

THE AUCTIONEER



Merry
Xmas

Happy
New
Year



DECEMBER
VOL. IV

1953
No. 11

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GOING!

GONE!!



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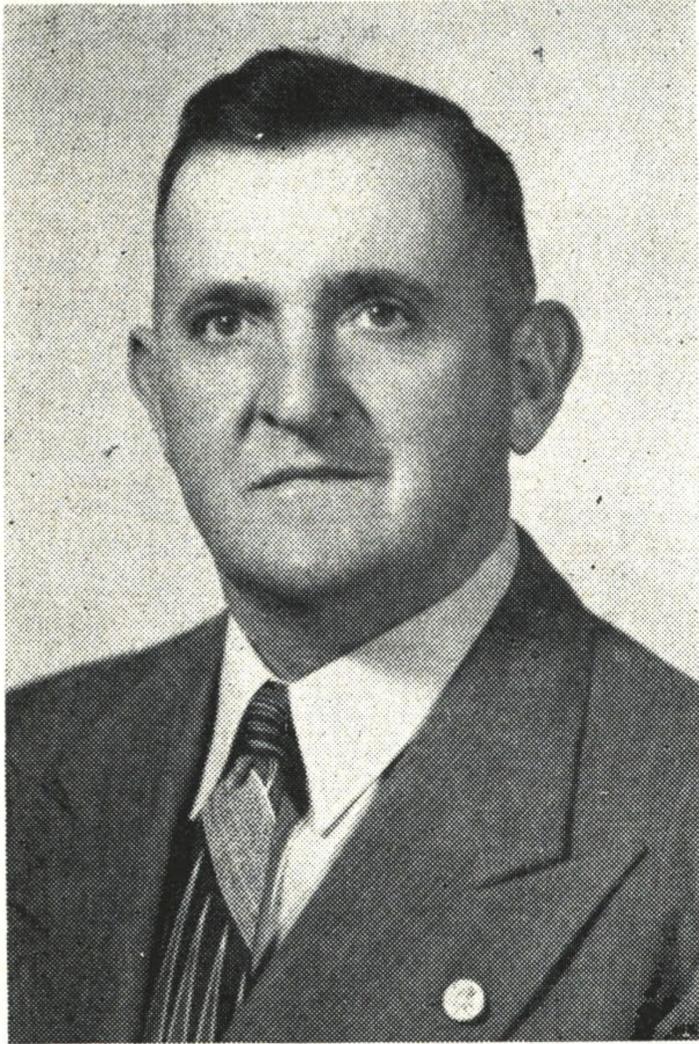
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The President's Page



by **COL. WALTER HOLFORD**
President

Thanksgiving Day will have come and gone ere this issue reaches its readers. It appears apropos, however, that in this era of trubulence and clashing of ideologies some of the important things we are thankful for, properly should be recorded often in print.

WE ARE THANKFUL FOR THE PRICELESS HERITAGES THAT ARE OURS, FOR THE RIGHT TO OUR BELIEFS, FOR A DEMOCRACY, THE RIGHT TO WORSHIP AS WE PLEASE. WE AUCTIONEERS CHERISH THESE FREEDOMS. WE ARE THANKFUL FOR THE PRIVILEGE TO JOIN TOGETHER IN THE INTEREST OF EACH OTHER AND IN THE ADVANCEMENT OF OUR PROFESSION.

Approaching the close of each old year when the cold of winter is abated by the spirit of the Holiday Season, it seems opportune that Auctioneers will review the accomplishments of their Association and of themselves, taking note of the good and analyzing the errors or short-

comings, with the view to avoiding useless and costly experiences in the year that lies ahead. Look to the New Year with confidence. Determine, if you will, that 1954 shall be the greatest year in the history of our Association. The first five months of my tenure of office as President gives me a feeling of gratitude for the wonderful cooperation on the part of the entire membership in sponsoring new members and in their support of our publication "The Auctioneer". By your continued support and cooperation we will meet our quota of 2500 members come July 1954.

With very best wishes to all the members of the N.A.A., for a Merry Xmas a Happy and Prosperous New Year and looking forward to visiting with every member at our national convention at the Hotel Fontenelle, Omaha, Nebraska, July 15-16-17. So from now until then may each of us try just a little bit more to accomplish more.

THE LION'S CODE

X Never let an opportunity pass to say a kind and encouraging word to or about somebody. Praise work well done, regardless of who did it. If criticism is needed—and be absolutely sure it is—then criticize helpfully, never spitefully.

X Often a dash of judgment is better than a flash of genius.

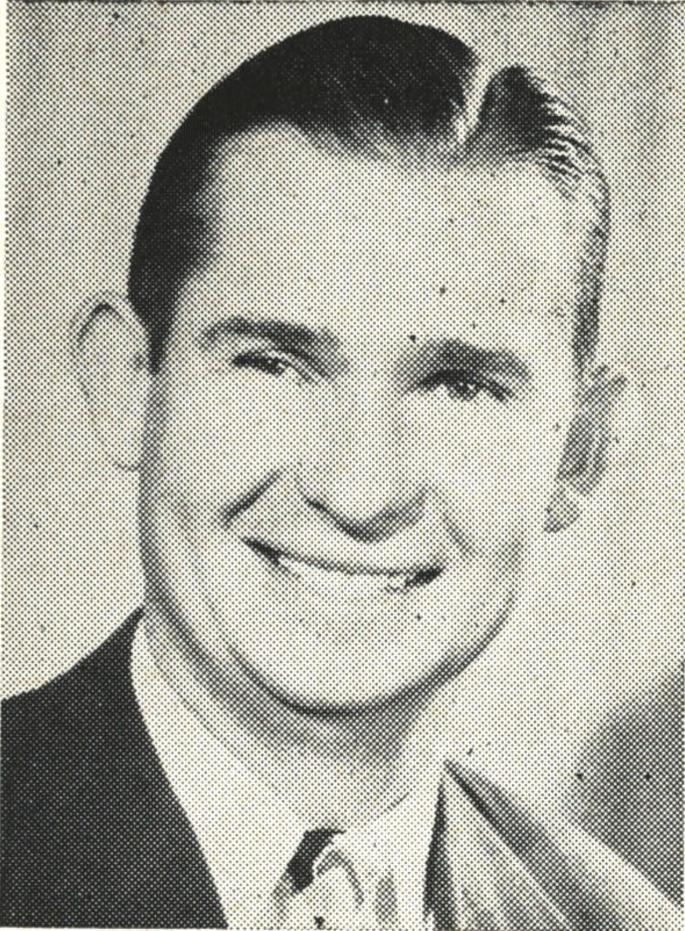
WHAT'S AN IDEAL CHRISTMAS GIFT?

You know what it is—it's different, unique and, most important, sure to please.

A subscription to "The Auctioneer" is just such a perfect gift. And you not only please once, but "The Auctioneer's" writers and pictures repeat the pleasure of giving and the joy of receiving 11 times each year.

Order your gift subscription now—there's a handy order form in this issue. Fill in and mail TODAY. A joyous card will herald your gift in the Christmas mails.

The Editor Speaks



by COL. JOHN W. RHODES
Editor

As each month passes by the ever increasing cooperation of the membership in support of "The Auctioneer" is truly reflected in the improvement of the publication. The interest of the membership in building a strong and influential Association for the advancement of the auctioneering profession, is likewise reflected by the many new writers that are giving of their time and ability for the benefit of all, as each issue of "The Auctioneer" brings to us articles from those we have not heretofore heard from.

Such a spirit can not help but make for success. The National Auctioneers Association is rapidly gaining in influence throughout the 48 states. Auctioneers that have in the past hesitated about associating themselves with the N.A.A., are now joining in large numbers. It is only a matter of time until every Auctioneer in America will want to become a member and lend his support to a cause that serves a dual purpose, that of improving his profession and himself. By uniting there is nothing but what the N.A.A., can accomplish.

As the holiday season approaches may we all give thanks for this wonderful fellowship, for the great spirit of co-

operation, for the privilege we have of joining together and working together for the good of all.

Let us resolve to go forward as never before and each of us try to give some of our time in the interest of our Association, and in so doing may we pause and give thanks for that great privilege. May this Xmas bring each of you glad tidings and may the Yuletide spirit fill you to overflowing throughout the days ahead. May we all go forward with renewed vigor, courage and a determination to gather in Nebraska in July 1954 and be able to say, I rejoice in having helped to establish a membership of 2500 members.

A Very Merry Xmas and a Happy and Prosperous New Year to all.

Though we travel the world over to find the beautiful, we must carry it with us or we find it not.

PROGRESS

By Managing Editor

Now and only now are we making progress on the road to establishing the auction business as an accredited profession. A very deep bow and salute to the pioneers for spearheading this wonderful work. Yes, and a salute to all the Auctioneers who have joined the N. A. A., and supported the movement that will ultimately bring the vast majority of the Auctioneers into the National Auctioneers Association and make for greater personal success for all.

Tremendous interest is being manifested in the N. A. A., around the country. References have been made in many publications and many letters of inquiry received at the office of the Secretary. Our publication also comes in for its share of honors. Quoting from a recent letter, "The N. A. A. is certainly to be congratulated upon its fine publication, and more especially for the wonderful results the Association is producing to raise our business to a professional level. In my opinion the work of the N. A. A. is outstanding in the United States and when the Auctioneers wake up to that and all join hands in the N. A. A., we truly will have a professional status!"

"THEN and NOW"

Extracts from a book written
and copywrited 1912



By COL. H. W. SIGRIST
1st Vice President

The first ten years of the writer's auction experience after graduating from Auction School in 1909 was spent in selling various lines of real estate at auction in the south and southwest, as well as the central states.

This experience prompted me to write a small booklet on the subject "The Art of Selling Real Estate at Auction", the second printing of which was completely sold out.

In casting about for something I thought might interest the Auctioneers of the N.A.A., I felt some extracts from the book written more than forty years ago might be of interest, since certain principals of auctioneering DO NOT GROW OBSOLETE.

From the Preface;—"Few people really comprehend the two simple words "Real Estate" because of the vastness of their meaning. In this side world, among all nations and all tribes, Real Estate is the staple, we may say. Upon this do we set the standard of values and base all matters of finance. Real Estate has been the staple since the

world began, and even Adam, the first man, was made from the dust of the earth."

"If in the writing of this book, the business of selling real estate at auction will increase among the auctioneers of America, then I shall feel a greater degree of satisfaction than from the results financially" (and I needed the lettuce then). (We all know that today it is a common practice for farms, lots and city property to be sold at auction).

Extract from Chapter "Lot Addition Sales";—"By your permission I wish to call your attention briefly to two new Townsite propositions; one now a thriving town on a twelve mile prairie in Southern Oklahoma, on the M.O. & G.R.R., 35 miles from Dennison, Texas. Here the lots were cut 25x150 feet, and every buyer was urged to take at least two lots, and many took three or more. By cutting streets fairly wide we were able to cut 10 lots to the acre, and with another Auctioneer and four first-class ground men, we sold 808 lots in the record breaking time of nine hours and two minutes, being almost a lot and a half a minute. This record was only possible because the lots were cut as they were.

Another similar sale was that of the building or opening of Kokomo, Mississippi, the terminal of the Fernwood & Gulf R.R. By looking on a recent map you will see this location in the extreme Southern part of the State near Tylertown. In this we had absolutely nothing but a depot and lumber camp, and a start to finish record was not kept here, but in the first thirty minutes we sold 47 lots.

I only cite these instances to show you that no matter how small the town, or what the custom may be, one can sell more property, sell it faster, and realize more money, if lots are cut small.

Note—In both of these sales free trains were run and free meals were furnished. In the Oklahoma sale both lodging and meals were furnished as well as free trains between Dallas, Texas, and Muskogee, Oklahoma. A pair of blankets and plenty of straw to put on the floor of some new buildings which had been erected to start the town, constituted the free lodging accommoda-

tions. Free meals consisted of barbecue beef and pork which was done in long trenches so that everybody was well fed. There being 10 thousand loaves of bread, a keg of mustard and a barrel of pickles with some liquid refreshments kept everybody happy.

Two of us were advertised as the "Famous Twin Auctioneers, who look alike, talk alike and sell lots in one and the same breath" (there was only seven years difference in our ages, but we were still twins). A forty piece band with 8 ring men kept the crowd going at full speed and in good spirits.

In contrast to these sales I might give many instances, but shall only call attention to an equal number, one in the writer's home city, where lots were cut 45x150, and it took two hours to sell 30 lots, at an average of \$406 per lot. A similar sale was held at Columbia, S. C., where it took six hours to sell 62 lots, cut 50x150, at an average of \$419 per lot. I am certain that smaller lots would have brought more money per front foot. It is not my purpose to weary you with facts and figures, but simply to set you thinking, for I know Real Estate men and Auctioneers often sell their own property, and a hint may be beneficial."

Lest this grow too lengthy I shall skip to the final chapter "The Auctioneer on the Block" and give you just a few excerpts from these pages;—"I have found that a few short, well chosen remarks, expressed in a clean, frank and confident way, giving terms and conditions of the sale are best. Believe what you say, and the other fellow will believe you. This done, begin to sell, and I dare say that in a few minutes from this time your sale is half made.

The success of any enterprise or undertaking is "WORK". I have talked and pleaded until almost exhausted, and have often found out that it was because of the earnestness put forth that the buyer was convinced of the value of the property and the future it had.

Many Auctioneers are praised because of their entertaining qualities and readiness to turn everything into a funny story or joke, which is fine for those who wish to be entertained, and it is in a measure to be commended, but the buyers generally grow serious before

they part with their hard earned cash, and the successful Auctioneer must meet them in like seriousness."

Some of the old timers will remember that the writer discussed this subject before the Old National Auctioneers Convention in Denver, Colorado in 1912 and at Toledo, Ohio in 1913 and at Chicago in 1914.

Thanks for the time, fellows, let's all work so that in five years from now there will be NO Auctioneers OUTSIDE THE N.A.A. ANYWHERE. A very Merry Xmas and Happy New Year to all.

Ethics Is The Key

By COL. B. G. COATS

We have received a number of letters from Auctioneers (non-members) asking how they may obtain a copy of the "Code of Ethics" of the "National Auctioneers Association."

The widespread evidence of a desire to abide by high ethical standards is most encouraging, and we are pleased to comply with all the requests by sending the inquirers a copy of the "Code of Ethics" and of course enclosing an application card for membership.

In this connection your Managing Editor was very much impressed by the following message from an Auctioneer requesting information on how to join the N. A. A.: "A business to be respected by others must first be respected by its own members. The auctioneering profession will only be improved in position by those who are engaged in auctioneering. The public will never demand that auctioneering practice should occupy a more professional status than that set by the Auctioneers themselves." Truer words were never spoken.

Now read those lines again and I most sincerely hope that you are as much impressed as I was. There is much food for thought and action in those few words. In just three weeks after joining the N. A. A.; Col. Anderson, sponsored five new members.

X The mountaineer, his wife and six-year-old son made one of their rare visits to town. Stopping at the local tavern the mountaineer ordered, "Two whiskies."

The youngster looked at his father in surprise and said, "What's the matter, Paw? Ain't maw drinkin'?"

YULETIDE SPIRIT



by COL. C. B. DRAKE
2nd Vice President

As the days preceeding Christmas pass rapidly by, it becomes increasingly evident that there is a Yuletide spirit prevailing among the membership of the N.A.A. A spirit of accomplishment, a spirit of cooperation, a spirit of constructive achievement and that such a spirit has been prevalent for several months as evidence by the results of the membership campaign instituted last August. One can sort of detect a greater friendliness in the air, as in ones travels the National Auctioneers Association seems to be the topic of conversation among the many Auctioneers. Such an air gives us a chance to forget ourselves and to devote more time to that worthy cause of getting Auctioneers to join the N.A.A. It carries forth the very theme of the whole Christmas festival, which is the fulfillment of that glorious state of "Good Will to Men".

Now as we come again to this Christmas season, we do so with the hope that there will be an awakening in the hearts and minds of all Auctioneers to a new kind of living which will bring us all closer together in a fellowship

which will make the National Auctioneers Association grow by leaps and bounds.

May the wonderful Yuletide spirit be with you always, and may our Association under the leadership of those whom you have chosen to direct it, reap a success that will be recorded on the records of our Association as the most successful year in the history of our Association.

Very best wishes for a Merry Xmas and a good New Year's resolution to remember is "Get More in 54".

X Mrs. Jones was forever nagging, but relenting one day she bought her husband two gawdy neckties. Trying to please her, the unfortunate man put one on and made a grand entrance at breakfast.

But Mrs. Jones was right up to par. "What's the matter," she demanded, "don't you like the other one?"

LIFE BEGINS AT EIGHTY

By COL. DON ZICHT

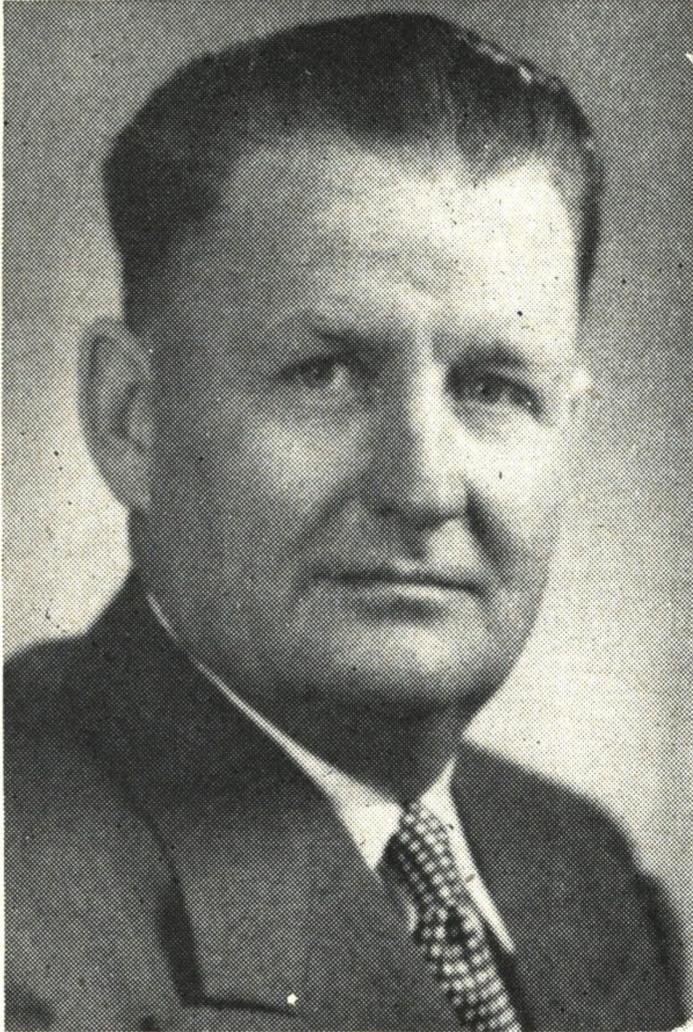
The name of Timothy D. Preece, auctioneer of Battle Creek, Nebraska, is legendary among stockmen far and wide in Nebraska and surrounding states. Mr. Preece is more than an individual, he has become an institution as a leader in livestock circles.

Mr. Preece's first experience as an auctioneer was quite by accident back in 1893. Economic conditions were not of the best and a merchant in Battle Creek, finding it difficult to continue in business decided to sell out his stock at auction. Auctioneers were scarce in those days so that this merchant decided to engage Mr. Preece to auction his merchandise for him. Perhaps the friend had heard Mr. Preece calling square dances and knew therefrom that the young man possessed the voice and personality to conduct an auction.

Perhaps some folks had received enough of a drubbing at Mr. Preece's first sale of merchandise so that they started calling on him to cry their auctions. Mr. Preece also gives much credit to encouragement received from his wife to

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1954 PROMISING IF WE PRODUCE



By **COL. HENRY RASMUSSEN**
Treasurer

When I was requested by Col. Coats, to write an article for the December issue of "The Auctioneer", believe me, I have tried to duck it, as I was never cut out to be a writer, but there being no avenue of escape, just made up my mind to say something and by the time the Managing Editor gets through editing it, I doubt if there will be anything left to publish.

By now all of you know, and if you don't you should, of the prompt, efficient and excellent service our Secretary is rendering our Association. A service that any business or organization would pay a high price to obtain. We are fortunate in having so capable administrator conducting the office of Secretary. No matter what the request is he always finds time to answer every communication the date it is received, and the many new members that I have talked with are amazed at the rapidity in the processing of the applications for membership. Our Secretary now has a set of records that you can all be mighty proud of and records that are correct and kept that way. He has evolved upon a plan whereby

all dues will either become due in January or July, thereby saving our Association, help, postage, time, sending out of notices and facilitating his work. In the short time of four months he has accomplished what was believed to be the impossible, and the achievements have all been for the good of the Association.

I am glad that I am the Treasurer and not the Secretary. I found that I just could not keep up with Col. Coats, so I bank the money just as fast as he sends it in and every day brings forth something. For the past three years you have had me as your Treasurer and I want the entire membership to know that while I have always deemed it a pleasure and honor to serve the Association in this capacity, I now deem it more of a pleasure as I know that come July 1954 the books of the Treasurer and of the Secretary will balance. 1954 will undoubtedly be the most promising year in our history and if as much progress is made in the next six months as has been made in the past four months under the leadership of our President Col. Holford and his staff of assistants, that all previous records will be shattered.

"The Auctioneer" is making new friends daily for our Association and to all those responsible for the wonderful work this publication has brought about, the influence it has achieved for our Association, is a project that I take off my hat and salute all those who are making so many sacrifices for the good of our Association and for all the Auctioneers in the United States.

Being a member of the Nebraska Auctioneers Association I have knowledge of the great amount of time that the Managing Editor is giving to the Nebraska boys who will be your hosts at the 1954 national convention. He is determined to do everything possible to meet the President's quota of 2500 members and the Nebraska boys will be ready to welcome them in Omaha on July 15-16-17.

Our Secretary and Managing Editor has a mighty big job to do. He is just an Auctioneer like the rest of us and depends upon auctioneering for his livelihood and the more we can cooperate

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is the

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The Editor reserves the right to accept or reject any material submitted for publication.

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WHAT'S HAPPENING IN THE N.A.A.

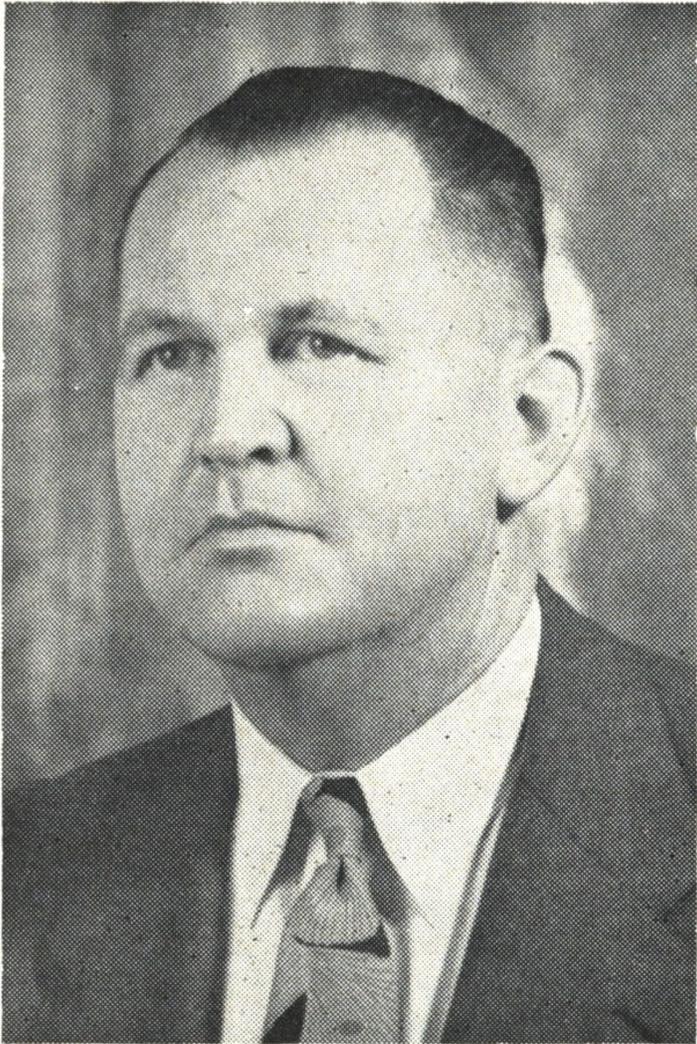
by THE SECRETARY

Throughout this issue of "The Auctioneer" are many items appraising the membership of the accomplishments of the Association. Your Secretary has been mighty busy getting our house in order. A new and complete card index system of all memberships has been completed. Every month the delinquent members are withdrawn and placed in the inactive file. This means that "The Auctioneer" is taken off and remains off until their dues are paid. A new and complete file by states has been completed so that the exact number of members from each state is always available. A new and complete letter file system has been completed and every letter reaching national headquarters can be referred to instantly. Our present setup has required three months to complete and we are mighty proud of what we believe to be a modern and efficient system for maintaining correct records at all times. Every letter that arrives at your national headquarters is answered the same date it is received. Every membership is likewise acknowledged the date it is received as well as every renewal.

Orders for lapel pins and letterhead cuts go out the date the order is received. The mails are heavy and increasing daily. That is the way it should be. It shows that the membership is on the job cooperating to their utmost to meet the President's quota of 2,500 members come July 1954. The support and cooperation of "The Auctioneer" by the membership is excellent. Keep up the good work fellows. Mails in this connection is increasing daily and each issue of the publication shows greater cooperation. Your national headquarters is busy every hour of the day and far into the nights on many occasions. The work could be made much less if the membership would send in their dues without having to be notified. This requires time and expense, to notify every member

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Records - Results 1953 - 1954



By COL. B. G. COATS
Secretary

At the close of the year we customarily review our achievements during the twelve preceding months. I want to emphasize just one, which in my opinion places the stamp of approval upon all our activities. I refer to our Columbus convention. It is indeed gratifying to know that the Columbus convention holds the record for greatest attendance in the history of our Association. I am inclined to believe that it also marks a new high in several other directions.

Even so, it is a record we are most willing to see broken by our Association in the future, and I can add that as a result of the splendid cooperation of the membership, our Association is well on the road to breaking this record.

I welcome this opportunity to express Holiday Greetings to not only the members of our Association, but to your families and all your loved ones.

As we enter the time-honored American way of celebrating our holiday season, we start with Thanksgiving Day. It is a sacred privilege to meditate, re-

count our many blessings and thank a benign Providence.

It is then only a fleeting moment, it seems, until we enter the magic realm of Christmas, in commemoration of the birth of Christ, the Prince of Peace. May all the members of our Association, your families and loved ones find Peace and Joy at this time of the year.

Closely upon the heels of Christmas, follows the passing of the Old Year and the beginning of the New Year. We bid farewell to old 1953 as it breaths its last breath, and in a spirit of forgiveness and also appreciation—it wasn't all bad—we place a wreath upon its casket. Now we welcome 1954, a lusty youngster, arising from the ashes of its predecessor. We bow before the newcomer and celebrate his entrance with noise and gaiety in anticipation of what will be our lot during his reign of 365 days.

In the spirit of this Holiday Season, I express the wish that Happiness, Good Health, and all the Blessings of our Lord be visited upon each and every member of our Association, and that our Association may go forward to new achievements and that our success may be fully earned and well deserved.

X AUCTION FEVER

I bought a copper kettle
and a Boston rocking chair,
and a sturdy cherry cradle
for a baby not yet here.

I bought a hobnailed goblet
to drink the baby's health in;
a small bank made of pewter
to keep the baby's wealth in;

I bought an old rain-barrel
for the baby's looking-glass
and an hour-glass so he could watch
the white-sand minutes pass.

Oh, hat askew, and shouting;
and daffy as a loon,

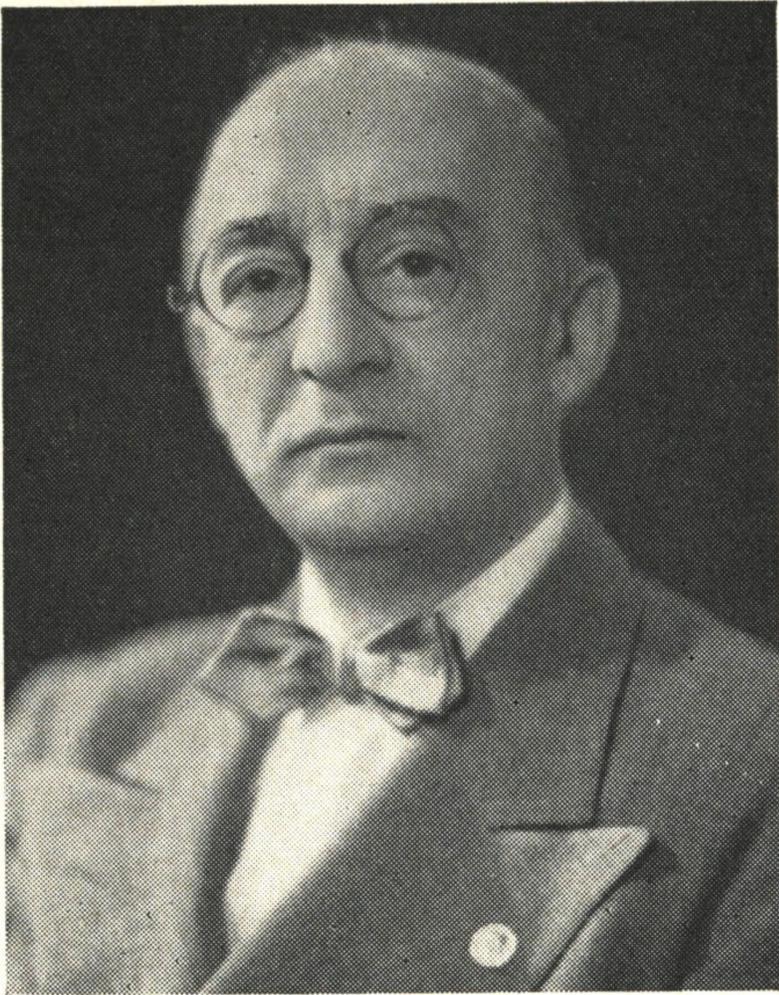
I outbid friend and neighbor
all the golden afternoon.

"Woman!" I muttered to myself,
and did some pert fast talking:

"When my grandchild cries," I said,
"this chair
will still be fine for rocking!"

—Frances Frost

WE ARE GROWING



by **COL. JACK GORDON**
Chairman Board of Directors

It is a distinct privilege and a pleasure for me to bring to you this, my message, to the entire membership as the curtain falls on the year 1953.

Let's go back to the year 1946 when thirteen Auctioneers assembled in St. Louis, Missouri, and with vision of what could be accomplished through organization for the Auctioneers of America, launched upon the greatest venture that has ever been undertaken in the interest of the Auctioneers.

The first national convention was held in St. Louis of that same year and you could count the number present by holding up your hands twice. This did not deter us or discourage us but only gave us greater enthusiasm to drive ahead. In 1947 the second national convention was held in St. Louis and this time the attendance was just about doubled. In 1948 we held our national convention in Asbury Park, New Jersey. The attendance there was approximately seventy-five. Those seventy-five Auctioneers put on the greatest charity auction sale ever staged in that state to a capacity crowd that filled the great Asbury Park convention hall to overflowing and brought to the Community Chest of that city \$6000. In 1949 we visited Sioux City, Iowa for

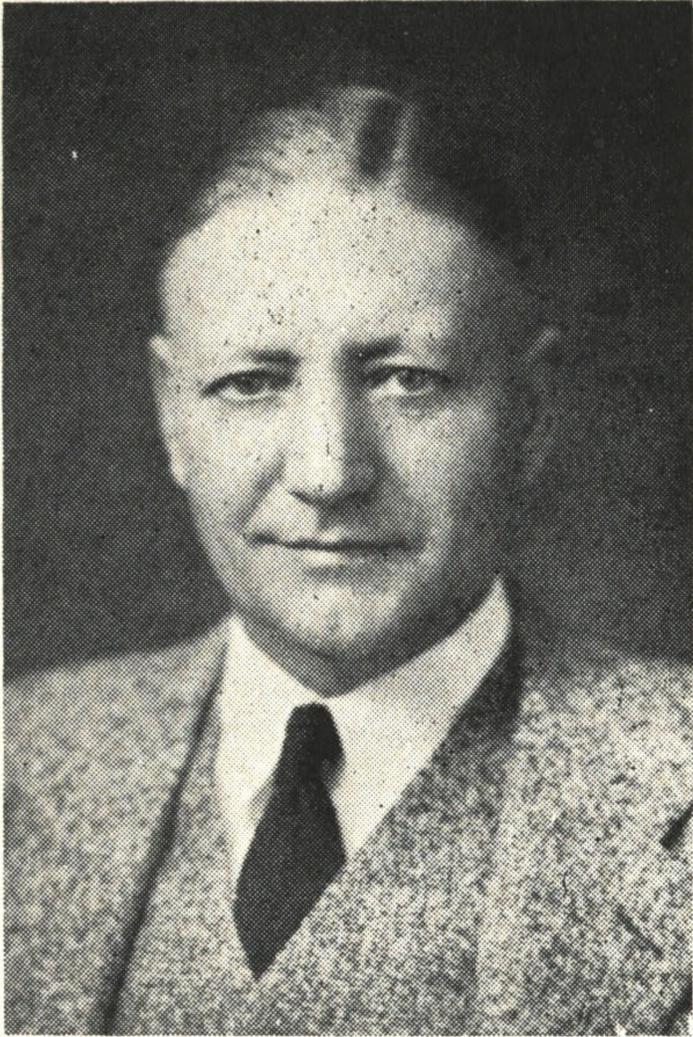
our national convention and again our attendance showed a remarkable increase. It was at this convention that the Officers and Directors of our Association were fully convinced that there was a vital need for organization of Auctioneers and launched upon a membership drive that resulted in a marked increase in our membership. Roanoke, Virginia, was selected as our next convention city and in 1950 they came from all parts of the country to attend our national convention. 1951 found us assembling in Decatur, Illinois, and again our attendance at convention was larger than any heretofore and our membership continued to grow. 1952 took us to Minneapolis, Minnesota, where all those in attendance were enthused and inspired by the outpouring of fellowship and cooperation that had been in progress for the past seven years. Here again our membership had reached, what we thought was impossible, numbering in excess of 500. 1953 Columbus, Ohio, welcomed us as no city had ever done before and here our attendance was the greatest in the history of our Association and our membership the largest.

As I write this article I am told that our present membership will exceed 1000 by December 1st.. In July 1954 we will be holding our national convention in Omaha, Nebraska, where the Nebraska Auctioneers Association will be hosts to the N.A.A. The splendid cooperation of the entire membership will make this the largest convention in our past with men of ability and integrity guiding our ship of state, our goal of 2500 members to greet the boys of Nebraska will be met if not exceeded.

Being one of the pioneers of this great Association it makes me very happy to know that from a humble beginning we now have an Association that can and will accomplish the aims and purposes for which it was organized. There has never been a time in the history of our country when the people were more auctioned minded, when the auctioneering profession was more respected and when the opportunity for accomplishment was never greater. The Auctioneers

(Continued on Page 31)

STEPPING FORWARD



By COL. ART THOMPSON
Director

It is said that it is easier to ride a bicycle up hill at night time than during the daylight. At night the cyclist can see but a few feet in front of him and his headlight gives him the delusion that the road is more or less level. In this way he feels that he can go a few feet more — and soon he is up and over the crest.

In daylight the cyclist sees the whole hill and it seems so steep his courage fails him.

Whenever an entire great task is visualized as a whole, it appears almost beyond accomplishment. Yet when broken up into small tasks, each one is taken in stride.

When I read in the September issue of "The Auctioneer" that the President had set a goal of 2,500 members come July 1954, I felt like the cyclist riding uphill in daylight. Yet upon reflection it occurred to me that 2,500 members was not a very high hill to climb. True it would be unsurmountable if only a few had to make that climb despite their efforts to do so. But if broken up into

small tasks the hill would be made easy to climb and that we would ascend to it crest much sooner. From the reports we read in "The Auctioneer" it is apparent that all the members have accepted the task of going over the hill and that by convention time July 1954 we will have reached the other side.

It was with pride and satisfaction to read the long list of new members appearing in "The Auctioneer" every month. This proves beyond any doubt whatsoever, that the membership of the N. A. A. is on the job, that they are vitally interested in the Association, that they are anxious and willing to make a bigger and better Association, that they want the auctioneering profession improved upon. The results of their efforts in obtaining new members is most encouraging to me as a Director and inspires me to greater efforts. It cannot help but be a great source of satisfaction to all the Officers and Directors as it shows a great spirit of cooperation and the knowledge that their efforts have not been in vain. I am more than convinced that the National Auctioneers Association will meet the quota of 2,500 members.

In this my final message of the year 1953 may I leave this thought with each and everyone of you. I wish that I could have had the many benefits through organization when I entered in the auction business, such as the N. A. A., affords all the Auctioneers of this day. Take advantage of every opportunity, obtain as many new members as you can and the stronger we are the more we will accomplish and the sooner it will be achieved.

The Seasons Greeting to all and resolve to make the New Year the best year in the history of our Association.

He sat down at the soda fountain and asked the attractive young waitress, "What flavor ice cream do you have?"

The waitress, her throat inflamed, answered in a hoarse whisper, "Vanilla, strawberry and butter pecan."

Trying to be sympathetic he said, "You got laryngitis?"

"No," she whispered with an effort, "just vanilla, strawberry and butter pecan."

KEEP THIS LIST GROWING

The Officers and Directors extend a most cordial welcome to all the new members herein listed and wish each of you a Very Merry Christmas and a Happy and Prosperous New Year. That each of you will feel free at all times to express yourselves through the medium of "The Auctioneer" as the purpose of the publication is to give an expression of the opinions of the members wherein we all may benefit.

"The Auctioneer" will publish every month a list of the new members for the current month as well as all the renewals. If you have not sponsored a new member your President would like for you to do so and so would all the members. If we will keep applications going into the Secretary daily by only one percent of our present membership responding we will exceed our President's quota of 2500 members. If another 2 or 3 per cent respond it will be much easier for the 1 per cent. Just stop and think what could be accomplished if 50 per cent sent in a new application each. The columns of this publication would not have to give so much attention to the necessity of new members and could devote them to other matters.

- *Col. Guy Jageman, Missouri.
- Col. George A. Mann, Missouri.
- Col. Martin E. C. Jurgensen, Iowa.
- Col. Edward H. Ahrens, Illinois.
- Col. Norman Finson, Ohio.
- Col. Glenn L. Archer, Michigan.
- Col. L. B. Fuqua, Tennessee.
- *Col. Jim Walker, Ohio.
- Col. James Clinton Garner, North Carolina.
- Col. Hubert S. Post, Pennsylvania.
- Col. Fred A. Perino, Wyoming.
- *Col. Russell P. Miszner, Iowa.
- *Col. H. D. Forke, Nebraska.
- Col. H. L. Frye, Pennsylvania.
- Col. Robert H. Gilman, Illinois.
- *Col. William J. Felton, Minn.
- Col. Glenn Brown, Ohio
- Col. Clarence Grimm, Pa.
- Col. Anthony J. Gregory, Ill.
- Col. George G. Borum, Ill.
- Col. Donald L. Forke, Nebraska
- Col. Avery E. Forke, Nebraska
- Col. Dean E. Forke, Nebraska
- Col. L. J. Stanley, Oregon
- Col. Al Van Loh, Ill.

- Col. W. G. "Bill" Mefford, Kentucky
- Col. Tom Bell, Ohio
- Col. Theodore "Ted" Witkin, Vermont
- Col. Ed Kempf, Ohio
- Col. Victor C. Kelley, Illinois
- *Col. Tom McCord, Alabama
- *Col. Joe S. Schmidt, South Dakota
- Col. T. C. Jensen, Nebraska
- Col. Stanley E. Jensen, Nebraska
- Col. V. D. Long, Pennsylvania
- Col. William S. Morton, Nebraska
- Col. W. L. Warnock, Colorado
- Col. W. A. Warnock, Colorado.
- *Col. John Sargent, Ohio.
- Col. Ross H. Kemp, Canada.
- *Col. Henry F. Wilber, Michigan.
- Col. Charles Vosburgh, New York.
- Col. Will Evans, New York.
- *Col. Carman Y. Potter, Illinois.
- *Col. W. O. Sargent, Ohio.
- *Col. Albert L. Frauhiger, Ohio.
- *Col. O. J. "Jim" Mader, Wyoming.
- *Col. Walter S. Britten, Texas.
- *Col. John L. Whitman, Illinois.
- *Col. J. Robert Hood, Tennessee.
- *Col. Walter Holford, Illinois.
- *Col. Jim Bullock, Iowa.
- National Auction Institute, Texas.

*Renewals.

X "Joe, how do you expect to accomplish anything with three good looking stenographers in your office?" we asked. "By giving two of them a day off," he replied.

X A lot of women are trying to see who can get the most out of an evening gown.

X Little Jimmy's father found him shaking his pet rabbit and demanding, "Five and five. How much is that?"

The father said, "Jimmy what is the meaning of this?"

"Oh said the boy, "My teacher says rabbits multiply rapidly, but this one can't even add."

X The teacher was testing the knowledge of the kindergarten class, Slapping a half dollar on the desk, she said sharply, "What is that?"

Instantly a voice from the rear of the row said, "Tails."

COUNT OUR MANY BLESSINGS



by **COL. FOSTER G. SHEETS**
Past President-Director

By this time most of us have finished our busier season and are now trying to take care of the neglected loose ends that we have been pushing aside. It is good to take time from the steady grind of business to count our many blessings—our country, our freedom, our homes, our families, our health, and the numerous other things that we have to be thankful for. These things, of course, should be remembered all through the year as we go about our daily tasks, but they are brought more forcefully to mind during the Thanksgiving and Christmas season.

I would like to point out one very important thing affecting our business that we have to be thankful for. After all, our business is our livelihood and makes many of our blessings possible. While a lot of us have not enjoyed as great a volume this year as in the past few years, we cannot complain - the volume is still good. Then, too, we must realize that conditions are changing. Next year is predicted to be an outstanding one for our business.

Our rapidly growing Association is

proving more and more helpful in our business. Not only is the National Auctioneers Association growing in strength and size, but is becoming better known as an organization promoting better auction practice throughout the country. It is a high recommendation for its members when they inform a client that they are members of the N. A. A. Our records show that an average of eight applications for membership are being received at headquarters daily. This is indeed a record of which to be proud and one which we hope will continue.

We are thankful for such a wonderful organization and for the efforts of the many members who have made it so. We have obtained such splendid results from teamwork—everyone's "pulling together." To all who have done a job, large or small, to help our organization grow—the small group of charter members who met in St. Louis just a few years ago, the member who has given of his time by serving as an officer, director, or on an active committee, the members and their ladies who have given their support—we owe our thanks.

Now that we have grown to our present size and have the leadership of our new President, Col. Holford, and his staff of well-qualified officers, we can look forward to some of the fruits of our labors. Also, under such an active Administration, the N. A. A. will continue to expand. The Editors of our publication are doing a wonderful job and are to be highly commended. We know of their endless duties, especially those of the Managing Editor, Col. Coats, who is probably one of the busiest auctioneers on our rolls but yet finds the time somehow to handle this tremendous job.

In closing, I want to take this opportunity to wish all of you from all of us here in Roanoke a very Merry Christmas and a most Prosperous New Year.

The Collynie Shorthorn annual sale of 1919 at Tarves, Aberdeenshire, Scotland, saw 39 head sell for an average of \$5,140 and for the then all-time record of \$27,825 for the bull calf Collynie King Lavender.

Recognition Only Through Organization



by COL. TOM BERRY
Director

No man can serve two masters, and serve them well. Neither can a truck driver drive a truck five days a week and sell an Auction Sale on Saturday for ten dollars or so, and add any advancement to the dignity of the Auctioneering profession. And the man that thinks he can attend the truck drivers' meeting and learn anything about the Auction profession is a fool.

The only place you can learn anything about Auctioneering is at an Auction—from Auctioneers—or at your Auction meetings. If auctioneering is to be put on a full time professional basis, we must have universal rules and regulations—and a man must measure up. Can you imagine a game without rules or law?

In classifying Auctioneering as a profession, I think we should keep on asking ourselves—what is a profession? Because, unless we have constant understanding, we are likely to forget where we are and whence we have come to compromise its responsibilities, and perhaps to backslide.

What is a profession? It is in one sense a distinctive kind of occupation to which

one must devote himself. In another, it is a group of people engaged in that distinctive kind of occupation. But what makes a profession distinctive? It means setting it apart from all other types of occupations, specialized skills, or knowledges. We get our own concept of profession in general from the three so-called learned professions of the Middle Ages—Law, Medicine, and Theology.

The professional person is possessed of distinctive skills, and understandings in the field. He speaks with a voice of authority. He has mastery over material that the average person cannot pick up anywhere easily. A profession should involve a group of people who, by virtue of their profession of this special competence, are set apart. This group devotes itself on a full time carrying out of its professional obligations. The professional duties are not something they take up and leave off freely, or share with some other occupation.

The professional occupation becomes an absorbing pursuit—a jealous mistress. Professional people are dedicated, as it were, to their profession. A profession has a deep and abiding sense of its worth and dignity. The individual that shares this deep and abiding dignity should express it in their person. They should live and surround themselves with things becoming to their profession.

A profession has unity of feeling and fact. This feeling transcends the selfish goals of individuals members. Sharing is a mark of the truly professional mind. The professional man shares his specialized information with men of his profession. He cooperates fully and eagerly for the achievement of common ends. With universal rules and regulations, and strict code of ethics, the public is not only protected, but also the professional Auctioneer who wants to do the right and proper things against unfair competition by the erstwhile operators.

The profession should not guarantee you a living. It should guarantee that your whole professional life should not be a war against the bankrupt fringe. You should gain in the confidence that the public has in you. If your profession is as good as it should be, and as good as you can make it, the title "Auctioneer" after your name should be ade-

quate guarantee of both your professional competence and your personal integrity.

Now, Colonel, I would not have you think it is all milk and honey. You will have to pay for this improved status. You pay for it by occasionally sacrificing your selfish welfare or gain, or convenience, for the good of the whole group — by sticking with the majority, even when you do not wholly agree with them. You pay for it at the cost of taking part in the professional deliberations of the group. You pay for it at the cost of making some improvements in yourself and in your Association.

Every recognized profession in the United States, except "Auctioneering" have organized themselves for self preservation and for legislative rules and regulation. As a boy, my grandfather had his teeth pulled by a lady shoemaker who sterilized the wound and eased the pain with a cud of chewing tobacco. According to grandfather, Auctioneering as a profession, has advanced very little since that time. Look what the dentists have done for themselves by way of organization and legislation. If Auctioneers think they can go on driving trucks, tilling the soil, sharpening saws, tending

bar, and selling sales as a side line, this will set Auctioneering aside as a profession, and all other professions apparently would be on the wrong track.

Let's quit pussyfooting and beating around the bush—so to speak and get down to facts. Collectively we survive—individually we hang.

\$60,000 RAISED BY CHARITY BALL

Monmouth Park, N. J.: — Committee members for the distribution of funds from the seventh annual Turf Charity Ball and Auction held last July at the Monmouth Park Clubhouse met to hear the annual report.

It was announced that more than \$60,000 had been raised. The annual affair is the highlight of the social functions of New Jersey. This brings the total since 1947 to more than \$400,000.

Among the charities sharing in the distribution of the funds are four hospitals and eight charitable organizations, all in Monmouth County, N. J. B. G. Coats, Auctioneer of Long Branch, N. J., has conducted the auction every year since its inception in 1947.

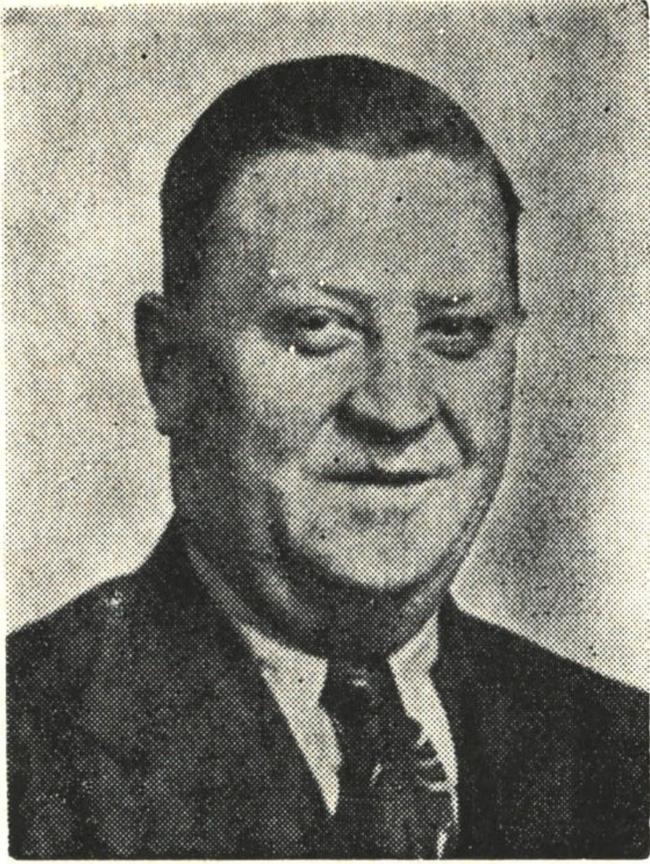
IT PAYS TO ADVERTISE IN The Auctioneer

BECAUSE—

It reaches into every state, Canada and Mexico. Because "THE AUCTIONEER" is owned by the men who read it. Because they believe what they read in "THE AUCTIONEER". Because "THE AUCTIONEER" accepts advertising from only reliable concerns.

If you want to join the "Preferred" class of dealers advertise in "THE AUCTIONEER."

Faith, Hope, Tolerance



by COL. WM. J. FELTON
Director

We are nearing the end of 1953 with 1954 just around the corner. What it holds in store for us we cannot say. We must be hopeful. Hope that our Association and auctioneers of our great nation will do better in 1954 than they did in 1953. Hope we may bring to all, a Happy, Joyful and Prosperous New Year. Hope the markets for our farmers and the markets for our industry will be kept on a balance and the buying power will be kept on an even keel, with the heavy investments of our farmers, industries and merchants we will have a balance for all.

"The Auctioneer", is being very well prepared and our membership surely is getting their moneys worth. Our editors are doing a splendid job, and they should be commended and I am satisfied they
(Continued on Page 16)

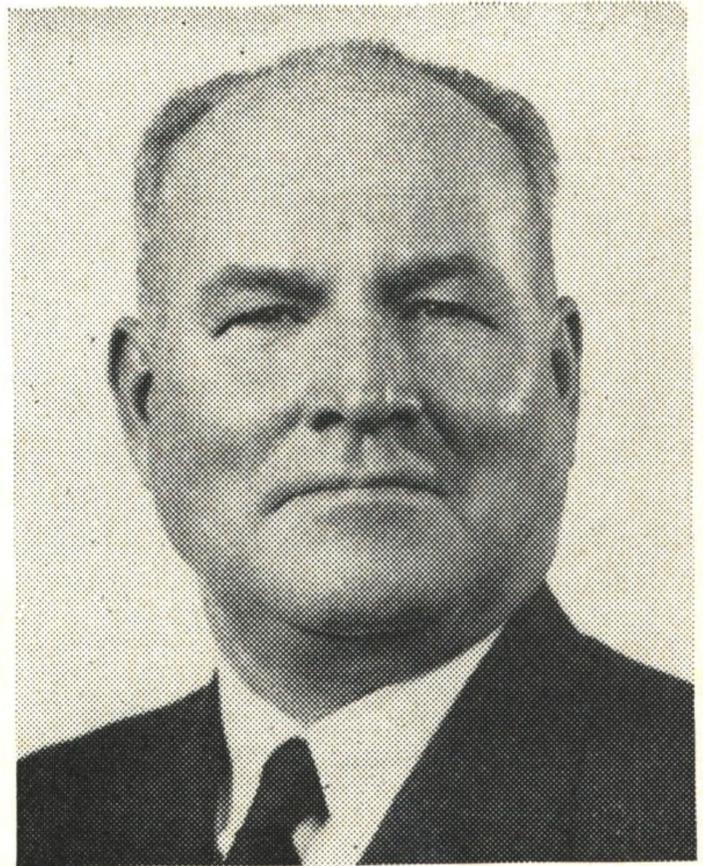
NEVER SAY NO

by COL. C. B. SMITH
Director

The Michigan Auctioneer's Association has had a real battle to try to get it on a basis where the attendance will justify a meeting. We are planning an "all-out" effort early in December to try and get every Auctioneer in the State interested and at this time we will elect new officers. As in every other business, everyone thinks they are too busy to attend meetings.

Your National Director from Michigan has been rather busy this fall. I would like to offer a few observations as far as the purebred Dairy Cattle field is concerned. Since the Convention, we have conducted sales in about fifteen States and find the same story true wherever we go—a real demand for top production and type, with the backward cows and heifers very draggy. It is my firm conviction the very near future will bring an upswing in the price of good dairy cattle.

The advertising program of the American Dairy Association is starting to get results. With an increase of population of about 7000 per day and a decrease in dairy cattle, I feel the purebred Dairy cow is coming into her own again in the very near future.



Any Auctioneer that did not attend the National Convention at Columbus missed a very educational and entertaining program that will go a long way in building a much stronger National Association.

Permit me to take this opportunity to wish each and every member of the N. A. A., and your families a very Merry Christmas, a very Happy and Prosperous New Year and that the spirit of Christmas will remain with you all throughout the years to come.

Faith, Hope, Tolerance

(Continued from Page 15)

will keep us informed and abreast with the times, with facts and the truth as it prevails. The words of a great thinker of a past age, who pleaded for toleration, ring so true to me today. He said: "For the truth certainly would do well enough if she were once left to shift for herself. She seldom has received, and I fear will never receive much assistance from the power of great men, to whom she is rarely known, and more rarely welcome. But if truth makes not her way into the understanding by her own light, she will be but the weaker for any borrowed force violence can add to her." I believe in toleration, not as a dogma, but as the law of progress, as humanity, wisdom and common sense. In our day it can speed us to an epoch of greater peace and plenty. Toleration is the way of truth.

Again I want to say I hope 1954 will be the Banner Year. When friendship, love, truth and toleration will prevail, and the State and National Auctioneers Associations can ascend the ladder of progress for the good of all.

Wishing you all a very Merry Christmas and a prosperous New Year.

ENCORE

X From Joey Adams' new joke book comes this one. A man who had just dined quite expensively at the Waldorf Astoria called the manager over to his table.

"Do you remember last year when I had such a wonderful dinner here with the finest champagne, and when I couldn't pay for it, you threw me out in the street like a dog?"

"Why, yes," bowed the manager humbly.

"Sorry," said the man, "but I'll have to trouble you again."

WORSER

X "What's worse than being a bachelor?"

"Being a bachelor's son."

X The man who is so busy that he does not have time to read his trade publications is like the man who was so busy chopping wood that he didn't have time to sharpen his axe.

WHAT THE NEBRASKA BOYS ARE DOING

By Managing Editor

Col. Don Zicht, was in Omaha, last month and called upon the Chamber of Commerce and The Convention Bureau, appraising them of our national convention to be held in July. Col. Zicht says they will be contacted frequently in the future.

Col. Dan Fuller, Vice President of the Nebraska Auctioneers Association has had a special meeting and appointed convention committees. Another meeting has been called for November 8th, in Grand Island to find out what the committees have been doing and what can be done to make it the greatest convention of Auctioneers. Speakers to be selected, entertainment to be provided and many other matters are on the agenda. Col. Sherlock says, "there will be ample time given for panel discussions and open forum, that the younger Auctioneers will be prevailed upon to take a more active part.

Col. Dan Fuller, Vice President of the Nebraska Auctioneers Association, isn't letting any grass grow under his feet. He is on the job day and night. If you have watched "The Auctioneer" and observed the many new members from Nebraska, you will know that all the boys there are producing. Col. James W. Martin, the Secretary, dispatches the notices and sees to it that all are present when a meeting is called, yet he finds time to seek out new members. Yes, sir, the Nebraska boys are just like a football team, all working together to win. They don't talk much but are inclined to remember that old proverb that "Action speaks louder than words."

That good old western spirit that has made America what it is today, still prevails, and we are told that the boys just don't tackle anything unless they make a success of it. Perhaps we could all take a leaf from their book as Nebraska has produced some of America's greatest Auctioneers.

X Do not be afraid to forgive. The object of your forgiveness may be unworthy but that cannot mar the fineness of your pardon.

SAN FRANCISCO'S FAMOUS COW PALACE



by COL. WALTER E. PALMER
Associate Editor

The stage is being set for the 1953 National Polled Hereford show and sale at the famous COW PALACE in San Francisco for the THE GREATEST SHOW ON EARTH. When you read these lines the GRAND NATIONAL will be history, but it occurred to me that you could be interested in the greatest show in the west, staged in the greatest show place in the west.

Known as the Grand National, this show presents fourteen breath taking performances with cash awards of \$156,000. In the Rodeo tough-riding professionals will be featured daily in hair-raising feats of cowboy skill and daring. The greatest array in America of fine cattle will include Herefords, Polled Herefords, Aberdeen Angus, and Shorthorns. The sheep show is an imposing exhibition of all breeds and fat lambs. The "Social Register" of dairy cows will be represented by all of the aristocratic names. All of these will show for a total of \$93,133 in prizes for LIVESTOCK, this amount also augmented by the different

breed associations. Simple then isn't it, why the Grand National is the greatest show on earth. The Mazuma is there waiting for the exhibition winners, monies provided for the different agricultural districts from the State of California take in the Pari-Mutual betting at our various race tracks, a sport that is in almost continuous activity. Horse racing is a great benefactor in the improvement of our livestock, but getting back to the COW PALACE and the National Polard Hereford show and sale. Some 200 animals have been entered in the show. These show animals represent 33 well-known breeding farms from eleven states, stretching from California to Ohio.

The COW PALACE will have rounded out four National sales with the conclusion of this event, having already been the host to the National Hereford Sale, the National Angus Sale and last year the National Shorthorn Sale was held here.

This kind of activity provides the opportunity for Auctioneers to demonstrate their proclivities and to prove their abilities in the proper presentation of quality livestock, both from the standpoint of individuality and producing ancestry. This type of selling requires specialization and that means plenty of study and preparation. We have as many of you know, a fine group of specialists in this work, all of which are spreading the gospel of the need for constant herd improvement. A qualified purebred livestock Auctioneer is a master cog in the machinery of providing better livestock to convert our roughage and feeds into better beef for the tables of America. I am proud to know a great many of these COLONELS, all of which I respect most highly. I do hope that these few lines have been of some interest to you and I will attempt to report the results of the COW PALACE sales to you in a later issue of this splendid magazine.

Until then, I leave you with this thought from the pen of John Wesley, who would have been a great auctioneer-to-wit-

X Do all the good you can, by all the means you can, in all the ways you can, at all the times you can to all the people you can, as long as you can- It pays off.

Merry Xmas.

STRAIGHT AHEAD

by COL. POP HESS

Associate Editor

This December issue of our publication "The Auctioneer" is the hope of all connected with the publication. The issue will be one that will be heard around



the world, as the master-piece of all our publications of all issues to this date.

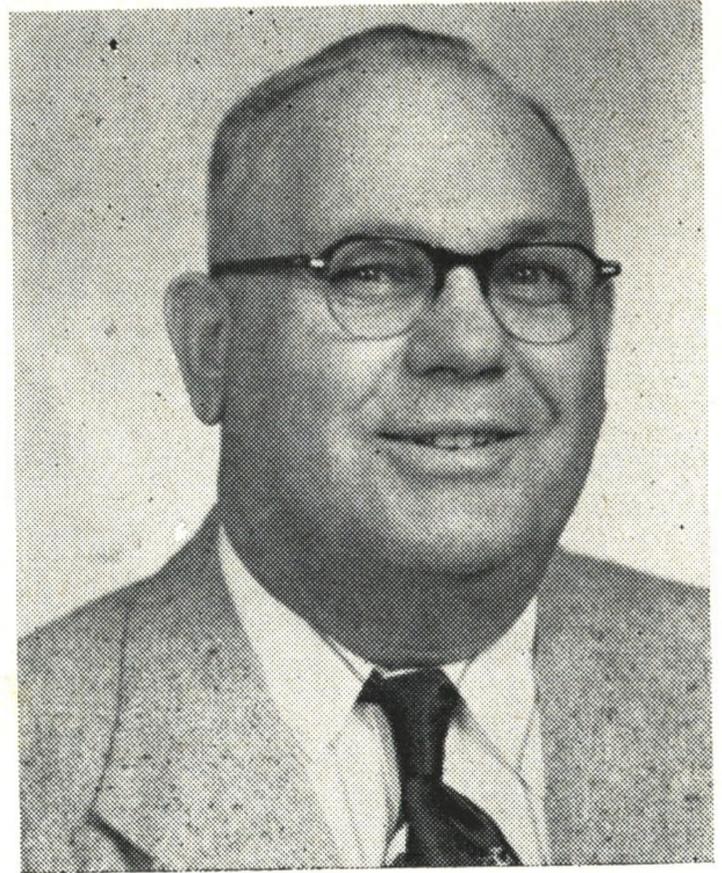
The facts are with this issue and the fine work carried on by the National Auctioneers Association from their first get-together to this

month of December 1953 has brought about not only a strong National Association, but carries with it a monthly publication going to all who are interested in the auction way of selling.

The auctioneering profession of today is in high state of activity. More auctioneers are needed this day and age than of all times. If you are an auctioneer take the straight road without curves-wide open mind and be honest with all you are connected with, regardless of all critics who may try to put you on the switch. After all, to be a wanted auctioneer by the public, and this can only come through the results you leave behind as history of your life as an auctioneer, each year you operate as a public sale servant, for the John Doe's who will employ you along with the numerous John Doe's who will attend your sales. Auctioneering is not an overnight jump as a business or profession, it is like building up a better farm or herd of livestock, it takes experience, judgement, work and good cultivation. Last but not least, be a supporting member of your State and National Auctioneers Association. Where you can obtain the cement to stop many leaks you may find in your methods of conducting auctions.

To all, the writer extends his seasons greetings and a better 1954.

TOLERANCE PAYS DIVIDENDS



by COL. C. G. WILLIAMS
Director

Having worked in 4 H Clubs in many sections, I feel that there are some points which should be brought to the attention of all the members of the National Auctioneers Association, and to the Directors and members of the 4 H Clubs throughout the nation.

Would it not be advisable to limit each club member to the sale of one animal. Such sales are not for the sole purpose of seeing how much money a club member can obtain, but of more importance, the knowledge which the individual has acquired in fitting and showmanship. In some club sales the members have offered two or three animals in the sale. This practice has had a bad effect on the sale. The townsfolk can absorb only so many calves and where the best lots are sold first, it gives those in the bottom bracket who have worked just as hard and just as long in getting their animals ready for the great moment, and with the demand being filled, it trends to create a weaker price for the tail end calves. Another practice which in my opinion should be guarded against is to

(Continued on Page 31)

MEMBERSHIP CAMPAIGN WILL PAY OFF



by COL. FRANK TAYLOR
Director

One can not help but be inspired to greater effort by the cooperation of the membership in support of "The Auctioneer" and in obtaining so many new members for our Association. It gives encouragement to all to try and do more and if we all will do just a wee bit more the results will be outstanding.

It seems that just about every Auctioneer one talks with today is planning on attending our national convention in Nebraska in July 1954. It also seems like just about every Auctioneer one talks with today has knowledge of the National Auctioneers Association and wants to join. A few years back it was a question of selling the Association to the non-member Auctioneer, but today through the pages of "The Auctioneer" the Association has sold itself and the non-members are just waiting to be asked to join. None of us can say that we do not have application cards for membership as our Secretary has seen to it that every member is supplied with them. Try carrying one or two in your pocket, but don't keep them there. Put them in circulation, and the first thing you know you will be reading their name listed in "The Auctioneer" as a new member.

A long range and far reaching mem-

bership campaign was instituted last August and will require another four months before the final phase of the campaign is launched. Every month the results are more encouraging and as each month passes the results continue to surpass the previous month. Now if each member would make some personal contacts with Auctioneers the task would be made much easier.

I deem it a pleasure and privilege to join with the Officers, Directors and Associate Editors in contributing to the December issue of "The Auctioneer" and it is my sincere hope that as a result of their contributions we may all be encouraged to greater effort in behalf of our Association.

Thanksgiving Day, Christmas and The New Year, will have come and gone before another issue reaches us. So during the Holiday Season may we all have renewed faith in ourselves, in our Association and in our efforts to meet if not exceed the Presidents' quota of 2500 members. A Happy Thanksgiving, A Very Merry Xmas and a wonderful New Year to each of you.

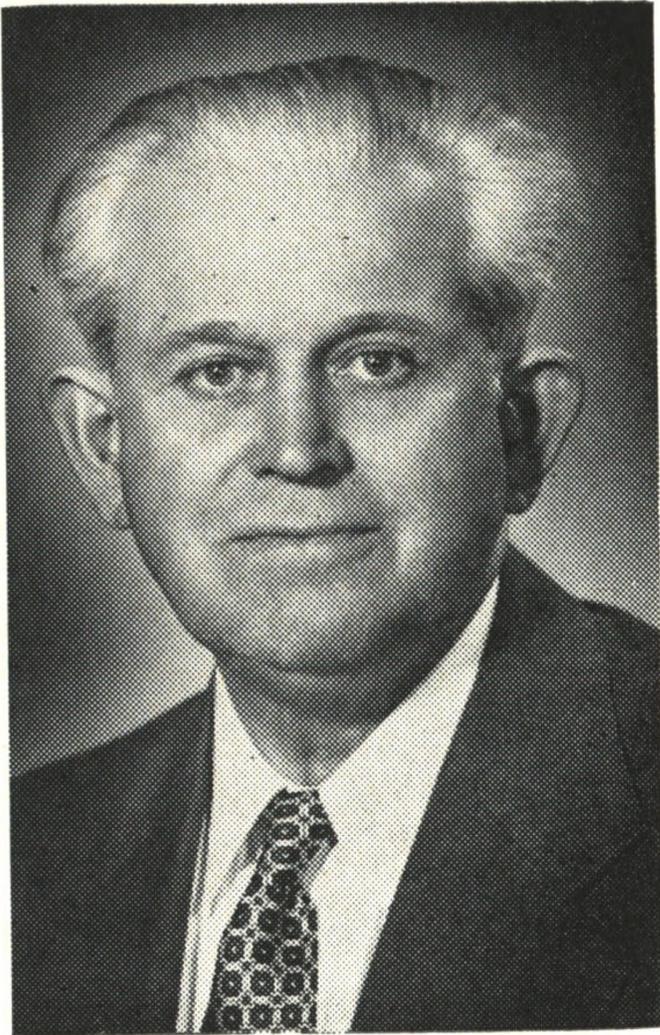
NO BACK TALK

X Patent Medicine Vendor—And now ladies and gentlemen, I have been selling this medicine for twenty years and have never had a complaint. What does that prove to you?

Voice from the crowd—Dead men tell no tales.

X A vacationing school teacher kept a diary of her ocean cruise and the first few days went like this: "Dear Diary; First day out. I met the captain of the ship today. Dear Diary; The captain asked me to sit at his table. Very flattered. Dear Diary; The captain showed me all around the ship. I stood on the bridge with him in the afternoon. Dear Diary; The captain made certain suggestions that were not at all becoming an officer and gentleman. Dear Diary; The captain insisted. He threatened to sink the ship if I did not do as he requested. Dear Diary; Saved eight hundred and fifty lives."

THE REALTY AUCTION FIELD



By Col. R. C. FOLAND
Associate Editor

The outlook in the Real Estate Auction business is very promising. It occurs to me that all auctioneers should familiarize themselves with the knowledge of the necessary procedure to successfully conduct real estate auctions. I am, however, a believer in specialization. In fact, it is my opinion that this modern age requires specialists. Even so, a specialist in one certain line may be better qualified for efficiency in this line, if he has a broad general knowledge.

There are very few auctioneers in the United States who specialize in the real estate field. My prediction is that there are not more than one hundred real specialists qualified for selling, in this line. Whereas, in other fields of auctioneering there are thousands of auctioneers. Especially is this true in general farm and livestock sales. The need is therefore very great for auctioneers qualified to solve selling problems in real estate. It is my opinion that a very lucrative business can be developed in any one county, in any of the states, by any

auctioneer willing to pay the price of preparation. In my state of Indiana, with ninety-two counties, this many real estate auctioneers could have a field of auctioneering with a handsome yearly income. In most counties, if an auctioneer would sell ten percent of the real estate which is sold, it would certainly be remunerative to him.

Personally, I have specialized in the real estate business for more than a quarter century and have made many observations. It occurs to me that it will be many years before this field is over run by competition. I believe all auctioneers who specialize in this line will do well to encourage competition. The more the auction method is used in selling real estate, the more the public is going to become auction minded. Provided, of course, that the competition is of high order, ethical, honest and upright.

My word of warning is that, no auctioneer should be so anxious to obtain real estate sales that he secures them on the slipshod basis and conducts them in any other manner except, to obtain the esteem of the general public and the full confidence of all prospective bidders. Pure, genuine and absolute auction selling service, in my judgment, is the kind which deserves and commands approval by well thinking peoples everywhere.

May we all strive to encourage and support this publication, The Auctioneer, as a means of promoting the proper way of auctioneering in every field. To this end, I sincerely urge all auctioneers to co-operate in giving to the people, a source by which information may be obtained of the proper type. A very merry Xmas to all.

X A well built girl is like a three ring circus—a fellow doesn't know where to look first.

X "I simply can't stand my husband's nasty disposition," wept the young bride. "Why he made me so jittery I'm losing weight every day."

"Then why don't you leave him?" asked her sympathetic friend.

"I will," answered the young wife. "I'm just waiting until he gets me down to 120 pounds!"

X ALONG THE WAY



By **COL. WALTER CARLSON**
Associate Editor

Since the very beginning of this series (way back when) we have continually beat the drums about the necessity to **OBSERVE**, and the importance of **READING**, every day. Sometimes similar thoughts that endorse our recommendations are put into print by others, in a way that our own limited abilities could never duplicate. That has just recently been done by O. B. Augustson, editor of the Willmar (Minn.) Daily Tribune, who brings so much to the surface for both writers and readers of our own magazine to **THINK** about, in his column, **ALONG THE WAY**.

It is in these instances that we feel justified to apply the wisdom expressed by Emerson, "Next to the originator of a good sentence, is the first quoter of it. Genius borrows nobly." Ahem. ~~A Happy and Merry Xmas to all,~~ but don't stop, read on.

ALONG THE WAY

THIS is "our week"—and **WE** just wonder what we **SHOULD** say or what you **WOULD** care to read.

YOU see it's National **NEWSPAPER** Week and we are **SUPPOSED** to talk about our **PAPER** or the press generally.

BUT we are not going to **DO** that—we are going to **TALK** about just plain **YOU**, **AS** a newspaper reader.

DO you appreciate a free **NEWSPAPER** or are you not **REMINDED** of the fact that **IF** a dictator arose in this **NATION**, the first thing he **WOULD** shackle is the press.

AND when that first liberty **IS** lost, all others would **TAKE** their turn to be **SWEPT** away.

REMEMBER it is a privilege **FOR** you to be able to read **THE** news of the day—the **ISSUES** and problems facing **THE** nation—the differences **OF** opinion.

ALL this, instead of canned **STUFF** issued by a government **OR** Colored propaganda jammed **DOWN** our throats by a **DESPOTIC** officialdom.

EVERY time you open your **NEWSPAPER** you should sense **THAT** privilege and be fully **AWARE** of it.

DON'T get mad at the editor—**THANK** God he is allowed to **SPEAK** his mind. Don't yell on **STREET** corners—be bold enough **TO** tell your fellow citizens **By** putting it in print.

SHOW an interest in the **EDITORIAL** page where issues **OF** the time are discussed. **YOU** may not agree with the **OPINIONS** there but they should **PROVOKE** your thinking.

GET behind local enterprises **BY** expressing your views in **THE** paper. No paper alone can **SPEARHEAD** every cause nor **WASH** all the dirty linen.

(Continued on Page 22)

REMEMBER the slogan of this WEEK "Freedom of Information" WHICH places a duty both on THE press and the readers. THE editor may have something GOOD to offer—YOU may have SOMETHING better.

PEOPLE often talk about MENACES to our democracy and OUR liberties—but we need NOT fear such if we have A vigilant, informed people.

INTELLIGENT people will not ALLOW the few to do the THINKING for them, nor will THEY submit to dictation OF democratic opinion.

By O. B. A.

"Good Will to Men"

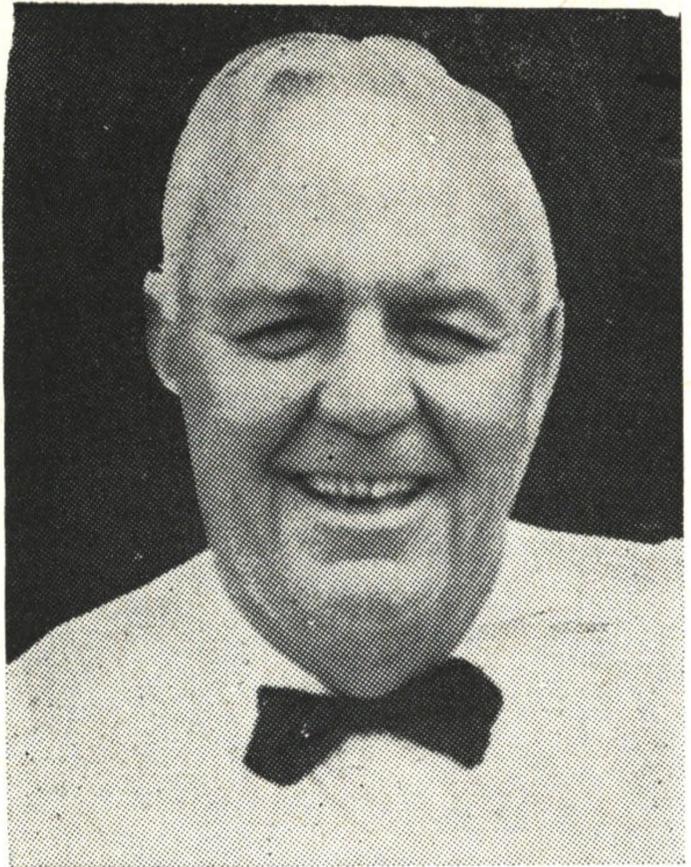
by COL. BOCKELMAN

It makes me rejoice to read in the pages of "The Auctioneer" the progress our Association is making. There is but one reason for this progress and that is, the belief that each member has in the future of their Association and their profession.

I am happy to join with all the Officers, Directors and Associate Editors in this December issue of "The Auctioneer" and as we read each of their messages, may we take to heart and show our appreciation for their unselfish devotion to a cause that is so dear to all of us, by procuring as many new members as we can.

The boys in Nebraska are working hard for our benefit come July 1954, and the least we can do in appreciation of their efforts is to go to our national convention with a membership of 2500 and under the leadership of our President, Col. Holford, I am sure this will become a reality..

May this Holiday Season bring to each of you the spirit of "Good Will to Men", a feeling of cooperation greater than heretofore and that as a result of this December issue of "The Auctioneer" by the Officers, Directors and Associate Editors, be an inspiration to all to cooperate to the fullest extent in making our publication bigger and better. May



COL. PAUL F. BOCKELMAN
Past President

it inspire those responsible, to feature an issue in the near future, an issue in which all the articles will be contributed by the members.

As the day of Thanksgiving arrives let us pause and give thanks for the wonderful work that has been achieved. Then as Xmas draws upon us may we always be imbued with the spirit of fellowship and a desire to help others. Then we come to the New Year when resolutions are made and few kept. But of those that are kept may it be the one that will encourage our leaders to continue their efforts and enlarge upon their leadership for a greater profession and a better Association.

Merry Xmas and a Happy New Year to all.

STALE NEWS

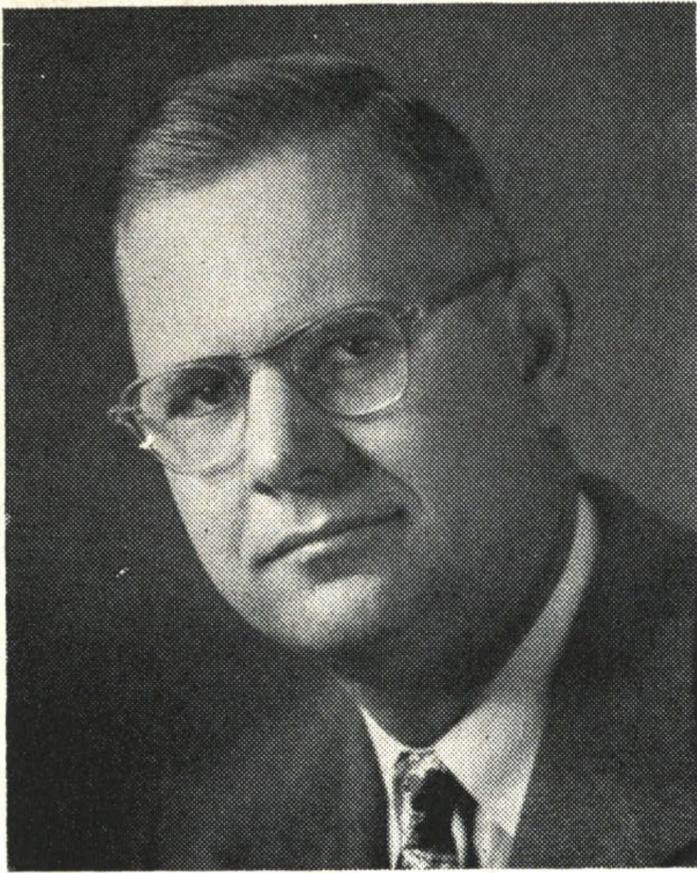
X Triumphant suitor—Well, Willie, your sister is going to marry me. How's that for news?

Willie—News? You mean you're just now finding that out?

X A man proves himself to go higher who shows that he is faithful where he is.

Happiness is inward, and not outward; and so it does not depend on what we are.

SERVICE



by **COL. BERNARD HART**
Associate Editor

Col. Walter Palmer's article on Page 32 of the September issue of **THE AUCTIONEER** is one that every auctioneer selling in a farm community should read again. In this article, Col. Palmer has not only called attention to opportunity but to a necessity in many localities. In my own state of Indiana, we have had sales of 4-H Steers that have averaged about \$38.00 per cwt., some that have barely averaged \$25.00 per cwt., and many counties have no sale at all.

Your first question should be, "Why is there so much difference in the prices received when the steers are probably similar in quality and finish?" That is the subject that I plan to elaborate upon.

While it is a splendid gesture for the auctioneer to donate his services and the leaders say, "That's fine, we'll have a sale," there is more to it than that. Throughout the Corn-Belt area where the sales of 4-H Steers have been held this season and you have read of one or witnessed one that has averaged above \$35.00 or even \$30.00 per cwt., you may be certain there was plenty of ground work laid ahead of time, most of which was done by the auctioneer. These good sales were not the results of an afternoon's work or even a week's work. Most of the good ones are the results of several years' efforts.

The important job is to get buyers for

the steers. It is your duty to first "sell" the idea of buying a steer to the individual businessmen of the county in which you are selling. You must explain to them the importance of projects as explained in Col. Palmer's article. The livestock men of tomorrow are also their customers of tomorrow and it is only good business that they be cultivated now. You must make your buyers realize that the sellers could send their steers to a terminal market and receive full market value, therefore, they must pay a premium for these steers which will be wonderful advertising for them. These things must be done ahead of the sale.

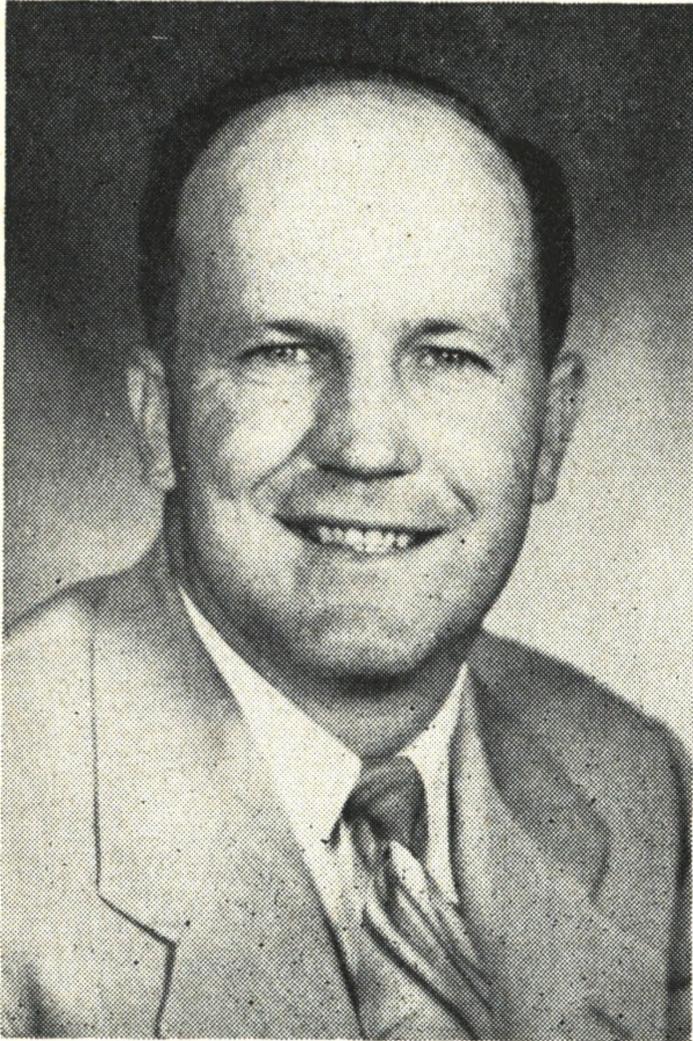
When you are selling these calves keep in mind that you are also laying the groundwork for next year's sale. Announce each buyer's name clearly and distinctly in order that every one in the crowd will know who he is and what he sells. See that the buyers of the Champions get a good round of applause as they are the ones who pay the most premium. If you conduct this part of the auction in the proper manner you will make those merchants who do not buy this year want to be buyers in the future. Give your purchasers every "plug" possible as they are the life of your sale.

If you have succeeded in having a successful sale it is well to remind the audience to remember those who made it possible and to remember these business men the next time they need new clothing, an automobile, farm machinery or whatever their wants may be and that their own home town is not such a bad place to trade after all. It is needless to say that when you get to conducting a successful 4-H or FFA project sale, even though you donate your services, you are not going to need to worry about not getting your share of the auction business in your locality.

This is but a brief summary of this subject, as it is one upon which a long story can be written, but in view of the number of poor sales of this type as well as the places in the corn belt area where they have none, it is an opportunity for some auctioneers to perform a worthwhile service.

My heartiest Holiday Greetings are extended to my fellow auctioneers and let us try to do the good things better in 1954.

KNOWLEDGE and CONFIDENCE



by **COL. J. M. DARBYSHIRE**
Director

It is more than just a pleasure to join the Officers, Directors and Associate Editors, 25 in all, in bringing you a brief message. This season of the year makes it more of a pleasure because Christmas is in the air. The feeling of fellowship and "Good Will to Men" just breaks through and brings out the best there is in us.

Knowledge is something that nobody can take from us, but it is something that we can give to everybody. As Auctioneers I hope this season of the year will impress upon you the good that you can do for your fellow Auctioneers by imparting to them the benefit of your knowledge and experience. In so doing you are making for a better profession, a better Association and better Auctioneers. You are making for better auction sales. Just as the blossom can not tell whither its fragrance spreads, so none of us can say how far our influence may reach. Knowledge and confidence never dies. Every act, emotion, look, and word make it felt for good or evil. Confidence

is the foundation of courage and the mainspring of action.

The National Auctioneers Association affords all of us an opportunity of confidence and if imparting knowledge through which others may have more confidence. "The Auctioneer" is our Journal and through its pages come to us many ideas and constructive experiences of others that prompt us to greater undertakings. Have you ever stopped to think what would become of the National Auctioneers Association if it were not for "The Auctioneer"? Thought plays a decisive part in the life of every Auctioneer. To me our publication is a text book of knowledge and confidence. It encompasses the individual. It is the cord which binds him to his fellow Auctioneers and by means of which are gathered together, to join and mingle in a single current everything that is to his interest and his profession.

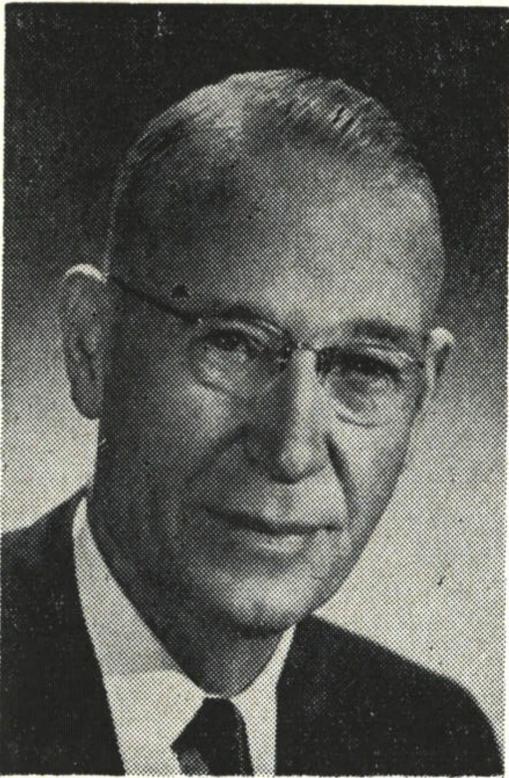
During the past few months we have all witnessed a remarkable improvement in our publication "The Auctioneer". Why? Because we all have confidence in it and we all want to cooperate in imparting our knowledge through its pages for the benefit of all the members and the auctioneering profession.

During my tenure of office as Secretary 1952-53 we thought that we were making wonderful progress by obtaining so many new members. But after my term ended the thought has come to me many, many times, of what good is that strength unless it can be put to use. As each month passes by there unfolds before me through "The Auctioneer" that that strength is being put to us by the members contributing to the support of the publication in the form of articles which are read with profound interest by the many members and they in turn want to do something and then when the next issue comes out you read articles from the pen of Auctioneers not heretofore heard from. It gives me much pleasure to have had a part in building that strength that today is making possible a great monthly publication, that I know is gaining in prestige with every issue.

I want to help to continue to build strength for our Association and I know that you want to also. While our Association has designated others to handle

(Continued on Page 32)

INTEGRITY



By COL. GUY L. PETTIT
Associate Editor

Integrity: — Wholeness, uprightness, virtue, honesty, soundness and completeness.

Auctioneers must have at heart the interest of both the buyer and seller, for no business can develop except as it promotes the interests of those who buy his goods or use his service. In selling, and I hope every Auctioneer in the United State would take this to heart, that the greatest possible unselfishness is the most enlightened selfishness. My experience has taught me that the effort to make a person buy something that he does not need, in the long run defeats its own purpose.

The Auctioneer possessed of integrity will not only study the needs of his customers, that is their immediate need, but he will provide against those needs even before the buyer realizes that they exist.

One of the greatest elements of skill in an Auctioneer is to create in the customer's mind the thought that he can and will render a service unequalled. Your customers must know that the Auctioneer, even though he may be acting as agent, has a reputation for fair dealing and that his word can be relied upon. A good Auctioneer must be a man who cannot only make the customer want to buy, but who can also want to make his own organization equally enthusiastic to deliver the goods. This is something new in Auctioneering.

Good auctioneering means getting good prices for good material. He is not always the best Auctioneer who sells the greatest quantity of goods, but he is the best Auctioneer who sells the greatest quantity at the best price.

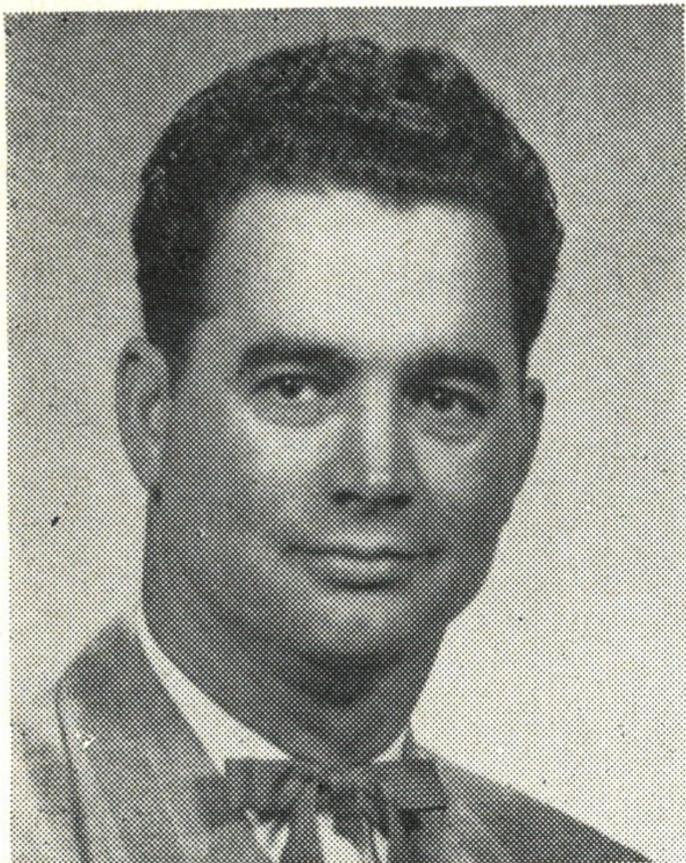
As an Auctioneer, success in selling is largely a matter of personal integrity well directed. For unless you can sell yourself you will never have an opportunity to sell something else. And the biggest possible personal selling point is integrity. Therefore, I say, cultivate integrity, cultivate, cherish and develop it.

If you are an Auctioneer and it does not give you pleasure, you are wrongly placed and you had better start afresh. Go to that which you delight to do and you must succeed. Be sure that you lean backward in your endeavor to establish a reputation for honesty and right doing.

The Auctioneer that wonders why sales are falling off ought to take a look around. If only the volume of sales is wrong then you can train yourself and your auction sales will move through both dull times and good times in a way that will make a lasting dent upon all whom you serve. In looking around examine yourself. Are you a member of your state and national Association. If you are not, you had better start now to observe how the other fellow is doing it. You will find that not only is he a member of his state and national Association but that he is active. He knows what is going on in the auction business and the public knows that he by being an active member is more apt to render better service. I have been away from home most of the time during the past six months selling sales and everywhere I go I always try to meet as many Auctioneers as I can and talk with them. They are all, in my opinion, aware of the need for a strong national Association as well as a strong state Association and they are all becoming members. They want to improve themselves and their profession and at long last have come to the realization that such can only be accomplished through organization. This is most evident by the many new members listed every month in our wonderful publication "The Auctioneer." When nobody can sell an Auctioneer has his

(Continued on Page 32)

MERRY XMAS



by COL. CLYDE WILSON
Director

At this season of the year the National Auctioneers Association has much to be thankful for and much to give cause for each and every member to have a joyful and Merry Xmas.

Our Association is forging rapidly ahead under the leadership of our President Col. Walter Holford and all the Officers and Directors. Forging ahead because the membership is enthusiastic and cooperating. They want to see their Association grow to one of power and influence. They want their profession to be recognized as a profession. They want to do what they can to improve their profession and their Association.

One need not visit the Secretary's office to know that progress is being made. "The Auctioneers" is giving us reports each and every month and keeps us informed of what is being accomplished. "The Auctioneer" is indicative of the splendid cooperation of everyone. Every month it shows improvement. This could not be possible without the cooperation of the membership. We should all rejoice in this excellent cooperation and may it inspire us to still greater effort.

As the New Year comes upon us, may we not let it do so without resolving to do what we can, each in our own way, to

sponsor as many new members as we can. Turn to page 17 in the November issue of "The Auctioneer" and read that list of new members. Turn the pages in the December issue and you will see another list. Every issue will publish the new members obtained during the month previous. It is our responsibility to enlarge upon that list every month, so that when we meet in national convention in July 1954 we can shake the hand of the President and say a good job well done. I am very much elated to know that all indications point to breaking all previous records and I join all of you in doing what I can to achieve 2500 members by July 1954.

Again I say we have much to be joyful for at this season of the year and the most appreciative gift we can give our Association is just a little more effort on the part of each of us. My very best wishes to all for a Christmas full of merriment, good cheer and a spirit of fellowship that will bring to all prosperity and a New Year filled to overflowing with the best of everything for you. May you have a real old fashioned Xmas spirit that will remain with you always.

X Max, a Kentucky hillbilly was anxious to sell his home-grown distillery and finally found a customer.

"I'll give you \$500 but it will be less 5 per cent if it is cash," offered the prospect.

Max wanted cash but his idea of how to arrive at the matter of deducting the 5 per cent was hazy. "Well," he said, sparring for time, "I'll think it over and let you know tomorrow."

Then Max started to the bank to find out how much 5 percent of \$500 would be, but he got cold feet at the bank door and decided it would never do to reveal his ignorance to the bankers. A happy thought struck him. He stepped into the Elite Cafe and decided to put the question to the cashier.

"Say, Miss," Max asked the snappy wren, "if someone offered you \$500 less 5 per cent, how much would you take off?"

The girl looked at him for a second or so in a speculative manner and came back promptly: "Everything but my earrings."

1954 Promising If We Produce

(Continued from Page 6)

with him in the performance of his duties, the more time he will have for other organization matters. He has given several years to the building of the Association without any selfish or personal interests whatsoever, and to show our appreciation for his outstanding work let each of us produce new members. By so doing it will prove to him that we are not unmindful of the progress that has been made to elevate our profession and appreciative of the opportunity to produce in 1954.

To each and every member of the N.A.A., my sincere wishes for a Christmas spirit that will prompt you to think of others and that such a spirit will prevail always. The best Xmas gift we can give our Association and ourselves is to deluge the office of Secretary

with new members. May all of you and your families have a most enjoyable Holiday Season and as the New Year comes upon us, may each of us resolve to do just a little more for our Association than we have done in the past.

X The young lady who brought in the sleek coupe to be fixed kept up a constant stream of chatter as the mechanic worked away. She asked countless questions, made numerous suggestions and comments, all to the utmost dislike of the worker. As he was putting the finishing touches to the job, she remarked, cunningly: "Oh, you have it ready now! Would you like to do something unusual in a way of celebrating?"

He looked her up and down carefully, and said solemnly: "Yes, How about two minutes of silence?"

X At one time saloons had false fronts outside. Now they have them lined up at the bar.

THE FOLLOWING RESOLUTION WAS UNANIMOUSLY ADOPTED AT OUR NATIONAL CONVENTION IN SIOUX CITY, IOWA, JULY 16, 1949

RESOLUTION

WHEREAS, It has come to the attention of the National Auctioneers Association, of the grave and serious threat to our Government of the United States by the infiltration of undesirable individuals into every organization and society and

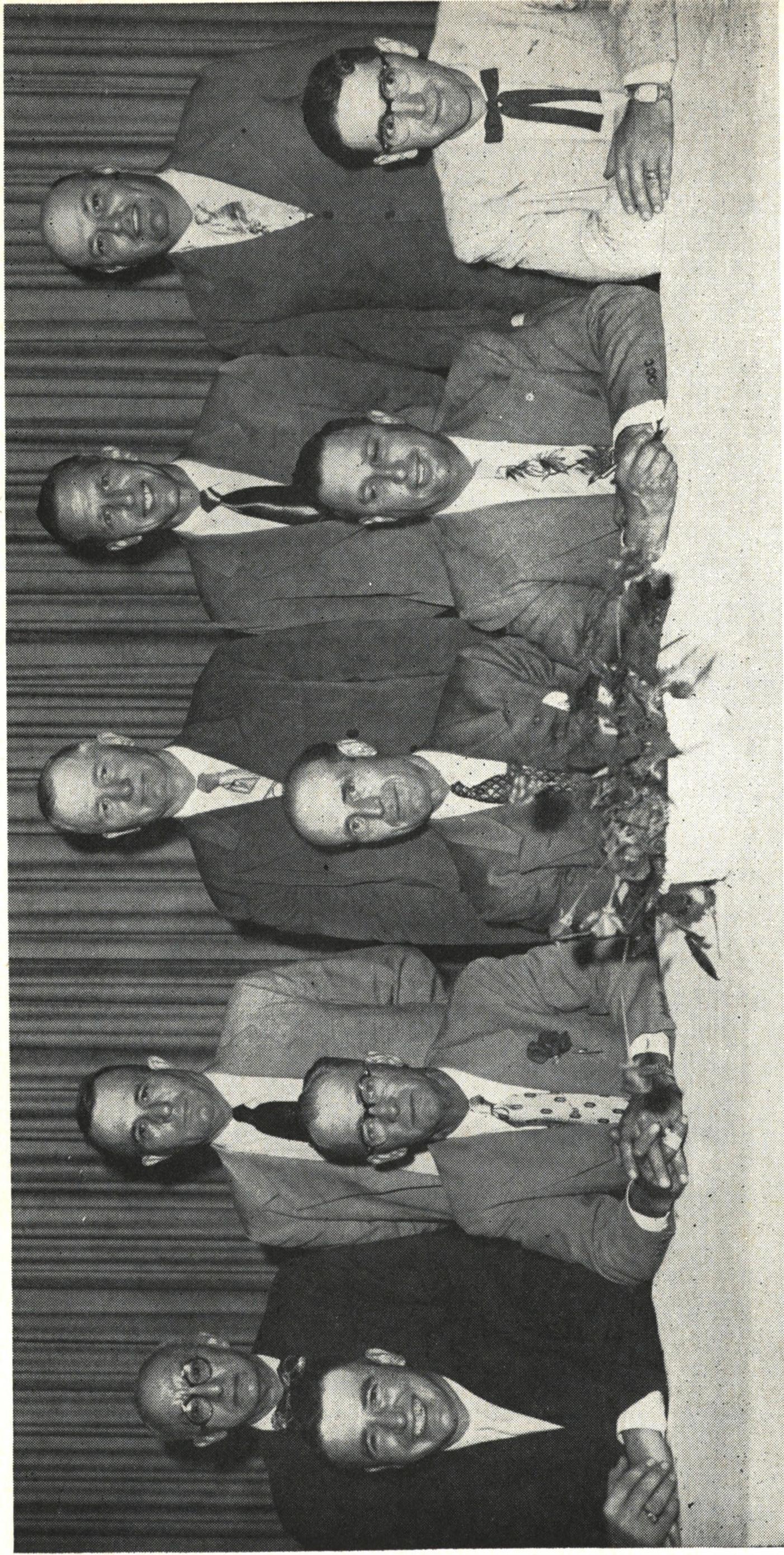
WHEREAS, We believe in our Democratic form of Government, that the future progress, prosperity and advancement of future generations can only be accomplished under our present form of Government; therefore, be it

RESOLVED, That we the National Auctioneers Association condemn Communism, that we will not tolerate membership in our Association of anyone who is a Communist, a member of the Communist Party or anyone connected with any Communistic affiliation or any movement which advocates the overthrow of the United States Government; and

RESOLVED, That we offer our services as Individuals and as an Association to our Government in this matter, to the end that Communism shall be driven from our country and that Communists shall be forever barred from membership in our Association; and

RESOLVED, That a copy of these Resolutions, signed by the President and Secretary, be transmitted to anyone making inquiry, that copies be forwarded at once to all State Associations of Auctioneers and that a copy be transmitted to the proper department of the United States Government.

ILLINOIS STATE AUCTIONEERS ASSOCIATION



Seated left to right Col. Louis Marks, Col. T. J. Moll, Col. A. C. Dunning, Col. Ray Husdon, Col. Tom Sapp, Standing left to right Col. Jack Gordon, Col. C. W. Slater, Col. V. C. Van Tassel, Col. J. E. Russell, Col. Hughey Martin.

ILLINOIS STATE MEETING DRAWS LARGE CROWD

BY COL. TOM SAPP

The fall meeting of the Illinois State Auctioneers Association was held at the Hotel Leland, in Springfield, September 20th. Auctioneers from all parts of the state arrived early and by the time the meeting was called to order by the President Col. C. W. Slater, a larger room had to be obtained to accommodate the many members.

It was a big all day meeting including a sumptuous dinner and an entertainment program that kept the audience in a boisterously gay mood throughout the entire day. During the business session the Illinois License Bill was given considerable attention. Many new members were present and voiced their pleasure of being a member of the State Association. Eleven new members for the N. A. A., was accepted at this meeting.

Election and installation of Officers and Directors was held. They are: President. Col. Ray Hudson, Morrisonville, Vice President, Col. A. C. Dunning, Elgin, Secretary-Treasurer, Col. Tom Sapp, Springfield. Directors: Col. Hughey Martin, Glochester, Col. Louis Marks, Abingdon, Col. T. J. Moll, Prairie DuRocher, Col. J. E. Russell, Peoria, Col. Walter Holford, Edwardsville, Col. Carman Potter, Jacksonville, Col. V. C. VanTassell, Robinson, Col. Jack Gordon, Chicago, Col. Alvin Van Loh, Freeport and Col. Lowell Buck, Avon.

The big spring meeting will be held in Abingdon, with Col. Louis Marks, making all necessary arrangements. The Illinois State Auctioneers Association is receiving many new members and are determined to go to Omaha, Nebraska, to the national convention in July 1954 with the largest representation of any state. We will even beat Nebraska.

"Doctor," said the young nurse, "My patient in Ward 10 doesn't think I'm giving him enough attention."

"Well, give him whatever he wants."

"Heavens," exclaimed the nurse. "My husband is very jealous."

What's Happening In the N.A.A.

(Continued from Page 7)

when his membership expires. Look at your card now. A plan has been adopted making all dues due on either January or July. When you get your new membership card do not be surprised if you gain a month or two. Example if your membership expires in December your new card will read expiring January 1955. If your dues expire in March, April, May or June, your new card will read expiring July 1955. Such a plan will only require two notices being sent out each year, whereas under present plan notices are being mailed out every month. This will effect a saving in postage help, etc.

As this issue of "The Auctioneer" goes to press your national headquarters has received since July 19, 1953, 808 pieces of mail. It has dispatched 2,232 letters, 3,700 copies of "The Auctioneer" or a total of 5,932 pieces of mail which means that approximately 58 pieces of mail are dispatched from your national headquarters daily.

What's Happening In The N. A. A.,? something doing every minute. When you are in the vicinity of national headquarters the Secretary would like to have you pay your office a visit, and he will put you to work. Now that you know what is happening in your national headquarters, we will want to publish a report in the very near future on "What's Happening in the Field" and that can only mean one thing, how many new members have you or will you sponsor in the next six months?

Personal Items

You can help make "THE AUCTIONEER" more interesting if you will provide us with news about you and your fellow members. Please send any items which you think will be of interest to "The Auctioneer," 409 Bath Ave., Long Branch, New Jersey.

Alfred: "Dearest, am I good enough for you?"

Clarice: "No, but you're too good for any other girl."

BOOSTERS FOR "THE AUCTIONEER"

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

FLORIDA

Pedersen, Col. L. M.—Jacksonville

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
 Koerner and Bauer, Cols.—LaSalle
 Parkinson, Col. Bruce—Kankakee
 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
 Glover, Col. Laird N.—Crawfordsville
 Kruse, Col. Russell—Grabill
 Whittle, Col. Wilbur—Goshen
 Reppert School of Auctioneering
 —Decatur

IOWA

Brown, Col. Jim R. D.—Ida Grove
 Holland, Col. Theo. H.—Ottumwa
 Johnson, Col. Howard B.—Story City
 Joy, Col. Leon—Ames
 Kautzky, Col. Slim—Glidden
 Pettit, Col. Guy L.—Bloomfield
 Peterson, Col. Clinton A.—Fort Dodge
 Rhodes, Col. John W.—LeGrand
 Ritchie, Col. Wendell—Marathon
 Sargent, Col. G. F.—Sioux City

MICHIGAN

Galbreath, Col. Earl—Detroit
 Coats, Col. Wm. O.—Union City
 Jardine, Col. Samuel B.—Adrian
 Smiley, Col. Fred W.—Saginaw
 Wilber Auction Service—Bronson

MINNESOTA

Beecher, Col. John F. and Son—Elma
 Davis Twins, Cols.—St. Peter and
 Madison Lake
 Gould, Col. Tom—Minneapolis
 Godlove, Col. Henry C.—Indianola
 Kohner, Col. Alvin—Winona
 Lampi, Col. Martin—Annandale
 Nelson, Col. E. T.—Renville
 Radde Bros., Cols.—Wareton and
 Waconia

MISSOURI

McCracken, Col. Bill—St. Louis
 Wasielewski, Col. Stanley—St. Louis

NEBRASKA

Buss, Col. Henry—Columbus
 Fuller, Col. Dan J.—Albion
 Flanagan, Col. Ray—Albion
 Heist, Col. John W.—Beatrice
 Jensen, Col. T. C.—Holdrege
 Kirkpatrick, Col. J. D.—Grand Island
 McCoy, Col. Stacy B.—Arapahoe
 Nelson, Col. Leon S.—Albion
 Rasmussen, Col. Henry—St. Paul
 Webb, Col. James—Grand Island
 Zicht, Col. Adolph—Norfolk
 Zicht, Col. Don—Norfolk

NEW JERSEY

Coats, Col. B. G.—Long Branch
 Guzzi, Col. J. A.—Long Branch
 Smith, Col. James W.—Camden
 Woolley, Col. Charles M.—Allentown
 Simonsen, Col. Carl—Point Pleasant
 Story, Col. Robert R.—Westfield
 VanPelt, Col. Herbert—Readington
 VanSciver, Col. Watson—Burlington

NEW YORK

Mead, Col. Gerald N.—Owego
 Taylor, Col. Frank—Cortland
 Rothkopf, Col. Mac M.—Brooklyn

OHIO

Baily-Murphy-Darbyshire Co., Cols.—
 Wilmington
 Drake, Col. Ralph—Montpelier
 Pollock, Col. Homer—Delphos
 Rolfe, Col. Donald—Orient
 Stafford, Col. Donald H.—East Rochester
 Wilson, Col. Clyde M.—Marion

PENNSYLVANIA

Berry, Col. Tom—West Newton
 Chafee, Cols. Q. R. & Son—Towanda
 Engelmeier, Col. Philip A.—Pittsburgh
 Leiby, Col. C. J.—Allentown
 Parke, Col. R. E.—Greensburg
 Lyons, Col. Sam—Indiana
 Post, Col. Hubert S.—Washington
 Sparks, Col. Homer H.—Sharon

TENNESSEE

Bowers, Col. M. C.—Elizabethton
 Hood, Col. J. Robert—Lawrenceburg
 Jesse, Col. H. C. "Red"—Morristown

BOOSTERS FOR "THE AUCTIONEER"

TEXAS

Wendelin, Col. W. J.—Henderson

VERMONT

Witkin, Col. Ted.—Burlington

VIRGINIA

Crim, Col. Frank D.—Roanoke

WISCONSIN

Donahoe, Col. Joseph W.—Darlington

Heise, Col. W. C.—Oconto

WYOMING

Bentley, Col. John—Sheridan

Shelton, Col. Dale—Sheridan

Shelton, Col. Jim—Riverton

Williams, Col. C. G.—Sheridan

ELSEWHERE

The Ladies' Auxiliary of the
National Auctioneers Association

Tolerance Pays Dividends

(Continued from Page 18)

permit former club member returning from higher education to return and enter a calf, or any other animal in the show or sale, which some member of the family has taken care of during his absence. Such a practice is unfair to the youngster that is just starting out in 4 H Club work.

Another paramount point is that each and every Auctioneer should offer his services and should be accorded the opportunity to sell some of the animals. Such being a community affair, no one Auctioneer should ever be so short sighted, and should be given the privilege by the Management of these 4 H Clubs to call upon any Auctioneer as all have some friends in the sale who are willing to go along with him and purchase one or more animals.

It is my sincere wish that each and every member of the N. A. A., will never be guilty of intolerance to your fellow Auctioneer. Tolerance is the greatest

asset of any Auctioneer and if practiced in our every day life and in the profession of our choice, it will pay dividends.

It is my fervent wish that each and every member of the National Auctioneers Association and your families have a most joyous Christmas, that the spirit of Christmas remain with you always. May each of us give ourselves a Xmas present of tolerance.

We Are Growing

(Continued from Page 9)

throughout the forty eight states are hungry for and want to be associated with the N. A. A., but it remains for you to contact them.

The thirteen pioneers of the N. A. A. now feel the need of stepping aside and encourage the younger members to take a more active part and assume the responsibilities of Officers and Directors. To end my message I want to most sincerely wish all of you a very Merry Xmas, and that the New Year will bring you good luck, wealth, success and any other thing that may lead to your happiness.

555 AUCTION SAYINGS

Reprint from Original Are
Now Available Again
in limited number.

Home Study Course
and
Residential Classes Available

RUSH \$2.00 to

COL. E. T. NELSON, President

NELSON AUCTION SCHOOL

RENVILLE, MINNESOTA

Knowledge and Confidence

(Continued from Page 24)

the administrative matters, it is left to us, the men in the field, to build that strength. Our quota of 2500 members is a mighty small number compared to the number of Auctioneers in the United States. If each of us will do our part, the knowledge and confidence that we have and will give to others will result in going over the top for the leaders of our Association who are working so hard to meet the quota.

Does this seem out of keeping with Christmas bells, Christmas trees, etc.? Not at all. This is the real glad tidings of joy and happiness. Every Christmas tree and candle, every Christmas gift and sentiment, renew the force that makes for greater progress, that makes for greater fellowship, that makes for greater understanding and cooperation.

May each of us try and help the other

fellow at this season of the year and throughout the year by inviting him to share with you the opportunities of knowledge and confidence through membership in the National Auctioneers Association. Do you know anything that you could do that would be of more help to your Association? Then, in heaven's name, go and do it. Everything everyone of us does now for our Association has a national significance. In a most real sense, when doing it, we are doing it for ourselves also. Realizing this we shall be better Auctioneers and we will have a better profession and a better Association.

As Auctioneers, all of us can wish one another "A Very Merry Xmas" and "A Happy New Year" today, with more knowledge and greater confidence and with less misgiving than we have felt in recent years. Sharing the common joy, the knowledge and confidence will take us to greater accomplishments.

INTEGRITY

(Continued from Page 25)

golden opportunity. If he will keep that golden word integrity constantly before him and practice at all times its wonderful meaning he can sell Xmas cakes in July. Integrity means success if you will put it into practice not only in your own business but in your every act, in your Association, in your home, in your civic organizations, your church, your lodge and everywhere you may be. The only persistence that pays is the kind that never lets go. A real effort on the part of an Auctioneer never lost a sale, if that real effort was one of usefulness. Many sales come at the end of a long haul. An Auctioneer often meets hardships that make his efforts more worth while. Keeping those you sell for satisfied with your services is the key that unlocks all doors and holds them open. One can find many slogans in the selling field but in the auctioneering profession remember this: it pays to stick to the truth. A definite objective makes a definite result. Make integrity your definite objective.

We as Auctioneers collectively through our state and national Associations and as individuals are closest to the people. Thousands upon thousands of people appear before us every year

and at every sale we have the opportunity and obligation by practicing "integrity" to place our profession above all others. Let the public know that you are a member of your state and national Associations. Give them both a plug at every opportunity and every time you do you are plugging yourself. We as Auctioneers, knowing that liberty which permits us to follow the profession so dear to us, can and must take a leading part in maintaining the integrity of a profession which our country gives a greater latitude than any other country in all the world. Isn't that worth fighting for? Isn't that worth just an extra effort for your state and national Association? Isn't that worth taking just a few minutes to invite an Auctioneer to become a member? Cherish that liberty and above all cherish and practice integrity and the liberty which we all now enjoy will never be lost.

As the Holiday Season comes upon us the most priceless gift we can give is "integrity and in so doing we are giving to others as well as ourselves. As the old year draws to a close and the New Year comes upon us, may we all make the most of it and resolve to keep uppermost in our minds integrity always. Merry Xmas to all.

THEY SOLD THEIR WAY TO SUCCESS



Col. and Mrs. Glenn Archer

A few years ago the Archers had nothing but ambition and Glenn's booming voice. Today they are one of Michigan's most prosperous—and happiest—young couples.

Courtesy Redbook Magazine, October issue

by **KENT SAGENDORPH**

When Glenn Archer was 18 years old, his parents held an auction sale of the equipment on their Michigan farm. By the time the sale was over, Glenn had made the most important decision of his life.

"That auctioneer," Glenn recalls, with a grin. "Boy, was he something! He had a diamond ring on his little finger as big as a mushroom. He had a big hat, big car, big voice.

"He made three hundred dollars that day, and I never got over it. That, I said to myself, is for me!"

That was 14 years ago. Today, at the age of 32, Glenn is one of the leading farm auctioneers in the state of Michigan. He owns a \$40,000 stock farm, and his annual income runs about \$15,000.

But it took more than a big hat and a diamond ring to put Glenn Archer up there. It took many things, and Glenn sums them up in one word: "Virginia."

He'll tell you, "I never got anywhere at all until Virginia married me. Together, we're a team. We got everything we own by working in double harness."

Outsiders agree. Not long ago, Glenn and Virginia — the parents of two young children — were selected "Michigan's most representative couple" in a competition sponsored by several newspapers and radio stations. A Detroit radio commentator summed it up this way: "In the story of the Archer family lies the real secret of America's strength. You can't lick people like that."

The story of the Archer family began in March, 1947. Glenn, just out of the Army, had gone back to his prewar job of selling farm implements. After a few months, he realized that he was slipping into a dangerous, unprofitable rut. Then, on a business trip to Grand Rapids, everything changed.

He met a girl. Her name was Virginia Bliss. She was 25, working as a secretary and serious about a career.

"She was trim, tiny and terrific," Glenn recalls. "I was struck speechless, and when a fellow like me is speechless, there's only one answer. I was in love! She was the prettiest thing I ever saw, and she was mine. She was for me. I knew it the minute I saw her."

To Virginia he was a riddle, and rather frightening. "Why, I was flabbergasted," she recalls. "Here was this great big handsome guy looking like a West Pointer in a business suit, and the way that man could talk—!"

When he said he was a farmer, Virginia nearly collapsed.

"I was a city gal. I didn't know one end of a cow from another, and I didn't want to learn."

Glenn's now-famous sales personality went to work. Virginia liked him; she found him adventurous and exciting. Soon she was head over heels in love with him. But she recoiled at the idea of a farm — of becoming sunbonneted and freckled, getting up at four a.m., baking bread, scrubbing long-handled underwear on a washboard.

Glenn roared with laughter. When he roars you can hear him half a mile. Gently he tried to teach her about modern farms. He invited her to spend a weekend at his father's farm near Charlotte and try a small dose of farm life. The place seemed quite civilized, Virginia agreed, but she wasn't completely convinced.

"All right," Glenn conceded. "We'll live in an apartment in Charlotte, and I'll go on selling farm equipment. But some day, we'll have a farm."

They were married in June, three months after they met, and settled down in Charlotte. Virginia got a good secretarial job, and Glenn found a new line of work — selling farm real-estate for the J. D. Powers Agency. But all the time, he was preparing himself for the job he wanted most: farm auctioneering. He studied livestock, learned about the newest machinery, and talked to farmers in the field while he helped them load hay and clip cattle.

Early in 1948, Virginia typed his application for a special school in Decatur, Indiana, where prospective auctioneers learn the techniques of their trade. They drove to Indiana and began living on \$90 a month under the GI Bill of Rights.

The school was not easy. Glenn learned to talk all over again. He had to develop a special kind of voice control to dominate a noisy crowd for four hours without a microphone and amplifier. He learned to pitch his voice to a buyer 100 yards away in the open air. He develop-

ed a powerful roar and practiced it until his throat muscles ached.

The instruction helped Virginia almost as much as Glenn himself. She learned all the tricks of auctioneering. She helped him practice "catching bids," a system by which bids are relayed to the auctioneer by intermediaries, through nods, winks, gestures of the head and finger signals.

When Glenn graduated one of the faculty members told Virginia that, out of a class of about 150 men, only 10 or 12 would succeed. You've got to have the background," he said. "Glenn's got it. You must have the size and the voice. Glenn's got those, too. And you must have helped — a partner, somebody to keep the show running while the auctioneer is sounding off. Glenn's got you for that."

It didn't take Virginia long to discover what the professor meant. Upon their return to Charlotte, Virginia set up shop for him in the real-estate office. While Glenn was out soliciting business, Virginia organized the work, ordered equipment for the "sales ring," located helpers, got out the advertising, and, in effect, managed the business.

In August, 1949, a little over a year after their return to Charlotte, the Archers were ready. Glenn's first client was a widow who was selling some livestock and barn equipment. Virginia had the advertising out; a mobile commissary was organized to supply a hot midday meal to several hundred people; clerks and cashiers were hired and equipped, banners painted, and she was standing by to direct the whole organization.

Meanwhile, Glenn sorted, arranged and catalogued the items for sale, repaired machinery, clipped livestock to make their coats attractive, and set up the "ring," a series of portable gates that form pens, each containing livestock to be sold. The "ring" also includes an elevated platform for the auctioneer, a "pulpit" behind which he stands, and a heavy gavel with which he beats the rostrum. In his first sale, Glenn used a light bamboo cane instead of the gavel, whipping it around in the air and slapping the pulpit with it to indicate a final sale.

It was a beautiful late-summer day. Cars were parked all over the widow's pasture lot; the roadside was gay with

lines of flags. The widow told Glenn in a nervous little voice that she hoped they could get \$3,000 for the offerings. But she didn't think so. "Folks have a mind to look for antiques and such stuff, and there aren't any," she said.

Glenn donned his big hat, mounted the platform and slapped at the top of the table. Helpers brought in the first item. The crowd pressed closer. Glenn identified the item, gave a brief description of what it was used for, and the sale began.

An auctioneer is part lecturer and part magician. His sales talk is necessarily his own; no two are alike. Some like to build up the item as "colossal, invaluable, a pearl of great price, the only one of its kind in the worrrld." Others profess a total ignorance of the item, flattering the audience that they know more about it than the auctioneer, which is seldom the case. Glenn takes a medium ground.

"This item," he would say, "is a horse-drawn hay-rake, and that's all it can be used for. It's no good to cultivate your garden with. This item cost about \$40 when it was new 35 years ago, and it's worth about \$10 now. What am I offered?"

Before a bid can be made he begins his chant. It's vital that the chant begin immediately to forestall wisecracks, comments or premature bids. Searching the audience, Glenn locates a bid.

"Alright alright alright HOW many dollars HOW many dollars have I got I hear EIGHT dollars I got EIGHT dollars I got EIGHT dollars who said NINE dollars I got NINE dollars I got NINE FIFTY thank you thank you I got TEN dollars—"

It's the rhythm, the accent on the prices bid that distinguishes the chant. At any moment the auctioneer can end the bidding by selling the item, and he doesn't wait to squeeze the last dollar out of the crowd. He knows instinctively when the precise moment arrives to pause dramatically then exclaim, "Sold!"

Sometimes there is viciously competitive bidding by antique dealers from Chicago, Cleveland, Detroit and Milwaukee. The bidding begins to get out of hand, dealers plunging recklessly to keep each other from getting it. Most of these are "caught bids," only the bidder, the intermediary and Glenn knowing who has actually bid. It's tricky busi-

ness. If the bid isn't clear-cut, the bidders will mob Glenn afterward, claiming that he didn't give them a chance to raise. So in such cases he chants:

"ONE fifty-five . . . ONE fifty-five . . . LAST time around . . . FINAL bid ONE fifty-five . . . it's SOLD, for one hundred fifty-five dollars, and the clerk will make the proper record."

So it goes, all day long. As a change of pace after a long struggle over an expensive animal or piece of machinery, Glenn might put up a Swiss music box and crank the thing for a minute or two. There may be a hundred or more items. Frequently the sale goes on for four hours, leaving the audience limp and hoarse, but Glenn as chipper as ever.

That's the way it was with Glenn's first sale. Of course, the size of the crowd was the first eye-opener — more than 700 people. Another surprise was the brisk, efficient way in which Glenn disposed of one item after another as if he'd been doing it all his life. The widow, half-expecting that she would never make her goal of \$3,000, almost wept with gratitude when the day's total passed \$4,400.

Glenn and Virginia grossed \$125 in commissions and just about broke even. But they were overjoyed. They paid their cashier and clerks, their advertising and their other expenses, and regarded their lack of profits as the best investment they ever had made.

Word of that first auction spread all over the state. "After that," said Virginia, "Glenn had it made."

"That was where your work began, wasn't it?" Glenn grinned.

She never worked as hard in her life as she did in the year following that first auction. She expanded Glenn's activities to include the highly technical, risky field of real-estate auctions, with its web of title researches, liens, quit-claims and specialized auction sales, in which thousands of dollars in profit or loss hung on Glenn's quick and sure decision.

In 21 months the Archer team handled more than 300 successful auctions. "Every auction we conduct is the climax of somebody's life." Virginia explains. "There's drama in every one. A fire burns a barn and wipes out a family's whole herd. Or there's been a death in the family, usually the father and the

widow can't stay there any more. She probably came there as a bride, 40 years ago, and raised all her children there, and she's a grandmother now, but she can't go on. So she calls us, and later she goes to live with a married daughter.

"Then there's the poor family that is scratching around on worthless land. They haven't got much, but they want to sell what there is and move on — try the same old struggle somewhere else. Sometimes I have a feeling that they'll get just enough to get stranded again in Phoenix or Tucson."

The Michigan farmhouse attic is still, according to the Archers, the greatest museum in America. "You never know," they say, "what will come out of there." Perhaps such an attic will disgorge four or five worthless old brass beds, circa 1900. Underneath is a package wrapped in faded newspaper. Inside, you find a set of 45 original Currier & Ives prints — a collector's dream.

"Oh, yes," says Grandma. "Those belonged to my Great-aunt Bedelia. I put them up in the attic when she died and forgot all about 'em. People don't go for those old chromos any more."

Virginia Archer studies furniture and Americana. She knows immediately whether a table is an original Duncan Phyfe or a Grand Rapids reproduction. She found out about those Seth Thomas wall clocks with the wooden movements; she learned about Stiegel glass and McGuffey schoolbook readers and the two-volume first edition of "Uncle Tom's Cabin." It's the responsibility of an auctioneer to recognize a bound volume of Gleason's Pictorial for 1851 as a rare book, and not let it go for scrap paper.

An auctioneer, Glenn learned, must never say anything he doesn't mean, and having said it, must keep his word. If he says, "All right, I'll buy the hogs for \$500 and I'll bring you the money Tuesday," he had better be there on Tuesday with the money, in full. If he announces at an auction. "These Herefords are tuberculin-tested, warranted to be free from Bang's disease and mastitis," the buyers believe him. Not long ago Glenn repaid a large sum to a cattle buyer who discovered symptoms of mastitis (a disease of the udder) in dairy cows sold by Glenn at an auction.

In addition to integrity, an auctioneer must have a phenomenal memory for names and faces, knowing intimate details about literally hundreds of farm families, some of them hundreds of miles from his base of operations. He learns to know people . . . who has exceptionally good blood lines in his livestock, who takes care of implements and who doesn't, which buyer is scouting for antique collectors in the big cities, who can back up a high bid and who's bluffing.

Glenn can say, "All right, Mr. Peabody, I'll see that those animals are delivered to your Livingston County farm tomorrow. I know where it is."

This flatters Mr. Peabody, but Glenn say the same thing the following day to Mr. Jones in Cass County, a hundred miles away, or to Mr. Wilson in Lenawee County, on the other side of the peninsula. People like to think that they're important enough to be know by name to an auctioneer, who is a mighty big wheel in any farm area. A good auctioneer has a file of names even bigger than a politician's.

In addition, an auctioneer is a general clearinghouse of information about almost everything pertaining to a farm. People call his home asking what a 1946 Farmall tractor is worth, where can they find some Hampshire hogs, who's got 2,000 bushels of seed corn for sale, and what's a good price for a tractor-drawn self-husking side-delivery corn picker? Glenn has learned to answer all those questions — and more.

In the spring of 1950 the Archers decided that the time had come to tackle their big dream — buying and equipping their own farm. A farm is an essential part of an auctioneer's professional equipment. It must be a model farm, too — because other farmers will be on hand to criticize. It must contain a huge barn, especially equipped with seats, platform, viewing arena, lights, stock pens and offices. There must be a surfaced parking lot to hold 100 cars or more.

In the barn there will be livestock and implements purchased by the auctioneer, for his own auction-barn sales. There will be other merchandise, sent by distant farmers for sale on commission. The farm itself must lie on a busy main highway adjoining a county-seat town. For some reason, a courthouse attracts

farmers as nothing else does.

The Archers found a farm which was about to be cut up. Half was to be sold, and the owner was to retain the other half for himself. The half to be sold had a tired-looking 85-year-old farmhouse and an adequate barn. The price, including 70 acres of rolling fields, was \$13,500.

"It sounded like a whale of a lot of money for kids like us," says Glenn, "We went ahead anyhow, feeling like people who cross Niagara Falls on a tight wire."

The down payment was just the overture to the main melodrama. The Archers had to find \$5,000 more to modernize the house. In addition, the farm demanded a new truck, a tractor, enough implements to stock a farm-supply store. As new furniture went into the remodeled house, new tools went into the barn.

"I don't know how we did it," Glenn says. "It almost killed Virginia. She was carrying her second baby, but night after night she was out there pail-feeding 14 calves to make 'em gain weight; she cooked 14 meals a day for 'em on her kitchen stove and she brought 'em through the danger period."

"That first year!" Virginia shivers when she talks about it. "That poor man sometimes changed his clothes four times a day and worked 18 hours. He'd call an auction, then get back here and change, plow a while, change again and take a shower, drive out and show some property, get back here and work in the barn until long past midnight."

By doubling-up working hours and denying themselves all relaxation, they carried on this way for over a year; Glenn and Virginia together working auctions, Glenn alone selling farm real-estate, Virginia alone supervising the farm and running the office there. But the money came in . . . enough to increase their equity in the farm, supply the first vital equipment and make the house livable.

Today, after nearly four years on their farm, things are increasingly easier for the Archers. They've paid, in money and back-breaking work, for every foot of that land and every stick of furniture in the house, and they love every inch of it. So do their children, Gregory Lee, aged four and Joan Phyllis, who is two and a half.

All over Michigan you hear about the Archers. Their auctions are scheduled, in some cases, weeks ahead. Glenn has become a full partner in the J. D. Powers Agency. And on the farm, there is a staggering inventory of machinery which makes it possible for one full-time hired man to handle the entire acreage. Down the road, on a leased pasture, are 50 purebred, prize-winning Holstein heifers.

Sometimes after a day's auctioneering, with the bulge of folding money in their pockets, the Archers drive home alongside their own fruitful fields. They look at the house and talk about the family that lives there as if they were total strangers.

"Well, will you look at that?" says Glenn. "Now there's a nice farm. Who do you suppose lives there? Think they'll sell?"

"Not for all the money in the world," Virginia answers. "I know those people. They're the happiest, luckiest family in the whole world." . . . THE END

Financial Statement of 1953 National Convention

	Receipts
Memberships	\$ 732.50
Registrations	3289.25
Life Memberships	1800.00
Fun Auction	533.50
	<hr/>
	\$6355.25
	 Disbursements
Entertainment	\$ 443.78
Secretary	58.50
Hotel	2312.05
	<hr/>
	\$2815.05
	<hr/>
Net Balance	\$3540.20

Galleries List Items For Auctions

A group of gilded silver, most of the pieces made for the Empress Catherine of Russia between 1705 and 1725 and once among the treasures of the Hermitage Museum, is included in a collection of furniture and silver to be sold at auction at the Parke-Bernet Galleries, Inc., 980 Madison Ave., New York City.

Most of the furniture is Georgian, and among the considerable quantity of porcelain included is an Oriental Lowestoft dinner service made in 1775. The silver from the Imperial Russian collection includes a pair of George I jugs, a Queen Anne rosewater ewer and dish, a George II two-handled cup with cover, and other jugs and mugs. These pieces were owned by the Arnold Seligmann-Helft Corp.

FURNITURE INCLUDED

The furniture includes a George II side chair with claw-and-bell feet; a small sideboard with serpentine front; a set of six Sheraton dining chairs in wine red velour; a rare George II tea table of mahogany; a Chippendale side chair with needlepoint upholstery; a pair of Chippendale side chairs of carved mahogany; and a pair of Sheraton bedsteads of turned mahogany and oak with Queen Anne embroidery hangings.

A Morisot portrait of Albine Sernicelli and a Degas landscape are included in a collection of French paintings and drawings to be sold at auction at Parke-Bernet's. The Degas work, "Landscape With Rocks," was done in 1890, and the Morisot portrait, a pastel on paper, was done in 1889.

Other works in this collection are Roualt's "The Way Is Sometimes Beautiful," dated 1917, several Utrillos, a Forain court scene, "Calling the Witnesses," a Degas nude, Grandma Moses' "school-days," and several Vuillards.

FIRST EDITIONS

A collection of first editions, autographs, and sporting books will be sold at auction. Included are a rare series of shooting prints in aquatint by Alken, among them "Pheasant Shooting," "Refreshing," "Cock Shooting," and "Going Home", autographs and letters of seventeen American Presidents from James

Monroe to Herbert Hoover; and first editions of Beaumont and Fletcher. Pope's translation of "The Iliad," and Smollott's "The Adventures of Roderick Random" and the "Expedition of Humphrey Clinker."

English sporting prints and Currier & Ives lithographs are included in a collection of prints to be sold at auction at the Plaza Art Galleries, Inc., of 9 E. 59th St. The same galleries antique American furniture, glassware and porcelain will be sold at auction. The furniture includes an eighteenth century slant-front desk; a Chippendale chest of drawers, and a set of eighteenth century Venetian dining chairs.

The Plaza Art Galleries will sell the contents of Brook House, the estate of Edith B. Pavloff, on Taconic Road, Greenwich, Conn., Included are Venetian furniture, two eighteenth century Sheraton breakfast tables, a Pembroke table, as well as porcelain china and glassware.

The Savoy Galleries, 5 E. 59th St., will sell at auction a collection of French provincial and other furniture and decorations.

The Birnbaum Auction Galleries, 750 Broadway, will sell at auction American, English and French furniture and decorations. Included are fifteen crystal chandeliers removed from the Brevoort Hotel. **SALE YIELDS \$79,115**

A two-day public auction sale of French period furniture and decorations from the collections of Comtesse de Ruille and others brought \$79,115 at the Parke-Bernet Galleries.

Major sales included a pair of Louis XVI candelabra, to a New York dealer, for \$1,000; a directoire ebonized bronze and marble table to Nicolas De Koenigsberg jr., agent for Le Passe, Ltd., for \$800; a Louis XV bureau plat, to a private collector, for \$825, and a pair of Louis XV carved walnut bergeres, to a private collector, for \$1,020.

TRUBLE BREWING

X In Santa Barbara, Calif. not long ago there was a traffic accident. Although that is not a very earth shaking incident we might add that the accident involved a Coffey and a Pott. Neither Thomas A. Coffey or Benn Pott were injured and the police dismissed the matter. The reason was, no grounds.

LADIES' AUXILIARY

The Spirit of Christmas

By JUNE N. HOLFORD
Past President

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

The time is getting close to Christmas and another New Year. Wouldn't it be a glorious Christmas if we could drop in on our friends that through the years have drifted apart?

Christmas should be a joyous, religious and humble occasion but times have changed. For many it will be saddened by unpleasant world events.

Age can leave a lot of tell-tale marks on a person's face. Sometimes causing sagging shoulders and loss of energy. One finds it hard to laugh and enjoy oneself. But time goes on and each of us have to make the best of it and to lighten the burdens of others. We cling fondly to memories of bygone days. Our children have become men and women with families of their own. We find comfort in their happiness, in our homes and in our association with God.

At Christmas time one can see the surging joy of anticipation, the splendor of lights, church bells and yuletide chimes. The meaning of Christmas lights is the humble manger where the Christ Child was born to bring blessings and the world aglow. Signs of hope to a warring world. Signs of love and the promises of everlasting peace some day.

My most sincere and abundant wishes to you and yours for a very Happy Christmas, a Prosperous and Peaceful New Year.

All-time Auction Records

We are often asked as to the top prices that have been paid at auction for individual animals of the various breeds. Here is a list that comes pretty close to answering such questions:

Aberdeen-Angus — male, Homeplace Eileenmere 115th, \$70,000; female, Homeplace Gammer 5th, \$38,000.

Ayrshire—male, Bargower Brown Diamond, \$25,740; female, Low Milton Queen of Hearts, \$10,227.

Belgian—male, Farceur, \$47,500.

Brown Swiss—male, Colonial Harry of Judd's Bridge, \$23,500; female, Jane's Chloe of Judd's Bridge, \$11,500.

Clydesdale—male, Baron of Bucklyvie, \$47,500.

Guernsey—male, Gardenville Rose King, \$50,000; female, Coronation Melinda, \$31,000.

Hereford—male, Hillcrest Larry 4th at Chester, W. Va., \$70,500; female, T. T. Zato Heiress, \$35,000.

Polled Hereford—male, C M R Mischief Domino 81st, \$47,000; female, E E R Victoria Tone 25th, \$14,000.

Holstein-Friesian—male, Prince Aggie of Berylwood, \$110,000; female, Pabst Korndyke Cornflower, \$30,000.

Jersey—male, Sybil's Gamboge, \$65,000; female, Wonderful Dreaming Givia, \$21,000.

Percheron—male, Philix, \$9,000, female, Iolanthe, \$3,500.

Red Poll—male, Billy Charmer, \$2,000; female, Ideal Sunshine Starlight, \$1,200.

Shorthorn—male, Pittodrie Upright, \$61,335.

COL. ROCHELLE HOSPITALIZED

Col. Joseph A. Guzzi, a member of the N. A. A., now stationed at Elizabethtown, North Carolina, writes that he visited a charity auction sale in the local high school conducted by Col. I. F. Rochelle, of Roanoke Rapids, but that illness had forced Col. Rochele, to enter the hospital in Norfolk for surgery. Mrs. Rochele, was on hand to pinch hit for the Colonel.

The N. A. A., wishes you a rapid recovery Colonel and that you will be back in the harness much sooner than you had expected.

Col. Guzzi, writes that he expects to be discharged from the Navy on December 1st, and anxiously awaiting the chance to get going again in the auction business.

THE TIME OF YOUR LIFE

BY ANN KILBORN COLE

If you own a genuine antique clock that has come down in the family you are lucky.

But if you yearn for a mellowed time-piece for the hall or livingroom mantel-piece, be prepared to pay for it. Fine old clocks of pedigree can still be bought occasionally, but they are rare.

However, you may pick up a good clock, nameless or made by a lesser-known maker, and even at today's prices find you have made a good investment.

An old clock does not seem to be as hazardous a buy as some other antiques, probably because it is not as impulsive a purchase and reproductions are more easily spotted. You may find you are being offered modern works behind an old face in an old case, and if the price is right and you know what you are getting, this may satisfy you.

To get an old neglected clock in working order may cost as much as the original purchase, and if I were making this once-in-a-lifetime investment I would certainly want a good old clockmaker's diagnosis first.

In fact, I would not start out to buy any old clock of value until I had boned up on the subject. There are a number of good books on old clocks.

You'll learn about such things as wooden works, the dates of brass dials, the influence of the early furniture makers, such as Hepplewhite and Chip-

pendale, the kinds of clocks, the toll clock or grandfather's clock made long to house the lead weights and brass pendulum, the smaller and rarer grandmother's clock, the bracket clock, the shelf clocks with their pillar and scroll or steeple cases and painted glass doors, the banjo clock (so familiar in copy) and the wag-on-the-wall that has no case, only works and a painted face.

When you set out to buy a clock get the history if you can. It will be your surest guarantee of antiquity. Even when a clock is put up at a public sale, an inspection period is allowed beforehand. Get its measurements and be sure it has not been cut down in size by a former owner.

Early tall clocks were usually 7½ to 8 feet tall. Later as ceilings grew higher the clocks gained another half to one foot. If it is in running order, listen to its tick. Maybe you won't like it, or maybe you'll enjoy the leisurely loud tick of an old pendulum clock more than the nervous pace of a newer one.

Little Willie dashed breathlessly into the drug store.

"Quick!" he panted. "My father's hanging by his pants from a spike fence."

"What can I do?" asked the druggist.

"Put a new roll in my camera," said Willie.

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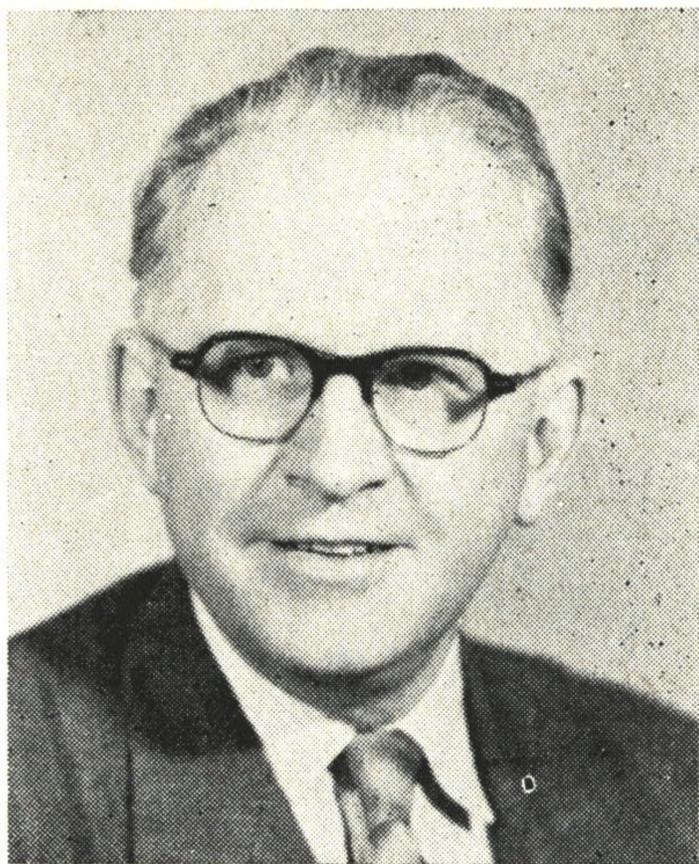
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CLIPPINGS



By COL. E. T. NELSON

Col. F. M. Woods said, "It was a cow that made possible for man to change the great American desert into a land of happy and prosperous homes. When she came the buffalo disappeared, the Indian Tepee gave way to churches, school houses and homes, and where once the wild wolf howled, today the children prattle, grass grows, flowers bloom and the birds sing."

This from the pen of former Senator Ingalls of Kansas:

"OPPORTUNITY"

Master of human destinies am I,
Fame, love and fortune on my steps
wait,
Cities and fields I walk. I penetrate
Hovel and mart and palace, soon or late
I knock unbidden once at every gate.

I sleeping, wake, if feasting rise before
I turn away. It is the hour of fate.

X An Auctioneer: One who talks until you have a headache, then tries to sell you something to relieve it.

Rubbing elbows with other Auctioneers will reveal things about them you never before realized. Try it.

Whatever would we do without tomorrow? The past, though usually nice to remember, is over and done with. The present is always tugging at us. But tomorrow, that seems to be the Auctioneer's paradise. Everything is possible with tomorrow; no dream too foolish, no goal too high. If tomorrow is your day, remember to speak to that Auctioneer and invite him to join the N.A.A. Today is the day for many members, they just don't wait for tomorrow.

And they who follow me reach every
state

Mortals desire, and conquer every foe
Save death; but those who doubt or
hesitate

Condemned to failure, penury and woe,
I answer not, and I RETURN NO
MORE."

The auctioneer should have a high ideal before him. His is an honorable calling and he should strive to put it upon a high plane.

Be sober and level headed and attend to business.

To be a successful auctioneer your heart must be in your business. Your habits must be temperate. You must maintain a high standard of honesty.

Command respect and confidence from the public. But don't try to be too nice. A little wit and good fellowship will greatly help in business.

The more you study your business the greater an auctioneer you will be.

Advertise every sale, well.

Keep your appointments and be on time.

Join your State Auctioneer Association and be sure to Join the National Auctioneers' Association, Now!

Saving the Poor Horse: At the railway station a nice old lady left the train and got into a cab. The cabman said, "Gimme your bag. I'll put it on top of the cab." "No, indeed!" answered the dear old lady, "that poor horse has enough to pull. I'll just hold it on my lap."

An infantry squad on an exposed flank in Korea, was crouching in a rice paddy when a shell exploded nearby, showering them with mud, water, and rice.

Mourned a callow private: "We're in a dangerous spot here."

"Son," chuckled the grizzled sergeant, "you're always in a dangerous spot when they start throwing rice at you."

\$2,000,000 GAMBLE

Courtesy Look Magazine

X Thoroughbreds don't race on their pedigrees,
conformation or price tags

At a Thoroughbred yearling sale, a buyer faces even more imponderables than the \$2 bettor trying to pick a winner; and a wrong guess costs thousands. The highest-priced yearling ever sold in the U. S. (\$75,000 for New Broom in 1928) never won a race; Battlefield, which went for \$4,500 in 1949, earned more than \$460,000. At this year's Saratoga Sales, 247 yearlings brought \$2,062,500, an average of \$8,350. One man got a \$5,000 filly by mistake: When he swatted a gnat the auctioneer took it as a bid and knocked down the horse to him.

Racing men say that an authority on horse-flesh is "a man who was right once." In trying to find the right yearling, most buyers begin by studying the sales catalogues, looking for sires and dams that had speed, heart and physical soundness, and have been able to reproduce those qualities. Paper work done, prospective bidders spend days scrutinizing the yearlings before the auctions begin. They look for intelligence, properly sloping shoulders, shock absorbers, and firm, round hoofs. Says Preston Burch, veteran trainer for Mrs. Isabel Dodge Sloane's Brookmeade Stable, "A 1,000 pound horse running at 40 mph puts tremendous pressure on his legs and each leg, in turn, supports his entire weight." If the pasterns are too straight, something is likely to give.

An example of a well-made yearling is the chestnut colt which radio-TV star Arthur Godfrey bought for \$38,500—the second highest price paid at the sale. An Aly Khan filly cost breeder Daniel G. Van Clief \$39,000. By Case Ace out of Dutch Cut, both top sprinters, Godfrey's colt looks like a stayer as well. Old-timers at Saratoga found him a good deal handsomer than Man o' War at age 1. "Big Red," in fact, was "dippy" (slightly sway-backed) and brought a mere \$5,000. But he made the late Samuel D. Riddle, his owner, an authority on horseflesh.

KEY POINTS IN APPRAISING RACING PROSPECTS

Intelligence — a broad forehead and bright eyes with a general air of alertness and interest in surroundings. Sloping shoulders (1) to insure proper leverage, stride and "spring." Strong front legs—well defined tendons, good width of bone, properly angled pasterns (2) and ample hoofs. Well-sprung ribs (3) or, as horsemen say, "deep through the heart" to allow for ample lung expansion. Strong back—topped by prominent withers (4). Neat rear leg joints—the horse's propulsion comes from the hocks (5) which are ideally straight and clean.

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1953 GOING-GOING 12 MIDNIGHT DEC. 31st GONE

By The Secretary

As the old year comes to a close and the New Year makes its debut may it leave you with this —

BE AN ACTIVE PART OF YOUR
ASSOCIATION

PULL — PUSH — BOOST

IF YOU USE A GAVEL MAKE SURE
THAT IT IS TO BUILD SOMETHING.

MAKE AN EFFORT TO SECURE
NEW MEMBERS.

If the combined effort of the membership will keep eight new members flowing into the Secretary's office daily, our quota of 2500 members will be met. Let's turn over a new leaf and never let it be said that out of approximately 25,000 Auctioneers we failed to acquire 2500 members, a mighty small percentage. Surely it is not too much to ask.

DEAD PARCEL POST BRINGS LIVELY BIDS

SAN FRANCISCO — One of the oddest auctions was when everything from dolls to slightly stale cigarettes went on the block—and were sold.

It was the annual postal auction and on the opening day more than 700 persons crowded into the post office and patiently awaited the opening.

Walter J. Lucett, superintendent of the dead parcel post and claims section, opened the auction.

"This is one job I don't mind," Lucett said, 'because the first items to be auctioned—and the only ones I auction—are dolls. I like to watch those kids start bidding."

It was only a matter of seconds after the bidding started and small hands were waved wildly in the air when a large "mama" doll went for \$4. And then in rapid-fire order others followed.

As each of the young bidders received her purchase she completely ignored the rest of the bidding and the adults took over.

In the front row were seated those the postal employes called the "old timers."

Some of the people out there, said one postal employe, have been coming to these auctions for years—"if you look closely you'll see a lot of them have binoculars to tell whether or not they want to bid on an item."

Toys seemed to be the most popular item at the auction, but officials admitted they were mystified at some of the bids. A bicycle wheel brought \$6; a bundle of old clothes, \$3.50; a lot of hair nets went for \$5, and six cartons of presumably stale cigarettes for \$5.

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
- Col. R. C. Haines
Dayton, Ohio
- Col. William B. Wenzel
Old Bridge, New Jersey
- Col. Ray Garvy
Bridgewater, S. Dakota
- Col. L. A. Nelson
Chamberlain, S. Dakota
- Col. J. H. Ransier
Hardin, Montana
- Col. Fred Watson
Missoula, Montana
- Col. Joe N. DelCamp
Fort Wayne, Indiana
- Col. Howard Roberts
Port Monmouth, N. J.

Contributions Wanted For "The Auctioneer"

For each anecdote published "The Auctioneer" will pay \$10. Contributions must be true unpublished stories from your own experience, revelatory of human nature, or showing appealing or humorous sidelights on the auction sale or about Auctioneers. Maximum length 200 words, the shorter the better. Contributions must be typewritten and cannot be returned or acknowledged. All contributions become the sole property of "The Auctioneer".

X An Auctioneer called upon his girl friend who was visiting with her Aunt. The Aunt being one who prides herself on her tact in dealing with young people. They lingered on the front door step longer than she considered proper. She slipped from her warm bed and called gently to them. "If you knew how pleasant it is in bed, you wouldn't be standing out there in the cold."

Christmas in the Air

When the shopping crowds grow bigger on the bustling avenue
 And the windows of the stores present a wondrous sight to view,
 People seem to change their attitude toward other folks they meet,
 As they go about their errands on the busy crowded streets.
 There is comradeship and cheerful talk and good will everywhere.
 For the world is at its brightest when there's Christmas in the air
 When there's Christmas in the air, we wear a smile and not a frown.
 And the atmosphere of friendliness is all around the town.
 Where we used to rimly go our way and always in a rush,
 Now we've got the Christmas spirit in the adily traffic crush.
 For it seems the wintry weather and the tinkle of the bells,
 Never fail to bring the love of which the Christmas story tells.
 When there's Christmas in the air, folks sure do undergo a change,
 And though busier than ever, those they meet are never strange.
 For we've got the goal in common of a world that strives for peace,
 And in fervent words we pray that bitter enmity will cease.
 And if we could have, the year around, such fellowship to share,
 We would knew each day the surging joy of Christmas in the air.

Gordon Martin

Life Begins at 80

(Continued from Page 5)

take up the work of auctioneering as a life's profession.

Mr. Preece was reared on his grandfather's farm between Battle Creek and Norfolk and was therefore a lover of livestock and as a young man started the buying and selling of livestock. This knowledge of values in livestock and machinery coupled with natural instincts as a salesman, a friendly disposition, and a special gift as a story teller brought him success in this new endeavor.

Mr. Preece has cried auction sales in all parts of Nebraska, South Dakota, North Dakota, and Iowa.

As stated before Mr. Preece feels that he owes much credit to Elena Wade who became Mrs. Preece on January 21, 1891. As the years go on their wedding anniversary has begun to mean more and more to them, and is always attended by members of their family though far from home. At the last anniversary held in January all of the family except a son, Dr. John Preece of Trenton, New Jersey, were present. Other children born to this venerable couple are Marian Preece, New York City; Jean Preece, Washington, D. C.; Dr. Wade Preece Waterloo, Iowa; and Gerald Preece of Battle Creek. Mr. and Mrs. Preece also reared their niece, Bess Flood, now of Chicago.

Mr. Preece, though now past 85 years of age is still active in his profession as an auctioneer and has with him his son Gerald, who is following in the footsteps of his father.

All-time Sales Averages

There have been many great sales in the history of our many breeds. We present herewith a record of the sales which recorded the highest averages of their respective breeds.

A new world record for the Aberdeen-Angus breed and a world's record over all breeds was established Labor Day, September 3, 1951, at the Tolan Farms, Pleasant Plains, Illinois, when 50 head sold for a total of \$512,300, and an average of \$10,246. This sale included the highest prices ever paid up to then at public auction for an Angus bull and Angus female. Tolan Brandolier, a summer yearling bull, brought \$55,000 and the 2-year-old heifer, Eulimamere T., brought \$25,500.

The Drummond Bros. of Bargower, Overtoun and Burnockstone, three famous Scottish Ayrshire breeding establishments, created something of a record on November 19, 1949, at their 14th annual draft sale when they exposed at auction 48 bull calves that made an

average of \$4,799 a head. In this sale the consignment of Robert Drummond, the youngest of the three brothers, averaged \$7,996 on 22 head. Included in this draft was the six-month-old bull calf Bargower Crown Diamond, sold at \$25,740, a new all-time record for a bull of the Ayrshire breed. An interesting sidelight to the sale of this young bull calf was the fact that it was a descendant of a \$75 heifer purchased over 60 years ago by the late J. N. Drummond, one of Scotland's greatest breeders.

The Jane of Vernon National Brown Swiss Sale, held at Waukesha, Wis., Sept. 3, 1945, now holds the breed all-time average. Thirty-eight head sold for an average of \$1,386.

The dispersal sale of Sterling Farms, Inc., Stamford, Conn., June 12, 1950, excels all the Guernsey sales and sets an all-time high for livestock. In this sale 62 head sold for \$406,800, an average of \$6,561.29. The top prices in the sale were \$50,000 for a male, and \$31,000 for a female. The previous record was the Fernhill herd of Walter Dunkels of England which averaged \$5,270.65. The second McDonald Farms Sale is the highest consignment sale with an average of \$3,503.33.

The Wyoming Hereford Ranch sale at Cheyenne, Wyoming, Oct. 13, 1947, created a new all-time record for the breed when 72 head sold for an average of \$5,934. Two bulls in this sale broke breed records when W. H. R. Helmsman 89th sold for the then record price of \$61,000 and was purchased by D. E. Buchanan, Hiwan Farm, Evergreen, Colo. W. H. R. Star Duke in same sale also broke the previous record, selling at \$53,000 to F. Edwin Mower, Polka Dot Farms, Charleston, W. Va.

The 1953 auction sale of Circle M. Ranch, Senatobia, Miss., owned by M. P. Moore, holds the breed record for Polled Herefords, when 50 head sold for \$247,600, an average of \$7,230.

The Curtiss Candy Classic, held June 3, 1946 at the Curtiss Candy Farm, 7-11, Cary, Ill., created a new all-time Holstein sale average when 50 head sold for \$154,-

FORTY YEARS AGO I REMEMBER

When hens were \$3.00 a dozen, roosters 10 cents a piece, eggs 3 dozen for 25c, butter 10c a pound; milk 5c a quart; the butcher gave away liver and treated the kids with bologna; the hired girl received two dollars a week and did the washin'. Women did not powder and paint (in public), smoke, vote, play poker or shake the shimmie.

Men wore whiskers and boots, chewed tobacco, spit on the sidewalks and cussed. Beer was 5 cents and the lunch was free. Laborers worked ten hours a day and never went on a strike. No tips were given to waiters and the hat-check grafter was unknown. A kerosene hanging lamp and a stereoscope in the parlor were luxuries.

No one was ever operated on for appendicitis or bought glands. Microbes were unheard of; folks lived to a good old age and every year walked miles to wish their friends

A MERRY CHRISTMAS

Today, You Know,

Everybody rides in automobiles, or flies; plays golf; shoots craps; plays the piano with their feet, go to the movies nightly; smokes cigarettes; drinks Rukus Juice; blames the H. C. of L. on their neighbors; never go to bed the same day they get up; and think they are having a HELL of a time.

These are the days of suffrageting, profiteering, rent hogs, excess taxes and strikes. ~~If you think life is worth living I wish you~~

A HAPPY NEW YEAR

COL. RALPH DRAKE

125, or an average of \$3,082.50. The former record of \$3,075, made at St. Paul, Minn., had stood unchallenged since June 3-4-5, 1920.

The Butler sale at Kisco, N. Y., on August 3, 1919, when 47 head of Jerseys averaged \$3,367.02, the top price being \$65,000 for Sybil's Gamboge. The nearest approach to this sale was the Butler sale of June 6, 1920 (when 60 head averaged \$3,110.80 with a top of \$10,550.

For the Red Poll breed, the all-time sale average is the 1948 National Red Poll sale when 61 lots of Red Polls averaged \$461.23 at Indianapolis, Ind.

CAN'T KEEP 'EM FROM A POLICE AUCTION

The crowd streamed along Meeker Ave., men, women, and a few children tagging along, while a sharp wind nipped at their heels. They poured into the entrance of the police garage under the Kosciusko Bridge at Cherry St. and Stewart Ave., Greenpoint, New York.

Here, cars in varying stages of decay stood in rows, tagged with lot numbers. The crowd flowed into the dimly-lit cavernous garage, clogged up as the wooded barriers blocked them, and waited for B. F. Hayes, the auctioneer, of Forest Hills, to do his stuff.

It was the Police Department's 308th auction, and dealers and plain citizens had come from all parts of the city to take a crack at the 500-odd items which had piled up in the police property clerk's custody, and which were now being offered for sale.

Frank Leuci, the property clerk, gazed proudly at the variety of items; radios, bikes, baby carriages, luggage, slicing machines, cars, and the like.

"Biggest crowd I've seen in years," Leuci announced and then confided, "We got a fake diathermy machine some quack used, and shoulder pads, and seven drums of oil, and a Snoozie doll, whatever that is, but we haven't got boats this year."

Hayes, a stocky man with a polka-dot bow tie and horn-rimmed spectacles, scooted up the steps and stood before the microphone under the light of an unshaded bulb. "Be careful what you buy, there's no refunds, and nothing is guaranteed," Hayes bawled into the mike.

A Few Snickers

Some cynics in the crowd snickered, and Hayes looked indignant. Then he ripped into his first lot number, and was off like a rocket, chanting like a tobacco auctioneer, and miraculously keeping track of the rapid-fire bids.

Men and women, packed tightly in the crowd, raised their hands to bid, and Hayes whized through 80 items in one hour.

As some dealers repeatedly bought items, some of the plain citizens in the crowd grew vocal. After one dealer pur-

chased more bikes, several men and women yelled, "Throw him out." But they grinned as they yelled.

The general atmosphere was gay, as if at a county fair. Buyers, bills clutched in their hands, jostled their way to the platform to hand over deposits.

A nun, representing St. Vincent's Home, at 66 Boerum Place, placed repeated bids for bicycles for the boys at the home, and smiled happily as some of the competing bidders gallantly halted their bids. "The Sister's bidding," one man cried to the crowd.

A man representing the Midtown Tunnel Wreckers, Maurice and Borden Aves., Queens, promptly donated to the Sister a bike for which he paid \$10, and was rewarded by a round of applause.

Bikes sold for \$15, \$20, and \$30, prices which prompted an old-timer who had witnessed many a police auction, to say:

"Things are high this year. Years ago they used to bid \$2 and \$3 for a bike."

DID YOU GET A REMINDER?

Those of our members whose cards were still in our possession received a reminder a short time ago. A goodly number have replied with checks for dues and thanks for the reminder. However, we still have just a few on hand. Why not send in your dues now if you have not already done so. Thanks.

STRANGE EXPERIENCES

It is only logical that one who has conducted auction sales, should have witnessed incidents which would be out of the ordinary. Incidents that have a human interest story. Experiences that your fellow Auctioneers would like to read about. Take a few minutes now and recall the most strange experience you have had as an Auctioneer. Write a short article about it and send it to "The Auctioneer."

Suffolk—At a dispersal sale held in England in July, 1918, 98 Suffolk Punch horses averaged \$1,650.

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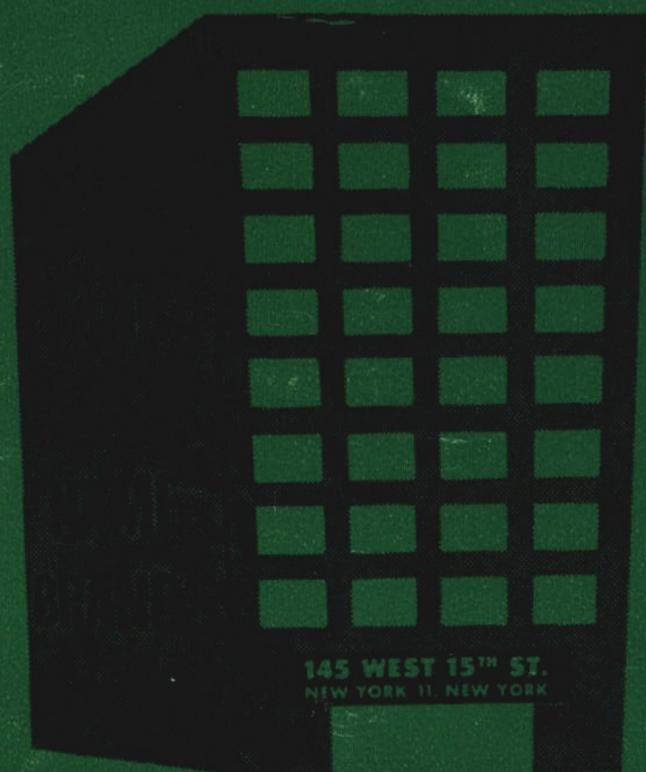
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