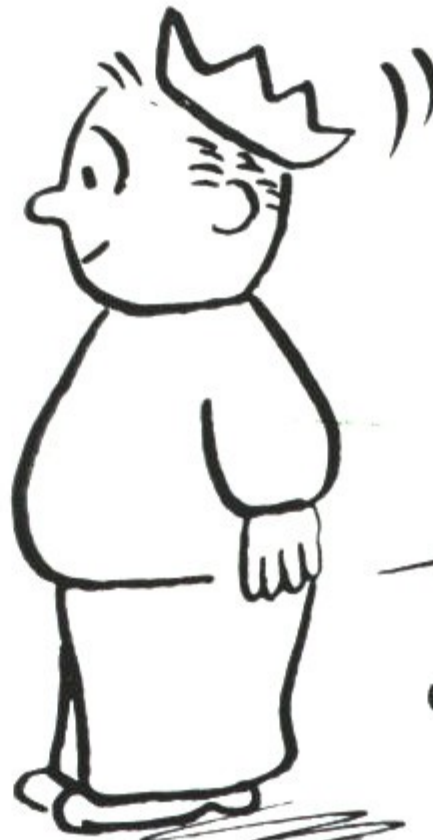


# *the* AUCTIONEER



LOOK MAC, I DON'T  
CARE IF YOUR DAD IS  
A SENATOR, MY PA'S AN  
AUCTIONEER, SO THERE!



G.R. WEST



# JOIN

## These Happy People



July

18

19

20

**NATIONAL AUCTIONEERS**

**CONVENTION**

**HOTEL OLDS, LANSING, MICH.**

**REMEMBER THE DATES . . .**

**JULY 18-19-20, 1957**



**THE AUCTIONEER**  
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## Michigan...

# Bigger Than Texas

Third of a series of six articles by Col. Wm. O. Coats which will appear in "The Auctioneer" to better acquaint you with the wonders and achievements of the host state of the 1957 National Auctioneers Convention.

Those from other states who think of Michigan only as a maker of cars or as a host to tourists should hear the rest of the story.

And we in Michigan need to be reminded of it occasionally, too.

Take our farming, for example.

While our farming ranks second in dollar value among our economic enterprises, it's a big second — worth more than three-quarters of a billion dollars in an annual income to our farmers . . . So big, in fact, that it easily surpasses the value of agriculture in 33 other states.

Our cash income from farm marketings in Michigan in 1952 — not counting government payments—was \$743,934,000, placing us 15th among the 48 states.

Ours is the most self sufficient food producing state in the nation, favored as we are with a wide variety of soil and climatic conditions to encourage diversified farming.

As we have so often demonstrated at major banquets, Michigan food products will supply the entire menu for an elaborate dinner — including a chicory substitute for coffee. This we plan to prove to you at the banquet at the N.A.A. convention in July.

In Michigan we have the world's cereal foods center and production leader at Battle Creek . . . the world's largest bean elevator at Saginaw . . . the world's largest open air fruit market at Benton Harbor.

Kalamazoo is world famous for its celery production . . . With its variety of fruit crops, Southwestern Michigan is known as the Fruit Basket of the World . . . Holland, Michigan is nationally known for its fields of tulips and its annual Tulip Festival.

Michigan ranks first in its production of pie cherries . . . navy beans . . .

cantaloupes . . . blueberries . . . beans . . . cucumbers.

In 1953 Michigan ranked second in the nation in production of wheat per acre, and a third in apple production among western and midwestern states.

A Michigan farmer—J. Spencer Dunham, of Caro — was crowned champion wheat grower of North America at the 1952 International Livestock Exposition.

Our Upper Peninsula flax is rated equal in quality to Ireland's finest linen-producing fibers . . . We produce nearly a fourth of the nation's supply of peppermint and spearmint.

Michigan ranks first in the percentage of farms having electricity (99 per cent) . . . fourth in the percentage of farms having telephones . . . and fifth in the percentage of farms having running water.

Michigan was first to have a state-wide milk pasteurization requirement . . . and the first, thanks to a mass eradication campaign, to declare its cattle free of bovine tuberculosis. It is also a leader in the control of Bang's disease among cattle.

Our state college in East Lansing, the oldest institution in the world devoted to teaching scientific agriculture, has been instrumental in promoting new and better farming methods developing and improving livestock breeds and better crop variety.

Agricultural engineers at Michigan State invented a mechanical frost-fighter . . . now widely used throughout the nation to minimize and eliminate frost damage to fruit crops.

They have also perfected a mechanical tree planter and many other devices to lighten and speed the work of the American farmer.

Dairying makes up more than a fourth of all Michigan farm income. In sales



# IN UNITY THERE IS STRENGTH

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of dairy and other livestock products they outrank the cash income of dairy-men and livestockmen in all but 13 of the 48 states.

It is worthy of mention too that Michigan had the first herd improvement association . . . now a worldwide idea . . . to eliminate low or marginal milk producing cows. We now rank fourth in the number of such associations.

A Michigan scientist, Dr. I. Forest Huddleson, of Michigan State College at Lansing, is the world's foremost authority on eradication of brucellosis among cattle. His latest vaccine, Brucella M, in use since 1949, is saving you dairymen millions of dollars yearly.

We can rightly boast that Michigan has the greatest variety of minerals to be found in any similar sized area in the world . . . In fact, when production of sand and gravel is included, it can be said that Michigan has mineral industries in all but four of its 83 counties.

Historians are finally admitting that the 1844 discovery of iron ore in Northern Michigan was of far greater importance to the economic and industrial development of America than the California gold rush of the same era.

Until the discovery of the Mesabi range in Minnesota, Michigan ranked first in the production of high grade iron ore and geologists tell us that the Mesabi open pit mines will be exhausted long before Michigan digs far enough underground to see how much ore we still have.

Michigan's iron ore production in World War II, when we established our fame as Arsenal of Democracy, was 60 million tons.

Our 37 active mines, both underground and open pit, produce over 13,000,000 tons of iron ore a year, a volume which exceeds that produced in all of Russia.

In Michigan we have the only commercially important deposits of copper in the United States. Geologists regard it as the most important deposit of its kind in the world. Moreover, small quantities of silver are found in our copper ore and by melting the two together, form a product which demands a premium price and produces an alloy particular valuable for certain types of

fabrication.

Our Michigan mines drop into the earth to unbelievable distances of 9,000 feet and even 9,500 feet — close to 2 miles deep.

Michigan is blessed with a fabulous supply of salt . . . estimated at 71 trillion tons. Value of Michigan's annual salt income runs at over \$21,000,000.

From our medicinal salt wells we produce nearly all of the aspirin made in the United States . . . There are no such things as headaches in Michigan . . . Come on up in July and make us prove it.

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## 1849 Farmer Sold Dozen Real Books

Over a century ago farming was so different that a copy of a sale bill printed in 1849 seems strange indeed," reported Virg Hill in **The Fairbury Daily News**. "Having sold my farm," the bill read, "am leaving for the Oregon Territory by ox team. Will offer on March 1, 1849, all my personal property to wit:

"All ox teams except two teams, Buck and Ben and Tom and Jerry; two milch cows; one gray mare and colt; one pair of oxen and yoke, one baby yoke; two ox carts; one iron plow with moldboard; eight hundred feet of poplar weather boards; a thousand three-foot clapboards; 1,500 10-foot fence rails; 85 sugar troughs made of white ash timber; 10 gallons maple syrup; two spinning wheels; 30 pounds of mutton tallow; 20 pounds of beef tallow; one large loom.

"One 32-gallon barrel of Johnson-Miller whiskey seven years old; 20 gallons apple brandy; one 40-gallon copper still; three sides of oak-tanned leather; one dozen real books; half interest in a tan yard; one .32 caliber rifle; bullet molds and powder horn; 50 gallons of soft soap; hams, bacon and lard; 40 gallons of sorghum molasses; six head of fox hounds, all smooth mouth except one."

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Motorist: "But officer, you can't arrest me. I come from one of the best families in Georgia."

Officer: "That's all right buddy, I'm not arresting you for breeding purposes."



# And Nero Fiddled While Rome Burned

By BERNARD HART

Hardly an issue of this, the official publication of the National Auctioneers Association, is published that does not refer in some manner to ordinances and laws unjust to auctioneers. Yet, it seems the auctioneers, the persons affected by these same laws, stand idly by and do nothing until THEY are the one who is affected. We were grossly disappointed by the lackadaisical attitude taken by our own members and especially the auctioneers in the State of Virginia at the time of the trial of Col. Harry L. Hoffman versus the State of Virginia and the City of Norfolk. Even though personal letters were sent from this office to every known auctioneer in the State of Virginia, not a single one showed enough interest to attend the trial. Later, when it was announced through "The Auctioneer" that a fund was being established to express our appreciation for Col. Hoffman's courage in fighting for his rights as well as the rights of every auctioneer in America, those who responded could be counted on the fingers of one hand.

We now have found another auctioneer who is willing to fight for his rights. Col. Ray Gevelinger, NAA member of Dodgeville, Wis., is being prosecuted for violating an unjust and we think unconstitutional ordinance in the city of Wisconsin Rapids, Wis. Col. Gevelinger could have taken the easy way out and pleaded guilty as the maximum fine would have been \$50. However, he has chosen to challenge the validity of the ordinance and the outcome will establish a precedent in similar cases that are certain to arise. **The next time it could be YOU!**

In order that our readers may acquaint themselves with the type laws that can be found to exist in many places, and to form their own opinions of such laws, we are reprinting the following articles from the **Wisconsin Rapids Daily Tribune**, issues of March 7 and 8:

## **AUCTIONEER'S ARREST TESTS CITY ORDINANCE**

Arraigned before Justice Raymond H.

Flynn Wednesday afternoon, Ray Gevelinger, 31, Dodgeville, pleaded not guilty to a charge of conducting an unlicensed auction, in violation of a 1904 city ordinance.

Gevelinger was released on \$150 bond, and his trial was set for 10 a.m. Monday, March 25.

As a result of the auctioneer's arrest, the Factory Outlet Store, 840 W. Grand Ave., abandoned its scheduled five-day auction, which opened Tuesday, and instead is holding a regular sale in which each article of merchandise bears a price tag.

"We'll sell this merchandise one way or another," declared Dairo Gorham, proprietor of the store.

### **Challenge Validity**

Gorham and his attorney, Lloyd L. Chambers, contend that the ordinance regulating auction sales is unconstitutional.

Under the terms of the 53-year-old ordinance, any individual or firm holding an auction is required to pay the city 10 per cent of the gross sales, plus a \$10 license fee for each day of the sale.

The state statute permitting municipalities to regulate auctions sets 20 per cent as the maximum amount of gross receipts which can be demanded by such an ordinance.

### **"Lawful Method"**

Chambers commented that "selling merchandise at auction is a lawful method. The state or city have the right to pass regulatory measures concerning auctions, but neither state nor city have the right to impose a fee which in effect is either prohibitive or oppressive" of legitimate business.

"I base my opinion," Chambers said, "on the 14th Amendment of the United States Constitution, which guarantees all persons equal protection under the law. Opinions delivered regarding cases in other jurisdictions have held that the imposition of a 10 per cent charge bears no relation to regulation and is so excessive that it would have the



# IN UNITY THERE IS STRENGTH

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effect of preventing people from holding auctions at all.

## **Called Prohibitive**

"Therefore, the ordinance would effectively prohibit a thing which all courts say cannot be prohibited."

Chambers further contended that "the ordinance as written — if it were constitutional — does not apply to Gevelinger, but it relates to the conduct of the business. We claim that Gevelinger was performing services for compensation and not making sales on his own account, nor was he engaged in business on his own account. He was merely a hired worker."

The attorney declared "there is no other place where such high fees are permitted, and even lesser fees than 10 per cent have been held invalid."

## **"Fundamental Right"**

"We have involved here a basic fundamental right — one guaranteed by the Constitution. We should all be concerned in preserving that right—the right to engage in lawful trade," Chambers concluded.

The Common Council Tuesday night refused to repeal the auction ordinance, but referred it to the general business committee for study and possible revision.

While the council was in session, city police ordered Gorham to report to the police station Wednesday morning to face a possible charge of violating the ordinance. However, after consultation Wednesday, authorities determined that the charge of conducting an unlicensed auction should be preferred against Gevelinger, the auctioneer, rather than against the store proprietor.

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## **MAKE SECOND ARREST UNDER AUCTION LAW**

The second person to be arrested in three days for allegedly violating a 53-year-old city ordinance pertaining to the holding of auctions, Edward G. Fleisner, manager of the Gamble Store, 150 2nd St. S., entered a not guilty plea in Justice Romeo C. Plenge's court today.

The defendant was released upon posting \$50 recognizance bond pending his trial, which was scheduled for 2 p.m. April 8.

## **Held "Dutch Auction"**

Arrested this morning by city police, Fleisner is accused of "advertising and conducting a 'Dutch Auction'" at the store he manages. The alleged offense involved the intended sale of a bicycle, the price of which was to be reduced a specified amount at regular intervals until the item was purchased.

In a statement to The Tribune Fleisner said, "We've been arrested for reducing prices." He said that he had "no idea" the procedure would be in violation of the auction ordinance.

"The method we used, which is predetermined by company policy, was merely an arbitrary way of reducing the price of an item which we hoped to sell," Fleisner declared.

## **Cut Price \$1**

He said the arrest was made after the price of a \$49.95 bike was reduced one dollar one hour after the sale opened. The starting price, he said, was the "legitimate list price" of the bike.

City Atty. John J. Jeffrey said that although the city auction ordinance does not specifically define auctions, the city derives its authority to have such an ordinance from a state statute which does cover "Dutch auctions."

Earlier this week, Ray Gevlinger, 31, Dodgeville, an auctioneer for the Factory Outlet Store, was also charged with violating the city auction ordinance and pleaded not guilty to the charge.

The ordinance requires payment of a \$10 daily license fee plus 10 per cent of gross receipts for the privilege of holding auction sales.

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Two of the world's largest walking draglines, purchased by England's National Coal Board, moved aboard 88 railroad cars to docks in Baltimore for loading aboard ships. Built to remove immense deposits of overburden from deeplying coal reserves, these giant machines with their 280-foot booms could sit atop Niagara Falls and scoop up rocks at the bottom. The excavating buckets can move 30 tons of overburden every minute.



# Preparation

By COL. E. T. SHERLOCK

On our recent trip to Michigan we were greatly impressed with the mid-winter beauty of that great state which always seems to beckon at the departure of all to return and enjoy the splendor and grandeur of its summertime glory. We attended on February 24th a special meeting with the Michigan Auctioneers Association, officials and members of the various committees implementing the coming National Auctioneers Convention.

Reports and results of this meeting were highly gratifying and show that the Auctioneers of Michigan are on the job and on time with plans and arrangements for an outstanding program at the 1957 National Auctioneers Convention to be held in the capitol city of Lansing July 18-19-20.

We note with special interest the success of the Michigan Auctioneers efforts to engage talent of the highest calibre and arrange a convention program as different as possible to any in the past. All indications point to a wonderful event and all roads lead to the great Michigan vacation land next July where we will be privileged to meet the largest aggregation of Auctioneers, Ladies Auxiliary members and their families ever assembled in the history of our profession.

The Ladies Auxiliary whose culture and dignity rivals that of the Queens adds much to our conventions by elevating the standard of fellowship in our organization to a high level at all times. Every member of this fine organization can rightfully point to the fact that she is a contributing influence in the life and success of an Auctioneer and it is the obligation of all members of the N.A.A. to encourage the growth and well being of this indispensable part of our National and State organizations.

It will take every ounce of effort we can muster from now until July to reach our goal in membership gain for the year.

Let us put the best we have into



earnest effort now at building our organization up to where it should be today by contacting the non-member and presenting copies of "The Auctioneer" and make known the merits of the National Auctioneers Association.

We realize there are some Auctioneers who will not become members — now at least — but there are thousands who will become members now if properly approached, informed and invited to do so. Let us consider membership in our National and State Auctioneers Association a valuable asset and strive to increase the benefits by contributing to its growth and stability.

The business of Auctioneering is qualified salesmanship — "Let's go a little" out of our way if necessary to apply it in the interest of our organization.

While this publication is not devoted to politics and world affairs we feel that a timely warning in its pages will not be amiss as it helps to expose the treacherous activities of the Soviet Union and Communism throughout the



world in their major attempt to subvert the minds of youth — especially our American youth who are being encouraged and especially invited by a misnamed camouflaged organization publicized as the “World Federation of Democratic Youth” to attend the Sixth Annual Festival of Youth and Students in Moscow July 28 to August 11th this year.

This treacherous Communist move is being publicized as non-political and in the Spirit of Friendship and offers to pay the expense of any youngster who cannot afford the trip to Moscow otherwise.

The real purpose of this misnamed, misleading Communist enterprise is to implant the poison propaganda of Communism among the youth of the world (and the American born is a special prize) as a speedier means to their purpose of World Conquest.

No true American youngster will fall for this hoax if they and their unsuspecting parents or guardians (who may unwittingly regard it as a fine opportunity for their child to see an extra part of the world) are informed through the press, our churches, schools and all American organizations as well as our individual influence, of the true nature and purpose of this intensified effort of Communism to dupe the world into Communistic rule eventually.

Let not one of us fail as loyal members of a truly loyal American organization to right the mind of any youth, parent or guardian who may entertain the idea of stepping into this misleading and treacherous Communist trap.

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## Kansas Officials Plan Convention

By COL. C. E. SANDEFER, Secretary,  
Kansas Auctioneers Association

Officers and directors of the Kansas Auctioneers Association, held a meeting in the Augustine Auction House, Sunday, March 10, at Salina, to set the date and place for the second annual Convention of this Association. It was an open meeting, all Auctioneers, members and non-members were invited and about twenty auctioneers were there. ....

It was decided to hold the Second Annual Kansas Auctioneers Association Convention at Great Bend, Kansas, on Sunday, June 2, 1957 at the Parish Hotel, starting at 10 a. m. with a banquet in the evening. A large program is in store for those that will attend this convention.

Colonel E. T. Sherlock, president of the National Auctioneers Association, and Mrs. Sherlock were the first to arrive at the meeting. Colonel Kenneth Crews drove from Denver, Colorado to attend, cutting short a vacation, to help with the planning of the convention. Colonel Pat Keenan and Colonel Melvin Richardson of Seward, Kansas, were instrumental in getting the Convention site at Great Bend, Kansas.

Colonel Mike Wilson was appointed Chairman of the publicity committee, Colonel Crews and Colonel W. O. Harris on the program committee.

Colonel Jim Kirkemide, president of the Kansas group arrived late at the meeting having tangled with a speed cop. He suggested several extra good speakers for the convention. A full program will be sent to this publication for the May issue so watch for it. Auctioneers from our Sister States are invited to attend, and all are requested to bring the family.

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## Nebraskan Heads Cow Belles Group

PHOENIX, Ariz. — A ranch woman from Sutherland, Neb., Mrs. M. E. Trego, became the new president of the American National Cow Belles during that group's annual meeting here in January.

She succeeds Mrs. Fred Dressler of Gardnerville, Nev.

Mrs. Robert Burghart, Colorado Springs, Colo., a former president of the Colorado Cowbelles, was elected to the first vice presidency of the national organization.

Other new officers are Mrs. Joe Oliver of John Day, Ore., and Mrs. L. W. Long, Jr., Meers, Okla., second vice president, and Mrs. Ross Haase, North Platte, Neb., secretary-treasurer.



# To Sell Our Association

## Use Salesmanship That Specifies

By COL. B. G. COATS

As the officers and directors plan the events to be staged, the goals to be achieved, the committees to be appointed, it is paramount we remember that our most important business is to sell the National Auctioneers Association. It is most apparent that they have remembered this in view of the large increase in membership and the large number of reinstatements. However, the goal to be achieved has not been what it should be and since we only have four months left in which to achieve that goal, hence this article to prod you to greater efforts.

Organization is linked to the principles of salesmanship. So is the success of our events, our aims and our growth. So is the success of every individual. How well we convince others depends upon the value we ourselves place upon our National Auctioneers Association. The late Charles M. Schwab, the great salesman of steel, remarked some years ago that, "We are all salesmen, every day of our lives. We are selling our ideas, our plans, our enthusiasm to those with whom we come in contact." How true that is and how beautifully it applies to Auctioneers.

So our Association may continue like any business to grow, we must have new business. Our new business is new members without which we would soon CEASE TO EXIST. Let us look upon our Association as individual stockholders as that is exactly what we are. As stockholders we want new business, we want to grow and expand, we want dividends. I call upon you to stage "OPERATION ENTHUSIASM" to use SALESMANSHIP THAT SPECIFIES. I urge you to sell our Association every day for the next four months, to sell our ideas and our plans. Do it from where you now stand. Do it with the tools you have at your command.

OPERATION ENTHUSIASM calls for every member to urge his fellow Auctioneers to join our Association at once.

SALESMANSHIP THAT SPECIFIES calls for definite selling, definite reasons, definite ideas on why your fellow Auctioneers should join our Association. It calls for making your sales conversation ring — for telling your prospect that in the National Auctioneers Association:

- he will be part of an organization built upon and dedicated to fellowship.
- he will join with Auctioneers in every phase of the Auction business.
- he will associate with Auctioneers who have climbed the ladder of success inch by inch.
- he will have the opportunity of exchanging ideas and the benefit of years of experience.
- he will meet in national convention every year where he will meet and enjoy the friendship of Auctioneers from all parts of the country.
- he will have the opportunity of being active and the cooperation of his fellow members.
- he will have a living part in the advancement of his profession.
- he will find that what he believed to be a competitor is a friend.
- he will find that in the National Auctioneers Association a fraternal spirit that makes for better Auctioneers.

Colonels, if we all engage in OPERATION ENTHUSIASM and use SALESMANSHIP THAT SPECIFIES we will make many a sale for our Association. As stockholders our officers and directors are counting on us — so that we can continue to GO and GROW in the remaining four months. Take responsibility on your shoulders and it will leave no room for chips.



## Membership Increase Again This Month

An increase of 35% over the same period last year is the good report we bring you regarding those whose memberships were received from February 16 through March 15. In reading this issue of "The Auctioneer" you will note in many cases that there are things we can do with organization — things we are asked to do and those that we should be doing. Our handicap has been lack of finances and lack of numbers. Our potential is enormous, you are in the position to remedy our deficits — don't be ashamed that you are a member of a profession that has its own trade organization — **BOAST OF YOUR PROFESSION, YOUR NATIONAL AUCTIONEERS ASSOCIATION** and others will want to be a part.

Here are the names of those whose memberships were received during the period mentioned above. The Asterisk denotes renewal.

- \*Col. Carl A. Hobbs, Tennessee
- \*Col. C. A. Morrison, Oregon
- \*Col. Sam Lyons, Pennsylvania
- \*Col. Edward Krock, Massachusetts
- \*Col. John W. Heist, Nebraska
- Col. Cy Ferguson, Ohio
- \*Col. Louis L. Stambler, Hawaii
- \*Col. W. E. Nagy, Michigan
- Col. David L. Miller, Missouri
- \*Col. Harold Flanagan, Iowa
- Col. P. M. Montague, Indiana
- Col. Norman W. Hart, Pennsylvania
- Col. Cecil Ward, Texas
- Col. Marion L. Pierce, Washington
- \*Col. Clifford L. Swan, Maine
- Col. Maurice Price, Michigan
- \*Col. Edwin Ringler, Michigan
- Col. F. C. Hendrickson, Pennsylvania
- Col. F. R. O'Connell, Pennsylvania
- \*Col. M. R. Dugan, Missouri
- \*Col. Frederick E. Sherlock, Kansas
- Col. A. H. Heller, Pennsylvania
- \*Col. Harold Cohn, Georgia
- Black Hills Auction School, S. Dakota
- Col. Jim Roth, South Dakota
- \*Col. Dwight Ballinger, Indiana
- Col. Emmett W. Edwards, New York
- Col. Max Dubin, Dist. of Columbia

- \*Col. Donald L. Castner, New Jersey
- \*Col. Edward Schmadeke, Illinois
- \*Col. Robert P. Stout, Indiana
- \*Col. George L. Johnson, Indiana
- \*Col. E. H. Lawson, Tennessee
- \*Col. L. W. Huffman, Ohio
- \*Col. Lee Frazier, Indiana
- Col. Kenneth Sargent, Kansas
- Col. Don Weaver, Kansas
- Col. E. C. McCracken, Oklahoma
- \*Col. E. J. Stanley, Oregon
- Col. Lester E. Peterson, Minnesota
- Col. W. W. Franks, Texas
- \*Col. H. Clinton Searls, New York
- \*Col. Ralph M. Schain, New York
- \*Col. Virgil F. Kimble, Oregon
- Col. Donald G. Schneider, Kansas
- Col. Edward W. Maupin, Kentucky
- \*Col. Don Millspaugh, Indiana
- \*Col. William T. Huisman, Iowa
- \*Col. James C. Patterson, Ohio
- \*Col. Russell Feedback, Missouri
- \*Col. R. B. Dennis, Pennsylvania
- \*Col. Sherman Reno, Iowa
- Col. George Reno, Iowa
- \*Col. E. K. Elmes, Minnesota
- \*Col. P. A. Engelmeier, Pennsylvania
- \*Col. Byron C. Waddell, Michigan
- \*Col. F. E. Nissen, Iowa
- \*Col. L. E. Drake, Michigan
- Col. Jacob Ruhl, Pennsylvania
- Col. Charles D. Roop, Maryland
- \*Col. Leon E. Joy, Iowa
- \*Col. Milton J. Dance, Maryland
- \*Col. Ray H. Feragen, Montana
- Col. Monroe Woods, Missouri
- \*Col. Victor L. Kent, New York
- \*Col. Robert D. Brown, Iowa
- \*Col. Emil J. Konesky, Ohio
- \*Col. Howard Harris, Jr., New Jersey
- \*Col. James A. Timpson, California
- \*Col. C. C. McNally, Texas

## Canned Meat In The U.S.

In 1954 a total of 1,441,000,000 pounds of canned meats were processed in the United States. That would be equivalent to 2,800,000,000 pounds of fresh meat.

There are 96 different canned meat items sold in grocery stores today. Among the most popular last year were luncheon meat, canned hams, chili and corned beef hash.



# Art Galleries Enjoy Boom, Artists Are Not Prospering

By CLARENCE DEAN

NEW YORK CITY—A boom of unparalleled dimensions, steadily building up for several years, has come to the art galleries of New York.

Never have there been so many galleries, and never have so many persons been buying so many pictures. And the galleries have broken out of their old old neighborhood on Fifty-seventh Street from Seventh Avenue to Park Avenue. Today they reach from Ninety-second Street to Washington Square and eastward to Third Avenue and Tenth Street.

In a decade, the number of active galleries has increased more than five times. Estimates of the rise in the number of pictures sold run as high as 500 per cent.

The clientele still includes persons of wealth and discernment, but there are others now whose means are more limited. There are new kinds of buyers — a "descendancy" in caste, as one gallery entrepreneur puts it.

There are business men with whom tax considerations may weigh as heavily as esthetic gratification. There are young housewives making their purchases literally or figuratively with the aid of a swatch of fabric. There are collectors of recent conversion who may not know Wyeth from Weber but who know what they like. And there are youngsters buying \$75 etchings on payments of \$10 a month.

Measuring the gallery world is not easy. Its increase in size has not made it less individualistic. There is no board of trade, no universality of practices and a minimum exchange of information. Each house is a duchy, governed according to the lights of its chief.

There are approximately 180 galleries in New York. During the season, from mid-September to mid-June, an average of forty exhibitions is opened each week, making a total of at least 1,500 a year.

Since each show runs two to four weeks, the number at any one time may

approximate 150. That is more than in any other city of the country.

The increase in gallery activity is indicated by comparison of the number of announcements in the Sunday art pages of The New York Times. On Feb. 10 of this year, forty-seven galleries advertised exhibitions. On Feb. 2 ten years ago, the number was twenty-five, and twenty years ago, on Feb. 7, it was fourteen.

## Galleries Often Short-Lived

The impermanence of galleries also is dramatic. The Arts magazine, now defunct, carried the names of about forty New York galleries in the issue of March, 1924. Fewer than a dozen of these are still active.

Today's galleries are diverse not only in location, but in nature.

They range from the "great houses" such as Knoedler, Wildenstein and Paul Rosenberg, with their paneled and damask-lined viewing rooms, to the barren upstairs room of a co-operative gallery on East Tenth Street.

Only general classification of gallery specialties can be made. The lines of demarcation are tenuous and fluid. The "great houses" deal largely in the old masters and in the now valuable work of the French Impressionists and post-Impressionists and the "School of Paris." They also may handle a few of the established greats of other areas, both dead and contemporary.

There is a larger number of galleries specializing in contemporaries, with some representation of nineteenth century artists. Here the classification ramifies.

Some galleries deal exclusively in American work, others handle contemporaries of any nation. Some are known chiefly as purveyors of avant garde work; most of the cooperatives are in that group.

Within this maze, even among houses of the same basic type, there are differ-



# IN UNITY THERE IS STRENGTH

ences attributable to the taste of their owners. Collectors, the trade and artists are sensitive to these nuances.

## Business Boom Weighed

A common denominator, however, is the boom in business. Even the "great houses" — less effected by it because of the scarcity and price of the commodity in which they deal — acknowledge that their active customer lists are longer than they were.

Others are more explicit. "Last year was the best year we ever had," says Carmine Dalesio of the Babcock Galleries. There is general agreement that in number of sales, and probably in overall gross, the year set a record.

Mrs. Edith Gregor Halpert of the Downtown Gallery, another specialist in American art, estimates her ten-year increase in volume at 500 per cent and describes last year as the best of them all.

Many reasons are advanced for the condition, but there is little more unanimity here than in other aspects of the art gallery world.

Speaking from his fifty-four years in the business, Mr. Dalesio does not hesitate to say that there is nothing more to it than the general prosperity of the times. "The barometer of our business," he declares, "is the stock market. It rises with A. T. & T. and Standard Oil."

Mrs. Halpert and Miss Antoinette Kraushaar of the Kraushaar Galleries disagree with him. Mrs. Halpert says that two years ago, when the stock market slumped badly, her business continued to expand. She, Miss Kraushaar, and many others feel that the base of interest in the fine arts has been greatly widened.

## New Customers Arrive

"We're getting people in the galleries now who never would have dreamed of coming in a few years ago," says Mrs. Halpert. Popularization has been one of the consistent objectives of her establishment, which is now thirty-one years old. She was one of the first to hold pre-Christmas sales with "nothing over \$100," and she has encouraged installment buying.

A general effort to open the door more widely is evident. Even Miss Kraushaar,

whose gallery has the venerability of having been founded by her father in 1885, does not blink in describing a painting as "over-the-couch size."

Those who believe that the increased demand has come not only from general prosperity but from more widespread interest point to many factors.

An incalculably great influence, they say, was exerted by the art projects of the Works Progress Administration, which, in the middle and late Nineteen Thirties, brought about the establishment of art centers in many remote communities.

Then came the increasing popularization of the fine arts through mass media, highly successful efforts of museums to raise attendance the stimulation of commercial interests eager to promote books on art, reproductions and painting as an avocation.

And finally, the argument goes, there was the GI Bill of Rights, under which thousands of veterans studied art.

There are many statistics to support the belief that interest of some kind is high. Stewart Klonis, executive director of the Art Students League of New York, estimates that there are 30,000 persons in this area who have had some degree of art training. Five thousand presently are enrolled in art schools here. Attendance at the seven principal fine arts museums last year reached 4,297,364, a gain of 4.4 per cent from 1955.

How much all this carries over into increased business for the art galleries can be debated. A more tangible factor is the purchase of pictures with tax considerations at least partly in mind.

Since gifts to museums are tax-deductible, it is possible for a person of high income to place himself in a lower bracket by giving generously. This may not be entirely mercenary. A fine painting can be bought, enjoyed for a time and then donated.

In this growth of the business — spectacularly large for whatever reasons — the art galleries have not approached any standardization of their traditionally independent operations. Financial arrangements with artists, scheduling of exhibitions and even the pricing of pictures all are conducted with individuality.



## Some Price Criteria Used

In pricing, there are a few criteria more or less recognized. The value of the Old Masters and the later, expensive Europeans is somewhat controlled by supply and demand and by auction "floors" established in Paris and London. There is a degree of uniformity in the price of work by other recognized artists. But to a great extent the field is free.

The more firmly established galleries have a general practice of representing a definite "stable" of artists exclusively. It may be eight to thirty. For these artists the galleries assume all promotional responsibility and receive a commission of one-third on all sales.

This arrangement is not universal, however. There appears to be an increasing practice of renting gallery space to artists. Sometimes charges are made for such expenses as advertising, a catalogue and a party to open the exhibition.

The Artists Equity Association has been trying for several years, without great success, to get its members to insist upon a written contract embodying most of the practices of the long-established galleries.

## Galleries Community Widens

With the expansion of the trade, the Fifty-seventh Street neighborhood has diminished as its center. Not only have new galleries been established elsewhere, but old ones have moved away. Among the concerns active in the Nineteen Twenties, Knoedler and Milch remain on Fifty-seventh Street.

But the area of upper Madison Avenue and its side streets now have Wildenstein, Paul Rosenberg, Babcock, Kraushaar, Duveen Brothers, Perls and several others. In midtown are Kennedy, Rehm, Downtown and Grand Central.

On Lexington Avenue near Sixty-fourth Street is the Artists' Gallery which, for twenty years, has been showing the work of promising artists unaffiliated with commercial galleries. This enterprise is supported by contributions from interested persons and the artist pays no commission when a sale is made.

Similarly, the New York City Center Gallery on West Fifty-fifth Street shows work selected by a jury and asks only a

nominal handling fee, with no commission.

## Polled Herefords To England A "First"

KANSAS CITY, Mo. — Twenty-one registered Polled Herefords have new homes in England, birthplace of the breed, as the result of purchases from American breeders during November.

Now that Polled Herefords are accepted for registry in the English Hereford Herd Book Society, this "first" shipment will provide the foundation animals for Polled Hereford breeding in that country and represents the first exportation to England from America in the history of the breed.

Herefords originated in Herefordshire, England, and were imported to America in 1842. Polled Herefords developed as an American innovation from purebred Herefords that were born without horns. In establishing Polled Herefords it was natural that the English would look to the original source, altho Herefords both horned and polled have been exported previously to many foreign countries.

The buying team was composed of A. D. McLaren, Hereford breeder, from Essex; Richard Jopson, manager of the Hereford establishment, Home Farm in Berkhamsted; and James Schofield of Westmoreland. The latter, a well-known judge and exporter of all breeds of livestock in Great Britain, made the actual selection and purchases. These men spent a busy three weeks visiting 41 herds in this country involving some 7,500 miles of travel.

## Earl Of Harewood Auction

### Submitted By Col. B. G. Coats

Britain's economizing Earl of Harewood, 34, eleventh in succession to the throne, flinched on examining his taxes and living expenses, decided to auction off a goodly lot of his family silverware. Biggest prize to go on the block: a toilet service featuring Chinese figures, once the pride of King Charles II, valued at several thousand dollars.



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# THE LADIES AUXILIARY



## What Is It?

By **FLORENCE WENDELIN,**  
**Historian, Henderson, Texas**

The Ladies Auxiliary to the National Auctioneers Association was organized on July 13, 1951 in Decatur, Illinois.

There were 50 ladies who joined as charter members. They elected Mrs. June Holford to serve as President; Mrs. John Norris as Vice-President; Mrs. Fred Ramsey as 2nd Vice-President, and Mrs. Wendell Ritchie was elected to serve as Secretary and Treasurer. We are greatly indebted to the ladies who so generously devoted their time and ability in founding and fostering our Auxiliary.

The objects are to help promote and advance the profession of Auctioneering

at all times. To help promote the interest of all Auctioneers in every way possible. And to help create and maintain a health and welfare program.

The Auxiliary has greatly increased in membership since it was organized but falls far short of the members we should have. Anyone who is a wife, mother, widow, or daughter of a member of the National Auctioneers Association is eligible for membership to the Auxiliary. We would like for all ladies to join before Convention time. By sending a check for \$5.00 annual dues or \$25.00 for a life membership to Mrs. Virginia Rankin, Alger, Ohio, you will become a member.

The truth itself is not believed from one who often has deceived.

## Welcome To The Nebraska Auctioneers Convention

Hotel Pawnee

North Platte, Nebraska

SUNDAY, MAY 5TH

Every Auctioneer, his family and guests are cordially invited to attend this, our Ninth Annual Convention. We welcome you neighboring State Auctioneers to join us. Remember the date, SUNDAY, MAY 5th — Registration 10:00 a.m.

**COL. JAMES W. MARTIN, President**  
**MRS. JAMES W. MARTIN, Sec'y. Auxiliary**



## Tip To Buyer Of Antiques: See Museum

NEW YORK CITY—To the 1957 home furnishings shopper, familiarity with museums and historical houses can breed content. For antiques, which have an important place in today's decor, are carefully documented at these institutions.

Esthetically and economically the experience will be rewarding, for these sources call a spode and spode and do not invest crockery with this title. Observation will equip an antiques buyer with the knowledge of which woods were used in different countries and periods, of how a Queen Anne chair leg is turned or an Adam table is carved and painted or the manner in which a Venetian console is constructed.

A visit to one of the many museums and historical houses in and around New York (a few of which are listed below) will insure more successful buying trips to Fifty-seventh Street and Third Avenue antiques sources.

**Metropolitan Museum of Art:** The most complete assortment of American, Italian, French and English rooms arranged under one roof is on view here. The

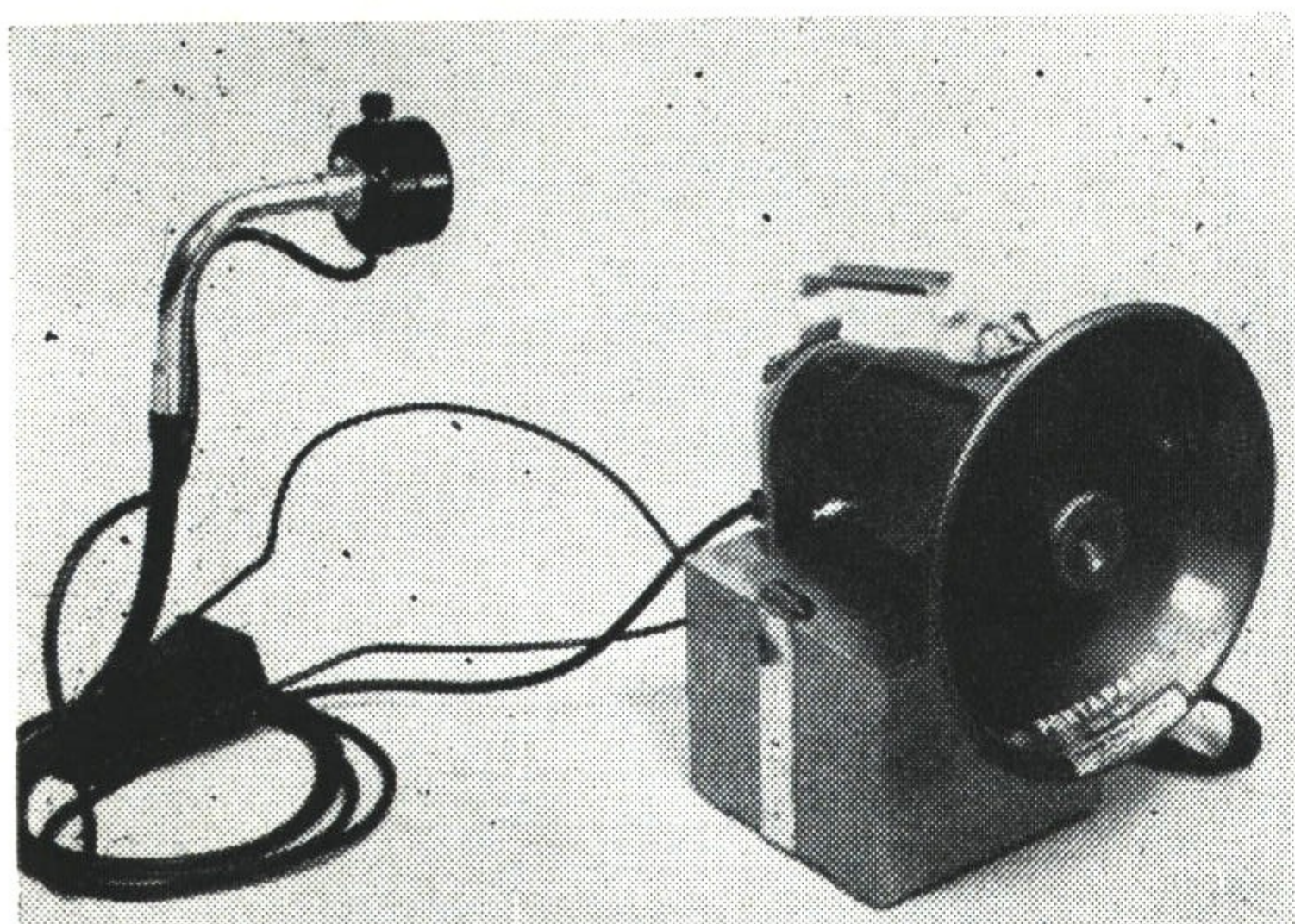
American wing includes seventeen rooms from the seventeenth century through the first quarter of the nineteenth century. Early American furnishings are exhibited in twenty additional galleries and alcoves.

Two Italian rooms, one of the late fifteenth century and the other of the early eighteenth century, are in another section of the museum. Three eighteenth century French rooms and two English rooms of the mid-eighteenth century complete the collection.

**Brooklyn Museum:** Documentation of American periods from the late seventeenth century to the last quarter of the nineteenth century is made in twenty-two rooms. Interiors range from those inspired by the early Dutch settlers in Brooklyn to three recently completed Victorian rooms (two of which are from Saratoga Springs, one from the home of the late John D. Rockefeller).

**Newark Museum:** Classical antiquities in this museum are in glass and pottery from ancient Rome, Egypt and Greece. A Tibetan study room contains an interesting collection of Tibetan ceremonial silver from the eighteenth and nineteenth centuries and a model altar.

**"Look forward to receiving the Jewel of all Publications every month." R. E. Guiss, Akron, Ohio.**



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# When Is An Auctioneer Dishonest Or Crooked?

By COL. POP HESS



Here it is, March 14, 1957 — Spring is in the air, grass is getting green, farmers are in the fields and the sales are numerous as they are each year through the month of March in Ohio. Prices on both dairy and beef cattle are very good, farming equipment selling very strong, feeds bring market price and sometimes more. Farmers, dairy-men and feeders going broke — not by a long shot. Everyone that sells out or holds a sale is cashing in to have more money to invest in land and livestock. Farm production is not down by any means as the boys who are buying will be producing and the world rolls on — a great farm and livestock United States of America.

From your letters and cards which I asked for, you boys like my tall stories of 50 years an auctioneer. I am surprised how many folks read "The Case of the Old Black Mare." My blunder can be a lesson for the younger auctioneer. It was one for me that I never forgot. As I look at the story now it reminds me of the Irishman, Pat, who was held up by two thugs. The Irishman gave them quite a battle, in fact he about outdone them. Finally they won out and searched him only to find a few pennies. Asking if that was all he had he swore it was. Then the thugs said, "Buddy, if that is all you had why did you put such a fight?" Pat replied that he was ashamed to let them know how poor he was. In my case I am ashamed to let you readers know how dumb I was as a young auctioneer.

Now here is another fifty year sale book which happened in my first five years as an auctioneer. At that time we sold a lot of commercial horses in the spring of the year. Many dealers

would ship in draft horses from the West and hold sales. Selling horses was right down my alley. Not too far from my stomping ground was a chap who rented a barn and held sales about every two weeks of western draft horses, selling 75 to 100 head in each sale. My fee for such sales was \$25 for the first 25 and a dollar a head for the balance. His sale looked like a good fee and through some grape-vine help and careful maneuvering I booked one of his sales. He had some 70 head numbered. The attendance was many farmers from three counties of which were in my working territory in sales.

Just before we opened the sale he laid a sheet on the auction stand in front of me listing certain numbers on teams and individuals. Also was a list of prices and a list of names with instructions to sell to these men up to the prices indicated. He said they were order buyers. I fell for that, hook, line and sinker. Results I had sold something like 20 head "on order" out of the 70 head and my take home pay was \$50 rather than \$70, as his buyers were fictitious names for protection.

However, the bad results of that venture came back with a bad kick. The following week, farmers who did not get horses at the sale drifted back to look over what this dealer might have on hand as he did a lot of trading and private selling. Some of the horses I had sold in the auction the week before were recognized and they said to Mr. Horseman, "I thought you sold them in the auction?" His answer was, "I did too but I had that darned auctioneer, Hess, to sell for me and he ran them up and got stuck with them and left them on my hands. I'll never use that



## IN UNITY THERE IS STRENGTH

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crooked auctioneer again.”

Well, that got a good airing and it piled up in my lap, bad — Hess is a crooked auctioneer. Really, who pulled the trigger, a man who you believe to be honest — he said he had orders for the horses at a price? Could young Hess say to him ‘I think you are a liar’? However, I fortunately had picked up that sheet at the close of the sale and had also preserved the settlement sheet that was pinned to my check and for some reason had not destroyed. Picking a suitable opportunity at a later sale I just called all the boys together and showed them “Exhibit A” in full detail — instruction sheet and the settlement sheet issued by Mr. Horseman. Time healed this situation. The buying public most all agreed with me and Mr. Horseman closed out and went to other lands.

Down through the years from that time on through hundreds of sales, marked catalogs and marked cards, I put horsesense into them and never had a kick back that would hurt. Although that one horse auction took the wind out of my sails for a while and I had to live it down with truth and actions — yet at no time did I make it an issue excepting that one time mentioned above when I felt it was time to shoot the bullseye and stop a lot of gossip.

You will often hear folks talk of crooked auctioneers — some are joking and some mean it and some don’t know what they’re talking about. Many who are called crooked are the victims of a seller to take advantage of a non-suspecting auctioneer. Yet, it is often the auctioneer who gets the mud thrown in his face and many times from the hand of the man who employed him. So when you hear of a crooked auctioneer examine the source carefully.

The word, crooked, is often used loosely and not meant to hurt anyone. There are angles in the general auction way of life some people would call crooked that are not dishonest but a matter of judgment and salesmanship and no one is hurt. All experienced auctioneers know this and have the answer but this little story of mine can help the younger boys and I have them in mind when writing

of these experiences. I hope it can keep them out of some mud hole they did not make but was dug for them. Through such times as mentioned in this story a gentle smile and a gentle answer will help to heal the wound and it is such things that helps to put lead in your backbone, to be alert and be able to dodge the mud holes ahead.

While on this subject, I was once selling a nice offering of dairy cows for a man I had never met and it was my first sale in that area. It was a nice day and a good crowd — but bidders were scarce. I could not quite understand the situation. The man I was selling for looked fat, good looking and honest — he made a nice appearance and gentle remarks — quite jovial in his way of talking. So I said, “Men, what is wrong, the cows look good, the market is good, I am at a loss to know why you are not bidding?” Back from the center of the crowd came a sharp voice, “I’ll tell you what is the matter. That man you are selling for is a little crooked. We are afraid to buy or bid.”

Much to my dismay and astonishment the owner gave a big smile and said, “Fine! But boys, outside of being a little crooked my banker says I am a good credit risk and if you boys find any cow different than we represent her bring her back and your money will be refunded. “Last fall I bought all these cows from you farmers in this area and I am telling you today just what you told me about each one, so let’s forget this foolishness and sell cows.” From then on he called out the fellow’s name where he bought her as a dry cow and in many instances that man was in the crowd. Every once in a while he would yelp out, “We are a little crooked but in other ways we are all wonderful people.”

To top out the day, one cow came out and he said, “Boys, this cow I bought of Mr. So & So and I see he is here. “He told me she was gentle, such a big long-time milker, etc., I am sorry to sell her that way. “She is the darnedest kicker, poorest milker, in fact the orneriest cow I ever owned. Don’t pay too much for her as she will be high at any price.” Who was the man? The



owner of the sharp little voice that came out of the crowd — That thar man you are selling for is a little crooked! The sale wound up satisfactory and I had the pleasure of conducting many cow sales to follow for this man who was a 'little crooked'.

Well, boys, these stories are from 50 year old book of memories. Wil bring you another next month.

\* \* \* \*

I wish to add another paragraph or two regarding the story in the March issue, "Your Secretary Goes To Washington." I think this is one of the most advanced steps that has happened to the auction way of selling — the result of organization and a wide awake Secretary.

This move should awaken more than 10,000 auctioneers to the fact this National Auctioneers Association is not just another form of club for a good time and pastime for auctioneers but a move toward a goal that auctioneers years back should have gotten busy and placed their foot in the door on this very subject. Many cards and letters are coming to me daily indicating their awakening to the path of progress through the National Auctioneers Association.

I join with many auctioneers throughout the land in proclaiming this one instance alone should be convincing to all auctioneers that our National Association of Auctioneers is on the march for a better future for the Auctioneer and the Auction business in general.

Yours for Progress.

## Mid-West Visits East

Col. C. B. Drake, of Decatur, Illinois, enroute to West Peabody, Massachusetts, visited Col. B. G. Coats, of Long Branch, New Jersey on March 5th and 6th. Together they motored to Bordentown, New Jersey and visited the National Auto Dealers Exchange, America's Greatest Automobile Auction, where Col. Drake, sold many of the 400 automobiles that passed before the auction block in rapid fire order. A crowd of 300 dealers were on hand and all participated in spirited bidding for the many clean, sharp late model cars.

After the sale they were joined by Mrs. Coats, and all enjoyed a Shore Dinner, after which they motored to the Newark Airport where Col. Drake, enplaned for West Peabody, where he conducts the weekly Peabody Auto Auction. Both are Past Presidents and active members of the National Auctioneers Association. While visiting the National Auto Dealers Auction, they obtained the membership of Col. Roop, in the N.A.A. Col. Roop conducts the sales weekly for the National Auto Dealers Auction.

## To Rebuild Yards

LA GRANDE, Ore.—Barney Stephens and Bob Green have announced that they will rebuild the La Grande Livestock Auction Company facilities and plan to be back in operation by April 1. Fire destroyed the local sale yard buildings on Jan. 31.

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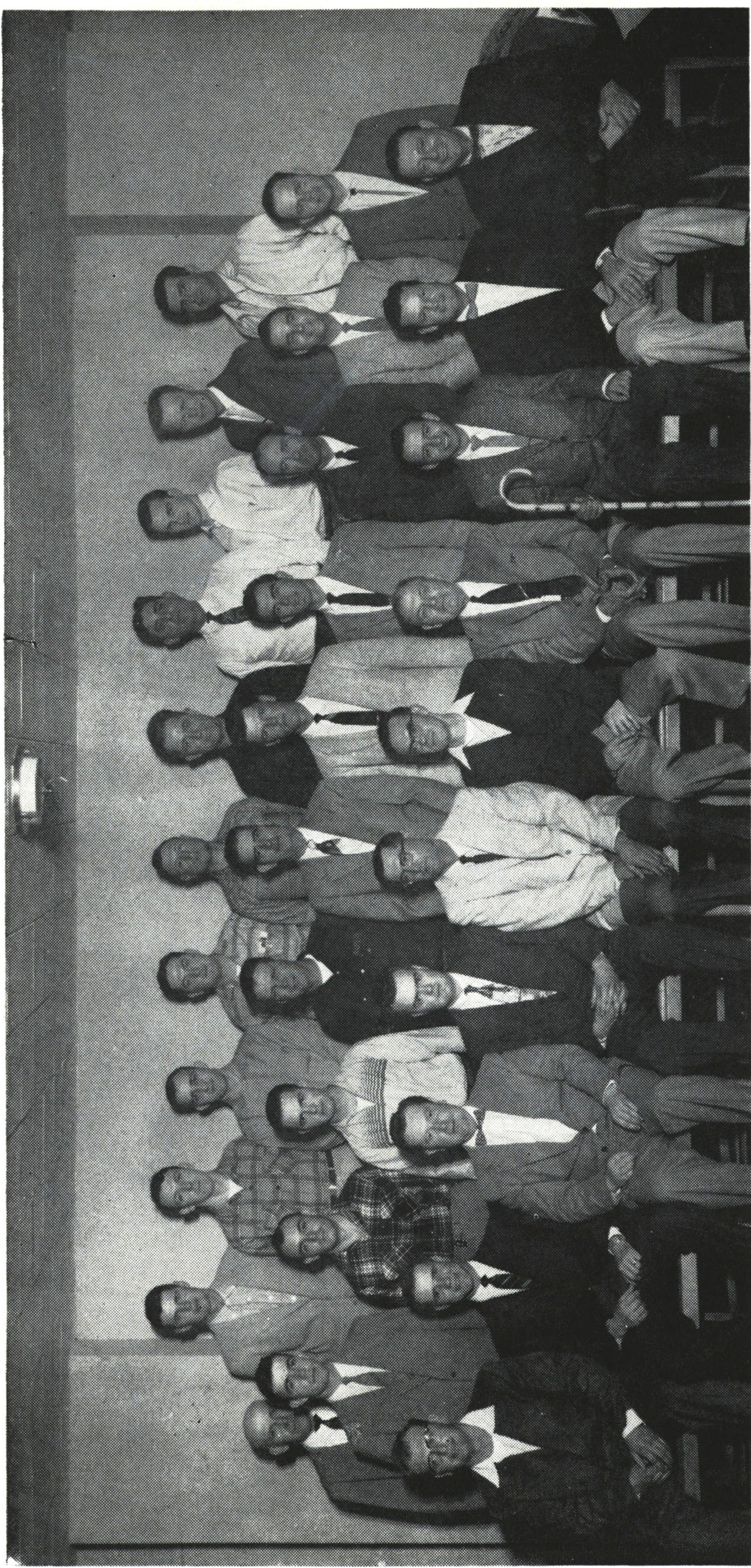
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**MISSOURI AUCTION SCHOOL, INC., Graduating Class of March, 1957. Top Row—left to right: Don Schneider, Kansas; Herbert Elliott, Missouri; Alfred Brenner, Michigan; Everett Timbers, Missouri; Bill Shelton, Texas; Joe Slabaugh, Ohio; Wes Libby, Missouri; Gary Ridgway, Ohio; Bob Johnson, North Dakota; Sid Anderson, Kentucky.**

**Middle Row—left to right: Col. Dittmann Mitchell, Instructor, Arkansas; Marion B. Lambley, Nebraska; Harold Snider, Missouri; Bill Gabriel, Missouri; Edwin L. Small, Kansas; D. M. Chapman, Ohio; Joe McCleskey, Texas; Wayne Foster, Missouri; Louis J. Riepel, Colorado; Walter B. Foster, Alabama; Col. Carman Y. Potter, Instructor, Illinois.**

**Bottom Row—left to right: Alfred Christensen, Nebraska; Kenneth Travis, Michigan; Charles Barnhill, Missouri; Robert W. Reed, Missouri; Lawrence Reed, Nevada; Terry D. Reed, Missouri; Col. C. C. John, President of the School; Tom Fugate, Oklahoma; Virgil Pelfrey, Alabama; Dudley Garver, Missouri.**



# Advertising Is Essential

By COL. B. G. COATS

To the people who have never heard of you, you do not exist, therefore, if you don't advertise and bring yourself to the fore, you are just one of the hundreds of Auctioneers that live in hopes and die in despair. Advertising plays an important part in your daily lives. You are guided by advertising in the kind of cigarettes you smoke, the clothes you wear, the automobile you own, the house you bought, the food you buy and every phase of your standard of living, is in some way directed by advertising. It is a medium through which you greet old friends, it introduces yourself and your services to new friends. It is your invitation to them to look you up when they are going to have an auction sale. If you don't advertise you don't greet and you don't invite the public to avail themselves of your services.

Advertising costs money, but you have to spend money to make money. You are now probably saying to yourself, "I can't afford to advertise," but what you really mean is that you can't afford not to advertise. I doubt if there is an Auctioneer in the United States that is interested in his business but what reads every auction sale advertisement in his local newspaper, and the first part of the advertisement that he reads is the name of the Auctioneer appearing in the advertisement. For every successful Auctioneer you will discover a program of advertising that keeps them before the public. Example: read the trade journals, livestock publications, newspapers and various kinds of periodicals. No matter how or when their names appear it is advertising and the more advertising they do the more business they do.

Now that we know what advertising will do for us as individuals, let's see what it will do for us as an Association. Let us assume that 1,000 members of the N.A.A. advertised their auction sales on the bottom of each advertisement they put "Member of the National Auctioneers Association", and it does not

cost you any more money for that additional line, there is no way in estimating the number of people that would read the auction sale advertisements, but we would be safe in saying that 1,000 public auction sale display advertisements would attract a minimum of one million readers. By adding that additional line you are letting 1,000,000 readers or more know that there is a National Auctioneers Association. You are arousing the interest of every Auctioneer that is not a member of the N.A.A. and they in turn begin to make inquiries and will want to join the Association. They will contact you for that information because through your advertisement they know that you are a member. It is the power of advertising on your part that will prompt others to do likewise. It is most inspiring to read auction sale advertisements wherein the Auctioneer proudly states at the bottom of the advertisement "Member of the National Auctioneers Association" and I read every auction sale advertisement that time permits and find that more and more Auctioneers want the public and their fellow Auctioneers to know that they are members.

I think it was General Douglas MacArthur who said, "There is no security on this earth. Only opportunity."

Our advertising affords every one of us opportunity. Every advertisement will serve a dual purpose. One, it will keep you before the public. Two, it will advertise our Association, and the ultimate results will be many new members for the N.A.A.

If every member of the N.A.A. would follow the suggestions given in every one of their display advertisements or classified advertisements for the next six months, I am of the opinion that our membership would climb rapidly and it can all be accomplished by taking advantage of the opportunity that doesn't cost us a dime. Will you all try it for the next few months and help to build our membership, help to build your own prestige. Remember advertising is es-



# IN UNITY THERE IS STRENGTH

essential if you want to enjoy a lucrative business and the more the Auctioneers grow and prosper the more our Association will progress. Let's go forward in the next few months with unflagging interest and our results will be as

fascinating as a romance.

I now take leave with a thousand thanks for your readership, and that these few words will inspire you to greater effort as something more than mere vaporings of the imagination.

Dear Sir:

Have just finished reading the March issue of "The Auctioneer", and really enjoyed Col. Lou Winter's article on "Sound Advice for the New Auctioneer." I think this should apply to the old ones as well. I know, in fact, that there are men in the auction business who stay drunk, lie, cheat, and steal and I think if we have anyone in this association like this he should get out of the auction business.

A "cut-rate" auctioneer is just as bad. I would like to speak of an incident that happened to me one time. A gentleman in my home town had some business property for sale and we tried to get the sale. He employed another company at a much cheaper rate than we were asking. I saw him a day or so later and asked him how his property sold. He told me he didn't sell any of it. He said he would never have another auction sale and he also told me that the auctioneer was the worst one he had ever seen or heard. It seems that the other party didn't even try to sell his property. I asked him why he didn't give me the sale and he said, "I wish to God I had." So you see what I mean by a "cut-rate" auctioneer. You get just what you pay for.

If I have to under-sell the standards of the profession I will quit and never sell again. I think that we all should go forward instead of backwards. Yesterday is already gone so let's think of tomorrow.

I think that every auctioneer should join the National Auctioneer Association and attend at least one convention. I will assure you that it will be worth your time and

money and you will leave more educated and a better auctioneer. I would advise any auctioneer to take a course in human relationship or the Dale Carnegie Course, for it will be a great help to you. If you have a masters degree or not, it will really help you, for after all, the people make your living for you. You should be able to understand them and talk their language. If you understand this, you will be a better and more-understanding auctioneer. After all that is what they want; their language spoken to them. Most of all be sure you know what you are selling and do not misrepresent it. Bring out the bad points as well as the good points. The seller and the buyer both will love you for it. But at all times keep a cool head and don't lose your temper.

I was graduated from Nelson's Auction School and there is one thing he taught that we should never forget and that is to be honest and have respect for our fellow men.

I also read about fellow auctioneers having to pay high license fees in cities and states across this great country of ours. It cuts my heart deep to think that city aldermen and State Legislators put such license fees on auctioneers. I guess they don't realize that an auctioneer has to make a living as well as they. I think they are asleep and should be woke up. But how are we going to do it? I trust that I have said something that will help the new and the old auctioneer to be a better auctioneer.

Best wishes for the coming year.

E. H. Lawson  
Kingsport, Tenn.



## 25 YEARS AGO

(From the Drovers Journal Files)

A farm of 161.50 acres owned by Saddler & Geiger near Bloomington, Ill., sold at public auction at the courthouse to E. L. Slater for \$109 an acre or \$17,603.50.

\* \* \*

A span of mules sold for \$292 and horses brought from \$12.50 to \$100 at the sale of James Youck, Van Horne, Iowa. Cows brought from \$30 to \$58. Corn brought 30 cents a bushel and hay sold for \$10 a ton.

\* \* \*

A large offering of 59 Hampshire bred sows auctioned at Sheffield, Ill., by Lambert Bros., made an average of \$26. The top was \$50.

\* \* \*

Twenty-five hundred persons attended the farm sale of Gaye L. Andrews, Rowley, Iowa. Horses sold for \$101, \$84, \$68, and \$54; 3-year-old colts brought \$63 and \$54. Twenty-five hundred bushels of corn sold at 49½ cents to 34 cents.

\* \* \*

A team of 4-year-old farm chunks weighing 1,400 pounds brought \$234 at the E. R. Dodson's sale of South Dakota horses at Stanwood, Iowa.

\* \* \*

Sixty acres of blue grass pasture and 75 acres of stalk pasture sold for \$15 at the closing sale of Charles W. Roush,

Columbus Junction, Iowa. Three thousand and bushels of corn sold at 30½ cents and 31 cents a bushel; horses brought from \$20 to \$70 a head, and one team sold for \$100.

\* \* \*

An average of \$63 was realized at the sale of 42 Duroc-bred sows held at Wilson, Ill., by Edellyn Farms. The top was \$155. A few boars averaged \$50.

\* \* \*

Three farms of the B. M. Kuhn estate near Annawan, Ill., sold at public auction, with more than 800 acres going for a total of more than \$100,000. A representative for an insurance company purchased a 302 acre tract for \$124 an acre. J. O. Morissery of Bloomington purchased the other two tracts, paying \$142.50 for a 320 acre farm and \$124 for a 240 acre tract.

## 'Realtor'

The term Realtor has been registered as the trademark of the National Association of Real Estate Boards in the U. S. Patent Office. It may be used only by active members of NAREB and is not synonymous with real estate dealer.

Things are tough all over — in Indiana the justices of peace are going to adopt a code of ethics.

**NOW YOU CAN AFFORD TO TAG YOUR FURNITURE,  
PRODUCE, POULTRY AND EGGS.**

**Protect Your Customers As Well As Yourself**

**No. 5 Manilla Tags with 12" Strings Attached—  
Perforated and Numerically Numbered**

**6000 Tags Per Case . . . . . \$12.00**

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**Please Send Check With Order**

**Satisfaction Guaranteed**

**THE CLEARING HOUSE AUCTION**

**3084 Massillon Rd.**

**Akron 12, Ohio**



# Missouri's Dugan Firm Conducts Large Building Sale

On February 6 and 7, Col. M. R. Dugan of the Dugan Auction Company, Springfield, Mo., sold 228 buildings in St. Louis, Mo. These buildings were in the path of the new Daniel Boone Expressway to be built soon and therefore all of them had to be moved.

A member of the National Auctioneers Association, Col. Dugan is the fifth generation of his family to engage in the Auction profession. He graduated from the American Auction College, Kansas City, Mo., in 1936 and started his career as a successful auctioneer by selling mules in Southwest Missouri and Northwest Arkansas. He now handles auctions of all types.

Following is a reprint of an article in the St. Louis Post-Dispatch covering the first day of the above mentioned sale:

## **Houses in Path of Highway Sell At Rate of One Every 5 Minutes**

Buying was brisk today as an auction began of houses in the West End which must be removed to make way for the Daniel Boone Expressway. The houses were falling under the auctioneer's hammer at the rate of one every five minutes.

Although sales were being made quickly, there appeared little competition among bidders as the auction began in the 7000 block of West Park avenue. The crowd of 150 persons, who stood on soggy lawns and overflowed into the street as the auctioneer moved from porch to porch with his sales talk, included many curiosity seekers.

The first house sold was a one-story brick residence at 7056 West Park. It went for \$550 to a man who lives in Richmond Heights. The concrete-block garage for the home brought \$50 and a wooden fence was knocked down for \$1.

The highest prices bid for the first homes sold was \$800. A one-and-one-half story brick structure brought only \$150. One sold for only \$40.

A family in one home was in the



**Col. M. R. Dugan**

process of moving when the auctioneer arrived. All other structures in the block were vacant except for one house which had a sign on the front door saying: "This House Still Occupied—Keep Out."

The M. R. Dugan Auction Co. of Springfield, Mo., which is conducting the sale for the Cleveland Wrecking Co. of Cincinnati, expects to sell 60 buildings in a day, including 54 homes, four apartment buildings, one duplex and one garage.

Today's sales will also take in homes on the 7000 block of Wise avenue, 7000 block of Berthold avenue, the 1100 and 1200 blocks of McCausland avenue and the 1100 block of Blendon place, all near the Richmond Heights boundary line with the city.

In all, 228 buildings are to be sold at auction to clear the way for the Expressway. Purchasers must demolish or move them within 60 days from the date of purchase. The structures were



acquired from the owners, by negotiation or condemnation, at prices considerably higher than those paid at the auction sale.

## Modern Auction Yard Opened On Mar. 7

YUMA, Ariz.—One of the largest and most modern livestock auction yards in the far west, the Yuma Valley Livestock Auction, is now being completed here.

Nearing completion is a 130-foot building which will contain offices, restaurant and a lobby. The building is of adobe construction with a Spanish tile roof. The entire auction ring and buildings will be completely air-conditioned.

### Equipment Described

The auction ring measures 50 by 60 feet. All gates leading in and out of the ring will be electrically operated. Cattle will be weighed on a scale opposite the ring and as each draft is weighed, the weight of the animals will be shown in electric lights in front of the auctioneer's post.

John Ross, young livestock man from Phoenix, is president and general manager of the auction. He said that about 2,000 stockers, feeders and fat cattle are expected for the initial sale, March 7.

Ross said there is a great need for a livestock auction sale in that part of the country. He pointed out that there are nearly 100 feedlots in the Yuma area that handle up to 5,000 cattle. The rapid growth of the areas as a farming and livestock section prompted him to install the auction yards here.

### California Also Served

Ross said the auction will also serve the livestock industry of California's Imperial valley. He plans to handle large numbers of stocker and feeder cattle as well as slaughter stock.

Plans call for continued expansion of the yards. There are approximately 100 holding pens now and a feed yard will be constructed in the future. In addition to truck chutes, the yards also have two rail spurs for the shipping of cattle. All water used at the yards is from newly drilled wells.

## Indiana Membership On The Move

By COL. GEO. W. SKINNER, Secretary  
Indiana Auctioneers Association

Interest in our State Association is running high. Beginning with a great State Convention early in January, in which attendance was cut by bad weather, auctioneers throughout the state have continued to keep mail coming to our office. In February, we sent a postcard to everyone on our mailing list, reminding them that a new year was beginning and it was time to either renew or become members of our State Auctioneers Association. Response was very good, in fact in the first 17 days we had increased our membership 16.7%.

Below is a sample of some of the good expressions we have been receiving:

Dear Sir:

I received your card about the 1957 dues to Indiana Auctioneers Association. Enclosed you will find a check for \$5.00 for the dues. I was unable to attend the State Convention.

Sincerely yours

Col. James A. Benson,  
Corydon, Ind.

\* \* \*

Dear Sir:

I am very proud to be a member of the Association.

Col. William Sanford,  
Columbus, Ind.

All of which is an indication that many, many auctioneers would like to become members of their State and National Auctioneers Associations — but they like to be invited.

---

### REASSURANCE

Our underwater correspondent reports he observed a baby sardine happily swimming with his mother when he saw his first submarine.

Shaken with fright, he quickly swam to his mother's side.

"Don't worry, honey," assured his mama, "it's just a can of people."



# THE HARRY S.

*To: National*

You have joined with others in making possible the construction, in the State of Missouri, of the records of Harry S. Truman, Thirty-second President of the United States, Chief Executive during nearly eight years, including an important and substantial part of the period will be made available for study in the United States.

The Trustees of the Harry S. Truman Library Association sincerely for your contribution, and are grateful to the Corporation.

DATED THIS third DAY OF

The above is a reproduction of the Certificate received from the proceeds of the sale at Auction of the Truman Library.



# TRUMAN LIBRARY

## *Auctioneers Ass'n. Convention*

other patriotic and public spirited Americans to make  
of Missouri, of a building to preserve the papers and  
second President of the United States, who served as  
critical years in the history of our Nation. In that build-  
of the precious historical evidence of this momentous  
y and evaluation, for the benefit of the people of the

Harry S. Truman Library, Inc., therefore, thank you  
e pleased to enter your name upon the records of the

*Basil O'Connor*

PRESIDENT

October, 1956 AT THE OFFICE OF THE CORPORATION, WASHINGTON, D. C.

from the Truman Library Corporation in appreciation of the receipt of the pro-  
Memoirs at the 1956 National Auctioneers Convention, Kansas City, Mo.



# Col. N. G. Kraschel, Famed Livestock Auctioneer Dies

**Editor's Note:** We are reprinting from **THE DES MOINES (IOWA) REGISTER** the following account of the life of Col. N. G. Kraschel, one of the great livestock auctioneers of all time as well as a former Governor of Iowa. Col. Kraschel's fame as an auctioneer came through the selling of Shorthorn cattle when that breed was enjoying its most successful period. Many of our older members have been associated on the same sales as Col. Kraschel, others have visited his sales and there is no doubt that any auctioneer who watched him work received a great lesson in auction salesmanship. We thank Col. Hugh McGuire, Holstein, Iowa, for furnishing us with the following story.

\* \* \*

HARLAN, Iowa—Nelson G. Kraschel, 67, Democratic governor of Iowa from 1937 to 1939, died March 15 at his home here. He had been ailing for several years.

He had been in and out of an Omaha hospital recently for several weeks.

Mr. Kraschel was the last Democratic governor of the state until Herschel C. Loveless, the present chief executive was elected last Nov. 6.

Big, tall, handsome, he looked like a bank president, earned more and dressed better than many of the most prominent financiers, and was one of the best known livestock auctioneers in the United States.

After he left the governor's office in 1939, he was general agent for the Farm Credit Administration in Omaha, Neb., until the post was abolished. He returned to auctioneering and the overseeing of farms he owned and the stocking of the farms with cattle.

## Born on Farm

He was born on a farm near Macon, Ill., Oct. 27, 1889. His father, a German livestock farmer, lost his health before Nels was 18. Kraschel managed his father's farm for three years, when the

farm was sold and his parents moved to town.

He studied public speaking as preparation for the career of livestock auctioneer, which he followed from the time he was 21 until he became governor.

He drove 12 miles to Macon to take his daily lessons from an instructor in elocution who affected a wide-brimmed panama hat and linen duster, rode a bicycle and carried an umbrella.

## Governor 2 Years

Kraschel was governor from 1937 to 1939, after having been lieutenant governor from 1933 to 1937. He was the last survivor of the greatest trio of Democratic campaigners that ever stumped the state together.

In the 1932 campaign, Louis Murphy of Dubuque, candidate for United States senator, and Clyde L. Herring of Des Moines, candidate for governor, and Kraschel, candidate for lieutenant governor, effectively covered Iowa as a team.

Kraschel's original ambition was to go to the senate. He ran against Murphy in the 1932 Democratic senatorial primary, but Murphy was an easy winner on his platform of "I am against prohibition."

He ran again in the Democratic senatorial primary of 1950, in which he got a late start, and finished second to Albert J. Loveland of Janesville.

## 1932 Ticket

He got on the 1932 Democratic ticket through convention nomination to replace Francis G. Cutler of Boone who withdrew after receiving the nomination in the primary.

Kraschel was one of Iowa's most outspoken governors, who got into trouble and out of it through standing stubbornly by his guns and facing criticism from members of his own party with a smile and without quibbling.

## To Iowa

In 1910 Kraschel went to Harlan, choosing it as a location because, at



## IN UNITY THERE IS STRENGTH

the time, Shelby county was the leading livestock county in the United States.

He conducted sales in 26 states and two provinces of Canada, selling more than 50 million dollars worth of agricultural property. Several animals that passed ownership under his hammer brought more than \$10,000.

He and Mrs. Kraschel, who was Agnes Johnson of Harlan, had three sons. The two youngest, Dick and James, were killed in World War II.

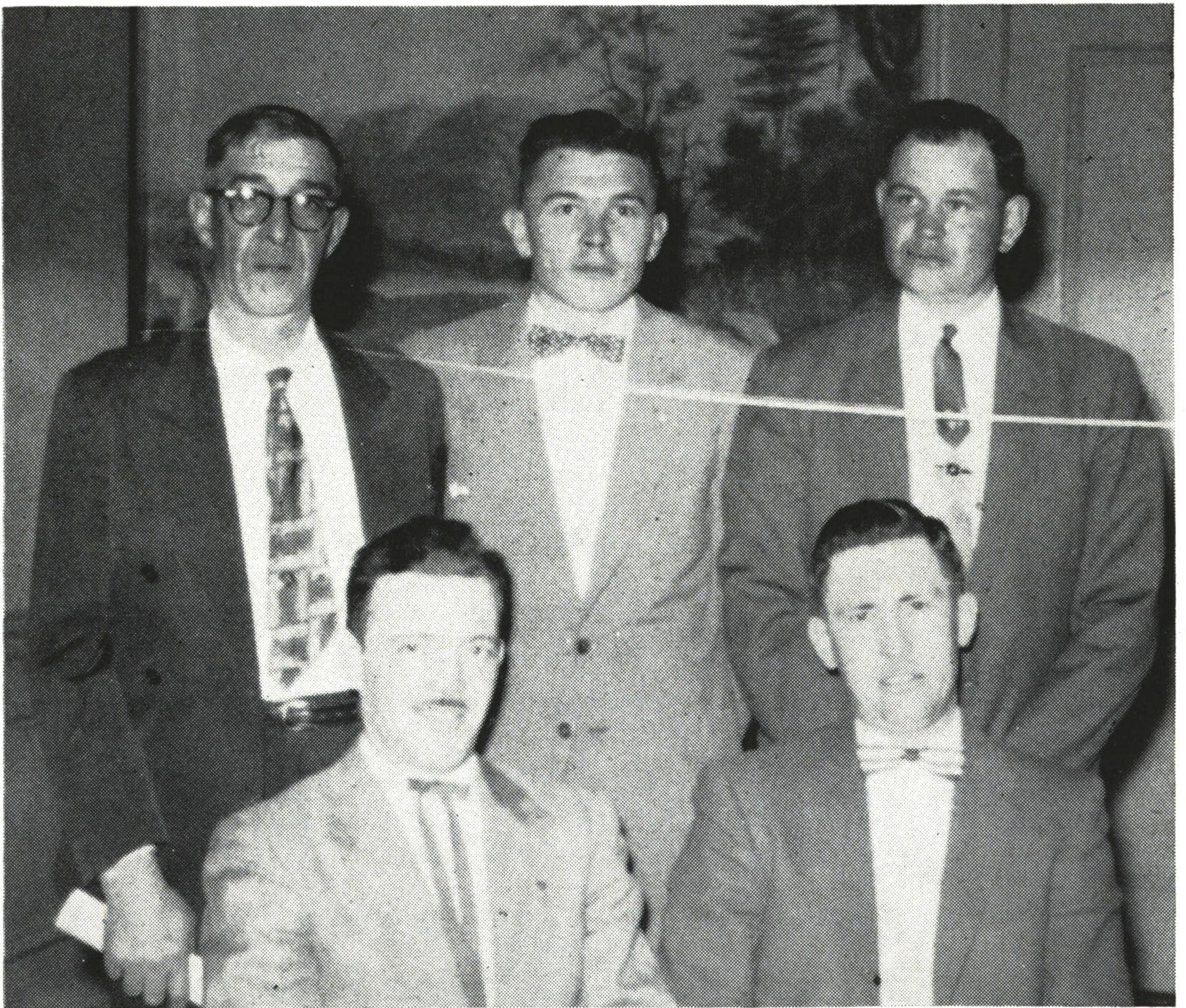
The oldest son, Frederick, who had a

distinguished World War II career, lives in Omaha, where he is factory representative for a Michigan manufacturer of warehouse conveyors.

Farmer's Wife: "Is this the druggist speaking?"

"Yes, ma'am."

"Well, be sure to write plain on them bottles which is for the horse and which is for my husband. I don't want nothing to happen to that horse before spring plowin'."



Newly elected officers of the Michigan Auctioneers Association at their meeting held at the Olds Hotel in Lansing, March 17. Standing, left to right: Col. Stanley Bates, Whitmore Lake, Director; Col. Wm. O. Coats, Union City, President; Col. Burnell Sharp, Osseo, Director. Seated: Col. Fred W. Smiley, Saginaw, Vice-President; and Col. Garth Wilber, Bronson, Secretary-Treasurer. Stanley Perkins, the third Director elected for the three year term, was not present for the picture. All these gentlemen are hard at work in preparation for the coming National Convention at the same location, July 18-20.



## Bits Of Thought

By R. C. Foland, Real Estate Auctioneer, Noblesville, Indiana

What is an Auction? Seems a simple question, doesn't it? If you were to go about asking this question of people, it would seem almost silly. Even so, a class of students in a well known auction school were asked to write down the definition of "an auction" and only about 20% of them got it correct. To define the term is not so easy.

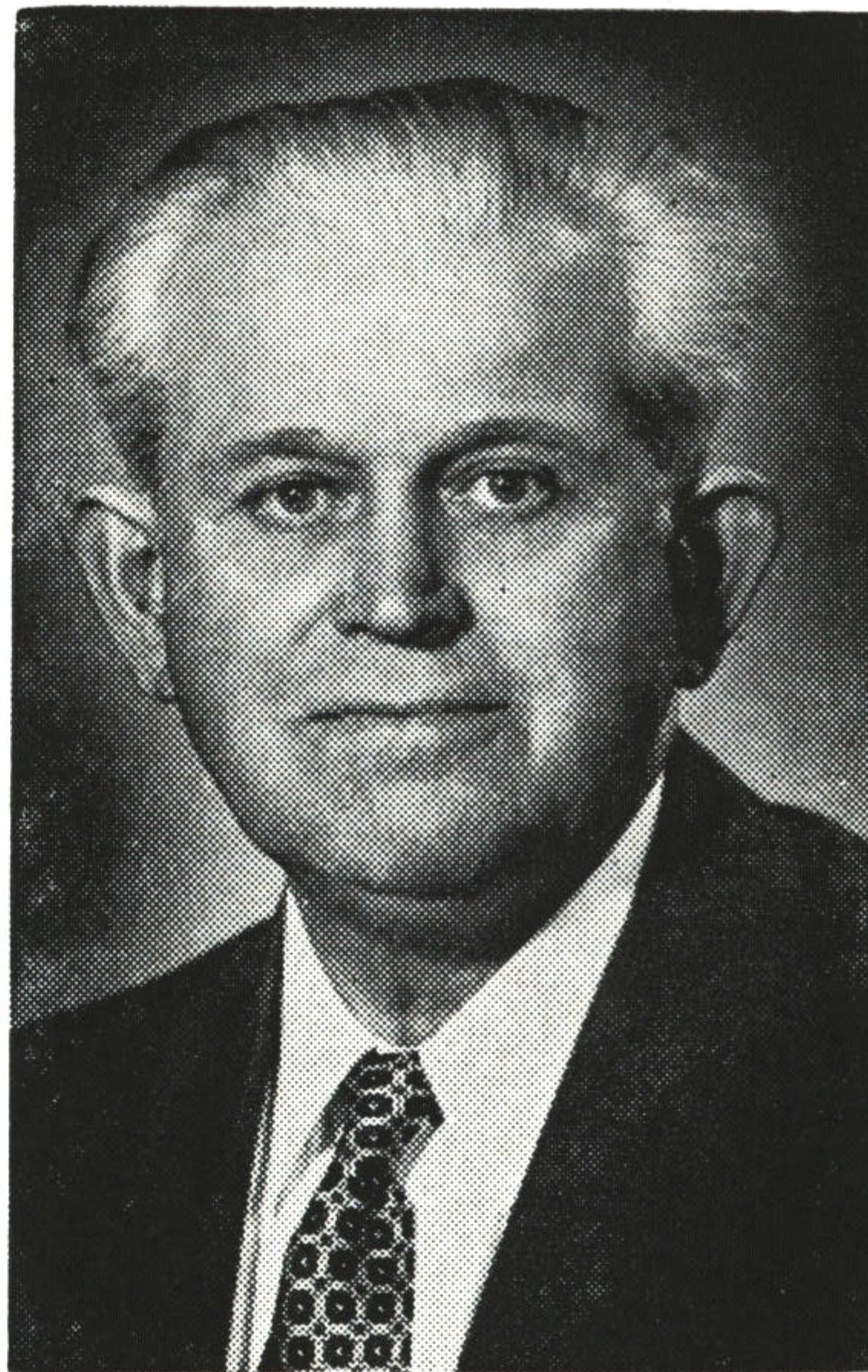
Perhaps about the simplest definition would be, "an auction is a public sale to the highest bidder." What is a sale? Is it not the transfer of title of property from one to another? Simple isn't it? The natural and logical conclusion is that if there is no sale, there is no auction.

A true auction is, therefor, a condition wherein property is not only offered for sale but actually sold to the highest bidder. If such is a true unadulterated auction, then it would logically follow that a true "pure bred" auctioneer is an auctioneer who believes and practices auctioneering on a genuine and absolute basis.

What is a "crackpot" or a "screw ball" auctioneer? In my judgment, we would hardly be justified in saying that all auctioneers who practice the profession with fictitious, unscrupulous, by-bidding and other forms of reservation are all "screw balls" or "crackpots." It might be said that they weaken the faith of the public and admit that they are not clever enough to practice the business on a genuine basis.

My observation, based on long years of practice and devotion to the auction business, is that the business has been retarded by some form of fictitious deception.

I venture to say that if you ask the readers of this magazine, whom I consider the top flight auctioneers of America, one by one, if he believes a genuine auction is a condition wherein property, real or personal, is surrendered to the public, his answer will be in the affirmative. In order to provoke the auction business and place it on a high moral and ethical standard, give us



Col. R. C. Foland

more auctioneers with sincere and firm convictions that sales should be held honorable, open and above board.

Give us auctioneers who have sufficient faith in their selling ability to believe they can sell on the merit of the property, the judgment of the public and clean salesmanship.

---

## Sheepmen Told Ram Is 90% of the Flock

KEIZER, Ore. — Sheepmen were recently told that the ram is 80-90% of the flock. Dr. Claire Terrill, head of the USDA sheep-goat and fiber section, Beltsville, Md., said the theory "a ram is half the flock" likely is figuring too low.

Dr. Terrill, speaking to the Marion County Sheep Improvement Assn. here, said growers could double production of most sheep by careful records and selection.

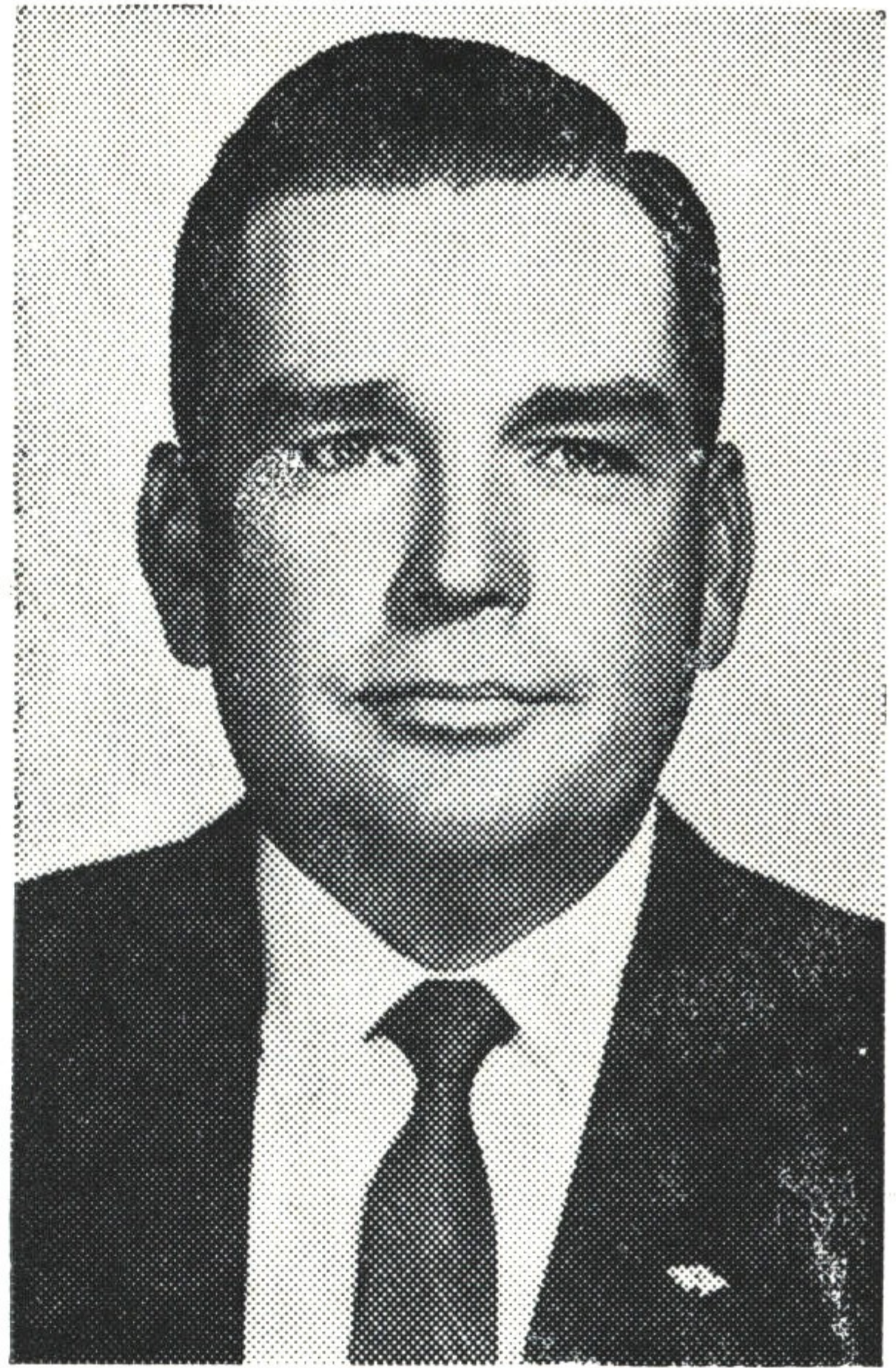


## President Of Texas Livestock Auction Assoc. Joins N.A.A.

By JIM KIRKEMINDE

Cecil Ward, co-owner of the Gainesville Livestock Auction Market, Gainesville, Texas and president of the Texas Livestock Auction and Commission Sales Association is a recent new member of the National Auctioneers Association.

Col. Ward is a native son of the great state of Texas and a veteran of World War II. He started his auction career by conducting a circuit of automobile auctions, later transferring to a circuit of livestock auction and at present most of his time is required at the livestock auction in Gainesville. In addition, Cecil is an energetic and non-partial worker for the betterment of livestock auctions on a nationwide scale. There is little doubt that he has furnished as much of his own time and gasoline for the benefit of all livestock auction markets as any other one man. At present he is secretary-treasurer of the American-National Livestock Auction Association.



Col. Cecil M. Ward

Cecil Ward is doing an outstanding job for the State of Texas, the United States of America and the auction profession as well.

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

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



## IN UNITY THERE IS STRENGTH



Col. Sam Lyons, prominently known member of the NAA from Indiana, Pa., is shown here as he is about to sell the Elks Building in that city. As Sam puts it, he is talking to the prospective buyer like an Irish uncle. The building sold for \$58,250 which was considerably above pre-sale estimates.



Here the buyer gives his deposit check of \$5,000 to Col. Sam Lyons after being declared the buyer of the Elks Building, Indiana, Pa. Reading from left to right in the picture are: Murray Buterbaugh, Attorney for the sellers; Col. C. E. Stoner; Col. Sam Lyons, Mr. Brody, the purchaser; and Bill Pierce, Attorney for the purchaser. The gentleman looking between Col. Lyons and Mr. Brody is Col. Wylie Rittenhouse, NAA member of Vanderbilt, Pa.



## IN UNITY THERE IS STRENGTH

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Col. C. E. Stoner (with Box) holds up the turkey being given away while Col. Lyons (right) reads the name of the winner. Five turkeys were given away.



"I like the Real Estate end of the Auction profession, says Col. Lyons, adding that he has sold 21 pieces at Auction since the Kansas City Convention. Above is a picture of Hotel Brown in Indiana, which he will sell on April 3. This building is expected to bring in the neighborhood of \$50,000.



## Clippings By Nelson

NOTHING ANNOYS PEOPLE MORE THAN PEOPLE! Not what they do, but what they say.

These are Dr. Hulsey Cason's findings:

An untidy home is less upsetting than a person trying to be funny who isn't.

Off-color stories cause more irritation than radio static.

Clashing colors in one's dress are less annoying than over-use of slang in one's conversation.



Col. E. T. Nelson

Dirty apparel stirs up less resentment than being forced to listen to idle gossip.

Being interrupted in mid-speech is more irritating than unpressed garments.

A dirty collar or a soiled shirt causes less avoidance reaction than a dictatorial manner of speech.

A woman's sagging skirt is less irksome than her constant use of pet words or phrases, such as "Swell" and "See what I mean?"

A birthmark causes less discomfort to others than such words as "ain't" and such silly questions as "Is that you?"

Being nagged to something we don't want to do, bothers us more than a missing front tooth in the mouth of the nagger.

A man's dirty face is sooner forgotten than his tendency to BOAST.

CHARLES F. KETTERING ONCE SAID, "A man must have a certain amount of **intelligent** ignorance to get anywhere with **progressive** things."

Perhaps that's why a SCHOOLTEACHER invented the COTTON GIN. A janitor made the first **microscope**. A COAL MINER invented the LOCOMOTIVE. A PORTRAIT PAINTER invented the TELEGRAPH.

\* \* \*

There is a sign in the window of a RESTAURANT which says, "PLEASE BE KIND TO OUR WAITRESSES — CUSTOMERS we can get."

Where will the National Auctioneers' Convention be held this summer . . . We know it's in Michigan . . . but I've missed the name of the CITY so far . . . Hope it's near Detroit, so I can go out to the Ford museum, again. It takes a week to go thru it . . . carefully.

Will be looking forward to seeing a lot of you folks again, THERE!

Col. E. T. Nelson.

## \$16,400 In Stamps

One of the highest prices paid at a stamp auction for a single item was realized during the sale of the airpost collection of the late Dr. Charles C. Lieb, Professor of Pharmacology at Columbia University.

The item was a block of four stamps from the upper right corner of the Newfoundland 1927 De Pinedo 60-cent black, with sheet margin, in its original gum state. It is one of two known similar blocks, and brought \$16,500.

The Newfoundland portion of the sale, yielded more than \$25,000. The first day of the sale, \$30,000 was realized. The Lieb collection is considered one of the finest in existence. Collectors and dealers from every part of the country attended the sale, many representing purchasers from abroad.

## Fair Enough

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

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

Traffic Cop: "Well, you'll get your hearing in the morning."



# AUCTIONEERING

Auctioneering is something more than merely calling bids and making impressions from it. It is a power to accomplish an objective.

A tangible confirmation of this basic fact was an experience not long ago when an International organization, having a sizable job of selling, asked, *"Would you be interested in knowing why this business was placed with you?"*

To the interest manifested, the response was *"Because you grasped a better understanding and had a fuller appreciation of what we were trying to accomplish, and are not viewing it merely as a job of bid calling."*

This underlying thought is what motivates us in what we do and hope to do for you.

## B. G. COATS

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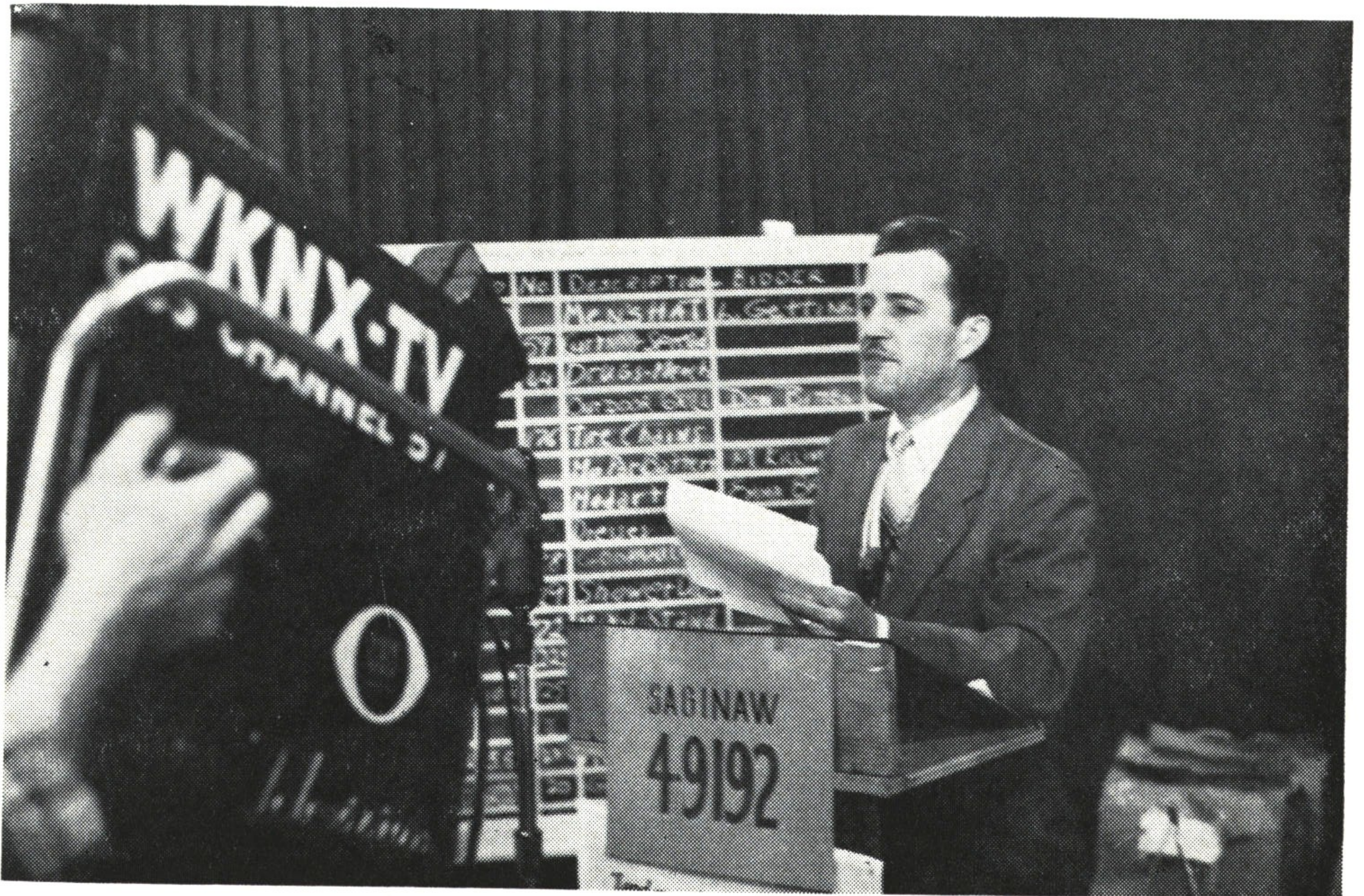
*"New Jersey Auctioneers Association"*

*Reference: Long Branch Trust Company*

*Long Branch, New Jersey*



# IN UNITY THERE IS STRENGTH



Above is a portion of the telephone operators kept busy receiving bids while Col. Fred Smiley (below) conducts the Second Annual TV Auction for the benefit of the Polio Foundation. See story on opposite page.



## Second TV Auction Realizes \$4,000.00

By COL. FRED W. SMILEY

The members of the Junior Chamber of Commerce of Saginaw, have just concluded their second annual Television Auction for Polio funds. The program was a seven evening schedule, one to one and one-half hours each evening, or approximately a total of ten hours. A total of \$4,000.00 was realized to donate to the Polio Foundation. The television time was again donated by station owners of WKNX-TV. The merchandise was donated by generous merchants and business people of the Saginaw Valley area. The co-operation of the viewing audience was wonderful, and the program created such a terrific interest that competitive TV stations found it necessary to bring in special movie films in an attempt to compete with the program and recapture a part of their viewing audience. Several business interests also are considering the program, on a promotional basis. Which further proves that auctions are interesting, as well as amusing and educational.

Much more could be said regarding the possibilities for an Auctioneer in giving of his time and efforts for such a worthy cause, and at the same time

having the opportunity of promoting the Auction Profession and the National Auctioneers Association as well. Also, as a means of advertising, I know of none better at this time. Consider, if you will, an audience of 150,000 or more persons, attending an Auction Sale in their own living room or home.

At this moment I can't help but think of the Box Social, in the little country schools of yesterday, and how near it brought the local Auctioneer to those folks, in his own or neighboring communities. Then compare the likeness of both. The Television Auction is just a continuation of all the Box Socials in the little country schools, only magnified a thousand fold. Surely, I have much to be grateful for, to those older Auctioneers, and those who have gone on before me, who gave of their time and labors so generously, to promote the Auction Profession. Indeed, I am thankful for the opportunity of serving in my own small way, and hope that the Auction Profession and all members of the National and Michigan Auctioneers Associations will benefit in some manner.

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### Catastrophe

"Dad, I see they've published a new dictionary containing 5,000 extra words."

"Great Scott! For heaven's sake don't tell your mother!"

## MISSING?

**THE AUCTIONEER cannot follow you if your new address is missing from our files. If you plan to move soon, send your change of address today!**



## BOOSTERS FOR "THE AUCTIONEER"

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

### ALABAMA

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### PENNSYLVANIA

Col. Tom D. Berry—West Newton  
Col. Q. B. Chaffee & Son—Towanda  
Col. P. A. Engelmeier—Pittsburgh  
Col. Jacob A. Gilbert—Wrightsville  
Col. Sam Lyons—Saltsburg  
Col. R. E. Parke—Greensburg  
Col. Oliver M. Wright—Wexford

### SOUTH DAKOTA

Black Hills Auction School—Sturgis

### TENNESSEE

Col. Clive Anderson—Nashville  
Col. L. B. Fuqua—Nashville  
Col. J. Robert Hood—Lawrenceburg  
Col. H. C. "Red" Jessee—Morristown

### TEXAS

Col. Kenneth Bozeman—Lubbock  
Col. Don Estes—San Angelo  
Col. Tommie Jeffreys—Andrews  
Col. Lyle Sweet—San Antonio  
Col. W. J. Wendelin—Henderson

### VIRGINIA

Col. W. F. Artrip, Jr.—Winchester

### WEST VIRGINIA

Col. H. C. Staats—Charleston

### WISCONSIN

Col. Fred C. Gerlach—Brookfield  
Col. Vince Hanson—Manitowoc  
Col. W. C. Heise—Oconto  
Col. Don Lloyd, Oshkosh

### WYOMING

Col. Wm. M. Leibee—Buffalo  
Col. Dale Shelton, Jr.—Sheridan

### ELSEWHERE

The Ladies Auxiliary to the  
National Auctioneers Association

### QUEBEC

Col. Art. Bennett—Sawyerville

### TERRITORY OF HAWAII

Col. Louis L. Stambler—Honolulu

# HELP FILL THIS PAGE



## Scranton, Pa., Man Affiliates With NAA

By COL. WAYNE R. POSTEN, Pres.,  
Pennsylvania Auctioneers Association

It is with pleasure that I enclose the Membership application card and check covering the same, also for a letter head emblem, for Col. Foster C. Hendrickson of 414 Willow Street, Scranton, Pennsylvania.

The entrance of Col. Hendrickson into the Pennsylvania auctioneering field marks the revival of the practice of auctioneering in Scranton which is Pennsylvania's fourth largest city with a population of 125,000.

Despite the fact that Scranton, forty years ago, boasted a flourishing auction business under the leadership of a somewhat colorful and spectacular individual, Col. Cummings, it seems that interest in auctions and auction methods died in this area with the passing of this highly respected individual.

Of course, auctions were conducted now and then when the demand came; but always by auctioneers coming from some adjoining county or state.

Your writer was called to this city quite a number of times during the years when the services of an auctioneer were required, but being already quite busy in our own area, we lacked the time required to properly develop auction in this city and county.

Quite often we suggested this area to young auctioneers trying to get established but all seemed to feel for one reason or another, the tack was not for them.

Our efforts were not in vain, however, as about two years ago Col. Edward Von Bergen opened his auction galleries at Chinchilla Pennsylvania, in Lackawanna county but still leaving the city of Scranton without a resident auctioneer.

Col. Von Bergen, now an active member of our State and National Associations, has already established an auction business and reputation in his county of which we have reason to be proud. Now the coming of Col. Hendrickson as the only city resident auctioneer of Scranton, marks another forward step

in development of auction methods in one of our state's larger counties.

Col. Hendrickson, who has taken as his business slogan, "Foster the Friendly Auctioneer" has long been a resident of his county. A leader in church and charitable work he has been active as a Scout Leader in his county for some years past. He also owns and operates the Foster Printery on Sanderson Avenue, Scranton.

February 11, he assisted at a large auction liquidation of Restaurant Fixtures and Supplies of the Blue Lantern Tea Room, Wyoming Avenue, Scranton, and reports numerous bookings for the coming spring and summer.

I am pleased to state he has already advised me of his plans to be with us at the coming **National Convention in Michigan** which to my mind is a **must** on the calendar of progressive auctioneers.

## Newcomer Heads Brangus Breeders

VINITA, Okla.—Floyd E. Newcomer of the Yuma Valley Cattle Co., Yuma, Ariz., is the new president of the American Brangus Breeders' Assn., which headquarters here. Newcomer was elected a few days ago at the annual meeting in San Antonio, Texas. His firm is one of the foremost western breeders of Brangus cattle.

Owen Womack, Menard, Texas, was named vice president, and Ed Schock, Kansas City, Mo., secretary-treasurer.

Jesse L. Dowdy, Vinita, is executive secretary.

Directors include L. L. Clymer, Marion, Ohio; Jack Boote, Worthington, Minn.; Schock; Lewis Reinhart, Stuttgart, Ark.; Bruce Dawson, Attlee, Alta., Canada; Womack; and J. R. Canning, Eden, Texas.

Members at the meeting were enthusiastic over rapid increases in number of Brangus, as well as their spread throughout this country and into Canada and Mexico.

Habits are either bobbers or sinkers, cork or lead. They hold you up or hold you down.



## Max Baer Auctions March of Dimes Bull

RED BLUFF, Calif.—Max Baer, former title-holder of the heavyweight world fistic crown, proved to a rafter-hanging crowd of more than 2,000 that he had a heart as big as the March of Dimes bull he was auctioning here Feb. 9.

The former champ clowned and cajoled the capacity crowd into donating \$9,100 on RP Eleation, the Hereford bull donated by A. K. & R. K. Humphries, Rancho Paraiso, Concord.

This colorful event — that precedes the Hereford auction on the last day of the 3-day annual Red Bluff Bull Sale — has had an impressive list of guest auctioneers. But almost to a man the crowd agreed that no one could touch the giant pugilist when it came to tugging the heartstrings and opening the pocketbooks of the assemblage. The money donated

to the March of Dimes at this year's event nearly tripled last year's donations.

Once again, after some 50 "purchasers" had made their donations, final closing bid on the bull was turned in by Mr. and Mrs. Charles Stover at \$1,250.

Baer had plenty of help from an heroic little 5-year-old lass in leg-braces, Linda Lou — polio-victim who was stricken less than a year ago. Her recovery has been made possible by March of Dimes donations.

The most furious letter I ever read was shown to me by an airline executive. Written by a Japanese whose luggage was misplaced, it went: "Mr. Baggage Man, United States of Los Angeles, Gentlemen, Dear Sir: I dam seldom where suitcase are. She no fly. You no more fit a baggage master than for crysake out loud. That's all I hope. What the matter you?"

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**NATIONAL AUCTIONEERS ASSOCIATION**

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Frankfort, Ind.



# Don't Be A Knocker

By COL. B. G. COATS

The subject of this short article is the result of an auction sale that I could not take because of a previous sale. Being in a hurry to dispose of her personal property she engaged an Auctioneer far distant from her domicile.

About two weeks subsequent to her sale she stopped in the office to see me and immediately began degrading the Auctioneer. There just wasn't anything good that she could say about him or the efforts he put forth in her behalf. After listening to her bat the breeze until such time as I thought she had exhausted her vocabulary, I said, "Lady I am very glad that a previous commitment prevented me from conducting your sale. Had I been able to serve you, you would no doubt be lambasting me to others just as you are the Auctioneer that you engaged. He no doubt did the best he could for you but to some people the best is never good enough and apparently no matter what the results of your sale was, no Auctioneer could have given you satisfactory results."

I went on to recite that the worst habit a person can acquire is that of talking behind a fellow's back, thus taking unfair advantage of him at a time when he is unable to defend himself. Why should his faults, in her opinion become a choice morsel of gossip to be whispered to others? To do so is nothing short of rank cowardice, for if he was present, you would not think of telling others of his shortcomings. What his faults are to you are of no concern to others. If he did the best he could that should satisfy you. If you would show your true colors, go to him and point out his faults to him, and by so doing, you may be instrumental in helping him overcome them. Of course, he has faults, I have faults, you have faults, everybody has faults, but it does not pay to tell others of them behind their back. Your faults may be worse than those of the Auctioneer you are making known to other

people. The thing to do is to remain a friend to him, thus making life sweeter for both yourself and the Auctioneer.

Word reached me indirectly that the lady did have a very successful sale. In the course of business I crossed paths with her Auctioneer and he went on at great length how difficult it was to satisfy some people and mentioned this particular sale, but not once did he say anything but what was favorable of his client and he had full knowledge of the incorrect things that had been said about him. My admiration for him was tremendously increased. My respect for her was enhanced, as not only did she apologize to him but has become a real booster in his behalf. How nice it is now that both are good friends, that she has saw the light and knows that there is a way to forget the faults of others, by remembering her own.

Get an extra BANG out of doing something for somebody. Don't be a Knocker. Be a booster. An Auctioneer that has friends must be a friend and show himself friendly. Don't be a knocker, and always remember that the first screw to become loose in an Auctioneer's head is the one that controls the tongue.

If your client should be dissatisfied with the results of your efforts and ability, try the next time twice as hard to please. Don't make excuses and don't be a knocker. Take the results of every sale as a stepping toward better results at every future sale. Speak kindly of your clients, of your fellow Auctioneers and they will speak kindly of you.

---

## PAYS TO ADVERTISE

"Why don't you advertise?" asked the canvasser of a man who ran a small neighborhood store.

"Because I'm against advertising," the man answered.

"Why?"

"It don't leave a man no time," was the reply. "I advertised once last year and I was so busy I didn't have no time to go fishing the whole summer."



## The Auction Method Needs Much Selling

By COL. RALPH FORTNA

The inequities of some court-approved sales are enough to make the average auctioneer wince and wonder. Recently, I learned of a court-approved sheriff's sale of excellent office equipment. I called upon the respective attorneys for the mortgagor and the mortgagee. The former was indifferent and stated that nothing could be done about it. The mortgagee and his attorney were interested and asked the court for permission to employ an experienced auctioneer.

At first the judge was not interested and definitely would not approve the regular commission. Finally he stated that he would approve payment of \$150 or 1%, whichever was greater, and added that he thought that sufficient for any

auctioneer. The court order for the sale, listing 387 items, was printed verbatim under Legal Notices in 10 issues of two daily papers and also in another newspaper. The legal notices cost about \$1,800. Court costs and attorney fees increased the costs considerably.

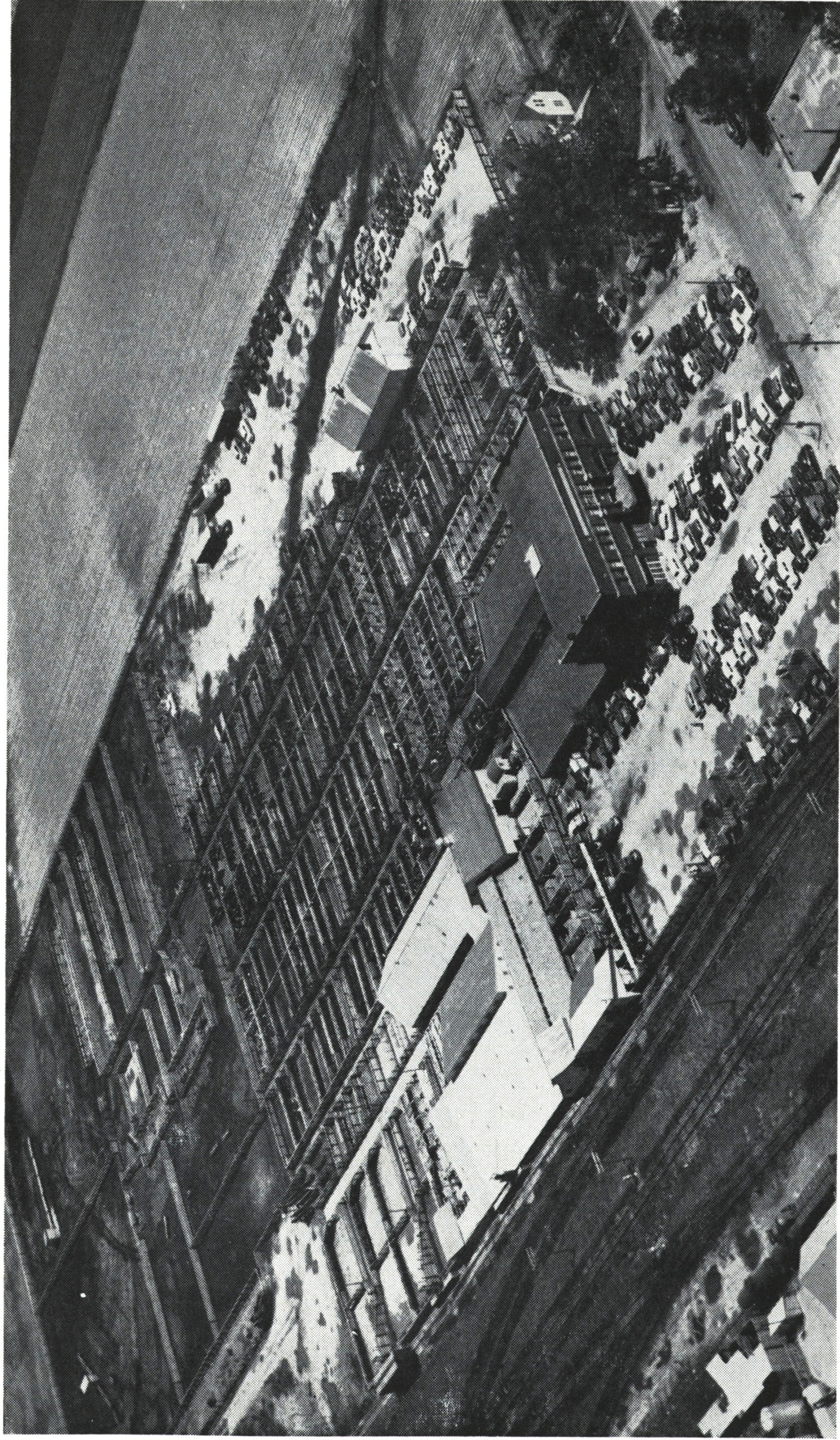
Reluctantly, I took the court's offer to show what an experienced auctioneer could do. The mortgagee and sheriff thought the sale would take two days. About 300 persons attended the start of the sale. It totaled \$15,496.50 and 312 lots were sold in 200 minutes. Experienced buyers told me that they thought the sale totalled from \$3,000 to \$4,000 more than the inexperienced sheriff would have obtained.

It will take organization and a lot of work, legal expense and lobbying to obtain state laws favorable to the public welfare, heirs of estates, mortgagors and auctioneers but it can be done in time, I hope.



Col. Ralph E. Fortna, Denver, Colo., conducting "sheriff's" sale of office equipment. See story on this page.





The Norfolk (Nebraska) Livestock Sales Company. Note the large area of livestock pens, modern fire-proof sales pavilion, covered area and railroad trackage. This is one of the largest auction markets of its kind in the country.



# The Live Stock Auction

By C. O. (CES) EMRICH

Throughout the years that I have been receiving the official publication of "The National Auctioneers Association" I have read several articles with respect to certain sales organizations that sell all of their merchandise by auction. I thought it might be of interest to you to learn about a business that is being conducted here at Norfolk, Nebraska by several members of the National Auctioneers Association.

This is a Livestock Auction Market. A market that has been in existence since 1921 and throughout the years has grown to a point where it sells as many, if not more, head of livestock than any auction in the United States. This market was founded in 1921 and operated under the management of Colonel T. O. Ringer (now deceased), from then until 1942.

In 1942, Colonel Ringer sold his interests to Otto Emrich, C. O. (Ces) Emrich and W. V. (Bus) Emrich, who operated it from the year 1942 until the year 1955. At that time managing personnel was added with the result that the market is now being operated by the before mentioned plus the following: Adolph Zicht, Donald Zicht and Joe Bothe. Of these mentioned Adolph Zicht, Donald Zicht, C. O. Emrich and W. V. Emrich, are all Auctioneers. They are all members of the National Auctioneers Association. And all six of the men are actively serving as co-managers of the market, with the help of Frank Marshall and Glynn Anderson as office managers and Everett Barritt, Clifford Gowler and George Gowler as yard foremen. We think this is a unique situation in that this market is being managed by so large a group of men, each one realizing and assuming his responsibility and the importance of the other.

The Norfolk Live Stock Sales Company has continually strived to improve its facilities throughout the years. Only within the last year a new building has been constructed to house the offices and the cafe. In connection with this a leather goods store has also been

opened.

The facilities now include enough yards to yard upwards of 5000 head of cattle most of which are on cement, enough yards to hold 5000 hogs, all of which are on cement and the most of which are under roof, stall room for 100 dairy cows or 100 horses, two sales rings, one in which hogs and sheep are sold, the other in which cattle and horses are sold; a first-class restaurant which will feed 50 people, a new office which includes several private offices, and a new leather goods store.

Currently the Norfolk Livestock Live Stock Sales Company conducts sales three days per week throughout the year besides a good many special sales at different times throughout the month. Hog sales are conducted on Tuesday morning starting at 10:00 o'clock and on Saturday morning starting at 8:00 o'clock. Cattle sales are conducted on Friday starting at 8:00 o'clock in the morning and Dairy Cattle Sales are conducted each Tuesday afternoon starting at 1:30 p.m. During certain times of the year it is necessary to conduct two of the sales at the same time in order to facilitate getting all of the live-stock sold on their respective days.

The Norfolk Live Stock Sales Company currently has from 40 to 50 full time employees besides others that work part time.

In the fiscal year ending June 30, 1956, the Norfolk Live Stock Sales Company sold a total of 122,144 cattle, 279,468 hogs, 903 horses and mules and 145 sheet. The total volume of livestock sold was 402,660 head. The total value of the livestock sold in that year was \$21,362,644.08.

Besides the above mentioned, certain members conduct an auction service which is called Zicht's and Emrich's Auctioneers. This is a subsidiary of the Norfolk Live Stock Sales Company.

In connection with what has already been said, it might be mentioned that between 7500 and 8000 market cards are mailed from the Norfolk Live Stock Sales



Company each week to customers and prospective customers. Anyone interested in receiving this market card kindly contact the management at Norfolk, Nebraska by mail.

We would appreciate having you stop and see us any time that you may be in or around our town.

---

## 74 Years Young

The phrase, you are no older than you feel, rings true in many cases and especially with NAA member Colonel L. W. Huffman of Fostoria, Ohio. Although he celebrated his 74th birthday early in March he is still a boy at heart. For further proof of Colonel Huffman's youth we are reprinting a poem which he recited to his friends on his birthday.

### ALTHOUGH I AM SEVENTY-FOUR

I'm seventy-four today boys, and  
they say I'm getting old  
But I feel as young as the days of  
my youth  
And my heart beats strong and bold  
No aches nor pains assail my limbs  
I'm getting along you know  
No jollier soul you'll seldom find  
Although I'm seventy-four.

When young I used to like to walk  
Down by some shady grove  
With some pretty girl with laughing  
eyes

I'd tell her of my love  
I'd put my arms around her waist  
I'd hug and kiss her you know  
I'm sure I'd enjoy it all over again  
Although I'm seventy-four.

---

## Some Chickens

These days of fast living have taken their effect upon the farmers friend, the laying hen. The following item was taken from the Chicago Daily Drovers Journal of 50 years ago:

A pair of hens that had been laying for 35 years were reported sold at Pennsburg, Pa., for \$12. They were owned all that time by William Stengel and were sold at a public auction of his property.

## Actor's Art Objects Bring \$3 Million

NEW YORK — The bulk of actor Edward G. Robinson's art collection has been sold to a New York art firm for more than three million dollars, one of the largest transactions of its kind.

E. Coe Kerr Jr., president of M. Knoedler & Co., century-old international art firm, announced yesterday that the company had bought the Robinson art.

The actual price paid for the 58 paintings and one bronze — which made up all but 14 of the Robinson art works — was not disclosed.

The paintings are predominantly impressionist and post - impressionist. Among them are works of Cezanne, Corot, Gauguin, Gericault, Van Gogh, Matisse, Roualt, Seurat, Toulouse-Lautrec and Renoir.

Robinson, now 63, formed the collection over a 25-year period.

Under California law, his collection was community property and was liquidated in the settlement resulting from his wife's divorce action.

Robinson said he could not afford to buy the share of his wife, Gladys Lloyd, a former actress.

---

## Ewe Produces Ton Of Market Lambs

A 13-year-old ewe, that weighs in the neighborhood of 140 pounds, has produced more than one ton of market lambs at the University of Wisconsin branch experiment station at Spooner, Wis.

Carl Rydberg, in charge of the farm sheep flock, reports that "Ewe No. 10" has produced lambs weighing 2,016 pounds at market time.

In 11 lambings some 21 lambs were raised. One was lost. The ewe is a Shropshire-Western cross. The 21 lambs have averaged 20 cents a pound for a return of over \$403. In addition the ewe has produced 13 fleeces worth over \$68.

Rydberg says the production represents excellent performance in the sheep world.



## Herefords Average \$1,008 In Texas

SAN ANTONIO, Texas—Buyers from California, New Mexico, Oklahoma, Texas and Arkansas sure enough “had a date with the 88th” at the Straus-Medina Hereford Ranch third annual production sale at the ranch 20 miles west of here Feb. 9.

They collected 30 sons, 20 daughters of TR Zato Heir 88 at the right respectable average of \$1,008. Not up to the wishes of some. But, in spite of rumors to the contrary it is still dry at San Antonio and over much of the southwest.

Auctioneers were Walter Britten and Gene Watson, NAA members.

---

## Young Auctioneer —

Lot of kids would like to be auctioneers but very few have the chance to swing the gavel before they are grown up. Young Bobby Gerhart, 9-year-old son of Mr. and Mrs. Clem Gerhart of Elkhart county, Ind., is actually helping to cry sales at the Point Community

Auction at Kimmell, Ind. He developed early a fascination for auctioneering, having gotten some good tips from his cousin Wilfred Lewis. While Bobby does actually cry livestock and merchandise sales, he is especially in demand for charity auctions and has helped raise a lot of money for good causes.

He does well at school and also has an ambition to be a crack basketball player.

---

“The auctioneer’s magazine plays an indispensable role in the protection and advancement of the auctioneering profession.” Col. Bob Clark, Wichita, Kas.

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“We enjoy ‘The Auctioneer’ very much. It is a pleasure to read and see what auctioneers are doing in other states.” Col. Ted Augustine, Salina, Kas.

---

### FOR SAFETY’S SAKE

A young bull that was raised as a pet  
And hadn’t gored anyone yet,  
Had a sudden mad notion  
That he put into motion . . .  
And Pat and his pet were well met!  
—Don Kinsey

---

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# THE LIGHTER SIDE . . .

"Fifty percent of the people down there thought that we were going to be killed during that tailspin," said the flying instructor.

"Yes, sir," replied the student, "and fifty percent of the people up here thought so too."

---

You don't worry about the kind of troubles the other fellow has, and he does not worry about the type you have, so why don't you get together and swap troubles?

---

We've always believed that breaking a mirror is a good sign. It means that you're going to live at least another seven years.

---

Hewitt: "You don't seem to think much of him."

Jewell: "If he had his conscience taken out, it would be a minor operation."

---

It's reported the King of Siam has 100 sacred white elephants and 1,000 wives. That's a heckovalot of elephants to take care of.

---

Guide: "This castle has stood for six hundred years. Not a stone has been touched, nothing altered, nothing replaced."

Visitor: "Ym, they must have the same landlord we have."

---

Him: "Didn't you promise to obey me when we were married?"

Her: "Certainly, dear; but I didn't want to start an argument on our wedding day!"

---

Spring, once heralded by the first bare toes in the schoolroom, is now announced by the first bare midriff in the supermarket.

---

To live happily in the country one must have the soul of a poet, the mind of a philosopher, the simple tastes of a hermit—and a good car.

They laughed when I sat down to play the piano, and kept it up until I told a funny story.

---

She: "Hello, landlord? There's a drip in the basement."

Landlord: "Your husband, I presume."

---

Scotty: "Why are you riding your horse backward?"

Sandy: "I dropped a dime in his oats this morning."

---

It used to be that when a ball team was falling off at the gate they got some new players. Now they get a new city.

---

Experience is what enables us to recognize a mistake whenever we make it again.

---

Lawyer: "What's to be different about this will?"

Henpecked: "I'm leaving everything to my wife, providing she marries again within a year. I want someone to be sorry I died."

---

Girls are judged by their figure more than their brain. It's easier to tell if they have a figure.

---

Wife: "William, how do you suppose those dozens of empty bottles got into the basement?"

William: "I haven't the remotest idea. I never bought an empty bottle in my life."

---

Closer to the truth than he had meant to be was the schoolboy who wrote on an examination paper: "The Armistice was signed on the 11th of November in 1918 and since then every year there has been two minutes' peace."

---

Sandy MacTightish sent the doctor's bill to his father-in-law when the doctor told him his wife's tonsils should have been removed when she was a little girl.



# IN UNITY THERE IS STRENGTH

---

Motor Officer: "How's that new mechanic?"

Sergeant: "Mechanic? That 'mechanic' is so dumb he thinks you cool off a motor by stripping the gears."

Said the nanny goat to the billy goat: "You can go as far as you want to, tall, dark and stinky—just don't kid me."

"Beer is better for you than water."  
"Why so?"

"It doesn't have to stop to change color."

Worried over some unclean milk recently supplied school children, the excited chairman of the health committee exclaimed: "What this town needs is an abundant supply of clean, fresh, Grade A milk — and it's time to take the bull by the horns and demand it!"

First Baby: "What changes would you make if you could be born all over again?"

Second Baby: "Well, for one thing, I'd insist on taking my milk out of a bottle. I'm getting sick and tired of having cigarette ashes dropped in my eyes."

Mrs. Biggs: "Husbands are strange creatures."

Mrs. Jiggs: "You're telling me! Harvey has to ask the garage man a hundred questions about the manufacture and brand before he puts a drop of oil into the car, but he never asks his bartender a single question."

Two women who hadn't seen each other for a long time met on the street. "Gracious, Jean," said one. "I haven't seen you for seven years. You certainly look a lot older."

"You, too, dear. I wouldn't have recognized you except for the dress and hat."

The sweet little innocent was taking an examination for a government job. When she received her Civil Service Commission employment application one of the questions read: "Veterans Preference?" Smiling brightly she wrote, "Yes, sailors."

This is the first time I've ever been a judge in a beauty contest. I suppose I'll have to feel my way around.

Diner: "Waiter, these veal chops are as tough as shoe leather!"

Waiter: "Why, sir, I can assure you that less than a month ago these very chops were chasing a cow."

Diner: Maybe so—but not for milk."

"Aren't you ashamed," the judge asked the man, "to have your wife support you by taking in washing?"

"Yes, I am, Your Honor," he replied. "But what can I do? She's too ignorant to do anything better."

If I take this castor oil, Doc, will I be well enough to get up in the morning?

"You'd better be!"

Since there was no one around to blame for spilling beer in his lap, Slush concluded that it was an inside job.

Lifeguard (with girl in his arms): "Sir, I've just resuscitated your daughter."

Father: "Then, by gawd, you'll marry her!"

Ah, these clever news items: "A roaring twister last Wednesday carried off Jim Benson's house and furniture, and all three of his children are missing.

"Neighbors donated a new bed to give Jim and his wife a fresh start."

"How do some of the women get those expensive mink coats?"

"The same way minks get 'em."

The insane asylum attendant rushed over to the head physician. "Doctor, a man outside wants to know if we've lost any male inmates."

"Why?" asked the medical man.

"Someone ran away with his wife!"

"I met a wonderful girl yesterday," the sergeant told his best pal. "I lay awake half the night thinking of what she said to me."

"Take a tip from me," advised his chum, "or you'll soon be awake half the night listening to it."



## Successful Auction For Indiana Firm

Proving again that the auction method is the best way to sell GOOD property was the sale of beautiful home and furnishings of Leonard Bell, Marion, Ind. Here, a combination of attractive advertising, intelligent display and good salesmanship was responsible for one of the better auctions of its kind in that area.

The three bed-room ranch type home sold for \$19,500 while the furnishings and other items added almost \$5,000 more to the total proceeds. Sample prices include: \$500 for a Spinet piano; bedroom suites from \$130 to \$190; refrigerator, \$285; washer and dryer, \$410; and \$400 for a deep freeze. A tent was used for displaying and selling the household items.

The auction was conducted by the Millspaugh Auction and Realty Co., Marion and Gas City, Ind. The members of the firm are staunch supporters of their State and National Auctioneers Associations.

## Key Role Performed At Auction Sales

**From The New York Herald Tribune**

The auction world offering everything from Old Masters to new cotton blouses, plays a dynamic role in the varied economy of metropolitan New York.

On a typical day Gotham auctioneers may offer sales in office furniture, restaurants, sportswear, plants, a fashionable estate, heavy machinery, English silver and a fish market — from fish to cash registers.

“We handle anything from a needle to an anchor,” one prominent auctioneering firm reported.

Many a New York auctioneer rounded out his best year in 1956. For some firms, which often are run by partners or members of a single family, the volume of auctioned goods last year ran into seven figures and higher.

New York City, serving as one of the world's auction capitals, numbers nearly

500 licensed auctioneers, according to the city's department of licenses.

On a nation-wide basis, the auctioneer's gavel marks a trade whose yearly sales run into hundreds of millions of dollars.

The auctioneer performs a key economic function — in good times as well as bad times. Sometimes he disposes of merchandise, because a firm has gone out of business. Deaths and dissolution of partnerships often require auctions. Finally, in an era of fast-changing production techniques, many a sale simply disposes of out-of-date equipment (potentially useful to other buyers).

Art lovers and dealers attend sales to purchase Queen Anne highboys, rare crystal chandeliers, bronze Chinese vases, wooden Indians or antique Kirman rugs containing 400 hand-tied knots to the square inch.

A wise man never blows his knows.  
—Southern Planter

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Howdy,

Well it's time to start preparing fur the spring sales. Yep, tim to check your P.A. systems, cattle pens, and check your supply of printing (clerk sheets, etc.) Another thing — be sure that you have a good supply of AUCTION ARROWS on hand. Sa, have you ever used our arrows? They are size 7" x 11" printed in Red on card stock. They are packed 100 per bundle — 50 pointing left and 50 pointing right. We sell em fur \$5.00 per 100, post-paid. Order a good supply now!

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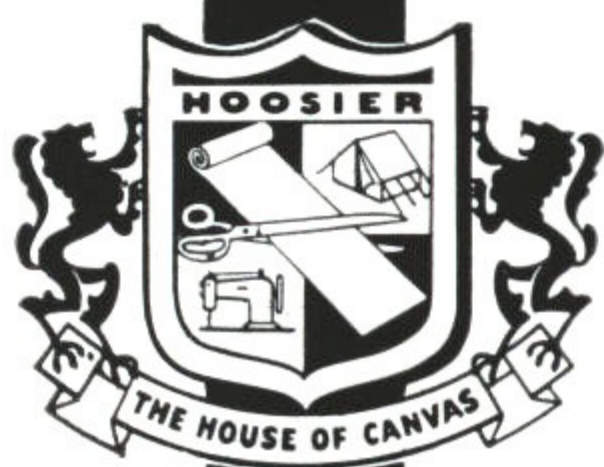
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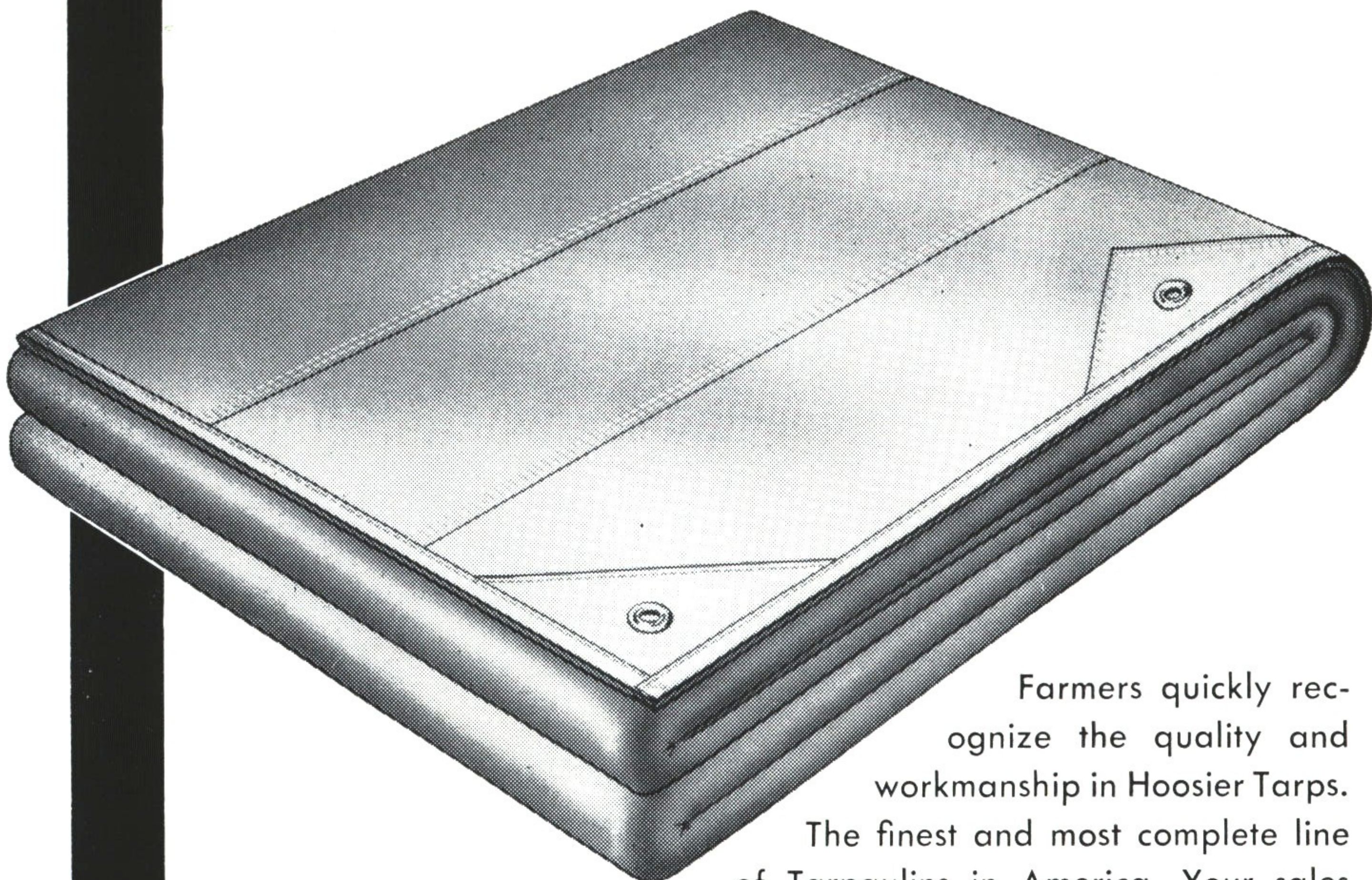
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