

# *the* AUCTIONEER



VOL. XV  
NOVEMBER

No. 11  
1964



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**GOING!**

**GONE!!**



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

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Frankfort, Ind. 46041

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THE AUCTIONEER is a non-profit publication 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 PUBLICATION 15TH OF THE MONTH PRECEDING 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  
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# Auto Auctions Point Toward Bright Future

"Prepare yourselves for more business," was the word given members of the National Auto Auction Association at their annual convention in New York City, Sept. 18-19, by representatives of the various manufacturers.

The auto auctioneer must prepare himself for an even more crucial role in the future, William N. Thee, Ford Division used-vehicle promotion manager, told the convention.

"The auctioneer has become an essential, integral element in the economics of automobile merchandising and, as such, has a responsibility to the industry to do his share in keeping the ball rolling," Thee said.

The auctioneer, he continued, must expand his facilities and tailor his sales methods to meet the predicted 10-million car year of tomorrow.

"The phenomenal growth of the used-car market will make it necessary to place more and more reliance on the auctioneer," Thee asserted.

Thomas A. Coupe, American Motors Corp. sales vice-president, told association members they have "an opportunity to grow with our industry."

"I don't know how many auctions are running in the country, but I'm sure there are not enough to support the activity in used cars necessary to support eight-million car years," he said.

Coupe added that too few dealers know when and how to buy and sell at auctions," and said he felt the auctioneers could do a "better job educating dealers on the value of auctions and what they offer.

"You could provide a valuable service for the industry by establishing a regular program of communication with dealers," he continued.

"Get on the phone or visit them personally. Get their confidence. Teach them to be buyers and sellers. Let them know about the protection they have at your auctions. You can teach them, and at

the same time increase your business."

Virgil E. Boyd, Chrysler Corp. group vice-president — domestic automotive, called auto auctions and used - car sales prime examples of free enterprise.

"There is a minimum of regulation and a maximum of reliance on individual responsibility," he explained.

There are three areas in which the auction field and used-car business closely parallel the classic definition of free enterprise, he said.

"First, a free system should have no restrictions on the number of people who engage in the business. The used-car man doesn't have to be franchised. He doesn't have to meet any factory requirements . . . he can start on his own, and then he can move up."

The second requirement is that prices be fully responsive to market demand, he added.

"Here the auto auction is the best case in point. Prices are freely arrived through on-the-spot competitive bidding—no minimum, no maximum, no Monroney sticker."

"Third," Boyd said, "a completely free system has no government laws or regulations controlling size, shape, price, financing, delivery, guarantee or anything else having to do with the free and open marketing of a product."

John H. Lander, Atlanta Rambler dealer and immediate past president of the National Automobile Dealers Assn., lauded the honesty and integrity of NAAA members. He recalled a bulletin he sent to NADA members a year ago:

"I can say without hesitation that if you buy or sell used cars wholesale, you should investigate the auctions near you, and if you find any that belong to NAAA, you can do business with such members without fear of bad titles, bad checks or bad cars. These operators are absolutely on the square."

Melvin E. Reid, owner of 166 Auto Auction, Springfield, Mo., was elected Presi-



dent during the New York meeting. He succeeds Larry Tribble, Southern Auto Sales, Warehouse Point, Conn., who was named Chairman of the Board for the coming year.

J. C. Clanton, Jr. Clanton's Auto Auction Sales, Darlington, S. C., was elected to the office of Vice President. Norman F. Early, Colorado Auto Auction, Littleton, Colo., was re-elected Secretary-Treasurer. The veteran past President, Tim Anspach, Albany, N. Y., is President Emeritus of the Association.

Elected to three year terms on the Board of Directors were: E. LeRoy Cox, Concord Auto Auction, Acton, Mass.; Clarence Manley, The Auto Auction, Dothan, Ala.; M. D. McCollum, Flint Auto Auction, Flint, Mich.; and J. B. Patterson, Amarillo Auto Auction, Amarillo, Texas.

Gatlinburg, Tenn., was selected as the site of the 1965 convention with a September date to be named later.

## Thoroughbreds Sold For \$17,505 Average

LEXINGTON, KY. — A golden shower of over \$8 million descended on breeders of Thoroughbred yearlings who sold in the July and September auctions at Keeneland Race Course in Lexington in 1964.

Almost all of these breeders were Kentuckians, with only a sprinkling from other states; the great majority of the buyers were from states other than Kentucky.

In the July Sales, known as "selected sales" because the yearlings were strictly limited to those chosen because of superior pedigrees and conformation, 271 yearlings sold for a total of \$4,743,800, an average of \$17,505.

In the September Sales, in which a lesser grade of yearling was sold, 978 individuals brought a total of \$3,360,800 an average of \$3,346.

Both sales are conducted under the sponsorship of the Breeders' Sales Com-

pany of Lexington, a co-operative of mostly Kentucky breeders.

In the Summer Sales, a Bold Ruler colt brought the fantastic sum of \$170,000. He was bought by Mrs. H. W. Morrison, of Boise, Idaho, and the seller was Warner L. Jones, who breeds on his Hermitage Farm at Goshen, Ky.

A Sailor colt, sold by the Little Brothers of Lexington, and a Princequillo colt, sold by Gainesway Farm of Lexington, each brought \$100,000. Both were brought by residents of New Jersey. In all, 37 colts and fillies brought \$30,000 or more each in the sales, and most of this was out-of-state money.

While these prices are certainly the exception and are scored by breeders of the finest stock, many a Kentucky farmer whose principal income lies in other products adds substantially to his income by selling moderately-bred stock in the sales.

And the yearlings that fetch the highest prices don't necessarily turn out to be the stars of the race track. In contrast, Miss Cavandish sold for \$1,500 in the 1962 sales, is only 3 years old now, and has earned \$280,000 on the track and is still going strong.

After all, Man o' War, the most famous race horse of them all, sold as a yearling for only \$5,000!



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# Farm Machinery Auctions Are Still Going Strong

By ALVIN C. BLAKE

Reprinted from Nation's Agriculture

"The used farm machinery auction market is here to stay. And it is going to get bigger and bigger," flatly declares Robert "Bob" Hale, owner and operator of Hale Auction Company, Sikeston, Missouri.

"It's the best way to get these used tractors and other machinery back on the farm where they belong," adds his brother Dave, who has his own used farm machinery business at Cape Girardeau.

The brothers operate their separate businesses but work together as professional auctioneers. They "sell anything" but most of their business is in farm machinery, farm dispersal and estate sales, and livestock sales.

Bob Hale has been in the farm machinery auction business for three years. The first year he outgrew a smaller lot closer to town.

"I bought this farm and fenced off about 20 acres for the auction lot. Then I built my pony barn with lot in the rear, thinking I had plenty of room. Now, I must expand my machinery lot and the ponies are in the way. I don't see any end to this machinery business," he explained.

What is a farm machinery auction like? What is sold? Who sells and who buys? Let's go out on the lot and take a look.

We see row after row of tractors — some 200 in all, a few assorted combines and cotton pickers; and several acres of plows, cultivators, disks and practically any kind of farm implement and equipment you can name. It is in all stages of condition — virtually junk to some that looks as if it had never been in a field (and some hadn't).

"There's no such thing as junk here," we were politely informed. "There's not a thing here that somebody somewhere doesn't have a use for. This is a market place."

Although it is a raw, wet winter day and mud is ankle deep, some 400 to 600 people are on the lot looking at the items, cranking up tractors, jotting down lot numbers.

"Most of the people here are farmers. Some have items consigned for sale, others came to buy some kind of equipment, but most of them are lookers. The rest are dealers and traders—'tractor jockeys' — and they have consigned most of the items here and will do most of the buying," Bob Hale explains.

Now it's 10 o'clock and sale time. Bob mounts the mobile sales booth, equipped with a built-in loudspeaker, and nods to the ringmen—his brother Dave and Hayward Brewer. Bob and Dave take turns at the microphone to cry the sales.

The implements and equipment are sold first and each item — everything is an "item"—is sold separately. The sale moves rapidly and seldom does the auctioneer linger more than a couple of minutes on any item. A spirit of camaraderie develops between the auctioneer, the ringmen and the buyers. The buyers poke fun, the ringmen urge and threaten with their sticks, the auctioneer whoops it up.

"Just wait till we get to the tractors. That's where the action is," we are advised.

A few hours later, we reach the colorful rows of tractors. Most makes and models are there and in all kinds of condition—refugees from the salvage yard, a few antiques, some reconditioned models gleaming with new paint, and a few "low-time" 1963 models. However, the great bulk of tractors are in the about 5-to 10-year old class with their original paint jobs.

As the line moves to the first tractor, Hale explains to the crowd:

"These tractors are all sold 'ride and



drive', unless otherwise stated. 'Ride and drive' means you can start 'em and drive 'em here on the lot. You can reject them, even after the sale, for a cracked block or defective transmission or rear end. If a tractor is sold 'as is', we so state it and it means just that. So look them over and make your bids. Now, let's get moving. What do you have, Dave?"

Dave, the rignman, whacks an unoffending Farmall idling in front of the auction booth with his stick, opens the throttle so the buyers can hear it run, then shuts it off. He has a bid and yells:

"Thousand-dollar bill!"

And off they go. The action is fast — a wink here, a nod there, the chant of the auctioneer, the alert eyes of the ringmen and watchers. Then someone winks once too often and the tractor is sold. A sense of excitement builds up as helpers and buyers start the tractors down the line. And one, by one, each machine is sold. It is dark before the last item has found a new home.

In the welcome confines of the office, we sit with the Hales and a few others.

"Most of the new tractors and equipment are sold in the better farming areas. This trend to bigger tractors and correspondingly bigger equipment has stimulated the used machinery business. Often a farmer will trade in two or three smaller tractors on a big one. There must be outlets for this used machinery and the Auction is the route much of it is taking," Bob explains.

"The new machinery dealer can move just so much on his lot. He has to get rid of the rest somewhere. He can't afford to have too many tractors of a different make on his used lot and he has to take other makes in on trades. If a new dealer stays in business, he must grow and if he grows, he is eventually going to be consigning many of his trade-ins to us," Dave adds.

"It has to get back on the farm and that's part of our job. We find a market for it, often in another part of the country. For example, not long ago I bought a one-row tractor that came off of a vegetable farm in West Tennessee. There is no market around here for that kind of a tractor. An Ohio buyer bought it at the

sale here and sold it to a North Carolina dealer at an Ohio auction. He will probably sell it to some tobacco farmer." Bob continues. "It's not unusual for a tractor to change hands a half-dozen times before it gets back in a field."

"Dealers apparently bought most of the items—tractors and implements—here today. How many farmers actually bought?" we ask.

"More farmers bought than you might think," says C. D. Vinson, a used dealer and trader from Murray, Kentucky. "I'd say 15 or closer 20 percent of the sales here today were to farmers."

"That's right," agreed the Hales. "A lot of farmers were buying today perhaps more so than usual."

"Can a farmer get a good buy here? Things move pretty fast and most farmers I know are careful and maybe a bit leery when so many professionals are involved," we observe.

"The farmer who knows what he wants and knows his tractors and equipment can do very well here. Things do move fast, and frankly, it takes guts to trade on the auction market. If I were a farmer, I'd come out, look things over and give it a try. In this business, if you make a bad deal, come back and try it again on the next sale," replies Bob.

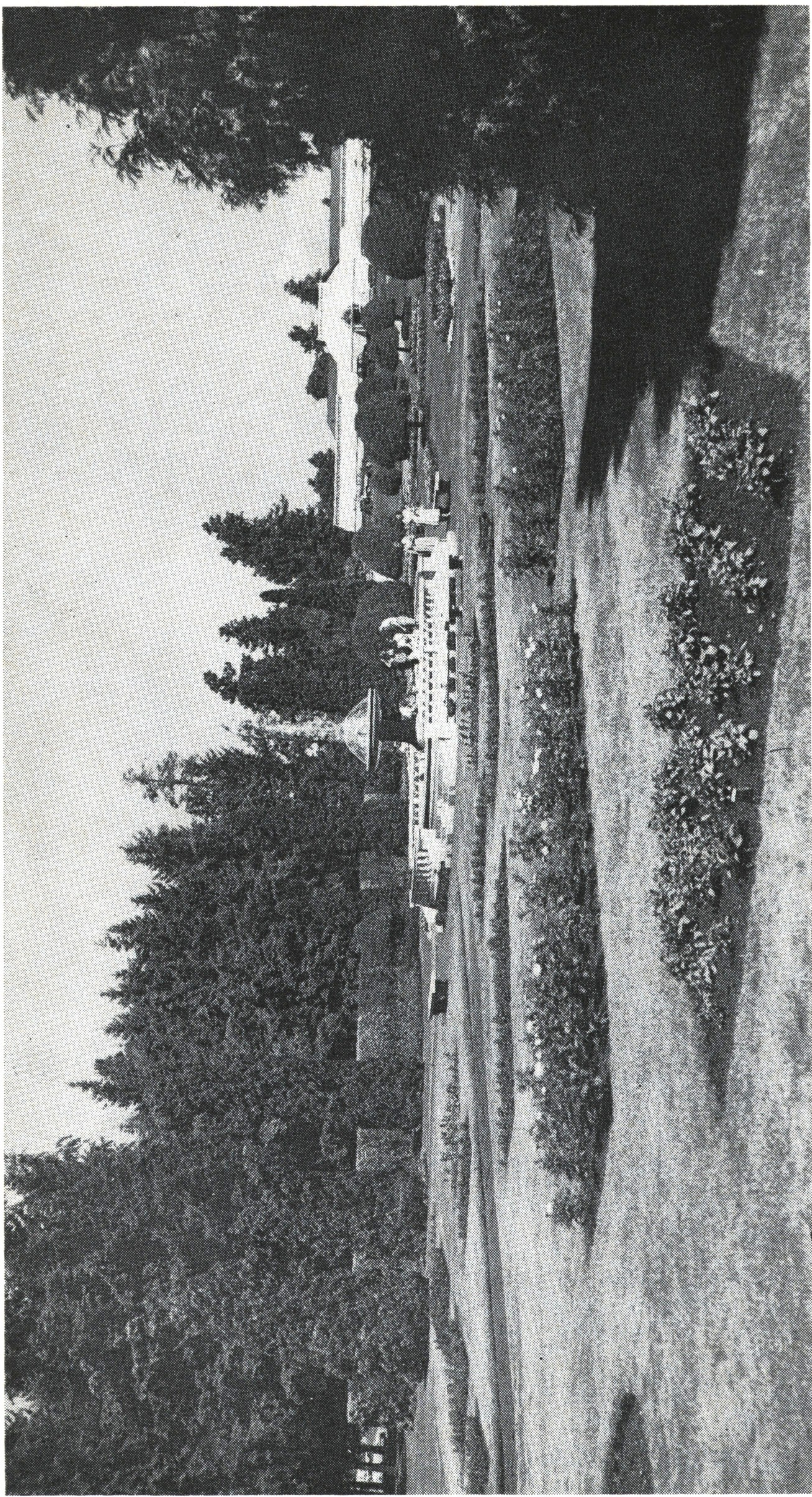
Vinson named a certain make and model of tractor and said: "This tractor reconditioned will sell on many used lots for about \$995. You can buy it here 'ride and drive' for around \$475, recondition it yourself, or have it done for about \$300, and come out pretty good."

Our question, "How well do farmers know the value of used tractors and machinery?" drew various responses, both in the office and out in the sales yard.

"It depends on where you are," said Verle Egli, a dealer from Iowa who works the auction markets all over the Midwest and South. "Farmers in some areas know machinery values as well as anyone; in other places they have little idea of what it is worth."

And so it went; some saying that farmers had little comprehension of used machinery values, others that the typical farmer knew more about it and





Beautiful Duncan Gardens with its Davenport Memorial Fountain, in Manito Park, Spokane, Washington. This is one of the city's 58 municipal parks. Auctioneers and their families from all parts of the country are now making plans to attend the National Auctioneers Convention in Spokane, July 15-17, 1965, and visit the many beauty spots of Spokane and the Pacific Northwest. (Spokane Chamber of Commerce photo.)



was a shrewder trader than he might be credited with being.

The Hales and Hayward Brewer, their ringman who is also a farmer and used machinery buyer for Hale Auction Co., were in general agreement, thusly: "We work in this business every day and about the time you think you know what any given item is worth, it will go either up or down and you suddenly find that you don't know a thing. Sure, we have general ideas that may hold up pretty well but we wouldn't bet a dime on a given day what a certain item will bring. What's a used tractor worth? The only sure way is to put it under the hammer and see."

Few people we interviewed had much use for published price lists or so-called "Blue Books" in determining used machinery values.

"Banks and loan companies may use them to establish loan values. Even there the individual's credit rating is the main thing," said Bob.

As we talked with different people—farmers, traders and dealers, auction people—we learned that there are many angles and facets to the used farm machinery business. We learned that in certain sections of the country certain makes and models are preferred. There are such places as "Farmall country," "Ford country," "Deere country" and so forth. And within these "preferred areas," certain older models bring higher prices than some later ones.

There are specialists among the used dealers and traders. Verle Egli, mentioned earlier, deals almost exclusively in used Fords and Ford equipment. "I feel that if I stick to one line that is widely used, I can keep up with it better," he explained.

Ross Landowski is a trader who operates in the Northwest Minnesota-Fargo, North Dakota area. "I came here looking for—and bought—big Deeres and Cases. These move better on the big wheat farms in my area," he said.

"Another thing which is developing rapidly is the salvage business in tractors and equipment. These salvage operators buy up old stuff which is past reconditioning and sell used parts from it. Parts like housings, motor blocks and frames may be good as new and

rebuilders are looking for them. Several of these salvage yards have already started and we will be seeing more of them in the future," said Bob.

Every first and third Wednesday from September through April is auction day at the Hale operation. Sales are held the first Wednesday only the rest of the year. However, you can buy or sell on a private basis every working day. The auction fee is ten percent on implements and equipment. On tractors and the big machines, the fee is five percent, up to \$1,000—that is, \$50 is the maximum auction fee.

Terms of sale are strictly cash, certified check, letter of credit, or "we know you." A large poster in the office lists names of people who must plunk down cash on the barrel-head—plus a few others whom they just as soon would not come around at all.

"In this business, your word and your check had better be good if you want to last. Sure, there are some sharp operators—but word gets around pretty fast and they don't last long," said Bob.

The used farm machinery auction is the free market at its freest—a place where the high dollar talks. It is also a place where the time-honored rule of the market "caveat emptor"—let the buyer beware—is assumed to be understood by all participants.

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# Our Profession's Image

By JOHN A. OVERTON

The average Auctioneer in any community is seen and recognized by more people than the Doctor, the Lawyer, or the Baker! It is more than likely that he would be recognized by name by more people than would most politicians. If he sells the 4-H sale or the F.F.A. sale or both he is known by many, many young folks as well as their parents.

If he donates his services to the various service clubs and churches, belongs to the Chamber of Commerce, and other civic groups he is probably one of the best known, most easily recognized men in his town.

He is usually the idol of most of the young people and his salesmanship and masterful handling of the public is envied by more people than he realizes. This carries a tremendous responsibility to always be in good taste and to never be in questionable places or situations.

We all have a Heritage in our profession, to try to leave a little better for having been in it.

Some auctioneers are fortunate enough to have a son growing up in the profession. We must make it a profession to be proud of, to love and serve if these young folk are to follow in our footsteps.

Over the past fifteen years one cannot help but notice the capable, aggressive, young personalities making a full time career of the auction field in many various subdivisions of our profession, and their interest and devotion is demonstrated by their increasing attendance at their national convention and their sincere efforts to better serve their fellow men.

Knowledge is an ever increasing requisite for success in any field and never has it been more necessary in the auction business regardless of the particular field. Attention to detail, even the smallest one, pays off in our profession.

We have had Auctioneers from New York, Colorado, Ohio, and Texas visit us in the past month, and we only wish every reader of this publication will take the opportunity next year of visiting our great Western Country.

Jim Messersmith of Jerome, Idaho, along with his lovely wife have graciously consented to be co - chairmen of the 1965 convention in Spokane, so you better start that savings account to make sure you and your family can enjoy an unforgettable trip and convention!

How many Auctioneers do you know who should be in our organization? How many of them would join if you asked them too? Let us make it five for sixty-five and see how many we can take to Spokane.



## NAA Member to Speak At Realtors Meeting

The New York Chapter of the Society of Industrial Realtors will be represented at the Society's annual convention at the Statler-Hilton Hotel in Los Angeles, November 5 - 10, it was announced by Chapter President Bernard P. Day.

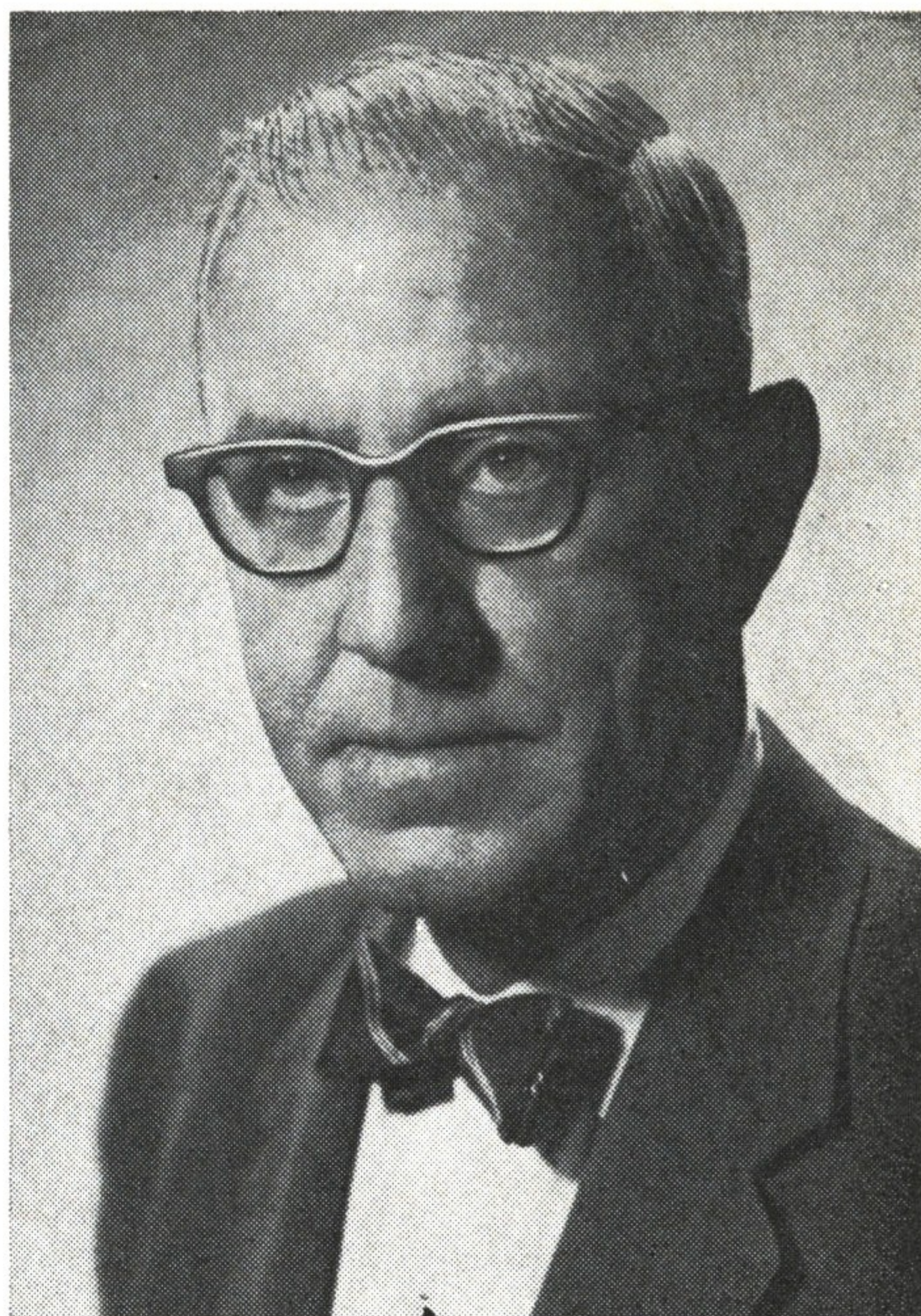
Educational and business sessions covering many aspects of the industrial real estate field will be featured at the convention, Mr. Day said; "Learning from experts at formal educational programs and exchanging ideas through informal discussions with industrial real estate specialists from all parts of the country will help broaden the knowledge of our chapter members so they can better serve their industrial clients," he pointed out.

An "Industrial Real Estate Forum" the afternoon of November 6th will include addresses by H. F. McCloy, director of the real estate division, United States Steel Corporation, Pittsburgh, "The S.I.R. and the Corporate Real Estate Manager," and Bernard P. Day, President of Joseph P. Day, Inc., New York, "Auctioneer's Place in Real Estate Today."

Eight speeches and a panel discussion on diversified topics will comprise an all-day educational workshop program November 7th, conducted by the Society's Southern California Chapter. The workshop theme is "More Alive in '65."

The highlight of the convention will be the annual Industrial Award Dinner, Monday, November 9th, when Lynn A. Townsend, President of Chrysler Corporation, Detroit, will receive the Society's 1964 Industrialist of the Year Award from Rudolph A. Peterson, President, Bank of America, San Francisco. Mr. Peterson served as Chairman of the Award Board which selected Mr. Townsend for the honor.

About 350 persons are expected to attend the sessions, held in conjunction with the convention of the National Association of Real Estate Boards. The Society is a professional affiliate of NAREB.



BERNARD P. DAY

Business sessions will include meetings of the Society's national committees on November 6th, Board of Directors on November 9th, and election of officers for 1965 on November 10th.

Delegates from the New York Chapter will be: Edmund J. McRickard of Brooks, Harvey & Company, New York and Bernard P. Day.







# Hard Work Comes Before The Glory

By COL. POP HESS

October, as of this writing, has been about as usual, warm days, cool days, some very cold and some frost. Public auctions have been numerous throughout Ohio and prices seem to be good in livestock as well as farm equipment. Many County Fairs have been held throughout the state and the last one is at Lancaster, the week of this writing, October 12 through 17. Though it is a County Fair they always have a large attendance, many exhibits and a great Junior Fair. In fact it is almost a "Holiday Week" in Fairfield County, Ohio.

In commercial cattle sales, Ohio had a record high top in a steer auction. Where all the steers of the day were selling around 20 to 23c per pound, one steer topped the auction at \$6.00 per pound. This past month, here in Ohio, we have a national farmers association with members here and there trying to withhold livestock from our weekly auctions and stock yards. This effort was most confusing, court injunctions, etc., with results being business as usual.

Back to the steer bringing \$6.00 per pound — one of the members consigned the steer with arrangements to have two other members bid him up to a high price to prove some sort of point they wanted to make. As we read in the newspapers about the sale, the two bidders planted to bid on the steer went up to \$6.00 a pound. The news item went on to say the sales management in charge of the auction stopped the sale and questioned the bidders as to if they knew what they were doing. The steer was knocked down at \$6.00 per pound and the the amazing joke — they had been bidding on the wrong steer!

The consignor is asking for the proceeds from what his steer brought and the last we heard of the event it is now in court. The question: Can he collect?

Can they make the bidder pay? So it goes. Strikes and riots can bring up many questions where there seems to be no correct answers.

As of this date, your writer is having amusement in watching our great campaign leading up to Nov. 3, when we will all go to the polls and hand down our verdict. As you receive this November issue of THE AUCTIONEER the verdict will have been annuoned unless it should come to a hung jury, in other words a tie. While this has never happened we have seen many queer things happen in politics for the first time in recent years. As of the moment we trust all is well and regardless of who wins we will again get down to business as usual and clear up many problems or wipe them off the slate for a better U.S.A.

Some fine letters from auctioneers out over the land have been received the past month. From some of the letters, states that have not as yet a state auctioneers association are getting ready to get one set up. We now have thirty states listed with their own organizations. More state associations should be set up to make our NAA stronger. It is my thinking we need good state and national groups and they will do far more good for all auctioneers and the auction method of selling than laws to govern auctioneers. With strong state associations we can take the pinch out of many unjust laws that confuse the busy auctioneer and put up a strong protest against outside interference of personal interest to tie down the auction way of selling. From it all, we need a strong effort to enroll a larger membership in state associations as well as our National Auctioneers Association.

From the October issue of this publication, I note that from the Auction School graduates pictured, some 25 new auctioneers came into Ohio. But the records



may show the retirements and drop-outs of those now listed will be of much greater number and as the months pass there will be new faces in demand as auctioneers. We read of strikes in our newspapers but this will not happen to members of the auction profession. The auctioneer in action does not have to take the wage offered but can charge according to the service he has to offer.

Let us clear the air on this point. The State and National Associations are not Union set ups as we know in labor. Their function is for better service and a wider contact of the field of auctioneers and the best manner of procedure in selling at auction.

Some months back, your writer received a letter from a young man stating he wanted to become an auctioneer and he asked many questions as to how he should proceed. The letter was quite long with many words winding up with a variety of tones. In my reply, along with some advice, I asked him this one question, "Just why do you wish to be an auctioneer and

how close has your life been associated with the farm and livestock field. (He stated this was the field in which he intended to work if he became an auctioneer.) Just recently I received his answer. He had never lived on a farm, never expected to and was not posted in livestock but he had a great clear voice and he wanted the kind of a job like a distant relative of his who rides planes by night and sells in many states, draws big fees and was living high on the hog. His bid for defense was his voice and good looks and he liked night life and big money with no hard labor. Well, my answer was not too cheerful for all the auctioneers who have that kind of daily run can tell this young man how many mud puddles he will have to jump and how much income he will need from his home base to carry him until he has completed his goal, a great, good looking, well voiced auctioneer in demand.

As for myself, I may have been a little dumb and slow to catch on but it took me ten years to get to first base and the



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next ten to prove to John Q. Public I was eligible for his consideration to conduct the class of auction that carries all the fringe benefits this young man is expecting. It so happened that I am well acquainted with the relative to whom he refers and I do know some of the hurdles he had to clear, experience he had to gain and the time it took him to become one of the leading livestock auctioneers of today. And furthermore, I know he spends little in night life, does not live very high on the hog as he is so busy making locations he really is not taking out sufficient time to eat properly for the back log of fuel to keep going. So to the young men or old, before you get farther into poverty, do not go to any Auction School or follow your own way of thinking if you expect to become overnight the auctioneer that has the gavel and does travel. For those that do there is much time and experience invested before becoming the auctioneer of that class. Yes, I know it looks glorious but the fact is he who has this glory is working hard to meet the demands on his job and be able to conduct the sale that achieves the averages per head needed to please the owners who employed his services. And all the time he is dealing with breeders of livestock who often know as much or more than the auctioneer who pounds the gavel and says sold!

Business life of the world has fast changed. Back years ago it seemed if a person was a failure at most everything he did the last resort was to find something that looked like a quick dollar with not much labor and they would try the real estate broker business, or insurance, or auctioneering. Of course few made a success unless they had a background of strong ability to work long hours and be able to live on the income while building.

Many times I have been asked the question by young and middle aged men: How is the best way to become an auctioneer? There is no real set answer to fit all who ask that question. In the general field of being an auctioneer as of this day and age is to select some Auction School you feel will be best for you. They will not make you a full grade A auctioneer nor will the folks back home all

come pounding on your door for sale dates the day you get home. But they will help you lay the foundation and provide stepping stones for progress and it is strictly up to you to build the house to complete form. You will, from your school term, if you work as hard as they do in trying to teach you what is good and what is not good in the work of an auctioneer, build your field as to size and cultivate it for a crop that will pay off and help you finally decide the specialized field you can best follow, stick to it and in time you will be an auctioneer.

Now that the NAA has observed its 15th Birthday as reported last month many of us well know the time it has taken to become a National Association with a membership of 2,000 auctioneers representing many states. It can be we are at the crossroads of gain or fail. The future of this organization rests on the shoulders of the auctioneers of the United States to support the officers in charge, to maintain more members and uphold the Constitution and By-Laws and keep the association strong.

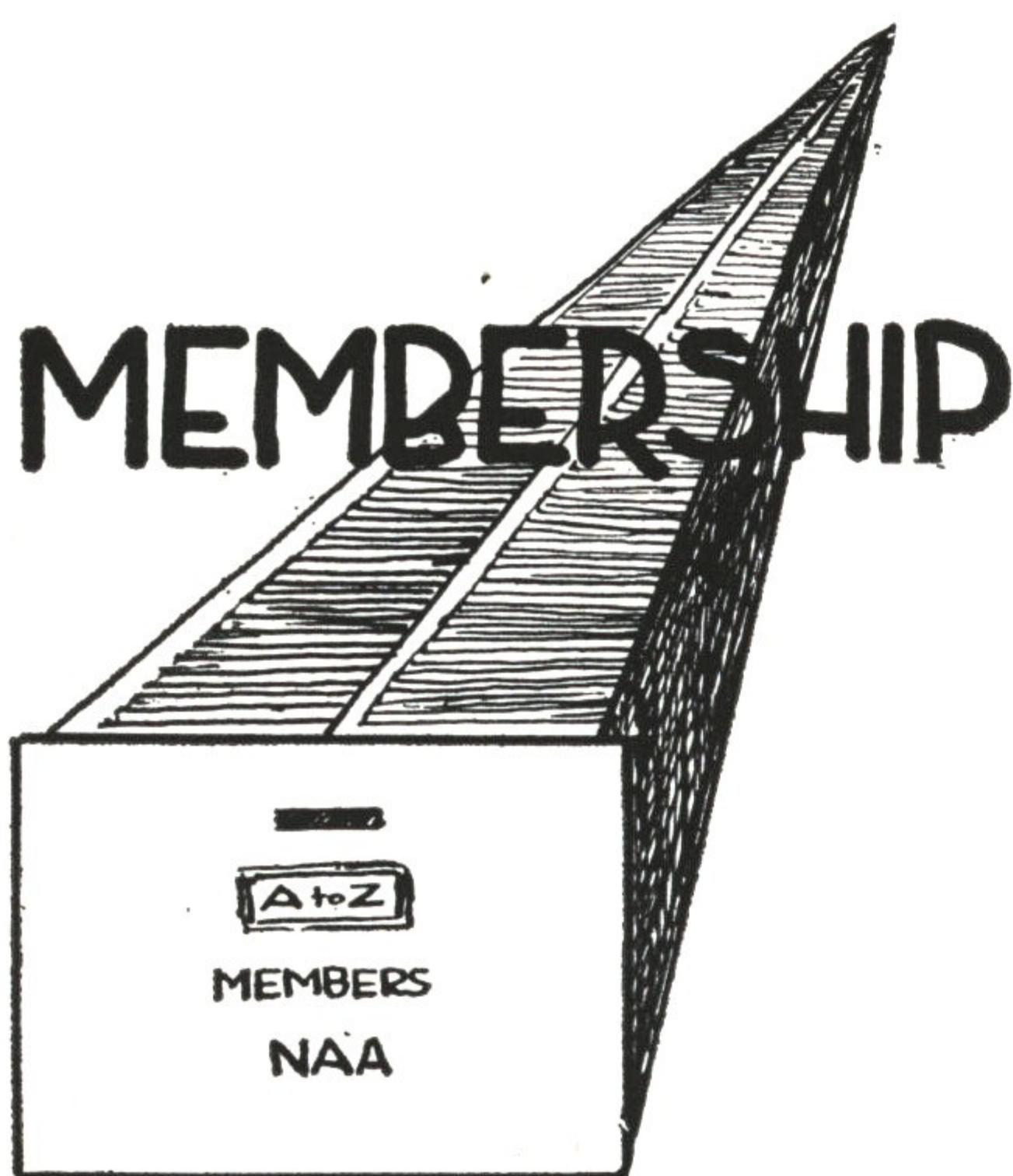
It is not unusual to have or to hear good, busy auctioneers say they do not belong or do not agree with this or that. The way to make it agreeable is to become a member and come up with a voice. Your vote can help to make it more to your way of thinking. The NAA is set up as a neutral group and can represent a group of people known as auctioneers, who today sell an ever increasing dollar volume of products. With a united membership this wonderful profession of auctioneering will never become memories of the past through efforts of special interests who may attract for personal gain. So let's stick to the slogan, "5,000 in '65" then we will maybe be half way in total of active auctioneers in the nation.

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### Simplicity

Modern war is complicated business with orders transmitted down through a long chain of command. But during the Civil War the procedure was much simpler. An Arkansas colonel with meager military training had his own method for moving his cavalry troop. First order "Prepare to git onto your critters." Second order: "Git."





*Memberships Processed  
September 16 thru Oct. 16*

Edward L. Hopkins, Massachusetts  
Robert E. Sigler, Ohio  
David Stenberg, South Dakota  
Ralph Costello, Indiana  
Joseph L. Horn, Florida  
Frank Paczkowski, South Dakota  
R. T. McClendon, South Dakota  
Donald L. Day, Kansas  
B. C. Mitchell, California  
Dick Yager, Wyoming  
George R. Morse, Kansas  
Marvin Mayer, Kansas  
Dean Kruse, Indiana  
James W. Ford, Ohio  
Pete Fowlkes, Nebraska  
Mildred Simpson, Kansas  
Paul J. Doss, Kansas  
Leonard Heidrick, Kansas  
Bob Ratcliffe, Kansas  
Ed P. Winter, Kansas  
John Kireta, Ohio  
\*Freddie Immke, Illinois  
\*Arthur O. Robatzek, Saskatchewan  
Louis C. Dell, Florida  
Phil Neuenschwander, Indiana  
Harold Kirk, Kansas  
C. G. Skiles, Kansas  
John Collins, Kansas  
Harlan Kirk, Kansas  
Thomas E. Hays, Ontario  
Bob Winton, Tennessee  
H. C. Jessee, Tennessee  
Leon Richardson, Tennessee  
George Copley, Tennessee

David H. Maxson, Ohio  
Carl E. Zimmerman, Ohio  
Ward H. Reesman, Nebraska  
William Blank, Nebraska  
R. P. Keller, Tennessee  
Fulton Beasley, Tennessee  
Frank L. Walden, Tennessee  
Mervin W. Adams, Pennsylvania  
Charles H. Bachman, Pennsylvania  
Arthur M. Benninger, Pennsylvania  
Mrs. Tom Berry, Pennsylvania  
Harold Bollenbacker, Pennsylvania  
Ammon S. Boyd, Pennsylvania  
John H. Breidigan, Pennsylvania  
Henry Brooks, Pennsylvania  
Kenyon B. Brown, Pennsylvania  
C. Morell Brown, Pennsylvania  
Ralph D. Burkett, Pennsylvania  
Ronald B. Chaffee, Pennsylvania  
Q. R. Chaffee, Pennsylvania  
William A. Cook, Pennsylvania  
Vern Cotton, Pennsylvania  
Eugene Derr, Pennsylvania  
Albert DeVore, Pennsylvania  
Arthur Drakulic, Pennsylvania  
Roy I. Ebersole, Pennsylvania  
Howard F. Endy, Pennsylvania  
John T. Ensminger, Pennsylvania  
Roy D. Fair, Pennsylvania  
Samuel Flickstein, Pennsylvania  
Lloyd Force, Pennsylvania  
Henry K. Freed, Pennsylvania  
H. L. Frye, Pennsylvania  
Rufus K. Geib, Pennsylvania  
Kenneth A. Geyer, Pennsylvania  
Paul K. Gilbert, Pennsylvania  
Paul Godshall, Pennsylvania  
Robert H. Godshall, Pennsylvania  
S. Johnny Gray, Pennsylvania  
Herman L. Green, Pennsylvania  
W. Harlan Gundy, Pennsylvania  
Howard W. Heinly, Pennsylvania  
Clay C. Hess, Pennsylvania  
Val Hochrein, Pennsylvania  
Ralph W. Horst, Pennsylvania  
Wilbur Hosler, Pennsylvania  
Clarence Huber, Pennsylvania  
Allen Jones, Pennsylvania  
Elmer H. Kauffman, Pennsylvania  
Russell E. Kehr, Pennsylvania  
Harold K. Keller, Pennsylvania  
Clarence F. Kern, Pennsylvania  
Elmer O. Kist, Pennsylvania  
Mark W. Kistler, Pennsylvania  
William Krause, Pennsylvania  
J. Omar Landis, Pennsylvania  
C. J. Leiby, Pennsylvania



H. H. Leid, Pennsylvania  
 John Lewis, Pennsylvania  
 Chester K. Long, Pennsylvania  
 Paul Z. Martin, Pennsylvania  
 Vernon Martin, Pennsylvania  
 Maude Posten, Pennsylvania  
 James W. Mohr, Pennsylvania  
 Elmer M. Murry, Pennsylvania  
 Raymond H. Patterson, Pennsylvania  
 Lee Pillsbury, Pennsylvania  
 Wayne R. Posten, Pennsylvania  
 Victor B. Rhoads, Pennsylvania  
 Ralph T. Richards, Pennsylvania  
 Wylie S. Rittenhouse, Pennsylvania  
 Woodrow P. Roth, Pennsylvania  
 Jacob H. Ruhl, Pennsylvania  
 Michael C. Schnitski, Pennsylvania  
 Carl E. Shields, Pennsylvania  
 Carl M. Shaffer, Pennsylvania  
 Harold K. Showalter, Pennsylvania  
 Marvin E. Smale, Pennsylvania  
 Albert A. Smith, Pennsylvania  
 Claude F. Smith, Pennsylvania  
 Jake Spencer, Pennsylvania  
 \*J. F. Haley, Pennsylvania  
 \*M. Mantos, Pennsylvania  
 \*James S. Garafolo, Pennsylvania  
 Hubert Nolte, Pennsylvania  
 George R. Paich, Pennsylvania  
 Frank L. Steller, Pennsylvania  
 R. M. Stewart, Pennsylvania  
 Walter J. Thompson, Pennsylvania  
 Kenneth Upperman, Pennsylvania  
 G. K. Wagner, Pennsylvania  
 William J. Wagner, Pennsylvania  
 David Weaver, Pennsylvania  
 Lester O. Weaver, Pennsylvania  
 Cloyd Wenger, Pennsylvania  
 George H. Wilson, Pennsylvania  
 Clyde H. Wolgemuth, Pennsylvania  
 Oliver M. Wright, Pennsylvania  
 Charlie N. Phelps, Idaho  
 Frank N. Taylor, New York  
 Myron Wilcox, Wisconsin  
 \*Alvin Payne, Minnesota  
 Elmer E. Galusha, Nebraska  
 Donald D. Zicht, Nebraska  
 Grant Phillips, Nebraska  
 Gerald Phillips, Nebraska  
 \*Freddie Kolb, Nebraska  
 Bryan L. Swilley, Tennessee  
 Delmus Trent, Tennessee  
 Norman C. Wilder, Tennessee  
 John P. Lewis, Tennessee  
 W. P. Drake, Illinois  
 Charles Bennett, Missouri

Vic C. Schoenberger, Kansas  
 Chester K. Bell, Wisconsin  
 Lester Senty, Wisconsin  
 L. Paul Monks, Tennessee  
 Harold Kemp, Tennessee  
 Bill Shackelford, Tennessee  
 LeRoy Jones, Wisconsin  
 Pat Egan, Wisconsin  
 Richard Kossel, Wisconsin  
 Eugene Fredrick, Wisconsin  
 Arold Peterson, Wisconsin  
 D. J. Poller, Wisconsin  
 Walter A. Zeck, Wisconsin  
 R. A. Theil, Wisconsin  
 Meyer Gronik, Wisconsin  
 Leonard Yoap, Wisconsin  
 Harold Gavin, Wisconsin  
 Fritz Koelker, Wisconsin  
 John Reilly, Wisconsin  
 R. F. English, Wisconsin  
 Don Legere, Kansas  
 Clyde White, Tennessee  
 Emil F. Iwanski, Illinois  
 Edward Duren, Idaho  
 Ivan L. Argo, Oklahoma  
 \*Kenneth Gravlin, Illinois  
 \*Bob Etherton, Washington  
 \*Willis H. McCall, Arkansas  
 \*C. G. Bryant, Arkansas  
 E. R. Harrison, Kansas  
 Ottis Kemp, Tennessee  
 Leon Ruff, Nebraska  
 Don L. Forke, Nebraska  
 \*Jim Buderus, Washington  
 John S. Kasten, Illinois  
 Avery E. Forke, Nebraska  
 Ted Augustine, Kansas  
 Bob L. Jessup, Kansas  
 M. M. Malinowski, Wisconsin  
 William A. Parks, Tennessee  
 \*Frank J. Arnold, Texas  
 \*Buck Enloe, Texas  
 \*Jessie R. Gears, Texas  
 \*Henry J. Bordeaux, Illinois  
 John E. Janes, Rhode Island  
 Paul L. Owens, Idaho  
 \*Joseph H. Miller, Idaho  
 Wayne Holly, Tennessee  
 Lester Rosen, California  
 W. B. Rose, Missouri  
 \*Lloyd Hall, Georgia  
 \*Richard E. Williams, Washington  
 Everett Yoap, Wisconsin  
 John Johnson, Wisconsin  
 Clair Kearns, Pennsylvania  
 A. L. Tremblay, Massachusetts



\*L. O. Christenson, California  
 L. T. Dickens, Tennessee  
 \*John L. Miles, Maryland  
 Gale D. Copeland, Tennessee  
 William L. Suddarth, Tennessee  
 Jacob A. Gilbert, Pennsylvania  
 \*Duane H. Geeting, Missouri  
 \*Kaye A. Wall, Idaho  
 Marvin Freeze, Michigan  
 Harold L. Steggs, Nebraska  
 Thomas J. Major, Nebraska  
 Harvey Swartz, Wisconsin  
 Stanley E. Stout, Kansas  
 J. Robert Hood, Tennessee  
 Waylan C. Dean, Tennessee  
 Chester Fiscus, Illinois  
 Billy Hobbs, Tennessee  
 Everett E. Corn, Indiana  
 Ray Sims, Kansas  
 \*Virgil L. Stauber, Jr., Wyoming  
 \*Joseph T. Egan, Florida  
 Al Cunningham, Nebraska  
 Ray Greij, North Dakota  
 \*Norman Bray, Indiana  
 Roger Willems, Indiana  
 Russell E. Lydiatt, Nebraska  
 Bill Daniel, Tennessee  
 C. W. "Pete" Slater, Illinois  
 \*Ronald R. Lobner, Kansas  
 Marvin Spitsnogle, Nebraska  
 Larry Walthers, Nebraska  
 Walter Murphy, Indiana  
 Roger A. Hollrah, Missouri  
 \*Jay H. Duford, Michigan  
 Albert Decker, Idaho  
 \*Arthur Schmierer, Idaho  
 L. M. Hocker, Pennsylvania  
 \*Eugene M. Cochran, Indiana  
 Vincent J. DiGiacobbe, Ohio  
 Wayne H. Ytell, Missouri  
 Johnnie Midgette, Virginia  
 Ralph A. Weschler, Dist. of Col.  
 J. L. Judy, Kansas  
 Charles J. Fischer, South Dakota  
 Thomas E. Carpenter, Minnesota  
 Thomas H. Dent, Ontario  
 Edward A. Eagles, Ontario  
 \*Howard Evans, Missouri  
 \*Theodore J. Kues, Illinois  
 \*L. Mahlon Clancy, Colorado  
 \*Ralph Morrison, Texas  
 \*John Carlile, Texas  
 Leonard Sheinfield, Massachusetts  
 \*Grace Lichtensteiger, Indiana  
 Herman Borress, New York  
 Richard C. Wright, Virginia

\*J. D. Vaughn, Virginia  
 M. B. Cline, North Carolina  
 Robert R. Mendenhall, North Carolina  
 A. A. Bentz, North Dakota  
 Fred W. Radde, Minnesota  
 C. M. Carter, Sr., Kentucky  
 J. C. Carter, Kentucky  
 (\*Indicates new members)

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## Missourians Have Enjoyable Meeting

By ROGER HOLLRAH, SECRETARY

Members of the Missouri Auctioneers Association held their Annual Fall Meeting in Jefferson City, Sunday, October 18. Beautiful fall weather prevailed and this may have held down attendance as traffic was heavy in many parts of the state with families enjoying the beauties of nature this time of year.

However it was an enthusiastic group that gathered at the Missouri Hotel and while attendance was not the best it was felt by those present that it was one of the most interesting meetings held by this group in recent years.

A Smorgasbord Luncheon was enjoyed by all in attendance following which President, Don Albertson, presided over the meeting. Tony Thornton, Springfield, gave an interesting report on the 1964 National Convention at Des Moines, with special emphasis on the part played by Missouri auctioneers with special reference to the Fun Auction and the Breakfast Meeting of all those from Missouri.

Bernard Hart, Secretary of the National Auctioneers Association, addressed the group in regard to progress of the NAA and its present status. Featured speaker of the afternoon was Reverend E. E. Post, Chaplain of the Kansas State Prison, who gave an interesting account of life behind bars and what causes these men to be in prison.

A musical group from Grand Ole Opry provided entertainment. All in all, it was a well rounded program and those who missed were the losers.



## What Does A State Auctioneers Association Have To Offer?

Following is a reprint of a Bulletin distributed by the Maine Auctioneers Association. Many of its objects and principles can be adapted for use in other similar organizations.

### LET'S CONSIDER —

Joining the MAINE AUCTIONEERS ASSOCIATION, a statewide organization dedicated to the upgrading of the profession throughout the state. In our 10th year, we now number about 35 members, all of whom have indicated their desires to extend to you a cordial invitation to consider affiliation with the Association.

### WHAT WE DO?

Well, the paragraphs below will go into more detail, but in general let's say that we get together three or four times a year for a rip-roaring good meeting after a feed, with a real good time and exchange of ideas. Sometimes we have an outside speaker on laws, taxes, etc. and sometimes we just discuss our own problems and procedures. And, we might say, everybody has his own ideas. Once in a while some member invites the whole gang to his house for dinner — no absentees that night.

### EXCHANGE OF IDEAS —

We've already touched on this point. You'd be surprised at how much selling info you can pick up just by talking with the others in the profession. And there's no holding back because one man is afraid somebody else will steal one of his secrets. It's a give and take proposition for everybody.

### LAWS —

Every once in a while some group in the State is trying to put thru a law that will affect your activity. The Association tries to keep abreast of these developments, both to keep members informed, and as right now, develop new revisions that will improve our own status as Auctioneers after next years legislature finishes its business.

### UPGRADING THE PROFESSION —

All auctioneers in Maine, whether members of the Association or not, try to do a good job. They try to give full value to their clients, satisfaction to the buyers, and build up the profession. As members you will have the opportunity to help promote the formal ethics, policies, and procedures which go to help all in the business. All of this creates a better image about auctions and auctioneers in the mind of Mr. Average Maine Citizen.

### BULLETINS —

Frequently, there are problems that come up at meetings, or perhaps a member runs into something, just before or just after a sale that needs clarification. The Association then makes every effort to get a ruling from the Secretary of State, or an opinion from the Attorney General to pass along to members by telephone—or by bulletin if the answers apply to all. Bulletins are sent out reasonably frequently, and the Association is now considering mailings even more often.

### CONGENIALTY —

Perhaps one of the greatest benefits accruing from membership in the Association is the down-to-earth friendships that are made. Some would call this a valuable "fringe benefit." Others would say they just like to gab with others "in the same boat." And there are no stuffed shirts in the gang. At the end of the first meeting you'll be calling everybody by his first name whether he's been in the business for 20 years or just 1964.

### OUTSIDE ASSOCIATIONS —

Several times a year there are opportunities to go to other states to participate in the meetings of our sister — or brother — organizations in New England. We get together in a few cars and caravan down to New Hampshire or Massachusetts for a good meeting and discussion of common problems.



## Charles Sherlock Taken By Death

On Thursday, September 24, a prominent family, a large community, and the auction profession were saddened by the passing away of Col. Charles Sherlock of Castle Rock, Colorado. We extend our sincere Christian sympathy to his widow Donna, his father and mother, Col. and Mrs. Ernie Sherlock of St. Francis, Kans. and to the other relatives. Charles was a great asset to the auction profession. His pleasing personality was unsurpassed, his dedication to his profession was outstanding. He will be greatly missed by a large number of people who learned to know him, for knowing was to love him. He will live in the hearts of many for years to come.

**FRED J. RAMAKER**  
President  
Colorado Auctioneers Assn.

Charles Edward Sherlock, son of Ernest and Edith Sherlock, was born January 9, 1927, at St. Francis, Kansas, and passed away September 23, 1964, at Castle Rock, Colorado, at the age of 37 years, 9 months and 14 days.

Funeral services were held September 26 at St. Francis of Assisi Catholic church, Castle Rock, with Father Thomas McMahon offering the Requiem Mass. Interment was September 28 at St. Francis, Kansas, cemetery.

He attended the St. Francis schools before entering the Navy in March, 1945. After serving overseas, he graduated from Bremerton, Washington, High School, and returned to Kansas after his discharge in 1946. He attended Kansas State University for two years before graduating from Reppert School of Auctioneering, Decatur, Indiana, in 1948. He then was associated with his father in auctioneering and general livestock business.

On August 19, 1949, he married Dona Roe Waters, at St. Francis, Kansas.

He became Herdsman at the John R. Cummings and Son ranch, Elizabeth, Colorado, in 1954, and then moved to Castle

Rock in 1956. At Castle Rock he practiced the auctioneering profession as his health permitted.

For several years at Castle Rock, he was active in various organizations and community projects. Some are Douglas County Fair Association, Douglas County Sheriff's Posse, and was instrumental in organizing the Douglas County Little League Baseball program.

In addition to his wife, he is survived by his father and stepmother, Goodland, Kansas, a sister Mary, Longmont, Colorado, a stepsister, Jenice Wellons, St. Francis, Kansas, two brothers, Frederick, St. Francis, Kansas, Philip, Englewood, Colorado, four nieces and eight nephews, and many other relatives and friends.

## Parke - Bernet Sales

Following is a list of auctions scheduled by Parke-Bernet Galleries, New York City, to take place during November:

Nov. 5 — Notable Oriental Art, the property of Tonying and Co., Rathbun Willard and Mme. Wang-Tsung Chen.

Nov. 7 — Antique and other Rare Rugs, assembled by Ohan Berberyan.

Nov. 10-11 — Books and Manuscripts from the library of Arne Pettersen, Tuckahoe, N.Y.

Nov. 12 — Valuable Diamond and other Precious Stone Jewelry from the Estate of the late Alice Gelder and other sources.

Nov. 13-14 — Fine French and other Furniture and Decorations, property of Marquise De Rosanbo and others.

Nov. 17 — American Historical Books and Manuscripts, property of The Hermitage Foundation.

Nov. 18 — Valuable Modern Paintings and Sculptures from the Robert Q. Lewis and other collections.

Nov. 20-21 — French and English Furniture, fine porcelains, silver, Tiffany glass, paintings and rugs, from the estate of the late Bertha R. Conyningham.

Nov. 24 — Furniture and Decorations, Paintings, Jewelry, for the Benefit of Irvington House.

Nov. 27-28 — Oriental Art from various owners.



# Netherland Flower Auction

Reprinted from Christian Science Monitor

I often think of the freesias I used to get every winter as a young girl in Holland. The many florists' windows would be filled with them: white, purple, and yellow freesias, next to many other flowers. What a fragrance, as soon as they were placed in a warm room! I never could resist the temptation to buy a small bunch of freesias.

Indeed, flowers in the Netherlands are unique at any time of the year! When spending the holiday season in Holland a few years ago, a brother-in-law, active and well-known in the horticultural field, treated us to a visit to the Aalsmeer flower auction, which is the largest of that kind in the world. We left before dawn from The Hague to get to the brick auction building in Aalsmeer in time, for the auction was to start at 7:30 a.m.

Aalsmeer, a small town of about 13,000 people, is a center of flower culture. Located close to Amsterdam, south of Holland's international airport Schiphol, it is easily reached. Flowers and plants are daily shipped and flown to almost all countries of the world.

Aalsmeer might very well be called a glass-village; its glass flower-houses are stretched for miles. In fact, the greenhouses in Oalsmeer cover 320 acres of ground. As Holland's flowers are unique, so is this Dutch auction with its efficient methods. Here at the "Central Aalsmeer Auction" cut flowers as well as potted plants are put on the market daily. They enter the great halls of the building on barges, in trucks, and by bicycle. Once inside the building the flowers are placed on flat carriers which will carry them into the auction hall itself.

To get to the actual auction hall, we walked between long rows of carriers covered with lilacs in several shades of purple and white, roses, carnations, cyclamen, tulips, chrysanthemums, and many more. There were many kinds of potted plants of which I do not even know the names. It was an unforgettable sight!

We climbed a few staircases and entered the auction hall from behind the highest and last row of seats. We sat down on one of the highest seats and looked down on the flower-covered carriers. Opposite us was an enormous clock — about 6 feet in diameter — showing a circle of numbers running from 1 to 100. These numbers represent Dutch guilders. Inside this circle the clock's face is filled with numbered lightbulbs. These numbers correspond with the one attached to the seats. The clock has one hand. How a sale is made was explained to us in this way.

The man standing next to the flower carrier holds up a sample of roses while he describes its qualities. The clock-hand then starts to move counter clockwise, starting at 100, until it gets to the amount the interested buyer is willing to pay, at which moment he presses the pushbutton in front of him on his seat. Let's say he is sitting in seat number 25. At once the lightbulb No. 25 lights up on the clock's face and the clock's hand stops. Buyer on seat No. 25 has purchased the bunch of roses. There is never any doubt about it, as all this happens automatically and accurately. To the left of the clock is a booth where the Auction Master and his assistants take note of the proceedings on the clock's dial.

## Auction Marks Close Of 50 Year Career

Reprinted from THE SAGINAW  
(Mich.) NEWS

SAGINAW, MICH. — The auctioneer's hammer rapped a finale to the 50-year downtown business career of Clifford Cosgrove Macomber, retiring on the threshold of his 92nd birthday.

NAA member, Fred Smiley of Saginaw, was the auctioneer in charge of the sale.

Age had nothing to do with his decision to sell the stock and fixtures of his office equipment store, where he'd been 34 years.



The quarters he had occupied are part of the Roberts Hotel building, known as the Sherman House in the old Saginaw days of gas lights and lumber tug whistles on the river, and when the biggest excitement downtown was fire or a runaway horse with careening buggy in tow.

As a boy and youth, Mr. Macomber knew that Saginaw era. He recalls the Sherman House; lumberjacks and rivermen who shouldered their way in for a place before its carved mahogany bar, and the more sedate of the frock-coated gentry who stayed there.

What used to be the Sherman House is one of a group of buildings in the area being acquired by the City of Saginaw. They are to be torn down and the space converted to off-street parking lots.

Macomber doesn't care to discuss the project as to worth or municipal foresight. He only makes it plain he wouldn't have sold out and retired from doing business on that corner just because he'll be 92 Sept. 27.

"I got to thinking that, if I decided to re-establish my business somewhere else, I might just get well started and the Lord would tell me it was time to go."

Born on a farm near Freeland, he remembers when some neighboring farmers used oxen in the field. In the Saginaw logging days he knew as a boy, he and his friends sometimes couldn't skate in the winter on the frozen Tittabawassee River.

"Quite often," he said, "there'd be too many logs frozen in the stream and we had to skate somewhere else."

He knew Freeland's legendary "Ma" Freeland, hotel owner and friend of the loggers and rivermen, for whom the town was named.

## Perfectionist

(Wilferd A. Peterson in Friendly Adventure).

Years ago when George Bernard Shaw heard the young Jascha Heifetz play the violin he sent him the following note: "Young man, such perfection angers the gods; you should play one or two wrong notes after each performance to appease them."

The few wrong notes played by the

great and near-great on the violin of life bring them down to earth and make them human. It is good to strive for perfection, but the fact that we all fail to reach it is what makes us brothers.

Perfection in machinery is desirable and necessary. But in men it makes them cold and hard. The man who never made a mistake would have few friends. Little tin-gods who strut the earth are never popular. Men who reach true greatness have great hearts as well as great minds.

The fact that Heifetz practices long hours each day indicates that even he hasn't attained perfection to his own satisfaction. When a man attains perfection he's through. There are no more stars to reach for. Striking wrong notes is what keeps us going. There is always room for improvement.

## NAA Members Make Fortune Magazine

Readers of FORTUNE magazine have been exposed to the auction method of selling in at least two recent issues of that elaborate publication.

In June, an article featured Winrock Ranch and Winthrop Rockefeller of Morrilton, Ark. Col. Walter S. Britten, immediate past President of the NAA was pictured on the auction stand conducting the annual sale of Santa Gertrudis cattle at Winrock Ranch. The article also described the auction which resulted in an average of some \$3,000 per head.

Col. Edward Krock, Worcester, Mass., along with his business associates were subjects of a feature article in the September issue. Col. Krock has made quite a penetration of the financial world and some of his achievements have been mentioned in past issues of "The Auctioneer."

The NAA is proud to have men like Cols. Britten and Krock among its membership which adds further proof to our claim that members of the National Auctioneer Association include the top men of the profession.



## Livestock Auction Volume Increased

KANSAS CITY, MISSOURI — 122 livestock markets in Kansas sold for consignors a record high of 4,036,348 head of livestock by auction during the fiscal year ending June 30, 1964. During 1957-58, 132 markets in Kansas sold 2,486,939 head. The seven year growth in volume represents a 62% increase by 10 less markets.

The comparisons were released by the Certified Livestock Markets Association from figures compiled annually by A. G. Pickett, State Livestock Sanitary Commissioner, from livestock inspections made at the markets.

Not included in the total is the volume sold at Kansas City, Wichita and Parsons markets where auction selling services are performed in conjunction with private treaty selling by commission firms but inspections are made by federal veterinarians.

The 1963-64 record total is made up of 3,002,350 hogs, 63,355 sheep and 12,640 horses. This compares with 2,871,930 cattle, 935,904 hogs, 63,939 sheep and 11,380 horses sold in the 1962-63 fiscal year.

70 of the 122 Kansas livestock markets are CERTIFIED LIVESTOCK MARKETS, qualified as such by the trade association and making up the Kansas Livestock Markets Association. These 70 markets sold slightly over 80% of the current total volume.

## Certified Market Directory Released

KANSAS CITY, Mo. — A current directory of the livestock industry's nearly 900 CERTIFIED LIVESTOCK MARKETS, listed by name, location, ownership and days of sale by auction, by states, has been completed and is being distributed, according to information released by the business trade association of those markets.

The announcement states that the purpose of the director is to more widely acquaint both buyers and sellers with competitive livestock market services available throughout the nation and to

stimulate business confidence in the financial responsibility and productive value of such services.

Preceding the listings, the directory contains a reprint of a Public Pledge established as a summary of the strict Code of Business Standards by which CERTIFIED LIVESTOCK MARKETS qualify as such and become entitled to use of the trade-mark identification.

C. T. 'Tad' Sanders, general manager of the trade association, stated that "the directory depicts the expansive growth of public livestock market businesses throughout the nation to the present point of ready accessibility to, and free choice of, such services by all livestock owners."

Copies of the directory are in the hands of all CERTIFIED LIVESTOCK MARKET owners, but additional copies may be obtained from the Certified Livestock Markets Association upon request to its offices at 320 VFW Bldg., Broadway at 34th, Kansas City, Mo. 64111, at \$5.00 per copy.

## "William Shakespeare Goes To An Auction"

By David Deutsch, Brooklyn, New York  
"To shake the head, relent, sigh and yield."

Merchant of Venice.

\* \* \*

"Indeed I bid the vase for Proteus."

Two Gentlemen of Verona

\* \* \*

"Thou has no speculation in those eyes."

Macbeth

\* \* \*

"Upon what bargain do you give it to me?"

Comedy of Errors

\* \* \*

"My ear should catch your voice, my eye your eye."

Midsummer Night's Dream

\* \* \*

"Meanwhile, here's money for thy charges."

Titus Andronicus

\* \* \*

"That if he overhold his price so much,



we'll none of him."

Troilus and Cressida

\* \* \*

"And when I rear my hand, do you the like."

The Tempest

\* \* \*

"You have paid too much."

Cymbeline

\* \* \*

"Come, deal justly with me."

Hamlet

\* \* \*

"What, no attendance?"

Taming of the Shrew

\* \* \*

"Go, do our bidding, hence"

Winter's Tale

## Is A New Law Really Needed?

An expensive new saddle is not always the best way to cure a sore-backed horse. Often a tighter cinch, a little salve, and more careful riding will do the job. In a pinch, a new lining might be more practical than a new hull.

It is like this with our laws. Too often the superficial answer to a problem appears to be a new law or more laws. We forget that just the existence or enactment of a law does not necessarily do anything. Laws establish authority to provide services or regulation. They have to be administered properly and have the desired purpose.

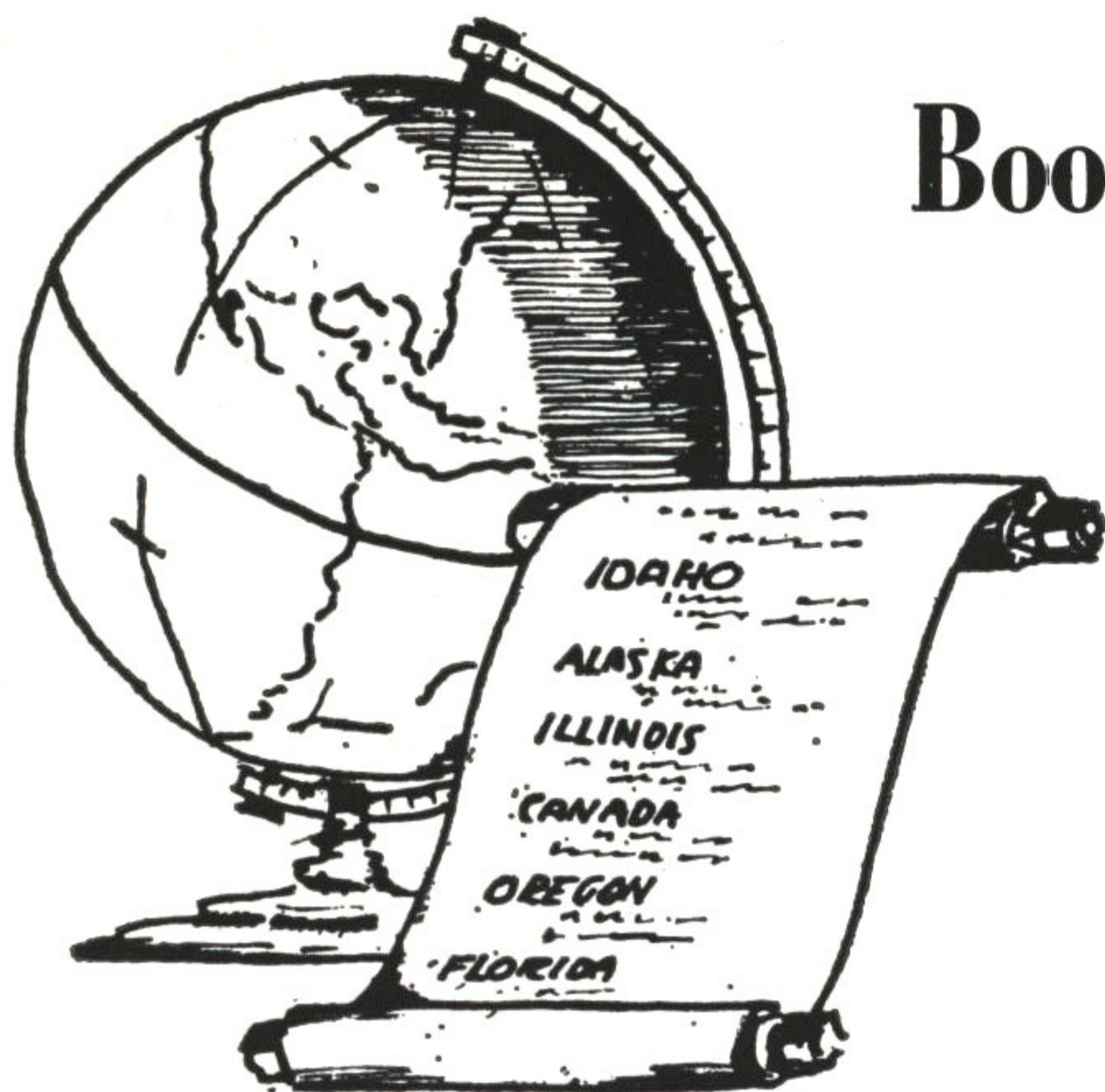
Laws provide signposts which point out directions, but they are not intended as props to support special interests or to take the place of the enforcement of the laws we already have. This means that the lawmakers have a responsibility to the people they represent to give careful consideration to all proposals which come before our legislative bodies.

They are expected to apply strict standards of measurement before new statutes are given the recognition to be printed in our official law books. Perhaps most important would be the determination of the necessity and usefulness of every bill. Too often laws get by because of absence of opposition or attention rather than because of broad support from anyone. There is a tendency to accept a bill just because a minority group or even a few individuals are actively pushing it as long as no one else expresses opposition.

No law belongs on the books unless its merits can be demonstrated and some genuine support and interest shown. It is the proposals that attract wide interest which receive the most attention. If they do become law, not only the legislators but the interested public also have given thought and consideration to the purpose intended.

Laws need public support and understanding if they are to work. This can never be accomplished unless every effort is made to familiarize everyone concerned before a final decision is made. We can hope that every proposal will be examined carefully and that one of the most important tests be clear answers to the questions — is this law necessary? Will it work? — Ralph Miracle in *The Montana Stockgrower*.





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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**

---

## **Six Reasons Why People Join Professional And Trade Associations**

- 1. They want to improve the industry and their own business methods.**
- 2. They believe in the association and its objectives.**
- 3. They want to use the services of the organization.**
- 4. They appreciate contacts and companionship.**
- 5. They want to be informed on trade matters.**
- 6. They want to work with competitors on mutual problems.**





Officers, Board of Directors and Advisory Council, Ohio Auctioneers Association, 1964. Front row, left to right: Van Smith, Al Rankin, Newt Dilgard, Herb Bambeck, Howard Jewell, Hobart Farthing and Hubert Amos.

Back Row, left to right: Gene Slagle, Emerson Marting, Tip Erlenback, Howard Overmeyer, Jim Patterson, Roger Wilson, Walter Hartman, Dick Babb, Ford Good and Don Stafford.



# THE MEMBERS SAY . . .



Dear Bernie:

Enclosed you will find another year's dues for which I am grateful in having the opportunity to belong to such a great organization and receive THE AUCTIONEER. I read it from cover to cover and I believe it has been helpful to me in making decisions as I go along with my work.

Having read of the outcome of the Convention in Des Moines, I know I missed a great meeting. We had the pleasure of attending last year in Cincinnati, and we enjoyed every day of it. Perhaps we can make it next year.

Hope to see you in Spokane in '65.

Sincerely, yours  
John Kireta  
Beloit, Ohio

\* \* \* \*

Dear Mr. Hart:

I was more than pleasantly surprised to read in "The Auctioneer" that Spokane was selected as the site for the 1965 National Convention. Perhaps it's because I consider myself a Westerner, having worked in eight western states and only in one state east of the Mississippi River. Anyway I am looking forward to attending this convention. Even made up a little ditty of my own which with a few changes may be appropriate for the Spokane area. Here it is:

Out where the west is best

Where you can play and rest.  
You'll find that right out here  
Life gives you what's most dear.

It's hard to say goodbye  
To all this beauty here.  
No matter how you try  
You'll want it to be near.

Well it sounds better with the music, especially with men singing it.

The main reason I am writing this letter is this: Would or has the association right now any educational information available which perhaps could be used in Newspapers thru out the area to promote "Auctioneering" in a practical manner? Perhaps some papers would print such brief items as a public service, or if not, then local auctioneers could perhaps incorporate it in some of their advertising. I can think of many good thoughts, arguments, etc. of an educational nature that would help to create a better image of an auctioneer in the public eye. But I would not wish to use it without the approval of some one who is experienced with the public relation aspects of auctioneering. Then too I assume that the association has already suitable material available (superior to mine) that would help the general public to understand the auctioneering profession better. Please let me know if there is any such material available to members for local use as I indicated above. Thank You.

Sincerely yours,  
Henry Polsfut  
Sawyer, North Dakota

\* \* \* \*

Dear Bernie:

Being in the auction business since August 1959 "Reisch Auction School" I have started an auction house on my farm. It is a building 50 x 80. I have community sales. People are starting to bring their entire household here instead of the auction in town. We hold the sales on Saturday nights. The attendance has been very good. We have an average of 450-500 at each sale this summer. I try to hold them every two weeks.



This summer I have been doing some work on the auction huose, new cement floor, and a new platform for displaying furniture. It is a lot of work but very interesting and the people of the community have told me they are glad someone started an auction house for disposing of their personal property the auction way.

Yours truly,  
Donald J. Poller  
Platteville, Wisconsin

\* \* \* \*

Dear Bernie:

I will send in my dues for 64-65. I am sorry that you had to remind me of my dues. I have been terribly busy the past month. I was selected to sell the school where I started to school. I sold out the school supplies and then sold the building. The building sold for over \$15,000. One week later I sold out another school. So you see I have been rather busy. I did this along with my regular work. Enclosed you will find \$5.00 for my name to appear on the booster page.

Yours Auctioneeringly,  
Ivan L. Argo  
Hollis, Oklahoma

## Extended Service At Wichita Stockyards

Another new service at the Wichita Stockyards became effective Monday, August 10, 1964.

Special load-lot stocker and feeder auctions in the air - conditioned Auction Pavilion will be held every Monday beginning at 1 p.m. These sales will feature large consignments with minimum drafts of 10 head of replacement cattle and calves, with reduced marketing charges on consignments over 50 head. Pooling of shipments are permitted if all consigned in one name.

This type of sale will attract many large volume buyers and will offer to both the seller and the buyer access to a most competitive market, stockyard officials said. Complete details concerning these special load-lot sales are available from the Wichita Commission Firms, The Wichita Livestock Exchange Assn. and The Wichita Livestock Market Foundation.

## REWARD!

We will pay a worthwhile commission for any leads resulting in the purchase of paintings, bronzes and watercolors, etc. If you come upon any works-of-art you do not wish to buy or stock, our representative will call anywhere in North America, and payment will be made immediately.

A particular want is anything of AMERICAN, HISTORICAL INTEREST, especially subjects relating to the American West, such as the Cowboy and Indian, Western landscape, etc., by artists such as Remington, Russell, Schreyvogel, Kreighoff, Bierstadt, Catlin, Homer, Harnett, and lesser known artists. Also, American and Canadian artists of the 19th century school.

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## Colorado Auctioneers Association

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133 East Fourth St., Loveland

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416 Dundee Ave., Elgin  
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## Indiana Auctioneers Association

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211 N. Cedar St., Auburn

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# THE LIGHTER SIDE . . .

## THE SHOW'S OVER

A man was at home with the flu one day when a moving van pulled up in front of a vacant house across the street and started unloading. His wife sat down by the window and watched, and from the slight agitation of the curtains at other windows he knew the neighbors were watching, too.

After about an hour, he heard his wife say, "Oh, look, the man is taking a great big piece of white cardboard out of the van. I wonder what that can be?"

He wandered over to the window just in time to see a mover suddenly hold up a sign reading: THAT'S ALL, LADIES.

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## CAN'T WIN

A pessimist stepped on the penny scales and read this horoscope: "Make three new friends and see what happens." So he went out and made three new friends and sure enough, nothing happened. Now he's complaining that he is stuck with three new friends.

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## POOR ODDS

Said the old lady to the small boy smoking cigarettes: "you had better stop doing that or you will never become President."

Said the small boy to the old lady, "Oh, that's all right. I'm a Republican anyway."

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## CITIZEN

He tosses beer cans out the car window, drops gum wrappers in the gutter, plants auto graveyards along highways, hides a mountain and meadow with a billboard selling laxatives, then stands up at his civic club meeting and, with a lump in his throat, sings "America, the Beautiful."

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## EFFECTIVE

A farmer who was highly irritated by drivers speeding by his farm, endangering his family and livestock, put up a huge sign nearby which slowed the motorists down to a crawl:

In big letters it read:

"NUDIST CAMP CROSSING HERE!"

## CHAIN REACTION

While stationed at Pearl Harbor during WW II, a sergeant and a buck private were court martialed for striking an officer.

Asked for his reason for committing such an act, the sergeant explained that the major had stepped on his sore foot while passing down the line of review. "Instinctively," said the sergeant, "I threw up my guard — as anyone would — and let him have it before I realized what had happened. It was an accident, I can assure you, sir," added the sergeant.

The buck private, when asked for his explanation, replied, "Well, you see sir, when I saw the sergeant hit the major, I thought the war was over."

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## FAIR NOTICE

Ad in Texas newspaper: Notice—Large brahma bull has wandered into my pasture, whipped my little bull, torn down miles of fence, made a nuisance of himself in general with my young black angus heifers, also put me up a tree, kicked my leopard dog's eye out.

If the owner doesn't get this critter by next week end, the general public is invited to a Bar-B-Que.

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## NO HURRY

A pretty young secretary got tired of standing up on the bus every morning on the way to work. So one morning she tried an experiment. She got on the bus carrying a copy of a book titled "Having Your First Baby." Worked like a charm. Almost every morning for eight months she was offered a seat on the crowded bus.

One night the young lady's steady boy friend finally brought himself to the point of proposing marriage. She accepted. The next morning she got on the bus flashing a new engagement ring. The bus driver gave an admiring look and nodded approvingly. Then he pointed to a series of pencil marks on the dashboard in front of him: "I've been keeping track, sister," he said. "You're just getting in under the wire, you know!"



# IN UNITY THERE IS STRENGTH

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## SMALL TRIP

It seems a midget escaped from Prague behind the Iron Curtain and sought refuge in West Germany. As he crossed the border he said to the people he encountered: "Could you please cache a small Czech?"

## SEND FOR THE DOCTOR, QUICK!

When your back is broke and your eyes are blurred;

When your shinbones knock and your tongue is furred;

When your tonsils squeak and your hair gets dry;

When your toes curl up and you think you'll die;

When you're twice as mean as a Thomas cat;

When your food all tastes like a hard-boiled hat;

When your lattice aches and your head's a-buzz;

When nothing is as it ever was —  
You've got the "flu" boy, you've got the "flu."

## WHO'S THE FATHER?

A lecturer, talking on the population explosion to a woman's club, stated: "Do you realize somewhere in the world a woman is giving birth to a baby every second?"

The audience gasped.

The lecturer asked:

"What should we do about it?"

A woman declared: "Find her and make her stop!"

## AND MONEY TOO!

Oscar came to the city and got a job as a janitor in a girl's boarding school, and was entrusted with a pass key to every room in the building.

The following week the dean ran across him and asked:

Dean: Why didn't you come around Saturday for your wage, Oscar?

Oscar: "What! Do I get wages, too?"

## THE LADIES

Mrs. Black—"Why do you say Mrs. Green makes you furious? What did she do?"

Mrs. White—"She told me not to tell anybody and then everybody I told had heard it already."

## CHANGING TIMES

Teacher: "Have you ever heard of Julius Caesar?"

Pupil: "Yes, sir."

Teacher: "What do you suppose he would be doing now, if he were alive?"

Pupil: "Drawing his social security."

## FORGIVENESS

A wise old preacher always took the groom aside immediately after the wedding and advised him in this manner: "I want you to always remember this. When your wife wears a new hat always tell her it looks pretty on her. It will please her and the Lord will forgive you."

## INTERESTING LIFE

An executive's wife called her husband's office and said to his secretary: "I'm at the airport and am flying to Miami for a few days. Will you tell Mr. Maxwell that I forgot to turn off the electric blanket on his side of the bed this morning?"

"Yes, I'll tell him," the secretary replied. "And who shall I say called?"

## DINE OR DANCE

Customer: "Just look at this chicken you served me! One leg is longer than the other."

Waitress: "Were you planning to eat the chicken, or dance with it?"

## NEW DISH

Butcher (to elderly lady): "What can I do for you, madam?"

Lady: "I'd like to try some of that track meat I heard so much about this spring."

## SALESMAN

"I've decided on a name for the baby," said the young mother. "We'll call her Hannanelope."

Her husband didn't care for the selection, but being a tactful fellow, he was far too wise to declare his objections.

"Wonderful," he said cheerfully. "Hannanelope was the name of the first girl I ever loved. The name will revive pleasant memories."

There was a brief period of silence. Then the wife said firmly: "We'll call her Elizabeth, after my mother!"



# IN UNITY THERE IS STRENGTH

## NOT THAT POOR!

It was one of those tear-jerking day-time television shows in which contestants vie with other in telling their woes. One woman stepped before the camera and soon had the audience in tears with her troubles.

"Things are just terrible," she ex-

plained. "We need help. Our baby hasn't got a bed, and if I win today that's the first thing I will buy."

"And what is the poor child using for a bed now?" asked the TV host.

"Oh," she replied, "we're using the crate our new television set came in."

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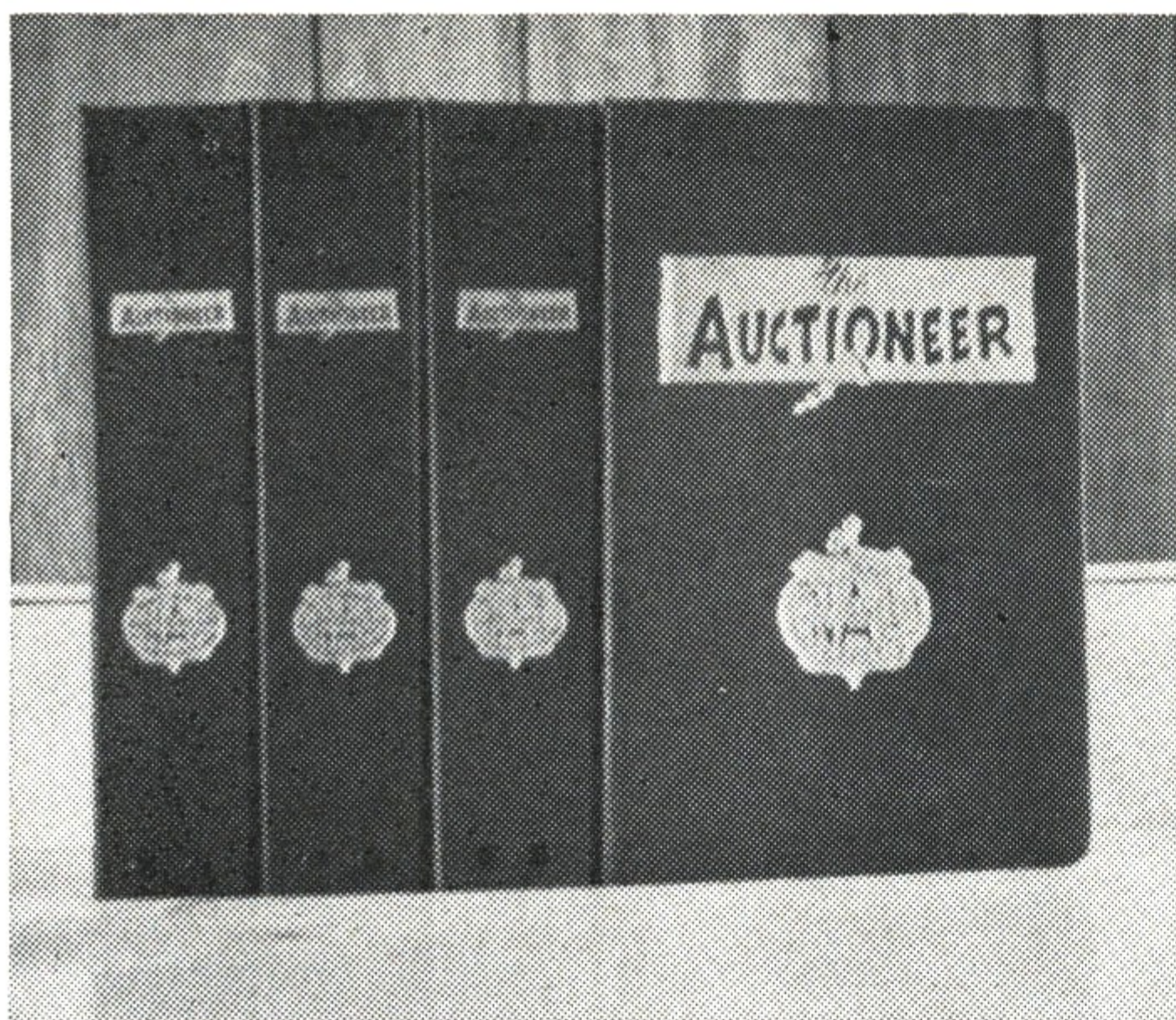
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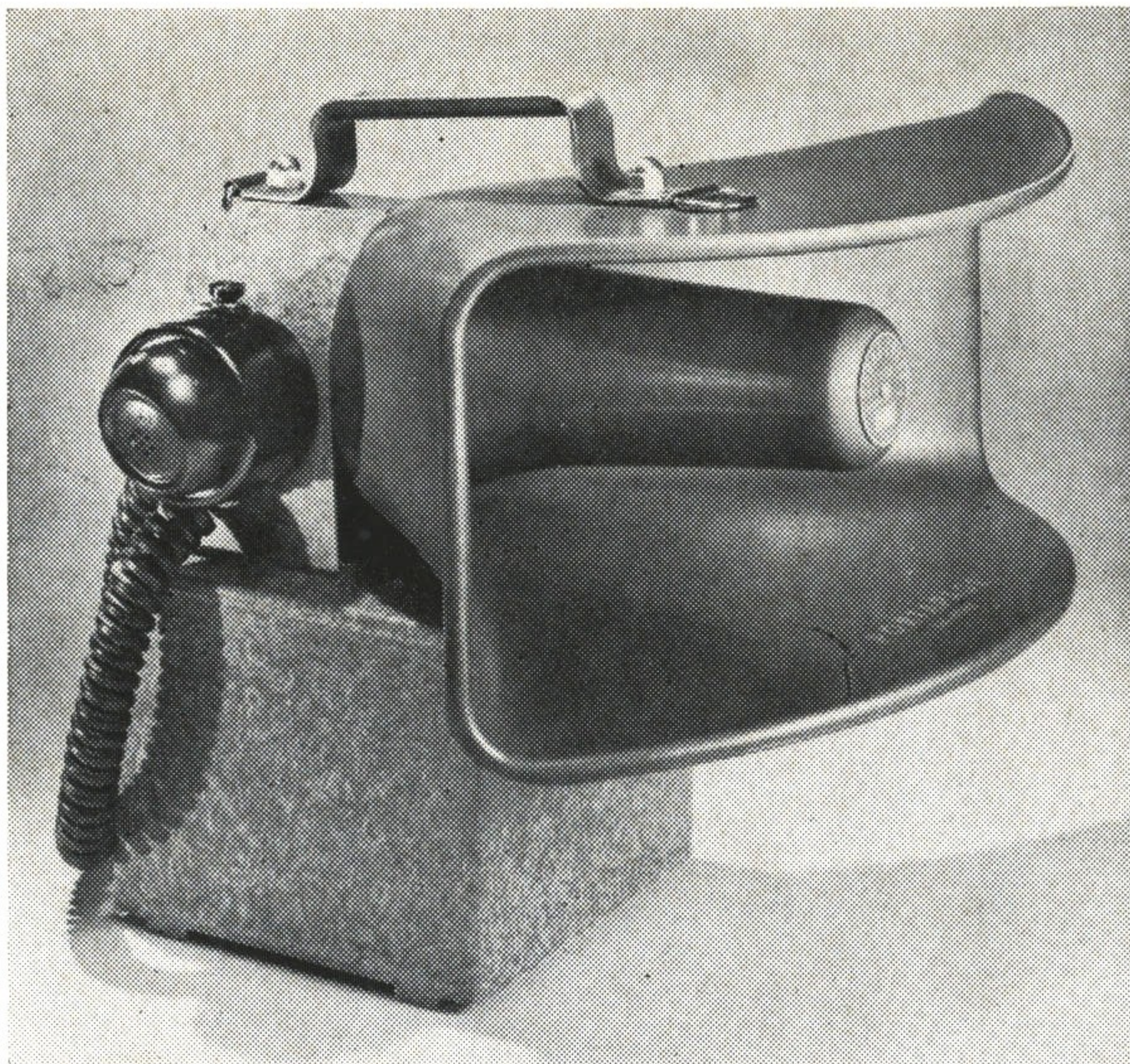
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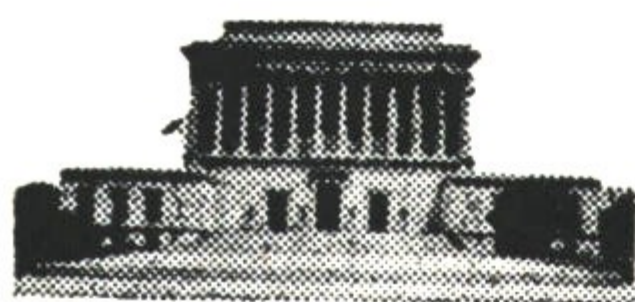
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