

THE AUCTIONEER



JUNE
Vol. IV

1953
No. 6

Have You Helped Start a New Auctioneer this Year?

Over 450 Graduated Since 1947

And Everyone Is a Booster

For Our School

Send Us Your Prospects And We Will Allow

You The Regular Commission Fee

RECOMMEND

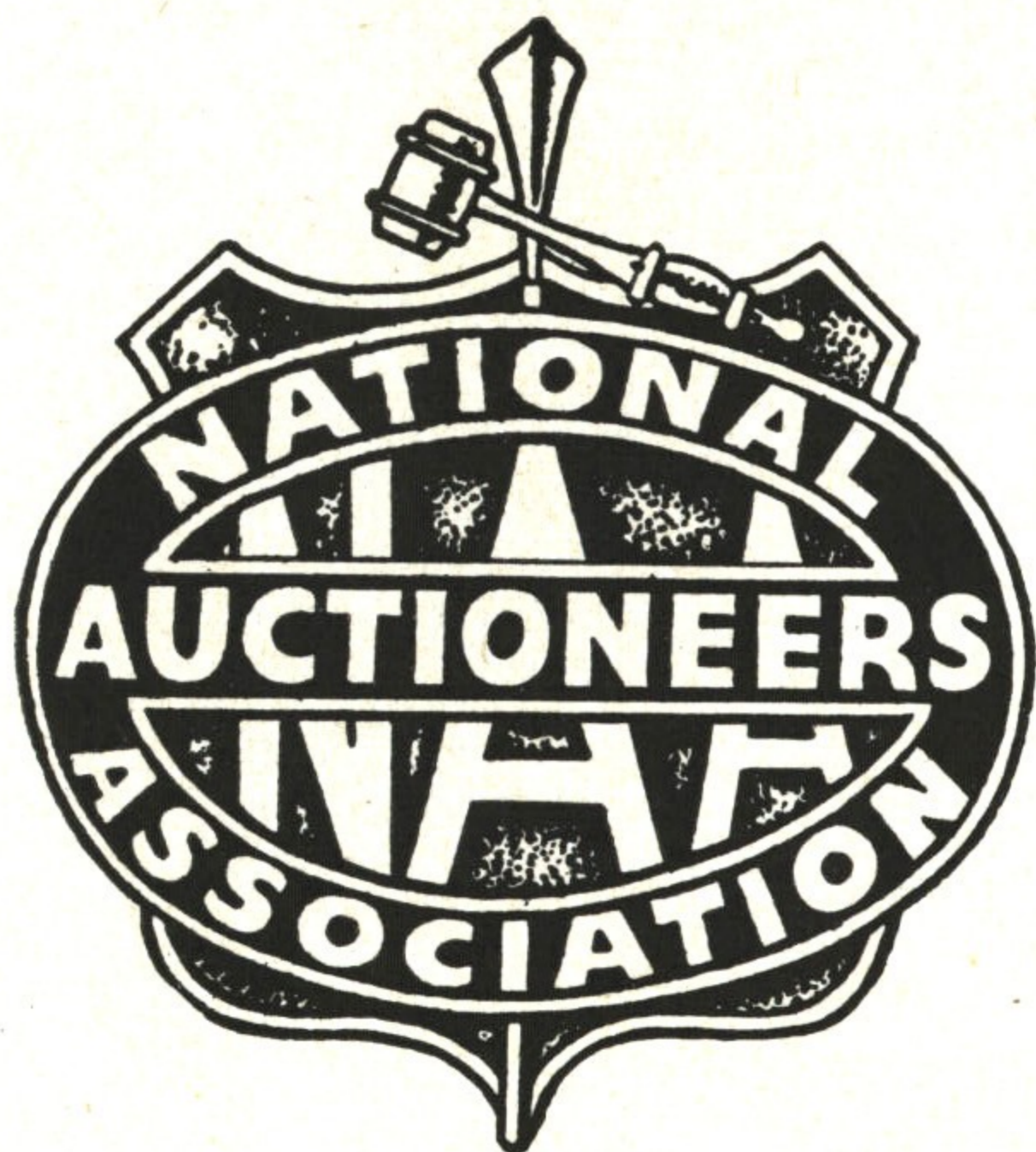
Them To The

NELSON AUCTION

SCHOOL

Home Office: RENVILLE, MINNESOTA

The AUCTIONEER



is the
OFFICIAL PUBLICATION
of
NATIONAL
AUCTIONEERS ASSOCIATION

Col. John W. Rhodes, LeGrand, Iowa Editor-in-Chief
Col. B. G. Coats, Long Branch, N. J. Managing Editor

ASSOCIATE EDITORS

Col. Art W. Thompson, Lincoln, Nebraska
Col. Clyde Wilson, Marion, Ohio
Col. Guy L. Pettit, Bloomfield, Iowa
Col. Walter Carlson, Triumph, Minnesota
Col. Pop Hess, Worthington, Ohio
Col. C. B. Smith, Williamson, Michigan
Col. C. G. Williams, Sheridan, Wyoming
Col. Walter E. Palmer, Los Angeles, California
Col. Tom McCord, Montgomery, Alabama
Col. Roy G. Johnston, Belton, Missouri
Col. Ernest T. Nelson, Renville, Minnesota
Col. R. C. Foland, Noblesville, Indiana

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

CLOSING DATES FOR ADVERTISING COPY and ALL ARTICLES FOR PUBLICATION 15th OF THE MONTH PRECEDING ISSUE OF THE 1st. Subscription \$6.00 per year. Single copies 50 cents.

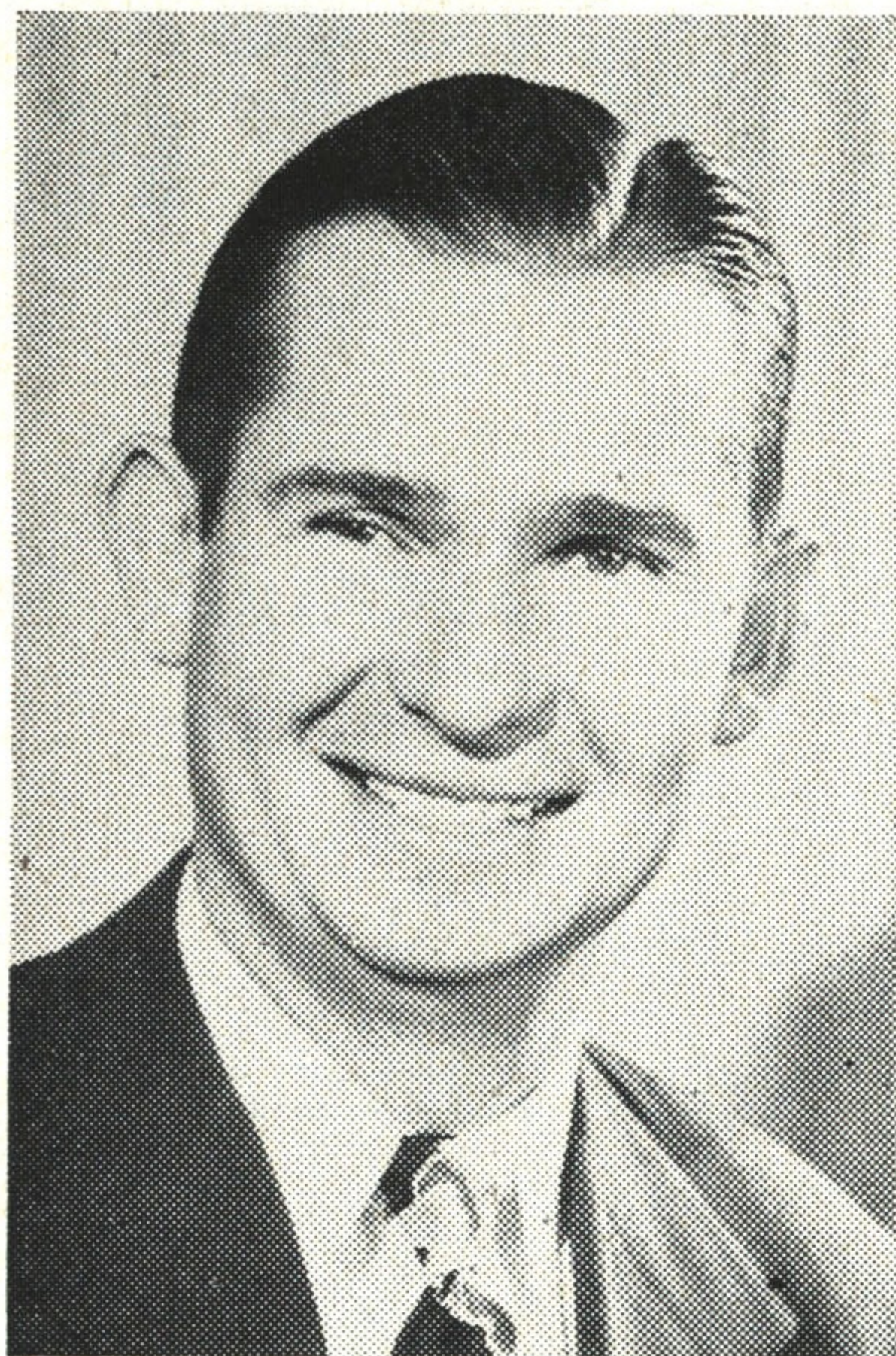
DISPLAY ADVERTISING RATES

Full Page\$35.00
One-half Page 17.50
Quarter Page 10.00
Column Inch 5.00

Classified Ads
RATES: 20 cents per word
Minimum ad \$2.00
All advertising cash with copy.

Published the first of each month except August.

EDITOR'S PAGE



Col. John W. Rhodes

There is a lot of truth in the old saying, "If you want to get something done, get a busy man to do it!" It has now been established beyond any doubt whatsoever, that the National Auctioneers Association not only wants but needs as its "mouthpiece" a publication such as "THE AUCTIONEER". It is vital to the growth of the organization just as an Auctioneer is vital to an auction sale. Growth of our Association made it necessary for your Committee on Publication to find someone somewhere, somehow, to carry the load and put the publication on a solid businesslike basis. We all realized the serious situation, but everyone we contacted to assist us in our efforts said they were too busy or not capable of doing it. I am sure that when Col. B. G. Coats was prevailed upon, it was not that he was too busy—it was because he had the interest of the Association at heart, he was deeply concerned over the advancement of our profession and the growth of our Association. He is as busy as any Auctioneer in America and yet he consented to accept the position of Managing Editor, and assist in getting out every month a

publication that would be a credit to our Association and our profession. We must all admit that since he joined the staff of "The Auctioneer" that the publication has taken on new life and is now a monthly publication that the Association can be mighty proud of, and one that should make every Auctioneer in America come running forth to affiliate with the Association.

When "The Auctioneer" was nothing but a small mimeographed sheet, I was requested to take over the publication of it, which I did against my better judgment. With the help of several faithful members we managed to improve upon it by their contributions, which enabled it to show a slow growth and improvement. However, the improvement of the patient was not satisfactory and after consultations your committee added a new and more powerful medicine. Almost overnight the patient showed improvement and is now fully recovered. Your publication "The Auctioneer" is today recognized by manufacturers, business men, publishers and advertising agencies as is evidenced by the many inquiries from them and subscriptions from national establishments foreign to Auctioneering.

Now my fellow members, I know you can't all edit the paper and you can't all organize like our friend B. G. can, but there are many of you who could do more than you have been doing. Let this thought remain with you. "The Auctioneer" is destined to become a great medium of power and influence for the members of the National Auctioneers Association, and you owe it to yourself and to the Association to do your bit in cooperating with one who is giving so much in the interests of all Auctioneers. Why don't you write and tell Col. Coats how you like the paper? Send him an article, a snap-shot or a clipping from a newspaper. He has done and is doing more for the Auctioneers of these United States than should be expected of anyone. The way I look at it, the N. A. A. should be enormous in a few years, because every time the Association gets a new member, it seems to me that he would want to stay a member for life. If we add some every week as we have done all year and never lose a mem-

ber, we some day would have to hold our conventions in the state of Texas for all the rest of the states would be too small to hold the membership.

A fact that needs to be fully recognized is that B. G. Coats, is responsible for the miraculous improvement and success of "The Auctioneer". He more than deserves your help and when he writes and requests you to do something, Brother, you're a hindrance to yourself and the auction profession if you don't make an earnest effort to comply. He should never have to ask for your contributions. The entire membership should give an expression of their appreciation for his time, effort and ability by deluging his mail with countless articles for publication.

Before laying down my pen, let me remind you of that once-a-year opportunity to meet our N. A. A. members, to greet personally those you have been reading about in "The Auctioneer", the many Auctioneers from all over the country that will be arriving in Columbus on July 16th for our national convention. We should all be represented. Let's make this our largest and most successful convention. I know I'll be there. How about you?

The Happiest Business in the world
Is that of making Friends,
And no "Investment" anywhere
Pays larger Dividends.

There would be far less arguments in the world today if we tried to determine what's right instead of who's right.

An Auctioneer wished to insure his barn and a few stacks. "What facilities have you," asked the insurance man, "for extinguishing a fire in your village?"

The Auctioneer pondered a little while. Finally he answered, "Well, sometimes it rains".

Wife (in the midst of an argument with the Colonel):

"There's no use discussing things with you. We can't agree on a single thing."

Colonel: "You're wrong. For instance, if we walked into a room with two beds in it—a woman in one and a man in the other—in which would you choose to sleep?"

Wife: "With the lady of course".

Colonel: "That proves my point. We agree. So would I."

A little "tooting" of your own horn is admissable and sometimes necessary.

I would rather listen to an Auctioneer who talks in his sleep than the one who sleeps in his talk.

IMPORTANT NOTICE To Members and Subscribers

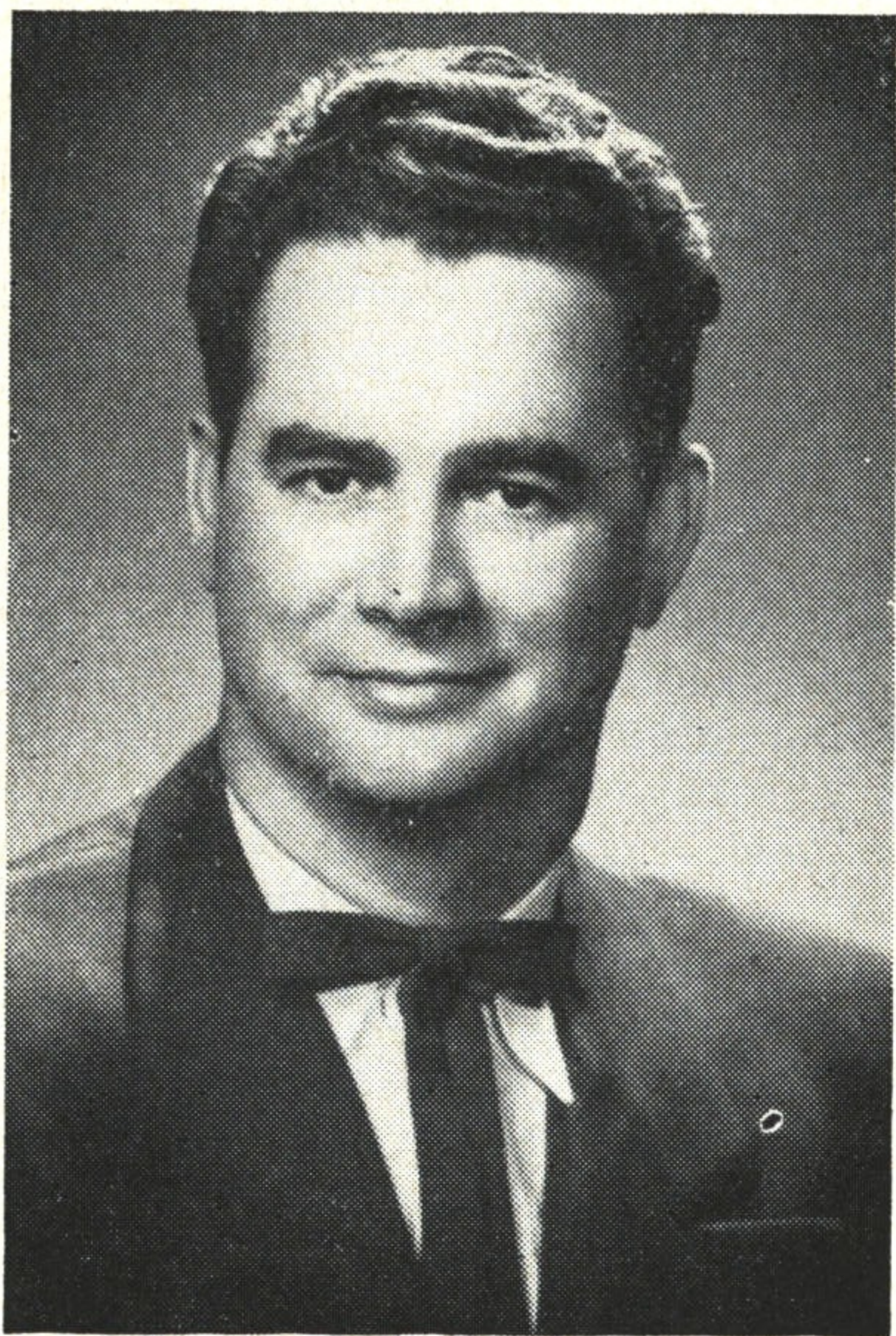
Since all are listed geographically instead of alphabetically on our mailing list it will help considerably if, when sending in your change of address, you include your former as well as new address for our guidance. In that way you will be sure to receive "The Auctioneer" every month at the proper location.

"THE AUCTIONEER"

490 BATH AVENUE

LONG BRANCH, N. J.

PRESIDENT'S PAGE

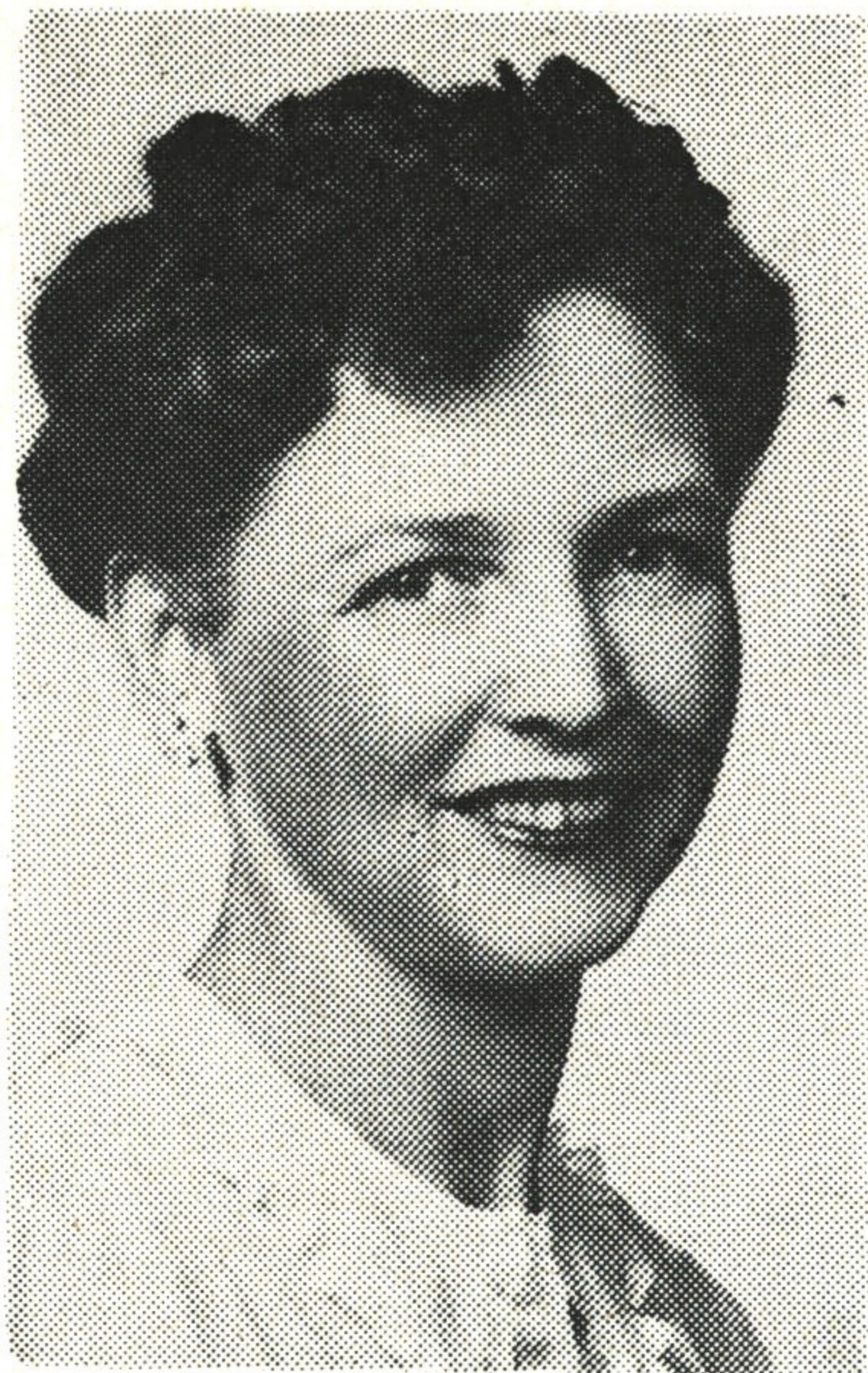


Col. Clyde Wilson

It has been truly said that the man who most appreciates the present is the one who can compare it with the past. Some of the Auctioneers of today can still remember the old days when the profession was composed of Auctioneers with little or no business training, with little or no training of their own vocation other than from the school of experience. I am thinking of the hundreds of younger Auctioneers of today and the many opportunities that they have, if they will but take advantage of them.

The men who composed the profession then, had the acumen to join together and collectively acquire the knowledge the profession so badly needed. Thus the National Auctioneers Association was born and throughout the years of its existence has applied ALL the ingredients which a successful organization and profession needs.

While we can't expect the newer members to appreciate what it would be to go without the many advantages and opportunities of organization, I feel that the great majority do properly evaluate them, as evidenced by our membership list. I even believe that the non-members are impressed with the National



Mrs. Clyde Wilson

Auctioneers Association, as I have yet to meet an Auctioneer that is not in favor of it. Why, then, do not all belong to it? It seems there is only one answer, and that brings us to the subject of dues, because it is the thought of paying dues which must keep some from joining. Of course, there are always some who like a free ride and are perfectly willing to let George do it, as long as they get some benefits from what George does. Then, again, there are the procrastinators who feel they should join, but never get around to it. We can't do much about the boys who won't pay, but we can appeal to those who can be induced to do so.

If any non-members read this article, I suggest that they sit down for a few moments and imagine our profession operating as hundreds of individual units, without plan or purpose, each solving problems of the profession in his own way. Just as confusion and distrust ruled supreme in the old days, it would likewise be appalling today. Just imagine if you will, each Auctioneer going his way with no code of ethics, no cooperation, and no one to turn to for the betterment of himself and his pro-

profession. Under such a condition the confidence of the public becomes shattered, licenses are imposed, which in some instances make it prohibitive for an Auctioneer to operate, either by excessive license fee or severe restrictions.

And then there is another thought. Did you, Mr. Non-member, ever stop to think that the successful plant owner belongs to his trade associations? Maybe you can pass that off as a mere coincidence, but I have always felt that the connection was clear and definable.

Join your state and national associations and support them with your membership and your dues, and in so doing you will soon discover that you are supporting your own business.

benefits from what George does. Then much benefit to you. Such plans, of course, include hotel reservations, and on the assumption that the Neil House will be pressed to accommodate those who might reserve late. Many of the members have sent in their reservations. At the time of this writing, it appears that we will have the largest attendance in the history of our Association.

When one thinks what the National Auctioneers Association has accomplished over the past few years for the good of our profession and that most of the forward steps taken to promote progress, improvement and advancement were given impetus in each of our national conventions, it is a wonder that anyone feels that he can afford to stay away.

This year especially, it seems that the program will be vitally important, as I know that it is going to be beyond your expectations and that it will be extremely valuable to all those who take part. I just imagine that after the convention is over, a lot of Auctioneers will be thinking differently on a lot of matters pertinent to their welfare.

Recent conventions have all been very successful, as everyone who attends them knows. If you feel that you know everything to be known about auctioneering and the auctioneering profession, and therefore can learn nothing new, then you should attend anyway just to get in on the social affairs and have a good time for yourself. If you can't enjoy the entertainment provided for you

(Continued on Page 17)

SPRINGFIELD, ILL.
SCENE OF
STATE CONVENTION

Auctioneers throughout the state of Illinois, many accompanied by their wives began arriving early on the morning of May 3rd at Hotel St. Nicholas in Springfield, to attend the semi-annual meeting of the Illinois State Auctioneers Association.

The meeting was presided over by the President, Col. Pete Slater of Pana. After the business session, the many members and guests were introduced to State Representative John Lewis who is doing everything within his power to get the Illinois License Bill passed which has been approved by the Illinois State Auctioneers Association. Through his efforts the bill is being reintroduced through the legislative bodies and all members of the Illinois Auctioneers Association are urged to write their state representatives in support of the bill. After all the pros and cons of the regular meeting and subjects pertinent thereto were cussed and discussed, Col. John Carr, moved the meeting be adjourned.

The large attendance at the meeting was not indicative of the interest the Auctioneers have in their state and national Associations. Everybody had a grand time and all were unanimous in their opinions that it was a most constructive meeting. So much so, that the many members will return to Springfield for their fall meeting.

The meeting was arranged by the Secretary, Col. Tom Sapp. and when the fall meeting was planned for Springfield, Col. Sapp, said, "Now fellows, let's don't ride a good horse to death", but then he smiled from ear to ear and said, "See all you boys this fall."

Auctioneers residing in Illinois who are not members of their state Association are requested to write the Secretary at 3503 Clear Lake Avenue, Springfield, Illinois, and application card for membership will be sent to you. On page

In this issue you will view a scene taken during the banquet. Were you there?

W
E
L
C
O
M
E



N.
A.
A.
T
O
O
H
I
O

Col. Si Lakin

It is indeed with the greatest of pleasure that I have this unique opportunity and privilege for and in behalf of the Ohio Auctioneers Association, to extend to every member of the National Auctioneers Association and their wives, a most cordial invitation for you to be present at the national convention of the National Auctioneers Association to be held at The Neil House in Columbus, Ohio July 16th, 17th and 18th.

We hope that during your stay with us that you will find Columbus and

Ohio people pleasant and hospitable and that your convention will be the largest in the history of the Association.

The Ohio Auctioneers Association is proud to be your host for this great event, and will be happy if all you fine Auctioneers and your wives from all the states and Canada, have an enjoyable time and return to your homes with fond memories of your stay with us.

**Col. Si Lakin, President
Ohio Auctioneers
Association**

Why not have that Auctioneer acquaintance come to a definite decision about joining the National Auctioneers Association and send in his application today? A record of accomplishment should leave no doubt in your mind that the Association needs him and he needs the Association

LET'S GO

By Managing Editor

Got all the hay in Colonel? Good. Get out those Sears-Roebuck and Montgomery-Ward catalogues and see what the best dressed man is wearing. Give the missus a look, too. She'll do her window shopping in town. Then skip it and have that Sunday-go-to-meeting cleaned and pressed. It will be a "lulu." Just let the boys rave and the gals gander. Now see Joe at the gas station. Have him look over the brakes, tighten the nuts, check the steering gear, and you are all set . . . unless you prefer traveling anthracite or by flying to the national convention in Columbus, July 16th, 17th and 18th.

Sure, you'll be there. Why not? You would not want to miss it for, who knows, it has all the earmarks of being the best and largest convention in the history of our Association. Yes, the Colonels will be there from coast to coast, from north to south; yes, from all the states and many are bringing other Auctioneers with them as guests. Sure the wives are coming as a great time is in store for them.

Times hard? Money tight? Expenses heavy? Look, Colonel, don't get us to let our hair down (if we have any) at this stage. It might fall out. The dough? You can dig up a few bucks some place. Look in the sugar bowl or under the carpet. That is where they usually hide it. You will then be assured of a place with your fellow Auctioneers.

Maybe you can get more corn beef-plus for your money elsewhere, but you will not get with it that priceless fellowship that the convention guarantees. Want to know something? Your Association and your convention committee is planning this convention in accordance

with the number of registrations, and the greater number the better will be the convention. By so doing the committee will be operating on a business-like basis and there will be no deficit.

Staging an affair like this is always a problem in the neck of the woods. You see there are countless details that have to be taken care of. The fellow who runs the hotel must keep a wolf away from his door or daughter and, at the same time keep the landlord from getting hysterical at sight of the tax collector. It's a vicious circle, Colonel. But let's check our troubles at the door with your crutches but hold on to your canes.

Let's have 1,000 in attendance and a sound-off that can be heard throughout every state. The committee promises to do its best. Have you seen a copy of the convention program? Just a glance at it and no Auctioneer will allow anything to interfere with his plans to be present. We will be seeing you now. Don't forget Columbus, Ohio, July 16, 17th and 18th. If you bring the lady along a swell time has been arranged for her.

Col. Pettit At Michigan Sale

Col. Guy L. Pettit, of Bloomfield, Iowa, accompanied by Mrs. Pettit, spent the week of May 2nd, in Saganaw, Michigan, where Col. Pettit sold the Michigan State Polled Hereford Breeders Sale. The remainder of the week was devoted to his favorite pastime of fishing. As we go to press the results of the sale have not been reported. The results of the "fishing" we will hear about at the convention.

A Limited Number of Copies Over and Above the Regular Run of the Special Convention Number (September) "THE AUCTIONEER" will be printed to take care of those who order in advance. Please order your extra copies NOW so that we may be in a position to supply your needs. The cost 50 Cents Each, check with order. The supply will be small and the demand large.

DON'T MISS OUT

"The Auctioneer"

490 Bath Avenue

Long Branch, New Jersey



Banquet of the Illinois State Auctioneers Association, held at Hotel St. Nicholas, Springfield, May 3rd. At the Speakers table reading from left to right, Col. and Mrs. Virgil Scarbrough, Quincy; Col. A. C. Dunning, Elgin; Col. Walter Holford, Edwardsville; Col. and Mrs. Tom Sapp, Springfield; Col. and Mrs. Pete Slater, Pana; Col. and Mrs. John Carr, Macon; Col. Jack Gordon, Chicago.

THE NEBRASKA AUCTIONEERS ASSOCIATION

IS PROUD TO DEDICATE THIS PAGE TO

COLONEL ART W. THOMPSON

UPON HIS RETIREMENT

A LIFETIME MEMBER OF OUR ASSOCIATION

Officers:

President

Col. Adolph Zicht
Norfolk, Nebr.

Vice-President

Col. E. T. Sherlock
St. Francis, Kans.

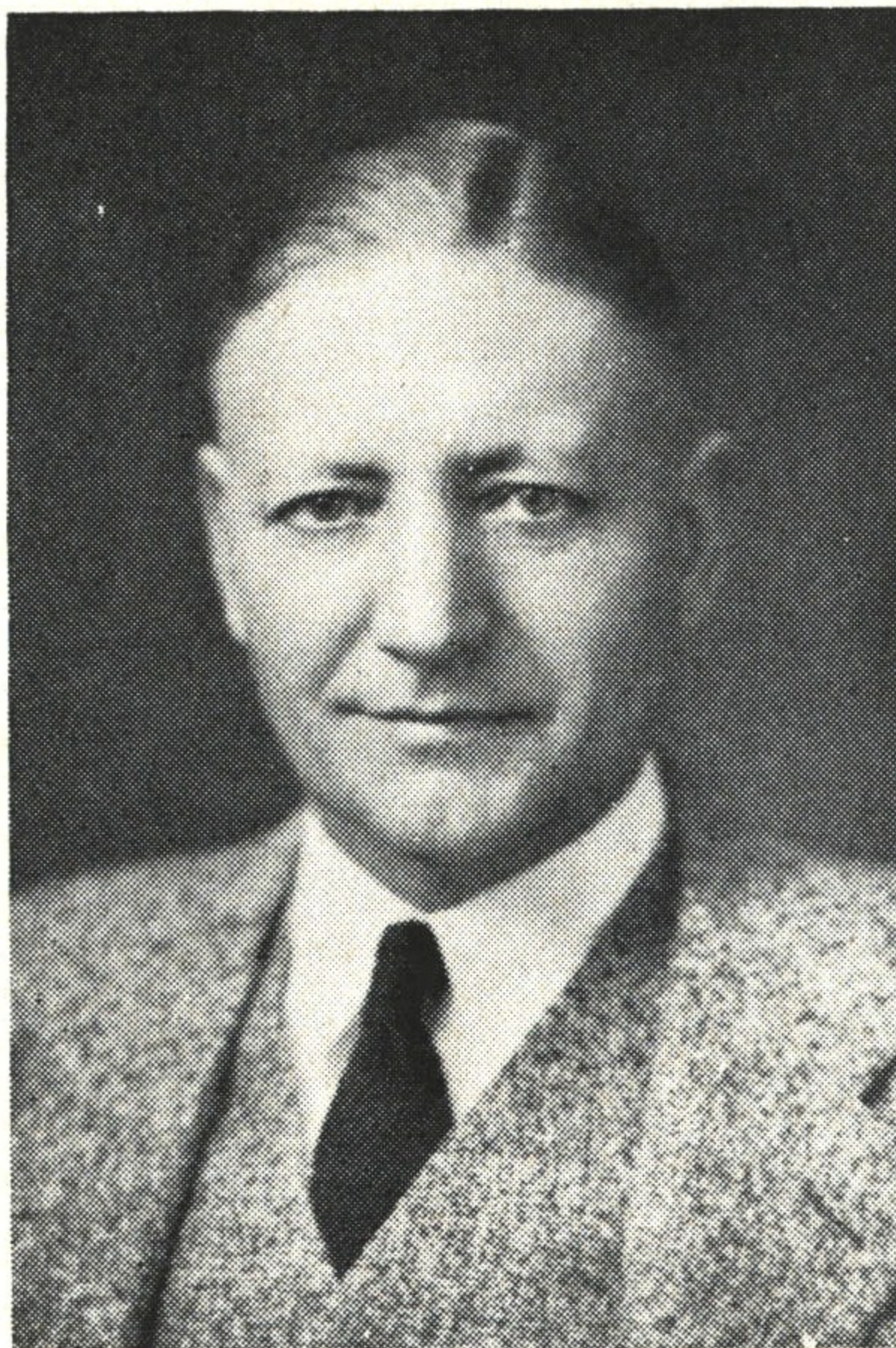
Sec.-Treasurer

Col. Don Zicht
Norfolk, Nebr.

Board of Directors:

Past Presidents

Col. Henry Buss
Columbus, Nebr.
Col. Jim Webb
Grand Island, Nebr.
Col. T. G. Jensen
Holdrege, Nebr.
Col. Henry Rassmussen
St. Paul, Nebr.



Col. Art Thompson

For 3 Years:

Col. D. J. Fuller
Albion, Nebr.
Col. Jerry Foy
Fremont, Nebr.
Col. Clifford E. Nelson
Oakland, Nebr.

For 2 Years:

Col. Ed Evans
Randolph, Nebr.
Col. Dick Grubaugh
David City, Nebr.

For 1 Year:

Col. Cecil Emrich
Norfolk, Nebr.
Col. Milford Johnson
Litchfield, Nebr.

M E M B E R S

Col. Rex L. Anderson, Spalding
Col. Scott Barr, Wolbach
Col. Ralph Beckwith, Albion
Col. Walter Brandt, Broken Bow
Col. Jay Beavers, Deshler
Col. Roy W. Coffin, Columbus
Col. Charles Corkle, Norfolk
Col. M. B. Cummins, Ard
Col. C. D. Cummins, Ord
Col. W. V. Emrich, Norfolk
Col. John Farrell, Scotia
Col. Ray Flanagan, Albion
Cols. Forke Brothers, Lincoln
Col. Russell Goslin, Ogallala
Col. Harry Gross, Albion
Col. Marv. Grubaugh, Rising City
Col. John Heist, Beatrice
Col. J. E. Hodge, Oxford
Col. Tom Hughes, Wayne

Col. Don Jensen, Meadow Grove
Col. Tom Johnson, Albion
Col. Pete Jones, Oberlin, Kans.
Col. Richard Kane, Wisner
Col. L. C. Kissel, Grand Island
Col. Ralph Kuhr, Blair
Col. M. L. Lamphear, Randolph
Col. Virgil Layman, Grand Island
Col. Alvin Leth, Dannebrog
Col. Ed Luther, Wisner
Col. C. E. McClurg, Stuart
Col. Jimmy Martin, Chappell
Col. Bill Morton, Lincoln
Col. Leon Nelson, Albion
Col. Virgil Olson, Hastings
Col. Ed Panowicz, Valentine
Col. Abe Parish, Alma
Col. Grant Phillips, Wallace
Col. Billy Powell, Bertrand
Col. Tim Preece, Battle Creek

Col. Charles Radil, Comstock
Col. Henry Rathjen, Sweetwater
Col. E. J. Reynolds, Hastings
Col. Charles Riley, Valentine
Col. John T. Ryan, Greeley
Col. Hubert Saegel, Fairbury
Col. Otto Scheer, Madison
Col. Herman Schilling Sr., Norfolk
Col. Herman Schilling Jr., Norfolk
Col. Orville Sell, Grand Island
Col. Frank Smith, St. Edward
Col. Marvin Spitsnogle, Holdrege
Col. Bill S. Svoboda, Hebron
Col. Jim Troutman, Winside
Col. E. F. Volzke, Broken Bow
Col. Jim Walker, Omaha
Col. Leonard Walthers, Ericson
Col. E. C. Weller, Atkinson
Col. Roger Woods, Albion
Col. Ivan Yates, Doniphan

Annual Convention

NEBRASKA AUCTIONEERS ASSOCIATION

Hotel Madison, Norfolk, Nebraska

Sunday, August 9, 1953

Convention Program

A. M.

10:00—REGISTRATION OF ATTENDANCE

11:00—CALL TO ORDER BY THE PRESIDENT

Col. Adolph Zicht, Norfolk, Nebraska

11:10—APPOINTMENT OF CONVENTION CHAIRMAN

11:20—WELCOME

Hon. B. A. McCreary, Mayor, City of Norfolk

11:30—RESPONSE

Col. Dick Grubaugh, David City, Nebraska

11:40—DISCUSSION PERIOD

12:00—RECESS

P. M.

1:15—CONVENTION RE-CONVENES — INTRODUCTION OF AUCTIONEERS
PRESENT BY THE CONVENTION CHAIRMAN

1:30—ADDRESS—“LIVESTOCK AUCTION MARKETS”

Col. E. T. Sherlock, St. Francis, Kansas

1:45—OPEN DISCUSSION

1:50—ADDRESS—“SELLING CARS AT AUCTION”

Col. Jerry Foy, Fremont, Nebraska

2:05—OPEN DISCUSSION

2:10—ADDRESS—“PUREBRED AUCTIONS”

Col. Charles Corkle, Norfolk, Nebraska

2:25—OPEN DISCUSSION

2:30—ADDRESS—"FURNITURE AUCTIONS"
Col. Herman Schilling, Sr., Norfolk, Nebraska

2:45—OPEN DISCUSSION

2:50—ADDRESS—"REAL ESTATE AT AUCTION"
Col. D. J. Fuller, Albion, Nebraska

3:05—OPEN DISCUSSION

3:10—ADDRESS—"GENERAL FARM SALES"
Col. T. D. Preece, Battle Creek, Nebraska

3:25—OPEN DISCUSSION

3:30—REPORT ON NATIONAL CONVENTION

3:45—SHORT RECESS

4:00—BUSINESS MEETING — INCLUDING SECRETARY'S REPORT AND
ELECTION OF OFFICERS

6:30—BANQUET — All members, their families and guests assemble in the
Ballroom, Hotel Madison

INTRODUCTION OF TOASTMASTER BY THE PRESIDENT,
Col. Ernie Weller, Atkinson, Nebraska, Toastmaster

INTRODUCTION OF GUESTS

INTRODUCTION OF OFFICERS AND DIRECTORS

PRESENTATION OF AWARDS TO:

1. Outstanding Auctioneer in Nebraska 1952 - 1953
2. Auctioneer bringing in the most NEW MEMBERS on Convention Day

ENTERTAINMENT

INTRODUCTION OF GUEST SPEAKER:
Colonel Jack Major, Paducah, Kentucky

NEBRASKA PRESIDENT WELCOMES ALL TO STATE CONVENTION

On behalf of the Nebraska Auctioneers Association, I cordially welcome every Auctioneer in this State, his family and guests to attend our 5th Annual Convention, which will be held at Hotel Madison, Norfolk, Nebraska, on August 9, 1953. I sincerely hope that your short stay in Norfolk will be a most pleasant and beneficial one. Ours is a profession that thrives best through competition, and I believe that this convention presents a wonderful opportunity to exchange ideas with others of the profession who are more experienced, and

whose ideas may be of lasting benefit to the conduct of our business.

We want you to feel free to offer any suggestions or criticisms at any time. I would like to take this opportunity to thank all who have given generously of their time and efforts in the interest of the Association. To these I am sincerely indebted, and ask for a continuance of this splendid cooperation, so that we may continue our growth during the years to come.

Adolph Zicht, President

COUNTRY AUCTION

Courtesy of "THE FARM QUARTERLY"

Ike Newman was feeling his years of work on the farm but he had enough salted away, he thought, to do him. He'd sell out and go to California where life was easy; he'd have an auction and let everything go, lock, stock, and barrel.

Ike had lived for 60 years on the farm his father left him. The attic, sheds and lofts were stuffed with a lifetime collection of personals which only an auction could bring into the light of day. Ike's machinery and livestock were above average and his wife had furnished their home with solid pieces. It would be a good auction.

Ike decided to hold his sale in late June. His neighbors would be glad to have an excuse to take a day off from cultivating corn and making hay to come to the sale. Ike drove into Plainfield to have a talk with Colonel Woodrow Boone, reputed to be the best auctioneer in the county. The Colonel asked 5% for selling the farm and a flat 2½% on livestock, machinery and household goods. Ike made a quick calculation and decided that Colonel Boone was making too much money for one day's work.

But Colonel Boone refused to haggle. He pointed out that 5% on the farm was the regular commission charged by realtors. The 2½% on the chattels and household goods was low, he said. "Up in New England they're getting as high as 10%." Ike reluctantly gave him the job and they set June 26 for the sale.

A few days later Colonel Boone drove out to Ike's place to "write up" the sale. He listed the household goods, farm tools and livestock, and wrote a glowing description of the farm and buildings. He carefully examined everything that would go on sale, noted its condition, and made a mental note of its probable value. He picked up bits of history about the older pieces of furniture which he would recite at the sale. He had Ike and his wife arrange and classify everything, packaging small items in lots,

each with a "come on" article to tempt the buyer looking for concealed bargains. Bills were printed and an advertisement appeared in the Plainville Courier. The bills were tacked up at vantage points around the county—in the post office, hardware stores, feed dealers, on fence posts at crossroads, and on an old tree near the covered bridge across Walnut Creek. For fifty years this old elm had been used as a billboard for sale bills and election posters and farmers always stopped there to read them. Ike was charged for the printing, but the distribution was part of the service offered by the auctioneer.

In addition to the listing, the bill gave the information that the sale would start at 9:30 a.m., the terms would be cash on the day of the sale, and the Ladies Aid Society of the First Baptist Church would serve lunch.

The day of the sale dawned cool and clear, one of those June days the poets like to write about. Long before the time for Colonel Boone to open the sale, cars lined the lane leading up to Ike's house. The Baptist ladies had taken over the milk house stoop and were already selling coffee.

Everybody expected to pick up something for less than it was worth, and Colonel Boone knew that Ike and his wife expected him to sell it for more than it ought to bring.

Colonel Boone was there, too directing his assistants in last minute rearranging of the household goods on the lawn. In singles and groups the men examined the machinery and livestock; the women poked into boxes and opened drawers among the household goods on the lawn. One prospective buyer for Ike's tractor had started the engine and was discussing a knock with a group of self-appointed experts.

Promptly at 9:30, Colonel Boone mounted Ike's manure spreader and shouted for attention. "I know I am speaking from the Republican platform," he said, "but I'm not going to

make a political speech. Just want to tell you the terms of the sale and something about the fine articles we are going to sell here today."

He sold the smaller pieces first, from the manure spreader, at the rate of four sales a minute. Each object was brought to him and held up so that it could be seen by the crowd. The first sale, a pitch-fork whose handle had been polished by twentyfive years wear from Ike's horny hand, was knocked down to the first bidder for 10 cents. Ike stood a distance away so he couldn't hear. He hoped that in an hour the crawling that was going over his skin would stop. The first sale is usually a "bargain," going quickly to warm up the crowd.

Then larger pieces of machinery were sold, the crowd following Colonel Boone from piece to piece.

By noon the livestock had gone and Boone was ready to sell the household goods. The Baptist ladies had been doing a rushing business in coffee, mince pie, hot dogs and soft drinks. Babies cried constantly and there was a long waiting line at the backhouse in the garden.

Standing in the background, Ike and his wife watched their old familiar things pass into new hands and new homes. They spoke little for this was like an invasion of their privacy. When Mrs. Ike saw that her cane bottom rocking chair, the one she got from her mother, was about to be sold, she rescued it and brought it back to where they were standing. "We'll take it with us," she said. "Sure, ma," Ike smiled.

Once a bidder complained that his last bid had not been heard and Colonel Boone put the article up again. It brought 50 cents more than on the first round. Ike had a bad time when a cow brought \$25.00 less than he had paid for her a year before.

The clerk listed each article, with the buyer's name, as it was sold. Some paid for their purchases at once; others waited until the end of the sale.

Last of all the farm was sold. For this event there were exhibits of ears of corn and sacks of oats grown last year. Ike was called on to give a few words of testimony to the high yields that the

place had always produced. Mrs. Ike told how the well could be called on to do three washing-machine loads every Monday and the cows could still be given all the water they wanted—"even at the end of a dry summer." The buyer turned out to be Jake Clark's boy, Joe. He was backed up financially by Jake, folks said, and there was no question of the moral support. His bride of last June was all smiles.

Buyers stowed small articles in their cars; some of the livestock was being loaded on trucks, and the young farmer who bought Ike's tractor drove it noisily out of the barnyard. When the last car had gone and the clerks tallied up their books and turned over the cash, it was sundown. For the first time in their lives Ike and his wife had no chores to do. Mrs. Ike sat down in her mother's chair in the bare kitchen, and set her face in a frown to squeeze back the tears. Ike walked slowly out to the barn. Honey, the old Jersey, was in her stall — her new owner said he would come for her in the morning. Ike gave her some hay and broke a half dozen ears of corn into her feed box. She had always been his confident. "Honey," he said, "it's too late to back out now."

Buyers and the Lookers

In addition to those who go to an auction sale to buy, either something they need or something they have no earthly use for provided it is a bargain, there is always a sizable delegation of professional sale attenders, or lookers.

Sale attenders rarely buy anything. They go to sales for the same reasons they go to fires, funerals and the theatre. The professional attenders come early, find easy chairs near the auctioneer, and remain spectators. They are careful to keep out of the bidding, knowing that once caught up they are at the mercy of forces far beyond their control.

Each sale is a contest between the auctioneer and the bidder. The odds are against the bidder, for the auctioneer is an older hand. He warms up two bidders, pitting the greed of one against the pride of another. Both may have wanted the article in the early stages of the bidding, but soon the desire for pos-

session gives way to the elemental desire to beat the other fellow, regardless of the value of the article or the cost to themselves. This is pay dirt for the auctioneer. Each bid made in frustration or anger boosts his commission and bolsters the well-known saying that an auction sale is a trap for suckers who pay more than it's worth for a piece of junk they don't need.

A vase bought the week before at the 5 and 10 sells for 80c; a rusty saw sells for more than a new one costs. Auctioneers say a farmer is a sitting duck for a box of old scraps, nuts, bolts, rusty hinges, broken tools, spare parts of old and obsolete machinery. He may have his shed full of boxes bought at other sales or collected himself, but he'll always put in a bid for one more, storing them away like a chipmunk. He's pleased if he finds a good wrench or a new pair of hinges in a blind package, but if he doesn't he is philosophical—"You never know when you'll need a handle for an apple peeler," he says.

Women have a weakness for doilies, grab bags full of cloth remnants advertised as quilting material, and prints in gilt frames of "Rock of Ages," and "The Stag at Bay."

Anything will sell at a country auction, chiefly because the buyer doesn't want the other fellow to have it. Articles which can't be given away sell readily. George Bean, a Connecticut auctioneer, received a few desultory bids for a gadget the use for which he frankly admitted ignorance. When someone in the crowd explained that it was used to extract apples from the throat of a cow, the bidding went up. The farmer who bought it said he had never known a cow to choke on an apple on his farm, and he had no apple trees himself but it might come in handy some time."

Auctioneers report some amazing sales. J. A. Bissantz, of Williamsburg, Ohio, once sold a corset and singletree (in combination for 65c. "I sold a beaten up bass fiddle used in the orchestra in Ford's theatre the night Lincoln was shot," he adds. "I've sold cats and false teeth and a tread-mill thresher. I once sold a piano for 25 cents. The only thing

I haven't sold is a coffin—but I did sell a tombstone."

The Antiquers

In addition to the local professionals there will be a sprinkling of another breed of attenders, the antiquers. There is no region so remote, but has someone who buys, trades and sells antiques. These will be at the sale and with them buyers from the big cities who spend their summers traveling from country sale to country sale. They dress like farmers, stand unobtrusively in the fringes of the crowd and edge in their bids. Before the sale starts they have inspected everything carefully and when an article of antique value is put up they swoop down like birds of prey to make a kill.

For the antiquers, the pot of gold is a "sleeper." A sleeper is junk to the owner, but priceless to a collector. It may be a spoon holder which has miraculously escaped the hazards of time while serving its mundane function of holding spoons on the kitchen table; or it may be a rickety old table, bearing several coats of paint, used for many years as a stand for the wash basin on the back porch. The expert antiquer hopes that no one sees what he sees—that the spoon holder is genuine Sandwich and the table is solid cherry put together with wooden pegs by a country craftsman a century ago. He dulls the gleam in his eye and bids 50c for the table. He may buy it for 75c. The nemesis of the antiquer is the local housewife who has been bitten by the antique bug and is refurnishing her home with "pieces she picked up for a song" at sales in the neighborhood. She knows enough to suspect that anything old might be a sleeper, but not enough to be sure. So she bids on everything suspect.

Another type of sleeper is what is known up and down the Wabash valley in Indiana as "Aunt Minnie's Chicken Money." It seems that an early farm family along the Wabash took in Minnie, an orphan girl, to help with the household chores. Minnie wasn't paid a wage, but she was permitted to sell a few eggs or a hen or an orphan lamb now and then. She was frugal, and her

wants were few. She wore the cast-off clothing of the family; once a year she went on a spending spree at the county fair, blowing 10 cents for admission and 15 cents for three bags of peanuts. Being shy and a little tetchd in the head she had no boy friends, and never married. As she grew old she kept to her room under the kitchen eaves, spending her days darning and mending shirts. Everybody called her Aunt Minnie. When the children and grandchildren came for a visit they slipped her a dollar or gave her a pair of cast off earrings which she never wore.

There was a casual curiosity among the family about what Aunt Minnie did with her money, but when she died none could be found.

Soon after her death the old folks decided to leave the farm. Everything went on the auction block, including the pathetic contents of Aunt Minnie's room.

Mrs. Cyrus Gilpenny bought Aunt Minnie's sewing basket, chock full of a half century's collection of bits of yarn, for 65 cents. When she got it home she found a wadded bill at the center of each scrap of yarn — \$800.00 in all. The family sued Mrs. Gilpenny, but the courts held she had made a bona fide purchase of the basket "and its contents."

To this day, any sewing basket full of scraps brings a high price at country sales along the Wabash.

The Auctioneer

There are 20,000 auctioneers in this country including specialists who auction jewelry, stamps, works of art, livestock, tobacco and real estate. The country auctioneer is the most versatile of the lot since he may sell, on any one day, everything within the range of human possessions. The good auctioneer is expected to know something about everything he sells — he must know values and prices and the relationships between what an article will bring at a sale, what it cost as new, and what its real value is.

He has a delicate feeling for the temper of a sale crowd, he knows how to warm it up into a buying mood, and how to butter up a reluctant bidder. His tongue must be loose at both ends and he

must have a ready wit and a stock pile of jokes.

He must watch that he does not overreach himself, for if any article is not as he represents it, the buyer may legally demand his money back. It is not difficult to know what an auctioneer means when he says a pitcher has a nick out of the spout but will hold water. It is when he generalizes with such claims as "with a little repair it will be as good as new" that both he and the buyer are treading on thin ice.

A work of art described as "genuine" must be genuine. A "genuine" Currier and Ives print can not be a reproduction. An antique must be an antique. This term, generally applied to something old in furniture, china, glass, or objects of art, is a constant pain in the auctioneer's neck. The increasing numbers of antique buyers at country sales have made most auctioneers wary of the word. Ask one what he means by antique and he usually has pressing business elsewhere. Pin him down and he'll say, "Something that's old."

(Continued on Page 47)

Iowa Society Of Auctioneers

In carrying out one feature of "The Auctioneer", that of apprising the Auctioneers of the officers and directors of their respective state organizations and where to apply for membership, we herewith give you the current official family of the Iowa Society of Auctioneers: Col. Wendell Ritchie, President, Marathon. Col. Paul Newhouse, Vice President,, Riceville. Directors are: Col. Leon E. Joy, Ames, Col. Al Boss, Carroll, Col. Arnold McLaughlin, Preston, Col. Hugh McGuire, Holstein, Col. Theo. H. Holland, Ottumwa, Col. Lyle Erickson, Cresco, Col. Joe Herard, Cascade, Col. Gerald Laughery, Guthrie Center and Col. Jack Tullis, Leon.

Auctioneers in Iowa not affiliated with their state Society may obtain application cards for membership by writing to Col. Howard B. Johnson, Secretary & Treasurer, Iowa Society of Auctioneers, Story City, Iowa.

‘ ‘ E V E R Y M E M B E R —

INDIANA AUCTIONEERS ASSOCIATION

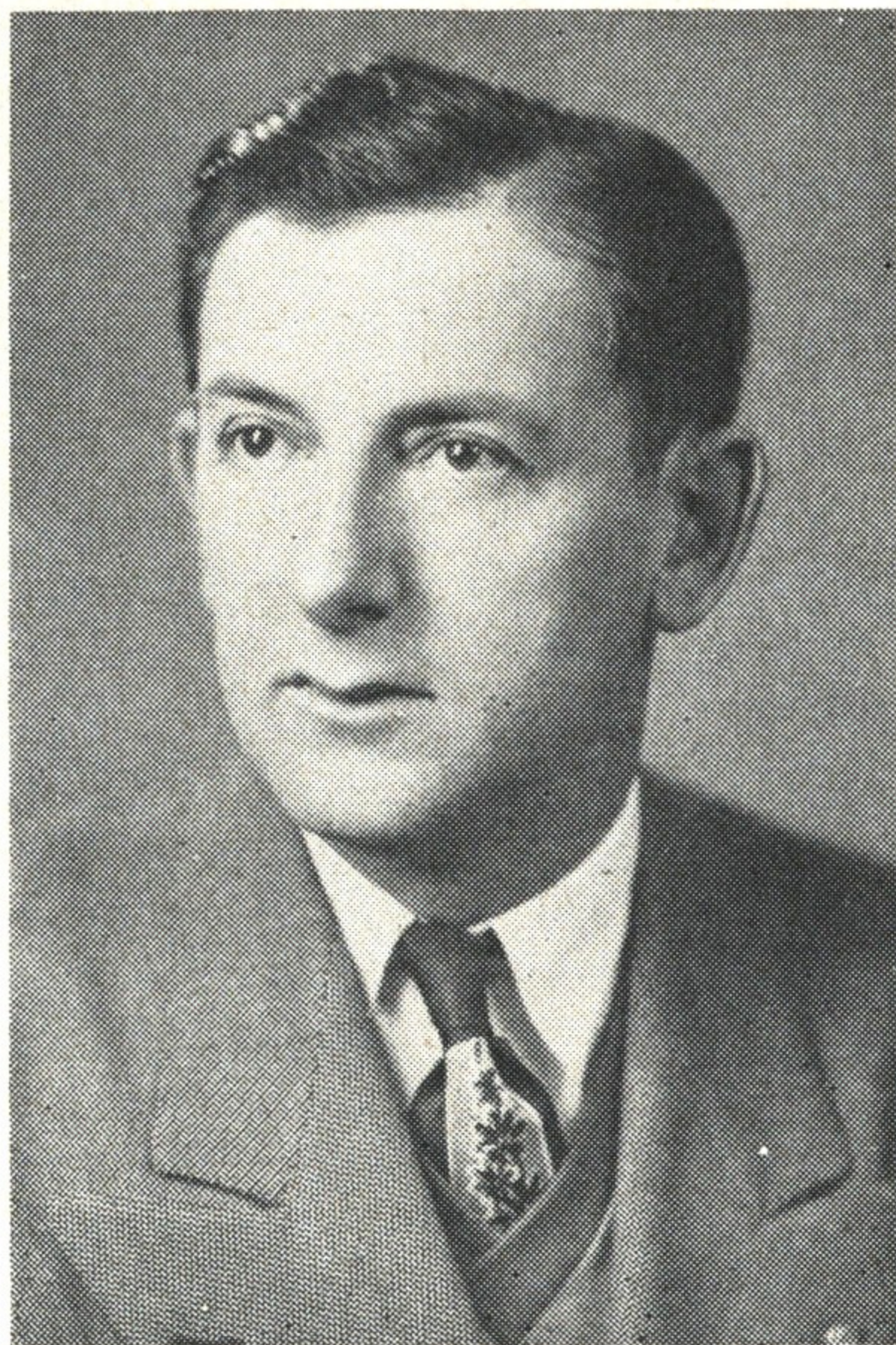


Col. Ralph Rineheart
President

Know your officers of your state Associations and by so doing they can better know you. "The Auctioneer" is priv-



Col. Lewis E. Smith
Treasurer



Col. Ray Elliott
Secretary

ileged to present three officers of the Indiana Auctioneers Association and a brief autobiography of each. Col. Ralph Rineheart, President, of Flora, Indiana, married and the proud father of three children. An Auctioneer for ten years and during that time has specialized in the sale of purebred livestock as well as general farm sales. His business has shown a steady growth each year. His children have always taken an active part in 4 H work and have won many prizes and awards with their Guernsey cattle and Duroc hogs.

Col. Rineheart has appeared on radio several times broadcasting as the President of the Indiana Auctioneers Association. He owns and operates a 200 acre livestock farm. A member of the Rotary Club, Community Club, Member of the Town Council, Farm Bureau Leader, Member of First Brethren Church serving on the Church Board and on the Finance Committee. Col. Rineheart, says that he does not drink, smoke or swear, and there our story ends.

Col. Ray Elliott, Secretary, of Portland, Indiana, reports that their state Association is receiving many new members. Now Col. Elliott is a very modest sort of a fellow and to get anything from him concerning himself is like pulling teeth. He is very well known throughout the north and central part of Indiana and is an up and coming Auctioneer. He has conducted some of the largest auction sales ever held in Indiana. The Indiana Association is indeed fortunate in having Col. Elliott as their Secretary, as he applies himself to that job just as he does to auctioneering and that is to jump in and get the job done.

Watch Indiana Association grow. We could tell you a lot about this Hoosier but we want to leave something to your imagination, so will end our bit by telling you something that we don't think he knows we have knowledge of. Col. Elliott, was a tank driver in the late war European theatre and received five battle stars and a purple heart. You should see Ray in action on the auction block. He ends by saying "See you in Columbus".

Col. Lewis E. Smith, Treasurer, resides in Arcadia, Indiana. Married and the proud and happy father of three daughters. He is a veteran of the late war having entered the Navy in 1944 and saw twenty one months of service, eighteen of which was overseas. He was discharged in December 1945. Immediately upon his return from the service he engaged in the auction business as a general auctioneer. He is the youngest Auctioneer in Hamilton County, Indiana. He has been associated with Petty's Auction House, in Anderson, and the Noblesville Sale. Born in Noblesville he specializes in Farm Sales. Is a partner in a used furniture store in Whitestown, Ind. Col. Smith is a firm believer in organization and a most enthusiastic member of the N. A. A. and his state Association. His letter head reads Member of "National Auctioneers Association", "Indiana Auctioneers Association". He is also a member of the Arcadia Lions Club, Veterans of Foreign Wars. An energetic Auctioneer possessed with ability and integrity for which the future bids him success.

We have presented to you three fine

outstanding auctioneers, excellent citizens, leaders in their respective communities, each a graduate of an auction school, each a successful auctioneer and each with a determination for bringing together all auctioneers through organization to make a better profession for all. Again we say, "watch Indiana Association grow under the leadership of these three fine gentlemen".

MEMBERS

1953

IS THE KEY TO A JOYFUL

JUBILEE

LET'S DO THE JOB

WE CAN DO IT TOGETHER

Let us give of our time as those who appreciate the privilege of belonging to this great Association.

PRESIDENT'S PAGE

(Continued from Page 5)

at these annual affairs, then you are just as anti-social as you are anti-your-own-interests.

The National Auctioneers Association wants every Auctioneer in the United States to feel perfectly free to meet with them in national convention in Columbus, Ohio, July 16-17 and 18, and extends to you a most cordial invitation. Time your arrival in Columbus for July 16th and register for the convention at the Neil House. The conclave will get under way on the 17th at 8:30 A.M. and will continue on schedule throughout the entire convention. Make your reservations now.

‘ ‘ E V E R Y M E M B E R —

NEW JERSEY STATE SOCIETY

of

AUCTIONEERS

Joins with other state Associations in their drive for members within their respective states, and is privileged to use this medium of bringing to the attention of all Auctioneers in the state of New Jersey, an opportunity to become affiliated with an Association that is functioning in their interest.

The New Jersey State Society of Auctioneers is now in it's fifth year of constructive, progressive and well managed organizational triumphs. Every year has shown an increase in membership and greater interest in the auctioneering profession.

To every Auctioneer in the state of New Jersey, who is not a member of their state organization, would it be too much to ask of you personally this day to investigate your own situation and correct it now while this question is before you?

Application cards for membership can be obtained by writing the Secretary, Col. Joseph Mount, Cranbury, New Jersey, R. F. D.

JOIN and Help Others Who Are Helping You

YOUR N.A.A. CONVENTION



By Col. L. Winternitz

It is wonderful to be a part of the tradition that has been established by

N. A. A. conventions. Hundreds of Auctioneers, their wives, state Associations; yes, you and I are part of this traditional event.

It is the most important single event in the auction business, because it is the congress of your profession, it's you. It provides that extra something that makes you proud of your profession. It generates strength for you and your profession, for you and your Association. Its program and purposes can only be absorbed by those present. It is Auctioneers, by Auctioneers and for Auctioneers.

The Columbus convention promises to be the best ever sponsored by the N. A. A., because of its successful conventions in the past, the ever-growing interest of the ladies, the sincere drive by state Associations to really accomplish constructive projects, the high percentage of young Auctioneers in the N. A. A., plus the planning and work being done by the President, the Secretary, the Convention Committees and by all who are interested in their profession.

This year every Auctioneer in Ameri-

HOW ABOUT COOPERATING?

It is our hope that every member be membership conscious and accept a personal responsibility, and remember our slogan—

"EACH ONE BRING ONE"

Now Spell It Backward **WON**

WANTED—MEMBERS, More Members and then more members.

Our President's slogan is: "EACH ONE—BRING ONE."

The National Convention of the N.A.A., is ONCE-IN-A-YEAR-OPPORTUNITY for hundreds of Auctioneers and ONCE-IN-A-LIFETIME-OPPORTUNITY for others.

ca non-members are invited to attend the convention, so they can get the idea of the N.A.A. spirit which is so wonderfully expressed by all those in attendance.

An excellent program has been arranged for your personal profit and pleasure. Attend and find out what is happening in the National Auctioneers Association, in your profession, in your state and in your interest. Make your room reservations now with the Neil House, Columbus, Ohio, for July 16-17-18. Wonder if we ever stop to consider that in just three days we meet—talk to—discuss our problems with—and listen to Auctioneers from these entire United States and Canada.

How—Where—or When can we learn so much about our business except at Columbus, July 16-17-18. See you there.

PENNSYLVANIA AUCTIONEERS ASSOCIATION

Another state has been heard from and the largest state in the east and one of the largest in the United States. The Commonwealth of Pennsylvania. Being of such a vast domain the Pennsylvania Auctioneers Association is divided into three chapters and are known as the Western Chapter, Central Chapter and the Lehigh Valley (Eastern) Chapter. Each Chapter operates as individual units in their respective areas but through the state association, thereby enabling the many members in each area to attend meetings without having to travel two or three hundred miles.

Officers of the Pennsylvania Auctioneers Association are: Col. Lee Pillsbury, President. Col. Stanley H. Deiter, Vice President. Col. Woodrow P. Roth, 539 Elm Street, Emmaus, Secretary & Treasurer. Directors are: Col. L. M. F. Hocker, Col. Cecil McConnaughey, Col. George W. Fox, Col. Abram W. Diffenback, Col. Oliver M. Wright, Col. Q. R. Chaffee, Col. Wayne Posten, Col. Homer Sparks, Col. Paul Sanger, Col. Tom Berry.

Auctioneers residing in the state of

Pennsylvania, who are not members of their state Association can apply for membership by writing to the Secretary whose address is given above.

Your Managing Editor has watched the Pennsylvania Association progress during the past few years and recently visited a sale in Stroudsburg, conducted by a member of the state Association and of the National Auctioneers Association. The way and manner in which the sale was conducted was indeed a credit to both Associations and the Auctioneering profession. Other Auctioneers were also present from the Pennsylvania Association, and the spirit of cooperation which permeated the sale brought forth greater respect from the many visitors and added to the success of the sale. Only through organization could such an atmosphere exist at a public auction sale. Rapidly the people of Pennsylvania are becoming more receptive to the Pennsylvania Auctioneers Association and the members of the Association are daily, in the conduct of their sales, exemplifying honesty and integrity which is building for far greater recognition for their Association and better business for their members.

Big Man With Booming Voice

A big man with a voice to match his looks, Colonel Hank Wiescamp of Alamosa, Colorado, has become an outstanding livestock Auctioneer. He started auctioneering in the San Luis valley in 1926, prospered and seventeen years ago built his own sales barn.

In a year he travels in excess of 65,000 miles for auction engagements throughout the country. Among others he worked at the Waggoner sale at Fort Worth, Texas; the King Ranch sale in Texas; the Ak-Sar-Ben sale at Omaha, Nebraska; the National Western Stock Show, Denver; the Baca Grant dispersal, and the Pacific Quarter-Horse association sale at Pomona, California.

Col. Hank has been raising quarter-horses since 1938 and has shown champions at several major horse shows.

He got one of his greatest boosts in

1945 when he acquired "Barney Owens" from the Shoemaker Palomino Ranch at Watrous, New Mexico. The horse is credited with siring more than seventy grand champions.

Hank says he has never regretted going into auctioneering. "There's a lot of opportunity in this field, but it seems many young men just don't want to work hard enough now," he said. "This auctioneering isn't a snap by any means, but it will certainly pay off to anyone who will work hard enough at it."

Col. Wiescamp says today's sales are definitely on a buyer's market basis," and "that all auctioneers have to work much harder to get top prices. That means that the cattle business is on a sounder basis now than it was a few years ago," he says. "I believe that the industry will continue to operate on a much sounder basis and I can't see any indication of a slump in the industry."

"There is plenty of business for every Auctioneer who is willing to work for it and the harder they work the more business they are going to have."

COLUMBUS ALL SET TO GREET AUCTIONEERS

From the many letters reaching the Secretary, Col. J. M. Darbyshire, and "The Auctioneer," from all parts of the country and Canada, our national convention in Columbus, Ohio, July 16-17-18, will without a doubt surpass all previous conventions. Practically all of the letters request information on hotel headquarters, etc. Mr. Arthur G. Frank, Executive Director of the Columbus Convention Bureau and Mrs. Harry T. Allen, Sales Manager of the Neil House (Convention Headquarters), the Columbus Chamber of Commerce and the Ohio State Association of Auctioneers are all working together to give the Auctioneers the greatest convention in the history of the Association. The President and his convention committees are daily

in touch with the Secretary, "The Auctioneer" and his staff of Officers determined to make this convention have some of the flavor of a homecoming.

The modern streamlined convention this July will be a far cry from all previous conventions. Every touch needed to insure a convention designed to inspire, educate and entertain will have been done for the gathering of Auctioneers and their families. President Clyde Wilson and his corp of committee members have been working for months to provide a program second to none in the long history of successful conventions by this aggressive and wide awake group of Auctioneers banded together for the improvement of their beloved profession. If you have problems (and what Auctioneer doesn't?) bring them for solution by experts. They have helped solved problems for many others. Collectively, we know the solution will help you for many years to come.

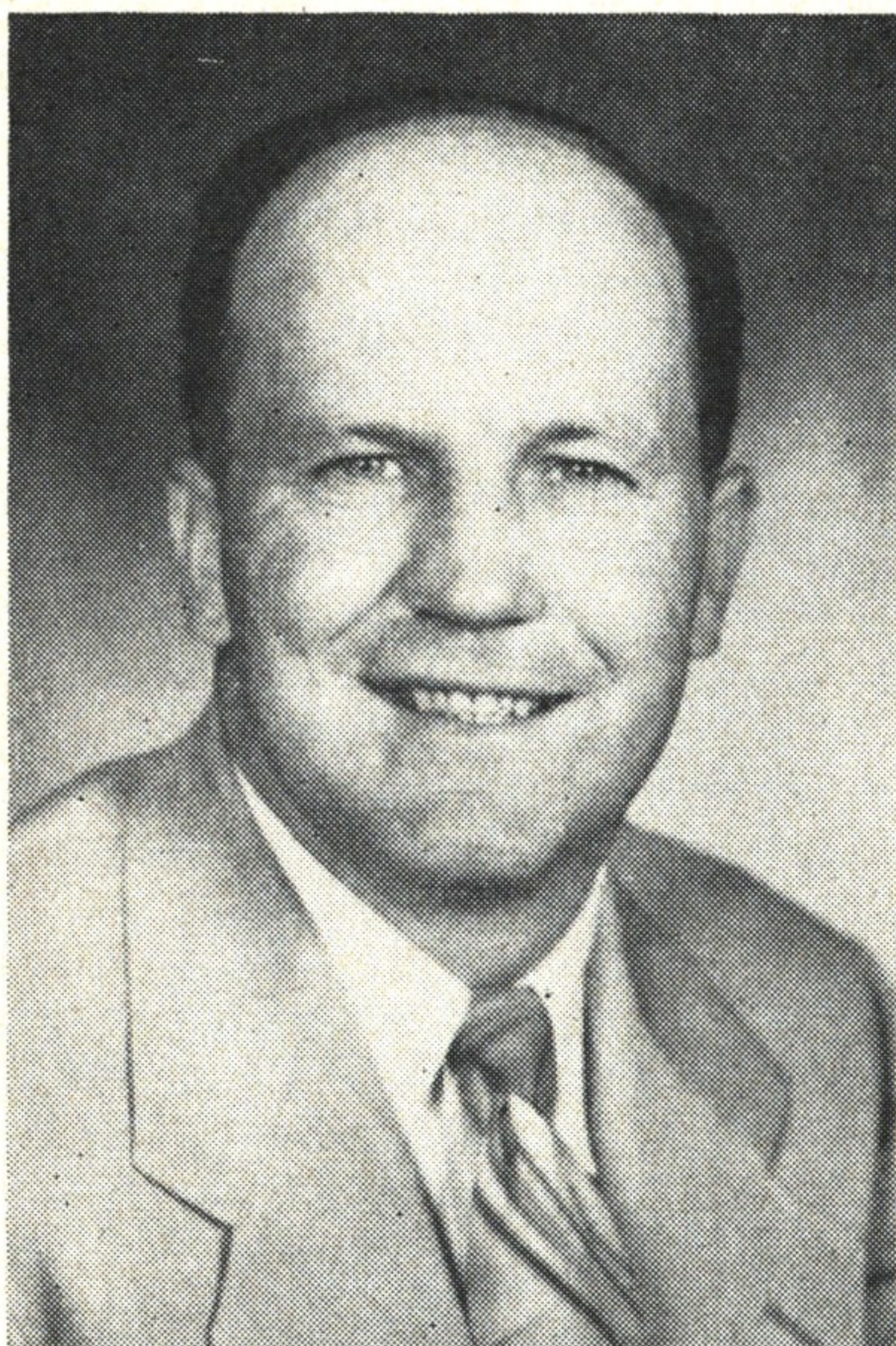
A series of "shorties" will be an interesting feature of this convention. The "shorties" are designed to stimulate discussions of subjects of present day interest. Throughout the program, the idea is to allow time for discussion from the floor. Active audience participation makes for greater interest. The convention committee has arranged to have present the greatest auctioneers in America. Where is there an Auctioneer that can afford not to be present? Columbus discovered America in 1492 and on July 16-17-18 the Auctioneers of America are going to discover Columbus. Yes, the city of Columbus, capital of the state of Ohio, is all set to greet the Auctioneers. Come early and personally meet the Auctioneers as they arrive. You need no introduction. They are like school teachers, you can spot them a mile away.

Slowly he regained consciousness. He looked up at the face above him.

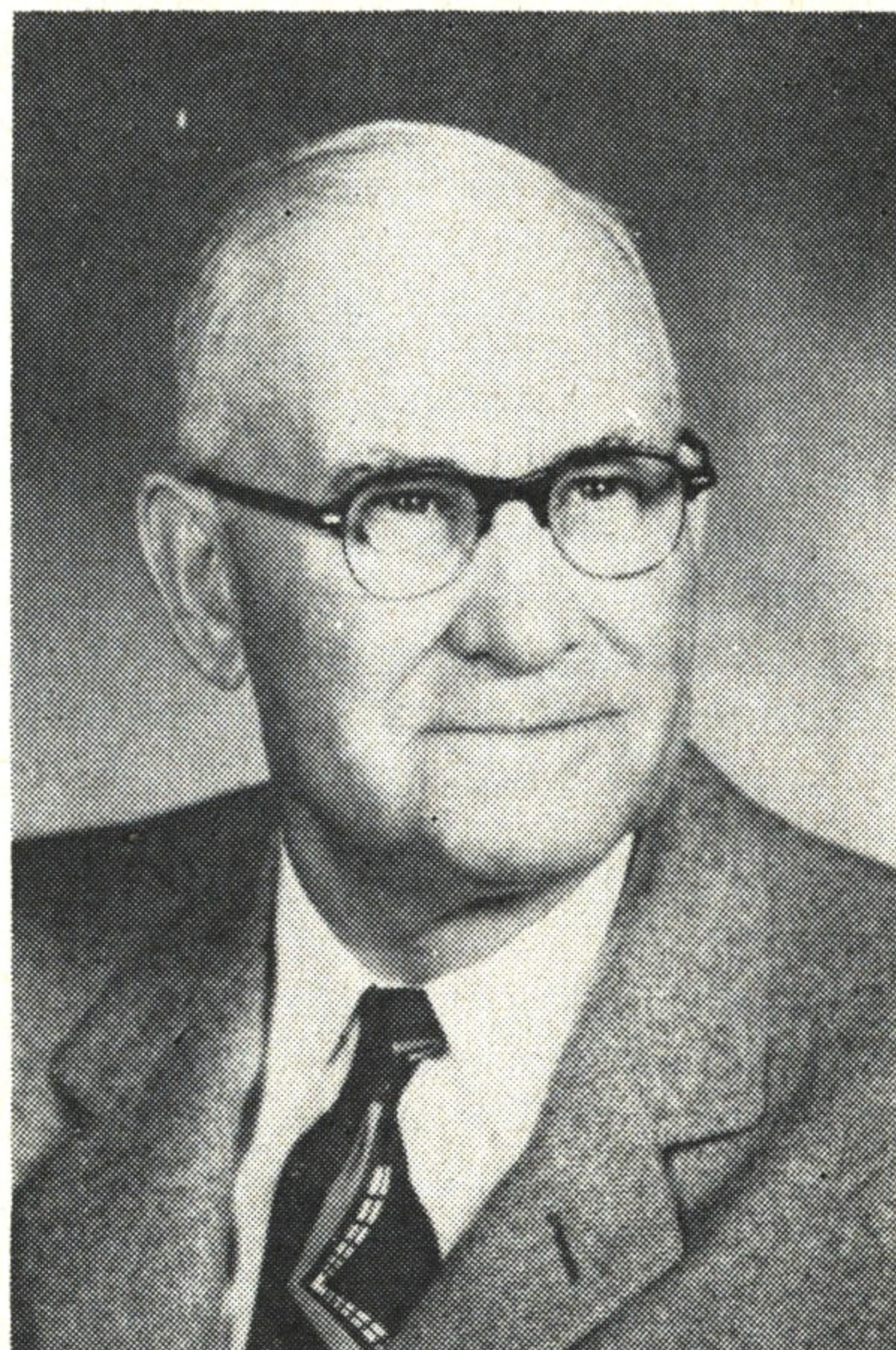
"Well, doctor, was my operation a success?"

The face answered, "Sorry, Colonel, I'm St. Peter."

THE BAILEY - MURPHY - DARBYSHIRE CO.



Col. J. M. Darbyshire



Col. Ray Murphy



Herbert Beins



Emmett H. Bailey



A. A. Veith

Another in a series of success stories of Auctioneers is that of the Bailey-Murphy-Darbyshire Co., of Wilmington, Ohio. Pictured above is the active office force of the company. Col. J. M. Darbyshire, Auctioneer; Col. Ray Murphy, Auctioneer; Mr. Herbert Beins, Cashier; Mr. Emmett H. Bailey, Business Manager, and Mr. A. A. Veith, Clerk. In addition to the active force the Company employs four salesmen operating from Wilmington, Blanchester, Dayton and New Viena as well as Sabina.

Many and varied are the activities of this Company. They specialize in selling real estate at auction, general farm sales, commercial and industrial sales, business liquidations, feed mills and grain elevators. They develop sub-divisions and build houses. They make farm loans and operate farm management for a large clientele.

Space does not permit going into detail the rise of this Company. One can readily realize the time and effort that has been necessary through the years that has placed this Company in its present enviable position.

Auctioneers attending the national convention in Columbus, Ohio, July 16-17 and 18th, will have the privilege of meeting and talking with this fine group of men, whose ideas that have made success for them may well fit your individual situation and be a stepping stone in furthering your success.



Such a scene as pictured above is familiar to every Auctioneer in America. It is a typical Ohio farm sale and would appear just about the same if taken anywhere in the United States.

COMING IN FOURS



Col. C. B. Drake

While we have all been asked to get at least one new member, many of the

members are very much dissatisfied over such a small quota, so much so, that now they are coming in four at a time and sponsored by Col. C. B. Drake, of Decatur, Illinois. Many have sent in two and three at a time, a few have sent in more than six and one member has sent in thirty five (35). Now if you have not as yet sponsored just one new member, doesn't this make you just a wee bit ashamed of yourself? It does me.

"The Auctioneer" welcomes into its family of readers by reason of their affiliation with the National Auctioneers Association, Col. Frank Capista, Lockport, Ill., Col. Ernest Niemeyer, Crown Point, Indiana., Col. Bud Fennema, Lansing, Ill., and Col. Bruce Parkinson, Kankakee, Ill, thanks to Col. Drake.

TAKE ADVANTAGE OF YOUR OPPORTUNITY

By Col. Pop Hess

GREETINGS AGAIN TO ALL WHO READ THIS FINE PUBLICATION "THE AUCTIONEER!" The May issue of this wonderful publication now before me, is one that every auctioneer in the United States should be proud to have had a part in and more so to exhibit it to everyone with whom you come in contact with. In the greatest of sincerity I extend to the Editor Col. John W. Rhodes, and the Managing Editor, Col. B. G. Coats, my congratulations. One thing I am more than proud of is that there is some one in the Managing Editor's office that knows how to edit the copies received, especially the ones submitted by me. You may have noticed in the past the many errors, mis-hits, etc., all due of course to this typewriter of mine which I purchased at an auction sale from an Auctioneer (all the things he said it would do need some investigation), however the Colonel tells me it is not the machine but the fellow that uses it (and he can be right).

One can readily observe what a wonderful improvement has been made during the past three months in "The Auctioneer" and as each issue appears still greater improvement is shown. We now have a National Auctioneer Publication that no Auctioneer dare say is not worthy of our profession. It is not surprising to note requests coming in from all parts of the country to be put on the mailing list. So to Col. Coats, our Managing Editor, the long needed connecting link, has been found.

Within the pages of the June issue we will all no doubt be attracted to the national convention being held in Columbus, Ohio, July 16, 17, 18, and the many features engineered in the interest and advancement of our Association and our profession. I expect to be a gentleman of much leisure the entire week July 13th through the 18th. I most cordially invite every Auctioneer in attendance at this great convention to take the tour through our Radio and Farm Station

WRFD, Peoples Broadcasting Corporation, Worthington, Ohio, just 14 miles from convention headquarters, The Neil House. We will arrange for you to make the tour before and after the convention or during the convention if the President will allow you to steal such precious time. My predictions on this coming convention are, that when the curtain comes down on the night of July 18th, the membership of the National Auctioneers Association and the paid subscriptions to "The Auctioneer" will require additional help in the office of the Secretary and the Managing Editor to keep the records current. Not because the convention is being held in Ohio, however many sour stomachs have been sweetened by breathing OHIO AIR, ALONG WITH OHIO HOSPITALITY and OHIO AUCTIONEERS. You will note within the pages of "The Auctioneer" many new faces, Auctioneers who have been strong in the auctioneering profession, not only from one state but from all over the country makes the National Auctioneers Association more in reality than of all times.

MY FELLOW AUCTIONEERS let's not let the boat pass down the river this year without getting aboard and putting forth our best efforts in making our 1953 convention one of VICTORY in Membership and cooperation. Let's make the convention week one of auction sale vacation week and all head for Columbus, for it is most evident at this writing that many who wait until the last minute to make reservations are going to be disappointed. This convention can and will do so much in the advancement of our cause. It will revive the old auctioneer, put pep in the middle-aged auctioneer and feed the younger auctioneer. What I would have given for such wonderful opportunities when I first entered the auctioneering profession.

The National Auctioneers Association is on the move and by your presence at this national convention you will be attesting to the everlasting efforts of men who have been sacrificing so much in your interest, to bring about an Association and a professional publication which you can point to with pride and honor. Let's all do our part in making this con-

(Continued on Page 67)

Are You Worthy of the Title of "Auctioneer?"

by Col. Art Thompson

I just received a certificate that gives me the privilege of a membership in the Nebraska Livestock Auction Association. That Association includes nearly every auction market in the state.

While I own no part of any one of them, neither am I engaged in selling in any one of them, yet the organization has to do with furthering the efficiency of disposing of worthwhile property at public auction. So I felt it a duty to take a part in it.

The certificate is some twelve by fourteen inches in size. Well gotten up, with a hand and mallet cut, with the year it was issued stamped boldly on the front. Framed it would be an adornment to any office and carry a recommendation to the customers.

I have had a lot to do with surgeons and physicians lately. While I twiddled my thumbs waiting in their offices, I have had occasion to study the various certificates they display showing something of what they have benefited by in associations that keep them in touch with others of their profession. To me, those certificates were a good sales talk in competency and efficiency. Just as we place our lives in the hands of a doctor so do the people place their life savings of material things in the hands of an Auctioneer. Therefore, the faith of the people in the Auctioneer of their choosing should be equivalent to faith they have in their doctor. Would you choose a doctor who was not a member of his local, state or national organization? Of course you wouldn't, because

vention one where the crown can be placed on a job well done. Let's all do our part in making a lasting monument to the future auctioneers of America, an Association that they can be proud to carry on, one in which you can have a great source of satisfaction in the knowledge that you had a part in the building of a better profession, a better Association and a better professional publication. Mark your calendar now fellows, then make your reservations. This convention is a unique opportunity for every auctioneer.

you want the best. You know that your doctor by his affiliation with the organizations of his profession is keeping abreast of the time. He is constantly improving himself so that you his patient may benefit thereby. In this day of specialization it is imperative for any Auctioneer, if he wants to succeed, to constantly strive to improve so that his clients may benefit thereby. It is your duty and your obligation to the public to affiliate yourself with your state and national associations. In the not too distant future you will be asked when called upon to book a sale, if you are a member of your state and national associations. What will your answer be? If your competitor gets the sale, you will then rush to get on the band wagon. Do not deceive yourselves. The public in your community knows what your interest is in furthering your own qualifications and your service to them. The Auctioneer that can produce and is in possession of the certificates attesting to his qualifications need not be asked. The public knows all about him and while he enjoys more and more success, the auctioneer that is satisfied just to call himself an auctioneer becomes a liability unto himself.

I would suggest that the National Auctioneers Association issue a certificate, worthy of framing and display to every paid up member. The year it is issued should be in bold type across the face, so that all may know that the Colonel is not masquerading under a past due payment.

If we could but get one of those certificates in the office or home of every Auctioneer in the land, what it would do for our profession would be super-colossal. Every Auctioneer in America, if he is worthy of the title, could not look at that certificate without a great sense of pride and responsibility. The pride that comes with the knowledge of the growing magnitude of the profession and his individual responsibility in carrying his share of the load with dignity, efficiency and leadership.

Go out of your way to get every Auctioneer known to you to join his state and national association. If he does something to make him a better salesman, a better citizen, a better leader and a better auctioneer, it has helped to raise the standard of our profession.

There is no such thing as a competitor, anything competitive means cooperation. It is a contest of advantage and the greater the contest the faster the wheels of the auction business will turn.

Recall for a moment if you will, the ants, how thousands of them all work together; the bees, in drones of thousands all cooperating for the same purpose; the beavers, greatest dam builders the world has ever known, all working together to back up the water for a refuge and food supply. Why cannot we as Auctioneers work together for our interest just as do the ants, the bees and the beavers. They get things done, so can the Auctioneers.

Just as your doctor closes his office for a week or two to attend the state and national conventions of his profession, you would be benefiting yourself by closing your business to attend your national convention for just three precious days

July 16-17-18, and in so doing you are helping to raise the standards of your profession. You would be encouraging the people of your community to have more confidence in you. If you do not try to improve yourself how can you expect others to help you? So many of the Auctioneers are making great personal sacrifices in the interest of our Association and our profession, that the least any of us can do in appreciation of their time and efforts in our behalf is to sponsor new members. Just remember the more members we have the more cooperation we will have and the more business all will have. Let's all plan now to meet together at our national convention and share the joys and fellowship of each other, the experiences and wisdom of those who have been tried and never found wanting. Bring an Auctioneer guest with you.

IS YOUR RECORD UP-TO-DATE?

Have you moved (or are you planning to soon) . . . married . . . had a new addition in your family . . . any humor or drama happen at any of your sales . . . any unusual pictures . . . ? Help us to keep in touch with you. If you have a new address or a news item, please complete the coupon below. Every time "The Auctioneer" is returned the name thereon is deleted from the mailing list. Since Uncle Sam went up on postal rates, it costs money to trace you to your new address, but it will only cost you a postal card to help us keep our records up to date.

Mail To: "THE AUCTIONEER"

490 Bath Avenue

Long Branch

New Jersey

.....
(Name)

.....
(Street or Route Address)

.....
(City)

.....
(State)

NEWS ITEM:

.....
.....
.....
.....
.....



The Monmouth Race Track, Oceanport, New Jersey, was the scene of a large charity auction sale on April 25th. ... Col. B. G. Coats, of Long Branch is pictured above going over last minute details of the auction with some of the Boy Scouts for whose benefit the sale was held. More than 700 items were auctioned at the day long sale all donated by merchants and included everything from a toy to television sets and refrigerators. The Monmouth Park Jockey Club donated the track as the auction site. A large and enthusiastic crowd with spirited bidding resulted in \$2000 being raised. The money will be used to send Boy Scouts to the National Boy Scout Jamboree in California in July. Four Auctioneers alternated in selling, Col. Watson VanSciver, Col. Charles Woolley, Col. Joseph A. Guzzi and Col. B. G. Coats, all members of the N.A.A. and of the New Jersey Association of Auctioneers.



Do you know who the Auctioneer is pictured above at the plow? You have heard a lot about him. If you do not know, take another good look and when at the convention try and spot him among the hundreds of other Auctioneers. Please do not write "The Auctioneer" as to who he is, as only those present at the convention will learn of his identity.

WHERE BUYERS MEET SELLERS

Buyers meet sellers and everyone profits when the annual Clinton County, Ohio Used Farm Machinery Sale is held.

The 11th of these annual events was held Mar. 31 and April 1 at the Farm Bureau site east of Wilmington and it was the third largest that has been held, both in number of pieces and amount of money, indicating that interest in this community event is not lagging.

In the 11 years that this sale has been held, 8,864 pieces of used farm machinery have been sold for \$293,756.15. Each year men running the sale think that all of the used farm ma-

chinery has been moved off Clinton county farms, but when spring rolls around there is a demand for the auction again and another 800 to 1,000 pieces of used equipment are brought in for sale.

* * *

ALTHOUGH Clinton county has gone almost completely to mechanized farming, each year a few more farmers get out the remaining horse-drawn machinery that they have on their farms and take it to the Used Farm Machinery Auction. There also is considerable tractor equipment in these sales now, while the first ones were almost entirely made up of horse-drawn equipment.

The first sale back in the spring of 1943 at the fairgrounds was designed to get some of this horse-drawn equipment off the local farms and into the hands of persons who could use it. That was during World War II when farm machinery was scarce and the first auction was called the Victory Auction Sale. The early sales also included some horses and there was considerable harness and small tools. Later these were excluded from the sales.

Some Clinton county farmers use these annual auctions to pick up needed pieces of equipment, but more than ever before went to used machinery dealers south of here this year. Southern Ohio and Northern Kentucky dealers always have been big purchasers here and this year more dealers from West Virginia and Tennessee also were attracted.

A couple of dealers from outside the county were heard talking before the start of the sale here this year. One man remarked that he had never lost money on anything he had bought at the used machinery sales here. Generally these men can buy pieces of machinery for \$25 or \$30, take it home and fix up a little and maybe paint it and sell it for \$75 to \$80. The money the local farmers get for the unusable equipment makes them happy, the dealers are happy with their profit and the farmers south of here get a usable piece of machinery.

THE SALE also is a good thing for Clinton County Farm Implement Dealers who help sponsor the sale each year, as it helps get a lot of used farm machinery out of this county and into the hands of people who can use it and still they don't have to take it in trade for new machinery here.

Also benefiting from the sale are the 4-H club members of this county. For the past two years the \$300 that has been left after the costs of the sale are paid, has been turned over to the 4-H boys and girls. Again this year, the money left after expenses are paid from the five per cent fee charged the consignor for putting machinery in the sale will go to the 4-H clubs.

Many long hours are spent in planning and conducting the sale by the various participating agencies each

year and enough money is taken from the fee to pay for a trip to a Cincinnati Reds baseball game and a supper for those who assist in the sale.

THE SALE hit its peak in money in 1948 when 1,032 pieces of machinery sold for \$47,283.65, while the largest number of pieces was in 1949 when 1,060 pieces sold for \$41,102. This last sale of 1,003 pieces for \$36,636.90 was the third largest in both money and number of pieces.

While not all of the pieces of used machinery have been moved as yet from this sale and the settlement completed, it is a pretty safe bet that when spring comes around in 1954 there will be another used farm machinery sale in Wilmington. It has become a tradition in Clinton county farming.

Following is a resume of the sale by years

1943	304	\$ 6,770.00
1944	700	10,391.15
1945	830	11,762.00
1946	750	13,856.00
1947	830	30,156.50
1948	1,032	47,283.65
1949	1,060	41,102.00
1950	805	30,449.50
1951	947	30,230.00
1952	883	34,718.45
1953	1,003	36,636.90

YOU PINCH THIS MAN

There's a man at the Jewelry Auction Market of America on New York's famous Bowery who gets pinched for a living.

Bidders at the market (which deals in unredeemed pawn pledges ranging from diamonds to old saxophones) make their bids by pinching or tapping Frank Mellet, the auctioneer.

Reason: customers, mostly second hand dealers, don't want competitors to know what they're trying to buy. So Mellet must distinguish between pinches without tipping the others off.

Mellet chants the price, raising it until the pinching stops. Item goes to the last pincher.

ILLINOIS STATE AUCTIONEERS ASSOCIATION

Takes this opportunity of extending to Every Auctioneer in The State of Illinois, an Invitation to Affiliate with their State Association and join with others in the Protection and Advancement of their Profession.

Auction Sales in the United States do a Two (2) Billion Dollar Annual Business. Hundreds of Auctioneers, through the National Auctioneers Association and their respective State Associations are fighting for full recognition of their profession and protection of their rights and interests.

You cannot afford to jeopardize your business by remaining aloof to the many licenses, ordinances, restrictions, etc., detrimental to your own interests. A two (2) Billion Dollar Annual Business is worth protecting and so is Your Profession.

Application for Membership in the Illinois State Auctioneers Association can be obtained by writing to the Secretary, Colonel Tom Sapp, 3503 Clear Lake Avenue, Springfield, Illinois.

JOIN — SERVE — COOPERATE

MEET THE MAYOR



Col. Gordon A. Drury

In the April issue of "The Auctioneer" we promised to publish a picture of the Mayor of Wheatland, Wyoming, so that you could see what a good looking Auctioneer-Mayor looked like from Wyoming.

Col. Drury joined the N. A. A., in April this year, after having been invited to do so by Col. C. G. Williams, of Sheridan, Wyoming. He has often wondered why there never was an Auctioneers Association and like hundreds of other Auctioneers was unaware of the National Auctioneers Association, until he was told about it. Now he is very much enthused and wants to do his bit to make a bigger and better Association and a profession recognized by all. In this issue "From The Mails" you will read a very interesting letter from the Mayor.

Thanks for your expression of cooperation Colonel, and instead of thinking about the next election, the members of the N. A. A. will be expecting to hear more from Wyoming.

NEW YORK CITY GALLERIES BUSY

An Innes landscape and works by Rubens, Cuyp, Terborch, Maes and Hobbema sold at auction at the Parke-Bernet Galleries, Inc., 980 Madison Ave.

These paintings and a number of drawings are from the collection of the late William Berg of Portland, Ore. Most of them came to him from his father, Nicholas Berg, and once were in the elder Mr. Berg's home at Frankfort-am-Main, Germany.

The Innes painting, an oil, is dated 1890 and pictures a man in a white jacket and yellow hat looking toward a group of trees. Beyond is a deep valley with a river and hilly country on the far bank. Rubens is represented both by one of a series of works he painted to illustrate the life of Achilles and by a pen and wash drawing of his wife visiting the Antwerp vegetable market.

The third and final part of the John B. Statson collection of books, most of them on the Western Hemisphere, will be sold at auction at Parke-Barnet's.

Among the rarer items are a first edition of the first book with a biography of Columbus; an early history of New Granada, now Colombia; the very rare first edition of Herrera's history of the Spaniards in America, published in Madrid in 1601-15; the first Italian edition of the Spanish voyages around the world, of which no copy is believed to have been offered at public auction in this country before, and the first edition of Sahagun's rare treatise on the ancient Mexicans.

French provincial furniture and decorations will be sold at auction at the same galleries.

The Kende Galleries, 119 W. 57th St., will sell at auction a collection of furniture and decorations, the property of Gordon Mendelssohn, of New York, and others. Included are a group of bronzes by Malvina Hoffman and Hunt Diederich and a statuette of the favorite slave in the ballet "Scheherazade," posed by Yurek Shabelevsky, of the Ballet Russe de Basle. Other items in-

(Continued on Page 34)

N. Y. C. GALLERIES BUSY

(Continued from Page 31)

clude examples of Royal Copenhagen figurines, miniature paintings and Oriental carvings of wood and ivory.

The Plaza Art Galleries, Inc., of 9 E. 59th St., sell at auction a collection of modern French paintings and lithographs and a collection of African masks and sculpture. Among the artists represented are Toulouse-Lautrec, Bonnard, Braque, Dufy, Maillol, Matisse, Picasso, Renoir, Roualt, and Chagall. The African material is from the collection of Emilion Perrier of Monte Carlo.

A collection of furniture, decorations and antique watches will be sold at auction at the Plaza galleries. Silver, porcelain and glass will be included in this sale.

A sale of art objects, French and English furniture and decorations from the collections of the late Mrs. Theodore A. Havemeyer and others brought \$43,220 at the Parke-Bernet Galleries.

An auction of cup plates, oil paintings foreign costumes and furniture from the collections of Mrs. Mary Myers Parker and others brought \$36,661 at O'Reilly's Plaza Art Galleries.

Wait A Minute . . .

Don't blame "The Auctioneer" if your request for copies of the May issue was not acknowledged. Those who submitted their requests prior to the 15th of May were not disappointed.

Sure, we always have a few extra copies printed but they are grabbed up immediately, being sent to new members who joined in the current month.

We know that many will want extra copies of the July and September issues, but unless you get your order in before the 15th of each month, check or money order payable to "The Auctioneer" must accompany all requests for additional copies, chances are that you too will be disappointed.

INDUSTRIAL SALES CONTINUE STRONG

Col. Lester R. Winternitz

A survey of Auctioneers who have handled industrial machinery and equipment during the period from January through March 1953, would seem to indicate that sales are being very well attended, and that prices are maintaining themselves on a level equal to that of the last quarter of 1952. This survey is based upon reports from the west, midwest and the east.

The Samuel L. Winternitz Company of Chicago, one of the largest, if not the largest, industrial operators in the country, with offices in Detroit and Indianapolis, have conducted sales during the first quarter which grossed over \$2,000,000. They include such sales as the Hastings Products Company, in Chicago, The Armond Ventilating Company of Detroit, The Quality Hardware Manufacturing Company in Chicago, and The Automatic Die Products Company of Maple Heights, Ohio. Attendance at all of these sales was very large and the prices strong, with tool room equipment such as milling machines, jig borers, lathes, shapers and grinders of the late model varieties in great demand, and in most instances bringing the top prices. Heavy punch presses, die presses, and production punch presses realized more in February than they had been bringing during the previous eighteen months. The increased interest in this type of equipment is attributed to the lifting of government restrictions on steel allotments.

The Winternitz Company has scheduled seventeen sales of heavy industrial machinery, tool room equipment and press equipment for a three month period in various locations throughout the country. It is anticipated that the gross receipts from these sales will be in the neighborhood of \$8,000,000.

"The Auctioneer" will publish a full report of these sales, as in so doing we believe such to be an excellent barometer as to prevailing auction conditions and prices throughout the country

GET A MEMBER

"THE NEIL HOUSE"

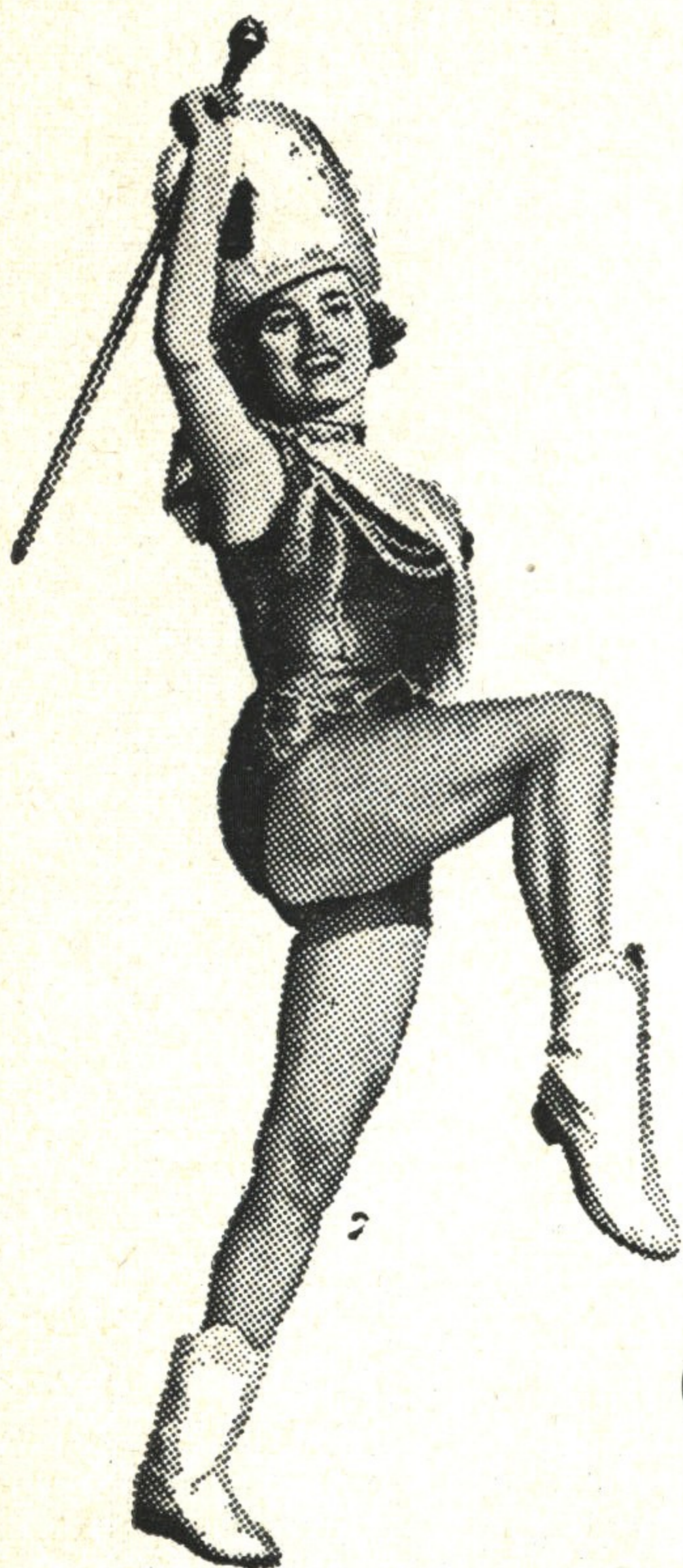


COLUMBUS - - OHIO

CONVENTION HEADQUARTERS

JULY 16-17-18. REGISTRATIONS JULY 16th

‘ ‘ E V E R Y M E M B E R —



NATIONAL C

COLUMBUS - JULY

"THE NEIL HOUSE" "CO

REGISTRATIONS - JULY 1

THREE DAYS

CONSTRUCTIVE - INSPIRING - EDUCATI

All ENGINEERED for your

Come Early and Greet The Auctione

From All the S

Convention Program in July Issue. Wa

Write, Wire or Telephone

"The Neil House"

G E T A M E M B E R , ,

CONVENTION

16, 17, 18 - OHIO

CONVENTION HEADQUARTERS"

6th, MEZZANINE LOUNGE

and NIGHTS of
ONAL and ENTERTAINING FEATURES
PLEASURE and PROFIT



ers and Their Wives as They Arrive

tates and Canada

atch for it. Everything but a dull moment.

your Reservations Now To

- - Columbus - Ohio

WESTERN LIVESTOCK AUCTIONS

Gross sales of some 460 Western livestock auctions approximated a billion dollars in 1951. Auctions have captured an increasing proportion of total marketings in the West and have grown at a more rapid rate than in other sections. Data gathered in a recent study show that some of the largest auctions in the United States are located in the West.

The period of most rapid growth, 1940 to 1950, was one of expanding business activity, high livestock prices and general prosperity throughout the region.

The rapid growth of livestock auctions coincided with basic changes in other phases of livestock processing and marketing. Noteworthy were the development of small-to-medium size packing plants near the supply areas, improved highways and the use of refrigerated trucks for the movement of fresh meat to consuming markets. Important also has been the relatively greater availability of packing plant labor in the farming centers than in the terminal market cities.

Texas and California have the larger number of auctions; New Mexico, Arizona and Nevada the fewer. The heaviest concentrations are found in the San Joaquin valley of California and in sections of central Texas. The Millamette and Klamath valleys of Oregon, the Upper and Lower Snake River valleys of Idaho and Oregon and the South Platte valley in northeastern Colorado are other important areas. In each of these areas diversified farming operations predominate.

Annual 1949 sales at 6 of the largest Western auctions exceeded those of 7 of the 14 so-called large Western terminal markets.

The auction markets have become major assembling markets for the small-to-medium size livestock producer, and they supply markets and dispersion points for all types of livestock buyers.

Factors in Growth

The rapid growth of the auction is explained on the basis of several inter-related economic forces. About 70% of

all farms reporting cattle in the West are small, having from 1 to 15 head of cattle to market each year. Satisfactory local markets, therefore, have been a basic economic need for these small producers for a long time.

Improvements in transportation facilities have removed many limitations previously placed on the producer in the marketing of his livestock. Trucks now make it possible to reduce the minimum size of shipments, cut time in transit and provide a flexible service to the producer, available to him any hour of the day or night.

The use of refrigeration in processing and distributing has made it possible to ship meat to distant markets. This has tended to increase the slaughter of livestock nearer the farms and ranches where produced. Other stimulants to the growth of auctions include improvements in the collection and dissemination of market information, which enable buyers and sellers at country points to keep in closer touch with livestock market conditions. Auctions also provide facilities by which producers can see livestock sold, compared to the "private treaty" system as it prevails at terminal markets.

Wartime shortages of gas and tires and price regulations favored local selling. And, we must not forget, business and community leaders sought ways to expand home markets.

Meet Interests, Needs

The largest auctions (13% of the total number) handled over 50% of all livestock sold. The smaller auctions, in terms of number of animals sold, are located in the Pacific Coast area, while the larger auctions are found in the range livestock area of the northern, central and southern Great Plains. In general, auctions are located near producers, small packers and feeders, in contrast to terminal markets, which are established near large cities.

Management is an extremely important element in determining the success or failure of a particular auction. The personality and ability of the manager

bear directly upon the attitude of buyers and sellers toward an auction market. Management that cannot instill confidence and enthusiasm in its patrons generally does not go far.

Farmers, ranchers and feeders consign the majority of livestock sold at auctions in the Western region, and they are also the principal buyers. Dealers and order buyers were active at all auctions, and they buy about a third of all cattle sold. Packers buy about a fourth of all cattle sold at auctions.

Livestock auctions in the West serve as a market for slaughter livestock as well as for stockers and feeders. Cattle and calves account for 90% of all gross receipts, hogs 6% and sheep 4%. On the average, auctions hold about one sale per week. Most livestock are sold on a price-per-pound basis, with the bulk of livestock grouped in relatively small lots. Size of lots varies within the region. The average size of lots in the Intermountain area is substantially larger than that found in either the Southwest or Pacific Coast areas.

Auction sales in the West are well attended; the attendance ranges from less than 10 to as many as 2,500 at a single sale. Attendance at sales, however, bears little relationship to the volume of business handled. In many respects a small local auction plays the role of an afternoon social for many rural people. Friends are met, acquaintances renewed, methods of farming discussed and individual agreements made.

The livestock moving into auctions generally originate within a 50-mile radius. Practically all receipts arrived by truck. Receipts at large auctions came from greater distances than those at the smaller markets, reflecting the fact that auctions were assembly points for relatively small-scale producers.

Auction marketing of livestock as now conducted in the West performs useful services in concentration, selling and disbursement of livestock to ultimate users. Such functions contribute to increased marketing efficiency. This is done in several ways:

Auctions facilitate the local exchange of stocker, feeder and breeding animals between farmers and ranchers, and ex-

S-T-O-P!

**Have You Sent In
Your Order For
Extra Copies of the
July and September
issues of
"THE AUCTIONEER"**

Extra copies of all issues must reach us not later than the 15th of the month preceeding issue of the first.

SEND TO

**"The Auctioneer"
490 Bath Avenue
Long Branch, New Jersey**

pedite feeding operations of small operators.

Auctions provide a year-round supply fo slaughter livestock for an expanding number of local packers, butchers and locker plant operators.

They offer an educational media whereby producers can compare their own livestock with that of their neighbors. Thus producers learn more about true values of livestock and what is demanded by the market.

And auctions frequently provide the means whereby animals are moved from local deficit to local surplus feed areas. Therefore, livestock and feed resources are combined more effectively, resulting in greater total output.

The future of the auction method of selling will depend upon the kind and amount of services rendered compared to services at other markets.

YOUR HELP IS IMPORTANT

By Col. Donald E. Hoffman
Col. O. J. (Jim) Mader

Our idea for writing certainly cannot be original at this late date but we are quite concerned about our government's way of disposing of its surplus property. We feel as Auctioneers, with up to date sales service and selling methods, we can get a much higher dollar for the government and in the same stroke help ourselves and also begin to relieve some of the discredit that has been heaped upon the government by the secretive manner in which they have been selling surplus property. We use the term "s e c r e t i v e" because we feel it is sometimes even underhanded when three small typewritten bid announcements are placed in three out of the way post offices, with the thought that they will be read by a large majority of the prospective buyers for property to be disposed of by the present sealed bid method of selling.

We believe with the change in administration it would be an ideal time for we members of the National Auctioneers Association to combine our efforts and with the able assistance we know that you and your directors can give us we can impress our government leaders with the Auction method of selling. We can prove to them that selling by Auction is the only fair and satisfactory way of disposing of such property as they so often have available as surplus. We will try to give you a little insight as to how this problem recently came to our attention. We discovered that the Bureau of Reclamation in our area was about to open bids for the sale of their property used in connection with a proposed dam. We immediately made inquiry of some Bureau of Reclamation men we happened to meet who were stopping in our city for lunch. In a kindly way we asked for information about the property and whether there might be a chance to dispose of it at Public Auction. One of the men hearing a part of the conversation, who seemed to have the most authority, stepped up and in a very impolite and rough man-

ner said "If the government had even an extra fountain pen for sale they would sell it by sealed bids, and that's the law."

We were hardly satisfied with this answer to our inquiry so we had an opportunity to talk with Mr. J. Elmer Brock, who's home is at Buffalo and who is the chairman of the Wyoming Natural Resources Board. Mr. Brock was very gracious and wrote Washington about this for us. He received a very interesting and informative letter from one of our Wyoming Senators who explained as best he could in a limited way what the present situation is. The following is quite helpful and is quoted from his letter, "It is possible to dispose of surplus property by public auction under Public Law 152 but the General Services Administration, (GSA), has the disposal of all property under its jurisdiction, unless GSA designates the holding agency, - and sometimes this is handled by public auction. However, the Bureau has two reasons for not handling it by public auctioneer as a usual thing. (1) Sealed bids give the prospective buyers more time to arrange for financing. (2) Auctioneers usually operate on a commission basis, and the Bureau finds it difficult to find one who will operate on a straight fee which, for obvious reasons, is best from the Bureau's standpoint." We end the quote. We feel that both of these reasons are very feeble and without logic. In fact many Courts feel that the Auction way of selling is the only real satisfactory way of selling. We point to this because when an estate is to be closed by selling, the Courts have many times indicated that when the heirs choose to sell at Public Auction the price arrived at by appraisers has no bearing on the selling price. This must mean that they regard the Auction method as positive and above reproach. We believe that NOW is the time to get this selling method across to our Government. We are writing Washington for a copy of Public Law 152 so that we may be

better informed. We should like to have your assistance and that of our National Association to try to impress our Government that there is no better way of selling than the Auction Way to get the high dollar and give everyone the same right and opportunity to buy.

Auction Packs 'Em In At Rural Sales Barn

Those fellows certainly have a circus — and we don't mean Ringling Brothers and Barnum & Bailey.

What we do mean are the energetic, bugle-voiced gentlemen who operate the sal barns that dot northern Illinois.

There is one on the eastern edge of Dakota. By noon on sale day (once a week) the grounds around the big Quonset that house the sale are packed with trucks and autos, and the overflow is parked for half a mile.

Sell Anything

Hundreds of farmers and a handful of livestock dealers make up the crowd. The event gets under way in the open air, where household goods, used tires and all manner of stuff and things are offered. For, though its main business is selling livestock, the sale barn also will put on the block positively anything you want to sell.

An aged Chevrolet, clad in a relatively new coat of periwinkle-blue paint, goes for \$52.50 after auctioneer Al Hoferen of Dakota tries to get \$55 for it.

"Heck," he says, "the tires alone are worth that!"

Shouts of "Let's go! Let's go!" rise from the sides and the crowd troops into the Quonset for the main event.

Sit in Bleachers

They take seats on bleachers surrounding a high-fenced pen. Auctioneer and clerk preside on a whitewashed platform. In the pen, armed with light, long whips, stand manager Harry Shrader of Dakota and auctioneer Al Van Loh of Freeport.

The noise is terrific and the pace is furious. Behind the scenes, cattle bawl, hogs give out with staccato grunts, and sheep bleat with elequent indignation.

A gate opens with a bang. A calf is

propelled into the ring. Hoferen begins his chant — using a public address system.

Then men in the pen keep the calf turning around so that everybody can see all of it. Bang! The bids are completed. The calf is chased out of the exit gate; another one is shoved into the pen in the same instant.

Sales Move Swiftly

Twenty seconds, 40 seconds, or 50 seconds: That's all each sale takes. The bids go up by \$1 at first; then by 50 cents, then by 25 cents, then stop.

The calves are all gone. Hoferen quits the platform, trades places with Van Loh. The sale goes on, with cows, bulls, horses, swine and sheep, a welter of clamor and motion. Sometimes the chant and the bidding get so fast they get tangled. Von Loh stops and straightens things out, then resumes his chant as fast as he can pelt.

Shrader, down in the pen, whirls ceaselessly, spotting bidders in the crowd. "Yep! Yep! Yep!" he hollers when he sees one. If there's a moment's silence he hammers on the wall with the butt of his whip to liven things up.

For five hours, without a letup, this goes on. The last animal is sold. The crowd descends from the bleachers. Truck and auto starters grind outside the Quonset. Over the din, Van Lohn says his final say:

"We'll be here next Tuesday — if we all live — at 12 o'clock, ready to go."

IN MEMORIAM

Col. Russell Burkhardt
Indianapolis, Indiana.

Col. J. Albert Ferguson
Grand Forks, North Dakota

Col. Roy Hiatt
Portland, Indiana

Col. Bert O. Vogeler
Franklin Grove, Illinois

Col. N. W. Peterson
Cokato, Minnesota

Col. Vorris Craig
Salem, Missouri

Col. Bob Kirkbride
Alva, Oklahoma

Col. F. G. Morse
St. Louis, Missouri

PICKED AT RANDOM

VIRGINIA

"The Auctioneer" occupies the spot of honor on my table and is referred to many times. W. N.

INDIANA

In my opinion "The Auctioneer" is worth many, many dollars more than the yearly dues in the N. A. A. It is a guiding light for every Auctioneer. A. E. H.

IOWA

I have been receiving "The Auctioneer" for the past two years and now feel that it is a must with me, but I am ashamed that my knowledge will not permit me to contribute as so many are doing.

ILLINOIS

I have put many ideas to work that I received through "The Auctioneer." Wish that there was some way that every Auctioneer in the U. S. could receive it every month. D. C.

KENTUCKY

I want to take this opportunity to tell you that "The Auctioneer" should be in the hands of every Auctioneer and our profession would make more rapid progress and the N. A. A. would be as strong as the Rock of Gibraltar. C. J. G.

OHIO

Enjoy "The Auctioneer" very much, so much so, that I would not be without it, and when it is late in arriving I sure do watch that mail. H. R. M.

TEXAS

You undoubtedly have the best Auctioneer publication that was ever published and I am mighty glad to show it to my friends, my neighbors and those whom I sell for. H. W.

CALIFORNIA

I am sending you herewith two subscriptions for "The Auctioneer" and while they are not Auctioneers, I want them to know what the N. A. A. is doing. C. S. D.

NEW YORK

A word of appreciation for "The Auctioneer" that reaches me every month. I wouldn't be an Auctioneer without it. Wm. B. H.

OREGON

"The Auctioneer" has been of the greatest possible value to me. I hope other Auctioneers feel the same. You may be sure that each number is read and reread before it is placed in my files and even then I often refer to them. W. D. S. Jr.

TENNESSEE

I would like you to know that I consider "The Auctioneer" of wonderful service to me. It is the most popular magazine in our household and we all study it with a great deal of interest. Auctioneers should be most thankful that there is a National Auctioneers Association. E. P. G.

NEW MEXICO

I joined the National Auctioneers Association about six months ago and regret that I did not join long ago. I can't say enough for "The Auctioneer." Every month it surpasses my expectations in all respects. I take off my hat and salute the officers and directors of the N. A. A., and all those that make "The Auctioneer" possible. E. J. W.

WYOMING

Every month "The Auctioneer" gets better and better and I want you to know that I have put into practice many of the ideas obtained through it, and all of those that I have used has made for much improvement in my auctioneering and my auction business. A. D. T.

VERMONT

It seems like "The Auctioneer" is making great progress in its circulation with the Auctioneers and is a publication that is unique in that there is no other magazine published in the U.S. wholly for the benefit of Auctioneers. It is a first with me and I am proud to display it at all times. D. H.

KANSAS

Would like to express the real pleasure I have enjoyed from reading "The Auctioneer." Beyond any shadow of a doubt I feel that I am a better Auctioneer from being a member of the N. A. A., and being privileged to re-

ceive "The Auctioneer" every month.
C. W. A.

NORTH DAKOTA

Please renew my membership. I have sure missed getting "The Auctioneer" and all through my own stupidity.

E. F. S.

MICHIGAN

As far as I can see, "The Auctioneer" is worth as much as a college education, and more, to any Auctioneer who will digest its contents. Let me say that I am glad that I learned of the National Auctioneers Association.

P. A. M.

FLORIDA

I think that you are providing a wonderful service to all the Auctioneers. I feel as though I get a lot out of reading it. It is something that every Auctioneer should have before him every month. If I ever miss getting a copy you will hear about it. E. E. S.

PENNSYLVANIA

I am completely sold on the N. A. A., and "The Auctioneer" and want to take this opportunity to compliment everyone for making it possible for Auctioneers like myself to benefit through the experience of others.

R. K. D.

ARKANSAS

I have the greatest regard for the N. A. A., and through such a fine organization comes "The Auctioneer" every month so that we may all benefit. Somebody is doing a lot of work for our profession and I for one wish to express my sincere appreciation.

M. M. T.

Webster says, To play the colonel; to rove about as knight-errant, When he forsook the peaceful dwelling,
And out he went a-coloneling."

Yes, ye Knights of the Hammer, you have to "forsook or forsake the peaceful dwelling" to pursue your calling. How's Business, Colonel?

The best way to keep your mouth from turning down at the corners is to keep it free from comments on other people's faults.

Don't sit around and wait for an opening. Jonah did that and got into a hole.

The Ladies Auxiliary

by June Holford

Next month (July) as we all know is convention month for all the Auctioneers, their wives, sweethearts, sons and daughters. Regardless of the connection my message is a most cordial invitation to all the Ladies to come to Columbus, Ohio, July 16, 17 & 18th, and enjoy the many pleasures and benefits that have been arranged for by the convention committee. If you have never attended a national convention, make sure you are present at this one and you will never want to miss another one.

The Columbus Convention Bureau has something of a surprise for us and the convention committee, the President and his corp of Officers are all cooperating to make this the largest, most inspiring and educational convention in the history of the Association.

The cooperation of the Ladies will be very much appreciated if they will write me for tickets and reservations as some of the features make it necessary to report in advance the number that will be present so that the necessary arrangements for your convenience and comfort can be made in advance. Example: Station WTVN has invited us to a one hour show (12:15 P.M. to 1:15 P.M.) and a tour of "Behind The Scenes" of their studios. Refreshment will be served all free to the Ladies, but they must know in advance as to how many to prepare for. It is requested that you please send in your reservations to me not later than July 1st, as soon thereafter Col. Holford and I will be on our way to Columbus the long way around and your letters might not reach me in time.

This year the Auxiliary has a slate of seven elected offices. Make sure that you get a copy of the program when you register in the Mezzanine Lounge and check the schedule for business meetings, etc. It is with the greatest of pleasure to read so many letters in "The Auctioneer" all expressing their plans to be present at the convention this year. At this early date many hotel reservations have been made and from all reports the Neil House will require

POINTS OF INTEREST IN METROPOLITAN COLUMBUS

STATE CAPITOL, housing the offices of the Governor and other elective state officials and the chambers of the General Assembly, is situated in a 10-acre park, bounded by High, Broad, Third, and State Streets.

CIVIC CENTER group, on Scioto River front, Town St., to Long St., includes the LeVeque-Lincoln Tower, City Hall, Departments of State Building, Central High School, Central Police Station, and the Federal Building. Soon to be added—a Health Center and a Memorial Hall.

LEVEQUE-LINCOLN TOWER, 50 W. Broad St., at Front St., is the city's tallest skyscraper, rising 555.5 feet above street level. Observation floor.

CITY HALL, housing the offices of the mayor and other city officials, occupies, with its park, an entire city block bounded by W. Broad St., Riverside Drive, W. Gay St., and N. Front St.

DEPARTMENTS OF STATE BUILDING, housing many state departments and the Ohio State Library, is situated on S. Front St., at the foot of State St., with a landscape park extending on the north to Broad St. and on the south to Town St.

CENTRAL HIGH SCHOOL, one of the city's six public high schools, faces Washington Boulevard on the west bank of the Scioto River, and its campus and athletic field extend from Broad St. to Town St.

CENTRAL POLICE STATION, housing police headquarters and the city prison, is on W. Gay St., at Marconi Boulevard.

FEDERAL BUILDING, housing the city's main postoffice, federal offices, and the U. S. Weather Bureau, is at 85 Marconi Boulevard.

OHIO STATE PENITENTIARY, W. Spring St., between West St. and Dennison Ave., is the state's principal penal institution.

FORT HAYES, Cleveland Ave. and Buckingham St., is headquarters of the Ohio Military District.

FRANKLIN COUNTY MEMORIAL HALL, memorial to the county's soldiers and sailors, is at 280 E. Broad St.

COLUMBUS PUBLIC LIBRARY, Grant Ave., at State St. has branches in each section of the city.

OTHER STATE INSTITUTIONS are at these locations: Ohio State School for the Deaf, Town St., at Washington Ave.; Ohio State School for the Blind, Parsons Ave. at Main St.; Columbus State School, W. Broad St., west of Central Ave.; Columbus State Hospital (for the insane), W. Broad St., at Lechner Ave.

G E T A M E M B E R , ,

OHIO STATE UNIVERSITY, main entrance on N. High St., at 15th Ave., is one of the country's largest universities.

OHIO STADIUM, Ohio State University's huge athletic plant, is on the University campus, west of Neil Ave., and south of Woodruff Ave.

OHIO STATE UNIVERSITY LIBRARY is on the University campus, facing Neil Ave.

OHIO STATE UNIVERSITY MEDICAL CENTER, one of the nation's most modern structures, on the University campus.

OHIO STATE FAIRGROUNDS, E. 11th Ave., east of the Big Four R.R., houses the Ohio State Fair, one of the country's largest and best.

GOVERNOR'S MANSION, home of Ohio's Governor and his family, is at 1234 E. Broad Street.

RED BIRD STADIUM, home of the Columbus Baseball Club of the American Association, is on W. Mound St., at Glenwood Ave.

CAMP CHASE CONFEDERATE CEMETERY, where 2,260 Confederate soldiers are buried, is on Sullivant Ave., between Powell Ave. and Binns Boulevard.

FRANKLIN PARK, city's largest park, is on E. Broad St., at Franklin Park West.

LIBRARY AND MUSEUM OF OHIO STATE ARCHEAOLOGICAL AND HISTORICAL SOCIETY is situated at the main entrance to the Ohio State University campus, N. High St. and 15th Ave.

BATTELLE MEMORIAL INSTITUTE (research laboratory) is at 505 King Ave.

COLUMBUS GALLERY OF FINE ARTS, the community's chief art center, is at 480 E. Broad Street.

PORT COLUMBUS (municipal airport), E. Fifth Ave., just east of the city. Location also of Naval Air Station.

CAPITAL UNIVERSITY, E. Main St., at College Ave., in Bexley.

GRIGGS DAM, six miles north on Riverside Drive.

RIVERSIDE PARK, north from Griggs Dam.

COLUMBUS MUNICIPAL ZOO, 16 miles north on Riverside Drive.

O'SHAUGHNESSY DAM, at the Zoo.

LOCKBOURNE AIR BASE, 16 miles south of city.

COLUMBUS GENERAL DEPOT, U. S. Army, N. James Rd., just east of the city, is one of the largest storage depots in the world.

OTTERBEIN COLLEGE, Westerville, Ohio.

NAVAL RESERVE AND MARINE RESERVE TRAINING STATION, 240 N. Sandusky St. at Junction of Olentangy and Scioto Rivers.

S. O. S.

S. O. S.

S. O. S.

We continue to receive requests from all parts of the country for the May issue of "The Auctioneer." Our supply of this number is entirely exhausted. We will greatly appreciate receiving copies of this number from any of our readers.

KNOW YOUR OFFICERS

One of the features of "The Auctioneer" during the past three months has been to bring to the attention of all Auctioneers the officers and directors of the many state Associations of Auctioneers. This feature will be continued until all of the state Associations have been reported. The Secretaries of state associations that have not sent in the information of their respective states are requested to do so. It is surprising the number of Auctioneers in the states that have no knowledge of an Association in their state, and as a result of this feature, many Auctioneers

have joined their state Association. Therefore, "The Auctioneer" is elated over the results and will continue to extend every cooperation to each and every state Association.

This month we bring you the state of Illinois, one of the first states to organize an Auctioneers Association, the Illinois State Auctioneers Association. Col. C. W. (Pete) Slater, President. Col. Cole Shelton, Vice President. Col. Tom Sapp, Secretary & Treasurer. Directors are: Col. Walter Holford, Edwardsville, Col. Ray Hudson, Morisonville, Col. Carman Potter, Jacksonville, Col. V. C. Van Tassell, Robinson, Col. Jack Gordon, Chicago, Col. Alvin Van Loh, Freeport, Col. Lowell Buck, Avon, Col. A. C. Dunning, Elgin, Col. John Carr, Macon, Col. Virgin Scarbrough, Quincy.

IN APPRECIATION

If the National Auctioneers Association had any doubts at all about the need for a publication such as this and the wisdom of producing it, they have been dispelled by the deluge of comments—100 per cent favorable—that descended on the office of "The Auctioneer" from all over the country following distribution of the May issue.

Encouraged and inspired by the reception accorded this new effort to help the Auctioneers, the Association will endeavor to make each issue better than the others. We know beyond question that the members of the N.A.A. are eager to learn, anxious to raise the ethical and professional standards of their profession. We ask your continued support and cooperation; we ask your help too in achieving the highest possible status in public esteem.

Committee on Publication:

Col. Guy L. Pettit
Col. Jack Gordon
Col. B. G. Coats
Col. Clyde Wilson
Col. John W. Rhodes

Col. John W. Rhodes

Editor

Col. B. G. Coats

Managing Editor

Col. Clyde Wilson

President

Col. J. M. Darbyshire

Secretary

Capt. Young's Mansion Known To Millions

ATLANTIC CITY — A landmark, known to millions as the Capt. John L. Young mansion, located at "No. 1, Atlantic Ocean," is disappearing under the hammers of a wrecking crew.

Located on the Million-Dollar Pier, 1,000 feet out over the sea, the Italian villa type home is being razed.

Closed for the last several years, the residence which was publicized by Bob Ripley in his "Believe It or Not," will have disappeared from the seaside scene by the time the Summer season opens.

Clarence K. Crossan, president of the Associate Realties Co., owners of the pier property, said the mansion is being demolished because it has outlived its usefulness.

Crossan was associated with Young in building the pier in 1906 and the cost of \$1,000,000 which gave the pier its name was an extraordinary figure to spend on an amusement enterprise in those days.

Operated Ocean Pier

Young previously operated the Ocean Pier at Tennessee avenue and on it erected a home which proved an unexpected attraction at the turn of the century. He decided to capitalize on the idea by building a home on the Million-Dollar Pier and in 1908 started work on "No. 1 Atlantic Ocean."

Architects were told to duplicate an Italian mansion and Capt. Young, somewhat of a world traveler, ordered replicas of famed statues made for the gardens which were created

by hauling soil and turf out over the ocean.

Young furnished his palace with pieces purchased in Europe. He also ordered hand-carved furniture in the form of giant marine life. Chandeliers were imported from Austria and works of art were brought from Europe.

Diamond Jim Brady, who had a special box at the Hippo-drome Theater on the pier, and Lillian Russel were entertained there often. President Taft spent some time there while in the resort to address a Christian Endeavor Convention on the pier. Teddy Roosevelt also dined there as did members of Congress, governors and some of the more noted figures of the day.

The address, No. 1 Atlantic Ocean, became known throughout the world, thanks to Young's talent for press agency. Thousands of stamp collectors had letters mailed from there to obtain choice covers.

Letters addressed merely to "No. 1 Atlantic Ocean" arrived by the thousands over the years.

Born in Absecon

Born in Absecon in 1852, Young entered the amusement field here at an early age.

He started the net hauls from the end of the pier where thousands gathered daily in the Summer to witness the catching of fish.

Young died in Palm Beach in 1938 and the mansion was closed for several years. George Hamid, operator of the Steel Pier, also leased the Million-Dollar Pier some years later and for a short time lived in the Young mansion.

DO YOUR AUCTIONEERING INTELLIGENTLY

The Guessing Days Are Gone

"THE AUCTIONEER" spends every effort and leaves no stone unturned to present all the news and information of importance to the Membership of the N.A.A., and subscribers. Your failure to receive and read "The Auctioneer" regularly will keep you behind the times in the developments of your Association and your profession. Subscription rates are \$6.00 per year. Membership in the N.A.A., is only \$10.00 a year.

LIVESTOCK SALES

This list of dates and livestock sales is carried in this issue of "The Auctioneer" so that you may schedule your sale without conflicting. To do otherwise would hurt both your sale and the other fellow.

You will observe that no sales are scheduled for week of July 13th, as the Auctioneers will be attending the National Convention of the N.A.A., in Columbus, Ohio, July 16-17-18.

JUNE 1—Triple A Ranch Angus, Jonesburg, Mo., J. B. McCorkle, Sale Mgr.

JUNE 1—Self and Fry Joint Hereford Sale, Hugo, Okla.

JUNE 6—Morlunda Hereford Farms, Lewisburg, W. Va.

JUNE 10—H. H. Darks Quarter Horse Sale, Wetumka, Okla.

JUNE 10—Orvil & Kenneth Kuhl-

LADIES AUXILIARY

(Continued from Page 41)

an Annex to accomodate all the Auctioneers and wives.

I think I can express the unanimous opinion of all members of The Ladies Auxilary, when I say that we are mighty proud of "The Auctioneer" and the untiring efforts of the Editors and all those connected with it.

Permit me to take this means of expressing my sincere thanks to all those who sent cards and letters during my illness, as one cannot fully appreciate such thoughtfulness until sickness strikes. At the convention I shall welcome the opportunity of thanking each of you personally. The convention will afford each of us the privilege of renewing old acquaintances and of making many new ones. In anticipation of this convention being the largest and best of all our conventions, may I urge you to make your hotel reservations now, The Neil House, Columbus, Columbus, Ohio, for three wonderful days, July 16th, 17th and 18th.

mann Polled Herefords, North Platte, Nebr.

JUNE 11—T. P. Crispell Hereford Sale, Parson, Kans.

JUNE 11—Paul Phillips & Rudy Moore Polled Herefords, Ozark, Ark. (Sale at Little Rock)

JUNE 12—Hereford Heaven Heifer Sale, Sulphur, Okla.

JUNE 15—John Groom Hereford Dispersal, Slick, Okla.

JUNE 19—Crouch-Barnett Angus Sale, Batesville, Ark. (W. A. Dowell, Walnut Ridge, Ark., Sale Manager)

JUNE 22—J. A. McGill Angus Sale, Paris, Tex.

JUNE 29-30—Bianchi Hereford Ranch, Macon, Mo.

JULY 11—Joe O'Bryan Polled Herefords, Hiattville, Kans.

SEPT 1—C. C. Long Herefords, Claremore, Okla.

SEPT 7—Lee M. Smith Hereford Dispersal, Claremore, Okla.

SEPT 10—Bill Oden Polled Herefords, Shawnee, Okla.

SEPT 16—Waner's Herefords, Florence, Kans.

SEPT 17—Hereford Heaven Feeder Calf Sale, Ardmore, Okla.

SEPT 19—Johnston's Squarebilt Herefords, Folsom, New Mexico.

SEPT 21—WRS Angus Sale, Hutchinson, Kans.

SEPT 24—National Angus Sale, Hutchinson, Kans.

Holstein Auction Attracts Throng

The Illinois Holstein-Friesian association's 1953 spring sale, held Saturday at Lindendale park in Highland, drew a consignment of 70 head of excellent cattle from 45 breeders and attracted buyers from as far away as Venezuela, South America.

Amestead Triune Lorea, consigned by Alfred H. Ames of Zion, Ill., commanded the top price and was bought for \$1,000 by William Hartke Jr., Litchfield. The animal was a two-year-old heifer.

In last spring's sale Hartke bid \$1,010 on the top heifer of that sale but lost

ALL ABOARD FOR COLUMBUS

By Managing Editor

By the time you receive this issue of "The Auctioneer" your plans to attend the national convention in Columbus, Ohio, July 16-17-18th, will no doubt be completed. The chances are that you are looking forward to this convention with greater interest and enthusiasm than any previous convention, because you are going to be stimulated by what you hear, refreshed in body and spirit, and will be better prepared to achieve greater things.

If advance prognostications of a 1000 attendance materializes, this will have been the largest convention in our history. If I remember correctly, only a few years ago, 100 was considered quite a crowd. If attendance can increase this much over a few years, it must prove that the mental fare served to the Auctioneers at our conventions has proven its worth, otherwise how could they attract such ever-increasing numbers.

All of which points up to the effec-

to a Detroit, Mich., buyer whose offer was just \$5 higher.

Mooseheart Korndyke Ormsby, consigned by Mooseheart Farms of Mooseheart, Ill., went for the second highest bid of \$885 in Saturday's sale. This also was a two-year-old heifer.

Largest buyer was Col. Jose Merrillo of Venezuela who purchased 11 of the top heifers for a total of \$4,700. Merrillo did his bidding through an interpreter, Arturo Rostez, also of Venezuela.

Sixty-six head, mostly heifers, averaged \$400 apiece.

Kent Ryan of Dundee was sales manager. The auctioneers were Walter Holford, Edwardsville; Edward Ahrens, Staunton; William Williams, Huntley, Ill.; and H. W. Walker, Indianapolis, Ind.

The sale, which began at 11:30 a.m. and ended about 3:30 p.m., attracted a large throng.

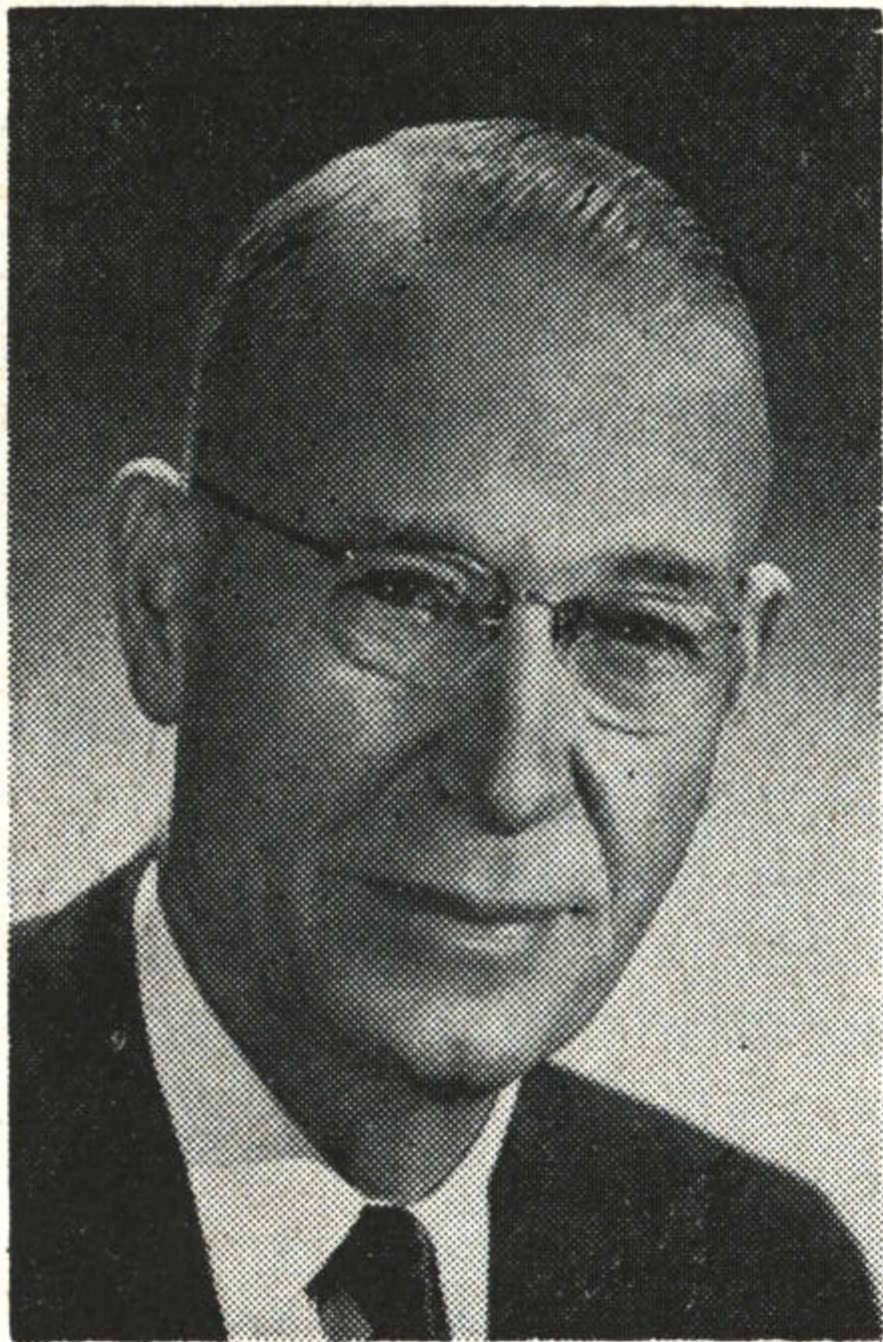
tiveness of our organization as the fountain-head of practically all knowledge upon which our individual business successes are founded. For several years now, one might almost say from the inception of the National Auctioneers Association, we in the auctioneering business have been blessed with an effective association. Members have always been supplied, through their membership, with current information on all new developments and methods, and have been coached in auctioneering fundamentals, selling and administrative matters. If we are able to detract just a little from our own sense of importance, we must admit that our profession and our own business, could never have advanced to their present position of prominence and respect, if each of us had found it necessary to go it alone.

That individuals of our profession have recognized the association's worth is evidenced by, not only convention attendance, but by our membership rolls. 840 readers of "The Auctioneer", out of a profession the size of ours, indicate clearly where members of our profession look for help and guidance. Of course, there are always a few who consider themselves self-sufficient in every way, or who prefer to be free-riders. A majority of the non-members quite likely never suffered the ill effects of early disorganization, and who haven't permitted themselves to recognize the many advantages which the association offers. Nevertheless, we find as the years roll along that many of these eventually affiliate themselves with us.

Our association, as you must have noticed, is continuing to advance in every way and, while it may never reach the Utopian limit of 100% membership, it will reach its objectives in many other ways and in so doing we are all going to be helped. If your plans have not been completed for the convention, make them now. Remember registrations will be on July 16th, at the Neil House. July 17th and 18th, two full days and nights chock-full of everything that will help you as an Auctioneer. Make your reservations now.

WIDEN YOUR OPPORTUNITY FOR BETTER BUSINESS BY
ATTENDING THE NATIONAL AUCTIONEERS ASSOCIATION
NATIONAL CONVENTION AT COLUMBUS, OHIO, JULY 16-17-18.

IT'S ALL TO THE GOOD



Col. Guy L. Pettit

"It's All To The Good", that is my conclusion after reading the April and May issues of "The Auctioneer". If "variety is the spice of life" (and it is) certainly there is variety enough in the last two issues to keep us all "spiced up" until the June and July issues are off the press. JULY, the best month in the year for every Auctioneer in America. Why man alive, I can vision the throngs arriving at Columbus, Ohio, on July 16th. Some by train, some by plane and others by automobile, probably all a little tired and dirty, but all with a happy smile of anticipation for the three great days of the convention.

Columbus is where you are going to meet the fellow who is interested in the same work you are. Its where east meets the west and the south meets the north. Where friend meets friend, where your co-workers exchange ideas and all become enriched, all better prepared to do a better job on every sale. I am hoping to see a number of the boys from Canada in attendance this year. I know many of them and a finer group never lived. Come on down fellows, we will show you a real welcome, wonderful entertainment, and you will leave Columbus more than ever enthused and "spiced up" about your profession, your own business and the National Auctioneers Association.

Bell Ringers or Salesmen

I believe there is a world of difference between a "bell ringer" and an Auctioneer with real sales ability. Now by "bell ringer" I mean simply an Auctioneer who does nothing but call bids.

Bid calling and the manner in which it is done is of importance. We like a certain amount of rhythm and some musical quality of "tone" to the work. But it takes more than that. In the sale of most any article or animal of much worth, you reach a spot in that sale where you not only need, but must produce logical reasons for the bidder to advance his or her bid. And no amount of "bid calling" or "bell ringing" will cause him or her to do it.

In producing the "logical reasons" certainly the "salesman auctioneer" will and must know construction, material, workmanship of the producer of the article and he must know the value. If its an animal he must know if it is of proper confirmation, good quality and of good breeding. Should he be selling a property or a farm he must know the advantages of that particular farm or property.

It is also obvious that the proper presentation of "logical reasons" must be effective. Not only what you say but the way you say it is what convinces your prospect that he should advance the bid.

It isn't The World — It's You

You say the world looks gloomy
The skies are grim and grey,
The night has lost its quiet
You fear the coming day,
The world is what you make it
The sky is grey or blue,
Just as your soul may paint it
It isn't the World—it's you.
Clear up the clouded vision
Clean out the foggy mind,
The clouds are always passing
And each is silver lined,
The world is what you make it
Then make it bright and true,
And when you say its gloomy
It isn't the world—it's you.

The Auctioneer, driving a city man, placed a bearskin robe over their knees, pelt outward. "You ought to turn the hair inside," said the city man. "It's much warmer to have the hair to your body".

"Huh", chuckled the Auctioneer, "imagine that poor dumb bear living all his life without knowing a simple thing like that."

"Stand up" shouted Col. Rhodes, "if you want to go to heaven." Everybody got up but one old gentleman. "Don't you want to go to heaven, my brother?" shouted Col. Rhodes, loudly. "Sure", said the elderly man, "but I ain't going with no excursion."

An Auctioneer and his wife were in sharp disagreement over what suit he should purchase to wear to the national convention. Finally, the wife relented and said: "Well, go ahead and please yourself. After all, you're the one who will wear it". In a meek voice the Colonel replied, "Well, dear, I did figure that I'd probably be wearing the coat and vest anyway."

Col. Darbyshire, visiting Texas: "I haven't seen so much oil since I borrowed Col. Wilson's comb."

Columbus discovered America in 1492. The Auctioneers are going to discover Columbus in 1953.

Wouldn't You?

Col. Thompson, after finishing writing an article for "The Auctioneer" handed it to his Secretary for corrections. She asked him how he would punctuate this sentence: "Mary went swimming and lost her bathing suit." "I'd make a dash after Mary," was the unerring reply.

KEEP IN MIND JULY 16, 17 and 18th at the NEIL HOUSE, COLUMBUS, OHIO, and watch "The Auctioneer" for a complete report of the program activity. Plan to arrive early July 16th, get registered and be prepared for two days and nights of the greatest auctioneering activity you have ever witnessed. Yes, there will be entertainment. The convention will get off to an early start and will stick to the schedule throughout the entire program. Make your reservations now by writing to the Neil House, if you wait until the last minute you may be disappointed.

An Auctioneer or business without friends is insolvent.

Did you ever keep trying so hard and so long at your work that you begin to get stale and feel that the most desirable thing in the world is a vacation—one to get away from it all. Then set aside three days July 16-17-18th and come to Columbus, Ohio, and spend the most wonderful three days of your life attending the national convention of the N. A. A.

When we stop to think of the tremendous contribution that so many Auctioneers have made to our Association and to our profession, we have a sense of pride that is unequalled by any other group.

X The necessity for a handle for an auctioneer is apparent. Col. seems to be the right handle to fit the case. A private citizen is Mr., the judge is called "Hon." the doctor is "Dr." the minister is "Rev." so why not gracefully accord to the auctioneer the title of "Col."? He deserves it and "The punishment seems to fit the crime," in his case, and it has been sanctioned by universal custom.

Support your Association with your membership and your dues, and you support your own business.

X *Sometimes an Auctioneer will postpone advertising himself until he has to do it to sell his personal property.*

By patronizing our Advertisers you help support those who help support your publication and therefore help yourself.

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 your magazine. Is your name among them? Watch this list of names grow.

ALABAMA

ARIZONA

ARKANSAS

CALIFORNIA

COLORADO

CONNECTICUT

DELAWARE

FLORIDA

Pedersen, Col. L. M.—Jacksonville

GEORGIA

IDAHO

ILLINOIS

Carr, Col. John A.—Macon
 Drake, Col. C. B.—Decatur
 Drake, Col. Bud—Decatur
 Gordon, Col. Mike—Chicago
 Gordon, Col. Jack—Chicago
 Holford, Col. Walter—Edwardsville
 Hudson, Col. Ray—Morrisonville
 Parkinson, Col. Bruce—Kankakee
 Vogeler, Col. Bert O.—Franklin Grove
 Deceased
 Williams, Col. Howard—Canton
 Winternitz, Col. Lester—Chicago

INDIANA

Broshears, Col. Harold—Evansville
 Crawford, Col. L. T.—Mishawaka
 Ellis, Col. Earl—Washington
 Foland, Col. R. C.—Noblesville
 Glover, Col. Laird N.—Crawfordsville
 Kruse, Col. Russell—Grabill
 Whittle, Col. Wilbur—Goshen
 Reppert School of Auctioneering
 —Decatur

IOWA

Brown, Col. Jim R. D.—Ida Grove
 Holland, Col. Theo. H.—Ottumwa
 Johnson, Col. Howard B.—Story City
 Joy, Col. Leon—Ames
 Kautzky, Col. Slim—Glidden
 Pettit, Col. Guy L.—Bloomfield
 Peterson, Col. Clinton A.—Fort Dodge
 Rhodes, Col. John W.—LeGrand
 Ritchie, Col. Wendell—Marathon
 Sargent, Col. G. F.—Sioux City

KANSAS

KENTUCKY

LOUISIANA

MAINE

MARYLAND

MASSACHUSETTS

MICHIGAN

Galbreath, Col. Earl—Detroit
 Jardine, Col. Samuel B.—Adrian
 Koerner and Bauer, Cols.—LaSalle
 Smiley, Col. Fred W.—Saginaw

MINNESOTA

Beecher, Col. John F. and Son—Elma
 Davis Twins, Cols.—St. Peter and
 Madison Lake
 Gould, Col. Tom—Minneapolis
 Godlove, Col. Henry C.—Indianola
 Kohner, Col. Alvin—Winona
 Lampi, Col. Martin—Annandale
 Nelson, Col. E. T.—Renville
 Radde Bros., Cols.—Wareton and
 Waconia

MISSISSIPPI

MISSOURI

McCracken, Col. Bill—St. Louis
 Wasielewski, Col. Stanley—St. Louis

BOOSTERS FOR "THE AUCTIONEER"

MONTANA

NEBRASKA

Buss, Col. Henry—Columbus
Fuller, Col. Dan J.—Albion
Flanagan, Col. Ray—Albion
Heist, Col. John W.—Beatrice
Jensen, Col. T. C.—Holdrege
Kirkpatrick, Col. J. D.—Grand Island
McCoy, Col. Stacy B.—Arapahoe
Nelson, Col. Leon S.—Albion
Rasmussen, Col. Henry—St. Paul
Webb, Col. James—Grand Island
Zicht, Col. Adolph—Norfolk
Zicht, Col. Don—Norfolk

NEVADA

NEW HAMPSHIRE

NEW JERSEY

Coats, Col. B. G.—Long Branch
Guzzi, Col. J. A.—Long Branch
Smith, Col. James W.—Camden
Woolley, Col. Charles M.—Allentown
Simonsen, Col. Carl—Point Pleasant
VanPelt, Col. Herbert—Readington
VanSciver, Col. Watson—Burlington

NEW MEXICO

NEW YORK

Taylor, Col. Frank—Cortland
Rothkopf, Col. Mac M.—Brooklyn

NORTH CAROLINA

NORTH DAKOTA

Ferguson, Col. J. Albert—Deceased

OHIO

Baily-Murphy-Darbyshire Co., Cols.—
Wilmington
Drake, Col. Ralph—Montpelier
Pollock, Col. Homer—Delphos
Wilson, Col. Clyde M.—Marion

OKLAHOMA

OREGON

PENNSYLVANIA

Berry, Col. Tom—West Newton
Chafee, Cols. Q. R. & Son—Towanda
Engelmeier, Col. Philip A.—Pittsburgh
Leiby, Col. C. J.—Allentown
Post, Col. Hubert S.—Washington
Sparks, Col. Homer H.—Sharon

SOUTH CAROLINA

SOUTH DAKOTA

TENNESSEE

Bowers, Col. M. C.—Elizabethton
Hood, Col. J. Robert—Lawrenceburg

TEXAS

Wendelin, Col. W. J.—Henderson

UTAH

VERMONT

VIRGINIA

Crim, Col. Frank D.—Roanoke

WASHINGTON

WEST VIRGINIA

WISCONSIN

Donahoe, Col. Joseph W.—Darlington
Heise, Col. W. C.—Oconto

WYOMING

Bentley, Col. John—Sheridan
Shelton, Col. Dale—Sheridan
Shelton, Col. Jim—Riverton
Williams, Col. C. G.—Sheridan

ELSEWHERE

The Ladies' Auxiliary of the
National Auctioneers Association

Inheritance

By Edgar A. Guest

I can leave them books and things,
Wealth and lands, perhaps,
And a box of jeweled rings
Poured into their laps;
But the wisdom they shall need
Happy to remain
And the courage of a creed
They themselves must gain.
I can leave them what I keep
Under lock and key.
All the treasure I may reap
They may get from me;
But the wisdom to be true,
Gentle, patient, kind,
And the will the right to do,
They themselves must find.
Knowledge I cannot endow,
Howsoe'er I try,
Save my children learn it now;
Mine with me must die.
I can leave them volumes rare
Crowded on the shelves,
But the wisdom that is there
They must earn themselves.

Radio Broadcast Convention Feature

Through the efforts and cooperation of Col. Pop Hess, Associate Editor of "The Auctioneer" one half hour of time has been given to the National Auctioneers Association by Station WRFD, Peoples Broadcasting Corporation.

Col. Hess, is arranging for the Auctioneers arriving at the convention on the morning of July 16th, to participate in this feature of the convention. The Broadcast will take place in Studio A, having a seating capacity of one hundred, and will start at 1:30 P.M. Transportation from the Neil House will be provided. Col. Hess, will be Master of Ceremonies and appearing with him will be Mary Lou Pfeifer and Jim Chapman. What the Auctioneers cannot think of Col. Hess, and his Associates will. The entire time will be given over to the Auctioneers and I doubt if there will be much left for others to think about. The program will

be unrehearsed and will be carried to a listening audience of 400,000. Col. Hess, will give you further details of this event in his column in the July issue of "The Auctioneer". Watch for it.

Many days prior to the convention Station WRFD will make announcements of the Association's national convention at the Neil House in Columbus, July 16-17-18. Other Radio Stations will no doubt take cognizance and broadcast the event. If you are within scope of Station WRFD tune in starting July 1st and hear the announcements of your convention. Col. Hess, hopes to have one or more Auctioneers from each state on this thirty minute program. Columbus will not only be seeing the Auctioneers but they will be hearing them. Pictures will be taken in the Studio for release to the Columbus papers. If you want the folks to hear you back home fellows, time your arrival in Columbus for the morning of July 16th.

N. A. A. Member Gives To Charity

Col. L. M. Pedersen, of Jacksonville, Florida, never refuses to give of his services and time whenever called upon, to raise money for all worthy projects.

Despite his busy schedule he always takes the time to help the unfortunate, because he knows that whatever the call is some charity will benefit. Just an Auctioneer with a big heart and no press agent to exploit it.

One of the heartening things or aspects of this job of Managing Editor is to be able to the attention of other Auctioneers the wonderful work and good that so many Auctioneers are doing throughout the country. The greatest and most beloved characters in the world are those you least hear about. One is apt to see Col. Petersen, at some church bazar, sweating it out for a dollar here and there, helping to buy a new basketball court for the playground, shoes for the children whose parents cannot afford to buy them, medical attention for the the ill and glasses for children who are handicapped by improper vision. The only publicity he gets—and wants—is the gratitude of the people he helps.

Country Auction

(Continued from Page 15)

This is his personal sixty-four dollar answer. Among antique dealers it is generally understood that a piece of furniture must be at least 100 years old to be an antique. This leads to the inevitable conclusion that articles which were not antique yesterday become antique today.

In spite of pressure from dealers to pin down the exact definition of the word, auctioneers feel free to apply it to anything which looks old and is not made today. This rules out reproductions of genuine antiques, which must be sold as reproductions.

Another antique problem to the auctioneer is the client who is sure Aunt Sophie's monstrosity of a sideboard is worth a fortune because some well-meaning if uninformed collector told her so.

An owner very often wants to protect himself against excessive loss from a low bid. Whether or not an owner may bid himself or have someone bid for him is at the discretion of the auctioneer. Many permit one bid only from the owner. If that is topped he must drop out. If the article is knocked down to him he must pay the auctioneer commission on the sale.

Auctioneers are traditionally addressed as Colonel. No one knows where this originated. A plausible explanation is that in the old days many auctioneers affected the frock coat, wide brim Panama hat, string tie and cane of a Kentucky colonel. The cane and hat are today the trademarks of the stock auctioneer. The Reput School's handsome diploma makes no mention of a title.

Commissions paid to auctioneers vary widely, depending on the class of merchandise sold, amount of sale, and the locality. Some sell real estate for as low as 1½%, but real estate dealers have generally succeeded in pushing this up to 5%, their usual commission. House-

hold goods bring 5% to 10%. Rare books bring as high as 40% and works of art also a high percentage. Auctioneers will often take a country sale—real estate, livestock, machinery, household goods and crops at a "lung power" flat rate because of the large total. Commissions are usually higher at auction barns, where articles left on consignment are sold. The auctioneer provides clerks who keep book on the sale and collect the money, but the owner pays them, usually a flat daily wage. The auctioneer is responsible for collections. When the sale is over he collects his commission at once.

COL. CARLSON LIQUIDATES SYVERSON HOLDINGS

One of the larger sales of the spring sale season was held on April 20th, when Col. Walter Carlson, member of the National Auctioneers Association sold for Paul Syverson, well known Minnesota farmer, all his livestock, farm machinery and equipment.

The livestock consisted of Mr. Syverson's herd of Purebred Hereford cattle having bloodlines from many of the top herds in America. Farm machinery and Equipment was all modern and in excellent condition. Hundreds of visitors were on hand long before sale time and throughout the day they continued to come. Spirited bidding began with the opening and continued throughout the sale.

Col. Walter Carlson, sold the entire sale in excellent manner, constantly keeping the bidders on their toes with his hard driving appeal, getting every dollar that the buyers were willing to spend and in several instances more than they expected to spend.

"The Auctioneer" would like to publish a copy of the sale bill, as it is very well composed and laid out and one shows much thought and planning. However, the magnitude of the sale will not permit the necessary space. The sale was held on the Syverson farm after 70 years of farming without a previous auction.

By patronizing our Advertisers you help support those who help support your publication and therefore help yourself.

Organization Pays Off In Many Ways

When the people of Camden county, New Jersey, picked up the daily paper the other day, this is what they read: AUCTIONEER ARRESTED — AS CAR LOOTER'S AIDE. A Camden County auctioneer was arrested in Philadelphia charged with being an "outlet" for a group of automobile looters.

James Foster MacNeil, 50 of Clements Bridge Road, Runnemede, police said, admitted he had bought some articles but did not know where they were stolen. He holds auctions two nights a week in Camden and during the day at Berlin.

Detectives charged the looting ring had stolen goods valued in excess of \$20,000 from automobiles parked in West Philadelphia during the last four months.

Col. James W. Smith, of Camden, a professional Auctioneer, upon reading the article, immediately contacted the newspaper and the following day when the people of Camden County picked up their daily paper, this is what they read: AUCTIONEERS GROUP — DISOWNS "FENCE" Col. James W. Smith, well known Camden Auctioneer, a director of the New Jersey State Society of Auctioneers and a member of the National Auctioneers Association, said that the man arrested in Philadelphia charged with being an "outlet" for a group of car looters, is not a member of the state auctioneers' group, that the state association will not tolerate any such practices and will assist the police officials of all communities to drive from the field of auctioneering all those who resort to unethical and unscrupulous practices, that such operators are not auctioneers but operate under the name of auctioneer to deceive the public Col. Smith, said. The state Association will be very grateful to anyone who will report all such practices to their Secretary.

If you want to leave the wife behind when you go to the national convention, fellows, explain that travel broadens one.

Clothes and manners do not make an Auctioneer, but when he is made they greatly improve his appearance.

Rhamy Farm Guernsey Dispersal By Col. Roy Johnson

A complete dispersal of Rhamy Farm Guernseys, owned by Dr. Arthur P. Rhamy, of Wabash, Indiana, was held at the farm. In spite of cold weather and a very high wind a good crowd was present and the bidding was brisk.

The 44 registered animals sold for a total of \$13,290 Col. Johnson, a member of the National Auctioneers Association, was assisted by Romaine Sherman and Ned Johnson, of Decatur, Indiana.

At the convention SPECIAL PANEL DISCUSSION on "The Qualifications necessary for the Success of an Auctioneer". "Advantages of Organization." "How To Improve The Auctioneering Profession". Five Nationally known Auctioneers have been selected to sit on this Panel. COME PREPARED WITH QUESTIONS FOR THESE PANEL MEMBERS TO ANSWER. The Moderator on each subject matter will be chosen at the convention. It may be you.

Col. Gordon's Sister Passes Suddenly

Col. Jack Gordon, vacationing in Miami, Florida, was called home by the sudden passing of his twin sister. The belated information reached "The Auctioneer" on April 27th, and we take this means of extending to Col. Gordon, the sympathy of the National Auctioneers Association, as well as our our condolences.

Cols. Pettit & Fulkerson Sell In Illinois

A sale which has become widely recognized as the World's largest annual Polled Hereford Sale was staged with splendid success by Col. Guy L. Pettit, and Col. Jewett Fulkerson, both members of the N. A. A. They sold for the Illinois Polled Hereford Association.

Alternating with the selling duties in the stand they sold 178 head for a total of \$83,980.

Construction Equipment Sale Makes for Greater Confidence by Public

By Managing Editor

An auction sale involving construction and pipe laying equipment was recently conducted at London, Ohio, and was a great success in many ways. Despite inclement weather approximately 900 visitors were present from all parts of the States and Canada. The prices obtained for bull dozers and tractors ranged from \$7000 to \$14000. Pipe laying machines averaged \$1200 and cranes \$7800. The total receipts of the sale were in excess of \$500,000.

The Auctioneers were confronted with visitors disillusioned having been dissatisfied with the methods employed by others at sales of contractors' equipment, because the owners had been permitted to mingle with the crowd and bid openly against them. In view of their previous encounters an atmosphere of distrust prevailed. The Auctioneers were quick to sense the feeling of the crowd and gave all they possessed to gain their confidence. They actually saw the Auctioneers selling the equipment to the highest bidders among the assembled group. After the sale was concluded many of the buyers voiced their approval at the manner in which the sale was conducted. In view of their previous experiences the buyers' favorable comment on the fair practices of the Auctioneers was understandable. It is a most regrettable fact that such conditions exist in the auction profession and the quicker such practices are eliminated the sooner every auctioneer will be doing a better business. Auctioneers would do well to reflect that the buying public will not be long in discovering which Auctioneers are conducting sales with an honest effort and they will be moved to attend these sales only.

It would seem to me that this sale is the greatest sale the Auctioneer has ever conducted, by reason of the fact that

he gave a sterling example of honesty and integrity, firmly impressed upon the minds of those 900 visitors, who took with them to all parts of the country and Canada renewed confidence. What wonderful opportunities the Auctioneers have to place the auctioneering profession on such a high plane, that no one resorting to unethical practices can ever bring disgrace upon it. We salute the Samuel L. Winternitz Company, who conducted this sale, for having done so much for the auctioneering profession.

Success means so much more to all Auctioneers than monetary compensation. Honesty and integrity in your profession is the greatest of all success, the rest always follows.

OFFICERS and DIRECTORS

Every Officer and Director of the N. A. A., has a date July 16th, at 12:15 P.M., in private dining room #5 in the Neil House, for luncheon, to be followed by the most important Directors meeting in the history of the Association. It is imperative that each and every officer and director be present and on time. The meeting will be presided over by the Chairman of the Board, Col. Jack Gordon.

Registrations will be on the Mezzanine Lounge. Come early, get registered as this convention will be conducted on the schedule as provided for in the convention program.

Private Dining Room #6 will be convention headquarters and Committee meetings room throughout the entire convention.

Syverson Auction “Unearths” Cream Separator of 1901

TRIUMPH, Minn. Nearly every month some national magazine runs a feature story about things that people find at auctions. An incident connected with the recent Paul Syverson sale in Cedar township will be just as interesting to old time readers.

While arranging the offering, Auctioneer Walter Carlson, Martin County Historical Society secretary, discovered parts of an old De Laval cream separator. The four-legged cast iron base was serving as a stand for Syverson's blacksmith anvil and the supply tank came in handy when the tractor crankcase was drained, nevertheless, most all of the parts were found. A brass plate on the machine listed 24 patent numbers from 1807 up until the last one, March 26, 1901.

It was purchased half a century ago from John Grill in Sherburn, who sold hundreds of the new fangled machines to farmers in the horse and buggy days before the Grill Motor company became Henry Ford's leading flivver dispenser in southern Minnesota. Mr. Grill still lives in Minneapolis and undoubtedly could write many stories about happenings in both enterprises.

The separator has been turned over to the Triumph Hardware store where proprietor Walter Anderson will have it shined up for anniversary celebrations, etc. There is quite a contrast between it and the streamlined electric models that his customers buy these days.

Col. Chandler At Minnesota

Col. Freddie Chandler, of Chariton, Iowa, a member of the National Auctioneers Association, sold 61 head of pure-bred hereford cattle at Benson, Minnesota, for the Minnesota Hereford Association. He capably performed his auctioneering duties by selling forty bulls for \$18,965 and twenty one females for \$7015. Gross sales \$25,980.

THE BUCKEYE STATE AWAITS YOU

By Managing Editor

As the National Auctioneers Association meets in national convention at the Neil House in the city of Columbus, July 16-17-18, the state of Ohio will be celebrating its 150th anniversary.

This convention will exercise a constructive force which will do much to weld further the many varied segments of our auctioneer population. Through such a concerted effort Auctioneers of different backgrounds will meet, get to know, understand and better appreciate each other, their Association and their respective view points. The group feeling, therefore, will be altogether constructive, not alone for ourselves, but for the future Auctioneers of America. I should like to urge every Auctioneer in America to lay aside everything for those three days and participate in this great conclave. History is but another word for experience and to know your Association is to better understand your profession and better fit you for your future as an Auctioneer. Come, bring your family, and make your reservations early.

Ladies when you come to Columbus don't fail to see Rose Park. The Park of Roses, located in Whetstone Park in Clintonville, is the largest municipality owned park in the world. 13 acres of the park—planted in roses and all will be in full bloom during our convention. There will be a continuous rose show which is expected to draw rose fanciers from all over the nation. \$20,000 yearly is expended in labor alone for the care of the roses. Admission to this greatest rose show on earth is 25 cents, children ten cents. Meby you will be able to pick a rose for the Colonel.

No publication of this limited scope can hope to present more than a few of the many things which help to give the Auctioneers so much for so little. Read every line in this issue and watch for information about your national convention. The dates July 16-17-18. Registrations on July 16th.

TO EVERY AUCTIONEER IN AMERICA

By Col. Art Thompson

Elsewhere in this issue is my contribution to the June number. After I had sent it in there were many things that I thought of that should have been said.

Clarence Flynn once said, "Failures are few among people who have found a work they like well enough to do well. You invest money in your work and love to. Like your work. Like the people with whom you work. Like the place where you work. It pays well".

In all the years that I have devoted to auctioneering I have found truth and merit in what Clarence Flynn said. I cannot help but believe that every Auctioneer in America believes the same, and if they do, they will make their plans now to attend the national convention.

By your presence at this convention you will find that you will like the people you meet, for those who come do so for two reasons. First, because they desire to do all possible to raise the profession through organization to the standard and prestige it so much deserves among all. Second, they know that by their presence they are going to profit, they are going to better themselves from the many benefits of the convention program and the personal visits with individuals and groups.

For fifty years I have been attending conventions of many organizations, and I can truthfully say to every Auctioneer in America that the National Auctioneers Association's national convention was the most inspirational, constructive and beneficial and most valuable one of all.

My message to every Auctioneer in America is to arrange to attend this convention and bring the Mrs. along. If she isn't proud of your profession now, she will be when she leaves the convention hall. Don't say you can't afford to spend the money. Think in terms of an investment in your work, your profession and your future. I am sure that you will harvest many ideas, that will thresh out many valuable yields for you.

The program committee and everyone connected with this great event has given so much of their time and effort and

will continue to do so to make this the greatest, most interesting and worthwhile program of all times. Come enjoy it and profit by it all. Failures are few among Auctioneers who like their work and who endeavor to improve themselves at every opportunity. No greater opportunity was ever afforded any Auctioneer. So to every Auctioneer who likes his work, who likes people, who is interested in improving himself, interested in raising the standards of his profession, interested in his Association, remember the words of Clarence Flynn, and regardless of the sacrifices necessary, make them, as nothing good was ever achieved without sacrifices. I am going to the convention early as I want to shake hands with the Auctioneers as they arrive, I want to meet and talk with each of you. Though I have been obliged to retire, my paramount interest lies in the Auctioneers and their progress.

Furniture Auctioned For Alimony Cash

A chinese painted television set and matching piano, a double bed with a large mirrored headboard, peach satin bedspread and pillow covers, a large dinner set, a pair of six-foot high marble lamps in the form of semi-nude girls, a sterling silver punch set, such were the splendors that adorned reputed kingpin racketeer Vito Genovese's nine room, marble staired residence at Atlantic Highlands, N. J.

The articles were consigned to the Plaza Art Galleries, 9 East 59th Street, New York City, to be sold at public auction to raise \$6,000 in back alimony for his estranged wife Anna, or face jail, as the judge gave him two weeks to raise that amount.

The Galleries estimated the offerings would yield about \$10,000.

Also up for sale is the Genovese mansion in Atlantic Highlands, N. J., which Mrs. Genovese has said was the scene of great orgies.

MY DAD IS A LIVESTOCK AUCTIONEER

MANAGING EDITOR'S NOTE: *The following article was written by Jerry Swaffar, 13 year old son of Col. and Mrs. C. D. Swaffar, of Tulsa, Oklahoma, and is reprinted from The Ranchman. We think it is a good explanation of the duties of a sales force and believe it to be of interest to all Auctioneers. "Courtesy of THE RANCHMAN."*

Four years ago my dad embarked upon a career in which comparatively few people are engaged. This was livestock auctioneering. When he first started it, or I should say first tried it, he only did it for fun. He was then a field representative for the American Shorthorn Breeders' Association.

At a livestock sale there is a stand at one end of a ring upon which the auctioneer, the clerk, the sale manager, and sometimes the owner are located. The cattle or other livestock that are being sold are shown individually in the ring. While the auctioneer keeps up a steady chant of the price, two fieldmen help secure bids for the auctioneer. The men who represent different livestock publications about livestock assist with this also.

This is but a part of the fieldman's job. He also helps the cattlemen locate prospective buyers, get the sale in order, the animals in lots, and many other details concerned with the sale.

During the war my dad had much of this work thrown on his shoulders, for many of the men who did this kind of work were serving Uncle Sam. During this time he became interested in the job of auctioneer; he listened and learned until he became quite adept.

As I mentioned, he only did it for fun during the late forties. His first public appearance was at a banquet one night when he was asked, in fun, if he would sell some miniature cattle models. Following this he began thinking seriously about making auctioneering his permanent job. Finally, in 1949, he entered the auctioneering profession, at which he has been quite successful.

The lively air of a cattle sale is very thrilling. It may seem monotonous to a person not acquainted with it, but it is really most interesting.

Auctioneer must do some fabulous traveling. In just one week dad made a sale in the new Cow Palace in San Fran-

cisco, a couple of sales in the Midwest, and by the end of the week was in Maryland—all the way across the continent. His travels cover practically every state and parts of Canada. He has made several sales at the famous International Livestock Exposition in Chicago.

Perhaps one of his most interesting sales was when he was one of the four auctioneers of the famous Honey Creek Dispersion Sale. Here a one-half interest in a Hereford bull sold for \$8,000. He did not sell this animal, but was selling when the million dollar mark was reached.

Dad says he owes much of his success to the fieldmen and other auctioneers who have helped him and are his friends. He would not want to change his job for anything else.

Shaw and Fulkerson Sell Panola Tate

Col. G. H. Shaw and Col. Jewett Fulkerson, both members of the National Auctioneers Association, performed in excellent manner before visitors and buyers from coast to coast at the Panola-Ttate Spring Show and Sale of polled Herefords at Senatobia, Mississippi.

They operated under handicaps when in about the middle of the sale a heavy downpour made it most difficult for the buyers to hear the bids. Despite the handicaps they worked that much harder and came through in a most satisfactory manner. Sixty head were sold for a total of \$71,340.00.

X Col. Woods once said, "Don't fail to "read and study and think; and study and think and read; and think and read and study."

Columbus discovered America in 1492 . . . I am going out to discover Columbus this year, ARE YOU?"



FROM

THE

MAILS

Lincoln, Nebraska.
April 15, 1953

Col. J. M. Darbyshire, Secretary
159 Vine St.,
Sabina, Ohio.

Dear Col. Darbyshire:

Thanks so much for keeping me advised of the wonderful progress of the N. A. A. I can understand what a task the Secretary has with all the details, correspondence, etc., concerning the convention. Details that cannot be cast aside but must be taken care of. If each member could appreciate the size of your task, I am sure that all would do what they could to lighten your burdens. I know you are working on the makings of our best convention. I only hope that the hundreds in attendance will enjoy the results of the efforts of those that are giving so much of their time in the interest of our association and our professiono.

Sincerely yours,
Art Thompson.

Zalena, Ohio.
March 19, 1953

Col. J. M. Darbyshire.
158 Vine St.,
Sabina, Ohio.

Dear Col. Darbyshire:

Since we are prompting membership in the National Auctioneers Association, why not encourage members to use our N. A. A. emblems in connection with their advertising by making up mats for use in printing? These probably could be distributed upon request, with perhaps a small charge for printing and handling. We should be proud to be members of such a fine organization and should advertise the face whenever possible.

Sincerely,
Col. Lewis M. Glendening.

Col. B. G. Coats, Managing Editor
THE AUCTIONEER

490 Bath Ave.
Long Branch, N. J.

Dear Mr. Coats:

Since Uncle Sam called for me in February 1952 my only contact with the National Auctioneers Association has been through "The Auctioneer". No matter where I go it always reaches me. Needless to say, I greatly missed the February issue, however, the March and April issues more than made up for my disappointment.

I have a few days leave which I hope to get in July so that I can attend the national convention. Now and then I run across an auctioneer and all are awaiting the day when their service terminates so that they can return to auctioneering, including myself. If you will please forward me some application cards for membership I'm sure I can get some new members.

Sincerely yours,
Joseph A. Gizzi.

235 E. 72nd St.,
Chicago 49, Ill.
April 27, 1953

"The Auctioneer"
490 Bath Ave.,
Long Branch, N. J.

Dear Sir:

Please find enclosed herewith six dollars (\$6.00) for my renewal subscription to "The Auctioneer".

Surely enjoy every copy and every month it gets better and better.

Thanks to you all.

Sincerely,
Wm. Strickland.

Grabill, Ind.
Apr. 13, 1953

Dear Colonel:

I am new in the auction business and enjoy reading "The Auctioneer" every month. So many benefits to be derived from the experiences of others to better fit us younger auctioneers for the future.

The short time that I have been in the auction business, it has been wonderful to me and I want to return it in every way I can. The least I can do at this time is lend my support to "The Auctioneer" by enclosing \$5 for the Booster Page and be proud to see my name under the state of Indiana.

My congratulations to all the officers and directors of the N. A. A., the Editors of "The Auctioneer", all of whom are making sacrifices in the interest of the auctioneering profession. I can foresee a wonderful future for all auctioneers through the National Auctioneers Association.

Very truly yours,
Russell Kruse.
U. S. Naval Hospital
Bainbridge, Maryland.
17 April 1953

Wheatland, Wyoming.
May 6, 1953

Col. B. G. Coats.
Long Branch, N. J.

Dear Col. Coates:

I am very glad to become a member of the National Auctioneers Association along with hundreds of other auctioneers. I think our profession has been very much neglected and we have probably been to blame ourselves more than anyone else for not doing something about it. Through the N. A. A. the problems that confront our profession can all be solved. By helping each other through organization and by all of us co-operating our profession will soon be on a plane where it rightfully belongs.

I hope to meet with you in the national convention and get acquainted with as many of the members as possible in the limited time. I wish to compliment the officers of the N. A. A., in causing the wheels of success to roll.

Very truly yours,
Col. Gordon Drury.

GIGANTIC CHARITY AUCTION SALE

The largest auction sale ever held in the state of New Jersey, will take place on Saturday, June 20th, in the huge Teaneck Armory, located on the corner of Teaneck Road and Liberty Road, in Teaneck (Bergen county) New Jersey.

It will be a two ring auction starting at 10:00 A.M. and continuing until midnight. Twenty Auctioneers all members of the New Jersey State Society of Auctioneers and members of the National Auctioneers Association, will alternate in selling to the 7500 visitors expected to jam the large Armory. All items to be auctioned are being donated by the merchants of Bergen and Passaic counties and include new bedroom sets, pianos, refrigerators, television sets, breakfast sets, radios, new automobiles, gift certificates from the large New York Department Stores, toys, boys and girls bicycles, round-trip airline tickets to California and Bermuda, sporting goods and just about anything that one could think of will be available. Approximately 3000 items will be disposed of making it necessary for each of the twenty auctioneers to sell 150 items.

Entire proceeds of the sale will go to Retarded Children's Association of Bergen and Passaic Counties. This mammoth project is sponsored by the Retarded Children's Association, and disposition of all the items at public auction will be under the direction of Col. William A. Oliver and James G. Oliver, both active and enthusiastic members of their state and national associations.

Hamilton Sells S. Carolina Sale

Col. A. W. (Ham) Hamilton, turned in a top selling job from the auction box when he sold forty head of purebred cattle for S. E. Duncan, Sr. at Orangeburg, South Carolina.

Working hard throughout the entire sale he sold five bulls for \$3,900 and thirty five females for \$18,120, total sales \$22,110. Col. Hamilton is a members of the N. A. A.

Col. Posten Holds Two Day Estate Sale

Col. Wayne R. Posten, of Stroudsburg, Pennsylvania, sold for the estate of Mary Turn Blair, the entire household goods and furnishings containing many fine and choice antiques on May 4th and 5th, in Stroudsburg.

Each day the house was filled to overflowing and many were unable to submit bids as their late arrival found many waiting outside for the opportunity to participate in the unusual offerings. The rapid fire order in which the items were disposed of kept the hundreds of visitors on the alert throughout the entire sale resulting in prolonged and spirited bidding on the choice piece of which there were many.

Col. Posten once sold for Fred Waring and many other people of prominence in this section of Pennsylvania. He is a firecracker on the auction block, knows the value of what he is selling and requires but very little time to reach that value. He is a member of the Pennsylvania Auctioneers Association and the National Auctioneers Association and advertises himself as such.

I don't believe I have ever heard of an Auctioneer who was against the National Auctioneers Association.

COL. PETTIT SELLS HOOSIER SALE

Col. Guy Pettit, of Bloomfield, Iowa, and a member of the National Auctioneers Association, sold for the Indiana Polled Hereford Association at the Indiana State Fair Grounds, eighty eight head of a total of \$39,850. He was assisted by Col. Bernard Hart and Col. Wilbur Clair.

Nebraska Sale By Col. Corkle

A fast moving sale of thirty three bulls for Carl A. Micheel & Sons, at Merriman, Nebraska, was conducted by Col. Charles Corkle, a members of the N. A. A., when he sold the entire lot in seventy minutes for a total of \$17,700.

X Johnny: "Yah, a little bird told me what kind of an Auctioneer your father is."

Tommy: "Yeah? What did the bird say?"

Johnny: "Cheep, cheep".

Tommy: "Huh, Well, a duck told me what kind of an Auctioneer your father is."

X A Kansas Auctioneer age 65 eats three raw onions a day because he thinks it will make him live longer. And he'll keep it up even if it kills other people.

WHOLESALE AUCTIONEER PRICES

"Our Prices Cannot Be Beat — Check Us"

Mixers - Toasters - Hardware - TV and Sport Goods
Toys - Watches - Furniture - Sewing Machines - and
Many Other Items

COMPLETE ONE STOP SERVICE — ALL NECESSARY MDSE.

FISHER DISTRIBUTORS

3324 W. Roosevelt Road

Chicago, Ill.

We supply many of the Auction Houses and Wagon Boys.

Send Trial Order

MEMBERSHIP CERTIFICATE

By Managing Editor

In this issue of "The Auctioneer" our Associate Editor, Col. Art Thompson, made an excellent suggestion when he stated that he thought it would be a good idea for the National Auctioneers Association to issue each and every member a certificate of membership.

Your humble servant has given this suggestion much thought and is of the opinion that your officers and directors should act favorably upon it when presented to them at their meeting July 16th.

I would like to enlarge upon Col. Thompson's suggestion by saying that such a certificate would actually be a badge of honor and distinction. Its prominence in a member's office or home would inform visitors that the Auction-

eer is doing his part in building and sustaining the National Auctioneers Association and the Auctioneering Profession. Your membership certificate, displayed in a dignified manner, would make a favorable impression upon all visitors to your place of business and classifies you as a progressive and enterprising Auctioneer.

If you concur with Col. Thompson, and would like to have your Association issue membership certificates, then write your President, your Secretary or your Directors and express yourself. Write "The Auctioneer" and we will publish your letters. Whoever you write to you can be assured that your letters will govern the decision of your officers and directors when the matter is presented to them, but you will have to act fast as next month is convention month. Yes sir, July 16th, 17th and 18th. Registrations will be on July 16th, so that all will have two full days and nights to join in a colorful and colossal conclave.

IT'S YOUR MAGAZINE

Remember, this publication is produced for your benefit — and all the other Auctioneers in the United States.

Tell us what you'd like to see in it in order to help us do a better job for you, your profession, your Association and your community.

Charge Full Commission

Cutting commissions becomes habit forming. Once started you'll soon acquire a reputation that can't be lived down. You will have placed an insurmountable block in your sales effectiveness. Abstain from the destructive practice.

ANNOUNCEMENT

"The Auctioneer" is authorized to state that all sessions of the national convention at Columbus, Ohio, July 16-17-18, will be open to visitors, including all persons interested in the auctioneering business, with two exceptions, the meeting of the Officers and Directors scheduled for July 16th, and the business session of the convention.

Do you have your lapel button of the N.A.A., and your cut of the Association's Emblem. They can be obtained by writing the Secretary, Col. J. M. Darbyshire, 158 Vine St., Sabina, Ohio.

GOING!

GOING!

GONE!!

**Why Lose Out on the
BIG PROMOTIONS...**

Profitable deals won't wait for anyone. They must be cashed in on *fast*... or they're usually gone. But you don't have to pass up promotions because you lack the finances or facilities. Do as so many of your fellow auctioneers are doing. Turn over your leads to us for negotiating mutually profitable arrangements. You'll expand your operation...and your income!

There's no work on your part. Just telephone us, at our expense, whenever you hear of a plant or commercial enterprise that has ceased operation or is up for sale. Give us full particulars. We'll purchase the plant or sign it up for an auction sale...and pay you well for your lead. Our service is at *your* service!

LEAD\$ MEAN DEAL\$



LET'S WORK TOGETHER!

CHICAGO OFFICE
38 S. Dearborn St.
STate 2-5908

W. WINTERNITZ & CO.
SAMUEL L.
AUCTIONEERS • LIQUIDATORS • APPRAISERS • SINCE 1894

★ WE MAKE CAPITAL OF IDLE ASSETS

DETROIT OFFICE
1160 National
Bank Bldg.
WOodward 1-0969

AUCTIONEERS ASSOCIATION of OHIO

is an

ORGANIZATION for BETTER AUCTIONS

and joins with other states

in making their respective state Associations bigger and better, of influence and prestige so that the interests of all Auctioneers can best serve the public.

To the Auctioneers of Ohio, if you are interested in advancing your profession, improving yourself and wish to share with others that are safe-guarding your interests, we invite you to join the Auctioneers Association of Ohio, and march forward triumphantly.

Application for membership can be obtained by writing the Secretary, Col. John Sargent, 601 Central Avenue, Greenville, Ohio.

IN UNITY THERE IS POWER

NATIONAL CONVENTION

COMMITTEES

PROGRAM COMMITTEE

Col. Si Lakin, Columbus, Ohio, Chairman
Col. Clyde Wilson, Marion, Ohio
Col. J. M. Darbyshire, Wilmington, Ohio
Col. Lyle Sweet, Ashville, North Carolina

RECEPTION COMMITTEE

Col. Clarence Latham, Hillard, Ohio, Chairman
Col. Guy Johnson, Columbus, Ohio
Col. Homer Pollock, Delphos, Ohio
Col. Homer Sparks, Sharon, Penn.
Col. Mike Gordon, Chicago, Ill.
Col. Walter Holford, Edwardsville, Ill.
Col. E. T. Nelson, Renville, Minn.
Col. C. B. Drake, Decatur, Ill.

AUCTION SALE COMMITTEE

Col. Guy Johnson, Columbus, Ohio, Chairman
Col. Ray Murphy, Wilmington, Ohio
Col. Don Rolfe, Orient, Ohio
Col. Lewis Marks, Abingdon, Ill.
Col. Earl Wright, Mt. Gilead, Ohio
Col. Paul Bockelman, Sioux City, Iowa

NOMINATING COMMITTEE

Col. John W. Rhodes, LeGrand, Iowa, Chairman
Col. Clyde Wilson, Marion, Ohio
Col. E. T. Nelson, Renville, Minn.
Col. B. G. Coats, Long Branch, N. J.
Col. A. W. Thompson, Lincoln, Nebraska
Col. Foster Sheets, Roanoke, Virginia

RESOLUTIONS COMMITTEE

Col. Guy Pettit, Bloomfield, Iowa, Chairman
Col. W. J. Wendelin, Henderson, Texas
Col. Jack Gordon, Chicago, Illinois
Col. Frank Taylor, Cortland, New York
Col. H. W. Sigrist, Fort Wayne, Indiana

CONVENTION SITE COMMITTEE

Col. C. B. Smith, Williamstown, Mich., Chairman
Col. Wm. J. Felton, Ortonville, Minn.
Col. C. B. Drake, Decatur, Ill.
Col. Tom Berry, West Newton, Penn.
Col. C. G. Williams, Sheridan, Wyoming
Col. Henry Rasmussen, St. Paul, Nebraska



Watch, I don't need a Watch,
I was bidding for the Blonde!

An Auctioneer was walking along the highway thumbing his nose at the cars speeding by. Shortly a hitch-hiker coming from the other direction spotted him in some amazement. "Hey bud," he cried when they met. "What's the idea of thumbing your nose like that? You'll never get a ride that way." "Who cares", the Auctioneer said, "This is my lunch hour."

Always see both points of view—the one that's wrong and yours.

Col. Bockleman, Jr., and his sweetheart were huddled closer together than houses in Hoboken. The lights were low—very low. He whispered, "What are you thinking about darling?" "The same thing you are sweetness," she shyly answered.

"Then I'll race you for the ice box," he shouted gaily.

Every Auctioneer is interested in pictures and stories that tell how other Auctioneers operate. Many of their ideas can be valuable to you. Every issue of "The Auctioneer" brings you pictures and stories that are of interest to all Auctioneers. But how much more interesting and valuable it would be if every reader of "The Auctioneer" would just contribute something.

It's Roundup Time from now on, so let's ride out and corral new members. Saddle up and join the others who are bringing them in.

COATS NOTES

The National Auctioneers Association is the Association for all Auctioneers, but it is your responsibility to try and make all Auctioneers for the Association. Others are doing it and a mighty fine job they are doing. You can do it to. Don't let your Association down. Help to make it strong by your efforts in getting new members.

No matter how busy we are all of us have an hour or so every day or every week that we could turn it to the best possible use by helping yourself, helping your Association and helping your profession. No matter how little time you can spare, those few minutes may be just the time that some Auctioneer has been waiting for when he would be asked to join the National Auctioneers Association. He is elated that you invited him and you are happy that he accepted your invitation, that your name will be registered on the records as having sponsored him. Many members of the Association are devoting their time and efforts to the building of a strong Association, great in strength, great in prestige and great in the profession of which everyone of us is a part of. Your spare time now can help and remember "today's work that is put off till tomorrow probably was left undone yesterday."

No Auctioneer ever reached the ladder of success with his hands in his pockets. No organization ever accomplished very much whose members took the attitude of "Let John do it." Get your hands out of your pockets and reach for that new member.

The present officers of the N.A.A. are working mighty hard for your Association. The least any of us can do is to show our appreciation of their efforts by getting new members. The increase

TAKE ADVANTAGE OF YOUR OPPORTUNITIES

(Continued from Page 24)

vention one where the crown can be placed in a job well done. Let's all do our part in making a lasting monument to the future auctioneers of America, an Association that they can be proud to carry on, one in which you can have a great source of satisfaction in the knowledge that you had a part in the building of a better profession, a better Association and a better professional publication. Mark your calendar now fellows, then make your reservations. This convention is a unique opportunity for every auctioneer.

subsequent to our last convention has been very encouraging to them, but as far as numbers go the final tally is up to YOU. Right now everything looks very promising for a most successful year. However, the applications for membership in the hands of the Secretary have again been largely the results of the men who are always on deck. Now if the rest of the members would bestir themselves just a mite, things would go over with a bang. The officers deserve a most successful year. Let us see that they have one. I would be willing to bet (and I'm not a betting man ordinarily) that you rub shoulders with an Auctioneer just about every day and that most of you haven't asked him to join the Association. Why not plant the idea now in that Auctioneer's mind, follow it up and send in that application for membership. The Secretary would be mighty glad to be swamped with applications. He is a hustler. He gets things done. Add your bit to the deluge.

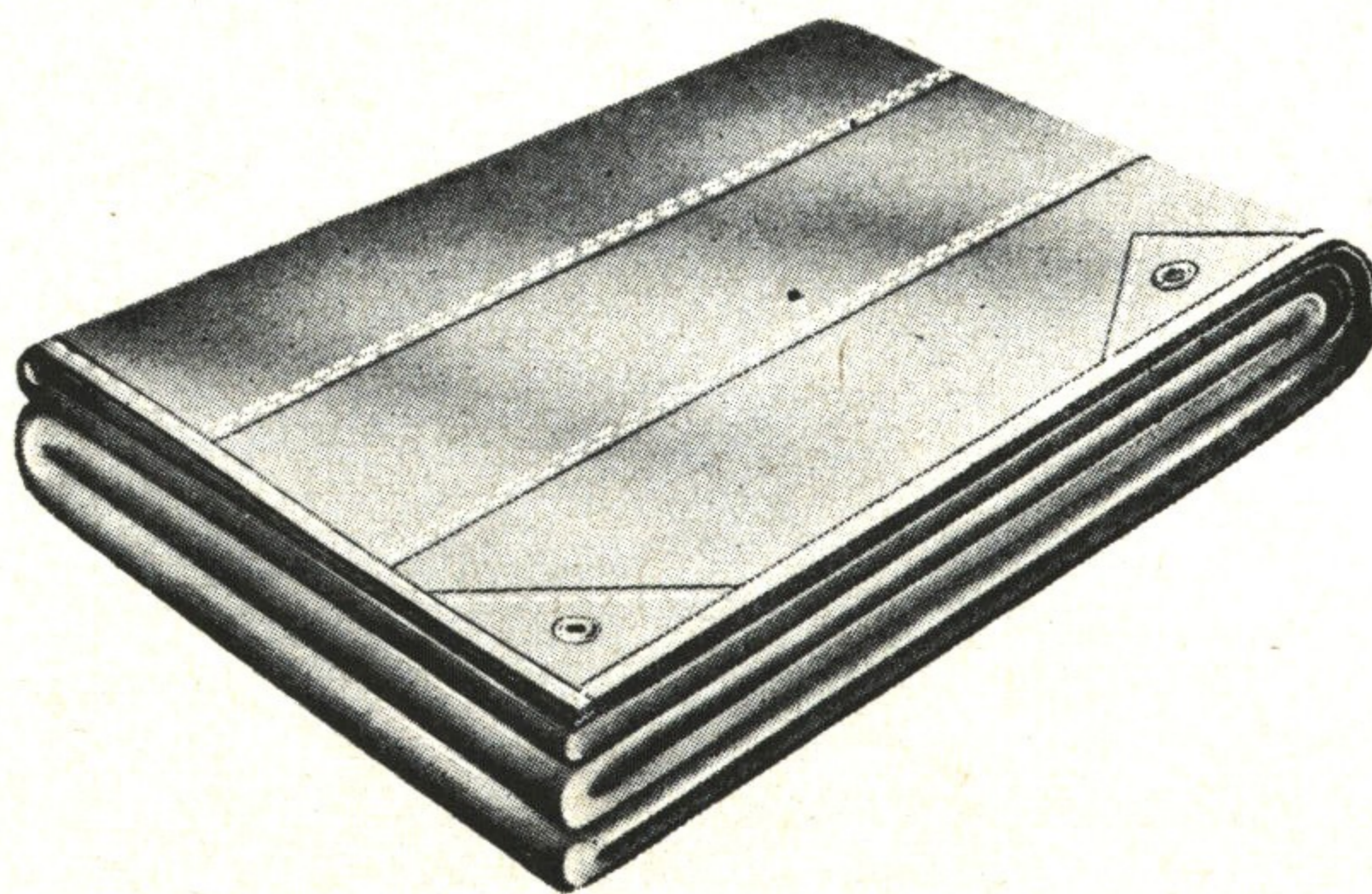
X As Auctioneers try and be so active that five years after you die, your self-winding wristwatch will still be running.

By patronizing our Advertisers you help support those who help support your publication and therefore help yourself.

‘ ‘ E V E R Y M E M B E R —

HOOSIER

Tarpaulins



write for our new free catalogue

**HOOSIER TARPAULIN
& CANVAS GOODS CO., INC.**

1302-10 WEST WASHINGTON STREET
P. O. BOX 574 • INDIANAPOLIS 6, IND.

THE ONLY AUCTION COLLEGE IN THE UNITED STATES CONDUCTED ON AN ACCREDITED COLLEGE CAMPUS

*The Auctioneering Profession Demands
Trained Specialists In Every
Field of Auctioneering*

Fourteen Instructors, Each a Specialist, Will Train You In Conducting

General Farm Sales

City Property and Land Sales

Merchandise Sales

Purebred Livestock Sales

Furniture Sales

Jewelry Sales

Lot and Sub-Division Sales

Automobile Sales

Horse Auctions

Livestock Market Sales

Tobacco Auctions

Radio Broadcasting and Public Address Training

ENTER TO LEARN

GO FORTH TO SERVE

At The

WESTERN COLLEGE OF AUCTIONEERING

BILLINGS

MONTANA

W. J. HAGEN
Executive Secretary

P. O. BOX 1458

Return Postage Guaranteed

490 Bath Avenue
Long Branch, New Jersey

Sec. 34.66, P. L. & R.
U. S. Postage Paid
Permit No. 16
MANASQUAN, N. J.

By patronizing our Advertisers you help support those who help support your publication and therefore help yourself.

APPLICATION FOR MEMBERSHIP

National Auctioneers Association, 158 Vine Street, Sabina, Ohio



Enclosed find \$..... to cover membership fee and subscription to "The Auctioneer" which is \$10.00 for one (1) year. I am an Auctioneer and desire to become a member of the "National Auctioneers Association."

Gold lapel pins, \$2.50 extra ☐

Letter-head emblem, 2.50 extra ☐

NAME
(print)

ADDRESS

CITY ZONE STATE.....

Fellow Auctioneer for Reference:

NAME

ADDRESS