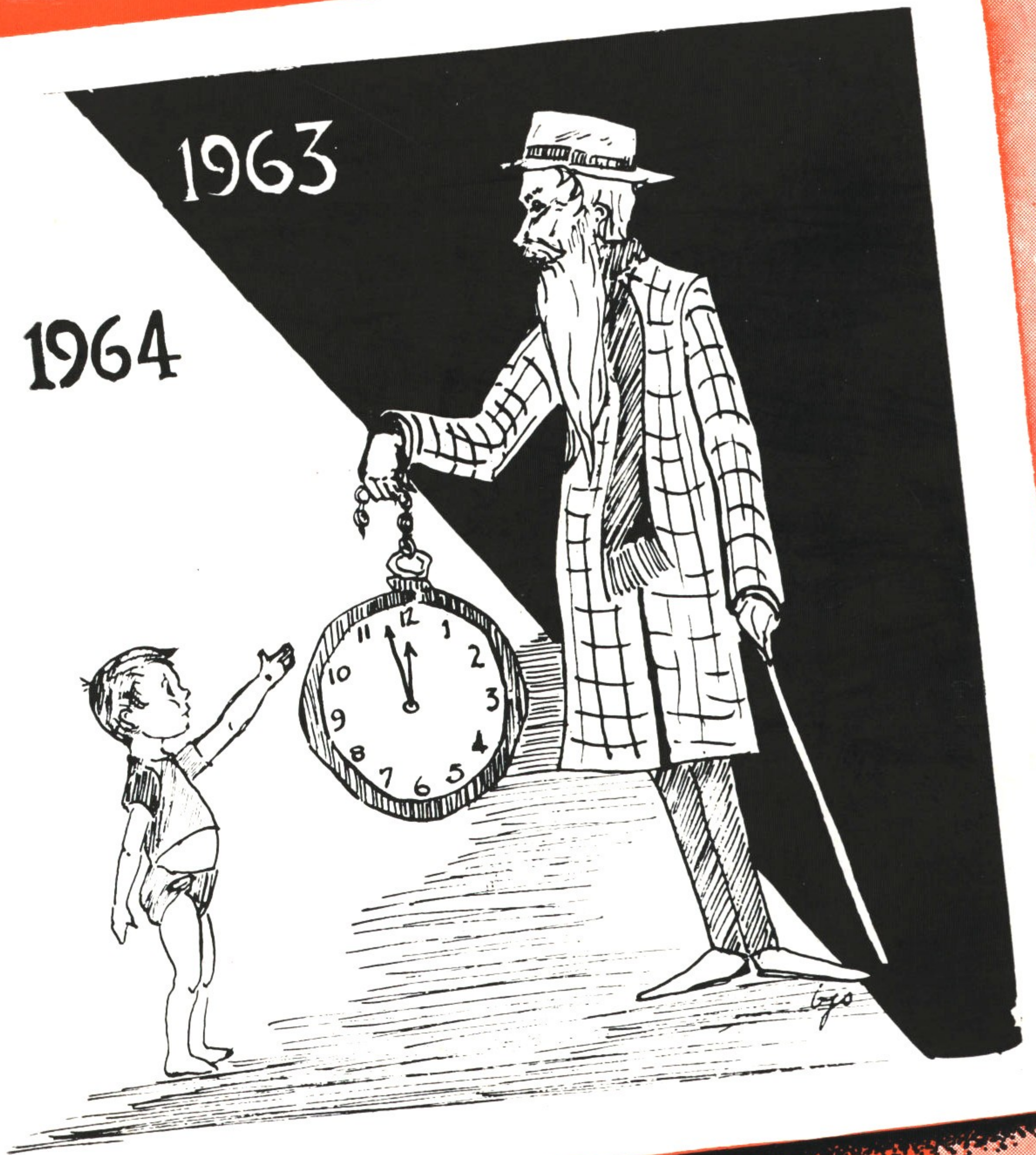
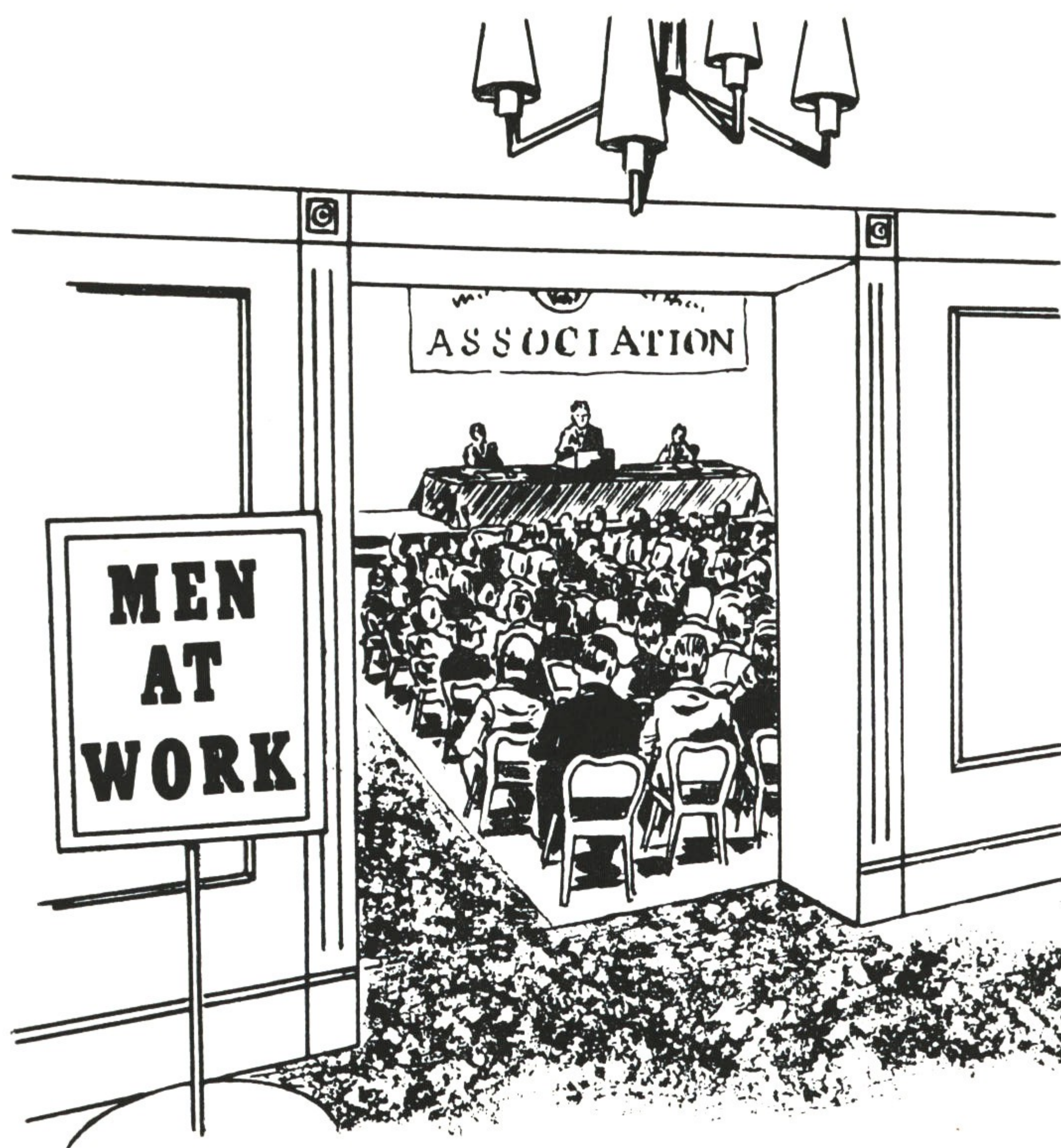


the AUCTIONEER



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Markets Mean Payoff For Livestock Effort

By REX MESSERSMITH
South Dakota Livestock
Auction Markets Association

"I can't think of a more important group of people to my business . . . you provide the pay-off! You provide the top market value for my products that often spells the difference between profit and loss."

One of the top representatives of the livestock industry said this recently to a group of Certified Livestock Market operators. These words emphasize the tremendous growth of a relatively young segment of the livestock industry, the merchandising segment.

In the early 30s, this part of the country saw the start of a new method of merchandising livestock generally known as the community sale. These gatherings were nearly as much social as they were business and the chant of the auctioneer signalled the selling of "anything from a collie dog to a purebred bull."

Open, competitive bidding was the backbone of this method of selling then just as it is now. But the items sold and the method of doing business in today's modern, Certified Livestock Market have changed with the times.

The Certified trademark that now adorns the most progressive livestock auction markets signified that this livestock specialist has pledged adherence to an industry-adopted code of business standards and offers his selling services on the basis of satisfied customers.

Many livestock producers have come to recognize these as trade area marketing centers for the livestock they have to sell. They consider the local auction market in the same light as a bank. Only, in this case they "deposit" their livestock and "withdraw" the true market value from the seller's pay window in the front office.

Many is the time that a Certified Livestock Market man has been asked, "My goodness, what do you do on the days of

the week when you don't hold a sale?"

The auction market operator must offer his services to everyone, and promote the advantages of selling the auction way so as to assure plenty of livestock for the buying segment of the industry to bid on. Then, he is charged with the responsibility of finding buyers that will pay full value for the product offered.

This operator is confronted with lists of rules and regulations that would fill the New York City telephone directory. Nearly every move he makes could be weighed in the light of some local, state or national regulatory group. But the most exacting "regulator" of them all is the livestock industry which he serves.

So, the management of a Certified Livestock Market can easily be an eight-day per week job.

Considering this industry as very little over 35 years old in South Dakota, auction markets merchandised over \$220 million worth of livestock in 1962. And when you realize that this segment of the livestock industry operates on slightly over 1 per cent of gross dollar volume, the producer gets a real bargain in services for a small charge.

More livestock buyers each year are finding that they can fill their needs for a particular weight and class of animals in a short time at a livestock auction market.

Buyers are willing to pay full value for their purchases because less time and expense is involved in finding them, settling on sorting and weighing conditions, getting brand and health inspection in order and searching for proper transportation.

These are services normally furnished by the auction market operator.

And the consignors know they can trust the auction market man to get the true market value because he is actually working for them. He uses his knowledge

and experience to sort consigned livestock by size, class and sex to provide uniform groups of livestock to the buyers.

The resulting increase in the consumption of red meat raises the demand for livestock. And this demand assures a good market price in the future for cattle, hogs and sheep.

Services also include protection against injury or death of livestock caused by an accident on the way to the market or at the market.

Next time you have livestock to sell, consider those aspects of Certified Livestock Market operations.

Large and small producers alike are provided a ready, year-around market for their livestock at the local auction market. Accurate weights and immediate cash payment are a part of each market's operation.

One of the important services performed for the industry by Certified Livestock Markets is to serve as a focal point in support of meat research, education and promotion.

(From Livestock Market Digest)

Virginia Men Hold Important Meeting

Members of the Virginia Auctioneers Association held their Annual Convention and Business Meeting at the Presidential Motor Inn in Lynchburg, December 7-8. One of the better crowds in the organizations history turned out for this important event.

An address by George Litton of VPI was the highlight of the first day's meeting which also included committee meetings, a social hour, dinner, amateur hour and a dance.

Addressing the second day's assembly were Ralph Horst, Marion, Pa., who spoke on Farm and Personal Property Sales; J. C. Horney, Wytheville, Va., speaking on Real Estate Auctions; K. C. Williamson of VPI, on Virginia Livestock Auctions; and Bernard Hart, Secretary of the National Auctioneers Association, on Organization.

Highlighting the business part of the gathering was discussion of amending the existing auctioneer's license law

whereby it would be administered by a State Board of Auctioneers. The responsibility of the auctioneer under a new bulk sales law to be introduced at the 1964 General Assembly of the state was also discussed. For further information on either of these proposals, you are requested to write the Secretary of the Virginia Auctioneers Association.

D. E. Bumpass, Mineral, was elected President for 1964, succeeding W. Hugh Ownby, Richmond. Martin Strate, Bridgewater, was elected Vice President, and Dennis Ownby, Richmond, is the new Secretary-Treasurer, succeeding Frank Sale, Radford.

Directors elected were as follows: Three year term, Richard Wright, Bridgewater and George Lockridge, Staunton; two year term, Frank Sale, Radford and J. C. Horney, Wytheville; one year term, George Shields, Danville and Jim Janney, Woodstock.

Parke - Bernet Lists January Auctions

After having been closed for two weeks preceding Christmas, Parke-Bernet Galleries, New York, re-opened December 26 for exhibition and the first auction on January 2 & 3.

Some of the sales scheduled for January are:

Jan. 11 — Irving S. Olds Estate of Valuable American XVIII Furniture and Decorations.

Jan. 14-15 — Victor Schroeter and Joseph C. Schaeffler Estates of General Literature, Illustrated Books and Modern American Literature.

Jan. 17-18 — Mrs. Thorneycroft Ryle sale of fine French Furniture and Decorations, XVII-XVIII Century Icons.

Jan. 24-25 — George Frelinghuysen American Furniture, Oriental Lowestoft, moved in from his Norristown, N.J., and Los Angeles residences.

Jan. 28 — E. A. Ribal (Glendale, Calif.) Western Americana general literature.

Jan. 29 — Paul Magriel, New York, and other various owners, American Paintings and Drawings.

Remember Names and Faces

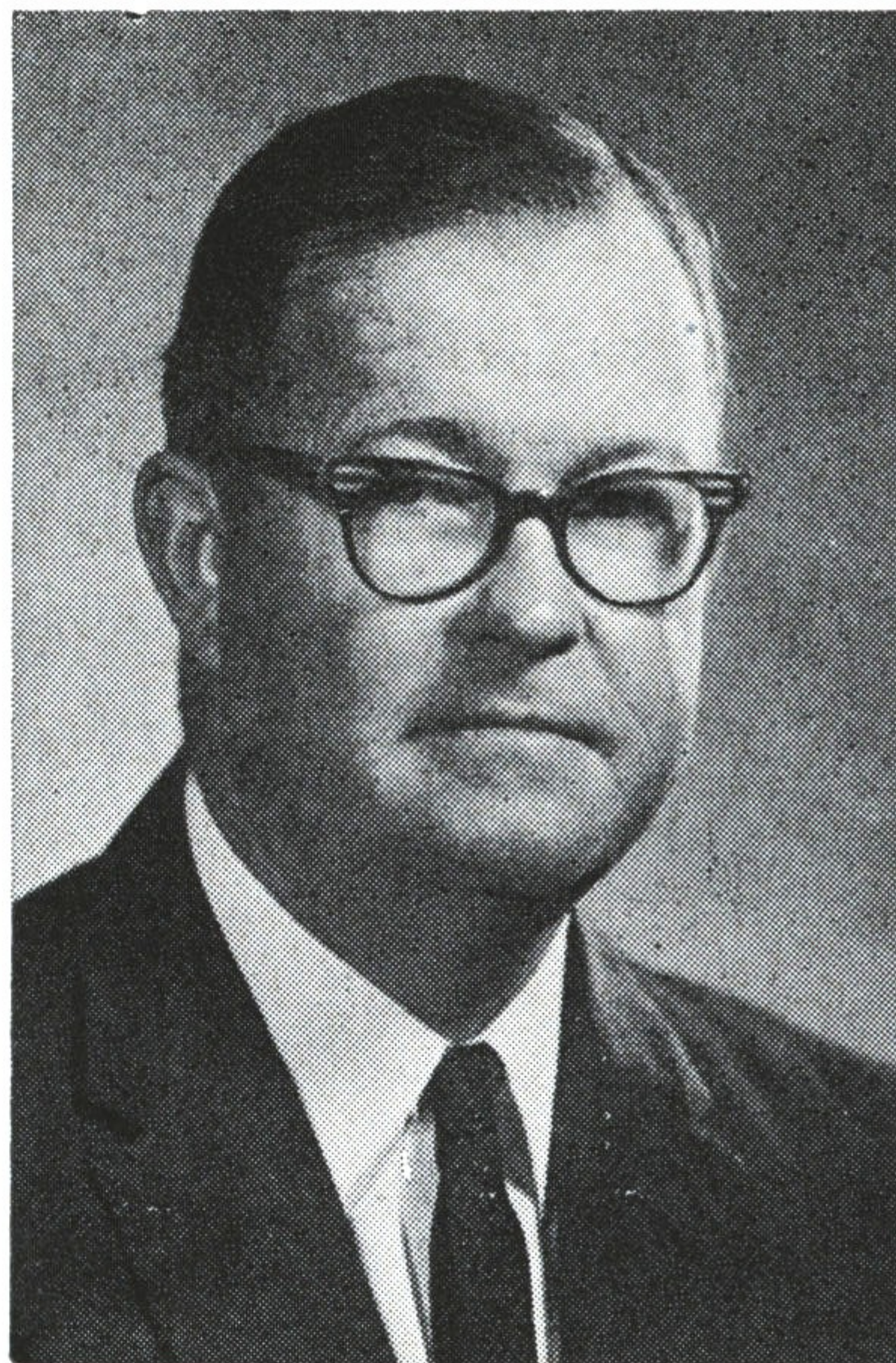
by
WALTER S. BRITTEN

We, as individuals, learn a great many things. We learn to do, to say, to feel and to remember. If a man learns to operate a steam shovel this is skill. He learns the name of the first scientist, this is a verbal response. If he learns to have fear, this is an emotional response. The skills and responses will remain with us always. Some have said verbal responses are easy to forget. Therefore, as auctioneers it is quite important that we learn to remember names and faces.

As auctioneers, one of our most important attributes is the ability to remember names and faces. Perhaps there is no profession where an individual has more daily contacts with people than that of an auctioneer; therefore, one's ability to remember faces and names becomes a real asset.

In trying to develop your memory there really are four simple rules and by applying these rules their returns will bring rewards many times during your career.

First of all, in an introduction we must understand the name. Too often we forget a name, but the real reason is we never knew it in the first place. At the time of introduction is the proper time to get the name in your mind. If you fail to hear the name correctly, merely repeat the introduction or say I'm sorry I did not get the name. Most generally a man feels complimented when you mention his name and there is a reason, he has the feeling that you are really interested. If the name is an unusual one, ask how it is spelled. By this time you should be able to associate the name with another person whom you know with the same or familiar name. Sometimes you may associate the name with an object. After you thoroughly understand the name, devote your attention to physical characteristics of the individual or his personality as these will help you to remember him the next time.



After I have the name in mind, how will I be able to remember it? It is a good policy while visiting with your new acquaintance to address him by his name. For example: Where did you go to school, Mr. Jones? Or, Mr. Jones, did you happen to know Jim Brown from your town? The point I wish to stress is the more repetition of the name used, the more likely you are to remember. When the visit is over say "It was nice meeting you, Mr. Jones." If you will form the habit of jotting down the name when the visit is over and that night review the list of names and recall each individual trait and personality, most generally you will remember these people at your next meeting. I wish to impress upon you the importance of repetition. One should make an effort to apply it and as time goes on you will find yourself doing it automatically. In my beginning years as an auctioneer I traveled occasionally with a salesman and since I was interested in learning people I observed as he

went into a store he never went directly to the buyer of the department for his order. He greeted all of the sales personnel in the department by calling their names. After the buyer appeared, the entire sales force would be in a crowd and the buyer would let each one suggest what was needed. The personal interest this salesman had in the people of the department enabled him to get a larger order than he would have suggested. Much of his success can be attributed to the fact he knew his people and remembered their names.

We have met the person and have his name and we have repeated the name a number of times as well as written it down. The next step we should take is to develop a mental picture of this person and fasten his personality and facial expression in our mind. Some people have the faculty of remembering faces and those of us who sometimes mistake one person for another is not a matter of neglect or eyesight, but a difference of observation. You can get an intelligent picture of a person if you have nothing else on your mind. It has been said that the movies is a good place to study faces. You can observe the physical characteristics of actresses and actors in a movie and can note the quality of the voice, but who has a better opportunity to study faces than an auctioneer as he has many faces before him during the course of an auction. Your eyes are capable of taking hundreds of details at once. We need to develop the mind to realize what the eye has portrayed. We must develop the habit of concentrated observation and we can quickly recognize the difference between people.

One of the best ways to remember names and faces is through association. We should unite a new name to our minds by related facts, pictures or impressions. In closing this discussion, I think it would be well to demonstrate with a name. For example, let us use the name of Edison. We most likely would know someone with this name. If we met a man by the name of Edison, we would immediately connect the name with Thomas Edison. Do we know any-

thing about this man? There are many things we can recall about Mr. Edison. We think of his many contributions to society. Let us recall his picture. Does he resemble anyone else? Sure, we know people who have resemblance. Are we able to connect the name of Thomas Edison with a slogan or a quotation? Are we not able to form a mental picture of Thomas Edison? In meeting people, we need to take the name and by the use of association, the name will be fixed in our minds.

We must understand the name, repeat it as many times possible. As we wrote it down we should have a mental picture of the individual and by association we can be able to remember the name and face.

Would You Be Great?

The great were once as you!
 The men you magnify today
 Once groped and stumbled on life's way;
 Then fortune crowned with her caress
 The self-same gifts that you possess.
 The great were once as you,
 Dreaming the self-same dreams you held;
 Fearing, yet longing to be bold;
 Doubting that they themselves possessed
 The strength and skill for every test.
 Then one fine day, the first bold venture made
 (Scorning a cry for aid),
 They dared to stand and fight alone;
 Took up the gauntlet life had thrown,
 Moved full-front to the fray,
 Mastered their fear of self; and
 Then—
 Found out the world's great men
 Are, after all, but men.
 Oh Man! Go forth today and do!
 You, too, to fame may rise,
 You may be strong and wise;
 Stand up to life and play the man!
 You can, if you but think you can.
 The great were once as you.

Edgar Guest.

(Submitted by Fred W. Smiley, Saginaw, Mich.)

Membership Climbs To 1865

As Year's End Approaches

Membership in the National Auctioneers Association reached another peak in its steady climb for new records when a total of 1865 members were counted on December 15, 1963. One can hardly have grounds for celebration when we are reminded this is only three more than our previous high mark of 1862 on June 30. In other words, it has taken five and one-half months of continuous adding of new and reinstated members to cope with those who dropped out since June 30.

Failure to renew memberships has always been our number one obstacle. In most cases it is clearly a matter of neglect. This seems hard to believe when auctioneers as a whole have their ears to the ground and are ready to take off on a wild dash at any sign of a possible sale prospect. Yet, these same men do not have time to place a ten dollar check in an envelope to renew their dues. Until auctioneers can overcome this glaring fault, they are going to have troubled waters ahead as this neglect indicates a lack of interest in the profession from which they expect to derive remuneration.

Looking at the table of membership by states we see the trend of the stronger states becoming stronger. Ohio increased its membership to 160 and thus increased its lead over all other states. Illinois follows with 133, Pennsylvania, 126, Indiana, 117, Nebraska, 105 and Kentucky 100. Iowa, Kansas, Tennessee and Wisconsin are all running in a group with scores ranging from 77 to 80.

Following is the table of members by states as compared with a month ago and a year ago:

STATE	Mem-	Mem-	Mem-
	bers	bers	bers
	Dec. 15 1962	Nov. 15 1963	Dec. 15 1963
Alabama	6	8	8
Alaska	0	1	1
Arizona	6	8	8

Arkansas	15	20	20
California	49	44	45
Colorado	36	36	36
Connecticut	5	4	6
Delaware	3	3	3
Dist. of Col.	1	1	1
Florida	18	25	26
Georgia	18	21	21
Hawaii	3	2	2
Idaho	10	7	7
Illinois	137	132	133
Indiana	114	114	117
Iowa	59	77	77
Kansas	74	79	78
Kentucky	72	100	100
Louisiana	7	10	10
Maine	3	4	4
Maryland	19	20	20
Massachusetts	25	26	28
Michigan	56	50	51
Minnesota	20	21	21
Mississippi	1	4	4
Missouri	45	57	58
Montana	29	23	24
Nebraska	118	101	105
Nevada	3	1	1
New Hampshire	5	4	4
New Jersey	36	32	33
New Mexico	10	17	18
New York	57	61	63
North Carolina	25	27	27
North Dakota	22	18	18
Ohio	130	155	160
Oklahoma	28	23	24
Oregon	13	16	16
Pennsylvania	156	125	126
Rhode Island	5	5	5
South Carolina	9	8	9
South Dakota	20	25	27
Tennessee	64	73	78
Texas	42	64	64
Utah	2	1	1
Vermont	4	4	4
Virginia	31	31	32
Washington	12	12	13
West Virginia	14	18	18
Wisconsin	77	80	80
Wyoming	14	18	18
Canada	16	19	19

India	2	0	0
Australia	1	1	1
	<hr/>	<hr/>	<hr/>
Totals	1744	1836	1865

Record Attendance At Indiana Convention

By DEAN KRUSE

Indiana auctioneers and their wives turned out in record numbers for their Annual Convention and Business Meeting held at the Marott Hotel in Indianapolis, November 10-11. The attendance climaxed the most successful year on record for the Indiana Auctioneers Association as they closed the year with 236 members, an all time record.

Col. John L. Cummins, 2nd Vice President of the National Auctioneers Association, and Dr. L. L. Boger, Dean of Agriculture Economics, Michigan State University, a man listed in "Who's Who" as one of the top 100 economists of the United States. Both gave very outstanding talks which were enjoyed by everyone.

Entertainment for the Convention was furnished by the nationally famed "Ted and Smiley Show" and the international winning a Cappella Choir of Berne, Indiana.

Displays of equipment used by auctioneers were also a part of the convention. Auction signs, amplifying systems, lighting equipment and other interesting items were on display throughout the convention.

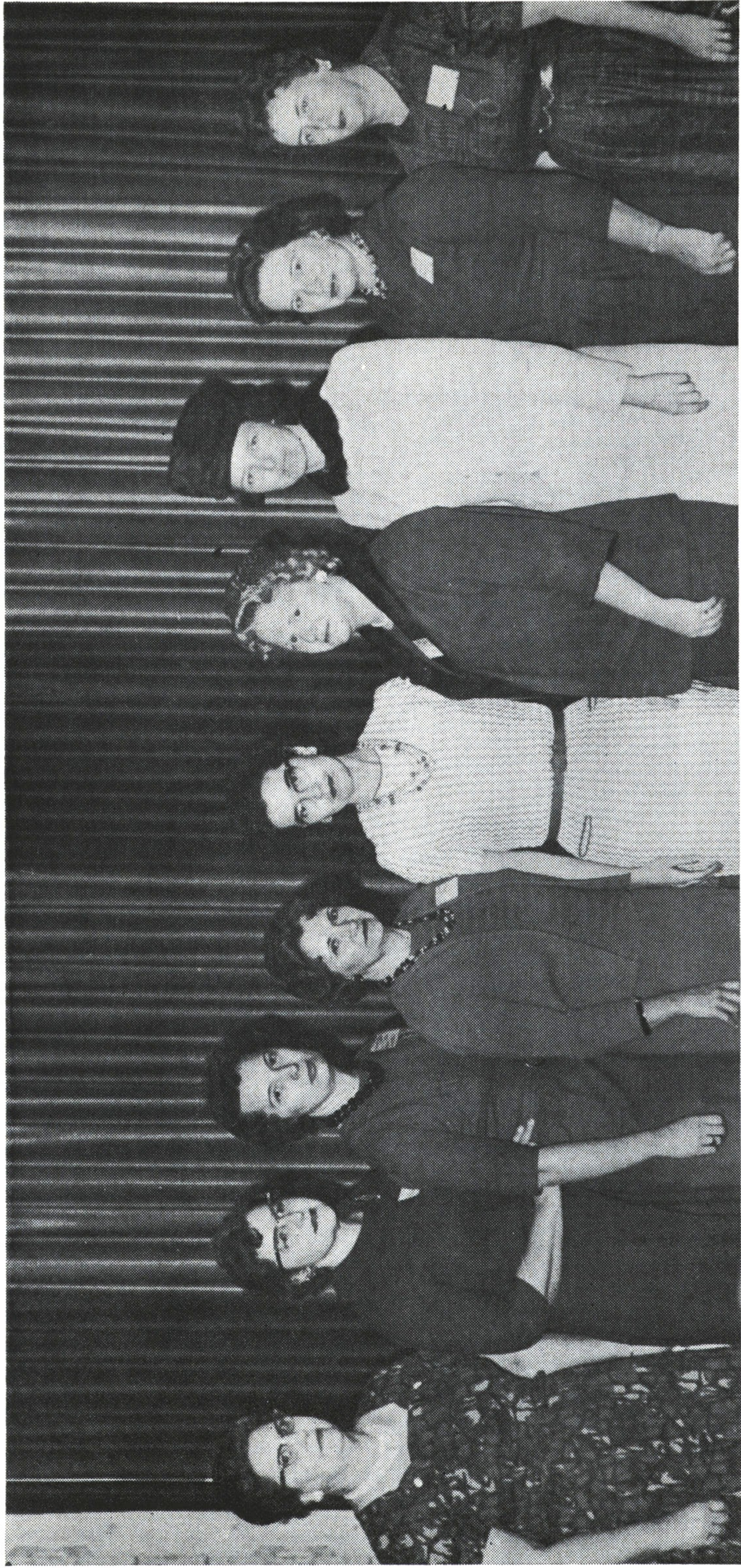
D. D. Meyer, Vincennes, was elected President during the business meeting. Maynard "Miz" Lehman, Berne, was elected Vice President, and Dean Kruse, Auburn, was re-elected to the office of Secretary. Egbert Hood, Anderson, was named Treasurer. Named to three year terms on the Board of Directors were: Walter Murphy, Lebanon, retiring President; Loyal Smeltzer, Elkhart; and Curran Miller, Evansville.

To be 70 years young is sometimes far more cheerful and hopeful than to be 40 years old.

—Oliver Wendell Holmes



Col. Walter Murphy, Lebanon, Ind. (right) receives plaque for "outstanding work in the auctioneer profession and working for the betterment of the Indiana Auctioneers Association." Presenting the award is Col. D. D. Meyer, Vincennes, Ind., newly elected President of the Indiana Auctioneers Association, donors of the award. Col. Murphy is the immediate past President.



Officers of the newly organized Ladies Auxiliary to the Iowa Auctioneers Association were installed by the National Auxiliary President, Mrs. Lewis Marks, extreme left. Others, from the left are: Mrs. Leland Dudley, Chapin, President; Mrs. F. E. Bloomer, Glenwood, Secretary-Treasurer; Mrs. Warren Collins, Jesup, Director; Mrs. Irving Leonard, Elkader, Director; Mrs. Robert Winegar, Pocahontas, Chaplain; Mrs. George Yancey, Ottumwa, 2nd Vice President; Mrs. Lyle Erickson, Cresco, Historian-Parliamentarian; Mrs. Marvin Rogness, Humboldt, Director. These ladies are concentrating their efforts toward a successful National Convention at Des Moines in July.

THE LADIES AUXILIARY

A Profile --

ADDIE MILLER

Mrs. Everett (Addie) Miller
8700 Lansing Avenue—Rives, Junction,
Michigan 49277

Addie Miller was born about two miles south of Roanoke, Virginia, in Franklin county. She was one of 9 girls — yes, I said 9 girls. There were two brothers — one died at 9 months and the other was 23 and the father of two girls when he died of pneumonia.

When Addie was three months old her parents took a train, with their five children and worldly goods and came to a farm near Logansport, Indiana.

Her first five years of schooling was spent at "BRUSH COLLEGE". A college you say — First!! That is what it was called — but wait — it was a little white one room school from 1st through 8th grade, with pot bellied stove, bucket lunches, and no inside plumbing.

Addie's next three years were spent at a consolidated school which consisted of a gymnasium to play in — 2 class rooms for 1 to 4 and 5 to 8 grades. Two small rooms — and to this day neither contractor nor tax payers know what they were built for.

She spent four years in high school at Logansport and was graduated with a class of over 150. Addie took a college preparatory course but in her senior year she took the commercial course. After high school, she worked at a candy counter at Woolworths, a dress shop and in the office of a manufacturing company.

Addie was married to Everett on March 5 and they have been married 30 years.

Their children, Jean, Paul and Kay are now all married and Jean has one son— Paul has a son and a daughter — Kay has a son. That does total four grandchildren doesn't it?

She has attended several state Auctioneer conventions but has never been to a National Convention.

As her husband is usually a delegate, she has attended several National Hol-

stein conventions, at the following places: Boston, Springfield, Mass.; Roanoke, Virginia, twice; St. Paul Minn.; Indianapolis, Ind.; Milwaukee, Wis.; Syracuse, N.Y.; Salt Lake City, Des Moines, Iowa; Kansas City, Mo.; Columbus, Ohio; and here in Michigan at Grand Rapids.

Even tho Addie was born in Virginia, lived part of her life in Indiana, she has lived in Michigan for the last 17 years.

She likes to sew — that being her favorite hobby.

Her philosophy of life is to try and like people for what they are — not for what she thinks they should be. Be happy and gay . . . Think young . . . live each day to the fullest . . . Yet be sincere.

Her greatest ambition is to assist her husband in every way possible in his sale business.

"Every man, however wise, requires the advice of some sagacious friend in the affairs of life."
—Plautus

"Taxes are going up so fast that Government is likely to price itself right out of the market."
—Dan Bennett.

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Mrs. Clint Peterson, Webster City, Ia.

Mrs. Ernest Freund, Fond du Lac, Wis.

Livestock Auction – Scene Of Efficiency

By WARREN COOK

Have you ever watched a livestock market place wake up in the morning?

At a very early hour in the morning all activity around a market is pretty quiet. Suddenly a truck will drive up to unload some cattle and the march is on. From out of nowhere comes a yardman to help unload and the activity for the day begins.

Gates begin to swing, doors begin to open, microphones are tested, office people begin to arrive, and there seems to be a bristling crispness in the air.

I think “excitement” is the word for the activity that starts a market place off on its day for a sale. The market operator begins to crack the whip and worry about the day’s business. He is here and he is there checking on this, checking on that, answering the phone, and he has very little time for anyone except a customer or his market.

To some, it may seem like confusion, but to the well-organized market place it is a routine thing. Everyone knows where they belong and what they do and up to the starting time of the sale it looks like it never would get underway. But because it is not confusing to any of them, they get the job done and by the time set for starting the sale everything is organized and the sale starts with thrilling speed.

The musical voice of an auctioneer starts the selling of livestock at the market for the day. Some buyers arrive late and some are early.

A buyer is an interesting person to watch. He acts as though he were not the least bit interested in the price of the livestock entering the ring, but when closely watched you can see his mind begin to move as he checks his orders — as he checks the livestock to see what he wants to buy and what price he wants to pay.

He’ll look around the ring at all the people, and he will act like he is visiting with some friend and not the least bit interested, but all of a sudden he gives a signal and he has made a buy.

Then, all of a sudden the day is over—

a long hard day for people working in the market, and this merchandising element in the livestock marketing industry puts itself back to bed and becomes very quiet, waiting for another day for another sale.

(From Livestock Market Digest)

Painting To Museum

BOSTON, Mass.—The Museum of Fine Arts announced the purchase of a rare late 15th century Flemish painting that sold for \$346,550 at a Paris auction in 1962.

The museum declined to reveal what it paid for the work by an anonymous artist, but it said it believes the \$346,550 paid by a group of New York, N. Y., art dealers at the 1962 auction is the “highest price ever paid at auction for an anonymous work.”

The painting, an altar piece known as the “Martyrdom of Saint Hippolytus,” was described by the museum as “one of the great Flemish paintings in the United States, rivalling the best of its period . . .”

JUST “MELTS AWAY”

Emperor Frederick the Great often experienced difficulty in balancing his country’s budget. On one occasion he gave a dinner, inviting prominent men of his empire to discuss the situation. He explained his dilemma and inquired how it could come about that, although taxes were quite high, not enough money reached the desired objectives.

At length an old general arose in the midst of the discussion, silently fished a large lump of ice from the punch bowl, handed it to his neighbor, and suggested that it be passed around the table until it reached the emperor. This was done, and by the time the ice got back to Frederick it was no larger than a small walnut. The lesson was obvious. — Leo Bennett in Sunshine magazine.

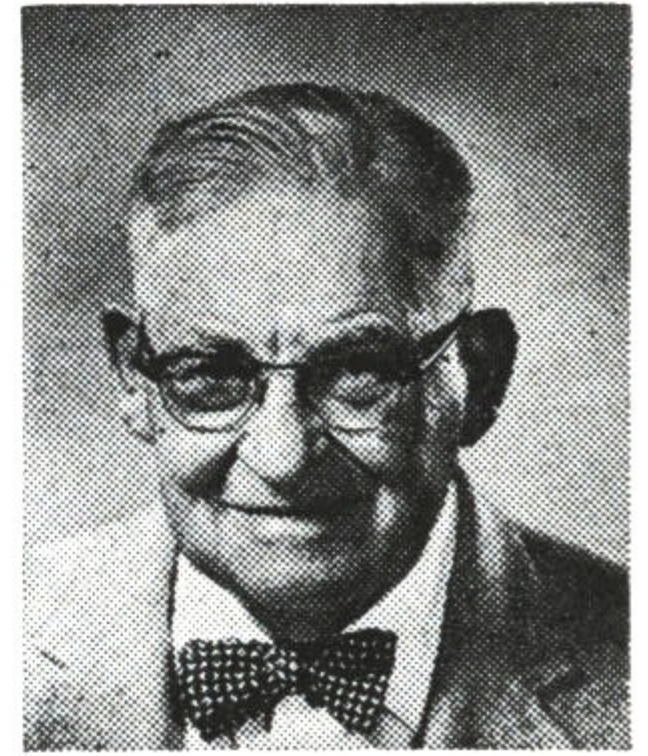
“Goodwill is the one and only asset that competition cannot understand or destroy.”

—Marshall Field

One of the weaknesses of our age is our apparent inability to distinguish our needs from our greeds.

Be A Part Of Your Trade Association

By COL. POP HESS



This is being written on December 12 and here in Ohio on this day we are nicely covered with white snow and it looks like more on the way. We are nearing Christmas time and all indications point to a white Christmas.

As we think on the coming New Year of 1964 we can in many ways look back on this past year of 1963 that will go down in history with successes failures — disappointments — and much sadness. While this has been true in years past we of this generation have bowed our heads in grief and shame when we found our President of the United States had been shot down. We have noted such things happening in foreign countries but we never thought it would happen to us, especially when most countries have a brighter future than for some time.

For a long time there has been much unrest in many nations with disturbing conditions within our borders with race riots, strikes, crimes, extortions, so this writer joins with all Americans — let's get our houses more in order in this new year of 1964.

The December issue of this publication came to my desk last week and I found it very interesting in news and articles. It is my hope that within this new year this publication finds its way into the home of many more auctioneers in United States and Canada. Our total membership on November 15 stood at 1836 and I hope when this issue reaches you the NAA has at last reached the total of 2000 members. As you know, this has taken us more than ten years to get where we are. We must have a total of some 10,000 live auctioneers on the loose that are not listed with the NAA. From some of the mail I receive from time to time there are quite a few who do not know what the NAA or state associations stand for. I also have received mail the past

few months blaming state associations and the NAA for making laws to keep beginners and loafers out of the business.

I have written many a letter to such writers to the effect that if they would become bonafide members of their State and National associations they could have helped in voting down the laws they are kicking about. But you cannot have your cake and pie, all juicy, by sitting home and frowning on these groups when they are holding their meetings, trying to work out a better world for all auctioneers and help to put the auction way of life a better one and keep it clean and above reproach.

There are some states that now have some stiff auctioneers' licenses laws on the books and all who want to be selling in these states as auctioneers would not have the present laws as they are now set up had the many auctioneers who now oppose the laws been in the meetings and voting. One of the letters that came to me recently reminds me of a story that some what fits the picture. As the story went: A small and only boy of a busy father and mother had as his only companion the family dog. So as the busy dad was trying to read up on what was cooking in business and the mother busy trying to get the house in order, the boy was lost for conversation and companionship. The boy said to his dad, "Who does this dog of our belong to?" To get rid of the question and the boy, dad said. "He belongs to all of us, me, you, mother." The boy asked, "What part of the dog is yours, daddy?" "The head, of course." "What part of the dog is Mother's?" "The body, of course." With this, the boy started to yell and on asking him what was wrong, he said, "All you leave me is the dog's tail and his legs." The father then said, "Well you are just a kid, that is enough for a child to have."

All was quiet for a few minutes then all at once the old family hound dog started yelping and howling. Dad said, "What are you doing, son." "I'm twisting his tail," said the boy. "Well, quit it and stop that racket." The boy replied, "That is not my problem, my share is the tail and it is quiet, it is your end that is making all of the noise. It's up to you to stop it." True it is, if all non-members with just the dog's head and body could get into line, the members of the State and National have only the tail to twist, there would be much harmony in our great array of auctioneers and the auction way of control.

In one letter received this winter, the writer had many view points on many things. One of his amusing ideas was he thought there should be some kind of written rule posted at all auction sales that all in attendance and interested in bidding should be within 30 feet from where the auctioneer was selling. He went on at some length, telling of so many sales he has where those in attendance stand off, often 50 to 100 feet from where he is standing and then they complain they cannot hear him and they are causing him to either have a sore throat or carry a loud speaker, that he cannot afford. From his angle, I took it the sales were mostly general farm sales where he was out in the open and walking from item to item. My answer to that boy is he has the cure in his own hands. When you have a crowd like that (and I have had them by the way) the process is very simple — just kick off your sale in moderate 30 ft. distance for plain hearing, let those long distance fellows holler for if they are interested and see you are doing it your way they will soon be under your feet with both ears open. Loud speakers are good in cattle sales or any place where you are working from the same location but not nice to drag around. Good plain talk that can be heard for 30 feet from your location of selling will have all the interested bidders there.

However, never do any back-talking to the complaining long distance would-be bidder. Just don't hear him and he will come home like a lamb. Along this line, I say from experience around the auction sale ring there are always a few people

who want to be noticed, look important and attract attention. They like it but in most cases they are not good bidders. I recall one time a very tall man was bidding out in the open where everyone was standing along a long line of farm machinery. He flagged me down and said he would like to bid on some of the items but he was unable to see where I was getting my bids and he wanted to know before he did any bidding. My only reply to him was "Thank You," and in one hour's time the equipment was sold, the prices were very good and the tall man did not bid because he could not see just who was bidding. I had seen the bidders and had completed a successful auction. I had never seen the man before nor have I seen him since and that has been many years back. My point in mentioning this is that this tall man opened the way for an argument and an opportunity to create unrest among the bidders. I could have said many things back to him that would have fitted but who wants to gamble on one restless, suspicious bidder when you have some 25 keen bidders at arm's length. A busy auctioneer does not have time to argue with restless bidders who seldom do much bidding.

Before I start writing a book on what to do and what not to do as an auctioneer I will close that subject and leave room for some other material in this issue. Keep the mail coming as that is what it takes for me to have a good monthly column in a good publication such as this one, published for auctioneers. We need letters from auctioneers about their successes and failures and disappointments and what have you.

The best New Year's resolution you as an auctioneer can make for 1964 is to be sure you are a member of your State Auctioneers Association and of the National Auctioneers Association. Be on the seats at their respective meetings and be active. Ask all who are not now members, get a few of your competitors to join us. It is very workable as each are not set up to make laws or keep people out of business but are set up for unity to stop unjust laws and regulations. You, as a voting member, can cure anything you think is wrong.

I wish you all a great year in 1964 in progress and better auctions.

Auction Reflects Livestock Value

The value of a good auction market in a community is often never appreciated by the citizens of that community. However, this is not the case at Bowman, North Dakota, as evidenced by the following reprint from the front page of the BOWMAN COUNTY PIONEER:

LIVESTOCK VALUE IN AREA SHOWN BY LARGE DEPOSIT

One of the largest deposits ever made at the First National Bank of Bowman, was made by the Home Base Auction Company, November 19, in amount of \$201,163., being the proceeds of the Saturday calf sale and the regular sale Monday.

This is a large amount of money paid out to the consignors and spent in our local area. Bob Penfield,

owner of the sales company, is to be congratulated on his efficient operation of the livestock sales company, and his other community activities.

Bob Penfield, Director of the NAA, reports that 1883 cattle, 1115 sheep, 407 hogs and 19 horses went through the sale ring for a total of \$201,163.92 in the two auctions.

RIGHT or WRONG?

Is it right or is it wrong? It may be considered old-fashioned in some circles to ask these questions; but moral man can never escape the asking of them.

A renewed interest in morality is really quite desperately needed in the face of today's price-fixing, corruption in government, alcoholism, salacious literature, gambling, and a hundred other moral issues that beset our buzzing Babel. — Foy Valentine in Arkansas Baptist.



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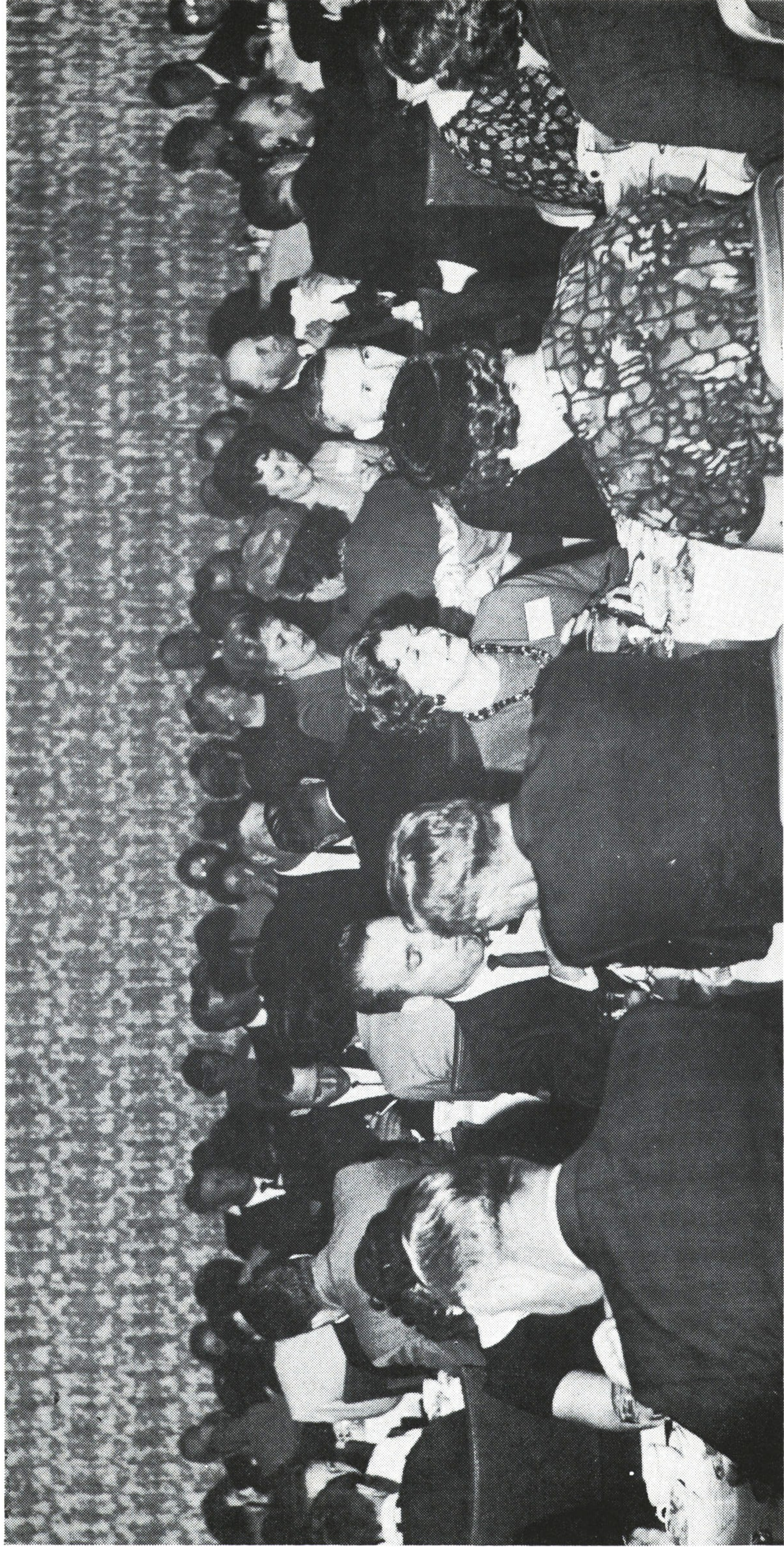
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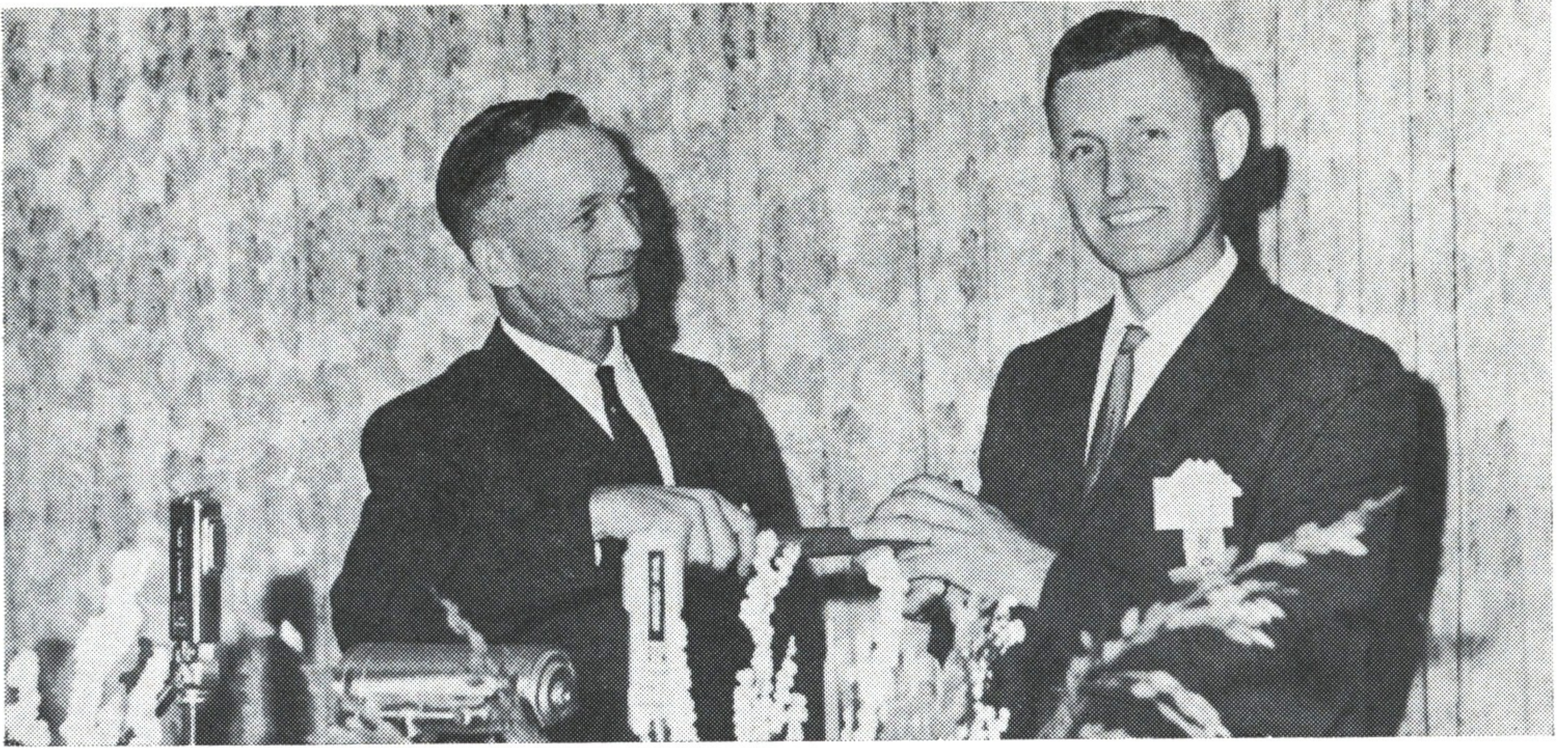
THE AUCTIONEER

803 So. Columbia St., Frankfort, Indiana



One of the largest registrations in the long history of the Iowa Auctioneers Association came together for the Sunday noon luncheon at the October convention of that group. Interest in the coming National Auctioneers Convention at Des Moines, next July, is running high.

IN UNITY THERE IS STRENGTH



Col. Irving Leonard, Elkader, presents President's gavel to his successor, Col. Leland Dudley, Chapin, at the Iowa Convention, October 27.



Col. E. J. McNamara, Lancaster, Wis., addresses the Iowa Convention on the subject of "Farm Equipment Auctions."



Bernard Hart, Secretary of the National Auctioneers Association, addresses Iowa group during its October convention.



Above is the group of ladies who attended the first regular meeting of the Ladies Auxiliary to the Iowa Auctioneers Association. Meeting was at the Hotel Roosevelt, Cedar Rapids, Iowa, October 26-27.

IN UNITY THERE IS STRENGTH



These men were elected to offices in the Iowa Auctioneers Association for the next year. From the left, George Yancey, Ottumwa, Director; Lennis Bloomquist, Pocahontas, Secretary; Leland Dudley, Chapin, President; and Norvin Olson, Spencer, Director.



Col. Joe Donahue, Darlington, Wis., speaks at the Iowa Convention. Col. Donahue is Secretary of the Association of Wisconsin Auctioneers.

NATIONAL CONVENTION, DES MOINES, JULY 16-18, 1964

MARK YOUR CALENDAR!!!

Charity Auctions and You

By Col. John R. Fishdick
Real Estate Broker/Auctioneer
Eagle River, Wisconsin

FOR NEW AUCTIONEERS—but for all auctioneers if you have nothing better to do, so why don't you sit a spell and let me tell you what I think of charity auctions. And, if that subject doesn't intrigue you, sit anyway. The rest will do you good.

For auctioneers new to the profession and in the process of establishing themselves in their community, maybe, these remarks will not only be of interest but of some value.

Charity auctions are as old as the auctioneering profession. Many of our members could relate a long, interesting and rich history of experience in this field of endeavor. Let us hope that this trite article may form a breakthrough for further comment. Charity auctions usually have for their main purpose the raising of funds for an honorable purpose. Civic projects, churches, clubs, P.T.A. lodges, all have found that auction produces "cash" in a hurry and provides the community with the best show on earth." Community pride creates interest.

In my opinion there is no better way for a new auctioneer to gain community stature than to offer his services (for free) to these community civic groups and projects. As Col. Vernell Johnson, Hartford, S. Dakota, so aptly stated, "We can't always expect a check for every sale we sell." He should know—he sells over 300 sales per year and still finds time to contribute his professional services for "sweet charities" sake. Col. Johnson, knows the dictionary is the only place where success comes before work.

I have been a real estate broker for about thirty-five years. An auctioneer for a comparatively short time. If I have attained any small measure of success (some responsible people think I have) then I must acknowledge that my charity auction work deserves a portion of the credit for the forward move-

ment in the field of selling real property at auction. Nothing I could have done would equal the unpaid publicity accorded me and the profession by charity auction sponsors. I have received thousands of dollars of publicity on radio, TV, news media and mouth-to-mouth compliments. Yes, letters of appreciation and gratefulness that even make a hard skinned real estate broker blush.

When even booking a charity auction I make only one request of the sponsor, namely this: In all publicity regarding the auction it be mentioned or stated that I am donating my professional services. I find they are happy to do this and it assures me that the public knows there is "no charge" for my services. So that sponsors are apprised of the dollar and cents value of my services, I send them a statement after the auction. I maintain a minimum fee, hourly rate and a charge for travel and equipment. I mark this bill or statement PAID—with this notation, "the above fee is hereby waived and paid in full and is to be considered a charitable contribution by" —my signature. I have found this procedure works well for me—I am the only auctioneer in the county.

It discourages hastily thought of or unplanned auctions. Those do neither the sponsor or auctioneer any good. In this connection I firmly believe, (as our Nat'l Sec. Col. Bernie Hart) that planning and preparation are equally important as in a commercial sale. Your assistance to the committee responsible for procurement, date, time, place of sale is very important. Equally so are the matters of handlers, clerking, arranging merchandise, auction block and last but not least Publicity. Publicity to me is the most important—proper coverage means a potential for a good crowd. As the saying goes, "you can't have an auction without people." Give a little extra of your time and know-

IN UNITY THERE IS STRENGTH



Col. John Fishdick, author of this article, conducts Charity Auction for Eagle River Recreation Association, Eagle River, Wis.

ledge. It'll pay off in a successful auction and that is what you are interested in.

Where in the world could a young auctioneer try, test and improve his skill on the block with minimum amount of pressures from either sponsor or bidders? I ask you—where? Where could he find out values of used merchandise, that there is more than a “chant” to auction work, where his salesmanship is put to the test, his alertness and personality?

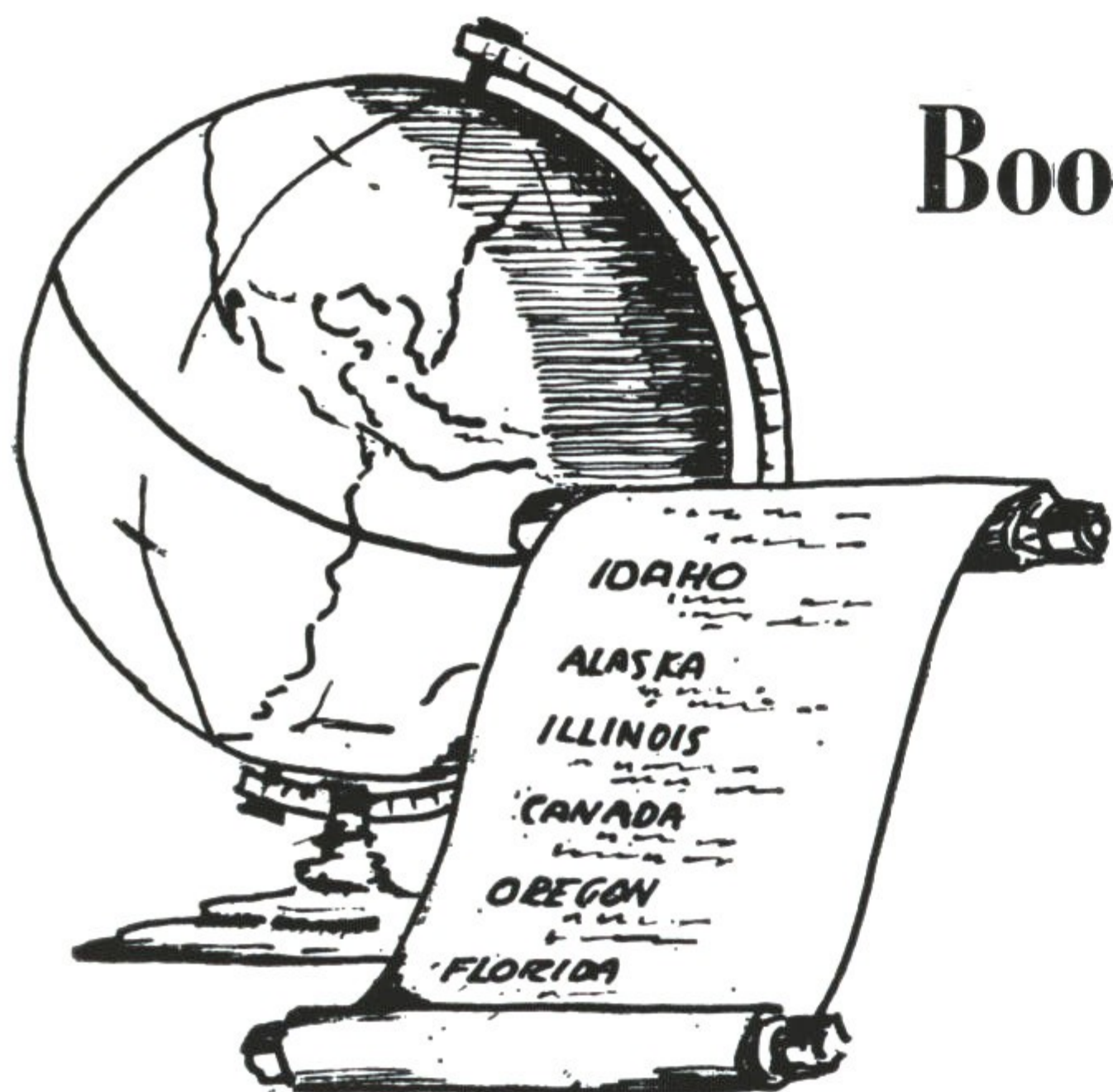
I have found that the most successful auctions are those where the sponsors seek merchandise of Value and draw the line on “junk” items. Incidentally, where ever possible I refrain from selling items of personal clothing. It is embarrassing to some and likewise slows the selling tempo.

This past summer I was fortunate to work a hospital fund raising auction. The hospital auxiliary solicited celebrity items from all over the country. (example, Mamie Eisenhower donated a hat she wore in the White House). These quality items and collector pieces formed the basis of the auction. The sale consisted of 21 items, sale time 55 minutes, for a total of \$1120.00. I be-

lieve this type of auction has unlimited potential, at least in this area—we'll be having another next year.

Yes, there are material compensations for the auctioneer who gives a little of his time for charity auctions. But even more important is the inner feeling of reward. The thought that you gave something of yourself for a worthy purpose. Money cannot buy that. Figure it this way: There's only an 18 inch difference between a pat on the back and a kick in the pants.

How effectively we live is the expression of our sense of values. Every man is worth just so much as the things are worth with which he busies himself. A sense of value is needed in private life as well as the market place. Part of our sense of values must express itself in making our contribution to society. We cannot realize high values if we are content to exist as nonparticipating spectators. Values are lived not talked about. As auctioneers, our real business in life is to find something that is true for us, and to live by it. If you haven't volunteered for a charity auction of late — do it now—you'll feel better for it, so will the community in which you reside.



Boosters for 'The Auctioneer'

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

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ELSEWHERE

The Ladies Auxiliary to the
National Auctioneers Association

THE MEMBERS SAY . . .

Dear Sir:

Sorry I'm late with my dues but have had a lot of sales and have been helping harvest one of the best corn crops South Dakota has had in years.

Our sales have been good but the live stock prices are not so good. I guess we are importing too much meat. Maybe it would be a good project for us to do what we can to discourage meat imports.

I enjoy receiving "The Auctioneer" every month and hearing what the other boys are doing.

Hope to see you in Huron, in June.

Yours truly,
Ole Hall
Bryant, S. Dak.

* * *

Dear Mr. Hart:

Enclosed you will find check in the amount of \$15.00 to cover renewal of my N.A.A. membership and also my contribution to the Booster Page.

Next to the tuition at the Reppert School of Auctioneering, which I attended, I consider the small fee for membership in the N.A.A. the best investment I have made as "The Auctioneer" is not only interesting but one of the most informative publications I have had the pleasure of reading. I would like to offer you a special "pat on the back" for the splendid job you are doing for the Auctioneers and the Auction profession. Please keep up the good work.

The sale of Real Estate at auction has been showing a steady increase in

Alabama this year over last year and we expect 1964 to be even better.

Very truly yours,
J. M. Casey
Birmingham, Ala.

* * *

Dear Bernie:

Please find enclosed Money Order to cover renewal of membership and Booster Page listing. I don't want to miss a single copy of "The Auctioneer."

Recently, I sent you a copy of the Antique Auction I had on December 7. I will send you a full report of this sale for the February issue of "The Auctioneer."

I will try to tell you how much I enjoyed the Convention in Cincinnati, last July. I had the pleasure of meeting you after you made your report to the Convention. I don't know of anything that was left off at this Convention. Everything went off so nice and it was one of the best carried out meetings I ever attended. I would like to say that Mr. Owen Hall did a wonderful job along with all the rest.

Yours truly,
A. T. Morris
Durham, North Carolina

* * *

Friend Bernie:

I told you I would be writing you again but have not been too well of late. I want to again thank you for your kindness and friendship you have always shown me. Also, I want to express my thanks and appreciation to all who have written or called on me. It has meant so much.

IN UNITY THERE IS STRENGTH

Was glad to see Col. V. K. Crowell and wife, sure did enjoy their short visit. Also, Col. L. M. Boatwright, Col. Fred Millspaugh, Col. Riley Keaton, Col. Tom Zoble and Col. and Mrs. Jim Buckley, for their visits.

The many letters from distant points like Col. M. J. Ford of Washington State and Col. Kenneth Light of Virginia, have been appreciated and I have tried to answer them all.

All of us older boys have thought our way was best, anyhow it seemed so to us. I've had many clerks, some wonderful but some hard to hold on the job and be sure and get it down at the selling bid and not at the asking bid. Your bidder most always remembers his last bid and not at the asking bid. Your bidder most always remembers his last bid. I have tried to get the cashier to list each settlement by name on a separate sheet, for example:

O. S. CLAY

Stove	\$41.00
Pad-lock70
Cow and Calf	\$66.00

Now, with the adding machines you need only list the sale prices and purchaser's name on the adder tape.

Work hard, give your employer all you've got, but also treat your bidders the same for after all they make your

sale. Get to your sale early enough to mix through your crowd, make yourself known as much as possible. If you meet some you don't know, tell them who you are and how glad you are to have them. That old potential hand-shake and slap on the shoulder all helps. Work hard but don't fail to watch your bidders. The time is past when you can fool them very long.

I've gotten many sales by just saying, "Looks like a family affair, better get together." Each one will soon get together. Many sales I've dated and soon after starting found the "bye-bidder" and so does your crowd. I've always advised everyone if they really want to sell I will be glad to do all I can but if they don't and are determined to have their price to just get some neighbor to appraise it for you.

Be fair and treat all alike.

With best to all and that 1964 may be your best yet, I am.

Sincerely yours,
O. S. Clay
618 S. Tompkin
Shelbyville, Ind.

* * *

Dear Bernie:

Due to a heavy sale calendar and travel schedule, I am late in apprising you of the outcome of the Illinois Fall convention.

Enclosed herewith is a report in detail which you might publish in the next issue of the Auctioneer.

With regard to industrial auctions, we find the market brisk and rising. Demand for good machine tools and production equipment is up considerably from a year ago. Even the recent earth-shaking headlines have had little or no effect on the market in general. No doubt delayed delivery dates on new equipment has attributed greatly to this condition.

Looking forward to seeing you in the not too distant future.

Personal regards,
Edward E. Bilbruck,
Chicago, Ill.



One of the Hollywood beauties (???) offered for sale at the Fun Auction in Cincinnati. Bilbruck photo.

An association is like a wheelbarrow—not much good unless you get behind it and push.

Auctions - - -

They Increase In Size And Importance With The Times

● The wink of an eye nowadays buys anything from a 70-pound pony to a 70-story skyscraper.

Auctions, one of the earliest and most evciting forms of shopping, are flourishing as never before, the National Geographic Society reports. Few can resist the auctioneer's chant and challenge to bid.

Informal country auctions may be the most fun, but large, established auction houses dispose of the United States' entire billion-dollar-a-year tobacco crop as well as livestock, vegetables, fruit, furniture, jewels, and art objects.

Auction houses sell virtually everything; yard goods, and canned goods, homes, hockey sticks, fishing poles, fork-lift trucks, sleeping bags, screwdrivers, and 60-foot sailboats. New Yorkers often bid on fully-equipped Chinese restaurants, pizzerias, and bakeries.

Police auctions feature abandoned cars and confiscated whiskey. The post office auctions offer half a million unclaimed and damaged packages every year.

Whether held in the carpeted luxury of New York's Parke-Bernet Galleries or the backyard of a farmhouse, auctions don't waste time. It took a flat four minutes to sell Rembrandt's "Aristotle Contemplating the Bust of Homer," for \$2,300,000. James Rorimer of the Metropolitan Museum of Art just winked and cocked his thumb, and the highest priced picture ever sold changed hands.

Tobacco auctioneers often sound like 33 r.p.m. records playing at 78 speed, but for good reason. They're selling 360 bundles of tobacco an hour.

To bid, one has only to raise a hand, pencil, or catalogue, but auction buffs run the gamut from ear tugging and nose scratching to eye blinking and body twisting.

Auctioneers have been shouting "going . . . going . . . gone" or a resonable facisimile for quite some time. Around 2225 B.C. marriagable Babylonian maidens were annually auctioned off in Nineveh and Tyre, but the supply dwindled and the popular event closed.

Long before trading stamps, American auctioneers passed out tots of rum to customers. The lure proved so successful that regular merchants tried to outlaw auctions as fraudulent and drunken gatherings.

In contrast, established auction houses of today are often as subdued as a vicar's tea. At London's Sotheby and Co., where \$30 million worth of art treasures are annually sold by nods, winks, and muscle twitches, the auctioneer wears black morning coat, silk tie, and stiff white collar.

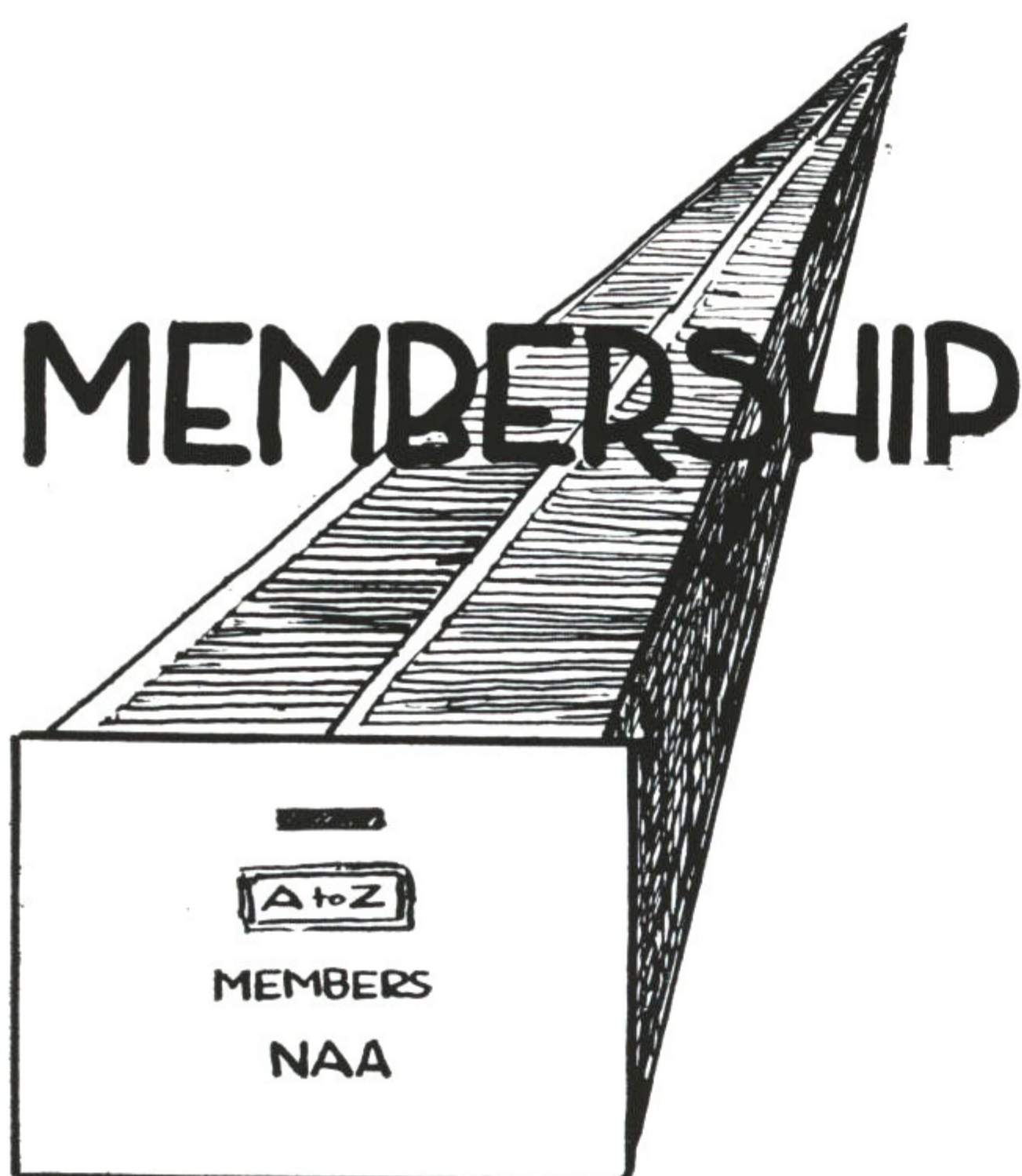
C. O. Emrich Honored By Nebraska Group

COLUMBUS, Neb. — C. O. Emrich, manager of the Norfolk Live Stock Sales Co., has received the 1963 Distinguished Service Award of the Nebraska Feeders Association.

The award was presented at the Dec. 4 annual convention of the group by Arden Johnson, Exeter, Neb., president. Emrich, vice chairman of the National Live Stock and Meat Board, was commended for his activities in all phases of the livestock industry.

He is a past president of the Livestock Auction Markets Association.

Col. Emrich is a popular and well known member of the National Auctioneers Association. He served as Convention Chairman at Lincoln in 1962.



Memberships Processed, November 16 thru December 15

- William L. Suddarth, Tennessee
- Fred W. Smiley, Michigan
- Gloria Frazee, New Jersey
- * Owen L. Felton, Ohio
- Walter A. Brandt, Nebraska
- Howard Christensen, Nebraska
- Donald Strotheide, Nebraska
- * Jim Hagedorn, Washington
- Carl N. McNeil, Virginia
- William E. Sprockett, Ohio
- * Robert A. Felder, New York
- * Russell D. Neely, Tennessee
- Sherman McCrea, Jr., Iowa
- * Donald A. David, California
- * Anthony Ferolito, Massachusetts
- Roger M. Willems, Indiana
- * Robert L. Feters, Ohio
- * Jack L. Ward, Jr., Tennessee
- Wayne R. Jeffers, Tennessee
- Wayne H. Ytell, Missouri
- Gilbert Wagner, South Dakota
- William C. Shine, Connecticut
- Ole Hall, South Dakota
- D. Wayne McFarland, Florida
- Jacob C. Finer, New York
- Leon E. Joy, Iowa
- J. M. Casey, Alabama
- William E. Richards, Ohio
- * Roy Abbey, New York
- Faye S. Fisher, Indiana
- Robert Howe, Connecticut
- * Bill Hernandez, New Mexico
- * John Randles, Tennessee
- Marion E. Wooten, South Carolina

- Jerry D. Popplewell, Missouri
 - Vincent A. Stenger, Ohio
 - Lawrence W. Vogel, Indiana
 - Earl Ellis, Indiana
 - * Robert Richey, Indiana
 - Don Decker, Illinois
 - Carson C. Fast, Ohio
 - Phillip Cohen, Massachusetts
 - Gerald W. Phillips, Nebraska
 - A. T. Morris, North Carolina
 - * Carl A. Tangner, Jr., Oklahoma
- *Indicates New Members

Draft Horse Auction

Draft horses a thing of a by-gone era!! Don't you believe it. A sale bill reaching the office of "The Auctioneer" advertises a dispersion sale of Registered Belgians at the Oberlin Sale Barn, Oberlin, Kansas.

Thirty-nine Belgians are listed on the sale bill by name, registration number and the names of their sires and dams along with age and color. The date of the sale, Wednesday, December 4, 1963, the auctioneer, E. T. Sherlock, St. Francis, Kansas.

Badger Chant

BADGER CHANT is the name of the new publication sponsored by the Association of Wisconsin Auctioneers. Started in July as a newsletter without a name, four issues have now been distributed.

The name was selected by a mail vote of the Board of Directors, choosing from names that had been suggested by the membership. Joe Donahue, Secretary of the Wisconsin auctioneers' group, serves as editor.

Ray Schnell Cited

A portrait of Ray Schnell, Cattleman, along with a sketch biography appeared in the October issue of WESTERN LIVE-STOCK JOURNAL in tribute to his many accomplishments in the industry.

Schnell is a pioneer auction marketman, a producer of beef cattle, former Lieutenant Governor of North Dakota, an auctioneer and the father of several auctioneers. His presence at our own National Conventions have added both color and dignity to our meetings and our organization.

Large Holstein Sale Makes \$691 Average

The Bottema Holstein dispersal, selling 423 animals over 3 months of age, grossed \$292,545. Altogether, 24 animals sold for \$2,000 or more. The over-all average was \$691. The sale included 24 bulls over 3 months of age that averaged \$891.

Buyers from 21 states, Ontario, Can., Puerto Rico, and Mexico took home Bottema Holsteins.

Owned by C. M. Bottema, Jr., Indianapolis, Ind., the sale was managed by Hays Farms International Limited, Oakville, Ont., Canada.

San Antonio Market Selling By Auction

Union Stock Yards, San Antonio, now sells sheep and goats by auction on Tuesday, hogs by auction on Wednesday, and cattle by auction on Wednesdays and Thursdays. These services are in addition to private treaty selling Monday through Friday.

Ohio Auctioneer Dies

Wayne E. Rowlee, 72, North Bloomfield, Ohio, auctioneer, died December 3 at Trumbull Memorial Hospital in Warren, Ohio. Mr. Rowlee had been an auctioneer in Pennsylvania and Ohio for 45 years.

He was extremely active in civic affairs being president of the Trumbull County Board of Education at the time of his death as well as vice president of the Trumbull County Fair Board.

Col. Rowlee was a member of the Ohio Auctioneers Association and a former member of the National Auctioneers Association. He was a graduate of the Jones School of Auctioneering in Chicago. He also attended Hiram College and taught school in North Bloomfield for a number of years.

He is survived by his wife, two daughters, a sister and three grand children.

Antiques Stolen

A team of antique experts burglarized the Olde Shoddy Mill, New Hampton, N. J., the night of December 8, 1963. Evidence that they "knew their merchandise" was the fact they selected the most valuable pieces from the shelves.

Included among the stolen items were:

Very large dark painted Staffordshire hen-on-nest.

Extremely long barrel (6 ft. plus overall) flint lock Kentucky rifle (barrel pock-marked entire length). Stock repaired long ago, now both tiger-maple and walnut.

Pair Mother-of-Pearl (M. O. P.) Satin glass vases unusual pinkish tangerine color, diamond quilted fluted tops, 12 inches tall.

Pair M.O.P. satin glass 5 inch shades (similar to Tiffany or Durand in shape).

Very vivid green herringbone or diamond quilted pattern.

Satin glass Brides basket on top of ornate silver stand, yellow rim ruffled top, turned down sides, greenish underside. Color very unusual.

Early Rare Prattware (or similar) large water pitcher, blue and grey raised figure decorations.

Pair large French porcelain portrait medallion vases, with protruding cow face handles. 12 to 14" tall.

The above is only a partial list and a small percentage of the items actually stolen. We are listing them here as they are more easily identifiable than the balance of the stolen goods.

Should you discover any of the above items or any other antiques that you suspect might have been stolen you are requested to notify: Clinton Barracks, New Jersey State Police, phone 735-5175. Area Code 201.

Illinois Convention A Profitable Event

By EDWARD BILBRUCK

The Illinois Auctioneers met November 2 and 3 at the Statehouse Inn in Springfield for their annual convention.

For those who attended, this convention proved profitable as well as entertaining. The first night's program was a three part variety show which was equal to any of the network shows on television. Sunday's program was in the informative vein with an inspirational and informative lecture on salesmanship by Donald E. Davidson of the Dale Carnegie School with a demonstration by audience participation on improving the memory. The highlight of the convention was a speech on Human Relations delivered by Circuit Judge Samuel Smith of Girard, Illinois.

Much time and discussion was devoted on how to shore up the lagging state membership. Many methods were discussed from annual statements to personal contact. Good judgment and wisdom was exercised by all as no one mentioned using the possibility of state license law as a club of encouragement to belong.

The election of new officers was run smoothly with the following results: Charles "Terry" Dunning of Elgin, President; William "Bill" Gaule of Chatham, Vice President; and Edward E. Bilbruck of Chicago, Secretary-Treasurer. The directors are James Morris, Cottage Hills; Virgil Scarbrough, Quincy; George Cravens, Wainsville; Woodrow Collins, Springfield; and Mike Fahnders, Pekin.

RELIEVED

Motorcycle Cop: "Mister, mister. Your wife fell out of your automobile about four blocks back!"

Motorist: "Thank God! I thought I had suddenly gone deaf."

IOWA SCHOOL OF AUCTIONEERING

Ames, Iowa

Enrollment limited. Terms the first two weeks of March, June, August and December. Free Catalog.

Pennsylvania Market Building Pavilion

Another private treaty commission firm market, Lancaster Union Stock Yards Co., Lancaster, Pennsylvania, recently announced construction of a new pavilion underway in which selling of consignments by auction will be inaugurated each wednesday commencing January 15, 1964. Earlier in the year, officials of the market sought technical advice from the Association's sponsored Livestock Market Design, Inc.

THE OLD-TIME FAMILY

The family household in the old days was a busy, happy place, with the big kids taking care of the little kids, mother was kept busy in the kitchen, cooking, ironing, sewing and peeling and cooking vegetables out of the garden or cellar and chopping a chicken's head and picking it. The old man worked twelve hours a day for three bucks to keep the household going.

For some reason in those days folks were paying their bills, the divorce courts had no business, folks were not suing each other for an easy buck, and no one was having a nervous breakdown, and nobody knew what a tranquilizer was. Isn't it odd how they lived? — Aztec (N. M.) Independent Review.

Some use language to express thought, some to conceal thought and some instead of thought.

If you can't be generous when it's hard, you won't be when it's easy.

WANTED

"The Jeffries Course in Auctioneering" a volume of books published by Albert G. and Charles E. Jeffries, once owners of PACIFIC INSTITUTE OF AUCTIONEERING.

If you have a set of these books—or know the present addresses of either of the publishers and authors, write:

PETER J. FAITH
Franksville, Wisconsin

Directory of State Auctioneers Associations

Arkansas Auctioneers Association

President: Buddy Shoffner, Newport
Secretary: Milo Beck, Rogers

Colorado Auctioneers Association

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

Idaho Auctioneers Association

President: Delbert Alexander, Castleford
Secretary: Irvin Eilers, Kimberly

Illinois State Auctioneers Association

President: Charles P. Dunning,
416 Dundee Ave., Elgin
Secretary: Edward E. Bilbruck,
38 S. Dearborn St., Chicago

Indiana Auctioneers Association

President: D. D. Meyer, Monroe City
Secretary: Dean Kruse,
R. R. 2, Auburn

Iowa State Auctioneers Association

President: Leland Dudley, Chapin
Secretary: Lennis W. Bloomquist,
RFD 2, Pocahontas

Kansas Auctioneers Association

President: Paul A. Hurst, Valley Falls
Secretary: Richard M. Brewer, Mt. Hope

Kentucky Auctioneers Association

President: Edgar F Walker,
520 E Main, Bowling Green
Secretary: Adrian Atherton,
45 Public Square, Hodgenville

Maine Auctioneers Association

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

Auctioneers Association of Maryland

President: A. J. Billig,
16 E. Fayette, Baltimore 2
Secretary: Bill Fox,
American Bldg., Baltimore 2

Massachusetts Auctioneers Association

President: Phil Goldstein,
132 Russett Rd., Boston 32
Secretary: John Hilditch, Southville

Michigan Auctioneers Association

President: Glenn Casey,
702 E. Grand River, Williamston
Secretary: Richard Brodie,
32681 Mackenzie, Garden City

Missouri State Auctioneers Association

President: Russell Feedback, Belton
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: Frank Diercks, Gordon
Secretary: Gene Lenhart, Gordon

New Hampshire Auctioneers Association

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

New Jersey State Society of Auctioneers

President: Elwood Heller,
5 Heller Dr., Somerville
Secretary: Ralph S. Day,
183 Broad Ave., Leonia

New York State Auctioneers Association

President: Harold Spoor,
29 Oswego St., Baldwinsville
Secretary: Donald W. Maloney,
518 University Bldg., Syracuse 2

North Dakota Auctioneers Association

President: Robert (Bob) Penfield, Bowman
Secretary: Wilbert Kroh,
1813—Ave. D East, Bismarck

Ohio Association of Auctioneers

President: Gene Slagle,
445 S. Vine, Marion
Secretary: Richard Babb,
232 N. South St., Wilmington

Oklahoma State Auctioneers Association

President: Ed Vierheller,
Route 2, Claremore
Secretary: Bryan Blew,
Box 203, Cherokee

Pennsylvania Auctioneers Association

President: Russell E. Kehr,
1500 Broadway, Hanover
Secretary: Kenyon B. Brown,
Box 388, Doylestown

South Dakota Auctioneers Association

President: Willis O. Hanson, Mound City
Secretary: Reginald R. Oakley,
Box 222, Silver City

Tennessee Auctioneers Association

President: G. S. Gordon,
637 N. Main St., Shelbyville
Secretary: E. B. Fulkerson,
Rt. 4, Jonesboro

Texas Auctioneers Association

President: Russell deCordova,
712 Contour Dr., Mexia
Secretary: W. M. Bell, Llano

West Virginia Auctioneers Association

President: H. C. Staats,
1243 Oakhurst Dr., Charleston
Secretary: Wilson E. Woods,
Webster Springs

Virginia Auctioneers Association

President: D. E. Bumpass, Mineral
Secretary: Dennis Ownby,
1301 Hermitage Rd.,
Richmond 20

Association of Wisconsin Auctioneers

President: E. G. Kuefner, R.R. 1, Hartford
Secretary: Joseph H. Donahoe,
706 Harriet St., Darlington

THE LIGHTER SIDE . . .

WELL?

Once a young college girl wrote the editor of a correspondence column, "I am only 19 and I stayed out 'til two the other night. My mother objects. Did I do wrong?"

The answer published in the paper next day: "Try to remember".

DECISION

"That efficiency expert has had his eye on me all day", said one girl secretary to another. "I don't know whether to act busy or interested".

YOUNG AND FOOLISH

An old man, seeing a young fellow with a bottle in one hand and his arm around a pretty girl, remarked: "The dern fool. He can drink when he gets old".

WILLING TO TRY

Gob—I can't marry you. We have nothing in common. You don't even know the difference between port and starboard.

Blonde—Couldn't I look at the label on the bottle?

CONFUSION

"Beg pardon, but aren't you one of the college boys?"

"No. It's just that I couldn't find my suspenders this morning, my razor blades were used up and a bus ran over my hat".

RIDING FOR A FALL!

Each Friday evening a husband drove his wife to the station for a train so she could visit her sister who was ill. Ten minutes later, his sister arrived by train to manage his household over the weekend. On Sundays this procedure worked in reverse with the sister departing by train ten minutes before the wife arrived.

One evening after his sister left and while he awaited his wife's arrival, a porter sauntered over.

"Mister," he said, "you is sure some man! But one of these days you is goin' to git caught."

THE MODERN PARENT

All through the supermarket shopping trip, the little youngster had been getting into trouble, and nothing his mother did could curb him. In total frustration, the mother shouted down the aisle at him, "All right do anything you want to!"

And then she was heard muttering to herself: "Now let's see you disobey that."

NAIVE

It was Friday at 5:00 p.m. and the office staff was about to leave for the week end, when the boss rushed out and asked his secretary, "What are you going to do this Sunday night, Miss Jones?"

"Why, nothing, nothing at all," she replied excitedly.

"Wonderful!" he said. "Then maybe you'll be on time next Monday morning."

A WINNER

A sweet old lady, always eager to help the needy, spied a sad-looking old man standing on a street corner. She walked over to him, pressed a dollar into his hand and said, "Chin up."

The next day, on the same corner, the old man shuffled up to the lady and slipped ten dollars into her hand. "Nice picking," he said in a low voice. "He paid nine to one."

IN GOOD HANDS

"But I'm really just a babe in the woods", said the sweet young thing.

"Honey, meet an old Forest Ranger".

MEMORIES

"Did that kiss," asked Buster Boastful, make you long for another?"

"It certainly did," the girl admitted, but he's out of town."

MATTER OF OPINION

Two spinsters sat on a porch knitting when a hen came tearing around the corner with a rooster not too far behind. Finally, the hen, still doing well over the speed limit ran into the path of a passing car. Observed one of the female spectators, "See, she'd rather die!"

IN UNITY THERE IS STRENGTH

VARIED VERSIONS

There are many stories of children misquoting the Lord's Prayer. A little girl in New York was heard praying: "And lead us not into Penn Station." And a little boy gave his version: "Harold be Thy name."

Another youngster said: "Our Father who art in heaven, how did You know my name?"

EDITORS' LAMENT

Getting out a publication has its problems.

If we print jokes, some readers call it kid stuff. If we don't, others say we tend to be too serious and technical.

If we don't print every word of contribution, we don't appreciate them. If we run them verbatim, the book is filled with junk.

If we change the other fellow's copy, we're too critical. If we don't, we are reproved for slipshod editing.

If we clip items from other publications, we're too lazy to write them ourselves. Like as not, you'll even say we borrowed this one. You're absolutely right. We did!

FATHER-TO-SON TALK

A man was telling his son what a good shot he was, and probably exaggerated more than he should have. To prove his point, he took the boy out duck hunting with him one day.

Ducks were scarce, but finally a lone bird flew overhead. The father took careful aim and fired. The duck kept right on going.

Turning to the boy, the father said: "Son, you've just witnessed a miracle. There flies a dead duck."

DIPLOMAT

A woman saw Alexander Woolcott standing alone in the lobby of a hotel after delivering a lecture there. Impulsively, she went up to tell him of the pleasures his lecture and his writings had given her. "And," confessed this lady who was obviously past seventy, "I was encouraged to speak to you because you said you loved old ladies."

"Yes," declared Woolcott, "I do. But I also like them your age."

TEN TO AVOID

Ten mistakes to avoid: Remorse over yesterday's failure. Anxiety over today's problem. Worry over tomorrow's uncertainty. Waste of the moment's opportunity. Procrastination with one's present duty. Resentment of another's success. Criticism of a neighbor's imperfection. Impatience with youth's immaturity. Skepticism of our nation's future. Unbelief in God's providence. — Rotagraph.

OVERLOAD

The bus was terribly crowded and passengers kept pushing a man to the rear until they finally pushed him out the rear-exit door. Frantically he ran to the front of the bus and tried to get on again. "I'm sorry," somebody yelled, "but we're too crowded. Wait for the next bus."

"But you've got to let me on," he pleaded. "I'm the driver!"

MUSICAL READING

Two engineering students were taking calculus for the first time and while waiting for the instructor to arrive they took a quick glance through the book. One of them came across the integral tables. "Tell me," he asked his friend, "can you read that?"

No," replied his friend, "but if I had my flute with me I could play it."

LIFE-LINES

A word of advice: Don't give it.

A word to the wife is never sufficient.

He's a boss spelled backwards . . . a double s.o.b.

The stork and wolf usually work in the same neighborhood,

The only way to see both sides of a problem is to straddle it.

A conscience is what hurts when everything else feels so good.

GENDER

When a young farm wife came down to make breakfast she found her husband had been on the rampage in the kitchen with a flyswatter. "Got 'em all," he said, "six females and five males."

"Huh," his wife snorted, "how can you tell?"

"Nothing to it," he grinned, "five were trying to get in the cupboard and six were on the mirror."

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WRITE TODAY, TO

Western College of Auctioneering

Box 1458, Billings, Montana (Established 1948)

Six Reasons Why People Join Professional And Trade Associations

1. They want to improve the industry and their own business methods.
2. They believe in the association and its objectives.
3. They want to use the services of the organization.
4. They appreciate contacts and companionship.
5. They want to be informed on trade matters.
6. They want to work with competitors on mutual problems.

Those who do not join evidently do not possess the above desires.

My New Year's Resolution

Knowing that associations don't run by magic or perpetual motion and are dependent on the energy that flows from members, here is my resolution for the coming year.

I will think of my association daily, not just when a letter or magazine comes from headquarters.

I will read all mail from my association the same day it arrives, or at home that evening. If answers are required, I will give them top priority.

If I am asked to serve in any capacity within my competence, I will accept the assignment.

I will capitalize on every opportunity to get new members for my association, because I value what it does for me and want all who are eligible to share the advantages, for the good of our industry.

When I read trade journals and magazines, or attend the meetings of other organizations, I will watch for ideas that may interest my fellow members and pass them along to the association.

I will suggest at least one topic to the program chairman, in time for consideration by his committee.

When I start my desk calendar for the year, I will mark our convention dates in red, with reminders 30 and 60 days ahead, to avoid conflicting engagements.

NATIONAL CONVENTION, DES MOINES, IOWA — JULY 16-18!!

At every session and social function I attend, I will chat for awhile with one new member or guest, or with a member whose face is unfamiliar — because it may be his first visit to one of our conventions. I will also thank at least one speaker for taking the time and trouble to address us.

Without being an "eager beaver," I will help keep things moving by asking questions where appropriate and taking active part in discussions.

I will constantly evaluate association services, activities and projects, and will not withhold suggestions on how they might be improved, enlarged, or replaced, for the benefit of all.

I will lend no ear to gossip or griping about the association or its officers, committees or staff. If they are criticized unfairly, I will speak up in their defense — because the group is part of me as surely as I am part of it.