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Indiana

My Business . . . Dairy Cattle Sales Service

If you enjoy meeting people and selling, there are opportunities in sales service. You may work for others or operate your own business.

By TOM P. WHITTAKER, Brandon, Vt.

**Reprinted by permission from September 10, 1958 issue of Hoard's Dairyman.
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This is a business that can provide enjoyable work with a comparatively good income. The latter is mostly up to you.

Fourteen years' experience as a fieldman for the Ayrshire Breeders' Association gave me a rather broad experience. I had the opportunity to meet breeders in many states, attend shows and sales, help establish local breed club programs, and prepare publicity and advertising. In fact I had a chance to do everything practical to help promote the breed.

There were very few regularly-established breed club-sponsored consignment sales in the 1930's and most dispersals were handled by local auctioneers with no particular breed affiliation or interest.

This situation suggested that here was an opportunity to help Ayrshire breeders do a better job of selling their cattle at auction. The fact that there were active sale managers in all of the other breeds was a bit reassuring, at least insofar as there being an opportunity. Hence, the adoption of the name Ayrshire Sales Service, which as the name implies was set up principally to help breeders and breed clubs market Ayrshire cattle.

My job at Ayrshire Sales Service is to manage Ayrshire dispersal sales; manage or work with local and state breed club consignment sale committees in staging their sales; buy and sell cattle on order, privately, or at auction; do some appraisal and consultation work, as well as some auctioneering work for other sale managers.

Be accurate . . .

The chief difference in selling at auction as compared to selling privately to a single individual is that your sales story is made to a large group of people, perhaps several hundred. This makes it all the more important that your statements as sale manager or auctioneer be accurate and make good sense. There are dozens of experienced dairymen in every sale crowd who know cattle and know the breed you are selling. Your manner, remarks, methods, ability to hold the attention of the crowd, and knowledge of which animals merit a higher appraisal are all a part of your stock in trade.

It's a fascinating business if you like cattle and people and like to be one of a team in an auction stand. It's fun to coax a little more money out of a crowd on the good ones, disappointing when you can't. There's entertainment in watching the expressions on peoples' faces as they ponder whether or not to bid again. The injection at the right time of a humorous remark or again referring to a special point in a pedigree frequently results in another round of spirited bidding. But timing is important and there is never room for a remark that may offend. There is no magic about an auction; it's just selling.

Reputation important . . .

In buying or selling an order, it is important that the buyer get fair value for the money he has trusted you to invest. The best sales for all concerned are those that are good for the seller and good for the buyer. Such sales will tend

IN UNITY THERE IS STRENGTH

to build repeat business and, directly or indirectly, the reputation of the sales manager will come to be more favorably and more widely known. And there is no better advertisement than satisfied customers.

Selling and taking profits is not a one-way street in the purebred cattle business. To sell you must have customers, satisfied customers, if you are to make repeat sales. And repeat sales require a source of dependable, customer-pleasing cattle.

Every breed has its good, real good, so-and-so's, and only a few real "fliers." Seldom does a customer complain when he gets reasonably good value for the money invested. Seldom, too, does a customer get hurt when he responds to being encouraged to pay a little extra for a real "top."

About the only candidate for being oversold on an offering is the beginner in farming or perhaps the odd chap who has grades and thinks that any purebreds are a step up. Prospective customers of this sort aren't numerous. Some are interested in help in making selections and some aren't.

The sale manager can render a service to the breed that is his specialty by at least trying to suggest to prospective customers which cattle are the best buy. To be most successful in this connection requires a reasonable amount of general cattle knowledge and knowing your own breed very well.

Everyone in special breed sales work likes to have the responsibility of selecting the cattle for and managing an occasional feature sale. This is a sale that includes mostly "tops," distinguished by having the highest type classification rating, having been a grand champion, having made a class-leading record, or being a heretofore unrecognized diamond-in-the-rough. Such sales, provided they turn out really well, can be of great value in commending a sale manager to others.

Although less glamorous, but not infrequently more profitable, are the average farm sales. These may include mostly purebreds without official records, possibly some grades, farm machinery, and occasionally farm real estate. Such

sales are quite certain to be an important part of any sales service business.

Auctioneering for other sale managers also may prove to be interesting and provide some added income with little additional overhead; nothing fits in with the business of a sales manager or auctioneer as does "more sales."

Regardless of breed, anyone in the sale business has found out that many hours are required in answering questions of one sort or another by phone, letter, and in person. This comes under the heading of service and cannot be separated from selling. Sales and service go together. A courteous and sound reply to all will help build business.

You won't win every time and it is practically impossible to tell from a person's stationery or his dress how good a customer he may turn out to be. One of my best individual sales a few years ago was made to a fellow who wrote me a note on a piece of paper bag. He had the cash to pay for what he wanted even though he didn't have any letterhead at all, much less a fancy one.

Our policy has always been to be willing to go over any auction sale offering with any prospective customer prior to the start of the sale and tell him which animals appear to have the most to commend them and why and at the same time point out which ones to pass up, if he is sincere in only wanting to purchase the higher caliber cattle. At the same time, he is told that they are all to be sold and not to get confused while the sale is in progress.

Push good cattle . . .

Most people who attend auctions are experienced cattlemen. All cattle in every sale have a value. In some sales, the range is very wide. In all sales, the minimum is usually their meat value. The top value may go into four figures or even higher, depending on type, breeding, a new sensational record, and so forth.

If either or both the sale manager and the auctioneer know cattle, they can help themselves, the seller, and the buyer by working hardest on those animals with the greatest potential and

IN UNITY THERE IS STRENGTH

the others usually will sell very satisfactorily without requiring too much time and effort. The reputation of the men in the box isn't improved by their spending too much time coaxing on the mediocre kind or failing to recognize the "gems" of the offering, if there are any.

An auction is probably the safest place to be assured of getting value for the amount of money spent. If one is in doubt as to the value of a certain animal, a \$5 bid usually will let him benefit from the judgment of someone else who most likely knows his business.

With all sales, it is imperative that the health charts be in order on the day of sale so that the buyer may legally move the cattle he has purchased into his herd and across state lines en route home without risk of delay in transit or of disturbing the health status of his herd. Prompt delivery of registration papers is next in importance. Long delays in providing same are not necessary and can prove very discouraging to buyers and do no credit to the sale manager.

Experience important . . .

The training for breed sales work should include doing just as many different things in the field of dairy husbandry as you possibly can. F.F.A. and/or 4-H experience is invaluable. A college training can be very helpful. Decide what you most want to learn and spend as much time as you can with those who know the most and will help you gain the greatest practical knowledge, whether they be professors, herds-men, farmers, or cattle dealers. Nothing takes the place of experience.

A turn at feeding and milking test cows under the direction of a top cowman, a season on the show circuit with an experienced exhibitor of winners, a year as a D.H.I.A. supervisor, a year "just working and watching" in a commission sale business and attending an auction school, can all provide valuable training. There is no set formula. You sort of grow into it, get the feel of it, naturally. Today every breed has several sale managers. This means compe-

tition but there is room for all and someone will be at the top.

No schedule . . .

There's no definite schedule of hours in this business. At times you're rushed and at other times, you may wonder if you've been forgotten. It's not a white-collar job and there are ever so many details to work out prior to the time you appear in your Sunday clothes in the auction stand to welcome those present and commend, in as glowing terms as the offering justifies, the cattle which are to be sold.

First, there is a trip to the farm of the breeder who has solicited your help in conducting his dispersal. After an inspection of the herd, items to be checked for use in the advertising and catalog include: Health status of herd; last freshening and breeding dates; D.H.I.A. records; show ring winnings; sale date; farm location; making sure that all registration records are up to date; making arrangements for lunch on sale day; possibly scheduling a pre-sale get-together the night before the sale at the farm or some conveniently nearby eating place, and so forth.

After a look at the herd and obtaining the above-mentioned information, the sale manager will have a better idea of how extensively and expensively the herd should be advertised in the breed publication, farm press, local press, and by direct mail. Arriving at a schedule that is mutually satisfactory to the owner and the sale manager is advantageous. Fancy catalogs are expensive. Many times they are justified. In the case of other herds a "dittoed" catalog will prove adequate.

Plan sell well . . .

Whether or not the sale will be held in one of the farm buildings, at a nearby fair grounds, in a tent, or in the unsheltered barnyard must also be decided. Then, there is the question of whether extra help will be required for getting the cattle ready to sell. If so, what man can and will be available. You need a leadsman or two, sale day; a slip-runner and a cashier. It is also important to get, if possible, someone from the Bureau of Animal Industry to attend the sale

for the purpose of issuing interstate health charts. Adequate planning and accurate advertising, cataloging, and promotion have a very important bearing on what happens sale day.

The sale of the last animal in an offering doesn't mean that the sale is over for the sale manager. Accounts must be settled; cows must be milked; truckers frequently need to be engaged; health charts must be completed; and so forth. All this and sometimes more, too, is necessary in making every effort to see that the customers' needs have been satisfied. Every customer is a prospective repeat customer, as a buyer; and every buyer is a prospective seller.

If you will do everything for the other fellow that you would like to have done for you, if you were in his place, you will have a very good business and make a lot of friends.

Christie's Appoint European Agent

LONDON — Christie's have appointed Mr. Hans Backer, of Rome, as their European representative. This is the first time that any British auction house has employed an art expert on the Continent who can be consulted by dealers, collectors, and others wishing to buy or sell at Christie's.

Mr. Backer, aged 67, is a world authority on Meissen china. Born in Dresden and being the fourth generation of a family of antique dealers—his great grandfather was appointed to the court of the last King of Hanover—Mr. Backer has been closely connected with the world of antiques and art since his youth. First he worked in the family firm of M. Salomon, in Dresden, which was first established in 1834.

After the First World War Mr. Backer travelled extensively throughout Europe visiting museums and studying private collections. In 1932 he started his own business in Dresden but transferred it to London in 1937. Buying for museums such as the Victoria and Albert and British Museum was one of the things Mr. Backer specialized in.

Among the many people who came to

him for advice was the late Queen Mary (of Britain). The last time she came she was 81. "We talked china for three hours and she insisted on standing the whole time," Mr. Blacker said. "She had very good taste and when she came on a piece in my showroom she liked, she would cry, 'Oh, that's me, oh, that's me.'"

Mr. Backer's present headquarters are in Rome: 51, Piazza di Spagna (Tel. 68 61 19). From here, he will make regular tours on Christie's behalf throughout Western Europe. Anyone wishing information on the international art market or advice on their collections should contact him. Mr. Backer speaks French, German, Italian and English.

Hawaii To Have An Auto Auction

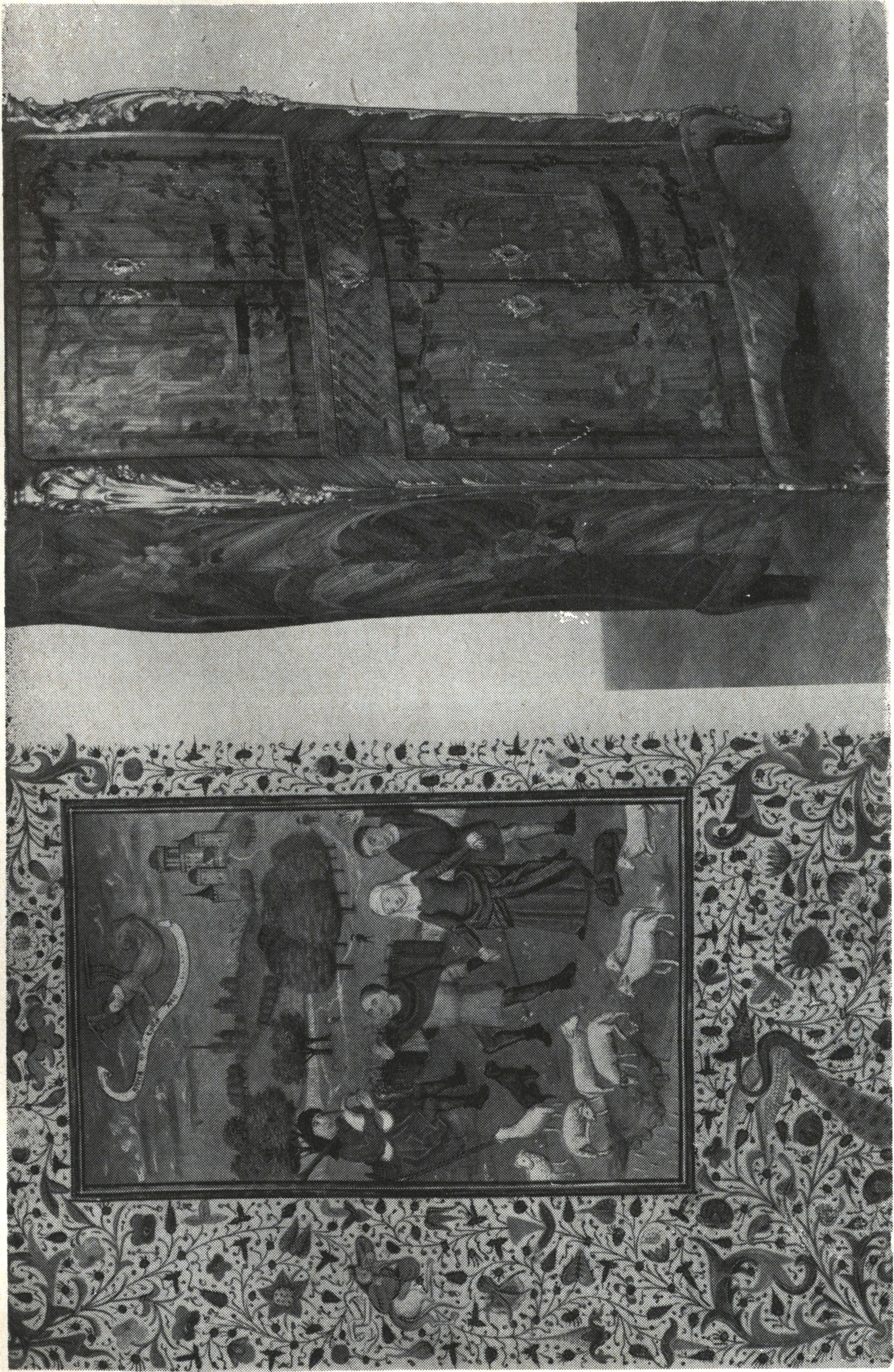
A reprint from the Honolulu Star-Bulletin,
issue of October 31, 1958

Hawaii's auto dealers will have to bid on repossessed cars at their own auction after January 1, according to Louis J. Stambler.

Stambler, of Stambler Enterprises, said the Hawaii Auto Auction will be held weekly at the Civic Auditorium. It will be the first auto auction in the Islands for authorized dealers only, he said. The public may attend but not bid. Stambler said the auction will allow dealers to purchase used cars near Blue Book price, a standard price for a particular make and model of car.

The cars will be driven into the auditorium where dealers' mechanics may inspect them before bidding opens. Stambler said the auto auction enterprise is a \$5 million business in the Los Angeles area. His take will be a fraction of the local market.

A fee of \$5 is charged for each car put on the auction block. If it is sold under \$1,000 another \$5 is added. Over \$1,000 a \$10 commission is tacked on, and over \$2,000 the charge is \$15. The Civic Auditorium will get a percentage of the gross for housing the auction. Stambler figures his profits will amount to less than one percent. "We'll have to do volume business to make any money," he said.



LEFT: "Angel Appearing to the Shepherds". One of the 15 illuminated "miniatures" in the Llangattock Book of Hours. 15th century.

RIGHT: A Louis XV marquetry secretaire a abbattant. 45" high. 27" wide. It is of slight bombe form with serpentine shaped front, the panels finely inlaid with chinoiserie figures after designs by Jean Pillement, 1759. Illustrated in the "Connoisseur" May, 1907.

Outstanding French Furniture Sold

LONDON — Among a wide selection of French 18th century marquetry furniture sold on November 27th by order of the trustees of the late Baron Llangattock, formerly of "The Hendre", Monmouth, Wales, there is a superb Louis XV small writing table by Jean Francois Oeben. This is finely shaped with bombe curved sides and moulded cabriole legs. Another equally outstanding item is a Louis XV small marquetry secretaire a abattant, of slight bombe form with a serpentine shaped front, the panels finely inlaid with Chinoiserie figures after designs by Jean Pillement, 1759. These have been described by London dealers as "the finest pieces of French furniture to come onto the market since the war".

A fine Louis XV small marquetry writing table by Pierre Pioniez; another by Jean Baptiste Fromageau; an important small Louis XV marquetry writing table attributed to R.V.L.C., small Louis XV marquetry commodes by Jean Charles Ellaume and Sebastien Vie; , Louis XV marquetry knee-hole writing table, attributed to Nicholas Petit; a pair of marquetry encoignures by Louis-Michel Lefevre.

Upholstered furniture by P. Remy, J. P. Letelier, B. D. Chardon, N. T. Porrot and A. N. Delaporte; a Louis XVI giltwood and aubusson tapestry firescreen —stamped N. Baudin; another with fine gobelins tapestry panel; a large marquetry secretaire a abattant by P. Lafolie; a Louis XVI kingwood upright chest — stamped T. Henry; a Louis XVI giltwood side side table and many other interesting 18th century examples.



A superb Louis XV marquetry writing table—stamped J. F. Oeben—finely shaped with bombe carved sides and moulded cabriole legs. 24¼" high, 27" wide.

Mid-15th Century Flemish Book of Hours to be Sold at Christie's

LONDON — A mid-15th century Flemish Book of Hours, richly illuminated in the style of Van Eyck and similar to the world-famous Turin Book of Hours, will be sold at Christie's on December 8th. It is being sold by order of the trustees of the 2nd Baron Llangattock, whose family name was Rolls.

The Llangattock title lapsed in 1916, when the 2nd Baron, John Rolls, was killed in action. His younger brother, Charles Rolls, one of the founders of the famous car and aero-engine firm, died in 1910 after his aircraft had crashed on Bournemouth beach. He was the first airman to cross and recross the Channel by air.

The existence of the Book of Hours in the Llangattock collection of art treasures came as a great discovery. Ever since the title lapsed, "The Hendre", the Llangattock family home outside Monmouth, has been a school. When the children moved in shortly after the first world war all the art treasures were stored away in what had been the stables. Almost 40 years later, when Christie's experts were called in this summer to examine these, they discovered the Book of Hours at the bottom of a basket of silver.

Book of Hours, the missals with prayers for different hours of the day and Saints Days, were used before the Reformation. A number are still in existence. But it is very unusual to find one in such fine condition and with so many illustrations by such expert hands. As such, the Llangattock Book of Hours is a gem of literary and artistic rarity.

The manuscript is on vellum and each page is illuminated with flowers, leaves, peacocks and scrollwork in brilliant colours. There are 14 full page "miniatures" of the Nativity, Annunciation, Circumcision, Crucifixion, and other scenes from the life of Christ and the Old Testament. British Museum experts who have examined the book believe

that the women kneeling in the "Virgin and Child" may be the wife of the original owner of the book. There are also 13 "historiated" initials — pictures inside the first letter of the opening word of certain prayers.

Of special interest to collectors are the style and quality of the decorations and illuminations in the Llangattock Book of Hours. Experts of the British Museum believe they have a strong Van Eyck influence. One of them stated: "The style is clearly influenced by Van Eyck and apparently by the miniaturist who completed the Turin-Milan Book of Hours. It is possible also that some of them were painted by Wilhelm Vrelant, the Flemish miniaturist who lived in Bruges about 1450. The historiated initials are very close to a Book of Hours by him."

The Turin Book of Hours was partly the work of Van Eyck, who perfected oil painting as a medium, and also of artists who had come under his influence. One factor that makes the Llangattock Book of Hours so rare is that it is complete, whereas only a quarter of the Turin Book of Hours has survived. In 1904 a quarter of the Book was destroyed when the Turin library was burned down; the surviving quarter, fortunately, was in another museum. During the war the other half which had been in the Rothschild collection in Paris was taken as loot by the Germans.

The binding is of calf and is stamped with the binder's name and the inscription "Livinus Stuaert Me Ligavit" — Livinus Stuart bound me. This was stamped nine times on each cover. The binder died in 1477.

The full list of the 14 illuminated "miniatures" is:

1. Trinity
2. Crucifixion
3. Pentecost
4. Virgin and Child
5. Annunciation
6. Visitation

7. Nativity
8. Angel Appearing to the Shepherds
9. Adoration of the Magi
10. Circumcision
11. Massacre of the Innocents
12. Flight into Egypt
13. Last Judgement
14. Office of the Dead

History Is Made By Bible Forgery

By SANKA KNOX

A beautifully executed forgery, bound into a copy of the Guttenberg Bible, was on view Bible Week at the General Theological Seminary. The seminary is at 175 Ninth Avenue, in Chelsea Square.

In 1898 the seminary came into possession of its great printing rarity and religious treasure—apparently a perfect copy of the first book to be printed in movable type.

Eighteen years later Dr. Joseph Martini, an expert on rare books, poring over the huge two-volume work in the seminary library, found his attention riveted on a lead in volume 2. Something was wrong.

A minute examination followed, and a comparison with other leaves. The upshot was the discovery of a fraud. An incredibly skilled hand-penned leaf had been substituted for the original. The two pages involved carry parts of Chapters 14 and 16 and all of Chapter 15 in the Book of Ezekiel.

Succession of Owners

The leaf had deceived the experts for years. The seminary's copy of the famous book, one of six in this country, has a history of ownership dating from the early nineteenth century. Its previous history, from the time of its printing in about 1455, is unknown.

The first known nineteenth-century owner was Sir John Thorold of Syston Park, England. In 1884, the book was sold as auction to Bernard Quaritch, the renowned English dealer in rare books.

Quaritch in turn sold it to the Rev. William Makeller, a Scottish Presbyterian minister and collector of Bibles. After the clergyman's death in 1898, the book found a new home, over the auction block at Sotheby's in London. Quaritch bid in

for \$15,000 for Dr. Eugene Augustus Hoffman, then head of the General Theological Seminary.

Lack of a Watermark

The seminary's illustrious acquisition was admired and examined by many in the field of rare books, including Paul Schwencke, a top authority on Gutenberg Bibles several decades ago. He, among others, had not only failed to detect the manuscript replacement, but had also failed to note that the substitute leaf which should have borne a watermark, had none.

The questions of who perpetrated the forgery, and why and when, was never satisfactorily answered? However, the experts believe it possible that the faked leaf was inserted about 1815 when the Bible was rebound and flyleaves with watermarks of that date were used in the job.

The story of the seminary's Bible ends happily. For while the book has its incomparable forgery it also has a genuine replacement for the original leaf.

A mutilated copy of a Gutenberg Bible came into the possession of Charles Scribner's Sons, publishers. It was sold part by part, but one leaf was reserved as a gift, in 1953, to replace the mysteriously missing pages of the seminary's copy.

Kiwanians Realize \$1,000 From Auction

A total of more than \$1,000.00 was collected by the Kiwanis Club of Shelbyville, Ind., in their Annual Auction held this fall. Three and one-half hours were required to sell all of the many items that were provided.

Col. O. S. Clay, veteran Shelbyville auctioneer, opened the sale for the ninth consecutive time by virtue of his seniority rights. Other auctioneers who participated included the following: Riley Keaton, Morristown; Landy Paaris, Ray Crossing; Bob Cox and Jim Buckley, Shelbyville; Tom and Bob Zobel, Prescott; Kenneth Wind, Mt. Auburn; and Jack Hill, Boggstown. Veteran clerk, Willard Chessner, again was in charge of that portion of the auction.



Members of the New York State Ladies Auxiliary serve tea to out of state guests during the 1958 National Convention. Representing the hosts (on the left): Mrs. Jim Landen, Mrs. Pete Murray; Mrs. Tim Anspach and Mrs. Arnold Ford. The guests, Mrs. R. A. Waldrep, Georgia, and Mrs. Ken Burrows (front), Pennsylvania.

IN UNITY THERE IS STRENGTH

THE LADIES AUXILIARY

Pennsylvania Notes

This year of 1958 is coming to a conclusion and it has been a busy one for the 'Berry Family', and, I hope for every one who reads this article.

We do a diversified auction business but we like selling antiques and furniture stores. In this past year we have averaged four and five sales a week. So that makes us very busy as I help with most of them.

We have a large house to keep and I am also in the Antique business. We have two married daughters and one six-year old grandson. My only regrets are that we have been unable to get Pennsylvania women organized as yet but we are going to try very hard to make it next year's project. If we want successful men we need interested women to back them up.

Hope everyone will have a nice Holiday season.

Mrs. Tom Berry
West Newton, Pa.

Hoop-la

By MARGARET RORKE

There's a novel sort of "motion"
That has come "before the
house".

It has won the true devotion
Of the set with skirt and blouse
Quite as well as he-man heroes.
Even grandmas leave their
stoops

To put on those plastic zeroes
That are labeled hula hoops.

* * *

What was once Hawaii's feature,
And that island's lure and lore,
Now belongs to any creature
With a circle from the store
He can "orbit" 'round his middle.
If it rarely ever droops,
He's the master of the riddle
Of the current hula hoops.

Like the Vanguard's are my labors.

They provoke convulsive mirth
From my family and neighbors
As the ring returns to earth.

But the curse to be lamenting —

More than managing those loops —
Is what keeps me from inventing
Simple things like hula hoops.

Oh, What A Relief!

LONDON — What makes a woman happy?

The question was posed at Britain's "Women of the Year" luncheon here.

"Marrying a fine man," said Lady Attlee, wife of Britain's former Laborite prime minister.

"Giving and receiving," said ballerina Beryl Grey.

Hospital matron Marjorie Marriott thought "Love of fellow men and women, work and the spirit of life."

But most agreed with comedienne Joyce Grenfell — "Taking off my girdle at the end of the day."

Adolescence is the period when children revert to the 2 o'clock feeding.

THE LADIES AUXILIARY TO THE NATIONAL AUCTIONEERS ASSOCIATION

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New Books For Auctioneers

By Col. B. G. Coats

"The Book of American Clocks" by Brooks Palmer, just off the press and published by the Macmillan Company, New York City, is a most valuable asset to every Auctioneer's library and especially those who sell household goods and furnishings.

Everyone who has felt the fascination of old timekeepers from the novice collector of antiques to the most expert horologist, will take endless pleasure in this fine panorama of American clocks and watches. The more than 300 illustrations range from rare masterpieces of the early craftsmen through all the important types of time keepers developed during more than two hundred fifty years.

Carefully arranged in chronological order and accompanied by explanatory captions, the pictures show not only the beautiful exteriors but also, in many cases the movements and the makers' labels. The descriptive text provides an informative history of clock-making in America and a list of almost 6,000 American clock and watch makers.

I have found this book to be the most complete book on American clocks in existence—an ever-useful reference volume and recommend it most highly to every Auctioneer selling household goods and furnishings. Know what you sell before you sell it.

Going, Going, Gone

Yes, that is the title of a new book hot off the press of the E. P. Dutton & Company, 300 Fourth Ave., New York 10, New York. The author is Bellamy Partridge. The book is an informal and colorful story of auctions and auctioneering from Colonial times to the World-famous Galleries of today. You will find Going, Going Gone an utterly delightful glimpse into the history—past and present of auctions and auctioneering, written in the gay, anecdotal style that makes you want to read it from cover to cover without laying it aside.

The book is more than a fascinating treasure-trove of auction lore and ones' love for auctioneering, this is a book of special charm and nostalgia for everyone who has experienced the glow of the successful bidder who has captured the prize and vanquished the competition. The author takes you on a panoramic journey through history as he visits a trading post auction during Puritan times, typical country auction, a cattle auction, slave auctions before the civil war and some of the fantastic estate sales and world-renowned galleries. Christies in London, Galerie Charpentier in Paris and the large galleries in New York City.

If you like your profession and want to improve upon it, then buy and read this book.

Large GSA Auction By Cincinnati Firm

On Wednesday, September 3, 1958, the Effron Corporation, 411 Oak St., Cincinnati, Ohio, Industrial Auctioneers, offered for sale, 158.39 acres of unimproved land at Luck, Ohio. Total bid for the farm land was \$59,870.40, which GSA approved.

The following day, Sept. 4, 1958, at Dayton, Ohio (Veterans' Administration Center) the firm offered 132 acres for sale. The total bid was \$158,400 and approved by GSA.

At Detroit, Michigan on October 28, 1958, a former naval plant, consisting of 176,000 sq. ft. located on 12.68 acres, was sold for \$495,000 for GSA.

Donald L. Bates, a member of the National Auctioneers Association, has been conducting auctions for the Effron Corporation since 1953. The Effron Corporation, which specializes in industrial liquidations, has been active in this field since 1873. Sales are conducted on a national basis and offices are located in principal cities.

An old guy can get a crew cut, sports clothes, bow tie and other tricks to take 20 years off his looks but he sure can't fool a long stairway.

More Participation Needed From State Associations

By COL. POP HESS



The date of this writing is Tuesday, November 11, "Armistice Day". Forty years back the World War came to a close and as we look back over these years many changes have taken place in many ways. Much has been written and could be said pro and con about the events and inventions that have come to light since November 11, 1918.

We have seen our farm pulling power changed from horses to tractor power, we have seen the auto come from 25 miles per hour to 100 miles per hour — trucks travelling at the same rate. We have the radio and get the top world news directly from where it happens in a matter of minutes. We have the TV that keeps us up late at nights and bores us with commercials.

We have auctioneers with a gavel who can travel, forsaking the old Pullman Car for airplanes and can sell in New York one day and in California's Cow Palace the next day. Purebred livestock auctioneers in 1918 were happy with a \$100 per day fee plus expenses for any top sale. Now it must be from \$500 to \$1,000 a day and many get it. Twenty-five cent tips have jumped to ten bucks.

We still have wars and rumors of wars. Folks are eating very high on the leg of the steer, hog or sheep and one is very much out of date if he doesn't have a very large and comfortable mortgage on most everything he is supposed to own. The younger generation will not blink an eye in buying a \$30,000 home with ground enough to sit the house on and be in debt \$29,999.00— on weekly and monthly payments.

Every item they use is equipped with a push button and the old covered wagon

rolls onward. This has all happened in the last 40 years. Let's hope that someone does not now invent the wrong kind of push button for some unmindful chap to find and push. Now you are saying Old Man Pop Hess is growing old and missing the greatest world to live in of all time.

Far from that, boys, as you know I am very happy and every auctioneer should be as to date, and many years ahead, no inventor can invent any kind of contraption to replace the auctioneer's dollars regardless of their percentage value. He is in the drivers seat collecting them for the man who has to have them.

The auctioneer is a member of one of three professions which most people make use of at some time during their life. The doctor, undertaker, auctioneer, with lawyers running a close fourth, generally get in on some part of the stretch during a person's life. It would be a very sick and dreadful world without the services of each.

Each year in my life the month of November has been very enjoyable to me. It is always one month ahead of Christmas time, we have elections in November and we feast on turkey and what have you at Thanksgiving time, and prepare to pay the many tax events we have coming with the New Year.

Speaking of elections, just one week back from the date of this writing we had one that was quite shaking. In my on the air Radio Program on that day at noon I took a little off my regular time to make my predictions on the election results. Here are my predictions, 12:00 noon, November 4th, 1958. "I PREDICT THAT ONE HALF OF ALL

IN UNITY THERE IS STRENGTH

CANDIDATES ON THE BALLOTS BEING VOTED ON TODAY WOULD NOT BE ELECTED." The real joke of all this is that I was surprised and jolted the next day when I learned that 98% of the candidates I voted for were the ones that lost. However, I am like all good old-fashioned GOP's, John Q. Public has gone to the polls and voted, the majority won and if it is good it will remain with us and if it is bad there will be another November election to correct it. That is the satisfaction we all have when we live in the good old UNITED STATES OF AMERICA.

Auction sales in Ohio have been numerous throughout the fall season. Prices are good in all divisions and as I see it the farmer and the livestock man along with all branches of general business is far from being bad or below good battling averages. Many of our cities are growing and expanding, taking in much of our farm land for subdivisions to take care of the expanding population. This has spurred land prices in outlying sections and the movement is to the country-with city improvements and conveniences.

All of this makes the auctioneer much in demand in general farm sales plus top livestock auctions of all kinds throughout the states.

The November issue of this publication arrived on my desk yesterday, Nov. 10, and I was happy to note it was being supported by various auctioneers throughout the land. However, more direct auction sale reports from the various states would make much interesting reading. As we approach the coming months I feel, through our many State Associations, a good report could be selected from the membership. I still cling to the idea of each state sponsoring a page in this publication. That would bring in some extra revenue and make a better publication. It would increase interest which would increase membership in both State and National Associations as members would feel their efforts on the firing line was one of notice.

An auctioneer is just like other folks — he is interested when his efforts get into print for public reading. We who write a column month after month can be-

come somewhat stale and can very easily repeat on many topics. But what could be fresher and more digestive than a page from each State Auctioneer Association on activities of the past month. A number of short sketches on who was who in the auction activity in your state, trend of prices as well as successes and disturbances that may come up. Through it all the auctioneer in demand today can keep posted on what is cooking in other states and help him solve many sudden and shocking moments in his sales for decisions, etc. All other professions and businesses have their trade journals and they read it from cover to cover as in this day and age one must keep posted to be efficient and progressive. I don't mean a page of self praise from your auctioneers but news of succesful sales, price trends, volume of sales and how unforeseen problems were met, etc.

Through this cooperation our little publication that runs from 32 to 48 pages monthly can be packed with facts that every auctioneer should know and produce ample funds to get it into print and mailed. I bring this up uninvited by anyone in the NAA. It is my dream to meet a much needed page in your publication, "The Auctioneer".

Each State Association needs more active auctioneers in their membership. The National Association is also clamoring for more members. Both should have them. Take a survey of the auctioneers listed against those who are non-members. The figures are staggering. This gap can be bridged by State Auctioneers Associations blowing their horns for their own state and reporting their auction sale activities. I am quite sure the cost would be reasonable and the results favorable.

Many of your annual meetings will soon be held. Now is the time to do some down to the ground thinking on

"I very much enjoy "The Auctioneer" and find it very useful and helpful." Lester D. Bell, Mammoth, Ariz.

stronger State and National Associations for better results and unite into a fold the majority of auctioneers of the land. Not a Union or a Trust but to bring out what is better and best in public auctions in way of conduct and management. To-day we have more auctioneers than ever before, yet there is a great demand for those who are available with the ability and back ground necessary to get the job done.

Steltz Conducts Big Foreign Auction

Douglas Steltz, Milwaukee, Wis., industrial auctioneer conducted one of the largest and most unusual auctions in history at Antwerp, Belgium, Nov. 24 and 25.

Auctioned were construction equipment and materials, trucks and cars and other articles declared surplus by Atlas Constructors, a combination of five American construction companies which built United States air bases in Africa. The equipment had an original value of approximately six million dollars. Four ships were required to carry it to Antwerp.

Early in October, Steltz spent three weeks scurrying about North Africa and Belgium to set up the sale. First he visited various spots in northern Africa to appraise the goods to be auctioned and to arrange for shipping it to Antwerp, a free port. Then he went to Antwerp to hire 22 persons to assist in the sale.

The sale was conducted in English, French, German and Dutch, but Steltz confined his bid calling to English and French. He spent considerable time in refreshing his memory of the French language prior to the sale. Foreign assistants took care of the other two languages. Seven members of the staff of Douglas Corporation, which Steltz heads, made the trip to Antwerp to help with the auction.

About 20,000 brochures, 36" by 48", in attractive colors, were prepared and distributed in this country and abroad. They were printed in English, German,

Hebrew, Arabic, Dutch and French. Any money exchangeable into dollars at the free market rate was accepted from the buyers.

Douglas Steltz is an official in the Association of Wisconsin Auctioneers, a member of the National Auctioneers Association and addressed the 1957 National Convention at Lansing, Mich., on the subject of Industrial Auctions.

Soldier From Iowa Assists Col. Coats

Col. Eugene Mouw, of St. Ansgar, Iowa, now stationed at Fort Monmouth, New Jersey, where he is serving his two years in the Armed Forces, does not permit his army service to lessen his interest in auctioneering.

Prior to entering the army Col. Mouw, was associated with his father who operates a large sale barn in St. Ansgar, whose weekly sales average between 1500 and 2000 head of cattle. Being desirous of keeping fit and ready to go full steam ahead when his term of duty terminates, he went in search of an Auctioneer and visited the office of Col. B. G. Coats, who invited him to be present at the liquidation of an estate on Saturday, October 25th. Col. Mouw, arrived at the sale at 8:00 A.M. anxious to do anything helpful. He was put to work and showed so much initiative and enthusiasm that Col. Coats, introduced him to the 500 visitors present and invited him to sell a Pinto pony. Col. Mouw, ascended the auction stand and with humility acknowledged the introduction and proceeded like a veteran to the amazement of the crowd. Results, the Pinto pony brought \$325.00.

After the sale he remarked, "you sure get high prices in this part of the country, back home a pony like that would bring about \$40.00". Col. Mouw, is now making extra money being employed by Col. Coats, whenever he gets time off.

Printed in a Missouri newspaper: "Columbia, Tenn., which calls itself the largest outdoor mule market in the world, held a mule parade yesterday, headed by the governor."

Auctioneer: A Flair for High Bid

The bid was \$175,000 for the Gauguin and it had come from one of the outer rooms of the Parke-Bernet Galleries.

The auctioneer paused. He glanced around the main room but the assembly was silent. Then he said:

"Ladies and gentlemen, can you imagine my embarrassment tomorrow when the successful bidder of this picture comes to me and says, 'I told you I was interested in the important pictures, but you wouldn't give me a ticket to the main room.'?"

A moment later the picture was sold for \$180,000 to a person in the main room.

The auctioneer with the flair for getting that extra few thousand was NAA member Louis J. Marion, executive vice-president and senior auctioneer at the galleries. The Lurcy Collection that was being sold that night last November brought a record total of \$1,700,000.

* * *

On Nov. 19 Mr. Marion presided over the auction sale of the Arnold S. Kirkeby Collection. This may break the record established last November and will unquestionably be the American art sale event of the year.

By now this type of thing is fairly routine to Mr. Marion, whose cool techniques have kept the heat on many of the largest art sales of the last decade. He has the reputation of being able to wring a little more out of the most experienced bidders.

Perhaps this is because he is one of the most seasoned auctioneers in the trade. He has been lowering the gavel at Parke-Bernet since 1937. Nine years ago he became chief auctioneer there. He got his first regular job at the galleries as an apprentice in 1924.

As a result of his activities, Mr. Marion, who is fifty, is regarded as one of the top appraisers in the art world. He has evaluated such collections as that of the late J. P. Morgan Sr. After King Farouk of Egypt was deposed in 1952, Mr. Marion was called to Cairo by its new rulers to appraise Farouk's art and

jewels. Mr. Marion is also a top authority on precious stones.

* * *

A graduate of Evander Childs High School in the Bronx who attended night school at Fordham University and studied at the Metropolitan Museum of Art, Mr. Marion now lives in Bronxville with his wife, the former Florence A. Winter. The Marions have two grown sons. They also maintain a home in Gardiner, N. Y.

He finds time for numerous charitable activities and has appeared on two telethons for the Arthritis and Rheumatism Foundation. He is also an honorary chief of the New York City Fire Department whose advice on fire prevention in museums and art galleries is regarded as authoritative.

Got A Niddy-Noddy? Denglestick? Save It

DETROIT—Don't throw away the rust-encrusted hand tool you found in grandfather's attic!

It may be a niddy-noddy, denglestick or beetle and of historical value to a group of amateur experts on early American industry.

The Early American Industries Association, well grounded on the niddy-noddy and denglestick, is looking for new fields to conquer in its efforts to identify hand tools used in pioneer-day industry.

Its researchers from all parts of the country are sifting through a maze of hand tools collected at the Henry Ford Museum in suburban Dearborn.

Experts, such as Dr. Fred C. Sabin, a Little Falls, N. Y., physician, expect to obtain aid from Museum Curator Minor W. Thomas, Jr., in their efforts to solve the mysteries of a large group of hardware nobody has been able to identify.

One association member has been dragging a fork-like gadget to meetings for the last 10 years without encountering anybody who could identify it.

The members of the association are hobbyists attempting to learn more

about industry of early America, a time when hand tools predominated.

Through the years the association has identified the niddy-noddy as an instrument used to skein yarn, the dangle-struck as a tool to bang out nicks in scythe blades, and the beetle as an instrument to drive fence posts.

Occasionally the hobbyists get off on the wrong track.

Dr. Sabin said it took the association a long time to identify a strange gadget owned by a member of a Hudson River shad scaler.

"The darn thing turned out to be a coconut husker from the South Seas," said Dr. Sabin regretfully. No use to us at all."

A man in Grand Rapids devised what he calls "the first realistic two-car garage."

One door reads "His"; the other, "Hers."

The "Hers" door is two feet wider.

Upright and Rolling

By Margaret Rorke

I was watching a tyke
With his new birthday bike
As he struggled to get him a ride.
He would set it up straight,
But it just wouldn't wait
'Til the youngster could get him
astride.

Yet as small as he was,
He was prudent because
He was conscious of
what should be done.
He must keep it erect—
Feet to pedals connect—
and then push 'till he got it to run.

Life, itself, asks the same.
First be upright in aim.
Then get moving or else you will fall.
Thus I saw in the tyke
With his new birthday bike
The contentions that bother us all.



Promotional Items

NEW: Attractive Bumper Strips, advertising the Auction method of selling. **35c ea., 3 for \$1.00**

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Sharp Rise In Sales Of Gold Plated Plumbing

By Cynthia Lowry

NEW YORK—Porcelain and chrome may suit us average Americans. But the big-money crowd from coast to coast is going in for marble tubs and golden plumbing.

Arthur Ward, head of a 100-year-old company that is the Tiffany of the custom period hardware business, finds that his gold plumbing fittings sales have increased over 400% in the past two years and, despite the recession, are still increasing.

"Gold-plated bathroom fixtures have always been the ultimate in luxury and always popular with those who could afford them," says Ward. "But recently there has been even more interest.

"I suspect part of it is the conspicuous consumption motive: 'Look, I can even afford golden faucets!' But there's also the fact that people have concentrated on the kitchen until just about everything that can be done has been done. Now they are looking at the bathroom. Bathrooms are getting bigger—becoming combination dressing rooms—and there is a definite trend toward sunken tubs."

Ward says that the gold plumbing fixtures part of P. E. Guerin's business—he's the third generation of the family to head the company—hasn't seen such a landslide of business since the good old depression days when steel's Charlie Schwab ordered himself a bathtub cut out of a solid block of onyx.

Today gold bathroom accessories are so popular that a "mass" market for this extravagance has developed. Golden-plumbing "masses" are build of folks living in homes costing a minimum of \$40,000.

But even this type of money-laden mass market holds little interest to Ward. His clientele includes names like Ford, Chrysler, Whitney, VanDerbilt, Du Pont, a number of Greek shipping tycoons, and architects and interior dec-

orators so successful that they shun, rather than court, publicity. In a recent listing of the 10 richest men in the country, Ward counted seven buyers of Guerin-made hardware, most of them possessors of golden bathroom fittings.

* * *

Made-to-order period gold fixtures come high. If the chrome fittings in your porcelain bathroom basin (two water faucets and a mixing spout cost \$25, gold plated replacements would set you back between \$125 and \$600, Ward says, depending on the amount of detail. You could, of course, get them cheaper elsewhere, but Guerin's specialty is fine brass casting combined with hand-chasing, which means the refinement of ornamentation by hand tooling.

"Most people just want a splash of gold and can get away with less expensive, less finished stuff," says Ward.

At the moment, the very rich—the ones who really know what's what in elegance—are giving Louis XVI the big play in bathrooms. Meanwhile, back in the \$40,000 houses, the big interest is in renaissance empire periods.

"There used to be a steady demand for Renaissance — 15 Century French-dolphins and Empire — 19th Century French—swans," Ward says. "Now, too many people are using them, and dolphins and swans have become cliches. So the big period is the delicate Louis XVI."

Ward delights in the validity of period hardware designs, and he regrets that many well-publicized decorators have little respect for—and less knowledge of—purity of periods, even in bathroom decor.

He recalls with dismay receiving blueprints for an expansive bathroom from a decorator who proposed to combine Louis XV faucets and spout with Renaissance mirror trim, Louis XVI lighting fixtures and Empire legs and feet on the marble washbasin.

"A mish-mash," he declares. "Bronx

renaissance. But if the nouveaux don't know it, what are you going to do?"

The custom-made high grade hardware business generally has been in a state of change in recent years. There remains a good demand for authentic period hardware — escutcheons, box locks, olive knuckle hinges, paumelles and cremone locks, for instance.

Ward's big problem is the diminishing supply of skilled craftsmen, called chasers, whose delicate finishing work makes the difference between mass market fixtures and the expensive product. Of his four chasers, the youngest is 64 and the oldest is 87—and Ward hired the 87-year-old just the other day. Young people just aren't going into the craft anymore.

"But demand for authentic period hardware has held up," Ward says. "It is just that it is more spread out. Big houses are disappearing. In the old days it was not unusual to get a single order

for \$100,000 worth of hardware for a house. The biggest order we've had since the war was for \$40,000—a millionaire was decorating a seven-room apartment."

Through the years Guerin has gathered together about 50,000 models of hardware ranging in period from pre-Gothic to modern.

Often Ward must design plumbing fixtures to fit into a desired period. For instance, most mixing spouts for wash basins are adapted from authentic fixtures of the period for the simple reason that during the actual time, no such thing existed—just hot and cold water spouts.

At the moment, Ward's customers are completely ignoring—in and out of bathroom—two periods; Goth and Victorian.

"Our clientele won't touch anything Victorian," he emphasized. "That's for the masses."

Men With Faith, Principles

Will Uphold Golden Rule

By HAYDN S. PEARSON

Of what can a man be certain when he sees greed and self-glorification dominate the actions of men? Are there still solid foundation stones when hatred and intolerance so frequently generate poison in men's minds. When the trivial, panal and vulgar hold the attention of so many, is it a case for despair?

As long as the mountains and hills rise steadfast and serene against the sky and the great rivers run to the ocean, the verities that give faith and meaning to life will retain their power. As long as the glory of autumn flames on northland hills and covers valley woodlands with beauty, so long will the principles that guide men's feet toward truth hold validity. As long as men plant seeds in Earth's warming breast, nurture the crops and reap the full corn in the ear, men's faith will remain strong. As long as men believe that when a winter is done the resurrection will come, so long will the verities guide toward a higher goal.

As long as man stands at ocean's edge

and ponders the mystery of the seas, as long as he stands on a hilltop at dusk and watches stars shine through night's curtain, as long as his heart responds to the song of a hermit thrush in a quiet woodland, so long will foundation principles guide his feet.

Man is a strange and paradoxical creature, often given to perverseness and rationalization. He refuses to benefit from the experiences of others and chooses to make his own mistakes. Dictators for a time may wield brutal power. Nations have risen to heights and sunk ot depths, but history's lesson is plain if one chooses to read. For individuals and for nations, the verities are the foundation stones. As long as there are men with faith and principles, they will lead toward the day when the Golden Rule will become the guiding beacon.

A scientist reports that alcohol was first distilled in Arabia. (That explains those nights).



IOWA AUCTIONEERS AND THEIR WIVES ENJOY FELLOWSHIP AND FESTIVITIES AT THEIR ANNUAL BANQUET.

Iowans Hold Great State Convention

By B. J. BERRY

Auctioneers from all over Iowa gathered at the Warden Hotel in Fort Dodge, October 25 and 26 for the annual convention and business meeting of the Iowa Auctioneers Association.

Activities started with a fun auction on the evening of the first day which was most successful. This was followed by dancing at the Royal 400 Ballroom.

The group again convened at noon the following day with a group luncheon. The Mayor of Fort Dodge gave the welcome address at this time. He admired the abilities of the auctioneers in their speaking talents.

Col. John L. Cummins, nationally known tobacco auctioneer from Cynthiana, Ky., was the featured speaker on the afternoon program. He gave a talk that will long be remembered about the tobacco auctions as well as the trials and hardships of another Kentuckian who later became President of the United States—Abraham Lincoln. Col. W. L. Renaker, also of Cynthiana, accompanied Col. Cummins to the meeting.

Warren Collins, Jesup, was elected President for the ensuing year. New Vice-President is Glen Anderson, Gowrie, and B. J. Berry, Fort Madison, was re-elected Secretary-Treasurer.

Added to the Board of Directors were retiring President, Clinton Anderson of Fort Dodge; John Lizin, Gowrie; F. E. Bloomer, Glenwood; and Leland Dudley, Sheffield.

Talents Unlimited

Without grace and without haste,
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graced.

Three Bumper Strips for Lena's end,
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Four Decals, you're closing out,
To tell John Q. that we're about.

Check inclosed, good wishes too,
To everyone, not just a few.

Turner Kees, Hickory, N. C.

Dear Sir:

Enclosed is my check for \$2.00 for which I would like for you to send me six of the new bumper strips. I have ordered some of them before and I really like them. They are attractive and are a real eye-catcher.

Yours truly,
Forrest A. Mendenhall
High Point, N. C.

Carload Auction Totals \$565,000

Lewistown, Mont., Oct. 11 — Approximately 2,850 head of yearling cattle were sold in carload lots for a total of \$565,000 in five hours and 40 minutes at the Central Montana Auction Yards in Lewistown Saturday afternoon.

It was the first time in the history of Montana auction houses that all the cattle were sold in carload lots. The yearlings were submitted by 36 local ranchers and bought by 27 buyers from Illinois, Indiana, Wisconsin, Iowa, Minnesota, South Dakota, Nebraska, Idaho, and one Lewistown feeder.

Saddle Horse Sells For \$30,000

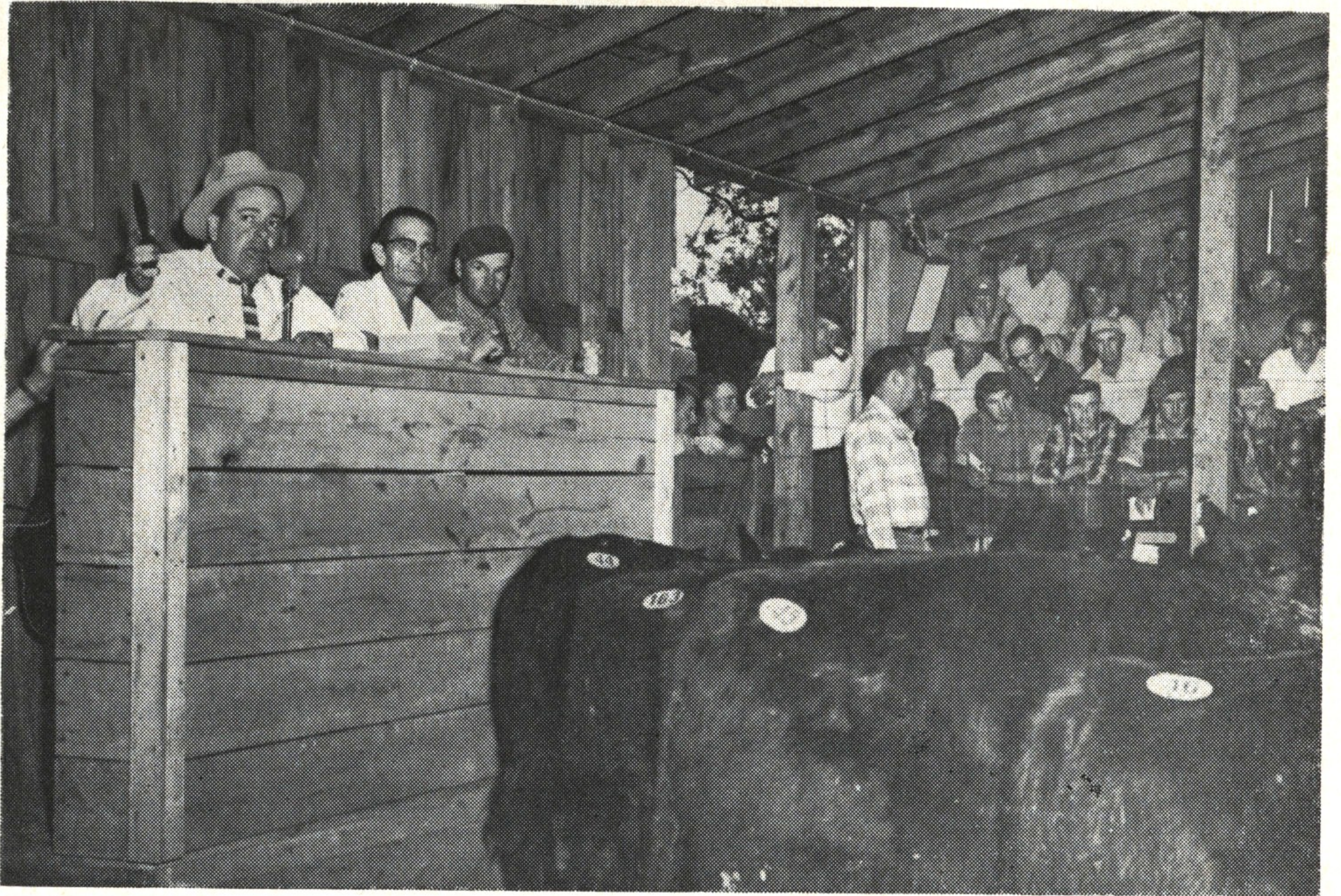
ST. LOUIS — Donald Decker, Omaha Neb., is the owner of the most expensive three-gaited saddle horse in America.

Decker bought the mare, "Delightful Society" for \$30,000 from the "Odee Farm Stables" in St. Louis County.

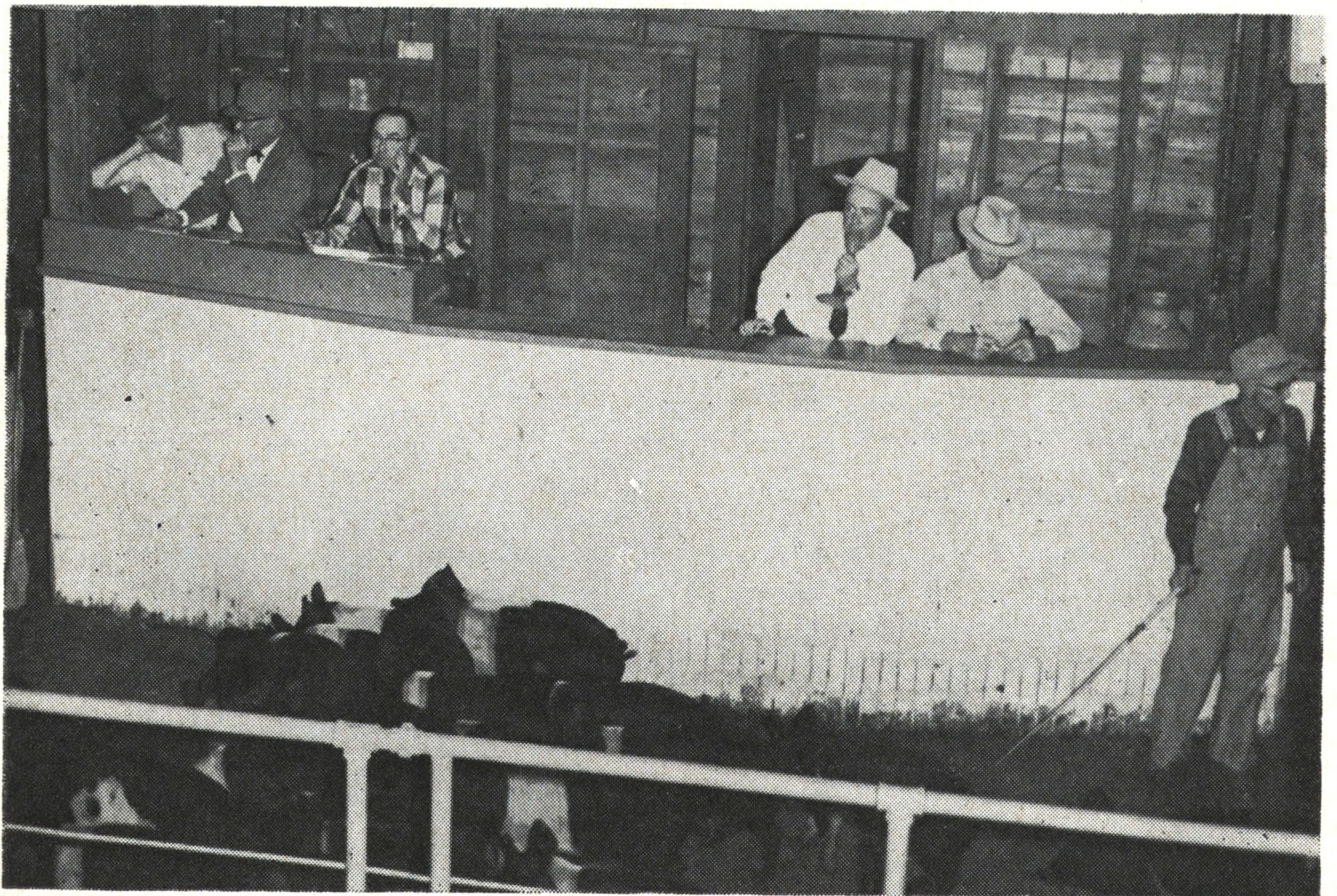
Owner of the stables, steel firm executive Louis Greenspoon, said he disposed of his entire stock in an auction. He explained he was giving up his stable because business activities left him no time for horses.

"Delightful Society" was acquired by Greenspoon as a weanling. It won two world's championships, the junior three-gaited and the 3-year-old stakes at the Kentucky State Fair in Louisville in 1956.

IN UNITY THERE IS STRENGTH



The oldest and largest Co-operative Feeder Cattle Auction in Missouri, sold 7,753 head in a 6 day sale for a total of \$1,287,876.92.



At the left of Col. Arnaman is Mr. E. S. Matteson of the Missouri Agricultural Extension service.

Missouri Coop Sales Fill Important Need

Col. H. Willard Arnaman, Unionville, Missouri, (at top, opposite page) selling a Missouri Co-operative Feeder Cattle Sale. These sales are farmer controlled and operated. The cattle come direct from the farms to the sale pens. The pens are used only for the co-operative cattle and pig sales, 4-H activities and occasionally a breeder's sale.

The cattle are sorted into uniform lots as to breed, sex, type, quality and condition under supervision of the Missouri Agricultural Extension Service. Cattle are sold by the pound and the scales have been tested under supervision of the State Department of Agriculture. The cattle are all dehorned or naturally polled and no bulls are sold.

Feeder Cattle Sales were started in Missouri in 1929. Under the present plan they have been operating since 1941. Buyers can get the type of cattle they want in these sales.

Col. Arnaman is a member of the NAA and is Secretary-Treasurer of the Missouri Auctioneers Association.

The Feeder Pig sales (lower picture, opposite page) operate along the same line as the Feeder Cattle Sales. The pigs

are fresh from the farm, have all been castrated and vaccinated prior to the sale and are also sorted into uniform lots by the Missouri Agricultural Extension Service. The pigs sell in lots from a few head up to 200 hundred.

It is no uncommon to have buyers that buy 1000, 1,500 or 2000 head through these sales. One of the larger sales had 4,500 head that moved through the ring in approximately 3 hrs. 30 min. Buyers come from all over the U.S. to these sales.

\$2500 State Auction

EAST LANSING — An auction of stolen and recovered property held by the State Police brought in \$3,855.

Included were 50 bicycles, old watches and rings. After expenses were paid, about \$2,500 was left for the State Treasury.

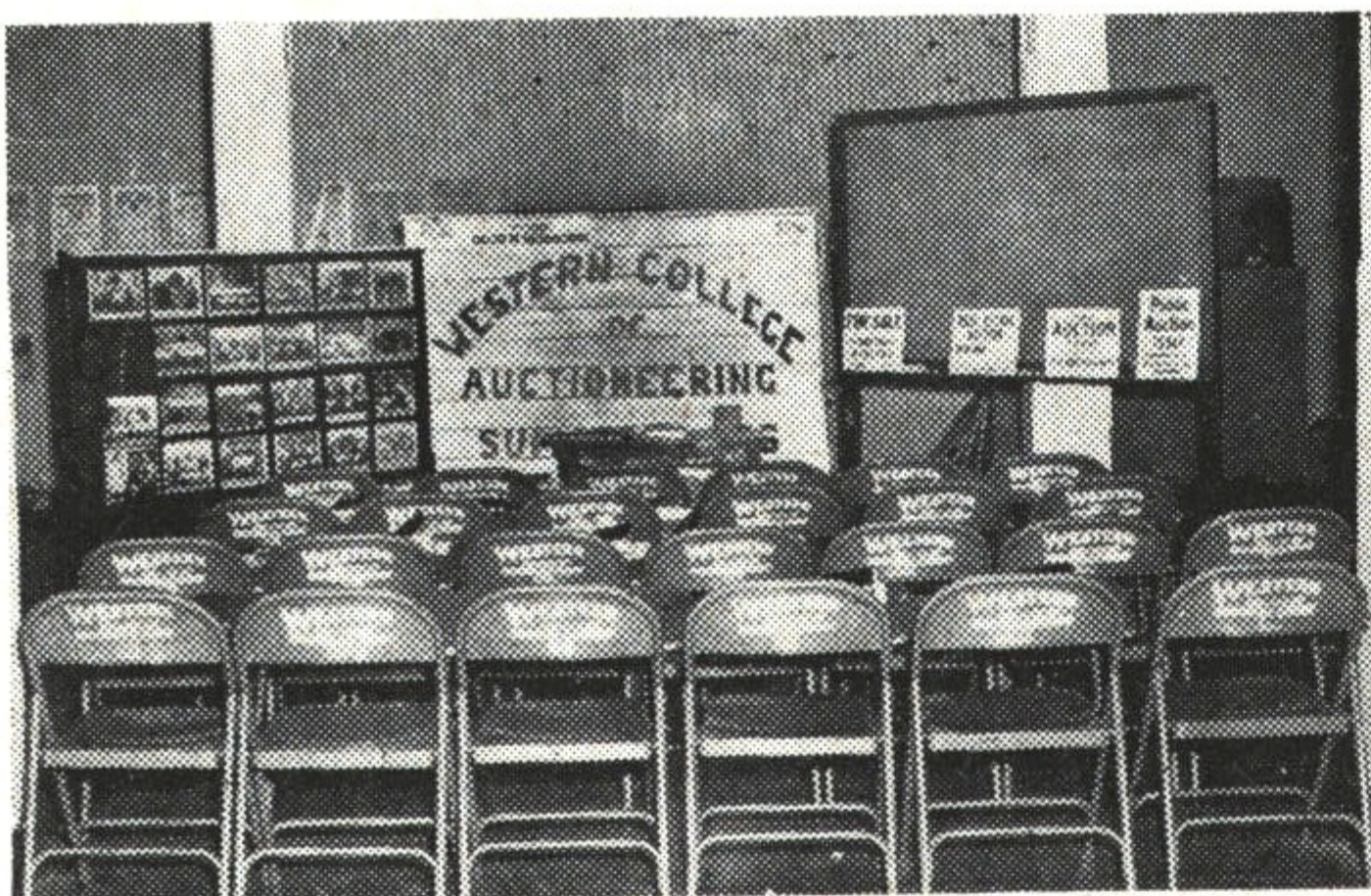
The most manifest sign of wisdom is a continual cheerfulness; her state is like that of things in the regions above the moon, always clear and serene.

—Michael Montaigne

“Old Saw Rewritten: If a man makes a better mousetrap, the Internal Revenue Service will beat a path to his door.”

—Changing Times.

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Col. R. W. Henderson, Jr., Magnolia

Col. Dittmann Mitchell—Fayetteville

Col. Brady L. Wooley—Pine Bluff

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Col. H. J. Caldwell—Ontario

Col. Tom Caldwell—Ontario

Col. Ray Roberson, Grover City

Col. E. V. Wing—Gerber

COLORADO

Col. Herman W. Hauschildt—Denver

Col. Lyle D. Woodward—Denver

CONNECTICUT

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Col. Michael M. Gordon—Chicago

Col. Harold Hilliard—Greenville

Col. Ray Hudson—Morrisonville

Col. Charles F. Knapp—Cissna Park

Col. J. Hughey Martin—Colchester

Col. A. R. McGowen—Oak Lawn

Col. Melvin R. Penning—Forreston

Col. Carman Y. Potter—Jacksonville

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Col. A. T. "Tom" Sapp—Springfield

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London Art Auction Sets Total Sales, Price Records

LONDON—A New York insurance man made nearly \$2 million in 24 minutes at an art auction that set all-time records for a single picture's price and for total sales.

Seven paintings by French impressionist masters, put on the block by Irwin Goldschmidt, brought a total of \$2,186,800—nearly half again the \$1,708,550 record set in the sale of 70 paintings in New York last year.

Even after commisions, Goldschmidt's net is expected to be near the \$2 million mark.

A blue-ribbon audience, including such notables as Hollywood star Burt Lancaster and ex-Prime Minister Winston Churchill's wife, jammed Sotheby's auction rooms for the exciting sale, but the pictures were knocked down to dealers, most of them from New York.

Although it was believed that most if not all of the buyers might be acting for such noted principals as U. S. Ambassador John Hay Whitney or Greek shipping magnate Stavros Niarchos, no proof could be obtained.

The pictures were:

Cezanne's "Boy In The Red Vest," bought for \$616,000 by New York dealer Georges Keller. The price of this picture more than doubled the previous record of \$291,200 for an impressionist painting.

Van Gogh's "Public Gardens at Arles," for which New York dealer Sam Rosenberg paid \$369,600.

Manet's "Street In Bern," knocked down to Keller for \$316,400.

Cezanne's "Still Life Of Apples," sold to New York's Knoedler Galleries for \$252,000.

Manet's "Promenade: Portrait of Mme. de Gamby In the Bellevue Garden," bought by Keller for \$249,200.

Renoir's "The Thought," sold to E. Speelmann for \$201,600.

Manet's "Self-Portrait," which went to John Summers for \$182,000.

Goldschmidt inherited the paintings from his father, Jacob, a German refugee banker who settled in New York.

The high prices they brought, far exceeding the most optimistic expectations of the auctioneers, were attributed to the widespread publicity given the sale.

The bidding on the first painting sold, the Manet self-portrait, set the style for the evening when the price zoomed from \$14,000 to \$182,000 in 90 seconds. Summers, the purchaser, is believed to be a London dealer.

Auctioneer Peter Wilson responded to the towering prices without raising a hair. Even when the Cezanne had been bid up to its all-time record price, Wilson was still inquiring imperturbably, "Will nobody offer more?"

Football coach: "Things look so bad for this fall that I may have to use students on the team."

Houston Stockyards Charged

With P & S Act Violations

KANSAS CITY, Mo.—A complaint alleging violation of the fair trade practices provisions of the Packers and Stockyards Act by the Port City Stockyards Company, Inc., terminal market at Houston, Tex., has been filed with the Secretary of Agriculture in Washington, D.C.

Complainant in the proceeding is the Texas Livestock Auction Association, business trade association of the 172 Texas livestock auction markets. It filed the Complaint on its own behalf and in its representative capacity, particularly for its member markets in the Houston area. C. T. 'Tad' Sanders, Kansas City, secretary and counsel of the National Association of Livestock Auction Markets, is attorney for the Complainant. The Texas Association is one of 35 state auction market associations affiliated with the industry's national trade association.

The TLAA complaint alleges that a pamphlet-brochure entitled "Port City Stockyards, 1931-1956" continues to be publicly circulated and contains "statements and representations" which "suggest and represent to the public that livestock markets are (1) akin to black market operations, (2) conducting operations where consignors receive less than true market value for their livestock, (3) 'circus-like' in respect to facilities and operations, (4) placing consignors at a disadvantage by reason of their methods of operation, (5) not in possession of efficient and accurate scales, and (6) not responsible under the laws governing stockyard and livestock selling services."

The Texas association charges that the "statements, representations and inferences contained therein are false and misleading."

The Complainant further alleges that the Respondent continues to circulate the brochure, initially published in 1956, "with the purpose and intent of casting

discredit upon, and destroying public confidence in, the said livestock auction markets, particularly those located competitively within the area surrounding the city of Houston."

Grover C. Lee, Jr., executive director, who signed the Complaint on behalf of the Texas association, said that provisions of the P & S Act were equally applicable to all types of livestock market operations and services.

"Auction marketing being the Texas industry that it is, as a vital part of the state's livestock industry, is not a country bumpkin that can be carelessly and recklessly maligned and slandered," he said. "Our industry's proportions are evidenced by the fact that our Texas auction markets are now handling 75 per cent of all livestock consigned to market for sale in the State, despite four terminal, or private treaty, markets located within the boundaries of our state."

The Complaint concludes with the request of Sanders "that a hearing be held on the issues and that an order be duly entered against the respondent . . . requiring it to cease and desist from violating the Packers and Stockyards Act."

Officers of the Texas Association filing charges include Dewey Smith, Community Sales Co., Edinburg, president; C. D. McIver, Austin Stockyards Co., Austin, vice president; Irvin de Cordova, Jr., Groesbeck Commission Co., Groesbeck, treasurer; and Cecil Faircloth, Cleveland Commission Co., Cleveland, secretary.

Directors in addition to the officers are J. R. Taylor, Amarillo Livestock Auction Co., Amarillo; Oris Reynolds, Abilene Livestock Auction Co., Abilene; Sig Jernigan, Mills County Commission Co., Goldthwaite; Cecil Ward, Gainesville Livestock Auction Co., Gainesville and Otis Parks, Crockett Livestock Auction Co., Crockett.

Maverick Sells For \$130 At Auction

There is value in a name. A stray Doberman pincher was caught last month by the dog catchers of North Hollywood, Calif., after successfully eluding these city employees for four years. In fact he was only snared after being slowed up by a tranquilizer charge fired from a gun. The elusiveness of the canine earned him the name "Maverick" from the dog catchers.

After jubilantly reporting the capture, newspaper men gave "Maverick" so much publicity that 1,000 requests were received by the dog pound for ownership of the animal. Some highly intelligent and quick thinking official decided with the popularity the beast had received that he would be a "hot" auction item.

He was. Mrs. Harry Crown of Van Nuys, Calif., was the successful bidder at \$130. She thought four years of eluding the catchers earned him a permanent home.

Wanted-New Members

We have just completed the slowest period of the year so far as memberships are concerned. However, this is nothing to be alarmed about as most renewals should be in before this time. The percentage of new members is very high and with more of our own members participating in a program of getting new members, which is followed by a few, this list could have been increased many fold.

There are many ways you can help your organization and one of them is by renewing your own membership promptly. More than 500 memberships expire this month. Please renew promptly.

Following is the names of those whose memberships were received from October 16 through November 15. The asterisk indicates renewal.

- * Russell E. Kehr, Pennsylvania
- * Jacob C. Finer, New York
- * M. M. Mobley, Illinois
- * Delbert Winchester, Oklahoma

- * Leon K. Forbes, Michigan
- * Omer F. Bonney, Oregon
- * Howard L. Wyand, Illinois
- * Bill Sprockett, Ohio
- * Don R. Simmons, Colorado
- * Virgil Stortz, Iowa
- * Paul K. Gilbert, Pennsylvania
- * Ernest O. Maine, Rhode Island
- * Stanley Solon, New York
- * H. Willard Arnaman, Missouri
- * James A. Strange, Florida
- * John W. Strange, Florida
- * Elmer Bunker, New Mexico
- * Morris Weinstein, New York
- * Christie Mercurio, Rhode Island
- * Ira Potter, Kentucky
- * R. C. Westbrook, Wyoming
- * Merle T. McCabe, Colorado
- * John N. Shibley, Massachusetts
- * Lester Senty, Wisconsin
- * Glen Strickler, Indiana
- * Clester Bentzinger, Iowa
- * James L. Keith, Iowa
- * Paul Bastin, West Virginia
- * Jack McVicker, Kansas
- * Fraasier A. Reesor, Kentucky
- * Leonard Willinger, New Jersey
- * Verlyn Lane, Minnesota
- * Paul Roll, North Dakota
- * A. W. Lorenz, North Dakota

Maryland Visitors In New Jersey

Col. and Mrs. Earl Steiner, of Silver Springs, Maryland, recently paid a surprise visit to Col. and Mrs. B. G. Coats, of Long Branch, N. J. Arriving on Friday, Col. Coats, took Col. Steiner, to a sale on Saturday and instead of visiting he found himself selling most of the day. Knowing that the sale would not be completed until late in the evening Mrs. Coats and Mrs. Steiner, took off for New York City where they, according to the Colonels, spent the profits of the sale.

"My boy," said the successful man to his son, "when I was your age I was carrying water for a gang of bricklayers.

"Gee, dad," said the boy, "I'm sure proud of you. If it hadn't been for your pluck and perseverance I might have had to do something like that myself."

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: Wayne A. Coffey, Kansas
Secretary: Charles F. Knapp, Cissna Park

Indiana Auctioneers Association

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

Iowa State Auctioneers Association

President: Warren Collins, Jesup
Secretary: B. J. Berry, 3104 Avenue M Fort Madison

Kansas Auctioneers Association

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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

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New Hampshire Auctioneers Association

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New Jersey State Society of Auctioneers

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Secretary: R. M. Stewart, Box 37, Armagh

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Secretary: Boyd Hicks, Greenwood

Tennessee Auctioneers Association

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Secretary: Clive Anderson, 115 Union St., Nashville

Texas Auctioneers Association

President: Wayne Cook, 193 Meadows Bldg., Dallas
Secretary: Travis Somerville, 193 Meadows Bldg., Dallas

Virginia Auctioneers Association

President: H. L. Hoffman, 325 W. Olney Rd., Norfolk
Secretary: Earl Bland, R.R. 2, Roanoke

Association of Wisconsin Auctioneers

President: Don Lloyd, 257 W. 16th Ave., Oshkosh
Secretary: Ernest C. Freund, 17 Sixth St., Fond du Lac

THE LIGHTER SIDE . . .

He Means It Literally

When a man says that he sees eye to eye with his wife, it means that his vision has been corrected.

Looks Are Deceiving

"They look such a happily married couple, John."

"You can't go by looks, dear. They probably say the same about us."

Ah, Yes Madam

Woman driver: "Can you fix this fender so my husband won't know I bent it?"

Mechanic: "No. But I can fix it so you can ask him in a few days how HE bent it."

Traffic Data

A traffic expert said that if all the the cars in the nation were placed end to end, some nut would pull out and try to pass 'em.

Reason

At suppertime Mrs. Smith, who was intensely interested in her neighbors, was telling her husband about the fight the new couple next door had had that morning.

"If you were so busy cleaning house," asked Mr. Smith, "how did you see all that?"

"If you must know," his wife answered icily, "I was cleaning the slats of the Venetian blinds with my nose."

Tasty

Wanting to outdo the lavish presents of his brothers, he gave his mother on her birthday a \$50,000 mynah bird with a 4,000-word vocabulary in several languages.

"What did you think of the bird. Mother?" he asked after her birthday.

"Delicious," was the old lady's reply.

Reason Enough

Why did my wife make me quit my job as a fire watcher? Because I kept concentrating on an old flame.

Cheaper

Mrs. Jones smiled at her husband when he got home.

"Poor darling," she said, "you must be hungry. Would you like a thick, juicy steak, some golden brown french fries, a nice salad with some sliced tomatoes and some delicious apple pie for dessert?"

"Sure I would, dear," was the reply. "But let's eat at home and save the money."

Attraction

One supervisor was telling another: "When I walk by the typists I feel like a piece of uranium approaching a battery of Geiger counters."

"What do you mean?"

"The closer I get the faster they click," answered the first.

Sad, Sad Story

A woman whose husband lost his life in a railroad accident received \$10,000 from the company by way of compensation. Shortly afterwards she read in a newspaper about a traveler on the same railroad who had lost a leg in an accident and had been paid \$25,000. At once she went to the office of the railroad. "Gentlemen, what's the idea?" she demanded. "You give me \$10,000 for the loss of my husband, and then you allow another man \$25,000 for just the loss of a leg." "Madam," was the reply, "the reason is very plain. The \$25,000 will not provide this other man with a leg, but with \$10,000 you can easily get another husband."

A Disturbing Thought

There may be a moral to this. At Walter Reed Hospital, two monkeys were subjected to electric shocks every 20 minutes. One monkey had a lever which when pushed, prevented the shock. The other had a dummy lever that did nothing. At last reports, the second simian was in good shape. But the monkey that had to make decisions as to when to push the lever eventually developed an ulcer.

Mistaken Identity

"Your mother has been living with us for 20 years now," said John. "Isn't it about time she gets an apartment of her own?"

"My mother?" replied Helen. "I thought she was your mother."

Conclusive

Two Irishmen were working on the roof of a building one day when one made a misstep and fell to the ground; the other leaned over and called: "Are ye dead or alive, Mike?"

"I'm alive," said Mike, feebly.

"Sure yer such a liar I don't know whether to believe ye or not."

"Well, then, I must be dead," said Mike, "for ye would never dare to call me a liar if I were alive."

A Sporting Request

About half of the pupils in the small town grammar school had been absent with colds at one time. One day the teacher decided to give a talk on the dangers of exposure. To cinch her talk she concluded: "I had a little brother just 7 years old who took his new sled out in the snow and caught pneumonia and three days later he died."

The classroom was silent and she was satisfied with the effectiveness of her talk when suddenly a small voice piped up from the rear, "Where's his sled?"

Is That So?

A real old minister was making persistent efforts to get an old stubborn sinner to go to his church. "What are your objections to my church?" he asked.

"Your sermons are too long for me," replied the sinner.

"Is that so?" snapped the minister, his professional pride injured. "When you die you will be lucky to hear any sermons at all, long or short, where you go."

The sinner apparently had his answer already for he immediately came back with. "And you can be quite sure that it won't be for the lack of ministers."

Champagne or Caviar?

"You look positively ill," said the girl as her boy friend picked up the dinner check. "Is it anything I ate?"

Put Bite on Them

A youngster walked into a Connecticut bank the other day to open an account with \$25. The bank's vice-president gave him a benign smile and asked how he had accumulated so much money.

"Selling magazine subscriptions," said the lad.

"Well, you've done very well. Sold them to lots of people, obviously?"

"Nope," answered the little boy proudly. "I sold them all to one family—their dog bit me."

The Democratic Way

The first-grade children in a Raleigh, N.C., school were having a wonderful time playing with a stray cat.

After a while one little lad asked the teacher if it were a boy or a girl cat.

Not wishing to get into that particular subject, she said she didn't believe she could tell.

"I know how you can find out," said the boy.

"All right," said the teacher, resigning herself to the inevitable. "How can we find out?"

"We can vote," said the child.

No Drifts

One wintry morning a U.S. destroyer encountered a heavy snowstorm.

A seaman apprentice who had just the day before reported on board fresh from boot camp came up on deck.

"Gee!" he exclaimed, looking out across the water at the white sheet of snow tumbling down over the waves, "I didn't know it snowed at sea."

"Yeah," muttered the Chief to his newest charge, "but do you want to know something even more surprising?"

"Gee, 'Boats,' what?" he replied, eagerly awaiting the words of wisdom from an old sale.

"It never gets very deep."

Truthful

Little Ricky, four years old, had attended a birthday party in the afternoon.

When he came home, his mother asked: "Were you a good little boy?"

Ricky promptly replied: "Nope, I was the kind of little boy you don't like me to play with."

Not From His Viewpoint

A lady bought a parrot from a pet shop, only to learn that it cursed every time it said anything. Finally one day she lost patience.

"If I hear you curse again," she declared, "I'll wring your neck!"

A few minutes later she remarked rather casually that it was a fine day. Whereupon the parrot said "It's a ! (! & of a fine day today."

The lady immediately took the parrot by the head and spun him around in the air until he was almost dead.

"Now then," she demanded, "It's a fine day today, isn't it?"

"Fine day!" sputtered the parrot, "Where the ! ; & ?) were you when the cyclone struck?"

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2. Added Membership will give your Association a greater opportunity to help and improve Auctioneers.
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4. Added Membership will enable your Association to expand its activities, with greater opportunity for all.
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