

the AUCTIONEER



DECEMBER
VOL. V

1954
No. 12

INDIANA AUCTIONEERS

**We Want You To Attend Our
ANNUAL CONVENTION**

WARREN HOTEL, INDIANAPOLIS

MONDAY, JANUARY 3. 1955

Commencing at 9:00 A.M., Lasting All Day.

**The Officers are providing you with an instructive
and interesting program.**

**All phases of the AUCTION PROFESSION will be
discussed by successful men in their
respective fields.**

**An outstanding entertainer will be the
Banquet Speaker.**

BRING THE LADIES

COME!!

COME!!

Those who do not attend will be the losers.

Indiana Auctioneers Association

Office: 803 S. Columbia St., Frankfort, Indiana

IN UNITY THERE IS STRENGTH

THE AUCTIONEER
is the
OFFICIAL PUBLICATION
of
NATIONAL
AUCTIONEERS ASSOCIATION

803 S. Columbia St.
Frankfort Indiana

EDITOR
Bernard Hart, Frankfort, Indiana

Associate Editors
Col. B. G. Coats, Long Branch, N. J.
Col. John Rhodes, LeGrand, Iowa
Col. A. W. Thompson, Lincoln Nebraska
Col. Clyde Wilson, Marion, Ohio
Col. Guy L. Pettit, Bloomfield, Iowa
Col. Walter Carlson, Triumph Minn.
Col. "Pop" Hess, Worthington, Ohio
Col. C. B. Smith, Williamston, Mich.
Col. C. G. Williams, Sheridan, Wyoming
Col. Walter Palmer, Los Angeles, Calif.
Col. Ernest T. Nelson, Renville, Minn.
Col. R. C. Foland, Noblesville, Indiana

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

**CLOSING DATES FOR ADVERTISING
COPY and ALL ARTICLES FOR PUBLI-
CATION 15th OF THE MONTH PRECED-
ING ISSUE OF THE 1st.**

Subscription \$6.00 per year. Single
copies 50 cents.

DISPLAY ADVERTISING RATES
Full Page \$45.00
One-half Page 22.50
Quarter Page 11.25
Column Inch 3.00

Copyrighted 1954
National Auctioneers Association
All Rights Reserved

Published the 1st of each month
except August

**National Auctioneers
Association**



President
Col. H. W. Sigrist, Indiana

First Vice President
Col. C. B. Drake, Illinois

Second Vice President
Col. E. T. Sherlock, Kansas

Secretary
Col. Bernard Hart, Indiana

Treasurer
Col. Henry Rasmussen, Nebraska

Directors
(Terms expiring 1957)
Col. Walter Holford, Illinois
Chairman of the Board
Col. W. J. Wendelin, Texas
Col. Harris Wilcox, New York
Col. Clifford L. Swan, Maine
(Terms expiring 1956)
Col. Clyde Wilson, Ohio
Col. Tom D. Berry, Pennsylvania
Col. C. G. Williams, Wyoming
Col. J. M. Darbyshire, Ohio
(Terms expiring 1955)
Col. Paul F. Bockelman, Iowa
Col. B. G. Coats, New Jersey
Col. Arthur W. Thompson, Nebraska
Col. C. B. Smith, Michigan
Col. Martin Lampi, Minnesota
Col. Jack Gordon, Illinois
Col. Ernest Freund, Wisconsin
Col. R. A. Waldrep, Alabama

EXECUTIVE OFFICES
803 S. Columbia St. Frankfort
Indiana

How To Buy a Bargain at an Auction Sale

By RICHARD L. FREY

Reprinted by permission of *Woman's Day, the A & P Magazine*. Copyright October 1954.

To Americans with a yen to buy a bargain, the red flag symbolizing "Auction Today" is a welcome sight. For more and more people have discovered that a good auction sale can be a highly entertaining place to spend a few hours and a highly profitable place to spend a few dollars.

Yes, there are auctions that are sucker traps. There are auctioneers who can't work without shills—paid stooges—from whom the glib-tongued gent with the gavel can pretend to get higher bids; to whom he can "sell" if he can't get you up to his predetermined minimum price. But if you know what to look for, it isn't hard to spot a phony sale. And because most auctioneers are honest, if you stick to a few simple rules, you can buy a bargain.

A Brewster, New York, woman drove to a nearby auction in Connecticut, saw a painting she liked, and bid it in for twenty-five dollars. Later, having discovered what it was worth, she tracked down the companion painting sold at the same time, bought it for three hundred dollars, and sold the pair for ten thousand dollars.

Another woman heard an auctioneer chant, "Going, going—" over a battered old picture for which someone had bid a hundred dollars. Impulsively, she topped that by five dollars—to acquire a Titian worth between thirty thousand and a hundred thousand dollars.

In Ohio, a score of ladies walked off with rare bargains in unused evening shoes. They had been collected by a wealthy woman, and were auctioned off as part of her estate, for as little as fifty cents a pair. The auctioneer is still wondering which of the buyers stubbed her toes when she tried on the shoes.

Because, long after the sale, the executors of the estate discovered that their eccentric client had cached in the tip of one of the shoes a two-thousand-dollar diamond ring!

Now, don't rush off to the nearest auction expecting to find a similar bonanza; they don't happen every day. Unless you are very lucky, your bargain is more apt to cost about seventy-five per cent of its retail value. Add to this saving, the fun, the excitement, and the human drama of a sale, and you have the reasons crowds follow the auctioneer. Where else, at no admission cost, can you be part of such a thrilling show?

And what an audience it may be! At a recent auction in New York's Plaza Galleries, a celebrity hound could have spotted among the bargain hunters Arlene Francis, Adele Astaire, Maurice Evans, Pat Rooney, Madame Jeritza, Joan Alexander, Greta Garbo, Russell Nype, Edna Wallace Hopper, and Jose Ferrer. Hundreds of star entertainers find their entertainment at auctions.

Something unexpected is sure to happen. When tenor James Melton, who collects such things, bought a goat cart, he called, "Now all I need is a goat." Somebody right in the audience sold him one for twenty-five dollars. On another day, Patrice Munsel, of opera and movie fame, didn't want to miss a sale, so she brought her five-month-old infant along. At one point the baby yawned and stretched a tiny arm. "Thank you," said the quick-witted emcee of the gavel. "I have one hundred and ninety dollars. Even a baby knows **this** is a bargain."

It brought a laugh, but it was not binding. Contrary to anything you may have heard, you are **not** likely to be stuck because you raised your hand to scratch your ear or nodded to an acquaintance across the way during the bidding. Until the auctioneer yells, "Sold!" any bid may be withdrawn.

IN UNITY THERE IS STRENGTH

It has happened that a person bought something he didn't want, because he was too embarrassed to explain he didn't mean to bid. Or sometimes the auctioneer will deliberately bang down the hammer on a "bid" from a loud-talking nuisance in the crowd. But when he pretends to sell to somebody he knows wasn't bidding, it's because this usually creates excitement and gives the audience a laugh. Give the auctioneer any reasonable excuse and, if the auction is honest, he'll probably let you out and offer the item again.

This doesn't mean that anyone can bid just for the fun of it and then refuse to live up to his bargain. Auctioneers love people who bid—but they know the crowd doesn't like bidder-uppers, and they're out to please the crowd. On the other hand, you are welcome to come to a sale even with the firm intention not to bid on anything. The auctioneer knows that sooner or later you will see something you really need, going at a price far less than you'd expect to pay.

Nevertheless, as your first lesson in buying a bargain, stick to this rule: Go to your next sale resolved not to buy a thing. Then it will take a real bargain to make your change your mind.

A word of warning, though. The "bigger" the bargain, the more of a white elephant it may be. Oversize rugs and furniture go for undersize prices nowadays, because few homes have room for them. And it's easy to be mistaken about size when you see something in the wide open spaces of an auction room or the great outdoors. You may be sure it will loom much larger in your living room. So never buy a big piece of furniture or a rug without first using a tape measure. Anything you can't use isn't a bargain at any price.

What is a bargain? Sigmund Rothchild, appraiser, whose television show, "Treasure Hunt," uncovered lots of them, says, "A bargain is something you need, or something you like, at a price you can easily afford to pay." He is a familiar figure at auctions, but is seldom seen once the bidding starts. If he is interested in a piece, he bids through agents, so his reputation won't

run up the price. His visiting time is early, during the presale exhibition, when he carefully examines and appraises the things his clients are planning to buy.

This practice is recommended by the people best qualified to tell you how to buy auction bargains—the auctioneers themselves. Here is what they say: Come before the sale begins, and examine what is offered.

Any good auction welcomes you and allows time for you to inspect the merchandise before the sale opens. In big sales, this may mean several exhibition days; in small sales, it is usually an hour or so before the bidding begins. This is your chance to make sure your prospective prize is in good condition.

Beware of things in poor repair. Even when a piece is restored (which may be costly), it is not worth anything like the value of the same item in good condition. If you can't fix it yourself bring someone who can estimate costs and advise whether repairs are worth while.

Continued on Next Page

Life's Recipe

Slow down a bit,
Take time to smile,
Give out with good,
Make life worth while.

Think happy thoughts,
Dream all good dreams,
Fill life so full,
Burst out its seams.

Laugh out at trouble,
Talk happy talk,
Make old man worry
Get out and walk.

Sing out with song,
Throw away that sigh,
Let good Mr. Sunbeam
Put gleam in your eye.

Spruce up your life,
Wear a grin for style,
God gave it, now use it
To the long last mile.

IN UNITY THERE IS STRENGTH

Buy only what you need, or what you like, or what you know most about. The "Yankee Auctioneer," George H. Bean, tells in his book of a woman who bid the astonishing sum of \$4.75 to buy a framed chromo of Czar Nicholas of Russia. Sentiment? Not a bit. She had been a friend of the family who owned the portrait and remembered that the Czar was mounted over another picture—a Currier & Ives original print. Of course, the buyer wasn't sure the print was still underneath, but as it catalogued at fifteen hundred dollars at the time (it's gone up to two thousand since), her \$4.75 bid was not much of a gamble.

The moral is, if you know more than the next fellow about whatever you bid on, you're pretty sure to make a good buy. However, if you bid only on things you need or like, you don't have to be an expert. Your pleasure in owning them makes price of secondary importance.

Don't be in a hurry to bid or buy. The more you want something, the more important it is to keep a poker face. Enthusiasm is catching. You may inspire somebody (perhaps the auctioneer) to take a closer look and discover values he hadn't noticed before. Wait for someone else to open the bidding. When competition is fast and furious, stay out until the field narrows down. And unless the item is unique, or your need for it desperate, don't feel you must buy.

Compare values; get an appraisal. You can't always be sure what the article you want is worth, but you can watch the selling prices of items whose value you know. If prices are consistently close to full retail value, something is wrong. It may be the crowd is in a buying mood; it may be the sale is a phony. Either way, this is no time to buy a bargain.

If you are thinking of a major purchase, hire somebody who knows his stuff to look it over and tell you how high to bid. On lesser items, a good way to get a trustworthy free appraisal is to listen closely to the auctioneer. Quite often, the first bid he asks for is a clue to the price he thinks the item will bring.

Keep out of duels. Even experts get

hooked when they get stubborn. Make up your mind in advance how high you'll go (Don't set your maximum too low; either you'll disregard it, or you'll lose out most of the time.) When your limit is reached, drop out.

Keep your eyes open. Watch for sleepers. Sometimes, like the lady who bought the Czar Nicholas picture, you may have special knowledge. Or you may spot among an odd lot of 'junk' one article that makes the lot well worth bidding for.

Watch for repeaters. If the same items keep coming up for sale, it's reasonable to wonder what happened to the buyers who bought them the first time. You can't spot the shills, because they look just like other people. But too many unexplained repeaters mean they are there.

Watch the auctioneer. Is he a quick seller? If so, better not stay out of the bidding long when you see an item you really want. Does he always beg for the last possible bid? Then why start bidding until he starts begging? When the crowd gets sleepy, stay awake; the auctioneer is sure to pull something. If it's only a gag, your profit will be a laugh. But it may be a bargain, to get the crowd back into a buying mood.

Be ready at bargain time. Near Christmas, or around March 15, or on a day when the weather is really bad, the auction crowd may be slim. Not so good for the auctioneer, but fine for you.

During any sale, there are times when good buys are likely to occur. At the opening, for example, the auctioneer may set a fast pace by quick sales of desirable items at low prices. At the close of a long sale, he will be anxious to clean out before his crowd evaporates. Five o'clock is bargain time at most country auctions, because the hammer wielder must offer some inducement to hold his customers as dinnertime approaches.

Whenever the crowd's attention lags, keep alert for the favorite waker-upper of some auctioneers: putting up a choice item and knocking it down to the very first bidder.

Leave a bid. If you can't be present at

a sale, and you know something you'd like to own at the right price will be offered, leave a 'good-buy' bid with the auctioneer. Then, if no one tops your figure, you'll own a real prize. Some seasoned auction-goers have made their best buys at sales they never attended.

Watch for neighborhood sales; watch the seller's neighbors. When the stock of a neighborhood store must be liquidated, it's easy to spot bargains, for current, everyday merchandise is being sold. There will be many items sold in lots that only a dealer can use. But if some items are big—like fur coats or pianos—they'll be put up singly, and you can afford to outbid the dealers and still save substantially.

At any neighborhood sale, watch the neighbors who attend. They know what was in the house or store; if they aren't bidding, maybe you shouldn't either.

Look for high-priced bargains. The best buys are likely to be those that bring the highest bids. This isn't so contradictory as it sounds. For a good article seldom loses its value, and there are usually fewer competitors for items that call for a big investment. A piano, for example, may go for little more than half its retail value, whereas a portable radio will bring much closer to its true worth.

Two final tips from the auctioneers, and you can start finding your bargains. Curb your enthusiasm. You set the prices in an auction sale; if you set them too high, you have only yourself to blame. Follow the auctioneers you know. They assure you of an honest sale; what's more, they'll never let a customer make a bad buy.

ASSOCIATION

In the parlor Mrs. Tucker and Mrs. Freemont were re-living the good old days, while their husbands sat smoking on the porch.

"Remember when women wore short skirts?" Mrs. Tucker remarked. "Even above the knee."

"Can't name the year it started," Mrs. Freemont replied, "but I can find out. Hey, Charlie," she called out to her husband, "what year was it you started wearing glasses?"

Illinois Auctioneers Hold Annual Meeting

The Fall Meeting of the Illinois State Auctioneers Association was held on October 10, 1954 at the Morrisonville School, Morrisonville, Illinois.

Following a delicious meal served in the school cafeteria, President Ray Hudson called the meeting to order in the beautiful new gymnasium of the Morrisonville Schools. Col. Vern Dragoo of Pawnee, led the sixty five auctioneers and their wives in community singing, assisted at the piano by Sally Marks. Nila Claire Hudson, daughter of president and Mrs. Hudson, played several selections on the piano which were enjoyed by all. Glen Fesser, young saxophone soloist from Morrisonville, entertained the group with several popular tunes.

Following the musical entertainment the rostrum was turned over to Mr. Kenneth Cohee, renowned agronomist and public speaker of Casey, Ill., for the major address. The title was "What Am I Bid?". It proved to be both entertaining and instructive to the Colonels and their ladies.

President Ray then turned the group's attention to the main business of the day which was the election of officers and directors for the coming year. The following officers and directors were elected:

A. C. Dunning, Elgin, President.

Carman Potter, Jacksonville, Vice-President.

Joe C. Boyd, Morrisonville, Sec'y-Treasurer.

Edward H. Ahrens, Edwardsville, Director.

Dwight Knollenberg, Mason City, Director.

John Norris, Alton, Director.

Vern Dragoo, Pawnee, Director.

The meeting was adjourned following the setting of the Spring Meeting which will be held on May 1 at the V.F.W. Hall in Edwardsville, Ill.

The world is full of cactus, but we don't have to sit on it!—Will Foley.

Odds and Ends

By Col. B. G. Coats

Once I heard an old time Auctioneer (bless their souls, wish there were more of them around) relate how "we use to sit around the old cracker barrel and talk and think—mostly think." How "we use to relate our experiences, our hardships in conducting auction sales, our modes of transportation." The country store with its cracker barrel, around which the affairs of auctioneering were discussed and settled, is unhappily a thing of the past. Talk has become mighty cheap because there is so much of it, but the art of "setting and mostly thinking" is so seemingly lost. It was the gathering in the country store and the thinking of the old timers and reciting their experiences that gave encouragement to the young Auctioneer. Despite all their hardships and sacrifices such did not deter or discourage the young Auctioneer from forging ahead. They thought their own problems out. They did not listen to television and radio and let some one else think for them. "THINK" It's recovery is one of the keen necessities of our day. Well, I've tried to hang on to it, along with other valuable items of my heritage, and I manage to take time now and then to just "set and think." Odds and ends crop up on these occasions. Like to join me around the cracker barrel for a little session while I pass on a bit to you? Then you can think on it for yourself.

The greatest happiness that any Auctioneer can have is the happiness that he gives away and it doesn't cost him a cent. Did you ever take a running jump as a kid—and land smack in the middle of where you didn't expect—short of the mark or wide of it? Sure you have—if you were physically active at all. Well, there comes a time when you sort of taper off on all that business. You know—the wish says do it but the muscles say "Who me?" But it still happens to the mind. Every time it does we land in quicksand of

false conclusions. "As an Auctioneer thinks, so he is." Not only is it the content of what he thinks, but how he thinks—straight or crooked, through or dead end, full or part.

For the past nine years our Association has been blessed with leaders that not only thought things out for our Association but carried out their thoughts, the results of which, has every year shown a marked increase in our membership. Our present leaders are thinking and doing in the interest of our Association and of all Auctioneers. Subsequent to our Omaha convention they have been putting into action their thoughts which has in the short, span of four months proven beyond any doubt whatsoever their ability as leaders and their ambition to make this administration the best in the history of our Association. That is the way it should be. They are thinking things out before acting. They are not listening to television and radio and allowing someone else to think for them. One need only to pick up any issue of "The Auctioneer" published after August 1954, to realize that many are doing much thinking, otherwise our publication would not be so interesting. Now if we all did more thinking and contribute our thoughts to "The Auctioneer" those responsible for its publication would give us a monthly publication that every Auctioneer in America would rejoice in. Don't you think that it is time we all did some thinking and write out our thoughts so that Col. Hart, will be greatly encouraged, the membership will be encouraged and your leaders will be inspired to greater accomplishments. Do something if it is only a letter to Col. Hart, telling him what you think of "The Auctioneer."

The other day a young Auctioneer (and it is not an isolated case in my experience by any means) came to me very much troubled by the unscrupulous practice of an Auctioneer. As a



Col. B. G. Coats

result of the disillusionment he had brought he had lost faith in Auctioneers and the Auctioneer profession. It was my task to show him that it was not the profession at fault, but merely one who professed to be an Auctioneer. I hope I was successful, but it demonstrates the danger of false conclusions. At the same time I could sympathize with him because I have been sorely tried myself. Is there an Auctioneer among us that has not been? Nevertheless, he was wrong in his thinking.

This particular problem of this young Auctioneer needs to be faced. Take Auctioneering from its beginning in this country and from those who properly exemplify it. Of course there are Auctioneers who vow and do not mean it; Auctioneers who do not at all comprehend the meaning of the "Code of Ethics"; Auctioneers who become inflated by their own importance (I always remember that things easily inflated are those which are empty at the start); Auctioneers who will cross and double cross for their own petty purposes; Auctioneers who serve only in hopes of reaping honors and prestige. But look at their number. Though they are tremendously pestiferous because of their brazen and vocal ways they are only a very small minority. On

the other hand stands the vast majority—Auctioneers who are sincere, striving to press on to a realization of ideals, working for the common good at the expense of self, modest and unassuming, taking in stride whatsoever offices or honors come their way, not mindful of credit as long as the job is done—and on and on is the list. This is Auctioneering and these men are Auctioneers.

It is well to remember also that the end results depend largely upon our own thinking. Let's not allow ourselves to become discouraged because some individual gives cause for reflection unfavorably upon our profession. But let such be an inspiration for all of us to join together and stamp from our midst the practices which shed darkness upon our profession. Then will our conclusions be correct, our lives a satisfaction and our Association enriched. "THINK"

—Well, I expected to say something more on another "Odds and End" of these periods of "setting and thinking." Perhaps you will join me again in the near future. Until then, try thinking what you can do to make your Association bigger and better, good fellowship—and good thinking. May this holiday season give you cause to rejoice in the many good things that have come your way, that it will awaken you to help other Auctioneers striving for that break for which they are most deserving and a good old fashioned Merry Xmas around the old cracker barrel.

WANTS TO JOIN

X Madge—"A girl for every man and a man for every girl. How can you improve on that arrangement?"

Marge—"I don't want to improve on it—I just want to get in on it."

"I'm a little confused," says Better Homes' and Gardens' Burton Hillis. "The paper says American Indians are promised freedom from Federal controls as soon as they demonstrate economic maturity. Next column says the U. S. debt is over \$270 billion."

\$85,500 for Hereford Bull in Michigan Sale

In the largest Hereford auction of the current fall season, 462 head sold for a total of \$464,795 to average \$1,000 per head. This was the dispersion sale of Hi-Point Farms, Romeo, Michigan, and owned by Mr. E. F. Fisher, a member of the Fisher Body firm.

Highlight of the sale was when TR Zato Heir 262nd, one of the younger herd sires, sold to Woody Hereford Ranch, Barnard, Kansas, for \$85,500. This is the third highest Hereford to ever sell at auction.

Top selling female was HP Miss R Regent 18th with a bull calf at foot by the \$85,500 bull. She sold for \$15,000 to F. J. Holzhauer, Traverse City, Michigan. Very few Hereford cows have ever commanded this figure.

Further sale figures show the top 50 head to average \$5,200, the top 100 at

\$3,140 each and the top 200 averaged \$1,897. Auctioneers were Col. Jewett Fulkerson, Liberty, Mo., Col. A. W. Hamilton, Lewisburg, W. Va., and Col. Emerson Marting, Washington, C. H., Ohio. All are members of the NAA.

ANCIENT CONCEPT

Cooperation is not a new concept in human philosophy; it is a "sine qua non" of civilization itself.

The scaling of Everest, the isolation of a virus, the harnessing of Niagara, the discovery of the awful atom—no one individual can point to any of these as the reward of his sole effort. Each achievement of human society, every barrier broken in man's eternal assault against ignorance and evil, is but the summit of a pyramid of cooperation whose base spreads to the very corners of antiquity, and is anchored in man's instinctive awareness of the interdependence necessary to his ultimate welfare.

Predictions and Hunches

By Col. Elias Frey

1954 is rapidly drawing to a close, as far as Farm Machinery Auctions are concerned. In fact, most Implement Auctions will have only about 3 to 5 more sales this year. Thus far it has been the largest and best year we have had since starting our auction in 1947.

The prices have been coming down for the past number of years, and this year is no exception. The market on implements did seem to fluctuate with the season more than in previous years, and the reason for this, I believe, is that the farmer is more cautious in his buying and a bit more pressed for finance than he has been, which causes him to buy about the week he plans on using that certain item. When the season is over the price really drops off, for that certain implement, but the volume also diminishes, so it is not as serious as it might be.

The market this past month, was quite

spotty and uncertain. Corn pickers, and other corn harvesting tools, moved fair to good. It seems also, that elevators were in good demand this year, and may continue to be so for another year.

The market on tractors is up about 5 per cent from last month, and I look for a still better market in November and December.

The prices on other implements should also gain some strength with the exception of corn pickers, shredders and corn binders.

This about sums up the market trend for this month on used farm machinery sold at auction. If this market information is of any value to you as a dealer make the best use of it you can. With today's competition and market uncertainties, every little helps to make your business a success.

Sincerely,
Elias Frey

REAL ESTATE AUCTION SCHOOL

Are you one of the many Auctioneers, who have failed to qualify to secure and conduct real estate auctions?

Real Estate Auctioneering is even more fascinating perhaps than personal property auctions and certainly it is far more attractive in the way of remuneration for services rendered. Auctioneers who neglect to take care of real estate auctions are certainly missing a vast field of service. We teach how to secure sales, how to advertise and conduct them, and how to close deals. 5% is the standard commission in most sections and some even charge more.

Our next term in real estate auctioneering begins the first Monday in January and runs three weeks. Tuition \$300.00. One auctioneer, 76 years old, who had been in the auction business for fifty years, took our course and soon after graduation, wrote that he had already made a number of sales and had received \$625.00 commission on one. A \$20,000 sale makes a \$1,000 commission. We have worked out 50 advantages, common to the auction method, which if followed, will capture business.

The field is large but few auctioneers there be who make a success in the business. Avail yourself of this opportunity. Write today for application blank.

The R. C. Fo-Land-Auction School

Noblesville, Indiana

May We Never Forget Our God - Given Blessings

By MRS. J. MEREDITH DARBYSHIRE
360 Virginia Circle
Wilmington, Ohio

**"Season's Greetings" from Ohio
to all Members From the
Forty-eight!**

As we are drawing near to the Christmas season our thoughts turn to Christ, brotherly love, and His leadership, as well as happiness.

We are all familiar with the beautiful words of the Twenty-Third Psalm, but I wonder if we really have a clear understanding of the true intent of the author.

The Twenty-Third Psalm or Shepherd Psalm was a simple, real statement of shepherd life as it was in David's time in Palestine.

Understanding the Twenty-Third Psalm in its actual environment is not a difficult thing, because of the fact that a shepherd's life in Palestine today is identically the same as it was in time of David. There is probably no other country in the world that has changed so little.

It is possible today to go out into the hills, away from the main arteries of traffic, and there find life at Palestine exactly as it was in the time of our Lord or in the time of David; the language is practically the same, the customs are identical; and the illustrations and phraseology of the Bible are the common illustrations and phraseology of the man on the street today.

With these things in mind let us make a revised study of this Psalm and see the results. The Psalmist here is putting himself in the position of the sheep, and Jehovah is the shepherd.

Jehovah makes the sheep "to lie down in green pastures." Green pastures are exceedingly rare in Palestine, and it takes a very careful shepherd, one who understands and knows the country thoroughly, and one who understands the climate, to be able to arrive first

upon the scene of good grazing ground. Jehovah as a shepherd does this.

He also leads the Psalmist beside the "still water." This term is used in contrast to the rather numerous torrential streams that flow through all the valleys in the winter time. Water is scarce, and the shepherd takes his sheep not only to a place where there is an abundance of water but where the water is still and easily accessible.

The good shepherd guideth "in the paths of righteousness." Most of the roads between the villages in Palestine, apart from the one or two main highways, are nothing more or less than treacherous paths, sometimes not more than about twenty inches wide, winding in and out among large rocks and boulders. It is extremely easy to lose the path, and it is also easy to follow what looks like the path but is in reality nothing but trodden ground leading either to a dead end or to a treacherous precipice. The Shepherd walks ahead on his narrow and dangerous path, and the sheep rest assured in the fact that the shepherd is selecting not only the path best for them, but also a path that has at its terminus a safe destination.

The Psalmist continues with "Thy rod and Thy staff they comfort me." The shepherd in Palestine does not carry a long staff with a little circular crook in the top. Rather, he carries a large bendgeon about three feet long and about as thick around at the handle as an ordinary broom handle. The thickness gradually increases until it comes to about five inches from the end. Here at this end is a large, knotty lump, about the size of a heavy man's fist. Into this lump at the present time are driven nails, but in olden times sharp bits of flint, so that the rod presented actually a very formidable weapon. The staff of

IN UNITY THERE IS STRENGTH

the shepherd was used in picking out the road. This was usually five or six feet long, and sometimes had at the upper end a rather sharp hook. This hook was sharpened, and the primary object of it was to help the sheep out of difficult positions. If a sheep had fallen over a small cliff or precipice, or had fallen into a difficult place and not able to get out alone, the shepherd moved into a place above the sheep, and extended this hook down into the sheep's wool and so twisted the hook into the wool that he was able to get a firm grip on the sheep itself, and this assisted materially in getting it out of its difficulties. The two implements here are the rod and the staff, one to defend the sheep.

The fifth verse of the Psalm probably refers to the sheep that are rather weak. Grazing is difficult, and the sheep must be alert in order to get his share of the day's crop. Sheep do not graze on wide green lawns, but rather on stubble fields where all that remains for them to eat in summer is what is left from the harvesting of the crop. An alert sheep can quite readily find stubble that has a considerable amount of so called "standing-hay" value. A backward sheep is not able to move from one to another of these spots rapidly, and thus reaches only a few. As the end of the day approaches, it is weak, for the others of the flock, which are stronger, have taken its food from before it.

The shepherd noticing this, while following the flock accumulates as much of this "hay" as possible; and in the evening as they return to the sheep fold, he sits down and prepares "a table" or food for these weak sheep.

The verse continues "Thou anointest my head with oil." The use of oil for all manner of purposes is exceedingly frequent throughout the Bible. There grows through the hills of Palestine a form of thyme. This growth is very abundant and in most seasons of the year can be found very plentifully, both fresh and green, and dry from the year previous.

The shepherds gather this dry plant and it becomes a fine powder resembling ground coffee. This is exceedingly

tasty. If the shepherd is away from home for any length of time, he is not able to carry much food with him. He travels through the vineyards and through the fig orchards, and is able to get fresh fruit. He has his flock with him, and is able to have fresh milk. But besides this, he must have some more substantial food. Thus, he carries with him a small leather bag. This bag is quite often referred to in the Bible as a bottle. It is filled with oil.

He also carries a somewhat similar bag, only with a slightly larger mouth, in which he carries a goodly number of small loaves of bread. The bread is broken in small pieces, dipped in thyme after being dipped in oil. Those of us who are accustomed to large meals in the west find it rather difficult to see anything appetizing in such a meal, however, as a matter of fact, it forms his chief diet. The thyme has a very pleasing taste, particularly when eaten with bread and fresh olive oil. Thus it will be seen that the oil is carried by the shepherd for his own personal use. At the end of the day a lamb comes in that has encountered thorns. The shepherd goes through the flock, singles out the lamb and pours on its head the oil that he has for his own use.

"My cup runneth over" has a very simple interpretation. Water in Palestine is very scarce. Sometimes a flock travels several miles before reaching a drinking place. At the foot of large valleys there are deep wells filled by rain water in the rainy winter season. Beside the well is a large stone cup. The shepherd, with a leather or wooden bucket draws water and pours it in the stone cup or trough, one after another of the sheep drink the cool refreshing, abundant water, running over. The last verse is easily interpreted, such goodness having come from the Good Shepherd through life is a promise and fond taste of "Forever Life."

With these beautiful thoughts still in our mind, let us give thanks for the joy and happiness of this past year and resolve to make 1955 a year of opportunity and success.

Sincerely,

Gertrude Darbyshire

The New Year Ahead Offers New Challenges

By Col. Pop Hess



The date of writing this column is November 10. The November issue of this publication is on my desk after reading it through from the first to the last page.

In checking through this November issue as well as those of past months, I find many new faces and names coming into the pages. This makes it interesting reading for all Auctioneers as I feel that the same writers with their same style of writing would become bore-some to our Auctioneer readers. It is always interesting to read first hand how many of those who now are regarded leaders in the industry have climbed the ladder to success. In all cases it has been through the school of "Bumps and Experience." Very few have been on the "front seat" with their very first sale, although this has happened and it must be a grand feeling to be so blessed.

This is November 10th, a day that recalls to our memory the same date in 1918, the day we received the rumor that World War I was over and it was wound up in full fashion the following day. To me it is remembered in also another way. It was on this day (Nov. 10, 1918) that I was scheduled to conduct a closing out farm sale for a man whose only son was leaving for the armed forces. The sale was some 30 miles from my home and on my way to the sale I stopped to chat with a friend who operated a drug store in the county seat town of about 4,000 population. While visiting in the store they told me there was a rumor the War was over.

Upon my arrival at the farm it was mentioned in general talk among the early gatherers but was taken with a grain of salt. The seller was quite up-

set by being forced to have the sale but had no other choice. If the rumor were true he would call off the sale. However, no verification was received and with lunch finished, I called the crowd to gather round as the sale was ready to "kickoff." The clerk and myself were in the wagon ready to start selling the usual miscellaneous items, and JUST AS I WAS GIVING THE TERMS OF THE SALE, THE COURT HOUSE BELL STARTED RINGING. Immediately, church bells, and school bells chimed in and right then and there the crowd left the farm like cats shot with boot jack. The clerk and I stood in amazement, the farmer kissed his son and headed for the house. The sale was NEVER HELD.

It was a very fine day and it had only taken me a short hour to get to the sale, but it took the rest of the afternoon to get home as every village and town was celebrating in high excitement. In some several thousand sales in my fifty years experience, this was the only one that wasn't held as planned. This fine day, Nov. 10, 1954, compares in weather to that same day in 1918.

As you receive this publication it is the month of December, the last month in 1954. As the curtain comes down on another month and another year our 1954 achievements become history. From what can be observed in following the years Auctions they have been good for the most part, a great year for the Auctioneers in number of sales conducted and pay received.

Also, we note the National Auctioneers Association has had a great year in building its membership. "The Auctioneer" has shown an improvement in

circulation and reading material. As we pass the year 1954 onto the shelf of history, let's set our goal for 1955, to become one of more and better.

Many State Auctioneer's Associations will be holding their Annual meetings and the groundwork is being laid for a great National Convention in Indianapolis, next July.

I wish each and all the usual Seasons Greetings, and may we have a bigger and better "The Auctioneer." You can all have a part in this.

Hudson Valley Noted For Famed Furniture

Hudson Valley furniture is still something of a mystery. When more is known about New York State furniture—and careful studies are under way—it will be found as distinctive as the cabinet work of New England, Pennsylvania and certain Southern centers.

If you trace furniture styles in the valley, this is what you find. Dutch modes, with adaptations, were followed until nearly 1750. Then, until the Revolution, Chippendale reigned supreme. His designs were used again after the war years. Hepplewhite, Sheraton and lastly Phyfe didn't receive the nods of acceptance and popularity until about 1790 and later.

While every town of any size in the valley had its cabinetmakers, New York City gradually became the center of this craft. After 1750, and especially in the Hepplewhite era, much of the finer furniture was imported from Manhattan. Account books as early as the 1750s show that river sloops, returning up-river from New York, carried such goods as chocolate, silk handkerchiefs, black gauze fans, silver teapots and fine mahogany chairs and tables.

Details to Look For

Here are a few typical details to look for on furniture at this time, beginning with Chippendale pieces: The claw and ball foot has prominent joints to the claw, which firmly grasps the ball. The foot is practically square. The shell is a favorite crest rail carving. A rounded back leg often terminates in a square

foot. Tea tables may have gadrooned skirting carried around the corners without a break. New York State gaming tables, with bold lines and carving, customarily have a secret drawer in the backframe.

New York State Hepplewhite and Sheraton pieces are noted for their grace and stronger character. The inlaid bellflower is often used. Here, too, a special New York State characteristic can be noted: this furniture is usually heavier than that from other regions.

Duncan Phyfe's Work

In Duncan Phyfe, the Hudson Valley—and the entire country—found its one great, individual cabinetmaker-designer of the late 18th and early 19th centuries. Much furniture is now assigned to Phyfe which never met his eye nor felt his hand. But he created magnificent pieces himself and through others by refining current styles and certain methods, proportions and mechanics.

Dutch pride of family and tradition is still strong along the Hudson and many magnificent pieces of New York State cabinetry are closely held in valley homes. These examples rarely appear on the market.

Judge—Did you see the shot that was fired?

Witness—No, I only heard it.

Judge—That is not sufficient evidence. You may retire.

As the witness left the stand and while his back was turned to the judge he laughed out loud. At once the judge recalled him for contempt of court.

Witness—Did you see me laugh?

Judge—No, but I heard you.

Witness—Insufficient evidence, Your Honor.

The neighborhood butcher burst into the lawyer's office and demanded: "If a dog steals a piece of meat from my shop, is the owner liable for the theft?"

"Of course, he is," replied the lawyer.

"That's what I wanted to know. Your dog just took a dollar steak."

"I'm sorry. Now if you'll just give me another dollar it will cover the fee for my advice."

How It Looked to Me

In South America

By Col. Ernie Weller

After clearing Argentinian customs at Buenos Aires, we taxied out to the large flying boat that was awaiting us for our flight across the bay.

A warming up of the four large motors, a terrific spray of water that engulfed the ship and we were in the air, headed northeast by east, only to set down 20 minutes later on calm waters for a short taxi trip to the shore lines of Uruguay.

It was at Colonia that we landed. After a routine customs clearance, we were hustled off in limousines to the new and attractive Hotel Colonial where we were served a most delightful dinner, in usual seven-course style.

A quick exchange of American dollars to Uruguayan Pesos and our entourage (this time traveling by bus) was off some 60 miles inland to visit the estancia of Arthur Booth. World renowned San Juan Herefords and Shorthorns, founded on English breeding the same as in Argentina, are produced here.

Although cattle by the thousands grazed the pastures, it was interesting to learn that the main source of income is derived from wine. Here was a huge winery with hundreds of casks for aging wine. Vineyards dotted a large part of the beautiful landscape.

Methods of operation in the livestock

EDITOR'S NOTE—Col. Ernie Weller, one of the most prominent and successful livestock auctioneers in America, made a trip to South America early last spring. Those who attended the Omaha Convention witnessed an extremely interesting three-dimensional moving picture of what Col. Weller saw on his trip. For those who could not attend the Omaha meeting, we are publishing a portion of his observations. Col. Weller is owner of the Atkinson Livestock Auction Market, Atkinson, Nebraska.

production are similar to those used in Argentina, although many sheep are grazed in the same pastures with cattle.

As the whole country lies within the temperate zone on the southeast part of the continent, and is nearly completely surrounded by water which tempers the climate, growing conditions are ideal. With an average year-around temperature of 62 degrees and an annual rainfall of 45 inches, the land is highly productive.

The population, mostly descended from Italian and Spanish, is white. We were told there have been no Indians in Uruguay since 1832. Of something over three million inhabitants more than one million live in Montevideo, which is the capital. The general living standard is high, and unlike many other South American countries, class consciousness is almost non-existent.

Uruguay's altitude is midway between the high mesas of Southern Brazil and the flat plains (or pampas) of Argentina. Rolling grain fields, orchards and pastures are richly carpeted with intense green, contrasting with the black of newly plowed earth. The highest points are no more than 2000 feet, leaving almost all the land suitable for cultivation.

About 45 million acres of the finest pasture land are devoted to the grazing of livestock. The 8,100,000 head of cattle are mostly Herefords, Shorthorns, and Holsteins. The 24,000,000 sheep (nearly as many as we have in the states) are principally Merinos or cross-breds. The wool, 18,000 tons per year, brings top prices on the world's markets.

On the cultivated part of the 22,000,000 acres of arable land, excellent crops of linseed, wheat, rice, corn, sunflower seed etc., are raised. There are extensive plantings of pears, apples, peaches, plums and cherries, as well as a great quantity of citrus fruit, for export as

well as domestic consumption.

Vineyards produce a variety of good wines, more than 70,000,000 quarts annually. Beer too, is made in large quantities as well as mineral waters and other beverages.

The industries holding first place are those deriving from livestock, meat packing, dairy producers, the leather industry, and textiles.

Uruguayan marble quarries are world famous. This was indelibly impressed upon our minds by a visit to Legislative Palace, in Montevideo, their capitol building, which is built out of 53 different kinds of marble all native to their country. It is publicized as the 8th wonder of the world and is truly magnificent.

Semi-precious gems, cement and fishing are other sources of revenue.

Primary, secondary and university education in Uruguay are all absolutely gratis. Illiteracy is very low as attendance in the lower grades is obligatory. Owners of the large estancias (ranches) are obliged to maintain schools on their lands for children of the vicinity. Other types of schools include, night schools, classes for advanced and retarded children, vocational, open air schools and schools for cripples. Physical education centers are numerous, the program calling for one center for each 500 population.

This country has a far advanced social security program and system. Not only are wages based upon length of service, but on the number of children in a man's family. Income taxes are low and nonexistent for most people. The lottery and the casino provide a big monetary return, being operated by the government, just as they are in all other countries we visited.

There is real democracy in Uruguay, based on recognition of liberties, rights and respect for the human being. Political or religious movements denying these rights do not find fertile ground here. Each citizen has the vote, freedom of speech and access to the press. The executive power of government is vested in a nine-member National Council, patterned after Switzerland. Legis-

lative and judiciary are similar to those of our country.

Uruguayan money is on the gold standard and is recognized as the most stable in all South America. Their rates of exchange at the time of our visit was 3 pesos for our dollar, compared to as many as 60 to one in some countries we visited.

The country is extremely interested in friendly relations with the United States. The friendly attitude of its people was evident everywhere we visited. They all wore radiant expressions indicative of the freedom they enjoy in common with us. It was like a breath of spring after a long hard winter to visit these good people. (Next month—Rio de Janeiro at Carnival Time.)

New Records For Shetland Ponies

\$10,100 for a Shetland Pony! Yes, that is right. L. W. Smith, Tulia, Texas, paid this fabulous price for the two-year-old yellow sorrel mare, Dora's Cindy Sue. She was consigned to the Southwest Shetland Breeders Sale at Gainesville, Texas, October 14, and Vern Brewer, Gainesville and R. D. Peterson, Templeton, California, were the sellers. Col. Bill Porter, Alexis, Ill., and a member of the NAA, was on the block when this record price was established.

Previous high for a Shetland was \$10,000 back in 1917. This was when the notorious James Cox "Diamond Jim" Brady bought the great sire and show pony, King Larigo, from Heyl Pony Farm, Washington, Ill.

An average of \$1,049 was scored in this sale on 186 Shetland Ponies. This was the greatest auction sale of pedigreed Shetlands in history.

New, more adequate convention and vacation facilities in Hawaii are in the process of construction in an effort to accommodate the increasing demand. Current construction in the Waikiki Area of Honolulu will increase hotel capacity 44%, from 2,343 rooms to a new high of 3,373 rooms.

History of the Almanac

X It goes way back to the second century, and today's "Farmer's Alamanc" is a national institution

Did you know that the word, "almanac," comes from an old Saxon word, "al-mon-agt," meaning almoon-heed? But the Saxons' almanac was quite a different affair from the useful little book so familiar to us today. They engraved upon square sticks, about one foot long, the courses of the moons for the entire year, whereby they could tell with certainty when the changes occurred, also when their festival days fell.

The history of written almanacs has been traced to the second century when they were made by the Greeks of Alexandria. It was from Oxford, the seat of British science during the Middle Ages, that the standard almanacs emanated; that of John Somers, for instance, compiled in 1380, as well as several others; and almanacs in manuscript still exist. In the library at Lambeth Palace is one dated 1460, containing a table of eclipses for 20 years. In 1497, the Shepheard's Kalendar was published in England by Richard Pynson who had translated it from the French; for almanacs were in common use on the Continent much earlier than they were in England.

Skillful mathematicians were employed in the construction of the astronomical part of almanacs; but astrologers supplied the supposed planetary influences, also weather predictions and other interesting material required to make them attractive to the public at large.

Almanacs in America

In 1663, a humorous almanac appeared titled, "Poor Robin" for the benefit of skeptics who ridiculed celestial science; and Robert Herrick, the poet, is said to have assisted in its composition. As a specimen of its humor, the reader learned that "There will be much frost and cold weather in Greenland in January!" In 1664, John Evelyn upblished the first Gardener's Almanac (Kalendarium Hortense), containing directions for garden work month by month through the year.

He dedicated it to the poet, Abraham Cowley, who acknowledged the compliment in one of his finest poems, "The Garden."

It was in 1773 that Benjamin Franklin, under the pseudonym of Richard Saunders, published in Philadelphia the first number of his almanac(k) which he continued for 25 years. It became known as "Poor Richard's Almanac(k)" and contained the usual astronomical data, "besides many pleasant and witty verses, jests and sayings;" and it always emphasized frugality. A compilation of its proverbs, published under the title, "The Way to Wealth," had a tre-

MEET YOUR DIRECTOR



Col. Martin Lampi, Annandale, Minn.

mendous circulation in America and England.

Then came "The Old Farmer's Almanac(k)," first issued in 1792 for the year 1793, and it has been published continuously to this day. It has become a national institution, and the earliest numbers are now a collector's item. Though a few minor changes have occurred through the years, most of the original features are still retained, such as "The Farmer's Calendar," the quaint little verses under the signs of the zodiac, and a running record of historical odds and ends. We learn, for instance, that spectacles were invented in 1825; and that on June 8, 1950, the Red Sox beat the Browns 29 to 4.

This little book is packed with useful information for the general reader as well as the farmer. There are fish and game laws, for instance, motor vehicle laws (both for all the States), postal rates and planting times, as well as cooking recipes and household hints. "Anecdotes and Pleasantries" — once "Poetry, Anecdotes and Pleasantries" — presents a series of quaint old woodcuts depicting famous ocean calamities from 1588 to 1833. And for good measure, there are puzzles and charades for those who like them.

"The Old Farmer's Almanac" — Now 162 Years Young

"Bob" Thomas, as he was familiarly known in his native haunts—he was a bookseller and stationer in Sterling, Massachusetts — published the first 50 issues; and tradition has preserved the name format to this day, with one exception. The original title was "The Farmer's Almanac(k)" the word "old" being added later to distinguish it from imitations.

Of the many tales related of "The Old Farmer's Almanac," perhaps the one most often recalled is that about Abraham Lincoln who, so tradition has it, won the Armstrong murder case by quoting "The Old Farmer's Almanac" to prove there was no moonlight on the night a witness testified to having seen a crime committed.

+ Sister Mary likes her boy friend's attentions but won't marry him because she likes his attentions!"

Their Honeymoon Is Over

By COL. BEN GREENFIELD

The retail merchants, referring to the four hundreds, the big shots, such as jewelers, appliance shops and other merchants who were the instigators of compelling manufacturers in upholding fair trade prices of merchandise on the so-called "McGuire Act," are now crying the blues. Some of these merchants find it a little tough now to make their second million. The reason for this is that the farmers market merchants who have opened on various highways throughout the nation have proven to the public at large that they are not money hogs and they believe in giving the working man a break for his money. They are satisfied to work on a 10% to 15% markup and not 100% to 300% as some of these money hogs have been doing up to now.

One of these merchants located in Trenton, N. J., whose name is known to this writer, was the instigator of having a large watch concern bring suit against me under the "Fair Trade Act," because I believe in doing a large business and work on a small profit so that the poor man can have an easier life and stretch his money to go a long way. As a matter of fact, I sell more watches and diamonds in one week than fifty of these merchants are selling in a month. The reason for this is that I believe in an honest living and a FAIR TRADE TO THE PUBLIC.

Even the super markets are starting to worry about the auctions and farmers markets as they are already feeling the pinch, especially in the depressed areas as these auctions and markets are underselling the super markets at a great saving to the public. My arguments is there is plenty of room on the highways for those merchants that cannot take it. Therefore I say THEIR HONEYMOON IS OVER.

X "Do Englishmen understand American slang?"

"Some of them do. Why?"

"My daughter is to be married in London, and the Earl has cabled me to come across.

1954-55 New Members

By Col. B. G. Coats

Have you asked a fellow Auctioneer to join our Association? If not—why not? No one need hesitate in these days of necessity for more and better Auctioneers to invite an Auctioneer to become a part of an Association that is to their own personal interest. In fact, you do that fellow Auctioneer a disservice if you hold back the invitation for you deprive him of a means of profit and pleasure. Just today I had an Auctioneer ask about joining our Association. By all means—yes. How many Auctioneers are waiting to be asked can only be guessed. I would say their number is legion.

WHAT DO YOU NOW DO?

Overcome that timidity or lethargy and speak out. Before you know it you will have a new member—and what a grand and glorious feeling that is.

THEN WHAT?

Mail at once his application for membership to Col. Bernard Hart, Secretary, National Auctioneers Association, Frankfort, Indiana. The sooner the better.

REMEMBER

1954-55 is destined to be the greatest in increase in membership.

YOU ALONE

Can secure the new members. Some members never fail us. They will not now. Some produce once in a while. We hope they will this year. Some never stir themselves. If they did what a whale of an Association we would have. Come to think of it—lets do it.

Tourist trade in Hawaii increased 30% in 1953. Total income from tourist trade is now equivalent to half of the income derived from pineapple exports and over a third of that from sugar exports. If the rate of growth in the past five years continues, the visitor industry will be the largest income producer in Hawaii within a decade.

Indiana Leads In Members for Month

Indiana headed a list of 13 states in memberships received by the National Auctioneers Association in the period from October 16 through November 13. Six auctioneers in the Hoosier State, three of which were new members, indicated their belief in the NAA. Illinois was next in line with three memberships, one of which was a Life Membership. Life membership fees are \$100.

Following is a list of the memberships received during the above named period. Asterisk denotes renewal.

- ★ Col. L. B. Fuqua, Tennessee
- ★ Col. Donald W. Maloney, New York
- Col. Norman R. Magill, Ohio
- Col. Jim Wagner, Ohio
- ★ Col. Clinton Garner, North Carolina
- Col. Elbert C. Frazee, Indiana
- ★ Col. R. B. Dennis, Pennsylvania
- Col. Elmer Bunker, New Mexico
- ★ Col. John A. Carr, Illinois (Life Membership)
- ★ Col. Anthony Borysewicz, Connecticut
- ★ Col. Winford Lewis, Indiana
- Col. Argel McDowell, Indiana
- Col. Junior Martin, Indiana
- ★ Col. Joe Ross, Indiana
- Col. Ernest Hale, Illinois
- Col. Robert B. Miller, Maine
- ★ Col. William C. Aubele, Pennsylvania
- ★ Col. Robert Mendenhall, North Carolina
- Col. Elmer Gilder, New Mexico
- ★ Col. Russell P. Miszner, Iowa
- ★ Col. A. W. Hamilton, West Virginia
- ★ Col. Louis A. Cook, Massachusetts
- ★ Col. Ralph Rinehart, Indiana

United Air Lines is always on the alert to provide the air traveler with convenience as well as "Service in the Mainliner Manner", which is well known. You may now purchase American Express Travelers Checks in United's Ticket offices in Chicago, New York, Cleveland, Seattle, San Francisco and Los Angeles.

BE A BOOSTER FOR "THE AUCTIONEER"

You can do this by . . .

Contributing to the Booster Page. Your name on this page indicates that you believe in the NAA and "THE AUCTIONEER."

Securing advertising and advertising prospects for "THE AUCTIONEER". It is impossible for your Editor to solicit, personally, the prospective advertisers, but YOU can help in your immediate territory.

Show "THE AUCTIONEER" with pride to your competitor. He, too may like to receive it monthly.

Display "THE AUCTIONEER" in a prominent place in your office or home. It will help in creating additional respect for your profession.

Patronize the advertisers in "THE AUCTIONEER" in order that they, too, may be BOOSTERS.

REMEMBER —

"THE AUCTIONEER" is the only publication owned by Auctioneers, published by Auctioneers, distributed to Auctioneers and devoted entirely to the Auction Profession.

The Auctioneer

803 S. Columbia Street

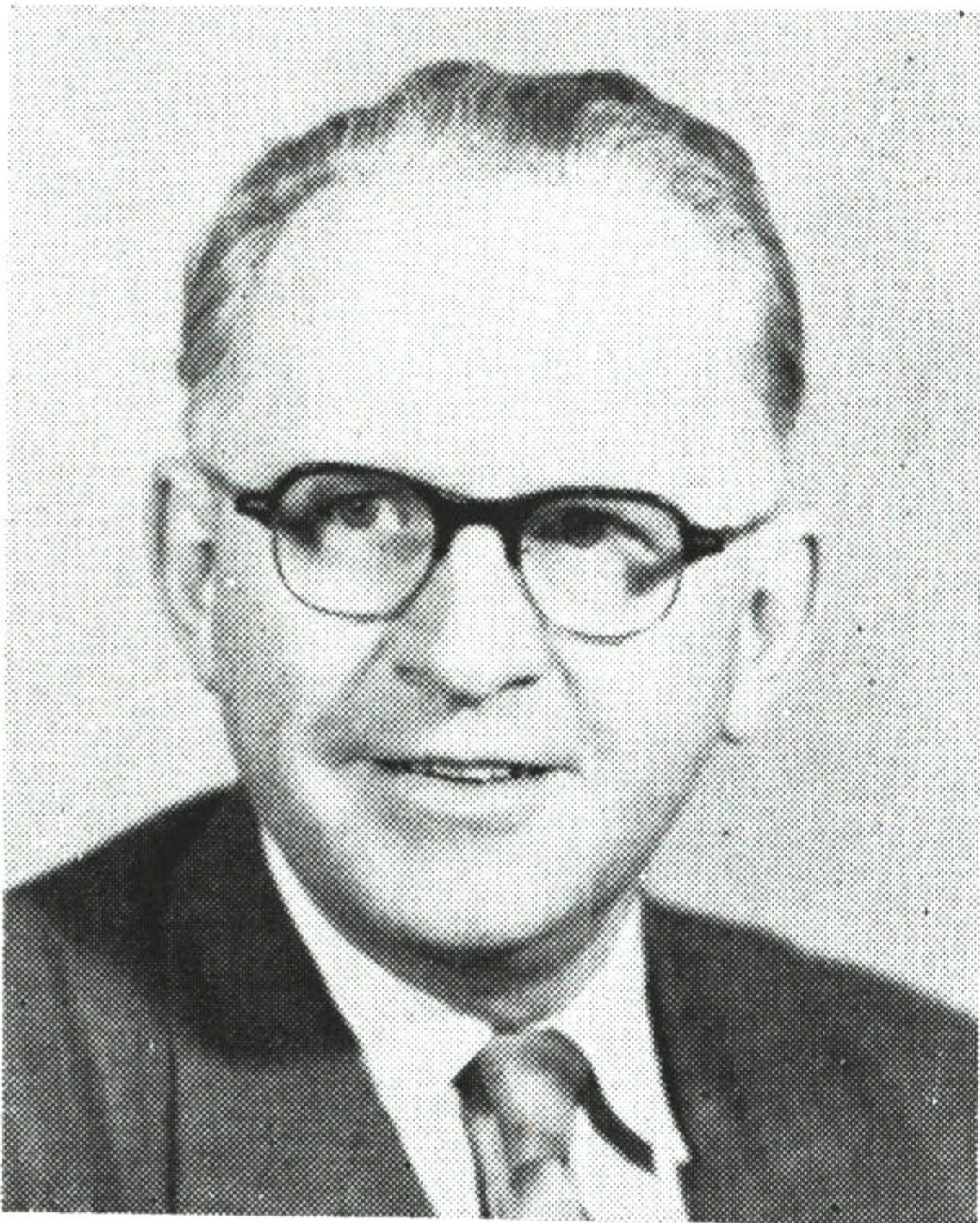
Frankfort, Indiana

CLIPPINGS

By Col. E. T. Nelson

For a Country that has been called ruined by both political parties, isn't it funny how hard each party tries to get control of it?

X I wish I were on yonder hill, Alying in
the sun
With all the things I've got to do,
Done.
I wish I were beneath a tree, A-basking
in the shade
With all the bills I've got to pay,
Paid.
I wish I had my rod and reel, A-sailing
in a boat,
With all the things I've got to write,
Wrote.



Col. E. T. Nelson

The auctioneer's wife said, "The night before last you came home yesterday, and last night you came home today. If you come home this afternoon tomorrow, I'll go home to mother."

If you had a million dollars given to you, you would not change very much. If you are giving nothing to others, now, you will probably do the same with a million dollars. In fact in most cases the altruistic impulses decrease in force

as one's wealth grows. If you are wrapped up in yourself with little money in your purse, you will be more WRAPPED UP with more money. The biggest thing you have to offer the world around you, and the thing that can be the most worthwhile, that brings the most cheers, and adds the most joy to other souls is YOURSELF.

Think of the sages who have uttered truths which time has not changed. Are all of these of no moment; it is silly to think that there is a plan behind such vast works of knowledge?

X It is hard to climb the ladder of success with your hands in your pockets.

Herefords Sell High In Wyoming Auction

Wyoming Hereford Ranch, Cheyenne, Wyo., again furnished the top fall attraction so far as annual Hereford Auctions are concerned. They sold 35 bulls for an average of \$1,974 and 40 females at \$1,013 per head to score an average of \$1,461 on 75 head.

Top selling bull was \$11,000 going to Bull Run Farm, Centreville, Virginia. Another Virginia firm, Green Glade Farm, Broadway, paid \$2,575 for the top selling female.

Herefords from this famed Wyoming establishment carry the prefix "WHR" on their recorded names and have made a great contribution toward the improvement of the breed for many years.

Col. Charles Corkle, Norfolk, Nebraska, and Col. Howard Schnell, Dickinson, North Dakota, both members of the NAA, were the auctioneers.

Col. Beggs of Illinois Completes Navy Duty

Col. Ray Beggs, Metropolis, Illinois, advises that he has received his discharge from the U.S. Navy and is at home again. In writing "The Auctioneer," Col. Beggs expresses his appreciation for being kept on the mailing list while serving for Uncle Sam.

Questions & Answers

Q—I sold the real property to the highest bidder. Later the bidder, a woman, refused to meet the terms of the auction and said, “I don’t want it . . . sell it to somebody else.” The auction crowd had left. What should I do?

A—Ordinarily, it is not good to resort to law in an auction. However, in this case it was justifiable because he knew that the buyer refused to settle for the property because friends had chided her for ‘paying so much at auction.’ Later, the auctioneer sold the property for \$300 less than the high bid at the auction. The seller, upon the advice of the auctioneer sued for the difference. They won the case in Justice Court and the same finding was had in District Court to which the defendant appealed. The General (Federal) Law states that in an auction when the auctioneer says “Sold” and records the price and the buyer’s name in the presence of the buyer and so announces it publicly then he is empowered to act as sole agent for the buyer and the seller.

Q—In a real estate auction the initial bid was \$7,000. The next bid was \$7,025. The auctioneer refused it. The bidder insisted that the auctioneer must accept it since it was “a public auction.” Must the auctioneer accept it?

A—NO. The auctioneer announced at the beginning of the auction that he reserved the right to settle disputes in bids and also that he would determine the minimum amount of increase in the bids. Under such circumstances he is not compelled to accept “peanut money bids. . . . Later the disputant bought the property at \$10,500.

TRACTORS SELLING SLOW, FEEDERS ARE ACTIVE

Late model tractors are hard to sell this fall, reports Col. Winford Lewis, Howe, Ind., but most other farm implements are selling good. Dairy cows, heavy springers or fresh, are selling very active at prices from \$200 to \$300.

A bumper corn crop and adverse weather is causing feeder pigs to sell high and the same applies to good and choice feeder cattle. Breeding ewes are not high enough considering the support prices on wool.

Good baled hay sells from \$20 to \$25 per ton, new crop corn from \$1.00 to \$1.30 per bushel and oats from 75c to 85c per bushel.

Col. Lewis’ letter was dated October 26, and enclosed was check and applications for two new memberships.

Look at Your

NAA Membership Card

Approximately 500 members hold cards that expire in JANUARY, 1955. Many of you will wish to renew your memberships before January 1. This will help you and will certainly be an assist to our office.

IF YOUR CARD EXPIRES IN JANUARY, won’t you please send your renewal before January 1?

Bernard Hart, Secretary
National Auctioneers Association
803 S. Columbia St., Frankfort, Ind.

The Man on the Seats

Expresses Opinions and Ideas

By A. LELAND CLARK

Mgr. of Spring Valley Hereford Farm,
Poolesville, Md.

I hesitate to break into print, but after attending a few Hereford cattle auctions recently, I am somewhat displeased, not by the purpose, but by their conduct.

I shall drop back a few years and reminisce. I attended my first Hereford sale about 1918 at Scribner, Neb. I was extremely fascinated by the eloquence the integrity and the great stamina of the one and only Col. Fred Reppert. As a kid of eight, it was a great treat to be in attendance at that, my first sale.

My memory fails to cover the next few years, except for that fact that we drove our sale cattle to Oakland, Neb., to sell in the Burt County Hereford Breeder's Association sales.

Then came the year 1922 when the association sale was held on the Isaacson Farm near Oakland, Neb. I had the job of leading our two heifers by Beau Perfection 8th into the ring. As I recall, they brought approximately \$600 each. That was a good price, but the most important thing to me that day was the fact that I had a chance to get into the sale ring. I was the biggest little man you have ever seen. I must have been excited because I do not remember who the auctioneer was that day, but my guess would be either Col. Fred Reppert or Col. M. H. (Hank) Cruise.

A few years later we took a few bulls to the Northeastern Nebraska Hereford Breeders Sale at Norfolk, Neb. Our bulls were not so good and neither was the sale price, but the experience gained and the association with real cattlemen was great. On this occasion, I got acquainted with the sale manager, Charles Corkle, and to this day I have never met a finer gentleman nor a better cattleman.

The preceding paragraphs cover the highlights of my childhood experience in association with my father's Hereford

herd, started in 1900 with a cow named Daisy C. This brings us to the 1930's with depression, drouths, grasshoppers and just enough poverty to drive me to Maryland, where I have been since 1938.

Since being in Maryland I have attended a good many sales over the country and am in a mood to express an opinion about their conduct, but I did not want to do so without giving you some of my early experiences.

Let's proceed now with the average association consignment show and sale.

The show is over at 11:30 a.m. and half the cattle weren't placed high enough; the other half placed too high—not in the opinion of the judge but in the opinion of the 500 breeders and interested spectators—so there is much discussion on the matter during the lunch hour.

After lunch, someone connected with the sale goes to the microphone and blares forth with the information that the sale is about to start and to please get your seats.

Now the breeders, buyers and spectators are all seated and ready for a sale, and alas, the sale manager steps up to the auction block like a preacher to the pulpit. He welcomes the crowd in a nice way, which is right and proper—but he starts introducing all the well-known breeders, local politicians and other distinguished guests. Then he introduces someone from the National Association who is called on for a few remarks. This representative opens up with about 15 minutes of facts and figures mingled with a little oratory, a speech well prepared and well memorized, since it has been used for the last four years. He thanks everybody and backs off. Now the sale manager resumes another round of introductions, including officers and directors of state

IN UNITY THERE IS STRENGTH

and regional breed associations. We think that we will soon see the start of the sale now that the auctioneer is being introduced. After the auctioneer makes about a five minute speech, he then introduces his selling force, gentlemen from the livestock publications.

Well, it has been at least 30 minutes since you found your seat, the "hardest board you ever saw." At last the auctioneer cries out to bring in the lot number one bull.

Well, sir, when the bull steps in the ring, all hell breaks loose for about five minutes. The Colonel gets ready to drop his hammer and cry out, SOLD! But before he gets "SOLD" out of his mouth, a distinguished breeder on the top row rises to interrupt the Colonel, removes his Stetson very gentlemanly-like and

IN MEMORIAM
Col. Ted Witkin,
Burlington, Vermont

proceeds to call your attention to the fact that old Lady Belle, back there in the third generation, was the dam of the sire of the champion bull of the 1939 International. He sits down and the Colonel thanks him for his remarks and proceeds with the auction. In the next few minutes, two or three other distinguished breeders have interrupted to make speeches about this great young bull's ancestry. After about 20 minutes the Colonel finally drops his hammer and says, "SOLD". I never could figure



Col. Paul Good, Van Wert, Ohio, selling Lot 13 in the Sportsman Farm Angus Sale at Monticello, Indiana. On Col. Good's left is Roy Conrad, owner of Sportsman Farm, and on the other side are Bob Duprey of the American Aberdeen Angus Association and Mr. Conrad's daughter. A tent breaks the wind for the comfort of the buyers on a cold fall day.

whether these speeches about ancestry were meant to help the selling price or whether it was just a damn good excuse to rise and rest yourself from that hard board seat, which you had occupied for a solid 50 minutes to see one bull sell.

"Bring on the next bull!" cries out the auctioneer. About the same selling procedure follows, maybe one less speech from the distinguished breeders and this bull is finally sold. This course of action goes on until 3:00 p. m. Then you discover that only 14 of the 59 sale cattle have been sold. The tempo picks up a little. There are very few speeches from the stands now, because all those breeders that know the pedigrees are tired of sitting, lose interest and go back in the barn to visit or go home.

Along about 5:30 p. m., after 80 per cent of the crowd has left for home, the 59th animal is sold, the selling force is worn out, the herdsmen are tired, the consignors are disappointed over the average, the buyers are not certain they are in a thriving, lively business—so every one goes home unhappy.

This has been going on exactly as described ever since I attended my first sale in 1918 and for many years before, except for one change and that was the advent of the public address system.

Most public address systems used at these auctions have a tone like an iron wheeled wagon rolling down a gravel road on a frosty morning.

Assume now that I am managing a sale for the Fictitious Hereford Breeder's Association. We are selling 60 head consigned by 20 different breeders.

The morning show would be the same with the same criticisms and dissatisfactions and with plenty of room for discussion during the lunch hour.

At 1:00 p. m. I would step to the microphone and tell the folks that in five minutes the lot number one bull would be in the ring and please find seats.

Opening the sale, I would say, "Hereford Breeders and friends, we welcome you to our first annual sale. We have produced and we are offering these cattle for sale and you, no doubt, are here to buy. You have seen or you will see these cattle as they come in the ring.

All the information is in the catalog. On my left is the secretary of the National Association. He is here to assist the buyers, especially the new breeders, so feel free to consult with him during the sale. On my right is Col. Knucklehead Smiff, who with the gentlemen of the Breed papers, will handle the auction. All right Colonel here is the lot number one bull, let's go!"

And right then the Colonel breaks loose demonstrating his eloquence through a microphone that carries his voice to you with the mellowness of your living room radio or television set.

Before the distinguished breeder has time to interrupt, the Colonel has dropped his hammer and cried, "SOLD!" This will go on until a few head are sold. The speech making breeder will toss in a bid or two to hold the animal long enough for him to think up a speech. But just as he squirms a little on his soft board seat, the Colonel sells the animal.

The distinguished breeders have not made a speech yet; they haven't noticed the seat being hard, because they have been too busy bidding and turning pages to the next lot number. The sale rolls along with buyers tossing in a bid now and then to hold the animal until they can find the lot number in the catalog.

At 3:00 p. m. you find that 50 head have been sold with ten to go, and at 3:20 the sale is over, 80 per cent of the crowd still on the seats, the selling force is fresh, the consignors are happy over the average, the herdsmen are happy that they can go home early, and the buyers are happy that they are part of a thriving, lively business.

The tempo of everything in America has been stepped up in the last 50 years, except the selling of purebred cattle at auction. Let's wake up and do something about it—this is 1954.

You will say that we can improve the situation by putting air foam cushions on the board seats. But that would be just as ridiculous as making air foam saddle seats. Fifty years ago a board seat in a sale barn was comparatively comfortable to the saddle you rode in for five or ten hours to get to the sale. A five

hour sale wasn't too bad.

Nowadays you pull up to the sale in a high powered auto equipped with air foam cushions, go into the sale barn and find a hard board seat that you must occupy for four or five hours. Quite a contrast! You are attending a sale just like my grandfather did.

Let's change our speed! We should sell 'em fast and get you off the boards and into your air foam seats and on your way home.

Everyone connected with a snappy sale would be happy, excepting, possibly, the guy that didn't have a chance to make a speech.

Fall Season Brings God's Portion Sales

In many sections of the country, God's Portion auction sales are annual events during the fall or harvest season. This is particularly true in Southeast Iowa. Col. Carl W. Setterburg, Burlington, Iowa, describes one held for the Lutheran Church at Mediapolis, Iowa, in a recent letter to "The Auctioneer."

In the Mediapolis "God's Portion" sale, two rings were used from 10:30 a. m. until 5:00 p. m. and a single ring from 6:30 p. m. until 8:00 p. m. Col. Berry of Bonaparte, Ia., Col. Dunlap of Wapello, Ia., and Col. Setterburg sold the antiques, furniture and hardware. At the same time, Col. Trostle of Mediapolis, Ia., and Col. McGill of Wapello, Ia., sold hay, grain, livestock, farm machinery and automobiles. The latter articles were sold on a commission basis with the fees going to the church.

Other God's Portion sales in the area were at Denmark, Ia., where Col. Fink of West Point, Ia., and Col. Chatfield of Montrose, Ia., worked with Cols. Trostle and Setterburg, the seventh year these men have conducted this sale. Cols. Trostle and Setterburg also conducted an all day auction for the Lutheran Church in Burlington, Ia.

The net profit of United Air Lines in 1953 after taxes and dividends would buy about nine-tenths of one modern jet airliner similar to the Boeing 707.

BUSINESS FOR SOME, ENTERTAINMENT, TOO

A basket of pottery odds and ends, rare pieces of antique furniture, old pictures, somebody's grandfather's grandfather clock, boxes and boxes of attic stuff—whatever the item it's important to someone at any auction.

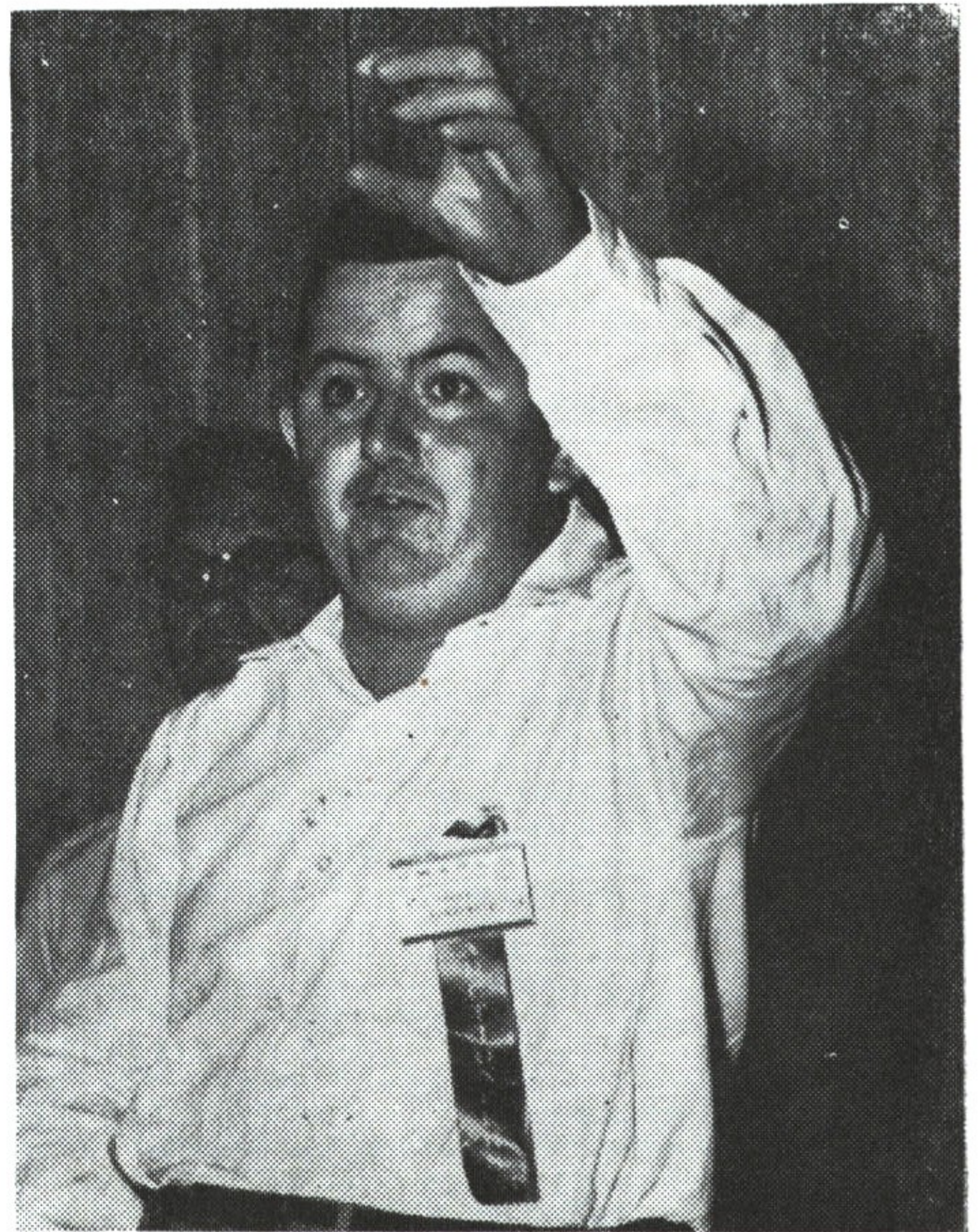
And bidding on most of the pieces up for sale are large groups of women auction fans who are bargain-hunters either for fun or business.

Some of the gals with an eye for the unusual at a tiny price are just out for a day's outing and others are first-rate antique dealers who make rare finds at many auctions.

In good weather, an auction under a tent proves a real treat for bargain hunting women.

Everybody has a good time—like they always do at auctions.

X Examining Admiral (to naval officer candidate): "Name 3 great admirals!"
Candidate: "Drake, Nelson, and, I beg your pardon, sir, I didn't catch your name."



Col. B. J. Berry, Bonaparte, Iowa
Col. Berry contributes his talents in the God's Portion auctions.

What I Think About Advertising

BY JANICE WILLIMONT
Denver, Colorado

EDITORS NOTE—The following article was written by a high school senior and was the first prize winner in an essay contest sponsored by the advertising federation of America. It was furnished to "The Auctioneer" by Col. Walter Carlson, Triumph, Minnesota, a prominent authority on Auction advertising.

Today advertising is recognized as one of the most powerful influences in our social and economic system. The everyday life of all consumers is largely affected by advertising in one form or another, yet how many people take the time to understand or analyze advertising and its effects on the average consumer?

The dictionary defines "advertising" as "any publicity intended to enhance the demand for particular services and products." Besides this commercial use of advertising, there is a tendency to use it in the selling of ideas. Educational problems, political beliefs, and religious creeds have been taught through advertising. It has aided the country in settling industrial disputes by putting the issue before the public opinion. During World War II, the government encouraged people to save rather than to spend and to produce instead of to consume. Advertising has definitely been an asset to the democratic way of life.

From the advertiser's viewpoint, advertising is a method of selling his products; from the consumer's viewpoint, it is a method of gaining useful information which helps him in buying. Thus, unless advertising has an educational value, it is very likely to fail in its selling purpose.

Through advertising, the smart advertiser tries to serve the public with honest values. He wants the consumer to know the quality of merchandise, the price, and the reason why his product is better than his competitor's products.

Many United States business firms use advertising to spread the sale and distribution of good products, to sell them at the lowest possible price, and to develop new domestic or foreign markets.

To the consumer, advertising may sometimes reveal a new and better world of living. Advertising gives the public information about new articles and improvements. The average consumer is constantly striving to find new ways of stretching his dollar, and advertising shows him how he can do this. Advertising makes more products available to more people at lower cost. Some individuals believe that advertising is a burden on the consumer. Instead of this, it frequently effects indirect savings of products sold to consumers by making larger quantity, or mass production.

Besides this, many people seek amusement and travel, all over the world, and advertising helps them choose the place where they may find enjoyment and healthy recreation at moderate or cheap prices.

Education is greatly benefited by the world of advertising. Many adults go to the polls every year to vote, but some have no idea of what they are voting for. Advertising helps these people to understand the government's affairs and other things pertaining to voting.

There is no way to estimate the real benefits of advertising. These benefits are many times not appreciated, except possibly by those people who live in other countries where buying is a long process, and where people use the barest necessities. Advertising has certainly simplified the process of buying in this country.

HIS NAME

Rose—"Congratulate me, darling—I'm engaged to Pat."

Violet—"Oh, really?"

Rose—"No—O'Riley."

Truman Library Site Cleared By Auction

A total of \$10,066 was received by the City of Independence (Mo.) from the selling at auction of 10 homes and a garage. These properties had been purchased earlier by the city as a site for the Truman Library to be erected soon.

Highest price was \$3,100 for a pre-fabricated home and purchased by a prominent Construction Company. While not the most valuable of the 10 offered, it was the one that would be the easiest to move to a new location. Two attractive brick homes sold for \$400 and \$700 each.

All buildings were sold with the understanding that they were to be moved within a period of 30 days. Construction of the Harry S. Truman Library is to be started at that time.

Robert P. Weatherford, Mayor of Independence, proclaimed the auction as a success. It was conducted by Cols. Guy Jageman, Ray Holder and Harold Terry.

REAL GALLANTRY

X His car and her car met head-on. Both drivers got out, and with that fine courtesy so characteristic of motorists nowadays, both began to apologize profusely.

"I'm sorry," said the woman, "it was all my fault."

"Not at all, madam," the man responded with gallantry. "I was to blame myself."

"But I insist the fault was mine. I was on your side of the road."

"That is true, my dear madam, but I am responsible for the collision. I saw you coming blocks away, and I had ample opportunity to dart down a side street."

BE AN AUCTIONEER

Earn Big Money

Term Soon

Write for Catalog

KANSAS CITY AUCTION SCHOOL

George A. Mann

President

Auctioneer since 1919

Suite 315 Shankman Bldg.

3119 Troost Ave.,

Kansas City 9, Mo.

BOOSTERS FOR "THE AUCTIONEER"

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

ALABAMA

Col. R. A. Waldrep—Birmingham

FLORIDA

Col. L. M. Pedersen—Jacksonville

ILLINOIS

Col. Frank W. Capista—Lockport

Col. Bud Fennema—Lansing

Col. Walter Holford—Edwardsville

Col. Ray Hudson—Morrisonville

Col. Bruce Parkinson—Kankakee

Col. Carman Y. Potter—Jacksonville

Col. Lester Winternitz—Chicago

INDIANA

Col. R. C. Foland—Noblesville

Col. Russell Kruse—Grabill

Reppert School of Auctioneering

Decatur

IOWA

Col. Wm. J. Hulsman—Parkersburg

Col. Guy L. Pettit—Bloomfield

Col. Clinton A. Peterson—Fort Dodge

Col. Wendell Ritchie—Marathon

MAINE

Col. Clifford L. Swan—Portland

MICHIGAN

Col. Wm. O. Coats—Union City

Wilber Auction Service—Bronson

MASSACHUSETTS

Col. Abe Levin—Lunenburg

MINNESOTA

Col. Tom Gould—Minneapolis

Nelson Auction School—Renville

MISSOURI

Col. Bill McCracken—Kirkwood

NEBRASKA

Col. Dan J. Fuller—Albion

Col. Ray Flanagan—Albion

Col. John W. Heist—Beatrice

Col. T. C. Jensen—Holdrege

Col. J. D. Kirkpatrick—Grand Island

Col. Stacy McCoy—Arapahoe

Col. Leon S. Nelson—Albion

Col. Henry Rasmussen—St. Paul

Col. James Webb—Grand Island

Col. Adolph Zicht—Norfolk

NEW JERSEY

Col. B. G. Coats—Long Branch

Col. Ben Greenfield—Newark

Col. J. A. Guzzi—Long Branch

Col. Robert R. Story—Westfield

Col. Herbert Van Pelt—Readington

Col. Watson VanSciver—Burlington

NEW YORK

Col. Arnold Ford—Constableville

OHIO

Cols. Bailey-Murphy-Darbyshire Co. —
Wilmington

Col. Ralph Drake—Montepelier

Col. Jonathan C. Mason—East Liverpool

Col. Harry Van Buskirk, Norwalk

Col. Clyde M. Wilson—Marion

PENNSYLVANIA

Col. Tom Berry—West Newton

Col. Philip A. Engelmeier—Pittsburgh

Col. Homer H. Sparks—Sharon

OKLAHOMA

Col. V. K. Crowell—Oklahoma City

OREGON

Col. L. J. Stanley—Portland

TENNESSEE

Col. J. Robert Hood—Lawrenceburg

Col. H. C. "Red" Jessee—Morristown

TEXAS

Col. W. J. Wendelin—Henderson

WISCONSIN

Col. Earl Clauer,—Mineral Point

Col. W. C. Heise—Oconto

WYOMING

Col. C. G. Williams—Sheridan

Col. Dale Shelton, Jr.—Sheridan

ELSEWHERE

The Ladies Auxiliary of the
National Auctioneers Association

NATIONAL AUCTIONEERS CONVENTION

July 14-15-16, 1955

CLAYPOOL HOTEL

INDIANAPOLIS, INDIANA

Gadget Marvels Of Yesteryears

According to Mr. Siedman, a free lance newspaper photographer for over 40 years and owner of a vast American collection, manufacturers began to wake up to the possibilities of the home as a market early in the century. By 1860 strange and wonderful gadgets were available to the housewife. Quite overlooked was the fact that the women who were supposed to use them needed the intrepid spirit of the pioneer and the knowledge of an engineer.

Take, for instance, a nutcracker in the collection. Like many other of the kitchen items, it is a cumbersome cast-iron affair which must be clamped to a table. The unit is placed on a platform holder, a crank is turned and a metal disk slowly approaches and crushes the nut. By paying strict attention to this job, perhaps a pound of nuts could be shelled in an afternoon.

For Apples and Cherries

Gadgets for coring, peeling and slicing apples look like ferris wheels and are equally complicated. Cherry stoners would remove the pit and present the lifeless body of the cherry to anyone who had the time and energy to work the mechanism.

Particular attention has been paid by Mr. Siedman to coffee items "because of this coffee mess we're in." Besides one of the first percolators, invented by Marion Harland, famed Victorian cooking authority, he owns numerous early coffee grinders. Other kitchen gadgets include a wooden sausage stuffer of about 1840, a cast iron vegetable cutter with elaborate decoration, coal stove toasters shaped as stars or Maltese crosses, nutmeg graters, egg separators and primitive rotary beaters and soap swishers for thrifty use of soap scraps.

Pressing Irons

Most interesting in a group of pressing irons is a rare 1870 specimen that holds charcoal and has air chambers at the back to regulate the draft and a miniature chimney for smoke release. For dress ruffles of the '60s, there are fluting irons in a number of ingenious designs.

Moving out of the kitchen and laundry, we find tin candle molds and a wooden bedwinder to tighten the cords that held the mattress in place. A Bruce's foot-stove for a lady's use is made of cast-iron, daintily decorated in red and gold and has a carpet-upholstered slant top which lifts to disclose a kerosene burner.

For Man of House

The man of the house was not neglected, as various castiron bootjacks in fanciful forms indicate. And, of course, there were cuspidors. One, particularly elegant, has a red plush top, foot treadles on all four sides for greater accessibility and a decorated tin base. Another, popular in the 1890's, is made of tin in the shape of a turtle. Both cuspidors and bootjacks are now used by collectors as doorstops.

THE WRONG DOCTOR

The doctor was called to see a big business man who was known to have a hot temper. "Well, sir, what's the matter," he asked cheerfully.

"That's for you to find out."

"I see," said the doctor. "Well, if you'll excuse me for a minute, I'll phone a friend of mine—a veterinarian. He's a good mule doctor and can make a diagnosis without asking questions."

During a family argument the wife said bitterly, "Believe me, there is better fish in the sea than the one I caught."

To which the husband replied laconically. "There's better bait, too."

The psychiatrist asked his patient, "Are you ever troubled with improper thoughts?"

"Why, no," replied the patient. "To tell the truth, Doc. I rather enjoy them."

MOM'S TRICK

First Mother: "My son always has his shirttails flapping and your four sons always are so neat with their shirts tucked in. How do you do it?"

Second Mother: "It's simple. I just sew an edging of lace around the bottom of all their shirts."

Old Paris Porcelain A Collectors Item

Had you been a Parisian porcelain collector around 1770, you would have been delighted by something that was happening: All around the city small factories were being started to make porcelain of excellent quality.

Today, when antique porcelains are so much in demand, these old Paris pieces are among the those sought as collector's items or as accessories to lend distinction to a room.

Some useful information about old Paris, or, if you prefer its French name, *vieille Paris porcelain*, comes from William H. Lautz, 206 E. 61st St., who conducts a business under conditions that would seem ideal to almost anyone.

Turned Hobby to Account

A retired architect in search of an interest, Mr. Lautz turned his porcelain-collecting hobby into a profession and now sells, by mail or appointment in his home, objects bought on trips abroad.

Commenting on how the manufacture of Paris porcelain began, Mr. Lautz said:

"Many early French porcelain factories, such as Saint Cloud, Chantilly and Mennecey, were founded and helped financially by royalty. But about 1770 royal support was withdrawn, for one reason or another, and these factories went into eclipse. This was when privately owned factories, operating with private funds, began in various towns and, above all, in Paris.

"These new factories started with certain advantages: A fine hard paste which they helped to evolve, experienced workmen from the older factories, and great public interest in porcelain.

Crossed Torch Marks

"The old Paris porcelain we prize today came from the city's dozens of small factories, usually named for their street address. Among the most important were La Courtille, which marked its dainty and elegant pieces with crossed torches ending in feathered tips pointing down, and Rue de la Roquette, which

used a crossed torch mark with tips pointing up."

The mention of marks led Mr. Lautz to point out a way to tell the approximate age of much French porcelain. In the early periods, marks were painted on. After 1776, French marks, including those of Paris, very often were stenciled.

Paris factories made a great deal of tableware and also many ornamental pieces, such as vases, urns, candlesticks, statuettes and rouge pots. Favorite decorations (which frequently imitated Meissen) included naturalistic flowers, floral festoons, strewn cornflowers, medallions and so on, with gilding, which was sometimes chased in the manner of Sevres.

A Paste With Character

Most interesting to collectors is the old Paris porcelain dating from 1770 through the early 19th century. Its paste still has what Mr. Lautz describes as "character and individuality." You can see what he means if you hold a piece against a strong light.

BARRYMORE NOT SO FORTUNATE

The late John Barrymore was out walking one afternoon, when he saw a certain notorious snob approaching. He tried to avoid the man, but the other singled him out with a hearty greeting:

"Good afternoon, Barrymore. You are positively the only person I've met today worth stopping to speak to."

"Really," rejoined Barrymore. "Then you're much more fortunate than I am."

SHOT THE ELEPHANT

A hunter was showing off his collection of trophies to a group of visitors. He was rapturously explaining how he acquired the various exhibits. "See that elephant?" he asked. "I shot it in my pajamas."

"My goodness," murmured a surprised young lady, "how did it get there?"

DREW AN AMATEUR

A little boy and girl were walking down the street. "Mary," said the little boy shyly, "you're the first girl I ever loved." "Just my luck! I've drawn an amateur again."

Clippings By Nelson

By Col. E. T. Nelson

Words to Live By by Arnold Toynbee:

Apathy can only be overcome by enthusiasm and enthusiasm can only be aroused by two things: First an ideal which takes imagination by storm, and second, a DEFINITE INTELLIGIBLE PLAN for carrying that ideal into practice.

"Crazy About Horses" was the title given to last Sunday's feature story in the Minneapolis Tribune. It tells about my neighbor to the south of town, who lives on a 200 acre farm and has 100 horses running wild on it. He has them just in case the Oil Supply Runs Out, he says.

"Crazy About Turtles" would be the title given to the man who runs the Sinclair Oil Station in Renville. He catches turtles and sells Turtle Burgers, to people all over the United States.

"Crazy About Auctions" would be a title given to most of us. We like auctions. We try to improve our methods. We treat the public right, always. We work in cold weather, warm weather, in wind storms, just anywhere—Just so it is an auction.

"CRAZY ABOUT MEMBERS" would be a good slogan for each member of the association for 54-55. Let's get enthusiastic about getting more members in the association, by a definite intelligent plan. We have the ideal. Wouldn't it be ideal to have a membership of 5000 by 1955? Only by work can it be accomplished. How many have you signed up?

COL. BOATWRIGHT SELLS LARGE KENTUCKY SALE

In a sale commencing October 21, a stock of merchandise valued at \$60,000 was sold at auction at Mayfield, Kentucky. The settlers were the Julius Wigdor Furniture Company and the auctioneer was Col. L. M. Boatwright, Marion, Indiana. This is the fourth such sale that Col. Boatwright, a member of the NAA, has conducted for the Wigdor firm.

National Sale of Polled Herefords

In the 1954 National Polled Hereford Sale, held at Columbus, Ohio, November 3, 92 head averaged \$895. The bulls scored a figure of \$1,198 and the females \$748. Top seller was a bull consigned by Halbert & Fawcett, Miller, Mo., selling for \$9,000 to M & O Polled Hereford Farm, Worthington, Ind. Top female was consigned by John E. Rice & Sons, Sheridan, Wyo., and sold to Wagon Wheel Ranch, Germantown, Tenn. The price was \$3,150.

Auctioneers were Col. Jewett Fulker-son, Liberty, Mo., and Col. A. W. Hamilton, Lewisburg, W. Va., both members of the NAA.

Auction Backfires

X At Lancaster, Pa., Auctioneer A. K. Waser's gavel pounded and a pocket-book among the items he had for sale was disposed of for 15 cents.

A short time later the embarrassed Waser had to ask the successful bidder to return the item.

It was his wife's pocketbook, which she had left on a table by her husband's side. It contained \$15.

SOME PARENTS SAY

X "We will not influence our children in making choices and decisions in matters of religion!" But why not?

The ads will!
The press will!
The movies will!
The neighbors will!
The forces of sin will!
The politicians will!

We use our influence over flowers, vegetables, cattle, etc. Shall we ignore our own children? May God forgive us if we do.

Stocker and Feeder Cattle

On Up Market in Auctions

By COL. GUY L. PETTIT
Bloomfield, Ia.

In the Missouri Feeder Calf Sales in the season just completed, the average price was approximately \$3.00 per cwt. over the preceding year. This was true on the yearlings as well as the calves.



Col. Guy L. Pettit

The Missouri Feeder Sales are sponsored by the producers of the cattle with the assistance of the Livestock Extension Department of the University of Missouri, who help in sorting and grading the cattle. Each local Sale Association meets annually and elects their officers and directors. They make the rules for their own particular sale and these rules are NOT all alike. As an illustration, some groups rule that all calves MUST be dehorned, some that no bull calves will be permitted to sell. Each local Association selects its Auctioneers. There are approximately 54 of these groups in Missouri, and they sell from 50,000 to 54,000 cattle each season.

The grading crews sort the cattle as to sex, type, quality and uniform groups,

generally running from 10 to 30 head. Naturally, they hold to the respective "breeds" as much as possible.

The advantages of this method of selling are numerous and beneficial to both seller and buyer. From the standpoint of the seller, we will use a typical example. Say a man produces 30 calves and according to the law of averages they will be half steers and half heifers. Not many feeders would care to buy the entire group as there would likely be a spread in both size and quality as well as the difference in sex. Therefore, his cattle may be sold in seven or eight different drafts. By virtue of uniformity in size and quality, he realizes a better average price for his calves.

The above sorting is just what the buyer wants. He will pay a premium for cattle with uniformity. Another advantage to the buyer is that the calves are brought to the sale location very early (from midnight to 9:30 a. m.) the morning of the sale. They are brought from CLEAN pastures, sold in CLEAN sale yards and barns, loaded out following the sale and are usually in the feeders' lots by noon the next day, free from exposure to disease. Actually, the loss from shipping fever on some 70,000 head sold in North Missouri, the past few years is eight tenths of one per cent. This compares with approximately 3% from the central markets.

The Unionville (Missouri) sale is now a four day event with an added yearling sale each year. This year the five sales totalled \$550,000.00. We call the Unionville sale the parent or "Daddy of them all" sale. We have buyers in this sale who have made purchases each year since the sale was established 15 years ago. More proof that the buyers LIKE the selling plan.

I have been working for several

years with the University of Missouri Extension Department in a "Better Sire" campaign. We usually sell 100 or more bulls each fall and spring in the North Missouri area. These bulls are all from the REGISTERED herds of the area and the sale is advertised to COMMERCIAL breeders only. Thus, we have "Sold" the commercial breeder that the use of better sires produces BETTER calves which in turn sell for MORE money. The process of improvement has been slow but it is quite definite.

Most all of the sales are sold by myself, C. C. McGinnis, Rich Hill, Mo.; Hugh Moorhead, Milan, Mo.; Willard Arnaman, Unionville, Mo.; Jim Merri- gan, Maryville, Mo.; and Howard John- son, Nevada, Mo. All are good men and I believe all are members of the NAA.

The Columbia was the first breed of sheep developed in the United States, being developed by the U. S. Depart- ment of Agriculture.

A Dope

When little Sammy was inducted into the army, he was advised by his friends to act tough. "That's the only way to command respect," he was informed. So Sammy did his best to carry out the advice. He swaggered all around camp, bragging, blustering, and talking out of the corner of his mouth, in spite of the frequent warnings of his fellow soldiers.

"Show me a sergeant and I'll show you a dope!" Sammy shouted bravely. No sooner had he spoken than a brawny, battle-hardened sergeant appeared. He looked down at Sammy with his hands on his hips.

"I'm a sergeant!" he bellowed.

"I'm a dope," whispered Sammy.

See where a teacher's college has come out with a report that today's children cry more and behave worse than those of a generation ago. No wonder—those others weren't children, they were us.

Holiday Greetings

Nowhere in the world do Auctioneers have the spiritual freedom and material blessings that we in the United States enjoy. We're grateful, too, for the many friendships that bring warmth and brightness to our busy lives, by our Association with each other through organization.

May this Christmas Season truly be one of great promise for you and yours and may the spirit of Christmas remain with you throughout every day of the year.

B. G. COATS

IN UNITY THERE IS STRENGTH

AN AUCTION OF BACHELORS

I dreamed a dream in the midst of
my slumbers,
And as fast as I dreamed it, it came
into numbers.

My thoughts ran along in such beautiful
meter
I am sure I never heard any poetry
sweeter.

It seemed that a law had been re-
cently made
That a tax on old bachelors' heads
should be laid.

And in order to make them all willing
to marry,
The tax was as large as a man could
well carry.

The bachelors grumbled and said 'twas
no use,
That 'twas horrid injustice and horrid
abuse.

And declared that to save their own
hearts' blood from spilling,
Of such a vile tax they would not pay
a shilling.

But the rulers determined them still
to pursue,
So they set all the old bachelors up
a vendue.

A crier was sent through the town to
and fro
To rattle his bells and his trumpet to
blow.

And to call out to all he might meet
on his way:
"Ho! Forty old bachelors sold here
today!"

And presently all the old maids in
town,
Each in her very best bonnet and
gown,

Age 30 to 60, some fair, plain and
pale,
Of every description, all flocked to the
sale.

The auctioneer then on his labors
began
And called out aloud as he held up
a man.

"How much for a bachelor? Who wants
to buy?"
In a twinkle every maiden responded
"I! I!"

In short at a highly extravagant
price,
The bachelors all were sold off in a
trice.

And forty old maidens, some younger,
some older,
Each lugged an old bachelor home on
her shoulder.

Automobiles Have Brought Progress

Thumbing through an old almanac we
discovered that just 51 years ago, the
first automobile completed a successful
trip across the United States under its
own power. It was a Packard, called
"Old Pacific" and the trip from the West
coast to the East took 52 days.

The automobile has come to be so
much a part of our life that we scarcely
remember that it was not so very many
years ago that a car steaming up the
road was regarded as a curiosity. There
were many who shook their heads sadly
at the folly of those brave souls who
bought automobiles and those even
braver souls who made them.

The automobile made all distances
shorter, brought every part of the coun-
try closer together. It helped promote
understanding among Americans who,
for the first time, could travel easily
from place to place without the confine-
ment imposed on their movements by
train schedules. There can be no doubt
of the importance of automobiles in our
progress.

If someone would discover a way to
meet the parking problem we would be
eager to sing the praises of the auto-
mobile pioneers.

Took It to the Druggist

A physician, who recently settled in the community, was invited to a dinner party. He sent a reply, but his writing was so bad that the hostess couldn't read it.

"If I were you," suggested her husband, "I would take it to the druggist, because druggists can always read doctors' writing."

She took his advice. The druggist looked at the doctor's note, went into his dispensary, returned in a few minutes and handed a bottle of medicine to her, saying:

"That will be two dollars."

Object to Girl Friend

The young man's parents were objecting to their son's choice of a girl friend.

"But gee, dad," said the boy, "she's the best girl I can get with the car we've got."

The Resourceful Clerk

Squire Tomkins is known as the sharpest bargainer and hardest shopper in town. The other day he tried his stuff on the clerk in the hardware store

"How long is this fire extinguisher guaranteed?" he asked.

"Fifty years," was the reply.

"Can't use it," said the old squire. "I'll not live that long."

"But you can take it with you when you go," replied the resourceful clerk.

Probably Would

The gown worn on the floor by the pretty young thing was of the revealing sort, and the manager of the ballroom approached her to remonstrate.

"What would your mother say," he asked, "if she saw you in that dress?"

"She'd tell me to go home," returned the girl, "and take it off. It's hers."

Miami: A land flowing with silk and money.

GENERAL ELECTRIC, WESTINGHOUSE, SUNBEAM, HOOVER, BENRUS, PROCTOR, EKCO, LIGHTERS, FANS, TOASTERS, MIXERS, DRILLS, HARDWARE, WATCHES, TELEVISION,

COMPARE PRICES!

"OUR PRICES CANNOT BE BEAT"

with "FISHER" as your source the profit is there,
buying right is half the battle

Standard National Brand Merchandise At Finger Tips

ONE STOP SERVICE — ALL PROFIT MERCHANDISE

Can Supply Entire 1 to 7-hour Sale at Cost from \$100 to \$1000

Suppliers to Auctioneers and Auction Houses

Also operate Auction Trucks—"Remington Sales Service"

Send For

1 9 5 4

Picture List

FISHER DISTRIBUTORS

3324 WEST ROOSEVELT ROAD, CHICAGO

Send For

1 9 5 4

Picture List

We Know Our Business and Can Teach You

See Col. "Mike" Gordon

TOWELS, RADIOS, RUGS, DINETTE SETS, VACUUM SWEEPERS, SILVERWARE, CLOCKS, REMINGTON, DOMINION, CONTINENTAL, TRAVELERS, DOUGLAS, MARCO, REGALWARE,

HOLLYWOOD, CASCA, WM. A. ROGERS, CORTINENTAL, OSTER, TOYS, BLANKETS, FURNITURE, PREMIUMS, LIGHTERS, PAINT.

JORMEYER, UNIVERSAL, CANNON, PEPPERELL, DOMINION, CLOCKS, ALUMINUM WARE, SOFT GOODS, VACUUM SWEEPERS,

Foland School Trains For Realty Auctions

Elsewhere in this issue, the attention of our readers is called to the notice of R. C. FO-LAND-SCHOOL of real estate auctioneering of Noblesville, Indiana. Col. Foland, who instituted this course, has had a very extensive experience in selling real estate by genuine auction. It is said that he has done more than any auctioneer, living or dead, in the way of advancing the cause of clean and legitimate auction sales without reservation. His method is the sure way of effecting a sale, at the time an owner wants to sell and at the highest value. Some of the graduates of the school are leaders in the art of selling real estate by auction. Those interested may address Col. Foland the real estate auctioneer, Noblesville, Indiana.

SHORT-LEGGED STORK

The doctor was on his way to visit Rastus' wife and deliver her twelfth child. Standing beside Rastus was a duck. "Whose duck is that, Rastus?" the doctor asked. "Ain't no duck, Doc-tuh," sighed Rastus. "At's a stork wif his laigs wore off."



Electrotypes of the National Auctioneers Association can only be obtained through the Association, and may be ordered by all members in good standing.

The emblem not only lets the public know that you are a member of the only all-National Auctioneers Association, but it also dresses up your advertising. It attracts attention. \$2.50 ea., postpaid.

LATE MODEL

A lady was walking down the street in a downpour of rain. She reached down and pulled her dress up over her head. The guy behind, being the gentleman that he was, said, "Pardon, lady, you're showing yourself."

She turned around and said, "Well, you smart thing, what you're looking at is 40 years old. This hat is brand new!."

BOOKS

Consider what you have in the smallest chosen library. A company of the wisest and wittiest men that could be picked out of all civil countries, in a thousand years, have set in best order the results of their learning and wisdom. —Ralph Waldo Emerson.

LIVESTOCK AUCTION SALES DIRECTORY

Listing 44 States

\$1.00 Per Copy, Postpaid

FT. SMITH AUCTION SCHOOL
Ft. Smith, Ark.

Auction Books For Sale

555 Auction Sayings \$ 2.00

Scientific Auctioneering . 10.00

Yankee Auctioneer 5.00

Home Study Beginners and Refresher Course in Auctioneering, with Phonograph Recordings
\$25.00

ASK FOR CLASS DATES

COL. E. T. NELSON, Pres.

NELSON AUCTION SCHOOL

Renville, Minnesota

OUR
PRODUCTS
MAKE BIG
PROFITS

BUY DIRECT
Save — SAVE — Save
SERVING THE PUBLIC
SINCE 1924

NO SALE
COMPLETE
Without Our
PRODUCTS

ONE OF AMERICA'S LARGEST AND OLDEST
VACUUM CLEANER—DIST. & REBUILDERS

10,000 TO CHOOSE FROM 10,000

TANKS *New - Used - Rebuilt* **UPRIGHTS**

AIRWAY — APEX — BEEVAC — CADILLAC
EUREKA — ELECTROLUX — G. E. — HOOVER
KENMORE — LEWYT — PREMIER — PACKARD
ROYAL — SINGER — UNIVERSAL — WESTINGHOUSE

CONSOLES
ALL SIZES

SEWING MACHINES
TROUBLE LIGHTS

PORTABLES
ALL SIZES

Tel. CY 9-5960

24 HOUR SERVICE

Tel. CY 9-5960

METROPOLITAN VACUUM CLEANER CO., INC.

1954 CATALOG
ON REQUEST

4143 — 3rd AVE.
BRONX 57, N. Y.

OUR GUARANTEE
IS IRON CLAD

TEN REASONS WHY EVERY MEMBER SHOULD GET NEW MEMBERS

1. Added Membership will make your Association a stronger influence in your community.
2. Added Membership will give your Association a greater opportunity to help and improve Auctioneers.
3. Added Membership in your Association will help convince members of your State Legislature, and those you send to Congress that they should vote right on issues that effect you personally — Example, licensing.
4. Added Membership will enable your Association to expand its activities, with greater opportunity for all.
5. Added Membership will help your Association obtain the cooperation of leaders in legislation for the protection of the Auctioneer Profession.
6. Added Membership in your Association will enlarge your circle of friends and business contacts.
7. Added Membership in your Association will give you greater personal security in the protective support of the Association.
8. Added Membership in your Association will enable you to enjoy the storage of information and benefit thereby.
9. Added Membership in your Association will assist you in any part of the country that your profession may take you.
10. Added Membership in your Association will give you the prestige and influence that makes for success, elevating the Auctioneer profession, dispel unwarranted jealousy and selfishness.