

The **AUCTIONEER**

SEPTEMBER, 1952

VOL. III

Official Publication of The National Auctioneers Association No. 8



I hate to make accusations, but my piggy bank is short
exactly the same amount as your N.A.A. dues!





THE AUCTIONEER

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OFFICIAL PUBLICATION OF
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HERB CLARK, Managing Editor

JOHN W. RHODES, Editor

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Hello Men:

Most people consider the old year is over Dec. 31. and start a new one with a page of resolutions Jan. 1 and by noon the same day most of the resolutions are gone down the drain.

The government winds up its books in July and then adds on several "jillions" and starts a new year with an old set of books. Some people start over again with an empty wallet Mar. 16 every year, but for members of the NAA, our new year begins with the close of the national convention.

Men from Wyoming, Texas, New York, Pennsylvania, Florida and all points in between shake hands in parting and instead of saying "good bye" they say "see you next year in Columbus." I never did think much about that city until it was named 1953 convention city—now I'm looking forward to seeing it next July.

The old Columbus discovered a lot about auctioneers—Columbus, Ohio is going to discover a lot about auctioneers you can be sure of that. Last month it was a wonderful sight to see all the auctioneers wearing cowboy style convention hats as they went over town.

Mrs. Rhodes and I went to the theater the first night with Col. and Mrs. Glover of Ohio. When we walked into the lobby the usher asked, "Where's the rodeo?" It was a lot of fun. Minneapolis wasn't sure whether it had been hit with a rodeo or what, but it was sure that it had been hit.

I don't know what new stunt will be used next year, but I'm certain Col. Wilson will pull one out of the hat that will make the convention click in Columbus.

Many of the fellows did a little fishing while in the Land of Lakes. One of the Nebraska boys fished a little and said he

(Continued on next page)

IT SEEMS TO ME —

(Continued from previous page)

had a lot of trouble the first two days—couldn't get his hook baited and then when he was about to give up and go on home a native was kind enough to tell him that in Minnesota you had to hide behind a bush if you expected to be able to bait your hook. After he learned that he had lots of fun.

Mrs. Rhodes strayed into the pride and joy of Minneapolis the second day—a huge department store consisting of 13 floors of merchandise. She really had a time and we had to push quite hard to get the lid shut on the trunk of our "Olds" when we left.

Now she has decided that we must do our Christmas shopping in Minneapolis. I told her I didn't think so but she's sure we will, so at least we have one thing settled — we shop in Minneapolis for Christmas.

It was my privilege to address the Nebraska State Auctioneers Assn., August 10 at their annual meeting. They had a good turnout and have a livewire group and you can expect big things from Nebraska in the not too distant future.

Col. Jim Welb and his wife met Mrs. Rhodes and me at Grand Island and took us to St. Paul where Col. Henry Rasmussen and his wife were hosts to the Nebraska auctioneers. In Nebraska where the auction markets are large the boys have been feeling the pinch of government regulations and realize the need of uniting to protect the interests of the auction business.

I'll close for now and see you next month.

Auctioneeringly Yours,
Johnny Rhodes

Col. Davis, desiring to get away for a day or two after his many duties at the national convention, arose early one morning left a note to Mrs. Davis, on the kitchen table that he was going duck hunting. The following day Mrs. Davis answered the door bell. When the Colonel returned from work that evening Mrs. Davis somewhat irate said, "Colonel one of the ducks you were shooting yesterday, called and left her number."

The Convention

Well, the 6th annual Auctioneers National Convention is history and has gone down in the books as something never to be forgotten. Paul Bockelman as president, Russell Davis the secretary who has burned a year's supply of midnight oil, the Minnesota State Auctioneers Assn. and Lester Winternitz as convention chairman put all their effort into the convention and I'm sure they can look back on it with pride.

To those who attended I know words will seem futile to you as I try to describe it. I'm sure your time, efforts as well as money was well spent and you're planning now to attend the 7th coming up next year in Columbus, Ohio. To you who didn't attend, all I can say is "We missed you, but you missed more than that, you missed the time of your life." It's just like swimming—some of you have been on the bank for years, wondering how the thing really works. We who have attended for years say "Come on in, the water's fine." If you come once you'll come again.

There was the usual hand shaking as auctioneers and their wives greeted couples they had met before from all over the nation. There was fun for all as entertainment was provided to suit the taste of everyone.

At the fun auction many Minnesota hunters looked for their guns as they heard the noise and supposed the wild geese were flying again. Col. Arthur Thompson delivered an address that was worth all the time and money anyone spent for the entire convention.

Col. Clyde Wilson, Marion, Ohio was elected president of the NAA; Walter Holford, Edwardsville, Ill. was elected vice-president; Col. Darbyshire, Wilmington, Ohio, was elected secretary and Col. Henry Rasmussen, St. Paul, Neb. was re-elected treasurer.

The convention next year will be in Columbus, Ohio, next July. Remember next year "Be Anything but Be There."

Among Auctioneers the temptation to exaggerate seems to be irresistible due to their passion for bigger and better auction sales.

Dr. Hurd, Iowa Veterinarian Enjoyed Convention As Guest

Robert Burns is credited with having written the following lines:

"O wad some power the giftie gie us,
To see oursel's as ithers see us,
It wad frae monie a blunder free us, "

It is with these thoughts in mind, as a casual observer, not a member of your profession, that I am prompted to list a few observations made in conjunction with your Minneapolis meeting, not in a spirit of criticism, but that you may take them for their face value, or discard them just as you see fit.

First I should like to go on record, along with many others to extend unto the members of the Minnesota Auctioneers Association my congratulations for the able manner in which you carried on as hosts to the National Association meeting. From all comments heard, this was the largest and most successful meeting that has been held by your group. Secondly I should like to extend my congratulations to the gentlemen and their ladies present, representatives from twenty states in attendance, for the business-like manner in which your meeting was conducted. You are a credit to your profession.

An individual, an organization, or as in this case an association grows in stature by a just and fair appraisal and evaluation of mistakes made in the past. It is no great calamity generally speaking to make mistakes; we as individuals or individual associations make many of them, and very probably will continue to do so, but the real crime is to make the same mistakes year after year.

Each member of your worthy organization who was privileged to attend the meeting in Minneapolis, should as Col. Thompson and a number of others suggested, make an honest and sincere effort to enroll your neighboring colleagues as members of both your state and national associations. It is through the numerical strength of members united for one common goal, under the direction and leadership of your duly elected state and national officers, that beneficial measures for the good of your profession as a whole are accomplished.

Public relations primarily start at home, and these are dependent entirely upon your actions and reactions as an individual and as a citizen of your home community. A good public relations program dictates that you should participate in the civic, religious or educational affairs of your locality. This not only helps your community, but it also helps to keep you informed as to what is happening in the area in which you reside.

"What so ever a man soweth, that shall he also reap." — Gal. VI, 7.

It seems to me that if your national association would follow the example set by the Iowa association and engage the services of a competent public relations counselor, that much of the ground work for constructive publicity could be achieved more quickly than through a trial and error process of attempting to do these things without such counsel.

The House Organ issue was well exploited at your meeting. Certainly it is an important part of any organization. It serves as a medium through which you as individuals keep in contact with other members of your profession. Many of you could give Col. Rhodes a real helping hand by sending in a news item of your activities from time to time.

I am of the opinion that your group was unjustly criticised for the so-called failure of the charity auction held in Minneapolis. You gentlemen, many of whom are the best men in your respective fields of the auctioneering profession, in the entire nation, - - - and each of you who participated in the charity auction were top flight men, all of you donating your time and services for this event; I fail to see whereby you should be criticised, as the working press would imply, for the lack of customers at said auction. Let me illustrate this point. I had the pleasure of attending one other national association meeting of yours. It was held in Asbury Park, N. J. in 1949. Probably not more than sixty-five auctioneers were in attendance at that meeting. The charity auction held at that place was sponsored by the Community

(Continued on next page)

DR. HURD, IOWA VET —

(Continued from previous page)

Chest workers of that city. Not only was their city auditorium well stocked with merchandise to be sold, but equally as important a huge crowd of potential customers were on hand to buy whatever was offered. If memory serves correctly, I believe that some famous personality of the stage, screen or radio was making a personal appearance in conjunction with the Community Chest charity auction, all of which was free to the public. Brother! Customers were in there from all walks of life to "look and buy". I cannot recall having heard any squawks or beefs about the amount of funds collected on that occasion. If you gentlemen are to continue to be subjected to holding a charity auction, each year you hold a convention, my humble suggestion would be: 1. Either they be held in a smaller city, or 2. That your public relations committee stress the importance of adequate advertising of the auction to the sponsors of this event, whomsoever that may be. Obviously this should be done well in advance of your convention date.

In conclusion may I state that through attendance of your national meeting I acquired a number of pointers that I can use in the practice of my profession, that of veterinary medicine. Surely those of you in attendance must have gained many tips and pointers that could prove invaluable to you in many years to come in the practice of your profession.

The progress that your association has shown in the past few years should continue at a much greater pace for the next several years. Each of you should be proud of the part you shall be called upon to play in the future in the molding of our great nation, into a bigger and better United States of America, the melting pot of the world, the last hope of Democracy.

CHARITY AUCTION SALE BY COL. VAN PELT

Lambertville, N. J., Aug. 2 — Col. Herbert Van Pelt, president of the New Jersey State Society of Auctioneers, wielded a wicked gavel on August 22, when he gave his services for the purpose of raising money for the Parent-Teachers Association of West Amwell Township.

The funds raised went for the cafeteria in the new consolidated school scheduled to be opened on Sept. 3.

FUN AUCTION TAKES SHIRT OFF HULL'S BACK

Highlight of Thursday afternoon, July 17, was the fun auction at the luncheon meeting in the Hotel Radisson.

The auction sale "went over wonderful" according to Col. Paul Hull, Austin, Minn., who, along with Col. Leonard Wendorf, Austin, Minn. and Col. Alvin Kohner, Winona, Minn., directed the program.

Auctioneers from nearly every state auctioned off dozens of items, many of them selling for as high as \$10. The proceeds from the sale of these articles, which were donated, went to defray the expense of the convention.

Col. Hull auctioned the shirt off his back for \$4.50 to Col. Tom Gould, Minneapolis. Since he had paid only \$1.98, the results were considered good. The shirt was then sold again for \$4.50. Then Col. Hull auctioned off his 49 cent undershirt for \$2.50. However, there were no bids on Col. Hull's pants.

There were about 50 items in the sale which brought a total of \$405.

**WHEN WRITING UP YOUR NEXT
SALE TELL YOUR CLIENT
ABOUT OUR CLERKING
SERVICE WHICH
INCLUDES:**

- Liberal Credit
- Extensive Advertising
- Payment to Owner and Auctioneer
Day of Sale

For Further Information See

Minnesota Sale Co.

6 First Ave. S. E.

ROCHESTER, MINNESOTA

Robert M. Conway, manager

Jones, Auctioneer 41 Years, Retires After 'Crying' 1100th Exchange Sale

(From the July 17, issue of the Grinnell Iowa, Herald Register).

For a cheerful man, A. C. (Clint) Jones certainly has "cried" a lot. In fact, Clint has "cried" one a week since 1931.

Jones' "crying" came to a close a few weeks ago when he retired from auctioneering after a 41-year career that included 21 years in the ring at Bert Whitaker's Grinnell, Iowa, Livestock Exchange. Clint rang down the curtain after working his 1,000th sale at the exchange.

Started When 32

Now 73 years old, Jones got his start in auctioneering when he was 32 years old and farming near Grinnell. "I watched auctioneer's closely and decided it might be a good deal," he says.

After attending the Harry M. Jones Auctioneering school in Chicago in the winter and spring of 1910-11, Clint conducted his first farm sale for Henry Rickard in Chester township in 1911. Since then he has "cried" countless farm and furniture sales in addition to his pavilion work.

Real System

Establishing the "real sale system" in this area, Jones held livestock sales at his place six miles southwest of Grinnell, scheduled auctions every four weeks.

He became known for the principle under which he operated, namely that a consignor would bring stock to the ring, backing it with his honor that the animal was as claimed to be and agreeing to take what he could get for it.

Jones recalls very few instances in his long career where a seller took his stock out of the ring dissatisfied with the price.

The veteran auctioneer popularized this "real sale system" when, after a few years residence in the Dakotas, he came back to Grinnell to handle the auctioneering for Whitaker when the latter started his livestock exchange on Sept. 4, 1931.

On West Street

For a few years, sales were held on West street where the Poweshiek Imple-

ment company is now located, Whitaker then building the pavilion at the south edge of town.

"Clint has been alright all the way through", Whitaker says of his long-time colleague. That's about the best tribute an auctioneer could receive after a career enhanced by his insistence on fair play in the ring.

Over the 21-year period he auctioneered in the pavilion ring, Jones had sold millions of dollars worth of livestock. But there's certainly a contrast in the prices paid.

\$1 Per Cwt.

Jones and Whitaker recall that when the drouth and depression both hit in 1934, 500-pound male hogs brought as little as \$1 per hundred and top hogs sold for \$2.75 to 3.50 cwt. Feed was so scarce that on one occasion they gave away 65 small pigs, offering the lot to anyone who'd vaccinate them.

In those days, a good fat cow was worth as little as \$2.60 per hundred and \$3 to 4.75 was the low paid for good stocker cattle.

Highest prices came two years ago when Jones "knocked off" fat cattle to bidders for \$38 per hundred, calves for \$44 and hogs for \$30.

Some Auctioneers find that it's often an effort but that it pays to be pleasant.

The Last Issue

If your membership in the National Auctioneer Association has expired.

or

If your subscription to The Auctioneer has expired.

This will be the last copy you will receive.

**ACT NOW AND CONTINUE TO
RECEIVE THE AUCTIONEER
EACH MONTH.**

Coats' Notes

X If an Auctioneer is 40 and marries a girl 20, he'll be 60 when she is 40. But if he is 20 and marries a woman of 40, they'll both reach 60 at about the same time.

X Once in a while you may see an auctioneer who doesn't want any more money. He's usually holding a lily.

Wife: "Why are you wearing those glasses to bed"?

X Auctioneer: "Well, I want to get a better look at that girl I dreamed about last night".

X Fear plays a considerable part in many auctioneers because they delay confidence in themselves in the early stages of entering into the field of auctioneering.

X What a family doesn't need and never expects to use again they put in the closet, then in the attic, then in the garage and then in the auction sale.

X Did you ever observe an auctioneer so pig-headed that he wouldn't take advice even when he was paying for it.

A minute's small talk is all right, but an hour's small talk is too much, hence these short notes.

X If hindsight could be capitalized a great many of us auctioneers would be multi-millionaires.

Anyone having items of news about themselves, their sales, your state organization or about other auctioneers and would like to have it published in "The Auctioneer", can have it done by sending it to the editor, Col. John W. Rhodes, LeGrand, Iowa. You like to read about the other fellow and the other fellow would like to read about you.

X It is hard to put old heads on young shoulders but as auctioneers it should not be hard to capitalize and absorb the experience of the old heads.

X Col. ~~Pettit~~, speaking before the national convention: "Wake that fellow next to you, will you, Colonel"?

Auctioneer: "Better do it yourself; you put him to sleep".

X Col. ~~Drake~~ addressing the auctioneers: "There are so many interruptions I can scarcely hear myself speaking". Auction-

eer in the rear of the room: "Cheer up, Colonel, you ain't missin' much".

Why the "National Auctioneers Association"? Progress of the past and challenge of the future provides the answers.

Plan now for tomorrow's opportunities by encouraging other auctioneers to join the National Auctioneers Association. Possibilities galore for auctioneers who face the future with vision and determination.

It Can Be Done - - - for many an auctioneer has proved you can start little and grow big in the auctioneering profession. Your affiliation with others in your profession by having them unite with you in membership in the National Auctioneers Association will help all grow big.

Experience and observation indicate why some auctioneers win while others fail.

Fun is the bonus for being an auctioneer as many a one has proved beyond a doubt that knowledge of their profession yields good dividends and that money isn't everything.

Look ahead to July, 1953. It's never too early to start planning. Long range planning is a good investment.

From the time a visitor enters your sale he, or she, is your problem. Concentrate on your visitor, study his or her tastes, learn what they want, stand by them until they get it. Never give up.

Reach out. City limits need not mark the boundary lines of your profession. Miles vanish before the long arm of advertising barriers of distance disappear. The man on the farm - - - in the next village must buy somewhere. Why not from you? Advertise your sales, advertise yourself. Give yourself a chance. Reach out. The auctioneer who is satisfied with what comes to him unsought answers few knocks at the door. If you are satisfied with merely serving your neighbors you are blinding yourself to plentiful business that might come with the asking.

When an auctioneer makes an exaggerated or false statement about what he is selling, he should always remember that it is a human tongue that talks or a human hand that writes, its not the merchandise that speaks. If the auctioneer will make whatever he is selling talk, exhibits the true nature and use of it, gives the news about it, he is without a doubt making his sale a success and doing himself untold benefit in the way of advertising.

Ladies Auxiliary Held Second Annual Meeting On July 19

The minutes of the July meeting of the Ladies Auxiliary to the National Auctioneers Association:

The second annual meeting of the auxiliary was held in room 118 at Hotel Radisson July 18 at 9 a.m.

The president June N. Holford called the meeting to order and roll call was taken with 51 being marked present.

The minutes were read and approved. Treasurers report read and accepted.

The Treasurer Bernice Ritchie suggested we appoint an Auditing Committee. Motion made and carried. Those appointed were Fern Pettit, Bloomfield, Iowa; Carolin Potter, Jacksonville, Ill.; Opal Glover, Crawfordsville, Indiana. Committee retired.

The president called for reports: Contest, no report; Membership, no report.

Secretary read the list of life members as follows: Almedia Wilson, Marion, Ohio; Fern Pettit, Bloomfield, Iowa; Bernice Ritchie, Marathon, Iowa; Lydia Drake, Decatur, Ill.; Ethel Gould, Minneapolis, Minn.; Cecile Drake, Decatur, Ill.; Carolyn Potter, Jacksonville, Ill. After the close of the meeting the following names were added: Mrs. Homer Pollock, Delphos, Ohio; Carol Leichty, Berne, Indiana; Eunice Sheets, Roanoke, Virginia; Judy Sheets, Roanoke, Virginia; Margaret Norris, Alton, Ill.; Hazel (J. Albert) Ferguson, Grand Forks, N. Dakota.

The motion was made by Almedia Wilson to close the Charter after the 1952 convention. Carried.

The president reported she had attempted to have a style show for the Auxiliary during the luncheon, but couldn't obtain any this time of year. She also tried to arrange a sight-seeing tour, but not knowing how many would go she couldn't make the definite arrangements required as busses had to be scheduled ahead of time.

The president obtained 32 Aquatennial tickets for the members who desired them.

Motion made by Rose Sapp to adjourn (10) ten minutes to pay dues. Carried.

Almedia Wilson presented bill for flowers. Bill allowed.

President introduced Mrs. J. Albert (Hazel) Ferguson the wife of the man elected president of the N.A.A. in Sioux City, Iowa and passed away before he had an opportunity to serve. Mrs. Ferguson had donated \$10.00 to the Auxiliary fund but later decided to take a Life membership and was Honorably excepted by the Auxiliary.

The nominating Committee consisted of Judy Sheets Chairman, Florence McGuire and gave the following report, "Because of it being such a new organization, many of the present officers were nominated: June Holford, Edwardsville, Ill., President; Margaret Norris, Alton Ill., 1st vice president; Lela Bockelman, Sioux City, Iowa, 2nd vice president; Bernice Ritchie, Marathon, Iowa, secretary-treasurer; Leona Davis, St. Peter, Minn., 1 year director; Elenore Rhodes, LeGrand, Iowa, parliamentarian. The president called for nominations from the floor. There were no further nominations. Florence McGuire moved nominations cease and the officers nominated be elected. Carried.

The president stated that one of the obligations of our Auxiliary was to furnish a nursery. This year only one used our service. A bill for baby sitter was presented and so ordered.

The Auditing Committee reported the Treasurer's books to be correct and are so signed.

It was announced to let the president know before convention time if you are planning to use the baby sitter service, how many and their age, when you expect to arrive, how long you expect to stay so that baby sitters may be obtained. The mothers are to furnish rooms. This year the president's room was used.

President announced the ladies are to leave the meeting and join the N.A.A. meeting, also announced the 12:30 Ladies luncheon in the Italian room.

Meeting adjourned.

Mrs. Wendell (Bernice) Ritchie,
Secretary

All memberships (except life) are due and payable to Bernice Ritchie, Marathon, Iowa, secretary-treasurer.

About "The Auctioneer"

At the convention a number of things were discussed pertinent to the association and some changes were made to increase its influence and effectiveness.

Up until the time of the convention Col. Rhodes had been Editor, Manager, Salesman, Mailer and in short, the chief cook and bottle washer. It was the unanimous voice of the convention that Col. Rhodes continue as Editor for the ensuing year and that Herb Clark of Toledo, Iowa act in the capacity of managing editor.

What does this mean? Well, it means for one thing the paper has been put in the hands of a newspaper man. That Col. Rhodes work will have been cut about 95% and yet he will continue to have the last word about the policy of "The Auctioneer." Mr. Clark is an outsider to the profession and a stranger to most of us. As a result it will mean the paper will come out without your article if it does not get in our hands before the 15th of the month preceding date of issue. This change will mean that some of your letters will be answered by Mr. Clark and that you can send material to "The Auctioneer" either at LeGrand or Toledo, Iowa.

Above all it means "The Auctioneer" is the **SOLE PROPERTY** of the **NATIONAL AUCTIONEERS ASSOCIATION** and that anything you can do for it, being done for **YOUR ORGANIZATION**. At the close of this year, at the convention next year, it will be the privilege of the NAA to continue with Mr. Clark or make any further changes that at that time seem advisable for the good of the association.

CREDIT WHERE IT IS DUE

The entire membership of the N.A.A. is indebted to the Samuel L. Winternitz Auction Co. of Chicago and to its very willing and capable staff of office help for their untiring efforts at the convention doing the necessary clerical work needed for a smooth running convention. Each one had his or her duty to perform and did it willingly and in such a manner it was easy to see they were familiar with such cooperation as is necessary to run a smooth organization.

One girl, Angie, was supposed to be on her vacation and used part of it helping out in the convention. She offered to take notes on the entire convention for publication in "The Auctioneer". It was a huge task and with the rest of the vacation and all, her notes have been a little tardy in coming but we will have more from them in subsequent issues.

On time or late, we all join in giving a lion's share of the credit for a well organized, smooth-running convention to the Winternitz company and their most gracious staff of workers.

GREETINGS

**WE ARE BEHIND THE ETHICS
AND PRINCIPALS OF THE
N. A. A. 100%**

**ILLINOIS AUCTIONEER'S
ASSOCIATION**

WANTED

AUCTIONEERS and LOCATIONS

ILLINOIS, IOWA, MICHIGAN, WISCONSIN, INDIANA, OHIO

New and Bankrupt Stocks of Merchandise, Furniture, Household Appliances to be Liquidated at Auction in Small Communities. Give Location Available, Description, Exchange References. Over 200 Sale Dates Available. Act Now.

REMINGTON SALES SERVICE

1509 WEST LAWRENCE

CHICAGO 40, ILLINOIS

Good Advertising Pays Big Dividends For Busy Auctioneer

This inter-office memorandum, which comes from Col. Jack Gordon by courtesy of Col. Lester Winternitz, tells a story that can't be told too often—it pays to advertise.

Deft-nitions by Hig

Old Man Higdon (Hig to you), who writes our Higgledy-Piggledy page each month, sure gets a rise out of many of our readers. His Deft-nitions (page 37) in the July issue rang the bell with: a Deceptionist, a girl who says the boss isn't in. Hig also calls a bustle a deceitful seatful, and a cactus is a defense plant!

Yell and Sell

Some time ago at an auction (which Hig might dub a "yell and sell") I was talking to one of the industrial auctioneers. He told me that the sale he was conducting that day was running far above his fondest expectations—but he added, "we spent \$7500 in advertising this two-day sale." I have forgotten the exact total receipts, but they were somewhere around a half million dollars. Our calculations show that \$7500 is only 1½% of that total.

Any manufacturer or merchant who could market his goods at an advertising cost of only 1½% would sure roll out the red carpet for an advertising man who could turn a quick trick like that . . . but that's not unusual for advertising-minded people. Sounds like a plug for the auctioneers—but wait a minute.

The More You Tell

Last week I received an elaborate circular from an auctioneer in which the descriptions of the items read like this:

"No. SD 660 Clearing Straight Side, Double Crank Press, geared, solid frame, cap. 125 ton, stroke 10", adj. of slide 10", max. shut height 25", strokes per min. 23, distance between uprights 61", bed area F to B x R to L 40" x 60", slide area F to B x R to L 32" x 55", thickness of bolster 5", opening in bed F to B x R to L 25" x 52", three knockout bars, electric operated air clutch, self - contained vee belt motor drive with 15 HP AC motor 3-60-440, push button control, 5" stroke

pneumatic die cushion, expansion tank, counterbalance, air gauges, etc. Serial No. 45-11920. See photo."

Here is how the average dealer would describe it in an ad:

"1-No. SD 660 Clearing SS., Dbl. Cr. Press, 125 T; - str. 10".

We have heard envious squawks about auctioneers for years from people who don't understand how they do it. One answer is that auctioneers don't use one line to attract a buyer to a \$15,000.00 Double Crank Press!

A short description would give you the answer (maybe), but the busy works manager or plant engineer wants all the information he can get right now—so the moral concerning descriptions in your advertising is —

"the more you tell, the quicker you sell and the prospect won't tell you to go to Hell."

(apologies to Bob Hope)

The average dealer in machinery and equipment has the same golden opportunity to do some real selling right in SURPLUS RECORD which has been doing that kind of advertising job for over 25 years. In fact, for so long that I sometimes think everyone should already know it—but you don't get any more out of your advertising than the time and money you put into it, and that goes for me too.

Tom Scanlan

GRAND MASTER, ODD FELLOWS, TALKS TO THE AUCTIONEERS

The Honorable Joe Looney, Sovereign Grand Master of the Odd Fellows, was the guest speaker at the convention banquet. Mr. Looney, who is a lawyer from Wewoka, Oklahoma, gave an entertaining and instructive discourse on his travels to the Far East as representative of the Odd Fellows.

Most of his talk was about Australia and New Zealand, where he spent considerable time and got to know the people quite well.

From 22 States To Auctioneer Conclave . . .

Minneapolis Sessions Draw Visitors from All Parts of the Country . Practical Program Presents Many Facts of Interest and Value to Auctioneers.

To Ohio Next Year.

By Col. B. G. Coats

Nearly three hundred Auctioneers and their wives and families gathered at Minneapolis, Minnesota, July 16th to 19th, inclusive to attend the 1952 convention of the National Auctioneers Association. It was fast moving, highly educational, intensely interesting and very successful convention with the well rounded program offering much food for thought and for discussion.

The convention was more than the success it was expected to be. It was done up in true Minnesota style. Surely the many visitors from the 22 states some travelling as far as 2,000 miles will long remember their visit to Minneapolis. Our hats off to Col. Russell Davis, all the fine group of Auctioneers from Minnesota who did a grand job in being our hosts, to Col. Lester Winternitz and Col. Jack Gordon, both of Chicago, who were on the ground far ahead of convention time giving of their time and effort in assisting Col. Davis who had worked so laboriously for the benefit of all the Auctioneers and whose efforts made the convention the best in the history of the Association.

The many visitors came because they were interested in their problems as Auctioneers, because they knew from previous similar events that there would be a worthwhile program and because they wanted to meet and visit with fellow Auctioneers. Because they wanted to do their bit in advancing their Association, because of their desire to advance their profession. They were not disappointed, and headed for home after the meeting more confident than ever that a bright future exists for all Auctioneers and the National Auctioneers Association, but to make the future as bright as possible requires the everlasting cooperation of every Auctioneer in America.

Our thoughts now turn towards Columbus, Ohio, where in July of 1953 we will again assemble and until that time we are most fortunate in having as our leaders men of integrity and proven ability, that are determined to make our Association

the kind of an Association you want it to be, and that our new and vigorous and energetic President Col. Clyde Wilson, of Marion, Ohio, will lead us to the greatest growth in membership and constructive projects and that he will fulfill a program that will make every Auctioneer plan now to be in attendance next July.

AUCTIONEER ASKS PRAYERS IN RAIN

(By Religious News Service)

Birmingham, Ala. — R. A. (Skinny) Waldrep, 400-pound auctioneer, turned his auction shed here into a prayer hall when a long-sought heavy rain began falling during his sale of secondhand automobiles.

Interrupting the bidding for cars, Waldrep asked the assembled buyers to thank God for the rainfall.

"Take off your hats," he urged over the loudspeaker, "and let me lead you in prayer of thanksgiving."

Farmers and businessmen from the parched region that has suffered heavy financial losses in crop damage bared and bowed their heads as the auctioneer improvised a prayer of gratitude.

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Col. Bockelman Welcomed Into N. A. A. Past Presidents' Club

Col. Paul F. Bockelman,
4th and Wall Sts.,
Sioux City, Iowa.

Dear Col. Bockelman:

As the National Auctioneers Association enters into a new year under new leadership, one so vitally interested in the future of the association would be amiss if they failed to express to you their appreciation of your efforts during your tenure of office for the progress made during the past year, for the most constructive and largest attended convention in the history of the association. Such has been an inspiration for those that we must look to in 1952-53 to still greater accomplishments.

The road to organization during the past few years has been set with many obstacles but to those who kept the faith and gave of their time and effort can now appreciate that such was not in vain. The

future of the National Auctioneers Association must now be entrusted to those younger in years capable of carrying on the completion of an auctioneer's organization in every state with a strong national association. In the brief history of the association it should be a great source of satisfaction to all those selected to guide it through the few turbulent years, that they gave their best for the betterment of their profession, for the good of their association and for the benefit of the future generations of auctioneers.

I know that Col. Gordon, Col. McCracken, and Col. Sheets join me in welcoming you into this small group of past presidents and look forward to your continued interest in the National Auctioneers Association.

Most Sincerely Yours,

B. G. Coats



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CLIPPINGS . . .

by E. T. Nelson

Aren't all the conventions a lot alike.

We even wrangle in the Auctioneer's convention, and we get on the air, too. Why didn't we put one of BIG, heavy-set Auctioneers on the stand to sell the bull, when the television cameras were turning? Still it was a good looking cigar that Jack Gordon used for the television shot.

I favor a two-day convention . . . with both days like Thursday, July 17th . . . and you will get praised to high heaven . . . by every auctioneer present.

Those who came for only one day, and that day, Friday . . . are not coming back again next year . . . so several of them said to me.

If we had driven out of Minneapolis a few more miles and held our sale at one of our Minnesota Sales barns . . . we would have had many hundreds of people present . . . City people don't stop for sales on work days . . . Farmers do! Farmers have money to spend, too . . . here.

I did not get to hear Walter Carlson on advertising, but I am sure that if we had heard him, we might have learned how to better advertise our own, Charity Sale. Some advertising is worthless and other is worth-less! I have discovered in advertising of the auction school business that I can spend hundreds of dollars in certain papers and not receive a SINGLE reply.

Col. Art Thompson and John Rhodes, were the highlights as speakers. Sure, Guy Pettit was good. I liked every speech given. I liked the Mid-West Jamboree, too, after I asked the Big-nosed guy to cut the volume down so I could hear the program.

I think it would be well to elect the officers on the first day of the convention. Then they could plan for their next years conventions while everything is fresh in their minds and as they watch the old officers work, they can plan on how to improve . . . the next meeting. We must grow taller at each convention. We must remember the little fellow we are going to meet on our way down . . .

I overheard some folks say at the convention, "There must be a lot of cattlemen in town." The hats added a lot of color to the convention.

My advertisement in the "Auctioneer" cost me \$99.00 for last years advertising. Some have asked me why my name does not appear in the Booster Column. I felt that my \$9.00 per month was more valuable to our paper than the \$5.00 for the full year.

Why don't we raise the subscription cost to \$5.00 a year for members and a FREE listing of their name on the booster page. Wouldn't we get a lot more on there and still get the money?

I am happy to know that John Rhodes stays at the head of the paper for another year. I have often wondered why some of us have not offered to edit one issue for John, each year. If three of us would do this, then John would have only eight left . . . to go!

Our association must create a board of three members, who should set up a standard of training for new auctioneers. They should set up certain requirements for Auction Schools to attain. Then put the stamp of approval of the N.A.A. on all such schools that achieve this standard. As it is, too many of the members, look at the auction Schools as parasites, trying to live off the profession for their own good. We want all the beginners to have a good foundation in the business . . . this assures them a better chance to succeed.

It took fifty years to get into the license law muddle . . . by our own misdeeds, and the cooperation of greedy merchants and frightened competitors . . . and it will take at least 25 years to undo our mistakes . . . So lets get a few fundamental ideas sown in the mind of the public . . . That we are an honest group of individuals, who want to make a living at one of the oldest and most fascinating businesses in the world. That we will play fair with the business man . . . and expect him to be fair with us . . . That we will sell merchandise as it is . . . Junk, if it is junk and quality merchandise, when it is quality merchandise . . . Get hep to ourselves . . . that what we say . . . is TRUE! Then the public will begin to believe us. This cannot be done in a year . . . it takes time.

Yes, it was a good convention. I'll be there, NEXT YEAR!

Col. E. T. Nelson

Don't have ears like a steam shovel that is always picking up dirt.

Nebraska Association Of Auctioneers Annual Meeting

The meeting was called to order by President Colonel Henry Rasmussen at the Legion Club in St. Paul, Nebraska at 1:30 on August 10, 1952.

Harold McDermott sang "The Star Spangled Banner."

President Rasmussen introduced R. J. Haggert representing the Chamber of Commerce of St. Paul, Nebraska who welcomed the Auctioneers of the State to St. Paul. T. C. Jensen gave the response and told of his experience as an auctioneer. President Henry Rasmussen introduced the Auctioneers and gave a very interesting report on the National Convention which was held in Minneapolis, Minnesota. The meeting was then turned over to Adolph Zicht who talked on friendship in the Auctioneer business.

The reading of the minutes of the last meeting and the treasurer's report was read by Treasurer, John T. Ryan. The motion was made that the minutes of the meeting and Treasurer's report be accepted and approved as read. Carried. E. T. Sherlock gave a talk on "Why you should belong to the Auctioneer's Association." John W. Rhodes, Auctioneer from Le Grand, Iowa, the principal speaker of the afternoon spoke on "What the Association has done for Me."

Motion by T. C. Jensen and seconded by Henry Rasmussen that we change the name of the Nebraska Association of Auctioneers to Nebraska Auctioneers Association. Motion carried. Question by Jerry Foy regarding Referee Sale. D. J. Fuller answered by thinking we should talk to our District Judge and attorneys. Ernie Weller gave a short talk. Adolph Zicht thinks the Association is in its infancy and while we have accomplished a great deal already, things will work out much better as time goes on. Bert Cummins talked on "Why He Thought the OPS should be abolished." John Rhodes gave a short talk on the Auctioneer Magazine which, he is the Editor.

Election of Officers

Motion by Henry Rasmussen and seconded by Orville Sells that James Mar-

tin be nominated as Director. Motion by Jerry Foy, seconded by Dick Kane that Cliff Nelson also be nominated as Director. Motion by Dick Grubaugh, seconded by Frank Smith that Dan Fuller's name be placed on the ballot. Motion by T. C. Jensen, seconded by Virgel Olsen that Abe Parish be nominated. Motion by Henry Buss and seconded by Dick Kane that Jerry Foy be nominated as Director. Nominations closed.

Dan J. Fuller, 30 votes; Clifford Nelson 27 votes; Jerry Foy, 27 votes; James Martin, 26 votes and Abe Parish 15 votes.

Elected for 3 years: D. J. Fuller, Jerry Foy and Clifford Nelson.

Carried over from previous years (for 2 years): Ed Evans, Dick Grubaugh and E. T. Sherlock.

(For one year): Cecil Emrick, Milford Johnson and Henry Buss.

Motion by Marvin Brubaugh and seconded by Dick Grubaugh that E. T. Sherlock's name be placed on the ballot for Vice President. T. C. Jensen made the motion which was seconded by D. J. Fuller that the nomination be closed. Carried. E. T. Sherlock was elected Vice President.

Meeting adjourned for the Banquet.

After the banquet a meeting was held. A very interesting talk was given by John Rhodes entitled "Our Kids." Prizes were given to Mr. T. D. Preece in recognition for his many years service as an Auctioneer, E. T. Sherlock driving the farthest distance and the door prize was given to Mrs. Dick Grubaugh.

49 new Nebraska State Assoc. members and 18 National Assoc. members.

Entertainment by the Glaser Brothers of Spalding, Nebraska followed.

Adjournment for the day.

John T. Ryan,

Secretary, Nebraska

Auctioneers Association

Will To Succeed

By Col. B. G. Coats

There are many ways believed to be the success route for Auctioneers. The writer has certain views on this subject and every Auctioneer has his views but by each of us respecting the other fellow's view point and exchanging them with one another the more proficient and successful we can all become.

Confidence in one's-self and your ability to win your crowd are the two major stepping stones to the success of every Auctioneer. Some Auctioneers may find it easy to win their crowds while others have to do it the hard way. The Auctioneer is in every sense an actor which means that during the course of his sale he must hold the interest of his crowd. The Auctioneering business is no bed of roses. It is an extremely cruel one. Just as people are ready to destroy a performer the minute he pulls his first boner, so are the crowds ready to destroy the Auctioneer. Just don't be afraid. When you take the auction stand assume that you may get the worst of it, that is if you are inclined not to have confidence in your-self. Never feel that listeners are with you from the start, because they are not. It is up to you to win them over just as rapidly as you can, as the sooner you do this the more they will respond to your requests for more and more bids. Once any Auctioneer shows that he is afraid, he's licked. It doesn't matter who he is. You may say that if the Auctioneer mounts the auction stand in a combative mood, that it will antagonize his crowd. I say no. There is always in a crowd the finest line separating love and hate. And, because of this, when an Auctioneer once proves himself, the crowd will loosen up and take him to their hearts. In other words every Auctioneer presents the problem of conquering the listeners. You may have your own method, but mine is to come out fighting and even after conquering the listeners to continue that fight until the last item in the sale is disposed of. Study the psychology of your art and auctioneering is in every sense an art. The next time you go to a show observe and study the actors. Notice how quick they conquer the audience. This can be judged by the applause. If the applause is scattering notice how they put everything they have into their

work, their personalities, etc. Then notice the applause. The next time you take that auction stand remember that actor you last saw and how he won the audience to him. You be just as quick if not more so to win your listeners to you.

Have the will to succeed and remember that as an Auctioneer you are also an actor. Your every word, your every act is being watched by some one in the crowd, therefore study your crowd, know their wants and desires and their idiosyncrasies, in so far as is possible, then fit yourself into the right position that will please them and you will have a good sale. But never ascend to that auction stand without the determination and the will to succeed.

An elderly Auctioneer, age 75, carried his 21 year old bride over the threshold. He introduced her to his family and later to a fellow Auctioneer whom he asked what he thought of his new wife. The Auctioneer replied, 'She is a beautiful young lady, Colonel, but I hate to see a man start out on a day's work so late in the afternoon.'

LADIES

Beautiful gold filled pins bearing the insignia of the N.A.A. Auxiliary are available now for only \$2.50 each. You'll be pleased with this pin and proud to wear it.

Send your order in today to —

**Mrs. Wendell Ritchie, Sec'y
Marathon, Iowa**

Booster's Page

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Col. John W. Heist	P. O. Box 22	Beatrice, Nebraska
Col. Homer H. Sparks	1244 East State St.	Sharon, Penna.
Col. Herbert Van Pelt	Maplewood Farm	Readington, New Jersey
Col. B. G. Coats	490 Bath Ave.	Long Branch, N. J.
Col Ray Hudson	Route 1	Morrisonville, Illinois
Col. T. C. Jensen	509 Blaine St.	Holdrege, Nebraska
Col. L. T. Crawford	219 West 7th St.	Mishawaka, Indiana
Col. Guy L. Pettit	104 North East St.	Bloomfield, Iowa
Col. Laird N. Glover	Route 5	Crawfordsville, Indiana
Col. Joseph W. Donahoe	706 Harriet St.	Darlington, Wisconsin
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Col. C. B. Drake	P. O. Box 308	Decatur, Illinois
Col. Bill McCracken	820 W. Essex	Kirkwood 22, Missouri
Col. J. D. Kirkpatrick	224 West 2nd St.	Grand Island, Nebraska
Col. Philip A. Engelmeier	500 Foreland St.	Pittsburg, Pa.
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Q. R. Chaffee & Son	Auction Mart	Towanda, Penna.
Col. Joseph A. Guzzi	477 Patten Ave.	Long Branch, New Jersey
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Col. Bruce Parkinson	Route 2	Kankakee, Illinois
Col. R. C. Foland		Noblesville, Indiana
Col. Henry Rasmussen		St. Paul, Nebraska
Col. Wendell Ritchie		Marathon, Iowa
Col. Walter Holford		Edwardsville, Illinois
Col. Earl Ellis		Washington, Indiana
Col. Leon S. Nelson & Col. Dan J. Fuller		Albion, Nebr.
The Davis Twins, Identical Auctioneers		St. Peter & Madison Lake, Minn.
Col. Bud Drake		Decatur, Illinois
Col. John A. Carr		Macon, Illinois
Col. Howard B. Johnson		Story City, Iowa
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Col. Slim Kautzky		Glidden, Iowa
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Hubert S. Post		Washington, Penn.
Watson Van Siever,		Burlington, N. J.
Homer Pollock		Delphos, Ohio
Harold Broshears		Evansville, Ind.
National Auctioneers Auxiliary		Anywhere, U.S.A.

CHARITY AUCTION BRINGS MONEY TO ODD FELLOWS

The University of Minnesota fieldhouse was the scene of the big charity auction held Friday and Saturday, July 18 - 19. The sale began at 11:30 a.m. Friday and ended for the first day at 2 p.m. with hundreds of items auctioned off by relays of auctioneers.

All the items for the auction were donated by the business men of Minneapolis. The auction was sponsored by the Odd Fellows and the money from the sale went to the "Heart Fund" which is used for charitable work by organizations sponsored by the Odd Fellows.

There were auctioneers from every state crying the sale with each auctioneer selling a half dozen or more articles. The auctioneers themselves did a lot of buying.

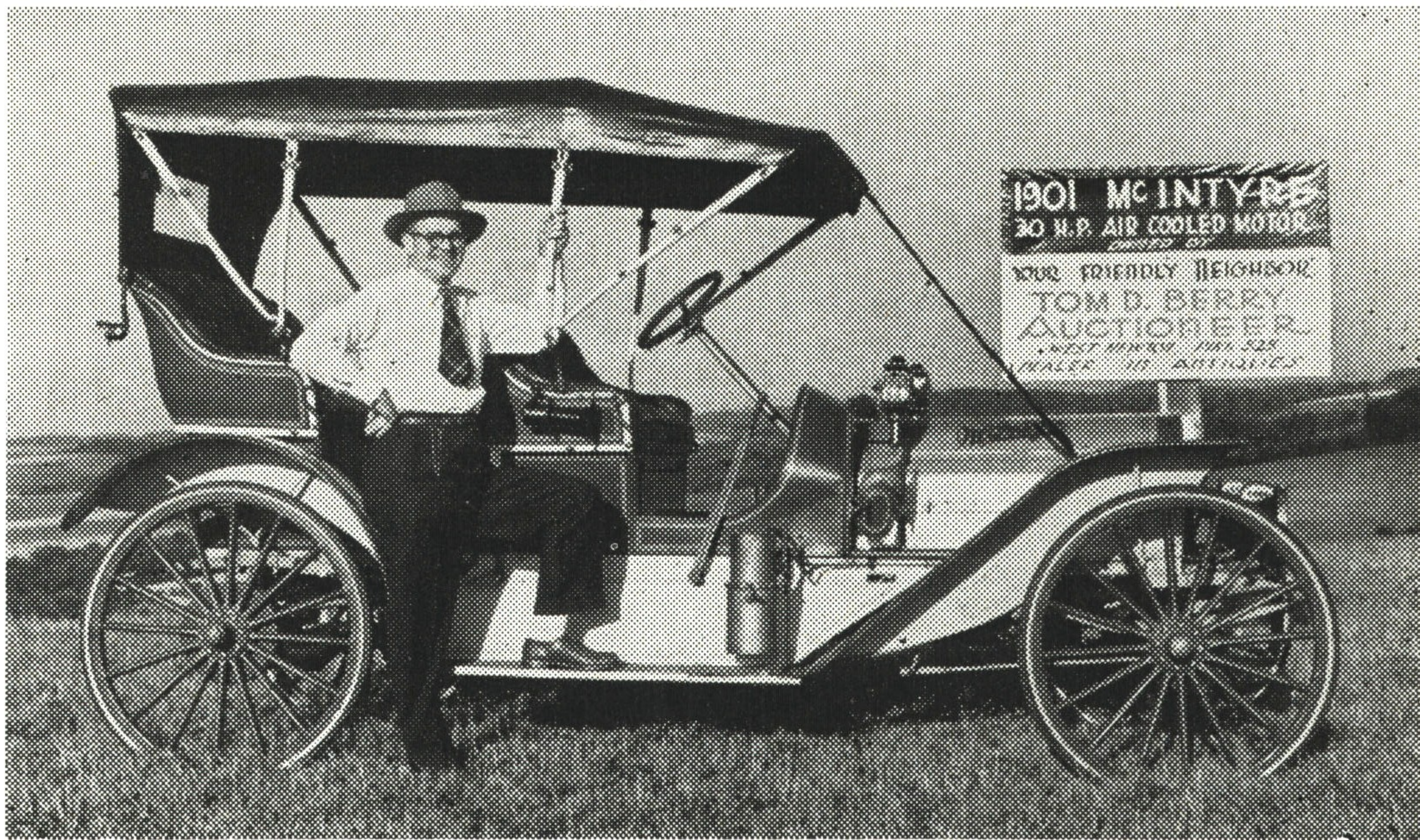
There were two highlights of the afternoon. The first was the sale of an 800 lb. registered Holstein bull for \$500 and the climax was the much heralded milking contest.

Winner of the milking contest was that pride of the milkmaids, Col. Lester Winternitz, better known as the Dearborn street cowboy.

Outweighed by the mighty Minnesotan, Fred W. Radde, Jr., Watertown, Minn., Winternitz had his "hands full" in "pulling" out to a narrow margin of victory.

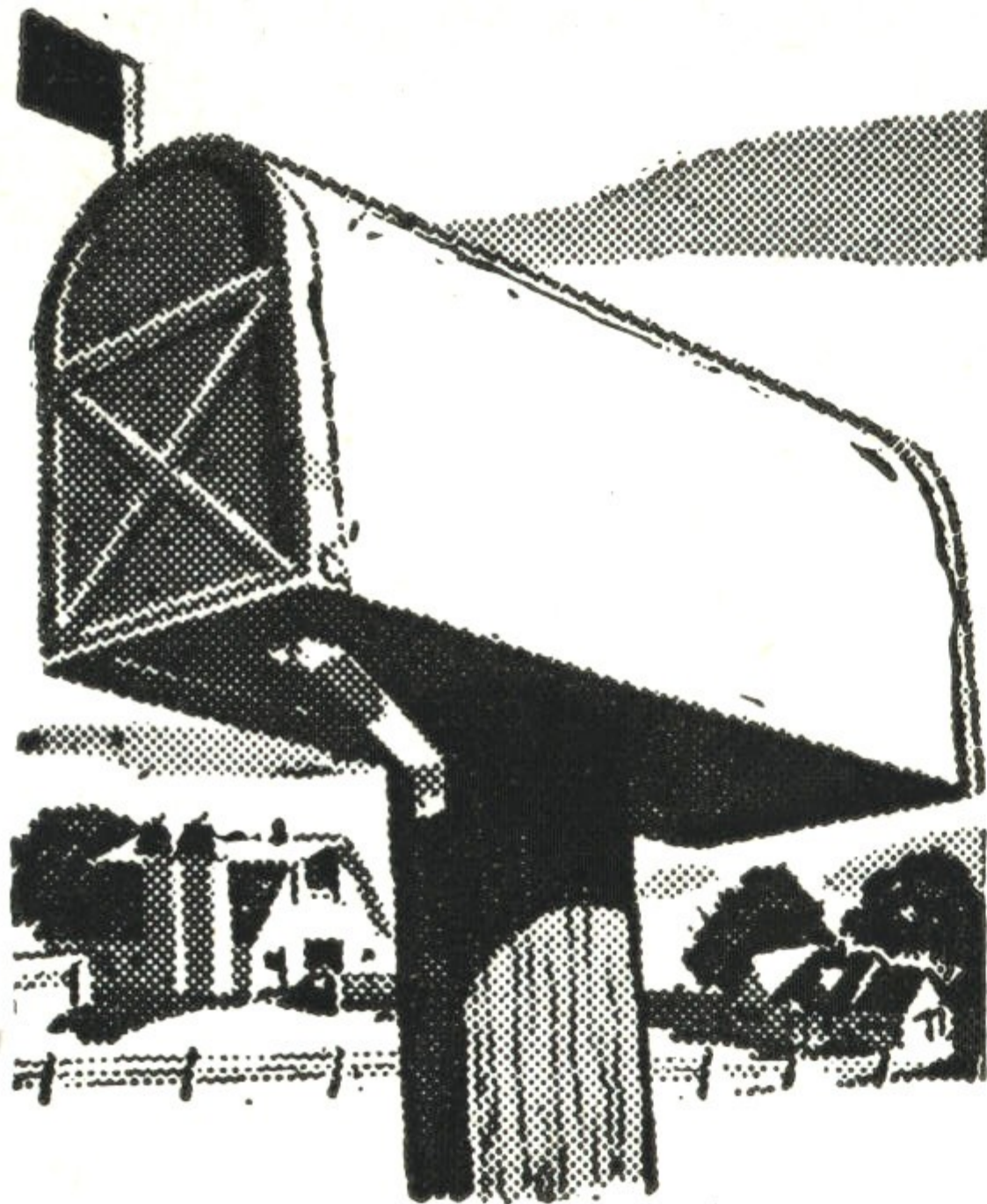
Radde finished second, with Dave Levine coming in third.

Two Auctioneers were noticed conversing in the lobby of the Hotel Radison during the national convention and while they were conversing two pretty girls met and kissed each other affectionately. "There's another thing that is absolutely unfair," remarked one. "What do you mean?" asked the other. "Women doing men's work," came the reply.



LIBERAL BONUS PAID FOR INFORMATION LEADING TO THE PURCHASE OF OLD CARS - 1915 OR OLDER, COVERED WAGONS, FINE CARRIAGES, GUN COLLECTIONS OR A RARE GUN, RARE FURNITURE AND COLLECTIONS OF CHINA BELLS, IRON TOYS, BANK, ETC. — TOM D. BERRY, Hill & Main St., WEST NEWTON, PA.

FROM THE MAILBOX . . .



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

Dear Colonel:

Glad to get your good letter bringing the "sad news" that I was elected a director. First I knew of it.

I highly appreciate the honor but I don't see how I can serve more than by mail. However I shall do all I can.

Been wondering if Nebraska got the convention for next year and who is the president.

I thoroughly enjoyed the meeting and am going to get some new members.

Sorry I cannot go to the Nebraska Convention but just leaving for sales at Salt Lake City with a couple days visit at Sun Valley, Idaho.

Surely will be glad to work with you in any way I can for the good of the cause. Am sure if we all get to work we can get things done.

Sincerely yours,

Art Thompson

The practice of answering letters on the day of receipt is the best of all worry-an-time saving devices.

THOUSANDS ATTEND COLORFUL NEW JERSEY TURF CHARITY BALL

Oceanport, N. J., Aug. 1 — Dancing to the music of Art Mooney, playing the gay midway games, bidding on fabulous prizes and dining on the terrace attracted thousands to the sixth annual turf charity ball at Monmouth Park, N. J. on July 26.

A host of celebrities were on hand to help with fund raising. Disc jockey Martin Block; famed announcer, Bill Goodwin and band leader, Sammy Kaye; New York Giant's Leo Durocher and his glamorous wife Lorraine Day, along with Bobby Thompson and Jim Hearn, started the auctioning of the donated gifts. After each had sold one item they gave way to Col. B. G. Coats, who for the fourth consecutive year has wielded the gavel in New Jersey's outstanding social function of the year.

Monmouth county's charitable organizations will be benefited to the extent of \$55,000 as a result of all those who gave of their time and talents bringing total contributions from this yearly event to over \$300,000 since the inception of the Charity Ball. Some of the special gifts auctioned were a 1953 Cadillac, Chevrolet, a black Angus steer, luggage, gowns, furs, jewelry, most of which was donated by the smart New York City shops. In addition to giving his services for so worthy a cause Col. Coats, was also a member of the auction committee.

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More Auctioneers . . .



For a few days in early August, it was our privilege and pleasure to again be identified with the staff of instructors during the regular term of the Reppert School of Auctioneering at Decatur, Indiana. Every student of the large enrollment was bending on the oars to get going in business as soon as possible. When reminded that all can expect plenty of competition in the world, we were told by more than one that the competitors will just have to look out for themselves.

Working diligently, and never missing a stitch, were Stephen Winternitz, 340 Sheridan, Winnetka, Illinois, and Ronald B. Chaffee, R. No. 5, Towanda, Pa., sons of nationally known auctioneers, Col. Les and Col. Q. R. respectively. Ronald is way past nine years old now and a veteran member of the National Auctioneers Association for the past two years.

The well-known Sheets Brothers at Carleton Terrace Bldg., Roanoke, Virginia, are going to have to make room for business for their brother, Thomas M. Sheets. Col. B. G. Coats will be doing the same for a nephew, William O. Coats, 106

Ellen Street, Union City, Michigan. Starting in the business together, a father and son team, Glen W. and Larry Bradley were there from Abingdon, Virginia. From Somerton and Scio, Ohio, came the two brothers, Harold and Jack Amos.

Within two weeks after his discharge from a Korea term in Uncle's Tank Corps. Charles A. DeMarco, RFD 2, Box 43, Buskirk, New York, was at Decatur and enrolled for a term with the August Auction School Class. Also on the list, all steamed up with a world of enthusiasm, were:

Critt Bradford, Racine, Ohio; Francis R. Brown, Martinsville, Ohio; Sam C. Byrd, Cordelle, Georgia; Thomas J. Colson, Bridgeport, Ohio; Louis J. DeTorio, Dover, Ohio; Vernon Duncan, Rector, Arkansas; Robert L. Feters, Celina, Ohio; Harry Girod, Arkansas City, Kansas; Guy H. Gravitt, Dayton 10, Ohio; Sam Harper, Huntersville, West Virginia.

Bernard Hart, Gas City, Indiana; Virgil Don Hayden, Decatur, Illinois; Donald

(Continued on next page)

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MORE AUCTIONEERS —

(Continued from previous page)

Heinrich, Mansfield, Pennsylvania; Carl R. Hill, Campbellsville, Kentucky; Robert Hindman, David City, Nebraska; Nicky Iman, Slater, Missouri; Ross H. Kemp, Listowel, Ontario, Canada; Charles Kinsey, Centralia, Illinois; Carroll R. Kirby Jr., Shadwell, Virginia; Martin Kolleck, Durand, Michigan.

Herbert J. Lallier, Cassville, New York; Abe Levin, Fitchburg, Massachusetts; Eldon D. Locke, Springfield, Missouri; B. B. McDonald, St. Petersburg, Florida; Charles A. Martin, Waukon, Washington; David O. Martindale, Portland, Oregon; Gerald Matthews, Yuba, California; Richard W. Miller, Winthrop, Washington; Ward Miller, Mountain Grove, Missouri; Russell P. Miszer, LaPorte City, Iowa.

Don Moore, Caro, Michigan; James McAlpine, Detroit, Michigan; Willis G. McEvers, Glasgow, Illinois; Herbert McClain, Corsicana, Texas; Eugene Newcomb, Rich Hill, Missouri; Lawrence L. Nutt, Baker, Oregon; Roy L. Owens, Bristol, Tenn.; Beryl Painter, Fall Branch, Tennessee; Deisel V. Parsons, Westlock, Alberta Canada; George Persyn, Portland 22, Oregon.

Kenneth Peterson, Fremont, Nebraska; Paul D. Pickering, Springfield, Missouri; Thomas W. Plowright, Philadelphia, Ill.; Coy L. Priddy, White Mills, Kentucky; Albert L. Rankin, Alger, Ohio; Farrell Rasner, Urbana, Illinois; Cyril Reisert, Richmond, Indiana; Richard W. Rhoades, Phoenixville, Pennsylvania; Fred Richards, Wabash, Indiana; Tom A. Sapp, Springfield, Illinois.

John R. Schrimplin, Coshocton, Ohio; Everett Settlmyre, Huntington, Indiana; Frank Dequeira, Modesto, California; Robert Shaylor, Troy Pennsylvania; Henry C. Smith, Springfield, Ohio; Victor F. Szijarto, Lowville, New York; Jim Frank Taylor, Lebanon, Virginia; Franklin D. Threatt, Broxton, Georgia; Theodore Vickers, Mummie, Ky.; William Claude

White, Shelbyville, Tennessee; Florence W. Young, Crestes, Indiana; Oscar Young, South Vienna, Ohio; Elmer H. Zirkle, Columbus, Ohio.

LADIES AUXILIARY DUES OF \$5 PAYABLE TO MRS. RITCHIE

To the membership of the Ladies Auxiliary who were not able to be present at the convention in Minneapolis, your dues of \$5.00 are payable to Mrs. Wendell Ritchie, Marathon, Iowa, sec.-treas. Life membership is \$25.00. We hope you will take care of this at your earliest convenience so you will be in good standing. If you would like to have a gold-plated Auxiliary pin, they are \$2.50, also payable to the sec.-treas.

While at the convention I heard the remark that one wasn't asked to join the auxiliary. Please don't feel that because you weren't asked personally by someone, that you are not free to join. Any lady is most welcome as long as her husband, brother or father is a member of the N.A.A. Please accept this as your personal invitation to join.

The officers and members of
The Ladies Auxiliary to the N.A.A.

MILES TELLS AUCTIONEERS TO USE THEIR INFLUENCE

Frank Miles, public relations representative of the Iowa Auctioneers Association, gave a short and powerful speech to the members of the association at the convention banquet Friday night.

Miles, who is a veteran newspaperman and public relations expert, urged the auctioneers to use the great influence they have as leading citizens of their communities to better their profession and the towns in which they live.

He urged them to work with their local newspapers and with local organizations to benefit both themselves, as auctioneers and as citizens.