

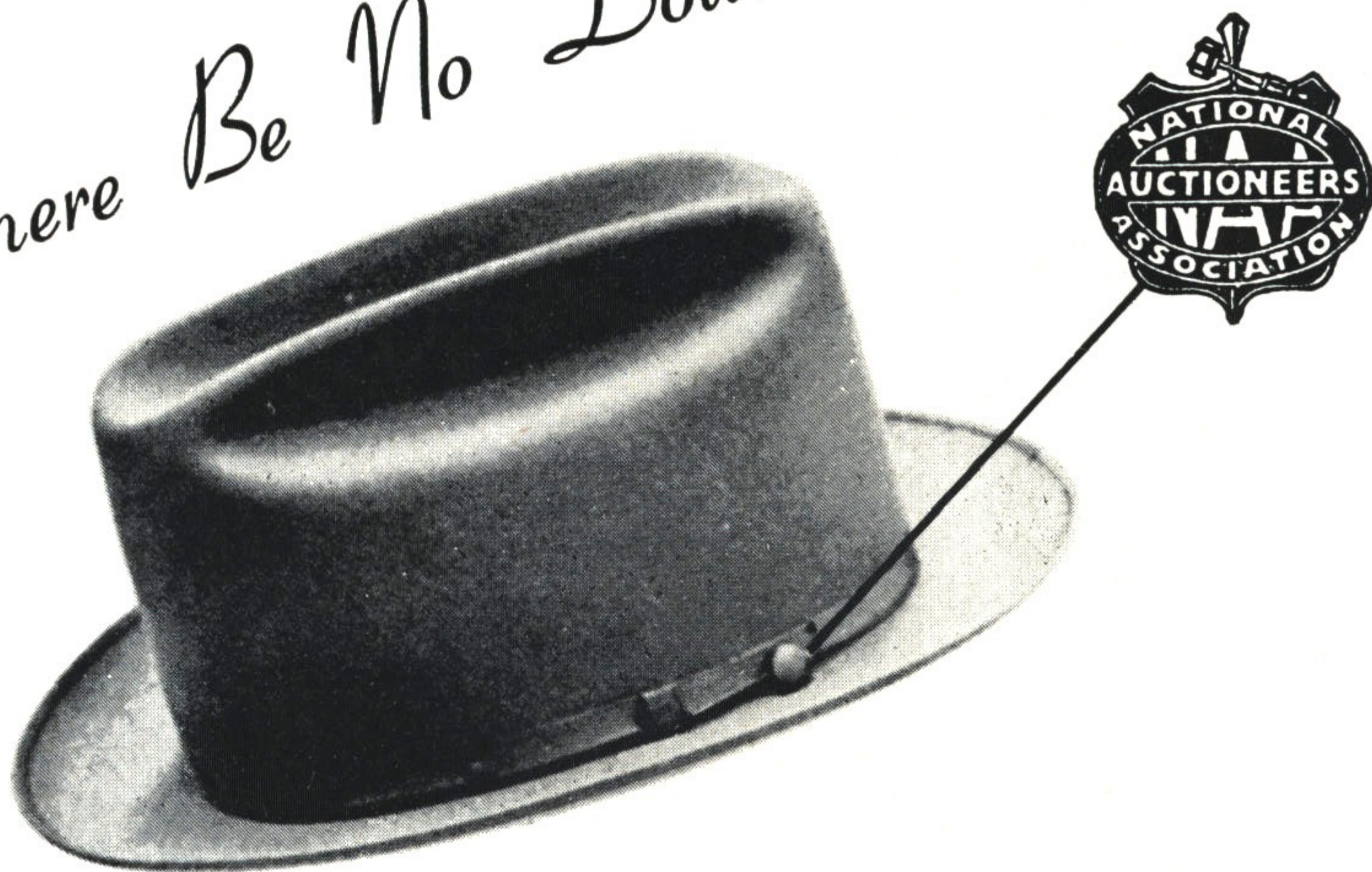
the AUCTIONEER



JANUARY
VOL. XVIII

1967
No. 1

Let There Be No Doubt!



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Rasmussen Marks 40 Years In The Auction Profession

When NAA Treasurer, Henry Rasmussen, St. Paul, Nebr., completed his sale on Saturday, December 3, it marked the completion of 40 years of auctioneering. "Hank", as he is known to his host of friends, had just graduated from the American Auction College in Kansas City, when he sold his first auction, on December 3, 1926.

He has never missed a year of auctioneering since then, although he admits that some of the early years were mighty slim going. Like many a veteran in the profession, Hank found that it took him a good many years to build a reputation which now makes it possible for him to wait for people to come to him rather than him hunt for customers.

In these 40 years of auctioneering he has seen many changes and had a variety of experiences. He has sold land for as low as \$4.50 an acre and as high as \$720 an acre. His smallest sale only grossed \$52, during the 1950's and his largest gross was this year when he sold five parcels of land for \$313,800. Hank says he had to cry a lot of sales before he reached this one, bringing almost a third of million and this was really with less effort than many auctions much smaller in size.

In his early years, Col. Rasmussen confined his business to farm auctions and it was not until 1932 that he sold his first land sale. He says it didn't bring much but in those days no one had money to spend for anything. He recalls one land sale in the depression era that he had to sell one piece of land three different times to get it approved by the court and the third time, at \$19.50 per acre, he and two attorneys had to pool their money to buy it. None of them could "swing the deal" alone.

For the past 15 years Hank has been averaging 130 auctions a year. Today, he sells in every month of the year while in his earlier days, auctions were



COL. HENRY RASMUSSEN

confined to the winter months. But in the 1950's it was not uncommon for him to cry three sales in one day, one in the morning, one in the afternoon and another in the evening. Now, he schedules only one in one day.

Besides the change that has taken place in the price of land there have been many other changes in the past 40 years. One of the greatest is the change from horse drawn farm equipment to the tractor and full line of mechanical equipment.

There was a day when an auction with six to eight head of horses was considered a good sale. Today it takes the big tractors to make a good one.

This year, Hank has conducted auctions in 14 Nebraska Counties. He has never conducted a sale outside the state.

Col. Rasmussen has always been a believer in organizations and has held an office in the Nebraska Auctioneers Association since it was formed in 1949. He is a past President and currently

Secretary - Treasurer of the state organization.

In 1951 he was elected Treasurer of the National Auctioneers Association, a position he has held continuously since that time. His experiences in this post would make an interesting story.

Kansas Auctioneer Has Big Days Work

Blue Rapids, Kas. — In another large farm sale held on Monday, November 21st, the five farm tracts belonging to the estate of the late David E. (Hon) Ricard sold during that day starting at 10:00 a.m. near Olsburg, and ending with the 5th tract northwest of Barnes at approximately 4:30 p.m.

The first tract, near Olsburg, sold shortly after 10 a.m. It contained 320 acres and went to Swen E. Carlson, of Jamestown, for \$53,400.00, or an average of approximately \$166.85 per acre.

Tract No. 2, the former Vavricek 80 east of Cottage Hill went to Mr. and Mrs. Avery Mills (she is the former Myrtle Woodward) of Cloudcroft, New Mexico, for a bid of \$14,400.00 some \$180.00 per acre.

Tract No. 3, east of Blue Rapids, consisting of 243 acres, brought a bid of \$32,000 from Dick Lynch, an average of some \$131.69 per acre. This farm sold starting at 1:30 p.m.

Tract No. 4, 80 acres more or less, located a mile north east of Barnes, went to Edgar Behrens, who lives just north of it. He had been farming this tract and his bid was for \$16,250.00, an average of some \$203.00 per acre.

Tract No. 5, located some two miles west of Tract 4, S. W. of the Maplewood Cemetery, also went to Behrens for the price of \$18,450.00 or an average of \$230.65 per acre.

The five tracts of land, scattered over considerable distance, were sold by Auctioneer Don Roche at the approximate times advertised despite the distance between tracts. That they sold well is shown by the prices in total and per acre.

Illinois Auctioneers Plan For "National"

The Illinois State Auctioneers Association held their Fall Meeting on October 22 and 23 in Springfield. George W. Cravens, Secretary - Treasurer reports that a great deal of interest was shown toward the planning for the National Convention in Chicago in 1967. A motion was made by President, Dwight Knollenberg, that the Secretary request a list of all Illinois Auctioneers that were National members but not State members so that they might be contacted. Both the President and Secretary - Treasurer are most anxious to make contact with all auctioneers who are not members of the State Association in order to boost the State membership. They have stated, "It is very important that we build our membership up this coming year".

It was also reported that the Spring Convention would be held on April 2, 1967, at the Leland Hotel at Springfield. The site was picked as being centrally located and therefore would encourage a greater turn-out for final planning for the National Convention in July. It was the feeling that every Auctioneer in the State of Illinois would want to do his bit to make the 1967 Convention the biggest and best yet.

The following are the officers for the year: re-elected Dwight Knollenberg as President; John Kasten, Virden, Vice - President; George W. Cravens, Williamsville, Secretary - Treasurer. New Directors: Franklin Bohn, Elkhart; Marvin Haycraft, Wapella; and Blaine Pinkston, Ramsey.

Marvin Haycraft was named Spring Convention Chairman and he wants all of you to mark your calendar now and keep on planning on attending the Spring Convention. Remember, we have a great responsibility in planning a National Auctioneers Association Convention and all Illinois Auctioneers must stand ready and willing to help if it is to be a successful convention.

Time your next move wisely — even the first robin has more enterprise than sense.

Posten Name Synonymous With Auctioneering

(Reprinted from the EASTON (Pa.) EXPRESS)

BY BRUCE P. FRASSINELLI

The name "Posten" has been synonymous with auctioneering for four decades in Monroe County. Miss Maude Posten, one of the few women auctioneers in America, has proven herself a worthy heir.

Maude, and her father, Wayne, who has been barking at Monroe County residents since 1923, have become legends in auction-conscious Monroe County.

Their knowledge of the business, their love of the work and the rapport they develop with bidders have made them popular with not only county residents but also with summer visitors who flock to country auction sales.

Maude is a straight-talking, pretty, blonde, and an interesting and colorful conversationalist.

Her father can spin one yarn after another. He has a remarkable knowledge of Monroe County history and takes pride that the Posten family has played a part in that history.

The family had its beginnings in Monroe in 1789 when Posten's great - great grandfather was given 1,000 acres of land in Smithfield Township as pay for service in the Revolutionary War.

Posten's father, Reeder, built up the auctioneering business which was begun by his father, James S. Posten, in 1886. Reeder ran the business until his sudden death in 1923.

As a young man in his 20's, Wayne Posten was all set to go to law school when his father contracted pneumonia and died. The late state Sen. Harvey Huffman persuaded Wayne to take over his father's business — there were 20 sales on the books when Reeder died.

"I decided to do it," Posten recalls, "and I've been at it ever since."

Since then, Posten said, "We have auc-

tioned such pioneer establishments as Berwick Inn and Maplehurst, both in East Stroudsburg; Griscom Hall at Buck Hill Falls; the Indian Queen Hotel and Washington House in Stroudsburg and this past Monday we had the Biggs' American Restaurant Sale in Stroudsburg," Posten said.

Maude believes people buy at auctions because they can buy merchandist more cheaply than they can across the counter. "Once in a while you have some items going for three or four times they're worth; what's one man's junk is another man's treasure," she notes.

Many auctions take on a circus atmosphere. People bring their lunches and chairs. Most summer auctions are all-day affairs with crowds ranging from 25 to 700 persons depending on the sale.

"They'll come in all kinds of weather—drenching rain, or knee-high snow," Maude says. She claims people bid more during days of inclement weather. "I guess they feel they don't want to go through all that trouble and go away empty-handed," she guessed.

The Postens work strictly on commission. They receive two percent on real estate and 10 per cent on personal property.

Surprisingly, a considerable amount of theft goes on at sales, the Postens admit.

"For example," Maude recites, "some people steal the tops of antique sugar bowls, then try to buy the bottoms at regular auction at a fraction of the price that it would bring if the set were complete."

Nationally, Maude has conducted more sales than any other woman. Although her father was curtailed by a heart attack in 1962, he is still active in most sales.



Col. Wayne Posten (right) and his daughter, Maude are shown conducting one of the many auctions they run each year in the Stroudsburg, Pa., area. Members of the Posten family have been auctioneers through four decades and they have sold nearly every kind of item imaginable. Both members of the auction team are members of the Pennsylvania and National Auctioneers Associations.

Indiana Federation Holds Convention

Members of the Federation of Indiana Auctioneers gathered at the Sheraton - Lincoln Hotel in Indianapolis, December 4, for the group's Second Annual Convention.

Charles P. "Terry" Dunning, Elgin, Ill., was the featured speaker of the day, his address being on the subject of selling Real Estate at Auction. Mr. Dunning told of the system used by he and his father and explained that most of their real estate auctions consisted of residential property. Following his address, a question period was held.

Other program features included the premier Indiana showing of the new sound film, "Auction — The Sound That Sells"; an address by the President, Victor Carpenter; a report of the 1966 National Convention by Noble Ratts, Indianapolis; a Question Box and a Fun Auction.

In the business meeting, it was voted

to hire Mrs. Beulah Spaw, Rockville, to again represent the organization in the coming session of the State Legislature in opposing any proposed bills that the organization felt would be harmful to the auction profession in Indiana. Mrs. Spaw represented the group in the 1965 legislative session.

The new Constitution and By-Laws adopted earlier in the year made it necessary to elect a new slate of Directors. Those elected were: Donald Porter, Morocco; Harvey Cable, Lafayette; Walter G. Price, Indianapolis; Raymond L. Carroll, Frankfort; Marley Neal, Mooresville; Earl Stalker, Rosedale; Fran Hamilton, Rossville; Charles L. Peters, Gas City; and Noble Ratts, Indianapolis. Past Presidents, Harold Asbury, Marshall; and Victor Carpenter, Ladoga, complete the slate of Directors.

From the Board of Directors, the following officers were elected for the new year: President, Walter Price; Vice President, Harvey Cable; Secretary - Treasurer, Fran Hamilton.

Draft Horse Auction Finds Great Reception

BY SI LOCKHART, Steamboat Springs, Colo.

Just received your letter wanting to know how our big special work horse sale turned out. It was held at Craig, Colorado, November 8, 1966. It was one of the best work and saddle horse sales we ever held. I have been handling work and saddle horses over 50 years and have sold thousands of horses, but never anything like this sale. We had approximately 300 head of which 100 head were draft horses.

The outstanding team of the sale were Belgian mare and a gelding 5 and 7 years old, wt. 3400 lbs., sold for \$725.00. The second team, sorrel bald faced mares, 6 and 7 years old and wt. 3200 lbs., sold for \$600.00. A team of blond geldings 7 and 8 years old, wt. 3400 lbs., and consigned by F. L. Taylor of Springfield, Missouri, sold for \$600.00. An odd Belgian gelding sold for \$250.00. Draft colts, yearling and older horses sold around \$125.00 per head and up. Quarter horses and saddle horses sold for \$100.00 up to \$350.00.

We had buyers and consigners from several states and could have sold more horses.

The top set of work harness with Boyt Brass trim sold for \$150.00. Other good harness sold for \$50.00 to \$100.00.

Many people say, "Well, who works horses any more and where are you going to get a man that can drive a team?" Well if you look around you will find a few good teamsters yet. Now who are the people that work horses? In our area, here at Steamboat Springs, Colorado, we get a lot of snow and it comes before the ground freezes. The ranchers feed their livestock with team and sled. They feed around the stack in a circle. Each morning they put hay out on a clean snow bank, and when the stock eats the hay, they tramp the snow down and all of the seed and fertilizer goes back on the meadows.

We also live in and around a sheep



COL. SI LOCKHART

area. The herder uses a team to move his sheep wagons and camp from one range to another. He uses geldings, as they stay close to the sheep wagon and don't wander off.

We have a large timber area. They use horses to skid logs to the main road, so the logging trucks can then pick them up much easier. This is a must and requested by the forest service, as the tractors knock down the young trees and make ditches that wash.

The next big users of work horses are the Dude Ranchers. They use horses for hay rides and stage coaches. The movies also use a lot of horses. I also understand the Amish people are still using horses to farm with.

I may be old fashioned and living in the past, but I believe farmers and ranchers would be better off if they were all using horses. You can work teams for 4 or 5 years and sell them at a profit. What does a tractor do to your pocket book after 5 years use? The average ranch has enough of feed and roughage going to waste to feed some horses. When

you buy a tractor most of the money goes out of the country to manufacturers.

Indeed, it has been said that without the horse there would have been no settling of the west. As a consequence all of the land west of the Rockies would still be Mexican Territory.

"There is something about the outside of a horse, that is good for the inside of a man." I for one still love that good old faithful horse and milk cow. When I leave this land I hope God will send me where there are many horses.

The auction sale lasted approximately 12 hours. We didn't stop until we were through. We used five auctioneers and several ring men. I have a son, Darwin, and a daughter, Cookie, that are auctioneers. We work together as a team and each knows what the other is doing and thinking. I am a firm believer in mental-telepathy. And that is something every auctioneer has or should have. You have heard it said you shouldn't induce your children to follow in your footsteps. Mine have and I am very proud of them. That I could pass some of my knowledge and auction experience on to them.

I am going on my 40th year in the auction business. Many say when are you going to retire. Never as long as I can help a brother and all the world needs help.

There are three words every auctioneer should keep in mind (get the money). Every one must live by selling something, it might as well be the auction way.

Iowans Open New Auction Market

The brand new office building, pavilion and ring of the Sioux Center Livestock Sales Co., Sioux Center, Iowa, were dedicated in ceremonies Nov. 12.

The 20-year-old firm owned by Cliff Bogaard and Edwin Roetman is one of the nation's 825 Certified Livestock Markets. The new plant was designed by Livestock Market Design, Inc., a sponsored service of the Certified Livestock Markets Association.

Col. Corkle Honored By Hereford Group

Charles Corkle, veteran Hereford auctioneer, was honored by the Nebraska Hereford Association upon the occasion of its 25th anniversary sale which was held Nov. 4 at Broken Bow. The presentation of the recognition was at a banquet on Nov. 3.

Corkle has officiated as auctioneer for the annual sale since 1946 and prior to that served as a ringman for the Omaha **Journal-Stockman** in the sale. The presentation was made by H. L. (Hi) Mackey, longtime friend of Corkle and also an honoree of the association.

Col. Corkle is a Past President of the National Auctioneers Association.

NAA Member Seeks State Senate Seat

J. C. Carter, a Scottsville realtor - auctioneer and business man, has announced he will be a Republican candidate for the 19th District Senate seat, comprising Allen, Barren, Metcalfe, Hart and Larue counties, subject to the primary election on May 23, 1967.

Mr. Carter is 43 years old and is a son and business partner of Col. Chas. M. Carter Sr., a past member of the Kentucky Legislature.

Mr. Carter says he believes that Kentucky needs more business men in the Senate and therefore is making this effort at a personal financial sacrifice to be a part of the Republican effort to stop taxes, graft and dictation to the people.

Mr. Carter is a lifelong resident of Scottsville. He is married and has three children. He is a Methodist, veteran of World War II and a member of the Kentucky and National Auctioneers Association.

Never compare yourself with others, but to succeed in the auction business, you must be able through the gift of imagination to place yourself in the position of others.

What Is Ahead?

BY BOB PENFIELD, BOWMAN, NORTH DAKOTA

Never in the history of mankind has there been as much anxiety about what the future holds for us as is prevalent today. On every hand some one is making a projection about this or that, something going up or something going down. Space projects, future markets, insurance programs, mutual funds, school consolidations, or what have you.

In each instance mentioned above and many more that you can think of, tomorrow will dawn bright and clear on the results of some positive action that we as individuals have taken today. Nothing is accomplished by setting on your posterior end and talking about what you are going to do tomorrow. Today is the day for action, and only today. It's too late to worry about yesterday, but we can reflect on yesterday's mistakes so that we don't make them again.

There is no other profession that requires as much intestinal fortitude as does the auction profession today. Positive action must be taken every day to put events into motion that we will not see the final result of for several weeks or maybe months. But how well the toll rings on that final day will be determined by the way we apply ourselves to the job we have to do now. Knowing what to do and how to do it is not enough, we must start a plan of positive action NOW.

President Brad Wooley took positive action in July of 1966 and appointed a committee to have a plan outlined for a permanent home for our National Auctioneers Association.

Colonel B. G. Coats took positive action when he sat down and wrote his reactions to the article "Are You Ready."

Colonel A. T. Morris took positive action when he wrote a letter to the Editor praising the 1966 convention. He took some very commendable positive action when he stated that he would "be more than glad to give \$100 to the building fund at any time."

I think there are many more auction-



COL. BOB PENFIELD

eers throughout the country that would be willing to do the same thing. I'd be glad to give \$100 myself, and maybe there are some who would just as soon give \$500 or \$1000 for such a worthy cause. But even at \$100 each, 200 auctioneers that have that much faith in the future of this great profession would make a big dent in the cost of a new building.

Let's flood the columns of the "Auctioneer" this next month with letters in support of this first real big project our association has considered. You will notice I said NEXT MONTH. So set down and do it now. Today is the day for action. Let's send so many letters this month that they will fill several pages. That would certainly be an inspiration for the committeemen to know that they were working on a project that would meet the approval of the membership next July.

Of course if you are "agin" it, take some positive action on that too, and do as B. G. did, express your opinion.

I'll end this by quoting one of our great United States Presidents, Theodore Roosevelt. "Every man owes a part of his time and money to the business or industry in which he is engaged. No man has a moral right to withhold his support from an organization that is striving to improve conditions within his sphere." Certainly this fits you and I and our relationship to the National Auctioneers Association today. Lets hear from you!

Florida Auctioneers Association Formed

Some 40 auctioneers, a few with their wives, gathered at the Cherry Plaza Hotel in Orlando, December 10, and successfully organized the Florida Auctioneers Association.

While talk of state organization of auctioneers had persisted for several

years, no one had ever taken the initial step until N. Albert Bond, Orlando, mailed out notices for the initial meeting. Interest was very high as indicated by the attendance and they came from all sections of the Sunshine State.

Robert D. Cooper, Sarasota, nationally recognized livestock auctioneer, was chosen as the group's first President. P. Frank Stuart, St. Petersburg, one of the country's leading real estate auctioneers, was named Vice President. N. Albert Bond was elected to the important post of Secretary-Treasurer.

Elected to the Board of Directors were: C. B. Drake, Ft. Lauderdale, (former NAA President); Joseph F. Sedmera, Lakeland; Brooks Thornton, Pensacola; and G. G. Finnell, Orlando.

Bernard Hart, Secretary of the NAA, attended the meeting and assisted with the organizational proceedings.

Lighting the way of men to betterment is the finest profession known.



Officers and Directors of the newly formed Florida Auctioneers Association stopped in front of Orlando's Cherry Plaza Hotel for this picture. Front row, from the left are: N. Albert Bond, Orlando, Secretary-Treasurer; P. Frank Stuart, St. Petersburg, Vice President; C. B. Drake, Ft. Lauderdale, Director; Joseph E. Sedmera, Lakeland, Director. Back row: G. G. Finnell, Orlando, Director; Bernard Hart, Secretary of the National Auctioneers Association; Robert D. Cooper, Sarasota, President; Brooks Thornton, Pensacola, Director.

THE LADIES AUXILIARY

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Plan Now For Grand Time In Chicago

As I write this everyone is very busy getting ready for Christmas I'm sure. By the time you read this the rush and excitement will all be over and a New Year will be under way. A very successful one for all Auctioneers and their families I hope.

Now is the time to start thinking ahead and planning for our National Convention in July in Chicago. I've only missed one in the past 13 years and I think I enjoy each one a little more. Conventions are sure a wonderful way to make new acquaintances and renew old friendships. You can also learn a lot if you want to.

The Auction business has been good

to us this past year and seems better every year. There are more new Auctioneers every year and with a little effort on all our parts I think we could gain a lot more members. There is always something to do for the men and there is plenty planned for the women, even the children have more fun as time goes on. My daughter and son enjoy the Convention more each year and really enjoy the other teens their ages.

Hope you will all be in Chicago in July with your families. We will unless something unforeseen happens.

A HAPPY AND SUCCESSFUL NEW YEAR TO ALL OF YOU.

Mrs. Don W. (Eileen) Standen,
North Ridgeville, Ohio

\$618,115 For Books

NEW YORK, N.Y. — The first sale of the celebrated Americana collection of the late Thomas Winthrop Streeter, containing books and manuscripts on Discovery and Exploration, the Southwest, Mexico and atlases, held on October 25 and 26 at Parke-Bernet Galleries attracted an unusually large audience of collectors, librarians and dealers, including representatives of the West Coast and England, with American universities particularly well-represented.

The grand total of the sale was \$618,115, with highest prices achieved for early printed Americana, including the first voyage around the world by one of Magellan's companions, Antonio Pigafetta, which brought \$56,000, and a second edition (1493) of Columbus' account of his discoveries, which fetched \$30,000; the atlases, and, in the third session, the very rare material from Arizona, which brought a bid of \$20,000 for an 1863 proclamation of Arizona Territory Governor John N. Goodwin.

Part II of the Streeter sale will be held on April 25 and 26, and will comprise New England, Middle Atlantic and Southern state material.

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Some Advice For New Men In Auctioneering

BY COL. POP HESS

The writer joins all our readers and members of the N.A.A. in looking forward to this new year in making the business of Auction Sales and Auctioneering the better way of converting Personal Property, Real Estate, Commercial Stocks, Livestock and General Farming and Household Equipment, into cash dollars. All such sales must have the attention of John Q. Public to have him become the interested bidder and a John Q. Public Auctioneer who knows his A.B.C.'s in conducting the type of sale he has, is wielding the hammer on how to get the best results.

From what the writer learned early in the work of Auctioneering, all bidders and visitors in the audience, never like to be told what to do, but 90 per cent of them are good listeners on what is said and presented in each item sold. The runner-up bidders make the final decisions in the final amount that they bid. Experience also told this writer to never make too much sour grapes out of the first bidder of all bidders when the offer was much too low, but found by making lemonade out of the lemons they were handing out was the type of pulling power that got to the top dollar when the bids were all in and SOLD.

The above lines are written as my answer to some letters recently received from some of our new recruits off to a clear run in conducting auctions as some seem to be having kick-backs on their performance. Regardless of how low the interest seems to be by bidders in attendance in whatever line you are selling, the bidders may seem to be dying or fading away, don't make the mistake as I have seen some Auctioneers do, die with them because then the seller and the sale become a public FUNERAL.

In such events, the Auctioneer in a

way becomes somewhat like a Doctor and starts prescribing pills that will ease the situation, to get circulation back into action. However, don't overlook the fact that even though your patrons are sick and nearly dead, that they might take fake pills, which they can carry home, that will kill your future as a John Q. Public Auctioneer.

An auctioneer must become quick to take note of cold bidders and as soon as this is noted it is time to kindle fire and change the mood. My personal experience in this situation in kicking off in all sales, is to have your bidders and visitors in front of the Auction Box in good cheer. This does not require long, rotten, stories, but more of a cheerful approach. It is up to the auctioneer in the drivers seat, to come up with what he feels the people within his hearing will take well as it is presented.

Every Auctioneer has his own way of kicking off his sale. For myself, I found in kicking off sales, that they should not be draggy or cold. It is best to get the folks in attendance in a happy mood and able to see your view point. In fact, the auctioneer in charge, in his own way, keeps his crowd and bidders following him, instead of the auctioneer following the crowd. Now all people do not smile or laugh and can look very sour and cross but be very happy in their way of thinking.

There was one area that I often operated in and there was one man that was always in attendance. He seldom ever made a bid and regardless of smiles or laughter would never break loose, he never came up with even a slim grin. I asked of a friend of mine that knew him well, why, and it was told to me the man just never did smile and it had been so many years that

IN UNITY THERE IS STRENGTH

now he was afraid to laugh for fear his face would crack.

Well, as time wore on I used many remarks when this "Sour-Puss" was in attendance with no results, but finally one day through some unforeseen thing which happened, I had the chance to say, "I knew a man once who had refused to laugh or smile for so long that now he was afraid to for fear his face would crack", and that did it, as this chap I had worked on for over five years, stretched his mouth from ear to ear and made a noise that sounded like a coon dog heading for the woods. So to make this story short, the old saying is true that it takes acid to kill acid.

One Auctioneer in a letter asked this question, "Could I tell him how come, when he has Real Estate to sell at Auction, when the owners are alive and living, that he has much trouble in getting interested bidders and the sale completed, etc.?" The auctioneer makes a two-sale job out of a Real Estate Auction. First he must sell the owners on what they must do and must expect and sign a contract to take the highest bid. The auctioneer must do certain types of publicity to bring out the best price at the Auction. This plan will work and the sale can go over.

In planning the Real Estate sale with the owner, be truthful and tell him honestly what the price could be if sold at Auction. It is better that they know before hand than find out after the publicity is issued. Get a contract signed. Many auctioneers, in days past, would say an attractive price would be obtained but wind up with a dog fight with the owners on sale day in order for them to agree to take what John Q. Public bid for it. Make a good contract before you start working. Know what the true value is and have positive ideas on what would be the lowest bargain buyers bid. Kick-off in competitive bidding is the spark-plug of all auctions and is the fact there are bidders present at the sale.

You have a contract to sell, now part two goes into effect. Set your sale date and see that proper publicity is used and personal contacts made to find the best buyer. You can often be pleasantly

surprised in the end to find that you have sold the Real Estate to some person you never contacted personally, but the ground work and effort paid off.

The most dangerous thing any auctioneer can get into is by letting the seller lead through on chance sales that will bring more than he has asked only to have it flop before the public in Auction. There is nothing more dangerous to an Auctioneers Business than to have his sales flop trying to create a market not backed by honest bidders or have the owners stop the sale due to price bid. Yet do not misunderstand, Real Estate at Auction by auctioneers who use the double barrel program of selling, is one of the top paying jobs of all divisions of auctions sales. It takes management and public sale judgement to make it work.

The live owner sold on you and your plan, the buyers bidding with confidence, has made top sales of Real Estate a good business to be in.

In conclusion on my view points, in General Auctioneering, the trials and tribulations of the days, my way of progress in the field of being an Auctioneer, today could be out - dated. What I found in my hay-days was that it was better to be just an Auctioneer. I set up my working program for household goods sales in the City by securing a man who knew how to arrange a household goods sale, in arrangements, publicity, clerking, etc. He acted as Sales Manager from start to finish, I just did the Auctioneering, and we did a large volume of business. He also filled in at Commercial Auctions of Store Liquidations. We split the commissions and both did well. This was also on my program of Purebred Livestock Sales. By keeping my connections with reliable Sales Managers, who did all detail work, my only job was the Auctioneering. One of my top connections in Real Estate Sales was to be on the Auctioneering Staff or reliable companies who made a specialty of Real Estate at Auctions. For many years I was the Auctioneer for one firm that worked nationally. Through it all I only spent days auctioneering, with no detail work, and had a clear profit and was clear of all overhead and publicity. One

can be a better auctioneer if he does only that one job, the actual selling, and keeps his head clear from sales management problems that are many. I feel that there is a distant difference between Sales Management and Auctioneering.

I think that this concludes answers to accumulated questions from correspondence received over recent months. These were letters from men who are planning on becoming The Auctioneer of Tomorrow.

Now, here it is 1967 and six months from National Convention Time for the N.A.A. to be held in Chicago, Illinois. All auctioneers who want to be Better Auctioneers will want to attend. Always a good place to take your ideas, too, for consideration and take home good ideas that are better. Be a Certified Member and protect your business in the Auction (Action) Field of Progress.

When you stop getting better, you stop being good.

Tennesseans Attend Virginia Meeting

Col. and Mrs. M. C. Bowers of Elizabethtown, Tenn., and Col. and Mrs. E. B. Fulkerson of Jonesboro, Tenn., attended the Annual Convention of the Virginia Auctioneers Association in Roanoke, Va. on December 3-4, 1966 at the Patrick Henry Hotel.

Col. Bowers, with 50 years of experience of selling Real Estate at Auction, was one of the panelists on the program. The title of his talk was, "Selling Real Estate at Auction".

The weather was beautiful which was advantageous to a good turn out of their members. A Fun Auction was held on Saturday night after the Grand Banquet with members and guests taking part.

Duty: a task we anticipate with distaste, perform with reluctance, and brag about afterwards.



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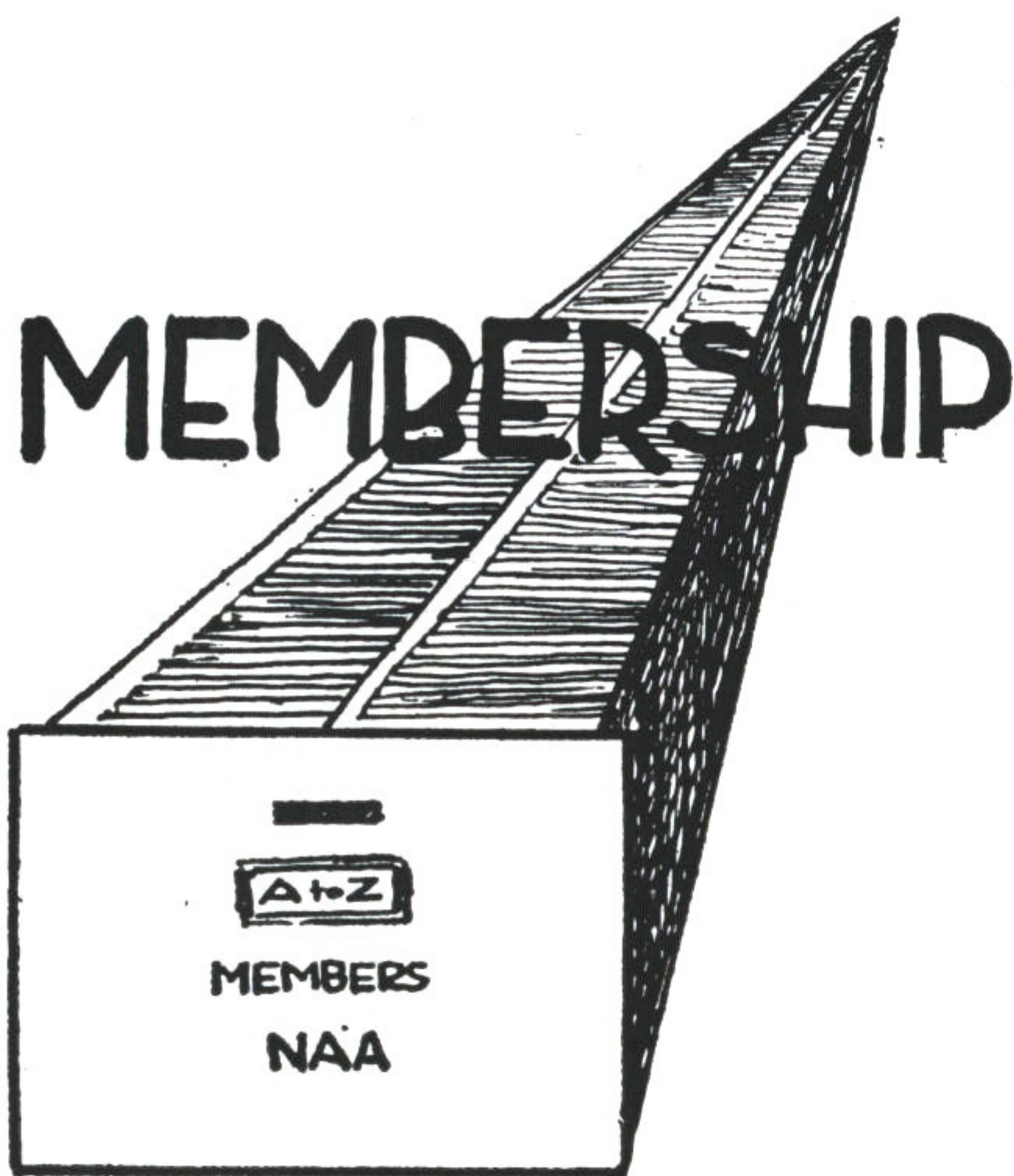
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- (* Indicates new member).

During a long life I have had to eat
my own words many times, and I have
found it a very nourishing diet.

—Winston Churchill

Too Close To The Trees To See The Forest

By C. E. CUNNINGHAM, GREENWOOD, S. C.

By the time you read this, the Holidays & Santa Claus will have passed for another year. What a wonderful thing it is during December to see the smiles on people's faces, the ready hand clasp and even the bright twinkle of the eyes—almost matching that of the expecting child. Wouldn't it be something if this Spirit would remain with us the other eleven months of the year. It is up to us. If we practice it earnestly and are concerned enough, with Love one for another — then others, when in our presence, will see and feel this same Spirit each day of the year.

In this New Year let us as professional men and women, "Not fall for just anything but STAND for SOMETHING". It is not always easy to stand for what is right but it is always right. No man has ever gotten lost, following a straight path.

An article in the December issue stating "We have a much higher class profession today than we had 20 or 30 years ago and it takes a better man, a better Auctioneer to stay in business today than it did then", has my whole hearty approval and Amen. Some of the reasons being, there were men back in those days who cared, treated others as they wanted to be treated. It was not easy for them to do what they did and stand alone at times. But, because they did—you and I have been handed a great HERITAGE and are enjoying a livelihood, a profession and an Association second to none.

Being raised on a farm in Effingham County, Illinois — going to Sales with my Father as a boy (who also was an Auctioneer) I know first hand — something of which I speak. What a real responsibility each of us have, in assuring something worth while to those who follow after us.

As Dr. Albert Schweitzer once said "When you are doing some good, you



COL. C. E. CUNNINGHAM

are not making a sacrifice". John 2:10 "He who loves his brother abides in the light and in it there is no cause for stumbling". If we are having troubles in our profession, let us examine ourselves. Maybe we are too close to the trees to see the Forest.

Be glad for life, because it gives us the chance to love, to work, to play and to have fellowship one with another. May we all be very thoughtful for such a rich heritage which is ours and strive a little harder to be worthy of it.

If a person has faith enough in his own ideas, he feels no need to force others to accept his moral judgments and conclusions. If his premises and facts are sound and his logic valid, others should have no problem agreeing with his conclusions; and in case they do not, the failure may be his rather than theirs.

—Donald Walter Shorock



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Exchange Of Ideas Transfers Losing Operation To Profit

By J. L. HENDERSON, Gulfport, Miss.

I think I have learned a few things about the auction business in the past year, and for what it may be worth I gladly pass the information on to others.

We are operating a weekly auction house. The auction is held on Thursday nights but the retail section is open six days a week. I have two buyers who average from \$125 to \$250 per week for themselves. I furnish the money and we split 50-50 on the profits. The retail department is more profitable than the auction, as we get usually about twice the prices at retail. But we feel that both operations are necessary. The good quality merchandise goes on retail and the less desirable on the block. We use a local finance company to handle our time payments, without recourse. We were greatly surprised at the amount of extra sales resulting from the time payment plan.

We are in our fourth year of operation. We lost money consistently the first three years. Fortunately, I have other sources of income that absorbed the losses. Previously I charged from 10 to 20 per cent commission on consignments. Within the past year three other auctions began operation in this area.

I knew something was wrong with our operation. I was determined to find out. We got a state association organized, thanks to the help of Col. Brad Wooley and Col. Bernie Hart, who attended the organization meeting. But we had so few members, and none of them seemed to have my kind of problems. Bernie gave me the names of some successful auctions about the country, among them the New Mexico Auctioneers at Albuquerque, N.M.

On the invitation of Col. and Mrs. John Overton, I spent a week at Albuquerque studying their operation. I shall always owe these fine people a debt of gratitude for their wonderful assistance. Next I attended the National

Auctioneers' Convention at Philadelphia. Here I talked with dozens of fellow auctioneers, many of whom had experiences similar to mine.

I am glad to say that my auction program is now paying off handsomely. Our selling fee is a flat 25 per cent across the board, except on cars and trucks we charge about 10 per cent.

Previously we would agree to protect our consignments at "certain figures." We would even let them start the bidding, or let them make "one bid", etc. Result, we had a house full of stuff that wouldn't sell. We were literally bogged down and did not know what to do. Now we sell things to the highest bidders. If the consignor doesn't agree to this policy, then we don't accept his merchandise. And what a difference this makes in the attitude of bidders? Yes, we sell a few things cheap! But it's more often the other way around.

Just recently, (Nov. 1 and Nov. 16) we had two auctions on-site that grossed \$23,000. Our fee 25 per cent. In another case, the owner wanted to haggle with us over the fee, so we bought his stock for \$1850. The sale brought \$4600, so we came out all right.

In one instance recently the owner of some office equipment was offered \$5,000, but while he hesitated the offer was reduced to \$4,000. I learned about this and advised the owner to let us sell at auction, on-site, to which he agreed. We got over \$8500, which pleased all of us.

We feel that we are giving our clients good service and earning our fees, even though we charge 25 per cent, which is more than any of our late competitors charged.

Right here I wish to express my thanks to the National Auctioneers Association for advice and suggestions. "The Auctioneer," and its editor, Col. Bernie Hart to Col. and Mrs. John Overton at

Albuquerque, N.M., our good neighbor from Arkansas, Col. Brad Wooley, Col. C. B. Arnette, of Tennessee, and Col. G. H. Shaw, the old master from Alexandria, La. Their advice and suggestions have been of tremendous help to me. I say to all fellow auctioneers, especially the ones who don't yet know it all, that if you are not using the services of the NAA and not attending the conventions you don't realize what you are missing.

Polled Herefords In National Sale

Only three bulls sold below \$1,000 while 26 head were ringing up an average of \$4,636 per head in the 1966 National Polled Hereford Sale. Top seller was \$19,000 for a half interest.

Twenty one females averaged \$1,508 and the 47 head in the sale averaged \$3,240. Auctioneers were all NAA members, A. W. Hamilton, Gene Watson and Bryan Swilley. B. O. G.

Helicopter Auction First Of Its Kind

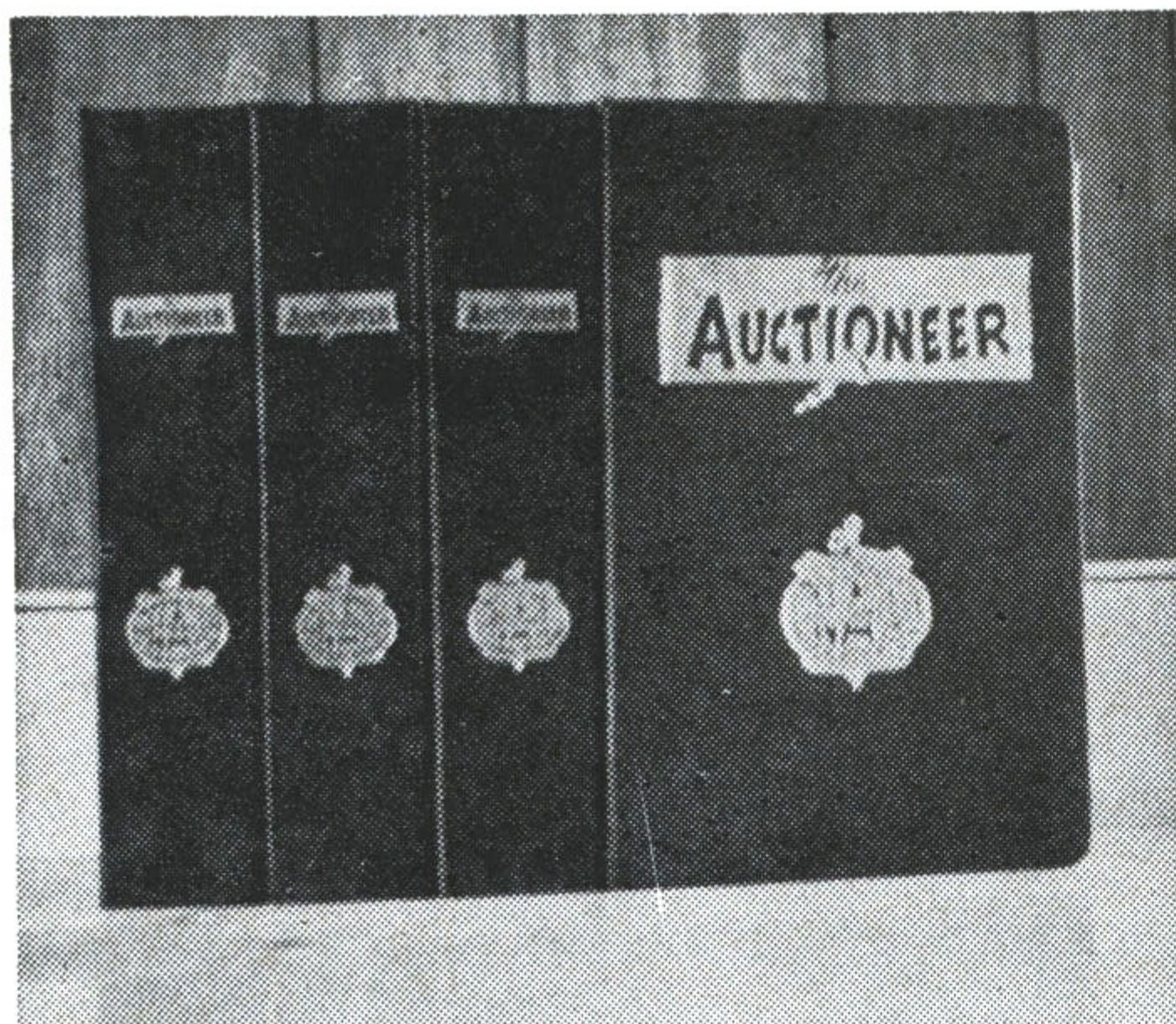
In what is thought to be the first auction of its kind, 14 helicopters and a hangar were sold in Little Rock, Ark., December 1. The auction was ordered by the referee in bankruptcy and consisted of the assets of Helicopters, Inc.

NAA President, B. L. Wooley, Little Rock, was the auctioneer appointed to conduct the sale.

Since the firm had only been in business for a three year period, all the assets were reasonably new. Parts with a book value of \$54,166 were a part of the auction. The hangar was a 40 x 60 ft. steel building, heated and insulated.

Also included in the auction was several rooms of ultra-modern office furniture and equipment, used by the firm.

In telling of the sale, Wooley said, "I have conducted airplane auctions, automobile auctions and boat auctions but this is my first helicopter auction in 17 years in the auction profession."



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We are nationally recognized by other Associations for the first time in the History of the Profession



COL. JOHN A. OVERTON

The N.A.A. insignia on your card and stationery will help you get sales that your competitor might get at a lower commission, but your National Association membership will carry enough weight to overcome the lower bid.

We have picked up three sales on which the commission amounted to close to \$8,000.00 this year, against other auctioneers with lower bids, but without membership in the N.A.A.

The nice part about it is that they were all out of Albuquerque which is our usual base of operation.

We marked up our thirteenth increase and owe a great part of our increased commission to the N.A.A.

Referrals from other members, recommendations from other auctioneers (members of the N.A.A.) and inquiries referred by other members of the N.A.A.

Anything any member can do to secure another member (deserving of course)

for the N.A.A. helps bring more pressure to bear to use N.A.A. members on the larger, better auctions.

I know of some fifty auctioneers (members of the N.A.A.) who unselfishly have given of their time and talents, plus paying their own expenses in endeavoring to build and help the N.A.A. to its present position of prestige.

Don't you owe a debt of gratitude to these men and the N.A.A. for their work in your behalf?

Why don't you show your appreciation in a concrete way and get two new members (of good repute) for the N.A.A. before your next Convention time!

We should be thankful that we have grown so steadily and solidly that we have \$20,000.00 in the bank and are in a position to buy or build our own Home for the N.A.A. How much will it add to our prestige? Our own building reproduced on our National Stationery will lend a solidness to the Organization we have not had before.

When you consider our dues are only \$10.00 per year, any auctioneer who is interested in the profession is foolish if he doesn't belong to the only National Organization that is interested in his welfare.

When you consider that the Auction Profession is older than Realtors, Dentists, Doctors, Attorneys, Engineers, one can see that the penalty we've paid for being "loners" and not organizing, as have the other professions.

I sent in my three new members before I wrote this article and have never failed to get from two to five new members per year. Our State has a total of thirteen auctioneers operating and all but one belong to the N.A.A. Let's see if we can't each express our appreciation to the N.A.A. and those dedicated members by bringing in at least two new members!

John A. Overton

"Without the free communication of ideas, there can be no spread of wisdom, no elevation of man, no real freedom and no peace."

— Benjamin Franklin

The Brothers Brown

Pennsylvania Auction Team Pools Talents Successfully

(Reprinted by permission from DELAWARE VALLEY GUIDE, Frenchtown, N.J.)
BY EMORY NEMETHY

To be a successful general auctioneer, you need a pretty good knowledge of livestock, machinery of various kinds, old and new furniture, and all the bric-a-brac that goes into making a house a home.

You also need the stamina and lung-power of a long-distance runner, clear diction, fast reflexes — and a pair of eyes that can swivel quickly from left to right, while watching your bidders. This can save a lot of neck turning.

Finally, it helps to have a sense of humor and an even disposition.

Some of this knowledge can be picked up by attending one of the country's ten or so auction schools — which are nearly all located west of the Mississippi River. They offer courses that run a few weeks and cover such studies as elocu-

tion, breathing exercises, the auctioneer's chant, and lectures on how to estimate the value of things.

Neither of the Brown brothers—Morell or Kenneth — has been to one of these schools. They grew up in the business, which was founded in 1915 by their father, E. Newlin Brown.

(Should the auction business ever fall on hard times, they could probably make a good living as a pair of sit - down comics — but more about this later.)

In talking about the business one day, Ken told us, "We're liquidation artists—in it goes and out it goes." They never accept merchandise with an upset-price condition attached. (For example, where the client says, "I want you to sell this table, but don't take anything less than \$300 for it.") In a case like this, they recommend that the customer keep the item.

They've found from experience that it all averages out, in the long run; where one item may bring a low bid, another will bring an unexpectedly high one.

"The market changes all the time," said Ken. "Five to ten years ago, you couldn't give a golden oak sideboard away — today they sell very well. Just the other day I sold an old oak icebox for \$3 — the customer was going to put a hi-fi in it."

Where milk glass was much sought-after a few years ago, today it's nothing. Instead, the customers are bidding on carnival glass (it has an iridescent soap-bubble finish). Tiffany glass lampshades have gone so well they're being manufactured again.

The Browns have their share of oddball experiences. At one sale, the assistant handed Ken a small box, which he decided to auction on a sight - unseen basis. One man bid \$2 for it, had a good laugh when he opened it and found it contained a pair of false teeth.



Typical display at the Brown Brothers Auction Gallery.

IN UNITY THERE IS STRENGTH



Morell Brown, in white shirt at left, displays item for brother Ken, center, to sell.

A few years later the man died, and the Browns auctioned off his estate. Up to the block came the same small box, and again Ken offered it on a sight-unseen basis.

It sold for \$2 . . .

Most of Brown Bros' work is in Bucks County, and their main office is in Doylestown. Ken estimates that about 2-3 of their sales take place on the client's premises, which adds to the glamor of it all — since most people like to look around other people's houses and see how they live.

However, where the client doesn't want the sale at his home, or if parking would be a problem there, the Browns use their auction gallery at Buckingham. Ken estimates that about 70 per cent of everything sold at auction is bought by dealers — and this seemed to hold true at a sale we attended at the Buckingham gallery last week.

The main salesroom is large, high-ceilinged, with fenced-off display area at the front. Here the merchandise to be sold that day was neatly arranged so the customers could look it over before the sale began.

At the center of the display area is a platform with a table flanked by two chairs. Along one wall of the room was a row of empty cardboard cartons; each

person who came to do some serious buying would pick up a carton and take it along to his seat.

Behind a partition at the rear of the gallery is a snack bar, where customers could go to restore their tissues after a long, tiring session of bidding.

Promptly at 9:30 A.M., Morell and Ken Brown climbed into their chairs on the platform, their helpers took places alongside, and the sale was on. The brothers opened with a few wry comments on the news of the day, greeted friends in the audience, then the assistant handed up some saucers to Morell. (The items being auctioned that morning were mostly odds and ends of chinaware, pitchers, vases, a few pictures — small things.)

Morell carefully checked each piece for flaws, looking for cracks and running his finger around the edges to feel for chips. If there was a flaw, he'd hand the piece to Ken saying, "Haviland saucer — it has a star crack on the back that doesn't go through."

Ken would repeat this information, then start chanting; "Who'll give me a dollar . . . a dollar . . . a dollar? How about twenty-five cents? I have 25 . . . 25 . . . 25 . . . who'll make it 50? I have 50. . . 50 . . . 50 . . . who'll make it 75?" And so on, until the bidding

stopped, when he'd hand the piece to an assistant, saying Sold for \$1.50 — to John Smith." A man sitting near Ken recorded each sale.

The atmosphere was relaxed, casual—and flippant. ("You have to know your customers," says Ken, "some people like to be ribbed, others are touchy.") His delivery was at nearly machine-gun speed, yet every word was perfectly understandable. As he chanted, he glanced back and forth between competing bidders, all the while displaying each piece so everyone could see its pattern.

In most cases the bidding opened at 25c and went up in jumps of 25c until \$1 was bid. Once past the dollar mark, the bids usually went up in jumps of 50c.

But the thing that made the show interesting was the unrehearsed banter between Morell and Ken — usually delivered in deadpan fashion.

Quite a few of the pieces were old and chipped, or cracked. At one point, Morell announced, "If you're collecting imperfects, here's your chance!"

One customer bid 25c for a set of chipped, nondescript dishes. "Sold for a quarter to John Smith, third row left," said Ken. "He really doesn't like dishes, but at that price he can't afford to miss it."

Morell handed over a wierd - looking black object. "Gas mask, World War I," Ken said, waving it around at arm's length. "That oughta be a real mover! Maybe there's a big war coming along—you never know . . ."

A crummy-looking metal pot brought the comment, "I think it's an Oriental cremation pot."

Our only other transcript went like this:

Morell, studying a beat - up object: "It's a shaving mirror."

Ken: "Shaving mirror, eh"

Morell, looking at its bottom: "Yeah, it's been patented."

Ken: "Isn't that too bad . . ."

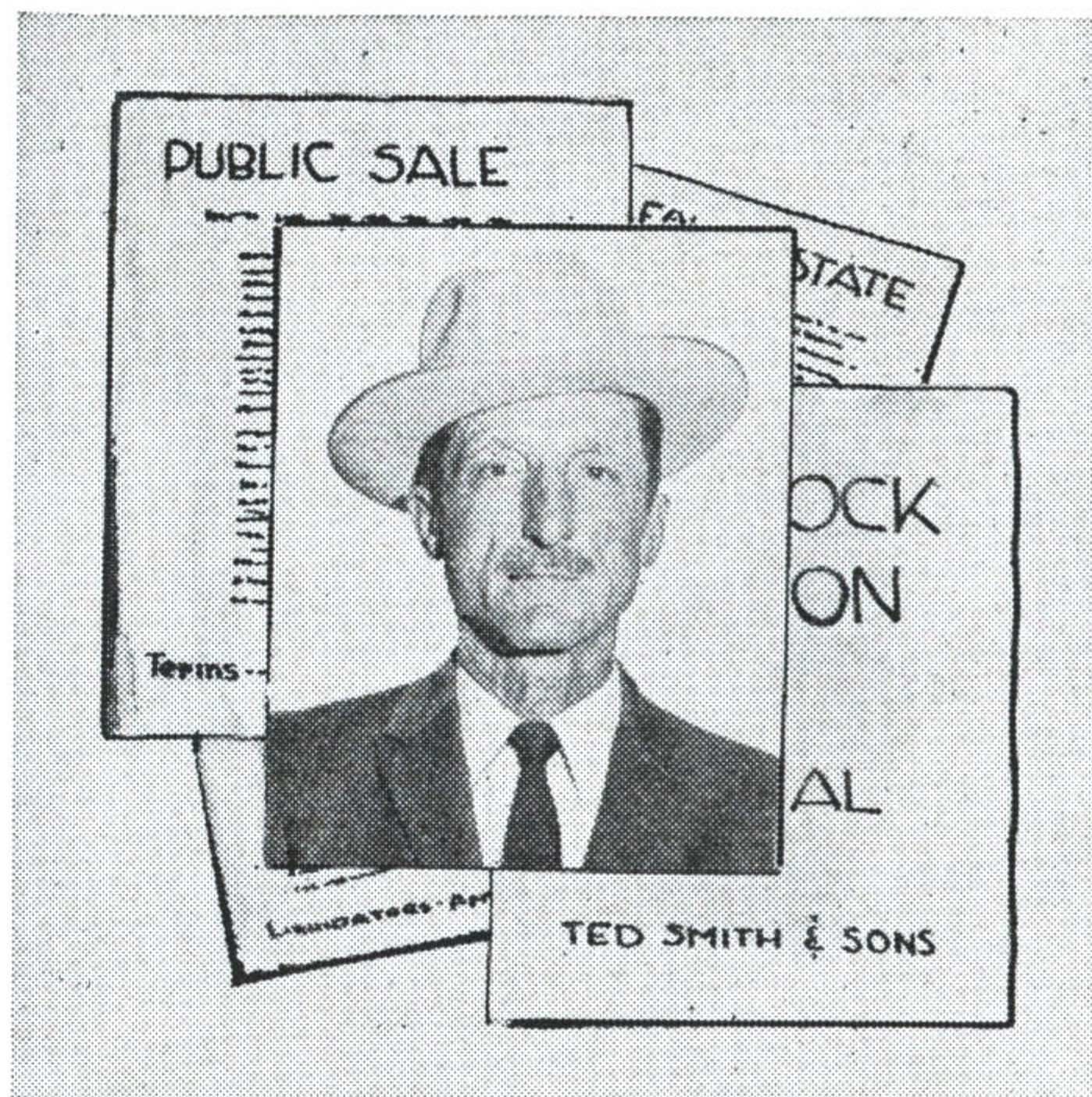
A customer got it for 25c.

Ken, to customer: "That's OK, Joe—it's unique — some nut will want it."

As we said, if the auction business ever goes sour, the brothers could easily work up an act. All they'd need would be two chairs, a table, and a bagfull

of unlikely merchandise to talk about. We bet Ed Sullivan would love it.

Auction Shorts



As the mail man delivered the Nebraska Cattleman magazine the other day, I was pleased to note that again a Nebraska Auctioneer had been awarded a commendable recognition.

The Silver Anniversary of the Hereford-A-Rama, state breed show and sale of the Nebraska Hereford Association, was dedicated to Col. Charles Corkle, former President of the National Auctioneers Association. The occasion was taken to honor the career of the Colonel.

H. L. "Hi" Mackey, veteran field man and long associate with Col. Corkle in livestock auction work, reviewed the honoree's activities that have made him one of the foremost auctioneers in America.

As I am writing this we are approaching the Holiday Season and when it comes off the press it will be history. But I am sure we all are happy to again have had the privilege to celebrate this wonderful season of the year by commemorating the birth of our Saviour.

We also have again crossed the threshold of another year reminding us that time marches on. So am signing off and wishing all a Happy and Prosperous Auction Year for 1967.

Henry Buss,

Tennessee Auctioneers Hold Annual Fall Meeting

BY E. B. FULKERSON, SECRETARY

The Tennessee Auctioneers Association met December 12th at the Holiday Inn, James Robertson Parkway, Nashville, Tennessee. Meeting opened at 9:00 A.M. with President Col. Billy Howell presiding. 46 members and guests registered for the meeting. Invocation was given by Col. Fred Ramsay of Madison, Tenn. Col. Albert J. Durham, Murfreesboro, Chairman of the Program Committee, introduced the guests attending the meeting and new and old members. Col. Jimmy West, Carthage, was in charge of the affirmation of new members coming into the Association.

Pres. Col. Billy Howell gave an address centered around two principles, integrity and wisdom in the auction profession. Following this address Col. Clive Anderson Sr., Nashville, a member of the Nashville Board of Realtors; also a member of the state and national auctioneers associations, led a discussion concerning the recent adoption of the 6 per cent minimum commission rate plus advertising expense on selling real estate. A motion was made that the Tennessee Auctioneers Association adopt this procedure, and the motion was approved by majority of the members attending the meeting.

A motion was made and approved that all Tennessee Auctioneers Association members display on their advertising that they are members of the state and national auctioneers association. The motion was amended not to be mandatory.

The morning session adjourned at 11:00 A.M. for a ten minute coffee break. The meeting reconvened at 11:10 A.M. and Col. Fred Ramsay introduced the guest speaker of the morning session, PRESIDENT OF THE NATIONAL AUCTIONEERS ASSOCIATION, COL. B. L. WOOLEY, LITTLE ROCK, ARK. Col. Wooley gave an address on values re-

ceived, time saved, and the Auctioneer in the public's eye.

The meeting adjourned for a luncheon in Parlor No II of the Holiday Inn. During this time Mr. Gale Gupton, Vice President of the Third National Bank, Nashville, Tennessee gave an unusual Christmas reading entitled, "THE STRANGER". Col. Billy Howell presented a gavel plaque in behalf of the Association to E. B. Fulkerson and his wife, inscribed "In Appreciation For Their Many Years of Faithful and Devoted Service", as Secretary of the Association.

The regular meeting reconvened at 1:20 P.M. with Col. Albert Durham introducing State Representative, Mr. John Bragg, whose speech was entitled, "You and Me". Col. Fred Ramsay introduced the next speaker on the program, Mr. Frank King, a prominent Attorney of Nashville, Tenn. He talked on laws effecting the Auctioneer and his profession. A question and answer period followed.

A motion was made and approved that the President appoint a committee to study and approve a Licensing Law for the Auctioneers of the state of Tennessee, also that the President of the Association will have authority to call a special meeting of all the members of the Tennessee Auctioneers Association to approve the findings of the committee.

The 1967 Location Committee was appointed by the President. They are, Col. Ralph Masengill, Morristown and Col. C. O. Rainwater, Jefferson City.

The 1967 Program Committee for the 9th Annual Convention which will be held in Gatlinburg, Tennessee; are as follows: Chairman: Col. C. B. Arnette, Murfreesboro, Col. G. S. Gordon, Shelbyville, Col. Don Durham, Murfreesboro, and Col. Jack Stewart, Mt. Juliet.

At this time the Membership Committee was recognized with special recog-

nition going to Col. Faye Robertson, Morristown for securing five new members for the Association.

Just before adjournment names were drawn for the Door-Prizes. The winners were Col. Frank Walden, Madison, Col. Billy Lynch, Fosterville, and the grand prize going to Col. Faye Robertson, Morristown.

Meeting was adjourned at 4:00 P.M.

All American Jersey Sale Averages \$1833

The 1966 All American Jersey Sale, held at the Ohio State Fairgrounds October 17, included 34 consignments that sold for a total of \$62,325, or an average of \$1,833, the highest average since 1960.

In addition to the 34 animals sold, 10 guaranteed services to Marlu Milestone were sold in lots of 2 for a total of \$2,875. These were consigned by Marlu Farm, Lincroft, N. J.; Mayfield Farms, Athens, Tenn.; Tymor Farm, Lagrangeville, N.Y.; and Walebe Farms, Inc., Collegeville, Pa.

Average Price High For Baby Beeves

The 28th annual 4-H Baby Beef Sale was held in Trenton, N.J., Nov. 2. Ninety-six steer calves averaged 45½ per pound for a remarkable figure.

Champion and reserve sold for a modest \$2.30 and \$1.65, buyers giving their support to the group as a whole.

Col. Howard Harris sold the sale for the 27th straight year, assisted in the ring by his son and wife, both qualified auctioneers.

Written 26 years ago and still true today was an attendance promotion message reprinted by the Ohio Contractors Association. Quoted from the August 1940 issue of **TRAFFIC ENGINEERING**, it declared, "A convention is the culmination of the work of a group of people with a common interest. Without it, professional organizations could not exist. It is face-to-face contact that makes transmission of ideas most effective. Despite all the advances in methods of communication, nothing has been developed to beat the spoken word, spoken in the presence of two or more people."

Vancouver Auction Opens New Market

VANCOUVER, B. C. — Emily Carr's oil painting, "Trees in the Sky," sold for a record \$18,000. The Dr. Wall Worces-rare china collection (1770-1800) brought \$20,000, a part of the collection, a pair of coffee-size cups and saucers selling for \$6,800.

All this happened in a two day auction of antique furniture and objects d'art left by the late Mr. and Mrs. W. G. Murrin. Total sales for the two days amounted to \$159,643. Auctioneer Rex Jackson of Maynard's Auctioneers, Ltd., who handled the sale, described it as a complete success and went on to say that it had opened a whole new era in antique collecting in the Vancouver area.

Furniture Auction Bought By Isabell

Robert W. Isabell, North Platte, Nebr., has purchased the Furniture Auction Market that was advertised in the October and November issues of "The Auctioneer."

Mr. Isabell is a graduate of the Reisch American School of Auctioneering and has been working with the auction since 1953, excepting for a period in the armed services. He took possession of the auction as of January 1 and is operating under the name of Isabell Furniture and Auction, Inc.

Mr. Camfield, the seller, states that several inquiries were received through the advertising in "The Auctioneer."

I am not exactly a failure, I just started at the bottom and liked it there.

Livestock Marketmen Plan Expanded Services

KANSAS CITY, MO . . . The opportunities open to competitive livestock marketing and the means by which they can be grasped were the topics of study and action by the officers, directors, and councilmen of the Certified Livestock Markets Association in their Trade Association Assembly at the Hotel Muehlebach here December 10 and 11.

In pointing out the potential for increased business volume open to competitive marketmen, Ingvard Svarre, Sidney, Montana, newly installed president of the Certified Livestock Markets Association said, "We have every reason to think and apply ourselves in terms of growth and expansion, but because the potential is there does not mean that it is ours for the asking. It is there to be won and earned."

R. B. McCreight, Chairman of the American Stock Yards Association, a guest speaker of the Assembly, emphasized the economic significance of competitive marketing. "Only by the competitive merchandising of livestock, will truly fair prices to all concerned be brought about. This competition and resulting reasonable prices may and can well serve as a leveler of production from time to time and help maintain price levels satisfactory to the producer or feeder on the one hand and to the consumer on the other hand," he said.

McCreight cited the advance and active promotion of competitive livestock marketing as the basis for the establishment of the Advisory Board of Competitive Livestock Markets. The Advisory Board which is made up of representatives of the American Stock Yards Association and the Certified Livestock Markets Association met here last week prior to the opening of the Trade Association Assembly. Joining in the Advisory Board meeting were representatives of the River Markets Group and the National Livestock Exchange.

Two new marketing services for Certi-

fied Livestock Markets were approved by the Assembly. They are the Livestock Board of Trade, a service involving streamlined procedures for payment, exchange, and credit involved in transactions of the sale and purchase of livestock and the Livestock Merchandising & Promotion Agency, a service designed to assist market owners in developing more effective merchandising, promotion, and advertising programs. Both will be offered as sponsored services of the Certified Livestock Markets Association.

C. T. 'Tad' Sanders, general manager, of the Association said of the new services, "It is our belief that these two additional tools, once in use by certified livestock marketmen, will not only result in improved and expanded services to market customers, but also in a greater awareness on the part of those customers and the general public of the significance, service, and economic role of competitive livestock marketing."

In other action, the Assembly underlined its commitment in the promotion of meat at the consumer level, by adopting a committee report recommending increased effort in enrolling certified market owners in the program of processing funds for meat promotion. Substantial progress was noted in this endeavor.

In addition to Svarre, other officers installed at the Assembly were Kenneth E. Woods, Henderson, Tennessee, vice president; Herb V. Rockhill, Eureka, Kansas, treasurer; Jay R. Taylor, Amarillo, Texas, secretary.

The Trade Association Assembly was followed on December 12 and 13 by a Trade Practice Conference of the Livestock Market Council and officials of the P & S Division of the U. S. Department of Agriculture.

Nearly 100 competitive livestock marketmen from 34 states attended the Assembly.

Livestock Fieldman

A Dedicated Person

(Reprinted from WESTERN LIVESTOCK REPORTER, Billings, Montana)
BY CHARLIE PIKE

I think it's about time to blow a little smoke toward our livestock fieldmen. Most of us in this business realize what an important cog in the livestock business these fellows play, but since he is so reliable and makes his appearance at sales without much fanfare we just take him for granted.

You market people and auctioneers are more aware of his presence at special sales because he can have a great deal to do about making a sale a success or failure, as he is the bridge between the producer, auctioneer, and buyer, and is generally very well qualified for this service. This part of his job is only one phase of what is expected of him.

The publication he represents spends a lot of money getting a man like this around the country and in most cases never get their cost back for the first two or three years. You may see him on the coast one day and in the Midwest the next, he may get off a plane, a train, or drive whatever it takes to get him there on time.

In the summer he is busy visiting ranchers up and down back roads in all directions, and generally knows the whole family, and all about their livestock, he is trusted and relied upon and his word one way or the other sometimes means the difference between a sale or no sale when he is working the sale ring.

A clock watcher has no place in this business and the eight hour day is just something his neighbors enjoy. He knows more folks up and down the road than he knows at home, because his life is generally spent on the road with a car and a suitcase. You may find him rubbing elbows with some mighty important people in plush or he may be in his overshoes looking over some cattle in

some pretty messy corrals.

No matter where you run into this guy he is generally at work because this is his life and he likes it that way, so don't feel sorry for him, this is the way he likes it, and would not trade with the guy with the office job or want to even think about working in a factory.

My hat is off to these fieldmen and just felt like I should bring this part of the livestock business to light as the snow drifts and slick roads begins to appear.

You can be sure of one thing, that fieldmen will be there if it's at all possible and some cases when it's impossible.

High Standards

by Kelly O'Neill

When a fellow starts to wander down
forbidden paths, and squander
All the ideals that he cherished in
his youth,
Saying, "It's my life, I'll live it; if I
sin, let God forgive it,"
He is headed for disaster, that's the
truth.

Youthful dreams of high perfection are
foundations for erection
Of the only life that's worthy of a
man.

Our achievements and positions are
fulfillments of ambitions.
It has been this way since human
life began.

You'll be old and very mellow ere you
meet some saintly fellow
Who have lived entirely up to all his
dreams.

But the one who just forgets them or
intentionally upsets them
Finds his character breaks loose at
all the seams.

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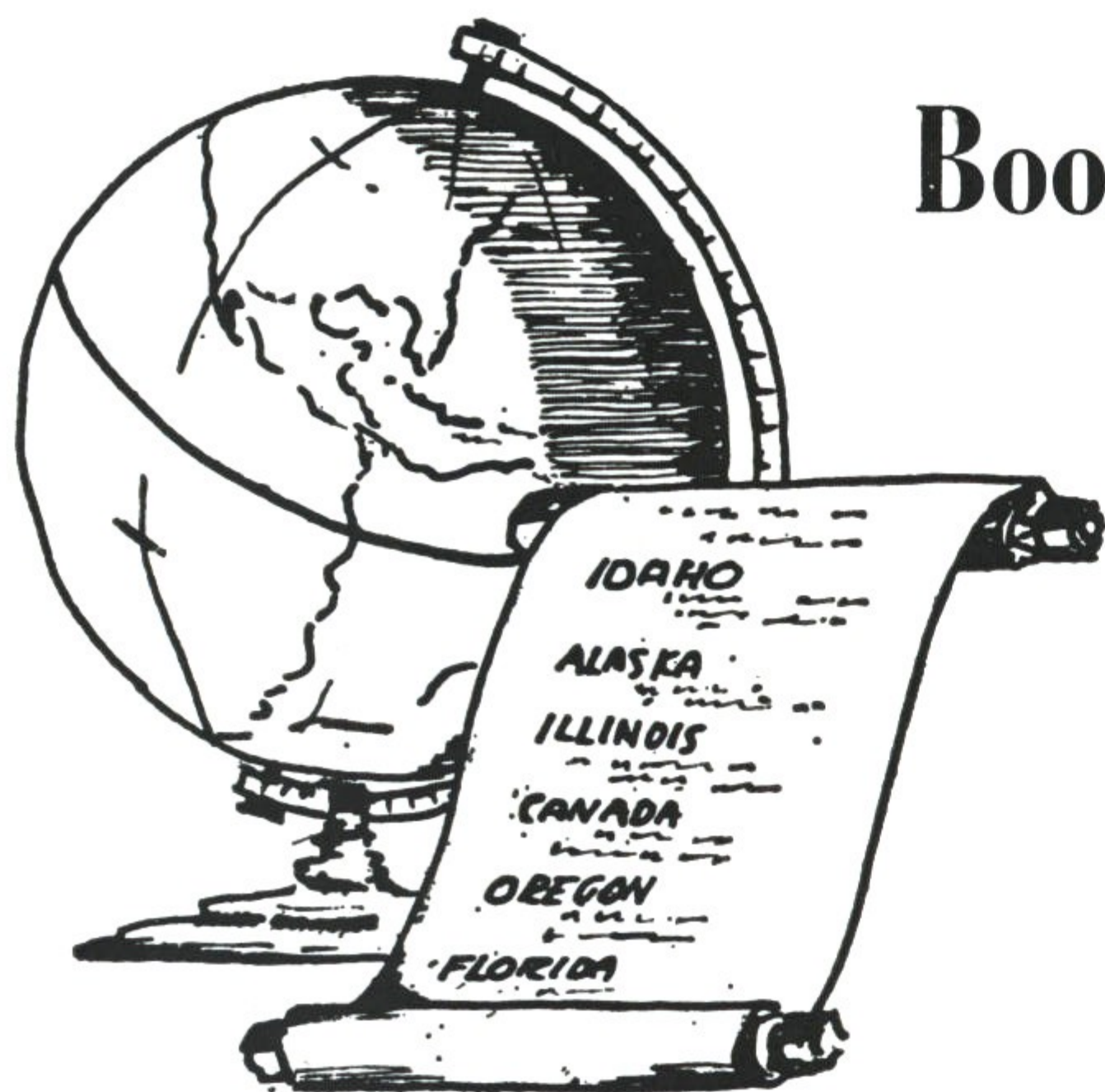
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Col. Tom W. Reese—Remington
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Col. Robert F. Losey, Sr.—Renton
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Col. Ray W. Nelson—Redmond
Col. W. D. "Doc" Richards—Tacoma
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IN UNITY THERE IS STRENGTH

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Col. Joe Yates—Walla Walla

WEST VIRGINIA

Col. Wilbur S. Brock—Point Pleasant

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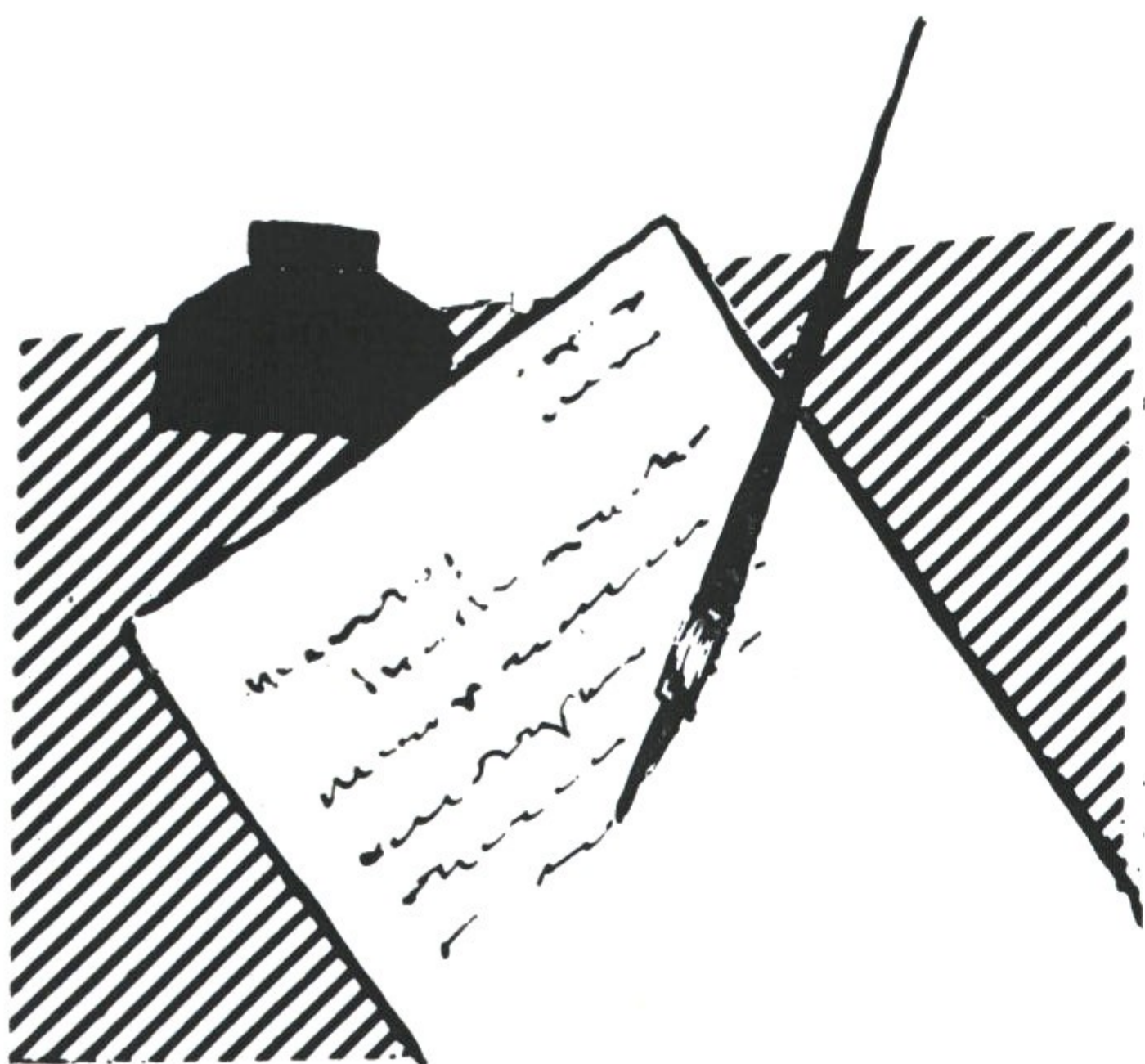
Col. H. P. Higgins, Huntingdon, Quebec

Col. T. J. Jubenville, Prince George, B.C.

Col. Ross Kemp—Listowell, Ont.

Col. Arthur O. Robatzek—Swift Current, Sask.

THE MEMBERS SAY . . .



Dear Col. Hart:

I know that you do not remember me, as you meet too many men. I heard you speak as I was attending the Reppert School of Auctioneering, at Decatur, Indiana, back in 1957.

Mrs. Wing and I took our 28' Silver Streak Trailer, made in El Monte, California, and made a 6000 mile trip. Going from California up into Canada and along the southern boundary into Minnesota and Wisconsin. Then down thru Illinois and Indiana, back into Michigan and then thru New York over to the eastern coast. We went down to Daytona Beach, Florida, then over to St. Petersburg and Tallahassee. We went thru Mississippi, Arizona, New Mexico and up north, then home.

During our stay at Eagle River, Wisconsin, I met Col. John Fishdick, who I had written to but never met. He was very kind to come out early at the trailer park and talk some. He talked to me for over an hour, concerning the selling of real estate at auction. He also gave me the name of Col. Frank Stuart of St. Petersburg, Florida, that I also met at his office and he talked to me for over 1½ hours. 90 per cent of his sales of real estate are by auction. He had an ad in the paper with ten sales listed to start the following Monday. This was Thursday so I couldn't stay over.

Seems that in the east, real estate is sold as easily as we sell a good tractor out here. Selling real estate in California is not too common, but I am going to keep trying until I get the job done.

Some praise I think should be given to Col. Fishdick for the many benefit auctions that he puts on in his territory and down in Florida, without any fee. This is something all auctioneers should do.

With all the best to you and your good staff at the office during these holidays. Thanks very much.

Yours truly,
E. V. Wing
Gerber, Calif.

Dear Mr. Hart:

I enjoy "The Auctioneer" very much.

and will say that every auctioneer should be getting it.

Good luck to you and all auctioneers everywhere for the coming new year.

Sincerely yours,
R. C. Hinkle
Oklahoma City, Okla.

Dear Sir:

We are coming to the close of another year. This year has not been quite as good as last year in our business. But we closing out with the same attitude as we had last year. We have no regrets.

In your October issue of "The Auctioneer" on page 30, you mention that the membership dues in the NAA were too low. I will agree with you that the dues are far too low. Compare our dues with other associations. We rank right up with any of them so let us raise our dues and get on our feet. Make the National Auctioneers Association worth while.

Maybe we can get some good out of the following words as we journey down Life's Highways.

Sit not in the scorner's seat
Nor hurl the scynics ban
But let me live in a house by the
side of the road
And be a friend to Man.

We wish all the Boys a Merry Christmas and a Happy New Year.

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

Dear Mr. Hart:

Am enclosing membership check. Start my "Auctioneer", miss reading it.

Sincerely,
Jim McCall
Mobile, Alabama

Dear Bernie:

Enclosed, please find my check for the "Booster Page." I enjoy the comfort that "The Auctioneer" brings each month and would not want to miss an issue.

Am very much interested in the Auctioneer's home and will gladly contribute at any time you call for it.

Please keep up the good work you

are doing because you people do a good job.

Yours truly,
Tom W. Reese
Remington, Va.

"Box And Contents"

LAGUNA BEACH — Mrs. Ida Mole bought a trunk for \$45 at a public auction.

When she removed the brown paper wrapping she found the trunk was inscribed, "the cremated remains of Robert Lavigne."

Mrs. Mole called the police, who in turn called the coroner's office.

Coroner's deputies then determined that a Robert Lavigne had died in Orange on June 4, 1935, and, after examination, that the contents of the trunk apparently were his ashes.

The coroner's office said it was trying to locate any surviving relatives of Lavigne. If they are not found, the ashes will be buried in Fairhaven Cemetery in Santa Ana.

Brown Swiss Average \$1015 In National

Brown Swiss cattle breeders and friends of the breed from 17 states, Portugal, Peru, and Costa Rica, gathered at Madison, Wisconsin, for the annual meeting of the Brown Swiss Cattle Breeders' Association of America.

Climax of the annual convention was the Imperial Sale, held on Friday, November 11, with an average of \$1,015.69. The top selling cow, a consignment from Arbor Rose Farm, Scappoose, Oregon, was Arbor Rose Chat Joy, the first prize four-year-old at the National Show. The Ira Inman Trophy for the cow on R.O.P. completing the highest record again went to White Cloud Farm, Princeton, New Jersey, on their cow, Larry Doris. She produced 29,396 pounds of milk and 1,637 pounds of butterfat in 365 days, milked twice daily. The Ra Inman Herd Test Trophy was presented to Voegeli Farm, Inc., Monticello, Wisconsin.

Van Pelt Is Active Auctioneer At Age 85

(Reprinted by permission from DELAWARE VALLEY GUIDE, Frenchtown, N.J.)

Herbert Van Pelt of Readington, N.J. is a youthful man of 85 — who manages to keep busy.

He's Chairman of the Board of the State Bank of Somerset County at Raritan; Pres. and Treas. of the Farmers' Mutual Fire Assurance Assn of N.J. at Flemington; Director of the White House Building & Loan Assn; Director of the Flemington Fair Assn; Honorary Member of the Board of Trustees of Somerset Hospital in Somerville (where he's served as trustee for 40 years). He's also an honorary member of the Readington Volunteer Fire Co — about ten years ago, he helped the company get started by letting them set up their firehouse in the ground floor of a school building he owns.

But it's through his career as a general auctioneer that Van Pelt is best known to most people. He's handled over 7000 sales to date, next March will mark 50 years in the business.

He's licensed to sell real estate, farm equipment and animals, household goods and antiques, has a regular following of collectors and dealers who turn up at his sales. "I know what most of them are interested in," he says, "certain people want only glass, others are interested in the furniture."

Van Pelt works either on commission, or by the day; on a large sale he may have up to five assistants to help arrange the items being sold, keep track of each transaction, etc. He recalls one private sale he had in Plainfield, where it took three days to sell off the contents of a single home. Among the highest-priced antiques he's sold are grandfather's clocks made by Joachim Hill, an old-time clockmaker from the Flemington area. Hill's clocks are now quite scarce and often bring about \$1000 at a sale.

Like most successful auctioneers, Van Pelt has a common-sense, working know-



COL. HERBERT VAN PELT

ledge of psychology — and he has a knack of rousing a collector's urge for ownership, when a choice item comes onto the block. (This is easy for him, though — he's been bitten by the collecting bug, himself).

For example, he has an assortment of about 400 walking sticks — everything from a heavy, knobby shillelagh to slim, gold-headed canes suitable for use in London or Phila.

His pride is a collection of fancy spoons — over 3000 of them — which has taken 25 years to gather. Most of them are small commemorative or souvenir coffee spoons, with their handles molded into baroque patterns, often topped with enamelled shields or coats of arms in brilliant colors.

The collection includes a number of heavily-chased dessert spoons, with small figures and scenes in low sculpture on their bowl and handles. There are also vermeil egg spoons — silver spoons with goldplated bowls (when you use them for boiled eggs, the bowls won't tarnish).

He pulled a small coffee spoon about 4" long from a velvet-lined silverware chest. "This is what my wife calls her pet," he said. It was silver, with a sort of filigreed pattern in the bowl and handle, filled in with some drab-colored material. It didn't look very impressive. "Now hold it to the light," he told us.

We did . . . surprise!

The little spoon was made of stained

glass, held together with silver . . . It's easy to understand the kick Mr. Van Pelt must have gotten out of building his collection — and yes, he picked up many of the pieces by attending auction sales — in every state in the country.

Not only is the collection a treat to the eye, but regardless of how many visit the Van Pelts for dinner, the hostess will never be caught short of spoons . .

News From The Dakotas

BY BOB PENFIELD

The North Dakota Auctioneers had a Business meeting and get - together at Bismarck the last Sunday in August. The ladies and kids took in the zoo after dinner while the men had a short business session.

Merle Clark of Marmarth is now employed on sale days at the Miles City Montana Livestock Auction.

Pat O'Brien of Belfield was telling about an auto auction he held for the 2 dealers in his town. They put "no-sale" on 2 or 3 of the better cars on the beginning of the sale, but when it was over they were wishing they would have sold them as the "junkers" brought more than they had ever dreamed of.

Bob Steffes of Arthur, N. D. stopped by for a while and looked in on the Lee Johnson & Son Bull sale at Dickinson last week. The bulls averaged \$451 on 89 head of Herefords, with Pat Goggins of Billings at the mike. The Steffes had been in Montana looking after some ranching interests.

Wilbur Kroh and Eddie Wagner sold out a Ford Agency in New Salem last week. They had the sale scheduled for 2 days and nites, and then had to finish up on the following weekend, making 3 full days. Sale included a 1925 Lincoln with 41,000 one-owner miles on it.

Jim Wentz of Penfield Auction Service has resigned and taken employment with

the Billings Public Livestock Market Center at Billings, Montana.

Gilbert Wood, NAA member from Newell, South Dakota recently moved to Bowman and is associated with the Penfield Auction Service and the Home Base Auction Market in Bowman, N.D. Gilbert and Judy have a new son born November 12th, named Clinton Loyce.

Most of the Livestock Auctions in North Dakota are having record years as more and more people are using the auction method of getting the top dollar for their stock. One western SD auction had over 9,000 head of cattle recently and that's about double the largest run last fall.

Jim Roth of the Sturgis Livestock Auction told me the other day that they had been laid up 9 weeks for their remodeling job and since that they have gained almost 10,000 head of cattle over the first 11 months of last year. By the way, the did a wonderful job of remodeling, so stop in and let Jim or Juanita show you around.

CHECKED HIM OUT

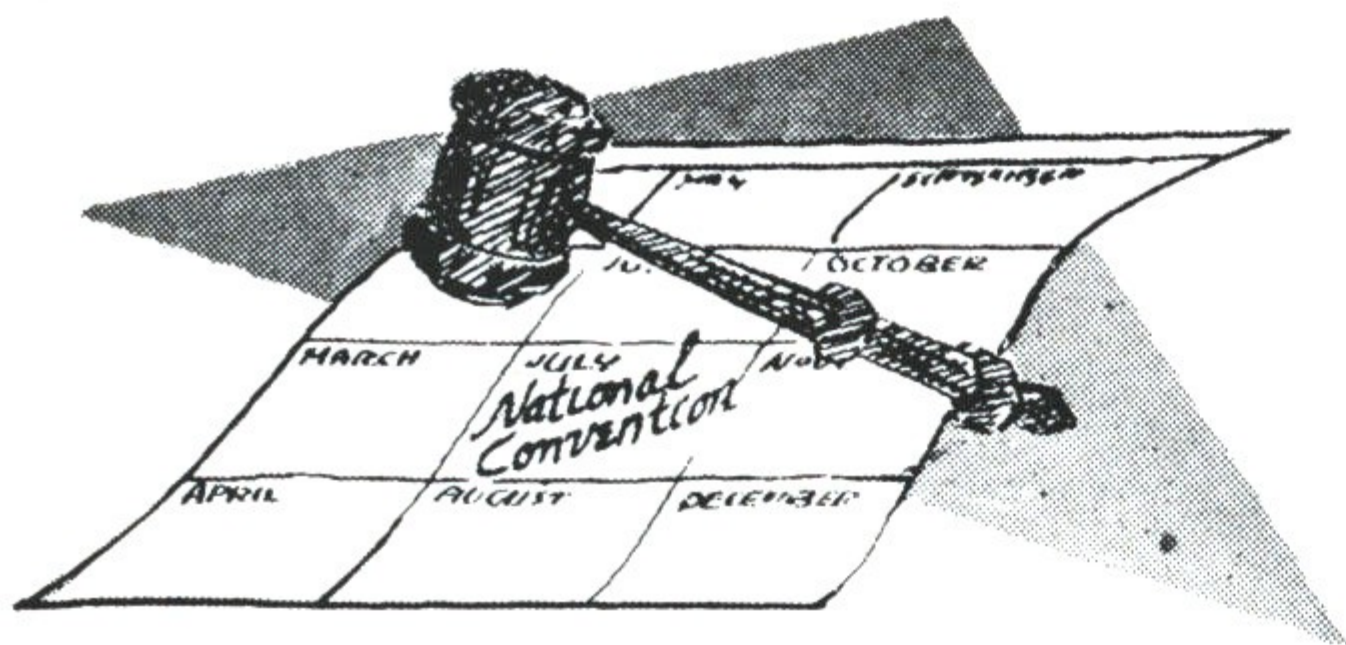
An immigrant walked into a New York bank and approached the guard.

"Pardon — I'd like to talk with the fella who arranges loans."

"I'm sorry," the guard replied, "but the loan arranger's out."

"Maybe then," said the immigrant, "I could talk to Tonto."

Convention Dates



January 6 — Washington State Auctioneers Association, Chinook Hotel, Yakima.

January 7-8 — Ohio Auctioneers Association, Nationwide Inn, Columbus.

January 14 — Colorado Auctioneers Association, Red Slipper Inn, 600 S. Colorado Blvd., Denver.

January 21 — Mississippi Auctioneers Association, Hotel Heidelberg, Jackson.

April 2 — Illinois Auctioneers Association, Leland Hotel, Springfield.

April 30 — Iowa Auctioneers Association, Ames.

May 7 — Missouri Auctioneers Association, Missouri Hotel, Jefferson City.

June 9-10 — South Dakota Auctioneers Association, Holiday Inn, Aberdeen.

July 20-22 — National Auctioneers Association, Pick-Congress Hotel, Chicago, Ill.

Auto Makers Eyeing Open Auction Policy

Jack Charlesworth, national used vehicle manager for American Motors Corporation, speaking to members of the Eastern Auto Auction Association, predicted the nation's car builders would eventually turn to an open auction policy to sell their buy-back cars.

Charlesworth said the success of a large American Motors sale at Manheim, Pa., was being eyed by other manufacturers. In this auction, 340 cars, all owned by American Motors, were sold in a three hour period at prices very satisfactory to the seller.

By the time most people get to green pastures, they are too old to climb over the fence.

Willinger Victim Of Fatal Heart Seizure

Leonard F. Willinger, veteran auctioneer of Point Pleasant, N.J., was a victim of a fatal heart attack, last month. He was 56 years old at the time of his death.

Col. Willinger built a thriving business from a weekly auction he started in an old barn, 17 years ago. He was considered an expert in his knowledge of antiques, particularly wooden objects. He also maintained a collection of antique automobiles which he stored in a heated and air conditioned garage as well as an antique toy collection.

Willinger was active in community and civic affairs, a member of the National Auctioneers Association; the Laurelton Park Baptist Church; Masonic Lodge; and was an organizer and first President of the local Lions Club.

Survivors include his widow, two sons, two daughters and seven grandchildren.

Illinois Farm Land Sells At Auction

Two farms of the estate of Mrs. Maud Hamel in Christian County, Illinois, brought a total of \$166,160 at public auction, December 10.

An unimproved 80 acre tract, located three miles southeast of Clarksdale, Ill., sold for \$925 an acre to Rodell Norris. A tract of 160 acres, located a mile north of Palmer, Ill., sold to the Claude Huddleston family for \$576 per acre. This farm included a small house.

In another auction, 82 acres, located 9 miles northwest of Assumption, Ill., sold for \$733 per acre. Sellers were Marvin and Anson Clawson and the purchasers was the James McCloud family.

Veteran auctioneer and NAA member, Ray Hudson, Morrisonville, Ill., was the auctioneer who sold the three farms.

There is a Chinese Proverb that says one picture is worth a thousand words, but at an auction sale one word properly placed is worth a thousand pictures.

Directory of State Auctioneers Associations

Aggressive Auctioneers Assn. of Arkansas

President: Milo Beck, 110 W. Walnut, Rogers
Secretary: Delma Webb, 920 Pine, Pine Bluff

Arkansas Auctioneers Association

President: A. G. Murphy, 500 Airport Rd., Hot Springs
Secretary: Glen D. Perciful, 954 Airport Rd., Hot Springs

Colorado Auctioneers Association

President: Troil Welton, Wray
Secretary: Ed Gibson, 7947 Quivas Way, Denver

Florida Auctioneers Association

President: Robert D. Cooper, Rt. 2, Sarasota
Secretary: N. Albert Bond, Box 25, Orlando

Idaho Auctioneers Association

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

Illinois State Auctioneers Association

President: Dwight Knollenberg, Mason City
Secretary: George W. Cravens, Box 187, Williamsville

Federation of Indiana Auctioneers

President: Walter G. Price, 1236 N. Oakland Ave., Indianapolis

Secretary: Fran Hamilton, Rossville

Indiana Auctioneers Association

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Secretary: Everett E. Corn, 119 N. Main St., Fairmount

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Secretary: Mrs. Adrian Atherton, 45 Public Square, Hodgenville

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

Auctioneers Association of Maryland

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Secretary: Jack F. Billig, 16 E. Fayette, St., Baltimore 21202

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Secretary: Alvin Payne, De Graff

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Secretary: Bennie J. Blount, Box 847, Meridian

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Secretary: Irwin Landolt, R.R. 1, Box 112, Defiance

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President: Ron Granmoe, Box 280, Glendive
Secretary: W. J. Hagen, Box 1458, Billings

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Secretary: Henry Rasmussen, St. Paul

New Hampshire Auctioneers Association

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Secretary: George E. Michael, 78 Wakefield St., Rochester

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Secretary: Ralph S. Day, 183 Broad Ave., Leonia

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Secretary: Donald W. Maloney, 518 University Bldg., Syracuse 2

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Secretary: Eugene Carroll, Jr., R.R. 1, Providence

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Secretary: Arvin Utter, New England

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Oklahoma State Auctioneers Association

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South Dakota Auctioneers Association

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Secretary: Wilson E. Woods, State College, West Liberty

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President: J. C. Horney, Wytheville
Secretary: Dennis Ownby, 1301 Hermitage Rd., Richmond 20

Washington State Auctioneers Association

President: Bill Johnson, 330 West Roy, Seattle

Secretary: Bob Berger, Pasco Airport, Pasco

Association of Wisconsin Auctioneers

President: Lester Bue, 348 Locust, Beloit
Secretary: LeRoy Teske, 110 N. Pearl St., Berlin

THE LIGHTER SIDE . . .

HOW'S THAT AGAIN?

Woman (to minister): "Sir, I thought you ought to know that I come to these services only because of your sermons. They are so wonderful that you ought to have them published in a book."

"Minister: "Oh, I don't know. I am not so sure that my sermons deserve that much attention. Perhaps they will be published posthumously."

Woman (enthusiastically): "Well, then I hope that will be real soon!"

ALWAYS THE UNEXPECTED

Mr. and Mrs. Smyth had invited guests for the evening. About nine o'clock the patter of feet could be heard on the stairs. "Quiet, please, ordered Mrs. Smyth. "The children are going to say good night. I always get a sentimental thrill out of hearing them."

There was a short silence, then a shrill little voice called, "Mommy, Mommy, Jimmy found a bedbug!"

NOT HARD TO PLEASE

The doctor told the patient:

"We can add 30 years to your life if you'll give up wine, women and song."

The fella thought for a minute and replied:

"I'll settle for 20 years, Doc. I never could carry a tune anyway."

CONFUSION

"I'd like you to come right over," a man phoned an undertaker, "and supervise the burial of my poor, departed wife."

"Your wife!" gasped the undertaker. "Didn't I bury her two years ago?"

"You don't understand," said the man. "You see, I married again."

"Oh," said the undertaker. "Congratulations."

WHO COULD FORGET

Wife: You think so much of your golf game you don't remember the day we were married!

Golfer: The heck I don't — it was the day I sank that 30 foot putt!

PROBABLY!

Student: "I hear the board of trustees is trying to stop necking."

Co-ed: "Is that so? First thing you know they'll be trying to make the students stop, too."

WHO'S CRAZY

Superintendent of asylum to new inmate: Hey, what's the idea of wanting a cell with only two sides padded?

Inmate: I'm only half crazy.

EDUCATION

A small come-on ad in a newspaper recently reaped rich rewards for the bookseller who inserted it.

"What every young girl should know before she marries. Profusely illustrated, specific instructions, sent in a plain envelope."

Every eager soul who clipped the coupon received a cookbook.

OUCH!

It all started back before World War I, when some scientists with the U. S. Department of Agriculture were experimenting with the crossbreeding of various shrubs and plants.

One day they crossed a hyacinth with spreading taxus, and they came up with a creeping, virulent evil growth that now infests the whole country—"hyataxus"!

TEST CASE

"I heard you slap your boy friend when he brought you home last night. What happened?" the mother asked.

"I was just checking to see if he was dead."

PROGRESS

Old farm friends met after a long time.

"Are you making any progress, Joe?" one asked.

"Well, after a fashion," Joe replied. "Ten years ago I was only a cog in a wheel. But today I'm 10 holes in a punch card!"



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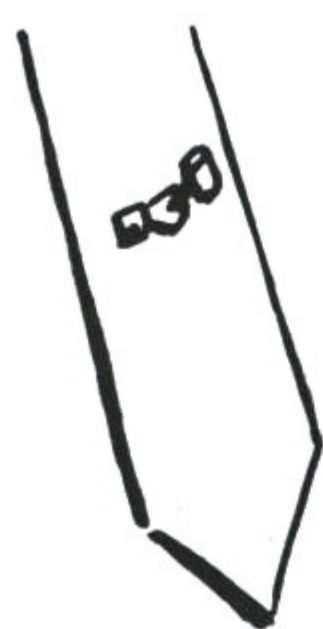
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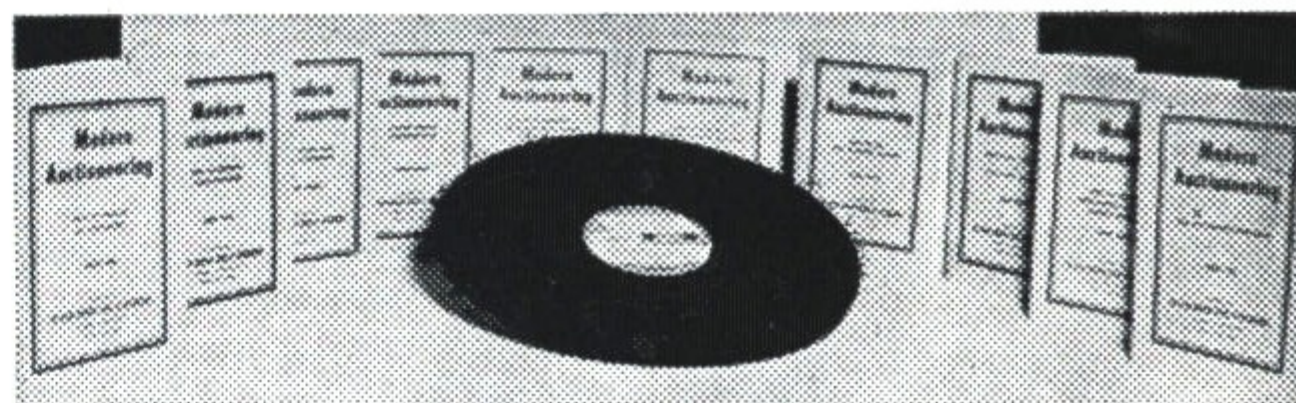
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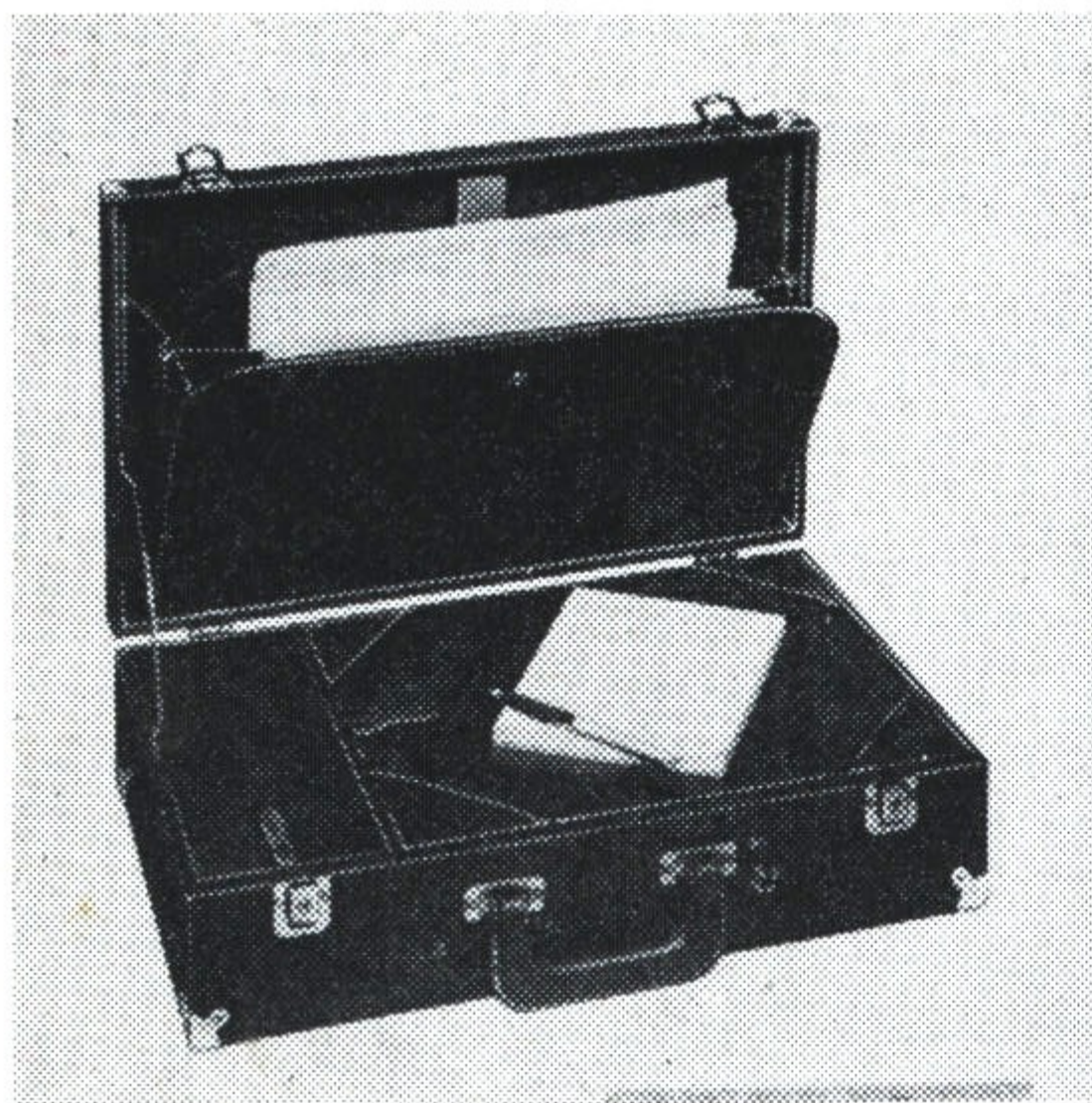
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