

the AUCTIONEER



VOL. XVI
OCTOBER

No. 10
1965

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Year Now In Progress Offers Many Challenges

By JOHN L. CUMMINS

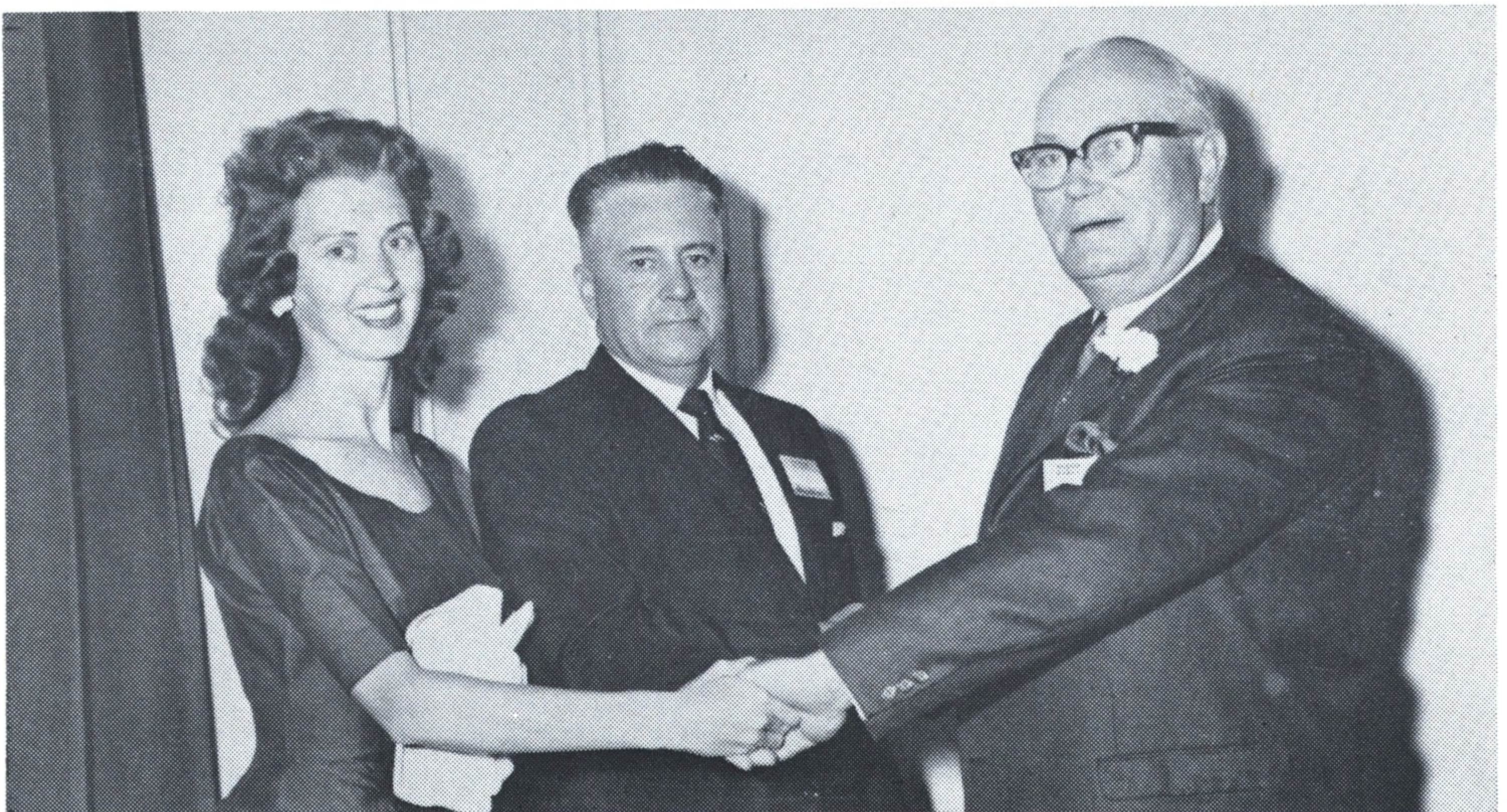
Now that the vacation season is about over our children are back in school, and the N. A. A. Convention is in the records, it is time to get back to work and to start making plans for the trip to Philadelphia next year.

Again I want to thank the fine auctioneers of the states of Washington, Idaho and Montana for having one of the best conventions I have ever attended. It was informative, educational and entertaining. The kindness and hospitality shown the guest was excellent. Those who were not able to attend certainly missed a real good convention. I also want to thank all those who sent me congratulatory messages. You are very kind and I appreciate it very much.

I have received several communications by letter and telephone, from people who attended the convention wanting

to know what really took place on Saturday afternoon at the Business Session. They said there was considerable confusion and they were not able to keep up with the proceedings. I am not able, from memory, to answer their questions, and would suggest that if they write to the secretary's office at Frankfort, Indiana, and ask for a copy of the minutes of that meeting, I am sure they would receive a copy. However, I do remember that most, if not all, votes by the convention were by large majorities. When the convention, in a Democratic way, after much debate and consideration, votes, then in my opinion that settles the issue.

Those who heard or read my acceptance speech know that my aim and desire is to promote the auctioning profession through the entire nation. That



John L. Cummins, Cynthiana, Ky., (right) is being congratulated upon his election to the highest office in the National Auctioneers Association by two fellow Kentuckians. These two are Mrs. Adrian Atherton and Adrian Atherton, Secretary-Treasurer and President, respectively, of the Kentucky Auctioneers Association. The Athertons live at Hodgenville, Ky.

I intend to do as far as I am able. I do not intend as your president to tell any state organization what to do or not do. I think that is a matter for each state to take care of as they should know what they want and what is best for them. As I recall, I think this policy was agreed on at the Cincinnati Convention. Anyway, that is my policy and I hope it is the policy of the other officers and directors.

If we are to succeed in the N. A. A. we must all work together, there is strength in unity, "United we stand, divided we fall." So let's all get to work on building a bigger and, if possible, a better N. A. A.

I again call on all members to support your association and its directors and officers, not for their good, but for the good of yourselves and your profession.

New Service Adopted For NAA Membership

By Bernard Hart

Recognizing the almost universal need for a modern retirement and financial planning program, your Board of Directors has adopted for members the N.A.A. Variable Retirement Program.

The plan is much like those enjoyed by officers of large businesses and corporations. Its design is not unique, however, the availability of such a plan for Association members is unique.

The plan selected is quite flexible and can be adopted to meet the needs of each individual, during both his working and retirement years. Its principal feature is a combination of a "fixed dollar" low side hedge with a "variable dollar" inflation hedge. The fixed dollars are invested in life insurance or annuities; the equity dollars in a "no load" mutual fund. Also incorporated are optional features which protect the plan against disability and premature death.

An important feature is a pension option, which guarantees the rates at which an eventual retirement annuity can be purchased. This enables the participant, if he desires, to use his equity fund to purchase a lifetime annuity at rates in effect when he enters the plan. Annuity rates have risen appreciably over the past few years. If this trend were to continue, this option could prove most valuable.

The N.A.A. plan is convenient and

economical. A single check each month is sent to the custodian bank which then allocates the proper amounts to the fixed and variable investments. Custodial fees are low and are paid by the insurance company and the stock funds. Because of the "no load" fund, most participants save the 8½% sales charge of load funds. Rates for the fixed dollar benefits are lower than those available to individuals.

Because of the flexible nature of the plan and the many options available to each member, enrollment must be carried out on an individual basis. The firm of Lubin-Jones, Inc., 327 South LaSalle Street, Chicago, Illinois, with affiliated offices throughout the country, will perform this function. More information will be coming to you through the mail.

We also wish to mention that speakers are available to present the program at State meetings. Regional officers can arrange for a speaker by contacting Bernard Hart, Secretary of N.A.A., or by writing directly to the above-mentioned firm.

God created man with two ends, one to sit on and one to think with. His progress or lack of it depends on which end he uses most . . . just one more example of "Heads you win, tails you lose."



MISSOURI AUCTION SCHOOL, KANSAS CITY, MO., CLASS OF AUGUST, 1965

FRONT ROW: left to right — L. Pfaff, Ohio; R. Vandervlucht, Ohio; M. Stewart, Ill.; E. R. Harrall, La.; J. Reedy, Instructor, Md.; D. Ireland, Instructor, Mo.; B. Michael, Registrar, Mo.; R. W. Dewees, President, Mo.; D. Cates, Instructor, Mo.; J. Humphreys, Instructor, Ind.; H. McClanahan, Class Secretary, Colo.; T. Knepp, School Secretary, Mo.; J. Barrera, Mo.; D. Oatney, Kans.

SECOND ROW: H. Crawford, Ill.; C. S. Evenson, Kans.; M. W. Evans, Ill.; R. R. Jones, Mo.; J. H. Pareira, Calif.; H. C. Fisher, Sr., Okla.; T. P. Duggins, Mo.; J. G. Marsh, Can.; D. Browder, Miss.; W. Betts, Miss.; Keith Fell, Kans.; R. Reed, Md.; B. J. Keen Tex.; W. C. Webb, Tex.; R. Webster, Ala.; R. N. Smith, Colo.

THIRD ROW: T. Poley, Iowa; J. Fay, Ill.; C. McReynolds, Tex.; B. Weber, Kans.; B. Hudspeth, Fla.; D. Hunt, Ore.; V. J. Cali, N.Y.; C. Vasbinder, Ind.; R. Henderson, Mo.; L. Everhart, Kans.; D. Adams, Tex.; D. Thedford, Okla.; W. F. Cazel, Kans.; K. C. Snider, Ind.; R. Heely, Colo.; R. C. Davis, Mo.

FOURTH ROW: A. J. Roy, R. Is.; G. J. Johnston, Can.; P. F. Dalton, Va.; M. R. Hoffman, Kans.; Mike Parkerson, Calif.; D. Wilson, Kans.; W. C. Taggart, Ia.; J. C. Steele, Mo.; D. Conley, Ky.; B. Conley, Ky.; E. Sandifer, S. C.; C. LeVan, N.C.; G. M. Snider, N.C.; I. Richardson, Mo.; V. Robinson, Kans.; G. L. Heafley, Mo.; C. J. Maidlow, Can.

FIFTH ROW: R. Lohsandt, Mo.; J. Herndon, Okla.; G. T. Sandifer, S. C.; L. McConnell, Kans.; J. H. Shell, Mo.; K. Colgin, Okla.; H. Brandt, Mo.; J. E. Dezelle, Calif.; W. K. Filiatreau, N. Y.; F. Kloxin, Kans.; E. P. Pewitt, Tex.; B. Ridgely, Md.; K. Buddenberg, Mont.; E. W. Schroeder, Mo.; C. Babcock, Kans.; J. Reaves, Tex.; M. Thompson, Mo.; H. B. Webster, N.C.; C. Brahm, Ind.; D. Baxter, Tenn.

Louis J. Marion To Form His Own Co.

Louis J. Marion, President of Parke-Bernet Galleries since 1963 and a director since 1946, after steering Parke-Bernet successfully through the first season of its affiliation with Sotheby's will resign as president on September 1 to form his own firm of appraisers. At the request of Parke-Bernet, he will remain on the Board of Directors of the Galleries and will work in close collaboration with them. A further announcement naming Mr. Marion's successor as president is expected early in the Fall.

For many years Louis J. Marion has been regarded as one of the leading appraisers in America. Apart from his knowledge of painting and other works of art, he is an authority on precious stones and sold the four greatest collections of Jewelry to appear on the market in our time. He also auctioned the highest-priced painting ever sold — Rembrandt's "Aristotle Contemplating the Bust of Homer", which realized a still-unbroken world record of \$2,300,000 in the Erickson sale. During his forty years at Parke, Mr. Marion has participated in the appraisal and dispersal of many famous collections including the Rovensky jewels (including a \$385,000 diamond necklace), the \$2,000,000 Thelma Chrysler Foy collections of fine art and jewelry, and the May Bonfils Stanton jewelry which included the \$350,000 "Idol's Eye" diamond. Most recently he sold the jewelry collection of Mrs. A. Hamilton Rice which brought a world record \$1,341,550. He also auctioned the Georges Lurcy Impressionist pictures (\$1,708,500) and the Lillian S. Timken collection of \$1,095,460.

Mr. Marion's new firm, Louis J. Marion Associates, Inc., will be located at 790 Madison Avenue and will work in close cooperation with Parke-Bernet Galleries. It is expected that the two firms will be able to provide an unsurpassed appraisal service in the fields of fine arts, jewelry and real estate, and for other important properties. Mr. Marion will be joined by Maurice F. O'Connell as Secretary - Treasurer and Theodore J. Muldoon as Vice-President. Mr. Muldoon has been with Parke-Bernet and its pre-



LOUIS J. MARION

decessors for thirty-five years, specializing largely in the appraisal of personal property. Mr. O'Connell, a real estate appraiser and lawyer by profession, was Principal Appraiser of the United States Internal Revenue Valuation Division from 1955 to 1963 and since 1963 has been Supervisor-Appraiser (Real Estate District) of the Morgan Guaranty Trust Company of New York.

Parke-Bernet Galleries announced at the same time that Mr. John L. Marion who is remaining with the firm has been named a member of the Board of Parke-Bernet.

Large Auto Auction

A record number of 1,726 automobiles were registered for the 20th Anniversary Sale of the Manheim Auto Auction, Manheim, Pa., Sept. 9 and 10. Of this number, 75% were sold.

The Manheim auction is advertised as the nation's largest wholesale auto auction. They are active in association work as well as in promoting their own business. It was a film, picturing actual operation of the auction, that was presented at the 1965 National Convention.

Let's Build Public Respect

By John A. Overton

Anybody can complain, anyone can criticize, but there are many more of those than the few that shoulder the burden, do the work and help elevate their profession for the benefit of all members.



We just had an antique dealer in from Texas for whom we conducted an antique auction about one year ago. This dealer was bitter, and justfully so, because of an auction conducted by another auctioneer in his locality. This man (not a member of the N.A.A.) charged him the same fee which we had charged the year before but he didn't give the service we did. Instead of a nice brochure with actual photographs, he used a flyer such as you'd use on a farm or small equipment sale.

He had an open house for only two hours instead of one day. He had eight people at the auction to help instead of thirteen. This dealer's cost on the auction we held last year was \$13,000.00 and we sold it for \$21,900.00. His cost this year was \$11,900.00 and he was proud of it because he had a little higher quality merchandise than last year. The gross sale was \$13,100.00, so after deducting 25% from that, the only one

that made any money was the auctioneer.

So, after cutting expenses to the bone he ended up netting less than the year before. He only had 223 people sign the registration book and the year before we had 716 sign. Any auctioneer could have made himself a yearly sale there, netting \$1500.00 to \$2000.00 for two days work and less than one week's work for two setup men.

I'm only glad that he didn't belong to the N.A.A. Needless to say, I'll have the next auction for this dealer and he'll be happy and we'll get enough advertising out to pull 500 to 800 people and they will pay twice as much on the average as will a crowd of 200 where you're selling \$15,000.00 to \$25,000.00 worth of antiques.

For example, last year we had two French Curio Cabinets which, of course, I sold choice. One bidder took one, the next to the last bidder took the other. They, of course, didn't realize that they were bidding against each other for the same cabinet and both were happy and they brought \$344.00 each. At this year's sale he had two of similar quality. They sold them one at a time. The first one brought \$180.00 and the second \$155.00. It will take a couple of years to bring the market back to where it was and should be.

One always feels badly when you have to turn down a sale for an old customer and then it turns out badly. If he had been shopping for price or something then you wouldn't feel so badly but I couldn't handle the sale at the time he wanted to have it because of a previous commitment.

Let's build the auction way of selling by advertising properly and having a satisfied customer instead of a dissatisfied one, who thinks the auction method of selling is no good because an auctioneer (so called) had a poor sale.

Let's build the profession, always by word, by deed, by personal habits and manners. Let's get the public to respect the name "Auctioneer."

Illinois Auctioneers Plan Gala Convention

By WILLIAM L. GAULE

The Illinois State Auctioneers Executive Board has announced plans for a convention on October 30 and 31. Col. George Cravens of Williamsville, will serve as the Fall Convention Chairman.

The Convention will be held at the Leland Hotel in Springfield, Illinois.

A Fun Auction has been planned for the Saturday Night Entertainment. Each Auctioneer has been asked to bring something to be sold. In addition to the Fun Auction there have been other activities scheduled along with a dinner. The entertainment group known as the EASY "E's" have been engaged to perform. Headlining this group is Don Erickson, a former Major League Pitcher turned Entertainer.

The Sunday program will be highlighted by several outstanding speakers, one of which will be a National Auctioneers Association Officer.. We will also have a report on Legislation proposed this year by Rep. Frey on Real Estate License and a report on the Internal Revenue Law on the responsibility of Auctioneers to collect tax on some items sold at Public auction.

We are planning on spending some time in discussion and planning of the proposed 1967 National Auctioneers Convention which will be held in Chicago. We also will bring up before the membership again the motion proposed to raise membership dues.

Accommodations are available at the Leland and other Hotels and Motels in the Springfield area. While you are in Springfield, you might want to take the opportunity of visiting the Lincoln Shrines before you return home. Plan and come to the convention on October 30 and 31, and bring along the entire family as this is a family affair.

A gold digger is a girl who hates poverty worse than sin.

C. O. Emrich Honored By Trade Association

KANSAS CITY, Mo. — A number of industry leaders were recognized for their accomplishments and efforts in advancement of competitive livestock marketing at the awards banquet concluding the 8th annual Livestock Marketing Congress in Kansas City.

C. O. Emrich, Norfolk, Nebr., was named to the Hall of Honor by the Certified Livestock Markets Foundation. Emrich is vice-chairman of the National Livestock & Meat Board and as a livestock marketman is recognized as one of the most progressive in livestock merchandising by auction.

Hayden Timmons, Frankfort, Ky., and Patrick H. Brown, Lansing, Mich., were presented plaques in recognition of their accomplishments in state-wide endeavors improving the livestock economy. Timmons is executive director of the Kentucky Commission on Agriculture. Brown is general manager of the Livestock Improvement Association of Michigan.

A resolution was read commending five speakers at the Congress for their contributions to "Cattle Industry Unity in Market Development." These were Brooks Keogh, president, American National Cattlemen's Assn.; Robert H. Ray, president, National Livestock Feeders Assn.; James B. Nance, chairman, National Livestock & Meat Board; Jay B. Dillingham, president, Kansas City Stock Yards; and W. H. Hodges, president, Certified Livestock Market Assn.

Carl L. Carlson, Commerce Trust Company, was banquet speaker.

WHAT DO YOU SAY?

Five most important words:

I am proud of you.

Four most important words:

What is your opinion?

Three most important words:

If you please . . .

Two most important words:

Thank you.

Least important word:

I.



1965 - 66 OFFICERS OF THE LADIES AUXILIARY TO THE NAA

FRONT ROW: Virginia Rankin, Pearl Britten, Bernice Ritchie, Kay Dewees, Justine Messersmith.

BACK ROW: Stella Collins, Betty Wooley, Eileen Standen, Alma Crowell, Virginia Brewer.

ABSENT: Winona Penfield, Ruth Marks, Mora Freund, Laura Tracy, Mrs. Peterson.

Their respective offices are shown in the table elsewhere in this issue.

THE LADIES AUXILIARY

Dear Friends,

Another convention is now history and how anxious I've been for "The Auctioneer" to arrive so I can read all about it.

I would like to congratulate the officers for '65-'66 whoever, they are, and wish for them a successful and happy year.

You don't know how much I missed being there with you! After attending fifteen conventions I missed seeing our "convention friends".

I do want to thank you girls for all the nice letters the past year and do hope I haven't missed answering any of them. I'm always delighted to hear from all of you, so do write me again if you find a spare minute.

We've had a cool, wet summer in our part of Illinois and the lawns and flowers are beautiful. Sure feels like Fall today, tho, and I'm not ready for that. Winter comes too soon after Fall and then we'll be shut indoors again.

Last Fall and Winter I worked in our local Bank while one of the regular girls was ill. I enjoyed it immensely but was glad when she was able to come back to work April 1. I guess after 25 years of just being a housewife I wasn't "geared" to holding down two jobs.

The girls are all married and only Sally lives here. She is teaching in Avon High. Nancy is starting her Senior year at Bradley University in Peoria this week. How time flies. How empty is this big house that seemed so full once.

Until we meet again and I'm sure we will, I am:

Sincerely,
Ruth Marks
Abingdon, Illinois

Future Auctioneer

Mr. and Mrs. Forrest Mendenhall, High Point, N. C., announce the birth of a son, born August 23. The future auctioneer has been named Wayne and it would seem his future profession is practically assured.

His father is co-owner of the High Point

Auto Auction and of the Mendenhall School of Auctioneering, as well as being one of the best known auctioneers in the eastern part of the United States.

Our congratulations to this new arrival and best wishes for his future success.

An Open Letter To Auctioneers' Wives

By BETTY WOOLEY, Little Rock, Ark.

Brad and I were joined in the Auction business in August, 1950, just as he had gotten out of Auction school. In November we were married. I had never been to an Auction and all I knew about the business was what I learned from listening to Speed Riggs on the radio and I do not smoke.

Our first Auction was early in September and I was a spectator. It lasted about two hours, gross sale was about \$400.00 on the long side. After costs and labor it was so short it could not be measured. He later asked what I thought about the Auction business (that crowd was good). What do you say to the young man with lots of energy and an idea? This also was the young man I was to marry in two months. He had his first auction, his income was minus. I told him that he had an interesting situation. He would not let me get out of it that easy and pressed on. No, he asked, I mean what do you think of the Auction as a profession for us? I must say I did squirm a bit but answered him bravely with, "If you like it and think it will work out I'll help all I can." Needless to say we started. I started helping as one of three change makers at Auctions and worked up to clerk and janitor.

Since we no longer live in the city where we started, both sets of grandparents are no longer sitter conveniences. Therefore, I stay home with the three children and try to be mother and Auctioneer's wife. I help in the Auction business in other ways. The experience I did get by working with him has enabled me to now, I hope, cope with the Auctioneer.

The first step toward helping your husband in the Auction business is to be interested. I cannot imagine anyone not being interested in an Auction. There are bound to be times when you may have to pretend a little. The kids have the mumps, measles and the other has sympathy pains and you may find it hard to be overly interested at an early hour as our Auctioneer usually leaves for sale. The next step is really for the both of you. Your image and your husbands image as professional people are important. Both of you can be well coordinated in your dress. No matter where you live, Western, Eastern, Southern or Far North, be discreet and in general taste with the people you deal with. Please wear no Fur while selling on the wagon. No Smocks at the Manufacturing Plant Auction.

Another way or step to learn and help is by going to the NAA Conventions. You will always hear things talked about that he doesn't and you can put them together when you get home.

This could get to rambling so I will end this short story by saying that I am really and truly proud of the Auctioneering profession and strongly feel that anyone connected with it can feel the same. I guess what I'm really trying to say is that, I feel you must think of your husbands profession as a professional. There is a difference. He is a businessman. He will feel your feeling and this is an aide to him. You can also let everyone else know about it too. Know that he is a Professional Auction Businessman. See you in Pennsylvania.

My Creed

To live each day as though I may never see the morning come; to be strict with myself, but patient and lenient with others; to give the advantage, but never to ask for it; to be kindly to all, but kinder to the less fortunate; to respect all honest employment; to remember always that my life is made easier and better by the service of others, and to be grateful.

To be tolerant and never arrogant; to treat all men with equal courtesy; to be true to my own in all things, to make as much as I can of my strength and the

day's opportunity, and to meet disappointment without resentment.

To be friendly and helpful wherever possible; to do, without display of temper or of bitterness, all that fair conduct demands; to keep my money free from cunning or the shame of a hard bargain; to govern my actions so that I may fear neither reproach nor misunderstanding nor words of malice nor envy, and to maintain, at whatever temporary cost, my own self-respect.

To keep faith with God, my fellowmen, and my country. This is my creed and my philosophy. I have failed it often, and shall fail it many times again; but by these teachings of my mother and my father, I have lived to the best of my ability; laughed often, loved, suffered, grieved, found consolation, and have prospered. By friendships I have been enriched and the home I have builded has been happy.

— Edgar A. Guest

The bigger a man's head gets, the easier it is to fill his shoes.

Tolerance is a suspicion that the other fellow is right.

THE LADIES AUXILIARY TO THE NATIONAL AUCTIONEERS ASSOCIATION 1965-1966

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New York
Mrs. Clint Peterson, Webster City,
Iowa



Let's Continue Our Forward Progress

By COL. POP HESS

As of the date of this writing, September 13th, the weather is wet. The trees here on Mulberry Hill are looking greener than at any time this past summer but as we are coming into October we will soon be into our usual fall weather.

At present there are still many County Fairs in progress as has been since the last week in July. Our Ohio State Fair at Columbus, had a record Livestock and Farm Show attendance. The biggest attraction at our State and County Fairs has been our Junior Fair Exhibitors, mainly the 4-H and F.F.A. boys and girls. They have exhibited a wide selection of livestock with the livestock sales bringing an all time high price. The top champion steer in Ohio, at a County Fair, sold for \$5.50 per pound with very few sold under \$1.00 per pound. All exhibits sold from top market price to 10 cents over the market. This was also true in barrows and lambs. Of course this has given a lot of auctioneers a lot of exciting work, even though these sales in most cases were gratis.

So all in all, the auctioneers, exhibitors, fair managers and buyers have helped the youth achieve a great deal for their respective clubs with enthusiasm for a better calf, pig or lamb for next year. They are laying down the background for better farmers and feeders for tomorrow.

We have to, of course, look at the other side of the story. There are buyers who have to write off a loss. There are boys and girls who exhibit that end up the loser, with little or no profit to show for their work. They are reluctant to try again next year because they have failed once. We hope that they will try again with better success of course. As they become adults and in the business of farming and feeding they will time and again have to face up to the problems of where the beef, pork or mutton will sell

and where to go to get the best in top open market prices. This experience of win or lose will be a well paid experience for the future.

Ohio Farm and Livestock Auctioneers are more than busy and have been running sales both day and night. Ohio farmers and livestock men seem to be in good position with good crops, plenty of late pastures. Feeder cattle, dairy cattle, swine and sheep are getting good market prices. General farm equipment sales are having large attendances with prices being very good. All kinds of farm tools are selling strong.

The September issue of "The Auctioneer" has been on my desk for just a few days and after looking through it one realizes that the National Auctioneers Association is in good condition and figures show us that it is growing. As of convention time the membership is greater and financially we are stronger than ever. By now, a month later our membership is probably more and as the year progresses it will be interesting to watch the membership list grow.

We will make our mark in our World, a united association for bigger auction sales and better Auctioneers. Let's make our profession and business of auctioneering more outstanding. Today the field of auctioneering has become more noted and many more businesses are using auctioneers. Let's continue expanding and get bigger. As you read the October issue of "The Auctioneer" say you are proud to be an Auctioneer and in the Auction Sale Business.

By the way, let us hear from you, the auctioneers, on what you are doing in your home territory. Let's get lots of interesting data into this publication. Let us know what is cooking and what you have done that will be interesting to all our readers.

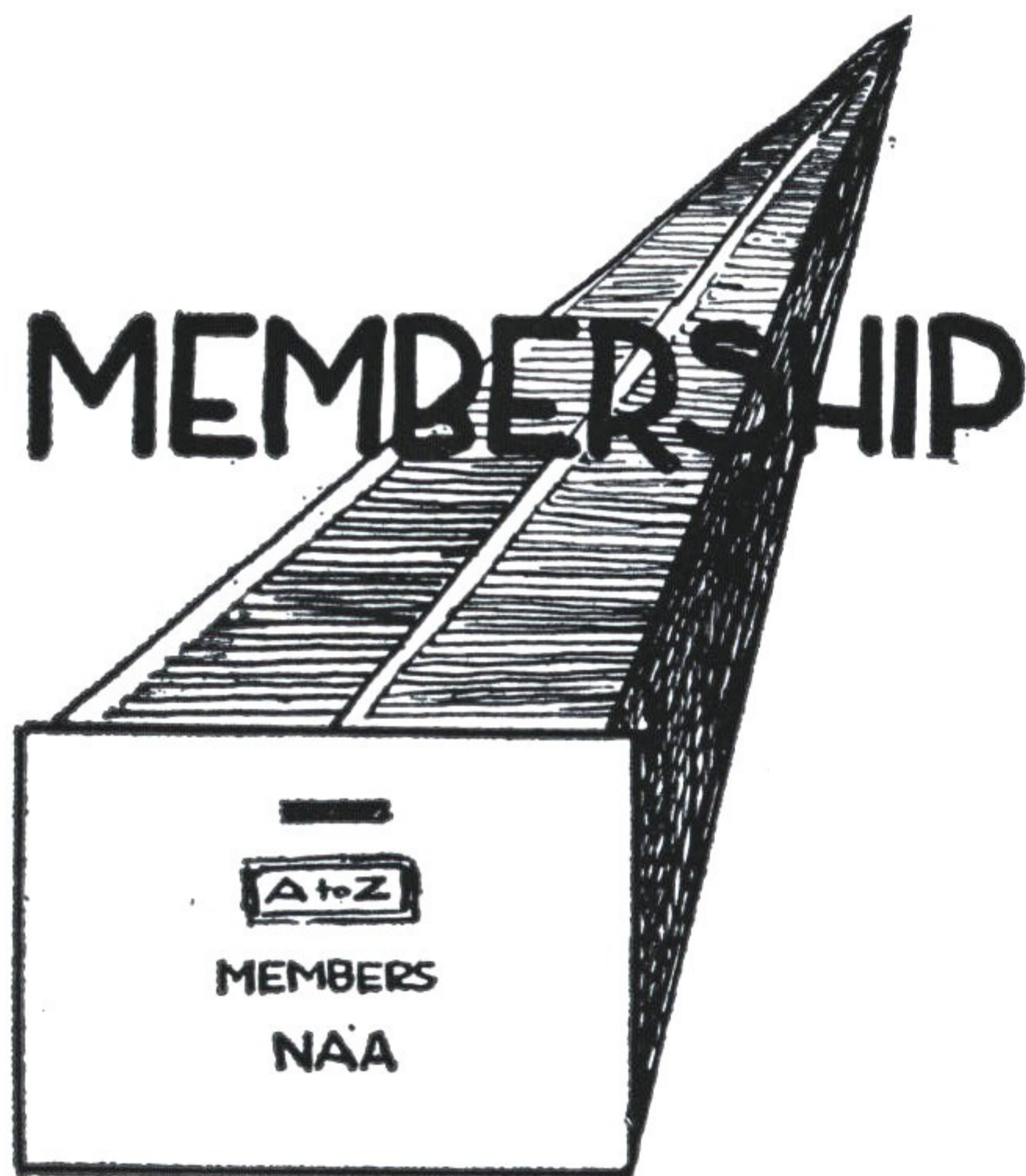
Many thanks for your letters and best wishes that have come to me during the past few months.

The door is always open at Mulberry Hill. If passing by, drop in, and we'll chew the fat. We here in Ohio represent a very busy state when it comes to auction sales and auctioneers.

Advertising Agency

Samuel L. Winternitz and Company of Chicago, nationwide auctioneers, appraisers, and liquidators, has announced the appointment of W. B. Doner and Company, Chicago, to handle all advertising for the company's operations, effective immediately.





*Memberships Processed
August 16 to September 15*

Donald E. Perry, Missouri
 Albert F. Cox, Missouri
 Harry J. Hoynacki, New York
 C. McFetridge, New York
 E. F. Glascoe, North Carolina
 Joseph L. Zieman, Michigan (Life)
 Donald D. Day, Ohio
 Robert Kiko, Ohio
 Herbert A. Bambeck, Ohio
 Robert E. Sigler, Ohio
 Donald Mox, Ohio
 Max F. Bixler, Oklahoma
 Jim Gavin, Wisconsin
 Andrew Jesse, Wisconsin
 Lester Senty, Wisconsin
 Bryan L. Swilley, Tennessee
 Delmus Trent, Tennessee
 Guy E. Freeman, Tennessee
 L. Clyde White, Tennessee
 George Copley, Tennessee
 Leon Richardson, Tennessee
 Buford Evans, Tennessee
 H. Orville Davis, Massachusetts
 Leonard Heidrick, Kansas
 George R. Morse, Kansas
 Donald A. Dain, Kansas
 John G. Collins, Kansas
 Victor W. Nash, California
 Max Rouse, California
 Philip E. Wells, Illinois
 Harold Hilliard, Illinois
 Duane Oberlin, Indiana
 Walter J. Price, Indiana
 Eugene Ridenour, Ohio

Charles L. Furr, Virginia
 H. H. Chambers, Virginia
 William A. Parks, Tennessee
 J. Robert Hood, Tennessee
 Thomas Matthews, Maryland
 *Joseph D. Kazmierzak, Indiana
 Lynn Walters, Oregon
 Faymond Kreves, Ohio
 M. H. Calhoun, Ohio
 Tom P. Whittaker, Vermont
 Barr Harris, Maryland
 George J. Wittstadt, Maryland
 Russell E. Clark, New Jersey
 M. M. Malinowski, Wisconsin
 Joe Hawkins, Tennessee
 Wilson Woods, West Virginia
 *Keith W. Fell, Kansas
 Herman Rabe, Kansas
 Bob L. Jessup, Kansas
 Eugene R. Smith, Kansas
 Benjamin D. Phillips, Kansas
 John D. Ulrich, Kansas
 Normany Levy, Michigan
 Thomas F. Wakefield, Indiana
 Carl H. Shaw, Maine
 Jerry C. Carvell, New Jersey
 David Stenberg, South Dakota
 Max Dean, Missouri
 Ray Greij, North Dakota
 Harold Ellingson, North Dakota
 W. Hugh Ownby, Virginia
 George H. Shields, Jr., Virginia
 Floyd M. Dougherty, Michigan
 Edward P. Gottscalk, Michigan
 John P. Lewis, Tennessee
 John Eskridge, Tennessee
 H. C. Jessee, Tennessee
 Waylan C. Dean, Tennessee
 *Richard W. Bethea, Tennessee
 E. C. Wheeler, Tennessee
 William J. Blain, Ohio
 Stan Haworth, Virginia
 Fairfield P. Day, Ohio
 Jerry E. Brooks, Ontario
 *C. J. Henson, Arkansas
 Norman M. Adams, Illinois (Life)
 Leonard Yoap, Wisconsin
 John W. Reilly, Wisconsin
 Meyer Gronik, Wisconsin
 Jewett M. Fulkerson, Missouri
 Joe Yates, Washington
 Edward Potter, Oregon
 Milton J. Wershow, California
 Ralph D. Zimmerman, Maryland
 Carl V. Stahl, Ohio
 Bob Winton, Tennessee
 John A. Overton, New Mexico

IN UNITY THERE IS STRENGTH

*Tolbert A. Breed, Connecticut
*Robert Loshbaugh, Nebraska
*Dan Danner, Illinois
J. R. Koske, Florida
Harold Asbury, Indiana
Carl Tebo, Indiana
B. C. Mitchell, California
Edward J. Pekarovich, Illinois
Chris B. Dawson, Ohio
S. J. Frey, Oregon
Orville M. Schroeder, Minnesota
Billy Hobbs, Tennessee
Russell D. Neely, Tennessee
Troy Olds, Tennessee
*James I. Pickering, Texas
Willis Groen, Washington
R. A. Mader, Wyoming
F. E. Fitzgerald, North Dakota
James R. Rife, Illinois
Jack R. Schuler, Illinois
*Anton Kuhle, South Dakota
Richard W. Stene, South Dakota
R. K. Pattin, Ohio
K. E. Bumgarner, Ohio
Forrest Witthar, Oregon
John L. Meyer, Michigan
Ronald Reed, New York
Donald Babbitt, Minnesota
Wayne B. Dow, Maine
*Wendell C. Taggart, Iowa
Mike Bandy, Illinois
Henry L. Hachmeister, Illinois
Sigmond Shore, Illinois
Thomas E. Hays, Ontario
Kendall M. Pratt, Massachusetts
F. R. Alexander, North Carolina
W. B. Hall, Florida
James F. Bennett, Georgia
C. Garth Semple, Ohio
H. Earl Wright, Ohio
Herschel McKenzie, Indiana
J. M. Bloom, Kansas
*Max R. Hoffman, Kansas
Elwyn B. Bentley, Michigan
Charles O. Rainwater, Tennessee
Morris F. Fannon, Virginia
Dave Kessler, Ohio
Ray G. Houle, New Hampshire
Gale D. Copeland, Tennessee
James R. Robinson, North Carolina
*David Adams, Texas
Edward P. Gillespie, New Jersey
Bill Shackelford, Tennessee
William F. Wemmer, Ohio
Roy Sanch, Michigan
Johnny J. George, Georgia
W. F. Shepherd, Indiana

Elmer E. Galusha, Nebraska
Monroe Woods, Missouri
W. R. Cox, Virginia
James Kelly, Ohio
Emerson Lehman, Indiana
Thomas A. Graves, Kansas
Ted Augustine, Kansas
Jesse Scott, Jr., Kansas
Ralph E. Smith, Kansas
Joseph H. Boyce, Kansas
Bill Lamb, Kansas
*Mary Ricks, Indiana
Harry H. Hansbrough, Florida
*J. C. Reed, Kentucky
*Billy R. Arbaugh, Kentucky
*Gary W. Liebau, Wisconsin
Glenn M. Dittmar, Michigan
Todd Roesch, Illinois
Bill Daniel, Tennessee
Max Puckett, Tennessee
William L. Suddarth, Tennessee
Frank Paczkowski, North Dakota
R. C. Westbrook, Wyoming
Earl S. Bliss, Illinois
Wilson Quick, Illinois
Frank N. Wine, West Virginia
*Charles B. Middleton, California
*Phillip L. Deremiah, Iowa
*Delmar J. Eilers, Nebraska
Samuel A. Mannis, California
*Joe H. Pareira, California
Cliff Mitchell, Minnesota
Wilbur S. Brock, West Virginia
Chester K. Bell, Wisconsin
Kenneth R. Atkinson, Oklahoma
Phil Neuenschwander, Indiana
J. Clint McClain, South Carolina
Leonard R. Wilson, Florida
Francis Haley, South Dakota
W. Craig Lawing, North Carolina
*Fred G. Mock, North Carolina
Gene Navalesi, New Mexico
Lester Rosen, California
Frank Onischuk, Massachusetts
Joseph L. Horn, Florida
David H. Maxson, Ohio
Porter Nelson, North Dakota
Eugene Frederick, Illinois
Melvin Penning, Illinois
George W. Cravens, Illinois
Hugh H. James, Illinois
Lane R. Hyett, Illinois
Ernie Niemeyer, Indiana
*Joe Blake, Missouri
Richard Bagley, Ohio
William O. Coats, Michigan
Allan Woodward, Nebraska

*Harold R. Seigel, Nebraska
 Robert E. Williams, Nebraska
 *John D. Arnold, Kansas
 Richard Kiko, Ohio
 Merlin Woodruff, Ohio
 Gloria Frazee, New Jersey
 E. M. Nelson, Massachusetts
 Everett Yoap, Wisconsin
 John W. Hicks, Tennessee
 Grace Lichtensteiger, Indiana
 Ross Every, Oregon
 F. T. Mathews, Virginia
 Ken Hurlburt, Alberta
 Guy Sparks, Oregon
 Leonard Hobson, Oklahoma
 Edward Duren, Idaho
 *Henry H. Bergen, Nebraska
 *Bill Partlow, Iowa
 *J. H. Shell, Missouri
 (* indicates a new member)

Membership: The Third Dimension

Every adult has two sides — personal and occupational. But he adds another when he involves himself in group activities. This is the “third dimension” that rounds out his life and supplies the interests and benefits that really make it worth living.

Growth in this sense is a sign of maturity. When people are young, the excitements of building a home and raising a family more than make up for the routines and limited mobility which characterize that stage in their careers. Friendships carried over from school days or gained in the new neighborhood generate enough occasions to keep a young couple on the go.

But every rung up the ladder to success is a step away, both in time and perspective. Advancement takes its toll, often exacting a loss in personal life for every gain it confers. Social contacts wane in significance and sometimes are resented for the time they consume. The urge to “talk shop” becomes harder to gratify: as experts recognize, the more you know about a subject, the smaller your audience.

Membership snaps the vicious spiral by providing meaningful contacts and uses for time outside the office. It opens new doors for the locked-in executive, casts

new light on the problems he copes with, and identifies him with the more progressive, forward-looking element in his business or profession. It means new and lasting friendships founded on that strong denominator, a common business interest.

This “third dimension” also includes broadening through travel. Conventions, conferences and committee meetings often take a member to places he probably would never have visited, other wise. They combine the zest of historic or scenic attraction with the pleasures of reunion. No wonder attending conventions is a major pastime on this continent!

There was a time when only the husband could profit from this outlet. But now the ladies’ program is as important to such a couple as the business agenda. Both spouses have something to look forward to — something to savour together.

In short, the Third Dimension is the perfect squelch to the blind, unperceptive “What is there in it for me?”

Auction Firm Opens Milwaukee Office

Samuel L. Winternitz and Company, Chicago-based industrial auctioneers, has established a Wisconsin organization with offices in Milwaukee. As announced by Lester R. Winternitz, president, the new organization will handle industrial auctions, appraisals, and reorganizations in Wisconsin and Minnesota.

Winternitz also announced two executive appointments in the firm’s Milwaukee and Detroit offices.

Douglas C. Steltz has been appointed vice president and general manager of the new Milwaukee organization. Steltz was formerly associated with the Douglas Corporation, a Milwaukee auction firm.

Edward E. Bilbruck has been appointed vice president and general manager of the Winternitz Detroit organization. A veteran of 15 years with the company, he previously worked in the firm’s Chicago and Indianapolis offices. Bilbruck succeeds the late Charles Ackerman.



Reppert School of Auctioneering

Pictured on the opposite page are the members of the Reppert School of Auctioneering, Decatur, Indiana, class of July 26 to August 13, 1965. Identification follows, reading from left to right in each instance.

TOP ROW: Fred H. Schneider, Yorkville, Ill.; Herman J. Brodzinski, Canton, O.; J. P. Morgan, Greensburg, Ind.; George F. Brewer, Columbia Cross Roads Pa.; Ted Stuban, Berwick, Pa.; Ralph Gillette, Waynesfield, O.; Allen L. Persinger, Staunton, Va.; Lawrence M. Range, Watsuga, Tenn.; Clinton A. Wolf, Warren, O.; John R. Stovesand, Cedar Hill, Mo.; Jack L. Decker, Bluffton, Ind.; Thomas A. Kloss, Lancaster, Pa.; Craig Hind, Toronto, Ont.; Wayno "Tex" Steuart, Tampa, Fla.; Rodney A. Wade, Gallo way, O.; Harry Heller, St. Petersburg, Fla.;

THIRD ROW: Leslie L. Banghart, South Bend, Ind.; Robert Logan Johnson, Wayne City, Ill.; Denzil L. Clark, Wayne City, Ill.; L. Robert Frame, Exton, Pa.; Colby W. Furtick, Jr., North, S.C.; C. W. "Bill" Huffstutler, Palmerdale, Ala.; Larry K. Smeal, Clearfield, Pa.; Tommy Smith, Tupelo, Miss.; N. Albert Bond, Orlando, Fla.; Bob W. Joseph, Dayton, O.; Kenneth Rush, Kathleen, Ga.; Richard F. Williams, Marion, O.; Iver Schmidt, Houston, Tex.; William C. Freeland, Jr., Petersburg, Fla.; Larry Cellar, Gomer, O.; Wesley D. Slaton, Lenoir City, Tenn.

SECOND ROW: Larry D. Martin, Zanesville, Ind.; Albert J. Caron, Petersborough, N.H.; Walter E. Garman, Waynesfield, O.; Charles E. Kuch, Ger-

mantown, O.; Steve Wills, Westport, Ind.; Charles W. Chaudion, Cicero, Ind.; Kenneth Michael, South Whitley, Ind.; Richard Madison, Plainfield, Ill.; George L. Whitten, Blue Springs, Miss.; Ralph H. Brown, Caledonia, Mich.; Marvin Wall, Staley, N.C.; J. D. Longenecker, Lancaster, Pa.; Joseph D. Kazmierzak, Rolling Prairie, Ind.; Dean Baumgartner, South Whitley, Ind.; Paul Shilling, Reading, Mich.; Gerald E. Burke, Meshoppen, Pa.; Edward Cash, Granite City, Ill.; Elden Snyder, Elkhart, Ind.

FIRST ROW: Norman Detrick, Northfield, O.; Thomas M. Potts, Defiance, O.; Richard W. Butler, Berkeley Springs, W. Va.; Richard D. Meyers, Mishawaka, Ind.; David Morris Fannon, Pennington Gap, Va.; W. R. "Bob" Evette, Taylors, S.C.; Richard L. Campbell, Bellefontaine, O.; John E. Dickey, Murphy, N.C.; Joseph C. Ferrell, Mount Vernon, O.; Russell Oxford, Marion, Ill.; Arthur B. Staton, Owingsville, Ky.; Kenneth Uhrick, Decatur, Ind.; Garland Midden dorf, Jacksonville, Ill.; Sammy Lee Ford, Mount Vernon, Ky.; Berton Fox, Austin, Ind.; R. Thomas Jones, West Winfield, N.Y.; Herbert Lane, Medora, Ind.

IMMEDIATELY BEHIND INSTRUCTORS: (Miss) Mary Tessa Ricks, Ossian, Ind.

INSTRUCTORS — PRESENT DAY OF PICTURE: Gene Slagle, Marion, O.; Homer Pollock, Delphos, O.; Roland Reppert, M.D., Owner and President of School; Q. R. Chaffee, Towanda, Pa.; Clyde Wilson, Marion, O.; Henry Darnell, Cynthiana, Ky.

Best time for a man to assert his authority and let his wife know who's boss is the first time he gets up the courage.

LIVESTOCK AUCTION

For Sale – Trade or Lease – Terms

Two sale barns with scales, more than 100 pens. Can be used for general sales, furniture, antiques, automobiles, farm equipment or flea market type operation.

OWNER, 12411 Radoyka Drive, Saratoga, Calif. Ph.: (408) 253-7131



George Cravens, Williamsville, Ill., sold the furnishings from the old court house, and one time State Capitol Building, in Springfield, Ill., August 14. Assisting is Dwight Knollenberg, Mason City, Ill.

The building has been bought back by the State of Illinois, from Sangamon County, and will be restored as a museum. As would be expected, the auction attracted a lot of interest and TV cameramen and Radio announcers made on the spot coverage. Prices were very good, a former judge's chair going for \$63.00 and the total proceeds amounting to some \$2,000 above expectations.

Cols. Cravens and Knollenberg are active in the Illinois State Auctioneers Association. Cravens is a Director and Chairman of the Fall Convention and Knollenberg is Vice President.

Responsibilities Of A Livestock Market

By C. O. "Ces" EMRICH, Norfolk, Nebr.

What is the scope of responsibilities of an average Livestock Auction Market? This depends a great deal on the type of an area a market represents and as to whether this is an export or import area. It might be of interest to our readers to know what we consider are our responsibilities here at the Norfolk Livestock Sales Company.

Our first and foremost responsibility, of course, is that of providing fair prices for the livestock producers of our area and at the same time offering livestock for sale for the convenience of the buyers. The only way our market has of bridging the gap between what a livestock producer would like to get for his livestock and that which a buyer would like

to give is that of offering convenient service for both parties.

We are always charged with responsibilities of selling livestock as high as we can for a consignor. However, in doing so we must present that livestock in a way that is appealing and convenient for a buyer to buy. Therefore, sorting, and the manner in which we present this livestock, is very important.

We must offer a maximum in information for both the selling and buying public through daily market reports from our market. These reports must include accurate quotations from our own market as well as from other markets in the area. They must also include quotations on the market of related products such as beef, pork, etc. It is the responsibility of the market also to use the proper communications media so that all interests have the opportunity of being advised.

We must offer consultation service to all customers and potential customers

through personal contact with them on their farms and ranches. This service must include not only advice as to marketing but also advice as to feeding, as well as other problems. Another responsibility that is of utmost importance is that of support to 4-H and FFA groups, as well as support to civic programs and campaigns. For the most part, it goes without saying that a market is as good as the area in which it is situated, and an area is as good as the market serving it.

A market must also be of service to the banks of an area and to all related interests of the livestock industry. The most important of these is the information a market can give to the members in the banking profession.

(Reprinted from Livestock Market Weekly).

Mississippians Form State Organization

Meeting in the Heidelberg Hotel in Jackson, a group of Mississippi auctioneers formed the Mississippi Auctioneers Association. The meeting was held September 19.

J. L. Henderson, Gulfport, was selected as the first President of the organization. W. E. "Bill" Tinnin was elected Vice President and Bennie Blount, Decatur, was named Secretary-Treasurer.

The group decided to hold its next meeting January 9, at the Ramada Inn in Meridian. At this time a Constitution and By-Laws will be offered for adoption and a slate of Directors will be elected.

It was voted that membership in the National Auctioneers Association would be a state membership requirement. It was also decided that all those becoming members between now and the January meeting would be considered as Charter Members.

W. E. Tinnin was named Program Chairman for the Meridian meeting.

Representing the National Auctioneers Association at the organizational meeting were Brad Wooley, Little Rock, Ark., and Bernard Hart, Frankfort, Ind.

Helena Rubinstein Jewelry On Block

Over one hundred and fifty items from the jewelry collection of the late cosmetic empress, Helena Rubinstein, will be auctioned at the Parke-Bernet Galleries on Tuesday, October 12, following public exhibition starting Thursday, October 7. The collection includes necklaces, pendants, brooches, pins, bracelets, rings and earrings. The unusual stones, the unique settings and the exquisite workmanship in many of the pieces give the collection extraordinary appeal. "Madame Rubinstein's jewelry is highly individual and is an expression of her personality. It would intrigue any collector," said a spokesman for Parke-Bernet.

Madame Rubinstein was known to say that she collected jewelry from birth. Actually, her love for jewels began as a small girl in Cracow, Poland, when her grandmother gave her a necklace of tiny seed pearls. At twelve years of age, she received her first valuable jewels from her grandmother, two antique enamel bracelets set with white sapphires which she wore long after she had amassed a fortune and a vast number of more precious jewels. Each piece she purchased held a special fascination for her either because of its associations or because of the character of a stone setting. She collected both antique and contemporary jewelry and her friends and associates looked forward to seeing what she would wear for a particular occasion. Though she was rarely seen without a large ring on each hand and with bracelets, earrings and a multiple-strand necklace, she never seemed overdressed, and wore with flair what few women, even much taller than she, could have displayed with success. This may have been partly due to her otherwise simple and understated appearance: black hair sleeked back into a chignon and clothes beautifully tailored by Paris designers. The only exception was on formal occasions when she loved to emerge in exquisitely beaded and bejeweled dresses from her favorite couturiers, Balenciaga, Dior and Yves St. Laurent. These clothes and her distinctive jewelry were Madame Rubinstein's signature.

As Others See Auctions

EDITOR'S NOTE: The following article has been published in a number of newspapers with large circulations. We are reprinting it here in order that auctioneers may know of the advice that is being given to prospective customers. Being reprinted in **THE AUCTIONEER** does not make any of the answers "official" nor does this publication endorse the advice given prospective customers.

If you're heading for a country auction here are a few questions and answers that will explain your rights — and help you avoid the kind of trouble that art collector Norton Simon faced in London recently when he almost lost out on his bid for "Titus," the 2-million-dollar Rembrandt:

Q—Do I have to have special signals to bid at an auction?

A.—Certainly not. All you need to do is raise your hand and state a price. If you can manage it, get a front seat where you can see and be seen by the auctioneer.

Q—Can I make a bid by mail?

A.—Certainly, if the auction allows bidding by mail. In that event, a mail bid has the same right as one made in person. An attendant will insert it at the proper place in the bidding.

Q.—Two people bid the same price at the same time and neither will agree to the auctioneer's call to go higher. Who wins?

A.—Neither. The bidding has to start in all over again.

Q.—The auctioneer announces a genuine Oriental rug for sale. I bid on it and win the bidding. After I bring it home, an expert tells me it's a domestic rug. Can I get my money back?

A.—Yes. Misrepresentation is grounds for repudiating a purchase.

Q.—I make a bid on a chair, but change my mind and so inform the auctioneer before he calls "Going, going, gone," and bangs his gavel to indicate a sale. Have I bought the chair?

A.—No. A bid is just an offer to buy until it's accepted. You can withdraw a bid any time while the bidding is still going on.

Learning your rights, tho, is not the

only way to prepare yourself. You can come a-cropper in other ways as well. Much of what is sold at auction these days comes from large homes that are being broken up because the owner has died, is moving away, or is going into smaller quarters. If that's the case with the auction you come across, you may discover a bargain or two that would fit into your home.

But there are certain auctions, run by sharp operators, where inferior pieces that won't sell in regular outlets are put up. If you run into one of these, and are careless, you may get hurt.

Here are some suggestions that can help you avoid trouble:

1. If it's at all possible, try to learn about the auction in advance so you can examine at leisure the items for sale that seem interesting to you. If a catalog is offered, by all means buy it.

If it's furniture that you are looking at, ask an attendant to turn the piece around, take out the drawers, and otherwise help you to examine it. Ask for the approximate price for this can give you a guide to your bidding; the experts advise that you should never go over 20 to 30 per cent above this estimate.

If the piece is in need of repair, try to locate an expert who will examine it with an eye to calculating what the repair bill will be.

2. At the sale itself don't answer the auctioneer's call of a first bid. You may be able to do even better if he gets no response at that figure.

3. Look around you among the audience for anyone who seems to be bidding on a number of items without ever buying anything. He may be a "shell" or "puffer" in league with the auctioneer. Stay out of bidding in which he takes part.

And finally — Have a maximum figure in mind, and never let the enthusiasm of the moment persuade you to go above it.

The trouble with being tolerant is that people think you don't understand the problem.

Auction Market Body Adopts Proclamation

A proclamation of competitive livestock marketing was adopted by the Certified Livestock Markets Association in their Annual Meeting at Kansas City, early in July.

The proclamation sets forth seven points of emphasis under the adopted banner of "Progressive Livestock Marketing — Aggressive Livestock Merchandising."

Text of the document reads:

"Strength and stability of the livestock and meat industry rest in the people engaged in it, with bold confidence and faith in the basic principles of free, competitive business enterprise.

"Growth and development of the elements of the industry make it the leader in all agriculture on its record of ability to produce and process meat high in food value for an expanding consuming market.

"It's future and potential lie in the

determination of its people to sell and competitively merchandise their products and services in the ways which build confidence between those who comprise the market and those who produce and merchandise in it.

"NOW THEREFORE, the CERTIFIED LIVESTOCK MARKETS, and their business trade association of marketmen, rededicate themselves with greater initiative and effort to the competitive livestock marketing business in those terms of merchandising which add greater values to the livestock sold through the services performed.

"FUURTHER, all CERTIFIED LIVESTOCK MARKETS express that dedication and effort in the competitive livestock marketing businesses they own and conduct in these points of 'PROGRESSIVE LIVESTOCK MARKETING — AGGRESSIVE LIVESTOCK MERCHANDISING':

"1. Code of Business Standards Emphasis:

Positive recognition of the CERTIFIED LIVESTOCK MARKET trade-mark which reflects strict standards of integrity, fi-



Big "Sidewalk Auction" in progress at Truman Corners Shopping Center, Kansas City, Mo. Auctioneers are students at the Missouri Auction School. Instructor in the truck is Jack Reedy, Hampstead, Md., while Bill Halbert and Boyd Michael watch proceedings from the ground.

These auctions have been highly successful to the merchants of Truman Corners as well as the public. This is the 4th Annual Auction handled by the students and the 5th is already booked for next summer.

nancial responsibility and fully disclosed business methods throughout all market operations and with the public, is made the foremost part of the business.

"2. Market Center Development:

Continuous improvement, expansion, and maintenance of the facilities which: incorporate efficiency of operation; initiate improved livestock handling practices; provide satisfying accommodations for customers and the public; and constitute it the focal point of news and public information concerning timely competitive prices for livestock, are planned and undertaken.

"3. Trade Area Leadership:

Recognition and assertion of a business position of leadership in the industrial, educational and cultural development of the entire trade area served are fundamental.

"4. Customer Service Expansion:

Service — complete, satisfying service — which denotes a positive, unselfish attitude of 'what serves my customer best serves the business' — is the crux of the competitive livestock market business. Expansion of services which eliminate guesswork, prevent any undue market advantages, and contribute to the productive consummation of livestock sales and purchases extend fully to sellers and buyers alike.

"5. Confidence in a Competitive Price Economy:

Conduct of all aspects of the business in those ways by which it expresses confidence in the competitive price economy by which prices are determined at the times and places where livestock are sold and merchandised under fully open, competitive conditions, is adopted and applied.

"6. Compelling Advertising:

Effective advertising must convey the values returned through competitive livestock marketing, and the services applied, in its make-up and media employed to customers who sell and buy livestock.

"7. Establishment of Proper Government Relations:

The public interest has created a role of government in many levels which find application to the competitive livestock market business. That role is neither one of the overpowering exercise of

authority nor helpful assistance and service. Mutual understanding between any such agencies of government and each market business of the scope and purpose of the laws involved, the responsibilities imposed, and reliance upon that proper integrity involved in both respects, is essential."

Gigantic Auction Of Farm Equipment

One of the large farm equipment auctions of the season was the bankruptcy sale of the Fayetteville (N. C.) Tractor and Equipment Company. The entire sale totalled approximately \$400,000.

Included in the auction were 36 new Ford tractors; 125 used tractors; 32 used cars and trucks; 260 new farm implements, including five tobacco harvesters, plows, rotary hoes, mowers, choppers, balers, corn pickers, irrigation pipe and pumps.

Included in used equipment was 19 cotton pickers; 22 combines; six corn pickers and a variety of other farm implements and tools. Also sold were power and hand shop tools, office equipment and a large assortment of small items. One lot of parts sold as a unit for \$30,500.

Auctioneers were Ralph Horst, Marion, Pa.; Clinton Garner, Denton, N.C., and Johnnie Godley, Charlotte, N.C. Sale was in charge of the Godley Auction Co., Charlotte, N.C.

Thoroughbreds Sell For High Figures

The Thoroughbred business is sound if money means anything.

Records fell again at the Keeneland Summer Sales as 282 yearlings sold for \$5,068,300, an average of \$17,973. The sale topper was a Turn-To—Cosman filly that brought \$140,000.

At Hollywood Park, the third annual yearling sale produced a gross of \$456,700 as 98 lots were sold for an average of \$4,660; and on July 22, there were 76 lots sold in the horses of racing age division for an average of \$3,307.



Conventions offer a splendid opportunity for renewing friendships. Here we see Col. and Mrs. G. H. Shaw, (left) Alexandria, La., and National Secretary, Bernard Hart, Frankfort, Ind. The trio are all former Iowans and the picture was snapped at the Texas State Convention, last June.

Auction Method Still Best System To Sell

By BILLY WALKER, Ft. Smith, Ark.

During this summer we have traveled hundreds of miles into the best horse industry sections of the nation and have attended horse sales of every kind — auctions, dispersals, herd reductions and what-have-you, and we are more and more convinced that the open auction system is by far the best method of selling horses — or anything else for that matter.

At the auction the buyers and sellers meet on even terms, the horse is before them, and they buy or sell on just what they believe the animal is worth on the market. They know before they deal what the selling cost of that animal will be. Within minutes after a bid is accepted, the transaction is completed and the money paid . . . and no monkey business in between.

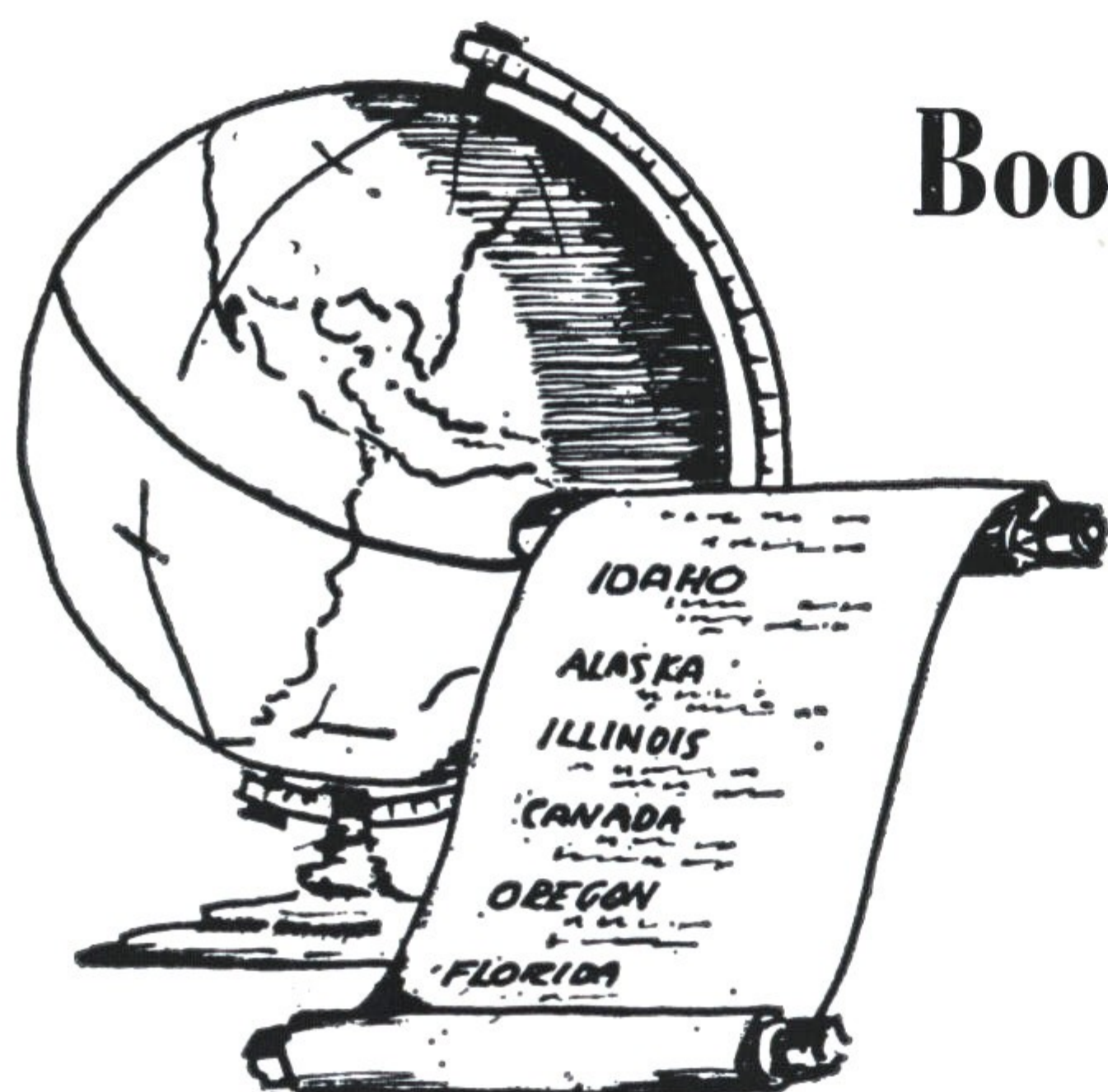
My entire life, boyhood to manhood, has been spent in an auction box, and thousands of horses have gone through our arenas, at home and elsewhere, and from day to day I am more and more convinced that this is the most profitable and economical way to sell livestock. Sellers and buyers seem to understand

this, too, because there is a larger volume of trading at this and other auctions every month of the year. If you are not familiar with the auction method, attend the sales and watch it in operation. We think you will be convinced.

One Year To Live

“If I had but one year to live:
One year to help; one year to give;
One year to live; one year to bless;
One year of better things to stress;
One year to sing; one year to smile;
To brighten earth a little while;
One year to sing my Maker’s praise;
One year to fill with work my days;
One year to strive for a reward
When I should stand before my Lord,
I think that I would spend each day,
In just the very self-same way
That I do now. For from afar
The call may come to cross the bar
At any time, and I must be
Prepared to meet eternity.
So if I have a year to live.
Or just one day in which to give
A pleasant smile, a helping hand,
A mind that tries to understand
A fellow-creature when in need,
‘Tis one with me — I take no heed;
But try to live each day He sends
To serve my gracious Master’s ends.”

— MAY DAVIS REED



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MEMDENHALL SCHOOL OF AUCTIONEERING — CLASS OF SEPTEMBER, 1965. Standing, from the left: Jack Hammond, Eustis, Fla.; Ronald Harris, Gaffney, S. C.; James DeBord, Kings Mountain, N. C.; Clayton Miller, Winston-Salem, N. C.; Mack Patton, Galax, Va.; H. W. Boggs, Galax, Va.; Leonard Hammond, Eustis, Fla.

Seated: Instructors, Robert "Red" Mendenhall, Forrest Mendenhall, Herman Crawford and James Mattocks (attorney).

"As Is - Where Is"

CENTEREACH, N.Y. — Pietro Piraino is breathing a lot easier these days — he's only got about 60 sinks and 30 toilet bowls left.

Just a few days ago he had 331 sinks, 170 toilet bowls, 24 bathtubs and 26 house radiators.

Piraino came by the lot because of a strange compulsion that comes over him when he attends auctions.

He went to a Nassau County Auction in Garden City and bought the entire lot of sinks, toilet bowls, bathtubs and radiators for \$50.50.

County officials told him he had to remove the articles from the warehouse within a week.

"I have to take a week's vacation I had planned on using later in the summer," he said. "I lost about 12 pounds carting these things around, my wife thinks I'm some kind of a nut and my oldest daughter wants to change her last name so people won't know we're related."

Within a few days after word of his purchase was carried in newspapers, Piraino began receiving calls and letters from wholesalers and individuals wanting to buy some of his merchandise.

"But I had to sell it to the wholesalers because I couldn't get it out of the warehouse fast enough to suit the county," he said. "I got a truck and carted quite a few of the things out and put the rest in the back yard of a friend. Buddy, I tell you I was seeing toilet bowls in my dreams."

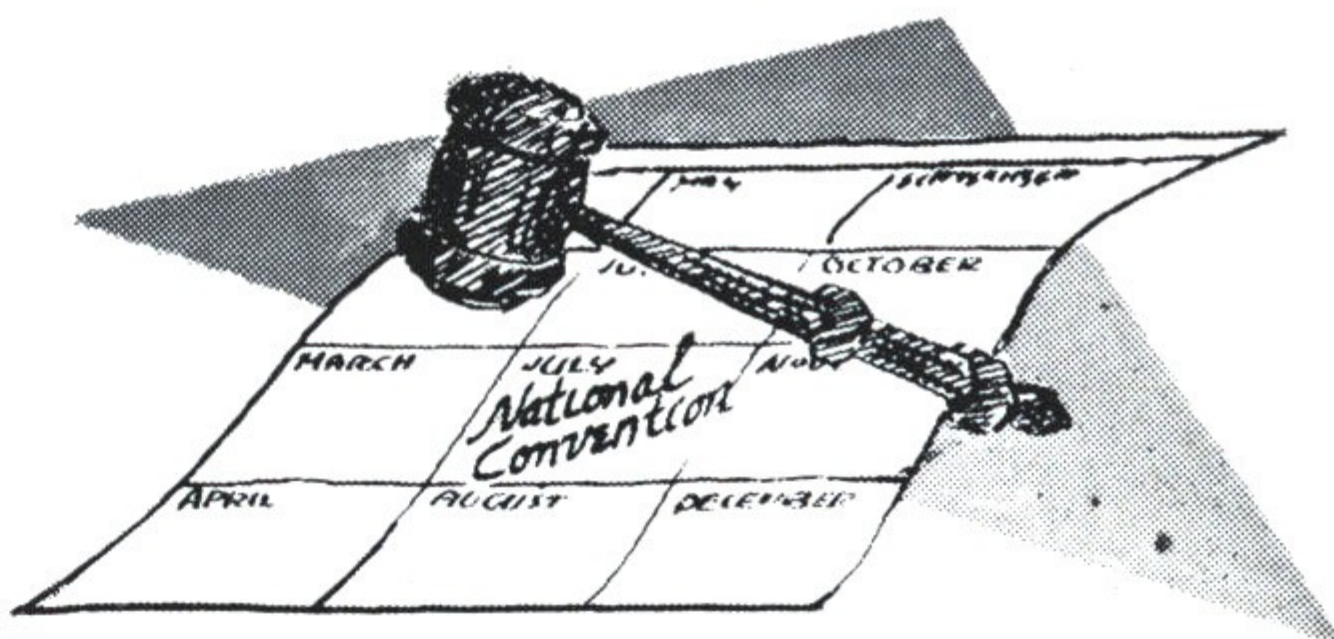
When it comes to a bargain, Piraino said, "I just can't help myself. I have a thing about bargains."

"You see, I do crazy things like this now and then," he explained. "I've done things like this before but never on such large scale—Wow, this was the biggest."

The 35-year-old electric company employee and father of four children said his wife learned about his purchase from newspaper reporters who had called at his home even before he had returned after the sale.

"When she got the good news from reporters, she was fit to be tied," Piraino recalled. "She's still not quite over it."

Convention Dates



October 3 — Missouri State Auctioneers Association, Missouri Hotel, Jefferson City.

October 30-31 — Illinois State Auctioneers Association, Leland Hotel, Springfield.

October 30-31 — Iowa Auctioneers Association. Site to be announced.

November 7-8 — Indiana Auctioneers Association, Severin Hotel, Indianapolis.

December 5 — Association of Indiana Auctioneers, Sheraton-Lincoln Hotel, Indianapolis.

1966

January 8-9 — Pennsylvania Auctioneers Association, Holiday Inn (Downtown) Harrisburg.

January 9 — Mississippi Auctioneers Association, Ramada Inn, Meridian.

July 14-15-16 — National Auctioneers Convention, Bellevue Stratford Hotel, Philadelphia, Pa.

This column is being published as a courtesy to the various State Auctioneers Associations. Please see that "The Auctioneer" is notified of the date and place of your convention. Only regular Annual or Semi-Annual meetings will be listed in this calendar. — Editor.

200 Acre Farm At Auction For \$154,400

SPRINGFIELD, Ill. — Lloyd and William Richardson of Springfield bought a 200-acre estate near New Berlin at an auction for \$154,440.

The men paid \$853 an acre for 40 acres of unimproved land a mile south of New Berlin and \$752 an acre for 160 acres south east of the town. The estate belonged to Anna Ryan.

Luke J. Gaule and William L. Gaule were the auctioneers.



Glen Helberg, World's Champion Livestock Auctioneer, as he appeared on your TV screen as a participant in the CBS Program, "To Tell The Truth." Helberg, of North Platte, Nebr., appeared on this program in August. We would say it is a good public relations for the auction method of selling.

Three Notable Art Auctions Scheduled

Three sales of paintings and sculpture to be held at Parke-Bernet Galleries in New York on Wednesday and Thursday, October 13 and 14, will reach their climax with the most important sale of Impressionist and modern pictures ever held in the United States. The Impressionist sale will take place at 5:30 P.M. on October 14. The late afternoon hour was chosen to permit simultaneous transatlantic bidding from Sotheby's sale room in London. Three Impressionist paintings which will appear among the fifty lots to be offered — one Cezanne, one Gauguin and one Manet — are probably the most important works to be auctioned in the seven

years since the Goldschmidt sale at Sotheby's.

The first of the three sales will start at 9:30 P.M. on the evening of Wednesday, October 13 and will offer 20 contemporary American paintings from the collections of Mr. and Mrs. Robert C. Scull and other owners. It will be followed immediately by a sale of 19th and 20th Century sculpture. All three sales, will have separate catalogues, and the art works will be placed on public exhibition at Parke-Bernet starting Thursday, October 7.

Each of the three sales is unique in its way. The contemporary American works constitute the first major sale composed entirely of such paintings ever to be held. Among them are: "Police Gazette" and "Spike's Folly I" by de Kooning;

"Initial" by Kline; and "Reds No. 22" by Rothko. No works of comparable importance by these artists have yet been offered for sale at auction. In addition to two other paintings by de Kooning, there are well-known examples by Gorky, Still, Gottlieb, Newman, Guston, Rauschenberg, Rivers and others.

The Auctioneer

He stood across the yard that day,
In earnest occupation;
A slender man amid a crowd
Enthralled with admiration.
His back was broad, his waist was lean,
And callused hands testified
That he labored at each auction
With devotion and with pride.
"Yep! A dollar, dollar-fifty,
Dollar-fifty, give me two!"
His lightning tongue machine-gunned
words,
And before the sale was through
His image left a memory
That I knew would not depart:
His voice, his eyes, his rakish grin —
Going, going, gone my heart.

By Delece Holle Norcott

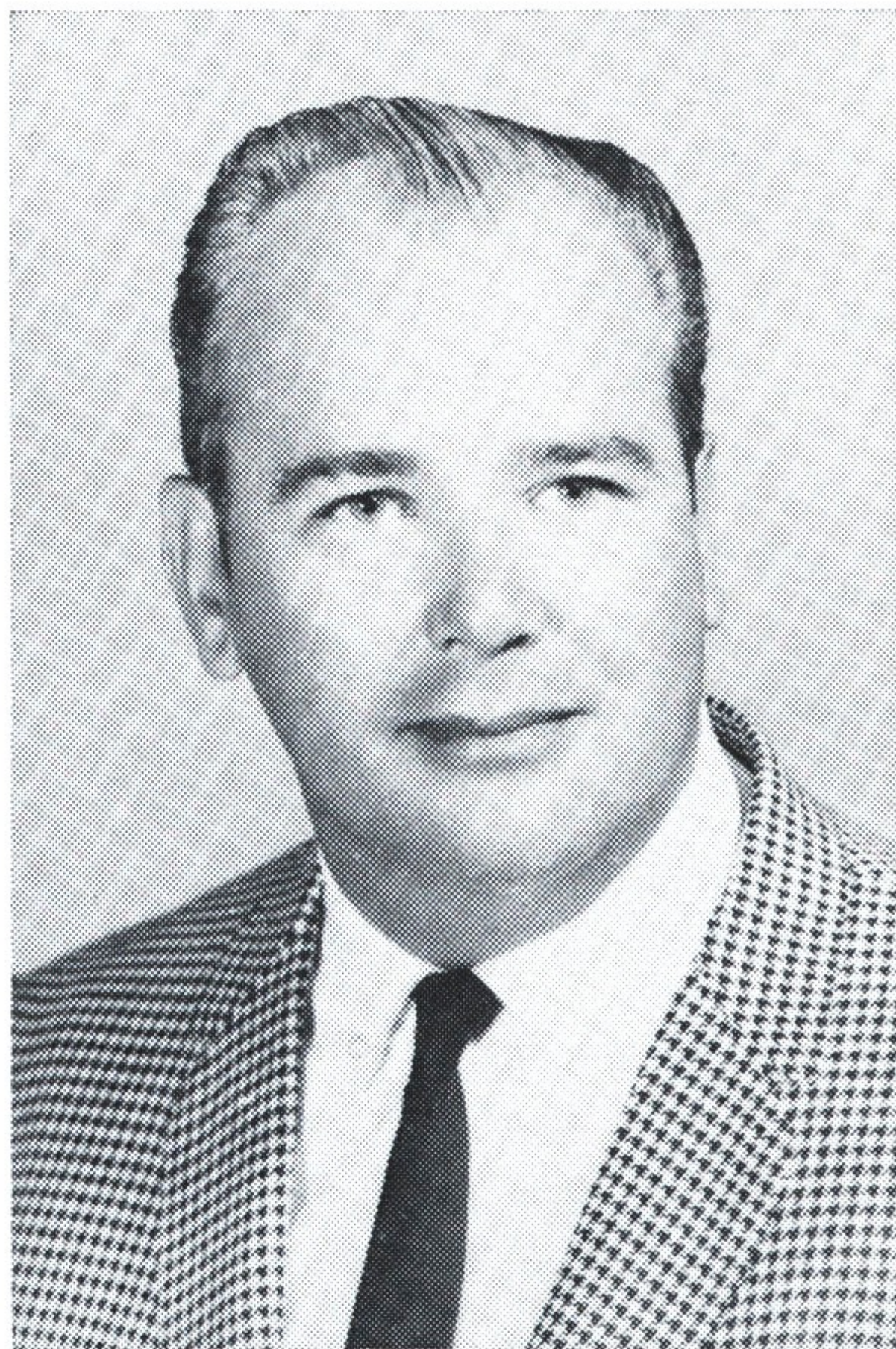
Old Sale Bills Note Our Charging Times

There has been an old sale bill depicting a Kentucky Auction which included whiskey making equipment, colored slaves, etc., that has probably been reprinted more than any other sale bill. While this particular sale bill describes items that are foreign to today's auctioneer one doesn't need to go back to the 19th Century to find one that classic.

The following items were listed on an Indiana sale bill of October 31, 1917, and are probably equally as unusual to many young auctioneers as these listed in the 19th century sale bill: nine head of horses, eight of them broke to work, a Studebaker wagon with triple bed, an Old Hickory wagon, a wagon with gravel bed, a set of bobsleds, Oliver walking 14-inch breaking plow, five-foot mower, a binder, a walking cultivator, a fanning mill,

a three-section spike-tooth harrow, three spring-toothed harrows, a corn binder, two buggy poles, two sets double work harness and a double set of light harness. The terms of the sale were: all sums of \$5.00 and under, cash; sums of over \$5.00 a credit of nine months will be given.

Auctioneer Heads State Auto Group



Donald F. Kennedy, auctioneer and co-owner of the Portland Auto Auction, Portland, Ore., has been elected President of the Oregon Independent Automobile Dealers Association.

This is the first time that a member of the auction profession has been elected to this high office. Kennedy is a graduate of the Mendenhall School of Auctioneering and a member of the National Auctioneers Association.

Maturity is knowing when to speak your mind and when to mind your speech.

Some things simply don't change as evidenced by these observations made by Plato who died in 350 B.C.:

When there is an income tax, the just man will pay more and the unjust less on the same amount of income.

Mankind censures injustice, fearing to be victimized and not because it shrinks from committing it.

Under the influence, either of poverty or wealth, workmen and their work are equally liable to degenerate.

They do certainly give very strange and new-fangled names to diseases.

Wealth is the parent of luxury and indolence, and poverty of meanness and viciousness, and both of discontent.

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THE LIGHTER SIDE . . .

THE LITTLE BROWN MOUSE

The liquor was spilt on the bar room floor,

And the bar was closed for the night,
When a little brown mouse came out of his house,

To bathe in the pale moon light.

He lapped up the liquor on the bar room floor,

And back on his haunches he sat,
And all night long you could hear him howl,

Bring out the dad-blamed cat! ! !

OUTCLASSED

The young mother was shocked to learn that little Sammy had told a falsehood. Taking the lad on her knees, she graphically explained the consequences of lying. "A tall, green man," she began, "with red fiery eyes and two sharp horns grabs little boys who tell falsehoods and carries them off at night. He takes them to Mars where they have to work hard in a dark canyon for 50 years. Now, you, you won't tell a falsehood again, will you, Sammy?"

"No, ma'am," replied the lad. "You tell 'em better than I can."

ECONOMY MINDED

The owner of a small crossroads store was appointed postmaster. Over six months went by and not one piece of mail left town. Deeply concerned, postal authorities in Washington wrote the postmaster to inquire why. They received this short and simple explanation: "The bag ain't full yet."

MODERN METHODS

Buying a magazine at a newsstand a woman tendered the man three dimes and then pulled back and paid for her purchase with a bill.

"I can't give you dimes," she explained, "because I save them for my flat tires."

"How do you change a flat tire with dimes?" asked the news vendor.

"Oh," the woman said, "I call the Auto Club."

TAKE HOME PAY

"A little farm boy wanted \$100 so badly, he decided to pray for it. After several weeks with no results, he wrote a letter to God. The postmaster got a kick out of the letter and sent it to the White House.

The president chuckled and ordered \$5 to be sent to the boy. The lad was delighted that his prayer was answered and wrote a thank you to God, but added a P.S. — "I noted you routed your letter through Washington and, as usual, the bureaucrats deducted 95 per cent."

TACTICS

When a sailor at a swimming class refused to dive from a 30-foot platform, the instructor asked him: "What would you do if you were that high on a sinking ship?"

"Sir," said the student, "I'd wait for it to sink about another 20 feet."

CAGY

An intelligent girl is one who knows how to refuse a kiss without being deprived of it.

NOT AN ECHO

These days a voice crying in the wilderness is usually a real estate developer advertising a new tract.

GOOD EXCUSE

Voice on telephone: "This is Harry. I won't be able to come to work today. My wife has broken a leg."

Employer: "What has that to do with your coming to work?"

Voice: "It was my leg she broke."

ANY TAKERS?

A rural radio station had some explaining to do when one of its announcers, delivering a commercial for a local laundry, blandly recited: "Ladies who care to drive by and drop off their clothes will receive prompt and individual attention."

TASTE GOOD?

One night a young man fell asleep and dreamed he had eaten an extraordinary large marshmallow. The next morning the young man awoke and found that he could not find his pillow!

MISSING LINK?

While the boys in our den were putting the finishing touches on a tree house in my yard, I slipped into a pair of slacks and scrambled up the tree to see if I could help. "Gee," one Cub exclaimed, "I didn't know women could climb trees." "You dope!" another retorted. "She's no woman. She's a Den Mother."

ABOVE AVERAGE

In an inquisitive mood, the little lad asked his mother: "Mom, was it the same stork that brought me that also brings little bugs and mice and lizards?"

Puzzled his mother hesitated, then replied that she guessed it was.

"Gosh," he shot back, "then you didn't really do so bad after all, did you?"

HUNGRY DOG

There was a fellow waiting for a haircut. As he studied a big German Shepherd dog in the barber shop, he was impressed by the way the dog intently watched every move of the barber. Finally he said to the barber: "It's amazing how interested that dog is in every move of your scissors. He must enjoy watching you work."

"Well," said the barber, "it isn't exactly that. But every now and then I accidentally snip off a piece of ear — he really goes for that!"

USEFUL HORSE

On one occasion, when Abe Lincoln was going to a political convention, one of his rivals, a livery-man, provided him with a very slow horse, hoping that he would not reach the convention in time. Lincoln got there, however, and when he returned the horse he said:

"You keep this horse for funerals, don't you?"

"Oh no," replied the liveryman.

"Well, I'm glad of that, for if you did you'd never get a corpse to the grave before the resurrection."

FULL WORK WEEK

The door of a cottage in a poor section of town was flung open precisely as the clock struck noon. A housewife, arms akimbo, shouted from a doorway at a workman leaning against the wall. "Come along in, Five-Day-Week. Seven-Day-Week's just cooked your lunch."

SOLE SURVIVOR

Ancient citizen: "Yup, I'm 94 years old, son, and I'm proud to say I ain't got an enemy on earth."

Reporter: "That is a very beautiful thought, sir."

"A.C.: "Yup. Last one petered out 'bout a year ago."

LOGICAL

Little four-year-old Marion was busy ironing her dolly's gown one Sunday afternoon. Her nurse remonstrated, "Don't you know it's a sin to work on the Sabbath?"

Marion looked up and calmly answered, "Now don't you suppose the Good Lord knows that this little iron isn't hot?"

JUST COMES THAT WAY!

Two workmen sat down to eat their lunches. One began to unwrap a package some 18 inches long.

"What's that?" asked the other curiously.

"My wife's away, so I made myself a pie," explained the first workman.

"A bit long, isn't it?"

"Sure its' long — it's rhubarb pie!"

COULD BE

"It looks like rain," said the waitress, looking out the window.

"Yes," replied the customer, glancing up from his steaming cup, "but it smells like coffee."

YE OF LITTLE FAITH!

Beginning his sermon, the preacher said: "Brothers and sisters, you have come here to pray for rain. I'd like to ask you just one question. Where are your umbrellas?"

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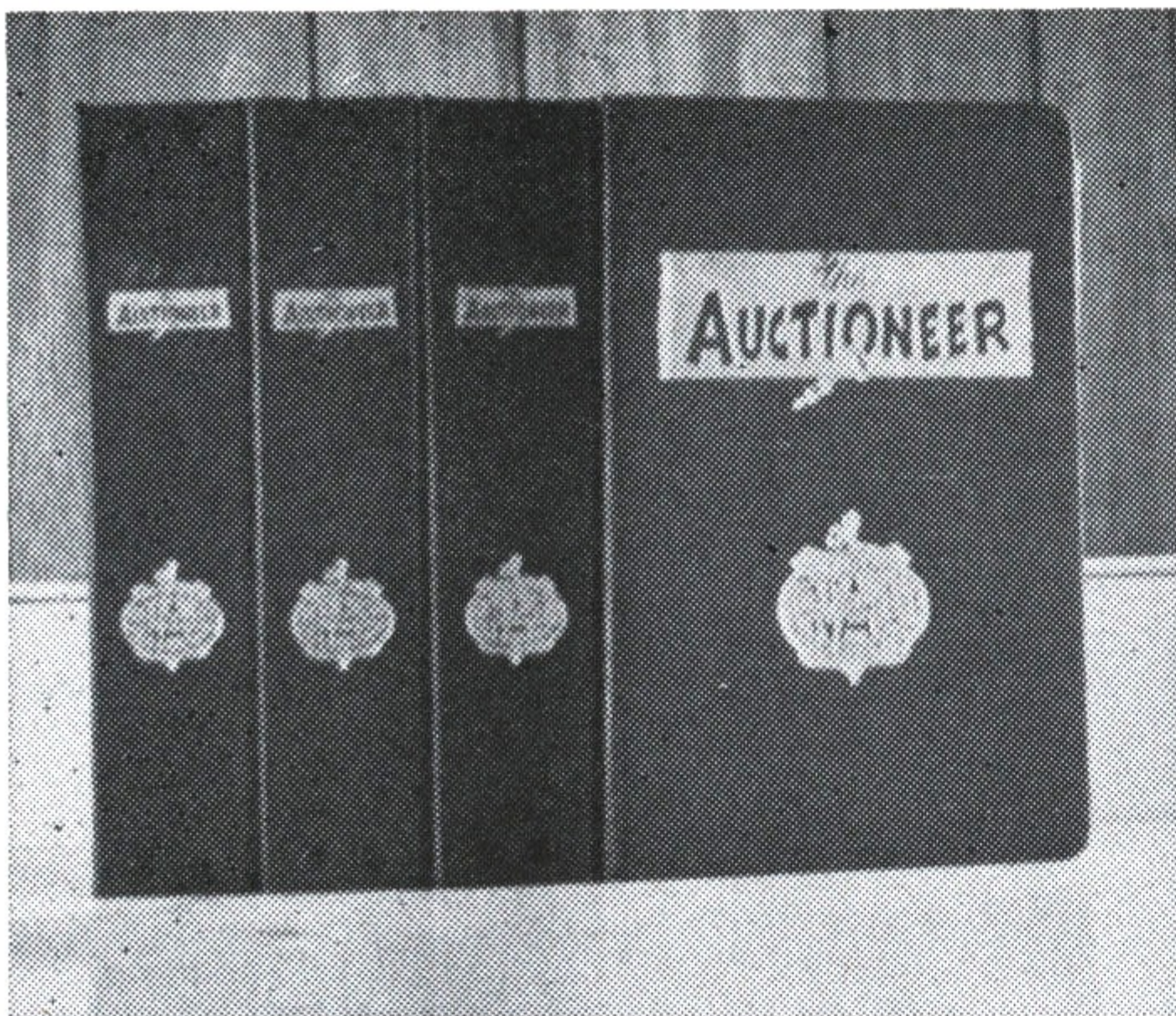
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