

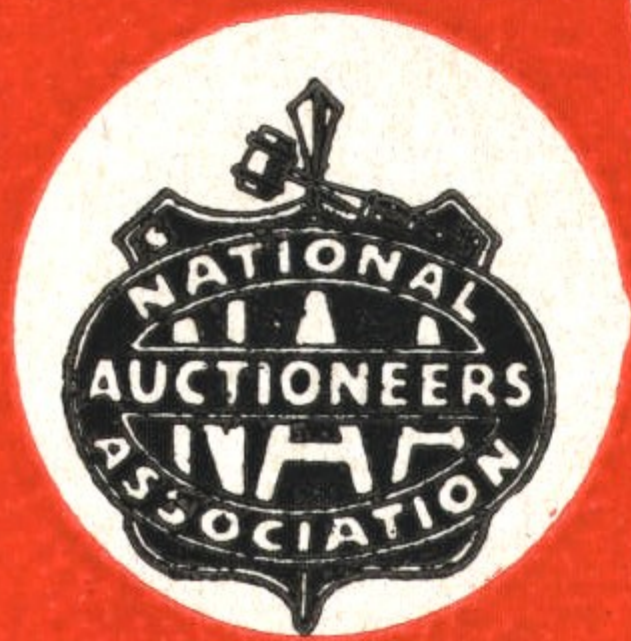
The AUCTIONEER

JUNE, 1952

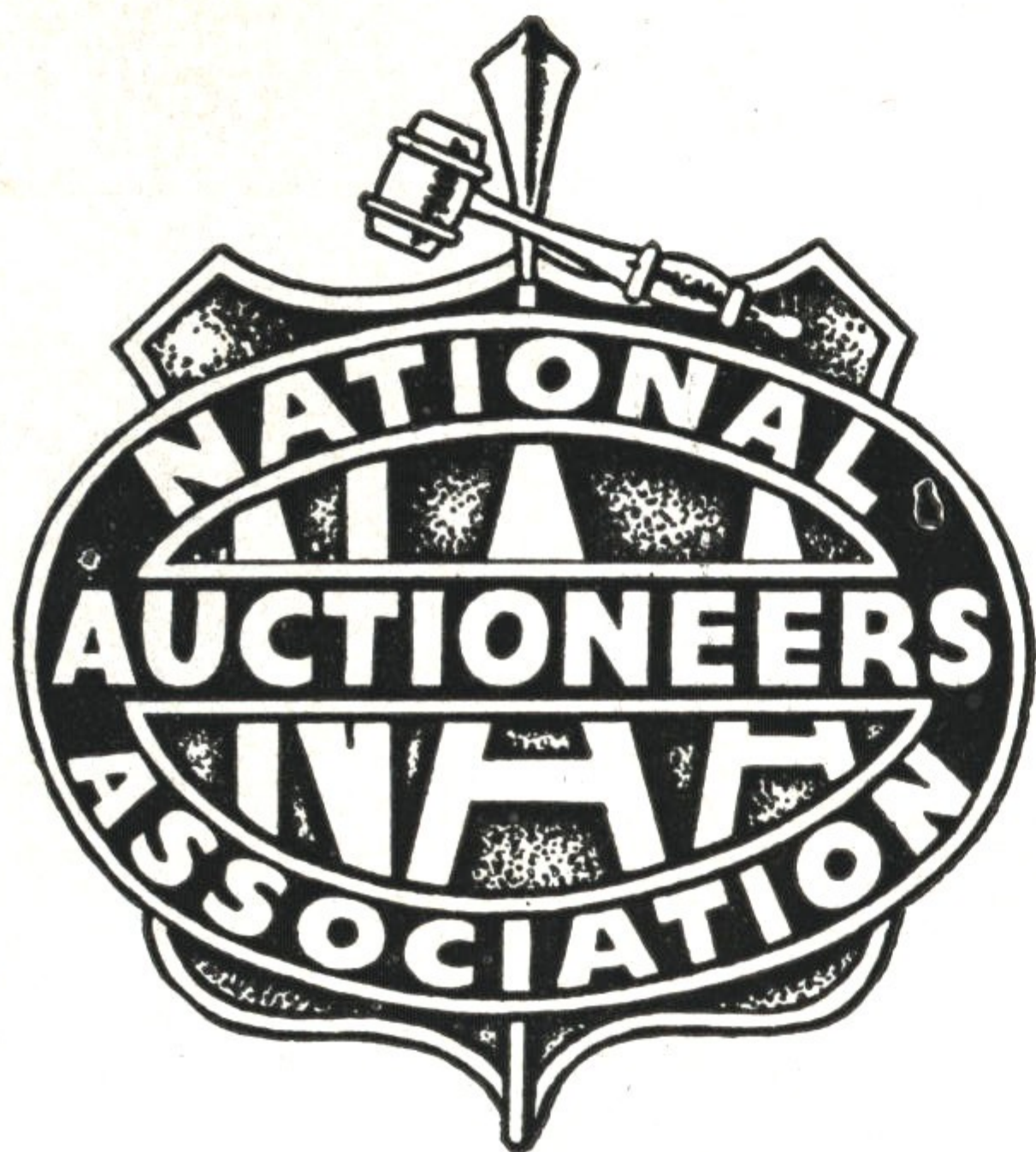
VOL. III

Official Publication of The National Auctioneers Association No. 6

NOT
OUT TO LUNCH
GONE TO THE
NATIONAL
CONVENTION!
JULY 16-17-18-19



This Sign Should Be
On Every Auctioneers' Door At
Convention Time



THE AUCTIONEER

Published monthly, except
August, at LeGrand, Iowa

Official Publication of

National Auctioneers' Ass'n

John W. Rhodes
Editor

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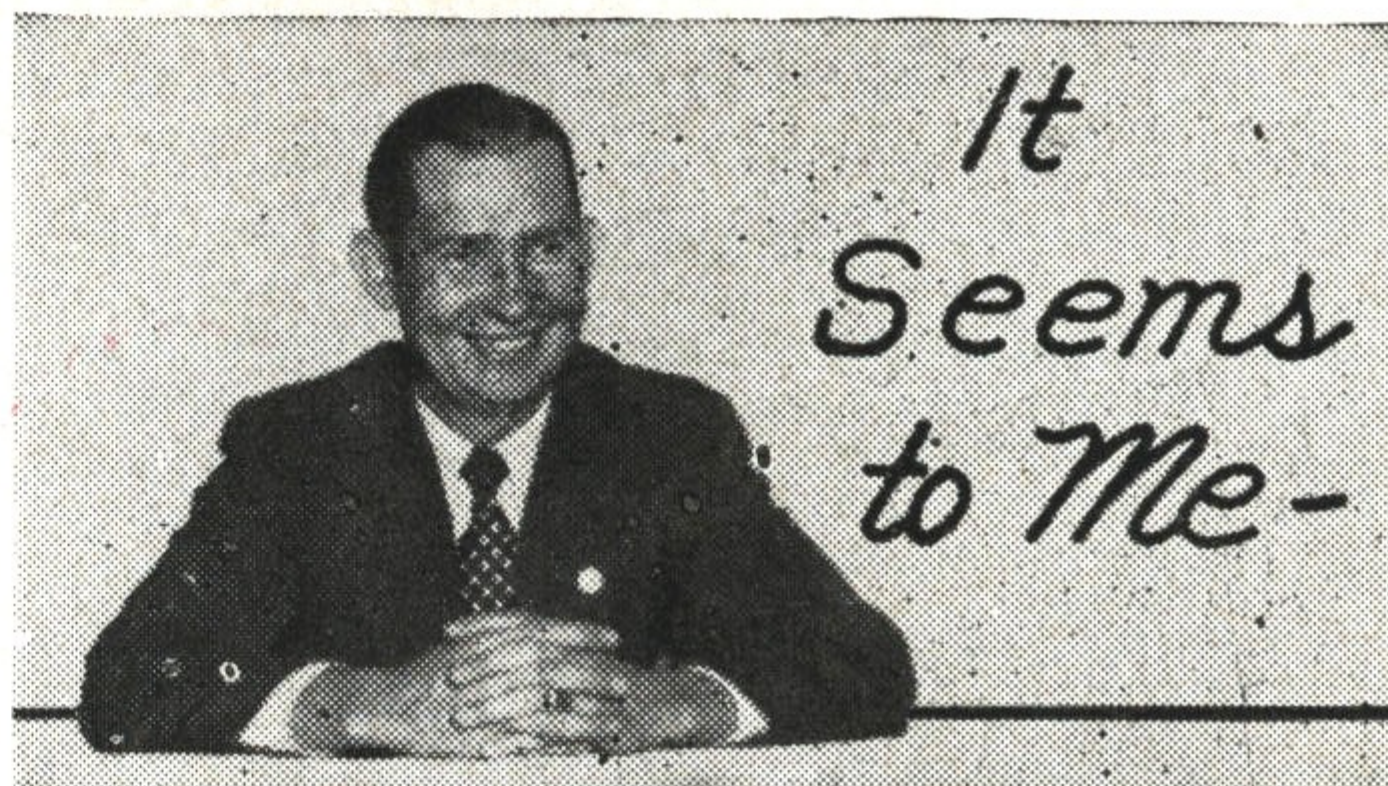
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It is gratifying to receive such good reports about the convention. We are very fortunate to have men in our association who will give so freely of their valuable time to plan and promote a convention. It makes some of us who haven't done much feel ashamed to let them do the work and us just go along for the ride. The men who are working on the 1952 convention have done enough to ride for the rest of their lives.

It's a good thing a cow can't read for if so we would not be able to have the milking contest. Just how do you think we could get a cow to volunteer to cooperate if she could read about what was expected of her. Imagine about 500 auctioneers, one cow, and a milking contest. That old bossy will think the gold rush was tame compared to what's going to happen to her. From here it looks like what's going to happen to her shouldn't even happen to a cow. If I owned her I would lay in a huge supply of bandages to patch her up and would rig up some way to prime her right quick for with 500 auctioneers going to work with 1000 hands it's just possible she might go dry before the last two or three fellows have their turn.

A young auctioneer usually has a problem — that of finding something to sell. This problem is solved by an ad running in "The Auctioneer" by the Remington Sales Service of Chicago. I sure wish I could have known of such a deal when I first started selling at auction. I spent about 56% of my time and energy selling the merchandise and 99.44% trying to locate something to sell. To a young auctioneer this looks like just what the doctor ordered.

Yesterday I attended the Iowa Sale Barn Operators' Annual Meeting. They have their problems just as we do. I enjoyed the meeting and learned a little more about the problems of a sale barn operator. A

(Continued on next page)

IT SEEMS TO ME —

(Continued from previous page)

few years ago these men were successful in killing legislation aimed at putting them out of business. Yes — just like auctioneers this work which saved the business for 200 sale barn operators in Iowa was done and paid for by the 63 members of the association. There must, I guess, always be drones but I don't believe it's natural or healthy for the drones to outnumber the workers by better than 3 to 1.

See you in Minneapolis.

Auctioneeringly yours,
John W. Rhodes

X In a hospital bed was an elderly auctioneer recovering from an automobile accident. Although both arms were in splints and one leg elevated by a pulley arrangement, he was always cheerful. On one visit he was asked how long he would have to lie like that. "Only one day at a time," he replied.

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Knowledge of Experience . . .

X by B. G. Coats

Is there an auctioneer in America who does not want and seeks more and more experience to better fit him for the auctioneering profession and to better qualify himself as an auctioneer?

Realizing the value of experience as an auctioneer, I often wish that I could start at the beginning again. I can think of so many things I would have done differently had I of known then what I learned later by experience. I make this statement despite the fact that I have no complaints on the results I have had from my own operations as an auctioneer. I simply am convinced that had I had the benefit at the start of the knowledge I have gained by experience, I could have done better than I have done.

The lessons one learns from experience are not readily forgotten. If they are you had better shake off the cloak of an auctioneer and seek other means of deriving a livelihood. In the auctioneering profession experience can be a very dear teacher. I am reminded of the adage "although experience is a dear teacher, fools learn no other way". I am not using this literally, particularly as applied to auctioneers, because one could be the opposite to a fool and still be a failure, lacking the proper knowledge and initiative to make auctioneering a success, knowledge which could be gained by experience, or in many other ways.

An auctioneer may be ever so brilliant and still, for lack of experience or some other source of knowledge, make all too many mistakes. Experience can guide an auctioneer around many hidden sources of danger and it is impossible to over-estimate its value and particularly in the auctioneering profession.

It is illogical, of course, to expect a beginner to benefit by experiences of his own unless he is fortunate enough to have had the privilege of working with an experienced auctioneer before embarking on his own. Second best is to obtain the knowledge and advice of such an auctioneer.

When I decided to make auctioneering my life work I spent many days visiting auction sales, observing, conversing with

the auctioneers and listening to the remarks of the auction crowds, with no remuneration than the knowledge I absorbed from their seasoned judgment. The time I could devote to this sort of an apprenticeship, and still look after my own business, was necessarily of short duration. Nevertheless, I have often thought that this experience could have meant the difference between success and failure for me at the very beginning.

If one entering the auctioneering profession does not have the opportunity to learn from experienced auctioneers, he does have the privilege of studying the fundamentals of auctioneering as taught by schools established for that purpose, by observing the methods used by experienced auctioneers and by associating himself at every opportunity with auctioneers. There are many factors all of which are conducive to success of auctioneers. And when I use the term auctioneer I refer to one who has spent a great deal of thought and effort to the building of the auctioneering profession which will contribute to the general improvement of all auctioneers. The term "auctioneer" does not apply with equal significance to the one who cries a few sales and then loses interest. I am not criticising this class of operator. I fully realize that, although he may not be a success as an auctioneer he does contribute in some way to the progress of the profession. To keep the records straight, I am simply pointing to the difference, as I see it, between a successful auctioneer and the short-time operator.

An auctioneer just entering the field should give considerable thought and study to auctioneering before venturing too far into the field. First and paramount of all, he must love the business. A very important question for him to decide is "Do I have the aptitude and am I qualified in other respects to make auctioneering a success?" He should remember that the requirements for a successful auctioneer are not easy, that experience must be gained at every opportunity. I doubt if there is any profession which demands more stamina, initiative, determination, sincerity, perseverance, tact and under-

(Continued on next page)

KNOWLEDGE OF —

(Continued from previous page)

standing of human nature. Yes, and common sense and intelligence. Auctioneering is truly a calling which attracts the best people, which usually means people of ability and intelligence. It is not a profession that lends itself to inefficiency and slipshod methods.

The auctioneer, above everything else, must adopt and practice a code of ethics such as he would expect of his fellow auctioneers. He will know that the auctioneering profession is looked upon not only as an important factor in the realm of business, but that its participants have a traditional reputation for good sportsmanship. And who violates the unwritten rules which have become so much a part of the profession, is unworthy of the name of auctioneer.

Finally, to attain the success to which every auctioneer aspires, there is a quality which the auctioneer must possess which is common to success in every profession. One must be motivated by a drive or energy, channeled towards a certain goal with a determination to reach that goal. This is a trait which is found in successful auctioneers and any auctioneer of normal intelligence, is capable of using it if so endowed.

Don't wait for experience to come to you. You must reach out for it and grasp it at every opportunity. Fill your house of experience to overflowing, you will find it useful, you will find it priceless, you will find it helpful to other auctioneers as the benefit of your experience to others may guide them around many pitfalls.



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RUSSELL M. DAVIS
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Fatally Injured on Military Duty, Russell Yerkes Was Top Auctioneer

The career of one of Iowa's most promising young auctioneers was cut short when Petty Officer Russell 'Bub' Yerkes died of injuries received while on military duty in the Phillipines on March 13.

Yerkes, eldest son of Mr. and Mrs. C. Harland Yerkes, was associated with his grandfather, C. C. Yerkes, one of central Iowa's best known auctioneers, before he entered military service on Oct. 20, 1950.

'Bub' just about grew up as an auctioneer. The relationship between the grandfather and grandson was close. When he was 13 young Yerkes began to work for his grandfather on the farm. At 16 he and his grandfather went into the purebred livestock business and Russell began assisting his grandfather with the operation of the Tama Sales Barn.

When Russell left for service with the Sea Bees, he and his grandfather were partners.

The accident in which Yerkes met his death took place on Luzon Island. He was serving as a caterpillar tractor operator with Mobile Construction Battalion No. 5, stationed at Subic Bay.

Yerkes was fatally injured when a tree fell on the tractor he was operating, fracturing his skull. At that time he was helping with the construction of a navy base at Oolangopo, about 60 miles from Manila. The construction unit was also building roads to connect the naval base at Subic Bay with Manila.

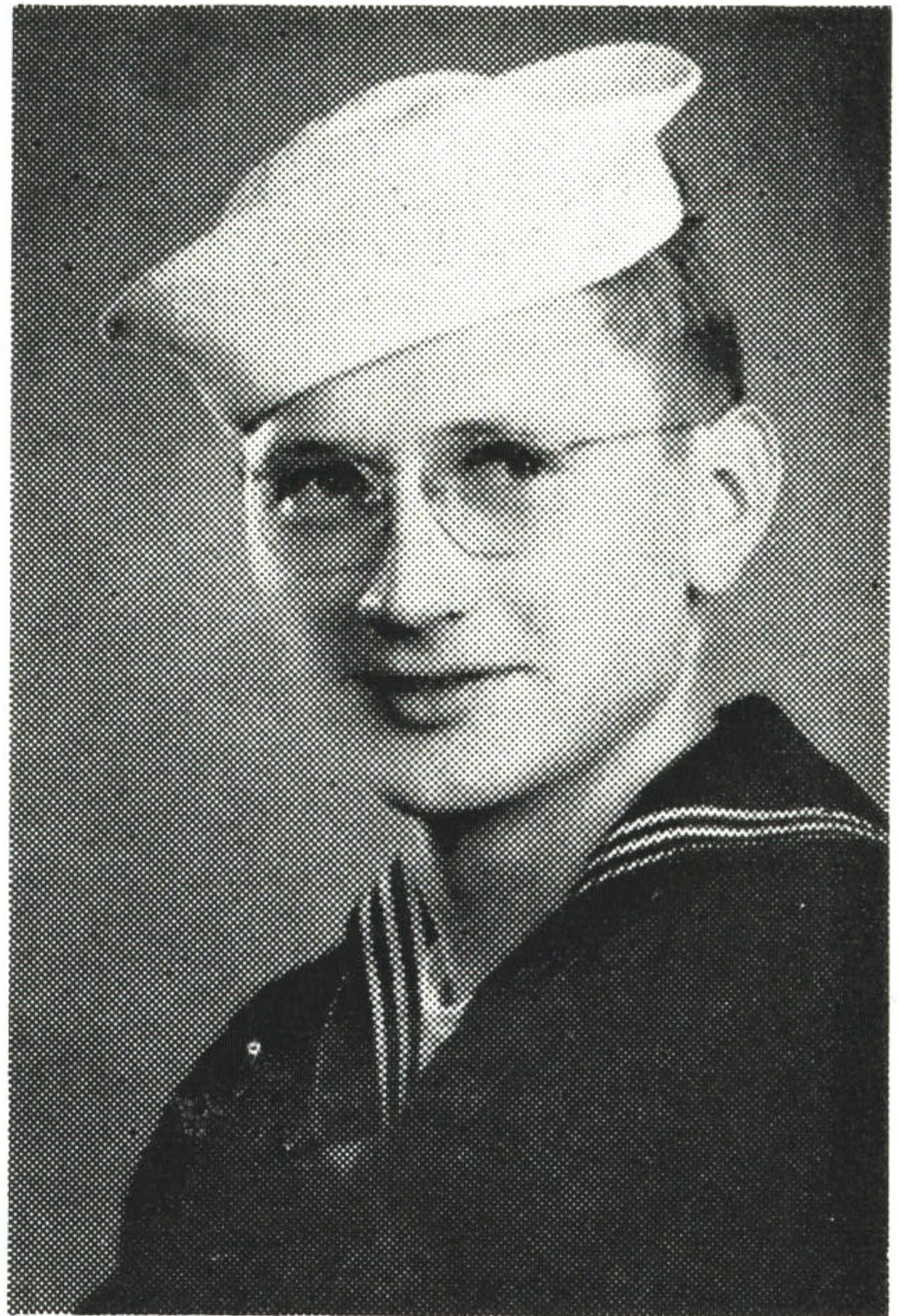
Russell was born at Waterloo, Iowa on Oct. 16, 1928. He moved to Toledo, Iowa with his parents when he was two. He attended the Toledo schools, graduating with the class of 1946, as salutatorian of his class.

While in high school he was active in various music groups and earned letters as manager of the athletic teams for three years.

He attended Iowa State college for a

year, studying farm management and animal husbandry.

On Oct. 20, 1950 he entered service. He was sent to Port Hueneme, Calif., for training and was sent overseas in a very short time, arriving at Atsugi, Japan on Nov. 27, 1950.



During the next summer he spent three months at Kyusha at the Port of Sasebo, and then was returned to Atsugi. He was reassigned and for a time thought that he was to be returned to the United States.

Instead he was reassigned to the Subic Bay construction battalion on Jan. 28, 1952, where he was stationed until the time of his death.

His choice of the Sea Bees for military service was motivated by a desire to do something constructive rather than destructive, he wrote his parents, and he felt that he was doing this sort of job with the Sea Bees.

Russell became a member of the First

(Continued on next page)

FATALLY INJURED —

(Continued from previous page)

Methodist church in Toledo in 1946 and was a steward of the church at the time of his death. He was a member of the Toledo Masonic Lodge and was installed as senior steward before his departure for military service. He was also a member of the Fraternal Order of the Eagles, and joined the V.F.W. while in Japan.

Surviving, in addition to his parents, are a sister, Mrs. Max Byram of Honolulu, Hawaii; a brother, Raymond, and his paternal grandfather, C. C. Yerkes, Tama and his paternal grandmother, Mrs. Loula Whipple, Toledo, and a niece, Barbara Byram.

WALTER HOLFORD PRESIDES AT MEETING

Walter Holford, Edwardsville, Illinois auctioneer, attended the semi-annual meeting of the Illinois Auctioneers association and Sale Barn Owners in Sesser, Ill., Saturday.

Holford, president of the auctioneers group, presided as master of ceremonies at a dinner Sunday, and also led a board of directors meeting of the organization, held at Mt. Vernon, Ill. Saturday night. It marked the first time the two groups had ever met so far downstate.

Approximately 137 persons from all over the state attended the dinner and meeting with Cole Shelton, Sesser, owner of the largest horse sale in America, as host. The Rev. W. R. Bunton, Sesser, gave the invocation. Dinner music was furnished by the Sesser high school band.

GREETINGS

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Going . . . Going . . . Gone . . . At Brooklyn Auction Sale

Brooklyn is unlike any other place in the world. An auction in Brooklyn is just a little different from any other auction. Proof is this story by Atra Baer, from the April 28, 1952 issue of the New York Journal-American.

DEAR READER:

You're probably a nice guy or gal. You're kind to animals and affable with your relatives. You pay your taxes and you never go out of your way to look for a fight.

So what . . . we ask bewildered . . . happens to you when you go to an auction?

We'll tell you. It's the old Jekyll-Hyde story. Your true nature comes out. You're in search of a bargain, and you're going to get one no matter whose feet — or fingers — you have to step on.

The other morning, we ventured over to Bill Pollak's Auction Rooms at 23 Boerum Place, Brooklyn. With us on the assignment was a Journal photographer who stands over 6 feet tall and weighs 200 plus.

By the time we had finished "covering" the proceedings, we were ready to call a double-header at Ebbets Field a "quiet afternoon."

When we arrived, long about 10:30 a. m. lots of nice people were waiting around quietly. Then a mild-mannered looking man, who introduced himself as Bill Pollak Jr., explained that his father who owns the auction house wasn't around since he's been in the business since 1904 when it was established and finally decided he needed a day off.

Pollak Jr. climbed a ladder in the center of the room, rapped his gavel, and immediately all the nice people (about 250 of them) tensed, ready for combat.

Mr. Pollak explained to the assemblage that all the goods piled around the store were up for sale to the highest bidder — and that most of it was second-hand. This was not to be a high-priced and inhibiting plush affair a la 57th street.

"Bric-a-brac, genuine oil paintings and household furnishings," Pollak intoned. "all are on the block today. Let's go!"

We expected a starter to fire a gun.

"Here we have a genuine oil-painting, starting at ten, ten-and-a-half, eleven, eleven-fifty," Pollak paused, "did somebody say fifteen?"

John F. Notary, corset manufacturer of 200 Haven Ave., blinked his eye.

"Mr. Notary bids fifteen," chanted Pollak. "Going, going . . . sold to the gentleman in the tweed suit."

Tweed-suited Mr. Notary explained to us that every Wednesday when the auctions are held, he breaks all business appointments to attend.

"A year ago," he explained, "I picked up an oil, an authentic John G. Brown — for \$30. Two hours later I sold it to a next door neighbor for \$450."

We asked who was John G. Brown? Nobody knew.

"But," stated Mr. Notary firmly, "bargains are what you get here."

"Bargains?" Asked Mrs. William Grayson, 25, housewife of 59 Pineapple St., Brooklyn. "That's what's on sale here?"

"First time you've been here?" Notary inquired.

"Yes. What do I do?"

"What do you want?" asked Notary.

"I don't know." the housewife admitted.

"The best way to begin," assured the ex-

(Continued on next page)

GOING . . GOING . . GONE . .—

(Continued from previous page)

pert. "Go in unprejudiced. Keep a clear mind. Look at everything whether you think you need it or not."

"A good idea," agreed Mrs. Grayson, after some consideration. "Even if I don't need it . . . who knows if it's cheap it may come in handy someday."

Off she trotted to browse amid the merchandise.

Bargain fever. Cat-like and cautious . . . wary and slit-eyed . . . explorers defying the jungle, they wedged their way forward.

"Nice tablecloth," commented Mrs. Claire Dexler, housewife, gently relieving the cloth from somebody else's hands. "First come, first served."

"The most unusual items we've ever had for sale at Pollak's", said Charlie Bramm, auctioneer, who is also Mr. Pollak senior's son-in-law, "were a pomeranian and a parrot."

"A good customer was moving to California a year ago, and she asked that they be sold to the bidder who would take best care of them. Supervised the auction herself!"

At this point, our photographer, now 6 feet of bruises, and perspiration, asked a motherly-looking lady to please-turn-around-and-face-the-camera.

"And miss getting the lamp I'm bidding on? Young man, you must be insane!"

The adamant bidder turned out to be Mrs. Bea Rose, 102 Bond St., Brooklyn.

"I've been a steady customer at Pollak's for 42 years," she stated. "And nobody's ever distracted me from what I came for yet!"

Meanwhile, bedrom sets, easy-chairs and china-ware were selling like tinsel at Christmas.

"From here," hollered Mr. Pollak, "that dish looks like positive Delft!"

"Five bucks," somebody piped-up.

"Sold," said Mr. Pollak.

An attractive young woman kicked us in the shins and apologized.

"I'm just in a hurry to get a bargain

bed-room set," she smiled. "I run a boarding house, and I've been furnishing it for years at Pollak's." Does she get bargains?

"You bet, and more important they never cheat you!"

Her name, Anne Andrews Olsen, 617 52nd Street, Brooklyn.

"You've got to know your way around here or you may need first-aid."

We thanked her.

"Ouch!" bleated Mr. Pollak.

Further inspection revealed he had been pinched in the leg while exhibiting a pair of hand-wrought brass candlesticks.

"Sold to Mrs. Thompson for \$5.50."

Mrs. Thomas Thompson, housewife, 134 Joralemon St., Brooklyn, explained "some people raise their hands to bid, others wink, but . . . I just give Mr. Pollak a good, solid pinch."

We gave up at this point. But some day, dear reader, we're going back to Pollak's, armed with battering-rams and shin-guards, and believe us . . . we're bringing back a bargain!

Determinedly yours,

A Journal Reporter.

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TRAVEL BY AUTOMOBILE



BUT BE SURE TO ATTEND THE
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MINNEAPOLIS JULY 16, 17, 18 and 19

Beautiful Minnehaha Falls



We've read about them as kids now is your chance to see the beautiful Minnehaha Falls in Minneapolis. Immortalized in Longfellow's poem, "Song of Hiawatha." Minnehaha Park, where the falls are located, is one of the 143 parks in the city. Don't miss seeing this scenic beauty spot when you attend the National Convention July 16, 17, 18 and 19.

Colonels Schedule Milking Contest: Cows In Hiding

For auctioneers who cry farm sales there isn't much of a mystery about a cow, but Col. Lester Winternitz is having cow trouble.

It all began when a milking contest was scheduled for 7:30 p. m. Thursday, July 17, as part of the big evening's entertainment.

Best way to tell the story is to print part of a letter from Col. Winternitz to Russ Davis, concerning preparations being made by Col. Winternitz and Col. Jack Gordon, a couple of old "cow-hands", to make off with the milking honors:

"I don't know how you can have a milking contest in the hotel and I'm not trying to criticize, because I know nothing about milking a cow or how long a cow's milking department is good for, but if you are going to have a couple of hundred guys in the contest, the only one question I would like to know is: Will the contents of one cow be enough for all these guys that are going to be in the contest or will the hotel permit you to bring more than one cow in the ballroom. It would be my suggestion that this cow-milking contest be conducted prior to the charity auction at the Fair Grounds starting at about 9:30 in the morn-



ing so that the public can watch it. By the public I mean those who are attending the auction sale. Give this some thought please and in this respect I want to say that I am all ready set to win the milking contest. I have made arrangements to get a small

portable electric milker that will fit under my coat so you can see that I'm not the dumbest auctioneer in the organization.

"Further, for your information, Jack has been going out every Saturday afternoon to a farm twenty miles outside of Chicago to take milking lessons. He is starting to



develop calluses on his hands because he can't get the gentle touch, so if everything works out as planned, I expect to win first prize and Jack will probably come in with second prize.

"I have told Jack not to put in too much work in his practice because he is so small he can stand under the cow and draw his share of the milk out the same as the calf would.

"I feel that the merchandise that is going to be collected for the charity will amount to so much, not only in quantity, but quality, that the sale is going to take much longer than usual and you may have to temporarily tie up the auction rooms for the sale to continue on Saturday. We certainly do not want to be caught short and have to have auctioneers carry on the charity auction through Friday night and miss the banquet."



**BUT BE SURE TO ATTEND THE
NATIONAL CONVENTION AT
MINNEAPOLIS JULY 16, 17, 18 and 19**

Fifty Years At Auction . . .

By 'POP' HESS

THE MAY ISSUE CAME TO MY DESK THIS MORNING IT IS MAY 14th—ALSO WOKE ME UP THAT I SHOULD SOME DAYS BACK KICKED OFF MY LITTLE SHOT FOR THE JUNE ISSUE, SO HERE GOES MAYBE TOO LATE AS I SEE "IT SEEMS TO ME JOHN;" SAYS THEY MUST BE HERE ON THE 15th of the Month, or no go. However I note he has lost his LOUD SHIRT GOING THRU THE WRINGER, and he may be just a little tame and let my column slide in. However if he does not the readers will not miss very much as my writing ability has slipped, My FARM SALE PROGRAM HERE AT RADIO STATION WRFD, and my Home work out at HOBBY ACRE has dulled my ambition, when it comes to writing.

Well as we approach this June issue, and note the pages of the May issue the main topic is NATIONAL AUCTIONEERS CONVENTION — MINNEAPOLIS, MINN. JULY 16-17-18-19 — HOTEL RADISSON. By the way I recall stopping at this fine

Hotel a few years back, and was not anymore then checked in when a knock came to my door and a fine young fellow stepped in and asked if I wanted him to unpack my suits and hang them up, much embarrassed I had to tell the boy, the only suit I had, was on me, and was not yet ready to go to bed, and



"Pop" Hess

speaking of going to the State of Minnesota for a Convention, and being well cared for and a good time THEY KNOW HOW TO GET THE JOB DONE, and you will never regret the trip. Have been there on various events and they sure know how to make you happy.

It is not only my personal hope but I know of all the Members of the NAA, the rank and file of auctioneers thru out all the states will take advantage of this event and attend, if you are an AUCTIONEER and like your work, or dissatisfied with everything that has happened in your performance. THEN YOU SHOULD GO AND GET YOUR VISION CLEARED AND SEE WHETHER OR NOT YOU

SHOULD BE AN AUCTIONEER, OR, FORGET IT. The trip will be worth the try regardless.

Now in my situation where half-retired-half-active, half-old fashion can keep in the background, and let the real half shoot the works-for a better profession in auctioneering-they are on the ball and have a job to do.

Down thru the years The Auctioneer who held his own, made a go of the work of conducting Auction sales, and held up thru both good and bad times has been the Auctioneer who could go home at Night and make Lemonade out of the Lemons handed him during the day, this is still true the past few years on a rising market, selling has been easy and most any chap who could count money, do a good job of yelping, has been rated as an Auctioneer now is a good time to get your feet on the ground, for what we will really face before too long the question of some real salesmanship, and will be pulling bids from a more conservative line of bidders,

(Continued on next page)

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FIFTY YEARS OF AUCTION—

(Continued from previous page)

this cycle is sure to arrive regardless of who is in power at WASHINGTON, as history will repeat itself. We of years of service behind us know the toll it takes and from the Fifty Year Glass ball, my advice is to get ready, I do not mean to say prices will go to bottom or might not come far from their present rating, but the bidder who winks his eye, is going to be more tactful when he winks, and how often he winks. So to many of the latter additions to the Auction Stand, be careful on how you ramble and don't get too far from the home plate, for the sliding in will be hard and rough.

In the May issue of this publication, my good friend Foland hit the nail on the head on his warning of some kind of a Law covering the Auctioneering Profession. The fact is unless One is set up that is good for all divisions of the Auction Field, and not too long in fine print, this License Law suggestion needs to be boiled down to a point all will be able to read and digest, I still say the MOSES who will come up with the right texture has not yet been able to pull out the brush, the main point in it all as I see it. Some set standard any worthy man who wants to be an auction-

eer, can strive to accomplish, and then conduct his business so he can hold a License after he has obtained one, and recognize all on equal ground.

We hope the coming Convention will bring up something that looks like it, for food for thought. LETS GET A WORK-ABLE LAW—"NOT A POWDERKEG."

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ILL. AUCTIONEER VISITS NEW JERSEY AUCTIONEER

Col. James DePaw, of Genisco, Illinois, in touring the Eastern states and visiting auction sales, paid a surprise visit to Col. B. G. Coats, who was conducting a large machinery sale in Red Bank, N. J. Col. DePaw, arrived a few minutes before the sale was opened and at once made himself known to Col. Coats. The subject of conversation was, as you can well imagine, auction sales. Col. DePaw's time was limited as he had to catch a train for New York City, but became so enthused by the crowd, the way and the manner the sale was conducted that he forgot all about his train, with his wife and family waiting for him in New York City. He was introduced to the visitors by Col. Coats, and was given a very hearty applause by the crowd.

Col. DePaw, stated that he would return to Illinois with many new ideas and was very appreciative of a most cordial reception and would welcome the opportunity to again pay Col. Coats, a visit when in New Jersey, and extended an invitation to all to come to Illinois and see what a farm auction sale was like.

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430 CLUB

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Br. 3757

Coats' Notes

NOW, FELLOWS, just a word of exhortation. Contact that good and worthy fellow auctioneer and invite him to become a part of the National Auctioneers Association. Statistics show that there is a very large field in which to work. It has merely been scratched on the surface. Our association is so constituted that it depends largely upon the interest and zeal of its individual members for growth - - growth in numbers and, much more important, growth in interest and value to ourselves and others. Statistics (again?) in our association tell a story of the comparatively few carrying the load in everyway. If you are the latter why not get some of the pleasure of being the former? It can be done by just contacting that auctioneer. Do it now and help make 1952 one that will make those that lead us in 1953 work for a still greater record. "GET TWO IN '52".



I was advised the other day that the secretary still has a few CARDS of membership in his files. Now fellows those cards should be in your possession. There are not too many, but those that he has are of no use where they are. Do you have yours?

MARY HAD A LITTLE LAMB - - What has that to do with the National Auctioneers Association? Well, in one of my classes (not too many years ago) we had a professor we were sure never read any examination papers. That's how I managed to get through. One of the class inserted the entire poem (?) about "Mary, etc", in the middle of his examination book. Sure enough it was returned with a high mark and no corrections or remarks. Mary and the little lamb had passed unread. Sometimes I think I could do the same in these notes and a lot of you would

never know the difference. If you read you would have the information that so many times you are quite sure you never received. Not from reading these notes but from the vast amount of information the editor passes on to you. Do you give "The Auctioneer" the "once over" to find if there is anything that you would like to remember? If not, then throw it aside. If there is, then nail it down. But, fellows, please read it anyhow. The editor appreciates more than you can imagine, hearing from you. It is your letters and your suggestions that will make for a big-

ger and better publication. The editor cannot do the impossible but for the past several months it seems to me that he has been doing next to the impossible. I have yet to meet an auctioneer who does not value receiving "The Auctioneer" every month and then I wonder if that auctioneer would show his appreciation of it by sending the editor something that would be of interest to all the auctioneers. Try it, and you will be helping one that is devoting his time, efforts and talent for you. I am sure that the editor would examine your article even though you sent in "Mary had a little Lamb" and would value your spirit of cooperation.

When you rise in the morning, form a resolution to get two new members for the National Auctioneers Association. It is easily done. It is too easily accomplished for you to say "I would if I could".

All auctioneers dream of great things, high positions, auction sales of great magnitude. Yet success in all these is not occupying a lofty place or doing conspicuous work; it is being the best that is in you. Rattling around in too big a sale is worse than filling a small sale to overflowing. Do the thing near at hand, and bigger and better sales will come to your hand to be done.

Its nice to charge mistakes to experience and profit thereby, but a close examination will, in many instances, disclose that they should of been charged to stupidity.

People like sunshine but not too much of it, either in the sky or in the compelling smile of an auctioneer who always hopes to sell something that the bidder can't possibly afford.

Experience is a marvelous thing for all

(Continued on next page)

COATS' NOTES —

(Continued from previous page)

auctioneers. It enables them to recognize a mistake whenever they make it again.

Successful selling by way of the auction method depends on three factors. You must make your merchandise available, make it known and the test of the auctioneer to make them wanted. The selling ingenuity of the auctioneers could in the next few years expand the purchasing at public auction anywhere from 20 to 40% above the all-time record of 1951. Yes, and remember our population increased 28 million in the 20 year period 1930 to 1950. By 1960 it is estimated there will be an additional growth of 25 or 30 million. It is up to you, the auctioneers of America, to educate this increase in population to buy and sell VIA of the public auction sale. Incomes have gone up and continue to rise. The public has greater spending power and with the rising income they are buying for improving their standard of living. Advertising your auction sales far and wide will encourage others to have sales. This is one of many ways the increase in population can be educated to your way of selling, then it is up to you to make them want what you have to sell.

THE PANEL METHOD - - -

A panel discussion is one of the popular methods of disseminating information. When outstanding authorities on a subject are gathered in a panel and questioned by interested persons, a considerable amount of information can be secured.

Some of the big features at the national convention will be the panel. Each panel will be made up of auctioneers who have had years of experience in the subjects they are asked to handle. It is the policy of the committee to secure the best for these panels. The subject of each panel and the panel members will give every auctioneer something worthwhile that can be applied to his problems in his own community and elsewhere.

The panels will be the workshops of information, experience, progress, pleasure and the building of a better profession and association as each panel will afford every auctioneer present to take an active part.

Plan now to take your vacation the third

week in July and remember the dates July 16, 17, 18 and 19. Convention headquarters will be at the Raddison Hotel, Minneapolis. If you haven't made your hotel reservations, better do it today and not have to spend valuable time upon your arrival looking for a room. The convention program will be ready for distribution any day now and say fellows, the boys from Minnesota sure have outdone themselves to make this the largest and best convention we have ever had. One look at the program will convince you of that, yes, you will want an extra copy of this handsome brochure to take home with you.

The Last Issue

If your membership in the National Auctioneer Association has expired.

or

If your subscription to The Auctioneer has expired.

This will be the last copy you will receive.

**ACT NOW AND CONTINUE TO
RECEIVE THE AUCTIONEER
EACH MONTH.**

"WHY NOT RECOMMEND A FRIEND TO ATTEND?"

Our Next Auctioneering Classes

IN RENVILLE BEGINNING

JUNE 1, 1952

SEPTEMBER 1, 1952

**"Successor to the American Auction
College, Kansas City, Mo."**

FOR FREE CATALOGUE

WRITE

**COL. E. T. NELSON, President.
NELSON AUCTION SCHOOL
RENVILLE, MINNESOTA**

Aux. President's Message

Dear Friends:

Some women have the idea that the harder they work the better wives they are.

That attitude is reflected in so many wives. The wife who feels neglected and unappreciated often goes into great detail about how hard she works, how she does all of the laundry, takes care of the yard etc.



And she is likely to talk about how thrifty she is, spending little on herself, and economizing in every possible way.

Just like the women every possible way.

Just why these women think that a man's idea of a perfect wife should be one who works hard to figure out.

But they do. And when they discover that the hard work isn't necessarily appreciated, they find it hard to believe.

Sure a man likes a well-kept home. And he certainly doesn't want to be driven to bankruptcy by an extravagant wife.

But he isn't going to be made happy by how hard his wife works or how many things she does without.

Nor is he necessarily going to appreciate her for either one of those reasons. He is just as likely to take her everlasting drudgery and self-denial for granted as to think what a wonderful wife she is to work so hard and demand so little.

So even though you may have to work hard and have few of the things you really want, don't expect that, in itself, to hold a husband's love or prompt his appreciation.

As soon as you can, and in every way that you can, ease up on the drudgery and always accept your fair share of the things that money will buy.

Otherwise you'll get to think and feel like a martyr. And women with this complex are no bargains as wives.

Just remember that a man doesn't love you for how hard you work or for all the things you are willing to do without, and you won't make the mistake of expecting that you can trade hard work and self-denial for your husband's undying love and grateful appreciation.

This article I have copied from our daily paper and this I like, so am passing it on to you.

Plan on stopping any and all your work and be ready to attend our next convention with your husband in Minneapolis. A wonderful time is in store for you.

respectfully,

June N. Holford

X Auctioneer — John, do you know where naughty boys go when they smoke?

John — No, dad, but I should think the ice house might be a safe place.

A BEAUTIFUL GOLD FILLED

LAPEL PIN YOU WILL BE

PROUD TO WEAR.

THE OFFICIAL N.A.A. INSIGNIA

PRICE \$2.50

RUSSELL M. DAVIS

ST. PETER, MINN.

CLIPPINGS . . .

by E. T. Nelson

Two of my auctioneer graduates conducted a fine auction sale in Danube last week. Here is a clipping by Helene Grund, who attended the sale. I like the way she writes. Don't, you? She writes every week in our local weekly paper. Here it is:



E. T. Nelson

This 'n That with Helene Grund

I went to the community sale the other day in a town which makes such an event an annual affair.

Such an assortment of items for sale! There were a couple of massive oak buffets (popular in grandma's day), a "hall tree," a fern stand, cream separators (practically non-existent on today's farms), rocking chairs of every description, beds, bookcases, round and square, sturdy and squeaky tables, windows, doors, garbage pails, fruit jars and lawn mowers. There were boxes containing some ludicrous and altogether fantastic collections of books, cards, games, dishes and whatnot. Machinery tools, tires, hose and pipes interested most men.

And such a time I had! I found myself talking to complete strangers, listening to the neighbors "kid one another about their "bargains", laughing with the crowd and at a small boy, who having bought a gas mask for a dime, announced he was going skunk hunting! I'm sure I'll

never forget the embarrassment of a young miss who, simply to start the bidding, called out, "a nickel" and wound up owning a somewhat antiquated aluminum percolator! And I'll long remember the voice of the perspiring auctioneer as it rose to a lusty bellow, fell to a wheedling whisper and ended with the triumphant "going, going, gone!" as each item was sold.

Community sales are fun. They provide a place for buying and selling an amazing assortment of goods.

I enjoy seeing the great progress made each day in our classes. I enjoy getting sale bills from these beginners. I enjoy getting so many nice testimonial letters from them each week. Its great to be in the auction business . . . but it is equally a great feeling to give so many new men the RIGHT START in the most fascinating business in the world. Why not send me your prospect? Next class is in Fort Collins, Colorado in August.

TRAVEL BY HORSEBACK



**BUT BE SURE TO ATTEND THE
NATIONAL CONVENTION AT
MINNEAPOLIS JULY 16, 17, 18 and 19**

WANTED

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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

CHICAGO 40, ILLINOIS

Fitzgerald Named Auctioneer Head

On the afternoon of April 26, 55 enthusiastic auctioneers throughout North Dakota, northern South Dakota and eastern Montana gathered in the Gold Room of the Patterson hotel in Bismark, N. D., and organized the state's first association of auctioneers.

Organizing chairman for this newly formed association were Col. F. E. Fitzgerald of Hazen and Col. Ray Schnell of Dickinson, who is also Lieutenant Governor of North Dakota.

Under their able guidance and management, a dream which existed in the minds of many North Dakota auctioneers became a reality to be known as the North Dakota Auctioneers Association.

The following story, from the Bismarck Tribune, tells the story of this historic meeting.

Frank Fitzgerald, Hazen, was elected first president of the North Dakota Auctioneers association which was formed here Saturday.

Robert Fitzgerald, Hazen, the president's son, was elected secretary-treasurer, and Albert C. Fahlsing, Lisbon, was named vice president.

Lt. Gov. Ray Schnell, an auctioneer at Dickinson, was nominated for vice president, but declined to accept election.

Schnell was, however, named to the board of directors along with Joe Wicks, Cannonball; Ingham Idso, Fargo; F. L. Haibeck, Steele, and Sylvester Wallace, New Rockford.

Principal speaker at the meeting was Col. Paul Bockelman, Sioux City, Iowa, president of the National Auctioneers association.

Bockelman urged passage of legislation requiring that only licensed auctioneers be permitted to sell real estate at public auction.

"It is time for we auctioneers to protect our business," Bockelman said. "There are other elements trying to hurt us. A good example occurred recently in one state where the real estate interests nearly got a law passed requiring that only licensed real estate men be permitted to auction land."

He urged that all auctioneers be licensed and that they organize to work for their common good. He recommended the North Dakota group adopt the model code of ethics and by-laws.

"The day is gone when the best auctioneer was the one who could drink the most and tell the most lies," he said. "It now takes a high class businessman to be a good auctioneer. It is the only profession which represents the buyer and seller and should follow a strict code of ethics."

Also speaking was Ross Cone, Fargo, representing the office of price stabilization. He explained how price controls effect auctioneers and what steps they should take prior to a sale.

"Technically," Cone said, "an auctioneer is not liable for overceiling sales. He is only the agent of the seller. However, he does have a professional responsibility. About the best thing an auctioneer can do is announce before the sale starts that all transactions are governed by OPS regulations. Thus if by mistake there is a violation, it is clearly unintentional and can be rectified."

Schnell, the first speaker on the program said that professional auctioneers should be "crying" school land, Bank of North Dakota and mortgage sales.

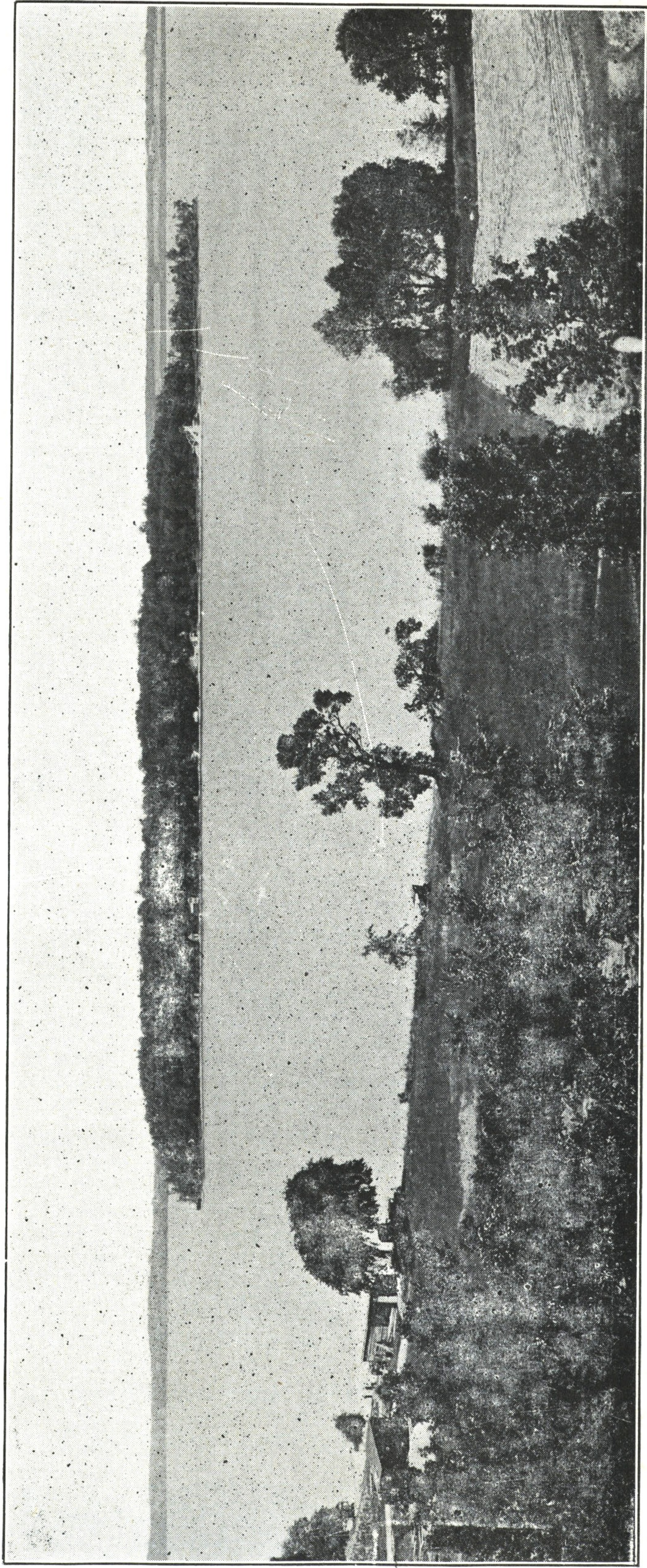
Schnell said the people are entitled to the benefit of professional salesmanship provided by trained auctioneers, because the result probably would be better prices for public lands.

He added that auctioneers are the only profession not organized, and urged that they do so.

Auctioneers attended the meeting which began Saturday noon, from throughout North Dakota, northern South Dakota and eastern Montana.

X Insurance Salesman — Now that amounts to a premium of \$6.90 per month on straight life. That's what you wanted, isn't it?

Auctioneer — Well, I would like to fool around a little bit on Saturday nights.



FROM MINNESOTA WE EXTEND TO ALL THE AUCTIONEERS AND THEIR WIVES A MOST CORDIAL INVITATION TO ATTEND THE NATIONAL AUCTIONEER'S CONVENTION WHICH IS TO BE HELD IN MINNEAPOLIS, MINNESOTA ON JULY 16, 17, 18 AND 19. WE HAVE SOME OF THE FINEST SUMMER RESORTS IN THE COUNTY AND A STATE WITH 10,000 LAKES, SHOULD AFFORD YOU WITH A PLACE TO SPEND A MOST ENJOYABLE VACATION. DURING THE TIME OF OUR CONVENTION THE AQUATENNIAL WILL BE ON, A SPECTACLE THAT HAS GAINED NATIONAL RECOGNITION. DON'T MISS ATTENDING THIS YEAR'S BIG CONVENTION

"Along the Way"

With Walter Carlson

When AUCTION BILLS are printed to advertise a sale, there is one mighty important thing to keep in mind; they don't do one bit of good laying on the pantry shelf in the farmer's home. GET 'EM POSTED!

Years ago while Huey Long was in power in his home state, a convention was scheduled for one of the cities within its borders. Upon his arrival for the great whoop - de - do, Huey's first business for the day was to call in the park commissioner for the city and angrily demand why the flowers were not in bloom to help show off the town to all the distinguished visitors. Says the commissioner, "Just what sort of fertilizer would you recommend to produce that sort of a deal?" Says Huey, "The best fertilizer in this world is THE BOSS' FOOTSTEPS!"



Walter Carlson

Get the idea? Nobody can do a better job to get bills POSTED where they will do the most good than YOURSELF. In the early years of my auction business, BILLS for every sale that I could get were posted in an average of twenty towns, in just about every place the law would allow them to be put up. An old fellow one time said, "Well, I see you are really getting along in the business. Last week six of your Bills were up in here and ——— only had one." And what one man notices, others also notice. Wherever several folks may gather for conversation, they will talk about an AUCTION BILL if one is POSTED. If your NAME is on that BILL, they will talk about that. That helps to expand YOUR ACQUAINTANCE. "PEOPLE PREFER PEOPLE THEY KNOW." That's what you want them to do, don't you?

BILLS for COMMUNITY SALES are probably the first kind that a beginner in the auction business will have a chance to make up. When listings are rather scarce, there is a grand opportunity to use some IMAGINATION in the copy. With this reserve to fall back on, some auctioneers can whip up a dish that is really ORIGINAL and CLEVER. A good promoter for a

first COMMUNITY SALE, or the ANNUAL COMMUNITY SALE that has become a tradition in hundreds of towns, usually manufactures a lot of bally-hoo for the event on a big 'horse-blanket' BILL, with a whole row of ADS from the town businessmen all around the fringe of the spread. They will usually kick in a couple bucks each to make a day for the town, and it all helps to buy the smokin' tobacco for the auctioneer who will spend a little time to write up the ADS. From a number of fellows I have received BILLS with these ADS that had top-notch SALESMANSHIP in them.

Times do come when the sale is small and expenses must be whittled to the most very thin allowance. Possibly a 2 column by 5 inch space for an ad in the local paper is the extreme limit of the advertising budget. No money for BILLS at all! Then what? You want some around town when YOUR NAME is on the coveted spot, don't you? For a very small sum, you can get REPRINTS of that NEWSPAPER AD on a 9x12 POSTER, with "AUCTION" in big print across the top. This gives you a chance to scatter a few around each of the neighboring towns, brings more buyers, and puts YOUR NAME out in front of the public. Just another IDEA for the active young fellow that often PAYS DIVIDENDS.

TO MEET AND BEAT COMPETITION IN THESE TIMES IT IS NECESSARY TO DO TODAY WHAT THE OTHER FELLOW DOESN'T THINK ABOUT UNTIL TOMORROW.

Meeting you in Minneapolis,

Walter Carlson

TRAVEL BY STAGE COACH



BUT BE SURE TO ATTEND THE
NATIONAL CONVENTION AT
MINNEAPOLIS JULY 16, 17, 18 and 19

Who Will Win The Prize ? ? ?

There will be prizes for the first couple from each state to register at the National Auctioneers convention. Registration opens at 4 p. m. Wednesday, July 16, at the Radisson Hotel, in Minneapolis.

At 8 p. m. Wednesday night there will be an informal gathering and dance in the Radisson ballroom, with prizes for funny or old time, hard time or any unusual costumes. Cocktails will be served.

While the convention will not be called to order until 9 a. m. July 17, the first night is always one of the most pleasant and plans for this year's party are being made on a big scale.

Plan on arriving at the convention on Wednesday.

Auction Market Season Opens In New Jersey

New Jersey's 1952 produce auction market season is now well under way, with Landisville and Vinland cooperative markets selling new crop dandelions, leeks, brocoli-rabe, and other early spring vegetables, reports A. B. Rose, supervisor of fruits and vegetable standardization, State Department of Agriculture.

Demand for brocoli-rabe is reported good for this year, but is disappointing for dandelions according to Rose.

Produce auction markets in Swedesboro and Pedricktown will open during the latter part of April for asparagus, which will be their principal crop until tomatoes are ready in July. In Hightstown, the produce auction will open with greens early in May. Cedarville and Hammonton will open late in May with sales of strawberries. Beverly will open early in July with sweet corn and early apples, and Glassboro at about the same time with tomatoes and peaches.

TRAVEL BY COVERED WAGON



**BUT BE SURE TO ATTEND THE
NATIONAL CONVENTION AT
MINNEAPOLIS JULY 16, 17, 18 and 19**



**YOU'VE HEARD ABOUT "ST. PETER".
YOU CAN SEE IT IN MINNESOTA WHEN
YOU ATTEND THE JULY NATIONAL
CONVENTION.**

TRAVEL BY PACK MULE



**BUT BE SURE TO ATTEND THE
NATIONAL CONVENTION AT
MINNEAPOLIS JULY 16, 17, 18 and 19**

Ohio and Pennsylvania Auctioneers Hold Meeting

The Ohio and Pennsylvania Auctioneers held a joint meeting in April at Youngstown, Ohio, Piccadilly Room, Tod Hotel. The meeting had an inspiring attendance. Many of the Top Flight Auctioneers from each State were present. Everyone seemed real interested in this meeting with eyes and attention on the speakers at all times. Not once was it necessary to rap for order.

The meeting opened at 1:30 p. m. with the entire body standing repeating the "Lord's Prayer" in unison as a token of thankfulness for the privilege and for guidance in the meeting.

The object of the meeting was to decide what the two states could or should do about affiliations with the national association. Discussion proved that the directors representative of each state at the Decatur convention last July had faithfully performed their duty to the extent of their authority but as their authority fell short of agreeing to the increase of national dues from \$2.00 to \$10.00 per year the states of Ohio and Pennsylvania had to fall from the ranks of the national association.

Each state has since cussed and discussed this problem to the extent of deciding that a joint discussion might be the answer which brings us to the point of our joint meeting in Youngstown, as stated.

Col. Tom Berry, West Newton, Pa., Col. Chet Drake, Decatur, Ill., and Col. Jack Gordon, Chicago, Ill., being national directors sat in defense of the national association.

Col. W. O. Sargent, Bradford, Ohio, president of the Ohio association and Col. John Sargent, Greenville, Ohio, secretary thereof together with several of their state directors, pleaded their cause for the Ohio boys.

Col. Lee Pillsbury, New Bethlehem, Pa., President of the Pennsylvania association and Col. Woodrow P. Roth, Emmaus, Pa., secretary, with several of the Pennsylvania state directors, pleaded for the Pa. boys.

Your scribe held a neutral corner and refereed the bout, but let me say here and now that I never attended a more intelligent, interesting or orderly meeting.

Each state presented their pros and cons. Then the national directors were heard and then the entire attendance on an individual question and answer plan. Each question being answered from the speakers' stand by the one most in authority to answer. The preliminary results are as follows:

Both states unanimously agreed that the national association should not hold meetings behind closed doors. That all business of the national association in convention assembled should be transacted in open meetings and not by director representation behind closed doors. Director representation should be for all other business and meetings except that transacted at the national convention, except that directors should act as spokesman for their constituents at the national convention meetings.

That national directors should be on the basis of each state's membership in the national association.

That the national association should not solicit nor accept members in the national association unless the member comes thru and is screened by, investigated and approved by the state association, except an applicant who is without state representation which evolves a point of interest and should be of special interest to the national association. "Every state should have an association" and the national should work to that end when an application is received as above. The screening, investigating and approving of an applicant can be much more effectively and thoroughly done on a local or state level. Members should not be accepted just for monetary gain and in screening and approving neither should we lose sight of the fact that a member in our ranks and under our guidance will be less dangerous than on the outside.

(Continued on next page)

OHIO & PENN. AUCTION MEETING—

(Continued from previous page)

No decision was reached at this meeting regarding the national \$10.00 annual dues, but each organization as well as each one present took home some very constructive facts to look upon and to think about in making a decision and to present to those who were not in attendance.

The final results will be presented at the national convention in Minneapolis next July.

Reciprocity and License Laws between the two states were briefly discussed and very amicably agreed upon. In the not too distant future both states will have reciprocal laws if the law-making bodies will bend to the will of the auctioneers. Pennsylvania's proposed law includes reciprocity. Ohio's law which is enacted does not but the Ohio association assured Pennsylvania that it will be amended to this extent as fast as they can get to it. The meeting held in session until 5:30 p. m. Just before adjournment a collection was suggested to cover the cost of our meeting room. Col. Cy Sprunger of Kidron, Ohio, did not let the hat pass him. His donation was the first one and was the full amount of our bill. Col. Cy's generosity and willingness to help most certainly establishes a precedent that will be difficult to forget when we vote on the increased dues.

Pennsylvania's next state meeting will be held in Sharon, Pa., at the Shenango Inn, Kimberley Street, afternoon and evening. President Pillsbury extended all a

cordial invitation to attend this meeting where Pennsylvania will vote on the question involved.

God willing, I hope to see you all in Minneapolis next July. — Col. Homer H. Sparks.

HOLSTEIN BREEDERS HOLD SALE AT HIGHLAND, ILL.

Forty-four of the leading herds of the state consigned cattle to the semi-annual State Holstein Breeders Association Sale at Highland, Illinois Saturday. It was the first meeting of the organization ever held this far south in the state.

The 44-herd consignment included 64 head of heifers. Average of the sale was \$503 per head, excellent results for the consigners.

Local buyers bought many outstanding heifers, in the sale, although buyers were present from Missouri, Arkansas, Michigan and many of the counties in the state of Illinois.

Walter Holford, Edwardsville, Ill., a member of the breeders association, was one of the auctioneers on the sales force, which included Horace Walker of Indianapolis, Ind., and William H. Williams, Huntley, Ill. Kenneth Ryan, Dundee, was sales manager.

Get TWO in '52

NOTICE

YOU TOO MAY OBTAIN A COPY OF THE Official Tractor and Farm Equipment Manual

This book is almost a MUST for Auctioneers selling Tractors and Farm Equipment.

It comes in two volumes - Spring and Fall Editions. Order your copy now from

RUSSELL DAVIS

ST. PETER, MINNESOTA

PRICE ONLY \$5.00 FOR BOTH EDITIONS.

Let's Face It . . .

by B. G. Coats

In "The Auctioneer" over a period of many months, articles on organization and subjects pertinent to organization have appeared with each number. I do not know what the conditions are in your state, but from my experience and the information at hand I am led to believe that just about the same condition exists in every state with respect to state organizations of Auctioneers. I would say to each and every state, "Auctioneers, Let's Face It", and do something about it.

We can become entirely too sentimental about the "good old days", when the auctioneer was satisfied to cry a sale now and then, with no preparation, advertising, help or no arrangements, all of which are so vital today. That school of thought long ago was fine for its time. It represented the best to be had. Auctioneers of that period had no schooling in auctioneering. They learned what little they knew in the school of experience.

Now Mr. Auctioneer, with schools of learning, all modern conveniences, probably a TV set and deep freeze in your home, doesn't it kind of date you when you drive up the road past that old one-room school house. True that old red brick school house of one room was the foundation of learning from which came our country's greatest men. But are you like the auctioneers of that time trying to build the best for your profession. To stick to the one-room school Colonel, is like asking you to stick to the old grain cradle. You must progress just as our school systems have progressed as today that are the greatest institutions of learning in the world.

I have made no survey but I would venture a guess that if auctioneers were asked what they most want for the advancement of their profession and improvement in auctioneering, it would be strong state organizations, cooperation with a strong national organization, etc. To have these you must have centralization. There will be problems, of course, but there always are problems when groups unite. Who wants to travel through life as an auctioneer on a bed of roses? If you didn't get hit with a thorn now and then there would be

no interest in the profession and no motive for us as individuals to strive for improvement.

If you are trying to get away from that one-room school because you really want to progress, you want your profession to progress. I would say that centralization, with its problems will get us there faster, will improve everyone of us if we will let it, will advance our profession and bring home to every auctioneer in America the vital importance of organization if as auctioneers we ever expect or hope to control and constantly improve our profession not only for ourselves but for all future auctioneers.

The answer to the problems of auctioneers today is "organization", so I say to every auctioneer in America, get into your state and national organization and support and cooperate in every way. Get away from that one-room school idea and help to progress, reach out for the better things that can only be reached through organization. "Auctioneers, Let's Face It".



**THIS TYPE OF SIGN PROVED
SATISFACTORY FOR GOOD
ADVERTISING AND WILL
WORK IN YOUR OWN
HOME COMMUNITY.**

Auction Sayings . .

Reprints from "550 Auction Sayings"
by permission of Col. E. T. Nelson,
Renville, Minn.

It seems a postive calamity.

That was a flash of intelligence.

What part of Ireland are you from?

I congratulate you on buying that.

You got out of that rather neatly.

It often amazes me to see people wrestle
with little bids.

Bring on another one, this one is all
but sold.

The wise man changes his mind, the
other kind never.

A winner never quits, a quitter never
wins.

Too late, the boat has gone.

Guaranteed not to be perfect.

Don't know him, but he looks like
Harold Lloyd.

Cracked, but will break in another place
next time.

It is better to throw bouquets than
pickles.

There is a certain distinctive advantage
in buying something good.

Not second handed, but remodeled.

Standing on the wrong food when you
don't buy this.

Here is where your dollars will turn
quick (selling hogs).

I heartily approve of that kind of bid-
ding.

Thank you, brother, for those kind
words.

Old men for council, young men for war.

It's really heart breaking to sell this cow
at that price.

It is from the heart that I request this.

Look at her coming in with her baby
(cow and calf).

My principle motive for dwelling is to
get the value.

It's seldom that you have this oppor-
tunity.

Well, this is like selling an umbrella
to a duck.

TRAVEL BY BICYCLE



**BUT BE SURE TO ATTEND THE
NATIONAL CONVENTION AT
MINNEAPOLIS JULY 16, 17, 18 and 19**

SUBSCRIBE NOW

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LEGRAND, IOWA

**Herewith is \$2.00 for a one year
subscription to "The Auction-
eer.**

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State _____

Auxiliary Will Have Fine Program At National Convention, July 16 to 19

By the time you get this issue of our fine "AUCTIONEER" our 1952 Convention in Minneapolis will be well organized. My correspondence with Col. Davis leads me to believe that this is to be our largest and best Convention. Without the help of "The Minnesota State Auctioneer's Ass'n." I don't see how he could have accomplished the wonderful things that are in store for all our pleasure and benefit.

Everyone of our Conventions from the first to the present time have been wonderful. No one can possibly make any complaints, that's for sure, but—each Convention does a lot to improve the following one. Each year I say to myself "How can this convention possibly be top," and each year the next convention I say to myself "This is the best one yet." That's the way it should be and with all of us cooperating in the years to come. That's the way it's going to be in the future. I'm sure of that.

With all my heart, I hope all of you are making your plans, making your hotel reservations to attend this 1952 Convention July 16 thru 19th. I have made so many wonderful friends with auctioneers and wives and also their children from all over our United States. I want to renew all those friendships and above all, I want to make a lot more friends. I will recognize a lot of you but please—if I don't, don't hesitate to make yourself known.

As the President of your Auxiliary, I will be there to help you in anyway I can. Don't hesitate to ask me for help and if I can help you I certainly will. I will try to be available at all times throughout the week.

I am happy to report that our nursery is well in hand for your youngsters. I wouldn't advise bringing your small babies but we will be able to handle children from five to twelve. Over that age we feel they can pretty well manage themselves.

The Aquatennial celebration and shows will be in full swing during our convention with a large parade Saturday afternoon July 19. The Auctioneers will pick a lady from the Auxiliary group and she will be named "Queen for a day." They are plan-

ning for her to ride in a float in the parade and it's my understanding that the "Lucky Lady," will also be given a prize. The water shows that are beyond my explaining to you, are held every night. I have talked to some that have seen this show. We want to reserve tickets for as many as would like to attend this show Saturday night July 19. The price of the tickets are \$2.50 per person. Please send me your reservations as quickly as possible so you won't be disappointed. Send P.O. money-order, bank draft or personal check payable to June N. Holford, Edwardsville, Illinois.

Wednesday July 16, 9:30 a.m., registration will start at the Hotel. Nothing definite has been planned for this day until 7. A reception and old time dance with cocktails being served. You are to dress in old clothes and with the cooperation of all, we should have a lot of fun and a bushel of laughs. We hope to have a board meeting Wednesday night to be held in one of our rooms.

Thursday, July 17, registration at 9:00 a.m. The mens program begins at 10. If you want to hear a very good speaker, may I suggest you hear Col. Art Thompson at 12:30 noon. One of the best, well known, dean of Auctioneer's that the world has ever known. All of the time not mentioned has been left open for your shopping, napping, or looking around. Nothing is compulsory. At 7:00 p.m. is the entertainment for the entire convention group with dress optional.

Friday, July 18, the big Charity Auction sponsored by the Minnesota Odd Fellows Lodge will be held at the State Fair grounds. At this time the "loudest sport shirt" contest will be judged by five ladies of the Auxiliary and prizes to be awarded that evening. Men we warn you to get your shirts ready for display at the Auction. At 7:00 p.m. the main banquet and after dinner dance, dress optional.

Saturday, July 19, at 9:00 a.m. meeting and election of officers for both men and Auxiliary. Place to be announced later. Everyone should try to be on time so that

(Continued on next page)

AUXILIARY WILL HAVE —

(Continued from previous page)

we can be finished by 12:00 noon. At 2:30 a luncheon has been planned for the ladies, in the hotel and we want to be ready to view the parade at 2:30. Saturday night is the Aquatennial show for as many as would like to see it but again let me warn you, please send me your reservations as soon as possible.

This will conclude the 1952 Convention and we hope you will all have enjoyed yourself enough to be with us again in 1953.

Another thing that is going to be available for you Ladies is a TV program called "Coffee Capers," at station KSTP-TV 12:45 to 2:00 p.m. Tickets for this show are free for the asking but you must write for them at least 3 weeks in advance. Don't write to me for your tickets, write to "Coffee Capers," station KSTP-TV, Minneapolis, Minn. I would like to suggest Wednesday for that seems to be the only day that something hasn't been planned.

Have you made your Hotel reservations? If you haven't, I most sincerely urge you to do so in the very near future because along with this Aquatennial, hotel rooms are going to be at a premium. Write Hotel Radisson, L. W. Benike, Mgr., Minneapolis, Minn. Already over 50 have made reservations. Its a lovely large hotel but they only have just so many rooms and we want everyone of you near us so again I say "MAKE YOUR RESERVATION NOW!"

AUXILIARY COMMITTEE'S

Welcoming committee: Leona Davis, chairman, St. Peter, Minn; Fern Pettit, Bloomfield, Iowa; Margaret Norris, Alton, Ill.; June Holford, Edwardsville, Ill.

Nominating committee: Nell Coats, Long Branch, N. J.; Bess Gordon, Chicago, Ill.; Judy Sheets, Roanoke, chairman; Eunice Sheets, Roanoke; Mrs. Iwenta Choffee, Towanda, Pa.

Contest committee: Almedia Wilson, chairman, Marion, Ohio; Florence McGuire, Holstein, Iowa; Bernice Ritchie, Marathon, Iowa; Daisy Ramsey, Madison, Tenn.; Fern McCracken, St. Louis, Mo.

Membership committee: Lela Bockelman, chairman, Sioux City, Iowa; Doris Rasmussen, St. Paul, Neb.; Mrs. John Rhodes, LeGrand, Iowa; Mrs. Laird Glover, Crawfordsville, Indiana.

Latest Auctioneer Attire



Pictured above is Col. Sjostrom, a well-known Minnesota auctioneer, all togged out in the latest auctioneer attire. This is what the well-dressed auctioneer will be wearing at the next National Convention to be held in Minneapolis July 16, 17, 18 and 19.

Ties may be had by writing Marshall-Field and Co., Chicago. Canes will be furnished through the courtesy of Col. B. G. Coats, Long Branch, New Jersey. Boots, just any old store in your home town. Don't forget the tie; hats will be furnished at the registration desk of the convention hotel.

When all the colonels, from all the states, march down the streets of Minneapolis wearing boots, ties, convention hats and carrying a cane, the citizens of Minneapolis will know that we are not an ordinary bunch of business men.

X Just before the Colonel died he made his wife promise she wouldn't marry again. When Jones heard about this he said, "That was just like the Colonel, always doing something to help his fellow men".

Convention Committees

General Convention Chairman, Col. Lester Winternitz, Chicago, Illinois.

Convention Chairmen, Col. Clyde Wilson, Marion, Ohio and Col. B. G. Coats, Long Branch, New Jersey.

Program Chairmen, Cols. Alvin Kohner, Paul Hull and Leonard Wendorf of Minnesota.

Reception Committee, Col. Thos. Gould, Minneapolis, Minn., Col. Walter Carlson, Triumph, Minn. and Col. Walter Holford, Edwardsville, Illinois. Other men on this committee are Col. Sterling Deming, Owatonna, Minn., Col. David H. Lavine, Minneapolis, Minn. and Col. Orville Sell, Grand Island, Nebr.

Auction Chairmen and Committee, Col. Paul Bockelman, Sioux City, Iowa, Chairman; Col. Jack Gordon, Chicago, Ill., Col. Martin Lampi, Annandale, Minnesota. Other men on the committee: Col. C. B. Drake, Decatur, Illinois, Col. T. B. Berry, West Newton, Penn., Col. Morris Henry, Foley, Minn., Col. Fred Radde, Watertown, Minn., Col. Everett Johnson, Warren, Minn., Col. J. W. Kinzie, Wheaton, Minn., Col. Wm. Felton, Ortonville, Minn., Col. Paul Lietz, Eyota, Minn., Col. Joseph Fahey, Minn., Col. Hugh McGuire, Holstein, Iowa and Col. Dan Fuller, Albion, Nebraska.

Nominating Committee, Col. Guy Pettit, Bloomfield, Iowa, Chairman; Col. Jack Gordon, Chicago, Ill., Col. B. G. Coats, Long Branch, N. J., Col. Frank Taylor,

Courtland, N. Y., Col. Foster Sheets, Roanoke, Va., Col. Paul Bockelman, Sioux City, Iowa, Col. Bill McCracken, St. Louis, Mo. and Col. C. B. Drake, Decatur, Ill.

Awards Committee, Col. John Rhodes, LeGrand, Iowa, chairman; Col. Lloyd O'Brien, Belle Plaine, Minn., Col. C. A. Riley, Valentine, Nebr., Col. I. F. Rochelle, Roanoke Rapids, N. Car., Col. L. T. Crawford, Mishawaka, Indiana, and Wehrheim Bros., Webster City, Iowa.

Resolution Committee, Col. Donald B. Schaffee, Towanda, Pa., chairman; Col. Homer H. Sparks, Sioux City, Iowa; Col. Lyle Sweet Jr., Ashville, N. Car., Col. Laird Glover, Crawfordsville, Ind., Col. Donald E. Hoffman, Buffalo, Wyoming, Col. Dean L. Holiman, San Angelo, Tex., Col. Samuel Jardine, Adrian, Mich., Col. J. H. Weston, West Virginia, Col. V. B. Johnson, Hartford, So. Dak., Col. Dennis Moss, Clovis, New Mexico, Col. Parrish and Jones, Winchester, Ky. and Col. L. M. Peterson, Jacksonville, Florida.

Convention Site Committee, Col. Ray Hudson, Morrisville, Illinois, chairman; Col. Lockridge, Stautan, Virginia, Col. Robert Brown, Ida Grove, Iowa, Col. John Rhodes, LeGrand, Iowa, Col. James Webb, Grand Island, Nebr., Col. Robert Calhoun, Butler, Ohio and Col. J. H. Brunselle, Evansville, Wisc.

Get TWO in '52

APPLICATION FOR MEMBERSHIP

NATIONAL AUCTIONEERS ASSOCIATION
RUSSELL DAVIS, SEC'Y.
ST. PETER, MINNESOTA

I am actively engaged in the Auction Business and do hereby apply for membership in the National Auctioneers Association. I enclose \$10.00 for a years dues with the understanding this money will be refunded in the event this application is rejected.

NAME _____

ADDRESS _____
(City) (State)

REFERENCE: _____
(Name) (City) (State)

The Above Reference Is An Auctioneer

YOUR BUSINESS and IT'S FUTURE

by B. G. Coats

To properly evaluate the auctioneering profession in relation to your service, consider this salient fact. Auctioneers have no slack season. Every day, week and month of the year some 20,000 auctioneers are selling somewhere and this continues regularly as sunrise or the tides. Visualize the daily pounding and the tremendous amount of merchandise and money that changes hands as a result of service by these 20,000 auctioneers. A never ending process with an annual volume exceeding one billion dollars. Can you think of or do you know of any profession with a richer potential for your services. Isn't it worth your protection and the protection of every auctioneer in America? Then do something about it. If you don't and the auctioneers of America continue an apathetic attitude towards their own profession and your own future, do not be surprised if your billion dollar business becomes highly supervised and regulated to a point that will cause the auctioneers to rise as an army in protest against such supervision and regulations. But it will be too late and you will have to act now if you expect the future of the auctioneering profession and the auction business in America to remain free and unregulated. You are now probably saying to yourself "What can I do as an individual?" You can do like hundreds of others are doing and that is join the National Auctioneers Association as there is only one way your future can be safe-

guarded against and that is through organization.

I wish that I had the God-giving converting power of a Billy Sunday, the vocabulary of a Daniel Webster and the eloquence of a William Jennings Bryan, perhaps I could say the correct word that would bring about a movement of auctioneers to the realization of the importance for their future protection and the paramount requisite for that protection which is organization, but being just a plain American citizen I have no alternative other than to continue my every effort in the interest of and the protection of the auctioneering profession.

If every auctioneer would read Whittaker Chambers' story in the Saturday Evening Post, perhaps this would awaken you to what is going on in our government today and arouse you to fight to keep your profession uncontrolled and free from the many controls imposed upon other businesses. Read it and if you have digested it you will not hesitate to come forward in the interest of your profession. Organization is your most valuable approach.

X Every girl knows that face powder is necessary to get a husband but most of them forget that baking powder keeps them.

Do You Know?

Of a tract of land suitable for a sub-division or a bunch of lots, already platted or some suitable land or farm that is located on a good road, close to your town or city, which should be cut up into small tracts and sold at AUCTION. If so, write us about it and WE WILL CO-OPERATE WITH YOU by buying for cash or conducting an auction of same for the owner.

This type of auction requires a special kind of promoting, advertising, and technique, and having conducted over 300 of these sales all over the U. S., we are recognized specialists in this field, and we know that now is the time to arrange for such sales. Please let us hear from you.

Bockelman Sales Co.

REAL ESTATE and SUBDIVISION SPECIALISTS

1224 4th Street, Sioux City, Iowa

Booster's Page

\$5.00 WILL KEEP YOUR NAME AND ADDRESS ON THIS LIST A WHOLE YEAR

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Booster's Page

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Col. Martin Lampi		Annandale, Minn.
Col. Bruce Parkinson	Route 2	Kankakee, Illinois
Col. R. C. Foland		Noblesville, Indiana



The Final Bid



I am reminded of the article "It Seems To Me" by our editor, Col. Rhodes, in the March number of "The Auctioneer" and I quote, "You know, men, they say a fool and his money are soon parted. Allow me to compliment you people, the way you are bidding I can assure you there's not a fool in the crowd". Can't agree with you, Johnny, as there was a time when a fool and his money were soon parted, but now it happens to everybody.

"Where is all this grocery money going" demanded Col. Drake. His wife smiled sweetly. "Just stand sideways in front of the mirror."

A vivacious young girl from Minnesota shocked her Boston-reared auctioneer beau by drawing on her gloves as they started down the street on their first date. "Where I came from", chided the auctioneer, "people would as soon see a woman put on her stockings in public as her gloves." "Where I came from," retorted the young lady, "they'd rather".

A woman is perturbed by what an auctioneer forgets — an auctioneer by what a woman remembers.

Many an auctioneer in love with a dimple makes the mistake of marrying the whole girl.

Auctioneer to tramp — If I thought you were honest, I'd let you go to the chicken house and gather eggs.

Tramp — I wuz manager of a bathhouse for fifteen years and never took a bath.

Col. Winternitz of Chicago had been trying for months to collect an overdue bill, but all his pleas and threats were completely disregarded. As a last resort, he sent a tear-jerking letter, accompanied by a snapshot of his little daughter. Under the picture he wrote: "The reason I must have my money". A prompt reply was accompanied by a photo of a voluptuous blonde in a bathing suit labeled: "The reason I can't pay."

Doctors claim that exercise eliminates fat. How in the world does an auctioneer get a double chin?

She longs for an auctioneer around the house.

Whose deeds surpass his twaddle,
Who isn't only a model spouse,
But also a working model.

Auctioneer discussing a colleague: "He's retiring on his savings — he worked for years when they didn't take social security, health benefits, pension funds, union dues, unemployment insurance out of his pay checks."