

THE AUCTIONEER



NATIONAL CONVENTION

July 15-16-17

Omaha, Nebraska

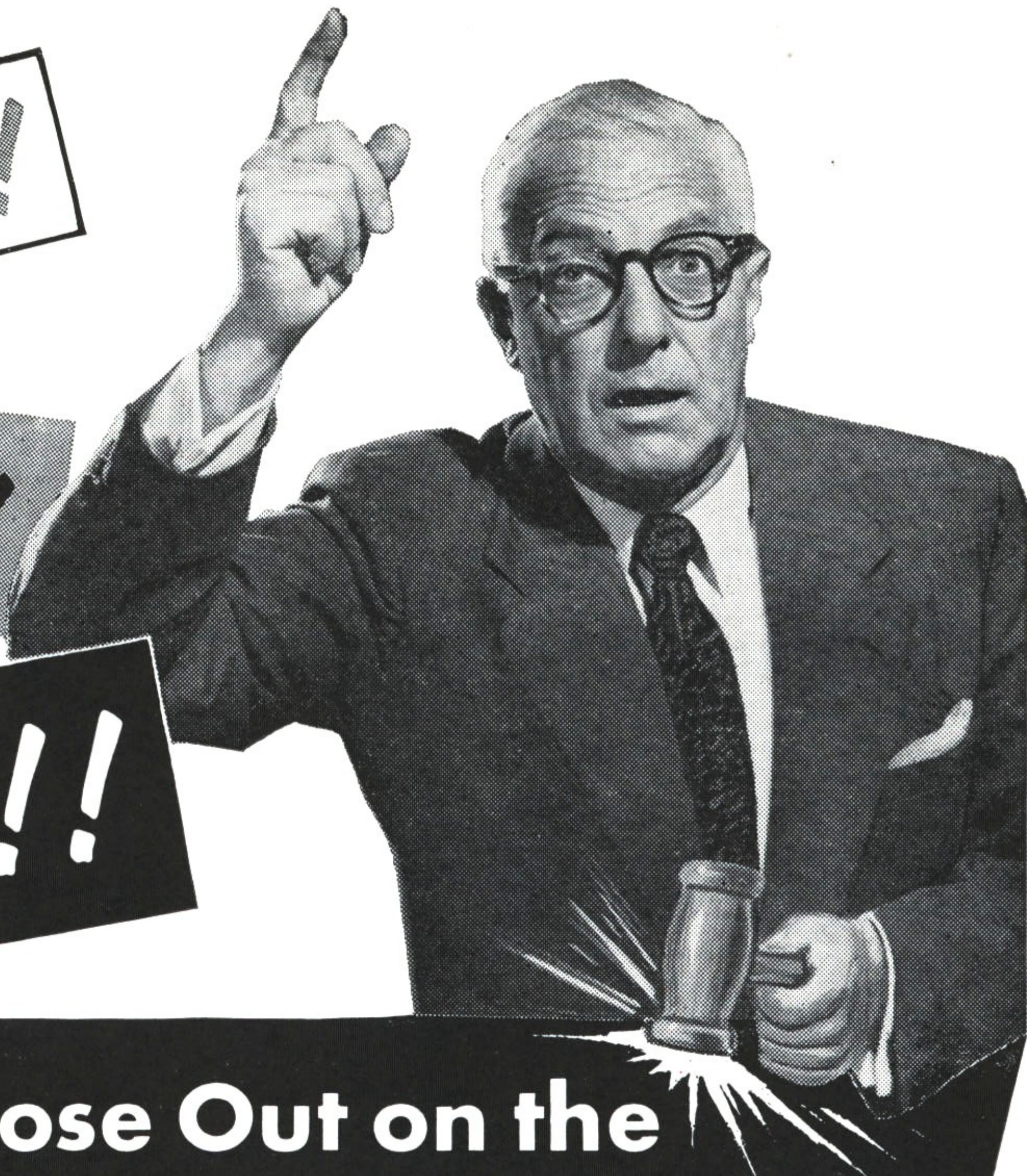
JUNE
Vol. V

1954
No. 6

GOING!

GOING!

GONE!!



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Profitable deals won't wait for anyone. They must be cashed in on *fast*... or they're usually gone. But you don't have to pass up promotions because you lack the finances or facilities. Do as so many of your fellow auctioneers are doing. Turn over your leads to us for negotiating mutually profitable arrangements. You'll expand your operation...and your income!

There's no work on your part. Just telephone us, at our expense, whenever you hear of a plant or commercial enterprise that has ceased operation or is up for sale. Give us full particulars. We'll purchase the plant or sign it up for an auction sale...and pay you well for your lead. Our service is at *your* service!

LEAD\$ MEAN DEAL\$



LET'S WORK TOGETHER!

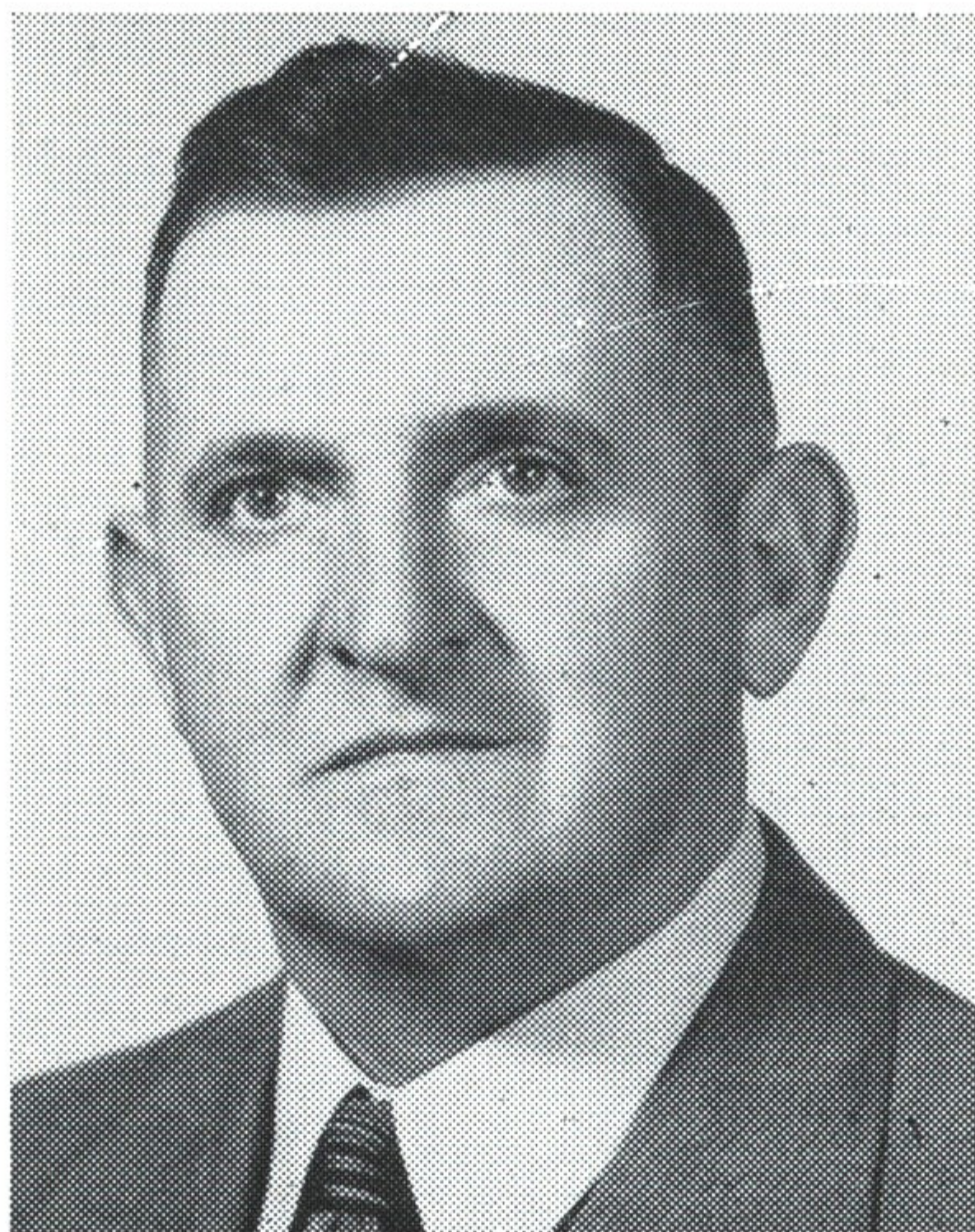
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PRESIDENT'S MESSAGE



Col. Walter Holford

On behalf of our Association I most cordially welcome every Auctioneer in America to meet with us in this our Eighth Annual National Convention. May your presence at this great event have a two-fold purpose: one, relaxation from your laborious activities; two, that it will give you such professional knowledge to help you in your every day practice, to advance our profession, and to strengthen our Association.

The Program Committee has outdone themselves to provide you with the type of program you want. Whether it be an inspirational talk, an opportunity for discussion of certain problems, advice on meeting certain situations, exchange of ideas, panel discussions, or just good fellowship that you are seeking, you will be certain to have your wish fulfilled. The program has been so designed as to meet the needs of every member, regardless of his interest. Little needs to be said of the social aspects of the Convention—entertainment, gaiety, or that chat in a quiet nook. Here you will renew old friendships and make new acquaintances which will give you the necessary zest to enter into the spirit of good fellowship for a happy and profitable reunion.

I take this opportunity to thank all the Committees who have worked so arduously and in harmony to complete the legion details that attend such an undertaking of this magnitude. My special thanks to the Nebraska Auctioneers Association. They, too, welcome you, and the same latchkey will be found in its usual place—the lock on the door—awaiting you to turn it and let yourself in for three of the biggest days and nights of Auctioneering activities you have ever witnessed. To all who have given so generously of their time, effort and ability in the interest of our Association, I am sincerely indebted.

On July 17th this administration will come to a close, and I ask for a continuance of the splendid support that I have received, so that we may strengthen our forces and make easier the path of the incoming administration.

WALTER HOLFORD,
President, National Auctioneers Association

May We Always Go Forward

By B. G. Goats

This, the June 1st issue, is the sixty-first issue of "The Auctioneer". It is number 6 of Volume 5, and it completes another year of continuous, uninterrupted service to the Auctioneers of America and the Auctioneer profession.

As my term of office as Secretary of the National Auctioneers Association and Managing Editor of "The Auctioneer" draws to a close on July 16, 1954, I recall Number 1 Volume 1 which was sent on its way by our Editor Colonel John W. Rhodes. It did not rank Number One numerically, but unquestionably was Number One potentially.

Today the Auctioneer profession and the National Auctioneers Association stands high and respected. The Association had what it takes to get a job done. And "The Auctioneer" for these past six years has reported the progress of our profession and our Association as it climbed always upwards. And for having had a part in this growth I am humbly proud—and grateful.

Much could be written here about the steady growth of our Association and the advancement of our profession, but all previous issues of "The Auctioneer" have done just that—and this sixty first issue reports the progress of our Association for the past eleven months. It is, however, of the keenest interest and exhilaration to recount the years of progress, and the story unfolded is one of triumph for the Auctioneers of America, as you the members of the Association, together worked out the formula for success. Your cooperation has been splendid and may it always continue.

Today, the National Auctioneers Association and the Auctioneer profession and "The Auctioneer" is concerned more with not where the profession has been and the many trials and tribulations encountered in our climb upward, but where the profession and our Association is today and where it is headed. And isn't that the reason our profession and our Association is where it is—because all those who have been engaged with it were always concerned with the fu-

ture? It is the same today—the concern of most Auctioneers is how to make our profession and our Association better. They are concerned with all things that make for progress.

But the important thing is that they are concerned.

And what concerns the Auctioneer concerns the journal of the National Auctioneers Association, "The Auctioneer", for it was established to be of service to the Association and that has been paramount through the years of its publication.

Yes, we are concerned with the future—and we see a bright, successful future for the Auctioneers, the Auctioneer profession, our Association and our publication "The Auctioneer".

For the past eight years much of my time and efforts have been given to our Association and all of which has been a distinct pleasure. However, come July 16th, I feel that I can no longer continue as your humble servant. The Association now has ample material from which to draw upon and Auctioneers that I know could do and will do a much better job than I could ever hope to do. What success our Association has had and what success our publication has had, could never have been possible without the wonderful cooperation of the membership. I know that together, all the forces at hand are united to keep our Association and our profession going forward and with such knowledge, it is a great source of satisfaction to me, in stepping aside to make for greater progress, that the selection of your choice will be a splendid one and one that will continue to build and progress and make every effort to encompass every Auctioneer in America into the National Auctioneers Association. That "The Auctioneer" will continue to show improvement and become a publication of greater influence, a publication that everyone will look upon as the mouth piece of the Auctioneer profession. I hope to meet and visit with all of you at our national convention in Omaha, Nebraska, July 15-16-17, but I know that it is impossible for every member to be present. So to those who cannot be present—thanks a

million fellows for your wonderful co-operation and please try and do just a little bit better, so that who—ever you choose as my successor, will have a smoother and more pleasant task which will enable him to do a better job for you.

May we always go forawrd.

Iowa Auctioneers Meet in State Convention

By Col. Howard B. Johnson

The Sheldon-Munn Hotel in Ames, Iowa, was the convention headquarters of the Iowa Society of Auctioneers, when on May 20th, the annual spring meeting was held.

Col. Guy L. Pettit, of Bloomfield, was the guest speaker and in his usual manner thrilled the gathering with his humor and wit as well as his store of experience in the Auctioneer profession. Others spoke briefly and all are planning on being in attendance at the national convention in Omaha.

Three hundred Auctioneers and their wives are expected from Iowa to the national convention and arrangements have been set aside for a special meeting room.

The meeting was brought to a close by rubbing elbows with each other across the banquet table.



Electrotypes of the National Auctioneers Association can only be obtained through the Association, and may be ordered by all members in good standing.

The emblem not only lets the public know that you are a member of the only all-National Auctioneers Association, but it also dresses up your advertising. It attracts attention.

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
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- Col. A. L. Breaw
Aberdeen, South Dakota
- Col. W. R. Ritchie
Marathon, Iowa
- Col. Homer G. Goldstine
Chicago, Illinois.



Group view of the Iowa Auctioneers Association that met for their annual state convention on May 20th, at which time plans went forward for 300 Auctioneers and their wives to be present at the national convention in Omaha. Special meeting room will be set aside for the large delegation from Iowa.

REAL GONE

A flea frolicking in a meadow was swallowed by a bull. "I'll revenge myself on this nasty beast as soon as I have rested up," vowed the flea to itself, and took a nap. When the flea awoke, the bull was gone.

TIES IN

A woman was shopping for a pair of pants for her little boy. "Do you want knickers with a zipper?" asked the clerk. "No, Johnnie has a sweater with a zipper and he's always getting his tie caught in it," was the reply.

GONE BUT NOT FORGOTTEN

The preacher decided to enumerate the Ten Commandments to his flock. When he got to the fourth, "Thou Shalt Not Steal," he noticed a fellow in the first row acting nervously. When the preacher got to the seventh, "Thou Shalt Not Commit Adultery," he noticed the fellow suddenly brighten up and smile. After the service, the preacher approached the man and asked him the reason for his unseemly conduct. To which the happy one replied, "When you told the Fourth Commandment, 'Thou Shalt Not Steal,' I discovered my umbrella was gone. But when you said, 'Thou Shalt Not Commit Adultery,' I remembered where I had left it."

RECAST

Hollywood humor we read some place: There was a married couple and they were accompanied every place by the husband's best friend. One day the wife died and at the funeral the grief-stricken bachelor carried on hysterically. Finally the husband started to console him. "Take it easy, John, take it easy," he said. "I'll get married again."

OUT FRONT

The young thing was sitting on her front porch knitting some tiny garments. And her mother said to a neighbor: "I'm glad to see that she has taken an interest in something other than running around with boys."

New Members Welcome

As this issue goes to press we have been unable to keep our records current due to the great amount of time required in editing this issue and arranging for our national convention. If you have joined during the current month and your name does not appear, you will be listed in the July issue, as we hope to have a breathing spell by that time that will allow us to get up to date on our memberships.

The N. A. A. is looking forward to meeting every new member of the Association that has joined during the past eleven months, at our national convention to be held in Omaha, Nebraska, July 15-16-17. The entire membership wants you to feel free to come and make yourself known to the hundreds of your fellow members that will be waiting to make your visit the most exciting and instructive of your auction experience. The reception committee will greet you upon your arrival and will extend every effort to make your visit pleasant and profitable. A real welcome awaits you and the Nebraska Auctioneers Association, who will be our hosts this year, awaits the opportunity of extending to you and your wives true western hospitality.

Col. B. L. Anderson, Nebraska
Col. Russell Franko, Minnesota
Col. Nels P. Nelson, Delaware
Col. Orville M. Schroeder, Minnesota
Col. Myron J. Maher, South Dakota
Col. Harry H. Hansbrough, Florida
*Col. Harold J. Ruden, Iowa
Col. William H. Thoma, Iowa
Col. Morris Fair, Texas
Col. Wesley Reichenberg, Nebraska
Col. Robert H. Lindsey, Illinois
Col. Duane Jensen, Nebraska
Col. Donald D. Jensen, Nebraska
Col. Walter C. Sterling, Ohio
Col. L. Kenneth Trout, Kansas
Col. Les Cornwell, Nebraska
Col. Roy I. Ebersole, Pennsylvania
Col. James Stickle, New Jersey

*Col. L. E. (Gene) Watson, Kansas
Col. Albert Devore, Pennsylvania
*Col. Oliver M. Wright, Pennsylvania
*Col. R. M. Stewart, Pennsylvania
*Col. Luther R. Deitch, Pennsylvania
*Col. Rex Anderson,, Nebraska
Col. Carl Tucci, Nebraska
Col. Dick Shea, Nebraska

Pennsylvania Auctioneers To Convene

Col. Tom Berry, of West Newton, is in charge of arrangements for the mid-summer state convention of the Pennsylvania State Auctioneers Association which will be held in Greensburg in June.

New officers for 1954 were elected by the Western Chapter of the Association at its regular monthly meeting at the Willard Hotel, Butler. Pending legislation, better auction methods and better public relations were subjects of lengthy discussion.

The new officers are: Col. Oliver Wright, of Pittsburgh, president; Col. Homer Sparks, of Sharon, vice-president; Col. Sam Lyons, of Saltsberg, secretary-treasurer; director for three years, Robert Rinhold, of Transfer, near Greenville; director for two years, Ken Burrows, of New Wilmington; director for one year, Omar Zeigler, of Zelienople.

Retiring officers were: President, Huber Post, of Washington, Pa.; vice-president, Oliver Wright, of Pittsburgh and secretary-treasurer, C. Elmer Stoner, of Monroeville.

WHAM

Grandpappy: "Doc, you remember that 'vitality' medicine you gave me last week?"

Doctor: "Yes. What about it?"

Grandpappy: "I accidentally dropped it in the well."

Doctor: "Goodness, man! You're not drinking the water, are you?"

Grandpappy: "Heck, no! We can't even get the pump handle down!"

CHANCES FOR ADVANCES

The sudden entrance of a wife has caused many a secretary to change her position.

Omaha, Nebraska

The Nation's Steak House

By Col. E. T. Sherlock

The Nebraska Auctioneers Association has arranged for three sight-seeing tours for the Auctioneers and their families.

TOUR NO. 1 — OMAHA AND BOYS TOWN. This lectured sight-seeing tour starts from the Railroad Depots; stops at bus depots, hotels; includes OMAHA DOWNTOWN highlights shopping center, **WORLD HERALD SQUARE**; **UNION PACIFIC HEADQUARTERS** and **MUSEUM**; Chamber of Commerce; American Legion OMAHA POST #1; Central High School (once Capitol of Nebraska); **JOSLYN MEMORIAL ART CENTER**; Headquarters of Northwestern Bell Telephone and Northern Natural Gas Companies; the **CREIGHTON** and the **OMAHA UNIVERSITIES**; War I and II Memorials; churches; **WOW-TV**; **KMTV**; **WOODMEN CIRCLE**; **MUTUAL of OMAHA**; the **JOSLYN** grounds and Palace; **COMMUNITY PLAYHOUSE**; the business and residential districts of The Blackstone, West Dodge, Dundee, Happy Hollow, Fairacres; **BROWNELL HALL SCHOOL**, chapel and campus; Elmwood and Peony Parks; **AK-SARBEN Coliseum**, field, race track and stock show buildings; motels, steak houses; — several miles of Nebraska's beautiful countryside to the famous internationally-known **FATHER FLANAGAN'S BOYS' HOME**, **BOYS TOWN**, Nebraska, where is made a complete sight-seeing lectured tour of the buildings, cottages, playgrounds, lake, farm, and Boys Town Chapel, the final resting place and Tomb of Father Flanagan, founder of Father Flanagan's Boy's Home — "The City of Little Men," Boys Town, Nebraska. A tour never to be forgotten.

Tour 35 miles — 3 hours.

Time: Starts from the Burlington CB&Q Railroad and the Union Railroad Depots.

9:00 A.M. and 1:30 P.M. every day—Sundays the Tour leaves 9:00 A.M. and 1:30 P.M.

Hear the world-famous **BOYS TOWN CHOIR**.

Tour No. 1 will include important part of 1954 **OMAHA CENTENNIAL**, and makes a perfect Convention city.

TOUR NO. 2 OMAHA—Historic MORMON PIONEER WINTER QUARTERS, Florence, Carter Lake, Omaha Airport.

This tour includes **OMAHA DOWNTOWN** highlights, hotels, and shopping center. See the districts of Country Club, Benson, Fontenelle Park, Minne Lusa, Florence and Carter Lake; **OMAHA HOME FOR BOYS** and **FARM**; **DUCHESNE COLLEGE**; **METHODIST HOSPITAL**; the **JEWISH**, **CATHOLIC**, **FONTENELLE BOULEVARD** and **FLORENCE HOMES FOR THE AGED**; the **IMMANUEL HOSPITAL** and Deaconess Institute to the historic **MORMON PIONEER CEMETERY** — Winter Quarters 1846-47, Park; and the new **MORMON PIONEER MEMORIAL BRIDGE** at Florence, Nebraska. Return via the beautiful **MISSOURI RIVER SHORE BOULEVARD DRIVE** to Carter Lake, view Carter Lake Village, Parkway, **OMAHA MUNICIPAL AIRPORT**, the Missouri River Industrial area, and the site of Omaha's new 8-million dollar **AUDITORIUM**. This lectured tour is interesting, educational and every scenic.

Tours No. 2 and No. 3 are organized sight-seeing lectured tours for Special Groups only. Special rates for National Auctioneer Association.

TOUR NO. 3 OMAHA — Union Stock Yards, historic **BELLEVUE OFFUTT BASE**.

This tour includes the downtown Omaha and Shopping Center.

See St. Joseph's Hospital, Grace Bible School, Lutheran Home, River View Park and ZOO, **MUNICIPAL STADIUM**, **MOUNT VERNON GARDENS**, **UNION STOCK YARDS**, Livestock Exchange Building; see the second largest Livestock market — the World's largest Cattle Market for several years; 17 meat-packing plants; the beautiful Missouri River Boulevard Drive to **YMCA CAMP BREWSTER**, **FONTENELLE FOREST**, and the historic village of **BELLEVUE**; U.S. Government Strategic Air Command, Headquarters 2d, 8th and 15th Air Force, **OFFUTT BASE**, Fort Crook, Nebraska; return via several new and

old Residential districts, Omaha's Medical Center covering the UNIVERSITY OF NEBRASKA COLLEGE OF MEDICINE AND HOSPITAL, VETERAN'S ADMINISTRATION HOSPITAL, Child Savings INSTITUTE, Children's MEMORIAL Hospital, several of Omaha's 150 churches and see some of Omaha's 50 beautiful parks. This is a comprehensive sight-seeing lectured tour showing the beauty and growth of Omaha.

Predictions and Hunches

By Col. Elias Frey

Large quantities of implements of all kinds are again showing up in the Auction Sales. On March 23 Yoder and Frey, Inc., had over 1900 items for their auction, which is the largest amount of items offered in one sale since starting the sales in 1947. This is seemingly the case also with the other sales.

In my opinion, April and part of May will find almost as much machinery for sale, and I predict the market to be off about 3% from March. The March 23rd sale showed around a 4% drop in tractors, and steady to weak in implements.

Since the new law is in force in regarding serial number defacing, the percent of new machinery has dropped off considerably, and constitutes about 5% or less of the machinery sold.

Therefore, I cannot conceive of the idea of retailers, and retailers Associations raising all the fuss about a few misfits, that some dealer had rammed down his throat, and now was forced to sell where he can receive cash for same.

In view of this fact, there are still a few that feel they are about it, or the association they try to represent has the answer to all implement dealers' troubles. Therefore, about 2 or 3 men will make the decisions for a state association, and call us notorious and any body that sells here is not fit to be called a retail dealer. Is it any wonder that deal-

ers are not as a whole relying on their association to solve their troubles?

No one is perfect, everybody makes mistakes, and I have made more than my share of them. However, I hope I can always be big enough to admit them, to honor and respect another man's views, and be man enough to take advice, as well as to give same. So please don't use the rope that should tie us together to hang yourself.

Good news still prevails with the average farmer in regards to prices of hogs, cattle and grains. The farmer has enjoyed a prosperous quarter thus far, and I believe he will continue this prosperity the balance of the year, with markets fluctuating slightly.

Somehow I look for this season to be big in the twine and baler business, as was the case last year. The supply of hay is down, and therefore, the farmer will raise a larger amount than usual. In any event, get that stock of twine and wire ready, and see what I told you.

OH

Oh, George, let's not park here

Oh, George, let's not park

Oh, George, let's not

Oh, George, let's

Oh, George,

Oh

Heart Attack Fatal Col. Goldstine

Col. Homer G. Goldstine, age 41, President of the Chicago Art Galleries, Inc., 5250 Broadway, passed away suddenly May 12th of a heart attack in his home at 6200 Kenmore, Chicago.

Surviving are his wife, a son George W., a brother Robert E., and a sister Mrs. Rose Horwitz.

Col. Goldstine, was a member of the Illinois Auctioneers Association and of the National Auctioneers Association.

The N. A. A., extends to Mrs. Goldstine and to the members of his family their deepest sympathy and join with them in mourning the loss of a splendid member of our Association.

The Ladies Auxiliary

By Mrs. John Norris
President

Since last we met
What have we done
What's been accomplished
And what begun???

A convention is a time for annual inventory. When we look backward, we look forward, we look around.

It is hard to realize that this is my last message to the many members of the Ladies Auxiliary through "The Auctioneer," and just as difficult to express my feelings for the pleasure and honor it has been to serve you during the past year.

I hope that I may have the pleasure of meeting every member of our Auxiliary at the convention in Omaha, and the many wives of so many new members that have joined the N. A. A., during the past eleven months as we also want you to join our Auxiliary. Going to conventions is a great American pastime, but you have never experienced anything like an Auctioneers convention.

It has been one of the greatest privileges of my life to serve as your president and for that privilege I am grateful to all and sincerely request that your continued cooperation may never cease and that all those whom you elect to serve you will find, as much, if not more pleasure and satisfaction, in working in the interest of the Auctioneer profession and that we can all look forward to greater progress in the years to come.

You're Your Own Boss Under Social Security

Are you protecting your Social Security Status?

Auctioneers can be and many are classified as self employed even though connected with another's business. As such, they must remit their own social security payments. Space is provided on the individual income tax return form 1040 for reporting such payments.

Failure to act might jeopardize your chance of getting retirement benefits at age 65.

Welcome to Nebraska

Col. E. T. Sherlock
President. Nebraska Auctioneers Association

It is a pleasure to join on behalf of the Auctioneers of Nebraska in extending a cordial invitation to every Auctioneer in America and his family, to attend the annual National Auctioneers Convention in Omaha, Nebr., Hotel Fontenelle, July 15-16-17, 1954.

We are expecting a record attendance, from all parts of the nations, and I am sure you are looking forward to a convention program that is interesting, and instructive, which has been the most sincere and continuous effort of every member of the various committees who have arranged it.

You will notice the program has been arranged for three full days beginning with continued Registration at 9:00 A.M., July 15th.

You will hear many of the professions greatest speakers during the three big days as well as interesting discussions, and your questions will be answered. You will be taken on a three hour lectured tour to various points of interest about the City of Omaha including the World Famous "Boys Town."

Square dance, Thursday night, July 16th, a Gigantic Charity Auction sponsored by the Omaha World Herald Good Fellows Club, Omaha Merchants and other events, including a banquet Saturday the famous humorist Dave Livingston lecture on the subject, "Piddlers, Peddlers, and Salesmen."

You will find Hotel Fontenelle very accommodating and the City of Omaha, which now has its world advertised Centennial Celebration, in full swing and the people of Nebraska very hospitable.

I am sure you will find your time and trip interesting and enjoyable. And we welcome you and yours to Nebraska July 15, 16, 17, with best wishes for a most outstanding Convention.

The Ladies Auxiliary

The Auxiliary meeting will be held on Friday, July 16, at 12 noon,

This will be a luncheon meeting. For information on the room number of the luncheon inquire from members of the Welcoming Committee listed below.

Welcoming Committee

Mrs. Helen Fuller	— Albion, Nebr.
Mrs. Clara Jensen	— Holdrege, Nebr.
Mrs. Doris Rasmussen	— St. Paul, Nebr.
Mrs. Edith Sherlock	— St. Francis, Kan.

Nominating Committee

Mrs. June Holford	— Illinois
Mrs. Almeda Wilson	— Ohio
Mrs. Lela Chaffee	— Penn.
Mrs. Florence Wendlin	— Texas
Mrs. Daisey Ramsey	— Tenn.

Membership Committee

Mrs. Lela Bockelman	— Iowa
Mrs. Betty Steiner	— Maryland

A complete schedule of all events will be available and furnished you at the Registration Desk. 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. Baby Sitters are provided for you by the Ladies Auxiliary. (Merely make your request at Registration Desk.)

THE AUCTIONEER
is the
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Goodland Kansas

Wishes to extend their very best wishes to the National Auctioneers Association for a grand national convention in Omaha, Nebraska, July 15-16-17.

KWGB serves a large and wealthy farming region . . . reaching 35,000 farms. A small investment in KWGB reaps a rich crop of sales.

KWGB specializes in farm sales, special livestock sales using two voice recorded spots, and giving sufficient time to do a good job. Write or wire for package rates.

KWGB is the only station between Denver and Kansas City with weather reports direct from the U. S. Weather Bureau, and first in giving direct weather warnings, which is vital to all Auctioneers and Farmers.

JIM BLAIR, Owner and Manager

GOODLAND

KANSAS

PHONE 331

Address By Hon. Howard Buffett Before Nebraska Auctioneers State Convention

“I wondered when Rass invited me to speak here just what I could say here tonight that would be worthwhile to this group of people. I said to Brother Weller here tonight that I had an inferiority complex when I got here, the reason was you fellows could all talk so much faster than I could.

I have great respect for your profession. You come in contact probably with more people in Nebraska than any other group, so that you are representatives of what is sometimes called ‘the American way of life’ to a good many thousands, or even hundreds of thousands, of the American people. I say the American way of life because auctioneering is free enterprise in one of its most impressive and sensible forms. People see buying and selling where people pay what they please. They see it at work. They also get a very illuminating idea of crowd psychology, an wish I had in the investment business—but, along with that, they see American free enterprise at work. So, as disciples of free enterprise auctioneers can do much, if not more, than any other single organization. I hope you people are aware of that opportunity, for certainly you can do a great job of making the people of this state aware of what free enterprise is, how it functions, in the way you conduct your business, because that is buying and selling at the simplest, yet, at the same time, its most efficient and worthwhile form.

I am a little embarrassed on another account because I come to you with a serious message, yet it is a serious message that you should have on a day like today—Mother’s Day. They used to say that the hand that rocked the cradle ruled the world. I don’t believe they have been ruling it because if they were we wouldn’t be in the mess that we are in today.

Back in 1941 I was teaching a Sunday school class in Omaha and like most churches, we were building an addition. I suggested a book review as a means to

raise money and recommended “Discussion of Europe” by Hermann Rauschning, a German refugee. I persuaded our pastor to announce the book review. The book review was to be two weeks later. In the interim I heard a broadcast from Holland that the book had been banned from Europe. By the time we held the book review, Holland as a free country was no more. The Nazis had invaded Holland and crushed the land. Here was Holland in this great danger and yet the government of Holland was saying you can’t anticipate this danger, you can’t do anything about it.

So, I want to talk on a topic that might be labeled:

A Plea for Intelligent Voting.

A plea for intelligent voting. We are going to have national elections this year. Already the campaign is started, political love-making I call it. You are seeing candidates who are running for office—you will see more of them. They are patting people on the back, trying to establish a relationship one way or another—a friendship.

This is the time when every citizen should be asking of people running for office, “What are your intentions? What do you propose to do if elected?” That is the thing you should know about every person running for public office. I say that for this reason. The last 15 years I have seen American people become the cheapest cannon fodder on earth. Ninety-five per cent of all the white men who died in Korea were American. Even now while we sit here it is being seriously proposed that American boys be sent to the jungle swamps of Indochina at a time when the country that owns Indochina does not conscript its youth.

That is the foreign situation that confronts us, and it confronts us in this fashion. You men are auctioneers. You do a lot of selling. You sell cattle. What would happen to the ranch or stock farm if they were constantly selling off their breeding stock? That is what we

send to our Army. That is what we send to our foreign battlefields. I just emphasize it in passing because it does serve to point up the importance of elections in 1954.

The founding fathers gave us two important rights: First, the right of suffrage, and second, the right to discuss with freedom the conduct of our elected official. We could talk about it, we could vote. There is a third right, that is the right of people to choose the course that the Government will follow. Unless the people can say the country is going this way, or it is going this way, the right of election means nothing. They have elections in Russia, in Tito's Yugoslavia. They have that pretty much over the world, but voting, in itself, means nothing. So it is the right to choose what course the Government will follow.

It used to be you either voted for one party or the other. But who can tell the different principles between the Republican party and the Democratic party today? If someone asked me to give them the difference in the principles between the two parties today, I would be at a loss, and I think most of you would, so you don't have a choice between parties but a choice between one candidate and another. I checked it up. On the last four elections, the American people were not given a single clear choice on one of those four elections. Herbert Hoover said, "If I seem to stress our foreign policies, I do so because within them lies the future freedom of men and women in America."

Now, I don't suggest to you that you can go to these candidates and examine them in detail about their views on all issues. But, I do think we can ask them questions on some of the specific issues, how they stand on these issues, and then decide how to vote accordingly. We can't have debates like the Lincoln-Douglas debates again, perhaps those are outmoded, but we can find a way to make candidates take a stand on some of those issues.

Some of the questions we should put up to them: Ask them:

1. Will you vote for one of these alternatives?

(a) To cut military spending to balance the budget.

(b) To increase taxes to achieve that goal?

That is, have a balanced budget if we want to avoid the man on horseback. Andre Gromyko said the American dollar is the Trojan horse that will destroy America. Cutting taxes is doing you no favor unless it means at the same time a balanced budget. In our wars, past, present and future, military spending takes 83 cents out of every dollar of Federal spending.

2. Do you favor or oppose the continuance of peacetime conscription when the present peacetime draft law expires in 1955?

I happen to be one of those that don't believe in peacetime conscription, but, whether you believe in it or don't believe in it, certainly you have a right to ask about it. You never had a chance to vote for or against anybody on the basis of whether they were for or against peacetime conscription, or on this global intervention. Peacetime conscription is a pretty important factor in the lives of our youth today.

3. Will you oppose or support the Bricker proposal to prevent the Chief Executive from changing or nullifying amendments with foreign powers?

4. Will you support or oppose legislation to renounce and terminate the status of forces treaty?

Most Americans haven't heard of it. It is this: A boy drafted in the American army loses every right he possesses when he arrives in that foreign land. His right as an American citizen is gone. No longer does he have the protection that you and your ancestors have had since the beginning of time. St. Paul, in Bible times, was picked up by the Roman soldiers and he protested. He said he had rights as a Roman citizen and the soldiers respected those rights and they laid hands off right quick. Status of forces treaty. They have an explanation for it. They say that when French forces are stationed near Richmond, Virginia, and a French soldier goes into Virginia, if they do, and if they go into Richmond, and would kill an American in Richmond, then we could try them instead of giving them back to France to try them.

5. Will you favor or oppose any legislation that will give over to the United Nations any power to control our Government or our citizens?

I think that this American republic

has been the greatest blessing that there has been, outside of the birth and life of Christ, so I don't believe in giving away any of our independence or our sovereignty. A lot of people favor that and in perfect good faith. I think every one voting on a candidate should know how they stand and every responsible candidate will be glad to answer that question for the voter.

Candidates have gotten in the habit now of campaigning on all those extemporaneous factors, slapping you on the back, etc. All that kind of nonsense would be out where every candidate took an issue. The American people are rolling in good times and a lot of us think it can go on forever. Liberty has not been that easy. In the 2,000 years since the birth of Christ, there have been 200 billion people living on this earth. Of that 200 billion, less than a billion have enjoyed freedom. All of us have been in the fortunate 1/2 per cent, so it is a jewel of great price and isn't something that comes easy. Our ancestors worked for it. They fought for it with blood and tears.

I think that is our job in '54 like it never was before.

Emerson said:

'Of what avail, the plow or sail,
of land or life, if freedom fail.' "

SAD, BUT TRUE

The young couple came into the dining room on the fifth day of their honeymoon. The waiter approached them for their order.

"You know what I like, honey, don't you?" queried the bride.

"Yes, I know," stammered the husband, "but we have to eat sometime."

IMPOLITE

Mae: "Oh what a cute little baby; red-headed, too. Was his father red-headed?"

Gae: "I don't know. He didn't take his hat off."

NOBLE GESTURE

In London, a certain lord married a woman forty years his junior.

The Long Times' account of the ceremony stated that the bridegroom's gift to the bride was an antique pendant.

Shadow Isle Sale Tops \$1,000,000

RIVER PLAZA, N. J.—Shadow Isle farm set another record when a three-day dispersion sale exceeded one million dollars. It was the first million-dollar sale in Aberdeen-Angus history.

The three-day total was \$1,003,520, the third largest cattle sale ever conducted. The two which exceeded this sale were for Herefords and were held at Baca Grand ranch, Col., in 1950, and Honey Creek farm, Okla., in 1951.

The figure was pushed over the million dollar mark yesterday with receipts of \$140,175, lowest of the three days. On the opening day, the sale of 104 lots of cattle brought \$512,700, a record for one day's activity. On Tuesday, \$320,645 was received.

The highest price of the sale, \$22,700, was for an 11-year-old Evermere cow with heifer at side. It was bought by Joseph E. Kemp, of Kemp ranch, Buda, Tex.

The bull which brought the highest price was Shadow Isle Prince 11th, bought jointly by Mr. and Mrs. W. S. Harvey, Waverly farm, Earlsyville, Va., and Milton Westcott, Elysian farm, Haymarket, Va., for \$20,100.

A half interest in Prince Barbarian of Sunbeam, known as "Flying Willie," was sold by Dr. Armand Hammer, owner of the farm, for \$18,000. It was bought by Pocono View farm, East Stroudsburg, Pa.

The sale brought cattlemen, including many prominent persons, from all parts of the country and Canada. Purchases were made by breeders in 36 states and Canada. Among the largest buyers were Frank Murchison, Texas oilman, and Sen. Albert Gore (D-Tenn.).

Auctioneers Col. Roy G. Johnston, Col. Hamilton James, Col. Paul Good and Col. Ray Simms, all members of the National Auctioneers Association, alternated in selling the three day marthon and each did a grand job.

Music was so bad at the barn dance last week Aunt Sary dropped a tray of dishes and everyone got up to dance.

Keep Fighting

By Col. B. Greenfield

In April issue we wrote an editorial on the "Fair Trade Act". Again I say "Fair Trade", who wants it?

Up to two months ago the Roto-Broiler 400 was nationally advertised under the so called "Fair Trade Act" for \$69.95 throughout the United States. As a result of this price this broiler could not reach the poor man's home. The Roto-Broiler people have decided to lift the "Fair Trade" price and the result of this the Roto-Broiler came down in price and was advertised throughout the country as low as \$26.00 and they still make a profit. The factories are in full bloom, the men are working, the poor man has a Broiler in his home which he can afford to pay for, and in my opinion is one of the best broilers on the market and I will not hesitate to recommend it to all my customers. Again I say the "Fair Trade Act" was never made for the poor man. It was only meant for the rich to get richer and the poor to get poorer.

Last month General Motors announced through the papers that for the year of 1953 they made a profit of ten billion dollars. All their products are manufactured under the "Fair Trade Act". To General Motors may I say through this editorial: How about giving the poor man a break by lifting some of "Fair Trade" prices so that the poor man can get in on some of the profits and by lowering your prices will keep the factories going instead of laying men off and as the result of this the poor working man will be contented.

THE FLORIDA STATE SUPREME COURT HAS DECLARED THE "FAIR TRADE ACT" UNCONSTITUTIONAL. WHAT A BREAK FOR THE POOR MAN. STATE HOUSE OFFICIALS, HOW ABOUT A REPEAL ON OUR "FAIR TRADE ACT" AND GIVE THE POOR SHOPPER A CHANCE TO SHOP AND DON'T WORRY ABOUT THE RICH JEWELER. HOW ABOUT IT?

Many a love nest has been broken up by a lark.

Three Auctioneers

By Col. C. G. Williams

The four horseman of Notre Dame had their day, but here are three auctioneers, that have carried the ball for more yards at a dollar a yard than any back field, and they have run their own interference, this is a father and son trio, Dale Shelton Sr., Dale Shelton Jr. and Jim Shelton, the two boys are members of the National Auctioneer's Association and some day I hope to have Dale Sr. as a member. Their real estate auctions have run far into the millions of dollars, to say the least for the number of farm and cattle sales which they have conducted in the past forty years Dad Shelton has been the blocking back all these years while Dale and Jim have hit the line and skirted the ends, and let me tell you that they have never been thrown for a loss. I count them as tops, they know values and waste no time in getting to the place to sell, Jim sells three cattle sales at auction barns every week, he is very fast has a good strong voice and is a bear for hard work, Dale Jr. runs his ranch, which is at the foot of the Big Horn Mountains where a stranger is always welcome, it has been my pleasure to work with them, and even with all my experience I have learned much, Dad Shelton told me the other day that he is going to hang up his cane come this November as it will wind up forty years of service on the auction block for him, be that as it may, I don't believe him, as he is still going strong, but should he do so he leaves behind him two sons that will be a credit to him, and every auctioneer that ever called out, "how much am I offered." See you in Omaha, fellows.

SIDE TRACKED

A farmer munching on a cookie was watching a big rooster chasing a hen and gaining ground at every lap. The farmer threw a piece of cookie in front of the racing pair. The rooster came to a sliding stop and gobbled up the tidbit.

"Gosh," said the farmer, "I hope I never get that hungry."

North Dakota Auctioneers Association Hold 3rd Annual State Convention

By Col. Bob Fitzgerald

April 9th and 10th marked another milestone in the advancement of North Dakota Auctioneers when they gathered from all parts of the state at Bismarck, to meet in convention.

The convention was called to order by President, Col. Howard Schnell. After routine matters were disposed of a full schedule of constructive events followed.

Guests speakers were Col. William Felton, Minnesota who spoke on "Faith-Hope and Tolerance" in the Auctioneer Profession. Col. E. T. Nelson, Minnesota addressed the convention on "Opportunities for better Auction Schools".

42 Auctioneers and their wives enjoyed the entertainment provided by Bismarck Junior College and the men assembled in the Gold Room of the Patterson Hotel at 8 P. M. where they were treated to a surprise entertainment that is still ringing in their ears. In addition to the many constructive talks during the two-day event a sumptuous banquet on the closing day of the convention prepared everybody for the charity auction held in the War Memorial building and sponsored by the Eagles of Bismarck and Mandan, which resulted in \$1,500 being raised from articles donated by the merchants of Bismarck and Mandan.

Officers elected are Col. F. L. Haibeck, President. Col. Lester Van Beek, Secretary-Treasurer, Col. Sylvester Wallace, Vice President. Directors: Col. Joe Wicks, Col. Henry Renfrau, Col. Jim Davis, Col. Howard Schnell, Col. F. E. Fitzgerald, elected delegate to the National Convention.

The North Dakota Colonels will see you all at the National Convention in Omaha, Nebraska, July 15-16-17.

MOORE FUN

Bellhop: "Calling Mr. Moore. Calling Mr. Moore."

Clerk: (not recognizing name): "Who is that being called?"

Bellhop: "I don't know. Some gal up in 213 keeps yelling for more."

Hillcrest Farms Sell For Total Price of \$327,950

Hillcrest Farms, well-known Hereford establishment developed by the late C. A. Smith, Chester, W. Va., were sold at auction recently for a total price of \$327,950. The Hillcrest Hereford herd was dispersed for a total of \$1,001,325 earlier this month.

Hillcrest was divided into six separate farms for the auction, which was conducted by Col. Wilbur T. Clair of Converse, Ind. One unit, known as the orchard farm, was purchased by Chester M. Smith, a son of the late owner, for \$185,000. It consists of 919 acres, 13 houses, an orchard of more than 10,000 apple trees and other installations. The apple crop last year totaled 102,000 bushels and was reported to have grossed \$282,000.

The other five farms were purchased by K. A. and E. W. Rugh of Boliver, Pa., for \$130,000. In addition there were six minor sales of houses and small acreages.

The Rugh brothers purchase totaled 1,703 acres. The Pennsylvanians are breeders of Hereford cattle, and revealed that they will establish a Hereford breeding operation on the former Smith farm. Walter Olson, Hillcrest livestock manager, will be in charge, it was indicated. Arnold Olson, who has been the herdsman at Hillcrest, will be associated with McCormick Farms, Wadsworth, Ohio.

The cattle sale totaled over \$1,000,000.

Col. Clair, is a member of the Indiana Auctioneers Association and the National Auctioneers Association.

FOR SURE

The difference between war and peace is there never has been a good war.



North Dakota Auctioneers meet in 3rd Annual state convention. Pictured above standing Col. Jim Davis, Col. Henry Renfrau. Seated Col. F. L. Haileck, Col. Lester VanBeek, Col. Sylvester Wallace. North Dakota Auctioneers will be on hand at the national convention in Omaha, July 15-16-17.

North Platte, Nebraska Host to Nebraska Auctioners Association

By Col. James W. Martin

Auctioneers and their wives throughout the State of Nebraska converged upon the city of North Platte for their annual state convention held on May 9th. Many arrived on the afternoon and evening of May 8th to make sure that they would be on time for the opening of the convention which got under way promptly at 10 A. M. The convention was called to order by the President Col. E. T. Sherlock, who appointed Col. Dick Grubaugh as convention chairman and who conducted the conclave with propriety and dispatch that brought the convention to a close on schedule with the grand banquet held in the Crystal Room of the hotel.

Guest speaker of the banquet was Hon. Howard Buffett, former United States Representative who kept his audience spell bound during his forty minute discourse. Full text of his speech will be found in this issue of "The Auctioneer".

Much time was given to the national convention of the N. A. A., to be held in Omaha, July 15-16-17. All committees reported splended results and everything seems to be in tip top shape to make the 1954 convention one that every Auctioneer in America will want to benefit by.

Col. Dan J. Fuller, of Albion was unanimously elected President. Col. Dick Grubaugh, of David City, was like-wise elected Vice President as was Col. Ray Flannagan, Secretary and Treasurer. Directors: Col. James W. Martin, Col. Dick Kurr, Col. Stacy McCoy.

Col. Walter Holford, President of the N. A. A., honored us by his presence and thanked the Nebraska Association for the splendid work they have done in behalf of the coming national convention. He also extended a most cordial invitation to every Auctioneer in America to feel free to meet with the N. A. A., as it was an accepted fact that the Auc-

tioneers throughout the country were aware of what the Nebraska Association was doing and that as a result of their efforts and cooperation hundreds of Auctioneers and their wives would fill the Hotel Fontenelle and that many would have to seek accomodations in other hotels.

Members of the Nebraska Association who were unable to be present missed a mighty fine convention.

SHE KNOWS

A mixed group was dicussing beauty and women.

"I think the most fascinating thing about a women is her lips," said one man.

"I don't agree," said another: I think it's her hair."

"Not at all," said a third, "It's her eyes."

A lady in the party sniffed, elevated her nose sharply and said, "I'm going to get out of her before one of you boys tells the truth."

FIRST COME

"Mama, come out and swing me," said a 5 year old.

The harassed Mother replied she was busy.

A few minutes later the tot again reminded, "Mama you said you would swing me."

The Mother, getting provoked, said, "Mary Jane, I can't now I have to nurse the baby first."

"Oh, he can wait," replied Mary Jane, "you haven't got him plugged in yet!"

ALOHA

Then there was the fellow who entered a restaurant and ordered baked beans covered with pineapple juice. His wife liked Hawaiian music.



Col. E. T. Sherlock, retiring president of the Nebraska Auctioneers Association congratulates Col. Dan J. Fuller, upon being unanimously elected President at their annual state convention held in North Platte May 9th.



View of the annual banquet of the Nebraska Auctioneers Association. This fine group of Auctioneers and their wives have made and consummated after many months of time and efforts, plans for the largest and most inspiring national convention which every Auctioneer in America will be privileged to share in on July 15-16-17.

FAIRY TALE

X A girl was walking along a county road and almost stepped on a frog. She was about to go on when the frog began to speak. "I have not always been a frog," he croaked, "I was formed into this creature you now see by a wicked and magical genie. The spell can only be broken if I spend a night under the pillow of a beautiful girl."

The girl, of course, was skeptical but the pleading eyes of the unhappy frog caused her to take him home that night and put him under her pillow.

Sure enough, when she awoke the next morning, there besides her she found a tall, dark, gorgeous hunk of man.

Well, you know, to this very day her mother does not believe that story.

READY-AIM

X Greatly agitated, a young mother dashed into a drug store carrying her infant child. The druggist hurried to ascertain the cause of her distress. "My baby swallowed a .22 calibre bullet!" she cried. "What shall I do?" "Give it the contents of a castor oil bottle," replied the druggist calmly, "but don't point him at anyone."

"Me and daddy slept together last night," the little girl said to her young teacher.

"Daddy and I slept together," corrected the teacher.

The little one shook her head as she looked at her and replied: "No not unless it was after they put out the light."

Know Your Neighbor

By Managing Editor

How many times have you heard your neighbor say, "Come over and see us?" How many times have you been too busy—you thought—but at last you found time to go? Much to your amazement you were fascinated, not only with his hospitality but with your mutual problems of making a livelihood. These problems were discussed, and between the two of you some definite decisions were reached. You then came home very much relieved, because your thoughts, which were causing confusion, had crystalized, and now your vision was clear—you knew exactly what to do. Your neighbor Auctioneer, who said, "Come over and see us", was likewise benefited by your visit for he, too, with your help, was able to formulate a more concise and clear pattern that he could follow in his operations.

Mutual problems, mixed with true hospitality, open for discussion any time of day or night with your fellow Auctioneers throughout this great land of ours, is the true worth of our annual national conventions. Every Auctioneer, regardless of his operations, the number of years in business or his age, has some worth-while advice to pass on. No Auctioneer has been or ever will be selling long enough to have solved all the problems. Therefore all who attend our national convention have problems to discuss with you.

"Why don't you come over and see us" on July 15-16-17 at the Hotel Fontenelle, Omaha, Nebraska.

Turn the pages in this issue of the Auctioneer" and see what a fine program has been arranged for you to become better acquainted with your fellow Auctioneers from the forty eight states and Canada. We will be looking for you.

NOT WEEKYET

X First Bride: "Does your husband snore in his sleep?"

Second Bride: "I don't know, we've only been married three days."

Pennsylvania to Nebraska

By Col. Tom D. Berry

STOP-LOOK-LISTEN and act in the interest of auction. Let the New York proposed legislation be a reminder that if we do not have Legislative Rule and Regulation of our own someone else will do it for us. But not with the same gentle hand we might use.

In my own locality several of the larger County Newspapers refused to print Auction notices that contain new merchandise. Even including Farm Machinery and the likes. These same cut-price fly by night merchants have brought this about. In checking this type sale I found all but two of the Auctioneers engaged were of the Young Bird Type all mouth and no brains. The two considered solid Auctioneers had no Auction or Business Schooling which proves that a profession can not reach a high standard where a majority of those engaged derive a living from some other source. And take sales on a catch as catch can bases. Usually for a Saw Buck. This in Show Business means a fast \$10.

We definitely must have rule and regulation and by all means better educational requirements. The quick cran sources now available are wonderful for the older man that has had previous business experience. There must be a better system to fill the gap between the Young Recruits and the old Guards.

Since I am wound up I'm sorry I am limited to 200 words. May it be for the best. Hope to see you all in Omaha.

ALTER-RATION

X Private Haynes was back from his furlough and was telling his buddies about his girl friend. "Last night I finally got her to say yes." Congratulations" offered his buddies, "when is the wedding?"

"Wedding?" said Haynes, "What wedding?"

MEMBERSHIP BY STATES

As of November 1, 1953

Alabama	4
Arizano	1
Arkansas	1
California	8
Colorado	7
Connecticut	4
Delaware	0
Florida	8
Georgia	3
Idaho	1
Illinois	105
Indiana	40
Iowa	87
Kansas	6
Kentucky	8
Louisiana	2
Maine	0
Maryland	5
Massachusetts	5
Michigan	21
Minnesota	51
Mississippi	1
Missouri	13
Montana	7
Nebraska	62
Nevada	1
New Hampshire	3
New Jersey	22
New Mexico	1
New York	27
North Carolina	7
North Dakota	15
Ohio	101
Oklahoma	2
Oregon	3
Pennsylvania	50
Rhode Island	0
South Carolina	0
South Dakota	6
Tennessee	10
Texas	5
Utah	0
Vermont	4
Virginia	10
Washington	5
West Virginia	6
Wisconsin	13
Wyoming	14
Canada	3
Africa	1

Total 759

As of June 1, 1954

Alabama	6
Arizona	2
Arkansas	2
California	8
Colorado	11
Connecticut	6
District of Columbia	0
Delaware	1
Florida	12
Georgia	4
Idaho	4
Illinois	124
Indiana	58
Iowa	107
Kansas	11
Kentucky	10
Louisiana	8
Maine	1
Maryland	9
Massachusetts	10
Michigan	33
Minnesota	60
Mississippi	1
Missouri	19
Montana	8
Nebraska	85
Nevada	1
New Hampshire	6
New Jersey	31
New Mexico	1
New York	37
North Carolina	8
North Dakota	16
Ohio	126
Oklahoma	6
Oregon	8
Pennsylvania	67
Rhode Island	2
South Carolina	1
South Dakota	9
Tennessee	17
Texas	27
Utah	1
Vermont	6
Virginia	17
Washington	7
West Virginia	7
Wisconsin	26
Wyoming	16
Canada	5

1047

Iowa To Nebraska

Col. Guy L. Pettit

Hello Nebraska, Get ready for the largest influx of Auctioneers ever assembled under one roof. They are coming from all the states to attend our National convention in Omaha, Nebraska, at the Hotel Fontenelle, July 15-16-17.

The Iowa Society of Auctioneers held their state meeting on April 21st and all those present were more than pleased with the way and manner the meeting was conducted and the fine program that was arranged for the benefit of all. My only regret was that every Auctioneer in Iowa was not present as those who did not attend are the losers. How would you like to pay an annual auction fee of from \$2500 to \$3000 annually for the privilege of just being an Auctioneer? Well that is exactly what is taking place in one of our states and it

was all brought about because of the indifference of the Auctioneers of that state. Now they are the losers and are wondering what can be done about it. Become a member of your state and national Association and be active. Our national Association has been fighting for our interests during the past year and wherever they have appeared in opposition to proposed legislation affecting Auctioneers they have come out victorious.

To the boys in Iowa, let's all resolve to be at Omaha, at least 300 strong and walk away with the prize for having the largest representation. What a thrill it will be to meet hundreds of Auctioneers from all parts of the country, exchange ideas with them and profit by their experience. If you are not a member of your state and national Association, how about getting them in now and help others who are helping you. Let me ask you. Would you consider employing an attorney that was not a member of his county and state Association? Would you place your life in the hands of a

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WALTER CARLSON

TRIUMPH, MINNESOTA

"ALL SET FOR OMAHA"

doctor that was not a member of his county and state medical Association? Certainly NOT. If they were so indifferent and had so little interest in their business that they were not interested in improving themselves YOU nor anyone would even try to engage their services. Do you know that during the past few years, thanks to organization, the public is interested in knowing that the Auctioneer they engage to conduct their sale is a member of his state and national Association. WHY? Because they know that by their membership in their state and national association they are better qualified to render better service. They are in tune with the times, they have new and better ideas and they keep abreast of developments in all phases of the auction business. I have closed my books for the week of the convention and know beforehand that I am going to profit in many ways by taking in every part of the great program the Nebraska boys have labored so long to develop and all for our benefit.

Let's all be a part of everything good

for the auction business. Plan now to be present at our national convention and bring the good wife with you. Look upon the three days of the convention as success days, as an investment that will most certainly pay dividends. Invite every Auctioneer that you know to come to the convention. Assure him that he is more than welcome and the Nebraska boys will fulfill that assurance.

SOUNDS FISHY

The professor of biology was explaining to his class the spawning of fish. "So you see," he concluded, "the female fish deposits her eggs, the male fish comes along and fertilizes them, and then later the little fish are hatched." One of the girls held up her hand. "You mean, Professor, that the father and mother fish—that they—that before that nothing happens?"

"Nothing," said the professor, "which doubtless explains the expression, 'Poor Fish!'"

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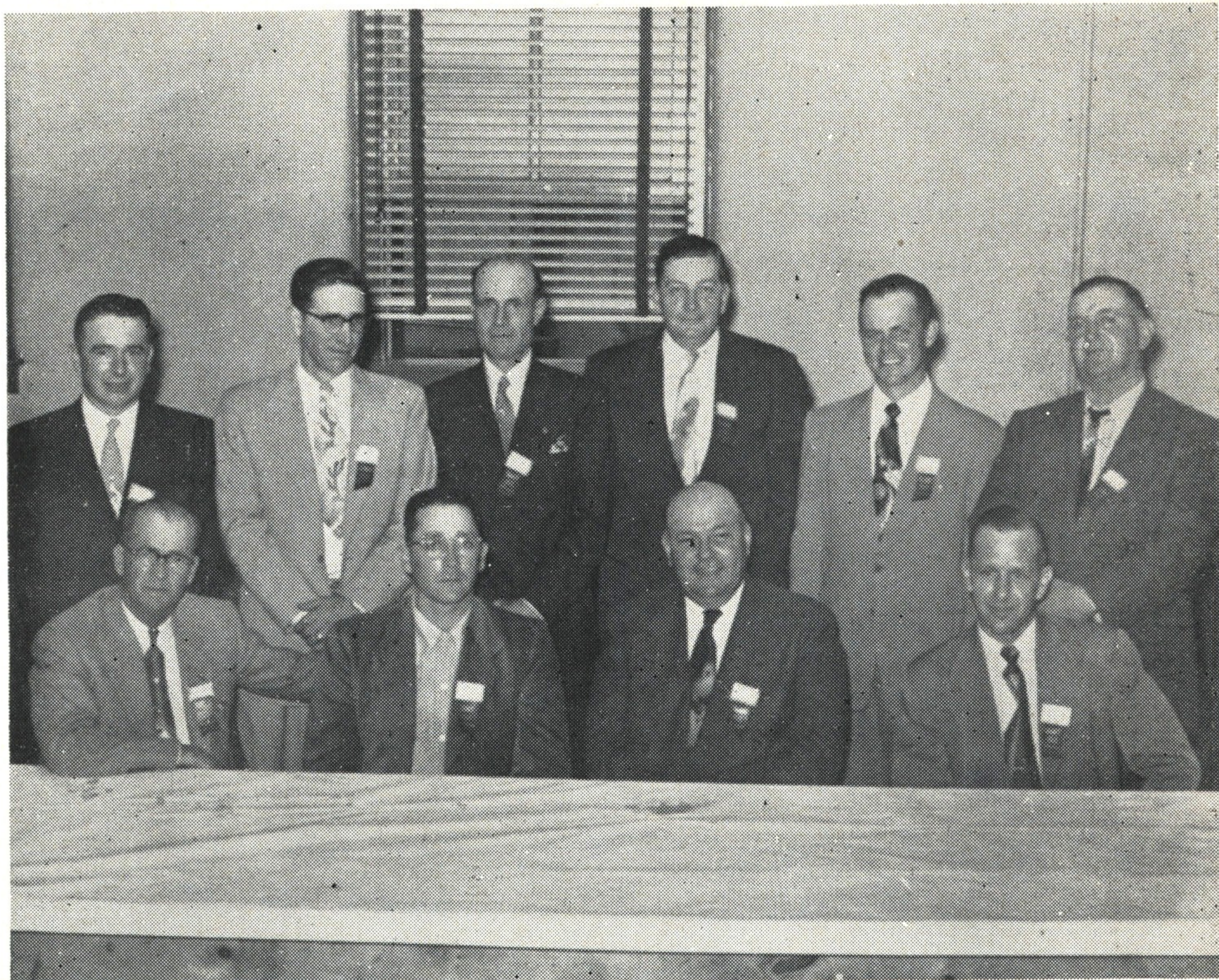
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Officers – Directors

ILLINOIS AUCTIONEERS ASSOCIATION



Seated, left to right, Col. Ray Hudson, Col. Lowell Buck, Col. Hughey Martin, Col. J. E. Russell. Standing, left to right, Col. Tom Sapp, Col. Lewis Marks, Col. A. C. Dunning, Col. Alvin Van Loh, Col. Carman Potter, Col. Walter Holford.

The Illinois Auctioneers Association are packing their grips and are heading for Omaha, Nebraska, for the National Convention, July 15-16-17.

WE WILL ALL BE THERE, WILL YOU?

Illinois State Auctioneers Association

Hansbrough Hammer Nails Down Sales

"Doldrums? Recession? Don't know what you're talking about!" says H. H. Hansbrough.

"Why in the three months since the first of the year we've auctioned off more than \$2,000,000 in hotels, motels, houses, ranches, ocean frontage, acreage and lots. Business is wonderful.

"Not too long ago we sold 76 homes in one day. Our biggest sale was 840 parcels of land at one calling. Everywhere we go people crowd around. Many times we estimate the audience at 10,000. The time we sold 35 homes, 12,000 people turned out. . . and it was a rainy, overcast day.

"Advertising is the secret of our success. Advertising and the fact that we don't allow any by-bidding. When a property is offered the highest bid gets a deal."

Stocky, 67-year-old Hansbrough has been in real estate auctioning since 1911. He was born in Hodgenville, Ky. He had four brothers, three sisters and a real estate man for a father. Selling land was in his blood.

He passed his talent on to three sons, M. Mike, 44; Harry H. Jr. 42, and Chas. C. 37. As a team the Hansbroughs have headquarters in Louisville, Ky., branch offices throughout the South and state headquarters and homes in Orlando. They are qualified to do business in 32 states . . . employ 60 people . . . and have a solid calendar of auction engagements for the next month with May and June rapidly being scheduled.

Advertising, and razzmaaz are pegs of their success.

They have increased their advertising budget in the Sentinel 300 pct. for 1954. "We give the Orlando Daily Newspapers great credit for our success says the elder Hansbrough. There's nothing to equal the Sentinel in getting a message before the public. It practically blankets Central Florida."

Proof of his persuasion is card appearing daily on Page one as well as fat lineage in the classified section.

Hansbrough also prints up brochures

describing and picturing the property scheduled for auction. And for miles away from the site of a sale signboard arrows direct traffic to the scene.

Every offering placed under the Hansbrough hammer becomes a sale. As the genial mastermind of the business puts it, "Sales are absolute. The minute the auction starts and a bid is offered that house is sold. Sold to the person making the highest bid. That way a buyer is his own appraiser. He knows what the house is worth to him, he pays his money, and never can anyone complain about being stung in a deal."

While auctions are held daily, day and night, through the vast territory covered by the Hansbrough organization, Sunday is their day of rest. "Me and the boys are active in church work," he says, "and I guess we will keep on eating without going commercial on the Sabbath. I'm a deacon in a church, Harry Jr., is too, and Charles is active in young people's work. Anyway, advertise an auction on Sunday and a lot of people who have nothing to do drive out to pass the time and it clutters up business."

Hansbrough doesn't believe in cluttering up business.

Sometimes called the silver dollar auctioneer, he usually gives away \$150 in cartwheels at a sale. He passes out pencils and pens and once gave away a Cadillac. His generosity follows the dictates of his spirit on the particular day a sale is held. No one knows in advance what the surprise free deal is going to be. He doesn't advertise it. He doesn't want crowds jamming his sales to take advantage of give-aways.

Hansbrough has a unique way of palming off silver. First he asks everyone in attendance to fill out a card and drop it in a bucket. The card asks for out-of-state and Florida address, whether signer wants to buy or sell property and what kind of real estate they are seeking or offering. It contains a request for the Hansbrough organization to inspect their property for possible

"ALL SET FOR OMAHA"

sale, or drop them a notice of property offered that is in their "wish" range.

Cards are collected and Hansbrough selects a little girl from the audience to draw the first card. The little girl is any age from 1-to-100 and her selection usually pulls good natured laughter from the audience.

"I'll tell you what I'm going to do," Hansbrough tells her, "If you draw your own card, I'll give you 100 silver dollars. If you draw anyone else's card, I'll give that person \$50.

Sometimes the "little girl" pulls her own ducat. Mostly, she doesn't. But with a lot of lively chatter, Hansbrough clinks the money into the outstretched palm of the lucky ticket holder and ends up by rewarding the "little girl" with a silver piece for her help.

As the crowd, seated on campstools, blankets, orange crates; leaning against trees; or standing in the bright sun, warms to the feeling of the occasion,

the moment they have been waiting arrives.

The auction starts.

First one of the Hansbroughs reads off a complete description of the property, including size of lot, number of rooms, construction, taxes, and outstanding mortgage if any. He calls for questions from the crowd. With the help of the owners who are usually on the scene all queries are answered and the sale begins.

"This sale is absolute," the auctioneer intones, "No by-bidding, if you have a legitimate offer make it. What am I offered?"

The bidding begins.

In the first flush of excitement, bidders raise each other . . . members of the Hansbrough ground team circle the crowd asking for offers . . . and the price of the property goes up, up, up.

Then stops. Wheedling smoothly, the

Farmer Auctions! Markets! Sells on Sight! Exclusive!

Eye Appeal . . . Rich . . . Smart

MORRISON Fountain Pen and Pencil Sets, the **NATIONALLY KNOWN BRAND** that has been giving satisfaction and service since 1910. Made to sell for \$5.95 — Now Specially Priced for quick turnover. Exclusively styled in Genuine Silvery-Chrome, highly polished to a sparkling mirror finish. Beautiful Diamond Chased Design. Non-tarnishable. Built to last for years. Attractively packaged. Consumer Guaranteed.

SEND \$1.00 FOR SAMPLE

Full details and Confidential Price List.

See it! Show it! . . . You'll be convinced!



79 FIFTH AVENUE

NEW YORK 3, N. Y.

auctioneer asks a raise. The sales force asks a raise. The crowd stands pat. There's silence. A rising murmur. Then the auctioneer gets control again. A voice cries out a \$50 raise. And silence again.

"I'm holding my watch for three minutes," announces the auctioneer. "For three minutes, you will have a chance to take another look at the property. To make up your mind whether this valuable property should go at this ridiculous figure. During that three minutes I'll accept \$50 raises. At each raise I'll hold my watch for three minutes to give every bidder a full opportunity to purchase this house."

Excitement again electrified the crowd. The auctioneer counts off the seconds. A bid is heard. The auctioneer stops his watch. He counts off the seconds. Another bid. This continues until he has held his watch for three full minutes, during wich time none of the potential buyers out-bid each other

BARE FACTS

The census taker was considerably surprised when the mistress of the house opened the door and displayed surprised when the mistress of the "Please don't be shocked," she said. "I'm a nudist."

So, fortified by a college education which had prepared him for life, he asked the routine questions. "And how many children do you have, Ma'am?" he asked, trying not to look at her and write at the same time.

"Twenty," she answered. "My," he said, "you're not a nudist, lady. You just don't have time to get dressed."

One of our New Jersey customers found himself in the Times Square section of New York and stopped a flashily dressed young man to ask, "Where can I find the 42nd Street Ferry-" "Thpeaking," he replied.

GENERAL ELECTRIC, WESTINGHOUSE, SUNBEAM, GRUEN, HOOVER, BENRUS, PROCTOR, PEPPERELL, LIGHTERS, FANS, TOASTERS, MIXERS, DRILLS, HARDWARE, WATCHES, TOOLS, TELEVISION, PAINT, DORMEYER, UNIVERSAL, EKCO, CANNON, WESTINGHOUSE, DOMINION, CLOCKS, ALUMINUM WARE, SOFT GOODS, TELEVISION, DISH SETS,

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"OUR PRICES CANNOT BE BEAT"

with "FISHER" as your source the profit is there, buying right is half the battle

STANDARD NATIONAL BRAND MERCHANDISE AT FINGER TIPS
ONE STOP SERVICE — ALL PROFIT MERCHANDISE

Can Supply Entire 1 to 7-hour Sale at Cost from \$100 to \$1000
Suppliers to Auctioneers and Auction Houses

Also operate Auction Trucks — "REMINGTON SALES SERVICE"

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Picture List

We Know Our Business and Can Teach You
See Col. "Mike" Gordon

TOWELS, RADIOS, RUGS, DINETTE ETS, VACUUM SWEEPERS, DISH SETS, SILVERWARE, CLOCKS, JEWELRY, REMINGTON, DOMINION, CONTINENTAL, TRAVELERS, DOUGLAS, MARCO, REGALWARE, OSTER

HOLLYWOOD, CASCA, WM. A. ROGERS, CONTINENTAL, PEPPERELL, OSTER, TOYS, BLANKETS, FURNITURE, PREMIUMS, LIHTERSG, VACUUS SWEEPERS,

DORMEYER, UNIVERSAL, EKCO, CANNON, WESTINGHOUSE, DOMINION, CLOCKS, ALUMINUM WARE, SOFT GOODS, TELEVISION, DISH SETS,

Welcome to Our 8th Annual National

Convention July 15 - 16 - 17

OMAHA

NEBRASKA

The National Auctioneers Association takes this opportunity of extending to all Auctioneers in the United States and Canada a most cordial and sincere invitation to join the hundreds of other Auctioneers to meet in national convention.

Our many thanks to the Nebraska Auctioneers Association, our hosts, who have labored so long in completing a convention program that to all intents and purposes, the convention could be called to order on the day you read this. To organize and co-ordinate such a galaxy of talent from all parts of the country is quite a task in itself. A complete program of the Omaha convention is printed in this issue.

The opportunity is yours. Again we say welcome to our national convention and bring the good wife with you.

National Auctioneers Association

Charity Auction To Get National Recognition

Richard Hoery, President of the World-Herald Goodfellows, sponsors of the gigantic charity auction, states that they are going all out for the city wide auction that will be held on Friday evening, July 16th, starting at 7:30 P.M., The sale will be held on the downtown streets of Omaha and three blocks will be blocked off to accommodate the thousands of visitors. In addition to the cooperation of many the Goodfellows have now the support of the Omaha Retail Association.

Committees are now at work getting merchandise from the merchants and wholesalers, all of which will be sold from trucks with members of the National Auctioneers Association selling the wares. Several trucks will be in operation at the same time. Many details yet remain to be worked out but the Goodfellows organization like the Nebraska Auctioneers Association can be depended upon to get the job done.

The mammoth charity auction will be one of the biggest events during the Omaha Centennial and will attract national recognition.

MONKEY BUSINESS

A lady who lives in a small Minnesota town had two pet monkeys. Very fond of them, too. One day one of them took sick and died. A couple of days later the other one died of a broken heart. Wishing to keep them, the kindly lady took them to an animal stuffer. The man asked her if she wanted them mounted.

"Oh, no," she replied, "just have them holding hands."

NAIVE

The little old lady was taking her first ocean voyage. A huge whale was sighted, and as the ship's passengers crowded the rails, sure enough the whale spouted - - terrifically.

She gasped. "It looks to me like it could at least quit laying on its back and showing off like that," she fumed as she sped toward her stateroom.

Mrs. J. Gordon Hospitalized

Mrs. Jack Gordon, was taken suddenly ill about two weeks ago and was rushed to the Michael Reese Hospital, 29th and Elis, Chicago, Illinois, where she has since been confined.

Nature of her illness has not reached us, but latest reports have her making a speedy recovery. The members of the N. A. A. and The Ladies Auxiliary all join in wishing her a full and rapid recovery. Mrs. Gordon, from her hospital bed states that she is determined to be well enough to attend the national convention even if she is under her doctor's care. Best of luck to you Mrs. Gordon, and we will all be wishing you the best of everything.

NIGHT OF NIGHTS

They had been married that afternoon in Minneapolis and journeyed to the distant city of St. Paul where they had a room at a downtown hotel. Night had fallen and the bride had already donned the beautiful siken nightie reserved for this occasion and was lounging on the bed. For over an hour now, the groom, still fully dressed, had been gazing out the open window into the darkness. Impatiently Gladys addressed him. "Why don't you undress, dear, and come to bed?"

"Never mind me," he replied. "Go ahead and go to sleep. My mother told me this would be the most wonderful night I'd ever see and I don't want to miss a single minute of it!"

TAKES TIME

Two girls met for lunch and were discussing their marriage prospects. "I hear your boy friend graduates from law school next month. I guess you'll get married then?"

"Oh, no, not right away," answered the other, "I want him to practice about a year first."

STAR PERFORMER

Billie: "What are you doing with that letter on your sweater? Don't you know that you're not supposed to wear that unless you've made the team?"

Millie: "Well?"

Excerpts From the Opening Address

by Col. Oliver S. Johnson, Tipton, Iowa
at the Purebred Horse Sale of Glick & Hoyman

SUBMITTED BY COL. WALTER CARLSON

(From International Auctioneer, February 1, 1914)

Ladies: I am mighty glad to see you taking part in this event; it adds prestige to the occasion. I wonder how many know it was a lady who painted the great masterpiece of art "The Horse Fair?" Her name was Rosa Bonheur; she was a French lady. Her magnificent painting is two-thirds life size. It is ten feet tall and forty feet long. It was exhibited in many countries. Rosa sold it for \$8,000.00. It was afterwards sold to a wealthy American for \$60,000.00 and now adorns the walls of the Metropolitan Museum of Art in New York City.

There are many beautiful stories told about Rosa, how she used fierce lions and tigers for her models and made pets of them. Nero, the king of them all, died with his head resting on her arm.

Tribute to the Horse

MEN FROM MANY NATIONS.. —

There is something about the good horse that is intoxicating, inspiring, firing the ambitions of the better man within us. Men revel in the glories of a steadfast friend. The horse is that friend most noble. He has led the onward march of progress from the rising sun to the Golden Gate. His power has built railroads and dug canals. From the Aurora Borealis to the great Gulf you find him joining forces with the man in the great commercial activities of the world tilling the farms and teaming the forests, hauling lumber, wheat, coal and cotton. He halts neither for heat nor cold, rain nor sunshine. He brings the doctor to officiate at our birth, the minister to our wedding and the casket to its final resting place. He draws the president to the White House and the prisoner to the pen. In peace and in war he carried Napoleon, Washington, Lincoln and Grant. And for a pleasure jaunt our sweethearts are always safe in his noble care.

Visit the French cathedral at New Orleans and your eye beholds that mag-

nificent piece of sculptured work. "Jackson and his horse." Take a trip to Lincoln Park, Chicago, and you admire that wonderful lifelike statue of "Grant and his horse." The dying words of King Richard in the battle of Bosworth were "A horse. A horse! My kingdom for a horse!"

Art and nature vie with each other in doing his honor. He is the Samson and the Hercules combined. His powerful instinct foretold the eruption of Vesuvius and halted him on the brink of the precipice in the inky midnight darkness. He played his part in Custer's Big Horn massacre and in the Charge of the Light Brigade. He carried his rider down the valley of the Caunemaugh through the city of Johnstown ahead of that awful flood and perished in its raging waters. He followed Moses through Egypt and into the Red Sea. He gave up his home in the city of Bethlehem that Mary the mother of Jesus might rest in his manger.

Oh, noble beast, lead thou us on
night and day,
Sow the seed, withdraw the
curtain, lead the way.
There's a fount about to stream;
There's a light about to beam,
There's a sale about to start,
There's home about to
change,
There's a midnight darkness
changing into gray,
Noble beast of speed and action,
lead the way.

FLYING LOW

A young lady went to a dance, and she had a low-cut, strapless gown on, and around her neck she wore a little golden airplane on a long chain. All night she noticed a young man, staring at her. So in her embarrassment, she held up the airplane and said, "Oh you like my airplane, huh?" The young man smiled and said, "No ma'am, I was just admiring the landing field."

CONGRATULATIONS

TO. THE

National Auctioneers Association

**For their Long Range Planning,
Progress and Splendid Accomplish-
ments During the Past Eleven Months.**

**We will be joining hundreds of
other Auctioneers throughout the
United States in their march "ON TO
OMAHA" July 15-16-17.**

**The Nebraska Auctioneers Assoc-
iation has left nothing undone to
make the national convention every-
thing that any Auctioneer would want.
PENNSYLVANIA is headed for
OMAHA.**

Pennsylvania Auctioneers Association

Convention Committee Meetings

The National Convention Committee requests that all Committees arrange to meet on July 15th, and to stagger their meetings so that no two committees will be meeting at the same time.

Many problems have arisen during the past year that calls for action or recommendations to be presented before the convention. The Secretary would like to meet with each committee so that all matters pertaining to each committee can be presented and prepared for adoption or debate before the assembly.

The Chairman of each and every committee is requested to contact the members of their respective committees and arrange the time and place of their meetings.

PRICE CONTROL

He: "Would you commit adultery for a million dollars?"

She: "Why, yes, I think I would."

He: "Would you commit adultery for two dollars?"

She: (shocked) "Oh, what do you think I am?"

He: "We've settled that. What we are haggling about now is the price."

MIRACLE ON 34th STREET

The bus driver charged a lady full fare (ten cents) for her son, who had on long pants.

At the next corner a small boy wearing short trousers paid only five cents (half fare).

At the next stop, a lady mounted the bus and the driver didn't charge her anything. Why? . . .

Don't have an evil mind - - the lady had a transfer.

THAT OLD FEELING

Then there's the case of the sweet young thing who decided she'd rather be a young man's slave than an old man's darling, with the explanation that she hated the thought of feeling old age creeping up on her.

"Juke Box" Clock Shown

A "juke box" clock, dating from the early 18th century, is now on display in the famed James Arthur Collection of historic timepieces in New York University's Gould Memorial Library, 181 St. and University Ave. The clock, probably made in Holland earned its nickname because it automatically plays a different tune on each hour—12 in all.

SOUTHERN GENTLEMEN

Mrs. Jones had been gone from her former home in Wynn, Ark., for seven years. She was now on her way back to attend a family reunion and was traveling by bus. After passing through Little Rock she fell asleep and upon awakening she didn't recognize any of the old landmarks. Thinking that she might have passed her destination, she asked the gentleman sharing the seat with her: "Pardon me, but have I passed Wynn?"

"I didn't notice," replied the gentleman. "If you did, it was mighty lady-like."

AT LONG LAST

A new bride was asked what she had found to be the biggest thrill of marriage. "It was certainly thrilling when Henry took me to the license bureau. It was another thrill when the minister pronounced us man and wife. I got an awful bang out of seeing Henry sign the register 'Mr. and Mrs'. I do believe though, that my biggest thrill was thumbing my nose at the house detective."

FLOOR PLEASE

A young bridal couple went to a local hotel on their wedding night; the next morning the bride's closest girl friend telephoned her, to ask how married life agreed with her. "Oh, Marge", she replied. "I'm awfully tired, dead tired. All night long it was up and down; in and out; up and down, in and out! Don't ever get a room next to an elevator!"

STOP IT ALREADY

A little boy went to school for the first time and the teacher explained that if he wanted to go to the washroom he should raise two fingers. The boy, looking puzzled, asked - - "How's that going to stop it?"

To Every Auctioneer in America

The Nebraska Auctioneers Association is proud to be hosts to the National Auctioneers Association for their 8th annual national convention to be held at the Hotel Fontenelle, Omaha, Nebraska, July 15-16-17.

For the past eleven months we have been working to make this conclave one that every Auctioneer in America will enjoy and profit by their attendance. Nothing has been left undone to make your visit pleasant.

You will understand and visualize why we started eleven months ago to plan this event for your benefit after you arrive in Omaha.

Auctioneers are coming from all the states and we want you to be among them. True western hospitality awaits you. A great big WELCOME and a most cordial invitation is hereby extended to every Auctioneer.

Nebraska Auctioneers Association

ANNUAL CONVENTION

Of The

NATIONAL AUCTIONEERS ASSOCIATION

HOTEL FONTENELLE

OMAHA

NEBRASKA

JULY 15 16 17

1954

With

**GIGANTIC CHARITY AUCTION
ENTERTAINMENT**

BENEFIT "GOOD FELLOWS, INC."

SPONSORED BY THE OMAHA WORLD-HERALD

HOTEL FONTENELLE

Is anticipating the pleasure of having the fine membership of the NATIONAL AUCTIONEERS ASSOCIATION, their wives and every Auctioneer in America with us July 15-16-17.

The Golden Touch of Hospitality awaits you at the Hotel Fontenelle.

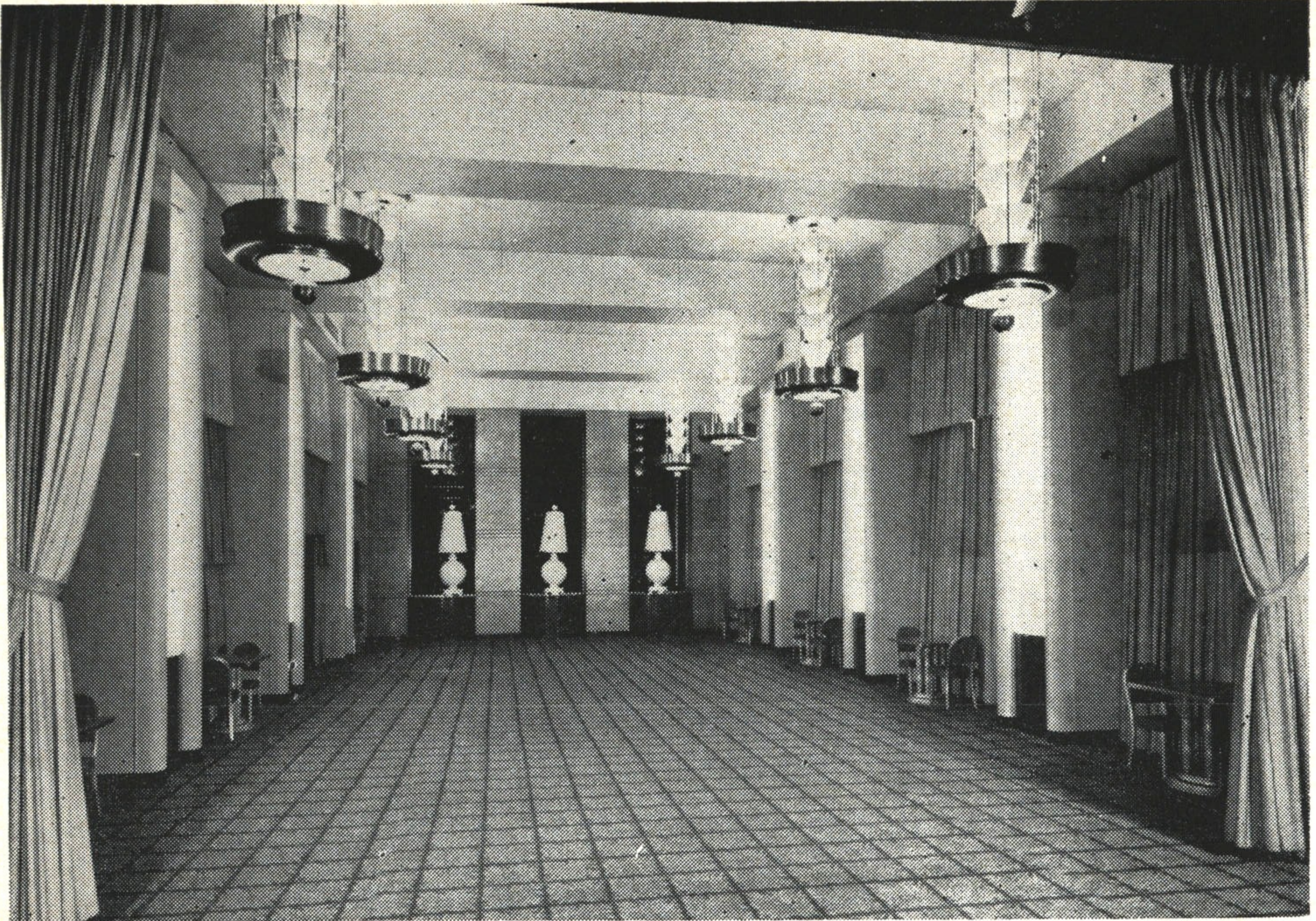
A sincere welcome is our message to every member of the Auctioneer profession, and we will do our utmost to make your convention one that will prompt your return to Omaha before too many years pass by.

HOTEL FONTENELLE

Omaha's Welcome to the World



CONVENTION HEADQUARTERS
Hotel Fontenelle Omaha, Nebraska



**Black Mirror Room
Hotel Fontenelle**

Convention Program

Thursday – July 15th

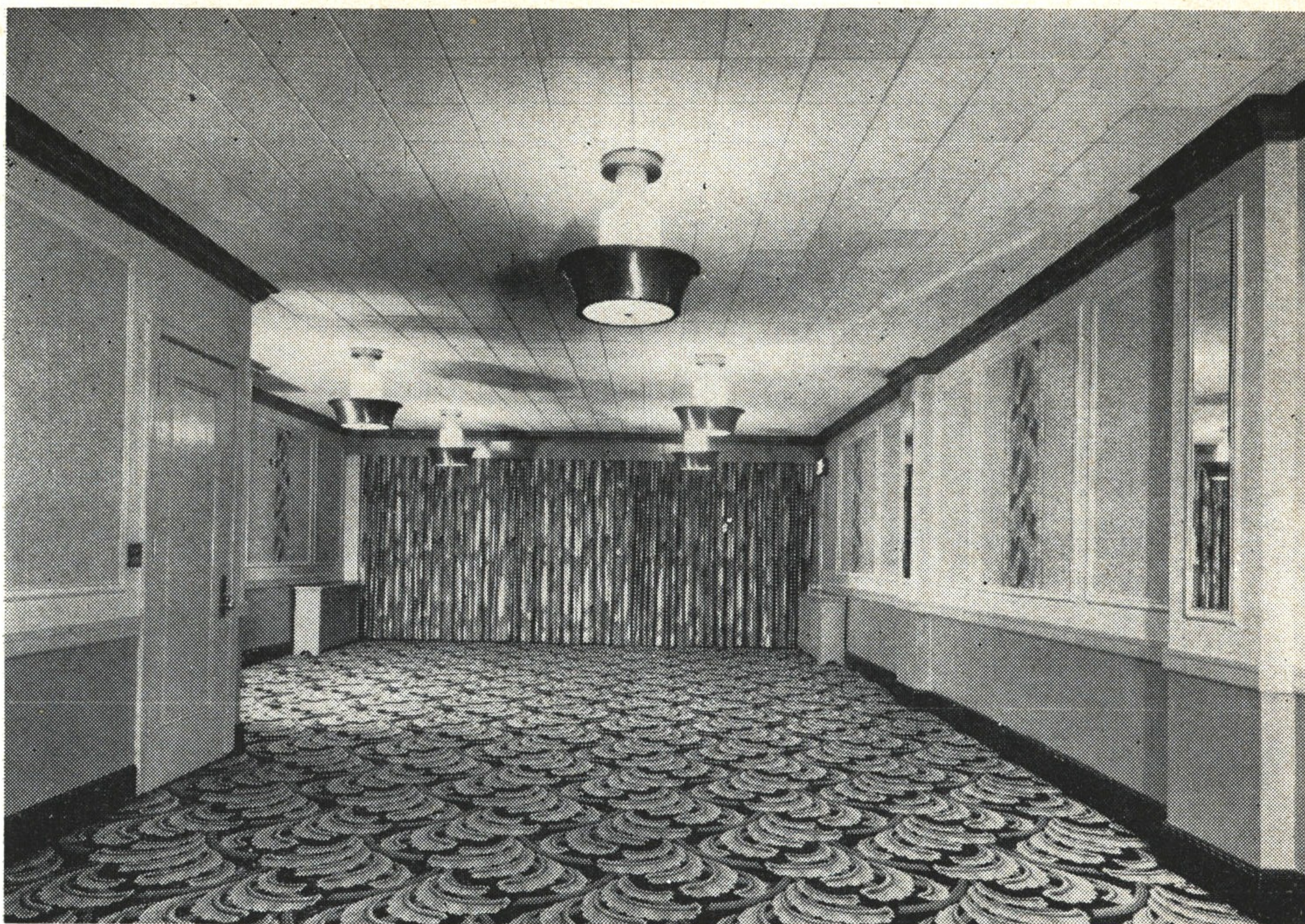
A. M.

- 9:00** Registration continuing throughout the day.
- 9:00** Meeting of Reception Committee
- 10:00** Meeting of Program Committee
Meeting of Auction Sale Committee
- 10:45** Meeting of Public Relations Committee
- 11:00** Meeting of Nominating Committee
Meeting of Resolutions Committee
- 11:20** Meeting of Committee on Convention City for 1955
- 12:00** Address by Hon. Robert B. Crosby, Governor of Nebraska

P. M.

- 1:00** Call to Order by the President
- 1:05** Invocation — Col. John Rhodes
- 1:10** Welcome by Nebraska Auctioneers Association Col. E. T. Sherlock, President
- 1:15** Greetings — Omaha Chamber of Commerce
- 1:30** Address by the President — Col. Walter Holford

"ALL SET FOR OMAHA"



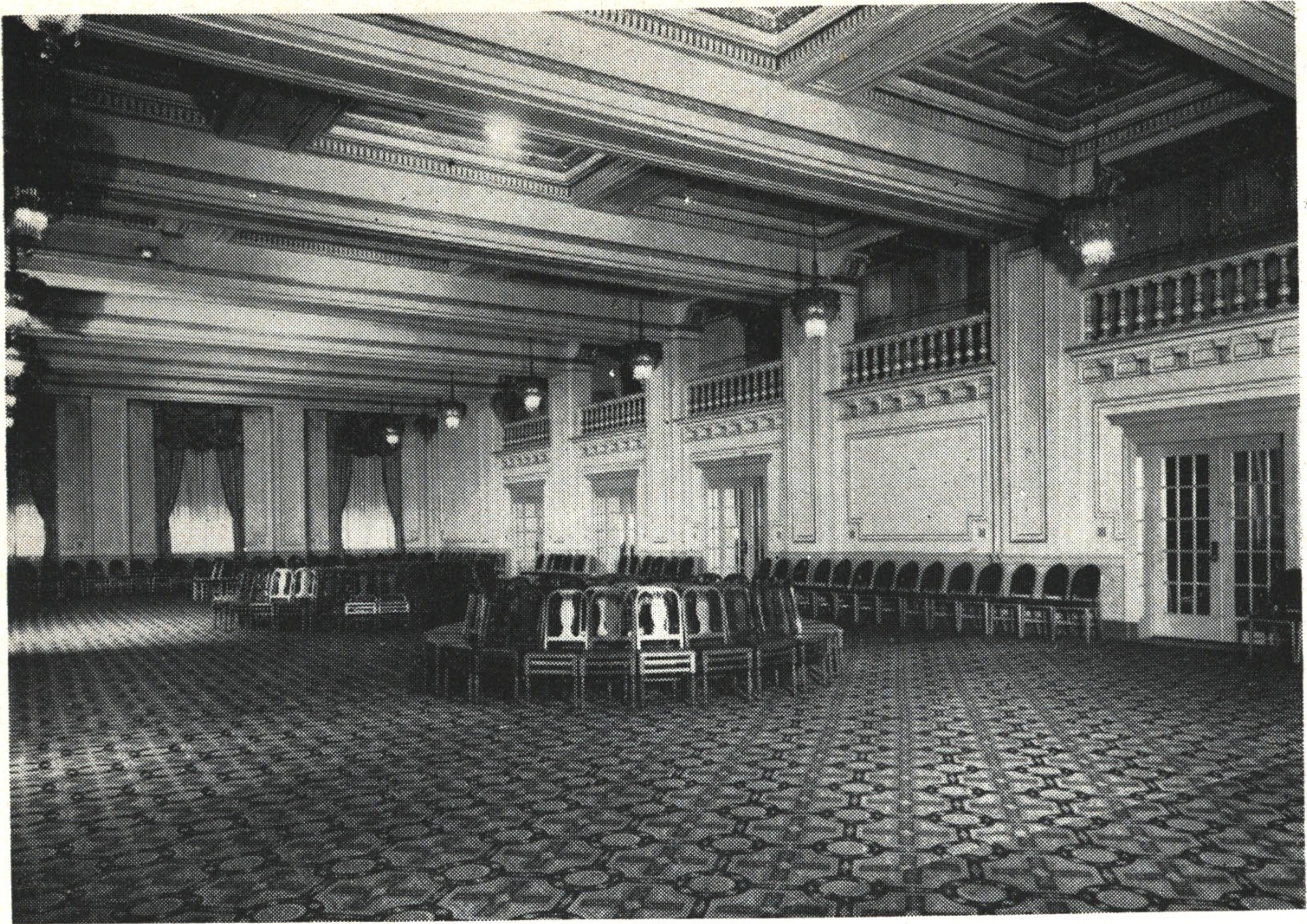
**Pompodoor Room
Hotel Fontenelle**

- 1:45** Appointments of Convention Chairman
- 1:50** Address "Convention and Why" — Col. Guy L. Pettit
- 2:10** Respect to Departed Members
- 2:15** Adjourn
- 3:00** Three hour lectured sight-seeing tour by bus to points of interest in Omaha including lectured tour through nationally famous Boy's Town.
- 8:30** Everybody Get Together for Square Dance — Come as you are.

Friday — July 16th

A. M.

- 8:30** Breakfast for all.
- 9:00** Call to Order.
- 9:05** "Code of Ethics" — Col. Ernie Weller, Nebraska
- 9:20** "Purpose of Organization" — Col. Bernard Hart, Indiana
- 9:30** Panel Discussion.
- 9:45** "The By-Laws" — Col. Carman Y. Potter, Illinois
- 10:00** "Federal, State and City Legislation" — Col. Jack Gordon, Illinois
- 10:15** Panel Discussion (Members to be chosen by the Chairman) Subject: Are Auctioneering Licenses Helpful to Auctioneers?
- 10:30** "Real Estate at Auction" — Col. J. M. Darbyshire, Ohio
- 10:45** "Selling Purebred Livestock at Auction" — Col. Charles Corkle, Nebraska.



The spacious Ballroom of the Hotel Fontenelle

- 11:00 "Automobile Auctions" — Col. Bill McCracken, Missouri
 11:30 "Machinery and Farm Sales" — Col. Woodrow Roth, Pennsylvania
 11:45 Adjourn for Lunch.
- P. M.**
- 1:00 Call to Order.
 1:00 Travelogue — "Livestock and Auction Business in South America" — Col. E. C. Weller, Nebraska.
 2:15 "Industrial Liquidation at Auction" — Col. Lester Winternitz, Illinois
 2:30 "Antiques" — Col. Jim Wilson, Ohio
 2:45 "Furniture" — Col. L. M. Sweet, North Carolina
 3:00 "Power of Organization" — Col. H. W. Sigrist, Indiana
 3:15 Fun Auction -- by all.
 3:30 "Shakin' the Bushes" — Col. Bill Wendelin, Texas
 4:45 "Public Relations" — Col. J. Robert Hood, Tennessee
 5:00 Adjourn.
 7:00 Charity Auction — Sponsored by Omaha World-Herald Good Fellows Club.

Saturday — July 17th

- A. M.**
- 9:00 Call to Order
 9:05 "Sixty Years Selling at Auction" — Col. Tim Preece, Nebraska
 9:20 "Power of Advertising" — Col. Walter Carlson, Minnesota.
 9:35 "Livestock Auction Markets" — Col. Cecil Emerick, Nebraska
 9:45 "Dairy Cattle Sales" — Col. C. B. Smith, Michigan

' ' O M A H A I N J U L Y ' '

- 10:30** Secretary's Report — Col. B. G. Coats, New Jersey
10:45 Treasurer's Report — Col. Henry Rasmussen, Nebraska
10:55 Report of Resolutions Committee
11:00 Report of Nominating Committee
11:15 Election of Officers and Directors.
11:30 "The Auctioneer" — Col. B. G. Coats, New Jersey.
12:00 Adjourn.
P. M.
1:00 Call to Order.
1:15 President's Address of the Ladies Auxiliary.
1:05 Acceptance Address by the President.
1:30 "The Beginner in the Auction Business" — Col. Walter E. Palmer, California.
2:00 "The Professional Auctioneer" — Col. Harve Duncan, Iowa
2:30 "The Auctions in Canada" — Col. Archie Boyce, Canada.
3:00 "Between You and Me" — Col. Art Thompson, Nebraska
3:30 Selection of Convention City for 1955.
4:00 "Something to Take Home" — Col. Herbert Van Pelt, New Jersey.
4:30 Adjourn.
6:30 Grand Banquet — Members — Wives — Guests.
Presentations of Awards and Introductions.
First Auctioneer to Register (Nebraska not eligible)
Auctioneer traveling greatest distance.
Oldest Auctioneer.
Youngest Auctioneer (must be actively engaged in Auctioneering).
State having largest representation (Nebraska not eligible).
Auctioneer who obtained the largest number of new members (Secretary not eligible)
Address "Piddlers — Peddlers and Salesman" — Hon. Dave Livingston, Iowa.

Welcome to Omaha, Nebraska

JULY 15 - 16 - 17

**Here you will find that the word WELCOME
and the SMILE OF HOSPITALITY
comes from the heart.**

The Nebraska Auctioneers Association have made arrangements to care for the largest gathering of Auctioneers ever assembled, and I join in extending to every Auctioneer in America a cordial invitation to meet with us in national convention and that upon your arrival and during our stay, your visit will be the most interesting three days you have ever experienced.

Come One

Come All

W E L C O M E

COL. HENRY RASMUSSEN

1954 CONVENTION COMMITTEES

RECEPTION COMMITTEE

Col. D. J. Fuller, Nebraska (Chairman)
Col. Henry Rassmussen, Nebraska
Col. Dick Grubaugh, Nebraska
Col. Jim Webb, Nebraska
Col. Dan Perkins, Iowa
Col. Hugh McGuire, Iowa
Col. George Workman, Nebraska
Col. Bill Wendelin, Texas

RESOLUTIONS COMMITTEE

Col. Guy L. Pettit, Iowa (Chairman)
Col. Dan J. Fuller, Nebraska
Col. Bernard Hart, Indiana
Col. I. F. Rochelle, North Carolina
Col. Don Hutchinson, Vermont
Col. Clifford L. Swan, Maine
Col. John E. Janes, Rhode Island
Col. Jerome Powers, Texas

NOMINATING COMMITTEE

Col. Foster G. Sheets, Virginia (Chairman)
Col. J. E. Kirkemide, Illinois
Col. Walter Hiese, Wisconsin
Col. Tom Berry, Pennsylvania
Col. Art Thompson, Nebraska
Col. E. T. Sherlock, Nebraska
Col. C. G. Williams, Wyoming
Col. Wendell Ritchie, Iowa

CONVENTION SITE COMMITTEE

Col. H. W. Sigrist, Indiana (Chairman)
Col. Jack Gordon, Illinois
Col. Ray Elliott, Indiana
Col. Harold C. Walsh, Connecticut
Col. John Sargent, Ohio
Col. Gerald N. Mead, New York
Col. Herbert VanPelt, New Jersey

GRIEVANCE COMMITTEE

Col. C. B. Drake, Illinois (Chairman)
Col. Martin L. Doyle, Kentucky
Col. William McCracken, Missouri
Col. Fred Ramsay, Tennessee
Col. Joseph Steiner, Maryland
Col. Howard D. Albright, Colorado
Col. Henry Berman, Massachusetts
Col. R. J. Thomas, Montana
Col. J. Robert Hood, Tennessee

PROGRAM COMMITTEE

Col. D. J. Fuller, Nebraska (Chairman)
Col. A. W. Thompson, Nebraska
Col. E. C. Weller, Nebraska

CHARITY AUCTION COMMITTEE

Col. Jerry Foy, Nebraska (Chairman)
Col. Dan Zicht, Nebraska
Col. Rex Young, Nebraska
Hon. F. P. McMahon, Omaha
Hon. Dick Hoery, Omaha

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The Four P's

Col H. W. Sigrist

The winter has come and gone, the long hard sales are pretty well over and most of the Auctioneers are relaxing.

The days are longer, the spring rains have come, the flowers and blossoms are out, the lush clover fields are most beautiful, and as the cattle graze on the hillside, there is PEACE along the "Wabash" in old Indiana.

Now it is time for the boys to be thinking and planning for July and Omaha. If the colonels could realize how much PRESTIGE the words "Member of the State and National Association of Auctioneers" adds when your letterhead or card goes out, I am sure most every Auctioneer would want to join the N.A.A. and likewise get his auctioneer friends to belong.

Why do you see so many of the same Colonels at the convention year after year? Undoubtedly, because of the PLEASURE of the warm friendships which become stronger each year.

Then there is the satisfaction of knowing that the members of the N.A.A. stand strongly united on Precedents, Legislation and Licenses. The strength of hundreds of men in the same profession banded together spells PROGRESS. The many great lectures and panel discussions at all sessions of the convention add to the knowledge and education of any auctioneer. Education enhances the personality and adds power to his argument.

Surely, every auctioneer and his wife are entitled to three days vacation. Why not take it this year in Omaha on July 15, 16 and 17.

Don't be selfish with your time and your experience. We need you—you need us.

Will be seeing you in Oh-Ma-Ha in July.

BOOSTERS FOR "THE AUCTIONEER"

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

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"ALL SET FOR MAHA"

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ELSEWHERE

The Ladies' Auxiliary of the
National Auctioneers Association

**YOU MISS
SO MUCH**

*When You are
on the Outside*

Membership in the National Auctioneers Association provides an invaluable association, a useful service, and a proper place in our united activity for the betterment of all Auctioneers and the Auctioneering profession.

YOU are invited to share in our constant campaign for progress and growth.

Join Now

NATIONAL AUCTIONEERS ASSOCIATION

490 Bath Avenue

Long Branch, New Jersey

NO DISTANCE IS TOO FAR FOR NEW JERSEY

AS WE ARE HEADED FOR OMAHA

JULY 15 - 16 - 17

We have never missed a National Convention, as we know from previous conventions that we are greatly benefited and better qualified to be of more and better service.

We salute the Nebraska Auctioneers Association, our hosts to our 1954 National Convention, and suggest that no Auctioneer in America fail to be present for the Golden Opportunity that has been arranged for their profit, pleasure and priceless experience.

COL. HERBERT VAN PELT
COL. JOHN R. POTTS
COL. B. G. COATS
COL. J. A. GUZZI

LOOK

LOOK

LOOK

Submitted by Col Sam Lyons

Every Auctioneer should read this, because it is for the good of his profession, also a protection to John Q. Public.

Let's do something about the Auctioneer's Act before some one gets ahead of us and puts all of the Auctioneers out of business.

Please read in the "AUCTIONEER" magazine of April, 1954, the new Auction and Auctioneers Act introduced in the Assembly, State of New York, by Mr. Ingalls. This could happen to Pennsylvania Auctioneers.

"An organization has more power than the Individual."

"Show this to all your competitors, maybe he did not receive a copy." Also talk to all your Representatives and Senators in your Districts and tell them the whole story.

No. 1 The media of exchange through the auctioneers gavel is an art and science as old as time itself. Dating back as history tells us to the early part of the Christian era, A. D. 192 when the Roman army was sold at auction to Didius Julianus.

No. 2 The effectiveness of auction when administered by a master auctioneer excels all other methods of exchange. This is a well established fact. Back in the mystic ages of A.D. 192, the Roman army sold for what in our money today would be nearly \$1,000,000 per man. This tradition of effectiveness has followed the art down through the ages and is still so today, excepting that the "art and science" has been somewhat neglected. Too many have forgot, and many have not taken time to learn, and the unscrupulous pursue the method only, so without "art, science and training" they are more harmful than effective. Without a law to control this condition, it abounds.

No. 3 Pennsylvania needs a law to correct this abuse on its public there is no other way to control the unskilled, untrained and nearly always, "unscrupulous unsuccessful auctioneer." Through ignorance he penalizes his clients to the tune of thousands of dollars for his experience and often his

clients are widows and orphans who can ill afford such penalties. Attorneys, executors and administrators if the settlement of estates should be compelled to depend on auctioneers and there should be auctioneers they can depend upon. As a general rule; a lawyer can no more sell at auction, than what an auctioneer can try a case before a court of justice.

No. 4 Auctioning plays such an important part in our economy that our courts and highest tribunals resort to it when other method fail in the settlement of law suits and controversy. Pennsylvania should license its auctioneers to keep them prepared for such occasions.

No. 5 Our law making bodies: local, state and national are most cognizant of the auctioneer in the making of laws and auctioneers are used in the making and operation of many laws. If Pennsylvania uses its Auctioneers in the making of laws, Pennsylvania should make law for the use of its auctioneers.

No. 6 Most every worth while profession is registered in our great commonwealth thru licensure. The majority, if not all, of these professions have added to this very important move by organizing associations. Association organization spells out this: The primary objective of organization is "EDUCATION." Education will correct the evils and ills of any profession, for its "through wisdom we grow in knowledge and in truth, thru comparison of experiences and ideals. You may well say that we grow thru personal individual experience. Yes that is true but applied to the untrained auctioneer, it is an evil. An evil in many cases that robs widows, orphans, and impoverished estates and should be prohibited. Pennsylvania should license its auctioneers so the Pennsylvania Auctioneers Association can effectively do its part in helping the commonwealth produce ethical practical educated, productive and trained auctioneers.

No. 7 Pennsylvania should license its auctioneers and establish reciprocity with other states. Pennsylvania should protect its auctioneers and public from invasion of auctioneers fromout unless

"ALL SET FOR OMAHA"

they represent states licensing their auctioneers and having reciprocal arrangements with Pennsylvania.

No. 8 Pennsylvania should license its auctioneers to protect them and its public from stingy towns, boroughs and municipalities having license fees, generally brought about by retail businessmen's bureaus, which usually predominate in such municipalities, making it prohibitive by amount of fee or restraint for an auctioneer to conduct business within their borders.

No. 9 Auction seeling represents the "white heat" of American democracy in action. Where the rich and the poor alike come to buy. Where every commodity finds its own market level thru free competitive demand. The legislature of Pennsylvania should be most interested in preserving, protecting and maintaining this grand and glorious old "art" and by doing so will encourage the ethical up to date, up and coming auctioneer of which there are many and if all auctioneers were licensed it would be an

asset to our state and a source of revenue as well.

No. 10 Auctioneers are creators. Creators of world markets. Markets in every segment of our great American economy. A profession of people as important to the successful operation of an economy as great huge and successful as our American economy are V. I. P., meaning "VERY IMPORTANT PEOPLE" and there just isn't any reason why Pennsylvania should not license its auctioneers.

ONCE

An American meets an elderly Britisher in a sporting club.

A: "Care for a game of checkers?"

B: "No. Tried it once, didn't like it."

A: "Care for a game of chess?"

B: "No. Tried it once, didn't like it."

A: "Care for a game of tennis?"

B: "No, but my son will play tennis with you."

A: "Your only child, I presume."

ALL ROADS LEAD TO OMAHA, NEBRASKA JULY 15 - 16 - 17

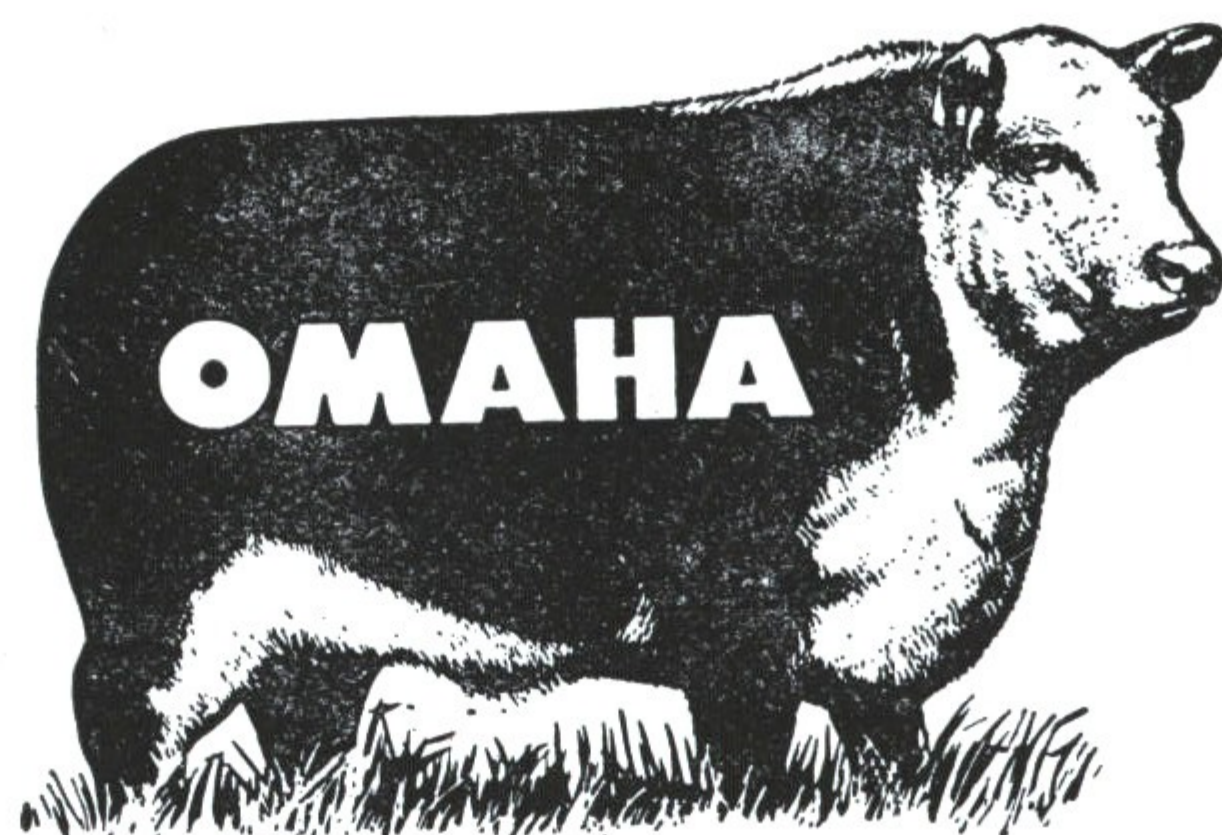
No Auctioneer in America is too busy to invest in their future. No Auctioneer in America is too busy to give three days of their time in the interest of their fellow Auctioneers.

I am looking forward to seeing and visiting with every Auctioneer of my acquaintance and of making many new friends at our national convention.

The National Auctioneers Association has made available to every Auctioneer in America a golden opportunity. Come and bring another Auctioneer with you.

**Every Auctioneer Welcome
COL. ART W. THOMPSON**

Welcome To



. . . Where the world's finest stockyards facilities handle an average of about \$2,000,000 worth of livestock every market day of the year.

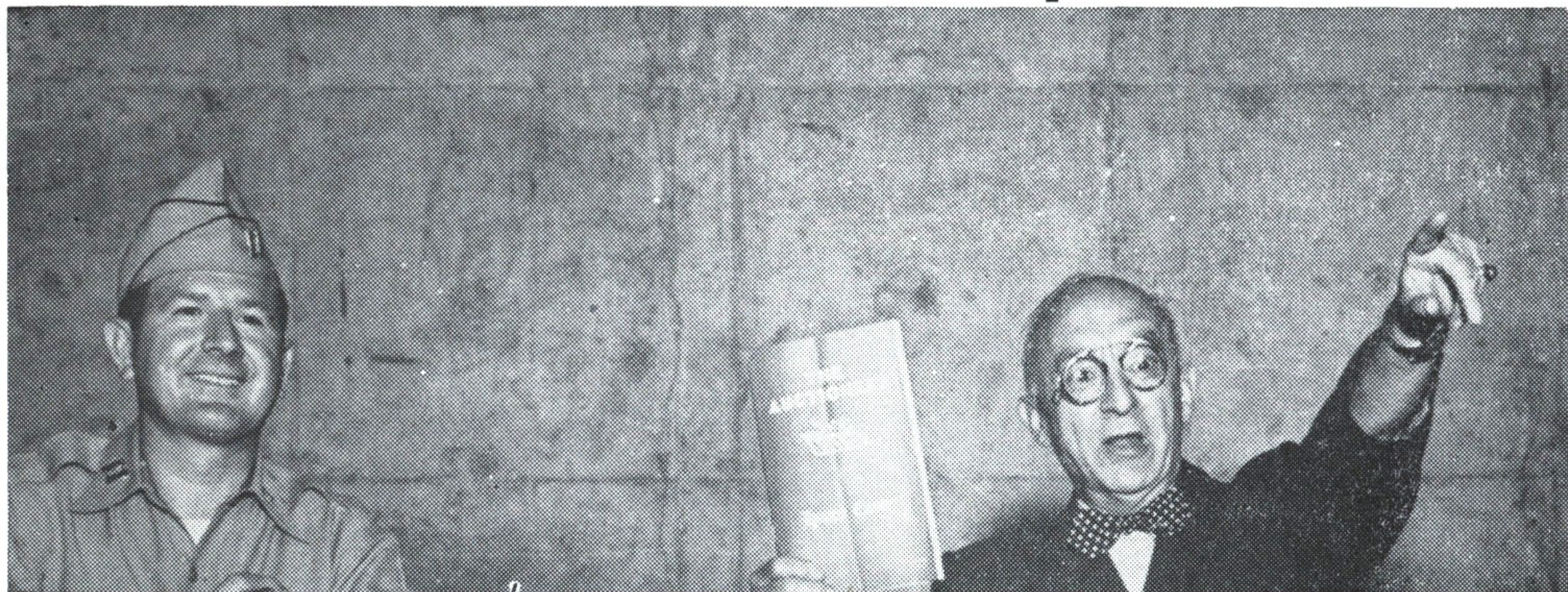
. . . Where 17 local packers make Omaha —

*The Nation's Largest
BEEF Packing Center!*

UNION STOCK YARDS COMPANY OF OMAHA

70 Years of Progress

Auction Government Surplus Success



Col. Jack Gordon Auctioneer, displays "The Auctioneer" and explains to the 3,000 visitors about the National Auctioneers Association and its monthly publication, at the public auction of \$12,000.000 worth of Government Surplus at Lathrop, California.

One of the most fabulous auction sales ever held took place on April 19th, 20th and 21st, at Sharpe General Depot, Lathrop, California, when \$12,000.000.00 of Government surplus supplies were disposed of.

Buyers were attracted to the sale from all the 48 states. All items were sold from the catalogue in a large arena seating 2,500 people. Another 2,500 found standing room only and were content to watch the proceedings regardless of their discomfort. Present was the Navy, Army, Marines and Atomic Energy Commission as well as many Senators and Representatives. The Auctioneers received from the many officials present commendation on the way and manner in which the sale was conducted and the rapidity with which the collections were made, as it was the responsibility of the Auctioneer to collect for all sales.

The sale called for a fifty four page catalogue and comprised 4,158 lots. One outstanding incident of the auction involved the Jungle Hammocks (Lots 101 to 150 Incl") which were offered with the privilege of the highest bidder taking as many lots in numerical sequence wanted. When the Auctioneer had succeeded in getting \$3.10 each from the highest bidder, he was asked how many

lots he wanted, he very nonchalantly said, "I believe I will take them all", a hush fell over the multitude and seemed stunned for a few seconds. Instantly the Auctioneer qualified the bidder by asking him if he realized that he was buying approximately 89,000 hammocks and that it amounted to in excess of a quarter of a million dollars, "You needn't worry, I understand it very clearly and I have \$100,000.00 certified check as a deposit". The buyer was dressed in a pair of overalls and a 49 cent shirt. His total purchases amounted to about \$400,000.00. One should never judge a book by its cover.

Previously Jungle Hammocks have been sold by the Government by sealed bids in several locations throughout the states and the highest price paid was \$1.75 which proved beyond any doubt whatsoever, that when sold by the public auction method a much greater return is realized than by the sealed bid method or by private treaty.

This sale is an outstanding example of the merits of public auction. Auctioneers interested in selling Government Surplus supplies are requested to contact their state Senators and Representatives. Send them a copy of this issue of "The Auctioneer".

COIN PURLOIN

And pie-eyed Pete thinks the meanest guy in the world is the restaurant proprietor who goes around pinching the waitresses' tips.

You came to visit us in 1953 - - -

We are going to visit you in 1954!

JULY 15 - 16 - 17

Omaha

Nebraska

1953 was a year of great progress for the N.A.A., but 1954 has exceeded our expectations. Congratulations to all who are doing so much to advance the Auctioneer Profession and to all those who have guided our National Association to its place of prominence.

May every Auctioneer in America lend their support by attending the national convention as the Nebraska Auctioneers. Association. has. done everything to make your convention the happiest imaginable and an event that will make for still greater progress.

OHIO WILL BE THERE

**OHIO STATE AUCTIONEERS
ASSOCIATION**

HOOSIER STATE AUCTIONEERS

**Are You Going to Omaha, Nebraska
for the big National Convention of
the N.A.A., July 15-16-17.**

We know it will be an event that you'll Never Forget and one that every Auctioneer interested in the advancement of his profession and his own business will want to take advantage of.

Visualize meeting Auctioneers from all the 48 states and Canada meeting together for the advancement of all. Our hosts the Nebraska Auctioneers Association have gone all out to make this conclave inspiring and constructive as well as entertaining. CONGRATULATIONS.

We will Be Seeing You in Omaha.

Indiana Auctioneers Association

Now Is the Time to:

Fish.
Talk politics.
Go to church.
Count the pigs.
Paint the porch.
Clean up the yard.
Hang May baskets.
Quit driving so fast.
Phone the junk man.
Rat-proof the corn crib.
Sharpen the lawn mower.
Sharpen cultivator shovels.
Line up harvest help early.
Buy Mom a box of pansies.
Put salt out in the pastures.
Grease all the farm wagons.
Read your insurance policies.
Buy a clothes dryer for Mom.
Telegraph some flowers to Aunt Het.
Check the air cleaner on the tractor.
Ear-mark pigs from the best litters as future mothers.
Compliment the choir director at church; his is a hard job.

Try your hand at golf once; it may be more fun than you thought.

Invite Shorty's teacher home for supper once more before school ends.

Counsel with that bright boy down the road; tell him that he ought to go to college next fall.

STUNNED

A certain young lady was invited up to her boy friend's apartment the other evening to look at his etchings. When they arrived at his apartment, she was surprised to find no etchings at all. In fact, to her amazement, she discovered he had no chairs, no tables, no furniture, at all. She was floored.

No Smoking

Passenger: "Is smoking permitted, conductor?"

Conductor: "No."

Passenger: "Well, where did all these cigarette ends come from?"

Conductor: "From people who didn't ask questions."

Come to Omaha. July 15 - 16 - 17

GRUBAUGH BROTHERS

AUCTIONEERS OF NEBRASKA

**"MARV" - RISING CITY — "DICK" - DAVID CITY
AND THEIR WIVES**

Join with all Auctioneers of the Nebraska Auctioneers Association to

WELCOME — WELCOME — WELCOME

Every Auctioneer in the United States and Canada to the National Convention of the N. A. A., Omaha, Nebraska, July 15 - 16 - 17.

GRUBAUGH BROS.

We sell at auction Real Estate - General Farm Sales - Livestock. Managers and Operators of Grubaugh Bros., Livestock Auction. 75 miles west of Omaha on 30A Highway.

SALE EVERY THURSDAY

*Members: "Nebraska Auctioneers Association"
"National Auctioneers Association"*

Texas to Nebraska



Col. Henry Silver

On March 5th a letter arrived from Col. W. J. "Bill" Wendelin, inviting me to join the National Auctioneers Association. Signed application card for membership and check went forward immediately, as I welcomed such an opportunity. Having spent 36 years auctioneering I found "The Auctioneer" the most interesting publication ever to come before me. Such a publication should make every Auctioneer in America throw out their chests and be mighty proud to be a member of the Association and the privilege of being a part of the publication. I can see from reading "The Auctioneer" that the Auctioneers are taking a definite stand in the interest of their profession which has long been over due.

I am looking forward to meeting the Auctioneers from Minnesota, North Dakota, South Dakota and Montana. They are mighty fine group of Auctioneers and I will be on hand to greet them at the national convention in Omaha, Nebraska. Yes, I want to meet every Auctioneer and thanks to the National Auctioneers Association which makes it possible for all of us to exchange ideas and improve ourselves and our profession.

Omaha, Nebraska

OMAHA is geographically located in the very center of the United States "at the crossroads of the nation" and the fourth largest railroad center with ten major trunk lines railroad operating into or through Omaha; and one of the best airports, with transcontinental Stopovers. Omaha is situated on the beautiful Missouri River, the twin city being Council Bluffs, Iowa. Omaha is served by two major transcontinental Buslines, The Greyhound and The Trailways — a nucleus of a network of Highways Nos. 6, 30, 73, 75, 92 and 275 — good hotels, motels and the finest of transportation facilities. Omaha, "The Nation's Steak House" will tempt you with the finest of food and if you have never eaten in any of Omaha's famous steak houses, well, you are in for the greatest treat in your life.

Omaha makes a perfect convention city and on July 15, 16 and 17th all roads will be leading to the most central and convenient city in the United States for the eighth annual national convention of the National Auctioneers Association. Hotel Fontenelle, convention headquarters, reports reservations coming in from all parts of the country. Colonel if you haven't made your reservations better get off a telegram or letter to the hotel today. The Nebraska Auctioneers Association have made arrangements and worked out with great care and nicety of detail for the greatest convention in the history of our Association. The convention will present a most unique opportunity for every Auctioneer in America, so much so, that no Auctioneer can afford not to be present. Your national headquarters has received numerous requests from business men and manufacturers to attend our convention, because they are interested in the auction method of doing business and are cognizant of the tremendous amount of business that is transacted VIA the auction sale. This convention will prove to everyone in the United States and Canada that the Auctioneer profession is making fast progress, recognized as a profession that holds an important place in the economy of our country.

Fast Money Maker

Set of 3 100% Pure Bristle Brushes

**3- $\frac{1}{2}$ inch Wall Brush
2-inch Trim Brush
1 inch Sash Varnish
Brush**

**For Only \$9 per dz. sets
Each Set 36 Brushes**

F.O.B. NEWARK, N. J.—Freight Prepaid on 100 Lbs.

For sample order of one Set of All 3 Brushes, send Money Order or Check for Minimum \$1.00 which will include shipping and Parcel Post Charges.

Set of 4 Varnish Brushes

**$\frac{1}{2}$ inch Touch Up Brush
1 inch Utility Brush
 $\frac{1}{2}$ inch Varnish Brush
2 inch Enameling
Brush**

For Only \$5 per dz. sets

F.O.B. NEWARK, N. J.—Freight Prepaid on 100 Lbs.

For sample order of One Set of All 4 Brushes, send Money Order or Check for Minimum \$1.00 for 2 Sets, will include shipping and Parcel Post Charges.

men and Farmers who are in the Market for all kinds of Livestock.

Kelly Brush

790 Broad St.

Newark 2, N. J. – Market 4-3434

Different kind of auction

By Ray Anderson

Courtesy The Farm Journal

The auctioneer sees no birds, hears no birds, but he sells them by the thousands!

That's at Goshen, Ind., hub of an area that produces 10 million broilers a year. Although there's not a single bird around that auction, buyers and sellers know what they're doing.

Every Monday and Thursday at 2 p.m. auction officials list the birds that will "go under the hammer" 24 hours later. The list gives the name of each seller, the number of birds he is offering, their breed, age, location, and date that they may be moved.

Bidders go out into the country, have a look, come back, and buy. If they choose. They hold auction in the back room of a Goshen bank.

When a sale is made, both buyers and seller merely sign a memorandum. The seller pays a fee of \$1 per thousand birds to list his birds. But the minimum charge is \$2, regardless of whether the birds are sold or not. He may withdraw his birds before the auction starts by paying the additional \$1 per thousand.

He also may refuse the highest bid. And if he gets only one bid he may make a bid himself. Then the buyer who made the first bid may meet that price or turn it down.

Nobody else may bid after the owner states his price. But if he doesn't sell at his stated price he may list his birds free at the next auction.

The auction is operated by a cooperative, the Elkhart County Poultry Association, Inc., The directors get no salary, meet once a month. They have a lot of duties and activities, too. They put out poultry market reports, promote Elkhart County broilers, do educational work of all kinds.

Their activities are financed by a check-off of \$1 per \$1,000 of sales. Feed

companies and hatcheries also pay in \$1 per \$1,000 of sales. A producer may get his check-off money back simply by asking for it in writing.

One interesting thing the Association does is the promotion of "Broiler Barbecues"—a whing-dinger of a barbecue held in mid-September every year at the County Fair grounds. If you're in the area at the time, you can eat barbecued chicken until you nearly bust for only \$1.75.

This barbecue promotion dates back to June, 1951. They fed 1,800 persons that day at \$1.25 each. Everybody stages broiler barbecues now—churches, business firms, civic clubs, farm organizations, feed dealers, hatcherymen and poultry buyers.

The association rents barbecuing stoves for \$1. furnishes skilled supervision for \$7.50.

The biggest single factor for a successful barbecue is to have the chicken cooked "done." So Roscoe C. Stangland, County Agent, and a wheelhorse in promoting poultry raising in the area, tells me. The association has a booklet which tells "How to Barbecue Chicken."

It includes recipes for barbecue sauce, tells you the kind of stove to use—a half barrel with mesh top; the kind of fuel—charcoal, and how to cook them. Here's what it says about cooking:

"After the charcoal is ignited, spread the chickens evenly under the grill, skin side up. Watch closely to avoid burning, turn and brush with sauce every four or five minutes. Slow cooking is the secret—it should take 60 to 75 minutes.

Most beginners cook chicken too fast: the result is dry chicken, burned to a crisp outside, and undercooked inside." There's a big demand for that booklet.

They're making their own market for broilers in Elkhart County, and doing quite a job of it. They grow 'em by the million, and sell 'em the same way.

A young and attractive girl entered the door of a crowded bus and asked the handsome driver, "Can you squeeze me in there?"

"It will be a pleasure, Miss," he grinned, "If I can get somebody to drive this bus."

Auctioneer Active at 86. Started at 24



Among Nebraska's Veteran Auctioneers, T. D. Preece of Battle Creek, Nebraska rates at or near the top. In a profession he entered 60 years ago, "By accident" he's still crying sales at 86.

I see no reason to quit yet, said Mr. Preece who with his wife, the former Lean Wade of Norfolk, last week celebrated their sixty-second wedding anniversary. He was an infant when his parents moved here in 1869, about six years before Battle Creek was born. The North Western Railway came in '79.

After working as a drayman 10 years, Mr. Preece got into the auction business by volunteering to cry a general store sale for a friend.

"I was just kidding, but he took me seriously," Mr. Preece said.

He has conducted thousands of livestock auctions and farm sales "every place along the North Western west from Fremont to the Black Hills.

He sold for two years at the Horse and Mule Commission Company, Omaha, helped pick the site for the Norfolk Livestock Commission Company sales barn and cried the first sale there about 1920.

One of his biggest sales was in 1918 at the Diamond Bar Ranch, Cody, Nebraska, where he sold the livestock and equipment. In the depression of the '30's cattle sometimes brought as little as one cent a pound.

"You had to beg to get that," he recalled.

The Preeces have two daughters and three sons, including Dr. W. O., Waterloo, Iowa; Dr. John D., Trenton, N.J., and Gerald of Battle Creek, who is also an auctioneer.

Despite his busy life Mr. Preece has found time for the service of the Battle Creek Community. He was for many years Battle Creek Mayor.

*We are looking forward to
meeting you in Omaha*

Ernie Sherlock Fred Sherlock
LIVESTOCK – REAL ESTATE – FARM SALES

Auctioneers for

St. Francis Livestock Com. Co. St. Francis, Kansas
Brush Livestock Com. Co. Brush, Colorado
Ogalalla Livestock Com. Co. Ogalalla, Nebr.
Goodland Livestock Com. Co. Goodland, Kansas
Benkelman Livestock Sales Co. Benkelman, Nebr.

PUREBRED LIVESTOCK A SPECIALTY

LICENSED REAL ESTATE BROKER & SALESMAN
KANSAS — NEBRASKA — COLORADO

We are dated for July 15, 16, 17
National Auctioneers Convention
Omaha, Hotel Fontelle, Nebraska

E. T. Sherlock Fred Sherlock

*Members: "Nebraska Auctioneers Association"
"National Auctioneers Association"*

Spring Cattle Roundup

Way out west on the vast open spaces, cattle roundups are still part of the cattle rancher's life and probably always will be. Some phases of raising cattle have been changed, but big ranches cover so much ground that roundups with wranglers are still the best way to gather in the cattle.

Books have made the cowboy life one to envy, but it involves plenty of hard work. During roundups it is 4 o'clock in the morning when the wrangler is up and at 'em. He always puts his cowboy hat on first, then dresses from the top down, boots going on last. The smell of breakfast coming from the chuckwagon gets him moving in a hurry. The cook, commonly called Chuckwagon Charley, has been up long before, made the coffee and has it boiling over the fire in the big, black pot.

Meantime, one of the wranglers has brought in the remuda of horses. Horses tire sooner than men so each hand has at least four steeds. The men form a temporary corral with their arms while each ropes his mount. They saddle up and are ready.

The group spreads out to circle the vast area to search out the cattle. The riders must get an early start because the cows hide under bushes and shrubs to stay cool as the day gets hotter. Some would never be found if the crew waited until then. The cattle are driven slowly. If they are moved too fast, precious fat is lost, thus bringing less money.

On reaching the holding ground, the working spot chosen for the day, the men are divided into four teams; branding, doctoring, vaccinating, and inspecting. They grab a fast lunch that has been waiting for them as Chuckwagon Charley has been there long before. Then they change horses for the afternoon's work. The cutting horses take over, work their way among the cattle, cutting off this cow, that calf. Another group are aboard roping horses who follow the calves in perfect timing while the cowboy ropes the calf, leads it back to the holding ground.

From here on it looks like confusion, but isn't. The men work quickly and

surely as they brand the calf, earmark it, dehorn it, vaccinate it, doctor it. A smear of disinfectant is put on the wound and the calf is turned loose. Old cows, marketing steers are cut from the group separately. The cattle to be held over are moved back onto the range. The breeding stock calves and yearlings are likewise segregated.

It all sounds like hard work and it is, for the sun is hot and dry dust sprays the faces. It is the job of a ranch wrangler and he loves his work. When the sun goes down the men gather around the chuckwagon for more hearty food. After they finish eating each gets his bedroll from the roustabout wagon. They then lie around while one strums a guitar, another spins tall tales. There is the last cigarette before the bone weary men drop off to sleep.

~~FAST WORKER~~

Said the young man about town to the beautiful lady he was dining with that evening:

"Will you have breakfast with me in the morning?"

"Sure," she replied. "Then," answered the young man, "shall I phone you, or nudge you?"

~~STUFFED CABBAGE~~

During the stay of a small circus in a little town down South, a particularly violent electric storm caused the single elephant of the outfit to "stampede." Next morning, bright and early, the town constable got a call.

"Come out immediately," an excited feminine voice was heard to say, "there is a huge animal of some kind in my garden, and he's pulling up my cabbage with his tail."

"What's he doing with the cabbage?" questioned the officer.

"You wouldn't believe me if I told you," came back the answer.

~~For Political Tourists~~

A tourist court operator had many political customers. So many he set aside one of his better cabins for them exclusively. He named it the "Bunkhouse."

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Going, Going, Gone

Increased bidding has driven up the price of old armor and ancient weapons at English auctions—

While swept-back jets go screaming
Through England's sky-blue sky
And atom bombs lie gleaming
In piles increasing high,
The merchant and the farmer,
The doctor and the clerk,
Go forth to shop for armor
In hours when not at work.
They bid for fine and plain mail,
For halberd and for pike,
For plate as well as chain mail
For lances and the like.
Then, clad in steel, they rattle
And dream of olden days.
When Englishmen did battle
In simpler, safer ways.

RICHARD ARMOUR.

There's always something about a
self-made man that shows.

WHAT, NO SKIES

A soldier just returned from three years overseas arrived at a camp near his home town. He was naturally very anxious to see his wife, but try as he would, he could not possible wangle over two hours' leave. After six hours' absence, he came back to camp. "Why the hell are you four hours A.W.O.L.?" barked his sergeant. "Well, you see," said the soldier, "When I got home I found my wife in the bathtub and it took four hours to dry out my uniform."

QUICK

A slightly obese man had taken a prominent seat in a street car. A woman sitting opposite, noticed him and whispered to her lady friend:

"If that stomach was on a woman it would indicate she was in a family-way."

The man overheard the remark. He smiled back gently, and said:

"Lady, it was; and she is!"

Falstaff Brewing Corporation

25th Street and Deer Park Blvd.
Omaha 1, Nebraska

CHAS. B. SCHMIDBAUER
Resident Manager

January 11, 1954

Mr. E. A. Sherlock, Secretary,
Nat'l. Assn. of Auctioneers
St. Francis, Kansas
Dear Mr. Sherlock:

On behalf of the Falstaff family of 450 Nebraska citizens I want to express the hope the convention you are planning to hold in Omaha July 15-17 will be most successful.

I also want to extend an invitation to you and the members of your organization to be our guests on a tour of Nebraska's largest and most modern brewery. Our chief tour guide conducts visitors through the plant each weekday at 2 p.m. and reservations for evening plant tours can be made by contacting our tour department.

Following each tour is a program of refreshments in our hospitality center. It would please us to be your hosts and we would like to hear from you.

FALSTAFF BREWING CORPORATION
CHAS. B. SCHMIDBAUER,
Manager

CBS:mp

"The Choicest Product of the Brewers' Art"

Clem D. Johnston Elected President of U. S. Chamber

Clem D. Johnson of Roanoke, Virginia, who describes himself as "a typical business man, and in no sense of the word a big business man," has been elected to the presidency of the Chamber of Commerce of the United States.

Few men in America can match his record of service in government, civic and volunteer business organization. He has been active in the National Chamber for 22 years, having served on the resolutions committee as early as 1932. Twice Clem was a director, and was in his fifth term as a vice-president when chosen president.

Clem Johnston's Civic service to Roanoke is legion. He was president of the Roanoke Chamber of Commerce in 1934, and is a past vice-president of the State Chamber.

At 57, Clem is a veteran of two World Wars. He was educated at Centre College in Kentucky, and Harvard University. He operates and resides at "Blue Hills," a 450-acre beef cattle farm off the old Hollins Road. His business connections also include an interest in six wholesale groceries; directorship in several other concerns; and until recently was proprietor of the Roanoke Public Warehouse.

On the National scene, he has been repeatedly recruited as a non-paid consultant by such agencies as the RFC, Navy, OPA, The House Appropriations Committee, Project Adequate Roads. He has been on the board of the American Warehousemen's Association, and the Boy Scouts. He is also a past district governor of Rotary International.

These are only a few of Roanoke's leading citizen's accomplishments. Space limitations prevent our making a full account, however THE RECORD joins Clem Johnston's many friends in wishing him every success in his new responsibility—head of the Nation's business interests—President of the U. S. Chamber of Commerce.

Members of the National Auctioneers Association who were fortunate enough to be present at our national convention held in Roanoke, Virginia, July 13-14-15, 1950, will recall the thrilling and inspiring message he delivered.

Spring Roundup in the Rockies

Reminiscent of the old-time West is the "horse drive" held in western Wyoming in early June every year. The horses that serve as mounts for summer visitors at dude ranches in the Jackson Hole area of the Teton Mountains spend the winter grazing on the open range, some 225 miles south of the ranches. Late in the spring, when the snow is leaving the mountains, cowboys get their trail gear in shape and ride down to the winter pastures to bring the horses back. It sometimes takes days of hard riding to get the herd together. After months of roaming free, the horses have become "wild"—they dash off in alarm when they see the mounted men, hide in canyons and deep brush. At last, all the strays are rounded up, and then begins the long trek north to the ranch.

INFERIORITY COMPLEX

The newlyweds had been married the day before and this was their first breakfast together. Shyly, the bride spoke. "Darling, I have a confession to make. I should have told you before. I suffer from asthma."

"Thank Heavens," cried the groom, "and all the time I thought you were hissing me."

BOTTOMS UP

Men make passes at girls that empty glasses.

FOR MEN ONLY?

A luscious blonde got a job distributing free sticks of gum, by way of advertisement, on street corners. One evening after work she ran into an old friend. "Say, I hear you're planning to get married," said the friend. "When's the big event going to come off?"

"In a few months," the blonde replied.

"That's fine! And what are you doing in the mean while?"

"Oh," responded the luscious one, pursing her lips prettily, "I'm giving away samples."

Collector's Item

Poking its roof and cupola above the surrounding peach orchards and walnut groves on state highway 132, ten miles east of Modesto, California, is a huge old barn housing one of the finest collections of old forms of transportation west of the Mississippi river.

Even wonder what a trap, umbrella runabout or landalette were in the days of your father or grandfather? You'll find them among the vehicles of Pierce A. Miller's California Ranch on the "old Waterford Road." Floor space, including loft, is jammed with more than 100 horse-drawn vehicles.

There you will find, too, every conceivable type of cycle, most of them built before the 20th Century, in an age still powered by the now fast-vanishing "Hayburner." Styles such as boneshakers and tandems are among the many oddities.

BUSY MRS. B.

Boris who comes from Czechoslovakia has been in this country only a few months. He does not speak English very well, and in conversation one day was asked, "Boris, what is it that you are most anxious to see in America?"

"Well," replied Boris, "I weesh most to meet dat famous Mrs. Beech who have so many sons in last war."

WELL-HEELLED

An American soldier goes into a London restaurant and sits down at a table. After a few moments a good looking filly jaunts over to his table and lays down the menu.

"What's good today?" he asks of the waitress.

"Rhubarb, rutabages, ravioli, rice and roast," is her answer.

"Baby you sure do roll your r's."

"Year, maybe it's because of these high heels I'm wearing."

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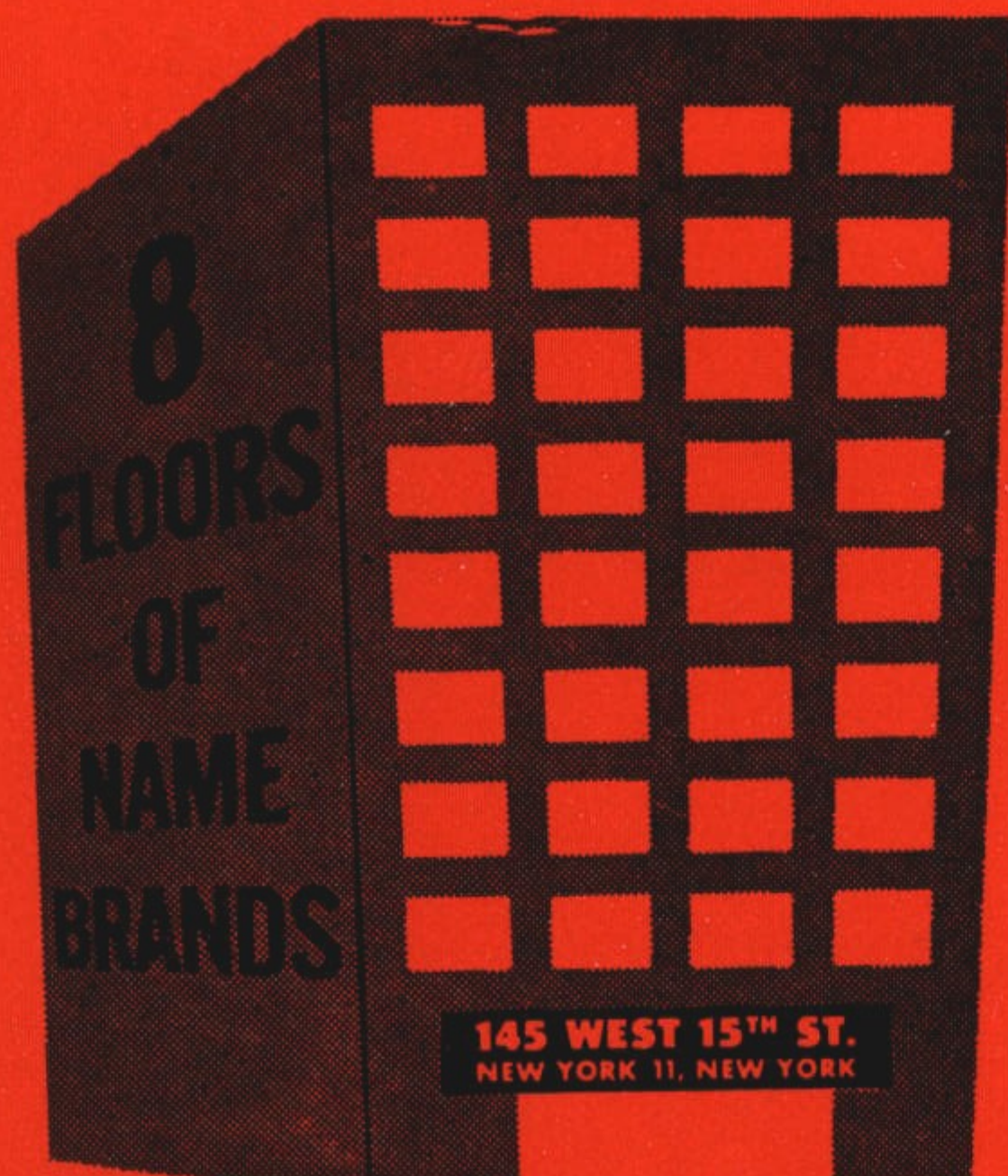
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