

the AUCTIONEER



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JULY 16 - 17 - 18, 1964

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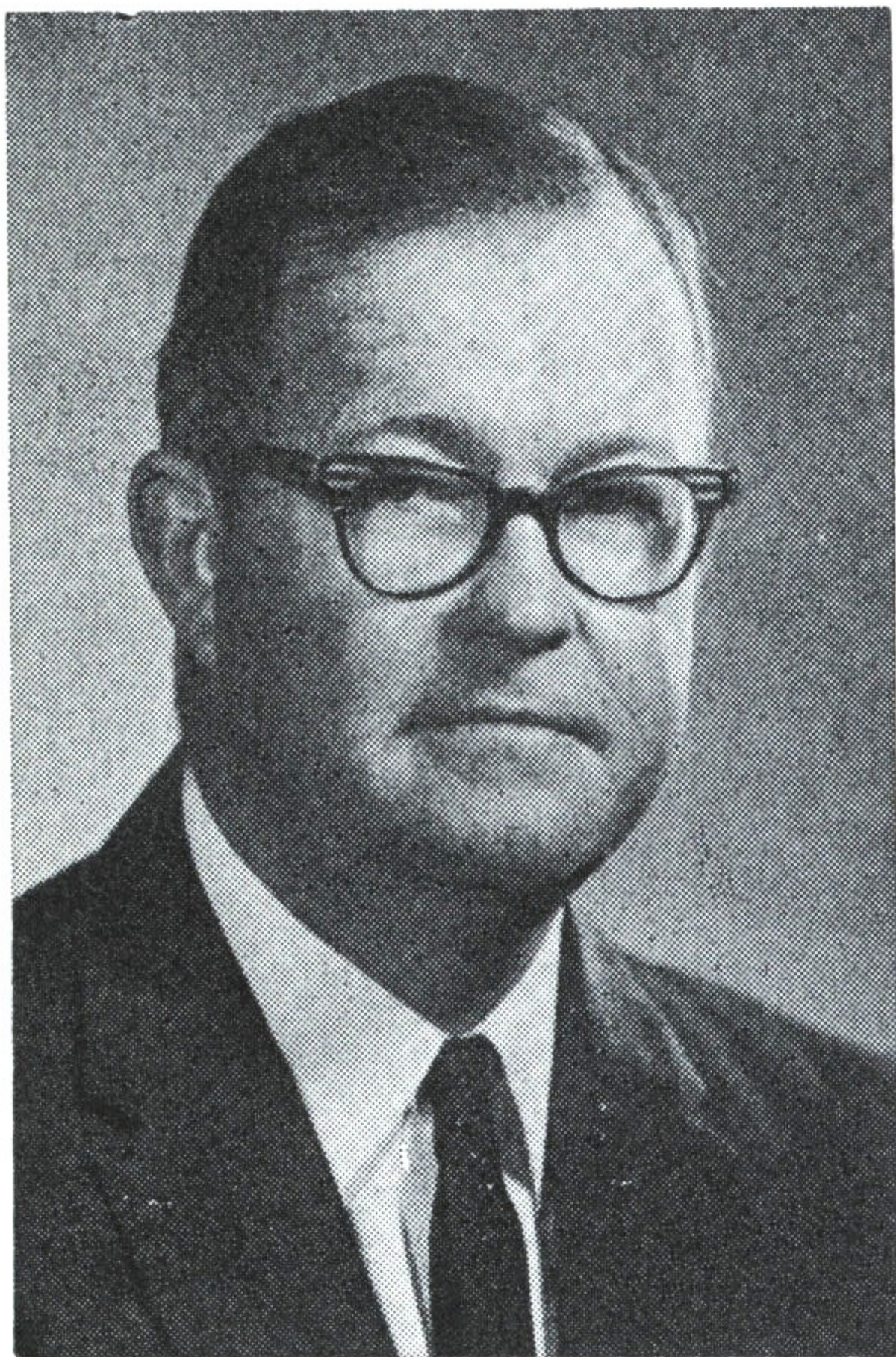
EXECUTIVE OFFICES

803 S. Columbia St. Frankfort
Indiana

Auctioneer Should Be Prepared

By Walter S. Britten

As auctioneers, our primary objective in life is to earn a livelihood. To accomplish this end one must be successful. To be successful in the auction profession, as a matter of fact in any profession or business, one must be a master salesman. There could be many prerequisites to successful selling, but there are a few that I think are most



important. Once I heard a speaker make mention of three—knowledge, work and personality. Some have referred to the basis for successful selling is skill in human engineering.

An auctioneer must have a sincere interest in the people he serves. You will prosper in the proportion to the service you render. An auctioneer must know his product, must work hard and above all must have a pleasing personality. Personality is hard to define. It is something that makes a person either likeable or unlikeable, agreeable or disagreeable, welcome or unwelcome.

The public will measure you more on your personality than on your intelligence. The future public opinion will be based on the present public relations. Creating and maintaining good human relations is the number one problem in our profession, in other business and industry and most likely will remain so.

If we accept this fact, our concern should be—what does the public think of me or my organization? Auctioneers are public relation men. They are an institution they represent. Are we creating the right kind of public opinion? Public opinion is the strongest force in the country today. Some impressions that people may have of you may be in error according to your own judgment but one must remember that the public does the buying. Whatever impression they hold, though it may be biased or inaccurate, it is just as important as a clinical fact established in a research laboratory. If the undesired impressions are based on wrong information, lack of information, misinterpretation, or on some inherent factor or policy within ourselves, it behooves us to change these undesired impressions. Behavior of people are different in various areas and that being well liked depends about 100% on your own behavior.

Salesmanship is an art. Auctioneers are trained and not born. To be successful in selling you must study as you would in music or in any other art. Study salesmanship and showmanship along with psychology. Often times the question is asked, "Must one be a college graduate to sell successfully?" I think most of us will agree to the value of college training, however, any man who is physically and mentally well and who will work sincerely can become a successful auctioneer.

A good auctioneer works to capacitate each day. The one who gets a good commission check on Monday and goes

to Europe the next day will not be a successful auctioneer. The Tuesday sale may have been better had he been there. We make use of only a small part of our physical and mental resources. We possess powers of various kinds that we habitually fail to use.

There are two kinds of auctioneers in the world, those who alibi and those who get things done. Business is whatever you think it is. You have to be a "go-getter!" You will not find business on the race tracks or football stadium unless you are selling, whether it be peanuts, popcorn or hot dogs.

The success of an individual, whether in our profession, other professions or businesses, will depend to a certain degree on one's personality. In a large sales organization the management ran a survey to determine why many salesmen failed. I think you will be surprised at the reasons given, which are as follows: Poor Health—1%; Lack of Know How—24%; Lack of Industry—31%; Faulty Personality Traits—44%.

Apparently more people fail because of personality traits. Why do we not correct this trait? Most people do not realize they have such trait or how important it is to use it all the time.

An auctioneer must be sincerely enthusiastic. He must not only be enthusiastic, he must act that way. It is one thing to be enthusiastic but quite another thing to transmit the enthusiasm to others. Your voice, your facial expression, even the movements of your hands, your entire presentation from the approach to the close must be enthusiastic. If we are only lukewarm about the prospects of a sale, how by any stretch of the imagination can you expect anyone else to become excited?

"Life is not so short," said Emerson, "but what there is always time for courtesy." For years teachers of salesmanship have told us that a man's name is to him the sweetest word in the English language. That is undoubtedly true. The personal pronouns "you" and "yours" aren't exactly slouchy either. You will make more friends and money by using these two little words than by using any other two words that I know of. These two one-syllable words are in the same category as the two

"result getter" phrases—"thank you" and "if you will, please." You compliment a man and stimulate his desire to serve you when you say, "How do you feel about this matter?" or "How would you handle this problem?" or "What would your suggestion be?"

People who have devoted their lives to selling at auction have had a tremendous part in building free enterprise in America. They are destined to play even more important roles of building the future of this country.

Leon Joy Honored On 50 Years At Auction

Approximately 200 people came to the Joy and Johnson Auction Gallery, Sunday, December 15, to offer congratulations to Col. Leon E. Joy, Ames, Iowa, on his 50th year in the auction profession. Guests were greeted at the door by Cols. Louis Wilson of Nevada, Howard Johnson of Story City, and Earl Theis of Ames.

Mrs. Everett Joy of Gilbert, registered the guests, Mrs. Ed Joy of Nevada, and Miss Bonita Joy, of Des Moines, poured at the serving table decorated in the holiday theme.

The guests came from such varied places in Iowa as Nevada, Story City, Manning, Sheffield, Madrid, Clarion, Jewell, Glenwood, Villisca, Hubbard, Webster City, Grand Junction, Maxwell, Marathon, Colo., Denison, Ottumwa, Knoxville, Huxley, Breda, Stanhope, Ames, and Wkynoff, Minnesota.

What's In A Name?

Dean H. Parker, Positermilogical extitudinarian.

This is a card advertisement in one of the leading livestock periodicals and if it didn't say in small print under this unspellable, unpronounceable word, auctioneer, in parenthesis, many of us would never guess this man's occupation.

We must admit it is an attention getter and its user is a member of the NAA from Roseville, Calif. His name is found quite frequently as the auctioneer for many leading quarter horse auctions.

Why I Want To Be An Auctioneer

By Eugene A. Fisher, Denver, Colo.

An auctioneer is a real man. He can't be a phoney like some bureaucrat or political stooge because he has to stand on his own two feet. He leans on no one and risks his all on his own performance. It takes courage to compete, outnumbered by a calculating crowd, but a mastery of technique helps him to control the situation.

In return he gets to express himself and contribute something of his own into the mainstream. He deals with people and with interesting merchandise in constant variety. He develops leadership by dealing with a collective group like a speaker does—and by dealing with individuals as a salesman does.

My own long-range goal is to be the finest auctioneer in the world in some small way all my own.

My short-range goal is to help make my boss's business the biggest in the city.

My boss, Colonel Harvey Baldwin, with his folksy humor and warm wit somehow conveys the old self reliance and steadfastness, the unpamperedness and humaneness of the type of man who lives by the strength of rugged moral principles .

He's like a Daniel Boone who knows life and people like Boone knew animal tracks. Ruthless in his insistence on success in every transaction within the bounds of the Golden Rule, this selfmade man takes full credit and blame for his own manufacture; and through the force of his personality and strength of purpose, he finds few complainers.

Surely, Auction is the most primitive mode of selling i.e., if you have something to sell, gather your neighbors together and sell it to the one who will pay you the most. But so is kissing primitive and progress has not yet evolved a superior means of expressing affection.

Only in a free society can auctioning

exist. At the other end of the economic spectrum we have rationing, handouts, queues of people with their dignity lowered by alternate complaining and subservient thanks. These are customers with no choice of what they are going to receive or how much. Like the dog in the back yard their lives depend on the whims of their masters.

It takes daring to be a bidder. The auction bidder is characteristic of the best in the American free enterprise system. Let the best man win the prize that is offered for sale by being willing and free to soar above everyone else's bid and risk his hard-earned money beyond that of any one else present.

Every man is free to play it safe or risk his money for some dream or scheme all his own. Survival of the fittest and of the "daringest" is what has in the past made this country the robust rosy-cheeked country boy of the international set.

There is great opportunity and its counterpart, disappointment, lurking at every auction just as in a courtship or a duck hunt. Therein lies the contest and the justice of the outcome.

Auction is the natural unforced flotation method of every commodity finding its proper permanent or temporary home.

In short the American Auction is the closest thing to the perfect sales forum. Every auctioned piece becomes a bit of Americana. Every bidder becomes the free agent of his own soul. Every auctioneer privileged to preside at this game of living commerce will sing his song on into the future, carrying that trusty gavel handed on to him from that past mighty army of selling soldiers ala Auctioneer.

Thank the Lord for such a calling and for allowing us to have a part in carrying on the trust.

Niemeyer In Race For State Office

Ernie Niemeyer, Lowell, Ind., auctioneer, has announced his candidacy for the office of State Representative from Lake and Porter counties. Newspapers



throughout the two county area publicized his formal announcement early in January. This is Niemeyer's second bid for a political office. He was successful

in his first attempt when he was elected to the Lake County Council in 1962.

Niemeyer will be running on the Republican ticket in an area that is heavy with Democrats and his probable opponent in the fall election will be the incumbent. However, the same was true when he was elected to the County Council two years ago and his popularity in the area with Republicans and Democrats alike makes him a strong candidate.

A full time auctioneer, Niemeyer is a past president of the Indiana Auctioneers Association, a past Director of the National Auctioneers Association, a past Director of the Livestock Auction Markets Association (National) and is currently serving as Secretary of the County Councils Association of Indiana. He is active in local affairs and an instructor at Feller's Auctioneering College.

MASTERING THE TONGUE

Once a Quaker, calm and poised after a volley of bitter abuse, was asked how he conquered his patience.

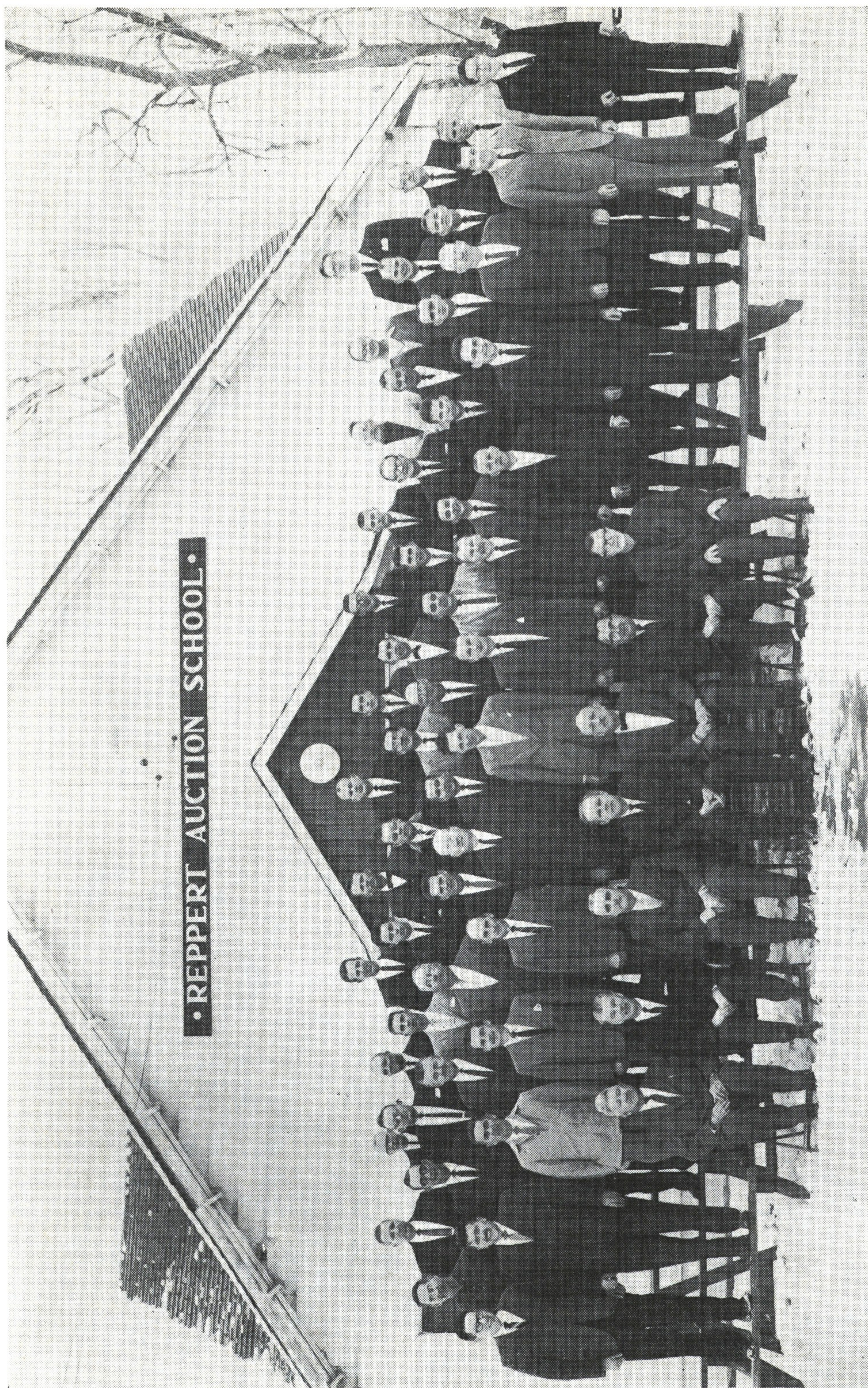
He replied: "Friend, I will tell thee. I was naturally as hot and violent as thou art. Yet, when I observed that men in passion always speak loud, I thought if I could control my voice, I should repress my passion. I have therefore made it a rule never to let my voice rise above a certain key. By careful observance of this rule I have, by the blessing of God, mastered my tongue." —

Freedom

Our American kind of Freedom takes a bit of understanding. It gives us many precious rights and privileges, but it's an exclusive fraternity that exacts high dues for membership. It requires us to suffer, the same as all men suffer, free or otherwise. Our Constitution reflects a people of self reliance, courage and determination, and where these are practiced there will be mistakes. All men suffer for their mistakes, but here is where the difference lies; men in bondage suffer, and their pain is wasted . . . free men suffer and learn from their mistakes. Freedom has never come at small cost, and it is never held without continued sacrifice. Rather than freeing us from pain, it makes us suffer it, but with the promise of human dignity, without which the strongest wilt away like a vine starved for sunlight.

Copied.

• REPPERT AUCTION SCHOOL •



Reppert School Of Auctioneering

Pictured on the opposite page are the members of the Class of December 2 to 20, 1963, at the Reppert School of Auctioneering, Decatur, Indiana. Identification follows, reading from left to right in each instance.

TOP ROW: Robert F. Pigg, Richmond, Kentucky; Robert L. Hancher, Elwood, Indiana; John H. Hart, Glencoe, Illinois; Sandy Sanstead, Cody, Wyoming; Clarence Manley, III, Atmore, Alabama; Eugene Edward Curran, Russell, Iowa; David A. McMillen, Barnesville, Ohio; Gary B. Wessels, Rio, Illinois; Burton Hoy, Grover Hill, Ohio; Ralph E. Brown, Fort Wayne, Indiana; C. Roger Lewis, Morehead, Kentucky.

THIRD ROW: Jerry Sothern, Hollywood, Florida; Jack W. Lewis, Port O' Conner, Texas; Isaac S. Willis, Harvey, Illinois; John W. Mueller, Jr., Columbia City, Indiana; Oliver L. Chambless, Albany, Indiana; R. W. Dougan, Washington, Pennsylvania; Larry Lammon, Wauseon, Ohio; James O. Campbell, Bulger, Pennsylvania; Chester B. Rector, Akron, Ohio; LeRoy McLaughlin, Redkey, Indiana; Lloyd Hall, Columbus, Georgia; W. J. Gentry, Nashville, Tennessee.

SECOND ROW: Daniel R. Driener, LaPorte, Indiana; Marvin H. Hickson, Lebanon, Indiana; Otto A. Toeys, Red Deer, Alberta, Canada; Silar R. Thompson, Jr., Philipsburg, Pennsylvania; Nick N. Dalesio, Indiana, Pennsylvania; R. Eugene Smith, Charleston Heights, South Carolina; James M. Land, Beattyville, Kentucky; William E. Hosey, Cambridge City, Indiana; Stephen J. Fister, West Middlesex, Pennsylvania; Jack L. Marsh, Bloomdale, Ohio; Ralph W. Ellis, Decatur, Alabama; J. Stanley Tisdale, Memphis, Tennessee; John Brandenburg, Delmar, Iowa.

FIRST ROW: David N. Pfister, Fort Wayne, Indiana; Charles Sauers, LaPorte, Indiana; James M. Finch, Monmouth, Illinois; C. R. Martin, Charleston Heights, South Carolina; Atlee Gehres, Ohio City, Ohio; Robert S. Michael, Morgantown, West Virginia; Herbert L. Beitzel, New Philadelphia, Ohio; George A.

Roudebush, Mount Orab, Ohio; Nelson Zoet, Grand Rapids, Michigan; James W. Burns, Springfield, Ohio; Thomas A. Nero, Breckville, Ohio; Junius A. VanLieu, Laramie, Wyoming; Alfred A. Robinson, Knoxville, Tennessee; Frederick A. Roelle, Galion, Ohio.

INSTRUCTORS SEATED: H. W. Sigrist; Gene Slage; Homer Pollock; Roland Reppert, M.D., President and owner; Q. R. Chaffee, dean; Paul Z. Martin, H. Earl Wright.

North Dakotans Will Hold Second Seminar

February 17th through the 23rd will be the dates of the 2nd Annual Auction Seminar, sponsored by the North Dakota Auctioneers Association. Special emphasis this year will be on the selling of furniture and household items, both on furniture markets and on general sales.

The Seminar will be held in three locations again this year to make it convenient for all auctioneers to attend. Bismarck, Minot, and Valley City will be the sites.

One of the nation's foremost authorities on furniture and antiques has been retained as instructor for the Auction Seminar. He is Col. John A. Overton, Albuquerque, New Mexico.

Attendance at the sessions is not limited to members of the North Dakota Auctioneers Association. Any auctioneer is invited to attend.

Values and Values

Fortunately for those of us in the auction profession, different people have different methods of valuing items offered for sale. NAA member Ralph Weschler of Washington, D. C., sent us a newspaper clipping that illustrates this point. It follows:

At a Vienna, Va., farm auction, an antique, hand - blown, half - pint whiskey bottle went for \$6.50 to a collector. Later, a farmer who examined it said, "Well I'll be darned, It's empty. That man really got taken."

Total Membership Reaches Another Record High Mark

Membership in the National Auctioneers Association passed the 1900 mark for the first time in history when a total of 1912 paid up members were on the records, December 31. This beats last year's mark by 119 and is 225 more than we had two years ago.

States recording the largest gains in membership the past year were Ohio, Kentucky, Tennessee, Indiana, Iowa and Texas. While these were advancing, Pennsylvania recorded the largest loss in members. Other states whose membership fell included Nebraska and Illinois in the high ranking group while several others failed to maintain levels of a year ago.

On December 31, Ohio was out in front with a new record total of 164 members followed in order by Illinois, Indiana, Pennsylvania, Nebraska, Kentucky, Tennessee, Wisconsin, Kansas and Iowa. Indiana was another state to post an all time high, moving into third place ahead of Pennsylvania, and Kentucky and Tennessee also recorded new records in total membership.

A comparative table of memberships by states follows.

STATE	Mem- bers Dec 31 1961	Mem- bers Dec. 31 1962	Mem- bers Dec.31 1963
Alabama	6	8	8
Alaska	1	0	1
Arizona	6	6	8
Arkansas	20	15	20
California	44	50	45
Colorado	42	36	37
Connecticut	6	5	7
Delaware	3	3	3
Dist. of Col.	1	1	1
Florida	19	18	28
Georgia	20	19	21
Hawaii	1	1	2
Idaho	8	10	7
Illinois	135	137	133
Indiana	110	117	127
Iowa	60	62	78

Kansas	76	75	79
Kentucky	66	81	104
Louisiana	9	7	10
Maine	4	3	4
Maryland	17	19	20
Massachusetts	26	26	28
Michigan	56	58	51
Minnesota	17	19	21
Mississippi	2	1	4
Missouri	54	46	58
Montana	43	31	24
Nebraska	109	118	105
Nevada	2	3	1
New Hampshire	5	5	4
New Jersey	41	36	34
New Mexico	9	12	19
New York	58	59	64
North Carolina	25	26	26
North Dakota	15	22	18
Ohio	121	133	164
Oklahoma	30	28	25
Oregon	16	15	16
Pennsylvania	99	156	126
Rhode Island	5	5	5
South Carolina	8	9	9
South Dakota	10	21	26
Tennessee	55	66	86
Texas	50	45	67
Utah	2	2	1
Vermont	7	4	4
Virginia	29	32	32
Washington	15	12	12
West Virginia	12	18	19
Wisconsin	83	77	80
Wyoming	12	14	20
Australia	1	1	1
Canada	15	18	19
Germany	1	0	0
India	0	2	0
Totals	1687	1793	1912

THESE MODERN TIMES

The honeymoon is really over when he sends word from the field that he'll be late for supper—and she already has left a note saying it's in the refrigerator.

Marketmen Move To Aid Cattle Prices

KANSAS CITY, MO. — "Renewed confidence in the use and value of competitive livestock marketing services, immediate legislation establishing flexible quotes on beef imports and concerted action to fully merchandise beef in the export and domestic markets under industry developed grading standards," have been expressed by C. T. 'Tad' Sanders, chief executive officer of the trade association of CERTIFIED LIVESTOCK MARKETS, as the course which will turn the trend upward in cattle prices.

The 3-point approach was voiced by Sanders as the 1964 objective of more than 900 marketmen-owners of CERTIFIED LIVESTOCK MARKETS throughout the nation. The announcement followed the year-end Trade Association Assembly of the organization held in Kansas City where J. W. Prince, St. Johns, Michigan, took office as president.

Discussions have been extensive throughout the industry on the adverse effect of beef imports on price levels to an extent that overshadows the strong controversy over USDA's proposed revisions to grading standards, which may have had a deterring effect on good merchandising, according to Sanders. "The major factors in the cattle price decline are imports and the high production of beef, without full-scale salesmanship, both of which have made a strong impact on prices; and it is of small concern which has been the greater in the face of current cattle prices," he said.

The Association's Livestock Market Council and Political Relations Committee will seek out other organizations to solidify action to move the trend upward under increased demand. Meetings are planned with appropriate committees of the American National Cattlemen's Association and National Livestock Feeders Association at their forthcoming conventions.

A series of "Action Roundtable" meetings, bringing small groups of CERTIFIED LIVESTOCK MARKET owners together, have been launched to develop the most effective course of positive ac-

tion in furtherance of the 3-point approach.

The Association announced further that one objective of the 1964 Livestock Marketing Congress, to be held June 18-21 in Richmond, Virginia, will be to tally progress made along these lines.

Ohio Auctioneers Licensed By State

For the first time in history, the State Commerce Department is compiling an accurate count of how many auctioneers are operating in Ohio.

A new law that went into effect Oct. 10 requiring that all auctioneers be licensed by the state at \$25 a year is the means to the count.

J. Gordon Peltier, commerce director, said that 1,059 have been licensed so far. He estimated that there are about 250 more auctioneers still to register.

Prior to adoption of the auction law, registration was handled by individual counties from which no state count was made.

The law provides that anyone who was licensed in any Ohio county for one year prior to Jan. 1, 1964, can be licensed by the state without passing an examination on auctioneering rules and regulations, a part of the new law.

If the person has not held an Ohio license previously he must pass the test, then serve one year as an apprentice auctioneer — employed by a licensed auctioneer and under his supervision.

Certain non-resident auctioneers may obtain a waiver of license requirements as described in Section 4707.12 of the amended bill.

Neil Robinson, Mansfield; Gene Slagle, Marion; and Si Lakin, Columbus; have been appointed by the Governor of Ohio to comprise the State Auctioneers Commission. Cols. Robinson and Slagle are NAA members.

Any inquiries concerning matters relating to auctioneers may be directed to:

JERRY L. KALTENBACH, Assistant Director, State of Ohio, Department of Commerce, Division of Licensing, 402 Ohio Department Bldg., Columbus 15, Ohio.



BACK ROW: left to right, Paul Steinberg, Minn.; Gary Hodges, Iowa; Ralph Love, Indiana; Freddie Immke, Ill.; Glenn Webb, Tenn.; James Kellar, Ohio; John Abbitt, Calif.; Henry Rathman, Nebr.; Larry Lee, Ind.

MIDDLE ROW: left to right, William Gilliland, Ind.; Ben Weld, New York; Wayne Powell, Tenn.; Albert Durham, Tenn.; August Meltzer, Ind.; Howard Masters, Tenn.; Robert Evans, Ill.; Henry Foehl, New Jersey; Jim Page, Ind.

FIRST ROW: William Crawford, Ill.; Col. John Torke, Wisc.; Prof. R. James Kortebein, Ill.; Col. Wally Bucher, Ind.; (standing left corner of sign) Col. Arthur Feller, Ill.; (standing right corner of sign) Prof. Ralph St. Pierre, Ill.; Col. Warren Martin, Ill.; Garyl Croddy, Ind.

The Harrowing Tale Of A Farm Auction

Submitted by Walter Carlson,
Trimont, Minnesota

An Auction Sale can be a harrowing emotional experience as any countryman who has held one probably will attest. On the eve of our auction last weekend Meral, my jittery farmer partner, dropped in at our little cottage to try to quiet his nerves with a cribbage match. Usually a wizard at counting hands, he was missing points at every turn. I didn't do much better.

Friday had been warm and sunny but the weather forecasts were discouraging all day. A storm moving through the Dakotas was due to enter Minnesota about midnight, bringing rain and snow. We wondered again if we had made the right decision in putting our dairy cows and heifers up for sale. And we were worried about prices.

A number of auctions in the area had been disappointing. Two weeks earlier one sale had just started when word came of the President's assassination. Bidders lost interest immediately. The beef cattle market had been weakening for a long time and this decline also affected dairy cattle quotations. So we weren't very optimistic as we broke up the cribbage game.

Sleep played hide-and-seek with me and in the middle of the night I got up to survey the outdoors. The moon was obscured by a moist looking cloud cover and the wind was out of the east, often a portent of rain. But none had fallen by sunup, which coincided with the arrival of Reuben Jacobson, our farm management consultant. Though we didn't keep count, he and I each must have stowed away two dozen of my dollar-size sour-dough pancakes.

After that everybody got so busy there wasn't time to worry about weather. The boys did the milking early and then cleaned the barn and primped the cows. Chet Berg, the one-armed auctioneer, came out to stamp big numbers on the flanks of the cattle. He was confident

about everything. Meral sorted the heifers into pens in the pole barn. Evelyn, his wife, set up her lunch counter in the machine shed. Reuben and I tidied up the farmyard. Neighbors and relatives lent a hand.

The sale was scheduled for noon, but cars started trickling in at 11 a.m. Indeed, visitors had been looking over the herd ever since the auction was advertised. By 11:30 three of us were needed to direct traffic into the south pasture.

Berg began his chant at 12:30, selling a few machines and some hay first. A half hour later he was in the cattle ring, built of snow-fencing at the south door of the stanchion barn. I stayed at my traffic duties, half afraid to hear how the cows were selling. However, reports filtered back to me that prices were fairly good.

When I wandered over to the ring the No. 6 cow was being ushered out of the barn. She took one look at the crowd, let out a snort, jumped the fence, knocked down a farmer and two children, and scooted into the pasture. Luckily, no one was hurt. At the end of the sale the balky cow was caught and went under the hammer.

While I listened in, the auctioneer seemed to have a hard time cajoling bids from ringsiders. Yet as I visited with farmers they indicated that our sale was going well. By 4 o'clock some 80 animals had been sold and the show was over. Berg said he hadn't conducted a better sale all fall. Even Meral, a confirmed pessimist, was satisfied.

As the auction ended, the snow began. Cars streamed out of the yard. Some farmers had brought trucks and loaded the cattle they bought. Other buyers arranged with truckers to transport their acquisitions. For another two hours the barns were hectic places as new owners claimed their animals and herded them into loading chutes.

The shouting and the tumult died. Snow fell softly. I felt relieved, a bit lost, and saddened by the sight of the nearly em-

pty barns. Everybody on the farm no doubt had similar feelings. All went to bed early.

We awoke to a near blizzard and marveled at our luck. Had the storm arrived half a day earlier our sale would have been blown across the prairie by the wild elements.

Unusual Antique Sale Features Old Cars

One of the most unusual auctions of antiques ever held in the South was conducted near Durham, N. C., December 7, by Col. A. T. Morris, an NAA member of that city. Site of the auction was just two miles from where Confederate General Joseph E. Johnston surrendered his Army to Union General William T. Sherman on April 26, 1865. This marked the end of the Civil War.

Included in the auction were two horse drawn hearses, a covered wagon, a one horse sleigh, a buckboard, three surries, two buggies, a hack and a Civil War cannon.

Other items included a 1914 one cylinder engine, a 1921 Henderson motorcycle, a 1924 Dodge truck, a 1923 Mack truck, a 1921 Reo Fire Truck, a 1927 Model T. Racer, a 1919 Ford Station Wagon, a 1930

Packard sedan, a 1911 Cadillac touring and a 1915 Cadillac Town car.

Other autos were a 1915 Overland and a 1904 Oldsmobile along with collections of antique hub caps, license plates and old car emblems. The 1911 Cadillac sold for \$2000 when new and brought \$3600 in this auction. The Civil War cannon brought \$150.

Antique furniture, cast iron toys, clocks and cooking utensils completed the auction. Many of these items came out of an old Country Store that had been in business many, many years. Three infant baby caskets, estimated at more than 50 years old were discovered while making preparations for the sale.

A crowd estimated at more than 500 persons from a three state area was in attendance and the owner was very happy with the results.

A Rooster to a Chicken, on his morning promenade,

Gaily crowed and deeply bowed with voice both clear and loud. "Too bad," said he, "that unlike me, when walking you may go,

You cannot greet the folk you meet with a loud and lusty crow."

The Chicken tossed her head and said, "Allow me, Sir, I beg,

To state that though I cannot crow, you cannot lay an egg."

The Critic

He never speaks a word of praise, no pleasant comment does he raise:

But loud and long and strong he criticizes,

If someone rises up to sing, he thinks it isn't quite the thing,

At hurting folks he always takes the prizes.

There's one of him in every town. In church or lodge he has renown

But not because the people there admire him.

He talks to friends and makes them foes, starts trouble everywhere he goes.

Fault-finding somehow never seems to tire him.

Sarcasm is his favorite dish, the people round him often wish

That sometime just some little thing would please him.

An egomaniac for sure, a crude and unattractive boor,

They grieve not if the wander-lust should seize him.

Kelly O'Neal

THE LADIES AUXILIARY

A Michigan Profile

Mrs. Glenn (Dawn) Casey

Dawn was born in Lansing, Michigan but moved to Williamston in 1946. She was active in 4-H and FHA, and is still very interested in their activities.

Dawn is a member of the Methodist church of Williamston.

Dawn and Glenn were married November 5, 1960 and have a daughter, Colleen Sue, who is about 2 years old.

Dawn likes to dance, play golf and entertain their little daughter, but helping her husband with their sales pavilion — takes up much of her time so her hobbies are limited.

She has attended two State conventions here in Michigan and takes an active part in the Auxiliary.

Last July she attended the National Convention at Cincinnati, Ohio. Dawn was very pleased with the National convention and hopes to attend again this year.

Sincerely,

Addie R. Miller, publicity chairman.

8700 Lansing Avenue

Rives Junction, Michigan 49277

P.S. Our State Annual Meeting is to be held in February — so come on ladies — bring in those auctioneer husbands along and let us make it a big event.

You will be hearing about it.

Crown of the Andes Sold At Auction

LONDON — The jewel-studded Crown of the Andes, which graced the Virgin of Popayan Cathedral in Colombia for three centuries, was sold by an American syndicate to the Amsterdam diamond firm of Asschers for \$154,000.

The sale at Sothebys Auction House took exactly 90 seconds. There was a groan of disappointment from the 300 spectators who had hoped for prolonged, spirited bidding.

The crown, weighing five and three - quarter pounds and studded with 453 em-

eralds weighing 1,251 carats, had once been coveted by Czar Nicholas II of Russia. But he never got it because war broke out in 1914.

The crown was first placed on the statue of the Virgin in the Popayan Cathedral on Dec. 8, 1599, on the Feast of the Immaculate Conception. It was a token of thanksgiving to the Virgin because the settlement had been spared from a plague.

In 1936 an American syndicate organized by the late Warren Piper of Chicago bought the crown from Popayan. The proceeds of the sale built an orphanage in the Colombian city. The syndicate is now headed by New York jeweler Oscar Hyman.

Portrait Auctioned

LONDON — A 12-inch portrait head of Sir Winston Churchill by British sculptor Sir Jacob Epstein was sold at auction for \$7,644 to Lord Bath, one of the statesman's great admirers.

THE LADIES AUXILIARY TO THE NATIONAL AUCTIONEERS ASSOCIATION

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1st Vice President

Mrs. Albert Rankin, Alger, O.

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Mrs. Owen Hall, Celina, Ohio

Mrs. David Tracy, Pavilion, N. Y.

Mrs. Clint Peterson, Webster City, Ia.

Mrs. Ernest Freund, Fond du Lac, Wis.

Tennessee Auctioneers Hold Most Interesting Meeting

By E. B. Fulkerson, Sec. & Treas.

The Fall Meeting of the Tennessee Auctioneers Association was held at the Holiday Inn, Nashville, Tenn., on December 14, 1963. President G. S. Gordon called the meeting to order at 9:30 A.M.; invocation was given by Col. Billy Hobbs, Lebanon, Tenn. Nashville's Vice Mayor, George Cates Jr., welcomed all Auctioneers to Nashville. Col. Eugene Hargis, Murfreesboro, introduced guests and old and new members attending the meeting. Reading of the minutes of the last meeting was read by E. B. Fulkerson, Secretary.

An address by President G. S. Gordon was entitled "Why Be A Member of The Tennessee Auctioneers Association and The National Association." Col. Frank Walden, Madison, Tenn., a Livestock Auctioneer and Livestock Market Owner and Operator, gave an interesting talk on "Feeder Calf Sales." Col. Carson Wheeler, McMinnville, Tenn., gave a most enthusiastic talk on "Enthusiasm in Selling at Auction." Col. Wheeler said he held his first Auction Sale November 17, 1917, he also stated that a man who sells the earth sells Gods first creation, and every day that we are in business we are still in school.

Col. Bill Collier, Waverly, was introduced by Col. Fred Ramsay. Col. Collier's topic was "Bid Calling Seminar," which was well received by all members present. Col. Ramsay conducted a short bid calling seminar with several of the members taking part.

The morning session was adjourned for lunch at 11:45 which was served in Parlor 2 of The Holiday Inn to a total of 53 members and guests in attendance.

The meeting reconvened at 1:15 p.m. Col. Billy Hobbs, Lebanon, welcomed and received all new members into the Association.

Col. Jack Stewart, Mt. Juliet, acted as Moderator on a panel discussion of Livestock and Farm Machinery Auc-

tions, with panel members consisting of Col. Beeler Thompson, Corryton; Col. Bill Daniels, Shelbyville; Col. George Copley, Columbia; discussing different phases on this subject.

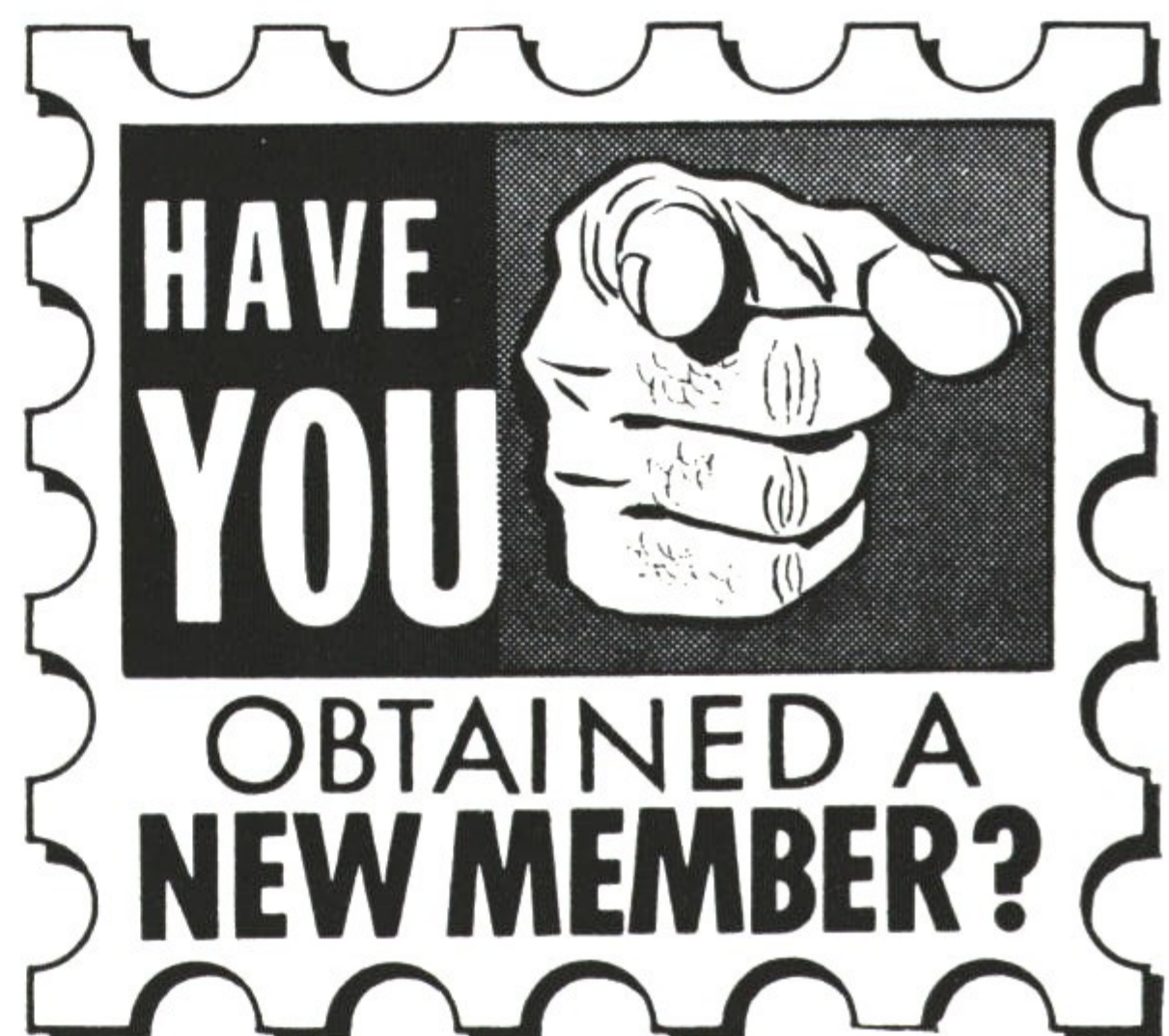
Col. Bob Keller, Pulaski, Tenn., gave a talk on Managerial and Preparation Work Required for Booking and Conducting The Big One. Col. Keller discussed a recent \$700,000.00 sale that he successfully conducted, explaining in detail the preparation that was required for this size sale.

Col. L. B. Fuqua, Nashville, and Col. C. B. Arnette, Murfreesboro, gave a ten minute talk and a fifteen minute question and answer session following their talk on the Successful Operation of An Auction House.

The 1964 Convention site, date and location were discussed with the Committee to make report on final place and time at a later date.

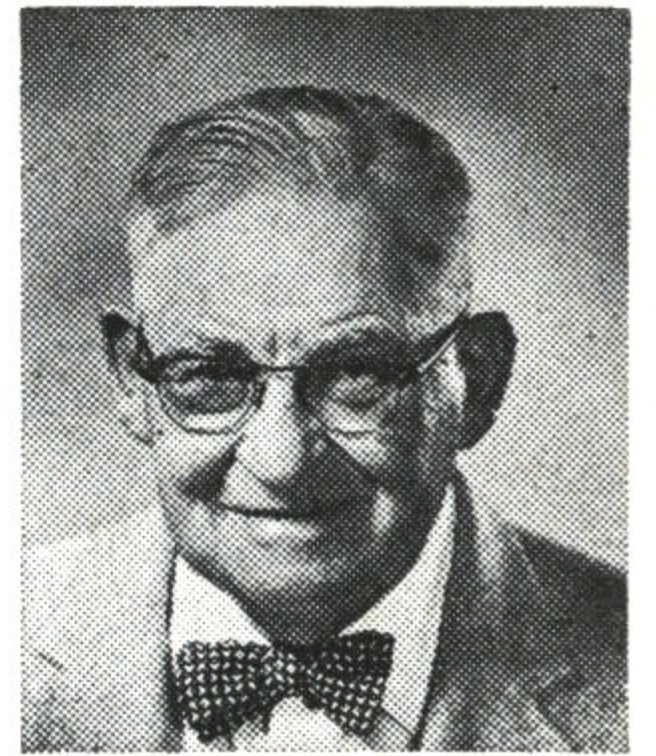
At the conclusion of the business meeting Col. Clyde White, Murfreesboro, conducted the drawing for the door prize which was a Country Ham. The lucky Auctioneer of the day was Col. Fred McCarter, Sevierville, Tennessee.

The meeting was adjourned at 4:15 p.m.



Establish and Enlarge State Associations

By COL. POP HESS



This is being written on the 14th day of January, just one day ahead of deadline for publication. This past Saturday and Sunday (Jan. 11 and 12) the Ohio Auctioneers Association held their Annual Winter Meeting at Columbus. This meeting brought out a large attendance of auctioneers and their wives from all sections of Ohio with about 100 present for Saturday night and 270 were present for the Sunday noon Banquet.

The Ohio Association closed out the year with right at 300 members, an all time high. However, we are also advised that a few over 1100 Ohio auctioneers had applied for licenses prior to the deadline date of January 1. A state that can list that many auctioneers should have a state association membership of near 1000. So we still have the sixty-four dollar question as to why less than one-third are members of State and National Associations. The line-up by states in the January issue of THE AUCTIONEER showed 165 members from Ohio, leading all other states.

In this Ohio meeting, just held, the President for 1964 is our good friend, Herb Bembeck of Dover, one of our busy Ohio auctioneers. Also, the new Vice President, L. Howard Jewell of Mt. Gil-ead,, another busy Ohio auctioneer with many important sales. Newton Dilgard, Ashland, a veteran of many years in the auction profession in North-east Ohio, was elected Secretary-Treasurer.

This writer was saddened to learn of the death of one of our good Ohio auctioneers, Wayne Rowlee of North Bloomfield, who was a past President of our Ohio Auctioneers Association and a man I personally knew for many years. The word got to me too late to get in my column, last month, but received in time at the publication office.

As our Ohio Auctioneers Association

adjourned its meeting at around 4:00 P.M. and the boys and their women folks walked out into the open they found Old Man Winter had released a new charge with plenty of snow and there was some slipping, sliding, fender bending, drifts and what have you and all over our Ohio, many were snowbound through January 13th and 14th. Drifts were up to ten feet high in places and here in Central Ohio it got down to 15 degrees below zero. However, the sun is now shining and most all our boys busy with sales are arriving somewhat discouraged but on the job. And as 1964 has kicked off, we here in Ohio will face a busy auction year in all divisions.

The writer notes that in and throughout many of our states, only 28 states in our United States have State Associations. We also note that we have members in all those states that do not have State Associations. In view of this coming modern world of many things and better things it would be a great idea if the National Association members in these states that do not have associations would get busy and get state associations organized. Many states do not have as many auctioneers listed as some others do but any state of 15 or more can get organized into a State Association and then come along with the National.

It would be interesting if each state now having an association would list the number of members they have and also the number of non-members, with their cards listed in our pages each month. This way we could get some sort of an estimate on the total number of auctioneers in the United States. Ohio thought they had something like 800 but the new law pulled out more than 1100. This may be true in many other states.

My thought for 1964 — it is the cross-roads for our National Auctioneers Asso-

IN UNITY THERE IS STRENGTH

ciation and our State Associations to count their noses and come through with a State and National membership that will compare favorably with the total number of auctioneers in our land. It is one of the largest groups, when measured by dollar handling, of all businesses. The actual cash that is pronounced and rolled over by the auctioneers is tremendous and we should have a membership that compares. What good will it do? The answer is very simple, IN UNITY THERE IS STRENGTH!

In this day and age, with many changes, who knows when we may have to have a united front to protect our business as auctioneers and the auction method of selling. Often, we hear rumors and trembles of what should be and as many lines of business are heading for mass production, even in farming and livestock, most anything can sprout up and try to bloom. The only protection we as auctioneers will have is a large membership in our State and National Associations so we can meet the tiger head-on and send him back to the wilds from which he came.

The writer can hardly close out this February issue with out remarking that one more year in age is passing for myself. Some of this winter we have had the past two months, especially this record of January 13th and 14th, takes me back to the date of February 6, 1880, when I decided to come to America. It was just that kind of weather with deep-snow and sub-zero weather and horse-back was the most convenient way for the stork to arrive. But I beat him to it by about two hours and was up looking out the window to see him land on top of a snow drift with frosted ears, a red nose and icicles twisted into his whiskers. However, everybody survived for many years and some are still here.

Now if we don't get snowed under in February, I will make it a point to come out on time with a column, listing what I can unravel from many letters and comments that have piled in on my desk the past few days and many that I am expecting by the time you receive this issue. So the Old Goat from Ohio joins you all for a solid front for 1964 with much of the work being finished by Convention time in July!

News From The Dakotas

By BOB PENFIELD

We had an exceptionally nice fall and early winter up here. I know of only one sale being postponed on account of weather during the entire season. Of course we don't have many farm sales this far west.

We drove to Pierre, South Dakota, for their fall Board of Directors meeting about December 1st. All but one of their Directors were present and they had a very good meeting. Most of the plans for their 1964 convention were finalized.

The dates for the 1964 State Convention are June 12th and 13th, at the Plains Hotel in Huron, S. D. It promises to be a good one.

Merle Clark of Marmarth, N. D., is home from his tour with Uncle Sam and has helped us on several sales this fall.

The North Dakota Auctioneers Association is again sponsoring an auction seminar in three different spots in the state, for not only their members, but all auctioneers in North Dakota and the edges of the surrounding states. This year's topic will be furniture and antiques.

We think we will still have a good one, as our first seminar was well attended and those in attendance thought it was good, so we are expecting a better one this year.

The dates are Feb. 17th through the 23rd, with Minot, Valley City and Bismarck being selected as sites.

I haven't been very far away from home this fall, so my visits with other auctioneers have been limited. I guess they have been busy too, as not very many of them have been here, either.

Produce Auctions

SALEM, OHIO — Emmet Baer and his son Jim have branched out and will manage still a fourth auction of eggs, poultry, fruits and vegetables. As of last week, they started operating the produce sale held in connection with the Damascus community sale, on Tuesdays.

Bill Phillips is another auctioneer associated with them. Mrs. Baer supervises all the bookkeeping.

On Monday, they operate a produce sale at their own establishment just west of Rogers, starting to sell at 10:15 a.m. The Damascus auction comes Tuesday, starting at noon.

On Wednesday, they run the produce and poultry barn at the Canfield Sale, and usually start selling at 11:45.

Then on Friday, they are back at Rogers, with a sale starting at 6:30 p.m.

Buys Auction Market

C. LeRoy Noll will become the new owner-operator of the Atkinson Livestock Market, a Certified Livestock Market at Atkinson, Neb., Feb. 1 when he takes over from Roy W. Aten.

Noll, who recently completed an intensified course in auctioneering, public speaking and sales management at the Western College of Auctioneering at Billings, Mont., contracted for the purchase of the market seven months ago. In addition to operating the market, Noll plans to offer a complete auctioneering service.

Mr. and Mrs. Noll and their family moved to Atkinson from Ord, Neb., in September where they owned and operated a cattle ranch and an irrigated farm.

Keep in the rut too long and you'll dig your own grave.



Promotional Items

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

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

DECALS—3 color, reversible, new supply @ **25c each.**

BUMPER STRIPS—Advertising the Auction method of selling. **35c each; 3 for \$1.00**

All Items Sent Postpaid

Send your order with remittance to

THE AUCTIONEER

803 So. Columbia St., Frankfort, Indiana

What Am I Bid?

Firms Increasingly Use Auctions to Sell Assets; 'Instant Cash' a Lure

By DAVID C. SMITH
Staff Reporter of The Wall Street Journal

COMPTON, Calif. — Auctioneer Milton J. Wershow begins work here by assembling the somewhat incongruous tools of his trade: A stainless steel dias mounted on wheels, an outlandishly sequined black sombrero and an agreeable line of patter.

He gets on the dais, puts on the hat and looks over his 400 potential customers until he catches one of them scratching his head. "Any scratches above the waist from now on will be considered bids," he warns with mock severity.

Having established a congenial atmosphere, he settles down to the serious business at hand — putting on the block a combination factory and office building, all the equipment and machinery inside it and even the ground underneath it.

In two days of cojoling, Mr. Wershow and four associate auctioneers sell the 5½-acre site, the 52,000-square-foot building and a variety of equipment from trash cans to \$20,000 machine tools. He skillfully extracts \$800,000 from his customers, almost two-thirds of the estimated \$1.3 million original cost of the items being auctioned.

This sale points up a trend: An increasing number of companies are selling assets via the auctioneer's gavel.

The Auctioneer's Chant

Auctioneering has long been big business in certain fields. About 95% of the nation's \$1 billion annual tobacco crop is sold to the tune of the auctioneer's chant. Auctions account for about 68% of all livestock sold in the U. S. And about 40,000 cars a week change hands at some 150 auto auctions around the country.

But those in the business attribute their

recent well-being to a surge of interest in their services from industrial concerns. While there is a dearth of national statistics in the highly individualistic field of auctioneering, particular auctioneers are happy to confirm that business is booming.

Mr. Wershow, who maintains offices in Seattle, Oakland and Los Angeles, estimates that this year — his 28th in the business — his gavel will close sales of \$32 million, twice the total of five years ago and well above last year's 26 million. In Providence, R. I., Irving Shechtman expects 1963 sales to top 1962's by 15% and 1958's by 30%. Marsh Dozar, a Los Angeles real estate auctioneer, says his sales have multiplied 10 times since 1960.

Why are more companies putting assets on the auction block? Auctioneers say a basic reason is that the accelerating rate of technological change is rendering more equipment obsolete. Example: This year \$28 million of machine tools are expected to be sold at auctions, compared with a \$25 million total three years ago.

Instant Cash

But beyond this, auctions offer the lure of "instant cash." They force bidders to "fight for what they want and make a decision now, not a month from now," says the head of one company whose stock is listed on the New York Stock Exchange. The concern resorted to an auction recently.

Indeed, auctioneers will sometimes assure a company of not only an immediate cash return, but a specified amount as well. They'll either buy the assets out-

right or guarantee a specific return on the auction, instead of charging a straight fee or a percentage of the sales actually achieved. When the auctioneer does guarantee a certain price, he will pocket anything the sale brings in above the guarantee.

Such gambles don't always turn out so well for the auctioneer. Mr. Wershow last year paid Howe Sound Co. \$85,000 for an aircraft testing facility in Burbank, Calif. To his embarrassment, he was able to recover only \$20,000 on the facility. In the same year, however, he more than made up for this by buying a Nevada mine for \$315,000 and auctioning it for \$600,000.

A number of companies are being attracted to auctioneering only after other sales methods have disappointed them. Take the case of Tools, Inc., a Los Angeles maker of precision tools for the aircraft and missile industry which decided it had to sell its assets after the Skybolt missile program was canceled, depriving the company of about 80% of its work.

No Reasonable Offers

For four frustrating months the company advertised both in the U. S. and abroad, offering its assets for a package sale. After no reasonable offers were received, the firm decided to put the assets on the auction block, reports J. E. Riddle, president. Result: Tools, Inc., recovered over \$360,000 on assets which originally cost over \$600,000 but which had been depreciated to \$125,000. "The auction route turned out to be the quickest, cleanest way of converting our assets to cash," he says.

A more dramatic illustration was the auctioneering of Houston's Warwick Hotel. A Chicago investment group had tried in vain to sell it through real estate channels for more than a year. Then, a Houston, auctioneer sold it in one day for \$1.4 million, considerably more than the minimum price the owners would have accepted.

Dresser Industries, Inc., of Dallas also has turned to auctions recently. In one case the company had attempted to sell assets of an unprofitable operation in Tulsa by offering the material to scrap dealers. It failed to get a bid for as much as \$5,000. J. O. Lawlis Associates of Houston garnered 350 bidders for an auction

EDITOR'S NOTE — This article was published in the December 12 issue of **WALL STREET JOURNAL**. We consider it to be one of the best articles from a public relations standpoint that has ever appeared in a major publication. Since it first appeared our office has received more mail and telephone calls from auctioneers and prospective clients for auctioneers than ever before from any similar article. We are also proud of the fact that the author was in contact with our office in preparing the article and nearly all the auctioneers mentioned are members of the National Auctioneers Association.

sale and managed to get \$18,000 for the equipment.

Robert D. Crane, Dresser's director of purchases and traffic, confesses he became a convert to auctioneering after attending an auction. "The results were amazing to me. I didn't know people were so crazy," he says, referring to some high bids he witnessed.

Now Mr. Crane says Dresser is "stockpiling," some surplus material of its Clark Brothers division in Olean, N. Y. When the pile gets big enough, "we'll auction the whole thing off," he says.

Companies are beginning to pool their surplus equipment in order to gather sufficient items to make a attractive auction. In January, Shell Oil Co., Sun Oil Co. and Corbett Corp. combined the autos and trucks they had for sale into a single auction. This past summer Shell joined Tidewater Oil Co. and Humble Oil and Refining Co. in a joint auction of office equipment.

N. E. Waldie, Humble's Southwest regional purchasing supervisor, says Humble has switched to disposing of surplus equipment through auctions in the last 18 months because "auctions bring a better price" than the sealed-bid method formerly used. He says one motive for combining items with other companies in a joint auction is that unneeded assets can be disposed of more frequently, saving storage costs.

Some companies have ventured into contracts with auctioneers only after overcoming some serious doubts about their reliability. Example: Last month in Los

Angeles, Avnet Corp., a subsidiary of Avnet Electronics Corp., was able to sell via an auction, machinery and equipment in a plant it had bought from Motorola, Inc. But John Williams, assistant to the president of Avnet, Corp., admits he had "some real misgivings" at first. He says: "My impression was that auctions could be shady or controlled for the auctioneer's benefit. But I found out there are too many good auctioneers competing for business for them to be shady."

A first-class auctioneer boasts a following. And he prides himself on his ability to assemble a group of likely bidders at his auctions. To scoop up as many prospects as possible, an auctioneer may spend \$75,000 advertising an auction. For a big auction, David Weisz & Co. of New York and Los Angeles will send as many as 30,000 sales notices to prospective buyers throughout the nation. In some instances the firm has attracted bidders from as many as 40 states.

It's not uncommon for auctioneers to fly prospects to auctions. A month ago, Mr. Wershow transported four men in his own plane from Los Angeles to a heavy construction equipment sale in Salinas, Calif., nearly 400 miles to the north. Two of the four wound up making high bids on equipment.

When the Weisz firm was auctioning off a tungsten mining facility in Stibnite, Idaho, it chartered planes to fly in 50 bidders from Los Angeles, San Francisco and Salt Lake City. Apparently no site is too remote to attract bidders. Some 500 showed up at a mine auction at Goldacres in central Nevada. The auctioneer furnished cots in a company dormitory for the sale which went on for three days, uninterrupted by a cold snap which sent the thermometer down to 19 below zero.

A continual source of business for auctioneers is the disposal of property following bankruptcies, the retirement or death of individual proprietors or the splitting up of partnerships. Bankruptcies are the most important of these factors, and last year the liabilities of those who went bankrupt soared to a record figure of \$1.2 billion, double that of 1958. On the block Thursday will be one of New York City's largest hotels, the 2,632-room Hotel St. George in Brooklyn, which will

be auctioned in a bankruptcy sale.

Government agencies also are resorting to auctions more frequently. The Department of Defense in fiscal 1963 realized \$7 million from auction sales, exclusive of real estate disposal. This was up from \$5 million in fiscal 1960. And the General Services Administration is disposing of a good deal of surplus Government real estate through the services of 75 private auctioneers which it classifies as "qualified." In the past five years sales at GSA real estate auctions have totaled \$43 million. And with more former military installations being declared obsolete, the activity seems sure to increase.

EFFECTIVE PERSUASION

The age old proverb "it is the little things that count" holds more truth today than ever before. An ever increasing competitive market requires those "little extras" to help make you or your product more desirable to the customer, than the others.

There are many types of little things which will persuade your customers that you are the one that can best service or fulfill his needs:

Friendliness — how many times have you gone into a store or restaurant in which you felt as though the owner or waitress couldn't care less about your patronage; we'll bet you didn't go back. By the same token your customer doesn't want you fawning all over him . . . but he does care if you act as though his patronage is appreciated, even though he may not show it at the time. A little extra service or care—we all like a "bargain". Giving a customer service beyond that which is paid for is just like giving a little boy an extra jelly bean . . . he feels he got something for nothing and that you treated him extra special.

A little remembrance gift — everyone enjoys getting "something for nothing" . . . and usually remembers the donor with kindest thoughts. Try to make the gift fit the occasion, or season, or type of people with whom you deal.

From the time a visitor enters your auction sale he is your problem. Concentrate on him, study him, if possible learn what he wants; stay by him until he gets it.

Build Profession Through Co-operation With Members

BY JOHN OVERTON

Enclosed are two letters which I believe will prove that belonging to the N.A.A. and conducting your Sales in a manner conducive to good results will result in more sales for all concerned.



I received a phone call from Mrs. Joan McClelland asking about Col. Ken Barnicle of Ellisville, Missouri. I asked her what the sale consisted of. She said a small Estate of Antiques located in Fredericktown, Missouri. I inquired as to the commission he quoted for and she said that it was 25% and he pay all expenses, I told her he was a good man that the charges were exactly the same as mine would be and to go ahead. In order to insure that she would follow through I requested that she send me an itemized list of prices obtained for each article so I might compare it with the prices we obtain here. On receipt of her letter I immediately wrote her telling her that he received much more for her than we

could have by bringing the Estate to Albuquerque.

I sincerely believe that this sort of co-operation between members of the NAA will bring more and better Auctions! I am enclosing a letter from the late Jack Gordon of Chicago — He and his brother stopped in Sante Fe, New Mexico and looked over an Equipment Sale there. It was too small for them to handle and he recommended The New Mexico Auctioneers.

We had the Sale. It grossed \$27,000.00 at 25% and I paid the expenses. Other bids on the sale were 10% plus expenses and 15% and they would pay the expenses. Other things being equal, they might have accepted a lower bid but the weight of Jack Gordon's recommendation pushed the Sale our way. This is just one example, there are many more that no one is aware of — People will have relatives in one State and will ask another auctioneer many, many miles away to recommend a good auctioneer.

It is a shame that a profession as old as ours shouldn't be effectively organized and heard. We will never derive the benefits that could be until we do have every capable, honest, and sincere auctioneer in all the States active members of the NAA.

If every member would just concentrate on getting one other good member, how much we would be able to accomplish each year.

We have had several visiting Auctioneers stop and spend a day or two with us and have just received word that a Milford, Ohio auctioneer will spend a few days of the Holidays here!

We have a pretty fair percentage of the Auctioneers in New Mexico as members of the NAA. Sixteen out of the State's eighteen auctioneers are members of the NAA. We'll be one-hundred per cent some day.

Any of you who ever get to or through

Albuquerque, be sure to stop and see us at 4301 Menaul, N. E.

EDITOR'S NOTE — Copies of the letters mentioned in the first paragraph are on file in the offices of the National Auctioneers Association. One was written by the late Jack Gordon and the other by Mrs. Joan McClelland.

Auction Market Man A Versatile Person

By WARREN COOK

They say you should never bother a Certified Livestock Market operator on the day of a sale unless you are a customer.

The reasons for this are supposed to be many, because this is the day that the Certified Livestock Market operator has his mind on the business of the day and is not interested in having his chain of thought interrupted. This is the day that he devotes full time to his customers and his mind is not supposed to be cluttered up with other details.

I am afraid I must argue this point because I have had this experience of being in markets on sale days many times. I find that the Certified Livestock Market operator is the most receptive to ideas, he is the most alert and is at his very best. It is true that he definitely has his customer in mind, but it is also true that this is the day that he points to as his most important.

If you will stand by and be unobtrusive in your own actions, you will find that the livestock market operator puts on a great show. He is the official greeter, he is the complaint department, he is accepted by all of the people who are gathered in that market as the number one expert in the livestock field.

This man sits quietly and talks to customers, jumps up and runs over to turn on the lights, asks someone if the air conditioning is working, and stops by to visit with the bookkeeper. At the same time he has the patience to talk with the likes of someone who is not even connected with the livestock business. This is because on this day his mind is the most clear, his perception the greatest, and his behavior is beyond reproach.

It's a treat to watch this man operate. To see how he handles a fellow who might be complaining. Sometimes those who are issuing complaints can be rather loud and at the same time rather embarrassing to the operator. It takes smooth handling of people like this to pacify them and at the same time make a determined effort to keep them as customers.

It's worth the chips to watch the real good market men in their Certified Markets on sale day. They can be quiet, they can be tough, they can be gentle, but there is one thing certain that on this as on other days, they are top-notch men.

(From Livestock Market Digest)

Take Home A Smile

Take home a smile; forget the petty cares,
The dull, grim grind of all the day's
affairs;

To-night, to those who wait, take home
a smile.

The day is done, come be yourself
awhile;

Take home a smile; don't scatter grief and
gloom

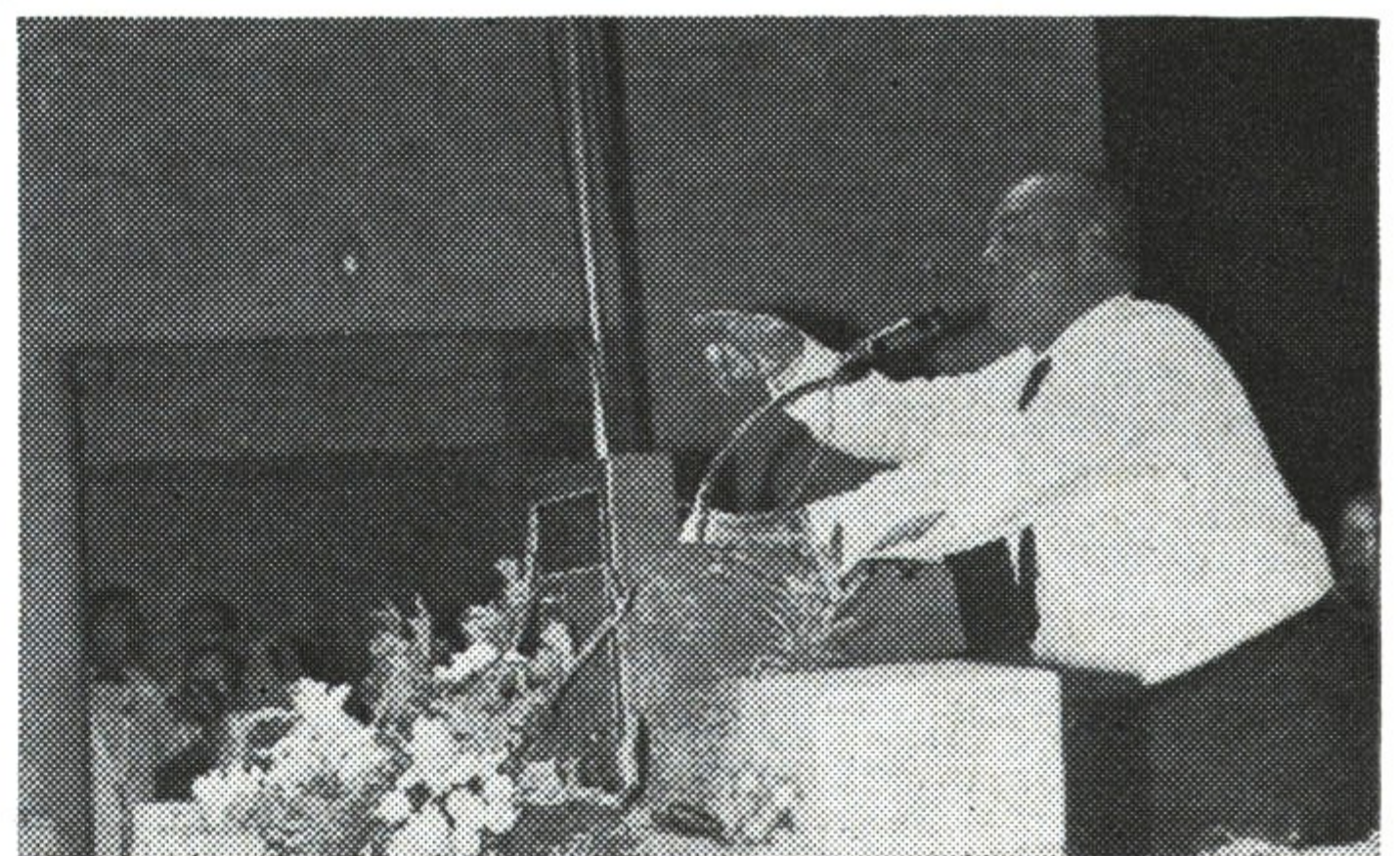
Where laughter and light hearts should
always bloom;

What though you've traveled many a
dusty mile,

Footsore and weary, still take home a
smile.

Take home a smile—it is not much to do,
But much it means to them who wait for
you;

You can be brave for such a little while;
The day of doubt is done—take home a
smile.



Glenn Casey, Williamston, Mich., donated a registered Holstein heifer to the Fun Auction in Cincinnati. Here we see him getting the top dollar for the calf. Bilbruck photo.

Memories Revived At Ex-Governor's Auction

Submitted by Walter Carlson,
Trimont, Minnesota

MINNEAPOLIS, MINN., Dec. 18 — Not everybody who crowded into Tom Gould's auction hall Tuesday knew Gov-Floyd B. Olson, but most remembered him.

Walter Simonson, 514 W. 32nd St., who once farmed near Appleton, Minn., recalled: "The governor used to pheasant hunt on my farm." Simonson bought a set of drapes that used to hang in the Olson home.

Eugene Rerat, 4410 Tyrol Crest, Golden Valley, Minneapolis attorney, said that Olson had been his instructor when Rerat was going to night law school.

"I used to go down to the courthouse and watch him in action," Rerat recalled. "I grew up on the north side a few blocks from his old home.

"Gov. Olson was a wonderful man."

Rerat and Mrs. Rerat bought a set of green crystal stemware that Gould pointed out "used to grace the Governor's table." Rerat also was particularly pleased about his winning bid on Olson's desk-set. It included a paperweight made from the steel rail of Minnesota's first railroad track and was inscribed:

"To Gov. Floyd B. Olson — presented by the Minnesota Steel Co., in behalf of the West End Business and Civic Club— Dec. 11, 1930."

Jim Davis, 3897 E. Lake Harriet Blvd., bought Olson's set of pipes and a humidifier. "I was just a kid when he was governor," Davis said, "but I came out tonight because I wanted something that had been close to Floyd.

"I got to know him because I knew his chauffeur. And I helped a little on his campaigns. Floyd was a great person."

Mrs. Olson and her daughter, Mrs. Albert Krantz, Brainerd, Minn., drove to Minneapolis together to be on hand. They explained that most of the items on sale at the auction, 2324 Lyndale Av. S., had been in storage since 1948.

"Floyd gave me that baby grand piano for Christmas one year," Mrs. Olson recalled. "I learned to play on an old upright and I was so thrilled to get the grand."

An antique wall clock on sale, Mrs. Olson said, was given to the governor by a very good friend. Friends also gave him a Turkish brass lamp and a Chinese rug.

Jim Fowler, 324 Russell Av. N., Minneapolis police officer looked at Mrs. Krantz and said, "The daughter certainly is the picture of her father."

Fowler knew Gov. Olson because he also was raised in the same north Minneapolis neighborhood. "He was county attorney when I first met him," Fowler said. "I was active in the DFL party a bit. Floyd, you know, was the most unusual man.

"He talked Yiddish fluently. And he spoke Finnish. I admired him because he was a man who came from the poor man's section of town and, had he lived, probably would have been a potential president of the United States.

Fowler, who stood by throughout the sale for security and to help control the crowd, summed it all up when he said:

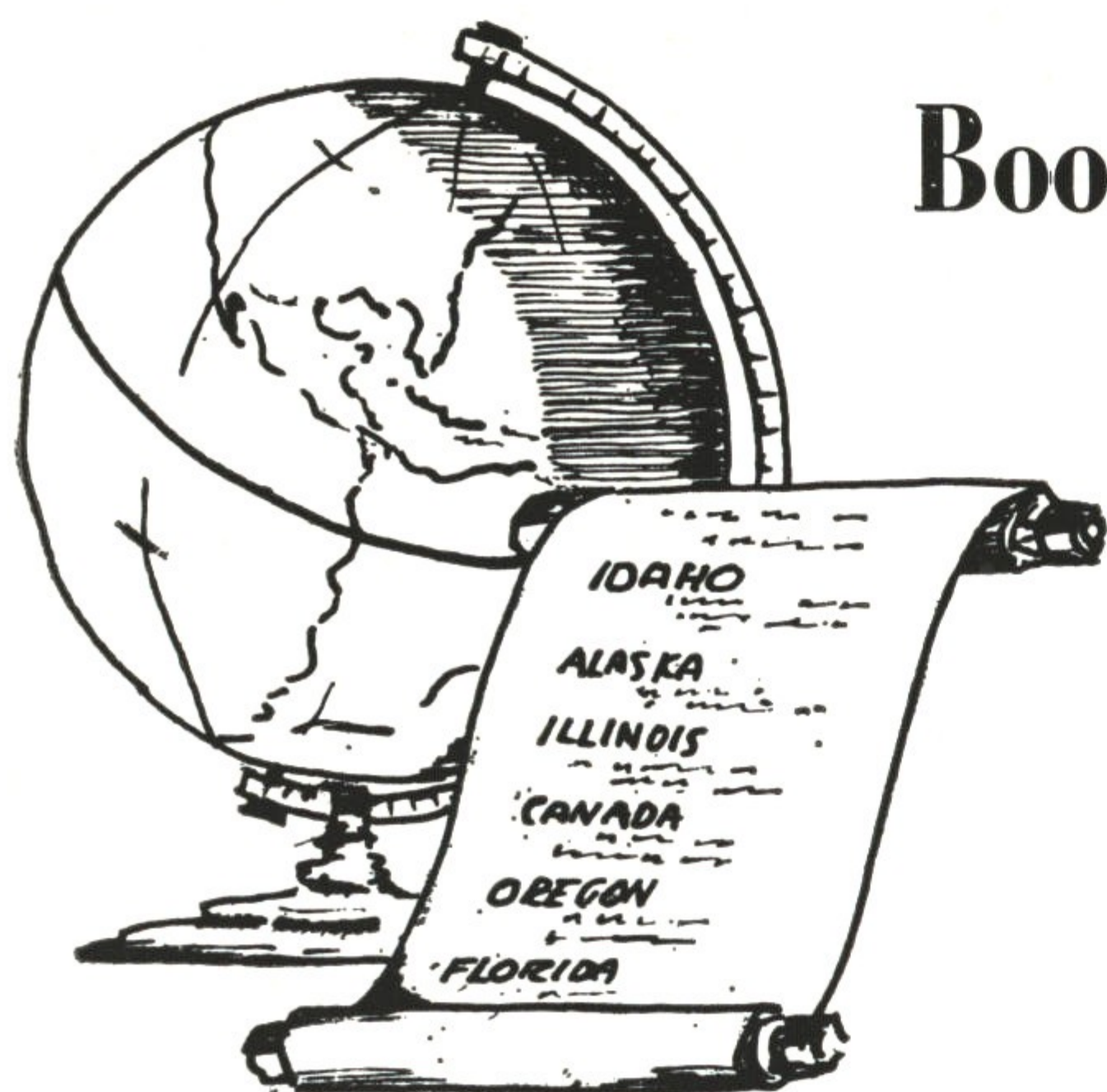
"It's a nostalgic night. It really brings back memories."

Auctioneer Dies

Col. Glenn Gutknecht, 49, Franksville, Wisconsin, died December 12. He was a farmer and horse fancier in addition to being a well known auctioneer in Southeastern, Wisconsin for the past 20 years. He was a graduate of the Reisch American School of Auctioneering.

THE "HEALTHY HORSE"

Some people regard private enterprise as a predatory tiger to be shot. Others look on it as a cow they can milk. Not enough people see it as a healthy horse, pulling a sturdy wagon. — Winston Churchill.



Boosters for 'The Auctioneer'

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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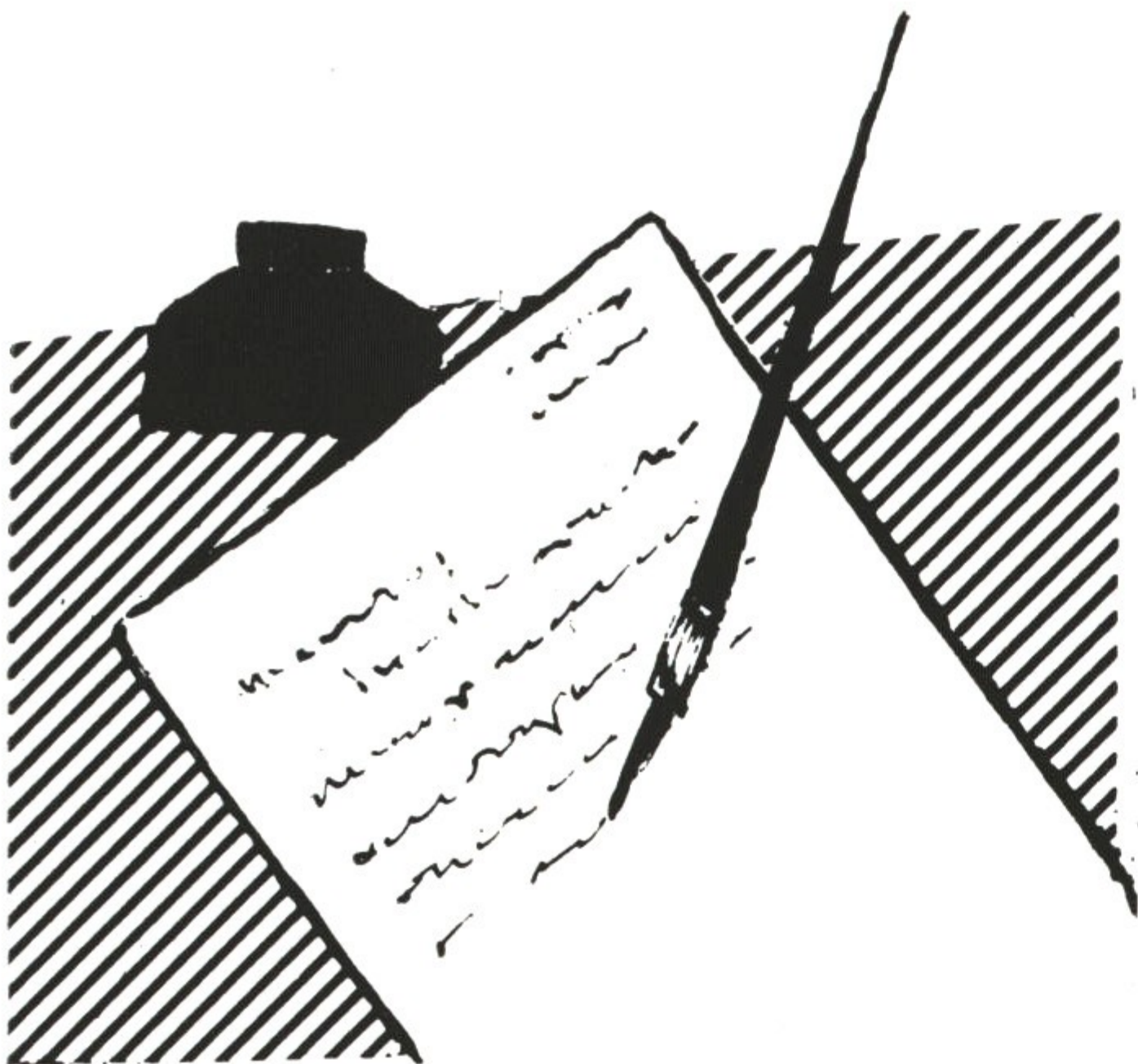
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ELSEWHERE

The Ladies Auxiliary to the
National Auctioneers Association

THE MEMBERS SAY . . .



Dear Col. Hart:

Herewith check for 1964 dues. I have had a good year. The weather has been nice all fall but it has turned colder now so it will be quiet for a couple of months.

With best wishes, I remain.

Yours truly,
Claus V. Beck
East Grand Forks, Minn.

* * * *

Dear Bernard:

Have had a real good year this year in the auction business in spite of our great loss last February. We are looking ahead to greater heights this year in business as we know the door to success is labeled "push." May your interest be also found in this direction as all of us go forward together.

Sincerely,
Mearl Maidment
Bowling Green, Ohio

Dear Bernie:

Before I forget, here is my dues, \$5.00 for my Texas dues and \$5.00 for the Booster Page. Have had a wonderful year and prospects look bright for '64.

Enjoy "The Auctioneer" and feel like I know some of you personally. Visit with Walter Britten some as he has a few Hereford sales close by and we get to hash things over between sales.

Respectfully,
Dub Bryant
Big Springs, Tex.

* * * *

Dear Bernie:

As we enter into the period of rejoicing and worship of the birth of our Christ and Savior, over 1963 years ago, we celebrate the birth of this Holy Child, born in a lowly manger of humble parents. This Holy Babe later to become a leader of men and Savior to the world. At a very early age, this young man was put to death by his enemies because he taught that all men should be free and equal to worship their Creator and to love, honor and live together in a peaceful way.

Today, we are saddened by the death of another leader of men, also a very young man who has been put to death by his enemies, because he also believed that all men are created equal and he also was trying to bring peace to the world. The whole world mourns the loss of this great leader, the 35th President of the United States of America, John F. Kennedy. This assassination of our beloved President came as a sudden surprise, as did another sneak surprise that

IN UNITY THERE IS STRENGTH

happened just 23 years ago, when many lives were lost.

Bernie, I am enclosing a copy of "Remember Pearl Harbor" that I wrote one week after the attack on Pearl Harbor. I gave away several copies at that time. They use it in the Navy Training Center Paper at San Diego, and have all these many years. You have my permission to reprint it if you care to. (It will be in a later issue. Ed.)

Well, as I promised, I wouldn't write again until I could send in my fourth new member, well here it comes. I am also sending my dues for 1964 and \$5.00 for the Booster Page and also some supplies.

I wish you and all the members a prosperous 1964.

Very truly yours,
V. K. Crowell
Oklahoma City, Okla.

* * * *

Dear Col. Hart:

My first year as a member of the NAA has been most rewarding. I haven't had as many sales as I would like but those I have had have been successful. I have sold purebred cattle in four states and have made many new friends and had some wonderful experiences.

Please find enclosed my membership dues for 1964, and keep "The Auctioneer" coming. I enjoy it very much.

Sincerely,
Eugene E. Carroll, Jr.
Providence, N. C.

* * * *

Dear Bernard:

Attached is a check in the amount of \$5.00 for the Booster Page which will help put West Virginia on your roster between Washington and Wisconsin, the same place they enjoy in the membership list.

This is not much in the way of finance but I believe if one or more auctioneers in each state would contribute to the Boosters Column it would increase the interest and would not only help "The Auctioneer" but would also help the auctioneers in general.

I hope to see West Virginia place above Wisconsin with not only one but at least a dozen members and I am always interested in the "Parade of States."

Wishing for you and the members of NAA a successful and pleasant New Year.

Sincerely yours,
O. B. Harris
Beckley, W. Va.

* * * *

Dear Bernie:

Enclosed you will find my 1964 dues along with \$5.00 for the Booster Page. We certainly look forward to the publication each month and am very happy to have it displayed in our office. We have noticed that it is picked up regularly by our auction and real estate clients.

There have been some very successful sales in our area this winter. We are having about a normal run of farm sales but the real estate and other sales are a little better than last year. Land is at a premium in this locality.

Bernie, the Illinois Auctioneers Association is looking forward to a very productive year and I would like to encourage any auctioneer living in Illinois who has not joined the association or to any who have let their memberships lapse to make a mental note, now, to send \$5.00 to Edward Bilbruck, 38 South Dearborn St., Chicago, Ill., or to any of the present members or officers.

Thank you again for all past considerations, wishing all of our fellow auctioneers a very successful year, I remain.

Very sincerely yours,
William L. Gaule
Vice-Pres.,
Illinois Auctioneers Ass'n.
Chatham, Illinois

* * * *

Dear Col.:

Am enclosing check for membership renewal. Would have mailed it sooner but have been busy looking for my dog. I may be a poor auctioneer but am a powerful rabbit hunter and have bought and gave away many dogs. It seems that a fellow needs new dogs every winter and if all the dogs purchased had been as good as they were recommended, it is doubtful if there would be a single rabbit alive in the Piedmont section of N. C. Have bought talking dogs and walking dogs, peeping dogs and creeping dogs, dogs that would lie and dogs that would smoke and some that would poke. Poli-

tical dogs and pouting dogs, one of them ran away from home because I wouldn't send him to an Auction School. Dogs of distinction and dogs that would just stink.

But Mister, have just met up with the master of them all. His name is WINDY, and the fellow I got him from was a truthful man. When I asked him if old Windy would run, he said yes, if you throw a rock at him.

Well, we have some pretty fast rabbits around here, one in particular, a big white buck rabbit with red eyes (most of the time), and we call him White Lightning. I sicced Windy on him and threw a couple of rocks and the race was on. White Lightning headed for the new four lane Highway and headed West with Windy at his heels. They passed two patrol cars and the car they were chasing which the officers said was making 120 miles per hour. Before they got to Asheville, some fellows saw them coming and thought it was some kind of a campaign headed West and threw a rock at them which changed their course a little but added speed to the race. Just about the time they crossed the Blue Ridge Mountains old Windy broke the wind. Yes Sir, that dog broke the wind in two. It was blowing from the North and he cut it in two so fast that it started blowing from the South and caused such a heavy rainfall that it flooded the valleys below. As they went across Tenn. the friction was so great that it set fire to 63 broom sage fields. All of this was happening faster than it is taking to tell it. When Windy reached the top of the Ozarks the momentum and speed was so great that he couldn't go down hill, so he just went through the air like a bullet. Some of the people in Arkansas thought it was a comet, while others thought it was a Missile and headed for the bomb shelters. Of course White Lightning stopped when he reached the State Line as he knew they would get pulled for running a segregated race. But old Windy went on as he was going so fast he couldn't turn. So, he just raised his nose, stiffened his tail, squinted his eyes and went into outer space, I reckon.

If any of you fellows out West see this dog, catch him for me if you can. The

Hickory Auction Co. needs old Windy for a special purpose, which is a trade secret and cannot be revealed at this time.

It will not be necessary to put my name on the Booster page this time, even if I was the first one from N. C. to do so. Just send me the AUCTIONEER at the present and when you have a page suitable for me and some others kindly advise.

Yours truly,
Turner Kees
Hickory, N. C.



Bob Thomas, Billings, Mont., sells a tuition fee to the Western College of Auctioneering, donated by the College for the 1963 Fun Auction. Bilbruck photo.

Hitler's 'Tree' Sold

LONDON — Adolf Hitler's bloodstained family tree chart was sold at auction for \$280 to a red-haired young man who said he wanted to own it but quickly added: "I am not a fascist."

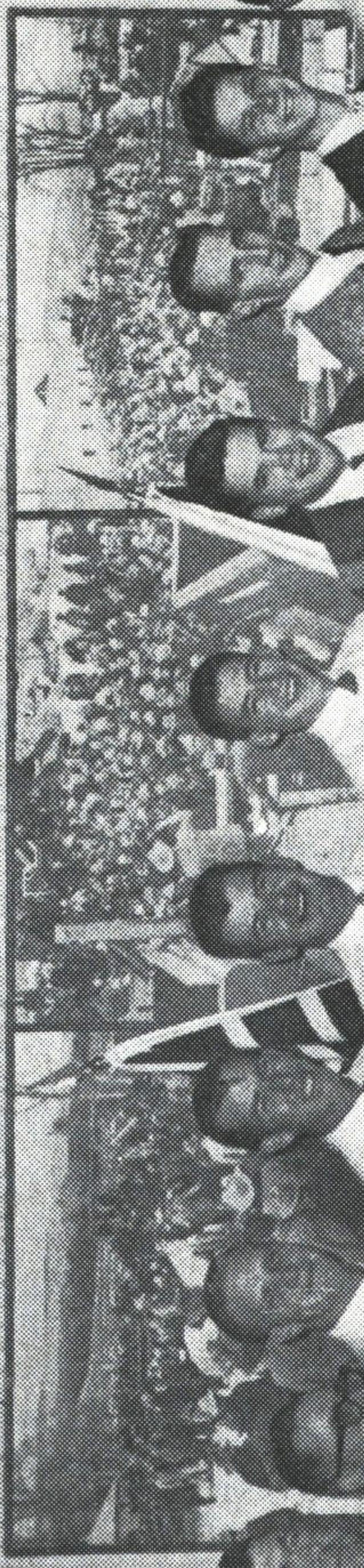
The manuscript was rescued from Hitler's bunker in Berlin by a soldier who lost a leg fighting for the Nazi fuehrer in World War II. He preferred to remain anonymous, saying only that he wished to buy an artificial leg with the proceeds of the sale.

Christie's Auction Rooms said "there is a stain of blood" on the manuscript.

The higher bidder gave his name as John Francis McGowan, 24, and said he is an electrical engineer.

The manuscript, measuring three feet by 18 inches, traces Hitler's family for six generations. The Heidlers, afterward Hitler, are on one side and the Schickelgrubers on the other.

ENTER TO LEARN - GO FORTH TO SERVE
WESTERN COLLEGE



Western College Of Auctioneering

Pictured on the opposite page are the members of the December (1963) Class at the Western College of Auctioneering, Billings, Montana. Identification follows, reading from left to right in each instance.

FRONT ROW: Instructors, Gordon Gross, Worden, Mont.; R. J. Thomas, Billings, Mont.; W. J. Hagen, Billings, Mont.; Jim Messersmith, Jerome, Idaho.

SECOND ROW: C. LeRoy Noll, Atkinson, Nebr.; Bob Goodell, Fortuna, Calif.; Lloyd Roberts, Weiser, Ida.; Rod Prewitt, Wheatland, Wyo.; Jerry Weiss, Medicine Hat, Alta.

THIRD ROW: Dennis Mercer, Hyattville, Wyo.; Bob Clark, San Diego, Calif.; Harlan Schott, McLaughlin, S. Dak.; Howard Voss, New Sharon, Ia.; Doug Ellis, Medicine Hat, Alta.; Chuck Lowe, St. John, Wash.; Andrew Scotter, Carman-gay, Alta.; Arthur Loff, Coram, Mont.; Ray Jones, West Glacier, Mont.; Gordon Good, Long Valley, S. Dak.; Kenny Mees, Forsyth, Mont.

BACK ROW: Paul Marsh, Green Acres, Wash.; Hal Lawrence, Caldwell, Ida.; Ted Westerson, Cockrane, Alta.; Jimmy Jones, Lubbock, Tex.; Bill Checkel, Castor, Alta.; David Gustafson, Vaughn, Mont.; Ladd Reeves, Central City, Nebr.; Tom Homes, Olympia, Wash.; William Martynes, Delburne, Alta.; Bruce Herden, Laurel, Mont.; Alex Ewashen, Lundbreck, Alta.; Don Brandt, Seattle, Wash.; Brent Hanson, McCammon, Ida.; Wayne Olson, Virginia City, Nev.

Property is desirable. It is a positive good in the world. That some should be rich shows that others may become rich, and hence it is just encouragement to industry and enterprise.

Let not him who is houseless pull down the house of another. Let him work diligently and build one for himself, thus by example assuring that his own shall be safe from violence when built. —Abraham Lincoln.

MEMBERSHIP



Memberships Processed, December 16 thru January 15

- O. S. Clay, Indiana
- *Sam Nussdorf, Connecticut
- Si Lockhart, Colorado
- George Vander Meulen, Michigan
- Earl Theis, Iowa
- *Homer Prewitt, Iowa
- *C. Ray Minton, Indiana
- Amon H. Miller, Indiana
- Marvin Van Syoc, Iowa
- J. C. Millspaugh, Indiana
- A. W. Thompson, Nebraska
- *Jerry Stern, Florida
- *Robert L. Hancher, Indiana
- *Marvin M. Hickson, Indiana
- *William E. Hosey, Indiana
- *Le Roy McLaughlin, Indiana
- *J. M. Land, Kentucky
- *C. Roger Lewis, Kentucky
- *Herbert L. Beitzel, Ohio
- *Thomas H. Nero, Ohio
- *Chester B. Rector, Ohio
- *Frederick A. Roelle, Ohio
- *Stanley Tisdale, Tennessee
- *Robert Michael, West Virginia
- *Sandy Sanstead, Wyoming
- *J. A. Van Lieu, Wyoming
- *James C. Cecil, New Mexico
- Harold E. Ball, Oregon
- Amos Wittmer, Indiana
- Claus V. Beck, Minnesota
- Willie T. Catlett, Virginia
- Exley B. Wical, Ohio
- J. W. Foust, Texas
- *Leroy Bontrager, Florida

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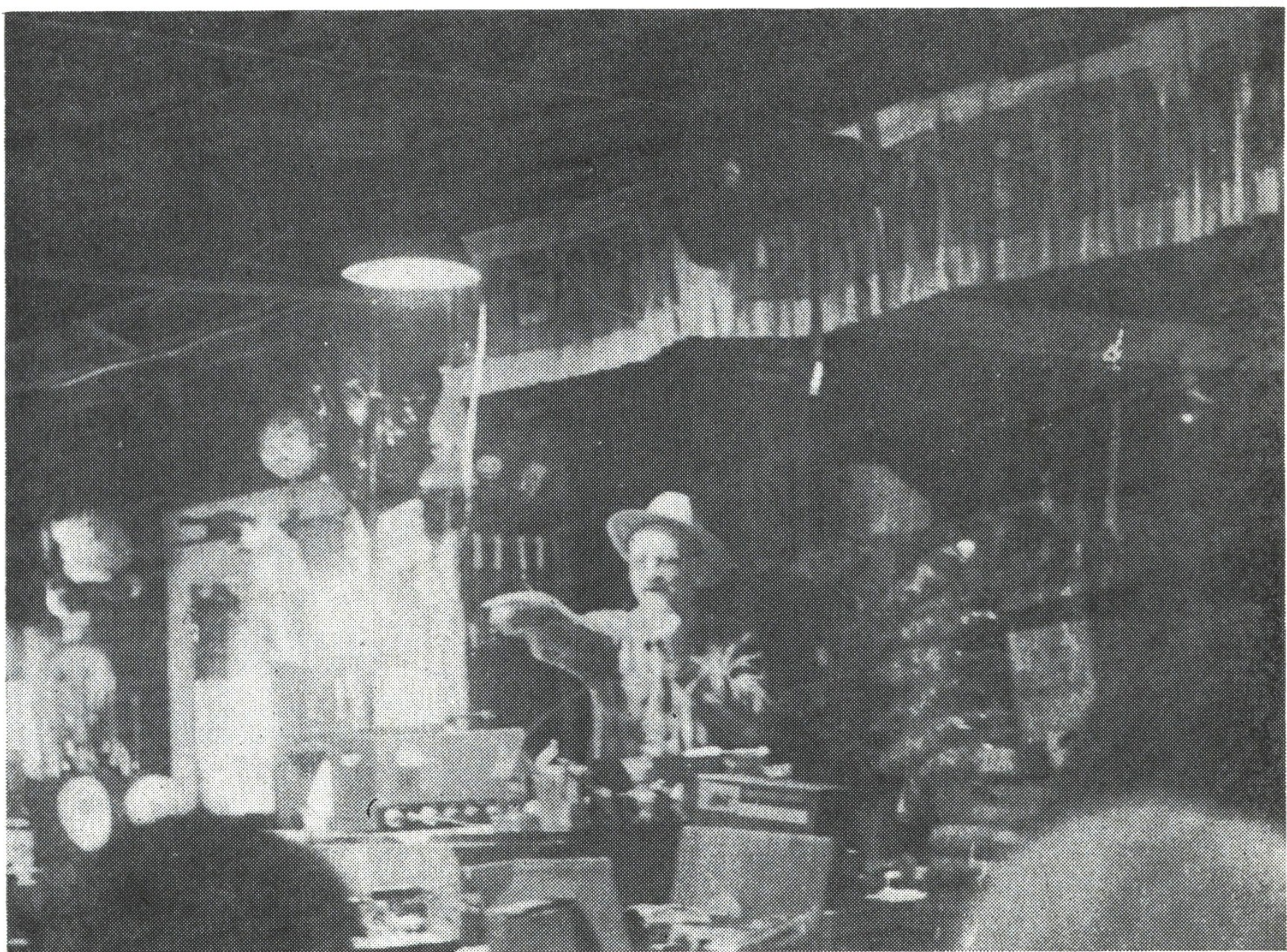
Carl Edd McCarter, Tennessee
 *Fred McCarter, Tennessee
 R. G. Burger, Tennessee
 *Eugene Carter, Tennessee
 *John Eskridge, Tennessee
 Claude White, Tennessee
 *E. C. Wheeler, Tennessee
 Stanley Fritz, Kentucky
 Dub Bryant, Texas
 *Herb Mason, Oklahoma
 V. K. Crowell, Oklahoma
 J. H. Oberwise, Illinois
 *David N. Pfister, Indiana
 Lee W. Wells, New York
 Leonard Austerman, Illinois
 R. Dale Washburn, Ohio
 Lovel Ross, Jr., Indiana
 Ralph L. Zabel, Illinois
 John Clauss, Jr., New Jersey
 Claude D. Myers, Ohio
 R. E. Featheringham, Ohio
 James H. Gibson, California
 Eugene E. Carroll, Jr., North Carolina
 Charles T. Wright, Kansas
 Earl Ray, Indiana
 Ray Tuttle, Illinois
 Wendall Kundson, Illinois
 Clay H. Metz, Illinois
 Bud Greenup, Kentucky
 Tom Long, California
 Billie Fitzpatrick, Connecticut
 *James M. Slover, Texas
 *Michael A. Weidner, Texas
 Wallace Bucher, Indiana (Life)
 Joseph Rosenberg, Illinois
 M. C. Maranell, Minnesota
 Orlin F. Cordes, Minnesota
 Riley T. Jefferson, Delaware
 Lloyd E. Sitter, Illinois
 L. Oard Sitter, Illinois
 John H. Deiken, Illinois
 Arthur Gordon, Illinois
 Joe M. Goldberg, Illinois
 Ray Hudson, Illinois
 Hugh J. Gorman, Illinois
 Clayton Dykema, Illinois
 Emil J. Lauter, Illinois
 D. D. Meyer, Indiana
 Carl Brink, Indiana
 Everett Rookstool, Indiana
 James D. Bayman, Indiana
 Charles S. Gerth, Louisiana
 Milton J. Dance, Maryland
 Emmert Bowlus, Maryland
 Phil Goldstein, Massachusetts
 L. E. Drake, Michigan

Bob Handrich, Michigan
 Stan Perkins, Michigan
 William J. Stanton, Michigan
 Dale A. Dean, Michigan
 Alvin Kohner, Minnesota
 Ernest L. Sarbaugh, Missouri
 Jim Merrigan, Missouri
 Herbert Van Pelt, New Jersey
 Watson Van Sciver, New Jersey
 Hy Fogel, New York
 C. B. Charles, New York
 R. Charles Backus, New York
 Harold B. Lee, New York
 Ralph Rosen, New York
 Harold Nordwall, North Dakota
 Owen V. Hall, Ohio (Life)
 Don D. Steinke, Ohio
 Lynwood Taylor, Ohio
 Donald Bradley, Ohio
 Elias Frey, Ohio
 Harley, O'Day, Ohio
 Arthur R. Borton, Ohio
 Anthony F. Zifcak, Rhode Island
 C. E. Cunningham, South Carolina
 W. L. Carter, Virginia
 A. W. Hamilton, West Virginia
 Gordon A. Drury, Wyoming
 Charles Dunning, Illinois
 Arthur A. Long, Illinois
 Lewis E. Smith, Indiana
 Joe L. Pence, Indiana
 S. Braden King, Maryland
 Everett R. Miller, Michigan
 William C. McDonald, Michigan
 D. S. Blew, New Jersey
 Clare Brown, New York
 Cy Ferguson, Ohio
 Arthur B. Albaugh, Ohio
 Harold Vaughn, Ohio
 W. Lee Holton, Ohio
 Robert Ruggles, Ohio
 Ted Mounts, Ohio
 O. J. Mader, Wyoming
 Herman Paul Peacock, Arkansas
 Ted C. Moye, Georgia
 Abe Cantor, Illinois
 Archie Shore, Illinois
 William E. Hanzel, Illinois
 Floyd McCaskill, Illinois
 Russell Kruse, Indiana
 Robert Ellenberger, Indiana
 Romaine Sherman, Indiana
 T. R. Grossman, Massachusetts
 G. Edgar Adams, New Jersey
 W. T. Wagner, New Mexico
 Herman Boress, New York

IN UNITY THERE IS STRENGTH

Harold Spoor, New York
George Roman, Ohio
Emerson Marting, Ohio
Emil Konasky, Ohio
Bob Newton, Ohio
John Andrews, Ohio
Walter A. Hartman, Ohio
Bryan Blew, Oklahoma
*Salvatore Santarcangelo, Vermont
Eldon Schraepfer, Wisconsin
Harold Henry, California
Howard Shults, Colorado
Al Tirelli, Connecticut
Hal Satz, Florida
Joe Ellis, Georgia
David L. Sawyer, Illinois
*Marvin Harris, Illinois
A. C. Thomson, Illinois
Robert Perry, Michigan

Walter Roat, Michigan
Joseph J. Maas, Jr., Minnesota
Milton M. Koptula, New Jersey
John P. Kachmar, New Jersey
Theo A. Merkt, New Jersey
Miles Dungan, New Mexico
William E. Ransom, New York
Charles A. Pratt, North Carolina
Wilbert Kroh, North Dakota
Gene Slagle, Ohio
Mearl Maidment, Ohio
Calvin Winks, Ohio
Frank Roadifer, South Dakota
O. B. Harris, West Virginia
George H. Wenmoth, West Virginia
LeRoy Longberry, Arizona
Keith Cullum, California
Elwood Collier, Illinois
A. R. McGowen, Illinois



An unusual auction was held at Middletown, N. Y., the evening of December 13. Clifford Montayne, owner of an auction barn in that city, suffered third degree burns in a fire two months ago and was still in the Hospital at the time of the auction. To help defray hospital expenses, the auction barn was reopened and all stock was sold by fellow auctioneer, Morris Weinstein. Col. Weinstein, a member of the NAA, donated his services for this sale as well as another held the following week. This type cooperation builds the stature of the auction profession and at the same time made a merrier Christmas for Mr. Montayne and his family.

IN UNITY THERE IS STRENGTH

Gordon Clingan, Illinois
 A. J. Billig, Maryland
 E. M. Rickey, Ohio
 Glenwood Adams, Ohio
 Robert F. Losey, Washington
 *Spilman Short, Virginia
 *Robert E. Short, Virginia
 *Larry W. Reed, Missouri
 *Tommy W. Gilliland, Illinois
 Marvin W. Haycraft, Illinois
 Harold Wehr, Indiana
 Max Loucks, Indiana
 Charles Bagby, Indiana
 David H. Levine, Minnesota
 Joseph F. Ryan, Missouri
 *James E. Fawcett, New Jersey
 Ralph S. Day, New Jersey
 *Bill V. Cope, New Mexico
 Raymond W. Henley, New York
 Gerald N. Mead, New York
 Steve Steinmetz, Ohio
 Paul L. Good, Ohio
 Colonel Sparkman, Oklahoma
 Virgil Munion, Oregon
 Rinehold Hubick, Saskatchewan
 Charles L. Alber, Arizona
 Don Johnson, California
 *Lloyd R. Yates, Illinois
 Harold Pick, Illinois
 Orison R. Seibert, Illinois
 Leo Grindley, Indiana
 L. W. Porter, Indiana
 Edwin Freeman, Kentucky
 W. Rex Proffitt, Kentucky
 David W. Bailey, Kentucky
 Fraisor Reesor, Kentucky
 Cecil Johnson, Kentucky
 George Swinebroad, Kentucky
 Hugh B. Standiford, Kentucky
 Preston R. Myers, Kentucky
 Thomas G. White, Kentucky
 Lawrence Mudd, Kentucky
 Carroll N. Hoover, Kentucky
 W. H. Owens, Kentucky
 W. R. Wolford, Kentucky
 Aleck Gribbons, Jr., Kentucky
 Michael Fox, Maryland
 Robert H. Campbell, Maryland
 Maurice Price, Michigan
 Howard B. Overmyer, Ohio
 Richard Pfarr, Ohio
 *Jimmy D. Jones, Texas
 Monroe Goree, New Mexico
 E. Leroy Cox, Massachusetts
 Larry P. Carlon, California
 J. Hughey Martin, Illinois

T. J. Moll, Illinois
 Hobart W. Farthing, Ohio
 Van L. Smith, Ohio
 Robert L. Eby, Ohio
 Harry H. Hawk, Ohio
 Kenneth W. White, Ohio
 John L. Leibel, South Dakota
 K. L. Espensen, Texas
 Earl Hardeman, Wyoming
 Clarence P. Maier, Pennsylvania
 Marlin J. Feifein, Pennsylvania
 Blaine Rentzel, Pennsylvania
 *Walter L. Bomberger, Jr., Penn.
 *Harry Davis, Pennsylvania
 *Frank T. Durbin, Pennsylvania
 *Stanley Lieberman, Pennsylvania
 Cecil McConahy, Pennsylvania
 *Cervin C. Miller, Pennsylvania
 *John W. Schrock, Pennsylvania
 *Walter A. Smith, Jr., Pennsylvania
 *Clyde C. Wagner, Pennsylvania
 *Jack L. Wagner, Pennsylvania
 Arnold Johnson, Virginia
 *John Chumbley, Colorado
 Laverne Sheldon, Colorado
 H. W. Hauschildt, Colorado
 John Pfarr, Jr., Ohio
 Ray O. Holloway, Jr., California
 T. Lynn Davis, Georgia
 William L. Gaule, Illinois
 Lester Winternitz, Illinois
 Stephen Winternitz, Illinois
 Marshall Nachbar, Illinois
 Michael Nachbar, Illinois
 Paul Strieter, Indiana
 David B. Spielman, New York
 Conley J. Smith, Alabama
 Merl Knittle, Ohio
 C. A. Morrison, Oregon
 Kenneth E. Light, Virginia
 Arnold Obendorf, Indiana
 Ben M. Rodman, New York
 J. A. McGinnis, Oklahoma
 Turner Kees, North Carolina
 *Garold C. Bergeson, Utah
 *Joseph W. Smith, Ontario
 *Pat Mangan, Colorado
 *Alex Huff, Indiana
 Howard Benker, Indiana
 Guy Jageman, Missouri
 Milo Fodness, Minnesota
 A. L. Solomon, Florida
 (*Indicates New Members)

Truth has only to change hands a few times to become fiction.

The Badger Chant

The December issue of the BADGER CHANT, official publication of the Association of Wisconsin Auctioneers, contained several interesting notes. We are reprinting one of them below, written by Col. Peter Faith, Franksville, Wis.:

"Here is something all auctioneers should give a lot of thought to if they are interested in a better future for the auction business, their own as well as that of their fellow auctioneers. How can I as an auctioneer get more business? Not from a fellow auctioneer but by doing a much better selling job to the public and the business world that the auction method of selling will mean a quick, sure sale and in most cases bring more money for this merchandise offered for sale.

"I feel that the general public does not know or understand the benefits they can gain by the auction sales method. Only because the auctioneers have not made any attempt to sell the public on the better sales method which a good auctioneer can offer.

"I believe that much real estate should and could be better sold at auction than the methods used by real estate brokers. They obtain a listing, advertise the listing and in most cases come up with an offer much less than the seller had listed but with the auction method you work the opposite. You keep going up-up-up until you have received a fair offer which is truly the real market price of the property offered for sale.

"There are certain problems connected with selling real estate by auction but I feel sure they are not so great that they cannot be solved. I believe that we as auctioneers have not begun to scratch the surface of opportunities in the auction sales plan. Surely 78 heads (number of Wisconsin State Members) are much better than seven or eight."

Also in the same issue of The BADGER CHANT, Col. Joe Donahue reports the sale of two tracts of real estate at auction in November. Teaming up with Col. C. K. Bell, they sold 500 acres in two parcels for a total of \$45,832. The other was a 183 acre farm for which a top bid of \$50,000 had been secured in an attempted

private treaty transaction. It sold at auction for \$52,155.

Farmer Of Today An Efficiency Expert

By C. O. "CES" EMRICH

"Farming is a way of life." We've heard this said many times. In times gone by, a farm family by working together could make a very good livelihood, partly because it was not necessary for a great expenditure of any kind. Most of that which it took to live could be raised from the soil.

In this day and age, however, things have changed. We all demand a higher standard of living. We are not satisfied with the things we raise and make ourselves. We don't want to be self-sufficient anymore.

This has definitely changed the economic environment on the farm. It also threatens to change the concept of family life on an average farm which is something we must preserve at any cost.

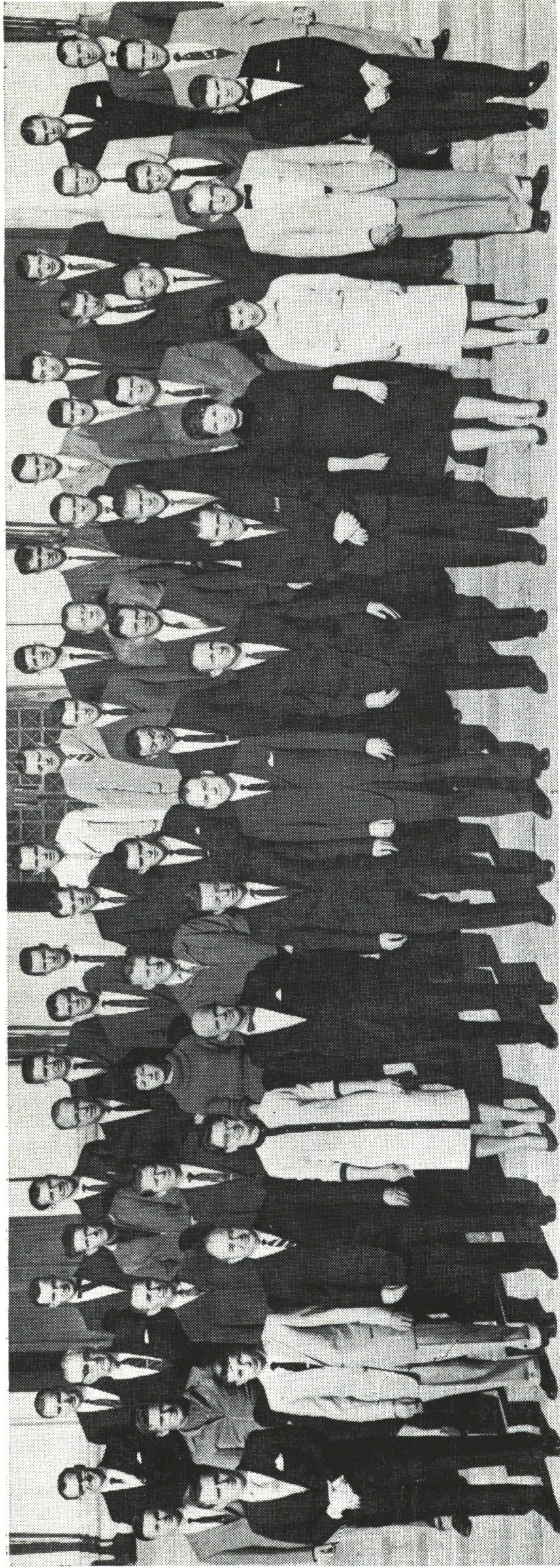
It is true we must recognize that the economic situation in agriculture is different than it was some years back. We now need to consider the mechanics of agriculture as a segment of industry. A farmer today must be outstanding in his ability to manage. He must know about scientific procedures in crop farming and in livestock raising and feeding.

He must be a "jack of-all trades" and also a "master of-all trades."

All of this has raised agriculture to one of the higher levels in industry. Those who are engaged in agriculture must recognize this and must consider it as such if they are to be successful in farming and livestock raising.

I would hope, however, that all farmers will be able to do this without changing the status of the average farm family. We need to preserve the way of life we have on our farms today. How? By continuing to support youth programs in agriculture such as 4-H, etc. There is nothing that keeps the members of a farm family closer together than the youth programs connected with agriculture.

(From Livestock Market-Digest)



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THE LIGHTER SIDE . . .

WHO'S WHO?

It was a beautiful morning when a 200-man class assembled at a jump tower to begin training as parachutists in an airborne outfit. They felt they were a tough, cocky group.

The class leader called the men to attention as a tough, hard-looking major walked into view, came to a snappy halt, and welcomed the group:

"I hear tell you all want to become parachutists. Fine! I am here to tell you how it will be accomplished. Your jump training will be conducted in three stages. The first week we'll separate the men from the boys."

The would-be troopers all puffed out their chests and stood tall. They would show the world they were men!

"The second week we'll separate the boys from the idiots," the major told the confused group.

"And the third week we'll let all you idiots jump!"

SMART GIRL

A passenger on an airplane noticed that the "Fasten Seat Belts" sign was kept lighted during the entire journey, although the flight was a particularly smooth one. Just before landing, he asked the the stewardess about it.

"Well," explained the girl, "up front there are 17 University of California girls going to Los Angeles for the weekend. In back, there are 25 coast guard enlistees. What would you do?"

JUNIOR EXECUTIVE

Mr. Smith called his business associate's home in an urgent attempt to reach him. Instead he got his four-year-old son. After an interval of getting nowhere he said, "Is there anyone else there I could talk to?"

"You could talk to my sister."

"All right, will you get her, please."

Mr. Smith heard the receiver laid on the table. After a long interval the little boy came back. "I couldn't get her out of the play pen!" he panted into the telephone.

REVERSING THE FIELD

The tall, dignified rancher joined the crowd in front of a bargain counter, in an attempt to get a very special pair of hose for his wife's birthday. He inched his way patiently, but was buffeted here and there by the women and made no progress.

Suddenly, he lowered his head, stretched out his arms, and barged through the crowd.

"Can't you act like a gentleman?" inquired a cold feminine voice at his elbow.

"I've been acting like a gentleman for the past hour," replied the rancher, still charging forward. "From now on I'm going to act like a lady."

VISION

Ranch employer: "Look here, what did you mean by telling me you had five years experience when you've never even had a job before?"

Young man: "Well, you advertised for a man with imagination."

THAT PROVES IT!

"You think so much of your old golf game that you don't even remember when we were married," complained his wife.

"Of course I do honey," he assured her. "It was the day I sank that 40-foot putt."

KEEP 'EM UNDER CONTROL

Be careful of your thoughts. They may break into words at any moment.—

ACCEPTABLE

Harry was in his late 50's and balding and his birthday was nearing. His wife asked him what he'd like for the occasion.

Glancing slyly at her, he replied, "Well, I think I'd like a gorgeous girl, about 19, blond and curvaceous and . . ."

As he paused, searching for the right word, his betterhalf suggested, ". . . and blind?"

FIRST IMPRESSION

A manager of a restaurant called his waitresses together. "Girls," he began, "I want you all to look your best today. Greet every customer with a smile, put on a little extra makeup and see to it that your hair is in place."

"What's up?" asked one girl, "A bunch of big shots coming in today?"

"No," explained the manager. "The beef's tough."

BIRTHDAY GIFT

Little Herbert had bought Grandma a book for her birthday and wanted to write a suitable inscription on the flyleaf. He racked his brain and suddenly remembered that his father had a book with an inscription of which he was very proud, so Herbert decided to use it.

Grandma was surprised when she opened her book, a Bible, and found neatly written the following phrase: "To Grandma, with the compliments of the author."

NOT THE WRONG NUMBER

"City Hall," said the switchboard operator, answering a call. There was no sound on the other end of the line. "City Hall," the operator repeated. Still no reply.

Finally, after the third time, a rather nervous female voice said, "Is this really city hall?"

"That's right, madam," said the operator. "With whom do you wish to speak?"

There was an embarrassed silence. Then the female voice said softly, "I guess nobody. I just found this number in husband's pocket."

CHEAPER THAT WAY

An Easterner was visiting his uncle who has struck it rich in oil country, and was being shown the great new home which his wealthy relative had just completed building. And there, in the living room, the Easterner was horrified to see his uncle's six-year-old boy driving nails into the piano, sofa, chairs and floor.

"Uncle!" he shouted. "Look what Jimmie's doing!"

"Pshaw," shrugged the oil man, "It ain't nuthin' at all. I get nails wholesale."

HEADED UPWARD

The manager approached the customer's table.

"I'm sorry that you have found fault with our rolls. The business of this restaurant has been built almost entirely on our baking," he said.

"Sir," replied the customer, "I see no reason to doubt it. With a few more rolls like this and you could build a hotel."

INEXPERIENCED

Mrs. Brown: "I hear our new neighbor's bride is a pretty little thing, but is she a good cook?"

Mrs. Jones: "Well, I don't think so. When I called to see her this morning she was trying to open an egg with a can-opener."

THE ROAD TO FAME

Father: "Well, son how did you do in your examinations?"

Son: "Pretty good, except, in one thing, I was like Washington and Lincoln."

Father: "What do you mean?"

Son: "I went down in history."

BAD RISK

The surgeon bent over the operating table and said to the patient: "Im going to be frank with you. Only four out of five persons recover from this operation. Before I proceed, is there anything I can do for you?"

"Yes," said the patient. "Help me on with my clothes."

INSTRUCTIONS FULFILLED

Doctor — Great heavens! Who stuffed that towel in the patient's mouth?

Husband — I did, Doc. You said the main thing was to keep her quiet.

MIGHT TRY LEGAL ACTION

An angry little man bounced into the postmaster's office. "For some time now," he shouted, "I've been bothered by threatening letters and I want something done about it".

"I'm sure we can help", said the postmaster. "Have you any idea who is sending you these letters?"

"Certainly", snapped the little fellow. "It's them pesky income tax people".

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5. They want to be informed on trade matters.
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