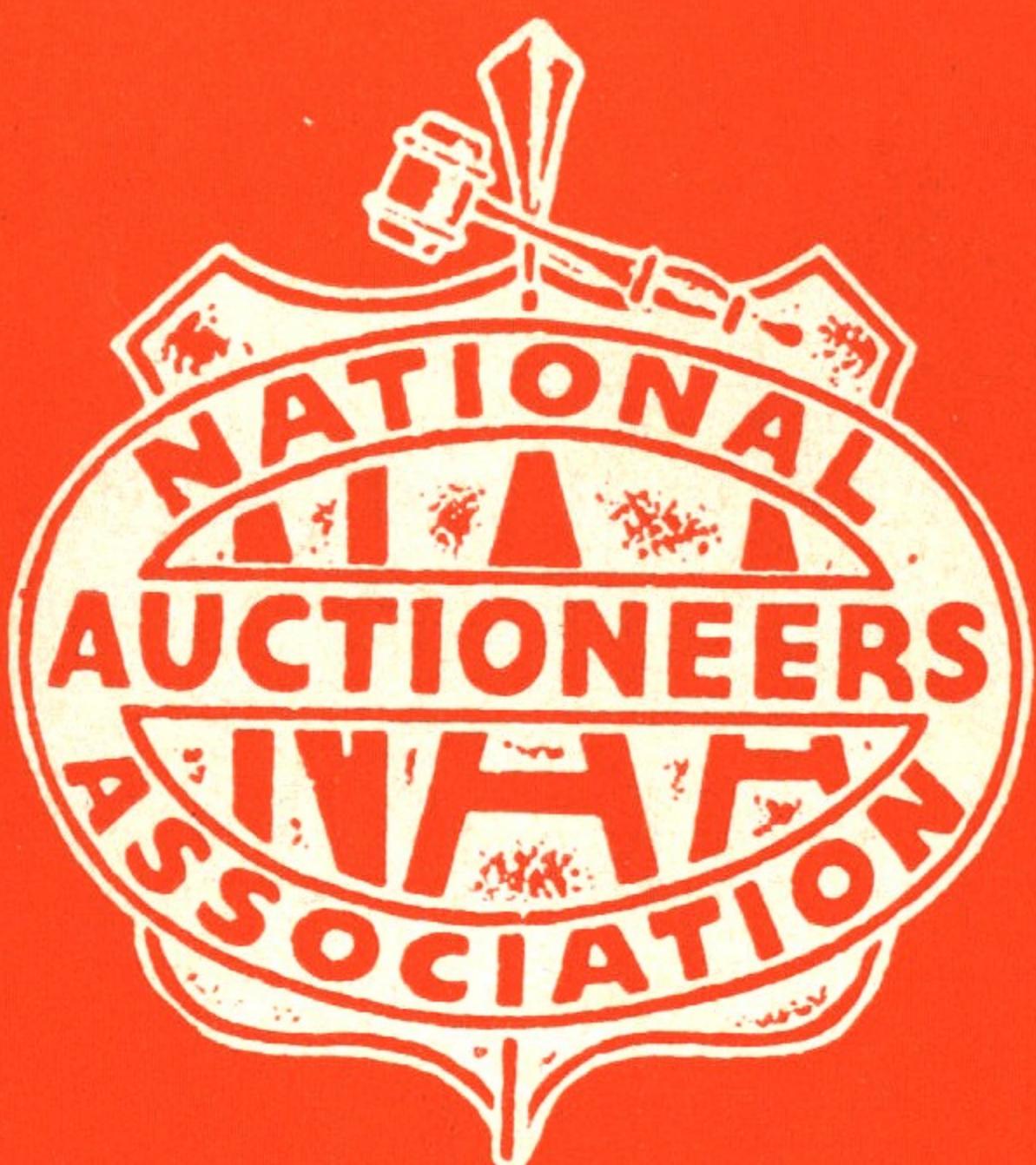


THE AUCTIONEER



CONVENTION NUMBER

JULY

Vol. IV

1953

No. 7

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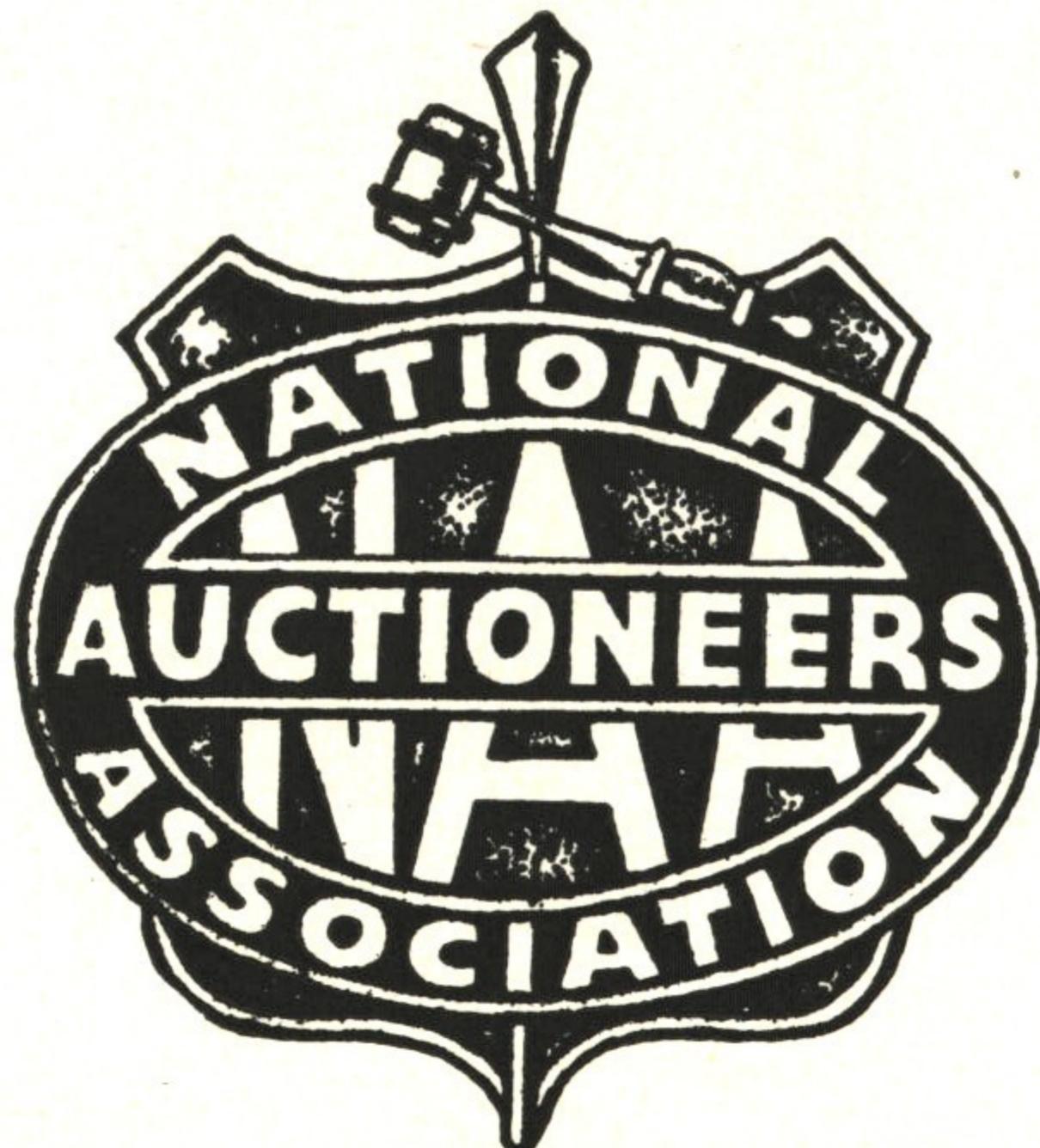
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G E T A M E M B E R ''

The **AUCTIONEER**



is the
OFFICIAL PUBLICATION
of
NATIONAL
AUCTIONEERS ASSOCIATION

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Col. B. G. Coats, Long Branch, N. J. **Managing Editor**

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Published the first of each month except August.

PRESIDENT'S MESSAGE

I am happy to have the privilege of bringing this, my last message through the medium of "The Auctioneer," to the entire membership of the National Auctioneers Association. Almost half of the year 1953 is past, and it has been a very busy but enjoyable experience. My tenure of office will terminate on July 17, 1953. During the past twelve months the officers, directors and members of the Association have been most co-operative.

My hope for the national convention July 16, 17 and 18 is that we will have 1,000 registrations. This can only be accomplished by everyone working as a team, and the National Auctioneers Association has certainly proven its ability to do just that. To reach this goal we need the individual support of each and every member. I am always mindful that any measure of success the Association has had during the past twelve months, the success of our national convention, is entirely due to the loyal support I have received from the many members who have the sincere interest of our Association at heart. I have this confidence in the Association. The leadership of your Past Presidents and the cooperation of the membership, has made it possible for the National Auctioneers Association to enjoy the success it has today.

I look forward to greeting you at the national convention, and please remember 1,000 registrations is our goal for this great and worth-while conclave. I am very grateful for the wonderful support given me thus far. Many expressions of satisfaction, and offers to help in any way possible for the betterment of the Association, have reached me, and to all the members go my heartfelt thanks and gratitude.

Should there be any member so unfortunate as to not be in attendance at the convention, permit me to make one last request of you. That you extend to all those elected to administer our Association for the next twelve months the splendid support and cooperation you gave me. If we would have the National

Auctioneers Association continue to be an Association of prestige and influence, then we must always remember to ask, what can I do rather than what can I get?

WHAT'S WRONG WITH THIS PICTURE

In the center fold of this issue you will observe a picture into which has been injected many mistakes, some obvious, others quite subtle. The characters and their facial expressions are indeed a study in themselves.

Take this copy to the convention with you and enroute try and find the correct number of mistakes. After you arrive at the convention, go over the picture with others and you will find that they will discover mistakes that you did not and that you will have noticed mistakes that they overlooked. You will get a great deal of pleasure from seeing "What's Wrong With This Picture." After you think you have found all the mistakes, go over it again and you will discover others. Do this several times and when you are sure that you have all of them, drop a letter to "The Auctioneer" and you will be advised of the correct number. If you are driving to the convention and get tired of riding, go to work on the picture. You will find it relaxing, pleasant and surprising.

This picture hanging in your office or home will attract the eye of your visitors upon entering the room and make for an excellent conversational piece. You will get a kick out of asking your visitors to try and find the mistakes. As a service to the members of the N.A.A., "The Auctioneer" will forward you the picture size 8 in. x 11 in. on heavy glossy finish paper, suitable for framing. There is no charge for this service but your donations in support of "The Auctioneer" by enclosing \$5 to have your name on the "Booster Page" will help us to help you.

CONVENTION PROGRAM

J U L Y 1 6 - 1 7 - 1 8 , 1 9 5 3

THE NEIL HOUSE
COLUMBUS - - - OHIO

Thursday, July 16th

12:00 Noon Registration in the Mezzanine Lounge.
12:00 Noon Luncheon and Meeting of all Officers and Directors.
Dining Room No. 5.
1:00 P. M. Reception Committee. Parlor No. 5.
1:30 P. M. Auction Sale Committee. Parlor No. 5.
2:00 P. M. Nominating Committee. Parlor No. 5.
2:30 P. M. Resolutions Committee. Parlor No. 5.
3:00 P. M. Convention Site Committee. Parlor No. 5.
3:30 P. M. Program Committee. Parlor No. 5.
8:30 P. M. Dance and Welcome Party in the Junior Ballroom. Auctioneers
Association of Ohio—Hosts.

Friday, July 17th— Junior Ballroom

8:30 A. M. "Kick Off" Breakfast for all in the Grand Ballroom.
9:00 A. M. Call to Order by the President, Col. Clyde Wilson.
9:10 A. M. Invocation, Chet Guffey, Columbus, Ohio.
9:15 A. M. "Greetings," Hon. Frank J. Lausche, Governor of Ohio.
9:30 A. M. "Greetings," Hon. Robert Ostreicher, Mayor of the City of
Columbus.
9:40 A. M. "Greetings," Del Starkey, Executive Secretary, Columbus
Chamber of Commerce.
9:50 A. M. "Welcome," Col. Si Lakin, President, Auctioneers Association
of Ohio.
10:00 A. M. The President's Message, Col. Clyde Wilson, Marion, Ohio, and
Appointment of Convention Chairman.
10:15 A. M. "Its News To Me," Col. Art Thompson, Lincoln, Nebraska.
10:30 A. M. "The Gavel," Col. Walter Holford, Edwardsville, Illinois.
10:45 A. M. "Methods of Advertising," Col. Walter Carlson, Triumph, Minn.
11:00 A. M. "The Auctioneer," Col. John W. Rhodes, Editor, LeGrand, Iowa.
11:15 A. M. "The Auctioneer Today," Col. B. G. Coats, Managing Editor,
Long Branch, New Jersey.
11:30 A. M. Adjourn for Lunch.

Afternoon Session

1:00 P. M. "Antiques," Col. Tom Berry, West Newton, Pennsylvania.
1:15 P. M. "Cattle Sale Management," Col. Sam B. Marting, Washington
Court House, Ohio.
1:30 P. M. "Furniture Store Liquidation," Col. Lyle Sweet, Jr., Ashville,
North Carolina.
1:45 P. M. "Industrial Plant Liquidation," Col. Lester Winternitz, Chicago,
Illinois.

• • E V E R Y M E M B E R —

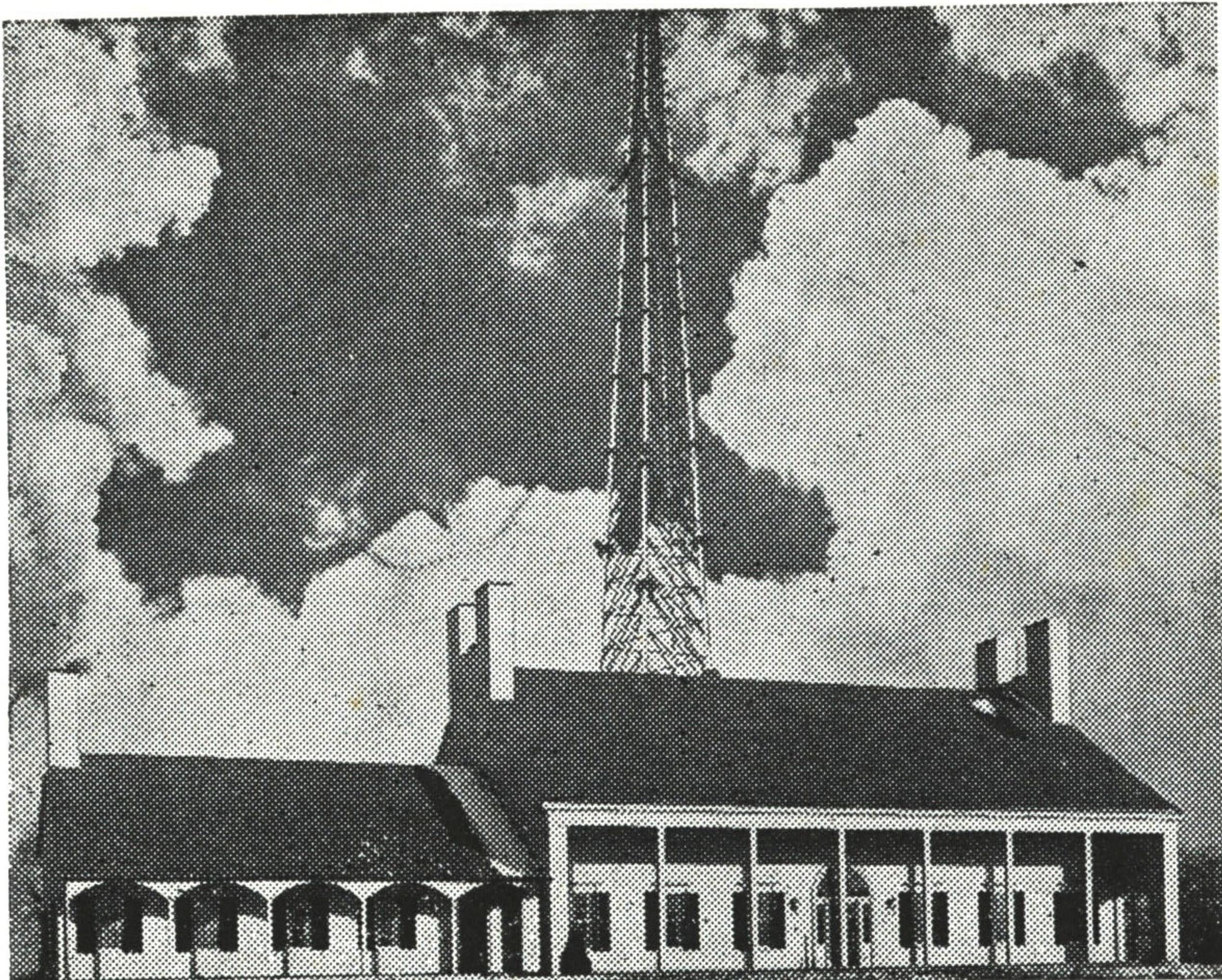
2:00 P. M. "Real Estate at Auction," Emmett H. Bailey, President, Greenbrier, Inc., Wilmington, Ohio.
2:15 P. M. "Radio Advertising," Col. Pop Hess, Worthington, Ohio.
2:30 P. M. Panel Period. Members to be selected.
3:00 P. M. Secretary's Report, Col. J. M. Darbyshire, Wilmington, Ohio.
3:15 P. M. Treasurer's Report, Col. Henry Rasmussen, St. Paul, Nebraska.
3:30 P. M. Report of Resolutions Committee.
3:45 P. M. Report of Nominating Committee.
4:00 P. M. Election of Officers and Directors.
4:30 P. M. Adjournment.
6:30 P. M. Banquet in the Grand Ballroom.
Presentation of Past President Medals.
Guest Speaker, Hon. Thurman "Dusty" Miller, renowned Humorist and Columnist.
8:30 P. M. Dance in the Junior Ballroom.

Saturday, July 18th—Junior Ballroom

9:00 A. M. "Farm Machinery Auctions," Yoder & Frey, Archbold, Ohio
World's Largest Machinery Auction.
9:15 A. M. "Automobile Auctions," Col. C. B. Drake, Decatur, Illinois.
9:30 A. M. "Qualifications of an Auctioneer," Col. F. G. Ketner, Columbus,
Ohio, General Mgr., Producers Livestock Association.
10:00 A. M. Panel Discussion. Members to be chosen.
11:00 A. M. Selection of 1954 Convention City.
11:15 A. M. Installation of Officers and Directors.
11:30 A. M. Adjourn for lunch.

Afternoon Session

1:00 P. M. President Elect Acceptance Address.
1:15 P. M. "State and National Relationship," Col. Clarence Latham, Hil-
lard, Ohio, Director, Auctioneers Association of Ohio.
1:30 P. M. "Sale Barn Sanitation," Col. S. C. Sprunger, Kidron, Ohio.
Member U. S. Livestock Sanitary Association.
1:45 P. M. Panel Discussion. Members to be chosen.
2:00 P. M. President of The Ladies Auxiliary. Introduction of Auxiliary
Officers and Directors.
2:30 P. M. "Auction School Standards," Col. E. T. Nelson, Nelson Auction
School.
2:45 P. M. "Auction School Standards," Col. Q. R. Chaffee, Reppert Auction
School.
3:00 P. M. Panel Discussion. Members to be chosen.
3:30 P. M. "From the Shoulders Up," Col. Guy L. Pettit, Bloomfield, Iowa.
4:00 P. M. Panel Discussion. Members to be chosen.
4:45 P. M. Adjournment.
6:30 P. M. Banquet. Presentation of Awards.
First Auctioneer to Register for the Convention.
Auctioneer Travelling the Greatest Distance.
The Youngest Auctioneer.
The Oldest Auctioneer.
State having the largest delegation.
Guest Speaker—Hon. Herbert E. Evans, Columbus, Ohio, Vice-
President and General Manager of the Peoples Broadcast-
ing Company.
8:30 P. M. Dance—Junior Ballroom.



This is Radio Station and Studio WRFD, Worthington, Ohio. Headquarters for Pop Hess, and his Farm Sale Programs. It is here that he wants the Auctioneers attending the convention to be his guests on July 16th, during the hours 2:30 P.M. to 4:00 P.M. Starting at 3:30 P.M. all Auctioneers will be on the air for thirty minutes. Station WRFD is on Highway 23, just 14 miles north of Columbus.

Large Electrical Manufacturing Plant Sold at Auction

The plant of the M. B. Austin Company, Northbrook, Illinois, manufacturers of electrical fittings, was sold at public auction on May 26 and 27. The Real Estate was sold to the General Detroit Corporation of Detroit, Michigan for \$235,000.00. The jigs, dies and special tooling were sold in separate parcels and successfully bid on by six different companies for \$140,000.00 and the tremendous inventories of finished products and raw material realized over \$400,000.00.

The machinery and equipment, which consisted of punch presses, as well as complete tool room brought \$280,000.00. The gross amount of this auction sale was in excess of \$1,200,000.00.

The sale was conducted by Samuel L. Winternitz & Company of Chicago, Ill.

X HURRIED TOO FAST

An Editor was in a big hurry to get his paper out when he tripped and spilled some lines of type. Quickly and angrily he picked up the type thinking it all belonged to one story, slapped it together. However, it was two, and the following appeared in his paper:

William Smith and Lucy Anderson were disposed at public auction at my barn one mile east, a beautiful cluster of roses on her shoulder and two white calves before a background of farm implements too numerous to mention, in the presence of 70 guests including two milk cows, six mules and one buggy. The Rev. Jackson tied the nuptial knot with 200 feet of grass rope and the bridal couple left on a gang plow for an extended trip with terms to suit the purchasers. They will be at home to their friends with one good baby buggy and a few kitchen utensils to responsible parties and some 200 chickens.

YOU CAN'T MISS

By Col. A. W. Thompson

When you read this issue of "The Auctioneer," and it gets better every month, thanks to the Editors, without delay, make travel reservations to attend the best of all Conventions.

While I had no part in the Convention arrangements and plans, I am fully aware of the great effort, thought and sacrifice of time upon the part of others that has been expended. It has not been a two weeks' planning affair—it began immediately after last year's Convention. Those in charge are the busiest of Auctioneers, yet they did all this for the good of our profession, for you and me.

Now may we not show our lack of appreciation by not attending. May we not let them down, and above all, do not let yourself down. A well laid table has been set. Won't you make a special effort to come and join us?

You may think it useless, or just another jamboree, but when it's over, you can put it on the credit side of your ledger as a sound investment in time and money.

The opportunity is afforded to meet and visit with the "top hands" of our profession from many states. There is an old saying, "You can't play around the livery barn without smelling of the horses." Neither can you visit with hun-

dreds of other auctioneers concerning our profession, plus the inspiration gained from the program without absorbing some of the "smell" of a better auctioneer.

The National Auctioneers Association is young in years, but now it has laid away its swaddling clothes and is arrayed in long trousers. It is ready to keep the pace of progress with all other professions.

But no profession or business can advance farther than the vision and calibre of those who make up its membership. As does every other profession, we have our sluggards and free riders. They think they are sufficient unto themselves, yet they freely accept the benefits derived from the efforts of the thinkers and doers in the building of public relations.

May we be not discouraged by those who drag their feet or thumb a free ride. The Auctioneer profession is on the march. As our convoy rolls along the "Highway of Progress," we will just pick up the free riders and hitch-hikers and take them along.

As we pull ourselves up, we should endeavor to pull others up with us. That means we should be ever diligent to procure new members. Please make a special effort for new members and bring them to the Convention. Above all, be sure to be there personally.

IMPORTANT NOTICE

To Members and Subscribers

Since all are listed geographically instead of alphabetically on our mailing list it will help considerably if, when sending in your change of address, you include your former as well as new address for our guidance. In that way you will be sure to receive "The Auctioneer" every month at the proper location.

"THE AUCTIONEER"

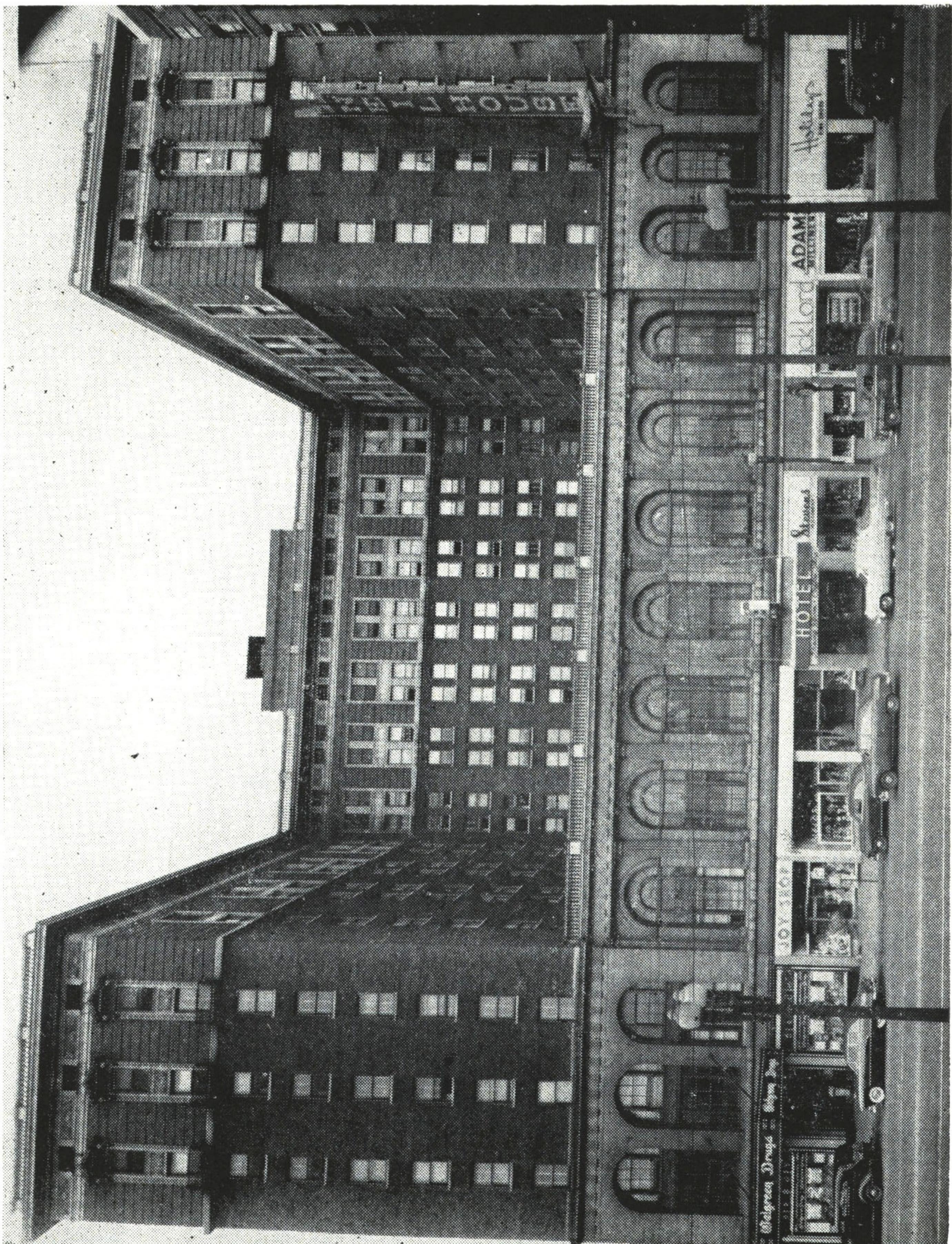
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LONG BRANCH, N. J.

G E T A M E M B E R ..

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THE NEILHOUSE



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NATIONAL CONVENTION

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Col. J. M. Darbyshire, Wilmington, Ohio
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who help support your publication and therefore help
yourself.**

St. Louis and Chicago Auctioneers Combine Talents To Sell Big Hotel Furnishings

"It's entirely different from selling automobiles at wholesale," said Colonel Bill McCracken of the St. Louis Auto Sales Barn, as he finished two days selling with Col. Jack Gordon of Samuel L. Winternitz & Company, Chicago, Illinois, at the American Hotel in St. Louis.

Through two days of hard work they sold the contents of 400 sleeping rooms, the public dining rooms, banquet rooms, kitchens, grills and bars plus thousands of items of linens, draperies, towels, silverware, glassware and carpeting. The huge hotel building, although modern in every respect, is to be torn down to make way for a parking garage in the heart of St. Louis. The auctioneers were called upon to expedite the removal of the contents of the building and Colonel McCracken cooperating with Samuel L.

Winternitz & Company were called upon to conduct the auction.

Thousands of people daily crowded the hotel looking to buy souvenirs and bargains as well as the hotel keepers and second hand furniture dealers who were present buying for their own profit.

Many tears were shed by those people who had made the hotel their residence for many years. The heat of the St. Louis weather was mild compared to the competition created on such items as the new linens, silverware and glassware. In some instances these items realized more than retail prices.

The auctioneers were commended on the way they handled the tremendous crowds that seemed to be under their feet at all times. They were polite and respectful of the buyers' comfort and many compliments were heard throughout the throng.

Colonel Jack Gordon said, "With big Bill McCracken cooperating with me, it was a cinch to have complete control of the situation at all times. It was a pleasure to work with Bill."

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Have you moved (or are you planning to soon) . . . married . . . had a new addition in your family . . . any humor or drama happen at any of your sales . . . any unusual pictures . . . ? Help us to keep in touch with you. If you have a new address or a news item, please complete the coupon below. Every time "The Auctioneer" is returned the name thereon is deleted from the mailing list. Since Uncle Sam went up on postal rates, it costs money to trace you to your new address, but it will only cost you a postal card to help us keep our records up to date.

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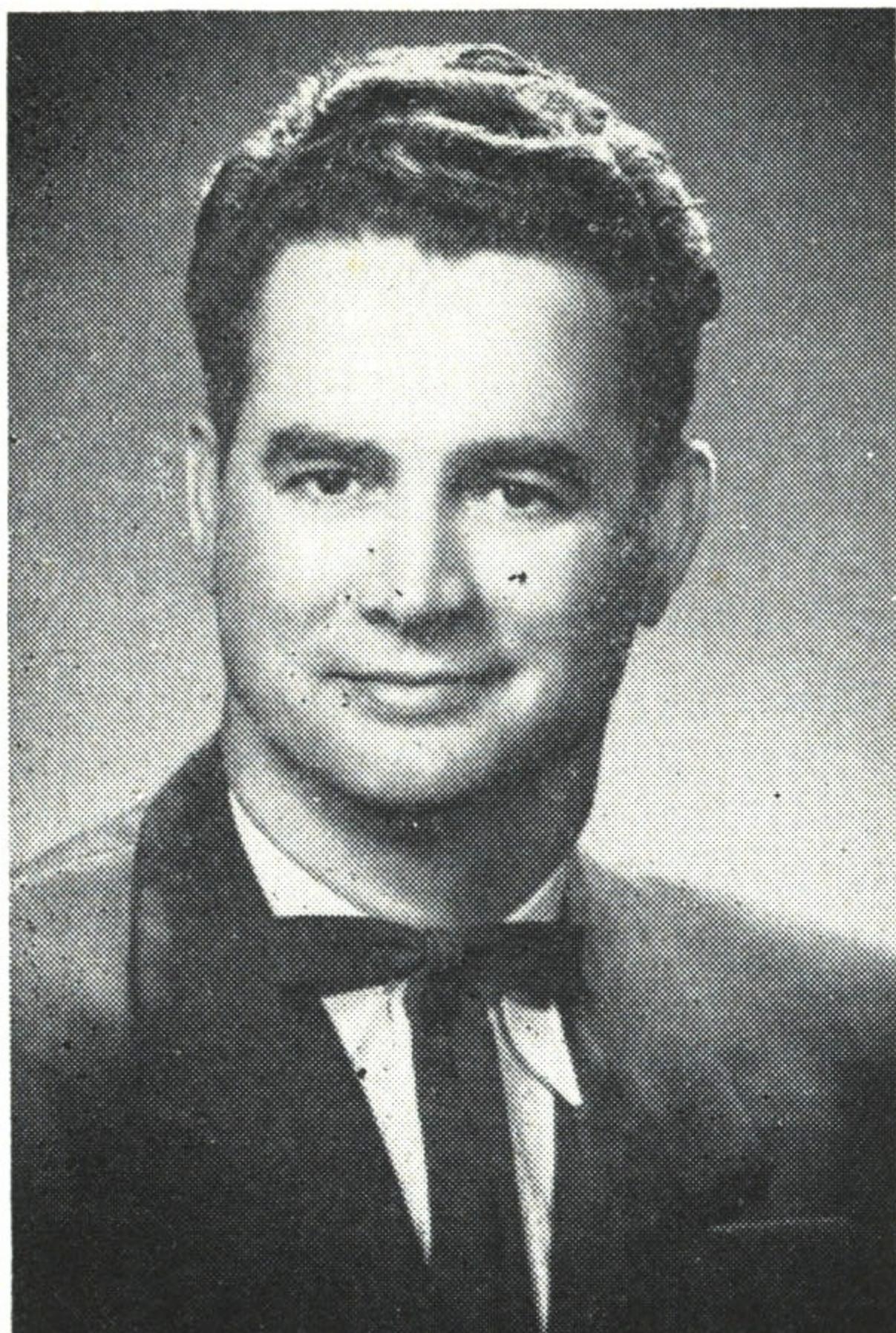
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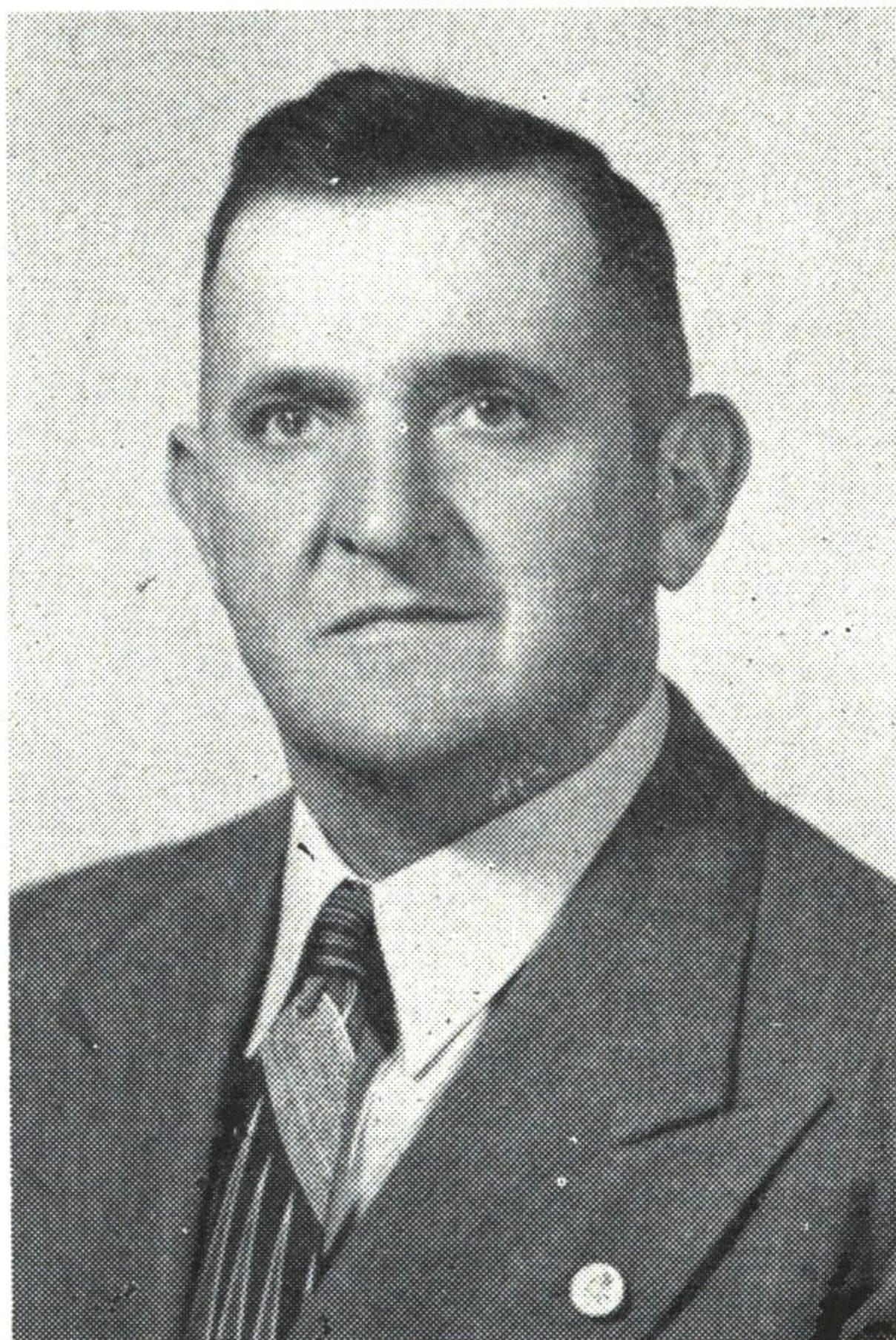
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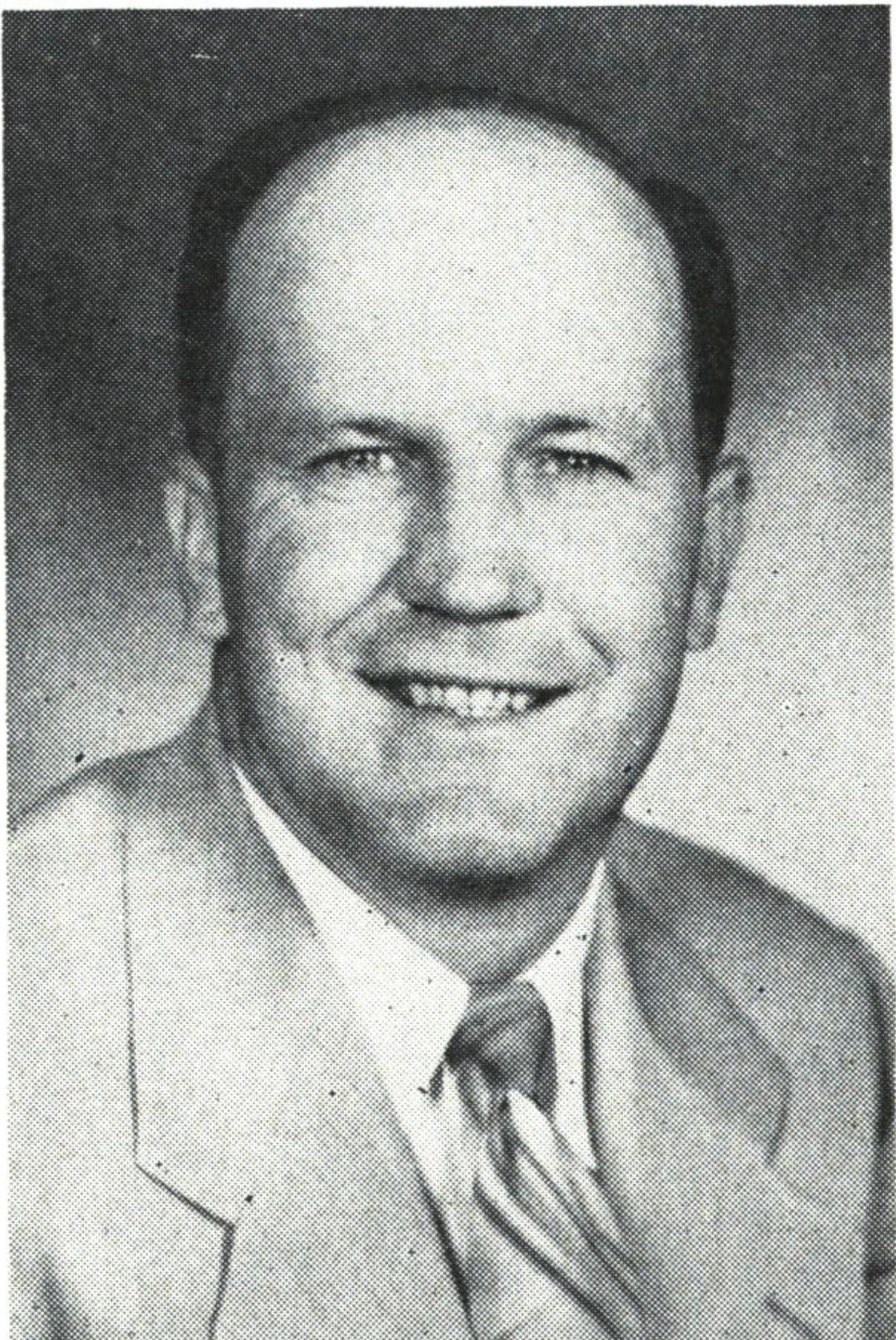
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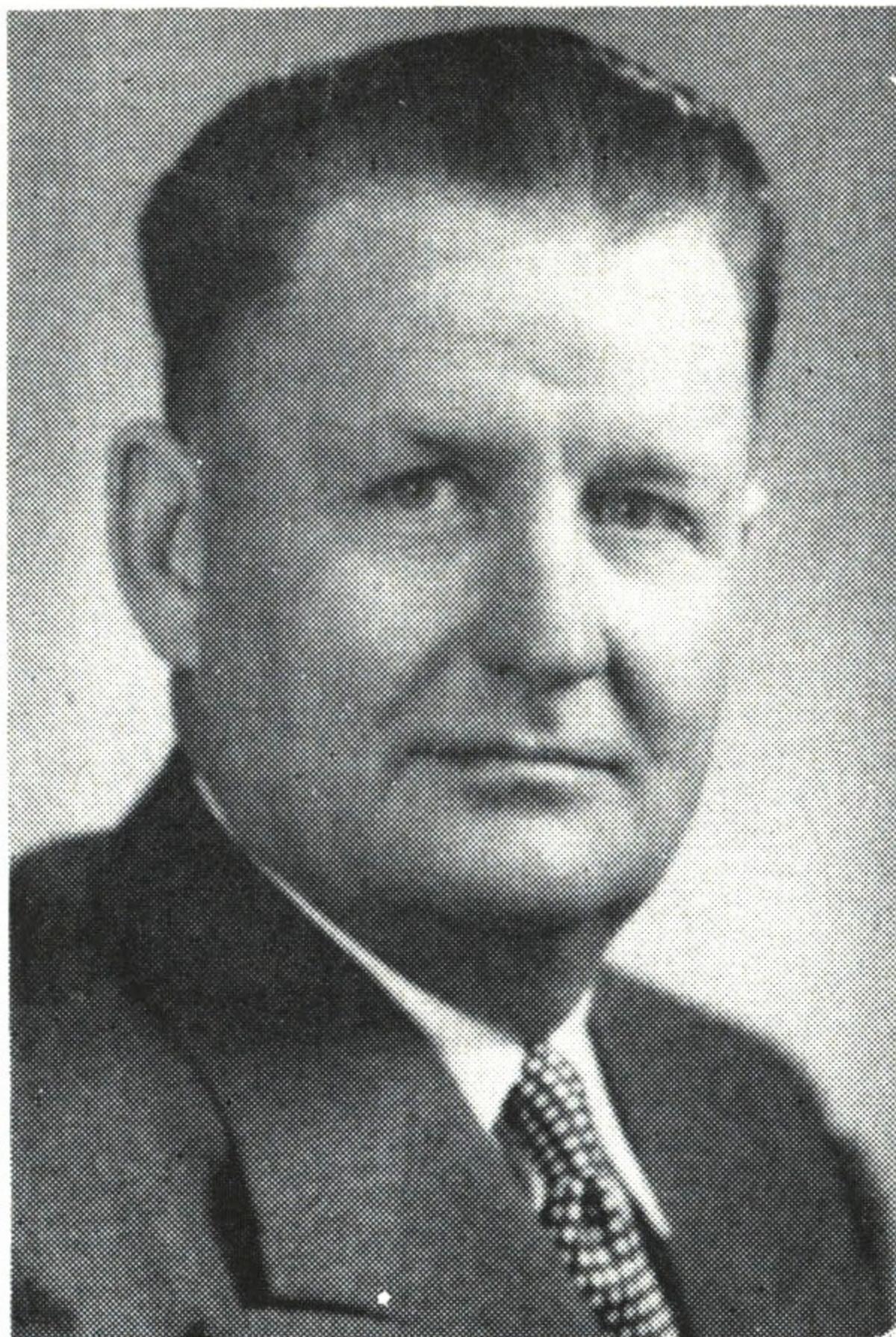
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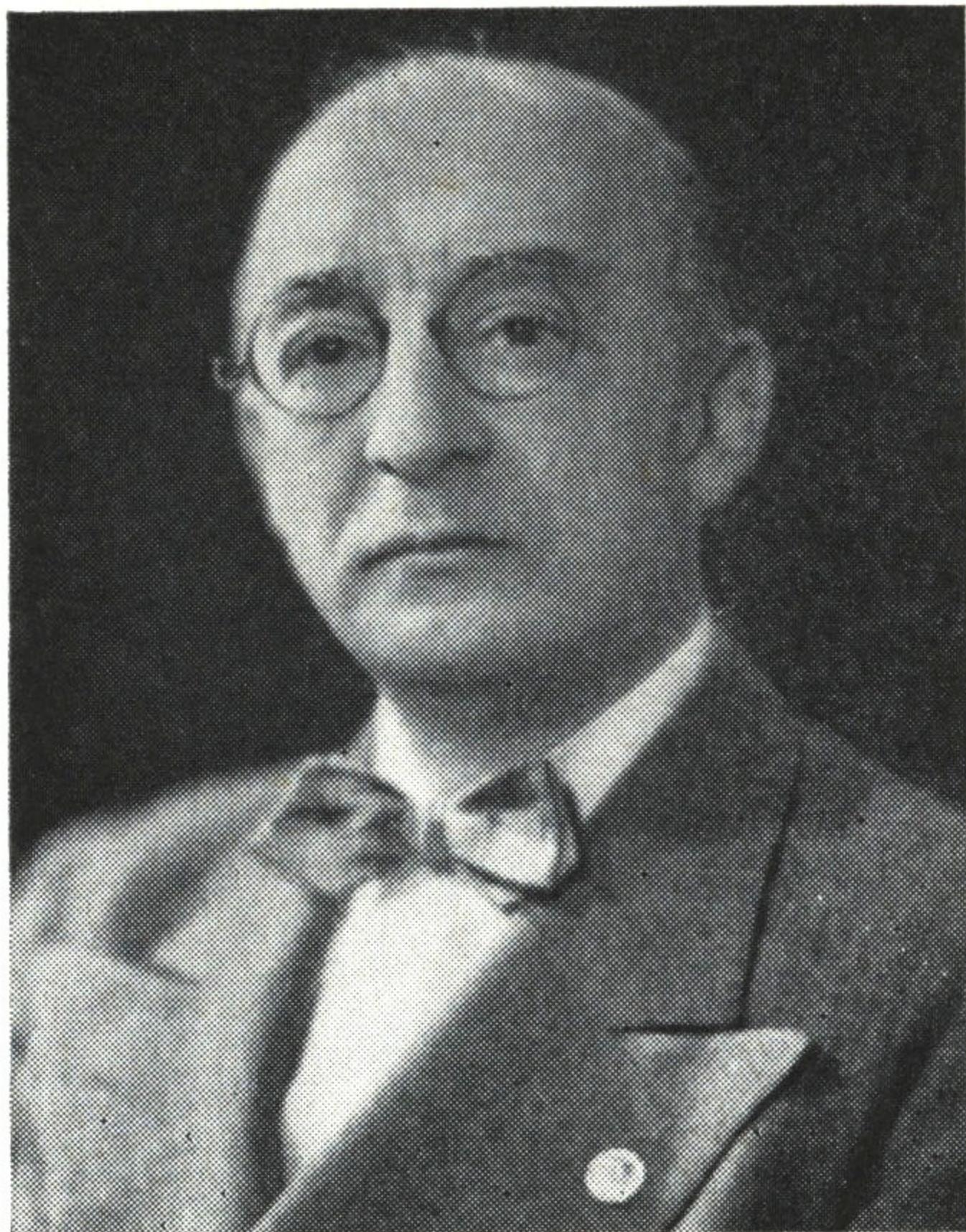
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Chairman, Board of Directors, Chicago

That's Shooting

"I ain't impressed," said the old Auctioneer, "with any of them yarns about people hitting game from a measly 300 to 400 yards. Let me tell all about the day I was moseying along a mountain trail when these here telescopic eyes of mine spotted a buck. I rammed a charge down the bar'l of my gun, some wadding, a couple of ounces of salt, and then the bullet. Throwing the gun to my shoulder, I let go. Bang—and the buck dropped in his tracks."

"What was the idea of putting salt in your gun?" inquired one of his listeners.

"Shucks," replied the old Auctioneer, "that deer was so far off I had to do something to keep the meat from spoilin' until I could get there."

Oh, this country was an Eden,
And my Uncle Sam was fine;
When he lived within his income,
And without the most of mine.

NOW IS THE TIME

"Now Is The Time For All Good Members To Come To The Aid Of Their Association,"—if we may paraphrase a well known quotation.

We refer, of course, to the national convention to be held in Columbus, Ohio, at The Neil House, July 16-17-18. The first day (July 16th) will be devoted to registrations and getting acquainted with Auctioneers from all the states and Canada. Reservations are arriving daily at the Hotel. Have you made yours? Better do it today, tomorrow may be too late.

A Famous First

The first Shorthorn cattle public auction sale was held October 29, 1836 at Felix Renick's Indiana Creek farm, Chillicothe, Ohio.

By patronizing our Advertisers you help support those who help support your publication and therefore help yourself.

PACIFIC COAST SALES STRONG



By Col. Walter E. Palmer

The golden west offers just as many if not more opportunities for an Auctioneer as anywhere else in the country. Perhaps there are more for the energetic man than elsewhere due to so rapid a turn-over and the influx of so many people from foreign states.

Col. Freddie Chandler and I sold the Greenfield Hereford Sale at Bakersfield, California, where we were successful in attaining the high average of \$2,060 a head, which by the way is up to this time the top Hereford sale on the Pacific coast. Col. Charles Adams and I conducted the famous Hacienda de Los Reyes, Angus sale at Selma, California and accounted for the healthy average of \$1,354, another coast record. On May 4th and 5th, I participated in the selling of the Annual California Ram Sale where we sold over 2,000 purebred rams and ewes, and on May 23rd I conducted the Annual North Coast Ram Sale at Cloverdale, California.

The market is good, sales are active and buyers plentiful. Auctioneering seems to be just a little more difficult than in the past two years, that is one must work harder than before, but the accomplishments more than pay for that extra effort.

I would like to pay my tribute about the old master Col. Art Thompson. Every livestock magazine and every writer that knows Art are pouring out his praises in a most commendatory fashion, and rightly so, for if ever a man lived to serve his fellow men, it is our most notable colleague. Col. Thompson's life as an Auctioneer should set a pattern for all of us to follow, and while few or any of us will ever reach the pinnacle which he alone now occupies, we can at least strive to attain a high place in the sun. Art did it by lighting the candle so that he might better see the way, just as he so advised so many breeders in sales that he conducted all over the nation. It has been my great pleasure to work with Art on several occasions, and I have learned from him that the sure way to success is to give your very best in every performance and that if you keep your eye on the goal, obstacles become just a figment of the imagination. I can truthfully say that I have learned from Art on every occasion, and hope to visit with him many more times in his well earned retirement.

"The Auctioneer" becomes more interesting with every issue, and I will be only too glad to report from the golden west.

For that once a year opportunity to meet our N.A.A. members, to greet personally old friends and to meet so many new members, to hash over auction sales, to exchange ideas, to discuss mutual problems, and most of all to treat yourself and your wives to three of the gayest, pleasure filled days of well planned entertainment; for the chance to sit in on some really informative discussions of our profession, to give your fellow members the opportunity to meet the "little woman" behind the men of the N.A.A., attend the Columbus convention. I know I'll be there, how about you?

X The Other Fellow's Shoes

Pray, find no fault with the man who limps
Or stumbles along the road,
Unless you have worn the shoes he wears,
Or struggled beneath his load.
There may be tacks in his shoes that hurt
Though hidden away from view,
Or the burdens he bears, placed on your back
Might cause you to stumble, too.
Don't sneer at the man who's down today,
Unless you have felt the blow
That causes his fall, or felt the shame
That only the fallen know.
You may be strong, but still the blows
That were his, if dealt to you
In the selfsame way at the selfsame time,
Might cause you to stagger, too.
Don't be too harsh with the man who sins,
Or pelt him with words or stones
Unless you are sure, yes, doubly sure
That you have not sins of your own,
For you know, perhaps, if the tempter's voice
Should whisper as soft to you
As it did to him when he went astray,
'Twould cause you to falter, too.

It will be a rare privilege to relax and be with fellow Auctioneers with whom such contact gives one a broader point of view concerning our profession and our Association. It affords one the time when he can take a better view of his own situation and return to his own business refreshed with new ideas. In the present changing market, it will afford you a better opportunity to keep posted as to what your fellow auctioneers are doing under such circumstances. In unity there is strength and your interests will best be represented by organization. To think otherwise, is going backwards. An Auctioneer must be aggressive these days in order to keep up the pace of business. Should you have any ideas concerning progress of our profession, our Association, it affords a good sounding board. Give your wife a good time. Where can you sit in one room with hundreds of Auctioneers from all parts of the country and Canada and exchange ideas for so little an expenditure. Nowhere in the world except at the national convention of the N.A.A. in Columbus, Ohio, July 16th, 17th and 18th.

“C O N T A C T S ”

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CHICAGO, ILLINOIS

MAKE ME AN OFFER

That man behind the bric-a-brac window in the antiques shop may not be the solemn mousy little character that you think. In fact, he might well be Wolf Mankowitz, London dealer in old Wedgwood. If that were the case you would find him to be a wise and witty person. Why? Well, Mr. Mankowitz proves it to us in a little book, "Make Me an Offer," sardonically affectionate glimpse at the ancient haggle and hassle of the antiques dealers' other world. Any one who has been tempted at an auction or bemused by the vagaries of a trade (horse, fair or otherwise) will find matters here to chuckle on. As for antiques collectors, those amiable mild lunatics, this slender volume will come as a surprise, for in their literature there has been little room for humor or backroom humanities.

The humanities here begin with a boy of eleven and his father's picnics at the British Museum and lots to see. There were Assyrian bulls, and Easter Island Statues and Egyptian mummies, but above all there was the Portland Vase, that famous Roman urn. To the boy it was love at first sight, and when later he found that the vase had been copied by the thousands at the Wedgwood potteries, his career had been set. He was to be a dealer in Wedgwood and to seek its utmost rarities.

His father had owned a "semi-inlosed" market stall. He didn't do very well, for two rather good reasons. He knew nothing about selling. He had no money. So he became a "specialist"—although it was a different specialty each week. Father sold odd army boots, or blacking for grates, or surplus perfume, and all the passers-by got sprayed. At other times it was iron tonic and father showing his muscles, or a cellar of dubious claret bought for threepence a bottle. A boy grows up fast in this milieu. He even becomes the respected specialist his father wasn't.

Respect has little to do with the derisive affection he feels for the human termites of the "break-up boys," who do just that to old estates, or for the vultures of the "knockout ring" who thrive

on rigged auctions. His landlord was old Abe Sparta. Abe was clever all right. He bought an old Regency house for a song, rented the damp lower floors to the boy. With his junkdealer's instinct Abe poked away at the house, found terrace and porches sheathed in thick lead which sold at £117 a ton.

There are other rogues in this brief narrative and a country auction with maneuvers behind the scenes that would do credit to a naval tactician. It is hilarious and at the same time wonderfully human.

A FRIEND

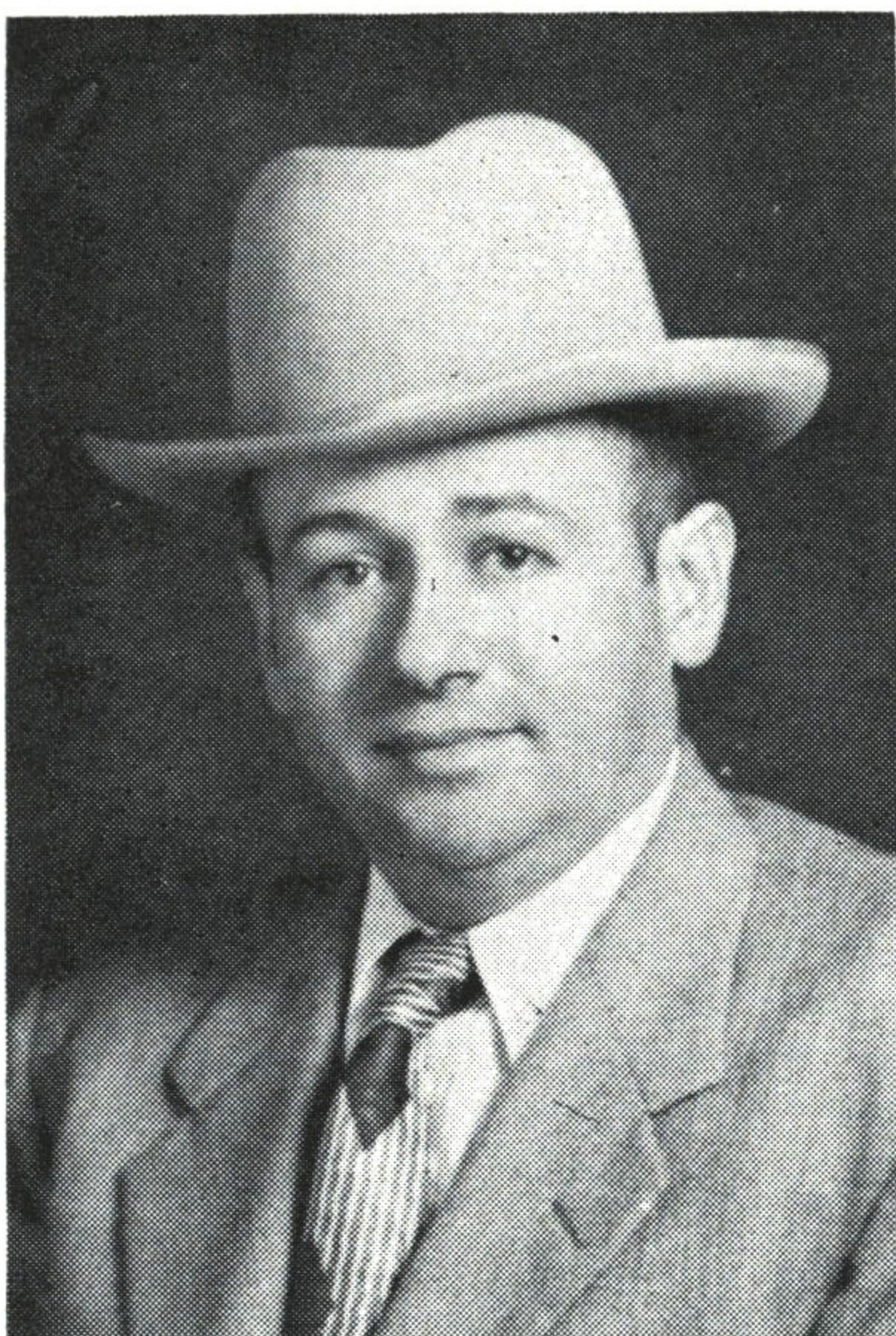
By Col. Guy L. Pettit

Our minister last Sunday preached a very good sermon on Love. You know FAITH, HOPE and CHARITY (love) and the greatest of these is Love. Love of right living, love of right actions, love of being with good people, love of doing things well. Believe me, I left the church a much better man than when I entered. Of course there is a wonderful opportunity in our profession for this same love. I have schooled myself to say kindly things or say nothing at all. In the words of another here is my belief:

Human Kindness

If you meet with a chap who is down
on his luck
And bruised with the rocks of despair,
And his name had been dragged thru
the mire and the muck
Till it's past where a human would care,
Then you ask to relate all the evil you
can of this chap
Who has gone to the wall,
Then, if you can't say something good
of the man
Let us learn to say nothing at all.
If you meet with a chap who it seems
cannot win
Shall we say that he never has tried;
That his heartstrings are tuned to the
discord of sin,
That he's lost all ambition and pride,
When it's true, like as not, if our own
deeds we scan
There's little we care to recall,
So if you can't say something good of
the man,
Let us learn to say nothing at all.

SECRETARY



Col. Luther B. Deitch

For an efficient and progressive administration of any organization, the Secretary is the man the membership must depend upon. He is the backbone of the organization. When he does everything that should be done to the best of his ability his work is soon forgotten, but when he does something that is wrong he is never forgotten.

The National and State Associations of Auctioneers are all fortunate in having capable, sincere, honest and efficient Secretaries that have the interest of the Association and their profession at heart, and want to do something for the betterment of all auctioneers.

Pictured above is Col. Luther B. Deitch, Secretary of the Pennsylvania Auctioneers Association. His job is a big one. Like all Secretaries he gives of his time for your interest. We could all make their work far less difficult

for them if we would answer their letters promptly, renew our memberships when due and extend them every co-operation possible. Let us always remember the wonderful work they are doing by extending them every bit of help we can, as the more we can do for them the better Associations we are going to have. Remember your promptness in complying with their requests is to them a great source of encouragement and inspiration to carry on in your behalf.

BIG INDUSTRIAL SALE SUCCESSFUL AT JOPLIN

On Wednesday and Thursday, June 3 and 4, Samuel L. Winternitz & Company, auctioneers of Chicago, Illinois, conducted an auction sale on the real estate, machinery and equipment of the Peerless Machinery Company, Joplin, Mo.

The Real Estate was successfully sold for \$60,000.00 and the patents and special tooling for \$27,000.00. The machinery and equipment and inventory realized in excess of \$450,000.00.

In some instances, the auctioneers noticed a softening of the machinery market whereas other machine tool sales led them to believe the market is still firm. The Warner & Swasey No. 5A Turret Lathes averaged out at \$17,750.00 apiece and the 4A's averaged \$12,400.00. The No. 5's realized \$5,600.00. These items reflected a softening of the market of about 10 per cent after comparing the prices and equipment with like tools sold within the last 90 days.

On the other hand, the Brown & Sharpe No. 20 Grinders averaged out at \$9,400.00, each slightly higher than previous markets and modern tool room lathes held firm at anticipated returns.

Milling machines, shapers and lathe model drills seemed to be holding firm in comparison with the market of the last 90 days.

Do you have your lapel button of the N.A.A., and your cut of the Association's Emblem. They can be obtained by writing the Secretary, Col. J. M. Darbyshire, 158 Vine St., Sabina, Ohio.

What You Can Have

By Managing Editor

Where else would you have the opportunity and what would you spend to personally meet the outstanding Auctioneers of this country? Well, that is just what you can have by attending the national convention in Columbus.

On the plus side, in addition to sitting down to dinner with your fellow competitor, you find most times to your surprise that he is a very fine fellow and that you would be happy to do business with him.

Aside from the business aspect of attending the N.A.A. convention, both you and your wife have a wonderful and social time. It is the high-light of the year in so far as the Auctioneers are concerned, and I know that all of them are looking forward to this convention with great anticipation.

Every Auctioneer in the United States should attend the convention because he will receive reports there of the past, present and future activities of the Association, and he can express his opinions. He also can and should offer his own ideas about what the Association can do for the profession. While these things can be done in your own state, attendance at the convention provides the opportunity for far greater accomplishments which is not possible at the local state level. While social activities are of secondary importance, it is wise to make new acquaintances and to renew old ones regularly because we can thus understand each other and can do business with each other with confidence and friendliness. The greatest gain one can derive from their attendance at the convention is the realization of the large number of swell fellows there are in the N.A.A. The way to find out is to

go to the convention and mingle with them. It has always been very beneficial and will be for you also. Try it.

Why should any Auctioneer question the actual necessity of attending the convention in Columbus or anywhere else for that matter? The convention is the only opportunity where the Auctioneers can meet together and discuss mutual problems, arrive at beneficial conclusions as to what is or what is not good for our profession and our Association and to reach decisions for mutual action that act to keep our profession a going, living part of our American economy.

The Auctioneer who didn't see his dentist. . . . Of course, you can wait until your teeth hurt, but then it's usually too late. You can also wait until your business problems are urgent before you attend an N.A.A. convention. It will then cost you more than a trip to Columbus and back. What's going to happen to the Government Surplus after Korea? Are you going to sit back just as you did after World War II and then cry to the high heavens because you are not getting the business? Are you going to remain silent and expect to get a free ride? If so, you are in for a real awakening. Will OPS come back, and can we the Auctioneers expect a better deal from the Government? Sacrifice just two weekends of pleasure and invest that money to come to Columbus and have a chance to talk with hundreds of Auctioneers at the national convention July 16th, 17th and 18th. Convention headquarters will be at the Neil House. Better make your reservations now.

Be sure to attend the N.A.A. convention at Columbus. Now more than ever our Association is necessary. Overnight, conditions can change, and we must as an Association be ready. Furthermore, don't miss this annual opportunity to meet auctioneers from all the states. Your competitor is going, are you?

DO YOUR AUCTIONEERING INTELLIGENTLY

The Guessing Days Are Gone

AUCTIONEERS ASSOCIATION OF OHIO

By Managing Editor

Each day brings us closer to what, in my opinion, are the three most precious days in the life of every Auctioneer. July 16th, 17th and 18th, because during those three days every Auctioneer in America is going to have the opportunity to attend the national convention in Columbus, Ohio. If you have the interest of your profession, the interest of yourself, the interest of other Auctioneers, the improvement and advancement of your business, then you will be present.

All of this has been arranged for by the untiring efforts of the President, the endless details and correspondence that has taken the time of your Secretary, Col. J. M. Darbyshire, who throughout the year has worked until late hours of the night, Sundays and Holidays, to give you a business-like administration. Now with the convention upon their shoulders their work becomes many times more difficult, so much so, that I am inclined to want to be nearer to them to lend whatever could be done to relieve their burdens. If you were having guests at your house, you would do everything possible to make their visit as pleasant and comfortable as you could, because you would want them to enjoy themselves and come again sometime. So it is in putting on a national convention. The Auctioneers Association of Ohio, are going to be your host on those three precious days and they want you to enjoy every minute of your visit in Ohio.

They are cooperating with the National Association so that you may derive the greatest pleasure and profit by your attendance at the national convention. They are a progressive, alert organization. Their motto is "An Organization for Better Auctions" and a good one it is, as the better auctions we all have the better Auctioneers we will all be. They know and fully realize that their efforts in bettering themselves and in making a strong organization is for mutual benefit.

As the Auctioneers begin to converge upon Columbus on July 16th, from all the states and Canada, you will find the Auctioneers Association of Ohio, on the job to receive you, to make you welcome and to extend to you every consideration during your visit. This splendid organization is indeed fortunate in having as its President, Col. Si Lakin, of Columbus; Col. Homer Pollock, Vice-President, of Delphos; Col. John Sargent, Secretary and Treasurer, of Greenville. The Directors are Col. John Pfarr, Jr., Richwood; Col. James Penell, Cumberland; Col. W. O. Sargent, Bradford; Col. Wayne Rowlee, North Bloomfield; Col. Cy Sprunger, Kidron; Col. Jonathan C. Mason, East Liverpool; Col. Clarence Latham, Hillards; Col. Clayton H. Sooy, Grafton and Col. Owen V. Hall, Celina.

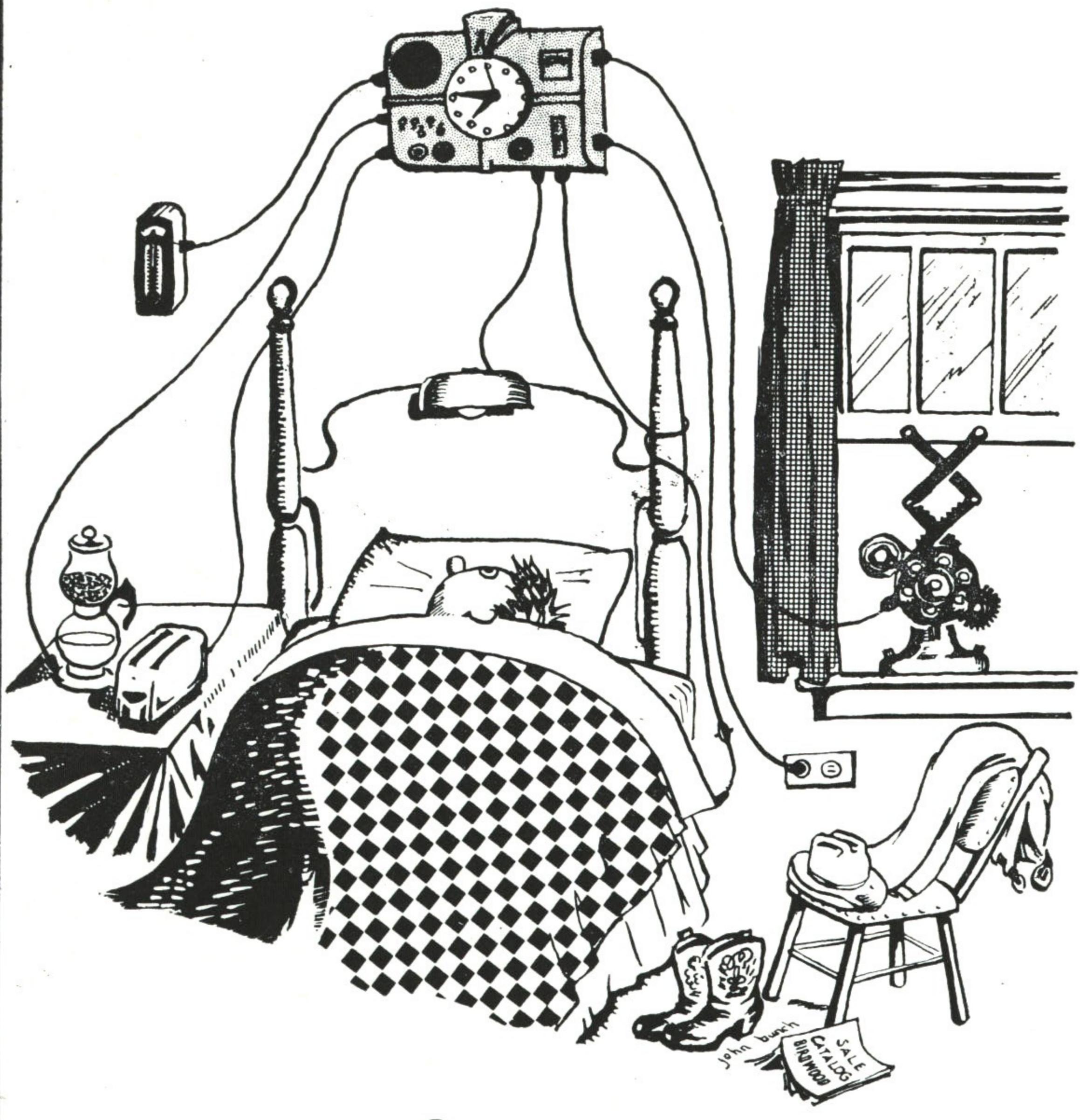
When the curtain comes down on the final session of our convention and we depart for our homes, we will do so with pleasant memories of the Auctioneers Association of Ohio. If you are not a member of your Ohio Association, why don't you drop the Secretary a letter requesting an application card for membership. He can be reached at 601 Central Avenue, Greenville, Ohio. Join with this fine group of Auctioneers that are doing so much to make conditions better for you.

"THE AUCTIONEER" spends every effort and leaves no stone unturned to present all the news and information of importance to the Membership of the N.A.A., and subscribers. Your failure to receive and read "The Auctioneer" regularly will keep you behind the times in the developments of your Association and your profession. Subscription rates are \$6.00 per year. Membership in the N.A.A., is only \$10.00 a year.

“EVERY MEMBER —

“DELIGHTFULLY DIFFERENT”
HI HO! HI HO! IT'S OFF TO COLUMBUS WE GO

ALL SET!



for...

NATIONAL CONVENTION

COLUMBUS — JULY 16th - 17th - 18th — OHIO

Convention Headquarters — THE NEIL HOUSE

AN ENGLISHMAN SEES AN AMERICAN HEREFORD AUCTION

The natural question an Englishman would ask before submitting the following is: Am I being too forward, or have I the right to such comparison? But after the wonderful atmosphere surrounding the glorious Herefords and the equally glorious people and the conduct and quality of both at the most inspiring sale at Birdwood Farms, Charlottesville, Va., I feel that I must—and emphasize "must"—voice my feelings and conclusions after such a day of days. I'm four months out of England, and honored with the responsibility of the welfare of a new Hereford herd here in Dutchess County, New York, for an American gentleman, Mr. H. E. Martin and his lady, Mrs. H. E. Martin.

You know, it's wonderful what cattle can do! Of course, I mean the right cattle. Apart from what they have done for me in the past, and where they have taken me in the past five years, American Herefords have taken me through five states of this country, on a never-to-be forgotten "magic carpet" of hospitality, kindness, understanding and comradeship, which had its climax at Birdwood Farms. Make no mistake, English livestock are seen in top herds the world over, and have their origin from the careful care and love of good breeding of English stockmen. But, I must say that this origin of centuries ago is just as alive and vital today here in America.

Mr. and Mrs. C. W. Middleton, the host and hostess at Birdwood on Saturday, the 21st of February, their son, Dick Middleton, with a Hereford at each of his finger-tips; that grand chap, Jack Cash, the herdsman; the auctioneer, Col. A. W. Hamilton, the press representatives and the family of Hereford people at the ringside—does this atmosphere prevail throughout the American Here-

ford world? The kindly, homely, brotherly introductions from the auctioneer's box, the speedy, businesslike manner of the sale with its blood-tingling tattoo of rhythm and its sudden, quiet and soft-spoken quip and banter among friends. Then the rolling words of the auctioneer steadily whipped to high speed again, and, among all this, those beautiful red and white cattle, as carved from oak. Square, deep, smooth, kindly neat and tidy, with the polish of good manners and elegance found only in high character. I cannot compar English and American Herefords, they are worlds apart. But should all the afore-mentioned be a pattern of the American Hereford Association, cattle and people — and I feel it is — then I say with all seriousness, they are supreme.

It is possible to appraise an animal from a judge's view on points, and these differ between judges. But when Lot 6 came into the ring, all points went overboard and the hush could be felt over the whole assembly. Birdwood Dutchess 27th was indeed a princess among Herefords. This view was evidently held by many, as her figure rose to the record of \$11,000. Finally, let me say her pattern was seen in all the Birdwood stock. Yes, on the back pastures away from the public eye, it's just the same. I rode with Dick Middleton and Jack Cash, in the early morning, in the (go anywhere) Jeep, over many acres and saw the brood stock, and dams and babes. All show the type of those that passed under the auctioneer's hammer.

There is one thing I would like to say to the American Hereford people I met. Simply, but in deep gratitude.—thank you.

And to the Hereford itself, go along old girl, I'll follow you.

By patronizing our Advertisers you help support those who help support your publication and therefore help yourself.

ALONG THE WAY

With Walter Carlson

So you want to sell real estate, do you? When you do, you have selected the most profitable branch of the business for many auctioneers, and definitely the most fascinating for all who have exposed themselves to the possibilities of the art.

Our interest in real estate activities blossomed out back in 1936, when we OBSERVED ADS between August 8 and August 25 for TEN REAL ESTATE AUCTIONS in the Decatur Indiana Democrat with Col. Roy S. Johnson's name tacked on the coveted corner of each AD. Seven farms, four homes and a hundred lots made up the merchandise offering put on the counter at that time for eager customers. If that could be done in the Hoosier State, why wouldn't it work out here in the Gopher State, even though our natives, for the most part, had never heard of a REAL ESTATE AUCTION?

We CLIPPED THE ADS, pasted them on a cardboard, and showed them to a group of local businessmen in our home town who owned a cow pasture at the edge of Triumph. To transplant the DESIRED IDEA, we used a lot of IMAGINATION to stir up a DESCRIPTIVE AUCTION AD of THEIR PROPERTY. The inoculation took, and a successful lot auction was soon part of our town history, introducing to the community a NEW METHOD to sell real estate.

PEOPLE PREFER PEOPLE THEY KNOW, and when you get set for this work in your part of the country it's good business to see that they know who takes care of that kind of affairs. One of the best places to ADVERTISE for REAL ESTATE BUSINESS is naturally in the publication that most people look at when they are INTERESTED in a land deal of any kind,—THE COUNTRY PLAT BOOK. A new one is put out by some printing firm every year or two, and it's a good IDEA to contact your county auditor to learn when the next edition will be shopping for ADS to help defray the cost of production.

When you and business do bump together it's worth a heap to know how to DESCRIBE THE PROPERTY in a way that will ATTRACT ATTENTION, AROUSE INTEREST, CREATE DESIRE, AND PROMOTE ACTION among the READERS of your ADS. Here we go back to COLLECTING IDEAS again. Learn to RECOGNIZE a good REAL ESTATE AD every time you OBSERVE one. CLIP and FILE, or paste in a SCRAPBOOK. Your COLLECTION OF IDEAS is the same as money in the bank when your ship comes in.

A FORM LETTER or BULLETIN pointing out the highlights and advantages of SELLING REAL ESTATE AT AUCTION, mailed or handed to a prospect, can sow the seeds that will help BOOK THE SALE, when the time is ripe. We submit a sample, which can be used as is, or doctored up to suit your individual taste:

The Auction Method is recognized as the modern, surest, quickest, most convenient and most efficient system to sell Real Estate in America today.

When you sell at Auction, the Spotlight of Publicity is thrown on your property, giving it individuality above all other places on sale day. It is a fascinating way with the public and concentrates attention, interest, desire, energy and action.

Auction advertising is effective. Attractive features of the property are emphasized in carefully prepared advertising. Good advertising and salesmanship will find buyers and reach the best buyers wherever they may be. It attracts buyers from other property to yours on sale day.

In the past, prices paid at Auction have often exceeded the price asked at private treaty. The Auction creates an atmosphere favorable for action. Action becomes much easier when once begun. Excuses are easier overcome in the heat of an Auction. Reluctant buyers will often bid more on the spur of the moment.

The Auction gives all buyers an equal chance. Bidders appreciate us-

ing their own judgment, but are often influenced to pay more when property is appraised by a gathering of several bidders. Being influenced by the judgment of others, stimulates competition. The buyer wants what the others want and the result is the highest possible price for your property.

The highest price for property of every description is obtained at Public Auction today. It's the quickest way to find a buyer and the surest way to get the most money. Sell at the time desired. When you want to sell land, be fair to yourself—Use the Modern Method, THE REAL ESTATE AUCTION!

I would rather listen to an Auctioneer who talks in his sleep than the one who sleeps in his talk.

- CLIPPINGS -

By Col. E. T. Nelson

Here are some Auction sayings from the file of Col. W. B. Carpenter:

Ceremonies may differ, but true politeness is the same the world over.

There's nothing more expensive than free advice that's bad.

A ripple of laughter is worth more than a flood of tears at any stage of the game.

Many a white lie has left a black mark behind it.

Used, but not abused.

She's a walking dairy.

Another show ring queen.

Good eggs will always hatch.

Rich in color and prime in quality.

Milk veins like river Nile.

Growing into money while you sleep.

Sold for \$400 bring on the next one.

Sound as a dollar and worth more money.

Your price is our price today, what'll you bid for her?

Take big steps and save your shoes.

No man can add to his stature by stepping on other people's feet.

Bid a ba knock 'em, what do you say, look out in the bank she goes.

Sure it's cracked, but it will break in another place next time.

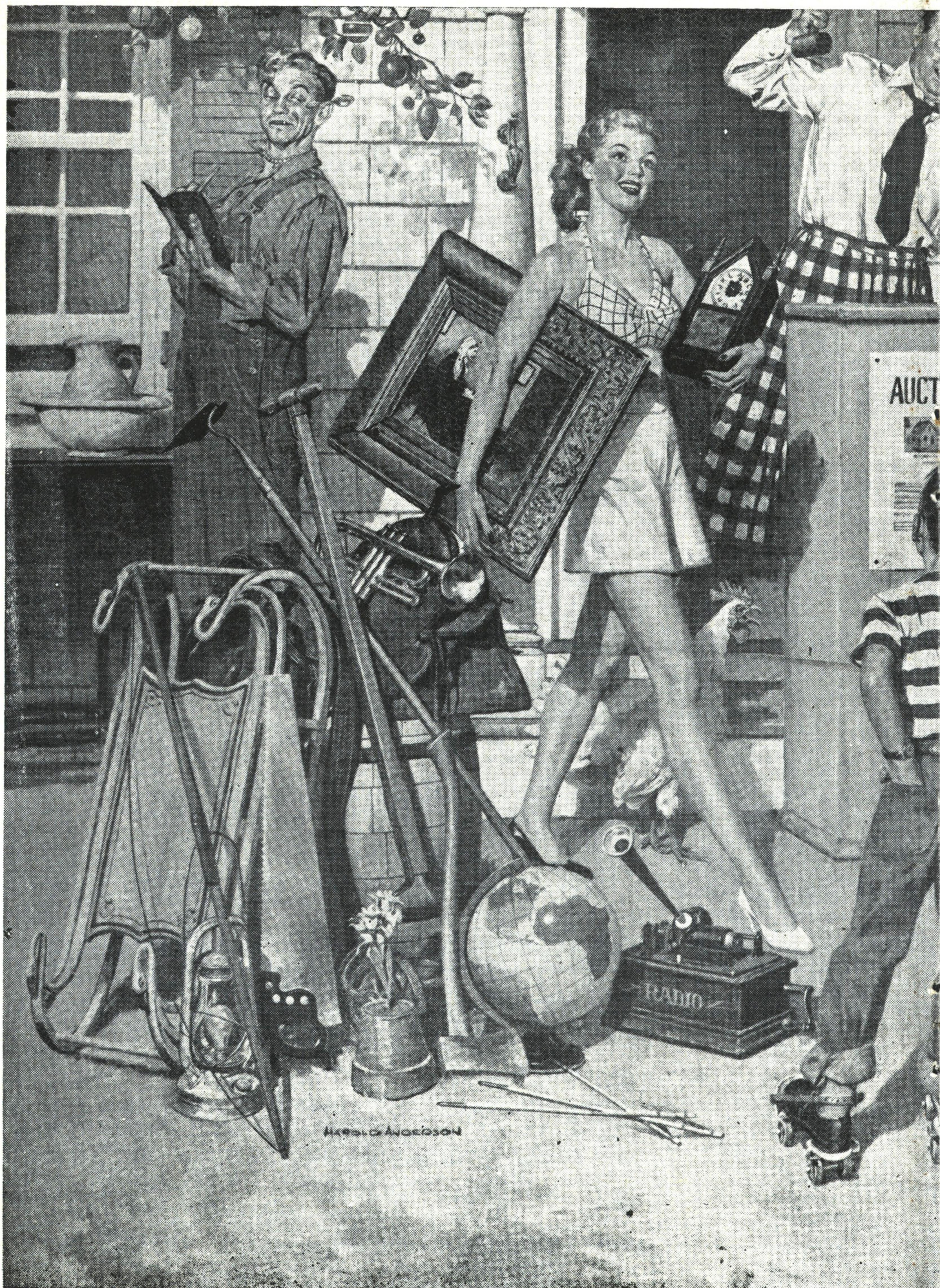
Not second handed, but remodeled.

Even if the world is small, you can have a big time in it.

If we could see ourselves as others see us, life would be one long laugh.

Why not have that Auctioneer acquaintance come to a definite decision about joining the National Auctioneers Association and send in his application today? A record of accomplishment should leave no doubt in your mind that the Association needs him and he needs the Association

I Got a New Mem



... What's Wrong wi

ber - - - Did You ?



With this Picture? ...

COME ONE - COME ALL

By Col. Pop Hess

IN THIS CONVENTION NUMBER going to the Auctioneers all over the land, is just another of many invitations for all to take off and attend the National Association's convention in Columbus, Ohio, July 16-17-18. In all my fifty years of Auctioneering, I am looking forward to this great event with more interest than any auction sale I ever conducted.

My remarks for this issue shall be brief as I expect to see all our readers in person at the convention, and will save much of my thunder to explode at that time. In the June issue you no doubt read of my invitation to be my guests at Radio Station WRFD on July 16th for the Auctioneers program 1:30 p.m. to 2 p.m. After the June issue had gone to press the time was changed to make it more convenient for all the Auctioneers, 3:30 p.m. to 4:00 p.m., and was too late for correction. Final plans are that all Auctioneers who can attend be at the Neil House (Convention Headquarters) ready to leave at 2:30 p.m. This will give all plenty of time to get to the Studio and tour the station. Promptly at 3:30 p.m. we will be in Studio A which will seat approximately 100 visitors, and we will go on the air. What some 100 Auctioneers will sound like going out over the air waves in unison, will jar the toe tails from a billy goat. Some 400,000 listeners in Ohio and bordering states will know there is a real Auctioneers Shindig going on in Columbus for the remainder of the week. I will be assisted by our Jim Chapman, Farm Service Director and our Mary Lou Pfeiffer, who has relinquished her regular Home Hour Program to the Auctioneers. Yes, we will have every be-whiskered Auctioneer and folks in gen-

eral tuned in, as we will for ten days in advance of the occasion make regular announcements of the convention and of the Auctioneers program. This will put a burr under the tail of every Auctioneer listening in, that will put him in Columbus by the next morning.

Now boys, this is my gift to the National Auctioneers Association, to make this convention the top of all previous conventions, and to achieve a record for a bigger and better National Auctioneers Association. SO THERE IT IS BOYS. Plan your arrival early so that you can attend this special tour at our STUDIO & FARMS. We are planning on a minimum of 100 Auctioneers and if more than that number arrive they will be accommodated. The Auctioneer program will be over in plenty of time for all to get back to convention headquarters in time for the dinner hour and the evening's events, all planned for your pleasure. I just cannot understand how any Auctioneer in America, that is interested in advancing himself, would miss such a priceless opportunity.

See you all in COLUMBUS and at Station WRFD and wishing all of you a very pleasant trip to Ohio.

I don't believe I have ever heard of an Auctioneer who was against the National Auctioneers Association.

The success of the National Auctioneers Association like any organization lies in the response of the individual members. Where do you stand? Every member, get a member.

Sometimes an Auctioneer will postpone advertising himself until he has to do it to sell his personal property.

OREGON STATE WIDE AUCTION



Col. Paul Bockelman, Jr.

From all over the state of Oregon came visitors to the hugh charity auction sale held at Mt. Angel, on May 30th.

Proceeds from the sale went to the charity fund of building an Old Peoples Village.

Items donated to this worthy cause by the people of Oregon consisted of 480 head of livestock, nine new automobiles (2 Chryslers, 2 Fords, 1 Chevrolet, 1 Nash, 1 Mercury, 1 Plymouth, 1 Buick, four new tractors (1 John-Deere, 1 Massey-Harris, 1 Ferguson, 1 Farmall), many new pieces of farm machinery as well as used farm equipment, a large collection of antiques, \$10,000 worth of new electrical appliances, over 100 cases of canned foods donated by the groceries

of Oregon. As this article is being written donations continue to pour in from all over the state all of which were disposed of by twelve auctioneers who donated their services in support of those less fortunate. Every Auctioneer in the state was invited to give of their services and those who had sent in commitments were: Col. Ben Sudtell, Col. Oren Sudtell, Col. Lane Sudtell, Col. Forrest F. Witthar, Col. E. J. Hill, Col. Earl Gillespie, Col. Emmett Deskins, Col. Ken Benson, Col. Ken Denstrom, Col. Wilbur Rice and Sons. Col. Paul Bockelman, visiting in Oregon, learning of the gigantic sale volunteered his services and was instrumental in obtaining many of the donations which added to the success of the sale.

Governor Paul Patterson presented his favorite stockman's hat to Col. Paul Bockelman, to be sold at the auction.

 Reminded that Henry Ford had left an estate of over a hundred million dollars, an Auctioneer from Nebraska shook his head slowly and said, "Strikes me he must have had an awful savin' woman."

"The Auctioneer"—the magazine you can't help reacting to, if you're alive yourself. Contributions in the way of news items and articles of interest by you are needed if you expect to keep alive the only publication in the United States devoted 100% to your interest and your profession.

 Wife: "I just know you had women at that poker party last night." Auctioneer: "You are plain silly. We did not have women at the party." Wife: "You gave it all away in your sleep last night—talking." Auctioneer: "What did I say?" Wife: "You said, Look at that kitty, what a pot. Then you said, get your ante on the table."

"Look ye well to the stranger within thy gates."
Greet every Auctioneer at the convention with a smile and a hearty handshake. Tell him to make himself at home. Remember, nothing is so contagious as an Auctioneer's smile.

THREE GENERATIONS OF AUCTIONEERS



Jane and Julia Hall

West Milton, Ohio—Once an Auctioneer always an Auctioneer. They never die, they just talk away.

Pictured above are Jane and Julia Hall, daughters of Colonel Joseph Hall, and granddaughters of Colonel T. J. Hall, all of West Milton, Ohio. Colonel T. J. Hall, is now in his 85th year and still cries auction sales. Starting when he was twenty-one selling general farm sales, and for the past sixty-four years his presence has graced most of the farms and dwellings in southwestern Ohio.

Col. Joseph Hall, following in his father's foot-steps follows general auctioneering and enjoys a business which has prompted him to enter his daugh-

ters into learning auctioneering. Julia, ten years old and Jane, thirteen years old, have been selling under the tutelage of their father and both are rapidly becoming adept to their chosen field of endeavor, so much so, that Col. Hall, places their names on the sale bills with his, and the many visitors at Col. Hall's sales always request to hear them sell.

Col. Hall is requested to bring his daughters and father to the national convention, so that three generations of Auctioneers may be presented, and the many visitors will have the privilege of hearing these two fine young ladies give the chant of the Auctioneer.

ANNOUNCEMENT

“The Auctioneer” is authorized to state that all sessions of the national convention at Columbus, Ohio, July 16-17-18, will be open to visitors, including all persons interested in the auctioneering business, with two exceptions, the meeting of the Officers and Directors scheduled for July 16th, and the business session of the convention.

The Ladies Auxiliary

By June Holford

The large attendance of the ladies contemplated this year at the national convention in Columbus, Ohio, July 16th, 17th and 18th, has made it necessary to revise the schedule of events for The Ladies Auxiliary in order to accommodate every one present.

The Auxiliary meeting will be held on Friday, July 17th, at 1 p.m. Other important events have been scheduled, final plans of which cannot be completed until a more accurate number of ladies present can be made. For information on the room number of the meeting inquire from any member of the Welcoming Committee who are listed below along with the members of other committees.

WELCOMING COMMITTEE

Almedia Wilson, Ohio
Margaret Norris, Illinois
Gertrude Derbyshire, Ohio
June Holford, Illinois

NOMINATING COMMITTEE

Fern Pettit, Iowa
Judy Sheets, Virginia
Bozie Sapp, Illinois
Eunice Sheets, Virginia
Florence McGuire, Iowa

MEMBERSHIP COMMITTEE

Fern McCracken, Missouri
Elnore Rhodes, Iowa
Lelia Blockelman, Iowa

A complete schedule of all events will be available and furnished you at the registration desk on the Mezzanine Floor. Any member of the above committees will only be too glad to wait upon you and make your visit as pleasant and comfortable as possible. Come early and meet the many ladies from all the states before the big event gets under way.

SPECIAL - - INVITATION

AUCTIONEERS RADIO PROGRAM – Station WRFD

JULY 16th 3:30 P. M. to 4:00 P. M.

Auctioneers are requested to be at The Neil House (Convention Headquarters) ready to leave at 2:30 P.M. and be the Guests of Col. Pop Hess, who has arranged a thirty minute radio program for the National Auctioneers Association, and a tour of the Radio Studio and Farms, at Worthington, 14 miles north of Columbus. Time your arrival in Columbus for early A.M. as a great time is in store for all visitors. Col. Hess, will be your host and Master of Ceremonies, assisted by Jim Chapman and Mary Lou Pfeiffer.

Rare Objects (and Junk) Appraised On TV

The market in shrunken human heads is high these days, with a well preserved specimen bringing \$150 or more. Sigmund Rothschild told us the other day, and we thought we'd pass this along to you in case you have a shrunken head lying around the house that you don't know what to do with. Mr. Rothschild is the appraiser of art and other objects, including poodles, on "Treasure Hunt," which appears on WABD and the Du Mont television network Thursdays from 9 to 9:30 p.m.

Mr. Rothschild does not appraise human heads on his program (thinks it might offend the audience), and all he knows about the clandestine trade in heads has been picked up in his office at 119 W. 57th St., where the door is wide open to anybody who wants something valued and is willing to pay the standard fee (\$5), for the service. By profession, Mr. Rothschild, a chubby, energetic little man of thirty-seven, is not only an appraiser but a restorer of faded and otherwise damaged paintings.

"One thing I'd like to say to folks who buy heads in South America," Mr. Rothschild said. "Be careful you don't let anybody sell you a monkey's head for the real thing. It's hard to tell the difference, but a monkey's head is only worth from \$35 to \$45 at present quotations."

Though he draws the line at shrunken heads, Mr. Rothschild has appraised a few mummies on his show. Last February, Charles McElvaney, of 510 W. 123d St., who is studying for a Ph.D. degree in clinical psychology at Teachers College, Columbia University, brought a two-foot-long mummy of an Egyptian child to Mr. Rothschild.

Not a mummy authority himself, Mr. Rothschild checked around with people who know about such things and was told that the mummy, which was swathed in linen and dated from around 1000 B.C.,

was worth \$1,500. Mr. McElvaney, who bought the mummy at a Cairo curio store in 1945 for \$40, had been stationed in the Middle East with the Army Air Corps. He subsequently appeared, with the mummy, on the program, where he expressed delight when he learned of its value.

Still Has It

Mr. McElvaney was asked over the telephone if he'd had any luck peddling the mummy.

"I've still got it," said Mr. McElvaney sadly. "I got in touch with the Metropolitan Museum of Art, the American Museum of Natural History and the Smithsonian Institution, asking whether they would like a mummy at \$1,500. They said no. I sure could use that money," said Mr. McElvaney.

"On Treasure Hunt," which has been on the air since October, six persons bearing either junk or treasure appear. They exhibit the objects they wish valued and tell how they acquired them. Mr. Rothschild then gives his appraisals, producing joy or gloom or something in between.

Mr. Rothschild has previously seen all the objects he values on the show and has had a chance to set all his engines of appraisal—the X-ray, microscope and so on—into operation. Persons wishing to appear on the show come in to Mr. Rothschild's office and leave objects with him. They hear his appraisal for the first time on the show. An average of 900 letters come in each week from people wishing to be on the show, Mr. Rothschild said.

Mr. Rothschild is really more interested in objets d'art than in anything else. Such things as a pin with the ten commandments engraved on the head (worth a quarter) and a cigarband collection will be cheerfully appraised, but his heart is with the objet d'art.

Incidentally, in case you're thinking of making a cigar-band collection, keep in mind that you've got to have at least several hundred thousand before the collection takes on much value. Fellow came to the Rothschild atelier recently with 184 bands, including the heads of all the Presidents from Washington to Teddy Roosevelt. Mr. R.'s verdict: a

penny each. Fellow was crestfallen. By the way, Mr. Rothschild doesn't buy the things he appraises.

Rare Triptych

Mr. Rothschild beamed the other day when a man lugged a six-foot triptych of the Last Judgment into his cluttered office. The man explained that he bought it for \$500 from an art collector who plays the horses rather unsuccessfully. The collector is now down to his last Titian and Holbein, the man said.

"This is magnificent," murmured Mr. Rothschild. "If it turns out after investigation to be a genuine Barend Van Orley, as it seems to be, it may be worth \$20,000." Mr. Rothschild and his associate, John H. La Marre, said that if genuine it had probably been painted in the early sixteenth century. In the center panel of the triptych were some nudes.

"I want that on my television show," Mr. Rothschild said, "but those nudes present a problem. On television, nudes, like shrunken heads, are taboo. But I will try to persuade Du Mont to make an exception for this. This is art."

Mr. Rothschild started out as a sculptor but later turned to restoring paintings and appraising when he discovered that his talents as a sculptor were slender. He did most of the restoration work on the William Randolph Hearst collection before it was sold at Gimbels, and has restored paintings at the Whaling Museum at Nantucket. He lectures frequently on odd things he runs into in his business, and is currently giving a course at City College on how to buy antiques.

He believes it's a good idea to search your attic for possible treasure, though only about 10 per cent of what's brought to him from attics turns out to have any value. Most of that stuff upstairs that looks like junk is really junk.

Mr. Rothschild's office itself has the richly heterogeneous look of a well-stocked attic. Hanging on a wall was a gilt baronial lion (eighteen-century English) and tucked behind it was a stuffed gray squirrel (twentieth-century American). A fine place to spend a rainy afternoon, poking around.

Gone With The Wind

Old windmills are valued in England if not here. The oldest British windmill at Bourne in Cambridgeshire, dating back to 1620, is to be preserved by the nation as a historic building.

Windmills used to play a larger part in the United States than they do today. At one time almost every farm had its mill for drawing water from the well. Within the memory of many now living, New England had many such. Cape Cod in Massachusetts was dotted with windmills, causing visitors to compare it with Holland. Now they are gone. The oldest Cape Cod mill, in West Yarmouth, was fortunately saved by Henry Ford, who bought it for his Dearborn, Mich., museum.

One reason for their disappearance is said to be the lack of trained men to build them. Apparently it is a special art which few now know.

Coming Livestock Sales

June 6—Jersey Heifer Sale, Tri-County Jersey Cattle Club, Cobleskill, N. Y.

June 6—Guernsey Farm Sale, Green Meadow Farm, Trenton, N. J.

June 8—Guernsey Dispersal Sale, High Mowing Farm, Wilmington, Vt.

June 10-11 — Holstein Consignment Sale, 290th Earlville, Earlville, N. Y.

June 13—Holstein Consignment Sale, Eighth Dairyland Festival, Watertown, N. Y.

June 13—Holstein Consignment Sale, 64th Wolverine, Williamston, Michigan.

June 15 — Guernsey Dispersal Sale, Hickory Shores Farms, Delton, Mich.

June 17-18—Guernsey Dispersal Sale, Fairlawn Farms, Port Chester, N. Y.

June 18—Holstein Consignment Sale, 125th Garden Spot, Lancaster, Penna.

June 19—Guernsey Dispersal Sale, Bournedale Farm, Yonkers, N. Y.

BOOSTERS FOR “THE AUCTIONEER”

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

ALABAMA

ARIZONA

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ILLINOIS

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Drake, Col. C. B.—Decatur
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—Decatur

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MICHIGAN

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Jardine, Col. Samuel B.—Adrian
Koerner and Bauer, Cols.—LaSalle
Smiley, Col. Fred W.—Saginaw

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Davis Twins, Cols.—St. Peter and
Madison Lake
Gould, Col. Tom—Minneapolis
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Waconia

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Wasielewski, Col. Stanley—St. Louis

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Guzzi, Col. J. A.—Long Branch
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Simonsen, Col. Carl—Point Pleasant
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NEW YORK

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Rothkopf, Col. Mac M.—Brooklyn

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NORTH DAKOTA

Ferguson, Col. J. Albert—Deceased

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Baily-Murphy-Darbyshire Co., Cols.—
Wilmington
Drake, Col. Ralph—Montpelier
Pollock, Col. Homer—Delphos
Wilson, Col. Clyde M.—Marion

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Williams, Col. C. G.—Sheridan

ELSEWHERE

The Ladies' Auxiliary of the
National Auctioneers Association

SOMETHING MONEY CANNOT BUY

Auctioneers throughout our nation have, for the past year or more, been strenuously busy. Soon however, a period of happy and restful relaxation is to be found by attending the annual convention of our Association to be held in Columbus, Ohio, July 16th, 17th and 18th, where will be foregathered Auctioneers from all sections of these United States and Canada. The opportunity of meeting and becoming better acquainted with your fellow auctioneers is one in which you will find, that through the close association of membership, together there has grown and is steadily strengthening a spirit of confidence in and friendly helpfulness to one another.

The discussions pertinent to our profession and our Association are alone worth the effort of attending our conventions, but these and fine fellowship are only phases of what makes our gatherings attractive. Attend the Columbus convention and return to your daily labors happily invigorated in mind and body.

Are You Attending N.A.A. Conventions

Did you ever stop to think that a national convention just couldn't be a success if the members didn't attend? How many times have you attended a convention that you did not see an old friend that you hadn't seen for a long time? Did you ever stop to think that one of the functions of the N.A.A. is to bring Auctioneers together in happy reunion—to make new friends and enjoy the companionship of all?

New arrival to St. Peter (who was taking him on a tour of heaven): "What is that building with all the bars on the windows?" St. Peter: "That's the jail. We keep Auctioneers there. The durn fools all want to go back as they don't want to miss a National Auctioneers Association National Convention.

HOW'S YOUR ADVERTISING, HOW'S YOUR CHARGES?

By B. G. Coats

Advertising and charging for your services and knowledge, as well as for your ability is like shoes. There are \$5 shoes, \$10 shoes and \$15 shoes, yes and \$25 shoes. There is \$5 advertising with cheap paper, cheap ink, and cheap effect on the reader. There is \$10 advertising twice as more effective and worthwhile as the \$5 kind. And there is \$15 advertising for \$15 people with \$15 shoes or ideas to sell. Junk at the back door becomes junk, not quality at the front door.

It's a good thing for Auctioneers to remember the next time a prospective client remarks "Your price is to high!" It is just as easy to be a \$25 Auctioneer as it is a \$5 Auctioneer. Taking auction sales for less than your competitor is the most destructive practice that any Auctioneer ever entered into. Never cheapen yourself or your profession by charging less. Charge in accordance with your ability to conduct a satisfactory sale for your client. It is always results that count. 99 times out of every 100, a seller that wants a cheap man gets a cheap job. Did you ever hear of anyone asking a Doctor, Lawyer or any professional man to take less than their established charge? The sooner the Auctioneers stick to the established commission prevalent in their community the sooner the public will have greater respect for the Auctioneering profession.

Ther's no frost on the pumpkin,
Nor fodder in the Shock;
But there's pleasure in the makin'
Bring a member—join the flock.

There is a BIG convention covering BIG subjects for every Auctioneer in a BIG city, July 16, 17, 18, at The Neil House, Columbus, Ohio.

FLORIDA BILL TO TAX AUCTIONEERS

A bill to tax operators of all types of auctions has been dropped into the hopper at the state house in Tallahassee, Florida.

Auctioneers with a permanent place of business would pay \$50 annually while itinerant auctioneers would be taxed \$350. Another bill regulating absolute and conditional sales at auction of diamonds and other precious stones, jewelry has reached the Judiciary Committee of the Florida Legislature.

Col. L. M. Pedersen, of Jacksonville, most active and enthusiastic member of the N.A.A., is fighting a courageous battle in opposition to these bills.

The old octopus is slowly but surely extending his tentacles into every state while the Auctioneers remain asleep at the switch. If and when it happens in your state the Auctioneers will squeal like a stuck pig, but it will be too late.

Now is the time to prepare for the future, not tomorrow, and the only way your interests can be protected is through organization.

File this copy of "The Auctioneer" and then refer to this article in five or ten years from now.

It's Here To Stay

Why should you—an Auctioneer—attend the Columbus convention? Look at it this way. Do you work hard at your business? Do you read "The Auctioneer," newspaper articles about auction sales and auctioneers and read your competitor's advertisements? Do you attend auction sales other than your own? Do you spend your money on advertising? Sure you do—you're an Auctioneer.

Well—then finish the job. Attend YOUR Convention of YOUR Association. Know all that's happening in your profession. Get up to date on the activities of your Association. Meet, talk and check with—not just a few, but all the Auctioneers from all parts of the country. Remember the N.A.A. is here to stay, so take YOUR place in YOUR profession.

SEE and HEAR

THE WORLD'S GREATEST AUCTIONEER

Colonel Art Thompson

He Will Address the Convention

10:30 A. M. July 17th

ADVANTAGES OF SELLING REAL ESTATE BY AUCTION

by R. C. Foland

Some years ago, I published a copyrighted book on the advantages of selling real estate by auction. In this publication, 40 advantages were discussed at some length. In all, however, we have worked out a total of 52 advantages, which we believe are sound and logical. This brief page will not be adequate to go into detail on these advantages. In fact, the advantages are so numerous and far reaching that a volume could be written on them. For your consideration and meditation, I herewith submit a brief summary of a few of these advantages.

I present the auction method to you as the better way of selling. There are in reality, in the broad sense, only two methods of selling—PUBLIC AND PRIVATE. The auction plan is the way to sell to be sure of a sale at the time desired and best of all to the very highest buyer. It is the better way to concentrate attention, energy and interest, to stimulate competition; give your sale individuality and make it fascinating; to lift the price higher by degrees and secure more bids by the bidders challenging each other. I recommend the auction method as the way to sell in order to install a confidential relationship; to appeal to the chance temperament of man; to get bidders to act on their judgment by their own free will and accord; to secure action easier on the spur of the moment; the way to make advertising more effective; to overcome excuses; to influence bidders by the judgment of others; to develop interest through curiosity, hospitality and sociability; to make it possible for several to want the same thing at the same time. I ask your consideration of the auction method as the means of getting friends and neighbors to boost; as the quickest, fairest, and most convenient way to sell, because all have a chance to bid and the price is not fixed by one, as in private selling, but by all bidders. I present the auction method as the means of getting bidders to make offers. The prospective purchasers enter the contest while bidding is low and after they have once entered, they are easier retained and repeated action is more easily secured. I recommend the auction method as the means of securing a fancy price by reason of the fact the owner sets no ceiling or limit in value required in a private listing. I present the auction method as the simple, economical effective means of getting prospective purchasers to prepare for the selling event and thus qualify to meet the terms. I hold out as the means of eliminating risk or at least reducing it to a minimum, as the best way to create a desire for ownership among bidders; to get the maximum effort of your agent, the auctioneer, because he and the crowd become enthusiastic and through excitement and co-operation the bidding goes on skyward.

I ask you to render your verdict in favor of the auction method, not only because of its many advantages, but by securing an auctioneer who has had wide experience and is in close touch with the buying public, who understands how to develop interest by using attractive methods, who has the reputation of giving the buyers as well as the seller a square deal and thereby make it possible to secure for yourself a greater price for the real estate you have for sale.

In this age of progress, we have a right to expect better things. We should adopt methods in keeping with the times. The auction method seems to meet every modern requirement as a means of selling. In the future someone may develop a better method to market real estate and if so I hope to be one of the first to know of it and use it. But until then I present the auction as absolutely the only method in which all these advantages and many others are so perfectly and harmoniously combined in a single system working incessantly and persistently to search out from the buying public the highest possible buyer and to secure from him the highest possible price. I challenge the world to public or private debate on the advantages of auction selling. Can you think of any good reasons why you should not use the auction method? AUCTIONEERING: is the white heat of salesmanship.

Col. Wilson's Auction House Destroyed by Fire

A stubborn fire of undetermined origin gutted the Wilson Furniture Store at 133 Mill St., Marion, Ohio, causing damage estimated to the stock only at \$25,000. Damage to the building has not been determined as we go to press. The fire started late on the night of June 4th and spread rapidly through the second floor of the building.

Four firemen were hurt fighting the fire. Col. Wilson, said the fire occurred at the worst possible time as the present months were the peak period in the furniture business and his store was heavily stocked. Only items recovered from the building during the fire was his business records. He said the loss was covered partially by insurance.

Col. Wilson said he did not plan to allow the fire to interfere with his business as other quarters would be available from which the business would be conducted, until such time as repairs to his building could be made.

Service Construction Co. Liquidated at Public Auction

Col. R. C. Foland, of Noblesville, Indiana, a member of the Indiana Auctioneers Association and the National Auctioneers Association, sold at public auction the Equipment-Materials and Supplies of the Service Construction Company, of Indianapolis, Indiana.

The sale was held on June 2nd, and consisted of \$142,000 inventory. Col. Foland, advertised the sale with a most attractive brochure which itemized the many and varied offerings in an appealing manner. Reports of the sale have not reached us as we go to press but if advertising is tantamount to a good sale, Col. Foland, is assured of a prosperous termination of his efforts.

NOTE—Whenever and wherever you can read about all the largest auctions held in the United States and most of the smaller auctions, and you will observe that those who conduct the sales are members of their state and national Associations.

THE WAY TO HAVE A FRIEND IS TO BE A FRIEND

What could be friendlier than sending a one year subscription to "The Auctioneer."

What a pleasant surprise for a good neighbor or friend or for that Auctioneer in the next village. Every single issue will be a reminder of your thoughtfulness and good influence.

It costs only \$6. And we'd be glad to send a card saying that "The Auctioneer" is coming with your compliments.

Just fill in this coupon and mail

Friend's Name

R. F. D. Box..... Street.....

Post Office State.....

Your Name

R. F. D. Box Street.....

Post Office State.....

THE AUCTIONEER, 490 Bath Avenue, Long Branch, New Jersey

Americana Village Now In Vermont

A museum village has opened just below the Canadian frontier on U. S. 7, one of the two shortest motor highways between New York and Montreal. The new old-fashioned village, a unit in itself, is on the main street of Shelburne, Vt., seven miles south of Burlington. It has been opened to the public by Mrs. J. Watson Webb, a collector of Americana on Long Island, and now in Vermont.

From its tiniest specimen to the largest building the display is outstanding for choice and workmanship. And so is the situation of the new museum village, against a background of Lake Champlain and the panorama of the Adirondack peaks. It is adjacent to Vermont's State Park of Mt. Philo with its two-way hard-surfaced road to the red and white flash-talking code beacon tower on its summit.

The entrance to the museum village is through a covered bridge, a gift of the Vermont Highway Department, and the wooden structure is rated as one of the finest in New England. It has a double lane for vehicles and a covered pedestrian path on the side. The 112-year-old bridge once spanned a river thirty-five miles away, but since no stream runs through the museum grounds an artificial "water-drop," gay with white pond lilies, was fashioned to display the bridge.

Model of Village

Once through the horse-and-buggy twilight of the covered bridge, you turn to the parking lot, then enter the Registration and Information Building, a place of red flagstone floors surrounding an elaborate miniature model of the museum village.

You will likely go first to the Stage Coach Inn which 168 years ago graced the hamlet of Charlotte, six miles away. It was removed and set up here. Its ballroom, barroom, fireplaces, in fact, all three floors are backgrounds for the display of folk art. One room holds an exhibit of gilded eagles from government buildings.

A step farther is a brick schoolhouse brought from Vergennes. In the entrance on little wooden pegs hang in negligent array tiny sunbonnets, caps and cloaks. The children have been gone many years, yet there in rows are the old benches and desks in blocked sections showing each type of Colonial schoolhouse desk. A sunny peace reigns. It makes one stand very still before venturing curiously about, looking at the little textbooks of a bygone day and the maps of an early New England.

Variety Unit

Across from the schoolhouse is the Variety Unit, an elaborate brick house with wooden wing erected 112 years ago, a building originally on the museum village property. Women and children stay here by the hour, for it houses pewter, china, glass, dolls and doll houses, and a tiny reproduction of an English inn complete with bar and toy-sized newspapers. No matter how large or small the piece, it is displayed with wide arrangement, and not in an "antique shop" jumble. Only the Country Store in the rear of this building is allowed, purposely, to retain the crowded shelves of

M E M B E R S

1953

IS THE KEY TO A JOYFUL

JUBILEE

LET'S DO THE JOB

WE CAN DO IT TOGETHER

Let us give of our time as
those who appreciate the
privilege of belonging to
this great Association.

an old-day country store. Here is the authentic stove resting in a woodbordered bed of sand, and near it the famous cracker barrel. The shelves hold a bewildering variety of quaint tonics and drugs, colored spools of silk on upright spindles, half-knee-length leather boots and, for the men, old-fashioned specimens of tobacco and snuff with rare labels, and a great range of chewing tobacco tags.

When you step through a rear door to the Candy and Toy Shop you'll be young again. Do you remember those little straw-colored paper bags with vertical banded lines in red and green? Here they are again. These paper bags, made on special order for this one place in America, hold the candies you buy, and such pleasant candies of the past; rock candy clinging like colorless big diamonds to a white string, and its counterpart, the amber rock candy. And wherever you go statues of Indians in full headdress offer cigars as they did back in the 1880's.

Horseshow Barn

Hard-by is the Horseshow Barn (horseshoe in shape). Eleven ancient barns in northern Vermont were taken down to provide the sixty-foot timbers for this museum piece which displays the artistry and skill of the early carpenters. It houses a collection of coaches, one-horse shays and a complete roundup of the horse-and-buggy days.

In due time there will be a merry-go-round made for the Philadelphia Centennial of 1876. Already the forty hand-carved animals are on the grounds together with the carriages with painted panels, all in original paint and decorations. There will be a fine calliope. And the building that for three-quarters of a century preserved these hand-painted animals will again shelter them.

Even an ancient lighthouse, recently sold by the government on its rocky reef out from Colchester Point on Lake Champlain, has been purchased and will be restored in this museum village which bids fair to become one of the showplaces of the North.

STAMP AUCTION IS SUCCESS

Postage stamps with a market value of \$1,200, donated to the Fresh Air Fund by celebrities who also are stamp collectors, were auctioned at the Hotel Astor, New York City. Highest price paid for a single item was \$140 for a sheet of Alfred E. Smith commemoratives originally given to the fund by Francis Cardinal Spellman. It is signed by Harry S. Truman, five former Postmasters General and former Postmaster Albert Goldman of New York.

Total receipts from this unprecedented sale, including the price paid for stamps, mail bids and outright contributions by stamp dealers and collectors, plus the sale of \$150 worth of albums and books contributed by Gimbel's Stamp Center, will exceed \$4,000.

Among bidders who purchased the major lots offered, were Mrs. Mike C. Hoffman, Mrs. W. R. McCoy, Julius Stalow, J. B. Britt, Mrs. Ethel Kemnitzer, Michael Karen, Dr. William Winokur, John Rusch, Theodore E. Steinway, Finbar Kenny, the Earl of Gosford, Norman C. Haac, Mrs. Frieda Bulger, Bernard Davis, Bernard and Gordon Harmer, George R. M. Ewing, and several persons who wished to remain anonymous.

Postmaster Col. Harold Riegelman made his philatelic debut at the sale, which was conducted by Gordon Harmer, of Harmer, Cooke & Co., and Bernard Harmer, of H. R. Harmer, Inc.

YOUR ADDRESS CHANGED

Don't blame the Secretary for non delivery of notices, etc., or "The Auctioneer," if you have not advised us of your change of address. The post office will not forward third class mail matter to your new address, so be sure we have the correct one on our records.

When you move, won't you please notify the Secretary. Thanks for your cooperation.

Marine Corps Air Station, Security Department

El Toro, (Santa Ana) California

June 9, 1953

Col. B. G. Coats
490 Bath Avenue
Long Branch, New Jersey

Dear Sir:

I had entertained the idea for quite some time of making application for membership in the National Auctioneers Association. The "spirit" finally moved me to take this step early in the spring of last year. Very shortly thereafter, the U. S. Marine Corps' pilot recalling program finally worked itself down to my name on the list.

Having stayed well within my home state of Kansas, I thought I was safe from their re-activation program. However, the mail service was a little too efficient in their performance of duty on that one day for I was met with a brown, registered envelope recalling me to active duty.

Since that bright spring Sunday morning, meteorologically speaking, my respect for the postal service has improved considerably. One of the main reasons being that once a month they deliver a brand new copy of "The Auctioneer."

This little publication which continues to grow both in scope as well as in physical size furnishes me with a lot of educational and enjoyable reading. I realize that it is put together, and that the Association operates, only because some are willing to sacrifice their private time to see that the best interests of all are extended and safeguarded.

To you gentlemen currently administering the duties of the Association, as well as your predecessors, I extend my appreciation and admiration for your faithful service to a constructive cause.

To the Colonels, from just a captain.

Sincerely,

JIM KIRKEMINDE



FROM
THE
MAILS

Gillette, Wyoming
May 23, 1953

National Auctioneers Association
158 Vine Street
Sabina, Ohio

Gentlemen:

Enclosed find check for \$15.00 to cover cost of membership in your organization, also the lapel pin and letterhead emblem.

I have received "The Auctioneer" for some time now and I realize and appreciate what you are doing for the good of the profession. There is also no doubt of the need of organization but it will also be to all of our interests that we keep this organization to protect what we have and never let it be used as a union that might try to force people to hire or employ certain individuals.

Col. Mader Auctioneering is a great profession and it is becoming more respected and recognized year by year because of the fact that it is an open competitive business and each auctioneer's success is dependent upon his ability and willingness to work and go ahead. As a strong advocate of free enterprise, I am proud of the auction profession and I hope this will be the feeling and goal of auctioneers everywhere.

I am more or less a newcomer to the auction profession, starting in 1948 and since that time it has been my privilege to sell about \$17,000,000.00 worth of property at auction. Most of this being livestock through the Gillette Livestock Exchange where I sold \$6,000,000.00 worth of livestock one year.

Want to thank you again for the fine

job you are doing especially in the auctioneer magazine and I will endeavor to contribute and do my part from time to time. With Best Regards,

R. A. "Dick" Mader

Mott, N. Dakota
May 18, 1953

"The Auctioneer"
490 Bath Avenue
Long Branch, N. J.
Dear Col. Coats:

Enclosed please find check for \$12.50 for my dues, and please send me a Gold Lapel Pin. You Know It Doesn't Cost to Advertise — It Pays.

At this writing I am 71 years old and still going strong.

Yours truly,
Ole Burwick
Box 93
Mott, N. Dakota

5170 Edgewood Place,
Los Angeles, Cal.
May 26, 1953

Col. B. G. Coats
490 Bath Ave.,
Long Branch, N. J.
Dear Colonel Coats:

My likeness is enclosed herewith and while it will not improve your pages, it will at least prove that we keep well fed here in the golden west.

It has been most interesting to watch the continued growth of "The Auctioneer," and I am happy in the knowledge that so many of the top super-salesmen of the nation are lending their support. It means greater and quicker recognition by all lines of business for our method of selling and to that end we should ever strive to keep the profession clean and wholesome.

Yours sincerely,
Walter E. Palmer.

Galleries List Items For Auctions

A collection of modern French illustrated books will be sold at auction at the Parke-Bernet Galleries, Inc., 980 Madison Avenue, New York City.

Among the scarcer items in this collection, which has been assembled from the property of Harold Kaye, Charles Armour, and others, are the Bonnard-illustrated "Dingo"; one of twenty copies of "Dessins" by Matisse, signed by the artist; a first edition of Pascin's first illustrated work, and both Rouault's "Souvenirs Intimes" and "Les Reincarnations du Pere Ubu." There is also a collection of fifty-eight volumes on criminal trials.

French and English furniture and decorations will be sold at auction at Parke-Bernet's. The furniture includes four Queen Anne side chairs of walnut and jade green velvet; a Queen Anne tall-case clock by Moses Meigh, of Roth-erhithe; a Chippendale breakfront bookcase, and a late Louis XVI bonheur du jour of acajou. A group of paintings includes Rosa Bonheur's "Recumbent Sheep" and a pair of rural landscapes by Eugene Higgins.

Decorative sculpture and furniture for terrace or garden will be sold at auction at the same galleries. Besides a faience statuette of a turkey cock and a pair of lime-stone statuettes of roosters, this collection includes a number of statuettes of the seasons, fauns and other traditionally garden sculptural subjects. There is also a gray-painted iron three-chair-back settee.

Etchings, lithographs, ceramics, and African masks will be sold at auction at the Plaza Art Galleries, Inc., 9 E. 59th Street. In addition to John Taylor Arm's etching, "In Memorium" and a colored wash and pencil drawing by Muirhead Bone, there are ceramics by Picasso and a number of African masks from the collection of Pere Molinier and others.

At the same gallery a collection of French and English furniture will be sold at auction.

The City Book Auction, Inc., 89 Cham-

bers St., will hold its 600th consecutive sale, a collection of 280 rare books, prints and manuscripts. Included are a first edition of Birch's "Views of the City of Philadelphia," the first edition of the translation of Cicero's "Cato Major," printed by Benjamin Franklin, and a first edition of Mark Twain's "What Is Man?"

The Meredith Galleries, Inc., 214 E. 57th St., will sell at auction a collection of paintings dating from the seventeenth through the nineteenth century and an assortment of bronzes, candelabra, china and porcelains.

The Savoy Galleries, 5 E. 59th St., will sell at auction a collection of period and reproduction furniture and decorations as well as china, glass, porcelain, and paintings.

The Kende Galleries, 119 W. 57th St., will sell at auction a collection of French and other furniture and decorations, African art, paintings, prints and porcelain.

The second and final session of the sale at the Parke-Bernet Galleries of eighteenth century English furniture, porcelain and faience and other art objects from the estate of the late Emily Coddington Williams and other sources, yielded \$47,620, making a total of \$75,805 for the two days.

A collection of Dr. Wall Worcester porcelain brought \$4,320, including \$800 paid for a scale blue Japan-pattern covered vases, ten and a half inches high. The vases were bought by a Baltimore collector.

IN MEMORIAM

- Col. Russell Burkhardt
Indianapolis, Indiana.
- Col. J. Albert Ferguson
Grand Forks, North Dakota
- Col. Roy Hiatt
Portland, Indiana
- Col. Bert O. Vogeler
Franklin Grove, Illinois
- Col. N. W. Peterson
Cokato, Minnesota
- Col. Vorris Craig
Salem, Missouri
- Col. Bob Kirkbride
Alva, Oklahoma
- Col. F. G. Morse
St. Louis, Missouri

TWO DAY AUCTION OF HOUSES BRINGS \$12,954



Col. Theo. H. Holland

The Iowa highway commission has disposed of all 21 of the residence properties in the east part of the city that were acquired to permit construction of the new four-lane highway to Agency.

The properties, together with all outbuildings were sold Thursday and Friday at a public auction that attracted a large number of buyers.

Total receipts for all the houses and buildings were \$12,954.50, according to James K. Smith, district right of way engineer with the highway commission who had negotiated purchase of the properties. The highway department paid a total of approximately \$100,000 for these properties including the land.

Highest price at which a single home was sold was \$2,100, and the lowest price was \$230. The home that was sold for \$2,010 will be moved to Agency and placed on a foundation there. Contract price for that moving job was reported at \$1,000, with a Grinnell contractor getting the job.

Under the terms of the sale, all buildings are to be removed from the present sites no later than August 1.

Col. Theo H. Holland, veteran Ottumwa, Auctioneer, and member of the Iowa State Association of Auctioneers and the National Auctioneers Association, conducted the two day sale.

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The Steinway piano is exactly twice as old as the Ford car.

Both families this year are celebrating the 100th and the 50th anniversary of products that have become name brands in America.

Theodore E. Steinway, 69, head of the House of Steinway, looks with rather tolerant condescension on the Ford family's celebration.

"How time flies," he mused at lunch the other day. "Why, it seems only yesterday that Young Henry came out of his bicycle repair shop."

Theodore is the grandson of Henry Englehard Steinway, a Prussian soldier who won a medal for his bugle playing at the battle of Waterloo, then became a cabinetmaker and emigrated here in 1853 in middle age to found the family piano business.

Henry's daughter, Doretta, gave free piano lessons to help sell the instruments her father and brothers made by hand.

Adhered to Tradition

The Steinways have succeeded for 100 years by creating a tradition—and sticking to it. They have never made a big play for the mass market.

In 1853 they sold about 200 pianos. This year they expect to sell only 3,500. That is only a little over 2 per cent of the 150,000 pianos Americans buy each year, but it is about 10 per cent of the dollar volume.

Old Theodore says proudly:

"We aren't selling soap or hot dogs, you know. We are selling something that has to do with the spirit, the soul."

The family sales gimmick has been the free use of their product to concert artists. They keep a pool of 600 concert grands for this purpose, and will ship one by air or sea to a concert anywhere in the world. All the artist has to pay is the freight and tuning charges.

Successful Formula

The Steinway theory: members of the public who can afford it will buy an instrument played by Paderewski, Rachmaninoff, George Gershwin and Fats Waller. This formula, they say, has enabled them to maintain peak quality—and make a profit.

There are 12,000 parts in a three-legged Steinway of wood, iron, glue and strings. No one knows how many parts there are in a two-legged human Steinway, but the family tries to turn them out with the same disciplined care.

The fifth generation of the family has now come into the business. How do you raise a Steinway?

Wife First

President Theodore, who could put a piano together blindfolded at 18, said:

"First a Steinway goes out and gets a good wife. Then he lets nature take its course.

"When the offspring are 6 to 8 years old, they start a routine musical education. Each must practice the piano an hour a day up to the age of 15 or 16. After that he may continue or, as he chooses.

"The family has never turned out a real concert artist. But each is required to be able to make some kind of a sound on a piano—happily, a pleasant tone.

"I myself was a floor salesman and house tuner for a long time."

Now and then there is a scandal in the family—a Steinway doesn't like the piano business and gets out of it.

"I remember a cousin like that," said Theodore. "He became a farmer — a flower grower, or something."

Mr. Steinway's frame shuddered, as if a string within had been plucked out of tune.

G E T A M E M B E R , ,



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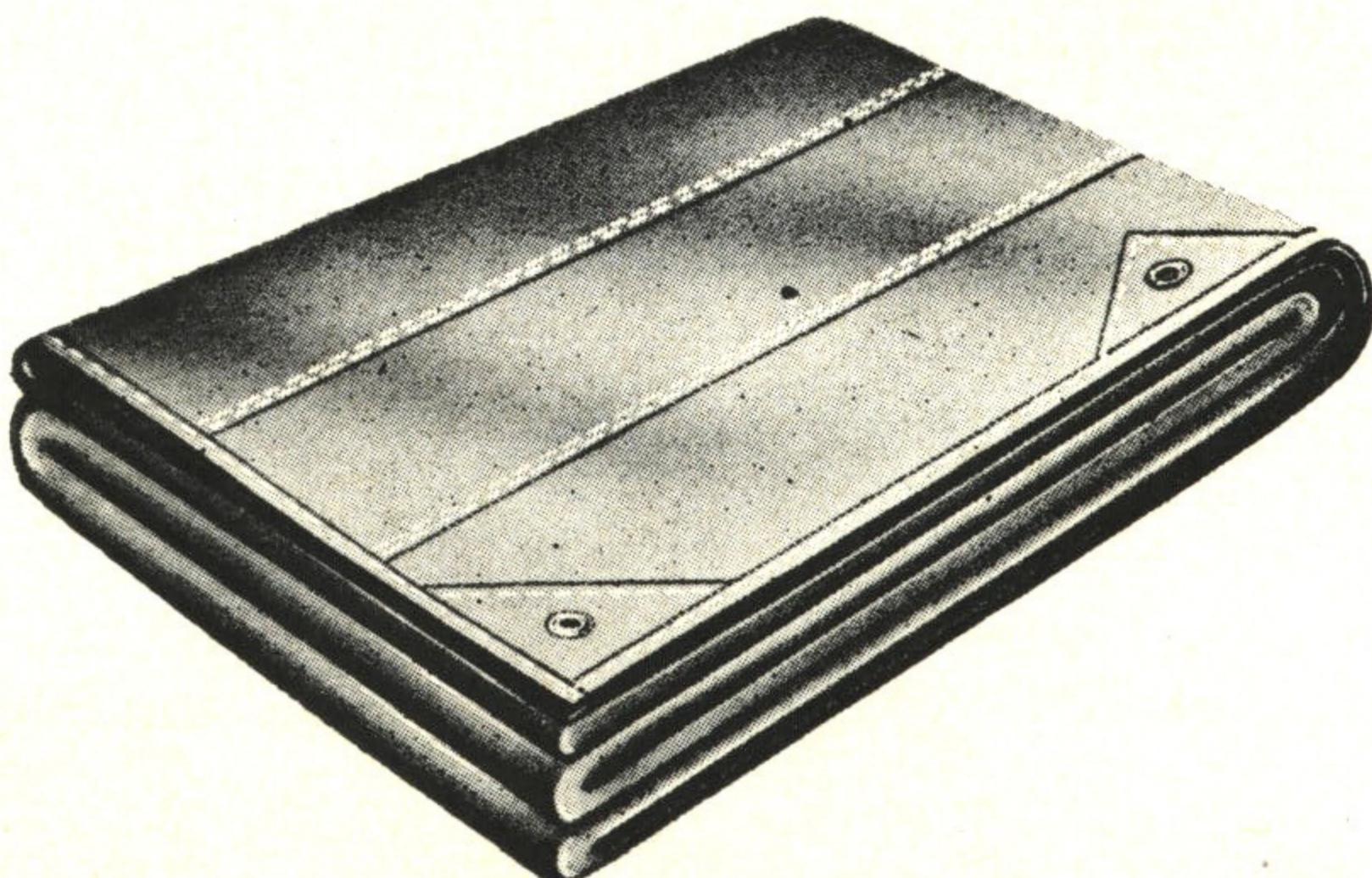
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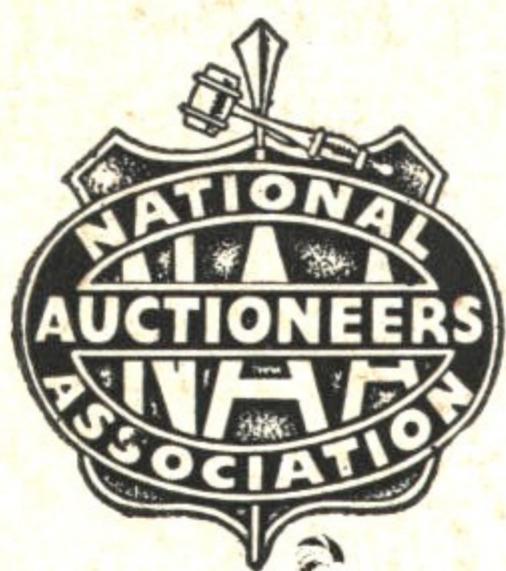
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