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NATIONAL CONVENTION

July 15-16-17

Omaha, Nebraska



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Let Us Display It

Our flag, recalls Arthur Gordon in a magazine article, is a piece of cloth, rectangular, fashioned in three colors. It has no life of its own, but nothing is more alive. It has no voice, but nothing is more eloquent.

Its pattern has changed often since its beginning; its basic meaning, never. In school we used to pledge allegiance to it — remember? — long before we understood the meaning of the word. Nor was it an idle pledge. Our flag has known victory and temporary defeat, but it has never lacked defenders.

Why? Because it is a symbol, and men live by symbols and sometimes die for them. It is a symbol of this republic, past and present. Not a symbol of all the things that go to make up a nation — only the best things. The best of realities, the best of hopes and dreams. Liberty, justice, freedom of worship and of speech. Courage, loyalty, leadership. The inextinguishable desire in the hearts of men to build a society founded on decency and kindness and honor.

It stands for the things that are physical, too. The shining oceans that cradle this nation, the wind-ruffled wheat fields, the soaring cities, the timeless mountains. The mighty rivers, and the shy, lost lakes. The splendor and the promise of the land.

Is it in danger of falling out of favor with us? This is not the idle question it seems. The flag flies in all our parades, it is true. It dignifies our schools, marks our post offices, stands in our courts of justice, remains the soldier's pride — and sometimes his shroud. But is it still the heart of every American household as once it was? Is it still displayed by private citizens, with love and reverence, the way it used to be?

In many families, yes. But in many others, no.

Why should this be? Because Americans are less patriotic than their grandparents? That is not so. Is it not more likely that in a century that has already seen three terrible wars, "nationalism" has become a suspect word? Is it not conceivable that in their desperate de-

sire for peace, some people confuse patriotism with militarism, and listen to those who use the term "flag-waver" as an epithet and a reproach?

If so, this is shallow thinking. The flag is not a symbol of war or a desire for war. The flag simply represents the things we will fight for — if we have to. Sometimes we are forced to fight to preserve these things. So are free nations everywhere.

Let each of these nations revere its own flag. Let each country try to live up to the ideals it represents. Let each one ponder the lesson history teaches: that when a nation begins to neglect its symbols, it begins to die.

Here, in America, let us bring the flag back into the home, where it belongs. Let us display it as a reminder to ourselves of the values our sons and brothers have died for. Let us teach our children to regard it as a symbol not merely of what we are as a nation, but what we hope to become.

From such symbols man draws strength when strength is needed.

New Members

We welcome you into the National Auctioneers Association and extend to you a most cordial invitation for you to share in the many opportunities that have been planned for you at our national convention July 15-16-17, in Omaha, Nebraska.

Col. Charles F. Putnam, Iowa.

*Col. Alvin Leth, Nebraska.

Col. Robert Shea, North Carolina.

Col. Adrian G. Scoggin, Texas.

Col. Dick Lenox, South Carolina.

Col. Sherman C. English, Maine.

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OPPORTUNITY

by B. G. Coats

There is a good old word that has been badly abused by our muddled thinking, but a word that manages to survive, and is certain to recover its former standing. That word is "OPPOR-TUNITY." It means the port or the opening of the door that stands opposite you, and of course, anything opposite you must be directly before you. The best observers and interpreters of life have added the sense that always there is such a door, and that it is accessible.

In this latter sense, OPPORTUNITY has met much recent challenge. There are many Auctioneers who say it no longer exists. Mostly they mean, we may suppose, that the door that now stands opposite them—the door at present accessible to them—is not the door they want. They thought opportunity meant a big door, or at least an inviting door; and this present one may be small and plain—a side door or even a back door; and because they do not understand that this is their door, they say there are no doors, no opportunities. That is one mistake we make. A thousand doors may be closed; our door is the one that stands open, provided nothing dishonorable is on its threshold. That it is a plain and humble door makes no difference whatever; every door, big or little, opens upon the same wide world of possibilities, and every career will stretch or shrink to the size of the person who makes it.

We mistake once more when we think that given the opportunity, that is all we need. But opportunity has been the ruin of many. Opportunity is a day of judgment. It is to be regarded with respectful deference, for every opportunity is a test. Far sterner than what a man may require in his opportunity is what the opportunity may require in the man. There are three kinds of

opportunity:

There is first the opportunity that makes you. Every Auctioneer has that. In youth it is the opportunity to learn. The Auctioneer asks: "What good is all this stuff going to do me?" None can enswer that but you. We can only say that it took mankind a thousand years

to learn this thing, and if you learn it now you are richer by a thousand years; it took mankind 100 years to learn that, and if you learn it now you can start abreast of your times. If not, how and when do you expect to catch up? There's not a single fact you learn or a tiny discovery you make today that may not stand forth — even a quarter of a century hence — as the very thing you need in some crucial hour. The days and all their duties are full of the sort of opportunity that makes you.

Then, there is the opportunity that takes you. When you talk with Auctioneers to learn how they became what they are, you will discover that it is just as much a mystery and surprise to them as to anyone else. They thought they knew what they wanted to be, but a petty incident, identifiable only in the afterlook, suddenly turned them into another path. And there they are! Few persons choose their jobs; the job reaches out and chooses them. But it chooses them at the level of their preparation. Some young people have not the remotest idea what they are going to be, and there need be no anxiety about that. Neither did the present leaders of the automobile world know what they were going to be — there were no automobiles when they were growing up. They thought they were going to be this or that, but along came the other thing. Neither did the leaders in the electrical, or chemical, or aviation, or radio worlds know what their life-work would be — these things could not be chosen because they did not exist; a man could not prepare for them, he could only prepare to do what ever life might ask him to do. And most of you are going to engage in work that has not appeared yet. But get ready. Look ahead 20 years. Try to see what ought to come in the world of Auctioneering, and prepare for anything! Acquire all possible equipment; none of it will come amiss, and you will be ready when opportunity takes you.

If you do this you need have no fear of the third kind of opportunity — the opportunity that breaks you. The worst thing that can happen to some is to get an auction sale. They are not ready for it. Many a young fillow can sell himself, and when he has done that he

is through — he has nothing more to deliver. His opportunity is his defeat — he was not ready. He did not invest in himself. Serious thinking was too hard on his head. Good books required too much of his time. He wants to be a passenger in the boat of life, but pulling his own weight blisters his hands. He knows how to arrange his hair but not how to manage his mind. Opportunity comes and finds him out. because he has the right stuff in him, he will learn from that experience, and when opportunity returns, as it always will, it will find him ready.

Look again at that opportunity which is directly before you. It may not be what you dreamed, but once in it, it will take you anywhere you want to go — if you are ready. If you are not ready, beware of opportunity!

In Auctioneering, as in all professions, members of their respective professions take advantage of every opportunity. That is why they have National Con-

ventions. That is why our National Convention has been planned for your benefit. It is your opportunity — and on July 15-16-17, it will be directly before you!

I Know

This day will never come again; therefore may I make this day the best day of my life.

Work is stimulus; doers are the real benefactors of the human race.

If I live youth, I am young;

If I live happiness, I am happy;

If I attempt worthwhile things, I shall accomplish them.

I know that this world is not man's only abiding place, else why the human aspirations which spring from our hearts and remain for a time unsatisfied.

True happiness is a thing within, when I search for it, I have; and when I get it and give it away, it comes back double.

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\$500.00 will buy them all. I have saturated this area. Requires 32 ft. highside semi-trailer to move in one load.

TOM D. BERRY

HILL and MAIN STREET

WEST NEWTON, PENNA.

ALL SET FOR OMAHA

by Managing Editor

It is good for an Auctioneer to get away from his own domain. Things seen continually lose interest and charm; when one comes back to them it is with news eyes to perceive. In other words the desirability of getting away at least once a year from things seen and done every day in the confidence that home surroundings will gain in interest and charm after a little time spent away from them, and it applies also to your business. That is why they have state and national conventions.

Such a philosophy fits precisely in to the month of July, as on the 15-16-17 Auctioneers from all parts of the country and Canada will be gathering in Omaha, Nebraska. The trip to and from Omaha will afford you an opportunity of seeing other parts of the country and the convention makes it possible for you to commune with your fellow Auctioneers. Both are highly recommended practices, and the convention can give flagging spirits a mighty lift.

Every time an Auctioneer attends a national Convention he can learn something if he goes with a receptive mind. The national convention this year is designed to leave with each Auctioneer something useful. In the unlikely event that he happens to know just about everything, he is almost certain to see or hear something which will make him think over facts already in mind, and the result is practically always salutary.

The point then, is "Let's all take part in our national convention. Go to the convention, if you can. Tremendous effort is being poured out into the attempt to make it the best and most practical yet. If offers a rare opportunity, of which all who can possibly do so surely will take advantage.

It is good for every Auctioneer to get away from his own domain, at least once a year, and it is better yet for every Auctioneer to just lay everything aside and be present for the greatest event ever planned for your own personal benefit. The time is short but Auctioneers are known for making rapid and good decisions, but if you fail to make a decision to attend the national convention you will be the loser.

Who Is A Colonel

by the Secretary

A "Colonel" is a person engaged in the auctioneer profession who is a member of the National Auctioneers Association, is subject to its rules and regulations, observes its standard of conduct and is entitled to its benefits.

The term "Colonel" is not a synonym for Auctioneer. It is the distinctive and exclusive designation for those within the membership of the National Auctioneers Association. The term definitely connotes business competence and high standards of business conduct. Every Auctioneer has pledged that he will observe and abide by the CODE OF ETHICS promulgated by the National Auctioneers Association and has manifested that he is of good business character and that he is capable of properly disposing of other peoples' property entrusted to him at public aution.

"Them Clicks" (Author Unknown)

You often hear lodge members fussing, When lodge affairs they are discussin' They growl about the so-called tricks That's pulled in meetin's by the clicks. But wait! there's nothin' so dern wide That it don't have another side. When scarcely no one comes to meetin', When there's very few to do the greetin', When no one else for the lodge is workin',

You'll never find the click a-shirkin'.
In short, there's lots we hate about 'em,
But still we can't git along without 'em.
Now this may not sound awful nice,
I reckon, though, it's good advice;
If YOU don't help to make things go
Except by votin' "aye" or "no";
If, when there's work, you don't hop to it,
DON'T kick about how others do it.
Instid of growlin' at the rowers,
Just start a-heavin' on YOUR OARS.

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OUR GUARANTEE

The Ladies Auxiliary

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

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

Welcoming Committee

Mrs. Helen Fuller — Albion, Nebr.

Mrs. Clara Jensen — Holdrege, Nebr.

Mrs. Doris Rasmussen — St. Paul, Nebr.

Mrs. Edith Sherlock — St. Francis, Kan.

Nominating Committee

Mrs. June Holford — Illinois

Mrs. Almeda Wilson — Ohio

Mrs. Lela Chaffee — Penn.

Mrs. Florence Wendlin — Texas

Mrs. Daisey Ramsey — Tenn.

Membership Committee

Mrs. Lela Bockelman — Iowa

Mrs. Betty Steiner — Maryland

A complete schedule of all events will be available and furnished you at the Registration Desk. Any member of the above committees will only be too glad to wait upon you and make your visit as pleasant and comfortable as possible. Baby Sitters are provided for you by the Ladies Auxiliary. (Merely make your request at Registration Desk.)

Good Fellows Will Benefit From Street Auction Here

The chant of the auctioneers — tobacco and otherwise — will fill downlown streets July 16 for the benefit of World-Herald Good Fellows.

A gigantic street auction will be held that night by members of the National Auctioneers Association during their convention here.

A spokesman for the association, which represents the nation's 1,500 fast-talking "colonels," Saturday told Richard Hoery, Good Fellows president, they will consider the auction their Centennial gift to Omaha.

Omaha merchants will contribute several thousand dollars' worth of merchandise for the auction, with all proceeds going to the Good Fellows.

Mr. Hoery said it will probably be necessary to rope off three or four At the end of the road.

streets that night, with auctions on every corner.

Jerry Foy of Fremont, Adolph Zicht of Norfolk and Rex Young of Plattsmouth are auctioneers in charge. — Reprint from front page of the Omaha-World Herald, May 16, 1954.

What We Need

A little more tenderness A little less creed;

A little more giving, A little less greed.

A little more we,

A little less I;

A little more laugh,

A little less cry.

A little more flowers To lighten life's load;

And fewer on graves

Come to Omaha. July 15 - 16 - 17

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DO YOU STILL WANT THE 'FAIR TRADE ACT"?

by Col. B. Greenfield

A New Jersey Synthetics Corp., manufacturers of Garden Hose, have just announced that they are putting garden hose on the "FAIR TRADE" list. They have as a result entered into a contract with a dealer in New Jersey and have by this contract established a minimum retail price on their merchandise. This means, that every merchant handling their hose must hold up the price, whether they sign a contract or not. The "Fair Trade" act is the worst enemy of the poor man's pocketbook.

In New Jersey at this writing there is a gasoline war on.

You are buying your gasoline at least six cents cheaper on the gallon. Put gasoline on "Fair Trade" and you will find that at the end of the year your money will depreciate at least 10 to 12 percent.

Every businessman, whether manufacturer, distributor or retailer, is entitled to a fair (not protected) profit for his product. Fair Trade prices, although upheld by the Suprame Court, to my mind, not conductive to good business practices in a competitive economy. Our country thrived and became great through a competitive system that meant giving the most for the least — not the least for the most.

Today there is no competition in prices of such commodities as cigarettes, gasoline, beer, wine, liquors, many drug items, etc. Why is it necessary in a competitive market to protect the retail price of any product, and at the same time not protect the purchasing (dollar) power of the consuming public? This is a positive discrimination against the masses of our country.

Fair trade prices are therefore definitely a protection against incompetence and a weapon for higher profits. A competitive open market is the only remedy for this unnecessary evil in our way of life.

Some day, I shall expose to you the profits of the so-called "reliable jeweler" in your city makes on such watches as Benrus, Bulova and other standard make watches and they are the first ones to insist that the manufacturers enforce the Fair Trade act. The profits these jewelers make will shock you. We will also expose the mark-up prices that some of these manufacturers use. As to how they do it, watch for this at some future date.

Write the Governor of your State, write the Senator of your State, write the Assemblymen of your State. Tell them you want the "Fair Trade" Act repealed at once. Tell them you want competition in trade and if this is done, watch how far your dollar will go. Remember, the "Fair Trade" Act was only made for the rich to get richer and the poor to get poorer.

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LOOKING THROUGH THE OLD KNOT HOLE

by Col. Pop Hess

At the time of writing this column, it is June 10th here in Ohio. It is around 85 in the shade here today, and old Ohio is again coming thru with good prospects for farm crops and plenty of livestock.

Also, as I gaze thru the old knot hole, note it is time to get my data on its way to New Jersey, where my good friend, Col. Coats and his staff can take out all the isims — get it edited to meet the deadline of the 15th; and I admit my writing does need some doctoring up in order to meet the high standard of this good publication, "The Auctioneer."

As this July issue arrives to the auctioneers all over the United States and Canada, all roads will be well greased up and heading for Omaha for the Annual Auctioneers Convention. Again, as I gaze thru the old knot hole, I can see this coming Convention the best yet to be held. It is very evident the Nebraska Auctioneers Association started planning this event the night the curtain came down at last year's Ohio Convention, and knowing something of the kind of timber they have out in Nebraska, they will put over a shindig long to be remembered.

Again, I want to repeat my suggestion made before in other years, as to how this Convention can become large and effective in membership and action. The National Association of Auctioneers can become very strong and meet the challenge of the future, by working out the one set plan to supervise the job — that all states not yet having a State Association — one should be set up.

My suggestion would be that the fees of the State Associations and the fees of the National Association be made up in one lump sum, each state member also to be a National member.

My suggestion further would be that in each State Annual Meeting they follow the program of sending a certain number of Delegates to the National Convention, and these delegates would in turn vote on all business before the National Association. For example, a state had 100 members the delegates would vote, the proxies of their membership would total 100 votes, etc.

To my thinking, this would, in the first place, make sure of certain attendance of so many delegates instructed to attend; and it would also bring to each individual state member his best interest was looked after at the annual Convention if he were unable to attend. In other words, the National would be the Parent association. The State Associations would be closely joined, and many problems could be solved.

This is just a skeleton thought, and I am sure if this would be introduced on the floor of the National Convention it would bring probably some hot discussion pro and con, but it could be a leader that some way or other would make a stepping stone to the present set-up.

After all, each year we see new License being introduced, and the time is not too far distant when it will take a combined body of hard thinking Auctioneers to get into the written laws, and control just what should be in all for the benefit of the Auctioneering Profession.

So, for your coming Convention, July 1954, my suggestion, my suggestion, for what it may be worth, is food for thought, and from here on it's your baby. Nurse it—or bury it.

This column for the July issue is my Voice to all Auctioneers attending the Convention. There is nothing I would like better than to be in attendance. However, in my retirement, I make my appearance on all such events by keeping near to my Hobby Acre Home, Worthington, Ohio, looking thru the Old Knot Hole in the back yard—and you would be surprised what all I see by so doing.

Hobby Acre and Radio Station WRFD keep me well occupied. Daily publicity

"ALLSETFOROMAHA"

of Auction Sales held in Ohio, under my direction, keeps me close to the Auction sale work. In the past five years it has been my pleasure to put out over the air, by radio, to all sections of Ohio, some 6,000 sales, and in my Saturday broadcast over WRFD, July 10th, will devote some several minutes on the Convention at Omaha July 15-16-17. I will urge all able body active Ohio Auctioneers to get out the old gas wagon and head for the Convention. AND BOYS, WHY NOT GO. YOU CAN HAVE A LITTLE VACATION, AND YOU CAN HELP TO MAKE THE BUSINESS YOU ARE DEPENDING ON MORE WORTH-WHILE AND KEEP IT PROTECTED.

Again, that is my Convention suggestions, and thru July 15-16-17, instead of looking thru the Old Knot Hole, I will have my best hearing ear planted all over the Knot Hole, listening to the draft from Omaha.

Famous last words: "What the heck, that's just a little hill. Let's pass 'em!" Sign on florist's truck: "Drive carefully! The next load may be yours!"

N.A.A. To Bring 1500 To Omaha

Omaha, Neb.: — An estimated 1500 members of the National Auctioneers Association and their wives will converge on the city July 14th, for the three day national convention being held at the Hotel Fontenelle, July 15-16-17. The hotel reports reservations have been coming in for the past two months from all the states and Canada.

This convention will be the biggest influx of convention visitors of several years. Huge throngs are expected on the downtown streets for the gigantic charity auction sponsored by the Goodfellows of the Omaha World-Herald. Here one will be treated to hearing the Auctioneers from Maine to Texas, from Florida to Washington as all will participate in selling many thousands dollars worth of merchandise which has been donated for the event. All monies raised at the auction will go to the Goodfellows who do so much good for the unfortunate.

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PREDICTIONS AND HUNCHES

by Col. Elias Frey

Tractor receipts for the month of April totaled 1575 in 10 of the major farm machinery auctions through-out the U. S. There was a sprinkle of all sizes, makes, ages and conditions comprising this total. The supply was heavy, and therefore the buyers went cautious in their bidding, which in return resulted in a draggy market. There are a lot of rough southern tractors showing up at present, and when mixed in with a few good clean ones of the same make and age, they cause a great variation in prices of the same model. I would say prices on the larger sizes were about 5% lower than the preceding month, and the small models were active and steady. There seems to be a lot of action in the smaller models, as the cultivating and planting season approaches. The weather has had some effect on the prices of tractors in the mid-states. We have had ments are in the greatest demand, es-

so much rain that hardly any work has been done here as yet. This in turn, gets many of the farmers to invest in an extra tractor to be able to catch up on the farming when it goes. This condition has resulted in a pretty good clearance on tractors; however, on a weaker market. The quantity of tractors in the auctions will fall off a great deal for the month of May. I would estimate about 40% less tractors will pass over the auction block in May as compared to previous month. I look for a good outlet on small tractors, and a fair movement on the larger ones.

No one can deny the fact that the farm equipment industry will have to give Harry Ferguson an awful lot of credit for developing a 3 point hitch, which is sweeping the industry like a new broom on a marble floor. The 3 point hitch tractors and their imple-

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We Know Our Business and Can Teach You

See Col. "Mike" Gordon

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

''OMAHAINJULY''

pecially in the eastern half of the United States.

Just a word about what becomes of the tractors that go through the auctions at present. I would estimate about 25% are bought by the farmer, and truckpatch farmer, about 70% of them are bought by dealers and traders to be resold; incidentally a number of tractors will reach 2 or more of the auctions as they may sell better in one area or another, and jockeys will cart them around for resale. The other 5% usually end up in the junk yards, where they belong or are sold in piece-meal for parts.

Farm Equipment, other than tractors has been coming into the auctions in great volume. In the month of April over 8000 pieces of equipment passed through the 10 auctions that I have record of. Approximately 85% of this sells at average to good prices. Farm Machinery auctions are like any other auction, you cannot figure to get retail, but often an item will bring more than the

dealer asked for it at his retail store. It takes a smart man to know what used farm machinery, as a whole, is worth today.

Do you know?? I don't.

Elias Frey



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 adver-

BIG VALUE SAW NEST



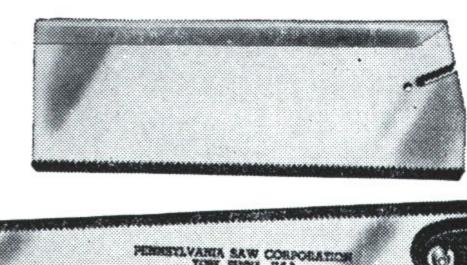
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ANNUAL CONVENTION

Of The

NATIONAL AUCTIONEERS ASSOCIATION

HOTEL FONTENELLE

OMAHA

NEBRASKA

JULY 15 16 17

1954

With

GIGANTIC CHARITY AUCTION ENTERTAINMENT

BENEFIT "GOOD FELLOWS, INC."

SPONSORED BY THE OMAHA WORLD-HERALD

Welcome to Our 8th Annual National Convention July 15 - 16 - 17 OMAHA NEBRASKA

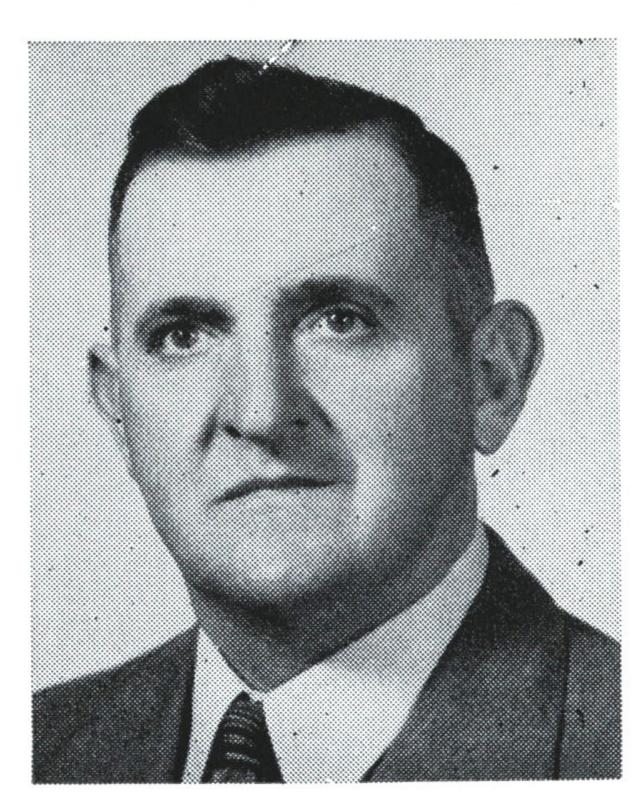
The National Auctioneers Association takes this opportunity of extending to all Auctioneers in the United States and Canada a most cordial and sincere invitation to join the hundreds of other Auctioneers to meet in national convention.

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

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

National Auctioneers Association

PRESIDENT'S MESSAGE



Col. Walter Holford

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

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

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

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

WALTER HOLFORD, President, National Auctioneers Association

HOTEL FONTENELLE

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

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

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

HOTEL FONTENELLE

Omaha's Welcome to the World



CONVENTION HEADQUARTERS
Hotel Fontenelle Omaha, Nebraska

''OMAHAIN JULY'

1954 CONVENTION COMMITTEES RECEPTION COMMITTEE

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

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- Col. E. T. Sherlock, Nebraska
- Col. C. G. Williams, Wyoming
- Col. Wendell Ritchie, Iowa

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- Col. Howard D. Albright, Colorado
- Col. Henry Berman, Massachusette
- Col. R. J. Thomas, Montana
- Col. J. Robert Hood, Tennessee

"ALLSETFOROMAHA"

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Col. Rex Young, Nebraska

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Col. C. B. Smith, Michigan

Col. Bernard Hart, Indiana

Col. Guy L. Pettit, Iowa

Col. Jack Gordon, Illinois

Welcome to Omaha, Nebraska

JULY 15 - 16 - 17

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

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

Come One Come All WELCOME COL. HENRY RASMUSSEN

CONVENTIO

Thursday — July 15th

A. M.	
9:60	Registration continuing throughout the day.
9:00	Meeting of Reception Committee
10:00	Meeting of Program Committee Meeting of Auction Sale Committee
10:45	Meeting of Public Relations Committee
11:00	Meeting of Nominating Committee Meeting of Resolutions Committee
11:20	Meeting of Committee on Convention City for 1955
12:00	Address by Hon. Robert B. Crosby, Governor of Nebraska
Р. М.	
1:00	Call to Order by the President
1:05	Invocation — Col. John Rhodes
1:10	Welcome by Nebraska Auctioneers Association Col. E. T. Sherlock, President
1:15	Greetings — Omaha Chamber of Commerce
1:30	Adress by the Fresident — Col. Walter Holford
1:45	Appointments of Convention Chairman
1:50	Address "Convention and Why" — Col. Guy L. Pettit
2:10	Respect to Departed Members
2:15	Adjourn
3:00	Three hour lectured sight-seeing tour by bus to points of interest in Omaha
0.20	including lectured tour through nationally famous Boy's Town. Everybody Get Together for Square Dance — Come as you are.
A	paverviouv itel lugelijel lui buliale Dalice Culle as vul alva

Friday - July 16th

	i i i day
A. M.	
8:30	Breakfast for all.
9:00	Call to Order.
9:05	"Code of Ethics" — Col. Ernie Weller, Nebraska
9:20	"Purpose of Organization" — Col. Bernard Hart, Indiana
	Panel Discussion
9:45	"The By-Laws" — Col. Carman Y. Potter, Illinois
10:00	"Federal, State and City Legislation" — Col. Jack Gordon, Illinois
10:15	Panel Discussion (Members to be chosen by the Chairman) Subject: Are Auctioneering Licenses Helpful to Auctioneers?
10:30	"Real Estate at Auction" — Col. J. M. Darbyshire, Ohio
10:45	"Selling Purebred Livestock at Auction" — Col. Charles Corkle, Nebraska.
11:00	"Automobile Auctions" — Col. Bill McCracken, Missouri
11:30	"Machinery and Farm Sales" — Col. Woodrow Roth, Pennsylvania
11:45	Adjourn for Lunch.
P. M.	
1:00	Call to Order.
1:00	Travelogue — "Livestock and Auction Business in South America" — Col. E. C. Weller, Nebraska.

PROGRAM

- 2:15 "Industrial Liquidation at Auction" Col. Lester Winternitz, Illinois
- 2:30 "Antiques" Col. Jim Wilson, Ohio
- 2:45 "Furniture" Col. L. M. Sweet, North Carolina
- 3:00 "Power of Organization" Col. H. W. Sigrist, Indiana
- 3:15 Fun Auction -- by all.
- 3:30 "Shakin' the Bushes" Col. Bill Wendelin, Texas
- 4:45 "Public Relations" Col. J. Robert Hood, Tennessee
- 5:00 Adjourn.
- 7:00 Charity Auction Sponsored by Omaha World-Herald Good Fellows Club.

Saturday - July 17th

Λ. Μ.

- 9:00 Call to Order
- 9:05 "Sixty Years Selling at Auction" Col. Tim Preece, Nebraska
- 9:20 "Power of Advertising" Col. Walter Carlson, Minnesota.
- 9:35 "Livestock Auction Markets" Col. Cecil Emerick, Nebraska
- 9:45 "Dairy Cattle ales" Col. C. B. Smith, Michigan
- 10:30 Secretary's Report Col. B. G. Coats, New Jersey
- 10:45 Treasurer's Report Col. Henry Rasmussen, Nebraska
- 10:55 Report of Resolutions Committee
- 11:00 Report of Nominating Committee
- 11:15 Election of Officers and Directors.
- 11:30 "The Auctioneer" Col. B. G. Coats, New Jersey.
- 12:00 Adjourn.

P. M.

- 1:00 Call to Order.
- 1:15 President's Address of the Ladies Auxiliary.
- 1:05 Acceptance Address by the President.
- 1:30 "The Beginner in the Auction Business" Col. Walter E. Palmer, California.
- 2:00 "The Professional Auctioneer" Col. Harve Duncan, Iowa
- 2:30 "The Auctions in Canada" Col. Archie Boyce, Canada.
- 3:00 "Between You and Me" Col. Art Thompson, Nebraska
- 3:30 Selection of Convention City for 1955.
- 4:00 "Something to Take Home" Col. Herbert Van Pelt, New Jersey.
- 4:30 Adjourn.
- 6:30 Grand Banquet Members Wives Guests.

Presentations of Awards and Introductions.

First Auctioneer to Register (Nebraska not eligible)

Auctioneer traveling greatest distance.

Oldest Auctioneer.

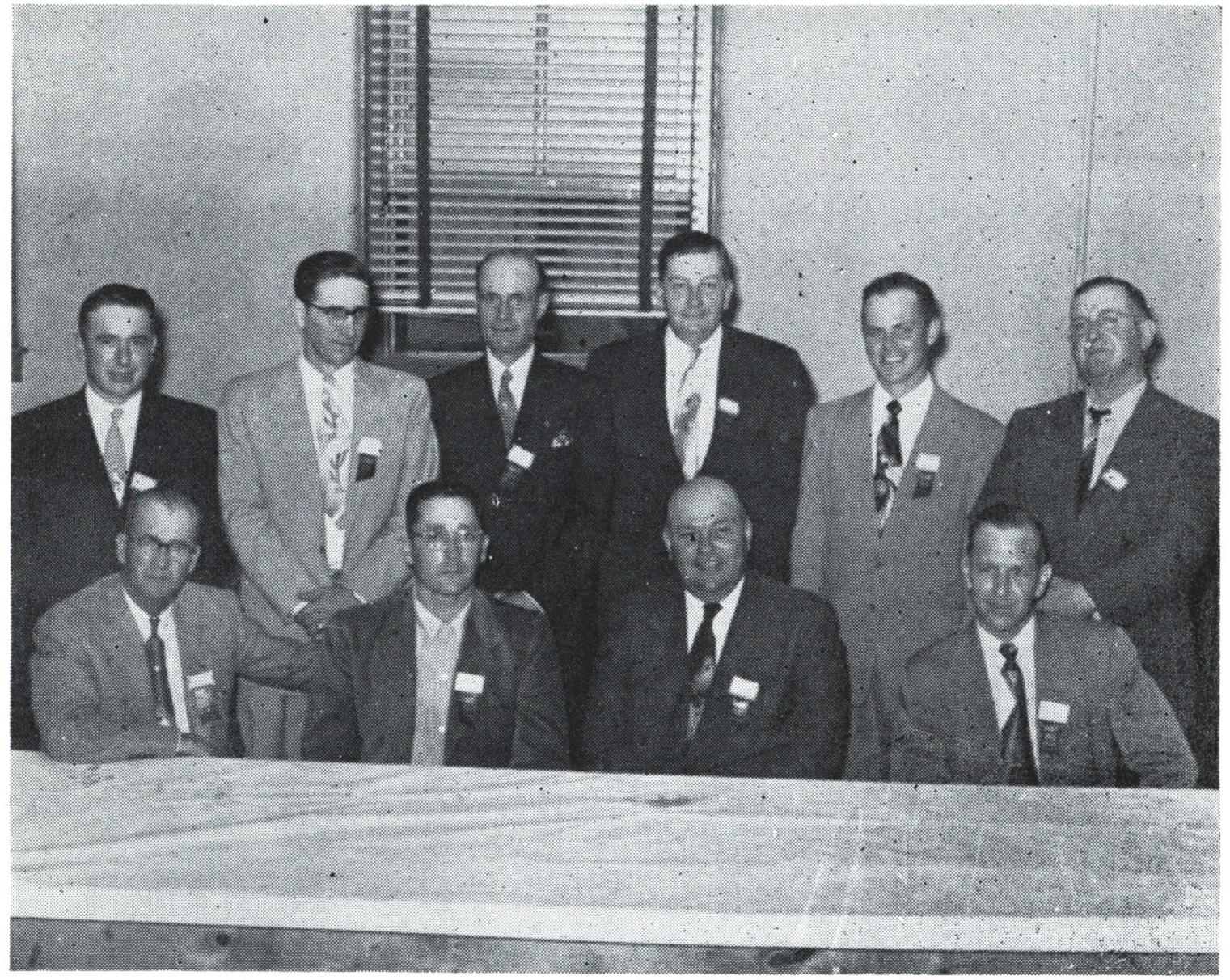
Youngest Auctioneer (must be actively engaged in Auctioneering).

State having largest representation (Nebraska not eligible).

Auctioneer who obtained the largest number of new members (Secretary not eligible)

Address "Piddlers — Peddlers and Salesman" — Hon. Dave Livingston, Iowa.

Officers – Directors ILLINOIS AUCTIONEERS ASSOCIATION



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

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

WE WILL ALL BE THERE, WILL YOU?

Illinois State Auctioneers Association

Omaha, Nebraska

The Nation's Steak House

By Col. E. T. Sherlock

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

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

Tour 35 miles — 3 hours.

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

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

Hear the world-famous BOYS TOWN CHOIR.

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

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

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

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

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

This tour includes the downtown Omaha and Shopping Center.

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

old Residential districts, Omaha's Medical Center covering the UNIVER-SITY OF NEBRASKA COLLEGE OF MEDICINE AND HOSPITAL, VET-ERAN'S ADMINISTRATION HOSPI-AL, Child Savings INSTITUE, Children's MEMORIAL Hospital, several cf Omaha's 150 churches and see some of Omaha's 50 beautiful parks. This is a comprehensive sight-seing lectured tour showing the beauty and growth of Omaha.

Ignorance on the Decline

There are 2,800,000 Americans older than 14 years who can neither read nor write. But the figure is the lowest on record, says the Federal Census Bureau. The per capita rate is 2.7 per cent. That compares with 4.7 in 1930, 6.5 per cent in 1920, and 20 per cent in 1870.

The decline of ignorance, said the bureau, is due to greater enforcement of compulsory school attendance laws,

the extension of educational opportunities, and the special training given illiterates in the armed forces during the last war.

"How Far That Little Candle . . . "

There were no incandescent bulbs When candles lit the night, Nor current, cord nor socket For gentle candlelight. Time was when every home was graced With pleasant candlesticks, And "scissors" with a snuffer Trimmed the candlewicks. When bedtime came the candles then Were snuffed out one by one, And daylight saving was achieved By work from sun to sun.

10,000 Can Afford - Only ONE(I) Can Own!

International Auctioneer

177 issues 1899 - 1921

American Auctioneer

9 issues 1928 - 1930

Auction News - Letter

27 issues 1946 - 1949

Auctioneer

47 issues 1949 - 1954

Dozen auction books and home study courses.

Large collection of new and old auction school catalogs.

A Jackpot of American Auction History, which the first buyer with \$200 can have.

WALTER CARLSON

TRIUMPH, MINNESOTA

Col. Felton Succumbs To Heart Attack

Col. William J. Felton

Your national headquarters office was shocked to learn on June 5th that Col. William J. Felton, of Ortinville, Minnesota, passed away suddenly on June 3rd.

One of the most active members of the National Auctioneers Association, he was unanimously voted the outstanding Auctioneer of 1951 at the national convention in Decatur, Illinois. He was chosen for this honor for having made many sacrifices and giving of his time unselfishly in bringing to the attention of the Auctioneers in Minnesota the value of organization. It was through his efforts that the Auctioneering profession through organization in Minnesota advanced to a position of prestige and influence. His work in behalf of the Auctioneers was recognized in 1951 when he was elected a member of the Board of Directors for a three year term. As a Director he gave freely of his time and no sacrifice was too great for him to make in the advancement of the Association and the Auctioneering profession.

The National Auctioneers Association extends to his sorrowing family their deepest sympathy and join in mourning the loss of a splendid member of our Association, a loss which the Association can ill afford. His place on the Board of Directors will be missed. He set an example of service that will long be remembered.

Funeral services for Col. Felton, were held on Monday, June 7th, from his home in Ortonville. Col. W. J. Radde, of Watertown, represented the National Auctioneers Association.

IN MEMORIAM

- Col. Russell Burkhardt Indianapolis, Indiana.
- Col. J. Albert Ferguson Grand Forks, North Dakota
- Col. Roy Hiatt Portland, Indiana
- Col. Bert O. Vogeler Franklin Grove, Illinois
- Col. N. W. Peterson Cokato, Minnesota
- Col. Vorris Craig Salem, Missouri
- Col. Bob Kirkbride Alva, Oklahoma
- Col. F. G. Morse St. Louis, Missouri
- Col. Worthy C. Tate Caro, Michigan
- Col. R. C. Haines Dayton, Ohio
- Col. William B. Wenzel Old Bridge, New Jersey
- Col. Ray Garvy Bridgewater, S. Dakota
- Col. L. A. Nelson Chamberlain, S. Dakota
- Col. J. H. Ransier Hardin, Montana
- Col. Fred Watson Missoula, Montana
- Col. Joe N. DelCamp Fort Wayne, Indiana
- Col. Howard Roberts
 Port Monmouth, New Jersey
- Col. Walter Bush Newark, New Jersey
- Col. David R. Foltz Ashville, North Carolina
- Col. A. L. Breaw Aberdeen, South Dakota
- Col. W. R. Ritchie Marathon, Iowa
- Col. Homer G. Goldstine Chicago, Illinois
- Col. William J. Felton Ortonville, Minnesota

Col. James Liechty Civic Leader

by Roger Augsburger

Col. James Liechty of Berne, Indiana, member of the Berne Junior Chamber of Commerce, was the Chairman of the Committee which sponsored "Citizen of the Year", for the city of Berne. It was through his untiring efforts and continuous drive that made the event such an outstanding success.

The Jaycees worked on the project for several months under Col. Liechty, "This Life is Yours" patterned after the familiar radio and television show, "This is Your Life". The coveted honor went to Elmer W. Baumgartner, for his unselfish service to his community and his fellow-men.

The program attracted a near capacity crowd, close to 600 people being on hand for the presentation, the first of its kind ever held in Berne. The success of the

program and the way and manner it was received by the public, has now made the affair an annual event.

Col. Liechty, is a well known Auctioneer, a member of the Indiana Auctioneers Association and the National Auctioneers Association.

Named Town

Tuscarora Indians from North Carolina, joining the five Iroquis Indian nations in the 18th century, named the town of Chatauqua, N. Y., for their village, Chattawka, on the Neuse River.

Safe Deposit

rested on three charges, including drunken driving, was really "loaded." Bond was set at \$1,000. He pulled up his pants leg, pulled out a wad of bills from an artificial leg and counted out \$1,000.

Be an Auctioneer

Earn Big Money

Term Soon

Write for catalog

KANSAS CITY AUCTION SCHOOL

George A. Mann.

President

Auctioneer since 1919

Suite 315 Shankman Bldg.

3119 Troost Ave.,

Kansas City 9, Mo.

You came to visit us in 1953 - - - We are going to visit you in 1954!

JULY 15 - 16 - 17

Omaha

Nebraska

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

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

OHIO WILL BE THERE

OHIO STATE AUCTIONEERS
ASSOCIATION

CONGRATULATIONS

TO. THE

National Auctioneers Association

For their Long Range Planning, Progress and Splendid Accomplishments During the Past Eleven Months.

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

The Nebraska Auctioneers Association has left nothing undone to make the national convention everything that any Auctioneer would want. PENNSYLVANIA is headed for OMAHA.

Pennsylvania Auctioneers Association

To Every Auctioneer in America

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

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

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

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

Nebraska Auctioneers Association

NO DISTANCE IS TOO FAR FOR NEW JERSEY

AS WE ARE HEADED FOR OMAHA

JULY 15 - 16 - 17

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

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

COL. HERBERT VAN PELT

COL. JOHN R. POTTS

COL. B. G. COATS

COL. J. A. GUZZI

DON'T BE A KNOCKER

We came across an item the other day which undoubtedly some of you may have seen. If you've read it before it's worth reading again, and if it's the first time you've seen it, I'm sure you will feel as we did, that it is worth remembering. The article is entitled—

Is This You?

When you attend your convention never attend meetings. If you do, arrive late and talk to everybody in sight. Never open your mouth during the regular meetings. Wait until you get outside to express your views. Agree on everything that comes up. Then criticize it the next day and don't do anything to help put it across.

Don't pay any attention to the man who has the floor. Carry on a loud conversation with your neighbors instead. Never ask prospective members to join. The organization might get too big. Don't accept any office. It's much easier to criticize than do things. Raise H——

in the meetings because the dues are too high. Then go out and spend two or three hundred bucks on a big evening.

Kick because the entertainment is either too risque or too tame. If you don't, they'll think you're from the country.

Criticize the president and all the officers. That'll show you're on your toes.

If things don't go the way you want them to, threaten to resign, and urge all your friends, if any, to do likewise.

If you're appointed to a committee, forget it, they might want you to attend a meeting.

When you get a letter from the association, throw it in the wastebasket, they might want you to do some work.

Never pay your dues on time. Let 'em worry a little bit in the office. Be against anything that's new. The old ways were plenty good enough for grandpa, and they're plenty good enough for you.

When a meeting is called, stand in the lobby and talk for an hour or two. Don't let anybody hurry you. Don't do any work. Then, when others break their necks to help the association along, you can howl that it is being run by a clique.

Falstaff Brewing Corporation

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

CHAS. B. SCHMIDBAUER Resident Manager

January 11, 1954

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

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

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

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

FALSTAFF BREWING CORPORATION CHAS. B. SCHMIDBAUER, Manager

CBS:mp

"The Choicest Product of the Brewers' Art"

''ONTOMAHA''

BOOSTERS FOR "THE AUCTIONEER"

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

FLORIDA

Col. L. M. Pedersen—Jacksonville

ILLINOIS

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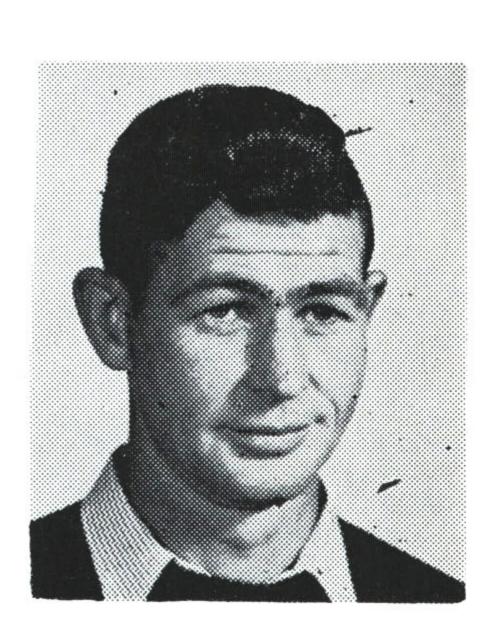
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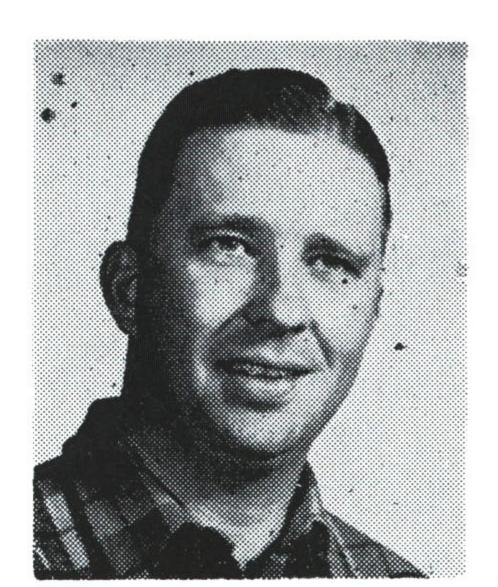
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evade, we cannot cheat, we cannot under-estimate this tax. The collectors, clever and sly, who compute here, have gone far beyond our poor power to add and subtract.

"Our creditors will little note nor long remember what we pay here, but the Bureau of Internal Revenue can never froget what we report here.

"It is not for us, the taxpayers, to question the tax which the Government has thus far ignobly spent. It is rather for us to be here dedicated to the task remaining before us — that from these vanishing dollars we take increased devotion to the few remaining — that we here highly resolve that next year will not find us in the higher income bracket, that this taxpayer, underpaid, shall figure out more deductions, and that this tax of the people, by the Congress, for the Government, shall not cause solvency to perish."

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CLIPPINGS

by Col. E. T. Nelson

Sometimes a man works all his life, grows old, and never gets things he planned to get, and never knows the reason why. Yet the reasons are simple. He seldom GIVES, and too often TAKES. This is a life of giving and getting, but the element of GIVING comes first.

* * *

You can do more good by staying with people, than hiding from reality and trying to be a saint in private.

* * *

Be patriotic and quit aping Europe. Drink American, which means fruit juices, soda pop, milk and other eminently American beverages that don't fog your memory or lower your I.Q. till you get slap-happy.

* * *

An actor is one who thinks that a small role is better than a long loaf.

* * *

It's hair today and gone tomorrow.

* * *

The automobile has stopped one great vice of the by-gone days; it has stopped horse stealing.

Ht Ht Ht

The easiest way to lose control of a car is to forget to make the payments on it.

* * *

LOOK BEYOND THE TASK

The secret of being able to do an unusual amount of work without weariness is to find the element of pleasure that exists in the job you do. The best way to find such pleasure is to look beyond the immediate task and to discover the purpose of the task. Right now you need not look far into the future, for the ultimate joy of being an auctioneer is to meet with the rest of The Boys at the National Convention each year—and you can do so July 16-17-18 in Omaha, Nebraska. Will you be there? I will be there, tooting my horn with the rest of the gang. Long live the National Auctioneer's Association.

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