.

I think that The AUCTIONEER is very informative although I don't think it has enough information on sales of General Merchandise. Here on the West Coast the field has hardly been touched. Any community with 20,000 people in a radius of 30 miles will support a good reliable auctioneer if he runs an honest and reliable auction.

It takes a while to get it established but it is well worth the effort. You must practice good public relations and

be an asset to your community. I run a 100% consignment sale and am very proud of our auction. You have to believe in God and your fellow man to be a good auctioneer.

Sincerely yours,  
W. C. "BILL" GIER  
Los Molinos, California

Dear Bernie:

Enclosed find check covering membership, Booster Page and Kentucky Auctioneers Association dues.

We look forward to receiving the AUCTIONEER each month

I had the pleasure of meeting you at the Reppert School of Auctioneering, December 1964. How times flies.

Yours truly,  
JACK COLSON  
Ledbetter, Kentucky

Dear Mr. Hart:

Thank you so much for the lovely "write up". I do wish I knew some of your other members. I am putting an ad in the magazine and will send you the copy separately.

I had my annual antique sale December 28th. It snowed, hailed, was very icy and we had a thunderstorm, but still the people came, not as many as we should have had but enough to make a good sale. Now after two weeks rest I start again with the regular Friday night sales in Middletown.

I will try to get to the next convention. I wish they were in the Spring or Winter months, however, I will really start to see if I could manage to be there.

Thank you again  
PAMELA MOORE  
Woodbourne, N. Y.

Dear Bernie:

Hope you had an enjoyable Holiday Season. Enclosed is my check for \$15.00 to cover the current membership



to the Association plus my "Booster Page". I have recently moved to 12721 So. Oak Park Avenue, Palos Heights, Illinois. Please send "The Auctioneer" to the above address.

Auctioneeringly yours,  
A. R. McGOWEN  
Palos Heights, Illinois

Dear Bernie:

Another year has passed since I paid my dues. I had a very good year in the auction business, having sold more real estate than the previous year.

Enclosed you will find my check for membership and the Booster page.

I hope to see you in Roanoke, Virginia in July.

Very truly yours,  
WILLIE T. CATLETT  
Lynchburg, Virginia

Dear Bernie:

Looking through the December issue of The AUCTIONEER I see that most of the old names from Tennessee, on the Booster Page, forgot to renew or went broke like me—but enclosed is my five dollars.

We've had a genuine good year. As it comes to an end we pause to thank our Maker that we have our health back. You know we had some close calls but the immediate family is all together. Our fourteen little and big McCarters are very healthy and a close family, along with our two precious grand-daughters and our two lovely daughters-in-law. It was quite a thrill, last Sunday, to have the pastor of our little country church to comment on our large family group

.... We plan to see everyone in Roanoke, with our big family, in July of 1969. That is only about 200 miles

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from here. There were lots of historic happenings around Roanoke, in the Old Dominion State, where many of our great statesmen were born.

The old mountain plowboy,  
C. B. McCARTER  
Sevierville, Tennessee

a Happy and Most Prosperous New Year.

Sincerely,  
ELLENBERGER BROS.  
AUCTIONEERS  
Fort Wayne, Indiana

◆ ◆ ◆ ◆ ◆

## Georgia Farm Land Brings \$1125 an Acre

Dear Bernard:

Enclosed herein is a check in the amount of \$25.00 to cover the membership dues in the National Auctioneers Association for Dale Ellenberger and Robert Ellenberger and \$5.00 for Booster listing.

It has been impossible for us to attend the last two National Conventions, and we have missed them very much. We are looking forward to attending this year's convention, however.

We would like to wish you and yours

A resounding \$1,125.00 per acre was paid for 440 acres of Fulton County Georgia farm land in an auction December 4, conducted by NAA member, George Collins, Decatur, Ga. Total figure received was \$490,000.

Many prospective buyers were flown to the auction site by helicopter including Hon Herman Talmadge U. S. Senator from Georgia. A local television station was on hand to cover the auction.



**The 1968-1969 Officers of the Tennessee Auctioneers Association posed with Col. Bob Penfield, N.A.A. President, to have a group picture made at the recent T.A.A. Meeting. They are (seated L-R) Colonels Lloyd C. Nevels, Ralph Masengill, T.A.A. President, Col. Penfield, E. B. Fulkerson; (standing L-R) William H. Collier, John "Skeets" Eskridge, Billy H. Howell, Kenneth H. Robertson, C. B. Arnette, and Buford Evans.**



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# Across The Country

By BERNARD HART



Attending the mid-year Board of Directors meeting in Denver last month was quite a treat to some of the Board members, particularly so to those living in the eastern half of the country. Following their own meeting, Saturday afternoon, they were guests of the Colorado Auctioneers Association at the Banquet held in connection with the Annual Convention of that group.

Following the Banquet, NAA Board members and their wives attended the Rodeo and Horse Show held in connection with the National Western Livestock Show, through the courtesy of Home Base Auction Market, Bowman N. D. They were also presented the opportunity to take in some of the other events connected with the Stock Show, including livestock judging and auction sales.

As an example of the auctions in progress during the show, on Monday, one could watch Ike Hamilton and Dean Parker sell the Quarter Horse sale. This started in the forenoon. In the afternoon the Angus sale took place with Roy Johnson, Ray Sims, Hamilton James and Ralph Kuhr dividing time on the auction block. While this was in progress there was also time to visit the Galloway auction where Jack Churchill was doing the selling. And this was only one day. Other auctioneers were selling other breeds and classes of livestock throughout the week. **AND PRACTICALLY EVERY AUCTIONEER TAKING PART IN THIS GREAT EVENT WAS A MEMBER OF THE NATIONAL AUCTIONEERS ASSOCIATION.**

One Board member made the comment that he wouldn't take a thousand dollars for his trip to Denver—and I happen to know that he has a pretty good business at home, more than some of those who tell you they

are too busy to attend events of national scope. This particular man had his camera with him and took home a lot of color slides, including the crowning of the Grand Champion Steer.

Winter has been the subject of a lot of conversation and here in the midlands it has been more severe than it has been for several years. Deep snow and severe cold have held on for an unusually long period. Several auctions have been postponed on account of weather conditions. Hospitals here in Lincoln have been filled with accident victims rather than "Hong-Kong" flu sufferers.

One Lincoln auctioneer, Dean Forke received a broken hip in an ice-boat mishap on Capitol Beach Lake. Recreation induced by the weather was just as hazardous as trying to keep the necessary activities going.

A letter from the Pennsylvania School of Auctioneering states that Mr. Joseph Coccia has been the first MOON auctioneer selected, available anytime. They suggest this as the place to sell all excessive items that have no further use here on earth. There are probably those who have other auctioneers in mind they would like to send along to work the ring for Mr. Coccia.



## Lewis Appointed to Kentucky Commission

Col. C. Roger Lewis, Morehead, Ky., has accepted an appointment to the Kentucky Board of Auctioneers for a three year term. Lewis replaces Col. John L. Cummins on the Board.

Col. Cummins, former president of the NAA, has served as a member of the auctioneers' board since its inception in 1963.



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## Let's Auction Mayor

NEW DELHI, India—The Delhi Municipal Corporation was discussing ways of augmenting its finances.

"Why not," suggested one member, "auction the post of the mayor? I am told people have already offered rupees 500,000 (\$67,000)."

"I will pay rupees 600,000 (about \$80,000)," a Congress party member shouted.

Mayor Hansraj Gupta commented: "I don't mind at all. You better settle your terms with my party (Jan Sangh)."



### GOING, GOING

Going once, going twice,  
Do you want it at my price?

One to buy 'em, two to buy 'em  
Three to buy 'em, four  
Selling all and everything  
From ceiling to the floor.

Inside and outside and through  
The barn door  
My daddy is the auctioneer,  
And he can holler loud and clear.

NANCY SEVENSON

(Fourteen year old daughter of Col. and Mrs. Duane Severson, Hawley, Minn.)



Our friend who reported on the bicycle riding, mini-skirted girl, is an expert in the girl watching field. He also reports that quite often the end doesn't justify the jeans.

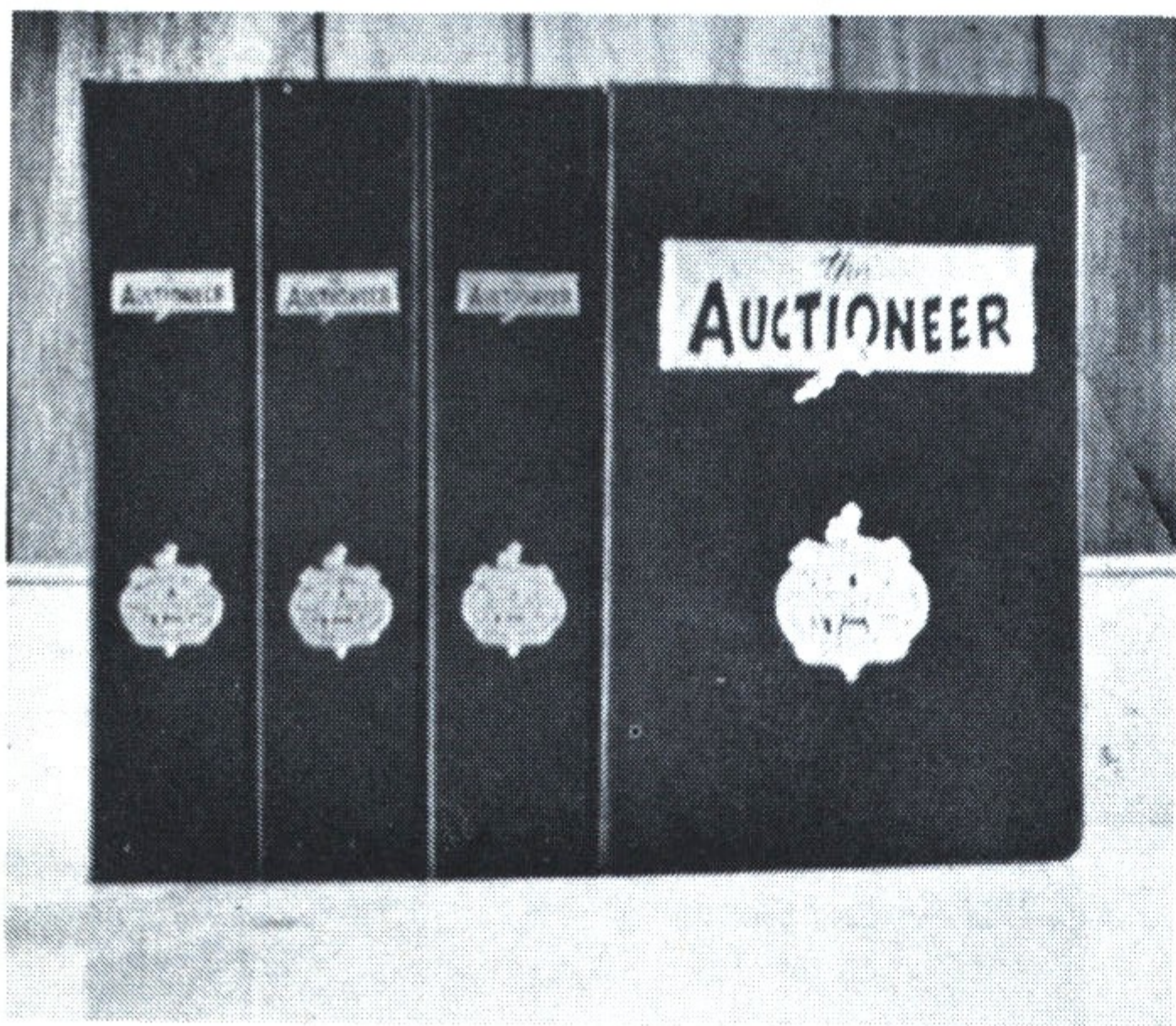
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For more information please contact us advising how long you have been an auctioneer and if you are now a licensed real estate broker or salesman.



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The Sound Cruiser is a complete mobile sound system. You get a 32-watt all-transistor amplifier, a noise-cancelling microphone for excellent intelligibility, and two weatherproof horn speakers, supplied mounted on car-top carrier, especially designed for voice penetration. (You can easily add a tape deck or turntable for fine music reproduction.)

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**Response:** 50-15,000 cps, for maximum voice penetration and intelligibility, with less than 5% distortion at full output.

**Controls:** Master volume, auxiliary volume, auxiliary stand-by switch, and tone.

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**Auxiliary Input:** High impedance, for radios, tuners, recorders, etc. 500 K ohms, full power at 0.3 V.

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**Signal-to-Noise Ratio:** 80 db.

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**Speakers:** Two weatherproof Implex horn speakers that swivel and lock in any direction, can handle full amplifier output, mounted on car-top carrier ready to clamp to car.

**Microphone:** Noise-cancelling hand-held microphone, supplied with 5' coil cord, push-to-talk switch, mounting clip.

**Weight:** Complete system, 20 lbs., amplifier only, 8 lbs.

**Price:** Model S-310, Sound Cruiser Complete system, net each (including F.E.T.) — \$179.95.

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