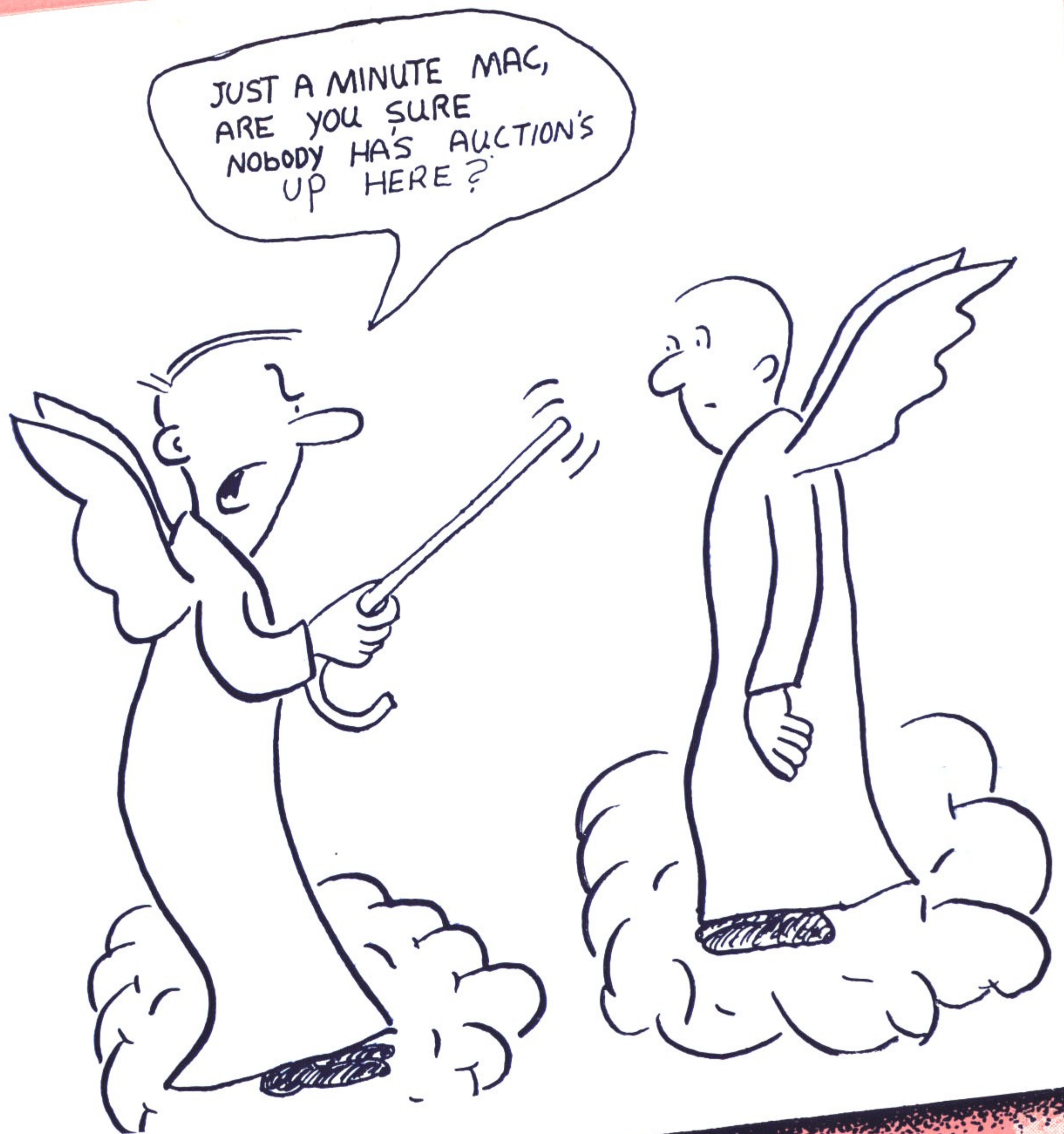
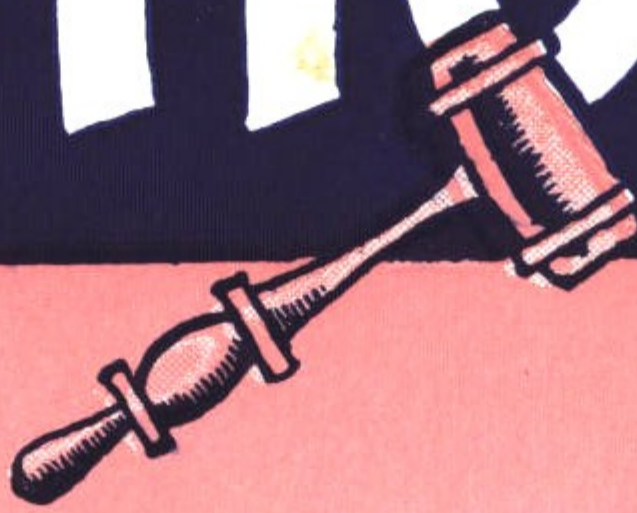


# *the* AUCTIONEER



OCTOBER  
VOL. VII

1956  
No. 10



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## **The Auctioneer**

803 S. Columbia Street

Frankfort, Indiana



**THE AUCTIONEER**  
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Frankfort Indiana

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# Auctioneers Set New Records

## In Securing Members For NAA

We are happy to report that on September 15 of this year we had issued 85% more Membership Cards from the close of the National Convention to that date than in the same period a year ago. It was not until October 29 of last year that we had issued the same number which had been issued by September 15 of this year.

Thirty-two of our members have been responsible for one or more new members since our Kansas City convention. One man has already secured nine new members, another six and still another has been responsible for five new ones. It is only by your personal solicitation that we can double our membership this year. If each one of our members would follow the example that 32 already have established we could have that strong organization that we all desire.

We hope you enjoyed the September issue of "The Auctioneer" and we would like to have one like that every month. It will take two things to make this possible, an enlarged membership in order to finance the printing cost and contributions from you in the form of editorial matter.

Following is a list of those who either became members or renewed their memberships during the period from August 15 through September 15:

\* The asterisk denotes renewal.

\*Col. Donald H. Stafford, Ohio  
 \*Col. Tom E. Hays, Ontario  
 \*Col. E. Pat Patterson, Indiana  
 \*Col. Don Decker, Illinois  
 \*Col. Lyle Erickson, Iowa  
 \*Col. Woodrow Davis, Ohio  
 \*Col. Richard Brodie, Michigan  
 \*Col. Fred Jaeger, New Jersey  
 Col. Frank W. Mountain, New Jersey  
 \*Col. Philip E. Lambert, Massachusetts  
 \*Col. Charles D. Harris, South Carolina  
 \*Col. James F. Rife, Illinois  
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 \*Col. Ernest S. Beck, Indiana  
 \*Col. James O. Lawlis, Texas

\*Col. Dale Ellenberger, Indiana  
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 Col. Sammy Gentry, Tennessee  
 Col. Kenny Klotz, Illinois  
 Col. Rego Darios, Ohio  
 Col. Ival E. Ross, Ohio  
 \*Col. Thomas F. McKenzie, Illinois  
 \*Col. G. G. Finnell, Florida  
 \*Col. Daniel C. Poole Maryland  
 Col. Adam G. Payne Tennessee  
 Col. John C. Coward Colorado  
 \*Col. William E. Mathies Pennsylvania  
 \*Col. Herman D. Strakis, Indiana  
 \*Col. Joe Steiner, Louisiana  
 \*Col. Bruce Maucher, Ohio  
 \*Col. Lloyd Otten, New Mexico  
 Col. Homer B. Henderson, Oregon  
 \*Col. Donald Kent, New York  
 \*Col. Donald F. Beal, Ohio  
 \*Col. Harry W. Hays, Alberta  
 \*Col. Howard B. Raser, Montana  
 \*Col. Irving H. Fingerhut, New York  
 \*Col. Robert B. West, Ohio  
 \*Col. Earl B. Bales, Indiana  
 Col. Leonard O. Dickson, Indiana  
 \*Col. Ralph D. Zimmerman, Maryland  
 Col. S. J. Gulotta, Illinois  
 Col. Augustus Shank, Maryland  
 Col. John D. Downin, Maryland  
 Col. Fred H. Ballard, Tennessee  
 Col. Ralph D. Burkett, Pennsylvania  
 Col. Bill Olsher, Illinois  
 \*Col. Richard K. Mather, Connecticut  
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 Col. Bob Adams, Indiana  
 Col. C. W. Rosvall, Colorado  
 \*Col. Roy J. Draper, Kentucky  
 \*Col. Leon Elliott, Indiana  
 Col. Dick Long, Ohio  
 \*Col. Warren H. Waldrep, Georgia  
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 \*Col. Harry H. Hansbrough, Florida  
 \*Col. Georgie Borum, Illinois  
 Col. Jerry Speck, Nebraska  
 Col. Vincent J. Di Giacobbe, Ohio  
 \*Col. James W. Phillips, Colorado



\*Col. Irvin E. Murray, New York  
\*Col. Ned L. Bradley, Tennessee  
Col. Ruth Dangler, New Jersey  
\*Col. Wilbur T. Clair, Indiana  
\*Col. Lou H. Skokut, Pennsylvania  
\*Col. Paul Bastin, West Virginia  
\*Col. John T. Ryan, Nebraska  
\*Col. Scott Barr, Nebraska  
Col. Guy Robert Holsapple, Illinois

---

## How's This For An Unusual Auction

The "Auctioneer" has received from the office of Col. R. C. Foland of Noblesville, Indiana, a report on a rather large and unusual sale, which is as follows:

Saturday, August 11th, 1956, a sale of house furnishings and other personal property for the Miesse estate, was conducted by Hanshew and Nicholson, auctioneers. This is one of the largest sales of its kind, which has been held in Hamilton County, Indiana, for several years. Seven hundred fifty-six items were sold in 8 hours, or in other words, a sale was made every 38 seconds. The sale totaled \$2,733.40. It was a beautiful day and there was a very large crowd in attendance. It took 10 long tables to display the dishes and other small items. One pair of dishes brought \$40.00. Another set brought \$60.00. Single glasses sold as high as \$9.75 each and plates brought as high as \$10.00. One lady bought \$608.00 in this sale. Both Nicholson and Hanshew are rather new in the auction field, but they certainly handled this sale with dispatch.

Noblesville is the county seat of Ham-

ilton County, Indiana and this vicinity has produced some of the leaders in the Auction profession. There are 11 rather active auctioneers in the county. This county is therefore on the map auctioneeringly speaking.

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## Hugh McGuire In High Gear Again

During the National Convention at Kansas City, those in attendance received the news that Col. Hugh McGuire had been rushed to a local hospital. This news was received with shock and more than a little concern as the jovial Irishman from Holstein, Iowa, has many, many friends and admirers throughout the auction fraternity.

Now we are most happy to report that the venerable Hugh is hitting on all eight cylinders as usual. We received a brochure the forepart of September advertising 12 pieces of real estate to be sold at auction by the McGuire Auction Company from Saturday, September 8 through Tuesday September 18. Not a bad ten days work we think, particularly when you eliminate two Sundays from the period.

---

His category was carpentry. He had answered the \$32 question and now he was back.

"Will you try for \$64?"

"I will."

"Okay. How do you make a Venetian blind?"

"Stick your finger in his eye."

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## Convention Film Available

During the 1956 National Convention services of a photography and publicity firm was used. As a result we have in our home office 1,000 feet of sound and silent film made during the convention. This film can be used in any 16 mm. movie projector and we believe it would make an interesting part of your local or state auctioneers program. If you are interested, write to our office for availability and cost as well as other details.

Parts of this film were used by Kansas City TV stations in their newscasts during the convention. Considerable expense was involved in carrying out this project and our thanks goes to the Ladies Auxiliary who generously contributed \$100.00 to help with the cost.



## “Business Is Good”

BY COL. E. T. SHERLOCK

This welcome report comes to us from our association secretary, Col. Hart, in a letter asking for additional signed membership cards and further stating that most new memberships are coming in through personal solicitation by members who attended the National Convention in Kansas City.

This recalls that those attending who volunteered their efforts for membership solicitation were not promising or committing themselves just to be one of the bunch. Obviously our members see the need of increasing our number and are willingly devoting their time and effort toward this objective. Their efforts will be well rewarded, by the consoling fact they are doing something personally for the advancement and well being of their profession, and because most new members they enlist will be forever grateful to them.

Let's keep up the pace by everybody doing our part at soliciting new members and let us keep in mind the importance of activity in our National and State organizations, and the Ladies Auxiliary.

Records of accomplishments of the N. A. A. in the past is a direct and forceful challenge to this and all administrations of the future as well as our entire membership to Get in Gear — Go places and Do Something. We have a vast fertile field to work where our combined efforts can accomplish much without great difficulty.

Growth and progress of the N. A. A. is perpetuated through an uncomplicated system, which endows a certain amount of responsibility to every member, whose personal interest and effort can and will develop a stronger and better organization.

The N. A. A. is no stronger than its weakest link and it is this point that prompts us to mention membership increase and control again. We ask every member, personally, to earnestly direct their energies with a firm determination, and true spirit of loyalty toward the goal of increased membership, which will afford each the privilege of pointing with



pride in the future to the effort and influence they have contributed to the advancement of a stronger and more beneficial National Auctioneers Association.

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Our editor earmarked 450 extra copies of the 68 page September issue of “The Auctioneer,” for a special mailing list. Two hundred went to the Michigan Auctioneers Association on the share cost plan to be mailed by their secretary to prospects in that state. The balance were mailed to a new list of Missouri prospects, and members of the Oklahoma Auctioneers Association and to other prospective channels.

This is truly constructive work as we have no greater source of influence than “The Auctioneer” among those who would be regular readers and members of their state and national associations.

---

We have received many nice letters from auctioneers over a wide area since the convention at Kansas City, which was mentioned without exception. The magnitude and excellence of that great



# IN UNITY THERE IS STRENGTH

occasion will long remain in the memories of those privileged to attend. The Michigan Auctioneers Association is at work right now on the 1957 convention and planning to make this one "The Premier" of them all.

We are quite certain the reaction of the first time attending auctioneer and family who attends, through your influence and cordial invitation, will be a real source of pride and happiness to you.

The Kansas Auctioneers Association's new membership applications now read in part —

One year membership in both the Kansas and National Auctioneers Associations including one year subscription to "The Auctioneer" total \$15.00.

This combination membership is a constructive step toward the unity which should exist between our National and State Associations and is working one hundred percent.

Evidently most auctioneers would rather have both memberships for a total reduced sum than a single membership

for the regular fee, especially the state membership which does not include "The Auctioneer."

Our organization is on the move and it is being moved by members who realize its potential and are proud of their affiliation.

Let's all work hard for the continuation of this progress and the dignity and culture that is our tradition.

Gentlemen:

Enclosed find my check for \$10.00 to cover my dues to my favorite organization.

We represent an old and honored profession and one that should be respected by the public. Thus our NAA is a must since only through proper public relations and publicity as only an organization can provide, will the public (and our politicians) know us as we want to be known.

Fraternally yours,  
Irving H. Fingerhut  
Brooklyn, N. Y.

## APPLICATION FOR MEMBERSHIP

### KANSAS AUCTIONEERS ASSOCIATION

Office of Sec'y & Treas., 1212 West 8th, Topeka, Kansas



Enclosed find \$\_\_\_\_\_ for membership as checked below

( ) 1 year membership in the Kansas Auctioneers Association and 1 year subscription to the "Auctioneer." \$10.00 for both.

( ) 1 year membership in both the Kansas Auctioneers Association and The National Auctioneers Association, including a 1 year subscription to the "Auctioneer." \$15.00 for all.

This is a renewal ( ). New ( ).

NAME\_\_\_\_\_

(PRINT)

ADDRESS\_\_\_\_\_

CITY\_\_\_\_\_ STATE\_\_\_\_\_

SPONSORED BY\_\_\_\_\_

ADDRESS\_\_\_\_\_

( ) Emblem cut for printing and advertising \$2.00. (Same as shown on this application form)

In the September issue of "The Auctioneer" the articles by E. T. Sherlock and C. E. Sandeffer both mentioned the cooperation between the Kansas Auctioneers Association and the National Auctioneers Association. Above is a reproduction of the "Application for Membership" used by the Kansas group.



# Keep Your Organization Alive

By BERNARD HART

The success of any organization depends upon the interest that is created and maintained in that organization. We have State Auctioneers Associations that are struggling along with the same or less members than they had five years ago. "Why does this happen?" is the question often asked by those in charge.

Lack of anything to create and maintain the interest of the members is nearly always the cause. What can be done to correct this situation is not answered easily. However, we have always encouraged officers of various state organizations to attend meetings and conventions in their neighboring states and thereby find new ideas that would be useful in their own states.

The New Jersey State Society of Auctioneers is one that does a good job in maintaining the interest of the auctioneers in that and neighboring states. Following is a reprint of a letter that went to all of its members. Maybe you can get some ideas from this letter that will be beneficial in your state.

## INFORMATIVE LETTER

September 7th, 1956

**Next Dinner Meeting** will be held at Dunbarton Oaks, on the White Horse Pike (Rt. No. 30) Atco, N. J., Monday, October 1st at 7:30 p. m. Col. James W. Smith (Camden) host Auctioneer promises good entertainment and good food, and requests a full attendance for this first Dinner-Meeting in his area.

**Road Directions** — North-east N. J., Auctioneers use the N. J. Turnpike to Exit No. 4, then Rt. No. 73 to Rt. 30 to Atco and Dunbarton Oaks. Those from the north-west area take Rt. No. 206 to N. J. Turnpike at Interchange No. 6 then the Turnpike to Exit No. 4, then the same as above. Those from the southern part of the state are familiar with this territory and therefore are on your own as to what Route to take—just be there—everybody.

**August Dinner-Meeting** held in the air-conditioned Hotel Clarendon, Hacketts-

town, the home town of President and evening host Col. Tinsman, was well attended by a large number of Auctioneers, their wives and guests from all over the state. Col. James Smith (Camden) traveled the most miles, while Col. Charles and Mrs. Woolley (Allentown) Col. Norman and Mrs. Kirkbride (Hightstown) and Col. Joseph and Mrs. Mount (Cranbury) were next in the order given.

**New Members Elected** were two (2). **Col. Frank W. Mountain** (Jersey City). He and his charming wife, Estelle, maintain a unique place they call "The Mountains Ibid House" where they specialize in Primitives and other antique and art objects at Erwinna, Penna. The other NEW MEMBER (known to us all for a long time, and who submitted his own application to your Secretary direct!) **Col. Morris Weinstein** (Middletown, N.Y.) does a thriving Auction business throughout the area. He is also connected with the Hackettstown Livestock Auction. Another NEW MEMBER elected at the June meeting, **Col. Alvin Freemont** (Atlantic City) operates the Las Olas Art Galleries during the winter season at Ft. Lauderdale, Florida. Currently he is having a very successful summer season at Rehoboth Beach, Delaware. He writes that he hopes to attend the October 1st meeting.

**National Convention** — Col. John R. Potts and Col. Herbert Van Pelt gave interesting reports of the doings at Kansas City, Mo. It is hoped that Col. B. G. Coats will give us the benefit of his views of the Convention at Dunbarton Oaks, October 1st.

**Webcor Tape Recorder Purchase Authorized**—Following a sample recording of the Business Meeting proceedings, and the "play-back" of the 15 Auctioneers in action at the Auctioneers Auction held under Col. 'Bill' Parr's Big Top tent at Andover Junction July 12th last, members voted unanimously to purchase the recorder for the purpose of recording by voice, our Business Meetings and other uses.



**Tape Recordings**—We now have 15 Auctioneer Members recorded in action for 5 minutes each. Eventually it is hoped to have every member recorded for a like period, on a single roll of tape, then offering duplicates of this master-roll to members at a cost plus basis. In this way we will recapture the cost of the equipment, and at the same time establish what might be termed our own Auction School Education of our own making.

**Col. and Mrs. William A. Oliver** have just returned from an 8 weeks, 10,000 mile tour of Mexico, Southwestern U.S. and the West Coast, returning via the Northern Route. They ought to have quite a story for the October 1st meeting, and AUCTIONS should play a big part in it!

See you at Dunbarton Oaks, October 1st.

RALPH S. DAY  
Secretary & Treasurer,  
N.J.S.S.A., Inc.

Mailed to all  
Members 9-7-56  
Inf. Let. 10456

#### Decision

Jones was visiting Smith. From the living room they could hear Mrs. Smith and her daughter arguing over whether to give Uncle Ned a book or a pipe for his birthday. "This goes on every year," Smith explained to his guest.

"Who usually wins?" Jones asked.

"Neither," Smith replied. "It always ends in a tie."

## Angus Cattle Sale Realizes 146,400

By COL. B. G. COATS

MARLBORO, N. J., Sept. 8th—Cattlemen from a dozen states and Canada competed for the singular privilege of buying at auction, \$146,400 worth of purebred Aberdeen Angus cattle. The occasion was the fourth annual "production" sale staged by two New Jersey Angus breeders.

Altogether, 62 head changed hands, at an average price of \$2,361 in four brief hours of rapid-fire bidding. Col. Ray Sims, and Col. Hamilton James, both members of the National Auctioneers Association, alternated on the block. They were in true form and did a superb job of selling.

#### CHRISTIAN CROSS ADOPTED BY MONTANA RANCHERS AS NEWEST CATTLE BRAND

A new brand adorns livestock grazing on Montana pastures this summer alongside cattle bearing old established ranching symbols.

The new brand, duly registered with the General Recorder of Marks and Brands in Helena, the state capitol, is the Christian cross. It is the property of the Christian Rural Overseas Program. By branding a calf with a cross, the Montana rancher gives it to CROP as his contribution toward the tenth annual CROP drive for food for hungry people overseas.

The Time Is Ripe

## THE PLACE IS READY

Illness forces the selling of the WALL, SOUTH DAKOTA Sales Ring

Many cattle are shipped from this productive area each year and the community is ready and willing to support the proper operation of this Sales Ring.

For complete information and pictures, write:

FRANK J. LONG, Wall, S. Dakota



# Progress

By COL. B. G. COATS

Times change and Auctioneers, like other people must change with them or lose their place in the march of progress.

It is the recognition of these changing times that has brought the National Auctioneers Association to become recognized and through which the Auctioneers of America can be heard. And upon a recognition that times have changed and are changing depends on the future of the National Auctioneers Association and of every other organization in the United States. Every aspect of our daily living has been altered, and will be altered further as time rolls on. Change is an inescapable part of life; Auctioneers must adapt themselves to it and to their Association or they become like the tumbling weed, just drifting in the wind until eventually they become locked against a fence from which there is no escape. Change is inevitable and as an Association we must adapt ourselves to that change or cease to prosper. There are thousands of Auctioneers in the United States today that are uninformed. They have no knowledge that there is a national Association of Auctioneers. They have no knowledge that there is a monthly publication devoted to their profession. We cannot blame these thousands of Auctioneers because they remain uninformed. But we can blame ourselves for not apprising them of the changing times and give them an opportunity to adapt themselves for greater progress.

The National Auctioneers Association is faced with the greatest future of any organization in the United States. But it won't just happen. We have tremendous potentials but the manner of their exploitation if properly approached will tell a story of great success. A little vision, a little realization of the necessity for cooperative effort, and a little judicious planning to adapt ourselves and our Association to changing times — these are the ingredients of a healthy and prosperous Association.

We can all start now, not tomorrow to adapt ourselves by contacting the thou-

sands of uninformed Auctioneers and recruit them into our Association. They are waiting for you to contact them. They like ourselves want a better profession, they want to be recognized, they are hungry for knowledge and ideas that will make their profession more respected. They are hungry to adapt themselves to changing times. They are hungry for progress. Are we going to overlook them? Are we going to stand in their way? Would you want them to stand in your way?

I am most sincere in my belief that there is not one member of our Association but what could sponsor at least two new members. Do you realize what it would mean to our profession and to our Association if each of us obtained two new members? Won't you please try? It is asking so little and means so much. Just one example. If each of us obtained two new members we could go to our national convention in 1957 with approximately 1,000 registrations. Every large city in the United States would be clamoring for our conventions. The prestige and influence of our Association would be enhanced. The public would have greater respect for our profession and greater respect for the Auctioneers as individuals.

The opportunity to adapt ourselves to changing times is laying in our laps. Let us not pass it by. By this simple practically effortless plan executed by each of us, the next eleven months will result in the greatest progress in the history of our Association.

---

An irate chief engineer was inspecting a stretch of newly built road, accompanied by the foreman in charge of the gang. He pointed out to the bewildered foreman that the shoulder beds were off, the curves banked wrong, the foundation not right, the leveling was far from perfect.

Finally, after the avalanche of criticism, the old foreman spat on the ground, gave his superior a bland look and asked, "Well, how is it for length?"



# Now Is The Time

By Col. Frank A. Sloan, Minneapolis, Minnesota

Most people share the belief that it is not only difficult, but impossible to practice complete restraint and delicacy in constructive organizational criticism, for to do so entirely eliminates the objective. The privilege of suggestion certainly is not debatable, it remains a membership prerogative, and some even consider it a duty, when sincerely motivated by the dictates of one's honest conscientious convictions.

I believe that now is the time in the planning and in advance of the 1957 Convention, to take the time to appraise our organization with an eye towards setting new goals and more clearly defining the Association's role and the benefits and privileges of membership. Let us blueprint our future, clarify our objectives, promote and provide cooperation so as to make ourselves an even better organized National Auctioneers Association. Towards this end we should make positively certain that the welfare and rights of the individual member and his legitimate aspirations, be given unquestionable fair consideration by permitting debate and discussion on any motions or on any resolutions offered by Committees, regardless of whether recognized parliamentary forms of rule extends the option of elimination. Membership participation is definitely more democratic and makes for a healthier condition. Since it is obvious that a Convention Membership Business Meetings, we lack in the complete and strict use of any published parliamentary procedure, this concession would eliminate the possibility of membership exception to procedure, which could easily prevail. I further suggest this, because of the possibility of resolutions being introduced which may not be based on fact and evidence, but rather by the opinions of uninformed, who have not made a thorough study and investigation of the subject involved. Let us overhaul our voting system. For when analyzed, it is not equitable since larger bodies of delegates are usually in attendance from the state

in which we hold the Convention, or from closer points, such as adjoining states. This vote does not necessarily represent the consensus of opinion nation wide and some provision should be made to equalize this voting advantage.

Surely after all of these years, the original purposes of our organization, or at least most of them, have been attained. So let us continue to maintain tranquility without abandoning our original purposes but by the same token permit free action, development and atmosphere changes with rejuvenation minus indoctrination and let us discourage rather than condone political pressure groups attempting to influence policies by carrying on obstructionist campaigns.

The fact that groups win in organizational issues should not be as important as how they win, and it is not difficult to take defeat gracefully on any issue when by obvious observation a reasonable form of democratic parliamentary procedure has been followed.

Let us not seek to humiliate in defeating but rather let us try to maintain friendship with a lot more time devoted to passive orderly Membership Business Meetings, and improve our parliamentary procedure so the voice of any member can present their offerings to the membership for consideration without fear of being ridiculed or steam rolled. Do not underestimate strength or importance and the capacity of the individual member to think, even though he was not endowed with the ability to put his thoughts into the written word or lacks the intestinal fortitude to get up and speak out in open meetings.

As for myself, I am one of the living skeletons relegated to the closet of death and refuse to remain so as I haven't lost my guts and intend to appear at the Michigan 1957 Convention not in a vision, but in spirit and person, for never shall I accept the chamberlain approach of covering up or folding up with the umbrella, nor do I accept the ostrich approach of burying my head in the sand.



For as a realist, I accept the inevitable and that is physical death, taxes, existing and certain future legislation effecting the Auctioneer.

The preamble to our Organization's Constitution includes "To protect the interest of the Auctioneer and to protect the public against unscrupulous practices. Article 2 of our Constitution "To protect the interests of the members of the Association in all matters of legislation when such legislation is in the interest of our Association." So long as freedom of the press exists through our medium, The Auctioneer, I will fight on, for it would be a sad day for us all if this medium was relegated to the use of a few or a selected group so as to make it a controlled Press.

Let us benefit by experience and improve by offering constructive criticism because the formula for expansion is knowledge, wisdom, courage and facts which fortify one, giving added impetus to carry on.

If now I have made myself vulnerable, that is expressly my desire. In closing, I quote from the works of Booker T. Washington which are words I live by, "I shall allow no man to belittle my soul by making me hate him."

## Veteran Sale Clerk Observes New Trends

By DANIEL F. CLANCY

Reprinted from Columbus (O.) Dispatch

Times are changing "and I'm a-changing right with 'em," says Charles Cretcher, 82, of DeGraff, who has clerked at auction sales for 48 years. He estimates that about five million dollars have passed through his hands, mostly at farm auctions.

The old-time, hoarse-voiced, hard-to-understand auctioneer, whose chant was full of hubbub and hullabaloo, is passing from the scene, Cretcher says. Today, there's not so much of "that rapid fire business," and an auctioneer talks more understandably, in Cretcher's opinion.

"But I can remember the days when even I couldn't understand what the auctioneer was saying until the last bid," he recalls.

Today's auctioneers keep their sales

moving faster, he says, and are more effective. Old-time auctioneers were inclined to be tedious and drag their sales out—sometimes until dark, and then they didn't get as much for the auctioned items, Cretcher believes.

Cretcher is a life-long resident of DeGraff, a Logan County village of 972 population. He taught country school for 11 years, and in 1900-02 was owner of a local newspaper, the DeGraff Buckeye. He still clerks at sales and also deals in real estate and insurance.

Cretcher pioneered the cash-and-carry idea at auction sales in the DeGraff area. Such sales went on a cash basis in about 1925, he says, recalling that it had been the custom for purchasers to give six- and nine-month notes for what they bought.

He likes to tell the story about the early auctioneer who couldn't get anyone to bid on a pile of items. The auctioneer tossed a quarter on the pile and asked: "Now what am I bid?" Someone bid a dime, took the pile of items and the quarter, too.

It used to be common for auctioneers to assume the title of "colonel." But it's not such a common practice anymore, Cretcher says. An auctioneer is entitled to call himself "colonel" after he has called 100 sales, Cretcher states. "But a lot of them never 'commissioned' themselves," he smiles.

Cretcher has worked for 50 auctioneers.

The day of the old-time auctioneer, leather-lunged and brandishing a cane, whose voice bellowed from a block in the barnyard, is going . . . going . . . and all but gone.

### JOKE

A parishioner called at the clergyman's home. Presently the minister's little son went up to the visiting lady and blurted, "My, how ugly you are."

Horried, his mother remonstrated, "Johnny! Whatever could you mean by saying such a thing?"

"I only meant—meant it for a—a joke, Mother," Johnny stammered.

"Well," his mother purred unwittingly, "how much better the joke would have been if you had said to Mrs. Smith, 'How pretty you are!'"



# Familiar Staccato Chant Sounds For Used Cars At Dealer Auction

Submitted by Col. Walter Carlson

By **JOHN EMMERICH**  
Minneapolis Tribune Staff Writer

A 1952 blue V8 Mainliner Ford moved up before the auctioneer's box in Minneapolis armory.

The auctioneer looked over the faces in the cluster of car dealers around the car. "Now who'll give \$400 for this car," he began to chant. "It's a good clean little car. Who'll give 400, 400, 400."

"Well, who'll give 375," he continued in a staccato accent. "Who'll give 375, 375, 375."

A dealer signaled, and the bidding was off and running.

To an observer, the auctioneer's voice through the loudspeaker would bring to memory the sing-song cries of tobacco auctioneers heard previously on cigaret radio commercials.

But to the 80-odd new and used car dealers from throughout the Upper Midwest who attended the Wednesday Minneapolis Auto auction, it was a serious business.

Some 2,500 to 3,000 used cars are sold annually at the auction, the only one of its kind in the Twin Cities area.

Dealers come mostly from within 500 miles of Minneapolis.

Some also show up from as far as Florida, Washington, even Alaska.

According to the auction's owner and ringmaster, W. F. Smith, the auction provides a good place of exchange to dealers.

They come together to buy and sell their cars to each other. They change off cars which have stood too long on their car lots. They balance inventories.

Effectiveness of the auction is supported by the increased number which sprang up around the country after 1953, Smith said.

Only car dealers registered with the auction can do business. All prices are wholesale.

Operators of the auction receive a \$20

fee from each dealer whose car is sold for \$200 or more. The fee is \$10 for cars which sell for less. If a car isn't sold, it is returned to its owner for a \$5 fee.

Of the 135 to 150 cars brought each week to the auction, about 90 per cent normally are sold.

Dealers have a chance for a quick inspection of the cars lined up for the auction. They cast a car-trader's eye over the lot and size up those on which they will bid.

The auction guarantees the transmission, engine block and rear-end assembly on each vehicle. More than half the cars brought in are '53 and '54 models.

As ringmaster, Smith accounts for almost half the sales. When bidding on a car begins, as the auctioneer's chants whip up enthusiasm, Smith dances around the car, slaps its hood, shouts out its selling points.

Smith knows his buyers, a fellow worker recounted. Behind his slap-stick selling technique, he uses his knowledge to boost the going price of his cars.

And serving as a backdrop for the auction's speedy action, a sign offers buyers advice: "We're all 21," it states. "Buy what you want. Want what you buy."

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## DOESN'T HELP THEM

A successful businessman, visiting his alma mater, dropped in on his old economics professor. Recalling that he used to have some trouble with economics exams, he asked to see some of the current papers. Noting them casually, he observed: "These are the same old questions!" "Yes," agreed the professor, "we never change them." "But," objected the visitor, "don't you know the students will pass the questions on from class to class?" "Certainly," was the bland response. "But in economics we are constantly changing the answers."





These ladies were elected to official capacities by the Ladies Auxiliary at the 1956 National Convention. In the front row reading from the left are: Betty Coats, Michigan, Vice President; Gertrude Darbyshire, Ohio Director; Betty Steiner, Maryland, President; Virginia Rankin, Ohio, Secretary-Treasurer. In the second row are: Florence McGuire, Iowa; 2nd Vice President; Stella Collins, Iowa, Director; Shirley Kinsey, Michigan, Director; Bess Gordon, Illinois, Director; Florence Wendelin, Texas, Historian and Parliamentarian.



# THE LADIES AUXILIARY



## The Auxiliary Accomplishes Nothing?

Recently the statement was made to me that the National Auctioneers Association Auxiliary has no purpose, no project and no goal whatsoever other than an annual social function — and that this was the opinion of some of the ladies expressed at the last convention. Before this I had never stopped to ask myself what I wanted or expected or had a right to expect from my \$5.00 yearly dues and membership card.

I've found these answers to the question which some of us have perhaps overlooked because we expect from the Auxiliary the same things we derive from the Social and Charitable organizations in which we participate. We cannot use the same standards. The N. A. A. Auxiliary is the ONLY organization we can belong to wherein all members have the same vital common interest, because the Auction world is not just our hobby or diversion, it is our Life. In our other clubs we have all sorts of pet charities and worthy causes to which we contribute but in the Auxiliary we have just one — AUCTIONEERS.

We auctioneer's wives are different than the wives of other business men in that most of us are actively engaged in the work with our husbands and we understand and love the profession just as deeply as they do. The Auxiliary gives to us the only opportunity we have to meet with and to know other women just like ourselves. Yes, just like ourselves — different faces, different voices, different hairdos and different clothes but inside all this there is the same love of the most unique profession in the world, the same knowledge and understanding of the human race that their husbands must have to be successful auctioneers, the same trade secrets and the same high standards and principles.

Such a group, just by being united, gives to us the opportunity to accomplish many things; to acquire new, fresh

ideas, to learn to know and understand each other so that a few of the petty jealousies and misunderstandings with the men and women of our profession instead of professional enemies and to help in molding the N. A. A. into a public treaty table rather than a battle ground.

Yes, the Auxiliary gives us the basis to reach these goals and to achieve these purposes but we must build upon this basis ourselves. If we get nothing out of the Auxiliary it can only be because we take nothing from it for its offering is limitless.

These views of mine are far from conclusive. You can enlarge upon them many times, but I hope, at least, we will think and by doing so our future in the National Auctioneers Association Auxiliary will be enjoyable and fruitful.

Betty Coats

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## Greetings From The New President

What a beautiful thing is a hand of friendship extended to another. It can open the door to a new life—to a life filled with the warmth and content that the human heart can know only through true friendship. I believe this was felt in Missouri by all of the ladies present at this convention.

The Ladies Auxiliary extends their vote of thanks to the Missouri State Auctioneers for being such wonderful hosts to the N.A.A. this year. The program will long be talked of by all who attended, for those who could not be with us, we missed you and hope you plan to attend next year.

At this time I want to thank Mrs. Gertrude Darbyshire, Mrs. Ruth Marks, Mrs. Jewett Fulkerson, Mrs. Carol Graubaugh and all the board members for the splen-



did way they fulfilled their offices for the past year. With the cooperation of the members of the Ladies Auxiliary our new board members will have smooth sailing ahead.

May God be with you Always.

Betty Steiner

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## Red Circle Auction Attracts 3500

Two fun-filled days and prospects of "buying" fine livestock and sewing machines without money attracted 3500 farm boys and girls, relatives and friends to famous CK Ranch, Brookville, Kansas, July 20 and 21.

The big youth get-together marked the 5th annual Red Circle Auction — held annually for midwestern farm youngsters. This year's auction took on greater proportions than others in previous years with addition of an achievement day that brought back records and photos of "purchases" made last year.

For the first time since inception of the "no money" auction youngsters were given the opportunity to show a record of their progress with animals and sewing machines "purchased" last year. Twenty-eight entrants from five states entered the contest and all were successful winning prizes that ranged from \$5 to \$50 in cash.

The Grand Award \$300 scholarship — top money in the new achievement event — went to 16-year-old Charles Zimmerman, of Morris, Oklahoma. Zimmerman won the highly sought after award with his carefully kept record and picture story of his registered Holstein heifer "bought" at last year's Red Circle auction.

"It is our opinion," said Dr. Rufus Cox, head of the Animal Husbandry Department, Kansas State, "that judging an event of this kind is quite difficult — all the boys and girls under consideration did a splendid job." Other judges included Mrs. John Irving, Farm Home Demonstration Agent for Missouri, Dr. Paul Guyer, Farm Animal Husbandry Department, Nebraska University, and Dr. G. B. Marion, Dairy Department, Kansas State College.

After prospective buyers finished the

afternoon's business of inspecting livestock offerings for the following day's sale — a lighter mood prevailed. Youngsters and their parents and friends turned their thoughts to free barbecued beef with ranch beans and coffee. At 7:00 p. m. kids assembled for games and contests and at 8:00 fiddles and guitars marked time for square dancing.

Breakfast next morning at 7:00 saw some 600 youngsters and adults already on hand for a free ranch breakfast of buttermilk pancakes, beef sausage and coffee.

Young hopefuls this year ranged from 6 to 20 years old — averaged 14 — and came from Colorado, Kansas, Nebraska, Oklahoma, Missouri, Iowa, South Dakota, Montana and Texas. A total of 228 registered in the "no money" auction — 156 boys and 72 girls. Most had club affiliations — 138 belonged to 4-H clubs and 29 were FFA club members.

At 10 o'clock bidders watched intently as auctioneer Gene Watson, of Hutchinson, Kansas, opened the sale. Lot 1 was a Hereford steer calf, sired by CK Ckato 68th. The calf struck the fancy of many bidders and set bids coming at a dizzy pace. The combined efforts of ten ringmen were needed to catch the nods and shouts of the dozen boys and girls whose minds were set on "buying" Lot 1. The first calf proved to be a record maker for the day and was knocked down to Dale Wealand, 15, of Cedarpoint, Kansas, for a record-making 38,500 points.

The auction stopped for a lunch of barbecued beef, luncheon meat, ranch beans and hot coffee. During most of the day and during the noon hour light breezes fanned through the long valley that marks the CK Ranch homestead. The weather continued on the breezy side most of the afternoon making ideal weather for both youthful bidders and livestock.

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### Snappy Come Back

A man and his wife were riding along together in a car. They had been quarreling and hadn't spoken for a long time. Finally they passed a mule in a pasture. The man pointed to the mule and asked the woman, "A relative of yours?"

"Yes," the woman answered, "by marriage."



# Housekeeping And Sickness Interfere With Business

By COL. POP HESS



Well boys, we are getting well into the month of October. It is later than you may think to get all the things done that need to be done in this year of 1956. Two more months will soon pass and we will be getting our working program in order for 1957.

This column is now being written just one and a half days past dead line for the October issue so it will be up to our good editor Bernie as to whether you will read it in October or later. I have a very good alibi for my lateness as my Mom Hess has ben having some difficulty with her Dr's and she has been in and out of the hospital for part of August and September. This has caught yours truly very much off guard what with trying to keep up with my busy schedule which is truly busy from August 1st thru New Years, and taking over the job of housekeeping, my only assistant being the family dog, "Ginger". We have had some trouble digesting my cooking but we have stood trials and tribulations. The Dr. released mom ahead of predicted date and she came home to a lot of undone things. She was released to go home for strictly quiet and rest and she wasn't home one hour until I found her with broom in hand kicking up a lot of dust. I heard her say to Ginger "Somebody around here is a darned poor housekeeper", and I am afraid she meant it wasn't the dog. She is improving regardless and the house looks as per usual and all is much better.

It is from the September issue of this publication that I dig up my line of thought of something to write about. In a fast glance through the pages I found

all items interesting and things in good writing. The lateness of the day and the hour forces me to say, like a well cornered politician, "No comment at this time."

From a very quick observation of its pages we still have a better and stronger NAA. I could make the same comment as a good Protestant fellow made to Pat when Pat induced him to attend his Church to see how all the O'Brien's did in their service. The trip was made and on the way out Pat asked his friend thus "Well what do you think of our way?" The Protestant answered, "I think it beats the de veil". Pat in return said "Why sure and faith that is the intent". So now with a strong National Association, backed by a well formed State Association, the devil that persists in the household will be beaten into retreat and MORE AND BETTER AUCTIONS AND AUCTIONEERS throughout the land.

Sales in Ohio are running very high in number and prices. Sales totals are good. Auctioneers are busy and being well paid and many are hit for sufficient open dates to take care of the demand. So as I greet you with this much belated October column, again I am sold 100% on the fact it is a good business to be an Auctioneer. Also it is still better for each of us to be the one that helped to build the profession into a better one, for this is the auctioneer John Q. Public is in the market to hire to sell his sale. As of this moment I have had many interesting letters received from auctioneers throughout the country and will in my column's to follow reply on some of the interesting points raised.



# 'Lord's Day Auction' At Tranquility

TRANQUILITY, N. J. — Members and friends of the Tranquility Methodist Church will, for the 10th consecutive year, contribute to the church through home-grown or home-made goods and products that will be auctioned to the highest bidder.

The church's 10th Annual Lord's Auction will be held at the church property, north of Allamuchy on the Hackettstown-Newton road, starting at 11 a. m. on Saturday and continue through the day until all donated items are sold. The event, sponsored by the Young Adult Group of the church, has in past years attracted large crowds who come to bid on the home-made bread, handwork, home-grown vegetables and flowers, livestock and paintings and to enjoy the hot meals sold on the premises.

The Lord's Auction idea, it is explained, originated in the South as the sole support of the church. Members and friends of these Southern churches designated some part of their land or livestock as their contribution to the church and, at a given time, the products were offered for sale at a Lord's auction, proceeds being used for the benefit of the church.

## Started in 1947

In the Spring of 1947, the Young Adult Group of the Tranquility Methodist Church, assisted by the Rev. Frank D. Dennis, then pastor of the church, decided to initiate the idea here and, after some contacts with members and friends, the group found willing cooperation in the proposed project. When the first auction was held that year, the large tent used for the occasion was full and overflowing with goods brought in to be sold.

The following year, there was an even greater display of home-made and home-grown items than the previous year. Each year, the auction tent has become a livestock market, pet shop, hobby shop, fruit and vegetable mart and a fancy work center the last Saturday in August.

Proceeds from the first auction in 1947 were used to decorate the interior of the

church. The next year, the proceeds paid for the repair of the church's steeple and painting of the exterior of the building. In recent years, the proceeds have been used toward an addition to the church's community house, a project in which the various organizations of the church are contributing.

This year, the Lord's Auction proceeds will go toward finishing the interior of the enlarged community house.

## Committee in Charge

The auction for the 10 years has been sponsored by the Young Adult Group, members of which will start preparing meals for this year's event on Friday and will be in charge of proceedings Saturday. The committee is composed of David Roy, Peter Smith, Kenneth Hayes, Donald Orr and Harold Ervey. Mr. Orr, a former Army cook, is in charge of the preparation of the meals which are served throughout the day. The menu this year includes a roast beef dinner or goulash.

Starting at 11 a. m., the auction continues to 5 p. m. and then, after supper, resumes at 6 p. m. until all items are sold. **William P. Parr, member of the National Auctioneers Association and the New Jersey Auctioneers Association** of Newton, will again donate his services as auctioneer. Music during the day will be furnished by Mrs. Arthur Hogan, who brings her Hammond organ from home to play for the occasion.

Large tents are set up for the auction by the sponsoring organization.

Items sold at the auction are all made or grown by their donors as a personal contribution to the church. Members are reminded of the pledge in the Spring and many of the items sold represent a full season of work. As in past years, it is expected that there will be much in the way of home-baked goods, livestock, homegrown vegetables, and other garden crops, flowers and plants, paintings, home-made toys, aprons and fancy work.

Home baked bread made by one of the church's senior members, Mrs. Harriet Shaw, is always a popular item at the auction. She baked 25 loaves for the



church's first auction. Mr. and Mrs. Raymond Milburn donated the use of a horse and pony for rides during the day, the proceeds also going to the church.

## National Ram Sale Averages \$109

OGDEN, Utah — All breeds except one recorded advances here, Aug. 16 and 17 in the National Wool Growers' 41st running of the National Ram Sale. The sale, under the management of Secretary Edwin E. Marsh, Salt Lake City, was held at the Golden Spike National Livestock Show coliseum arena. Earl O. Walter, Filer, Idaho, and Howard Brown, Woodland, Calif., took turns on the auction block.

Altogether 1,135 head went over the block at an average of \$109, \$12 better than the \$97- average recorded by the 1,301 head sold in 1955.

As was expected before the sale got under way the whiteface breeds, especially the Rambouillets and Columbias, recorded the strongest price advances over last year's sale averages. Columbias led the way as 149 head sold for an average of \$110, \$27 better than last year; 283 Rambouillet rams sold for an average of \$87, \$21 over the 1955 average; 50 Panamas averaged \$48, \$1 better than in 1955.

In the blackface breeds Suffolks again showed their popularity in this intermountain country when 366 head sold for an average of \$145, \$8 better than the 1955 average. Hampshires were the only breed to backslide as 78 head brought an average of \$90, \$5 less than the 1955 average. Suffolk-Hampshire crossbreds sold for the identical average of 1955, \$104 on 169 head.

### SALE SUMMARY

Suffolks			
Single Studs .....	27	\$426	
Reg. pens of 5 .....	93	127	
Range Rams			
yearlings .....	232	124	
lambs .....	14	64	
	366 head	145	
Hampshires			
Single studs .....	12	\$214	
Reg. pens of 5 .....	27	79	

Range Rams yearling .....	39	60	
	78 head	90	
Suffolk-Hampshire Crossbreds			
Range Rams .....	169	\$104	
Rambouillets			
Single studs .....	18	\$227	
Reg. pens .....	46	89	
Range Rams .....	219	75	
Panamas			
Single studs .....	2	\$150	
Reg. pens .....	15	48	
Range Rams .....	33	41	
	50 head	48	
Columbias			
Single studs .....	12	\$177	
Reg. pens .....	29	141	
Range Rams .....	108	95	
	149 head	110	
Rambouillet-Lincoln Crossbreds			
	30 head	81	
Rambouillet-Columbia Crossbreds			
	10 head	81	
Total Rams .....	1,135	\$109	

## Ellis Island To Be Sold To High Bidder

NEW YORK — Ellis Island will be put up for sale to the highest bidder for commercial use.

The 27½-acre island, gateway to America for millions of immigrants for a half century, was given up by the Immigration Service Nov. 12, 1954.

Decision to sell the island was announced last night by Walter F. Downey, regional commissioner for the General Services Administration of the federal government.

Advertisements for bids will appear in newspapers soon. Nov. 19 will be the deadline for submission of bids.

### HODGEPODGE

A camel is an animal that looks as if it had been put together by a committee.

### SUGGESTION

Professor: "I will not begin today's lecture until the room settles down."

Voice from the rear: "Go home and sleep it off."



# Antiques Give Character To Model Homes

BY FELICE DAVIS

Antiques are taking on an important role in model houses. The result is a success story from which any home owner might profit.

One of the latest building projects to make use of antiques is Fairfield at New Shrewsbury near Red Bank, N. J. Here two model houses, a split level and a ranch house, each priced slightly over \$20,000, have a liberal amount of antique furniture while all accessories are old. The decorator, Anne Winkler, a member of the American Institute of Decorators and a William Pahlmann associate, was enthusiastic as she described antiques at Fairfield.

## That Lived-In Look

"I always use at least a sprinkling of antiques in my work," she explained. "I find they are even more valuable in model houses. On the outside, modern houses often have a standardized look. Inside, however, antiques can give them individuality, suggest they have a past and make them look warm and lived in."

"In the rooms," she went on, "I purposely mixed antiques of various periods, semi-antiques and modern pieces as obviously as possible. This is to show home owners how they can use their own furnishings of whatever kind. I also want to encourage them to put antiques side by side with the most modern things they own."

"For instance, one living room has a Regency chest of drawers, a Sheraton desk, a French Regence table, a Victorian mother-of-pearl inlaid papier mache table and a charming Belter slipper chair. A Phalman coffee table and sofa and Paul McCobb Directional chairs go well with these old pieces. In the dining section, a travertine topped table on a modern metal base is used with antique Italian provincial chairs."

## A Master Bedroom

Other rooms described by Mrs. Winkler include a master bedroom in pink and white. Antiques featured here are two

muffin stands, used as night tables, an Italian marquetry chest of drawers, Louis XV chairs and a collection of framed fans on the wall. A white aluminum bed and two painted chests, spanned by a vanity tray, are modern.

A pine-paneled family room in the lower section of the split level has these antiques: a Spanish table, maple spool-turned trundle bed which serves as a cocktail table, and dry sink, recessed in the wall for TV and Hi-Fi. Modern upholstered furniture and an Israeli rug carry the magenta, orange and chartreuse color scheme.

## Modest Price Range

The antique accessories range from a French copper lavabo above a console in one of the halls to bouillotte, student and Bristol luster lamps, paintings, prints, porcelains and glass paper-weights.

"All the antiques are within the price range of people who might buy these houses," Mrs. Winkler said. "The French table in the living room, for example, cost \$150, the papier mache table, \$85, the Belter chair \$90. An Italian 18th century portrait was \$75 and a pair of porcelain candlesticks with figures, \$25."

"People can duplicate such buys if they know what they want and have the patience to look around in antique shops, department stores and auction galleries," she concluded. "Old objects of this type aren't the finest but they have rare qualities that modern furnishings, used alone, can never match. They not only individualize our rooms but supply a link to our cultural heritage and are an ever-present reminder of it."

"I look forward each month to receiving 'The Auctioneer' and enjoy its contents from cover to cover." Daniel C. Poole, Jefferson, Md.

"It ('The Auctioneer') has been a big help to me." Bill Sweeney, Bloomington, Ill.



# Make-Believe From Meissen

Submitted by Col. B. G. Coats

The taste for china figurines, once the playthings of Europe's princes, has largely descended to the level of the cheap knickknacks on a dime-store counter. Yet those minor masterpieces of the 18th century which survive today are attracting a growing band of devoted collectors willing to pay up to \$15,000 apiece for their finds. One of the most successful, as the newly published catalogue of his Meissen china (Harvard University Press; \$25) makes plain, is Manhattan's Irwin Untermyer.

Collector Untermyer, a longtime New York jurist, now retired at 70, inhabits a dark Fifth Avenue duplex crammed to its high ceilings with porcelains, splendid tapestries, bronzes and English furniture. He is a trustee of the Metropolitan Museum farther up the Avenue, which should some day inherit the Untermyer collection. About the only thing in his apartment not destined for museum display is the TV set squatting patiently at the foot of his bed.

Meissen china got its start through alchemy, which produced no gold but bred generations of chemists. The kings of Europe regularly hired alchemists not only to try to produce the elusive gold, but also to discover what made Chinese porcelain superior to European kinds. In 1709 an alchemist named Boettger found the secret (based on using kaolin, a white clay that he found in his wig powder). He made the secret known to Augustus the Strong, Elector of Saxony and King of Poland. Augustus established a ceramics works at Meissen, destined to dominate European porcelain for the next 41 years.

J. J. Kaendler, was chief modeler at Meissen from 1733 to 1763, the most brilliant in Meissen's history. Kaendler's pieces were intended chiefly for banquet settings of a sort that had previously been made in candy or wax. He could turn his patron's dining table into a miniature park or stage alive with glistening birds or gaily obscene mimes from the Italian

Commedia dell'arte. Sometimes he would create a hunt, a concert, or a table-top display of drawing-room conceits. The Hand Kiss is part of a humorous circle of distractions derived from Moliere, in which the gallant's daring is brought to nothing by the lady's jealous lap dog and busy blackamoor.

Graceful and accurate rendition, rich and brilliant color are the obvious attributes of such work. Children and connoisseurs see in them something more important, a magic, as of make-believe caught in mid-fancy and securely held.

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## SMART

The scene: A compartment in a railroad train traveling through the states recently.

The characters: A little old lady, a very beautiful girl, a sergeant and a private.

The train went through a tunnel, and in the ensuing darkness there was heard a kiss, followed by a hard slap. When the train emerged into the daylight again, the sergeant was seen to have a large black eye.

The little old lady thought, "My, how fine that young girl's character is to resist the brute's attention!"

The lovely girl thought, "How strange that he should attempt to kiss that little old lady instead of me."

The sergeant thought, "That private is a smart man. He steals a kiss and I get slapped for it."

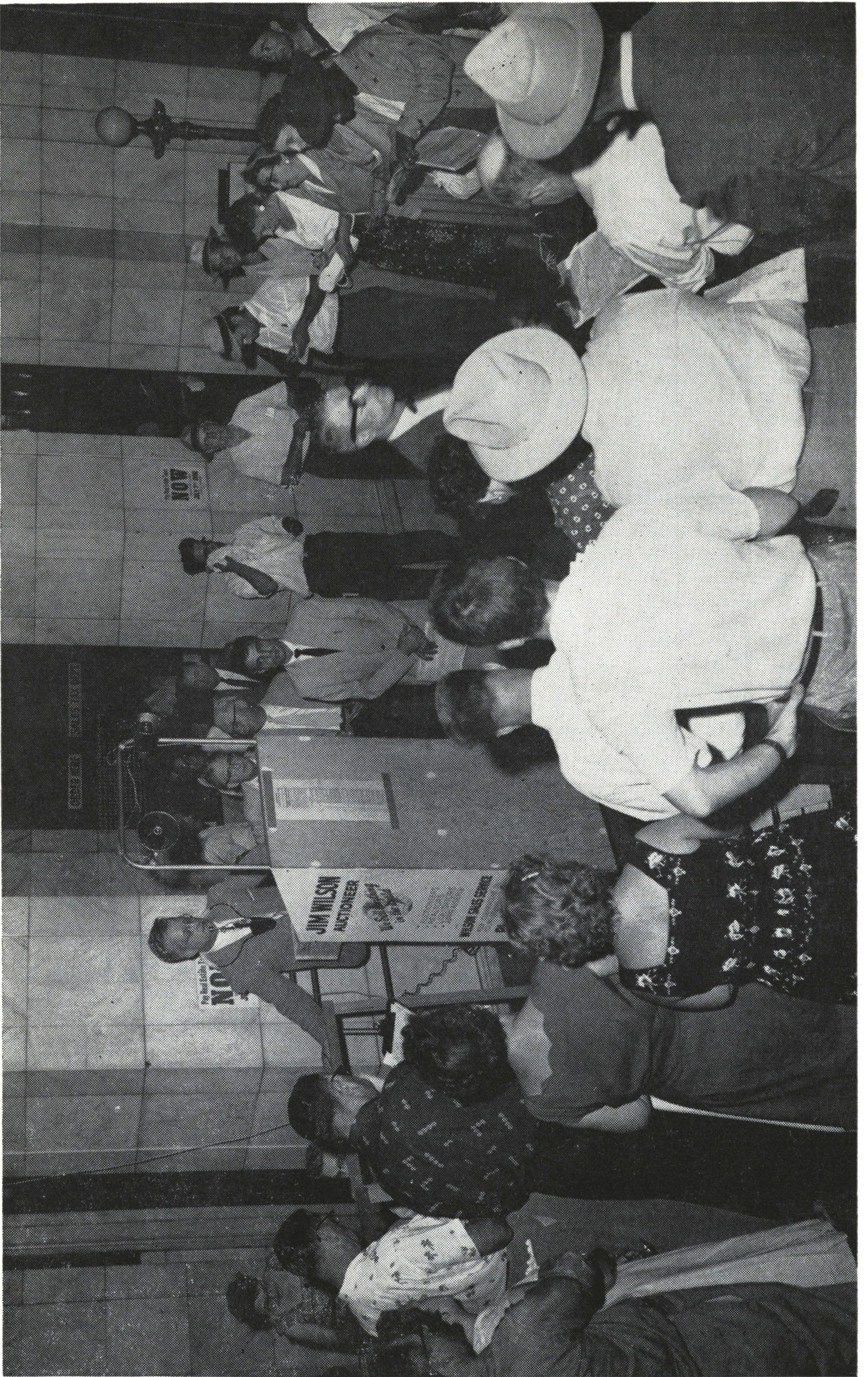
The private thought, "I am a brilliant man. I kiss the back of my hand, hit a sergeant and get away with it."

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At a Communist meeting, one of the attending comrades suddenly stood up during the debate and addressed the chairman.

"Comrade Speaker," he said, "there's just one thing I want to know: What happens to my unemployment compensation checks when we overthrow the government?"









## 9, 479 Parcels Of Land At Auction

One of the largest auction sales of its kind commenced on Tuesday, June 26, 1956, at Youngstown, Ohio, and will be concluded on Thursday, January 17, 1957. A total of 9,479 parcels of land will be sold when the sale is completed.

This sale is taking place in the lobby of the Mahoning County Courthouse in Youngstown and the auctioneer is NAA member Col. Jim Wilson. The picture on the opposite page and the one above show Col. Wilson in action on sale day.

In advertising the property for sale, which consists of parcels of land forfeited for taxes, more than 25 full size newspaper pages set in six point type were required. Each parcel is numbered and the day that it will come up for sale is included along with the name of the former owner, legal location, approximate value and taxes due. Approximately 75

parcels are listed for each day's auction.

Sale dates are set on two or three consecutive days with a lapse of a week or more between sessions.

### KNOWS WHAT SHE'S DOING

The author, haggard and worn, was pecking away relentlessly upon his typewriter at two in the morning. He had been working at a feverish rate, on his novel for 16 straight hours.

His wife came to the door of his study and yawned noisily. "Dear, why don't you stop and come to bed. You're worn out." "Can't," muttered the author. "The heroine is in the clutches of the villain and I gotta get her out."

"How old is the girl?"

"Twenty-two, why?"

"Then turn out the light and get to bed. That girl's old enough to take care of herself."

Fashion note: Women are wearing the same things in brassiers this year.



## City's Fruit Bowl Filled On Pier 28

**AUCTIONS THERE ASSEMBLE AND SELL PRODUCE OF MANY STATES AND COUNTRIES**

By **JAMES J. NAGLE**

NEW YORK CITY—A stout cigar-chewing man waved a catalogue aloft in a crowded, smoke-filled room yesterday. His action probably spelled a slight increase in the price housewives hereabouts will have to pay for oranges today.

As one of several hundred wholesale fruit buyers attending the daily sales of the New York Fruit Auction Corporation, the man bid up the price for a crate of California oranges by 5 cents.

His gesture was readily understood by the auctioneer, who knows the idiosyncrasies of all the "regulars". Some wink, others nod and still others shrug to signify that they are raising the bid on a crate by the accepted rate of 5 cents.

A bidder wishing to make an offer 5 cents below the price initially asked by the auctioneer raises a hand with fingers extended.

### **In 2½ Hours, 83 Carloads**

Yesterday similar little dramas were enacted in three other rooms operated by the auction company on the second floor of Pier 28, Laight Street and North River.

The auctions started at 8:30 a. m. and were over at 11 a. m. By that time, thirty-three carloads of California oranges and other citrus fruits and fifty carloads of deciduous fruits had been sold. Among the latter were grapes, plums, prunes, nectarines and peaches from California and other places.

The buyers, representing large and small chains, wholesalers, jobbers and brokers for companies out of town, had to sweat it out in many cases before they got what they wanted. Bidding was spirited, although Wednesday is a normally light day.

The busiest day at the auction rooms is Monday, when sales of sixty-five to seventy-five cars of citrus and seventy-five to 100 cars of deciduous fruits are commonplace.

Successful bidders pay no money at the auction rooms, nor do they pay the shippers. As each lot of merchandise is sold clerks on the dais record the name of the buyer and the price bid. Copies of these records are sent immediately to the offices of the auction company at 66 Harrison Street, which sends out its own checks to the shippers' representatives here within twenty-four hours. The auction company retains a commission of 2 per cent.

The company extends credit to the buyer — in most cases for ten days, sometimes for fifteen. Thus it must keep close tabs on bidders. No buyer is permitted to participate in the sales until he is approved by the company's credit department.

The auctioneers, of whom New York Fruit has thirteen, are men who have risen from the ranks. Each must have an accurate knowledge of the merchandise the company handles, packs, sizes, grades, brands and quality. All must serve apprenticeships as clerks so as to become familiar with prices, the names of all buyers and their peculiarities in bidding and the kinds of merchandise each man normally buys.

The auctioneer is in complete charge when the sales begin. Often a representative of the shipper will sit on the dais with him, but only rarely does he withdraw an offering to await a better price. This is because of the perishable nature of most of the commodities offered.

### **Predawn Inspection**

The domestic fruit to be sold each day is brought to the pier the night before in flat cars hauled by the Erie and Pennsylvania Railroads. About 5 a. m., buyers begin arriving to inspect it. Before 8:30, the auction company, previously advised of the shipments by its producers and shipper contacts, has ready for the buyers catalogues describing every lot. The buyers use the guide numbers of these lots in their bidding.

Imported fruits, usually from countries with seasons different from ours, arrive in ships, railroad cars or refrigerated barges. It takes nineteen or twenty days for such fruit as grapes, peaches, plums and honeydew melons to arrive from Chile and twenty-one days for grapes from South Africa.

One of the lots sold yesterday was



# IN UNITY THERE IS STRENGTH

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a carload of Italian-style "prunes," dark purple plums. Produced in Idaho by the Fruitland Cooperative, Inc., the prunes were sent here for auction, with the proceeds to go to the Ore-Ida Boy Scout Council of Nampa, Idaho. The 864 half-bushel baskets brought \$2.65 each.

This was above the prevailing price, indicating that fruit buyers are not as hard-bitten as they try to appear.

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## THINGS COULD BE WORSE

The kindly old lady was much impressed with the street beggar.

"Oh, you poor man," she exclaimed. "It must be dreadful to be lame. But, you know it could be worse. It would be much worse if you were blind."

"You're tellin' me lady," responded the beggar. "When I was blind, people was all a-time givin' me foreign coins."

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"Whatta y' mean, she has old maid's indigestion?"

"Nothing will stay on her stomach."

## NEARLY JAMMED TRAFFIC

The local mortician's hearse developed a bad squeak, so he got a man from the garage to see if he could fix it. The garageman lay down on the carrier so he could listen in comfort and try to locate the squeak while the mortician took him for a drive.

At the first red light the garageman sat up to look around. The drivers of four cars fainted!

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## COMPLAINT DEPT.

Fashion has come up with pants for women and those wide hoop skirts. The trouble is that the wrong women wear the wrong ones.

We would be getting one good boost toward Utopia if the buttons on our new suit were just sewed on as tight as the manufacturer's label.

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Sak: "How long is a hair on a rabbit?"

Mac: "Not long."

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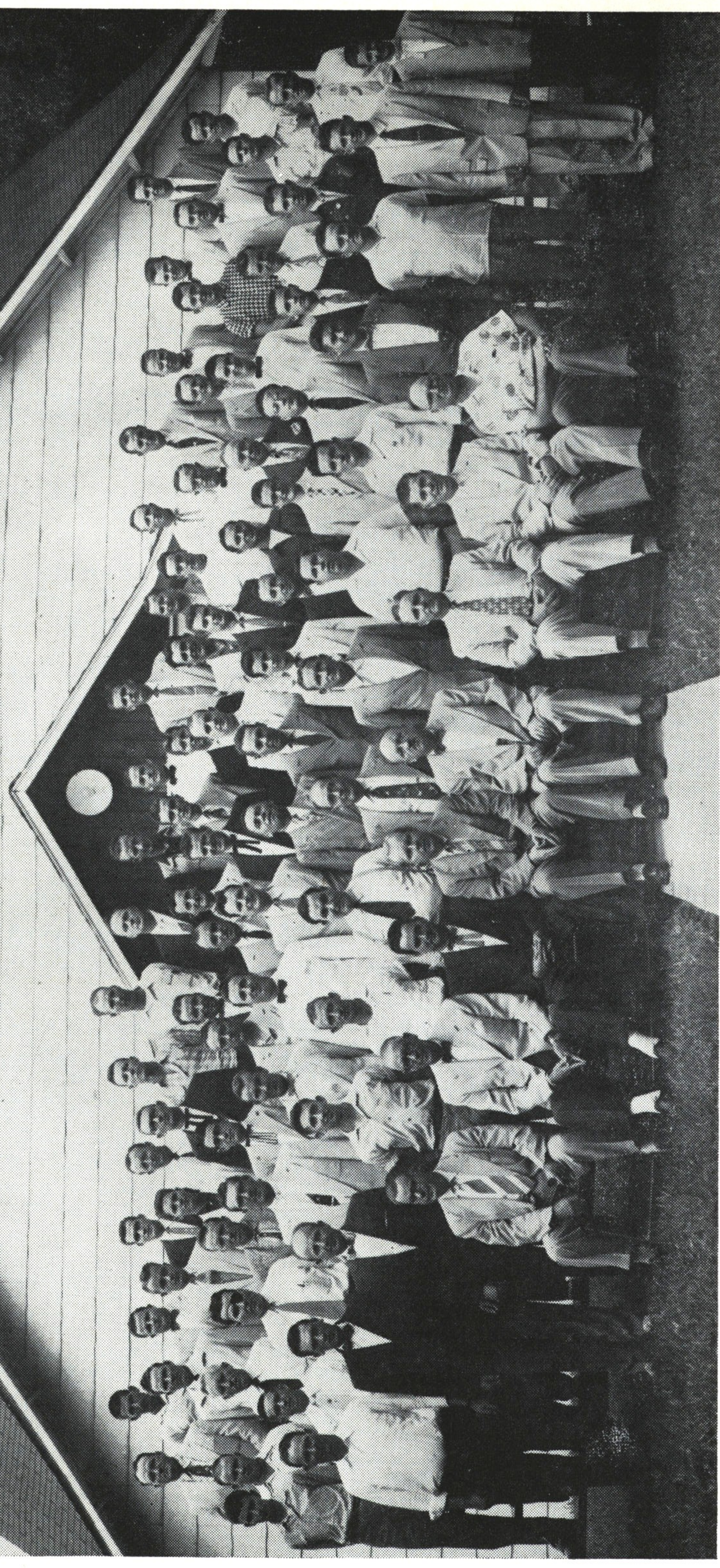
# THINGS YOU SHOULD KNOW

"THE AUCTIONEER" is seldom or never thrown into the post-office wastebasket. It is rarely thrown away at home until every adult member of the family and the children have looked it over. The recipients almost always file their copies for future reference. It is often sent to friends and relatives.

Consequently the advertising placed in "THE AUCTIONEER" reaches more people and stays with them longer than other types of advertising. Advertising rates will be found on page 1 of this issue. Send your copy and check to the Editor, Col. Bernard Hart, 803 South Columbia Street, Frankfort, Indiana.



• REPPERT AUCTION SCHOOL •





# IN UNITY THERE IS STRENGTH

## ON THE OPPOSITE PAGE

Pictured on the opposite page is the August, 1956 graduating class of the Reppert School of Auctioneering. "The Auctioneer" welcomes similar pictures from other Auction Schools.

Following is the identification of those shown in the picture:

Top Row, left to right: Ed Gioannini, Illinois; Don E. Fisher, Ohio; Roy C. Guess, Ohio; Richard Alexander, Indiana; G. Ray Baker, Texas; W. T. Baker, Texas; Thomas R. McGregor, Penn.; Harold D. Choate, Oklahoma; Wilbur H. Tash, Iowa; Clarence T. Hawkins, Georgia; Edward R. Seymour, Ohio; Orvil Sears, Idaho; Homer Gene McCutcheon, Indiana; Hugh B. Miller, Indiana; Donald D. Presl, Wisconsin; Holmes Pedelty, Iowa.

Fourth Row: Vic Roth, Kansas; Charles Drybread, Nebraska; Thomas A. Matthew, Maryland; Gerald Jeffrey, Kentucky; W. Curtis Howell, So. Carolina; Gilbert Knicley, W. Virginia; Adam G. Payne, Tennessee; William Persinger, Illinois; Burl J. Sprunger, Indiana; John C. Coward, Colorado; Forest J. Nicholson, W. Virginia; C. C. Donnell, Alabama; Harry J. Hoynacki, New York; Fred Horn, Ohio; Wilford Gosler, Iowa; William H. Snyder, Penna.

Third Row: Ralph D. Burkett, Penna.; Albert W. Brushwiller, Indiana; Walter Peer, Jr., Ohio; Chuck Wright, Indiana;

R. H. Parker, Utah; Frank J. Weade, Ohio; Billy Joe Futrell, Indiana; John A. Peterson, Iowa; Roger Bennett, Ohio; William Olsher, Illinois; Arthur Brenne-  
man, Penna.; Paul Sexman, Indiana; Re-  
go Darios, Ohio; H. E. Clevenger, Mis-  
souri.

Second Row: Roger Maze, Kentucky; John Daly, Alabama; Don Millspaugh, Indiana; Wayne Stewart, Iowa; John F. Clark, Tenn.; Fred H. Ballard, Tenn.; Ernest Jones, Jr., Georgia; Reuben A. Bauman, Michigan; Allen Stookey, Wash-  
ington; Joe R. Hurley, Ohio; Thomas Hargis, Kentucky; Nelson Slagle, Ohio; S. J. Gullota, Illinois; Robert K. Landon, New York; David Miller, Missouri; Har-  
old E. Hartman, Penna.

First Row: Homer Henderson, Oregon; John D. Downing, Maryland; Augustus Shank, Maryland; Samuel Tibrea, Ohio; Bob Bruce Fields, Kentucky; Earl D. Pigg, Indiana; Ival E. Ross, Ohio; Maurice Lamb, Ohio; Millard N. Sims, Ohio; Carl D. Phelps, Ohio; Max E. Hoben, California; Glen Brandt, Ohio; James J. Landon, Jr., New York; Steve Myers, Ohio.

Seated: Instructors: Col. Earl Wright, Ohio; Col. Guy Pettit, Iowa; Col. Clyde Wilson, Ohio; Col. Rolland Reppert, In-  
diana; Col. Q. R. Chaffee, Pennsylvania; Col. Homer Pollock, Ohio; Col. Gene Slagle, Ohio; Col. Walter Carlson, Minn-  
esota.

## MISSING?

**THE AUCTIONEER cannot follow you if your new address is missing from our files. If you plan to move soon, send your change of address today!**



## “Auctions In Other Countries”

From 1956 National Convention address by COL. FLOYD HOPKINS, Ohio

While in Trinidad, I became acquainted with a gentleman who was the leading auctioneer on the Island. Trinidad is a very, very colorful island and about the largest melting pot on the globe. In addition to the ruling English, there are people from China, Honduras, France, Holland, Spain, Portugal, Assyria, Africa — just to mention a few. Auctions are very popular on the island of Trinidad where the population is around 600,000.

The capitol of the island is the City of Port of Spain, one of the largest ports in the Caribbean. One source of business for an auctioneer on that island is salvage caused by damage in shipping.

After I became acquainted with Mr. A. Corino, a Portuguese gentleman, born and raised on the island, he told me he was having a sale and would consider it a privilege and an honor to have me participate in it as a guest auctioneer. I discovered that the merchandise to be sold at the auction was surplus equipment for the Trinidad Oil Development Limited. The equipment consisted of oil drilling equipment, contractors equipment, automotive equip-

ment, etc. I said I would participate.

These are some of the interesting things about their method of auctioning: They resort to newspaper advertising. Some 2000 people attend the sales. Tremendous support is given to the auctions. The people are very emotional and you can imagine the confusion that existed with that many people speaking as many different languages as they had to speak. The people don't know what bid calling is. There is all manner of confusion, no order, and it appears that no one is listening to the auctioneer at all. When Mr. Corino asked me to step into the auction box, I requested a little bit of cooperation from the crowd, asked that they raise their hands instead of announcing their bids verbally. This method worked out fine and after the sale when we were guests of Mr. and Mrs. Corino, he told me that he marveled at how I was able to “get the bids so fast.” Enough said. In other words, the world over, auctioneers have to and want to maintain a bidding average. That fact remains whether we're conducting an auction in Missouri or one in Trinidad.

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## “Opportunities Unequalled”

From 1956 National Convention address by Col. RAY SIMS, Belton, Mo.

It seems to me that there should be a real opportunity today for an auctioneer in the construction equipment business. I believe Col. G. H. Shaw told me that the Forke Bros. sold some \$800,000 worth of construction equipment lately.

Another field that affords a great opportunity these days is real estate at auction. I am no authority on this and there are men in the audience who could tell you more about that. But since our population is growing as it is, a lot of real estate is being sold successfully at auction. I understand that around Enid, Oklahoma, nearly all the farms are sold at auction. I know that in this type of auctioneering, a lot of work has

to be done by the auctioneer prior to the sale. Arrangements have to be made so far as financing is concerned, etc.

So far as furniture auctions are concerned, this has been a tremendous business. I know there is a great opportunity for someone who is well acquainted with this business.

The biggest opportunities that I think are available in the auction business come thorough friends. My friends in the auction business have given me the biggest chances a man could have. A man can make some of his opportunities himself but I don't believe they'll be made by cutting prices or working for nothing. I believe he can help make his own op-



# IN UNITY THERE IS STRENGTH

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portunities by educating himself in the field in which he plans to sell. I would not attempt to go over to the antique auction and sell a sale. I would be lost as to knowledge of how much an article was worth.

Knowing when to follow another man makes a great opportunity for you. In other words, if you don't go into a revolving door in the right way, you stop the door, stop the auction, etc. For instance, when I was helping on a sale one time, the first auctioneer sold up to the last eight old cows then turned to me and asked if I was ready. I said, "Yes, ready to go out that door." And I left.

Actually, I have had the best breaks in the world. I have been fortunate to sell with some of the leading auctioneers throughout the country and they have been wonderful to me.

Sometime or another, a man has the opportunity to either be an auctioneer or not to be one. If you will educate yourselves along the lines that you should be educated, you will see that opportunity.

## NO JUSTICE!

Lady: "I see by the paper that a woman in Omaha just cremated her fourth husband."

Old Maid: "Isn't that always the way! Some of us can't get a man while others have husbands to burn."

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## MONEY SAVER

"Are you saving any money since you started keeping a budget?"

"Sure are. By the time we have the thing balanced every evening, it's too late to go out."

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## IMPOSSIBLE!

Judge: "What possible excuse did you fellows have for acquitting that murderer?"

Foreman of Jury: "Insanity."

Judge: "What? The whole 12 of you?"

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Q.: "Which is larger, a kitten or a cat?"

A.: "A kitten. It takes two cats to make a kitten."

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## REAL ESTATE AUCTIONS ARE EVIDENTLY OLD AS U. S. A.

This auction ad shares the front page of Dunlap's PENNSYLVANIA PACKET, Monday, July 8, 1776, with the Declaration of Independence. (A copy of the publication is in the files of Martin County Historical Society, Fairmont, Minnesota.)

Philadelphia, July 1, 1776

TO BE SOLD BY PUBLIC SALE, on Monday, the 22d instant, (July) at seven o'clock in the evening, at the London Coffee-house:

A certain lot or piece of ground, situate on the north side of Mulberry or Arch street, between Third and Fourth-streets, in this city, being 25 feet front on said street, and a 124 feet in depth. And on Tuesday the 23d instant, at three o'clock in the afternoon, will be sold at the sign of the Mermaid, in Kenfington, fifteen lots of ground, situate in Kenfington aforesaid, agreeable to a plan to be seen at the Coffee-house and at the place of sale, viz. four lots 19 and a half feet front each on a street 50 feet wide, called Queen-street, and about 82 feet deep; five lots 20 feet front each on a street 30 feet wide, called Bishop street, and 78 feet deep; four lots 19 and a half feet front each on a street 52 feet wide, being the first street from the river Delaware and running parallel with it; one water-lot 78 feet front on the last mentioned street, and extending in depth to low-water mark; also one lot situate on Marlborough-street, between Queen-street and the river Delaware, being 20 feet front on said street and 100 feet deep. All the said lots are clear of ground-rent. Late the estate of Jofeth Watkinf, fen. deceased.

JOSEPH WATKINS:

JAMES WATKINS: Executorf.

SAMUEL DAVIS:

N. B. If the weather should prove unfavourable the sale will begin on the next fair day.

Submitted by Walter Carlson, Triumph, Minn.



## BOOSTERS FOR "THE AUCTIONEER"

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

### ALABAMA

Col. R. A. Waldrep—Birmingham

### ARKANSAS

Col. Ditmann Mitchell—Fayetteville

Col. Bill Tackett—Fayetteville

Col. Brad Wooley—Pine Bluff

### CALIFORNIA

Col. H. J. Caldwell—Ontario

Col. Ray Roberson, Grover City

### DISTRICT OF COLUMBIA

Col. Ralph A. Weschler—Washington

### GEORGIA

Col. Harold Cohn—Columbus

Col. Johnny J. George—Macon

Col. Warren H. Waldrep, Atlanta

### ILLINOIS

Col. Frank Capista—Lockport

Col. J. W. "Jim" Franks, Rantoul

Col. Walter Holford—Edwardsville

Col. Ray Hudson—Morrisonville

Col. J. Hughey Martin—Colchester

Col. A. R. McGowen—Oak Lawn

Col. Carman Y. Potter—Jacksonville

Col. Fred G. Quick—Aurora

### INDIANA

Col. Earl B. Bales—Muncie

Col. R. C. Foland—Noblesville

Col. Russell Kruse—Auburn

Col. E. Pat Patterson—Mt. Summit

Col. Marshall Bilyeu—Rennselaer

Reppert School of Auctioneering

Decatur

### IOWA

Col. Lyle Erickson—Cresco

Col. Wendell R. Ritchie—Marathon

Col. Jack Tromanhauser—Cedar Falls

### KANSAS

Col. J. B. Hickerson—Wichita

Col. C. E. Sandeffer, Kansas

Col. E. T. Sherlock—St Francis

Col. Frederick E. Sherlock, St. Francis

### KENTUCKY

Carter Realty & Auction Co.—Scottsville

### MAINE

Col. Clifford L. Swan—Portland

### MASSACHUSETTS

Col. Henry A. Berman—Worcester

Col. Abe Levin—Lunenburg

### MICHIGAN

Wilber Auction Service—Bronson

### MINNESOTA

Col. Tom Gould—Minneapolis

Nelson Auction School—Renville

### MISSOURI

Col. Ken Barnicle—Rock Hill

Col. George A. Mann—Kansas City

### NEBRASKA

Col. Dan J. Fuller—Albion

Col. Ray Flanagan—Albion

Col. John W. Heist—Beatrice

Col. Leon S. Nelson—Albion

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Col. James Webb—Grand Island

Col. Rex Young—Plattsmouth

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Col. B. G. Coats—Long Branch

Col. Ben Greenfield—Newark

Col. Russ Tinsman—Hackettstown

Col. Herbert Van Pelt—Readington

### NEW MEXICO

Col. Elmer Bunker—Albuquerque

Col. John A. Overton—Albuquerque

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Col. Arnold Ford—Constableville

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Col. Maxwell L. Kallor—New York

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Col. Gerald N. Mead—Owego

Col. David H. Tracy—Dansville

Col. Harris Wilcox—Bergen

### NORTH CAROLINA

Col. Turner Kees—Hickory

Col. Angus A. Simpson—Rutherfordton

### OHIO

Cols. Bailey-Murphy-Darbyshire Co. —  
Wilmington

Col. Paul W. Baumberger, Mansfield



## BOOSTERS FOR "THE AUCTIONEER"

Col. C. M. Brandenburg—Lebanon  
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### TENNESSEE

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Col. Carl A. Hobbs, Lebanon  
Col. L. B. Fuqua—Nashville  
Col. H. C. "Red" Jessee—Morristown

### TEXAS

Col. Don Estes—San Angelo  
Col. W. J. Wendelin—Henderson

### WEST VIRGINIA

Col. H. C. Staats—Charleston

### WISCONSIN

Col. Fred C. Gerlach—Brookfield  
Col. W. C. Heise—Oconto  
Col. Don Lloyd, Oshkosh

### WYOMING

Col. Wm. M. Leibee—Buffalo  
Col. Dale Shelton, Jr.—Sheridan

### ELSEWHERE

The Ladies Auxiliary to the  
National Auctioneers Association

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## Auctioneering Can Be Dangerous

CHARLOTTE, Mich.—A Benton Township farmer was arrested for felonious assault after he allegedly threatened three Charlotte men with a loaded deer rifle to forestall service of papers during an auction sale at his home.

According to Sheriff Everett Peck, Deputy Paul Stults, with Richard Shaull, an attorney, and Glenn Archer, went to the farm home of Homer Crandell, 51, where an auction was being held, to serve papers on the auctioneer, Lloyd Eaton, and Arthur Todd, the cashier, both of Vermontville.

Mr. Archer, also an auctioneer, held a \$1,200 judgment against Crandell for payment of expenses for a previous auction and sought to garnishee proceeds of the sale.

When the three arrived about 2 p. m. at Crandell's home on Vermontville road about two miles west of Potterville, Crandell and Mr. Shaull got into an argument and began scuffling, Sheriff Peck said.

At this point Crandell is reported to have gone into the house for his deer rifle, and loaded it. Coming back out he warned, "Any of you coming through that gate won't walk out again," Sheriff Peck reported.

The three men then returned to Char-

lotte and obtained a warrant for Crandell's arrest, charging felonious assault. Six sheriff's officers went back to the farm, arrested Crandell and also served the papers without further difficulty.

Brought before Municipal Judge Angus McLeod, Crandell demanded examination and was held in jail until he could raise bond of \$5,000. The examination was set for Sept. 11 at 10 a. m.

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### PRECAUTION

Sergeant: "Private Jones, what's the first thing you do in cleaning a rifle?"

Rookie: "Check the serial number."

Sergeant: "What in blazes has that got to do with cleaning it?"

Rookie: "Makes sure I'm cleaning my own rifle."

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### WITHOUT SEAT BELTS

A really deluxe model automobile can keep you strapped without seat belts.

The best place to put your troubles is in your pocket — the one with a hole in it.

Lack of something to feel important about is just about the worst thing that can happen to a man.

Mac: "What is the surest way to keep milk from souring?"

Sak: "Leave it in the cow."



# Name Can Be Magic

By COL. B. G. COATS

It should be the ambition of every Auctioneer to acquire a reliable reputation and a highly regarded name. Honesty, integrity, and a good reputation are an integral part of building a good name.

Why do certain slogans immediately bring to mind specific names or products? When one sees the sign "Auction Today" one's first reaction is not to think of Macy's in New York City, but, instead about their favorite Auctioneer. If someone should happen to say "It Covers The Earth" your first reaction is not to think of grass or clouds but of Sherwin-Williams paint.

The spontaneous reaction to these slogans didn't just happen. They have been built up in our minds through many years of continuous advertising and the continual association of certain slogans. Regardless of how it came about, the important thing is that the magical reaction to these phrases is reflected in the sale or service which ever the case may be.

Name can be a magic, is in evidence on every hand. The same fundamentals of good merchandising backed by continuous advertising, apply in the auctioneering profession.

How many times we have all discovered an Auctioneer who is really doing an outstanding job, yet when we tell others about him they are amazed, for they previously have heard nothing of him. The immediate reaction is, "Where is he located?" "What does he specialize in?"

On the other hand we all know Auctioneers that have attained enviable positions in their profession, not only because they have done an outstanding job but because they have realized the value of a name that can be magic. Throughout the years, through continuous advertising, they have built up a reputation. This prestige has been reflected in the prices they manage to obtain at their sales. Continuous advertising, backed by the right kind of service and ability, is a name builder, a door opener

and indeed a source of increased income.

There are many examples that come to my mind illustrating the value of advertising, but I will not bore you with them as I am sure that at this point there comes to your mind many such examples. Just look back and think.

Today some 30,000 men are engaged in the business of Auctioneering. Isn't it important then that time, thought and definite action be given toward the advancement of that profession? Do you realize that every successful auction sale held in the United States, leads to more auction sales? Do you realize that if all the Auctioneers were members of the National Auctioneers Association, that, that name too could be magic? Do you realize that every Auctioneer who practices continuous advertising is helping you? Now if we all joined hands and helped one another wouldn't we have a wonderful time and a large and happy family of Auctioneers? Wouldn't we all be better Auctioneers and do a better business? Your reputation is most definitely reflected in what you do for the other fellow. Invite him to join the N. A. A. His opinions and ideas are valuable, but they cannot be imparted to his fellow auctioneers other than through Association. "The Auctioneer" is continuous advertising of the N. A. A. It is slowly but most definitely building the auctioneering profession and the N. A. A. whereby the name National Auctioneers Association can be magic. A little effort on your part, my part and on the part of each and every member will produce inspiring results. Every time you invite an Auctioneer to join the N. A. A., you are doing continuous advertising and if you continue to advertise your Association the same as you would your own business you will get the same results. Advertising by word of mouth and otherwise is a powerful medium and by word of mouth doesn't cost one penny. You have the opportunity of doing continuous advertising without charge, which, if we all seize upon that opportunity there will be magic in the name of our



Association.

Today I received a letter from our national Secretary that to me was magic and that prompted me to write these few lines. He advised that the N. A. A., activities have been most encouraging and that his duties as Secretary have been the busiest since he took office two years ago. That new memberships were being received daily and that articles for publication in "The Auctioneer" were coming in from all parts of the country. That my fellow Colonels is as it should be, but let's not be satisfied with our results. Let's make the Secretary's office so busy with new applications for membership and articles for "The Auctioneer" that he will have to employ additional help to get out the work.

One need only to read the September number of "The Auctioneer" to be thoroughly convinced of the irresistible influence which the membership exercised in making the September number one of the best, if not the best number to date.

It should also make you realize the tremendous amount of work and responsibility that goes with the position of Secretary and Editor of our publication. Let's all be continuous in our efforts to make his task more pleasant and to make every Auctioneer in the United States hungry to be a member of the National Auctioneers Association. Magic is a fascinating word.

## TYPICAL

A tramp ship with a heterogeneous passenger list was stranded on an idyllic Polynesian islet.

Soon the little spot was a beehive of activity. The Germans were drilling the natives into an army. The Americans opened a general store and auto agency. The Australians started a racetrack; the French a restaurant. Two Scots were financing the whole show, and a couple of Englishmen were still standing around waiting to be introduced.

## YOU MISS SO MUCH

## *When You Are on the Outside*

Membership in the National Auctioneers Association provides an invaluable association, a useful service, and a proper place in our united activity for the betterment of all Auctioneers and the Auctioneering profession. YOU are invited to share in our constant campaign for progress and growth.

### Join Now

## NATIONAL AUCTIONEERS ASSOCIATION

803 S. Columbia St.

Frankfort, Ind.



## “What I Expect In An Auctioneer”

JOSEPH G. O'BRYAN, Owner of World's Largest Polled Hereford Herd, Hiattville, Kan.

An auctioneer is a man who has more ability than nearly anyone else and I think that I can start out by saying that I am really honored to talk to you today. All I feel like I can say to you is just some observations that I have made from our own sales and from watching auctioneers work in other sales.

First, an auctioneer has to be a top salesman. He has to be an opportunist, believing that every crowd is a new crowd, every sale is a new sale, and every animal that he sells is a new challenge. When you go onto a man's place to conduct a sale, he wants to have a good sale.

A good deal of the work has to be done before the sale ever starts. The way I see it, the auctioneer has to do a terrific amount of work before the sale ever begins if he wants to have a good sale. I think many times you auctioneers do this part of it so easily that people take it for granted. What I have in mind in particular are the following things:

1. I like to talk over the sale with the auctioneer before hand. He knows about crop conditions in our area and in other areas; he knows people are interested in buying at the particular time and he can be of real help to me when I talk this over with him before the sale. Then I get an idea what type of animals we want to put in our sale. In addition to that, we like to know the demand, what the price might be, and how many cattle we should put into the sale that buyers could absorb. We all like to sell our animals well for a price that will take care of expenses and leave a fair margin.

To me, it is one of the duties of the auctioneer to get an idea what the man expects for his offering and let him know what he really might expect in view of present conditions. It saves a lot of disappointment and discouragement. It also gives him an idea of how much he can afford to spend on feed, care, etc.

We like to plan our auctions from the standpoint of the auctioneer. We feel like he is the best judge of who the buy-

ers might be—whether we need to concentrate our ads in the local papers, whether people have good crops and are in need of cattle in certain areas of the country.

The auctioneer knows these things — or he should. We people who are in the business who have to pay for advertising—if we have an idea where the buyers are, it is really a big help to us.

I have not had an auctioneer to have a sale on our place that I did not learn a great deal from. You people are really to be commended on the amount of work and the volume of knowledge you have that can be made available to the customers. You can let us know whether we should have direct mail advertising, personal letters, whom we should write, and all information such as that.

Auctioneers are busy people or they are not successful. Where he has time to go on a man's place, observe the cattle he has to sell, the bloodlines, whether they are in the proper condition, etc., all these things are important to a man who wants a successful sale. Certainly I feel these things are included in the fee that we pay the auctioneer: Show the man what sale order would be wisest for him, suggest how the chutes should be placed so that the better cattle will be displayed first, help him set up his catalog, suggest arrangements for feeding the crowd, etc.

I believe an auctioneer can do a lot immediately prior to the sale by appraising the crowd. If he's good at this, half his job is done right there. He can talk with potential buyers and help to stimulate their interest in the sale animals.

An auctioneer can do a lot of work with the fieldmen by familiarizing them with the crowd and their interest in the offering and by helping them get acquainted with a lot of the people that he knows who are attending the sale. If he visits a little with the buyers before the sale, he inspires their confidence. If a customer knows the auctioneer and likes him, they'll usually “go one more time.”





Mrs. Gertrude Darbyshire, President of the Ladies Auxiliary to the National Auctioneers Association (1955-56) presents Col. Jewett Fulkerson, Convention Chairman with a check for \$100 from the Ladies Auxiliary to be applied to the cost of televising the 1956 National Convention. One thousand feet of film, showing all the convention highlights, are on file in our National office and can be seen with the aid of your own 16 mm projector.

I believe it is important for an auctioneer to be at the sale and ready to start on time. One of the really important things, I think, is the pre-sale talk. The auctioneer might make reference to current prices, something about the effect the cattle can have on the man's financial status, how the offering can improve the buyer's cattle at home, etc. One of the big things that has helped to make the breed what it is, is the great group of people who are associated in it. The auctioneer can encourage new buyers by telling them what a fine group of people they will be a part of and how it will be worth a lot to the man personally. In other words, I feel the auctioneer should

take some time to have a good, pointed speech.

After the sale is started, all is up to the individual auctioneer. Each one has something particular to add to a sale. An auctioneer needs to be prepared when different animals come in to point out their qualities.

The auctioneer should be pleasant all the way through, able to give a smile even if the going is tough, capable of keeping things on a good even keel. They need to sell the animals as fast as they can but not to the point of leaving money on the seats.

The auctioneer should let the crowd know who is bidding, especially when it



## IN UNITY THERE IS STRENGTH

is a prominent breeder. It gives the rest of the crowd a lot of confidence. It helps a lot to introduce a buyer. Everyone loves to hear his own name. When you call out the buyer's name, he likes it and it is one of the things that makes him bid again and again. I like to see the auctioneer have the man stand up if necessary and give him a pat on the back and have the fieldman encourage the man.

An auctioneer needs to be aware of

every opportunity that shows and to do something with it. When the sale is over I believe the auctioneer should visit with the buyers, go over what they bought and help him out a little bit with what he has bought.

Then I believe the auctioneer can be of great help to the seller by suggesting ways in which he can improve his future sales.

## “The Three R’s”

From 1956 National Convention address by Col. Guy Pettit, Bloomfield, Iowa.

We live in a great country and we are permitted by law and have delegated to us certain rights. Among those rights might be the right for the pursuit of happiness, liberty and life, accumulation of property, the right to vote, to hold office, to attain an education, and to form associations such as we have here. With each one of these rights comes a responsibility. I have been kidded a great deal about being “scotch.” I think it is rather a compliment. You have the right to make money but you are under a responsibility as to what you do with that money. The accumulation of money is not all that there is to life. I have never known anyone who made it a rule of his life to lay away 1/10 of his income for the Lord's work who lost money, prestige, friends, opportunities, or anything of the sort as they were big enough and broad enough to realize that they were only custodians of their property. Did you ever hear of anyone taking a 1,000 acre ranch with him when he died?

You have a right of course to live in accordance with the law of the land. Coupled with that is the responsibility of so living. First of all, you must have self-respect. You might say that that is a selfish attitude to take. Above all, to thine own self be true. Then, you cannot be false to any man. The last part of the quotation means that if you are true to the highest extent to yourself, then you cannot be false to any man. This is a suggestion and a rule of life.

You have the right to criticize in this country and what a glorious privilege



Col. Guy Pettit as he addressed the 1956 National Convention.

it is but you also have the responsibility of putting forth the personal effort of assuming your share of the responsibilities before you criticize.

There is one thing about our rights in connection with this association. You have a right to join, to take an active part, and a responsibility to sell others on the advantages of the strength of unified effort on a national scale. This is a wonderful opportunity for every one of us.



## Heart Attack Fatal To C. O. Dooley, 65

OTTUMWA, Iowa—C. O. Dooley, 65, prominent Ottumwa real estate and insurance agent, and auctioneer, died at Ottumwa hospital at 3:15 p. m. Tuesday, Aug. 7. He had suffered a heart attack Sunday.

The son of Oliver and Clara Sander-son Dooley, he was born November 29, 1890, in Schuyler county, Missouri. He had been a resident of Ottumwa for the past 32 years.

Mr. Dooley had been in the real estate, insurance and auctioneering business in Ottumwa since 1946. His office was at 114 North Court street.

He was a member of the National Auctioneers Association.

Surviving are his wife, three sons, two grandchildren and three brothers.

Square meals make round people.

Do not slip on the icy pave;  
Be careful what you do:  
Though my body basks in the southern  
sun,  
My fears are North with you.  
Muffle your throat, cover your head,  
Stay out of the snow and sleet;  
Cause if your checks stop coming  
I cannot be elite.

“From exactly the same materials  
one man builds palaces while another  
builds hovels.”—F. Fields.

“An egotist is not a man who thinks  
too much of himself, but too little of  
other people!”—Joseph Fort Newton.

Drivers are safer when roads are dry  
and roads are safer when drivers are  
dry.

If you think a man acts like a mule,  
you'd better be careful talking behind  
his back.

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# The Road To Success

From 1956 National Convention address by Col. ART THOMPSON, Lincoln, Nebraska

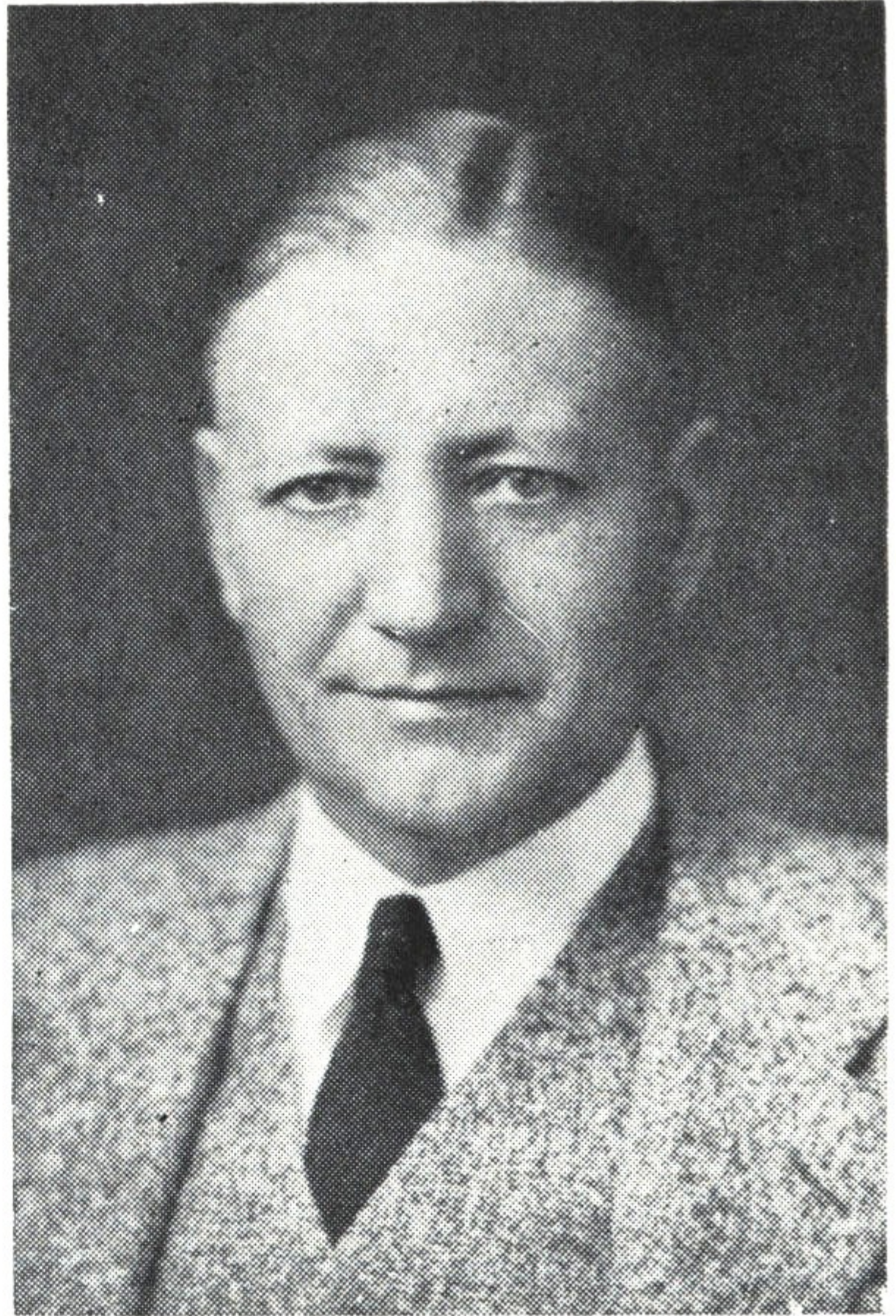
This is a wonderful profession. I do not know that I would want to travel the road again of 50 years ago. My road has a lot of highlights. You can believe it or not, you are engaged in a special profession. There is no other profession like it. Of almost any other kind of salesman, it can be said simply that he sells. I have visited with traveling men on the road many times. One man told me he was selling matches. I talked to another and asked him what he was selling and he said "Sugar"—no Life in it. Here in your business you are meeting a different crowd every day. You have a different story to tell every day. You are selling different values every day. It is truly the greatest profession in the wide world.

Benjamin Franklin once said, "If I start down the street in the morning with just one idea and meet no one, I go home with just one idea. If I meet someone who has an idea, then I go home with a new idea." I am convinced that you cannot come to a meeting of this sort and go home without a great many new ideas.

If in organization of this kind we are willing to work together, we can do anything we set out to do. If we band together, nothing can stop us. If we split up for one reason or another, then the organization will dissolve itself. Let's not let anything enter into our organization that in anyway, shape or form will make us choose sides and break up the auction business.

I bless the opportunities that I had to learn from other auctioneers—auctioneers such as Fred Reppert, Duncan, Bellows and others. Never did I go to one of their sales that I did not learn something that I had not known before. On the other hand, I have never attended even a poor auction that I did not learn something—even though it may have been something that I should not do.

We should never be jealous of the auctioneer who comes into our community from another community to sell a sale. If he does a good job, I have learned something from him. If he does a poor job, he will never come back and I have



no worries. If he was hired instead of me in the first place, the man who hired him must have hired him because he thought he was a better auctioneer than I was and so I should resolve to try to be his equal.

There is an old Scottish saying—"You take the low road and I'll take the high road, and I'll get to Scotland afore ye." That bit of logic has much significance. Two roads which we may choose to travel in life. One is the low road and the other is the high road. The low road is chosen by many because the grades are easier. The high road is known to have difficult stretches that require endurance, concentration, and perserverance. The low road is broad and straight, bearing a soft surface. It is paved with indifference, mediocrity, and disappointment. It is a "free" road. But the low road traveler misses so much beauty that the high road traveler sees. The low road has a limited outlook, a low ceiling. On the high road, up, up we travel, there is unlimited space which calls and invites leadership. We shall not find the high



## IN UNITY THERE IS STRENGTH

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road crowded. This was built for much heavier traffic than it bears. The traveler will meet many coming back, having grown weary from an attack of turn-back fever. There is a crying need in the world today for those who are willing to pay the exacting toll, for those who are willing to travel the high road. They will find that the toll will be a reasonable charge.

There are none of you men who will go up the high road without some thought, effort, weary nights of travel, but in my estimation that road is wide open. When we look back 50 years, we see that then it was hard to convince anyone that the auction way was the way to sell. Now we find in every line of endeavor the auction method is the way to sell. It is gaining more favor as the years go on. It will grow just as big as the auctioneers who are in it.

I have seen hundreds of men come and hundreds go in the auction business. Some have taken the high road and some the low road. There are "cathedrals" to be built in the auction business. So many of you have so much better an opportunity to do this than auctioneers of years ago had. You have improved travel methods, you have had opportunities of

hearing great auctioneers, you have auction colleges.

I belong to a business group whose slogan is "Service Above Self." It seems to me that we have an obligation to the organization of auctioneers, an obligation to our communities, an obligation to the public in general to carry the auction business forward. Just remember this—your commissions are justified by the service you render.

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And . . . it's called middle age because that's where it shows first.

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There's often a big difference between good, sound reasons and reasons that sound good.

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Life not only begins at forty . . . it also begins to show.

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The one great right we all have is the right to be wrong.

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You shouldn't blame the boss for being a crank if you're not a self starter.

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An economist is a man who knows more about money than the people who have it.

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# Advertise the NAA



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# THE LIGHTER SIDE . . .

## NIGHTMARE

A clothing manufacturer, so worried that he couldn't sleep, went to his doctor, who advised him to count sheep. Next day, the man returned more exhausted than ever. "Sure, I counted sheep," he told the doctor. "I counted up to 20,000. Then I began figuring. Those 20,000 sheep would produce 80,000 pounds of wool — enough to make 300,000 yards of cloth. That would make 12,000 overcoats. Man! Who could sleep with an inventory like that?"

## VERNACULAR

The local weatherman had been hauled into court for driving while drunk. Said the judge: "This time it will cost you ten dollars; next time—jail."

"Fine today, cooler tomorrow," murmured the weatherman.

## CONSERVATION

"When you were hired," the office manager told the boy, "you told me one reason you would be such a good stock-boy was that you never got tired. This is the third afternoon I've come into the stockroom and found you asleep."

"Yes, sir," agreed the young man cheerfully, "that's how I never got tired."

## NOISE

The gangster on a radio program growled, "Okay, you rat, I've got you covered and now I'm going to drill you." Then there was complete silence over the air. The gangster, realizing that the sound effects man had run into trouble, corrected himself with, "On second thought, I'm going to slit your throat." Then two shots were heard.

## EXCUSE

Jim Brown tells about the time he caught a little boy up an apple tree on his farm. The lad said: "One of your apples fell off and I was trying to put it back."

## CHRONIC

Doris: "When is your sister thinking of getting married?"

Little brother: "Constantly."

## REASON

The husband was curious. "Why do you weep and sniffle at a movie over the imaginary woes of people you never met?"

The wife replied, "The same reason why you scream and yell when a man you don't know slides into second base."

## BAD LUCK

"You can't beat the system," moaned the student after his last quarter grades. "I decided to take basket weaving for a snap course, but two Navajos enroll and raise the curve, and I flunk."

## INDUCEMENT

Mother (to finicky child at table): "Eat it, dear — pretend it's mud."

## HELPFUL

"Dad," asked the small boy, "why is a man not allowed to have more than one wife?"

"Son," replied the father, "when you are older you'll realize that the law protects those who are incapable of protecting themselves."

## VERY FEW!

"Everyone in town is talking about the Smiths' quarrel," remarked the wife. "Some are taking his part and some are taking hers . . ."

"And," interrupted her husband, "I suppose a few eccentric individuals are minding their own business."

## NECESSARY

"But why," demanded the puzzled judge, "did you break into the same store three nights running?"

"Well, judge, you see, I picked out a dress for my wife, and had to change it twice."

## FORTUNATE

Wife: "Do you have a good memory for faces, dear?"

Husband: "Of course I have."

Wife: "That's good. I just dropped your shaving mirror."



# IN UNITY THERE IS STRENGTH

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## AH! FINALLY

She had begged her husband for months to have his picture taken. At last he decided to go through the agony, and made the appointment with the photographer. But when the proofs arrived, his wife exclaimed in horror, "Oh, there's only one button your coat!"

"Thank heavens," he said, "you've noticed it at last."

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## NOT IN THESE TIMES

The price-conscious patient was rather fearful of the coming ordeal.

"I suppose," he said to the doctor with a shudder, "that this operation is going to be dangerous."

"Don't be afraid," the doctor assured him. "You couldn't buy a dangerous operation for \$50."

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## FOR THE WOMEN

"We've got so much to do, Mother," the worried bride-to-be remarked, "and we mustn't overlook the most insignificant detail."

"Oh, don't worry about him," the mother replied soothingly, "he'll be there."

---

## ROMANCE

Tommy, a very bashful swain, was wandering through the woods with a girl. Eventually he worked up enough courage to give her a sudden kiss on the cheek.

"Oo-oo, Tommy," she exclaimed, round-eyed, "you scared me."

Ten minutes of silent strolling followed, then she gave him a sidelong glance and lowered her lashes. "Scare me again, Tommy," she invited.

"Gol-dern you," exploded Tommy, "Boo!"

---

## LANGUAGE

Two elderly American ladies were journeying across Canada for the first time. In the West, the train stopped in a large station and they got out for a walk. Meeting a man on the platform, one asked, "What place is this?" The man said, "Saskatoon, Saskatchewan." The lady, thrilled, turned to her companion and whispered, "They don't speak English here!"

## EFFECTIVE

The little man was pushing his cart through the crowded aisles of the big supermarket.

"Coming through," he called merrily. No one moved.

"Gangway," he shouted. A few men stepped aside.

He thought a minute, then shouted "Watch your nylons!"

The women scattered.

---

## INSTRUCTIONS

A gang of roadmen were way out in the country when they discovered they'd left their shovels in town. They phoned their foreman back in town about the trouble.

He replied: "I'll send the shovels out right away by truck. Lean on each other until they get there."

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## APPARENTLY

Anxious Mother: "What does the average college man do with his weekend?"

Dean of Men: "Well, madam, sometimes I think he merely hangs his hat on it."

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## FAMILIAR

Two women who hadn't seen each other for a long time met on the street. "Gracious, Jean," said one, "I haven't seen you for seven years. You certainly look a lot older."

"You, too, dear. I wouldn't have recognized you except for the dress and hat."

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## LETTER OF LAW

Mother: "Be sure you wash your arms before you put on a clean shirt."

Junior: "Shall I wash them for long or short sleeves?"

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## ENEMY

"How long was your last cook with you?"

"She was never with us. She was against us."

---

## THE EDITOR'S DILEMMA

It's tough to find

For love or money,

A joke that's clean

And also funny.



## Sale Bill Of 100 Years Ago

(Reprinted from Lancaster (Mo.)  
Excelsior)

Having sold my farm, I am leaving for Oregon Territory by ox team, will offer March 1, 1849 all my personal property to-wit:

All ox teams, except two teams, Buck and Ben, Tom and Jerry, 2 (two) milk cows, 1 (one) gray mare and colt, 1 (one) pair of oxen and yoke, 1 (one) baby yoke, 2 (two) ox carts, 1 (one) iron foot of poplar weather boards, plow with wood mole boards, 800 to 1,000 three foot clap boards, 1,500 ten foot fence rails, 1 (one) sixty-gallon soap kettle, 85 sugar troughs made of white ash timber, 10 (ten) gallons of maple syrup, 2 (two) spinning wheels, 30 (thirty) pounds of mutton tallow, 1 (one) large loom made by Jerry Wilson, 300 poles, 100 split hoops, 100 empty barrels, 1 (one) 32 gallon barrell of Johnson Miller whiskey seven years old, thirty (30) gallons of apple brandy, 1 (one) 40 gallon still of oak tanned leather, 1 dozen real books, 2 handle hooks, 3 (three) scythes and cradles, 1 (one) dozen wooden pitchforks, one-half interest in tan yard, 1 (one) 32 calibre rifle, bullet mold and powder horn, rifle made by Ben Miller, (50) gallons of soft soap, hams, bacon, and lard, forty (40) gallons of sorghum molasses, (6) head of fox hounds, all soft mouthed except one.

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Mr. Anderson

Riverside 4-4331 Youngstown, O.

At the same time I will sell my six negro slaves, two (2) men, thirty-five (35) and fifty (50) years old. Two (2) boys twelve (12) and eighteen (18) years old, two (2) Mulatto wenches, forty (40) and thirty (30) years old. Will sell all together to same party, as will not separate them. Terms of sale, cash in hand, or note to draw 4 percent interest with Bob McCouns as surety. My home is two miles south south of Versailles, Kentucky, on the McCouns ferry pike. Sale begins prompt at 8:00 a. m. Plenty to drink and eat.

J. L. Moss.

(The above is a sale bill 107 years old taken from the Hawk-Eye Gazette, Versailles, Ky.)

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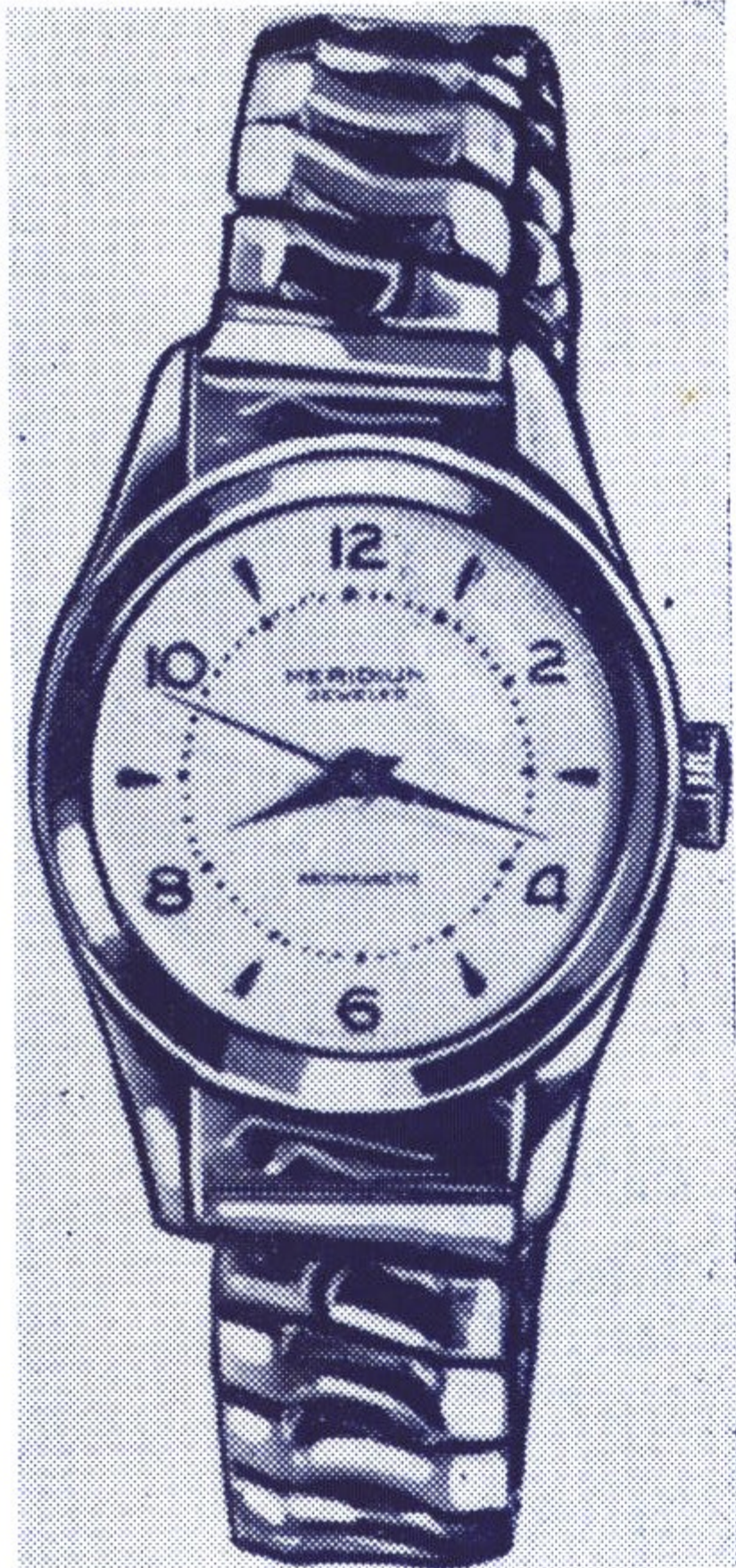
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**Men's Watch Set. Jewelled watch, suede band, cuff links, tie clasp, pen and pencil set. Covered metal box, lined. No. J924.**

**Your Cost \$5.00  
Retail \$71.50**

**Men's 17 jewel gold finish watch stainless back. No. J925.**

**Your Cost \$12.50  
Retail \$71.50**

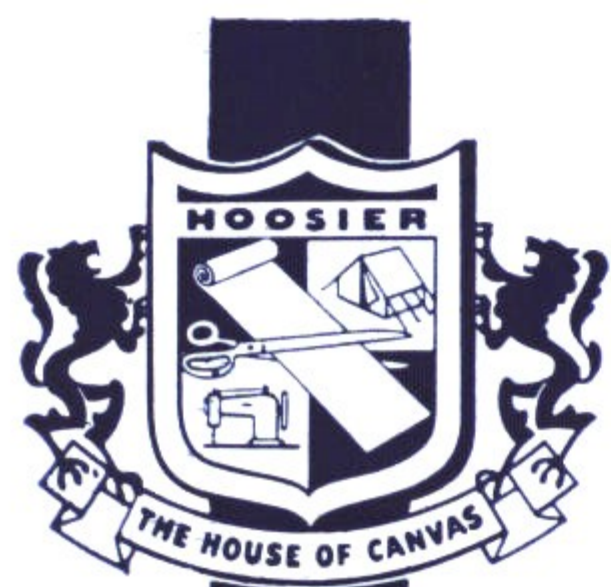
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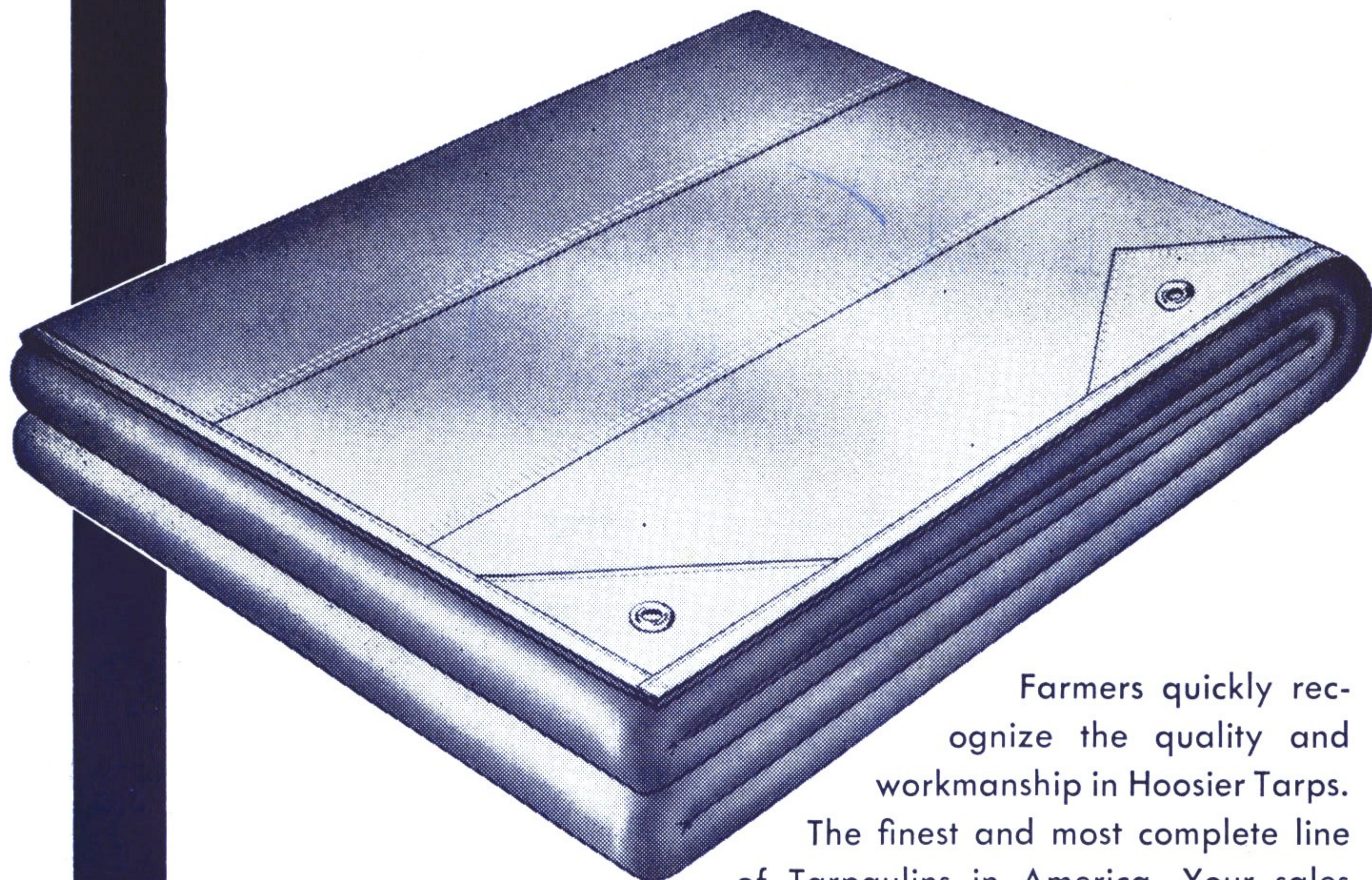
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