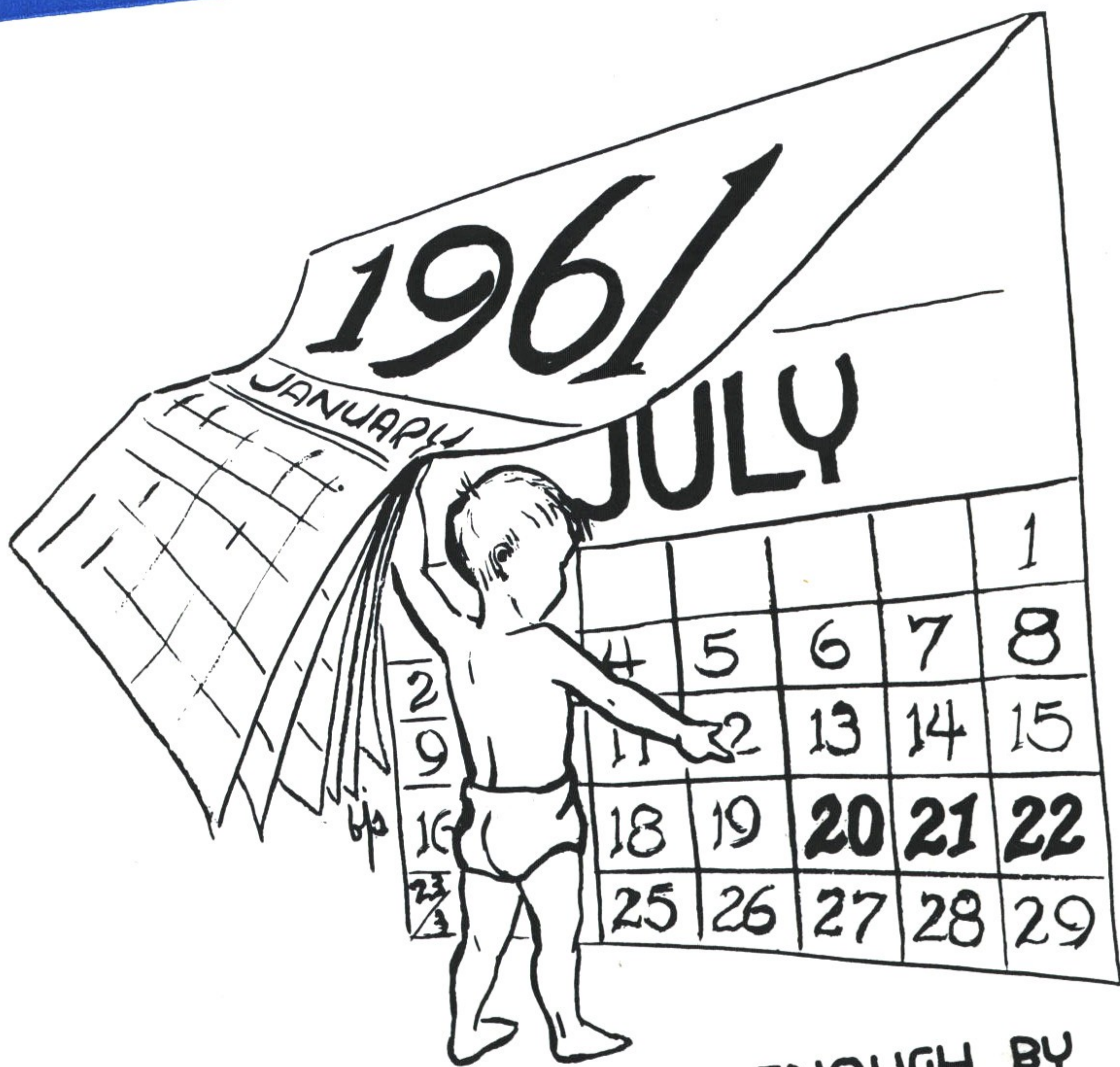


# *the* AUCTIONEER



I SHOULD BE OLD ENOUGH BY  
JULY TO ENJOY THE CONVENTION.



# NATIONAL AUCTIONEERS CONVENTION

**JULY 20-21-22, 1961**

**Shamrock Hilton Hotel, Houston, Texas**



I know you've heard about the swimming pool at the Shamrock. If some of you get tired driving, park your car when you get just below Dallas, get on a boat in the pool and come on down.

Earl White, President  
Texas Auctioneers  
Association



**THE AUCTIONEER**  
is the  
**OFFICIAL PUBLICATION**  
of  
**NATIONAL**  
**AUCTIONEERS ASSOCIATION**

803 S. Columbia St.  
Frankfort Indiana

**EDITOR**  
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**Contributing Editors**  
Col. "Pop" Hess, Worthington, Ohio;  
Walter Carlson, Triumph, Minn., and  
every member of the National Auctioneers  
Association.

THE AUCTIONEER is a non-profit pub-  
lication and every member of the NAA  
also owns a share of THE AUCTIONEER.  
It is published as a means of exchanging  
ideas that will serve to promote the  
auctioneer and the auction method of  
selling.

The Editor reserves the right to accept or  
reject any material submitted for  
publication

**CLOSING DATES FOR ADVERTISING  
COPY and ALL ARTICLES FOR PUBLI-  
CATION 15th OF THE MONTH PRECED-  
ING ISSUE OF THE 1st.**

Subscription \$6.00 per year. Single  
copies 50 cents.

**DISPLAY ADVERTISING RATES**

Full Page .....	\$45.00
One-half Page .....	22.50
Quarter Page .....	11.25
Column Inch .....	3.00

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Published the 1st of each month  
except August



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# Aims and Goals of the 60's

## Attainable for Auctioneers

By ERNEST C. FREUND, PAST-PRESIDENT

Fond du Lac, Wisconsin

The first year of the 60's is history and I know that every member has had a successful year and is making plans and establishing goals for next year. We have all read the many reports by leaders in government and business that are very encouraging.

This increase in business activity that is predicted will mean an increase in the auction method of selling. However, along with this increase will come greater needs and demands on all auctioneers to maintain the aims and standards set by our profession in its Code of Ethics if we expect our business to prosper as it should.

These standards can only be maintained if we keep our National Association strong and have active State Associations.

The number of State associations has increased in number in recent years but merely organizing is not sufficient. Good planning is required; active programs must be promoted. Thus the interest of state membership can be maintained.

If every state association can develop an educational program of interest to all auctioneers in the profession on a state-wide basis, you will have an informed and inspired association in your state and every member will accept the responsibility for leadership. With good leadership young Auctioneers will become interested in joining their professional fraternity.

State associations can help many younger men become a credit to their profession.

If I make a personal reference, in my travels visiting state associations, I recall that where an association had a well planned program there was an active membership; auctioneers that were proud; auctioneers who were reaching their goals. A good association member is usually an aggressive auctioneer interested in success.

Our National President expressed himself on the membership goal for 1960-61. This should not be difficult to reach if every state group will promote a membership



campaign prior to the State Conventions. The reasons for joining are many. Let's show our N.A.A. President, Carman Y. Potter, and Secretary, Bernie Hart, that it can be done.

Following is a reprint of the excerpt from Art Thompson's letter which was printed in the November issue of "The Auctioneer:"

"What surprises me is that so many auctioneers are so self-satisfied with themselves that they fail to subscribe to their official magazine. "Surely no one is so far advanced in his profession that he is beyond the reach of the official publication of his profession."

Let's take these words spoken by one of the greatest auctioneers of our profession to heart. We should be very proud of our National magazine. I want to congratulate all who have had a part in helping in the success of the publication during its first ten years.

If the men who have contributed were not unselfish and untiring in their efforts



it would not be the greatest little magazine it is today. Let's all wish the editors God-speed during the second decade.

I am very proud of the Auctioneers magazine. I am a member of the National Association of Real Estate Boards which is a much older and larger professional organization compared to the N.A.A., but it does not have a monthly publication. It issues a weekly headline letter.

Every state should contribute. It would be wonderful if every state would have a state page for state happenings. It would add a personal touch. I always enjoy the many fine feature articles and always look forward to receiving my copy each month.

Lots of Sales in '61!

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## It's Up to You to Increase Membership

By COL. B. G. COATS

It always seems in the line of things human to fall down and procrastinate or is it that we the members of the National Auctioneers Association, become too apathetic subsequent to a national convention and allow ourselves to become lethargically unproductive, unprofitable and unsalable? During the interim we seem to expect others to carry the ball until we meet again in national convention and then we are all inspired to hopes and ambitions in the interest of our Association.

The December number of "THE AUCTIONEER" made it most obvious to every member that our enthusiasm, interest and inspiration seemed to have been relegated into other channels of activity. Perhaps we were all too busy with sales, holiday affairs, etc., to give some effort towards the advancement of our Association. Our President has requested a most nominal increase in membership, a request that I am sure will be fulfilled when the rush of the holiday season is over and we all will have more time for our Association.

I am confident that come July 1961 our Association will show the greatest increase in new members of any previous year. This year as in previous years the Officers and Directors are faced with a great responsibility. They are charged with the task of developing a bigger and better Association that will contribute to the ad-

vancement and progress of the auctioneering profession. We the members must cooperate in order for them to meet the challenge and fulfill their obligation. They cannot do it alone.

Auctioneers who are in business today and out of it tomorrow, Auctioneers who do not have a real love for their work are not the builders and improvers of our Association and of the auctioneering profession.

Failure to grasp the idea that building and developing a better Association involves duties and responsibilities, an obligation to others, is one of the causes for a less rapid improvement. Therefore be not discouraged. Be determined to work harder than ever before. Failures and disappointments should make for encouragement and inspire all of us to greater effort.

This year, as in previous years, our officers and directors are dedicated to the job at hand. They will continue to carry on despite discouragement. They will continue to recognize the duties and responsibilities that face them. They look towards the future with hope and optimism. Through the clouds and dark spots they can see the sun shining and if we, the members, do our part we can make that sun shine much brighter. Let's all get busy and flood the Secretary's office with new memberships and make this year the largest increase in membership in the history of our Association.

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## Shorthorn Secretary Post To Auctioneer

C. D. "Pete" Swaffar, Tulsa, Okla., auctioneer and former member of the NAA, has accepted the position of Secretary of the American Shorthorn Breeders Association.

Swaffar is a nationally known purebred livestock auctioneer. Before entering the auction field he served as a fieldman for the Shorthorn group. He has since sold all the major beef breeds and has been among the leaders in the purebred Shorthorn field.

Swaffar, who began his new duties, December 1, is a brother of Paul Swaffar, Secretary of the American Hereford Association.



## The President's Letter

Whereas, it is necessary, in order to fit ourselves for the responsibility of Auctioneers, to cultivate the spirit of co-operation, improve our profession and protect the interest of the Auctioneer, to protect the public against unscrupulous practices; therefore, we do constitute ourselves the National Auctioneers Association.

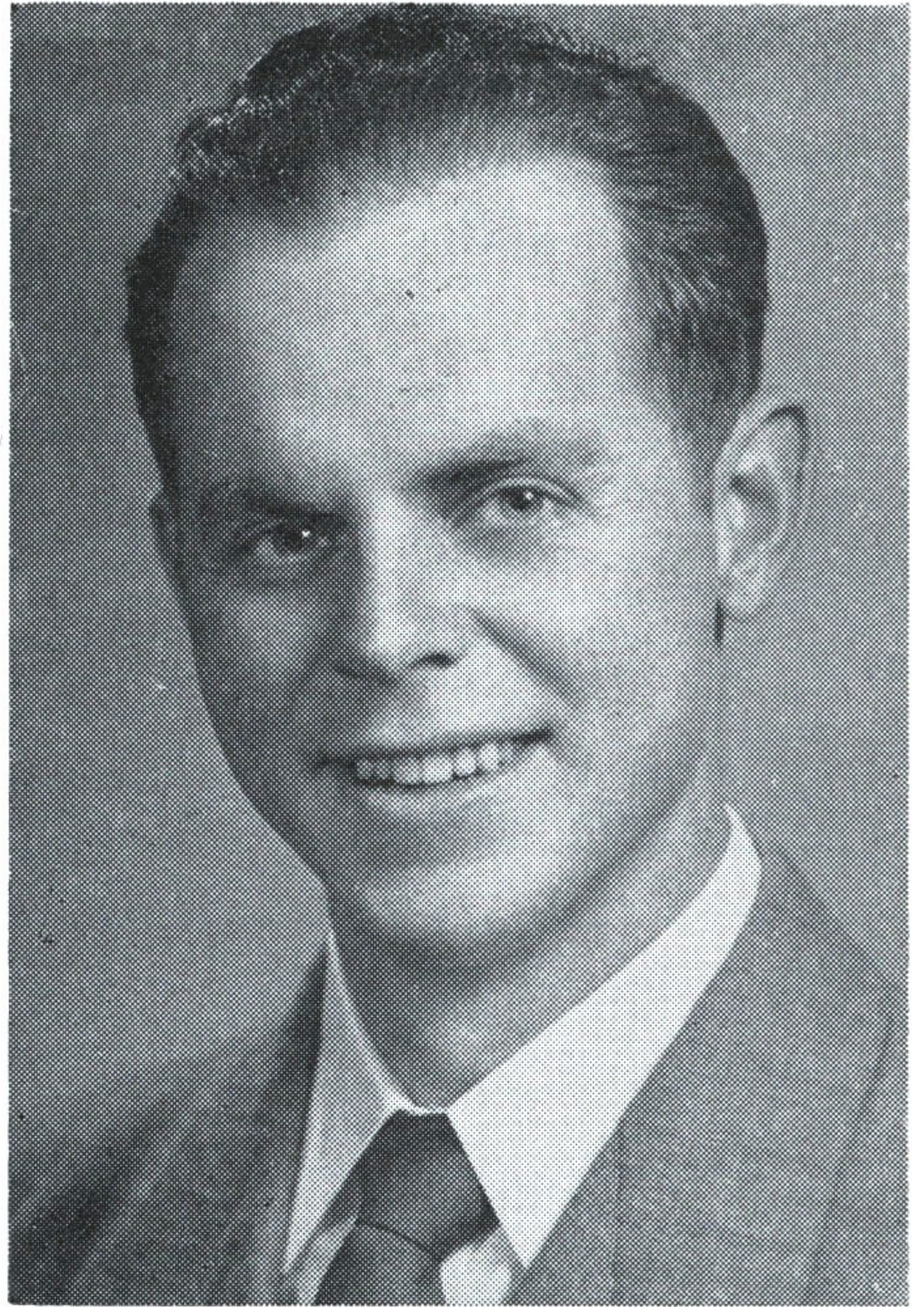
The auction business is said to be the medium through which the lifeblood of the nation attains greater momentum and brings to the nation greater balance, prosperity and stability. It chases the ghost out of the ghost town. It brings hope, confidence and joy to individuals and communities. It turns the loss of an unsold business into profit for both seller and buyer. The Auctioneer should ever hold aloft the dignity and importance to the nation of his profession. He should never lose sight of his personal and professional integrity, his great responsibility and his sense of patriotism.

The Auctioneer realizes that his profession is both competitive and co-operative and that he shares with others a common responsibility for its honor and by being true to himself, he is true to all men.

With these principles ever before him, the Auctioneer pledges himself to their observances and to conduct his business in conformity to the Code of Ethics adopted by the National Auctioneers Association.

You have just read the Preamble to the Code of Ethics of the National Auctioneers Association. At the beginning of a new year, 1961, it would seem fitting that we begin afresh by reviewing the true purpose of the N.A.A. Certain we must be that words without deeds are practically useless. So it is with thousands who make resolutions at the start of a new year but fail to carry out their plans.

Your President is optimistic about the auction business in 1961. In many areas of our country where people were heretofore not auction-minded, members of the N.A.A. in those areas have reported a record number of auctions. The amount of real estate sold at auction is gaining by leaps



and bounds over that sold at private treaty in many sections.

We are surely members of a fast-growing profession, led by a fast-growing organization of which we are justly proud.

Let us combine our enthusiasm, our initiative, our energy and our pride to promote the advancement of each!

My personal wish for much happiness and prosperity to all during the New Year.

Sincerely,

Carman Y. Potter  
President of N.A.A.

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I desire so to conduct the affairs of this administration that if at the end when I come to lay down the reins of power, I have lost every other friend on earth, I shall at least have one friend left, and that friend shall be down inside of me.  
—Lincoln

---

“Genius is the ability to evade work by doing something right the first time it has to be done.”



## Oklahoma Workshop Has Fine Reception

An Auctioneers Workshop conducted by the Oklahoma Auctioneers Association at the Youngblood Hotel in Enid, Nov. 28, met with the unanimous approval of those in attendance. This new approach to auctioneers' gatherings is one that could well be used by other similar groups. The response at Enid was so enthusiastic that it was decided to hold other Workshops in other areas of the State, the next one to be held on February 27.

Dr. Thaine Hedges, Associate Professor of Speech Therapy, Phillips University, was the principle in the subject of "Fundamentals of Speech" featuring use, care and voice control. Dr. Hedges covered this subject in a practical, down to earth manner with a question period at the close. Popularity of this important subject to auctioneers was evidenced by the close attentiveness and note taking of those present.

Bill Cunningham of the sound equipment firm carrying his name discussed the use, care and arrangement of sound equipment as well as a demonstration of various pieces of equipment. A question period followed.

Bernard Hart, Secretary of the National Auctioneers Association, spoke on the subject of organization among auctioneers, stressing the need for togetherness and comparing the early years of the NAA with those of the Oklahoma State Association with the reminder that the NAA has overcome most of the earlier obstacles and is now in the process of steady and continued growth and strength, financially and numerically.

Delbert Winchester, Enid, President of the Oklahoma group, presided at the Workshop with the capable assistance of Bryan "Bill" Blew, Cherokee, Secretary-Treasurer of the Oklahoma Auctioneers Association.

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## Auction Market Men Plan Development

KANSAS CITY, MO. — Plans to firmly establish and develop each NATIONALLY CERTIFIED livestock market as a key industry of its trade area highlighted the

1960 Industry Trade Association Assembly held in Kansas City, Dec. 10 and 11. The Assembly is the annual meeting of the governing bodies of the National Association of Livestock Auction Markets, public market business trade organization.

The two-day event drew a record number of market industry leaders from 32 states and the District of Columbia.

Cecil Ward, Gainesville, Tex., was formally inaugurated as president of the group for 1961. In a major address he called for active and aggressive livestock marketing leadership by NATIONALLY CERTIFIED market owners and full application of their "brand of superior marketing services" to transform agriculture of their trade areas into an expanding, healthy, rising business.

Other officers installed were: Raymond Schnell, Dickinson, N. D., vice president; Joe L. Sorenson, Roseville, Calif., treasurer; and James W. Prince, St. Johns, Mich., secretary. C. T. "Tad" Sanders, Kansas City, was named general manager and counsel of the Association.

J. T. Wooten, Rocky Mount, N. C., retiring president, was given a standing ovation and presented with a token recognition for his tenure of office.

A levy of additional funds was made to extend the industry services of the Association to advance the competitive position of each qualifying market in a 1961 coordinated drive to merchandise livestock with competitive buying power brought to best productive advantage for the greatest number of livestock-owner customers.

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## Stamp Auction Dealer Jailed

DUBLIN — Paul Singer, 49 years old, former managing director of Shanahan's Stamp Auctions, was sentenced to fourteen years in prison on nineteen charges arising from the company's activities.

He was accused of fraud, conspiracy and fraudulent conversion of sums totaling more than \$2,000,000. He had pleaded not guilty. His request for leave to appeal was denied.

The funds involved had been entrusted to the concern by stamp collectors and investors.



# Membership Reaches Total Of 1309 During December

A gain of 38 members over the tabulation of November 15 was shown in the December 15 count. This month's total brings the National Auctioneers Association membership to a high of 1309, thirteen members over the membership of 1298 on June 30, 1960.

This month, however, statements are being mailed to nearly 500 members whose expiration dates are January 1, 1961. Unless every member renews his membership immediately, the total N. A. A. membership will drop considerably.

Ordinarily, from a renewal group of that size more than 100 members fail to renew their memberships. In the event that this occurs during the expiration period, the membership will again drop below the present total. There are 122 un-renewed members from the July 1, 1960 expires. September-October, 1960, expires total 21. Since July 1, 1960, 128 new members have joined the N.A.A. These members plus reinstatements have been enough to balance the loss but there have not been enough to make a gain which will not be swallowed up by probable January non renewals.

Many of our members are sending a new membership in along with their renewals. If enough members were to adopt this procedure, the gain in new members would offset the drop expected.

Several states have shown gains this month. Notable increases in membership were made this period by Pennsylvania, with an increase of ten members, and by Oklahoma, whose increase of seven members nearly doubled its N. A. A. membership.

A tabulation of membership by states follows:

State	Mem- bers Nov. 15	Mem- bers Nov. 15
Alabama	6	7
Arizona	2	2
Arkansas	6	6
California	26	28
Colorado	30	28

Connecticut	3	3
Delaware	1	1
District of Columbia	1	1
Florida	15	15
Georgia	14	14
Hawaii	1	1
Idaho	12	12
Illinois	80	83
Indiana	90	92
Iowa	41	41
Kansas	62	64
Kentucky	79	79
Louisiana	8	8
Maine	5	5
Maryland	18	18
Massachusetts	25	25
Michigan	32	32
Minnesota	15	15
Mississippi	4	4
Missouri	38	37
Montana	11	11
Nebraska	90	90
Nevada	3	2
New Hampshire	6	6
New Jersey	26	29
New Mexico	6	7
New York	54	54
North Carolina	19	23
North Dakota	8	9
Ohio	98	100
Oklahoma	9	16
Oregon	8	8
Pennsylvania	60	70
Rhode Island	6	6
South Carolina	3	3
South Dakota	8	9
Tennessee	52	53
Texas	37	38
Utah	1	2
Vermont	3	3
Virginia	25	25
Washington	9	9
West Virginia	12	12
Wisconsin	76	76
Wyoming	12	12
Australia	1	1
Canada	13	13
Germany	1	1
<b>Total</b>	<b>1271</b>	<b>1309</b>



## Col. Van Pelt Sells 4-H Fat Lamb Auction

(Reprinted from Hunterdon County  
Democrat, Flemington, New Jersey)

The Grand Champion Fat Lamb of the 4-H show at Flemington Fair netted Miss Gail Hewitt, of near Century School, rural Flemington, \$5.50 per lb. or \$561.00 for the animal which weighed 102 lbs.

Gail's lamb was the first sold in the Fat Lamb Auction Sale in the livestock show tent Tuesday night. Howard Johnson Restaurants was the successful bidder.

Sue Landa, who produced the runner-up in the show, got \$2.00 a pound for her 85 lb. lamb. Far Hills Inn, Somerville, was the successful bidder.

Auctioneer Herbert Van Pelt, of Readington, who volunteered his services for the auction, started nothing at less than 50 cents and the average for the sale came close to the 65-cent mark. A total of 137 animals was sold. Only a few at the end went for less than 50 cents per pound.

Buyers filled the tent and bidding was spirited as big-name companies competed for the prize lambs.

The largest county buyer was Hedge Haven Farms, Clinton, of which C. E. Stamatiou is the owner. Mr. Stamatiou was purchasing the animals for serving on steamships.

Rest Haven Farm, Bromall, Pa. also bought several lambs. Toms River, Kiwanis Club bought a number of the lambs exhibited by Ocean County 4-H Club members.

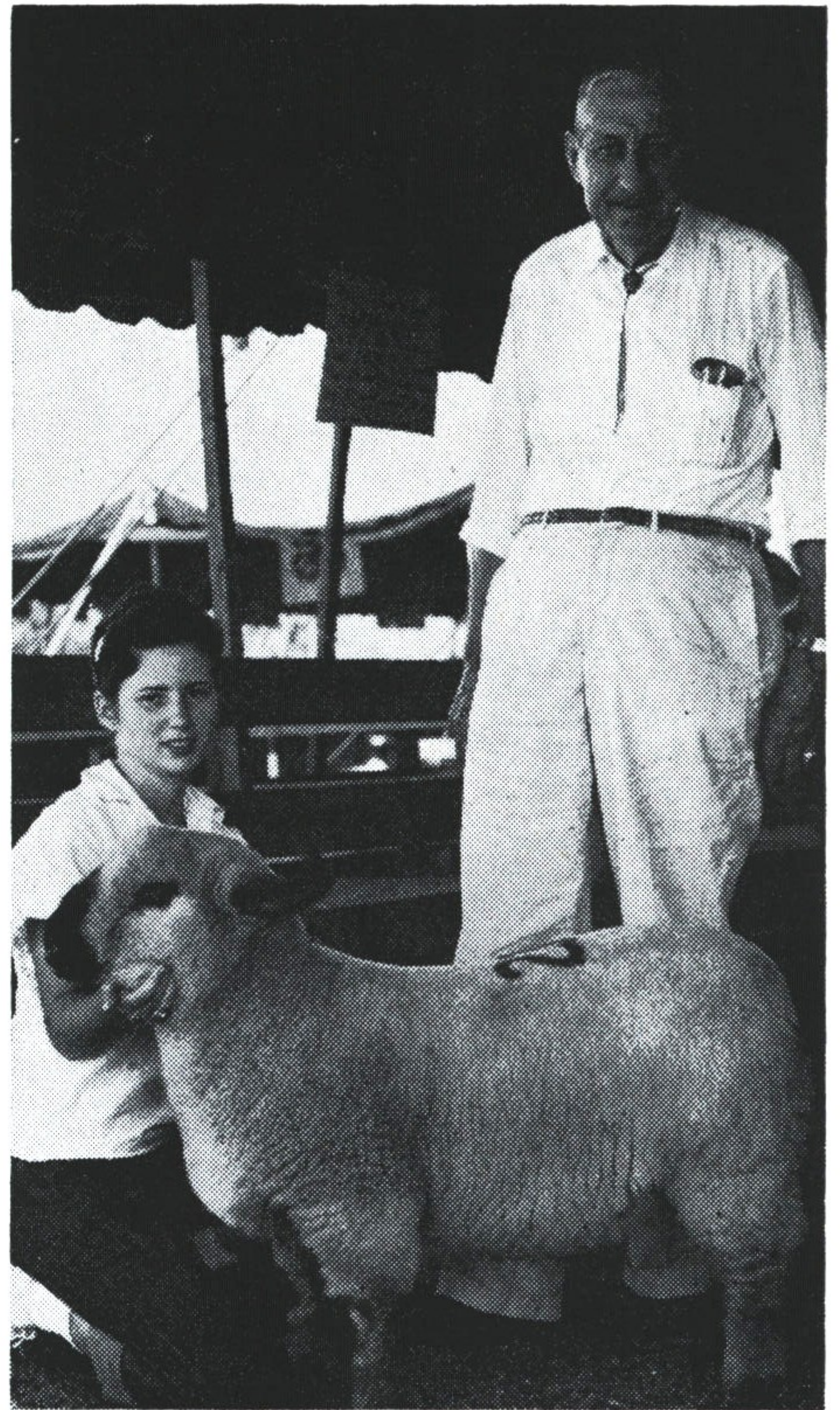
Hunterdon 4-H exhibitors did well in the show. Among those in Group II were two Hunterdon exhibitors. William Buchanan and Jon Freund. In Group III Ronald Greening and William Happel were winners.

Group VI winners included William and Susan Buchanan, both of Flemington and Group VIII top winner was a lamb owned by Gail Hewitt, who had also the grand champion, as noted.

For pens Adrienne Akelaitis, of Hunterdon, was one of the winners.

Louisa Bauer won the purebred Cheviot lamb offered by Leesome Farm, Whitehouse, for the best fat lamb sired by a registered Cheviot ram in the show.

The lamb show was easily one of the



Col. Herbert Van Pelt, Readington, New Jersey, is pictured with one of the 4-H members at the Fat Lamb Exhibit at the Morris County Fair in Flemington, N. J. in September. Col. Van Pelt volunteered as auctioneer for the event.

most popular attractions on the grounds Tuesday and the auction was the best attended and prices the best received in the history of the event, which was started at Morris County Fair in 1958 and held at Flemington last year as well as this year. Fat lambs exhibited were all born after Sept. 1, 1959.

Ideas must work through the brains and the arms of good and brave men, or they are no better than dreams.

—Emerson

If the other person injures you, you may forget the injury; but if you injure him you will always remember.

—Kahlil Gibran



# Antique Furniture Prices Soar Higher As Popularity Grows

LONDON — Furniture prices in England, as elsewhere, have been at an unprecedented height. The two top auction rooms, Christie's and Sotheby's are challenging their own records. Their summer auctions have brought some of the highest prices ever paid.

Why the boom? More rich buyers, fewer antiques. Endowed museums snap up first-quality furniture. Once a piece enters a museum, it is lost to the ever-growing number of potential buyers. Moreover, the antiques era is relatively brief. A rigid definition, held by both the British Antique Dealers Association and United States Customs, describes all furniture made before 1830 as antique.

Since furniture, as we know it, emerged toward the end of the sixteenth century, that leaves just a little more than 200 years from which remain a relatively small number of pieces. Quantities have perished or purposely been destroyed. The most notable destruction, during the French Revolution, grew out of hatred of a monarchy that had dictated style.

Certain French furniture always has commanded the highest prices. It is decorative and relatively scarce. At the moment, styles of Louis XV and early Louis XVI lead the field. The world record for a single piece of furniture was set at Christie's, in November, 1958, when a Louis XV writing table was sold for \$100,000.

The English Queen Anne and Georgian periods rate almost as high in popularity and bring astronomical prices for the best and the rarest. The Queen Anne period (1702-1714) is in demand. The furniture produced in that brief era is simple, easy to keep clean and fits in with modern surroundings. But best known are the four great masters of the eighteenth century; Chippendale, Hepplewhite, Adam and Sheraton. Their graceful designs mix easily with other periods. Generally the height of fashion now is anything small and light, which fits into

any house or any room and can be moved from one spot to another.

Furniture, like paintings, should be looked on as an investment. The American buyer in London would do well to remember that fashion in furniture goes in cycles. Today's monstrosity, bought at a low price, may well be tomorrow's treasure, sold at a gain. Louis XIII and early Louis XIV styles are heavier, more ornate, but already are returning to fashion.

Seventeenth-century English furniture, made before the Protestant influx from France and Holland — a movement that brought able refugee craftsmen here — is considered clumsy now. No doubt, however, it will return to popularity when fashion swings from the sophisticated back to the solid.

Victorian pieces are mostly machine made, dating as they do from the Industrial Revolution. People scorn them for being pretentious and fussy, but, like it or not, they are the antiques of tomorrow.

Oak is unwanted and goes for a fraction of the price mahogany or rosewood brings. Clocks and pianos go relatively cheaply on the whole. Wardrobes go begging; people want things built in.

London auctions are the world's largest market and have a huge turnover in furniture. Lots can be viewed ahead of time, the office staff will offer helpful advice, estimate the value and bid for the buyer the day of the sale without charge.

Auction rooms and shops either will arrange shipping to the United States or recommend an independent concern. A receipt for the amount paid and a certificate of authenticity if the piece is a genuine antique — a guarantee given by shops, never by auction rooms — helps United States customs experts at the ten ports of entry: Baltimore, Honolulu, New York, Seattle, Boston, Los Angeles, Philadelphia, Chicago, New Orleans and San Francisco.



Anything made before 1830 comes in duty free. This date was fixed by the 1930 Tariff Act, which, at the time of its passage, set antiques as being 100 years old. If an item is made after 1830, there is a customs duty of 17 per cent on chairs, 10½ per cent on everything else. It should be noted that an antique need not be an original to come in duty free: an eighteenth-century reproduction of a seventeenth-century chair, since it was reproduced before 1830, is not taxed.

The best places for the rich collector

are auctions at Christie's and Sotheby's, shops on Bond Street, around St. James's the Brompton Road. Somewhat lower in price is the Marylebone area, Kensington Church Street and Walton Street. Recommended for the bargain hunter are the King's Road, the Fulham Road, the Friday morning New Caledonian market at Bermondsey and the Saturday morning market on the Portobello Road. Auctions at Phillips Son & Neale, Harrod's, Bonham's, Druce's and Motcomb Galleries.

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## Is There Buried Treasure Hidden In Your Basement

NEW YORK — Would you like to search for buried treasure?

Well, don't overlook your own attic, basement or barn loft. There may be a small fortune hidden there in the form of old books bought long ago by your great grandfather.

The hunting is likely to be particularly good if you are a member of a "pack rat" family that sentimentally clings to its possessions for several generations.

"There is a real boom in the rare book market today, particularly in Americana," said Van Allan Bradley, 46, literary editor of the Chicago Daily News.

In a volume of his own titled "Gold In Your Attic," Bradley lists some 2,000 scarce books worth \$25 to \$25,000.

The \$25,000 item is for a paper-bound first edition of Edgar Allen Poe's "The Murders In The Rue Morgue," which sold for only a few cents when it was originally published in 1845.

"The chances of your finding such a book in your attic is extremely remote," admitted Bradley, "but now and then it does happen."

None of his readers has stumbled upon a \$20,000 book, but a number have found books worth \$1,000 or more, and many have turned up books worth hundreds of dollars.

"The value of any important rare book tends to rise," he said. "The most remarkable thing about the rare book

market in recent years is the revival of interest in Western material.

"Any book published up to about 1875 in the local history field is potentially valuable in the first edition."

Examples of valuable finds by his own readers range from a copy of the first Chicago City Directory (1844) that brought \$250 to an 1845 edition of Lansford Hastings. "The Emigrants' Guide To Oregon and California," which fetched its discoverer a tidy \$3,000.

Bradley estimates there are perhaps 6,000 serious private book collectors in the United States (not counting museums, libraries and foundations), plus another 100,000 "who collect in a mild way."

"You can't tell the value of a book by its title," he said, pointing out that a 50-cent 1859 copy of a booklet called "Guide To The New Gold Regions of Western Kansas and Nebraska" had sold recently for \$1,800.

"Its value is determined by its scarcity, its condition and the demand for it. If in doubt, check with your local library or a rare book dealer. Most dealers are honest."

Books don't even have to be very old to be valuable. Copies of the first edition of L. Frank Baum's "The Wonderful Wizard Of Oz," published in 1900, sells for \$175 to \$600.

Would it pay a man now to stow some of today's modern books away in the at-



tic for the benefit of his great grandchildren?

"Certainly," said Bradley, "if he were wise enough to pick important limited first editions by important authors. Books can be a good long-range investment."

Bradley, who started collecting himself at the age of 10, estimates he now has \$50,000 worth of literary gold in his own attic. But he didn't inherit it. He collected the books himself by shrewd buying and trading over a 36-year period.

"You don't have to depend on your ancestors," he said. "Don't overlook second hand bookstores in your treasure seeking. They handle such a volume of books they can't take the time to know all about all of them."

"A number of times I have picked up for a dime or a dollar old books worth \$35 to \$50, and some have found books worth thousands of dollars. But you have to know what to look for."

Happy hunting! But if you find an old book you think is rare, don't write me about it. I collect old cigar bands myself.

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## Tennessee State Auctioneers Meet

By Col. E. B. Fulkerson, Sec'y-Treas.  
Jonesboro, Tennessee

The Tennessee Auctioneers Association held their fall meeting in the Plantation Room of the Noel Hotel in Nashville, Tennessee, Monday, November 21.

The meeting was called to order by President Fred Ramsey, Madison. The invocation was given by Col. Clyde White, Murfreesboro. A welcome was extended by President Ramsey to all visitors and Auctioneers, after which the minutes of the last business meeting were read by the Secretary.

During the morning session Mr. A. Bryan Dale, a representative of Mutual of Omaha Insurance Company, explained in detail the Group Plan Insurance Policy that is now being offered to the members of the National Auctioneers Association. The keynote speech of the meeting was given by Col. Buford Evans, a member of the State Leg-

islature from Lawrenceburg. Col. Evans discussed possibilities of a state license law to protect the Professional Auctioneer in the State.

During the lunch period, a turkey dinner was served to the Auctioneers in the Plantation Room. The business meeting reconvened in the afternoon with the showing of the movies of last years State and National Conventions by Col. E. B. Fulkerson. Col. Fulton Beasley, Franklin, made an interesting talk on a Community Auction House as well as a Livestock Auction. Col. Billy Hobbs, Lebanon, chairman of the Convention Location Committee, announced that the committee had selected Gatlinburg as the location for the 1961 Convention City. June 18 and 19 were selected for the Tennessee Convention dates.

Four new members were recommended and their membership accepted.

Twenty-five members of the Tennessee Auctioneers Association attended the meeting. Col. Roger F. Christie, Paducah, Kentucky, was the only out of state member attending the meeting.

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## Letters Of Traitor And Swindler Sold

NEW YORK, N. Y.—A rich store of autograph letters, including material on the famed Alfred Dreyfus case at the turn of the century and on Count Cagliostro, the eighteenth-century swindler-sorcerer, was auctioned recently for \$118,295.

The collection was amassed by the late Dr. Max Thorek of Chicago. It was sold at the Parke-Bernet Galleries, 980 Madison Avenue.

Among the Cagliostro papers were some dealing with a swindle known as the "Diamond Necklace Scandal"—a case that implicated Cagliostro, whose real name was Guiseppe Balsamo. These documents were bought by the House of El Dief, New York dealers for \$2,300.

The papers on Dreyfus, including some dealing with his trial for treason, went to a New York private collector for \$1,700.

A single page, bearing the writing and signature of Dr. William Harvey, the seventeenth English discoverer of the circulation of the blood, brought \$2,000 from John Fleming, New York dealer.



# THE LADIES AUXILIARY

Ladies of the Auxiliary:

I will take this means of wishing each of you a happy and prosperous New Year. It hardly seems possible that another year has gone by and a new year is at hand.

As we prepare to start a new year, perhaps we should take a little time to look at the past year and see what we didn't do that we should have to help promote our auxiliary and our husband's profession. How many of the following questions can you answer with a yes?

Did I write an article for our page in "The Auctioneer?"

Did I secure any new members?

Did I attend the State and National meetings?

Did I accept work asked of me by the auxiliary?

Did I cooperate fully with my husband during the past year when business problems presented themselves?

These are just a few thought provoking questions we might ask ourselves. Our answers will determine where we can improve during the coming year.

Although it is six months until the convention we should start making plans to attend. The officers of the auxiliary and National Association are already rounding

out the program for this great convention. We can assure you that this will be one of the best conventions ever. May I suggest that each member appoint themselves a committee of one to do everything possible to boost the attendance at this convention. Remember as wives of the auctioneers, it sometimes takes a little encouragement from us to get them started to making arrangements to attend.

Let us not forget our responsibilities to our State auxiliaries. Without active State auxiliaries our National would be a very weak organization. Therefore, we should also accept our responsibility to the State auxiliary.

In closing I will again wish you and yours the very best in the coming year and will look forward to seeing each of you in Texas.

Sincerely yours,

Madonna Hall  
President

## Unknown Whitman Poem Found in Attic

An unpublished and hitherto unknown poem by Walt Whitman has been discovered in an attic in Glendale, Calif.

The poem was found by Dr. Rena V. Grant of Pasadena, Calif., who had been asked to look through a box of Whitman manuscripts. They had been left by the poet with Susan Stafford, a member of the Stafford family, who were Whitman's friends in California.

The box had lain forgotten in the attic for nearly twenty-five years, following the death of a friend to whom Susan Stafford's daughter had given it. The discovery was made some months ago.

Now in the Livezey-Whitman Collection of the University of California, the poem was written about May, 1884. It is entitled "Wood Odors," and records a moment in the Glendale woods. The poem will be published in the December issue of Harper's magazine.

### THE LADIES AUXILIARY TO THE NATIONAL AUCTIONEERS ASSOCIATION

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#### 1st Vice President

Mrs. Tom Berry, West Newton, Pa.

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Ashville, Ohio

Mrs. Harris Wilcox, Bergen, N.Y.

Mrs. Al Rankin, Algier, Ohio



## IN UNITY THERE IS STRENGTH

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In a telephone interview, Dr. Grant said she was struck by the similarity of some of the stanzas to the Japanese haiku, a seventeen-syllable poem that records brief impressions and images.

"This is a lyric poem that records the coming of a moment of vision," Dr. Grant said. She said that she would like to see it set to music.

The poem follows:

Morning after a night-rain  
The fresh-cool summer-scene  
Odors of pine and oak  
The shade.

Wandering the negligent paths—the soothing silence,  
The stillness and the veiled  
The myriad living columns of the temple  
The holy Sabbath morning.

Incense and songs of birds in deep recesses  
But most the delicate smells fitting the soul  
The sky aloft, seen through the tree-tops  
All the young growth and green maturity  
of May

White laurel-blossoms within reach wood-pinks below—overhead stately tulip-trees with yellow cup-shaped flowers.

The meow

meo-o-ow of the cat-bird  
cluck of robin, gurgle  
of thrush delicious

Over and under these, in the silence,  
delicate wood-odors  
Birds flitting through the trees  
Tangles of old grape-vines.

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Our greatest happiness does not depend on the condition of life in which chance has placed us, but is always the result of good conscience, good health, occupation, and freedom in all just pursuits.  
—Jefferson

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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.  
—Washington

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# GREETINGS

Standing on the threshold of a NEW YEAR it is good to pause and express appreciation to those whose friendship and pleasant relations I have enjoyed since the inception of the National Auctioneers Association.

It is my sincere wish that the NEW YEAR will bring you full measure of health and prosperity.

SINCERELY

B. G. COATS



# All Auctioneers Urged to Participate in Association

BY COL. POP HESS



A happy and prosperous New Year, 1961, is the writer's message to our readers in this January issue. The date of this writing is December 14 and I can say that we here in Ohio have some good winter weather. Snow is on the ground and we have had some days down to zero. That is about the limit of cold weather that we get here in Ohio. However, in parts of Ohio this week it was 16 below zero. When it gets to going below that zero mark we dig in and feast on sow belly, fried mush, buckwheat cakes, and bean soup and add a few extra pounds on the waist line to sweat off when Spring arrives.

This writer makes the usual yearly resolutions to be better, do better, and cut out this and that. I break the most of them before the first month of the new year is over and go on down through the year as in all other years as just an average guy who lives, works to eat, eats to live, who is kind to all who are kind to us, and who hates all who hate us. Through December and the first few days in January, however, we love all and they love us. We check our many gifts, pay our old bills, pay our taxes, try to figure out who gypped who and wind out the year as usual.

The December issue of this publication has been on my desk here for some days. I have checked and rechecked many of the lines written and looked for many that were not there as no one sent them in. This always makes an Editor squirm. It is necessary for pages to be filled so as to meet the approval of the man or woman who is to be the reader and to keep the publication in demand. The writer thinks that one New Year's goal to be made and kept by our Auctioneers out over the land should be to take time out to mail in to our Editor what is cooking in his section of the country in regard to Auction

Sales and what his or her thinking is. This adds more interest in our N.A.A. and State Associations as the pages of this publication are yours to use for suggestions, remarks and support.

The writer notes that our new membership drive is not going very fast. My last column in our December issue was as I see it and is one man's opinion, of course. As of the date of this writing I have had no kick back from any direction on the text. However, it may be in this issue.

For the months of November and December this year my fan mail has been nil. No letters have come in on complaints or successes. This does not cause me any alarm. The Auctioneers of the land are more than busy and hoping to wind up the old year and meet the new, shake the bushes, and count the spoils. Many new beginners will be in the limelight in 1961. Some of the older ones will be slowing down. Some are retiring and some are passing on. Through it all the world moves on to new ideas and new goals and the improvement of many old ones. Many tried and tested ideas are put back into operation. That after all, is what makes a better world and better living. We who have lived in this world for some years and who have seen things come and go that at one time we never thought of seeing this coming era—the Sixties—get away from our National government, our State government, our way of life and our chosen professions. The trend is to expand, meet new goals, new problems, better living, a better America.

Our world today is a large world that is dependent on each other more than at any time of our world history. We find that our men in high places of our National Government are almost all young men. Many of them are under fifty. We find many of our world problems are af-



fectured by the decisions and demands of strong Union Groups who have men devoting full time to watching each step and the developments that come to the front which are supported by various groups.

Lobbying has become a trained profession. The man that we, John Q. Public, vote for at the ballot box on election day has to be a man who can stand up under the pressure of all of the pressure groups that invade his thinking in considering correct and just laws to rule the State and Nation. To date our great country has progressed and is one of the strongest nations listed in the world. How long can we hold this position? It is our job to provide the balances to keep in power men who can decipher the demands of groups of all kinds of thinking and keep in force laws and regulations that keep the kind of grease on the spindle of the big wheel that will keep the spindle functioning.

I do not want to make my column for

1961 a begging column continually prodding all Auctioneers to support our membership drive for a larger and stronger National Association of Auctioneers through enforcement of stronger State Auctioneer Associations.

In this column today I have hit lightly upon trends, as we see it, as we bring this era of the Sixties into action. To be up to date and to be prepared to meet unknown problems in case of attack, we who call ourselves Auctioneers and who depend on this profession and business for our chosen way of life and with an estimated 35,000 Auctioneers within the United States, it would be a very good New Year's goal to work toward a membership much over the total of 1270 as listed by our Secretary November 15, 1960.

The Auctioneer and the Auction Business selling to the highest bidder has a gross total of dollars exchanged that runs each year into the billions. Let us by Convention time in July, 1961, have a membership that will be outstanding and better known.

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## Public Relations, News Media, Advertising, And The Auctioneer

By Thomas F. Kean, Jr., Farm Ad Manager—Omaha World-Herald

The proper definition of "Public Relations" could safely be said to be the ways and means of making a profession, business or person appear favorable before the eyes of the public. In other words, any way which you can make the Auction Profession appear favorable before the public is in the best interests of the Auction business.

Oftentimes we hear Auctioneers making the comment, "The news medias don't give the Auction Profession sufficient publicity." What are the reasons for this lack of publicity?

(1) In order to be classified as news, reports of auctions which have already taken place must be placed in the news media's hands immediately. Usually the news medias will not publish reports that have taken place over two days after the auction. Very few Auctioneers after having a successful or newsworthy auction, will take the time of the effort to get the report into the news media.

(2) Oftentimes Auctioneers will present reports of auctions to news medias which are not of interest to the general public. Therefore, the media will not publish the report. In order to be classified as "news" the reports must be of interest to the general public.

What can the Auctioneer do to help make his community and state more "Auction-Minded?"

(1) Wire, phone, or mail in reports of sales which you feel are newsworthy immediately upon the completion of the sale. Be sure to state all the important information concerning the sale in the report. Prices and names of buyers are very important.

(2) Inform your local news medias of upcoming auctions which you feel are newsworthy. The media can then assign a reporter to cover the event.

(3) Avoid publishing your rates charged for sales in your advertising. Public price



cutting of sales is the poorest of public relations.

As the saying goes, "The Lord helps he who helps himself." The Auctioneer can also help himself by supplying to the news media the reports that will be the next days news.

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## New Purebred Sales Organization Formed

A new sales organization to specialize in complete sales management for registered livestock and farm sales has been organized recently in Pennsylvania to be known as Armour and Horst Sales Service.

Robert Armour of Mt. Union, Pennsylvania, has had a lifetime of experience in fitting cattle for shows and sales. He maintains a large herd of purebred Ayrshire and Brown Swiss cattle, has shown cattle from coast to coast and has won many championships. He has also worked for

other sales firms in preparing cattle for sales.

Ralph W. Horst of Marion, Pennsylvania, has farmed and raised livestock all his life. In 1943 he attended the Reppert Auction School and has sold sales over a wide area including many of the leading implement sales in the country.

The organization is set up to handle sales of all breeds and will take care of all details even down to helping prepare cattle for sale. Pedigree men acquainted with various breeds are hired to handle this end of the sale. Local Auctioneers are hired to assist with the larger sales and the organization plans to cooperate with other auctioneers in any way possible.

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Our reaction under stress and pressure determines our effectiveness. Thus our thinking ability is directly affected by the biochemical nature of our mental and emotional life.

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



# A Listing Designed To Aid In Arranging For A Farm Auction

By Harris Wilcox, Bergen, New York

The longer I am associated with the auction business, the more sure I am that careful planning is a prime essential to a successful sale. In our business we have developed an auction listing form which we fill in while discussing the sale with the



party having the sale. A copy of this form is returned to our office and becomes a permanent part of the sale file and a copy is left with the owners. Very often this form is signed by a member of our auction organization as well as by the owner and thus it becomes a memorandum of agreement. The items taken under consideration in this form obviously deal with our type of auction business, namely, farm and cattle sales. They are as follows:

1. Name, address and phone number of owner.

2. Location, date and time of sale.
3. Reason for sale, terms and conditions of sale.
4. Chattel mortgages or liens on property selling, if any.
5. Commission arrangements.
6. Catalog or brochure — type, quantity, etc.
7. Tent, cattle, fitter, amplifier, shavings, heaters, chairs, platform, etc. Are they repaired?
8. List of merchandise—cattle, feed, etc. to be sold.
9. Information for catalogue on the cattle such as registration papers, date last fresh, date bred, service sire, production records, classification, breed association membership status.
10. Newspaper, radio and breed papers to be used in advertising.
11. Are checks to be made to our organization or to owner? Location of cashier at the sale.
12. Leadsman, lunch facilities, liability insurance requirements, if any.
13. Herd Health status. Discuss with owner necessity of shipping fever shots, pregnancy checks, blood and T. B. tests, under check by veterinarian.
14. Veterinarians name and address. We often ask owner for permission to write veterinarian the specific work we recommend in order to avoid misunderstanding and the possible inability to ship cattle out of the state.
15. We then carefully go over with the owner the necessity of carefully cleaning, greasing and lining up machinery and the necessity of properly feeding and cleaning his livestock. We recommend selling cows with approximately 12 to 13 hours of milk in their udders.

On Sale Day we always plan to arrive early in the morning, and sometimes the afternoon before, depending upon the size and distance involved. The following are a partial list of items we check on before the sale starts.



1. Carefully estimate the amounts of hay, straw, silage, ear corn, etc., to be sold. Get samples on display. A deposit of one-half of the estimate is required sale day.

2. Arrange to have a reliable person available to carry sheets from outside clerk to cashier.

3. Find out if owner wishes to welcome crowd and if so have him present when sale opens.

4. Carefully work out who is to be introduced and, the terms and conditions of the sale which are to be announced.

5. See that all equipment and cattle are properly lined up to sell at the best advantage.

6. See that the tent is well banked with straw if the weather is cold. See that the tent heaters, amplification and lighting is working properly.

7. See that the cashier is well located and will have adequate warmth, light, and desk space.

8. Number the cattle and prepare a duplicate ear tag sheet to leave with the owner in order to avoid confusion in the event hip or ear tag is lost. We always keep an ear tag record of every animal we ever sell.

9. Line up help to hold up small items on the wagon so that when you are ready to start the sale, they are ready and waiting to help you.

10. Get all transfers signed by the owner for cattle and trucks, etc. We always make transfers through our office.

All these suggestions are familiar to the experienced auctioneer, but I write them here in the hope that some of the younger men may find these suggestions helpful. A well planned and professionally handled auction is invaluable to the man you are working for. It takes time, thought, and effort, but you will find it very worthwhile.

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The kind of success that turns a man's head always leaves him facing in the wrong direction.

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During vacation days some people stop trying to balance the budget and begin budgeting the balance.

## Hals Painting Brings \$509,600

LONDON — An unknown buyer paid \$509,600 for a portrait by the 17th century Dutch master, Frans Hals. It was the third highest price ever paid for a painting at auction. Leonard Koetser, an art dealer, did the bidding for the purchaser but refused to disclose the buyer's identity beyond saying he was a British collector.

Art circles speculated the buyer might be the same shy millionaire for whom Koetser last year bought Rubens' "Adoration Of The Magi" for \$770,000, a record price for any masterpiece.

The second highest price was the \$616,000 paid for Cezanne's "Boy In A Red Waistcoat," sold here in 1958.

A former employe of Koetser said earlier this year that the Rubens buyer was A. E. Allnatt, head of a construction company, but Allnatt would not confirm the statement.

The Hals portrait, unofficially nicknamed "The Sad Cavalier" because of the sitter's glum expression, was put up for sale by David Warde-Aldam, a land owner whose great-grandfather bought it in Scotland for less than \$1,000 late in the last century.

The painting shows a man in a wide white lace collar. It is a counterpart to Hals' famous "Laughing Cavalier" which hangs here in a publicly-owned art gallery. Art experts believe the sitters were different men.

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## Properties Net 78% Above Upset Prices

NEW YORK, N. Y. — A three-day auction of city-owned properties resulted in the sales of 406 parcels for prices amounting to \$2,977,655. The parcels were listed at upset prices totaling \$1,658,075. They brought 78 per cent more than the upset figure.

The sale was held in the Statler Hilton Hotel by Adrian H. Muller & Son, auctioneers for the Department of Real Estate. It involved vacant and improved realty in Brooklyn, Queens, the Bronx and on Staten Island.

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Be wise worldly, but not worldly wise.



# On Man's Opinion On How To Achieve A Successful Business

By Col. Lou Winters, Toledo, Ohio

How can you become a successful Auctioneer relative to being just an Auctioneer? It has always been my opinion that an Auctioneer in a named community is either popular or unpopular. The Auctioneer who is popular naturally does the bulk of the business and is usually envied by the unpopular Auctioneers.

1. The popular Auctioneer should have his own office the same as an Insurance or a Real Estate Agency where people can come in and talk over their troubles and get the low down on the Auction method of selling.

2. Even desk space in some one else's office would be a boost for you if you feel as though you can't afford to support an office of your own for awhile. You will find that it will pay off. Use your home and office telephone numbers on all your advertisements. Be available twenty-four hours a day. Use answering service. When we can not be reached any other way, at least the answering service has a record of the calls. Advertise yourself. Keep your name before the public at all times.

3. Have an investment in the community in which you live. Be quick to support any good cause that may arise. Don't criticise anyone, especially in public, as the very fellow you criticise today may be having a Sale soon. Always drive a late model car and keep reasonably well dressed. Maintain as high a standard of living as your earnings will permit. No one wants to do business with a pauper.

4. Operate two or three Auctions annually gratis, as it will do your morale good and it will be terrific advertising for you.

5. When you have an appointment with a prospect, keep it promptly. If you should be confronted with the argument that your fees are too high, explain in a courteous manner that you have to operate on a certain fair commission or you can not remain in business. Explain to the prospect that you are well equipped to handle his sale in a professional manner with the proper amount of advertising and

many years of know-how. Explain to him that if you handle his sale that you feel quite confident that he will be satisfied. However, if he feels that a cheaper Auctioneer can give him the same as you can, then I would say to him that you have always found that you get just about what you pay for and nothing more and that any Auctioneer taking this Sale for less knows that he is not up to par in Auctioneering. You will get the sale. If you don't, forget it.

6. Never worry about your competitors. Allow them to worry about you.

7. After you have a person under contract to operate his Auction, live up to your part of the bargain and see to it that he lives up to his part also. Show him that you are on the ball. Have your office equipped for any type of Sale. If you should need a podium on a Sale have one of your own, equipped with a loud speaker with your name painted on the front of it and with a N.A.A. decal below or above your sign. Have plenty of Auction tags available at all times. Use neatly printed stationary at all times. Pennants, signs of all kinds—you can't have too many signs in the Auction business — show the owner that you know what you are doing. From the sale you will eventually get two or three more sales from that owner. A satisfied customer is your biggest asset.

8. Have pride in what you have to offer. In case the owner is careless and can't see the benefit of offering his wares in a clean presentable manner, then send one of your men to the location of the sale prior to the sale and have him clean and arrange the things so as to offer them to best advantage for buyer and seller. Even if it causes you a little expense it will pay off for you.

9. Remember that it isn't always the fast talking Auctioneer that gets the fair price. I do not mean that you shouldn't learn to talk fast, as I know that you should but let the punishment



fit the crime. If you are dealing with Sharpies, talk Sharp, but if you are selling a farm sale or at store and merchandise sales chances are that a lot of your best buyers have never attended an Auction before. Know the true value of what you are selling and present it is a good honest sales pitch before accepting bids.

10. Always be fair with both buyer and seller, employ efficient clerks, and always sell your sale rain or shine. Always leave the owner satisfied in you. Be quick to rectify any mistake that might have arisen during the sale.

The above are a set of rules employed by my Company. If you were to work for me then you would have to abide by them. If you do as these rules teach you, then you will become a successful Auctioneer.

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## Lee Heads Auction Information Section

KANSAS CITY, MO. — Grover C. Lee, Jr., Strawn, Tex., has been appointed director of information for the National Assn. of Livestock Auction Markets.

Lee, a third generation newspaperman active in auction market industry affairs for several years and publisher of Livestock Marketing Journal, weekly national voice of the livestock auction markets industry, will continue in the latter capacity in addition to his new duties with the trade association.

“America’s fast-expanding livestock auction markets will become one of the most vital segments in our rapidly expanding agricultural economy during this decade of the sixties,” predicts Lee, who began his career in the agricultural publishing field in 1939. “Our nation’s growing, decentralized, independent market system will assure American livestock producers a deserved and well earned maximum return for their meat animals and is a bulwark against insidious pressures of integration, contract production and monopolistic trends in retail merchandising and meat packing.”

Lee, 42 years of age and the father of eight children, has been associated with daily newspapers in Austin and Fort Worth, Tex., Tulsa, Okla., Toledo, Ohio, and Detroit, Mich., and also has wide experience in the weekly field.

The Texan’s versatile background also includes extensive activity in advertising, promotion and sales. His professional radio experience includes stints as a farm editor, news editor, program director and commercial manager.

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All that Mankind has done, thought, gained or been, it is lying as in magic preservation in the pages of Books. They are the chosen possession of men.

—Carlyle

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It is not the crook in modern business that we fear, but the honest man who does not know what he is doing.

—Owen D. Young

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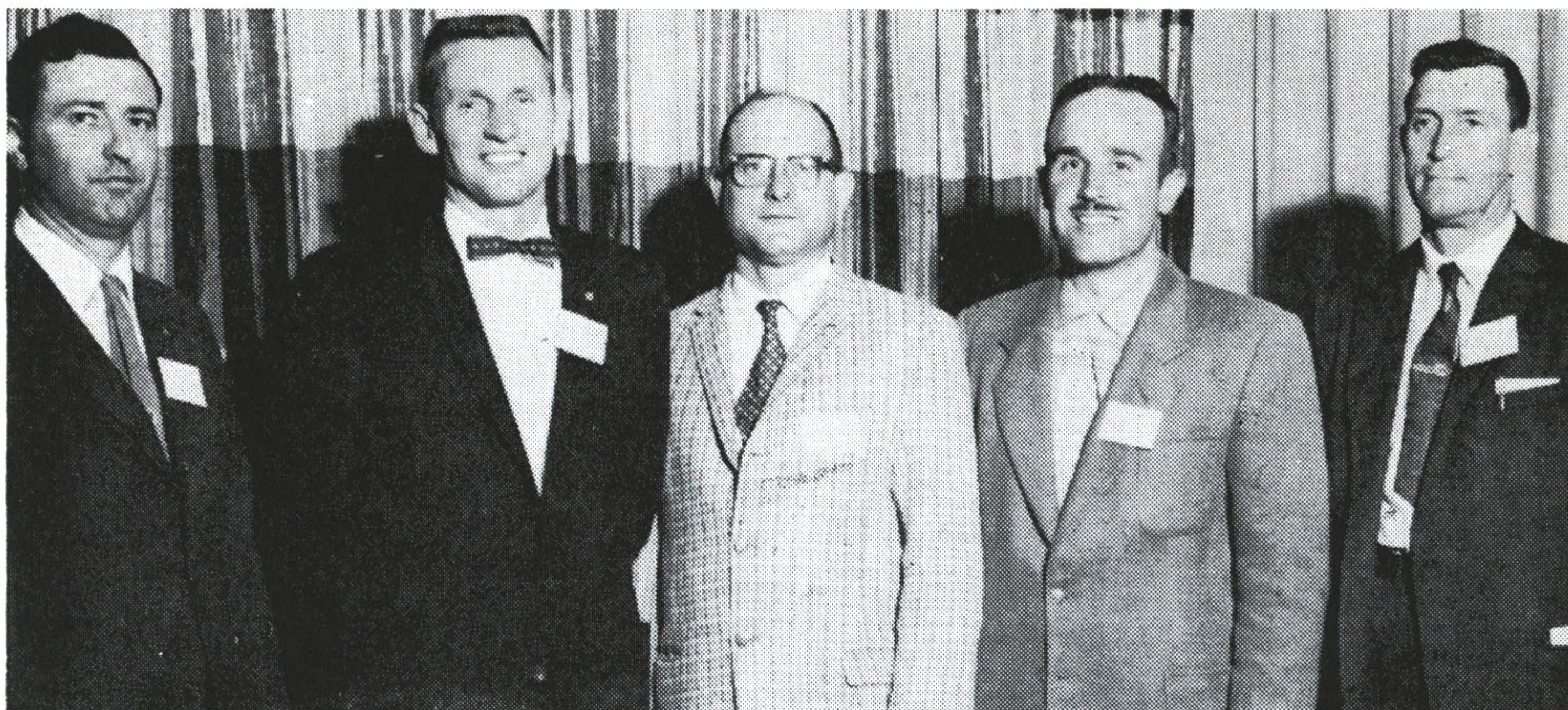
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Roy Crume, Kokomo, retiring president of the Indiana Auctioneers Association, presents the officers who will lead the organization in 1961. Pictured are left to right: Roy Crume, Ernest Niemeyer, Crown Point, President; Russell Kruse, Auburn, Vice-President; Max Loucks, LaPorte and Arthur Comer, Osgood, Directors.

## Indiana Auctioneers Hold Annual Meeting

Reprinted from the Kokomo (Ind.) Tribune

Auctioneers from over Indiana assembled at the Hotel Frances in Kokomo Monday, November 14, to consider the state of their business and to give their support to ethical codes of their vocation.

Among the speakers were Carman Y. Potter, Jacksonville, Illinois, President of the National Auctioneers Association; Warren R. Cook, Norfolk, Nebraska, director of customer relations of the National Association of Livestock Auction Markets; and Sam Lyons, Indiana Pennsylvania, Real Estate Auctioneer.

Business competition is forcing the auctioneer into specialization, Potter said, mentioning that the modern auctioneer has to be skilled at public relations to remain in business. The modern auctioneer must know his specialty, inspire public confidence and have unquestioned integrity.

"Selling real estate at auction will give you a lot of thrills and some chills," said Sam Lyons, during his address. He added that the auctioneer has to be careful to work each sale thoroughly from start to finish over a period of weeks.

Warren Cook indicated in his talk that nationally certified livestock auction markets will build public confidence and give

standing to a livestock auction business in a community. This is because they operate on a high code of business standards. The Nationally certified livestock auction market is important to the basic economy in farm centers, Cook added, and assumes the responsibility which is necessary to achieving the confidence of buyers and sellers.

During the business meeting, Ernest Niemeyer, Crown Point, was elected President of the Indiana Auctioneers Association for the coming year. Russell Kruse, Auburn, was chosen as Vice-President and George W. Skinner, Indianapolis, was re-elected Secretary. Arthur Comer, Osgood, and Max Loucks, LaPorte, were chosen as Directors, along with retiring President, Roy Crume, Kokomo.

## 55% Of Members Recorded Are New

Membership credentials for 54 National Auctioneers Association members were mailed from the Secretary's office during the period from November 16 to December 15.

Of the membership dues payments, 30, or a little over 55% were from new members this period. Of the membership renewals received this month several were reinstatements. We are happy to see the evidence



of growing interest in N.A.A. membership

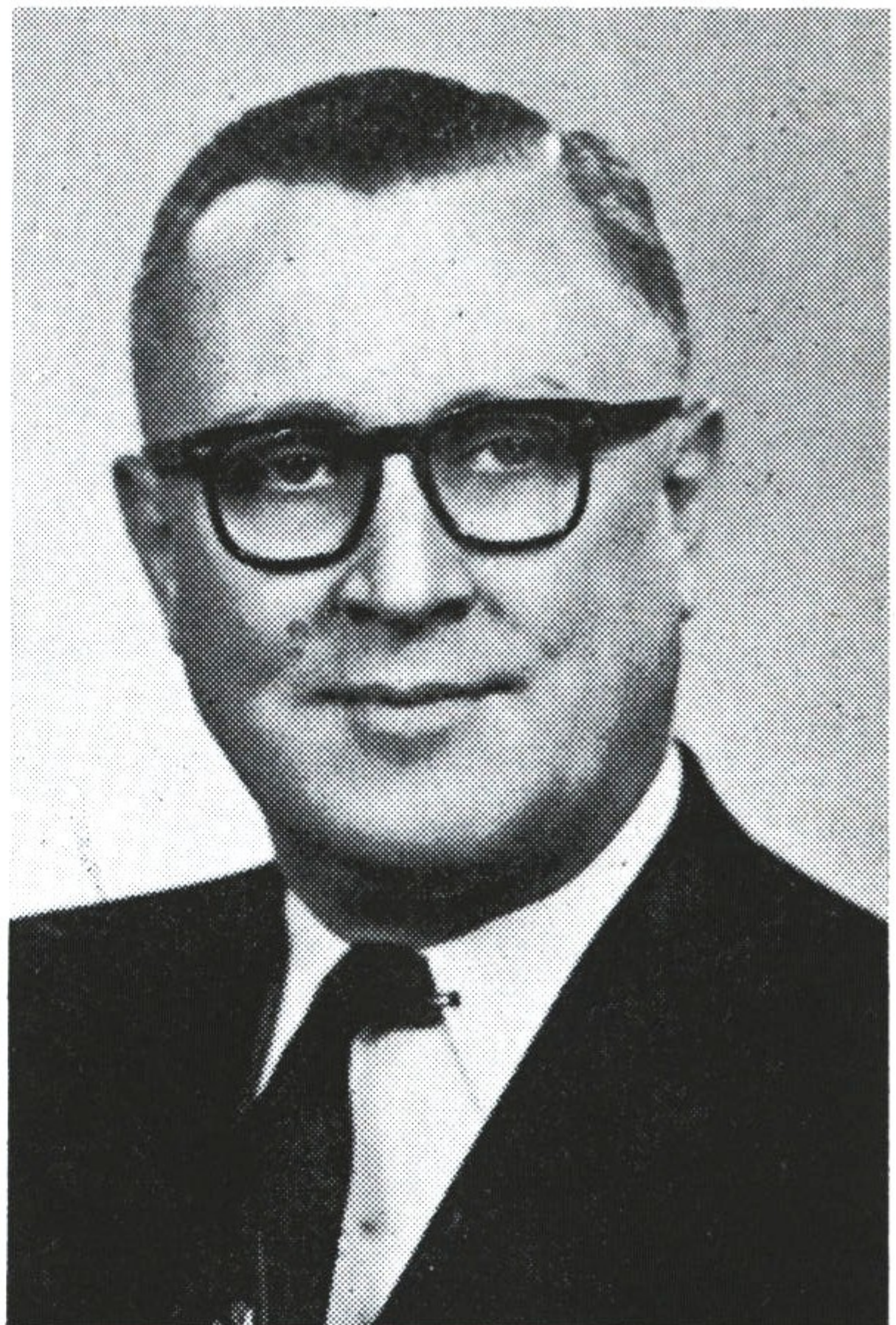
Those members entered in the roster this period are listed below. An asterisk indicates renewal.

- Robert Wall, Utah
- \*Billy Dunn, North Carolina
- Nelson Morris, North Carolina
- Robert B. Gallimore, North Carolina
- R. H. Gallimore, North Carolina
- \*Lou Winters, Ohio
- \*William B. Riley, California
- Wilbert Kroh, North Dakota
- \*J. A. McCall, Alabama
- G. R. Burger, Tennessee
- Martin S. Scott, Tennessee
- William L. Suddarth, Tennessee
- Ted Mounts, Ohio
- Clyde A. Bray, Texas
- Gilbert Wood, South Dakota
- Vearn A. Coates, Indiana
- \*Bill Sprockett, Ohio
- \*Ken Barnicle, Missouri
- \*Don Estes, Texas
- \*Jerry D. Popplewell, Missouri
- Verne W. Brown, Oklahoma
- \*Joe Burgert, Oklahoma
- Floyd McCaskill, Illinois
- Joe Hand, Oklahoma
- Bryan "Bill" Blew, Oklahoma
- Robert J. Goss, Oklahoma
- \*V. K. Crowell, Oklahoma
- W. R. "Wag" Wagner, New Mexico
- \*W. Donald Richardson, New Jersey
- Warren Austin, New Jersey
- \*M. T. Parr, New Jersey
- Harry Bernstein, New Jersey
- William Gaule, Illinois
- Ammon S. Boyd, Pennsylvania
- \*Rufus Geib, Pennsylvania
- J. Omar Landis, Pennsylvania
- Harold K. Showalter, Pennsylvania
- Elmer V. Spahr, Pennsylvania
- Chester K. Long, Pennsylvania
- \*Foster C. Hendrickson, Pennsylvania
- \*Wayne R. Posten, Pennsylvania
- \*John Reimold, Pennsylvania
- William D. Sparks, Pennsylvania
- \*Walter J. Thompson, Pennsylvania
- \*Oliver M. Wright, Pennsylvania
- \*Pat Waddle, Texas
- \*Larry Lagrasse, Kansas
- D. D. Meyer, Indiana
- \*Ken Kepner, Ohio
- \*Harold E. Ball, Oregon
- \*Benjamin M. Rodman, New York
- Mike G. Stahl, Illinois
- J. A. McGinnis, Oklahoma

## Kentuckians To Hold Meeting In February

By W. P. Scully, Lexington, Ky.

Nationally known financier, Garvice D. Kincaid of Lexington, Kentucky, will speak at the 1961 State meeting of the Kentucky Auctioneers Association, to be held February 5 and 6 at the Lafayette Hotel, Lexington.



Garvice D. Kincaid

Mr. Kincaid, who has always been an avid auction enthusiast, is a native of Richmond, Kentucky. He attended the University of Kentucky where he received an LLB degree. He was the recipient of the Horatio Alger Award in New York in 1960. His interests include the ownership of Banks, Radio Stations, Insurance Companies, Finance Companies, Hotels, Newspapers and other varied interests.

Outgoing officers of the Kentucky Auctioneers Association include Col. John L. Cummins, Cynthiana, President; Col. Edwin Freeman, Harrodsburg, Vice-President; and Martha Kurtz, Sturgis, Secretary-Treasurer. Col. W. P. Scully, Lexington, is Convention Chairman.



# Livestock Auction Market

## Operation Interest Bankers

DENVER, COLO. . . J. D. Prince, St. Johns, Mich., presented an outline of credit and finance aspects in NATIONALLY CERTIFIED livestock market operations to the Agricultural Commission, American Bankers Association, at the 9th National Agricultural Credit Conference in Denver, November 14, 15, 1960.

Prince is a national officer of the business trade association of those markets whose offices are in Kansas City, Mo. He is also a member of that body's 15-man Livestock Market Council which administers the nation-wide industry code of business standards. NATIONALLY CERTIFIED is the designation given to livestock markets adhering to the code and also denotes a "brand name of market services."

Pointing out that such markets are not unlike banks themselves in the high degree of trust and responsibility involved in handling livestock for sale and the proceeds accounted for and paid to owners, Prince called attention to the federal Packers & Stockyards Act now applicable to such markets. He described such law as a financial responsibility act through the high market

agency bonds required, and a fair trade practices act in all operations involving the sale and purchase of livestock.

"The basis of our business is service on a public market basis," Prince said. "One main ingredient of that service is the cash sale of consigned livestock with the market owner taking complete responsibility for accountability and payment of the sale proceeds to each livestock owner. The livestock owner-customer expects this and it is his principal objective with best competitive price results to him. Market owners in turn must assume the risk in obtaining and clearing payment from the purchaser on prices bid and paid. Payment by market check is made before the market has received and cleared the checks and other exchange items given to it in payment of the purchase price.

"In these operations and these services conducted on a continuing basis, we are confronted with three general phases of credit with purchasers: (1) Check or draft clearance time, (2) Business convenience time accorded those buyers having centralized accounting procedures, and (3) Ex-

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tended convenience time amounting to the actual use of market funds already paid. Many buyers are meat packers who themselves have much capital and credit tied up in livestock and meat inventories and the payment period they extend to wholesalers and retailers.

The meat packing industry is greatly decentralized over that of 30 years ago and certainly so are the livestock markets. At the same time the supermarkets have tended to centralize or concentrate retail sale procedures and outlets. The whole process of merchandising livestock and meat products offers, in our opinion, new avenues and innovations in banking ser-

vices based on sound banking principles."

E. T. Savidge, New York, deputy manager of the American Bankers Association and secretary of the Agricultural Commission, extended the invitation to Prince to present the markets' industry picture to the conference.

Price stability in livestock production and marketing has increased the need for a reliable supply of credit and has made the field an attractive one for bank lending, was also the conclusion of a conference panel on "What's Ahead For Livestock," moderated by Leonard N. Burch, president of the First National Bank of Greeley, Colorado.

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## Positive Productive Results From Recognition Of Individuality

(Commencement Address to Graduates of Intermountain Auction Institute)

So you have chosen to be an auctioneer? By so determining this direction for your life you have become one among a vanishing phenomenon upon this earth. You have arbitrarily placed yourself above the Whimper Level. Never again can you resort to alibis when you experience failure. You have chosen rather to accept failures as stepping stones to larger challenges. You will accept them as building blocks from which to reach to higher goals; exercises from which you develop greater strength.

As an auctioneer you have set yourself apart from the common crowd who plead to Ceasar for Largesse. You have declared rather to the God whom you adore that you will become the sort of creature that will truly reflect His image, one whose life will produce **positive** results among society. You have seen the light. You are an individual. You are the most potent element in this great human experiment. You are as Atlas. Upon your shoulders you welcome the load of the world. You have embraced the belief that an individual must do a worthwhile part of the work of the world.

You have pledged to train yourself to become a **productive** part of this great job of building a better world. Because you have chosen to write your own ticket you have not chosen the easy way. There is no easy

way for those who choose to exert their individuality. Leagued against you are all the forces of organizationalism. You might well perform a job in the processes of marketing, but you shall never be a cog or a pinion moved by the machine. Rather you shall be a power-unit motivated by the forces of your own inner being in league with God.

You shall draw strength from knowing that society still needs the rugged individual. Strength from the knowledge that you have dared to step out from the gray and nameless crowd and assert yourself to be a leader of men. There is no other course for you now. You have burned your bridges. Never again can you bask in the pseudo comfort of a caged society. Like the followers of old Spartacus, you will sooner die fighting the battle of individual initiative than fatten in the dungeon of the kept gladiators.

Welcome to this last frontier of free enterprise, where competition is the fresh air from which our life blood draws its oxygen.

Auctioneers, yes, Individuals, we welcome you.

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Wit is a way of expressing a thought but carries little conviction with it.



# Attitudes Of Auctioneers Optimistic Ten Years Ago

"Welcome, 1951. We look forward with eagerness into the uncertainties of the coming year. There is about only one thing certain, that is the fact that the National Convention to be held in July at Decatur, Illinois will be the Biggest and Best yet."

That greeting ten years ago is an apt one for the present if the year is changed to 1961 and the convention site to Houston, Texas. The National Auctioneers Association, a decade older, remains ageless in its continued high hopes for progress. A New Years Resolution for 1951 was suggested to all subscribers — to sell a subscription to "The Auctioneer" to an auctioneer acquaintance.

The January, 1951, issue of "The Auctioneer" marked the debut of the column of Col. Pop Hess. In his column he stated, "When the first copy of "The Auctioneer" came to my desk last July I commented that this publication is one that is needed for one of the most responsible professions of all time. Auctioneering is a business for the income and maintenance of man. Throughout . . . a full century selling at auction has been one procedure of converting real and personal property into cash with the operating person named the Auctioneer. Nearly all the professions were begun the same way. A man or woman took what was natural ambition and followed it through."

The September marriage of Kathryn Matthews to Howard B. Johnson, Story City, Iowa, was announced in the January issue. Col. Johnson was the Secretary-Treasurer of the Iowa Society of Auctioneers.

The Parkway Hotel in Chicago changed hands for \$970,000.00 in a sale conducted by Jack Gordon of Samuel L. Winternitz and Company. The stockholders of Lotts Hotels, Inc., previous owners of the hotel, had approved the sale at public auction with a minimum price of \$900,000.00.

A feature story by a journalism student from Iowa State College told of a livestock sale he attended at Story City. Col. Leon Joy, Ames, Iowa, was the Auctioneer at the sale.

Among sales held was a Baptist Church auction at Middletown, New Jersey, at which Col. B. G. Coats was the auctioneer. Col. Coats also sold a high grade furniture Auction in Allenhurst, New Jersey. Walter Holford, Edwardsville, Illinois, and Edward Ahrens, Staunton, Illinois, were busy with several farm sales and dairy cattle auctions. Henry Rasmussen, St. Paul, Nebraska, sold nine farm sales within twelve days in Nebraska. Samuel L. Winternitz and Company sold the equipment of a Schlossers Bakery in Chicago and the McGuire Auction Company, Holstein, Iowa, sold two farms totalling 650 acres at auction.

On the distaff side of selling, Hugh McQuire bought the Grand Champion load of hogs in the carlot swine contest at the 1950 International Livestock Show in Chicago.

Bob Wall, now of Ogden, Utah, contributed the Western Auction News. In the San Joachin Valley in California ten years ago, the price of cattle was very high, according to Col. Wall, and all kinds of feeders were scarce. There was a great demand for good Angus and Hereford females. Harry Hardy, a graduate of the California School of Auctioneering, was owner of the Bakersfield Sale at Bakersfield, California. Bob Jett, San Francisco, conducted a Merchandise Warehouse Sale in that City.

"All in all," Col. Wall reported, "we have a good field out in the West and are sold on the auction method of selling."

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## \$800 For Holstein At Illinois Sale

TAYLORVILLE, ILLINOIS — Good prices for livestock prevailed at the closing out dairy sale held by Gerald Tarter, at his farm, 6 miles southeast of Taylorville, November 14th.

A record price of \$800 was paid by Albert Crane of Rosamond, for a registered Holstein cow, Prairie Gate June. The 6-yr.-old cow who produced 16,000 pounds of milk last year was raised by Tarter. Of Orms-



## IN UNITY THERE IS STRENGTH

by artificial breeding her mother was Prairie Gate Alice, and her sire was Bolta Matchless. Other animals sold for over \$500 each, and several 4-month-old heifer calves brought \$160 each.

Prices paid for the Hampshire hogs also were unusually good.

The auctioneer was Ray Hudson, N.A.A. member from Morrisonville, Illinois; Marvin Potts was clerk; and William Bland, cashier.

The Tarters are discontinuing their dairy and farming operations due to the fact that they recently sold their farm to the city of Taylorville, for the Lake Taylorville project.

They plan to construct a new home on a 12-acre tract of the farm which they retained.

### Capt. Cook's Papers Sold At Auction

LONDON, Contemporary transcripts of the logbook and the journal of Capt. James Cook's first and second voyages were sold at auction for £53,000 (\$148,400).

The manuscripts were bought by Francis Edwards, London rare book dealer, during a sale at Christie's Galleries.

The logbook and journal were sent for sale by Comdr. P. A. Hudson, retired naval officer, who is a descendant of Sir Hugh

Palliser, Captain Cook's naval commander to whom they had been presented as a gift by the explorer.

The log consists of a contemporary transcript of Captain Cook's own log of the Endeavour on her voyage to the South Seas between 1768 and 1771. The journal was of the activities of the sloop Resolution during explorations of the South Atlantic, Indian and Pacific Oceans in 1772.

### Australian Bulls Average \$10,910

WARWICK, Queensland, Australia — Twelve purebred Santa Gertrudis bulls offered at auction here in the King Ranch (Australia) Pty., Ltd., ninth annual sale were sold for \$130,920, an average of \$10,910 to establish the second highest average in the sale's history.

Held at "Risdon Stud", the King Ranch operation was attended by cattlemen from throughout the Commonwealth.

Top selling bull in the auction was for \$12,549. Ten second-cross Santa Gertrudis heifers were also offered. Three sold at an average of \$2,218 with the top heifer going for \$3,492.

Laziness travels so slowly that poverty soon overtakes him.

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

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### ELSEWHERE

The Ladies Auxiliary to the  
National Auctioneers Association

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## THE MEMBERS SAY . . .

Dear Bernie:

You are doing a good job with "The Auctioneer". If I had more time I would like to have written an article to help get a few of the records straight in connection with Mr. Sloan's article in last month's issue. I hope the National Association will never become guilty of taking a stand on an issue for some persons individual ego. I know you are trying to be impartial and are willing to present both sides of every issue, but sometimes the issue can be harmful to the organization.

Sincerely yours,

Ernie Niemeyer  
Crown Point, Indiana

\* \* \*

Dear Col. Hart:

I was glad to get the November issue of "The Auctioneer" yesterday and read it from cover to cover as usual but I was sorely disappointed to see the results of the membership drive and I guess none of my boys have come through yet. I hope that they will join and feel they will eventually do so.

Just for what it is worth I will shortly get you a list of all the auctioneers in the Los Angeles area and you might send them information on the N.A.A. They have a very

good organization down there and the membership fees are almost prohibitive but some of them might be interested in a national affiliation. To turn it over to them on a state basis would be crippling to the other auctioneers throughout the state. . . I think the membership fee is something like \$500.00 and that is a little rough on most of the rest of us as we need that and more to buy our licenses.

Sincerely,

Bill Riley  
Fresno, California

\* \* \*

Dear Col. Hart:

We can at this time report a very successful year and it looks active for the balance of the year.

May I suggest to the young Auctioneer who is trying to get started in the profession not to get discouraged just because it seems that the older Auctioneer in his community seems to be getting more than his share of sales. Associate yourself with an Auctioneer of long experience at once, get the feel of the business before you go out on your own. It will pay off for you in the long run and after you are confident in yourself the crowds you sell to under another Auctioneer will soon be talking



## IN UNITY THERE IS STRENGTH

and the more they talk the better for you. When you are ready you will know it. Then take that big step.

Do not make the bad mistake of cutting your fee as you will face trouble in your future if you do.

Learn to talk and talk at your future Auctions. However, when the sale is over learn to control your tongue and do not talk of the sale you just held as you are likely to say the wrong thing at the wrong time.

I suggest you work only with a contract. We would not think of holding a sale without a signed contract. However, this might not be as important in rural areas although we demand a contract in or out of town.

Never talk religion or politics. Avoid these subjects completely.

Abide by Auction Licenses and ordinances governing Auctioneers. Never go into a strange city or town and try to take over the situation without first checking an ordinance that might be in effect, even if you have a state license.

If you are a known drunkard, get out of the Auction business.

Do not be afraid to advertise yourself in your local papers or in any other advertising medium that will keep your name before the public. We advertise every day in our leading paper. Also we give away ball point pens with our ad on them which we have found to be very effective.

Bear this in mind: A man who rolls up his sleeves and works, will very seldom lose his shirt.

In selling Real Estate at Auction it would be wise to be a Real Estate Broker yourself in a state that demands it. Or be a representative of the Court in selling Real Estate.

Attend all State and National Conventions that you possibly can, as you are bound to pick up knowledge that you would otherwise miss.

Be available 24 hours a day. We use Telephone Answering Service and we find that it pays off when our office is closed.

Hire efficient clerks in your Sales.

If you have a good Sale booked, advertise it heavily so as to attract a large crowd. We have a very efficient mailing list. If, after one year, we find that a person has not bought anything from us we throw out the name and make room for another. We keep our list at 500.

Never lose any sleep over the other fellow getting the Sale that you thought you were going to get as you will get a better one by being friendly instead of sour.

Yours,  
Lou Winters  
Toledo, Ohio

\* \* \*

Dear Bernie:

Please accept my humble apologies for being so late. You can see by the date on the enclosed check that it is well before the end of our drive for new members. I just neglected to send it in. I am also enclosing a check of my own for some decals and the Booster page.

The auction business has been good out here in the Dakotas. The weather has been very good and the feed situation is very favorable.

Keep up the good work with the "Auctioneer", Bernie, and let's see if we can't get the National Auctioneers Association and the National Association of Livestock Auction Markets to either hold their conventions together or else not in the same state three weeks apart each year. See you in Dallas and Houston.

Bob Penfield  
Bowman, N. Dakota

\* \* \*

Dear Sir:

Sorry these do not meet your 11-15-60 deadline. However, when I saw the negative response to the membership drive, I thought I'd find out why. Seems like members are easy to obtain — just ask, show a copy of "The Auctioneer", chat awhile and fill in the blanks.

Two of these applicants are old time auctioneers, Warren Austin and M. T. Parr has been an auctioneer for 54 years. He has no peer at farm sales in this area. Harry Bernstein is a new auctioneer holding weekly sales in his own hall.

My own renewal includes \$5.00 for the Booster Page listing. My wife and I wished to make the convention this year but we couldn't. We sure hope to make the trip to Texas next summer.

Yours for a bigger and better N.A.A.

W. Don Richardson  
Hackettstown, New Jersey

\* \* \*

Dear Sir:

I have been a subscriber and reader of your magazine for some time now and I



# IN UNITY THERE IS STRENGTH

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wish to say I enjoy reading "The Auctioneer" very much.

Sometimes when things don't look so good and one sort of gets down in the dumps, reading some of the accounts in "The Auctioneer" sort of rekindles the spark of enthusiasm and causes it to glow again.

I have been in the Auction business now for the past twelve years and average about ten or twelve sales per year as a sideline. I work at a regular job for my bread and butter. I might add that everyone I have sold for has been well satisfied as I take pride in a job well done.

There is one thing that is lacking in most issues of your magazine which could be contributed by the older and more successful auctioneers. Contributions of this sort would be a great help to others like myself who need a few tips to accelerate our pace and help us to increase our number of sales each year. These helpful tips by the older and successful, or the retired successful auctioneers would not hurt them as their publicity is obvious by their success, but would help the struggling stragglers immensely.

The question — the big question is: How and from whom do you learn who is going to have a sale? What is your most fruitful field of contact? Real Estate Men? Attorneys? Or whom? How often and in what manner does one contract them? Some call it "shaking the bushes" I believe.

If I can find people who are going to have a sale I can get some of them. Perhaps I can book some of them with someone else as I have done sometimes in the past.

Auctioneers don't get sales by advertising in the telephone book and newspaper and then waiting for a call. This much I know. Not around here at least. Neither will working with an older auctioneer do it all.

The big question is who is going to have a sale and how can I find this out? What has been some of your experiences, you older and more successful auctioneers.. Whom do you contact for the best results and how often and in what manner?

An Ohio Auctioneer

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Dear Friend:

Will you kindly send me a few application cards, and I shall try and sign a member or two.

Prices have held very good on livestock and machinery in my area. However, real estate is a little harder to move. I have been quite busy. It seems the older we get the busier we get but I don't suppose we would want it any other way.

In closing I want to extend to you and yours my very best wishes for a Happy Holiday Season.

Ray Hudson  
Morrisonville, Illinois

\* \* \*

Deal Colonel:

"The Auctioneer" is always a most welcomed booklet. You are to be congratulated. It is a credit to our organization. This modern business journalistic achievement presents a most thorough survey while it is so enjoyable to read. Integrity and Reliability are continually stressed and rightly so, as the Theme.

The above statements are not an emotional appreciative holiday message but factual experiences. Even though the writer may be very busy with a pressing agenda, when "The Auctioneer" arrives it is not around too long before it is read from cover to cover.

My 1961 dues is enclosed. May "The Auctioneer" continue to do a fine job. With Happy Holiday greetings.

Ben M. Rodman  
New York, N. Y.

\* \* \*

Dear Bernie:

Am writing this in our hunting camp near Cross Forks, Pa., to kill a little time. Seems I can't get at it while at home. Our camp is 175 miles from my home but I spend quite a little time here through the year to get away from business and for a change. So far I haven't bagged a deer but we have shot three bucks in our camp. Weather has been very warm and the woods exceptionally dry for this time of year.

I have had a very good year in the Auction Business both with my implement sales at home and with my auctioneering activities elsewhere. I will be selling in Ohio next Tuesday, North Carolina on Friday and West Virginia on Saturday. I am planning a sale at home on December 21 to wind up the years activities.

The largest sale I had to manage and sell during the year besides the consignment sales, was the complete sellout for



Jim's Farm Equipment at Wolcott, New York, last May 16 and 17 for a total of \$70,000.00. Col. Russ Kehr, N.A.A. member from Hanover, Pa., helped with the sale and did a real job.

This fall Robert Armour of Mt. Union and I have organized Armour and Horst sales service for the conducting and managing of registered livestock and farm sales. We have already had some good sales and from the cooperation and encouragement we have received from the local auctioneers and pedigree men who have assisted us I believe we are on the right track for a successful venture.

Looking forward to a busy year in '61', I remain,

Sincerely yours,  
Ralph W. Horst  
Marion, Pa.

## Col. Coats to Sell Paperweight Auction



COL. B. G. COATS

NEW YORK CITY, N.Y.—The International convention of the Paperweight Collectors Association will meet in New York City at the Park Avenue Armory the week of October 16th to October 21st. Collectors

from all parts of the world will be on hand to display their rare and unusual collections.

An outstanding feature of the convention this year will be an auction sale of paperweights. Col. B. G. Coats, of Deal, New Jersey, has been selected to conduct the auction.

Paul Jokelson, United States representative and convention chairman, said that just about every country would send representatives and display paperweights of their respective countries.

At the convention one will see the crystals and cameos of France, Chinese paperweights, Early American, Antique French paperweights (Baccarat-Saint Louis-Clichy), Sulphides, Pinchbeck, German, Italian, English, Spanish, Mexican.

Paperweights date back to the earliest days of glass making and it is not unusual to see at this convention paperweights three hundred years old. At a recent auction in London a French Baccarat sold for \$4,500. The masterpieces in paperweights are sought after the world over and among collectors it is the general consensus of opinion that French paperweights rank highest in workmanship, quality and beauty.

Plans and arrangements are now under way to have the auction feature of the convention televised on a coast to coast hookup and tape recordings made so that it can be shown in all countries.

## Beerbohm Books And Manuscripts Sold

LONDON — The library and literary manuscripts of the late Sir Max Beerbohm was offered for sale at public auction Dec. 12 in Sotheby's galleries.

The 383 items were from his home at Rapallo, Italy, and included a number of his previously unpublished drawings, caricatures and parodies.

There were scores of autographed copies of books by noted British and American authors who were friends of Sir Max. There were also some books with mock presentation inscriptions that he wrote to himself. He signed, with commendable forgeries, the names of prominent Britons, including that of Queen Victoria.



# Three Day Old Glory

## Auction In New York

NEW YORK — Madison Square Garden was no place for bystanders who couldn't keep their hands in their pockets. A man scratched his head and almost wound up pledging \$1,500 for a 2-year-old filly.

This was one of many frightening experiences for curiosity-seekers who turned out with about 800 dedicated horse-buyers for the opening day of the three-day Old Glory auction.

One hundred seventy-four trotters and pacers were sold for \$181,350, but none to the portly gentleman who pulled on his ear lobe, to the chic lady who smoothed her coiffure or to the man in the starched collar who loosened his tie. But those observers came close.

And the fellow who rubbed his nose while the bidding for Viscount Pick was going on at a furious clip probably was cured of the habit for life.

An agent of Tattersalls, Inc., auctioneers, pointed to the man and said, "What's your bid?"

Happily, before the man could say, "Who, me?" the 2-year-old trotter went for \$7,700. The horse, purchased by Joseph Saker of Freehold, N. J., brought the highest price of the day.

Guest Master, a son of Good Time, was purchased for \$6,800, the top price for a yearling. The average price for the 174 head was just over \$1,000.

Like Saker, most of those on hand for the first Old Glory Sale since 1938 never lifted a hand, fingered a tie or even twitched a nose unintentionally. And because they somehow remained unconfused during the rapid-fire chants of Tom Caldwell, the auctioneer, the time of the average sale was less than it takes to lose a bet on a mile trot.

Caldwell, with the help of hawk-eyed Tattersalls agents broke the two-minute mark on almost every sale.

No records have been kept for the average sale time at a five hour horse auction. But if Caldwell approached the track standard, perhaps it was because some of the horses were considered unworthy of the

price of a year's supply of oats and blankets. In fact, the successful bid on some of the horses was less than what it would take to bring home a house-broken poodle.

For example, nobody thought that Castanet, a brown mare, was worth more than \$100. And Eugenia Hanover, a pretty little mare, changed hands for fifty bucks.

To make the packages of horse flesh more attractive, some of the trotters and pacers were decked out with ribbons and roses. But very few of those brought more than \$400, despite the hard sell of the Tattersalls men.

When the bidding for H.D. Brook, a gelding, opened on a disappointing note, a Tattersalls agent shouted:

"Ladies and gentlemen. This is a sound, well-bred horse. What's going on here? You've got a diamond in the rough here."

The bidding diamond went for \$350.

Then there was the impassioned plea of Dick Thomas, a driver in the interests of Moon Haven.

"She's a real nice filly. I know her."

They couldn't get more than \$500 for her. But that wasn't surprising. At horse auctions, it's not who you know but how fast they think you can go.

---

## Canadian Fur Sale Held in Alberta

EDMONTON, Alberta—Lower prices than those of last year were paid for mink when 30,000 pelts were offered for sale during a week-end auction.

Buyers from Canada, the United States and Europe attended the sale, the first of the winter season.

The highest prices were received for "breath - of - spring" type males, which brought \$26.50 to \$30.50. Sapphire mink brought \$18 to \$24, or 10 per cent less than at last December's sale. Pastel mink sold for \$17 to \$22.50, for a drop of 20 per cent, and white types sold for as much as 30 per cent below last year's levels.



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## **The Auctioneer**

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## Auctions Successful In New Mexico

By JOHN A. OVERTON  
Albuquerque, New Mexico

The New Mexico Auctioneers completed their first full year in their new building on December 1, 1960. It is always a question when you make a move like this one as to whether or not it is the right thing to do. Fortunately this one was right, for which we are thankful. We grossed over \$300,000.00 which isn't too bad for our size town.

We have had the usual amount of competition. A few new ones are always opening and closing. The three regular ones go along as always. We had twelve days in November of auctioneering, including an Antique Auction and a wholesale hardware liquidation.

All the auctioneers here in Albuquerque seemed to be pretty busy in November and all in all, I believe that 1960 was a

good year for everyone connected with the Auction Business in New Mexico. Clovis, New Mexico, which is an outstanding livestock market, is being chosen for a new Swift and Company packing plant, so it should improve even more in years to come. Albuquerque has three regular furniture auctions, two livestock auctions, and one automobile auction. A new furniture auction opened last Friday night here.

Henry Williams from Danville, Illinois is owner and auctioneer.

We will miss one weekly auction on December 23, but will be back with our regular Friday night furniture sale December 30. The Monday and Friday sales will be held regularly after that until the next holiday that falls on Monday or Friday.

All of the Auctioneers who are in the consignment furniture auction business might do well to follow the Finance Company's closely. We have one company here which has sent us as far away as Texas, Colorado, and Arizona to pick up furniture to sell for them. If they are given the

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service they need it's a regular and lucrative source of income. We have sold as high as \$6,000.00 worth of furniture for just one company in a 30-day period.

We like the furniture consignment auction in spite of all its headaches and work. There is never a dull moment.

We hope to have a few new faces at Houston, Texas this year from out in our part of the country. I sent in one new member this last month and am working on another one for this month.

More and more one appreciates the efforts of Bernie and the other regular contributors to "The Auctioneer." Why don't each of you who read this sit down and drop Bernie a note, send him a Sale Bill, and tell him about your business. We all will be interested in hearing from you!

A very Prosperous New Year to the N.A.A. as an organization and to each and every member.

## \$28,000 Paid for Rare Silver Dollar

A record-shattering \$28,000 was paid at auction for an 1804 American silver dollar known as the "King of American Silver Coins."

The price, the highest ever for any silver coin, was paid by Samuel Wolfson, a financier of Jackson, Fla., at the Fairbanks Collection auction conducted by Stack's, numismatists of 123 W. 57th St. The three-and-a-half-hour sale was conducted before an estimated 300 persons at Steinway Hall, 111 W. 57th St.

Mr. Wolfson, who also bought three of the other four major silver dollars offered, said he was very pleased with his purchases, "although the prices were slightly higher than I expected. But I got what I came here for."

The sale was also very pleasing to Norman, Harvey and Benjamin Stack, co-owners of Stack's, who realized \$110,950 for the nearly 700 lots. Benjamin Stack had originally estimated the 1804 dollar would go for \$15,000 or "\$25,000 tops." The last previous time this same coin was auctioned, in 1954, it brought \$8,000, and in 1877, when the first record was made of its sale, it went for \$500.

Only five original issue 1804 dollars are now in the hands of private collectors although 19,570 reportedly were minted.

Some experts say the majority of the coins were never issued; others maintain the coins were lost in a shipwreck in the early 1800s. In any case, it is the coin's fine pedigree, condition and rarity that command the price.

Donald D'Amato, the auctioneer, began the bidding for the 1804 at \$16,000. Within fifteen or twenty seconds, the bids advanced in \$1,000 leaps to \$28,000 and Mr. D'Amato hammered it down with a smile. James F. Ruddy, a dealer for Empire Coin Co., Johnson City, N. Y., was the under-bidder. "It was a good buy at that price," he said, "but I couldn't go any further."

Mr. Wolfson also paid the next three highest prices in the sale: \$13,000 for an 1866 American silver dollar without motto "In God We Trust" formerly in King Farouk's collection and the only one known by Stack's to exist; \$9,000 for an 1870 'S' dollar, one of the "greatest rarities in United States coins, according to Stack's, and \$6,500 for an 1884 Trade Dollar of which it is believed only ten were struck.

The only major dollar piece which did not go to Mr. Wolfson was a 1794 silver dollar, the first year the coin was issued. It went to an unidentified collector for \$3,700. Mr. Wolfson said he did not bid because he already has a 1794 dollar in his collection.

The sale began slowly with the first lot, an 1856 Flying Eagle Cent, going for \$1,000. But Mr. D'Amato was not perturbed. He sat on a high stool, pronounced dollars as "dorllars" and half as "harf," and rattled through the lots at a 200-an-hour pace. Just before closing the bidding on each lot he would ask, "Are you done and all through?" Every one present knew exactly what he was saying, however.

It took a boy of thirteen to break the seriousness of the auctioneer's manner. Donald M. Green, of Queens, was attending his first auction. When lot 414 came up, a 1900 uncirculated barber design half dollar, the bidding went to \$15, as much as Donald had planned to spend.

But he called out, "fifteen and a quarter," and so flustered Mr. D'Amato for the moment that the auctioneer immediately hammered it down for that price, much to the amusement of the audience. It was the smallest, and most startling raise in the sale.



## IN UNITY THERE IS STRENGTH

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Whether it's on the road or in an argument, when you see red, stop!

---

Sentiment is to a marriage what good will is to a business—the intangible factor worth more than every “practical” consideration.

---

A highbrow is a man who thinks he has found something more interesting than women.

---

A politician's promise is like a bikini bathing suit—what they reveal is interesting, but what they conceal is vital.

---

A man remains wise only as long as he seeks wisdom.

---

Troubles, like babies, grow bigger by nursing.

---

Since Cuba is a small country, do you think the Cubans are suffering from Castro-phobia?

---

In this era of nuclear scares, perfumers will have to think up another word for atomizers.

---

Observe the postage stamp—its usefulness depends on its ability to stick to one thing until it gets there.

---

What a curious phenomenon it is that you can get men to die for the liberty of the world who will not make the little sacrifice that is needed to free themselves from their own individual bondage of habit and prejudice.—Bruce Barton.

---

The belief that youth is the happiest time of life is founded on a fallacy. The happiest person is the person who thinks the most interesting thoughts, and we grow happier as we grow older.

—Wm. Lyon Phelps

---

“Wives often lead double lives — their own and their husbands.” — Charles Ruffing.

---

“Some housewives go over their budgets carefully each month; others just go over them.”

---

If wives only knew what stenographers think of their husbands, they would cease to worry.

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# THE LIGHTER SIDE . . .

## ROUGH TRIP

A husband and wife were returning home from a vacation which had not been too harmonious. In fact they were still screaming at each other after they boarded the plane.

Wife: "You seem to be well known on this line!"

Husband: "What do you mean by that crack?"

Wife: "I just heard one pilot say to the other, 'we certainly took off with a jerk.'"

## SOCKS WITH DRESSING

A brand new doctor thought the patient looked normal and asked him what he was doing in a mental institution. "It's because I prefer cotton socks to woolen ones," said the patient.

"Ridiculous! That's no reason for sending you here," said the doctor. "I prefer cotton socks, too."

The patient beamed. "I'm glad to hear that, doc! Tell me, how do you like them? With oil and vinegar or just a squeeze of lemon?"

## BACK TO THE INDIANS?

An old Indian stood on top of a hill with his son, looking over the beautiful valley below them. Said the old Indian, "Some day, my son, all this land will belong to the Indians again. Paleface all go to the moon."

## HOME TRAINING

"My little Johnny is very polite," said Mrs. Jones proudly. "Only yesterday on the bus he pointed out an empty seat to a little old lady and raced her for it."

## WASTE MOTION

Granny was reminding her granddaughter to wash her hands before going to school.

"Oh, that's not necessary," the child said. "I'm not one of those kids who's always raising her hand in class."

## THE MANLY ART

Customer: "Do you have another razor?"

Barber: "Yes, sir. Why?"

Customer: "I'd like to defend myself."

## INSIDE HELP

Prospect: "Goodness—what a rundown looking shack. What in the world keeps it together?"

Agent: "The termites are holding hands!"

## SWITCH IN TIME

One of the ladies in the neighborhood had given herself a fancy new permanent. Two of her neighbors were discussing the job after she walked by. "What do you think of it?" asked the first.

"To me," said the other, "it looks like her parole came through just as the warden pulled the switch."

## OBLIGING PATIENT

Doctor: "I can't seem to find the cause of your trouble. Offhand I'd say it's due to drink."

Patient: "That's okay, Doc. I'll come back when you're sober."

## DEMON ON THE DIAMOND

Psychiatrist: What do you dream about at night?

Player: Baseball.

Psychiatrist: Don't you dream about anything else?

Player: Nope, just baseball night after night.

The doctor looking puzzled: Don't you ever dream about girls?

Player: What? And miss my turn at bat?

## WANTED: DISHWASHER

The two bachelors got off on the subject of cooking and one of them commented: "I got me one of them there cookery books once, but I never used it. Too much fancy work in it."

"How come?" asked the other bachelor. "It said, 'take a clean dish,' and that stopped me."

## SAFETY FIRST

Two explorers were deep in the jungle. "Look. Here's a lion track," exclaimed the first.

"That's great," replied the second. "You discover where he went, and I'll try to find out where he came from."



# IN UNITY THERE IS STRENGTH

---

## WHODUNWHAT

An elementary school teacher gave her small charges a lecture on the merits of brevity and then asked them to write a sentence or two describing something exciting. One of them promptly submitted the following: "Help! Help!"

---

## WRONG NUMBER

Angry wife: "One of the ducks you were out shooting yesterday called and left her number."

---

## PARDONABLE CURIOSITY

"George, I don't think the man next door likes to hear Junior play his drum."

"What makes you think so?"

"Well, this afternoon he gave Junior a pocket knife and asked him if he knew what was inside the drum."

---

## REVEILLE

A draftee after his first night in an Army barracks was shaken by his platoon sergeant. "It's four-thirty," bellowed the sergeant.

"Four-thirty," gasped the draftee. "Man, you better get to bed. We got a big day tomorrow."

---

## MAYBE IT'S LOVE

Young chap to friend: "He just doesn't plan for the future. He's getting married next month and hasn't even found her a job."

---

## NORMAL CONDITION

"Why didn't you report the robbery at once?" an insurance agent asked a woman claimant. "Didn't you suspect something when you came home and discovered all the drawers opened, and the contents scattered?"

"Not really," she replied. "I thought my husband had been looking for a clean shirt."

---

## PLEASANT SURPRISE

Upon returning to her sixth-grade class one day, the teacher found the children sitting very, very quietly at their desks. Since this was most unusual she asked them for an explanation.

Rather hesitantly, a girl said, "Well, you once told us if you ever left the room and came back to find everyone sitting perfectly still, you'd drop dead."

---

## SIMPLE DEDUCTION

The hotel clerk was losing his patience. "Look," he said, "I've told you a dozen times, we don't have any more rooms. We're full."

"If Pres. Eisenhower came in," the man persisted, "you'd have a room for him, wouldn't you?"

"Why, of course," the clerk admitted.

"Then let me have his room. He's not coming."

---

## THEN BUSINESS RESUMED

A minister phoned the Board of Health to ask that a dead mule be removed from in front of his house. The young clerk who answered, trying to be clever, said, "I thought you preachers took care of the dead."

"We do," answered the preacher, "but first we get in touch with their relatives."

---

## LOOKS DECEIVING

A fat woman stepped on the scales, not knowing they were out of order, and put in a penny. The scales went up to 57 pounds and stopped.

A newsboy standing by noticed the situation. "My gosh!" he cried, "she's hollow."

---

## SMOOTHIE

About 1900 a very respectable lawyer was filling out some insurance papers, when he came to the question: "If your father is dead, state the cause."

Unwilling to reveal that his old man had been hung for cattle stealing, the lawyer got around the problem by writing: "Died while taking part in a public ceremony when the platform gave way."

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A poor soul is the guy who starts to build a \$15,000 house with only \$15,000.

---

If at first you don't succeed, you're like most other people.

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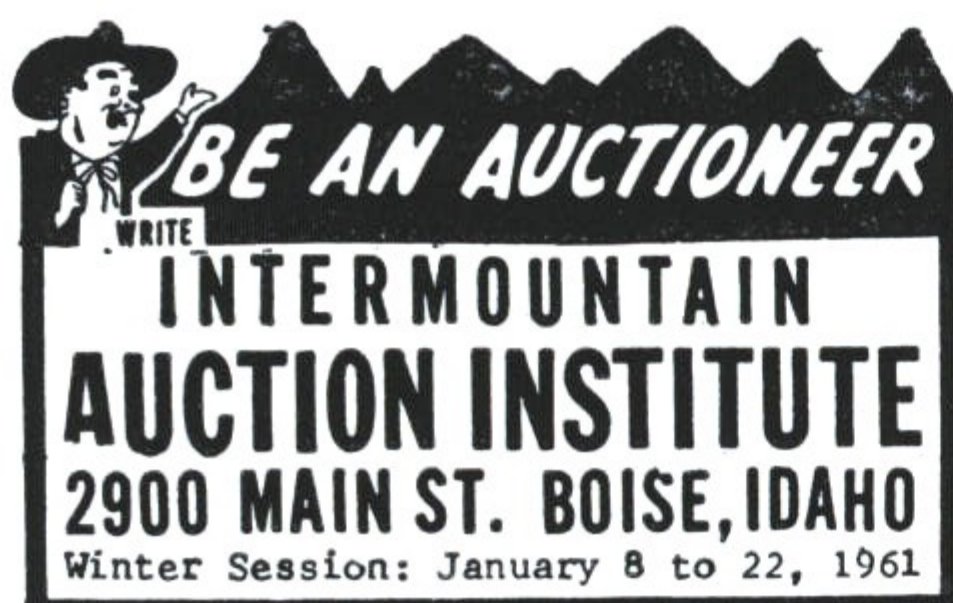
No self-made man ever did such a good job that some woman didn't want to make a few alterations.

---

The human brain is a wonderful thing. It starts working the moment you are born and never stops until you stand up to speak in public.

---





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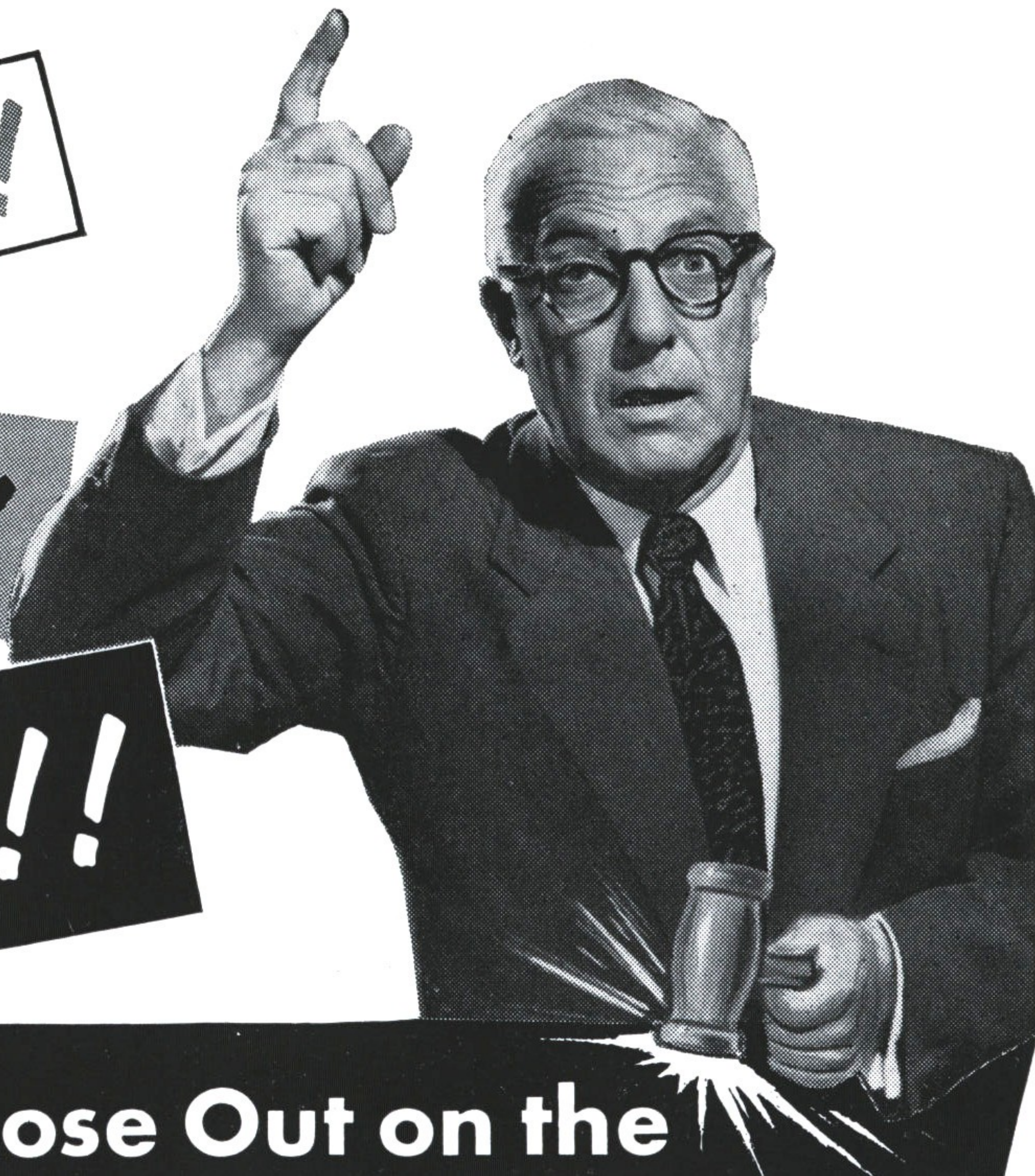
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- 1. Added Membership will make your Association a stronger influence in your community.**
- 2. Added Membership will give your Association a greater opportunity to help and improve Auctioneers.**
- 3. Added Membership in your Association will help convince members of your State Legislature, and those you send to Congress that they should vote right on issues that effect you personally—Example, licensing.**
- 4. Added Membership will enable your Association to expand its activities, with greater opportunity for all.**
- 5. Added Membership will help your Association obtain the cooperation of leaders in legislation for the protection of the Auctioneer Profession.**
- 6. Added Membership in your Association will enlarge your circle of friends and business contacts.**
- 7. Added Membership in your Association will give you greater personal security in the protective support of the Association.**
- 8. Added Membership in your Association will enable you to enjoy the storage of information and benefit thereby.**
- 9. Added Membership in your Association will assist you in any part of the country that your profession may take you.**
- 10. Added Membership in your Association will give you the prestige and influence that makes for success, elevating the Auctioneer profession, dispel unwarranted jealousy and selfishness.**