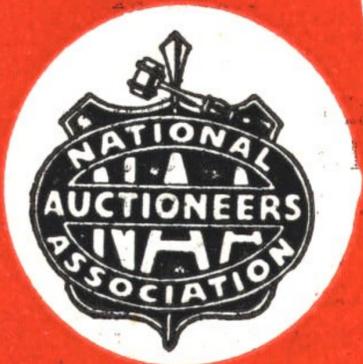


The **AUCTIONEER**

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THE AUCTIONEER

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John W. Rhodes

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HELLO MEN:

Sunday afternoon at the Rhodes' home and all is well so will batter out a few lines on this old typewriter to a real group of fellows, THE AUCTIONEERS. Mrs. Rhodes has just been driven out of the living room into the kitchen by the bullets of Hop A Long Cassidy, the kids are riding the range right behind him and while they are thus engaged I have taken refuge here in the den for a few minutes. Since the last issue of this paper we have had a television set installed in our place and things have not quite become adjusted here yet. We have used up a years supply of Tums, Aspirin, and Alka Seltzer in the last month. It is a hard job to try to eat a full meal while someone of the TV set tells which doctor advises which cigarette and etc. Its a wonderful invention and lots of fun, but I never knew how much to appreciate a good nights sleep until we had an electrical storm the other night and TV was no good. There was nothing else to do but go to bed and "Man what a nights sleep." We haven't had the radio going since the thing came into the house, if it keeps up this way I'll have a radio to auction off soon and for Christmas I am afraid my girls are going to want a book entitled "LATEST RASSLING HOLTS," by Toe Holt Jackson or something. It seems to me we are getting a long way from the days some people call the Good old days, but its lots of fun and there is still lots of good in the world.

I sold a sale for a Church the other day and had a lot of fun as well as raised a lot of money for the church. The people were good sports and really got into the spirit of the thing and the merchandise brought a lot more than it was acutally worth and that was as it should be. When a party gives an item to a charity sale, the one who buys it has not done as much toward the charity unless he gives twice what the article is worth. I made that

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IT SEEMS TO ME —

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statement early in the sale and then opened a case of anti freeze and after announcing the retail price I said I would pass it out at twice that price and it was all gone in a matter of moments. There were lots of dressed chickens to be sold and one instance was so amusing to me I must pass it along to you. The man displaying the merchandise was seated on top of a step ladder and the ladies of the Church were handing it up to him. When his wife handed him a dressed chicken she said, "Look out, its a drippin'." I heard her and announced immediately that this was not an ordinary chicken, it was something altogether new. I stated that instead of being just an ordinary hen, rooster, or capon, this one was a "drippin". This was good for a nice laugh and the people responded by bidding \$6.00 for it. Those little things are what makes an auction so much enjoyment.

It has been my lot to make several talks lately to schools and clubs of various sorts. These are a source of enjoyment to me and I try to make them enjoyable to those who are in attendance. However I have discovered lately that the time spent in preparing a regular speech is much less than the time used in planning an opening talk for an auction sale. To me our job, in addition to calling bids, is to make such a talk in opening the sale as will give the reason and terms of the sale and it is my rule to tell some good things about the owner and I try to put in a plug for **THE AUCTION METHOD OF SELLING**. The opening talk is a good place to make an appeal to all the crowd to be sure and never sell anything that is not sold at auction. I find that the few minutes consumed in the opening talk serves as a get acquainted time and when the first item is offered for sale the crowd is in a good mood, on my side, and I feel at home with them. If you aren't giving sufficient thought to your opening talk there is a possibility you are overlooking a powerful weapon that is yours if you'll use it.

Auctioneeringly yours,
John W. Rhodes

Joining the National Auctioneers Association and babies crying in church are a lot alike - - both should be carried out immediately.

Coats' Notes

National Auctioneers Association Membership has a prestige. Association membership means more when we have concern for others. We know we are not leaving it to others to carry our rightful share of the load when we have a paid up membership card in our pocket.

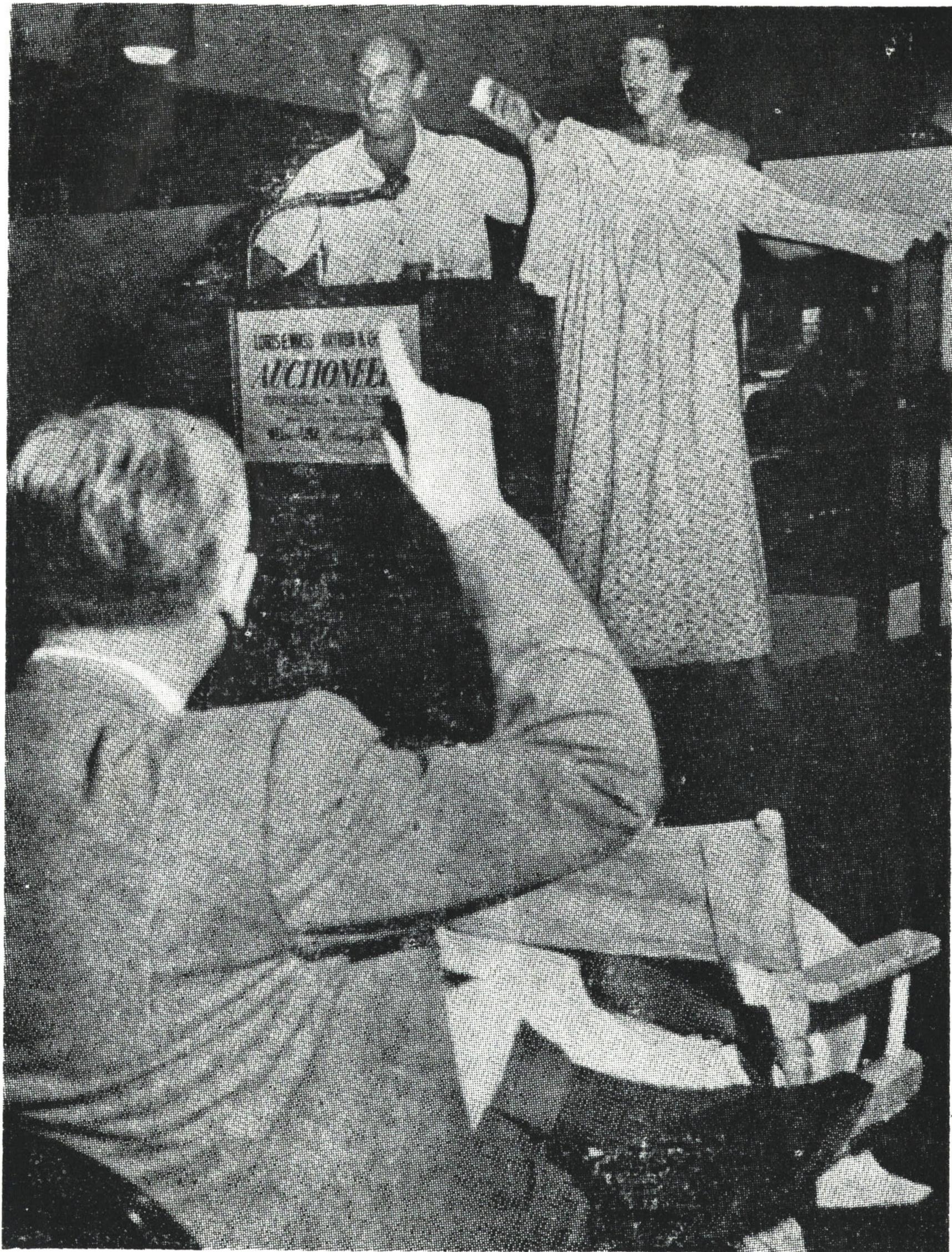
Will you think seriously about **your part in the support of the National Auctioneers Association?** Do you want the Auctioneering Profession improved and perpetuated? Do you care whether generations to come benefit from the same basic guide posts that have marked the way for you? Do you want a robust, vigorous, active, influential Association? Are you giving as much of your time as you can and should?

This is no idle chatter for the choice is yours, and, we can thank God that in America today your choice may be freely made. What your choice is does count, for it is only by you doing your part here and now and every other Auctioneer doing his part in his place that we will become a great and influential organization. Thousands of Auctioneers throughout the United States are waiting to be asked to join the National Auctioneers Association. Why not speak to one of them. May we all see clearly the importance of strong support of a worthwhile constructive Association that is operating for the interests of all Auctioneers. All of us want the Auctioneering influence to grow stronger as the stronger it grows the more auction sales there will be and the more business you will have. It cannot grow stronger individually. It must be done collectively. And only through organization can it be accomplished. Let us all join together to make the influence of the National Auctioneers Association a powerful one. Will you think seriously about the part you are playing and invite an Auctioneer to become a member? If each of us will get one member between now and July 1952 we will become strong, robust, vigorous, more active and show the boys in Minnesota, who are at this early date burning the midnight oil, in preparation for the most gigantic and constructive National Convention ever before held, a membership and attendance of which they will delight in being hosts. Lets each of us start today and do our part.

B. G. Coats



Hedy



THE AUTHOR (FOREGROUND) — WHO ONCE WENT SHOPPING FOR PRETTIES WITH HEDY — BIDS ON A NIGHTGOWN.

Sells Her Past

By PETE MARTIN

(Reprinted by special permission of The Saturday Evening Post. Copyright 1951 by The Curtis Publishing Company.)

The thrill-seekers had a field day when Hedy Lamarr sold her belongings at auction. Here is a Post editor's report on the shindig—including answers to why did she do it, why a woman married three times sells four wedding rings.

A sign behind one of the display windows splashed color gaudily against plate glass. Letters designed to give a quivering effect said . . . THE ENTIRE PERSONAL EFFECTS OF HEDY LAMARR. The women in the crowd who had gathered to wait for the auction-room doors to open wore everything from diamond-studded hair nets to casual cottons. They outnumbered the men ten to one.

In the window were four big color photographs. Framed in white and gold, they showed Hedy in scenes from the Cecil B. DeMille film, Samson and Delilah. Each photograph was inscribed in DeMille's own handwriting. Apparently he had given them to Hedy as a present. Nevertheless, they were to be sold at the auction. On the margin of a photograph of Hedy staring at a blind Samson bound in chains, DeMille had written: "For Hedy. May the star of Christmas always shine upon you." Another photograph, showing Hedy revealing a generous amount of supple body as she received payment for shearing Samson's locks, bore DeMille's inscription: "To Delilah. A contented New Year to you."

Behind me, a woman in a blue print dress sniffed, "Why wouldn't she be contented? Look at all that money she's getting!"

Another woman said, "If that's all it takes to make her contented, this sale ought to make her very happy."

The woman in blue seemed to be the self-appointed general of the auction-goers. "The real reason behind this sale," she explained to anyone who would listen, "is Hedy's got herself an astrologer or numerologist or something who's told her it's written in the stars or the numbers that it will give her happiness if she gets shut of everything she owns."

Another knowing female wearing a white beret and eyeglasses glittering with rhinestones said proudly, "I was at the Barbara Stanwyck auction when they sold Bob Taylor's bed. My it was certainly beat up."

The general in blue was not to be outdone. She topped the rival authority with a titbit of her own, "They say Bob and Barbara are getting back together again. I don't believe it. They got a lot of things to iron out first."

The window also held a mirrored dressing table which had sprouted crystal warts, and a dummy wearing a short-sleeved, fitted black satin jacket over a full skirt of black-green-and-American-beauty striped satin. A voice behind me said, "I don't know what Hedy was thinking of when she bought that. It simply is not her."

A second window contained red-leather-bound, gold-tooled scripts. They had been used in bygone Lamarr movies, and bore such titles as White Cargo, Boom Town, Samson and Delilah, Copper Canyon, The Strange Woman, Heavenly Body, Her Highness and the Bellboy, Ziegfeld Girl, Experiment Perilous. There were also two mammoth marquetry bow-front chests with marble tops and gilt fittings, and a pair of oversized carved walnut petit-point chairs. The general in blue decided that the over-sized chairs "must be love seats left over from one of her loves."

In such comments there were overtones of satisfaction. They were made almost gloatingly. It wasn't necessary to be a psychologist to sense that it gave some of those who waited a feeling of superiority to think that they could pick up the debris of a glamorous movie star's life at bargain prices - - if they wanted to.

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HEDY SELLS HER PAST—

(Continued from previous page)

A man in suede moccasins the color of milk chocolate and a suede-plus-tweed coat tailored to resemble a sports shirt eyed the furniture and stated authoritatively, "Relics of Hedy's Louis Quinze period, I'd say".

"For all I know, you may be a furniture dealer," the blue-clad general told him. "But to me they're straight Balaban and Katz". Then, for the benefit of those of us who might not know about such things, she added, "Balaban and Katz are two fellas who run a big chain of movie theaters around Chicago."

I found myself agreeing with her. There was a definite flavor of rococo-theater foyer about the revolving-drum table on display. It was surfaced with marbled antique mirrors. Upon it reposed a bearded figurine on-third man, one-third beast, one-third serpent; and two other porcelain figures, one a gentleman in knee breeches strumming a stringless mandolin, the other a lady apparently trying a 17th century boogiewoogie on a harpsichord.

The assembled earlier birds began to resemble a flock of leg-weary storks. They stood first on one foot, then on the other, their comments became more acidulous. Said one of them, "She should have given a lot of this junk to charity." Looking at the scuffed shoes in a window, she added, "You can't say she has small feet!"

Another kibitzer complained, "The prices in this sale are outrageous. They got thirty-five dollars for a pair of Meissen figurines." She added, dimwittedly, "You can buy a new antique for that."

A small, smiling, bespectacled man pushed through the crowd. "Sorry," he said, "But if I don't get in, we can't start." He was followed by a tall sunburned companion vaguely resembling the stage-and-film star Paul Lukas.

The authority in blue announced for the benefit of the uninitiated, "The little one is Louis E. Wass. The tall one is Arthur B. Goode. They own the American Art Galleries.

When the doors opened, I was catapulted inside by the pressure of the crowd. Groups of prospective purchasers, as well as the merely curious, approached the glass cases containing glittering jewels.

The women gasped, went big-eyed. The men looked thoughtful, as if mentally bracing themselves to withstand wifely raids on their wallets. There were chairs for only 500 people. Since the number of those who had waited to get in was twice that, the overflow arranged itself along the walls and in the space between the door and the last row of chairs. The seats in the front row were the canvas-and-wood chairs actors and directors use on sound stages. On the back rest of one was stenciled ERROL FLYNN.

Mounting a dais equipped with a microphone, a glass of water and a gavel, Goode launched that session of the sale: "We still have to catalogue and sell two thousand pieces of kitchenware before we can get Miss Lamarr on her way to Mexico with her new husband," he announced. "She keeps changing her mind about what she wants to sell. One day she brings in two girdles; the next day she comes in and takes away four." Although he resembled Lukas physically, his molasses-smooth voice and his casual manner were more like Arthur Godfrey's.

Wass stood between the front row of chairs and the raised platform on which Goode's dais was perched. He let Goode do the selling job and watched the crowd for an indication of bids, his eyes bright as a bird's.

The first item sold was one of the four wedding rings Hedy had put on sale. It was catalogued as a "sterling silver wedding ring with engraved flower design". This quartet of rings had aroused a national, even an international, hubub. Hedy's latest marriage had been her fourth, and since it seemed unlikely that she would be selling the circlet her current husband had put on her finger, the question which intrigued both the press and the public was, "Why four wedding rings?" One newspaper headline had read: HEDY WEDDING RING MYSTERY: AUCTIONS FOUR FOR ONLY THREE MATES. The story under the headline labeled the fourth ring "an enigma no one seems able to explain."

The next item was listed as "two gold children's rings, one of them engraved J. M." The small boy Hedy had adopted during her second marriage - - her husband at that time was Gene Markey - - was named Jamesey Markey. Item No. 632 was a Saint Christopher button. The

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HEDY SELLS HER PAST—

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button brought only four dollars, and Goode complained, "Saint Christopher is supposed to bring good luck. He's not bringing Hedy much luck. Not at four dollars."

The woman in a chair behind me objected in a loud whisper, "She should have luck, selling her child's things."

A blonde raised her hand to her face, thereby unwittingly becoming the high bidder for a ring. She explained that she hadn't been bidding, but was merely fixing her hair.

"Don't even scratch your nose if you're not bidding," Good warned her, "or you'll find yourself loaded down with more diamonds than you can carry out of here. Also, for the benefit of those who're attending their first auction, please don't ask us to have stuff gift wrapped. This is not that kind of store." Later I learned that some buyers had actually made such requests.

A gold-and-ruby powder case set with twelve cabochon-cut rubies and including a used powder puff, went for \$235. "Remember, these rubies aren't glass," Goode said reprovingly. "You're supposed to be the carriage trade. Also you can give yourself a break. If you pay enough, you won't be able to afford to go to Santa Anita and lose your shirts on the horses."

No. 660 was another wedding ring. In what was probably Austrian dialect it bore the words "Du Bist Mein Einzi Leben," which were translated by Goode to mean, "You are my only life." The woman behind me - - the one who had made the remark about "selling her child's things" - - resumed her stage whispers. "It must have been from her first husband, Fritz Mandl," she told all those within earshot.

The next ring was set with baguette diamonds. Goode's voice moved out of its Athur Godfrey drawal. "This is one of the last of Miss Lamarr's wedding rings" he said. "At least it was up until a week or so ago. Don't ask me why there are four of them. I don't know. I've been asked so many times that if anybody asks me again, I'll probably flip my lid."

The bidding for the ring climbed to \$500, leveled off at \$525. "Five hundred and twenty-five dollars is cheap for this

kind of thing," Goode said. "It'll give you something to talk about for six months, and six months conversation ought to be worth five hundred and twenty-five dollars - - or is it? Besides, think of the sentiment." But six months conversation, with second hand sentiment, proved to be worth only \$525.

Between items Goode tried to build interest in future sessions of the sale, including the session that would be devoted to Hedy's collection of paintings. His brand of wit was not precisely the subtle whimsy of a Noel Coward. Later, when I got to know him, he told me that he had no illusions about himself as a humorist. "I just give the customers whatever floats to the top of my mind," he said. "I might get self conscious and tongue-tied if I stopped to worry about whether I'm being brilliant or corny." Clearly, the customers weren't worrying about it either. When he remarked, "Hedy's paintings were executed by artists from both America and Fresno, California," everyone thought it very funny. "I'd rather listen to Art Goode than Milton Berle any day," one woman told her companion. "Goode simply kills me."

No. 680, a diamond-and-platinum ring containing four baguette diamonds and seventy-six round diamonds with the center stone missing, went for \$1150. "It once had a star sapphire in the middle," Goode explained, "but one day when she had nothing better to do Miss Lamarr picked the stone out so the ring would be air conditioned."

A fourteen carat rose and yellow gold link bracelet bearing the engraved message: "H. L. from J. L., The Strange Woman, 1946" appeared on the block. "John Loder gave Hedy this just after she made The Strange Woman," Goode said. "Buy it and you, too, can be a strange woman." When the next item was a man's wrist watch Goode pretended to be startled and asked Wass, "How did a man's watch get in here?"

The woman behind me with a weakness for side remarks snorted "Maybe one of her husbands left it lying around when he checked out."

I noted down the prices paid on the margin of my catalogue; and when the session ended, I added them up. They totaled just under \$58,000. Goode climbed down from his perch, talked momentarily

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HEDY SELLS HER PAST—

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to Wass, and disappeared into the rear of the auction gallery. I followed him up a flight of stairs to a row of offices on a balcony.

Introducing myself, I told him that I had been given the assignment of studying the behavior of those who were drawn to an auction like Hedy's. He knelt before a miniature electric icebox, took out ice cubes, bottles of carbonated beverages and built me a cooling drink.

Wass wandered in, looking harried. He was carrying five numbered tags from which wire fastenings dangled. "She just sent in for five more of her dresses she wants back," he said, then wandered out again. Hedy's paintings covered the wall spaces of the office not already occupied by the photographs of former Goode and Wass clients. "You won't find many offices decorated with paintings by Grandma Moses, Modigliana, Rouault, Dufy and Utrillo," Goode said. "They ought to bring in around fifteen thousand dollars.

I sat down near Goode's desk. "I've been an auctioneer for several years," he told me, "and I didn't think that anything could surprise me, but the way people are acting about this sale is unbelievable. The only way I can explain it is that they think they're buying little pieces of Hedy to take home with them. When I sold five of her highball glasses, the kind you can buy for twenty-five cents apiece at the store. I got six dollars for the lot."

I asked him how Goode and Wass had happened to handle Hedy's sale. "Her attorney called me up and wanted to know if we were interested," Goode said. "I went through her house with her while she asked, 'What do you think that will bring?' . . . 'What will this bring?' it never occurred to me that she would walk out, taking with her only what she had on. But that's what she did. She even left food in the icebox."

Goode and Wass had backed two semi-trailer trucks up to her house and jammed them with her things. They also filled a furniture van and had a pickup truck going back and forth.

Among the items Wass and Goode hauled away from Hedy's home to be sold were nursery equipment, including toys, dolls, pictures, books, children's re-

cords; Hedy's Bible, her daughter's Bible; bathroom and medical supplies.

When they had catalogued 3000 items they thought they were through, and told the catalogue printers to go ahead. Then Hedy remembered forty-eight crates stored in a warehouse. They now were up to 5000 items.

"She autographed the inside of her piano with eyebrow pencil for us," Goode said. "Her autograph means extra dollars. We sold one book of hers as 'autographed', but the buyer brought it back in disgust because the autograph wasn't Hedy's. It was only the signature of the man who wrote it."

He gave me a sheaf of clippings and suggested that I study them. The press was having fun with sale-fun touched with acid. One reporter had described a Bikini terry cloth bathing suit that Hedy was selling as "just large enough to blot up a mouse's tear." A strapless black chiffon cocktail dress was said to have "made many a Hollywood wolf choke on his Martini." One newspaper commented that "the auction catalogue lists one black suede opera pump, size 7½," thereby implying a high degree of acquisitiveness on Hedy's part.

(This story will be continued in the January issue.)

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The President's Message

Fellow Auctioneers:

Today is the fourteenth and I am again finding the deadline for me to write my monthly message, there must of been some delay somewhere along the line as I received my copy of our valuable journals in yesterdays mail, therefore I know that time has not permitted you to send in your suggestions and advice to help me prepare tentative universal auctioneers licensing laws, which I think every state in the union should try to get enacted, therefore I shall wait for the next months issue, when I shall submit through our journal a proposed bill.



Paul F. Bockelman, Sr.

From the information that I gather many auctioneers at this writing their cross section opinion indicates that we are on the right track and should be able to work a universal auctioneering licensing law, whereby every auctioneer would be required to pay a state licensing fee not to exceed \$10.00 per year, but before he could get a state license he would have to be a member of his respective state association and also a member of the National Association in order to obtain this license he would first secure an application blank from the secretary of the state association, which would contain the following requirements:

First: not be younger than eighteen years.

Second: would have to procure at least five men in his community who are property owners, livestock and business men who are acquainted with the mechanics and requirements required from a good auctioneer, and he should prove without a doubt that he will operate his business under our code of ethics.

There should be an examining board consisting of officers and directors of the state association who would upon finding that the applicant could qualify, then the applicant would receive upon payment of the stipulated fee as before mentioned to the secretary of said state whereupon the secretary would issue the license which would allow said auctioneer to conduct an auction sale in any county, village, town, or city in the state. As it has already been found unconstitutional for any town or city to require a city license of any auctioneer, providing however the auctioneer isn't a transient merchant or an unscrupulous operator.

By handling it this way we could keep it out of politics and I believe we could get a law passed which would compel every sale by sheriff, receiver, attorney, or any court officer of any kind to employ a licensed state auctioneer to do such selling.

In most states there are four or five hundred auctioneers and in many states even more, this four or five thousand dollars or more annually surely would be a revenue not easily turned down, by the various state legislative bodies. It would also get every man in the profession to be a member of this respective state and our National Association.

We of course would insist that if a man was licensed in his home state that there should be reciprocity between all states, in other words have the state operate this license similar to a Real Estate Brokers License. Most states grant a Real Estate Brokers License to the sister state licensed broker, providing however he complies and secures a license from the sister state in which he wishes to operate, and I understand that we now have about fifteen states where there is a state organ-

(Continued on next page)

PRESIDENT'S MESSAGE—

(Continued from previous page)

ization. We should get most states to grant reciprocity to the auctioneers as well as the Real Estate Brokers.

Now this proposed idea is simply a proposal and I would like to hear from as many auctioneers as I can offering criticism and suggestions. Now I do not want to lead my fellow auctioneers to believe that I wish to dictate but feel acting as your president, that it is my duty to try and get laws passed that will elevate as well as protect every auctioneer in the business and also the auctioneers of the future generation as I believe most of them really want to get a universal license law passed, and we cannot do it alone, and must insist that you again try your level best to get every auctioneer you know to join your state and National Association, and don't forget to write our editor. We can succeed if we will.

Yours Respectfully,

Paul F. Bockelman

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Auction Sayings

Reprints from "550 Auction Sayings" by permission of Col. E. T. Nelson, Renville, Minn.

Just right.

Typical animal.

A top notcher.

The handy size.

Wide as a wagon.

Big for its age.

Show yard quality.

Going up, not down.

That's enough for it.

Cost a lot of money.

Used, but not abused.

It's worth more money.

Good from end to end.

She is a walking dairy.

She is a fifty fifty color.

The depreciation is gone.

Another show ring queen.

Going a begging at \$1.

No you are not too late.

Just what I wanted for it.

Sure I make mistakes, most men do.

Moves like an express train.

Thin neck and pencil tail.

First symptoms of an Auction.

Well, now you are talking.

The sunshine comes and goes.

Very stylish and good looking.

She will have a good home.

This animal possesses many fine qualities.

Good eggs will always hatch.

That's more like keeping house.

Has a wonderful calf at side.

Far superior to the average.

I'll try you once for a joke.

I'll bet she is good natured.

Rich in color, prime in quality.

Going to lose it for \$1?

Do you want your bread buttered?

What is she worth on suspicion?

Not sold, but literally given away.

Aux. President's Message

Dear Friends:

I read a heading on an article the other day that has given me something to think about and I wonder how you would feel about it. "Let's not talk about holding our husbands love. Lets talk about keeping his respect." Just remember, this is only one persons opinion but I think his respect is as important as his love and it becomes more so as years go by.



Mrs. June Holford

One of the things it will take is to never criticize his parents, even if he does. One has but to remember that his parents are as important to him as yours are to you. Walter and I both were deprived of our Fathers but I was lucky enough to get a Mother-in-law that is just as sweet and good to me as my own Mother. So that question has been taken care of by her. A man is bound to lose some of his respect for the wife who is always finding fault with his parents.

Never tell the things that he tells you in confidence or things that you think he might not want repeated.

Don't always be checking-up on him. Accept what he tells you (with a grain of salt). If you expect him to believe you, then you should be willing to believe him. Doubting him only promotes a rebound and neither of you are happy about it.

When you are looking for the worst in other people, it only tends to make yourself look mighty little.

Don't neglect your housewife duties as a wife, mother and homemaker, for no one respects a slovenly homemaker.

No one, not even friend husband respects a door-mat wife, don't be afraid of his displeasures, you must have courage for your own conviction and a healthy self-respect.

Last, but not least, don't be a whiner. Men not only don't have much sympathy

for the woman who is always complaining, they don't have much respect for her either. Men respect courage in women as well as men.

Oh yes, - - don't try too hard to please. There also is a great difference between being pleasant and agreeable and trying so hard to please someone else that you lose your own individuality.

Until next time, my best wishes - - also to husbands.

June N. Holford

Col. Davis's wife was having an upstairs room painted and was worried because the workman was making such slow progress and she was paying him by the hour. She listened at the foot of the stairs and couldn't hear a sound. "Mr. Henry", she called, "are you painting?" "Yes Madam", came the reply. "That's funny. I can't hear you working." "Listen lady", was the exasperated reply. "I ain't putting it on with a hammer".

LADIES

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

Send your order in today to —

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

Fifty Years At Auction . . .

By 'POP' HESS

Believe it or not it is past time now to write my December column for this good little journal "The Auctioneer".

By the way as I start to make this up, I am somewhat confused, as I do not recall I wrote a column for the November issue, and my November copy has not yet arrived, to prove if I did or did not. It can be I slipped, for the months past of September and October the Public Auction Sale program here on radio station WRFD Worthington, Ohio, has been a busy one, for the two months we serviced 99 public sales - - making for Yours Truly to make 452 Public Sale announcements for fifty two working days (We do not announce sales on Sundays) and the sales were all Ohio sales!



"Pop" Hess

From this our readers can be well advised Ohio was busy Fall Sale season, for probably this list only covers about 30 percent of all types of Auctions held in Ohio, as our program leads on large General Farm Sale - - Livestock and Real Estate Sales.

We are often asked the question, why advertise by radio, etc. The answer is very simple - - it is quick last minute reminders. Your order today can have your sale on the air by or within one hour from time listed, and the coverage, is large, as WRFD is a Farm Station with some 400,000 farm folks tuned in daily to our daily programs and the cost is very low for the coverage we have. The modern up-to-date publicity of today.

The above statement not meant for a commercial, but a cue to you auctioneers to help your sale publicity thru your state radio stations, who have a farm following. People read but forget - - last minute reminders has from my personal records were at WRFD often a good buyer would have missed the sale had he not heard it on his radio the morning of the sale.

Was much interested in reading the reports on the National Convention at Decatur, also note there was some talk of a federal and state license law for Auc-

tioners, for some time back have had it on my book of reminds to write a column on what I personally think would make a good law for both state and national for all states, however I have been sitting back to see what some of you wise boys might come out with, as to your views, so I could pick it apart and shoot my wad, so far have not seen too much to warm up on, however if you would like to read one that would be something to shoot at, let me know and I will take time out and go a few heats. My years of Auction Sale life, have been a member of three Ohio state auctioneers associations. Two of them I saw die a natural death, the third one that is now going in Ohio seems to have a strong constitution, and list the largest number of Auctioneer members of any of the other two if my records are correct.

One time back in around 1912 I held a membership in, if I recall the name correctly "The International Auctioneers Association" and it died. So from this you can figure out in my time I have attended three Auctioneer Association funerals.

As I look over our present situation, I feel our National Association and many of the state now formed into State Associations, they will not take the mumps and will live.

One of the startling things I do observe in our present both National and State associations, The Volume of Who is Who in the auctioneering field are not yet identified in either the Nation or State associations. To become strong we should have a full line up of active auctioneers in our associations, then there can be great things done for better conditions in protection laws, and as I have said many times, the only Billion Dollar Profession in the world today on loose, yet in fifty years have listened to enough complaints to make a million in number. From top auctioneers to the smallest.

For myself I have always enjoyed the connection I have had in or under the banner of Auctioneer - - it paid off, and I have a long list of lasting friends both in auctioneers and the public in general. I have had the pleasure to serve, and the

(Continued on next page)

FIFTY YEARS OF AUCTION—

(Continued from previous page)

question does come to both young and old do we need a license law, or not. There is room for plenty of argument on both sides and I love to argue, so lets trump up some live columns for and against a law. Lets smoke them out and see how the land lays.

I think I can write a little how the Auctioneers in Ohio feel, when once talking about a law of some kind, got cold feet and said let sleeping dogs sleep. And they did, now today some one woke up and they got a license law they do not think much of. And I have listened to some hot speeches from some that did oppose a law suggested, asking for the very things they did at the proper time stood pat against it. Yet this is all history and the Auctioneers are not the only outfit that have mistakes in making or asking for laws. We have seen able law makers both in our state capitols and down at Washington do some miss Q's in law making.

Well this is my shot so far as to Law; we have a great time living up to all the laws we have now, one way and another, we are living in a very modern world today, many of us have lived to see what we used to buy for 50c cost over five bucks now, this reminds me, have just been down in the City of Columbus on a little errand, discovered my old money wallet has become badly worn, from putting money in it and taken it out, till it was all in rags, so I thought I better buy a new one. Saw a nice display of wallets \$1.98 so I got sporty and bought one, but when I handed two bucks to get back two cents change, the little lady clerk said, State and Federal Tax is 44c - -

Woe: Well I paid the goverment 44c extra to have something to carry the Government cash in, so it goes. Reminds me of the chap that pioneered out west on a wild west farm, after he built a house and got going the storms came blew his house away, his topsoil went up in a whirl, and then the tax collector came along and taxed him for the hole in the ground.

Well auctioneers this is December when you read disgusted or how, my little bit for this publication. And when we read again ti will be a new year, 1952 - - a year we have long been waiting for, as it is 1952 we in our American way of life, go to the polls and make our X for a new

leader or retain what we have, for the next four years, may our decision be a wise one. For four years is four years,--* The most I know is what I hear, see, read and pay. As I sum it all up, I am somewhat like the old Deacon in a church who was litsening to a church trial, over a couple of their wayward members, when the evidence was all in, he pulled his whiskers awhile and said "First I think we better all pray," and next week I will hand down my decision. Well I extend to all a Merry Christmas and I hope a very better new year for all.

CLIPPINGS . . .

by E. T. Nelson

A colored parson was taking dinner with one of the brethern.

The host was serving a very fine goose. The parson after taking a second and third helping, each time commenting on the most excellent quality of the fowl. Then turning to the man who carved the goose said, "Where do you get such a fine bird as this?" The host answered, "See here



E. T. Nelson

Parson, When you preach a fine sermon, I don't ask you where you got it; so please extend me the same courtesy."

Which reminds me of the Preacher who called a brother preacher. The telephone operator asked him, "Is this a station to station call?" He said, "No, this is a Parson to Parson call!"

This saw cuts a coming and a going and the handle is made to fit a woman's hand, and What'll you give for it?

Some people pray for rain and then cuss because the roof leaks.

Success is the result of selling your experience for more than you paid for it.

About the only thing you can't buy on the installment plan, is experience.

One cannot measure a good time by the price he pays for it.

One way to outshine your neighbors is to acquire a reputation and then keep it polished.

"None of my folks was worldly, but Brother Ben always would pat his foot to a lively Hymn."

"Along the Way"

With Walter Carlson

It only takes a short time for anybody to learn that newspaper advertising in 1951 costs money. Any IDEA that saves money is worth remembering. Here's one for the fellow who intends to run an AD WITH A CUT in his home town newspaper and several papers in surrounding towns. It is not necessary to buy a CUT for each paper. When the FIRST CUT is ordered, ask your printer to get several MATS for you at the same time. They are very inexpensive, and every print shop can make a CASTING from a MAT that will do the same job for you as the original CUT. I learned this after I had paid for several sets of CUTS to use in the papers around the territory in which I was spending time and money to develop PUBLIC ACQUAINTANCE.



Walter Carlson

For the auctioneer with a flair for ORIGINAL IDEAS, COMMERCIAL ARTISTS can whip up a dish that really puts stilts under the eye-brows. Most every city of any size has one or several COMMERCIAL ARTISTS. GET ACQUAINTED WITH THEM! Whenever you have an IDEA for a DRAWING that you think will look good for an AD, make a sketch of it and let them go to work for you. They may not throw a ringer every time, but many outstanding DRAWINGS have been produced by going through this process . . . A DRAWING with a slogan incorporated in it, which was made by a COMMERCIAL ARTIST at Quincy, Illinois, has appeared in ADS for auctioneers in many states since I used it the first time.

When you have an AD with an unusually good eye appeal to attract the ATTENTION of the readers, if the size will permit, its a good IDEA to have a batch of BLOTTERS made while the type is set up. Leave a couple of these BLOTTERS with the prospects when you call on them. When made in the right size, one or more of them can always be mailed in the business size envelopes to folks that are not so handy to reach otherwise.

The IDEA of leaving some novelty or other medium of ADVERTISING with the

prospects you visit, which will give them something to KEEP YOUR NAME ON THEIR MIND, is well worth while. PEOPLE PREFER PEOPLE THEY KNOW! Pencils, memorandum books, ash trays, combs and countless other items, with YOUR NAME PRINTED ON THEM, are all available from concerns that are willing and ready to wait on you.

CALENDARS ARE ADVERTISING MEDIUMS that work for you 365 days in the year, when you have one that will APPEAL to the folks that you hope are going to provide a space for it in their home or office.

DESCRIPTIVE FOLDERS and BROCHURES, with PHOTOS, DRAWINGS, ILLUSTRATIONS, and general information about making arrangements, together with the dressing up of the offering on the auction counter, are used by many real estate and purebred livestock auctioneers, and possibly others as well. A good spread is bound to be an expensive deal, but it is an IDEA that PAYS DIVIDENDS for the auctioneer who is QUALIFIED to deliver the goods when sale day arrives, and ADVERTISING has delivered the buyers for the wares he has to sell.

"WHY NOT RECOMMEND A FRIEND TO ATTEND?"

Our Next

Auctioneering Classes

IN RENVILLE BEGIN ON:

DECEMBER 3, 1951

APRIL 7, 1952

JUNE 1, 1952

SEPTEMBER 1, 1952

TERM: Two Weeks.

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HOME STUDY COURSE: \$20.00

FREE CATALOGUE

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

Bits by Bob

Have you noticed how the manners and obedience of the younger generation has improved with the coming of the Yuletide. Our two youngsters have already told about everyone in the radius of twenty miles I believe, just what Santa IS going to bring them. All I can say is "I hope So". So far the pocket book hasn't been hit too hard but, as the days go by another item or two is added, especially just after the big "Sales Catalog" from some toy company or chain store arrives via Rural Free Delivery.

— o —

May we take this space in our column to wish every reader of John W's paper the best of Holiday Greetings. May the coming year be the Best Ever.

— o —

Some time ago I mentioned something in this column about School Bus driving. You know even we older folk can learn every day by just watching and listening to the younger people. It is also a fairly good study of what makes up the human mind. At the present time I believe I have a pretty fair picture of just what makes each child's mind tick, also what the home life is like. If we want our way of living advertised our kids will do it for us without coming right out with the facts. It has been said that watching a child in his play and actions is a very clear picture of the family harmony within the private life at home.

— o —

Good manners will help you win good friends.

— o —

Dinner guest: "Will you please pass the nuts, Professor?"

Professor (Absent-mindedly): "Yes, I suppose so, but most of them deserve flunking."

— o —

Man may not live by bread alone, but a lot of people today keep going principally on crust.

— o —

Do Your Best

Stop complaining,
Nothing gaining,
Find your job
And go to work,

Make an effort,
Though it irk,
Buckle to it,
Do not shirk.

Be a worker,
Not a shirker,
Do your best
With what you know,
Stop your sighing,
Keep on trying,
Strive for fitness,
Not for show.

Do not hurry,
Stop all worry,
There is something,
Good for you,
Men believing
Are achieving, - -
Know that you
Can win out too!
G.W.

IT COULDN'T BE DONE

Everybody said that it couldn't be done,
But the Auctioneer with a chuckle
replied
That maybe it couldn't, but he would be
one
Who wouldn't say so till he'd try.
So he buckled right in with the trace of
a grin
On his face. If he worried he hid it.
He started to chant as he tackled the thing
That couldn't be done and he did it.
Everyone scoffed, Oh he will never sell that
At least no one ever has done it;
But the Auctioneer took off his coat
And he took off his hat,
And the first thing we know he begun it,
With a lift of his chin and a bit of a grin,
Without any doubting and quibbling,
He started to sing as he tackled the thing
That couldn't be done and he did it.
There are thousands to tell you it cannot
be done,
There are thousands to prophesy failure
There are thousands to point out to you,
one by one,
The obstacles that wait to assail you.
But just buckle in with a bit of a grin,
Just take off your coat and go to it.
Just start in to sing as you tackle the thing
That cannot be done and you'll do it.

Psychology And The Auctioneer

Recently we have heard much of the science of psychology. Psychiatrists, consulting psychologists and various other kindred specialists are becoming numerous. The why's and how's of human behavior are receiving more thought and attention than ever before.

Perhaps you, a busy auctioneer, have never stopped to think how you might capitalize upon much of this newer knowledge and use it to improve your service and your income.

All selling is based upon certain principals. It is necessary for the salesman to develop within the buyer a desire for the product or the article being sold and to lead him through certain steps or stages to the final decision to make the purchase; but whereas the average salesman needs to cope with only one or a few individuals at a time, the auctioneer is obliged to find a key which will reach and be effective with a highly heterogenous throng. Due to the fact that he is perhaps the most specialized of all salesmen, then it follows that the auctioneer should be best grounded in some simple rules of behaviorism.

There is nothing mysterious or difficult about psychology. In simple words, it is the study of what makes us "tick", or a common sense approach to human nature. Perhaps you haven't realized it as such but if you are a successful auctioneer, you have already engaged in the study and practice of psychology.

Every auctioneer worthy of the name is consciously or unconsciously a student of psychology. In the pursuit of our vocation we contact individuals with many different actions and reactions. From these experiences we have accumulated much incidental knowledge of human behavior. We have learned that if we can prompt an individual or a crowd to think as we would have them think that the sale will be successful. We have also learned that that which is effective with one individual or one crowd may not work with another, and that, what is successful one day, may not be the next. The devotion of some thought as to the explanation of these differing "quirks" of human nature constitutes with itself a certain type of psychological study. Most auctioneers over a period of years and by virtue of trial and

error, gain a keen insight into these matters and are able to understand much of the workings of the mind of their prospects, and adopt their approach accordingly. Certainly the knowledge gained by observation and experience is of great value, yet it may have many shortcomings. For instance, most of us tend toward hasty generalizations. Because a thing happens a few times we may rush to a conclusion regarding all similar instances. We may not adequately establish facts before attempting to explain them, and often we do not pursue these explanations in a systematic, orderly manner. It has been said that the distinguishing mark of a trained thinker is the ability to restrain the tendency to rush to unwarranted conclusions.

The study of psychology is of inestimable worth to any individual, but to the auctioneer, in particular, it will pay handsome dividends. Psychology helps us understand why people have different habits, different hobbies, different ideals, and incidentally, different buying approaches. It helps us discover and understand the forces that form likes and dislikes, our urges and impulses and our feelings and fears.

In short, the study of psychology helps the auctioneer to understand his own personality and behavior, and the personalities and behavior of other people. It is this practical value of understanding human nature that makes the study of psychology so absorbing and so profitable. Psychology seeks not only to understand human behavior but also to predict and control it.

How then, may the average auctioneer increase his fund of this vital knowledge?

First of all, personal experience and observations will provide material, which if studied objectively and evaluated correctly, will greatly enhance ones ability to understand and successfully deal with others. All of us know of people with almost uncanny insight into human nature which was developed without formal study. However, as previously stated, one must be constantly on guard to interpret correctly such informal knowledge. It is so easy to arrive at a quick explanation that we often make no effort to further extend and verify our knowledge by careful, controlled observations.

(Continued on next page)

PSYCHOLOGY—

(Continued from previous page)

There are now many non-technical magazines and text books on the market. These are easily found in most libraries and magazine stands. Once you "break the ice" and get started you will find these among the most fascinating literature available. You will be a rare individual indeed, if you do not find many passages applicable to yourself and your business. Life itself becomes more interesting when you seek to understand yourself, your motives, and those of your fellowman. As your studies unfold, you will find developing a whole new concept of life itself, bearing infinite possibilities.

Everyday will present many opportunities to further your knowledge and to test the effectiveness of your application thereof. You will be amply rewarded in satisfaction and increased success for any effort which you devote in this direction.

Parrish & Jones, Auctioneers
P.O. Box 263
Winchester, Ky.

GREETINGS

WE ARE BEHIND THE ETHICS
AND PRINCIPALS OF THE
N. A. A. 100%

ILLINOIS AUCTIONEER'S
ASSOCIATION

The Last Issue

If your membership in the National Auctioneer Association has expired.

or

If your subscription to The Auctioneer has expired.

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NOTES FROM THE FIELD

The BAILEY-MURPHY-DARBYSHIRE CO., Wilmington, Ohio have been busy for the past few weeks having sold the following sale: October 24th, a Real Estate sale consisting of one of the desirable homes in Wilmington; November 10th at Sabina, Ohio, a farm sale including 190 hogs; October 17th, a beautiful home located on West Main Street in Wilmington, Ohio; November 28th a farm sale at Sabina, Ohio featuring 27 head of Guernsey cattle; November 3rd, a mile east of Wilmington, Ohio they sold an executor sale which included 18 registered Guernsey cattle; September 15th a Real Estate sale in Milledgeville, Ohio; October 13th a Real Estate sale in Morrow, Ohio, consisting of a flour mill, an elevator and two residence properties.

On Friday, October 12th, COL. JERRY FOY of Fremont, Nebraska sold an improved 40 acre Dodge county farm at auction for Martin Jensen. This tract of land lacked a very, very little of bringing \$400 per acre.

October 10th, the R. C. and ROBERT FOLENS sold an extraordinary sale of household furnishings and antiques. This sale was so large it was called for 10 o'clock in the morning.

WALTER CARLSON, Triumph, Minnesota sold another farm at auction Wednesday, October 17th. This was an improved 160 acres in Martin County, Minn.

COL. J. ED ULAND, Powell, Wyo., sold at auction a filling station stock September 8th.

The McQUIRE AUCTION CO., Holstein, Iowa, sold three farms at auction recently; October 25th a 200 acre in Palo Alto County, October 26th, 240 acres in Cherokee County and October 29th 160 acres near Spirit Lake, Iowa.

THE SAMUEL L. WINTERNITZ & CO., Auctioneers sold the following sales: A Rockwood Pulley Manufacturing Co., Indianapolis, Ind., complete with machinery equipment, raw materials, finished inventory and good will, November 13, 14, 15; The Conventional Rentals Service, Detroit Mich., including furniture, rugs, supplies and shaft equipment; October 25th, sewing machines and shop equipment of Silverstein Garment Co., Inc., Chicago, Illinois; November 6th the Woodworking machinery, paint spray, shop and office equipment of the Aljac Wood Products Co., E. 33 St., Chicago; October 31st, the tool room and dye shop equipment, also one story brick factory building of the Modern Tool & Dye Inc., Indianapolis, Ind.

New Jersey Auctioneers Donate Services For Charity Auctions

Flemington, N. J. — The rap of Col. Herbert Van Pelt's gavel brought to the attention of hundreds of visitors at Flemington Fairgrounds Saturday, Nov. 3rd, signifying the opening of the third annual auction for the benefit of the Hunterdon County Medical Center.

The large crowd showed their spirit in true form in spirited bidding on a remarkable variety of items, including farm machinery, livestock, furniture, wearing apparel, books, tools and other equipment. This marks the third consecutive year that Col. Van Pelt, has conducted the charity auction and through his efforts and time of which he donates for a most worthy cause, the Hunterdon County Medical Center is rapidly becoming a reality.

On November 14th Col. B. G. Coates, for the sixth year will conduct the huge charity auction sale for the Parent Teachers Association of Red Bank, New Jersey. This year he will be assisted by Col. J. A. Guzzi and Col. George Bird. During the years this much looked for event has resulted in procuring \$3,000 of playground equipment for the children.

Throughout the entire state the boys are giving of their talents for commendable projects. As a result of their public spirit and unselfish labor New Jersey is rapidly forging to the front as the most auction minded state in the country. Col. Gus L. Day, President of The New Jersey State Society of Auctioneers, recently stated that he was overwhelmed at the magnificent record members of the organization were making throughout the state.

October 30th, the boys will convene at the Black Horse Inn, in Mendham, N. J., for their third meeting of the year and will be honored by having as their guest Senator Young, who will speak on legislation "Auctioneers' Licensing Act of 1951" about to be introduced in the New Jersey Legislature.

An Auctioneer was thought to be dying. A friend at the bedside asked: "Have you made peace with God and denounced the devil?"

"I've made peace with God," the Colonel answered, "but I'm in no position to antagonize anybody."

In keeping with rising costs in virtually every field, we too are forced to face the realities of the situation. This means, of course, curtailing our mailing list and cutting our advertising costs.

Therefore, if in the future you do not receive our advertisements of auction sales it will be because of the above. It is with sincere regret that we will be unable to meet the many requests from Auctioneers to be placed on our mailing list.

For good, sound, constructive and original ideas in advertising of auction sales, allow us to suggest that you follow Col. Walter Carlson's column "Along The Way" which appears in every issue of "The Auctioneer."

We take this opportunity of expressing the hope of once again having the pleasure of including you on our mailing list, when advertising costs justify the expenditure, and that the same friendly relations of the past will continue for many years to come.

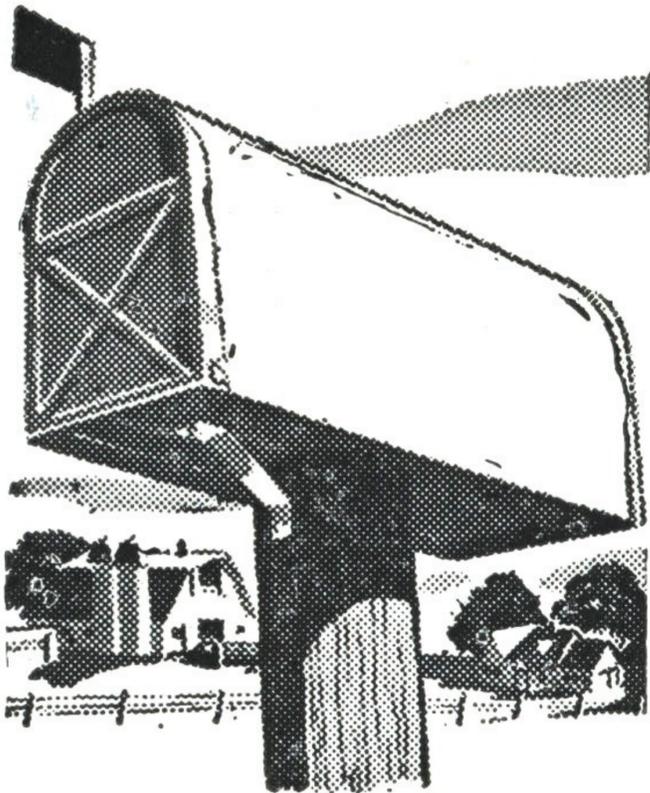
B. G. Coats, Auctioneer

Long Branch

New Jersey

Members: "National Auctioneers Association" — "New Jersey State Society of Auctioneers".

FROM THE MAILBOX . . .



Ortonville, Minnesota
October 20th, 1951

The Auctioneer
Col. John W. Rhodes
LeGrand, Iowa

Friend Johnny and members of the National Auctioneers Ass'n. For some time I have been wanting to write the membership something about licensing laws. As we in the state of Minnesota have a licensing Law, whereby any resident or voter can be licensed as an Auctioneer. Our license costs us \$10.00 per year and we must furnish a bond in the sum of not less than \$1,000.00 or not over \$3,000.00 which is filed with the County Treasurer in which the license is obtained.

Our Minnesota license is on a county basis, some of our Auctioneers are of the opinion that they have a state license, but according to our attorney general associates opinion, the Minnesota license is only good for the county in which the resident resides, as the law very plainly states that a resident or voter shall and can be licensed, so a non-resident or anyone that is not a voter is not eligible to secure a license lawfully. Also the County Auditor who issues the Auctioneers License according to the associated atty General statement to our committee last January, can not license anyone out side of the county to which such county auditor is elected to a license as an Auctioneer, except purebred or registered cattle

cales. But there again is another question. the county auditor can license a non-resident to sell purebred and registered cattle. Now we are wondering if such registered or pure breed cattle Auctioneer must obtain a license in every county or is such a license good only for the county. Our license system in Minnesota is back in the horse and buggy days. In many places Auctioneers do not even have a license, and without a doubt the bond that is required in the sum of \$100.00 surely is not much protection for our citizens, as the average Auction sale today runs up approximately \$7,000.00 or \$8,000.00 today. The clerk is wholly responsible for the unpaid taxes on any property that is sold at auction now, but the Auctioneer is responsible for any and all other liabilities connected with an Auction Sale.

The Minnesota Auctioneers Ass'n last year did try to get some legislation whereby the Auctioneers License would be issued by the Commissioner of Agriculture and that the license fee be set at \$25.00 per year coming due on June 1st of each year and that the license would be good for the whole state of Minnesota, with a bond minimum of \$20,000.00 and larger amounts to be set by the Commissioner of Agriculture where a greater protective bond would be required. But the General committee on Legislation of our legislature thought so lightly of our problem that it never got out of the committee. A few auctioneers of this committee who by the way do not belong to the state association, could not endorse the Minnesota State Auctioneers Ass'n Movement until they went home and talked to somebody, I do not know who but anyhow they did not have a mind of their own. The members of the general committee who were not Auctioneers I could not blame them but those that are in the Auction Business and know the Auction Business should be able to see that if we need a licensing law at all, that some change is badly needed and should not have to ask anyone. The commissioner of Agriculture offered to take on the extra burden of handling the Auctioneers licensing program which would bring about a method without another bureau set up and would save the state such expenses. The commissioner of Agriculture regulates other industry, such as dairy, poultry and so on, and one more would have made no great handicap and the state of Minnesota would have had another \$8,000 or \$10,000 in revenue which

(Continued on next page)

FROM THE MAIL BOX —

(Continued from previous page)

they do not get at all now, and the Auctioneers of the state of Minnesota could honestly go out and conduct Auction sales without being a law violator when such Auctioneer gets outside of his home county.

I believe it is the opinion of the Minnesota Auctioneers Ass'n that we should have a workable Auctioneers law or do not have any at all. In many of our cities and towns we auctioneers also have to buy additional licenses to be able to conduct auctions in such places. Minneapolis charges the boys \$134 Montevideo, Minnesota requires that a local auctioneer must assist with the sale, Sioux Falls, North Dakota charges \$50 Watertown, South Dakota charges \$100 for non-residents, nothing if you live there. I have wondered why some of these cities don't just build a fence around their towns, I would prefer and I believe it would work out better if we forgot the licensing fee and just worked for a program of bonding all auctioneers. It seems these laws have all come about through dishonest methods used by some wild cat Auctioneers in disposing of some merchandise or unhealthy live stock outside of their home territory, or some real estate slickers who agree to give warranted titles and later people wake up and find that they have only part of a title, to the property they have purchased. If the states and cities or towns want to protect their people it would seem to me that they should require a bond for their peoples protection. They don't license their city treasurer they bond them, I was asked to write an article on Auctioneers Licenses and I have written this article just about as I find the licensing program over the territory that I cover, I would like to have comments from other men of the Auction profession maybe all together we can bring about a fair and reasonable program that will work for all of us.

Sincerely Yours,

Col. Wm. J. Felton

October 16, 1951

Dear John,

I just received the Auctioneer today. And as usual after the evening meal I go to rest on the studio couch with the Auctioneer in hand, and start from the cover

and go through every page reading every word until I'm through without attempting to do anything else.

I believe as I have said before, that the Auctioneer is the most enjoyable reading material published, Auctioneers who do not read it, sure do not appreciate their business either.

I also did not miss the notice of the last issue either. I do not have any idea when my subscription is due but will not take any chances, I'll send the \$2.00 for another year and also thought being the first to contribute to Booster page, maybe it could be a good idea for another year so I'll enclose check for that also for 1952.

I really wanted to get to the National Convention but was busy at the time, sure hope I'm able next year.

Business is very good and prices are high, grade Holsteins cows have sold as high as \$520 for one cow alone at our sales this year.

I hate to see the cold weather come now as it does reduce the amount of sales in our territory.

Well I'm closing and hope you're fine and the best of success in Auctioneering and so forth.

Sincerely yours,

Walter C. Heise,
815 Park Ave.
Oconto, Wisconsin

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Booster's Page

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Col. Hubert S. Post	395 Duncan Ave.	Washington, Penna.
Col. Tom Berry	Hill & Main St.	West Newton, Penna.
Col. John W. Heist	P. O. Box 22	Beatrice, Nebraska
Col. Homer H. Sparks	1244 East State St.	Sharon, Penna.
Col. Herbert Van Pelt	Maplewood Farm	Readington, New Jersey
Col. B. G. Coats	490 Bath Ave.	Long Branch, N. J.
Col. Harold "Babe" Brunzell		Evansville, Wisconsin
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