

The **AUCTIONEER**

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OFFICIAL PUBLICATION OF THE NATIONAL AUCTIONEERS ASSOCIATION

No. 9



**GET READY
FOR
CONVENTION
FUN**



President's message...

I wish to take this opportunity to extend to each and every member, his family and friends, a most hearty welcome to the annual convention of the National Auctioneers Association to be held at Hotel Roanoke, Roanoke, Va.,



FOSTER SHEETS
President

the "Star City of the South," July 13-14-15. All reports indicate that this will be the largest and best convention ever held by our Association. It presents an excellent opportunity to exchange ideas with others of our profession which can be of lasting benefit in the conduct of our business.

Registration begins at eight o'clock Thursday morning, the 13th, and from then until the close of the convention on Saturday evening you will have a fine time. We have planned for two and a half days of business sessions interspersed with entertainment, a get-acquainted party Thursday evening, the grand banquet Friday evening, and a guffet-style banquet Saturday evening. You will hear the best available speak-

ers and be entertained by talented performers. Of course, the big charity sale to be held Saturday afternoon is receiving much publicity and many nice articles are being contributed for this worthy cause. We are led to believe that people from all Virginia and adjoining states will attend this charity auction.

Also, you will certainly want to be present to select your new officers and to help decide on the location for the 1951 convention. So if you have not done so, make your reservations at once. You will be more than glad that you attended this convention. I cannot urge upon you too strongly the great importance of your attendance. I sincerely hope that I will have the pleasure of meeting every member of our Association personally at this convention.

BENEFIT AUCTION NETS \$140

LONG BRANCH—An auction conducted last night at the Paramount theater under the sponsorship of the Uptown Businessmen's group netted \$140 for Angelo Giammona, 16-year-old junior high school student who has been stricken with hemophilia.

Merchandise, donated by merchants, was sold to movie patrons with B. G. Coats wielding the auctioneer's hammer. In addition to the \$140, \$50 in credit certificates was donated by the merchants to the youth who is a patient in Columbia Presbyterian Medical center, New York. Proceeds from the auction and the certificates were presented to Mr. and Mrs. Joseph Giammona, 317 Morris avenue, Angelo's parents, who were present at the theater.

Miss Joan Coyle served as assistant auctioneer.

AUCTION DRAWS CROWD OF 500

"Going, going, gone" was a familiar cry Saturday at the Mead Barn, E. Front St., scene of the Smith College Anniversary Fund auction, sponsored by the school's alumnae in this area. And by the end of the day, the articles were really "gone." Though the barn had been crammed to capacity with antiques, "elderly goods" and bric a brac, nothing was left after the sale but a few odd pieces of rummage.

Approximately \$1,700 was taken in by the veteran auctioneer, Herbert Van Pelt of Readington who has been listening to bids for some years back. Van Pelt donated his services for the sale. He was assisted by Harlan Pratt of the Valley Shop, Watchung. During the course of the day, it is estimated that the barn was visited by at least 500 persons.

Most popular items, drawing the most spirited bidding, were the French figurines, a large, still life oil painting and a child's breakfront.

Proceeds from the auction go to Northern New Jersey Alumnae contributions to Smith College for the raising of faculty salaries and scholarship funds.

Col. Arthur Godfrey Auctioneer

Foster G. Sheets, president of the National Auctioneers Association, is in receipt of a telegram from Arthur Godfrey of C.B.S. accepting a honorary membership in the National Auctioneers Association. Mr. Godfrey also sent his regrets that he could not attend the convention in Roanoke on July 13, 14, and 15. This includes the charity auction being held in the American Legion auditorium on July 15 for the benefit of the Virginia Society for crippled children and adults.

You get the Good Things and Ideas that Auctioneers like when you Attend a National Convention of the National Auctioneers Association. This year it will be held on Thursday, Friday and Saturday, July 13, 14, 15, at Roanoke, Virginia. Convention Headquarters Hotel Roanoke.

Iowa Auctioneers Assn. Officers



Auctioneers' Top Brass — Officers of Iowa's Auctioneers Assn., are pictured above as they attended a district meeting of the state organization held Tuesday night at Hotel Ottumwa. They are, left to right, Leon E. Joy of Ames, state vice president; Howard B. Johnson of Story City, secretary, and Theo H. (Ted) Holland of Ottumwa, director of the southeast Iowa district which includes 20 counties. *Courtesy of Ottumwa Courier*

Greater Unity Sought for Iowa Auctioneers Group

More complete organization of Iowa auctioneers was the purpose of a district meeting of the Iowa Society of Auctioneers held following a dinner Tuesday night at Hotel Ottumwa.

The meeting was one in a series of similar session being held throughout the state under direction of the state organization. Leon E. Joy of Ames, vice president of the state organization, and Howard B. Johnson of Story City, state secretary, were present.

Theo (Ted) Holland, veteran Ottumwa auctioneer who is the state director for the southeastern Iowa district, was in charge of the Ottumwa meeting.

Joy spoke to the group on the seriousness of a strong state organization that could represent the auctioneer and his problems as a body. He estimated that there are at least 500 auctioneers now practicing their profession in Iowa, yet he said they have no legislative representation.

"There is a real need for such repre-

sentation," he said, "and that need is made apparent when you remember that no single group in this state handles more money with less legal regulations."

The profession is growing and will continue to grow, he declared, and the "aim of our organization is the uplift and protection of our vocation."

Logan Pickerell of Eldon, a veteran auctioneer who said he plans to retire in the near future, appealed for support of the state organization as a means of helping the "young fellows" who are just getting started and who must carry on the profession.

C. O. Dooley of Ottumwa and Frank C. Reed of Eddyville also spoke in support of universal membership in the state organization, as did Ray Barr of Ottumwa, Carl W. Setterburg of Burlington and William S. Trostle of Mediapolis.

Plans were also discussed for the state convention that was held June 18 at Ames, and the national convention

that will be held at Roanoke, Va., July 13, 14, and 15.

Another in the series of district meetings was held later in Waverly.

Would you like to start and accumulate an Auctioneer's library? Then write to our National Secretary, Col. Garland Sheets, 101 South Jefferson St., Roanoke, Va., and he will send you a list of books now available on Auctioneering.

Our secretary has done considerable research and devoted much time in compiling lists of books available, so that all members can avail themselves of an opportunity never before presented. Just another service rendered by our national headquarters for the benefit of the membership. The secretary will furnish you with a list of the books and you order them yourself, direct from the publishers.

A little boy was saying his bedtime prayers in a low voice. "I can't hear you," whispered his Auctioneer father.

"I wasn't talking to you," was the firm reply.



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JOHN W. RHODES

Editor

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When an Auctioneer driver puts his hand out, you can always be sure of one thing: The window is open.

REMEMBER THIS ADDRESS

**National Auctioneers'
Association**

101 South Jefferson St.
Roanoke, Virginia



During the civil war a group of soldiers were planning to spend a few days in the home of an old lady. She met them on the porch with a broom drawn back over her shoulder in a defiant manner.

"What are you going to do with that broom," scoffed the sergeant.

"Maybe not much," she replied, "But I'm going to show you where I stand."

Fellows, that's what my membership card in the National Auctioneer's Association means. It only cost \$10.00 and that can't do much but it at least shows where I stand. When you become a member it shows you stand for high ideals in the auction business. In years to come men will count it an honor to belong because of the influence the N. A. A. will have. I count it more of an honor to become a member now while it is growing in numbers and influence so that when it hits the top I'll know I helped.

Sit down now, make out a check for \$10.00 and send it to the national secretary. You'll be happy to receive your membership card by return mail.

You can't get something for nothing, but you sure get a lot for a little when you decide to join hands with the other men who make up the National Auctioneer's Association.

There is going to be quite a lot of material in this issue that is not exactly auction news. Reason for this is that so many auctioneers were busy getting ready for the convention they forgot to send anything in. It's against the law in Iowa to print anything you don't have.

Auctioneerly yours,
JOHN RHODES

The Auction business is like babies—it grows larger by nursing and knowledge. You can nurse your business, your profession and yourself to greater accomplishments by membership in the National Auctioneers Association.

Profs On Block

GOUCHER GIRLS AUCTION FACULTY FOR GOOD CAUSE

BALTIMORE—The tall, baldish man, immaculate in conservative blues and highly polished shoes, stepped forward uncertainly as his name was called. A big pay propelled him to the front of the stage.

"All right, girls, here's your chance," boomed the auctioneer's voice.

"Look him over carefully. He might be put to scrubbing floors . . . but he looks more like the house mother type to me. What am I bid—come on, girls—who'll offer five?"

"This man must be sold!"

The guy on the block—get this—was the esteemed president of a top ranking women's college—Dr. Otto F. Kraushaar of Goucher.

And it's no joke about his being sold down the river over the weekend for a few shekles.

This morning, he and his faculty stepped up before the student body to be sold for anything they would bring—their services, that is.

Valets . . . bedmakers . . . cooks . . . car washers . . . practically anything, for a price.

FOR GOOD CAUSE

It's all for the Goucher college fund. It takes money to transplant a college 10 miles. And that's what they're doing with Goucher—moving from busy Baltimore to new buildings being erected just outside suburban Towson.

The auction idea, naturally, came from the girls. They're trying to raise \$2,500 for their contribution, and somebody came up with this brainstorm to fatten the fund.

It caught on. Dr. Kraushaar and the faculty, with some understandable misgivings went along with the idea. It snowballed. Baltimore merchants sent out merchandise, in case the profs' services didn't attract enough folding green.

"What helped you over the great obstacles of life?" was asked a successful Auctioneer. "The other obstacles," he replied.

**Your Greatest Thrill of the Year, National Convention of the National
Auctioneers Association, Roanoke, Virginia, July 13 - 14 - 15.**

Fur Firm Plans First Big Sale New York Auction Company Opens Up Large City Branch

The newly-organized Minnesota branch of the New York Auction Co., conducted its first major fur auction recently, marking another boost in Minneapolis' rise as a raw fur marketing center.

Buyers representing United States and foreign firms bid on fur offerings which included 25,000 ranch mink pelts, 10,000 wild mink pelts, 20,000 silver fox pelts, 150,000 muskrat and many thousands of raccoon, skunk, beaver, otter and other skins.

First Of Seven

The auction was the first of seven scheduled by the company for this season in its quarters in the Furtex building at 123 N. Third street. The Auctioneer was Abe Permack, general manager and director of the company.

The auctions are expected to draw furs from the entire middle west, including Michigan, Illinois, Iowa and Indiana, and all the way from the west coast. Furs will come in from Alaska by Northwest Airlines.

Prime mover behind the establishment of the company was Edward A. Schlamp, head of P. Schlamp & Sons, Minneapolis retail furriers.

Benefit To Ranchers

"We should have sales of 8 to 10 million dollars the first year and expect to grow with the ranching industry," he said.

Schlamp said location of Auction facilities closer to the source of the furs will benefit the ranchers and trappers. They like to be able to watch their furs being sold because they are then in closer touch with price trends and can adjust their market plans accordingly.

Fur grader for the new company will be Edward Alya, whose 61 years in the business makes him probably the oldest active fur man in the country.

He has handled probably more mink than any other man in the world, Schlamp said.

Both Alya and auctioneer Permack were with the Denver branch of the firm. Permack was general manager there. The New York Auction Co. also owns the Canadian Fur Auction Sales Co., Ltd., in Montreal, Canada.

Combined annual volume of sales between 40 and 50 million dollars.

The new company brings to two the number of auction companies in Minneapolis. Percy N. Ross established the

Northwest Fur Auction Co. three years ago.

Minneapolis is also growing in importance as a fur manufacturing center, Schlamp declared. Raw furs still must go to Chicago, Ill., or New York, N. Y., for dressing, but discussion has started about the possibility of establishing a tanning plant in Minneapolis, he added.

BENEFIT AUCTION FOR CRIPPLED CHILDREN PLANNED

ROANOKE, VA.—The Virginia Society for Crippled Children and Adults will benefit from a charity auction to be held here July 15 by the National Auctioneers Association, President Foster G. Sheets has announced.

The auction will be held in conjunction with the association's annual convention July 13-15.

The meeting is expected to draw auctioneers from every state in the union, Canada and Hawaii. Auctioneers who sell everything from real estate and livestock to objects of art will be represented.

The charity auction will be conducted in the American Legion Auditorium on Saturday afternoon, July 15. Each item will be sold by a different auctioneer. It will be open to the public and no admission charge will be made.

Sheets said that a number of charitable organizations were considered by the board of directors and that the Virginia Society for Crippled Children and Adults was selected to receive the proceeds of the sale because of the "very fine work it is doing among handicapped children and adults and because of its great need at this time for funds with which to carry on its work."

"I have been acquainted with the work of the Virginia Society for a number of years, and I know of no organization in this entire State that is filling a greater need or that is doing a finer job of meeting the needs of crippled children and adults," he said.

Similar auctions have been held with great success in previous years during the annual conventions in Sioux City, Ia., Asbury Park, N. J., and St. Louis.

THE J. ALBERT FERGUSON MEMORIAL CLASS

Just one more item is needed to make this class a great success. That one more item is members. And, members of the National Auctioneers Association, new members are secured by YOU.

May we repeat what we have said so many times it costs you nothing to approach an Auctioneer for membership. Whether you ever do or not is something of a measuring rod as to your interest in the National Auctioneers Association. If it means nothing to you—just forget all this. If it holds something for you—ask that Auctioneer.

We lost an Auctioneer entirely some time ago just because not a member had asked him to join the organization. And the irony of it is that a number of his Auctioneer friends are members.

Has that happened in your community? A letter from national headquarters signed by the president requesting his application for membership was immediately acknowledged and we are happy to have him as a member. IT IS UP TO YOU MEMBERS OUT WHERE THE AUCTIONEERS LIVE. A member from Texas recently wrote to the secretary requesting forty applications for membership. Maybe the member from Texas won't have forty to hand back but that is aiming, isn't it? "Go thou and do likewise." hTere isn't an excess of time.

Remember our National Convention July 13, 14, 15 at Roanoke, Va., when we will have a class of 500 or more. How about getting busy? Just one a man will do wonders.

Currier & Ives Prints Listed

Seven thousand known prints are listed in the new "Currier & Ives Prints, an illustrated Check List," by F. A. Cunningham (Crown Publishers, New York. \$10).

According to the publishers, this is the most complete catalogue of these prints ever assembled. A description, date of publication, exact size and present-day value as of June, 1949, are all in the book and carefully compiled by an experienced student for easy reference. Detailed descriptions help the collector to distinguish between prints that have the same or similar titles. Some of the rarest prints are shown in half-tone illustrations.

The foreword gives a brief account of the two lithographers who did so much to set forth the history of their times on stone and who left an invaluable record for this generation.

I LIKE IT HERE

by GEORGE GRIM

Watertown, S. D.—You couldn't sell Bob Hope, Jack Benny, Milton Berle, or Fred Allen to the folks in Watertown. They'd listen for a time and then shout:

"Bring on Nick Zirbes!"

For more than 30 years Nick has kept Watertown folks laughing, while he parted them from their money. He's an auctioneer with a broad-brimmed, S-curve hat, easy-going manner, cut-thought-th-fog voice, and a most persuasive way of getting you to bid.

I watched Nick in action in the swirling dust outside the South Dakota Livestock Sales Co. pavilion. For more than four hours he shouted, coaxed, joked, admonished—and he didn't get a cent for himself. For this was an auction to raise money for the landscaping the sidewalks, the ambulance drive that would lead to the new St. Ann hospital. The hospital is to be dedicated a week from today.

Nick thought an auction of merchandise of all sorts would help raise the needed money. Soon, businessmen and farmers were contributing everything from a cream-colored bathtub to a bull calf. They brought in pigs, poultry, a piano, a new car, hams, a fur jacket, candy—hundreds of items. Nick's job was to talk those items into the hands of the bidders. The money would be turned over to the Bernadine Sisters to landscape the hospital grounds.

Flanked by three fellow auctioneers, who kept pointing at the customers, shouting "How about you," . . . "You say fifty?", Nick cleared his throat and started the auction . . . under a July-hot sun.

"This is Nick Zirbes talking," he said. "But we ought to have an overture before I talk. This is my daughter Patsy. Go ahead and play for the folks."

Patsy sat before a secondhand piano, tilting skittishly on a two-wheeled trailer, and beat out the "Third Man Theme." On that piano, it sounded like the original zither.

"Now," said Nick after the applause, "I'm the poor man's friend . . . father of the fatherless . . . protector of widows . . . and I'm going to help the hospital, help you, help everybody."

"I'm not going to take a cent of your money. They don't trust auctioneers. The boys from the Watertown banks are over there ready to make you an honest man when you pay for all the things I'm going to auction off. I've got a dumb face, but I've got some brains.

Now . . . here's a chair for grandma. Can't you see her settin' in this rocker? Good color for the old granny too—blue. What am I bid for . . . "

The folks pressed closer. Nick swept away the microphone attached to the very loud speaker system. No newfangled amplifiers for him. His voice was a network in itself.

The older folks nudged each other. Nick would be in good form this afternoon. They'd be more jokes than anybody ever heard on the radio or at the movies.

"What's the matter?" Nick was saying. "Somethin' wrong? Why, I once was conducting an auction and nobody bid and nobody bid. I asked what was the matter and they told me the poorhouse had burned down and they all come from there."

"Didn't any poorhouse burn down in watertown this morning. You can't be shuttin' up for that reason. Here—look at this."

Out of a black box came a fur cape. Nick waved it back and forth, as though flagging a reluctant bull into action.

"Midnight blue fur cape," he said "Never knew what blue looked like at midnight, but here she is. How about starting at fifty. Fifty. Fifty!"

Back of Nick, his three assistants echoed the "Fifty . . . Fifty Fifty," kept pointing at the crowd. It wouldn't do to flick an eyelash or wiggle a finger. You'd find yourself out the fifty, and in the cape. It went for more than that.

"You know," said an old-timer in blue jeans and a very old black hat, "I first heard Nick Zirbes when he auctioned a good 30 years ago. Spoke with a regular German accent. Now listen. Just like a radio announcer!"

The tanned faces eagerly watched Nick. They were waiting for another gag . . . another fastie. Nick has picked up a cardboard box.

"Now . . . how about this?" he said. "Worth four dollars. You know what's in this box? You know? I'll tell you. Gen-u-wyne candy. Yep. gen-u-wyne candy. How about four dollars? Four . . . Four . . . Four . . ."

He sold the candy, sold enough wallpaper for a house, sold hams for a dollar a pound, including one to the priest from a neighboring town.

"I heard him call one of the priests Father Time" said one man. "Couldn't remember the name so, quick as anything there it was. Father Time."

Nick was waving a strange combination of a war surplus yellow airplane seat-type life preserver, a waistband

keep-you-afloat gadget, and a small red life jacket for a child.

"Safety for pa, ma and baby," he said. "Can't tell when the whole family might not be wishing they'd bought these life preservers today. Just think . . . you bid a little, and save the whole family—pa, ma and the baby."

When I left, after the first hour, the livestock hadn't even been reached. Nor had the washing machines, the stove, refrigerator, the permanent wave job, or the tailoring special. But Nick was musically making his way through some gags.

. "Fordyiftyordyiftyordyiftydiddle diddle ford yifty," he was saying as he waved something violently up and down, his sharp eyes watching for any movement in the crowd.

The wind blew dust in peppering swirls. The sun bore down.

"Canned ham," Nick was saying. "Knife and fork inside. No work—just pleasure. How about ten? Ten . . . twelfefifty . . . diddle . . . daddle . . . twelfefifty . . ."

"Sold! I'll be out for dinner Sunday!"

High on the hill overlooking the livestock pavilion, the Sisters looked down on the buyers gathered around Nick. He'd talk green grass, a sidewalk, and an ambulance drive right out of those folk's pockets.

EXTENSION 345 RINGS: "This is Bob Albrook of the Watertown Public Opinion. That auction ran until 2 a. m. Nick kept re-selling one bull calf for \$20 and made the crowd of 1,800 people forget the time. The auction netted \$10,500 for the hospital!"

That poorhouse gag doesn't fit Watertown, Nick!

An Auctioneer was called as a witness and after lengthy questioning the attorney became exasperated by the Auctioneer's evasive answers and asked him if he was acquainted with any of the jury.

"Yes, sir," answered the Auctioneer, "more than half of them."

"Are you willing to swear that you know more than half of them?" demanded the attorney.

"If it comes to that," the Auctioneer replied, "I am willing to swear that I know more than all of them put together."

WANTED

Names and addresses of Auctioneers to whom we will send sample copies of "The Auctioneer," Send these names now so that your friends will receive the July issue.

Merchandise Auctioneer Has Large Crowd



This picture was made to serve as the center cut in the sale bills advertising Col. Bob Hanson's Merchandise Auctions. It shows Col. Hanson of Williamsburg, Ia., on the right and Col. Ben C. Lea of Judith Gap, Mon., on the left facing the nearly eight hundred people who registered for that evening's sale.

Thoughts While Driving

by Bob Hanson

Williamsburg, Iowa

The above cut brought about a request from our editor, Col. Rhodes, to write a column for our magazine. The picture was taken at the close-out sale made for O. Dale Smith at Grinnell, Ia. I was most ably assisted by my good friend Col. Ben C. Lea of Judith Gap, Mont. It was a novel and thrilling experience for Col. Lea as it was his first experience at merchandising. He is an outstanding auctioneer among the ranchers and cattlemen of Montana but he found selling three-piece sectional davenports, congoleum rugs and baby buggies a different story.

It was this that started a discussion that led to a long line of thoughts all of which can't be covered at this time but let's review a few.

I stopped into the livestock sale barn at Belle Plaine, Ia., and it was there that I saw our editor. If any of you are wondering what kind of an auctioneer our editor, Col. John Rhodes, is just let me say he is one of the tops. I hit a rough day. The markets were off and

it required a lot of salesmanship and ability to get the prices Col. Rhodes was getting. He is fast, smart and sharp to follow the trend of the sale. He works four sales barns a week and it is easy to understand why his services are in demand.

(This will be a surprise to him as this piece goes directly to the printer and his first knowledge of it will be when he reads it in our magazine.)

We discussed auctioneering as a profession and the advancement of the profession through the National Auctioneer's Association. The public has long overlooked the fact that we are truly professional people and through a strong and well organized association we can correct this and many other ideas that the general public has.

When I passed the word on to Col. Rhodes it was from years of observation as I grew up in the auction profession. In the years since the war I have worked many merchandise auctions over the midwest but for nearly thirty years my father, Col. Bert Hanson, has been an auctioneer and I have had the opportunity to cry farm sales, sell livestock, real estate and nearly

everything that goes over the block. Like all auctioneers I like to cry a sale but for my money the greatest thrill, the toughest sale and the darndest workout comes in the merchandise auction.

The fact that I like the merchandise auction, that Col. Rhodes works four sale barns a week, that others sell only real estate, that we have our purebred auctioneers and others that follow one or two lines lead to the discussion of specialization. Like the other professions we are becoming more and more specialized in the type of sale we sell. We will always have the general practitioner the same as the country doctor. But for the outstanding job we will find that the man who has made a study of it and gained experience in that field will be the man to whom the job falls.

In merchandising I like two sales, the complete close-out and the inventory reduction or clearance sale. The close-out is the easier for once your crowd realizes that everything must go they more readily take hold. The test of salesmanship comes in the clearance sale. This is the sale where the merchant weeds out his stock and you must

(Continued on Page Eight)

REPORT TO THE PEOPLE

By Governor Luther W. Youngdahl

I received an invitation the other day which gave me a real thrill. Walter Carlson of the National Auctioneer's Association of Triumph wrote to ask me if I would help dedicate the new Triumph-Community hospital in September. Walter is chairman of the board of trustees. He wrote:

"Our 16 bed hospital is one of a very few hospitals in the whole country today that is being built without federal aid, taxation or the sponsorship of some church or fraternal organization. It is being financed by the old-fashioned idea of a group of neighbors chipping in together to help themselves. The enclosed list of donations shows nearly 70 farmers and business men who have given \$500 or more. Nearly all of our contributions have come from within a ten-mile radius of these twin villages. Nearly \$90,000 has been given up to this time, and it is possible that the additional \$35,000 will be raised by the time we can open.

"The project truly is a revival of the spirit of the pioneers, whose faith, courage, toil, sacrifice and perseverance developed this community when it was first settled. When our town began, a few men possibly had a chance, and most of them simply took a chance. Nobody guaranteed them anything, and a faith in the future was about all they had to go on. We believe that enough of that spirit of our Viking forefathers had been manifested in our project already to assure our venture success when it is completed."

I helped dedicate another new hospital at Marshall recently that has been built with local funds, without any help from state or federal sources. Initial impetus for erection of the hos-

pital was provided by an offer by Ben and Julius Weiner to donate \$150,000 for a new hospital in memory of their father to be known as the Louis Weiner Memorial Hospital. Bond issues totaling \$300,000 were approved overwhelming by the voters to supplement the contribution. Two smaller hospitals were closed and their assets merged with those of the new hospital. The new hospital is one of the finest and best equipped for its size in the state.

Florence Reber, our state budget commissioner, who comes from Marshall, tells me:

"Louis Weiner came to Marshall with a horse and wagon. He came to my father the first winter and said he didn't have hay for his horse. My father let him have hay that winter. Mr. Weiner bought produce, furs and hides. He worked hard and lived in modest circumstances. He wasn't one to put on a show or try to make a lot of money in a hurry. He was one of the old pioneers who went along slowly and saved his money. People liked and respected him, and his little enterprise grew into a big business."

I can't help getting a great satisfaction out of these two dedications. I like the kind of country where a man can start out with a horse and wagon and build a successful business. I like communities like Marshall and Triumph with people willing to go ahead on their own resources and provide the institutions needed by their communities. Walter Carlson's report of the effort at Triumph provides a thrilling commentary on the extent to which people in many of our communities are willing to go to help each other. I have no criticism of communities that are building new hospitals with federal and state assistance, for citizens in these communities likewise are making generous contributions to get modern hospitals. But I like the spirit of communities where, as Walter Carlson says, people are willing to chip in together. No country can decline nor independence fail while the people preserve this resourcefulness.

Thoughts While Driving

(Continued from Page Seven)

convince your crowd that the items you're selling are the bargains they've been waiting for.

The merchandise auction is based on a number of steps all of which must be negotiated to make a successful sale and perhaps that is why I like this sale. At times I feel that they are purveyors of ulcers, coronary thrombosis and that I am just a step ahead of the boys in the white coats. But upon the conclusion of a rip snorter when I can settle back and listen to the comments of the man for whom I have made the sale, I feel that short of personal satisfaction that comes from a tough job well done.

The merchandise auction requires a lot of training, study and experience. It is a different type of sale and calls for salesmanship in selling the sale. Advertising the merchandise auction is almost a field in itself and I must thank the newspaper and advertising men who have so graciously aided me in this field. These sales must have good promotion to keep your crowd coming back time after time. Like all sales you must know what you are selling and the auctioneer who will sell furniture, appliances, hardware, farm equipment and other lines of merchandise must have a fund of knowledge he can call upon at all times.

After you have planned, fretted and stewed, changed your plans, studied your merchandise and done the best you can it becomes a thrilling contest to learn if you are auctioneer enough to face that crowd and accomplish the purpose for which you were retained.

A thought that needs following up. The following slogan has paid dividends for me, "More and more better businessmen are realizing that the only true clearance sale is a well conducted merchandise auction."

Wouldn't something similar to this, like, "We can lift ourselves higher and higher by promoting the National Auctioneer's Association," pay dividends for us all?

The doctors, lawyers and other professional men have their organizations for their own advancement. Through them they sponsor beneficial legislation, fight unfavorable legislation, establish ethical manners and generally promote their professions. We, as professional people, should push our organization so that we may accomplish these and many other things for ourselves. We are salesmen, let's sell the National Auctioneer's Association!

As Auctioneers, let each of us do all the good we can and make but little noise about it.

The Auctioneer Box 174 LeGrand, Iowa

Enclosed is \$2.00 for one year's subscription to **The Auctioneer**.

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Iowa Auctioneers Meet At Ames



Some of the members and guests of the Iowa Society of Auctioneers participating in the convention held here Sunday as shown in the above picture. They are, left to right, front row— John Rhodes, LeGrand; Ted Holland, Ottumwa; President Hugh McGuire, Holstein; Leon Joy, Ames; Loring Rohr, Grinnell; Howard B. Johnson, Story City, and R. H. Yerkers, Tama; back row— William Trastle, Mediapolis; Paul Newhouse, Riceville; G. V. Perkins, Des Moines; Marion Kalsem, Huxley; Wendell Ritchie, Marathon; Prof. A. L. Anderson, Ames; Carl Ringgenberg, Ames; Roy Bar, Ottumwa, and John Stevens, Ionia.

The Iowa Society of Auctioneers held a convention yesterday in the meat laboratory pavilion at Iowa State college. Guest speakers were Carl Ringgenberg of Ames, Republican nominee for state representative, and Prof. Arthur L. Anderson, animal husbandry staff of the college. Hugh McGuire of Holstein, president, presided at the meeting. Reports of the district meetings held recently at Storm Lake, Creston, Ottumwa and Waverly were given by Howard B. Johnson, Story City, secretary and treasurer.

There was a general discussion relative to future meetings and other matters pertaining to the betterment of the auction profession. Among those participating in these discussions were John Rhodes of LeGrand, editor of the national publication, "The Auctioneer"; Paul Newhouse of Riceville, Theo. Holland of Ottumwa, Wendell Ritchie of Marathon, all directors of the society, and Leon E. Joy of Ames, vice president.

DO YOU SMOKE?

Colonel Bill has a story about the effect of tobacco on the Auctioneer. He said he got it from his Grandfather, and his Grandfather heard it when he was a boy from an old Auctioneer who had first hand knowledge of the experiment conducted by the young king of a

small principality in Central Europe at the time.

The prince who had stepped to the throne was eager for definite knowledge concerning the use of tobacco and its effects. He went to the dungeon and selected five robust outlaws who were in for life, and he explained to them what each was expected to do. No. 1 was expected to smoke exclusively; No. 2 was to chew; No. 3 was to snuff; No. 4 was to use all three; and No. 5 was not to touch tobacco in any form.

Upon the death of each man a post-mortem was performed. No. 1 who smoked was minus lungs; No. 2 who chewed, had a stomach that was in tatters; No. 3 who used snuff and pulled the fine brown powder into his head, showed up with an empty skull. No. 4 who used all three in moderation, outlived the ing.

At this point in the story Colonel Bill will pause and look around. He'll pick up a pipe as likely as not, for he'd have to go outdoors if he were caught reaching to his hip pocket for the pack of "Scrap." He waits for someone to ask what happened to the fellow who was not allowed to use any tobacco at all.

"Oh, him," Colonel Bill will say in sad retrospect as he wipes the back of his hand across his mouth. "Him? Why, that fellow went crazy the second day."

Have a cigar Colonel.

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WASHINGTON'S TOWN, ALEXANDRIA, DEPICTED

A welcome addition to the regional history of the United States is "Seaport in Virginia: George Washington's Alexandria," by Gay Montague Moore. (Garrett & Massie, Inc., Richmond, Va., \$10.)

In the seventeenth century during the reign of Charles II, loyal subjects received gifts of land from the crown and some were settling Virginia, on a part of the six thousand acres now the port of Alexandria. Sir William Berkeley, the Royal Governor, made a grant in 1669 to Robert Howsing as a reward for bringing into the colony 120 settlers.

Howsing did not want the land but John Alexander did, because he had surveyed the tract and realized its worth. So Alexander paid Howsing six hundredweight of tobacco for the land and knew he had the best of the deal.

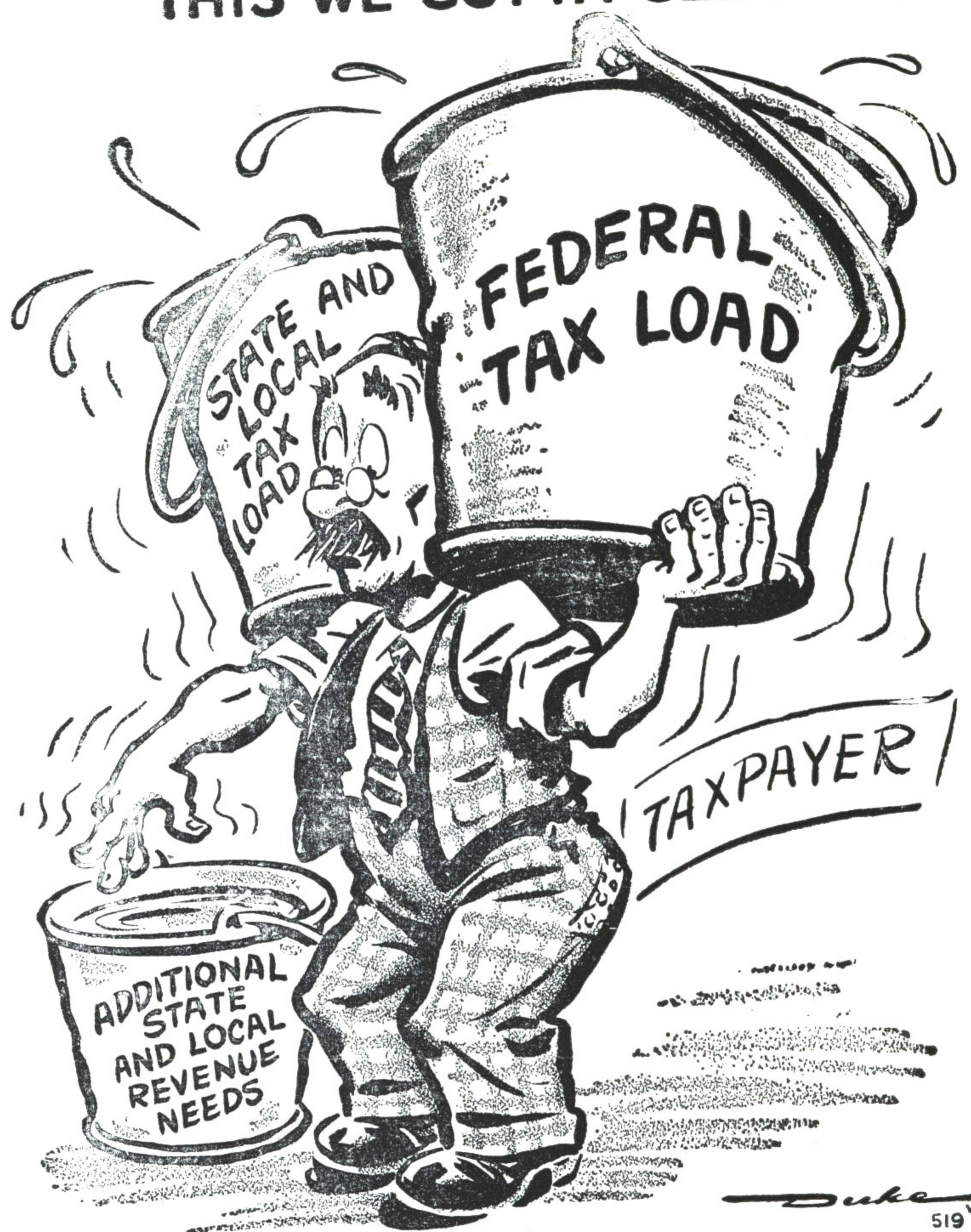
The book tells the history of the development of this land in three parts. Part one is a prologue, dealing with the first century of Alexandria as a seaport. Part two covers the part George Washington took in the growth of the town. He took command of his first troops here and from Gadsby's Tavern received his last military review. The third section describes Alexandria in the nineteenth century.

Suitably the frontispiece is a portrait of George Washington from an oil

painting after a pastel by James Sharples now in Mount Vernon. Walter Wilcox has supplied a hundred photographs of present-day Alexandria and forty--

one delightful drawings, maps, decorations, end papers and dust jacket are by Worth Bailey, curator at Mount Vernon.

THIS WE GOTTA SEE !



Progress in the development of modern business machines has made possible the tremendous volume of correspondence, bookkeeping, filing and other details of office processing every day. Wm. S. Burroughs with his adding machine made an accountant out of the old-timer with a high stool and quill pen. Sholes with his typewriter turned the longhand girl into a shorthand girl, and made jobs for millions of her kind. Edison created the dictating machine. Joseph S. Duncan invented the Addressograph. These are all American inventions. By speeding computations and recordings those machines have added growth, and still more jobs, to industries that use them.

Business Machines Progress

Prepared by
NATIONAL PATENT COUNCIL
Gary, Indiana



PATENTS INSPIRE INVENTIONS . . . INVENTIONS BUILD AMERICA!

Promotion and Maintenance of Unity

This article is written for the purpose of awakening the interest of every Auctioneer in America, especially those who are sincerely concerned about the future of the auctioneering profession, in the idea of striving for unity. In no better way can unity be accomplished than by gathering together Auctioneers who are active in all phases of the auction business.

Observation over a period of years has shown that those who are vitally interested in the promotion and advancement of auctioneers through organization should give more serious consideration to the general welfare of the profession. And no greater service could be rendered than that of the promotion and maintenance of unity, especially unity of concord, unity of purpose, unity of service in every field of the profession through national organization.

Those who are actively interested, realize the importance of such unity in this period of advancement. They realize that there is an interdependence that cannot be ignored. Therefore, it is only natural that interested auctioneers always seek a way to serve their organization as a whole. Many find their inclinations toward service after having become a member of the National Auctioneers Association.

A community of interest is aroused among those who participate in the many committees and assignments; who have the opportunity to know and mingle with auctioneers from the different states. Therefore, it follows that most certainly all will want to do their part in inspiring a continuance of service among members of the National Auctioneers Association. Only by united effort may we preserve for the future a strong, virile and effective National Auctioneers Association. This cannot be accomplished by the few, but must be by the sustained effort of all auctioneers and members of a state or national organization of auctioneers.

We are, or should be as an organization, deeply interested in any movement for the advancement of our Association, for that is one of the principle reasons for the existence of the National Auctioneers Association. Fellowship is a subject that has been discussed almost from the beginning of man's emergence from his cave dwelling, down to the present time. Advances that have been made in the grouping of auctioneers, though they have come slowly, have

been astounding. Continuously, we are brought to a realization that we are not self-sufficient; that we are dependent on one another; that a happening in one part of the country has its repercussions in every state. What occurs to the auctioneering profession in California reflects upon the profession in Maine or any other state. By accelerating our efforts there can be no doubt that eventually all auctioneers will be awakened to the realization that only through organization can our goal of promotion and maintenance of unity be achieved.

Our profession that we are an organization banded together for the benefit of all auctioneers, to raise the standards of our profession intellectually and morally, means very little unless in our everyday life we practice what we preach; unless we work in unity and harmony. There must continue to be an increment of members if the National Auctioneers Association is to uphold the tradition of leadership by members of the association in affairs of your profession and of your state and national organization. Our growth in membership depends upon the spirit, the enthusiasm and the tireless effort of each one of us.

It is not enough to approach an auctioneer on the premise that he should join the National Auctioneers Association in order to become more closely associated with a group of "good fellows". In fact, this should be the least of the reasons why an Auctioneer should become a member. Chiefly, he should join for the excellent reason that he will be in a better position to serve his fellow auctioneers; will be more fully enlightened on what the National Auctioneers Association means to the Auctioneers of America, by witnessing and absorbing the meaning of organizations and the exemplifications embraced by the outstanding auctioneers who give so freely of their time at our National Conventions. Review your own experiences in the National Auctioneers Association and you must admit the advantage it has been to you intellectually and otherwise. Therefore, you should have no hesitancy in approaching an auctioneer and offering him an opportunity to have part in our activities.

Time passes rapidly, and soon we will hold our Annual National Convention July 13, 14, and 15. We are all interested in creating greater enthusiasm for our

Association, therefore increasing membership, and in helping auctioneers who are not members to understand why the National Auctioneers Association is valuable to them in developing their knowledge and understanding of the auctioneering profession.

Our ambition this year is to have a class of not less than 500 new members to be known as the J. Albert Ferguson Memorial Class, honoring the memory of a departed member. We are well on our way of realizing our ambition, but by the promotion and maintenance of unity, the number 500 will be surpassed. By your personal contact with non-members, your tireless efforts, your enthusiasm, your desire to improve and advance the auctioneering profession, your ambition to build on solid rock an organization of national scope for the benefit of all auctioneers; by your fortitude and faith in the National Auctioneers Association, our ambition will be consummated.

We will revere and venerate the name of J. Albert Ferguson in the Auctioneering profession. Promotion and maintenance of unity will overcome every obstacle and through organization, the National Auctioneers Association will take the lead for the greatest crusade ever waged in the advancement and recognition of the Auctioneering profession.

B. G. Coats

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