

# *the* AUCTIONEER



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Rock formations bordering the Spokane River in Riverside State Park, a couple of miles northwest of Spokane, Washington. (Spokane Chamber of Commerce photo).

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**CONVENTION**

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# 1965 - Bigger and Better

By John A. Overton, President  
National Auctioneers Association

1964 is now history — a good year for most — an outstanding year for many!

All the business forecasts, all the plans of large industry, everything points to an even greater expansion of business, of population, of everything pertaining to human existence.



Are we as auctioneers prepared to expand, progress, and maintain our position in this explosive expansion?

We must educate this additional population to the fact that the auction method of selling will serve their requirements more effectively, with greater flexibility, with faster results than any other method of selling.

Fifteen years is not long — only as long as the N.A.A. has been around — yet fifteen years from now will bring us to 1980.

Let's compare today's figures with the 1980's —

Today's population, 192,000,000 people, by 1980 — 250,000,000 — almost 60 mil-

lion additional people to be fed, clothed, housed, educated, and to use the services of an auctioneer.

When you look back fifteen years ago—to 1950 — what a difference there is! In 1950, many of the things we take for granted today, were "pipe dreams" then.

If we are fortunate enough to live through the next fifteen years, we'll be privileged to see the greatest expansion of our Country's business and industry that it has ever enjoyed.

There will be more adults, more children, more leisure time, and more money to spend by everyone.

It behooves us as a professional and as an organized group to be ready to accept the challenge and make the most of our future opportunities.

Last month I wrote about our organization growing up — I believe that the next 15 years will offer opportunities of service for the auctioneering profession such as we've never imagined in our wildest dreams.

It is necessary to be ready! I'll always remember an auctioneer (now deceased) who always said "There are more things to be sold by auctioneers than there are auctioneers trained and capable of selling them!"

I receive sale announcements, handbills, and brochures from all over the country and it is amazing to see the difference in the quality of them.

It's almost possible to visualize the results obtained by the effort and imagination going into the advertising. I have had some of the most outstanding brochures, handbills, etc. sent in these past two years than ever before — it demonstrates the improving service being rendered by the auction profession! More and more we see sales managed, so'd, clerked, etc., by one organization! Where a sale is managed and sold by the same organization I believe they can more fully control the money ramifications and do a better



job than when three or four different unallied persons or organizations control it.

In any instance if we, as an organization, serve our profession and if we, as individuals, serve our profession to the best of our ability, and endeavor to make every sale the best one yet, we will in turn grow and expand in line with our economy!

## New Parke-Bernet Board of Directors

Parke-Bernet and the Sotheby's have announced that a new Board of Directors for Parke-Bernet Galleries has been elected and will comprise: Peter Wilson, Chairman; Louis J. Marion, Miss Mary Vandegrift, Max Bartholet, John Carter, T. H. Clarke, Mrs. Carmen Gronau, A. J. B. Kiddell, Peregrine Pollen and Jesse D. Wolff.

Parke-Bernet Galleries also announced the appointment of Jerry E. Patterson as Assistant Vice-President in charge of the Book Department, with Josiah Q. Bennett as Chief Cataloguer.

Peter Wilson is Chairman of Sotheby & Co., London. Louis J. Marion is President of Parke-Bernet; Miss Mary Vandegrift, Executive Vice-President, and Max Bartholet, Secretary and Treasurer; all three have been associated for many years with Parke-Bernet or its predecessors.

John Carter, C.B.E., is an established authority in the book world and an Associate of Sotheby's. In addition to Mr. Wilson, three other directors of Sotheby's will join the Parke-Bernet Board. T. H. Clarke is a specialist in European pottery, porcelain and works of art. Mrs. Carmer Gronau has been for thirteen years Sotheby's expert in Old Master paintings and drawings. A. J. B. Kiddell, president of the English Ceramic Circle which has members on both sides of the ocean, is a widely recognized authority on Chinese porcelain and jades. Mr. Kiddell has been with Sotheby's since the first World War, when it was chiefly known as a book auction house. He was instrumental in broadening the scope of Sotheby's sales to include many other categories of works of art. Mr.

Pollen has been for four years in charge of Sotheby's of London Ltd. in New York. Mr. Wolff, who is legal counsel to Sotheby's and Parke-Bernet, is a partner in the New York law firm of Weil, Gotshal & Manges.

Jerry E. Patterson, who will head Parke-Bernet's Book Department, is a thirty-three-year-old native of Fort Worth, who was graduated from the University of Texas in 1955 with a Master of Arts degree, and did a further six years of graduate study at Yale and Columbia Universities. He was associated from 1958 to 1962 with the New York rare book firms of Edward Eberstadt & Sons, Lathrop C. Harper, and the House of El Dieff, and entered the book department of Parke-Bernet in 1962. Mr. Patterson is the author of numerous historical or bibliographical articles published both here and abroad, and has catalogued collections such as the private library of Frederick W. Beinecke. He is a member of various literary associations including the Antiquarian Booksellers Association, and the Bibliographical Societies of America, Oxford and Cambridge. From 1955 to 1957, he was on the staff of the Yale University Library, and continues to act as a consultant to the Hispanic Foundation of the Library of Congress in Washington, D.C.

John Carter will be responsible for liaison between the book departments of Parke-Bernet and Sotheby's, to which both houses attach major importance. Mr. Carter is vice-president of the Bibliographical Society in England, the author of "ABC For Book Collectors," and co-author with Graham Pollard of "An Enquiry into the Nature of Certain Nineteenth Century Pamphlets."

Colonel Richard Gimbel will continue to be associated with the firm.

The affiliation of Parke-Bernet and Sotheby's dates from July of this year when both houses announced that Sotheby's had acquired a controlling interest in the New York auction house.

### OBVIOUSLY!

Glenn . . . How did you get that black eye?

Jerry . . . I was hit by a guided missile.



# Dairy Feeder Auctions Revives Milwaukee Market

Reprinted from THE MILWAUKEE (Wis.) SENTINEL  
BY GENE DIVINE

Milwaukee, fast becoming a major world agricultural commodity export port, already home of the world's largest calf market, took giant steps toward becoming a cattle marketing center of national importance in 1964.

Suddenly all of the 20th century progress is being pulled together with the intent of getting the top dollar for Wisconsin farm products often using Milwaukee as a catalyst.

Wisconsin farmers nearing the end of a decade of retooling and quiet automation revolution are shifting their marketing systems into high gear.

The focus is on Milwaukee as they put together a selling mechanism using superhighways, ocean liners, jet liners, modern packaging, new sales techniques, telephone auctions and restyled terminal markets.

The most dramatic changes are in livestock marketing where the traditional buyer-seller dickering and auctioneer's chant are the age old selling tools.

New life has been breathed into the Milwaukee stockyards, after years of decline, by James Smith, general manager—and the expressway system which, when complete will almost surround the yard.

Livestock trucks shoot into the terminal market from Green Bay or Eau Claire with equal ease on four lane highways. Larger concentrations of cattle mean better selection for buyers, more competition for farmers.

Now Smith has a new idea for the yard. Pointing to excellent cattle handling facilities, adequate parking, good housing, plenty of trucking, he asks:

"Why can't the same roads bringing slaughter cattle to market whisk buyers to the terminal?"

He's making the terminal the hub of all of the state's livestock buying and selling. This month, the yard held the

nation's first terminal market auction sale of dairy feeder cattle.

Smith could be setting the pattern for many eastern terminal markets. "Holstein World," bible of the purebred breeder, chortled in its September issue:

"Holsteins compare with beef breeds favorably on rate of gain and lean production in the feedlots. As American tastes continue to emphasize lean and de-emphasize fat, the big dairy steers may have as bright a future in the meat markets as their sisters have in the milking parlors."

Although Wisconsin has more Holsteins than any other state, the steer market is just starting to be tapped. Wisconsin also has the fodder to feed these steers.

At the first dairy feeder sale, 440 head averaged 589 pounds and brought \$15.62 a hundred on a day when \$18.50 was the working price for dairy slaughter animals.

"We've never even tapped this feeder market before," Smith said.

A few weeks earlier, he held the terminal's first beef feeder sale and 512 head averaged \$19.20 a hundred.

The sponsors were the beef breeders of 16 southeastern counties who have an astounding 40,000 beef cows producing calves in what is considered an urban area of Wisconsin.

Smith plans 14 sales a year alternating between beef and dairy feeders, and is already starting to woo dairymen for consignment sales of purebred breeding stock and 4-H calves.

He's seduced the Wisconsin Livestock Marketing co-op into moving to the yards. Opening this month, it is the first co-op commission house to open on a terminal market in 25 years.

"Nobody has to go out west to buy feeders any more," Smith said smugly.



Modern packaging is another new development that can mean more dollars for Wisconsin dairymen. The United States department of agriculture has developed a carton for a 20 day old Holstein calf.

Placed in the carton, the calf leaves New York's Kennedy International airport on a 600 mile an hour jet liner and 4,000 miles and 6½ hours later is in Milan en route to an Italian farm as a veal calf.

O'Hare could do the same. So could Gen. Mitchell field and air freight rate reductions are already under consideration for the carton calves which will make them competitive in price any place in the world, f.o.b. Milwaukee.

The Wisconsin Feeder Pig Marketing co-op, Francis Creek, for a year has been looking into jetting feeder pigs to Puerto Rico.

The telephone is another spectacular sales tool. Soon livestock buyers will sit in offices around the world bidding in Wisconsin auction sales.

Using the old party line system, hooked to loudspeakers, they'll be able to hear the bids and ringside will hear their's. Making this possible is the pooling and grading of livestock into uniform lots.

The University of Wisconsin college of agriculture pioneered this work. Fred Geisler, swine specialist, has devoted years of research to develop the system.

George Werner, UW dairy specialist, has done the same with dairy heifers, holding graded sales to prove it can be done.

Shortly after the first of the year, the state's first "Tel-O-Auction" will open in southwestern Wisconsin, home of 1,000,000 slaughter hogs each year.

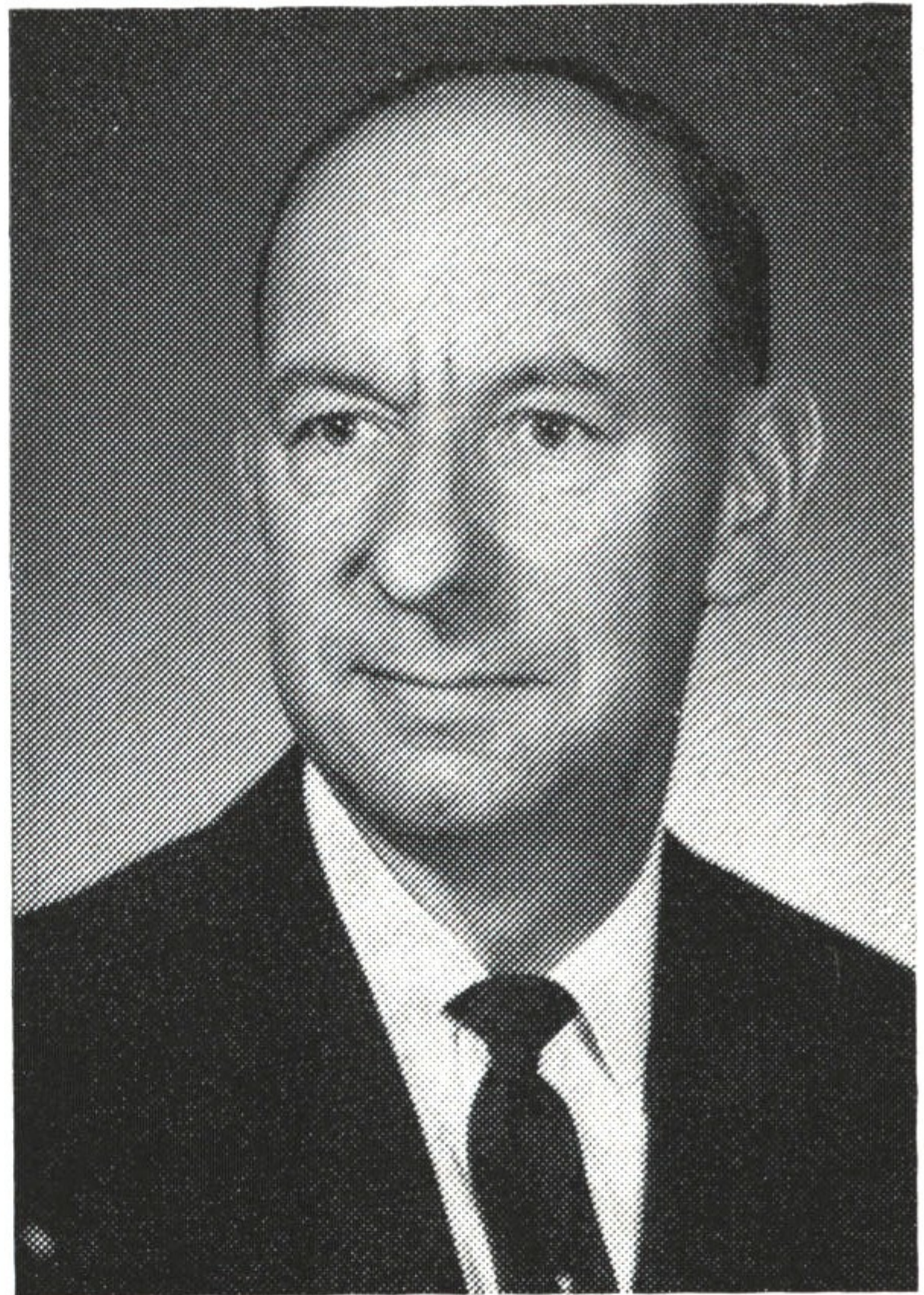
Vernon Bell, Galesville, Wisconsin Swine Breeders Assn. president, and southwest production manager for the feeder pig co-op, will manage "Tel-O-Auction."

In Wisconsin, all livestock marketing systems are go.

Members who say they're too busy to attend meetings are like the man who was so busy chopping wood he never had time to sharpen his axe.

## Auction Man Named Director Of Bank

Elias H. Frey, nationally known farm machinery auction operator and a member of the National Auctioneers Association, has been named a Director of the Farmers and Merchants State Bank, Archbold, Ohio.



Frey is a lifelong resident of the Archbold area and a graduate of the Reppert School of Auctioneering, Decatur, Ind. He is President of Yoder & Frey, Inc.; Yoder & Frey Cordage; Yoder & Frey, Auctioneers; Elias H. Frey & Sons, Inc.; Archbold Bowling, Inc.; and past president of the Archbold Community Commercial Club.

Recently, Frey was appointed to the Board of Education of the Ridgeville Local Schools. He is a member of Zion Mennonite Church. He and his wife, Katherine, are the parents of nine children, some of whom are business associates.

Col. Frey has appeared on various National Convention Programs of the NAA and is one of the pioneers in the machinery auction field. We of the NAA can well be proud of his many achievements.







## Class At Missouri Auction School

Pictured on the opposite page are members of the December, 1964, class at Missouri Auction School, Kansas City, Mo. Identified in each instance from left to right, they are:

**FRONT ROW:** J. H. Rogers, Rockingham, N. C.; R. F. Armantrout, Mattoon, Ill.; Evelyn Woods, School Secretary; Bill Halbert, Instructor; Dick Ireland, Instructor; R. W. Dewees, President; Boyd Michael, Registrar; Dean Cates, Instructor; Don Bourk, Blunt, S. D.; B. H. Talbert, Madera, Calif.; Erwin W. Day, Salem, Ind.; Ralph Vander Vlucht, Toledo, Ohio.

**SECOND ROW:** Jean Bodnar, Kansas City, Kans.; Gene Hall, Leesburg, Fla.; Tim Baer, Burkburnett, Tex.; Floyd Waller, Kansas City, Mo.; Joseph T. Dickinson, Franklin, Tenn.; Pat Cohen, Palm Springs, Calif.; L. E. Wear, Florence, Ala.; Gene Radcliffe, Denver, Colo.; Clarence Proctor, Grand Pass, Mo.; Jerry Knowles, Hill City, Kans.; Raymond L. Snyder, Dodge City, Kans.; Jerry Harper, Exeter, Mo.; O. H. Goins, Thayer, Kans.; Harry Vorwaldt, Fort Madison, Ia; Sam Frye, Mountain View, Mo.; Mae E. Adams, St. Paul, Nebr.

**THIRD ROW:** Walter Hall, Warrensburg, Mo.; Dillard Cates, Warrensburg, Mo.; Frank Larsen, Jr., Millboro, S. D.; Richard Hanson, Millboro, S. D.; George Sutherland, Mexia, Tex.; Bob Turner, Cole Camp, Mo.; Felton D. Bishop, Phoenix, Ariz.; George K. Lusk, Rochester, N.Y.; L. M. French, Albuquerque, N.M.; O. Ed Carpenter, Hot Springs, Ark.; G. C. Finch, Kearns, Utah; John R. Lovell, Cherokee, Kans.; B. D. Shearer, Cartersville, Ga.; Francis Hughes, Oxford, N. C.; Robert O. Graber, Dighton, Kans.

**BACK ROW:** John W. Green, Greeley, Colo.; Grover Whipple, Beeler, Kans.; Tom Kielman, Albuquerque, N. M.; Bob Judy, Pleasanton, Kans.; Floyd H. Slagle, Beeler, Kans.; Daniel Hoffman, St. Charles, Ill.; Roy Nichols, Kansas City, Kans.; Steve Kernen, Bedford, Ia.; Bill Chestnut, Houston, Tex.; Gary Norris, N. Kansas City, Mo.; Erwin Fredde,

Norton, Kans.; Jerrel Jones, Freeport, Tex.; Melvin Evans, Snowball, Ark.; Bill M. Ballard, Ada Okla.; Jerry Sell, Kansas City, Mo.; C. A. Cofer, Wichita, Kans.

## Paintings Auctioned For Christmas Fund

**LAKEWOOD, Calif.** — Ninety four paintings went on the auction block, December 6, at the Dutch Village Arcade in Lakewood to raise money for the Salvation Army's Christmas program for needy families.

The auction was sponsored by the Lakewood Art Association and conducted by professional auctioneer Tom Long, with Ellis-Schrader Realty.

Not letting any grass grow under his feet, Long has announced selection of the Lakewood Country Club as the site for his next art auction set for March 15, 1965, proceeds from which will be given to the John Fitzgerald Kennedy Memorial Library Fund.

Participation in this program will be limited to artists having won awards in major competition exhibits. A portion of the work to be sold at auction will be on display at the May Company in Lakewood during the week preceding the sale. Other display locations will be announced later.

Artists may set minimum prices on their work but must donate at least 50% of the final selling price to the fund. Our selection committee reserves the right to refuse any work upon which, in their opinion, the minimum price is too high," said Long.

All money above actual expenses will go to the JFK Library giving artists and others an opportunity to express their respect for a truly great American.

All work to be sold must be registered by Feb. 15th in order to be included in a special memorial catalog. This advance notice is given in order to allow ample time for those artists wishing to develop special creations for this project.

A recent survey shows that four out of five women haters are women.



# NAA Membership Makes 67% Gain In Five Years

On December 31, 1964, membership in the National Auctioneers Association had attained a new high of 2,097. While this was only 33 more than our previous high mark reached on last June 30, it is 185 more than on the same date a year ago and 842 more than on the same day, five years ago. We have increased our membership by more than two-thirds in the past five years.

Illinois moved into the lead in membership by states with 151, followed closely by Ohio with 148 and Indiana with 146. Nebraska is fourth with 125 members and Pennsylvania is fifth with 121.

Other states in the top ten are Wisconsin, Kansas, Kentucky, Iowa and Texas in very close order.

Following is a table of membership by states from which a comparison can be made of a year ago and five years ago. Are you proud of the gain made by your own state in the past five years?

State	Mem- bers Dec. 31 1959	Mem- bers Dec. 31 1963	Mem- bers Dec. 31 1964
Alabama	6	8	9
Alaska	0	1	0
Arizona	1	8	9
Arkansas	6	20	49
California	21	45	51
Colorado	40	37	43
Connecticut	4	7	6
Delaware	4	3	3
Dist. of Col.	1	1	1
Florida	19	28	25
Georgia	13	21	18
Hawaii	1	2	2
Idaho	3	7	16
Illinois	80	133	151
Indiana	92	127	146
Iowa	49	78	90
Kansas	56	79	91
Kentucky	68	104	91
Louisiana	10	10	10

Maine	4	4	4
Maryland	15	20	28
Massachusetts	17	28	32
Michigan	40	51	58
Minnesota	18	21	22
Mississippi	1	4	6
Missouri	42	58	72
Montana	7	24	22
Nebraska	87	105	125
Nevada	1	1	0
New Hampshire	6	4	3
New Jersey	33	34	36
New Mexico	5	19	19
New York	57	64	67
North Carolina	20	26	25
North Dakota	10	18	26
Ohio	99	164	148
Oklahoma	9	25	23
Oregon	13	16	20
Pennsylvania	69	126	121
Rhode Island	5	5	6
South Carolina	2	9	13
South Dakota	9	26	26
Tennessee	52	86	78
Texas	42	67	81
Utah	2	1	3
Vermont	2	4	3
Virginia	22	32	46
Washington	11	12	19
West Virginia	11	19	16
Wisconsin	47	80	92
Wyoming	10	20	18
Australia	1	1	2
Canada	13	19	25
England	1	0	0
West Indies	0	0	1
Ttotals	1255	1912	2097

## Auction Purchased

RIVERTON, Wyo. — Riverton Live-stock Auction has been purchased by Maurice and Melvin Fausset, Worland, from the Kemp Brothers. The Faussets, father and son, will operate the business as a partnership.



## Connie Rasmussen's Betrothal Announced

Mr. and Mrs. Henry Rasmussen, St. Paul, Nebr., have announced the engagement of their daughter, Connie, to Richard L. Schweiger, Grand Island, Nebr.



Connie is the younger of the two Rasmussen daughters. Francie was married in the summer of 1962 to Kenneth Ostermeier and now lives in Lincoln.

The Rasmussen girls practically grew up with our National Conventions having attended their first in 1949 and they have missed but few since then.

Members and families of the National Auctioneers Association will certainly extend their best wishes for health and happiness to Connie and Richard.

## Future Auctioneer

E. V. and Judith Dustin, Billings, Mont., are the proud parents of a future auctioneer who arrived January 11, 1965. It is the hope of the parents that the new arrival will eventually be known as Col. James Arthur Dustin.

The Dustins moved to Billings, last summer, from Tucson, Ariz., However,

Montana is the original home of Col. Dustin.

James Arthur is their first child, The Dustins are planning to attend the National Convention at Spokane, in July.

## It's A Boy For The Tracys Of New York

Col. and Mrs. David Tracy, Pavilion, N. Y., proudly announce the arrival of a son, Todd David, who arrived December 18, 1964.

The future auctioneer is off to a good start in life, weighing in at 8 lbs. 10 oz., and measuring 22 inches in length.

Mrs. Tracy is a past Secretary-Treasurer of the Ladies Auxiliary to the National Auctioneers Association and Dave holds a Life Membership in the NAA. A National Convention would not be complete without this enthusiastic pair.

### CROCODILE

The crocodile moans

Like a muted harp—

Shedding humble tears . . .

But his teeth are sharp!

Better a roaring lion

With fangs exposed,

Than a whimpering crocodile

Tearful eyes half closed!

—ROSA ZAGNONI MARINONI

### THE LADIES AUXILIARY TO THE NATIONAL AUCTIONEERS ASSOCIATION

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Mrs. Charles Ray Hudson,  
Morrisonville, Illinois

Mrs. Robert Penfield, Bowman, N. D.





# 85th Birthday Anniversary Near

By COL. POP HESS

Here it is January 12, and your writer has survived the winding up of 1964. Many thanks to all of you who remembered us with Cards and Seasons Greetings.

My next job is to get Uncle Sam taken care of in way of income tax. As usual, the old boy who figures up this puzzle for me each year comes in smiling, grabs the sheet and sings, "A figure is a figure and an O is an O," and when he gets all done Uncle Sam has all the figures and I get all the "O's". But I am happy to help this great country pay the cost of government and the Great Society we are hearing so much about.

The first of the year arrived without too much bad winter and we here in Ohio had a pleasant January 1st. Several auction sales were held on that date and auctions are very numerous throughout Ohio for the month of January with many coming up for February. Our Ohio auctioneers who are active will not be on the unemployed list.

Our Ohio Auctioneers Association held its annual winter meeting on Saturday and Sunday, July 9 and 10, with a bang-up attendance for both days. This group now has 311 active members, money in the bank and a very active State Association. I am informed we now have listed with the Ohio State License Commission 1546 Class A licenses and 105 apprentice or Class B licensees. It is surprising to know we have that many auctioneers in Ohio but they say the figures are correct. I also understand they will issue a new Ohio Auctioneers Directory soon with an up to date list of license carriers.

From what I can gather by mail and other reports, auctions and auctioneers are in demand and there is room for good auctioneers in all branches of the auction way of selling. We are without doubt

facing a new world of activities and methods of operation. One can see it who has spent many years living and operating in years past to date. More people, more money, more added to cost and selling prices — in fact we past the active age are seeing and doing many things we never thought of doing. Yet, it is here and one cannot say he doesn't like it. We have grown up and the thing I am wondering about, should we start growing down will we have a feather bed to fall into? It can be wishful thinking, good or bad, but we see many things, ask many questions and all we can do is hope.

Here in Ohio we have been having mostly an open winter. Not too much snow as yet but the balance of January and this month of February can change the picture. Our farmers and livestock men are well stocked in the feed lots, the weekly Livestock Auction Markets are going very strong, prices at general farm sales are good and all signs point for a good year which is the wishes of all.

Not so many years back, if a farmer had an investment in land, stock and equipment that totalled \$50,000 it was considered outstanding. Today, with prices as they are many of our farmers have a total investment of \$100,000 or more. This makes the general farm sales very attractive to auctioneers who depend upon the rural areas for their sales. Back in the early 1900's, a \$5,000 to \$10,000 farm sale was very rare with most of them totalling less than \$5,000. However, we had an overhead that compared with prices of that time and probably had nearer to a 100% dollar buying value. In fact, too many of us do not make money to save, we merely handle it from them to them — a great middle man feeling.

Today's generation are certain the money they receive is to spend while able



to enjoy it. I am not one to think that the world and ways of now are all bad. I do think it is a golden time to be wise and nail down improvements in real estate, stocks or bonds that will hold water in case of a fall.

Through the past month I have had quite a few letters, comments and questions but nothing exciting, but will have comments in future months.

This month of February is my birth month and as we pass February 6 I will have lived 85 years. This makes 65 years of my life involved in auction sales and to tell it all would take a book of many pages. As a rule, February 6 is a cold, snowy day and I have ordered a good mess of pig's feet and sour kraut for my Birthday Dinner.

For years I have contended a good mess of pig's feet and kraut in mid-winter, a serving of dandelion greens in April with plenty of sassafras tea in between would make the year OK and this year will be no exception. I am looking

forward to time for the geese to fly north and the grass to get green on Mulberry Hill. That is my summer park for good living in what is called semi-retirement. That is about as near complete retirement as I can give in to.

The front gate is always open. Stop in, take off your shoes. There is always good drinking water, the kind that is rust proof.

## Auction – Shopping Unit Built In Scotland

Work has started on a combined auction market facility, business and shopping center, the first of its kind in Great Britain, at Kildean, Scotland. It will cost 500,000 pounds (about \$1,425,000), according to estimates and be completed in about 18 months. The auction market part will house six sale rings and 20,000 head of livestock. Twenty-one units are to be rented or sold for use as shops, offices, banks, etc.



## Promotional Items

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

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**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**

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







## Western College Of Auctioneering Class

On the opposite page is the December, 1964, graduating class of the Western College of Auctioneering, Billings, Montana. Identification follows, reading from left to right in each case.

**FRONT ROW:** Donald Rieger, Plevna, Mont.; Carmine Cerullo, Oak Harbor, Wash.; Ray Rindlisbacker, Smithfield, Utah; Dave Sharp, Drumheller, Alta.; Robert Kinsella, Havre, Mont.; Robert Osendorf, Rhame, N.D.; Duane Friesen, Ponaka, Alta.; Charles Boner, Bristol, W. Va.

**SECOND ROW:** Carl Benson, Westcliffe, Colo.; Don Bundy, Miles City, Mont.; Jack Knoell, Saratoga, Wyo.; William O'Keefe, Cavalier, N.D.; Reed Loughlin, Bison, S. D.; Johnny Smith, Coalstrip, Mont.; R. J. Thomas, Instructor; William Krech, Huron, S.D.; W. J. Hagen Instructor; Joe Schmidt, Instructor; Merle Clark, Instructor; William Harrison, Calgary, Alta.

**THIRD ROW:** Robert Green, Fair Oaks, Calif.; James Casey, Glenville, Minn.; William Morrison, Airdrie, Alta.; Tom Rawson, Salt Lake City, Utah; Larry Potts, Friona, Tex.; Gordon Vein, Niagra, N.D.; Dennis Bengston, Lansford, N.D.; Larry Murdock, Marysville, Calif.

**BACK ROW:** Eddie Cole, Lyle, Wash.; Vern Stevick, Des Lacs, N.D.; Ronald Scott, Garden City, Kas.; Richard Atkinson, Lowrys, S.C.; Gene Darfler, Pacific Palisades, Calif.; John Boldingh, Breckenridge, Minn.; Earl Page, Cheyenne, Wyo.; Stuart Morrison, Airdrie, Alta.; Bill Campbell, Red Deer, Alta.; Jack Allen, Troutdale, Ore.

## Why Do I Belong?

Ever ask yourself that question? If not . . . you should! Otherwise, you're just taking membership for granted, which is bad for you—and bad for the association.

The best thing that could happen to any group, ours included, would be for all the members to take time out, every now and then, and ask themselves, "Why

am I a dues-paying member?" The thoughts that came to mind would be revealing—some affirmative, perhaps some negative—and both could lead to a better, more effective organization.

One man who asked himself that question came up with these reasons:

1. I owe it to myself and my company to help our industry move forward.

2. It takes strength in numbers and concerted action to accomplish anything worth while.

3. Only through membership in my association can I obtain reports and publications prepared with my needs in mind. Everything else put out is general in nature — aimed at a wider audience, and hence diluted.

4. The meetings I go to bring me ideas and information that I could obtain no other way—and which are put to the test of experience before they are passed to me.

5. I have many true friends among the members, people I enjoy being with for friendship's sake as well as for business reasons. My life is richer and more worth living, through belonging.

6. Committee projects and other association activities enable me to contribute —to do my bit for the industry, the economy and the general good.

7. The cost of belonging is small compared with what I get in return—an extremely low rent for the space I occupy in the industry.

8. Even when other problems command my full attention, the officers, directors and headquarters keep working in my interest. In such times, maintaining my membership is a vote of confidence in them — which they deserve, and which I am happy to bestow.

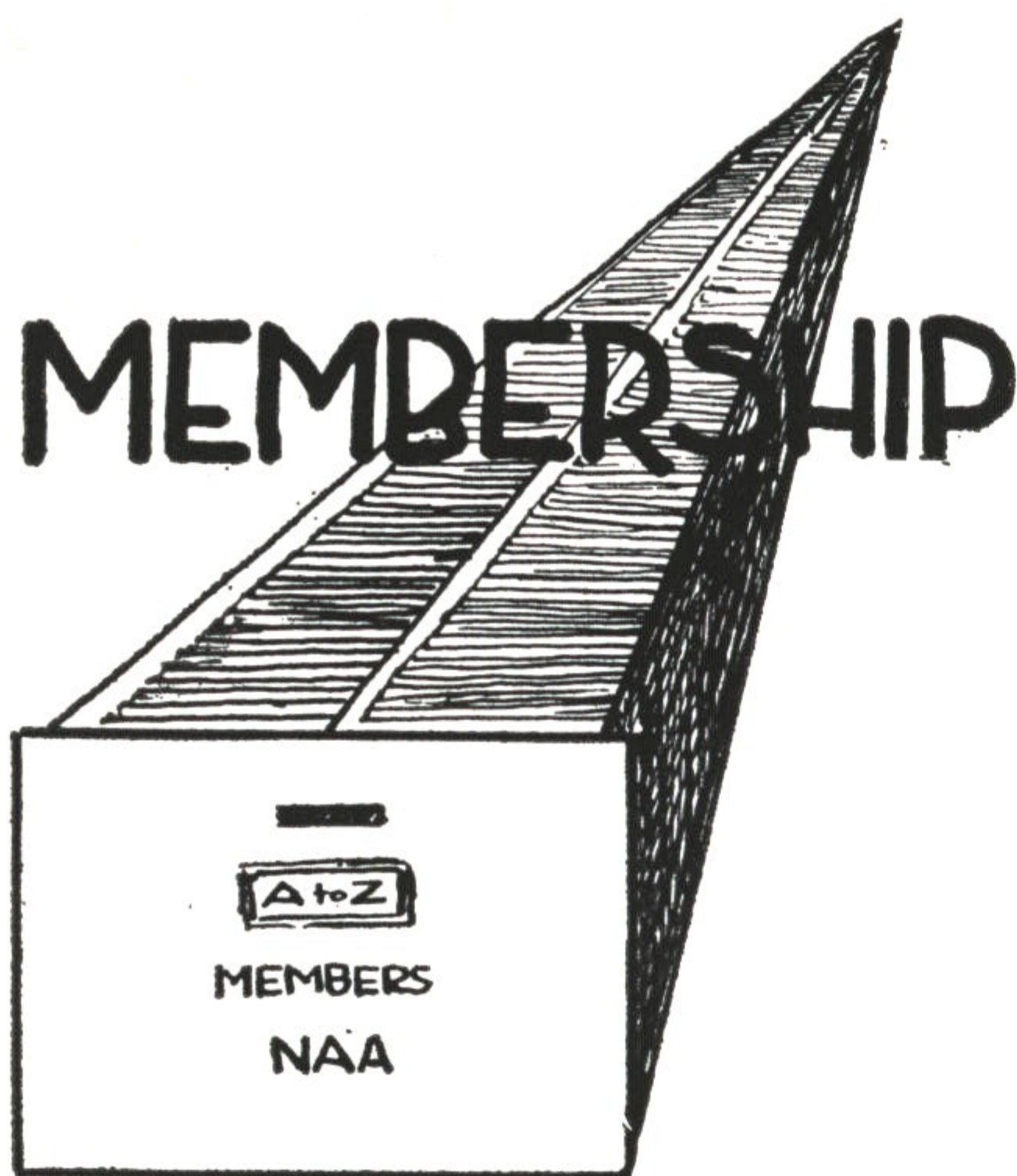
### The Modern Viewpoint

Johnny's father feels strongly that today's children are overindulged so he was disturbed when his son begged to be driven to school which was only three blocks away because of a light rain.

"Drive you to school?" he exclaimed, "Why do you suppose God gave you two feet?"

"One foot to put on the brake, and the other is to put on the accelerator," was Johnny's serious reply.





**Memberships Processed  
December 16 thru January 15**

\*Orland E. Hausbeck, Michigan  
Si Williams, Washington  
Jim Hagedorn, Washington  
\*Bob Heaverlo, Washington  
\*Michael Arons, Washington  
\*M. Henry Leffler, Indiana  
\*William Fields, Indiana  
\*Lenore E. Moser, Indiana  
\*Ormand M. Dennison, Ontario  
\*Walter S. Young, Ohio  
\*Ed T. Hyde, Alabama  
\*Michael Burns, Michigan  
W. E. Tinnin, Mississippi  
G. A. LaMunion, Maryland  
\*Ervin W. Day, Indiana  
\*L. M. French, New Mexico  
\*Sam Frye, Missouri  
\*Clarence E. Proctor, Missouri  
\*R. F. Armantrout, Illinois  
\*Daniel M. Hoffman, Illinois  
\*George K. Lusk, New York  
\*Jean Bodnar, Kansas  
Gilbert Wagner, South Dakota  
Floyd C. Persails, Michigan  
Albert T. Robertson, Missouri  
Hank Dunn, Washington  
Fred McFarland, South Dakota  
Richard Roberts, Texas  
\*Franklin E. Bohn, Illinois  
E. E. Martin, Indiana  
Dick Herm, Illinois  
\*James H. Gilliland, Illinois  
Joe Reisch, Iowa

\*Pat Cohen, California  
Paul Dodd, Missouri  
Claude D. Myers, Ohio  
Ralph Rosen, New York  
\*J. L. Maxwell, Hawaii  
\*J. N. Dunlap, Indiana  
\*Joseph H. Boyle, Kansas  
\*Denzil L. Clark, Illinois  
Amon H. Miller, Indiana  
Kenneth L. Ratts, Indiana  
Albert O. Maas, Minnesota  
\*E. L. LaRue, Arkansas  
Phil Sanders, Mississippi  
Stanley Solon, New York  
J. H. Oberwise, Illinois  
William L. Gaule, Illinois  
\*Roy E. Nichols, Kansas  
Ernie Niemeyer, Indiana  
Herbert A. Sukraw, Nebraska  
Charles W. Taylor, Nebraska  
John R. Martin, Nebraska  
Frank Tharp, Nebraska  
Charles Tharp, Nebraska  
J. A. Van Lieu, Wyoming  
Harold P. Higgins, Quebec  
Don R. Bruns, Ohio  
D. D. Meyer, Indiana (Life)  
William E. Hosey, Indiana  
Paul A. Taylor, Indiana  
Guy G. Price, Indiana  
Harold E. Ball, Oregon  
\*Vern Stevick, North Dakota  
\*Ronald J. Scott, Kansas  
\*Gene Darfler, California  
Robert Richey, Indiana  
Glenn T. Powers, Iowa  
Robert L. Harrison, Indiana  
J. M. Casey, Alabama  
Tom Long, California  
C. E. Cunningham, South Carolina  
Tommy Gilliland, Illinois  
Edward E. Bilbruck, Illinois  
Ralph L. Zabel, Illinois  
J. Hughey Martin, Illinois  
Marshall Nachbar, Illinois  
Michael Nachbar, Illinois  
Lloyd E. Sitter, Illinois  
A. C. Thomson, Illinois  
Ray Tuttle, Illinois  
Carl W. Busby, Illinois  
C. Ray Minton, Indiana  
Carl C. Brink, Indiana  
Earl Ray, Indiana  
Paul Strieter, Indiana  
August Meltzer, Jr., Indiana  
\*O. Ed Carpenter, Arkansas



# IN UNITY THERE IS STRENGTH

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A. J. Billig, Maryland  
 Emmert Bowlus, Maryland  
 Dale A. Dean, Michigan  
 William J. Stanton, Michigan  
 Stan Perkins, Michigan  
 Jame F. Williams, Michigan  
 Lowell Witmer, Michigan  
 \*J. D. Helman, Michigan  
 Jerry D. Popplewell, Missouri  
 Charles Backus, New York  
 Bryan "Bill" Blew, Oklahoma  
 E. M. Rickey, Ohio  
 Lynwood Taylor, Ohio  
 Harley O'Day, Ohio  
 Donald R. Florea, Ohio  
 Arthur R. Borton, Ohio  
 Ken White, Ohio  
 Herbert L. Beitzel, Ohio  
 Henry A. Wilson, Florida  
 Sam Nussdorf, Connecticut  
 Clay Metz, Illinois  
 Abe Cantor, Illinois  
 Leonard Austerman, Illinois  
 John Varner, Indiana  
 Alex Huff, Indiana  
 Lovel Ross, Jr., Indiana  
 Robert H. Campbell, Maryland  
 Theodore R. Grossman, Massachusetts  
 L. E. Drake, Michigan  
 Calvin Brown, Michigan  
 Orlin Cordes, Minnesota  
 Herbert Van Pelt, New Jersey  
 David S. Blew 2nd, New Jersey  
 Elias H. Frey, Ohio  
 Thomas Nero, Ohio  
 Robert Eby, Ohio  
 Jack Amos, Ohio  
 Emil Konesky, Ohio  
 Paul L. Good, Ohio  
 Ernest O. Maine, Rhode Island  
 Kenneth E. Light, Virginia  
 Ted C. Moye, Georgia  
 J. E. Russell, Illinois  
 Leo Grindley, Indiana  
 William C. McDonald, Michigan  
 Claus V. Beck, Minnesota  
 James T. Priest, New Mexico  
 Walter Hartman, Ohio  
 John F. Andrews, Ohio  
 Donald D. Steinke, Ohio  
 Bob Newton, Ohio  
 Glenwood Adams, Ohio  
 W. L. Carter, Virginia  
 O. J. Mader, Wyoming  
 \*Hassell R. Ritter, Tennessee  
 \*Oliver A. Smith, Tennessee

\*Guy H. Kelley, Tennessee  
 \*Bobby N. Wright, Tennessee  
 \*Kenneth H. Robertson, Tennessee  
 Bill Dennis, Texas  
 H. W. "Bill" Hauschildt, Colorado  
 \*Gene Radcliffe, Colorado  
 Orison R. Seibert, Illinois  
 David L. Sawyer, Illinois  
 Robert Ellenberger, Indiana  
 Curran Miller, Indiana  
 Joe L. Pence, Indiana  
 George C. Naylor, Maryland  
 Phil Goldstein, Massachusetts  
 Anthony Ferolito, Massachusetts  
 Bob Handrich, Michigan  
 Freeman F. Glenn, Michigan  
 Maurice Price, Michigan  
 Everett R. Miller, Michigan  
 Monroe Woods, Missouri  
 Theo A. Merkt, New Jersey  
 Andrea Licciardello, New Jersey  
 Monroe Goree, New Mexico  
 Wilbert Kroh, North Dakota  
 Emerson Marting, Ohio  
 Robert L. Feters, Ohio  
 John Pfarr, Jr., Ohio  
 Hubert Amos, Ohio  
 Colonel Sparkman, Oklahoma  
 Jack Peoples, Virginia  
 Robert Short, Virginia  
 Maury Riganto, Virginia  
 A. W. Hamilton, West Virginia  
 Gordon A. Drury, Wyoming  
 \*Thomas J. Jacobs, New York  
 \*Ferrill L. Slone, Florida  
 Floyd L. McCaskill, Illinois  
 L. Oard Sitter, Illinois  
 Archie Shore, Illinois  
 Harold Wehr, Indiana  
 Morton M. Goldberg, Louisiana  
 Myron Berman, Massachusetts  
 Raymond W. Henley, New York  
 Clare H. Brown, Jr., New York  
 Charles D. Garrison, New York  
 \*R. Jackson Alley, New York  
 Ben G. Hoffmeyer, North Carolina  
 R. E. Featheringham, Ohio  
 Richard Pfarr, Ohio  
 Howard B. Overmyer, Ohio  
 Albert L. Frauhiger, Ohio  
 R. O. Root, Jr., Virginia  
 George R. Mayfield, Wyoming  
 V. K. Crowell, Oklahoma  
 Larry P. Carlon, California  
 A. R. McGowen, Illinois  
 Marvin W. Haycraft, Illinois



# IN UNITY THERE IS STRENGTH

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Albert A. Kodner, Illinois  
Pete Younger, Missouri  
Joseph F. Ryan, Missouri  
Ralph S. Day, New Jersey  
Lewis M. Hymers, New Jersey  
Harold Spoor, New York  
Elmer Zimmerman, North Dakota  
Richard Babb, Ohio  
Arlis Blair, Oregon  
Virgil Munion, Oregon  
Norman E. Knowles, Jr., Virginia  
William J. Fitzpatrick, Connecticut  
Rinehold Hubick, Saskatchewan  
\*Lowell Raber, Illinois  
\*Gynelle Jones, Ohio  
Lyle M. Paddick, Illinois  
David N. Pfister, Indiana  
Clifford L. Swan, Maine  
M. C. Maranell, Minnesota  
Alvin Kohner, Minnesota  
Larry W. Reed, Missouri  
David B. Spielman, New York  
Cy Ferguson, Ohio  
Ted Mounts, Ohio  
Eugene Smith, South Carolina  
David N. Gladstone, Virginia  
Robert S. Michael, West Virginia  
Joe Perlich, Alberta  
Robert Perry, Michigan  
LeRoy Longberry, Arizona  
George Pigue, California  
Dean H. Parker, California  
Ray Halloway, California  
Harold Henry, California  
Al Tirelli, Connecticut  
Hugh J. Gorman, Illinois  
Arthur A. Long, Illinois  
Arthur Gordon, Illinois  
Joseph M. Goldberg, Illinois  
Alex Cooper, Maryland  
Milton J. Dance, Maryland  
\*Hiram S. Dance, Maryland  
John A. Hilditch, Massachusetts  
Joseph J. Maas, Minnesota  
Don Bradley, Ohio  
Clem Long, Ohio  
George Roman, Ohio  
J. Herbert Peddicord, Ohio  
R. Dale Washburn, Ohio  
Frederick A. Roelle, Ohio  
C. A. Morrison, Oregon  
Gordon Clingan, Illinois  
L. W. Porter, Indiana  
Loyal K. Smeltzer, Indiana  
J. W. Foust, Texas  
Robert F. Losey, Sr., Washington

\*Frank J. Conley, Florida  
Tom McCord, Alabama  
Conley Smith, Alabama  
Joe Ellis, Georgia  
W. Virge Meador, Illinois  
Joseph Rosenberg, Illinois  
Howard Benker, Indiana  
Romaine Sherman, Indiana  
Everett Rookstool, Indiana  
Wayne G. Feighner, Michigan  
Gene Slagle, Ohio  
W. Lee Holton, Ohio  
Chester Rector, Ohio  
William D. Towler, Oklahoma  
James R. Bridgman, Virginia  
George H. Wenmoth, West Virginia  
Willard Olson, Wisconsin  
Dub Bryant, Texas  
Ed H. Broline, Texas  
Morris Schwartz, California  
Mardie Ingersoll, Florida  
T. Lynn Davis, Georgia  
Thomas F. Bingham, Idaho  
Stephen L. Winternitz, Illinois  
\*Edward N. Flynn, Illinois  
Leon Joy, Iowa  
\*Wayne Aeschilman, Kansas  
Coyte D. Carpenter, North Carolina  
Merl Knittle, Ohio  
Harold Vaughn, Ohio  
Spilman Short, Virginia  
C. L. Showalter, Virginia  
\*William A. Mann, New York  
Leroy Bontrager, Florida  
T. J. Moll, Illinois  
M. M. Mobley, Illinois  
Elwood Collier, Illinois  
Jack C. Minter, Louisiana  
Michael Fox, Maryland  
\*Manuel Reposa, Massachusetts  
John P. Kachmar, New Jersey  
Harold B. Lee, New York  
Dan Schlichter, Ohio  
Frank Roadifer, South Dakota  
Robert Schnell, South Dakota  
Orville Sherlock, Washington

CORRECTION — In the December membership listing, B. W. Jett, a new member from Texas, was incorrectly listed as B. F. Jeff.

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## DILEMMA

Husband to friend: "It's terrible to grow old alone—my wife hasn't had a birthday in six years."





The Cleveland Junior Chamber of Commerce held its annual benefit auction for underprivileged children in the ballroom of the Pick-Carter Hotel, Cleveland, Ohio, December 3. Items sold at the auction were generously donated by the Cleveland merchants.

Colonel Thomas A. Nero of Breckville, Ohio, conducted the annual auction. Raising more than \$3,000 for this worthwhile cause, Colonel Nero kept the audience, one of the largest crowds ever to attend, enthralled for more than three hours.

The auction, conducted under the name of Western Reserve Associates, has as one of its members, Chet Rector. Both Colonel Nero and Mr. Chet Rector are recent graduates of the Reppert School of Auctioneering.

## The Tractor Jockeys

"Tractor jockey" is the unofficial name of a new profession that has developed in recent years. The practitioners of this new skill are successors to, and in many cases direct descendants of, the old "horse jockey" or horse trader of a generation or so ago. They deal in horsepower rather than in horseflesh. Their vocabulary is different from their forebearers but many of the skills are the same. They buy, they sell, they trade.

Along with the "tractor trader," and perhaps because of him, the used farm machinery auction has developed. There are perhaps a dozen of these in the Midwest and South that operate on a regular year-round basis. Some of them may suspend or reduce activity during the busy summer months.

Many of the traders are specialists, dealing in only one make or kind of machinery. Others look for opportune bargains in whatever is on the lot. Most of them travel from one auction to another and know the market in different parts of the country.

One interesting speciality is a fairly heavy traffic in used Fords and related equipment to Mexico City. This trade is handled by a few Texas dealers who have developed this market. Everyone seems to love this—the farmers who sell the old machinery, the traders, the Mexicans, the new Ford dealers. It clears the market of old stuff and opens up the way for new.

The automobile may have replaced the horse, but the man who drives should stay on the wagon.



# Sotheby's Dignify Auction

## Elegant Old Firm Sells Art

Most people don't even pronounce the name correctly, but this elegant London firm is known around the world for the art treasures it auctions. Sotheby's which recently acquired New York's Parke-Bernet Galleries, is over two centuries old and going stronger than ever.

By EDDY GILMORE

LONDON — An expert from Sotheby's and Co. — perhaps the world's greatest art auctioneers — tripped over an object as he was leaving a London residence.

"I'm terribly sorry," apologized the owner of the house, "it's that wretched doorstep again —"

A.J.B. Kiddell, the man from Sotheby's, righted himself, turned in the shadowed gloom of the old mansion, stooped and studied the chunk of something that had almost up-ended him.

"What is it?" he asked.

"Don't rightly know," was the reply. "Just something we've used for years as a doorstep."

"Doorstop?" commented Kiddell as he lifted the object from the floor, moved into a better light, and turned it over in his hands. "Unless I'm mistaken your doorstep is a Ming jade buffalo."

At a Sotheby auction a few months later it sold for \$16,800.

On another occasion Sotheby's Fred Rose journeyed to Berkeley Castle to look over the silver. At the end of his inspection he asked if there were anything more to see.

"Only the dinner service," he was told.

"Is it of interest?" inquired Rose.

"Not really," he was told. "It's valued at only \$8,400."

Appraised by Sotheby's a few days afterwards, it was identified as pre-Revolutionary French dinner service.

Hearing about it, a collector offered the owners \$140,000. Greatly tempted, the owners wanted to sell, but Sotheby's talked them in to rejecting the offer and putting it up for auction.

They agreed and the auction was held on June 16, 1960.

The French government — anxious to retrieve such a national heirloom — bid \$576,800 for the glittering array of table hardware.

The French government didn't get it, though.

Shipping magnate Stavros Niarchos upped the bidding to \$597,600 and it was knocked down to him.

Magnanimously, Niarchos announced he would will it to France. In the meantime he will, presumably, eat off it.

Sotheby's & Co. — for that is the correct name — can relate dozens of cases in which its experts, many of them surprisingly young, have set owners straight on the real value of art objects.

The people with whom the auctioneers deal are by no means confined to the titled or the wealthy.

A shabby old man once walked into the premises with a painting wrapped in a rumpled piece of brown paper.

Unwrapping his parcel, he asked: "is this worth a fiver (\$14).?"

At that moment a director entered the room and gave a quick judgment, saying: "Good heavens, sir, you have an early Samuel Palmer there."

"I know it's a Samuel Palmer," grumbled the elderly caller. "He gave it to my grandmother. What I want to know is — is it worth a fiver?"

Sotheby's auctioned it off for the man. It brought \$15,680.

Art and literary auction sales — said to be a Dutch invention — were introduced into England in 1676.

The first auctions were of books, and were mostly held by dealers, who discovered by degrees that consignments imported from the European continent could be disposed of more advantageously by competitive public sale than through ordinary retail outlets.



In 1744, a man named Samuel Baker is believed to have held the first of a continuous series of sales, which made him the first professional book and art auctioneer.

Baker took in a partner, George Leigh, in 1767 and shortly afterwards retired, leaving his gavel to the business. When Baker died, his nephew, John Sotheby, joined the firm.

John was the first of three generations of Sothebys, who between them carried on the company for nearly a century and stamped the firm with the name which has become an international talisman in the fine art world.

It's gotten to be a name known around the world despite the fact that a large number of persons still have difficulty in pronouncing it.

Correctly, it should be said in three syllables — Soth (rhyming with love), er-bee.

The last of the Sothebys died in 1861, but the successors — as is often the way in England — retained the name.

Sotheby's has moved through wars, fires and progress to a gross of \$36 million for the 1963-64 season.

Despite the astronomical prices brought by some objects, of the 54,000 lots of stuff auctioned during the 1962-63 season, 13,000 objects were bought for \$280 or less.

The moving figure behind Sotheby's — which has outdistanced rivals in all parts of the world, including the United States — is its chairman, Peter Wilson.

Wilson and nine other directors own it.

At the age of 51, Wilson must be the world's champion offloader, an elegant auctioneer, the possessor of the fastest gavel in the West.

Watching Wilson, a lanky man, with high forehead, sharp nose and glasses, in action at a big auction is watching a real professional.

"You must dominate your audience — but inconspicuously," he explains. "You must be serious, not flippant, and believe in the object you're selling. You mustn't shout or overplay your hand."

With that he adds:

"Yes, selling pictures is a cross between working in a gambling casino and an art museum.

"I don't think it's really a good thing

to give a buyer the idea that it's a fantastic sum of money he's going to have to pay to get something. Let him think it's just a normal everyday sort of thing."

That's the way he auctions, too.

Impeccably attired in dinner jacket he is a monument of unperturbability. He never raises his voice—tempered and tuned to a fine elegance in the ivy-clad halls of Eton and Oxford.

Amid bids of half a million dollars, he shows not the slightest sign of excitement.

At the height of tension in the Sotheby's salesrooms, when the bidding for Cezanne's *Garçon au Gilet Rouge* reached 200,000 pounds — \$560,000 — Wilson couldn't resist one of his rare bits of quiet theatrics.

Aware that the bidding would go no higher—probably to ease tension more than anything else—he asked very quietly: "Will no one bid anymore?"

At that time, 220,00 pounds was a world record for a single picture. Peter Wilson knew it.

The record has since been broken — not by Wilson's Sotheby's, but by New York's Parke-Bernet Galleries in which, ironically or not, Sotheby's bought the controlling interest in this year for \$1.5 million.

The top price for a painting at auction is \$2.3 million for Rembrandt's *Aristotle Contemplating the Bust of Homer* in 1961, purchased by the Metropolitan Museum of Art of New York.

The highest price ever paid for a painting under Wilson's hammer was 275,000 pounds — \$770,000 — for Rubens' *The Adoration of the Magi* during the 1958-59 London season.

Sotheby's premises are fascinating in themselves.

From outside it's inconspicuous—just as the owners want it to be.

Inside, it's a rambling place of highly respectable shabbiness.

The location is 35 and 36 New Bond Street—once a wine shop.

Sotheby's has built its reputation on an unblemished reputation for trustworthiness and learning.

"To our knowledge," said a spokesman, "we've only bought one fake. It was never sold—of course."



One reason for Sotheby's success is its commission of only 10 per cent of the sale value of art and antiques, and 15 per cent on books and manuscripts.

Other foreign auctioneers charge as much as 22 per cent.

An American visitor this spring was interested in a small table that Sotheby's had up for auction. The American introduced himself and expressed his interest in the table.

Yes, it is beautiful," said the expert he was talking to, "but see here, sir—"

The expert got down on his knees and pointed beneath the table.

"It's full of wood worms, sir. We told that to the gentleman who is selling it just as we're telling anyone who might want to buy it."

The American bought it—for \$61.60.

"I'd pay that much," he explained to the operative, "just for some worms from Sotheby's."

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## Innovation In Book Auction Introduced

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BOOK COLLECTING WORLD,  
Chicago, (Copyright, 1964)

The system of selling under the hammer — or at auction — in its various stages of development, dates back to the Middle Ages when the trumpet or cry announced the dispersal of properties. A sale of galleys and their cargo by auction in Venice, in 1332, was conducted in this manner. The property was cried beforehand on behalf of the Government, and the buyers, till they paid the price reached, furnished a surety. This process at that time became known as the incanto; and goods sold in this manner were said to be on sale "au canto" — hence by auction.

Book auctions came into vogue in Amsterdam and Leyden in 1599 — and began in England in 1676 . . . The method was recorded in America in The Boston News-Letter of 1713, in an ad that stated: ". . . catalogues will be posted at public places . . ." And auctions have proceeded sub-

stantially in the same way since — that is, up to last week!

At a book auction sale in Chicago, Bill Hanzel, auctioneer, introduced what may well prove to be the innovation of the century. At Hanzel Galleries all 327 lots of books and literary properties in the sale were photographed on 2-1/4 x 2-1/4 inch color transparencies and projected onto a large screen. While the auctioneer extolled their qualities with his usual good humor . . . all buyers and onlookers in attendance were afforded a first-rate, ring-side view of each lot as it was put up for sale!

We've searched the records and have yet to find where anyone else has kept step with modern photographic technology in this manner. It took particular courage in this sale . . . since the camera's eye not only showed up all the fine points but also the defects of the properties.

If it proves popular, it may well put traditional auctioneering into its period of antiquity—where it belongs. One possible obstacle to adoption by English and Continental galleries, which we foresee, is the havoc it will play with the personal status of "big buyers." At present, they are ranked in importance by being assured of a seat at the green baize table known as the "inner ring" — while everyone else crowds behind to crane for a look at items being sold. Nevertheless, we endorse the method as meriting serious attention and adaptation by other galleries.

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## New Plans For Texas Auction Facilities

SAN ANGELO, Texas — Fred Wright, local ranchman and livestock dealer, has purchased a half interest in the defunct West Texas Auction Company from Dave James, who owns the other half.

The auction company, which abandoned regular sales several months ago, will be changed to the West Texas Livestock Company. There will be no regular auctions, but the facilities will be used for special breeder sales of both cattle and sheep.



## Illinois Auctioneers Annual Convention

The Illinois State Auctioneers Association met for their annual fall meeting at the State House Inn, Springfield, Illinois, on October 31 and November 1, 1964.

The convention opened Saturday evening with a banquet followed by variety entertainment and a fun auction. The fun auction was lively and successful. Merchandise was donated by members with all the proceeds going to the association. The auctioneers comprised the selling talent, too, they turned out to be generous and spirited bidders.

Sunday started with a coffee, conversation and hospitality session. Followed by business meetings, luncheon, lecture, variety entertainment and election of officers.

William L. Gaule of Chatham, Illinois succeeded Terry Dunning as President. Charles Ray Hudson, Vice President and Ed Bilbruck of Chicago was re-elected as Secretary-Treasurer.

John Kasten, Gordon Bauer and Warren Martin were elected to 3 year terms as directors.

The lecture was by Dick Herm of the Herm Firm, Union Stock Yards, Peoria, Illinois. Dick spoke on "Marketable Slaughter" or the traits in meat type animals that tend to increase their desirability for meat purposes and demand higher prices at the market place.

Variety entertainment was by the J.B.'s, three girls who can out-Beatle the Beatles.

Bill Gaule gave a short talk on other sources of income for the auctioneers, pointing out the rewards for finders fees on placing real estate loans with various lending institutions.

Curt Walker of the Boss Hotel Chain and Mr. McCallister of the Palmer House Hotel of Chicago offered Peoria and Chicago as host city for a future National Convention. Illinois as host to the National will be discussed at the regional spring convention in Pekin, Illinois.

At this writing, the Illinois Associa-

tion mourns the death of their newly elected Vice President, Charles Ray Hudson of Morrisonville, Illinois.

## Record Of Yourself

By Col. B. G. Coats

The beginning of the year not only confronts our Association with a challenge, it holds before it a judgment and a choice. Again, the past and the present stand with it facing the future. Think of this annual cycle extending through almost a decade as the best evidence we have of the unbreakable stability of our Association.

There have been good times and poor times. There has been prosperity and there has been dire want. There has been warm generous acclaim and days of the opposite. Yet, through all of this, our Association has moved along and still stands high and respected, and esteemed in the regard of all who justly appraise it.

Turning to the future and remembering that we the members, bear record of ourselves, have an Association definition and principles stamped and branded upon us. Our Association is a body of Auctioneers bound by ties for our common interest and enlightenment. Being made up of Auctioneers, it includes the frailties as well as the strength of us.

We must, of necessity, take them as they are and make the best of it. If we are to continue to increase the progress and growth of our Association, then all Auctioneers must be moulded into a dedicated brotherhood whose common goal is for the good of all Auctioneers everywhere. And this demands leadership.

The focal point of 1965, success or failure pivots on the point of National Auctioneers Association leadership. So I say to myself "what kind of a member am I?" and I say to you, "what kind of a member are you?" The member who possesses the fundamental qualities of honesty, sincerity, and good faith is he who will gain the respect of his fellow Auctioneers and inspire them to follow his lead to join the National Auctioneers Association.







## Reppert School Of Auctioneering

Pictured on the opposite page is the Class of November 30 to December 18, 1964, at the Reppert School of Auctioneering, Decatur, Ind. Identified by rows from left to right, they are:

TOP ROW: Robert A. Fowler, Buckhannon, W. Va.; W. Clark Camp, Sharpsburg, Ga.; John Morykan, Jr., Hellertown, Pa.; Walter S. Young, Hartville, O.; Mr. Olmy, Ohio; Arnold Van Lue, Roann, Ind.; Larry S. Newell, Pittsboro, N.C.; James W. Teets, Terra Alta, W. Va.; Michael W. Quinn, Washington, Pa.

THIRD ROW: Lawrence L. Knarr, Turbotville, Pa.; Harry A. W. Gruber, New Tripoli, Pa.; William E. Caswell, Urichville, O.; Vincent M. Schafer, Senecaville, O.; Michael A. Russo, New Castle, Pa.; William M. Hughes, Honey Brook, Pa.; Frank Nance, Jr., Paris, Tenn.; Walter Jennings, LaGrange, Ind.; Zack B. Waller, Swainsboro, Ga.

SECOND ROW: E. T. Hyde, Talladega, Ala.; Frank M. Wall, Cortland, O.; Robert J. Dugan, Napoleon, O.; Jack R. Johnson, Red Deer, Alta.; Jack E. Thompson, Harlan, Ky.; LaVern Buchert, Elnora, Alta.; Eldor H. Drewes, Napoleon, O.; Orville T. Laughlin, Melrose, O.; David O. Wells, Gallipolis, O.

FIRST ROW: Raymond R. Baxter, Indianapolis, Ind.; John W. Dobson, Warsaw, O.; Ormand Dennison, Pembroke, Ont.; Jack Colson, Ledbetter, Ky.; William M. Fields, Ridgeville, Ind.; M. Henry Leffler, Marion, Ind.; Walter A. Millhouse, Hudson, Ind.; Ronal L. Gingerich, Hutchinson, Kas.; Carol Boyles, Newville, Pa.; Eileen Rice, Decatur, Ind.

SEATED: Instructors, Gene Slagle; Robert S. Anderson; H. F. Darnell; Homer Pollock; Roland Reppert, Owner; Q. R. Chaffee, Dean; Clyde Wilson, Ray Elliott, H. W. Sigrist.

### THE LAST WORD

If living conditions don't stop improving in this country, we're going to run out of humble beginnings for our great men!

## Why People Spend Money

Whenever you write a sales letter or make an oral presentation you are trying to part a prospect from his hard-earned money. In fact, the harder he worked for it, generally speaking, the more difficult the operation becomes. But, as results over a long period prove, even the proverbial skinflint can be sold — if he is motivated to buy. Knowing why people spend is half the battle.

There are 25 basic reasons, according to the Direct Mail Advertising Association, which enumerated them as follows:

1. To make money. 2. To save money.
3. To save time. 4. To avoid effort. 5. For comfort. 6. For cleanliness. 7. For health.
8. To escape physical pain. 9. For praise.
10. To be popular. 11. To attract the opposite sex. 12. To conserve possessions.
13. For enjoyment. 14. To gratify curiosity. 15. To protect family. 16. To be in style. 17. For beautiful possessions. 18. To satisfy appetite. 19. To emulate others.
20. For safety in buying. 21. To avoid criticism. 22. To be individual. 23. To protect reputation. 24. To take advantage of opportunities. 25. To avoid trouble.

## Stambler Plays Santa

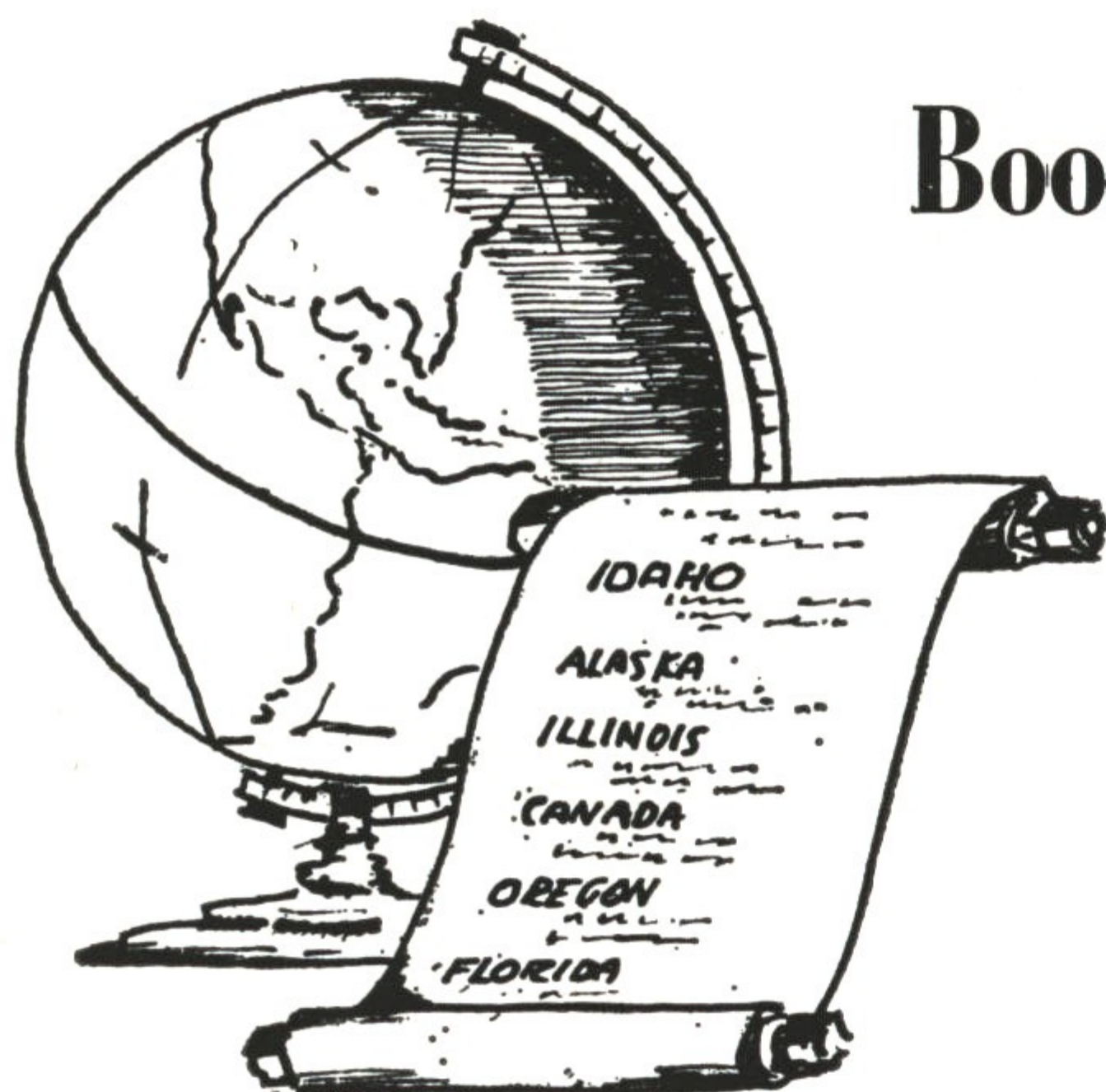
NAA Director, Lou Stambler, Honolulu, Hawaii, is the winner of our first place award for contributing to worthy causes. Many articles have appeared in "The Auctioneer" telling of his contribution of time, talent and resources in helping worthwhile projects and especially those involving young people.

Lou was pictured, along with five other "Santas" on the front page of the December 25 edition of THE HONOLULU ADVERTISER. The accompanying story described how Santa wears many faces in Honolulu, and gave a brief account of the Christmas projects each of them had sponsored.

Stambler played the role of Santa at the Sultan School's Christmas party in Honolulu. All six of the amateur Santas were pictured in the traditional Santa Claus attire.

Failure is the line of least persistence.





## Boosters for 'The Auctioneer'

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

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# Real Estate Auctions

By R. C. FOLAND, REAL ESTATE AUCTIONEER,

NOBLESVILLE, INDIANA

(Conclusion of three part series)

## THINGS TO CONSIDER

It is my belief that the contract between the auctioneer and owner should be in such form that prospective bidders may be permitted to read the authority for sale. Perhaps we could consider the bidders to be the parties of the third part. Not being able to know who the bidders will be in advance it would not be possible to have the prospective buyers enter into the making of the contract. The auctioneer should then keep the bidders in mind and the owner should give sufficient authority to convince prospective bidders that sales are to be made open and above board. Of course, laws are different in various states. But my experience is, however, that in most states very few laws are made to legally guarantee genuine auctions to give the bidders justifiable protection, as the bidders are really the people who help to establish the true worth of real estate. In some states there are laws against by-bidding and some cities have city ordinances against such.

## CO-OPERATION

I could give the experience we have had in actual selling, but we do not have space enough to give many of these selling problems in detail from start to finish. I want to say however that the owner and his family should be in the right mood of co-operation. I have followed what I consider a "door-knob" interview. I mean by that to impress on the owners the extreme importance of the proper attitude. I am tempted to give you herewith what I mean by the "door-knob" interview. I usually have a confidential talk with the owner and his family just before I leave the home after securing the contract. I emphasize the fact that they have confidence in me or they would not have given me a contract to sell without reserve, a genuine auction. I impress upon them the importance of gaining the confidence and of those who inspect the real estate prior to sale.

Further, I warn them that they may be inclined to want to discuss the matter with well meaning relatives and friends. I tell them that the way to get prospective bidders to attend the sale is to impress upon them that it will be a clean honest open sale. I instruct them on what their banker, preacher, lawyer, real estate broker, mother-in-law, step mother or rich uncle might advise. It is wise however I think to show an appreciation of interest but you might ask any who advise against the method to write down the reasons why you have not made the wise choice. It seems to me if your friends really want to take the method away from you they should be able to give a good reason why or withhold their criticism. The owner and his auctioneer should talk the same language with reference to the plan of selling.

## HISTORY OF AUCTIONEERING

The auction method of selling is not new. It is said that in 193 A.D. the Puritan Guards sold the Roman Empire to the highest bidder, Didius Julianus was the successful bidder and made the purchase high enough to pay the soldiers about \$1,000 (one-thousand dollars) each. Romans disposed of prisoners and war booty by auction. Christies in London is one of the largest collectors of Art Goods and other merchandise. This auction gallery is not the only such institution, but it is one of the oldest and largest.

The auction method has established some very fancy prices. I believe one privately owned collection, that of the late Thelma Chrysler Goy, sold by auction in settling an estate for two million, six hundred and twenty-five thousand, eight hundred and eighty dollars. Even though the auction method has been used both in the sale of real estate and personal property yet it has had a slow growth due to the fact perhaps that auctioneers have not qualified themselves especially on real estate auctions to render the service efficiently. The principles



of selling by auction may have had a slow growth but this is not because of the method but because of its improper application. The elements of which Salk vaccine consists have existed in some form for many centuries, and yet had not been harnessed to the service of controlling the dreaded disease of polio. The same could be said of electricity and other things of service to man. The principles of selling real estate by auction likewise has existed for a long time and is even now in its infancy. Auctioneers in general have not harnessed the auction method of selling to the service of those with the real estate selling problems. Auctioneers in the past have been more or less self made. In recent years auction schools have been established and even though they are of short term they have graduated many students and some of them have gone out and become leaders in the auction field. State and National Auctioneer Associations have contributed much in my judgment, to help to inspire and qualify auctioneers to the service of those with selling problems. The auction method seems to meet modern conditions. In fact it might be called the modern method of selling. I think it is indeed the "White Heat of Selling Service."

## SUMMARY

In concluding the discussion and in a brief summary statement, I present the auction method to you as the better way to be sure of a sale at the time desired and to the highest possible bidder. The better way to concentrate attention, energy and interest to stimulate competition; give your sale individuality and make it fascinating; to lift the price higher by degrees and secure more bids by the bidders challenging each other. I recommend the auction method as the better way to instill a confidential relationship; to appeal to the chance temperament of man; to get bidders to act on their judgment by their own free will and accord; to secure action easier on the spur of the moment; the better way to make advertising more effective; to overcome excuses; to influence bidders by the judgment of others; to develop interest through curiosity, hospitality and socialibility; to make it possible for several to want the same thing at the same time.

I ask your consideration of the method as the better means of getting friends and neighbors to boost; as the quick, fair and convenient way to sell, because all have a chance to bid and the price is not fixed by one, but by all bidders. I present the auction method as the better means of getting bidders to make offers. The prospective purchasers enter the contest when the bid is low and after they have once entered, they are easier retained and repeated action is more easily secured.

I recommend the auction method as the better means of securing a fancy price by reason of the fact that the owner has no set limit in value. I present it as the simpler, more economical and effective means of getting prospective purchasers to prepare for the event and thus to meet the terms of sale. I hold it out as the better means of eliminating risk and reducing it to a minimum; as the better way to create a desire for ownership among bidders; to get the maximum effort of your agent, the auctioneer, because he and the crowd become enthusiastic and through the excitement and co-operation the bidding goes on skyward.

I ask you to render your verdict in favor of the auction method, not only because of its many advantages, but by securing an auctioneer who has wide experience and is in close touch with the buying public, who understands how to develop interest by using attractive methods, who has the reputation of giving the buyer as well as the seller a square deal, you thereby make it possible to secure for yourself a greater price for the real estate you have for sale.

In this age of progress we have a right to expect better things. We should adopt methods in keeping with the times. The auction method seems to me every modern requirement as a means of selling. In the future someone may develop a better method of marketing real estate and when he does I hope to be one of the first to know of it and to use it. But until then I present the auction as absolutely the only method in which all these advantages and many others are so perfectly and harmoniously combined in a single system, working incessantly and persis-



tantly to search out from the buying public the highest possible buyer and to secure from him the highest possible price.

Never get mad at somebody who knows more than you do. After all, it isn't his fault.

## THE MEMBERS SAY . . .



Dear Bernie:

I am sending you a check for renewal of membership, Booster Page listing and promotional items. In the near future I will send you a letter concerning the progress of the Illinois Auctioneers Association.

Our Association suffered a severe blow when Charles Ray Hudson of Morrisonville, was killed in a tragic farm accident. He was the 1965 Vice President and a very fine young man who had a wonderful auctioneering career ahead of him. His father has had an outstanding career in auctioneering and is considered one of Central Illinois' best. All who had an opportunity to know this fine man in the Association and in Auctioneering extend their deepest sympathy to the Hudson family.

Very sincerely yours,  
William L. Gaule  
President, Illinois  
Auctioneers Association  
Chatham, Ill.

Dear Mr. Hart:

Enclosed you will find my check in the amount of \$15.00 — \$10.00 for my membership renewal in the NAA and \$5.00

to retain my name on the Booster Page of "The Auctioneer."

I enjoy "The Auctioneer" very much and look forward to reading my copy each month. Also am glad to note that it contains more and more comments, letters and articles from the members pertaining to the sale of Real Estate at Auction. Since this is the phase of the business that I specialize in, it is gratifying to see more and more attention being focused on this "young" phase of the auction profession.

You are doing a wonderful job with the magazine each month and I think it is one of the best, most informative trade publications I have had the pleasure of reading.

Very truly yours,  
J. M. Casey  
Southern Auction Co.  
Birmingham, Ala.

Dear Bernie:

I would like to take this opportunity to express my appreciation for the articles that appear in "The Auctioneer" that are of value to me as a young auctioneer.

I wish also to express my appreciation to the experienced auctioneers that have encouraged me to work hard and have given me valuable help. I thank them for their corrective criticism and for the opportunities they have given me to sell in their sales.

I have conducted several benefit sales for civic organizations and the experience, as far as I am concerned, cannot be evaluated. I am enclosing my check for 1965 dues and wish all the members of the Association a happy and prosperous 1965.

Yours sincerely,  
Bill Dennis  
Stamford, Texas



## IN UNITY THERE IS STRENGTH

---

Dear Bernie:

I enjoyed the article in the December issue of "The Auctioneer" on Real Estate Auctions by R. C. Foland. It answered some questions I've had on the subject for some time.

I made the mistake several years ago of thinking I could specialize in Real Estate Auctioneering after passing my state examination and attending an auction school. I discovered I needed experience in general real estate to be successful.

I'm more convinced than ever that auction selling has a place in real estate, even in this booming area, and can better appreciate the service I can offer the public and my fellow brokers now that I've been active in the field as a salesman.

Even though I never met the late R. C. Foland, I think I could sum up the reasons for his success in these words, "ENTHUSIASM — SERVICE — HONESTY." I only hope I can emulate these qualities and establish residential real estate auctions in this area.

**Cordially,  
Tom Long  
Lakewood, Calif.**

---

Dear Sir:

I am sending you my membership dues and my check for five dollars so that my name will appear on the Booster Page. I have enjoyed every copy of "The Auctioneer" and look forward to it every month. I also appreciate the fine job the National Auctioneers Association is doing. Without it we would find the going a lot harder.

**Sincerely,  
Jack W. Peoples  
Chesapeake, Va.**

---

Dear Bernie:

Thanks to Art Thompson for reading "The Auctioneer" from cover to cover as he stated in the January issue.

In 1938 I received my first catalog from the Reppert School of Auctioneering and when I saw Col. A. W. Thompson's picture and read that his ambition as a boy was to be an orator and an auctioneer that was right down my alley. Some nine years prior to that I received my Diploma in Public Speak-

ing from LaSalle Extension University in Chicago.

Back in 1939 a Mr. Bob Harris sent word he wanted me to sell his personal property. I sent him a post card saying I would be there. I arose early, walked 15 miles, and arrived at the farm just as he was taking my card from the mailbox. He had engaged another man, thinking I was sick and couldn't be there. This man dragged the sale out with his "once, twice and three times" and finally got everything sold but a Model A Ford.

The auctioneer refilled his pipe (the pipe was stronger than the man) and puffed away a while. After some conversation with the owner he said, "this man from Marshall County can sell your Ford if he wants too. The owner said, "Thank God," and the Model A Ford brought more than all the other items combined. The old auctioneer stepped up and handed me an American dime as my fee and said, "You'll learn but hit will take time." The owner paid him \$2.00.

So to you who are just starting, you are sure to have some hard sledding but remember, "You can if you will."

**Yours fraternally,  
William M. Preston  
Trussville, Ala.**

---

Dear Sir:

Enclosed is a check for my 1965 dues. I feel I get \$10.00 worth of information alone from "The Auctioneer" besides being a member of such a great organization.

We have really had some winter here but it has gotten better and we haven't had it nearly so bad here in the "Hills" as they have around me on the flats.

Sure hope to see you all in Spokane this July but my banker is pretty hard to get along with, cattle prices being as they have.

**Your Country Boy Auctioneer,  
Frank Roadifer  
Camp Crook, S. Dak.**

---

Dear Col. Hart:

Enclosed you will find my check in the amount of \$10.00 for my dues for 1965.

As I mail these checks in every year



for my Association dues and "The Auctioneer" it is hard to find words to express how much I enjoy reading our magazine.

After attending the National Convention this past summer I was very much impressed with the fellow auctioneers who were at the convention. It made me feel ever so more proud to be a member of the National Auctioneers Association.

Yours truly,  
Joseph Jay Maas  
Millville, Minn.

---

Dear Bernard:

Have just received my January issue of "The Auctioneer" and certainly enjoy it.

Eddie Morris, my partner, and I have been very busy all fall and winter. He has a sale someplace nearly every day. He sells so many horse and cattle sales, and is a general auctioneer in anything.

He and I sell farm sales together. As you know, I am semi retired. I just go when they ask me but that is quite often.

As you know, I have been in the business more than 50 years. On December 22 we held a big day marking our 50 years of married life. We have no family of our own but we have plenty of nieces and nephews. I am also a 50 year Mason.

Also, I was made our "County Cass King." This happened during a three day celebration in September here where we live in Plattsmouth.

Today is windy and cold but we have had a nice winter. (Jan. 8) Tomorrow, Dick Shea and I have a farm sale at Palmyra, Nebr.

As always, hoping for better auctioneers in Nebraska,

Rex Young,  
Plattsmouth, Nebr.

---

Dear Bernie:

Received the January issue of the magazine and enjoyed it very much. A letter from me should be somewhat of a shock to you but I know you and Bill Hagen correspond quite often.

1964 was a great year as I had more sales than I had ever had before. My

wife and I totalled up 163 sales and this includes a Navajo rug dispersion.

I am very sorry to have missed the last convention. Usually myself or Bill will be at the convention no matter where it is held. I'll guarantee you that we will be in Spokane and will assist Jim Messersmith on anything that he needs. As you know, Jim has been on our Staff of Instructors for many years and all of us at Western College think the world of him.

Bill and I pledge at every convention we will donate an application for admittance to Western College in hopes that it will defray expenses for the convention chairman.

Well Bernie, we're looking forward to another good term here at Western on March 8th, in the meantime we are busy booking our annual auto auctions here in Billings. We have Saturday afternoon sales for most of the dealers from now through February 15th.

Will close now and will see you in Spokane, if not before.

Auctioneeringly yours,  
R. J. "Bob" Thomas  
Billings, Mont.

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## Parke-Bernet Sales

Auctions scheduled at Parke-Bernet Galleries, New York City, for the month of February, include:

Feb. 5-6 — English Furniture, Silver and other decorations. Property of Grace Frelinghuysen and other owners.

Feb. 9 — American and English Literature, from Lowell P. Merrell and other owners.

Feb. 11 — Modern Paintings and Drawings, for Mrs. David A. Ingber and other owners.

Feb. 13 — French Furniture and Decorations. Estate of the late Loraine Kent Vichey and other sources.

Feb. 19-20 — English and American Furniture and Decorations from various owners.

Feb. 26-27 — Jades, Single-Color Porcelains and other Oriental Art, from various owners.



# 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

## Deleware 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: Wm. L. Gaule, Box 174,  
Chatham  
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: L. Howard Jewell, 194 Union St.,  
Mt. Gilead  
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

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Secretary: Dale McPherson, Box 639, Sturgis

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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: Martin F. Strate, Bridgewater  
Secretary: Dennis Ownby,  
1301 Hermitage Rd.,  
Richmond 20

## Washington State Auctioneers Association

President: Si Williams, 1003 Boyer Ave.,  
Walla Walla  
Secretary: Bob Berger, Pasco Airport, Pasco

## Association of Wisconsin Auctioneers

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



# THE LIGHTER SIDE . . .

## SUSPENSE GOT HER!

A maid who seemed to like the work gave notice without warning.

"Why do you wish to leave?" the lady of the house asked. "Is anything wrong?"

"I just can't stand the suspense in this house, madam."

"Suspense? What do you mean?"

"It's that sign over my bed that says: 'Watch ye. For ye know not when the master cometh.'"

## NOT ACCOMPLISHED YET

Hillbilly Schoolteacher to mountaineer: "Do you know your son swears terribly?"

"Yes'm he knows the words but he just can't put no feelin' into em, yet."

## FUTURE PLANS

Glen E. Berg of Canby, Minn., spotted this want-ad in the Canby News—WANTED: Used baby buggy in good condition. Also a dog house!

## THE READY ANSWER

A very pretty sweet young thing got on a bus with her little son. The little boy was demanding, "Is our cat a daddy cat or a mommy cat?"

"He's a daddy cat," the sweet young mother replied.

"How do you know he's a daddy cat?" the boy asked.

An expectant hush fell over the bus as everyone listened attentively to see how the blushing young mother would handle this. She was ready.

"He's got whiskers hasn't he?" she said.

## MAGNANIMOUS

A few weeks after getting \$1,000 compensation for the loss of her jewelry, an elderly lady wrote to the insurance company and told them she had found the missing gems in a cupboard. "I didn't think it would be fair to keep both the jewels and the money," she wrote, "so I thought you would be pleased to know that I have given the \$1,000 to the Red Cross."

## PRESTIGE

The boss had his assistant on the carpet.

"Billings," he said, "I understand that after the office party yesterday, you pushed a wheelbarrow down Grand Avenue. Don't you realize the company could lose prestige by such actions?"

"I never gave it a thought," said Billings, "because you were in the wheelbarrow!"

## A SLIGHT MISUNDERSTANDING

In the still of the night Mrs. Smith became ill. They quickly rushed her to the hospital, where Mr. Smith nervously paced the corridor. After what seemed like hours, a white-robed doctor emerged from the examination room and walked up to Mr. Smith.

"Nothing to worry about — your wife has quinsy," he said.

"My goodness," said Mr. Smith before he fainted, "that makes 15!"

## PUTTING IT MILDLY

Was your friend shocked over the death of his mother-in-law?

Shocked? He was electrocuted!

## DOUBLE DANGER

Beautiful blonde (yelling from window of burning apartment) — Save me! Save me!

Fire Chief (on ground below)— Say, Pete, I thought you sent one of your huskies up there to rescue that young lady!

Assistant — I did, chief. He's up there now!

## CHRISTENING

A man in a sadly nervous state carried his twins up to the baptismal font for the christening. "What are the names of the little boy and girl?" asked the minister.

"Steak and Kidney," stammered the embarrassed father.

"What!"

"Their names," corrected the wife angrily, "are Kate and Sidney."



## SCEWBALL INDEED

A man walked into a coffee shop during the lunch-hour rush, ordered a cup of coffee, gulped it down, left a dime on the counter and walked out. The waitress scooped up the coin and put it in her pocket, only to catch the cold eye of the owner staring at her.

She hesitated a moment, then shook her head sadly. "What a screwball," she confided. "Leaves a ten-cent tip, then walks out without paying."

## TALKATHON?

Judge — You were married to this woman for ten years and you left her without a word. Why?

Prisoner — I didn't want to interrupt her."

## THE GOOD OLD DAYS?

Sweet Young Thing: "It looks like the wedding is off, my boy friend has cold feet."

Granny: "Shame on you, young lady! In my day we didn't find out those things until after we were married!"

## EVIDENCE

"No, no!" said the mother hastily as the bride started to cover her pantry shelves with newspapers. "Leftover wallpaper, brown paper, paper bags if you like — anything but newspapers!"

"Why?" demanded the bride.

"Do you want everybody to know when you cleaned your shelves last?" inquired the experienced housewife.

## DETOURS AHEAD

"How are the roads around here?" he asked.

"Fine," came the native's reply. "We've abolished bad roads in this county."

"Sort of a big job, wasn't it?" asked the motorist.

"Nope," the farmer answered, "wherever the going is especially hard, we don't call it a road. We call it a detour."

## SAFE

Little Oliver was attending his first Sunday school class. "Do you say your prayers before eating?" he was asked.

"I don't have to," he replied. "My mother is a good cook."

## TYPISTS

One supervisor was telling another, "When I walk through the steno pool I feel like a piece of uranium approaching a whole battery of geiger counters."

"What on earth do you mean?" the other man asked.

"The closer I come the faster they click."

## NO FAVORS

An office cleaner inherited \$55,000. The staff gathered around her in excitement. "What are you going to do? Give up your job? Are you going to get lots of new clothes? A car?" and so on came the questions.

The woman looked at them sternly. "Of course I'm not giving up my job," she said. "I wouldn't know what to do with myself if I didn't work. But I'm warning you . . . heaven help them as gets in the way of my mop!"

## CAR REPAIRS

An immaculately groomed and attractive woman called for her car at the garage, paid the bill and drove off. She circled the block, came back and demanded the manager. When he appeared she held up her hands for inspection. The once spotless, white doeskin gloves were no longer spotless. "Tell me," she said sweetly, "what do your mechanics use for towels when they run out of steering wheels?"

## VOICE OF EXPERIENCE

The daughter of a woman who ran a boarding house was beginning to fall in love with a young man rooming there.

"Stay away from him," exclaimed her mother. "I'm willing to bet he's a married man."

"But, mother," replied the girl, "he swears he's single."

"I don't care," said the mother. "He acts married. Every time he pays me, he turns his back when he opens his wallet!"

## REVERSE PROCEDURE

Mother: "Stop pulling that cat's tail!"

Junior: "I'm not pulling his tail, I'm only standing on it. He's the one that's doing the pulling."



Parents who are afraid to put their foot down usually have children who step on their toes.

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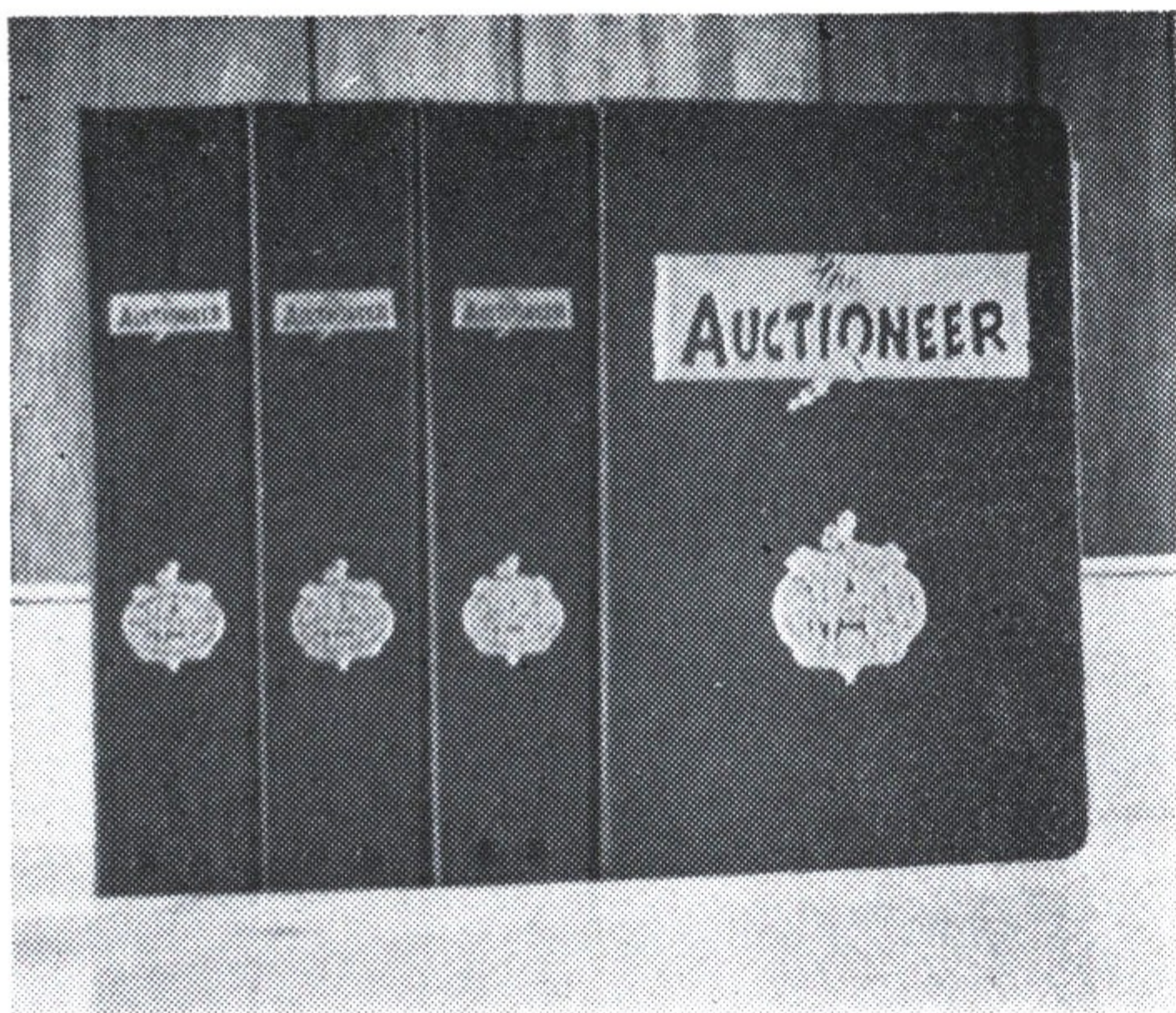
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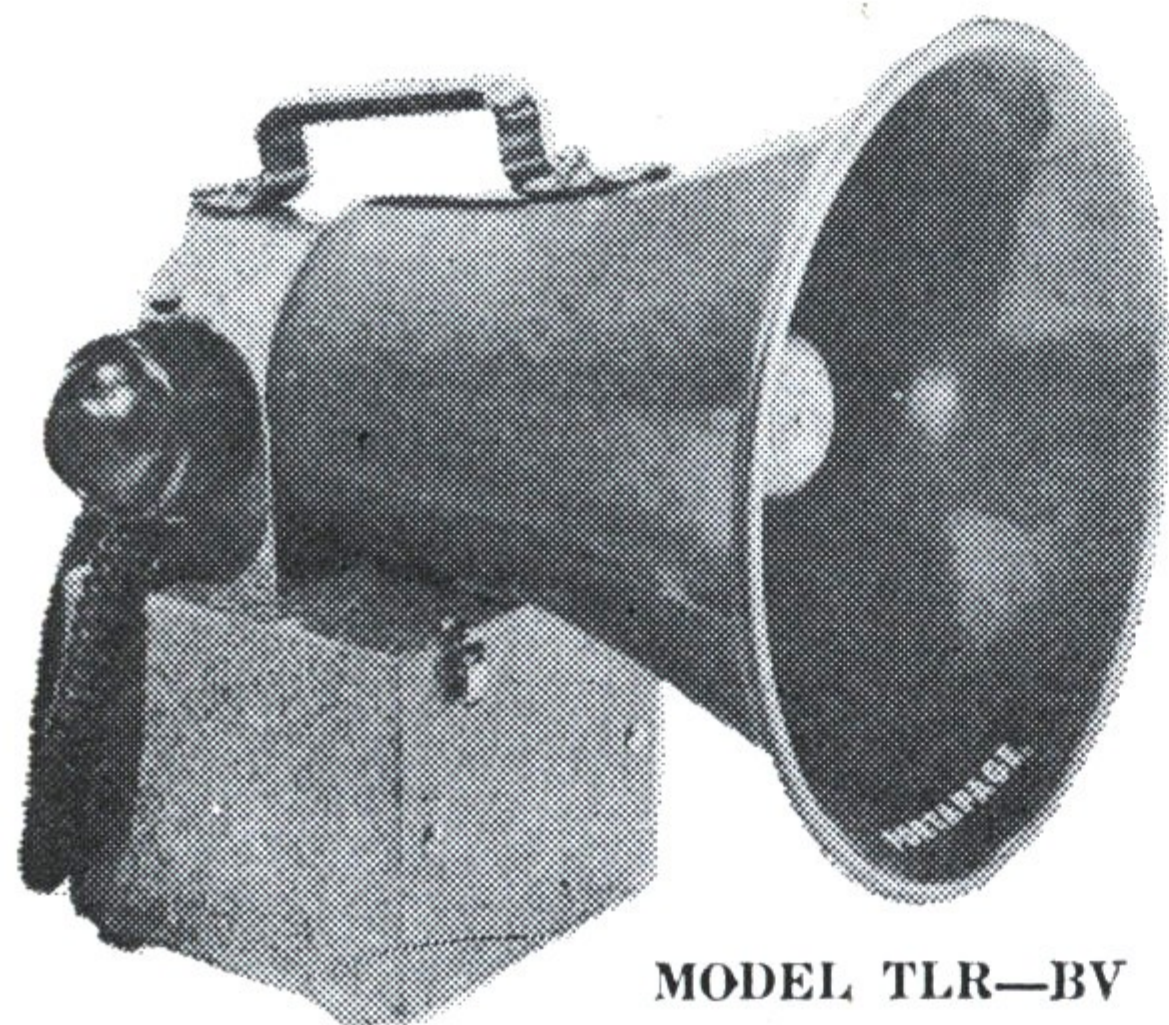
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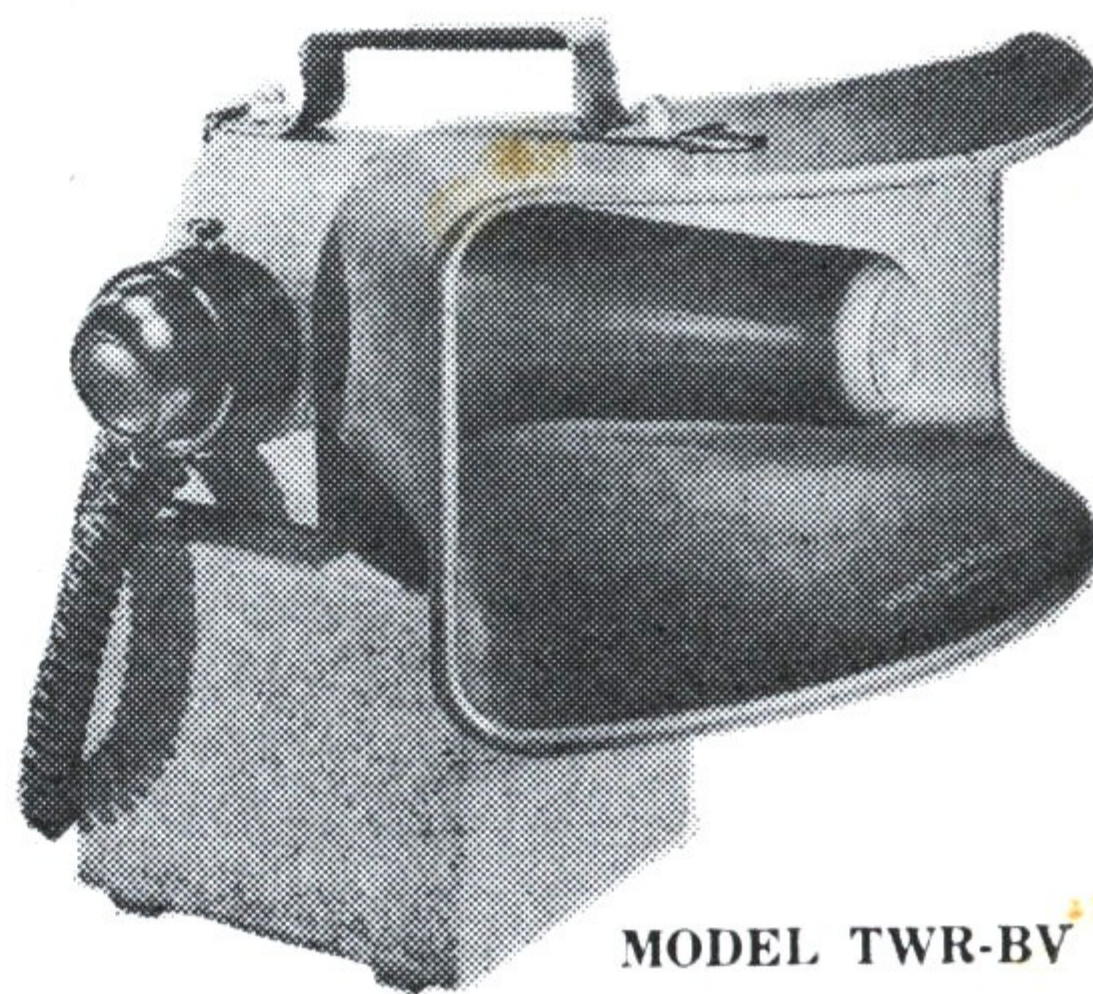
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