

The AUCTIONEER

OCTOBER, 1952

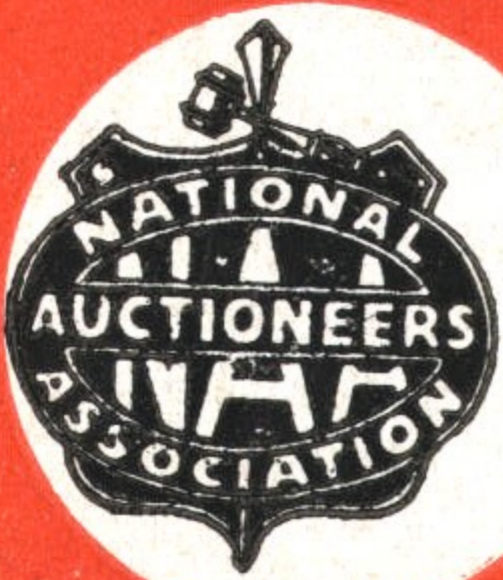
VOL. III

Official Publication of The National Auctioneers Association No. 9



MAGICIAN TURNS AUCTIONEER

READ ABOUT IT IN THIS ISSUE





THE AUCTIONEER

PUBLISHED MONTHLY, EXCEPT
AUGUST, AT TOLEDO, IOWA

OFFICIAL PUBLICATION OF
NATIONAL
AUCTIONEERS ASS'N

JIM BRUCE, Managing Editor

JOHN W. RHODES, Editor

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

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

Subscription Rate: \$2.00 Per Year

In Canada — \$2.50

SINGLE COPIES - - - 20c

DISPLAY ADVERTISING

RATES

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

CLASSIFIED ADS

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



Now is the time when there is a lot of hot air going out over the air waves and TV and from every street corner and among the groups as they wait for a sale to begin.

It is not due to the fact that it is getting colder, but because the 4th of November is rolling around. If a man could believe all he hears it would be someplace in which to live but each night as the main speakers tell about what their party will do it seems that each of them feel that it is impossible for their party to make a mistake and just as impossible for the other party to do anything right.

A fellow at the sale barn the other day was asked what he thought about the Taft-Hartley Bill. His immediate reply was, "Why don't them blame congressmen pay that bill like they pay all the rest of them. I believe in paying our bills as we go."

My Mom used to say that you never miss the water until the well goes dry. Thinking along the same line, do you know there are a lot of people who would be ready to fight if they were denied the right to vote? They say no one can take away their right to vote, and at the same time no one can make them cast that which is their privilege.

It's hard to feature a person who says "You can't stop me from voting, but I'm not going to vote and you can't make me."

I'm going to vote and then when it's all over, win or lose, I'll do like most American citizens I'll go along with the majority and if the election didn't suit at least I tried my little bit and will at least have a good reason to kick about the way the country is being run.

This is also the time of year when we begin to look forward to the World Series. The TV people around here are stocking up on new sets for this will be their harvest time. Looks as though the Yankees will be in there again and I am looking for-

ward to seeing Mickey Mantle knock a home run right in my own living room. They say in the big leagues you can take almost any player from any team or league and put a Yankee uniform on him and he seems to almost double in his ability. Well that was about true years ago when the song, "The Yanks Are Coming," was going strong.

We too have a real big league player who is on the side of the N.A.A.

It might interest you to know that the great Col. Art Thompson (A Director in the N.A.A.) has begun a one man campaign to get members for the Ass'n., and they don't come too big for him to sell a membership.

In his own words, "If I keep on coming up to bat I'm sure to knock a home run sooner or later."

He has been responsible for many **BIG NAMES** in the auction field to become members of the N.A.A. Among some of them are, Col. Jewett Fulkerson, Hamilton James, Jack Halsey, Freddie Chandler, Charles Corkle, Tom McCord and many others as well. The reason Col. Thompson has become such a power in the auction business is because he has always believed that if a thing is worth doing at all it's worth doing right.

He believes if the N.A.A. is worth his time, money and attention it is worth while to others, and it is his ambition to get other good men into the ranks. You too could and should feel the same way and when we all work for the good of this ass'n. it will become a strong organization that in turn will be able to work for the good of each of us.

How Many men have you asked personally, and to how many have you written a letter asking them to join up.

It isn't how many you got, it's how many you asked that proves how hard you are working.

I am happy to be able to report that never before in the history of the Ass'n. have we got so many **NEW** members in such a short period of time.

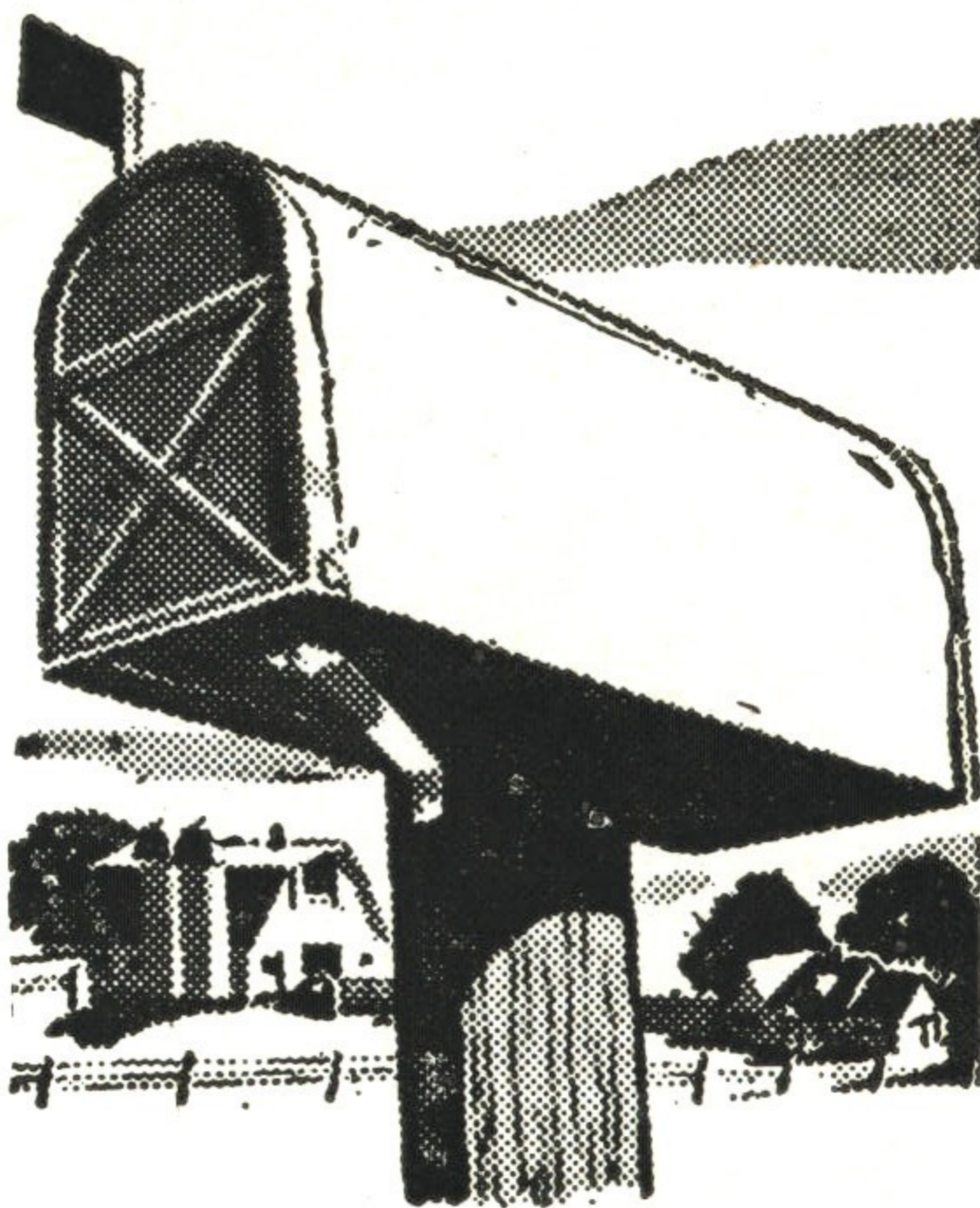
See you next month,

Auctioneeringly yours,

John W. Rhodes

It is most commendable for all Auctioneers to get in and dig, but be careful where you throw the dirt.

FROM THE MAILBOX . . .



At the annual election of officers for the ensuing year in the National Auctioneers Association held in Minneapolis in July the following men were elected:

Col. Clyde Wilson, Marion Ohio, **PRESIDENT**; Col Walter Holford, Edwardsville, Ill., **1ST VICE-PRESIDENT**; Col. H. W. Sigrist, Fort Wayne, Ind., **2ND VICE-PRESIDENT**; Col. Henry Rasmussen, St. Paul, Neb., **TREASURER**; Col. J. Meridith Darbyshire, Sabina, Ohio, **SECRETARY**; Col. A. W. Thompson, Lincoln, Nebr., **DIRECTOR FOR 3 YEARS**; Col. C. D. Smith, Williamson, Mich., **DIRECTOR FOR 3 YEARS**; Col. B. G. Coats, Long Branch, New Jersey, **DIRECTOR FOR 3 YEARS**, and Col. C. G. Williams, Sheridan, Wyoming, **DIRECTOR FOR ONE YEAR**.

Col. B. G. Coats,
490 Bath Ave.,
Long Branch, N. J.

Dear Colonel Coats:

Thanks for your good letter. Wish you would write an article for "The Auctioneer" urging all the members to go after new members.

I am enclosing the 4th membership I have gotten including the Forke Bros. of Lincoln, who sent their's in.

(Continued on back cover)

Once A Showman Always A Showman

PULL, PULL, PULL . . .

Some folks have lucky numbers, others repeat favorite phrases. Col. Bill (Himself) Morton's life has been just one long PULL.

For 17 years he PULLED rabbits out of hats before millions and in a manner that won him words of acclaim like these:

SPOKANE, WASH. — In addition to being an excellent manipulator, Mr. Morton is a great showman. He was able to hold the interest of the children at all times and built up to a climax. We enjoyed them very much



and would not hesitate to give them an unqualified recommendation—**R. H. Knaack, Principal, Havermale, Jr. High School.**

Now Himself Morton is PULLING bids out of customers at his newly established "Bill Morton Auction Co." in Lincoln, Nebr. (His father, Dr. P. J. Morton, dentist, PULLED teeth.)

Before Young Morton (now age 6 months) came along, Bill spent 17 years mystifying 'em from coast-to-coast in more than 17,000 performances as a professional magician. With his missus as assistant, Himself Morton won acclaim from school and civic organizations everywhere.

Billed as the "Magical Mortons", the show offered such intriguing attractions as:

"Willie, the Wabbit"

"The Human Pump"

"The Houdini Mystery"

"The Tale of Two Rabbits"

and much more "modern magic and old fashioned fun."

Now, perhaps less glamorous but still

requiring showmanship, Bill sells:

Complete Estates

Business Property

Farm Machinery

Industrial Equipment

City Lots

Inventories

Where previously Magician Morton brought "Magic From Around the World To You!", Auctioneer Morton now "Buys for Cash or Sells on Commission."

Himself Morton, called "a most affable" gentleman in a Lincoln newspaper in a story regarding his transition from dispenser of magic to bid puller, is happy with his new job and enthusiastic about the business he's building in Lincoln.

After all the switch wasn't really so great. An audience is an audience—whether they're watching a magician or listening to an auctioneer. And they appreciate showmanship—in the theatre or the auction house.

Another item both actor and auctioneer must pay attention to is advertising—with a capital "A". and Himself Morton is well aware of it. As a trouper he passed out 'One Holer' bills and plastered up big posters to keep people thinking about the "Magical Mortons." As an auctioneer he has a few tricks too. There's a little pamphlet, for instance, that gets the name of his company into a lot of people's pockets. On the front of the folder is the promise that the reader is about to receive information about "How to Win at Poker Canasta and Gin Rummy."

The secret, of course, as the inside page reveals is to "CHEAT." and on the back of the folder is the information that "This long guarded and secret information is presented to you through the courtesy of the Bill Morton Auction Company 'Where Auction Means Action'."

Bill's headquarters for the action-auction company are in the Lindell Hotel at Lincoln.

Drop in if you think you can steal a showmanship trick or two. But WATCH IT! Bill might plant a rabbit in your mustache, Colonel.

91 4-H Beeves

Bring \$29,209.60

(Reprinted from a newspaper clipping sent in by Col. Williams.)

Ninety-one steers were sold through the ring at the annual 4-H fair beef sale Friday night to bring a total of \$29,209.60. The total figure topped last year's auction when 86 steers brought \$28,860.13.

Top price paid was \$55 per hundredweight for an animal sold by Jerry Kaufmann to the Sheridan Meat Co. Second high was \$51 on a beef sold by Gary Smith to Pete Taylor. The top price paid last year was \$51.

Two steers exhibited by Jerry Kaufmann and Robert Brug were named to go to the Denver stock show next January. Stevens-Fryberger and Co., and the Sheridan Flouring Mills will each donate \$150 for trip expenses.

Total weight of the animals was 80,440 pounds according to the Sheridan Livestock Commission Co., who handled bookkeeping for the transactions. Average cost per hundredweight was \$36.31. Average weight per head this year was 884 pounds with an average cost per head of \$320.98.

The total paid for all livestock was \$29,762.70. That figure included sheep and one dairy animal.

Pete Jensen, county farm agent, declared that the sale was an excellent one and that more business men and firms participated in the auction than previously.

Col. C. G. Williams reports that the two top steers at the 4-H show will be shown this winter at the Denver fat cattle show. And Col. Williams also, in his letter, mentioned the cooperation Wyoming cattlemen are extending toward young 4-H showmen.

John E. Rice, internationally known polled Hereford breeder, donated a calf to the winner of the show. The calf is out of his famous herd sire, Plato Domino 36th, and is to be brought to next year's 4-H show. Buck Weaver donated a calf to the junior showman who received the lowest price in the auction.

Col Williams reports that he worked the ring at the auction, and Col. Dale H. Shelton, Jr., cried the sale.

BRATTLEBORO'S

Lady Auctioneer

JOINS ASSOCIATION

It took a three cent stamp and one minute of time for Brattleboro's Woman Auctioneer to become affiliated with the National Auctioneers Association.

Mrs. Bailey, like thousands of other Auctioneers, was just waiting to be asked to join the N.A.A., and when an application card reached her she lost no time in returning it with her check. Proud to be associated with the Auctioneers of America and proud to do her part in promulgating the N.A.A., for the guidance, protection and benefit of all Auctioneers.

"The Auctioneer" official publication of the N.A.A., takes great pleasure in welcoming you, Mrs. Bailey, into the fellowship of the Association and knows that you will find much pleasure and profit therefrom and the



EMMA BAILEY

entire membership will look forward to meeting you in national convention in July 1953 at Columbus, Ohio.

Yes, a woman Auctioneer is now one of us and her battle to become an Auctioneer is one that every Auctioneer should profit from.

Obstacles and perplexities were always confronting her, but she was determined to succeed until today she is the outstanding woman Auctioneer of America.

Approximately five years ago Mrs. Bailey announced to her family that she was interested in becoming an Auctioneer.

"Where in the world did you ever get an idea like that," was her husband's reply. Mr. Bailey and their two daughters thought the whole idea unsound because women just are not Auctioneers.

There had been no woman Auctioneer in her part of the country and her family thought that to be a sufficient reason why she should not enter the field. She was faced with so much opposition that the more she encountered the more determined she was to be an Auctioneer.

She applied for and received her state license on August 20, 1949, which granted her authority to conduct auction sales anywhere in the state of Vermont. This was only the beginning for as her husband had predicted, the men did not like the idea of a woman Auctioneer.

When her first auction sale advertisement ran in her local paper the men dug up an old ordinance and had her stopped. She managed to overcome that hurdle and proceeded to go ahead as planned.

Her family is an auction team all working together. Mr. Bailey is her right hand

man, one daughter is the bookkeeper the other daughter manages the lunch stand and occasionally helps with the many details necessary in the proper conduct of an auction sale.

Everyone enjoys the work, the fun and the unexpected which invariably takes place at every sale.

Many and varied have been her sales in the few years she has been operating. Did you ever hear of or see a left handed clothes stick? There is such a thing and Mrs. Bailey has the unique distinction of selling the only left handed clothes stick at public auction.

The stick was carved into the perfect shape of a slightly closed hand which many, many years ago lifted many a family wash from the steaming tubs. It was an excellent example of early wood carving and sold for \$15.50.

Her style is her own, she is original as she believes that imitation of anything is seldom good and that to be a good Auctioneer one must be original.

With her it is Auctioneering with a woman's interest. She has conducted many of the larger household goods sales in Vermont.

She owns her own sale barn where she takes goods on consignment and conducts sales at frequent intervals. That is the type of auction sale the Vermont people like and the many summer visitors that spend their vacations and summers in historic old Vermont.

Her busy season is from May until October, July and August being the top months for the summer visitors who, thru a process of education by Mrs. Bailey, have become avid auction addicts.

While she is engrossed in Auctioneering, relaxation is necessary for the success of any profession and here in reading, sewing and flower gardening as well as rug making garners new ideas and strength for the battles ahead.

Her family has only recently completed a rug which they call "Bailey Toten Pole" as it depicts their story of fun and living from which so much has been possible through the initiative, tenacity and aptitude of one destined to be an Auctioneer, in the face of discouragement, despair, but with a will to win.

Congratulations to you, Mrs. Bailey, on your prodigious success in the short span of four years as Brattleboro's Woman Auctioneer and may you continue to enjoy a lucrative business in the many years ahead.

What is the fate of the N.A.A. ?

By B. G. Coats

The Auctioneering profession is in danger today because of what it inherently is—an island of seriousness in a sea of careless, carefree living. They are other scattered areas of like import but they too, are not popular.

In the minds of many there are two things wrong with the Auctioneering profession and the National Auctioneers Association.

First, it is serious and that is a cardinal sin in a day when the swing is all toward the lighter and more entertaining. Second, far too many members are just taking it as a matter of fact.

The criticisms are true, simply because the National Auctioneers Association is the National Auctioneers Association. And it must be judged by Auctioneering standards. The same thoughts are prevalent about other organizations and other professions. But neither the Auctioneering profession and the National Auctioneers Association are subject to judgement of the theater or circus, else they would cease to be a profession and an organization.

The function of the National Auctioneers Association is to teach in order to attempt to change Auctioneers into the likeness of its teachings. To make better Auctioneers and a better profession and it must teach it's principles and objectives over and over again as new material knocks at its door.

I am not so foolish as to discount fellowship, entertainment, refreshments and the like. These make valuable contributions to the enjoyment of any group. But that is exactly what they are—contributions, by-products and not the chief end. I would not want to abolish them but I am exercised by the fact that under the prevailing thought of the time they seem to have taken the "head place at the table." First things should be first.

The choice in the National Auctioneers Association today is between strength and weakness. The Association is in no danger of becoming extinct. It is in danger of becoming impotent.

(Continued inside back cover)

IT PAYS TO

Look Ahead

TO SALE DAY

(Editor's Note: This article, by Col. Art W. Thompson, is reprinted from the July 1 issue of the Hereford Journal. Col Thompson was unanimously elected director for a term of three years at the N.A.A. national convention this year).

by Col. A. W. Thompson, Lincoln, Neb.

The best time to begin to prepare for a successful sale is the time you start to buy your foundation stock. Ask yourself the questions: "Are they of well-known and advertised breeding, and do they fill the present day requirements? Better to start with five good heifers or cows and a good bull than with 20 poor females and a bull that has no appeal as to pedigree or individuality. Livestock shows, including the 4-H and FFA, the important sales, agricultural college training, and the livestock and farm publications with the wealth of information, have been and are a great and valuable asset in determining the worth of quality.

Lay foundation on Quality

So the first requisite in preparing for a sale is to lay your foundation with quality and well-known pedigrees. If you read the sale reports you see many averages from \$350 to \$450 while others average in the four-figure marks. Quality pedigrees and fitting tell the tale.

Regardless of the quality of your females, you cannot build toward a good sale without the right sort of bull. Get a bull whose conformation pleases the eye and one with a pedigree, about which the breeder who produced him or his ancestors, uses plenty of printer's ink talking about his ancestry. Then use plenty of printer's ink yourself to let the farmers and breeders know what you have to offer.

Now, when is the time to start the actual preparation for a sale? The time to start a calf is when he is born. I don't mean to load him with fat, but don't ever let him lose his bloom. Creep feed him if necessary or supplement feed in the barn. Once a calf loses his bloom it takes time and a lot of feed to bring him back.

The same can be said for the older animals. It takes a good judge of cattle to look at a thin, ragged bunch of cattle and to guess how they will respond to feed. You have heard me say so often, that if you went to buy a new automobile and it wasn't painted and had no cushions or tires, you would not be interested even though the salesman offered it at a bargain. Neither would you buy a suit of clothes with no button holes or buttons on it. You want a better-looking car and a better suit than you have at home. Buyers of pure-bred cattle are getting quality-minded, too. They come to your place before your sale to see if you have better-looking cattle and pedigrees than they have at home. So it pays well to have your Herefords physically acceptable to the eyes of the prospective buyer.

Every breeder should have a sign at his driveway if he lives on a main-traveled highway. If not on a highway, one on the corner nearest his farm or ranch, telling how far and in what direction. It will surprise you how many breeders will pay you a visit during the year. Good breeders are continually scouting the country for outstanding prospects. They have found many of them in the small herds as well as the large ones. But they cannot find your place if you "hide your candle under a bushel." When preparing for a sale a smaller sign with your sale date should be hung under the permanent sign.

All cannot have elaborate buildings. It isn't necessary. But all can keep neat surroundings. Well-kept fences are important, especially where there is more than one bull of breeding age. It gives the prospective buyer confidence that the breeding certificate is correct.

Leave Nothing To Chance.

Now, if you are ready to make a sale there are a number of details to look after to make the event successful.

First, have your choice of the various livestock publications send out their representatives for advice as to the time to

sell, to advise with you as to whether your cattle are ready for a sale, and to help you to select the sale offering.

Once you agree, then select your auctioneer, for the efficient livestock auctioneers are often booked months in advance. A good auctioneer working with a good force of fieldmen can easily make your sale expenses, or more.

Get the fieldmen's advice as to the best location to hold your sale, whether at the farm, or ranch, or a sale pavilion. Most folks like to come to the farm or ranch if the roads and weather permit. Good tents can be had now from responsible tent men who set them up and stay throughout the sale in case of any emergency.

In cold climates one needs a building in which to sell, for the comfort of the buyers if they are to stay through a sale, especially if it is a large one.

When selling on a farm or ranch a strong high chute is necessary, with strong divisions in the chute so there will be no break-through of the animals. Strong gates in and out of the ring also are a necessary safeguard.

A square ring is best because it can be braced at the corners, and it should be of extra-strong wire or cables. Make it high enough that an animal which becomes panicky can't get its feet over the top or your ring may be demolished and an animal may run beserk through a crowd and reflect a big loss in your sale. Too, you might have some doctor bills and damages to pay. Leave enough room between the ring and the seats, at least from four to six feet for the fieldmen to work. Not long ago a fieldman working in the ring received a broken arm when he was tossed in the air by a wild cow. Even cattle quiet and gentle at home may become excited by the crowd and noise to which they are not accustomed.

Build a strong auction stand with the floor about three to four feet above the ground and well braced, as it is quite often filled with interested persons including the owner and clerks. Upon several occasions I have had a low auction ring dragged out from under me, or an animal visit me in the auction stand, and I took off for parts unknown. The auction stand should be as long as space permits.

Then in front of the auction stand build protection for those who might be in the ring as assistants. Set strong posts securely and nail 2 x 12 planks to them about chin high. Make it the length of the auction

stand and leave just enough room for a man to slip in.

Bear Guests' Comfort in Mind

If the sale is large enough to warrant it, a good, free lunch should be provided. If not, generally some organization will serve one at reasonable prices.

Clean rest rooms should be provided with the necessary supplies for both men and women, and a space for parking cars and trucks. Put the parking space on sod ground if possible.

Have clean yards or pastures where the cattle can be inspected before the sale.

Don't ever offer your cattle unless they have been washed. They will never look bloomy with their coats filled with dust and chaff.

Now, sale day has arrived. All should be in readiness. Your help should be on hand with detailed instructions as to each one's job.

The owner should be free to visit and answer questions. At many sales we see the owner running excitedly about with no time to devote to his visitors.

Don't Overlook Catalogues

Have attractive catalogues in a convenient place for buyers. Pictures of the better cattle, especially of the herd bull, are valuable additions to the catalogue, but be sure that the pictures are good and do your cattle justice. Poor pictures are worse than none. And don't forget to have catalogues marked with any change for fieldmen and auctioneers.

Above all, never scold your crowd because you think they are not paying what you think the offering is worth. You may be disappointed in some certain animal's value, but some others will sell for more than you expected. It is the total that counts. Then, too, when you have a well advertised sale you will have a good crowd of cattlemen and farmers and they generally make a fair appraisal of your offering.

Make prompt delivery of pedigree certificates and attend to other details relative to transfer.

If there are any mistakes concerning breeding dates or any of the cattle sold prove unsound make adjustments prompt and gladly.

Successful breeders answer all correspondence fully and shortly after the letters are received. They also write to thank purchasers and inquire as to how the

cattle are doing. They show continuing interest.

Others Contribute to Your Success

In closing, may I say a word for the value and service of the livestock publications. Not just on your sale day, but the year-around service they render by keeping the public informed with sale reports and thousands of columns of worthwhile information. What do you think would happen were they all to stop publication at once? They have had a tremendous influence in the promotion of the Hereford Breed.

Then don't forget the American Hereford Association. Jack Turner, our efficient secretary, has surrounded himself with a most capable group of assistants in the office and in the field. He has a board of directors composed of men who are businessmen of proved ability along with being top Hereford cattle breeders. They know the score. A new office building is in the course of construction—the last word in beauty and efficiency—the greatest purebred cattle home in the world. How proud we all may be of it.

Remember, most of us are stockholders in this great Hereford association and all have a deep interest in it as the spearhead of our great industry. Let us all do our best, keep the plane of our dealings high above criticism, and preach the gospel of the Beef Breed Supreme.

If we all practice the Golden Rule: "Therefore all things whatsoever ye would that men should do to you, do ye even so to them," there can be no end of the growth and popularity of the Hereford breed. The individual breeder who practices the above principle, along with improvement in his herd, is sure to prosper and to have a profitable and satisfying life ahead for his family and himself.

GREETINGS

WE ARE BEHIND THE ETHICS

AND PRINCIPALS OF THE

N. A. A. 100%

ILLINOIS AUCTIONEER'S
ASSOCIATION

CLIPPINGS . . .

by E. T. Nelson

Two new neighbors came into our community this year. One came from Arizona and the other from Arkansas wet delta region. When I asked them why they moved, the Arizonian said, "I was tired of sweating dust. Out there the only rains were dust storms. Buzzards wore goggles and flew backwards to keep from choking to death, and grasshoppers carried haversacks to keep from starving. The only fish we caught were dried herring, and my mouth was always so dry, that the only way I could whistle to my dog, was to ring a bell."

And the Arkansas man said, "That delta country was too wet for me. The only time that the sun ever shown was when it rained. The pores of my hide were sprouting water cress. My hound dog had crawdaddies instead of fleas. There were water bugs instead of flies. The chickens had web feet and their eggs hatched out turtles. Yes, the kids got water rash and my wife got water on the knee, but it was too much to take when I started catching Catfish in the front room MOUSE TRAP, so I moved."

Just wait until the thermometer reads 40 below here . . . Well I expect to have NEW neighbors next spring.

Remember the American Auction College, also operated under the name of Missouri Auction School? Yes, I own all the copyrights from this fine old college and have built my new Study Course around the principals and ideals of the great auction school which was established in 1905 by Col. W. B. Carpenter. I have a few of his 17 text books left in my file, if some of you graduates want them.

Our School limits the size of classes to 20. We hold more classes, and give personal attention to each student.

This axe cuts a coming and a going and the handle is made to fit a woman's hand.

Your're out agin, At 100 dollars do you want em?

One dollar is the money bid, Do you want em at two, at two do you want?

In or out, up or down, Lets go!

She's got two good ends, and a good middle and what'll you give for her?

A MIND IN NEUTRAL AND A JAW IN GEAR, WILL NEVER MAKE ME A GOOD AUCTIONEER.

Booster's Page

\$5.00 WILL KEEP YOUR NAME AND ADDRESS ON THIS LIST A WHOLE YEAR

Col. Tom Berry	Hill & Main St.	West Newton, Penna.
Col. John W. Heist	P. O. Box 22	Beatrice, Nebraska
Col. Homer H. Sparks	1244 East State St.	Sharon, Penna.
Col. Herbert Van Pelt	Maplewood Farm	Readington, New Jersey
Col. B. G. Coats	490 Bath Ave.	Long Branch, N. J.
Col Ray Hudson	Route 1	Morrisonville, Illinois
Col. T. C. Jensen	509 Blaine St.	Holdrege, Nebraska
Col. L. T. Crawford	219 West 7th St.	Mishawaka, Indiana
Col. Guy L. Pettit	104 North East St.	Bloomfield, Iowa
Col. Laird N. Glover	Route 5	Crawfordsville, Indiana
Col. Joseph W. Donahoe	706 Harriet St.	Darlington, Wisconsin
Col. Tom Gould	1311-13 Nicollet Ave.	Minneapolis, Minn.
Col. John F. Beecher and Son		Elma, Iowa
Henry C. Godlove, Realtor		Indianola, Iowa
Col. Fred W. Smiley	720 Wisner St.	Saginaw, Michigan
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Remington Sales Service	Mike Gordon	Chicago 40, Illinois
Radde Bros.		Watertown & Waconia, Minnesota
Col. W. C. Heise	915 Park Ave.	Oconto, Wisconsin
R. D. "Jim" Brown		Ida Grove, Iowa
Col. C. B. Drake	P. O. Box 308	Decatur, Illinois
Col. Bill McCracken	820 W. Essex	Kirkwood 22, Missouri
Col. J. D. Kirkpatrick	224 West 2nd St.	Grand Island, Nebraska
Col. Philip A. Engelmeier	500 Foreland St.	Pittsburg, Pa.
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Col. Earl Ellis		Washington, Indiana
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Col. James Webb		Grand Island, Nebraska
W. J. Wendelin		Henderson, Texas
E. T. Nelson,		Renville, Minn.
Hubert S. Post		Washington, Penn.
Watson Van Siever,		Burlington, N. J.
Homer Pollock		Delphos, Ohio
Harold Broshears		Evansville, Ind.
National Auctioneers Auxiliary		Anywhere, U.S.A.
Col. Clinton A. Peterson		Fort Dodge, Iowa

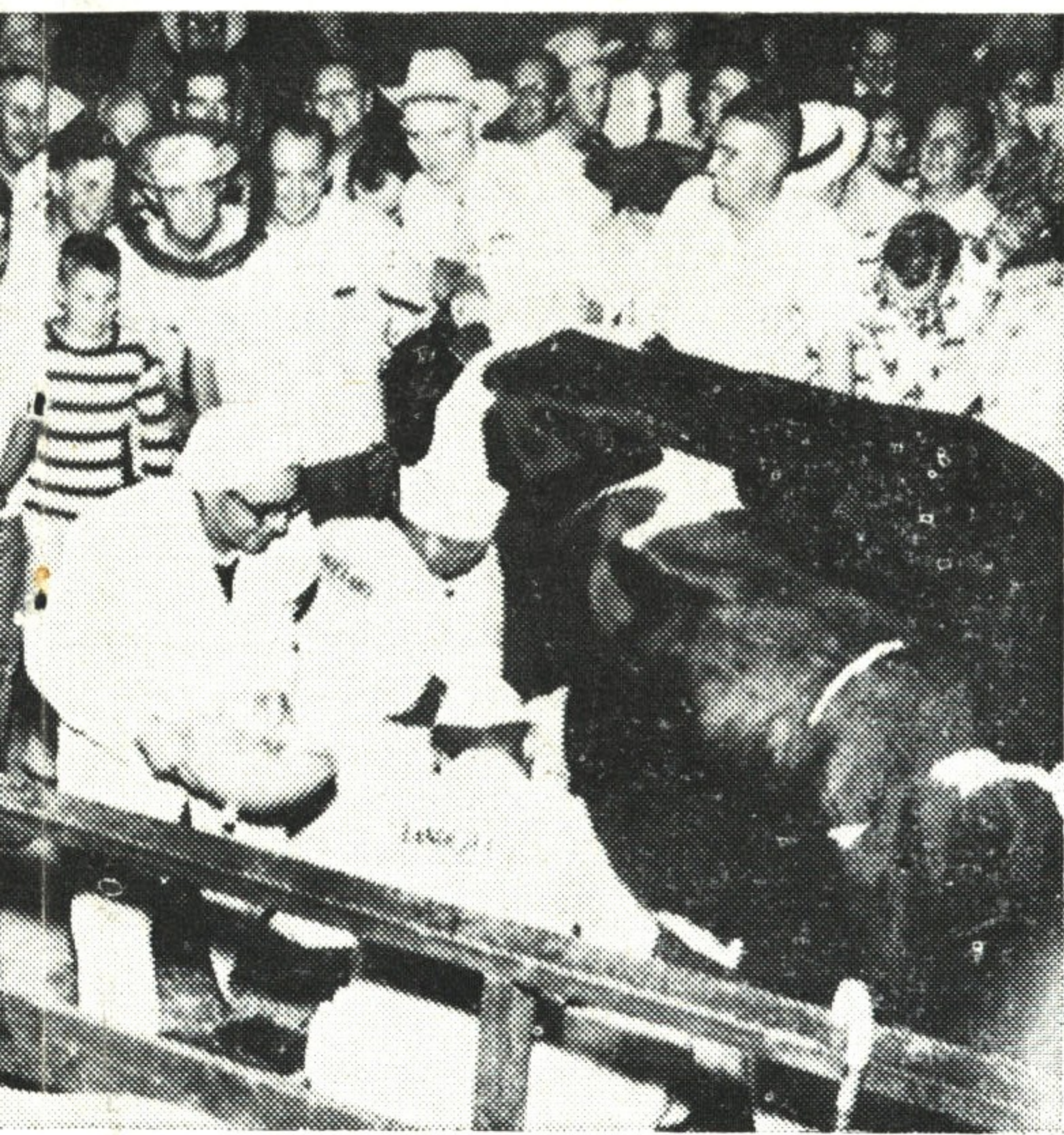
AT THE 1952 NA



Ah! The Ladies. They got all dressed up for this picture (below) and their NAA Auxiliary tea. Aren't they pretty? We'd like to keep writing about the ladies, but we're duty-bound to at least identify the other pictures. Above: The non-nicotinic at left is Dave Levine; smokers are J. Eddy and T. Gould. And at upper right is a snap snapped during the milking contest. Fellow looking so worried (in the circle) is Walter Holford. He has cause to worry when Holsteins are harassed—after all, they're his bread and butter.



NAA CONVENTION



Meet your new NAA president (above) and First Lady. Besides getting elected president, he rather, they—placed second in the Old Times, Ha Times contest. Top winner in that benevolent competition was the Mr. and Mrs. John Norris team pictured below.



Coats' Notes

X Auctioneering is a profession; and if it is to be made a profession requires as exclusive a devotion, as hard a preparation as any profession. It is one of the finest professions.

Minutes pay off for years. The few minutes you spend every year at the national convention of the National Auctioneers Association is the best investment in time that any Auctioneer can make.

Successful auction sales must have two essential features. It is not only necessary to acquaint the public with the merits of your sales, but the Auctioneer must stimulate the visitors whose enthusiastic support is needed for any successful auction sales. "We must build good will with the public so that they are familiar with buying at auction. This makes them eventual prospects for whatever you have to sell".

The National Auctioneers Association is on the march and if you know of an Auctioneer who is not a member the chances are that he would like to march with us. Yes, your Association that you have worked so hard for in the past is on the march to overwhelming prestige.

The good cheer and pleasant manner of Auctioneers are a source of constant inspiration and wonder to me. That is why I derive so much pleasure, so much benefit, so much fellowship and so much satisfaction in attending national conventions and reading their articles in "The Auctioneer". It is better than all the medicine in the world.

Col. Wilson, our new President, was observed taking in every session of the convention and was heard to remark, "The best after-dinner speaker is the fellow who says; Waiter bring me the check".

Waitress: "This is your fifth cup of coffee, Sir. You must like coffee". Col. Gordon: "I do, I do. That's why I'm willing to drink all this water to get a little of it".

Auctioneer: "My father was quite a

politician in his day."

Friend: "What did he run for?"

Auctioneer: "The state line."

"You accepted that new Ford from your Auctioneer friend?"

"Of course. You didn't think I was going to hell in a wheelbarrow, did you?"

What is an "invitational" sale? If a breeder desires to hold an auction but has not enough animals of his own to make up an attractive offering, he "invites" another breeder or two to join him with consignments.

What is a "consignment" sale?" A promotor or sales manager will contact several breeders requesting that they consign a certain number of their animals and by several breeders consigning the sales manager is assured of enough animals to warrant the expenditure necessary in advertising, etc., to attract buyers.

What is a "dispersal" sale? A breeder desires to dispose of his animals and therefore wishes to disperse the animals by public auction and by advertising as a dispersal sale the buyers are lead to believe that the breeder is no longer active or that the breeder desires to retire, move to another location or has met with difficulties which necessitates disposing of his animals.

What is an "annual" sale? The larger breeders hold a yearly sale which affords them the opportunity of disposing of animals no longer needed by the breeders and in some instances the herd has grown beyond the accommodations of the breeder. Annual sales affords buyers opportunities to increase their herd and perhaps add a better animal thereby increasing the value of their animals.

What is a "yearling" sale? Breeders of horses commonly known as race horses hold sales once a year and offer to the public horses one year of age. Careful attention being paid to pedigrees and other particulars. The "yearling" sales throughout the country have become an institution and looked forward to by the various breeders of race horses. Many of the biggest winners and best horses have been purchased at "yearling" sales.

What is an "Auctioneer?" One who conducts public sales by auction and sells his offerings to the highest bidder.

What is an "auction"? A public sale at

which property or goods are sold to the highest bidder by an Auctioneer.

What is an "absolute public auction"? A public sale at which property or goods are sold to the highest bidder by an Auctioneer who is obliged to sell regardless of what the property or goods may bring. There being no reserve on any item offered by the Auctioneer.

You're in the Auctioneering business and as an up to the minute Auctioneer you need more than ever to keep posted on what's going on in your profession. These are changing times. So you will want the very latest information on trends etc., to guide you as you make your decisions.

You can get it in "The Auctioneer" and the more information you submit to the Editor the more information we can all have and keep posted of auction conditions throughout the country.

Now before you go to bed tonight how about writing a note letting the Editor know how the auction business is, and tell him how things look, in your part of the country. He will appreciate it and the readers of "The Auctioneer" will appreciate it. You read about the other fellow, how about the other fellow reading about you?

It's not ordinary working conditions and problems that get an Auctioneer down; it's the cussedness of everything converging at the time when he is busiest.

Do any of these lines seem dull to you? They must, but I'll bet it seldom occurs to you that in the same situation you would be equally tongue-tied.

Auctioneers will be drowned unless they advertise. Advertising is a must in this fast moving progressive business world. If cigarette companies stopped advertising tomorrow, in a month, millions of smokers would think they went out of business. It's as simple as that.

If every Auctioneer would always bear in mind that every auction sale tantalizes with its potentialities, they would not have much trouble in arriving at the value of the offerings.

Cattle Auctions...

Reports have been coming in to the "Auctioneer" office of many highly successful auctions recently. Here is a newspaper account of a sale that N.A.A. members have brought to our attention:

COLTS NECK, N. J. Sept. 6—Cattlemen from 36 states and Canada paid a record \$800,500 to the Shadow Isle Farm yesterday for 170 lots of Aberdeen Angus cattle.

The two day exhibition and sale ended last night, and Jay P. Walker, president of the American Aberdeen Angus Association, called it the greatest cattle production sale in American history. It eclipsed the previous record sale by nearly \$300,000.

Shadow Isle Farm, which extends over 950 acres in River Plaza and Colts Neck, is owned and operated by Dr. Armand Hammer and Mrs. Hammer. Dr. Hammer also heads Hammer Art Galleries and the United Distillers Corp. of America.

Lumberman Pays \$67,000

Biggest buyer was Ralph L. Smith, Chillicothe, Mo., lumberman, who paid \$67,000 for seven lots. A cattle lot is either one bull, a cow, heifer, with unborn calf, or cow and calf that is under six months old.

There were 220 head sold in the two-day sale, 10 bulls and 210 cows, heifers and calves.

Highest price paid for an animal was \$25,000 for a young bull, Prince Eric 14th, by Eugene K. Denton, White Gate Farm, Flanders.

**WHEN WRITING UP YOUR NEXT
SALE TELL YOUR CLIENT
ABOUT OUR CLERKING
SERVICE WHICH
INCLUDES:**

- Liberal Credit
- Extensive Advertising
- Payment to Owner and Auctioneer
Day of Sale

For Further Information See

Minnesota Sale Co.

6 First Ave. S. E.

ROCHESTER, MINNESOTA

Robert M. Conway, manager

On Advertising . . .

(This is a speech that Col. Walter Carlson intended to give at the N.A.A. convention but time ran short.)

Every married man should be the boss in his home, or know the reason why he is not . . . Most men know why.

ADVERTISING is different. Thousands and thousands of dollars are lost by businessmen every year because they do not know WHY they should advertise.

Most of what I have to say here has already been published and read. Assuming that you remember all that has been printed in the column, I am placed in a rather cramped position for something to say that would be new to all who would care to listen.

I am like the colored man who was being sworn in before giving his testimony in court. When asked, "Do you swear that you will tell the truth, the whole truth and nothing but the truth?", he replied, "With all them limitations, I really don't have anything to say at all."

However, even though you have read or heard everything before that I can tell you today, this space on the program will provide a chance to put a bit of our advice into practice.

If ADVERTISING doesn't bring you results the first time that you invest money for it, REMEMBER that it is much the same as throwing a stone across the surface of a pond; IT MAY SKIP A GOOD MANY TIMES, BUT EVENTUALLY IT SINKS IN. If the thoughts and ideas skipped by you when published in the column, possibly some will sink in today.

It is probable that some of you, possibly many of you, have heard most of my talk before, but every person interested in ADVERTISING should REMEMBER that "2 MILLION PEOPLE HAVE NEVER SEEN AN ELEPHANT."

Every year when a circus comes to your town it is old stuff to the folks that have been to the show before, but it is BRAND NEW to all the youngsters who have never attended before and are now old enough to go for their first time. To them, it's the THRILL OF A LIFETIME. They have a right to expect an act with the same

ENTHUSIASM from a performer, as the folks received for their admission tickets when it was presented the first time.

Every time we spend money for an AD, it is read by some people that have recently grown old enough to OBSERVE, or others that have moved into our circle of readers, who have never noticed it before. The listeners at a convention are like the readers of our newspaper ADS.

Every year, Every day, we have some new folks to deal with, as well as those that our message may have skipped by before. That's why we always remember that 'two million people have never seen an elephant,' and keep on preaching pretty much the same old text.

If you keep on talking, you can convince anybody eventually. It's just like the time an auctioneer was going to commit suicide here in Minneapolis by jumping off of the bridge into the Mississippi. A policeman came up, tapped him on the shoulder and said, "Here! You can't do that".

The Colonel says, "I can't, huh?" He talked to the policeman ten minutes and both of them jumped in.

That's what happens when you stick to a definite program.

Well, we started out to talk about WHY we should advertise. That has been emphasized by renowned authorities so thoroughly in a few quotations that no words of mine are necessary to make the picture complete on your minds.

"Advertising begins when the first crying child advertises his wants to his mother, and ends only with the epitaph on the headstone in the village cemetery."

Edward S. Jordan

"Advertising is just one powerful form of education. It can and often does speed progress."

Bruce Barton

"Advertising is an economical substitute for a personal sales talk to a consumer."

Richard Compton

"You can tell the ideals of a nation by its advertisements."

George Norman Douglas

By the same yardstick you can estimate the calibre of a salesman.

"The advertisements in a newspaper are more full of knowledge in respect to what is going on in a state or community than the editorial columns are."

Henry Ward Beecher

"The business that considers itself immune to the necessity of advertising sooner or later finds itself immune to business."

Derby Brown

"If a fellow wants to be a nobody in the business world, let him neglect sending the mail man to somebody on his behalf."

C. F. Kettering

"The amount of fire in your advertising determines the quantity of smoke that will come out of your factory smokestacks."

THE AVERAGE MAN REMEMBERS BEST WHAT IS REPEATED MANY TIMES - - - That is WHY wise firms keep on advertising through good times and bad."

Donald A. Laird

"The power of using the chance a right comes only to the man who has faithfully made ready himself and his weapons for the possible need."

Theodore Roosevelt

"In every field of human endeavor he that is first must perpetually live in the white light of publicity."

Theodore F. McManus

"PEOPLE PREFER PEOPLE

I believe that "PEOPLE PREFER PEOPLE THEY KNOW" tops the list of all reasons WHY advertising should be considered an essential part of every auctioneer's business. Our service is the merchandise which people buy when they employ us. Our public acquaintance has a lot to do about how far away from home our services will be called for.

Where time can be bought, at a price within the budget, on a radio station at a regular time each day, it has proved to be a popular and profitable investment for some auctioneers. This is especially true where the auctioneer makes his own sales talk instead of the cooked and canned variety by radio announcers.

Every auctioneer is familiar with dozens of methods and means available for the expansion of acquaintance with the public. Letterheads, business cards, pamphlets, blotters, calendars, pencils and novelties of all kinds help to keep YOUR name on a prospect's mind

long after you have met him personally.

For the man who has to spread his advertising money out real thin, I believe that newspaper space which can be bought for less than \$1.00 a column inch will pay the biggest dividends in the long run for the money invested. A small AD run once a week for a year will do a lot more good than a full page spread run once a year.

In these newspapers is where you have the greatest opportunity to put fire in your advertising. "HE WHO WOULD BE A MAN MUST BE AN INDIVIDUALIST," the writers tell us, and this is where your advertising can reflect YOUR personality at its peak. YOUR FRIENDS CAN BUY ANYTHING YOU GIVE THEM EXCEPT YOUR PHOTOGRAPH. Use It. IT IS YOUR TRADEMARK. One picture tells more than a thousand words. Your PRODUCT IS SERVICE and this Ad is your salesman out there on the firing line that meets thousands of readers every week which you cannot meet personally.

A world of free publicity is available for the auctioneers who can detect the good human interest stories that are connected with every sale. In the news columns, they attract as much or more reader interest than the advertising of the sale itself. Editors know that these stories about the coming auction, the history of the offering, the results of the sale, etc., have an unequalled appeal to their readers. The auctioneer who is up on his toes misses no chances to get these stories into print. Everybody likes to read them except the competitor who failed to get his name on the bill.

Next we come to the advertising of the offerings that are entrusted to us to sell.

Whether the advertising is a newspaper display ad, a mailing brochure or the traditional country auction bill, the same rules apply to all. Money is invested in them to ATTRACT ATTENTION and INFORM THE BUYERS. If the AD does neither, it is a waste of time and money. Many times we throw away most of the money we spend to attract attention by trying to save \$10 worth of space. If the ad COULD be improved to do a better job of either one purpose or both, it SHOULD be. "NOTHING IS GOOD ENOUGH IF THERE IS ANYTHING ELSE THAT IS BETTER." — General JOHN J. PERSHING.

PRINTING SHOPS AND AUCTIONEERS are identical in one respect; in their

whole career many of them have made up **ONE AUCTION AD.** In a lot of communities that one was inherited from an ancestor in the business half a century ago. One form or make-up does the job for every sale they handle. Same cuts, same headings, as were used in 1880. You can tell who printed the bill from just as far away as you can see it with a naked eye. They make the offering fit the bill, when **THE BILL SHOULD BE MADE UP TO FIT THE OFFERING AT EACH AUCTION.**

FEATURE THAT PART OF THE OFFERING IN WHICH THE MOST VALUE IS REPRESENTED, when preparing advertising for your customer. Farm sales sixty years ago featured the twenty head of draft horses as the headline attraction on the bill. Old horses today sell for a couple of cents a pound, yet in 1952, **HORSES** is the headline for hundreds of **AUCTION BILLS,** if one old nag can be found to put on the list. **CATTLE** draw the number 2 spot, **HOGS** next, then **SHEEP,** followed by **FEED, POUTRY, HOUSEHOLD GOODS,** and finally **FARM MACHINERY.** (Early automobiles had a whip socket on the dash board, but tradition didn't keep them there as long as some habits have clung to **AUCTION BILLS.**) **WHERE MOST MONEY IS INVOLVED IN MACHINERY,** and the rest of the offering is just fair, mediocre and in the minority, **FEATURE MACHINERY ON THAT BILL.** If the machinery is rotten, and most of the other parts of the offering are along the same order, but there happens to be an unusually attractive flock of **SHEEP,** then **FEATURE SHEEP.** Get the idea?

Up-to-date print shops now have a mat service from which they can supply a **CUT** of almost every breed of livestock, male or female, in several different sizes, to dress up **YOUR ADS and BILLS.** If your printer does not have this **MAT SERVICE,** he can get it at a very reasonable price from the Meyer-Both Co., Chicago, Illinois. Use these **FARM ANIMAL PHOTOS** every time you have a good offering of livestock to advertise. Get away from those 1883 dated cuts that still show up on some **BILLS.** But when you do use one of these cuts, be sure that your printer uses the one which represents the breed you are advertising. A lot of printers don't know the difference between a **HEREFORD** and a **GUERNSEY,** and when an **AD** comes out with that kind of a mix-up, it isn't

much credit to the fellow that has charge of the sale advertising.

Most print shops today have a big collection of **MATS** that are furnished to the implement dealers of their town by the manufacturers to advertise their products. If **MACHINERY** is the **FEATURE** portion of an auction that you are going to conduct, and a good McCormick-Deering M tractor is the leader of that machinery row, **GET A CUT OF THAT TRACTOR ON THE AUCTION BILL.** It **ATTRACTS ATTENTION, AROUSES INTEREST, CREATES DESIRE** and **PROMOTES ACTION.** A **CUT** is available for practically every make and model of implement that you will ever have a chance to sell today.

Use a **CUT** for whatever implement is at the top of the list on your sale, **WHEN MACHINERY IS THE BEST PART OF THE OFFERING.** One or two cuts is enough to make an **AD** or **BILL** have **INDIVIDUALITY** from all the others alongside of it when it is posted on a wall. **DON'T USE TOO MANY CUTS ON ONE BILL.**

Times have changed since all the folks who attended an auction came in a bob sled. A fifty mile radius is the common range for buyers to come from to any farm sale, and one of considerable size will draw from three times that area. When you have **GOOD MACHINERY** to sell, **WRITE A COMPLETE DESCRIPTION** in your copy for the advertising. While you are doing that, just imagine that you are describing the offering to a prospect seated across the table from you. Give **MAKE, MODEL, SIZE** and **AGE** of every implement that is worth a man's time to attend a sale for. A buyer won't drive out of his home neighborhood to look up 'one grain binder', on a bill, but "JOHN DEERE 8 ft. grain binder, with power take-off, used three seasons", will attract every prospect that needs one who lives within driving distance of that auction. The same rule applies for every implement in the row, the livestock and other parts of the offering.

A sale near our town not long ago is an example that illustrates what I am trying to explain. At first glance there was practically nothing to attract buyers from a distance. Then we took a second look at the horses. I took a roll of Kodak snapshots and sent for a list of folks within a couple hundred miles who had Morroco Spotted horses. A bill with the description of each horse was mailed to each one.

One was mailed to Francis Byrne at Lakeville, Minnesota, 125 or 50 miles away. He showed it to a Mr. Sullivan. This man came over to the sale, and became the owner of four horses at a very decent price. Do you think he would have been at this sale, or that we would have had one of the largest crowds of the season present, if we had simply mentioned so many head of horses on an ordinary bill?

What applies to advertising on farm sales and furniture sales, applies to real estate and every other kind of property that you sell. 'Feature the features', and use good photos when you have an opportunity to make use of any.

WOULD YOU HIRE AN AUCTIONEER TO SELL YOUR PROPERTY WHO DIDN'T KNOW, OR CARE TO KNOW, HOW TO PREPARE THE ADVERTISING THAT WOULD BRING THE MOST BUYERS AND MONEY FOR YOU?

NO AUCTIONEER HAS FULLY EARNED HIS COMMISSION UNTIL HE HAS DONE ALL THAT COULD BE DONE TO ATTRACT EVERY POSSIBLE PROSPECTIVE BUYER TO HIS CUSTOMER'S SALE.

Some valuable free advertising is available for some auctioneer on every sale bill or ad. **ALWAYS INCLUDE YOUR ADDRESS WITH YOUR NAME** on the bill. From a considerable distance, someone who attends the sale may later wish to employ you. Your address on the bill provides the information that he wants. Seward S. Thompson of Manlius incorporated his address with his name on hundreds of auction bills all over the state of New York before his untimely death a few years ago. When anybody wanted an auctioneer, he couldn't help thinking about the universal trademark on so many other bills, "THOMPSON OF MANLIUS".

PEOPLE PREFER PEOPLE THEY KNOW.

Anybody can learn to write better advertising by observing the ads which are written by other folks. For several years I have read and compared ADS from Winternitz and Co. in Chicago, Col. Coats in New Jersey, Sheets Bros. in Virginia and others who have been kind enough to include me on their regular mailing list. I have clipped every real estate ad that Col. Walt Schmidt has run in the Mankato Free Press the past six years. Every one has been made up to reflect the individuality of the particular property it described. I don't copy every description and phrase that has been used by these fellows and others that have sent their ads to me, but I will confess that many of the expressions I have used in my copy have been borrowed from ads that were written by others.

It would take a whole catalog to list all of the papers, magazines, books and bulletins that any man could use today that would be a help to write better ads. The progress of man is only limited by his power of definition. The more you know about the product you are selling, the better you can describe it in advertising and selling. For you who are especially interested in real estate I would recommend:

National Real Estate & Building Journal, published monthly at \$4.00 a year by STAMATS PUB. CO., 427 6th Ave S.E., Cedar Rapids, Iowa.

BOOKS: McGraw-Hill Book Co., Inc., 330 West 42nd St., New York 36, N.Y., and Prentice-Hall, Inc., 70 Fifth Avenue, New York 11, N.Y.

SPEECH MATERIAL: "QUOTE", \$6.00 a year, published weekly by DROKE HOUSE, Indianapolis 6, Indiana.

In closing, I would like to leave this

WANTED

AUCTIONEERS and LOCATIONS

ILLINOIS, IOWA, MICHIGAN, WISCONSIN, INDIANA, OHIO

New and Bankrupt Stocks of Merchandise, Furniture, Household Appliances to be Liquidated at Auction in Small Communities. Give Location Available, Description, Exchange References. Over 200 Sale Dates Available. Act Now.

REMINGTON SALES SERVICE

1509 WEST LAWRENCE

CHICAGO 40, ILLINOIS

thought with everyone that I have had the privilege of sharing this time with, at the National Convention:

A plain bar of iron is worth \$5.00. This same bar of iron when made into horse shoes is worth \$10.50. If made into needles.

it is worth \$3,285, and if turned into balance springs for watches, it becomes worth \$250,000 dollars, a quarter of a million . . . The same is true of another kind of material - - - YOU . . . YOUR VALUE IS DETERMINED BY WHAT YOU MAKE OF YOURSELF.

How About It Boys?

Are You Sold On

Advertising Now?

If you are, why don't you whomp up a real good ad and bill for your next auction ?

Then:

send us a copy and we'll reprint it in the Auctioneer so other N.A.A. members can benefit by it.

Three Kinds of Members . . .

By B. G. Coats

In the National Auctioneers Association we have three kinds of members:

THE DOER

The doer, bless his soul and may his tribe increase, has made, is making and will make our Association. He is the chap that is always ready to do any task assigned to him.

He is always boosting our Association's name. He never crabs and always finds something good in everything the Association does. He is always out with his dragnet for obtaining new members. He is a constant interrogation point at the end of the sentence—What can I do to help the National Auctioneers Association?

I am proud to be associated and identified with an Association that has this kind of members. Come on, Colonels, let us all be doers.

And then there is—

THE SHIRKER

He is the chap, you know, that pays his dues when he gets ready and thinks that the world owes him a living for ten dollars a year. If a notice for non-payment of dues is sent to him he throws it in the waste basket. When "The Auctioneer" comes to his desk, he has not the time to read it. He never gets a new member and never figures that he owes the Association anything in the way of thought or service. He wears the emblem of the Association and is willing to capitalize on it, but does not understand that he really only gets out of his membership what he puts in it. Colonels, let us all move out of the shirker's class.

Then, lo, and behold—

THE KNOCKER

That is the chap, you know, that is always carrying a hammer. Nothing is ever done to please him. The President is too slow or he is too fast. At convention time there are too many entertainments or there are too few. The shows are rotten and the music at the dances is punk. The officers and directors meeting should be open to the entire membership and when it is opened it should only be for the officers and directors.

These boys are the typical village store-box philosophers and reformers who would save the world if they were only

given a chance. Gee, fellows, let us all get out of the anvil chorus. Let us all be boosters, not knockers—doers not shirkers.

There's a real need for your support and cooperation. And now hoping your summer and your vacations have been pleasant and that you will find time during the coming winter months to contribute something, in your own way, for the betterment of the National Auctioneers Association.

"Auctioneer Antics"

Col. Van Pelt of New Jersey had a funny experience with a fat girl at the convention. They were sitting in the dark and he thought they were necking, but all the time he only had hold of her arm.

Col. Davis, was pretty well exhausted at the end of the convention. Col. Sparks suggested that he take a rest. "I'm going to buy a violin," Col. Davis said. Col. Sparks, "I didn't know you played." Col. Davis, "I don't, I just want a place to rest my chin."

SUBSCRIBE NOW

"THE AUCTIONEER"

BOX 174

LEGRAND, IOWA

Herewith is \$2.00 for a one year subscription to "The Auctioneer."

Name _____

Address _____

State _____

It's Up To You . . .

By Col. B. G. Coats

Our national convention is over. It was most gratifying in many ways; constructive, inspirational, impressive and the true Auctioneer spirit permeated every session. Truly it was a wonderful convention and that pronounced feeling of good fellowship was displayed at all times and which is ever present in the hearts and minds of all the members.

The multitude of Auctioneers from all the states was in its-self a sight to behold. Their thirst for knowledge, their desire to improve their Association could not help but reflect the spirit of determination and cooperation that made the convention such an out-standing success. I know that all those present and those unable to attend but who will read about it in "The Auctioneer" will find themselves better Auctioneers, inspired and encouraged to extend their very best efforts in recruiting new members for their Association and advancing the many ideas and suggestions so masterfully presented to them by everyone who was called upon and by the many interesting conversations that took place among the Auctioneers, all of which added to the progress and advancement for which we are all striving.

As I viewed the gathering and talked with as many Auctioneers as possible, that age old axiom came to my mind many times, "what you get out of a thing is directly proportionate to what you put into it." This was expounded and dwelt upon and a good piece of advice it is, too. The young Auctioneers who heed it will go far. It can be learned the hard way and in due time. But it can be given as advice, heeded and put to work immediately. It is applicable to every Auctioneer, young and old. The history of successful Auctioneers shows that their success to be the result of aggressive methods. Auctioneers who have made success have done so through diligent effort, through carefully laid plans, through aggressive actions—in other words, they got a lot out of it because they put so much into it. There is no secret about how the successful Auctioneers succeed. This is it—give the best

you have at all times, follow a plan then definitely and aggressively go after the business.

I would like to continue my many observations at the convention and the many benefits that came to all those present, the many new ideas which I came back with, but to do so would require a volume too large for several issues of "The Auctioneer" but the paramount suggestion which I was so indelibly impressed with and which I feel sure reached the minds of all present "what you get out of it will be directly proportionate to what you put into it" and that the Association in 1952 and 53 can look forward to greater efforts on the part of each and every member to build a better profession, a better association and a united cooperation for the benefit of all.

The National Auctioneers Association is free of carbon and hitting on all cylinders. Please help. Get that new member.

LADIES

Beautiful gold filled pins bearing the insignia of the N.A.A. Auxiliary are available now for only \$2.50 each. You'll be pleased with this pin and proud to wear it.

Send your order in today to —

**Mrs. Wendell Ritchie, Sec'y
Marathon, Iowa**

WHAT IS THE FATE—

If enough members elevate secondary things to the place of primary importance you have an organization with a soul. Organizations held together only by bonds of sociability tend to disintegrate under stress. Those dedicated to devotion to principles—to ideals survive under the pounding of any and all circumstances.

The National Auctioneers Association in the past few years has made lasting contribution to the Auctioneering profession because of the value its membership placed upon organization.

The day of testing our strength as an Association has not been ours—not yet. It need never be if in strength our choice is made and we come forth with a sound constructive program every year and work to the fulfillment of that program.

The day of choice for the Auctioneer cannot be long deferred. That choice cannot be made by the Association as a whole. It must be made by the individual Auctioneer and what enough so decide will determine what the National Auctioneers Association fate will be.

Delegation after delegation was polled in the recent political conventions, not because the accuracy of the count was in question, but that individual delegates within the delegations might be put on record. It is time that each and every member of the National Auctioneers Association put themselves on record. Self examination is imperative.

“What kind of an Association would my Association be if every member were just like me?”

Your decision is made known by your action, your service. The great values of individual service to your Association are measured by the increase in membership, your contribution to the advancement of your Association, your support and contributions in the way of material to “The Auctioneer” the mouth piece of the Auctioneers of America. Seek first these things and all others will follow, but put first that which is secondary and eventually all will be lost.

What is the fate of the National Auctioneers Association? Just what you make it.

May I urge upon the officers who have been elected to lead and direct us for the next 12 months that they formulate a constructive program made known to every member through “The Auctioneer” and then let each and everyone of us work to the fulfillment of that program. Let us

prove to the Auctioneers who are not members and to our own members that we are a constructive, aggressive, alert and determined upon accomplishments.

The time for such action has arrived. Let's all put out our hands and pull or push. There are by far too many standing still. If your interest in the Association is such that you seek out and invite Auctioneers to become a part of it then success is assured in becoming greater in strength.

If your interest in the Association is such that you seek out and contribute constructively to the advancement then success is assured in constructive accomplishments.

I hope that it never becomes necessary to remind each and every member of the necessity of keeping our interest alive. Let each and every one of us contribute in our own way, do something and do it now.

QUOTABLE QUOTE —

“To believe your own thought, to believe that what is true for you in your private heart is true for all men - - that is genius. — Ralph Waldo Emerson.

X Auctioneers, don't be like the man who couldn't see opportunity until he looked back ten years.

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MAILBOX CONTINUED—

If the members would only write letters or call upon their fellow Auctioneers and tell them with a good sales talk the overwhelming possibilities and the worthwhileness of a National Auctioneers Association, they can sell it.

In the public eye our profession is scarcely heard of, or if so, in thoughts of the old misrepresenting and crude uneducated one they knew in their boyhood days.

Lets get strong enough to let the business world know that we have a service to render in quick, prompt and successful salesmanship.

Sincerely yours,
Art

Please forward VIA air mail a dozen more application cards for membership.

Dear Col. Rhodes:

I guess it's about time I sent you the \$5.00 to put my name on the Booster Page. I've been meaning to for a long time, but just haven't done it. I think we're all a little that way. Our intentions are good but we're just plain careless . . .

Auctioneeringly yours,
Clinton A. Peterson,
617, 10th Ave. North
Fort Dodge, Iowa

At the hard time old time dance at the convention Col. Lampi and Col. Thompson were observed on the side lines. "Look there is a girl with an old fashioned dress, it buttons all the way up the back," said Col. Lampi. "Nonsense," said Col. Thompson, "That's her spine."

Col. Thompson: "Where are my false teeth?" Col. Pettit: "I borrowed them for a minute, I wanted to bite off the end of my cigar."

The Last Issue

If your membership in the National Auctioneer Association has expired.

or

If your subscription to The Auctioneer has expired.

This will be the last copy you will receive.

**ACT NOW AND CONTINUE TO
RECEIVE THE AUCTIONEER
EACH MONTH.**

Col. John Rhodes,
LeGrand, Iowa.

Dear John:

I promised you an article a month at the convention. Here goes, although I would much rather see more articles of the caliber written by B. J. Coats of Lon Branch, N. J. They are really gems of reflective thought. Know there are many other men who can write as well from perhaps as many years of experience. However until they do, I am going to put in a tid-bit or two in hopes we can "shame" something better from them.

I certainly want to commend those who framed the constitution and by-laws of the NAA, especially for the skillful wording it contains. I carry this booklet with me at all times and whenever I have occasion to refer to the code of ethics in the last two pages it has never failed to add prestige to me personally and to the NAA in the eyes of those who happen to read it.

I think it would be a good thing for every member to keep this booklet on himself at all times and to bring it to the attention of any and all individuals who might consciously or unconsciously add to the stature of the NAA and himself personally.

Cordially,
Wendell S. Simpson
Watage, Illinois