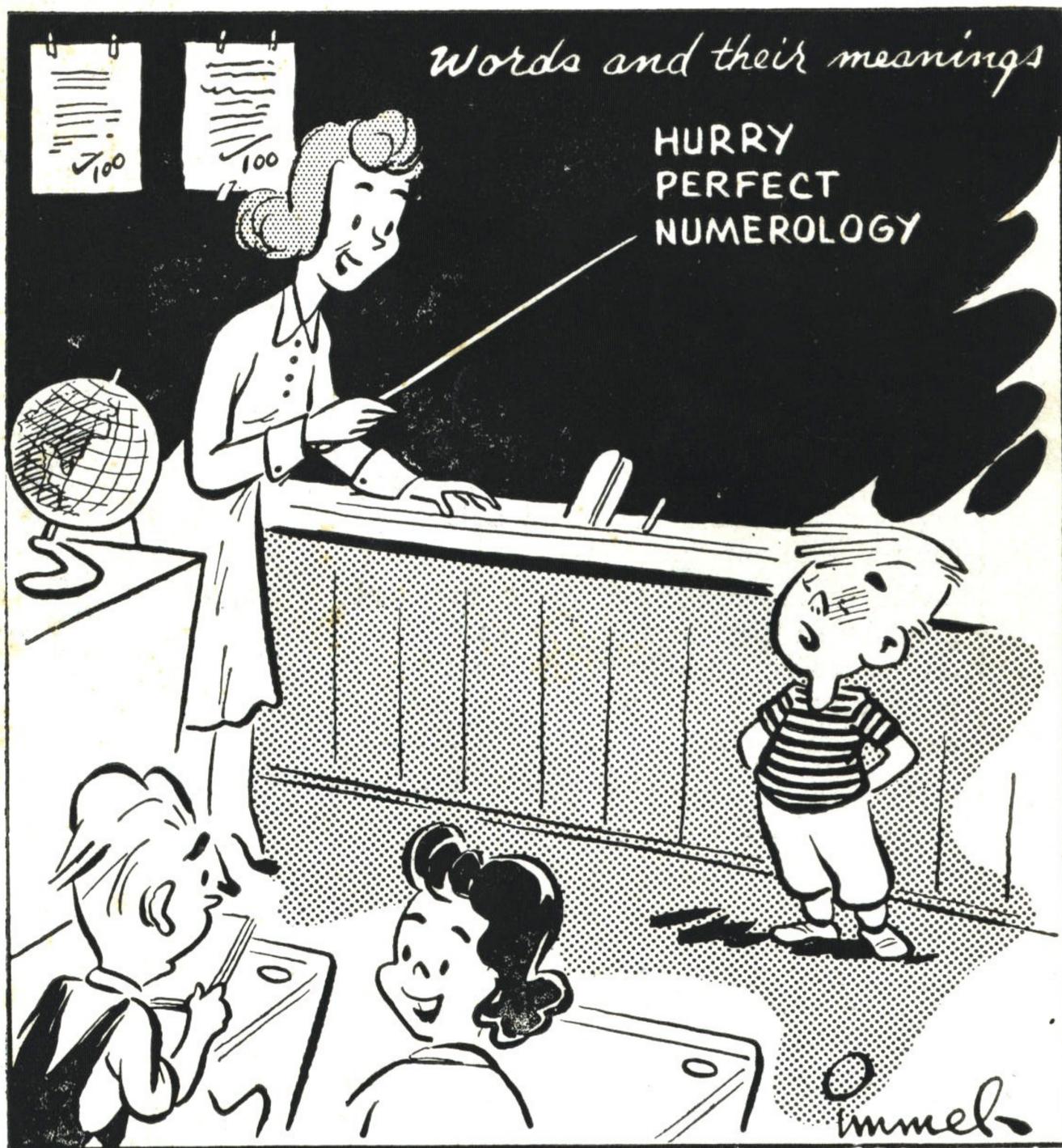


# The AUCTIONEER

JUNE, 1951

Vol. II

Official Publication of The National Auctioneers Association No. 7



"Hasn't that got something to do with the chatter

of an auctioneer?"





## THE AUCTIONEER

Published every month at  
LeGrand, Iowa

Official Publication of

## National Auctioneers' Ass'n

**John W. Rhodes**  
Editor

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

All news and advertising material must be in the office of the Auctioneer on or before the 15th of the month preceding date of publication. Publication date is the first of each month.

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One Page .....	\$30.00
One-half Page .....	16.00
Quarter Page .....	9.00
Column Inch .....	2.50

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



When they teach typing there is a line for practice that says, "Now is the time for all good men to come to the aid of their country." There is a line like that which we auctioneers should start saying right away, it goes, "Now is the time for all good auctioneers to plan to attend the convention." Tell those for whom you are selling that you'll be unavailable for that week in July when the whole business structure of the country will have to stand still while the Auctioneers (super salesmen) take time out to hold convention.

Just got a call from Col. Chet Drake of Decatur and he tells me things are humming over there in anticipation of the convention. Col. Drake is in charge of the convention and has the complete support of the Illinois State Auctioneers Association. You know he lives in a place called the Drake Roost, (Sounds kinda fowl to me) and he told me he was getting the roost all aired out for the biggest run in its history.

No foolin, if you miss the convention you are missing the biggest pep meeting of the year. Those who attend go home with a new zeal and determination to render a greater service in their own community and that service pays off both in money and in satisfaction.

\* \* \* \*

I knew a preacher once who started out to hold a revival meeting with only one sermon prepared. After delivering the first one he had to study all the following day for a new sermon and then that night got up and preached all he knew. It was simple for him, each night he told all he knew. Well the editor of the Auctioneer is a lot like that man. Each month he gathers up what has been sent in and then prints all he has been able to get his hands on. If there is a lot of material there is a large paper, when you boys have been stingy with material the paper is about as thin as a dollar bill that a mechanic got

(Continued on next page)

## IT SEEMS TO ME —

(Continued from opposite page)

his greasy hands on. There is no backlog of material in this office so we are depending on you to keep us rolling.

\* \* \* \*

In this issue we have an ad for fire fighting equipment and extinguishers. The man who runs the ad, Bob Thompson, is the same man who sold me two extinguishers last year. He is quite a salesman and has a hard line. I remember about 18 months ago one of my brothers came by and while he and I were talking I noticed in his car he had a fire fighter. I laughed at him for being a sucker and buying such a piece of merchandise, said it was all bunk and I'd never have one. It was not over a month from then that we got a call on Sunday saying this brothers new house was on fire. I jumped in the car and as I headed for his place I thought about him winding up with a loan on nothing but basement for I was sure it would be his luck to lose the whole house, especially since we have no fire wagon in town. When I got there the smoke was pouring out through the shingles and out of the attic windows, and when I got upstairs he was pumping his fire extinguisher and another neighbor was using his. They put the fire out, and thus saved a new house and I admitted I had laughed too soon. I called this salesman and wasn't satisfied with one, I bought two extinguishers and have them in my home ready in case I need them, either on my place or at the neighbors. It doesn't make me anything when you buy a fire fighter but it might save you a terrible loss if you get one and hang it up in a good handy place.

\* \* \* \*

The other day a man asked a friend of mine to cut his commission on a farm sale to 1 percent though the other men get 1½ percent in this locality. My friend said, "Sir if I am only worth 1 percent while the others are worth 1½ percent you don't want me, you had better get the other man who is worth more for it pays to get the best auctioneer you can when you have a sale." This was good reasoning and needless to say, my friend got the farm sale. When we cut our commission we are in reality telling the man who plans to have a sale that our work is inferior to the other auctioneer, then if he is smart he will engage the other man to sell his sale.

There has been a lot said about an auctioneers license. Col. B. G. Coats, a past president of the N.A.A. and a member of the board of directors has an article in this issue about his views on the subject. You have an idea about it, I am sure. How about trotting that idea out and let us know about it, we will be glad to print it and by having a few such articles we will be better able to form a correct opinion on this matter.

\* \* \* \*

Iowa is really pretty at this time of year. I only have one kick. Seems last year I sowed too much grass seed. Had no idea the stuff would grow so fast. Now about all I get a chance to do between mowings is to sharpen my mower. If I can persuade the missus to O.K. it, I would like to buy several loads of green cement and pour it on the yard, then when my neighbors are pushing away all I would have to do would be sit in the shade and turn the hose on the green cement. If the ladies at the convention would suggest to my wife they think a cement lawn would look nice, I would appreciate their help and would live a lot longer I am sure.

I'll close for this time, REMEMBER MEN, "Now is the time for all good auctioneers to plan to attend the convention."

Auctioneerily Yours,  
John W. Rhodes

X As Auctioneers, may we at all times, in our dealings with each other and the public in general, conduct ourselves in such a high ethical and moral manner as to completely justify the faith, respect and confidence expected of us.

## GREETINGS

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

ILLINOIS AUCTIONEER'S  
ASSOCIATION

# **AUCTIONEER OUTLINES HIS REASONS FOR FAVORING LICENSING AUCTIONEERS**

## **COL. COATS SAYS CONTROL WOULD CURE MUCH OF EXISTING PROBLEMS AND WOULD BE THE PROFESSION'S BIGGEST STEP FORWARD**

One outspoken advocate for instituting licensing without delay is Col. B. G. Coats, Past President of the National Auctioneers Association, and Director of the New Jersey State Society of Auctioneers, although he emphasized that his views were expressed only as his personal opinions.

The subject of licensing has come before the National Society of Auctioneers many times and Col. Coats, has given the matter his very careful attention and study during the past three years. Doing a large volume of appraisal work in connection with the auction business has afforded Col. Coats, many opportunities to witness the work of ignorant and incompetent operators and is of the opinion that licensing of all Auctioneers would eliminate the practice of those unqualified and serve as a protection against the deliberately unscrupulous operator. Col. Coats, has recommended a practical treatment for a major disease in our system of public vendue. There is no question about the fact that the elimination of incompetence and dishonesty from all auctioneering and appraisal work pertinent to the savings of other people would do more than anything else to provide security for all Auctioneers. There is no substitute for the fact that the way to achieve recognition and security is by licensing of all Auctioneers and this must be accomplished by the various state Auctioneer organizations with the National Association extending every cooperation to the state organization. It is inevitable that a rainy day will come and when that day arrives you must be prepared as an organization to fight the battles that will bring results of benefit to you. The requirements of definite education standards, the passing of comprehensive examinations and proof as to character and integrity before an Auctioneer could offer his services to the public as a professional Auctioneer, would go a long way toward curing much of the evil in our business today. With no legal restrictions as to who is qualified, the work of novices is more acceptable to overzealous and unscrupulous people than that of the genuine expert. By legal restrictions and due process of licensing in the various states the qualified Auctioneer would at least put

him in a position where he could afford to resist such pressures. It is also true as Col. Coats, predicts, that there will be much opposition to any move to require examination and licensing. It will be argued that it will be a political setup regardless of what state adopts laws regulating our profession, under which anybody with the right connection will be able to obtain a license while those without such connections will be deprived regardless of his qualifications. If that happens the Auctioneer organizations will have no one to blame but themselves.

It will be argued that qualification cannot be established by investigation and examination, because good Auctioneers are born not educated. It is purely a matter of aptitude and experience, It is not an exact science, therefore, should not be subjected to regulations comparable to those under which other sciences are practiced. I admit that aptitude is essential, but the argument that education in the science of Auctioneering is not necessary is pure tommyrot. The young high school student in elementary astronomy can do a much better job of estimating the distance to the moon than can the old mountaineer who has looked at the moon for eighty years. Of course, auctioneering is not an exact science. Neither are engineering or architecture or medicine, but we would have terrific loss of life from structural failures and medical quackery if the practice of those professions were unrestricted and if anybody could engage in them who could afford the price of hanging out a shingle. Why should we as Auctioneers allow loss in material things by the ignorant, incompetent and unscrupulous.

Many of the heavy populated eastern states have left the matter of licensing Auctioneers up to the individual govern-

(Continued on next page)

## LICENSING AUCTIONEERS—

(Continued from opposite page)

ing bodies of the local communities. During the past four years many of such governing bodies have saw fit to license Auctioneers and in some instances have made the license fee so high that makes it prohibitive for an Auctioneer to operate. It is high time that all Auctioneers were awakened, yes electrified to the point of fighting for your interests by the abolition of all local licenses and the adoption of state laws licensing Auctioneers to practice anywhere within their respective states.

We are not "too early" and "too weak" to command the same public respect accorded other licensed professions of the highest caliber. Can you imagine a Doctor, Lawyer, Engineer, Architect, Banker or any other profession paying a license fee in every local community in which they do business. If such was the case the laws would be changed over-night. They are all organized and fight for their interests without any selfish motive whatsoever. If the Auctioneers of the United States allow themselves to remain dormant and indifferent to such a vital problem and permit the practice of licensing you out of business, you are in the wrong profession and the time will come when you will be looking for another vocation. You can protect yourself and your profession only through organization. Many and varied are the opinions on the subject of licensing Auctioneers on a state wide basis, but after four years of study in several states and many communities the opinion expressed is my own personal one and in no way whatsoever speaks for the National Auctioneers Association or of any state Auctioneers Association.

B. G. Coats

### Grinnell Livestock Exchange

— SALE EVERY FRIDAY —  
STRICTLY A CONSIGNMENT  
SALE

B. N. Whitaker — Owner &  
Manager

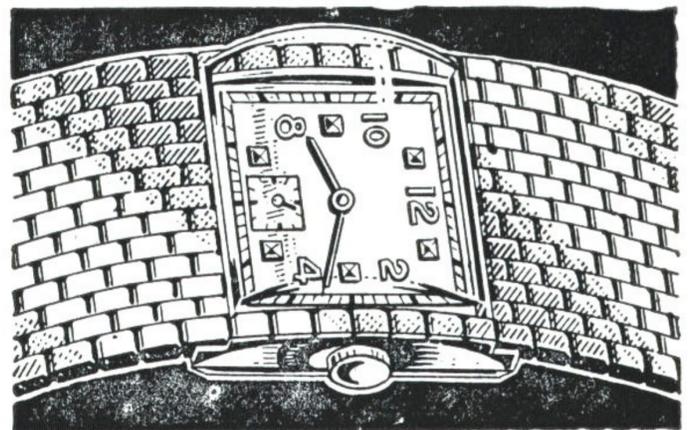
## Hotel Ritz, New York City Furniture Sold At Auction

Th chance of a lifetime to own something from the famous Ritz-Carlton Hotel - - without resorting to stealing towels - - came on Monday, May 21st, when more than 5,000 pieces of furniture from the old Manhattan landmark were sold at public auction.

The Ritz, a society showcase for debutante parties and flossy weddings since the turn of the century, is being torn down to make way for an office building. Its more tangible effects, including beds, chests, gilt and upholstered chairs and couches, teakwood taborets, drapes, pianos and desks were all sold to the more than 500 visitors that vied in spirited bidding for the offerings.

Col. E. P. and W. H. O'Reilly, members of the National Auctioneers Association and who run the Plaza Art Galleries at 9 East 59th St., New York City, conducted the sale. The furnishings were on exhibition in the hotel Madison Ave., and 46th St., for three days prior to sale during which time more than 5,000 people inspected the offerings.

The O'Reilly boys are active and enthusiastic members of the N.A.A. and our congratulations go to them not only in securing a sale of such magnitude but in the efficient and orderly manner in which it was conducted and the satisfactory results obtained. MEMBERSHIP IN THE NATIONAL AUCTIONEERS ASSOCIATION DOESN'T COST, IT PAYS.



**WATCH OUT!**

Convention time will be  
here and you'll not be  
ready if you don't  
make plans

**NOW!**

# June 1951

Yes, June 1951 and it is the time of the year when it's good to pause a few minutes for a look into the past, reminisce for a few minutes, then turn to things of the present and future.

In reminiscing we the Officers and Directors of the National Auctioneers Association, want to express and acknowledge a deep debt of gratitude to Col. John W. Rhodes, Editor of our publication "The Auctioneer". Of immediate concern always in Col. Rhode's office, is the current issue and, taken an issue at a time, the accumulation of even a year does not excite the imagination from the numerical standpoint. But to look back it does not seem possible that so many issues of "The Auctioneer" have been published and all by one who gives so freely of his time and efforts in the interest of the Auctioneers, the National Auctioneers Association and the Auctioneering Profession.

During the short time "The Auctioneer" has been published we are somewhat staggered by the Auctioneering material, news and information, promotion and advertising represented in such a short time. It is a tribute to the Editor, Col. Rhodes, and to an organization of great activity and growth that has furnished the material for these countless printed words. And it is a tribute to the many Auctioneers who have been and are engaged in supporting the publication so that all may benefit thereby.

Reminiscing further, we know in whose hands "The Auctioneer" is at present entrusted, feels the weight of responsibility that comes with such a publication. That responsibility is something very real, accepted in all sincerity. It carries with it a deep sense of determination to carry on. We who are concerned with it today are imbued with the spirit of the thing and are possessed, with the desire to give it the best we have so that we may pass it on in time to others and they, in turn, on to others through the years to come.

So today we do our best in presenting all the material accurately and promptly, and in encouraging those engaged in the auction business to continue to do their best, and in extolling the merits of the Auctioneering Profession to all who will read it. We like to look upon "The Auctioneer" as a "mine of information", a library of reference, a source of inspiration

for every Auctioneer, and that its chief concern is "the advancement of the National Auctioneers Association, the advancement of all Auctioneers and the Auctioneering Profession. And further, "we take the liberty of dedicating this and all subsequent issues of "The Auctioneer" to you the Auctioneers of America".

Today, we find the National Auctioneers Association on top, with every intention and prospect of staying there. Today we find new all-time highs in the number of men engaged in the Auction business. And we find new highs in "The Auctioneer" subscribers, all adding up to new highs in interest and enthusiasm that the profession has never before known.

Now we look ahead - - to the next issue of "The Auctioneer" and to all subsequent issues pledging again our very best in service to a great organization, a great profession and to all Auctioneers engaged in extending and intensifying still further its sphere of influence.

We look ahead to July 13th and 14th, when once again we gather in national convention at Decatur, Illinois, where Auctioneers from all the states will converge, eager and hungry for fellowship and knowledge of the Auctioneering profession. Here you will have an opportunity to express yourself in the interest of your profession, your organization and your publication "The Auctioneer". We look ahead to June 1952 when we will pause again for a look into the past, reminisce for a few minutes, then turn again to things of the present and future.

Your Officers and Board of Directors are not unmindful of the splendid cooperation you have given and for the material you have furnished that has made publication of "The Auctioneer" possible, your interest and enthusiasm that made possible the forging ahead of the National Auctioneers Association. Your presence at the National Convention will give greater encouragement to those who sacrifice so much of their time and effort to a cause from which we all benefit.

Again your Officers and Board of Directors wish to express their sincere thanks to one who has done a magnificent job and to one that every Auctioneer can say with pride "sure I know him, Col. John. W. Rhodes, Editor of "The Auctioneer".

Officers and Board of Directors  
National Auctioneers Association

*From the Files of*

# **The International Auctioneer**

(September Issue 1918)

## ***Selling Farms By Auction***

By H. L. Wishon

Nearly every Auctioneer, unless he is a specialist along some particular line is called upon, from time to time, to dispose of all kinds of property—real, personal and mixed. Quite frequently the farm sale Auctioneer is called upon to dispose of a farm by Auction. In some sections of the country the Auction method is not used to dispose of farms but the farms in that particular locality that are sold are sold at private sale. So it would be impossible and impracticable to lay down any one rule which would work satisfactorily in every case. However, there are a few things that might be well remembered by every Auctioneer regardless of his location when he is called upon to sell a farm by Auction.

In this article I shall assume that all previous listing negotiations are merged in the written listing contract. I would suggest that you have an exclusive written listing contract whenever it is possible for you to secure one. In some cases you cannot secure a written contract and, of course you must govern yourself accordingly. This article will deal with a few of the problems of vital interest to every Auctioneer who handles or conducts these kind of sales. I will deal more particularly with the sale itself.

You all realize that one of the hardest things to do is to get the property listed for sale. One very successful Auctioneer recently told me that the listing of the farms for sale by Auction was the most difficult part of his work. We know you must work in order to secure the farm for sale but I shall deal with the matter from the time the contract is executed or signed. After you have your contract properly executed it is well not to worry about it if it is the proper kind, as it will take care of itself. Know the terms of the contract and then live up to its terms to a letter. An Auctioneer should see the farms him-

self before he signs the contract so that he will have first hand information as to the condition and salability of the farm. It has been my experience to find that many farm owners will sometimes make statements that are not quite accurate in regard to the farm and its salability. So, never contract to sell a farm until you know what you are contracting to do. See the farm first yourself or have your field man examine it for you. After you have seen the farm and have the contract executed I would suggest that you visit the farm again and make a thorough and careful examination of everything on that farm that will be of any value to you in selling it. Take a notebook and pencil with you that you can study it carefully in your office. By knowing your farm I mean that you should be able to state to a prospective buyer as to the kind of soil, the amount of farming land, the water supply, the improvements, the fences, location, and any other things that a prospective buyer would ask about. Know your property. After you have made the necessary examination and have given the farm the required amount of thought to such an extent as to convince yourself that you can sell the farm for the asked for sum, you are then ready to proceed with the advertising of the farm for sale.

I presume if you were to interview ten Auctioneers that conduct these sales that you would discover ten different methods used by them to advertise their sales. Most every Auctioneer has his own method of advertising a farm for sale. The only method to be used is the one that will produce the best results. The Auctioneer is always after results and the method that will bring about the best results in the given instance is the one for him to use so long as it is honest and honorable to use it. Never use trickery in selling a farm by Auction or when you are selling anything else for that matter. It never pays in the

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## FILES OF INT. AUCTIONEER

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long run. We have the newspapers, movie shows, sale bills, circular and personal letters, postcards, and other means by which a public sale of a farm can be advertised. Some Auctioneers use the newspapers and bills to advertise their sales and there are others that use different methods or they use every method known to civilized man. The people you desire to reach should determine largely as to the method you are to use in advertising your sale. Use the method that will best reach your prospective buyers. In the sale of a farm never leave the preparation of your sale bills or any other piece of advertising to your printer as very few country printers know any too much about selling a farm by Auction. The careful Auctioneer always prepares his own advertising himself or has his representative prepare it for him. A sale well and properly advertised is half sold. The Auctioneer must decide for himself as to what method or methods he will use in advertising the farm for sale. The methods generally used are the newspapers, personal letters, and theatres. Use the method that will produce the best results after you have studied the situation over carefully. I would suggest that you write a personal letter to everyone of the land owners that live within one or two miles of the farm. The adjoining land owner many times is the purchaser of the farm at the sale. So never overlook a bet that might sell the farm for you.

After you have advertised the farm for a period of ten days or two weeks prior to the date of the sale you should in the meantime work to locate prospective buyers for the farm and do everything you can to sell that farm. On the day of the sale forget all other farms you have for sale and concentrate all your efforts on that one. When you are ready to open the sale, it is very important that you make the right kind of an opening talk. An opening talk is the get-away for the Auctioneer and I have seen many a good sale ruined by an Auctioneer's opening talk. Have your talk in mind and put it into proper language after you size up your crowd. Your crowd determines as to what you should say in most instances. You have your crowd and now it is up to you to sell the farm to a buyer or buyers in that crowd. Take some time in planning your opening talk. Make your talk short,

as a rule, and to the point. A sale crowd, as a general rule, cares very little for an oration but it does appreciate a short descriptive opening talk. I have noticed that by-bidders usually kill a sale of a farm as you seldom find a man that does not tip you off that he is plugging for you before the sale is over. I think it is always best not to use one and the Auctioneer does better without them than he does with them. Suppose you have a farm containing 160 acres of land and you do not know just how to dispose of it, that is, in small parcels or as a whole. I have found it advisable to first offer the farm in small tracts of 20, 40, 80 or other sized acreages and then as a whole and in your opening speech reserve the right to sell according to the method which brings the most money. Protect yourself and the buyer in your opening talk and this is easily done. I have seen farms sell by both methods and you can seldom tell in advance which method will bring the most money. Oftentimes, there will be a neighbor that would want a small tract of land or a portion of the farm and he is willing to pay a good price for a small piece of the farm. I remember of one farm that was sold to five different men as they were willing to pay more for the farm in small tracts than the highest bidder was for the entire farm. Another thing an Auctioneer should remember and that is to sell farm lands for so much per acre. The average bidder can follow you much better and more quickly if you call for bids at so much an acre. An Auctioneer if he will but use a little time can usually line up one or two buyers for the farm before the sale opens and if he can do this it is a great help to him in keeping track of the bidders at the sale.

There are many things that an Auctioneer must always bear in mind in securing his listing contract but I wish to call your attention to the fact that you should always, if possible, have a contract allowing you a few days of grace after the date of the sale in which to sell the farm. I have found that in nearly every case when a farm did not sell at the sale that the Auction sale produced a buyer for the farm. If the sale produces the buyer I can see no good reason why the Auctioneer is not entitled to a commission for selling the farm and by protecting yourself in the contract as to time you will many times collect a commission which you righteously earn and are often cheated out of. It is

(Continued on next page)

## FILES OF INT. AUCTIONEER

(Continued from opposite page)

just a little point within itself but it is well to remember it just the same.

After the property is sold never let up on the deal until everything is closed and your client is satisfied. Nothing advertises an Auctioneer like a satisfied seller and a satisfied buyer. The selling of farms by Auction is coming into "fashion" and I would like to see every Auctioneer take advantage of his opportunity when it presents itself as everyone of you can sell farms by Auction successfully if you will but give the matter a little thought and attention. The Auctioneers in this country should be selling many farms which are now sold by sheriffs and other court officials for this business, of right, belongs to Auctioneers. I trust the time will soon come when every farm that is sold by Auction must be, by law, sold by an Auctioneer.

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## Busman's Holiday ---

(Fairmont Daily Sentinel)

Ever heard of the mailman who took a walk on his day off?

Or the detective who curled up on Sunday with a copy of "True Detective Mysteries"?

Something like that happened to Walter Carlson, chairman of the Tri-Mont Community hospital board.

For months Carlson has worked hard with other civic minded citizens to finance, to build and to open the beautiful, new, modern Community hospital. A short time ago it opened for patients.

Last week Carlson found that he was about to get a first hand viewpoint on the quality of service, how soft the beds are, and just how good the food is. He discovered that he needed an operation. He's just about Patient No. 20.

Last night he wound up in the hospital — no fooling. This morning he underwent surgery for a hernia, and at noon Superintendent Alyce Riegel reported his condition as "satisfactory."

Said Carlson last night before he turned over to sleep on the whole idea of an operation:

"The thermometer tastes fine! I'll tell you the rest when I'm released in a few days."

## Bits by Bob

With this late spring and everything piling up one doesn't have too much time when the weather is a controlling factor. Seems to me when I look around I can see fences to fix, lots to be cleaned up and of course the crops to plant. All coming at once.

Saw this in a paper the other day and thought I'd pass it on.

### DUTIES

I turned me around;  
I turned me back,  
But everywhere I turned, Alack!  
So many tasks were on my track  
I could not choose a one  
That I would wish to tackle now  
Although I wrinkled my placed brow  
And wished they might be done.  
I'd turn to this; I'd turn to that  
And then I thought I'd get my hat  
And say to all these duties "scat"  
And then away I'd run.  
But that would be a coward's part  
Which made my ego slightly smart  
And made for me a stouter heart  
So I my work begun.

We had a right smart wind out here today and all in all I lost one portable building, one pig and trees falling on fences. So — like the last line of the poem:

So I my work begun.

And I can add to that **PLENTY OF IT NOW**. On the farm there is always something to do.

---

Many thanks to the following Auctioneers who joined the "BOOSTER PAGE" this month.

Col. J. D. Kirkpatrick, Col. Phillip A. Engelmeier, Col. J. Robert Hood, Col. E. F. Volzke, Col. Mac M. Rothkopf and Col. Walter Holford.

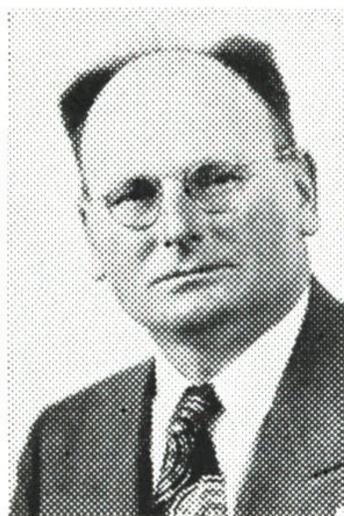
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X Do you fully realize how greatly dependent the public is upon the statements of the Auctioneer, whose judgment concerning what he is selling is generally accepted with full faith and utmost confidence by the public.

# "Along the Way"

With Walter Carlson

All of you who went to the trouble to learn the Bootblack ditty, can now say "Buggy-whip," or "Rubber Baby Buggy Bumpers", a hundred times in succession,



without tipping over. And how it does limber up those lip and face muscles, when you take a look at yourself in the mirror! It just proves the **IMPORTANCE OF LITTLE THINGS** in the **DEFINITE PROGRAM** to **IMPROVE YOURSELF**. Here's another bit of nonsense which

**Walter Carlson** you can memorize, and use for machine-gun conversation practice.

One Mr. Knott and a Mr. Shott  
Into a quarrel got;  
The matter what? No matter what,  
Their anger then waxed hot.  
Mr. Knott called Mr. Shott  
Some hard names — no matter what;  
And Mr. Shott replied to Knott  
In terms — no matter what,  
Wrote Mr. Knott to Mr. Shott,  
And Shott wrote back to Knott,  
And Mr. Knott from Mr. Shott  
The deadly challenge got;  
And Mr. Knott replied to Shott  
That he declined it not.  
Big Mr. Knott and big Mr. Shott  
Their tried revolvers got.  
The friends of Knott and the  
    friends of Shott  
Repaired into an open lot,  
Where Mr. Knott and Mr. Shott,  
Three glorious rounds there fought.  
Mr. Knott he got the shot  
But Shott he got it not,  
For Mr. Knott had missed his shot  
And Shott had missed his not.  
As Mr. Knott had missed his shot  
And Shott had missed his not,  
Why, Knott was shot, and Shott was not,  
So Shott the glory got,  
And the rest of the darn thing  
We forgot.

Many years ago, I drove out to the home of a prominent farmer to solicit his coming auction, and booked the date with the first visit. He told me that a competitor had been out a few days previous, and sat in his car with the horn blowing

full blast until some of the family came out of the house to see what was up. The farmer said he didn't feel like hiring anybody that was too lazy to get out of a car and come to the door step. Another example of **LITTLE THINGS** that keep an auctioneer from getting **BIG THINGS**.

Like the industrialist who constantly adds equipment to increase production, it is natural that you are now **ALERT** to **OBSERVE** all **NEW OPPORTUNITIES** to **IMPROVE** your equipment, which is helping to launch **YOURSELF** in the business world. You have decided on what you can use most profitably as the basic groundwork for **YOUR ADVERTISING CAMPAIGN** in **YOUR COMMUNITY**.

This is just as good a time as any to suggest that everyone of readers might help yourselves a heap by **OBSERVING** the use of **PHOTOS** in **MODERN ADVERTISING**. We are living in a high tension, fast moving age. While **READING** is the foundation of **EDUCATION**, it is one of the lost arts among multitudes who apparently would rather be insane than informed. Several national magazines are now made up almost entirely from photographic material. It is recognized that one picture tells more than a hundred words, sometimes more than a thousand words. Pictures and charts have almost revolutionized grade school education from what it was during the few winter months in the 1909-1915 years. It was then that we got what we did from school by walking two miles across prairie from home to get there.

When you look at the advertisement about almost any farm equipment or supply, in magazine, catalog, brochure or folder today, what do you see? Ten to thirty percent of the space is used for **DESCRIPTIVE INFORMATION**, seventy to ninety percent of the space is **ART WORK, PICTURES** and **PHOTOS**. We can make the illustration more concrete to the readers in the cornbelt of the nation, by taking just one present day farm commodity for an example, **SEED CORN**. **OBSERVE** the **MAKE-UP** of their ads, and when you learn to know the rates for space in different farm journals, add up the amount of money spent to sell the brands you read about in the papers that come to your own home during a five or six week period in the middle of their all-out campaign for promotion. This everyday farm example not only demon-

(Continued on next page)

## ALONG THE WAY—

(Continued from opposite page)

strates systematic MODERN ADVERTISING, but also clearly depicts one of the many CHANGING TRENDS in agriculture and comparatively NEW merchandising that provides payroll and livelihood for thousands of people annually. Twenty five years ago, if a farmer worried about seed corn at all, he just grabbed a sack when a frost looked near, and picked enough for the coming season. Why do seed corn companies and their dealers spend such terrific amounts of money to ATTRACT buyers to their own brands and varieties of merchandise? Because, PEOPLE PREFER PEOPLE THEY KNOW."

A slogan much used by photographers to sell their service is, "YOUR FRIENDS CAN BUY ANYTHING YOU GIVE THEM EXCEPT YOUR PHOTOGRAPH." When you advertise YOURSELF and YOUR SERVICE, you will want something to give your copy INDIVIDUALITY; something that will ATTRACT the ATTENTION of readers; because it is DIFFERENT from all other advertising in the paper. USE YOUR PHOTO! It is your PERSONAL TRADEMARK!

Does it do any good? A year or two after I started in business, with a world full of auctioneers to compete against me, one incident happened that answers the question. I heard about a sale possibility in the winter, and drove a dozen miles with a team and sled to see the man, while roads were blocked for other modes of travel. Had never met this man before. When I drove in the yard, he was busy talking to his new tenant, which helped to make the situation even more awkward for me. I was asked to wait at the house a few minutes until he finished his business with the other man. When he came through the kitchen door, his wife said, "Henry, this is the auctioneer that has his PICTURE in the paper." The PICTURE broke the ice for me. The auction was an ideal sale, on an ideal winter day, with a mammoth attendance and record prices. The commission check was the largest I had ever known up until that time. It was one of the kind that makes "PEOPLE PREFER PEOPLE THEY KNOW."

One rule applies for the use of a PHOTO with any advertising copy. HAVE THE PHOTO FACE THE COPY OF THE AD. Much the same as an arrow provides direction on a road sign, the face in a PHOTO used with an ad DIRECTS the ATTENTION of the reader toward the copy. There

is no exception for this rule in advertising. The best way to prove it for your own benefit is to make up your ad both ways and figure out things for yourself . . .

## OLD STEAM ENGINE COMES IN HANDY

(Highland Illinois)

One never knows when something which has been regarded as out-moded comes in mighty handy.

Take for instance a steam-engine, or "threshing machine." Formerly a very necessary piece of equipment used on farms during the harvest season, and in pulling heavy loads during the off-season, it isn't often seen in use today.

But this week one is coming in pretty handy down at Eclipse Feed Mills. The firm is installing a new boiler this week, and in order to continue operations, a steam engine has been pressed into service to furnish power to keep the wheels turning. It's doing very nicely, too.

## PROFESSIONAL CARDS

### B. G. COATS

LIQUIDATING ESTATES

490 Bath Ave. — Phone 6-3599  
Long Branch, New Jersey

### BERT O. VOGELER

General Auctioneer

Real Estate, Farm Sales  
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HOME OFFICE:  
ROANOKE, VIRGINIA

"Serving The Great South Under The  
Ethics And Principals Of The N.A.A."

# Booster's Page

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COL. HUBERT S. POST  
395 DUNCAN AVE.  
WASHINGTON, PENNA.

COL. TOM BERRY  
HILL & MAIN ST.  
WEST NEWTON, PENNA.

COL. JOHN W. HEIST  
P. O. BOX 22  
BEATRICE, NEBRASKA

COL. HOMER H. SPARKS  
1244 EAST STATE ST.  
SHARON, PENNA.

COL. HERBERT VAN PELT  
MAPLEWOOD FARM  
READINGTON, NEW JERSEY

COL. B. G. COATS  
490 BATH AVE.  
LONG BRANCH, NEW JERSEY

COL. HAROLD "BABE" BRUNSELL  
EVANSVILLE, WISCONSIN

COL. HENRY WILBER  
BRONSON, MICHIGAN

COL. R. D. "JIM" BROWN  
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509 BLAINE ST.  
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1326 S. ROTZLER AVE.  
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GENESEE BLDG.  
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COL. L. T. CRAWFORD  
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LEHIGH VALLEY SOCIETY  
OF AUCTIONEERS

C. J. LEIBY, SECRETARY  
ALLENTOWN, PA.

\$5.00 WILL KEEP YOUR NAME AND ADDRESS ON  
THIS LIST A WHOLE YEAR IN "THE AUCTIONEER"

# Booster's Page

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# *Booster's Page*

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BOX 65  
BROKEN BOW, NEBR.

**COL. PHILLIP A. ENGELMEIER**  
500 FORELAND ST.  
PITTSBURG, PA.

**COL. MAC M. ROTHKOPF**  
317 BUSHWICK AVE.  
BROOKLYN 6, NEW YORK

**COL. J. ROBERT HOOD**  
7 PUBLIC SQUARE  
LAWRENCEBURG, TENN.

**COL. WALTER HOLFORD**  
EDWARDSVILLE, ILLINOIS

**\$5.00 WILL KEEP YOUR NAME AND ADDRESS ON  
THIS LIST A WHOLE YEAR IN "THE AUCTIONEER"**

# **Fifty Years At Auction . . .**

By 'POP' HESS

This good publication "The Auctioneer" came to my desk today and find it improving each month, also reminding the writer it is time to make up my copy for the June issue.

Also it is time to write to HOTEL ORLANDO, Decatur, Ill. for our reservations for July 12th, so we can be on hand for the big conflagration, THE NATIONAL AUCTIONEERS CONVENTION for June 13th & 14th. Mom Hess, thinks I should go without her, as she runs Hobby Acre



and has some 400 head of livestock to look after, also she says she can trust me, when I am out, especially when I am with AUCTIONEERS. Talked with Chet Guffey one of our young, coming, Columbus, Ohio Auctioneers about us getting up a car load of wind jammers and Chet has a good car, a reckless driver, a free spender, with clean habits and if we can drum up two more Auctioneers WHO would fit in our line up, we will dust out of Columbus on the P.M. of the 12th in time to be in the receiving line that evening in Decatur.

MAYBE we can induce Guy Johnson to go along he tells me he is one of the January 1921 Class of Repperts School for they are holding their 30th anniversary home coming in connection with the Convention, and he said something about an auction that class was going to put on there, while I am some twenty years ahead of that class, will venture to say the group will be well worth looking over, you will see some very fine homely lot of Auctioneers, in action. That should make Auction History.

Here in my office, Radio Station WRFD, Worthington, Ohio (suburb of Columbus, Ohio, is where I spend my off sale days looking after Auction Sales held in Ohio where we handle an extensive AUCTION SALE PROGRAM, telling some 400,000 farm and rural folk's where sales are being held. We have a regular Auction Sale time 7:35 a. m. daily, Monday through Saturday. We have from one to ten sales on daily, we give a good description of the sale, what is being sold, the date, location and the Auctioneer in charge.

Have just checked over the script for a sale conducted by Guy Johnson, where he is selling out a new furniture warehouse sale with a value of \$100,000. One for H. Earl Wright of Mt. Gilead, a big purebred Cattle Sale, also note one for Sy Sprunger, Kidron, Ohio. (The Kidron Auction where Sy has the most up-to-date sale pavilion of all time, with a 98 percent rating on sanitation. Yes, here is an Ohio boy who built up a great sales plant, and changed the village of Kidron, Ohio into a livestock sales yard on Thursday of each week, and the Little Town became a City from early morning till late night. On each Thursday of the week, each week in the year.

This is only a sample of what all we have in Ohio, in real up-to-date Auctioneers if I had the time to take each one up separately and tell all I know about them Editor Rhodes would have a big issue, and a fabulous printers bill, so better ease off on what our Ohio Auctioneers are doing. By just adding this we think in Ohio we have the cream of the crop in good Auctioneers, and to wind up this can also state, what we now have, and what is on the way could be answered like a wire I received from my son when his first child was born, in his excitement he wired me "It is a Girl, weight 8 lbs. All O.K. more following!"

Ohio is still having a backward season, as of this date May 10th, however, the farmers and the sales are O.K. and we have held here in Ohio since January 1st many outstanding Livestock Sales, both in quality and prices. Again I want to give Ohio a lift, we have more purebred livestock herds on our Ohio farms than any other state in the U.S. That is a broad statement, but it checks to be true. (Ask any Ohio Auctioneer they are truthfull most of the time.)

Was amused recently while admiring one of our young Auctioneers, in action, he has come up the hard way but has what it takes to get places as a good Auctioneer. There came a little break in the sale he was conducting, and was out of his usual section for farm sale work, he took advantage of the situation to kick in a little commercial on himself as an Auctioneer, he presented his request for new

(Continued on next page)

## 50 YEARS AT AUCTION —

(Continued from preceding page)

business, and in trying to advise the large number of people in attendance who was hearing him work for the first just how to contact him said, "My phone number is so & so, all you need to do is call that number, if I am not at home, my wife will answer the phone and make a date with you." Well, the boy made his point, but the listeners got a kick out of it.

Well folks as I close this little run of what have you for better auctions, it is May 12th, and we had a hail storm in one section of Ohio yesterday the size of hen eggs. (This is true boys.) In no time the ground was white, and the wind blew them along the road and they piled up in drifts, so again will crow Ohio can top about everything, even in freak weather.

Ohio Auctioneers Association will hold their mid-summer meeting at Columbus in June. Second Sunday, June 10th, am sure I am correct on that date, it has been my pleasure to attend their meetings, and note many states now have live State Associations, however, I note the membership in Ohio and probably true in other states is below what the membership should be, many of the well known Auctioneers are not in attendance or listed in the line up of members. This situation should be changed, and believe it would be good business if the full list of Auctioneers be tied into their State Associations, and of course then also support the National Association, about all other professions have such, both State and National. All

big business concerns have their conventions, just who has a bigger cash value in business than THE AUCTIONEERS OF THE UNITED STATES OF AMERICA.

Will be happy to meet you all at Decatur, Illinois, July 13th & 14th.

### Nelson Auction School

Renville, Minnesota

Announces Classes

To Begin On Following Dates:

JUNE 4, 1951

SEPTEMBER 3, 1951

DECEMBER 3, 1951

Write for new illustrated catalogue.

Home Study course,  
available.

COL. E. T. NELSON, PRES.  
NELSON AUCTION SCHOOL  
RENVILLE, MINNESOTA

## APPLICATION FOR MEMBERSHIP

NATIONAL AUCTIONEERS ASSOCIATION  
920 SOUTH JEFFERSON STREET,  
ROANOKE 16, VIRGINIA

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

# Opening Address Delivered By Col. B. G. Coats In The Liquidation Of Large Estate Recently

Ladies and Gentlemen: The collection of Persian and Chinese rugs in this sale is of such magnitude in quality and quantity that I am prompted to say a few words prior to offering them.

Rugs from the Near East conjure in our occidental minds thoughts of color, pomp and stateliness. Since Sassanian times, when the oriental world knew the land we now call Persia, rugs or mosaics in wool or other materials known to early peoples, were made to serve a domestic purpose in the house or in the tent, an ecclesiastical purpose in the temple or out-of-doors, a royal purpose at court, or, finally, a last rite as the bier cloth of the deceased. And today they serve domestic, religious, or royal purposes as they did in years gone by. For centuries they have served, and still serve. Those masterpieces that because of their excellence held the attention of persons who fostered their existence, have taken on a new significance in modern times. They have lost their utilitarian significance as rugs and have advanced to the exalted position of works of art. As such they are sought after throughout the world because they have stood the test of time and a consensus of opinion that has pronounced them beautiful. Most of the rugs in this collection have been subjected to constant wear but they are all so well made that they look fresh and youthful today. We are able to understand and admire them as works of art. Skillful design expressed in beautiful color is art that emanates from a universal brotherhood that laughs at time or country and needs no interpreter. In the small huddles of houses that constitutes the average Near Eastern village one seldom finds anything other than the bare necessities of life, yet the rug, the only brilliant spot of color, stands as a source of joy and comfort, an important exponent of a people's art. Throughout the ages the rug on the floor has and always will remain a mark of distinction. This collection which was personally acquired by the late Marie Louise Goldvogel, is eminently beautiful. As she sought them, one after another, she built up a collection famous for its quality and beauty. On the whole they show a predominating color note of rose red, with flower forms and graceful scrolls spread over the surfaces. They have the style,

and the beauty, that made the royal carpet of Shah Abbas court famous the world over. This collection is varied and wonderful and is unique in possession of so many of such excellent quality. As they come before you behold the imposing beauty of every rug. Inspect their unsurpassed quality and workmanship. View them many times as each time you will discover new beauty.

Now in behalf of the Manufacturers Trust Company and myself I want to thank each and everyone of you for your presence at each session of this sale and for any bids you may advance in support of the exceptionally fine offerings. May your visit with us be pleasant and profitable.

The best guarantee of anything sold at public auction most often comes from the knowledge and integrity of the Auctioneer.

## *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.**

# ***The President's Message***



**FOSTER G. SHEETS**

Convention time is swiftly approaching. By the time this appears in print, it will be less than thirty days until we meet in Decatur.

Col. Drake is really working to get everything lined up - - and, take it from me, it's quite a job. There are endless details to attend to. But, if we really support him and turn out, I am sure that he will be well paid and feel that it was time well spent. Col. Drake has made preparations for the greatest and grandest convention yet, and the only thing necessary to make his plans complete is attendance. Therefore, the rest is up to YOU!

Your officers and directors sincerely hope that every member will be present and, furthermore, that you will contact every reputable auctioneer you meet in your travels and extend to him a cordial invitation to attend this worthwhile event and come into our membership.

Every conscientious auctioneer should attend all state meetings and every national convention. There is so much to be gained from these occasions, and the top-notch auctioneers - - the ones who are crying the big sales and have more calls to handle sales than they have room for

on their calendar - - have admitted that even they learn a lot and especially enjoy the fellowship. Of course, it is not necessary to mention here the many things we learn from these leading auctioneers. I know of no better way to describe the time you spend at a convention than to call it an investment, and, as our Editor so aptly put it, "Investments today pay dividends tomorrow. As an Auctioneer, you can make no better investment than to invest two days of your time attending the National Convention at Decatur, Illinois, on July 13th and 14th."

So, come on now and make your plans to bring your family. Let nothing stop you! Several members have made their plans to arrive a couple of days early to make it a real vacation. I might mention that I am one of them.

We'll be looking for you.

Sincerely,

Foster G. Sheets

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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.**



Prescription for  
Auctioneers —

Two days of fellowship  
with America's leading  
Auctioneers at  
Decatur, Illinois  
July 13th & 14th

As an Auctioneer you're wise to earn  
what you get - - and smart if you get  
what you earn.

# SUBSCRIBE NOW

**"THE AUCTIONEER"**

BOX 174

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SPECIALIZING in FURNITURE and RUG AUCTION SALES for Retail Merchants

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PHONE 2-2757 If No Answer Call 3-1352

**AUCTIONEERS NOTE:** 10% of our commission to you on sales obtained by your  
cooperation and efforts.

# The Value of Membership in Nat'l. Auctioneers Ass'n

When we became members of the National Auctioneers Association most of us could not but wonder what it all meant. This confusion emanated from a lack of understanding, induced, no doubt, by the fact that so few of us ever knew that there was a national organization of Auctioneers.

The National Auctioneers Association reason for being is that it is the natural outgrowth of mans' inclinations of mankind. The desire to be associated with others in the same profession and to better ourselves in our profession by sharing with others the knowledge of our experience and training and to improve our profession. As remote as the beginning of recorded history we find that man has been motivated by the desire for fellowship, that in some form he has always been seeking knowledge and fellowship and sharing his benefits with others.

At no time in modern history has there been so great a need for implanting the principles of the National Auctioneers Association in the minds of all Auctioneers. The events of today and the ominous threats against the future of our civilization call for the awakening of every Auctioneer.

The National Auctioneers Association teaches the spirit of fellowship, that no Auctioneer is self-sufficient; that Auctioneers cannot, if they would, live within themselves. They must make contact with others who are like-minded if they would grow and develop, each one helpful to the other.

Primarily the object of the National Auctioneers Association is the building of better Auctioneers, to impress upon the minds of all Auctioneers that they are adopting a road to greater accomplishments, one which should be more selfless, and in everything they do to have in mind the advancement of the Auctioneering profession.

This leads us to the reason why we believe membership in the National Auctioneers Association is of value to every Auctioneer. The Association could very appropriately be called "The College of Auctioneering." Just as a college serves to polish and develop the minds of those who have completed their course in the elementary school, so the National Auctioneers Association presents the principles and problems of Auctioneering in such a form that clarifies our minds and better serves us and equips us to do a better job.

It is the custom of the National Auctioneers Association to hold an annual convention in the month of July. On these occasions all Auctioneers are invited to join with us in promoting our Association and the advancement of the Auctioneering profession. Every one of us can and should have a part in this by urging Auctioneers to join the Association, and thus derive the soul-satisfaction of aiding in the advancement of your own profession. The National Auctioneers Association has a very important work to do, and your best efforts should be employed in enlisting others in this worthwhile service.

Your officers and committees and many members devote a great deal of time in preparing for the national convention, an event that is planned for your benefit in that it is constructive, educational, entertaining and once you have attended a national convention you will never want to miss another one. Hope to see you and you and you at Decatur, Illinois, July 13th and 14th, as I want to sit down and talk with you until the late hours in the morning. Let us exchange our ideas, recite our experiences and enjoy the fellowship of Auctioneers from all the states.

B. G. Coats

## Now is the time to:

**Clean Up the Rubbish.**

**Post "No Smoking" Signs in your Sales Barns.**

**Keep a Close Vigil for Smoldering Cigarettes.**

**Make that Final Check on Yards and Buildings at Close of Day's Business.**

**Check Fire Extinguishers on hand.**

### **ORDER NEEDED FIRE EXTINGUISHERS**

**Your Business Name and Address  
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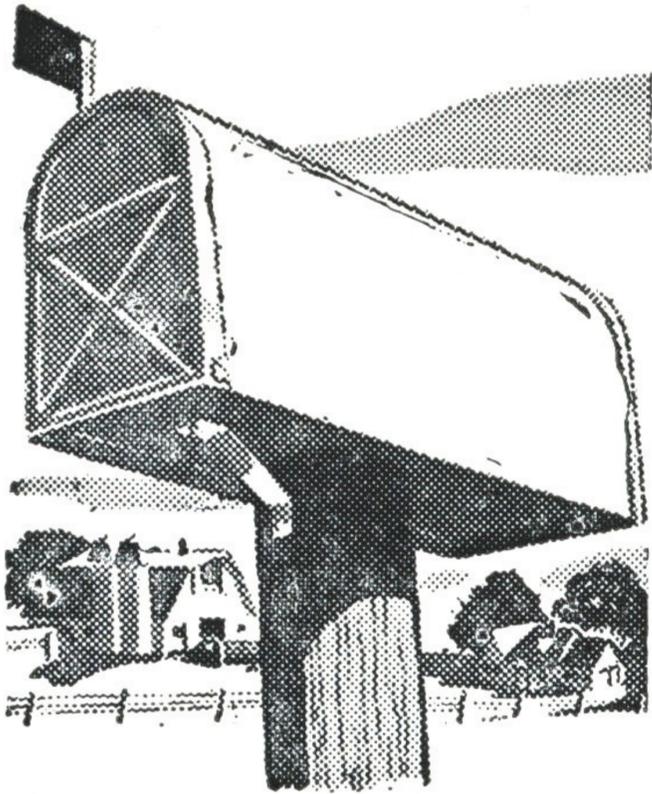
**ROBERT T. THOMPSON**

**Rt. 2, Marshalltown, Iowa**

**will bring you descriptive literature  
on the famous FYR FYTER line of  
Equipment.**

**(Please mention "The Auctioneer"  
when answering this ad.)**

# FROM THE MAILBOX . . .



Lawrenceburg, Tenn.

Dear Editor John:

Of course I will appreciate seeing my name on the "Boosters Page" for a year for the enclosed \$5.00 check. But more important to all of us than seeing our names on the "Boosters Page" is the fact that our \$5.00 will support and help pay for our publication "The Auctioneer" which not only affords us a "Boosters Page" but also affords every auctioneer in the United States a nation wide publication to boost the business and profession of every auctioneer and to promote our general welfare. More power to our publication "The Auctioneer" and to our national Auctioneers Association.

Yours very truly,  
J. Robert Hood

---

Broken Bow, Nebraska

Dear Col.

I wish to compliment you on the excellent job you are doing editing The Auctioneer, also I think that is a good name for our paper, as I have used that always for my slogan.

Have been engaged in the Auction business for twenty five years and am just as enthusiastic about it as ever, I love to Auction and the greatest asset I have received during all those years is the many friends I have made.

Broken Bow is the Gate Way to the Sand Hills, the greatest cattle country in the world. Please find enclosed my check for \$5.00 for my name on the Booster Page for one year. I am sure it would pay every auctioneer to be a member of the National Auctioneers Association.

Best wishes and more power to you.

Sincerely,  
E. F. Volzke

---

29, Walpole Street,  
Freetown, Sierra Leone

Dear Colonel:

Thanks a mighty lot for your kind letter of Jan. 20, 1951, with which you enclosed the N.A.A. official publication "The Auctioneer" for January 1951. It was so kind of you to send it. I am sorry I put you to the trouble of looking up on a map to locate me. Well, I should like to explain that Sierra Leone is one of the Four Colonies of British West Africa, the other three being Nigeria, Gold Coast and the Gambia. Perhaps you haven't heard of these colonies too.

I have read through the paper and found it most interesting. Your new year message was fine. Please put my name down as a subscriber right away for which I enclose 3 bucks. 2½ bucks being one year's subscription, and the remaining 50 cents you can apply towards 1952 subscription of the paper. I would also like to join the National Auctioneers Association, and would consider it a favor if you will kindly ask Colonel Garland Sheets of Roanoke, Va., to send me an application card. Thanks a lot.

Now, regarding the method of conducting our sales here, I am pleased to inform you that they are done in much the same way as you do in America, judging from the Home Study Course I recently took from the Reppert School of Auctioneering, Decatur, Indiana. We conduct Real Estate Auctions, Furniture Auctions, Automobile Auctions, General Merchandise Auctions, sales by Private Treaty etc. The only sale we don't do here up to the present is Livestock Auctions, but in the process of time, I guess we shall do that too. Sale of real estates range from 100 pounds sterling to 10 thousand pounds sterling for an estate, but at present the supply is more than the demand; consequently only small properties are selling in the auctioneering market today. I hope to introduce a community sale into this colony pretty soon.

(Continued on next page)

## FROM THE MAILBOX . . .

(Continued from preceding page)

Biddings are done the same way as you do, and in every case of a public auction, the sale is knocked down to the highest bidder with the usual dramatic chant "Going, going, gone."

I only embarked on the Auctioneer's Profession about 2½ years ago, but I am glad to say I am sitting on top of my colleagues today, as a result of the course I took from the Reppert School about seven months ago. Thanks to Colonel Reppert.

It may strike you that my phraselogy sounds American. It is because I worked under an American Steamship Company here for 22 years (The Barber Steamship Lines Inc.) which company closed down here in 1946 as a result of bad business.

Say Colonel, I would like you to break me in as to the real import of the word 'Colonel' with which you prefix the names of members of the Profession.

I hope I shall have the pleasure of hearing from you again pretty soon, and with best personal regards and good wishes.

Yours very Truly,  
J. A. Beresford Cole,  
Auctioneer.

P.S. We also do Estate Agency, valuation of property etc.



*Your  
Attention  
Please!*

Send now for reservations in "Hotel Orlando" in Decatur, Ill. for the 1951 National Auctioneers Convention.

A program especially designed by Auctioneers, for Auctioneers, will be both inspirational and entertaining.

The Jan. 1921 class of Reppert's Auction School, called by Col. Reppert "Heinz 57 Varieties," will celebrate their 30th anniversary at this convention.

**Hurry! Hurry! Get Your Reservations.**



**COLONEL — WHERE DID YOU PUT OUR RESERVATIONS FOR A ROOM AT THE ORLANDO HOTEL?**



# The Final Bid



It's easier and more fun for an Auctioneer to live up to a reputation than live it down.

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Country Auctioneer — Pardon Miss, but swimming is not allowed in this lake.

City Girl — Why didn't you tell me before I undressed?

Country Auctioneer — Well, there ain't no law against undressin.

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**The best way for an Auctioneer to stall is to swamp his mind with countless details.**

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At the Circus in Chicago last year. Col. Jack Gordon, was observed near the camels. He picked up a straw, placed it squarely on the camel's back and waited. Nothing happened. "Wrong straw" he muttered, and hurried off.

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May every Auctioneer be blessed with a good memory.

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**The Auctioneer who is master of his tongue, is master of himself.**

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If an Auctioneer does not make new acquaintances as he advances in his profession he will soon find himself alone. An Auctioneer should keep his friendship in constant repair. At our national conventions is where you meet old friends and make new acquaintances.

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Oversleeping will never make an Auctioneer's dream come true.

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The employment clerk checking over the Auctioneer's papers was amazed to note the figures 107 and 111 in the space reserved for "Age of Father, if living and "Age of Mother" if living. "Are your parents that old?" asked the surprised clerk. "Nope" replied the Auctioneer, "but they would be if living."

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The worst wasted of all days for Auctioneers is that during which one has not laughed.

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"Why have you got into the habit of walking backwards?" asked the psychiatrist.

"I like to see the expressions of the people following me," replied the Auctioneer.

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Membership in the National Auctioneers Association probably won't make us all leaders, but it can teach us which leader to follow.

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Many an Auctioneer is forced to turn over a new leaf because his wife can read him like a book.

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**Wife — What's this thing, Dear?**

**Auctioneer — Er - - it's a Pawn Ticket.**

**Wife — Why didn't you get two so we could both go?**

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Auctioneers who are inclined to dislike one another is like burning down your house to get rid of a rat.

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## **“Notice To The Ladies”**

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There is to be a meeting for the Ladies, **Friday, July 13, 9:30 A. M.**, in the **Orlando Hotel**, immediately following the **Convention breakfast**, for the purpose of organizing a **N. A. A. Auxiliary** and the adoption of **Bylaws**. We wish to have all the Ladies to attend. Be sure you are a **Charter Member**. If you find you are going to be unable to attend the **Convention** with your **Husband, Brother or Father**, let him act as your proxy and authorize him to join your hand with ours on this our first meeting. Come if you can Ladies, you won't be sorry. And by attending once, you will never miss another **Convention**.

This notice is authorized by the organizing **Committee**:

**Mrs. Walter Holford, Chairman Pro-tem**