

the AUCTIONEER

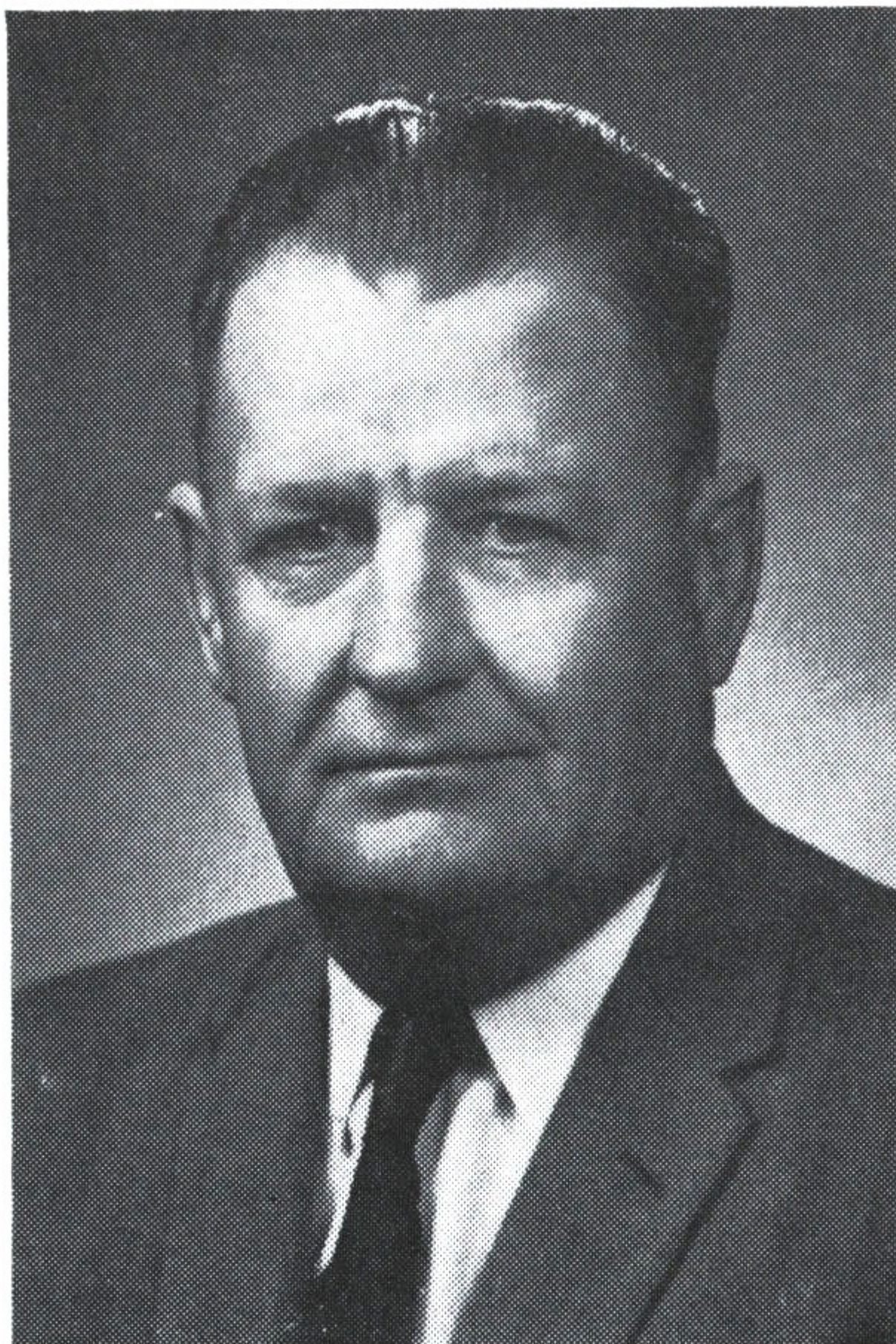


"IT LOOKS LIKE THE BEGINNING OF
A GOOD YEAR FOR AUCTIONEERS." *GJA*

NATIONAL AUCTIONEERS CONVENTION

JULY 19-20-21, 1962

CORNHUSKER HOTEL, LINCOLN, NEBR.



“You’ll find an abundance of hospitality awaiting you when you come to Nebraska for the National Convention. “I’ll be expecting to shake hands with you in the Lobby of the Cornhusker.”

Col. Henry Rasmussen, NAA Treasurer and Past President of the Nebraska Auctioneers Association.

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803 S. Columbia St. Frankfort
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Trade Associations Are Pillars Of Industry's Strength

BY LAWRENCE J. HOGAN

(Reprinted from the September 23, 1961, issue of TELEPHONY magazine)

As the independent telephone industry is engulfed in the excitement of the United States Independent Telephone Association's annual convention, it might be well to review associations and the valuable contribution they make to our society.

The first trade association was probably formed by a group of cavemen who learned that they could bring more meat home to their tables by joining with their neighbors in hunting parties. Since that time businessmen have been similarly funneling their energies into the solution of joint problems.

A trade association is a non-profit organization whose members, usually representing one segment of business or industry, voluntarily join together in a common effort to solve mutual problems and improve service to the public.

18,000 U.S. Associations

At present time there are an estimated 18,000 associations and other such voluntary organizations in the United States.

The trade association idea is typically American. After the Frenchman Alexis de Toqueville studied the American experiment, he wrote: "Americans of all ages, all conditions and all dispositions constantly form associations . . . succeed in proposing a common object to the exertions of a great many men, and in getting them to voluntarily pursue it . . . and have applied this new science to the greatest number of purposes."

This "number of purposes" is almost limitless. Associations care for man's needs from the cradle to the grave. We have such groups as the American Hospital Association, National Institute of Diaper Services, National Food Brokers Association, National Christmas Tree Growers Association, American Medical Association, National Selected Morticians and National Association of Cemeteries. There is even a very fine association for associations: The American Society of Association Executives.

Value Emphasized in 1930's

One of the earliest business associations was the New York Stock Exchange which was formed in 1792. But national associations did not really begin to blossom in the business field until after the Civil War. By 1900, there were about 100 national associations in existence. In about 1910, trade associations experienced a very important development when they concentrated their efforts on eliminating unfair and uneconomic competition, so for about the next 10 years hundreds of organizations adopted codes of ethics to promote higher standards for the conduct of their industries. By 1920, there were approximately 1,000 national and regional associations. As industries changed, new problems arose and associations devoted their energies to find solutions to these problems.

They developed standardization of products and production techniques; they devised systems of uniform accounting; compiled statistics on wide ranges of subjects to help their members compete in the growing complexities of commerce.

When the 1930's came—the depression years—the value of associations was emphasized as these organizations marshalled their segments of the business world into a cohesive force to make the long uphill fight to economic soundness.

When Congress passed the National Industrial Recovery Act in 1933, many trade associations—with years of valuable experience behind them—assisted the government to improve business practices through adherence to the NRA "Codes of Fair Competition." In 1935, when the U.S. Supreme Court declared the National Industrial Recovery Act unconstitutional, trade associations carried on the job of up-lifting standards and expanded their involvement in market research and development, merchandising, education, employe relations, government relations, etc.

During World War II, associations helped

organize the country's industrial strength to help defeat the Axis. The history of many associations is filled with outstanding accomplishments in the national defense effort.

Industry's Respected Voice

Today associations play a very vital role in serving their members, the industry they represent, and the general public. The decades of experience have brought with them a mature understanding of their responsibilities, efficient techniques for bringing diverse forces together into a common effort, and a respected voice for business and industry.

Trade associations constantly defend their industries against unfair treatment—from the government at various levels, from the public, and from the elements of the industry itself.

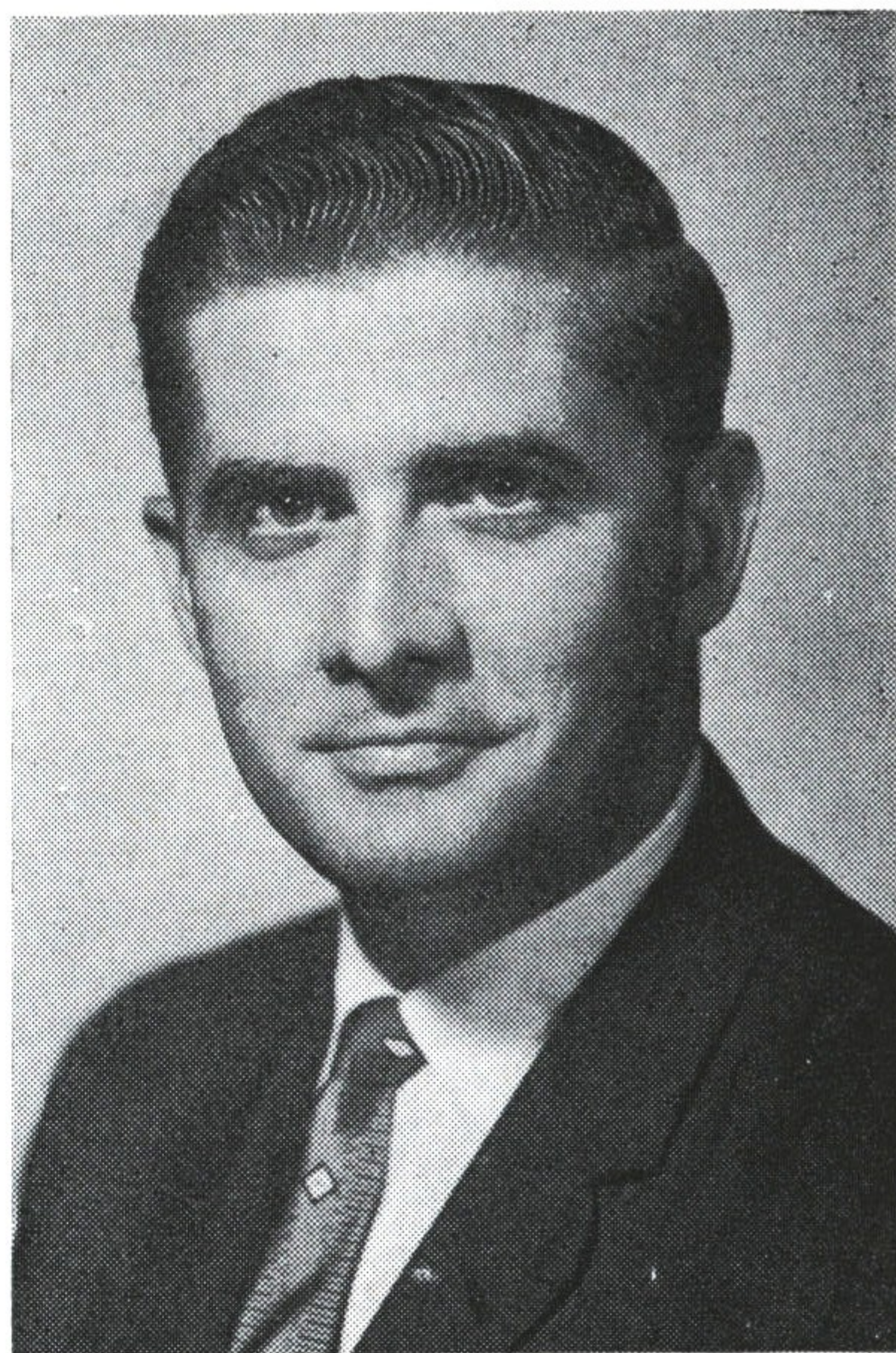
The small firms and the large firms meet on equal grounds in an association and this is one of their great advantages in providing a medium through which all size companies can concentrate on the problems they have in common, rather than emphasizing the areas which separate them.

The trade and professional association field is a rapidly growing career for talented young men and women. Some associations employ hundreds, but most of them have only a few persons on their staff. At the present time, there are approximately 30,000 specialists, executives or assistant executives in association work on the national level and many thousands more on the state, regional and local level. To better equip these individuals for their challenging career, the U.S. Chamber of Commerce sponsors the Institutes for Organization Management each summer on university campuses throughout the country.

Associations carry on a number of co-operative services in technical and non-technical areas. Association activities include, research, sales promotion, employee training, public relations, advertising, government relations, labor relations, etc. When an industry or business has a need, an association attempts to fill it.

Government Relations

Because trade associations play a leadership role in all important segments of the economy, they are often called upon by government—federal, state and local



Lawrence J. Hogan, author of this article, has been operating Larry Hogan Associates public relations firm in Washington, D. C., since 1959. He is also on the faculty of the University of Maryland teaching "Public Relations" and "Law of the Press." Mr. Hogan is active in the affairs of the Public Relations Society of America, the D. C. Bar Association, the Society of Former Special Agents of the FBI, the Washington Board of Trade, the Georgetown University Alumni Association, the Gonzaga Alumni Association, the Washington Trade Association Executives and other civic and professional organizations.

—to furnish information about their industry, to help select men to serve on commissions and advisory councils, and in many other ways cooperate with government.

Associations speak for the industry and listen at the same time. They keep members advised of legislative proposals and administrative regulations which are important to their business. They accomplish this objective through newsletters, bulletins, panels at conventions, etc.

When legislation is introduced which might be harmful to an industry's interests, the association formulates a program of activity opposing enactment of that legislation. This is not always a selfish ap-

IN UNITY THERE IS STRENGTH

proach. Very often legislators, without any intention to do so, draft bills which are disruptive, simply because they are unfamiliar with the industry which would be affected by the proposed law. Information furnished by an association aids the government in making policy, legislative or administrative decisions for the public's best interests.

For example, when a bill affecting the telephone industry is introduced in Congress, the USITA studies that bill, determines how the association's policy, if any, is related to the bill, and advises Congress, through the testimony of witnesses at hearings, through letters and personal contact, and speaks as the voice of the Independent telephone industry. It also calls the attention of its members to the proposed legislation. Regional, state and local associations perform similar functions with governmental bodies on their respective levels.

Praised by Congressman

Congressman Hale Boggs (D., La.) spoke for most legislators when he said: "Ours is a vast country with many diverse interests, all representative of the nation. In it, people must speak for groups locally and at state and national levels. To deny such speech is to deny the very essence of the democratic processes.

"My experience and, I venture to say, that of all other members of Congress is that the spokesman for groups—the lobbyist—by and large is straightforward, honorable, intelligent.

"In Congress, we soon learn that representatives of groups generally are individuals in whom we can have complete trust. Those who violate their trusts are few. You may not agree with a representative. You may discuss his point of view, or take another—completely opposite. But normally, the lobbyist is genuinely helpful in the legislative processes."

Lobbyists have gotten a dirty name because some lobbyists have been unscrupulous, which is like condemning all doctors because some of them perform illegal abortions.

Lobbyists, government relations experts, government liaison representatives, or whatever you choose to call them, perform a very vital role in our form of government.

Public Relations

Trade and professional associations recognize their responsibility for protecting and improving the reputation of the industries which they represent. To do this they educate their members to public relations problems and techniques, they correct abusive practices in the industry which detract from that reputation, they set the record straight when unfair and erroneous allegations are leveled at the industry, and, as the industry's voice, they tell its story to make people more cognizant of its problems and more appreciative of its accomplishments and contributions to the public welfare.

It's a large order.

Many associations publish public relation kits—"How-to-do-it" manuals for local associations and for members. Some of these are elaborate, leather bound volumes and others are simple mimeographed sheafs held together with a staple. The organization's budget dictates how elaborate the material will be, but the content is the important thing. Associations also sponsor public relations clinics to make members more conscious of their public relations responsibilities and to teach them the techniques for improving their own and the industry's reputation. The pooled resources of the association, financial and otherwise, enable it to do for the members what they often cannot afford to do for themselves.

Education Activity

Another fertile field of association activity is education. Associations conduct a variety of educational programs for members and employees of members, and, in many cases, the public.

These educational programs take various forms including clinics, motion pictures, formal courses of instruction, published books and pamphlets, etc. Associations often help young people to select their careers, conduct apprenticeship training schools to attract outstanding people to their industries and to see that they start their work with the proper grounding. They often sponsor efforts to apprise employees and the public of safety or health hazards, and in countless other ways disseminate important information.

Associations often have statistical and research programs to serve their industries. Some maintain their own staffs to gather

data and conduct research and others contact it out to specialists in particular fields. In any event the results are passed on to the industry—not just to members. The research includes not only laboratory investigations but also surveys, questionnaires, interviews and the other activities classified as market research, vital information for virtually all business enterprises.

Conventions Vital

The full scope of association activities would fill volumes and a brief article such as this can only hit on highlights. One very important highlight is the annual convention.

The association's convention affords members an opportunity to enjoy themselves. Convention time is an exciting round of renewed acquaintances, shared good fellowship, and frank discussions of mutual problems. The banquets, dances, visits to hospitality suites and cocktail parties are merely the pleasant vehicles for carrying forth the educational objectives. Some learn more than others at conventions . . . Some drink more . . . Some play more, but for each there is a wealth of information to enable him to conduct his business more efficiently and more profitably, to sharpen his awareness and broaden his appreciation of his responsibilities.

Anyone interested in the progress of his industry will find in the convention sessions and exhibits nuggets of ideas for improving his operations to better serve his customers.

And when the convention is over and the members, some happy, some unhappy, depart by car, plane, train, and bus to their respective worlds, the association staff workers exhale a deep sigh of relief. Another convention is over. This dedicated corps of workers who render invaluable service to the business community are seldom accorded the credit they deserve. Every year they must strive to top last year's convention . . . and usually they do.

Much Work and Planning

Behind every successful convention which appears to run so smoothly is an unbelievable complexity of detailed work and planning. Menus, entertainment, printing, promotion, ticket sales, hotel accommodations, registrations, letters, telephone calls,

contacts and contracts—all build to an intense pitch and then melt into obscurity when the convention ends.

Too often those who enjoy the fruits of all this work do not appreciate the fact that so much has been done to assure their enjoyment, unless they have had the job themselves at some time in the past.

As the representative of all those who will not have the opportunity to personally thank the hard-work staff and committeemen of the USITA for their contributions to the success of the Independents' convention, TELEPHONY doffs its editorial hat to these perennial workhorses.

It is impossible for associations to operate effectively without the work of volunteers, the committeemen and women who, although they pay their dues to support the organization, make a more important contribution in time and think-power to help the association serve its members and the public. That's really the most remarkable aspect of associations: The tremendous energy and priceless talent which is amassed and funnelled into a productive force for good . . . good business, good citizenship and good fellowship.

Auctioneer's Child Killed In Crash

Col. and Mrs. John Reynolds, Jr., Hollandale, Wisconsin, and their five year old daughter, Pamela, received minor injuries in a truck-car accident in which another daughter received fatal injuries. The accident occurred November 13, four miles south of Dodgeville, Wisconsin.

Col. Reynolds is a member of the Association of Wisconsin Auctioneers and the National Auctioneers Association. Both organizations extend their deepest sympathy to the bereaved family.

Anyone can carry his burden, however hard, until nightfall.

Anyone can do his work, however hard, for one day.

Anyone can live sweetly, patiently, lovingly, purely, till the sun goes down . . .

And this is all that life really means.

—Robert Louis Stevenson

Membership Soars To New Heights As Gains Continue

A new all time high of 1671 has been reached in the membership count as of December 15, 1961. The new total is above December 15, 1960 by 361 members.

During this last period, Pennsylvania made the largest gain in membership by adding nine to their society.

One hundred and thirty-two of the July expired members have yet to be reinstated.

Illinois still remains in first with 132, Ohio second with 121. Third is Indiana with a total of 109 and Nebraska is a close fourth with 108. Pennsylvania is in fifth position with 99 and 83 for Wisconsin puts it in sixth place.

Our six leading states, which represent 12% of all states, have almost 40% of the total membership.

With totals for June 30 and November 15 listed along with the individual totals as of December 15, a precise picture of those making progress and those losing members can be seen from the following listing:

STATE	Members June 30	Members Nov. 15	Members Dec. 15
Alaska	0	1	1
Alabama	6	6	6
Arizona	2	5	6
Arkansas	22	21	20
California	40	41	43
Colorado	36	39	42
Connecticut	6	6	6
Delaware	3	3	3
District of Columbia	1	1	1
Florida	15	18	19
Georgia	17	19	20
Hawaii	1	1	1
Idaho	12	8	7
Illinois	121	128	132
Indiana	88	107	109
Iowa	50	59	60
Kansas	83	76	77
Kentucky	66	66	66
Louisiana	8	8	8
Maine	3	3	4
Maryland	17	17	17

Massachusetts	24	23	24
Michigan	47	55	56
Minnesota	18	17	17
Mississippi	3	2	2
Missouri	49	51	53
Montana	40	43	43
Nebraska	121	106	108
Nevada	2	1	2
New Hampshire	3	4	5
New Jersey	34	39	40
New Mexico	10	10	10
New York	53	55	57
North Carolina	21	23	25
North Dakota	12	13	14
Ohio	114	121	121
Oklahoma	21	29	30
Oregon	16	16	16
Pennsylvania	103	90	99
Rhode Island	6	5	5
South Carolina	5	6	8
South Dakota	8	9	9
Tennessee	63	52	53
Texas	48	49	50
Utah	2	2	2
Vermont	6	7	7
Virginia	27	27	27
Washington	10	15	16
West Virginia	12	11	12
Wisconsin	91	83	83
Wyoming	13	11	12
Canada	14	15	15
Germany	1	1	1
Australia	1	1	1
TOTALS	1595	1625	1671

Today Is The Time

By COL. B. G. COATS

As you read this article we will all have entered upon a New Year, the year 1962. It should be a wonderful year for the National Auctioneers Association and you can make it a wonderful year.

Today, Tell and Sell the story of the N.A.A. It's the (Individual Action) of each member doing what he can with what he has wherever he is that will determine the extent of our Association's growth. We can coast by individually doing nothing.

IN UNITY THERE IS STRENGTH

We can assure the Association's future life and extend its power of influence by individually being active.

Our Association which is the only hope of the Auctioneering profession and for better Auctioneers of the present and future is literally in the palm of every member's hands . . . so with all the sincerity I possess, I urge you to:

"DO WHAT YOU CAN" by telling the story of the N.A.A. as you go about your daily contacts. These conversations might take place wherever friends meet and make contact.

"WITH WHAT YOU HAVE" which is presenting the aims and purpose of the N.A.A. What it has done for you. The friends you have made and the knowledge you have obtained. Knowledge obtained and not disseminated is useless.

"WHERE YOU ARE" — no matter where you reside in any of the fifty states and Canada, tremendous is your opportunity to proudly tell of the many worthwhile opportunities provided by the N.A.A.

Let's remember by doing what we can, with what we have, wherever we are.. If we do it individually we will collectively give to our Association the greatest membership gain in its history.

When the pioneers laid the foundation for the N.A.A. they builded well. It is up to us of this day and time to see to it that it continues to grow, that the edifice which they began, shall continue to build more and better Auctioneers and broaden the sphere of influence of the auctioneering profession.

Just as you would like to have a Happy and Prosperous New Year help others to have the same. Help your Association to have a Prosperous New Year by remembering "Today is the Time." There is only one important moment in your life — that is NOW!

Very best wishes for a Happy and Prosperous New Year and may you all have bigger and better sales.

Livestock Groups, Directory Released

KANSAS CITY, Mo.—The Directory of Livestock and Related Industry Organizations, as compiled by the Livestock Mar-

ket Foundation, has currently been released to all organizations as listed in the Directory. The Foundation, a statistical agency sponsored by the Livestock Industry Markets Association, is distributing the Directory in the interest of furthering a more ready exchange of information between all livestock organizations.

Content of the Directory includes a complete listing of organizations of livestock marketing groups, purebred livestock, national farm groups, meat packers; product education and promotion groups; and research and education organizations. A total of 242 organizations are listed by name, address and officers.

The Foundation, in accordance with the Livestock Industry Markets Association, is continually striving for furtherance of understanding and communication between all segments of the livestock industry and related organizations. It is in behalf of this objective that the Directory was compiled and complementarily distributed.

WHY IT'S A DIRTY WORD

Americans have heard a succession of Internal Revenue commissioners and others living well around the treasury department explain that income tax forms simply cannot be simplified.

The blame has gone to the complexity of the income tax law.

But lo, now the income tax form is to be greatly simplified without a material change in the law.

The reason is that the old form isn't adaptable to a new auditing system which is expected to ferret out some 5 billion dollars in taxes heretofore evaded.

Closing the loophole is fine, but it does not blind us to the fact that taxpayers have been consistently lied to by those who said the insane old form was the best, absolutely the best, that could be worked out.

It was only impossible to create a better one so long as it was just the public that was sorely inconvenienced. It is wholly possible to arrive at an improvement when government finds itself inconvenienced.

And that, children, is why bureaucrat has become a dirty word.



Pioneers in the organization of present day auctioneers would be a fitting title for the gentlemen in this picture. They were recently honored by the Illinois State Auctioneers Association for their contribution to that organization and the auction profession in general. Reading from the left they are: Col. J. Hughey Martin, Colchester, who presented the plaques the other four are holding; Col. Walter Holford, Edwardsville; Col. C. B. Drake, formerly of Decatur, now of Terre Haute, Ind.; Col. V. C. Van Tassel, Robinson; and Col. L. Oard Sitter, Anna. Cols. Holford and Drake are past Presidents of the NAA.

THE LADIES AUXILIARY

Vinton N. Thompson, director, Division of Markets, at the annual meeting of The Cooperative Marketing Associations in New Jersey, Inc., held in Jamesburg.

During the 12 months from Nov. 1, 1960 to Oct. 31, 1961, egg and poultry sales at the five cooperative auction markets which handle these commodities amounted to \$8,317,400, compared with \$7,843,100 the year before. The sales value of fruits and vegetables at nine auctions in 1961 was \$9,744,600, compared with \$9,562,900 in 1960.

Volume of egg sales was about the same in both years, but the average price per case in 1961 was \$12.34, an increase of 4.3 per cent from the previous year. Only 20,000 crates of live poultry were handled by the poultry auctions during 1961. In 1960, 25,000 crates were sold. Average price per pound of poultry declined 3.3 per cent in 1961.

About 4,240,600 packages of fruits and vegetables were sold by auction at the cooperative markets in 1961, compared with 4,021,200 in 1960. The average price per package in 1961 was \$2.10, an increase of 10.5 per cent above the 1960 price, \$1.90.

Arrival of a third child in a family means more than just another tax exemption. The parents become an oppressed minority.

THE LADIES AUXILIARY TO THE NATIONAL AUCTIONEERS ASSOCIATION

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Mrs. Earl White, Madisonville, Tex.

To The Ladies Of The Ohio Auxiliary

Dear Friends:

It is almost time for another Auctioneers meeting, so ladies circle your calendar for January 13th and 14th, 1962, and remind your husbands that you want to attend the meeting with them.

On Saturday evening while the men are holding a business meeting there will be entertainment and a social hour for the ladies, so come and join us for an evening of fun and to re-new acquaintances.

And for those who will not be able to join us Saturday evening, we will look forward to seeing you at our meeting on Sunday. As has been the custom in the past we will meet at 10:00 A.M., for a coffee hour, followed by our business meeting. At 12:00 noon we will join our husbands for dinner, afterwards we will return to our room where our program committee has secured Mrs. Betty Foust from Findlay as our speaker. I am sure she will bring an inspiring talk which we homemakers will enjoy.

The Auctioneers have been most considerate in making their plans to include the ladies and for us to have a good time. Let us show our appreciation by attending the meetings with them. It is a privilege to be a part of the Ohio Auxiliary.

I am looking forward to a friendly greeting with you at our January meeting.

Your President,

Dorothy Jewell

New Jersey Farm Products Are Higher

TRENTON, N.J.—Both volume and value of agriculture products handled by New Jersey farmer-owned auction markets increased in 1961, according to a report compiled by the state Department of Agriculture.

The report was presented recently by

Hugh McGuire Victim Of Heart Attack

Hugh E. McGuire, nationally known auctioneer of Holstein, Iowa, died unexpectedly of a heart attack at his home early the morning of December 7. He was 63 years old.



Mr. McGuire was born at Holstein, Iowa, November 29, 1898 and was a lifelong resident of that city. He started his career in the auction profession while still a youth, with the McGuire Auction Co., which was established by his father, Pat McGuire, in 1888. He sold auctions in various parts of the midwest while still in high school although he later attended Northwestern University. The McGuire Auction Company is known in all parts of the country, their specialty being real estate auctions.

Col. McGuire was always active in state and national auctioneers and real estate organizations. He served as President of the Iowa Auctioneers Association, was one of the early members of the National Society of Auctioneers and served several years on the Board of Directors of the National Auctioneers Association.

As a public speaker, Col. McGuire's services were constantly in demand. He has addressed several different conventions of state auctioneers groups on the subject of selling real estate at auction. He was also a contributor to "The Auctioneer" and

one of his better articles was published in the issue of July, 1957.

Survivors include the widow, the former Miss Florence Hass; two sons, Pat of Cushing, Ia., and Jim of Holstein; two daughters, Mrs. Celia Forrestal of Galva, Ia., and Mrs. Mary Venrick of Pueblo, Colo., and 17 grandchildren.

Funeral services were held at 10 a.m. December 9, at Our Lady of Good Counsel Catholic Church in Holstein, and burial was in the Catholic cemetery at Holstein.

Ohio Auctioneers Plan Annual Meeting

Don E. Fisher, Secretary-Treasurer of the Ohio Auctioneers Assn., has announced that plans have been completed for the Association's Annual Convention.

This meeting will be held on Saturday, January 13th and Sunday, January 14th at the Southern Hotel in Columbus, Ohio. All Ohio Auctioneers and their wives are invited to attend. Saturday's program will run from 8 P.M. (E.S.T.) until 10 P.M. (E.S.T.) and will be in the form of a Real Estate Seminar.

While the Auctioneers are attending the Seminar the Ladies Auxiliary will be entertaining the wives with a social meeting. Sunday's program is a full one. Starting at 10 A.M. with the regular business meeting followed by the election of new officers. At noon the Grand Banquet will be held after which the members and wives will hear an address by Mr. Perle Whitehead. Mr. Whitehead is a retired Boy Scout executive from Cincinnati, Ohio and he is proclaimed as speaker extraordinary throughout the nation. His address will be one of the highlights of the convention. The afternoon session will be devoted to a panel discussion on topics of current interest to all Auctioneers. The Ladies Auxiliary will be holding their program during the day on Sunday also.

The Ohio Auctioneers Association wishes to take this opportunity to extend an invitation to all Ohio Auctioneers and their wives to attend this entertaining and educational meeting.

ONLY THING

The only thing we know of that doesn't suffer from being panned is gold.

Reviewing The Years

From 1880 To 1900

By COL. POP HESS



As you receive this Publication, we are in the year of 1962. The date of this writing is in December in time to meet the 15th date mark for publication. It is not too easy to write a New Year's Column. Trying to meet the Christmas events, wind up the year in books and accounts, take inventory of profits and losses, report to Uncle Sam on income, and the numerous items of events one goes through at this time of the year.

The December issue of this publication is now on my desk and it was very pleasing to see as of last November 15, we stood in membership at an all time high—1625 in our NAA with Ohio in second place in total. I am sure all will hope as you receive this issue, we have again made a gain for the New Year to Convention time in July.

Weather in Ohio is of average. So far we have had very little snow and not too near ZERO. As of the moment, SALES IN OHIO HAVE ALL BEEN GOOD, both in attendance as well as prices. Not too many letters received from the boys out over the land as of this date, but what few I have received have been very interesting and most of them I have answered personally. They all wind up with about the usual answers — licenses — how to get sales — what to do when they have them — etc. Reminds me of sometime back when I had a letter that wanted many answers and I took time out and some pages in telling what I thought would be his answers only to get a reply back HE DID NOT AGREE WITH ME. He took about as much time and paper to tell me what he thought I should know. So I wound up like a fellow I knew of once who tried to reason and advise a fighting man and his wife on how to do and act, only to wind up by getting beat up by both of them and

kicked out of the house. However, I enjoyed it all just the same.

You, our regular readers, no doubt have been following my Column on 'Over Eighty Years of Living,' from 1880 in ten year sections, and last month I wound up with The Year of 1900. In this column I will go back and review things I have seen come and go and numerous events that I have experienced in my first 20 years of living, other than items mentioned in the past two columns from 1880 to 1900.

Many questions are asked of me both by letters and by people I come in contact with, and here are a few I recall:

First, you will note I mentioned the street cars pulled my mules. Well, I did ride on one of those cars once. Then I saw them disappear and the electric street car came and I rode on it. On my first seeing the electric powered street car rolling down our County Seat town's main street, I was somewhat like the Chinese who came over to our country and when he saw one he said, "No Pushy-No Pully-But Go Like Helly." As I neared twenty years of living there came the Interurban Electric Car Lines that were much welcomed and for years used extensively as they ran every hour or so and stopped most any place. However, today they ARE NO MORE.

Telephones in the rural area of Ohio was not with us. However, in the cities and business places, they had them. By 1910 the farmers had phones in abundance.

My first experience in riding on a steam railroad train was back when I was just coming into my teens. I think it was late in my twelfth year when I went with our neighbor and his family and their hired man, Bill, who was still some greener than I was. We took our first train ride from Springfield, Ohio, to Dayton, Ohio (25

miles). It was some event. A full day's event from early AM to late PM in August. It was hot and Bill and I were fully dressed in wool clothing, stiff white shirts, derby hats, and country shoes. They took us to the Soldier's Home and we saw the sights. Bill could not read for he had neglected to go to school, but was one of the best farm hands in the country and he was at that time full grown and past 21 years of age. So you may note, we resembled a Mutt & Jeff team. If I wrote everything that took place on that day's trip, it would take pages, but it was there we saw our first Indoor Toilet House where you pulled the chain. We hunted that place over looking for such a house, got ordered off the grass many times by guards, but finally we did find it or had it showed us where it was. It was Bill who was most interested in finding such a place. The thing looked suspicious to us as it was far from what we had at home, but Bill took a chance, got seated, and looked up and saw a sign (and we had been pushed around quite a bit on the grounds to observe all signs—like keeping off the grass). Bill asked me what the sign said. I read it, "Be Sure And Pull The Chain." Bill grabbed the chain and there must of been a barrel of water in that big water box up near the top of the ceiling and the water roared down like a young Niagara Falls. At this point we, left, sure we broke the thing and never knew any better for some years later.

For me, I tried to act and be older than I really was and the girls in our area looked very attractive to me. In my early teens I would walk a certain neighbor lady about my age from the Village Church to her front gate in the Pitchin Village. My Dad thought I was a bit young to start courting girls and as I asked for a horse and buggy to take a Sunday ride, he said horseback was better as he know I would by that way be girlless. Especially this certain girl as her folks did not have such animals as horses. Finally I got to driving around some in a two wheel cart. Dad was sure no girl would ride in a cart as none did in our section. Well we tried it one night. The only horse I could have was one of the work horses and it was plenty clumsy and going down a hill on the trot the old mare stumbled and went down on her nose. The cart seat went up in the

air, the girl landed on one side of the road and me on the other side. Badly messed up, we both got home and that ended cart riding.

Later I took a chance when the folks were visiting on a Sunday and my time to do the late chores, of which I did thinking they would be quite late getting home. I took out the best buggy and horse and picked up the girl for a ride. Then I made the mistake of going to the Church for evening services. I tried to talk her out of that part of the deal, but she insisted. Dad and the folks got home and the horse, the buggy, and the boy were gone. Our farm was just across two fields and one dirt road from the Church and Dad guessed what was cooking so he walked to the Church. It was dark outside but well lighted inside with a full house of folks. He spied me and the girl by looking through the window. He just went to the hitching post, took the horse and buggy home, and put everything away just fine. When church was out I soon discovered I had no horse or buggy but a girl to walk home. This made good gossip and the girl looked elsewhere for a boyfriend and I was much in the dog house.

In the village of Pitchin was our Church and when I was 16 years of age I followed all before me in our family and united with the Church and this I have always been very proud of and glad to be listed as a member of the Church. All that the Church stood for is still the land mark of that community and I like to visit there when possible.

Never was I too hot about public school and did not follow it too closely only to learn in later years that I should have and it caused me to do much schooling on the side to meet the requirements one needed in being an Auctioneer in demand. However, on the farm, our farm tools and way of doing was not too much changed in the first 20 years of living and as I entered into the years of twenty to thirty years of living it was still horse and buggy days much for me as a farmer and a country auctioneer. This I will follow more into detail during the years of my February column when I will follow the years of 1900 at the age of twenty through 1910 at the age of thirty. So with this, I will ring off for any more comment for this January issue. However, in closing

I wish all a very good new year in 1962. In some ways it looks like a troubled year, but we all hope for the best.

Just a few days back I noted a headline in one of our daily newspapers saying in substance, "High Court Will Hand Down Decision If Prayer In Our Public Schools Is Constitutional." Now after better than eighty years of living, it is hard to think it would be unconstitutional to pray in our beloved country, the United States of America, regardless where you are. Especially our children from six years up to maturity, to be against the law to have prayer in school.

As of this writing I have not learned the decision handed down from the High Court. However, before it is truly handed down I am sure that most of us will hope and pray that the High Court will pray before they list the ruling. I am quite sure the Auctioneers of our land will agree with me on this question—that our United States will never go on record to say it is unconstitutional to pray.

Texas Auctioneer Is Heart Victim

AUSTIN, TEXAS — A well known auctioneer in Central and South Texas, Colonel J. M. Baden, is dead of a heart attack.

Baden, 72, died Monday, December 4, 1961, of a heart attack suffered at his home in Austin, Texas. He had been an auctioneer for more than 45 years and a resident of Austin 27 years.

Survivors include a son, Dale Baden of Dennison; a daughter, Mrs. J. C. Harper of San Antonio; three brothers, Justie F. Baden and Walter M. Baden, both of Austin, and William E. Baden of Pharr; a sister, Mrs. J. E. Young of Austin; and three grandchildren and one great grandchild.

ADAMANT

Some minds are like concrete—all mixed up and permanently set.



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THE AUCTIONEER

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Defense Officials Try for Increase Of Volume and Prices of Surplus

gon officials say this year's totals probably won't be that high, they figure the military will continue to dispose of large quantities of wornout, outdated, substandard or simply no-longer-needed material for many years. President Kennedy's recent decision to close down 52 bases, plus a growing reluctance of military men to save old equipment, will also help channel large amounts through Federal retail outlets, Pentagon men say.

Military managers claim their inventory control methods have been vastly improved in recent years. "All of us in logistics know more about what we should or shouldn't keep than we used to. Holding property for which you have no use just costs dollars which do you no good," says a Navy man. "So why not sell it for as much as possible?"

The military services have made some gains in cutting their inventories. The \$42 billion figure at the end of last fiscal year was down \$10 billion from the total for three years earlier.

If the services increase their returns from surplus sales, taxpayers will save millions of dollars annually. Net receipts from these sales wind up as miscellaneous income of the U.S. Treasury. Already there are signs that returns are rising, though most surplus sellers caution that the new program hasn't been around long enough to give conclusive results.

The new sales drive started with the formation last fall of 35 consolidated surplus sales offices, which took over all domestic military surplus selling for the Department of Defense. Previously some 350 miscellaneous military commands had been in the business, often acting with little or no coordination between various bases and services. By contrast, the new offices sell for one or more services over wide areas, sometimes handling all Army, Navy, Air Force and Marine corps surplus disposal in several states.

These offices aren't huge supermarkets of castoff equipment, but are central administrative agencies charged with keep-

Defense officials, custodians of a \$42 billion inventory of equipment, are taking steps to sell more of their surplus items and get higher prices for them.

They're cleaning up and displaying equipment better, describing it in terms civilians can understand, and distributing sales information to more potential buyers. They're trying closed-circuit television hookups, so would-be buyers in widely separated cities can bid against each other at public auctions. In efforts to widen their market, the surplus sellers are offering equipment in smaller lots and seeking new civilian uses for their gear.

Military surplus equipment can find some unusual jobs in the civilian world. At McClellan Air Force Base near Sacramento, Calif., Maj. R. M. Sanches says he once sold a jet exhaust pipe to an Alabama woman who wanted something to cook hog food in. He also recalls selling a lot of snowshoes to a businessman in Morocco. "I finally found out," he says, "that he was making them into lamps and selling them to tourists."

Gilbert Searcy, in charge of the Army's surplus disposal office in Lexington, Ky., tells of selling 20 high-speed tractors, designed for pulling artillery pieces, to Western timbermen. Presumably, they'll be used to pull logs from forests. A Navy office sold a jet engine to a Los Angeles entrepreneur; he mounted it on a truck and uses its blast to dry off race tracks and ball fields.

In a crowded warehouse at the Naval Supply Center in Oakland, Calif., John McVicar, assistant director of the center's sales office, points to some three-wheeled bomb carriers. "Now these," he says, "can be used to move cylinder-shaped objects around a freight depot." Says another Government official: "The more uses our surplus has, the more bidders and the higher the prices."

Last fiscal year the services sold to civilians military goods which originally cost \$5.9 billion; for these goods the buyers paid a total of \$201 million. Though Penta-

IN UNITY THERE IS STRENGTH

ing track of what is for sale, arranging sales and finding new civilian ways to use the equipment. They also handle advertising and cataloging, suggest display techniques to personnel at the bases where the equipment is located and resolve disputes which may arise between bidders and sellers.

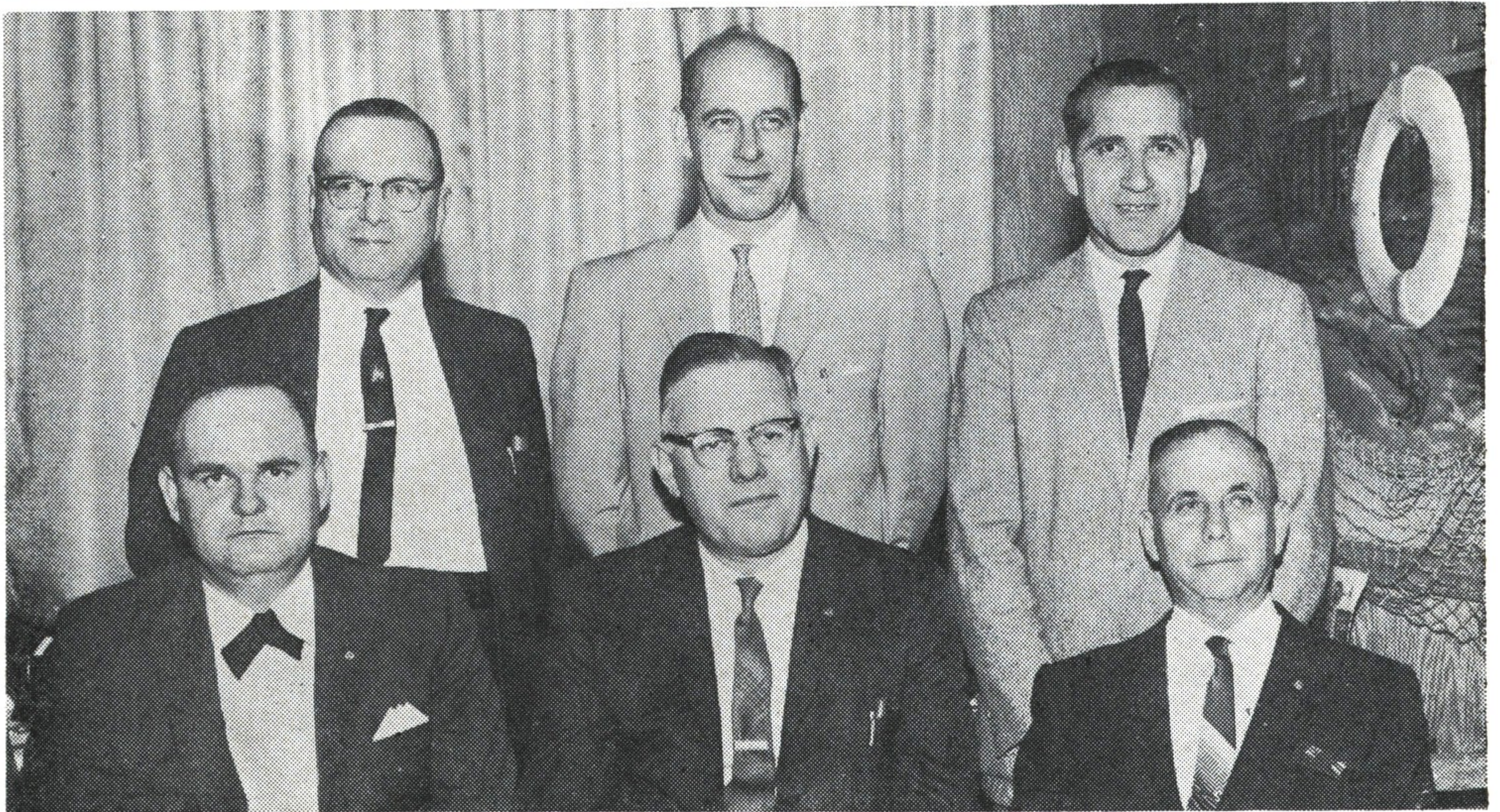
One key to the new program is the National Bidders Control Center, set up last fall at an Air Force base near San Antonio. This is a fancy title for a central mailing office where defense employees are busy consolidating the separate buyers' lists once kept by individual bases into one long list. By summer, this office will be in charge of printing and distributing sales catalogs for all 35 regional sales offices. It's already doing this for most, though some Army-run offices aren't yet integrated into the new system. The master mailing list is now 60,000 names long; the Air Force colonel in charge hopes for 100,000 by June. Would-be buyers are classified both by the geographical areas where they will make purchases, and by the types of commodities they want to buy.

Explains a Pentagon official: "We think national distribution will attract more bid-

ders and raise prices. We also hope this printing and distribution method will be cheaper than having each office handle its own."

National publicity should eliminate one common complaint of Federal surplus sellers. In many cases, they say, buying was controlled by cliques of surplus dealers from areas immediately surrounding selling bases. "We found ourselves selling to the same small group of dealers for the same small prices," complains a Navy man. Results are already being felt by surplus buyers. A Cleveland dealer complains, "We're paying as high as 40% (of original cost) for stuff we should get for 15%. I've got results of a sale in Newport in front of me now—we had competition from Portland, Ore., Baton Rouge and California." Like many other large dealers, this Cleveland man buys great quantities of such surplus as construction equipment, overhauls it and hopes to sell it at a profit.

Surplus sellers also hope to get around dealing more or less exclusively with surplus dealers; they'd like to reach the people who buy from these dealers. For this reason equipment is now sold in smaller quantities than before, allowing individuals



MASSACHUSETTS STATE AUCTIONEERS MEET

Main speaker at recent meeting at Sea N' Surf Restaurant, Framingham, was Bernard Hart, seated 2nd left, secretary of the National Auctioneers Association. Others, seated: William Moon, left, president, and A. L. Tremblay, honorary president. Standing: Henry Berman, 1st vice president; H. Orville Davis, treasurer, and Ken MacLead, 2nd vice president.

Photo through courtesy of Arthur Shachat of THE BOSTON GLOBE

IN UNITY THERE IS STRENGTH

to compete against large companies. For instance, sit in on a bid opening at Sharpe General Depot near Stockton, Calif., as the Army-run sales office considers offers. Would-be buyers of Army tank engines and transmissions range from a local man who wants one to a Texas dealer seeking 110.

Though the sales catalog, mailing list and sealed bid remain the staples of surplus selling, defense officials are trying to bring a more spirited approach to the rather mundane subject of unwanted equipment. Among new twists is a two-day, three-city public auction. Closed circuit television will link hotel ballrooms (donated free by guest-seeking hotels) in Seattle, San Francisco and Los Angeles. The Army will auction off some \$10 million (original cost) worth of equipment by all the services, and bidders will have to compete with buyers in the other cities. Army Col. John Hill, officer-in-charge, explains the sale is an experiment to see if higher prices will more than offset the \$50,000 it will cost to stage the auction.

Army officials hope the sale will top results totted up earlier this year in another experiment in the South. Leased telephone lines hooked up sales rooms in Atlanta and St. Louis, forcing 351 registered bidders in these distant cities to compete against each other for goods. The sale brought in \$553,100, equal to 15% of the equipment's original purchase price. Army officials say previous sales of similar gear brought only an 8.6% return.

Already there are scattered indications that sales are bringing in more dollars. At Sharpe Depot, Army officials say they received \$2.3 million for surplus sold between last August and the end of February, equal to 7.3% of its acquisition cost. A year earlier, the return rate was 5.3%. Mr. McVicar says he recently sold some marine diesel engines for up to \$690; a year ago similar ones brought only \$385. He also sold a 40-foot motor launch for \$1,200, twice the going price a year ago. Maj. Sanches says one recent sale he conducted attracted 90 bidders, up from the previous average of 15 or even 20.

"Even if we raise our rate of return by only 1%, the program will be well worthwhile," says a Pentagon official.

The selling overhaul was long needed, according to some experienced dealers in

surplus. Complains a California man: "They're doing a better job than they used to, but there's still a lot of room for improvement. For instance, they're often not lotting stuff even yet—we may bid on some aircraft parts and wind up getting them, plus a bunch of rubber gloves. And some bases put tons and tons of equipment outside and let it rust for a month or so before selling it." This he explains, tends to keep its price down — good from the buyer's point of view, but not from the Government's.

Where does all this surplus come from? Much is left over from World War II and the Korean War; an Air Force officer tells of recently selling fork lift trucks acquired in 1944. As a rule of thumb, the services repair material until fix-up costs reach 50% of acquisition costs, then they sell it. Much is simply obsolete. Though not worn out, it has been replaced by new and better items. Storage costs are high—defense officials figure they spend about one-half of 1% of their equipment's inventory value (\$42 billion) annually just to store it. So the less they keep, the less they spend on unneeded maintenance.

Some new items are declared surplus if they don't match contract specifications. These are sold with manufacturers absorbing the difference between acquisition costs and surplus prices they bring. The trimming of men and bases from the defense plant over the past few years has also turned much equipment loose; manpower levels and material needs are much lower than during the Korean War.

The material doesn't automatically become excess when a service decides it no longer needs it. Other services can then claim what they want—some \$1.8 billion worth (original cost) was transferred among various branches in fiscal 1960. After this, other Federal agencies get their turn. If none wants it, the Department of Health, Education and Welfare can claim certain items for state school systems. Then come other organizations, such as the Civil Air Patrol, the Boy Scouts and the Girl Scouts. They, too, can pick up various items free (Boy Scouts can claim boats up to about 95 feet in length; Girl Scouts have to settle for 85 feet). A walk through an Army warehouse finds bundles of parkas grabbed by H.E.W. for Minnesota's school children and piles of Army

fornia; J. W. Prince, Treasurer, St. Johns, Michigan; W. H. 'Billy' Hodges, Secretary, Alexandria, Louisiana.

Schnell stated in his address to the Assembly, "That the effort and action which leads the livestock industry in competitive-merchandising livestock is creative of those developments which are the keys to full leadership in productivity and returns.

"Let us adopt, proclaim and practice this 'Declaration of Principles' as our effort and our action as Certified Livestock Markets Association.

"As we apply ourselves fully on this basis, we fill the role and discharge those responsibilities involved in the livestock industry."

The next Association meeting will be the annual Livestock Marketing Congress in Rapid City, South Dakota, June 21-24.

Lester Pearson Dies When Truck Crashes

SPENCER, NEBRASKA—Lester E. Pearson, 50, Spencer, Nebraska, well known auctioneer and cattleman was instantly killed at the south end of Spencer Main Street Wednesday evening, November 29th, as his pickup missed a curve and went out of control.

Funeral services were held Saturday, December 2, from the United Lutheran Church in Spencer. Burial was at Bristow, Nebr.

He is survived by his wife, Gladys, a son and daughter, Rodney and Twila, who are students at the University of Nebraska, his father, one brother, and three sisters.

Lester was a member of the United Lutheran Church of Spencer, Masonic Lodge No. 261 A.F. and A.M., Spencer Community Club, Volunteer Fireman, a past member of the Board of Nebraska Auctioneers Association, and a member of the National Auctioneers Association.

He was graduated from the Reppert School of Auctioneering in 1941 and has been actively engaged in the profession since that time.

Members of the Association attending the funeral were: Col. Marvin Larsen, Atkinson, Nebraska; Col. Don Jensen, Verdigré, Nebraska; Col. Henry Rasmussen, St. Paul, Nebraska, National Treasurer.

cots and mattresses headed for a Boy Scout camp near Yosemite National Park in California. For fiscal 1960, material that originally cost \$600 million was turned over to such non-defense Federal agencies and semi-private organizations.

Livestock Markets Declare Principles

KANSAS CITY, MO.—A "Declaration of Principles" applicable in livestock marketing was unanimously adopted at the annual Trade Association Assembly of the Livestock Auction Markets Association. The two-day Assembly, held in Kansas City, December 9, 10, was a business planning and policy session of officers, governing bodies, committees and councils — drawing approximately 200 market industry leaders from throughout the country.

The "Declaration" as presented by the Association's 15-man Livestock Market Council, sets forth seven points: (1) Complete freedom of choice in the manner, method and means utilized to sell livestock. (2) Free and open competition throughout all livestock transactions. (3) Livestock seller and buyer satisfaction under free choice and competitive marketing is the measure of standards in transactions. (4) Recognition of the Packers & Stockyards Act as it provides financial responsibility and fair trade practices applicable to all livestock markets, market agencies, dealers and packers. (5) Complete public responsibility of Certified Livestock Market owners for proper conduct of all their activities under industry developed Codes of Business Standards. (6) Evaluation under these principles of all business operations and practices subject to the Packers & Stockyards Act; legislation proposed; policies voiced; regulations advanced, interpretative statements issued, methods and procedures followed by the USDA in administration and enforcement of the P & S Act and other laws. (7) Invitation to discuss application of the principles as declared with all livestock organizations.

New officers formally installed at the Assembly were Raymond Schnell, President, Dickinson, North Dakota; Joe L. Sorenson, Vice President, Roseville, Cali-

Even The Million Dollar Sales Have Their Pains And Problems

No doubt every one who has had experience with the operation of an auction barn, auction house or auction gallery, regardless of the size and scale of their operation has at times been disturbed by the conduct of their prospective bidders. In this type operation one will soon find that the general public can be most inconsiderate and their rudeness and lack of courtesy is almost appalling.

It may serve as a measure of consolation to some to learn that this happens to even the best of us, regardless of the success we attain or the value of the items that are consigned to us. The most publicized auction results in many years was the recent sale of the Rembrandt painting that sold for \$2,300,000 as a part of a consignment that sold in just under an hour's time for a record \$4,679,250.

Following is a reprint from the Parke-Bernet Bulletin (Parke-Bernet Galleries, New York City conducted the auction) that illustrates what we tried to say in the foregoing paragraphs:

Inconsiderateness of Some Very Important People

Statistical accounts of the Er-cks-n sale may be found on other pages of this issue together with the names of many prominent people present in the assembly room. If we had realized, however, the degree of popular interest aroused by this artistic auto-da-fe, we would have staged it in Carnegie Hall.

For our good nature, which we thought infrangible, was tested on this occasion beyond its crushing strength. This is no place to speak at length of some of the remoter Press (including certain of the foreign journalists) who seemed to find it astonishing that the sale of a prominent New Yorker's collection of Old Masters should be held in—of all places—New York; and ascribed various and preposterous reasons to the estate's decision. This in spite of the fact that the executors had publicly made it quite clear that they were holding the sale here solely because they thought it would bring the most money at these

Galleries. We would also like to make known to the newspapers—for the twentieth time—that we did not take the sale for nothing, but were paid a very fair and satisfactory commission.

Now we are, in our business, professionals, and we like to be recognized by our customers as such. The logistics of the sale were unusually complex and difficult. Possessed of a certain limited amount of space, we had first to take care of those whom we esteemed to be potential bidders, or who were important to us indirectly, in such a sale. All this is common knowledge, and it might be supposed that those who felt they had a right to a preference would make their wishes known early, and ask for a minimum of seats. A great many played according to the rules, but a number did not; consequently we found ourselves besieged, particularly during the week of exhibition, by eminent persons who felt that they simply must get not only themselves, but as many of their friends as possible, into the sale at the last moment.

The results of this could be foreseen: abraded egos and in some cases vocal indignation on the part of those we could not oblige; and crowding in the salesroom because of our attempts to be as patient and flexible as possible down to the last minute of grace.

On the whole, we are a kindly and tolerant group of people, but there are limits to our meekness: and we did not appreciate some of these displays of egotism. Per contra, to the forbearance of our harassed, but apparently happy, audience we pay tribute; and we trust that this chiding will have some salutary effect in the future. Under the circumstances, we cannot always be jocular, whimsical or even bland.

GOOD FIGURING

The other day a professor asked a cute little number if she thought brains handicapped a girl and the doll came back with: "Not if she keeps them well hidden behind a low neckline."

Tennessee Holds Fall Meeting

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

Tennessee Auctioneers Association met on December 11, at 10:00 A.M. at The Holiday Inn, Nashville, Tennessee. Thirty Auctioneers from all parts of the state were present.

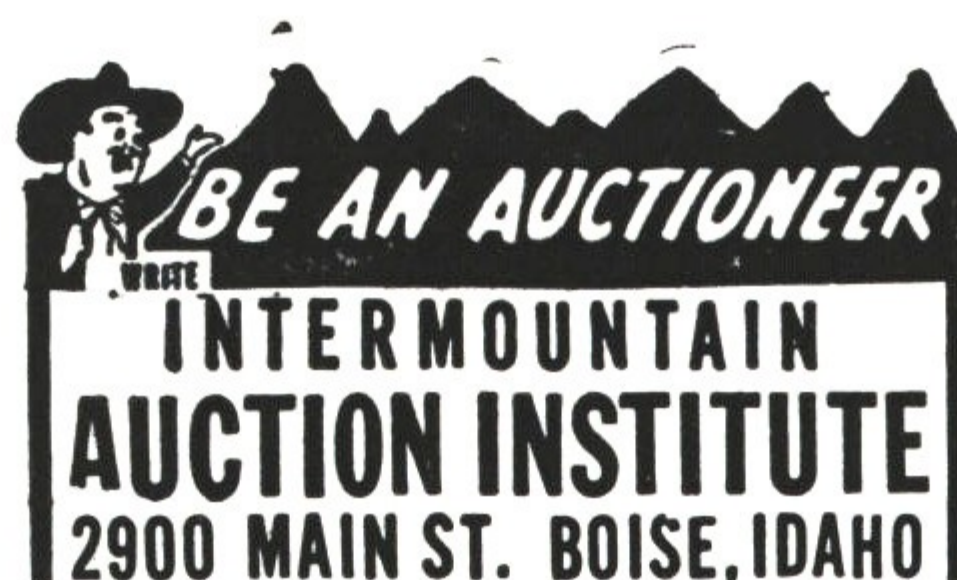
The meeting was opened with invocation being offered by Col. L. T. Dickens, of Manchester, Tenn. A Welcome Address was given by President, Fulton Beasley. Col. Bill Hall, Madison, a member of the Program Committee, introduced the morning speaker, Mr. William O. Lee, who made an interesting talk on "Clear Titles on Real Estate," with a question and answer session following. The morning session adjourned at 11:45 A.M. for a steak dinner which was served to all in attendance. Mr. Hiram Carr, talented and famed

organist, furnished the luncheon music on the Hammond electric organ.

The afternoon session was opened at 12:45 P.M. with a panel consisting of the following members: Col. Clyde White, Murfreesboro, Col. Toxey T. Fortinberry, Memphis, Col. C. O. Rainwater, Jefferson City, Col. Beeler Thompson, Corryton, and Col. Frank Walden, Madison, discussing "The Extra Bonus Auction Sales in 1962 — How To Get Them and Have A Successful Auction Sale." Col. Fred Ramsey, Madison, elaborated on a Licensing Law for the State Association.

Col. C. B. Arnette, Murfreesboro, gave a very refreshing talk on the 1961 National Convention in Houston, Texas.

Committees were appointed by Col. Fulton Beasley to make plans for the next State Convention to be held in Nashville, Tennessee in June, 1962. The meeting was adjourned at 4:15 P.M. with picture making of the group by Col. Tom Chunn, Columbia, Tennessee.



Winter Term:

January 6 to 21, 1962

*Register as early as possible for
the two-week term in January . . .*

President Kennedy Witnesses Auction Procedure By Ray Sims

To Col. Ray Sims, Belton, Mo., should go the title of "Official Auctioneer for the Presidents" if there were such a title. Col. Sims recently displayed his talents by conducting a mock auction of an Angus bull as a part of an afternoon's entertainment for President John F. Kennedy.

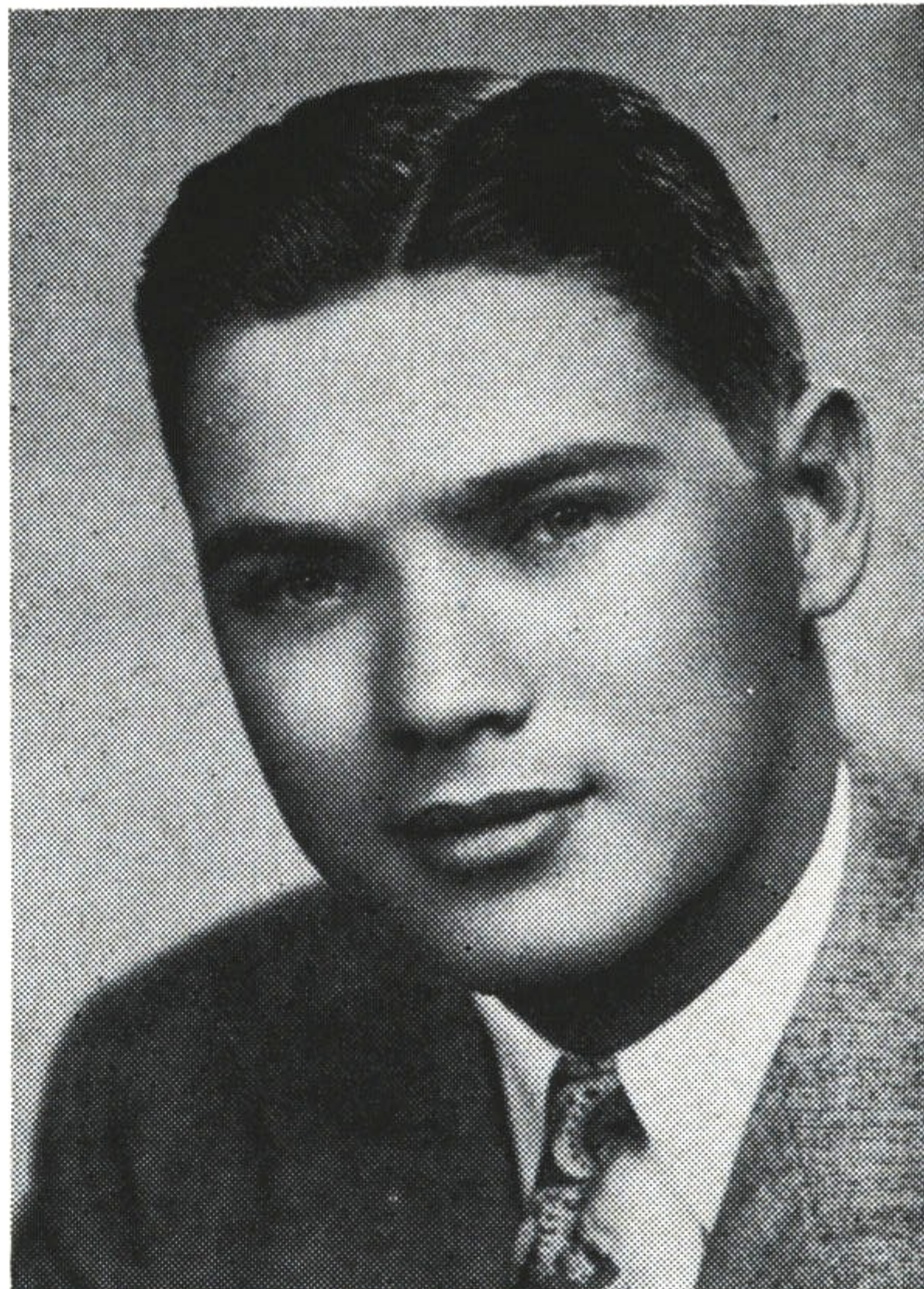
President Kennedy visited Oklahoma to dedicate a new road but relaxed part of the time as the guest of Senator Robert S. Kerr. Senator Kerr is co-owner of Kermac Angus Ranch near Poteau, Okla. It is reported that the President expressed a good deal of interest in the economics of ranching by the questions he asked of Dr. Paul Keesee, ranch manager.

Acting as master of ceremonies was Glen S. Bratcher, head of the animal husbandry department of Oklahoma State University, who pointed out the importance of the beef cattle business, not only in Oklahoma, but also in the other cattle states. He described the operation of the Kermac Angus Ranch, consisting of 50,000 acres of land, 1,500 registered Angus cows, 1,500 commercial Angus cows and their offspring. Kermac's careful plan for success includes three musts: Use the best bulls available, always keep the best heifer calves, and annually cull the cow herds.

Near the end of the day's activities, Col. Sims took the stand and demonstrated the auction selling of Angus by chanting the auctioneer's cry with Kermac Marshall 47 as the sale consignment. Following the "sale" the President thanked Col. Sims and spoke briefly, expressing his pleasure at visiting the ranch. Following his talk, he moved among the guests and ranch personnel to greet and thank them for making possible the pleasant afternoon at Kermac.

Performing before a United States President is not a new experience for Col. Sims as it was he who conducted the auction of former President Harry S. Truman's Memoirs at the 1956 National Auctioneers Convention in Kansas City.

Col. Sims is a past President of the



Missouri Auctioneers Association and a member of the Board of Directors of the National Auctioneers Association.

Record Price Paid For City Property

NEW YORK CITY—At an auction conducted by Joseph P. Day, Inc., for the City of New York on November 16th and 17th, the former Public School #18 located at 121 51st Street, between Park and Lexington Avenues was sold for a record price of \$3,025,000.

The property described as Parcel #305 in the sales brochure contained approximately 19,500 sq. ft. and was put on the block the morning of the second day of the auction sale by Fairfield P. Day, NAA member and Executive Vice President of Joseph P. Day, Inc., at the minimum upset price of \$1,350,000. After spirited bidding by many outstanding New York City builders, operators and realtors, the property was finally knocked-down to Sommer Brothers Construction Co. for a new high

in the history of city real estate auctions.

The high bidder gave no immediate plans for the future of the property, but it was understood that they might erect an office building on the site. The school was one of 306 properties owned by the city that was disposed of in the 2-day sale which brought in a total sales price of \$4,881,185.

Freedom Endangered Through Legislation

With an ever increasing trend throughout the country of the desire to license auctioneers on a state basis and create a State Board of Auctioneers we thought the following excerpt from an Indiana newspaper to be both timely and newsworthy.

Robert W. Penny of Michigan City, who says he has tried for months to get a ruling on his application for a license for a beauty school in Gary, is threatening to take his case to court.

Penny said he may ask a court order to force action by the state board of beauty culturists.

Mrs. Dixie Maginity, executive secretary of the board, said the application

has been held up because the Ethical Beauty Schools Association of Indiana opposes licensing any more schools. She added, "We follow the advice of the association."

Records show the board has not met in seven months and has met only four times since July, 1960.

A couple of years ago a feature article appeared in WALL STREET JOURNAL concerning the various business, trades and professions that required licenses in certain states. This article, which was reprinted in part in THE AUCTIONEER, summed up the situation by saying that nearly all license laws tended to keep those on the inside "in" and those on the outside "out." The above is in illustration of the trueness of that statement.

JOB SIMPLIFICATION

Two domestic employees were talking over their problems in connection with their work. Said one to the other: "The lady I work for says I should always warm the plates for our dinner guests. But that's too much work. I just warm hers and she never knows the difference.



State Auctioneers Associations who are puzzled with Convention programs could well consider a panel discussion like the one pictured. Representatives of various phases of the auction industry are represented on the panel. Photo taken at the Illinois State Auctioneers Convention by Eddie Bilbruck of Samuel L. Winternitz Co., Chicago.

Public Relations -- Good Will

By COL. B. G. COATS

There is no asset that contributes as much to the success of an Auctioneer as his public relations and good will with others. Two assets of magic value when it is earned and earned they must be. When an Auctioneer does not have the good will of others with whom he is associated, success will be far more difficult and to a great degree unobtainable.

The success of any business man is due almost entirely to the good will of the public and his public relations with the public. Recall the successful business men in your community and then observe their public relations and how they create the good will that goes with their success. The same rule that they apply most certainly applies to every Auctioneer no matter what his station in the auctioneering profession may be. An Auctioneer that has the good will of the public is a happy Auctioneer.

There is a saying that one is known by what one's friends and neighbors think of him. To some extent I take exception to this as I am always for the underdog and always take every knock to be a boost. Auctioneers that have frequent contacts, both social and business, have an opportunity to know one another and they result or should result in a friendly attitude which means good will. An Auctioneer is judged by his own performances.

If an Auctioneer wants the good will of others, and I there is an Auctioneer who does not want it, he had better find some other means of making his living, he should try to learn what other people like about him and try to do more of it, and do far less of what you find they do not like.

There is no business or profession where good will and public relations is of more importance than the auctioneering profession. Some of the things that contribute largely to good will toward an Auctioneer can be summed up in that well known quotation "Do unto others as you would have others do unto you." This covers many rules of conduct. Be honest at all times in your dealings with others; a friendly feeling toward everyone including

your competitors and soon your competitor will be one of cooperation; when asked for advice be sincere but don't give it unless asked as unsolicited advice is seldom appreciated; if you have criticism make it constructive and above all give help and encouragement to the young auctioneer who is unfamiliar with the business.

It will give you a great source of satisfaction in helping others. Should you get a new member for the N.A.A. you are building good will and creating public relations. Your every act, your every deed, every word spoken builds for good or bad. I know many Auctioneers who have the knack of creating good will. They are indeed fortunate. This trait may not come naturally but it can always be cultivated. Your presence at state and national meetings make for good will and most certainly builds for better public relations. The more members you get for your state and national Association the more good will you have created and the better public relations. Good will and public relations are so closely related that to be a successful Auctioneer one cannot have one without the other.

Having contributed to this publication for the past decade, I receive many letters from all parts of the country requesting advice and seeking information about auctioneering. I try to answer these letters in such a way that I hope will be of some benefit to the sender. Without exception I always advise them to join their state and national Associations, attend all meetings and be a part of them. Let other Auctioneers know of your desires and ambitions. Your honesty and integrity need not be advertised and they always manifest themselves in one way or another. By so doing you will find that established Auctioneers and many who are not established but striving to get ahead will always extend a helping hand. They are building good will. Do not talk unkindly about the other fellow unless you want him to speak unkindly of you.

Now that the New Year is upon us make it one of your resolutions to strive for bet-

ter public relations and be a builder of good will. Three thousand Auctioneers all working for goodwill can bring about a movement of public relations that could be heard around the world. In order to recruit this number by July 1962, your good will must start now.

Industrial Sale Tops Two Million Dollars

Samuel L. Winternitz & Co. conducted one of the largest industrial auctions of machine tools and toolroom equipment in recent years.

Fifteen hundred registered buyers from every state of the Union (also from Canada, Mexico and other foreign countries) attended this sale which was held on the premises of the R. H. Freitag Manufacturing Company (a Division of Salem-Brosius, Inc.) in Akron, Ohio on October 24, 25, and 26, 1961, starting at 10 A.M. each day.

The machinery and equipment grossed in excess of two million dollars (\$2,000,000.00). The bid on the real estate was \$190,000.00.

This sale was conducted by Lester R. Winternitz, assisted by Jack Gordon, Edward E. Bilbruck, Stephen L. Winternitz, Edward Kay, and Marshall Levy.

The above photograph shows just a small portion of the crowd that attended the sale.

Ohio Holstein Sale Makes \$775 Average

Manager-Auctioneer John Fenstermaker held a very successful sale for McLean Brothers near Carrollton, Ohio.

This Holstein herd had an unusually high production average and several outstanding individuals. The day was beautiful, and the sale drew many breeders.

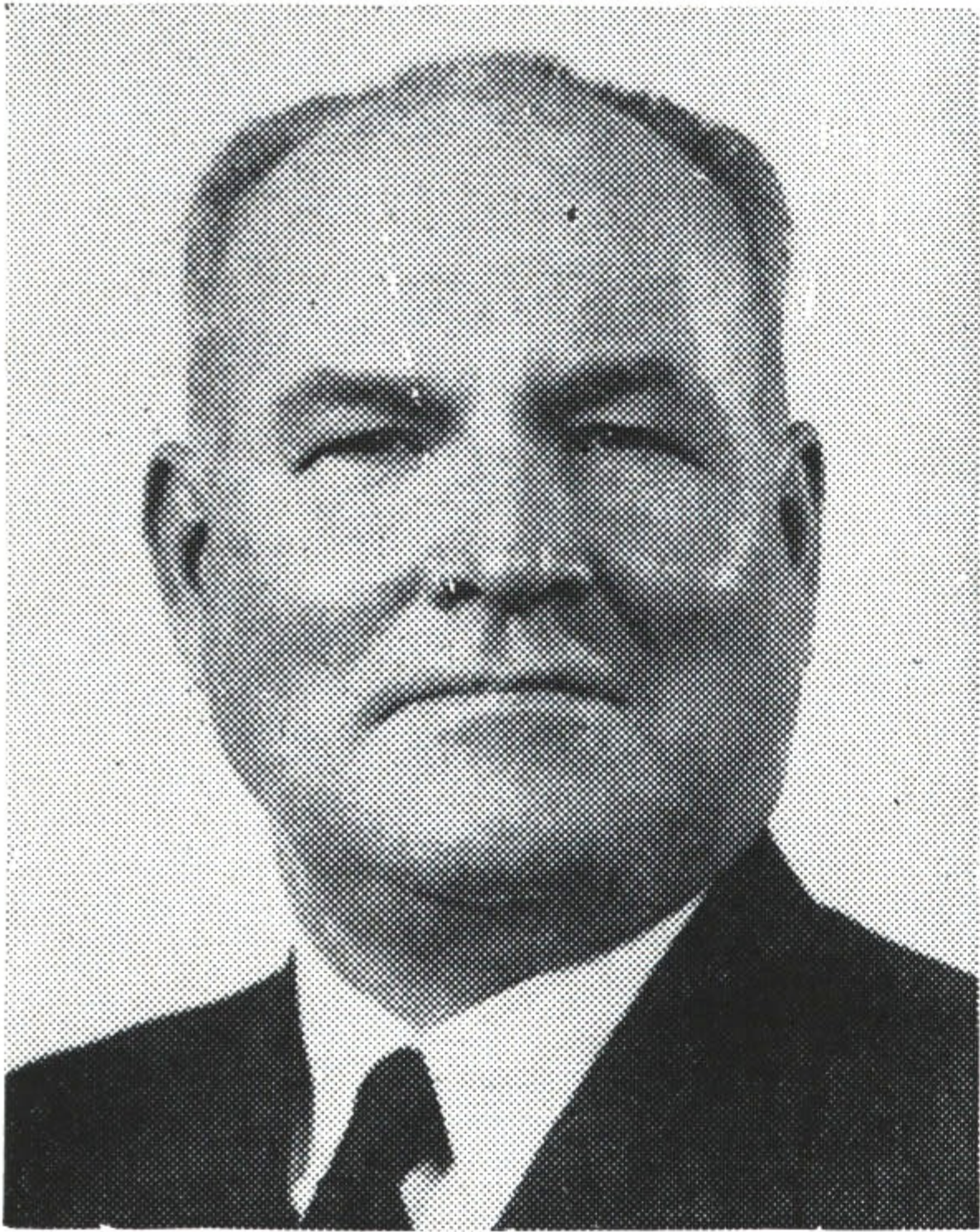
Top cow sold for \$2,125 to E. C. Buxton & Sons, Scio, Ohio. Two others sold for \$1,000 and \$1,050. Average for all the animals over three months of age was \$775.

There's nothing like a living doll to bring out the Santa Claus in men.



*Monte W. Shangle, Nevada
 *Bob Newton, Ohio
 *Mike Fahnders, Illinois
 *Fred W. Howarth, New Jersey
 J. C. Millspaugh, Indiana
 *Leon E. Joy, Iowa
 *Bill Smith, Tennessee
 Donald E. Jordan, Illinois

NAA Past President Marks A Milestone



In a recent issue of HOARD'S DAIRY-MAN under the heading, "Ringside Notes at National Dairy Cattle Congress" (Waterloo, Iowa, Sept. 30 to Oct. 7) we found the following paragraph:

There were many so-called "oldtimers" at this year's show, including C. B. Smith, Holstein sales manager from Williamston, Mich., who celebrated his 40th anniversary of his first Waterloo show. In 1921, he brought the Kentucky Holstein State Herd to Waterloo, so made a special point of being back for the 1961 show with the Michigan State Herd which had not shown for several years.

AS THE DRIVEN SNOW

Joe (Beginning story)—"They were both deadly white as they lay there together beneath the trees. For hours the—"

Sol—"Is this a nice story?"

Joe—"Sure—they were a couple of snowballs."

Many New Members Added As Year Ends

During the period of November 16 to December 15, there were 26 new memberships received. This represents 50% of the total renewal, reinstated, and new memberships received this month.

Following are the members who paid dues this period, with an asterisk indicating renewals:

Joseph J. Leger, Massachusetts
 *Loyal K. Smeltzer, Indiana
 *Harold E. Ball, Oregon
 *William Podell, Michigan
 *Jim Hush, Kansas
 *Ray Schnell, North Dakota
 Tim W. Anspach, New York
 John E. Drake, Iowa
 *George A. Shults, Oklahoma
 *Dean H. Parker, California
 *Ray G. Houle, New Hampshire
 *Gerald E. Miller, Nebraska
 *Albert T. Robertson, Missouri
 Emil J. Lewter, Illinois
 E. W. Rundell, Colorado
 E. W. Robbins, Colorado
 Fred T. Moore, South Carolina
 *Raymond W. Henley, New York
 *Ralph Stark, Missouri
 *Clinton Garner, North Carolina
 *Jim Walker, Nebraska
 W. J. White, South Carolina
 Philip Katz, Kentucky
 *Paul W. Faulkner, Indiana
 Jim Vines, Texas
 *J. W. Foust, Texas
 *Paul D. Forsythe, Wyoming
 *Warren Austin, New Jersey
 Loren W. Calhoun, North Carolina
 Arthur Drakulic, Pennsylvania
 Dan Drakulic, Pennsylvania
 Milan Drakulic, Pennsylvania
 David Weaver, Pennsylvania
 *Fred W. Smiley, Michigan
 *Lou Winters, Ohio
 *Wayne Posten, Pennsylvania
 Lawrence Kelley, Pennsylvania
 William A. Cook, Pennsylvania
 Vern Cotton, Pennsylvania
 Stuart L. Smith, Pennsylvania
 Bill B. Beck, Illinois
 Arthur D. Blevins, Arizona
 Paul V. H. Bell, West Virginia
 Joseph F. Trice, Jr., Georgia

New Service Center Opens In Washington

The U. S. Department of Commerce has inaugurated a new service for business — a “one stop” information center at which visitors to the Nation’s Capital can get answers to their queries on the functions and activities of the U. S. Government relating to business.

The Business Service Center is located in the foyer of the auditorium on the first floor of the Main Commerce building, Fourteenth Street, N.W., between E Street and Constitution Ave. Its telephone number in Washington is Worth 7-5201.

The Center was formally dedicated to the service of business by Secretary of Commerce Luther H. Hodges on Tuesday, November 14, 1961.

“The need for a facility of this sort, in a central location, long has been recognized,” Secretary Hodges said in announcing

plans for the opening.

“The Government is so big that visiting businessmen and others seeking information on business problems are likely to be at a total loss in locating desired sources. To make the businessman’s path smoother, our small but knowledgeable professional staff will be at his service, answering his queries on the spot or arranging contacts for him elsewhere in the Department of Commerce or in other Federal departments. We expect to speed up the businessman’s contacts with his government and to save him lost motion which can be put to more productive use in behalf of economic growth.

The Center will be open five days a week, from 8:30 a.m. to 5 p.m. with staff members available to put the visitors in touch with Government people with the wanted information.

A retired husband often is a wife’s full-time job.

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SO MUCH**

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on the Outside*

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• REPPERT AUCTION SCHOOL •



Reppert School Of Auctioneering

Pictured on the opposite page are the December term graduates of the Reppert School of Auctioneering, Decatur, Ind. Graduating Exercises were held December 15, 1961.

Key to picture (reading from left to right).

TOP ROW: H. L. Pride, Bossier City, Louisiana; Ralph J. Felicia, Syracuse, New York, Reg. E. Huntington, London, Ontario, Canada; Perry L. Poe, Brooksville, Kentucky; Merlin L. D. Nixon, Wakefield, Nebraska; William Bruce Beck, Stonington, Illinois; Chester L. Woodward, Bellville, Ohio; Bob Plummer, Henderson, Texas; Arthur E. Patterson, Dawson Creek, British Columbia, Canada; Leonard F. Patterson, Dawson Creek, British Columbia, Canada; Kenneth Richard Shroyer, Columbus, Ohio; Kendall L. Stahl, Clarksville, Michigan; Danny J. Long, Larwill, Indiana; Edward M. Newell, Marion, Ohio; Hiram Stephens Dance, Lutherville, Maryland; Joe W. Bell, Arlington, Ohio.

THIRD ROW: Elmer R. Haines, Wilmington, Ohio; Carl H. Sieland, Mio, Michigan; Guy G. Price, Lynn, Indiana; Nick J. Faielle, Centerburg, Ohio; Harry O. Weaston, Point Pleasant, New Jersey; Harry Jansen, Glanworth, Ontario, Canada; Emil F. Iwanski, Chicago, Illinois; Francis Thatcher, Dayton, Ohio; William A. McDougald, Tara, Ontario, Canada; Ethan A. Lewis, Paxville, South Carolina; James P. Hanson, Columbia, Tennessee; Giles R. Clayton, Centerburg, Ohio; Calvin M. "Pat" Patrick, Ilderton, Ontario, Canada; Jones P. Armstrong, Winchester, Virginia.

SECOND ROW: Russell E. M. Allardyce, Burford, Ontario, Canada; Donald Dreibelbis, State College, Pennsylvania; Pierce P. Wall, Point Pleasant, New Jersey; Robert L. Smith, Muncie, Indiana; Lue A. Schlieser, Hicksville, Ohio; Robert J. O'Neil, Denfield, Ontario, Canada; William M. Bell, Llano, Texas.

FIRST ROW: Billy G. Williams, Lebanon, Missouri; Leslie E. Russell, Ogdensburg, New York; Joseph F. Trice, Jr., Doerun, Georgia; Robert L. Holbrooks, Akron, Ohio; David W. Furr, Charleston Heights, South Carolina; Homer Edgar Harden, Greensboro, North Carolina;

Arthur D. Blevens, Louisville, Kentucky; Oliver H. McClelland, Hubbard, Ohio; Paul V. H. Bell, Ravenwood, West Virginia; Ralph J. Payton, Kendallville, Indiana; Harold H. Jump, Marion, Ohio; Charles C. Stebbins, Stage Junction, Virginia.

INSTRUCTORS: (Seated) Guy Pettit, Bloomfield, Iowa; H. W. Sigrist, LaGrange, Indiana; Clyde Wilson, Marion, Ohio; Homer Pollock, Delphos, Ohio; Roland Reppert, M.D. (President); Q. R. Chaffee, Towanda, Pennsylvania; Gene Slagle, Marion, Ohio; Harold D. Parker, LaPorte, Indiana; H. D. Darnell, Cynthiana, Kentucky; Walter Carlson, Trimont, Minnesota.

INSTRUCTORS NOT IN PICTURE: H. B. Sager, Bozeman, Montana; C. B. Drake, Terre Haute, Indiana; R. B. Miller, M.D., Ft. Wayne, Indiana; Ray Elliott, Portland, Indiana; H. Earl Wright, Mt. Gilead, Ohio.

Graduates not in picture: Max E. Kolp, Lynn, Indiana; Kenneth W. White, Greenville, Ohio; C. E. Tuck, Jr., Miamisburg, Ohio.

Ten Years Ago In "The Auctioneer"

Ten years ago, "The Auctioneer" reprinted an article on the auction of Hedy Lamarr's belongings. Hedy was emerging upon a new life with her fourth husband and wished memories of the past forgotten. Auctioneers, Goode and Wass, handled this 5000 piece sale. At this sale, Hedy, who had been married three times, sold four wedding rings.

* * * *

The New Jersey State Society of Auctioneers with Col. Gus L. Day as President, and Col. Otto J. Seng, Secretary were celebrating their fourth anniversary. The Society was working at that time to put a bill through their state legislature for the abolishment of municipal licenses for auctioneers.

* * * *

In the January 1952 issue, a tribute was paid to Harry Stekoll who was driven from Russia by the Czar's army and came to America. Here he started as a laborer in a candy factory and through his ambition he became a purebred Hereford breeder.

"Harry Stekoll, a foreign-born, homeless

boy, has written some powerful and inspiring history for the Beef Breed Supreme," said Col. Art Thompson in his opening address at the Dispersion of Honey Creek Ranch Herefords, the herd established by Stekoll.

* * * *

"Pop" Hess was in his 50th year of being an auctioneer. He was encouraging auctioneers to "take the bull by the horns" and become founders of an Ohio State Auctioneer License Law.

As regards to what "Pop" Hess wished for Christmas at this time was "oh just anything except, A DEEP FREEZE OR A MINK COAT."

His message for 1952: "KEEP IT (The Auctioneer) COMING TO YOU BOYS, IT IS WORTH MORE THAN IT COSTS BY ONE HUNDRED PERCENT, to be in close touch with the business you are in."

* * * *

"GOOD WILL is by no means a tangible asset which can be sold to the highest bidder. An Auctioneer can create it through years of service, character and integrity. It is that asset which calls the Auctioneer back with more business. It is solid but easily perishable. It is made up of all that is ethical in service, square dealing, courtesy and understanding. It is a delicate child, slow in growth and must be tended and cared for with the greatest concern."

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"To AUCTIONEERS — GOOD WILL is that inexplicable quality which holds old business and attracts new business."

"Membership in the National Auctioneers Association helps you to develop all the necessary attributes for the making of GOOD WILL. "GET TWO IN 52."

by B. G. Coats

* * * *

". . . Now I do not believe that the Auctioneers who are members are really getting back of this Association the way they should as I have only signed about 100 membership cards, which our Secretary has sent me since the convention, therefore I again ask everyone of our members to get busy and get new members in your respective communities as this is surely not making much progress, so please

quit passing the buck and let's get action as I believe that we are all for a big national organization, and it will take a lot of work on the part of our members to achieve this goal.

Paul F. Bockelman, President

* * * *

"Doctor come quick!" "What's wrong?" "My husband sat down in a bucket of turpentine." "Was he badly burned?" "I don't know, we have been unable to catch up with him yet to find out."

From "The Final Bid"

Government Auctions Surplus Land Acreage

From Omaha (Nebr.) World-Herald

MEAD, Neb.—Bidding was brisk December 13 as several hundred spectators and prospective bidders met at the Nebraska Ordnance Plant for the bidding on 5,131 acres of surplus Government land.

But no other buyer was any happier than Rubin Gustafson, a 60-year-old farmer who got back 80 acres of land his grandfather homesteaded.

Mr. Gustafson paid 250 dollars an acre for a 161.80-acre tract. He had sold the land nearly 20 years ago to the Government for 165 dollars an acre.

The land that went on auction was part of 17,213 acres bought by the Army to house the ordnance plant.

The plant was used for loading artillery shells and aerial bombs. It has been closed 3½ years although the Strategic Air Command is using some property for Atlas sites.

Land, auctioned by Clifford E. Nelson, was divided into 22 tracts. Early sales carried acre-price tags ranging from 194 to 291 dollars.

Among the first buyers were Ted Hengen, 66, and his son Donald, Mead farmers; Wilbur Boschult, Fremont contractor; Clarence Storm, Mead farmer, and the Gottsch Brothers Feeding Company of Elkhorn.

Most of the early purchasers said they would use the land to expand farming operations but Mr. Boschult, a commercial home builder, and Mr. Storm said they will wait and see what they can do with their purchases.

Grandma Moses Saw Great Increase In Values of Paintings

By COL. B. G. COATS

Mrs. Anna Moses, better known as Grandma Moses, of Hoosick Falls, New York, died December 12, 1961. She will long be remembered for her now-famous "modern primitives," remembered also for her philosophy which she left as an equal legacy with her painting.

She was in the last quarter century of her long life when she took up painting. She displayed her pictures in a local store in her town where they were bought by tourists for souvenirs for as low as \$3.00 each. Many of these same pictures have since sold for as much as \$4,000.00 at public auction. Just two miles from me one of her pictures hangs on the wall of a living room. Grandma Moses, gave it to the man 23 years ago because he told her, "The sky's a little off color." Little did the recipient or Grandma Moses realize that in the short span of one decade the picture would be worth \$4,000.00.

An art collector passing through Hoosick Falls "discovered" Grandma Moses, and an exhibit of her paintings was offered in New York City. From then on success

came to her rapidly. She published her autobiography in 1952 under the title of "My Life's History." It is simple and direct. It reflects the sensible, optimistic nature of one who had many hardships but never admitted defeat. Reading her autobiography will make all of us better Americans. Despite her many hardships they never robbed her of her belief that if you have two loaves of bread share one of them.

As the years pass by Auctioneers will be selling her pictures at public auction and as time passes on they become more valuable and more difficult to get as the number is limited. Americana in oil will never die.

1962 Membership Dues

If your Membership Card expires, "January 1, 1962," we would appreciate early receipt of your renewal.

Bernard Hart, Secretary

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THE MEMBERS SAY . . .

Dear Mr. Hart:

You will find enclosed some pictures of a very interesting and successful auction that we conducted last month. The owner of the estate had kept a running detailed inventory of all his possessions plus a very astute will that was filed with the administrators. The total estate including real, personal and investments was over \$120,000.00. It was distributed to the many churches and schools in this area.

Due to the complete inventory and the good management of the administrator, Rev. Richard Kirk, Pastor of the Sparta Baptist Church, the personal items were not dissipated before the auction was held. The sale was a smorgasbord of beautiful antiques, furniture, collectors items and household goods.

We were pleased with a crowd of over 300 people including antique buyers from four states in spite of weather that was chilly and very windy. The buying was brisk and prices were good. We were able to sell 466 different items in 320 minutes.

After the sale the administrator was both happy and amazed; happy with the receipts and amazed that every piece of merchandise had quickly found a new home.

I don't know of any business that gives the opportunity of making so many people happy in such a short time. Buyers are happy to get good merchandise at auction prices and sellers are happy to liquidate so smoothly and quickly for cash.

Can you tell me of a sermon, speech, show, game or promotion other than an

IN UNITY THERE IS STRENGTH

auction that will keep people on their feet in all kinds of weather for five and one-half hours? If you know the answer I'd like to have someone tell me. I have always been amazed.

Very truly yours,
SHERRY'S COMPLETE AUCTIONS
Sherry Olin
Sparta, Michigan

* * * *

Dear Bernie and Family:

Here I sit in an old fashion, homemade hickory rocker I picked up in an auction the best sittin' chair in the house.

This little country auctioneer had a close call almost a month ago (it hap-

pened in October). I had a Farmall Super C tractor flip backwards on me. I stayed under it for almost an hour with the breath mashed almost out. The steering wheel crushed my ribs on the right side and through my back and lower intestines.

They operated on me for about six different things. I had lots of clotted blood inside, had my gall bladder removed and a bad hernia fixed among other things. I was fixed up by the best specialist on earth with the aid of the best specialist of all, Almighty God. The first prayer I muttered to God was, "Thank you Lord for my being ready to die but if it be Your will let me stay with my family."



A STUDY OF PERSONALITIES. Where else but an auction could one have such undivided attention of a group of people such as the picture illustrates. One can quickly see that the auctioneer is doing a good job in creating the desire to own the object he is selling. This is one of the pictures mentioned by Col. Sherry Olin in his letter published under the heading, "The Members Say. . ."

IN UNITY THERE IS STRENGTH

The doctor said I had the strongest constitution they ever saw and my heart was made of leather. What I went through would have killed any ordinary man but due to my capacity for deep breathing from being an auctioneer I guess is what saved me. I think now I will be almost perfect, physically, as I have had stomach trouble for the past eight years.. I told my wife I had built one of the greatest auction businesses in the State of Tennessee, SICK, and now with good health to watch the auction smoke boil as I would be ready to hire all my good competitors. Ha! Ha!

You know, Bernie, there are three sets of auctioneers. Number one paves the way for all. Number two catches sales number one works up and number three catches sales because he calls himself an auctioneer and the public gets messed up trying to save money. I hope I don't pass as number three and I'm fighting for number one place.

The McCarter brothers are planning a big Christmas sale in the back of their big new two ton GMC truck. It's red as blood with white rims. We may drive it to Nebraska to the Convention next July. The McCarter auction family are all tough and I think they would enjoy riding in the back of a truck bedded knee deep in straw. We will be at the Convention, the Good Lord willing, if we have to drive our donkey and sled.

Just auctioneeringly yours forever,
The plowboy that "Sells the Earth"
C. B. McCarter
Sevierville, Tennessee

* * * *

Dear Bernard:

Enclosed is a check for my dues and the Booster Page of "The Auctioneer" which I enjoy very much. I graduated from Duncan Bros. Auction School at Council Bluffs, Iowa, in 1948 and hadn't heard from any of my classmates for several years until I read the letter in "The Auctioneer" from Clyde Jones of Alva, Oklahoma. I wrote to him and he answered with a very interesting letter.

I hope to be able to attend the auctioneers convention in Lincoln next summer where maybe I'll see more of the

fellows. The auctioneering business has been very good to me.

Sincerely,
Gerald E. Miller
Hartington, Nebr.

* * * *

Dear Bernie:

Enclosed find check for \$10.00 for my 1962 dues.

I enjoy reading "The Auctioneer" and wish it came twice a month. The first thing I look for is the article by our good friend, Pop Hess.

Sincerely,
Warren Austin
Long Valley, N. J.

* * * *

Dear Bernie:

Find enclosed my dues for the year 1962 in the amount of \$15.00 to include Booster Page listing.

It is always a pleasure for me to pay my dues, and on time, for such a wonderful organization and magazine.

We are closing out a wonderful year in our company and as far as I know most of the auctioneers around here have had a good year.

Wishing all officers of the National Auctioneers Association and all members a prosperous New Year.

Yours,
Lou Winters
Toledo, Ohio

* * * *

Dear Bernie:

Enclosed please find my check for ten dollars, (\$10.00) for renewal of my membership. It may be overdue, or underdue, but in either case, I want it to help your splendid publication, for every and all auctioneers, to become better acquainted with the auctioneers in America.

I am delighted that my home town of Lincoln, Nebraska is chosen for the next National Convention.

All you Colonels, and wives, should be laying plans to attend.

Not only is it the home state of your wonderful President, Charles Corkle, but you will find Lincoln, Nebraska well worth visiting.

More about that later.

Extending the Season's Greetings, I am

Yours truly,
Art Thompson
Lincoln, Nebraska

N. A. A. Member Makes Auction History In 1961

By COL. B. G. COATS

Wednesday, November 15, 1961, should be a memorable day for every Auctioneer in the United States—in fact the entire world. It was on this day that history was made by Col. Louis J. Marion, a member of the National Auctioneers Association and associated with the famous Parke-Bernet Galleries, Inc., of 980 Madison Ave., New York City.

Prior to this history making event one of the greatest public relations and publicity campaigns ever waged hit the metropolitan papers, television, radio and as the sale date neared it was front page news. I may be wrong in using the word “waged” as I do not think the publicity given this auction was sought after by the Galleries. On the contrary I am of the opinion that the many news agencies sought the information from the Galleries. To follow the many articles appearing in the newspapers and on television relative to this unprecedented event was a most liberal education for any Auctioneer.

An oil painting by Rembrandt, “Aristotle Contemplating the bust of HOMER” at-

tracted 20,000 visitors to the Galleries in a three day exhibition before the sale. More than 2000 attended the sale, most of them waiting in line on the street for an hour or two. The sale was held in four galleries. One was the main room, reserved for collectors, dealer-agents for collectors and representatives for museums.

As the picture was brought on stage, the spotlights transforming the flowing sleeves of the robe into gold, the audience seemed to catch its breath, then broke into applause. When the picture was knocked down for \$2,300,000.00 the applause became an ovation. Happy that the Metropolitan Museum of Art was the successful bidder and a tribute to Col. Marion, who had just sold an oil painting for the highest price ever paid in the history of the world either at private sale or at public auction and in only four minutes. A piece of canvas 55½” x 53½” painted in 1653, three hundred and nine years ago, made auction history. Four minutes packed with excitement as four bidders competed for the masterpiece. The opening historic

MISSING?

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

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bid of \$1,000,000.00 will long be remembered as will the highest bid of \$2,300,000.

At 3:30 P.M. November 17th, the painting was taken from the Galleries under heavy guard and ten minutes later it was at the Museum about eight blocks away. Publicity and hard cash are certainly potent forces. The first Saturday the painting was on display at the Museum 42,000 people filed past it and the following day, Sunday, 82,679 visitors viewed it. Thousands continue to view it every day. I doubt that all the visitors are art lovers but there are millions who care about money and who will go to see anything that costs a fortune.

When you are in New York City, take time to see this painting that made auction history. You may never again hear of a Rembrandt especially a masterpiece like this one come on the open market. Most of Rembrandt's major works are frozen in museums, never to reach the market again. As you stand before this painting let it remind you that a fellow member of the National Auctioneers Association, accomplished an auctioneering feat that may never be equaled or surpassed. A feat that will make you doubly proud to be associated with an Auctioneer whose name will go down in history and whose record will forever be an inspiration to future generations of Auctioneers. This great historical event cannot help but bring to the Auctioneering profession the greatest prestige and influence it has ever enjoyed.

FATHER KNOWS BEST

Sandy, Jr., it seems, was in difficulties. In a moment of weakness he had loaned a friend \$500 without benefit of written receipt. He consulted his father.

Father (considering): "That's easy, me lad. Write him and say that you need the \$1000 instantly."

Sandy, Jr.: "You mean \$500."

Father: "That I do not. You say \$1000 and he will write back that he only owes you \$500. Then you will have it it writing."

OLDTIMER SAYS

Seems like . . . nothing is opened by mistake more often than the mouth.



Col. Clem Long, NAA member of Dayton, Ohio, conducting a very successful auction of antiques in that city. Above photo was snapped while he was selling an Amerina Vase for \$200. Some other prices received were \$150 for a pine highboy, \$90 for a Birdseye one drawer night stand, \$75 for one lot of Canadian coins, and \$60 for 15 key date Liberty dimes. Weather was bad but the crowd was sheltered by Col. Long's 20 x 40 tent.

IS THAT SO?

A real old minister was making persistent efforts to get an old stubborn sinner to go to church. "What are your objections to my church?" he asked.

"Your sermons are too long for me," replied the sinner.

"Is that so?" snapped the minister, his professional pride injured. "When you die you will be lucky to hear any sermons at all, long or short, where you go."

The sinner apparently had his answer all ready for he immediately came back with: You can be quite sure that it won't be for the lack of ministers."

COMPATIBLE

"Have you ever noticed how a narrow mind and a big mouth often go together?"

Directory of State Auctioneers Associations

Arkansas Auctioneers Association

President: Brad L. Wooley, 7017 Hillwood Dr., Little Rock
Secretary: James W. Arnold, Howard Dr., Magnolia

Colorado Auctioneers Association

President: J. Lee Sears, 1000 Hoover, Ft. Lupton
Secretary: H. W. Hauschildt, 2575 S. Broadway, Denver 10

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President: Harvey Iverson, Gooding
Secretary: Paul L. Owens, 2900 Main St., Boise

Illinois State Auctioneers Association

President: Charles Knapp, Cissna Park
Secretary: Theodore W. Lay, Girard

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President: Russell Kruse, R.R. 2, Auburn
Secretary: Maynard Lehman, 406 Center St., Berne

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President: F. E. "Mike" Bloomer, R. R. 3, Glenwood
Secretary: Lennis W. Bloomquist, RFD 2, Pocahontas

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Secretary: Barr Harris, 875 N. Howard St., Baltimore

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Secretary: Edmond R. Valladoa, RFD 6, Mattapoisett

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Secretary: W. J. Hagen, Box 1458, Billings

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President: C. Lovell Bean, Rt. 2, Concord
Secretary: George E. Michael, 78 Wakefield St., Rochester

New Jersey State Society of Auctioneers

President: Frank W. Mountain, 117 Kensington Ave., Apt. 202, Jersey City
Secretary: Ralph S. Day, 183 Broad Ave., Leonia

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President: Tim Anspach, 1906 Central Ave., Albany
Secretary: Donald W. Maloney, 518 University Bldg., Syracuse 2

Auctioneers Association of N. Carolina

President: W. Craig Lawing, 212 Gumbranch Rd., Charlotte
Secretary: Jack H. Griswold, R. 10, Box 221-A3, Charlotte 6

North Dakota Auctioneers Association

President: F. E. Fitzgerald, 1206 N. First St., Bismarck
Secretary: Gerald Ellingson, Edgely

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Secretary: Don E. Fisher, 73 N. Sandusky St., Delaware

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Secretary: Bryan Blew, Box 203, Cherokee

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Secretary: E. B. Fulkerson, Rt. 4, Jonesboro

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THE LIGHTER SIDE . . .

CHRISTMAS PUZZLE

Wife addressing Christmas cards, turns to husband: "George, should we send one to the Browns? We sent them one last year and they didn't send us one so they probably won't send us one this year because they'll think we won't send them one because they didn't us last year, don't you think, or shall we?"

FIRST CHOICE

"Why can't you behave like that good little girl next door?" the harassed mother asked her daughter.

"She's the doctor's kid," came the reply, "and he always keeps the best ones for himself."

PLENTY OF BITES

It was a lovely day and some of the asylum inmates were permitted to go outside. Strolling about, a staff doctor saw one of them with a fishing rod casting in the middle of the flower bed. He approached the man and asked, "How are they biting today?"

"Darn good—you make the seventh one."

HOW A SON SEES HIS DAD

Age five—the greatest man in the world. Age 14—a dollar machine. Age 20—a good chap, but very old-fashioned. Age 25—a blunderer and it's a wonder he ever got by. Age 35—a man whose experience might have some value. Age 50—one grand old man. Age 60—"My dad always used to say—."

FULL TIME JOB

A man was filling out an application for a job in an employment agency. When he came to the question "How long married?" He hesitated for a moment, then put down, "24 hours a day."

CONCERNED

A lady whose car was stalling pulled into a service station. Said the attendant: "Ma'am, your tank is dry."

Lady: "Do you think it will hurt the car to drive it home that way?"

RAN TOO FAST

At a party given in his honor, a Manhattanite kept centering the conversation on himself. Among the exploits he dwelt on were intriguing extralegal activities involving internationally known beauties and Broadway stars.

Finally one of the ladies present said tactfully, "I take it that you are not married?"

"I should say not!" the visitor crowed. "I can run too fast!"

"My! My," said the lady. "At your age that must be exhausting. Have you looked back lately to see if anyone is following you?"

TIMELY ADVICE

Gussied up in her finest clothes and most condescending manner, a member of the vacation colony in a New England resort attended Sunday services in the village church.

On her way out she marched up to one of the ushers and launched a tirade of petulant complaints about the service and the appointments. The pews were uncomfortable, she claimed, and the church was poorly ventilated. She disapproved of the sermon and the selection of hymns. Her anger mounted as the village usher remained unperturbed by her attack.

"I demand to see the top manager," she huffed.

"If you want to see our Top Management," drawled the native, "I reckon you'll just have to drop dead."

OPPORTUNIST

A chance remark is anything a man manages to say when two women are talking.

STRATEGY

John, a railroad switchman, was out with the boys one evening and before he realized it the morning of the next day dawned. He hesitated to call home but finally hit upon this idea.

He rang his house. When his wife answered the phone he shouted, "Don't pay the ransom, honey, I escaped!"

IN UNITY THERE IS STRENGTH

THE DEMOCRATIC WAY

The first grade children were having a wonderful time playing with a stray cat.

After a while one little lad asked the teacher if it were a boy or a girl cat.

Not wishing to get into that particular subject, she said she couldn't tell.

"I know how you can find out," said the boy.

"All right," said the teacher, resigning herself to the inevitable. "How can we find out?"

"We can vote," said the child.

WET SHOCK

George called his home to talk to his wife. The phone rang and rang and finally the little woman answered it. "Oh, dear," she moaned, "you got me out of the tub. Please call back in 20 minutes. I'm dripping wet, and I didn't even have a chance to grab a towel, trying to get to the phone."

George said okay, and hung up. Then he redialed his number, hurriedly whispering instructions to one of his pals in the office.

The pal took the phone. Again the wife, who couldn't have had time to get back to the tub, answered with a rather annoyed "Yes?"

The pal said, "Is George ho - - . . . Oh, LOOK AT YOU! AND ALL WET TOO!"

A loud scream at the other end of the line was cut off by an equally loud click.

INDIGNANT

Little George came home in a sad state. He had a black eye, many scratches, and his clothes were a sight. His mother was horrified and with tears in her eyes said rebukingly:

"Oh George, George! How often have I told you not to play with that naughty Brown boy?"

"Play," answered little George, looking at his mother in deep disgust, "Do I look as if I've been playing with somebody?"

ON THE MIKE

Pat—Moike, de yez know why an Irishman hits the pepper box on the bottom and a Dutchman hits it on the side?

Mike—Begorra, Pat, I don't.

Pat—Shure, and it's to get the pepper out, Moike.

NO SALE

The young lover was obviously reeling out a heavy line trying to impress the young girl at his side.

"Those soft lovely hands" he whispered, "Your warm lips. And those beautiful eyes! Where did you get those eyes?"

The girl answered unimpressed, "They came with my head."

SILENCE IS GOLDEN

Doctor, placing a thermometer in woman's mouth: "You'll have to keep your mouth closed for a couple of minutes."

Husband: "Say, Doc, how much does one of those things cost?"

BRIGHT CHANGE

Father—Git yer jacket off, young man, an' come with me.

Jock—Ay, but ya aren't gonna whip me, are ya, father?"

Father—I am that, dinna' I tell yer this morning that I'd settle wi' yer for bad behavior?

Jock—Ay, but I thought it was only a joke, like when ye tell the grocer ye'd settle wi' him.

NO HURRY

Meek voice over the telephone: "Doctor, my wife just dislocated her jaw. If you're out this way next week or the week after, you might drop in and see her."

PUT BITE ON THEM

A youngster walked into a bank to open an account with \$25. The bank's vice president gave him a benign smile and asked how he had accumulated so much money.

"Selling magazine subscriptions," said the lad.

"Well, you've done very well. Sold them to lots of people?"

"Nope," answered the little boy proudly. "I sold them all to one family — their dog bit me."

JUST WHAT SHE NEEDED

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

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

Every eager soul who clipped the coupon received a good cookbook.

Kentucky Auctioneers To Meet Next Month

Kentucky auctioneers have selected the Mammoth Cave National Park Hotel, Mammoth Cave, Ky., as the site of their 1962 State Convention. Dates are February 4th and 5th.

A top notch array of speakers has been obtained for the meeting and the officers of the Kentucky Auctioneers Association are looking forward to their most successful meeting.

Auto Crash Fatal For Auctioneer

Charles William "Whitey" Wolters, Jackson, Mo., died December 15 following injuries received in an auto accident a week earlier.

Mr. Wolters graduated from the Missouri Auction School, Kansas City, Mo., in March of 1959. He had been selling regularly at the St. Louis and Poplar Bluff, Mo., Auto Auctions.

NO DRIFTS

One wintry morning a U. S. destroyer encountered a heavy snowstorm.

A seaman apprentice who had just the day before reported on board fresh from boot camp came up on deck.

"Gee!" he exclaimed, looking out across the water at the white sheet of snow tumbling down over the waves, "I didn't know it snowed at sea."

"Yeah," muttered the Chief to his newest charge, "but do you want to know something even more surprising?"

"What?" he replied, eagerly awaiting the words of wisdom from an old salt.

"It never gets very deep."

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The Auctioneer

803 S. Columbia Street

Frankfort, Indiana

TEN REASONS WHY EVERY MEMBER SHOULD GET NEW MEMBERS

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