

THE AUCTIONEER

VOLUME 1

NOVEMBER

NUMBER 2



Was You There, Charlie!

The next Convention will be at Roanoke, Virginia, July 4-5-6. If you don't attend you'll miss a real time and quite an education. This picture was taken at the last convention banquet at Sioux City.

THE J. ALBERT FERGUSON MEMORIAL CLASS

Honoring the Memory of an Inspired and Inspiring Auctioneer Leader

Seldom if ever have we been called upon to mourn the loss of one who so deeply and sincerely had embedded himself into the esteem and affection of all members of our Association. Assuredly the expression by Emerson "He is great who is what he is by nature, and who never reminds us of others", could aptly be applied to J. Albert Ferguson. Only infrequently does it occur that a single individual is so richly endowed by nature as was our President elect for 1950, who always was ready for any call to service for the benefit of the Auctioneer and the Auctioneering profession.

Auctioneering Greatest Interest

Aside from his home, his church and his business and civic activities, Auctioneering held his greatest interest and attention. Devotedly he worked for the advancement of the profession, the objectives and principles of our Association. Want of sufficient time was the only bar that prevented a response to many of the numerous calls for his service.

Aware of the need for influencing the minds of the Auctioneers to the meaning of our Association, and to enlighten the public as well, he lost no opportunity to promote any movement that worked toward that end. It was his desire and purpose to enrich our Association by fostering an inclination on the part of all Auctioneers so to shape their activities that they might fulfill their obligations to mankind, and which he so forcefully presented as the one and only way toward advancement and improvement.

Unusual Talent

Colorel Ferguson was endowed with unusual talents, which he used unsparingly for the benefit of all Auctioneers. Democratic in spirit, wise in counsel, an inspiring leader, spiritually minded, considerate, tolerant, friendly — these are some of the natural gifts with which he was endowed.

He always emphasized the need for sympathy, service and sacrifice, and to the end he followed these precepts. Now his voice is stilled, but his spirit lives, and will be a continuing influence in the lives of all Auctioneers.

Association Fortunate

Our Association is fortunate in having had the privilege of fellowship with one so richly blessed with God-given talents — talents which he unselfishly used for the advancement of the Auctioneer and our Association. Truly he was "a man sent of God".

What a great source of satisfaction it is to each of us to sponsor one or more Auctioneers for membership in the National Auctioneers Association, in memory of J. Albert Ferguson. Many have already responded to the call, several

members for this memorial class. When have written in for application cards for membership. Our goal is 500 new we meet in convention at Roanoke, Virginia, July 13-14-15, 1950, and induct into our Association Auctioneers sponsored by you, the part you have played in honoring the memory of J. Albert Ferguson, will be a lasting monument to the memory, leadership and sacrifice that has made its impression upon the Auctioneering profession, that has and will continue to be beneficial to all Auctioneers.

GOD GIVE US MEN

God give us men! A time like this demands

Strong minds, great hearts, true faith and ready hands;

Men whom the lust of office does not kill;

Men whom the spoils of office cannot buy;

Men who possess opinions and a will;
Men who have honor; men who will not lie;

Men who can stand before a demagogue
And damn his treacherous flatteries
without winking!

Tall men, sun-crowned, who live above
the fog

In public duty, and in private thinking.
God give us men!

—John G. Holland

DISPLAY ADVERTISING

RATES:

One Page	\$ 35.00
One-half Page	18.00
Quarter Page	10.00
Column Inch	2.00

5% discount allowed for one year's contract for one quarter page or more per month. All display advertising strictly cash with order, except for rated concerns.

Prices for special engraving or artwork quoted on request.

Bread Producing Foursome



Waist-deep in Kansas wheat at harvest time, this four-man team represents the four great forces which make possible your daily bread.

Left to right you have the baker, Arthur Vos Jr., president of the American Bakers Association; the wheat farmer, Paul Schlagel, of Johnson county, Kansas; the miller, Henry H. Cate, president of a great Kansas City flour mill; and the scientist, Dr. R. I. Throckmorton, director of the Kansas Agricultural Experiment Station.

Working together, these four interdependent forces have produced bakery products which are of higher quality today than ever before.

The men were part of a group of 500 bakers, millers and farmers who gathered at a farm outside Kansas City recently for the annual Field Day Meet of the Kansas Wheat Improvement Association.



**Count Your Many Blessings - - And
Be Thankful You're An American !**

Auctioneers Convene At Carrollton Sept. 11

Carrollton — Fifty seven auctioneers from all parts of Illinois assembled here Sunday, Sept. 11, for the annual fall meeting of the State Auctioneer's Association, which took place in the Carrollton Sales Barn.

Hosts and hostesses for the event were Mr. and Mrs. Lloyd Seely and Mr. and Mrs. Kendall Seely. Lloyd Seely is president of the State Sales Barn organization.

At 12:30 p. m. a luncheon was served for the auctioneers, their wives and families.

During the business session which followed, officers for the forthcoming year were elected. Those named were Kendall Seely, president; Ord Sitter of Anna, vice president; Johnny Norris of Alton, secretary-treasurer; and C. B. Drake of Decatur, Lloyd Seely of White Hall and F. Houtens of Monmouth, directors for three-year terms.

The speaker of the day was Col. Jim Gibson of Geneseo, well-known auctioneer and former vice president of Bethlehem Steel corporation.

Col. Gibson, who has traveled in seven foreign countries where Bethlehem Steel has opened subsidiaries, spoke on his trip to Brazil.

A talk was also given by Col. Jack Gordon of Chicago, former president of the national organization. Another former national president, William McCracken, was also present.

The meeting was presided over by the retiring president, C. B. Drake. Seventeen new members were accepted into the organization.

An invitation to the national convention in Roanoke, Virginia next July was read.

Music was furnished by the Virgil Bowens orchestra from White Hall. Special numbers were presented by the Morgan County Four.

The summer meeting will be held with Mr. and Mrs. Peter Slater at Pana. The fall meeting will be held in Alton, with Mr. and Mrs. John Norris.

ROCK COUNTY, MINN., LAND BRINGS \$250 PER ACRE

Luverne, September 28—Rock county land commands a good price. That was proven when an auction was held by the John Carlson estate. An improved quarter section farm in Springwater township was sold to Gerrit Hoff and Cornelius Hoff of Lyon county, Iowa, for \$250 an acre; and William Van Oost of Orange City, Iowa, purchased an unimproved eighty-acre tract for \$171 per acre.

BEGINNINGS

A teakettle singing on the stove was the beginning of the steam engine.

A shirt waving on a clothesline was the beginning of a balloon, the forerunner of the Graf Zeppelin.

A spider web strung across a garden path suggested the suspension bridge.

A lantern swinging in a tower was the start of the pendulum.

An apple falling from a tree was the cause of discovering the law of gravitation.

If you think you can't do very much, and that the little you do is of no value, think of these things.

—GRIT.

MAYTAG DAIRY HERD SIRE RATED HIGHEST IN BREED

Brattleboro, Vt.—Special — Climaxing years of achievement, Maytag Ormsby Fobes, owned by Maytag Dairy Farms, Inc., Newton, has been awarded the highest honor a Holstein-Friesian sire can attain. He was recently designated as a gold medal proven sire by the Holstein-Friesian association of America.

To qualify as a gold medal sire daughters of this bull not only must have reached a high peak of milk production, but also must have attained high standards of body conformation according to the ideal Holstein-Friesian score card.

The Auctioneer

Published every month at
LeGrand, Iowa

Official Publication of
National Auctioneer's Ass'n

John W. Rhodes

Editor

Copyright Applied For

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.

Subscription Rate: \$1.00 Per Year

It Seems To Me -

It has been my observation that many Auctioneers, particularly those just entering the profession, fail to recognize that some kind of publicity is essential to the successful Auctioneer. We cannot expect Auctioneers to materialize before it is known that they are in the business and have something that prospective clients will want to know about.

It is true a beginner, particularly one starting in a modest way, is not justified in a large outlay for advertising. But he should begin at an early stage of his operations to, in every way possible, bring his profession to the attention of the public and thus attract potential clients.

The size of the Auctioneer's operation and the ambitions of the Auctioneer should largely determine the nature and extent of the publicity to be used.

Many Ways to Advertise

There are a number of ways an Auctioneer may be advertised. Cryng cherty sales, advertising in trade publications, pure bred cattle journals, newspapers, all kinds of breed publications and by far the most effective is by word of mouth. The type of advertising used will depend entirely upon what the Auctioneer wishes to specialize in. The cost of such advertising can be determined and adjusted from time to time by the results it is giving and the Auctioneer's ability to pay. It can be used in a limited way or it can be increased to meet the needs of the Auctioneer's operations and a wide net let. On the other hand the cost of publicity through advertising can prove to be extremely costly, yet can be the most valuable publicity obtainable.

There is a hazard connected with advertising which a recruit, if you will permit the expression, of modest means should seriously consider before adopting it as a promotional policy for himself. It should be borne in mind that although it is difficult to over estimate the advertising

value of a successful auction sale, the publicity from a not so successful sale is negligible if not actually detrimental. This same principle holds true with all types advertising. A good sale is the best advertising for the Auctioneer; a poor sale gives opposite results.

Ideal Combination

Of course the ideal combination for getting an Auctioneer before the public and keeping him there is through successful auction sales and paid advertising in the right publications. For one who cannot afford this combination, especially at the start, judiciously placed paid advertising is the safest and best means for developing yourselves and bringing to the of future sale prospects the knowledge that you will be available when the time arrives for those prospects to hold a sale.

Granting the greater value of paid advertising, especially for the modest beginner, let us examine some of the principles of this method, which should give the best results for the amount of expenditure.

Stimulate Demand for Sales

Naturally, the purpose of most advertising is to develop and stimulate a desire among the public for your services. One of the most important things to consider in preparing advertisements for this purpose is to make the copy as interesting and appealing as possible. Be brief and to the point.

What one has to offer should be described in a way which without misrepresentation will make those who read the advertisement feel that they would like to en age you as their Auctioneer. To put it plainly, it is important to create a desire on the part of those who read your advertisements to speak of you whenever an auction sale is discussed, or recommend you to anyone contemplating having a sale.

To be convinced of this one has only to read the many attractive and unusual advertisements which appear in prominent built and maintained by such advertising. Such ads are, of course, prepared by highly paid specialists, expert in the advertising field. Services which the average Auction-magazines and newspapers, at a heavy cost to the advertiser whose business is eer cannot afford.

However, most Auctioneers, with some study and a little practice are capable of preparing advertising copy which will prove effective in publicizing their profession.

Write Own Copy

Some Auctioneers, I believe, depend upon others, such as field men and others of the staff of the publications in which they advertise to write their copy. Perhaps in some instances this is a good idea, however, I believe it is better for the Auctioneer to prepare his own copy. There is no one who is as familiar with what is to be sold as he is; and if he isn't he has no business trying to sell it. Who knows better than the Auctioneer what he wants to get before the public who reads his advertisements. Preparing his own copy also gives him an opportunity to exercise his talent for salesmanship and affords him a more or less intimate contact with the people whose interest he is anxious to arouse. Furthermore, writing advertising copy is one of the interesting phases of the auction business.

Salesmanship Important

In addition to being a good copy writer and having the ability to produce, salesmanship is of next importance to the success of any Auctioneer. The preparation of the right kind of advertising copy is one of the tests of salesmanship.

There is, however, another angle to salesmanship which, in the long run, may prove detrimental, if not disastrous, and that is that an Auctioneer may be too good a salesman, which means that by painting too glowing a picture of what he has to sell and of his own personal advertising and by unusual ability to influence people the sales which he makes may subsequently react adversely to his interests because he and what he sells may not meet the expectations of his customers and his clients. Cases of this kind, I believe are rare, and in this writer's opinion the majority of Auctioneers will not suffer from, or be afflicted with, an over abundance of such unusual ability. The same applies to all professions.

Several Rules

There are any number of cardinal points which strictly ethical Auctioneers should observe. These are: 1. Adhere strictly to facts; 2. Do not resort to exaggeration; 3. Make no statement which might prove harmful to yourself or to a fellow Auctioneer; 4. Shun superlatives.

The final test of the effectiveness of advertising copy is the inquiries and results it brings or the interest it arouses. The sales you book as a result of advertising will depend upon the follow up and your ability to meet the expectations of prospective clients your advertising attracts. Another important factor to consider in advertising is that no matter how much of it an Auctioneer may do nor how effectively it has been, it will ultimately have been in vain unless the Auctioneer makes good the claims set forth. No business can prosper long that is not operated on a sound and honest basis.

This discussion deals with the Auctioneer that has sought the profession as his career. The ideas expressed may or may not be of help to you. They are those of a practical Auctioneer who has found them effective in the auction business, but who makes no pretense whatsoever of being an authority on publicity.

Solution Sought

There is of course, no way, or at least I have not found it if there is, to determine the exact results of any certain advertisement or series of advertisements. But I have found that one can, by certain methods, pretty well determine the amount of interest his ads create. This is particularly true in connection with auction sale advertisements. But as to measuring in dollars and cents the value of advertising as an Auctioneer, if any other Auctioneer has a formula for doing this I think it would be interesting to readers of the "Auctioneer" to learn of it. I, for one, would like very much to have it.

Even though it has not been possible for us to determine the exact value our advertising, which has been quite extensive during the past six years, there is not the slightest doubt that it has been an important factor in whatever success we have

had as Auctioneers, and in making the I, for one, would like very much to have it. public more auction minded.

Be Sure to Advertise

To the beginner that has chosen the auctioneering profession and to the established Auctioneer — Advertise!

When the scope and power of advertising are more fully understood and their own requirements more accurately determined by Auctioneers, the dignity and power of the Auctioneering profession will receive prompt and merited recognition.

Thus when we read, "He who would be greatest, let him be the servant of all," we may paraphrase it to read, "He who would make the greatest success in life, let him give the most value to other Auctioneers."

THE AUCTIONEER FILLS NEED FOR OUR GROUP

It's a crying shame that every profession known to man and many that have no right to be called professions have a paper or magazine as a mouthpiece.

The auctioneering profession is the only exception to my knowledge, and we are trying to get a good magazine started for the advancement of the profession and to improve the ethics of the same. Several attempts have been made in the past to publish a magazine, but, to my knowledge, they were started by individuals.

This paper is backed by the National Auctioneers' Association. I know that you fellows realize how much power such an organization can have. Sure, you're all busy. So am I. So is Col. Coates, Col. Sheets and the other boosters. Any good auctioneer is busy most of the time, but surely we can take out a little time to advance the profession that has been so good to us in times past. All it takes to make a good magazine is an article or two, a picture of a sale, news of your home community, a small biography with a picture, some appropriate joke or pithy saying where you've been or where you're going.

Pull Together

We aren't asking for money. If we were, we would be ashamed. Neither do we expect pay for the articles you send in. We can't expect to do only that work that will give us monetary returns right now but we must pull together as one whole team for a good cause. I can think of no better cause than to get behind a publication that would command the respect of all the people in whose hands it chance to fall.

It can be useful to us from the standpoint of ideas. It will contain practical ideas that can be put to work in our own community. It can help us by broadening our acquaintance with other men in our profession. A Midwestern auctioneer with a rare antique picked up at a farm sale could advertise such an article in the paper which, in turn, would be read by an antique dealer in the East.

The officers of the Association have big ideas and plan to grow into a real larger organization that will take in most of the reputable auctioneers in the United States. The best part about a

good paper is that pretty soon it will get large enough to attract the interest of some man who is qualified to be the Editor and then maybe we can get somewhere.

Send Your Suggestions

Maybe, you have some suggestions as to what you would like to have in the paper, how big you want it and so forth. If so, send them in. We will air them through the columns of the paper and, maybe by using the best ones, we will have one that will attract the attention of manufacturers who will advertise in it. When this happens, the paper would cease to be a drain on the treasury and, in turn, could get on the black side of the ledger.

The National Auctioneers' Association is bigger than any one of us. We are going to forget self and work as a group. I can't think of a soul who is profiting personally from the organization or the paper, and I am sure when such men are discovered, if they are discovered, they will be weeded out.

Come on fellows, send in something if it is nothing more than your name.

A patent medicine manufacturing company received the following letter from a satisfied customer:

"I am very much pleased with your remedy. I had a wart on my chest, and after using only six bottles of your medicine it moved to my neck, and now I use it for a collar button."

SENSE "N" NONSENSE

Wife: "Oh, darling, I'm sure Tommy is going to be an auctioneer when he grows up."

Husband: "What makes you so sure?"

Wife: "Well, he's just put your watch under the hammer."

The undertaker is, at times, a real friend of human progress.

When the white man discovered this country, the Indians were running it. There were no taxes, there was no debt. The women did all the work, and the white man thought he could improve on a system like that!

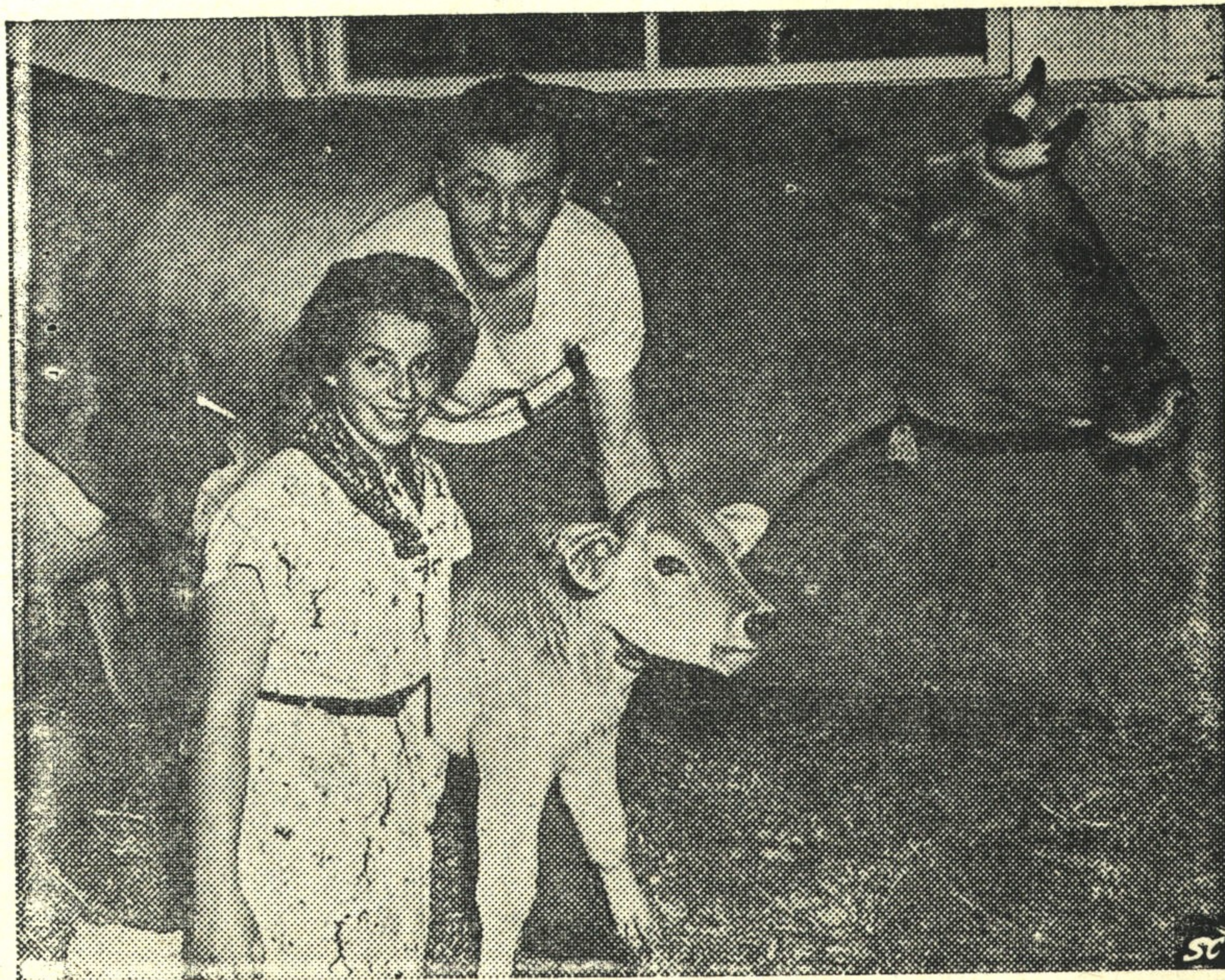
It doesn't pay to go to church in the morning if you plan to go to the devil in the evening.

Remember the teakettle: tho up to its neck in hot water it continues to sing.

Sunday School Teacher: "Now, Johnny, what do you think a land of milk and honey would be like?"

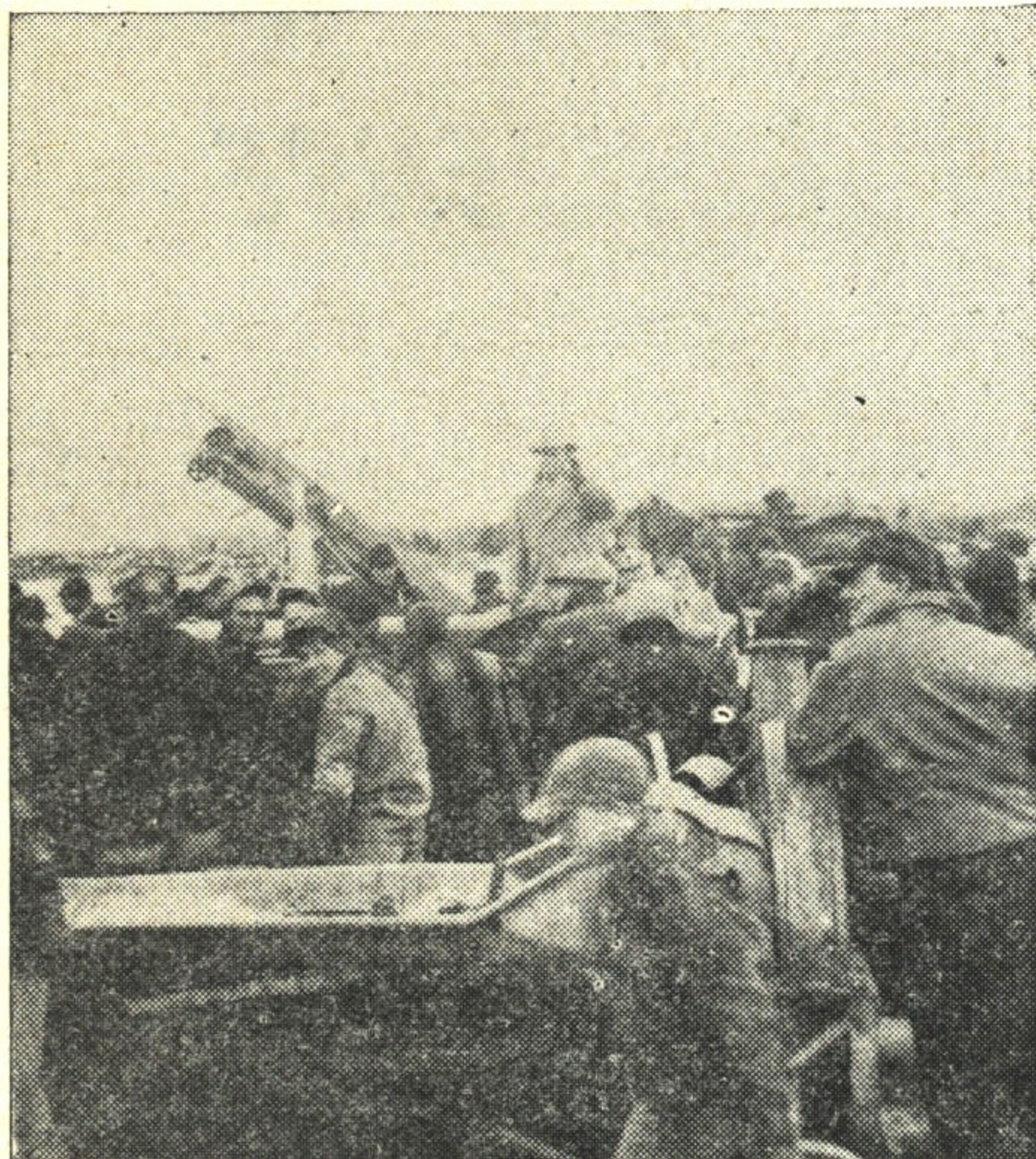
Johnny: "Sticky!"

Calf Is Named In Honor of Foreign Exchange Students



CARY, ILL.—A Brown Swiss heifer calf was named Curtiss Candy United Nations in honor of 32 foreign scholarship students who visited the Curtiss Candy Farms, near here, the day she was born. Eugene Woodcock of Tripoli, Iowa, national 4-H champion boy in Holstein breeding, who accompanied the group, introduces her to Claude Ballande of France. Behind them is the calf's dam, Royal's Charmer of Lee's Hill, who established a world record for the breed of 20,474 pounds of milk and 873 pounds of butterfat during a recent test.

Auction Conducted by Colonel Andrew Jesse



Col. Jesse operates the business called the "Security Sales" which covers about ten counties and upper Michigan. Although his company handles all types of auctions it specializes in selling real-estate at public auction.

Col. Splettotozer, Tomahawk, Wisconsin, works with the company as an auctioneer. In addition to these auctioneers there are three other field men who are kept busy booking sales.

Col. Jesse writes that the gross sales last year was about \$1,500,000.00, and that this year's total will be near the same figure. He says, "I am a firm believer in organization and I believe that the National Auctioneer's Association will be a great help in making a great business greater."

A Letter From Our President

Col. John W. Rhodes.

LeGrand, Iowa

Dear Col. Rhodes:

In behalf of the entire membership of the National Auctioneers Association, I wish to heartily congratulate you on the splendid job you are doing as Editor of "The Auctioneer", official publication of our Association.

The October number reached me today and all matters were laid aside, allowing for time to read and re-read the results of your time and effort in behalf of the Auctioneers of America. I thoroughly enjoyed every article and cannot help but feel that it was received and enjoyed by all auctioneers with intense interest, and that we shall all look forward to receiving every month.

Let all of us contribute every auction item and pictures that come to our attention and our own articles to "The Auctioneer" and assist the Editor in every way possible.

You are to be commended upon your unselfish interest and efforts in behalf of our Association and the Auctioneers of America.

Sincerely yours,
B. G. COATS.

AUCTIONEER'S BOOK SHELF

"Every man wants improved conditions all the time, but only some are willing to improve themselves any time. Those who do, are always on the alert for new ideas from reading or observation that will help their plans. We believe that a corner of this magazine where readers may tell about books which they have found helpful will be a worthwhile department for all readers. SEND IN YOUR DISCOVERIES.

One of the best books that we've had a chance to go through in a long time is, "HOW TO USE YOUR IMAGINATION TO MAKE MONEY" by Woolf & Roth. It is a whole program laid out for those who want to put their ideas to work in from 3 ft. to inf., flash gun. Send for de-: stead of letting them die on the vine. The price is reasonable and it can be obtained from McGraw-Hill Book Co. Inc., New York 18, New York."

WALTER CARLSON,
Triumph, Minn.

✦ Try to do something that will last after you have gone.

Look backward only to learn the lessons of history.

✦ When you pass an idea on, you multiply its power.

\$1 Buys Table at Auction Worth \$1,160

Grantham, Eng., September 8—AP—The auctioneer sacrificed a kitchen table, last item of his sale for five shillings—\$1.

The buyer, a Nottingham second-hand dealer, loaded it into his truck and carted it away. In his shop, he found 290 pounds—\$1,160—in a drawer.

The auctioneer had sold the table in which his clerks kept the proceeds of the sale.

World's Champion Guernsey

Spar Hill Clematis, seven-year-old pure bred Golden Guernsey owned by beyville, is the highest producing living Golden Guernsey in the world. She completed her one-year test last night and during that time gave 23,086 pounds of milk and 1,201 pounds of butter fat. This would supply 33 persons with a quart of milk per day for one year. The record is subject to confirmation by the American Guernsey club. The world's record for Golden Guernseys was set in 1937 by a New York-owned cow, now deceased. She gave 23,714 pounds of milk and 1,213 pounds of butter fat.

FOOD FACTS

IN BAKING BREAD, CAKES
PIES & DOUGHNUTS
BAKERS OF AMERICA
SAVE HOMEMAKERS
31,400,000,000 HOURS
OF WORK EACH YEAR
—That's time equal to
9,874 years per day!



AMERICAN
CITY FAMILIES
LAST YEAR SPENT
AN AVERAGE
OF \$25.71 A WEEK
FOR FOOD

Napoleon

ate a delicious
soft cheese at
a country inn
and named it
CAMEMBERT
after the village!



YOU CANNOT BREAK
AN EGG HELD END
TO END BETWEEN THE
PALMS OF YOUR HANDS



AUCTION SELLING BECOMING POPULAR

In a full page article—with pictures—of the Sunday edition of the Newark N. J. "Star-Ledger" Henry C. Beck gives his observation on auctions. The article was very interesting from the fact that it gave the views of an "outsider" and also because of the brilliance with which it was written. He states, that contrary to the idea of auctions being in season only when the "Frost is on the Pump-k'n", they are always in season and do more than merchandise the farm sale as was common for so many years.

Church Sales

Auctions are becoming so popular that many Churches use them as a means of raising money once each year and they have become a large item in the Church ledger. Mr. Beck states that though most auctioneers won't charge a percentage on a church sale, many of the churches have realized it is good business on their part to insist he take at least 10 percent. In that way Church committees can be certain other pay sales won't interfere, and it does away with the "awful pitfall" as he calls it, of putting people in the attitude of "Helping out the little church down the road." Why some of the churches have even selected men and made appropriations for them to use buying merchandise at other sales to be re-sold at the church sale.

Attitude Commands Situation

It was the observation of Mr. Beck that, though he could see no psychology in an auction, much of the success of it depended on the auctioneer. He contrasts two auctioneers in action to emphasize his statement. One, in a Cape Cod area that was very much an auction land, complained of the heat and of the fact that the wind blew his voice away. Because of his complaining attitude the auction was very dull and drab. The other auctioneer in the same territory started a sale and the bidding was slow and unimpressive. He held a vase up and cried out pathetically, "Won't anybody bid even a quarter?" When he was greeted with a gloomy silence the auctioneer smashed the vase into a thousand pieces before their very eyes saying, "There, that takes care of that, I didn't think much of it myself." From then on the bidders were alert and he had them eating out of his hands.

Auctions Link With Past

Mr. Beck states that the auction many times is about the only link some people have with the past and relics and antiques of by-gone days have a different use now. As a result of this change, that makes the black bean pot of years ago become an ornament or a flower pot today, these relics bring many times an extremely high price when sold at auction and sold by an auctioneer who has a quick wit and can handle a crowd of bidders.

(Incidentally, Mr. Beck is a member of the clergy.)

A bored cat and an interested cat were watching a tennis game.

"You seem very interested in tennis," said the bored cat.

"It's not that," said the interested cat, "but my old man's in the racket."

MIDGET HEREFORDS SOLD BY EDITOR AT MARSHALLTOWN, IOWA AUCTION SALE



MIDGET BEEF ON THE HOOF — Tom Matney, left, and Perry Miller, Midwest Livestock Company employees inspect one of the freak Herefords sold at auction. This heifer is about three years old and weighs approximately 400 pounds. The other animal, a bull, was approximately the same size but was two years older.

Freak cattle apparently are not confined strictly to the mysteries of some lonely canyon in the west. Central Iowa has them too.

Two freak Herefords, a bull about five years old and a heifer about three were sold at the weekly Midwest Livestock Company auction at Marshalltown, Iowa, by John W. Rohdes, Editor of *The Auctioneer*.

Each animal weighed about 400 pounds, but except for stunted growth both were perfectly formed.

The bull was purchased by the Marshall Packing Company of Marshalltown for \$22.50 a hundred and the heifer was purchased by Michael Hall of Garwin, Iowa, for \$20 a hundred.

The packing company is going to kill its animal, but Hall plans to keep his for a novelty.

The pint-sized Herefords were brought to the auction by H. J. Anselme of Nevada, Iowa. He purchased them about a year ago at an auction sale in Alliance, Nebraska. Since then, Anselme had kept them in his feed yard at home.

CLASSIFIED ADS

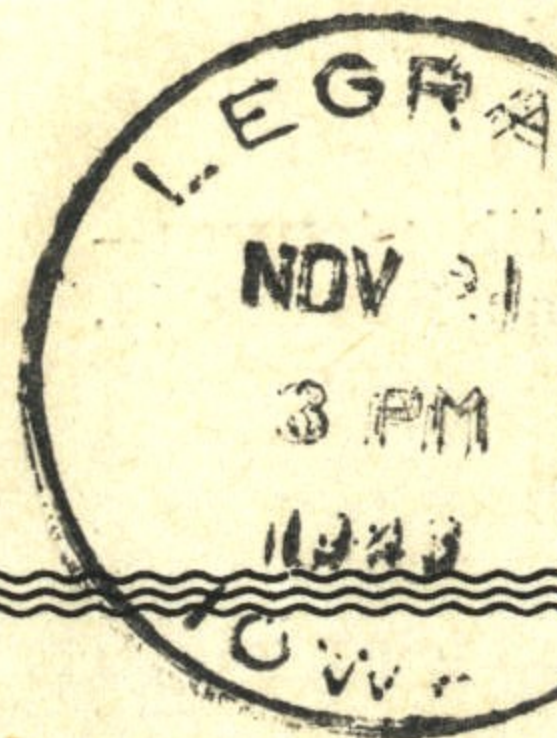
The publishers of *The Auctioneer* do not assume any responsibility regarding the honesty or integrity of any advertiser. However every effort will be made to eliminate spurious advertising. All classified ads will be published in the first issue following receipt of the order.

RATES: 5 cents per word. Minimum ad 50c. All advertising strictly cash with order.

Come to central western Minnesota and buy your future farm home. Prices range from \$55 and up to \$100 per acre on good improved farms. Write for details and information. Real Estate and Auction Sales conducted anywhere. Col. Wm. J. Felton, Ortonville, Minnesota.

Charles L. Legg
Roanoke, Va.

%J. G. Sheets & Sons



Sec. 3466 P.L.&R.
U. S. Postage Paid
LeGrand, Iowa
Permit No. 1

Don't Delay!

*Become An Active Member Of America's
Fastest Growing Auctioneer's Organization*

National Auctioneer's Association

*You Will Want To Benefit By Joining
Hands With The Many Others In The
Auctioneering Profession*

**SEND THE
COUPON
TODAY!**

APPLICATION FOR MEMBERSHIP

I am an auctioneer and desire to be considered for membership in the National Auctioneer's Association. I enclose check for \$10.00 for one year's Dues. I understand that I am to receive a Membership Card signed by the Executive Secretary. I also understand that, if for any reason this application is not approved, my money will be refunded to me promptly.

Sign _____

Address _____

(Signed application and check should be enclosed in an envelope addressed to **National Auctioneer's Association, 101 S. Jefferson St., Roanoke 11, Virginia**. If you desire one of the attractive Gold-filled Lapel Buttons, add \$1.50 to amount of your check).

Suggested for Membership by _____