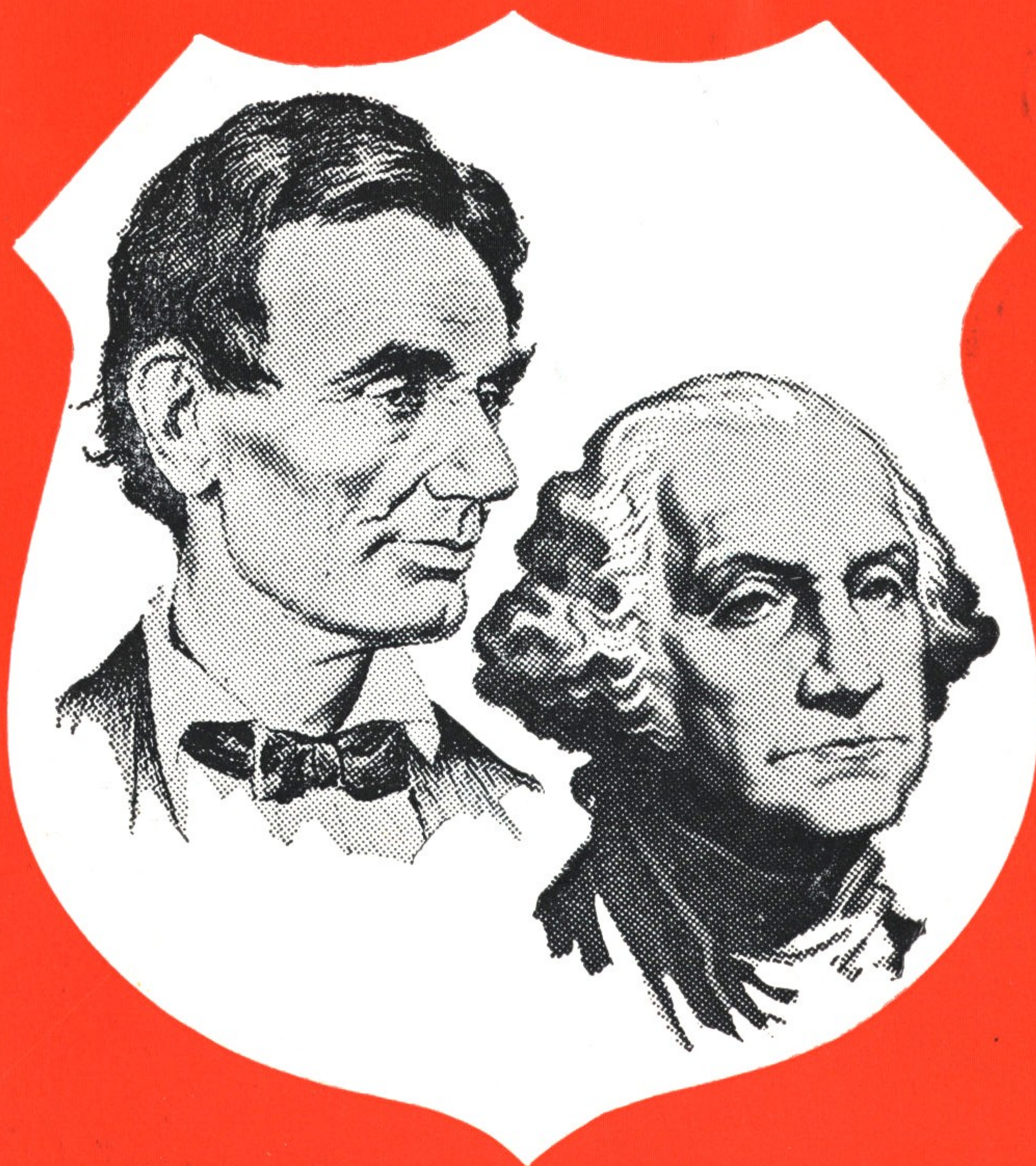


THE AUCTIONEER



FEBRUARY
VOL. V

1954
No. 2

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NATIONAL
AUCTIONEERS ASSOCIATION

490 BATH AVENUE
LONG BRANCH NEW JERSEY

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Subscription \$6.00 per year. Single copies 50 cts.

DISPLAY ADVERTISING RATES

Full Page	\$35.00
One-half Page	17.50
Quarter Page	10.00
Column Inch	5.00

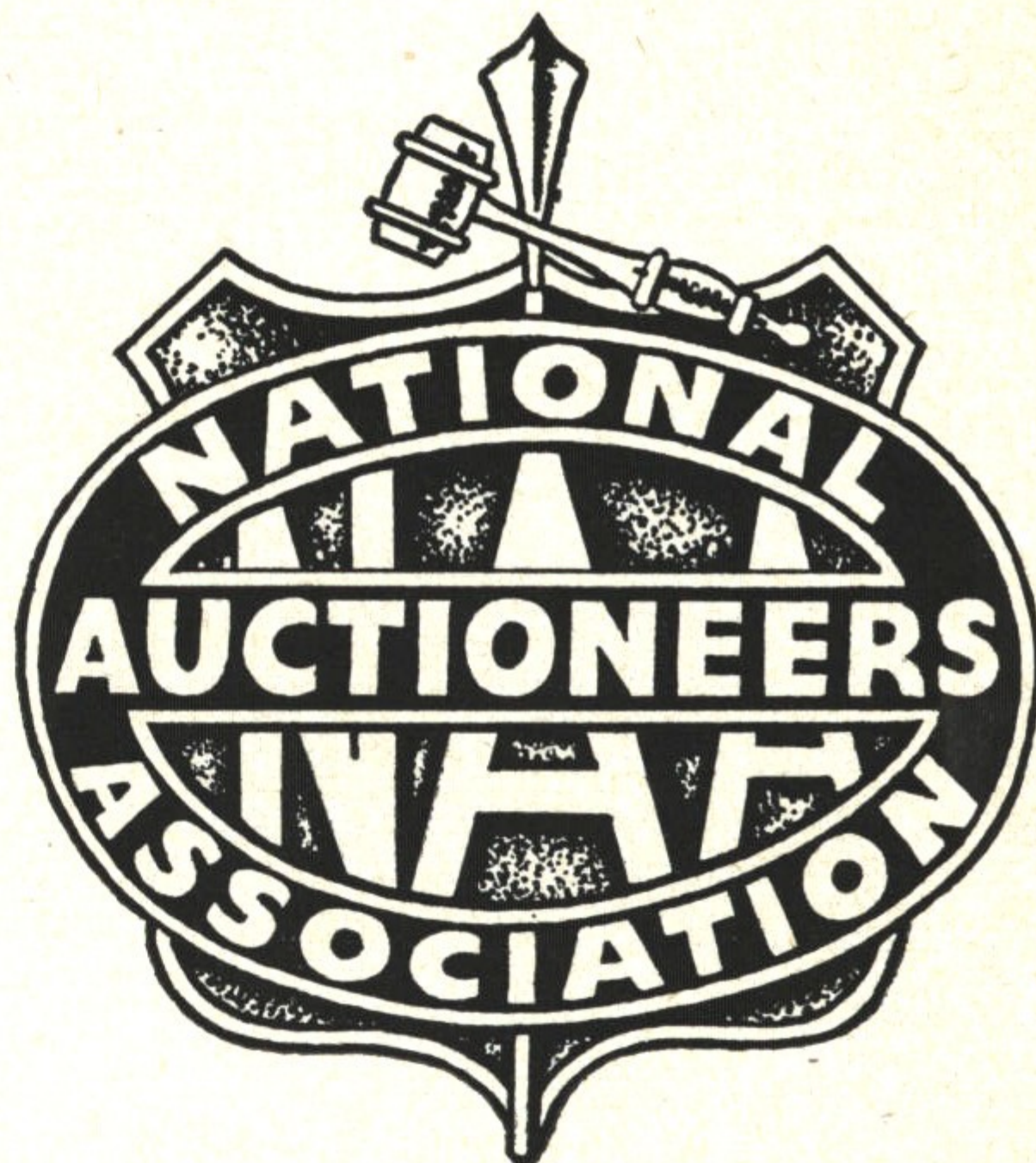
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Published the 1st of each month except August

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COL. E. T. SHERLOCK

By FRANCIS H. BISHOP

It begins to look like the boyhood dream of becoming an auctioneer is becoming fairly well realized for Col. E. T. Sherlock of St. Francis, Kansas as he begins his thirty third year in the auction business.

The story of Col. Sherlock is a version of the young man who came to a new country, intending to stay only briefly, but who fell in love with a girl, decided to cast his lot in the new land and has been helping the community and country move along ever since.

Col. E. T. Sherlock was born in Maryville, Missouri, and came to Eckley, Colorado, when he was 22 years old. He brought some livestock at the time, intending to return to his home in Missouri, immediately. Somehow, the kind fate that intervenes sometimes and keeps good men in communities, got busy and young "Ernie" Sherlock decided to stay on and so he got a job in Wray, Colorado, and there met Miss Edith Pfeiffer, who became Mrs. E. T. Sherlock in December, 1920. They moved to St. Francis in 1926.

After marriage, Sherlock thought more seriously than ever of his ambition to be an auctioneer. He had been taking a correspondence course to finish his high school work but he finally put the correspondence course aside, perhaps auctioned it off for practice, who knows? He enrolled in an Auctioneering School in 1921. Shortly after finishing the course young Col. Sherlock landed his first sale. The farm sale grossed \$4,700.00 as E. T. recalls. "A whale of a sale in those days," especially for a beginner. In the next ten years "Ernie" says that he had all the ups and downs that an auctioneer could have. He thought then quite a bit of the route led down.

The Sherlock's have an interesting family, one daughter and three sons. The daughter, Mary, is married to Frank Magley of Loveland, Colorado. "Like father, like son," might be applied to the boys as the two oldest, Fred and Charles are following in their father's shoes or (auction box) and are auction-



COL. E. T. SHERLOCK

eers and graduates of an Auctioneering School. Phil, the youngest, is associated with Colonel Sherlock in the operating of a 500 acre river valley irrigated farm which borders St. Francis and is owned by the Colonel. Purebred livestock and alfalfa hay are raised here in fine balance.

E. T. Sherlock and Sons, Auctioneers, handle livestock sales, farm sales, real estate sales, merchandise sales, machinery sales and miscellaneous sales, specializing in purebred livestock sales. Their sales are conducted all over the middle west. At present, Sherlock and Sons are concerned with sales at five pavilions and their farm sales include a tremendously large territory. Colonel Sherlock holds a real estate broker's license in three states, Kansas, Colorado and Nebraska.

Colonel Sherlock suggests that he had perhaps some of the best sales in the world and possibly some of the worst. He defines a good sale as one where everybody, including the consignor, is pleased at the finish. Sherlock estimates that he drives his car some 50,000 to 60,000 miles per year.

In one year of business, Col. Sherlock personally sold over 77,000 head of cattle. This was not necessarily his biggest year, it was simply a year that he checked on the number of head sold.

When questioned as to how sales dates are secured, Col. Sherlock answered, "We get sales as any auctioneer does; by telegraph, telephone, letter and personal contact. I have never dated a sale in church, but I have had them wait outside."

Colonel Sherlock is quick with the quip and his nimble wit is sure fire entertainment for any crowd. He believes the best fellow to tell a joke on is himself. He tells this one: "At our silver wedding anniversary I told our assembled friends about one of my first sales after I was married, and one of the first auctions my wife ever attended. A worthless carpet sweeper was put up for sale. I talked it up, then called for a bid for six dollars, just kidding with the crowd as we like to occasionally, on junk. I nearly fell off the porch I was standing on when I saw my young wife's hand go up conspicuously to make the bid which wasn't raised and I had to sell the worthless thing to her for \$6.00. She spoke up to the assembled guests and said. "At that time I believed what he said, and had vowed to help him." (And she still believes in him and still helps him).

It can be said that many kinds of people go to auctions; Butcher, baker, doctor, lawyer, minister, farmer, housewife or Indian chief. Some people go to sales simply from force of habit. The curious form another segment of the people attending sales. The speculator, large or small is usually present. People in many competitive lies attend sales to keep a general line on business. The large percentage of people who attend a sale are potential customers, people who are buyer minded and have the funds to back up their ideas.

In the large area served by Colonel Sherlock, many people go just to hear him. It is very common to hear the remark, "I would rather hear Sherlock than go to a paid admission show." Colonel Sherlock has seen many changes in the auctioneering field since he began 32 years ago. From his beginning he

looked forward to the wide scale modern building, and subsequent use, of pavilions for sales. In the early days of livestock sales, the sales were principally horses and mules—something that could be led or driven in easily. All livestock was sold by the head. There were virtually no trucks then and transportation was a big problem. Today, big trucks, in combination with the modern pavilion, operating under State & Federal control, with business facilities akin to a bank, along with paved yards, electric equipment, water and feed, attractive seating for customers, restaurants and microphones and other improvements, faster rail and truck transportation and health inspection, add up to major changes in the auctioneering business.

Today it is nothing for cattle to be trucked in, in large numbers for one hundred miles or more to a "live stock sales pavilion." Sherlock points out that the local butchers, packing houses, direct buying, the speculator and order buyer as well as the farmer and feeder, have made the commercial livestock sale of today.

Col. Sherlock believes that a sales pavilion is highly important to the economy and that it is highly dependent on local support for its continued existence. "A livestock sale barn is as good as the men behind it and the environment and production of the area will permit," says Colonel Sherlock.

Thousands of people through the years have fallen under the spell of Colonel E. T. Sherlock's voice. They have been impressed by the humorous and yet authoritative way that he handles his crowd and "goods for sale."

Colonel Sherlock is almost a talking "blue book" when it comes to being able to tell what an article or an animal should bring. It is another trueism that if the "invoice" can be obtained, E. T. is pretty sure to get it.

Colonel Sherlock has been heard to mention bad years but his well groomed appearance and his optimistic, friendly and interested manner has never for a moment reflected anything but good times.

(Continued on Page 24)

Pennsylvania Auctioneers Association State Convention

The Pennsylvania Auctioneers Association held their State convention at the Harrisburg Hotel, Harrisburg, Pennsylvania, on January 15 and 16th.

On the evening of January 15th the many members and their wives enjoyed a sumptuous banquet. This was followed by one hour of continuous entertainment by stars of radio, stage and television. Tremendous applause called back each performer for their unexcelled performance. It was a wonderful evening as the spirit of fellowship permeated throughout and there was no speeches at the banquet.

The business session of the convention got under way on January 16th by the President Col. Lee Pillsbury. Members throughout the state of Pennsylvania kept arriving throughout the day and the late arrivals regreted it as so many interesting subjects were discussed for the benefit of all. Taxes and licenses came in for their share of the discussions and many constructive ideas were adopted. The convention was highlighted

by State Senator George A. Wade, who held the members spell-bound by his interesting and thrilling address.

Col. Lee Pillsbury, was re-elected President, Col. Harry Weimer, Vice President and Col. Woodrow Roth, Secretary and Treasurer. Many of the members are planning on attending the national convention July 15-16-17. The members of the state Association who were not present missed a most enjoyable and constructive convention.



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

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

COMMONWEALTH OF PENNSYLVANIA DEPARTMENT OF REVENUE DIVISION OF SALES AND USE TAX

Committee on Rules and Regulations

REGULATION 220 — AUCTIONEERS

An auctioneer who sells his own tangible personal property or property owned by a vendor holding a certificate of registration must register and remit the tax collected to this Division. The tax is based upon the total sales price without any deduction for handling charges or commissions.

An auctioneer who sells tangible personal property within this Commonwealth must collect the tax notwithstanding the fact that the property belongs to an out-of-state owner.

No tax is imposed on a sale conducted by an auctioneer on behalf of an owner whose sales are exempt under Regulation 221.

Effective September 1, 1953.

WHAT IS ONCE WELL DONE IS DONE FOREVER

100 Baby Beeves Farm Show Auction

HARRISBURG Pa. — The fattest pampered darlings of the cattle world—Pennsylvania's 4-H Club baby beeves—arrived at the auction block today at the 1954 Farm Show.

Heading the parade of more than 100 brushed and curled cattle was a portly russet Hereford named Shorty, the grand champion baby steer of the exposition. Shorty was raised by Jane Greiner, of Manheim R. D. 4, Lancaster County.

Weighing in at 1,050 pounds, Shorty took the title yesterday to become the first Hereford since 1942 to win top honors in the baby beef competition. All the rest have been Aberdeen-Angus.

Bad Weather Cuts Attendance

But he helped preserve another tradition of Lancaster County winners as more than 8,000 people crowded into the huge Farm Show arena to witness the baby beef judging. They were part of 155,000 visitors sending attendance records this year soaring over the ½ million mark.

Meanwhile, overnight snows piled another layer of white on eight inches that fell earlier in the week. The week-long cold spell with its accompanying hazardous traffic conditions dropped four-day attendance figures this year to 520,000 — 75,000 below 1953.

Also going to the block today was the reserve grand champion, Smokey Joe, belonging to Marlene Good, 16, of Lancaster, R.D. 1. This is the second straight year that Lancaster County youngsters have taken the top prizes

Smokey Joe is an Aberdeen-Angus weighing 1,110 pounds.

Eleanor Rowe, 17, of Strasburg, was a third Lancaster County girl to win honors with her grand champion pen of Southdown lambs.

Five hundred future homemakers of America turned out for their annual meeting held in conjunction with the show.

Dr. Francis B Haas, state Public Instruction superintendent told the girls, "the central point in any good society is a good family" Haas said the FHA contributed much toward this goal.

Honored for 11 years as state Agriculture Secretary was Miles Horst. Gov. Fine and other state and national leaders

in the field of agriculture paid tribute to Horst at the annual banquet sponsored by the Pennsylvania Co-operative Potato Growers Assn., the Pennsylvania Farm Bureau Cooperative and the Pennsylvania Chain Store Council.

Previous governors have "chosen well and wisely" in appointing Horst as agriculture secretary, Fine said. "He is a purveyor of good cheer. The Agriculture Department is no problem under his administration"

U. S. Sens. Edward Martin and James H. Duff sent congratulations to Horst, though they could not attend the banquet because of pressing duties.

Columbia Sawers Win

The annual tractor driving competition for 4-H boys was won by Myron Rudy, of State College. Five youths competed in the event. The FFA tractor driving event was won by Ronald Cramer, 17, of Heilwood, Indiana County.

The first parade of farm machinery in the 38-year history of the exposition featured a replica of the first successful reaper, the earliest plows, hay rakes, grain drills, cultivators, tractors, and other ancient pieces of agricultural equipment.

At the same time, some 12 companies which manufacture the equipment, presented the modern counterpart of the antique machinery.

In the log sawing contest, annual athletic attraction of the show, Jacob and Charles Sult, Millville, Columbia County, regained the title they took in 1952 by sawing through a 20-inch oak plank in 37½ seconds. The rules prevented them from competing last year.

The show record for the event is 27 seconds set by Clyde Snyder and Stan Brown of Fayette County in 1949.

CORRECTION

In the January issue it was stated that the Meredith Galleries were owned and operated by Stanley and George Solon. We wish to make the following correction: Meredith Galleries located at 214-16 East 57th St., New York City, New York, the sole officers and stockholders of Meredith Galleries, Inc., are Stanley Solon, President, and Mrs. Gertrude Solon, Vice-President and Treasurer.

LETS DO IT NOW

By Col. Art Thompson

To every Auctioneer in the United States, it is your duty, your obligation, to belong and support your state and national Associations of Auctioneers. If you do not have a state Association in your state then start one. Get behind every movement that is to the interest of the Auctioneers and in so doing you are working for the betterment of yourself as well as your profession.

The long list of new members appearing in this issue should be an inspiration for each and every member who has not sponsored any new members to get on the job now. Don't be a piker by not giving of your services to your Association. If your dues have expired pay them immediately. It will be a tremendous relief to our leaders who are sacrificing their time and effort to build for each of us better opportunities for all. The life-blood of every Association is membership and the members services to their Association. It is not what you expect to get out of an Association that you benefit by, it is what you put into your Association that builds for better Auctioneers, a better profession and better opportunities. The more we all put into our Association the more we will all get out of it.

The Nebraska Auctioneer Association are putting everything into building for you the most constructive national convention in the history of our Association. Not only the most constructive but the largest in attendance. If you are interested in the advancement of yourself, your profession, your Association, you will plan now to attend the national convention and you will not permit anything to prevent your presence. Remember these dates boys July 15-16-17. The place Omaha, Nebraska. The National Auctioneers Association is on the move throughout every state in the Union and will continue to advance because there isn't an Auctioneer in America but what realizes that our profession can never be fully recognized except through organization and the Auctioneers who are not members are waiting for you to invite them to join. Lets do the

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
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Fort Wayne, Indiana
- Col. Howard Roberts
Port Monmouth, New Jersey
- Col. Walter Bush
Newark, New Jersey
- Col. David R. Foltz
Ashville, North Carolina

job now and not wait for other members to fulfill our own responsibility. To me the name or word Auctioneer implies accomplishment, it means results. Lets live up to it by every member obtaining new members.

Hundred-Year-Old Auction Sale Ad Reflects Time In American South

~~SUBMITTED BY COL. ROSS KEMP, CANADA~~

Few issues appear in which there are no public sales advertised and articles advertised reflect present modes of living and working. These changing times are aptly reflected in a comparison of the present day sale offering and what was offered a hundred years ago.

A sale bill published in the Cynthia (Kansas) Log Cabin of Feb. 1, 1849 has been furnished The Banner through courtesy of G. M. Siddall, local butcher, formerly of Harriston. Note that the auction included six negro slaves:

"Having sold my farm and I am leaving for Oregon Territory by ox-team, will offer on March 1, 1849, all my personal property, to wit:— All of ox-teams except two teams, Buck and Ben and Tom, Jerry; Two milk cows; one gray mare and colt; one pair of oxen and yoke; one baby yoke; two oxcarts, plow with wood mole board; 800, to 1,000 3 ft. clapboards; 1,500 10 ft. fence rails; one 60-gal. soap kettle; 85 sugar troughs made of white ash timber; 10 gal. maple syrup; two spinning wheels; 30 lb. mutton tallow; one large loom made by Jerry Wilson; 300 poles; 100 slip hoops; 100 empty barrels; one 32-gal. barrel of Johnson Miller whiskey, seven years old; 20 gal. apple brandy; one 40-gal. copper still; one dozen real books; two handle hooks; three scythes and cradles; one dozen wooden pitch forks; one-half interest in tanyard; one .32 calibre rifle; bullet mould and powder horn; 50 gal. soft soap; hams, bacon and lard; 40 gal. sorgum molasses; six heat of fox hounds,

all sound-mouthed except one.

"At the same time I will sell my negro slaves—two men, 35 and 50 years old; two boys, 12 and 18 years old; two mulatto wenches, 40 and 30 years old. Will sell altogether to same party as will not separate them. Terms of sale, cash in hand or note to draw four percent interest, with Bob McConnel as surety. My home is two miles south of Versailles, Kentucky on the McCouns Ferry Pike. Sale begins 8 a. m. Plenty to eat and drink. J. L. Moss.

SPECIAL NOTICE

Every day your headquarters receives one or more letters from various parts of the country inquiring about auction schools and requesting that we recommend to them a good auction school.

Officers of the National Auctioneers Association want it to be known and understood by all concerned that no Auction School or other institution of any kind has any interest in or official connection with the National Auctioneers Association, other than that of individual memberships held by officers, faculty members and graduates.

A mimeographed list of all auction schools that are members of the National Auctioneers Association, is forwarded to anyone making inquiry and the matter of selection is left entirely up to the individual.

FLASH

FLASH

FLASH

Much harm can be done the Association's reputation by addressing communications to deceased members, by addressing membership solicitations to wrong business address. The Secretary is responsible for the management of the membership-building activity, and for the maintenance of the records necessary to carry on that activity, as well as the maintenance of the records of the Association. Your cooperation is urgently requested to notify the Secretary immediately of a deceased member, or if you have knowledge of communications being incorrectly directed, of members having moved or having gone out of business. We want to keep our records up-to-the-minute. The job requires constant attention and you can help us by reporting from the field. Thank you.

"SEE THE BOYS"

By The Secretary

Your humble servant recently had the pleasure of being present at a banquet tendered a large group of sales people, at which a prominent sales executive was scheduled to speak.

Unfortunately, the speaker succumbed to the preceding cock-tail hour and, when introduced later, he arose and surveyed his blurred audience unsteadily. Then, with difficulty, he managed to speak. "See the boys", he said, then sank back into his chair.

At first the group was shocked. But after reflecting on the executive's words, they agreed it was the most significant sales message ever delivered before the group. "See the boys".

I was sitting in a most advantageous position that afforded me an excellent view of the speaker, and could look into the faces of all those present. I tried to analyze the speaker and many of those present. There was one thought that was paramount and that stuck with me. It is, that the life blood of all associations is membership. Whether it be on an individual or a business unit basis, their dues dollars and more particularly, members services to their profession have made associations a potent factor in our present day economy.

"See the boys". This is by far the best communications media because of the personality factor—it demands attention—the message is "received". It also permits better selling of the association's aims, purposes and objectives, because it brings into play more of the prospect's senses (sight, sound, touch). Show him a copy of "The Auctioneer"—let him handle it. Answer his questions. Sense his points of opposition, if any, and break down his sales resistance. Consummate the sale, and help him fill out his application card for membership. It's the "personal touch" and it really pays off. Arouse his attention and interest, then create in him a DESIRE to have what is being sold—association membership. Stress what membership means to him. Convince him that his

tax free dollars are an investment rather than an expense—and don't neglect to appeal to his ego—tell him of the contributions Auctioneers like him can make to the profession through the association. Auctioneers will join, or refrain from joining the association. They will "do", or refrain from doing certain things, for various reasons. An understanding of these basic motivations would be of material help to you in your next approach. Provide the prospect with the means by which he can translate his "desire", built in him, into ACTION. Yes, those are the elements necessary to make any sale. Don't forget them. ATTENTION, INTEREST, DESIRE, ACTION.

"See the boys", Yes, certainly. In order to sell memberships, contact must be made with prospects . . . a line of communication set up so that mutual understanding of the proposition is possible. See that Auctioneer today and try your ability as a salesman. You will find that it is not so much a question of salesmanship as it is that personal contact. "See the boys" was the best speech I ever listened to and if we will all follow it we can reach our quota of 2,500 members long before our national convention.

Who Was Born In February?

Abe Lincoln and George Washington, of course. But, who else? Do you have any personal friends or relatives who celebrate a February birthday? Give the birthday gift that keeps giving all year long—a gift subscription to "The Auctioneer".

Send your February birthday friend "The Auctioneer" gift subscription today. A friendly gift card will announce your thoughtful gift. Send your order to "The Auctioneer", 490 Bath Ave., Long Branch, New Jersey.

1 Year \$6.00

ANTIQUES

I have been requested by Auctioneers selling antiques to write an article on the various furniture periods. Here is a general run-down of the periods.

By Col. B. G. Coats

It all began in New England about 1630. The period might well be called the Pilgrim period, and reflects Elizabethan and early Jacobean styles. Since the early settlers were chiefly from the lower middle class, and life was hard in the new country, styles were quite primitive. Kitchen and fireplace utensils were mostly of wrought iron. A few kettles and firebacks were cast. Wooden trenchers, bowls, platters and mugs were used at the table, and you might say that the beds they slept in were the forerunners of the Murphy bed, as they folded up against the wall and were covered by hangings supported by tall posts at the head. The principal piece of furniture, however, was the chest.

The first great change came about in 1700, when the William and Mary styles became popular in this country. The furniture became more elegant, and veneered wood made its appearance along with the highboy and its companion piece, the lowboy; also the slant-front desk. Wood and dull slipware gave way to blue and white Delft, and glass, silver, pewter and brass articles were not uncommon. Clocks were beginning to appear on the scene.

The next period is that of Queen Anne, 1725-1750. This style got off to a late start, as did all the styles, due to slowness of travel. During this period the curved line replaced the straight — a characteristic of earlier forms. Chairs, tables, chests and even beds were made with cabriole legs, terminating in a great variety of feet—the Dutch foot, snake and slipper, to name a few. Solid slats in chairs replaced the cane backs of the William and Mary period. Candles became less expensive and now replaced the old smoky oil lamps almost entirely. Another new style which became very popular was japanning.

Then began the formal and elegant eras, first of which is the Chippendale period, 1755-1790. Overstuffed furniture became more popular. The rooms had high ceilings, with elaborate chandeliers, and the windows were draped with fine damask. The cabriole leg received fine carving at the knee and terminated in claw and ball feet. The scroll top replaced the heretofore popular flat top on highboys and secretaries, and in many cases they were elaborately carved. Toward the end of this period porcelain became very popular, and was decorated with a new process called transfer printing.

The end of this period over-lapped the Hepplewhite period, 1785-1800. In this period inlay became the rule rather than the exception, and the sideboard, the tambour desk and three-part tables were born. The backs of chairs were mostly made in the form of a shield and the legs of all pieces were straight and tapered. This period popularized more delicate lines.

In the Sheraton period the legs remained slender but were round and, in many cases, reeded. The chairs now took on a square or rectangular-shaped back. Although this period was distinctive, it created only a few new forms, among which was the drum table. For the most part it merely re-styled the forms of the preceeding period.

The next and last style of any merit is the Duncan Phyfe which came into importance in the early 1800's, and lasted until about 1820. Phyfe, too, followed closely his predecessors Hepplewhite and Sheraton, but added simple, well-placed ornamentation such as the carved lyre, the acanthus or oak leaf, and the drapery swag. Sofas and chairs now had curved reeded legs. In his later period, however, 1820-1840, his work became too ornate and heavy and followed the Empire style.

The druggist met an old customer on the street one evening and asked, "Well Brown, did that mudpack I sold your wife improve her appearance any?"

"It did for a couple of days," replied Brown mournfully, "but then it wore off."

THE LADIES AUXILIARY WE TOO ARE GROWING

By Elizabeth Steiner
Secretary

The large influx of new members into the National Auctioneers Association, has made many ladies eligible for membership in The Ladies Auxiliary. While many have requested membership by reason of their husbands joining, we want to take this means of inviting all the ladies to join with us at this time. Our annual dues are only \$5.00 and a lifetime membership is \$25.00. If you will write to the Secretary, Mrs. Elizabeth Steiner, 9708 Marshall Avenue, Silver Spring, Maryland, and enclose your check for either \$5.00 annual dues or \$25.00 for life membership, your application will be given prompt attention. The Ladies Auxiliary feels that you will want to accompany your husband to the National convention this year in Omaha, Nebraska, and that you would like to be a member of the Auxiliary upon your arrival. Life memberships have now reached a total of 23. They are:

Mrs. Clyde Wilson, Ohio; Mrs. Guy Pettit, Iowa; Mrs. Wendell Ritchie, Iowa; Mrs. C. B. Drake, Illinois; Mrs. Carolyn Potter, Illinois; Mrs. Tom Gould, Minnesota; Mrs. W. P. Drake, Illinois; Mrs. Jim Liechty, Indiana; Mrs. Homer Pollock, Ohio; Mrs. Foster Sheets, Virginia; Mrs. Garland Sheets, Virginia; Mrs. John Norris, Illinois; Mrs. Florence Ferguson, North Dakota; Mrs. Selma Winternitz, Il-

linois; Mrs. Lewis Marks, Illinois; Mrs. A. T. Sapp, Illinois; Mrs. Michael Gordon, Illinois; Mrs. Jack Gordon, Illinois; Mrs. Don Standen, Ohio; Mrs. Ray Hudson, Illinois; Mrs. Fred Ramsay, Tennessee; Mrs. John A. Carr, Illinois; Mrs. Robert Hood, Tennessee.

The following have been received into membership during the past few months:

Mrs. Don Rolfe, Ohio; Mrs. Tom McCord, Alabama; Mrs. L. M. Pedersen, Florida; Mrs. Theo Holland, Iowa; Mrs. C. B. Smith, Michigan; Mrs. Jim Tindell, Florida; Mrs. Don Moore, Michigan; Mrs. Jack Braddock, Ohio; Mrs. Marvin Grubaugh, Nebraska; Mrs. James Patterson, Ohio; Mrs. Charles Smith, Pennsylvania; Mrs. Daniel Poole, Maryland; Mrs. E. T. Sherlock, Kansas; Mrs. Grace LaMunion, Maryland; Mrs. Richard Grubaugh, Nebraska; Mrs. C. G. Williams, Wyoming; Mrs. H. C. Jessu, Tennessee; Mrs. Donald Stafford, Ohio.

If you wish, pins for The Ladies Auxiliary can also be purchased from the Secretary. In sending in your request for membership add \$2.50 to your check and your certificate of membership and pin will go forward to you immediately. Big doings are in the making for us ladies this year in Omaha, so lets all plan now to be present and get our husbands to make reservations early and especially so if an air-conditioned room is desired.

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

HERE ARE TIPS ON COLLECTING

By Felice Davis

For a beautiful table setting and a hobby almost as enjoyable to your friends as it is to you, try collecting old American pressed glass. The basic idea is to have all the glass needed for one place at the table match but to choose a different pattern for each place. This is fairly easy to do, since pressed glass is made in so many different patterns.

Promote Table Talk

Such a collection usually provides a lively topic of conversation. One lady with a large collection keeps a list of the glass used for each party. Guests never see the same glass twice and all look forward to the display at the next party. Naturally all collections don't have to be on this grand scale and owners of smaller ones seem just as happy.

A good way to start a table setting of this sort, is with a water goblet and an egg cup (for juice or liquor) for as many persons as you like. It's important to choose patterns that go well together. This is best done by selecting all of them from one of the various groups into which pressed glass is divided.

Here are some groups recommended:

Bull's Eye and other designs of the Flint period in the 1850s and 1860s. These include Bull's Eye, Bull's Eye Fleur de Lys, Bull's Eye Diamond Point, Lincoln Drape, Colonial and Excelsior.

Ribbed Group

The ribbed group, which is also flint glass (more brilliant than the nonflint that followed it), slightly later than the preceding group. Harmonious designs for a table setting include Ribbed Ivy, Ribbed Grape, Ribbed Bellflower, Fine Rib, Inverted Fern, Ribbed Palm, Hamilton and, again, Lincoln Drape.

Late glass (1870s into the 1890s), offering settings in fruit and berry patterns, such as Gooseberry, Cherry, the late Grape group, Currant, Holly, Strawberry, Barberry and Blackberry.

Flower patterns of about the same date as the preceding group. Among the many here are Open Rose, Rose in Snow,

Cabbage Rose, Rose Sprig, Bleeding Heart, Lily of the Valley, Wildflower, Windflower and Dahlia.

Really Ambitious?

There's no need to limit yourself to a goblet and egg cup in any of these patterns. All are collectible through the entire range of table articles, from wine glasses of various sorts to sauce and honey dishes, decanters, compotes, etc.

Of course if you're really ambitious—and patient—you may prefer to assemble a whole table setting in any one of these patterns. Or perhaps you'd rather collect only spooners or celeries (and use them for flowers), or sugar bowls and butter dishes (attractive for candy, etc.), or cake plates (for beautiful fruit and other arrangements).

Goblets are another interesting choice for a collection. One enthusiastic collector has about 600 in different patterns and is aiming for a thousand. But whatever you decide to collect in this old glass, you can't go wrong. The thrill of the hunt, the pride of possession are the same.

Darbyshires Vacationing In Florida

Col. and Mrs. J. M. Darbyshire, of Wilmington, Ohio, with their charming daughter Jay, are enjoying a well earned vacation in Florida. After touring the state and visiting points of interest they will visit Cuba, returning to Key West, thence up the west coast of Florida shire is a member of the firm Bailey and then head for home. Col. Derby-Murphy-Darbyshire Company and is a Past Secretary of the National Auctioneers Association.

Dizzy Blonde: "Does this lipstick come off easily?"

Cosmetic Clerk: "That depends upon what sort of fight you put up!"

Noted Figure

~~Laid to Rest~~

STOVEPIPE WELLS, Calif. — Some organ music and a few words by an old friend formed the final tribute for Death Valley Scotty, a fabulous prospector who always had plenty of gold but never told anybody where he got it.

Scotty, whose real name was Walter Scott, died recently at his world famous desert castle near here. He was 81.

Even before he went to his grave some of his admirers launched a plan to erect a memorial to him in Death Valley.

Ray Goodwin, superintendent of Death Valley National Monuments, one of Scotty's closest companions, was chosen to officiate at the funeral services.

The plan for a museum in memory of Scotty was announced in San Bernardino by George Savage, president of the Death Valley 49ers.

Scotty's grave is on a knoll overlooking the three million dollar castle, a Moorish palace in the wasteland which he fitted with a \$50,000 pipe organ and luxurious furnishings.

Scotty told uncounted tales about the source of his wealth, but all that could be accounted for came from his friend and benefactor, Albert M. Johnson, a Chicago insurance executive, who died six years ago.

Industrial Equipment Sales Steady

Sales of Commercial and Industrial equipment reflects gradual leveling off and adjustment to sound healthy conditions.

Many manufacturers are taking steps to adjust their plants to present day conditions by disposing of their surplus and frozen assets, excess and slow moving inventories.

Business Assets Corporation of Chicago, disposed of at public auction on January 13th, the complete Wire Forming Division of a prominent Manufacturer. An overflow crowd vied in spirited bidding for the modern manufacturing facilities consisting of: wire fabricating and spring coiling machines, benders, grinders, saws, power riveters, automatic chamfering and pointing machines, tube rolling mills, punch presses, welders and other equipment.

The excellent condition of the machinery commanded good prices and in some instances brought as much as prevailing list prices. Business Assets Corporation, report that even with prices good, it requires far more sales ability than in the past and that from all indications the Auctioneers are going to have to exercise greater salesmanship to obtain value of their offerings than heretofore.

X The worst mistakes are made while trying to cover up or gloss over smaller mistakes.

555 AUCTION SAYINGS

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TRUSTEE RECEIVES KEYS TO CHURCH ORGAN — Col. and Mrs. H. W. Sigrist, right, present keys to a church organ to Sherman G. Myers, second from left, president of the First Christian Church Board of Trustees, Fort Wayne, Indiana. Col. and Mrs. Sigrist donated the \$10,000 organ. Col. Sigrist, is First Vice President of the National Auctioneers Association.

Auctioneer Made Institution

By Col. Lee Martin

For the past twenty years the city of Ladysmith, Wisconsin, has been host to a community auction, on the 5th and 20th of every month come rain or shine, and it stands today as one of its solid institutions. It is strictly a consignment proposition, with listings coming from as far distant as Chicago and bidders gathering twice a month from over a radius of one hundred miles. The huge assembly, suddenly found itself swallowed up by the migrating throng as was Harry Groth, assistant auctioneer, who finally succeeded in extracting a bid of \$7.00 for the electric razor that was one of several hundred items for the day-long selling event.

A section of the large auction arena is devoted to a slice out of the old country with a rural market place—potatoes, apples, onions, pumpkins, squash—all kinds of produce; and a full choice of livestock—cattle, calves, goats, rabbits, chickens, dogs and cats—once a pair of white mice brought \$1.90—and farm folks rest on their possessions, waiting for the auctioneers to reach their listing. Ready cash comes from the auction—with the auctioneers and clerks getting a fair percentage of each sale. The originator of the community auction in Ladysmith—Lee Martin, a resident of the city for 21 years, and twenty years the ringmaster of the twice-a-month event. He called for a starting bid on a 20-year-old hearse—first to be consigned during the lifetime of the community event. “Five Dollars!” Auctioneer halted his chant abruptly and immediately launched into a tirade against his audience. “My Gawd, use the brains the Lord gave you,” he shouted. Steve Rodeski, wanted the hearse for a farm truck. Another bidder wanted it for a school bus. Rodeski drove it home, for \$200—his family all but swooned when he drove it into the farmyard—regaining its composure

when he climbed out from behind the steering wheel. The community auctions average around \$2,000 in sales—brings a throng of sellers and buyers into Ladysmith, who do their shopping there. Martin and his auction have twice been featured in Readers Digest. Helping to swell the auction crowd were many members of the Jump River Electric Cooperative—another solid community institution that reflects its value along business row in Ladysmith.

Among the prospective bidders are a large number of women folk who keep ahead of the auctioneers on an inspection tour of furniture, stoves, clothing, and what have you. Seldom will a woman bidder be “chanted” beyond her original evaluation of the item. A young miss in the right foreground tries out a doll carriage, hoping that no other bidder will run the price beyond the total content of her purse.

IT'S A SAD PARTING for Betty Rowe and the fuzzy pet she has raised from a pup. Betty lives with her parents on an REA farm, six miles northwest of Ladysmith, where the unpleasant decision had been made between Betty's ragged terrier and a larger, more adept farm dog. As Wisconsin REA News Camera appeared on the scene, Betty and her pet had concluded that there just wasn't any justice. They stuck it out together, however, until the auctioneer appeared—and then Betty escaped the migrating throng. After all, big girls don't shed tears over parting with a pet—only when they're alone.

Meg: “How are you doing?”

Peg: “Okay. How do you like this new fur coat I'm wearing?”

Meg: “It's nice. WHO are you doing?”

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

Today 2,500 Tomorrow 25,000

By Col. Pop Hess

The year 1953 is now a matter of history. It was an excellent year for the N. A., in growth, prestige, influence and constructive accomplishments.

"The Auctioneer" took on new life and each issue shows greater improvement. However, I doubt very much if any of the future issues can improve upon that wonderful December 1953 issue. There is now a united cooperation among the Auctioneers for a strong and influential national Association.

I need not tell you this as you will find this to be indicative from reading in each issue of "The Auctioneer" the list of so many new members and the promptness in the old members renewing their membership.

Back of all this were men of faith, courage and sacrifice. Long hours and free time all given to a wonderful cause. I sometimes wonder if we, the members fully appreciate their efforts. We the members should never falter in our efforts to obtain a membership of 2500 as this is one way in which we can give an expression of our appreciation.

My suggestion for every Auctioneer in America. Join the National Auctioneers Association. Join your state Association and if you do not have a state Association, then get one under way. When every state becomes organized and designates a certain number of delegates from each state, based upon the membership of that state, to attend the national convention, then the flags will fly and the proposed membership of 2500 in 1954 will only be a drop in the bucket. It can and will grow to a membership in excess of 25,000 or more.

Through the medium of "The Auctioneer" I want to publicly express myself in nothing but words of commendation to all who have sacrificed so much in order that we may enjoy and profit from their wisdom, their integrity and their unselfish devotion to a most worthy cause. Fellows we owe these men a debt of gratitude that can never be repaid. I also wish to commend the pre-

sent administration who are so efficiently conducting the affairs of our Association, for the many new friends, "The Auctioneer" has made and is making for our Association. My fellow Auctioneers and members, the least we can do between now and convention time is to augment our present membership by each of us sponsoring as many new members as we can, and as we converge upon the city of Omaha, Nebraska, July 15-16-17, for our national convention, may we do so knowing in advance that the Secretary will report a membership of 2500 members, a report that will be heard though-out the length and breadth of our great country.

X Waiter: "Was that steak large enough?"

Satisfied Patron. "Large enough? Why, if that steak was any bigger you could have milked it."

The First Valentine

Once upon a time a kindly old saint was imprisoned. He was very sad and lonely. To brighten his spirits he wrote messages on ivy leaves that grew on his cell wall. His trained doves sped the messages to his beloved friends.

The old man's morale perked up and the response from his friends encouraged him to continue sending messages all year long. The old man died a contented man because he helped others find happiness with his thoughtful messages.

We still send valentine cards to friends and relatives on February 14 to commemorate St. Valentine's thoughtfulness. This year send the valentines that will keep on giving—"The Auctioneer" gift subscriptions. A cheerful card will announce your gift. Send your order to "The Auctioneer", 490 Bath Ave., Long Branch, New Jersey.

1 Year \$6.00

Col. Ernest Niemeyer Gets His High Dollar

By WM. J. WEISER

Crown Point, Ind.—The crisp autumn air resounded with the sing song chant of the Auctioneer: "Eighty . . . who'll make it five, five, five? Do I hear 85? Eighty-five . . . who will make it 90, 90, 90?" Standing around were clusters of denim clad farmers and their gingham clad wives. "Those cabbages will go for a bargain," commented a lanky, leather-jacketed bystander.

They did, too. A bushel basket, containing about 14 heads of cabbage, went for 85 cents. Seventeen other baskets went for 80 cents each.

* * *

THIS RITUAL of selling farm produce, livestock, poultry and miscellany is performed every Wednesday afternoon at the Lowell Community Sales barn, located three miles south and one mile west of Routes 41 and 8.

It's as American as cider and as democratic as an election. Anyone with a dollar in his pocket can come away with something.

On an average sales day buyers ante up about \$5,000.

Everything from a used baby carriage to a flock of sheep changes hands. Butchers from Lake County's north end travel down to buy beef and pork on the hoof—thus eliminating the middle man.

* * *

FARMERS SHOW up to buy cattle to fatten. Veal calves are a specialty, and dozens are sold each week. Crates of chickens are auctioned off weekly, and during the holiday season, plump turkeys, geese and ducks are put on the block.

Running the whole shebang is Ernie Niemeyer, 30-year-old Crown Pointer, who has wielded an auction gavel for two years.

A part-time mail carrier, he's the sales manager and auctioneer of the once-a-week enterprise. He hires eight persons to help run the show.

* * *

WHEN NIEMEYER, a personable young man, isn't delivering mail or run-

ning the Lowell sales, he's off to the hinterlands auctioneering at farm sales, household sales and merchandise sales.

"I get a real kick out of auctioneering," he says. "It's mostly psychology. You have two, three or four people who are bidding against each other but still want to buy the thing as cheaply as possible.

"You can just about tell when they'll bid as high as they'll go. You've got to get a good price for the man offering the thing for sale or he won't bring anything to sell next time."

* * *

AND BECAUSE Niemeyer works on a commission basis, he tries to wring out top prices for the items. But it all depends on the bidders.

The Hub auctioneer gets a 3 per cent commission on livestock, 5 per cent on poultry and machinery, and 10 per cent on miscellaneous items.

The son of Adolph Niemeyer, well-known Crown Point farmer, Ernie was reared on the homestead near the Hub. After a three-year hitch in the Army during World War II, he became a milk hauler. He sold out two years ago to become an auctioneer.

* * *

THE LOWELL Community Sales project was started in 1944. Niemeyer took over the management of it the first of this year, and leases the cattle barn and merchandise shed from Joe Bobin, of R.R. 2, Lowell.

The weekly sale attracts farmers and buyers from Lake, Newton and Jasper counties as well as nearby Illinois people.

Farouk Paperweights Attract Collectors

The sale of former King Farouk's collection of rare antique paperweights, scheduled to take place in Cairo, March 27 and 28, is attracting much interest among American collectors. About 600 paperweights, mainly Baccarat, Clichy and St. Louis (France) make up the collection.

Money is what you'd get on beautifully without if only other people weren't so crazy about it.

PROFESSIONAL AUCTIONEER

OUTLINES VARIOUS TECHNIQUES

PERTH AMBOY, N. J.—The chant of the auctioneer, though it may often sound like Chinese to the average, uninitiated listener, is sweet music to the ear of the follower of this old American custom, and has something of the same charm that a snake charmer's piping has to the entranced snake.

Many an otherwise calm and frugal housewife, therefore, has come home from a neighborhood auction with many an odd piece of bric-a-brac simply because she couldn't resist the rising tempo of the bidding.

What the average man or woman does not realize, however, is the vast range in various types of auctions and the section of the country they are being sold in, and the personality of the auctioneer himself.

Most people do not realize either that auctioneers consider themselves professional people and have state and national organizations, hold conventions and have a national publication.

In Perth Amboy there is only one member of the N. J. State Auctioneers Association—George J. Sakel, who is also a used furniture dealer at 452 State Street.

Like most professional auctioneers, Sakel subscribed to "The Auctioneer," national magazine published in Long Branch.

Sakel actually started out, while still in high school, to be a mortician. After two years in the Navy, however, he became interested in auctioneering and upon his discharge from service attended Auctioneering School.

Sakel is a native of Ohio, and after attending the auctioneers' school enrolled in business administration at Bowling Green University, where he stayed for six months, until he married a Perth Amboy girl, the former, Rose Balsamides, and came here to live.

The Sakels stayed in Perth Amboy a year and he worked as a salesman. In 1948 he and his wife returned to Ohio where Sakel went in partnership with his step-father in the auctioneering business.

In 1951 however, Sakel decided to strike out on his own and returned to this city to set up a furniture business and to establish himself as an auctioneer. Eventually he says he hopes to set up an auction house in Perth Amboy.

At present, however, all of his auctions are held from the homes where the furniture is to be sold.

Sakel is purely a furniture and antique auctioneer but there are numerous other kinds including those specializing in live stock, automobiles, real estate, clothing, farms, jewelry, and "almost everything."

Monmouth Field Good

To date, Sakel has only had two auctions in the Perth Amboy area, one in Port Reading and the other in South Amboy. The big district for auctions in this area is Monmouth County, he reports. But throughout Middlesex and Monmouth Counties people like to go to auctions, especially for chineware, dishes and knick-knacks, Sakel says.

Such things bring the highest prices, relatively speaking, and are the easiest to sell, Sakel says. The hardest thing to sell at the present time are dining room sets and some types of living room suites.

How does an auction work? Well, usually according to Sakel, the auctioneer signs a contract with his client, agreeing to sell the specified items, whether it is one room or an entire estate, at a certain commission.

He will roughly estimate for his customer how much he thinks he may be able to make on the sale, and is more inclined to underestimate than over-guess his profit.

WHAT IS ONCE WELL DONE IS DONE FOREVER

How does a person get to be a professional auctioneer? Just by contacting the national or state organization, Sakel explains, adding that there are various schools of auctioneering scattered about the country.

Auction School Courses

Courses in auction school include such things as how to use the voice to best advantage, the various signals used to indicate bids, various types of chants and way to accept bids.

Different types of auctioneers use different chants, Sakel explains. The tobacco auctioneer uses only the sound of the numbers he is calling and not the actual numbers.

Only a professional tobacco man, therefore, is likely to be able to understand him. Other types of auctions, however, cater to more average citizens who must be able to understand the auctioneer.

The auctioneer in these cases merely "talks real fast" and always "must be sure his customers can understand the prices and what is being bid on."

Auctioneers also have different ways of accepting bids, of which there are two principal methods. One is to tell

how much he wants on the next bid, the other is to tell what the bid already is.

"Most legitimate auctioneers will tell you how much he wants" for an item, according to Sakel. But he says it also differs according to the section of the country. He calls himself "mostly a mid-western auctioneer" and says he usually concentrates on the price he wants rather than what already has been bid.

Sakel's auction business in this area is a limited one so far. His wife is his clerk, receiving the money and giving receipts, keeping tabulations at the auctions and taking care of the records.

Sakel says many persons do not know that most auctioneers will offer their services free of charge for charitable affairs and has urged any churches or other charitable groups who wish to put on an auction for some worthy benefit to contact him.

The young auctioneer describes what he calls two "small" auctions in this area, one in South Amboy that brought some 500 customers and spectators, the other in Woodbridge Township that attracted some 450 persons.

(Continued on Page 25)

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."

Right Is Right

Have you ever wondered why here in the United States we have the custom of driving on the right side of the road and passing on the left? Well, the story goes that back in the old days when a Studebaker was delivered to its new owner without any horses of the four legged kind, the drivers of Conestogawagons rode on the lead horse of the team. Since these horses were trained to be mounted on the left the driver had to go on the left horse. From this position it was easier to gauge passing distance if the passing was done on the left. So the story goes.

According to the same source, the reason Englishmen drive on the **wrong** side, depending on the way you look at it, is that the custom originated in the days of knights in shining armor. Those were the days when every word to a stranger was a fighting word. You had to be prepared to defend yourself at all times, even on a pleasant ride to a neighbor's castle to see him hang his mother-in-law by the thumbs for brewing bad coffee. It was easier to draw your sword, assuming you were right-handed, if you rode on the left side.

Good Public Relations

By Col. Bernard Hart

Customers and friends of the Community Sales & Auction, Marion, Indiana, were guests of the owners at a party shortly before the Holiday Season. A floor show, featuring radio and professional entertainers was presented during the evening.

Other auctioneers in the community were also invited to attend and were given an opportunity to greet their friends as well as demonstrate their abilities as auctioneers.

Community Sales & Auction is owned and operated by Col. Fred Millspaugh and Col. L. M. Boatright, both members of the National Auctioneers Association.

Shotgun wedding: Truth or consequences.

County Auction

By ELEANOR ALLETTA CHAFFEE

"Who wants a platter—cracked?" I want it,
Whispered the old one, sitting in the shade.

But no one heard so low a voice, or noticed
The tiny trembling that her fingers made.

"Who wants a rocker—the arm has been repaired?"

I want it, she thought. Where the arm is worn

Is where I leaned and rocked them all at twilight;

Rocked them years past when the youngest one was born.

"Who wants a clock? Broken, but can be fixed."

I want it, she said fiercely to herself. That was the voice of time that never faltered.

Wisely chattering on the kitchen shelf.

All that they saw was a tired old woman dozing;

But across the lawn and up the deserted stair

A girl ran smiling, touching the things she loved,

Setting her slipper on the empty air . . .

IDENTIFICATION

The Pennsylvania Auctioneers Association have distributed to all members a bronze plaque to identify its members. The purpose is to have plaques displayed at every auction sale conducted by a member of the Association. Sort of a mark of quality like sterling on silver.

A member who neglects to display the plaque is fined \$1 and there is always someone on hand to report the member should he forget to hang out his stamp of approval. Any and all monies collected from the fines go into a fund for the benefit of the members who are ill or who, through no fault of their own have met with adverse problems that prevent their active participation in their profession.

Telephone operator: A girl with rings in her ears.

HERE'S HOW FROM

BY THE SE

From Canada to the Gulf of Mexico, from the rock bo
the forty eight states come new members as a result of the unite
determined to meet our President's quota of 2,500 members co
prior to our national convention.

A most hearty welcome goes forth to all the new mem
to all the members who have been so prompt in sending in their d
you are doing a grand job, and to the members who have not ans
infuse an animating exalting influence upon you for a more vig

- | | |
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| Col. J. C. Swartz, Ohio | *Col. R. F. English, Wisconsin. |
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| Col Darwin H. Wood, Illinois. | setts. |
| | *Col. Joe Herard, Iowa. |

COAST TO COAST

SECRETARY

und coast of Maine to the Golden Gate of California, yes, from all
d effort and cooperation on the part of the membership. They are
me July 1954. Lets all redouble our efforts and make it a reality

bers who have joined during the current month, yes, and praise
ues. To the many members who have sponsored new members,
wered the call of our President "Get More in 54", may this list
orous and aggressive crusade.

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- *Col. Paul L. Good, Ohio.
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- *Col. Lyle M. Sweet, Jr., North Carolina.
- Col. Irving B. Rosen, Texas.
- Col. C. O. Hancock, Massachusetts.
- Col. John Galloway, Nebraska.
- Col. Joseph J. McLaws, Idaho.
- *Col. Sam Lyons, Pennsylvania.
- *Col. W. J. Radde, Minnesota.
- Col. H. S. Zaikaner, Texas.

*Denotes Renewals.

Col. E. T. Sherlock

(Continued from Page 5)

Generous with his time and talent, Colonel Sherlock is active in boosting his community and he has many times given his services free of charge to schools, churches and organizations of the area which he serves.

Two things that Colonel Sherlock has never sold are, he admits, "A locomotive and a battleship." His auction fans over the country know he could do it though, even if he had to make a package deal and sell the two together, or to throw in an abandoned bridge or two, to sweeten up the deal.

When Colonel Sherlock climbs into an auction box and takes command, there are few under the sound of his voice but that feel that the Colonel is selling more than the article at hand. He is also doing some selling for the great middle west section he represents. Those that are there to hear, are glad if they are part of this middle west picture, and, we suspect, those who are not a part, wish they were.

In sales today, most pavilion, and most purebred sales are on a salary or flat rate basis, while farm sales, real estate, and others, are on a commission basis. In Sherlock's beginning days, \$5,000.00 was a very large sale and many scaled down to \$500.00. Today, in Colonel Sherlock's area, average farm sales run from \$5,000.00 to \$20,000.00, with some far above this figure. Colonel Sherlock's biggest single ranch sale of livestock was 1,900 head of cattle. The sale that lasted the longest was a pavilion sale that began at 10 o'clock A. M. on a Saturday and wound up at 4 A. M. on Sunday. "The crowd was still there drinking coffee and buying until the last critter was run out of the ring," says Sherlock. He has conducted many sales where he has been in the auction box twelve hours or longer without leaving. Yardmen and weighmasters have no time to play at one of these sales.

Colonel Sherlock, has been honored by being elected president of the Nebraska Auctioneers Association. The State Convention will be at North Platte this year. The National Convention will be held at Omaha, Nebraska on July 15, 16,

17 and there the Nebraska Association, headed by Colonel Sherlock, will be hosts to all the auctioneers of the nation.

Colonel Sherlock says, "I have had a full book the last 15 years. The public has been good to me. I will always remember where this came from and never intentionally violate the confidence Mr. & Mrs. John Q. public have placed in me."

Greatly agitated, a young mother dashed into a Post Exchange store carrying her infant child. The PX druggist hurried to ascertain the cause of her distress.

"My Baby swallowed a .22 calibre bullet!" she cried. "What shall I do?"

"Give it the contents of a castor oil bottle," replied the druggist calmly, "but don't point him at anyone."

Father. "If I ever catch you with my daughter again, I'll shoot you."

Youth. "I'll deserve it."

LOOK-LOOK

As an indication of the cooperative spirit of this Association towards its members, look now at your certificate of membership. It will help you to pay your dues.

If your dues have expired or will expire in the current month, please make your remittance now and assist your Association in the effective administration of its program. DO IT TODAY.

Secretary.

Professional Auctioneer Outlines Techniques

(Continued from Page 21)

"We had to have two state policemen in South Amboy to control the traffic, since it was on a Saturday afternoon," Sakel recalls. "But since the type of furniture to be disposed of was not valuable, it did not bring a high gross in cash. The Port Reading sale brought quite a bit more, however."

But they sold everything in both houses. "In an auction, everything sells," Sakel declares.

In Asbury Park at the 1947 convention of the National Auctioneers' Association, which Sakel recalls although he was not, yet in the business at that time, some 7,000 persons turned out to buy for the benefit of the Community Chest.

Are auctions profitable? Definitely yes, says George Sakel. The turnover is rapid and if the items to be sold have any value at all a profit can be gained both by the customer and the auctioneer.

There's just something about an auction that will always draw a crowd. And once you're there, who can resist "just one little bid?"

Eskimo: One of God's frozen people.

San Francisco is the city that got too big for its bridges.

X Success goes to some heads because it wants to be alone.

X Being poor doesn't make a man honest, but it helps keep him virtuous.

HAVE YOU
FORGOTTEN
SOMETHING?

My Dues: MAIL NOW

X A couple got married and the first night the man came into the bedroom his wife had on a beautiful white satin gown. "Oh, you look too good to touch," he said.

The next night he came home she had on a beautiful blue satin gown. "Oh, you look just marvelous, I just can't touch you."

The next night he came in, she had on a pink satin gown. 'O-oh, you look just wonderful, I just can't even think of touching you.' The fourth night she had on an old black drappy affair. When he entered he hastily asked, Why do you have on such a horrible thing as that?"

"Well," she said, "I'm in mourning. Somebody's dead around here."

X I can understand why you become lost in thought—it's unfamiliar territory!

Period furniture: Stuff financed over a 12 month period.

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Do You Digest "The Auctioneer"?

By Managing Editor

It was my duty and pleasure to edit the many interesting articles that were published in the December issue of "The Auctioneer". In editing the article "We Are Growing" by Col. Jack Gordon, I could not restrain myself from reading it several times. It wasn't just the events he recounted that impressed me, nor the several years that have intervened. Rather I thought of how few opportunities are given an Auctioneer in his business lifetime to go to conventions where he can obtain the inspiration and business knowledge so essential to his success. I thought of how few occasions there are to find out what others are doing in other sections of the country, to make friends with such Auctioneers, and to profit by their experiences. Then, of course, I couldn't help but think of how many Auctioneers muff these annual opportunities. I don't believe it is because they think they know it all, or feel that they cannot learn from others. Rather, it is that they just don't realize how time is slipping by, nor do they appreciate the fact that only once a year is an Auctioneer given the opportunity to absorb essential knowledge of his business, and that IF HE ATTENDED EVERY CONVENTION FROM THE TIME HE STARTED IN BUSINESS UNTIL HE DIED, THE NUMBER WOULD STILL BE INFINITESIMALLY SMALL.

Of course, there are many Auctioneers like Jack who have become convention celebrities because they have attended these annual events regularly and have profited by them. Then there are many others who have not. Maybe the latter are intending to go to Omaha at this moment, but when the time arrives they will permit some little thing or other to interfere, little thinking how few such opportunities they have.

The largest sale that I ever had or ever hope to have was booked the first week after one of our national conventions. I was requested to hold the sale

during the week of our national convention, but advised the seller that I would be unable to do so, and told him why. He at once realized the importance of all such events and agreed that the sale would be held within a reasonable time after my return from the convention. My three days and nights at that convention were devoted to the many constructive talks by the Auctioneers and by private conversations with the many visitors from all parts of the country. I was preparing myself to do a better job on my big sale and am happy to say that it paid off. I have never missed a national convention and hope that I never will until I am called to the other side from which none of us return.

No matter how busy we are or how important we may think our sales are, I do not hesitate to say that there is not one man in a thousand that would stand in your way of giving him a better sale by your presence at our national conventions. If you plan now, you will not book any sales for the week of July 15-16-17 and in their place you will book our national convention, from which you will return better equipped and inspired to do a bigger and better job than you have ever done before.

CHEER

X Cheerfulness is not only a good friend-maker, but it is healthful. The man who is naturally cheerful wards off many a pill and many a doctor's bill. Be short of what you will, but be long on cheerfulness; cultivate it and dispense it; pass it around; the more you scatter it the more you will have left. Cheerfulness is one of the few things you may squander to advantage.

Looking on the bright side never passes a dividend. If things go awry—as things will now and then—take a new grip, and grin! Gloom gnaws at the vitals of the man who lugs it, and deters him from getting on. It slows up things; it's a clog to trade, and makes one's liver sluggish. Gloom uses the breaks, cheerfulness presses the accelerator.

Noiseless typewriter: Secretary who doesn't chew gum.

Skeleton: Bones with the people scraped off.

X

It Couldn't Be Done

Somebody said that it couldn't be done,
 But he with a chuckle replied
 That "maybe it couldn't" but he would be one
 Who wouldn't say so till he'd tried.
 So he buckled right in with the trace of a grin
 On his face. If he worried he hid it.
 He started to sing as he tackled the thing
 That couldn't be done, and he did it.

Somebody scoffed: "Oh, you'll never do that;
 At least no one ever has done it";
 But he took off his coat and he took off his hat.
 With a lift of his chin and a bit of a grin,
 Without any doubting or quiddit,
 He started to sing as he tackled the thing
 That couldn't be done, and he did it.

There are thousands to tell you it cannot be done,
 There are thousands to prophesy failure;
 There are thousands to point out to you one by one,
 The dangers that wait to assail you.
 But just buckle in with a bit of a grin,
 Just take off your coat and go to it;
 Just start to sing as you tackle the thing
 That "cannot be done", and you'll do it.

—Edgar A. Guest.

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

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Col. C. B. Drake—Decatur

Col. Bud Drake—Decatur

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Col. James Webb—Grand Island

Col. Adolph Zicht—Norfolk

Col. Don Zicht—Norfolk

NEW JERSEY

Col. B. G. Coats—Long Branch

Col. J. A. Guzzi—Long Branch

Col. James W. Smith—Camden

Col. Charles M. Woolley—Allentown

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ELSEWHERE

The Ladies' Auxiliary of the
National Auctioneers Association

Col. Woolley Recuperating After Surgery

ALLENTOWN, N. J.:—Col Charles M. Woolley, of Allentown, New Jersey, underwent a serious surgical operation at the McKinley Hospital in Trenton, N. J., on December 20th.

We are happy to report that he is now

on the road to recovery and is convalescing at his home. Col. Woolley has been a tireless worker for his state and national Associations, is always present at our national conventions. His indefatigable efforts has done much to strengthen and improve the opportunities for all Auctioneers.

Best wishes for your speedy recovery Colonel, and we will all be looking for your smiling countenance at our national convention in Omaha, July 15-16-17.

The wish to attain the supposedly unattainable exists in the heart of every auctioneer. That is what makes him a human being. And in the breast of a few auctioneers there is a positive passion to achieve what has never been achieved before. It is these few whose superb strength of body or spirit force the cynics among others to revise their ideas of what is possible, and burst the strait jacket of the past.

Our Goal is 2,500 members.

B. J. Coats

Ohio State Convention

The Deshler-Hilton Hotel, Columbus, Ohio, was the convention headquarters for the Ohio Auctioneers Association state convention held on Sunday, January 10th.

From all parts of the state the Auctioneers were present to enjoy a well rounded and constructive program, to rub elbows with their fellow auctioneers.

Colonel J. M. Darbyshire, of Wilmington, was elected President, Colonel Owen Hall, of Celina, was named Vice President and Colonel John Sargent, of Greenville, was re-elected Secretary and Treasurer.

Vanderbilt Sale At Plaza Galleries

New York City:—A public auction sale from the estate of the late Mrs. Cornelius Vanderbilt, brought \$50,375.00 on Saturday, January 9th at the Plaza Art Galleries.

Major sales included a Louis XV bureau plat, for \$2,800, a Louis VX style bronze dore and crystal drop candleabra, for \$1,200. The latter was purchased by the Adams Hotel.

Col. Edward P. O'Reilly, President of the Plaza Art Galleries, 9-11-13 East 59th Street, extends a cordial invitation to all members of the N. A. A., when in New York City, to visit the Galleries.

Pretzel manufacturer: One who makes crooked dough.

X There isn't much to see in a small town, but what you hear makes up for it.

X When you have nothing to do, you can keep out of trouble by doing nothing.

ADVANCE - - - NOTICE

Never let it be said that you did not know the date and place of our 1954 National Convention, for here it is.

JULY 15 - 16 - 17

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Hotel Fontenelle

Our Hosts

NEBRASKA AUCTIONEERS ASSOCIATION



This splendid group of men recently received their training in an auction school. They are "The Auctioneers of Tomorrow". Friendly men who are truly neighborly and want to cooperate in every manner, willing to "give and take", "teach and be taught", "serve and be served", enthusiastic in the belief that this is the only way we can continue to grow and prosper. You will find many of their names listed in this issue as new members. **WELCOME "Auctioneers of Tomorrow"**.



FROM

THE

MAILS

January 14, 1954

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

Just a few lines to express my gratitude to you and to all the others who are making the "Auctioneer" such a fine publication.

My hat comes off to the entire staff for devoting their time and talents to this worthwhile task.

Please send me forty (40) applications for membership cards. I may have use for that many. Thank you.

Very truly yours
CARMAN Y. POTTER

Stouffville, Ontario.
Canada. Dec. 14, 1953

Col. B. G. Coats, Secretary,
National Auctioneers Association.
490 Bath Ave.,
Long Branch, N. J.

Dear Sir: Have just received "The Auctioneer" and it is the first one that I have ever seen.

In reading through its pages and the many interesting articles by the members, they are all food for thought, but the one that impressed me most was the one on "Integrity" by Col. Guy L. Pettit. Such is the basis for any business and no business requires more integrity than auctioneering.

I am enclosing \$10.00 to cover my membership in the National Auctioneers Association and beg that my application for membership be approved. I am 49 years of age and own and operate a large sales pavilion, selling every Saturday with a few special sales during the year. This past Saturday we sold 700 cars and trucks to an estimated crowd of 2000, operating three auction rings at the same time.

I wish to extend a most cordial invi-

tation to all members of the N. A. A., when visiting in Canada, to pay us a visit. We are 25 miles from Toronto. Looking forward to all future issues of "The Auctioneer."

Yours sincerely,
COL. W. D. ATKENSON

East Rochester, Ohio
January 19, 1954

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

I have felt for some time that it would be interesting if auctioneers from different parts of the country would report through "The Auctioneer" sale results or items of interest pertaining to their particular community. In the current issue I see a very interesting letter from Col. Alvin Kohnh of Winona, Minnesota. So I will attempt to report on the auction trends in northeastern Ohio and hope that in future issues we may hear from every part of the country.

We have been suffering from drought of several months duration in this area. Many wells and springs have gone dry and a number of farmers are forced to haul water for their livestock. During the closing months of 1953 cattle and machinery prices were the lowest that I have seen since World War II, with only the price of feed remaining in the range to which we have become accustomed in recent years.

However since the beginning of 1954 I can see a definite up swing in all farm sale prices and greatly increased competition among the buyers. Top grade cows are currently bringing from \$300 to \$375 if they are fresh or close springers. Hogs of course are in great demand and selling well. Pullets are bringing

from \$2.25 to \$2.75, we sell the ear corn by the basket in this community and it is bringing from \$.85 to \$1.00. Oats from 90 cents to a dollar a bushel. Alfalfa hay is bringing from 75 cents to \$1.00 per pick-up bale, mixed hay from 60 to 75 cents, and straw about 35 cents per bale but sometimes much higher.

Farm machinery is selling much better than it did a few months ago and there seems to be a great demand for good used tractors, combines, balers, disk drills, and late model manure spreaders. Dairy equipment including milk coolers, milk machines, water heaters and 10-gallon milk cans are in good demand. All indications point to a very busy sale season and farm sale dates are being taken months in advance.

I hope this report will be of interest to auctioneers in other parts of the country. Enclosed please find my check for \$2.50 for which send me the Association letterhead emblem as soon as possible as I have to get some printing done. Congratulations on the fine job you are doing with "The Auctioneer."

Sincerely,
DONALD H. STAFFORD

Buffalo, N. Y.
December 17, 1953

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

I am just in receipt of the reminder that 1953 is drawing to a close making it incumbent upon me to take care of my National Auctioneers Association's dues, and also to remind me that I am one year older and with age comes mature thought of what a wonderful thing Associations are and especially the

N. A. A., and the good that can be derived from the unified efforts of the Association on behalf of their members.

The magnanimity of the membership, the efficient administration of the Association's business is making friends throughout the 48 states and if continued it will only be a matter of time until every Auctioneer in the United States will want to be associated with such a fine organization.

The check herewith enclosed for \$10.00 and application card for membership to Colonel William Z. Rozan, 2009 Fannin St., Houston, Texas.

Sincerely yours,
COL. RALPH ROSEN

Eagle, Colorado,
30 December 1953

National Auctioneers Association,
Col. B. G. Coats,
490 Bath Ave.,
Long Branch, N. J.
Dear Friend Col.:

Surely hope to become better acquainted with you but until that time decided to drop you a line.

First of all I would like to say I surely enjoy the "Auctioneer". It has helped me in many ways and is interesting all the way through.

Sales here have been very few the past year but I am looking forward to a better season in '54.

I know many of the Auctioneers whose names appear in the magazine. Would like to say a big hello to all.

I am looking forward to the convention in Omaha in 1954. Find check enclosed for membership and letter head emblem.

Respectfully yours,
(COL.) THOMAS L. PEARCH

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

Constructive Viewpoints

By The Secretary

If any organization is to progress, then its members must be progressive themselves. They must talk and offer constructive criticism. They must refrain from constantly knocking attempts to better their Association. Fortunately for the N. A. A., no group of men in any organization is more cooperative for the progress and advancement of their Association. Each day brings more and more constructive suggestions by the membership.

None of us is perfect. Therefore no one can be above constructive criticism. If suggestions better our way of doing things, we welcome such advice. No organization is perfect. The officers of the N. A. A., strive for perfection. But that perfection cannot be reached unless the membership makes itself heard. "The Auctioneer" is the medium through which your officers can hear you and by your letters to the Association. More and more members are being heard from and all want to be constructive in their suggestions. That is as it should be. Many suggestions that have been submitted by the members during the past few months have been adopted and have proven to be in the best interests of the Association. Other suggestions are now being carefully considered and if accepted will be put into practice. The President wants every member to express themselves, to offer constructive viewpoints, to assist in every way possible to better the Association, as in so doing the entire membership is benefited thereby.

The Officers and Directors of the Association, have lavish praise for the entire membership, for their unexcelled cooperation and for their efforts in obtaining new members. It all makes for progress and as each day passes there is more and more progress. The Presi-

dent has pointed out, that unless the members express their opinions, those whom you have entrusted to administer the Association remain in the dark. They want to know your opinion so that they can be governed in all matters that is to the best interests of the Association. One of the outstanding achievements during the past few months has been the shattering of jealousies and prejudices, the spirit of fellowship among the members and the ever increasing spirit of cooperation. A wonderful healthy condition that is causing the N. A. A., to make progress as never before. Let us not be inclined to rest on our laurels, but strive to still further improve

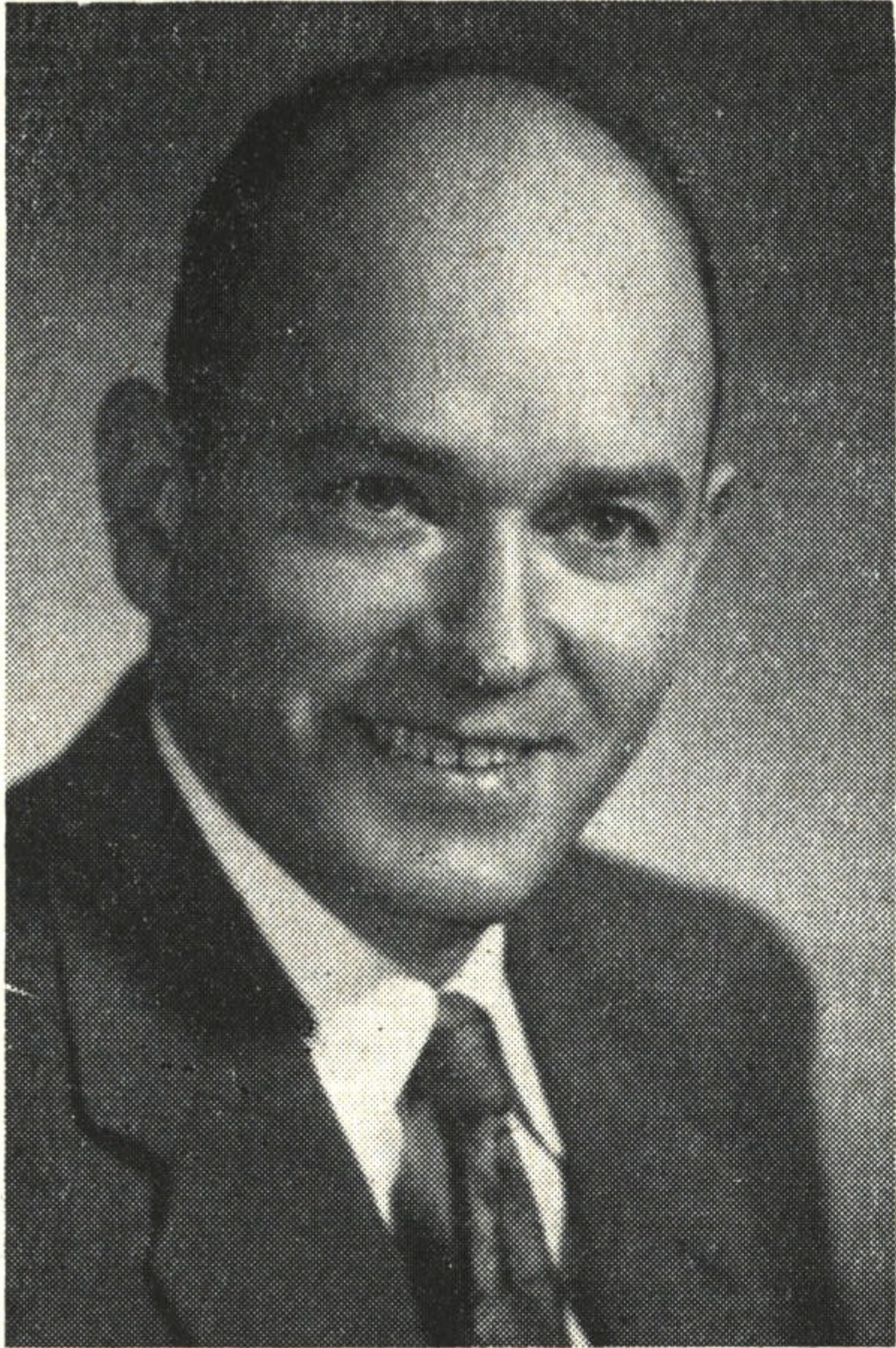
Keep your constructive suggestions coming in. Should you overlook sending any in, then try and get a new member and in so doing you are making a constructive suggestion. I would like to repeat an old saying: "A chain is as strong as its weakest link." Our Association is strong and united only when its members take an active interest in its affairs from a constructive viewpoint. The part each of you have taken is to be highly commended. You have done and you are doing a magnificent job, but no matter how much we do, we can always do just a little bit more.

DAILY CREED

Let me be a little kinder,
Let me be a little blinder
To the faults of those about me;
Let me praise a little more;
Let me be, when I am weary,
Just a little bit more cheery;
Let me serve a little better
Those that I am striving for.
Let me be a little braver
When temptation bids me waver,
Let me strive a little harder
To be all that I should be;
Let me be a little meeker
With the brother that is weaker;
Let me think more of my neighbor
And a little less of me.

THERE IS NO PROFIT IN NEGLIGENCE

Rhode Island Ties The Knot



Col. John E. Janes

November 17, 1953, was an eventful day for the National Auctioneers Association, for it was on that date that Col. John E. Janes, of Newport, Rhode Island, joined the N. A. A., making it the last state to be represented in our Association. Subsequent to Col. Janes, becoming a member others from Rhode Island have joined with us.

Col. Janes, writes, "when I first found about the N. A. A., I sent in my application card for membership trusting that it would be accepted as I fully realized the importance of being a member and the great need for organization among Auctioneers." "I am happy to start the ball rolling in Rhode Island."

During his fifteen years Auctioneering specializing in Antiques, household goods and furnishings, his services have taken him to Florida, New York, Tennessee. During the late war he served in the armed forces as Flight Chief with the Ninth Air Force. Upon being separated from the service he again resumed his

profession operating from Newport.

Our congratulations to Col. Janes, for tying the knot that completed membership in every one of the 48 states.

Resolutions at the New Year are peculiar things. They come into being with good intent but seldom have they the strength to live long. However, there must be some good in a custom that has itself a history of length. Among other things we would suggest that you resolve, if you have not already done so, to obtain a few new members for your Association. Such a resolution to that effect ought to last at least long enough for you to get your quota of new members. We'll see.

PLAN AHEAD!

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Early

CLIPPINGS

By COL. E. T. NELSON

Back in 1940 The Farmer-Stockman offered \$25.00 for the best description of a printed picture showing a deserted farm house and a gullied field. This is a copy of the winning description.

WHITE MAN LOCO

"Picture show white man crazy. Cut down trees. Make Big tepee. Plow hill. Water wash. Wind blow soil. Grass gone. Door gone. Window gone. Whole place gone to hell. Buck gone. Squaw, too. Papoose gone. No pigs. No corn. No plow. No hay. No pony.

Indian no plow land. Keep grass. Buffalo eat grass. Indian eat buffalo. Hide make mocassin. No make terrace. No build dam. No give damn. All the time eat. No hunt job. No hitch hike. No ask relief.

Great spirit make grass. Indian no waste anything. Indian no work. . White man, he loco."

* * *

But Indian no good auctioneer, either, and see what he's missing. When someone offers you something for nothing, you may be sure that he gets a lot of something and you will get the NOTHING.

* * *

On mules we find two legs behind,
And two we find before.
We stand behind before we find,
What the two behind be for.

* * *

I asked one of my southern boys in the auction class the other day to describe a "Yawl". He said that's a contraction of "You-all" used only by the Damyankees."

* * *

365 may mean the number of days in a year to you, but it means the number of Income Tax Reports that I service from Jan. first to March fifteenth, to me. But I like it! This is almost as good a business as auctioneering and its a lot warmer to sit by the old wood stove, too. Funny, how many different ways a man

works to make a living. . . and a little money besides.

* * *

Here are a few clippings from the Lions Magazine.

X It is never too soon to be kind, for we never know how soon it will be too late.

He who keeps his mind on his work, goes ahead; he who keeps his work on his mind, goes crazy.

There's only one thing that keeps some fellows from getting fired; they are the boss.

Raphael Art Masterpiece Goes on Block

A masterpiece credited to the great Italian 16th century painter Raphael goes on the auction block Jan. 16th by court order.

It is the first time in recent years that an Italian - owned painting attributed to an artist of Raphael's rank has come up for public sale. Any foreign purchaser will need a special permit to take it out of Italy because the government prohibits unauthorized export of the country's art treasures.

The painting, on wood, measures only 8 by 10½ inches. It has a tentative value of almost \$90,000 (50,000,00 lire).

In colors still bright, it depicts Moses on Mt. Sinai receiving the 10 commandments.

The painting is privately owned but has been on display for many years in the famed art galleries of Rome's Villa Borghese. The auction was ordered to settle claims of creditors in bankruptcy judgment against the owner.

An earlier action was limited to representatives of Italian cities and museums but no one offered the minimum sale price of 50,000,000 lire. The court then ordered a second action for the public with no base price.

WHAT IS ONCE WELL DONE IS DONE FOREVER

Stamp News

To celebrate the centenary of the Ministry of Public Works, Portugal has issued a set of four stamps. The 1-escudo brown illustrates the Marshall. Carmona Bridge at Vila Franca. The 1.40-esc. violet shows the Football Stadium at Braga. The 2-esc green depicts the Faculty Building of the University of Coimbra. The 3.50-esc blue pictures Salazar Dam at Pego Do Altar.

In 1951 Greece celebrated the 50th birthday of King Paul. At the end of 1952 that country issued four stamps to honor that birthday. Three stamps bear the same portrait of the monarch. The dates 1901-1951 also are on each adhesive. The 200-drachmas is green. 1,000-dr red and 10,000 dr magenta. The 1400 dr blue shows an angel atop a coin. The coin has the portrait of the King.

The Spanish colonies of Spanish Guinea, West Sahara and Ifni each have issued sets of stamps, reports the New York Stamp Co. The stamps of Guinea show two birds. The West Sahara adhesives depict the head of an ostrich. Ifni's stamps show a bird.

Turkey has issued a multi-colored set of four stamps on behalf of its Red Crescent organization. The Red Crescent is similar to our Red Cross. The 1-lira pictures the Red Crescent flag. The 30-kr shows an olive growing out of the world globe. The 15-kr depicts the silhouette of a man and woman in the fields. The 5-kr illustrates an allegorical design of two figures on a world globe.

Recently the Third Lions District Convention was held in Baguio City, Philippines. To honor this occasion the Philippines issued two new stamps. 5-cent orange and the 6-cent blue green depict a scene in Wright Park, Baguio City. Each stamp also bears the Lions official emblem.

To commemorate the abdication of King Farouk on July 23, 1952, Egypt issued a set of four new stamps. Designs in this set show a woman with a sword, men and women marching and

The Mission Of "The Auctioneer"

By the Managing Editor

Auction news sources that are able to keep you awake to the many issues that confront the Auctioneers of America today. News Sources that are unfettered by censorship and selfish interests. "The Auctioneer" has no fetters. It recognizes facts, faces facts, is free to publish facts. It is not bound by political ambitions or obligations; it is unhampered by advertisers whose toes must not be trodden on; it is unprejudiced. "The Auctioneer" keeps itself free that it may speak freely to you. But it does not abuse its freedom. It maintains integrity to truth.

"The Auctioneer" does not use and is not dependent upon the regular news channels. Its own correspondents are in everyone of the 48 states and Canada and from them come their uncensored reports to you through these columns. "The Auctioneer" view point is not narrow, but is national. It is read by members and subscribers throughout the United States, by persons of all ages. Through its pages many fields of knowledge pass in review for Auctioneers.

"The Auctioneer" pledges itself to righteous principles in the interest of the Auctioneers, to expose hidden foes and subtle dangers that threaten the Auctioneering profession, to championing freedom for all Auctioneers that they may pass on to future generations of Auctioneers a better profession. "The Auctioneer" is the cord which binds one Auctioneer to another, by means of which are gathered together, to join and mingle in a single current everything that is to his interest and profession. As a member of the National Auctioneers Association you are also a correspondent for "The Auctioneer". A splendid combination.

holding a banner, a sunburst and a group of people standing in front of a marble column.

Second Annual Pioneer Breeders Female Sale

Last year's records shattered at San Antonio, with an average of \$1,817 and a sale top of \$5,000 on 40 head

The SECOND annual auction sale to be sponsored by the Pioneer Santa Gertrudis Breeders, held at the R. W. (Bob) Briggs Ranch near San Antonio, Texas, on Wednesday, November 11, set a record in the fact that, insofar as data is available, it is probably the only regular annual auction of purebred beef cattle in the United States that obtained a higher average in 1953 than that obtained for the same auction in 1952. A total of 40 choice Santa Gertrudis heifers sold for a highly satisfactory total of \$72,675, to average \$1,817 each—some \$173 over the 1952 average of \$1,644 obtained at the same auction. Walter Britten, College Station, Texas, was the auctioneer, and was also the auctioneer for the King Ranch Santa Gertrudis bull sale, the Kleberg County boys Santa Gertrudis heifer sale and the East Texas Santa Gertrudis breeders sale, all held as a part of a Santa Gertrudis sale circuit the first part of November.

Colonel Britten, is a member of the National Auctioneers Association, an Association whose membership is comprised of Auctioneers from the 48 States and Canada.

Unless we as Auctioneers give part of ourselves away, unless we can live with other Auctioneers and understand them and help them, we are missing the most essential part of ourselves and our profession.

MEMBERS and SUBSCRIBERS

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

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

A WORD AND A SMILE

Don't hurry through life with a frown
on your face,
And never a moment to spare
For the word and the smile are always
worth while
In a world full of trouble and care.

There are others with burdens as heavy
as yours,
Hearts weary with aching and pain,
That are longing to hear just a word of
good cheer,
Will you let them be pleading in vain?

Don't feel that misfortune has singled
you out
And made you her own special prey,
For you may be sure there's no home
so secure
But that trouble will enter some way.

There is a night club which has a
midget dancer for the benefit of the
patrons under the tables.

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More Than \$100,00 Paid For Marsh Estate At Public Auction

Colonel Robert J. Butcher, of Glenville, West Virginia, a member of the National Auctioneers Association, conducted the largest auction sale of real and personal property ever held in Gilmer county, West Virginia.

The sale was held on December 16th, at the court house in Glenville, to settle estate of the late C. W. Marsh. Total of the sale was about \$102,000. Involved in the sale was two theaters, a half interest in the Glenville Post Office 21 lots in Pine Manor Development, four dwelling houses, two farms, coal, oil and gas interests, a large business corner lot in Glenville and building lots in two large developments.

The estate was appraised at about \$86,000. Livestock, farm machinery and other personal property was disposed of a few months previous at public auction at the Fairgrounds under the direction of Col. Butcher. The chief item yet to be disposed of is the Gilmer County Fairgrounds.

Bidding was spirited at the sale which started at 10 A. M. and closed about 4:30 P.M. Mr. Marsh, who had accumulated the estate over a period of fifty years, died April 22, 1953, of injuries suffered in a jeep accident while at work on one of his farms.

Col. Butcher's advertising of the sale and the superb manner in which the sale was conducted, brought forth words of praise from the hundreds of visitors, as well as newspapers throughout the state that gave the big sale front page space. At the time of the Marsh sale Col. Butcher had less than one year experience as an Auctioneer. He graduated from an auction school and immediately joined the N. A. A., preparing himself in every way possible and when the big opportunity came he was ready. "I read 'The Auctioneer' faithfully", he said. "It is a wonderful publication. There is a general scramble at our home when it arrives. It is getting better every month.

LIVING BOUQUETS

"When I quit this mortal shore,
And mosey 'round the earth no more,
Don't weep, don't sigh, don't sob;
I may have struck a better job.

Don't go and buy a large bouquet,
For which you'll find it hard to pay;
Don't mope around and feel all blue,
I may be better off than you.

Don't tell the folks I was a Saint,
Or any thing you know I ain't.
If you have jam like that to spread,
Please, hand it out before I'm dead.

If you have roses,—bless your soul!
Just pin one in my buttonhole,
While I'm alive and well today;
Don't wait until I've gone away."

FASCINATING FACTS

Chamois leather does not come from chamois, but from the fleshy part of the sheep.

A baby cannot cry properly until it is at least five weeks old, when the tear glands should start to act.

A centipede never has a hundred legs; rarely more than twelve.

The patron saint of Ireland, St. Patrick, was a Frenchman named Succat.

A flea can leap two hundred times its own length; if a lion were as strong in proportion to its length it could leap a third of a mile.

Elephants can travel at twenty-five miles per hour.

It is impossible to fold a piece of paper in half more than nine times. (Try it!)

Of all the people in the world today, not more than one-third eat with knife and fork. Another one-third use chopsticks and the remaining one-third eat with their fingers.

It is always safe to learn even from our enemies—seldom safe to instruct, even our friends.

THE LIGHTER SIDE - - -

PERSEVERANCE

Did you ever watch a pipe smoker? He is continually relighting his pipe, although many times it may not actually have died out and all it would need is a little puffing to get it going. Many of us are a good deal like that in our daily lives. We feel that we need a fresh match or a new opportunity in order to achieve our goal, when really all we need is to expend a little more effort on our present task. We only need to try puffing a little harder. The harder we all puff the sooner our goal of 2,500 members will be achieved.

To Much Goin' On.

A Tennessee mountain man came down to Memphis for his first big city visit. When he returned home, he was asked how he liked the big city.

"Never did see much of the town," he replied.

"There was so much goin' on around the depot."

Pocket Dictionary.

Wisdom: Knowing what to do next.

Skill: Knowing how to do it.

Virtue: Not doing it.

Bear Facts.

A little girl was proudly showing her playmate her new home.

"This is my daddy's den," she said. "Does your daddy have a den?"

"No," was the answer, "he just growls all over the house."

Wanted To Be Sure.

Husband, answering telephone: — I don't know. Call the weather bureau.

Pretty young wife:—Who was that?

Husband:— Some sailor, I guess. Wanted to know if the coast was clear.

A trip on a ship is never dull. There's always something coming up.

Journeys End

The typical traveling salesman stopped at a typical farmhouse where there was no place to sleep but in the typical farmer's beautiful daughter's bed. The daughter had the typical solution to this typical problem. She propped up several pillows between them. The salesman remained the gentleman all during his stay. (Very untypical). Next morning, when he was leaving, he noticed the daughter on the other side of the fence and waved goodbye to her.

"Wait," he cried. "I have something for you. I'll climb the fence."

"Son," she replied, "if you can't climb a pillow, you sure can't climb a fence."

"Say waiter, I ordered pumpkin pie and you gave me apple."

"That's all right, all the pies are punk in here."

Harriet Nelson, of the famous Ozzie and Harriet team, says that one day her young son came in with his pants torn. She told him:

"You go right to your bedroom, take your pants off, and I'll mend them."

Then minutes went by, and there was no sign of the boy. Then she heard a sound down in the basement, and looking into the hall saw the torn pair of pants lying there.

The door to the basement was open and she yelled down:

"Are you running around there with your pants off?"

"No Ma'am," came back an indignant bass voice. "I'm reading the gas meter."

Be not angry that you cannot make others as you wish them to be, since you cannot make yourself as you wish to be.

An egotist is a man who thinks that if he hadn't been born people would have wanted to know why not.

THERE IS NO PROFIT IN NEGLIGENCE

A Penny Saved

X A canny Scot was engaged in an argument with the conductor on what the fare should be. Finally, the disgruntled conductor picked up the Scot's suitcase and tossed it out the door just as the train was crossing a bridge. It landed with a splash.

'Hoot mon,' screamed Sandy. 'First ye try to rob me and now ye have drowned me boy.'

X The young lady with an unsavory reputation was, after several unsuccessful bids, allowed to join an exclusive beach club. As she stood talking with two other members in the women's section of the lockers, a man with a towel over his face and head made a dash for the door. He obviously had mistaken the women's locker room for the men's, and had to dash for it in the nude with the towel when he saw the women come in.

The first girl member remarked, "My goodness, who was that. At least it wasn't my husband."

The second replied, "Nor mine."

The third—the unsavory member—said, "It wasn't even a member of the club."

X The woman was applying for relief and informed the social worker her husband had deserted her ten years before. Upon inquiry, however, the worker learned that the woman had ten children ranging from three months to eleven years of age.

"But," she asked the woman, "How about all these small children? . . . I thought you told me your husband had deserted you ten years ago?"

"Oh he did! he did!" agreed the woman "But you see, he sneaks back once in a while at night to apologize!"

X There was once an old-fashioned girl who fell in love with the bartender . . . he made such wonderful oldfashioneds.

When death, the great reconciler has come, it is never our tenderness that we repent of, but our severity.

X "My hands are still suffering from my hangover."

"Your hands?"

"Yes, her husband came home unexpectedly and I had to hang over the window sill."

X A kiss: Just another proof that two heads are better than one.

X Dean Martin. "Look at you, Jerry, that flabby pot. Why don't you exercise?"

Jerry Lewis: "I do exercise!"

"How do you exercise?"

"Every morning, first thing, I stand by the window in my pajamas and pull in my stomach four times."

"Where's the exercise in that?"

"Bending down to pick up my pants."

My maid was a jewel but she left me for a better setting.

X "How long was your last cook with you?"

"She was never with us. She was against us."

X Copper on telephone: "Hey chief, I've had Pretty-face Polly, the gun-moll in the third degree room here with me for hours, giving her the works!"

Chief: "Will she talk?"

Copper: "Gosh, I hope not!"

X Middle age it that time when you can look back and realize your mistakes and wish you could make them again.

X "Who was the biggest gambler in the world?"

"I dunno."

"It was Lady Godiva. She put everything she had on a horse. She didn't win, but she showed."

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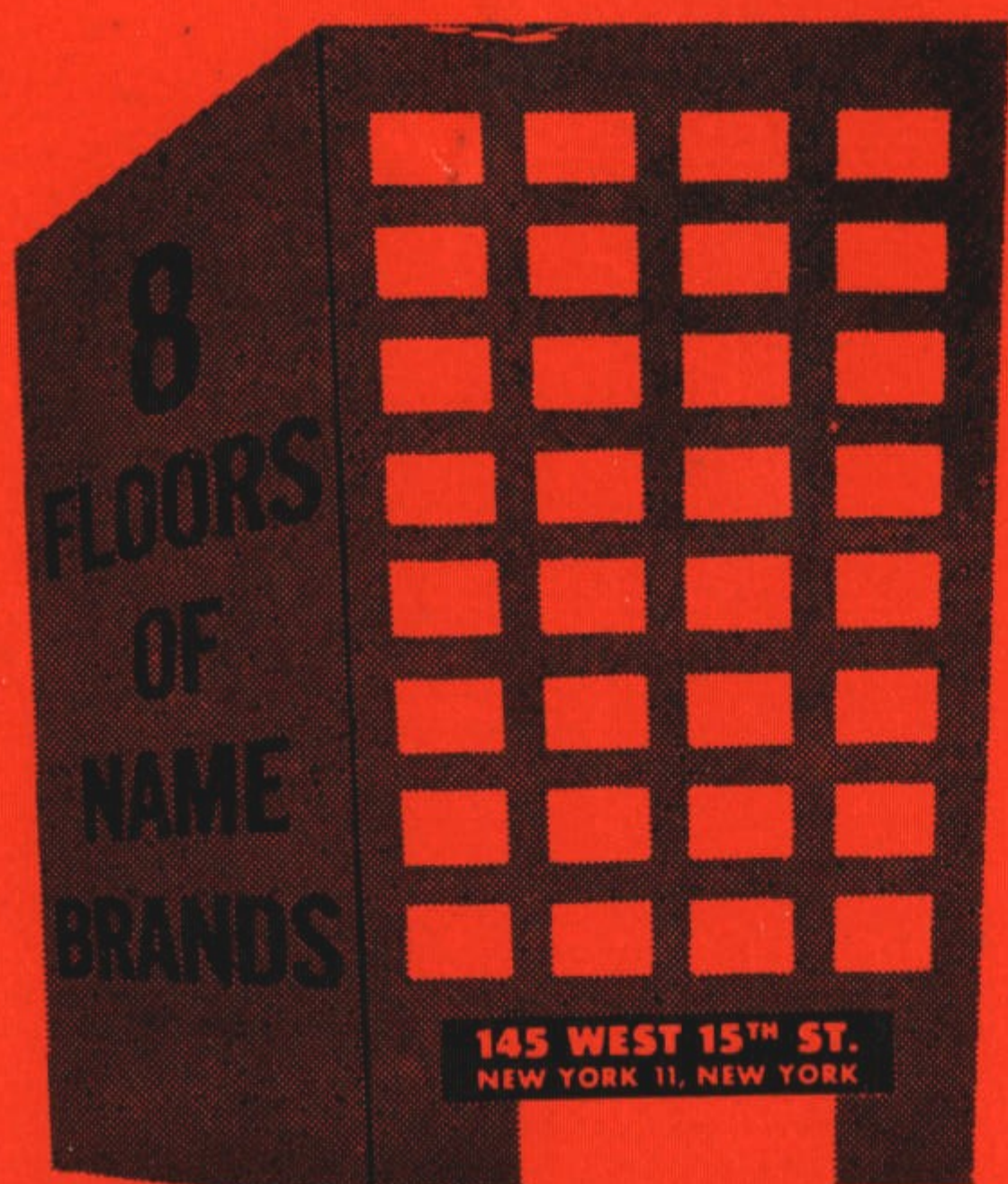
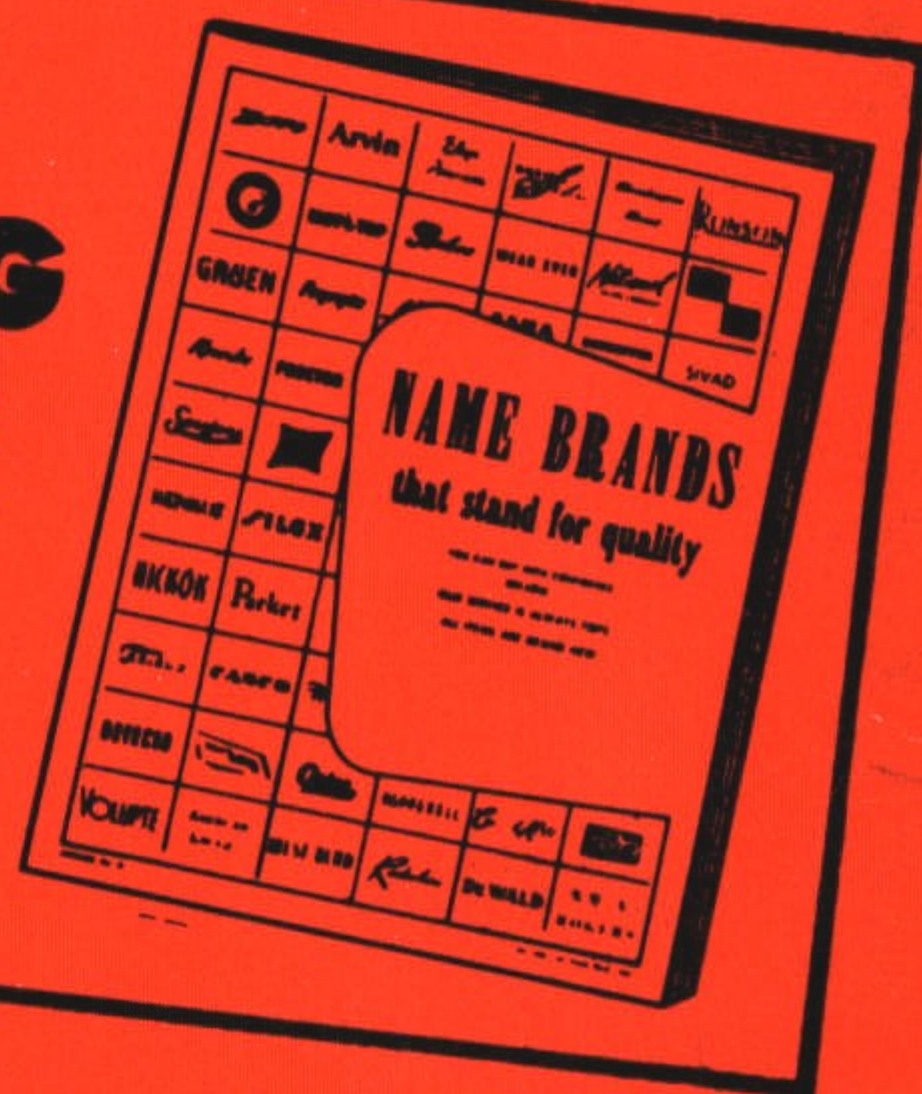
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