

THE AUCTIONEER



1 9 5 4

JANUARY
VOL. V

1954
No. 1

1 9 5 4

AS WE ENTER UPON THE NEW YEAR, IT IS OUR FERVENT WISH THAT YOU HAVE A HAPPY AND PROSPEROUS NEW YEAR AND THAT YOU WILL HAVE MORE, BIGGER AND BETTER SALES.

1954 WILL BE A YEAR OF CONFIDENCE, A YEAR OF GREAT PROGRESS FOR THE NATIONAL AUCTIONEERS ASSOCIATION.

MAY ALL THE AUCTIONEERS OF AMERICA JOIN IN UNITY FOR MUTUAL BENEFIT.

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The President's Page

PRESIDENT ASKS ALL MEMBERS DO MEMBERSHIP JOB NOW

By the Secretary

In a special message to National Headquarters, our President Col. Walter Holford, requested that the bulk of our 1954 membership drive be conducted in an intensive effort between now and May 1st. He urged that all members during that period turn in at least four new members each, so that the Association could efficiently turn to other programs without continued attention to membership over a prolonged period, and thus have a good year in other phases of a constructive program.

He urged individual members to make it a point to renew their memberships on their own initiative, as an additional assist to efficient Association operation. So how about it fellows, don't make the Secretary send you a notice that your dues have expired, examine your membership card now and if it has expired or will expire in the near future, send in your dues now.

By making an intensive, official drive for the next four months, Colonel Holford, pointed out, we will meet our quota of 2500 members. Publicize the fact, he said, that the National Auctioneers Association welcomes eligible Auctioneers into the Association, that their membership gives strength to the aims and programs to which 1000 Auctioneers now subscribe. That every Auctioneer be contacted to make sure that no Auctioneer remain outside for want of being asked. The national membership theme for 1954, he said, "Get More in '54."

The President concluded his appeal for a concentrated four month wrap-up of membership for '54 by advising all members that there is available from National Headquarters promotional material and detailed membership drive literature keyed to the 1954 campaign.

Not only is your President anxious to get other phases of his program underway, but your Secretary, likewise is tired of reminding the membership in every issue of "The Auctioneer" of the indi-

vidual member's responsibility in obtaining new members. Your Secretary joins with your President and urges each and every member to produce new members between now and May 1st, and if each member does just that our quota of 2500 members will be in the bag. How about it fellows, will you do it?

MEMBERSHIP BY STATES

In the December issue we published a break down of the membership by states. If you did not read it pick up your December issue now and turn to page 41. Subsequent to the break down there has been increases in just about every state, so we request that you file your December issue and compare it with the June 1954 issue, as at that time we will again give you a break down of the membership by states. It will be interesting to note the increase in your state.

At the earliest date consistent, we want to publish, for the information of all, a complete roster of the membership, but wish to give all time in which to pay dues should they now be delinquent. Notices have gone out to all delinquent members and after a reasonable time, should any remain delinquent they will go into the inactive file. When a member becomes delinquent his name is taken off the mailing list immediately and then we receive a letter wanting to know why he did not get the last issue of "The Auctioneer." In previous issues we have called your attention to the importance of paying your dues the month they expire. Now we again call your attention to the matter of dues and if you do not get "The Auctioneer" examine your certificate of membership and it will give you the answer. It will save both your time and our time and much needless correspondence.

THE AUCTIONEER
is the
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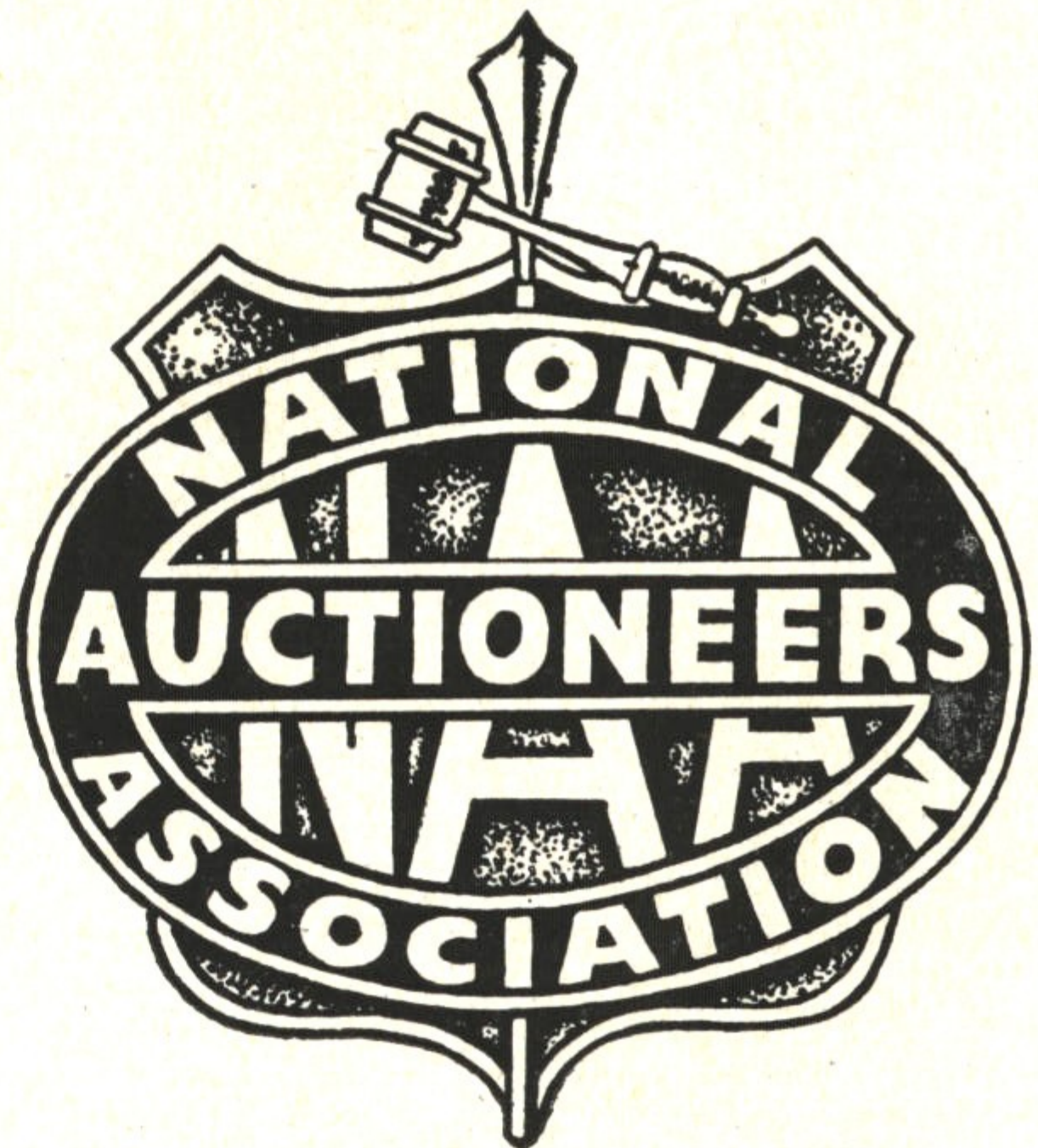
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National Auctioneers Association

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490 Bath Ave. Long Branch
New Jersey

**--- TEN REASONS WHY EVERY
MEMBER SHOULD GET NEW MEMBERS ---**

1. Added Membership will make your Association a stronger influence in your community.
2. Added Membership will give your Association a greater opportunity to help and improve Auctioneers.
3. Added Membership in your Association will help convince members of your state Legislature, and those you send to congress that they should vote right on issues that effect you personally—Example, licensing.
4. Added Membership will enable your Association to expand its activities, with greater opportunity for all.
5. Added Membership will help your Association obtain the cooperation of leaders in legislation for the protection of the Auctioneer Profession.
6. Added Membership in your Association will enlarge your circle of friends and business contacts.
7. Added Membership in your Association will give you greater personal security in the protective support of the Association.
8. Added Membership in your Association will enable you to enjoy the storage of information and benefit thereby.
9. Added Membership in your Association will assist you in any part of the country that your profession may take you.
10. Added Membership in your Association will give you the prestige and influence that makes for success, elevating the Auctioneer profession, dispel unwarranted jealousy and selfishness.

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FAITH AND COURAGE

By COL. B. G. COATS

FAITH has several meanings. Among the many, it is defined as "complete confidence in something." COURAGE we generally think of, as "that quality of mind which enables one to encounter danger and difficulties with firmness." Most of the worth while things of life have been accomplished as a result of belief in the full meaning of these two words.

FAITH and COURAGE discovered America.

FAITH and COURAGE founded the colony on the rock-bound coast of New England.

FAITH and COURAGE spurred the pioneers to travel westward to open up new lands and establish homes, resulting in a great new empire. Their faith and courage has made it possible for all of us to meet in that great new empire July 15-16-17, at Omaha, Nebraska, in national convention.

Our faith and courage will make it possible for future generations of Auctioneers to enjoy the many benefits that we do not have. With faith and courage we continue in our efforts to build and unite the Auctioneers of America. ~~With faith and courage we come into 1954, determined as never before to build a membership of Auctioneers that will command more benefits for each of us while we look to the future.~~

~~Have faith in yourself, in your Association and in your profession. Have the courage to improve yourself, your Association and your profession. Every time you obtain a new member for your Association you are exemplifying faith and courage. You are building for the present and the future.~~

Faith and Courage mean but one thing "success." ~~As we go forth into 1954 may we do so with greater faith and greater courage.~~

HAPPINESS ACCRUES

It is surprising how many good things come to us by indirection. We don't find happiness, for example, by going directly after it. Happiness is a by-product—the result of the expression of goodness in some form.

'LORD'S ACRE' AUCTION SALE

Residents of Lee Center, Michigan, noted in that era for their community spirit, sponsored a Lord's Acre Auction Sale, proceeds of which went towards a new roof and redecoration of the church building.

A small congregation of only 33 members appealed for and received enthusiastic cooperation for the project from persons throughout the area. According to one member of the congregation, the auction planned on a modest scale, "snow-balled" into a large sale. Principally through the efforts of Edward and Harold Belcher, Auctioneers from Marshall, Michigan, who donated their services for the auction. As a result of giving of their services the church building will get a new roof and be redecorated.

CHICAGO ART GALLERIES

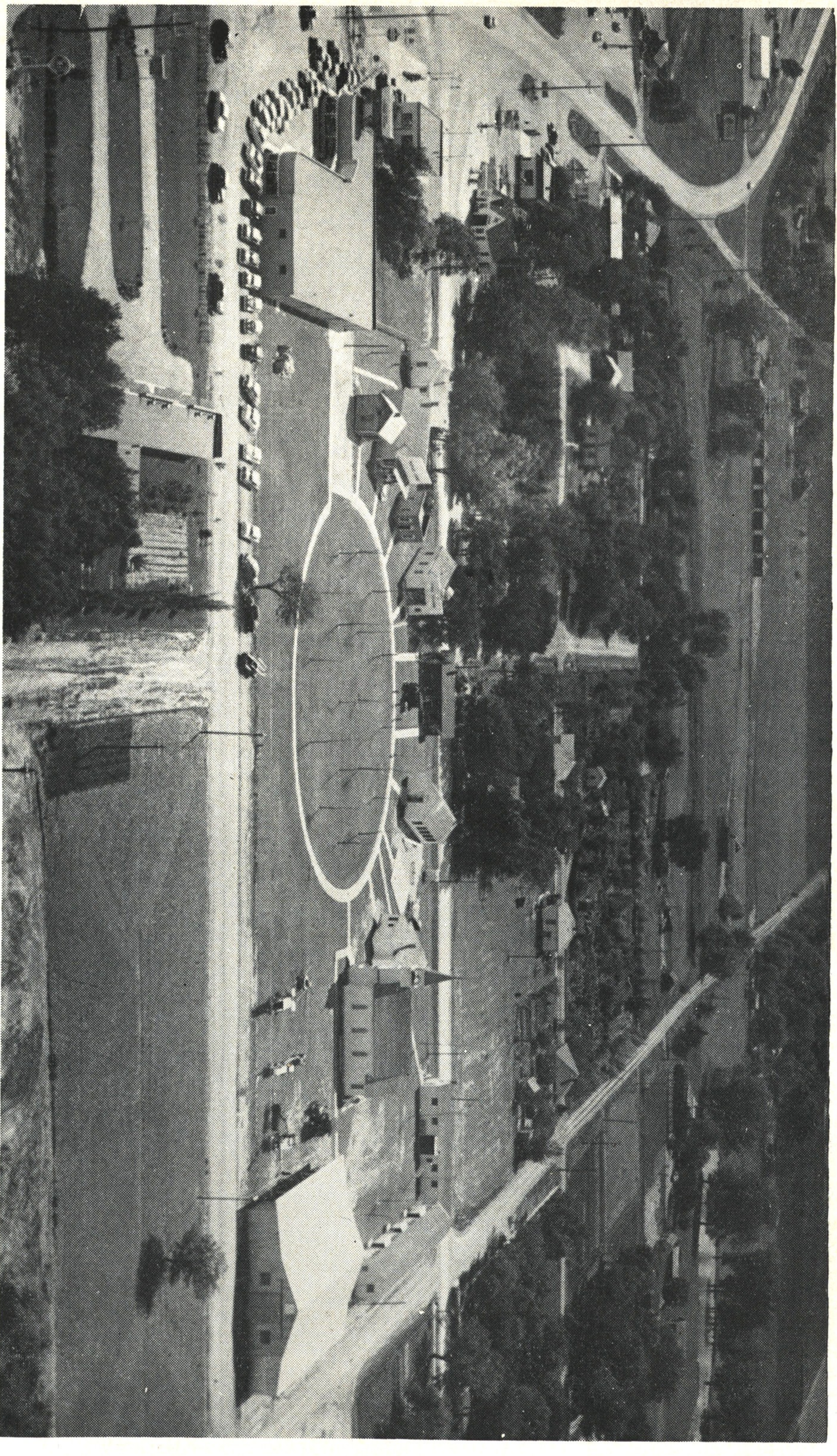
Item listed and recently sold at the famous Chicago Art Galleries included, 18th century cockfight chair, Louis XV Walnut Plaque Cabinet, Pair of Ruby Bohemian Glass Urns, Bohemian Glass and Dore Bronze Centerpiece, Chinese Teakwood Salon Table, Silk Tabriz Rug, 18th Century Sheraton Satinwood Work Table. Louis XVI Ebony and Kingwood Plaque Cabinet, Pair Parian Marble Busts, Royal Vienna Porcelain Urn, Bronze and Marble Clock, Pair Matching Candelabra.

Other items were Art Objects, Silver, Porcelains, Linens, Collection of Delft and Glass, Paintings, Oriental Rugs, Ivories and Oriental Art.

The offerings were from three large estates and required four days in which to complete the sale. Visitors were attracted to each session of the sale from distant points and late arrivals found standing room only. Collectors vied in spirited bidding for the unusual offerings.

The owners and operators of the reputable Chicago Art Galleries are all Associations of Auctioneers.

Never be satisfied that what has been achieved is sufficient.



Air View of "Pioneer Village" Minden, Nebraska, on U. S. Route 6 which every Auctioneer and his family will want to visit travelling to or from the convention. It is History on Parade.

PIONEER VILLAGE

PROGRESS OF THE WEST 1830-1953

By Col. T. C. Jensen

So that every Auctioneer and their families may take advantage of every opportunity in travelling to and from the national convention being held at the Hotel Fontenelle, Omaha, Nebraska, July 15-16-17, "The Auctioneer" will bring to your attention points of interest in the state of Nebraska.

Pioneer Village is our first article that not only every Auctioneer, but everyone in the United States will some day want to see.

Minden and South Central Nebraska have fallen heir to one of the most unusual and outstanding memorials in the land. It is the Harold Warp Pioneer Village on Highway 6 at Minden. It stands as a memorial to the pioneers of the midwest.

Besides being a memorial to those who fought and worked to make the plains of the midwest the "breadbasket" of the nation the Pioneer Village should also serve as a constant reminder to all people, and especially to Auctioneers,

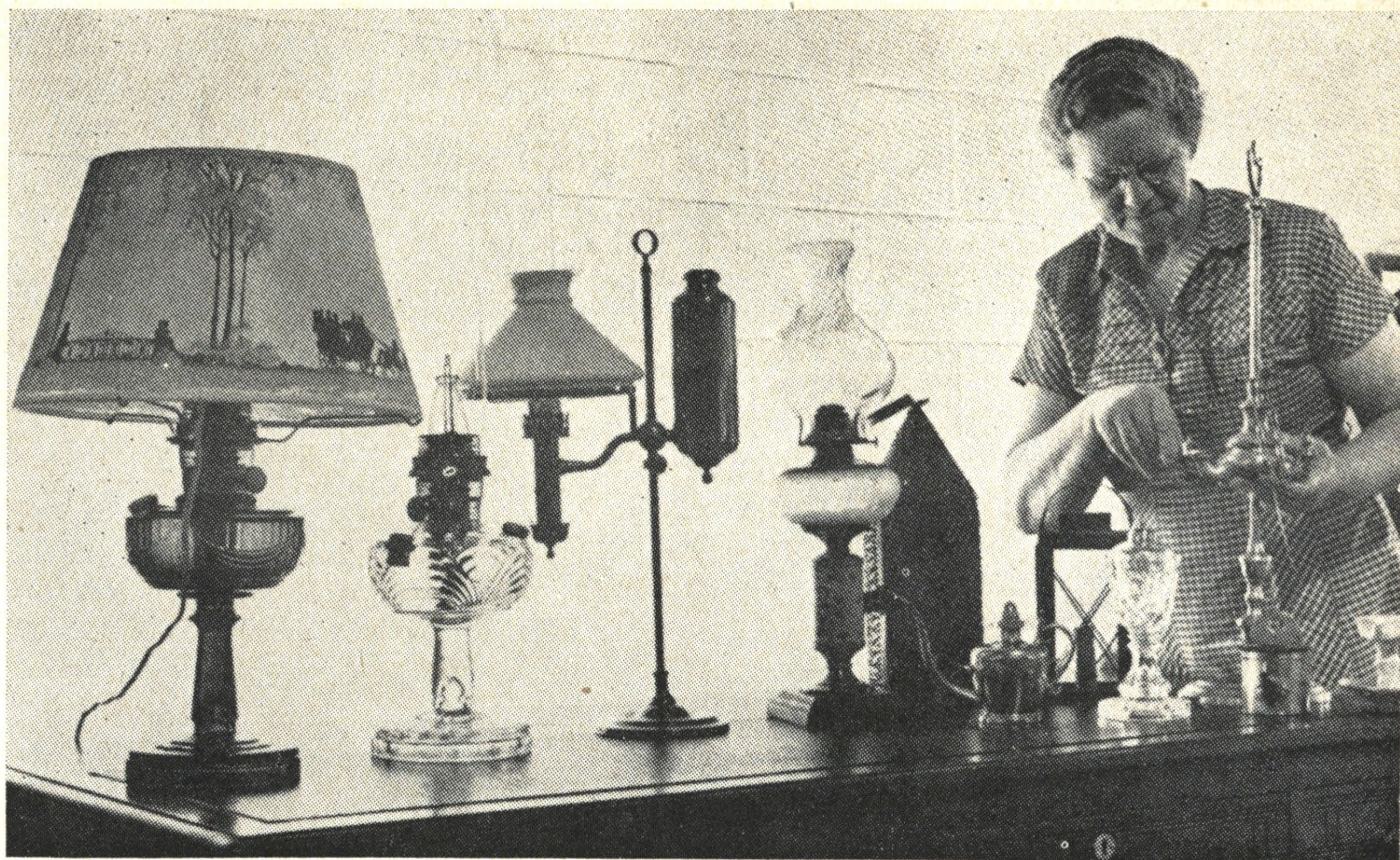
that only in America with its system of private enterprise could such an undertaking be accomplished.

Creator of the village is 49 year old Harold Warp, Minden native, inventor and Chicago manufacturer of Warp's Window Materials. Son of the late John N. Warp, a Norwegian immigrant, he left Minden at the age of 20 to seek his fortune in Chicago in 1924. He was armed with a patent for Flex-O-Glass, a window material, and \$1,000. Today his factory in Chicago employs 100 men and his products: Flex-O-Glass, etc., are sold all over the world.

Warp never lost his love for machinery or his interest in its history. The idea for the Pioneer Village came about five years ago and he acted on it promptly. Enlisting the aid of his sister, Mrs. T. C. Jensen of Minden, and her Auctioneer husband, who is an antique authority, Warp began collecting items to complete the collection he had in mind.



Col. T. C. Jensen, standing in an Early American Kitchen (1830). Other kitchens circa 1850-1890-1910-1930 make up an exhibit which will be more than a passing interest to the visitors stopping at Pioneer Village.



Mrs. T. C. Jensen restoring Early American Lamps at Pioneer Village. The collection is said to be the largest in the west, all collected over a long period of years. Visitors stopping at Pioneer Village during our national convention will be personally taken on a conducted tour of the many exhibits by Col. and Mrs. Jensen. They all depict the lives and achievements of those who built an empire of the midwest.

Warp's desire was to complete a "one of each" collection on each item. Scope of the project was so wide that there was no room for duplicates. The relics range in size from a tiny glass figurine to a steam locomotive. They came from all over the world.

Buying was not haphazard. Restoring was a major chore. Most items were in sad state of repair. Everything was re-finished to look like new and mechanical items were put in operating order. The village was opened June 6, 1953.

Future generations, instead of asking, "Why doesn't someone think to save and preserve the things our forefathers used in winning the West?" can go to the Pioneer Village and build for themselves an accurate mental picture of what their ancestors were able to accomplish with their hands and inadequate tools. It will help them to gain an insight into the real history of their nation much more adequately than would thousands of printed words.

Auctioneers travelling from the west to the convention over route US 6 will pass through Pioneer Village. It is 191 miles west of Omaha or about 95 miles

west of Lincoln. Auctioneers attending the convention from the east can well afford to plan their time to permit them to visit Pioneer Village before returning. You will see history on parade. 10,000 items in twelve buildings on two city blocks including transportation, power, plows, reapers, threshers, fire equipment, guns, clocks, washers, music, lighting, shops, homes, etc., all restored. You will see an 1880 locomotive, a stage coach that ran between Chicago and Detroit in 1850, every type of agricultural equipment that played a major part in development of our country, you will meet Mrs. T. C. Jensen, Manager of Pioneer Village, and among the many buildings on the grounds is the old general store—with its shelves piled with merchandise of a bygone age—the pot-bellied stove—the old cracker barrel—cuspidors placed at convenient distances, all painstakingly gathered.

The spirit of the brave men and women that blazed the western trails, the spirit that opened the west to make our nation the greatest nation in the world, lives again in Pioneer Village, Minden, Nebraska.

AUCTIONEERS PROFESSION IN JEOPARDY

By COL. JACK GORDON

Every since Volumn 1 Number 1 of "The Auctioneer" made its first appearance, very few if any, of the issues have been published without in some way or another, called to the attention of the membership the vital importance and necessity of awakening the Auctioneers of America to the ever increasing number of licenses being imposed upon them throughout the various states. I cannot recall any convention but what this matter has been discussed from the floor. Like a giant octopus, its sucker-bearing arms are now being extended into almost every state and unless the Auctioneers awaken to this menacing condition, they are doomed to be encompassed by its strangling tenacles.

The auctioneering profession is now in serious danger of being further curtailed and far more difficult for the individual to continue in his chosen profession which he has devoted years to. What makes such a condition on our profession? There is only one answer. It is the indifference, the apathy of the Auctioneers who have been asleep at the switch. Such a sluggish inactivity, of which the governing bodies are fully aware, that has permitted present unhealthy conditions. We are now at the cross-roads where we must concentrate our forces and go forth to battle. To win we must have a force sufficient to overcome the forces, that have over a period of years been building fences so high that no Auctioneer dare attempt to jump them alone without inviting defeat. How then, can these fences, some of which seem impregnable, be conquered? The answer is by recruiting every Auctioneer in America into the forces of the National Auctioneers Association, so that we may go forth into battle with strong enough forces to cause the enemy to lay down its barrage that is now bringing havoc to our profession. Organization is the only

answer to this serious situation. Each of us owe it to ourselves, to our profession, and to every Auctioneer in the 48 states to join forces and preserve for future generations the oldest and most democratic institution in America "the auction sale."

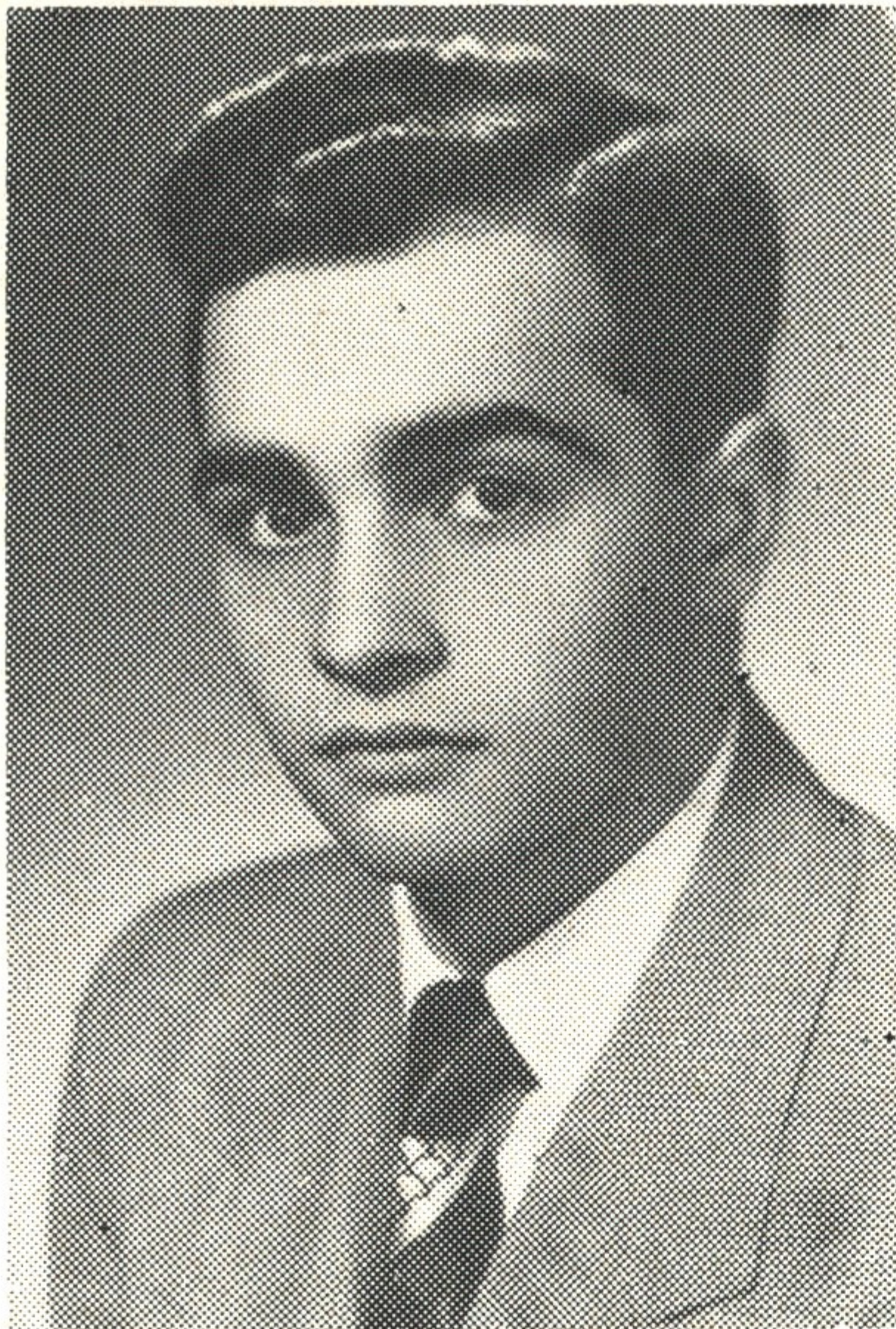
As proof of this cancer-like growth upon our profession and upon every individual Auctioneer, there has been compiled, after many months of research and volumns of correspondence, a compilation of the state laws covering all the states and which will be found on page 41 of this issue. Due to changing political administrations in the various states and cities the authenticity of the compilation can not be vouched for. The purpose of presenting it is proof of just what is taking place throughout the country and to awaken the Auctioneers to the ever increasing danger of their future.

The battle lines are drawing closer and closer. Are we going to stand by and lose the fight or are we going forth to augment our forces and bring victory once and for all. Battallions, regiments and divisions are badly needed in every state. Join in the battle by obtaining as many new members as you possibly can. Help to build your state and national Association to battle strength. Build them so large that they will be consulted, build them so large that no governing body dare institute a licensing law without the approval of the Association. Build them so large and strong that no enemy can destroy them. May we all, as Soldiers of our profession, as Soldiers of our Association, protect and defend our American heritage.

The Hendrickson Publishing Company, publishers of "World Convention Dates" a monthly publication giving dates of all national conventions as well as the cities in which they are held also the dates, has listed the National Auctioneers Association National Convention, in their December issue, to be held at Omaha, Nebraska, July 15-16-17 with an expected registration of 1,500.

Over 20,000 coming events are announced through the "World Convention Dates" which will reach 7,500 readers of this popular monthly publication.

RETURNS AFTER TWO YEARS ABSENCE



COL. JOSEPH A. GUZZI

November 1951, will long be remembered by Col. Joseph A. Guzzi, of Long Branch, New Jersey, as it was then that he received his greeting from Uncle Sam, that he was wanted to serve in the armed forces. Having been in the Naval Reserve he was placed in the Navy where he has served during the two years. He was discharged on December 1st, from the United States Air Facility at Weeksville, North Carolina, with the rank of Hospital Corpsman Third Class.

Immediately upon his severance from the Navy, Col. Guzzi rejoined the B. G. Coats Organization with whom he was associated for two years prior to his induction. It was at the national convention in Decatur, Illinois July 1951, that Col. Guzzi was the recipient of two awards—for being the youngest Auctioneer present and for having travelled the longest distance to the convention.

Upon his return Col. Guzzi said, "I have never missed getting my copy of 'The Auctioneer' every month and all the fellows enjoyed reading it. It was the only way I had of keeping abreast

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
- Col. Worthy C. Tate
Caro, Michigan
- Col. R. C. Haines
Dayton, Ohio
- Col. William B. Wenzel
Old Bridge, New Jersey
- Col. Ray Garvy
Bridgewater, S. Dakota
- Col. L. A. Nelson
Chamberlain, S. Dakota
- Col. J. H. Ransier
Hardin, Montana
- Col. Fred Watson
Missoula, Montana
- Col. Joe N. DelCamp
Fort Wayne, Indiana
- Col. Howard Roberts
Port Monmouth, N. J.
- Col. Walter Bush
Newark, N. J.

of the news and developments of the Association. I am very happy to be back and plan on attending the national convention this year in Omaha, Nebraska." Col. Guzzi is also an active member of the New Jersey State Society of Auctioneers.

Professor: "Mr. Jerkins, will you tell me why you are looking at your watch so often?"

Student: "Yes sir, I was afraid, sir, that you wouldn't have time to finish your absorbing lecture."

From The Secretary

ONE OF THE MOST SUCCESSFUL and destined to be the most successful years is in progress as this is written. Many new members have joined with us since July 1953. Not only is the group large in numbers but it appears to be rich in that high quality which is so necessary for the welfare of our Association. Individual interest in, and collective alertness to, the presentation of "The Auctioneer" every month has thus far been remarkably in evidence. The National Auctioneers Association will profit from the service of so many new members.

DARE I COMPLIMENT BY NAME the many members who have functioned superbly in our membership campaign? I hesitate only because it is so easy to pass one unintentionally. So may I say with the very sincere appreciation of all the Officers and Directors "Thanks to all." If you have sponsored new members, you may feel well rewarded by the achievements of splendid results, not only now but for many years to come.

APPLICATIONS ADD TO CONVICTION. Once again from many of the new members came the expression, "Why did I wait so long? I should have taken this step long ago." Quite possibly the new members are not the ones at fault. Such men cannot be blamed for what they do not know, nor had any way of ascertaining—save one. You who are already members must bear the blame for not having extended the invitation to them before. For every such new member there are countless others still waiting. Add to this the fact that every Auctioneer would like to attend our national convention in Omaha, Nebraska, July 15-16-17—and it is strictly up to YOU. What will you do about it? The boys in Nebraska who will be our hosts at our national convention are expecting a registration of 1,000 members and a minimum membership of 2,500 and they are doing more than their share to meet the quota. Come July 1954, I doubt if there will be any Auctioneers in Nebraska, that are not members of their state and national Associations. Let's each of us get our share

of the quota now and what a day of rejoicing it will be when we meet in national convention.

A HEARTY WELCOME and CONGRATULATIONS from the National Auctioneers Association to the many new members below listed and to the many members who have been so prompt in remitting their dues. We hope each of you will plan now to attend the greatest event in the life of every Auctioneer, and that is our national convention.

- *Col. Art W. Thompson, Nebraska.
- *Col. William M. Todd, Iowa.
- *Col. Claus V. Beck, Minnesota.
- Col. Robert J. Murry, Texas.
- *Col. I. F. Rochelle, North Carolina.
- Col. Don Hutchinson, Vermont.
- *Col. E. M. Rickey, Ohio.
- *Col. Leonard H. Austerman, Illinois.
- *Col. Francis L. Byrne, Minnesota.
- *Col. J. B. Hickerson, Kansas.
- *Col. Glenn Casey, Michigan.
- *Col. Lee Martin, Wisconsin.
- *Col. Homer H. Sparks, Pennsylvania.
- Col. L. E. Drake, Michigan.
- Col. C. A. Morrison, Oregon.
- Col. Ivyle E. Garner, California.
- Col. Paul G. Hillman, Michigan.
- *Col. C. B. 'Chuck' Kimberley, Iowa.
- *Col. Gerard G. Loeb, Iowa.
- *Col. Roy L. Crume, Indiana.
- *Col. J. E. Hodge, Nebraska.
- Col. O. G. Rawls, Tennessee.
- Col. John E. Janes, Rhode Island.
- Col. Richard G. Baldwin, Pennsylvania.
- Col. L. W. Huffman, Ohio.
- *Col. Russell Goslin, Nebraska.
- *Col. L. M. Sweet, North Carolina.
- *Col. L. Oard* Sitter, Illinois.
- Col. W. J. Fluette, New Hampshire.
- Col. E. L. McCloskey, Missouri.
- Col. Raymond W. Henley, New York.
- *Col. Abe Levin, Massachusetts.
- *Col. Alvin Kohner, Minnesota.
- Col. Leo R. Bush, South Dakota.
- Col. Winford Lewis, Indiana.
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- *Col. R. E. Guiss, Ohio.
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- *Col. James K. Thompson, Illinois.
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- Col. N. T. Rothenberg, New York.
- Col. T. H. McClung, West Virginia.
- Col. George G. Lemley, Nebraska.

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 Col. Jay W. Poore, Nebraska.
 Col. W. V. Emrich, Nebraska.
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 *Col. Howard B. Johnson, Iowa.
 Col. Jesse M. Saunders, Indiana.
 Col. Clyde White, Tennessee.
 *Col. Theo. H. Holland, Iowa.
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 *Col. Stephen Winternitz, Illinois.
 *Col. Adolph Winternitz, Illinois.
 *Col. Milton H. Morris, Illinois.
 Col. Ray J. Anderson, Nebraska.
 Col. Fred J. Saltsman, New York.
 Col. Russell E. Summers, Missouri.

The Auction Sale

Submitted by Col. Wm. O. Coats,
 Michigan

The old man stood on the edge of the crowd—

The crowd that had come for the sale,
 Hardly a man you would notice at all,
 Tiny and timid and frail.

Standing aside in the shadow alone,
 Furtively wiping a tear,
 Hearing the rhythmic sing-song of sale—
 The chant of the auctioneer.

"There," he sighed softly, as he looked
 at the goods,

"Is dear mama's old rocking chair;
 And there by its side is the old trundle
 bed

Where our babies were tucked after
 prayer.

"The old china lamp that at twilight
 we lit

To let its rays brighten the dark;
 The old cupboard, too, where on one
 darkened side

The height of the children we'd mark.

The little old table that mama would use
 For her basket of mending; there, too,
 Her Bible would lay, a familiar dear
 sight!

And her footstool, the cover worn
 through.

"The little braid rug she made winter
 nights;

The dishes used when comp'y came;
 The organ she loved, and her Aunt
 Martha's quilt;

The moustache cup bearing my
 name"

He turned away from the loved old
 things

That made swift memories start . . .
 The crowd at the sale never guessed
 that it bid

On the bits of an old man's heart!
 Lolita Pinney.

My ambition is to be truly esteemed
 of my fellow men, by rendering myself
 worthy of their esteem.

Col. Edward Krock, Massachusetts.
 *-Denotes renewals.

UNLIMITED FIELD FOR AUCTIONEERS

By Col. J. M. Darbyshire

Selling real estate at auction is as orthodox as selling it at private treaty.

We established our own business in Wilmington in 1939 and for the past 14 years we have spent all our time in handling auction sales, both real and personal property. During this period we have conducted over 3,000 sales and at least one-half of these sales have been real estate.

The Buying and Selling Public in our area are convinced that the auction way is the right way to sell Real Estate. There are now three auction firms in Wilmington besides ourselves and they all enjoy a good business.

There are several requirements that must be had in order to have good Real Estate Auction Sales. Some of these "musts" are,

1. Be familiar with Real Estate Laws and matters pertaining to contracts, financing, etc.

2. Create and have the confidence of the selling and buying public. The best selling organization in the world cannot have a good sale without buyers. For this reason the buying public is just as important as the owner you are working for; likewise the man who makes the next to the last bid is almost as important as the man who makes the final bid.

3. Advertising — We depend largely on three kinds of advertising —

- (a) sale bills and signs, etc.
- (b) newspaper advertising
- (c) personal contact

Of these three—newspaper advertising is by far the most important and the biggest single item of expense in connection with any real estate sale. We make it a policy to make only factual statements about real estate in all our advertising. I would rather under-estimate than over-estimate the qualities of a certain piece of real estate. Nothing is more disgusting to a prospective buyer than to read an ad describing a house or farm in glowing terms and phrases, drive 40 miles to see it, and

find that the property in question has been grossly mis-advertised. You have created a potential "knocker" rather than a potential buyer. All you can hope to do with any newspaper ad is to paint a word picture that will create enough interest in a prospective purchaser's mind to make him or her go look at the real estate advertised and once that prospect is on the premises, the ad has done its job, the real estate itself takes over in the prospect's mind and stands or falls on its own merits.

4. Selling — The matter of selling a piece of Real Estate at Auction takes relatively only a small amount of time as compared to the time it takes to prepare and advertise a property for sale, but the mechanics of selling at auction are all important. It is at this stage of the game that the "ball must not be dropped."

It is, therefore, very important that everyone connected with the operations knows exactly what is expected of him, otherwise the results might be fatal or if not fatal, unsatisfactory. In most instances it does not require more than 30 minutes to sell a piece of real estate from start to finish, which means that the actual bidding may all take place in a matter of from five to ten minutes. It is in this period of time that the auctioneer and his ring-men either do a good job or otherwise. One of the big advantages of selling at auction is competitive bidding in a concentrated place so that is why it is all important to take advantage of every opportunity during the short period the actual bidding takes place.

5. Sale Contract—After the auctioneer has said "Sold," the next important step is to get the Seller and the Buyer on contract and collect the required down payment. As you all know—no real estate deal is completed until deed has been delivered to the purchaser—all monies accounted for—and, of course, your auctioneering fee collected. Therefore, it is very important that a proper sales contract be prepared for the Seller and the Buyer to execute. We make it a point to lean over backwards to see that everyone has a good understanding so that there will be no misunderstandings. This is a big order sometimes but the sale contract is all important to a

successful closing of the deal when closing time comes.

Our real estate sales include all types of real property but in the main they are farms and town or city properties. We have had sales for the same person as many as four or five times. Practically every lawyer in our county and the trust company are sold on the idea of selling real property involved in estates at auction. By selling at auction, everybody has an equal opportunity to buy and the heirs cannot say that this person or that person did not have a chance to bid. The Auction Way also relieves the attorneys, executors, and administrators from being charged with playing favoritism.

As I pointed out earlier, we consider it very necessary to have the confidence of the buying public in order to have successful real estate auction sales. One poorly conducted sale or the "Bidding In" of one property may do more harm to the Auction Way than having a dozen good sales. It is my opinion that inexperienced and unethical auctioneers have done more to retard the progress of selling real estate at auction than any other one thing. Another mistake that is often made is to over-value or promise to get more for a certain piece of real estate than it can be sold for. This procedure can only lead to disappointment and trouble. It is better to under-value than to over-value when setting up a sale. If a prospective seller wants more for a piece of real estate than you think it can be sold for, just tell him so, and pass up the sale. We refuse to take many sales because of this very fact. Sometimes it is possible to perform miracles and get unusually high prices for real estate but miracles do not happen every day. In fact, we are not in business to perform miracles but to sell as high as we can, honestly and fairly, reserving the right for the buyer to buy as cheaply as he can.

~~MATTER OF OPINION~~

Wife—Darling, aren't those chimes beautiful? Such harmony! Such a beautiful tone.

Husband—You'll have to talk louder than that, honey. Those darn bells are making such a racket, I can't hear a word you say.

REMEMBER WHEN

Half a century ago before steelrimmed wheels began to surrendering to rubber, the farmers figured on hours instead of minutes for a trip to town for a load of bran and meal, and the stained, oak-plank watering trough by the side of the road was a familiar land mark. Villages and towns erected troughs at the edges of commons and there was an aura of distinctive architecture about many of them. In colonial days wood was used, but a little later there were troughs of granite, marble or limestone with elaborate carvings and decorations. Then came an epoch of fancy iron troughs with a flossy covered nook over a bubbler from which boys and girls could get a drink.

Old wooden troughs on country roads were in a different category. Usually they were located at the foot of a bank, and the water was brought thru hollowed wooden logs from a never-failing spring above. The overflow trickled over a low end of the trough and made a little muddy stream for a piece beside the road. Many boys on their way to district school have figured on a few minutes at the watering trough. Green moss tendrils were thick around the inside and when a lad pressed his face into the water and opened his eyes, the silt and mud on the bottom resembled the gray topographical maps in the old dog-eared geographies.

In spring, boys caught frogs and turtles and placed them in the trough. Occasionally, a boy would capture a small water snake and place it in its new home just before a farmer with his team drew up. When the horses snorted and reared back, the farmer would get off to investigate. As he lifted the snake out on a forked branch, perhaps he smiled a little, thinking of what boys did a generation previously. Wooden watering troughs are gone. Some 50 million cars and trucks rush along the nation's roads today. But there are some who can still remember the cold spring water and how gratefully the horses plunged their noses into the trough for a welcome drink.

If not written when thought up, these perishable thoughts would never be written, and somewhere I suspect some reader is muttering 'drop dead.'



Pictured above are charter members of The Ladies Auxiliary taken at their first organization meeting at the national convention of the N. A. A., held at Decatur, Illinois, July 13-14-15, 1951.

THE LADIES AUXILIARY

PRESIDENT'S MESSAGE



MRS. JOHN NORRIS

1954 just can't help but be a very successful year for The Ladies Auxiliary of the National Auctioneers Association. Successful because of the interest and enthusiasm among the many members that are planning on attending the national convention in Omaha, Nebraska, July 15-16-17. Successful because of the many ladies that are now eligible to join the Auxiliary by reason of their husbands, fathers and sons having joined the N. A. A., in great numbers during the past six months.

Many of the ladies would like to join the Auxiliary now and not wait for the convention to join. A most cordial invitation is herewith extended to every lady eligible for membership in the Auxiliary to join with us now. All you have to do is send the Secretary, Mrs. Elizabeth Steiner, 9708 Marshall Avenue, Silver Spring, Maryland, a letter stating that you would like to join the Auxiliary and enclose your check for \$5.00 payable

(Continued on Page 32)

KEEP YOUR PROMISE

By Fern Pettit

At the Columbus convention I promised to write something for The Ladies Auxiliary for publication in "The Auctioneer," a promise I didn't intend to keep. After an absence of six months and reading so many interesting articles every month in "The Auctioneer," my conscience said, I had better keep my promise.

In the short span of five months another convention will be ours to enjoy and benefit from. It would seem to me that in view of the success of the Columbus convention, the large attendance and the constructive program and the variety of entertainment, that no Auctioneers or their wives would permit anything to stand in their way of being present in Omaha, Nebraska, on July 15-16-17. To the hundreds of ladies that are now eligible to belong to The Ladies Auxiliary, by reason of their husbands having joined the N. A. A., come to the convention this year and join with us in helping the Auctioneers of America. We are making wonderful progress and the more members we have in our Auxiliary the more progress we can make.

Now you keep a close watch on your husband's sale calendar, and don't allow him to book any sales for the week of July 12th. Plan now to make that your vacation week. Watch "The Auctioneer" for advance convention news. The Nebraska Auctioneers Association will be hosts this year and they have been planning and working ever since last August to make the 1954 convention the best yet, and if we ladies insist on taking our vacation that week, our husbands will come along with us or we will come along with them. The influx of so many new members in the N. A. A., and the enthusiasm among the ladies all point to a grand convention.

Many of the Auctioneers and their wives who did not attend the Columbus convention have regretted it ever since. Now don't allow that to happen to you in 1954.

New York Galleries List Items For Auction

One of the earliest known existing manuscripts of Omar Khayyam's "Rubaiyat" will be sold at auction at the Parke-Bernet Galleries, Inc., 980 Madison Ave.

This Persian edition of Khayyam dates from 1216, which makes it next to the oldest example known—the oldest is the copy in the Cambridge University Library, dated nine years before the present example. Both manuscripts, as a matter of fact, came to light when the library of a Persian scholar was sold at auction a few years ago.

Professor Arthur J. Arberry of the University of Cambridge, an authority on Omar texts, said he believed discovery of this manuscript "ranks as highly as would the discovery, say, of a Shakespeare edition preceding the first folio."

Owner Not Disclosed

The Omar manuscript will be sold as a special item during a sale of rare books, manuscripts and broadsides from the estates of the late Paul L. Feiss and the late Samuel Katz and others. Ownership of the Omar text was not disclosed by the auction house.

The rare book collection includes the first book published by Radolt at Augsburg in 1488, number of botanical subjects, such as the earliest floral and botanical plate ever offered for public sale — an early thirteenth century Arabic plate; and a number of specimens of fine binding. There is also a sabre-type dress sword presented to Lord Byron by the Greek revolutionists.

The second part of the Dikran Kelekian collection of Near Eastern textiles and other art objects include sumptuous Venetian and Asia Minor fifteenth and sixteenth century cisele velvet and brocade panels of late Gothic design.

There are jardiniere velvet hangings dating from the sixteenth century in Persia; a brocatelle cope with needle-pointed hood and orphreys from sixteenth century Spain; a North Persian flower-garden carpet dating from about 1700, and an early eighteenth century Oushak carpet.

Chinese and other Oriental art, the property of a private collector in Switzerland and other owners, will be sold

at auction at the same galleries. Among the more important items are a late Ming jade temple guardian animal of important size; a Chi'en Lung imperial white jade bronze-form; a group of T'ang and other early dynastic pottery and porcelain, and Chinese teakwood and lacquer furniture and decorations.

The Plaza Art Galleries, 9 E. 59th St., will sell at auction a collection of furniture and decorations owned by Moss Hart and others. Included are a number of drawings, etchings and lithographs by Cezanne, Daumier and a pencil drawing by Rosa Bonheur.

A sale of English and American furniture, decorations and silver at the Parke-Bernet Galleries brought in a total of \$52,250.

Major sales included a Hirend decorated porcelain dinner service, for \$1,050, to a Texas private collector; two eighteenth-century silver dome-top tankards, for \$2,125, to a Delaware private collector; two similar tankards, for \$2,100, to a New York private collector, and a Bijur carpet, for \$725, to an Ohio private collector.

HE GETS THE CLOCK BUT LOSES \$4,062

The same thing that killed the cat cost John Stevenson of Muncie, Indiana, \$4,062.

Stephenson was looking over things to be auctioned from a deceased neighbor's household goods. He saw an old wall clock and made a mental note he'd bid for it. Then he took it down to examine the works.

Out rolled the \$4,062 in bills ranging from \$1 to \$100. The money might have been his if he'd bought the clock before finding the cash. Instead it went into the estate.

He got a prize, however, for finding the money. Lawyers for the estate gave him the clock. Was the Auctioneer's face red? The moral of this story is to examine each and every item before you offer it for sale. This is a true story and one that every Auctioneer should take heed to.

Domestic Harmony: That's where the wife gets what she wants, the husband gets peace and quiet, and only the bank account takes a beating.

X ALONG THE WAY

By COL. WALTER CARLSON

Of the many men and boys who are privileged to improve themselves by advice and instruction from Colonel Earl Gartin, it is doubtful whether a single one could be found who doesn't remember these closing words of his most sincere lecture, "LOVE YOUR BUSINESS, KNOW YOUR BUSINESS, SMILE . . . AND THE WORLD IS YOURS."

Earl not only preached that philosophy, he LIVED it to the extent of every letter. Did you ever see a photo of him, or see him personally, without that suggestion of a smile, and his effervescent enthusiasm?

By special permission, we are passing along from the November issue of SUNSHINE MAGAZINE,

"C O N C E N T R A T I O N"

In conversation, a friend of ours recently said, "Half the big successes are

fellows who have gone nuts on one subject." He wasn't far wrong. To succeed in this complex and competitive day it is almost essential that a man's work become virtually an obsession with him.

There is a burning glass in a Washington, D. C. laboratory which measures three feet across. It is hung in a window where it will converge 36 inches of sunshine into a tiny point of light which becomes more powerful than a blow torch. It becomes so hot, in fact, that it will burn its way through a steel plate.

A man's energies must be concentrated in a similar fashion if he is to burn his way through the manifold barriers which confront him.

* * * *

Makes you think of Earl, and "Love your business, know your business, smile, and the world is yours," doesn't it?

MEREDITH GALLERIES

One of the outstanding pre-Christmas Auction sales was that conducted by the Meredith Auction Galleries 212-216 East 57th Street, New York City, on December 17th.

The rare and unusual collections were from various estates and were viewed by hundreds during the exhibition two days prior to the sale. They consisted of English and French Furniture, Sterling Silver, Sheffieldware, English and Continental Porcelains, China, Paintings, Ivories, Crystalware, Mink and other furs, Oriental Rugs, Linens, Laces and Objects of Art.

Visitors began arriving as early as 11 A.M. and by sale time every seat in the huge gallery was taken. At sale time standing room was at a premium. The over-flow crowd were most receptive by their spirited bidding for the offerings.

The sale was conducted by Colonel Stanley and George Solon, members of the National Auctioneers Association and owners and operators of the famous Meredith Galleries, known from coast to coast and many foreign countries.

Auctioneers Commended

Two Nebraska Auctioneers, Col. Rex Young, of Plattsmouth, and Col. Ellis Lacey, of Nehawka, conducted the ninth annual Omaha Feeder Calf Show and Sale, were highly commended by Harry B. Coffee, Stock Yards Company, President.

"It was a job well done and characteristic of the high standard upon which we are trying to keep this event for 4-H boys and girls, the future farmers of America and the producers," President Coffee, said.

With more than 4,500 calves to dispose of and a capacity crowd of bidders to watch, their harangue for bids was of machine gun rapidity without time out.

Col. Young, is a very active member in the Nebraska Auctioneers Association and the National Auctioneers Association.

X I don't know at what age a spinster quits yearning for marriage, but I do know that they are delightful company at the age of seventy and eighty.

VERSATILE AUCTIONEER

WHEN A FELLOW'S young and without a family of his own, he doesn't much care what kind of hours he keeps.

Take the case of Cloyce Crittendon Bradford, Racine Ohio.

Youthful Critt (he's often known as Critt Bradford Jr. but isn't actually a "junior" since his father's name is Andrew Crittendon Bradford) took on the job last October of being milk tester for the members of the Meigs County Dairy Herd Improvement Association.

Shortly thereafter the Gallia County DHIA lost its tester and Critt consented to fill in. Now he's working all hours, seven days a week—he worked 29 days out of April's 30. He drives between 1200 and 1400 miles per month and the back end of his model Ford passenger car is filled not only with his milk testing equipment, but with some of Critt's clothing, since he never knows when he's going to get home.

Most all of you well know, or will remember, that prior to his graduation from Racine High School a year ago, Critt had an outstanding record as a vocational agriculture student. He won many Future Farmers of America honors and gained a wide acquaintance throughout the area, to which his present work is adding.

Critt will grin modestly when and if he reads this, but it seems to me he's an

outstanding example of what today's farm youth should be. With his vocational training and his on-the-farm experience at home, he was considerably accomplished at modern farming methods long before he graduated. His knowledge and general intelligence stood him in good stead in getting and keeping his current job as milk tester and he added to his versatility by going to an auctioneering school.

Now he's a licensed auctioneer, but he doesn't get to practice much considering the hours he's spending on finding out just how Meigs and Gallia County cows are doing, and whether each animal is a profitable investment for her owner. His first chance at auctioneering in quite a while will come May 12, when he's scheduled to conduct a "white elephant" sale planned by the local riding club.

A little more about those hours: Critt arises in the morning at any time between 4:30 and 7:30 and he goes to bed at any time between—well, just any time.

You see, a milk tester has to be on hand when a dairy herd is being milked. This means a lot of work in the evening—and it can go on and on. Saturdays and Sundays included. Any young fellow has to have a little social life, and Critt gets his when and if. The other night he left at 9:30 for a dance at Tupper's Plains, to cite one example.

Despite that, he doesn't mind, for he likes his work and the people he works with. "But it's no job for a married man," he says.

Critt is going to take the entire day

GENERAL ELECTRIC, WESTINGHOUSE, SUNBEAM, GRUEN, HOOVER, BENRUS, PROCTOR, PEPPERELL, LIGHTERS, FANS, TOASTERS, MIXERS, DRILLS, HARDWARE, WATCHES, TOOLS, TELEVISION, PAINT,

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HOLLYWOOD, CASCA, WM. A. ROGERS, CLOCKS, ALUMINUM WARE, SOFT GOODS,

DORMEYER, UNIVERSAL, EKCO, CANNON, TOYS, BLANKETS, FURNITURE, PREMIUMS,

off tomorrow. His sister is being married and she asked him if he could arrange to attend. Critt agreed it was a special event worthy of a little time off.



Electrotypes of the National Auctioneers Association can only be obtained through the Association, and may be ordered by all members in good standing.

The emblem not only lets the public know that you are a member of the only all-National Auctioneers Association, but it also dresses up your advertising. It attracts attention.

"The Auctioneer"

He is a man with a will of iron,
With virtues and deeds so clear,
He is a man whom we all admire;
For he is an Auctioneer.

His will to serve you and me
And befriend men far and near,
He is one whom we all get to know
For he is an Auctioneer.

Although the weather be bad, he will
still be there,
And his rhythmic voice you'll hear,
Doing his best for his client;
For he is an Auctioneer.

When the sale is over and several are
gone,
There are some who admire him as
they linger near,
And wish as we all at sometimes do,
That they too were an Auctioneer.

ADVANCE - - - NOTICE

Never let it be said that you did not know the date and place of our 1950 National Convention, for here it is.

JULY 15 - 16 - 17
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Where the Smile of Hospitality
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Hotel Fontenelle

Our Hosts

NEBRASKA AUCTIONEERS ASSOCIATION

2500 :-: THE MAGIC

**EVERY
MEMBER
GET
FOUR NEW
MEMBERS**



O U R

F O

1 9 5 3

WE NEED 1500

REACH O

“NOW, WE MUST

In July 1953, we set a goal of 2500 members for our year ending July 1954. To accomplish our goal it is necessary that we obtain 1500 new members between now and our July 15-16-17 national convention. This is not an easy goal, but can be accomplished, if each member will contact just four Auctioneers, and our new members who have friends very much interested in our Association now use the opportunity of sending in their applications for membership.

As has often been said before, it is not necessary to “sell” our Association to any Auctioneer qualified to become a member. That is an obvious fact. With few exceptions, all Auctioneers have always wanted to join the Asso-

NUMBER IS :-: 2500

G O A L

R

- 1 9 5 4

D MEMBERS TO

OUR GOAL



GET MORE IN 54"

ciation and have always intended to do so. The only "selling" job we, as members, are forced to do is to convince the Auctioneers that NOW is the time — TODAY is the day to get that application in the mail.

Keep after him constantly. He may seem annoyed at your persistence, but you know he will always love you for it ever afterward once he signs that application card. Grant that Auctioneer the biggest favor of his life. Bring him into the Association.

The whole-hearted cooperation of all the members toward our goal will spell SUCCESS. "Give and it Shall be Given unto You."

CLIPPINGS

by COL. E. T. NELSON

If we could see ourselves as others see us, we would probably change our views.

Reliability is the greatest greatness.

Don't kick about your job. If it were easy, any numbskull could fill it.

Some people worry so much about laying up for a rainy day, that they make every day rainy.

Man a man has tripped over his own bluff.

He who trades friendship for money always loses.

Many a man has acquired a headache from butting in.

It is fine to be leader, but at the same time it is better to follow a good example than to set a bad one.

X A real man, after he climbs to success, does not forget those who held the ladder for him.

X A broken promise may be repaired, but it can never be made as good as new.

A hobby is something interesting that would be a bore, if you had to do it.

While teaching a class of auctioneers in Arkansas, this fall, I heard this one. "A book agent went to sell a set of encyclopedia, to some farm folk in the hill country. He found the husband and the wife in the field plowing, the husband was of course hitched to the plow with the horse and the wife guiding the plow. While the agent was showing his books, a loose leaf flew under the feet of the husband. It scared him and he ran off thru the field and tore the plow all to pieces."

X What's the difference between a Scotchman and a coconut?

You can get a drink out of the coconut!

Good Selling to you all.

Sales at Auctions Shatter Records

Total sales of New Jersey's cooperative produce, poultry and livestock auction markets reached a new high in 1953.

Total value of all sales for the year was \$35,735,765.81 over \$1,500.00 above last year (1952). The previous record was set in 1951, due primarily to the high livestock prices that year.

Returns at the six eggs and poultry cooperative marketing associations totaled \$23,580,869.00. The sale of eggs in 1953 amounted to \$22,049,024.00 more than \$2,500,000 above last year. Poultry sales, however, were approximately the same.

Egg prices for 1953 averaged 8.4 percent over 1952 and prices of poultry averaged 0.378 percent higher. The average price of a case of eggs was \$16.77 compared with \$15.47 in 1952. Poultry brought an average of 26.5 cents a pound, approximately the same as in 1952.

There are six eggs and poultry cooperative marketing associations in New Jersey.

X REMEMBER THIS

Be good, but not too good—a little naughty, but not too naughty. Say a prayer, if you feel that way, say Damn if it gives you consolation.

Be kind to the world always, if possible—yet if you must be unkind, smash right and left, get it over and forget it.

Smile, always smile, have a smile ready even though sometimes it hurts. Grab all the happiness you can—wherever and whenever you can—don't let even a wee bit slip past you. Live, above all things live, don't simply exist.

If you are blessed enough to know what real love is—love with all your heart, soul and body.

Live your life so that any hour you will be able to shake hands with yourself and try to accomplish at least one thing worth while each day. Then when your nights come you will be able to pull up the covers and say to yourself—

"I have done my best."

F. GILLIS WILDMAN

CHARITY AUCTIONS – BUILDS GOOD WILL



Pictured above is Col. Ralph S. Day, of Leonia, New Jersey, selling a charity auction sale for the American Legion Post, of Leonia, N. J.

A three day charity auction sale was conducted by Col. Day, for the benefit of the American Legion Post. Selling two evenings from 8 until 11:30 and all day on Saturday, produced approximately \$1,000 for the Legion from articles donated by the citizens of the community.

Previously the Legion Post held an annual Bazaar in which to raise funds, but the lid on gambling in New Jersey prevented the Post from raising the necessary funds with which to meet their obligations. Col. Day, suggested they hold a charity auction sale and after much planning for the affair and being well managed the results were so successful that the Post declared the event to be an annual affair.

More Auctioneers are advised to give of their services for such events as the best of public relations are obtained. Such good-will cannot be purchased at any price. Further it pursues the Auctioneer throughout his career and overcomes many prejudices towards the Auctioneer and the auctioneering profession in general.

555 AUCTION SAYINGS

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COL. E. T. NELSON, President
NELSON AUCTION SCHOOL
RENVILLE, MINNESOTA



FROM

THE

MAILS

Mayville, N. Y.
Dec. 6th, 1953

The Auctioneer,
490 Bath Ave.,
Long Branch,
New Jersey.
Col. B. G. Coats, Managing Editor.

Dear Col. Coats:

In the Dec. issue of "The Auctioneer," which I have been enjoying today, I was very much impressed by the article written by Col. Tom Berry of West Newton, Penna., and although I am no writer, I would like to attempt in my feeble way to say "AMEN" to what Col. Berry has said and to emphasize the fact that not only his article, but I feel that the whole N.A.A. should put more stress on the ideas that Col. Berry has brought out.

In my opinion there are too many who think they are able to sell merchandise at Auction and who call themselves Auctioneers for the good of the Auction business as a profession. I believe in a free America and that every man should have his chance in any profession or business he may undertake. However, you do not see the legal profession or business profession, or any of the other leading professions of our land whom we respect and hold in reverence, allowing just any one to practice just because the field looks lucrative to them. And I feel if The Auctioneers of America would adopt some such code of ethics, principles or practices, or call it what you wish, we would all have increased the respect of the public for whom we are striving to serve.

Many of us have spent years in building up the Auction business and have taken special training for that work and we have tried, I believe, to establish a reputation and a code of principles that our clientele will look to with respect, naturally to reward us for those efforts

we should be reasonably well remunerated. In view of that I feel that the part time neophyte who does some Auctions on the side as a past time for little or nothing should be prohibited from such operations.

Some of these things could be taken care of by National or State License laws, however there is a great danger of license laws becoming a racket, we have seen that happen in such places as the Musicians Unions and other Unions throughout our Country. Therefore any attempt to make such laws either local or nationwide would have to be looked over very carefully by some one more intelligent than the writer. I think from my observation that our own State is about as lax in its Auction laws and proceedings as any and I assume that we should mend our own fences first before looking at any one else's.

Since I have received my first copy of "The Auctioneer" in 1951 I have preserved every copy and have been constantly reminded upon receipt of every issue that the Editors wished to hear from the members but have never had the audacity to attempt being a correspondent.

Before closing I would like to remark on some of the pleasures I have had just recently in watching some of the outstanding Auctioneers of the Country at work, and believe it or not they did not know that they were being watched by an Empire Stater. While visiting the Winter Royal Fair at Toronoto, Canada, a few days ago, I had the pleasure of attending the Holstein Sale of Stars conducted by Hayes Ltd. of Canada, being lucky enough to sit with Mr. Prescott who edits the Holstein Fresian World, I had a chance to observe the work of not only Col. Harry Hayes who called the bids but the ring work of Col. C. B. Smith and Col. Francis Darcey. My one regret was that I did not have the op-

portunity to personally meet any of the three, however, I hope to at some future date.

At one of my regular weekly sales which I was conducting last night, a proud Grandmother had with her, her five-year-old Grandson who had sat very patiently on the hard seat for about as long as any one that age could sit still and while we were waiting for the next article to be brought out, I heard him say, "I want to go home Grandma, that man makes too much noise." Luckily for the boy, Grandma obliged by taking him home.

Yours truly,
FRANK O. SEYMOUR.

252 Liberty Street,
Winona, Minnesota,
November 14, 1953

Col. B. G. Coats
490 Bath Avenue
Long Branch, New Jersey

Dear Col. Coats:

Enclosed you will find a check for ten dollars in payment of my membership renewal in the National Auctioneers Association which is due on January 1, 1954. By paying in advance, I won't miss an issue of "The Auctioneer." I feel that no auctioneer can afford to be without this monthly issue, for and by the auctioneers.

It surely would be nice if "The Auctioneer" would print reports of the auctioneers in different parts of the country, such as the number of sales, prices, general trend, and etc.

In our territory, we had about the same number of sales as other years although there were fewer sales in the adjoining territories.

We all know that the prices of cattle are down, but good grade cows are still selling from two to three hundred dollars apiece. Poor quality cattle are selling around the one hundred dollar mark with some even lower. At the present, quality seems to mean more than in the previous years. Pigs have been selling very good. Pullets were bringing around \$2.50 with year old hens around \$1.25. New corn started at a dollar per bushel but now is selling around \$1.30. Feed oats is bringing from eighty to ninety cents per bushel. The price of hay seems

to vary with the locality but most of it is thirty to fifty cents per bale. The price of used machinery is down, the farmer whose machinery is quite new takes the largest discount.

Never before have we had a fall with such beautiful weather. My steady fall season started on August 29 and to now I have sold sixty-two auctions with perfect weather every day. Having plenty of rain during the spring and summer, our crops were very good but now it is too dry to do any fall plowing. Our November weather has been more like summer with the temperature around 70 degrees. We in Minnesota think this weather is just wonderful.

I hope that auctioneers in other parts of this great country find this report interesting enough to write "The Auctioneer" giving a report of their past season of auctioneering.

Yours very truly,
ALVIN KOHNER

P. S.

This morning I shot my deer but was back to have a sale in the afternoon.

Gillette, Wyoming
Nov. 18, 1953

National Auctioneers Association
490 Bath Avenue,
Long Branch, New Jersey
Gentlemen:

Am sending in an application for membership for a fellow auctioneer and I certainly want to congratulate you on the fine job that you have been doing for the organization.

The growth that our magazine, The Auctioneer, has made in the last year is an achievement that is truly outstanding and I certainly think that every member should do his best in trying to get every good and active auctioneer as a member of our organization.

Respectfully yours,
R. A. "DICK" MADER

P. S. I recently wrote letters and sent application cards to eight fellow auctioneers and the only two that I have talked to since that time have both joined so it goes to show that with just a little bit of effort by every one and we'd have no trouble at all in meeting our goal in 1954.

Ottumwa, Iowa.
Dec, 3rd, 1953

Col. B. G. Coats
490 Bath Avenue
Long Branch, N. J.
Dear Col. Coats:

Inclosed you will please find check for my dues to the N. A. A. for the year 1954 and before the new year comes in I am hoping to have at least two more names to add to the list of new members.

I just today received the Auctioneer and was very much impressed with the writings of the various Auctioneers, personally I believe with all my heart that the majority of the Auctioneers are more spiritually minded this Holiday Season than ever before.

Mrs. Holland and I have both noticed the increased enthusiasm of each writer to the Auctioneer in the N.A.A. and to get more in 1954 it seems to me that there is a greater Spirit for a better N.A.A. as well as an increase in membership and building a stronger and more influential Association for the Advancement of our great profession.

Personally I want to thank you Col. Coats and all of your Associate Editors for making this December issue of the Auctioneer the best ever. May GOD richly bless and comfort you at this Christmas Season and give you peace.

Very truly yours
THEO. H. HOLLAND

Listowel, Ont., Canada
December 4, 1953

Col. B. G. Coats,
Managing Editor,
"The Auctioneer"
409 Bath Ave.,
Long Branch,
New Jersey.
Dear Col. Coats:

Just a short note to tell you and your staff how pleased I am to be one of the many members of the N.A.A. and the Auctioneer to me is more than worth many, many times the price of joining. It could be called the Auctioneer's Bible.

It's rather a wonderful feeling to see the faces of some of my instructors and to read, and then read again the down to earth articles they have written in the December issue.

Wishing all my fellow auctioneers

and others I have yet to meet a most joyous Christmas and a Happy, Prosperous New Year I remain,

Yours sincerely,
ROSS KEMP

November 30, 1953
Wilton, New Hampshire

National Auctioneers Association
490 Bath Avenue,
Long Branch, N. J.
Gentlemen:

About a year ago, C. B. Smith cornered me at a Sale in Vermont and extracted from me \$10.00 with which to make membership for me in the National Auctioneers Association.

I want you to know that I enjoy being a part of this Association, and hope that in the near future it will be possible for me to attend some of the National Association's functions.

Very truly yours,
T. R. LANGDELL

DeKalb, Ill.
Nov. 9, 1953

Dear Col. Coats:
Enclosed is my check for \$10.00 dues for 1954.

I want to keep my dues paid in advance so I won't miss any copies of "The Auctioneer" which is improving so much each and every month.

We are having some good auctions now after a slow down of a few weeks, but have to work somewhat harder to get the better prices.

From all reports and indications the N. A. A. is really going places now.

Yours sincerely,
COL. JOHN L. WHITMAN

Buffalo,
Wyoming,
Nov. 5, 1953

Dear Col. Coats:

Enclosed my check for \$10.00 for 1954 dues. I sure do enjoy "The Auctioneer" and value the news and ideas in every issue. I noticed in the November issue the name of an Auctioneer that I recommended for membership and it did my heart good to read his name in the list of new members. I am mighty proud to be a member of such a fine organization and will do all I can to help at any time.

With best regards,
COL. O. J. "JIM" MADER

AUCTIONEERS!

AUCTIONEERS!

AUCTIONEERS!

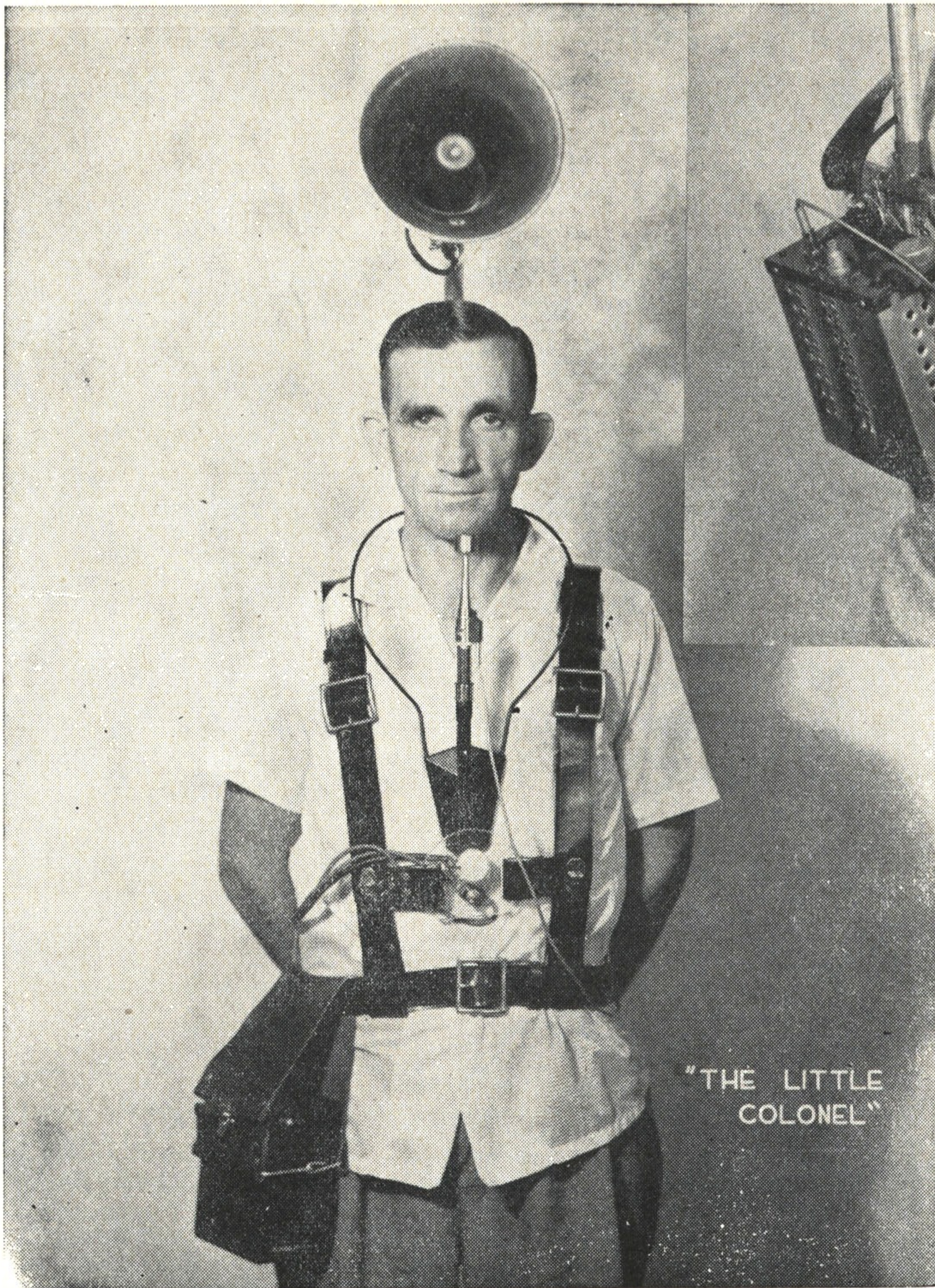
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CANADIAN LIVESTOCK AUCTION



Around their necks they wore a green—not yellow—ribbon, also around their tails. The sale was held on St. Patrick's Day, at the Listowel Livestock Market, Ontario, Canada. Owned and operated by Col. Ross H. Kemp, shown above pleading for just one more bid.

GUARD THAT CARD

Don't forget your membership card is your receipt. It is valuable, so be careful of it.

Don't place your receipt where it will be lost and get into the hands of a crook or imposter.

Don't forget or overlook immediately notifying the Secretary who issued the receipt should it be lost or stolen.

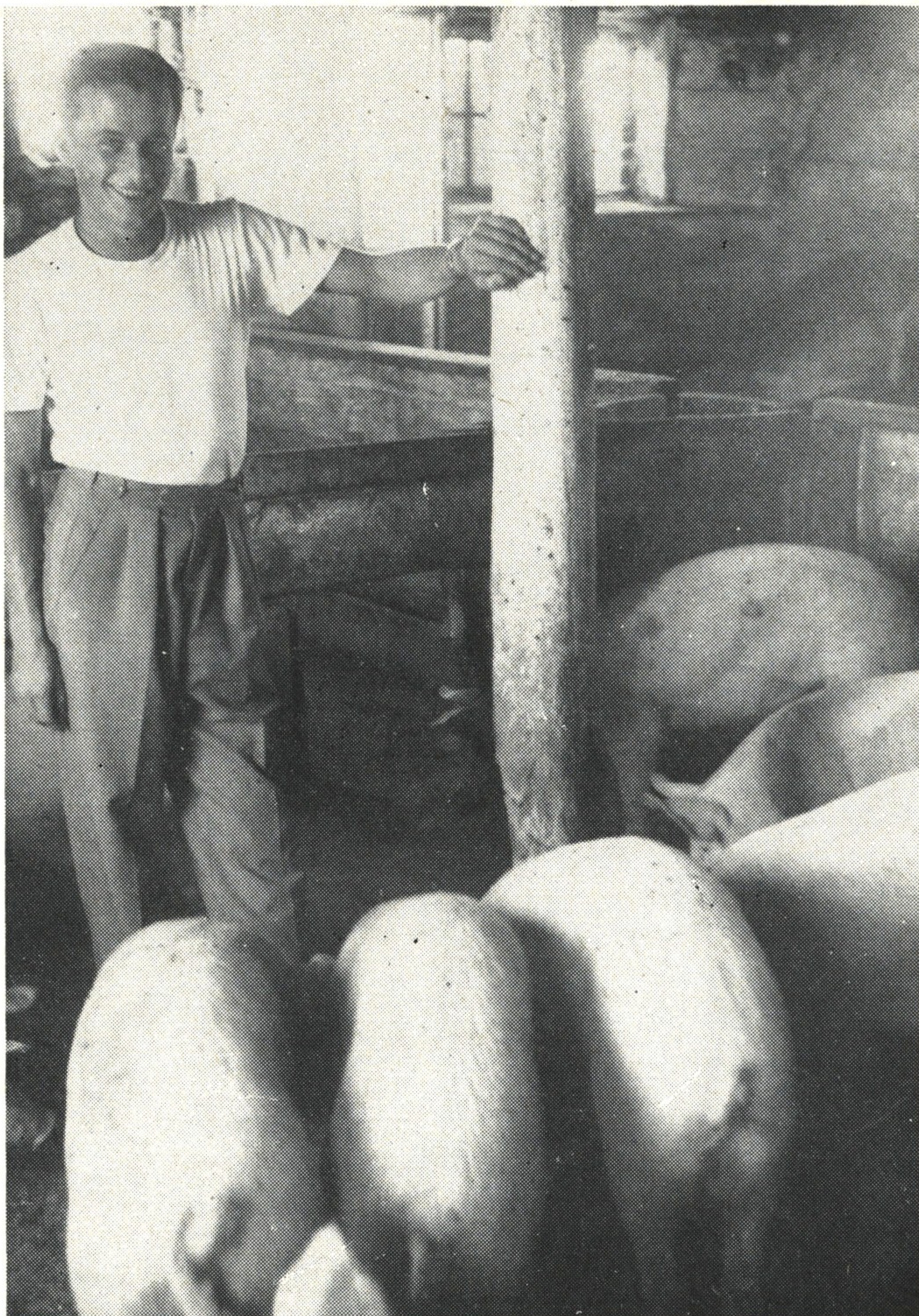
Don't discard an old or expired receipt; destroy it.

Don't forget you should be proud of your reputation, which can be badly damaged if your receipt gets into the hands of an imposter.

Don't assist Auctioneers posing as members. Refer them to your state or National Secretary. They will know how to handle such applicants.

**HAVE YOU
FORGOTTEN
SOMETHING?**

My Dues: MAIL NOW



Listowel, Ontario, Canada, has its hot days as well as cold days. Here is Col. Kemp, inspecting the hogs at one of his farm sales just prior to sale time.

X
THE SINCERE MAN

WHAT gifts of speech a man may own,
What grace of manners may appear,
Have little worth unless his heart
Be honest, forthright and sincere.

The sincere man is like a rock,
As true as time; with honest eye
He looks you squarely in the face
Nor turns aside to make reply.

Nothing is hidden; there is no sham,
No camouflage to caution care,

No ifs or buts to haunt the mind,
Or secret doubts to linger there.
A crystal candor marks his speech,
With conscience clear he goes his way,
He does the thing he thinks is right
Nor cares a whit what others say.

Give me a man that is sincere,
And though a wealth of faults attend,
I shall clasp his hand in mine
And claim him as a trusted friend!
Alfred Grant Walton.

PRESIDENT'S MESSAGE

(Continued from Page 17)

to The Ladies Auxiliary, and it will be given very prompt attention.

On page 16 is pictured charter members of the Auxiliary taken in 1951. Each succeeding year has shown more progress, greater increase in membership and larger attendance at every convention. A big time is being planned for all the ladies at the convention this year, and if you will join at this time it will facilitate our organizational functions at the convention. We wish to follow the policy of the N. A. A., and publish a list every month of all the new members and feel sure that you would like to have your name included in the list. The Auctioneers are doing a wonderful job so let us join together and assist them to do a still better job.

Father and Son

Col. Vance J. Van Tassell, when a very young man always attended auction sales. He was inspired and enthused, yes, fascinated by the chant of the Auctioneer, and especially that of his father, Col V. C. Van Tassell. So much so, that when twelve years of age, he composed a poem, called it "The Auctioneer" and dedicated it to his Father and which we are pleased to publish herein.

Col. Vance is a graduate of an auction school and is now enrolled at the University of Illinois, from where he will graduate soon and return to Auctioneering. Col. V. C. Van Tassell and his son Col. Vance J. Van Tassell, live at Robinson, Illinois and are widely known Auctioneers throughout the state. Both are active members of their state and national Associations.

SWEET STAMPS

X He—I always kiss the stamps on your letters to me because I know your ruby lips have touched them.

She—Oh gosh, I guess I better stop wetting them on Fido's damp nose.

WHAT GENERATION?

X Susie—Mama, you know that vase you said had been handed down from generation to generation?

Mother—Yes, dear.

Susie — Well, this generation just dropped it.

IT PAYS TO ADVERTISE IN The Auctioneer

BECAUSE—

It reaches into every state, Canada and Mexico. Because "THE AUCTIONEER" is owned by the men who read it. Because they believe what they read in "THE AUCTIONEER". Because "THE AUCTIONEER" accepts advertising from only reliable concerns.

If you want to join the "Preferred" class of dealers advertise in "THE AUCTIONEER."

N.A.A. EMBLEM In DEMAND



Seldom a day passes but one or more members write in requesting that a letter-head cut of the National Auctioneers Association be forwarded to them. So wide spread has become the use of the emblem that it is now being used not only on the members' stationary, but on their checks, their bill heads, their sale sheets and on their advertising.

It is most gratifying to receive so many letters from the membership who are making use of the emblem of their Association. It is the badge of approval and is stamped upon you as being a progressive alert Auctioneer. Many Auctioneers are using it on their sale bills and in newspaper advertising. The public likes to do business with progressive people and when they know that you are a member of the N. A. A., that you are not dormant in the progress of your profession. That you are interested in the advancement of yourself and your profession. The public has admiration for all who try to get ahead, who seek out the better things that they in turn may serve better.

When you go to have your stationary printed you try to find the best printer available. You want the best for your money. If you get the best printer available, you will find that he has splendid ideas and is equipped to give you the best to be had for the price you wish to pay. If you will observe his office you will see magazines and trade journals from all the various printing trades. You will find that your printer is a member of many of them and that it is through his membership in them that his ideas enables him to help you with your layout, arrangement, spacing, etc. That he proudly displays the emblems of the Associations of which he is a member and that on his own advertising material is that which convinces the public that he is qualified to give the best that is to be had for the price his customers wish to pay. That is

the reason why you Colonel went to the printer you did, because you wanted something different, you wanted the best to be had that would make the best impression with the people whom you wish to do business with.

If you advertise the fact that you, like the printer, belong to your trade Associations, that you attend their conventions, that your services as a result of your interest in them, is so far above the other fellow, that when an Auctioneer is needed in your community that you will be the one they call upon. They, like you, want the best they can get for their money. If you should happen to be one that is not using the cut of the Association, send for it and start using it now. You will find that it makes a great difference and when someone stops to ask you what the cut on your letter stands for, you will be made to feel mighty happy that you are using it.

Wisconsin Auctioneers ASSOCIATION

A Model To Pattern From

By Col. H. W. Sigrist

As you know the writer had the privilege of spending the day on Saturday, December 5th with the Wisconsin auctioneers in their state meeting in Madison, also, making the address at their evening banquet in the Colonial room of the Hotel Lorraine.

The Auctioneers of Wisconsin have a very live and capable attorney in the person of Larry D. Gilbertson of Black River Falls, Wis., as their executive secretary who has been handling their legal matters with respect to license and other Legislation in the State Legislature. Mr. Gilbertson also is responsible for their meetings, programs and attendance at the association's meetings. He, with their very capable president, Earnest C. Freund, spearheaded the meeting.

I am sure that at the Omaha convention next July you will be seeing a lot of Wisconsin auctioneers and every one of them will be members of the N.A.A.

The Wisconsin boys are on the right track and are real boosters for the National.

IT IS YOURS TO IMPROVE UPON

By Managing Editor *B. S. Coats*

~~Now that 1954 is upon us,~~ pause for just a moment and think what wonderful opportunities the auctioneering profession offers and of the opportunities that you may have overlooked, ~~during 1953.~~ The finest thing about the profession is that it is a lifetime business, not just something to spend three or four years at while waiting for something else to turn up. It is a profitable business, perhaps not every year, but its profitability over a period of years is almost beyond question.

That brings up a pertinent point which cannot be stressed too strongly. It is that the Auctioneer who expects to make a success of his business, financially or otherwise, must make it a permanent business. He must, in order to improve, be a member of his state and national Associations. The record is clear for all to see, in almost every neighborhood, that one Auctioneer stands out, because he has constantly tried to improve himself, has been active in all Auctioneer Associations and always trying to help his fellowmen. He has stuck with his profession through the economic ups and downs which every business man experiences.

Auctioneering is not designed as a business for the speculator, even though speculative profits may frequently be made. Nor is it a profession for the "in-and-outer," who seldom contributes anything of lasting value to the profession, much less make any money for himself. But for the Auctioneer who loves his work, who has a genuine fondness for his profession, for his Association, and who will give them his best efforts, be content with conditions as they arise, not only will deserve but will reap the rewards that come with better days, the auctioneering profession is in a class by itself.

Good business judgment is necessary, of course, as in any field of endeavor. High prices come and go. Lower prices come and go. Fortunate are the Auctioneers who can gauge the economic conditions. Not every Auctioneer pos-

sesses the attributes required to carry on under adverse circumstances. That is no reflection whatsoever on the Auctioneers involved, for all are constituted differently. One may flourish where another languishes. And vice versa. But the Auctioneer endowed with patience, persistence, imagination and courage can make a success of auctioneering regardless of conditions. If he will stay at his task, striving steadily to do a better job each time and looking ahead he will be at the top.

For the Auctioneer who undertakes the development of a really good business there is another important goal besides commissions, and that is satisfaction. For the Auctioneer who starts and follows through, utilizes sound business practices, gives of his time and effort in the interest of his fellow Auctioneers, supports his state and national Associations, the auctioneering profession provides a challenge found infrequently, if at all, elsewhere.

The Auctioneer who accepts that challenge, and studies and works, striving continuously to build a better profession, is the truly constructive Auctioneer. He and his kind are the Auctioneers who deserve the major portion of the credit for the advancement of the Auctioneering Profession, which has earned for the Auctioneers, over the past few years, recognition and respect of their profession.

The Auctioneers who are responsible for current progress, must be constantly replenished. That is why we have Auctioneer Associations on a state and national level. It must be so, if the auctioneering profession is continue to improve, because old soldiers are not the only ones who "just fade away." When the veteran Auctioneers of today have passed from the scene, it will be the relative newcomers, so to speak, of the present who will be the veterans charged with the responsibility for continued Association progress. The Auctioneers of today are the indispensable Auctioneers of the world of tomorrow. It is urgent therefore, that the younger Auctioneers be encouraged and helped in every way possible to carry on the great progress that has been accomplished. Every new member you obtain for your state and national Associations,

you are contributing to the progress of your profession. You are building for a greater and more constructive profession. You are helping yourself as well as others.

Resolve now to make 1954 a year of profitable, interesting and satisfying achievements. Your state and national Associations are yours to improve upon and through such organizations the greater prestige, for greater success and potentials for greater recognition, for for greater Auctioneers are unlimited. The field of opportunity is yours if you will but awaken to it and give your best in the interest of your profession and of your state and national Associations. It is yours to improve upon.

SMILES

By Col. Morris Weinstein
Middletown, N. Y.

Just a little bit of sunshine,
Makes most anything worth-while.
I mean the warm sunshine,
Of an every-ready smile.

No matter what your troubles are,
You must bear them all alone.
Don't expect your friends to share
them,
They have troubles of their own.

When people run from worries,
Trying to forget them for awhile.
Don't try to tell your tale of woe,
But greet them with a smile.

Life's burdens may be heavy,
With strife and daily care.
But a cheery word, a sunny smile,
Makes them easier to bear.

It costs no more to wear a smile,
Than it does a grouch or frown.
But it helps to lift a fellow man,
Instead of pushing him down.

As we slowly trudge along,
Life's long and weary miles.
Let's brighten up the pathway,
With radiant sunny smiles.

Take time to be safe, Mister Motorist
—your life depends on it!

First Atlantic Consignment Sale

The Atlantic Rural Exposition Grounds, Richmond, Virginia, was the scene of the first Atlantic Consignment sale of seventy-five head of selected Registered Holstein Friesian Cattle including High Record Bulls.

The sale was held on December 14th to a capacity crowd. Spirited bidding prevailed throughout the entire sale as Colonel C. B. Smith, of Williamston, Michigan, and Colonel G. A. LaMunion, of Baltimore, Maryland, at the auctioneering helm, the sale proved to be more than successful to both consignors and the many buyers present. Both are members of the National Auctioneers Association. Col. LaMunion, was also Sales Manager.

A Prairie Saga Ends

The other day on the court house steps at Guymon, Okla., the final chapter was written in another saga of the great Southwest, when the last piece of land owned by the late Simon Winter was sold at auction to the highest bidder.

Fiction could not surpass in interest the story of Simon Winter, the son of a German immigrant, who came to the then virgin prairies of Kansas and Oklahoma and in 40 years acquired 73 quarter sections of valuable land. Childless, he died without leaving a will.

Simon Winter did not lack heirs, however. Executors of the estate traced 67 assorted nephews, grand nephews, nieces and grand nieces, scattered from the Bahama Islands to British Columbia and from coast to coast in the United States. Payments to heirs so far have ranged from \$400 to \$67,000. The federal government and the states of Kansas and Oklahoma will divide a million dollars in inheritance taxes.

The story of Simon Winter is also the story of a great prairie domain which brought security and riches to many who withstood the hazards of pioneer life and the vagaries of weather.

BOOSTERS FOR "THE AUCTIONEER"

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

FLORIDA

Pedersen, Col. L. M.—Jacksonville

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
Koerner and Bauer, Cols.—LaSalle
Parkinson, Col. Bruce—Kankakee
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
Hulsman, Col. Wm. J.—Parkersburg
Johnson, Col. Howard B.—Story City
Joy, Col. Leon—Ames
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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

MICHIGAN

Galbreath, Col. Earl—Detroit
Coats, Col. Wm. O.—Union City
Jardine, Col. Samuel B.—Adrian
Smiley, Col. Fred W.—Saginaw
Wilber Auction Service—Bronson

MASSACHUSETTS

Levin, Col. Abe—Lunenburg

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
Köhner, Col. Alvin—Winona
Lampi, Col. Martin—Annandale
Nelson, Col. E. T.—Renville

Radde Bros., Cols.—Wareton and
Waconia

MISSOURI

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

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—Arapahoe
Nelson, Col. Leon S.—Albion
Rasmussen, Col. Henry—St. Paul
Webb, Col. James—Grand Island
Zicht, Col. Adolph—Norfolk
Zicht, Col. Don—Norfolk

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
Story, Col. Robert R.—Westfield
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Taylor, Col. Frank—Cortland
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OHIO

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Rolfe, Col. Donald—Orient
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Wilson, Col. Clyde M.—Marion

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Sparks, Col. Homer H.—Sharon

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Hood, Col. J. Robert—Lawrenceburg
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BOOSTERS FOR "THE AUCTIONEER"

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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

DUAL PURPOSE CATTLE

By Managing Editor

The new book "Dual Purpose Cattle" fills a long felt want. Before the publication of this book all that dual purpose cattle had ever rated was a page or two in books devoted to other types. The practical worth and solid achievements of such cattle on the farms of the country have never before been fairly presented and ably documented with indisputable evidence.

This book cannot fail to give Auctioneers selling pure-bred livestock and general farm sales, as well as breeders of dual purpose cattle an added sense of the dignity and worth of their efforts. Although it is all-inclusive and has sound scientific basis, Dual Purpose Cattle is not a text book, and is written in a style that reflects the personality of the author and makes it at once a book of pleasurable reading as well as one of reference and practical fact.

I commend it to all Auctioneers engaged in the selling of livestock both for its content and for its clear, interesting and readable style. It is a book with balance, good humor and with much of fact and little unsupported personal opinion. The chapter on 'Pedigree' alone will be helpful to Auctioneers. Correlation of the many phases of the many and varied subjects in this book is extremely impressive. Auctioneers selling livestock now find that sales resistance is greater than it was. It may get greater yet. Some of the months ahead may be "rugged". Don't let this discourage you. You old timers have gone through worse than this is, or will be. It simply requires

more information and skilled salesmanship and in my opinion Dual Purpose Cattle gives you the information. The Auctioneer who wastes his time in calling bids and skimps on information is using poor judgment. You can learn from time tested "know-how" in the business no matter what your experience.

As you turn the pages in this issue you will behold a full page display Advertisement that tells you how and where you can obtain "Dual Purpose Cattle."

Auction Featured

Lions, Monkeys, Buffalo

A rural auction near Hagerstown, Maryland, featured such items as Lions, Monkeys, a Buffalo and some Coyotes.

S. R. Edmonds, of Appleton, about 13 miles south of Hagerstown, closed down his private Zoo, because he said, "he couldn't find anyone to care for the animals. Also up for sale was his farm and hundreds of head of such ordinary stuff as chicken and geese.

From the Zoo there was a pair of 14 months old lions, two coyote pups, a buffalo, two young monkeys, three deer, three peacocks and a pea hen. And, oh yes, a monkey faced owl.

Edmonds maintained the Zoo as a hobby.

Hi: "Once upon a time there lived a farmer who owned a big hay field. The farmer's son decided that he would go into the city to earn his living, so he packed his bags and left home. But when he got to the city the best he could do was a job as a bootblack."

Fi: "What became of the farmer?"

Hi: "Oh, he makes hay while the son shines."

THE LIGHTER SIDE - - -

~~JAVA HEAR THIS ONE?~~

X A coffee salesman was traveling thru Alabama and as he waited for a train in a small town his eye fell on a gentleman taking his ease in the sun at the station.

"Ever drink coffee?" he asked, just to stimulate a little interest in the shade-grown bean.

"Yes suh," drawled the man. "Fifty cups a day."

"Fifty cups a day? Doesn't it keep you awake?" cried the startled salesman.

"No suh," was the reply. "But it helps!"

~~GRANDPA NEVER DIES~~

X "So you want another day off," snorted the office chief to his small boy. "I'm anxious to hear what excuse you have this time. You've been off for your grandfather's funeral four times this year already."

"Today my grandma's getting married again," said the youngster.

X When you have to lose a dollar to make a friend, keep your dollar.

When you have to lose a friend to make a dollar, keep your friend.

~~SLIGHT IMPROVEMENT~~

X Mutt—I hear that you've been to a school for stuttering. Did it cure you?

Nutt—Peter Piper picked a peck of pickled peppers.

Mutt—Why, that's wonderful!

Nutt—Yes, b-b-but it's awfully h-h-hard to w-w-w-work th-th-th that into an ordinary c-c-c-c-conversation.

~~HIS WIFE A GOOD COOK~~

X "There isn't another person in the world who can cook like my wife."

"No?"

'No. But I know some boys in the service who came close to it."

~~COCK TALE~~

X 'Si and Hiram were talking shop. "I have what is without a doubt the laziest rooster in the world," boasted Si.

"Just how lazy is he, Si?"

"Well, he ain't never crowed in his life. He just waits for another rooster to crow—and then he nods his head."

~~THE BOTTOM~~

X A pregnant woman was told by her doctor that until her child was born she must stop chain-smoking, or suffer what might be serious consequences. The young lady made a valiant effort for a time, but was unable to quit smoking. The months passed, and at last her child was born, and sure enough, there, at the end of the baby's spine, was a little butt.

~~EUREKA~~

X A man who had a cello with a single string used to bow on it for hours at a time, always holding his finger in the same place. His wife endured this for months. Finally in desperation she said, "I have observed that when others play that instrument there are four strings, and the players move their fingers about continuously."

"Of course the others have four strings and move their fingers about constantly," he explained patiently. "They are looking for the place. I've found it!"

X See where some archaeologist feller dug up the thumb of a woman who lived a million years ago. No doubt if he digs a little deeper he'll find a million year old man underneath it.

X Advertising is the force that brings the public toward the product; merchandising is the force that brings the product toward the public.

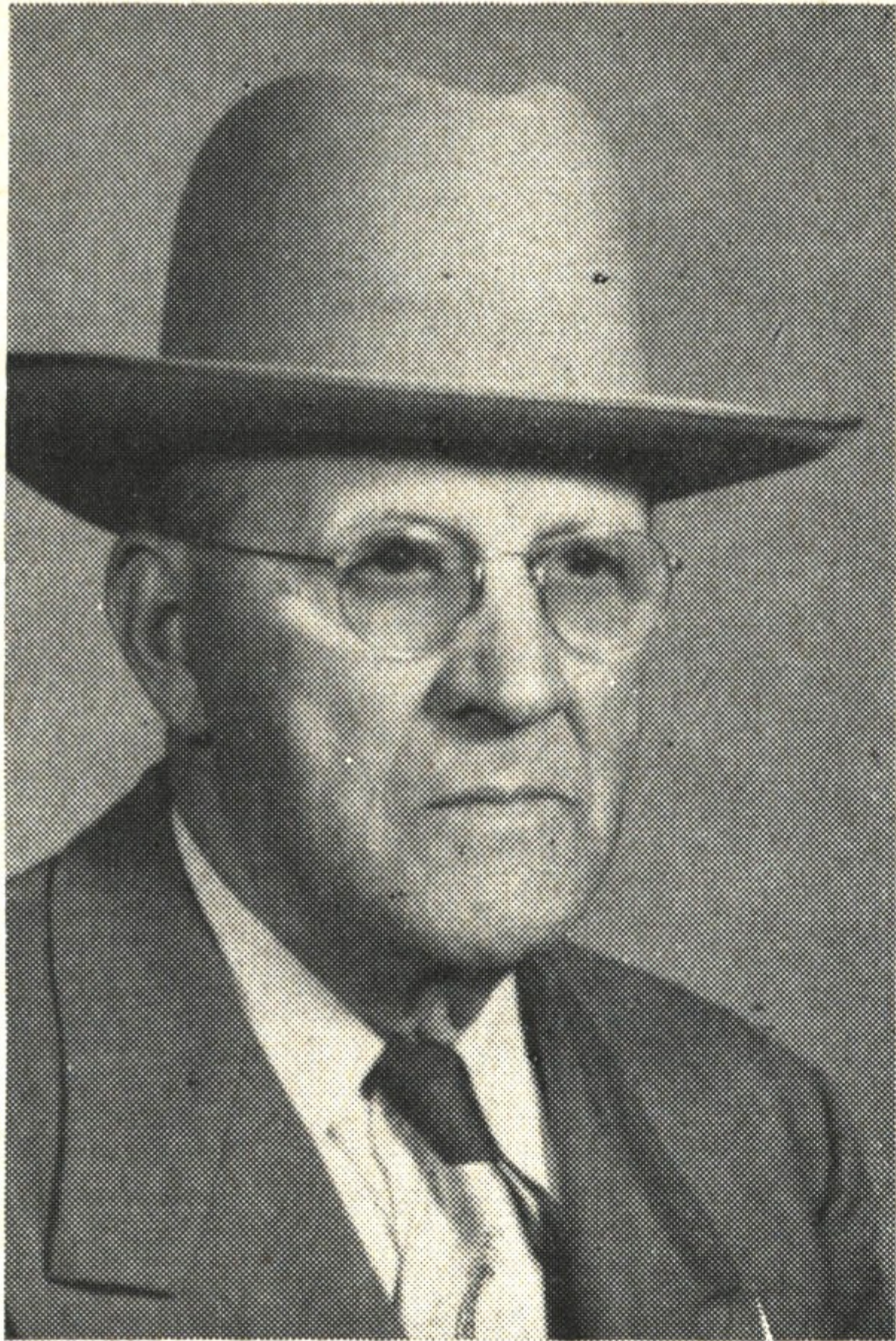
X "You've got to have appeal as well as power in your voice. You've got to make the hogs think you have something for them."

—Missouri farmer, world's champion hog caller.

X While traveling through the West one day, a chance acquaintance on the train said to a well known manufacturer of chewing gum: "Everyone knows your gum. It's sold everywhere. Why do you continue to advertise?"

The manufacturer turned and said, "My friend, this train is going along very smoothly right now. Do you think we ought to take off the engine?"

FIFTY YEARS AUCTIONEERING



COL. DAN J. FULLER

Vice President

Nebraska Auct' Assn'.

By Managing Editor

Fifty years sounds like a long time, but for one engaged in conducting auction sales over that period of time with sales always booked in advance, one loses the relative value of time.

Col. Dan. J. Fuller, of Albion, Nebraska, was born in 1881 on a farm in Iroquois county, Illinois. In 1900 his family moved to a farm in Benton county, Indiana. In his early youth he was obliged to handle live stock on his father's farm, but there was always that something that gets under a fellow's skin that told him he was destined to be an Auctioneer. While on the farm Col. Fuller started as an Auctioneer. In 1910 he moved to Albion, Nebraska, more determined than ever to continue in the auction business. His great love of the auctioneering profession and his burning ambition to be of better service to his fellow-men made for him a reputation that has carried him through successfully.

He has conducted over 7000 auction sales comprising general farm sales,

real estate sales, purebred livestock sales. Pioneering in the sale of real estate at public auction in Nebraska, Col. Fuller, thirty years ago ventured upon the task of educating the public to sell at public auction. It was a long hard pull, but having faith in himself, in the public and in the auction method, he hit upon the idea of extensive advertising in selling real estate at public auction, as a means of educating the public to this method of selling. Almost overnight his advertising paid off. His real estate sales were increasing constantly and with each sale there was more and better advertising. The results were far reaching, extending into other states and has developed into a very lucrative business. One of his largest real estate sales was conducted in 1951 when he sold ten farms for a total \$215,000.00. Being an individualist, he designed and arranged all of his own advertising of this sale that attracted visitors from eighteen counties in Nebraska and eight states.

Col. Fuller says, that, "even though I have been at it for fifty years I am still young in it and going to continue." He is a strong believer in organization and gives much of his time to the Nebraska Auctioneers Association. He is also active in the National Auctioneers Association and never allows anything to prevent him from attending their national conventions.

Col. Fuller's organization is composed of men who love their work, just as he does. Col. Leon S. Nelson has been associated with Col. Fuller since 1940. Col. Ray Flannagan joined the group in 1951. Both Auctioneers are aggressive, capable and possessed with the ability to initiate action so vitally important to the success of any organization or to any individual. Both are active members of their state and national Associations.

Auctioneers attending the national convention in Omaha, July 15-16-17 will have the opportunity to visit with all of these wonderful Auctioneers who will gladly give you the benefit of their experiences.

Auctioneers Know How to Talk Fast, Best - Talk About Doing It Better

By Col. Larry D. Gilbertson

The men who make a living by talking faster than anybody and not saying anything, met Saturday, Dec. 5th in the Hotel Loraine, Madison, Wisconsin, to discuss how to do it better.

It was a school for auctioneers. "Colonels," as auctioneers are called, from various points around the state attended.

The meeting was conducted in perfect English and everything said was easily understood. There were some excellent suggestions on the finer points of talking up another bid.

Col. H. W. Sigrist, Ft. Wayne, an officer of the National Association of Auctioneers, pointed out that he used to carry a cane with a hooked handle when auctioning property in South Carolina.

"I'd just reach out with my cane and hook one of those southern gentlemen and make him nod another bid. But they told me I'd better stop, because the southern gentlemen didn't think it was dignified," Col. Sigrist explained.

Asked by one of the colonels what he considered was the best asset in auctioning real estate, Col. Sigrist promptly replied:

"Confidence. When you can look a client in the eye and tell the truth, and believe it yourself."

Col. Sigrist said he originally wanted to be a minister of the gospel.

"I went down to southern Illinois to sell school supplies to get money for theological school. Then I taught school for two years and got over the notion of being a minister.

My next love was to be an auctioneer, and that's how it happened," he explained.

Col. Sigrist also pointed out the hazards of auctioneering.

"We're traveling at a pretty swift pace. Your questions on bond and accident insurance are good ones. These days it is within the realm of possibility that you can not only get your leg broken, but your pocketbook broken."

"We are selling everything these days from eggs to automobiles," Col. Sigrist added.

Col. Vince Hanson, Manitowoc, said

he attended a National auctioneers convention at Columbus, O., where it was decided to raise \$1,000 by auctioning donated merchandise.

"The money was raised in one hour's time. It cost me \$150," he said.

Col. Ernest Freund, Fond du Lac, president of the state association, and Col. Larry D. Gilbertson, Black River Falls, executive secretary, presided over the meeting.

LOOK-LOOK

As an indication of the cooperative spirit of this Association towards its members, look now at your certificate of membership. It will help you to pay your dues.

If your dues have expired or will expire in the current month, please make your remittance now and assist your Association in the effective administration of its program. DO IT TODAY.

Secretary.

HARD DECISION

The elderly woman was trying on spectacles in a department store, reaching for first one pair and then another, and having a hard time making up her mind. An optometrist came along and said: "Pretty hard to get the right pair of glasses that way, isn't it?"

"It certainly is," replied the sweet old thing, "especially when I'm getting them for a friend."

STATE'S REQUIREMENTS

State	Capital	State License Law		State Law Exceptions	Fee \$50.00 Plus	Bond No	Resid Req't No
		Yes	No				
Alabama	Montgomery	x			\$25.50 on Each County Tax On Each Item Sold		
Arizona	Phoenix		x		3000.00	No	
Arkansas	Little Rock	x			None	3000.00	No
California	Sacramento		x		None	None	No
Colorado	Denver		x	Live Stock	None	None	No
Connecticut	Hartford	x			None	None	No
Delaware	Dover	x			50.00	Nominal	No
Florida	Tallahassee	x			10.00	None	No
Georgia	Atlanta		x		10.00	None	No
Idaho	Boise	x			None	None	No
Illinois	Springfield		x		20.00	None	No
Indiana	Indianapolis		x		None	None	No
Iowa	Des Moines	x			None	None	No
Kansas	Topeka		x	Real Estate	None	Recip.	Recip.
Kentucky	Frankfort		x		None	None	No
Louisiana	Baton Rouge	x			None	None	No
Maine	Augusta	x			50.00	3000.00	Yes
Maryland	Annapolis	x			150.00	None	No
Massachusetts	Boston		x		%	None	No
Michigan	Lansing		x		None	None	No
Minnesota	St. Paul	x			None	None	No
Mississippi	Jackson		x		10.00	3000.00	Recip.
Missouri	Jefferson City	x			None	None	No
					10.00 to 75.00	3000.00	No
Montana	Helena	x			None	5000.00	No
Nebraska	Lincoln		x	Real Estate	None	None	No
Nevada	Carson City		x	Live Stock	None	None	No
New Hampshire	Concord	x			None	None	No
New Jersey	Trenton	x			50.00	2500.00	No
New Mexico	Santa Fe		x		50.00	2000.00	No
New York	Albany		x		None	None	No
North Carolina	Raleigh		x	Real Estate	None	None	No
North Dakota	Bismarck		x		None	None	No
Ohio	Columbus	x			25.00	None	No
Oklahoma	Oklahoma City		x		25.00	1000.00	No
Oregon	Salem		x		None	None	No
Pennsylvania	Harrisburg		x	Live Stock	None	None	No
Rhode Island	Providence		x		None	None	No
South Carolina	Columbia	x		Live Stock	None	None	No
South Dakota	Pierre	x			500.00	None	No
Tennessee	Nashville	x			Recip.	Recip.	Recip.
					5.00 to 15.00	None	No
Texas	Austin	x			Occup. Tax.	Occup. Tax.	No
Utah	Salt Lake City	x			100.00	1000.00	No
Vermont	Montpelier	x			25.00	None	No
Virginia	Richmond	x			130.00	None	Yes
					Plus 1/4 of 1%		
Washington	Olympia		x		None	None	No
West Virginia	Charleston	x			5.00	None	No
Wisconsin	Madison	x			10.00 to 300.00	250.00	No
Wyoming	Cheyenne		x	Live Stock	None	None	No

FARM AND LIVESTOCK AUCTIONEERS

You command respect only when you are
FULLY and CORRECTLY informed.

Clients Expect It.

Respect Brings Business.

YOU need to KNOW WHAT TECHNICAL ABBREVIATIONS in livestock pedigrees REALLY MEAN. DO YOU always? YOU CAN easily.

You cannot keep up with breed terminology without an accurate convenient REFERENCE BOOK that is easily understood and saves your time. You simply CANNOT read all breed publications. YOU CAN read the book that fits into your business.

The NEW book, DUAL PURPOSE CATTLE, by Claude H. Hinman, IS THIS BOOK! It is 320 pages, well printed, well bound, fully illustrated, and is recognized as authoritative and easy reading. It is recommended by livestock auctioneers of the HIGHEST NATIONAL STANDING.

You need to know how to advertise large sales so as to get results and not waste your client's money. CLIENTS APPRECIATE THIS!

IT TELLS WHERE AND HOW TO ADVERTISE
HOW TO MANAGE AND CONDUCT SALES,
APPLIES TO ANY BREED OR KIND OF LIVESTOCK,
MAKES PLAIN BREEDING PRINCIPLES AND
MEANING OF PEDIGREE TERMS.

It will help YOU to BUILD and HOLD a type
of business that WILL ADD TO YOUR PRESTIGE!

Several of its 21 chapters are devoted to breeding, feeding, diseases, showing and selling both private and public. It tells how breeds were formed and promoted. It is both practical and interesting. From it you can get information that most of your clients never saw, will like to have you know, and will respect you for knowing!

It Costs But \$5.00, Postpaid.

Buy it. Read it a whole week, and if you do not feel that it is worth its cost to you return it in good condition and your money will be promptly refunded.

Dual Purpose Cattle

CLAUDE H. HINMAN
Author and Publisher
122 North 6th St.
GRAND JUNCTION, COLO.

YES, SEND AT ONCE, POSTPAID, ——— COPIES OF

DUAL PURPOSE CATTLE

CLAUDE H. HINMAN, Author and Publisher
122 North 6th St., Grand Junction, Colo.
(Please print or write plainly)

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R.F.D. or STREET

POST OFFICE STATE

Enclosed

Cash ☐

Check ☐

\$5.00 each

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