

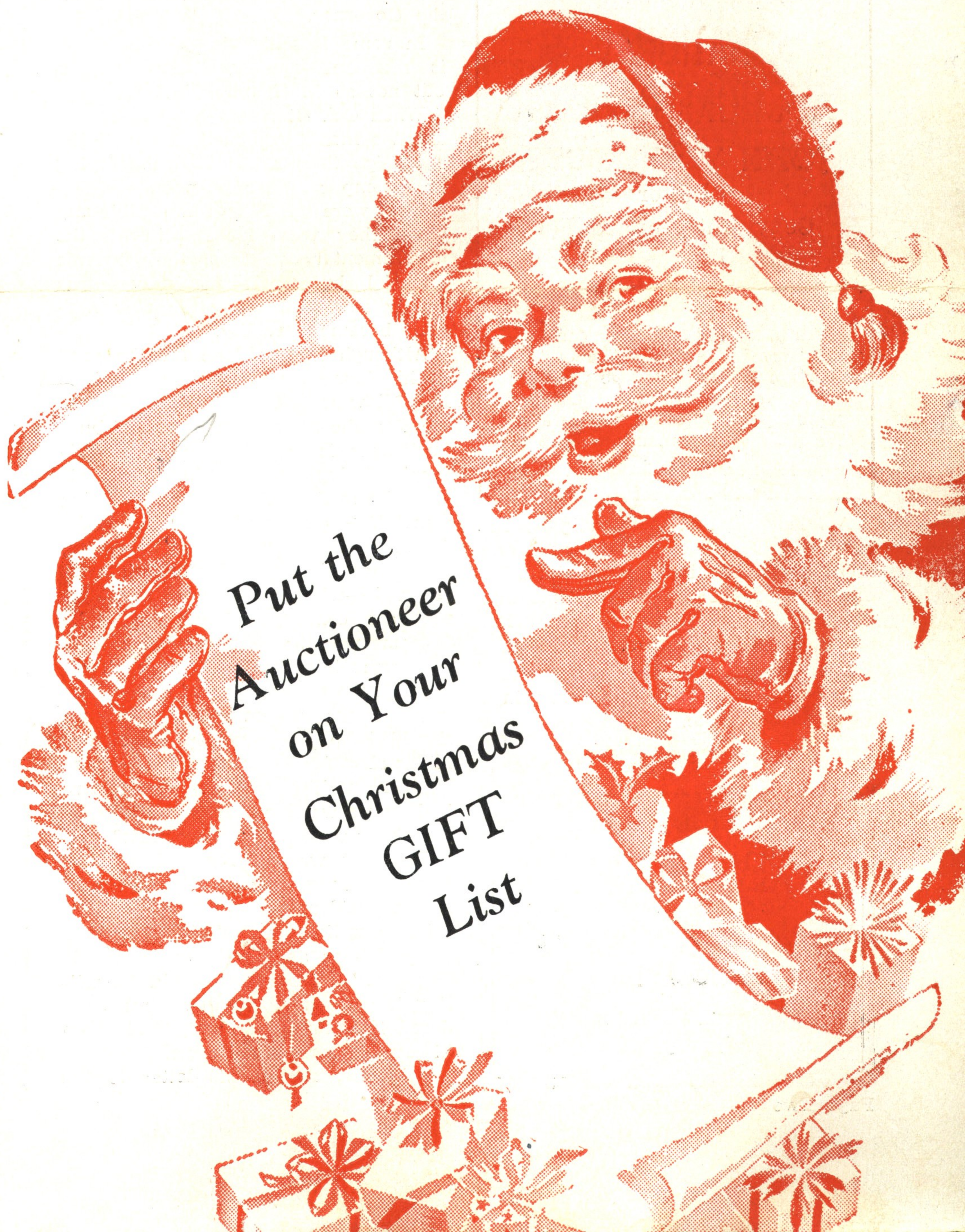
# The **AUCTIONEER**

DECEMBER, 1950

Vol. II

OFFICIAL PUBLICATION OF THE NATIONAL AUCTIONEERS ASSOCIATION

No. 1





## THE AUCTIONEER

Published every month at  
LeGrand, Iowa

Official Publication of

## NATIONAL AUCTIONEER'S ASS'N

**JOHN W. RHODES**

Editor

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

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

**Subscription Rate: \$2.00 Per Year**

A friend was helping a slightly inebriated Auctioneer to his home one night, and incidentally giving him a bit of advice. "There is no use in you trying, Colonel," he counseled, "you can't drink all the whiskey in the world."

I would rather be able to appreciate things I cannot have than to have things I cannot appreciate.

## REMEMBER THIS NEW ADDRESS

**National Auctioneers'  
Association**

920 South Jefferson St.  
Roanoke 16, Virginia



**JOHN W. RHODES**

Before I forget it, I must call your attention to the article in this issue about the hospital in Triumph, Minn. It is just proof positive of what can be done by "a man with an idea" and the best part of it all, that man is one of our fellow auctioneers. This article I refer to is a tribute to Col. Carlson and I wish we all could have been there to hear the crowd cheer when his name was mentioned by the Governor.

In some localities if the auctioneer is mentioned people sneer or jeer, but not so in Triumph, Minn.

When Col. Carlson was in my home about a month ago he told me of the hardships they had met while trying to accomplish their purpose.

They were told it was impossible and when they were faced with all the governmental red tape, they became doubtful, but their persistence was finally rewarded when the new hospital became a reality.

Although it was done for the good of his home community and to help his fellowman, it would be foolish to wonder who the most popular and busy auctioneer is in this locality of Triumph. A legitimate business will always be made a little better by doing something constructive and helpful for our community and our neighbors.

The question we should ask ourselves is—what plans do we have that are constructive and that take in someone other than ourselves and our immediate families. We can't all promote the construction of a new hospital in our communities, but we should keep our eyes open and our minds alert for an opportunity to make our communities a better place to live in because we live there.

### How would you answer this?

Just last week I received a letter from a young man in Missouri who had a problem.

His question was, "Where could I get a job as an auctioneer in a Sale Pavilion?" He said he would be willing to start at the bottom but wondered if it might be best to start on his own in some small town.

I have answered his letter to the

best of my meager ability but thought it might be worthwhile to hear from you on this subject.

How about answering his question in a letter to be published in the Mail Box department of The Auctioneer?

Just yesterday Col. Russell Davis, St. Peter, Minn., sent in a check for \$2.00 and asked that the paper be sent for the next year to an auctioneer in Mobile, Alabama. Maybe Col. Davis drew his name for Christmas. At any rate, he sent him a fine Christmas gift.

We all are super salesmen, let's try to sell our auctioneer acquaintances a subscription to "The Auctioneer." In so doing they will read about the activities of the N.A.A. and perhaps become members.

I must close now and rest my trigger finger. I plan to declare war on pheasants this month, and quails too. If I have good luck you'll hear about it—If you never read another word about it you'll know my trigger finger was too tired from punching the old typewriter.

Very Truly Yours,  
John W. Rhodes

They were passing a brightly lighted distillery at the time. The Colonel opened his eyes, gazed at the brilliant sight and exclaimed, "Well, begorra, I have them working nights, anyway."

An Auctioneer should never be ashamed to say he has been wrong, which is but saying, in other words, that he is wiser today than he was yesterday.

## DISPLAY ADVERTISING

### RATES

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One-half Page .....	18.00
Quarter Page .....	10.00
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### CLASSIFIED ADS

**RATES: 5 cents per word. Minimum ad 50 cents. All advertising strictly cash with order.**

# More Than 1,000 Attend Tri-Mont Hospital Dedication . . . Draws High Praise



WALTER CARLSON

Fairmont, Minn.—An overflow crowd of more than 1,000 persons jammed the Tri-Mont high school auditorium and grounds Sunday afternoon for the special ceremonies dedicating that community's new hospital which is nearing completion, and a new park adjacent to the hospital.

That huge throng heard Minnesota Governor Luther W. Youngdahl praise their efforts and model of "top citizenship" in the dedication address.

Then had the opportunity, following the program, to be personally greeted by and shake hands with both Governor Youngdahl and his attractive wife.

Governor Youngdahl paid high tribute to the citizens of the Tri-Mont community, comparing their efforts in providing a complete, modern hospital without the benefit of outside aid, to the valiant efforts of Horace Mann in the field of education; Jacob Reece in the field of slum clearance; Helen Keller in the field of aid to the blind; Jane Adams in the field of developing a proper social consciousness of children; Madam Curie in the field of cancer control through radium research; and the Great Emancipator—Lincoln—in the field of putting into practice the theory upon which this nation was founded to give all people, regardless of race, color, or creed, equal opportunities for citizenship.

He declared the example set by the Tri-Mont residents shows them to be first class citizens, "the type of citizens needed to prevent global conflict; a type of citizen that has been oriented to a real sense of values."

The governor noted the occasion was a "significant day in this area of selfishness, greed, and avarice," and he said it was a "wholesome and inspiring thing to see this self-discipline and sacrifice represented in these things which we dedicate this afternoon."

"I like the philosophy that has been characteristic of the drive for funds for this hospital—thinking of others ahead of ourselves," the governor continues, stating that what he saw proved that the good citizens of Triumph and Montgomery have great concern for the people of their community. He also said that is the type of philosophy that has made this nation strong.

Walter Carlson, Edwin Edman and Clarence Kern, the men in whose minds the idea of the community hospital was fostered, and who have largely been responsible for its successful pursuit, were lauded by Governor Youngdahl.

**The governor described Carlson, chairman of the hospital board, as "that heroic citizen of this community." The crowd recognized this tribute to Mr. Carlson with a burst of applause. Breaking from his speech, the governor commended the audience for recognizing and showing their appreciation to Mr. Carlson and the other leading citizens who had so much to do with realization of the community hospital.**

Governor Youngdahl was greatly impressed by the fact that the citizens of the Tri-Mont community have not asked any outside aid or subsidy in the erection of their hospital. He frankly admitted that the \$135,000 the structure is costing, "ain't hay."

"That is a substantial sum of money, \$135,000, until you compare it to the cost of things that destroy.

Take, for instance, \$15,000,000,000 was spent in one year on gambling. The last war cost one trillion dollars. That's enough to provide a million dollar hospital for every community of 2,500 persons or more; a five room

house for every family in the world; a college education for 400 million children for the next 25 years."

"This is a project of conservation of human life," Governor Youngdahl declared, referring to the hospital and the park.

Going back to his reference to the things that destroy, the governor told about the scientist weighing the possibilities of hydrogen warfare and the fact that the scientist admitted the only defense is an adjustment of moral values, orientation to a real sense of values to all people.

He quoted a favorite expression, used in many of his addresses: "A school at the crossroads is more powerful than the dreadnaught by the sea; a crucifix at the hilltop is more powerful than a score of regiments. Some day the world will come to realize there is more power and glory in "Lead Kindly Light" than in all the fighting anthems in the world."

Governor Youngdahl observed that great progress has been made in the development of hospital facilities since the days of the Crimean War when Florence Nightingale, the mother of modern hospitals, campaigned for more humane facilities. The first hospitals were not fireproof nor weatherproof. Contagious disease cases shared beds with surgical cases. The buildings were cold, dark and gray. Now hospital buildings are gleaming structures of fireproof, well lighted design, completely sanitary, fully equipped and staffed by expertly trained personnel. Patients are segregated by age, sex and type of illness.

"The aim in Minnesota is to have one hospital within 20 miles of every residence, making it possible to improve and modernize our whole standard. Our ultimate aim is the prevention of illness and accidents and the promotion of health.

"We've got to pay more attention to preventive health to conserve the taxpayers' dollar. We can look to the day when many hospitals will not be needed "We have learned the value of preventive health in Minnesota. We have almost licked tuberculosis here, thanks to the X-ray program and Christmas seals.

(Continued on Page Four)

# THAT'S WHAT IS WANTED

"Cooperation" is probably used more often than any other word in describing what it takes to make a successful organization. It is a good word and certainly designates a vital element in organization operation, but in this connection I sometimes think we have used it so much that its real significance has been lost.

What are we really asking for—what do we want—when we request your individual effort? Generally speaking, we have in mind the following:

Men (Auctioneers) who will give more than lip service to committees. Auctioneers who will recognize that committee participation involves work and are willing to team up with the staff in the planning and execution of the organization's program.

Auctioneers who are willing to pay their "proportionate" share (have you paid your dues?), of the dollars needed to operate the organization, including those who do not cite the nominal payments of their fellow members as an excuse for not paying more.

Auctioneers who give the organization moral support, which means saying good things about it and fighting for it if necessary.

That's what is wanted, as a rule, when we ask for cooperation.

The stimulus for such team work springs from an abiding faith in our American way of life and a real desire to maintain it; also from confidence in the soundness of the organization as a voluntary agency for the advancement of the Auctioneer, the Auctioneering Profession and the future of your individual business.

**If every member would only**  
Laugh more and whine less  
Hustle more and crab less  
Work more and loaf less  
Boost more and beef less  
Give more and fret less

Our organization would get better real fast.

## 10,000 Attend . . .

(Continued from Page Three)

"I venture to predict that in another decade a lawmaker will rise on the floor of the state legislature to propose that we close our mental hospitals," Governor Youngdahl declared.

He cited the great strides that have taken place in Minnesota's mental

health program and the further strides to be taken—placement of psychiatric social workers alongside the county nurse, so that mental illness may be caught at early stages, arrested and cured.

"When we have mental health in community life, we will have less need for brick, mortar and stone, such as is being used in your new hospital, and in the many other new hospitals being erected," the governor said, going on to comment how Minnesota has set the national pattern in mental health pioneering—how the mental hospitals are now called "houses of hope" instead of "nuthouses" and how mechanical restraints have been outlawed.

The governor also took an indirect crack at those who have criticized his administration for its spending program, especially those accounts spent for mental health. He said that he does not condone such expenditures as spending, but as investments.

Governor Youngdahl charged that money spent for mental health is actually saving Minnesota taxpayers money, in that it is eliminating much of the continuous care. The governor quoted a medical expert as saying that 60 to 70 percent of the people suffering mental illness can be restored.

"Think of the saving if we can catch these illnesses early—we are not spending money at all; we're investing it in the well being and welfare of the community. We can't get anything in life without paying a price."

This same line of thinking was applied to government by Governor Youngdahl. He declared, "you'll have as bad government as you are willing to stand for and as good government as you are willing to fight for." He made it plain that he is convinced Minnesota has good government, because the people are willing to fight for good government.

The governor told the fable about

the lion and the goat at the water hole and the vultures wheeling overhead. He said this is the condition the world is now in, but hastened to add, "There are no vultures wheeling over Tri-Mont because you people have learned to cooperate and sacrifice for one another."

He repeated that we as a nation must learn to cooperate and sacrifice, and we must be our brother's keeper if the vultures are to be kept away from civilization as a whole.

Governor Youngdahl closed with the philosophy of Emily Dickinson:

**"If I can stop one heart from breaking, I shall not live in vain."**

"If I can ease one life the aching, or cool one pain, or help one fainting robin into his nest again, I shall not live in vain."

Prior to the program, Governor Youngdahl and many of the citizens of the community inspected the new hospital, located one block east of highway 4, in south Triumph. The new park, donated by Mrs. Johanna Steen, was marked with flags, opposite the hospital main entrance.

The program in itself lasted about an hour and a half, including selections by the Tri-Mont community chorus, directed by Blake Wyman; introduction of the members of the hospital board; introduction of the new superintendent, Alice Riegel of East Chain; and the auction of the painting donated by a pioneer physician of the community, Dr. Burz.

The painting brought \$325 in the spirited bidding. The purchaser is John P. Swanson, a member of the hospital board. He announced at a reception following the program that he will donate the painting to the Community hospital, to be hung in the main lobby.

The governor and nearly 70 invited guests attended a coffee party at the Otto M. Peterson home in Monterey following the program.

## The Auctioneer Box 174 LeGrand, Iowa

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

Name \_\_\_\_\_

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City \_\_\_\_\_

# Colonel's Savvy, Golden Throat Gets Cash

## Art W. Thompson, Dean of U. S. Auctioneers

By LEE OLSON  
Denver Post Staff Writer

If you think auctioneering is a tough business, you're right. But meet Col. Art W. Thompson—A man who makes it look easy.

Thompson sold \$900,000 worth of Colorado purebred Hereford cattle at Gunnison and Denver in five days during the last week. He is the super-salesman of the livestock world. He's the dean of the nation's cattle auctioneers.

He's traveled more miles, he believes, than any other auctioneer who ever lived. And he can turn over more business in one day than three or four department stores.

In one day last week Colonel Thompson and his entourage of assistants sold \$477,245 worth of fine Herefords at the Switzer & Field dispersion sale at Gunnison. It was a good day's work, but it was nothing unusual for Thompson.

### World's Record

He once sold two \$50,000 bulls for Colorado State Dan Thornton at Denver in just a few minutes' time. He's sold a total of seven bulls for prices of \$50,000 or more, including the world's record of \$65,000.

Starting at the age of 19 in his native York county, Nebr., Thompson worked small farm sales and found a formula which has put him on top as a salesman of premium Hereford cattle, his specialty.

"I talk about the worth of good breeding, the value of good cattle," he says. "And an auctioneer must know his pedigrees, his values and his buyers."

Somehow, Thompson does a lot more. He injects drama into the sale ring. At Gunnison he opened the \$654,685 Switzer & Field sale with a discourse on the world situation.

In statesmanlike phrases he summed up conditions, the need for preserving the democratic way of life, the necessity of "holding the line," and concluded with the challenge to the buyers that "you have a world to feed."

Buyers, of course, know their values and they aren't swayed by pure oratory. But they've learned that Art knows what he's talking about.

The receipts of sales he's auctioned total many millions of dollars. He has honors to show for it. He's the only

auctioneer ever to appear in Who's Who. His picture hangs in the agricultural hall of fame at the University of Nebraska.

But the important thing to Thompson is that people want him to come back, once they've seen and heard him in action. He has received as high as \$16,000 in pay for a single sale.

The world's record price for a bull—\$65,000—was at the Albert Noe sale at Pulaski, Tenn., which Thompson auctioned last fall. Thompson has sold all of the \$50,000 or over Hereford beef bulls.

Thompson has little regard for tobacco auctioneers and their "unintelligible gibberish." "If I got up and talked that fast nobody would know what I was talking about," he says. Thompson, for the record, is no slow talker. He can run a sale at top speed, but he frequently stops for logical comments upon the animal on the block.

He's handled all sorts of sales during his career. "I once sold a hog sale that averaged \$12.50 an animal," he said. "It was during the hard times and the farmer was glad to get it."

He is now 64 years old and has been an auctioneer for forty-five years.

He lives in Lincoln, Nebr., when he isn't traveling the circuit with his crew of three assistants who spell him off at the microphone. It's presumably in Lincoln where he expects to retire—if his customers ever let him.

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## FROM THE EDITOR'S DESK

We'd like to take just a moment to pay our respects to the many Auctioneers whose efforts make easier the task of publishing a monthly publication of this size. We refer not only to the Auctioneers who supply us with articles and pictures, we have in mind the hard-working secretaries of the various state auctioneer organizations that are affiliated with the National Auctioneers Association, who serve as publicity chairmen of their respective organizations. They keep us informed of their groups' activities in such a manner that makes for interesting reading by all auctioneers.

Bear in mind we're not talking about the professional public relations people, publicity agents and personal representatives or any of the members of the information disseminating agencies. They do an excellent job and that's what they get paid for. Every article you read in "The Auctioneer" is written by an Auctioneer and submitted to the editor, without any charge whatsoever. That is as it should be. True, we could employ a press agent and publicity men and give you a voluminous publication every month, but "The Auctioneer" is published by Auctioneers and it will continue to be for and by the Auctioneers. It is the mouthpiece of the National Auctioneers Association and through "The Auctioneers" you are enabled to learn what your Association is doing and what other Auctioneers are doing to benefit your profession.

So we're taking our hats off to the non-professionals, the Auctioneers, who in many instances make up in energy and genuine effort what they lack in newspaper "know-how." The articles you read come from the heart and are not beautified by flowery words, just good, common sense that we all enjoy reading.

An enlightened organization insures an enlightened membership and an enlightened editor aids immeasurably in attaining that goal. The editor never puts the traditionally blue pencil to work, or files them in the circular file cabinet that usually resides under his desk. Every article you send in the more interesting "The Auctioneer" will be. Thanks, fellows, you are doing a marvelous job.

Many requests have been received at national headquarters from supply houses and all types of merchants for a list of Auctioneers. Your officers and directors are to be commended upon the stand they have taken in disregarding all such requests.

All men stumble. Some men fall. Neither stumbling nor falling is an abiding disgrace, but it is unforgivable for a man not to try to get up again.

REAL ESTATE AUCTION SCHOOL. Three-week term opens first Monday in January. We also teach beginners class and personal property selling, beginning first Monday in December. Address R. C. FOLAND, president, Noblesville, Indiana.

# How Many Do YOU Know a



Pictured above are those who attended the Illinois State Auctioneers meeting held in Alton, Ill., Sept 2 and 3. This picture was taken after the banquet, which explains why it is so large. Before eating it might have been only a two column picture. These people had a very profitable and enjoyable time as do all those who attend the state and national meetings. Plan now to attend the next meeting in your state and the national next July in Decatur, Ill.

## Sincerity

Truth and sincerity have all the advantages of appearance, and many more if the show of anything be good for anything, I am sure reality is better. For why does any Auctioneer dissemble or seem to be that which he is not but because he thinks it good to have the qualities he pretends to? For to counterfeit and dissemble, is to put on the appearance of something which you are not.

Now the best way for an Auctioneer to seem to be anything, is really to be what he would seem to be. Besides,

it is often as troublesome to support the pretense of a good quality, as to have it. And if an Auctioneer does not have it, it is most likely he will be discovered to want it, and then all his labor to seem to have it is lost.

There is something unnatural in a painting, which a skillful eye will discern from native beauty and complexion.

It is hard to impersonate and act a part long, for where truth is not at the bottom, nature will always be endeavouring to return, and will betray herself at one time or another. Therefore, if any Auctioneer thinks it convenient to seem good, let him be so indeed, and then his goodness will ap-

pear to everyone's satisfaction; for truth is convincing and carries its own light and evidence along with it, and will commend all Auctioneers who practice sincerity to everyone's conscience.

### True Wisdom

Sincerity is true wisdom. Particularly as to the Auctioneering profession, integrity has many advantages over all the artificial modes of dissimulation and deceit. It is much plainer and easier, much the safer and more secure way of dealing in the time honored profession of Auctioneering. It has less of trouble and difficulty, of entanglement and perplexity, of danger and hazard in it. It is the shortest line and will hold out and last longest.

# at Illinois Auctioneers Meeting



Deceit and cunning continually grow weaker and less effectual and serviceable to those that practice them. Whereas, integrity gains strength by use, and the more and longer an Auctioneer practices it, the greater service it does him, by confirming his reputation and encouraging those with whom he contacts to repose the greatest confidence in him, which is an unmistakable advantage in the life of an Auctioneer.

A dissembler must always be upon his guard and watch himself carefully, that he does not contradict his own pretensions, for he acts an unnatural part and therefore must put a continual force and restraint upon himself. Whereas the Auctioneer that acts sincerely has the easiest task in the world because he follows nature and is put to no trouble and care about his words and actions. He needs not invent any pretenses beforehand or make excuses afterwards for anything he has said or done.

## Troublesome Lies

But insincerity is very troublesome to manage. A hypocrite has so many things to attend to as to make his life a very perplexed and intricate thing. A liar has need of a good memory, lest he contradict at one time what he said at another. But truth is always consistent with itself and needs nothing to help it out. It is always near at hand and sits upon our lips, whereas a lie is troublesome and needs a great many more to make it good.

Add to all this that sincerity is the most compendious wisdom and an excellent instrument for the speedy dispatch of your business. It creates confidence in those with whom we deal, saves the labor of many inquiries and brings things to an issue in a few words. It is like travelling any one of our cross country highways which commonly brings one sooner to his journey's end, than the bye-ways in which men often lose themselves. In a word, whatsoever convenience may

be thought to be in falsehood and dissimulation, it is soon over. But the inconvenience of it is perpetual because it brings an Auctioneer under an everlasting jealousy and suspicion, so that he is not believed when he speaks the truth when perhaps he means honestly. When an Auctioneer has once forfeited the reputation of his integrity, nothing will then serve his turn, neither truth nor falsehood.

## Honesty Wins Out

Indeed if an Auctioneer were only to deal in the profession for a day, and should never have occasion to converse more with the public, never more need their good opinion or good word, it would then be no great matter, as far as respects the affairs of the profession, if he spent his reputation all at once and ventured it at one throw. But if he is to continue in the Auctioneering profession and would have the advantage of reputation while he is in it, let him make use of  
(Continued on Page Ten)

# THE "NEW JERSEY STATE SOCIETY OF AUCTIONEERS"

is proud to be affiliated with the  
**NATIONAL AUCTIONEERS ASSOCIATION**

And extends a most cordial invitation to each and every member of the National Association. When passing through our Garden State, visit our State Headquarters, 159 Main Street,, Matawan, New Jersey, or call upon any member nearest your route of travel. A hearty welcome awaits you.

Col. Lester Stout, 945 Quinton Ave, Trenton, N. J.

Col. Watson VanSciver, Burlington, N. J., R. F. D.

Col. Gus L. Day, Main St., Mendam, N. J.

Col. Howard Harris, Woodstown, N. J.

Col. Charles Woolley, Allentown, N. J.

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

Col. Lewis Stern, 66 Lambertson St., Trenton, N. J.

Col. Walter Morton, 54 Broadway, Newark, N. J.

Col. Dave Hoosier, Bridgeville, N. J.

Col. Daniel Gruver, 96 N. Lincoln Ave., Washington, N. J.

Col. Otto Seng, Whippany, N. J. Route No. 10.

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Col. R. T. Blauvelt, 75 Main St., East Orange, N. J.

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Col. Sam Sadedow, 1507 Boardwalk, Atlantic City, N. J.

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Col. Thomas Merkt, Montville, N. J.

Col. Herbert VanPelt, Whitehouse Station, N. J.

Col. Charles Fishkind, Pequest, N. J., Oxford R. F. D. No. 1.

Col. John R. Potts, North Branch, N. J.

Col. Joseph A. Lanzaro, Tennant Road, Morganville, N. J.

Col. James R. Gilbert, 89 N. Union St., Lambertville, N. J.

## **ASSOCIATE MEMBERS:**

Herbert Johnson, Woodsend Road, West Orange, N. J.

Arthur Woods, 245 Allen Place, Long Branch, N. J.

George Bird, Freehold, N. J., R.F.D.

Thomas Duffy, 72 Oakwood Ave., Long Branch, N. J.

Marshall West, 74 Shrewsbury Ave., Red Bank, N. J.

Joseph A. Guzzi, 477 Patten Ave., Long Branch, N. J.

**COL. WALTER MORTON, PRESIDENT**



# PRESIDENT'S MESSAGE

A whole year has passed since I wrote my first message as your incoming president. Now we are on the threshold of a bright new year. I am



**FOSTER SHEETS**  
President

humble and proud that you have chosen me to continue as your President. My one great hope is that I may prove worthy of the confidence you have expressed in me, and I repeat my promise that I will do my utmost to justify that confidence.

This is the END and the BEGINNING! A happy and successful year is ending, and we are all justly proud of the fine accomplishments of our Association. Our record is one which we are proud to make public. We have accomplished much in the past twelve months, and our convention in July, although not as many attended as we had hoped was a great success.

With your help, I believe we can make the coming year a really wonderful and outstanding one. I have great confidence in our organization because I have great confidence in our members. I am sure that we can do whatever we set out to do. Right from the start we want to prove that we plan to make 1951 the biggest and best year we have ever had. There is no limit to our achievements when we all pull together toward a common goal—the strengthening of the National Auctioneers Association. And because we are all friends and all members of one big family, we will find “pulling together” a real joy.

As the future of our organization looks so promising, we should all find

this to be a very Merry Christmas and look forward to a prosperous and Happy New Year. Too, let us all pray that next year there will truly be “Peace on Earth.”

Sincerely,  
Foster G. Sheets

## FROM THE MAIL BOX ...



Oct. 21, 1950  
Oconto, Wisc.

Dear John:

Received your latest issue of The Auctioneer and was very glad to receive it. It makes for good reading and is a very interesting issue.

Sorry I could not get to the convention this year. Had planned on it but was very busy with auctions at the time of the convention, and also was in the process of building a new home at the time. So it was impossible for me to attend, but I'll be there next year.

Was in Sioux City last year and enjoyed it and found that it was educational concerning the auction business.

Was glad to note that you gentlemen had elected a grand group of officers to direct the National Association for the coming year.

I'm sure glad that I get The Auctioneer and feel that you as the editor are doing a grand job arranging The Auctioneer. I believe every auctioneer feels the same way I do.

John, I was wondering if it wouldn't be a good idea if past members or present members be notified by the treasurer or secretary as to termination of membership in the N.A.A. As you know, to hold members in the N.A.A. or any other society is a hard job. A

lot of fellows no doubt, like myself, are neglectful in sending in dues and would send them if notified. I know that my membership has expired. I planned to attend the convention to pay them but did not get there. Now I've been wondering if the dues went up or not, but presume they are the same so I'm enclosing dues for one year at \$10.00 and you can forward it where it is supposed to go.

Well I'll also enclose an auction bill we have coming up the first of November which we think is a pretty good bill.

Sale business has been very good for us this year, hoping the same for you.

Must close for now and wish you health and happiness.

Sincerely,  
Walter C. Heise

Oct. 6, 1950

The Auctioneer  
Box 174  
LeGrand, Iowa  
Gentlemen:

Enclosed is a check in the amount of \$2.00. Please send me the Auctioneer for one year.

I am very sorry to be so late in sending in my subscription to this nice magazine but never knew it was in existence. It is one of those cases where an auctioneer friend handed me a copy to read.

Yours very truly,  
Donald E. Hoffman

Clovis, New Mexico  
Oct. 29, 1950

Dear Col. Rhodes

I have planned to write you ever since the Auctioneers convention and tell you how much I enjoyed it, but you know how it is sometimes, we just don't get around to it.

It has been my good fortune to sell eight sales since the convention. I now have a steady job selling a community sale each Monday. Sure did enjoy your editorial in the last issue of “The Auctioneer.” The paper gets better right along.

Are those N.A.A. mats, or cuts for newspaper advertising ready for sale yet. If so, I would like to have one right away.

With best wishes I am,  
Sincerely,  
Dennis L. Moss

Editor's Note—

N.A.A. cuts in two sizes (as shown on page two and on the cover) may be purchased from the secretary of the N.A.A., 920 South Jefferson St., Roanoke 16, Va.

(Continued on Page Twelve)

# Col. Herbert VanPelt Sells Film Stars Autographs In Benefit Auction

Another large crowd attended the second annual Hunterdon Medical Center Auction, which got underway at 10 a. m. Saturday, October 21, at Flemington airgrounds.

Film stars, the governor and other celebrities boosted the second annual Hunterdon Medical Center Auction by sending "pig-in-poke" packages to be put on the block.

Last year, over 3,000 persons went to the auction, contributing more than \$8,000 to the Medical Center campaign fund. Now, in the final, most important phase of the campaign, it is hoped that the auction, sponsored by Hunterdon County Pomona Grange, will duplicate its 1949 success.

Under the experienced direction of Auctioneer Herbert Van Pelt another wide variety of household goods, livestock, furniture, antiques, books, paintings and clothing were put on the block.

A concerted advertising drive asking for donations to make this year's event even bigger and better brought forth fruit, according to Mrs. E. L. Higgins, chairman of the program.

## PIG-IN-POKE

Many unusual features highlighted the program, not the least of which were the "pig-in-poke" packages, with unknown contents, sent by nationally known celebrities.

Governor Driscoll, Clifton Fadiman, Robert Montgomery, Jack Benny, Dick Powell, Burns and Allen and comic strip artist Chic Young ("Blondie") and Jimmie Hatlo ("They'll Do It Every Time") are among those sending autographed gifts which the audience bid for.

Under the grandstand there were three selling booths featuring books, paintings and mirrors. A star book-salesman was author-painter Glenway Wescott. Disposing of the paintings was Monroe Wheeler, who, as head of the Museum of Modern Art, is accustomed to handling Van Goghs and Gauguins.

Old clothes were auctioned off by Mrs. Donald Klopfer, one of the coun-

try's best dressed women. She was assisted by Mrs. Joseph Ecker, Mrs. Frank Desmares and Mrs. Berta Potter. Included in the livestock for sale were several purebred calves and a Lamson lamb.

The lunch counter for the hungry and thirsty under the supervision of Mrs. John Kostik and assisted by Mrs. B. H. Pedrick, Mrs. William Wagner, Mrs. William Bohren, Mrs. Oliver Everitt and Mrs. H. Case, all of Grandview Grange, plus helpers from other granges, was a busy place.

In short, everything was done to assure Hunterdon county residents a grand time. It also went a long way toward assuring the county of a hospital.

## Sincerity . . .

(Continued from Page Seven)

truth and sincerity in all his words and actions, for nothing but this will hold out to the end. All other arts may fail but truth and integrity will carry an Auctioneer through and bear him out to the last. Whatever wealth and distinction Auctioneers may arrive at they ought to consider that everyone stands as a blot in the annals of their profession if such wealth and distinction was achieved by any other way than through sincerity and integrity.

It is estimated that one and a half million people visit auction sales daily in the United States. Some 30,000 Auctioneers share in appearing daily before this multitude. Therefore the Auctioneers have the opportunity and obligation to improve upon and advance the Auctioneering profession. Sincerity and integrity will do the job and will cause you to stand out like a beacon light on the darkest night. With it you will gain everything, without it you will lose all.

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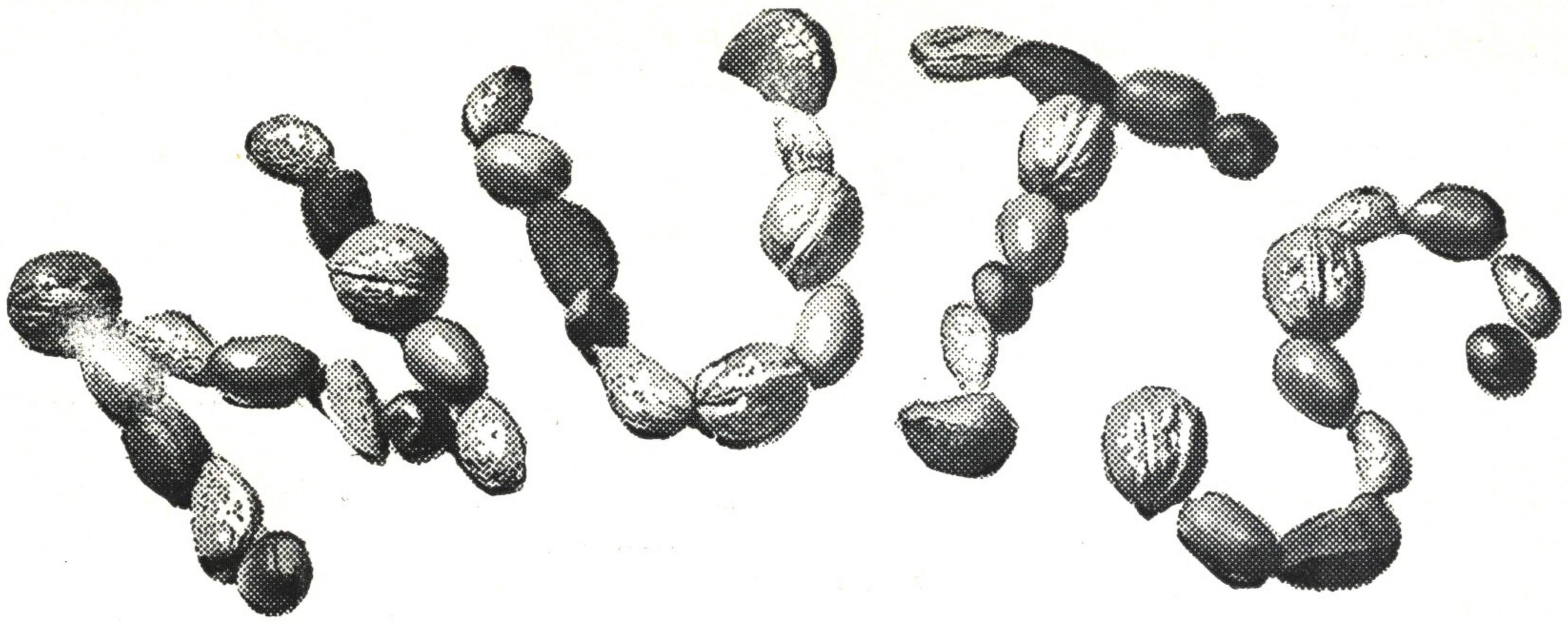
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### CORRECT!

Teacher: "Billy, give me two pronouns."

Billy (caught not paying attention): "Who? Me?!"

Teacher: "That's right."

For Sale—A folding bed by a lady who shuts up like a piano.

### BAD FOR BUSINESS

Pete Whetstone went to the dentist and had a tooth pulled.

Dentist: "That will be five dollars."

Pete: "Wait a minute! You've got a sign up there that says, teeth extracted (one dollar).

Dentist: "Yes, I know, but I have to charge five dollars. You hollered so loud you scared away four other patients."

Middle age: The period of life when you'd do anything to feel better, except give up what's hurting you.

"Would you like to see a model home?"

"Glad to. What time does she quit work?"

### JUST REWARD

While inspecting the area, the colonel noticed a long line of men just outside the stables, each with a lump of sugar in his hand.

"I didn't realize you men loved animals so much," he remarked to a recruit. "Is the lucky horse the regiment mascot?"

"No, sir," said the recruit. "He's the one that kicked the lieutenant."

### STONE DEAF

Traffic cop: "Why did you keep on going after I whistled?"

Driver: "Sorry, I'm pretty deaf."

Traffic cop: "Well, don't worry. You'll get your hearing in the morning."

X "Has your wife changed much since you married her?"

"I'll say! My habits, my friends, my diet and my hours."

X An auctioneer wanted to take a ride, and called at a riding stable to rent a horse.

"Do you want an English or Western saddle?"

"What's the difference?"

"Well the Western saddle has a horn."

"Oh, I don't think I will need the horn. I am not going to ride in any heavy traffic."

X Spilling salt might be bad luck, but spilling the beans is much more dangerous.

Telephone operator: A girl with rings in her ears.

Noiseless typewriter: Secretary who doesn't chew gum.

Skeleton: Bones with the people scraped off.

Shotgun wedding: Truth or consequences.

San Francisco is the city that got too big for its bridges.

Success goes to some heads because it wants to be alone.

Money is what you'd get on beautifully without if only other people weren't so crazy about it.

Being poor doesn't make a man honest, but it helps keep him virtuous.

Period furniture: Stuff financed over a 12 month period.

Pretzel manufacturer: One who makes crooked dough.

When you have nothing to do, you can keep out of trouble by doing nothing.

### IN A LATHER

"Yes, the gentleman admitted, "I did have some trouble in the first grade. And before I got through the second grade, the teacher made me so nervous I could hardly shave."

They were in conference over hiring a certain applicant for cook.

"I don't like her looks," said the husband.

"But," protested the wife, consider the reputation for cooking she bears."

"She bears? You know I never touch them."

### SLIGHT ERROR

It is perfectly understandable why our Scotch neighbor came back from Denver last weekend with two black eyes and messed up in other particulars. He thought the sign over the door said "Laddies."

### TYPICAL TEXAS TALE

X Several tourists were traveling around the world in the company of a man from Texas. He was as proud, as most Texans about his home state. When he tasted the delicious oranges of Spain, he admitted they were delicious, but in the Rio Grande Valley they grew bigger and better ones. And although his eyes followed the girls of Paris, he assured all who would listen that any night in Dallas he could show them plenty of girls who were prettier and friendlier.

His companions gradually became fed up, and decided to shut him up once and for all. Presently, aboard ship they were sailing by Vesuvius, then in violent eruption. One of them turned to him, and said in sarcastic tones, "I suppose you have something like that in Texas?"

The Texan scratched his head, then drawled "I can't rightly say that we do but we have a fire department in Dallas that would have had that fire out in 15 minutes."

The Milwaukee police daybook carried this notice: See bulletin board for list of officers to shoot for target practice."

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## AUCTION CALENDAR

List of sales recently held compiled from the Bills mailed in to The Auctioneer.

- Sept. 25—Modern Home and Personal Effects, Monterey, Minn. WALTER CARLSON, Auctioneer.
- Oct. 16—Special Horse Sale, Clovis, New Mexico. DENNIS L. MOSS, Auctioneer
- Oct. 18-19-20 Tucker Corporation, Chicago, Ill. SAMUEL L. WINTERNITZ, Auctioneer
- Oct. 21—General Auction, Weyerhaeuser, Wis. LEE MARTIN & F. W. WILLIAMS, Auctioneers
- Oct. 24—Farm Sale, Le Center, Minn. DAVIS BROTHERS, Auctioneers—This sale bill stated the Davis Brothers were members of the Minnesota State Auctioneers Association
- Oct. 24—Riceville Sales Pavilion, Riceville, Ia. HUGH MCGUIRE, Auctioneer
- Oct. 30—Land Sale, Woodbury County, Ia. HUGH MCGUIRE, Auctioneer
- Oct. 31—200 Acre Farm, Shelby County, Ia. HUGH MCGUIRE, Auctioneer
- Nov. 1—415 Acre Farm, 60 head Holstein cattle, Machinery, Feed and Misc., Marinette, Wisc. LEONARD YOAP and WALTER HEISE, Auctioneers
- Nov. 1—160 Acre Farm, Livestock and Machinery, Ladysmith, Wisc. LEE MARTIN and F. W. WILLIAMS, Auctioneers
- Nov. 9—Big Springs Distilling Co. (Land, Buildings and Equipment) Lebadie, Mo. SAMUEL L. WINTERNITZ Co., Auctioneers
- Nov. 14-15-16—United Engineering Co.—(Machinery, Equipment and Tools) San Francisco, Calif. SAMUEL L. WINTERNITZ CO., Auctioneers

The Auctioneers who live without sharing their knowledge and experience with others, live only for self. A written article from you may be the turning point to success of some less fortunate Auctioneer. Man's life is short but his written words live on.

## From The Mailbox . . .

(Continued from Page Nine)

Bloomfield, Iowa  
Oct. 30, 1950

Col. John W. Rhodes  
Le Grand, Ia.  
Dear Col. Rhodes:

Thanks so much for your interest in our auxiliary to the N.A.A.

I have been intending to write you and tell you of our plans. However, I have but one excuse for my tardiness—you see I am the chauffeur for the best guy (and I do mean "Guy") in the world. I thoroughly enjoy my job and I am proud of Guy's occupation.

It is for this reason together with the pleasure I get out of the N.A.A. conventions, and wishing to become acquainted with the wives and to see them enjoy more thoroughly the fellowship we have together, I want to see the auxiliary become a reality.

Our aim should be "to contribute to the accomplishments of the aims and purposes of the N.A.A.," without interfering in any way with their organization.

We do not want our organization to be in any way a hardship for its members and I assure you of one thing, we are not forming it for the purpose of personal gains. It is for the latter reason that the selection was made of Mrs. Clyde Wilson as temporary chairman of the committee.

The committee chosen is as follows: Mrs. Clyde Wilson, Mrs. Foster Sheets, Mrs. Walter Holford, Mrs. McCracken and Mrs. John Norris.

The plans are to be completed and their adoption will take place at the next N.A.A. convention. I hope they will be approved unanimously by one of the grandest groups of women it has been my privilege to know.

I urge complete harmony and ask cheerful cooperation of all N.A.A. wives. Please help all you can to make this a beautiful organization that will afford mutual benefit to all.

Let us all be able to clasp each other's hands when we meet and say in our hearts, "I know something good about you."

Sincerely,  
Mrs. Guy L. Petlit (Ferne)

## 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.

## Collecting of Vehicles Praise Worth Effort

In the horse-and-buggy days a man could indicate his worldly estate by the smartness of his equipages. Spanking mares or glossy blacks, or whatever color horses came in, drawing a fashionable rig were essential to keeping up with the Joneses and often to establishing the owner's credit among bankers or brokers.

The Old Print Shop Portfolio, edited by Helen Comstock for Harry Shaw Newman, contains illustrations of nineteenth century French prints that ought to appeal to those who collect horse drawn vehicles, and their numbers are growing. Landaus, breaks and victorias, if they can be salvaged, help to an understanding of the country's social history.

Auctioneers who aren't afraid to roll up their sleeves seldom lose their shirts.

By observing the follies of others, as Auctioneers, our own behavior is improved.

LEARN AUCTIONEERING —Attend the R. C. FOLAND AUCTION SCHOOL, Noblesville, Ind., term opens Monday, Dec. 4. Qualify to earn good money in a fascinating business without capital investment.