

# THE AUCTIONEER

VOLUME 1

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NUMBER 3

Wishing You a Merry Christmas





# The Auctioneer

Published every month at  
LeGrand, Iowa

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National Auctioneer's Ass'n

**John W. Rhodes**

Editor

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

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## Col. Coats' Farewell Message as President



**COL. B. G. COATS**

There are times when it is difficult to find words for the proper expression of one's sentiments. This is such an occasion. It is with mingled feelings of regret and rejoicing that I bring you this, my last message, as President. My chief feeling at this time is one of relief that the year's work will have ended on January 1, 1950. I have enjoyed my term of office and the many pleasant occasions we have had together. Taken as a whole, the year has been a success, but I realize that this would not have been possible by my efforts alone. I have had your good will and cooperation at all times, and for this I am deeply grateful. I have endeavored to serve you well. Where I have succeeded, you have been generous in your praise; where I have

failed, you have been charitable and sympathetic. Because of these things, my term of office will be long remembered as a most pleasant period of my life. One does not easily break the ties that bind him to Auctioneers who have been so loyal, helpful and earnest as the members of our Association. I shall look upon my term of office with a feeling of pride, for it will always call to my mind's eye the faces of my associates in this great organization.

I rejoice in the knowledge of experience that you are prepared to give to my competent successor, Colonel Foster G. Sheets, your most loyal support. This is as it should be because, back of it all, back of the leaders and every member, is our great organization which must go on and on. It is to this that we owe our allegiance. It is this to which we must give our best endeavor, no matter who sits in the chair of authority. Knowing your character, I shall rest content, for I am sure that under the guidance of my successor, and with your earnest cooperation, this great Auctioneers' Association will continue its forward march of progress. If, in the future, it is possible for me to add or contribute to the National Auctioneers' Association and the Auctioneering profession, I shall certainly make a most earnest endeavor to do so.

As the holiday season approaches, our thoughts turn to Christmas, when we open our hearts and our purses to make others happy, as the satisfaction which comes from the knowledge of happiness conferred on others is the greatest joy we can experience.

My very best wishes to all for a very Merry Xmas and may the New Year bring you good luck, wealth and success and that the sun will shine for you every day, so beautifully expressed by James Whitcomb Riley—"Tis the songs ye sing, and the smiles ye wear That's a-making the sun shine everywhere".

### JUDGMENT AWARDED FOR FALL AT AUCTION

Perth Amboy, N. J.—Emma E. Todd, Toms River, N. J. was awarded a judgment for \$500 against Henry Hirschel, Irvington, N. J., in Second District court by Judge James P. Haney. The award was for injuries suffered when she fell on the premises of the Highway Auction, Route 35, Woodbridge, N. J. Mr. Hirschel was named in the suit as an auctioneer.

The suit was originally against Mr. Hirschel and a co-defendant, Norman J. Bosley, described as the owner of the auction grounds. A stipulation of the suit provided, however, that the action against Mr. Bosley, be discontinued.

In the suit the plaintiff asked damages of \$1,000 from each defendant, alleging that the fall caused her to suffer "serious and permanent injuries to the head, face, shoulders, arms, legs and ribs."

Some Auctioneers may not need "The Auctioneer" if they don't get far from home or in any heavy competition, but Auctioneers who do things and go places, like to know what other Auctioneers are doing, and "The Auctioneer" is the way to find out.

## CHRISTMAS GREETINGS

If we had the pen of a Dickens, we might put into words the nice things we are wishing you and all Auctioneers this Christmas. Our greatest treasure is a file containing scores of letters from auctioneers telling us how much they enjoy each issue of "The Auctioneer."

No matter where you spend this Christmas you will want to be well represented with the right gift for your friends and relatives. Can you think of a better way than "The Auctioneer" to convey that warm feeling of fellowship?

Price alone does not make a gift distinctive. Good taste always stands high above everything else. That's why a gift subscription to "The Auctioneer" is such a pleasant way to say "Merry Christmas." There is nothing you can give at the same price that is comparable in auctioneering educational value. Each issue is a reminder through the year of your thoughtfulness.

As a subscriber, we think you will agree that "The Auctioneer" fits right in with the friendly Christmas spirit. It's easy-to-understand, practical articles cover all phases of the auction business. The photographs delight the eye with a thrill that is unequalled in any other auction publication. It's the kind of publication that auctioneers will read over and over again and still feel their time has been well spent.

The editor, Col. John W. Rhodes, and the National Auctioneers Association invites you, and all auctioneers to subscribe payable to "The Auctioneer" and mail to the Editor, Le Grand, Iowa.

## DON'T QUIT

When things go wrong, as they sometimes will,  
When the road you're trudging seems all up-hill,  
When funds are low and the debts are high,  
And you want to smile but you have to sigh,

When care is pressing you down a bit,  
Rest if you must, but don't quit.  
Life is queer with its twists and turns,  
As everyone of us sometimes learns,  
And many a failure turns about,  
When he might have won had he stuck it out,

Don't give up, though the pace seems slow—

You may succeed with another blow.  
Often the goal is nearer than  
It seems to a faint and faltering man.  
Often the struggler has given up,  
When he might have captured the victor's cup.

And he learned too late, when the night slipped down,

How close he was to the golden crown.  
Success is failure turned inside out—

The silver tint of the clouds of doubt.  
And you can never tell how close you are,

It may be near when it seems afar;  
So stick to the fight when you're hardest hit—

It's when things seem worst that you mustn't quit.

—Anonymous.





Well, here we are in the month of December, to me the best month of the whole year. The reason I like it best is not because of the weather for I certainly detest cold weather, snow banks and most of all frozen toes and ears. I like it best because that is the month when people are thinking about someone else. The old Christmas spirit is powerful and when the public thinks in terms of their fellow men, of Peace on Earth, Good Will Toward Men, it permeates the whole atmosphere.

A lady stands and picks out a gift in a crowded department store. Not one that will decorate her house or person so she will be envied by her neighbor, but one that will make her neighbor happy and she gets a real deep-down satisfaction in so doing.

Bill meets Fred as they go down the street, each loaded with packages, and it is cold as can be at this time of year. Instead of growling at their jobs or about the weather, they greet each other with a Merry Christmas.

That old dad and mom that we have been going to write but have put it off and put it off are thought of at Christmastime with cards and gifts and a trip home, if possible.

I tell you, fellows, if we could just keep the spirit of Christmas alive twelve months out of the year, most of the grief and anguish and turmoil would disappear from our country.

I forget who it was at the Sioux City convention who made the statement that is really true — "What You and I need is a little less of You and I and a little more of Us."

Yes, Auctioneers, we can do much by working and writing and advertising with our minds occupied with ourselves as a team rather than thinking in terms of big "I". The most satisfaction we can get out of life is that real satisfaction that comes from knowing that we have made somebody happy. We don't have to wait until Christmas to do it. Let's try all the year long to make somebody happy.

You know if I was to try to list all the benefits to be derived from membership in the National Auctioneers Association this paper would of necessity consist of more than eight pages, for there are too many reasons for such a small space. One big benefit I would like to call to your attention here though, is that of making friends, friends of other men who are devoting their time to the same profession that is so dear to the hearts of all of us.

Friends are really wonderful, and it is one of the biggest words in the English language. Since becoming a member of

the N.A.A., the auction business has taken on a bigger meaning than ever to me and has become almost an obsession.

Speaking of friends, there is another of the leading auctioneers that it has been a pleasure to know and work with, and that is none other than Col. C. B. Drake of Decatur, Illinois. I consider it a privilege to have met him and to have, at least in some measure, gained his friendship. Col. Drake owns and operates what is probably the largest Wholesale Used Car Auction in America. He



Col. C. B. Drake has a wonderful business, and many men in his position, having gained the distinction in the business he has, would probably feel that they were a little better than the average run of men. Not so with Col. Drake. He is a friend of the auction business and of all auctioneers.

All that is necessary if you are in a men at the same auction. I have had dinner at his table, seen him sit through the night and until the wee hours of the morning battling for what was best for the auction profession, have seen him

place where you need some good advice or help with a problem or a sale, is to get on the phone and call Chet Drake and when you do that you have a friend on the job with you. He is one of the big men who has not forgotten how it was coming up on the ladder, and can put himself in the place of the other man. I have seen him before the class at the Reppert's Auction School, on his own auction in Decatur, before a crowd of over 5,000 at a charity auction, and pay out good money and lots of it for while he was working the ring for other transportation to meetings for the advancement of the N.A.A.

On all these occasions it has been my personal observation that here is a man who has the Auction business at heart. He is a friend to the business that has made him one of the leading salesmen in America. He will do anything in his power to prove his friendship for his fellow auctioneer. It has been a pleasure to have been associated with him and other good men in the N.A.A. and to know that the auction business is not way off here in our own little corner with only a few men who are envious of one another. Instead it is a big Business made up of Big Men, who are willing and eager to exchange ideas and give one another a helping hand or a pat on the back when they are given an opportunity to do so.

— John W. Rhodes

## INKLINGS

By John Jarvis



"We're giving away a book of matches with every cigarette lighter."



## A MESSAGE FROM OUR PRESIDENT - ELECT



**FOSTER G. SHEETS**

I find this, my first message to you, a most difficult one to write, as it now becomes my responsibility to attempt to fill the vacancy created by the untimely passing of Col. J. Albert Ferguson, whom you elected as your president for the coming year. I know that it is impossible to even hope to satisfactorily fill the position of one whose self-service, self-sacrifice and loyalty inspired us to greater accomplishments; one who was admired and respected by all who knew him. So great is our loss that the many fine traits which made up his character will never be forgotten. We all looked forward to having him as our leader, and I, personally, was looking forward to working with him in the capacity of First Vice President.

There is no need for me to tell you of the marvelous job which Col. B. G. Coats, our outgoing president, has done this past year. The records of our Association prove the results of his untiring effort. I know that Col. Coats has worked day and night for the Association, neglecting much of his own business to advance our cause. I wish to take this opportunity to publicly congratulate him on the wonderful job he has done for the past two years in the positions of First Vice President and President, respectively. I have already notified Col. Coats that I will call upon him frequently for his advice and help.

While our organization has accomplished much, we are still in our infancy, and future growth and advancement will depend upon the combined efforts of each officer, director and member. I hereby pledge that I will fulfill the duties of my office to the best of my ability. I will, from time to time, solicit the help and cooperation of every one of you and want you to feel free to offer suggestions and to call upon me at any time. One of our primary objec-

tives for the coming year will be to have the largest attendance ever at our National Convention to be held in Roanoke on July 13, 14 and 15, and at this convention to introduce one thousand new members, these members to be known as the "J. Albert Ferguson Class," thus paying our highest tribute to the late Col. Ferguson.

Looking to the Yuletide season of "Peace on Earth, Good Will Toward Men," I wish you and yours a very Merry Christmas and a most Prosperous and Successful New Year. Let us all be thankful for the many blessings which we have in this great country of ours where we are free to join together in comradeship for the betterment of ourselves, our Association, our cities, our states and our nation.

### TOM WHITTAKER SELLS BROWN SWISS SALE

Col. Whittaker, Brandon, Vermont, did the selling at the 13th Annual Eastern Brown Swiss Breeders' Sale held in Cobleskill, N. Y., on October 22. A total of 53 animals were sold, all outstanding

cattle with production records or from dams with records of better than 400 pounds of butterfat.

The highest selling animal was Fair Acres C. B. Jane 156399, a four-year old, consigned by Fair Acres Farm at Plainsboro, owned by Paul B. Bennetch. This brought to Mr. Bennetch the Trophy award to the consignor. This outstanding four-year old was bought by J. Dayton Smith of Far Hills, N.J., for \$660.

The second highest animal, Just-A-Mere Winnie-V, 91005, consigned by Lee's Hill Farm, went to Stewart Benedict of Massena, N.Y., on a bid of \$650. Thirty-three females over one year averaged \$420, with seven bull calves at an average of \$239.

As a feature of this production sale, all calves under one year were sold as a separate unit at the close of the sale. There were 13 head, averaging \$236, with a top price of \$335.

#### The Only Place

"Do you know where you can get a good turkey dinner for 15 cents?"

"No, where?"

"At the feed store."

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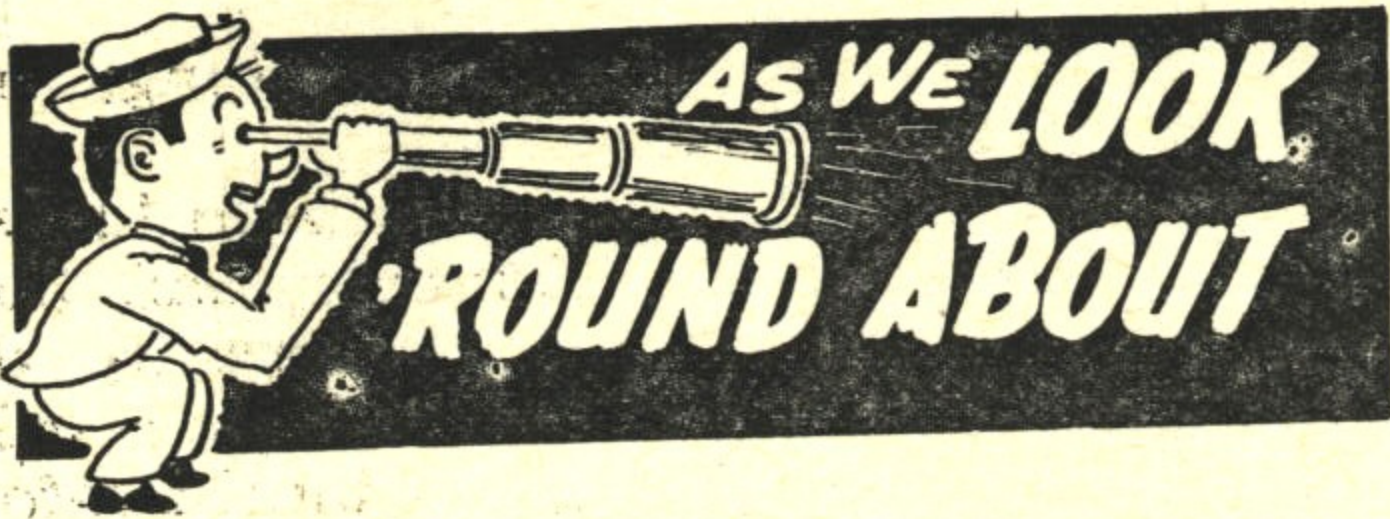
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High Pressure? — At a pure bred hog sale in Marshalltown, Iowa, last month Col. Guy Pettit of Bloomfield, Iowa, was selling the choice of two boars. When he said "Sold," the successful bidder made his choice. He was encouraged to take both boars by Col. Pettit who reasoned thus: "You have two gilts, don't you?"

Col. Hugh McGuire, head of the McGuire Auction Company of Holstein, Iowa, sent a well-planned circular to "The Auctioneer" office this month. It advertised four farms to be sold on the same day with a total of 812 acres. The circular carried an aerial photo of each farm and was black printing on red stock. These farms were all within 10 miles of Sioux City. Col. McGuire is really giving a good account of himself and is evidently living up to his slogan: "THE GUARANTEE OF REAL AUCTION SERVICE."

Col. R. C. Foland of Noblesville, Indiana, sold a sale consisting of 24 acres and personal property on November 10th and on the 12th of November, a modern home located 18 miles north of Indianapolis. He deals principally in Real Estate Auctioneering and calls his company the FO-LAND-AUCTION COMPANY. Col. Foland sent a copy of his "Auction School Catalogue" to "The Auctioneer" office last month.

Col. Walter Holford and Edward Ahrens of Edwardsville, Illinois, sold a home and furnishings in Webster Groves, Missouri, October 29th for a total of \$12,100.00.

Col. Holford also sold a 388 acre farm for the heirs of the Henry Schmidt Estate, November 9th at Brighton, Illinois.

Col. Theodore Holland of Ottumwa, Iowa, sold 496 acres at Auction, November 14th at Coatsville, Missouri. Also, on the same sale he sold a city property and furniture.

Ernie Weller of Atkinson, Nebraska, drifted into Iowa for the big feeder cattle sale last week. It was a large sale with six auctioneers.

#### STRANG FARM BRINGS BIG PRICE \$183.00 Per Acre

The 320 acre farm of the late Minnie E. Strang was sold at auction Tuesday, November 1 by A. H. Johnson, Master-in-Chancery, for \$58,600.00. L. L. Seely was the auctioneer. The buyer was Mrs. Pearl B. Bauer of Greenfield. Among the other bidders were Clyde Hembrough, John Kirbach and Lon Mansfield.

Mrs. Bauer, daughter of the late Philip Kahm, son of Conrad Kahm who was the son of Philip Kahm, is the four generation to own this farm.

Seely is a member of N. A. A. and a real booster.

## THE QUESTION OF THE HOUR----

How many would that be? About 2,000.

The question and answer was a part of a discussion in National Headquarters Office the other day. The question was something about how many members the National Auctioneers' Association would have if every member brought a Candidate. The answer was the figure above.

Of course, we aren't looking for anything like that. Some members just haven't enough interest to make them bestir themselves enough to invite another Auctioneer to share the richness of the National Auctioneers' Association. Others are rather selfish in their attitude — we have it, why bother about our ability to properly absorb a one hundred per cent increase. And absorb we must. And careful we must be of the material which comes to our doors. But we could stand a piece of work done on a lesser scale.

Have five hundred of you enough vital interest to seek out a worthy Auctioneer and bring him to the source of greater opportunity, fellowship and advancement of his own profession? I personally believe so. How about becoming a member of the lect "five hundred"? There are reasons, many of them, why you should so choose; let's look at a minimum of them — not attempting to rate them in importance.

Your community, county, state and nation needs a stronger Association. Our philosophy, put in practice, is a "saving" one for Auctioneers. You have a duty and privilege to see that it is strengthened. A better tomorrow will come from better Auctioneers — and that we can help to bring about.

Every great cause has grown by personal contact, man to man, not by leaving it to chance and generality. You can call to mind those movements — for good or evil — that have changed the course of events. You know their beginnings and what caused their expansion. Man to man is the secret growth in size and influence of the National Auctioneers' Association. You, my fellow member, are the man to begin it — by influencing another Auctioneer. 1949 honors a man who has devoted time

Every member subsequent to August, and energy without stint to the welfare of the National Auctioneers' Association. No man labored more zealously than the late J. Albert Ferguson, for our Association, the Auctioneer and the Auctioneering profession. A great class of members in his name will fittingly mark our appreciation. You will be proud to be among those on the floor of the convention (July 13, 14, 15) and see with your own eyes a great class inducted into our Association in honor of one who stood for everything right and honorable.

And so we could go on and on ad infinitum with our reasons for your membership in the "five hundred". Enthusiasm begets more enthusiasm. "Five hundred" — and it will soon increase by leaps and bounds.

My fellow members—you of the volunteer "five hundred"—select your prospect carefully, a man of character, of

good report, a desire to increase in knowledge and service. Then invite him to be a part of this great Association, great today—greater responsibility. If he can't join at this time, be patient and try again and during the next eight months it will surprise you as to the number of candidates you can sponsor.

## AUCTIONEERS SHOULD KNOW THEIR BUSINESS

You would have to be bitten by the auction bug to feel the undertow that grips the regular follower of auction sales. But once you are bitten, you will surely become an "auction chaser." In the end you, an auction chaser, will have the nose of a hound, the eyes of a hawk, and the cunning of a fox. On reaching that stage you will know what is good and what isn't, and the values of both.

In between the bite and the end, during the required learning period, a nightmare of experiences — both expensive and exasperating — awaits you. Expensive when you discover that you have paid department store prices for five and dime merchandise. Exasperating when you finally realize that those badly-used chairs you let go begging at \$1.00 each were probably Hitchcocks.

Colonel buying at auction is almost as much of a profession as auctioneering itself. The above proves that visitors at auction sales are as much up on values as the Auctioneer. There are always one or more visitors at your sale that know more about values and auctions than perhaps you think. Do you keep abreast of the times? Are you a modern Auctioneer? Do you know the ethics and practices in buying at auction?

Are you aware of the public reaction to the lure for bargains? These questions and others together with the answers can be found by your membership in the National Auctioneers Association and by the unselfish effort of many Auctioneers in contributing in their own way articles of interest only to be found in the Association's official monthly publication, "The Auctioneer".

## DISPLAY ADVERTISING

### RATES:

One Page .....	\$ 35.00
One-half Page .....	18.00
Quarter Page .....	10.00
Column Inch .....	2.00

5% discount allowed for one year's contract for one quarter page or more per month. All display advertising strictly cash with order, except for rated concerns.

Prices for special engraving or artwork quoted on request.



## LET US CONSIDER

The auctioneering profession cannot be practiced with success that is not in harmony with the basic principles and law governing that profession, and yet there are men posing as Auctioneers who are laboring under the false misconception that all they have to do is cry bids and continue calling regardless of their knowledge of property or the law of salesmanship.

Ask yourself this question: "Who is to blame for the mistakes and errors made by Auctioneers?" "Is it the individual Auctioneer?" Go to your public library and request to see some books on Auctioneering and you will find that they have no publications listed on that subject. Why? It is because many of the Auctioneers capable of writing articles for the benefit of others in their profession are too busy making money or take a selfish attitude and allow the new man entering the field, that will some day take your place, to learn the hard way by drifting here and there, whereas knowledge imparted by you may of made an outstanding Auctioneer and one whom you would delight in knowing that the profession you loved so much and which was so good to you would be carried on in the finest tradition. By allowing any Auctioneer to remain in the dark, you place an obstacle in the road for the advancement of the profession.

Let us all pause for just a moment and reflect upon our own accomplishments and then say to ourselves: "I have been rather selfish during the years when many opportunities presented themselves that perhaps if I had taken time, other Auctioneers would have received encouragement and fought on to greater heights, but now my career as an Auctioneer is just about over and I regret that I leave nothing in print for the coming generation of Auctioneers."

You may still have time and by so doing you will be making yourself far more contented knowing that you gave to the profession to the best of your ability, knowledge so much needed and appreciated by those entering the field. Would it not be a great source of satisfaction to you to know that by your contribution to the profession it was placed on a higher level than heretofore, that others have been helped and encouraged to reach the top of the ladder. WILL YOU DO IT?

B. G. COATS

## REPRINTED STORY

This article was taken from the N.Y. Herald Tribune. Sunday, Nov. 20, 1949: Sales at Parke-Bernet Yield \$270,640 in Week

In the first week of occupancy of new quarters at 980 Madison Avenue, Parke-Bernet Galleries, Inc., held three public auction sales that brought a total of \$270,640, the firm reported yesterday.

The second session of French furniture, paintings and art objects collected by the late Rear Admiral Frederic R. Harris brought \$94,115 yesterday, increasing the total for the two-day sale to \$129,540.

Major sales included a Louis XVI gold and enamel snuffbox, to Paul Weill, for \$2,700; a Directoire gold snuff box, to H. E. Russell Jr., agent, for \$2,400; a

carved jade incense burner, to a New York private collector, for \$2,450; a white jade vase, to Stanley Charles Nott, for \$2,500; a painting by Raimundo de Madrazo, to the Lock Galleries, for \$3,900, and a pair of Louis XV commodes, to a New York private collector, for \$7,100.

## WHY 'COLONEL' ?

National headquarters is in receipt of many letters from Auctioneers and the public wanting to know why Auctioneers prefix Colonel to their names.

The only reason that we can give, and this after careful research, is that from time immemorial it has been the custom. Also that during the civil war an Auctioneer, because of illness, was unable to conduct a sale. A Colonel of the Army, learning of it, conducted the sale for the Auctioneer, and we are told, did a splendid job. Subsequently, all Auctioneers were addressed as Colonel.

Webster's definition of Colonel gives two reasons, one that "to play Colonel: to rove about as a knight errant." "When

he forsook the peaceful dwelling, and out he went a Coloneling."

Auctioneers have always been known as Knights of the Hammer, and they most certainly have to forsake the peaceful dwelling to pursue their calling. Auctioneers being constantly before the public, can rightfully be called public men. The necessity for some prefix to their names was apparent, and Colonel seemed to be the correct title to fit their calling.

A private citizen is called "Mr."; a justice of the peace is called "Esquire"; a member of a legislative body gets the prefix "Hon."; a physician is called "Dr."; a minister "Rev.", and last but by no means least, an Auctioneer is called "Col." The prefix "Colonel" seems to be convenient and appropriate, and will probably stick to the end of time.

Why not? Good morning, Colonel, how is the auction business with you?

Courtesy is like the air on the inside of a tire. There may not be much of it, but it eases many a jolt.



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## THE AUCTIONEER

Box 174

Le Grand, Iowa



## Felton Writes Editor

Ortonville, Minnesota

October 27, 1949

National Auctioneers' Association,

John W. Rhodes,  
LeGrand, Iowa.

Dear Sir:

Received a copy of the "Auctioneer" and which I have read with much interest and Iowa being my home state and the place where I started in the Auction business with the guidance of such men as W. R. Richie of Marathon, Iowa; N. C. Murphy of Peterson, Iowa; Charles Hart of Webb, Iowa and Pat McQuire Sr., of Holstein, Iowa, being back in 1915. All just wonderful fellows and to whom I want to extend my heartfelt thanks for the helping hand extended me when I started in the Auction profession.

The Auctioneering profession could and should be one of the greatest in our nation. While I realize it takes time but I can also see why progress is retarded. Like in Minnesota, we set out this year with the aid of Col. Bockelman of Sioux City, Iowa, and we of the Minnesota State Auctioneers organized and a committee from our state was present at the National convention and by not having the required number of members we could not affiliate with the National Association as a state organization, and the thought came to me that if the National Association could lower its requirements on the state membership from the required fifty to say twenty-five members, then the National Association would have covered a wider area and they could have brought together the un-

ification that is so badly needed to make the Auction profession something worthwhile. Now as our Association sets today, we are just a small State Association and we will no doubt become affiliated with the National Association from the standpoint of organized efforts, it would have been a great help to us if we could have affiliated with the National. This alone would have brought in the required fifty members and the National Association would have been ahead the financial gains which they must have. Understand, I am not criticizing any one but I am trying to pass a thought which should be given consideration by the National Association or its governing body dealing with affiliated Associations.

You can feel assured that Minnesota will be represented at the next National convention; as far as I am concerned the only difference is we are one year behind time in bringing our profession to a higher standard.

Kindly find enclosed subscription to the "Auctioneer" and also find enclosed an ad for your next issue.

Respectfully yours,  
William J. Felton

### NOTICE

The Virginia Real Estate Auction Association, Inc., will hold its first meeting of 1950 on January 4 at Hotel Roanoke in Roanoke, Virginia. The association extends a most cordial invitation to this meeting to all members of the N. A. A.

### EDITOR NEEDS ASSISTANCE

Many of our subscribers send us their \$1.00 for "The Auctioneer," but don't give us anything to say about themselves.

Send us your picture and a brief story about yourself so that the Auctioneers in California can learn of the Auctioneers in Maine. Let us know something of your success as an Auctioneer. Some of your experiences that have a human interest story. The pathetic side of an auction sale or a burlesque on how to get sales.

### CLASSIFIED ADS

The publishers of The Auctioneer do not assume any responsibility regarding the honesty or integrity of any advertiser. However every effort will be made to eliminate spurious advertising. All classified ads will be published in the first issue following receipt of the order.

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

Come to central western Minnesota and buy your future farm home. Prices range from \$55 and up to \$100 per acre on good improved farms. Write for details and information. Real Estate and Auction Sales conducted anywhere. Col. Wm. J. Felton, Ortonville, Minnesota.

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