

The **AUCTIONEER**

NOVEMBER, 1952

VOL. III

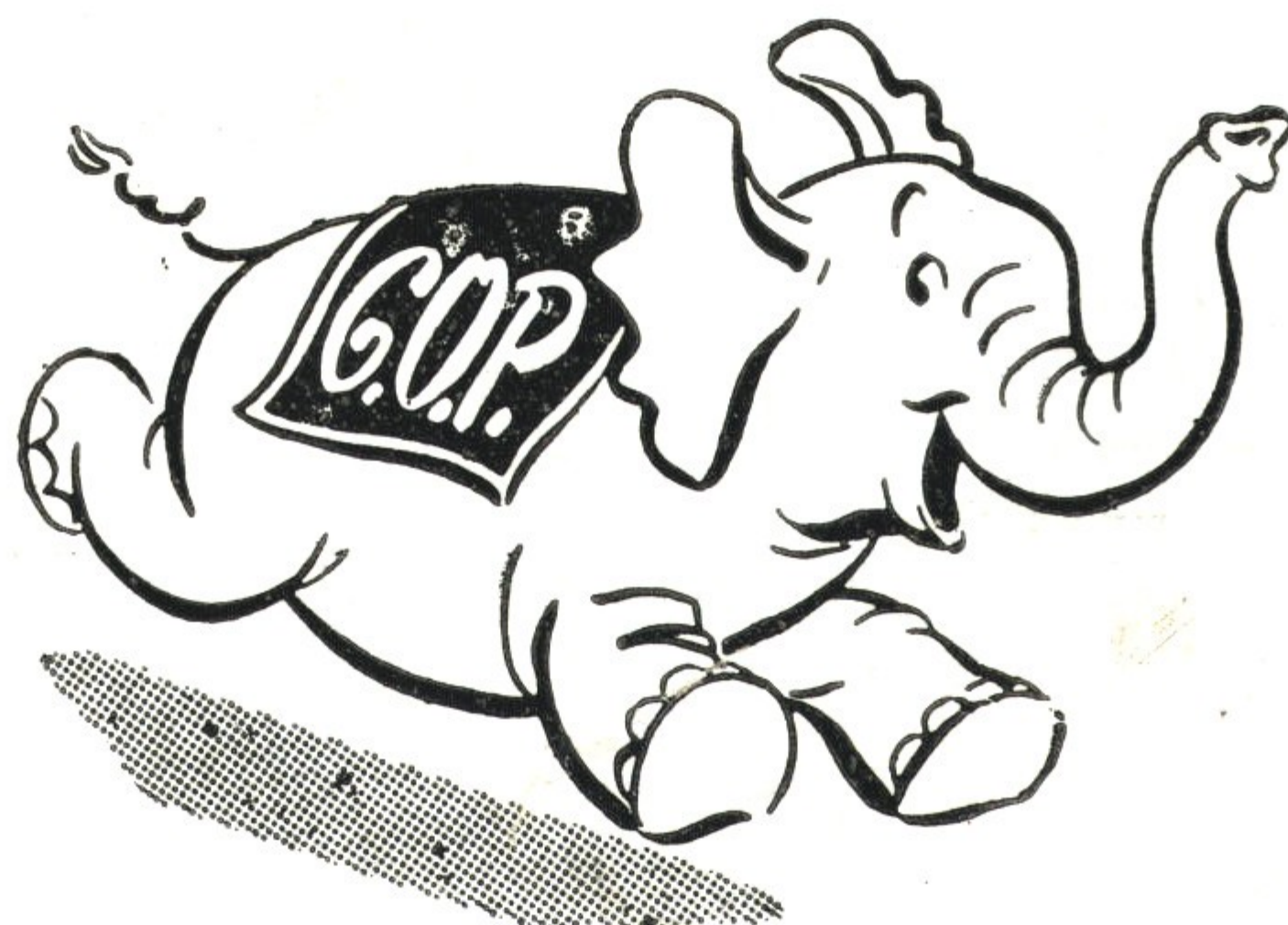
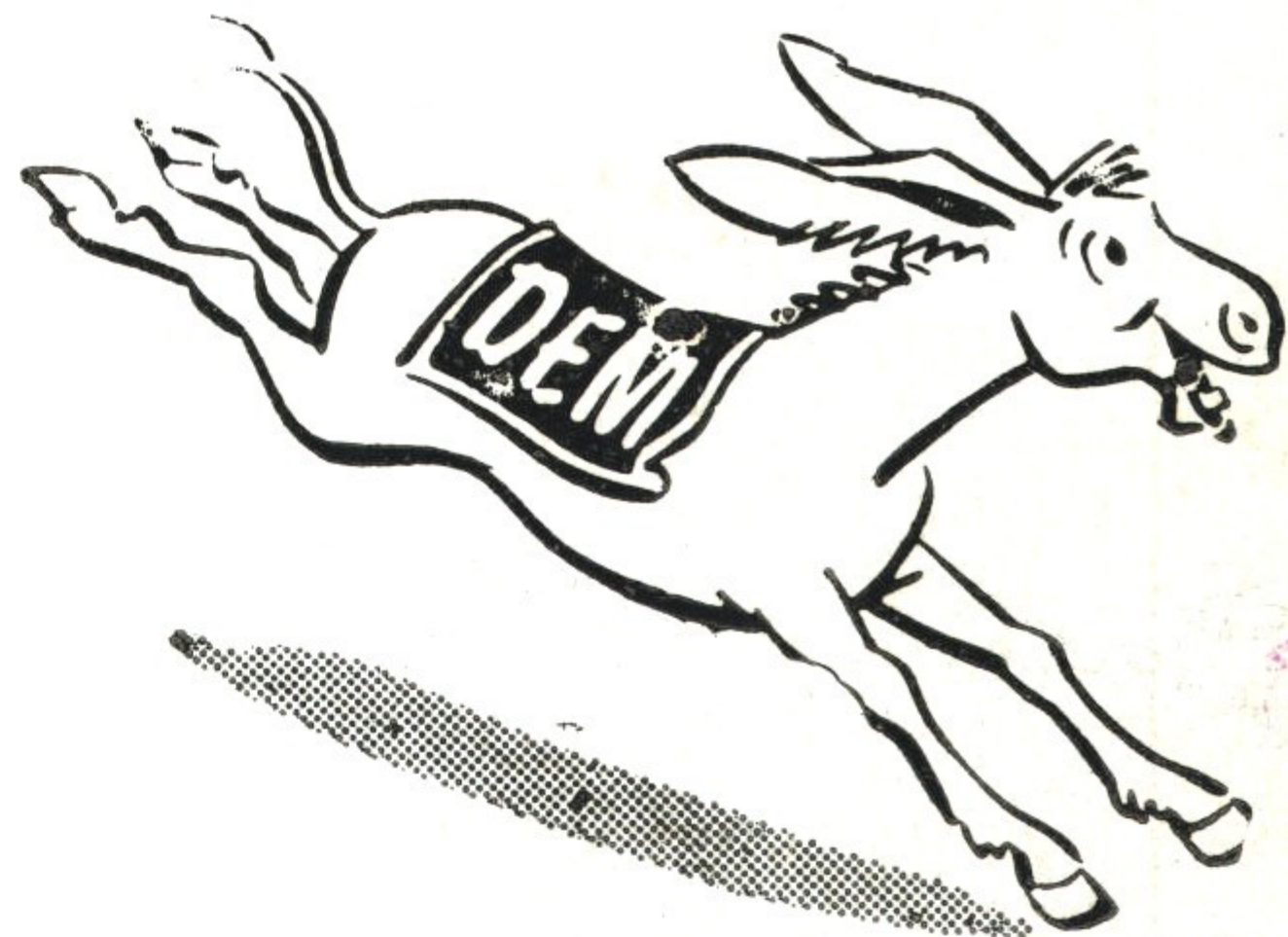
Official Publication of The National Auctioneers Association

No. 1



AUCTION

NOV. 5





THE AUCTIONEER

PUBLISHED MONTHLY, EXCEPT
AUGUST, AT TOLEDO, IOWA

OFFICIAL PUBLICATION OF
NATIONAL
AUCTIONEERS ASS'N

JIM BRUCE, Managing Editor

JOHN W. RHODES, Editor

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RATES: 10 cents per word. Minimum ad \$1.00. All advertising strictly cash with order.

LETTERS

From "Auctioneer" Readers

Fort Dodge, Iowa
October 10, 1952

Col. John Rhodes,
LeGrand, Iowa.

Dear John:

I don't know what's come over me. I wrote to you last month and now I find myself writing again.

Well I just got on the booster's page and now I feel I can write what I've been thinking for quite a while.

I think the booster's page is a fine thing but have you ever noticed how few of our officers and directors, the ones who have been elected to lead and direct us, and who urged us at the convention to help support the "Auctioneer", have their names on the booster's page. The booster's page should be for all of us.

Some years ago an old retired auctioneer told me that anytime an auctioneer didn't have anything special to do and there was an auction anywhere close no matter who was conducting the sale he should attend. He said an auctioneer can always learn something from another auctioneer even if you just learn to be nothing like him.

I've had this proven to me many times since. Not too long ago I attended an auction where the auctioneer stopped the sale and proceeded to give the crowd a cussing for being too noisy. I

(Continued on Back Cover)

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133 E. Mill Street
Marion, Ohio



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2623 S. Webster St.
Fort Wayne, Indiana

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122 Water Street
West Newton, Pennsylvania
1950-1953

COL. C. G. WILLIAMS
344 Smith Street
Sheridan, Wyoming
1952-1953

Here's A NEW FEATURE of the "AUCTIONEER"

Each month, we plan to carry a letter or report from NAA executives or board of directors in this space.

If the space is blank, someone went to sleep at the switch.



. . . we could
work a little harder
on 'The Auctioneer'

Hi Men:—

At this time of year people begin to understand what is meant by the line usually written by beginners on a typewriter, "NOW IS THE TIME FOR ALL GOOD MEN TO COME TO THE AID OF THEIR PARTY."

We here in the **AUCTION-
EER** office have begun to realize how nice it would be if all the members of the **National Auctioneers Association** would, "Come to the aid of their paper."

Do you men realize that this little magazine is **YOURS**?

It belongs to each of you, and it is our mouthpiece and yet the material that you send in to make up the copy could well come in by mosquito and I might add a very weak, old, worn-out mosquito could make it without half trying.

I know there is a feeling among most of you, "Let George do it," but for your information I want you to know **GEORGE ISN'T DOING IT**. Neither is Sam, or Norman, or William.

I hate to sound off like this but I also hate to think of how small and dry our magazine is and how nice and full of good reading and pictures it could be if you would

take a few minutes once a month to let the fellows know you're alive. If you can't think of anything else why not send a picture of you and the family and a little note about your Mrs. and the kids and we'll at least make a good looking magazine out of it if we can't have much to say.

By the time this number reaches you the directors will have had a special meeting in Columbus, Ohio. We will run an item in the next issue of this paper provided such material is sent to us.

No doubt there will be many decisions made at this meeting effecting the future of the **NAA** and we know that with a little past experience to draw upon these decisions should be expected to help us in the growth we rightfully can expect.

I hope all of you will realize the effort these men are putting forth in making the trip to Ohio to help decide things that will be for the benefit of all.

The cattle magazines called breed papers have a bull edition, the hog papers have a boar edition, some other papers have an-

niversary editions.

Why not have a Christmas edition? We offer an opportunity for you to say "Merry Christmas" to about 1000 Auctioneers all over the country in a very easy, quick and effective manner.

All you have to do is tell us what to say and how much space to use in saying it and we'll say it in the best manner we know how in the December issue.

If you have a picture that is old enough to make you and the little woman look young enough we will even put that in too. The advertising rates will be found inside the front cover and we will run it and send a bill which incidentally will be DEDUC-

TIBLE. Of course if you would rather do all that writing, licking stamps and sealing envelopes and then forget a lot of people, O. K. But we much prefer the idea we suggest and it is another way for you to help YOUR OWN MAGAZINE.

In the next issue we expect to have: A president's message; a report on the special director's meeting; a report from the secretary's desk, and anything else you boys care to send along. In the meantime think it over fellows and drop a line to THE AUCTIONEER, either at LeGrand, or Toledo, Iowa.

Auctioneerly yours,
John W. Rhodes



Here's another NAA Convention picture. If the men do a little more business this year, maybe they'll be able to dress better at the convention next year.

MEET THE

“AUCTIONEER” Family

Since you happen to be a member of it, you might like to know something about the rest of “The Auctioneer” family of readers, its size, character and reputation.

These few thoughts are addressed to the entire membership and especially to the many Auctioneers who have associated themselves with the National Auctioneers Association during the past two months.

Maybe you never thought of a magazine as having a “family”, but “The Auctioneer”, like a lodge or club, finds its most loyal supporters among Auctioneers who believe in its basic character and purpose.

You Auctioneers who read “The Auctioneer” regularly constitute our family of readers, and every month this magazine goes into the homes of Auctioneers, just like yours, where every Auctioneer shares a common interest in its character and policy. If they did not believe in it, they would not read it.

Of course, “The Auctioneer”, like any magazine cannot please everybody. It will give little or no satisfaction to those who crave sensational stories or articles not suitable for publication.

Instead, during the years that Col. Rhodes, has edited “The Auctioneer”, he has insisted that it be published as an interesting, entertaining and helpful magazine by and for the Auctioneers, which has resulted in the member of every Auctioneer’s family reading it from cover to cover.

In other words, “The Auctioneer” has a clearly defined, sound purpose and is edited in accordance with very definite principles.

The kind of people who have been attracted by such a policy continues to give encouragement to the Editor making it possible for him, by your support, to show continued improvement.

It has been found that in the homes where “The Auctioneer” is received is not only read by the Auctioneer but by every member of the household, by at least three members of the average family group. In our total family audience approximately 1,500 see and read “The Auctioneer” every month, a splendid group of solid American citizens.

Because the character of a magazine indicates the character of its readers, you will not be sur-

prised to learn that our family of readers is a prosperous, substantial and trustworthy family.

Readers of "The Auctioneer" are not the wealthiest people in the United States, but they do earn 40% greater income than the average for the country.

If you made a survey it would no doubt indicate that 99 out of every 100 Auctioneers have established a local reputation for paying their bills promptly.

Clearly the large family of readers have a sense of personal responsibility. By and large the family of readers are leaders.

Auctioneers who have such a sense of personal responsibility usually participate in community affairs, in their state and national associations of Auctioneers and are always doing something constructive for the betterment of their communities and their organizations.

It would also indicate that just about 9 out of every 10 Auctioneers belong to some local civic or fraternal group. That one out of every three has held some official position in these useful organizations. Best of all, about 90% are church-going Auctioneers. If you are among the 10% try and meet one of the fellows among the 90% group.

You and hundreds of readers may not personally know each other, but you share the same faith in wholesome fundamental principles. Hundreds of Auctioneers so banded together offer a positive force for good.

That is why the Editor and all

those who contribute to it, see in you, the readers, the hope of the enlargement and improvement of your mouthpiece, "The Auctioneer".

That is why they believe that your faith in your profession, in your Auctioneers Association, in your family, in your home and your community will give you the courage to keep the National Auctioneers Association always forging ahead and by your contributions to "The Auctioneer" make it strong and influential so that you in your profession may be equally strong.

The Editor and all those associated with him, in his efforts to promote a magazine for the benefit of all the Auctioneers begs of each and every member to contribute something to "The Auctioneer" and to the many new members that have affiliated within the past two months, now that you have met the family, feel free to join with others in support of and in cooperation with and for the National Auctioneers Association and the mouth organ of the Auctioneers of these good old United States "The Auctioneer."

I am glad and proud to be a member of the family.

X It pays to sow the best seed possible. If you are kind you will attract a lot of people to your sales you don't like and before long you will learn to like them

X It's not only inevitable but fair that every Auctioneer should be the subject of occasional gossip. So why worry.

Coats' Notes

by B. G. Coats



Our President has set his sights on a large increase in membership.

That is as it should be.

May his tribe increase, and may his thoughts be pondered by each and every member.

Talk with the Auctioneer who is not a member or write him a letter and tell him all about the National Auctioneers Association.

Send him a copy of "The Auctioneer". Get them talking, its grist for the mill. Advertising, publicity and sales promotion which each and everyone of us are doing every time we talk to an Auctioneer about the NAA.

Your efforts to do just that will reflect in such an increase in members that it will lift the NAA to a new high level. No Auctioneer will be able to resist the invitation you extend to join the NAA.

He may give you a weak comeback, but if you exercise your ability as a salesman he will admit of his interest.

Do you carry an application

card for membership in your pocket?

You are always ready to book a sale on the spot, why not book a new member on the spot?

—●—

X Have you ever observed that the successful Auctioneer is the one that makes hay from the grass growin' under the other fellows feet.

—●—

Auctioneers all over the United States are moving up to the National Auctioneers Association. There is a reason. You will never be satisfied with yourself until you have sponsored an Auctioneer for membership.

—●—

X The best time for an Auctioneer's ship to come in is before he is too old to navigate.

—●—

Auctioneers who do more than is expected of them and who do things without being told are getting the largest commissions.

—●—

X The search for young Auctioneers who can do the job keeps the

old Auctioneers awake all night.

Going . . . going . . . going UP.

In 1951 one of the large metropolitan daily papers ran 116,000 lines of auction sale advertisements. This was an increase of 11,000 lines over 1950 and 28,000 over 1949.

Isn't this clear evidence that Auctioneers are depending more and more on advertising. In the May, 1951 number of "The Auctioneer", I read an article by Pop Hess, setting forth the amount of money yearly taken in VIA of the auction method of selling.

If I remember correctly he stated that it was in excess of one billion dollars.

This is something that should make every reader of "The Auctioneer" take notice. It is food for thought. It should make every Auctioneer wake up to the vital importance of advertising not only themselves but to give their sales far reaching publicity.

Now if the large city newspapers are having such a tremendous increase in auction sale advertising, it stands to reason that such would be the situation throughout the country.

All reports show that the auction method of selling is gaining momentum in every village and city in America.

Are you prepared to meet the challenge? Someone is going to get the business. Will it be the Auctioneers who have kept themselves abreast of conditions and prepared themselves for this golden opportunity, or will it be the Auctioneers who just sit back

and wait for the phone to ring?

You know the answer and if you don't, let me tell you that you are about twenty years behind time.

Get into and support and cooperate in every way you can your state and national associations of Auctioneers. In such organizations you will find the leading Auctioneers of America.

Ask yourself - why are these top-notch Auctioneers joining together? There must be a reason and there is a reason.

They know that only through organization can they ever hope to ascend to the position to which their profession should be and that is one of influence, prestige and respect.

If every Auctioneer in the United States could only be made to realize the tremendous amount of strength, progress and development individually and collectively that would emanate through associations of Auctioneers there would be no stopping place and the profession, your business and your Associations would be "going - - - going - - - going UP" to unprecedented achievements.

—●—

Have you paid your membership dues for 1952?

Your Secretary gives unselfishly of his time without one cent remuneration. Those who have not paid their dues are imposing on the Secretary as it makes more work for him.

The least we can do is to pay our dues and make his work as light as possible.

BOOSTING THE

A \$5 BILL GETS YOUR NAME AND ADDRESS

Notice that Iowa leads the list of "The Auctioneer" boosters. The editors don't know what's wrong with NAA members in other parts of the U. S. Texas, for example, always claims to be tops in everything,

IOWA

Col. Guy L. Pettit, 104 North East St., Bloomfield
Col. John F. Beecher and Son, Elma
Col. Henry C. Godlove, Realtor, Indianola
Col. R. D. "Jim" Brown, Ida Grove
Col. Wendell Ritchie, Marathon
Col. Howard B. Johnson, Story City
Col. Leon E. Joy, Ames
Col. Slim Kautzky, Glidden
Col. Clinton A. Peterson, Fort Dodge

ILLINOIS

Col. Ray Hudson, Route 1, Morrisonville
Col. Mike Gordon, Remington Sales Service, Chicago 40
Col. C. B. Drake, P. O. Box 308, Decatur
Col. Bruce Parkinson, Route 2, Kankakee
Col. Walter Holford, Edwardsville
Col. Bud Drake, Decatur
Col. John A. Carr, Macon

INDIANA

Col. L. T. Crawford, 219 West 7th St., Mishawaka
Col. Laird N. Glover, Route 5, Crawfordsville
Col. Wilbur D. Whittle, 1402 East Monroe St., Goshen
Col. R. C. Foland, Noblesville
Col. Earl Ellis, Washington
Col. Harold Broshears, Evansville

NEBRASKA

Col. John W. Heist, P. O. Box 22, Beatrice
Col. T. C. Jensen, 509 Blaine St., Holdrege
Col. J. D. Kirkpatrick, 224 West 2nd St., Grand Island
Col. Henry Rasmussen, St. Paul
Col. Leon S. Nelson and Col. Dan J. Fuller, Albion
Col. James Webb, Grand Island

PENNSYLVANIA

Col. Tom Berry, Hill and Main St. West Newton
Col. Homer H. Sparks, 1244 East State St., Sharon
Col. Philip A. Engelmeier, 500 Foreland St., Pittsburgh
Col. Q. R. Chaffee and Son, Auction Mart, Towanda
Col. Hubert S. Post, Washington

MINNESOTA

Col. Tom Gould, 1311-13 Nicollet Ave., Minneapolis
Radde Bros. Watertown and Waconia
The Davis Twins, Identical Auctioneers, St. Peter and Madison Lake
Col. Martin Lampi, Annandale
Col. E. T. Nelson, Renville

E AUCTIONEER

SS ON THESE PAGES FOR A WHOLE YEAR.

but we see only one booster here from the Lone Star State. It's up to you guys. If you get busy and sign up the most boosters, we'll move you and your state to the top of the list.

NEW JERSEY

Col. Herbert Van Pelt, Maplewood Farm, Readington
Col. B. G. Coats, 490 Bath Ave., Long Branch
Col. Joseph A. Guzzi, 477 Patten Ave., Long Branch
Col. Watson Van Siever, Burlington

WISCONSIN

Col. Joseph W. Donahoe, 706 Harriet St., Darlington
Col. W. C. Heise, 915 Park Ave., Oconto

MISSOURI

Col. Bill McCracken, 820 W. Essex, Kirkwood 22
Col. Stanley Wasielewski, 10039 Diamond Dr., St. Louis

OHIO

Col. Ralph Drake, Montpelier
Col. Homer Pollock, Delphos

TEXAS

Col. W. J. Wendelin, Henderson

NEW YORK

Col. Mac M. Rothkopf, 317 Bushwick Ave., Brooklyn 6

TENNESSEE

Col. J. Robert Hood, 7 Public Square, Lawrenceburg

VIRGINIA

Col. Frank D. Crim, "Wasena Hills", Roanoke 15

MICHIGAN

Col. Fred W. Smiley, Saginaw

ELSEWHERE

National Auctioneers Association Auxiliary, Anywhere, U.S.A.

NOTICE. THERE'S PLENTY OF ROOM HERE FOR MORE BOOSTERS.

"Quotable Quotes"

Unearthed by Col. Wendell S. Simpson

X "The mainspring of all progress (individual and social) is the desire to fulfill in character all one has planned in thought."

... Newell Dwight Hillis

X Happy the man who hath stored up such treasures of mind and heart as that he stands forth among his fellows like a lighthouse on some ledge, sending guiding rays far out over dark and troubled seas.

... Hillis

X "Remember that as things go up in value the interval between seedtime and harvest must lengthen, every gardener knows that which ripens quickest is of least

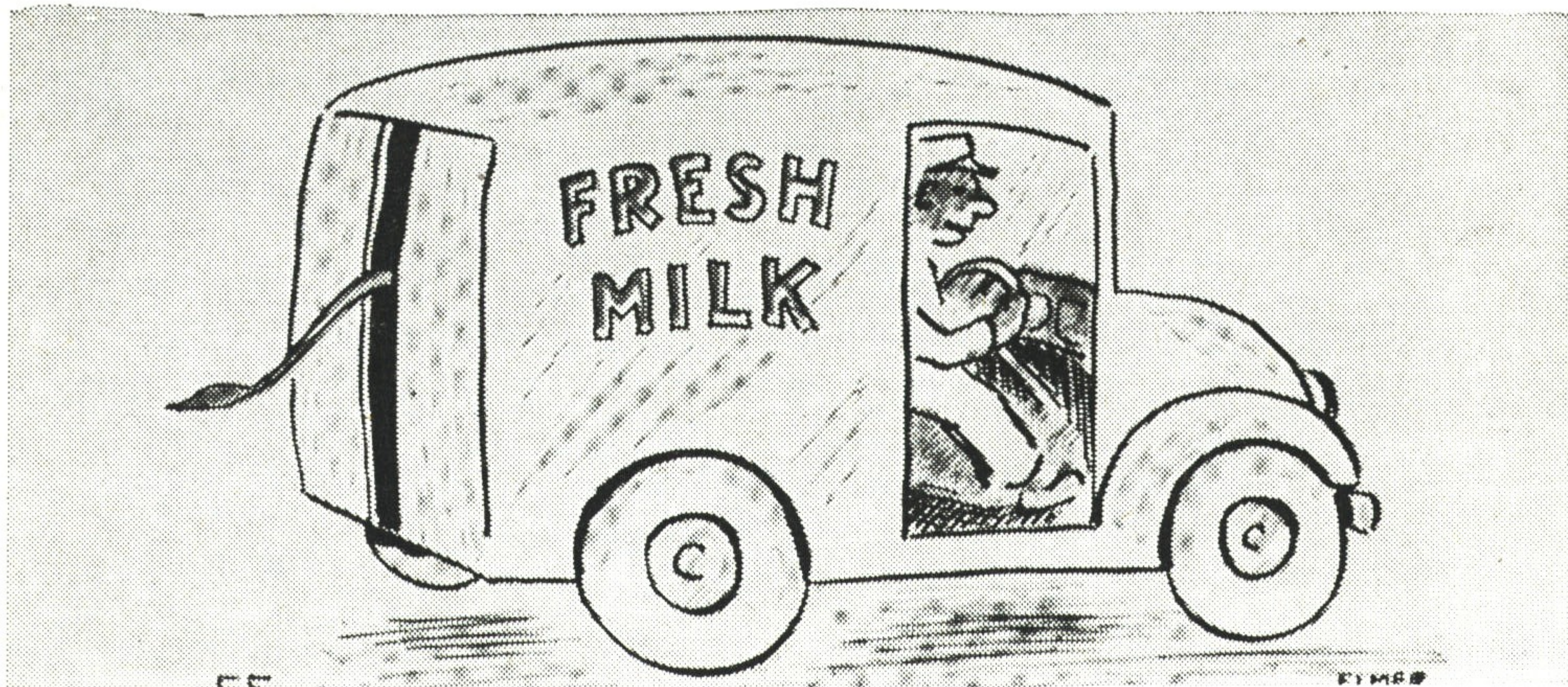
worth.

The mushroom needs only a night, the common vegetable a few weeks, the strawberry a few months, the farmer must wait a few years for his ripened russets, and the woodsman many years for the full-grown oak."

... ("Principally") Hillis

X "The self-denial of yesterday brought the influence of today - - Upon this principle God has organized the industrial world. Man must take his choice between ease and wealth; either may be his but not both."

... Newell Dwight Hillis



9 Charter Members At Annual Meet Of Illini Colonels

The Illinois State Auctioneer's meeting was held in Jacksonville, Illinois, Sunday, Sept. 21, at the Dunlap Hotel.

The committee, Col. Henry Peters and Col. Carman Potter, both of Jacksonville, are to be commended for their splendid efforts.

A wonderful luncheon was served in the Mayfair room of the hotel to some 150 auctioneers, wives, and families, following the invocation by Rev. Malkom. Immediately following we were entertained by the "Three Jr's" and a pantomine group of three boys and the father, Mr. Ed Jackson.

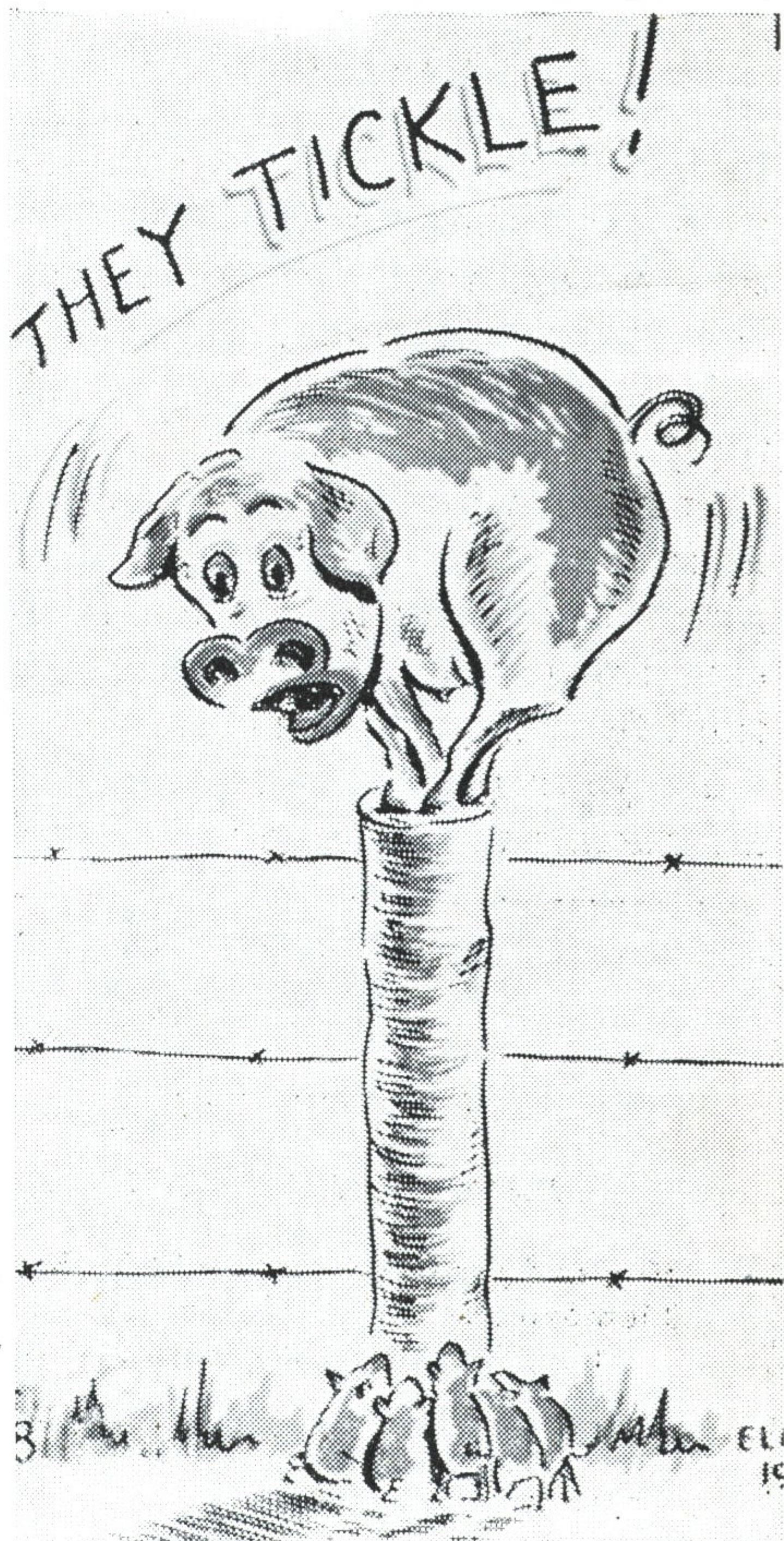
The welcome address was given by the Hon. Ernest Hagland, Mayor of Jacksonville and the response by Mrs. Walter Holford, Pres. of the Ladies Auxiliary to the N.A.A.

Col. Walter Holford of Edwardsville, Ill., pres., then took charge of the meeting. Nine of the original charter members and the wife, representing her deceased husband, Col. Jouett of Al-

ton, Ill., were present and introduced.

The fall semi-annual meeting is when officers are elected. Col. Pete Slater of Pana, Ill., was elected as president; Col. Shelton of Sesser, Ill., vice-president; Tom Sapp of Springfield, Ill., secretary-treasurer. Directors elected were Col. E. J. Van Tassel of Robinson, Ill.; Ray Hudson of Morrisonville, Ill.; and Carman Potter of Jacksonville, Ill. After a very constructive meeting we were adjourned.

The next meeting will be in Springfield, Ill., date to be announced later.



\$ \$ \$ \$

What's the Value Of A Smile ?

X A newspaper account recently told the story of a boy who had been struck by the broken end of a live wire, which touched one side of his face, burning and paralyzing it.

In the court, the boy's lawyer asked the little fellow to turn toward the jury and smile. He tried. One side of his face smiled, but the injured side just puckered up in a pitiful condition.

The jury took twelve minutes to award the boy \$20,000. The amount was thus certified as the legal value of a smile.

If a smile is worth \$20,000 after you lose it, it must be worth that much while you still have it. A friendly smile and a genuine interest in your fellow Auctioneers are essential for success in the life of any auctioneer.

At your next sale try smiling all during the sale and you will

find that you will feel better after the sale, during the sale and that your visitors will respond far more readily to your advances for more bids. Only an auctioneer can CRY and SMILE at the same time, and it costs nothing and means so much.

A handwritten letter and envelope, with a personally licked stamp affixed, is a joy to receive in these days of mechanical and hygienic gadgets.

Try and make the Secretary happy by sending him a letter and enclose an application card for membership. Others are doing it why not you? His address is Col. J. Meredith Darbyshire, 158 Vine St., Sabina, Ohio.

X Girl applying for a job: "I'm Gladys Zell".

Auctioneer: "I'm pretty happy myself. Have a seat."

X "I can't quite diagnose your case," said the doctor, "I think it must be drinks." "Allright Doctor," replied the Auctioneer, "I'll come back when you are sober."

WANTED

AUCTIONEERS and LOCATIONS

ILLINOIS, IOWA, MICHIGAN, WISCONSIN, INDIANA, OHIO

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

REMINGTON SALES SERVICE

1509 WEST LAWRENCE

CHICAGO 40, ILLINOIS

IT CAN BE DONE . . .

Are you one that said, "It Couldn't Be Done"?

Get a load of this.

The drive for new members is rapidly developing into the most aggressive campaign in the short history of our Association. Results, one member in a period of four weeks has obtained eight new members.

How did he do it?

By selling the Association to others, taking just a few minutes of his time to write a letter to this one and that one and by personal contact.

He is one of the busiest Auctioneers in America, yet he finds time to sell the Association to others because he believes in the necessity, importance and value of a National Auctioneers Association. He wants the future Auctioneers of America to have opportunities that were never his.

He wants to make the Auctioneering Profession one that will be honored and respected, one of influence and prestige. He knows that the only way such can be accomplished is through organization. Doesn't the results of this busy Auctioneer make you and I just a wee bit ashamed of ourselves?

Let's try and be just as good

a salesman as he is and resolve here and now to obtain new members.

If you are an Auctioneer, you are a salesman, and a salesman always produces results.

Always carry a few application cards for membership in your pocket. You can get them by writing the Secretary, Col. Meredith Darbyshire, 153 Vine St., Sabina, Ohio.

His mail is getting heavier every week and while he too is a very busy man he always finds time to promptly acknowledge your letters. Unless he hears from you let's not expect to hear from him.

Let's each and everyone of us deluge his office with new applications for membership and don't be one that said "It couldn't be done", let's all be like the member who has proven it "CAN BE DONE".

GREETINGS

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

ILLINOIS AUCTIONEER'S
ASSOCIATION

We Have A Fine Leader

Let's Show Our Appreciation

We have a leader who has not sought the high places, but who has been drafted into services because of his ability and willingness to serve.

We have a leader who knows where he is going, why he is going and how to get there.

We have a leader who knows no discouragement, who presents no alibi.

We have a leader who knows how to lead without being dictatorial; true leaders are humble.

We have a leader who seeks for the best for those he serves.

We have a leader who leads for the good of the most concerned, and not for the personal gratification of his own ideas.

We have a leader who marches with the group, interprets correctly the signs on the pathway that leads to success.

The best way we can show our appreciation for such leadership and give him much gratification is for each of us to obtain new members. Let all of us make his tenure of office the most progressive in the history of our Association.

DUESERDUE

Look in your wallet at your membership card—when does it expire? It would save our new secretary lots of work if all of us whose dues are due would send in a check for \$10.00, marked Renew Membership.

If you get a line from Col. Darbyshire, Wilmington, Ohio, saying "Dueserdue" it will be the real McCoy as he has been elected to collect your dues and when you fail to respond with a check he has been authorized to order your name dropped from the mailing list of "The Auctioneer."

Mrs. Drake: "I'd sure like to see a picture of my husband."

Photographer: "I'll send you three pictures of him."

Mrs. Drake: "Why three?"

Photographer: "He ain't all in one picture."



"That's my barrel. I bought it at the auction yesterday."

L-I-V-E

SPELL IT BACKWARDS

AND WHAT DO YOU GET ?

by B. G. Coats

EVIL spelled backwards is LIVE.

Some who read this will be glad that it has been brought out into the open. Others, (the guilty), will wish we had minded our own business. We are minding our own business when we try to help others, it helps us.

One of the greatest evils existing today in the Auctioneering profession is the ridiculous commission or fee that some Auctioneers charge for their services, knowledge and experience.

Some have taken sales for such small amounts, I am ashamed to quote, I am so embarrassed for them.

I have asked over and over

WHY, and the stark answer is, "Why, if I didn't I wouldn't get the sale". Now isn't that a fine alibi for being a poor business man?

It just isn't because of the other fellow cutting his commission so low; it isn't because all, or at least most are guilty of the same thing, and each blaming the other.

A favorite expression is: "The Auctioneer who was smart enough to stick to his usual commission didn't get the sale, so he had time to go fishing and get a mess of fish, while the Auctioneer who cut his commission got the sale, and he has no time to go fishing, but who sure has a mess.

Do the Auctioneers who cut their commissions feel obligated

to their communities, and feel that they must donate their skill and know-how to the people they sell for?

Have you ever heard of a doctor, plumber or carpenter working for their customers for less than they would anyone else?

WHY must Auctioneers continue to cut each other's throat?

Why cut holes in the feed trough just because someone else is eating at it? Who would not call a hog a fool for eating holes in his trough just to keep other hogs from getting some of the feed?

Yes, it most certainly is an EVIL that could be reversed, and then it would spell LIVE.

SUBSCRIBE NOW

"THE AUCTIONEER"

BOX 174

LEGRAND, IOWA

Herewith is \$2.00 for a one year subscription to "The Auctioneer."

Name _____

Address _____

State _____



Bull session at recent NAA Convention. (The one with the horns is a Holstein.)

DO YOU KNOW?

Do you know that in the near future the National Auctioneers Association will sponsor a scholarship with the monies given to the J. Albert Ferguson Memorial Fund? Do you know that the recipient of this scholarship will be the son or daughter of a member? Do you know that this money was and is being raised to perpetuate the memory of the late J. Albert Ferguson, president elect, who was called to the great beyond before taking office?

Would you like to make a contribution to this fund and have your name recorded along with others?

Make your check payable to J. Albert Ferguson Memorial Fund and mail to the Secretary, Col. Meredith Darbyshire, Sabina, Ohio. If you send cash or money order please inform the secretary for what purpose the money is being sent.

X There is fascination in the very thought of an auction sale. Not, indeed, that there is always something to be picked up, but that there is an ever-present possibility.

There is an allurements in the very sight of an auction sale advertisement, whether it be tacked on the wall of the country store, the telephone pole, the post office, heard on the radio, or read in the newspapers.

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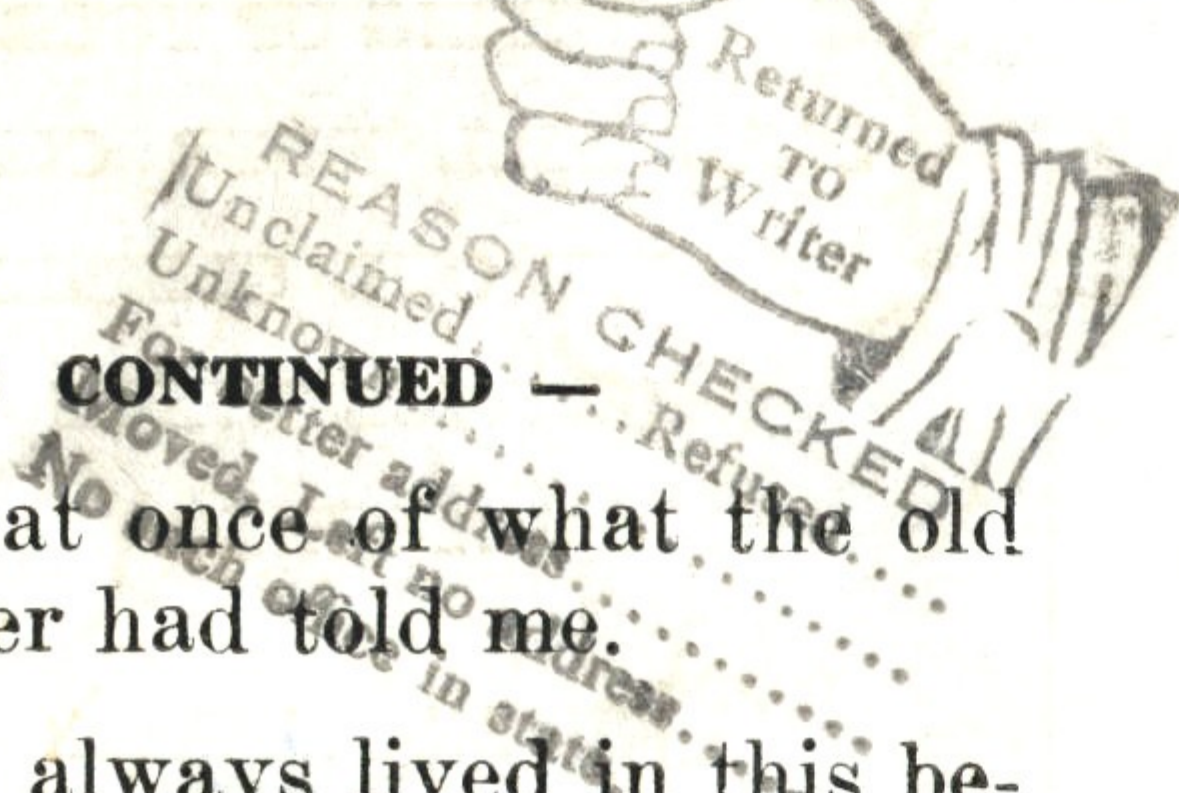
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LETTERS CONTINUED —

thought at once of what the old auctioneer had told me.

I have always lived in this belief, that people come to an auction because they wanted to come. It's their money that they are spending and they have a perfect right to leave when ever they wish.

And I always try to treat them as our guests at our sales.

Sincerely yours,
Clint Peterson

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