

THE AUCTIONEER



SEPTEMBER
VOL. IV

1953
No. 8

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The retiring President Col. Clyde Wilson, congratulating the newly elected President, Col. Walter Holford.

PRESIDENT'S MESSAGE

Col. Walter Holford

I am more than honored in being unanimously elected your president for 1953-54 and I am not unmindful of the responsibilities that go with the office.

Our largest and most constructive convention in the history of our Association is now a matter of record. One could not accept the office of president, without the full knowledge of the wonderful record and accomplishments of my predecessor Col. Clyde Wilson, all the officers and Directors and every member that contributed so much to make his tenure of office so outstanding.

I am fully aware that a precedent has been established and one that will be far surpassed come July 1954. In order to surpass that record I call upon each and every member to obtain at least four new members. Our slogan "GET MORE IN 54". We are determined to go to our national convention in Nebraska in July 1954 with a minimum of 2,000 members. My job as President has been made far less difficult by the membership surrounding me with tireless workers, who in the past, have proven themselves outstanding qualified leaders. Upon them I must lean heavily and shall be governed by their seasoned judgment and advice. I now call upon the entire membership to go forward this date and obtain four new members. If each of us will do that the wonderful record of 1952-53 will be surpassed and 1953-54 will be the greatest year of all.

Let me urge you to support in every possible way "The Auctioneer, as through your support of our publication our Association rises to greater accomplishments. It is the only medium through which our membership can be appraised of our program and results throughout the year. May we all do our bit in making "The Auctioneer" the most interesting publication to arrive in our mail.

My very best wishes go out to every member of our Association for good health, wealth and any other thing that may lead to your happiness and success and let us all unite to march forward as one, and awaken the Auctioneers of

America to the urgent need of their membership in the National Auctioneers Association.

In this my first message as your President my appeal to you "Go Forth-Get More in 54".

"THANK YOU" OHIO AUCTIONEERS ASSOCIATION

By Managing Editor

As the auctioneers began arriving for their national conclave in Columbus, Ohio, July 16th, members of the Ohio Auctioneers Association were on hand to make every visitor feel at home. In many instances they went out of their way to accommodate and assist in every way they could the many visiting Auctioneers from other states.

Not content with affording hospitality, entertainment for the pleasure of all was provided by the Ohio Association on the evening of July 16th, when visiting Auctioneers, their wives and others joined in the dance and welcoming party in the Junior Ballroom of the Neil House, where they danced everything from "Put Your Little Foot" to the Bunny Hop.

The National Auctioneers extends to the Ohio Auctioneers Association their heartfelt thanks in being hosts to this great event, for their splendid spirit of cooperation and for the way and manner they made each and every visitor entering the door of the hotel feel relaxed and perfectly at home. Your Managing Editor has received many letters commenting most favorably on our grand convention, which through the fine spirit and efforts of the members of the Ohio Association, contributed so much to the success of the convention.

We salute the Ohio Auctioneers Association, and every member present at the convention departed with a very pleasant memory of true Ohio hospitality.



Convention banquet in the Grand Ballroom of the Neil House, Columbus, Ohio, where 500 Auctioneers and their wives assembled to hear that famous humorist Chet Guffey. As the last table was set up every available space in the spacious ballroom was taken.

"It Seems To Me"

By Col. John W. Rhodes

Seems like a long time since I sat down at this machine and tried to bang out a few lines to the auctioneers of America. This idea of missing one month out of the year is made necessary because of the time of the convention, but it is one of the handiest things there is for the men who have the responsibility of getting the paper together. It gives the same feeling the school mom has when she lets our kids out for an Xmas vacation and can forget about taking care of them for a few days.

This is the first year I have missed a convention since the one that was held in Asbury Park, New Jersey in 1948. I thought the family had been good sports and spent our vacation each year on the convention and as a result thought this year we would take a trip all our own. Had heard a lot of tall tales about the fishing in Minnesota so we thought we would sample a bit of it. One man had said at the last Auction convention that the bushes around the lakes were there so a fisherman could hide behind it and bait his hook. I have forgotten who made that remark, but I am here to tell him and the whole world, "IT AIN'T SO."

We had a lovely trip, lots of peace and quiet, a good visit with some friends from Penna. who met us there, but it was tough coming home. I had taken orders for a lot of fish from friends who knew we were going fishing. Thought I was a good hand with a rod and reel. It was terrible to have to come home and tell them that all the fish we caught in the whole week we ate in two meals and they weren't too big meals either. Had a lot of sport though that I didn't plan on. Just about dark the mosquitoes came in thick and fast and Johnny and I shot up a lot of ammunition at them. It's not much fun to shoot one of them on the set with a 12 guage shot gun, but while they are flying it's lot of fun. They are hard to hit unless they happen to be carrying a rabbit or something in the mouth but it's real sport to shoot them and watch the big splash as

they hit the water. The girls thought we should try to cook one, but they had such a tough hide it was too hard to get them cleaned so we just let those that fell on the lake go to the bottom and those that fell on the shore we would gather up and bury. That was the worse part for it took an enormous grave if you tried to put 5 or 6 in the same hole.

Some of the people up at the lake told us that it was unusual up there. That's an old one. That's what the California people said when we got out there to the land of sunshine and landed right in the midst of their rainy season. Here in Iowa we don't call it a season when it lasts so long, we call it a year.

As it looks from here, we will be all packed up next year in July but it will be to head for the National Auctioneers Convention. I am anxious to get this copy of the Paper for I am dying to know who was there, what was done, and the plans for the coming year. Lets all get news in the Auctioneer and make this year the best one in the History of the paper. With a new year to start on and with the knowledge Col. Coats had about the paper before the convention, he will be able to make it a paper you'll all be proud of if you'll pitch in and give him just a little support. Not a lot from a few men but a little from all the men is what it will take.

Auctioneerily Yours,
John W. Rhodes.

REGRETS

It was the intention of your Managing Editor to give you a full and complete report of the National Convention in this issue. A publication that the entire membership would take pride in having a part in.

Due to the untimely passing of my beloved wife, we are obliged to go to press with this issue, with much of the material remaining to be edited, so that this issue will reach you on schedule. With a heavy burden to bear, the indulgence of your patience is requested pending publication of the October issue.

A CHALLENGE

By Convention Chairman

We have in the National Auctioneers Association potentials of immeasurable value to all of us and to all of the Auctioneers of America. Our objective should be to nourish, inspire and utilize this great potential in building an Association in which each of us can be proud to have had a part in building, not only for ourselves but for the future Auctioneers.

The Auctioneers of this great land of ours have been characterized by some as grasping and selfish, heedless of the greater good. I think—I know—that this is a misrepresentation, and it could well be a fatal error. If we should cater to the weakness of the Auctioneer, rather than to his strength, we would find ourselves trying to do for him things that he should do for himself. We would weaken his initiative, undermine his morale and prepare him for the inevitable role which awaits those who succumb to that seductive appeal. That must never happen. There are some values more precious than fleeting dollars.

What we can do—what we must do, is to appeal to the Auctioneer's strength, to help him do, through sound organization, those constructive things which he cannot do by himself alone. No Auctioneer is ever helped permanently by having someone else do for him what he should do and could do for himself.

The Auctioneers ask for, and should have, a fair chance to make his own way in a field of fair competition. He should have reasonable assurance that through organization his interests are protected and that his place in the community is most definitely a part of our American economy. He should have opportunity for improving himself, for improving his profession and have available the results of research through organization, that will enable him to do a better and more efficient job.

Our task as an organization is to see that he has these opportunities in an atmosphere of freedom without interference from local, county, state and national government. The problems that confront us, numerous and difficult

though they be, will not be great enough to deter us in that purpose. We will not—we cannot—and we must not let the Auctioneers of America down.

Great decisions lie ahead of us. Let us not shrink from them. Let us debate the issues that come before us at this convention vigorously. There is safety for all the Auctioneers of America in a free and informed Association.

Let each and everyone of us assembled here go forth with a greater determination than ever before, that as a result of this convention we may each of us be inspired to greater accomplishments, to greater ideals, to greater efforts for a bigger and better Association and a better profession.

The challenge to keep us strong is your responsibility. The National Auctioneers Association is now before the public throughout the width and breadth of our country. As the curtain falls on the last session of this convention and we return to our respective communities, may we do so with the sincere conviction that as an organization we do have a challenge and that each of us will shoulder the responsibility to meet that challenge.

I Know Something Good About You

Wouldn't this old world be better
If the folks we meet would say:
"I know something good about you!"
And then treat us just that way?

Wouldn't it be fine and dandy
If each handclasp warm and true
Carried with it this assurance:
"I know something good about you"

Wouldn't life be lots more happy
If the good that's in us all
Were the only thing about us
That folks bothered to recall?
Wouldn't it be nice to practice
That fine way of thinking, too:
I know something good about you?
You know something good about me,

In any auction sale for an Auctioneer
to do less than his best is degrading.



The retiring President Col Clyde Wilson, as he called the convention to order.

CONVENTION EXPENSES ARE TAX DEDUCTIBLE

By Managing Editor

All the legitimate expenses incurred by an Auctioneer attending an Auctioneers convention are income tax deductible. Nevertheless, a good many Auctioneers, because they are away from business, neglect to treat convention outlays as a business expense. They fail to enter such expenses on their books upon their return home. Not a few Auctioneers are still unaware that such expenses are deductible. Some are disposed to consider it immaterial whether such expenses are reflected as business expense or not. However, tax wise, it can be expensive to overlook such charges.

Even though an Auctioneer's taxable income is in the lowest tax bracket, the cost of attending a convention will reduce his income tax by better than \$22 for every \$100 of convention expense. Or, stated another way, the net cost of attending a convention is only 78 cents for every dollar of convention outlay. Auctioneers in higher income tax

brackets will reduce their income tax even more substantially, or have the net cost of convention attendance reduced even more.

Attendance at your convention is recognized as a necessary business function by the Bureau of Internal Revenue. However, not all expenditures made while at a convention are necessarily tax deductible, but Auctioneers are not inclined to make such services without first considering the wisdom of the expenditure. How about it Colonel? Should we all start growing wings?

MY SLANT ON THE CONVENTION

By Col. Pop Hess

As I write this article for the September issue, I do so knowing that the issue will be just full of wonderful convention news. What a wonderful convention it was. There is no question all that will be printed on the subject will only be
(Continued on Next Page)

the story half told. One just had to be present to fully appreciate what a grand organization the National Auctioneers Association is and what a wonderful convention they put on for the benefit, not only of their members, but for all Auctioneers.

For my part it was an event I had waited fifty years for. I was not too visible during the three days and nights, but I did have a good listening post throughout all the proceedings. The interest that was taken by all, the many constructive talks from the platform, the many interesting conversations with the members, the superb way and manner in which the chair conducted the convention, the excellent conduct of the many Auctioneers, made me proud to be associated with such a fine group and convinced me that the National Auctioneers Association is the place for every Auctioneer in America to be enrolled. Every Auctioneer owes it to himself and to those he serves to take a few days off and attend and enjoy the hospitality the national convention offers all as well as the many benefits. Having lived my three score and ten, after the convention, I felt like hitting the road again.

I want to thank all who attended our Radio Party at WRFD on the first day of the convention. There was some sixty Auctioneers and their wives present, it was indeed a happy half hour. My thanks to the Ohio Auctioneers who assisted in getting the party from Columbus to our studios, especially Chet Guffy and Clarence Latham, who took the lead in the line up.

From the large gain in membership during the past year and the extreme interest manifested by all, is a most remarkable step forward. You have built an impregnable foundation upon which a mighty structure can be erected. It is still a big job to complete and will require the ever-lasting effort of every member before the roof can be attached. I was over-joyed to learn that our new President went into action immediately and has set a goal of 2000 members by July 1954, and adopted the slogan "GET MORE IN 54". May we all rally to his call and give him new members far in excess of his goal.

I salute the Ohio Auctioneers Association who were such perfect hosts to this grand group of men and women, and I know that each departed for their homes with nothing but pleasant memories of Ohio hospitality. I take my hat off to all who played any part in the best and largest convention in the history of the Association. God bless all of you, and start now to save for the trip to Nebraska in 1954. God willing I will be there.

Broiler Auction Pays Off

Courtesy of Farm Journal)

Nearly 1,000 poultrymen on the Delmarva peninsula eastern side of Chesapeake Bay) are showing the rest of the country how to get more for broilers by selling them at auction. In the last year this auction has disposed of half of all the birds raised on the peninsula.

Suppose you have some birds to sell. You call the sale headquarters, tell them how many, what kind, what age, and the location of your farm. The exchange notifies buyers, and they come to the farm to see your chickens. Next day the buyers meet at 2 p.m. and bid on your birds. The whole service costs you \$1 per thousand head.

What are the advantages? As in any auction, the buyers have to compete. One buyer can't "steal" your birds. You get quick settlement too—the exchange sees to that. And the sale has improved the quality of the birds throughout the Delmarva area.

If you want to try the idea, here's some advice from James Winchester, Eastern Shore's manager:

Make it a group activity, not a business for one man.

Put some of your better growers, feed dealers, hatcherymen, on the board.

Make sure that enough of your growers will go along before you start.

Get a good contract and stick to it.

There's no reason why the idea wouldn't work anywhere.

X A young Auctioneer, filling out his income tax return, listed a deduction for his wife. In the section marked "Exemption claimed for children," he penciled the notation: "Watch this space."



The award to the Auctioneer travelling the greatest distance went to Col. Jim Kirkeminde, now serving in the armed forces of his country and who managed to obtain leave to attend the convention travelling 2500 miles.

NEW TRIBAL COUNCIL CHOSEN

At the annual convention held in Columbus, Ohio, July 16th, 17th and 18th, officers and directors for 1953-54 were elected. Our nominating committee, made up of seasoned and experienced Association members, presented this slate, extending the opportunity for nominations from the floor, there being none, all were unanimously elected to serve for the coming year:

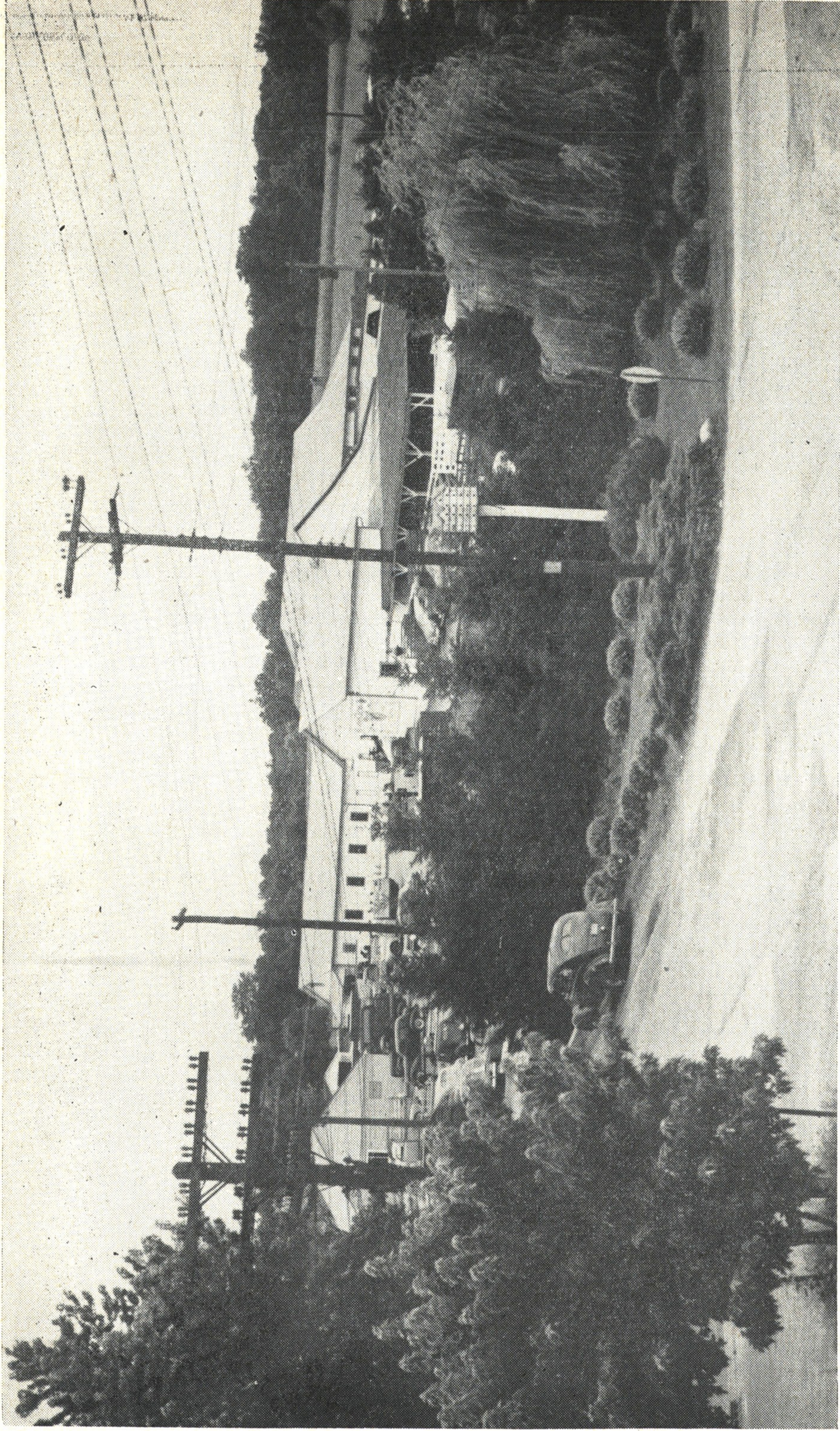
President: Col. Walter Holford, Edwardsville, Illinois. First Vice President: Col. H. W. Sigrist, Fort Wayne, Indiana. Second Vice President: Col. C. B. Drake, Decatur, Illinois. Treasurer: Col. Henry Rasmussen, St. Paul, Nebraska. Secretary: B. G. Coats, Long Branch, N.J.

Directors: elected to serve for three years: Col. Tom D. Berry, West Newton, Pennsylvania. Col. C. G. Williams, Sheridan, Wyoming, Col. J. M. Darbyshire, Wilmington, Ohio, replacing Col C. B. Drake, who was elevated to the office of Second Vice President. Col. Jack Gordon, of Chicago, Illinois, was again chosen as chairman of the Board of Directors.

President Holford, appointed the following committees: **Publication Committee** for "The Auctioneer": Col. H. W. Sigrist, Indiana. Col. C. B. Smith, Michigan. Col. Bernard C. Hart, Indiana. Col. Guy Pettit, Iowa, and Col. Jack Gordon, Chicago. **Auditing Committee:** Col. C. G. Williams, Wyoming, Col. Herbert Van Pelt, New Jersey. Col. Ray Hudson, Illinois.

Executive Committee: Col. Frank Taylor, New York. Col. Foster G. Sheets, Virginia. Col. Bill McCracken, Missouri. Col. Paul F. Bockelman, Iowa. Col. Henry Rasmussen, Nebraska. Col. C. B. Drake, Illinois. Col. B. G. Coats, New Jersey. Col. Clyde Wilson, Ohio. Col. H W Sigrist, Indiana. Col. Jack Gordon, Chicago. Col. Walter Holford, Illinois. Col. J.M. Darbyshire, Ohio.

Under this splendid leadership the Association can look forward to even greater accomplishments, which means that a very substantial increase in membership is under way. Our President has adopted the slogan "GET MORE IN 54" which literally means 2,000 members by July 1954. This can and will be achieved if every member will start now to do his bit in obtaining new members.



The Kidron Auction. Kidron, Ohio. Col. S. C. Sprunger Owner & Mgr.

SALE BARN SANITATION

Convention Address by Col. S.C. Sprunger

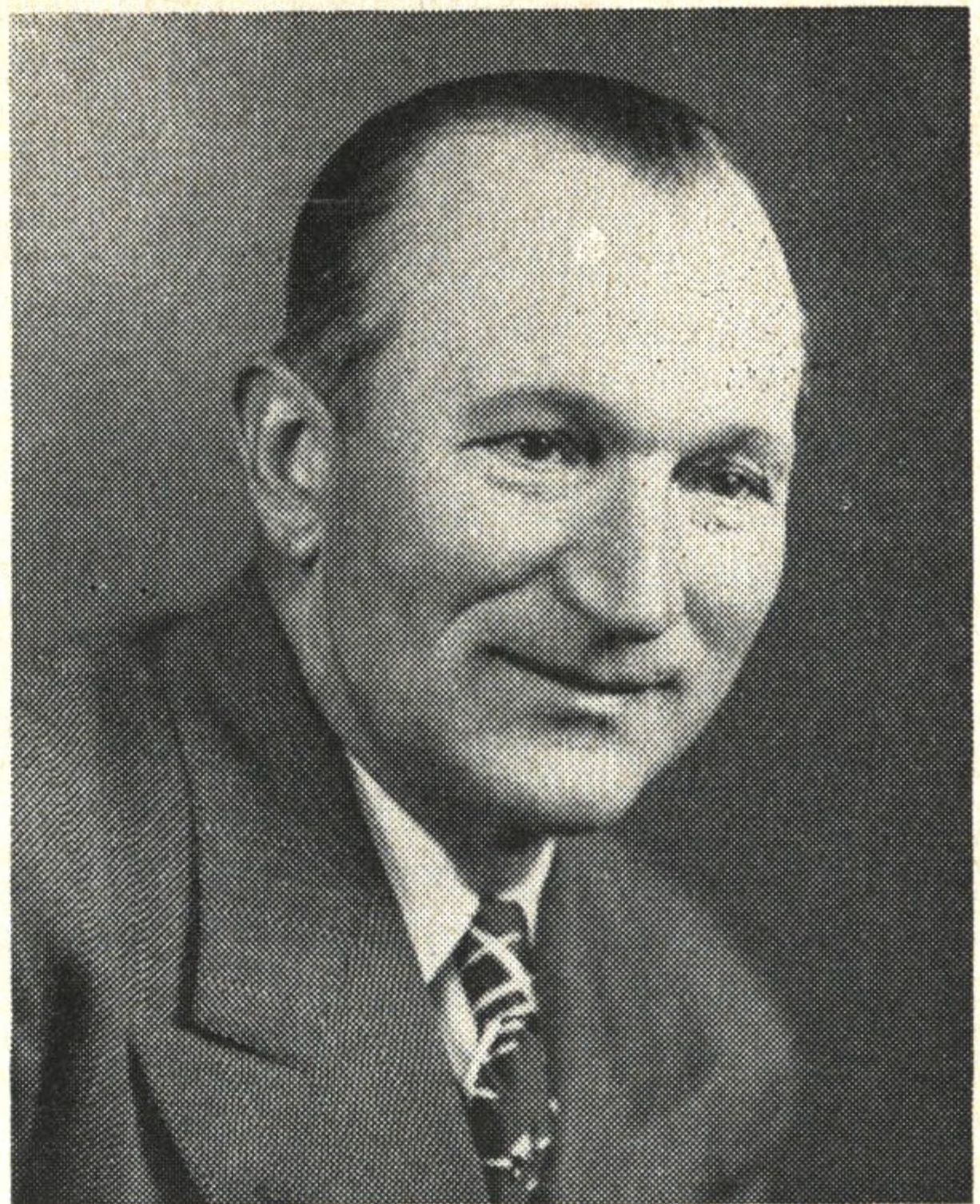
You have been welcomed by the president of our state auctioneers association, Si. Lakin, Columbus, Ohio, by our national president, Clyde Wilson, Marion, I am also happy to welcome you to Ohio, and should the opportunity present itself I wish to extend to you a personal invitation to visit, what is known from coast to coast as "Ohio's most sanitary sales barn", located at Kidron, Ohio, 12 miles east of Wooster.

I am honored to have this opportunity of speaking to you on "sale barn sanitation." In answer to a letter from our state president, Si Lakin, I wrote him that I thought—somewhere in the convention—someone should talk about this important matter. However, I did not know until recently, when I received the official program, that I was so honored.

From the experiences of the past thirty years as former president of the "Ohio Auction Sales Association"—now a director of the "Independent Livestock Marketing Association"—as secretary of the "Ohio Auctioneers Association" from 1942 to 1948—from the inquiries I have received both by letter and personal contact from graduates of "Reppert's School of Auctioneering", Decatur, Indiana, and having recently been appointed as a member of the U.S. Livestock Sanitary Association with headquarters at Trenton, New Jersey, and finally as owner, manager and auctioneer of the oldest established livestock market in Ohio, I am more convinced today than ever that "Sale Barn Sanitation" is a paramount issue—and by the same token it can be either an asset or liability to our profession.

History of Auction Markets

To give a true picture of sale barn sanitation we should go into the history of the livestock auction markets here in Ohio—that goes back to 1917 when a group of ten men—mostly farmers of Swiss descent of Kidron, Ohio,—formed an organization, originally known as a community sale, patterned after the old market days in Switzerland—with this exception—in Switzerland the seller and



buyer dealt privately—and this group of men engaged an auctioneer. "Auctioneering then was reasonable"—and sanitary provisions at that time were not even a consideration—however later as I shall show you, the idea of a livestock auction market began to spread—today there are approximately 80 such markets in Ohio, and over 5,000 in the United States. This type of auction has created a great demand for the services of auctioneers—many are now selling entirely on these markets. This new development in the auction field has also brought about new problems—"especially in the category of sanitation." The first three years we held one sale each month—the next three years we held two sales each month—since 1930 we have held weekly sales. It was at Kidron, Ohio, that much of the pioneer work was done. The real turning point in the live stock auction markets came shortly after June 15, 1932, when we celebrated our millionth dollar sale. 21 years ago—L. L. Rummell, then associate editor of the Ohio Farmer, now dean of agriculture of Ohio State University, was so impressed with the service we were rendering to agriculture that he gave our market an article covering one half page telling of its merits. Jake Flagstaff front-paged our market in the Cleveland Press on the same day. Roliff Loveland of the Cleveland Plain Dealer did likewise—and gave us almost a full page in the rotogravure section. It was on this same date that the late Col. Fred Rep-

(Continued on Page 47)

STANDARDS FOR AUCTION SCHOOLS

Col. E. T. Nelson

The following are excerpts from the address given by Col. E. T. Nelson, President of the Nelson Auction School, Renville, Minnesota, at the national convention held in Columbus, Ohio.

“One of the major needs of an auction school is a text book. A book which teaches auctioneering. A book that contains all the lectures, chants and advice given at the residential classes of the school. A book that gives the graduate a reference book to use when he goes into the auction business.

Another important requirement of teaching auctioneering, is recording of the voice and chant of every student daily. They must have many recordings made during the course of study so they may hear themselves sell and then can systematically improve under the personal instruction of their teacher.

Also, important is the rule of each teacher controlling the size of the class. No teacher should undertake to teach more than 10 students in a group. Thus he can learn to know each student and give him personal criticism and personal instruction. Auctioneering must be taught, and not just a lecture course and a preaching course. There must be student participation and every student must have a chance to sell from three to ten items, three or four times a day in class. This can be done by selling to his classmates. We call it “Dry Run” auctions, in our school.

Guest auctioneers should be used to address the classes, rather than to teach the classes. They should tell of their successes and their FAILURES. They sell five to ten items and show the class how they handle the chant. It is not necessary to have guest auctioneers come before the class during the day, everyday. They should be brought in once or twice during the course, after the students have learned sufficient about the auction field and a fair chant, so they can appreciate the ability of the Guest auctioneer.

I would urge that a system of training be set up by the experienced auctioneers in the membership of the National Auctioneers Association, whereby they would



agree to assist each beginner in selling several sales. When this has been done, then the student should be eligible for his license and his Diploma.

Our school stands ready to cooperate with every other auction school in America, to help raise the standards of auctioneers. I suggest the above ideas because I have experimented with them in our school and am convinced that each idea offered is a step in the teaching of auctioneers.

Our school is open to teachers of any other Auction School at any time, to come and observe our methods of teaching. I also, ask that the other school extend similar invitations to teachers of every school. Then together we will improve the methods used, thereby graduate better trained auctioneers in the years to come.

X Dont allow yourself to arrive at the “metallic” age, gold in your teeth, silver in your hair and lead in your pants.

Col. Bradford: “Are you keeping a hope chest?”

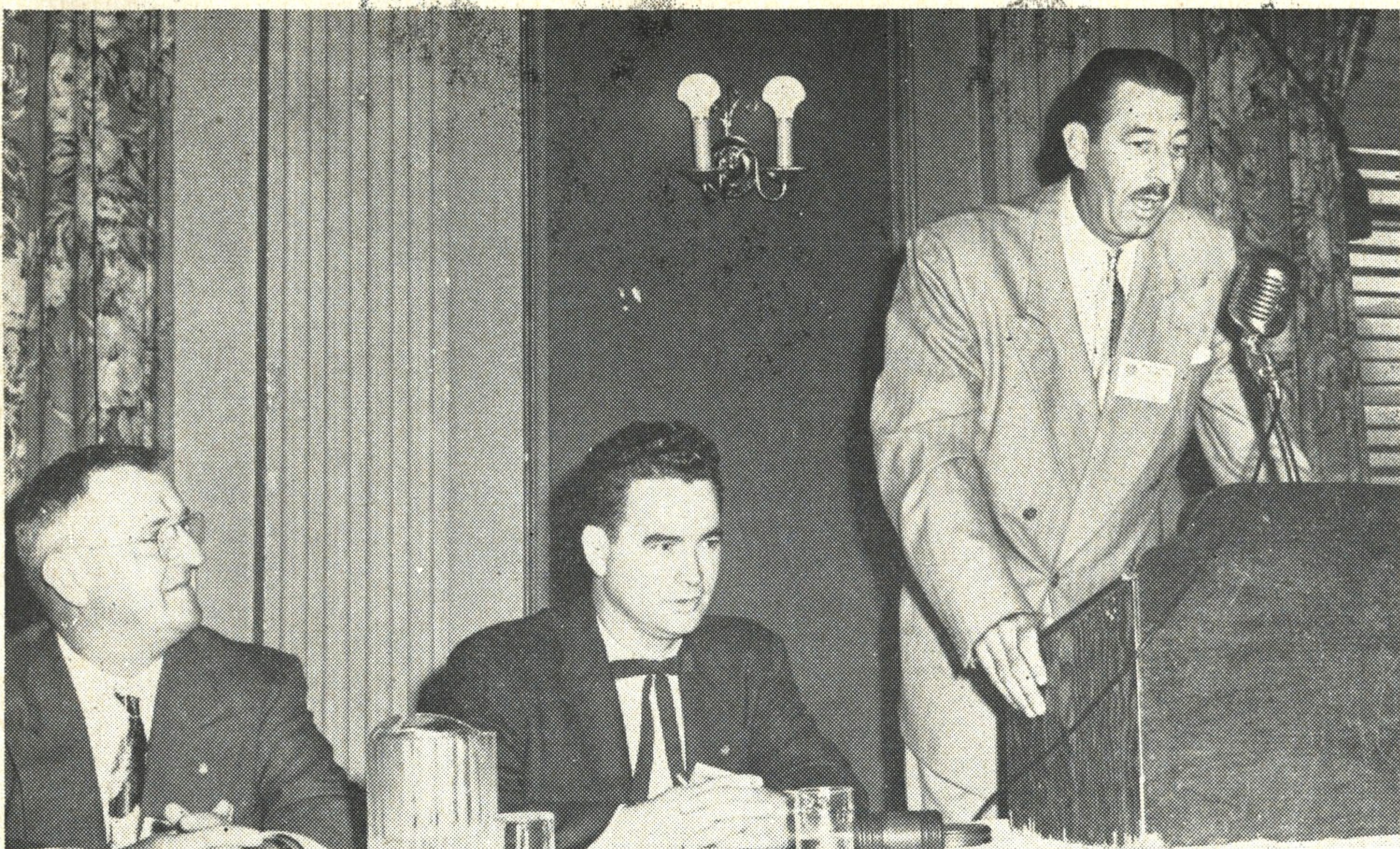
Col. Bockelman, Jr.: “Heck no, with a chest like mine there ain’t no hope”.

X Col. Bowers: “Do you know that everytime I breathe, a man dies?”

Col. Hood: “Why don’t you use a little mouth wash now and then.”



Chet Guffey, renowned humorist who kept the 500 banquet guests on their toes with his wit and humor for thirty minutes. All were disappointed that he did not talk longer but all agreed that his address was worth many times the expense of coming to the convention.



Col. Si Laking, President of the Ohio Auctioneers Association pictured above as he addressed the convention in a speech of welcome that will long be remembered.

THE N.A.A. IS ON THE WAY

By H.W. Sigrist

I feel sure that every auctioneer who was at the convention in Columbus will agree with me that this convention was a masterpiece in detail and design. The fine fellowship among the boys indicated a united feeling and a genuine desire that the great business of auctioneering shall be united and grow bigger. I am sure that every auctioneer who belongs to the National Association stands ready to lend a helping hand to any good honest brother in the business.

When the hundreds and thousands of auctioneers throughout America, who are not now members, begin to know that the standard of ethics practiced by members of the National Association is based on a policy of "Live and Let Live", then the boys on the outside will surely want to get in and become a part of an organization which does, can and will continue to be of genuine help to every auctioneer. The exchange of ideas and experiences that come from an association with the highest type men in the business is in itself worth more than the cost to any individual. Added to all this are the fine lectures by men of long and successful experience.

The social side of any convention will relax your nerves and put you at ease. Let me say to any auctioneer who may read these lines and scan the pages of "The Auctioneer" should feel that becoming a member of the N. A. A. is a **must**, if you want to be an auctioneer among auctioneers.

The prestige of your membership will be a real asset to you in your community.

Come on in boys, the feeling is fine and you are invited not only by your humble Vice President but by every officer and by every member. We all know the value of an organization.

Let's see **you** at the next convention and your name on the subscription rolls of "The Auctioneer".

Mrs. McCord: "You give me such crazy kisses."

Col. McCord: "I know, my lips are cracked."

X Mother: "Do you mean to say you pose for a man with no clothes on?"

Model Daughter: "Heavens, No. He wears pants and everything."



Hon. Herbert E. Evans, President of the Peoples Broadcasting Company, of Ohio who thrilled his audience for forty-five minutes before another packed banquet on

Life Membership In The N. A. A.

Every year more and more members are taking out life membership, because they believe in the stability of their Association, they believe in its future, its principles, its objectives and with the knowledge that their interests and the interests of all Auctioneers are best served through organization.

The convention in Columbus prompted the following to take out life membership. Many others expressed their desire to do so at a later date:

Col. Ray Austin, Jefferson, Ohio.

Col Jack D. Braddock, Granville, Ohio.

Col. R. F. Crosser, St. Marys, West Virginia.

Col. Robert Allen Foland, Noblesville, Indiana.

Col. Vince Hanson, Manitowoc, Wisconsin.

Col. Egbert M. Hood, Anderson, Indiana.

Col. Walter Huse, Oconto, Wisconsin.

Col. Russell Kiko, Canton, Ohio.

Col. James Liechty, Berne, Indiana.

Col. Lewis G. Marks, Abingdon, Illinois.

Col. Doyle L. Martin, Louisville, Kentucky.

Col. R. V. Martin, Louisville, Kentucky.

Col. Fred Millspaugh, Gas City, Indiana.

Col. H. B. Mushrush, Franklin, Pennsylvania.

Col. Fred Ramsey, Madison, Tennessee.

Col. Joe Steiner, Silver Springs, Maryland.

Col. Jim Tindall, Lakeland, Florida.

Col. Lee Waldup, Gainesville, Georgia.

The following life memberships recorded during the past:

Col. Paul F. Bockelman, Sioux City, Iowa.

Col. C. B. Drake, Decatur, Illinois.

Col. Jack Gordon, Chicago, Illinois.

Col. Tom Gould, Minneapolis, Minnesota.

Col. Bill McCracken, St. Louis, Missouri.

Col. Foster G. Sheets, Roanoke, Virginia.

Col. Garland Sheets, Roanoke, Virginia.

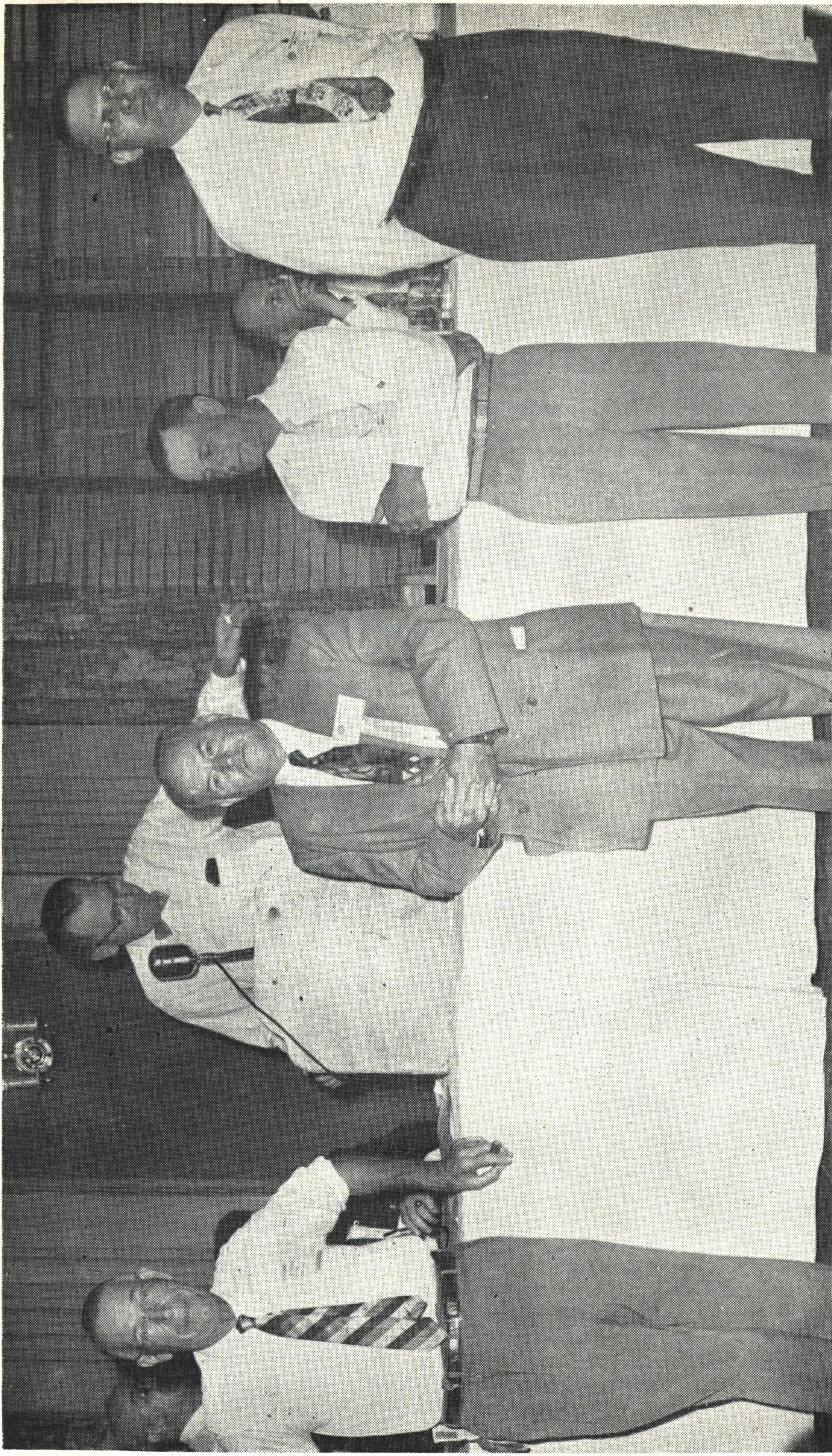
Col. B. G. Coats, Long Branch, New Jersey.

Col. Clyde Wilson, Ohio.

Col. Don W. Standen, Ohio.

Col. John W. Rhodes, LeGrand, Iowa.

A total of twenty nine life memberships are now recorded on the books of the Association. If you would like to have a Life Membership, you can obtain it by writing to the Secretary, and enclose your check for \$100. Address your communications to National Auctioneers Association, 490 Bath Avenue, Long Branch, New Jersey and make your check payable to the Association.



Panel discussion of purebred cattle sales. Panel members are Col. Bernard Hart, Indiana, Col. Ernie Sherlock, Nebraska, Col. C. B. Smith, Michigan, Col. Guy L. Pettit, Iowa.

Not For Self – But For Others

By R. C. Foland

The managing editor of the AUCTIONEER has requested auctioneers who attended to express some views. If all present wrote even short articles it would fill quite a book, but of course some will not respond. It occurs to me that we should give the editors the encouragement that they deserve and give our cooperation to our official publication and for the advancement of the Auction profession.

Of course it is natural for those of us who attend these conventions to feel that each succeeding one is the best yet. Perhaps it is the prevalent opinion that this last convention was the best ever. I rather think I am willing to go along with this opinion. Even so I do believe there is much room for improvement. It is also my opinion that it should be that way or else there would be no room for improvement and hence a resulting loss of interest.

Those who planned the program should be complimented but in my judgment those on the programs should be contacted far enough in advance that reasonable assurance can be depended upon and less disappointments experienced. A very good job of substituting was carried out.

In some of the previous conventions we have received comment from hotel managements and others to the effect that the Auctioneers are the best behaved people who have held conventions. Quite nicely we are proud of this but it seems to me that, if we are not careful, we will be following the old rut the other organizations have fallen into, and let the social features destroy or at least mar the good that the conventions actually do. I heard quite a few negative comments along this line and I know a great many objected to taking up time with cocktail parties. At Minneapolis we were given to understand by some of the Ohio auctioneers that nothing of this character would take place at Columbus. If I recall those suggestions were met with considerable applause. I therefore suggest that we devote the night meetings to panel discussions along the line of auctioneering or perhaps some debates or contests of educational value.

I rather liked the idea of giving a prize to the auctioneer who was the most outstanding. This was followed for three or four years and then seemed to be dropped. We tried a contest in Indiana in one of our meetings and graded the contestants on various points including their standing and influence in their own communities. Some brought letters from banks and other sources showing their standing. Col. Ralph Rhynehart won first place in this contest. He was

then elected as president in the election. There was considerable publicity given to this event and Col. Rhynehart was invited by one of our Indiana TV stations to appear on the program which we feel was as expression of the standing auctioneers have in the affairs of society.

Well, with all, I certainly feel well paid for my trip to the Columbus, Ohio convention. It was indeed a course of pleasure and gratification to meet and converse with auctioneers whom I have learned to know and to make new acquaintances. It is my opinion that we should encourage the growth of this organization for by no other plan can we become strongest in promoting more and better auctioneering.

Disappointments Total 39

As this issue of "The Auctioneer" goes to press it has received subsequent to July 15th, thirty-nine requests for copies of the July issue, all of which could not be complied with in that all copies of that issue were exhausted.

Members wanting additional copies of the publication must send in their requests prior to the 15th of the month preceeding issue of the first and must be accompanied with your check covering the cost. Single copies 50 cents. In addition to the regular run only a limited number of copies are available in accordance with the number of requests received prior to going to press. We dislike having to disappoint you, but this practice is followed to save the Association unnecessary expense. If you would like extra copies to send to other Auctioneers or for your own files, please remember to get your order in not later than the 15th of the current month.

CONVENTION

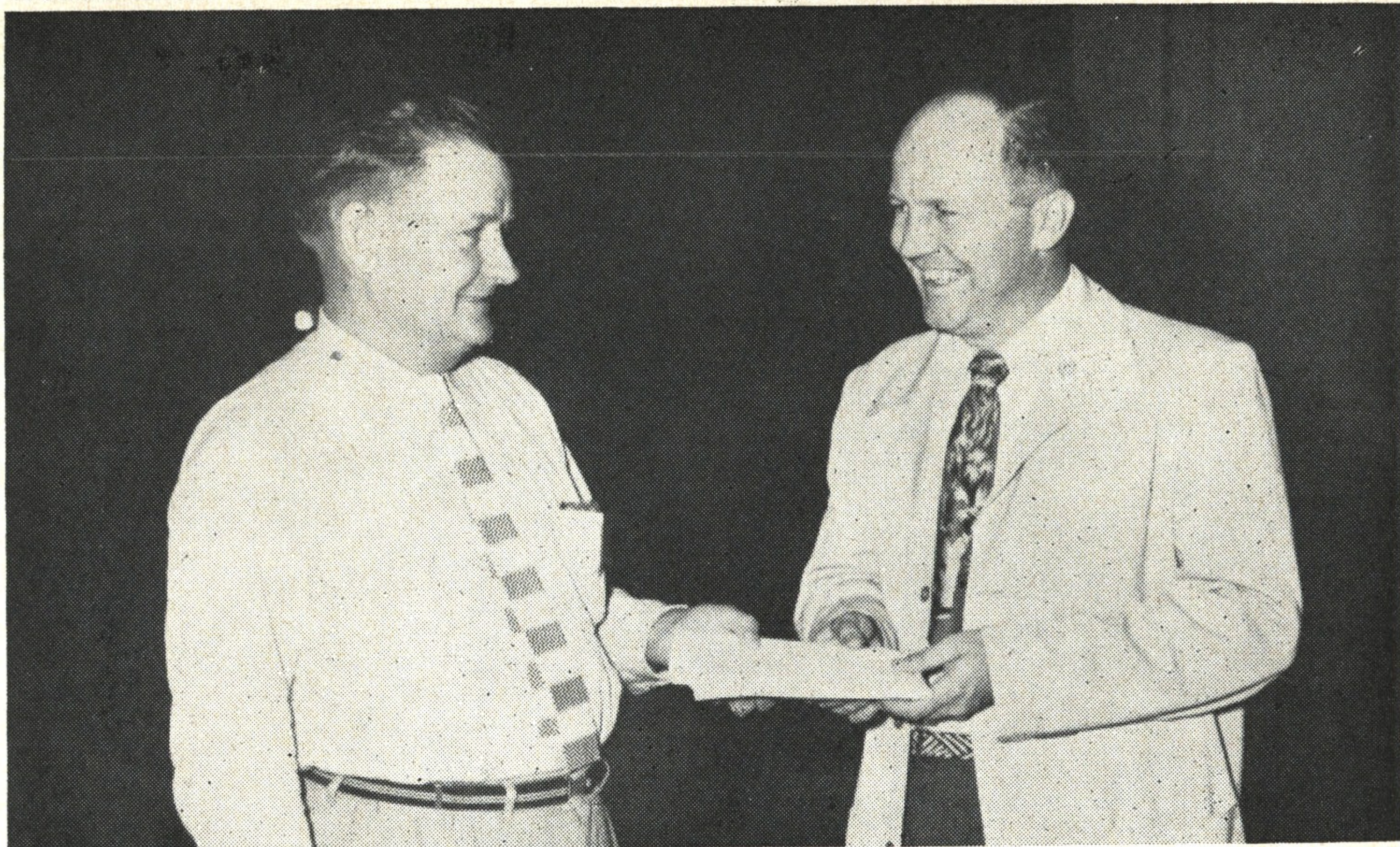
REGISTRATIONS

As this issue of "The Auctioneer" goes to press, a full and complete list of all convention registrations has not been received. A list of registrations up to 12 noon on July 17th, was submitted to "The Auctioneer" and are listed below. If your name does not appear and you registered, if you will notify "The Auctioneer" it will appear with the revised list in the October issue.

R. A. Waldrip, Birmingham, Ala.
 Tom McCord, Montgomery, Ala.
 L. M. Pederson, Jacksonville, Fla.
 Jim Tindall, Lakeland, Fla.
 Johnny J. George, Macon, Ga.
 Lee Waldrip, Gainesville, Ga.
 Lewis G. Marks, Abington, Ill.
 John Norris, Alton, Ill.
 Chas. H. Couch, Chicago 26, Ill.
 Joe Goldburg, Chicago, Ill.
 Jack Gordon, Chicago, Ill.
 C. B. Drake, Decatur, Ill.
 W. P. Drake, Decatur, Ill.
 John L. Whitman, DeKalb, Ill.
 Walter Holford, Edwardsville, Ill.
 A. C. Dunning, Elgin, Ill.
 Carmen Potter, Jacksonville, Ill.
 James F. Rife, Lawrenceville, Ill.
 Mike Gordon, Lincoln Wood, Ill.
 John A. Carr, Macon, Ill.
 Roy Hudson, Morrisonville, Ill.
 Virgil F. Scarborough, Quincy, Ill.
 Elwood Collier, Springfield, Ill.
 Steve Wintermitz, Winnetka, Ill.
 Guy L. Pettitt, Bloomfield, Iowa
 Al Boss, Carroll, Iowa
 Warren Collins, Jasup, Iowa
 Wendell R. Ritchie, Marathon, Iowa
 Theo. H. Holland, Ottumina, Iowa
 Paul Bockelman, Sioux City, Iowa
 Paul Bockelman Jr., Sioux City, Iowa
 A. P. Idson, Sioux City, Iowa
 G. F. Sargent, Sioux City, Iowa
 Lewis E. Smith, Arcadia, Ind.
 Melvin E. Liechty, Berne, Ind.
 James Liechty, Berne, Ind.
 Laird N. Glover, Crawfordville, Ind.
 Ernest Niemeyer, Crown Point, Ind.
 Ralph Rinehart, Flora, Ind.
 H. W. Sigrist, Ft. Wayne, Ind.
 Mrs. Leona Drake, Indianapolis, Ind.
 Harrison J. Retmeir, Indianapolis, Ind.
 Bernard Hart, Gas City, Ind.
 Fred Millspaugh, Gas City, Ind.
 Harvey Boyer, Huntington, Ind.
 Roy Crume, Kokomo, Ind.
 L. O. Hamilton, Marion, Ind.
 L. M. Boatwright, Marion, Ind.
 R. C. Foland, Nobelsville, Ind.
 Robert A. Foland, Nobelsville, Ind.
 Ray Elliott, Portland, Ind.
 Jim Kirkemind, Alta Vista, Kan.
 Ernest T. Sherlock, St. Francis, Kan.

Rolland V. Martin, Louisville, Ky.
 G. A. La Munion, Baltimore, Md.
 Daniel C. Poole, Jefferson, Md.
 Joe Steiner, Silver Springs, Md.
 A. L. Trembley, N. Adelboro, Mass.
 Ernest T. Nelson, Renville, Minn.
 Don Moore, Carol, Mich.
 Adrain Rhyne, Midland, Mich.
 Fred Smiley, Saganaw, Mich.
 Wm. O. Coats, Union City, Mich.
 Lloyd J. Eaton, Vermontville, Mich.
 C. B. Smith, Williamston, Mich.
 Bill McCracken, Kirkwood, Mo.
 L. N. Dunn, Springfield, Mo.
 Dan. J. Fuller, Albion, Neb.
 Dick Grubaugh, David City, Neb.
 John Ryan, Greeley, Neb.
 Adolph Zicht, Norfolk, Neb.
 Rex Young, Plattsmouth, Neb.
 Henry Rasmussen, St. Paul, Neb.
 Charles Woolley, Allentown, N. J.
 B. G. Coats, Long Branch, N. J.
 Herbert Van Pelt, Redington, N. J.
 Watson Vansciver, Burlington, N. J.
 Harris Wilcox, Bergen, N. Y.
 Clifford W. King, Brewerton, N. Y.
 Frank K. Taylor, Cortland, N. Y.
 John R. Potts, N. Branch, N. Y.
 Albert Rankin, Alger, Ohio
 Elias H. Frey, Archbold, Ohio
 Raymond W. Cole, Ashtabula, O.
 James C. Patterson, Bainbridge, O.
 W. O. Sargent, Bradford, O.
 John A. Overton, Bucyrus, O.
 Russell Kiko, Canton, O.
 Owen Hall, Celina, O.
 R. G. Patterson, Chillicothe, O.
 R. K. Pattin, Cleveland, O.
 Si Lakin, Columbus, O.
 Woodrow S. Davis, Columbus, O.
 Evan Burkholder, Columbus Grove, O.
 John McCormick, Dayton 4, Ohio
 Don Mox, Delphos, O.
 Homer Pollock, Delphos, O.
 Jonathon C. Mason, E. Liverpool, O.
 Don W. Standen, Elyria, O.
 L. M. Glenndenning, Galena, Ohio
 Clayton H. Sooy, Grafton, Ohio
 J. D. Braddock, Granville, Ohio
 John F. Sargent, Granville, Ohio
 Clarence Latham, Hilliards, Ohio
 Ray Austin, Jefferson, O.

(Continued on Next Page)



Col. Henry Rasmussen receiving from the retiring Secretary Col. J. M. Darbyshire, funds of the Association. Just look at that expression on their faces.

Donald Florea, Milford, Ohio
 Wayne E. Ro Lee, N. Bloomfield, O.
 F. C. Woolf, N. Georgetown, O.
 Harry Van Buskirk, Norwalk, Ohio
 Johnny W. Rihl, Plain City, O.
 Alf Franhigher, Port Clinton, O.
 Cloyce Bradford, Racine, O.
 John Pfarr Jr., Richwood, Ohio
 Donald Stafford, E. Rochester, O.
 Robert Stamp, Salem, Ohio
 Henry C. Smith, Springfield, Ohio
 Edward Lake, Sunbury, Ohio
 Merl Knittle, Van Wert, Ohio
 Eugene R. Bush, S. East Warren, O.
 Emerson Marting, Washington, Ohio
 Chris B. Dawson, Waverly, Ohio
 C. W. Hix, Williamsport, O.
 Emmett Bailey, Wilmington, Ohio
 Jim Wilson, Youngstown, Ohio
 Frank Farnbauer, Youngstown, O.
 Charles F. Smith, Butler, Pa.
 Geo. H. Wilson, Chester, Pa.
 Quincy M. Conahey, Edensburg, Pa.
 H. B. Mushrush, Franklin, Pa.
 Clarence Bridge, Irwin, Pa.
 Geo. Ken. Burrows, New Wilmington, Pa.
 Sam Lyons, Saltsburg, Pa.
 Q. R. Chaffee, Towanda, Pa.
 Wm. P. Guthrie, Westchester, Pa.
 Tom D. Berry, West Newton, Pa.
 A. L. Breaw, Aberdeen, S. D.
 M. C. Bowers, Elizabethtown, Tenn.
 J. Robert Hood, Lawrenceburg, Tenn.

Fred Ramsey, Madison, Tenn.
 H. C. Jesse, Morristown, Tenn.
 Bob Keller, Pulaski, Tenn.
 Art Putman, Elsa, Texas
 Wm. J. Wendelen, Henderson, Texas
 Paul A. Bastin, Clarksburg, W. Va.
 K. A. Dunlap, Lewisburg, W. Va.
 R. F. Crosser, St. Marys, W. Va.
 Vince Hanson, Manitowoc, Wis.
 Walter Heise, Oconto, Wis.
 C. G. Williams, Sheridan, Wyo.

IN MEMORIAM

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



Past Presidents just after being presented their Past President medals. They are starting at the right: Col. Paul Bockelman, Iowa; Col. B. G. Coats, New Jersey; Col. Jack Gordon, Illinois; Col. Bill McCracken, Missouri. Col. Foster G. Sheets, was unable to be present.

"THE AUCTIONEER"

Organization of "The Auctioneer" remains intact for the year 1953-54. Col. John W. Rhodes, of LeGrand, Iowa, continues as "Editor-in-Chief". Col. B. G. Coats, of Long Branch, New Jersey, Managing Editor. Associate Editors are: Col. Art W. Thompson, Nebraska. Col. Guy L. Pettit, Bloomfield, Iowa. Col. Walter Carlson, Triumph, Minnesota. Col. Pop Hess, Worthington, Ohio. Col. C. B. Smith, Williamson, Michigan. Col. C. G. Williams, Sheridan, Wyoming. Col. Walter E. Palmer, Los Angeles, California. Col. Tom McCord, Montgomery, Alabama. Col. Ernest T. Nelson, Renville, Minnesota. Col. R. S. Foland, Noblesville, Indiana. Col. Bernard C. Hart, Gas City, Indiana.

Effective with the September issue all classified advertising will be discontinued. Only display advertising will be accepted. Display advertising rates and yearly subscription rates will be found on page one of this issue.

If every member of the Association will appoint himself a salesman for "The Auctioneer" and sell display advertising, the publication will not only become self-supporting, but will show a profit for the Association. Through the efforts of three members, subsequent to our national convention, three full page Ads have been sold. If we will all unite to make our trade journal ("The Auctioneer") outstanding in its field, advertising and articles for publication will flow in much faster, much better and a greater demand will be made for this publication. It is your magazine and you are a part of it and through you contributing to its contents, will make for rapid improvement and greater circulation. "The Auctioneer" is the life blood of the Association, it is the mouth piece through which the entire membership is apprised of the developments of our Association during the year. To keep it virile, blood transfusions in the way of contributions and advertising are always needed. Your articles for publication will be more than welcome and eagerly awaited. Members in California want to read about Auctioneers in the east, yes, from all over the



Col. John W. Rhodes
Editor in Chief

county they want to read about what the other fellow is doing. Just one great big happy family all working for the advancement and improvement of all. Will you send in your article now so that we may publish it in the next issue?

Membership Certificates To Be Issued

All members of the N. A. A., will receive a membership certificate upon payment of their dues, together with a membership card. Each membership card will be numbered with a corresponding number on the membership certificate.

The certificate is a badge of honor and distinction. Its prominence in a member's office or home would inform visitors that the Auctioneer is doing his part in building and sustaining the National Auctioneers Association and the Auctioneering Profession. Displayed in a dignified manner would make a most favorable impression upon all who view it, and classifies you as a progressive and enterprising Auctioneer.

Any member desiring a certificate prior to the expiration of their membership, may have same by writing the Secretary and advise date of expiration as shown on your membership card.

Mead's Auction Sales, Which Prove Entertaining As Well As \$-Saving, Draw 150,000 Over Six-Year Period

Mead's Auction Sales, in the six years of its existence, has proved a popular meeting place for farmers, as well as village residents, in the Southern Tier area and northern Pennsylvania.

Gerald N. Mead, operator of the service, estimates that he has conducted 500 auctions in the six years for a total attendance of 150,000 people, both old and young, and has sold everything from an airplane to a horseshoe nail.

In addition to the sales conducted at Mead's Auction Acres in Nichols, Mr. Mead figures that he has conducted private auctions in five Southern Tier counties, representing 56 towns and villages.

The auction is the oldest known form of salesmanship, originating in Babylon more than two thousand years ago.

However, the present-day auction is a far cry from the old-time "Vandu," Mr. Mead points out, but calls for highly skilled salesmanship, including training and experience.

While the theory goes, an auctioneer is "born, not made," modern educational training helps to develop the inherent ability in a person. Mr. Mead is a graduate of the Reisch American School of Auctioneering, Mason City, Iowa, which training has added much to his ability and popularity as an auctioneer.

THE WAY TO HAVE A FRIEND IS TO BE A FRIEND

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

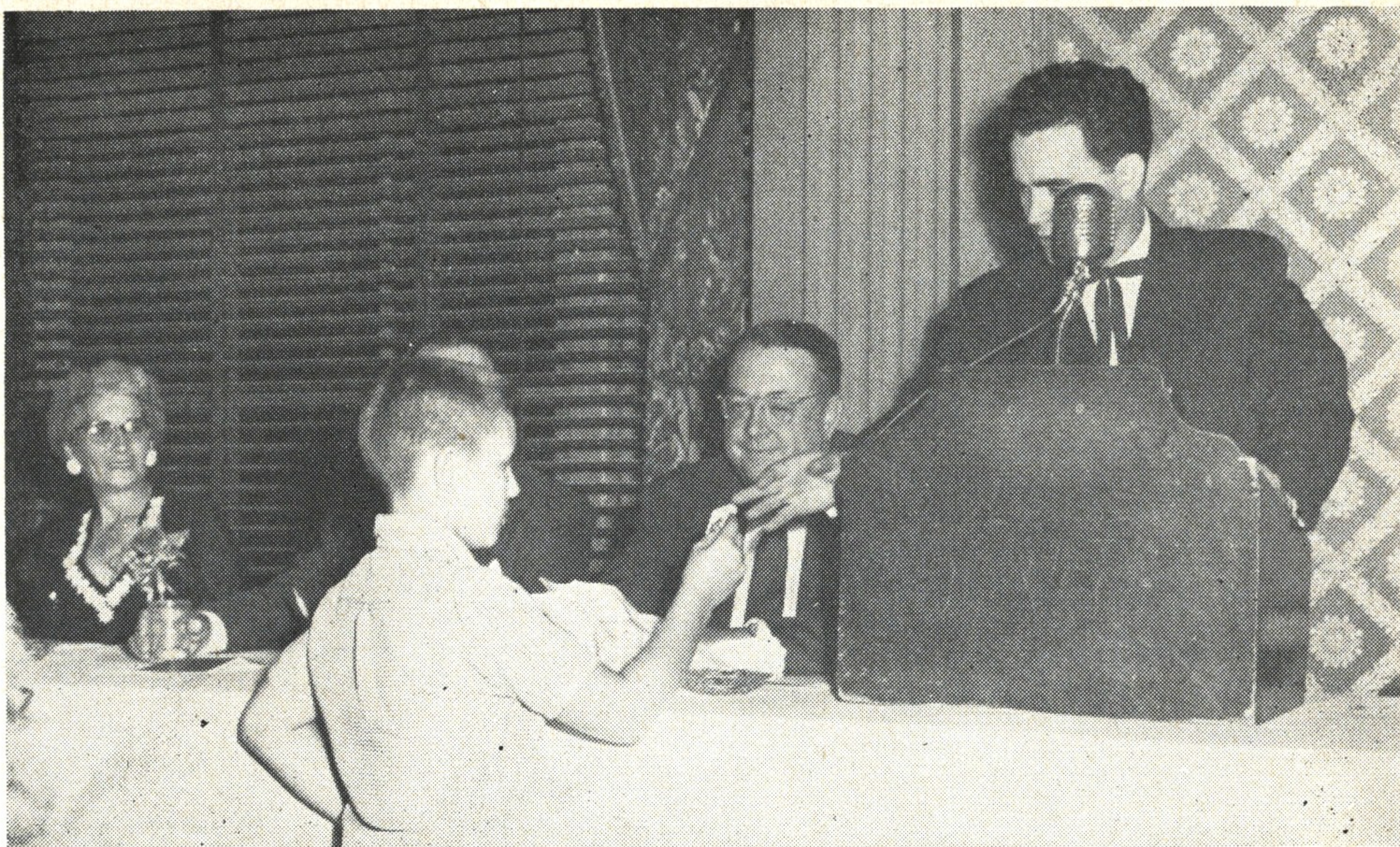
What a pleasant surprise for a good neighbor or friend or for that Auctioneer in the next village. Every single issue will be a reminder of your thoughtfulness and good influence.

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

Just fill in this coupon and mail

Friend's Name
R. F. D. Box Street
Post Office State
Your Name
R. F. D. Box Street
Post Office State

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



Award for the youngest Auctioneer went to Col. Quinton Chaffee, of Pennsylvania, which was presented by Col. Wilson.

"I Missed Something"

by Col. Art Thompson

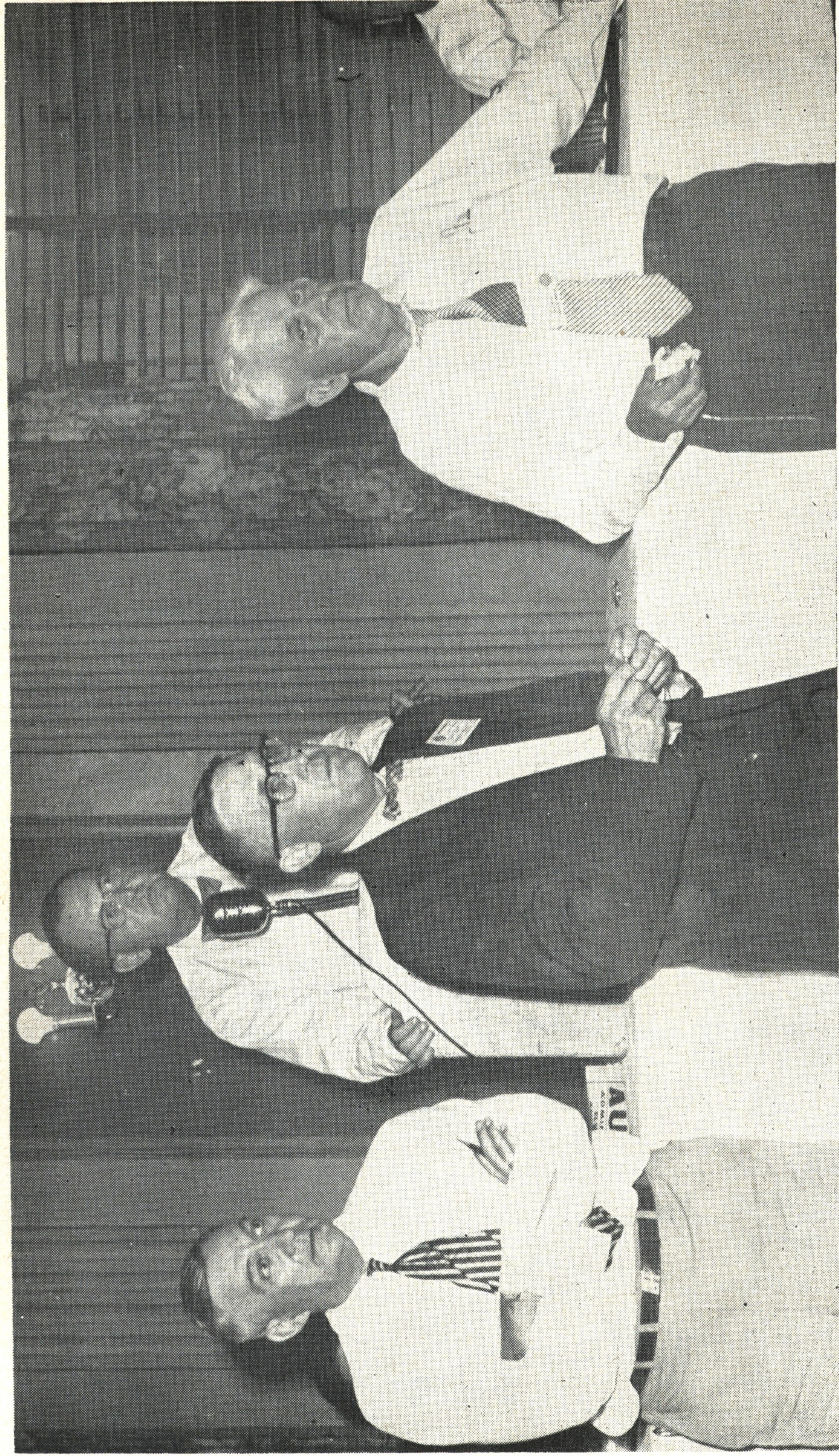
I well knew that because of my inability to attend the Columbus convention, that I was a great loser. I knew it was to be an inspirational and enthusiastic conclave. I knew it had to be because of the time and unlimited effort that had been given by the many unselfish members. To all of them we owe a great debt of gratitude. They didn't work for personal profit, or glory, but only for the advancement of the National Auctioneers Association and for our profession.

Col. Tom McCord of Alabama, called at 7 A.M. from the Lincoln depot, a few days after the convention to give me a glowing report. He had only most enthusiastic praise concerning the convention. He ended by saying, "Art, when you wrote me inviting me to join the National, I only did because of your friendship. I never had thought of the importance of such in our business." Then he went on to say, "I can't express in words the benefits of attending

such a meeting. I am going to do my best to get a lot of new members in my part of the country and in the many states over which I may be working."

Now that is the sort of spirit and co-operation needed to make the National Auctioneers Association what it should be to properly represent the auction profession, and I am happy to know that there are many now who have that spirit. It can be done and it will be done and all we have to do is to join hands in the next twelve months and come to Nebraska with a membership of 2500 in 1954. I want to compliment our new President on the slogan "GET MORE IN 54" and from the way and manner the new administration is starting off, the interest being manifested by the entire membership, we will exceed his expectations. Nebraska is going to give you a national convention such as you have never seen before, so in closing lets all join hands and every member get at least three new members. Not only get three new members but bring them to Nebraska with you in 1954.

X I'd rather get \$1 for saying what I think than \$10 for saying what I don't think.



Real Estate Panel discussions were another interesting feature of the convention. Pictured answering questions put by the members are: Col. Clarence Latham, Ohio, Emmett Bailey, Ohio, and Col. R. C. Foland, Indiana,

Knee-Deep In Antiques At Paris Flea Market

Courtesy of New York Herald Tribune

By Art Buchwald

We think there is an old saying (and if there isn't there should be) that everyone talks about French antiques but nobody does anything about them. The other day we met a man who did something about them. His name is Sidney Stewart and he has written a valuable guide called "How to Know and Buy French Antiques."

Mr. Stewart, a writer by trade and an antiquarian by hobby, told us he decided to write his book when it suddenly occurred to him that he knew more about antique hunting than most of the amateurs who are coming abroad.

"The thing that really opened my eyes," he said, "was when someone at the French Tourist Office told me more tourists visited the Flea Market than visited Versailles. It became apparent that people would rather buy furniture than stare at it, and the tourist's unquenchable desire to outwit the native and vice-versa, makes the Flea Market one of the most exciting places in Europe.

"Paris is the antique capital of the world. The changing of governments, revolutions and wars have created a constant movement of people and refugees who have fled to this city, bringing with them, if possible, their most valuable treasures. Fortune has changed everywhere, but never will one find such moving evidence of its fickleness as among the antique shops of Paris. There is also an enormous amount of trash gathered, but in collecting antiques you have to remember that what is one man's trash is another man's treasure.

* * *

"The Flea Market, which takes in more than 3,000 booths, constitutes one of the largest open-air markets in the world. It was founded at its present site in 1880, when it was essentially a rag-pickers' market not far from the city dump. Old clothes were moved in; then thieves came there to dispose of their

loot, and then gypsies, beggars and pick-pockets followed.

"Pretty soon the antique dealers and second-hand men set up shop, and before long a community of antique merchants was established.

"The dealers in the market call themselves brocanteurs. The legal definition of this means some one who buys and resells 'merchandise of hazard.' All week long the dealers scour the countryside and provinces in search of things to buy. Like the people who come to the Flea Market they are out to find a bargain and a treasure that will bring them back 100 times their money.

"But the greatest attraction of the Flea Market is that many of the dealers don't know antiques, and a buyer who knows more than they do has a good chance of picking up a bargain which may have great value.

"The market is only open on week ends. Many of the antiquarians of the grand boulevards who have tried to discredit the Flea Market are the first to arrive on Saturday morning, when the market opens for business. You will hear rumors that the Flea Market dealers are dishonest, but in all my dealings I have yet to meet a dishonest dealer, and I would say that the unsuspecting amateur collector is safer there than he would be any other place in the world. The dealer is not dishonest when he tries to get the best price he can, for the tourist is out for the same thing.

"Bargaining is an expected part of the ritual, but people are kidding themselves if they think they can get a dealer to reduce his price below the value he sets on it."

* * *

The thing that keeps people coming back, and back again, to the Flea Market, Stewart said, is the occasional story of a treasure which was sold for a song. Three years ago some one sold what he

(Continued on Next Page)

GROW WITH YOUR ASSOCIATION

thought was a reproduction of a Rembrandt to a tourist for the price of the frame. It turned out to be a real Rembrandt. Last year a friend of his bought a Goya, whom the dealer identified as "an obscure French painter," for 12,000 francs. It turned out to be the not-so-obscure Spanish artist.

A couple of weeks ago it was reported in the press that someone found a Rousseau at the Flea Market which he bought for 1,000 francs. These stories, of course, help business, and if the individual dealers are in the mood to commit suicide, their fellow dealers are grateful for the publicity.

Besides the Flea Market, the best antique stores in Paris are located along the Quai Voltaire, Rue du Bac, Rue des Saint Peres, Rue Bonaparte, Rue de Seine, Rue de Verneuil, Rue Jacob, Rue du Cherche Midi, Boulevard Raspail and Boulevard St. Germain. The Rue Faubourg St. Honore is still a good source if the tourist knows his antiques.

We asked Stewart if there was much counterfeiting in the antique line, and he replied that it was prevalent, particularly in the porcelain field, but he added that French laws are very strict about antiques, and if the buyer thinks he's been cheated, the police will be glad to settle the matter for him.

Inquiries On Auction Schools

Letters reach "The Auctioneer" from all parts of the country inquiring about auction schools and requesting that we recommend an auction school, as in 99 out of every 100 letters received they are from people in all walks of life that are interested in becoming Auctioneers.

The National Auctioneers Association is absolutely neutral, takes no part in or favors any particular auction school. We believe it only fair and just, that when inquiries come in requesting that an auction school be recommended, to submit to the writer a list of all auction schools that are members of the National Auctioneers Association. By following such a procedure the Association refrains from any controversy that might or could arise. An excellent spirit of cooperation exists among all the auction schools which makes for better Auctioneers.

Col. Bernard C. Hart
Associate Editor

Since a good portion of this issue of "The Auctioneers" will be devoted to news and comments regarding the 1953 National Convention, I can see no reason why I should deviate from the same line. This was my first time at a National Auctioneer's Convention and I truly believe that the "firsttimers" receive more from a meeting of this kind than those who attend year after year. A freshman will notice things that the upper classmen either overlook or take for granted.

The type men who attend the Convention would come at the top of my list of Convention comments. I sincerely hope and believe it to be true that this was a cross section of the membership of the National Auctioneers Association. As we all know, the auction profession is highly competitive, and there are those, (yes, too many), who stoop to very low tactics in either getting a sale away from another auctioneer or working their way onto a sale where they are not particularly wanted, else they would have been hired in the first place.

In visiting with other auctioneers from all parts of the country we find that the above mentioned type can be found in any community. These can be best described as men who have failed to grow. While their business may have grown to a certain extent they have failed to grow as men. On checking further I am certain you will find 99% of these do not belong to either their state or National Association, nor do they wish to become members.

At Columbus in July, we found two types of men among the auctioneers present, those who had grown and those who wished to grow. With the steady growth of the National Auctioneers Association and the increasing number of young auctioneers who wish to "grow", the public which we serve can be assured of better and better men in the auction profession in years to come.

Let me suggest that we all read the "Code of Ethics" provided by the National Auctioneers Association and continue to read it often.

They Conquered

By. Col. Tom Berry

They Came-They Saw

Was you there Charley? or did you just let "George Do It"? I have of course reference to the wonderful national convention in Columbus. Only those present know what those absent missed.

It was gratifying to find so many eastern auctioneers present, in comparison to the west and mid-west which has the greatest percentage of Auctioneers. This in itself is indicative that the National Auctioneers Association is now far reaching and the hundreds in attendance at the convention proves that the Auctioneers realize, need and want a national Association, as the active thinking Auctioneer is aware that his future as an Auctioneer is in peril, unless he joins and gives of his time and effort in fighting to protect through organization his profession and future generations of Auctioneers.

Since the inception of the National Auctioneers Association I have never missed a national convention. I attend because of the wonderful fellowship, the educational features, the many ideas presented from the platform and by private conversation with the hundreds of Auctioneers. I am benefited greatly by the constructive features of every convention, the entertainment and just rubbing elbows with Auctioneers from all parts of the country. National conventions of the N. A. A., are a must with me and my plans are made far in advance to be present every year, and I allow nothing to interfere with such plans. Any Auctioneer who feels that he cannot attend because he might miss a sale, or purposely books a sale during the convention week is only kidding himself. The busiest Auctioneers in America arrange their sales to permit them to attend the convention, therefore it would appear to me that there is no reason why every Auctioneer cannot do likewise. As each day passes I throw a few nickles and dimes, now and then a quarter, once in a while a half dollar in the old fruit jar and by convention time I find that I have more than enough saved for the convention and the amount

saved is repaid many, many times in benefits that one gets.

"The Auctioneer" which every member receives every month is a publication of distinction and one that every Auctioneer cannot afford to be without. Those who make the "trade journal" possible for our benefit do so because of their interest in the Association and their profession, and they are busy Auctioneers. When men like that do so much without one cent for their time and effort and ability, who are we to sit back and "Let George Do It?" Auctioneers from all the states are now jumping aboard the band wagon. May each of us extend just a little more of our time and get new members. Let's make that band wagon carry 2500 members to the national convention in Nebraska in 1954.

I want to sincerely thank the membership present at the convention for their faith in me, by electing me to the Board of Directors for a term of three years, and I promise the entire membership to do all in my power to better the N. A. A., and the Auctioneering Profession. May there be no slacker among us in keeping the President's pledge of 2500 members by July 1954 and bear in mind at all times his slogan "GET MORE IN 54". If each of us will get only two or three new members now, don't wait for some future time, today is the time to act, we will meet the quota of 2500 and the chances are it will be exceeded. Let's all forget about letting George do it, and do it ourselves.

X Seein' Ain't Believin'

A fat lady stepped on the scales not knowing that they were out of order. The indicator stopped at 75 pounds. An inebriated man, who had just emerged from the corner taproom watched her intently. "My gosh", he said, "she's hollow".

X SO YOU THINK YOU'RE BUSY

Here is how a cow spends its time. The average bovine in the course of twenty four hours spends 411 minutes grazing, at about 50 bites per minute. She uses up about 254 minutes and 3093 yards just walking around. She lies down for 560 minutes and for 195 minutes she does nothing in particular.

BOOSTERS FOR "THE AUCTIONEER"

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

ALABAMA

ARIZONA

ARKANSAS

CALIFORNIA

COLORADO

CONNECTICUT

DELAWARE

FLORIDA

Pedersen, Col. L. M.—Jacksonville

GEORGIA

IDAHO

ILLINOIS

Carr, Col. John A.—Macon
 Drake, Col. C. B.—Decatur
 Drake, Col. Bud—Decatur
 Gordon, Col. Mike—Chicago
 Gordon, Col. Jack—Chicago
 Holford, Col. Walter—Edwardsville
 Hudson, Col. Ray—Morrisonville
 Parkinson, Col. Bruce—Kankakee
 Vogeler, Col. Bert O.—Franklin Grove
 Deceased
 Williams, Col. Howard—Canton
 Winternitz, Col. Lester—Chicago

INDIANA

Broshears, Col. Harold—Evansville
 Crawford, Col. L. T.—Mishawaka
 Ellis, Col. Earl—Washington
 Foland, Col. R. C.—Noblesville
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The Ladies' Auxiliary of the
 National Auctioneers Association

They Came As Far As 2,500 Miles To Attend Auctioneers Conclave

Columbus Sessions Draw Visitors
from all parts of the Country

To “Nebraska” in 1954

By Col. B. G. Coats

Almost five hundred auctioneers, their wives and families jammed the Grand Ballroom of the Neil House in Columbus, Ohio, to see and hear that renowned humorist Chet Guffey, who kept the crowd in continuous laughter. The only disappointment of the entire convention was that he just didn't talk long enough.

Again on Saturday evening the Grand Ballroom was thrown open for another banquet, the guest speaker being the Hon. Herbert E. Evans, General Manager of the Peoples Broadcasting Company, who for forty-five minutes thrilled his audience with his eloquence and humor. An impressive part of this banquet was the presentation of Past President medal awarded to all Past Presidents of the National Auctioneers Association. The recipients of the medals were Col. Jack Gordon, Illinois, Col. Bill McCracken, Missouri, Col. B. G. Coats, New Jersey, Col. Paul F. Bockelman, Iowa, Col. Foster G. Sheets, Virginia, and Mrs. Hazel Ferguson, North Dakota who accepted posthumously in lieu of her late husband Col. J. Albert Ferguson.

The convention was fast moving, constructive, and the well rounded program offering much food for thought and discussion. One feature of the conclave that attracted great interest was the panel discussions with questions being asked from the members and the answers being given by members of the panel. It is the plan of the new administration to have more of such panel discussions at the 1954 convention.

The convention was far more of a success than it was expected to be. It was done up in true Ohio hospitality. Thanks to the Ohio Auctioneers Association. Surely the many visitors some travelling as far as 2500 miles will long remember their visit to Columbus and the great convention. Our hats off to Col. Clyde Wilson, the retiring President, and Col. J. M. Darbyshire, the retiring Secretary, who were on the ground far in advance giving of their time and effort so that all the visitors would benefit and enjoy every minute of the affair. It was by and through their efforts and the Ohio Auctioneers Association that made the event the largest and best convention in the history of the Association.

The many Auctioneers came because they knew from previous similar events that there would be a worth while program, because they were interested in

their problems, because they wanted to meet and converse with their fellow auctioneers, because of their desire to improve their Association, their profession. None were disappointed and all departed for home more confident than ever of the influence and good that can be accomplished through organization.

Our thoughts turn now to Nebraska, where in July 1954 we will again assemble and until that time we are most fortunate in having as our leaders men of integrity and proven ability, that are determined to make greater progress for our Association in the next twelve months than has ever before been experienced in the same amount of time. Our President Col. Walter Holford, will lead us to greater triumphs than any President heretofore and all have made excellent records for themselves and the Association. He has adopted the slogan “Go Forth - Get More In '54.” This means that we cannot fail, that we must go to the convention in 1954 with a minimum of 2000 members. All we have to do to accomplish that is for each member to get four new members.

With nothing but pleasant memories of the Columbus convention, we all have greater things to look forward to in 1954. The Nebraska Auctioneers Association are determined not to be outdone by any state Association. They are now working and planning on being our hosts and giving us a program such as has never before been presented to the Auctioneers of America.

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This forward step in copyrighting “The Auctioneer” protects the National Auctioneers Association and its publication from use by others and prevents others from copying that which is the sole property of the Association.

X Some Auctioneers never have much, but they always have something.

Delinquent Members and Subscribers

The National Auctioneers Association and “The Auctioneer” have on their book the names of some members and subscribers who are delinquent in the matters of keeping their memberships and subscriptions paid up. Some of the members and subscribers have been on the books for a long time and the Association and “The Auctioneer” not want to loose them. However, we are forced to use the pruning knife and cut off all dead wood, so if you do not want to lose out on your membership and your subscription, please remit promptly. Membership in the N. A. A., is only \$10 per year. Subscription to “The Auctioneer” is only \$6 per year.

Elsewhere in this issue you will note a full page Ad calling your attention to the procedure to be followed relative to delinquent members and subscribers. If in the future you do not receive “The Auctioneer,” would suggest that you examine your membership card, of it a subscriber you will know that your subscription has expired.

The National Auctioneers Association and “The Auctioneer” takes this medium of calling your attention to all such delinquencies, and if you find that you are in this category, remit to the Secretary, at 490 Bath Ave., Long Branch, N.J. For membership in the Association make your check payable to the Association. For subscription to “The Auctioneer” make your check payable to “The Auctioneer.”

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By Col. Walter E. Palmer

These summer months, when regular sales are out of the ordinary-Give of your talents to the 4 H Clubs and Future Farmer Groups by offering to conduct their sales at State and County Fairs.

Here in the west, as in all parts of our nation, we have some outstanding county fairs, and with the slack season, an ambitious and willing Auctioneer, can not only do a real service to the youth of America, but can also build bridges for future business through his efforts to assist Fair Managers, Farm Advisors and 4H Club leaders.

Personally, I get a real wallop out of this type of sale and am happy to report that at the recent Santa Barbara County Fair at Santa Maria, California, we were successful in selling 87 herd of steers at an average of \$38.50 per cwt, 66 head of lambs at \$44.33 per cwt, and 33 pigs at \$36.33 per cwt, all of which represents a very wide premium over market prices.

The youthful appreciation after a sale of this nature is a most satisfactory recompense for an afternoon's work on the block.

It occurs to me that perhaps some of the younger Auctioneers who have not conducted many sales of this kind might be interested in my opening remarks at the above sale, so with the thought that they might be helpful to some in fashioning their own statements, I will repeat them here for you readers to ponder.

It is a real pleasure to be with this splendid group of young people on this occasion. This day is evidence that the young people in our rural communities are progressive and alert. I have a deep interest in rural problems and that is why I get so much enjoyment out of associating with you young people. I don't know what kind of an influence that I will have on you, but I do know that it will do me a lot of good. Perhaps the greatest mediums we have today for fostering democracy and real Americanism is the 4 H Clubs and Future Farmer groups. It would, in my humble opinion, be a good thing for America if the memberships in these groups could be doubled or tripled. You parents should encourage your children to join and should make it easy for them to

do so. They should be provided a project on which to expend his or her energy, and for which He or She is responsible, and from which he or she profits. No one then could sell them a foreign ideology. A subversive doctrine simply could not exist in such an environment of individual accomplishment. I am just as proud of these young people as you are. I believe there is no better work in which youth can engage that is more important than future farmer work. I think it is in the writings of Jonathan Swift that we find the statement Whoever could make two ears of corn, or two blades of grass to grow where only one grew before, would deserve better of mankind and do more essential service to his country than the whole race of politicians put together. Your work is helping to make two blades of grass grow where one grew before, and to provide better livestock to convert that grass into better beef, pork and lamb. Certainly the destiny of the nation rests squarely on the shoulders of those who grow the nations crops and manage the farms and ranches. I am certainly comforted, as I know that you adults here today must be, to see so many of the younger generation making their contribution to America's rich agricultural heritage.

"You young people have a great future ahead of you, and you will derive a lot of personal satisfaction in your attempt to make the best better. Today we have with us a great number of civic minded citizens, representatives of the great chain stores, name restaurants, Automobile dealers, Hotels, Farm equipment dealers and just plain John Doe, whom we feel will show you their appreciation for a job well done, when we parade these choice animals thru this sale ring. You people have a real opportunity right now, not only to purchase choice steers, hogs and lambs, but to do your part in revitalizing Americanism, the only ism that we want in this country.

One last word to you youngsters, when we reach premium prices for your entries, let off steam with a real round of appreciative applause.

Bring in the champion boys, we are ready to roll."

Do you have your lapel button of the N.A.A., and your cut of the Association's Emblem. They can be obtained by writing the Secretary, Col. B. G. Coats, 490 Bath Avenue, Long Branch, N. J.

Playing Record Available

One month after the convention and throughout the entire year you can get a big kick out of the national convention. Your Managing Editor has just received a recording of the Auctioneers program on WRFD in which fifty Auctioneers participated. You will hear many familiar voices, and for a good laugh don't fail to get this record.

You can obtain them by writing to Peoples Broadcasting Company. Station WRFD, Worthington, Ohio. The next time you go to your state Auctioneers meeting take the record with you. It is really a hit. There has never been such a recording before. Your guests in your home will marvel at it and you will be thrilled every time you play it.

N.A.A. Conventioneers Entertained Each Other and Were Entertained

The Annual Convention of the National Auctioneers Association is always a time when pleasure and business is more or less evenly divided. And, it has been found that his group enjoys to the utmost any entertainment in which they participate, rather than the type where they merely sit and enjoy the proceedings, and that's the way the convention was planned. Thanks to the retiring President and Secretary. Col. Clyde Wilson, and Col. J. M. Darbyshire. A special vote of thanks is in order to these two members who devoted so much of their time in order that every member could profit in pleasure and benefits.



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JOE M. GOLDBERG

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Auctioneers Speak Up

By BILL ZIPP

Auctioneers are a good bit like radio farm directors. They make their livng talking. Vocational talking is controlled, and of a special kind, probably more so with auctioneers.

So when they get together in groups, there's usually plenty of noise. They don't have to control their talking. They let go.

Still, a 10th anniversary meeting of the Auctioneers Association of Ohio came and went almost unnoticed.

Something like 80 per cent of the association's members deal almost entirely with farm auctions or sales of livestock.

The organization got started early in '43. Then there were 40 members. At the recent 10th meeting, there were 150 members on the roster.

A central-Ohioan—Clarence Latham of Hilliard—was a co-founder of the outfit. He and Kidron's Cy Sprunger are credited with spark-plugging the association's beginning.

CY SERVED AS secretary-treasurer of the association six years. Clarence was president for two years and has been continually a director.

Others now serving on the directorate include Wayne Wrolee, North Bloomfield; Orvin Hall, Celina; W. A. Mason, East Liverpool; A. R. Sooy, Alliance; E. Pennell, Cumberland; John Pharr, Richwood, and W. O. Sargeant, Bradford.

The directorate indicates statewide coverage by the association. The same was true at the start of the organization. Charter members included Guy Johnson, Columbus; Frank Bradley, Mechanicsburg; H. Earle Wright, Mt. Gilead; Forrest Day, Sunbury; Pop Hess, Worthington, and the Sargeant brothers of Greenville.

"We are working for betterment in the auctioneering profession," Si Lakin told me. "We want to promote improved sale techniques and top ethics for auctions and auctioneers.

"And there's always an interchange of information and ideas, of facts about

regulations—like those concerning health of livestock passing through sales."

THE TALL COLUMBUS auctioneer was elected association president at the last meeting. He and others among the association's leaders are busy planning for a national meeting in Columbus the middle of July.

"We'll have auctioneers here from all over the country," said the former Franklin County farm boy. "Ohio has the biggest state organization in the nation, so we'll have to have a bang-up meeting for our guests."

Other officers are Homer Pollock, Delphos, vice president, and John Sargeant, Greenville, secretary-treasurer.

Si showed me a copy of a meeting announcement issued by the then-young association late in '43. Under a "special notice" heading at the sheet's bottom was printed:

"New ceiling on corn, \$1.16 per bu., 58 cents a basket at farm sales.

"Ceiling on oats, the highest price at your local elevator between Nov. 30 and Dec. 3.

"Just a suggestion: Where we have quite a lot of corn and oats, let's divide it in lots of, say 100 bushels to let several people have a chance to buy it."

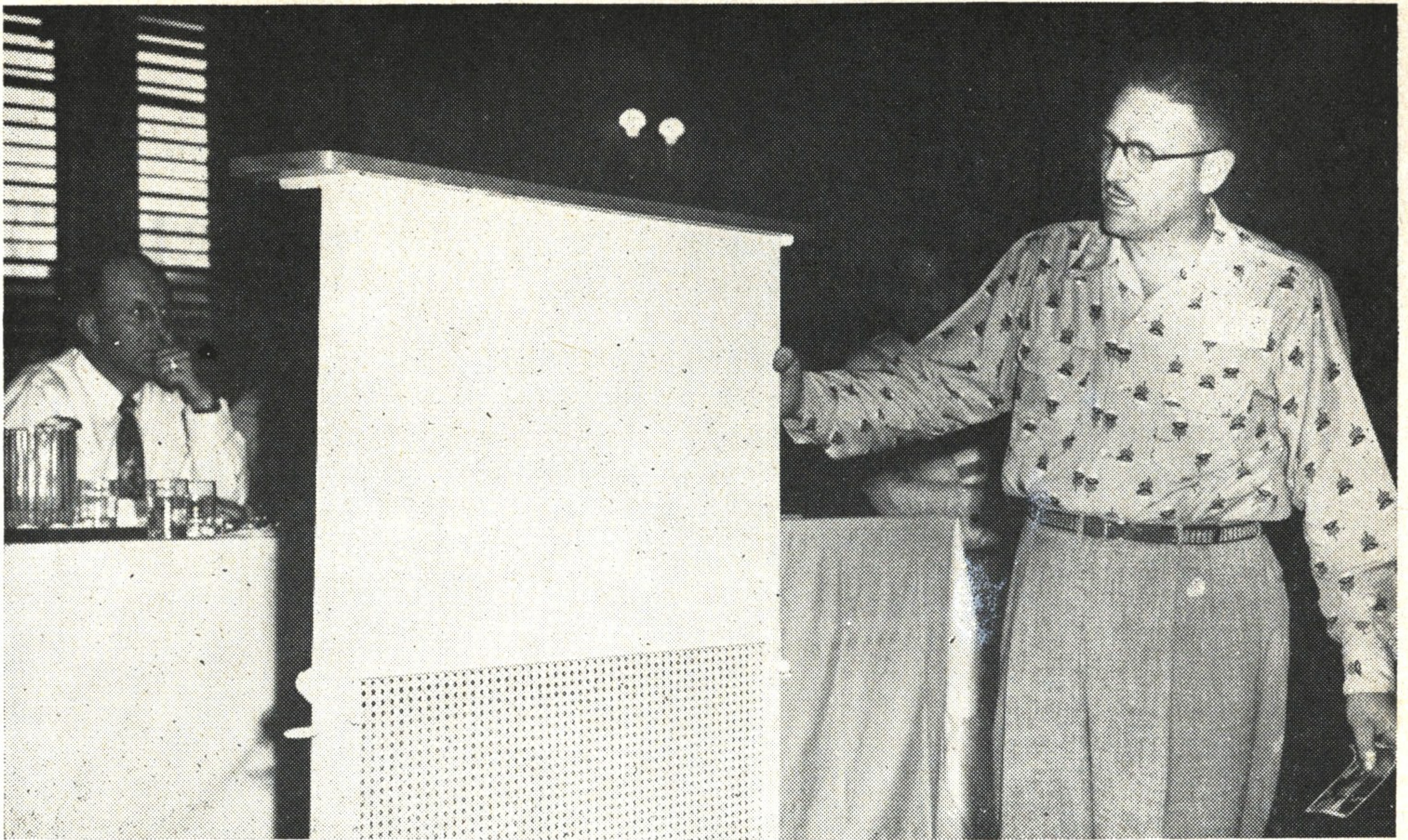
Auctions have long been a part of Ohio's farm economy. The state association aims to keep them the best obtainable.

X She wore her stockings inside out
All through the summer heat,
She said it always cooled her off
To turn the hose upon her feet.

auctioneer
X Col. Couch: While at the convention
strolled in to the large building and
inquired. "Is this the Salvation Army?"
"Yes." "Do you save bad women?" "Yes."
"Well, save a couple for me for Saturday
night."

X A little girl said: "Mamma, that
Auctioneer must be an awful good
christian." "Why"? asked the Mother.
The rhild said: "He dropped a big iron
pipe on his foot and sat down and talked
to God".

X The younger Auctioneers are going to
accomplish what the older Auctioneers
thought was impossible.



Pictured above is Col. Melvin Leichty, displaying a collapsible auction stand upon which he recently obtained a patent. This was donated by him to the fun auction, proceeds of which went to the Association.

Committee Gets Stiff Auction Law

City Council Monday sent to committee the "rather strict" auction ordinance which, if approved, would completely revoke the present law regulating auctions in the city.

The new law, placing heavier restrictions on the sales, apparently faces no opposition.

There are several outstanding differences between the present auction law and the one which may be adopted at Council's next meeting.

Under the new ordinance, a \$50 license fee is established. City Clerk George R. Beers said the present law calls for a \$25 fee.

Mr. Beers also said that while the new ordinance directs payment of a \$100 fee before a permit for an auction sale is granted, the old law left the fee to the discretion of Council. Usually the sale fee is \$10, it was said.

Deputy City Clerk Walter V. Irving, who also explained the two laws, said the new ordinance requires an auctioneer to file with the city clerk's office a more strict number system. Under the new law, every article up for sale must

bear a number, and the same figure filed with Mr. Beer's office.

Mr. Irving went on to say the auctioneer must report daily to the clerk each item sold and its number.

The new ordinance also limits public auction sales to 15 days. Council, however, may extend the period. Normally, an auction would be allowed to run 30 days in the city.

If the proposed ordinance is adopted, an auctioneer will be required to present a \$5,000 bond to the city, whereas it now would be presented to the state.

HERVALE FARM SCENE OF HEREFORD AUCTION

In a relatively short period of time Col. Bernard Hart, and Col. Charles Corkle, both members of the National Auctioneers Association, sold 52 head of pure bred Herefords for Leland Herman, near Wayne, Nebraska.

While the prices paid for the animals were not high, the bidders offered their prices and purchased the cattle readily. 22 bulls brought \$10,380 and 30 females brought \$11,275. The Auctioneers divided the selling responsibilities and both men kept the sale moving along in an excellent manner.

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RURAL AUCTIONS TOUCH LIVES OF MOST FARMERS

Statistics show that at least once in his lifetime every farmer will place all or a portion of his possessions up for public auction.

The auction has become recognized as a rural institution—a big business. Millions of dollars worth of goods are moved each year by the “science of the rapid tongue”, where a wink or the nod of the head finds a new owner for an article.

“From coast to coast says,” says Donald Stfford, well-known Minerva auctioneer, the auction institution is recognized as a method whereby a farmer may liquidate his business.

* * *

THE RURAL RESIDENT anticipating a farm sale still faces problems, however, because he is most likely a first-timer. During these times, the auctioneer becomes his Rock of Gibraltar, his “Man Friday”.

For weeks and days before the farmer parts with his possessions and the tools of his trade, the auctioneers makes himself available for tips on how to make items presentable for potential buyers.

“From the preparation of the sale bill to final transactions of money, deeds, bill of sales—a good auctioneer must be ready with facts that help. He must know antiques, machinery, livestock, breeds, habits and health points. He must know how to study moods of buyers and be able to read faces.”

Stafford say his first auction when he was 19—one week after his father returned from a sale and suggested that auctioneering had possibilities as a profession. This was in 1935.

“THAT FIRST auction I witnessed was conducted by the artist in the field, Howard Sinclair.

“I went home and told my father that I could nver master that rapid lingo.”

Five weeks later, the shy youth got up enough courage to go to make an attempt in the field. The three-weeks course was followed by a four-year apprenticeship. Stafford served his time under Earl Wright, nationally-known figure in the auction field.

Then came World War II. Five years in the tanks of Gen. George Patton's armored forces in Europe seasoned the

youth with more courage and maturity to face the people and situations which might arise in auctioneering.

When he returned, he found he also must become a licensed real estate broker. This required more study.

STAFFORD SAYS he's cried sales in weather from 10 below zero to more than 100 degrees in the shade. His worst enemy is wind. He frowns upon turning down a sale. No matter how small, they give experience which is vital.

He has cried sales ranging from \$85 to one five-day sale of \$400,000 worth of government surplus machinery, where one handful of papers brought \$23,000. They were bills of lading for 23 boxcars loaded with automotive repair parts.

“But it is the getting ready which is important,” he insists. “Separating the ‘tin whistles’ from the valuable—maybe an antique topping a basket of gadgets is the difference between interesting bidding and a slow auction.”

STAFFORD ADMITS he likes the auction of select dairy cattle best.

“Like brothers of the profession, we can't help relish the job where a man has spent a lifetime perfecting cattle fine enough to keep him rather than the reverse of the situation. They groom the animals, set up the milk schedules and in general prepare their specimens to show well for the hour of auction.”

Asked if he ever found himself on a verbal limb during a rapid fire auction deal, Stafford laughed and blushed a little.

“ONCE I HAD A bad habit of tossing in phrases to pep up the bidding. We all do it. One of mine is—‘and I'll deliver it personally, IF you wait until I have the time.’ Once, a woman made me carry a stove three blocks to her home. Without the aid of my sale clerk, I'd have lost face aplenty.”

Stafford gets no rest on Sunday, no matter how many sales he's had the previous week. He is a teacher in St. Paul's Lutheran Sunday School at Minerva.

Married and the father of an eight-year-old son, Stafford resides at East Rochester, Ohio.

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If you are one of those listed it is requested that you notify "The Auctioneer" of your correct address. If any member knows the correct address please advise us. We have been obliged to delete all the names from our mailing list until such time as the correct address is obtained.

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St. Paul Nebraska
 July 14, 1953

TO THE HONORABLE BOARD OF DIRECTORS
 OF THE NATIONAL ASSOCIATION AUCTIONEER'S
 GENTLEMEN:

I, Harold McDermott, a resident of the State of Nebraska, County of Howard, City of St. Paul, Nebraska, do hereby certify that I have examined the records and accounts of the Treasurer of the National Association of Auctioneer's, Henry Rasmussen, St. Paul, Nebraska, and submit herewith comments substantiated by statements covering his records and accounts.

During the period from June 30, 1952 to July 11, 1953, which I examined, the Collections amounted to \$6,023.63 and the Disbursements amounted to \$6,724.09. The balance on hand at the beginning of this audit with the Collections and Disbursements reflects a balance of \$278.88, on hand July 11, 1953.

A concise accounting is as follows:

Balance on hand 6/30/52	\$ 979.34	Disbursements	\$6724.09
Collections	6023.63	Balance 7/11/53	278.88
	<hr/>		<hr/>
	\$7002.97		\$7002.97

The records, receipts and all books were maintained in a satisfactory manner and all records of receipts and disbursements were properly recorded.

Respectfully Submitted
 Harold McDermott, Examiner
 County Treasurer
 Howard County

THE LADIES AUXILIARY

PRESIDENT'S MESSAGE

The convention was really wonderful, wasn't it? Seeing all of your old friends and meeting so many new ones. All were the kind of people you like to know. But it is good to be home too. Ladies have you stepped on the scales since you returned? Well, I have and have just realized that it will take me two months to lose those extra pounds gained during the convention. But believe me, it was more than worth every pound.

To the many new members of the Ladies Auxiliary, we are more than happy to have you as one of us and in behalf of the entire membership of the Auxiliary a most hearty welcome. We will all be looking forward to seeing and visiting with you again next year. Many of the ladies present at the Columbus convention were unable to join because of the very large crowd that kept the officers on the jump every minute. If you will write the Secretary, Mrs. Betty Steiner, 9708 Marshall Ave., Silver Spring, Maryland, and enclose \$5 a membership card will be mailed to you. You are eligible for membership if your husband or son is a member of the National Auctioneers Association.

Each year our Auxiliary like the N. A. A. continues to grow because of the great need of a national Auctioneers Association and the interest of everyone in bettering conditions for all. Now we want to grow just as fast as the N. A. A., so if you have any suggestions I would very much appreciate hearing from each of you.

Our plans for next years meeting in Nebraska have already been started and your ideas will be most welcome.

X In mastering the rules of Auctioneering some Auctioneers forget that one of the most important rules is that of clarity.

X Herbert Hoover was the first President of the United States born west of the Mississippi.

IN MEMORIAM
MRS. NELLIE COATS
Long Branch, N. J.

AUXILIARY ACTIVITIES

By Elizabeth Steiner

The largest and most enthusiastic gathering of ladies was present at the national convention of the N. A. A., and all participated in the program of the Auxiliary. Eight life memberships were recorded and many new members enrolled.

The newly elected officers are: Mrs. Margaret Norris, Illinois, President. Mrs. Lela Bockelman, Iowa, First Vice President. Mrs. Lydia Drake, Illinois, Second Vice President. Mrs. Elizabeth Steiner, Maryland, Secretary-Treasurer. Mrs. June Holford, retiring President was elected Historian and Parliamentarian. Directors elected are: Mrs. Daisy Ramsay, Tennessee. Mrs. Betty Tindell, Florida, Mrs. Florence Wendelin, Texas.

All ladies whose husbands and sons are members of the N. A. A. are eligible for membership in the Auxiliary and are requested to write the Secretary at 9708 Marshall Ave., Silver Spring, Maryland. We all regret very much that many of the ladies who wanted to join at the convention were unable to do so because of the very large group keeping the Secretary on the jump every minute, but if you will just drop a line now your membership will be taken care of immediately.

We are all set for making the current year the greatest yet and if the N. A. A., can go to Nebraska in 1954 with 2500 members, and I know they will, the Auxiliary will be there with 1000 members. We too take the slogan of the N. A. A. "GET MORE IN 54".



Mrs. June Holford, retiring President of the Ladies Auxiliary, presenting Mrs. Margaret Norris, newly elected President, with an orchid.

The Cross Roads

By Col. Wm. J. Felton

It is imperative that the Auctioneers of America unite with the National Auctioneers Association, as without an Association the Auctioneers of America in the not too distant future, will know the results of defeat.

Many laws have been passed and are being passed that are harmful to the Auctioneers. In some states the Auctioneers are so dormant with respect to their own interests that the Legislators of their respective states hardly know they exist. Who is to blame for the many laws, fees, etc., imposed upon the Auctioneers? Nobody, yes, nobody but the Auctioneers themselves.

Every day that you let pass without doing something for your Association, you are permitting the politicians to

build fences around you, high fences that make it much more difficult to ascend. This is a free country and our profession is the most democratic of all professions. Let's fight to keep it free. If the Auctioneers continue their indifference it will not be too long before they realize that they cannot sell in their neighboring village or state because of laws prohibiting them from selling without paying an exorbitant fee. Is this a free America? Is this democratic? Let every Auctioneer in America unite with the N. A. A., and keep our profession free from the hungry politicians.

If we will all join hands and work together then we can accomplish our goal for a free and untrampled profession.

X The first bank in the 13 original colonies was chartered in Boston in 1686.

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

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Them To The

NELSON AUCTION

SCHOOL

Home Office: RENVILLE, MINNESOTA

(Paid for by Nelson Auction School)



Pictured above is Col. Sam Lyons, of Indiana, Pennsylvania giving freely of his time, effort and ability in conducting the annual sale of Hams, sponsored by the Kiwanis Club to raise money for 4-H club boys and girls. This is the fourth year that Col. Lyons, has conducted the sale and each year has shown greater attendance, greater interest and larger receipts. Keep up the good work Colonel, as it is just such services by the Auctioneers throughout the country that makes for better public relations and gives the Auctioneer a great satisfaction knowing that he did his best for others.

Col. Rhodes arose to address his congregation. "There is a certain man among us today who is flirting with another man's wife. Unless he puts five dollars in the collection box, his name will be read from the pulpit." When the collection plate came in there were nineteen \$5 bills and a \$2 bill with this note attached: "The other three pay day."

Two Auctioneers at the convention were talking about their sleeping habits and complaints.

"I suffer from insomnia," said Col. Van Pelt. "What do you do?"

"I drink a glass of whiskey every hour," said Col. Woolley.

"Does it make you sleep?"

"No, but it makes me perfectly satisfied to stay awake."

Col. Drake went into his Doctor's office and observed a sign, First Call \$5.00, Second Call \$3.00. Col Drake went into the Doctor's private office and said: "Well, Doctor, I'm back again".

MEMBERS and SUBSCRIBERS

If you are going to move, it is necessary that the proper notification be made, at the earliest possible moment, so that you may continue to receive your copy of "THE AUCTIONEER" by letter, postcard, or post-office form 225, giving the old address, as well as the new, with postal zone numbers if any. You should also notify your local postoffice on postal form 22 of your change of address. Both postal forms are obtainable at any post office.

Since considerable time is required to process a change of address you are urged to advise "THE AUCTIONEER" as soon as you know your new address preferably five weeks in advance.

"THE AUCTIONEER"
490 Bath Avenue

Long Branch

New Jersey

Charity Auction Nets \$4,000

By Col. Wm. . Oliver

Despite a sweltering heat hundreds of people from Bergen and Passaic counties witnessed a two ring auction in the Teaneck Armory, Teaneck, New Jersey, June 20th.

The sale was sponsored by the New Jersey Parents Group for Retarded Children and all items were donated. They included just about everything from a toy to a Lincoln automobile. Starting at 10:30 a.m. and continuing until 12:30 in the morning the Auctioneers, all members of the New Jersey State Society of Auctioneers, worked in relays of thirty minutes duration, resting thirty minutes and then resuming their selling in the opposite ring. Two Auctioneers were kept going constantly, and when not selling were disposed to work the rings. Auctioneers participating were: Col. William A. Oliver and Col. James Oliver under whose supervision the Auctioneers were assigned to the sale ring. Col. George Bird, Col. Ralph S. Day, Col. William Parr, Col. B. G. Coats, Col Otto Seng, Col. James Smith. W. Fred Hinkley, also volunteered his services.

Ernest W. Fous, Chairman of the affair said, "Nothing like this was ever tried before, and to me it was a brand new experience. We have gained not only money, but a lot of valuable publicity and have made many friends. None of this could have been possible without the help of the members of the New Jersey State Society of Auctioneers. If possible I would like to have you publish a few lines in "The Auctioneer" to let the rest of the country know that the Auctioneers of New Jersey are always ready and willing whenever called upon to help in charity affairs. On behalf of the membership and the retarded children who will benefit from this auction I extend to the New Jersey State Society of Auctioneers our heartfelt thanks."

What's Wrong With This Picture

In the June and July issues you read the above headlines. Now in this issue we again call to your attention the beautiful picture which appeared in the center fold of the July issue. The response from the members for the picture prompted us to obtain it in color rather than in black and white, as all of the mistakes can be found in the colored picture.

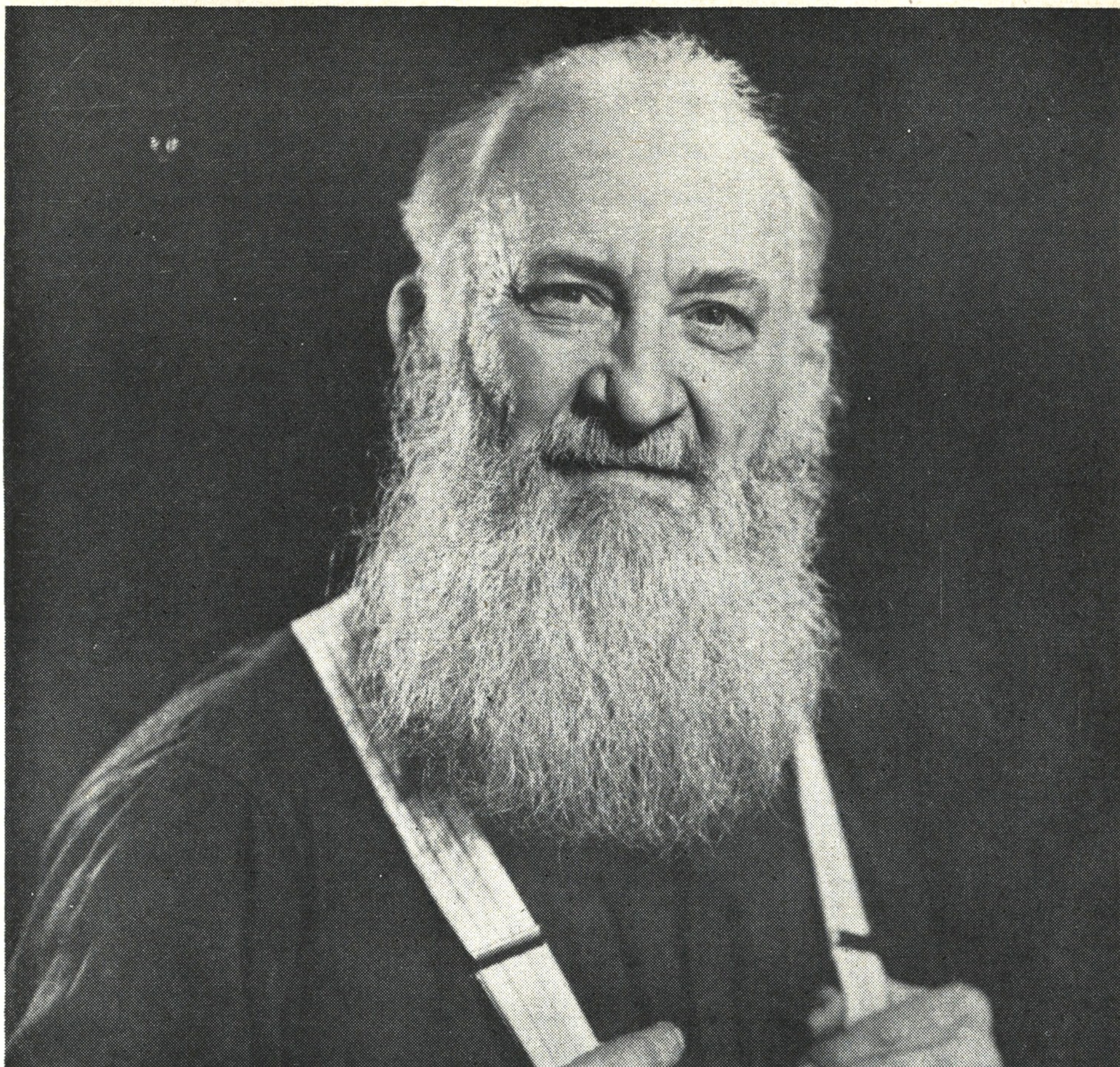
This picture hanging in your office or home will attract the eye of your visitors upon entering the room and makes for an excellent conversational piece. You will get a kick out of asking your visitors to try and find the mistakes. As a service to the members of the N. A. A., "The Auctioneer" will forward you the picture size 16" x 20" in color suitable for framing. There is no charge for this service but your contribution in support of "The Auctioneer" by enclosing \$5 to have your name appear on the Booster Page for one year, will help us to help you.

We will advise you the correct number of mistakes which have been injected into the picture, and you are going to have many, many times the \$5 in the pleasure you will get from your visitors trying to find how many mistakes. Your Managing Editor has one hanging in his office and everyone coming or going is attracted to the picture.

Those of you who sent in your \$5 and receive the black and white picture, will in the next few days receive the picture in color. "The Auctioneer" was indeed fortunate in obtaining these pictures from a Calendar Company. However our supply is limited and when they are gone, there will be no more, so get your request in now while the supply lasts. Just drop a line to "The Auctioneer" 490 Bath Ave., Long Branch, N. J., enclose \$5 and request that your name be placed on the Booster Page for one year. The picture will go forward to you the same date your request is received.

COMPETITION'S WONDERFUL

It's one reason we all have so many of the good things that make life worth living.



The Old Man of the Mountains

Colorful Figure Makes Fun Auction Success

It is by the splendid cooperation and sacrifice on the part of many members that makes the National Auctioneers Association so outstanding.

A truck was observed driving up to the Neil House loaded to capacity and from it emerged Col. R. C. Crosser, of St. Marys, West Virginia. The truck contained various items all donated by Col. Crosser, for the Fun Auction, proceeds of which were applied to the Association's Treasurer. As a result of Col. Crosser's generosity and the spirited bidding of the members gross receipts of \$700 was realized.

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

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In the center of Topeka, Kansas.
Seating capacity 300. Air Conditioned. Two
sales Weekly. Plenty To Sell. Low Overhead.
Excellent retail Business. Ideal for man and
wife. Same location for 7 years.

Will help new Owner get started.
1953 Gross Sales over \$75,000. Priced reason-
able. Attractive Terms. Now Operated with
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For further information write

TOPEKA'S AUCTION HOUSE

1212 West 8th St.

Topeka, Kansas

SALE BARN SANITATION

(Continued from Page 11)

pert first paid our market a visit. He said—and I quote, “This is the greatest farm relief I have ever seen”. And may I add, it was done without subsidy or special taxation| George White, then governor of Ohio, also attended this sale. Upon this favorable publicity, the community sale was born—and thus our livestock markets were established throughout Ohio, the Mid-West, West and later to the east and south. I would like to suggest that Mr. Ketner go a little further into the “history of livestock auction markets”.

Naturally this has brought some problems such as financial responsibilities, disease control and sanitation. These markets were established to render a greater service to the farmers in our community, not as a mecca for dealers who care nothing about the health of their livestock—or the legality of their transactions. Some markets, such as they are operated today, are a disgrace to the livestock industry and especially to our profession. Recently we were in a barn where the help told us the barn had never been cleaned since it was built about twelve years ago. But why condemn good legitimate markets on account of a small minority?—we realize that one not acquainted with the magnitude of the livestock markets—cannot begin to grasp the scope and importance of the business. There is no method of selling equal to the auction method—where bidding is open and competitive—and the auctioneer who sells on a livestock auction market is selling on one of the most important markets in the world—But how much more pleasant it is to work in a market where sanitation is a keynote to their success—the manner in which the general public has accepted this somewhat new procedure in marketing has convinced me—there was a definite need—gives me assurance by their approval—that they are here to stay and will become even stronger providing we keep our sales barns up to or above standard, sanitation-wise.

“Lest we forget”—these markets are still on trial, we have never experienced or weathered an epidemic such as the foot and mouth disease of 1915—very

few markets have weathered a major depression such as in the early thirties—the outbreak of hoof and mouth disease in Canada in the fall of 1951 could have been right here in the states—this would have had its effect on every auctioneer in the United States, either directly or indirectly.

I firmly believe that livestock marketing is just as legitimate as any other profession—most certainly a vast majority of the men who operate livestock auction markets are not of the type described by Robert Howard in his article entitled “Ghost Meat” in the 1940 issue of the Farm Journal.

I still challenge Mr. Howard to a debate on that issue—then there is the article written by Claude Gifford in the December, 1952, issue of the Farm Journal entitled “Livestock Auctions, Too Many Gyp Joints”—describing especially insufficient inspection and unsanitary conditions in sales barns—this is a direct reflection on our entire profession—nowever Mr. Gifford wrote another article in the January issue entitled “Better Auctions”—but the damage had already been done—had our sales barns been kept in proper sanitary condition there would have been no ground or material available for such an article. My father was a veterinarian, my brother is a veterinarian and we have always been sanitation minded—I have been associated with farming, breeding, fattening and marketing livestock all my life—we have always had livestock diseases and we shall always have them. My school of thought in regard to livestock markets being disease dispersing is somewhat different from that of many people—especially those who live in communities where markets operate without sanitary regulations or inspection. I do not deny there is some danger. History bears out the fact that where large numbers of livestock are assembled there is always that possibility regardless of how careful we might be. None of us are immune to this possibility, but I believe that the spreading of disease can be kept at a minimum—and that contagious and infectious diseases can be far better controlled by properly regulated markets

rather than to have this same amount of livestock go through dealers hands uncontrolled. We need only to refer you to the tuberculosis situation and the hog cholera outbreak before livestock markets were established. From 1917 until 1935 when the original Whitney Bill was enacted, and later amended, we had no regulations in Ohio. Since then our situation has steadily improved. The challenge of ownership of an auction market should mean much more than just to see how much money can be made quickly from its operation. We who operate markets and are looking ahead realize that the public today demands better sanitary provisions than we furnished them thirty years ago.

Now for a brighter side of the auction markets—I would like to refer you briefly to several items of which I am justly proud: namely the article written by Floys S. Barlow, Glenwood, Florida, for the February 18 issue of the Ohio Farmer entitled “Uniform Regulations of Livestock Auctions”—the two full pages in the rotogravure section of the Akron Beacon Journal in the April 28 issue, 1940—the frequent front page articles by John C. Davis of the Cleveland Plain Dealer—the article by Fred Kelly, Frederick, Maryland, written for Community News Service and describing the “Revolutions of Livestock Marketing”—several articles written by Grace Goulder under the heading of “Ohio is Ohio”—the article written by Bill Zipf in the farm column of the Columbus Dispatch—the fact that the success of our market was told on “The Ohio Story”, produced by the Ohio Bell Telephone Co. and broadcast throughout the state.—Every auctioneer should be proud that our profession was included in the sesqui-centennial film, through our market at Kidron, Ohio. This film in technicolor entitled “Ohio, Freedoms Proving Ground” shows the progress made here in Ohio in the past 150 years. This film was televised and is currently showing throughout the state.—And finally by Kate Smith over a national network in August 1946, telling the story of the 100 registered Hampshire Gilts and 10 Hampshire boars that I gave to returning servicemen at a total cost of \$11,000. Still we have men to say that sale barn sanitation does not pay.

ten about our market hinges on sale barn sanitation which to us is paramount to good sale management.

I am not in favor of closing any market as long as they operate legitimately and meet required standards of sanitation—but most certainly I would like to see many of them put in a more presentable condition. For five years our market carried an inspection rating of 98%—on May 15, 1951, we were given the coveted rating of 100%. I have never gotten beyond the stage, and I hope I never shall, where I will not work with employees to retain this rating. It is truly a pride and joy to realize that our market has been so rated—in attaining this we feel we have made a real contribution to the auction profession. Our market was established for the sole purpose of rendering a service to agriculture—monetary returns have definitely been secondary—we feel that if proper sanitation is provided, monetary returns will automatically take care of themselves. As a member of the United States Livestock Sanitary Assoc. I shall definitely work even harder to see that proper sanitation will be a paramount issue in sales barns. Truly this has been hard work but we have enjoyed it—anything worthwhile is worth looking for. You are here for a purpose—there must be a reason why I am here—together we shall go forward with our work—we present the final transaction of a great investment—our field is large and we have entrusted to us the opportunity of rendering a real service to the greatest of all industries, ‘agriculture’.

It was from a humble beginning in 1923 and an investment of \$5.00 which in thirty years has grown to a five million dollar business to which we can point with pride and say that sale barn sanitation has been and always will be a primary factor in the success of our market. We trust that you who might have some sanitation problems in the markets that you own or work, will see that adequate steps are taken to correct them.

Should you forget everything else I have told you, just ask yourself this question; will we leave our marketing facilities better than we found them? When we as owners, auctioneers and managers of auction markets realize that

Practically every major article ever writ-
good healthy livestock is one of our great-
est assets, then we will have taken a step
in the right direction. The best insurance
for the continuance of family importance
and stability in a rural community is;
good land ownership—well established
markets — good schools — roads — and
churches—a farm stocked with healthy
livestock. We are definitely challenged
by providing adequate sale barn sanita-
tion to do our part in strengthening
rural America. "The strength of America
lies in rural America," "lets keep rural
America strong."

Five Auction Schools

For the first time in the history of
our Association Auction Schools were
given the opportunity of bringing before
the convention from the platform "Auc-
tion School Standards". The discussion
of this subject marked a high spot in
the convention program and had time
permitted it would of proved more in-
teresting if the many members could of
had the opportunity for questions and
answers.

The Auction Schools represented were:
The Foland Auction School, Noblesville,
Indiana, represented by its founder Col.
R. C. Foland. Bockelman Auction School,
Sioux City, Iowa, represented by its
founder Col. Paul F. Bockelman, and by
Col. Paul Bockelman Jr. The Reppert
Auction School, Decatur, Indiana, rep-
resented by Col. Q. R. Chaffee. The
Nelson Auction School, represented by
its founder Col. E. T. Nelson, and located
at Renville, Minnesota. The Western
College of Auctioneering, Billings, Mon-
tana, was scheduled to be represented,
but last minute developments prevented
Col. Bill Hagen, its founder from being
present. The Sargent Auction School, of
Sioux City, Iowa, represented by its
founder Col. G. F. Sargent.

At this advanced date an effort is be-
ing made to have every auction school
in the United States, send a representa-
tive to our national convention in Ne-
braska in 1954. At this convention more
time will be given over to the auction
schools and panel discussions, both of
which being of such vital interest in that
they bring out many points beneficial to
all and excite the interest of everyone
in attendance.

How To Hunt For Antiques With Safety

By Col. Tom D. Berry

Is tracking down antiques part for
your vacation fun?

"Every woman to her own taste," says
Col. Berry, expert and lecturer on anti-
ques, "but don't think you're getting an
'antique' when you're merely getting
something old. In other words buy with
your eyes open."

Speaking on his favorite subject, that
which he knows most about, this expert
held forth from one of his Charles II
chairs, dating from 1670. His feet rested
on an antique Kirman rug. The bases
of the lamps in his hame are Chinese
porcelain vases from the 18th century.
When he wants to look at his television
set, he opens the door of an elaborately
carved cupboard dating from the reign
of Elizabeth I.

"An antique is not any old thing
out of your grandmother's attic. The
customs department says that it must
date prior to 1830. Why? Because
roughly then the Industrial Revolution
was ushered in and furniture was no
longer handcrafted."

Asked for some advice to pass on to
women who like to hunt for antiques,
Berry replied, "When you're dealing in
antiques, you're dealing in beauty. That's
why it's so difficult to advise anyone
who's trying to get a sure guide to the
real thing."

But, nevertheless, he was able to give
the antique fancier some helpful hints.

He advises, for instance, that you put
the burden of knowledge on yourself and
not on the dealer. If you're putting mon-
ey into stocks and bonds, for example,
you investigate beforehand as thoroughly
as possible. It should be the same with
antiques. You can visit your local mu-
seums and study good examples so that
you'll have standards for comparison. You
can become to some degree an authority
simply by reading and looking at plates.
Above all, if you're visiting areas where
genuine, indigenous antiques abound,
you'll have the best chance of all to see
and get to know them in homes.

The AUCTIONEER

Official Journal of The National Auctioneers Association Dedicated to and Serving the Auctioneering Profession.

A trade journal of sound value, based upon the wisdom, experience and integrity of the membership. One that reaches into every state Canada, Mexico and Africa every month except August and is regarded as teacher, philosopher and friend by its readers. It sells its advertising space solely on its merits. It is an excellent advertising medium and is therefore recommended.

**NATIONAL
AUCTIONEERS
ASSOCIATION**

Feeder Calf Auctions For The Little Guy

Courtesy of Farm Journal)

Western cattlemen are bracing themselves for a sharply lower feeder market this fall. How about farmers in the rest of the country, who run some beef cows and market their calf crop as feeders?

Well, they're going to share the bump, too. But there's a good chance that cow-calf men in at least a half-dozen Central and Southern states will come out better than most. Judging from past years, they'll get from 3 to 5 cents a pound above average.

They'll earn this bonus by selling their calves through co-operative auction sales where the animals are grouped by size and grade for the convenience of the buyers.

Here's how these sales work in one state—North Carolina.

State Extension leaders working with County Agents and local communities have set up 13 points in the state. Farmers bring their calves in, and before the selling starts, beef cattle experts sort the animals into groups by size, sex, breed, and grade. The idea is to offer uniform feeder-calf "packages."

The sales costs are modest—last year's average for 3,343 head was only \$2.50 for each calf sold. This included a 25-cents-a-head fee for promoting the sales, and a pro-rating of sale expenses.

There's no question that the sellers have made money on the co-operative auctions. Last fall the average price received by farmers selling at the North Carolina auctions was 27.87 cents a pound. State average was 22 cents.

Sam Buchanan, animal husbandman, believes that nearly all of that difference is due to the method of selling. "It gives the buyer a chance to get a uniform set of calves. He likes it, and is willing to pay for it."

The new system gives a break to the little fellow, particularly, because it gives him the advantages of sorting and grouping — something that only the larger breeders could cash in on in the

past. It gives all farmers the advantages of competitive bidding.

In neighboring Virginia, the feeder-calf auctions have become big business. In 1952, more than 20,000 head were sold, at a gross price of nearly \$2½ million. The average price received was 27.6 cents a pound. The first co-op auction was held here about fifteen years ago. Now there are 24.

In Missouri the feeder-calf sales have grown at an amazing clip. They started in 1941 with one sale of 426 calves, and last fall 37 different sales handled more than 50,000 head. The 1952 gross was \$5.63 million.

After the 1952 Missouri sales, the Extension livestock folks asked the 4,174 sellers how much of a bonus they got through the sales. The average figure was about 10% more than if they'd sold through their old outlets.

While the Missouri sales have grown rapidly, the number of calves consigned per farmer has stayed around 10. They were started for small cow-calf men, and they've stayed that way.

Among other states that have these co-op feeder auctions going are Tennessee, Arkansas, West Virginia, and Iowa.

When the calves are sorted for selling in different lots, each is weighed individually and tagged with a number. It's possible that one man with six calves might have them sold in as many different lots. While it means considerable bookkeeping, it still assures the fairest price for the seller.

The same goes for the buyer—he can get the kind, quality, and number that he wants.

If you're in an area that doesn't have this kind of selling arrangement, and it sounds good to you, see your County Agent. If there are enough other farmers in the county who are in the cow-calf business, it might be a bet for you. It's worked well where sales have been carefully planned and promoted.

IMPORTANT

At the conclusion of our National Convention, your President called a meeting of all the Officers and Directors for the purpose of outlining his program for the next twelve months. His first official act was to appoint an auditing committee, whose responsibility it shall be to audit the Books of the Association and those of "THE AUCTIONEER", and render a report of their findings at the 1954 National Convention.

This means that if you have not paid your dues, this will be the last issue of "The Auctioneer" you will receive. If you are a Subscriber and your subscription has expired, your name will likewise be deleted from the mailing list.

Effective October 1, 1953, "The Auctioneer" will be dispatched only to members in good standing and Subscribers.

Examine your membership card now, and if not in good standing, renew immediately and keep your name on the mailing list. Mail your dues to: National Auctioneers Association, 490 Bath Avenue, Long Branch, N. J. Make all checks payable to the Association. Subscribers to "The Auctioneer" make your check payable to "The Auctioneer" and mail to same address. Subscription \$6 annually. Dues \$10 annually.

Subscription to "The Auctioneer" applies to non-members only. Every member of the Association in good standing will receive "The Auctioneer" every month except August.

Convention Best Ever

By Col. Guy L. Pettit

From the "opening gun" to the Saturday evening banquet and dance, no one could ask or even hope for a more successful convention.

The Mayor and the Secretary of the Columbus Chamber of Commerce made us know that we were all more than welcome to their city. Col. Tom McCord, of Montgomery, Alabama, sure made a hit with the bases loaded. His wit and southern brogue as well as his sound philosophies were timely and enjoyed by all.

Mr. Bailey, of Sabina, Ohio, gave a most interesting and constructive talk on selling real estate at public auction. He talked as one having authority, explaining in detail many points of value. Many Auctioneers were heard to say that the one address was worth many times all the expenses of their trip to Columbus.

Col. Cy Sprunger, of Kidron, Ohio, certainly covered himself with glory by the way he handled his subject of "Sale Barn Sanitation". It was done only as Col. Cy could do it.

The entertainment was out of this world. Dusty Millen, the after dinner speaker was simply tops. Humor, wit and pathos prevailed in abundance and no one could help from being enlightened and enthused by his address.

All the members who failed to attend simply missed one swell time and denied themselves of partaking in the many benefits that make for better auctioneers and the spirit of comradeship so essential in furthering the National Auctioneers Association. It is my firm belief that anyone worthy to be called an Auctioneer is unfair to himself and to his profession to remain a non-member of the N. A. A. Now almost 1000 strong and with the 1954 slogan "GET MORE IN 54", I can see no reason for not going to the 1954 convention with a membership of 2500. Honestly fellows each of us have only to get TWO new members to reach this goal. **LET'S DO IT NOW.** I am advised that the new members will be published in "The Auctioneer" together with their sponsor every

month, and I am going to see to it that my name is among them.

Most certainly congratulations are in order for our retiring President, Col. Clyde Wilson, and our retiring Secretary, Col. J. M. Darbyshire, the Board of Directors, Col. Rasmussen, our Treasurer and the Ohio Auctioneers Association for their untiring efforts to make the 1953 convention so highly successful. I understand that the convention came out using black ink. That is as it should be and again congratulations.

Col. Walter Holford, our new President, and his entire staff are all men of good, sound, seasoned judgment and under their leadership nothing can stop us. While the past year has been one of excellent record for the Association, the coming year will make that record look like a drop of rain in the middle of the ocean. We can all look forward to an even greater convention in 1954 as I know that grand group of Auctioneers in Nebraska will never allow another state to outdo them. The good Lord willing, I'll see you all there.

X A young Auctioneer learning salesmanship heard his father sell some silk to a lady by telling her the silk worms were all dead and he got an extra high price. At the next sale the young Auctioneer took the stand and was told to sell a box of tape. "Now Ladies and Gentlemen", said the Auctioneer, "tape is hard to get and the price on this box is going to be high as all the tape worms are dead".

Secretary Treasurer Bonded

In keeping with the Officers and Directors business policy and to protect the membership as a whole, should anything develop, whereby the funds of the Association could be held up indefinitely, and the records of the Association together with any monies handled by the Secretary be unaccounted for, the Treasurer has now been bonded in the amount of \$10,000 and the Secretary in the amount of \$5000.00. Both bonds payable to the National Auctioneers Association. The Bonds are now on file with the records of the Association.

Your Treasurer and Secretary take this means of commending the Officers and Directors for taking this business like step in the protection of the membership of the Association.

ALONG THE WAY

By Col. Walter Carlson

With so many auctioneers in one branch or another of the real estate business, and lots of others just "coming to" with a realization of what a grand field it is to set roots in, we will pass some information along that is old to lots of readers, and possibly brand new to just as many others. A few post cards to the following addresses will bring you bushels of catalogs and bulletins about their wares.

For books and books and more books about real estate, McGRAW-HILL BOOK CO., Inc. 330 WEST 42ND ST., NEW YORK 36, N.Y. and PRENTICE-HALL, INC., 70 FIFTH AVENUE, NEW YORK 11, N.Y. are leaders among the publishers.

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"NATIONAL REAL ESTATE & BUILDING JOURNAL" is simply a "must" for the man who keeps himself informed. Published monthly at \$4.00 a year by STAMATS PUBLISHING COMPANY, 427 SIXTH AVENUE, S. E., CEDAR RAPIDS, IOWA. You will wonder how you ever got along without it.

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41 EAST PEARSON STREET
CHICAGO 11, ILLINOIS

For information about the REALTORS ASSOCIATION, and a world of other books, suggestions, ideas, etc., write NATIONAL ASSOCIATION OF REAL ESTATE BOARDS, 22 WEST MONROE STREET, CHICAGO 3, ILLINOIS. Real estate business is like a

revolving door; you are either all the way in or out. Might as well go the whole stretch.

DOANES AGRICULTURAL DIGEST, 5144 DELMAR BLVD., ST. LOUIS, MISSOURI supplies farm information twice a month that real estate men and auctioneers will find handy all of the time.

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Livestock men in auction work will find many aids and supplies in the catalogs of STOCKYARDS SUPPLY CO., MORRISTOWN, TENNESSEE and WESTON MFG. & SUPPLY CO., INC., SPEER BLV. AT LARIMER STREET, DENVER, COLORADO.

"QUOTE" a weekly magazine for public speakers, is published by BROKE HOUSE, INDIANAPOLIS 6, INDIANA, who also have a lot of other material for speakers.

When your name is on the mailing list of these concerns, you will soon hear from others who can supply similar material to put you on the road to fame and fortune.

BUSINESS GOOD

Col. and Mrs. Howard B. Johnson, of Story City, Iowa, are the proud parents of a daughter Vicki Gnis, born April 12th. It is their first child and so elated was Col. Johnson, in becoming a father, that he delayed getting the news to "The Auctioneer" until June 30th.

Col. Johnson, is Secretary-Treasurer of the Iowa Society of Auctioneers. He said he never knew cigars cost so much.

Col. Pettit, recently purchased a cuckoo clock at an auction. Gave it to Mrs. Pettit, who proudly placed it on the wall. Everytime the cuckoo announced the hour of time, Col. Pettit looked in the clock for cuckoo eggs.

THANKS TO ALL

Cy Col. Clyde Wilson

The largest and most constructive convention in the history of the National Auctioneers Association is now a matter of record. This was made possible by the cooperation of the entire membership. Even though my tenure of office was enjoyed and made for many sacrifices, it was with pleasure and gratification that our membership increased and our program was completed. I shall extend every effort to make our next convention even greater in every way.

As a Past President of the N. A. A., I am happy to join the Past Presidents who have so faithfully served the Association at a great sacrifice of time for the betterment of all. I shall continue to give the present administration every cooperation possible and will obtain as many new members for the Association so as to surpass all previous records and shall work to the fulfillment of the program established by our President Col. Walter Holford, to go to Nebraska in 1954 with 2500 members.

May I urge all of you to take just a few minutes and by so doing, each of us can get two or three new members and the quota of new members will be reached far in advance of the convention.

The greatest asset our Association has is "The Auctioneer". This publication is made possible by the membership contributing to its pages, articles of interest to all Auctioneers. Without it we would be like a ship without a rudder. Let us bear in mind that our faithful Managing Editor, Col. B. G. Coats, looks forward to your articles, and when they don't arrive, he is obliged to make our publication smaller in size and less interesting. If we will all contribute something, Col. Coats, will give us a magazine that would make any Auctioneer coming running forth to join with us.

To the entire membership, to Col. Darbyshire, the retiring Secretary who labored throughout the year and to all the officers and Directors my sincere thanks and may you extend to the present administration the same cooperation all of you so generously gave to me.

GAVEL GRITS

The spring and summer auction business has been very good in Central New York, nearly all of the gavel pounders have been busy all of the time.

* * *

Col. William McKinney, of Cortland is planning on opening his own auction rooms in a former school house on U. S. Route 11. "Bill" plans for consignment merchandise and new distressed goods.

* * *

Charlie Vosmurch has averaged two sales a week during the past seven months, and the prospects for a busy fall season is very bright. Charlie operates mostly "on his own" buying complete outfits, farm, stock and equipment and then selling at auction. It's a quick turn over business.

* * *

Col. Howard Reed has just about laid aside his gavel as his duties as City Alderman tie up much of his time. However he does find time to aid other auctioneers in the territory.

* * *

Fred J. Saltsman of Virgil recently purchased the interests of his father in the farm they have operated jointly for many years. Fred's sons, John, Roy and George will handle the farm when their father is auctioneering, which is usually three days a week.

* * *

Col. Frank K. Taylor has been very successful in the sale of school houses and other public and semi-public buildings. On Saturday, Aug. 1 he sold Far View Health Camp for more than double the appraised value of the land and buildings, and the furnishings selling later for a sum that greatly pleased the owners.

X "Pa, tell me how you proposed to Ma," requested the young Auctioneer. "Well, son as I remember it was like this. We were sitting on the sofa one night at her house and she leaned over and whispered in my ear. I said, 'the devil you are'. Next day we were married."

Auction Sales Are Man's Domain

An Account Of Struggle For Sale Supremacy Between The Sexes

Most of the time, the Head of the House and I get along very well. In fact, I will even go so far as to say we get along better than the average couple who are both of Irish descent. But — the mere mention of “auction sale” entangles us in a situation that almost reaches the separation point.

“Women just don't have any sense when it comes to auction sales,” states my spouse with firm conviction.

Now, I am willing to admit that my first experience at an auction sale was a mistake. Carried along by the fever of bidding, I found myself the owner of a complete new dining-room suite. Of course, it was a bargain.

All of which was very well except that I was very much a single girl, teaching school, with not even a serious prospect in mind. It was very embarrassing.

It took several years of forgetting before I had the courage to attend another sale. By this time I was married, and bolstered by the presence of a sister-in-law. I was more cautious this time but I proudly carried home my lone purchase, a used cake container for a quarter. The H of the H greeted me with the admonition, “Don't be buying other people's old junk.”

A little enamel revived the container. Although it has carried pounds of pies and cakes in the last 10 years, he still maintains it was a poor buy.

A lot of coaxing plus some powerful tears resulted in my husband consenting to take me to another sale. This time I was the auctioneer's delight as he unloaded beautiful bargains into my waiting arms. Mattress covers for 50 cents, blankets for 75 cents, hand-made quilts for \$2, matched pictures for 50 cents, and many other useful items.

It was a gala day for me until I discovered my husband had disappeared. Lugging my load of luxuries along, I found a very dejected looking spouse,

seated on a sawhorse behind the garage, muttering over and over, “Women just don't have any sense when it comes to auction sales.”

The one and only time my man gives me credit for my bargaining prowess, is when I suggest we purchase a new kitchen set. Nine years ago I bought the present one for \$16 at a sale, of course. But the mention of a new one sets my husband waxing eloquently about “the wonderful, solid oak wood that could never be duplicated to day.”

I willingly admit my spouse's superior intelligence when it comes to agriculture, mechanics, and the mathematics involved in income tax calculation. And I don't like to be stubborn and boastful, but I will pit my bargains against his sale purchases any time.

The boat chair he bought in 1944 for \$1.50 might be considered a bargain for some people, but my husband has never gone fishing in his life. The only boat ride we ever took was at Lake Okoboji in 1947 and the boat chair was cozily reclining in our attic 100 miles away.

The rocking chair was a sensatinal buy at \$1 if only it hadn't disintegrated soon after he brought it home.

I admit the duck he bought for 90 cents was a sane, sensible purchase if it had been more cooperative. It died a natural death the night my husband brought it home.

But the Head of the House firmly maintains that “Auction Sales” are strictly a man's domain. He seldom misses one. Usually he just “happens” to be passing the place and remembers the sale. On rare occasions, he tells me beforehand—that is, just as he is putting on his cap to go out the door and I'm in an absorbing occupation, such as mixing up bread.

I am willing to forget all this, if only some day he will smile and say, “How would you like to go to the sale with me today?” So with a bit of feminine strategy, I fold the weekly newspaper in such a way that the sale bill shows prominently when he picks it up.

But the Head of the House just looks at it, shakes his head sadly and says with smug superiority, “Women just don't have any sense when it comes to auction sales.” — Frances O'Brien, Kosuth County, Iowa.

Olcott Sale Stirs Rush Of Bidders

SARATOGA SPRINGS, N. Y., July 18. —Perspiring but avid bidders sent prices skyrocketing as the auction of antiques from the home of the late Chauncey Olcott and Mrs. Olcott got under way here today. A crowd of more than 400 persons jammed the blue and white striped circus tent set up on the lawn of Inniscarra, former home of the famous tenor, who died in 1932, and his wife, who died in 1949.

Professional dealers mingled with matrons seeking to augment private collection and these were almost engulfed by sightseers and amateurs looking for bargains. The crowd, which actually overflowed the tent, strained forward eagerly as auctioneer Herbert E. Wilber, of Chestertown, N. Y., put up each new item.

Too Hot for Auctioneer

Sweltering patrons seemed to pay little attention to the sun that wilted summer dresses and suits but the auctioneer, on his feet and talking constantly, found the heat too much. He was relieved by an assistant at frequent intervals.

Mrs. Gertrude Levison, who arranged the sale, declined to estimate how much will be realized from what is considered the most important auction of antiques in many years. Those who have looked over the collection of more than 4,000 pieces believe \$100,000 a conservative figure.

The auction will continue through next Saturday, except for tomorrow. On Monday a large collection of kitchen ware, including copper pots and pans and old glass, will be offered.

Bidders Enthusiastic

Prices of dining room furnishings today indicated the enthusiasm with which amateurs and professionals went at the bidding. A set of six hand-painted French chairs went for \$300. Ten Meissen fruit knives, made in Germany, brought \$45. Ducks, fashioned of milk glass and used as serving dishes, were

bid in at \$25 each. A papiermache tray, decorated with a bird motif, was knocked down for \$50.

It was difficult to say whether dealers or collectors were getting most of the choice items. In some cases large collections were split among several buyers.

The Olcotts' daughter, Mrs. Edmund F. Johnstone, of 635 Park Ave., New York, decided to dispose of the antique collection because there is no room for it in her New York home and she did not want to store it.

Resolution Committee Reports and Convention Adopts

Col. Guy L. Pettit, Chairman of the Resolutions Committee submitted the following Resolution for adoption and which was unanimously approved:

WHEREAS, with feelings of deepest regret, the National Auctioneers Association must record the passing of its members, because we realize to the fullest extent the benefits which our Association have derived from his membership and because of the warm personal feeling inspired in us by his kindly, unselfish life.

NOW, THEREFORE, BE IT RESOLVED, that we inscribe upon our records this tribute to his memory, that future generations of Auctioneers may know and appreciate the part he played to unite the Auctioneers of America, and the respect and esteem in which he was held by the entire membership.

FUTHER RESOLVED, that a copy of these resolutions be transmitted to the family of our deceased member, together with the assurance of our sincere sympathy.

This resolution, with name of deceased member inserted, will be mailed to the family of all our deceased members.

Col. Williams paid a visit to the barber shop in the Neil House during the convention, sat down in the barber chair, looked the barber over, and said, "What's the idea of your hands being dirty?" "Nobody had a shampoo today," confessed the barber.



FROM

THE

MAILS

West Chester
Pennsylvania
July 22, 1953

Dear Col. Coats:

I am glad to write and tell you how I liked the national convention. It was wonderful and I enjoyed every minute of it. It adds zest and enthusiasm to all of us, and I know I will be a better Auctioneer as a result of it.

My friendship with other Auctioneers over the country has been limited, but since the convention I feel that I have very good friends throughout the United States and I am more than proud to be associated with them in the National Auctioneers Association. In the immortal words of our beloved Will Rogers, "I never met a man I didn't like".

Again may I say I am proud and very glad to be a new member of the N.A.A. Believe me, I am contacting several Auctioneers to join in this wonderful movement for the advancement of the Auctioneering profession and the interest of all the Auctioneers.

Thanking you, I remain,

Respectfully yours,
Col. Wm. R. Guthrie

Crown Point, Ind.
Aug. 3, 1953

Dear Col. Coats:

I am one of the newcomers to the auctioneering profession and the National Auctioneers Association. I was very fortunate to attend the national convention in Columbus, and departed with more knowledge, ideas and constructive accomplishments than I could ever hope to obtain in many years of practice. I am now planning and looking forward to attending the national convention in Nebraska in July 1954.

At the invitation of Col. C. B. Drake, I joined the N.A.A., in April 1953 and my only regret is that someone did not ask me to join much sooner.

I enjoy "The Auctioneer" very much for its down to the earth remarks and comments of the Auctioneers and their problems. The way and manner in which all the articles are written. I am also a member of the Indiana State Association. To our leaders in the N.A.A., and to all those who make the paths of the younger Auctioneers less difficult for success, believe me, their efforts shall always be treasured by me.

Sincerely yours,
Ernest Neimeyer

August 5, 1953

Col. B. G. Coats
The Auctioneer
490 Bath Avenue
Long Branch, New Jersey
Dear Colonel Coats:

There is a dual purpose in this letter.

The first is to congratulate you and all the members of the Convention Committees for a job well done in arranging and conducting this last Convention to its satisfactory and successful conclusion. We realize the great amount of time and effort expended in co-ordinating an affair of this nature . . . and it appears to be well compensated for in the increasing display of interest and good-fellowship among the Auctioneers. There is no doubt that the Association will continue to grow in prestige, influence and membership.

Our second purpose deals with "The Auctioneer". We have been watching the magazine improve with each issue, and we are anxious to jump on the bandwagon to help it along.

We are therefore enclosing herewith our check in the amount of \$35.00 to cover the cost of two half page advertisements to appear in the September and November issues.

There is also enclosed a sketch of the ad. Will you kindly follow it as closely as possible and bill us for the expense incurred for any cuts which may be

necessary. If possible, we would appreciate seeing a proof before the magazine goes to press.

Sincerely yours,
Business Assets Corporation
Colonel Joe M. Goldberg

July 29, 1953
Milford, Ohio

J. Meredith Darbyshire
360 Virginia Circle,
Wilmington, Ohio
Dear Sir:

I can think of no words or adjectives that would begin to express sufficient compliments for the most wonderful job done by you and the rest of the officers of the N.A.A. Truthfully, it is my opinion that you were responsible for the greatest percent of this accomplishment. I feel that the auction business will never be able to thank you enough for the accomplishment which you have attained for this business, and though the auction business is a small part of my business, I personally want to thank you. I always have and always will admire people that have the foresightedness and ability to make such accomplishments as you have during the past year. You probably do not realize how many people will be benefited by the seed that you have sown in the auction business in 1952 and 1953.

I also want to offer my services and if I can assist you in any way, whether it be for the success of the N.A.A. or for you personally, please call on me.

Thanking you again, I am,
Very sincerely yours,
Donald R. Florea

846 Park Ave.,
Montgomery, Alabama

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

The meeting at Columbus was very much enjoyed by me and Mrs. McCord. I am only sorry that I had to fill an engagement in Huntington, W. Virginia, on Saturday, which made me miss most of the Friday P.M. and the Saturday part of the wonderful program.

I will get down to writing an article for "The Auctioneer" and see what I can accomplish along the editorial lines.

It was my good fortune to pass through Lincoln, Nebraska, last Tuesday morning. I called Col. Art Thompson. He

is getting along pretty well and was most happy to learn something of the convention. I was mighty glad I called him even though it was 7 A.M. It helped him up a bit, I am sure.

Very Sincerely,
Tom McCord

July 27, 1953

Dear Col. Coats:

Hasten to thank you for the beautiful Past President medal and for your very kind letter. I shall always treasure it as one of my priceless possessions. I so much appreciate the thoughtfulness of the N.A.A., in the respect you pay to the memory of J. Albert and your kindness to me.

From all reports I am mighty sorry that I was unable to attend the Columbus convention. The program was so interesting and the hotel looked so inviting, but J. Albert was the missing link. It made me so happy to learn that the attendance was the largest and the convention such a grand success. Such is the reward for sacrifice made for a worthy cause.

I shall be watching with eagerness for the September issue of "The Auctioneer" and making my plans now to attend the

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Col. E. T. Nelson, President

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convention in Nebraska in 1954. I am sure that every member and every Auctioneer, after reading the September issue, will regret that they were not present at Columbus.

With every good wish for the greatest success in 1954.

Sincerely yours,
Mrs. Hazel Ferguson

August 4, 1953

Colonel and Mrs. Meredith Darbyshire
158 Vine Street
Sabina, Ohio

Dear Colonel and Mrs. Darbyshire:

You are to be highly congratulated for the fine manner in which the National Auctioneers Convention was conducted.

Much of its success should be attributed to the foresight and planning of the officers.

The members of our firm thoroughly enjoyed the convention weekend and extend to you our sincere thanks for your fine work which greatly contributed to the success of the convention.

Very sincerely,
Leona Drake

Henderson, Texas

Dear Col. Coats:

Had a wonderful time at the convention and know that many benefits were obtained, better fitting me for the auctioneering profession. The experiences of others and the many inspiring and constructive talks given by those on the program certainly was most helpful to all present.

I want to thank everyone who worked so hard to make the convention the great success it was and I am looking forward to the convention in Omaha, Nebraska, July 1954.

Sincerely,
Col. Bill Wendelin

Roanoke, Virginia
August 4, 1953

Col. B. G. Coats, Editor
"The Auctioneer"
Long Branch, New Jersey
Dear Colonel:

We regretted very much being unable to attend the Convention at Columbus this year. We have attended and enjoyed

every convention since Asbury Park and, following each one, have marked the event on our calendar as the highlight of the year. But this year—and at almost the last minute—several things happened to prevent our attendance.

So all of us here—including my father, J. G. Sheets, and brothers, Garland and Thomas, and our wives—wish to go on record that our absence was not due to lack of interest, as we are very much interested in the growth and development of the organization and are proud of our membership in the N.A.A.

We were very pleased with the splendid reports received on the Convention and especially to know that it was the largest ever. This is proof that we are a growing organization, and, with the future cooperation of every member, we will continue to grow and prosper, destined to become a large organization and one that every reputable auctioneer in America will want to belong to so that he may proudly advertise "Member of the National Auctioneers Association."

We also want to congratulate the new officers and directors for the coming year. They have a big job to do, but we are sure that their administration will make N.A.A. history—just as Col. Wilson's did during the past year.

I was most pleasantly surprised to receive the "Past President's Medal" and wish to take this opportunity to thank the entire membership. I am very proud to have been president of such a fine organization and will always treasure this symbol of that office.

Now plans are being made for a new and bigger convention, and—be the good Lord willing—we'll be right there when the doors open. In fact, what we thought were major problems at the time and caused us to miss this year's convention were actually only minor ones and, looking back, were not enough cause for all of us to miss being there. Perhaps a lot of members are like that—we make mountains out of mole hills and let a few little business problems cause us to neglect our organization. This year, after making our decision not to attend the convention, we realized that some of us should have taken off and gone.

COOPERATION BRINGS ACHIEVEMENT

Things would have gone on just the same. In fact, had we been a little more careful in our planning and more careful about setting sale dates, we would have avoided a jam at convention time. However, we have learned our lesson, and it will be different next year.

Sincerely,
Foster G. Sheets

East Rochester, Ohio
July 20, 1953

Dear Colonel Coats:

I must keep my promise and write you a letter stating my reaction to the annual convention of the National Auctioneers Association which was recently held in Columbus, Ohio.

In my humble opinion the large gathering was a huge success. I am very happy, that, after several years of hesitation I decided to join with other Auctioneers in supporting an organization based upon the high principles which motivate the National Auctioneers Association.

I feel that every Auctioneer present during the convention returned to his home determined to practice his profession and to render a better service to his clients.

I consider the three days we spent at the Neil House in Columbus to be both exceedingly pleasant and highly profitable. We are looking forward to the Nebraska meeting next year.

Enclosed find my check for \$5 for which please send me a copy of the auction picture and consider me a booster for "The Auctioneer".

Very truly yours,
Col. Donald H. Stafford

August 3, 1953

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

My appointment as an Associate Editor of "The Auctioneer" was quite a surprise to me as you probably realize. While I am honored with the appointment, I feel like a "Babe in the Woods" in carrying out the expected duties. While I have been an observer of the profession for some time, it was only last November that I sold my first complete sale. Therefore, it is going to be quite embarrassing for me to contribute anything worthwhile to those who have

been selling for many years, and I believe they will receive my offerings with the same attitude.

Now that I am an "official" of the publication, I have a few suggestions that I only want you to consider. (1) I suggest you find some other method of addressing the magazine, even mail in an envelope and sell the back cover for advertising. I believe you could sell this page for \$50 per issue as it is a position that most publications sell at a premium rate.

(2) Contact by letter the various livestock publications regarding running regular ads of one column inch for the purpose of increasing their circulations. Auctioneers like to keep in touch with the industry they hope to serve and are excellent subscription prospects. I know from experience. You won't get them all, but you could get a few.

(3) If the listing of coming sales of registered livestock is going to be a permanent feature, list only those that are to be conducted by members of the N.A.A. The list could then be made up from information contributed by the auctioneers themselves.

I am anxious and willing to cooperate in any way possible, so don't hesitate in asking me.

Sincerely yours,
Bernard Hart

Columbus, Ohio
July 31, 1953

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

I would like to make a confession at this time. When Colonel Homer Pollock, Colonel "Pop" Hess and Colonel Clyde Wilson would report to our Ohio Auctioneer's Association of the activities of the National Auctioneers Association, the fine conventions, fine times and the overall good derived from them, I was lukewarm. A national convention had to be held in my home town, Columbus, Ohio, to awaken me.

Believe me, I was impressed by every phase of the convention. I enjoyed the social aspect of it immensely. Above all, I was inspired in meeting so many fine auctioneers and their wives from many states. I am happy and proud to be an auctioneer and shall lend to this fine association all the support that time

allows me, from now on.

Colonel Coats, may I pass an orchid your way. You did a grand job in presiding at the convention and above all, every auctioneer in America should praise you for the tireless and magnificent work you have done on the "Auctioneer".

Best regards,
Si Lakin

East Liverpool, Ohio
July 30, 1953

The Auctioneer

B. G. Coats, Managing Editor

Long Branch, N. J.

Dear Sir:

I would like to follow up with a few suggestions I left unsaid on the convention floor at Columbus regarding legislation that may or not be introduced affecting the auction profession of each state.

First I suggest that each Auctioneer make it his business to get acquainted with his state representative and state senator, and remember, these legislators are politicians and just average men and women who represent you in your county or district, and elected by the people. They are the fellows that get out and campaign for their office. Some pass out cards at gatherings, farm auctions and other types of auctions. I do not suggest you take sides in a campaign in your district unless it can be done without injury to your business.

By getting well acquainted with your Representatives you will be able to help in getting legislation passed or help to kill legislation that will hurt you, if and when some of these jealous business men or real estate men should try to get laws passed in the state legislature to put you out of business. Sometimes, as the saying goes, it is not what you know but who you know.

When you see him at your auction always say "Hello, Senator" or "Representative Smith", or whatever his name may be, he will like you for it.

Organize a legislative committee in your state Auctioneers Association and keep awake. "Do not let the sleeping dog raise up and bite you". Remember the Legislator is always pleased to know an Auctioneer.

Very truly yours,
Jonathan C. Mason

Milford, Ohio
July 21, 1953

Colonel B. G. Coats
490 Bath Ave.,
Long Branch, New Jersey
Dear Colonel:

I find it very difficult to find words sufficient to express the pleasure, satisfaction, and knowledge which I received at the N.A.A. convention.

The splendid job that you did as Chairman and the wonderful job of planning the activities which had been rounded out by the officers and directors of the association was remarkable. Possibly the first time in my life that I had ever stopped and realized the power and possibilities that a strong auctioneer association could do. Never had I realized that there were some thirty thousand auctioneers in the United States. With a large percentage of the auctioneers working together in an association like the N.A.A., the profession can be guarded and made as sound as any profession there is. I have, however, realized that without a strong organization the fate of the auctioneering business was doomed. Because of selfish merchants through Chambers of Commerce and political units, laws and regulations can tax the auction profession to death or eliminate it completely.

I received a lot of information and knowledge that I intend to use in my business from now on. I met a lot of fine people and friends but the greatest thing that the convention did for me was to open my eyes to the possibilities we have in building a strong powerful association. It is to yourself, through the auctioneers and all the officers and directors, that I owe my gratitude and thanks. I have pledged myself to getting as many new members and getting any and all the assistance that I can to keep the ball of accomplishment rolling, which, up to this time, has been carried by such a few people.

I especially want to extend my thanks to Meredith Darbyshire who I somehow feel has been one of the greatest inspirations toward making the present accomplishment possible. I, for one, will not be satisfied if at the 1954 convention the N.A.A. cannot boast of five thousand members instead of the eighteen hundred goal which we talked about at the convention. I feel that one new

SELLING is a creative job. It calls for just as much imagination as writing a book, painting a picture or designing a building.

member is not enough for the present members to get during the next year. I think that a minimum of five should be our goal.

If there is anything that you or any of the members or officers can use my services for, please never hesitate to call on me. I am for a strong N.A.A.

Very truly yours,
Donald R. Florea

De Kalb, Ill.
July 20, 1953

Dear Col. Coats:

I returned yesterday from Columbus after three enjoyable days of seeing old friends, also meeting many new ones.

The program was excellent and the Colonels were all interesting in their talks. I hope to be able to sign up many more of the Auctioneers from this section of Illinois and have them attend next year in Nebraska.

My thanks to the Ohio boys and to all others who had a part in making us feel at home in Columbus. Congratulations to the new President and his staff for the coming year, also to the publishers of "The Auctioneer".

Sincerely,
John L. Whitman

Brewerton, N. Y.
July 21, 1953

Dear Col.:

At the convention I did not agree to send a letter, but I was so favorably impressed that I decided to do so. The excellent manner in which the whole convention was managed, the excellent way in which the chair conducted the convention could not help but make for success. During the meetings there was no one who tried to monopolize the floor, as happens in many conventions. The individual conduct was 100%. I did not see one person who attended the convention that was intoxicated, nor did I see anyone who showed the least signs of being under the influence of liquor. That in itself is a remarkable record for a convention composed of five or six hundred people. This fact I have boasted about to the John Q Public many times.

There was not a man that did not come away from the convention, richer in ideas and knowledge of the auction business through conversations with

fellow Auctioneers or talks from the platform.

All of these instances which I have mentioned prove that the Auctioneering Profession and especially those that attended the convention are Auctioneers of the highest caliber.

Sincerely yours,
Col. Clifford W. King

Jacksonville, Ill.
July 20, 1953

Dear Col. Coats:

Anything that I might say could only be repetition to the words and thoughts of many others concerning the 1953 National Auctioneers Association Convention held in Columbus. It was truly the finest convention I have ever attended.

Had every Auctioneer in America been present and consumed as well as practiced the many splendid suggestions and words of advice uttered by our leaders, the auctioneering profession would reach a higher level in its ethics and standards overnight.

I am proud to be associated with and to participate in every meeting and project of the N.A.A. Never has there been so much enthusiasm, never has there been so much constructive work, never has there been so much discussion and so much to take home as there was at the 1953 N.A.A. convention. I salute those who made this convention so successful and so worthwhile, and to all those responsible for the continuation and further strengthening of the National Auctioneers Association, "God Bless You".

Very truly yours,
Col. Carman Y. Potter

X ~~Col. Wilson:~~ "I only go out with girls who wear glasses".

She: "Why?"

~~Col. Wilson:~~ "I breathe on them so they can't see what I am doing".

X Aunt Mandy had just given birth to her sixteenth child. A rather prim young social worker was remonstrating with her over the size of her family in relation to her economic status. Aunt Mandy was having none of it. "Yes ma'am, ah understands," said Aunt Mandy, "But that birth control is all right for you single folks—I've married".

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plishment should leave no doubt

in your mind that the Asso-

ciation needs him and he

needs the Association

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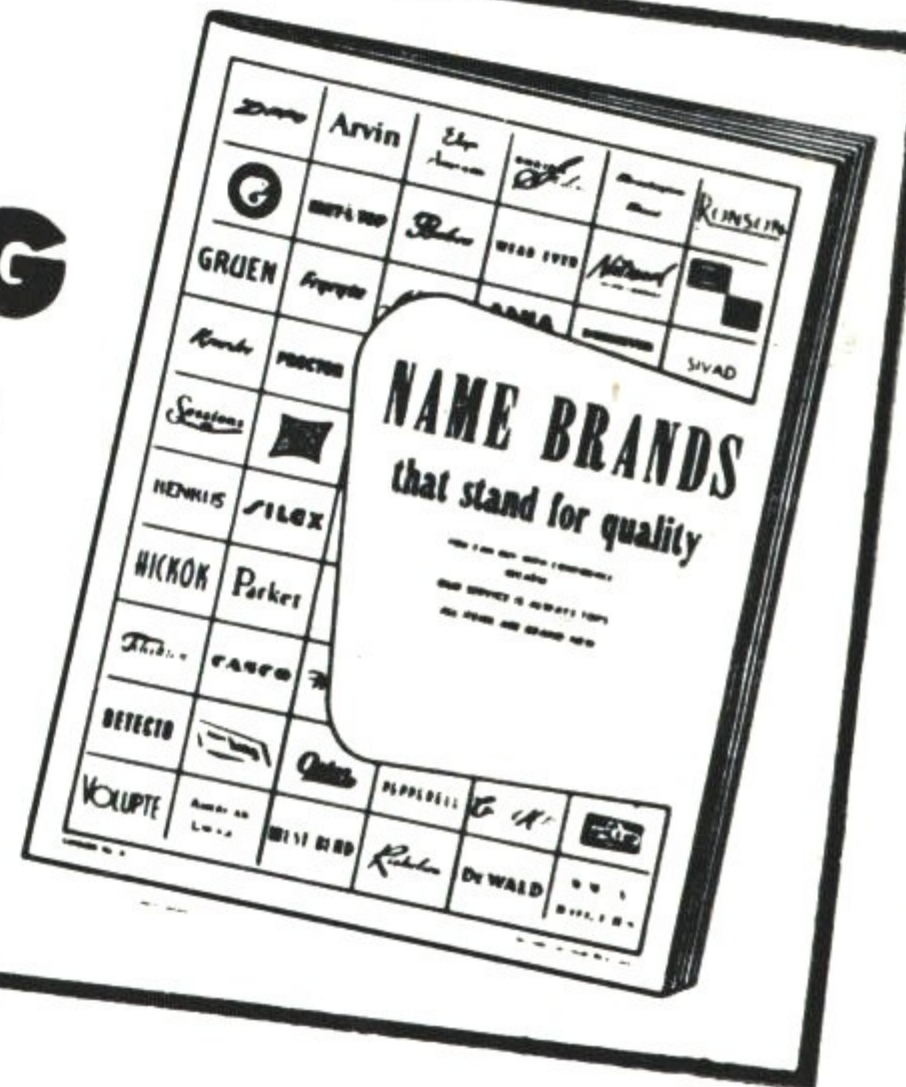
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Beginning Of The Auction Sale



Egyptian girls being sold at public auction. The practice spread throughout all European Countries and as the world became more civilized the selling of girls at public auction was abolished. It was the beginning of the public auction sale, that today makes the auction method an accepted device for obtaining the best price.