

the **AUCTIONEER**



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Denver, Colorado

Site of the

National Auctioneers Convention

July 16 - 17 - 18, 1959

Shirley - Savoy Hotel

THE AUCTIONEER
is the
OFFICIAL PUBLICATION
of
NATIONAL
AUCTIONEERS ASSOCIATION

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Frankfort Indiana

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selling.

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EXECUTIVE OFFICES

803 S. Columbia St.
Indiana

Frankfort

IN UNITY THERE IS STRENGTH

"RUSH TO THE ROCKIES"

Attend the

NATIONAL AUCTIONEERS CONVENTION

Denver, Colorado

Hotel Shirley Savoy

July 16, 17, 18, 1959

Colorado Auctioneers Association

Headquarters 40 W. Alaska

Denver

Wednesday, July 15th

National Board of Directors Meeting 2:00 P.M.

C. B. SMITH, Michigan, President

ERNEST FREUND, Wisconsin, 1st Vice President

CARMAN Y. POTTER, Illinois, 2nd Vice President

HENRY RASMUSSEN, Nebraska, Treasurer

BERNARD HART, Secretary, NAA Headquarters,

Frankfort, Indiana

BOARD MEMBERS

Harris Wilcox, New York

Owen V. Hall, Ohio

Tony Thornton, Missouri

F. E. Fitzgerald, No. Dakota

Hugh McGuire, Iowa

Henry Wilber, Michigan

C. B. Drake, Illinois

George E. Michael, New Hampshire

C. E. Cunningham, So. Carolina

Orville R. Moore, Kentucky

E. T. Sherlock, Kansas

James W. Martin, Nebraska

W. J. Wendelin, Texas

Tom D. Berry, Pennsylvania

Jim Kirkemide, Kansas

Colorado Board of Directors Meeting 3:00 P.M.

Harvey Baldwin, Denver, President

Howard Roland, Grand Junction, Vice President

Lyle Woodward, Denver, Secretary,

2057 So. Broadway, Denver, Colo.

Meeting of Reception Committee 3:30 P.M.

Meeting of Program Committee 3:45 P.M.

IN UNITY THERE IS STRENGTH

Thursday, July 16th

- 9:00 A.M.—Registration continued throughout the day.
Coffee served by Colorado Ladies Auxiliary.
- 10:00 A.M.—Meeting of Resolutions Committee
- 10:00 A.M.—Meeting of 1960 Convention Site Committee
- 10:30 A.M.—Meeting of Grievance Committee
- 11:00 A.M.—Report of NAA Board of Directors
- 12:00 Noon Luncheon; Lieutenant Gov. Robert Knouse, Speaker
- 1:30 P.M.—Call to Order Invocation
- 1:40 P.M.—Introduction Convention Chairman
- 1:45 P.M.—Greetings by Richard Y. Batteton, Mayor of Denver
- 2:00 P.M.—Response by Bernard Hart, Sec. National Assoc.
- 2:15 P.M.—Address by the President of Colorado Auctioneers
Assoc. Auctioneer F. H. Baldwin, Denver
- 2:25 P.M.—Address by the National Auctioneers Association
President, Auctioneer C. B. Smith, Michigan
- 2:45 P.M.—Address by Harold Henry, President Western Auto
Auction Association, California
- 3:05 P.M.—Address: Real Estate Brokerage Principles and
Practice—Auctioneer J. L. Hardesty, Denver
- 3:50 P.M.—Address: How We Sell Real Estate at Auction
Auctioneer Dan Fuller, Nebraska
- 4:10 P.M.—Panel Discussion: Real Estate
Moderator, Auctioneer Ernest Freund, Wisconsin

ADJOURN—

- 7:30 P.M.—Fun Auction, Including Rare Specimens of Colorado
Ore, followed by a Get Acquainted Dance, Round
and Square. Come as you are.

IN UNITY THERE IS STRENGTH

Friday, July 17th

- 9:00 A.M.—Call to Order—Invocation—Continued Registration Memorial
- 9:15 A.M.—Complete Auction Service
Auctioneer Natte Austin, Colorado
- 9:30 A.M.—Address: The Packers and Stockyard Act and Its Effect on Us—Auctioneer Cecil Emrich, Nebraska
- 10:00 A.M.—Address: What I Expect of the Auctioneer
Ted Rediess, Colorado
- 10:20 A.M.—Address: Publications, Fieldmen and Auctioneers
Harry Green, Publisher, Colorado
- 10:40 A.M.—Address: The Auction Business Today and Tomorrow—Auctioneer A. W. Thompson, Nebraska
- 11:00 A.M.—Address: Throat and Voice
Dr. Will Pirkey, Denver
- 11:30 A.M.—ADJOURN—
- 12:00 Noon—National Auxiliary Luncheon
Tickets available for non-members.
- 1:20 P.M.—Call to Order
- 1:30 P.M.—Address: Elwood Brooks
Central Bank and Trust Co., Denver
- 1:50 P.M.—Bus trip to Denver Museum of National History
- 5:30 P.M.—Return to Hotel Shirley Savoy
- 7:30 P.M.—Question Box—Problems and other questions relative to the Auction Business.
Panel Discussion, various topics
Moderator Carman Y. Potter, Illinois
- 8:30 P.M.—Entertainment
AS I SAW IT IN OTHER LANDS—Pictures
Auctioneer Jim Wilson, Ohio
Address: My Life as the Wife of an Auctioneer
Mrs. Patrick O'Brien
ADDED ENTERTAINMENT

IN UNITY THERE IS STRENGTH

Saturday, July 18th

- 9:00 A.M.—Call to Order—Invocation
9:10 A.M.—Antiques and Furniture
Auctioneer A. D. (Buck) Miller, Colorado
9:30 A.M.—Address: Auctions in Canada
Auctioneer Ken Hurlburt, Alberta, Canada
9:50—Purebred Livestock Auctions
Auctioneer Walter Britten, Texas
10:10 A.M.—Industrial Liquidations
To Be Announced
10:30 A.M.—Address: State Laws and Auctioneers
Auctioneer Howard Shults,
Former State Senator of Colorado
10:50 A.M.—Address: Organization
Auctioneer B. G. Coats, New Jersey
11:20 A.M.—Panel Discussion
11:40 A.M.—ADJOURN—
1:00 P.M.—Call to Order
1:10 P.M.—Address: Public Relations
Dan Thornton, former Governor of Colorado
1:50 P.M.—National Secretary's Report
2:05 P.M.—National Treasurer's Report
2:15 P.M.—Grievance Committee Report
2:25 P.M.—Resolution Committee Report
2:35 P.M.—Election of Officers and Directors
2:55 P.M.—Address by new President of Ladies Auxiliary
3:10 P.M.—Acceptance address, New NAA President
3:25 P.M.—Selection of site for 1960 National Convention
3:40 P.M.—Panel Discussion
4:00 P.M.—ADJOURN—
6:00 P.M.—GRAND BANQUET

INTRODUCTION AND ENTERTAINMENT PRESENTATION OF AWARDS

Youngest Auctioneer registered. (Must be actively engaged)
Oldest Auctioneer registered.
Member traveling greatest distance to convention.
Auctioneer who has secured most new memberships.
Introduction of Guest Speaker
Millard Bennett, New York City

Who's Who at the Convention

In the next few pages we are attempting to acquaint you through pictures and comments with the various personalities who will play important roles in the Denver Convention. We are sorry this is not complete but it is quite difficult to assemble all the needed information by deadline date. To those omitted, we offer our humble apologies.



DAN THORNTON

A definite asset to any meeting or convention, regardless of its nature, and certainly a man who has much to offer our convention through the subject, "Public Relations and the Professional Man."

Dan Thornton is a former governor of Colorado, has been one of the country's most successful Hereford breeders, a talented speaker and without peer on the subject of public relations. Since public relations is the weakest point of members of the auction profession as a whole and since it can add so much to the success of an auctioneer we feel that no auctioneer can afford to miss Dan Thornton's talk on this subject. We'll promise you now that there will be many who will say that this address alone was well worth their trip to the convention.

Mr. Thornton was a resident of Arizona when he started his operations in the Hereford industry but later moved to Colorado, and now lives in Englewood, Colo.



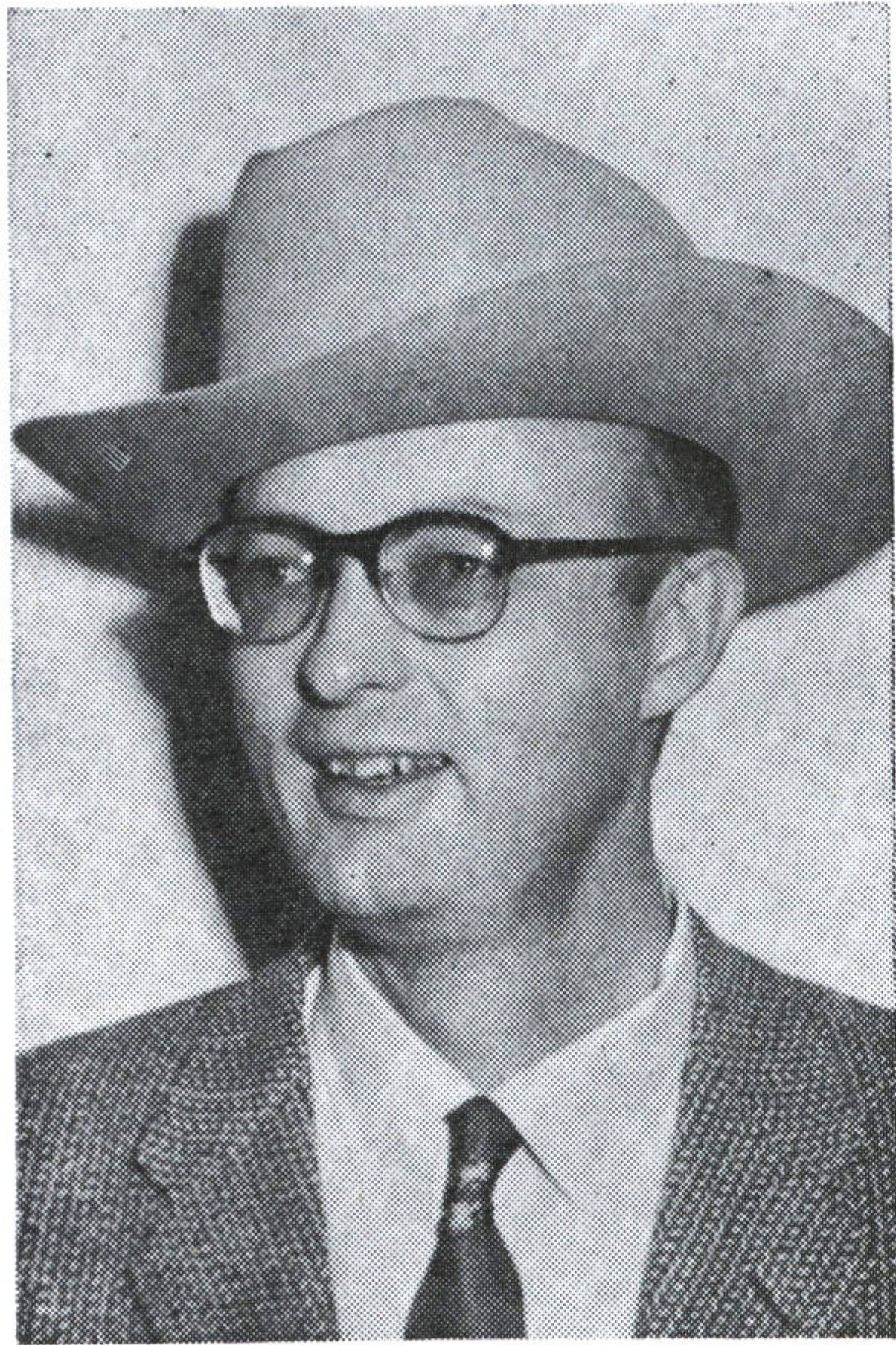
T. H. REDEISS

Co-owner of the Brush Livestock Commission Co., Brush, Colo., Ted Redeiss has the background and ability that has made him an outstanding leader in this phase of the auction industry. A farmer, feeder and rancher most of his life, Mr. Redeiss at one time fed several thousand head of cattle annually. His ranching operation covered 30,000 acres of deeded land. For many years he bought fat cattle on the Denver market and in the country for packer clients.

Ted Redeiss has definite ideas on the operation of a Livestock Auction Mar-

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ket and is capable of transmitting these ideas in a way that all can understand. The Brush operation handled 80,000 cattle last year and nearly all were ranch consigned. It is probably the largest market of its kind that does not trade or order buy nor permit any employee to do so.



HARRY GREEN, JR.

Another who is not a member of the auction profession but very closely associated with it. Mr. Green is co-publisher with H. E. Green, Sr., of the **RECORD STOCKMAN**, regional livestock weekly market and business newspaper in Denver.

Harry Green, Jr., is a graduate of Colorado University in marketing and business administration, he spent three years as assistant to the president of Painter Hereford Co., Roggen, Colo., before joining the **RECORD STOCKMAN** field staff. His field work has been principally in Nebraska, Colorado, Wyoming, North and South Dakota, but in the past 20 years he has assisted with purebred livestock sales in all the Western half of the United States.

We should all hear what a man has to say who has worked with auctioneers the past 20 years.



B. G. COATS

The only man that has served the offices of both President and Secretary of the National Auctioneers Association as well as a lengthy term on the Board of Directors. If we had 100 members like B. G. Coats our membership would stand at 20,000 today.

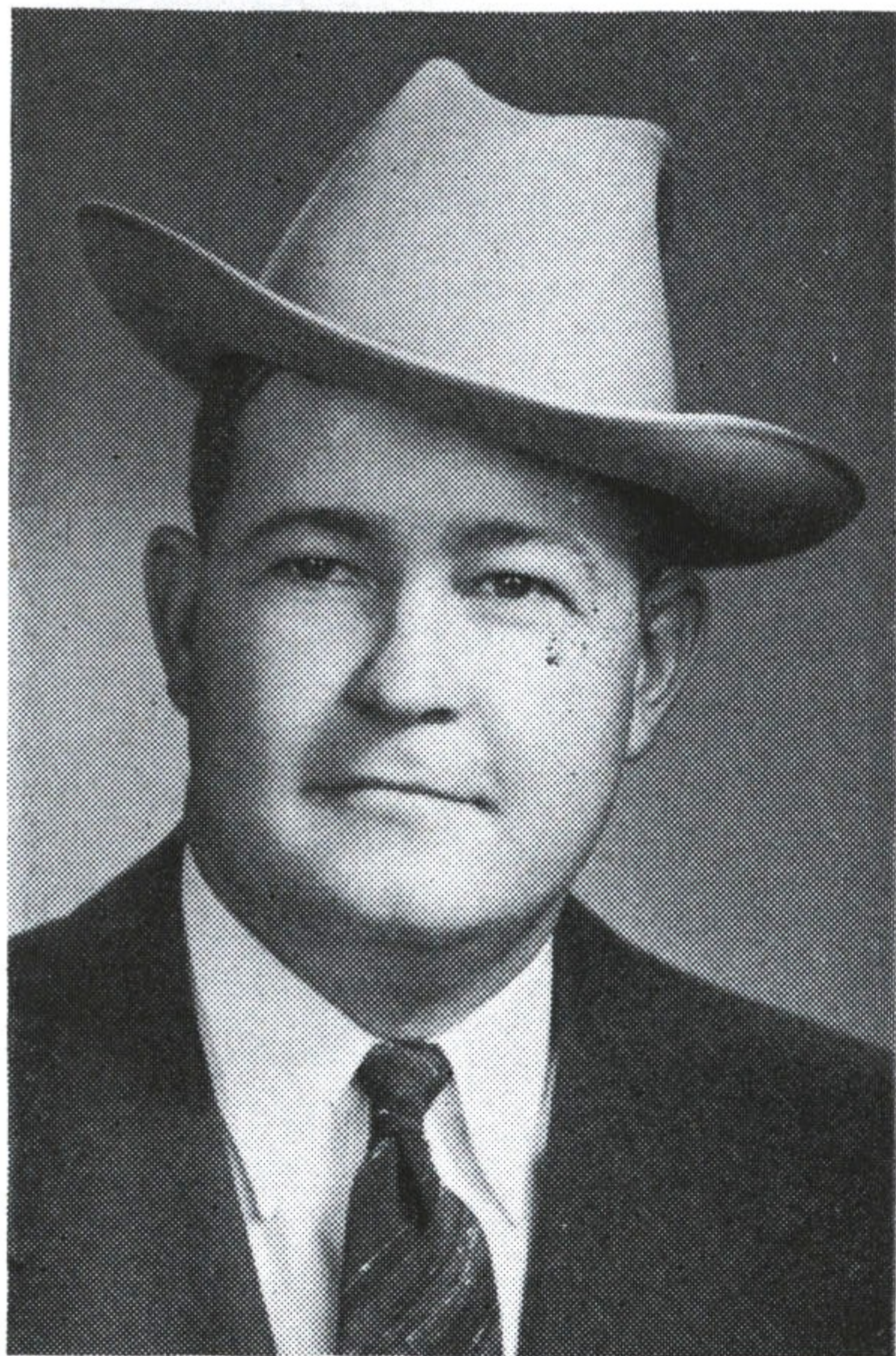
From his many articles in **THE AUCTIONEER** every member is already acquainted with Col. Coats even though many have never met him personally. He is a forcible speaker, an ardent believer in organization and no one is more qualified to speak on "Organization." You have read his articles, many remember when he was editor of **THE AUCTIONEER**, now is your opportunity to meet this man who has contributed so much to your professional organization.

HAROLD HENRY

Owner and operator of the oldest and largest Auto Auction in the West, Los Angeles Auto Auction, Harold Henry will prove to be highly qualified on the subject. He is a native of Missouri but came west to build the Auto Auction industry having been a successful operator in Denver before going to the West Coast.

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Mr. Henry is currently President of the Western Auto Auction Association and Vice President of the National Auto Auction Association.



WALTER BRITTEN

A veteran auctioneer of the highest capability, conducting purebred livestock sales of many types, especially beef cattle and quarter horses. Mr. Britten has conducted practically all of the Santa Gertrudis auctions of importance as well as those of Brahman, Charolais and other popular southern breeds although is probably best known in the Hereford industry.

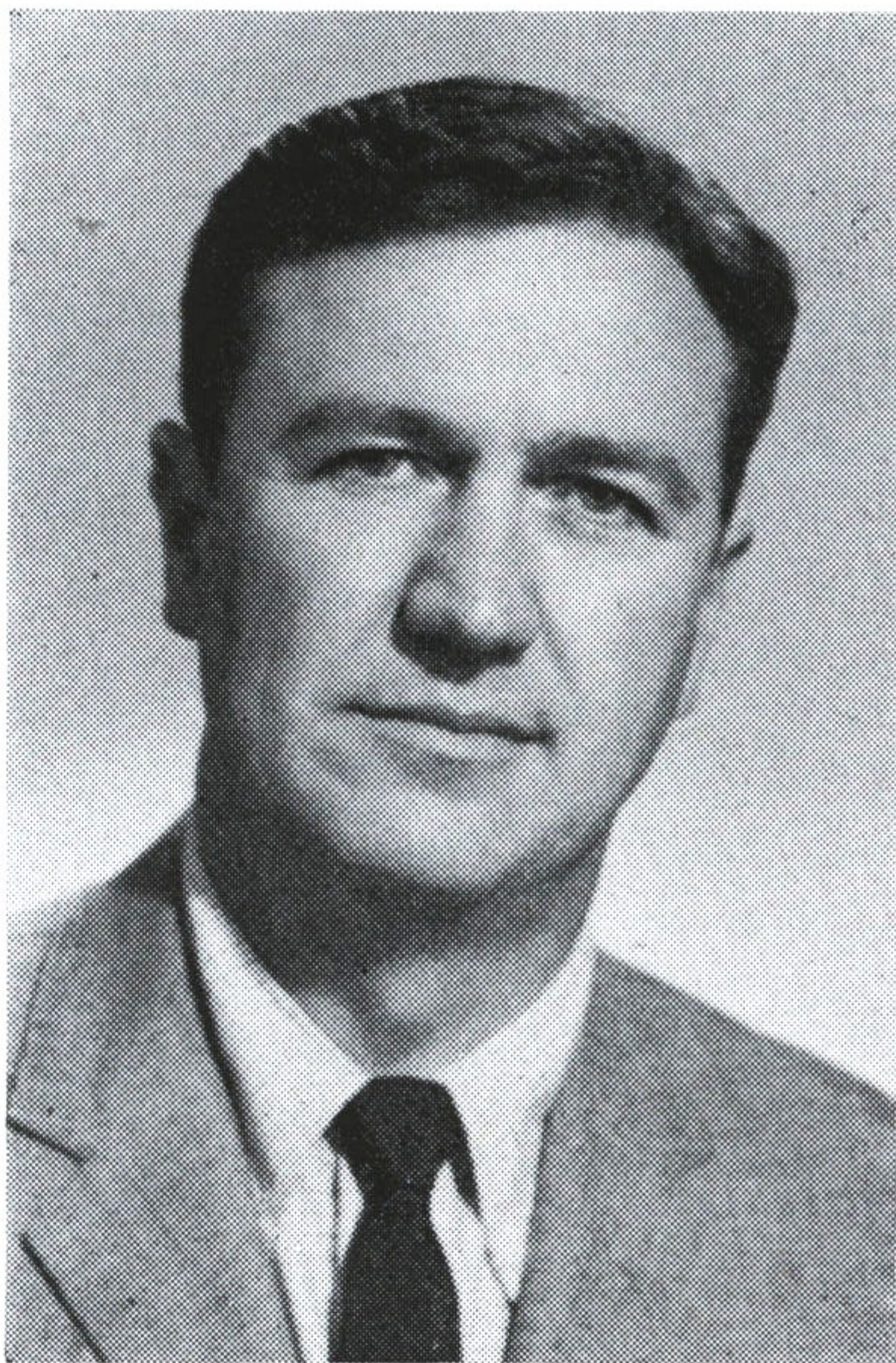
Walter Britten is a former instructor at the Reppert School of Auctioneering and one of the founders of the National Auction Institute, College Station, Tex. He is a very capable speaker and his address concerning purebred livestock sales will be well worth the "Rush to the Rockies."

* * *

WILL P. PIRKEY, M. D.

Not an auctioneer but a man professionally trained in the part of the anatomy of an auctioneer that is vitally important is Dr. Pirkey of Denver. His education was received at the University of Texas and the University of Pennsylvania.

Dr. Pirkey is a member of the Amer-



ican Board of Otolaryngology, Colorado State Medical Society, Colorado State Laryngological Society and the American Society for Advancement of Plastic Surgery. The importance of his subject makes it invaluable to all auctioneers.



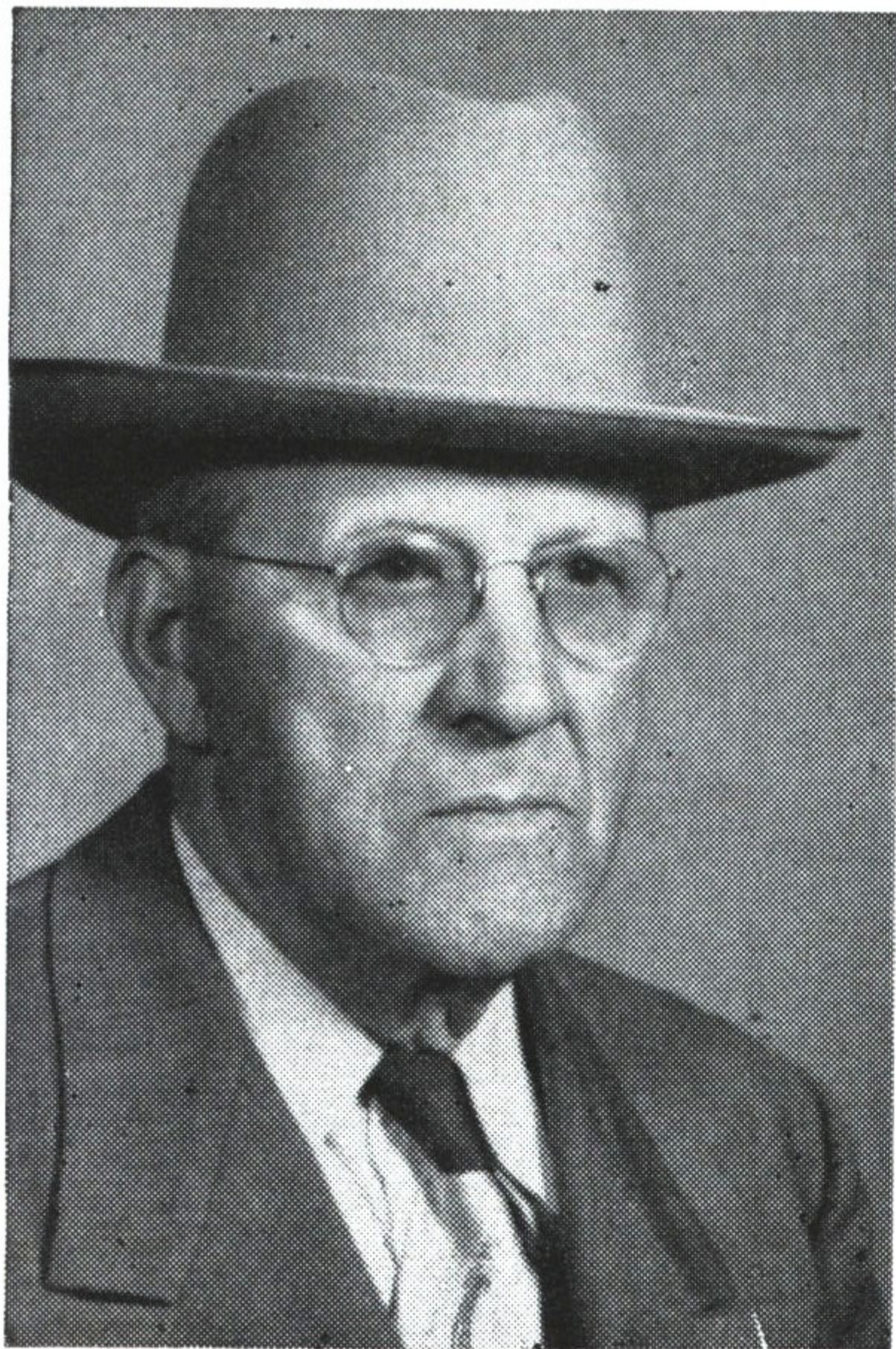
NATTE E. AUSTIN

A newcomer to National Conventions

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but not a newcomer to the auction profession, Natte Austin will have many interesting comments. He is a member of the auction firm of Austin and Austin, Greeley and Ft. Collins, Colo., which was established in 1903 by E. R. "Kid" Austin. His partner in the firm is E. R. "Kid" Austin, Jr., son of the original "Kid" Austin.

Natte Austin did his first selling on September 13, 1913, when the Austin firm sold William "Buffalo Bill" Cody's Wild West Show in Denver, Colo. The firm presently conducts around 225 sales per year many of which are real estate and registered Holstein cattle auctions. Natte Austin will give you something to take home.



DAN J. FULLER

If one were to search the country for a successful auctioneer and particularly in the real estate field, a man who is a community asset, a man who has given unselfishly of his time and talents in helping organize and promote his chosen profession he would certainly find Dan Fuller of Albion, Nebr.

Dan Fuller started auctioneering at the turn of the century and has been actively engaged in the auction profession since 1905, selling general farm sales, land and livestock. He is well and favorably known as Nebraska's Pio-

neer Land Auctioneer.

Mr. Fuller is a past President of the Nebraska Auctioneers Association and a past President of the Norfolk (Nebr.) Board of Realtors, he has efficiently served in important committee assignments and always a booster for the organizations of which he is a member. He is still actively engaged in his chosen profession.



HOWARD SHULTS

Many auctioneers have held important political jobs and in Howard Shults we have a man who has made an enviable record as an auctioneer and a State Senator. Mr. Shults of Grand Junction, Colo., started in the auction profession in the 1920's, his father having been an auctioneer since 1909. The elder Shults sold farm, real estate and livestock sales until 1946.

Howard Shults served eight years in the Colorado State Senate. Important assignments during that period included Chairman of Agriculture, Livestock and Finance Committees, also a member of State Affairs, Business Affairs and many other committees affecting State business.

For many years Mr. Shults has successfully operated a livestock auction at Grand Junction.



BEN BOZEMAN

When it comes to law the only qualified speaker is a lawyer. Ben Bozeman will speak on Real Estate Law. A resident of Denver and a partner in the firm of Bozeman and Longway, much of his practice is devoted to real estate law.

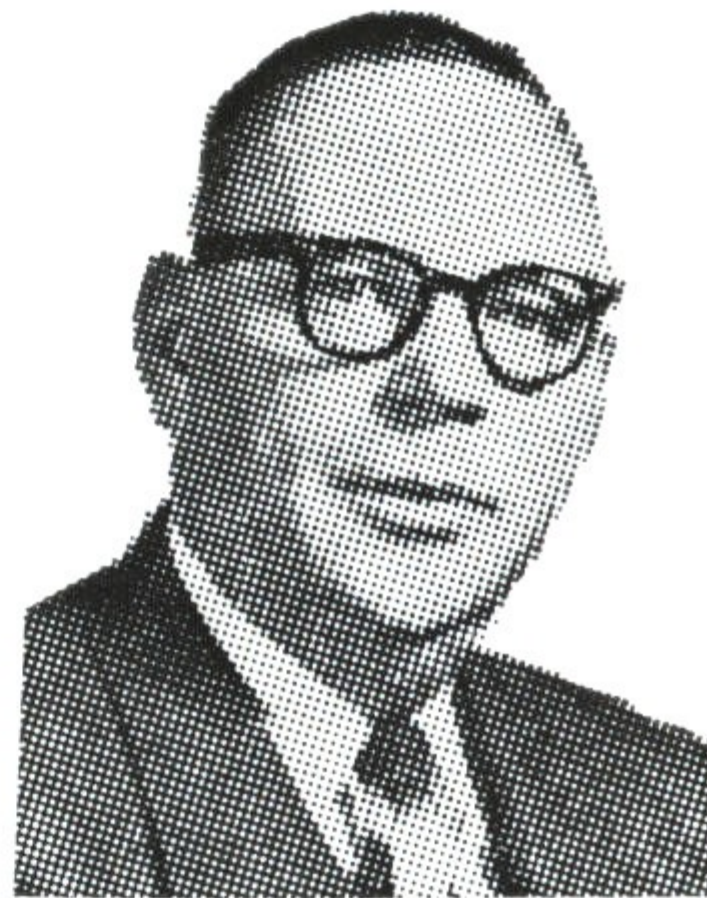
Mr. Bozeman is licensed in the states of Georgia and Colorado, teaches Real Estate Law at the University of Denver and is a member of the Board of Directors of the Denver Chamber of Commerce. We present a highly qualified speaker on a subject of which we all need more knowledge.

* * *

J. L. HARDESTY

Auctioneer and partner in the Denver firm of Cline and Hardesty, this man is one of the leading real estate auctioneers in the West. Mr. Hardesty's first years in the real estate auction field were spent in the State of Washington. He was forced to move to a higher altitude on account of Mrs. Hardesty's health and has been in Denver since 1942.

In addition to the many properties sold in the Denver area each year, Mr. Hardesty has successfully auctioned land and property for the U. S. Government in Utah, New Mexico and Colorado.



Like many others in the real estate auction field, Mr. Hardesty feels that this field has hardly been touched and has been held back due to the failures of unprepared and inexperienced auctioneers.

The firm of Cline and Hardesty sells nothing but real estate. Services of a local auctioneer are secured whenever there are chattels to be sold in addition to the real estate.

* * *

We have tried in the foregoing paragraphs to bring to you a cross section of the talent that will be presented at the Denver convention. Those on the program who are omitted are fully as capable, qualified and talented as the ones we have given you this brief information about.

Don't forget our Banquet Speaker, Mr. Millard Bennett of New York City. Your officials have gone all out to bring you the best speaker available, regardless of cost, to close this convention with an inspiring message in regard to salesmanship.

If you think anything of the auction profession, can you afford to miss this great meeting?

MAKES EM

Contemporary, says a statistician, is a man who comes to the rescue of figures that can't lie for themselves.

MOST LIKELY

If you cast your bread upon the waters today, it would most likely come back to you wrapped in Cellophane.

Convention Committees

Following are the committee appointments for the 1959 National Convention. These committees will meet the first forenoon of the convention and as many times thereafter as is necessary.

The first man listed on each committee will serve as Committee Chairman.

GENERAL CHAIRMAN

E. T. Sherlock, Kansas

RECEPTION

Howard Roland, Colorado
Everett Dennis, Colorado
Si Lockhart, Colorado
Natte Austin, Colorado
Kenny Reed, Colorado
A. D. Miller, Colorado

PROGRAM and ENTERTAINMENT

Harvey Badlwin, Colorado
Howard Roland, Colorado
Lyle Woodward, Colorado
Bill Hauschildt, Colorado
Bud Hubbard, Colorado
Howard Shults, Colorado

PUBLICITY

Bernard Hart, Indiana
Mrs. Bud Hubbard Colorado
E. T. Sherlock, Kansas

AUDITING

Carman Y. Potter, Illinois
William O. Coats, Michigan
James W. Martin, Nebraska
Hugh McGuire, Iowa
Orville R. Moore, Kentucky
Jim Kirkeminde, Kansas
Chas. O. Rainwater, Tennessee
Gene Slagle, Ohio

RESOLUTIONS

Harris Wilcox, New York
E. T. Sherlock, Kansas
Charles Kinsey, Michigan
B. G. Coats, New Jersey
R. A. Waldrep, Georgia
Ralph Rosen, New York
Wayne Cook, Texas
F. E. Fitzgerald, North Dakota

1960 CONVENTION SITE

Ernest Freund, Wisconsin
John W. Maloney, Kentucky

W. J. Wendelin, Texas
Henry F. Wilber, Michigan
John L. Cummins, Kentucky
Charles Backus, New York
Tony Thornton, Missouri
C. B. Drake, Indiana

GRIEVANCE

Tom D. Berry, Pennsylvania
Owen V. Hall, Ohio
C. E. Cunningham, South Carolina
Lyle D. Woodward, Colorado
Bill McCracken, Missouri
Guy L. Pettit, Iowa
George Michael, New Hampshire
Elmer Bunker, New Mexico

PUBLIC RELATIONS

(This is a permanent standing committee).

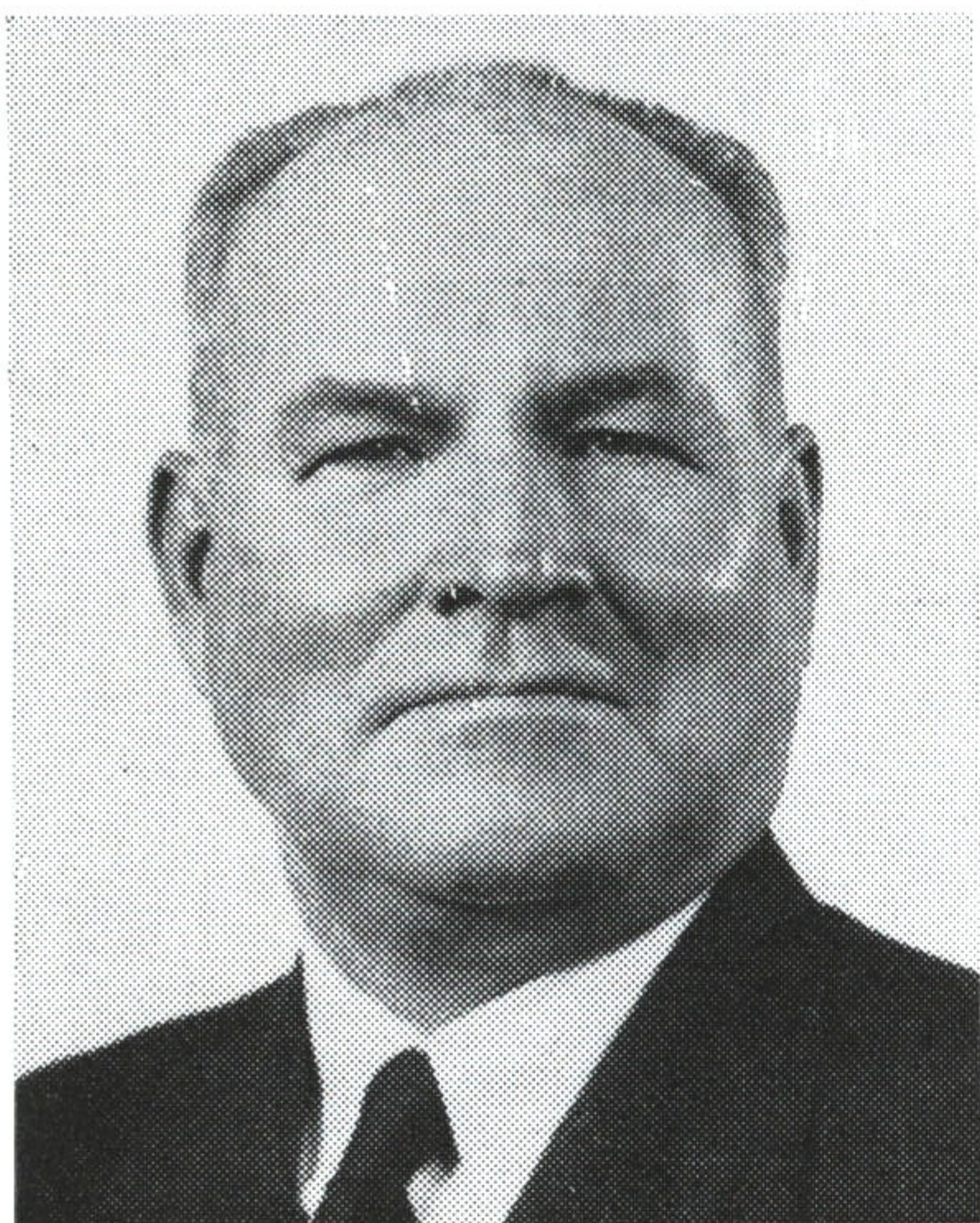
Earl J. Steiner, Maryland
Foster Sheets, Virginia
George W. Skinner, Indiana
W. J. Hagen, Montana

NOTE: A fifth member will be added to this committee to fill the vacancy caused by the death of R. E. Fortna, Colorado.

NATIONAL AUCTION WEEK

Tim Anspach, New York
Harris Wilcox, New York
B. G. Coats, New Jersey

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C. B. Smith, Williamson, Mich., President of NAA.



Henry Rasmussen, St. Paul, Nebr., Treasurer of NAA.



Ernest C. Freund, Fond du Lac, Wis., Wis., 1st Vice President of NAA.

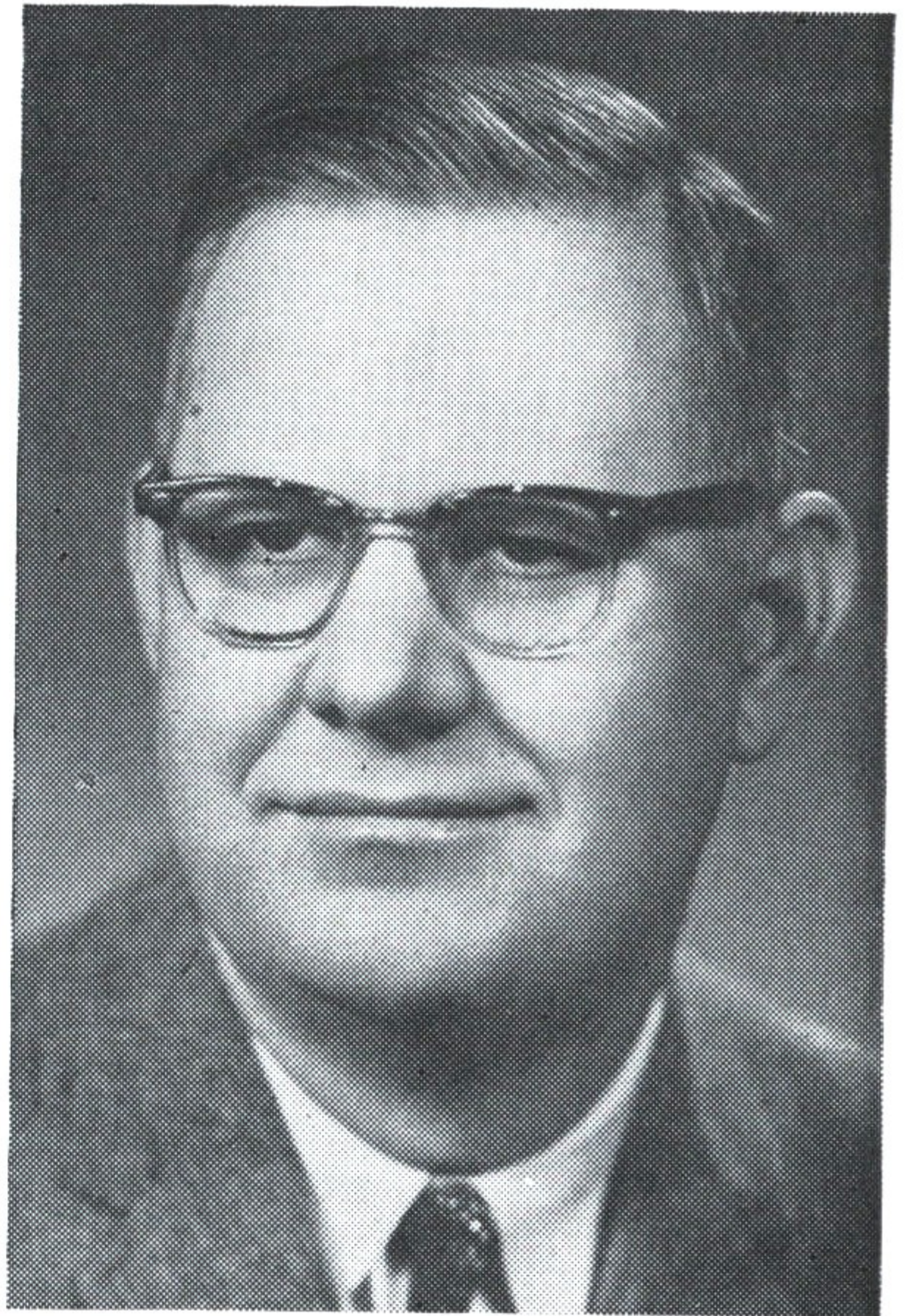


Carman Y. Potter, Jacksonville, Ill., 2nd Vice-President of NAA.

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Harvey Baldwin, President of the Colorado Auctioneers Association.



Bernard Hart, Frankfort, Ind., Secretary of N A A and Editor of THE AUCTIONEER.

40 W. Alaska Place
Denver 23, Colorado
SHerman 4-2584

Mr. Bernard Hart
Frankfort, Indiana
Dear Editor:

Ready! Aim! Whoa hold your fire — till July 16-17-18th. Then Let'er Go With a Bang. We are ready. Send out the invitations. The welcome mats are out.

The gathering of ideas, talent and characters are fitted into place. The anxiety, suspense, haranguing and preparations are complete. Please offer to every red-blooded Auctioneer in these United States and Canada a cordial invitation to enjoy our efforts and decisions for the high point in their auction career. Educational, entertaining and socially perfected for a wonderful time and vacation for all concerned.

We, the Auctioneers of Colorado are proud and honored to host this National Convention and extend an invitation to every national member to be with us the July 16, 17, and 18th.

Very cordially,
Colorado Auctioneers Association
F. Harvey Baldwin, President

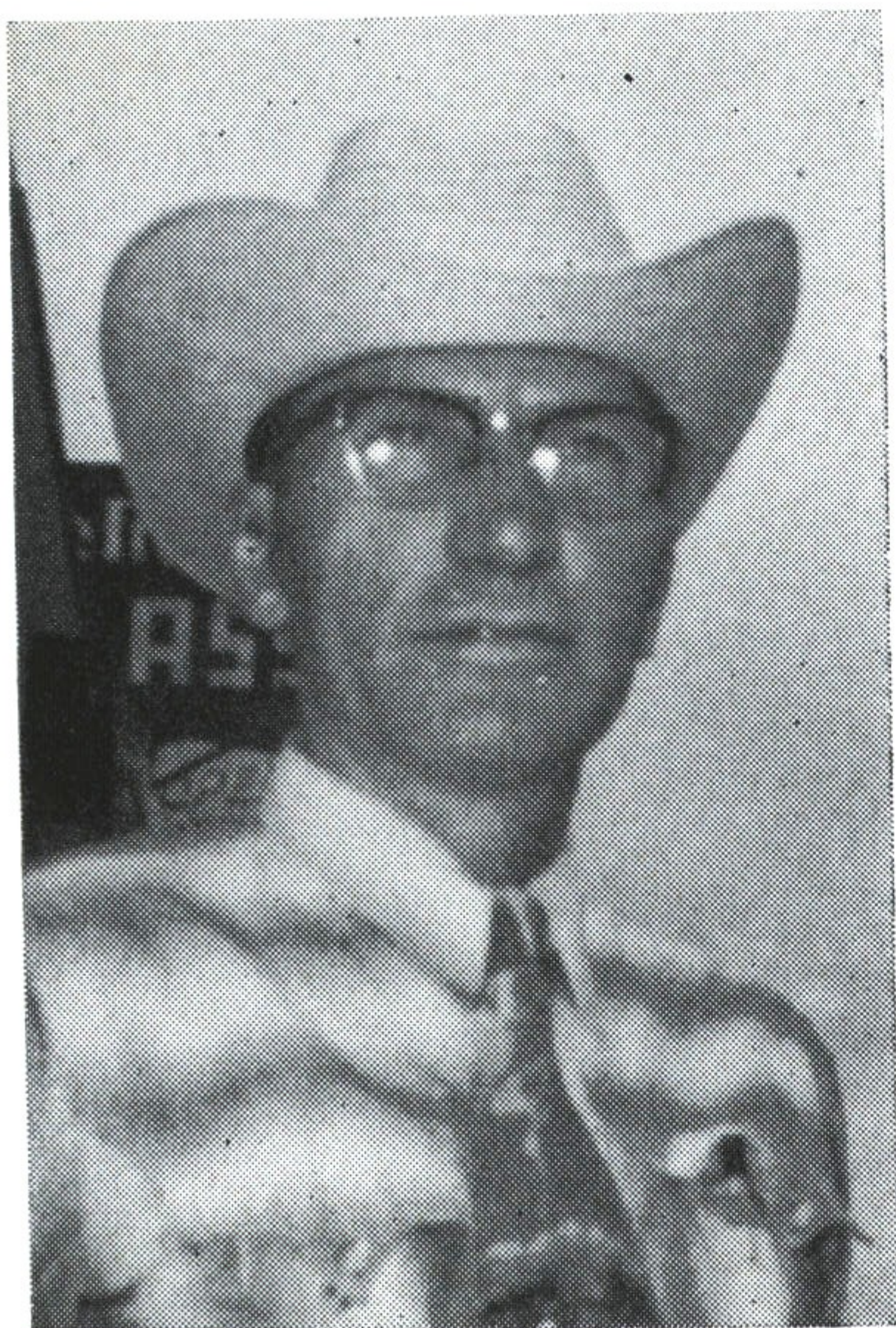
IN UNITY THERE IS STRENGTH



E. T. Sherlock, Past President of the National Auctioneers Association and General Convention Chairman.



Mr. and Mrs. Lyle Woodward, Lyle and Lucile to those who know them. Lyle is Secretary of the Colorado Auctioneers Association and Lucile holds the same office in the Ladies Auxiliary.



H. W. "Bill" Hauschildt, Treasurer of the Colorado Auctioneers Association.



Mrs. H. W. Hauschildt, Treasurer of the Ladies Auxiliary to the Colorado Auctioneers Association.

Attend The Convention; Come Home Inspired

BY COL. POP HESS



It is June 11th as I write this column for the July issue, which is the last issue of the fiscal year of this publication. This is the convention issue which will be followed by the convention itself and the next issue of THE AUCTIONEER will be September as August is skipped. The convention will include the election of officers, new resolutions adopted and the possibility of new rules and regulations, so each year as we write for the July issue we look forward to what will be changed or unchanged during the national convention. I am quite sure we all want to see our man, Bernie Hart, returned to his post as Secretary and Editor in Chief of this publication.

All members who journey to Denver will have things in mind they would like to have discussed and will be looking forward to what can be done for better things in the way of life as an auctioneer and the auction way of selling. This National Auctioneers Association is now marking up several years of service as an organization and I am quite sure if we look back in careful check we can point out many items of interest that have been achieved. Much credit is always due to the officers and the committees that have served with little or no remuneration for their services, but have served to make a better auction world for all of us who depend on this kind of business and profession for a living and income for a lifetime.

So in this July, 1959, column I join all the boys in extending our gratitude to all who have served from the beginning to the present date in building the organization we now have.

While many pages and words will be

presented in this issue concerning the coming convention my word on the subject is: I HOPE ALL THE ACTIVE AUCTIONEERS THROUGHOUT THE LAND ATTEND. The many older auctioneers, the middle in age and the youngsters all grouped together will certainly make a great National Convention.

As I looked over my morning paper today I note that my old friend, Col. Carey Jones of Chicago, has passed on. At one time he was a much noted purebred livestock auctioneer especially in Shorthorn cattle, also the Jones Auction School was under his management for many years. He was 83, somewhat retired the past ten years but always in close touch with auctioneers and the auction way of life.

In writing this column for the July issue the writer also notes that this is the tenth year of trying to keep a column in the pages of this publication. The past ten years has seen three different editors and no doubt I have put a few gray hairs in each of them, trying to edit and decipher some of the things I tried to write about. It has been no small task for them to keep the bugs under the bed with proper spelling and grammar as my fingers on a typewriter run much faster than my thinking and reasoning, similar to some folks tongues, they turn them loose and go away and leave them running. However, it has brought us fan mail of various types with suggestions and demands.

On my desk the last few days has been a letter that you will find reprinted elsewhere in this issue. It is from Billy Dunn down in North Carolina and tells of his new auction house. This young man wrote me some months ago

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that he had attended Auction School and done everything to get going but he was unable to get sales. The community where he lived was not too auction-minded and there was an older established auctioneer who got what sales there were.

He told me in his letter that he would almost sacrifice his little village home at any price and take his family to a new location where he could establish himself as an auctioneer. It struck me that he had the best location to get established right in his own back yard. First, it was his home grounds, certainly most of the community loved him and his family. Second, his community not being much for holding auction sales and few to attend, it would be attractive if he put up a shanty on his back lot and picked up anything anyone would part with and hold his own auctions.

Read Billy Dunn's letter in this issue where he tells me in writing that he does have the best location in the world to become an auctioneer. All he had to do was plow the ground, sow the seed and harvest the crop. This can produce for many young auctioneers who come home from Auction Schools. The most fertile ground is nearly always right at home.

THE AUCTIONEER has served as the mouthpiece for all auctioneers in the land who choose to have it coming in their mail. The staff of THE AUCTIONEER has received many comments and suggestions from all over, and your officers, past and present, have kept this magazine in circulation for your benefit. Publication costs and postage have greatly increased since the first issue but increased membership helps keep THE AUCTIONEER coming to your mailbox.

For some two years it has been my request that all State Auctioneers Associations support a page in this publication with auction news of interest in their states. This could furnish that which is much looked for by our auctioneer readers, and this will be my request as one item of discussion in this coming convention. I appoint any one of you readers who will be in attendance to take the floor and put the suggestion on the program for suggestions

and comments. If we get it, it is up to you who want it. It's worth the try. DO IT NOW.

As I bring this copy to a close for this month I will await all the news and interest that comes from this convention. My appointment as associate editor expires with this issue but if invited by the new officers I will return for the next run of September 1959 through July 1960. I have enjoyed making this contribution and hope to have had a small part in making the future brighter toward being an auctioneer in demand for all who choose to follow the auction profession. It is not the worst way to live as most all live and eat well.

This reminds me of the time when I was to conduct an auction of a farm that was not in too productive a community. During the presenting of the farm and its possibilities some one asked the question: "Where do folks around here sell their crops?" I didn't know and at that moment saw where I had slipped in not finding out such answers. But the owner and his oldest boy were standing by and I turned to them for the answer. The owner was partially tongue-tied so the boy answered it this way, "We don't sell any crops, we eat 'em." I said something about not eating all you raise and the boy said, "Oh yes we do and we could eat a darn lot more." The answer did not help much in selling the farm but from then on in selling a farm at auction I always found out where the market was and if they had none I avoided the question or stayed at home.

So like the country boy, many of us auctioneers have down through our early years eaten all our income and could have eaten more but if we kept pounding away in time we ate plenty, got fat and lived long and happy lives.

Boys, shut down all the machinery by the night of July 15, take a bath and be in Denver by some time on the 16th. Take your wife if you have one, if not Denver has many possibilities, if a hide-bound bachelor go anyway. There will no doubt be some kind of old maid waiting. Take a long needed vacation and know you will be much improved in your way of life as an auctioneer.

Carey Jones Dies At Age of 83

Col. Carey M. Jones, veteran livestock auctioneer and Auction School operator, died at an Oak Park, Ill., hospital, June 7. He was 83 years old.

Col. Jones was born at Lenox, Iowa, and spent his earlier years as an auctioneer in that area. With his father, Col. J. West Jones, and a brother, Orville, the first School of Auctioneering was established in 1907. This was the Jones School of Auctioneering and was located at Davenport, Iowa.

In 1912 they moved to Chicago and the School was operated until 1924. For the past several years, Col. Jones has been a lecturer at the Reppert School of Auctioneering, Decatur, Ind.

Specializing in registered Shorthorn cattle sales, Carey Jones was considered the leader in that field for many years. He conducted Shorthorn sales through-

out the United States and Canada and also conducted two sales in Scotland. He also conducted large real estate auctions throughout the country. For the past 12 years he has sold furniture and estate sales in Oak Park and surrounding territory.

At the 1955 National Auctioneers Convention in Indianapolis, Col. Jones was honored when one day of the convention was set aside as "Carey Jones Day." It included a Luncheon for Col. Jones and all graduates of the Jones School of Auctioneering.

Col. Jones is survived by his widow, two daughters, two brothers, three grandchildren and three great-grandchildren.

I hope I shall always possess firmness and virtue enough to maintain what I consider the most enviable of all titles, the character of an "honest man."—George Washington.



Promotional Items

NEW: Attractive Bumper Strips, advertising the Auction method of selling. **35c ea., 3 for \$1.00**

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

INSIGNIA CUTS: Add distinction to your cards, letterheads and advertising. **\$2.50 each**

DECALS—3 color, reversible, closing out @ **\$25c each.**

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THE AUCTIONEER

803 So. Columbia St., Frankfort, Indiana

Denver Invites You

By Col. B. G. Coats

You will never regret making the trip to attend the national convention of the National Auctioneers Association.

Not many years ago the city of Denver was a mere outpost in the west, isolated from civilized country by arid deserts, rugged mountains and virtually impenetrable wilderness. That is all changed now.

If it is your first trip to Denver, you will stand amazed at your first sight of this dynamic metropolis in the fastest growing area in the United States. You will be awed by the vast size of Denver—you will be spellbound by the rush of city traffic of its wide streets and highways—you will be thrilled by the boundless energy and forward-moving pace of its citizens. You will be inspired by its many beautiful buildings. The mile high city with its clean pure, fresh dry air will make you want to remain in Colorado. You and your family will want to ascend Pikes Peak. You will want to visit Colorado Springs only fifty miles south of Denver. You will want to look from your hotel room and view the snow capped Rocky Mountains.

Keeping pace with its tremendous population increase is the phenomenal industrial and commercial growth of Denver. But certainly all is not business in this fascinating young-old city that combines the atmosphere of the west with the fast tempo of modern-day American living.

No visitor to Denver ever finds himself at a loss for places to go and things to see. A recent newspaper advertisement, designed to attract the tourist eye, listed 101 ways that a person may enjoy himself on a Colorado vacation. Certainly there are many more ways than that in Denver alone but the ad was limited in size.

It is quite impossible to list all the treats and surprises in store for all the N. A. A. members and their families who will gather in Denver, in July. It is however, safe to predict they will never enjoy a N. A. A. convention more.

The Colorado boys are making ar-

rangements for a truly outstanding convention—one that will make it a year to remember always. Let's go. Reservations should be made now as there will be hundreds of Auctioneers from the west attend this convention that have never had the opportunity before. From what I hear the eastern states are going to be mighty well represented and if the eastern boys feel as I do you will be making a vacation of your trip as well as business. Convention expenses are deductible from income taxes. Enjoy yourself as it is later than you think. Let's all meet one another at the Hotel Shirley-Savoy, July 16, 17, 18.

Kansans Hold Fourth Annual Convention

By C. E. Sandeffer

Members of the Kansas Auctioneers Association held their Fourth Annual Convention at Pratt, Sunday, June 7.

After hearing the Secretary and Treasurer's report a letter was read from George Hart of Topeka, who could not be present to speak on Auction Insurance. Mr. Hart's letter stated that all auctioneers should carry liability insurance on a yearly basis and owners should carry liability insurance on each public auction. The company he represented quoted a special rate to members of the Association. Also, this company is trying to get a group insurance plan that would cover members of the association in cases of sickness and accident. This will be taken up at the next convention.

Mr. Charles Barnes, Dean of the Junior College at Pratt, was the Luncheon Speaker and had a wonderful talk on Education. Forty-two members, wives and guests attended the Luncheon.

After call to order for the afternoon program, Col. E. T. Sherlock gave an outline of the coming National Auctioneers Convention at Denver. (He drove from Denver to be at our meeting and all auctioneers stated that no con-

vention would be a success without Ernie).

Real Estate at Auction and Real Estate License in the State of Kansas was discussed. A letter was read from the Attorney-General's office stating that auctioneers in the State of Kansas must have a Broker's License to sell Real Estate.

After committee reports the election of officers for the ensuing year was dispensed with in short order. The members knew who they wanted and elected the following: Col. L. E. "Gene" Watson, Hutchinson, President; Col. Charles Macy, Oberlin, Vice President; Col. C. E. Sandeffer, Topeka, Secretary-Treasurer; Col. Glenn Brown, Liberal; Col. Melvin Richardson, Jr., Ellinwood; and Col. Glenn Applegate, Wamego, were elected to the Board of Directors.

Discussion of "Do You Want a State License?" was given quite an airing with members voicing opinions pro and con on the subject. The 40 members attending the afternoon session decided that not having the majority of the auctioneers of the state belonging to the KAA that it would not be fair to all members of the profession for them to sponsor a State License at this time. It was agreed to try for more members thereby giving this problem more of a chance to be what the majority would want.

The banquet was a huge success in the opinion of all attending. Sixty-one auctioneers, wives and guests enjoyed Toastmaster, Booth Brown, youngest member of the KAA, as his humor and professional handling of his duties kept them in an enjoyable frame of mind. Hon. J. W. Hinkle, Lieutenant Governor of Kansas, was the guest speaker and his address was appreciated by everyone. All agreed that to have a better convention next year will be a hard job as an entertaining and instructive day was enjoyed by all.

Man is the crowning of history and the realization of poetry, the free and living bond which unites all nature to that God who created it for Himself.

F. Godet.

Truth Plus Courage

By HARRIS WILCOX

I attended the National Holstein Convention recently held in Omaha. One of the principal speakers was Dr. Kenneth McFarland of Topeka, Kansas. Many will remember that he spoke at the National Auctioneers Convention in Indianapolis. During his speech in Omaha, he said that "Truth plus courage cannot fail." It occurred to me that these two ingredients are key words in the success of any Auctioneer. Auctioneering is the highest form of salesmanship. I feel confident that many young auctioneers, in their effort to be successful in a hurry, need to remember that truth, courage, honesty and sincerity are important elements for lasting success.

We as an organization need to wake up — get up — and get going. There is much to be accomplished in a spirit of co-operation.

I hope that Auctioneers from all over the country will make an effort to be in Denver. Your officers have planned a fine program. Let us support our organization and our profession, never forgetting that it supports us. We need to remember that we have to give if we are to receive. The future growth and influences of the National Auctioneers Association depends on the support, interest and enthusiasm of each of its members. As did the prodigal son, let us say, "I will arise." See you in Denver.

Gone To The Dogs

"Henry Rasmussen, National Treasurer, goes to the dogs" was the shocking statement received by the Secretary's office of the NAA.

Further investigation of this startling statement brought the information that on the 31st of May, Col. Rasmussen sold 263 dogs at auction. It is expected that our Treasurer will be ready to testify further about this matter at our convention in Denver — provided he is requested to do so.

Cowbelles Honor Schnell

As 1959 'Father of Year'

DICKINSON, N.D. — Ray Schnell, father of 13 and an outstanding cattleman and livestock auctioneer here was named 1959's "All-American Father" by the American National Cowbelles. Schnell was chosen from among thousands of nominations submitted by youth organizations throughout the nation.



Col. Ray Schnell as he addressed the 1957 National Auctioneers Convention at Lansing, Michigan.

Schnell earlier had been named the North Dakota winner in competition which saw a large number of outstanding fathers recognized by participating cowbelle groups at the county and state levels.

Born May 25, 1893, on a horse and cattle ranch near Dickinson, Schnell did not find it necessary to go far from home for success. Today he is owner of four ranches, operator of the region's largest livestock auction market and is known throughout the west for his industry service and philanthropic work.

He is a trustee of the National Cowboy Hall of Fame; former officer of the North Dakota Stockmen's, Hereford, Livestock Auction and Auctioneers Assns. Twice he was state Easter Seal chairman. He is trustee and active fundraiser for the unique "Home on the Range for Homeless Boys" near Sentinel Butte and is a director of a clinic on alcoholism near Minot.

He was active in raising \$700,000 for expansion of the Dickinson hospital and in enlisting community support for a badly needed hotel and local television station. He is a member of the Catholic Church, a former Grand Knight and district deputy of the Knights of Columbus, and he is a member of Rotary, Elks, and Eagles.

Schnell served five sessions in the state legislature and was lieutenant governor for one term.

Nevada Adopts New Auction Regulations

CARSON CITY, Nev. — The Nevada Legislature has approved a new measure increasing the amount of bonds of operators of public livestock auctions and requiring them to give receipts to purchasers.

Assembly Bill 282, effective July 1, 1959, requires that each applicant for a license to operate and conduct a public livestock auction shall file a corporate bond with the State Board of Stock Commissioners, varying from \$5,000-\$100,000 depending upon volume of business.

The new bill provides that each operator of a livestock auction shall issue to each purchaser of livestock a receipt on a form approved by the board and that each receipt shall contain name and address of the purchaser, a description of the livestock and of the brand.

Other new livestock regulations adopted include Senate Bill 200, requiring

IN UNITY THERE IS STRENGTH

licensing of livestock and farm products dealers and brokers, a new law prohibiting certain earmarks on cattle, horses, mules and hogs, increases in the maximum tax to be levied for the state's stock inspection fund, strengthening of existing laws relating to hides and carcasses and amendments to the stray animal regulations.

Many New Members Added Last Month

What was formerly the slowest period of the year (May 16 through June 15) has now become one of our better ones so far as memberships received. This has been made possible through the cooperation of some of the State organizations who have summer meetings and collect National dues at that time.

Following are the names of those whose memberships were received during the above named period, the asterisk indicating renewal.

*Louis L. Stambler, Hawaii
*Edward Kwok, California
L. R. Van Cleve, Colorado
Virgil R. Madsen, Oregon
*L. M. F. Hocker, Pennsylvania
Graydon Robinson, Nebraska
*Basil Albertson, North Carolina
Victor W. Nash, Indiana
*Joe Donahoe, Wisconsin
*Arnold Kohlmetz, Wisconsin
*Ernest C. Freund, Wisconsin
*W. R. Ingraham, Wisconsin
*Lester Senty, Wisconsin
*R. F. English, Wisconsin
*Jim Appleman, Wisconsin
*Myrle Lloyd, Wisconsin
*E. J. McNamara, Wisconsin
*William Jones, Wisconsin
*Earl Clauer, Wisconsin
*Jim Gavin, Wisconsin
*Harold Gavin, Wisconsin
*Rollie Bast, Wisconsin
*Stanley Mashek, Wisconsin
*R. W. Doman, Wisconsin
*L. M. Schoeder, Wisconsin
E. J. Greutzman, Wisconsin
*Eldon Schroepfer, Wisconsin
John D. Kooiman, Wisconsin
*Douglas Steltz, Wisconsin
*Ray Gevlinger, Wisconsin

Eugene Frederick, Illinois
LeRoy Teske, Wisconsin
E. G. Kueffner, Wisconsin
Russell Schroeder, Wisconsin
*Robert A. Gerhart, Indiana
A. D. Miller, Colorado
*Nettie H. Weddington, Indiana
John Syper, Texas
A. E. Levy, Texas
W. A. Herring, Texas
Edward P. Gottschalk, Michigan
Don Alsbury, Colorado
*Earl R. Tom, Ohio
*L. E. Watson, Kansas
*Charles M. Macy, Kansas
*C. E. Sandeffer, Kansas
*Melvin Richardson, Jr., Kansas
*Jim Kirkeminde, Kansas
Keith Brown, Kansas
*Ralph Waite, Kansas
*L. R. Kertcherside, Kansas
*Herman Rabe, Kansas
Harold Kirk, Kansas
*Richard Brewer, Kansas
*Willis A. Darg, Kansas
*Sanford Hughes, Kansas
*John Brown, Kansas
*Pat Keenan, Kansas
Jack Reeder, Kansas
Booth Brown, Kansas
Dewey Webster, Kansas
Lloyd Boxum, Kansas
Charles McAnarney, Kansas
Raymond Gerbitz, Kansas
Ray Heupel, North Dakota
George Leviton, New Jersey
*Earl Ellis, Indiana

IN MEMORIAM

The deaths of the following NAA members have been reported to "The Auctioneer" during the past fiscal year:

Col. David L. Green, Sac City, Iowa.
Col. H. J. Caldwell, Ontario, Calif.
Col. James D. Webb, Grand Island, Nebr.
Col. Tim D. Preece, Battle Creek, Nebr.
Col. Ralph E. Fortna, Denver, Colo.
Col. Paul Dillehay, Sterling, Colo.

Art Boom Livens Trade In London

Christies and Sotheby's Vie for Lead, and Tradition Is Going, Going . . .

PRESS AGENTS ENGAGED
Old Auction Houses Also Reduce Fees to Land the Great Collections

By **KENNETT LOVE**

LONDON, May 26 — Christies and Sotheby's, London's most venerable art auction houses, are running hard for top place in the booming art market.

The two galleries, both established in the eighteenth century, traditionally have maintained the appearance of letting business come as it may, without aggressively seeking it. Wealth, connoisseurship and the acquisitive instincts of imperial Britain directed an ample international trade through their portals as great art collections and libraries were built up.

The post-war years were lean ones, with their austerity and currency controls, but they sharpened the competitive spirit. A recovery of London's position in the international art trade began five years ago.

Both houses rejuvenated their top managements last year. Both are actively seeking overseas business. Commission-cutting has been employed to land major contracts.

Last month Sotheby & Co. followed the lead of Christie, Manson & Woods, Ltd., by retaining a public-relations firm, a step that would have been regarded as undignified a few years ago.

Last year Christies employed Patrick Dolan Associates, a firm established here by public relations men from the United States, to help it compete, not only against Sotheby's, but also against the Parke-Bernet Galleries of New York and Charpentier of Paris.

The more aggressive policy at Christies was begun a year ago by I. O. Chance, who had been appointed chairman in a reorganization. New vigor was added to Sotheby's management last October when Peter Wilson became chairman.

Sotheby's was founded twenty-two years earlier than Christies, in 1744. It

dealt mainly in book sales until after World War I. Its most important sales this season have been of impressionist paintings, chiefly from American-owned collections.

Christies Publishes Book

A panorama of London's recovery in the world's art trade is given in a richly illustrated book, "Christies Since the War," published recently. Its 187 half-tone plates and six color plates show a selection of major items sold at Christies since the war, from manuscripts and Meissen porcelain to furniture, Stradivarius violins, paintings and jewelry.

The book contains a song essay by the critic Denys Sutton on "Taste, Patronage and Collecting," an appreciation of "the battle of wits, the challenge to knowledge and the spur to taste provided in the sale room."

The recovery of art trade here began in 1954 when currency restrictions were relaxed to permit foreign sellers to take out proceeds of their sales in currency of their own countries. A further relaxation this spring allowed them to take proceeds in any other currency, so that an Iranian seller, for example, could take this money out in dollars rather than rials.

In addition, both Christies and Sotheby's have held their commissions to the 10 to 15 per cent range, and Sotheby's charged only 5 per cent on the Goldschmidt collection.

A. Irwin Goldschmidt of New York said that a further reason for selling his father's paintings here was that British rules permitted him to place minimum acceptable prices on pictures without announcing them.

The London market is accessible to buyers from both sides of the Atlantic. Wealthy Britons, who cannot take their money out to buy abroad, provide a substantial body of bidders here.

Right after the war there was a flurry of sales by Britons who put ancestral collections on the block to pay inheritance taxes and other bills. Then lean years set in.

God gives us relatives; thank God we can choose our friends.

—Addison Mizner

The Honor Roll

Each year in the July issue we attempt to publish the names of those who were responsible for adding two or more new members to our roster during the past twelve months. It is only reasonable that this list of names should increase each year — but it actually decreases each year.

In July, 1957, we reported the names of 25 members who had secured 118 new members during the year. Fifty others were responsible for one member each, a practice that would double our membership each year. Last year we had 23 persons who secured 109 new members and 47 with one each to their credit.

This year, our records show that 21 persons were responsible for adding 101 members to the roster. Another 43 came through with one each. Further check indicates that this list contains about the same names each year which indicates that less than 70 members are carrying the load while 1300 others are dragging their feet. There should be an answer. Do you have it?

Following are the names of those who were responsible for two or more members during the past year:

W. E. Nagy, Michigan
Harris Wilcox, New York

Ralph Rosen, New York
Bill Hagen, Montana
George Michael, New Hampshire
Guy Pettit, Iowa
Clyde Wilson, Ohio
Carman Potter, Illinois
John Freund, Wisconsin
E. T. Nelson, Minnesota
A. L. Tremblay, Massachusetts
Leona Drake, Indiana
C. C. John, Missouri
Boyd Michael, Missouri
Q. R. Chaffee, Pennsylvania
Bob Penfield, North Dakota
B. G. Coats, New Jersey
George A. Mann, Missouri
Donald L. Bates, Ohio
C. B. Smith, Michigan
Garth Wilber, Michigan

The above list is accurate to the best of our ability. Many of our new members come through State Auctioneers Associations and in most cases it is not possible nor practical to designate credit to an individual.

TOO LATE

An advertising sign picturing various styles of rubber heels and a beautiful girl was worded: "I'm in love with America's No. 1 heel." Underneath in a feminine handwriting was added: "Sorry sister, I married him!"

MISSING?

THE AUCTIONEER cannot follow you if your new address is missing from our files. If you plan to move soon, send your change of address today!

Auction License Information

It was voted at our 1958 National Business Meeting that a Committee be appointed to find out which States required auctioneers to be licensed in order to conduct auctions. To comply with this action a questionnaire was sent from your National headquarters to the Secretary of State of each of the 50 states. Following is the information that has been compiled from answers to this questionnaire.

Since real estate is covered by legislation of its own the following information does not cover real estate sold at auction.

State	License Required	Fee	Remarks
ALABAMA	YES	\$75.50 Max.	Fee based on population of cities with a maximum State License fee of \$50.00 plus \$25.50 County fee.
ALASKA	NO		
ARIZONA	For Jewelry Only		
ARKANSAS	YES		Sales of live stock, agricultural products, farming implements, farming utensils, household and kitchen furniture exempt.
CALIFORNIA	NO		Many local ordinances require license.
COLORADO	NO		
CONNECTICUT	YES		Provisions, charcoal, wood, the products of a farm and second-hand household furniture are exempt.
DELAWARE	YES	\$20	
FLORIDA	YES		
GEORGIA	NO		
HAWAII	YES	\$100	
IDAHO	YES	\$20	
ILLINOIS	NO		Municipalities have right to license
INDIANA	NO		Common councils of cities and towns have power to license.
IOWA	NO		License may be secured from county board of supervisors but same is not required to conduct auction within State.
KANSAS	NO		
KENTUCKY	NO		Local authorities are permitted to impose licenses.
LOUISIANA	YES		
MAINE	YES	\$10	Non-resident fee is \$50.
MARYLAND	YES		

IN UNITY THERE IS STRENGTH

MASSACHUSETTS	YES		License is required from the city or town where the auction is being held.
MICHIGAN	NO		Auctioneers are required to file a surety bond with the County where he resides in the amount of \$2500.
MINNESOTA	YES	\$10	Issued by County Auditor.
MISSISSIPPI	NO		Licenses required for certain commodities.
MISSOURI	YES		Certain articles exempted such as live stock, agricultural products, farming utensils, household furnishings, etc.
MONTANA	New Merchandise Only		
NEBRASKA	NO		
NEVADA	NO		
NEW HAMPSHIRE	NO		
NEW JERSEY	YES		Licenses required by the Clerks of the various municipalities of the State.
NEW MEXICO	NO		Governing bodies of cities, towns and villages have licensing power.
NEW YORK	NO		
NORTH CAROLINA	NO— With Exceptions		License required to sell horses or mules, objects of art, jewelry, silverware, etc.
NORTH DAKOTA	YES	\$10	
OHIO	YES		
OKLAHOMA	NO		
OREGON	YES	\$50	
PENNSYLVANIA	NO		Municipalities have the power to impose licenses.
RHODE ISLAND	NO		Licenses are issued by cities and towns.
SOUTH CAROLINA			Questionnaire ignored.
SOUTH DAKOTA	NO		
TENNESSEE	YES	\$15	
TEXAS	NO		Annual tax of \$10 is levied against each auctioneer.
UTAH	NO		Cities have power to license.
VERMONT	YES		
VIRGINIA			State refused to give information.
WASHINGTON	NO		Permits are issued by County Auditor or City Clerk.
WEST VIRGINIA	NO		
WISCONSIN	NO		Licenses are required in cities and towns and are issued by same.
WYOMING	NO		Local governments have licensing power.



Members of the TEXAS AUCTIONEERS ASSOCIATION as they met May 24th in the Windsor Hotel at Abilene. Back row, from the left: John Syper, Galveston; Abe Levy, Galveston; Cecil Sellers, Abilene; Fred Barker, Mt. Vernon; Bill Wendelin, Henderson; J. O. Lawlis, Houston; K. L. Espensen, McAllen; Oris Reynolds, Abilene; Kenneth Bozeman, Lubbock; W. A. "Tex" Herring, Wichita Falls; Dub Bryant, Big Spring; and John Campbell, Abilene.

Front row: Mrs. Cecil Sellers, Mrs. Fred Barker, Mary Lou Wendelin, Mrs. Bill Wendelin, Mrs. Kenneth Bozeman, Mrs. J. O. Lawlis, Mrs. W. A. Herring, and Little Tex Herring.

Minnesota's Tenth Annual Convention

By Col. Frank A. Sloan

Minnesota's 10th annual State Auctioneers' Convention was held June 5th and 6th in the friendly little city of St. Peter, Minnesota, located in the fertile valley on the banks of the Minnesota River. Rich in historical back-ground this town has given Minnesota five Governors. St. Peter is more than an average small city, boasting a large State Psychiatric Hospital, Gustavus Adolphus College, along with the usual service clubs, organizations, etc., that go out to make up a friendly community.

Morning program of June 5th opened with the get acquainted noon luncheon at the Nicollet Hotel, a welcome address by the Honorable Mayor Mark Schaus. This was followed by an explanation of a new type of financial and sales clerking service being offered throughout the state by the Davis brothers, auctioneers who are members of the Minnesota State Auctioneers' Association.

Following this, was a round table discussion with highly controversial subjects and provocative exchange of ideas. Though advanced arguments and discussion became heated at times, the end result was a satisfactory one since frank and honest agreement was reached on interpretation of policy and principle.

After our recess our guest speaker of the afternoon, Dr. Wendell Swenson, PhD., Dept. of Psychology of Gustavus Adolphus College, delivered a full hours talk on the psychology of auctioneering as he sees it since much to his, as well as the amazement of those in attendance there apparently is no reference to psychology as applied to auctioneers in any psychology text books.

President, Colonel Paul Hull, reviewed the growth of our organization from its inception to its 10th Anniversary, pointing out our short comings as well as the results we had accomplished to date.

To round out the afternoon program Colonel Frank A. Sloan, Secretary and Treasurer of the organization, who also serves as chairman of our License and Legislation Committee, gave a report on the results our organization ob-

tained in successfully bringing about legislation making it possible for state owned properties to be disposed of by public auction since of heretofore date this was not possible because of restricted legislation in the State of Minnesota which confined this type of sales to sealed bids or by private treaty.

The evening banquet started with a 6 o'clock cocktail hour and dinner was served at 7:30. Guest speaker for the evening was Minnesota Director of Highway Safety, Mr. Harry Sieben. Though the figures and safety records he disclosed could not by any stretch of the imagination be classified as entertaining they were enlightening to the point of creating an awareness of a situation which needs a lot of improvement if this terrible slaughter and maiming of human beings on the highways is to be alleviated.

To bring the evening to a close the Annual Fun Auction was successfully launched.

Saturday morning, June 6th, there was a continuation of the program most of which was business meeting. A tentative convention site for 1960 was selected but confirmation is subject to the site committee report on whether the facilities of the host city were adequate. By unanimous agreement of the group it was decided to re-elect the present slate of officers: Colonel Paul Hull, President; Colonel Floyd Munsell, Vice President; Colonel Frank A. Sloan, Secretary and Treasurer; to serve for the coming year and Colonel Frank A. Sloan was also elected to serve as official delegate to the national convention in Denver, Colorado.

THE HARD WAY

The Japanese prisoner was being interrogated. He was asked, "Who are the best jungle fighters?" He answered, "Japanese."

Then he was asked, "Who are the next best?" The prisoner replied, "The Australians."

"Who are next best?" he was asked. The prisoner thought for a moment and answered, "Maybe the English."

Finally the interrogator asked, "What about the Americans?" The Japanese answered, "Americans no fight in jungle. First remove jungle—then fight."

Operators View Auction As Vital Asset to Dealer

Reprinted from AUTOMOTIVE NEWS

DETROIT.—Auto auctions have added financial stability to the entire auto economy and offer dealers many other advantages, two operators of auctions in New Jersey claim.

David B. Spielman, president of the newly opened Skyline Auto Auction, Caldwell Township, said auctions enable dealers to keep more efficient control of their used-car inventories.

He called the auctions "sales media through which both new and used-car dealers can balance their stocks of used cars by selling and/or buying from each other, thus keeping a saleable inventory at all times."

Some dealers owe their survival during last year's recession to the auctions, according to Murray Husik, manager of the National Auto Dealers Exchange, Bordertown, one of the East's biggest auctions.

"Last year when the economy was depressed, dealers pinched for cash found they could readily dispose of excess cars at market prices at wholesale auctions," he pointed out.

"This often meant the difference between staying in business or closing up shop. The story would have been different 10 years ago; there were few auctions then and little chance of quick liquidation except at great sacrifice.

The greatest single factor in the rapid growth of auctions has been the tremendous increase in production and sales of new cars since 1946, Husik said.

"It has put a tremendous number of tradeins in dealers' hands," he continued. "Dealers acquired more used cars than they could retail, or models

for which no market existed among their customers."

It was then that the dealer found that the auction was a good place to dispose of cars profitably as well as to buy used cars, he said.

Many dealers now come to auctions to trade for cars they don't have on their lots, Husik said. This exchange has the blessing of manufacturers who advise dealers a complete turnover of inventory every 30 days gives used-car lots a fresh look, he added.

Husik said NADE, which now handles more than 500 cars at every sale, recently doubled the size of its building and added a second lane.

Discussing the service which auctions afford the dealer, Spielman said dealers have an opportunity to deal in the same market in which the tradein was involved.

"Certainly the first law to follow for an automobile man is to sell the used car in the market he trades or bought in," he said. "Too many dealers miss their market.

"Failure to sell the tradein quickly can result in losing part—sometimes all of the contemplated profit—and may even result in an actual loss to the dealer," Spielman added.

He said more than \$300,000 had been invested in the Skyline operation, which is an affiliate of Spielman Chevrolet. He said his firm had operated its own auction on a smaller scale for five years.

SHORT CUT

The grey-spatted suave North American diplomat was a great story teller. On a visit to Mid-Africa, he related a lengthy anecdote. His interpreter turned to the natives, said only four words, and everyone laughed heartily.

"How," asked the diplomat, "could you tell the story so quickly?"

"Story too long," replied the interpreter, "so I say, 'He tell joke. Laugh'."

EDITOR'S NOTE: David B. Spielman, who is featured in this article, is a member of the National Auctioneers Association and a member of the Board of Directors, National Auto Auction Association.

Successful Meeting Held In Missouri

The Missouri Auctioneers Association held their meeting in the Hotel Governor at Jefferson City, Missouri, Sunday, June 14th. Registration began at 10:30 a. m. and continued until noon. Immediately after the luncheon at 12:30 the meeting was called to order. First on the program was an address by Dr. L. A. Rosner, State Veterinarian. He spoke on the TB and Bangs laws of Missouri.

This was followed by a question and answer period. During this time Dr. Rosner answered many questions that had not been clearly understood. Dr. Rosner stated that he had received full cooperation from the Missouri Auctioneers and that his office would see that Auctioneers were informed of the laws and any changes in the law if he were supplied with a mailing list of the Auctioneers engaged in selling livestock.

Col H. Willard Arnaman, Unionville, Mo., Secretary of the association, is compiling this mailing list and Auctioneers of Missouri wishing to receive this information should submit their names and addresses to him.

Following the address and discussion by Dr. Rosner the business meeting was called to order. The minutes of the last meeting were read and approved, and new officers were elected for the coming year. The new officers are: President, Col. Jim M. Merrigan, Maryville, Mo.; Vice President, Col. Hugh Campbell, Chillicothe, Mo.; Secretary-Treasurer, Col. H. Willard Arnaman, Unionville, Mo.

Directors for 3 years: Col. Ray Sims, Belton, Mo., Col. Ralph Stark, Lexington, Mo., Col. Gerald Knight, Lebanon, Mo.

Directors for 2 years: Col. C. C. John, Kansas City, Mo., Col. Tony Thornton, Springfield, Mo., Col. Boyd Michael, Kansas City, Mo.

Directors for 1 year: Col. Olen Downs, Sedalia, Mo., Col. Wm. McCracken, Kirkwood, Mo., Col. Guy Jageman, Independence, Mo.

It was voted to have the next meeting in October at Sedalia, Mo. Various com-

mittees for entertainment, speakers, etc. were appointed and plans are already underway for a big meeting at Sedalia.

The meeting adjourned at 4:30 p.m.

Jade Collection To Be Auctioned

"The King of Wu is boisterously drunk.
His people join in lustful living.
Empty is the Everlasting throne;
Even emptier is it,
Than the desolate mountain."

This verse, written by the Chinese Emperor Ch'ien Lung (1736-1796), is carved on a pair of Imperial emerald green jade tablets which will be sold at Christie's on June 29th. They are the prize lot in the most valuable collection of Chinese jade ever to come on to the British market. The collection has been specially shipped from America to be sold in London, but its owner wishes to remain anonymous. It is expected to fetch altogether at least £50,000.

There are 144 lots in the sale: delicately carved figures, birds, animals, vases, incense burners and sacrificial cups. The collection is remarkable also for its colour range. Some of the pieces are pure white, others "mutton-fat," emerald green, dark green, lavender, and dark grey. Many of the items are outstanding because of the size of the original piece of jade from which they were carved.

The Ch'ien Lung Imperial emerald tablets may easily realise £10,000. A typical lot is a pair of mottled spinach green lanterns with carvings of flowering trees, which came from the Summer palace in Peking. These may fetch £1,000. Many of the carvings are of gods and goddesses such as Kuan Yin, the Chinese goddess of mercy.

According to legend, Kuan Yin was the daughter of the Governor of a town. When she was eighteen she entered a temple where 500 monks lived. They were so charmed by her beauty that they "detained her," at which her father became enraged and set fire to the temple. In doing so he burnt not only the monks but his daughter as well. On the following day she appeared to him transformed into a goddess.

The Art of Selling

By Ken Travis, Lansing, Mich.

Before anyone can become a success at what he is doing, he or she must be sold on the job in order to reach the top of the business. We mean that you must be one hundred per cent sold on the auction method of selling and also sold on what you are selling, whether it be real estate, cattle, horses, farm equipment, swine, machinery, automobiles, or any other line of real or personal property that would go on the auction block.

We, as auctioneers, must study the character of our buyers and bidders. In order to know our buyers and bidders and to be able to understand them, we must make a complete study of the mind. The mind is made up of two parts: the conscious and the sub-conscious.

The conscious part of the mind is the small portion that carries the most thinking power. It is above the sub-conscious part of the mind to the point where it is cautious and guards our thinking. The sub-conscious part of the mind seems to be the home of instincts and emotions. It has been said that actions speak louder than words. The sub-conscious mind tends to express itself in action unless prevented by the conscious mind. If the sub-conscious mind is told that he is buying a short, compact, black Angus heifer, he believes it and assumes the type and conformation to be as stated. On this quality of the sub-conscious mind hypnotism is based. The conscious mind of the hypnotist replaces that of the subject.

Salesmanship is not hypnotism; however, salesmanship may be defined in many different ways. We believe it to be the ability to create a desire. Some people say that this is the only definition. You, as an auctioneer must be able to make the customer think as you think, feel as you feel, and he will act the way you want him to act.

Salesmanship is getting the bidder's viewpoint and then trying in a pleasant way to make him see yours. Many people think that a salesman is a person



who does nothing. Salesmanship is hard work and you would be surprised how difficult it is to get the last dollar out of the mind. A sale is made in the mind and not in the pocket. We must have a meeting of minds before we can have a sale. Your mind controls your actions—so if the mind is right the body is right.

A successful salesman is a scientist and an artist. Auctioneers must be able to paint a clear picture to the bidder in order to obtain the highest dollar. In painting the picture the first request is to use plenty of color and a good background. This doesn't necessarily mean to sit down with a paint brush and an art board, but don't you believe it would be profitable to make a sketch in your own mind of your auction sale before sale day? Many successful auctioneers believe it to be a good practice to paint a clear picture of their auctions as far as ten days to two weeks in advance. You may ask the question: How can I paint a clear picture of my sale a week in advance? This is very simple—go over the sale catalogue or

IN UNITY THERE IS STRENGTH

sale bills and paint in your mind the right adjectives to describe your lot number. It may be difficult to paint a clear picture of every sale before sale day. There are many ways to paint a clear picture, but the most important art brush to have on your rack is a good knowledge of your product. Being able to describe your lot number is a most profitable way to sell yourself and giving the bidder a complete background of the lot number makes an impression on the buying public and builds good-will. If the bidder doesn't buy or doesn't bid as high as expected, it is very clear that he doesn't see the picture you are trying to paint.

In order to be a scientist, we do not necessarily have to deal in elements, compounds, mixtures, or solutions. In making a successful experiment with matter or any element, there are four essentials to be an experiment. A salesman may be classified as a scientist if he:

1. Gathers sales facts,
2. Analyzes them,
3. Draws conclusions from them, and
4. Puts the conclusions into operation.

The success of business depends on two facts—how thoroughly he learns the basic principle of the science and how persistent he is in keeping at the practice of the basic principles until he becomes skilled in their performance.

Work is the key that opens the doors of these principles. Hard work along with energetic thinking and feeling communitis themselves to the buying and arouses interest. Put your whole being into what you are saying while you are selling and attend to what you are trying to do and the bidder will attend to it also. If you want to be above the average as an auctioneer use above-average sales methods—plan your work, then work your plan.

Every sale cannot be sold one hundred per cent the same way. Don't you believe that every sale is different in some respect and that people act according to their judgment? To be able to judge a person and sell him at the same time is a good-sized job. Behind a person's actions is his thinking. Many things can change a person's thinking such as — fatigue, indigestion, worry, appeal to the ego, problems, and friends — family or associates. The most important rule in handling people is to treat them the way they want to be treated.

Mr. Auctioneer, this is the middle of the year 1959 and on your profit and loss statement in the accounting department are you going to show a profit to salesmanship? Salesmanship is good-will when it is used correctly. An Auctioneer is a super salesman and in order to be a super-salesman we must be able to use salesmanship correctly.

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ELSEWHERE

The Ladies Auxiliary to the
National Auctioneers Association

TERRITORY OF HAWAII

Col. Louis L. Stambler—Honolulu

THE MEMBERS SAY . . .

Dear Colonel:

Just thought I should take a moments time to tell you that we are trying our best to wind up some business so we can see you all in Denver on July 16th.

We are booked pretty solid. We tried our best not to line up any sales during the week of July 15th, but I have had an estate come up of 480 acres with two sets of buildings appraised at \$125,000.00, located in Brown county, Minnesota. We have to sell this July 14th at 9:30 A.M. daylight savings time. We plan on leaving immediately after the sale and should be in Denver July 15th or early the 16th.

We have had the pleasure of being in the great state of Colorado many times during the past year, and to those who want a real sight seeing trip coupled with an opportunity to meet auctioneers and get their ideas. I know that everyone attending the convention will be loaded with enthusiasm and ready to go to work when they get home.

We attended the Hank Wisecamp auction at Alamosa, also stopped in and had a nice visit with the Hess family, that run a good weekly auction at Pueblo, a few weeks ago.

Colorado is more loaded with attrac-

tion this year than ever before, because of their centennial celebration. Fishing is wonderful, the climate is ideal, the western hospitality is plentiful, the food and atmosphere is excellent, the mile high center and its new hotels, motels and eating places just can't be beat. Most people that are not familiar with Colorado should at least plan a short trip to Colorado Springs and some other surrounding areas within about 35 miles of Denver itself. The Denver yards and markets and some of the area farms and feed yards and business establishments I know will give many of our auctioneers helpful ideas.

Here is hoping to see you in Denver.

Auctioneeringly yours,
Hugh McGuire
Holstein, Iowa

* * * *

Dear Sir:

I am enclosing check for \$5.00 to help support our wonderful magazine, "The Auctioneer." I look forward each month to receiving it and gain many helpful ideas from it.

Hoping you keep up the good work and as a Booster in the future, I am,

Sincerely yours
Marion "Red" Barlow
Paris, Ky.

IN UNITY THERE IS STRENGTH

Dear Col. Hess:

You probably have forgotten it by now but I wrote you a letter last fall, telling you how hard it was for me to get established as an auctioneer. I finished Auction School at Bryan, Texas, July, 1958. I came home all enthused only to find out that there was already an auctioneer for every job I looked for. So I wrote you and you advised me to open an Auction House.

I already had the property so I built a 40 x 80 block building with two nice rest rooms and a 10 x 18 office. I had my first sale May 8, 1959. There wasn't any standing room left and I sold everything down to the chair on which I was sitting. I want to thank you for the advice you wrote me and I truthfully feel that I am on my way to becoming a successful auctioneer.

I've had three sales now at my auction House (every Friday night) and the crowd gets larger and larger. I spent about \$200.00 before my first sale on advertising and it really paid off. I am a used car dealer also and my car sales have picked up considerably. I had butterflies in my stomach the first sale but now it doesn't bother me at all.

For the benefit of any of your readers who have an Auction House I would like to explain how we operate our place.

I have a 10 x 11 roll-up door on the front and a 10 x 10 roll-up door on the rear of the building so I can drive a large truck straight through to load or unload on the left side of the building. I have a counter 70 ft. long, 36" high and 24" wide where I put all the things that will normally go on a counter such as hub caps, table lamps, frypans, stools, glassware, etc., and I have a 4-wheel cart that I stand on and keep my loudspeaker (tape recorder) there also. The electric cord is hooked up on a reel that pulls the cord in as I move along behind the counter.

There are usually about 100 articles on the counter and it takes 27-30 minutes to sell it out. Then I take a five minute break and go over to the other side of the building where I have an auctioneer's stand. I sell the rest of the merchandise from that stand. Everything is put in line with an aisle between for the people.

I charge 20% for the first \$50, 15% from \$50 to \$100 and 10% on everything over \$100. I also charge a 5% no sale



Billy Dunn conducts first Auction in his new Auction House with an overflow crowd in attendance.

fee. I haven't bought anything myself, the people consign everything.

If you or any auctioneer are ever down this way (Laurinburg, N. C.) please stop in, you will be more than wellcome. Thanks again for the advice and hope you and Mrs. Hess are enjoying life to the fullest.

Sincerely,
Col. Billy Dunn
N. Main St.
Laurinburg, N. C.

Life Members

The Constitution and By-Laws of the National Auctioneers Association permit a qualified auctioneer to become a member of said organization for his entire life upon the payment of one fee of \$100. There is some doubt as to how long this will be permitted and in all probability the next time the By-Laws are re-written, life memberships will be eliminated.

Each year we add several names to this list and we will be expecting more to join this circle of life members during the National Convention this month.

Following are the names of those who hold Life Memberships in the National Auctioneers Association:

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Col. Clyde Wilson, Ohio

Ohioans Successful With GSA Auctions

The Effron Corporation, Industrial Auctioneers, Cincinnati, Ohio, have just completed several sales for General Services Administration, ranging from a one-half acre former Post Office site at Oak Hill, to 845 acres at Marion, Ohio.

On April 21 and 22, and May 23 and 24, auctions were conducted at Mallory Air Force Base, Memphis, Tenn. The two sales combined consisted of 2,191 lots of construction equipment and automotive parts with an acquisition cost of over five million dollars. Buyers were represented from almost every state in the Union, as well as Canada.

Donald L. Bates, Vice President of Effron Corporation, is a member of the NAA.

Real Estate Auctions

By

R. C. Foland, Real Estate Auctioneer
Noblesville, Ind.

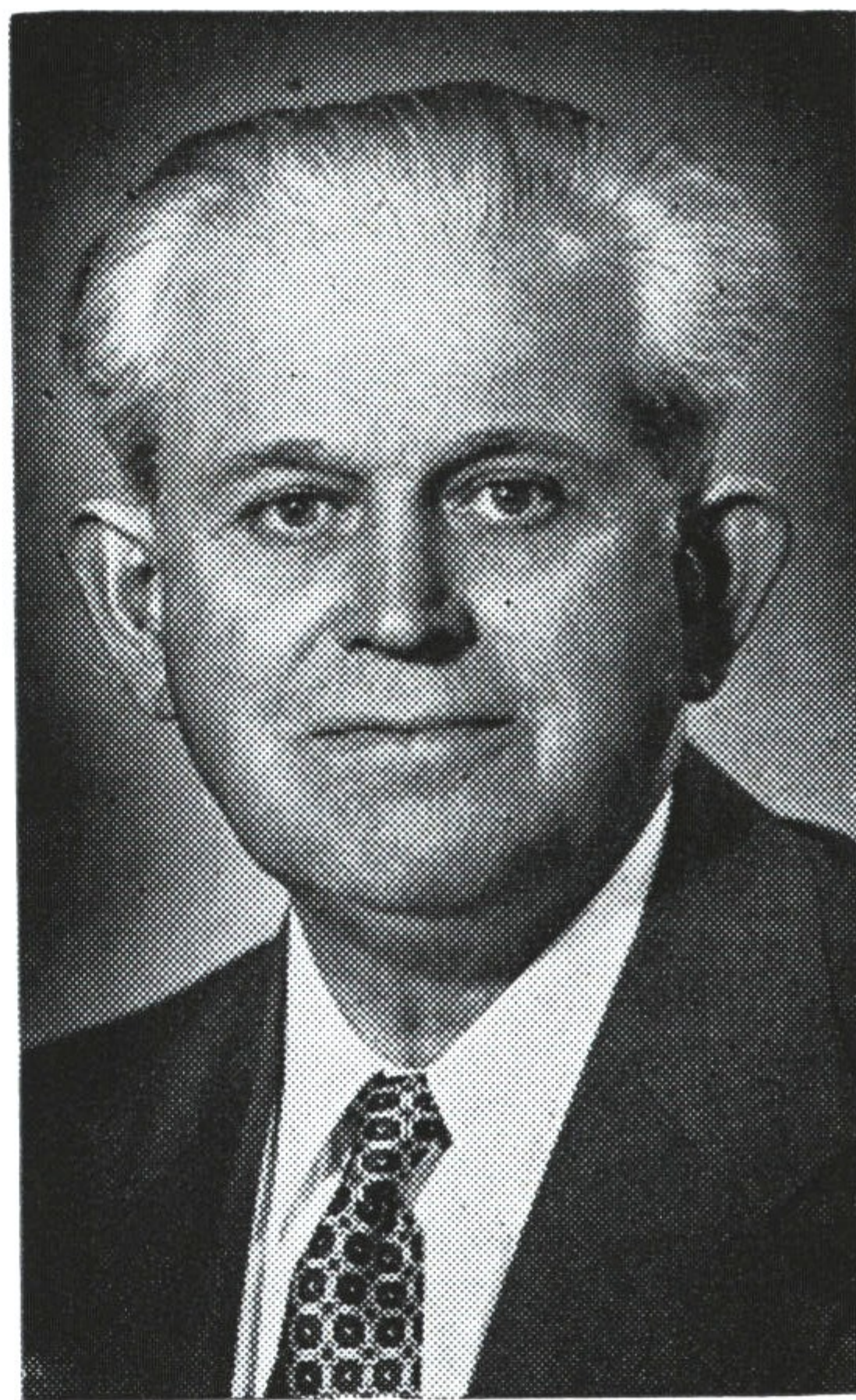
Perhaps it is a good idea in commenting on anything, that there should be a clear understanding as to the meaning of the subject at hand. In the first place let us define an auction. I think to put it in the shortest manner, **AN AUCTION IS A SALE TO THE HIGHEST BIDDER.** As a sale is thus defined, any attempt to sell by auction where the sale is not consummated, it should not be classed as a genuine auction at least. I think some dictionaries further define an auction as one where the bid is increased little by little and the last bidder adjudged the buyer.

There are many so called auctions that are misleading. In discussing the meaning of the term Auction, in a lawyer's office with a prominent lawyer, I said to him, "from your comment I don't believe you really know the meaning of the term." I asked him to state in his own words the definition of an auction. He smilingly stated he would attempt to do so. After some little time formulating his definition, he came up with the following: "an auction is a sale of property at much below its actual value." At least he stated that was his idea of an auction.

The purpose of an auction sale of real estate is to make a transfer of title of real estate an owner wishes to sell. According to some theories of auction sales, this purpose is defeated. In most states I find that the legal process of selling should not be classified as an auction. Under the legal term, the property in question is "hobbled down" by some sort of reservation. It is my judgment that the appraisement law on Judicial sales is more detrimental than beneficial, in auction sales ordered by Courts, for the reason that bidders are inclined to look with doubt on such attempted sales.

There are various ways which so called auctions may be staged. The owner can reserve the right to reject any and all bids. The owner can reserve the right to make one bid himself. There

is also the old form of by-bidding, which I think retards the interest. The auctioneer in charge of a sale sometimes does not have the proper authority to sell and takes care of the bidding himself up to the amount of the limit in his contract.



After years of experience I finally came up with the idea that there is only one true auction. That is where the owner surrenders his property to the general public with the assurance, that the sale will be made in a bona fide manner. A very prominent auctioneer said to me one time that custom in a community makes the definition of an auction. He was merely trying to justify his idea of an auction. He went on to say that he took care of his clients, the owners, and tried to make the custom apply to his so called auction sales.

Purpose of Auction

There are various purposes for auctions. It could be the purpose of an owner to want to sell and move away

IN UNITY THERE IS STRENGTH

or enter some other business. It could be that the owner finds that his family is gone and he wants a smaller house. It could be the reverse. Some one who started in a small house and his family out grew the accommodations and uses this method to sell and buy a larger place. It could be that the method could be used to an advantage in the case of divorce. It could be that the owner is in financial distress and therefore wants to make a sale quickly. There are many other reasons.

I recommend to real estate brokers and auctioneers that the purpose should be studied carefully before recommending either method, private or public. The purpose of the owner should be a factor in deciding on how to sell. I strongly recommend the auction method when the purpose of the sale should prove beneficial to him. It is my opinion that the private method of selling can be used when there is only a lukewarm desire to sell without a true motive. I do not recommend using the auction method unless there is a strong desire to sell on the part of the owner and also a good purpose.

There are many types of so called auctions which, in my opinion, if taken with a reserve, should not be classed as auctions. On the other hand I think they should be put in a category of private selling, perhaps a private sale under the disguise of an auction.

I am asked many times by auctioneers and real estate brokers how to find prospective sellers. This is perhaps the easiest thing to do. Anybody who has a real estate selling problem should give sufficient thought to intelligently determine which method to pursue. An owner with a desire to sell should, in my judgment, study the merits of both systems, public and private. The demand for auction service seems to be growing in favor among real estate owners. In fact, the demand for the service is growing faster than auctioneers, brokers and realtors are preparing to render the service properly.

Advantages of Auction

It would require quite a lot of printed matter to describe all the advantages in detail, some of which are as follows:

BECAUSE: It is the logical way to sell.

BECAUSE: It is the sure method. This advantage alone sometimes gives the seller an urge to use the auction method.

BECAUSE: It is convenient.

BECAUSE: The highest price can be secured by auction. It seems to me there is little argument against the use of the auction method. The price is uppermost in the minds of the sellers. Try to define an auction and not use this term. Ask any one, even a school boy on the street and I think most of them would reply that it is a sale to the HIGHEST BIDDER. As this is exactly what a normal owner wants, a very good interview can be made by discussing this one advantage.

BECAUSE: The auction method stimulates competition, a very vital element indeed. If the readers of this discussion wish to have a full interview on these advantages, please write the author, Noblesville, Indiana. He has outlined some 60 advantages in auction selling, most of which are not common to the private system.

Even though the auction method of selling real estate is usually put off until the last, after private brokers have failed to sell, yet the method has grown in popularity and usefulness. There are however, those who choose the auction method first. We like to have a deal which has not been "peddled."

The types of real estate involved may include lots, subdivisions, small buildings, large buildings, or in fact about every class of real estate which has any value.

One of the great advantages of selling by auction is that so much more property can be sold in a given length of time. The most real estate I have sold in one afternoon consisted of 13 acres with buildings, 4 ten acre vacant tracts and smaller acreage and lots, in all 102 parcels. That is moving quite a lot of real estate in a short time. We sold 7 farms one day for the Jordan estate in Kosciusko County, Indiana. Even though the auction method is used as the last resort many times, yet we have sold some high class real estate and in many cases, owners have chosen the auction

IN UNITY THERE IS STRENGTH

method first. In Noblesville, Indiana, my home town, we have had 542 sales of real estate. A few of these sales were made by the private method. This I believe is a good record and speaks well of our service and the auction method in our home town.

We have sold in 77 counties in our state of Indiana and have also sold in 10 different states. This will afford the reader the fact that there is much credit due real estate auctioneering. Our record year of sales was 382 in one year. This is just another proof that the auction method has made extensive and satisfactory progress.

Many Courts and Attorneys use the auction method, in Judicial sales, realizing the great advantages to the beneficiaries. One outstanding receiver's auction sale brought \$75,000. This real estate was offered for sale privately for \$39,250 by the receiver. The Court agreed to accept the offer, but Attorneys representing the interest of some of the stockholders and creditors petitioned the Court to order an auction sale and I had the privilege of selling it, after it had been offered for sale in vain for quite sometime.

True Values

I am so strong for the auction method as a sensible way to sell for individuals or estates, that my long experience in real estate auction selling is based on sales of many kinds. It is not just a theory of selling, but is an actual reality. In fact I am so much sold on the auction plan that I believe there should be laws on the statute books, making it mandatory that judicial sales should be sold without even being offered privately. When sales are attempted privately, many times reappraisements are necessary in order to make the sales. I might add also that the prospective buyers are inclined to base their idea of value on appraisements, rather than the true demand. This has been evidenced in many sales we have made by order of Court. We have received as much as double the appraisement on some of our sales.

Officials such as executors, administrators, trustees, guardians, trustees in bankruptcy and others, "hobbled down"

by appraisements, are not working in the best interests of the beneficiaries. Ofttimes such officials, who are appointed by order of the Court on the advice of attorneys are inexperienced in either public or private sales. The long delays incurred in sales of this kind by private treaty is expensive and in other ways detrimental to beneficiaries.

Salesmanship is a predominant factor in auction sales, judicial and otherwise. In auction sales of real estate, the service of well qualified auctioneers or real estate brokers, those experienced in selling technique, should be considered important whether in auction sales of real estate or those by private treaty. The best and true appraisal of real estate, in my judgment, is made with a full consideration by the bidders at the sale, qualified to settle on their appraisal. Attorneys are inclined, in Judicial sales, to instruct appraisers to make conservative appraisements, on the theory that buyers may be secured, realizing that after all the pay-off is what counts. The agony of long delays in private selling, plus the added expense and perhaps reappraisements or discounts, are experienced before the actual sales are made.

Qualifications

In selecting an auctioneer, the seller should not only consider his integrity, honesty and other personal qualifications, but great emphasis should be placed on his ability and knowledge of every phase of real estate matters. In other words he should have the "know-how" in order to render the greatest service. An auctioneer with these qualifications should be worth the usual compensation for his services.

The contract between the owner and auctioneer should be in writing and embody every necessary provision. A high degree of faith and confidence should be covered not only on paper but in the mind. Owners who insist on putting reserves on the contract between the auctioneer and the owner, perhaps does not stimulate fair and open bidding. Both the owner and the auctioneer should not only have faith in each other, but each should be able to convey this trust and confidence to prospective buyers.

IN UNITY THERE IS STRENGTH

The advertising is an important factor. Through publicity bidders are secured. They should be assured by an owner and his auctioneer that the sale will be open and above board and in fair competition to all bidders. The type of publicity should be governed by a plan which will reach prospects for the type of property involved. In a city residence, local advertising might be sufficient, especially on the cheaper line of property. On a farm, wider circulation should be made for the reason people will go quite a distance to buy a farm. In a business proposition, wider circulation should be made, governed largely by the type of business it is.

Other media of advertising such as radio, television, etc., should be considered. Aside from this I wish to emphasize the importance of personal work and personal contact with prospective buyers. A manual could be written on this advantage. The owner's co-operation and attitude is a big factor to be considered.

Conduct of Sale

Conducting a sale is where inexperienced auctioneers "fumble the ball" in real estate. In my judgment the sale should be opened, giving every detail and giving a short description of the offering. Some of the merits of the real estate for sale, might well be left to use in securing bids during the progress of the sale. I think auctioneers make a mistake by trying to cover all the merits and make the opening of the sale too long and tedious. Please bear in mind that prospective bidders as well as the general public like to get into the "fire works" of the sale, which is the actual bidding. People's attention to the sale can be held easier after the crowd sees the activity among the bidders. The terms on which the auctioneer has been given authority to make the sale, should be clearly written in the closing contract between the buyer and seller.

Even though the terms and conditions of the sale are well established, yet there are bids sometimes which are made merely to help out the sale, without true motive in buying. The shrewd auctioneer and the thinking seller should avoid the very appearance of fictitious bidding. A relative bidding sometimes

arouses suspicion, even though the bidder bids in good faith. Try to keep down too much wrongful thinking and acting on the part of those interested in the sale. Too much friendliness among bidders is sometimes misconstrued. Where the sale should take place, in my judgment, is on the premises to be sold. However some very good sales are made in Banks, real estate offices, at the Court House or other places. Friendliness should be a part of the attitude of the auctioneer and his client and for that matter, the general public. As far as protective bidding is concerned, I recommend that no protection is the best protection, if you get what I mean. Even so called fair protection is inclined to dampen the interest. The use of pictures sometimes is very desirable but the publicity costs a little more by adding this feature.

Closing the Deal

The closing contract should be fair to both buyer and seller. It should be read as a part of the procedure in opening the sale and also be available to prospective buyers who wish to look it over. The good faith payment on day of sale should not be too high, but the kind and size of the sale should govern the initial payment. Before the sale is declared, it would be a good idea to go over the terms again, for there may be prospects who came after the sale was opened and others present may have forgotten the details. It is indeed a very discouraging matter if a buyer is not willing to take the price when it is declared sold. Therefore at the wind up of the bidding, it should be emphasized that payment is to be made immediately after the auctioneer declares the sale. This point is good from the start to the finish, but the first bids are not too essential, especially when the bidding starts at a low price. During the progress of the sale, if the auctioneer has not done so before, he should get acquainted with the various bidders and learn something of their ability to settle.

We follow the custom of preparing a deed in addition to the contract between buyer and seller. This may expedite the matter of final settlement and indeed some bidders are willing to pay cash and take the deed immediately.

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Also if the deed is made and placed in escrow or held by the auction firm in charge of the sale, it is then ready to be delivered when the terms of the sale are complied with. The sale can then be closed even if the Grantors move away and leave the deal for the auctioneer to close. In our experience we had a sale of three farms, two in Indiana and one in Michigan and the owner lived in Illinois. The entire program of selling including the advertising was left to us. All sales were made and closed through the mails. Of course this is an exception to the rule. The expense of the sale is usually 5% on improved real estate plus the advertising, stamps for deed and continuation of the abstract, etc.

There is such a thing as involuntary sales. Such sales maybe made by foreclosure of mortgages and other liens, which encumber the title to the property. It is certainly better from about every angle, that an owner in such an embarrassing situation should see clearly the need for quick service, rather than wait for a sheriff's sale, tax sale or other forced sale.

The receipt for the down payment is usually given in the sales contract, but if the indebtedness, effecting the title to the real estate, is too great, the down payment should be held in escrow until the title is cleared.

To sum up this plan of selling, I would say that there are only two methods of selling, public and private. Neither one is perfect, but the auction method does hold out so many more advantages than the private system, it behooves brokers and auctioneers to be able to help the owners ascertain which is the better of the two methods to fit their individual needs.

There are four definite and fundamental steps to take the auction service to a final conclusion. The first step is to secure the proper contract from the owner. The second is the advertising of the auction. The third step is conducting the sale. The fourth step is closing the sale. All of these should blend together during the whole process of selling, from the day of contracting for the sale until the day final settlement is made. The confidence element should run through the entire transaction.

Marquess of Exeter To Sell Treasures

LONDON—Lord Burghley, the famous Olympic hurdler who succeeded to his father's title of the Marquess of Exeter three years ago, is to sell highly valuable porcelain, books and silver at Christie's in the middle of July. This is the first time in over 400 years that any of his family's treasures have left Burghley House, Stamford, Lincs., originally the seat of the first Queen Elizabeth's Secretary of State and Lord High Treasurer.

It will be a three-day sale: European and Oriental porcelain being sold on July 13, books on July 15, and silver on July 17. The Marquess of Exeter's decision to sell some of his family treasures at Christie's has brought about "the most important discovery of French plate for many years." This is the opinion that Mr. A. G. Grimwade, Christie's silver expert, gives concerning the early 16th century silver-gilt galleon of "nef," the old French word for "ship" (Latin "navis").

Although described in the Burghley House "plate book" in 1844 as merely a "small ship," the "nef" is the most

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superb example of the silversmith's craft to come to the saleroom since the Lennoxlove toilet service was sold some years ago.

The hull of the "nef" consists of a nautilus shell with the masts, topsides and the rest of the ship in silver-gilt. There are tiny cannons, men in the rigging and the galleon herself, which has a dragon as a figurehead, is riding on a mermaid. Only 13½ inches high, the "nef" is expected to fetch over £10,000. Apart from the superb craftsmanship, the galleon has considerable rarity value. The marks on it indicate that it was probably made in Paris about 1505 and there are very few other known French pieces of that date.

Among the valuable books is the large Polycronicon — or religious treatise — written on vellum early in the 14th century by Randolph Hidgen, a Benedictine monk who lived in a monastery near Chester. This immense tome, translated by John de Trevisa, Chaplain to Lord Berkeley, and printed by Caxton is il-

luminated in parts in gold and other colours. It is expected to fetch nearly £3,000.

Of considerable interest to American dealers and collectors is the 1627 copy of John Smith's General History of Virginia, "with the names of the adventurers, planters and governours from the first beginning in 1584 to 1626." This is an account of "the proceedings of those Severale Colonies and the accidents that befell them in all their journeys and discoveries. Also the maps, descriptions of all those countries, their commodities, people, government, customs and religions yet knowne."

Among the important porcelain lots which will be sold on July 13 are two Meissen tea services painted by Heroldt, each of which is expected to fetch four-figure prices. Among the Oriental porcelain there are famille-verte and famille-noire pieces of the Kang Hsi dynasty, and a Ming wine ewer with English silver-gilt mounts.

Who Will You Choose

By COL. B. G. COATS

The 16, 17 and 18th of this month the membership of the National Auctioneers Association will be meeting in national convention in Denver, Colorado.

In accordance with the Constitution and By-Laws, this is the time of year we elect to office those upon whom will rest the fate of our organization during the next twelve months — and perhaps years to come.

Within the National Auctioneers Association, one basic fact never changes: Everything our organization can ever hope to achieve in the future depends upon the ability, loyalty and eager enthusiasm of those who are chosen from year to year to function as our Officers and Directors. From the ranks of our membership we must find the men who can serve the N.A.A. ably in the future.

The need for able leadership in our Association is absolutely paramount. Intelligent leadership spells the difference between marking time and progress.

The judgment exercised in the selection of officers and directors can and should make for progress and expansion as a nationwide force, in scope, for good in the interest of every Auctioneer. In the membership of the N.A.A., there are many members who can help make our Association victorious in the fight for its objectives. These are the men who should be chosen—drafted, if necessary—as Officers and Directors. Not all of us were born to be executives. Most of us are more valuable and effective when we serve in the ranks. While some men are naturally gifted with the talent of brilliant leadership, others are better qualified for different responsibilities.

The duties of the officers and directors definitely demand the capabilities of an executive—men who know how to inspire the cooperation of others.

In casting your ballots for officers and directors, no N.A.A. member will be faithful to his membership obliga-

tion if he permits his better judgment to be swayed either by personal friendship, sympathy or animosity. The member who votes for the candidate who can contribute the most to the welfare of our Association and the principles for which it stands, capable of inspiring the Auctioneers of the United States to join together for the advancement of all, will be true to his obligation to the N.A.A., to himself and to his fellow members.

Hanging Lamps

Some day a perceptive historian will write a history in terms of lamps and lanterns. It will begin with pioneer days when fireplaces and pitch pine knots furnished the light by which men and women with courage and dreams began a new era. It will describe the beginning of coal oil vessels and the invention of lamps and wire-protected lanterns. It will tell about street lamps and old lamp lighters who gave us a string

of golden-haloed beads in the darkness along village streets.

Whale oil lamps were used from the late 1700's to about 1860. Then a new product, petroleum, changed the lighting of a nation. It was a big event when Father decided he could afford one of the big, handsome hanging lamps to attach to the ceiling over the eating table in the kitchen. It was around this table that boys and girls did their lessons, read the Youth's Companion and Horatio Alger. It was very expensive, \$6.85, but Father wanted his children to have every advantage for a good education.

The lamp hung on chains. It had a shining brass bowl and a center draft burner that generated 85 candle light. The mail catalogue was enthusiastic. "Fount and dome are beautifully decorated with hand-painted carnations. There are 30 cut-glass, sparkling pendants suspended from the dome band." Not quite so beautiful, perhaps, as the showy

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NATIONAL AUCTIONEERS ASSOCIATION

803 S. Columbia St.

Frankfort, Ind.

porcelain globe of the parlor lamp on which Aunt Maude had painted magnificent petunias.

The hanging lamp was an important addition. It gave a generous and well-diffused light. Half a century ago boys and girls, men and women spent pleas-

ant fall and winter evenings in the mellow glow. It has been a long trail upward for man since cave-dwelling days. The goal is still ahead; but along the way, hanging lamps did their part to light men's minds.

New Price Record Set On Private Collection

NEW YORK CITY: The Thelma Chrysler Foy collection sold for a total of \$2,625,880, the highest amount ever received for a private collection of paintings, furniture and objects of art at auction in the United States, and possibly in the world, bringing more than a half million dollars over the pre-sale estimate, and topping this country's previous highs of \$2,221,355 for the Georges Lucy collection and \$1,316,125 for the Mrs. John E. Rovensky collection, both sold at Parke-Bernet.

The seventeen modern paintings in the collection sold for \$1,166,400 in thirty-five minutes on the evening of May 13. A canvas by Renoir, *Les Filles de Durand-Ruel*, brought the top price of \$225,000, a world's record for a Renoir at public auction. Other records set before the select audience of 2,000 were \$180,000 each for Degas, *Denseuse sur la Scene* and for Femme Rousse dans un Jardin by Toulouse-Lautrec. The Degas is a world's public auction record, while the Toulouse-Lautrec is an American auction record and possibly a world's record. The distinguished audience of private collectors and representatives of leading art firms in the United States, England, France and Switzerland, as well as directors and trustees of prominent museums throughout America, were assembled in the main salesroom, and in a supplementary gallery, where bidding was conducted through the facilities of closed-circuit television.

The fine French furniture and other art property from the late Mrs. Foy's magnificent collection, viewed by more than 20,000 people before the sale, were sold in four afternoon sessions for a

total of \$1,459,480. Among the high-spots were a Louis XV Sevres bleu turquoise and gold dessert service, bought by Rosenberg & Stiebel for \$60,000; a Louis XIV Savonnerie carpet, c. 1640-45, which sold for \$30,000; L'Escarpolette, a charming oval painting by Lancret, also bought by Rosenberg & Stiebel, for \$28,000; a pair of Louis XV kingwood and tulipwood marquetry commodes by Louis Peridiez, \$28,000; a pair of Louis XVI ebony consoles by Jacques Dubois, sold to Gaston Benismon for \$27,000; a Louis XV tulip-wood marquetry triangular table a' jeu, sold to Rosenberg & Stiebel for \$26,000; a Persian gold, silver and silk embroidery carpet, \$26,000; a Louis XVI decorated black and gold lacquer table a' ecrire by Martin Carlin, purchased by A & R Ball for \$25,000, and a Louis XVI tulipwood occasional table inset with Se'vres porcelain, also by Martin Carlin, which sold for \$24,000. A marble bust by Houdon, Portrait of a Child, brought \$15,000, while thirty-four Chelsea porcelain scent bottles fetched \$34,325.

A category of 134 lots of books on fine and applied art, many illustrated by modern French masters, brought a total of more than \$21,000, with a folio of Chagall etchings accounting for \$2,700, and a volume illustrated by Rouault, \$2,000.

SURPRISE

Ed: "I'd like to stop off and have a drink with you but I have to go home and explain to the wife."

George: "Explain what?"

Ed: "How'd I know? I'm not home yet."

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THE LIGHTER SIDE . . .

A BIT OVERDONE

"Do you know what today is?" asked the wife as she saw her husband off to work.

Only a moment was he startled. "Of course, I do," he said sweetly. "I remember." To himself, he sighed in relief. He had forgotten the date of his wedding anniversary, but now he was determined to correct the oversight. When he returned home that night, he brought his wife candy, flowers, and some jewelry.

She was overjoyed. "Now, dear," he said smugly, "you see I did remember what this day is."

"Yes, you did," said the wife, "and I want you to know that you've made it the happiest groundhog day of my life."

ONE ARM DRIVER

A boy and girl had been dating only a few days. They were out on a date and the girl asked the boy.

"Can you drive with one hand?"

The boy got very excited and said, "Sure."

The girl answered, "You had better wipe your nose then, it's running."

VOICE OF EXPERIENCE

A drunk stumbled into a bar and ordered drinks for everyone. The bartender then presented his bill. "Sorry," said the drunk, "I don't have any money."

The bartender grabbed the drunk and tossed him out. The drunk picked himself up, brushed off his clothes and came back into the bar.

"I suppose," said the bartender, "that you want to buy some more drinks for me and the rest of the house."

"No, sir," replied the drunk. "You get nasty when you drink."

FREE WILL

After an operation, a girl patient asked her doctor if the scar would show. "That," said the doctor, "is entirely up to you."

THE SNUB TURNS

A blonde, meeting a former sweetheart decided to snub him. "I'm sorry," she said, upon being introduced by the hostess, "but I did not get your name." He replied, "No, but you tried hard enough."

WHAT'S IN A NAME?

A hungry customer seated himself at a table in a restaurant and ordered a chicken pie. When it arrived he raised the lid and sat gazing at the contents intently for a time. Finally he called the waiter.

"Look here, Sam, what have you brought me?"

"Chicken pie, sah."

"Chicken pie, you black rascal!" the customer replied. "Chicken pie? Why there's not a piece of chicken in it, and never was. Why do you call it chicken pie? I never heard of such a thing!"

"Dat's all right, boss. Dey don't have to be no chicken in a chicken pie. Dey ain't no dog in a dog biscuit, is dey?"

LIVED HAPPILY EVER AFTER

"What did papa say when you said you were taking me away from him?"

"When I first said I wanted to marry you, he seemed to feel a great loss, but then I gave him a cigar. That seemed to square things."

IRISH COURAGE

A meek little man walked into a bar, ordered two drinks from the burly bartender, drank one and poured the other into his shirt pocket. After about 10 rounds of this procedure the bartender says, "Pal, why are you pouring the other drink into your shirt pocket?"

The little man jumped up and snarled, "Mind your own business, you big oaf, or I'll come over the counter and whale the daylights out of you."

About that time a blurry-eyed mouse stuck his head out of the man's shirt pocket and said, "That goes for your big black cat, too!"

IN UNITY THERE IS STRENGTH

NO HURRY

"John, wake up. There's a burglar in the kitchen, and he's eating the rest of the pie we had for dinner."

"Go back to sleep. I'll bury him in the morning."

DOWN, BOY

"I'm not wealthy and I don't have a yacht and a convertible like Jerome Green," apologized the suitor. "But, I love you."

"And I love you, too," replied the girl. "But tell me more about Jerome."

OUTWITTED

Two old cronies were tight of fist, and each was aware of the other's thriftiness. Thus as they fished together and one discovered he was out of tobacco, he craftily mapped strategy to fill his pipe.

"Got a match, Ed?" he asked, and in frowning silence, his crony removed one match from the box and reluctantly handed it over.

The strategist then took out his pipe, reached for non-existent tobacco, and exclaimed, "Of all things, I've left my tobacco at home."

Quickly, the other oldster thrust out his hand, and said, "Then you won't be needing the match."

SURE SIGN

After several hours at a party featuring a potent punch, a woman caught sight of her husband dangling by his legs from a chandelier. "That means it's time to go," she informed the hostess: "Fred is doing his imitation of Spanish moss."

OUT OF ORDER

"I understand, Smith," said the boss, "you've been going over my head."

"Oh, no, sir," trembled Smith. "I wouldn't think of such a thing."

"Isn't it true, Smith, that you've been praying for a raise?"

DESCRIPTION

The sports car owner's description of the U. S. standard automobile: "It's a 4-eyed, 2-horned, pink and purple ethyl eater."

EGGHEAD

A man and a great dane entered a movie theater, took seats, and watched the feature picture through. When they left, a woman sitting behind them was filled with curiosity and followed the pair outside.

"Does your dog like the movies?" she asked the man.

"Sure."

"Did he like this one?"

"Not very much," the man replied.

"Why was that?"

"He liked the book much better."

SLICK

A Soviet worker left the factory every night pushing a wheelbarrow full of straw. Every night the guard searched the straw but found nothing and passed the worker through the gate. This went on night after night. After a month, the guard broke down and pleaded with the worker: "I'm going to be sent to the Urals so you can talk freely to me. I give you my word I won't tell. What are you stealing?"

"Wheelbarrows," the worker confessed.

PREFERENCE

A group of ministers was returning from a convocation in Honolulu when one of the plane's engines conked out. The hostess was doing her best to reassure the passengers. One of the ministers, thinking that she might need some reassurance herself, told her, "Nothing can happen to this plane. You have eight ministers aboard."

She smiled and said she would tell the captain, but was back a little later looking doubtful. "I told the captain, but he said he would prefer four good engines."

REACTIONS

Hostess: "I have a lonesome bachelor I'd like you girls to meet."

Athletic Girl: "What can he do?"

Chorus Girl: "How much money has he?"

Society Girl: "Who is his family?"

Religious Girl: "To what church does he belong?"

Secretary: "Where is he?"

Ohioans Hold Their Semi-Annual Meeting

The Ohio Auctioneers' Association met at their Semi-Annual Convention, Sunday, June 14, in Columbus, Ohio, at the Southern Hotel, with President James Patterson of Bainbridge, Ohio, presiding. There were 78 members and guests present. At the conclusion of a full business session in the morning they were entertained by the very humorous speech of Mack Sauer, noted humorist of Leesburg, Ohio.

The afternoon session was devoted to a panel discussion featuring guest panelist the Hon. John Ashbrook of Johnstown, Ohio — State Representative, Lawyer, Newspaper Publisher, and President of the Young Republican Club of America. His remarks were most enlightening, educational and were thoroughly enjoyed by all those present.

Meeting at the same time was the Ladies Auxiliary who elected the following new officers for the year: Presi-

dent—Mrs. Emil Konesky of Woodville; Vice President—Mrs. Ford Good of Seville and Secretary-Treasurer — Mrs. Don E. Fisher of Delaware, Ohio.

Plans are being made by many of the members to attend the National Convention in Denver, Colorado in July.

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July 13-18 Opera in the Park, Denver . . . Western Musical Comedy, "Annie, Get Your Gun". Free admission.

July 19-26 Trocadero Ballroom Centennial Salute, Denver. . . . dance to one of the nation's top name bands in special musical salute to Centennial in famous Elitch Gardens Trocadero.

Above is a brief sample of the outstanding events included in Colorado's Centennial Celebration. For complete listing, write:

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