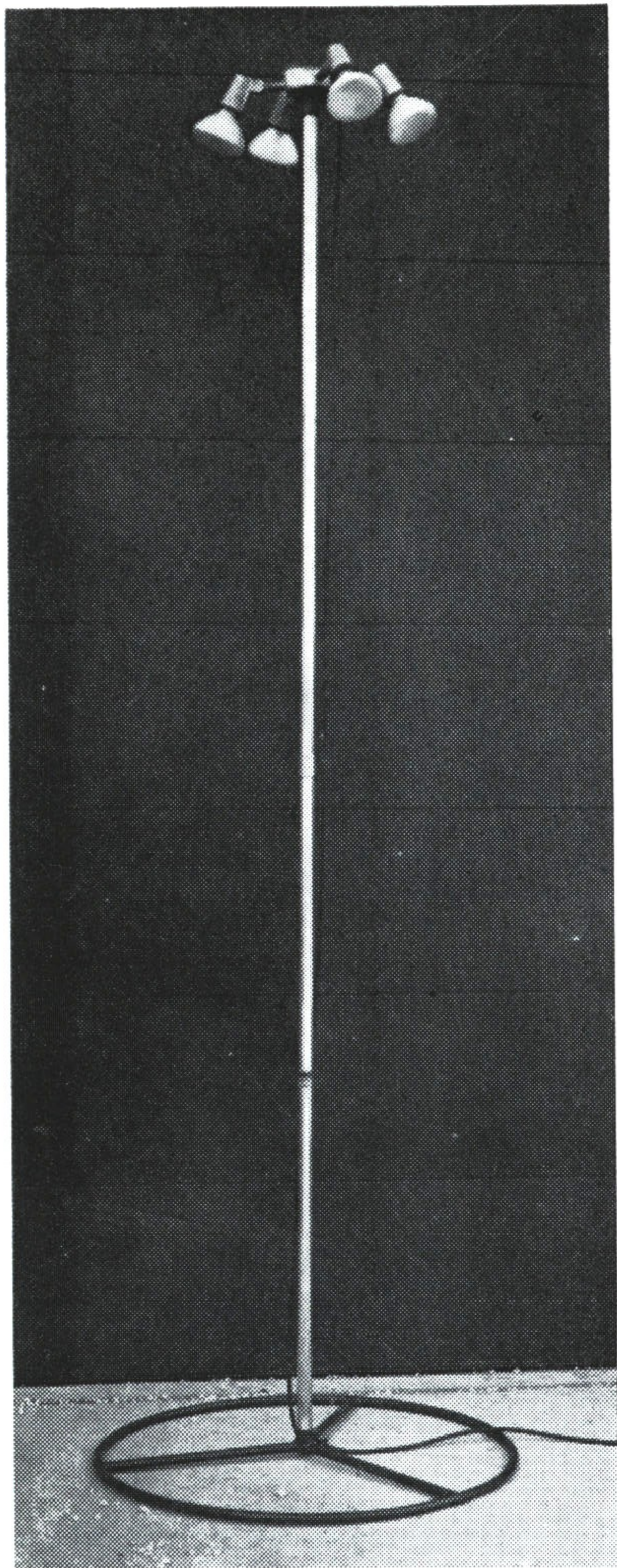


# *the* AUCTIONEER



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**THE AUCTIONEER**  
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**OFFICIAL PUBLICATION**  
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**NATIONAL**  
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803 S. Columbia St.  
Frankfort Indiana

**EDITOR**

Bernard Hart, Frankfort, Indiana

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promote the auctioneer and the auction  
method of selling.

The Editor reserves the right to accept  
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803 S. Columbia St. Frankfort  
Indiana

IN UNITY THERE IS STRENGTH

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# NATIONAL AUCTIONEERS ASSOCIATION CONVENTION

**Hotel Fort Des Moines**

**Des Moines, Iowa**

**July 15-16-17-18, 1964**

**Convention Chairman — Wendell R. Ritchie, Marathon, Iowa**

## PROGRAM

**WEDNESDAY, JULY 15, 1964**

3:00 to 8:00 P.M.—Registration—Assembly Area—Second Floor  
2:30 P.M.—Board of Directors Meeting (NAA)—City Room

### **NAA Officers**

President: Walter S. Britten . . . . . College Station, Texas  
1st Vice President: John A. Overton . . Albuquerque, N. M.  
2nd Vice President: John L. Cummins . . . Cynthiana, Ky.  
Secretary: Bernard Hart . . . . . Frankfort, Indiana  
Treasurer: Henry Rasmussen . . . . . St. Paul, Nebraska

### **Board of Directors**

Charles Corkle . . . . . Norfolk, Nebraska  
Curtis E. Cunningham . . . . . Greenwood, South Carolina  
J. Meredith Darbyshire . . . . . Wilmington, Ohio  
Ray Gevelinger . . . . . Dodgeville, Wisconsin  
Ralph W. Horst . . . . . Marion, Pennsylvania  
Riley T. Jefferson . . . . . Lincoln, Delaware  
Irwin E. (Pete) Murray . . . . . Ballston Lake, New York  
Bob Penfield . . . . . Bowman, North Dakota  
Carman Y. Potter . . . . . Jacksonville, Illinois  
Fred S. Ramsay . . . . . Madison, Tennessee  
Romaine Sherman . . . . . Goshen, Indiana  
Ray Sims . . . . . Leawood, Kansas  
Louis L. Stambler . . . . . Honolulu, Hawaii  
Herbert Van Pelt . . . . . Whitehouse Station, N. J.  
Brady L. Wooley . . . . . Little Rock, Arkansas

3:00 P.M.—Meeting of Reception Committee—Parlor A  
3:00 P.M.—Meeting of Entertainment Committee—Parlor A  
8:00 P.M.—Amateur Contest—Bill Riley of KRNT-TV, Master of Ceremonies — Grand Ballroom

# IN UNITY THERE IS STRENGTH

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## THURSDAY, JULY 16, 1964

8:00 A.M. to 5:00 P.M.—Registration—Assembly Area—2nd Floor

10:00 A.M.—Meeting of Auditing Committee—City Room

10:00 A.M.—Meeting of Grievance Committee—Parlor A

10:00 A.M.—Meeting of Resolutions Committee—3rd Floor

12:00 NOON—Luncheon—Grand Ballroom

Group singing of Star Spangled Banner—Led by Mrs. Jay Arnold, Mallard, Iowa

Pledge of Allegiance to the Flag

Invocation ..... Leon Joy, Ames, Iowa

Introduction of Convention Chairman

Welcome to Des Moines—Hon. Charles Isles, Mayor of Des Moines

Greetings from Iowa Auctioneers Association — Leland Dudley, President

President's Address—Walter Britten, College Station, Tex.

2:30 P.M.—Reconvene in State Room

“King Customer”—A demonstration in auction sale psychology by Paul McClure, Co-Owner of Kansas City Automobile Auction Co.

“Cartoons”—A demonstration by Frank Miller, Cartoonist for the Des Moines Register and a Pulitzer Prize Winner.

Adjourn

6:00 P.M.—Buffet Dinner—Grand Ballroom

7:30 P.M.—Fun Auction—State Room—Leon Joy, Howard Johnson and Earl Thies of the Joy and Johnson Auction Co., Ames, Iowa, in charge.

9:00 P.M.—Dance—Grand Ballroom—Music by Ralph Zarnow and his Orchestra, Iowa's Leading Convention Dance Band.

# IN UNITY THERE IS STRENGTH

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**FRIDAY, JULY 17, 1964**

8:30 A.M.—Continued Registration—Assembly Area—2nd Floor

9:30 A.M.—Call to Order—Grand Ballroom—Warren Collins, Jesup, Iowa, Presiding

“Selling Quarter Horses”—An address by Walter Britten, College Station, Tex.

“The Tobacco Auction”—An Address by Dean Cates, Kearney, Mo.

“The Auctioneer and the Purebred Livestock Industry”—An Address by B. O. Gammon, Secretary-Emeritus of the American Polled Hereford Association.

“Household Auctions—1964”—An Address by John A. Overton, Albuquerque, N. M.

“Bid Calling Seminar”—An educational feature with Brad L. Wooley, Little Rock, Ark., as Moderator

12:00 NOON—Adjourn

1:30 P.M.—Call to Order

“Small Business Liquidations”—An Address by Fred G. Quick, Aurora, Ill.

“Guidelines For the Future”—An Address by Charles Corkle, Norfolk, Nebr.

“Livestock Auction Markets”—A Panel Discussion with Bob Penfield, Owner of Home Base Auction Market, Bowman, N.D., Moderator

C. O. “Ces” Emrich, Co-Owner of Norfolk (Nebr.) Livestock Auction, Panelist

Russell Tubaugh, Past President of Iowa Auction Market Association, Belle Plaine, Iowa, Panelist

5:00 P.M.—Adjourn

8:00 P.M.—Star-Studded Variety Show, presented by Ralph Zarnow and featuring a great array of talent and TV personalities—Grand Ballroom

# IN UNITY THERE IS STRENGTH

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## SATURDAY, JULY 18, 1964

- 8:00 A.M.—Breakfast Meeting of National Officers and Directors with State Association Presidents and Secretaries as Guests.—Capitol Room. John A. Overton, 1st Vice President, NAA, Presiding Officer.
- 9:30 A.M.—Call to Order—Grand Ballroom—E. Joseph Steiner, Silver Spring, Md., Presiding
- “Farm Equipment at Your Auction Sale”—An Address by E. J. McNamara, Lancaster, Wis.
- “Plans and Procedures in Developing Membership in State Associations”—An Address by Reginald R. Oakley, Secretary of South Dakota Auctioneers Association
- “Real Estate at Auction”—A Panel Discussion with: Lyle Erickson, Cresco, Iowa, Moderator; Fred Ramsay, Madison, Tennessee, Panelist; James J. McGuire, Holstein, Iowa, Panelist
- 12:00 NOON—Adjourn
- 1:30 P.M.—Annual Business Meeting—National Auctioneers Association
- Secretary's Report
- Treasurer's Report
- Report of Auditing Committee
- Report of Grievance Committee
- Report of Resolutions Committee
- Report of Nominating Committee
- Election of Officers and Directors
- Acceptance Address of New Auxiliary President
- Acceptance Address of New N.A.A. President
- Announcement of 1965 Convention Site and other activities of Board of Directors
- 4:00 P.M.—Adjourn
- 4:10 P.M.—Meeting of 1964-1965 Officers and Directors—Parlor A
- 6:30 P.M.—Grand Banquet followed by Presentation of Awards and featured with an address by Millard Bennett, New York City, one of America's outstanding public speakers.
- 9:00 P.M.—Refreshments and Dancing

## **Ladies Auxiliary Convention Program**

**WEDNESDAY, JULY 15, 1964**

- 3:00 P.M. to 8:00 P.M.—Registration—Assembly area—Second floor
- 3:00 P.M.—Reception committee meeting—Parlor A
- 3:30 P.M.—Entertainment committee—Parlor A
- 4:00 P.M.—Officers and directors meeting—Parlor B
- 8:00 P.M.—Amateur contest—Bill Riley, M.C.—Grand Ballroom

**THURSDAY, JULY 16, 1964**

- 8:00 A.M. to 5:00 P.M.—Registration—Assembly area—Second floor
- 12:00 Noon—Luncheon with N.A.A.—Grand Ballroom—Group singing of “Star Spangled Banner” led by Mrs. Jay Arnold—Pledge of Allegiance to the Flag—Invocation, Leon Joy—Introduction of convention chairman—Welcome to Des Moines, Hon. Charles Isles, Mayor—Greetings from Iowa Auctioneers Association, Leland Dudley — President’s Address, Walter Britten, College Station, Texas—Adjourn to State Room—Salesmanship, Paul McClure—Cartoons, Frank Miller, Cartoonist and Pulitzer prize winner — Adjourn.
- 6:00 P.M.—Buffet dinner—Grand Ballroom
- 7:00 P.M.—Fun auction, State room, Joy, Johnson, and Thies, Committee in charge
- 9:00 P.M.—Dance—Grand Ballroom, Ralph Zarnow and his orchestra

**FRIDAY, JULY 17, 1964**

- 8:30 A.M.—Registration—Assembly Area—Second Floor
- 12:00 Noon—Ladies Luncheon—Governor and Capitol Room—Special Organ Music—Style Review, Ford—Cole Dress Shop, Sherwood Forest Shopping Center—Furs, Don Kneeter Commentator—Business Meeting—Installation of New Officers by Col. Walter Britton—Door Prizes
- 8:00 P.M.—Zarnow Variety Show with T.V. Personalities

**SATURDAY, JULY 18, 1964**

- 8:00 A.M.—Breakfast for new Officers and Directors
- 10:30 A.M.—“A New You”—Wig and Millinery Review—Wedgewood Room
- 2:00 P.M.—Auxiliary Presidents Speech—Assembly Area—Second Floor
- 6:30 P.M.—Grand Banquet—Second Floor
- 7:30 P.M.—Speaker—Millard Bennett, New York, N.Y.
- 8:30 P.M.—Coffee and lemonade hour—Dance Music

## Young People's Program

### WEDNESDAY, JULY 15, 1964

8:00 P.M.—Amateur Show—Sons and Daughters of Auctioneers  
Bill Riley, TV Personality, M.C.

### THURSDAY, JULY 16, 1964

10:00 to 11:00 A.M.—Activities for children under 12—Arizona Room,  
11th Floor  
10:00 to 11:00 A.M.—Activities for Teenagers—Ranch Room —  
11th Floor  
12:00 Noon—Luncheon with Parents—Second Floor  
2:00 to 3:30 P.M.—Activities for young people of all ages—11th Floor  
Professional entertainer, Sheri Berns  
3:30 P.M.—Frank Miller Cartoonist—Assembly area—Second Floor  
6:00 P.M.—Buffet Dinner—Assembly area—Second Floor  
7:30 P.M.—Fun Auction

### FRIDAY, JULY 16, 1964

10:30 to 11:30—Activities for children under 12—Arizona Room —  
11th Floor  
10:30 to 11:30—Activities for Teenagers—Ranch Room—11th Floor  
1:15 to 3:00—Activities for young people of all ages—Ranch Room—  
11th Floor  
Paul and Sylvia Zarnow, entertainers  
8:00 P.M.—Variety Show—Second Floor

### SATURDAY, JULY 17, 1964

10:30 to 11:30—Activities for children under 12—Arizona Room—  
11th Floor  
10:30 to 11:30—Activities for Teenagers—Ranch Room 11th Floor  
2:00 to 3:30 P.M.—Teenagers Record Hop and Party—Ranch Room  
6:30 P.M.—Grand Banquet—Second Floor

# We Are Expecting You

After many months of planning and preparation, Iowa invites every auctioneer and his family to the National Convention in Des Moines, July 16-17-18. Special efforts have been made to please all age groups. No stones have been left unturned in providing entertainment for the whole family. The speaking and panel program is loaded with the best talent in their respective fields.

The two large banquet and meeting rooms at The Hotel Fort Des Moines, as well as the fine food and many other accommodations, are conducive to the staging of a memorable convention.

Don't forget to use your Iowa Development Commission Brochure to locate the places of interest to see as you travel to and from the Convention.

We are not only centrally and conveniently located for every Auctioneer and his family in the United States and Canada, we are prepared and anxious to entertain you. We are looking for all of the regular convention attendants as well as many new ones.

See you in Des Moines.

Wendell R. Ritchie  
Convention Chairman

---

## National Convention Committee Members

### RECEPTION COMMITTEE

Mr. and Mrs. Mike Bloomer, Glenwood,  
Iowa—Chairman  
Mr. and Mrs. Irving Leonard, Elkader,  
Iowa  
Mr. and Mrs. Norvin Olson, Spencer,  
Iowa  
Mr. and Mrs. Lennis Bloomquist, Pocahontas,  
Iowa  
Mr. and Mrs. Marvin Van Syoc, Mt. Pleasant,  
Iowa  
Mr. and Mrs. Jay Arnold, Mallard, Iowa  
Mr. and Mrs. George Yancey, Ottumwa,  
Iowa  
Mr. and Mrs. Wm. F. McDonell, Hopkinton,  
Iowa  
Mr. and Mrs. Jack Bowman, Coon Rapids,  
Iowa  
Mr. and Mrs. Leon Joy, Ames, Iowa  
Mr. Loren Albrecht, Wall Lake, Iowa

### ENTERTAINMENT COMMITTEE

Mr. and Mrs. Clinton Peterson, Webster  
City, Iowa—Chairman

Mr. and Mrs. Al Boss, Carroll, Iowa  
Mr. and Mrs. Irving Leonard, Elkader,  
Iowa  
Mr. and Mrs. Leland Dudley, Sheffield,  
Iowa

### AUDITING COMMITTEE

Brad Wooley, Little Rock, Arkansas—  
Chairman  
J. O. Lawlis, Houston, Tex.  
L. L. Stambler, Honolulu, Hawaii  
Riley Jefferson, Lincoln, Del.  
Jim Messersmith, Jerome, Idaho

### GRIEVANCE COMMITTEE

Carman Potter, Jacksonville, Ill.  
Chairman  
Ray Sims, Leawood, Kansas  
Ray Gevelinger, Dodgeville, Wisconsin  
Bob Penfield, Bowman, N. D.  
Ralph Horst, Marion, Pa.  
C. E. Cunningham, Greenwood, S.C.  
Richard Brewer, Mt. Hope, Kansas

### RESOLUTIONS COMMITTEE

John Cummins, Cythiana, Ky.—Chairman  
Romaine Sherman, Goshen, Ind.  
Fred Ramsay, Madison, Tenn.  
Pete Murray, Ballston Lake, N.Y.

Herbert Van Pelt, Whitehouse Sta., N.J.  
Joe W. Donahue, Darlington, Wis.  
Fred Sherlock, St. Francis, Kans.

## **PUBLIC RELATIONS COMMITTEE (Permanent Standing Committee)**

E. Joseph Steiner, Silver Spring, Md. —  
Chairman  
Foster Sheets, Roanoke, Va.  
George Skinner, Indianapolis, Ind.  
W. J. Hagen, Billings, Mont.  
Garth Wilber, Bronson, Mich.  
B. G. Coats, Deal, N.J.

## **Iowans Plan For Greatest "National"**

"Convention Fever" was at a high pitch at the Annual Spring Meeting of the Iowa Auctioneers Association held at the Hotel Fort Des Moines, April 25-26. Responsibility of hosting what is expected



NAA President, Walter Britten, as he addressed the Iowa Auctioneers Convention in Des Moines, April 26.

## **2,000TH MEMBER TO RECEIVE SPECIAL AWARD**

Sometime during the month of June the National Auctioneers Association will break the "2,000 Member" barrier. This has long been a goal but it was not until now that reaching it is a certainty.

Walter S. Britten, current President of the NAA, has announced that he will make a special award to the new member who brings our total membership to the magic figure of 2,000.

This 2,000th member will receive the award during the National Convention in Des Moines. We don't know who it will be but we do know it will happen during the month of June. The winner will be advised in order that he may be present to receive the award.

to be the greatest of all National Conventions was in the air throughout the meeting. Iowans are taking the job seriously and are devoting their best efforts toward the National meeting which will be held at the same site just a few weeks away.

The first day consisted of a meeting of the Iowa Board of Directors and National Convention Chairman, at which plans for entertaining the National were thoroughly discussed.

The Sunday Program consisted of a Noon Luncheon followed by entertainment by Sheri Burns, entitled, "Talent In Review."

Walter Britten, President of the NAA, and Bernard Hart, secretary of the NAA, both addressed the group after which the business meeting was held. Here again, the National Convention overshadowed all other business and the members of the Iowa Auctioneers Association are pledging their entire efforts toward its success.

The National Auctioneers Association is the concern of every Auctioneer and every member should strike a blow in its cause.

## Montana Auctioneers Meet At Lewistown

By W. J. HAGEN

Members of the Montana Auctioneers Association met at Lewiston, April 12, at what was termed the most successful state meeting since the organization was formed four years. Frank Bass of Lewistown, was in charge of arrangements.

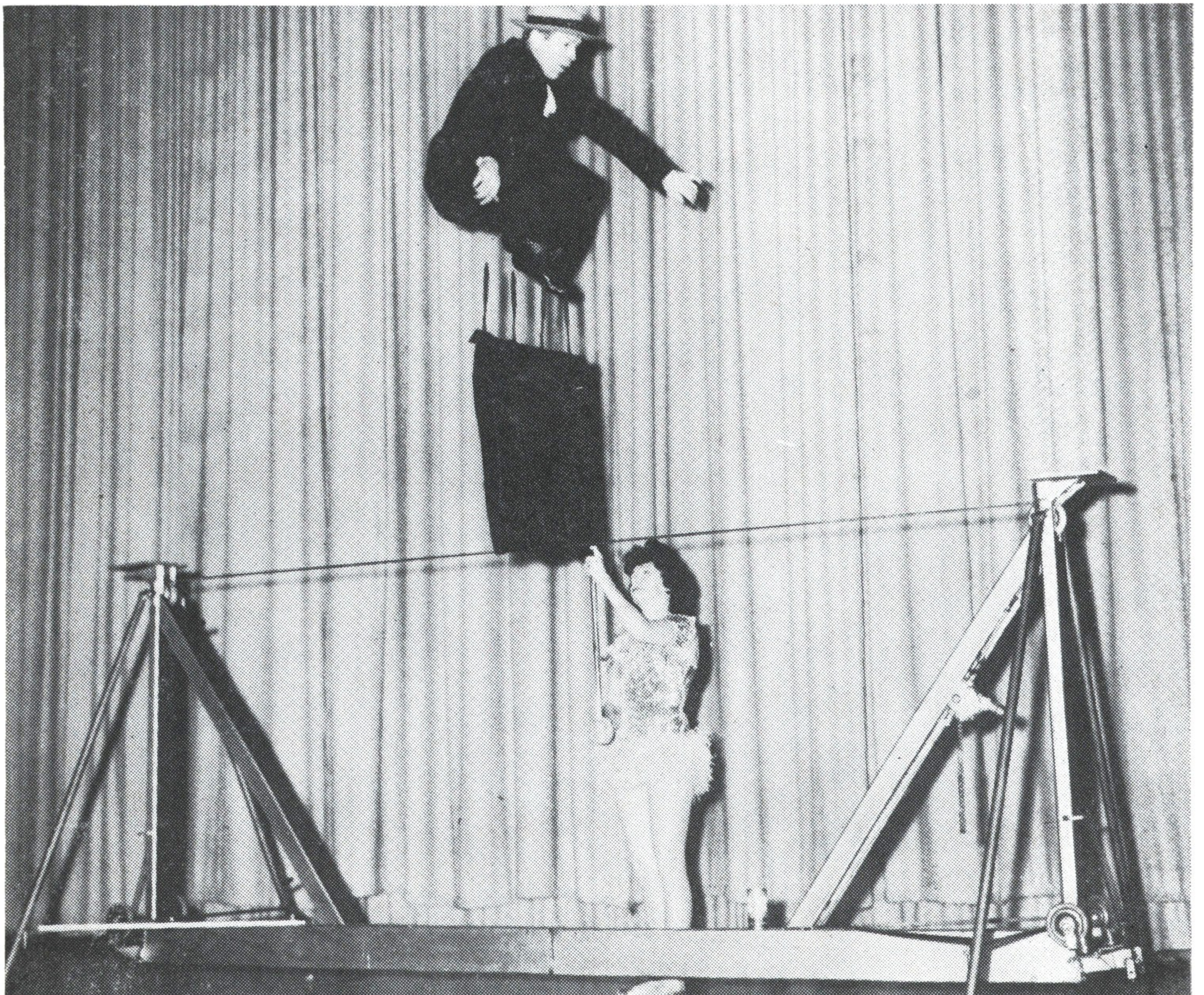
Bob Penfield, Bowman, N.D., President of the North Dakota Auctioneers Association and a Director of the National Auctioneers Association, was the featured speaker.

The group voted to conduct a compre-

hensive membership campaign between now and their next meeting, which will be held at Chico Hot Springs, August 29.

Willard Schnell, Miles City, was elected as the new President, and Bert Boughton, Jordan, is the new Vice President. W. J. Hagen, Billings, was re-elected Secretary-Treasurer. Gordon Gross, Worden, and Ray Petch, Dutton, were named to the Board of Directors.

President Schnell appointed the following Committees: MEMBERSHIP, Ray Petch, Ray Feragen, Walter Haynes and Howard Raser. MONEY RAISING PROJECTS; Walter Haynes, with the privilege of appointing additional members. PUBLICITY, Bert Boughton and Frank Bass.



Comedy on the High Wire! Doug Hart and Miss Avis, shown above as they appeared on the Ed Sullivan Show on May 10 of this year. This is one of the most sought after acts in America today. They'll perform in person for the greatest group of people in the world — the members of the National Auctioneers Association and their families at Des Moines, July 17.

## Auction - July 16 - 7:30 P. M.

Sale will be held at the HOTEL FORT DES MOINES,  
DES MOINES, IOWA, in the State Room.

Yes, its the ANNUAL FUN AUCTION sponsored by the  
National Auctioneers Association.

State associations and individuals who anticipate donating an item for the National Convention fun-auction at Des Moines are requested to verify their intent with the fun-auction committee. This is to give the committee a tentative plan of the nature and quantity of items to be sold.

It is suggested that this item might be a representative product of the particular state from which it comes. The item may be sold by a state officer or other member. Also, some items may be sold by those with two years or less experience, as in other years.

Address correspondence to:

Earl Thies  
Joy and Johnson Auction Co.  
3504 Grand Ave.  
Ames, Iowa

## Amateur Entertainers

### *Come Early – Win \$100.00 In Cash Prizes*

Wednesday afternoon and evening arrivals will be entertained with an Amateur Contest by Auctioneers' sons and daughters.

Three prizes in each class will be given. Age grouping will be 2-12 and 13-21. Any son or daughter of an auctioneer wishing to enter this contest may do so by sending their entry to the Entertainment Chairman, Clinton Peterson, Box 276, Webster City, Iowa by June 30.

Bill Riley of Radio and T.V. station KRNT will M.C. this show.  
Contestants must furnish their own accompanist.



### ENTRY BLANK

I am interested in participating in the amateur contest to be held at The National Auctioneers Convention, Wednesday, July 15th. at 8:00 P.M.

Name \_\_\_\_\_

Address \_\_\_\_\_

Age \_\_\_\_\_

Type of act \_\_\_\_\_

Number in act \_\_\_\_\_



Who wouldn't like to see the ELLEN BELL DANCERS in person? They are a part of the Zarnow Variety Show that will be presented Friday, July 17, at our National Convention.

---

**LADIES AUXILIARY  
CONVENTION COMMITTEES  
WELCOMING COMMITTEE**

Mrs. Leland Dudley  
Mrs. Lou Peterson  
Mrs. Jay Arnold  
Mrs. George Yancey  
Mrs. Mike Bloomer  
Mrs. Lyle Erickson  
Mrs. Robert Winegarden  
Mrs. Howard Johnson  
Mrs. Marvin Rogeness  
Mrs. Irving Leonard  
Mrs. Warren Collins  
Mrs. Al Boss  
Mrs. Wendell Ritchie  
Mrs. Guy Pettit

(All the above Committee Members  
are from Iowa).

**NOMINATING COMMITTEE**  
Mrs. Carol Grubaugh, Nebr., Chairman  
Mrs. Margaret Heise, Wisconsin  
Mrs. Fred Ramsay, Tennessee  
Mrs. C. E. Cunningham, South Carolina  
Mrs. Marilyn Hudson, Illinois  
Mrs. Betty Steiner, Maryland

**AUDITING COMMITTEE**  
Mrs. John Overton, New Mexico,  
Chairman  
Mrs. Walter Britten, Texas  
Mrs. Carman Potter, Illinois

---

The secret of good health is to leave  
the table hungry, the bed sleepy, and the  
tavern thirsty.

---

It usually takes more than three weeks  
to prepare a good impromptu speech.  
—Mark Twain.

# THE LADIES AUXILIARY

Greetings from Iowa to all of our National Auxiliary Friends:

Dear Ladies:

Now that we have packed "Old Man Winter" far back into the closet, our thoughts are turning to all of the pleasant summer activities. The most exciting, no doubt, is planning that family vacation. We hope you will consider the three days spent at the National Auctioneers Convention in Des Moines a part of that vacation. I know of no other way you can obtain more friendly fellowship, fun and activity; than to join this big happy family this third week-end in July.

All of us in Iowa will be most anxious to meet those of you who may be new to the organization. Making so many new friends is always a thrilling experience and a great part of the convention. Of course, I can hardly wait to renew all of my old acquaintances and catch up on the latest news.

The Iowa Auxiliary has been having a happy and busy time planning activities for you and your children. We think we have some wonderful surprises in store for you!

In addition to the planned childrens program, there will be qualified baby sitters available for hire to those sending in advance notice with registration.

For you, the sight-seer, Des Moines has much to offer. We have a beautiful Capitol with a formal Garden on the South Lawn that every flower lover will want to see. The Des Moines Art Center is one of the best in the Mid-west.

So — **RUN!** don't walk to your nearest calendar and circle July 16, 17, 18, because those are the days you and your family are coming to Hotel Fort Des Moines for the National Auctioneers Convention. We in Iowa are looking forward to seeing you.

Sincerely,  
Irene Dudley  
Pres. of Aux. to the  
Iowa Auctioneers  
Association

If you desire instruction and improvement from others, you should not express yourself as fixed in your present opinions. Otherwise, modest and sensible men who do not love disputation will leave you undisturbed in possession of your errors.

I early learned the habit of expressing myself in terms of modest difference, never using, when I advanced anything that may possibly be disputed, the words **certainly**, **undoubtedly**, or any others that give the air of positiveness to an opinion; but rather would say, I **conceive** or **apprehend** a thing to be so; or It **appears to me**, or I **imagine it to be so**; or It is so, if I **am not mistaken**.

This habit, I believe, has been of great advantage to me when I have had occasion to inculcate my opinions and persuade men to measures that I have been from time to time engaged in promoting.—**Benjamin Franklin**.

## THE LADIES AUXILIARY TO THE NATIONAL AUCTIONEERS ASSOCIATION

### President

Mrs. Lewis Marks, Abingdon, Ill.

### 1st Vice President

Mrs. Albert Rankin, Alger, O.

### 2nd Vice President

Mrs. Walter Britten, College Station,  
Texas

### Secretary-Treasurer

Mrs. Harvey Baldwin, Denver, Colo.

### Historian

Mrs. Ken Burrows, New Wilmington,  
Pennsylvania

### Directors

Mrs. Charles Corkle, Norfolk, Nebr.  
Mrs. James Buckley, Shelbyville, Ind.  
Mrs. Lou Stambler, Honolulu, Hawaii  
Mrs. John L. Cummins, Cynthiana, Ky.  
Mrs. Margaret Berry, West Newton, Pa.  
Mrs. Al Boss, Carroll, Iowa  
Mrs. Owen Hall, Celina, Ohio  
Mrs. David Tracy, Pavilion, N. Y.  
Mrs. Clint Peterson, Webster City, Ia.  
Mrs. Ernest Freund, Fond du Lac, Wis.



Iowa's Leading Convention Band, Ralph Zarnow and his Orchestra, will be furnishing the music at our National Convention. Be there to dance with them following the Fun Auction on Thursday evening.

# **Show Your Merchandise**

The opportunity to show your products to prospective customers and explain their merits in person is your Number One Sales Aid.

**Exhibit At The National Auctioneers  
Convention, Des Moines, Iowa, July 16-17-18**

**For information, write:**

**National Auctioneers Association, 803 S. Columbia St.,  
Frankfort, Ind. 46041**



# Recent Auction Report Recalls Old Memories

By COL. POP HESS

For this month of June these lines have been written from May 11 to May 15. In fact, as I write this column I have had my ears pinned back and am living around home, somewhat in seclusion.

On the morning of May 2nd as I was trying to get out of bed and do my usual Saturday chores I found I had a numbness and my fingers and feet were draggy and I had to get back in bed. When the Doctor arrived he gave me quite a working over, pounding here, there and most everywhere and he came up with this: "Your blood pressure is normal, no temperature, and if you have what I think you have it is a virus and if you will take the pills I give you, eat as I tell you, you will be OK in about two weeks."

Well, I have come through the first week and am now on the second and am able to write and get from my bed into a wheel chair and can walk about half-way right. I eat, sleep and have no pain to speak of. Now the question, what is a virus? My definition to that word is that it is a nickname for what is really wrong with anyone who has it. The doctor writes a prescription for you to take to the druggist. It is written in Latin which I cannot translate but I have a friend who knows these things and he told me what the doctor wrote to the druggist. It says, "Now I have mine, it is time for you to get yours." Of course this is a joke but I like to think about it this way and by June 1, when you read this, I hope to be back on my usual routine.

The May issue reached me on May 3 and I was happy to note that by convention time we may have 2,000 members in the NAA. With much idle time on my hands I have fully read every page of that issue. It was a good one, even the jokes were extra good. In reading my

own column my thoughts were if I had it to do over I would have improved it some. In fact I have just received a short message from my old time kidding competitor and here are his remarks: "Have just read your May column and it sounds like the Old Goat has been eating the same old sauce, at least ten cans, and I am going to suggest that this old goat be dehorned!" Well, he may have a point at that.

On page 21 of the May issue, "Ex-Sheriff's Auction" it recalled memories. This was the sale of the estate of my long time good friend, Earle Brown, who at one time had many Belgian Draft Horses on his Brooklyn Farm in Minnesota. He also had a nice place in the State of Vermont, near Lyndonville, and back in 1944 I had the pleasure of conducting a Dispersal Sale for him of his purebred herd of Morgan horses on the Vermont farm. This was a fine sale, some 60 head selling and while I had through many years conducted a lot of horse sales, both purebred and commercial, this was my first and only purebred Morgan sale. I could put a star on this one as one of the best I ever conducted.

On the recent sale it mentioned the unusual items selling such as harness and wagons in the Minneapolis sale. It reminded me of what I looked over in a large building Earle had on his Vermont farm. There were many unusual buggies, carts, light wagons, all kinds or harness, old fashioned coaches and even an old horse-drawn hearse. On the day of the Morgan horse sale many in attendance spent much time looking through his buildings. Also, I recall in my approach in opening the sale I remarked, "This event has many firsts for me, my first time to conduct a sale in Vermont,

my first Morgan horse sale and also the first time to conduct a sale for a farmer and livestock breeder who owns his own hearse!"

While I had been conducting sales for many years as of 1944 and had sold in New Hampshire, Maine and other New England states it was my first time to sell in Vermont. The joker in this also was as I concluded the sale that day, a local auctioneer who was in attendance asked me if I had a License to sell in Vermont. Naturally, I did not have and a few days later I received a sharp letter from the State of Vermont, telling me I sold a sale in their state without a License and wanted to know what I was going to do about it. After several letters and threats from both sides for over a period of six months I received a License through the mail, good for two years (1944-45). The sad part about it was that I never got to use it as I was never called back to Vermont for a sale. I was never invoiced for the License and just how it was worked out is still a "virus" to me.

Am very happy to note the State of Kentucky has cleared the gate to let purebred livestock auctioneers of out of state to act as auctioneer without having to obtain a Kentucky State License. As I see this, all other states wanting Licensing Laws will have a more workable law if they follow this pattern. Purebred livestock auctioneers are specialists in the art of selling, they do not handle any sale proceeds, but only call the bids and declare the animals "Sold". They are of great value to the livestock producers of any state and to the respective Breed Registry Associations.

**Next month is our Convention Number. Read it closely and be in Des Moines in time for the full event.**

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"Johnny had asked so many questions that his father was out of patience. "Look here," he said, "didn't you ever hear about the boy who asked so many questions that he turned into a question mark?"

The boy pondered a moment. "Daddy," he asked, "how did he keep the little dot under himself?"

## Market Operator Is Man Of Many Talents

By WARREN COOK

In making visits to Certified Livestock Markets over the country I continue to be amazed at the versatility the successful market operator must possess.

First and foremost he is a businessman with a large investment in his plant. And although this must be his most important asset, it is only one of a number of jobs which he must do well in order to make his business profitable.

Besides being a businessman he must also be an expert on livestock to be able to accurately appraise it for prospective consignors. He must be a salesman, public relations man, advertising expert, bookkeeper, auctioneer, planner and designer.

True, many of these jobs come in for little of his attention, but at the same time he must have knowledge of all of them in order intelligently to make decisions concerning them.

Today's market operator travels (and he travels plenty) in a modern mobile office, many complete with two-way radios with which they keep in contact with the main office, or telephones to contact sellers and buyers all over the country.

Modern methods of advertising consist of more than putting a notice of sale in the local paper. Advertising is a big item in the budget of any successful operator and today's market operator must be able to select the form which best suits his needs and then administer the program in a manner which will do him the most good.

He must continually plan for the future if the business is to survive, designing physical structures to best serve his needs and meet the demands of his customers. He must be able to convince producers that his market is the best place to sell and provide first-rate service to buyers, consignors and all others who have an interest in his business.

The public image of the market operator has improved a great deal in the past few years and will continue to improve in the future.

(From Livestock Market Digest)

## Col. Arthur Billiter Suffers Fatal Attack

Col. Arthur R. Billiter, Harvel, Ill., was found dead on his tractor the evening of May 6. He apparently had become ill while operating the machine and had stopped the tractor and turned off the ignition. He had suffered from a heart condition the past few years. He was 67 years old at the time of his death.

Col. Billiter was a successful auctioneer and devoted worker for organization of auctioneers. He held membership in the International Association of Auctioneers in the early 1920's. He was active in his State and National Associations and was a past President of the Illinois State Auctioneers Association.

A fellow Illinois auctioneer writes of his passing as follows, "Art always found time to be at the Auctioneers' Conventions and devoted much of his time and

talents to the betterment of the profession. He leaves behind a fine family and a profession that is much better because he was a part of it."

Col. Billiter was a "regular" at National Conventions and expressed his intentions to be in Des Moines this summer in a letter reprinted in a recent issue of "The Auctioneer."

He was a veteran of World War I, a member of the American Legion, Masonic Lodge and the Christian Church. He is survived by his widow, four daughters, one brother, one sister and eight grandchildren.

## Buys Auction Market

Clayton A. Berg, partner-owner of Mitchell Livestock Sales Company, Mitchell, South Dakota, has acquired the market facilities at Rapid City, South Dakota, and has commenced market operations as Stockmen's Auction.



## 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. **\$2.50 each**

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

**BUMPER STRIPS**—Advertising the Auction method of selling. **35c each; 3 for \$1.00**

All Items Sent Postpaid

Send your order with remittance to

**THE AUCTIONEER**

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



GRADUATES OF MENDENHALL SCHOOL OF AUCTIONEERING, MAY 2, 1964

Seated are three of the Instructors, left to right: Robert (Red) Mendenhall, Forrest A. Mendenhall and Herman Crawford.

Standing, front row, left to right: Sam A. Cowart, North Augusta, S.C.; Tommy S. Bruce, Jr.; Greenville, S.C.; John R. Cox, Campobello, S.C.; Roger L. Mozingo, Lexington, N.C.; J. W. Carpenter, Thomasville, N.C.; Harrell Shore, Yadkinville, N.C.

Back row, left to right: P. H. McKinney, Granite Quarry, N.C.; Johnnie M. Tilley, Statesville, N. C.; John Sorrell, Wallace, N.C.; Tandy M. Woods, III, Honea Path, S.C.; Mont Davis, Jr., Clarksville, Tennessee.

# Thirty-Three To Go

## For 2,000 Members

Just 33 to go as of May 15 to reach our cherished goal of 2,000 members. We have been tantalizingly close to this figure on several occasions but now it is actually within grasp and when our fiscal year closes, June 30, we are certain to have passed the 2,000 mark.

Our 1967 members on May 15 was an increase of 103 over a month earlier and an increase of 145 over the same date a year ago. Ohio still maintains the lead in membership by states but Pennsylvania closed most of the gap during the past month. Only other change in the top ten ranking states was Nebraska moving into 4th place, ahead of Indiana, as a result of their membership drive which is just getting underway. By June 30 Nebraska could well be in the lead if their current drive continues to produce results.

Iowa also recorded a gain of 15 members the past month and is closely pushing those immediately ahead in numbers. Top ten states in order are: Ohio, Pennsylvania, Illinois, Nebraska, Indiana, Tennessee, Wisconsin, Kansas, Kentucky and Iowa. A comparative table of members by states follows:

State	Mem- bers May 15 1963	Mem- bers April 15 1964	Mem- bers May 15 1964
Alabama	8	9	9
Alaska	1	1	1
Arizona	7	9	9
Arkansas	12	21	20
California	50	41	45
Colorado	27	36	39
Connecticut	4	7	7
Delaware	3	2	2
District of Col.	1	1	1
Florida	18	27	27
Georgia	17	17	17
Hawaii	3	1	1
Idaho	11	9	9
Illinois	125	131	135
Indiana	115	126	127

Iowa	63	63	78
Kansas	87	81	82
Kentucky	92	77	79
Louisiana	6	9	9
Maine	2	4	4
Maryland	19	21	21
Massachusetts	28	27	30
Michigan	56	56	57
Minnesota	19	20	21
Mississippi	1	5	6
Missouri	45	56	65
Montana	31	26	26
Nebraska	122	107	128
Nevada	2	2	2
New Hampshire	4	3	3
New Jersey	31	32	32
New Mexico	14	17	18
New York	62	62	64
North Carolina	22	25	26
North Dakota	17	17	18
Ohio	153	146	149
Oklahoma	24	26	27
Oregon	13	15	17
Penrsylvania	171	139	146
Rhode Island	5	6	6
South Carolina	9	7	8
South Dakota	26	23	23
Tennessee	77	94	94
Texas	44	61	68
Utah	2	2	2
Vermont	4	4	4
Virginia	31	39	42
Washington	10	11	11
West Virginia	14	17	17
Wisconsin	76	86	91
Wyoming	16	17	18
Australia	1	1	1
Canada	18	24	25
India	2	0	0
TOTALS	1822	1864	1967

It's not the minutes you take at the table that makes you feel fat—it's the seconds.

By the time a man gets old enough to watch his step, he isn't going anywhere.

# We Talk Auction Business

By JOHN A. OVERTON

Some people go South in the Winter to get warm but Mrs. Overton and I went North in February — to North Dakota — to conduct Seminars on Auction House Operations for the North Dakota Association. Saw some old friends and also some weather we had forgotten existed. We left the land of sunshine and while we know it wasn't bad weather for them, it seemed pretty rough to us — We drove



through two snow storms on the way but had beautiful weather coming back home!

We were fortunate to have one Auctioneer who had been in the Furniture Auction business in a town of 4,000 people in North Dakota, but had more furniture consigned than he could sell and only operated one day each week. There are lots of towns in lots of States that will support a furniture operation. There isn't any way that an Auctioneer can get started as quickly, meet as many people, do as much advertising in as short a period as with a Furniture Auction House!

It may not be as glamorous as selling Real Estate, Registered Cattle, Airplanes,

or Race Horses but everyone has furniture,, every one buys and sells furniture and do not forget the Commission of 30 per cent on Furniture and Appliances and 50 per cent on "junk and odds and ends", makes it more glamorous.

I can't get over the fact that many, many auctioneers keep spending years and years breaking into the auction field when an Auction House properly operated will establish them in a few months.

It was a pleasure to visit North Dakota and all the Auctioneers who attended the Seminars, we sincerely hope they enjoyed the day as much as we did.

We still have the problem of securing new members for the N.A.A., however we have more and more to offer a new member and with the activity all over the country in Legislative Bodies, the unorganized had better join, or they will all sink separately! Whether you are for or against Auction Laws, all auctioneers had better get organized or they may be legislated into something that will kill their Business. Do you want to be responsible for all the debts of the man you sell for? Under some recent State Laws you could not settle an Auction for weeks because you might be liable for the amount of the auction. Without mentioning any names. I talked to an auctioneer about five years ago who said, "It can not happen here". In a recent letter he changed to "How did it happen?"

It happened because only a few auctioneers attended or belonged to their State Organization! When you can only speak for 40 or 40 auctioneers it doesn't carry much weight — 1,000 auctioneers would make an impression and carry some weight! Better get organized and do not be in the position my good friend is — "It can not happen here!" — did happen and it is rough to operate under that sort of handicap!

We operate under recorded mortgages — and that is and should be the Auctioneers responsibility but unlisted debts could ruin any auctioneer regardless of how careful he was. We had a perfect

example the other day — a man we had a \$3,000.00 household Sale for had almost \$900.00 in unsecured debts, no recorded mortgages — no liens and no judgments — so it can happen!

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## Nebraskans Hold A Successful Meeting

By HENRY RASMUSSEN

Nebraska Auctioneers held their 1964 meeting and Convention at the Yancey Hotel in Grand Island, May 2, Franck Diercks, President, called the meeting to order at 10:00 A.M. Mayor Howard Petersen gave the "Welcome to Grand Island" and the "Response" was given by Henry Rasmussen.

Luncheon was served to 135 people, one of the largest groups to ever attend a state meeting. There were 89 auctioneers registered of which 17 were new members.

The afternoon program included a talk on Public Relations by Warren Cook, Norfolk; Advertising, Sales Promotion and Organization by Dale Hanna, York; A report on the National Association and invitation to National Convention by Bernard Hart, NAA Secretary; and a talk on the Value of Associations by Charles Corkle, Norfolk.

A report was made on the Membership Drive followed by a Panel Discussion on all phases of the auction profession. Dean Fleming served as Moderator and Ralph Kuhr, Don Werner, Ronnie Woodward, Virgil Olson, Charles Gannett, Ray Flanagan and Ernie Weller were Panelists. This has always been an interesting portion of the Nebraska Program.

Dean Fleming, Atkinson, was elected President for the coming year and Ralph Kuhr, Blair, was elected Vice-President. Henry Rasmussen, St. Paul was named Secretary-Treasurer. Named as Directors for three year terms were: Virgil Olson, Hastings; C.C. Gannett, Omaha; and Don Strotheide, Chadron.

Again at the evening Banquet, a record attendance was present to hear Guest Speaker, Robert T. Reilly, Director of Special Resources, Creighton University, Omaha.

## Auction Of Zoo At Livestock Market

Perhaps the auction method of selling has been used before to sell such things as lions, bobcats, foxes, badgers, big horn sheep, peacocks, pheasants and monkeys, but if so, it failed to attract our attention.

So we'll score a first for Allen Swenson's Dalhart, Texas, Livestock Auction Company. Recently, he managed the disposal of the livestock and equipment of a private zoo in Dalhart.

He succeeded in obtaining \$225 each for two lions, \$85 for a white male deer, \$45 for a tame female bobcat, but only \$9 for a mean male bobcat. Two prairie dogs brought \$4 and the big horn sheep were sold for \$50.

Mr. Swenson says the owner, Mrs. W. P. Gumper, and her son, Forrest, were well satisfied with the results. The sale attracted attention nationwide from the news services and buyers came from many states. A delegation of businessmen came from Nashville, Tenn. They had in mind starting a zoo there. The animals from the zoo brought slightly more than \$1,000.

Mr. Swenson believes this was the first time a zoo was ever sold at auction animal by animal and cage by cage.

He also concludes that the saying, "Action by Auction" has a good deal of merit — and has been proved again.

Who is there to dispute him?

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## Charity Auction

On June 27, beginning at 10:00 A.M., at the Paul Z. Martin Sales Arena near Blue Ball, Pa., the Southeastern Chapter of the Pennsylvania Auctioneers Association will hold their Annual Charity Auction.

Some 25 auctioneers will be on hand to sell donated and consigned items with the proceeds going to the Child Development Center. This event has been more successful each year, the project is for a worthy cause and it provides a sense of fellowship among the auctioneers of the area.

# The Challenge We Face

By WALTER S. BRITTEN

The greatest profit you can make this year is your investment share in your National Auctioneers Association as well as your State Association.

Visualize, if you can, what our country would be like without the many fine organizations that we find in every community, city, county, state and our great nation. They are people who have joined together to make our country a better place in which to live. We have to stop thinking that conditions now are the same as in the past and that rules of the game are the same. Products and services are changing as well as resource patterns. Population is changing; more of us are younger, richer, spending more on education, reading, transportation, and general living expenses. Our attitudes toward business may be changing too, but our society has to learn to accept it. Our attitude toward work is changing. It is an accepted fact that the same small group in most any organization does the planning, managing and influencing. These same people contribute their time and money without thought of personal gain, but for expansion and achievements for their organization.

Can you imagine what the auction profession would be like without a good state or national organization? Perhaps we fail to appreciate our organizations and there are many who feel we do not need an organization. How can any concern expect accomplishments without organized plans? With our growing nation, organizational work will become more and more required and we are going to appreciate its importance more than ever before. The fact that a small group of auctioneers banded together for a common cause a number of years ago and organized our National Association was created out of and because of the need for such an organization. Our present day need is greater today than it was on the day of its origin. The need for support is also greater today. We live in a very complex world, where it

seems every group must work together, some even to survive.

The auctioneers of this country must cooperate and work together more earnestly and rigidly than in previous years. We must be ever mindful that we are largely self-employed and care not to be burdened with a list of regulations. One only must observe what has happened in the fields of agriculture as well as industry. Without a large, strong membership it is possible that the forces of bureaucracy will take over—we cannot be complacent. We must be aggressive. Membership in an organization means more than attending an annual meeting. It means reliability, moral accountability, integrity and ability. We must be able to present a solid front for free enterprise.

If our organization of auctioneers were organized as labor or industry, we would be able to defend our cause and march forward. Our membership consists of a small percentage of the auctioneers of this country. We have made progress each year, but we need more members and a more active participation of all the members. With member's help this can be accomplished. This is our greatest challenge.

The membership's job is to elect persons as officers and directors who possess leadership, good business judgement and sound belief; but without an active partaking of the members who are interested in their own business, they cannot be very influential.

You ask just what can you do? Just think if each member secured only one new membership—you have then increased the enrollment and have contributed an important phase toward your organization. This is entirely within the realm of possibility. You cannot secure that new member if you do not ask someone, and if he already is a member he will proudly tell you so. Give the prospective member an opportunity. For some reason or another most people like a personal invitation to join — it seems

to make them feel more important and wanted. Above all, inform him of the magazine, The AUCTIONEER, as this is a very good selling point and many do not even realize that we have this publication.

As auctioneers we have a rich heritage. We must preserve that heritage for generations to come. The best way we are able to do this is to join together in an organized effort and stand up and be proud to be a small part of your National Auctioneers Association. Differences between people are assets, not liabilities. We need maximum interdependence without the need to protect ourselves against each other.

"I dare you, whoever you are, to share with others the fruits of your daring. Catch a passion for helping others and a richer life will come back to you."

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## Massachusetts Group Adopts Chapter Plan

By JOHN A. HILDITCH

In an endeavor to bring the benefits of membership to all the auctioneers in the state, the Massachusetts Auctioneers Association has initiated a Chapter Organization Committee. Members of the committee are Col. Frank Onischuk, Col. Joe Cancelleri and Mrs. Florence Cornell.

The Committee has divided the state into four sections, identifying each section with a letter, using the following: S-O-L-D. Each section has its own chairman and clerk who in turn will work with the State Association Officers. Finance for the formation of each Chapter is furnished by the State group. This is to be repaid after the Chapter has sufficient funds of its own.

Once each year, all Chapters will get together for an Annual Meeting and Banquet. It is believed this will help in increasing State membership. Travel distance to meetings will be greatly reduced.

The Massachusetts Auctioneers Association now has 128 members but it is felt there is approximately 1200 auctioneers in the State. Col. Phil Goldstein, Boston, is President of the State group.

## Pennsylvania Plans For Summer Meeting

By HAROLD K. KELLER

Pennsylvania auctioneers will hold their Annual Summer Meeting at the Sherwyn Hotel in Pittsburgh's Golden Triangle, June 14-15. Registration will commence at 4:00 P.M. on June 14. Ladies are especially invited.

Sunday evening's program will consist of a seminar with Col. Paul Z. Martin and Col. Homer H. Sparks as Moderators. Subjects will be, "Do's and Don'ts of Ring Work" and "Real Estate at Auction."

On Monday morning the Business Meeting will be held followed by Luncheon and an address in the afternoon by William Livengood.

With the location being in Western Pennsylvania, it is hoped that some of the Eastern Ohio auctioneers and their wives will also attend.

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## Col. H. D. Forke Dies Suddenly At Age 69

Herbert D. Forke, a pioneer auctioneer of Lincoln, Nebr., died suddenly at Rochester, Minn., April 4. He was 69 years old. Forke was recognized as a national expert in the sale and appraisal of used heavy construction equipment. He was senior partner in the nationally known auction firm, Forke Brothers.

Col. Forke was born on a farm near Lincoln and was a lifetime resident of Lancaster County. He had held membership in the Nebraska and National Auctioneers Associations for many years and served as a Director of the former organization. He was also a member of the First Presbyterian Church, Kiwanis Club, University Club, Chamber of Commerce, Masons, Scottish Rite and Shrine.

Survivors include his wife, sons Avery and Dean, who are active members of the Forke Brothers firm, five sisters and four grandchildren.

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During the last century, the man who saved money was a miser; today he's a wonder.

# Auctions, Country Style

By **GEORGE MICHAEL**, Secretary New Hampshire Auctioneers Association  
Past Director, National Auctioneers Association

Some years ago, I wrote an article for "The Auctioneer" relating the building of an auction barn and its operation in the business of consignment selling here in New Hampshire. We are still going strong in our 15th year of business, which proves that so far as we are concerned, auctions are here to stay.

The post war years from 1950 to 1956 saw an era of excellent business in consignment auctions. It was a new way of selling and buying for many people who were caught in a period of rising prices for consumer goods, but with wages still depressed during those adjustment years after the war. Many people resorted to selling the family possessions and as a result the consignment auction business was very brisk and profitable. The antique craze had not struck everyone as it has recently, and they were plentiful. People brought them in to be sold by the truckful out of grandmothers attics and barns and they were bought eagerly by dealers who had ready markets in the larger cities. This was an era when antiques had very good value, yet the people selling them didn't know what they were selling. This spread resulted in good profits which were plowed back into the business, so that where we had a small auction barn 100x34 feet, and a concession 30x34 ft., we now have the same barn which is stuffed as always, along with a retail store with over 8,000 square feet, a restaurant seating 92 people all done in early American fashion, with a huge fireplace, etc., plus storage areas which figure to about 5,000 sq. feet. In addition we own a huge terminal warehouse that was used for a trucking concern in which out of season merchandise is stored by the van load and taken out when needed.

The advent of the discount houses brought about a reduction in business relative to the sales of new merchandise during the years from 1956 through 1962, but during the past year and this year, we have watched a return to the auctions

for quality goods at really good prices. The discounters are still in the throes of selling imported tools, etc., which we long ago have discarded in favor of American made goods, as the public prefers better quality, yet wants a competitive price. As a result, profit margins have shrunk, but customers have increased, so volume business has kept us healthy. We seat 350 people, and have standing room for another hundred or so. I still recommend that new merchandise requires a crowd of at least 300 people for volume selling, and anything less will not pay off. We still charge 25% commission on all sales, which sometimes is not enough for the grade of goods brought in. We sell our consignments first, and fill in the rest of the auctions with our own goods.

An outgrowth of my handling many antiques has been my association with our local educational television station WENH-TV in Durham at the University of New Hampshire. I was asked to institute a series of TV programs to educate people to antiques, yet make it interesting and challenging. The mail from all over the country to this program seems to have justified the effort. The program is available to any educational TV station in the country from the NET depository in New York City, and may be of great interest to other auctioneers in the country who would like a first hand briefing on early American antiques, etc. It is now being televised in places like New York, Washington, D.C., Pittsburgh, Philadelphia, Ohio, Florida, Minnesota, San Francisco as well as all over New England. You may ask your local station to carry it.

One of the recent highlights of the program was the appearance of NAA member Geo. A. Martin, the Yankee Auctioneer from East Lebanon, Maine, and Maurice Abbott, antique dealer and retired auctioneer from North Berwick, Maine. These two swapped yarns with me about auctions and auctioneering and proved to be one of the most popular



**George Martin (left) and George Michael (center) discuss auctioneering with retired auctioneer, Maurice Abbott, during an appearance on Col. Michael's TV antiques Program, currently showing all over the country.**

shows we did. George told of a really successful auction he did near Nottingham, N.H., the site of a nudist colony. He advertised there would be "two hours of selling, and one hour of looking." He also related the experience he had during a rainstorm at another auction in Maine. The people crowded on a porch, and George was selling out of the doorway. He went into the house looking for the next item, then turned around again only to discover his crowd had disappeared. He looked again, only to discover that the porch had collapsed, and everybody had dropped into the shallow cellar below.

We also related the experience when I sold a chair at my auction barn, and thought it had brought an unusually high price for so common a chair. After the auction I asked the man why he paid so high a price for it. Just then, his wife came from the restaurant, and he greeted her with "Dear, look at the chair I just bought, it's a perfect match to the one we have at home, and I thought you'd like to have a pair of them." She retorted, "You damm fool, I brought

that chair in here to get rid of it tonight, and here I have it back again with a commission to pay." Maurice told of the time he dreamed he passed away and went to auctioneers' heaven. St. Peter confronted him and asked him if he had ever done anything kind in his life. Maurice said he remembered giving a newsboy an extra nickel once, and also remembered giving a man who was down and out a dime for a cup of coffee. Whereupon, St. Peter turned to his assistant, and said "Give Abbott his fifteen cents back and send him in the other direction." Needless to say, the city people flipped over this show.

Some dealers have asked if it has been wise to teach people about antiques, as it might make buying more difficult. Answer by telling them it is easier to do business with an educated person than an uneducated one. Too many people think that because something is old and highly carved it is an antique. I've enjoyed exploding this theory teaching them it must be of good quality and most of all desirable.

I've lost a lot of good friends to the

Grim Reaper during the last 15 years. Notably, Frank Rowe, who used to travel with me through the country buying. Frank always said that "Two liars were better than one, when it came to buying antiques. You lie, and I have to swear to it." Frank would never trust a man who looked up through his eyebrows when he talked to you.

George Thompson, who passed on last fall, was 85, and perhaps as old an active auctioneer in the country at the time. George had done a sale just 3 weeks before passing on. He was a charter member of the New Hampshire Auctioneers Association and a good supporter. When he would sell clothing, he'd say "I have three changes of clothing myself, put on, take off, and go without." This used to shock some knitters and sitters in the front row, but George always got a kick out of it. One day George said he had a two dollar bid to start an old violin, just as many auctioneers do to get a slow bidding crowd going. One character started to protest he wanted to know who had made the bid. George tried to quiet him down but the man threatened to call the sheriff and make a big fuss over it. Whereupon a sweet old lady rose and said she had given the bid and proceeded to lambaste the critic in front of the crowd so that he beat a hasty retreat. After the auction she told George he could have the violin back, she just enjoyed giving somebody hell for once in her life.

I forsee a good future for the auction profession. The auctioneer who is willing to work hard, and keep his customers and subscribers' interests foremost in his business dealings will always get ahead. A man once said to me, "I have always been taught that a man can't serve two masters. How can you auctioneers claim to serve both your consignors and buyers without favoritism to either." Whereupon, I said to him, "The auctioneer is engaged to bring people together to consummate an agreement, much as a minister pronounces the words of benediction over a bride and groom. When the auctioneer says 'Sold,' he pronounces the new owner and the merchandise in question man and wife, to have and to hold, un-

til he sells it at auction." In this way the auctioneer serves both the owners with favoritism toward none.

## Lewis Marks Dies Of Heart Attack



Lewis G. Marks, Abingdon, Illinois, died of a heart seizure May 21. He had been hospitalized two weeks earlier with a similar attack.

Not only a successful auctioneer, he was also interested in the improvement of the auction profession. He was one of the early members of the National Auctioneers Association and of the Illinois State Auctioneers. He had served on the Board of Directors of the National Auctioneers Association, served in various committee assignments and held a Life Membership.

His wife, Ruth, has been active in Ladies Auxiliary work and is currently President of the Ladies Auxiliary to the National Auctioneers Association. He is also survived by two daughters.

Further details are unavailable at this time as the news of Col. Marks' death reached the office of "The Auctioneer" as it was going to press.

# Art Dealers Group Plans 2nd Annual Summer Show

More than fifty of America's leading art galleries, members of the Art Dealers Association of America, will join together to present "The Art Dealers Association Second Annual Summer Show," to be held from June 23 to August 1 at the Parke-Bernet Galleries, Inc., 980 Madison Avenue (New York). This exhibition of more than 150 paintings, sculptures and other works of art, will be open to the public Tuesdays through Saturdays, 10 a.m. to 5 p.m., admission free.

"The Art Dealers Association Second Annual Summer Show" is designed to demonstrate the great variety of artistic expression, both of the past and the present, exhibited in American dealers' galleries. At a time when most galleries are closed for the summer the exhibition will provide visitors and summer residents of New York in this World's Fair year with an opportunity to see in one place a cross-section of the works shown in the galleries of leading dealers in New York, Chicago, Los Angeles and Boston. Included will be works by the School of Paris, The Eight and other Americans of the early part of this century, the Abstract Expressionists, pop art, and other contemporary works by European and American artists.

The Art Dealers Association held its first Summer Show at Parke-Bernet in 1963. The popularity of that exhibition encouraged the Association to make such a show an annual affair.

The Art Dealers Association of America, under whose sponsorship the exhibition will be held, is an organization whose membership comprises fifty-nine of America's leading galleries and whose major purpose is the improvement of the standards and stature of the art gallery business in the United States. Alexandre P. Rosenberg, of Paul Rosenberg & Co., is President of the Association and serving with him on the Board of Directors are Grace Borgenicht Brandt of the Borgenicht Gallery, Dan R. Johnson of the Willard Gallery, and Antoinette M.

Kraushaar, Pierre Matisse, Klaus G. Perls, Eugene V. Thaw and Eleanore B. Saidenberg of the galleries in New York which bear their names. Sally Fairweather of the Fairweather-Hardin Gallery in Chicago and Robert M. Light of R. M. Light & Co. of Boston and Scotsdale, Arizona are board members representative of the dealers outside New York. Ralph F. Colin is Administrative Vice President and Counsel.

Other members are: ACA Gallery, Alan Gallery, Associated American Artists, Babcock Galleries, Leo Castelli Gallery, Galerie Chalette, Cordier & Elkstrom, Peter H. Deitsch, Tibor De Nagy Gallery, Downtown Gallery, Duveen Brothers, Andre Emmerich Gallery, F.A.R. Gallery, Feingarten Galleries, Chicago, Forum Gallery.

Also Rose Fried Gallery, Allan Frumkin Gallery, Chicago, James Goodman Gallery, Buffalo, Grand Central Moderns, Stephen Hahn Gallery, Dalzell Hatfield Gallery, Los Angeles, B. C. Holland Gallery, Leonard Hutton Galleries, Martha Jackson Gallery, Sidney Janis Gallery, Samuel M. Kootz Gallery, Felix Landau Gallery, Los Angeles, Charles Lock Gallery, Albert Loeb Gallery, Main Street Galleries, Chicago, Midtown Galleries, Milch Gallery, Boris Mirski Gallery, Boston, Park Gallery, Detroit, Betty Parsons Gallery.

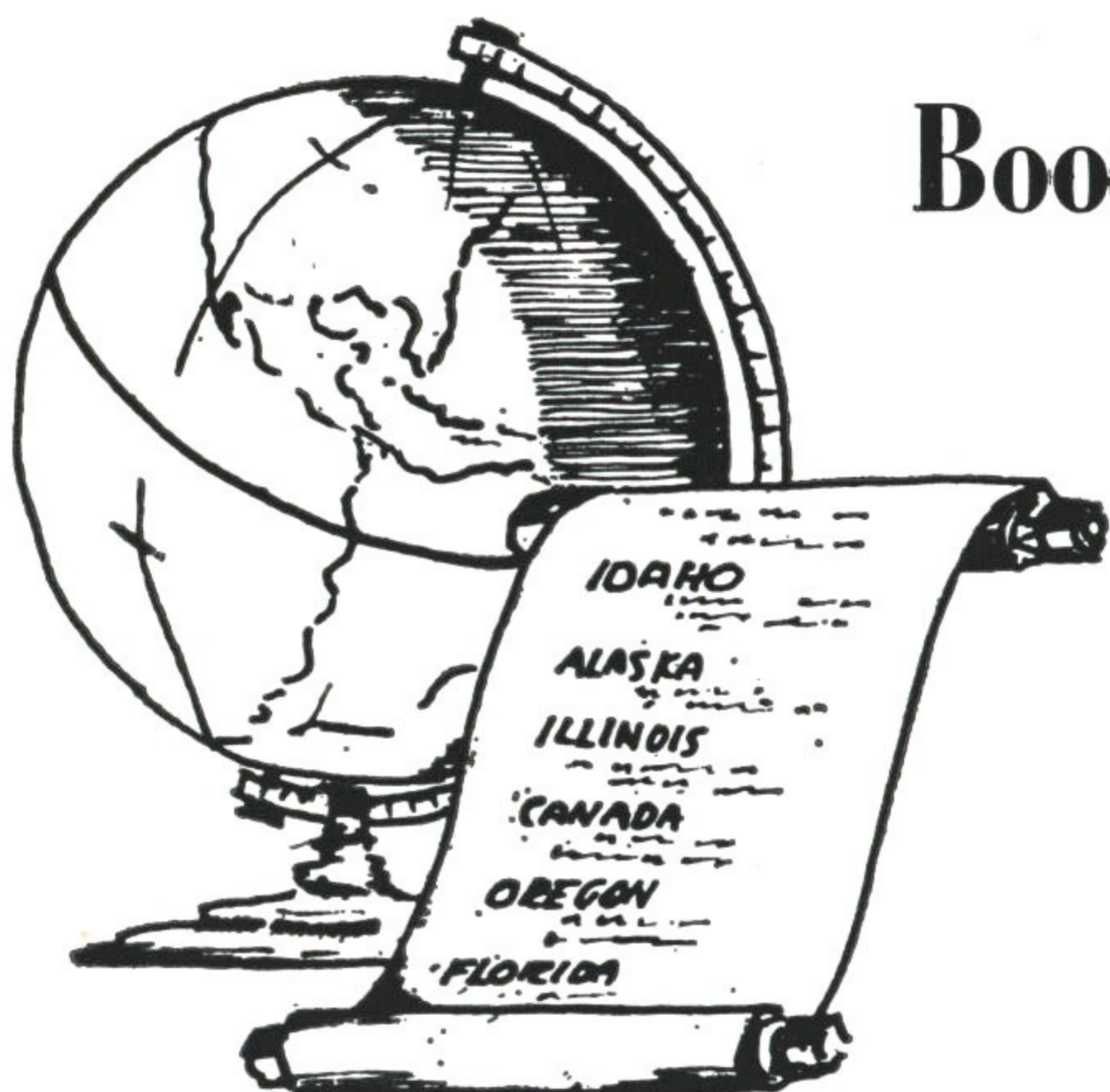
Also, Peridot Gallery, Frank Perls Gallery, Beverly Hills, Poindexter Gallery, Rehn Gallery, Bertha Schaefer Gallery, Helene C. Seiferheld Gallery, Charles E. Slatkin Galleries, Stable Gallery, Staempfli Gallery, Catherine Viviano Gallery, Maynard Walker Gallery, Weyhe Gallery, Howard Wise Gallery and Zabriskie Gallery.

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Behind every successful man stands a woman who couldn't be more surprised.

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I'd just like to have 1951 wages, 1935 prices, 1928 dividends and 1900 taxes.



## Boosters for 'The Auctioneer'

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

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ELSEWHERE

The Ladies Auxiliary to the  
National Auctioneers Association

# THE MEMBERS SAY . . .



Gentlemen:

I have enjoyed every copy of "The Auctioneer" that I have received and I think every auctioneer in the country should be a member of the N.A.A. to strengthen our organization.

Kindest regards and best wishes,  
Fred J. Ramaker

Pres., Colorado Auctioneers Ass'n.  
Denver, Colo.

\* \* \*

Dear Bernie:

As you know, I set a goal for myself to send in four new members this year. Well, with the one you will find enclosed this will make the fifth one since last year's convention.

Mrs. Crowell and I are looking forward and making plans to attend the convention this year in Des Moines, Iowa. Will try to bring several Oklahoma members with us.

We of the Oklahoma Auctioneers Association will hold our convention in Oklahoma City, Friday, July 10.

Bernie, if you will send me a few copies of THE AUCTIONEER and some application forms I will try and write up some of those who do not belong.

Lets do more in sixty-four!

Sincerely yours,  
V. K. Crowell  
Oklahoma City, Okla.

Dear Col. Hart:

Enclosed \$5.00 check for Booster Page. I enjoy very much reading "The Auctioneer" and finding out what my fellow auctioneers are doing throughout the country. I look forward with pleasure to each new issue that comes out. Keep up your excellent work.

Sincerely yours,  
Maury Riganto  
Norfolk, Va.

\* \* \* \*

Friend Bernie:

Enclosed is our remittance for Booster Page in "The Auctioneer."

We have had just fair runs of sales the past season but have had good prices so far. Cows have been selling pretty good, from \$260.00 down to \$175.00. We have a sale coming up with 400 head of good white-faced cows. They are good cattle and we are hoping for \$225.00 average.

We have had lots of rain and snow, everything looks good, wheat is fine and we should have lots of grass.

Yours truly,  
Grant R. Phillips  
Wallace, Nebraska

\* \* \* \*

Dear Bernie:

Enclosed you will find my 1964 dues along with five dollars for the Booster Page as I think the magazine is interesting.

Registered stock sales are down, regular horse sales are still high, furniture sales are good and real estate is selling high. We have no farm sales in this part of the country.

Have signed up, as you know, three or four auctioneers in Northern California. Would like two or three application forms.

Sincerely yours,  
Cy H. Jones  
Central Valley, Calif.

\* \* \* \*

Dear Bernard:

I have been meaning to write you for some time but things in Eastern Colorado have been real busy this past fall and spring. The auction business has been very good to me but the summer coming on will make it a little slower, no farm sales now, nor machinery auctions. Only a few household sales and some town real estate. We are very thankful to live

in such a wonderful community.

We do so much enjoy "The Auctioneer" and read it faithfully the day it comes. It is so good to read of other auctioneers and about their business. We, here in Colorado, are trying to add to our membership. There are a lot of auctioneers that do not belong to the association.

Keep up the wonderful work and we'll try and see you in Des Moines, in July.

Sincerely yours,  
Troil Welton  
Wray, Colorado  
Vice-President,  
Colorado Auctioneers  
Association

\* \* \* \*

Dear Col. Hart:

Enclosed please find check for my 1964 membership dues, also for the Booster Page.

I believe that all auctioneers should belong to the N.A.A., as it would bring more unity to the auctioneering profession.

"The Auctioneer" is most helpful and I look forward to reading each issue.

Thank you,  
Helen M. Schumacher  
Kansas City, Missouri

\* \* \*

Howdy Bernie:

I guess it's about time to write again. The last time I started to write a lawyer called and he had a group of heirs with a big sale in prospect. So I took off, booked the sale and neglected the letter completely. But just read on and I'll make up for lost time. No, this isn't Pop Hess, it's the mountain plow boy, C. B. McCarter, coming with auction news from East Tennessee. 1963 was our record-breaking year in number of sales and we hit some big deals, too. We still try to look at our small and big sales with the same eye as we did our first sale.

I remember when I'd wait for the paper to come off the press with a sale that sometimes we would lose money on. I sold a sale of mountain real estate the first year and my competitor said I would never get anyone to the sale. I gave away one hundred silver dollars and had everyone there including the doctors and lawyers. We wound up losing

\$250 of borrowed money but it proved C. B. McCarter Auction Co. could take a crowd anywhere and sell a small sale of something that could only be sold by the auction method.

Now, we are popular with people everywhere, especially with mountain sales. We sold a piece of this real estate for \$800 a few years ago and last June we sold it again for \$34,450, or \$550 per acre. As a result of this sale we have been selling mountain land that ten years ago would have brought hardly nothing. No, we didn't oversell this property, it made 64 lots. You would be surprised to know how many of these lots have since sold for a profit.

Our way of advertising reaches hundreds of miles in some ways. It places the property in the spotlight. Our advertising ran wild last year because we had more business and had to depend on more help. We used quite a bit of TV advertising just to be smart with our competitors but we booked at least one \$76,000 sale through this program. One has to do things in a big fashion in these Democratic days of do it big or bust.

We had a bad, cold December, a record breaker. We sold straight through December and almost froze to death. My bones still ache. We didn't do much in January but in February we booked 27 sales, almost one a day. We have sales booked through July but there are none booked for CONVENTION DAYS. We hope the entire family makes it this year.

Before we get into family affairs, land prices, due to the auction method of selling, are good and real estate is easily sold. Good locations are increasing in value each year.

Now, going back to the family. Our family has been increased by two, with two fine daughters-in-law. Both Edd and Fred are building new homes. Fred's beautiful new home will be ready to move into next week and Edd hopes to get his finished soon. I wish you could see how happy these young folks are as they are getting ready to get into their homes. They plan to attend our great Convention, with their wives.

Freddie married LaVerne Fain whose parents own Fain's famous poultry farm.

Edd married Carolyn Etherton, daughter of one of Sevier County's leading farmers. Both girls are absolute ladies all the way and come from the finest down-to-earth families in Sevier County. So we are proud of our daughters-in-law. They plan to help the boys clerk auctions this year. They seem to love auctions very much and they got a lot of auction when they got Edd and Fred, the famous McCarter Brothers.

The court OK'ed Fred to set values on a sale where a minor was involved. The judge says there's a story on this young man. The first sale I saw him sell he was standing on a cracker box and he sure could sell and if anyone is qualified to know values this young man is. He cut his teeth with his dad, selling real estate.

Forgive me for bragging, I don't mean to, we're just happy. See you all if the good Lord is willing, at our Convention this July.

Truly I'm just auction crazy,  
Same name we started with,  
C. B. McCarter, the mountain  
plow boy  
Sevierville, Tenn.

## Auction Offers The Odd And Unusual

INDIANAPOLIS, Ind. — An auction, offering such items as oriental rugs, diamond rings and 800 pair of new men's shoes (size 8-C), will be held at the estate of the late Skiles E. Test, 6700 Fall Creek Road.

The estate was known as the "house of blue lights" because it was a legend that Test kept his first wife's body in a glass casket surrounded by blue lights.

Test, 74 years old, president of Indianapolis Motor Inns, Inc., died March 18. Survivors, including his third wife Mrs. Ellen Test and a daughter, Miss Louellen Test, both of Burlingame, Calif., found assorted items valued at several thousand dollars.

The estate included two complete power plants and a cat and dog cemetery with headstones. Test, who always bought in large quantities, also collected thousands of phonograph records and had 150 cats and 15 St. Bernard dogs.

# Two Indiana Auctioneers Complete Television Series

Russell and Dean Kruse of Auburn, Indiana, have recently completed their second year on a weekly television show. The station is WPTA Channel 21, Fort Wayne, Indiana. The show was for children with full audience participation. It was live from the television studio every Saturday morning at 10:00. The show was sponsored by the Pepsi Cola Company of Fort Wayne, Indiana. Pepsi Cola advertised spot commercials during the week urging the children to write in and be on the show. Each commercial had the auctioneers chant in the background to add spice in the excitement of the advertising. The format of the show only allowed 50 children a week to be on television at one time.

When the show started 2 years ago,

they auctioned off toys and sporting goods, radios, televisions, and record players to the children. The children used Pepsi caps to buy the prizes instead of money. The first total of the caps spent on the program was 5,000, then the next show the total bottle caps were 10,000 then 15,000 and kept going upwards for 2 years until the last program had a bottle cap total of 160,000 caps spent. There would be approximately another 100,000 caps taken home by the children that didn't get a chance to buy anything on the program. All children had a chance to get back on the program another date.

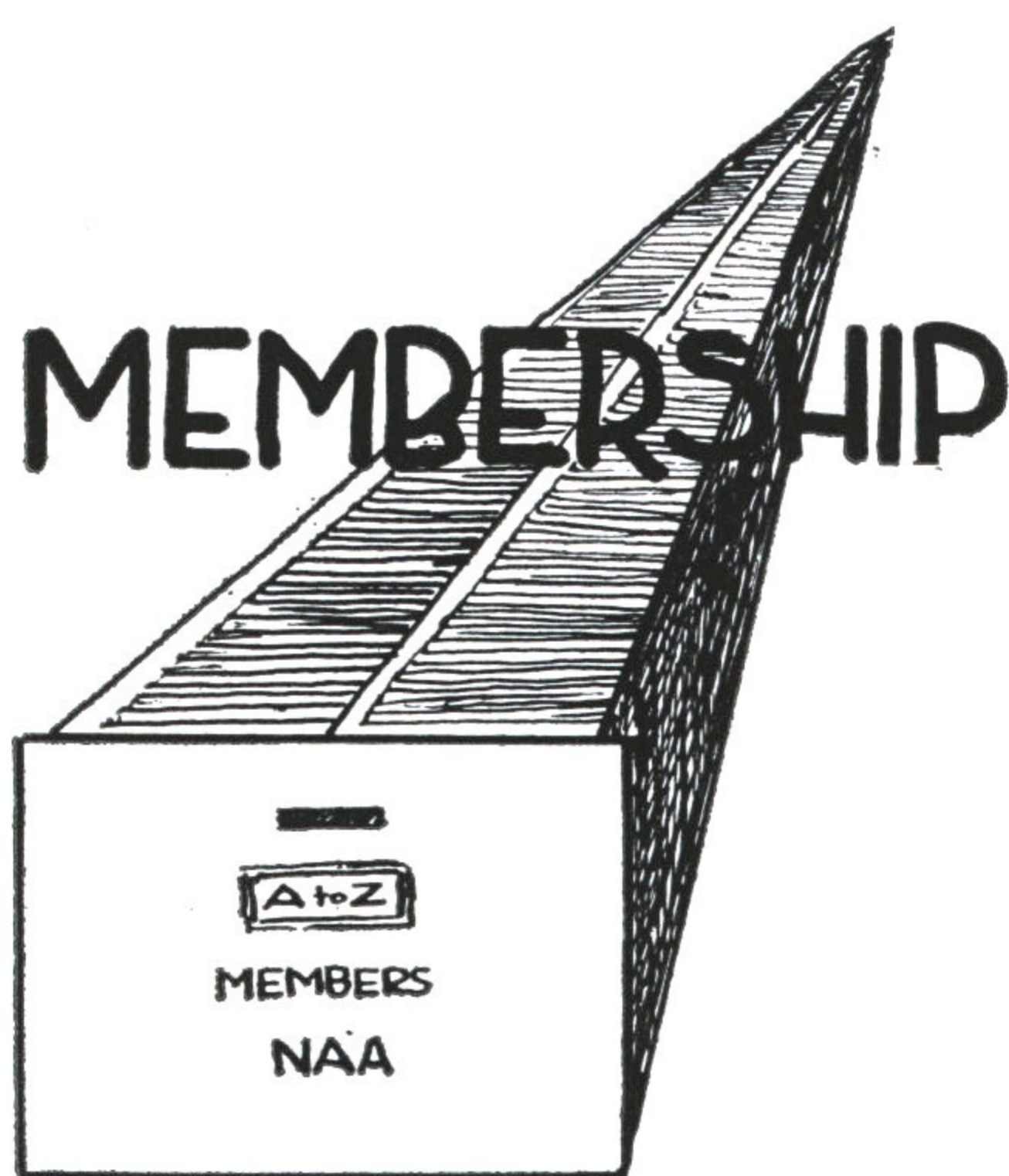
This show had a very high rating and was tops in its time slot. The co-originator of the show with Russell and Dean



Col. Russell Kruse demonstrates from the "auction block" as Col. Dean Kruse (left) takes bids from the floor during their weekly T.V. Show.

Kruse was the program director for the series. Henry A. Hervey, a long time television manager and auction fan. The host for the show was Karl Edmans, a very experienced announcer. William Scheele & Sons, bottlers of Pepsi Cola, manager Ike Stang expressed his thanks to the station WPTA and Russell and Dean Kruse for the fine job they did on the show and will enjoy working with them in the future.

Russell and Dean Kruse are members of the National Auctioneers Association and their State Auctioneers Association as well as officer and director. They are in general auction business and concentrate selling real estate at auction. In 1964 they sold 71 real estate properties at public auction.



## *Memberships Processed April 16 thru May 15*

Ruel Harold, Iowa  
Bart Bielenburg, Iowa  
C. R. Page, South Carolina  
Lloyd Anseth, North Dakota  
\*Dan B. Roth, Oregon  
Bert Trane, Minnesota  
W. W. Wright, Texas  
Earl R. Smith, Texas  
\*Buddy Spicer, Texas  
Delbert D. Holtzen, Missouri  
Raymond Downing, New Mexico  
Sidney White, New York  
B. Ward-Price, Ontario  
\*John H. Wright, Jr., Mississippi

\*J. M. McAlister, Oklahmoa  
\*D. E. Bumpass, Jr., Virginia  
\*Edward J. Schaefer, Missouri  
\*Orville Pratt, Illinois  
\*C. H. Roseman, Illinois  
Don Phillips, Iowa  
Ray J. Hohmann, Iowa  
\*Bill D. Gold, Iowa  
\*Ralph Sirota, North Carolina  
Furman Tinon, Ohio  
\*Wilson Quick, Illinois  
L. G. Schloatman, Wyoming  
\*Charles Roan, Pennsylvania  
\*Richard Roan, Pennsylvania  
\*Clayton D. Winebark, Pennsylvania  
\*John R. McCarthy, Pennsylvania  
\*Richard J. Moyer, Pennsylvania  
William R. Guthrie, Pennsylvania  
\*Richard P. Schroyer, Pennsylvania  
Helen Schumacher, Missouri  
Howard P. Hartung, Colorado  
Melvin L. Reichart, Colorado  
Leon Brinkley, Arkansas  
Virgil R. Madsen, Oregon  
Richard C. Gonzales, Texas  
\*Henry G. Stewart, Jr., California  
\*Ed Joy, Iowa  
\*Donald Bennett, Iowa  
\*Robert Sloop, Iowa  
Al Boss, Iowa  
\*Virgil A. Tilley, Iowa  
Cornelius Donovan, Iowa  
\*Mayhew A. Eaton, Iowa  
\*E. L. Dean, Iowa  
John S. Baldwin, Kentucky  
James A. Luggen, Ohio  
Joseph Lopshansky, Ohio  
\*LeRoy P. Farness, Wisconsin  
J. C. Harper, Texas  
\*James B. Taylor, North Carolina  
\*Kenneth A. Brown, Kansas  
\*A. E. Angle, Indiana  
M. E. Hilpipre, Iowa  
Kenneth M. Rice, New York  
Carroll R. Kirby, Jr., Virginia  
\*Lewis A. Korman, Missouri  
\*Robert Arnold, Missouri  
\*Paul Dodd, Missouri  
\*John F. Wagster, Missouri  
\*Charles E. Witts, Jr., Illinois  
\*E. A. Maurer, Texas  
\*John E. Smith, Kentucky  
\*Ervin H. Schmidt, Wisconsin  
\*Orin F. Schultz, Wisconsin  
Cy H. Jones, California  
A. B. Chatfield, Iowa  
H. "Skinner" Hardy, California

# IN UNITY THERE IS STRENGTH

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- \*Gerald Wilkinson, Wisconsin
- \*Donald K. Clayton, Wisconsin
- James A. Cooper, California
- \*Lawrence E. Chapman, Michigan
- \*Earle M. Nelson, Massachusetts
- \*Norman Chagnon, Massachusetts
- \*I. Feldman, Massachusetts
- \*Ray Augustyn, Nebraska
- Rex Anderson, Nebraska
- Wilbur Brell, Nebraska
- Dean D. Buller, Nebraska
- Scott Barr, Nebraska
- \*Bob Behmer, Nebraska
- Henry Buss, Nebraska
- Albert Christensen, Nebraska
- E. A. Camfield, Nebraska
- Charles Corkle, Nebraska
- Les Cornwell, Nebraska
- Mack P. Cosgrove, Nebraska
- Don Conyers, Nebraska
- W. F. Conyers, Nebraska
- Clyde C. Carnes, Nebraska
- \*Kenneth C. Carnes, Nebraska
- R. E. Connealy, Nebraska
- Franck D. Diercks, Nebraska
- Billy B. Day, Nebraska
- W. V. Emrich, Nebraska
- C. O. Emrich, Nebraska
- Henry Eiler, Nebraska
- \*Walter E. Frickey, Nebraska
- Ray Flanagan, Nebraska
- \*Blaine A. Farran, Nebraska
- Dean Fleming, Nebraska
- Dan J. Fuller, Nebraska
- Marvin Grubaugh, Nebraska
- Dick Grubaugh, Nebraska
- C. C. Gannett, Nebraska
- John Galloway, Nebraska
- Glen Helberg, Nebraska
- John W. Heist, Nebraska
- L. Dale Hanna, Nebraska
- Albert Helzer, Nebraska
- Don Jensen, Nebraska
- Dick Kane, Nebraska
- Ralph Kuhr, Nebraska
- Jerry Kelley, Nebraska
- \*Wendell Konker, Nebraska
- Lyle Knott, Nebraska
- \*Donald Kaminski, Nebraska
- Marvin Larsen, Nebraska
- Gene Lenhart, Nebraska
- \*Robin Marshall, Nebraska
- Elmer McClurg, Nebraska
- \*Dallas McDuffee, Nebraska
- Stacy McCoy, Nebraska
- Eddie Morris, Nebraska
- \*Richard Montgomery, Nebraska
- Dean C. Martin, Nebraska
- \*Delbert Manske, Nebraska
- James W. Martin, Nebraska
- Eugene Marshall, Nebraska
- Leon S. Nelson, Nebraska
- \*Allan Norris, Nebraska
- Darrell Olson, Nebraska
- Virgil H. Olson, Nebraska
- \*Joe Robinson, Nebraska
- John T. Ryan, Nebraska
- Charles Radil, Nebraska
- August Runge, Jr., Nebraska
- \*John Stivers, Nebraska
- Don Strotheide, Nebraska
- Fred Sherlock, Kansas
- \*Clarence Shields, Nebraska
- Dick Shea, Nebraska
- Glenn Schwarz, Nebraska
- V. R. Shimerka, Nebraska
- Ervin F. Smith, Nebraska
- \*Robert Thompson, Nebraska
- E. C. Weller, Nebraska
- Edgar M. Wright, Nebraska
- Ronnie Woodward, Nebraska
- R. E. Williams, Nebraska
- Willis Woodring, Nebraska
- Jim Walker, Nebraska
- Mac Wondra, Nebraska
- Don Werner, Nebraska
- Allan D. Woodward, Nebraska
- Rex Young, Nebraska
- \*Kenneth Hoerle, Nebraska
- Roger Woods, Nebraska
- \*Ed Dilles, Nebraska
- \*Thomas E. Lewis, Sr., Missouri
- \*Chan Walker, Wisconsin
- \*Robert T. Sherwood, Iowa
- Jimmy Davis, Texas
- (\*Indicates New Member)

**CORRECTION:** In last month's list of memberships processed, the name of HARRY GAUTIERI was spelled incorrectly.

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A small town is where everybody knows what everybody else is doing, and they all buy the weekly paper to see how much the editor dares to print.

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The meek may finally get the earth, but we'll wager the internal revenue boys will be there to collect the inheritance tax.

# Highlights Add Interest To Marketing Congress

KANSAS CITY, MISSOURI — Again this year, the Livestock Marketing Congress leads the industry with a 3-day program packed with information, exchange of ideas, business and entertainment designed to make June 18-21 at Richmond, Virginia, dates to remember.

Highlighting the program events will be Paul Harvey, News Analyst, American Broadcasting Company, who will address the Congress on Saturday, June 20. His dynamic reporting and interesting assessment of news coupled with vital discussion topics will be of interest to all registrants at the Congress.

The entire program of the 1964 Congress is being planned to take cognizance of the newest and most current topic related and inter-related to the livestock industry. All the latest techniques and aids which can be employed toward a better understanding of all phases having an effect on the industry are given program time. Toward this end, the Livestock Industry Roundtable, on Thursday afternoon, June 18, will feature developments current in the marketing field. Leaders in the livestock field, allied industries and Certified Livestock Markets will provide a forum of discussion on important subjects of interest.

The convention business sessions of the Certified Livestock Markets Association, meetings and discussion periods being held June 18, 19 and 20, will provide ample opportunity for the presentation of broad topics as well as for the study of specific problems of the livestock industry. Of specific interest, will be the recap of the "Program for Action" roundtable discussions held throughout the nation by Certified Livestock Markets.

A complete program for the "Marketeers" youth group includes a trip to the Jamestown and Williamsburg historic Virginia sites via chartered bus on Friday, June 19. A full three days of activity devoted to their special interests has been organized.

Equally complete is a program for the ladies with plans for a fashion show, sightseeing visit to art galleries and historic points of interest in Richmond. The Ladies' Hospitality Lounge in the John Marshall Hotel will welcome women to the Congress. This facility is arranged for refreshments and assistance in planning schedules by the Virginia ladies host committees of the Virginia Livestock Markets Association.

Uniquely staged in the John Marshall Hotel will be the World Champion Livestock Auctioneer Contest sponsored by the Certified Livestock Markets Association. Livestock Auctioneers from throughout the nation will compete for the title of 'World Champion.' Prizes include a trip to the New York World's Fair, a championship trophy, and cash prizes of \$200 and \$100 awarded to second and third place winners. The contest will begin on Friday, June 19, with the championship finals set for Saturday, June 20. Contestants are to be judged on point ratings by five competent judges representing the livestock industry. They will evaluate the auctioneers' techniques and effectiveness in merchandising feeder calves, pigs and lambs processed through the open competition of the livestock market arena. Announcement of the new World Champion Livestock Auctioneer will be made at the banquet Saturday night, June 20.

Trade exhibit displays will be an integral part of the Congress in order to visually supplement the programs and to provide registrants with demonstrations of new services and techniques.

The initial Congress program and Certified Livestock Markets convention sessions get underway Thursday, June 19, with a welcome luncheon hosted by the Virginia Livestock Markets Association of Certified Livestock Markets. Dr. Wilson B. Bell, Dean of Agriculture of Virginia Polytechnic Institute, and Roy Ownby, Councilman of Certified Livestock Markets Association, will deliver wel-



GRADUATION BANQUET — MISSOURI AUCTION SCHOOL — MARCH, 1964

coming addresses. Preceding the Livestock Industry Roundtable feature on Thursday afternoon, will be an address by Dr. Paul Sanders, editor of "The Southern Planter" farm paper publication. Dr. Sanders is a well-known speaker and, in 1962, was named chairman of the 15-man Virginia Commission of the Industry of Agriculture. In 1963, he led a 34-member Virginia Agricultural Delegation to Alaska and the Orient to study farm markets, agriculture and country life in the Far East.

The Honorable Eleanor Sheppard, Mayor of Richmond, will welcome all Congress registrants at a "Southern Breakfast" on Friday morning, June 20. The morning program will be highlighted with an address by James J. Kilpatrick, editor of the "Richmond News Leader." Mr. Kilpatrick was honored by the University of Missouri for distinguished service in journalism in 1963, and served in 1955-56 as chairman of the National Conference of Editorial Writers.

Special to the Congress on Friday evening is the Marketing Freedom Reception with plans for introduction of distinguished guests, a demonstration of the unique method for marketing and merchandising Virginia feeder pigs by "Tel-O-Auction," meat and merchandising promotional features, and entertainment by "Miss Virginia."

A News Forum of radio-television farm directors is scheduled as the lead-off for Saturday morning, June 20. Coupled with this action is the marketing techniques and aids talk by Earl G. Johnson, executive director of the American Marketing Association, Chicago, Illinois. The many bank officers and production credit association managers serving Certified Livestock Markets in their trade areas will be in attendance to hear James Austin, president of the National Bank of Orange, Virginia, and member of the American Bankers Association Committee on Agriculture.

"Marketing Congress on the Air" with Paul Harvey's address will be heard at 12:00 noon on Saturday as a headline feature of the event.

The Continental Sweepstakes banquet Saturday evening includes awards, concluding convention sessions, and the an-

nouncement of the winners of the World Champion Livestock Auctioneer Contest.

Those attending the Congress will find much to add to their knowledge and skills in the planning and management of their own livestock markets as well as a wealth of information concerning all aspects of the livestock industry.

## Tennessee Summer Meeting Planned

Members of the Tennessee Auctioneers Association will be holding their Sixth Annual Convention at the Tansi Resort, Crossville, Tenn., June 13-14-15. President, G. S. Gordon, and his staff of officers extend an invitation to all Tennessee auctioneers as well as those from other states to meet with them on the above dates.

Program Committee Chairman, Col. Beeleer Thompson, has an interesting and outstanding program shaped up with special emphasis for Family Hospitality Night on Saturday Evening. Facilities are available for picnicing, fishing, boating, skiing and golf.

## Maine Auctioneers Have Good Meeting

By WAYNE B. DOW, SECRETARY

Maine auctioneers and their families met at Harrison, April 26. A good attendance was recorded and 13 new members were accepted into the Maine Auctioneers Association.

Discussion of weaknesses in the present Auctioneers' License Law and suggested policies and procedures as well as a revision of the Code of Ethics were the business topics. Committees were appointed to study these topics further and to make a report at the Annual Fall Meeting.

H. F. Stevens, Augusta, Me., President of the Association for several of its formative years, pointed out in October we would have the 10th Anniversary meeting. He offered to have the group be his guests in Augusta, on the evening of October 27. The invitation was quickly accepted.

# 58 Years An Auctioneer And Still Going Strong

By JOE LENT, Farm Editor, Fort Dodge (Iowa) Messenger

POCAHONTAS — "I'm crying sales for grandchildren of farmers I sold out when first starting in this business," said Charles Linderman, Pocahontas auctioneer. "And that was a long time ago, back in 1906."

Lindeman, 73, is now in his 58th year of crying sales, with all but a few of these in the Pocahontas County area.

The few who haven't heard the "grand ole Colonel" cry a sale will get a chance Saturday afternoon at the Mallard Market Sale Day.

"I don't know of anyone in this part of the country who started when I did and is still going," Lindeman commented.

Actually Lindeman called one sale before 1906, but it was only a box social at a school near Grant, Iowa, and he doesn't count that one.

Lindeman was working for John Adams, a cattle feeder and auctioneer who coached him on the art of selling. When Adams decided to sell out, Lindeman was allowed to sell several pieces of machinery and a pony.

After that he sold off and on as he was needed in the area, and sometimes when he really wasn't needed. Sellers knew the 16-year-old kid attracted quite a bit of attention and probably several buyers.

Lindeman moved to Pocahontas in 1910 to work with J. O. Burrington as a full-time auctioneer. In 1911, an auctioneer near Rockwell City cancelled 11 jobs. Burrington took on all 11. He then went around to the eight bookings he had for the same dates at Pocahontas and placed a guarantee on each one.

Lindeman, a green-horn in the field of professional auctioneers, sold all eight alone. "The closest I came to Burrington's guarantee was \$800 above it," grinned Lindeman. "The other seven were better yet."

Following that, Lindeman was booked

solid each year. Often times, if not asked by the first of December, every day would be filled until the middle of March.

"I've kept an ice-pack on the Colonel's throat many a night," said Mrs. Lindeman. "I especially remember the time he started calling at 12:45 p.m. and was still going at 9:15 p.m. without getting off the block."

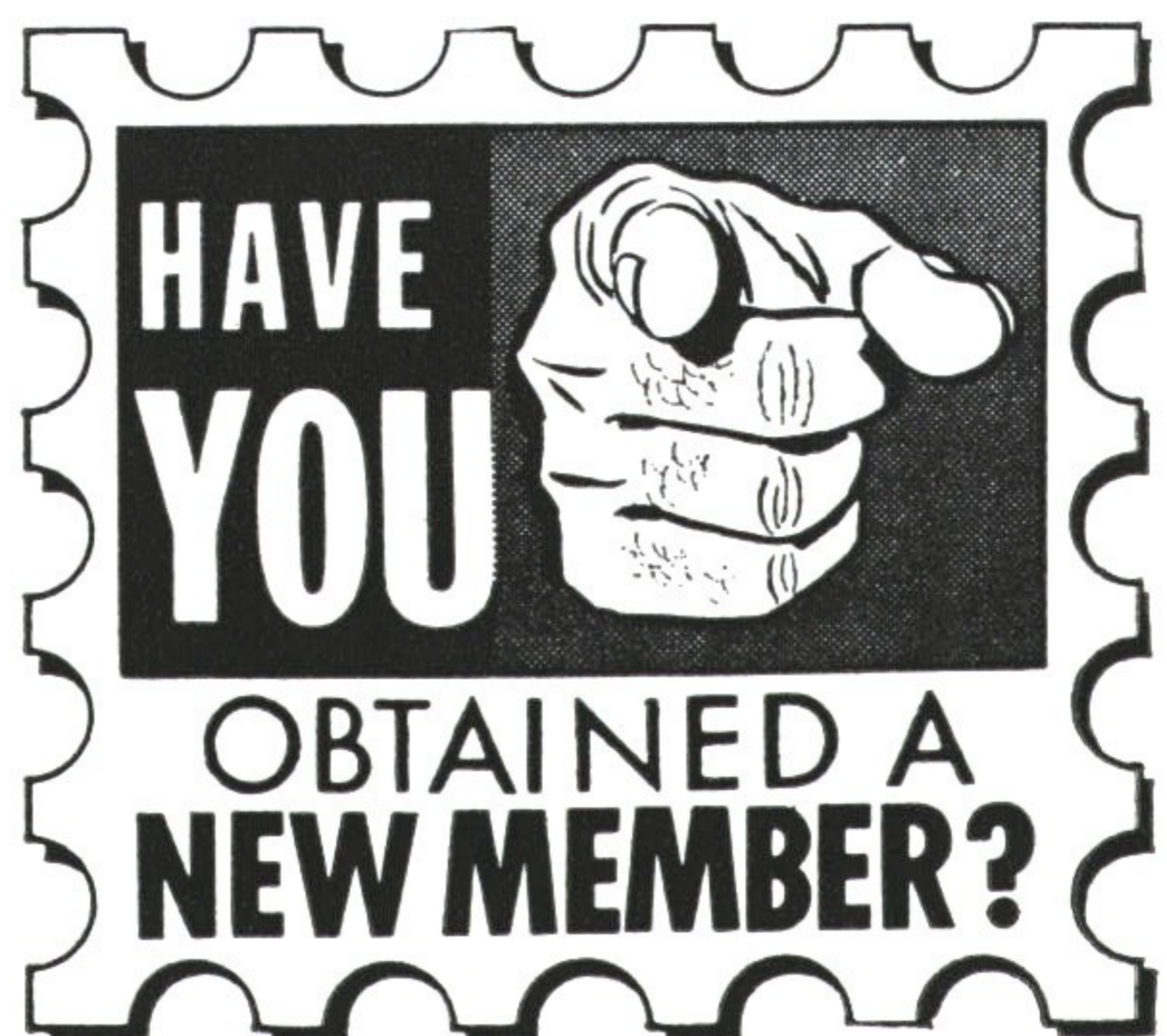
"I'm what you call a belly-talker or nose-talker," added Lindeman. "It saves your throat by letting you keep your volume down. The hardest time for calling is in damp, foggy or snowy weather."

Lindeman has cried sales when temperatures were 17-20 degrees below zero and when 95 degrees in the shade. Sometimes at a church or service club auction where the work was free-gratis.

"My largest sale was five quarter-sections of land in one day for a total price of \$162,000," Lindeman reminisced. "But, the time I'll never forget is when I had 17 sales cancelled at one time because of the big snow in 1936."

Lindeman predicts fewer farm sales in the future because of larger farms. "We sell a lot of machinery these days," said Lindeman. "It used to be mostly horses, quite a bit of livestock, and very little machinery."

"Honesty is the answer to success,"





After 58 years of auctioneering, Charles Lindeman (with cane) remains master of the situation at an auction sale as shown in this Northwest Iowa winter sale scene. The man wearing the white hat, at the front of the tractor, is Jay Arnold, Past President of the Iowa Auctioneers Association.

Lindeman stated. If I know someone has raised his own bid, or dad is bidding against son, I tell them. Sometimes you don't know the people in the crowd and there are times when every auctioneer has to start the bidding himself."

Lindeman cried more than 30 sales this winter, but spends most of his time with his wife on their farm at the north edge of Pocahontas.

Mrs. Lindeman is well-known for her fancy foods and pastry baking. She has spent four summers at Templar Park in Spirit Lake where she works in the pastry department and as dining room hostess.

Her specialties include Norwegian, Swedish, German and French pastries. She has worked in the Steak House at Storm Lake, operated her own cafe in Pocahontas, and just last week was called on to help with a smorgasbord at Perry.

She is now working on her own cookbook which she hopes to publish in the future.

The Lindemans have two sons, Aaron of Mt. Clemens, Mich., and Bob of Chicago, Ill. The couple celebrated their golden wedding anniversary Jan. 6.

## Rockefeller Sale Averages \$2,968

The 7th annual Winrock Farms registered Santa Gertrudis sale May 9 at Morrilton, Ark., attracted a record crowd and 40 lots averaged \$2,968 to total \$118,710. Twenty bulls averaged \$3,370 and 20 females figured \$2,565.

Buyers were at the ringside from eight states and Jamaica. At the opening of the auction, owner Winthrop Rockefeller announced the sale of one-fourth interest in WR Bondigo 305, a 6-year-old Winrock herd bull, to Col. E. E. Fogelsons' Forked Lighting Ranch, Pecos, N.M., for \$25,000.

Walter Britten was the auctioneer.

# Public Sale!

I will sell at my farm, four and one-half miles west of Monterey City, the following personal property, on

**Wednesday, September 28, 1904**

1 sorrel saddle mare, bred to Brandt's Wilkes; 1 bay mare, bred to Worland's jack; 1 black mare, bred to Worland's jack; 1 bay mare, bred to Brandt's jack; 1 sorrel saddle colt, 2 years old; 4 2-year-old colts, 1 yearling Denmark, 3 yearling colts, 1 yearling mule, 5 colts, 3 mules and 2 horse colts; 24 head of milk cows, bred to one of T. F. B. Sotham's favorite bulls; 3 thoroughbred Hereford cows, bred to registered Hereford bull; 2 thoroughbred Hereford heifers, 4 thoroughbred bulls, registered, 3-year-old; 1 yearling and two calves about 5 months old, 4 yearling heifers, white face; 19 white face calves, 7 steers and 12 heifers, 20 head well bred sheep, 8 head of brood sows, 1 registered Poland China boar 3-yr-old.

## **ALL MY FARM IMPLEMENTS.**

TERMS:—All sums of \$10 and under, cash. Over \$10 a credit of 10 months without interest. Bankable notes required.

**S. D. Greenwell,**  
*Auctioneer.*

**G. W. BOSLEY.**

SALE BEGINS AT 10 O'CLOCK.

The above sale bill reproduction recalls memories of a bygone era. Col. Bill Hauschildt, Denver, Colo., found it among some old newspapers as he was preparing an estate for auction.

## Hospital Auction Brings In \$325,000

TEMPLE, Tex. — The auction of the old Scott and White Memorial Hospital buildings and equipment ended with the total sale, including both real estate and property, bringing \$325,000.

The overall auction time was about six hours longer than expected because of a large number of requests to auction single items.

At the end of the auction more than 477 bidders had registered. Even before

the sale was completed, pickup trucks and cars pulling rented trailers lined up at the warehouse for nearly a block.

The biggest attraction of the day was the air conditioner sale. Even the auctioneers were surprised at the high prices the more than 200 old air conditioners brought.

In all, there were more than 1,000 lots of equipment sold during the two-day sale.

Biggest laugh of the day came when Bert Camp of Temple, who is bald, bid on a hair dryer. The bidding stopped when someone said the hair dryer didn't

belong to the hospital, but was left behind by a beauty operator when the hospital moved.

Dr. Wolf, President of the hospital, said, "We have been most impressed with the professional ability of the G. C. Walters Jr. auction firm. We have been amazed at their efficiency."

"Everything went according to the rules published on the front page of the terms of sale," Dr. Wolf said.

Walters said Friday night the total sale was "within less than three per cent" of the figure he gave hospital officials before the auction.

"When all of the figures are checked, we may be within one per cent," he said. "We don't feel the sale was too high or too low. We hit the medium the hospital officials wanted."

## Advanced Training In Livestock Marketing

**KANSAS CITY, MISSOURI** — Pace - setting in the training of livestock market auctioneers is the "Advanced Livestock Market Auctioneering Course" being offered by the Missouri Auction School, Kansas City, Missouri. The demand for livestock auctioneers possessing high professional skills and standards and trained in the modern methods of livestock market merchandising has been on the increase in recent years. The advanced course is a new and sound approach designed to meet this demand.

The specialty courses being offered during the two-week term beginning June 29 include: Bid calling, public relations, proper tone and rhythm in the chant, radio and television market reporting, selected livestock market management subjects, ring work, preparation of newspaper market reports and voice care. Lectures and drill sessions will be held in the Missouri Auction School classrooms, with recording and mirror rooms used for individual training.

Workshop and clinic sessions will be held at the Missouri Livestock Market Center in Mexico, Missouri, and the Farmer's Livestock Exchange at Wakarusa,

Kansas. A chartered, air-conditioned bus will take the students to and from the Mexico and Wakarusa markets. The bus will be equipped with a sound system, and lectures and class discussions will be held while on the road.



Bud Jacobson, Internationally known M.C. and Comedian, will be looking forward to seeing you at the Variety Show to be presented at the National Convention on July 17. There'll be fun and laughs all the way!



The Farrell Sisters went around the world with the Harlem Globe Trotters but you will see them in person at our National Convention. They are a part of Ralph Zarnow's Variety Show that will entertain on Friday evening.

### GRIEVANCES

Grievances to be presented to the Grievance Committee during the National Meeting should be in the hands of the Secretary not later than June 15, in order that the defendants can be given ample notification.

## Arkansas Group Meets, Makes Plans

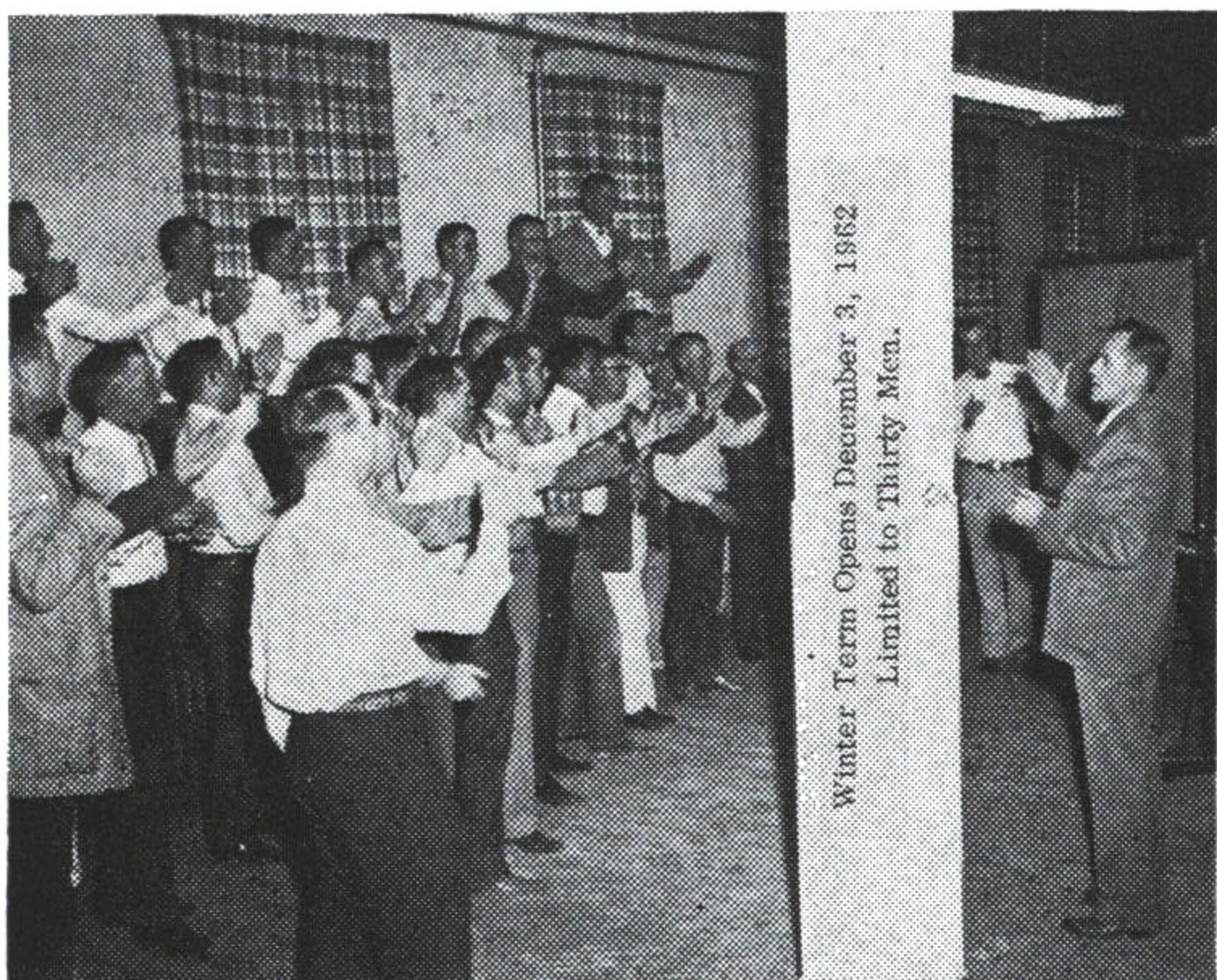
Arkansas auctioneers met at the home of the President of the State Association in Newport, May 2. Twenty-five auctioneers were present and seven of these were new members.

Bob Harvey, State Senator, spoke to the group, giving information on legislation which the Association plans to present to the 1965 General Assembly.

June 21 was set as the date for the Annual Meeting and election of officers.



*...your Association works for you!*



A Thirty Man class, working on a Livestock Market, exercise on Blackboard.

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.

*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.

WRITE TODAY, TO

## Western College of Auctioneering

Box 1458, Billings, Montana (Established 1948)

# 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: Riley T. Jefferson, Lincoln  
Secretary: Ronald Moore, Rt. 3, Laurel

## Idaho Auctioneers Association

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

## Illinois State Auctioneers Association

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

## Indiana Auctioneers Association

President: D. D. Meyer, P. O. Box 744,  
Vincennes  
Secretary: Dean Kruse,  
211 N. Cedar St., Auburn

## Iowa State Auctioneers Association

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

## Kansas Auctioneers Association

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

## Kentucky Auctioneers Association

President: 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: M. C. Maranell,  
Box 165A, Pipestone  
Secretary: Frank A. Sloan,  
1711 Olson Hwy., Minneapolis

## Michigan Auctioneers Association

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

## Missouri State Auctioneers Association

President: Russell Feedback, Belton  
Secretary: Roger Hollrah,  
2795 Zumbuhl Rd., St. Charles

## Montana Auctioneers Association

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

## Nebraska Auctioneers Association

President: 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: Ed Vierheller,  
Route 2, Claremore  
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: Willis O. Hanson, Mound City  
Secretary: Reginald R. Oakley,  
Box 222, Silver City

## Tennessee Auctioneers Association

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

## Texas Auctioneers Association

President: Russell deCordova,  
712 Contour Dr., Mexia  
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# THE LIGHTER SIDE . . .

## DISPENSABLE!

A clergyman, who was summoned in haste by a woman taken suddenly ill, answered the call though somewhat puzzled, for he knew that she was not of his parish, and was, moreover, known to be a devoted worker in another church. While he was waiting to be shown to the sick room he fell to talking to the little girl of the house.

"It is very gratifying to know that your mother thought of me in her illness," said he. "Is your minister out of town?"

"Oh no," answered the child in a matter-of-fact tone. "He's home. Only we thought it might be something contagious — and we didn't want to take any risks!"

\* \* \*

## AS ROMANS DO?

Two ministers visiting the Dominican Republic attended worship services one Sunday morning and not understanding French, decided to follow the order of service by standing and sitting when a man in front of them did.

At one point the man rose; so did the ministers — and laughter swept the church. They learned later that a baptism had been announced for the next Sunday and the father of the child was asked to stand.

\* \* \*

## LOOKING AHEAD

Beauregard, on trial for killing his wife when he found her in the arms of her lover, was acquitted with a verdict of justifiable homicide. As he started to leave the court room a free man, the judge stopped him.

"Just a point of curiosity, suh," the judge asked. "Why did you shoot your wife, instead of her lover?"

Said Beauregard, stroking his moustache: "Suh, it seems like a better idea to shoot the woman once, than a different man each week."

\* \* \*

## DIAGNOSIS

Physician—"You have a local infection in your system. It will probably be necessary to extract some teeth."

Patient (removing plates)—"Here they are, doctor!"

## SOMETHING NEW

Architect of ultra-modern new church to the minister as the two looked over the new sanctuary together:

"Reverend, you know what might be a nice touch—bucket pews!"

## TAKING NO CHANCES

They brought their wives to the conference, but managed to sneak away for a meal at a fashionable restaurant.

"Shall I bring you a couple of demitasses?" asked the waiter at the end of the meal.

"Heavens, no," pleaded one of them. "It would be just our luck if our wives walked in."

## AS TIME PASSES

Harry met an acquaintance whom he hadn't seen for several years. After the usual exchange of pleasantries, Harry bethought himself of the acquaintance's spouse. "How's your wife?" he inquired. "Has she changed much?"

"Plenty," came the reply. "My habits, my clothes and my friends."

\* \* \*

## FAIR AND COOLER

An elderly farmer, walking along a country road was offered a ride by a stranger in a new air-conditioned automobile. It was the old farmer's first encounter with air-conditioning.

"Where are you going?" the driver inquired.

"Down the road about three miles to work in my tobacco field," replied the farmer.

They had traveled only half a mile when he asked to get out of the car.

"But why?" asked the puzzled stranger, "I thought you were going to work on your tobacco crop."

"I was," the farmer said. "But it's turned so much cooler, I think I'll go back home and kill my hog."

\* \* \*

"Mind if I use the car tonight?" the father dryly asked his teen-age son. "I'm taking your mother out and I want to impress her." — Wall Street Journal.

## A DIFFERENCE

A visiting Englishman asked a Washington politician why the House of Representatives has a Committee on Foreign Affairs while the Senate has a Committee on Foreign Relations. The politician paused, then replied: "Senators traditionally are too old to have affairs, I believe — so they merely have relations."

\* \* \*

## NOT IMPRESSED

A writer moved to New England. All he wanted to do was to write but the neighbors thought the land ought to be used.

"What you goin' t' raise?" asked a neighbor.

The writer knew that the simple truth, "I want to write," would not do. He remembered that his wife had said something about the city being no place to bring up children.

"I'm going to raise children," he answered.

The farmer spat. He was unimpressed. "Around here," he said, "we look on that as a side line."

\* \* \*

## A DELICATE BALANCE

Daughter: I'm sure you'll like Tom, Dad. He's a very nice young man.

Father: Does he have any money?

Daughter: Oh, you men are all alike. Tom asked me the very same thing about you!

\* \* \*

## WHO'S TALKING

Mr. and Mrs. Smith were riding along in their car when Mrs. Smith broke the silence by asking, "How come we ride so far apart in the car these days? I remember before we were married we used to sit a lot closer together".

Mr. Smith drove on and then answered, "I ain't moved".

\* \* \*

## LAUNDRY SERVICE

"Guess you're wondering why I always wear this one suit," a man said to his friend. "Well, my wife and I finally took that cruise we'd been saving for, and you know the two portholes in the state-room? She thought they were the washer and drier!"

## HELPFUL

He became very ill and was rushed to the hospital. Next day, his boss was among the first to pay a visit. "Now, Henry," he pleaded, "you just don't worry about a thing. Everyone down at the office is going to pitch in and do your work—as soon as we can figure out what you've been doing."

\* \* \*

## EFFECTIVE

A native of Ireland applied for a position as patrolman on the Dublin police force.

"Suppose, Pat," interrogated the man in charge, "suppose you saw a crowd congregated at a certain point on your beat. How would you disperse it quickly with the least trouble?"

"Bejabbers, Oi'd pass the hat!"

\* \* \*

## PLAIN ENGLISH PREFERRED

An applicant for a job as housemaid was being interviewed by an employment agent and was asked if she had any preference as to the kind of family she would like to work for. "Any kind," she said, "except highbrows."

"You don't like working for highbrows?"

"No, I don't," she said. "I worked for a pair of 'em once—him and her was fighting all the time and it kept me running back and forth from the keyhole to the dictionary 'til I was worn to a frazzle."

\* \* \*

## CAREFREE CONTESTANTS

After six months of using a new bourbon-flavored toothpaste, a test group reported that they had 40 per cent more cavities and couldn't care less.

\* \* \*

## BIRTHDAY GIFT

"What do you plan to give your husband for his birthday?"

"A hundred of his favorite cigars."

"My, that must be expensive."

"That's the best part of it. They didn't cost a cent. I began last winter taking one or two a day from his box!"

\* \* \*

## MUTUAL FEELING

Job Applicant: "I'm Gladys Zell."

Personnel Manager: "I'm pretty happy myself. Have a chair."

## Parke-Bernet Sales

Perke - Bernet Galleries, New York City, have announced the following auctions for June:

June 4 - 5 — Sculpture and Furniture for the Garden and Terrace. From the Estate of the late Etha B. Newell and others.

June 9 — Paintings, Sculpture, Antique Furniture, Objects d'Art, Jewelry, for the benefit of the United Jewish Appeal.

June 17-18-19 — Important American Furniture, Oriental Lowestoft, American XIX Century Paintings from the estate of the late Maxim Karolik. (To be sold on premises, Newport, R.I.)

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Mail the official entry form to:

Livestock Marketing  
Congress  
VFW Building —  
34th & Broadway  
Kansas City, Mo. 64111



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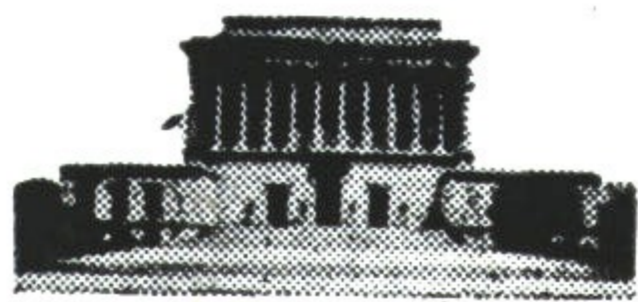
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Lectures and drill sessions will be held at the Missouri Auction School's classrooms, in Kansas City. Our recording rooms, mirror room, and other individual improvement rooms at the school building will be used for individual training. Workshop and clinic sessions will be held at the Missouri Livestock Market Center in Mexico, Missouri. The class will observe the auction at the Farmers Livestock Exchange at Wakarusa, Kansas. A chartered, air-conditioned bus will take the students to and from Mexico, Missouri, and Wakarusa, Kansas. The bus will be equipped with a sound system and we will hold lectures and class discussions while on the road.

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