

# *the* AUCTIONEER



VOL. XV  
DECEMBER

No. 12  
1964





At high water the cascading waters of the Spokane River generate a roar that is audible at many points in the downtown area of Spokane, Washington. Here the Spokane Falls is framed by the arches of the Monroe Street Bridge. (Spokane Chamber of Commerce Photo)

**National Auctioneers Ass'n.**

**CONVENTION**

**July 15 - 16 - 17, 1965**

**Spokane, Washington**

**DAVENPORT HOTEL**



**THE AUCTIONEER**  
is the  
**OFFICIAL PUBLICATION**  
of  
**NATIONAL**  
**AUCTIONEERS ASSOCIATION**

803 S. Columbia St.  
Frankfort, Ind. 46041

**EDITOR**

Bernard Hart, Frankfort, Indiana

**Contributing Editors**

Col. "Pop" Hess, 440 William St., Delaware, Ohio; Walter Carlson, Triumph, Minn., and every member of the National Auctioneers Association.

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

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

**CLOSING DATES FOR ADVERTISING COPY and ALL ARTICLES FOR PUBLICATION 15TH OF THE MONTH PRECEDING ISSUE OF THE 1ST.**

Subscription \$6.00 per year.  
Single copies 50 cents.

**DISPLAY ADVERTISING RATES**

Full Page .....	\$45.00
One-half Page .....	22.50
Quarter Page .....	11.25
Column Inch .....	3.00

Copyright 1964

National Auctioneers Association

All Rights Reserved

Published the 1st of each month  
except August.



**National Auctioneers  
Association**

**President**

John A. Overton, 4403 Menaul, N. E.  
Albuquerque, N. M.

**First Vice President**

John L. Cummins, 110 Main St.,  
Cynthiana, Ky.

**Second Vice President**

B. L. Wooley, 412 Del Rio Dr., Little Rock  
Ark.

**Secretary**

Bernard Hart, 803 S. Columbia St.,  
Frankfort, Ind.

**Treasurer**

Henry Rasmussen, St. Paul, Nebr.

**DIRECTORS**

(Terms expiring 1967)

Walter S. Britten, College Station, Tex.  
Richard M. Brewer, Mt. Hope, Kans.  
A. C. Dunning, Elgin, Ill.  
Ray Gevelinger, Dodgeville, Wis.  
Jim Messersmith, Jerome, Ida.

(Terms expiring 1966)

J. M. Darbyshire, Wilmington, O.  
C. E. Cunningham, Greenwood, S. C.  
Riley T. Jefferson, Lincoln, Dela.  
Louis L. Stambler, Honolulu, Hawaii  
Herbert Van Pelt, Readington, N. J.

(Terms expiring 1965)

Charles Corkle, Norfolk, Nebr.  
Ralph W. Horst, Marion, Penna.  
Bob Penfield, Bowman, N. D.  
Romaine Sherman, Goshen, Ind.  
F. E. "Mike" Bloomer, Glenwood, Ia.

**EXECUTIVE OFFICES**

803 S. Columbia St., Frankfort, Ind. 46041



Meet Your . . .

# Convention Chairmen

. . . For 1965

BY BERNARD HART

2 J Ranch, Jerome, Idaho, is the address given by the Messersmiths, Jim and Justine. With each of their given names beginning with the letter "J" it is not difficult to see how the ranch name was derived. 2 J Ranch consists of 80 acres, yes, we said eighty acres. And on this 80 acres a herd of 100 head of cattle and 20 head of horses are maintained the year around!

No doubt the average person, living east of the Rocky Mountains, never realized that this type land could be found in the State of Idaho. Many think of Idaho as an area of mountains and barren plateau. 2 J Ranch is located in the fertile Snake River country in Central Idaho, an area that would make a corn belt farmer stop and shake his head in wonder. Jim and Justine Messersmith find 2 J Ranch as a place to relax after several days of auctions, a wonderful place for their two children, Janet 11, and Jack, 8, to grow up and a place to keep close to the livestock industry. (The 2 J name could have been derived from the initials of the two children as the ranch was not purchased until after Jim graduated from Western College of Auctioneering in 1956.)

Jim Messersmith graduated from High School in 1947. He and Justine were married in November, 1949. Jim worked at the Twin Falls Bank and Trust Co., Twin Falls, Ida., and did some farming until he entered the Air Force in 1951. Upon completion of a four year term of service for Uncle Sam, he attended Western College of Auctioneering, Billings, Mont. He has been a member of the Staff of Instructors at this same school for several years.

Two years after graduation from Western, Jim organized the Messersmith Auction Service. In 1959, John Wert of Wendell, joined the firm. Irvin Eilers, Kimberly, was added to the firm a year later and in September, 1964, Kaye Wall,

Burley, was added to the staff. Jim's father, who was a sale clerk long before Jim became an auctioneer, fits into the organization very nicely. The elder Messersmith also maintains the Gem State Realty Co., and is associated in this business with his two sons, Jim and Richard.

Messersmith Auction Service provides a complete auction service from the first call to delivering the proceeds of the sale. They provide a Chuckwagon, which is a portable lunch wagon and office, a portable loading chute and sound system. They list, advertise, clip dairy cattle, arrange the machinery, provide financing for large items and settle the sale. They operate in seven counties but Jim has conducted auctions in nine states and sells at Shoshone, Ida., each week at the Livestock Auction Market.

The firm is continually active in promotional projects. They maintain a Booth (different each year) at the County Fairs in the area, have something like 50 Bulletin Boards throughout the Valley, (the area is called "The Magic Valley"), sponsor Horse Show Classes, work with 4-H Clubs and cooperate in other worthwhile projects in the Valley.

Justine carries the same intense interest in the auction profession as does her husband. She operates the calculator at the weekly Shoshone Livestock Auction and along with Jim's mother, cashiers the farm sales, takes an active part in Messersmith Auction Service, teaches a Sunday School Class, maintains the home in top fashion and rides herd on two wonderful, lively children. She is a golfer of most unusual ability and that is one place she can prove excellence over her husband, even though there are many more fields in which she excels. Jim says he would not have accepted the NAA President's invitation to serve as Chairman of the 1965 National Convention at





**JUSTINE MESSERSMITH**

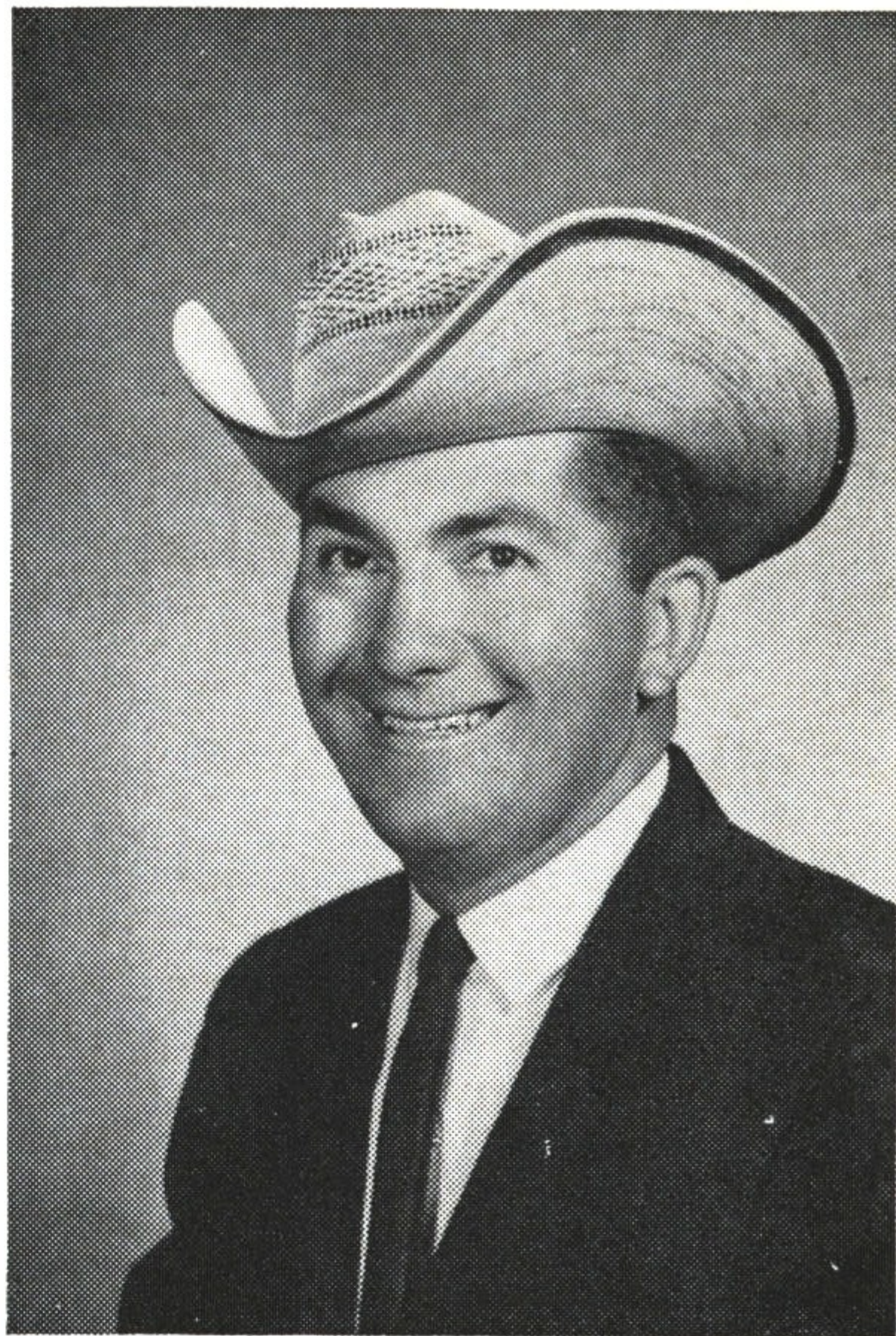
Spokane, had not Justine promised her full support.

Jim Messersmith is a Charter Member of the Idaho Auctioneers Association and Justine is a Charter Member of the Idaho Auxiliary. Both have been very active in the organization from its inception and Jim is currently serving as President. Jim became a member of the National Auctioneers Association in 1958. He and Justine attended the last two National Conventions and this year Jim was elected to a three year term on the Board of Directors.

With the ability, enthusiasm and fine friendly spirit of these two people we can be assured of another greeat National Convention. Plan now to meet them in Spokane, July 15-16-17, 1965!

---

“Man hates the guys,  
Who criticize  
and minimize  
the other guys  
Whose enterprise  
Has made them rise  
Above the guys  
Who criticize.”



**JIM MESSERSMITH**

---

## Auction Adds \$600 To Hospital Fund

DENVER, COLO. — \$600 was raised for the Park County Hospital in Fairplay, Colo., when the eyes, ears, nose, legs, tail and every other imaginable part of a calf was auctioned off at the Denver Stockyards Bellringer Feeder Cattle and Calf Sale, November 4.

The hospital is in dire financial straits and needs to raise \$50,000. All Denver Commission Firms, the Denver Union Stock Yard Co., Denver Packers, Traders, order buyers, feeders, and stock yard employes contributed to the fund.

The 300-pound calf was worth \$2 a pound when finally sold.

Over 3500 cattle were sold at the sale where prices were \$1 higher throughout. Steer calves sold at \$20.70-24, yearling steers brought \$20.75-22, and yearling heifers went for \$18-19.90.

On Nov. 18 over 10,000 head of feeder cattle and calves will be sold to local and corn belt buyers. Hundreds of cattle from Craig, Engle and Gunnison, Colo., are expected at this Bellringer.



# Membership Stands At 2,000 On November 15

Membership in the National Auctioneers Association stood at an even 2000 on November 15. This is 70 less than the date of our all time high mark, June 30 of this year, but is 64 more than on this same date a year ago. With no more memberships expiring until January 1, we should pass the 2100 mark before that date.

There has been some changes in the top ten states since we we last reported the standings by states as of June 30. Ohio continues to lead in members with 147 even though this is six less than they had on June 30. Illinois has moved into a close second with 146, followed by Indiana with 137. Both these states have shown increases since June 30. Pennsylvania has dropped from second to fourth position and Nebraska has dropped from fourth to fifth.

Wisconsin continues in sixth place even though they are 13 below their June 30 mark. Iowa has jumped from tenth position to a seventh place tie with Kentucky with 88 members each. Kansas has dropped from seventh to ninth and Texas has entered the top ten group by edging out Tennessee.

A comparative table by states follows. How is your state doing?

State	Mem- bers June 30 1964	Mem- bers Nov. 15 1963	Mem- bers Nov. 15 1964
Alabama	9	8	9
Alaska	0	1	0
Arizona	10	8	8
Arkansas	33	20	46
California	45	44	46
Colorado	40	36	43
Connecticut	7	4	6
Delaware	3	3	3
District of Columbia	1	1	1
Florida	27	25	22
Georgia	17	21	17
Hawaii	1	2	1
Idaho	9	7	16
Illinois	141	132	146

Indiana	129	114	137
Iowa	82	77	88
Kansas	97	79	82
Kentucky	87	100	88
Louisiana	9	10	10
Maine	4	4	4
Maryland	21	20	24
Massachusetts	30	26	30
Michigan	57	50	56
Minnesota	21	21	22
Mississippi	6	4	4
Missouri	65	57	69
Montana	29	23	22
Nebraska	136	101	119
Nevada	2	1	0
New Hampshire	3	4	3
New Jersey	32	32	35
New Mexico	18	17	18
New York	66	61	64
North Carolina	26	27	24
North Dakota	26	18	26
Ohio	153	155	147
Oklahoma	28	23	24
Oregon	16	16	18
Pennsylvania	147	125	122
Rhode Island	6	5	6
South Carolina	10	8	8
South Dakota	26	25	22
Tennessee	96	73	72
Texas	72	64	80
Utah	2	1	3
Vermont	4	4	3
Virginia	42	31	41
Washington	13	12	14
West Virginia	18	18	16
Wisconsin	104	80	91
Wyoming	18	18	18
Canada	25	19	24
Australia	1	1	1
West Indies	0	0	1
TOTALS	2070	1836	2000

## AFTER CHRISTMAS THOUGHTS

When you pack Christmas away into boxes after the holidays with its tinsel and its lights, be sure to keep a little of it in your heart.



## In Order That You May Plan -

An official map of the State of Idaho was included in the mailing of last month's issue of THE AUCTIONEER. A color folder, further describing the attractions in the Gem State, is included this month. We are planning other descriptive folders of the Northwest in future issues. Since we cannot reproduce color in THE AUCTIONEER we consider the folders a superior method of description.

We hope you will save all these folders, study them as the winter months pass by and select the places you will want to visit en-route to or reutrning from our 1965 National Convention in Spokane, July 15 - 17.

This is only the second time in NAA history our National Convention has been West of the geographical center of the United States. The other time, at Denver, in 1959, we had a record attendance. Let's set another new record in Spokane.

## Auctions Important Livestock Outlets

Livestock auction markets are important outlets for North Dakota livestock production and are becoming more important.

This is the conclusion of two agricultural economists of the North Dakota Agricultural Experiment Station who have reported on a study made of the auction markets in the state. They are James I. McDowell and Dennis L. Wold.

Since 1953 the volume of cattle and calves sold through auctions in North Dakota increased more than 150 per cent, hogs by more than 50 per cent and sheep by more than 500 per cent.

McDowell and Wold conclude that the trend toward decentralization of the meat packing industry, improved roads and trucks, lower cash marketing costs, widely disseminated market news, convenience, the owner's satisfaction of watching his livestock sell and other social benefits have all contributed to the growth of auction markets.

Thirty markets in the state were included in the NDSU study. These were divided into four size groups to allow a comparison of costs.

The study indicated that smaller firms

have difficulty competing with larger firms in the same area. The larger concerns had apparent economies of as much as \$1.75 per unit marketed, compared with the smaller firms. The NDSU economists believe new auction firms should have a volume of at least 30,000 marketing units to compete effectively with larger auctions.

Where two firms exist in the same locality, a merger possibly will benefit both. Greater volume could permit lower per unit cost.

Economies in labor and advertising are possible, also, the economists say. Another point, some firms had high costs because a large portion of their consignments involved only one animal. The comingling of these consignments could increase the efficiency of the selling process, McDowell and Wold believe.

---

Is the membership card which you carry just a "Dues Card" signifying that you are "paid for this year?" It is a source of thanks that this is not characteristic of the members of the N.A.A. The trouble with us lies in the fact that we all mean well, have good intentions but kind of slow except when selling. We all have our faults. The only complaint against members of the N.A.A. is that they are decent, democratic, dependable, reliable and co-operative gentlemen. —B. G. Coats



Auctioneering . . .

# Is an Old, a Fascinating - - - A Highly Demanding Art

Reprinted from THE ARKANSAS GAZETTE (Little Rock)

By DODIE WALTON HORNE

Auctioneering is an ancient form of enterprise; indeed, the entire Roman Empire was once sold on the auction block.

The history of auctioneering is filled with fascinating anecdotes — from the time when a soldier, who had plundered more loot than he could carry, stuck his spear in the ground and announced his goods for sale. Babylonian maidens of marriageable age were auctioned off to the highest bidder; individual families were forbidden to arrange marriages, because the proceeds of the sale supported the government in much the same way that the income tax does now. In our own country, antique collecting (and the auctions which deal in this trade) has become so popular that one New England shop bears a sign reading, “Antiques: Bought, Sold and Made to Order.”

Both the present and the future of this unique selling method are of prime interest to Brad Wooley, a Little Rock resident who is a vice president of the National Auctioneers Association, and who has served for three years as a member of that group's board of directors.

It would be hard to find a person more enthusiastic about his choice of careers. After 14 years in this historic profession, he is “still waiting for a slump.” After 80 auctions in this year alone, he and his wife Betty assert that no two weeks are ever alike. Every auction has its own atmosphere, every crowd its own mood. The variety adds to the pleasure of the work.

But the work is detailed and demanding. It is a common belief, and a mistaken one, that most auctions are forced sales. On the contrary! Most of Wooley's auctions are commercial, industrial, or real estate sales, in which the owner

chooses to sell by auction. Wooley puts it more emphatically:

“Owners choose the auction method for voluntary sales of choice property, because it is one of the surest ways of arriving at a true value in open competition.”

As an active and vocal merchant, the auctioneer has a duty to the seller and to the buyer. Before a sale, he must properly advertise, inventory, and tag the items for sale — whether they be household furniture, a rice farm and its equipment, or industrial machinery. A full-time clerk and secretary and “set-up men” assist.

In the course of an actual sale, the auctioneer must make a thousand split-second decisions: Scanning a crowd of two to three hundred people for signs of bids, thinking of the overall sale, presenting and selling each item — all the while maintaining rapport with the crowd. He must see that each buyer pays for and receives his purchase after the sale.

Each auctioneer has an individual style of selling. The chanters, the singers, and the yippers all work from variations of the straight number bid call (ten dollars, ten dollars, who'll bid me fifteen? fifteen dollars.) And what radio listener of the 1940s doesn't recall (and didn't try to imitate) Speed Riggs' Lucky Strike commercial, “Rooolool it, roll it round and grab it! Sooolool American!” At the last NAA convention, Brad Wooley led a seminar on bid calling, in which five of the leading American auctioneers participated.

Throughout a sale, auctioneers vary tempo, mannerisms, volume, pitch, and tone to prevent monotony.

Monotonous, however, is the last adjective that auction-goers would apply to



## IN UNITY THERE IS STRENGTH

their gatherings. Sociological commentators who deplore the conformity and compartmentalization of modern life can find all varieties of goods and people at an auction. A less-than-prosperous man who came to the sale by bus may chat with another man who arrived in his private plane.

What draws these variegated crowds to an auction? For one thing, curiosity. For another, the perennial hope of a bargain. And who can deny the excitement of the unpredictable?

There are people, though, who get carried away by his excitement and cannot stop bidding. Here is where the responsible auctioneer protects his impulsive customer, according to Wooley. A reliable auctioneer has a code of ethics that applies both to the seller, who employs him, and to the buyers, with whom he has direct contact. The man who conducts a sale in a responsible manner never "puffs" an item, nor would he con-

sider having a cohort, or "shill," in the crowd to keep the bidding high.

In Arkansas, at the present time, a person can become an auctioneer by "self-proclamation," and the payment of a license fee. The Arkansas Auctioneers' Association will sponsor legislation in the next session to provide for regulation of their profession and to promote high standards among auctioneers in the state.

Professional auctioneers usually attend an auctioneering school. Brad Wooley is an alumnus of the Reppert School of Auctioneering and Western College in Billings, Mont., where he lectures four times a year. The schools and the professional organizations work to raise the status and the standards of Auctioneers, for the loudest shouter is no longer, the most effective seller, and the days of the "unknown tongue" will soon be gone forever. In the eyes of a professional, an auctioneer should cultivate his individual style. But his diction and his business



These men lead the Ohio Auctioneers Association in 1964. From the left, Newt Dilgard, Ashland, Secretary-Treasurer; Herb Bambeck, Dover, President; and L. Howard Jewell, Mt. Gilead, Vice President.



knowledge should make him equally capable of holding a successful sale in New Orleans or New York, San Diego or San Antonio.

Name an American locale, and it has its auction story. The English common law, including the provisions regarding "public outcry" came to this country with the first settlers. After the New England area was cleared of Indians in a bloody series of events that Cotton Mather termed a "sweet sacrifice," the New England land rush began. Auctions were sometimes held 60 miles away from the hungry for land and the auctioneers' business boomed.

With machines, lacking, after the Revolutionary War, second - hand items were at a premium, and auction sales were frequent. Water Street in New York gained fame as "auctioneers' row."

Another post-war period, following the War of 1812, brought a new set of circumstances. British ships could not pay United States impost duties, so auctioneers boarded the vessels, bought the coveted goods, then came ashore for rapid and profitable sales.

The low point in the history of auctioneering came during the years of the slave markets, when trading was profitable but pitiless.

Our current boom in auctions owes much to the renewed interest in antiques. A little book called *Grandma's Attic* recounted the tale of a farm woman who sold her "old things" to a junk man for \$50, then found them displayed in the city home of a rich relative. In the second half of the 19th Century, a book did well to stay in print for four years; *Grandma's Attic* sold for 60 years, and doubtless influenced the trend toward treasuring antique items. Today's customer is knowledgeable in his choice of period pieces and craftsmanship. Some earnest and dedicated antique buffs will attend every auction in a 50 to 100 mile area.

Directly influencing the daily economies of every household are the cattle auctions. Almost every county has its weekly session at the auction barn. One recent sale in which Brad Wooley was scheduled to participate included three consistently important areas of auction sales. Livestock (600 head of registered

hogs), real estate (2,120 acres of improved land), and industry (a sugar beet factory.)

The old-time auctioneer who is accustomed to having a chair by its back or a calf by its ear would hardly feel at home in the salon atmosphere of a stamp sale, where stamps are quietly bid for and sold by lots. This phase of collecting has its ardent enthusiasts. Some frequent household sales to check family albums for rare old stamps that might be pasted on the backs of photographs.

Out of the realm of all but appreciation for the ordinary auction - goer are the famous sales of works of art. Show places such as the Parke-Bernet Galleries in New York City have been the scene of strenuous bidding for a Renoir printing and early sketches by other impressionists. But the battle of the bids may have been indicated by no more than a slight nod, a touch of the ear, or the tap of a pencil by the person bidding. Hundreds of thousands of dollars are spent on a single painting, and the postwar boom in art sales continues apace.

The auction business is demanding and diverse. The auctioneer must utilize all his skills and experience in each auction; working in a variety of different circumstances, he must have responsibility, integrity, and a thorough business knowledge — all in addition to his selling ability.

For the customer, an auction provides an opportunity to do business as he chooses — not as his employer, an organization, or a sales clerk requires him to do. He can watch, bid, challenge or quit, just as he wishes. And nobody minds.

Perhaps this appeal to the individual is one of the strongest reasons that auctions will never lose their attraction. Who knows but what the next item is just what you've been looking for.

As a speech must be directed to accomplishment of a definite purpose, so must the entire program lead to something specific. Then the members can carry away with them the sense of something learned, something accomplished, in this program. — Dr. Ralph C. Smedley.



# THE LADIES AUXILIARY

## Iowa Ladies Meet, Elect New Officers

The Ladies Auxiliary to the Iowa Auctioneers Association met at the Hotel Fort Des Moines on October 25.

Final reports on the successful National Convention were given, and thanks expressed to all those who helped on committees. We were very pleased with the wonderful attendance at the convention, and are glad all of you could come.

The following officers were elected and installed for the 1965 team: Mrs. Jay Arnold, Mallard, President; Mrs. Wendell Ritchie, Marathon, First Vice President; Mrs. Earl Thies, Ames, Second Vice President; Mrs. F. E. "Mike" Bloomer, Glenwood, Secretary-Treasurer; Mrs. Howard W. Vos, New Sharon, Publicity Chairman; Mrs. Lyle Erickson, Cresco, Historian-Parliamentarian; and Mrs. Robert Winegarden, Pocahontas, Chaplain. Mrs. Leland Dudley of Sheffield was elected to a three year term on the board of directors.

**Mrs. Howard W. Vos**  
Publicity Chairman

## Parke-Bernet Sales

Following is a list of auctions schedules by Parke-Bernet Galleries, New York City, to take place during December.

Dec. 2, 3, 4, & 5—French and other Provincial Furniture and Decorations, collected by the late Roslyn Rosier, Decorator.

Dec. 8 — Rare Manuscripts and Books from various owners, including the Library Company of Philadelphia.

Dec. 9 — Diamond and other precious-stone jewelry and valuable furs, from the estate of the late Bertha R. Conyng-ham and other private sources.

Dec. 10, 11, & 12 — French, English, and Italian Furniture and Decorations, Property of Mrs. Robert Badenhop and others.

Dec. 16, 17 and 18 — English and other Furniture and Decorations. Property of Igor Cassini and others.

Once again the year has come to a conclusion and it is time to wish everyone a Merry, Merry Christmas.

I always like to see the end of the year because it brings us closer to the next year's convention, a time to renew old friendships and make new friends.

Lots of Luck, Love and hopes for a New Year.

Mrs. Tom Berry and Family

## Finally Got Up Nerve Enough

A rather fragile-looking little man was hauled into court for striking his wife, a big, strong woman.

"Why did you strike your wife?" asked the surprised judge after appraising the couple.

"Well, your honor," said the defendant softly, "she had her back to me, the broom was handy and the back door was open—so I took a chance."

## THE LADIES AUXILIARY TO THE NATIONAL AUCTIONEERS ASSOCIATION

### President

Mrs. Albert Rankin, Alger, Ohio

### 1st Vice President

Mrs. Walter S. Britten,  
College Station, Texas

### 2nd Vice President

Mrs. Wendell Ritchie, Marathon, Iowa  
Secretary-Treasurer

Mrs. Harvey Baldwin, Denver, Colo.  
Historian

Mrs. Warren Collins, Jesup, Iowa  
Directors

Mrs. Margaret Berry, West Newton,  
Pennsylvania

Mrs. James A. Buckley, Shelbyville,  
Indiana

Mrs. Lou Stambler, Honolulu, Hawaii

Mrs. John L. Cummins, Cynthiana, Ky.

Mrs. Ernest C. Freund, Fond du Lac,  
Wis.

Mrs. David H. Tracy, Pavilion, N.Y.

Mrs. Clint Peterson, Webster City, Iowa

Mrs. Ruth Marks, Abingdon, Illinois

Mrs. Charles Ray Hudson,  
Morrisonville, Illinois

Mrs. Robert Penfield, Bowman, N. D.





# Unity and Support Prevail In the End

By COL. POP HESS

This column is being written as of Nov. 7 through 12 as per usual in order to make the deadline of publication on the 15th. My first thought is that I am happy we can leave behind the great campaign for the National Election that closed out Nov. 3. This was my fifteenth national election to live through in the more than 60 years since I came of voting age and I have very good recollections of all of them, from Blaine and Cleveland on to the present date. How I can recall them all would take pages to have it recorded in printing. However, there has been some important changes over the years. I can recall when we country folks would not know the results until the weekly newspapers arrived or we would go to the county seat and pick it up.

Now we have computers that were estimating the votes two days before the election was held and after the votes were officially counted we found practically the same results the computing machines had registered. It makes one of my age wonder if the present generation may be released of the responsibility of voting and we will let the machines select the winners. And that raises the question, "Who will be the one that talks into the microphone that sets the wheels moving?" All this is getting too deep for my narrow mind so will get off this subject.

They say we are approaching a great age when everything will be done by atomic power and handled by electronics. I was much amused at both sides in this recent campaign. It reminded me of the Hatfield & McCoys on one of their great feuds. The only thing that could have happened that might have eased the situation would have been for the two Goldwater roosters to have eloped with the two Johnson pullets, to close

out all the glamour. However, one great thing did happen. The entire affair put some fifty million dollars into circulation. This is quite a lot for a country that is supposed to suffering in poverty.

Now the jokes are all over, and do not get me wrong, all the good people we vote on to go to State and National Capitols are not rogues. All are brilliant and I have the same faith as you, none of them will sell the U.S.A down the river. We in this great country can be very thankful we were born and permitted to live in such a good country. This national election year gives all an opportunity to go out and take their hair down and battle on points to agree upon but when it is over everyone puts his shoulder to the wheel of progress and works for everything that is best for our world—to live and let live.

Here in Ohio, all through October and to this date in November, we have enjoyed a long period of good old fashioned Indian Summer. Crops in general are coming into the harvest bins as per usual. Auction sales of all kinds are numerous, not that the people having them are bankrupt or badly broke, but because the auction way of selling is the strongest way of all time. We older boys wish we were born somewhat younger or could slow the age clock so we could keep out on the front lines selling but this is out of our hands. But I assure you, regardless of my 84 years of living I have enjoyed the most of it and what I did not enjoy was times I got educated or straightened out to know sometimes my way of living and doing was not the proper way to get it done.

Just recently my name was mentioned in some of the local newspapers on my years of service as an auctioneer and my 15 years with the Farm and Livestock Program at WRFD. In quoting my



age, the different writers got it all mixed up, the youngest they listed me was 70 years and the oldest was 86. The only way to account for this, some must have seen me on my best days and others on my worst. My birth certificate says I was born February 6, 1880.

Before you read this publication we will have all gathered 'round our Thanksgiving tables and we can again give thanks to our maker for all the good things in the way of health and abundance and comfort. Of course, when you get on the retired list many congratulate us and say, "All you have to do is sit back and enjoy what you have, sleep late, do as you please." But with us, we say after all there was as much pleasure in pursuit as there is in possession and if you live that long you will also agree.

The November issue of this publication has been on my desk several days. I note the NAA is receiving many renewed members along with many new members. My fan mail has been light the

past month and that is a good omen as auctioneers are busy and saving their writing until a slack time. Our Program on auctions held in Ohio has been very crowded and right at this date we have many coming up for the balance of November and a few in December. As heavy as this Program is it probably only represents about one-third of the auctions held in Ohio.

All the auctioneers in my contact report prices to be firm and the farmers and livestock men are entering the winter in good spirits and the New Year will be one of progress.

The other day some old timers called on me and they asked me this question, "If you were to live your life all over would you be an auctioneer?" My answer was yes. One asked why I was not a politician. My answer to that was this—first, to be a high politician and hold a high office you have to have at least a million bucks, this I don't nor never will have. I like to spend money too well for that. My other reason was,



## Promotional Items

**LAPEL BUTTONS:** "Dress Up" with this distinguished piece of Jewelry. **\$2.50 each**

**INSIGNIA CUTS:** Add distinction to your cards, letterheads and advertising. 7/8" or 2/3" wide.) **\$2.50 each**

**DECALS**—3 color, reversible, new supply @ **25c each.**

**BUMPER STRIPS**—Advertising the Auction method of selling. **25c each; 4 for \$1.00**

All Items Sent Postpaid

Send your order with remittance to

**THE AUCTIONEER**

**803 So. Columbia St., Frankfort, Indiana 46041**



if I ran and was elected to a national office I would have to post, under oath, just how many bucks I had and this I could not do for I would be very much embarrassed in letting the John Q. Public know what few bucks I really had. So I'll stick to being an auctioneer—and live.

When you receive this publication everyone will be thinking of Christmas so to be on time I now wish you all a very happy Christmas and hope you will have steady nerves and open minds when you receive the New Year's greetings from Uncle Sam. He will be reminding you it is now time to pay the fiddlers who have kept us well amused the past year, an obligation that does not have

the word "dodge" in it anyplace along the line. But they have other words spelled out that we would like to dodge, but of course, we will all gladly pay.

As we are the people who own this great United States we are to pay the cost of government and at the ballot box we have a choice in how it is run. The judgement is ours, sometimes misjudged, yet, as a whole we will survive.

I am sure we as auctioneers will do our best to make our National Auctioneers Association larger and better and hope we can enter the year of 1965 with a springboard that will fill the slogan, FIVE IN NINETEEN HUNDRED SIXTY-FIVE.

---

# Fine Program Sparks Indiana Convention

By BERNARD HART

Indiana auctioneers chalked up another of their most successful meetings at the Marott Hotel in Indianapolis, November 8th and 9th. The attendance was very good and the program was an enjoyable one.

R. F. "Dutch" Struck, veteran athletic coach and presently Director of Athletics at Hanover (Ind.) College was the guest speaker, following the Banquet on Sunday evening. Mr. Struck is one of the most capable speakers in the area, his experiences with young people and his ready wit making a strong combination.

Following Mr. Struck's address, the group was entertained by a Magician.

Monday morning's Program consisted of an introduction of NAA officers. Brief remarks were made by Romaine Sherman, Goshen, Ind., a Director of the NAA, and Bernard Hart, Frankfort, Ind., Secretary of the NAA. John A. Overton, the NAA President from Albuquerque, N. M., was the featured speaker.

A business session concluded the morning program. An attorney described the auctioneers' liability under the new Indiana Bulk Sales Law. A presentation of a group liability insurance policy was

heard with instructions given the Board of Directors to pursue this subject farther.

Maynard "Miz" Lehman, Berne, was elected as the new President, and Egbert M. Hood, Anderson, was elected Vice-President. Dean Kruse, Auburn, was re-elected Secretary, and Phil Neuenchwander, Berne, was elected Treasurer, succeeding Col. Hood. Retiring President, D. D. Meyer, Vincennes, was named to a three year term on the Board of Directors as were Exerett Corn, Fairmont, and Arnold Obendorf, Versailles.

Following Monday's Luncheon a Fun Auction was held and it was all the name implies. There was fun and the auction added coffers to the till. An expert in mimicing was introduced as an auction student and his performance certainly added to the fun.

---

It's not what men eat, but what they digest, that makes them strong; not what we gain, but what we save, that makes us rich; not what we read, but what we absorb, that makes us learned; not what we preach, but what we practice that makes us lovable. — Francis Bacon.





***Memberships Processed  
Oct. 16 thru Nov. 15***

Morris Weinstein, New York  
W. G. Barnes, South Dakota  
Jack Churchill, South Dakota  
Richard W. Bronstein, New York  
Lewis Bronstein, New York  
S. J. Frey, Oregon  
T. B. Palmer, Virginia  
Ralph Stark, Missouri  
Jesse Scott, Kansas  
Thomas L. Robbins, Ohio  
Charles Swanson, Indiana  
Glen E. Leney, California  
L. B. Fuqua, Tennessee  
Harold Entsminger, Jr., Virginia  
Arnold D. Wilson, Ohio  
Thomas A. Graves, Kansas  
John M. Miller, Kansas  
\*Ray Brock, Washington  
Joe Hawkins, Tennessee  
Henry A. Berman, Massachusetts  
Carmine Idore, California  
B. F. Hayes, New York  
Irvin Schultis, Nebraska  
Herbert L. Demaree, Ohio  
Philip J. Cohen, Massachusetts  
John W. Hicks, Tennessee  
Ike Hamilton, Louisiana  
\*Gordon Cochran, Indiana  
Marley E. Neal, Indiana  
William E. Berry, Indiana  
Robert J. Goss, Oklahoma  
Marvin Knapp, Kansas  
\*Lee Couch, Texas  
\*B. F. Jeff, Texas

William E. Sprockett, Ohio  
William C. Shine, Connecticut  
Arnold J. Emerson, New York  
Leonard A. Elrod, Missouri  
\*J. Martin Haywood, North Carolina  
\*Greg Archer, Michigan  
\*J. C. Dyer, Arkansas  
D. Wayne McFarland, Florida  
Ben Barrett, Illinois  
George Levitin, New Jersey  
Bernard Jelloma, New York  
Arvin Utter, North Dakota  
Elmer Bunker, New Mexico  
Henry T. Niles, South Carolina  
R. C. Westbrook, Wyoming  
Phil Hanson, California  
\*Leon Lane, Illinois  
Gordon Hannagan, Illinois  
\*Edmund L. Hudson, South Carolina  
\*B. H. Talbert, California  
Paul W. Calkins, New York  
Mick Tomlin, Illinois  
Howard B. Johnson, Iowa  
Glen F. Grow, Iowa  
Carl W. Setterburg, Iowa  
Jay Arnold, Iowa  
Ed Joy, Iowa  
Wendell Ritchie, Iowa  
Arnold Hexom, Iowa  
George Yancey, Iowa  
Irving Leonard, Iowa  
Clint Peterson, Iowa  
Leland Dudley, Iowa  
Lennis Bloomquist, Iowa  
Jerry E. Brooks, Ontario  
Wilbert Smucker, Ohio  
\*Max E. Kolp, Indiana  
Robert E. Musser, Wyoming  
Dale McPherson, South Dakota  
Robert Henderson, Ohio  
Owen Felton, Ohio  
John N. Shibley, Massachusetts  
J. L. Todd, Georgia  
\*Herb Fox, New York  
\*Denzil Clark, Illinois  
Fred W. Smiley, Michigan  
C. W. Sampson, New Mexico  
\*Robert Payne, New Mexico  
Newt Dilgard, Ohio  
Ralph Waite, Kansas  
(\* Indicates new members)

Why is it that kindness only creeps into our hearts at Christmas? We're so sweet to each other from Christmas to New Years. What a pity we can't make it from New Years to Christmas.



# How I Became an Auctioneer

**EDITOR'S NOTE:** We have received many requests over the years for this type article. Its author, Col. Earl R. Tom, Cumberland, Ohio, is a faithful member of the National Auctioneers Association. We wish to publicly express our appreciation to Col. Tom for taking the time to share his experiences with others. We are reproducing it in Col. Tom's exact words.

In the winter of 1910 my older brother was teaching school at a one room school house in our township, and while there he also taught a singing class at the school on Friday nights. He had arranged for a social to be held on a certain Friday night and had engaged a man from a nearby town who had done a little auctioneering to sell the social. During intermission my brother came to me and said that the man he had engaged was drunk and did not show up. Now this put him all in a dither as to what he was going to do. I told him that I would do it. He said that you can't do it and I said well I can try. He said, "Well if you want to make a darn fool of yourself, go ahead." So I got up and sold the social for him. I must have gotten along fairly good for that winter (1910-1911) I went to several socials. By this time I had gotten the fever to become an auctioneer and I sent to the National Auctioneering School in Lincoln, Nebraska, and got ten copyrighted lessons in auctioneering. I obtained my diploma from this school.

In May of that year, I learned that two maiden ladies who were sisters were going to have an auction. As I had gone by their place going to high school I stopped to ask them if I could have their sale. They told me that they were going to have an older auctioneer do the sale. Just then one of them ask how much I would take to do the sale. I replied that if I could have the sale I wouldn't charge them anything.

On June 8, 1911, we had the sale and it was very successful. The first item I sold was a pitch fork and since that

time, if there is a pitch fork at a sale, it is the first item sold.

In August of 1911, I purchased a harness shop and a vehicle business and stayed in the business making my own harness until 1920 when the automobile put me out.

In 1917, however, I purchased a funeral business in Cumberland, which I still operate. I have often been ribbed by people who know me, that I get them both ways. That is, coming and going.

It has been my privilege as an auctioneer to have worked with such noted auctioneers as Col. Carey Jones of Chicago, Col. Fred Reppert of Decatur, Indiana, and Col. Fred Andrews & Sons of Ohio (all now deceased). Col. Andrews taught me more about selling horses in one half hour than I had even known before. By the way, his grandson, John Andrews, is past president of the Ohio Auctioneers Association.

Col. Reppert, Pop Hess, myself and others started an Ohio Auctioneers Association in 1918 but went by default for the lack of interest. The Ohio Association as it now stands was started in 1941. I have the pleasure of being a past president of the association.

In 1947 my son-in-law came into the auction business with me after being in the Army. He still helps me on Saturdays as he has a job in a nearby town as a personel manager for a glass manufacturing company. I have a grandson that has helped me on a few sales (before the new Ohio law) and I hope to send him to school in the near future so that he can carry on after I am gone. I am 76 years old.

Our auction business isn't as good now as it was some years ago due to the fact that the Ohio Power Company has bought up several hundreds of acres of land and are striping out the coal. However, the largest year in our auction business was in 1946. That year I cried 299 sales. I have always made it my policy never to cry any sales on Sundays and I never will.

Here are a few pointers that I feel will help some of the auctioneers starting out.



1. Keep your crowd in a good humor; never let them get sore at you.

2. Never let a man bid against his wife at an auction if you know it. I did this one time and it took a good while to settle the family quarrel.

3. Always be fair and square to the people you are selling for and to the buyers.

4. Never call a bid that you aren't sure of or one you don't have. This was drilled into me on a Shorthorn sale in Harrison county by Col. Jones.

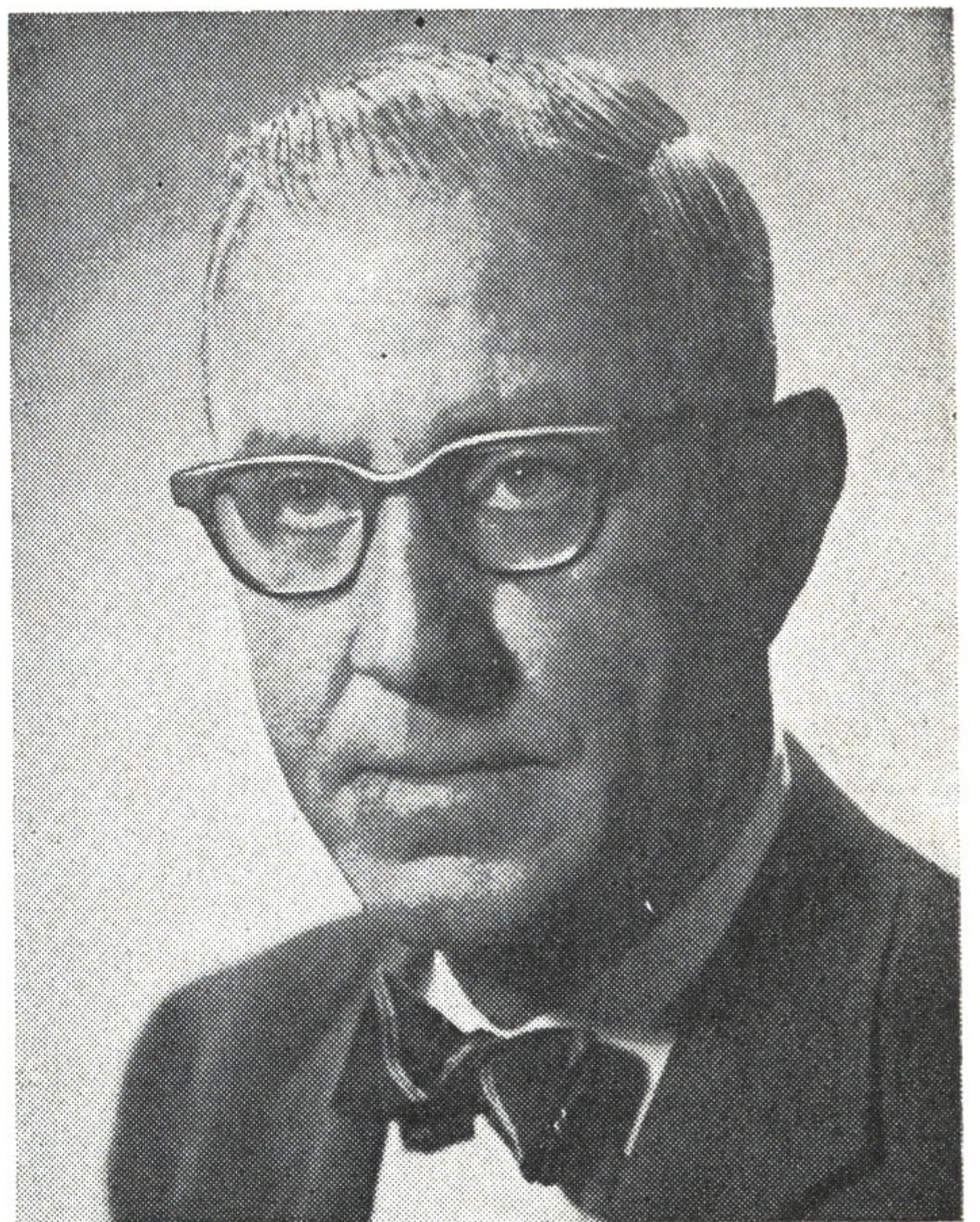
I never tell many jokes at sales but I try to keep them all in a good humor. I was in my doctors office one day this summer an there was an older gentleman who seemed to be looking at me. Finally, he asked if I was an auctioneer and I replied that I had done some of it in my day. He told me that I had cried a pure bred Shorthorn sale for his neighbor in 1914 in Morgan county. At the sale he told me that I had told a joke and was wondering if I might remember what it was. I presume that it was the one about Charlie, William and Johnny. The teacher had asked that the boys for their next day's lesson to be able to recite some poetry. So the next day came and the teacher asked Charlie if he was ready to say his. This is what he said. "The sun comes up and the sun goes down; The earth rotates round and round." The teacher commented that was very good and then asked if William would please say his. This is what he had to say. "The moon comes up and the moon goes down; The earth rotates round and round." The teacher once again commented by saying that his was very good but much like Charlie's. Then she asked Johnny if he was ready to say his. This is what anxious Johnny had to say. "I went fishing and fished for bass; I fell in up to my knees." There is always the laughter for fear of what they think you are going to say. The teacher looked at Johnny saying that his lines did not rhyme Johnny says, "But teacher, the water wasn't deep enough."

I was very sorry that I could not attend the National Convention in Iowa this year and the Ohio Convention when it was in Cincinnati, due to ill health.

However I had the pleasure of attending the National when it was held in Lansing, Michigan. I would advise any auctioneer to attend at least one National Convention as you will receive many benefits from it.

## What Would We Do Without An Auction?

Bernard P. Day spoke at the Industrial Real Estate Forum at the Statler-Hilton Hotel, Los Angeles, concerning the "Auctioneer's Place in Real Estate Today."



His opening remark was "What would we do without auction? What is Wall Street, but a continuous auction?" He then gave a brief history of auction from ancient to modern times. The word, "Auction", he pointed out, came from Rome, "Auction!" — "I bid!"

Before he proceeded to explain the techniques of modern auction, he stated that an auctioneer is not just a man with a gavel, but a good man with a gavel, backed by a proper advertising, mailing and sales promotion campaign.

He then raised the question, "Is auction always distress selling?" and answered it with an emphatic, "No!" He gave several examples, two of which are as follows:



1. If an owner has a property for sale, for which he is asking half a million dollars, and on which there is a lot of interest, including perhaps four offers varying from \$350,000 to \$400,000, the sale by the auction method will do three things:

(a) It will let those who have made the offers know that on a given day they must come and make their bids, or forever hold their peace;

(b) It will bring competitive bidding among them, and

(c) It may well bring in other bidders who had not known previously that the property was on the market.

2. Auction is a goldfish bowl method of sale and is often used by those in a fiduciary capacity to liquidate an estate, trust, or surplus properties, at the same time establishing a value to which the Department of Internal Revenue will give serious consideration.

One of the main points of Mr. Day's talk was the importance of broker cooperation for the benefit of the owner. "We never handle an auction sale if we are prohibited from offering a commission to an outside broker. Why should an outside broker work on the sale of a property if he cannot be compensated? Who then suffers The owner, of course! Conversely, a broker represents an owner on an exclusive listing which is about to expire. The broker has made every effort to sell the property at a price satisfactory to the owner, but to no avail. Why not now call in the auctioneer for the benefit of all?"

In conclusion he stated that there were times when the Day Company was involved with three or four brokers in an auction transaction. There was the broker who represented the seller who brought us in as auctioneer; there was the local representative servicing broker in the area where the property was located; there was the broker who brought in the successful purchaser; and there was the broker auctioneer. "The more, the merrier", said Day "and the owner benefits. That is our real job! Over the years" Day added, "we have paid cooperating brokers many hundreds of thousands of dollars."

Mr. Day was followed by Harold K. Hirschberg, Vice President of the Day

Company whose talk concerned the disposal of industrial personal property, inventory and surplus material through the auction method.

Mr. Hirschberg again placed emphasis on brokers' cooperation for the benefit of the owner and stated, "We wish to stress that we are not your competitors; rather it is our desire to compliment your staff, not compete with it."

## Stamp Brings \$10,500

NEW YORK, N. Y. — A Highland Park, Ill., stamp dealer paid \$10,500 for an early air mail stamp on which the plane was accidentally printed upside down.

The 24-cent stamp known among collectors as "the most popular of all U. S. stamps," was bought at auction for Herbert Klee.

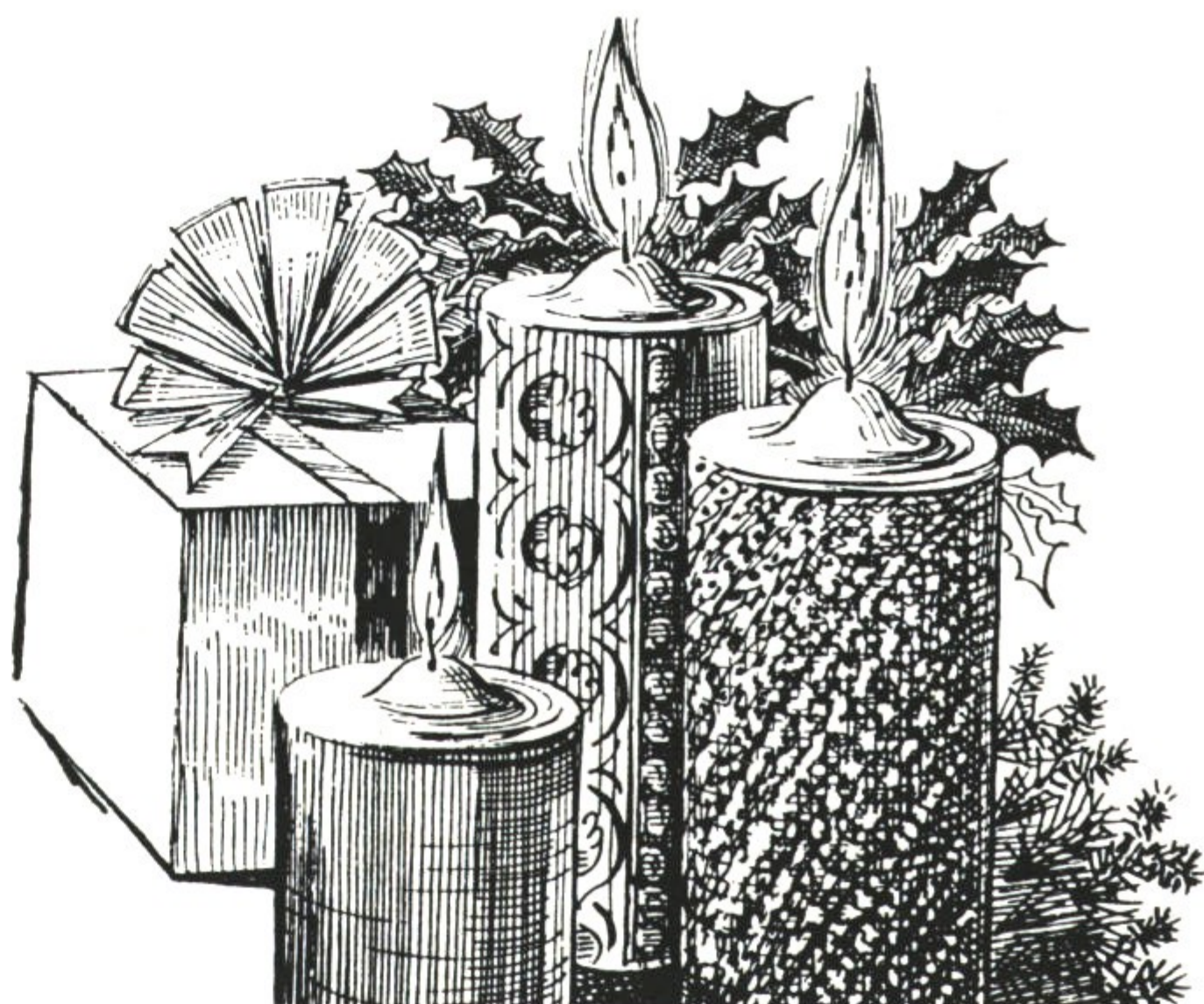
Ezra Cole, a Nyack, N. Y., stamp auction agent who submitted the bid on behalf of Klee, said it is one of 99 of the upside-down series in the hands of dealers and collectors throughout the world.

The stamp, a two-color number, was printed in 1918 as the nation's first air mail stamp. Stamps of the same series with the plane in correct position sell for about \$5.

The stamp is red-bordered with a blue likeness of the ancient "Jenny" biplane used to transport mail when aviation was in its infancy.

The stamp came from the collection of an unidentified Texan.

At the same auction, a black, 12-cent George Washington stamp printed in 1861 sold for \$13,500. The successful bidder was not identified.





# Experiences of Your Director from Delaware

BY RILEY T. JEFFERSON

Back in 1960 I had a very bad speech handicap. I went to a school of Auctioneering in Kansas City, because I heard they had a good speech therapy teacher. They did help me and I became the only student they ever had that did not want to be an auctioneer. But they played a trick on me and sold me on "the auction way". So may I offer this advice "if you do not want to be an auctioneer, stay out of Kansas City."

I returned to Delaware and floundered around, made all the mistakes in the book. Then I decided to throw out the book and just be me. There were no license or auction laws in Delaware to speak of. So there were no guides, only conscience. I did not like a lot of things I had seen and heard here.

Returned to school the following year, on a review, in the meantime operating a small night time weekly auction. I was running clean but I had problems and I was unhappy. I did not think the public appreciated working clean and dealers, I knew did not. There was an attitude in Delaware that all auctions and auctioneers were crooked. "So what." There is nothing we can do and lots of good people avoided auctions.

The next year I returned to Kansas City on a visit, the owner and manager of the school were very nice, welcomed me again and were polite and grateful, and really glad to see me, but "they had a scared look in their eyes," like what are we going to do with this guy — shoot him, drown him, or move.

Well I sat in for three days and took notes on how to protect merchandise. It seemed that class was especially cautious and curious on the one subject that will never have a correct answer. By then I had pages of so called answers. Then the fourth day a different instructor came in from Illinois, a very good auctioneer and a wonderful person. He introduced himself to the morning assembly and

almost immediately someone asked "how do you protect merchandise?" This young man, pulled up and was silent a moment and then said, "I realize some things have to be protected, but that is the owner's problem, not mine. I will not steal for or from anybody." There was a very silent period and in that silence I found my answer.

I tore up three days work, waved goodbye to a great guy, crept out of the auditorium and headed for home just as happy as if I had good sense. I was still worried about conditions in Delaware, so I attended the Cincinnati Convention. I asked a lot of questions about state associations, what made them tick or fail. Someone made a big mistake and I ended up one of your directors.

Returning to home I mailed invitations to all known auctioneers in the state, with the help of someone I had helped to train and liked very much. At the state organization meeting I became vice-president and a few months later our president passed away and I became president. Then several months later I was voted out of the association I had started.

I now have two small night weekly auctions markets (Wednesday and Friday) twenty miles apart. A very poor auctioneer but happy. My auction attendance seems to hold and I am working clean and sleeping good but still making a lot of mistakes.

Enjoyed the Des Moines convention and am looking forward to a great one in Spokane.

---

## SANDS OF TIME

The bride was a rather untidy housekeeper and knew it. At last, she mustered the energy to give things a thorough cleaning one day.

That evening her husband shouted from the hall, in great dismay, "Honey, where's the dust on this table? I had a phone number written on it."



## Enthusiastic Iowans In Great Convention

By Lennis W. Bloomquist, Secretary

Members of the Iowa Auctioneers Association held their 16th Annual fall meeting Saturday and Sunday, October 24th and 25th at the Fort Des Moines Hotel in Des Moines, Iowa. The weather was fine and the attendance was good.

Registration started at 12 noon on Saturday and at 2 p.m. a talk was given by Dr. F. S. Sharp, District Veterinarian from Red Oak, Iowa, on the movement of livestock in Iowa and rules and regulations on such. After a very interesting question and answer period, we enjoyed hearing Dick Bugler, Instructor of the Dale Carnegie School on "Developing Your Personality."

On Saturday evening the group was entertained by Harold Robbins of Des Moines on the Art of Blowing Glass. Beautiful vases were given as door prizes to the Ladies Auxiliary Meeting.

After the glass blowing we heard a recording that was taken at the National Convention of the children as they were being entertained at a special children's party by Ralph Zarno Entertainment Co. His orchestra later played for the dance on Saturday evening.

On Sunday at 10:30 A.M. many more came and registered and at noon, luncheon was enjoyed with Col. Leon Joy of Ames, giving the Invocation. After a warm welcome by a member of the Chamber of Commerce, and the introduction of guests, auctioneers and their families, we heard a fine talk on "Public Relations" by Gerald Bogan of Des Moines.

Dr. Byron Merkel, Ear, Nose and Throat Specialist, addressed the audience on how to take care of your voice, a very important gift to any auctioneer.

Wendell Ritchie, Marathon, Iowa, National Convention Chairman reported on the National Convention held in Iowa last July.

A short business meeting followed with the election of officers. Howard Johnson of Story City was voted President; Lynn Byerly of Glidden, Vice President; Lennis Bloomquist, Pocahontas, Secretary-

Treasurer. Ed Wessels of Lamont and Earl Theis of Ames were elected to the board of directors along with the past president, Leland Dudley of Sheffield, to replace Jay Arnold, Mallard; William F. McDonell, Hopkinton, and Loren Albrecht of Wall Lake, all retiring from the board.

Howard Johnson, President, adjourned the meeting. The Spring meeting will be in Ames on the last Sunday in April.

## New Yorker Buys Shelley's Works

LONDON — New York dealer L. D. Feldan paid \$3,080 for a first edition of Percy Bysshe Shelley's "Revolt of Slam" at Sotheby's.

He paid \$2,660 for "Twelve Cogent Reasons for Supposed P. B. Shelley to be the Devil Incarnate," an autographed doggerel poem by Lady Mountcashell.

Altogether 20 lots associated with Shelley were sold. They had belonged to Neri Farina Cini of Florence, a direct descendant of Lady Mountcashell, one of Shelley's friends in Italy.

### MY FRIENDS

Friends—I would not have them be  
Just thus and so; or more like me.  
I like to take them as they are.  
Each brings me something, oh, so far  
Above what I can hope to be —  
I want them as they are.

I do not want to change their ways,  
Nor yet in order set their days;  
But find in each such help and  
strength,  
Because—they are all different.

One brings me vision of the stars.  
Another, from her hearthstone bright,  
The wisdom of a mother's life.  
And still, from one who travels far  
I view the mountains' lofty peaks,  
Or desert sand; strange city streets.

So may they ever find in me  
One patient, true, sincere and free  
To give both love and sympathy,  
For thus, in giving, I shall be  
A friend.

— Margaret Elliot



## New Auction Opens At Abilene, Texas

ABILENE, Texas — The new \$300,000 steel and concrete plant of the Abilene Auction Company located near the U. S.

International 20 Highway recently opened.

Bill Haynes, president of the company, says this is probably one of the finest livestock auction plants in the entire Southwest. Included with the plant is a modern restaurant, which is under the management of Mack Eplen, Abilene.

---

# It's Your Organization

By **JOHN A. OVERTON, PRESIDENT**

What kind of care are you giving the N.A.A.? It's yours. You can make it or break it. Personally I'd hate to return to the days of no "Auctioneer," no convention, no news from other auctioneers and other states. Wouldn't you?

Let's each of us give a few hours each month to the job of securing new members for the N.A.A. It's the only solution to a healthy, continuous growth.

With all of the pending legislation, controls, etc. of our profession it behooves us to be in as close contact with every state as possible. The more members working together for the benefit of the profession the more weight we can carry and the more we can accomplish.

I know of no National Organization in any profession, even where the annual dues are several hundred dollars, that has a publication of more interest or benefit to its members.

We all need to get out and get that competitor into the fold. It will help him and help us. "Let's make it five for '65" and the time to start is now.

Your state and national organization is working all the time to promote your profession, your business, to keep you better informed as new legislation affects your business and your income.

I was privileged to attend the Indiana State Auctioneers Convention in Indianapolis, in November, and heard an attorney discuss the new bulk sales law, its effect on the auction business and the auctioneers' liability.

The Indiana Auctioneers Association had prepared forms and briefs to help auctioneers to be prepared and to avoid possible liability through lack of knowledge concerning the new law.

If we are organized—we can demonstrate our strength and prevent unjust laws from harassing our profession.

There is strength in numbers. Your organization serves you. Why not set aside an afternoon, or evening, or a day, and visit your brother auctioneer. Get him into the N.A.A. You'll be doing him and yourself a favor and who knows, you may even like him if you associate with him.

Let's get out and get those new members today.



# Going, Going - - - To An Auction

Reprinted from the MINNEAPOLIS  
(Minn.) TRIBUNE

By RICHARD STEELE

Minneapolis Tribune Staff Writer

OGILVIE, MINN. — The Sterling Trio's recording of "That Old Irish Mother of Mine" probably hasn't attracted such an audience in decades.

For that matter, neither has Ogilvie.

Ogilvie, Minn., is usually home to not quite 400 persons — counting that last newborn baby. But when Ogilvie spread out nine buildings worth of old bathtubs, Model T sidelamps, hand-operated cement mixers, phonographs and ancient records (including several favorites by that Sterling Trio), and a circa 1917 popcorn wagon, you couldn't keep 'em away.

They poked and studied and sifted and gossiped — and a lot of them even bought. It was the biggest commotion since the fall of the Roman Empire. It was a country auction.

Up for grabs was the assorted paraphernalia of the late Robert E. Gadola, hardware merchant, land owner and incurable collector. It was all there — merchandise of countless number, boundless variety and unfathomable age.

Beginning four days before the auction, the belongings which Gadola had gathered over more than 50 years were spread out in vacant lots, alleys and blocked-off streets of Ogilvie. They awaited the onslaught of country auction devotees.

As the folk song says, some come to laugh, some come to play, and some merely come to pass time away. A country auction is not just a sale — it's a free show, an over-the-fence chat, a scavenger hunt, a carnival, an excuse to leave the corn crop for a day.

Some are buyers; others are just "lookers."

V. J. Billstrom, an antique car buff, drove from Pasadena, Calif., to bid on the assorted automobile parts and on the red and gold popcorn wagon.

"This time what I really want is that popcorn machine, but I'm not going off my rocker," he explained. "There's a limit to everything, you know." (Billstrom's limit was too low — the popcorn machine went to another. For \$395.)

August Dranselka, Milaca, Minn., said he too would like to buy something, "if I see something I like. There is a pretty good old drill here. It suits my style."

Then, as an afterthought, he added, "Don't know, if I can get ahold of it though. But then these old picture frames would be nice, and maybe . . ."

For the buyers, a paper plate with a bid number was the possession of paramount importance. To bid, this plate had to be held aloft. "We'd like to be able to catch your nods and winks, folks," the auctioneer, Morris Besser, told the crowd "But we just can't do it. You'll have to use your number, folks."

For others, the attraction of the country auction is much more general.

It was a social call for Mrs. Wendell Smith, of Mora, Minn. "Oh, no, I don't think I'll buy anything, I just came to visit and look around," she said. "He sure kept everything he ever got, didn't he."

Mrs. Ken Carlson, Chicago, Ill., said she and her family "we're just visiting relatives in Mora and decided we'd take a look. I've never seen so much old stuff; but then, we've never been to a country auction before."

The old and the new and the in-between describes the country auction crowd as well as the items usually sold. The auctioneer's - eye view that day in Ogilvie encompassed:

The gaggle of old ladies who had plopped on a table already shuddering under its primary burden of magazines. They listened, more or less, to the old Victrolas grinding out tunes.

The family from the big city clutching two blase little girls, one quite concerned (and vocal) little boy, a rebellious beagle



and the prized paper plates.

The collection of farmers in gray-striped coveralls and those caps which look as if they belong to railroad engineers.

The teen-agers in red T-shirts and mud-splattered blue jeans scuffing around the old broken rifles, the 1926 Packard and the vintage tools.

The perennial lost child, reclaimed from the auctioneer's feet with the questioned, "What'd he buy?" and the obvious reply, "nothing, but didn't you know he got sold twice?"

This college of farmers, housewives, kids, antique dealers and auction bugs was receptive though, Besser said afterwards.

You talk about things flowing like wine — it really did. We thought the sale might be sort of sluggish, but there was real spontaneous bidding.

"Right at the beginning of the sale, you have to establish the pace," Besser declared. "The more you let them contemplate, the more they're going to hold you back. But this was one of the finest crowds I ever worked for."

Besser did work — 12 hours and 40 minutes. "Without a doubt it was the longest sale I've ever conducted."

The people were at his command. They followed the sweep of the cane which he used as a pointer. They followed the flour-

ish of his hands. They clogged the area around him and strained to see what was next.

Seldom slowing his patter, Besser got a firm grip on the cane, peered into the crowd and sold:

Kalsomine paint — "It's only 50 cents a case, folks." (No response). "Well now, come on, anybody can use that. Who'll give a dollar for a couple casees." (No one stirred). "There's 5-10-15-20-22 cases; who'll give a dollar for the whole lot? Sold!"

An icebox — "Four and now five . . . will ya give five, sir . . . and now will ya make it six, who'll give six, I've got five now, how about it, sir, will ya give six . . . I tell ya boys, I don't think any-one of us has ever seen one like this; they've been looking for this one all morning . . . will ya give eight, sir, I've got eight and now eight-fifty . . ."

Neatsfoot oil — "Now, we've sold four of them, who'll take the last. It's at 3.50, who wants this last. No, not \$3, Marge, \$3.50 . . . who'll take it? Well, being as it's you, Marge, I'll take \$3.25. Sold."

He sold them foot-warmers, saddles and riding tack, hinges, pot - bellied stoves, a 20-pound horse anchor, a pool table (with six time-worn balls, and a broken cue stick), bookcases, a potato digger and several farm wagons.

He sold "one little bundle" of old trade

## ATTENTION – AUCTIONEERS

We sell Auction Markets by auction or private treaty.

At the present time we have four (4) midwest Livestock Auction Markets listed for private sale. Three of them must sell immediately due to illness or death.

Contact us for particulars

### Tony Thornton Auction Service

1200 W. Norton Road

Springfield, Mo.

Phone: UN 5-7434 or UN 6-4311



manuals for \$115; a one-cylinder gasoline engine for \$245; a tiny wagon "resembling the old depot parcel wagons used to take loads to the post office" for \$83.

He even sold 1,500 pounds of bolts. Lou Taylor, Isle, Minn., bought the whole lot. "Paid \$72.50 for them. Now I'm waiting for the truck to come take them away.

"Didn't bid on nothing else," Taylor continued. "So much noise going on, can't hear anything. Only bid on the bolts 'cause that was all I could get close enough to."

Then with a grin, Taylor confided, "He could have gotten more for 'em if he'd sold 'em box by box, but he couldn't take the time. And I knew that."

Seated next to Taylor on the wooden truck trailer was Harold Forcier, a neighbor in Isle. "I bought that old three-horse electric motor. How old it is I could not tell you, but it's got sizeable years," he said.

Much of the merchandise was old enough to stump almost any bidder, to say nothing of auctioneer Besser, who has conducted close to 2,000 auctions in 18 years.

"You've got to help me on this one, boys," Besser sighed once after some six hours of speling. "I wasn't born quite quick enough to know what some of these things are."

As the afternoon wore out, so the did the people. They rested on tree stumps, hillocks, chests of drawers, rusted furnace parts. They used paper plates, magazines and floppy straw hats to try to cut the sun's glare and stir up some localized breeze.

The dust settled. Clerk A. Dan Fiala had counted 1,500 sales, the auction grounds had survived the ravages of 4,000 invaders, and the ladies of the Methodist Church who operated the lunch stand had exhausted the soft drink and hot dog supply for miles around.

And Ogilvie beecame again a town of just under 400 persons — counting that last newborn baby.

People come in three classes: the few who make things happen; the many who watch things happen, and the overwhelming majority who have little or no idea what happened.

## Hirschberg Promoted At Joseph P. Day, Inc.

Bernard P. Day, President of Joseph P. Day, Inc., international realtors and auctioneers, announced the promotion of Harold K. Hirschberg to Vice President of the 70 year old firm. Hirschberg will be located in the New York home office and will coordinate all auction activities in the sales of real estate, machinery and industrial equipment throughout the United States and Canada.

Hirschberg has been associated with the Day organization since 1958 and is responsible for the expansion of the Day organization into more concentrated sales of industrial plant equipment. He is renowned in the industrial trades, having been previously associated with the Efron Corporation of Cincinnati for many years. He was further associated with the Cincinnati Sales Co. as specialist in machinery and mill supply sales.

Among some of his other activities, he served as a special consultant in 1952 to 55 to the Chairman of the House of Representatives Government Operations Committee in its investigation of government surplus disposal methods, which subsequently resulted in the U. S. Government's adoption of the auction method of sale in the disposal of its surplus war properties in real estate. Hirschberg is credited by the Government with exhilarating and streamlined their methods into a more efficient economical and expeditious method of sale which has resulted in the Government's obtaining up to a 42% increase in recovery on surplus property. Hirschberg was subsequently administrator in the disposal of over \$15 million of Government assets via the auction method of sale. Included among his many commendations was that received in 1964 from the Atomic Energy Commission. In addition to his vast experience in the personal property field, Hirschberg has participated in the disposal of several large real estate complexes involving sales of over \$30 million for some of the leading industries in the country as well as the General Services Administration.

Hirschberg, a native Cincinnati, served in the U.S. Seabees in the South Pacific theatre from 1942 to 45. He attended



## LEADING LIVESTOCK AUCTION BARN FOR SALE

We have two very good Auction Markets listed for sale. They are operating at the present time and showing very good returns. Located in the Flinthills and Eastern Kansas area. Reasons for selling: Aged owner of one wishes to retire and owner of the other has interests which require his time and attention.

For full information, contact:

**Dain's Real Estate, Silver Lake, Kansas**

**Phone 582 - 2770**

**Don Dain Broker — Member of N.A.A.**

the University of Cincinnati College of Science and Law and was one of those responsible for bringing the Cincinnati Bearcats into big time basketball.

Mr. Day stated that Hirschberg succeeds the late Stephen A. McDonald who passed away after a glorious career of over 40 years with the Day organization. He further stated that the company plans an extensive expansion program in its Auction Department in New York and throughout the nation.

Hirschberg is a member of the Society of Industrial Realtors in addition to other professional real estate organizations. He is particularly proud of his recent appointment as an Honorary Kentucky Colonel in honor of his contribution to industrial development in the State of Kentucky. He resides with his wife and daughter in Forest Hills, N. Y.

### **\$2,058 For Bedstead**

LONDON — A gaudy Elizabethan bedstead, said to have belonged to Shakespeare's mother-in-law, soon will be shipped to the United States.

Russell Wiener, a collector from Memphis, Tenn., bought the bed during the auction of the effects of the late Capt. E. G. Spencer-Churchill, a cousin of Sir Winston Churchill. He paid \$2,058.

Wiener came to this country to buy some paintings for a Tennessee museum, said a spokesman for the auctioneers, Christie's. "He had already bought his pictures, but he heard about the bed and wanted it for himself."

### IF WE ONLY UNDERSTOOD

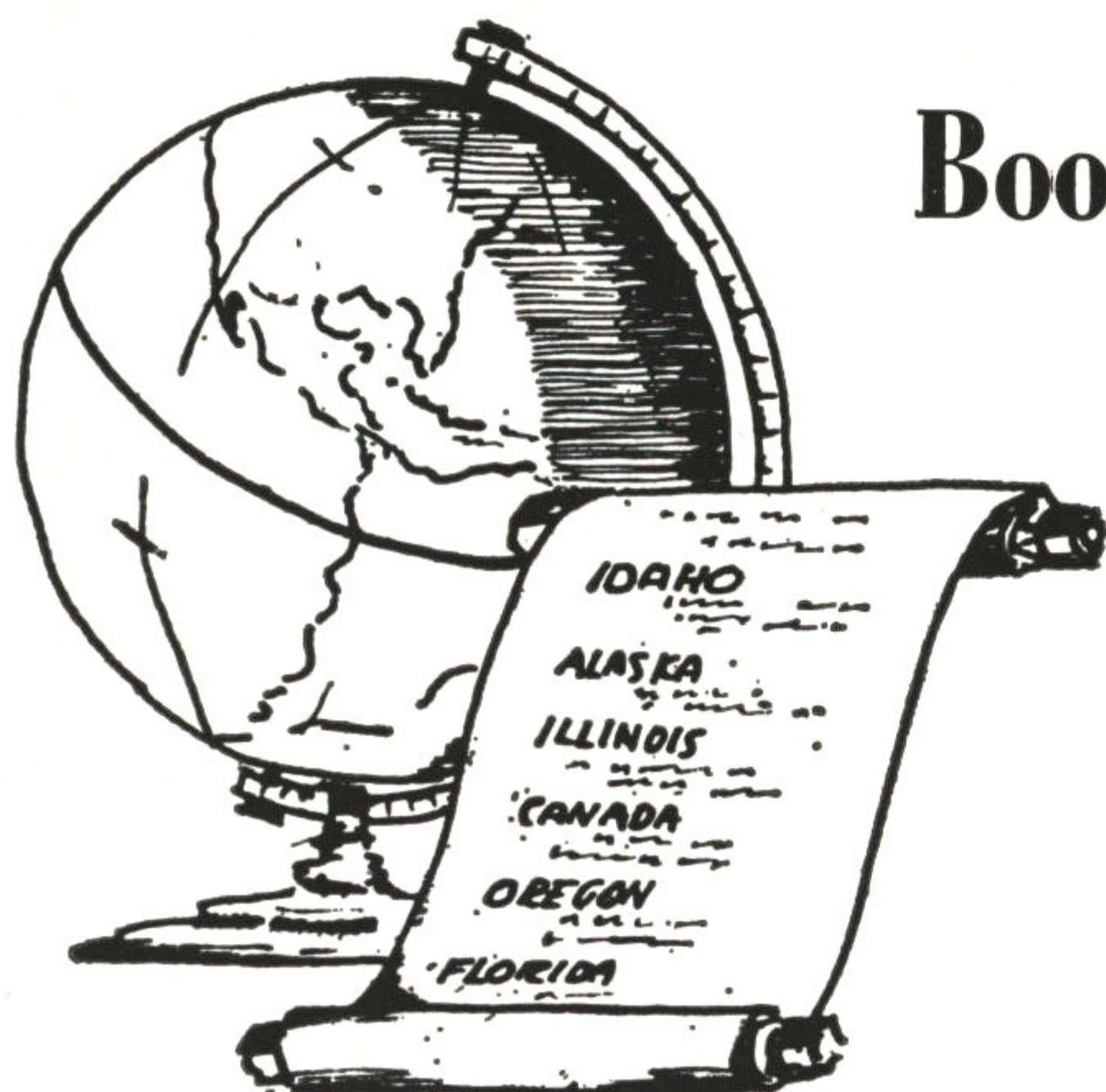
Could we draw back the curtain  
That surround each other's lives,  
See the naked heart and spirit,  
Know what spur the action drives;  
Often we would find it purer,  
Better than we thought we should.  
Ah, we'd love each other better  
If we only understood.

Could we judge all deeds by motives,  
See the good and bad within,  
Often we would love the sinner,  
Even though we loathed the sin,  
Could we know the thought that's  
lurking,  
To o'erthrow integrity,  
We would judge each others errors  
With more patient charity.

If we know the cares and trials,  
knew the efforts all in vain,  
And the bitter disappointments,  
Understood the loss and gain;  
Would the grim external roughness  
See, I wonder, just the same?  
Would we help where now we hinder?  
Would we bless where now we  
blame?

Ah, we judge each other harshly,  
knowing not life's hidden force,  
Knowing not the fount of action,  
Is less troubled at its source;  
Seeing not amid the errors,  
All the golden grains of good.  
Ah, we'd love each other better  
If we only understood.





## 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.

### ALABAMA

Col. J. M. Casey—Birmingham  
Col. J. P. King—Gadsden  
Col. Freeman Smith—Long Island  
Col. W. J. White—Birmingham

### ARIZONA

Col. Leroy Longberry—Phoenix

### ARKANSAS

Col. Milo Beck—Rogers  
Col. W. E. Hancock—Jonesboro  
Col. R. E. Harris—Little Rock  
Col. Herman Paul Peacock—Winchester  
Col. B. R. Tucker—Little Rock  
Col. J. E. Wilson—Hot Springs  
Col. Brady L. Wooley—Little Rock

### CALIFORNIA

Col. Bill Arnold—Grover City  
Col. Leonard Burleson—Huntington Beach  
Col. Tom Caldwell—Ontario  
Col. Keith Cullum—Chino  
Col. James Gibson—Alameda  
Col. Phil Hanson—Santa Ana  
Col. Harold Henry—S. San Gabriel  
Col. Cy H. Jones—Central Valley  
Col. Rudy Larkin—W. Covina  
Col. R. W. "Bob" Main—Garberville  
Col. Roy Roberson—Grover City  
Col. Morris Schwartz—Hollywood  
Col. Harry G. Stewart, Jr.—Pomona  
Col. B. H. Talbert—Madera  
Col. E. V. Wing—Gerber

### COLORADO

Col. F. Harvey Baldwin—Denver  
Col. Ed. Gibson—Denver  
Col. Herman W. Hauschildt—Denver  
Col. Cookie Lockhart—Steamboat Springs  
Col. Si Lockhart—Steamboat Springs  
Col. Fred J. Ramaker—Denver  
Col. Howard Roland—Grand Junction  
Col. C. W. Rosval—Denver

Col. Howard Shults—Denver

Col. Reuben J. Stroh—Loveland

Col. Troil Welton—Wray

Col. Lyle D. Woodward—Denver

### CONNECTICUT

Col. Richard K. Mather—Granby

Col. Al Tirelli—Hartford

### DELAWARE

Col. Crawford Carroll—Dover

Col. Riley Jefferson—Lincoln

### DISTRICT OF COLUMBIA

Col. Ralph A. Weschler—Washington

### FLORIDA

Col. Louis C. Dell—Sanford

Col. W. E. Hancock—Madison

Col. Thomas A. Scarane—Miami

Col. Joseph F. Sedmera—Lakeland

Col. P. Frank Stuart—St. Petersburg

### GEORGIA

Col. George E. Collins—Decatur

Col. R. A. Waldrep—Gainesville

### HAWAII

Col. Louis L. Stambler—Honolulu

### IDAHO

Col. Delbert Alexander—Castleford

Col. Irvin Eilers—Kimberly

Col. Jim Messersmith—Jerome

Col. Kaye A. Wall—Burley

Col. Robert L. Wesely—Boise

### ILLINOIS

American Auction Associates—Chicago

Col. Ben Barrett—Easton

Col. Edward E. Bilbruck—Chicago

Col. Wes Chapman—Seneca

Col. Gordon Clingan—Danville

Col. J. W. "Jim" Cushing—Coal City

Cols. Damilano & Roesch—Westville

Col. W. P. "Bud" Drake—Decatur

Col. John H. Dieken—Pecatonica

Col. Charles Dunning—Elgin



# IN UNITY THERE IS STRENGTH

Col. Mike Fahnders, Pekin  
Col. Art Feller—Cissna Park  
Feller and Bucher Auctioneering  
College—Kankakee  
Col. William L. Gaule—Chatham  
Col. Michael M. Gordon—Chicago  
Col. Charles Ray Hudson—Morrisonville  
Col. Ray Hudson—Morrisonville  
Col. Lane R. Hyett—Aledo  
Col. A. R. McGowen—Oak Lawn  
Col. J. Hughey Martin—Colchester  
Col. Clay H. Metz—Des Plaines  
Col. Michael Modica—Chicago  
Col. J. H. Oberwise—W. Chicago  
Col. E. L. "Butch" Olson—Morris  
Col. Paul D. Pastore—Chicago  
Col. Melvin R. Penning—Forreston  
Col. Fred G. Quick—Aurora  
Cols. L. Oard & Lloyd Sitter—Anna  
Col. Tom Sapp—Springfield  
Col. Mick Tomlin—Mason City  
Col. Burton A. Tunick—Chicago  
Col. Herman F. Welch—Downers Gove

## INDIANA

Col. Charles Bagby—Indianapolis  
Col. Wallace Bucher—Francesville  
Col. James A. Buckley—Shelbyville  
Col. Dale Christman—Columbia City  
Col. Ray Clark—Dyer  
Col. O. S. Clay—Shelbyville  
Col. Earl E. Cornwell—Indianapolis  
Col. G. W. Croddy, Madison  
Col. Frank Deeb—Mishawaka  
Col. Leo Grindley—Ft. Wayne  
Col. Bob L. Harrison—Monticello  
Col. Maynard "Miz" Lehman—Berne  
Col. August Meltzer, Jr.—Lake Village  
Col. Amon H. Miller—Evansville  
Col. L. W. "Bill" Porter—Brownsburg  
Col. Earl Ray—Tangier  
Reppert School of Auctioneering—Decatur  
Rossville Auction Exchange—Rossville  
Col. Romaine Sherman—Goshen  
Col. Loyal K. Smeltzer—Elkhart  
Col. Lewis Smith—Cicero  
Col. John C. Stanley—Hagerstown  
Col. Noble Stokes, Jr.—New Castle

## IOWA

Iowa School of Auctioneering—Ames  
Joy & Johnson Auction Co.—Ames  
Col. Burl Selby—Sewal

## KANSAS

Col. Donald L. Day—Council Grove  
Col. Paul J. Doss—Wichita  
Col. E. R. Harrison—Norton

Col. Jack D. Sheets—Wellington  
Col. Frederick Sherlock—St. Francis  
Col. Edwin A. Turner—Wichita

## KENTUCKY

Col. J. Russell Beams—Sonora  
Col. James O. Briggs—Compton  
Carter Realty Auction Co.—Scottsville  
Col. Wayne Kessler—Campbellsville  
Col. John Patton, Jr.—Richmond

## LOUISIANA

Col. Charles S. Gerth—New Orleans  
Col. Jack C. Minter—Jennings  
Col. Bob Strange—Shreveport

## MAINE

Col. George A. Martin—East Lebanon  
Col. Gardner R. Morrill—Harrison

## MARYLAND

Col. Robert H. Campbell—Annapolis

## MASSACHUSETTS

Col. Elmer R. C. Beckman III—Auburn  
Col. Henry A. Berman—Worcester  
Col. Stephen D. Cardelli—Byfield  
Col. Anthony Ferolito—Cambridge  
Col. Phil Goldstein—Boston  
Col. Dick Gray—Malden  
Col. John A. Hilditch (Southboro)  
Southville  
Col. Edward L. Hopkins—Boston  
Col. Abe Levin—Fitchburg  
Col. Frank "Honest Chuck" Onischuk  
—Westminster  
Col. A. L. Tremblay—No. Attleboro

## MICHIGAN

Col. Elwyn W. Bentley—Fenton  
Col. L. E. Drake—Battle Creek  
Col. John M. Glassman—Dowagiac  
Col. Freeman F. Glenn—Jeddo  
Col. Bob Handrich—Fairview  
Col. Charles J. Kinsey—Farmington  
Nelson's Auction School—Detroit  
Col. Fred W. Smiley—Saginaw  
Col. Garth Wilber—Bronson

## MINNESOTA

Col. Bert Trane—Karlstad

## MISSOURI

Col. Ken Barnicle—Ellisville  
Col. H. E. Clevinger—Kennett  
Col. Claud N. Griffin, Jr.—Cabool  
Col. C. R. LaRue—Troy  
Missouri Auction School—Kansas City  
Col. Gary L. Page—Slater  
Col. Jerry D. Popplewell—Amity  
Col. Helen Schumacher—Kansas City



# IN UNITY THERE IS STRENGTH

---

## MONTANA

Col. Wm. J. "Bill" Hagen—Billings  
Western College of Auctioneering—Billings

## NEBRASKA

Col. Bob Behmer—Omaha  
Col. W. V. "Bus" Emrich—Norfolk  
Col. E. A. Camfield—North Platte  
Col. Mack P. Cosgrove—Omaha  
Col. Rod Gillespie—Gothenburg  
Col. John W. Heist—Beatrice  
Col. Russell E. Lydiatt—Ashland  
Col. Gerald W. Phillips—Wallace  
Col. Grant R. Phillips—Wallace  
Col. Jim Walker—Omaha  
Col. Rex Young—Plattsmouth

## NEW HAMPSHIRE

Col. Merle D. Straw, Jr.—Seabrook

## NEW JERSEY

Col. Fred R. Daniel—Neshanic Station  
Col. Ralph S. Day—Leonie  
Col. Herbert Van Pelt—Readington

## NEW MEXICO

Col. Elmer Bunker—Albuquerque  
Col. Raymond Downing—Albuquerque  
Col. Monroe Goree—Roswell  
The New Mexico Auctioneers  
Col. Joe McGoldrick—Albuquerque  
Col. John Overton—Albuquerque  
Col. W. T. "Wag" Wagner—Farmington

## NEW YORK

Col. Roy Abbey—Lake View  
Col. Tim Anspach—Albany  
Col. Tim W. Anspach—Albany  
Col. Paul W. Calkins—Peru  
Col. Clarence Foss—Holland  
Col. B. F. Hayes—Forest Hills  
Col. Victor Kent—Hinsdale  
Col. Donald W. Maloney—Syracuse  
Col. William Maloney—Syracuse  
Col. Crawford McFettridge—Penn Yan  
Col. Pete Murray—Ballston Lake  
Col. Ronald Reed—Sherman  
Col. Kenneth M. Rice—Hamburg  
Col. Les Russell—Ogdensburg  
Col. Harold Spoor—Baldwinsville  
Col. Ben Schwadron—Forest Hills  
Col. David H. Tracy—Pavilion  
Col. Richard C. Tracy—Dansville  
Col. Sidney White—New York City  
Col. Charles Vosburgh—Cortland  
Col. Harris Wilcox—Bergen

## NORTH CAROLINA

Col. Neil Bolton—Winston-Salem  
Col. Billy Dunn—Larburg

Col. E. F. "Jack" Glascoe, Forest City  
Col. Homer Harden—Greensboro  
Col. Forrest A. Mendenhall—High Point  
Col. Robt. (Red) Mendenhall—High Point  
Col. A. T. Morris—Durham  
Col. Hugh Simpson—Union Mills  
Col. Kenneth W. Teague—Burlington

## NORTH DAKOTA

Col. Bob Penfield—Bowman  
Col. Elmer Zimmerman—Haynes

## OHIO

Darbyshire & Associates, Inc.—Wilmington  
Col. Donald R. Florea—Milford  
Col. Herman L. Hart—Bristolville  
Col. Marion P. Hoover—Orrville  
Hunter-Wilson-Mayhugh Co.—Hillsboro  
Col. Harry W. Kerns—Urbana  
Col. O.L. Lansaw—Middletown  
Col. Mearl Maidment—Bowling Green  
Col. Harley O'Day—Columbus  
Col. George Roman—Canfield  
Smith-Babb-Seaman Co.—Wilmington  
Col. Dean C. Smith—Marietta  
Col. Carl V. Stahl—Toledo  
Col. Carl C. Stanton—Canton  
Col. Steve Steinmetz—Springfield

## OKLAHOMA

Col. Ivan L. Argo—Hollis  
Col. Lewis W. Campbell—Wyandotte  
Col. V. K. Crowell—Oklahoma City  
Col. Jim Richards—Spencer  
Col. William D. Towler—Yukon

## OREGON

Col. Harold E. Ball—Portland  
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  
Col. Forrest Witthar—Portland

## PENNSYLVANIA

Mrs. Tom D. Berry—West Newton  
Col. H. L. Frye—Pleasant Unity  
Col. Jacob A. Gilbert—Wrightsville  
Col. Ralph W. Horst—Marion  
Col. J. Omar Landis—Manheim  
Col. Marlin J. Reifein—Fredricksburg  
Col. Oliver M. Wright—Wexford

## RHODE ISLAND

Col. Harry Gautieri—Warwick  
Col. Max Pollack—Providence



# IN UNITY THERE IS STRENGTH

---

## **SOUTH CAROLINA**

**Col. Tommy S. Bruce, Jr.—Greenville**

## **SOUTH DAKOTA**

**Col. Billy Barnes—Ft. Pierre**

**Col. Leo D. Neilan—Bonesteel**

**Col. Earl Wieman—Marion**

## **TENNESSEE**

**Col. Claude H. Coleman—Madison**

**Col. Waylan C. Dean—Columbia**

**Col. L. B. Fuqua—Nashville**

**Col. J. Robert Hood—Lawrenceburg**

**Col. H. C. "Red" Jessee—Morristown**

**Col. James Matthews—Cowan**

**Col. C. B. McCarter—Sevierville**

**Col. L. Paul Monks—Fayetteville**

**Col. Jack L. Ward—Goodlettsville**

## **TEXAS**

**Col. Robert G. Askew—Houston**

**Col. Walter S. Britten—College Station**

**Col. Dub Bryant—Big Spring**

**Col. Russell de Cordova—Mexia**

**Col. K. L. Espensen—Tyler**

**Col. J. W. Foust—Lubbock**

**Col. Grover Howell—Dallas**

**J. O. Lawlis Associates—Houston**

**National Auction Institute—**

**College Station**

**Col. R. L. Nelson, Jr.,—Gonzales**

**Joe T. Presswood & Associates—Houston**

**Col. Joe T. Presswood, Jr.—Houston**

**Col. Carl Self—Lubbock**

**Col. Earl S. White—Madisonville**

**Col. W. J. Wendelin—Henderson**

**Col. Odus Wittenburg—Del Rio**

## **VIRGINIA**

**Col. Willie T. Catlett—Lynchburg**

**Col. Harry D. Francis—Newport**

**Col. David H. Gladstone—Norfolk**

**Col. Leon H. Gornto—Norfolk**

**Col. James E. Mullins—Pound**

**Col. Maury Riganto—Norfolk**

**Col. J. E. Sutphin—Newport**

## **WASHINGTON**

**Col. Bob Berger—Pasco**

**Col. Ray S. Brock—Pasco**

**Col. Elmer L. Burnham—Thornton**

**Col. Bob Etherton—Seattle**

**Col. Robert F. Losey, Sr.—Renton**

**Col. Ray W. Nelson—Redmond**

**Col. Orville Sherlock—Walla Walla**

**Col. Richard E. Williams—Kennewick**

## **WEST VIRGINIA**

**Col. O. B. Harris—Beckley**

**Col. H. E. Covert—Charleston**

## **WISCONSIN**

**Col. Lester M. Bue—Beloit**

**Col. Earl Clauer—Mineral Point**

**Col. Joseph W. Donahoe—Darlington**

**Col. Fred C. Gerlach—Brookfield**

**Col. W. C. Heise—Oconto**

**Col. Charles J. Rice—Racine**

**Col. Willard Olson—Delavan**

## **WYOMING**

**Col. Paul Brownfield—Riverton**

## **ELSEWHERE**

**The Ladies Auxiliary to the  
National Auctioneers Association**

---

## **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.



# Real Estate Auctions

By R. C. FOLAND, REAL ESTATE AUCTIONEER,  
NOBLESVILLE, INDIANA

## DEFINITION

In writing about any subject it is perhaps a good idea to first analyze the subject. As this is a treatise on auctions, may we first define the term. In the simplest form an "auction" is a sale to the highest bidder. I think this is about the way most dictionaries give it. It is a sale where the price is called out and the sale adjudged to the last increaser of the price, or the highest bidder. I was invited to give a talk before a class of students, in a well known auction school on the subject "Selling Real Estate by Auction". My address began by asking the students to define the term "auction". In a class of something like fifty students, there were only seven cards handed in with the correct definition. Not in the same language, but hitting close to the subject as defined by Webster and other dictionaries. A good many of the students needed more cards in their efforts to define the term. Some of them never did get it defined. They tried to make it the hard way. Even so, I think most of them had the right idea of what it meant. As an auction implies a transfer of ownership, or an actual sale, it is in my judgment, wrong to use the term "auction" unless an actual sale results. A real estate auction, in the true sense, is one where the title passes to the highest bidder. In discussing the term "auction" in a lawyer's office, I said to the attorney. "Will you please define in your own words the meaning of the term?" He smilingly stated that he would attempt to do so. After some little time he came up with this statement, "An auction is a sale of property at much below its actual value." I told him I doubted if he could give the correct definition. At least, he stated, this was his idea of an auction. In my judgment I think many auctioneers use the term "auction" too freely, regardless of its true meaning. After years of experience I finally concluded that there is only one true auction. That is where the owner surrenders his property to the

general public with the assurance that the sale will be made in a bona fide manner.

## PURPOSE OF REAL ESTATE AUCTIONS

The purpose of an auction may be for various motives. It is my opinion that anyone with a real estate selling problem, should study his purpose in wanting to sell. According to some theories of auction sales, the purpose is defeated in not understanding the meaning of the term. The purpose could be for dividing the interests of joint ownership. This would likely be the fair way to make proper division, when two or more own real estate jointly. Another purpose might be when an owner wants to sell and buy another home, more suitable to his present circumstances. For instance a man with considerable family previously needed a large home, but now the children are gone to establish their own homes. In selling by auction he would then be in position to buy a small home for himself and his wife. By the same token, a young married man would not want to buy a large house, but as his family increases he might sell his smaller one by the auction method and then buy a home more suitable for his present needs. It could be that an owner in financial distress, needs to sell to relieve this burden. The purpose could be the case where a man needs to go to some other climate and the auction sale would be a good means in enabling him to make the change. It could be that an owner would want to sell for profit only. If he is a good and careful buyer, he could make a very remunerative business of buying bargains privately and then selling by auction. In one case we sold quite a lot of real estate for a man whose primary motive was for financial gain. We made fourteen sales in all for this speculator. It could be the motive that a sale was to raise money to go into business. It could prove a good way for settling property rights in a divorce case.



Another very good reason for using the auction method could be that a well to do elderly owner of several pieces of real estate would want to make auctions to turn his property into cash in order to make at least a partial division of what might later be a Judicial sale by order of Court. Perhaps such an owner would like to see his rightful heirs enjoy a part of what they would get, by law of descent, while he was yet living.

There are of course various other purposes where the auction method would be the advisable means of exchange. It is my opinion that if the motive for selling is such that an owner has a real desire to sell, the auction method would be the plan to pursue. While I am strong in my faith in the auction, even so, I do not advocate the theory that private selling should be entirely eliminated. It is my opinion that all estates involving real estate, should be sold by open auction; such as administrator, executor, guardian, bankrupt, trustee, commissioner and in fact any judicial sales by order of Court. It is my judgment that the appraisal law on Judicial sales is more detrimental than beneficial, in sales ordered by Courts, for the reason that bidders are inclined to look with doubt on such sales. In Judicial sales appraisers are usually instructed to make the appraisal low, in order to be more certain of effecting a sale. Quite naturally the appraisal is likely to reflect in the minds of prospective buyers, that they should not give more than the appraisal. In some instances in my selling, we have received more than double the appraisal. I sold seven farms in the Jordan Estate in Kosciusko County, Indiana, all in one day. One of the farms brought double the appraisal. Quite a volume could be written on the pros and cons of Judicial sales, but suffice to say, many times the estate is held open for years before any sale is effected.

## VOLUNTARY AND INVOLUNTARY AUCTIONS

Auctions may be held when the owner voluntarily accepts the auction method of selling as the better plan. Involuntary auctions may be classified as one being forced into a sale by virtue of a mort-

gage or various other liens which might exist. A tax sale might come under this classification.

## KINDS OF AUCTIONS

There are several different ways of securing the highest bidder. The common practice is to openly ask for bids, at the time and place previously advertised, and let some one start the offering, giving all others an opportunity to add to the price until no more bids can be secured. The property is then declared sold to the person making the highest bid. Another form of selling is by sealed bids. There are a number of ways by which such auctions may be handled. As few are interested in selling in this manner, we will not enter into a discussion of these several ways. There is another form known as the mail auction. In some respects it is similar to the seal bid plan. In such a sale bids are mailed to the auctioneer, who in turn keeps the various bidders posted on the highest offer from time to time until a price is finally accepted. The time for closing such a sale is left to the

**EDITOR'S NOTE:** Since the death in July, 1963, of Roland C. Foland, we have had many requests for reprints of some of his articles as well as copies of the books he has written regarding Real Estate at Auction. We understand all the books are now out of print and are in collector's hands. The article we are publishing herewith, was written for a purpose other than to be printed in **THE AUCTIONEER**. To the best of our knowledge it has never before been printed.

R. C. Foland believed the proper way to sell real estate was at auction and his belief was so intense that he set out to make it his way of life. Few auctioneers have enjoyed the success that Col. Foland achieved during a fifty year span that saw him selling all over his native state of Indiana as well as in nearly half of the U.S. He truly pioneered the selling of Real Estate at Auction which method he termed "The White Heat of Salesmanship."



option of the auctioneer in charge, but is however, to be on or before a certain date. There is another form known as the "dutch auction". This is a public offer of property at a price beyond its value, then gradually lowering the price, until someone accepts it as purchaser. It is, in a manner, the reverse of the usual way of selling by auction. Of course, in this kind of a sale, it should be thoroughly understood that the first person accepting the offer is to get the property in question and no other will have an opportunity to raise the price. The first plan mentioned probably has more advantages to raise the price. The first plan mentioned probably has more advantages in its favor and should usually be used in ordinary auction sales. It has become the most popular and prevailing system of selling. Any of these methods, however, will usually secure a satisfactory price. The "dutch auction" is very likely to secure a fancy value on desirable real estate and in some cases might be preferred to any other form. There are still other ways of selling to the highest bidder, but the all important and distinguished characteristic in the real genuine auction is to positively sell, without any reserve.

## SO CALLED AUCTIONS

You may have known of property being advertised for sale to the highest bidder, later to discover that no change in ownership had taken place. This is what I term a "false auction". It is merely an imitation or an attempt. Such an arrangement reminds me of a man whose wife called him a "model husband". Not knowing the exact meaning of the term, over which he seemed to be greatly elated, he consulted the dictionary and discovered that "model" meant a small imitation of the real thing and of course concluded that the "model husband" was a small imitation of the real husband. One of these so called auctions should be termed a very small imitation indeed of the real auction, and should never be instrumental in shaping your opinions of the merits of the genuine auction.

These false auctions can be very detrimental to the proper growth and development of auctioneering; especially where such sales are attempted by any form of fictitious bidding. I do not mean

to say that reserve cannot be used in a legitimate manner, but I do claim that it is next to criminal to advertise property to be sold absolutely to the highest bidder without reserve or by-bid, and then deceitfully allow unfair bidding. I believe there should be a law on the statute books prohibiting false bidding. Such a law would tend to strengthen the faith of the public in the auction method, and thereby result in more and better sales. Any form of so called protection, whether false or fair, usually works more disastrous to the seller than to the buyer. In the early stages of my work I experimented with various forms of reservation and have long since come to the conclusion that any form of limit works as a damper on the interest and may lose the sale entirely or fail to secure the maximum price. It is indeed gratifying to me, to know that the public is beginning to realize this fact. After the advantages of the auction method are made plain to the owner he usually agrees that he should sell without reserve. When one thoroughly understands the advantages of a true, clean-cut, absolute auction, he usually decides that none other should be held in justice to all concerned, including himself. Clients frequently ask if there is not some means of legitimate protection that can be used. Of course this sort of an arrangement can be made, but when any form of reserve is used, strictly speaking, it is improper to call it an auction. It is more in the nature of an attempted private sale under the disguise of an auction. It is merely an offer for sale or an attempt to sell. It is, so to speak, a cross between an auction and a private sale and may result in either or neither. It may turn out like starting to some definite destination and at the end of your journey discover that you are back at the starting point. Why start to a sale and after a long weary journey learn to your sorrow that the conveyance you have employed is inefficient? Why start to reach a sale of your property by a method that may still leave you in possession of it? The genuine, absolute, cut-loose auction sale is the conveyance that delivers the owner of real estate to a successful sale. This statement is made with at least ninety-five percent certainty. You



may ask how I know that at least ninety-five out of every one hundred, fairly and honestly conducted auctions will result satisfactory to the seller. Having conducted many such sales my conclusions are based on actual experience. When a person for whom I am holding a sale, seems disappointed in the price secured, I make it a point to ask him if he is willing to buy the real estate back for the same money. The answer is usually in the negative. I trust I have made myself clear on this point. It is not my intention to convey the idea that there is no merit to the offering of real estate for sale with the right of some legitimate form of reserve. The point I do want to make is, that there is a wide distinction between this arrangement and a genuine auction. The auction method should never be held responsible or censured for the failure of the "so-called" Auction. In some communities the people seem to have little faith in the auction method of selling real estate. Investigation generally proves that their lack of faith is based on improperly conducted sales or false auctions.

## FAIR AND UNFAIR RESERVES

One very common way to legitimately protect a sale is to offer a definite sum of money to the highest bidder in case his offer is rejected. In other words reserve the right to buy the real estate back by paying the purchaser a pre-arranged substantial fee if the price is not accepted. I regard this means of protection as the most desirable and fairest to all parties. If the option money is made large enough a sale conducted under this means of reserve has almost all the advantages of a genuine auction. In one sense of the word a sale is effected. This sort of an arrangement has many of the earmarks of the real auction sale. It is very seldom that the owner would rather have the ownership of the property sold than the price it secured. This after all is the "acid test" of satisfaction. I have known cases where the owner rejected the price and later regretted his action. Another form is for the owner to reserve the right to one bid. Another is for the owner or the auctioneer to start the bidding at a certain minimum price. Another is for the auctioneer to reserve

the right to reject any and all bids. Still another is to secure a written offer, previous to advertising the sale and thus guarantee against any great sacrifice. Thus you see there are several ways by which property can be offered for sale to the highest bidder under legitimate reserve.

(Continued in the January issue)

## New York Auctioneer Killed In Auto Crash

Leslie E. Russell, Ogdensburg, New York, died following injuries received in an auto accident near that city. He was 61 years old.

Mr. Russell had operated a taxi service in Ogdensburg for many years but gave that up in 1961 when he attended the Reppert School of Auctioneering, Decatur, Ind. He had conducted many auctions in the immediate area the past few years.

Survivors include his wife, one son, one daughter, two brothers and seven grandchildren. He was a member of the National Auctioneers Association, a trustee of the First Presbyterian Church, a member of the Masonic Lodge and the Kiwanis Club and other organizations. His entire life had been spent in the Ogdensburg area.

## Auctioneer Stricken While In Action

Clyde W. Davenport, Ithaca, Mich., auctioneer, died September 26 after being stricken by a heart attack while conducting a farm auction. He was 72 years old and had been an auctioneer for 46 years.

At the time of his death, Mr. Davenport had been serving as coroner of Gratiot County. He is survived by his widow, one son, one daughter, a brother and a sister.

No man needs sympathy because he has to work, or because he has a burden to carry. The best prize that life has to offer is the chance to work hard at something worth doing. — Theodore Roosevelt.



IN UNITY THERE IS STRENGTH

## THE MEMBERS SAY . . .



Dear Bernie

I would like to take this opportunity to express by appreciation for the articles that appear in THE AUCTIONEER that are of value to new auctioneers. I strongly endorse the comments of Mike

Waide in the October issue. I feel it is imperative that we try to keep the members that we have as well as get new members in lieu of experiencing a large turnover in membership. Perhaps there is the feeling among seasoned auctioneers that to reveal trade secrets is to invite unwanted competition.

I find that there are very few good books on auctioneering to be found in the public libraries. I have learned some important facts about the profession from retired auctioneers who liked to reminisce.

In conclusion I wish to say that in my opinion I feel that each State Association should exercise their influence in getting legislation passed which would prohibit auctions being conducted by ANYONE other than a bonafide auctioneer or an owner.

Yours sincerely,  
Arnold Wilson  
Fairborn, Ohio

### YOU MISS SO MUCH

*When You Are  
on the Outside*

Membership in the National Auctioneers Association provides an invaluable association, a useful service, and a proper place in our united activity for the betterment of all Auctioneers and the Auctioneering profession. YOU are invited to share in our constant campaign for progress and growth.

***Join Now***

## National Auctioneers Association

803 S. Columbia St.

Frankfort, Ind.



# Directory of State Auctioneers Associations

## Arkansas Auctioneers Association

President: Buddy Shoffner, Newport  
Secretary: Milo Beck, 110 W. Walnut, Rogers

## Colorado Auctioneers Association

President: Fred J. Ramaker,  
1724 S. Emerson St., Denver  
Secretary: Reuben J. Stroh,  
133 East Fourth St., Loveland

## Delaware Auctioneers Association

President: Charles P. West, Gumboro  
Secretary: Ronald Moore, Rt. 3, Laurel

## Idaho Auctioneers Association

President: Jim Messersmith, Rt. 2, Jerome  
Secretary: Paul L. Owens, 6316 Tahoe, Boise

## 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: Maynard "Miz" Lehman,  
406 Center St., Berne  
Secretary: Dean Kruse,  
211 N. Cedar St., Auburn

## Iowa State Auctioneers Association

President: Howard B. Johnson, 737 Oak St.,  
Story City  
Secretary: Lennis W. Bloomquist,  
RFD 2, Pocahontas

## Kansas Auctioneers Association

President: Fred E. Sherlock, 521 S. Denison,  
St. Francis  
Secretary: Richard M. Brewer, Mt. Hope

## Kentucky Auctioneers Association

President: W. C. Ledford, 99 Stanford St.,  
Lancaster  
Secretary: E. I. Thompson, 151 N. Upper,  
Lexington

## 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, Box 52, Southville

## Minnesota State Auctioneers Association

President: E. K. Elmes, Long Prairie  
Secretary: Alvin Payne, De Graff

## Michigan Auctioneers Association

President: Glenn Casey,  
702 E. Grand River, Williamston  
Secretary: Garth Wilber, Route 3, Bronson

## Missouri State Auctioneers Association

President: Don Albertson, Green City  
Secretary: Roger Hollrah,  
2795 Zumbuhl Rd., St. Charles

## Montana Auctioneers Association

President: Willard Schnell, Rt. 1, Box 293,  
Miles City  
Secretary: W. J. Hagen,  
Box 1458, Billings

## Nebraska Auctioneers Association

President: Dean Fleming, Atkinson  
Secretary: Henry Rasmussen, St. Paul

## New Hampshire Auctioneers Association

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

## New Jersey State Society of Auctioneers

President: Norman J. Kirkbride, Box 28,  
Hightstown  
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: Herb Bambeck, R.R. 1, Dover  
Secretary: Newton E. Dilgard, Room 9,  
Farmers Bank Bldg., Ashland

## Oklahoma State Auctioneers Association

President: Robert J. Goss, Carmen  
Secretary: Bryan Blew  
Box 203, Cherokee

## Pennsylvania Auctioneers Association

President: Elmer Murry, R.D. 2, Lititz  
Secretary: Harold Keller, 268 Marietta Ave.,  
Mt. Joy

## South Dakota Auctioneers Association

President: Jack Churchill, Hermosa  
Secretary: Dale McPherson, Box 639, Sturgis

## Tennessee Auctioneers Association

President: Beeler Thompson, 2011 Magnolia  
Ave., Knoxville  
Secretary: E. B. Fulkerson,  
Rt. 4, Jonesboro

## Texas Auctioneers Association

President: Dub Bryant, 1008 E. 3rd,  
Big Springs  
Secretary: Grover Howell, 3901 San Jacinto  
Dallas

## West Virginia Auctioneers Association

President: Paul Snodgrass,  
P. O. Box 222, Clay  
Secretary: Wilson E. Woods,  
State College, West Liberty

## Virginia Auctioneers Association

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

## Association of Wisconsin Auctioneers

President: Art Doede, Rosholt  
Secretary: John Freund, 206 W. River Dr.,  
Omro



# THE LIGHTER SIDE . . .

## NO TIES NEEDED

Director to new TV actress: "In the next scene, the hero rushes into the room, binds you with rope and then smothers you with kisses."

TV actress: "Is the hero tall, dark and handsome?"

"Yes, he is."

"Then he won't need the rope."

## THE LOVE OF SALT

Douglas Walkington, chemist for Canadian Industries, told Chamber of Commerce members that kissing is just chemistry, and is based on a craving for salt.

"The cave man," he stated, "found that salt helped him stand the summer heat, and that he could get it by licking a companion's cheek. Also, he found that, if the companion were of the opposite sex, the process became more interesting."

"Then," Mrs. Walkington concluded, "everybody forgot all about salt."

## SIGN LANGUAGE

Sign in front of wedding chapel: "You get the bride — we'll do the rest!"

Lettered on back of truck: "I may be slow but I'm ahead of you."

Name lettered on drug store delivery wagon: "The Medicine Dropper."

Sign in art gallery: "We hung this picture because we couldn't find the artist."

Sign in Minneapolis nursery: "In line with President Johnson's campaign against poverty, we have raised prices."

Plaque on wall of psychiatrist's office: "No one in his right mind ever comes to see us."

Sign in window of ship in Monterey: "Mild, meek salesperson on duty. Come in and browse."

Sign in Hong Kong Used Car lot: "We pay highest prices for cars we buy. We get lowest prices for cars we sell. How we stay in business? We lucky!"

Sign in drug store: "Buy your thermometer now. They'll be higher this summer."

Sign on a church: "It's so nice to have Amen around the house."

## LAWMAKERS

Two men were working on the White House lawn, each supplied with a small pushcart upon which was a garbage can. They walked about picking up papers with a long spear.

One spied a piece of paper and started to spear it, when suddenly a gust of wind came up and blew the paper into the White House through an open window.

The man became frantic and rushed into the building. He returned shortly after and said: "I was too late; he had already signed it."

## USEFUL COURSE

Then there was the chap who wrote his Dad from college that he was taking fencing lessons, so when he came home Dad asked him to help fix the farm fences.

## HIS GOOD DEED

One day a Minneapolis postman saw a black Cocker Spaniel frolicking in front of a house on his route. He knew that the people who lived there, wary of canine parenthood, never permitted their spaniel outside unless she was leashed. No one was home — so he took the trouble to catch the dog and slip it inside the door. When the lady of the house returned, she found not one but two black Cockers in the house. It took a while, but the family finally found takers for the five puppies.

## HOMECOMING

Mr. Smith believed emphatically that a husband was entitled to a night out alone each week. So every Tuesday night, he went out. One Tuesday he went out and didn't return. Exactly seven years later he came home on a Tuesday and his wife was so happy to see him that she began to phone all her friends.

"What do you think you're doing?" asked Mr. Smith suspiciously.

"Why, arranging a welcome home party for you tonight," answered Mrs. Smith.

"What!" protested her husband. "On my night out?"



# IN UNITY THERE IS STRENGTH

---

## FRESH!

A man who had suddenly struck it rich was having a fitting for his first tailor-made suit.

"Would you like a belt in the back and a cuff in the pants?" asked the tailor.

"No, thanks!" snapped the customer. "And would you like a punch in the mouth?"

---

## HAW, HAW!

Goofy: Why are you sitting on that telephone pole, Mr. Crow?

Mr. Crow: I'm going to make a long distance caw!

---

## — IF IT'S A FARM

"George says he worships the ground I walk on," said Clara.

"I don't blame him," answered the rejected suitor. "A farm that size is not to be sneezed at."

---

## COCKTAIL TIME

A group of businessmen were stopping off for martinis before beginning the trek home. After a few rounds one of the men slid off the stool, and slowly slumped to the floor.

His friend commented: "That's one thing you can say for Charlie; he knows when it's time to stop."

---

## HISTORICAL FACT

Teacher — "Johnny, who was Anne Boleyn?"

Johnny — "She was a flat iron."

Teacher — "What on earth do you mean?"

Johnny — "It says right here in the history book, 'Henry having disposed of Catherine pressed his suit with Anne Boleyn'."

---

## SIGN OUTSIDE SCHOOL

"Watch out for children—especially if they're driving cars."

---

## BLAMELESS AND NAMELESS

Teacher: "What is your father's name?"

New pupil: "Daddy."

Teacher: "But what does your mother call him?"

New pupil: "She doesn't call him anything. She likes him."

## THE PRINTED WORD

The Lord's Prayer contains 56 words; Lincoln's Gettysburg address, 260; the Ten Commandments, 300; the Declaration of Independence, 3,000; a recent government order setting the price of cabbage, 26,911.

---

## SOLUTION

"I've been working here eight years," complained the employee to the boss, "and I've been doing the work of three men. Now I want a raise."

The boss objected. "I can't give you a raise," he said. "But if you'll tell me who the other two men are I'll fire 'em."

---

## NOW THAT THE VOTING IS OVER

With elections over perhaps a few Texas elections stories will not be out of order.

A South Texas candidate, accused of stealing an election, indignantly replied, "I didn't steal it. I bought it honestly."

Out in West Texas, both a candidate and his friends were surprised when he was elected. Asked how it happened he replied. "Well, I guess everyone who knew me voted for him, and everyone who knew him voted for me, and he knew more people than I did."

During a hot campaign, one candidate addressing a group shouted, "Friends, I know that you know that half the lies my opponent is telling on me ain't the truth."

A candidate, asked how he stood on labor, replied, "I'm opposed to it, that's why I'm running for office."

Another said, "Why should we beggar ourselves for posterity? What has posterity ever done for us?"

Another candidate ended a political speech with, "Friends and fellow citizens, I want you to understand that I ain't running on the demerits of my opponent, I'm running on my own demerits." He was elected.

"That speech was great. You certainly made yourself clear on the farm platform."

Congressman: "I did! Gad, what a blunder."



The history of liberty is the history of limitations of human power, not the increase of it.—Woodrow Wilson.

## Auction Clerking Supplies

Sale Agreement Contracts  
Sale Settlement Contracts  
Sale Clerking Tickets  
"The Fastest Sale Clerking  
Method Available"

Write for Samples and Prices

### BEE BUSINESS FORMS

525 W. 3rd St. Box 42  
Hastings, Nebraska

### IOWA SCHOOL OF AUCTIONEERING

Ames, Iowa

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

### PERSONALIZED

Business Forms Add Prestige,  
Get New Business.

Get our prices on all types of per-  
sonalized business forms in snap-  
out carbon form as well as checks,  
sales books and Auction Contracts.

### BERNARD HART

803 S. Columbia St., Frankfort, Ind.

### SUPERIOR SCHOOL OF AUCTIONEERING

Ray Sims Ham James

Paul Good Dave Canning

Ike Hamilton Dale Hanna

Hugh James

Owners and Instructors

Next Term:

Dec. 28, 1964 to Jan. 8, 1965

602 N. Main, Decatur, Ill., 62523

## NATIONAL AUCTION INSTITUTE

College Station, Texas

The School of Distinction

### FELLER and BUCHER AUCTIONEERING COLLEGE

Free Catalog.  
World famous records.

225 South Schuyler  
KANKAKEE, ILLINOIS

## LEARN AUCTIONEERING

Two week term, or home study.  
Nationally recognized, diploma.  
Free Catalog!

### MISSOURI AUCTION SCHOOL

1330 Linwood Kansas City 9-X43, Mo.

Learn Auctioneering  
At Home

## Nelson Auction School

16800 Whitcomb  
Detroit 35, Michigan

Home Study Course ..... \$37.50  
(With Recordings)

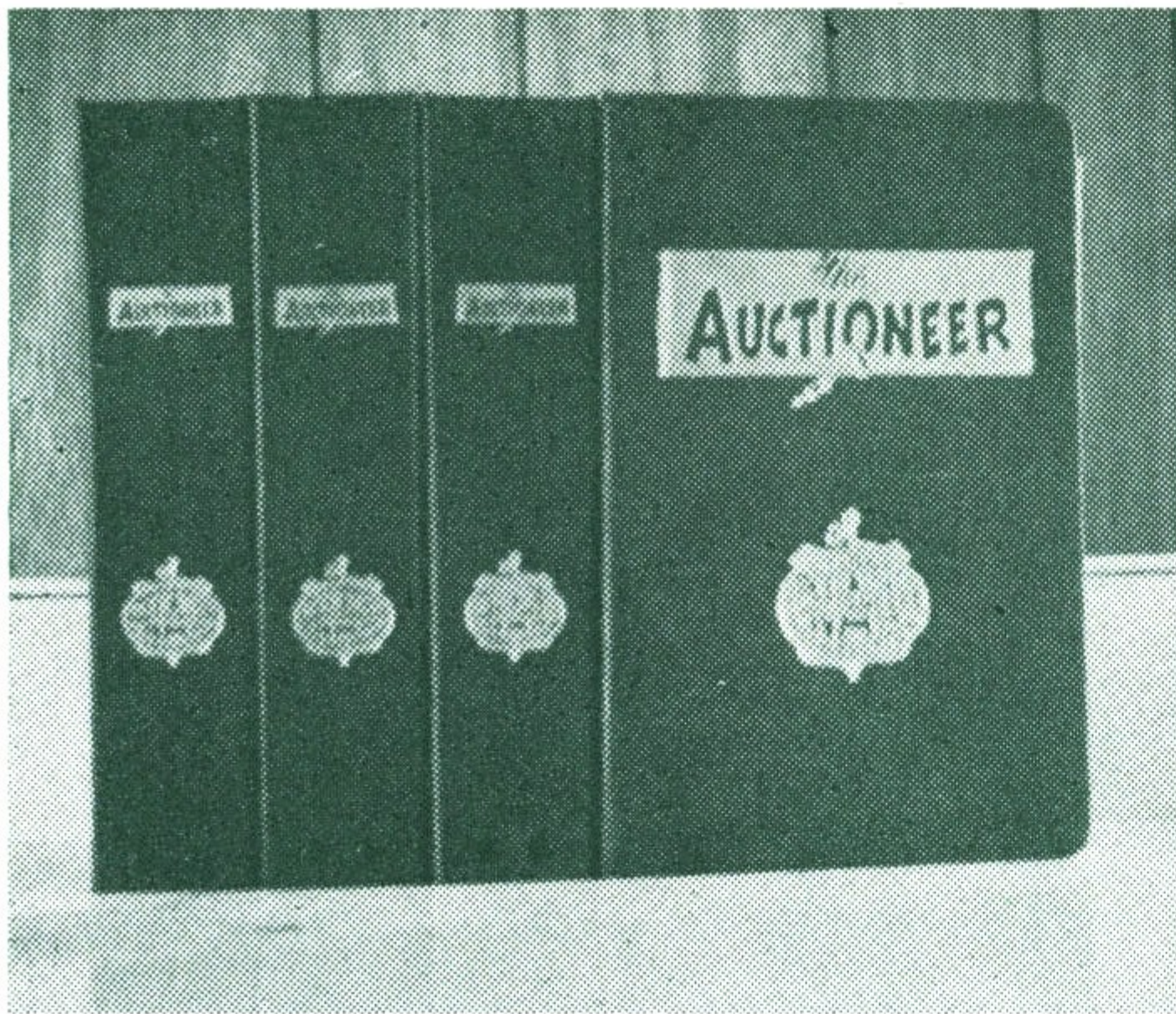
Residential Classes ..... \$87.50

555 Auction Sayings ..... \$2.00

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

Nationally Recognized School





**Now**  
**A Binder For**  
**“The Auctioneer”**  
**\$2.50 Postpaid**

A beautiful maroon and gold binder that holds one year's issues of your favorite magazine, “The Auctioneer”.

File and preserve your copies of your national trade journal. Attractive on your desk top or in your bookcase.

Send check or money order to:

**THE AUCTIONEER**

803 S. Columbia St.

Frankfort, Ind. 46041



**A Thirty Man Class receives bid calling instructions.**

*Your Posterior end won't be numb, but your head and heart will be in the Auction business, at*

**WESTERN COLLEGE OF AUCTIONEERING**

In a two week term, equal to College Semester in hours used.

You will be on your feet for 60 some hours of bid calling practice.

14 Instructors assist you. Night and Day.

All Classes limited to thirty men. You are an individual here, not a number. Diploma issued if you qualify.

We do not need more Auction Schools, but more Qualified Auctioneers. Tuition is based on what we can do for you. Tuition, including room and board, is \$350.00. Compare to a College semester, and realize you can make money after one term here.

WRITE TODAY, TO

**Western College of Auctioneering**

Box 1458, Billings, Montana (Established 1948)

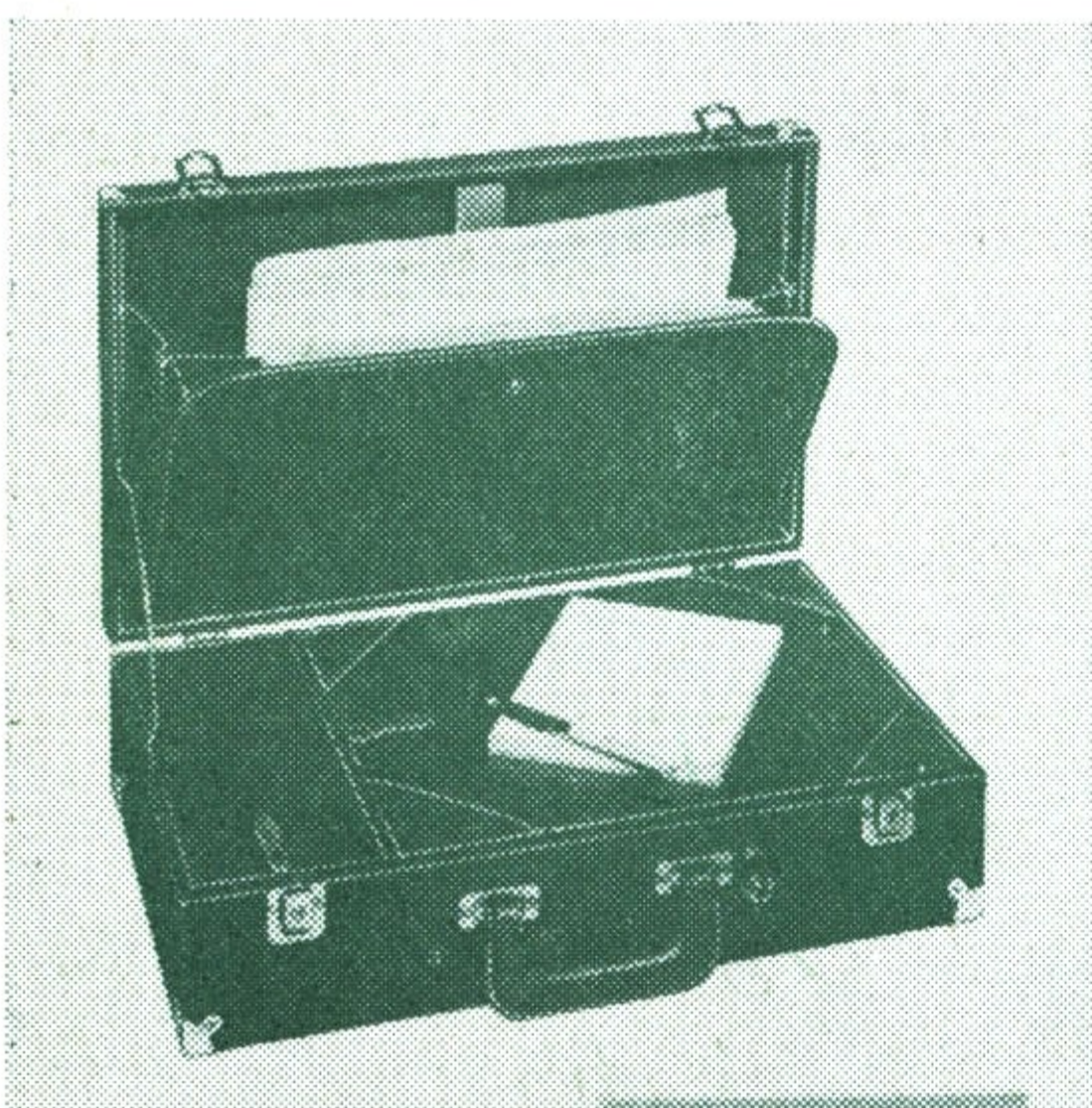




*For the man who will be heard*

# BOGEN

## VOICE CASE (VC - 2)



VC-2, a featherweight transistor amplifier and speaker built into a standard attache case, includes microphone, compartment for papers, and writing platform. This rugged, powerful, self contained sound system allows you to talk to more than 100 people — indoors or out.

Operating on (2) 6-volt batteries (Eveready 2744 or equivalent), the VC-2 is ready to work as soon as the microphone is plugged in — no warm-up time is required.

Volume control is on a lavalier microphone with 25 feet of cord, giving complete freedom of movement.

Complete with 3 transistors; 8" loudspeaker with 6 oz. ceramic magnet. Dimensions: 18" x 11" x 5". Shipping Weight: 13 lbs.

Price, Complete with batteries . . . **\$89.95** Postpaid

Order By Mail . . . Send Check or Money Order To:



**Missouri Auction School**

1330 LINWOOD BLVD. KANSAS CITY 9, MO.

We stock a complete line of Auctioneer's P. A. Equipment.  
Write for FREE literature and prices.