

the AUCTIONEER



BUT, RODNEY, HE DIDN'T MEAN THE AUCTION BLOCK!

It's
CIN CINNATI
In
1963
Our National Convention
July 18-19-20
In The
Queen City

THE AUCTIONEER
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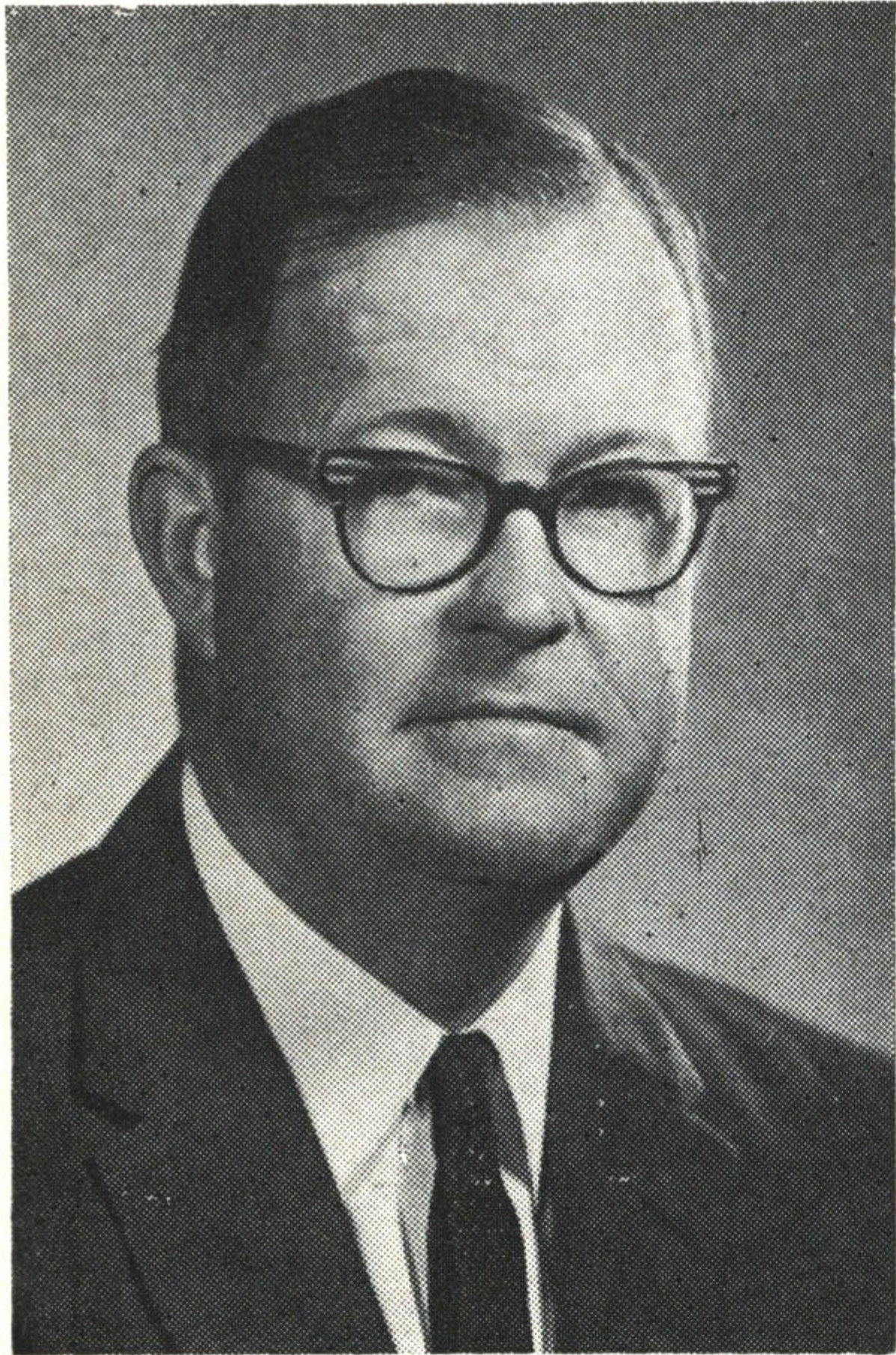
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Knowledge In Fundamentals

By COL. WALTER S. BRITTEN

The 1962 National Auctioneers Convention is history. Those of us in attendance owe a great deal to the host state of Nebraska, the committees, the chairman and the past National President, Charles Corkle, for a program that was well planned and informative. I was especially



pleased to see a very attentive audience at each of the lectures and discussions at the seminars. It was obvious those in attendance were seeking knowledge. This is as it should be. I am inclined to believe that all auctioneers in attendance went home with a renewed interest in the business and would be determined to be a better auctioneer. The many hundreds engaged in our profession who have never attended a National Convention have missed the challenges that are facing our profession today.

Those of us living in the so-called space age of this century which will perhaps be recorded as one of the great ages in history, all we must do is to observe the progress the past fifty years and look ahead the next decade or two.

Education has played an important role in this progress. Science, medicine, technology, as well as many other fields —

they are encouraging young people to become interested. We have had good leadership in the past but with the fast improvements for the future, more able leaders will be more important than every before.

What about our own business? Have we been securing enough of the intelligent forward thinking young people to our profession? I am of the opinion we have not and I think there is a great potential. The auction schools are important but have they attracted the calibre of men we need? We are known as salesmen but in the future we are going to have to master the salesmanship, and to do so we are going to need the most intelligent men we can secure.

Many people believe that to have a winning football team all you need is eleven big burly ball players with the necessary reserves. Some are of the opinion that these big boys are only about half intelligent and play football because they could not be successful in any other field. These boys specialize in this profession and I would venture to say that the winning teams today are certainly those who have above average intelligence because it is a smart man's game. Only a top student can be a top ball player.

Let's endeavor to get top flight ball carriers to carry the ball! All professions have room at the top and all are seeking this calibre of men—let us continue to promote and strengthen our auction profession so that it will be the top method of selling.

West Fargo Market Initiates Auction

WEST FARGO, N.D.—The Union Stockyards Co. at West Fargo held the grand opening of its new auction on Friday, Oct. 19.

Doors opened at 8:30 a.m., and the first regular auction of replacement cattle started at 9. Regular stocker and feeder sales are planned for each Friday.

Commenting on this, Kieffer Lehman, president of the Union Stockyards Co.,

said: "We feel in the auction as well as in private treaty, that it is important that livestock producers be represented by a trained commission man. He has as his prime interest the selling of this livestock for the most dollars for his customers.

"The commission man will start the cattle and decide if they have brought their

full market value. In addition, he will perform the same services he provides with private treaty. All 'no sales' will be announced in the ring.

"The Stockyards company will provide the new auction facilities, the auctioneer the other related services just as it has for cattle sold on a private treaty basis."

The President's Letter

The strength of our National Auctioneers Association is directly related to the strength of our state associations. We have found that the growth in the National Auctioneers Association is in direct proportion to the activity and effort put forth in our various state organizations. One reason for this is because of the many common objectives that must be approached on both a state and national basis.

In the early 1950's there were just a few active state organizations in existence and the national membership consisted of approximately 400 members. At the 1953 national convention held in Columbus, Ohio, several individuals with foresight and confidence in the future of the N.A.A. personally underwrote the publication of our national magazine "The Auctioneer." This was a turning point of the N.A.A. and since that important convention we have had a continued steady growth in membership year after year and today enjoy the largest membership in the history of our association.

The capable men elected to the leadership of our associations directing our activities and programs, have enticed young professional men to join the ranks. It is these dedicated men who are providing the backbone of leadership in both our state and national associations. The professional auctioneer, whose future is inseparably tied to the growth and influence of the N.A.A. must supply the leadership necessary for future progress.

It is my contention that the N.A.A. is just now "scratching the surface" of its future growth and influence. Strong state organizations working for a common goal are the foundations upon which we can build a prosperous future for the auction industry. We can already count numerous accomplishments to the credit of our state associations; not the least of which, is having some voice as to the nature of legislation being enacted in the various states. Our professional status has grown during the past decade and will continue to grow if we like other professional people support both our state and our national associations. It is imperative that we assert an effective voice based on strength to protect our professional freedom from encroachment by "anti-auction" trade associations.

What -- and Who . . . Sets the Price of Art

BY JULIUS S. HELD

A door decorated by Gaurguin that Somerset Maugham bought in Tahiti for 400 francs was sold not long ago for \$37,400. At the same sale, an early Picasso fetched \$227,000, one of the highest prices ever paid at auction for the work of a living artist. In 1961, a drawing of about 9 x 7½ inches, attributed to Van der Goes, was sold for \$84,000, an unheard-of price for such an item. The biggest stir, of course, was made by the sale of Rembrandt's "Aristotle" for \$2,300,000. The art market, obviously, is boiling.

Hence, it is not surprising that many purchasers of art think of profits more than of beauty (despite the fact that not all art prices inevitably go up). One art firm published a booklet on how to save on income taxes by purchasing and then donating works of art. There is even a publication in the manner of a Wall Street tip sheet giving alleged inside information on how to make fabulous profits in the art market. The serious lover of art may deplore this commercialization, but he cannot ignore it. As a matter of fact, whether this is admitted or not, many big buyers of art consider investment in this field a form of sound financial diversification.

Given this attitude and so much public interest in the matter, it is surprising how little is actually known about the workings of the art market. Exact information about sales is generally unavailable even concerning the largest and most publicized deals. While the Metropolitan Museum could not possibly hide the price paid for the Rembrandt (and got its share of adverse comment), neither it nor any other major museum normally releases statements about prices paid for new acquisitions. Moreover, not all such transactions are on a cash basis. Museums have been known to pay part of the price by trading works considered expendable.

Thus, the student of prices in the art market is forced to use as a yardstick results obtained in public auctions. This raises the

question whether prices achieved in such sales are accurate reflections of the real market values. I believe that skepticism in regard to auctions can be carried too far, but it is undeniable that any one auction may give a distorted image of the market situation.

AUCTION "fever" sometimes produces results that could never be achieved in normal trade channels. It takes but two determined buyers to drive up the price of a coveted piece. Actual "rigging" of auctions is rare, but dealers who have a vested interest in a certain artist will go to great lengths to defend the value of their stock by bidding up, even at the risk of buying, works by "their" artists offered in auction.

Sometimes dealers will agree not to bid against each other. This may result in an unusually low price at the auction. The actual price is determined when the dealers auction off the work among themselves.

To understand the art market, we should first remember that its structure is vaguely akin to a pyramid. At its base are located innumerable small transactions involving sums below \$100 or in the low hundreds at most. Here we find the small collectors, who buy, for instance, Japanese prints, modern ceramics or glass, pre-Columbian figures or paintings by young and unknown artists. This is the level also of the vast market in so-called "antiques."

Higher up are the collectors of more valuable items such as Old Master drawings fine bronzes or porcelain, rare editions and painting by established modern artists. Besides the members of the upper middle class, there are among the buyers many small museums and educational institutions.

At the top of the pyramid, finally, take place the few transactions that are reported in art magazines and newspapers, involving, among others, Old Masters and the most fashionable moderns, rare ancient sculptures or medieval illuminated

manuscripts. Here the buyers are the big, affluent museums and the wealthiest individuals, often buying with a view toward leaving their collections to public institutions.

Price fluctuations at the base of the pyramid are relatively unimportant. The supply is fairly ample, since a good portion of the demand on this level is filled by continuous manufacture. Moreover, since almost all the purchases are made by private individuals, a good deal of it eventually flows back again into the market. Changes of taste often help to increase the supply by making esthetically acceptable the products of hitherto "overlooked" fields.

It is only on the higher levels of the pyramid that the problems of price formation and price fluctuation become acute. The workings of the art market on this level can be well illustrated with a famous art dispersal, the Secretan sale held in Paris in 1889.

The collection of M. Secretan was memorable because of the presence of two great Vermeers, one now in the Frick Collection, the other in the collection of Lady Beit. There were also important paintings by Rembrandt, Rubens, Frans Hals, Van Dyck, Fragonard and others. These pictures, indeed, fetched good prices.

Yet four French nineteenth-century painters topped all the Old Masters. Multiplying, on the advice of a prominent economist, all the results by a factor of 3.25 to make allowance for the currency inflation of the last seventy years, we find that a "Venus and Cupid" by Diaz fetched about \$117,000; Meissonier's "Cuirassiers, 1805" — of which Manet remarked that everything in it looked like steel except, of course, the armor — about \$120,000, and Troyon's small "Pasturage in Normandy" about \$150,000.

Millet's "Angelus" was in a class by itself. It was bid in for the Louvre for about \$370,000. When the purchase was not ratified by the Government because the subject was considered too clerical, the picture went back to the Secretan receivers, who sold it the following year to the owner of a big department store for about half a million dollars. The buyer then donated it to the Louvre.

These prizes, even for Millet, who alone of the four still commands some critical respect, seem incomprehensible today.

What made such artists as Diaz and Troyon so over-priced?

For a number of years, American buyers had begun to appear on the European market. The two-volume Secretan catalogue was printed in an English edition, especially designed to appeal to this new and potent group. The introduction was written by Albert Woolf, the leading French art critic, "much feared, much read, but little liked," as John Rewald said of him, and today best known for having called the impressionists a bunch of lunatics.

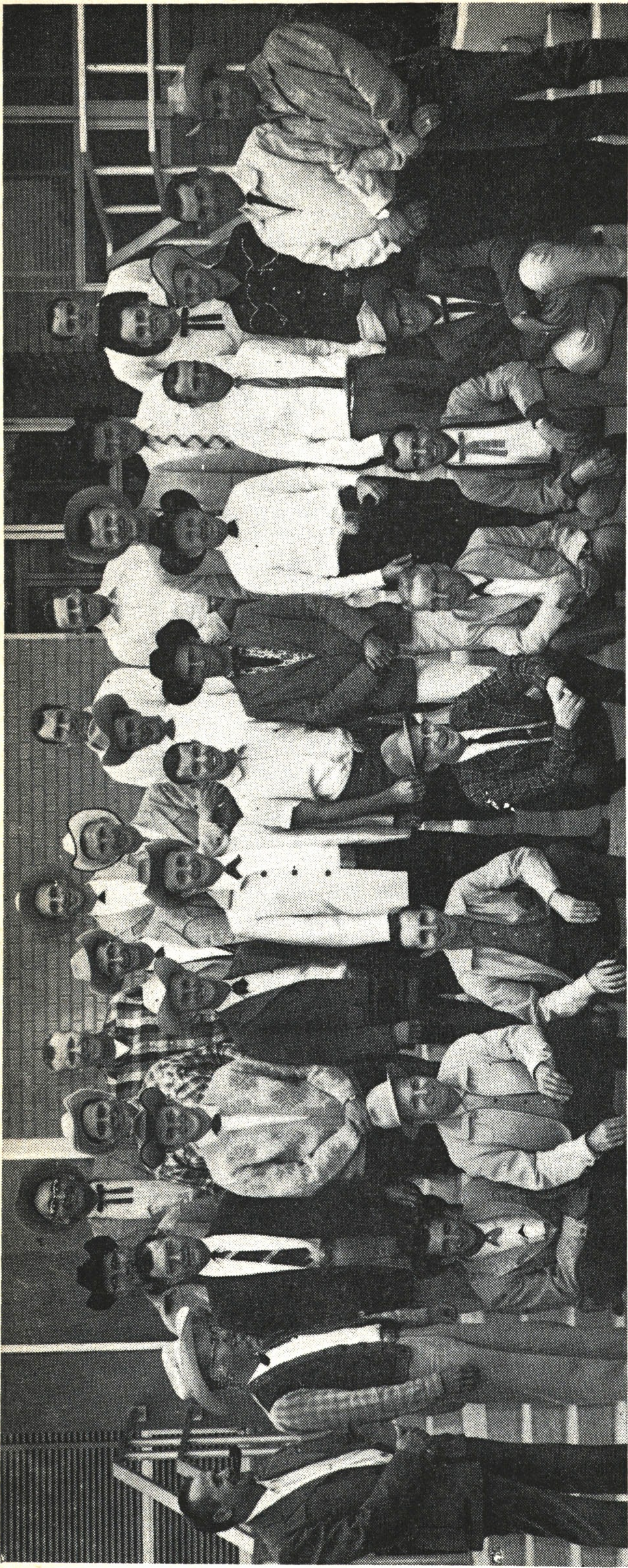
Knowing that the traditions of their country did not permit the Americans to buy actual titles of nobility, Woolf assured them that art would provide what social custom denied. Possession of works of art, he said, "is in a manner, a title of nobility for the fortunate owner and a ray of these masters' glory illustrates the amateur who cherishes and retains them."

Art's blessings are two-or even three-fold. Besides bestowing social status, it confers on its owner the luster of a refined spiritual culture and may even exercise functions traditionally reserved for religion or philosophy. "With its revelations and teachings," Woolf said, "art carries us away as by enchantment from the trivialities of our existence to the elevated regions of thought." And it was the art of men like Diaz, Troyon, Millet and Meissonier "these colossal painters," that would fulfill this function.

This is a plain hucksterism but, coming from a man of unquestioned authority, it carried weight and the results of the sale are there to prove the correctness of the approach. Woolf's transparent commercialism and pathetic judgment of the art of his time should not blind us to the fact that he formulated very clearly the theory of the associative values of art.

Undoubtedly, art collecting today still benefits from similar arguments, even if expressed less crudely. Possession of the "right" kind of art is still a valid entrance ticket to a social elite; the "proud possessors" still bask in the reflected glory. Some velvet-draped sales rooms still exude the worshipful air of a chapel, and the higher the price of the object, the more hushed the conversation.

But what precisely were the reasons for the unquestioned popularity of the Barbizon masters and pseudo-romantics like Alma-



GRADUATING CLASS, SEPTEMBER 1962, WESTERN COLLEGE OF AUCTIONEERING, BILLINGS, MONTANA

Bottom row, left to right standing: Bob Thomas, Billings, Instructor, Merle Clark, Marmarth, No. Dakota, Instructor.

Kneeling: Don Cant, Mt. Vernon, Oregon; Wilmer Pfannkuch, Pelican Rapids, Minnesota; Phil Streifel, Calgary, Alberta, Canada; Don Pemberton, Portland, Oregon; Bill Hagen, Billings, Instructor; Herman Reickert, Denver, Colorado; Barney Rayborn, Napierville, Illinois.

Standing: Jim Messersmith, Jerome, Idaho, Instructor; Paul Leikert, San Bernardino, California, Instructor.

Second row: Joe Mooney, Casper, Wyoming; Ralph Tysdal, Spearfish, So. Dakota; Burl Howze, Parker, Arizona; Edwin Kenedy, Amarillo, Texas; Delvin Sailer, Hazen, No. Dakota; Marvin Heyd, Worden, Montana; David Turner, Rosebud, Montana; Bill Kratzer, Avon, Montana; Donald Strandquist, Stettler, Alberta, Canada.

Fourth row: Ronnie Baxter, Shurz, Nevada; Raymond Clark, Citrus Heights, California; Kay Wall, Kimberly, Idaho; Frank Roadifer, Buffalo, So. Dakota; Duane Cowdin, Lander, Wyoming; Charles Hunt, Casper, Wyoming; De Loyce Dell, Wheatland, Wyoming.

Back row: Ed Bailey, Martin, So. Dakota; Charles Bihgen, Reliance, So. Dakota; Tom Crawford, Lowry, So. Dakota; Wm. Watts, Provo, Utah; Gerald Welsh, Gering, Neb.; Brazie Goseyun, Bypass, Arizona; Darby Parker, Willow Creek, Montana.

Not in photo, Ferris C. Adams, Blackfoot, Idaho.

Tadema, Bouguetreau or Regnault (whose voluptuous "Salome" fifty years ago fetched the equivalent of about \$300,000, but spent a good deal of the subsequent time in the storerooms of the Metropolitan Museum)?

We must realize, for instance, that Meissonier's "cuirassiers" was connected with the mid-nineteenth-century reappraisal of the Napoleonic period, which attained a particularly nostalgic character after the French defeat of 1871. Millet's "Angelus" appealed to an age that had become painfully aware of the ruthless transformation of nature and of man in the wake of nineteenth-century industrialization. (Is not the lasting popularity of Impressionist painters today in part due to their message of comfort and cheer in a period darkened by wars, social dislocation and a pervasive feeling of insecurity?)

The acclaim given to Alma Tadema and Regnault may be explained by their ability to lend to the romantic tradition a drawing-room respectability by combining exotic themes with the technical meticulousness of the admired Dutch painters.

From about 1900, when the battle for Impressionism had been won, the prices for these masters began their steep descent and by 1920 most of the artists who, according to Woolff, had been "inscribed in the golden book of immortality" were the forgotten men of the art market.

The advent of new artistic currents has frequently been the cause of the downfall of the old gods, and it would be foolish to think that today's champions will be exempt from such a fate, yet only time will tell which artists and movements will be hit the hardest. There is no doubt that we, too, have our Alma-Tademas and Bouguereaus.

Yet the appearance of new trends in art does not automatically change existing values. They are affected rather by the indirect contribution which new artistic ideals make on the continuous process of reappraisal of all art, both of the recent and of the more distant past. The stimulus for this reappraisal may occasionally come from young artists themselves, but the chief agents are the critics and professional art historians.

Vermeer's meteoric rise to fame and forgery can be traced back to the writings

of W. "Burger" Thore and the loving studies of French, Belgian and Dutch scholars. Goya and El Greco, long neglected, were rediscovered by art historians who were also sympathetic to Post-Impressionist art.

The influence of African idols on early Cubism is well known; yet their commercial appreciation began to rise only when scholars seriously explored the field of primitive art, which led also to the discovery of the esthetic value of such works as cycladic images and Luristan bronzes. Artists like the Master of Flemalle, Pieter Bruegel, Caravaggio and Georges de la Tour owe their reputations and commercial appreciation to the scale of values established by art historians.

It was the scholars who sparked the general revival of interest in drawings, which in turn contributed to a striking rise of the price level in that medium. The scholars are responsible also for a "shaking-out" process. The decline of the English portrait school (whose values, admittedly, were artificially raised by nineteenth-century dealers) is probably due more to a critical deflation than to the reduction in the size of modern apartments or the decreasing availability of stately manor houses.

Some people buy old art on the disarmingly simple theory that the value of anything is bound to increase with age. This notion is as widespread as it is wrong. Yet it is correct that, as the demand for desirable originals grows, prices are boosted for an unavoidably limited supply.

When an artist can no longer add to his output, a certain element of risk is eliminated for the "investor." If he dies young and his oeuvre is small, so much the better.

The scarcity of desirable material is increased by the continuous process that removes works of art from the open market into the permanent haven—or morgue—of museums. In the past thirty-two years the Samuel H. Kress Foundation, alone bought at the cost of about \$50,000,000 a total of 3,414 objects, among them 1,424 paintings by Old Masters. These objects, now placed with ninety-one institutions, probably will never be for sale again.

The largest sums paid in recent history were for works of art the like of which predictably will never again be offered, barring a completely new social and eco-

nomic attitude like the one that, in the early Nineteen Thirties, unfroze some of the treasures of the Hermitage in Lenin-grad.

Any person experienced in the art market knows that the price of an Old Master is affected by many factors extraneous to the artistic merits.

First of all, there is always the problem of the correctness of the attribution. Many Old Masters did not sign their works, and even signatures that look genuine are not always dependable. A painting carrying what looked like Raphael's signature, bought by the Detroit Museum in the Nineteen Thirties, was found to be a "doctored" fragment from an altar by a minor Tuscan painter.

Certificates of authenticity by experts often have to prop up works that cannot stand on their own feet. If the dealer senses the shakiness of an attribution, he is apt to slash the price while understandably still preserving the label. The boundary lines between authentic works of Old Masters and those of pupils and followers are often blurred; workshop repetitions and early copies frequently are of sufficiently high quality to trouble even the experienced scholar.

Another factor affecting the price is condition. Works that have been damaged and restored, paintings that have been over-cleaned are worth only a fraction of what they would fetch if found intact. The average buyer may not see the weak spots of a piece presented like an embalmed corpse with all the blemishes carefully covered. But any one who is offered an Old Master at bargain rates should examine the work for hidden defects.

Few people realize that some purely external factors may account for reduced price levels for even well-preserved and genuine works. One is size. While Abstract Expressionist paintings seem to have encountered no problems on account of their large formats, old masters of equal size are hard to sell. Tapestries, except those of topnotch quality, are a drug on the market for the same reason.

Another determinant is subject matter. Fish, no matter how beautifully painted, are harder to place than flowers, and portrait paintings sell by the rule of "women and children first." Exceptions to this rule are portraits of famous people: an authentic

portrait of Shakespeare, no matter how crudely limned, would command a very high price. The presence of a skull, a skeleton or blood of any kind cuts the price down severely, which explains why such details are often painted out.

Last but not least, works boasting a good "provenance" are apt to be valued more than those without it. The interest in an illustrious pedigree may reflect a rudiment of fetishism, a subconscious belief in a charisma transferred on such objects from their previous owners. The success of the sale of Somerset Maugham's collection is a case in point.

Collectors' marks found on old drawings generally add to their market value. "A drawing, owned and loved by at least half a dozen different men who knew a good thing when they saw it, is not less splendid, but all the more so, for the experience," Winslow Ames said.

We have found that among the conditions affecting art prices upward or downward are the contemporary artistic climate, the social ambitions of collectors, the speculative fever, the scholarly reappraisal of the past, the relative rarity, physical condition, subject matter and provenance. One factor, however, has not yet been discussed that surely should not be omitted.

Assuming that there is such a thing as an intrinsic artistic merit of a work of art, we may ask to what extent that merit affects its commercial position. The problem is easier to deal with if we reverse the question. Does the price of a work of art permit us to draw conclusions in regard to its artistic merits? If we put the question this way, the answer is a simple and unequivocal "no." Great works have been known to have seen sold for little and poor ones for exorbitant sums.

In 1960, in a London sale, a portrait by Frans Hals was sold for £182,000, while a portrait by Bartholomus van der Helst, fully signed and dated and in perfect condition, fetched £1,000. Van der Helst, a contemporary of Hals, was the leading portraitist of Amsterdam next to Rembrandt; as late as 1781, Sir Joshua Reynolds called one of his group-portraits the best picture in the Amsterdam Town Hall and far superior to Rembrandt's "Night Watch."

The portrait sold in London, and now in the Museo de Arte in Ponce, Puerto Rico,

(Continued on Page 14)

Iowa Auctioneers Stage Their Finest Convention

By BERNARD HART

Those who missed the Annual Fall meeting of the Iowa Auctioneers Association, held October 13-14 at the Chieftain Hotel in Council Bluffs, were certainly the losers. "The best convention we have ever had," was the comment of several including one man who has never missed a meeting of this group.

A series of panel discussions were on the schedule for the first day of the meeting and these proved to be very popular with the reception being outstanding. Panel subjects and panelists were: REAL ESTATE AUCTIONS, Lyle Erickson and James McGuire; AUCTION MARKET OPERATION, Arnold Hexom, Irving Leonard and Jim Schaben, the latter being current President of Iowa Livestock Auction Market Association; AUCTIONEER'S RESPONSIBILITY TO THE PUBLIC AND HIS ASSOCIATES, Wendell Ritchie, Lynn Byerly and Arnold Hexom; SPECIAL FIELDS IN GENERAL AUCTIONEERING, Leon Joy and Leland Dudley.

A question period during each panel gave all in attendance an opportunity to take part. Comments at the close of the program as well as the following day were testimony to the popularity of the subjects and the manner in which they were covered.

Second day's program commenced with a Banquet at noon followed by the Welcome to Council Bluffs by Mayor Leon E. Morse. Entertainment was provided by a musical group, "The Hillsdalers."

Tom Kean of the Omaha World-Herald addressed the group on, "How to Get More Out of Your Advertising Dollar." He pointed out that some auctioneers have not changed their methods of advertising in keeping with changing times.

Miss Judy Schueler, NAA member of Omaha, commented on "Why I Wanted to Become a Lady Colonel." Miss Schueler pointed out the independent life that auctioneers have in comparison with other occupations.

Bernard Hart, Secretary of the NAA,

spoke briefly on the importance of organization of auctioneers and the increase in numbers of better qualified auctioneers resulting in more commodities being sold at auction for more money than ever before.

Important business items was the adoption of a State-National membership whereby all members of the Iowa Auctioneers Association shall also be members of the National Auctioneers Association, effective January 1, 1963. The group also went on record as being opposed to Sunday auctions. It was pointed out that other businesses had abused Sunday privileges until it was necessary for some states to legislate against them and it was hoped that this sort of legislation would never be necessary in the auction profession.

Principle address of the afternoon was by Bruce Russell of Farmers National Company, Omaha, whose subject was "Farming Down Under." Mr. Russell spent a good deal of time in Chile visiting farming operations and gave a very interesting description of Chilean farming methods. He appeared in the native dress of a Chilean farmer or cowhand.

Leon Joy, Ames, gained the distinction of being the oldest auctioneer in attendance; Don Phillips, Laurens, was the youngest; and Irving Leonard, Elkader, earned the award for travelling the farthest to the meeting, in excess of 350 miles.

Elected President for the ensuing year was Irving Leonard, Elkader; new Vice President is Leland Dudley, Sheffield; and Lennis Bloomquist was re-elected as Secretary-Treasurer.

Retiring President, Mike Bloomer, Glenwood, was named to a three year term on the Board of Directors as were Jack Bowman, Coon Rapids, and Marvin Van Syoc, Mt. Pleasant.

How long has it been since you have asked an auctioneer to become a member of the NAA?

Seven States Furnish 46.3% Of Entire Membership Role

Total membership in the National Auctioneers Association climbed to 1685 during the past month with the addition of 43 new members in addition to the reinstatements of delinquent memberships. This is 141 members in excess of the same time a year ago. (This is not as optimistic as it looks on the face as due to a shortage of help in the office we have not removed the names of the October expirees.)

Pennsylvania continues to lead in members with 156, and there were no changes in the standings of the next states in order of memberships although Indiana pushed past the 100 figure. Illinois is in second place with 132 followed by Ohio with 125, Nebraska, 113, Indiana, 105, Wisconsin, 77, and Kentucky, 73.

An illustration of the potential in memberships is illustrated by the fact that the seven states named above possess 46.3% of the entire membership total including the foreign countries.

Following is a table in which one can compare the number of members by states with the last month and last year.

STATE	Members Oct. 15 1961	Members Sept. 15 1962	Members Oct. 15 1962
Alabama	5	6	6
Alaska	1	1	1
Arizona	4	3	3
Arkansas	21	15	16
California	40	47	49
Colorado	39	32	32
Connecticut	6	3	4
Delaware	3	3	3
Dist. of Col.	1	1	1
Florida	15	17	18
Georgia	17	17	18
Hawaii	1	2	2
Idaho	10	10	10
Illinois	120	130	132
Indiana	98	96	105
Iowa	55	57	61
Kansas	72	48	65
Kentucky	66	73	73
Louisiana	8	7	7
Maine	3	3	3
Maryland	17	18	18

Massachusetts	22	21	24
Michigan	48	47	50
Minnesota	17	18	18
Mississippi	2	1	1
Missouri	48	41	45
Montana	42	38	29
Nebraska	102	107	113
Nevada	1	3	3
New Hampshire	4	4	5
New Jersey	36	34	35
New Mexico	10	10	10
New York	50	59	61
North Carolina	21	22	25
North Dakota	12	19	19
Ohio	114	115	125
Oklahoma	28	26	28
Oregon	15	10	12
Pennsylvania	87	151	156
Rhode Island	5	4	4
South Carolina	5	5	9
South Dakota	12	11	20
Tennessee	49	38	55
Texas	49	39	40
Utah	2	2	2
Vermont	6	5	4
Virginia	27	30	31
Washington	14	10	11
West Virginia	10	12	12
Wisconsin	82	76	77
Wyoming	10	11	14
Canada	12	17	17
Australia	1	1	1
India	0	0	2
Totals	1544	1576	1685

Livestock Groups Directory Released

KANSAS CITY, Mo.—The 1962 edition of the Directory of Livestock and Related Industry Organizations has currently been completed and released to all organizations listed in the Directory. It was compiled by the Livestock Market Foundation, statistical reporting agency of the Livestock Auction Markets Association, and was distributed with its compliments.

The primary objective in compiling such a Directory, as also was previously published last year, is to better facilitate a basis of cooperation and communication among the many important groups involved in the nation's livestock industry.

Content of the Directory includes a complete listing of organizations of livestock producers, livestock marketing groups, purebred livestock associations, national farm groups, meat packers, product education and promotion groups and research and education organizations. A total of 244 organizations are listed by name, address and officers.

The Directory was very well received last year by all organizations concerned; and many requests were made to the Foundation by allied industry, news media and commercial agricultural business firms.

The Livestock Market Foundation, in continuing to further the understanding and maintenance of beneficial industry relations, has stated that such a Directory will be compiled and published each year.

Auctioneer Featured By New York Paper

Col. B. F. Hayes, a member of the NAA, was the subject of a special feature article in the NEW YORK JOURNAL AMERICAN. The article, reprinted below, appeared on page one of the Brooklyn section of the aforementioned newspaper.

Benjamin Franklin Hayes, a Forest Hills auctioneer who once practiced chiropractics, is resting his vocal chords today in preparation for a gigantic sale Tuesday of more than 650 cars, motor scooters and bicycles put on the block by the Police Dept.

"We'll start at 10 a.m. in the Manhattan Police Headquarter line-up gallery," the stocky, cherubic auctioneer explained. "The vehicles, unclaimed stolen cars and the like, won't be there. They are in police warehouses.

"But I'll describe each piece before asking bids, and I should have the whole lot cleaned out by 4:30 p.m. That's 6½ hours of talking, so you see I have to rest my voice."

He pooh-poohed a question about whether this would be a record.

"Several years ago I did a one-day police auction of 2,200 items, cars, furs, jewelry. It lasted from 10 a.m. until 1 a.m. the next morning."

On that occasion, one woman who had left after waiting several hours to bid on a mink returned at midnight in pajamas and made her purchase.

"People at auctions are funny," says bespectacled Mr. Hayes. "A lot are hoping to buy something very valuable for little money. Especially attractive are valises and trunks left in hotels or railroads. These are sold sealed. No one knows what's in them."

Occasionally a bidder makes a killing on a trunk. One sold for \$10 by Mr. Hayes was found by the buyer to hold \$700 and some valuable jewelry. But another woman paid \$80 and found worthless sheet music.

"The most comical thing was when a man trying to peep into a valise accidentally dropped his false teeth into it," says the auctioneer. "He had to bid a fortune for the bag to get his choppers back."

How did Mr. Hayes become an auctioneer?

"As a struggling young chiropractor I had a patient who was an auctioneer," he explains. "What he told me was intriguing. So I became an apprentice, then worked my way up the ladder as a merchandiser, appraiser and finally full-fledged auctioneer."

He conducts sales for the Police Dept., Queens County Sheriff's Office and Queens Bureau of Encumbrances.

In the past, when bidding got outrageously high, Mr. Hayes used to stop sales to warn customers.

"I don't want people to get hurt," he says.

Now before any sale starts he makes the following statement which he said is good advice to all auction-goers:

"Be careful what you buy! Be careful what you pay!"

Landlady (who is very bad cook): — I hope you like the pudding, sir. I made it out of my own head.

Long Suffering Boarder — No need to tell me that.

Landlady — How is that, sir?

Boarder — I can taste the saw dust.



Idaho auctioneers and their families enjoy summer picnic.

Idahoans Are Active

By JIM MESSERSMITH

The Idaho Auctioneers Association had a very successful convention in Boise, July 10. Lyle Masters, Buhl, was elected President and Quenton Selby, Cascade, was elected Secretary.

The Ladies Auxiliary planned a family picnic at that time for September which we had last week at Hammett, Idaho, a good half way mark between the Boise Valley and the Magic Valley. There were ten families present and several letters from families too far to come for a picnic were received. We feel it helped to bring our friendship closer together and renew our need for a much stronger association.

Paul Owens of Boise, Idaho, gave us a nice report on the national convention which he and his family attended this year in Lincoln. We hope his talk encouraged some of our members to join the National.

Profit – and Loss

Undeniably, spectacular profits have been made in the art market. When the Metropolitan Museum bought a Georges de la Tour for a “rumored” \$750,000, it was widely reported that the firm that

sold it had originally paid less than \$20,000 for it. A painting by Hendrick Terbrugghen which came to the Metropolitan Museum from a London sale for about \$45,000 had been acquired a few years before by an Oxford don for \$140. (The lucky man could keep the entire profit, since England has no capital gains tax on pictures.)

Yet the opposite can happen, too. “The Finding of Moses” by Sir Lawrence Alma-Tadema, which fetched \$25,000 in 1904, was sold for about \$700 in 1960, a decline that is steeper than it first appears since the 1904 dollar was worth about three times what it is worth today. That such deflation of prices occurs within short periods of time may be illustrated by a painting by Jacob Maris that sold for around \$15,000 in 1924 but eight years later fetched only about \$400.

Regular Sheep, Goat Auctions Planned

SAN ANTONIO, Texas—The first weekly sheep and goat auction will be held at Union Stock Yards, San Antonio, on Oct. 9. A Sheep and Goat Auction will be held each Tuesday hereafter at 9 a.m.

THE LADIES AUXILIARY



Dear Ladies:

Congratulations are to be extended to our past president, Mrs. Tom Berry and her program chairman, Mrs. Charles Corkle, for an outstanding convention in Lincoln, Nebraska last July. Nebraska is to be highly commended in having the very large attendance and successful meetings at the recent National Convention.

With the outstanding leaders that we have had and with the very capable president we now have in Mrs. Ernest Freund along with everyone's assistance, let us have another great Convention in Ohio in 1963.

The auction profession is growing more popular every day, and it is one of the few professions in which the husband and wife work together as a team. With this method of cooperation we will attain a goal that will make the auction career one of the strongest and greatest professions in the country. In the fact that all of us are living at a fast pace and in a scientific world, it is becoming more and more necessary that we develop stronger leadership, higher capabilities and more consideration and cooperation with our fellow-men. Yes, all of us must be on the alert to work together so that our profession will continue to advance and predominate all methods of selling.

Sincerely yours,
Pearl Britten

* * * *

Fellow Auxiliary Members:

Now, three months after the Convention things are going along better. I have had quite a few sales since I arrived home.

Also passed my Examination for my Auctioneers License, which I took the Saturday before the Convention.

I am now a licensed auctioneer and a Life Member of the Auxiliary. Now I can carry on my business without everyone getting into the act. I wish I lived closer to all you nice ladies so we could visit. I would like that very much. I want to offer my service in any way to help further the success of the auxiliary. Please, ladies, write about your work, family,



and hobbies. It would make all the ladies closer. I deal in antique dolls. In the last two weeks I have restrung and dressed 15 dolls. It takes time and the result is gratifying.

Enough from me, how about you?

Margaret Berry

Auxiliary Member Is "Woman of the Year"

Mrs. Dawn Wilber, wife of NAA member Henry Wilber and mother of NAA member Garth Wilber, was named "Woman of the Year" by the Coldwater (Mich.)



Mrs. Dawn Wilber

Chapter of the American Business Women's Association. The Wilbers live in Bronson, Michigan.

Mrs. Wilber's business experience over the years covers such diverse fields as real estate salesman, pie baker for a restaurant, auctioneer's assistant, 'lady farmer', and secretary and office manager for her husband.

She has been very active in civic and

patriotic organizations, having been the first president of the Bronson Unit of Mothers of World War II. She later served the local chapter, the state organization and the national organization in many offices, including the top post of National President. During her term as President, she was invited to serve as a juror for the "Freedom's Foundation" and was a director for the All-American Conference" in 1957-58.

Other civic activities in her background include: president of the Batavia Schools P.T.A., Red Cross dressings chairman at Batavia and Bethel during World War II, director of the former Island School District, lecturer for the Batavia Grange, Noble Grand of the Rebecca Lodge, special services chairman for the Bronson Blood Banks, director of the Bronson Loan Closet, president and secretary of the American Legion Auxiliary, and president of the Woman's League.

Mrs. Wilber is a Life Member of the Ladies Auxiliary to the National Auctioneers Association. As further evidence that the family is association minded both Henry and Garth are Life Members of the NAA.

PRICE OF ART

(Continued from Page 8)

is one of van der Helst's best. No one could seriously claim that the Frans Hals is 182 times its superior in artistic quality. The price for the Hals was primarily the price for a famous name, not for a work of art.

The problem involved was highlighted by the much-publicized case of a portrait attributed to Jacques Louis David and acquired by the Frick Collection for an undisclosed but probably sizable sum. Recent researches established that the picture actually was painted by a totally unknown French lady, Mme. Davin-Mirvault.

If the picture had been marketed under the name of its true author, it would have fetched a very small fraction of the price paid for it as a David. Yet it was still the same picture and a very fine one indeed. The price difference was solely due to a mix-up of labels.

No one looking fairly at such a situation would blame the individuals involved in the case. It is too common an occurrence for works of minor masters to pass under

a more celebrated name. Indeed, a few years earlier, the Metropolitan Museum had to admit that one of its Davids was actually done by a Mme. Charpentier. What should be blamed is a system that values associative factors over esthetic ones and places a premium on famous names.

If museums and collectors feel that they ought to restrict their buying to "big names," or to art currently in fashion, they do it at their own risk. It is more difficult, but also more rewarding and in the last analysis more sensible, to shop for quality.

Fame and quality will occasionally coincide, but not always. The person buying primarily for quality, regardless of the label, will find that there are still bargains to be had, even in the field of the so-called Old Masters.

At any rate, it is worth while to remember that in the historical appraisal of art, today's glamour girl may turn into tomorrow's outcast, while today's Cinderella may find herself recognized as a true princess.

The highest bid submitted for any product at a public auction sale is a hypothetical figure determined by emotional instability coupled with the desire and willingness to pay.
—B. G. Coats

THE LADIES AUXILIARY TO THE NATIONAL AUCTIONEERS ASSOCIATION

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Wisconsin

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Letters Furnish Many Channels Of Thought

By COL. POP HESS



Today is Columbus Day, October 12, listed as a legal holiday by some and not by others. However, the world moves on just the same. I just had a visitor and in talking over general events he made this statement, "In speaking of Columbus and his day, while a long time ago, some things have not changed so much. "He started out not knowing just where he was going. "It was a rough trip and what he found he was not sure it was what he was looking for and to compare it with today's times, he done it all on borrowed money."

November causes one's mind to cleaning up after Halloween pranks, getting the corn and beans in the cribs and bins (or stored with the government), the feeder cattle in the lots and be ready for the turkey eating day we call Thanksgiving. We will have by that time survived a mid-season fall election where the elephant and the mule spar for position and fight it out and as this month of November passes we hibernate for the winter.

The October issue of "The Auctioneer" is on my desk, a very nice issue. I note our membership is 1576 as of September 15, 1962. I also note that three auction schools graduated from their schools right at 300 new faces to be in the field for employment as auctioneers. We wish them all well.

Much mail has been coming in from auctioneers out over the land with suggestions, ideas and what they think, all very interesting and full of food for thought. Some just write me: Pop Hess, Worthington, Ohio, and this postoffice is a suburb of Columbus and handles a lot of mail. When writing me always put in care of Radio Station WRFD, then it gets through in good shape.

In looking over some of the points brought out as to suggestions and questions, one letter writer says he thinks the NAA should become a union for auctioneers and set fees, etc. My answer to that one is that it would be a good plan to be unemployed as an auctioneer. Another says "The Auctioneer" only goes to those auctioneers who are NAA members and the boys on the outside that should be members never get to read it. My suggestion is to check the non-members in your area and give them a year's subscription with your compliments.

Here is one you will like. This chap says he is the only auctioneer listed in his section as being an NAA member but there are quite a few that should be members but won't join because they hate him and don't want to become associated with him. My answer is that this boy should change his ways and then they might like him and become members. Here is one that amuses me. This chap says you often quote a good friend auctioneer and neither of you love the other, you say bad things about each other, yet you stay friends. Would you mind telling who is this auctioneer? My answer to this is similar to the results when you ask questions in National affairs. They come back with, "Your question is classified, no comment."

"Were you really an auctioneer or you just a comedian?" asks one writer. Answer: Classified — no comment. I do have a sales register that lists around 5,000 auction sales where I drew fees and puts me in some 30 states of the U.S.A. Auctioneer or comedian, I know I was there.

One auctioneer says he would like very much to be in both the State and National Auctioneers Associations but they have members he doesn't like and it would degrade his dignity to be caught loitering

IN UNITY THERE IS STRENGTH

around with them. Perhaps if he were to loiter around with the auctioneers he doesn't like he might find the big reason was not their faults but his own. I had a dog one time that hated all the neighbor dogs but whenever they had a get-together my dog was there and came home with the choicest bones. In dog language, the old saying is that every dog who takes a bone brings one back.

Another says he would like to be an NAA member but he has a big family, a farm to run, cows to milk, kids to get to bed and a wife that doesn't trust him away at such events. This poor boy should hold open house and yell, "Ye'all come to our house!" This could work. In another letter the writer tells what he doesn't like about meetings. Guys he knows get up and speel off what they do and what they don't do to get and hold sales when he personally knows the truth of the matter and it burned him so badly that now he stays home. I think it would be better that he attend and get up and tell what is true as far as his business is concerned. It might set a pattern for those who are trying to become distasteful.

"Why should anyone go to an auction school. "I never saw the inside of an auction school, yet I am an auctioneer. "The sales we get are tough and hard to get and it would be much worse if I had paid three or four hundred bucks to attend an auction school." Had this man gone to auction school his additional employment as an auctioneer and the better fees could have solved his problems and he could be a busy auctioneer. At least he would be by the time he really knew whether or not he was really an auctioneer.

This about gets to the bottom of the barrel so far as letters are concerned. Except for this one and it could require an answer. This man's writing is more of a suggestion than a question. He feels that our established auctioneering schools and colleges should have more basic rules on student qualifications, especially to those awarded diplomas. He feels the trend could be that if one had the price and went to such a school he would carry home the sheepskin saying he was an auctioneer and this could result in misleading the public who employ auctioneers in a general way.

My knowledge of auction schools is that

they are manned by high caliber men but my information as of now is not such as I can correctly answer that suggestion. I can recall some years back we would have a boy go to auction school, return with his diploma and hang out his shingle. Some were good, some half good and some were not any good at all. But that is also true in any type of college or most any profession. I recall some years back where I was to conduct a sale in a community where there was a young man just home from auction school. The man I was selling for asked me in advance of the sale if I would be so kind as to find an opening in the sale to introduce this boy and give him his first opportunity to call bids in an actual bidding sale. I was very happy to do this and in my introduction of this boy I gave his background as a farm boy, a good student and now a graduate of an auction school. The boy received a good hand, he made a fine opening in a way of well chosen words but when it came to calling for and seeing bids of actual money coming from the bidders jeans he became badly lost and soon ran out of power. The question was, "How did he come home with a diploma?" However, I feel the schools of today have become more concerned in this as to qualifying and are giving their students more actual sales experience before they are turned loose with their sheepskin as an auctioneer. We are quite sure we have men within our land who run such schools from A to Z and could write a good article on requirements for graduation and a diploma they may hang up as their life shield.

I have often written in "The Auctioneer" on this question with the feeling that auction schools give their students the advice and the tools to work with, it is up to the student to digest it and become what he wanted to be—an auctioneer in demand. A term in any well regulated auction school can be a stepping stone to the goal. It could be that some schools should tighten down the loose boards on the ones they are not sure can qualify when they get back home on the firing line. I think I am not out of line when I say the great leading auctioneers of our land in the past 50 years were at some time or other a student in an auction school. But as graduates of any school, one must cultivate the

growth by careful experience and put the same power behind the venture as you did when going through school.

My answer to the suggestion is that every young man wanting to be an auctioneer by all means select an auction school he feels serves him best and each auction school who has had such a student should go all the way to see that he is fully qualified to have the sheepskin he is taking home.

Boys, have a happy November with many sales and plenty of turkey with all the trimmin's on November 22. (I don't know where I picked this up but someone said Bernie Hart doesn't like turkey. Maybe he will advise on that subject.) I will be happy to hear from you, just write Pop Hess, Radio Station WRFD, Worthington, Ohio.

Mom Hess is now coming along fine after her operation and being in the hospital. She says many thanks for cards received at our home address, 440 West William,

Deleware, Ohio. Yes, she is much improved, even I took notice that she is looking over the old rolling pin to keep law and order in the Hess Ranch.

Auction Market A Hub For Shopping Center

A Disneyland touch will convert the Old Union Stockyards, Spokane, Wash., into a regional livestock marketing and shopping center. Renamed "Stockland," the 43-acre development will have a new office building, new concrete and steel yards with hydraulic gates and electronic scales (ready in October) and eventually, a \$10 million shopping center with a motel, a medical-dental building, barber shops, department stores, super markets, machine shops and suppliers of every kind for one-stop farm, ranch and home shopping.



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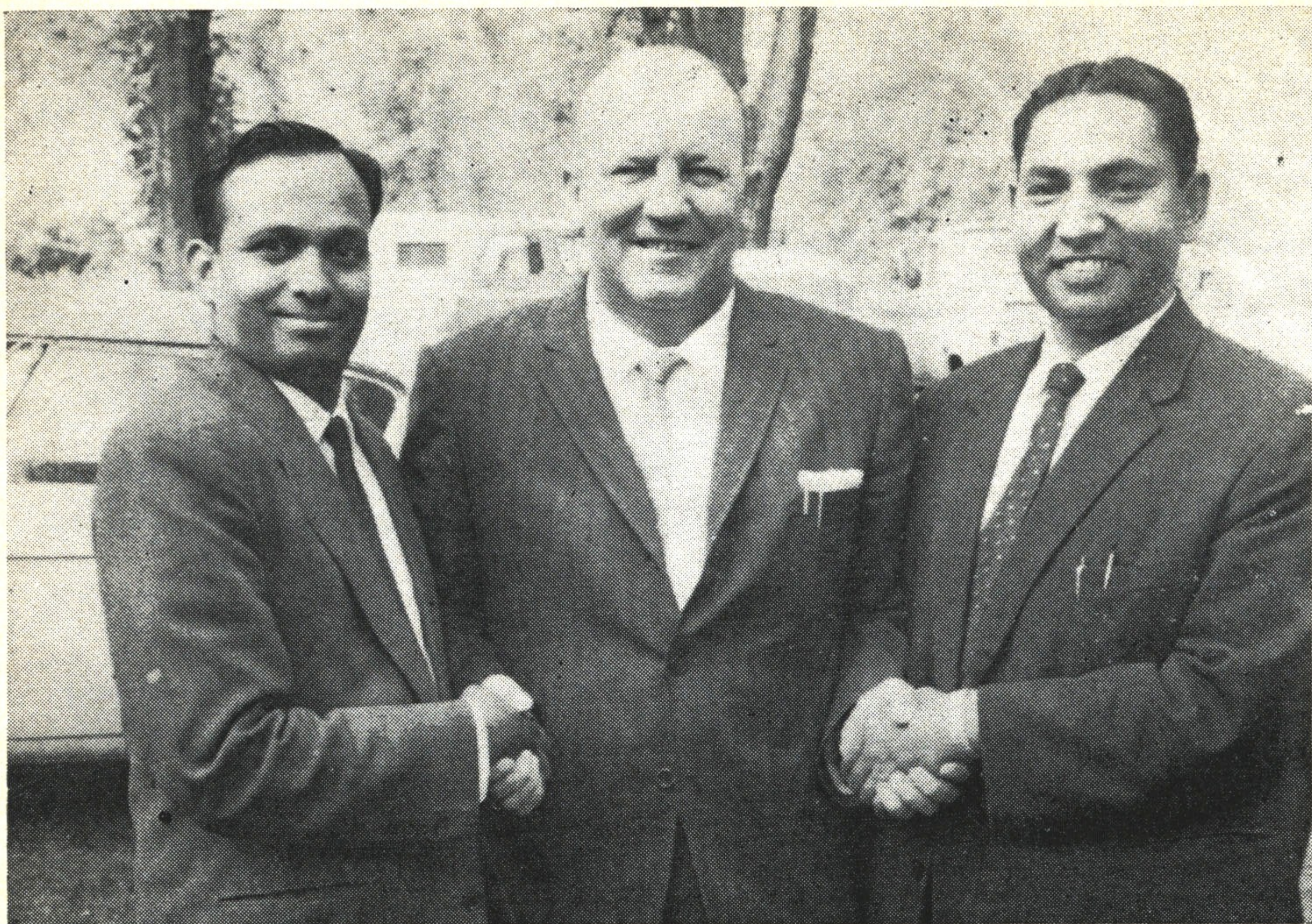
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NAA President, J. Meredith Darbyshire, welcomes two new members from India into the National Auctioneers Association. V. N. Sharma, left, and O. P. Tejpal, right, became the first members of the NAA from that country when Col. Darbyshire met them while visiting a recent term of the Reppert School of Auctioneering, Decatur, Ind. These two gentlemen were sent to the Reppert School by the F. T. Division of Foreign Agriculture Service, United States Department of Agriculture, through the American Embassy in India.

Mr. Sharma is also a veterinarian-surgeon and both men are in the agricultural department in India, Mr. Tejpal being head of that department. Both men will spend the remainder of a six month period at a university in the mid-west.

New Members Make Up 36.8% of Total

Of the 120 memberships processed in the period, September 16 through October 15, 43 or 36.8% were new members while the balance were renewals and reinstatements. This is certainly a high percentage of new members, especially for this time of year.

Organization of the South Dakota State Auctioneers Association accounted for several members from that state. Other new members consisted of many auction school graduates from various summer terms. Of particular interest is the two new members from India which adds another foreign

country to our membership roster. More information about these members is to be found elsewhere in this issue.

Following is a list of those whose memberships were received during the above named period. The asterisk indicates a new member.

- *Loy C. Tillotson, South Dakota
- *Charles J. Fischer, South Dakota
- Harold F. Wingler, South Dakota
- *Marcel Reisch, South Dakota
- *Dale McPherson, South Dakota
- *Fred McFarland, South Dakota
- *Gilbert Wagner, South Dakota
- *Ole Hall, South Dakota
- *W. G. Barnes, South Dakota
- Isadore Winkelmen, Oregon
- Hank Dunn, Washington

IN UNITY THERE IS STRENGTH

Marvin L. Wilson, Ohio
Leo Wolf, Nebraska
Thomas E. Taylor, Ohio
J. B. Hickerson, Kansas
Victor L. Horejski, Kansas
Raymond Gerbitz, Kansas
John D. Ulrich, Kansas
Marvin Mayer, Kansas
Billy Howell, Tennessee
*James R. Farrell, Missouri
*Marvin E. Wooten, South Carolina
*Olin Kirby, South Carolina
G. T. Doyle, New Jersey
Dick Robison, Kansas
Ted Augustine, Kansas
Paul J. Beaver, Indiana
*Herman Borress, New York
Fairfield P. Day, Ohio
Gary K. Purdy, Michigan
*William Richards, Ohio
Don Werner, Nebraska
Dewey Webster, Kansas
E. R. Harrison, Kansas
Billy Dunn, North Carolina
*William A. Bell, Tennessee
R. P. Keller, Tennessee
Hoyt T. Walker, Tennessee
C. O. Rainwater, Tennessee
*Marvin B. Cline, North Carolina
*Lee L. Schreiber, Texas
*Jay Anderberg, North Dakota
Harlan Kirk, Kansas
S. J. Frey, Oregon
*Henry T. Niles, South Carolina

*Robert J. Goss, Oklahoma
Robert Kiko, Ohio
Ann Michael, Ohio
Guy E. Freeman, Tennessee
Avery E. Forke, Nebraska
Don L. Forke, Nebraska
Troy Olds, Tennessee
James E. Rife, Illinois
*Allen Kessler, Indiana
Lyle Erickson, Iowa
Donald L. Day, Kansas
Phil Neuenschwander, Indiana
Frank D. Sale, Virginia
Sherry Olin, Michigan
*Gary D. Hammond, Ohio
*Walter Murphy, Indiana
Preston L. Black, South Carolina
Melvin Ellis, California
Harold Kirk, Kansas
Lowell Roberts, Tennessee
Gordon Clayton, Wisconsin
Earl E. Gartin, Montana
Joe Hawkins, Tennessee
James H. Adams, Georgia
George Morse, Kansas
*James O. Swisshelm, Ohio
*O. P. Tejpal, India
*V. N. Sharma, India
John A. Hilditch, Massachusetts
Joe Vancel, Indiana
*Jim Franklin, Indiana
Joseph A. Detraglia, New York

(Continued on Page 31)

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

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Col. Jerry D. Popplewell—Amity

MONTANA

Col. Wm. J. "Bill" Hagen—Billings
Col. Earl Kinney—Billings
Col. R. J. "Bob" Thomas—Billings
Western College of Auctioneering—Billings

NEBRASKA

Col. W. V. "Bus" Emrich—Norfolk
Col. Dick Dolan—North Platte
Col. Rod Gillespie—Gothenburg
Col. John W. Heist—Beatrice
Col. Gerald E. Miller—Hartington
Col. Harry Rasmussen—St. Paul

NEVADA

Col. Gill White—Fallon

NEW HAMPSHIRE

Col. Edward G. Dean—Nashua
Col. Merle D. Straw, Jr.—Seabrook

NEW JERSEY

Col. B. G. Coats—Long Branch
Col. Ralph S. Day—Leonia
Col. Herbert Van Pelt—Readington

NEW MEXICO

Col. Elmer Bunker—Albuquerque
Col. Monroe Goree—Roswell
The New Mexico Auctioneers
Col. John Overton—Albuquerque
Col. Gene Navalesi—Albuquerque
Col. Eddie Potts—Albuquerque
Col. W. T. "Wag" Wagner—Farmington

NEW YORK

Col. Tim Anspach—Albany
Col. Tim W. Anspach—Albany
Col. Paul W. Calkins—Peru
Col. Arnold Ford—Rome
Col. Clarence Foss—East Aurora
Col. Donald W. Maloney—Syracuse
Col. William Maloney—Syracuse
Col. Ben Schwadron—Queens Village
Col. David H. Tracy—Pavilion
Col. Richard C. Tracy—Dansville
Col. Richard Tydings—Greene
Col. Sidney White—New York City
Col. Harris Wilcox—Bergen

NORTH CAROLINA

Col. Basil Albertson, Sr.—High Point
Col. Neil Bolton—Winston-Salem
Col. Coyte D. Carpenter—Claremont
Col. Billy Dunn—Laurinburg
Col. Ben G. Hoffmeyer—Charlotte
Col. Bill J. Martin—Hildebran
Col. Forrest A. Mendenhall—High Point
Col. Robt. (Red) Mendenhall—High Point
Col. A T. Morris—Durham
Col. Hugh Simpson—Union Mills

NORTH DAKOTA

Col. Bob Penfield—Bowman

OHIO

Darbyshire & Associates, Inc.—Wilmington
Hunter-Wilson-Mayhugh Co.—Hillsboro
Col. O. L. Lansaw—Middletown
Col. Clem Long—Dayton
Col. Mearl Maidment—Bowling Green
Col. John W. Moler—Dayton
Ridenour & Merrill—Dayton
Col. George Roman—Canfield
C. Garth Semple & Associates,
Inc.—Milford
Smith-Babb-Seaman Co.—Wilmington

BOOSTERS FOR "THE AUCTIONEER"

Col. Carl V. Stahl—Toledo

Col. Clyde M. Wilson—Marion

Col. Lou Winters—Toledo

OKLAHOMA

Col. Joe Burgert—Ponca City

Col. Lewis W. Campbell—Wyandotte

Col. Buck Cargill—Oklahoma City

Col. V. K. Crowell—Oklahoma City

Col. Jim Richards—Spencer

OREGON

Col. Virgil R. Madsen—Halsey

Col. C. A. Morrison—Grants Pass

Col. Virgil Munion—Roseburg

Col. S. J. Frey—Sweet Home

Col. Lynn Walters—Clackamas

PENNSYLVANIA

Mrs. Tom D. Berry—West Newton

Col. Q. R. Chaffee & Son—Towanda

Col. H. L. Frye—Pleasant Unity

Col. Jacob A. Gilbert—Wrightsville

Col. J. M. Hoffer—Bellwood

Col. Ralph W. Horst—Marion

Col. J. Omar Landis—Manheim

Col. Marlin J. Reifern—Fredericksburg

Col. Oliver M. Wright—Wexford

RHODE ISLAND

Col. Max Pollock—Providence

SOUTH DAKOTA

Col. Reginald R. Oakley—Silver City

TENNESSEE

Col. L. B. Fuqua—Nashville

Col. J. Robert Hood—Lawrenceburg

Col. H. C. "Red" Jessee—Morristown

Col. C. B. McCarter—Sevierville

Col. L. Paul Monks—Fayetteville

TEXAS

Col. Dub Bryant—Big Spring

Col. Wayne Cook—Dallas

Col. Russell de Cordova—Mexia

National Auction Institute—

College Station

Col. Earl S. White—Madisonville

Col. K. L. Espensen—Tyler

Col. J. W. Foust—Lubbock

Col. Tom Jeffreys—Andrews

Col. W. J. Wendelin—Henderson

Texas Auction Co. (J. O. Lawlis & Son)

Houston

WASHINGTON

Col. Bob Berger—Pasco

Col. Hank Dunn—Kennewick

Col. Bill Johnson—Seattle

Col. Robert F. Losey, Sr.—Renton

Col. Orville Sherlock—Walla Walla

VIRGINIA

Col. Willie T. Catlett—Lynchburg

Col. Harry D. Francis—Newport

Col. David H. Gladstone—Norfolk

Col. J. E. Sutphin—Newport

WISCONSIN

Col. Joseph W. Donahoe—Darlington

Col. Fred C. Gerlach—Brookfield

Col. W. C. Heise—Oconto

Col. Willard Olson—Delavan

ELSEWHERE

The Ladies Auxiliary to the

National Auctioneers Association

THE MEMBERS SAY . . .

Dear Bernie:

Well another month has slipped around and it was really busy. The county 4-H Sale was excellent this year. The sale that was booked because of the piece in the paper about us attending the convention was very successful and more than paid my expenses and the additional help hired here while we were gone.

We really have a lot to be thankful for and sincerely hope every member of the NAA has been as fortunate. Our big game season will be opening before long and

I intend to get out this year with some of our Ohio friends who are coming out during this season.

Enclosed is check for new member Joe McGoldrich, Albuquerque. He has joined our organization and is from the tri-cities of Davenport, Moline, and Rock Island, Illinois. We're glad to have him here and in the NAA.

Regards,
John A. Overton
Albuquerque, N.M.

Dear Bernard:

Enclosed is \$15.00 for my 1962-63 N.A.A. and K.A.A. dues. I have been in the auctioneering business a little over a year, graduating from the Reppert Auctioneering School, Decatur, Ind., in August, 1961.

I have conducted several farm sales and household sales. I also work every Thursday at the C & S Livestock Commission Company at Norton Kans., one of our newest and most modern livestock auction barns in the state.

I look forward to receiving the "Auctioneer" each month. It is very interesting and educational. I especially enjoy reading the letters from other auctioneers throughout the country.

Being new in the auctioneering business I know I have learned a lot in the past year but also know I have a lot yet to learn. It is certainly a challenging business but one that is worth every hour of time and effort put into it. I only hope that someday I will be as good an auctioneer as some of the men I have become acquainted with and read about in the "Auctioneer."

Sincerely yours,
Bob L. Jessup
Phillipsburg, Kansas

* * * *

Dear Bernie:

I am not going to try and make any excuse for not sending my dues until this late date, however, here is my ten dollars for dues plus five dollars for Booster Page. I sure did miss "The Auctioneer."

The fall business in New Hampshire looks very promising. Several good auctions have turned up. I had a very successful land auction, September 29.

The very best of luck to all members.

Regards,
Ed Dean
Nashua, N. H.

* * * *

Dear Bernie:

. . . . Farm auctions are fast taking shape, our first having been two weeks ago with several coming up. Prices appear to be good with farmers having had a good crop but there are always those who wish to retire as those who want to try something besides farming.

Each day I am in the auction business I enjoy it much more. I have travelled a good deal in the West this past summer

selling Welsh, Shetland and Pony of America's auctions. And of course I always enjoy instructing at Western College of Auctioneering, Billings.

Hoping this finds you and our association enjoying the best of everything, I remain,

Auctioneeringly yours,
Jim Messersmith
Jerome, Idaho

\$50 Admission To Private Collection

A five-story, white stone mansion at 7 West 54th Street, New York City, housing one of the last great privately held art collections in the world, will be briefly opened to the public for the first time this month.

Admission will be \$50 a person and visitors will be limited to about 1,000 artistically and socially prominent New Yorkers.

The evening showings, to be held from Nov. 27 through Dec. 6, will benefit New York University's Institute of Fine Arts. When it is over, the doors of the mansion will once again be locked, and the fabled treasures within will be seen by no one except the owner and his wife and their private guests.

The owner is Robert Lehman, the investment banker, and a man with acknowledged artistic taste, a love of luxurious privacy and the means to indulge them. He and his wife do not live in the mansion built by his parents at the turn of the century, preferring to occupy an 18-room apartment on Park Avenue.

Mr. Lehman's decision to refurbish his parents' former house and place his collection under one roof was made some months ago. At that time, he quietly withdrew 90 paintings, including early Italian primitives and examples of the works of El Greco, Holbein, Rembrandt, Goya, Cezanne and Renoir, from three rooms of the Metropolitan Museum of Art where they had been on loan since 1954.

Four mortal enemies of auctioneering progress are repetition . . . dullness . . . monotony . . . cheerlessness. Four words that may be placed high on the list of reasons for failing to be a successful auctioneer.
—B. G. Coats



Graduation Banquet, Missouri Auction School, August, 1962

Chant of the Auctioneer

(Reprinted from the
Omaha (Nebr.) World-Herald)

By BETTY CHRISTENSEN

NEWPORT, Nebraska—The chant of the auctioneer lures me as the click of dice calls the gambler.

We in the little towns, nestled in the heart of the Nebraska Sand Hills, led a pretty simple, routine life most of the year. But during the cattle runs bedlam breaks loose, and we become the melting pot of the nation.

Huge trucks roar by day and night, bringing cattle to auctions. Trains stand waiting while bawling cattle are loaded, and every rancher lives with the din of lowing cows, as the mothers are separated from their babies, to be sold to the highest bidder.

When the little sale barns first began springing up in our area they were dark, dirty holes where a woman was considered somewhat of an oddity. A hamburger stand with cold hot-dogs, burned burgers and cool coffee offered appeasement for your hunger. You generally gulped these standing out in the weather.

The barns were built in the form of the old Roman amphitheaters. Tiers of seats rise to the ceiling, all facing the auctioneers booth.

The first seats were nothing more than two-by-sixes without back rests. You dangled your feet, or sat on them. After perching on these for a few hours you felt like rising, flapping your wings and crowing.

Nowadays, thanks to the foresight of the barn owners and the Nebraska Cowbells, we have well lighted, clean barns and large, modern lunch counters where a delicious meal, complete with homemade pie, may be obtained.

The seats now have back and foot rests. Of course they are still wooden seats and can get mighty hard after 12 hours.

* * *

THE PROPER OUTFIT

As I mentioned before, women were a rarity in a barn years ago. But today women make up, at times, over one-fourth of the crowd and many are doing their own buying.

We have visited with buyers and their

wives from Pennsylvania, Illinois, Indiana, Iowa, the Dakotas, Minnesota, Kansas, Oklahoma, Texas, Wyoming, Colorado and Montana. All are seeking the same thing we are — a good grade of cattle at the price we can afford.

The proper outfit for "sale-barning" is a wrinkle resistant blouse or sweater, blue jeans or light gray or tan slacks. (They don't show the dust.) If you can't wear slacks, a print dress or full skirt is best.

Always wear low heels. High heels are dangerous when climbing the steps. There is a good 2½-foot riser on each step. I have seen some women enter dressed in their best furs and jewelry and carrying a pad to sit on. They leave looking just as bedraggled as the rest of us.

I always like to enter a barn the first time with my husband. I'll explain why. There are generally two or three entries to the seats, about midway up from the ring. If he has entered before me, somehow I always come in to the entry exactly opposite from where he has chosen to sit.

The barn seems dimly lighted, coming from the outdoors, and since I am not blessed with 20-20 vision, the sea of faces, all gazing at me, soon becomes a blob of red and white.

If I try to recall what my husband was wearing, my mind becomes a blank, and he, knowing my confusion, is sitting there grinning at me like a Cheshire cat, but giving me no sign of recognition. At long last I either spy him or some kind soul takes pity on me and tells me how to reach him.

* * *

'WHERE YA BEEN?'

Then begins the long, long descent to the ring. I wiggle my toes around hips, and shove my knees against shoulders, and by this time I am usually so embarrassed I could sink into the nearest hip pocket and hide.

At last I reach the ring and begin my wary way around, keeping one eye on the animal in the ring lest he prove unfriendly, and the other on the feet of the front row spectators. While they, bless their hearts, are mildly cursing me under their

breath for blocking their view of the ring.

Eons later I reach my husband's side, to hear him nonchalantly say, "Where ya been? I was just going out for coffee." Glory be! We go through the toe and knee procedure again. Only this time it is worse. You are staring the person in the eye, while stepping on his toes. And not only "the eyes of Texas are upon you," but the eyes of the other 49 states as well.

While we sip our coffee, we keep one ear tuned to the auctioneer's chant lest we miss a bargain. Or if there is nothing we want to buy, we enjoy a good visit with a neighbor or another buyer. All conversation is carried on in the cattleman's language, of course.

At the beginning of a sale the auctioneer and ticket master enter their booth. The ring master enters on his horse, and the auctioneer begins in a mild voice to give the daily cattle market report. The ring master tips his hat, the first critter ambles into the ring, and we're off.

Now the mild voice swings into the chant, which he can continue for hours at a time. "Now I'm bid 25 dollars, who'll give a dime, Ding-Dong Daddy, want a dime, any one a dime?" And I settle down for another enchanting afternoon and evening of the auctioneer's chant.

We like to enter the barn early enough to find seats not too far up if we are planning to buy. It is easier to catch the auctioneer's eye when bidding if you are directly across the ring from him. I have sat for hours with my hands folded in my lap, flies crawling across my nose, afraid to brush them away lest the auctioneer think I am bidding. I envy the women who can bid. I tried it once and found I was raising my own bid.

Most buyers have a special signal which is hardly discernible—a raised eyebrow, a slight nod of the head or wiggling their thumb. I've sat beside my husband many times and never knew he was bidding until his number was called.

Many buyers are order buyers, and buy under several numbers. An order buyer is a person who buys cattle for other people on a commission basis. He may have orders for two hundred calves, 60 good range cows and yearling heifers, and at the same time be buying yearling steers for himself.

HIS OWN MIND

A buyer must be a good judge of weight in cattle for the cattle always look smaller down in the ring. What appears to be a three-hundred-pound calf when weighed may turn out to be about 360. And when you are buying by the pound this can become pretty costly.

The ring master usually tries to point out any defects on a critter, but the buyer must make up his own mind if the lump, blind eye or bob-tail will detract from the animal's appearance enough to make him hard to sell later on. Sometimes, if the price is low enough, you can afford to take the risk.

We are proud of our sale barns around here and try to give as efficient and courteous service as possible to all out-of-towners.

So, my invitation to you women whose only knowledge of cattle is through the supermarket meat counter is to come out and see us. Bring the whole family. You'll learn how your state's cattle business operates and I guarantee we'll make you welcome.

Ten Years Ago In "The Auctioneer"

In November, 1952, "The Auctioneer" contained 16 pages plus cover. Only one item that could be classed as news was included in this issue. This was the report of the Illinois State Auctioneers' meeting held in Jacksonville, on Sept. 21, 1952. Cols. Henry Peters and Carman Potter of the host city made arrangements for the meeting which had a reported attendance of 150 persons. Walter Holford, Edwardsville, was President at that time and he had the pleasure of introducing nine of the charter members of the Association.

Col. Pete Slater, Pana, was elected as the new President. Col. Shelton, Sesser, was named Vice President and Tom Sapp, Springfield, Secretary-Treasurer. Elected as Directors were: E. J. Van Tassel, Robinson; Ray Hudson, Morrisonville; and Carman Potter, Jacksonville.

* * * *

One letter to the editor was published, a very good one written by Col. Clint Peterson, Fort Dodge, Iowa. Col. Peterson expressed himself as feeling that more

of the officers and directors should support the Booster Page. His reasoning was that since they were selected as leaders they should be leaders in their support to "The Auctioneer" in order to encourage others to follow.

* * * *

Fifteen states were represented by "Boosters" on the Booster Page. (A good many of those whose names appeared in the November 1952 issue are also on the Booster Page of the November 1962 issue.)

* * * *

Two pictures appeared, both of which were taken at the Minneapolis convention. One was of three couples in their hard times costumes and the other a group surrounding an unhappy Holstein. It is hard to distinguish from the picture who is the most bewildered, the cow or the people.

* * * *

Balance of the issue was made up of pleas from Editor John Rhodes and writer B. G. Coats, for more news items, more members and greater support of the NAA and "The Auctioneer." We quote one particular item:

Have you paid your membership dues for 1952?

Your Secretary gives unselfishly of his time without one cent of remuneration. Those who have not paid their dues are imposing on the Secretary as it makes more work for him.

The least we can do is to pay our dues and make his work as light as possible.

(NOTE: The Secretary then is your President now. He continues to serve without remuneration, giving unselfishly of his time. Remember this when you feel you are too busy to make a small contribution to the advancement of YOUR profession.)

Kentucky Commission Conducts First License Examination

By ORVILLE R. MOORE

On October 1, 1962, history was made at Louisville, Kentucky in that the first examination for Auctioneers - Apprentice Auctioneers within the United States was given by the Kentucky Board of Auctioneers. Commissioners, Messrs. John L. Cummins, Wayne Kessler, Orville R. Moore and H. Bemis Lawrence, Counselor, conducted the examination. There were eight applicants and six successfully attained a required 75% passing grade. Five of the applicants were graduates of an Auctioneer's school. The next quarterly examination shall be given in January, 1963.

The two hour forty-five minute examination dwelt exclusively with factors confronting the Auctioneer-Apprentice Auctioneer on a regular day to day basis, i.e., Kentucky Auctioneers License Act of 1962, contracts, personal property, real property, obligations, acknowledgements, Ken-

tucky Bulk Sales Law, personal property Closing Statements, etc., to cite a few facets thereof. No attempt was made to deceive or confuse the applicant, whatsoever, as Kentucky's Auctioneer's License Act is not intended to keep anyone "out" that is qualified. All applicants expressed that the examination was most pertinent and liberal in every respect. Completion of the personal property Closing Statement problem was the only differentiation between the Apprentice Auctioneer and the principal Auctioneer examination. Only one applicant erred on the Closing Statement.

The Kentucky Board of Auctioneers definitely feel now that the days of the incompetent Auctioneer is most limited and the extinction of the unscrupulous Auctioneer in Kentucky is just around the corner.

Send news of your State meetings to "THE AUCTIONEER" . . . other states would like to hear from you.

AUCTIONS

By JAMES STEWART-GORDON

Written for Christian Science Monitor in Collaboration with Reader's Digest

Driving through the main street of Pittsfield, Mass., a wallpaper salesman found his way blocked by a mixture of people, excitement, and cars. He parked his car and pushed his way through the crowd, where he found that an auction was being conducted on the lawn of a gracious, white-pillared home.

"O. Rundle Gilbert, Auctioneer," the sign read.

The item up for sale was a glass-bottomed boat, capable, Mr. Gilbert said, of making any owner proud and at the same time able to view in complete comfort the exquisite coral reefs of Bermuda or Pago Pago.

BEHIND POUNDING GAVEL

"This boat," Mr. Gilbert intoned, "cost close to \$750 to build. Who will say \$100?"

No one did.

"Fifty dollars?"

Still silence.

Then a voice in the rear said, "Five dollars."

In a moment O. Rundle was off and running. The bid inches up to \$7, \$10, \$11, \$12. Suddenly the wallpaper salesman, aghast at such a value going begging, found himself saying, "\$14."

"I have \$14 once, \$14 twice and sold!" boomed Mr. Gilbert.

In a moment a girl was at his elbow taking his \$14 and handing him a receipt. "You can pick up the boat anytime," she told him.

Stunned, the wallpaper salesman looked at her and mumbled, "Boat? Did I buy a boat? What can I do with it? I live on top of a mountain 41 miles from the nearest water! I just bid on it because it looked like such a bargain."

SCENES OF DRAMA, ACTION

Auctions are like that. They are like a lot of other things, too. They combine the best features of the drama, the stock exchange, a barn raising, and a gold rush.

Underneath its outward skin, an auction houses a mechanism as tricky as the fine print in a contract. During the on-the-premises auction season, basically the

warm weather months, \$60,000,000 worth of Chippendale chests, genuine old masters, moose heads, bedsteads, kitchen utensils, and the contents of 100,000 attics are sold.

The star of the show is, of course, the auctioneer. King of the country auctioneers is big, good-natured O. (for Orville) Rundle Gilbert of Garrison, N.Y., and Lincoln, N.H., who is a powerhouse of energy. He sells more than \$2,000,000 worth of household effects each year, and troupes the country from Georgia to Michigan, with most of his business centered in the New York and New England area.

Over the past 34 years Mr. Gilbert has sold close to \$50,000,000 worth of household effects, jewelry, printing presses, locomotives, old masters, and glass beads.

FAMILY TEAMWORK SHOWN

His wife and as many of their five sons as they can lay their hands on form the nucleus of the Gilbert sales force. Their 14 other helpers are hired by the day from a pool of real-estate operators, government officials with a day off, retired railroad engineers, and schoolteachers.

On the day of the sale, Mr. Gilbert is up at 5 a.m., testing his voice by shouting at his sons, who range in age from 16 to 27. Later he engulfs a huge breakfast.

If the sale is to be held within a radius of 100 miles of his home at Garrison, N.Y., Mr. Gilbert, his sons, and their helpers load up their van with folding chairs, a public-address system, enough food to feed 300 spectators, and a tent in case of rain. They arrive at the scene before 8 a.m. Mrs. Gilbert and her team then immediately take possession of the kitchen.

Lunch plays an important part in any on-the-premises auction. People have to be fed and kept close to the action at the same time.

Although Mr. Gilbert always attempts to get some local organization such as the Ladies' Aid or the American Legion auxiliary to take over the catering, almost always the Gilberts have to carry on themselves.

The piece de resistance of the Gilbert

auction menu is a dish called bachelor's spaghetti, a concoction of hamburger, bacon, peppers, spaghetti, cheese, and chili sauce all baked together, which Mr. Gilbert learned how to cook before he was married.

By 10 a.m., the crowd usually has assembled, and the Gilbert circus begins.

The very first item to be sold at all Gilbert sales is bed linen, and to Mr. Gilbert's trained senses the sale of the bed linen immediately establishes whether or not he has a live crowd on hand. If there are linen sheets in the sale and they sell for \$7 a pair, bells will ring and there will be dancing in the Gilbert camp. On the other hand, if the sheets bring only \$4 Mr. Gilbert realizes that he faces an uphill battle.

Mr. Gilbert's sales are conducted with a mixture of surprise and humor: surprise at the great bargains that are being had, and humor that seems to spring naturally from the subject matter. Antiques, for example, he assures his customers, can readily be distinguished because when used as firewood they burn with a pure blue flame.

From the beginning, until 11 a.m., Mr. Gilbert sells the less important items; then, at 11, he begins to unload his heavy artillery. By this time the crowd is warmed up, and he can introduce the higher-priced things.

At 12:30 he calls a half-hour stop for refueling. Refortified with bachelor's spaghetti, he builds up to a climax which, on good days, can only be compared to the chariot race in "Ben-Hur" for excitement.

AT HEIGHT OF ACTION

Recently a rare collection of paperweights went on sale. Between the hours of 1:30 and 3:30, Mr. Gilbert, selling like a madman, auctioned off \$85,000 worth of paperweights alone!

So sweet is Mr. Gilbert's siren song when he is on the selling platform that it is almost impossible to resist.

An incisive student of crowd psychology, he knows when to pour it on and when to break the tension.

In selling an expensive item when he has gotten bids of what he thinks are three-quarters of what the item will bring, Mr. Gilbert comes to a halt, looks at the item, and speculates aloud about it.

"That table," he is liable to say, "has a very interesting leg. As a matter of fact, I would say it has the same sort of leg as a table I sold last week for \$2,000."

Then he plunges back into the sale. The bidders, with the opportunity to take a breath and size up the opposition, go back to their bidding with renewed zest.

DEALER TRICKS EXPOSED

Of course, the basis of an auction is the competition. This is grist for the Gilbert mill. But on the platform Mr. Gilbert is not only watching for bids, he is also making sure that unscrupulous dealers and scouts—men on the watch for bargains they can sell to dealers—are not taking advantage of the other customers.

One of their favorite tricks is for a dealer to approach a bidder who is obviously interested in a piece and say, "Don't bid against me. If you do, it will only send the price up. Let me get it cheap. Then you can have the piece."

If the customer falls for this line, the unscrupulous dealer generally welshes on the agreement, and the only way the customer can get the item is by paying the dealer double the auction price which is the standard dealer markup.

When Mr. Gilbert spots anything like this, he will stop the auction and point out to bidders the dangers of listening to strangers.

EVEN AUCTIONEERS SURPRISED

Mr. Gilbert, although he masks the fact behind a bland facade, is an authentic connoisseur of everything from diamonds to Oriental rugs. He can look at almost any object and tell within a fraction what it is going to bring at a sale. At times, however, he has been wrong.

One of these occasions was in Manchester, Vt. A widow who needed to enter a nursing home discovered that her late husband had spent her fortune. The only possessions she had left were the furnishings of her home. Mr. Gilbert was called in the sale. After going through the house, his heart sank. The furnishings, he realized would only bring \$10,000, or half as much as the widow needed.

However, he had reckoned without the neighbors, knowing how much the sale meant, kept doubling the bids. Instead of \$10,000, Mr. Gilbert was able to hand

the widow a check for \$37,000, more than enough for the rest of her days.

Although Mr. Gilbert maintains an office in New York, the focus of his activity is a vast marble palace overlooking the Hudson River. Once the property of Samuel Colt, the grandson of the inventor of the six-gun, Mr. Gilbert bought it through the trust department of Banker's Trust for a virtual song 15 years ago.

LEFTOVERS COME HOME

Inside the Palazzo are huge rooms stacked with furniture and oddments that Mr. Gilbert has either bought at sales himself or has had left over from sales. They include such items as a 22-foot-long sideboard built for a monastery in Spain 500 years ago, a collection of huge overstuffed chairs, galleries of paintings, and a concert grand piano.

At home the Gilberts dine off Georgian sterling-silver plates, which Mrs. Gilbert bought at auction many years ago. Her reasons for this grandeur have less to do with swank than reality.

"With five sons," she told me, "china was always getting smashed. These plates may be 200 years old, but they are as good as new; and if we needed it, we could always get our money back."

Business comes to Mr. Gilbert in a number of ways: banks with estates they wish to settle, old customers who want to sell what they have bought, and Mr. Gilbert's reading of the obituary columns and real estate ads.

When a large house comes on the market, Mr. Gilbert figures that 9 out of 10 times there will be an estate to be settled. He then writes to the local bank, offering his services.

FEES, EXPENSES EXPLAINED

Mr. Gilbert's fee for running an auction is 20 per cent of what he brings in. Out of this he pays his help, prints brochures, takes advertising in various antique magazines, and contracts to stage the show.

A man with a built-in, do-it-yourself impulse, Mr. Gilbert prints his own brochures and catalogues on a press he himself bought at auction. These are lavishly illustrated with photographs of items to be sold and mailed out to Mr. Gilbert's 25,000 regular customers. Some of these follow Mr. Gilbert's sales faithfully. In the event they

cannot make the sale, they send in bids through the mail; and Mr. Gilbert, acting as their agent, bids them in.

Mr. Gilbert is frequently importuned by customers to look over what they have. Whenever he can, Mr. Gilbert faithfully follows these leads, sometimes trekking great distances.

Several years ago, after driving through what looked like uncharted wilderness, Mr. Gilbert finally found a house in the Adirondacks to which he had been called. He quickly realized that even if he could entice customers to the place, there was little of value in the place . . . until in the maid's room, he recognized a chest as a Goddard, made by a legendary cabinet-maker of Newport before the revolution.

Explaining the situation to the owners, Mr. Gilbert took the chest with him and sold it to a collector in Paris for \$15,000 within a week.

MODERN TREASURE HUNTER

Another time, in a small town in Ohio, he was asked to check a barn that was full of the possessions of a recluse who had passed on earlier that year.

Wading through the debris, he first uncovered a priceless Sheraton sideboard. Opening the drawer, he found himself face to face with a family of opossums. Under a pile of Oriental rugs was a rajah's ransom in jewels. Between the leaves of a huge untidy pile of books he found money—\$10 bills in some, \$50 bills in others.

The auction excitement is such a violent one that at almost every sale Mr. Gilbert finds himself faced with the same dilemma. After the sale someone is sure to look him up and say, "Mr. Gilbert, that sideboard I bought I find is just too large for my living room. Do you think I could have my money back?"

Depending on the sincerity of the plea, Mr. Gilbert will usually accede. One piece, a cavernous Empire chest, has been sold by Mr. Gilbert four times. "It's sort of an old friend now," Mr. Gilbert says.

If you are trying to furnish a home on a budget, there is no better place to look for furniture than at an auction, since the prices are likely to be half what they would be elsewhere.

If you are interested in antiques, an auction is the place to find them.

AN EXPERT'S ADVICE

But Mr. Gilbert has this advice for auction-goers:

"Know what you want before you bid, then decide what it is worth to you. Don't listen to dealers or scouts who can get it for you wholesale. Always read the catalogue if there is one, and above all don't get stage fright and be afraid to bid. Someone else may top you by \$2.00.

The dealer's place in the wonderful world of the auction is that of the man who has to buy for half of what he is going to sell for. Consequently, he is likely to be very well informed as to the value of whatever he bids on.

Knowledgeable auction-goers make it a practice to watch dealers as they bid. If they can get a piece by going \$5 higher than a dealer, they know they have a bargain since the dealer is working on a 100 per cent margin.

The other afternoon I went to an auction Mr. Gilbert was conducting for the benefit of a county historical society. When I arrived, I found a mass of people seated on chairs clutching things they had already bought.

'SPECTATOR' JOINS BIDDING

A man in a wide-brimmed hat was holding a gilded horse with a clock set in its side.

A woman with a poodle on a leash had stacked in front of her a wicker rocker crammed with milk cans turned into lamps, a bronze statue of a fish eating another fish, and a pastel of a girl with wind-blown skirts entitled, "What the Wind Blew In."

At first I decided to watch. Then the excitement caught me, and I began bidding on a small Chinese earthenware horse. All of a sudden it was mine for \$12.50.

A few minutes later a dealer was nudging my elbow. "I was delayed, and got here too late to bid," he whispered. He took the horse out of my hands and examined it. "A customer of mine," he said, "is crazy for horses. I'll give you \$20 to make it worth your time."

For some reason I passed up the prospective \$7.50 profit, shook my head. "Tell you what I'll do," he pressed, "I'll make it \$100. My client is just mad about these things." I realized now that by some miracle I must have bought a rarity. I

walked away from the sale with my head in the clouds.

Next day I discovered that I did indeed have a rarity — a Tang-dynasty funerary horse from about A.D. 700 and worth perhaps as much as \$700. It was purely beginner's luck. And to think that if I had come earlier, I might also have found myself the proud owner of the pastel of the girl with the Marilyn Monroe skirts!

NEW MEMBERS

(Continued from Page 19)

- Clive Anderson, Sr., Tennessee
- Clive Anderson, Jr., Tennessee
- *Wayne Holly, Tennessee
- *J. Newt Billings, Tennessee
- Bryan L. Swilley, Tennessee
- Ed Dean, New Hampshire
- Dick Yager, Wyoming
- Donald E. Perry, Missouri
- J. A. Tompkins, Jr., Oklahoma
- C. Garth Semple, Ohio
- Leonard Burleson, California
- Keith Berkshire, Indiana
- Gale D. Copeland, Tennessee
- R. C. Westbrook, Wyoming
- Arthur W. Mahnke, Wyoming
- *Tommy Groves, Kansas
- *Royal Hornbaker, Kansas
- George W. Skinner, Indiana
- Vern Squires, Illinois
- *Roger M. Williams, Indiana
- Bob L. Jessup, Kansas
- Virgil H. Olson, Nebraska
- *William C. Shine, Connecticut
- *Joseph G. Cancelliari, Massachusetts
- Ralph Waite, Kansas
- *Wayne H. Ytell, Missouri
- A. L. Tremblay, Massachusetts
- Joe Loving, Tennessee
- Roy D. Gottshall, Pennsylvania
- *Carl E. Matthews, Pennsylvania
- *Blaine Rentzel, Pennsylvania
- William J. Wagner, Pennsylvania
- Marlin J. Reifein, Pennsylvania
- Carson Fast, Ohio
- *Joe C. Bellenfant, Tennessee
- *Charles B. Dailey, Ohio
- Glenn Casey, Michigan
- *Ted W. Hinson, North Carolina
- *D. Wayne McFarland, Florida
- *Irving Leonard, Iowa
- *Clarence Meyer, Iowa
- *Myron Tallman, Iowa
- Howard B. Johnson, Iowa

Tri-State Meeting In Boston, Nov. 11

Auctioneers from Maine, New Hampshire and Massachusetts will meet in Boston, at the Sherry-Biltmore Hotel on November 11 for the first annual Tri-State Auctioneers Convention. Registration will be at 10:00 A.M. and the meeting will close with a Banquet at 4:00 P.M.

Government should be like your stomach — if it's working right you don't know you have it.

A hen-pecked husband is one who asserts himself by demanding a clean apron.

Dates and Places

November 11—Tri-State Auctioneers Convention, Sherry-Biltmore Hotel, Boston, Mass.

November 18-19—Indiana Auctioneers Association Annual Convention, Marott Hotel, Indianapolis, Indiana.

January 4-5—Pennsylvania Auctioneers Association Annual Convention, Penn-Harris Hotel, Harrisburg, Pa.

January 13—Ohio Auctioneers Convention, Southern Hotel, Columbus, Ohio

April 28 — Iowa Auctioneers Convention, Tallcorn Hotel, Marshalltown, Iowa

July 18-19-20 — National Auctioneers Convention, Cincinnati, Ohio.



John H. Paige (right), Vice President of the Wisconsin Telephone Company, points out item of interest to NAA President, Charles Corkle, at the Annual Convention of the Association of Wisconsin Auctioneers, last June. Mr. Paige addressed the convention on the subject, "Public Relations is Everybody's Business."

At the extreme left is James Gavin, President of the Wisconsin group and between he and Col. Corkle is Vice President, Don Lloyd.

Directory of State Auctioneers Associations

Arkansas Auctioneers Association

President: Brad L. Wooley, 412 Del Rio Dr.
Little Rock
Secretary: James W. Arnold,
Box 179, Magnolia

Colorado Auctioneers Association

President: Lyle D. Woodward,
2942 S. Cherry Way, Denver 22
Secretary: H. W. Hauschildt,
2575 S. Broadway, Denver 10

Idaho Auctioneers Association

President: Lyle Masters, R. 2, Buhl
Secretary: Qunton Selby, Box 393 Cascade

Illinois State Auctioneers Association

President: Charles Knapp, Cissna Park
Secretary: Theodore W. Lay, Girard

Indiana Auctioneers Association

President: Russell Kruse, R.R. 2, Auburn
Secretary: Maynard Lehman,
406 Center St., Berne

Iowa State Auctioneers Association

President: Irving Leonard, Elkader
Secretary: Lennis W. Bloomquist,
RFD 2, Pocahontas

Kansas Auctioneers Association

President: Carson E. Hansen, Beloit
Secretary: Richard M. Brewer, Mt. Hope

Kentucky Auctioneers Association

President: George Kurtz, Sturgis
Secretary: Martha Kurtz, Sturgis

Massachusetts Auctioneers Association

President: William F. Moon,
RFD 1, North Attleboro
Secretary: Edmond R. Valladoa,
Route 6, Mattapoisett

Michigan Auctioneers Association

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702 E. Grand River, Williamston
Secretary: Stan Perkins,
Rt. 2, Swartz Creek

Minnesota State Auctioneers Association

President: Hubert Pinske, Arlington
Secretary: Frank A. Sloan, 1711 Olson
Highway, Minneapolis 5

Missouri State Auctioneers Association

President: Ralph Stark, Lexington
Secretary: Roger Hollrah,
2795 Zumbuhl Rd., St. Charles

Montana Auctioneers Association

President: R. J. Thomas,
1709 Mariposa Lane, Billings
Secretary: W. J. Hagen,
Box 1458, Billings

Nebraska Auctioneers Association

President: Glen Helberg,
310 Boyd Ave., North Platte
Secretary: Dick Dolan,
Box 364, North Platte

New Hampshire Auctioneers Association

President: Harold Buckman, Ashland
Secretary: George E. Michael,
78 Wakefield St., Rochester

New Jersey State Society of Auctioneers

President: Frank Schurich, Fairlawn
Secretary: Ralph S. Day,
183 Broad Ave., Leonia

New York State Auctioneers Association

President: Arnold Ford
13 Martin Dr., Rome
Secretary: Donald W. Maloney,
518 University Bldg., Syracuse 2

Auctioneers Association of N. Carolina

President: W. Craig Lawing,
212 Gumbranch Rd., Charlotte
Secretary: Jack H. Griswold
R. 10, Box 221-A3, Charlotte 6

North Dakota Auctioneers Association

President: F. E. Fitzgerald,
1206 N. First St., Bismarck
Secretary: Gerald Ellingson, Edgely

Ohio Association of Auctioneers

President: Emerson Marting, Rt. 3,
Washington C. H.
Secretary: Richard Babb,
232 N. South St., Wilmington

Oklahoma State Auctioneers Association

President: Elvan Markwell, Meeker
Secretary: Bryan Blew
Box 203, Cherokee

Oregon Auctioneers Association

President: Marvin Ruby,
345 W. Baseline Rd., Hillsboro
Secretary: Mrs. Lane Sudtell,
3915 Silverton Rd., Salem

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Box 37, Armagh
Secretary: Kenyon B. Brown,
Box 388, Doylestown

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Secretary: Reginald R. Oakley,
Box 222, Silver City

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Secretary: Joseph H. Donahoe,
706 Harriet St., Darlington

Wyoming Auctioneers Association

President: O. J. Mader, Buffalo
Secretary: Don Hoffman, Buffalo

THE LIGHTER SIDE . . .

HIDDEN TALENT

Two tramps beseeched an Indiana farmer for a handout.

"Fill that shed with kindling wood," said the farmer, "and you'll get the best meal you've et in weeks."

The tramps were hungry and there wasn't another house in sight, so they reluctantly accepted the farmer's offer. Fifteen minutes later, the farmer went out to the shed to see how they were getting along. He found one tramp leaning on the ax handle while the other executed a series of amazing ballet steps, flip flops and somersaults.

"Cricky," said the farmer to the tramp on the sideline, "I didn't know your friend was an acrobat."

"Neither did I," admitted the tramp, "until I cracked him on the shin with this ax."

THE RIGHT SIGNAL

The entire family had gathered at the old farm house for a reunion and long after supper the celebration went on indoors. Only the father of the clan ventured out to wander the vast acres in the dark. On his walk the old man fell into a slough and found himself sitting waist-deep in slimy mud—vastly uncomfortable but in no danger. Unmoving, he shouted loudly, "FIRE! FIRE!"

Since fire is among the most dreaded of all rural disasters, the roistering family poured forth into the night frantic with fear. On finding the mired old man, one of his sons said, "You scared us to death, Pa. Why on earth did you yell 'fire'?"

"Well now, boy," replied the patriarch, with pure logic, "if'n I'd yelled 'MUD', I'd'a been here till spring plantin'."

ONE WAY OF PUTTING IT

Neighbor: "Tell me the story of your romantic life."

Housewife: "It's a tragedy—I went to a masked ball dressed as Helen, the Greek beauty, and there I met two fellows dressed as the Trojan horse. Both of them fell in love with me."

Neighbor: "What's tragic about that?"

Housewife: "I married the wrong half."

SHE KNOWS WHAT SHE WANTS

When a woman told a hardware store clerk that she wanted a three-quarter-inch pipe plug, he asked, "Do you want a male plug, a female plug or both?"

"I just want to stop a leak," the woman replied. "I don't plan to raise them!"

THINGS CONFUCIUS DIDN'T SAY:

Where there's a will—there's a lawsuit.
One good turn gets most of the blanket.
Where there's smoke there's toast.
Never leave til tomorrow what you can get out of altogether.

All work and no play make jack.

Early to bed, early to rise—

And your girl goes out with other guys!

NATURAL PROTECTION

During a medical examination a man was asked to stretch out his arms in front of him. The hands trembled. "Good heavens, how much do you drink?" asked the doctor. "Scarcely anything at all," said the man. "I spill most of it."

PREPAREDNESS

The Little League baseball season was opening and a mother called the family doctor. "Could you give us a prescription for tranquilizers?" she asked.

"Who needs tranquilizers at your house?" the doctor asked.

"Well," the mother replied, "if Joey plays in the opening game, I'll need them — and if he sits on the bench, his father will need them."

SIMILARITY

While sneering at South Sea natives who beat tom-toms to ward off evil spirits, we North American natives blow horns to break up traffic jams.

QUALIFICATIONS

The personnel manager was interviewing a young lady, and he asked what jobs she had held and what type of work she had done.

"I've been a secretary," she said. "All I've had to do is look like a girl, think like a man, act like a lady, and work like a dog."

IN UNITY THERE IS STRENGTH

NO ROOM FOR DISORDER

The worst thing about living in a trailer is that there's no place to put anything except where it belongs.

COULD BE HABIT FORMING

Employee: "I'd like to have next Friday off."

Boss: "Why?"

Employee: "That's our silver wedding anniversary. My wife and I want to celebrate."

Boss: "Are we going to have to put up with this every 25 years?"

MONEY TALKS

"To what do you attribute your long life?" the reporter asked the centenarian.

"I don't right know yet," replied the old-timer. "I'm dickering with two breakfast food companies."

GAMBLERS ALL

Some men who wouldn't dream of gambling think nothing of getting married.

IS THERE ANOTHER WAY?

The new stenographer arrived at the office every morning sporting the latest Paris styles, to the envy of the boss' secretary.

"H'm, that's the fifth new dress you've put on this week," she sniffed. "How do you do it?"

"Oh, it's easy," replied the newcomer in a confidential whisper. "I just put them over my head and pull up the zipper."

LAND OF PLENTY

A small boy came home from his first day at Sunday school and began emptying his pockets of money—pennies, nickels, dimes—while his parents grasped. Finally his mother asked.

"Where did you get all the money?"

And the youngster replied:

"At Sunday School. They've got bowls of it."

SIGN OF THE TIMES

When girls start calling you "Sir," about all you've got left to look forward to is your Social Security.

LOOK

You'll have to admit the Russians beat us to the parking problem—no cars.

YOU CAN'T WIN

Just about the time you think you can make ends meet, someone moves the other end.

CRAZY LEGISLATURE

The farmer had gone and got himself elected to the legislature. After he'd served in the law-making body for 30 days he came home for a week end.

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

CHANGE OF EVENTS

"For 20 long and wonderful years," mused the gentleman at the bar, "my wife and I were deliriously happy."

"Then what happened?" asked the bartender.

"We met."

DUCK CALL

Angry wife: "One of the ducks you were shooting yesterday called and left her number."

YES?

"I'm warning you! He's a wolf! He'll rip the dress right off your back!"

"So what! I'll wear an old dress."

CAREFUL

Daughter: "I know one thing, I'll never marry a man who snores."

Mother: "Just be careful how you find out."

ECONOMY

Today's prices prove that the best time to buy anything is a year ago.

TODAY

The only student who walks more than two blocks to school these days is the one who can't find a parking space.

BREVITY

A reporter for the truck line paper was instructed to use fewer words in his stories. On his next assignment he wrote, "John Smith struck match to see if any gas was in tank. There was. Age 32."

Even back in the Stone Age when women wrote down their ages they were chiseling.

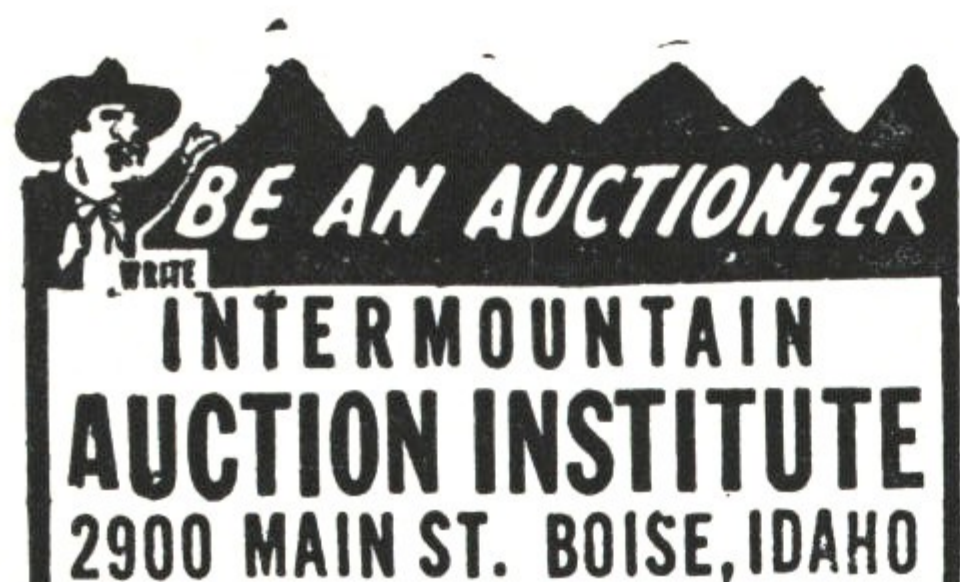
Niemeyer Conducts Four In A Day

We don't know if there is a shortage of auctioneers in the Lowell, Ind., area but we have learned of one that is rather busy. Col. Ernie Niemeyer, NAA member of that city, conducted four auctions on one day.

Starting at 10:00 A.M. he had a sale of household goods in a rural area, at 1:00 P.M. another sale of the same type in nearby Lake Village; at 3:00 P.M. a lumber yard auction, and at 7:00 P.M. a merchandise auction.

Everything went off on schedule except the lumber yard sale which was 30 minutes late in starting. Commenting afterward Col. Niemeyer does not recommend that an auctioneer do this seven days a week.

Money may talk, but today's dollar doesn't have enough cents to say much.



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