



OFFICIAL
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OF THE
NATIONAL
AUCTIONEERS
ASSOCIATION



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The AUCTIONEER



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OFFICIAL PUBLICATION
of
NATIONAL
AUCTIONEERS ASSOCIATION

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PRESIDENT'S MESSAGE

Well, here we are again faced with a new year and a new administration and a lot of new faces in the fold as members of the national association, thanks to the good work of Col. Art Thompson and many others.

Col. Art was not kidding when he said he was going to challenge any member of the association to sign up more members than he did and he is sticking to his challenge.

I am sure most of us can look back on 1952 as a good year in the auction profession and the prospects of 1953 will be much better to us if we try to be as good to the auction business as it has been to us.

I am very pleased with the way the new members that have signed up with the association are writing in and asking for membership cards as they want to sign up some auctioneer in their territory, so why don't all of us do the same thing and if we do the hotel at Columbus won't hold those attending the convention.

I am very happy to report to the members that myself and the secretary attended the winter meeting of the Ohio Auctioneers Association at the Neil House in Columbus, Ohio, on Sunday, Jan. 11, and the meeting was well attended by the auctioneers from Ohio.

The secretary and myself both spoke to the group on the advantages of belonging to the national association and at the close of the meeting the secretary set up his office at the desk and several members were signed up including one life membership.

The outgoing president, W. O. Sargent and the new incoming President Col. Si. Lakin both gave very interesting talks in favor of the national association and the group promised the fullest cooperation with the national organization for the forthcoming convention to be held in Columbus, Ohio, in July.

Just received a letter from our very capable secretary reporting to me that he had just sent to the treasurer money for some thirty-five memberships signed up in the last month which I personally think

(Continued from Page 1)

is an outstanding record and the memberships are steadily rolling in every day and we are glad to report to the membership that we now have the largest paid up membership in the history of the association. Have you done your part?

The auctioneers here in Ohio are planning a well balanced program for your enjoyment when you attend the convention, so plan now to attend with the family and enjoy yourself.

Was very pleased to receive a letter of welcome from Col. Art Thompson to be read to the Ohio Auctioneers Association meeting welcoming them into the national association although Col. Art was in the hospital for an operation he found time to write the letter of welcome to the Ohio association which was read to them by your President. It certainly was a great gesture on the part of Col. Thompson, so on

behalf of myself and I am sure I can speak for the entire organization, we want to say thanks a million to Col. Art Thompson for the wonderful letter.

Again I will ask the members to send to our editor something about yourself or your business so he will have some material to put in our magazine as it is a difficult job to publish a magazine without any help from the members, so resolve now to write something for the next issue. I am sure the editor will appreciate it very much.

What a wonderful organization the association would be if all of us did what we promised to do at the convention; the editor would have no worry.

Will sign off for this month; see you next month.

Clyde M. Wilson

ALONG THE WAY

with WALTER CARLSON

Up till now, most of the suggestions passed along in this column from our experience have required a cash outlay to put them in operation. For the readers who live in the smaller cities and rural communities, we offer today one of the most effective means of publicity to expand public acquaintance that doesn't cost a cent—NEWS-PAPER WRITE-UPS. "In every field of human endeavor he that is FIRST must perpetually live in the white light of publicity." —Theodore F. McManus.

Nobody can do more for you to expand your acquaintance than the EDITOR OF YOUR LOCAL NEWS-PAPER. Every write-up that his paper carries about YOU can be, and usually is, worth just as much or more than the display ad that you spend good dough for every week. Everybody reads the local news. Of course, it is not reasonable to expect a story every day, but when there is something to tell about that's news, it's up to YOU to see that the editor or reporter knows about it. If you don't happen to know these birds, it's your number one project to see that your acquaintance is made as soon as possible.

Well, what next? What is there to write about or tell about? First of all,

there is YOU. You are out mixing with the public every day, and certainly there is something that you come in contact with, which is news to the folks in the home community who go over the home news. Every time something NEW happens to AUCTIONEER BILL SMITH, or AUCTIONEER BILL SMITH goes to some place, or comes back from some place, or helped in some community work, it's NEWS. That name in print helps to make AUCTIONEER BILL SMITH better known, and don't forget that PEOPLE PREFER PEOPLE THEY KNOW.

There's always a chance for two stories about every AUCTION you get your name attached to, one BEFORE the sale, and one AFTER the sale. Tell about the owner of the property, there's always a human interest story tucked away in every auction. Why is he selling the property? How long has he lived on this farm? Where is the farm? Any special history about the farm or its owner? What are the main items in his offering? Who will the auctioneer be? Why, AUCTIONEER BILL SMITH, of course! After the auction: how many people attended the sale? Where did some of the principal buyers come from? What were the prices paid for some of the out-

(Continued from Page 2)

standing items? Who was the auctioneer? Get the idea? Two wonderful packages of publicity, all for free, to the fellow who will take the time to make use of the privilege which is his by doing a little newspaper reporting to keep his name on the mind of the public. Ever read any of the pure-bred livestock journals and the auction reports in them? They will show you how it's done on the big time circuit.

Suppose you are a beginner and don't have the auction to tell about. You can always notice a few things of interest at any other auctioneer's sale, 25, 50 or 100 miles away that makes news for people to read. Of course, the account of the auction is made possible by the OBSERVATIONS of our local AUCTIONEER BILL SMITH who was one of the visitors at the sale from this community.

TRIPS to other parts of the country always provide a wealth of material for newspaper stories. Where did you go and what did you see? Jot down the highlights while you see them. How does one section of the country compare with the community where you live? Why are some of the tourist attractions visited by so many people?

Learn to describe these places and happenings. Maybe a lot of the natives saw them long before you did, and know all about them, but there's hundreds of other readers that find to them it is something NEW. Then too, it is NEW to everybody when they read that AUCTIONEER BILL SMITH and his family were out to the hills or up to the lake or visited some of the unusual sites at the big city. When you are around town the next time, plenty of folks will ask you more about what you mentioned 'in the paper'.

Maybe it was a write-up about a real estate auction in a neighboring county that AUCTIONEER BILL SMITH attended. What was the property, what price did it bring, did many buyers attend, how do these REAL ESTATE AUCTIONS work anyhow? There's dozens of questions that scores of readers will ask you, if they find out that AUCTIONEER BILL SMITH was one of the visitors at that sale. And that is exactly what YOU want them to do when you are in the AUCTION BUSINESS. However, they won't know that you were there unless YOU put out the bait. Don't pass up these little common bets. They do pay dividends. We will tell you more about them in the next issue.

A YEAR OF OPPORTUNITY

by B. G. COATS

May we all review a few years past and rejoice in the knowledge that as a result of organization the members of the National Auctioneers Association can look forward with greater encouragement, greater hopes and by far greater opportunities for all the members.

It was in August, 1949, when a small group of conscientious Auctioneers gathered around the conference table in Pittsburgh, for a general discussion of the problems and conditions which had in the past years benefited or hindered the professional Auctioneers.

It was at this meeting that far reaching decisions were made. Decisions that directed the future course of the National Auctioneers Association, decisions that were made by Auctioneers of wisdom, integrity and possessed with love of their profession and a burning desire to improve their profession and establish more and better opportunities for all Auctioneers.

They emerged from that meeting with a determination and will to succeed. Each succeeding year has shown greater increase in membership, greater attendance at the national conventions, greater enthusiasm, dissemination of knowledge and experience and a monthly publication "The Auctioneer" which since its inception has continued to show improvement.

Much has been accomplished, but there remains far more to be achieved.

As never before in the history of America the Auctioneers are nationally organized. In the short span of four years membership in the Association reached into every state. Many states have their state Association of Auctioneers and some so influential they can make certain demands and be assured of a hearing.

If they want the laws revised they will be revised. If they desire new legislation and license fees, they can have it.

In this year of 1953 the members of that small group of Auctioneers reflect with much satisfaction upon what has been accomplished against an apparent stonewall of indifference. The job has not been an easy one and it is not nearly completed.

Today the rapid rise in membership, the fine group of officers that administer the affairs of the Association, the many letters and words of encouragement, brighten the hopes and inspire all to far greater success.

That small group of men believed in Auctioneering as a real and essential vocation and they were cognizant that thousands of Auctioneers believed likewise. To them it was no idle dream to foresee a more lofty appraisement and recognition of the dependability and value of service the profession can render.

Today the members of the National Auctioneers Association reflect with pride in the profession's standing among men.

1953 points to a banner year and we can all look forward for new records to be established. There will be business for all, and the auction business will share according to the confidence which the profession is able to establish and maintain with the selling and buying public.

Great strides have been made but the National Auctioneers Association is not content to rest on its laurels.

It must continue to go forward. It must continue to increase its membership. It must continue its efforts to make better opportunities for all Auctioneers. It must continue to show improvement in its monthly publication, "The Auctioneer". All of this can be made so easy by the ever-lasting cooperation of each and every member.

There are in excess of 20,000 Auctioneers in the United States that could by concerted action through organization overnight bring about the recognition which you are entitled to, the respect of the public which you serve and better opportunities for yourself.

Every Auctioneer you sponsor for membership makes for a better profession, a better Association, better cooperation, better opportunities for your own advancement and where is there an Auctioneer that does not wish to advance? You are only standing in your own light when you overlook the many occasions of sponsoring new members.

May we all go forward together as never before, determined to awaken the Auctioneers to the vital importance of organization. Arouse them from their lethargy and march forward triumphantly.

EDITORIAL

SOMETHING NEW HAS BEEN ADDED

This publication marks the birth of a new development in the National Auctioneers Association's program to improve the ethical standards of the practice of auctioneering in the public interest.

In a business as complex and specialized as auctioneering, with its varied facets, there is always a number of ethical violations, statutory and regulatory, if you reside in a state that has an auctioneer's licensing act, are ascribed to lack of knowledge. Rigorous as are the qualifying regulations in some states, there still are many phases of the auction business detail unknown to many Auctioneers and misunderstood by many Auctioneers.

It shall be the purpose of "The Auctioneer":

(a) to inform Auctioneers of their obligations and responsibilities to the public and their clients;

(b) to acquaint them with changing rules and laws insofar as this publication is able to obtain the laws of the various states;

(c) to suggest methods of improving their own practice in conformity with highest ethical procedures and standards;

(d) to serve as a clearing house for data of interest to all engaged in the practice of auctioneering.

(Continued from Page 4)

Toward that 4-point objective these columns will be open to all members with constructive ideas, with worthwhile suggestions for the benefit of themselves and of their fellow auctioneers and the public, with information that merits dissemination to the entire membership throughout the United States.

The members and staff of "The Auctioneer" are grateful to the members and the many state Associations, whose sympathetic understanding of the magnitude of our problems and the importance of our work has made possible this advancement in our program.

Any reviewer of the past ten years of auctioneering practice in the United States cannot help but be deeply im-

pressed with the tremendous strides made over this decade. Auctioneering has attained a quasi-professional stature as the public has come to accept its practitioners as well trained, competent, highly ethical experts in a field where experience and specialized knowledge are vital.

Despite this great progress, more remains to be done. Self improvement through education, organization, must be a continuing process. It shall be the purpose of "The Auctioneer" to minimize the need for the former by encouraging the latter.

Remember, this is Y O U R publication, prepared and distributed by auctioneers for your benefit. Read every issue carefully, digest its contents thoroughly, you'll be a better auctioneer for so doing.

FROM THEAILS

January 30, 1953

Col. J. M. Darbyshire,
158 Vine St.,
Sabina, Ohio

Dear Col. Darbyshire:

It is indeed a pleasure to enclose my dues for 1953 for continued membership in the National Auctioneers Association. Time or space do not permit me to enumerate the many benefits which I have received as a direct result of my membership in the Association.

My hat is off to you and all the fine officers and directors and members who are doing such a wonderful job in promoting our Association. If I may be of assistance in any way please feel free to call on me anytime.

Will close wishing you and yours the best of everything and will look forward to seeing you at the convention in July.

Sincerely,
Fred W. Smiley.



Wooster, Ohio
Dec. 15, 1952

J. Meredith Darbyshire,
Sabina, Ohio.

Dear Sir:

We have a son who is in the Navy. He became a licensed auctioneer just after he reached his 19th birthday. He will be 20 in February.

We would like a membership in the National Auctioneers Association as one of our Christmas presents to him. Even though he is in the armed forces we feel it would be quite an honor for him to have been a member since he was young.

He loves auctioneering and I have no doubt that is the profession he will follow when he returns to civilian life.

Yours truly,
Frank E. McCarran,
569 N. Grant St.,
Wooster, Ohio.

FROM THE MAILS (continued)

Jan. 13, 1953

The Auctioneer,
LeGrande, Iowa.

Dear Editor:

As outgoing President of the Iowa Society of Auctioneers I want to thank all the members of our Association for their wonderful cooperation during my term.

At our annual meeting held in Ames, Iowa, on January 4th, Col. Wendell Ritchie of Marathon was elected President for 1953. Paul Newhouse of Riceville, Vice President, Howard B. Johnson, of Story City, re-elected Secretary-Treasurer. A. J. McLaughlin, of Preston, Al Boss, of Carroll, and myself were elected directors for a three-year term.

About sixty auctioneers and twelve of their wives attended our annual meeting. After the dinner all enjoyed a talk by Col. Art Thompson, of Lincoln, Nebraska (tape recorded from the National Auctioneers Convention at Minneapolis). Frank Miles of Des Moines, who is employed by us as a public relations Counselor, gave a very interesting and thorough report of his activities concerning our organization.

After election of officers a general discussion followed. Every member who spoke presented good constructive ideas. As many object to Sunday meetings it was suggested that we hold our meetings on Monday as change of meeting date will not work a hardship upon any member. Our summer meeting will be held in Ames, on Monday, June 8th. Those members having sales barns operating on Monday, were requested to get someone to substitute for them on that date. Several of us did that when attending the national convention. Our state organization is surely as important as the national. We only get something out of an organization when we put something into it.

In regard to membership in the national we all believe in it and support it. There are some in our state who belong to the national and never have been a member of state society. It was suggested that the national should require an auctioneer to belong to his state association before he is eligible

to belong to the national. We need both state and national, let's be consistent and support both.

Very sincerely yours,

Leon E. Joy.

29 January 1953

Col. John W. Rhodes,
LeGrande, Iowa.

Dear Col. Rhodes:

We received our copy of the January 1953, issue of The Auctioneer, and wish to compliment you upon the good work you are doing.

Down here in the blue grass country quite a few auctions are taking place, and it was with interest that we noted in the Sunday, Lexington Herald Leader that one of the nation's foremost auctioneers Col. George Swineboard, was using the National Auctioneers Association emblem in connection with his advertising, and has no doubt joined the National Auctioneers Association.

It occurred to us that you might not be familiar with the accomplishments of Col. Swineboard and since we are located only about thirty miles from Lexington, and were employed at one time at Tattersalls, Inc., where he is the auctioneer, we thought that with your permission, we might contact him and get a most interesting and inspiring story for "The Auctioneer" magazine.

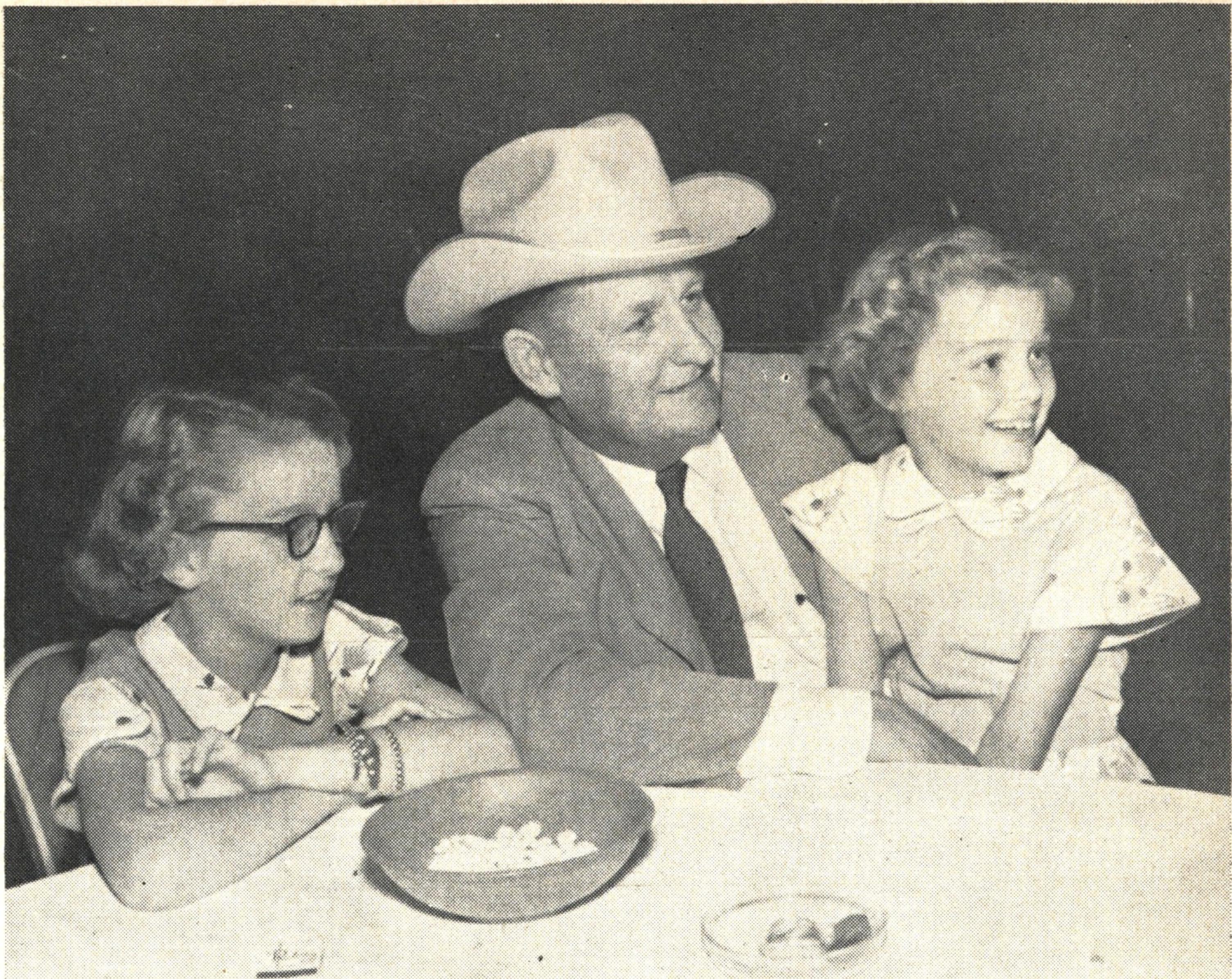
Col. George Swineboard is the ranking thoroughbred horse auctioneer. He conducts the Keeneland Thoroughbred sales and often flies to California and the east for important sales.

If you would like us to do so, we will be glad to get you a story that will not only please Col. Swineboard, but will be of immense value to the auctioneering profession.

Very truly yours,

Parrish and Jones, Auctioneers.

By: Henry L. Jones.



Who could this be? None other than your faithful Treasurer, Col. Henry Rasmussen, of St. Paul, Nebraska, with his two enchanting daughters.

HERE IS ACTION

by B. G. COATS

Not to go forward means to lose ground.

Yes, it was at our national convention in Minneapolis last July, that I had the pleasure of visiting with one who has reached the zenith in the Auctioneering profession. One who conveyed to the Auctioneers assembled there the many opportunities for the Auctioneers of America today. One who has traveled this good old United States from border to border, from north to south, from east to west, preaching the gospel of Auctioneering and making countless friends at every stop. A man who is respected and admired by all Auctioneers. As I sat at the table with him and conversed about auctioneering and experiences, I shall never forget the words he ut-

tered: "I never gave way to despair, but continued on, keeping my eyes open and ever hoping that the next sale would be better than the last one." This man had a calmness in seizing opportunities. This man's success as an Auctioneer was not a stroke of luck on his part, but rather the culmination of great efforts accomplished by magnificent courage and power of observation, which are at the root of every successful Auctioneer. The more I studied this man the more convinced I became that this was a man of action, not of words. I have listened to many Auctioneers and observed many that leave the conventions fired with enthusiasm in the interest of their Association, only to allow such enthusiasm die on their homeward journey.

HERE IS ACTION (continued)

This man invited me to visit him in his hotel room and it was during this visit that we discussed organization and the many advantages which it had for the Auctioneers, the unlimited potentialities of a national Auctioneers Association, the countless opportunities that could be brought about in the interest of the Auctioneers through organization. Again I could see in this man one who was looking far into the future, a man of action so that Auctioneers entering the field of Auctioneering today could have a path smoother than the many obstacles with which he was confronted while climbing that ladder of success. A man who was willing to give of his time and experience for the benefit of all Auctioneers. At the close of the convention this man approached me and requested that I mail him a few applications for membership that he would endeavor to get a few members. That was the first duty I performed upon my return from that convention.

My fellow members of the National Auctioneers Association, the man I am talking to you about is Col. Art Thompson. Subsequent to our last convention he has never allowed one week to pass by without sending in an application for membership. I dare say there is not in America today an Auctioneer upon whom greater demands are made for his services, yet despite his busy schedule and his many other activities, he finds time to recruit members for the National Auctioneers Association because he believes in organization knowing that the interest of one Auctioneer is the interest of all Auctioneers. He wants to improve the Auctioneering profession. He wants the world to know, respect and honor those that are public servants, devoting their knowledge and talents in the interest of the public. He knows that such can only be accomplished through organization and he knows that not to go forward means to lose ground.

For your edification here is a list of the Auctioneers Col. Thompson has sponsored for membership in your Association:

- Col. A. W. Hamilton,
Lewisburg, Virginia.
- Col. Si. Williams,
Hermiston, Oregon.
- Col. Howard Schnell,
Dickinson, North Dakota.
- Col. Ray Schnell,
Dickinson, North Dakota.

- Col. Walter E. Palmer,
Los Angeles, California.
- Col. Roy G. Johnston,
Belton, Missouri.
- Col. Roland Reppert,
Decatur, Indiana
- Col. Roy Tucker,
York, Nebraska.
- Col. Norman Warsinske,
Billings, Montana.
- Col. Paul L. Good,
Van Wert, Ohio
- Col. Charles Corklo,
Norfolk, Nebraska.
- Col. Tom McCord,
Montgomery, Alabama.
- Col. H. B. Sager,
Bozeman, Montana.
- Col. Larry A. Miller,
Denver, Colorado.
- Col. J. E. Halsey,
Des Moines, Iowa.
- Col. Freddie Chandler,
Chariton, Iowa.
- Col. Earl O. Walter,
Filer, Idaho.
- Col. Hamilton James,
Newton, Illinois.
- Col. Jewett Fulkerson,
Liberty, Missouri.
- Forke Bros.,
Lincoln, Nebraska.
- Col. Emerson Marting,
Washington C. H. Ohio.
- Col. Walter Britton,
College Station, Texas.
- Col. G. H. Shaw,
Monroe, Iowa.

To each and every member of the National Auctioneers Association does not this list of outstanding Auctioneers and the many fine Auctioneers whose names are on the membership roll, make you feel proud to be associated with such a fine group of men? There is a reason why more and more Auctioneers daily are advertising themselves as members of the National Auctioneers Association.

Col. Art Thompson has challenged the entire membership. Let us all meet that challenge by sponsoring as many new members as we can. Let us be men of deeds and not words. Let us go forward and believe as does Col. Thompson, "Not to go forward means to lose ground". Just watch your opportunity. The active factors of success in any undertaking are found in confidence, energy, patience and action.

THEY USED TO SELL MULES LIKE THIS

The days of the old-time "hoss-trader" are fading into history.

But their tradition is being carried on by a new crop of super-salesmen—the automobile auctioneers.

Every Wednesday afternoon at the Indianapolis Auto Auction, 4501 West 16th Street, car dealers throughout Indiana and neighboring states gather there to buy and sell used automobiles.

Dealers from as far away as California and Texas flock to the neat white auction shed just west of the 16th St. Speedway.

"It is becoming known as one of the best sales in the midwest," said Mrs. Leona Drake, owner and operator of the auction.

A steady stream of cars—all makes, models and styles—moves in one end of the shed, pauses momentarily in the "ring" for bidding, then moves out the other end.

An unceasing chatter of bystanders' voices is broken by the sharp accents of the auctioneer's chant. Milling bidders crowd near the car being offered and acknowledge their bids with a nod of the head or a wave of the hand.

A lag of interest in bidding brings a pleading sound to the voice of the leather-lunged man on the "block" (auctioneer's stand.)

Reminiscent of the old "hoss trading" days, the auctioneer and the man working the "ring" (center of the floor where the cars are offered for sale) both wear Western style hats.

As each car enters the shed the ring man lifts the hood, a helper opens the trunk, the bidders crowd close and another sale is started.

The record number of cars sold at the auction in a single afternoon is nearly 200.

Mrs. Drake, a vivacious, flashing-eyed, slightly-graying brunet, admits the auction business is her whole life.

"I've grown up in it," she smiled. "I lived on a farm near Lancaster, Mo., and my dad ran auction sales there as far back as I can remember."

"He used to pasture mules on our farm, groom them and get them in condition, then ship them to Tennessee."

Mrs. Drake's love for the auction begins to show as she tells of its past history and the type of men who are engaged in it.

"The auction is the oldest and most dramatic means of salesmanship in the world," she said. "It originated back in the old Roman days when the soldiers began auctioning off their war loot."

"There used to be a time when you thought of an auctioneer as a character," she continued. "You thought of him as someone who could talk louder than anyone else, who always had a chaw of tobacco in his mouth, his hat tipped to one side and accentuated his bids with an always-present cane."

"But the auctioneers of today are nothing like that," she went on. "Most of them are well-trained, neat looking and mild mannered."

"They are all psychologists and leaders of people, too," she added.

Mrs. Drake had been operating the local auction a year. She came here from Decatur, Ill., where she held an auto auction for several years.

Buying and selling at the Indianapolis Auto Auction is limited to dealers.

"A lot of the buyers I have here are old customers who used to deal with me in Decatur," Mrs. Drake said. "Some of them drive a car here from another state, sell it and buy two or three more."

"Sometimes they bring their own drivers along," she added. Others hire men here to drive the extra cars back."

Mrs. Drake is especially proud of the increasing respect car dealers are showing the auction.

"It used to be new car dealers wouldn't be seen around an auction," she said. "Now they come here to sell their new car trade-ins."

"The auto auction is making the market today," she added. "It's here to stay."

Let us resolve to do the best we can with what we've got.

COMMITTEE MAKES CHANGE TO MEET EXPANSION

Your committee on making arrangements for publication of your magazine, "The Auctioneer," cognizant of the large increase in membership, deemed it advisable to make certain changes to meet with the growth and expansion of the Association.

It was deemed in the best interests of the Association to place the publication of "The Auctioneer" under the direct supervision of the Association, that by so doing the best interests of the entire membership could be served, that the Association would at all times have direct control as to the policies and administration, that by being under the direct supervision broader coverage and greater circulation could be had in that the publisher being a member would have the interest of the publication and the Association making for greater progress and improvement.

For the Editor to continue the responsibilities of editing and publishing "The Auctioneer" was in the opinion of your committee, too much of an imposition, despite the willingness of the Editor to continue as he has so faithfully done for the past three years. To the Editor, Col. John W. Rhodes, the Association owes a debt of gratitude that can never be repaid. Your committee knows that he has made many sacrifices, given freely of his time, effort and ability to bring to the membership every month a publication which at times seemed impossible, but he always came through. "The Auctioneer" just wouldn't seem like "The Auctioneer" without "It Seems To Me" column appearing in every number. Your committee therefore has prevailed upon Col. Rhodes, as Editor, and he will be joined by Col. B. G. Coats, as Assistant Editor and Publisher.

In order to make this change over in publishers and to afford Col. Coats, the necessary time in which to make arrangements to give the membership a bigger and more efficient set-up, it was necessary to suspend the February number of "The Auctioneer". Starting with the March number every member of the Association will receive "The Auctioneer" between the first and the 10th of the month. If you have not been getting it in the past do not blame the Editor, Col. Rhodes, as dispatching the publication

COL. BERT O. VOGELER PASSES SUDDENLY

Franklin Grove, Ill.—Only recently the belated melancholy intelligence reached "The Auctioneer" that Col. Bert O. Vogeler, of Franklin Grove, Illinois, passed away suddenly, November 28th, after suffering a heart attack.

Col. Vogeler was one of the oldest and most enthusiastic members of the National Auctioneers Association. He was always among the first arrivals at every convention, greeting others with a smile and hand-shake that left an indelible impression and a lasting friendship with all those whom he came in contact with.

Col. Vogeler, 63, was a well known auctioneer in Illinois and his sudden passing was a shock to his many friends throughout the state. The National Auctioneers Association records its profound respect for Col. Vogeler, and its sense of great loss through his death. He set an example of service and self-sacrifice which is inspiring. The Association mourns the loss not only as a splendid member of the Association but as a most excellent citizen.

It may seem something of an anomaly that the leading Auctioneers believe they must do a real job of selling by reason of the fact that the prospect of more inflation is no longer an incentive to buy and the public no longer is eagerly awaiting a chance to buy. Now go back to your July 1951 number of "The Auctioneer," read and digest the article, "Are You a Super Salesman?" by Cols. L. C. Parish and Henry L. Jones, of Winchester, Kentucky.

was not under his supervision. If in the future "The Auctioneer" should not reach you, it is your duty to communicate with the publisher. Your committee feels that there will be few if any complaints upon the completion of this transition.

COMMITTEE,

Col. John W. Rhodes
Col. Jack Gordon
Col. Guy L. Pettit
Col. B. G. Coats

NEW JERSEY AUCTIONEERS CONVENE

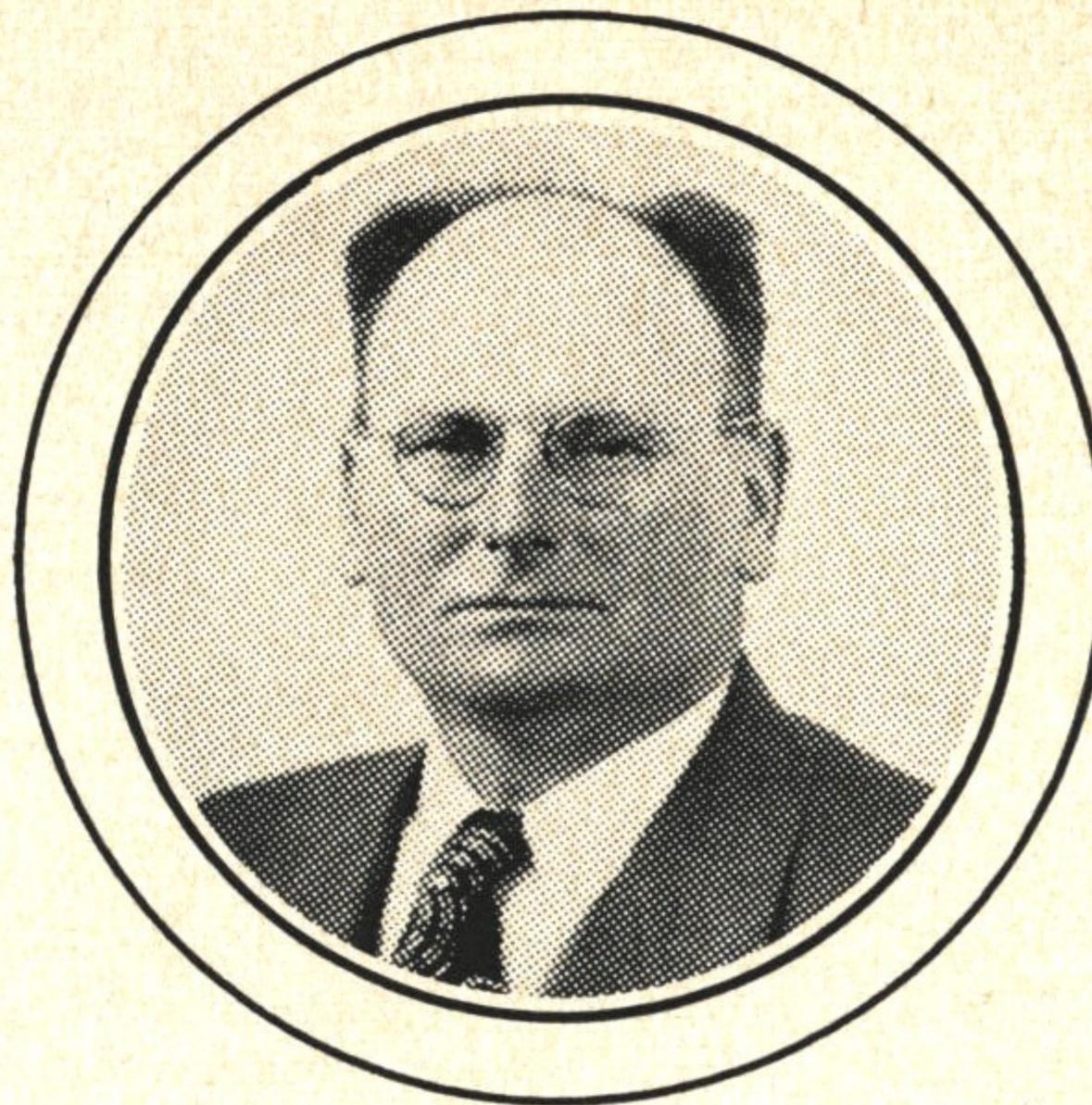
Yardville, N. J.—The New Jersey State Society of Auctioneers held their first meeting of the year at Paxton's Inn on the evening of February 16th. It was four years ago on that date that the Auctioneers of New Jersey met to organize, all cognizant of the vital need and importance of organization of their profession through which their interests and that of the public could better be advanced.

The meeting was presided over by the President, Col. Herbert Van Pelt. After a sumptuous repast the gathering enjoyed a recording of a beef cattle sale by Col. William P. Parr, of Newton, N. J. The Honorable Elvin R. Simmill, speaker of the New Jersey Assembly was scheduled to address the gathering on the Auctioneers Licensing Act and organization but the Assembly being in a night session was unable to be present.

Election of officers followed the business session. Those elected were: Col. Watson VanSciver, Burlington, President; Col. James G. Oliver, Jr., Englewood, Vice President; Col. James W. Mount, Hightstown, Secretary and Treasurer. Directors elected were: Col. Charles M. Woolley, Monmouth County; Col. James G. Oliver, Sr., Bergen County; Col. Herbert VanPelt, Hunterdon County; Col. Hylon C. Coats, Salem County; Col. James W. Smith, Camden County; Col. Lewis E. Stern, Mercer County; Col. William Parr, Sussex County; Col. B. G. Coats, Monmouth County, and Col. Gus L. Day, Morris County.

Both the incoming and outgoing Presidents addressed the gathering and all pledged their support and cooperation to a bigger and better state association. Two new members, Col. George J. Sakel, of Perth Amboy, and Col. Charles Holtzhauser, Mullica Hill, were elected to membership. Associate members present were Mrs. Helen H. Hiebert, of Camden, and Mrs. William P. Parr, of Newton.

Why don't you write a letter to the Editor of "The Auctioneer" and tell him what you think of your magazine and enclose \$5 with a request that your name be entered on the Booster Page. Your letter and support will be both timely and effective. Just address it to Col. John W. Rhodes, LeGrand, Iowa.



Yes, this is Col. Walter Carlson, of Triumph, Minnesota, an expert on auction sale advertising. One who is chiefly responsible for bringing about a metamorphosis in auction sale advertisements. An individualist always injecting new ideas until today the old stereotype form of auction sale advertising has been relegated to obscurity.

Col. Carlson's column will appear every month in "The Auctioneer". Watch for it as you will get many new and important ideas on advertising that will attract greater numbers to your sales, resulting in better prices and bigger commissions. And who doesn't want bigger commissions.

RESPONSIBILITIES OF EVERY AUCTIONEER

By Col. Art Thompson

Seldom does one go into a professional man's office that a diploma and a certificate of membership are not seen hanging on the wall.

Why? Because he is proud of his affiliations. Frankly, I wouldn't employ a professional man if he couldn't produce the above qualifications.

When you talk over auction plans with a prospect, especially if he is a stranger, I believe that if you told him you were a member of your state and national associations it should lend prestige. To establish that prestige we must make our state and national associations known by our strength of numbers and our accomplishments within our county, state and nation. You ask, how are we going to get it done? Just one way. Every member

must pledge his time and efforts to talk the worth of organization and devote time, energy and persuasion to procure new members. In my estimation the auctioneer who refuses to invest ten dollars to further the respect and dignity of his profession is not worthy of any aid or consideration from the profession. Once he invests ten dollars in a membership, plus a few dollars to attend a national convention, he will be an enthusiastic member. He has to be conceited or dumb, or both, if he doesn't come home with new enthusiasm and worthwhile new ideas. He shall have met competent salesmen from every phase of the auction field, all of whom have some worthwhile ideas, and approaches to successful selling by the auction method.

Now, if you believe in your life's work as a profession, then do your bit to raise the standards and efficiency of its members by soliciting memberships in the next four months. Let us have 1,000 members by the next convention.

Who isn't ashamed of our record of five hundred members out of 20,000 auctioneers? Just think, only a fraction of one percent. The lowest percentage of any profession in America. I hope you are ashamed enough of that record to do your bit.

When I attended the last national convention I found that the purebred livestock auctioneers were conspicuous by their absence. Through the mails some twenty-five memberships from that department of the auction business have been received and more to come as soon as they are solicited. None of them expect to get returns, personally, in dollars and cents. But their main interest was to take a part, that their phase of the auction profession might lend support to the building of a strong and much needed national organization. May I say to their credit that everyone solicited gladly joined when told the story, and there are only four or five left who will be invited. We hope to make it 100 percent memberships.

Surely all of you have some influence among your neighboring auctioneers. It is our absolute duty to give them convincing reasons to join.

 It's never too expensive to give the other fellow the benefit of the doubt.

WOMAN PAYS \$94,281 FOR A CEZANNE

PARIS (UP)—A middle-aged woman wearing a white hat with a jaunty yellow flower outbid professional art lovers Wednesday to pay \$94,281 for the still life painting of a few apples and cookies.

The woman was Mrs. Jean Walter, wife of the owner of the richest lead mines in French Morocco. The painting was Paul Cezanne's "Apples and Cookies."

The day's sales at Paris' Art Auction of the Country totaled \$860,000.

The sale was that of the collection of embittered Gabriel Cognacq. He had changed his will to specify that his paintings and sculptures should be sold at auction instead of going to Paris' Louvre gallery. The museum directors had criticized his wartime activities during the German occupation and replaced him as director of the museum council.

Second highest price for a painting was \$57,140 -- for another Cezanne, "Countryside, Trees and Houses."

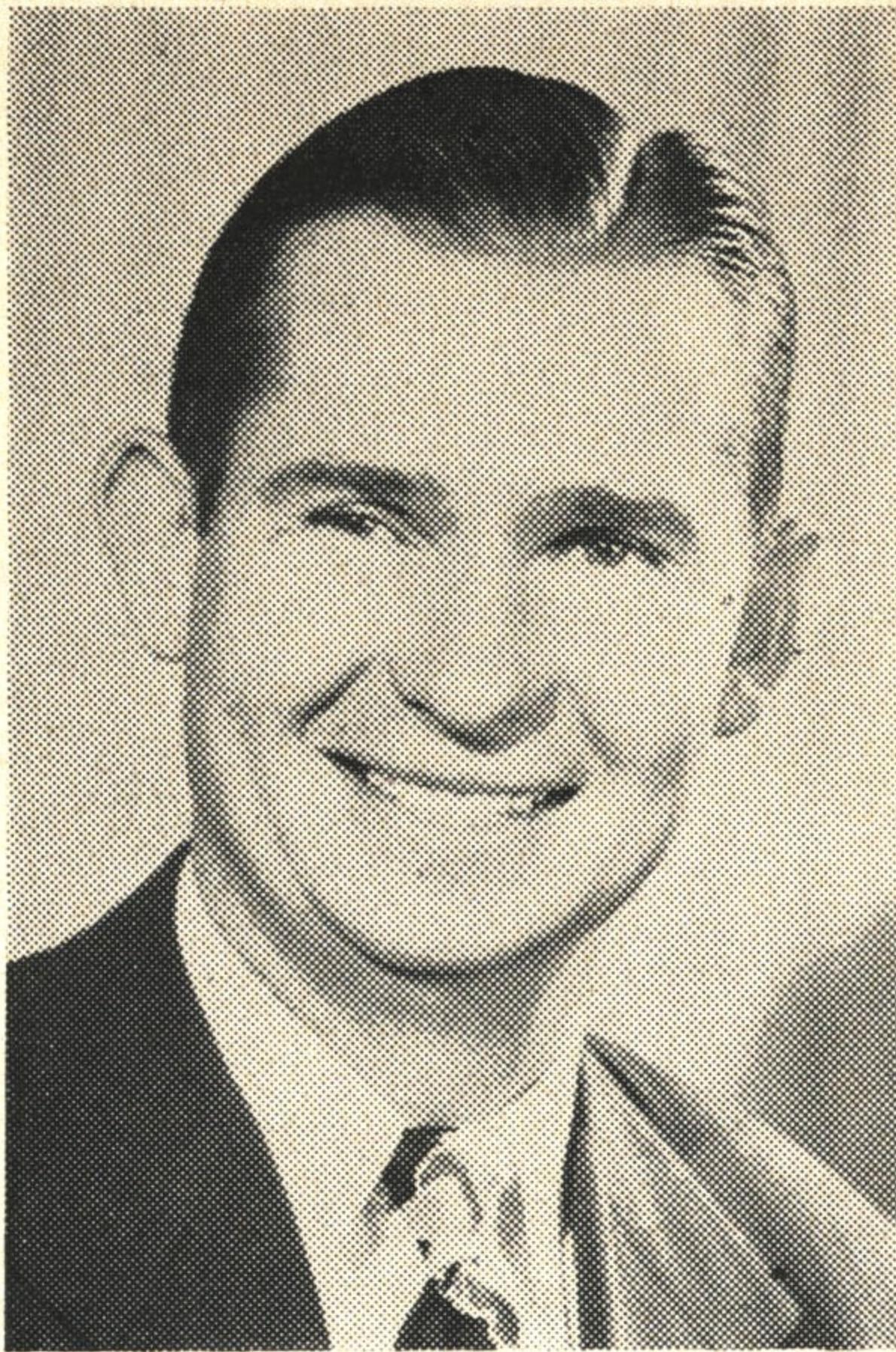
It took less than two hours to sell everything offered to the 4,000 persons, including art collectors and agents from all over the world, at the Charpentier Galleries.

SUCCESSFUL FARM AUCTION SALE

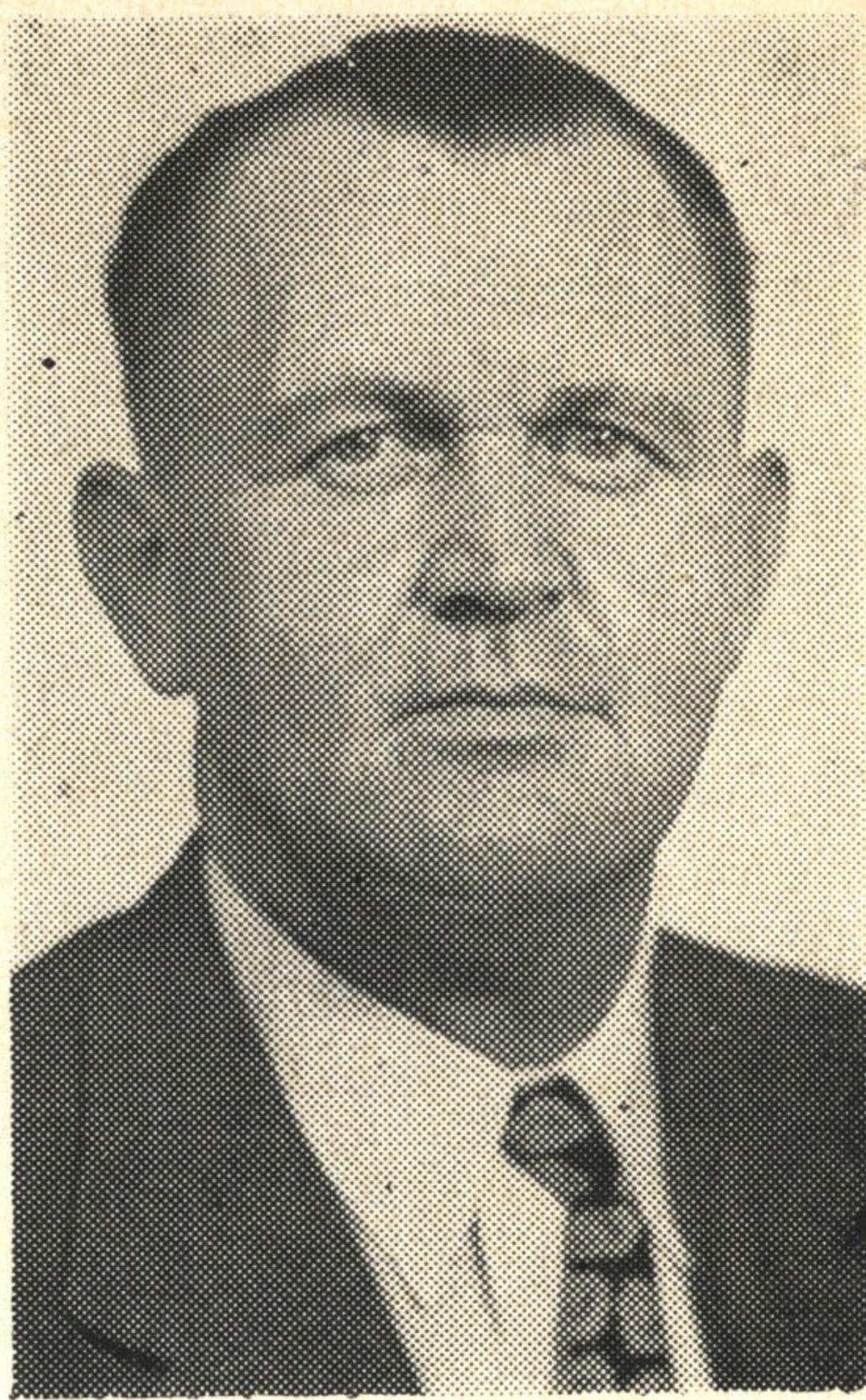
Dannebrog, Neb.—Several hundred farmers attended the auction sale at the Oak Creek Stock Farm, a quarter of a mile east of Dannebrog.

The sale was one of the biggest he'd in this section for a long time. A total of eighty head of cattle were sold. Of this number 27 of them were milk cows, most of them, purebred. Good prices were received for most of the farm machinery and equipment. The stock also brought good prices.

The sale was conducted under the personal supervision of Col. Henry Rasmussen, of St. Paul, an officer of the National Auctioneers Association.

EDITOR

Col. John W. Rhodes
LeGrand, Iowa

MANAGING EDITOR

Col. B. G. Coats
Long Branch, N. J.

The National Auctioneers Association takes pleasure in presenting to the membership a reorganization of "The Auctioneer" in order to give you a magazine that is constructive and interesting and one that will be a credit to the Association and the Auctioneering profession. To accomplish the change it was found necessary to suspend publication of the February number. The membership has asked for it and your Officers and Directors ready at all times to act in the best interests of the Association have now put into effect a staff capable of giving you the kind of a magazine you want. In order to meet your demands the success of the publication is going to rest squarely upon the shoulders of each and every member to support it by contributing articles of interest, pictures, humor, drama and constructive suggestions. The two men pictured above are giving freely and unselfishly of their time and efforts in the interest of the Association and the least that

any of us can do to make "The Auctioneer," a publication of prestige, is to extend every cooperation by contributing something every month and if each member will do that you will have a magazine that you will be proud of and an Association that can make greater strides in the recognition of the profession which is so greatly admired by all who are a part of it.

Your contributions to your magazine, "The Auctioneer", must reach the desk of the Managing Editor not later than the 15th of the month as the magazine goes to press on the 16th of every month and is dispatched on the first of every month. Remember, "you asked for it." Col. Rhodes, and Col. Coats, are ready and willing but we must give them every assistance possible. Pictures appearing in newspapers cannot be used. Send photograph from which a cut can be made. Mail all material to "The Auctioneer", 490 Bath Ave., Long Branch, New Jersey.

X Success will come and come most readily to every Auctioneer who sets as his standard an example higher than himself.

If somebody takes "The Auctioneer" from my desk, and I look around for it and find it missing, I feel as furious as if my pocket had been picked.



Just last month the girls brought home their autograph books from school. They each got one for Christmas and it seems they are the rage for the present time. Boy it brings back memories of long ago when we used to spend our time the same way. It's long, long ago but I still remember how I would put off writing my school work and sit for hours trying to figure out another way to write the old familiar, "Violets are blue, sugar is sweet and so are you."

Seems strange that the modern day kids can be so much more brilliant, but I'll have to admit I wish I had been smart enough in my day to have written some like I saw last week in my daughter's book. Here are a few just to show you how fast this modern generation has developed:

"Yours till the Mississippi wears rubber pants to keep it's bottom dry."

Don't you wish you could of thought of that 25 years ago, and this one:

"Yours till the kitchen sinks."

'Course in our day there was no kitchen sink. Here is a new one just by putting the flowers in a different order:

"Violets are blue, roses are red.
The last thing I ever expect to do
Is fall over and drop dead."

Here is another knockout:

"When you get old and think you are sweet,
Take off your shoes and smell your feet."

The one the kids liked best of all is this little sentimental gem:

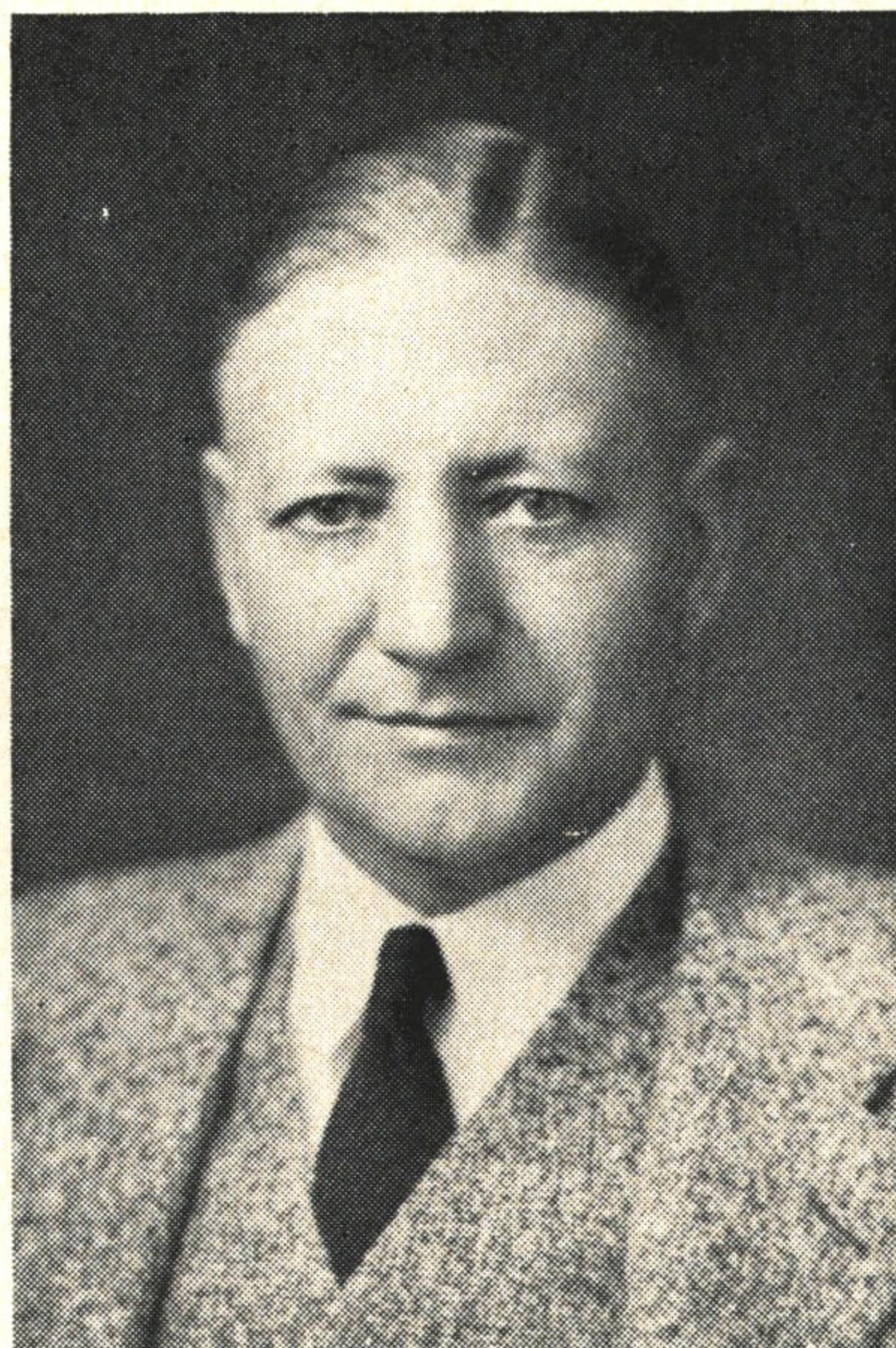
"Papa Moses shot a skunk,
Mama Moses fired a hunk,
Baby Moses ate a chunk,
Holy Moses, how it stunk!"

I realize I have taken an awful chance in printing this material. It is so hot off the pen of the LeGrand Junior High, I didn't want to take time to see if the boys had a copyright on any of it. If I go to jail because of it, at least it was for a worthy cause.

Funny how people change. Years ago we went for autograph books, etc. Later on we were too big for that and we always move on to something new. All our changes aren't for the best however. Remember when you were just starting in the auction business and you did all the little things just right? Now we have a tendency to overlook the little things and just hit the high spots. If that's the case, there will soon be a new Auctioneer in your community. He'll be a new man who is trying to start with enough interest to do all the little things you used to do and do them just right.

See you next month.

John W. Rhodes



COL. ART W. THOMPSON, of Lincoln, Nebraska. America's foremost Pure-bred cattle Auctioneer. His column will appear every month in "The Auctioneer". Watch for it. Read and digest the words of experience.

TEXAS LEASE AUCTION

Tension Rises With The Bids As Oilmen Vie For The Right To Drill On University Lands

The auctioneer has the slouched, easy-going look of a Texas cow hand. Casually, as if passing the time of day, he drawls, "Do I hear one million dollars?"

There is dead silence. A chunky man in a blue sports shirt raises three fingers. Then he glances expectantly at the auctioneer.

The auctioneer nods and calls, "One million, ten?"

A gnarled thumb jerks above a head of shaggy, iron-gray hair in the front row.

"A million, twenty. Who'll give me a million, twenty?"

The auctioneer will probably get the million, twenty thousand dollars he is asking for. In fact, no one will be much surprised if the bidding mounts far beyond that figure. For the 300 people gathered here, looking like an earnest delegation of small businessmen, will spend more than \$7 million before the day is over.

The scene is the air-conditioned ballroom of the old Stephen F. Austin Hotel in Austin, Texas, where the auctions of oil leases on state university lands are held. It is like any old-fashioned public auction, except that bids starting innocently at, say, a thousand dollars may soar to a million in a matter of minutes.

An arresting fact about these auctions is that such million-dollar investments are made for "the chance to take a chance" that bidders will find oil under the land they lease. Most of the high bids, of course, are made on the basis of thorough geologic and geophysical information. When bids run high on a piece of land, it is likely that ten to fifteen companies or individuals have spent considerable time and effort exploring the oil possibilities. This means that possibly hundreds of thousands of dollars have been laid out for geophysical work in an attempt to evaluate the acreage—all at no cost to the state.

But geology and its associated sciences, as every oilman knows, can provide only a good scientific guess concerning the whereabouts of oil. Recently, after furious bidding, a company paid a bonus of \$1,750,000 for the oil rights on a four-square-mile

block of university land. When the company drilled, its first hole was dry. (Of course, further drilling may turn out to be productive.)

Less spectacular bidders occasionally have better luck. Oilmen who wouldn't think of bidding more than a few thousand dollars sometimes obtain leases that turn out to be extremely valuable. Between 125 and 150 tracts of land are offered at each session. Since nobody can be sure which of these will be productive, valuable leases may go for as little as a thousand dollars, the minimum bid accepted.

When the bidding begins to soar, there is a restless stirring around the room. The focus of attention shifts. It may move, for instance, to three men in business suits who stand near the mural on the side wall. Their heads are close together, and they are talking in whispers. In one hand each holds a geologic map, in the other a pencil. Suddenly, the bald man with horn-rimmed glasses taps his pencil against his map in a gesture of decision. Their huddle breaks as the three heads rise and turn toward the auctioneer.

Here and there throughout the ballroom, sitting on the wooden benches or standing against the wall, are other huddles, characterized by the maps, pencils and tense faces. These are teams representing oil companies, and they usually consist of three men: a vice president in charge of leases, an oil scout and a geologist. A team from Humble Oil & Refining Company, affiliate of Standard Oil Company (N.J.), attends the auctions regularly.

Usually the companies assign these teams to get leases of specific tracts of land. It's their job to outbid their rivals for the leases and at the same time keep within their budgets. A man who has been in the business for years recently described how tricky an assignment this can be.

"My company tells me what tracts to bid on and how much to spend," he said. "I am told the first and second choices among the tracts being offered. Now, here's the kind of problem that comes up every now and then. Suppose my second choice is put on the block before my first choice. I have to decide how much money I can safely bid on the second choice, and still be reasonably sure of putting up a good fight for the first choice. If I make a mistake, I may lose out completely."

(Continued from Page 15)

Because the auction lasts only one day and offers so many tracts, auctioneer and oilmen have evolved a system of finger signals which speed the bidding. To newcomers, the fact that bidders spend thousands of dollars with what seems to be a casual lift of a finger is the most striking part of the lease auctions. To veteran bidders, however, the signals are just a good way of getting on with the business at hand.

The auction takes on an air of drama when the prices rise so high that only two bidders are left. Every eye in the room is fixed on them. After each bid, the spectators turn to the bidder who must raise or quit. Back and forth the heads turn, as in a tennis match in slow motion. Higher and higher the bids rise. Tension tingles through the room. Finally, when the bidding is over and the lease is won, the auctioneer congratulates the high bidder on his deal, and everyone laughs in relief. Maps rattle as agents take a look at the next offering.

The lands which thus endow state supported higher education were grants from both the Republic and the State of Texas. More than 2,000,000 acres are thus administered by the Board for Lease of University Lands on behalf of the University of Texas and its eight off-campus affiliates, and Texas Agriculture and Mechanical College and its related activities. A fourth of these lands are under oil lease. They earn about \$1 million a month in land rentals and oil royalties, on top of the \$142 million in bonuses which the twenty-nine auctions thus far have brought. (The highest bonus ever paid was \$2,085,000 for a four-square-mile drilling block.)

University lands once were handled by the Commissioner of the General Land Office. But in 1929 the legislature turned their administration over to the Board for Lease of University Lands. Two members are from the Board of Regents of the University of Texas. The third is the Commissioner of the General Land Office, currently Bascom Giles, who is chairman.

Until 1936, the board offered the leases through sealed bids. In July of that year, J. R. Parten and George Morgan, then the regents members of the board, held the first public auction. Next year the legislature made the auctions mandatory. Dr. H. P.

Bybee, the board's geologist-in-charge since 1929, has had a leading part in all the auctions.

A lease on a four-square-mile drilling block usually commands a high initial bonus. The purchaser also assumes an immediate drilling obligation and pays a yearly rental of \$1 per acre. Leases on small tracts, commonly 160- or 320-acre pieces adjacent to drilling blocks, carry no drilling obligation, and the bonus per acre is often smaller than on the large blocks. A lessee who secures oil or gas production on a property pays, of course, the usual royalty of one eighth the value of production. Failure to meet any of these provisions subjects the lease to forfeiture.

All leases run for five years, but occasionally lessees surrender their rights before the time is up. When such tracts are offered again at auction, they sometimes attract higher bids than they did originally. The presumption in such a case is that someone's geological work has given a new hint of oil possibilities.

When the first auction was organized in 1936, the board called on an auctioneer who was then busily auctioneering newly opened Osage Indian lands in Oklahoma. No one remembered, immediately, that there was no provision for paying his salary. By informal agreement at the time, successful bidders added 1 per cent to their bonus payments as the auctioneer's fee. That practice became formalized over the years. Today, the 1 per cent covers not only the auctioneer's fixed fee but also all other costs of the auction.

The present auctioneer is George Apple, a jewelry salesman when the auction is not in session. Apple has the distinction of being one auctioneer who doesn't sound like a side-show barker when he calls the bids. He also has the reputation of being something of a wit.

Inspired by the celestial heights of the bidding at the last auction, Apple turned a phrase which promises to become a watchword at future lease auctions. It happened during a tense few minutes when bids were rising rapidly. An inveterate low bidder, never known to go above \$3,000, inadvertently raised a hand to scratch his head.

Apple, always on the alert for a signal, saw the gesture.

"Be careful, mister," he drawled, "or you'll spend a million dollars!"

MEMBERSHIP DRIVE REACHING INTO EVERY STATE

Let's do the job. The Secretary has kicked it off and he gave it a mighty big kick, one that is being felt throughout the entire membership. Many members have volunteered to help in doing the job and they are coming through mighty fine as a result of the many new members being added to the roster of members. There is a job for those that have not volunteered, a pleasant one and capable of being done well in spare time.

The pay is good — the satisfaction that is felt when one has served a good cause well. The job is for every member to secure one or more members. Can't be done? Right you are, if you approach it in that attitude.

Can be done? Sure—if you believe in it enough to make yourself one of the volunteers. Let's each of us take equal share and join the others to do our

bit. Is it possible that there is one among us who would be so foolish as to say it can't be done? We know that it is being done and those that are doing it are mighty proud and justifiably so, and they want you each and every member to know that it can be done and join with them in their determination and efforts in doing the job.

Here is what has been accomplished since the Secretary opened the membership drive by dispatching a letter to non-members inviting them to affiliate with the National Auctioneers Association and the many members who have sponsored Auctioneers. Now wouldn't you feel much better if you knew that you were among the many members who are doing a job because they believe in organization and want to see it grow and develop into an Association that will bring honor to the Auctioneering profession?

Col. Keith Davis, Modesto, California
Col. R. J. "Bob" Thomas, Billings, Montana
Col. O. J. "Jim" Mader, Buffalo, Wyoming
Col. A. W. Hamilton, Lewisburg, West Virginia
Col. G. H. Shaw, Monroe, Iowa
Col. Harvey K. Boyer, Huntington, Indiana
Col. Melvin Liechty, Berne, Indiana
Col. Philip E. Hagan, Critz, Virginia
Col. T. B. Palmer, Chilhowie, Virginia
Col. Henry C. Smith, Springfield, Ohio
Col. Charles B. Kimberley, Collins, Iowa
Col. Alex M. Kelhoffer, Pleasant Plain, Ohio
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Col. Dean S. Bullard, Williamsfield, Ohio
Col. Ralph W. Horst, Marion, Pennsylvania
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Col. E. M. Rickey, Decatur, Ohio
Col. J. E. Russell, Peoria, Illinois
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Col. Chris B. Dawson, Waverly, Ohio
Col. James Dale McClarran, Wooster, Ohio
Col. Russell E. Pierce, West Alexandria, Ohio
Col. R. E. Guiss, Akron, Ohio
Col. L. J. Stanley, Portland, Oregon
Col. William S. Morton, Lincoln, Nebraska
Col. Forke Bros., Lincoln, Nebraska
Col. Wendell R. Ritchie, Marathon, Iowa
Col. Bert O. Volger, Franklin Grove, Illinois
Col. Warren Collins, Jesup, Iowa
Col. John T. Ryan, Greeley, Nebraska
Col. Clifford E. Nelson, Oakland, Nebraska
Col. James Webb, Grand Island, Nebraska
Col. Ernie Sherlack, Ogalalla, Nebraska
Col. Russell Goslin, Ogalalla, Nebraska
Col. Abe Parish, Alma, Nebraska

(Continued on Page 35).

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 your magazine. Is your name among them? Watch this list of names grow.

ALABAMA

ARIZONA

ARKANSAS

CALIFORNIA

COLORADO

CONNECTICUT

DELAWARE

FLORIDA

GEORGIA

IDAHO

ILLINOIS

Carr, Col. John A.—Macon
Drake, Col. C. B.—Decatur
Drake, Col. Bud—Decatur
Gordon, Col. Mike—Chicago
Gordon, Col. Jack—Chicago
Holford, Col. Walter—Edwardsville
Hudson, Col. Ray—Morrisonville
Parkinson, Col. Bruce—Kankakee
Vogeler, Col. Bert O.—Franklin Grove, Deceased
Williams, Col. Howard—Canton
Winternitz, Col. Lester—Chicago

INDIANA

Broshears, Col. Harold—Evansville
Crawford, Col. L. T.—Mishawaka
Ellis, Col. Earl—Washington
Feland, Col. R. C.—Noblesville
Glover, Col. Laird N.—Crawfordsville
Whittle, Col. Wilbur—Goshen

IOWA

Brown, Col. Jim R. D.—Ida Grove
Holland, Col. Theo. H.—Ottumwa
Johnson, Col. Howard B.—Story City
Joy, Col. Leon—Ames
Kautzky, Col. Slim—Glidden
Pettit, Col. Guy L.—Bloomfield
Peterson, Col. Clinton A.—Fort Dodge
Rhodes, Col. John W.—LeGrand
Ritchie, Col. Wendell—Marathon
Sargent, Col. G. F.—Sioux City

KANSAS

KENTUCKY

Boosters for The Auctioneer

LOUISIANA

MAINE

MARYLAND

MASSACHUSETTS

MICHIGAN

Smiley, Col. Fred W.—Saginaw

MINNESOTA

Beecher, Col. John F. and Son—Elma
Davis Twins, Cols.—St. Peter and Madison Lake
Gould, Col. Tom—Minneapolis
Godlove, Col. Henry C.—Indianola
Kohner, Col. Alvin—Winona
Lampi, Col. Martin—Annandale
Nelson, Col. E. T.—Renville
Radde Bros., Cols.—Waretown and Waconia

MISSISSIPPI

MISSOURI

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

MONTANA

NEBRASKA

Buss, Col. Henry—Columbus
Fuller, Col. Dan J.—Albion
Flanagan, Col. Ray—Albion
Heist, Col. John W.—Beatrice
Jensen, Col. T. C.—Holdrege
Kirkpatrick, Col. J. D.—Grand Island
Nelson, Col. Leon S.—Albion
Rasmussen, Col. Henry—St. Paul
Webb, Col. James—Grand Island
Zicht, Col. Adolph—Norfolk
Zicht, Col. Don—Norfolk

NEVADA

NEW HAMPSHIRE

NEW JERSEY

Coats, Col. B. G.—Long Branch
Guzzi, Col. J. A.—Long Branch
Smith, Col. James W.—Camden
Woolley, Col. Charles M.—Allentown
Simonsen, Col. Carl—Point Pleasant
VanPelt, Col. Herbert—Readington
VanSciver, Col. Watson—Burlington

NEW MEXICO

NEW YORK

Taylor, Col. Frank—Cortland
Rothkopf, Col. Mac M.—Brooklyn

Boosters for The Auctioneer

NORTH CAROLINA

NORTH DAKOTA

OHIO

Baily-Murphy-Darbyshire Co., Cols—Wilmington
Drake, Col. Ralph—Montpelier
Pollock, Col. Homer—Delphos
Wilson, Col. Clyde M.—Marion

OKLAHOMA

OREGON

PENNSYLVANIA

Berry, Col. Tom—West Newton
Chafee, Cols. Q. R. & Son—Towanda
Engelmeier, Col. Philip A.—Pittsburgh
Leiby, Col. C. J.—Allentown
Post, Col. Hubert S.—Washington
Sparks, Col. Homer H.—Sharon

SOUTH CAROLINA

SOUTH DAKOTA

TENNESSEE

Hood, Col. J. Robert—Lawrenceburg

TEXAS

Wendelin, Col. W. J.—Henderson

UTAH

VERMONT

VIRGINIA

Crim, Col. Frank D.—Roanoke

WASHINGTON

WEST VIRGINIA

WISCONSIN

Donahoe, Col. Joseph W.—Darlington
Heise, Col. W. C.—Oconto

WYOMING

Bentley, Col. John—Sheridan
Shelton, Col. Dale—Sheridan
Shelton, Col. Jim—Riverton
Williams, Col. C. G.—Sheridan

ELSEWHERE

The Ladies' Auxiliary of the
National Auctioneers Association

**AUCTIONEERS ASSOCIATION
OF OHIO
JAN. 11, 1953 CONVENTION**

This meeting was opened by President W. O. Sargent of Bradford, Ohio, with all standing and repeating the pledge of allegiance to the flag of the United States of America, after a welcoming address by President Sargent to all members both new and old, the minutes of the previous meeting coupled with a Treasurer's report were read, a motion by Clayton Sooy seconded by Nelson Muntz that these reports be approved as read. Motion carried.

The Secretary introduced 18 new candidates for membership Viz:—Critt Bradford, Racine, Ohio; C. C. Campbell and Carl Cromer, Piqua; Paul K. Courtad, Upper Sandusky; Woodrow J. Cox and John R. Shrimplin, Coshocton; Frank E. Farnbauer, Youngstown; Lewis M. Glendenning, Galena; Joseph E. Hodge, Tipp City; Hugo Lagenkamp, Yorkshire; Maynard Moore, Sabina; John H. Peddicord, Warsaw; Roger D. Rumbaugh, Homerville; Cyril (Si) Schulte, St. Mary's; Cuyler E. Smith, Belle Center; J. D. Spurlock, Big Prairie; Don W. Standen, Elyria; and Oscar Young, South Vienna. A motion by Jack Braddock, seconded by John Mason that we accept and admit these men to membership by acclamation. Motion carried.

President Sargent asked for comment on the expense reimbursement of our Delegate to the National Convention Col. Homer Pollock, after discussion a motion by Robert Norton seconded by Clayton Sooy that we reimburse Col. Pollock to the amount of \$50.00. Motion carried.

President Sargent appointed a Nominating Committee of 3 men with Col. Clarence Latham, Chairman; E. R. Tom and Homer Pollock, to nominate officers to serve in "53". It was now learned that we had 2 candidates for membership who arrived late due to many icy and hazardous highways throughout the State, these candidates were Dempsey D. Becker, Wooster, and Albert L. Rankin, Alger. A motion by Robert Norton, seconded by Owen Hall to admit these two men to membership. Motion carried. The Chairman then called on The National Association President, Col. Clyde Wilson of Marion, Ohio, after a few remarks by Col.

Wilson he stated that he had more to say, but that he thought we should hear from our Delegate to the N.A.A. first. President Sargent then turned the spot light on our Delegate, Homer Pollock, who very capably gave a detailed report of his mission as Delegate of the Ohio Association to the N.A.A. Convention held in Minneapolis last July. We now recessed for a Turkey dinner with all the stuffins, after which we were entertained by the Harmonaires a Choral group of six colored men, these men were hot stuff and were very well received.

Back in the meeting room once more President Sargent revealed that it was the opinion of a number of members that we should have a Chaplain, a motion by Raymond Cole, seconded by Owen Hall that the President appoint a Chaplain. Motion carried. After several interesting remarks by Col. H. Earl Wright, the President called on Col. J. Merdith Derbyshire, Secretary of the National Association who gave several of the interesting highlights of the coming National Convention to be held in the Neil House, Columbus, Ohio. July 16-17-18 and extending a cordial invitation to all to attend. He was followed by Col. Clyde Wilson, President of the National Association of Auctioneers who gave the history of N.A.A. along with comments on the coming convention, and appealed to all Ohio Association members to affiliate with the N.A.A. after the enthusiastic speeches delivered by these two gents they were complimented by receiving quite a number of new members from the Ohio Association.

We now learned that we had another Candidate for membership who had arrived later than the rest. The Secretary introduced and recommended Richard O. Harris of Urbana for membership. A motion by H. Earl Wright, seconded by Owen Hall that we admit Col. Harris to membership. Motion carried. It was learned from Col. Wright that we had lost a good member in the death of Col. J. H. Sinclair of Hanoverton, Ohio. The Secretary also received a letter from the widow of a Charter Member, Paul E. Mitchell of Newark, Ohio, stating that he had passed away October 15, 1952. Appropriate letters of sympathy were promptly sent to the surviving families by the Secretary.

Next on the agenda we heard from Col. Latham, Chairman of the nomin-

ating committee. He reported that they had selected for President, Col. Si Lakin of Columbus. For Vice President, Col. Homer Pollock of Delphos; Secretary-Treasurer, Col. John Sargent, Greenville. Three Directors to serve 3 year terms. Col. John Pfarr, Jr., Richwood; Col. James C. Penell, Cumberland and Col. W. O. Sargent, Bradford. A motion by Col. Cy Sprunger, seconded by Col. John Watson, that we accept these officers by acclamation. Motion carried. Someone suggested a rising vote of thanks for the retiring officers which was carried out in appropriate order.

President Sargent now made his farewell speech and turned the gavel over to President elect Si Lakin and asked that he make the Chaplain appointment. After a very fine acceptance speech by Col. Lakin he appointed C. E. (Chet) Guffey Chaplain, with H. Earl Wright, Assistant Chaplain. He then appointed Clarence Latham and Gwen Hall, Receptionist. There being no further urgent business at this time, it being 4:30 p.m., and knowing the State to be full of snow, icy and slippery highways, the meeting was adjourned by President elect Si Lakin until our next regular session, June 14, 1953.

Respectfully submitted,
John Sargent, Secretary.

SECRETARY'S NOTE—This was an exceptionally good meeting, everyone enjoyed themselves and had a good time; besides being pleasant it was very instructive, and to those members who were unable to attend I personally feel sorry; YOU WILL NEVER KNOW WHAT YOU MISSED. We had 21 new members presented at this meeting, an all time high for any single meeting during my 5 years as your Secretary, and for this good work I want to thank each of you who helped in any way to secure these fine gentlemen for our membership roster. Thanks a million, keep up the good work.

If you want to kill your wife with curiosity, simply clip a brief item from this magazine before you hand it to her.

Of all the battles won;
The greatest is to hold
A gavel in your hand
Smile and say sold.

WHERE THEY WERE

Year's 796 Hereford Auctions

Staged in 42 States

Alabama	14
Arizona	3
Arkansas	14
California	16
Colorado	23
Florida	2
Georgia	15
Idaho	9
Illinois	26
Indiana	13
Iowa	43
Kansas	81
Kentucky	15
Louisiana	4
Maine	2
Maryland	4
Massachusetts	1
Michigan	7
Minnesota	7
Mississippi	17
Missouri	55
Montana	26
Nebraska	84
Nevada	2
New Mexico	6
New York	1
North Carolina	17
North Dakota	12
Ohio	27
Oklahoma	55
Oregon	11
Pennsylvania	4
South Carolina	8
South Dakota	35
Tennessee	31
Texas	43
Utah	3
Virginia	17
Washington	11
West Virginia	9
Wisconsin	1
Wyoming	22
U. S. Total	796

I was in Philadelphia the other day visiting an Executor of an estate to negotiate liquidation at public auction. On his desk sitting upright was a bronze plate reading, "CAPRE DIEM." I asked him what it meant and he replied, "It says, 'Make Of The Day.' It's the first thing I see when I arrive and the last thing I see when I leave." I was ten minutes ahead of my appointment and I came away with the sale safely booked. Today is what counts. Today is here and today is the all important time to act.

"Every Member—Get a Member"



This picture could well be called "A Study in Concentration" Note the expression of each Auctioneer. Waiting watching and listening for that next bid which when announced, will again spring into action. Who are they? Ask the boys from Iowa.

THE TOP 25 HEREFORD AUCTIONS OF 1952

- 1—Circle M Ranch, Senatobia, Miss., Feb. 18—50 head averaged \$5,061.
- 2—Wyoming Hereford Ranch, Cheyenne, Wyo., Oct. 3—77 head averaged \$4,056.
- 3—National Western Hereford Sale, Denver, Colo., Jan. 14-15—190 head averaged \$3,906.
- 4—Cedar Lane Farms, Greenville, Miss., Feb. 25—45 head averaged \$3,902.
- 5—Jack Haley Hereford Ranch, Escondido, Calif., Jan. 8—82 head averaged \$3,300.
- 6—Panola-Tate Hereford Sale, Senatobia, Miss., March 25—60 head averaged \$3,240.
- 7—A. H. Karpe, Greenfield Hereford Ranch, Bakersfield, Calif., Jan. 7—55 head averaged \$2,972.
- 8—Morlunda Farms, Lewisburg, W. Va., June 21—70 head averaged \$2,358.
- 9—Southwestern Exposition & Fat Stock Show, Fort Worth, Tex., Jan. 29—101 head averaged \$2,180.
- 10—Edg-Clif Farms, Potosi, Mo., Oct. 16—52 head averaged \$2,170.
- 11—Circle H. Ranch, Winona, Miss., March 10—55 head averaged \$2,147.
- 12—Halbert & Fawcett, Sonora, Tex., and Miller, Mo., March 10—60 head averaged \$2,041.
- 13—Rolling C Ranch, Cordova, Tenn., June 30—94 head averaged \$1,988.
- 14—Four-State Sale, Washington C. H., O., Feb. 8—80 head averaged \$1,965.
- 15—Malone Ranch, Meridian, Miss., March 27—51 head averaged \$1,925.
- 16—Spring Valley Hereford Farm, Oct. 27—50 head averaged \$1,913.
- 17—Archie Parkes Dispersion, Vaughn, Mont., Sept. 25-26—317 head averaged \$1,712.
- 18—Mid-South Polled Hereford Association, Memphis, Tenn., Feb. 19—81 head averaged \$1,690.
- 19—Peterson Bros., Ogden, Utah, March 5—85 head averaged \$1,671.
- 20—Pearson Herefords Dispersion, Indianola, Ia., June 16-17—303 head averaged \$1,666.
- 21—Hardy Grissom Hereford Ranch, Abilene, Tex., Dec. 9—83½ head averaged \$1,652.
- 22—Thorp Hereford Farms, Britton, S. D., Oct. 27—95 head averaged \$1,611.
- 23—Southeastern Polled Hereford Association, Valdosta, Ga., March 3—60 head averaged \$1,598.
- 24—MHM Hereford Farms, Pulaski, Tenn., Oct. 30—67 head averaged \$1,552.
- 25—Freeman and Graves Sale, Pulaski, Tenn., Nov. 11—63 head averaged \$1,548.

HIGHLIGHTS IN THE 1952 AUCTION SALES

More Guernseys were sold at auction in 1952 than during any year in the history of the Club. In spite of the poor bull market, 23 per cent of the animals that brought \$2,000 or more were bulls. The greatest amount of money ever spent for Guernseys at auction changed hands during the year, when 12,813 head of purebred Guernseys brought the grand total of

\$5,262,561, or an average of \$410.72. It is true, this is a reduction of \$67.19 under the average selling price for the year 1951. However, there were 244 sales held as against 217 the previous year and 2,068 more animals went through the ring. The 1952 average was \$30.00 per head higher than three years ago when 3,202 less Guernseys sold for an average of \$380.79.

35 Years of Sales

Year	Number Cattle	Total Price	Average	No. Sales
1918	1,318	\$ 434,940.00	\$330.00	38
1919	1,309	714,714.00	546.00	29
1920	2,464	1,252,406.16	508.28	49
1921	1,281	437,615.22	341.62	34
1922	966	521,813.88	540.18	21
1923	1,230	434,300.70	353.09	23
1924	2,169	824,350.14	380.06	39
1925	2,227	876,502.66	393.58	41
1926	2,211	618,583.50	279.78	45
1927	2,043	663,255.50	324.64	42
1928	2,019	673,329.50	334.04	39
1929	2,155	686,544.25	364.99	47
1930	1,846	441,702.50	239.28	49
1931	1,350	297,893.00	220.66	31
1932	1,461	238,055.34	162.34	33
1933	1,358	248,066.00	182.67	29
1934	1,361	271,941.50	199.81	27
1935	2,280	507,391.50	222.54	41
1936	2,673	673,999.00	252.15	52
1937	2,747	665,049.50	242.10	62
1938	2,699	549,003.59	203.41	59
1939	3,119	609,515.50	195.42	62
1940	4,003	901,411.00	225.18	76
1941	4,612	1,033,810.90	224.16	99
1942	5,624	1,397,314.00	248.46	122
1943	4,648	1,781,644.50	383.31	97
1944	7,011	2,514,984.00	358.72	137
1945	8,348	3,375,513.50	404.35	162
1946	8,897	4,101,305.50	460.98	174
1947	9,143	4,081,687.50	446.43	173
1948	10,901	4,531,230.50	415.67	225
1949	9,611	3,659,787.00	380.79	200
1950	10,918	4,978,062.00	455.95	231
1951	10,745	5,135,150.00	477.91	217
1952	12,813	5,262,561.00	410.72	244

THE PUBLISHER SPEAKS

The responsibilities in connection with publishing "The Auctioneer" are such that require the cooperation of every member of the National Auctioneers Association. I am not unmindful of the responsibilities and feel that in view of the many sacrifices made by Col. Rhodes, in his capacity as Editor and that in view of the progress the Association has made and the circumstances which make a change in publishers necessary to meet the existing conditions, that I am happy to give of my time, effort and limited ability in assisting Col. Rhodes, to the realization and fulfillment of his ambition and that of the National Auctioneers Association, to give the entire membership and the Auctioneering Profession a publication that is constructive and one that you as an Auctioneer shall be proud of.

To accomplish this, material for publication is of paramount importance. That means your cooperation. The task can be made so easy if each and every member will share his part of the responsibility and if each do just that your publisher and editor will double their efforts.

This is my first venture into the literary and publishing field and one upon which I am going to lean heavy on your shoulders. It is going to take several publications before I become oriented. Errors are bound to appear. That is only human, but I am going to overlook your errors, should there be any, in any material you send in, because I know that in so doing you are interested and want to do your part. Innovations will appear from time to time until eventually the magazine will be revamped to meet the innovations acceptable to you.

To make "the Auctioneer" the kind of a magazine you want it to be, send in your suggestions as that is the only way we can tell what you want. Look upon it as the official organ — the mouth piece of your Association and then do what you can to make it as interesting and constructive as you would like to have it. In the past while the Association was undergoing growing pains it was not possible to give the membership the kind of a publication we all so much wanted. Under the circumstances the Editor did give you the best that he could. Now that the membership warrants expansion and improvement of "The Auctioneer" and the Association has the material from

PARRISH AND JONES DO IT AGAIN

Winchester, Ky.—Sale of real estate at public auction is gaining favor throughout Kentucky as Parrish and Jones, well known Auctioneers, sold farms in Clark County on January 9th and 13th, for \$80,000.00. Montgomery and Bath Counties also witnessed the sale of a 78 acre farm by Parrish and Jones that averaged \$310.50 an acre, said to be a top price. A 183 acre farm in Montgomery County averaged \$218.00 per acre. Large crowds were in attendance at each sale and the Auctioneers working together as a team made for spirited bidding. Both were in true form and did a superb job of selling.

Parrish and Jones allow no grass to grow under their feet, being convinced themselves that if real estate can be sold at all it can be sold at public auction. Their plan of operation and the effective results they obtain are playing a major role in convincing the public that selling at auction makes for better prices and quicker results.

Elsewhere in this number of "The Auctioneer" you will read a letter from Parrish and Jones, which speaks for itself and which "The Auctioneer" is happy to publish in the interest of others engaged in selling real estate at public auction.

which to draw, your publisher is going to venture on a program calling for each and every member to come forth in support of and in cooperation with a project worthy of our Association, our profession and ourselves.

All articles and pictures for publication in "The Auctioneer" must be received not later than the 15th of the month as it will go to press on the 16th and will be mailed on the first day of the month so that every member will receive his copy between the first and the tenth.

Now, fellows, get out those pens and pencils and the camera and get your articles flowing in. If you want to fatten a steer you have to feed it. The more you feed "The Auctioneer" the bigger and better it will be. To expedite the publication of your articles send them to B. G. Crats, 490 Bath Ave., Long Branch, N. J.

I'll be visiting with you every month in "The Auctioneer" and the membership wants to visit with you.

ADVERTISING

Col. John R. Potts

North Branch, N. J.—A most unique calendar 20 in. by 28 in. depicting an auction sale in colors most appealing and giving a striking exhibition of the Auctioneer, the visitors and the offerings entitled, "What's Wrong With This Picture?" by Shaw-Barton, of Coshocton, Ohio, the original oil painting by Harold Anderson.

A calendar that should be hanging within reading distance of every Auctioneer in America. So popular has the public auction sale become in New Jersey, by the integrity and service of the Auctioneers and the confidence of the public in buying at auction, that Col. Potts, by his intuition hit upon an idea that cannot help but be beneficial to him and the Auctioneering Profession. As long as anyone is engaged as an Auctioneer they will want the picture on Col. Pott's calendar to frame and enjoy during their stay on this good earth. Those who have seen the original oil painting will recall that in America today the auction and cry of the auctioneer has become a great source of social mixing and entertainment. In most areas it is looked upon as a great place to meet friends.

The auction, as it is conducted in America today, regardless of its origin, is a truly American gathering. Democratic, informal and jovial. In many places it's common to make an auction an all-day affair with a lunch stand available or a picnic lunch prepared by those attending.

The artist has done a fine job of putting much of the air of an auction on canvas. The characters and their facial expressions are indeed a study in themselves. Very realistically cast to the last detail.

Then to such a setting the artist has again in his inimitable fashion injected many mistakes into his painting, some obvious, others quite subtle. All of this adds up to one of Anderson's best works.

One cannot help but get pleasure from seeing "What's Wrong With This Picture?" You will want to tell all the Auctioneers about it for them to share in your enjoyment.

The demand upon Col. Potts, for the calendars far exceeded his supply resulting in disappointment to those who requested one and a far greater disappointment to Col. Potts.

BOCKELMAN ON EXTENDED TOUR

New York City—Colonel Paul F. Bockelman, Jr., of Sioux City, Iowa, son of Past President Paul Bockelman, is making an extended tour of the states visiting auctioneers and auction sales enroute.

On February 7th he paid a surprise visit to Col. Coats, of Long Branch, New Jersey. After lunching together they toured the scenic drives and viewed the many palatial homes on the North Jersey shore. Col. Bockelman, then left for New York City where on February 21st, he will sail for South America to visit Montevideo, Rio De Janeiro, Buenos Aires and as many of the countries as his time will permit. During his tour of South America he will visit many of the cattle auctions. While in New York City, Col. Bockelman will visit the auction galleries and renew his acquaintance with many of the Auctioneers he met when the national convention was held in Asbury Park, N. J. He has promised to give a resume of his trip and of the cattle auctions in South America to those in attendance at the national convention. His itinerary will require being away for about five months returning about July 1st.

Col. Bockelman is associated with his father who is President of the Bockelman Auction School, in Sioux City, Iowa.

"The Auctioneer" for the National Auctioneers Association, wishes you, Colonel, a most pleasant voyage, and that during your tour you will sign up some of the South American Auctioneers, as the Secretary informs us that you obtained a good supply of applications for membership. God's speed and good luck.

A Call To You

For the betterment of your Association, your Officers and Directors welcome any suggestions as to how we can improve our Association; also your constructive criticisms. Teamwork and cooperation means success.

It is hoped that Col. Potts will re-serve at least one and bring it with him to the national convention so that all Auctioneers in attendance can view an idea of human interest that made an excellent advertising medium.

COATS NOTES

In spite of our modern time-saving inventions such as the radio, television, automobile, telephone, tractor, etc., we seem to have less time to do the things we WANT to do—that we know we SHOULD do—than ever before.

I would bet my last dollar that when your phone rings and you are talking with someone about having their auction sale, you forget all about these modern inventions and concentrate on that sale until you are assured that you have it booked. There are many other things in the life of an Auctioneer that should cause him to forget about our modern inventions and give some of his time to helping others just as others are giving of their time to help you in your profession. There are times when I have to pull myself away from the television and do things often not as enjoyable. Come the first of the month I know that there is a man in Legrand, Iowa, wondering where or how he is going to get enough material to publish "The Auctioneer" for that current month. So I divorce myself from all things for a few minutes and after racking my brain for something that I think would be of interest to the readers of "The Auctioneer" get off a few lines to that man in Iowa, and feel much better knowing that I at least tried to do something to make his job less difficult. This man is an Auctioneer the same as you and I and he depends upon that for his livelihood and that of his family. Now this man enjoys all our modern inventions just as much as we do, but he knows that "The Auctioneer" must get out, so he pulls himself away from his television and pleasure of his family and proceeds to do the job. Being Editor of this publication is no easy job. If you don't think so just try and edit one and then you will fully appreciate the job that Col. Rhodes is doing in your behalf.

This big little publication which is eagerly awaited every month by every member of the Association is one that you can and will have to play an important part in if you expect it to continue. The part you can and must play is one of contributing material for publication as this monthly periodical cannot in my opinion, continue unless it is constantly fed by the membership. You would not last very long if you

neglected to get out your advertising for your auctions in advance of your sale dates. The same is applicable to "The Auctioneer". It cannot be published unless it has material to print. If readers of this article would move back from their televisions for a few minutes and contribute an article or something of interest to the readers, that man in Iowa would give you the most interesting magazine that was ever deposited in your mail box. No magazine can long endure without showing improvement and it is your responsibility to extend some time and effort in that direction.

"The Auctioneer" tries to provide the members of the National Auctioneers Association with auction information and guidance. Successful Auctioneers and those who want to be successful Auctioneers are rapidly subscribing to the precepts of our Association. They all find it profitable to tap the knowledge, experience and judgment of others. Our membership has shown marked advancement during the past few months as is evidenced by the many new members. The more our membership increases the more knowledge and experience will come to all. Sound decisions are just as important to Auctioneers as to the largest corporation in America. Your judgment in making decisions can involve thousands of dollars in profit or loss to your clients and increase or decrease your commissions. "The Auctioneer" has played a vital part in helping all to be better Auctioneers, in making sound decisions and membership in the Association will enable "The Auctioneer" to give you far more helpful and instructive information as the more members the Association has the more all will benefit as it will continue to build a reservoir from which can be drawn the experience, knowledge and talents of Auctioneers beneficial to all.

There are two ways in which you can help to continue publication of your magazine. First and paramount contribute some material and show your gratitude for that man in Iowa, who beyond his duty as Editor and his many activities finds time to write an article every month entitled, "It Seems To Me." Second, if you are not disposed to contribute material for publication the least any of us can do is to send the Editor \$5.00 and request

that your name be plased on the "BOOSTER PAGE". Many are doing both but many more will have to do likewise as the day of "letting George do it" has passed.

I receive communications from Auctioneers from all parts of the country and there is nothing I like better unless it is an auction sale. Most of them write that they find "The Auctioneer" helpful in their business and auction operations. Here are a few comments:

CALIFORNIA—"You help us to keep track of events in other sections which tie-up closely with the auction business on the west coast."

NEW YORK—"The Auctioneer" is specific, down to earth, and hits the nail on the head. Make it bigger."

MONTANA—"The Auctioneer" keeps us posted and is eagerly awaited each and every month."

NORTH DAKOTA—"The yearly dues in the National Auctioneers Association, receipt of 'The Auctioneer' monthly and the privilege of being a Booster for both is my most profitable investment."

TENNESSEE — "The Auctioneer" takes first place in my mail. What can I do to help it along?"

KANSAS—"We think of 'The Auctioneer' as our bible to auctioneering and read it from cover to cover."

IOWA—"We all like 'The Auctioneer' and would not be without it. May every member of the Association do his bit to make it bigger and better."

NEW JERSEY—"Proud to be numbered among the many associated with the National Auctioneers Association and enjoy reading 'The Auctioneer'."

ILLINOIS—"Being an Auctioneer it is the magazine of magazines for my money and if it cost \$50 a year I would be the first to subscribe."

NEBRASKA—"Keep my name on the BOOSTER PAGE as it is a privilege to receive the only Auctioneer publication in America."

Now I am going back to the modern inventions; yes, television, and relax, but before I go may I remind you again that it is your duty, your obligation to do something for the continuance, the propagation, the enlargement and improvement of "The Auctioneer". Never let it be said that we let our Editor, Col. John W. Rhodes, down. If you can't pull yourself away from your television for a few minutes kick your foot through it.

COL. SWINEBOARD SELLS FARM FOR \$120,000.00

Lexington, Ky.—A crowd in excess of 400 people gathered at the Burgoine Farm in Fayette County to witness the sale of the 150 acre farm said to be among the best in the county.

The crowd listened most attentively to Col. George Swineboard as he opened the sale explaining the many features of the house, farm and buildings in his own inimitable and convincing manner.

As the 400 visitors watched the 50 minute sale, several bidders stayed up to the \$700 mark, but Col. Swineboard was not satisfied and continued his persuasive efforts and great ability always driving for that next bid. At \$750 an acre it looked hopeless for any advance and when the high bid of \$800 was reached by A. E. Sexton, the contending bidder being A. S. Denny, of Lexington, the gavel fell, as the crowd seemed to be paying a tribute to a good sale and a personal triumph to Col. Swineboard.

The Boy Scouts of America maintains that no boy can grow into the best kind of citizenship without recognizing his obligation to God. In the first part of the Boy Scout's Oath or Promise the boy declares, "On my honor I will do my best to do my duty to God and my Country, and to obey the Scout Law." Such are wholesome things in the education of the growing boy.

As Auctioneers in our service to the public never lose sight and acknowledgment of the Boy Scouts as they are the future Auctioneers of America.

"Every Member—Get a Member"



This is your Secretary and his charming wife, Colonel and Mrs. J. Meredith Darbyshire. We can all help them to retain their captivating smiles and make their work far less difficult by promptly answering the Secretary's letters.

ADDRESS CORRECTIONS

Members of the National Auctioneers Association are a fast moving outfit. We try our best to keep up with where you are, and we know that it makes you mad if we send "The Auctioneer" to the wrong place. Help us keep things straight by filling out the form below if "The Auctioneer" was addressed incorrectly. And it's still better to let us know in advance if you plan to change address. If you have never received "The Auctioneer" let us know and if you don't, you have nobody to blame but yourselves.

You sent "The Auctioneer" to
but I don't live there any more.

My new address is:

STREET CITY

STATE

I am a member of the National Auctioneers Association and have never received "The Auctioneer". Please start sending it to the above address.

G R E E T I N G S
f r o m t h e
P U B L I S H E R

This "The Auctioneer" is presented to you and made possible by the cooperation of the membership. It is the hope of everyone connected with it that its pages will bring you information that will prove both interesting and valuable throughout the year.

We trust that you will have real enjoyment in its reading and that it finds a convenient and important place in your business, your home and that you will use it as a medium in tapping the knowledge of others in the exchange of ideas and experience, that by your contributions the National Auctioneers Association and the Auctioneering Profession will rise to greater dignity and take its place of respect and influence as other professions have through organization.

P U B L I C S A L E

The Auctioneer's a clever pup,
Most versatile in town;
He first proceeds to build things up,
And then he knocks them down.

Although you may not wish to bid,
He always thinks you do.
The faintest flicker of your lid
And it belongs to you.

He's sold us, with his artful touch,
This pile of junk we've got,
And though it doesn't look like much,
It seems we've bought a lot.

I doubt if I shall ever know
A more persuasive cuss;
He says that everything must go—
Quite right—including us.

For if we loiter longer here,
We'll soon be overdrawn.
Come on, my love—I'm leaving dear.
I'm going—going—gone.

\$37,975,695

**That Was The Gross Return From
60,826 Registered Herefords Which
Sold in 796 Public Auctions in 1952**

U.S.A. SUMMARY

30,597 bulls	\$20,718,445;
average	\$677
30,229 females	17,257,250;
average	571
60,826 head	37,975,695;
average	624

The year which ended this week was the greatest year in Hereford auction history.

Other years may have seen more individual records topple, and the breed's all-time high for a Hereford average—\$5,933—set in 1947 still stands. But never before in the history of the breed have so many Herefords been sold at auction in a 12-month period for so much money.

The figures are of such magnitude as to stagger the imagination. They also reflect the tremendous impact the Hereford breed exerts upon the beef-production of America. Between Jan. 1, 1952, and Dec. 31, 1952, a total of 60,826 head of registered Herefords went through auction rings in 42 states for a grand total of \$37,975,695. The only states not represented in the list of auctions reported in detail in The Hereford Journal during the past year were New Hampshire, Vermont, Connecticut, Rhode Island, New Jersey and Delaware. And Hereford interest even in those northeastern states is increasing apace, and with new herds being established and some of the owners already contributing to consignment auctions in adjacent states. It is not at all too much to anticipate that the time may come, and soon, when the present list of 42 Hereford-auction states may be still further increased.

Almost equal numbers of bulls and females were sold in the year's 796 sales—more than 30,000 head of each. Bulls outaveraged the females by more than \$100 a head, reflecting a basically sound situation. The specific figures show that 30,597 bulls brought an average price of \$677, with 30,229 females going at a \$571 mark.

Final Figure Exceeded Only Once

The year's general average, recorded on every registered Hereford sold in every auction reported in The Hereford Journal, was \$624, a figure exceeded but once in the annals of the breed. That lone exception was 1951, when a tremendous \$856 average was established.

Col. Sheets was in Washington not long ago and on his tour of window shopping noticed a sign in a store window announcing "Wallpaper One-Third Off." This prompted him to remark to Mrs. Sheets: "That's nothing, at home we have wallpaper half off."

X Think what you will and who doesn't, but have will enough to keep your unpleasant thoughts to yourself.

"Every Member—Get a Member"

X If you do not improve your moments before they pass into hours, hours that others may occupy in the pursuit of pleasure, then you are not going to get very far as an Auctioneer.

X Wife: "Darling, I'm afraid your dinner will be a little burned tonight." Auctioneer: "Egad! Don't tell me they had a fire at the delicatessen."

X "Daddy, what is a sweater girl?"

Auctioneer: "Oh, I don't know, son. A girl that works in a sweater factory, I guess. Where did you get that question?"

Son: "Never mind the question, daddy. Where did you get that answer?"

"Every Member—Get a Member"

APPLICATION FOR MEMBERSHIP

National Auctioneers Association, 158 Vine Street, Sabina, Ohio

Enclosed find \$_____ to cover membership fee and subscription to "The Auctioneer" which is \$10.00 for one (1) year. I am an Auctioneer and desire to become a member of the "National Auctioneers Association."

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Robert M. Conway, Manager

Auctioneer: "What are we having for dessert tonight, darling?"

Wife: "Sponge cake. I sponged the eggs off of Mrs. Smith, the flour off Mrs. Jones and milk off Mrs. Brown."

WILL YOU LOOK and see if you have your 1953 card? The Secretary would like to make an exchange with you if you do not. Thanks.

If I could have seen all copies of "The Auctioneer" for the past three years—say ten years ago—I would be a much better Auctioneer today.

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Something New Has Been Added

LADIES — LADIES — LADIES

THIS IS YOUR PAGE

Starting with the next number of "The Auctioneer" this new feature of the magazine will be watched interest by every wife, mother and daughter of every member.

THE LADIES' AUXILIARY of the NATIONAL AUCTIONEERS ASSOCIATION

urgently requests articles and pictures of interest, to make this page the most interesting one in "The Auctioneer". The Editor has promised us additional space if we produce results.

O.K., Girls, let's show the boys we can do it. Send your articles and pictures direct to the Managing Editor, Col. B. G. Coats, 490 Bath Avenue, Long Branch, N. J., and remember they must reach him by the 15th of the month to appear the following month.

(Continued from Page 17)

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This list is not up to date as many more have joined recently and it would be an imposition upon the Secretary to request a complete list. He is a very busy man and doing a wonderful job. During the past few months he has been kind enough to give of his time to furnish this list.

Much time has been required in assembling this list and preparing this article for "The Auctioneer," the purpose of which is to apprise the entire membership of the wonderful results many of the members have achieved and to let you know that it can be done. Now, may we all swing to the volunteers and each do his part just as others have and are doing.

Comparison

An Auctioneer called to jury duty asked to be excused because he was nervous and couldn't stand excitement. "What do you do?" asked the judge. "I'm an Auctioneer," was the reply. "You'll have to serve. A courtroom is no more exciting than an auction sale," the judge announced.

Sure Fire

"At last," said the Auctioneer, "I've written something for my Association's magazine "The Auctioneer."

"What is it?"

"A check for a year's dues and \$5 so my name will appear on the Booster Page."

ARE YOU INTERESTED? Growth is one measuring stick of the vitality of an organization. In one such as ours that growth comes largely through the interest of those already in. Thus the story of our growth is the story written by your interest—or lack of it. Have you helped? If you have—keep it up. If you have not it is now the time to begin. If the National Auctioneers Association is really in your heart you will take the time to speak to that Auctioneer who is not a member and invite him to become a part of the Association. Do it now.

Guest (at wedding reception):

"Are you the bridegroom?"

Auctioneer: "No, ma'am, I was eliminated in the semi-finals."

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