

THE AUCTIONEER



Happy Thanksgiving

NOVEMBER
VOL. IV

1953
No. 10



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Managing Editor

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National Auctioneers Association

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COL. B. F. HAYES POLICE AUCTIONEER

NEW YORK CITY:—At the New York City police department auction sales the bidders might be buying brassieres, window panes, shoulder pads, fish tanks, lighting fluid, crutches, a wooden leg, bows and arrows, a bag of soiled laundry, part of a saxophone, or a cuckoo clock that doesn't cuckoo. That was just part of the stock sold at previous police sales.

"Of course there will be autos, bicycles, motorcycles, radios, jewels, furs, and the rest," says Benjamin Franklin Hayes, the veteran auctioneer who presided at the 1947 sale, and will preside at this one. "It's everything stolen, confiscated, and lost which the police have collected since last April."

The proceedings will be held today and tomorrow at the Police Department garage, Meeker and Morgan Avenues, Brooklyn. The jewelry sale will take place Thursday at the line-up room at Police Headquarters. This is the 308th police auction of its kind, and the proceeds go to the Police Pension Fund.

As usual there will be hundreds of suitcases which the bidders buy without knowing their contents, blind buying that still puzzles Hayes, though he's been auctioneering for over ten years.

"There's always a large following for the suitcases," he says, "and when I ask them why, they say, it's like betting on a horse; sometimes we lose, sometimes we win. Mostly they find nothing. But they have found jewelry and money. One bought a valise for \$10 and it had \$525 worth of silverware in it."

At the last police auction Hayes faced as motley a collection of human beings as his stock: There were the jobbers, merchants, used-car dealers, camera fiends, and curiosity seekers. There was a reporter who buys broken clocks; one man had the strange hobby of collecting lorgnettes, a second saves up his vacation money and spends it only at police sales. And there are always children with their parents who come to buy the bikes. At the 1947 sale Hayes stopped all adults from bidding on 20 bikes, and accepted only children's bids.

"And around every sale," he says, "I always see this 82-year-old peddler who

carries a pocketful of rings which he sells to the bidders."

Hayes, Brooklyn born, bald, burly, and glib, has three daughters. Iris, his youngest, wants to be an auctioneer. Hayes was once a chiropractor. He then turned to handling general merchandise, but found he could sell it quicker and wiser than buy it, so he switched to auctioneering. He's banged the gavel at over 1,000 auctions. Between police jobs, he's busy selling estates, and serving as auctioneer for the Board of Estimate, and the Department of Welfare. Sometimes when a person on relief dies, Welfare finds they leave property and houses full of furnishings. It's auctioned off; Welfare takes what it spent, and the rest goes to heirs.

Hayes knows a good auctioneer requires experience, a pretty thorough knowledge of everything man makes, from a ring to a skyscraper. He also has to have the oral agility to keep an audience in a state of controlled tension, and an eagle eye.

"Many competitors don't like each other to know they're bidding," he explains, "so one man rubs his eye, another tugs at his ear, and third may touch the side of his head. You spot those gestures right away and up the price because that's the way they bid."

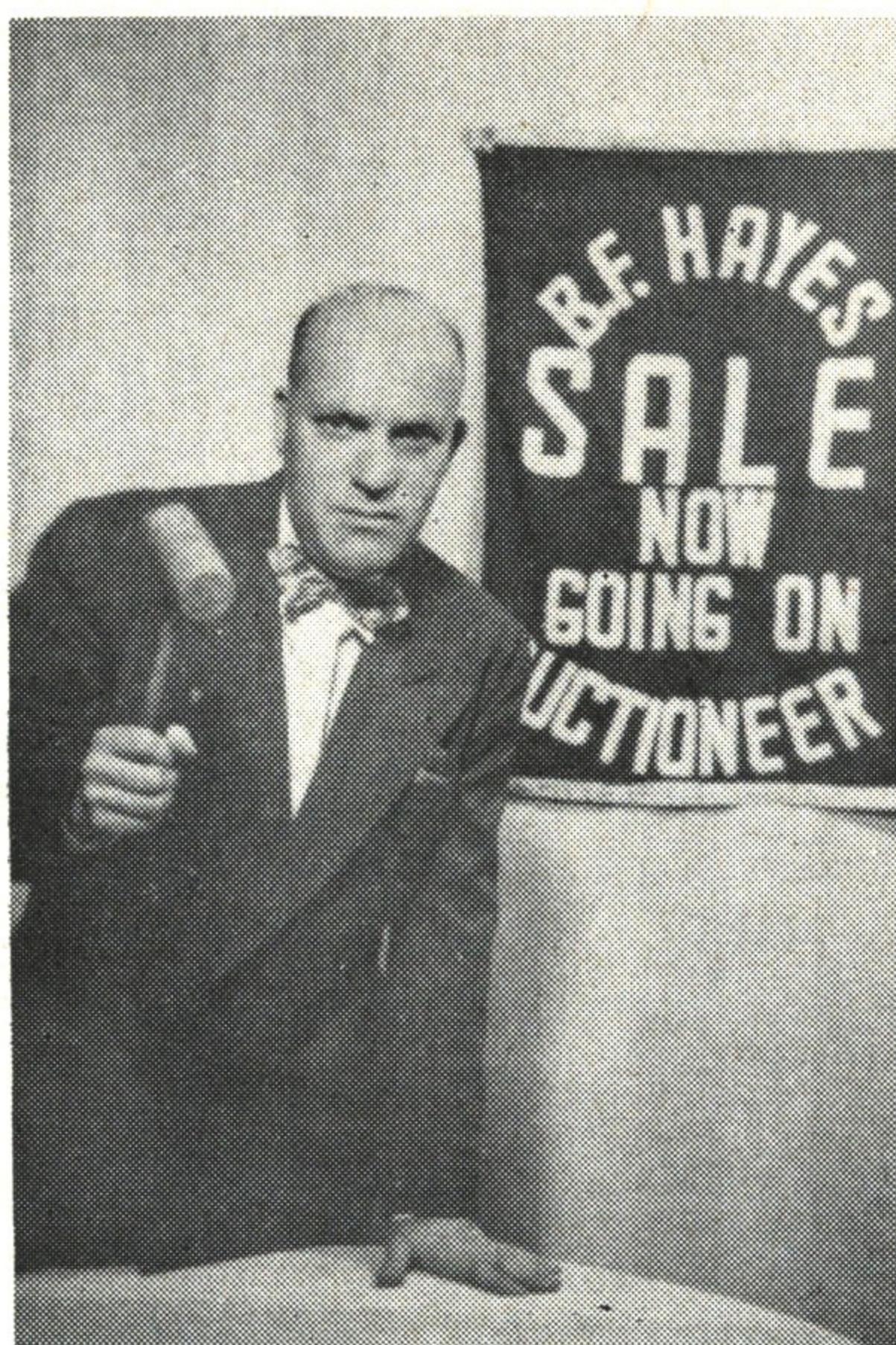
Hotels frequently summon Hayes to auction off lost and abandoned baggage, silent stories of haste, fear, laughter, and tragedy. A few years back he sold 45 bags and trunks for a big New York hotel. One trunk was sold to pay a whopping big bill of a woman who died in the hotel. After the sale a charwoman asked the man who bought it to sell it back to her because she was the mother of the dead woman. Said the man:

"Some people like stamps, or racing, or women, or wine. Me, I collect trunks. But I respect sentiment. You take the trunk. I'll take the valuables—if any."

He paid \$75 for the trunk, and in it found a cameo pin, a gold bracelet, a diamond ring, and \$600 in cash.

"But if I were buying a trunk," Hayes insists, "I'd pay for the trunk, not for what I think is in it. People at auctions are the gamblers who want something for nothing. But I'm a real gambler. I never gamble."

Often Hayes volunteers his talents for



Col. B. F. Hayes

charity drives. At one Damon Runyon Cancer Fund drive in a Queens theatre he put a cocker-spaniel up for sale, whipped the price up to \$35, and asked the ushers to bring the buyer up to the platform.

"That sale cost me \$35," he says, "because the buyer was my daughter Iris."

X A Sunday School Teacher finished a talk on behavior and what people must do to go to heaven.

"Now, Tommy," she asked, "tell me what we must do before we can expect forgiveness for sin?"

Tommy thought a bit, then replied, "We gotta' sin."

X A stalwart Dixiecrat during a hotel room discussion opined that the North just didn't understand the fundamental problem.

"They can't understand the difference between segregation and discrimination," he drawled with a grin, "They keep getting the two mixed up."

He continued, "Every hotel, filling station, public place everywhere has two door. Over one door it says MEN and over the other door it says WOMEN. Now that's segregation all right but by no means is it discrimination."

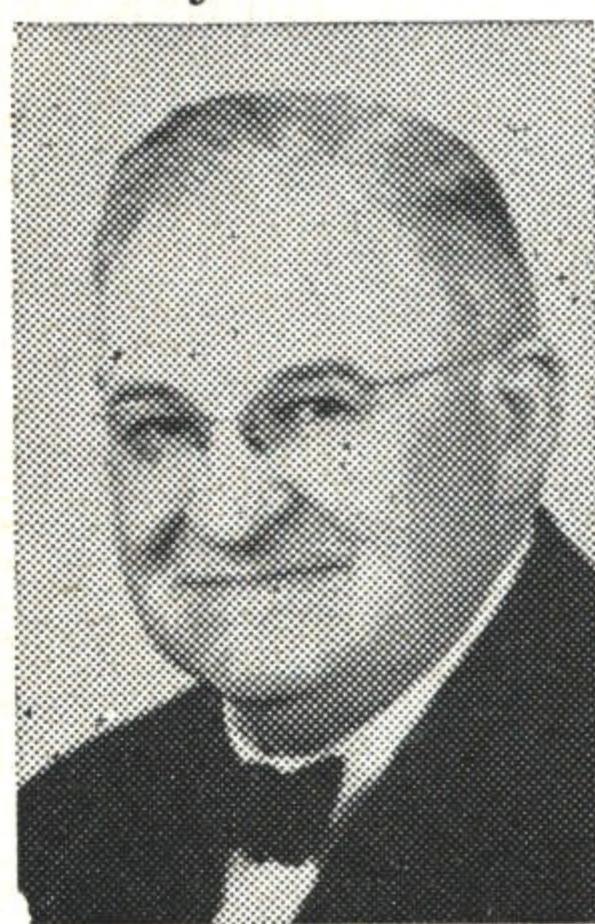
This group of men have just completed their training at one of the auction schools and are now venturing into their chosen profession of Auctioneering. Auction schools have advanced so far in the past few years that today they are recognized as a must for anyone entering the profession. Such training makes for specialization and success in every phase of the auction business.



BE ON YOUR GUARD

By Col. Pop Hess

The Auctioneer who thinks himself and his business of conducting auction sales are in clover and riding on the high winds, will through this winter experience other conditions than that of the bidders falling over each other to bid and your bob will be only to count the money.



The writer has been in close contact daily with livestock and general farm sales. Sales have slowed down. The bidders are counting their pennies, but are ready to buy and will buy, but they show all signs of watching their step.

This condition is nothing to get alarmed about, it is a healthy condition. The Auctioneers have come up through the past few years conducting auction sales where the bulk of them would round out a good total regardless of the ability of the Auctioneer in charge. Now the moon has gone under a cloud. The Auctioneer will be more in the dark and it is such times as these that test the ability of all Auctioneers, to make your sales hold water and keep you in demand as an Auctioneer.

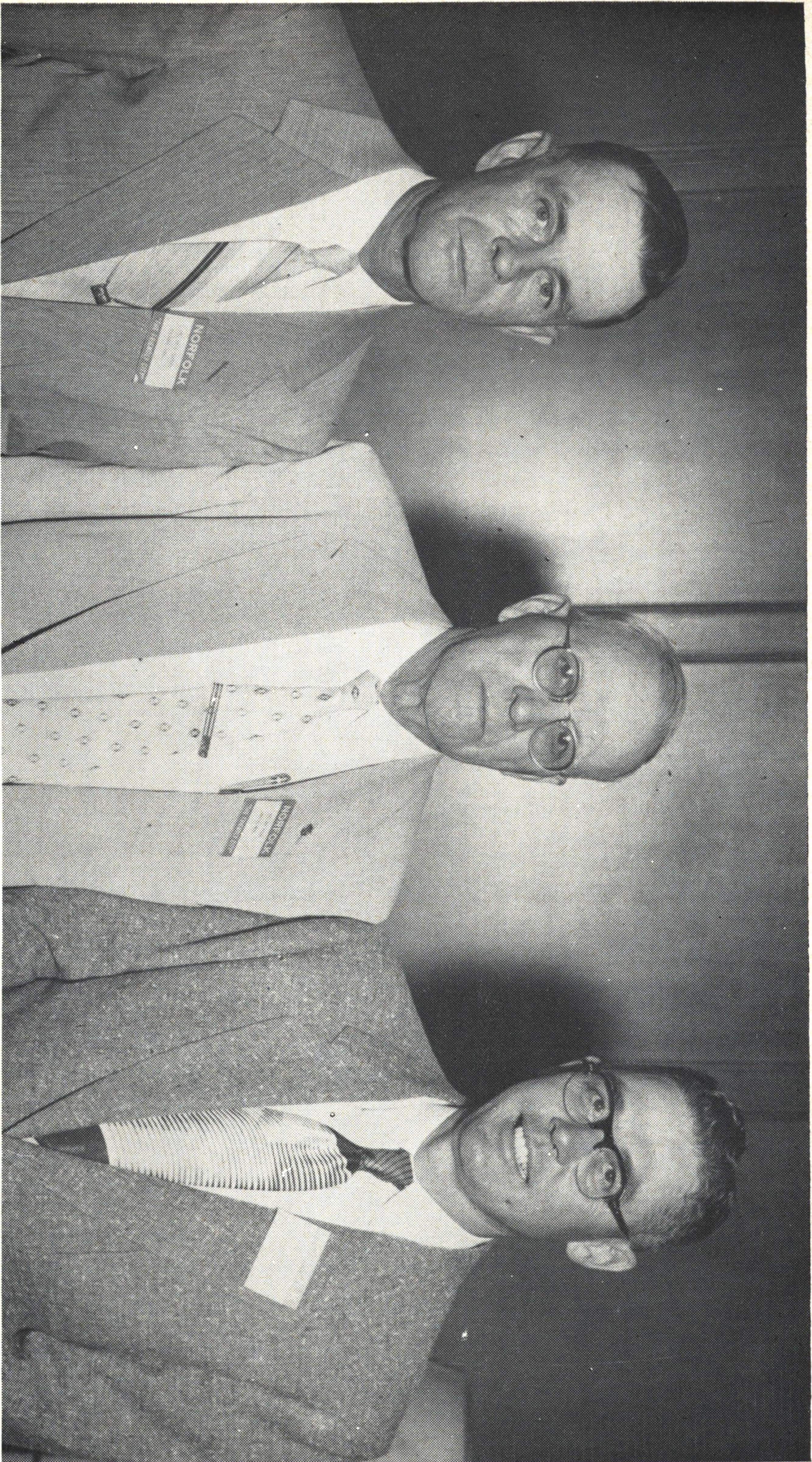
We who have rode the waves on both high and low tides through the years, know what it really takes. These slowing times always act as a screening process which weeds out the incompetent, but the Auctioneer possessed with stamina, tenacity and ability who works in the interest of his state and national Associations will forge to the front. My reference on this matter are what records tell in my fifty years of auctioneering during which time the high bumps and the low bumps along with the average bumps brought to me wisdom and experience that I trust will be of help to you.

Many years ago I often would visit a

man who lived much ahead of his time. He had an understanding of the past and made one simple remark to me which had a lot of common sense and which I always found much satisfaction in reflecting upon. He said the answer to slowing conditions was simple. "Line up ten strong men and give each one a ball. Let each one throw the ball straight up and there will be one man that will throw the ball higher than the others but all the balls will come back down to land level." So it is with Auctioneers during this period of adjustment, some will sell higher than others, but the public will observe the way he throws the ball (or bull). With good clean straight throwing and common sense the Auctioneer will not suffer. He will cultivate his ability and keep a clear head. Prices will reach a level, we will have good times and all will be happy. The Auctioneer who rode out the high and rough waves and held the confidence of the public will still be in demand. When you are up a tree keep close to the main tree body, the limbs are brittle and break easily should you and the limb tumble downward, the ground will be hard and the fall could leave some black and blue spots. It will be better to come home with a few less dollars than black and blue spots.

Sitting on the side lines in actual eye sight of sales being held and with so much interest in the young auctioneers, who face the bumps for their first time, never give up the ship, steer your course in the right direction and never allow yourself to become discouraged. Become a member of your state and national Associations. Be active in them. The need for organization during these periods of adjustment are of great importance to every Auctioneer. The National Auctioneers Association is becoming great in scope and prestige. You owe it to yourself to recruit every Auctioneer known to you to join with you in the interest of your profession. Together there is nothing but what the Auctioneers of America can accomplish, but drifting alone you are not helping yourself or your profession. Through organization far greater results can be obtained and you will find that during the high and low tides you will be better able to adapt yourself.

These three men are not waiting but are on the job now planning and arranging for the 1954 national convention in Omaha, Nebraska, July 15-16-17 at the Fontenelle Hotel. They are left to right Col. E. T. Sherlock, President. Col. Dan J. Fuller, Vice President. Col. James W. Martin, Secretary-Treasurer. Yes, the Nebraska Auctioneers Association have their committees working and are determined to have the greatest convention of Auctioneers ever assembled. We can all help by getting new members so that we can go to Nebraska with a membership of 2,500.



SANTA CLAUS IS COMING

by Col. Art Thompson

I feel somewhat guilty for having failed to contribute to the last issue of "The Auctioneer" and in support of the great job that is being done on this publication, plus the great work the many members are doing in procuring new memberships. All are to be congratulated.

By the time the next issue of "The Auctioneer" reaches us we will be nearing Christmas time. Why not all of us encourage the Auctioneers to make it a Merry, Happy and Prosperous holiday season, by joining the National Auctioneers Association. It will prove to be the best ten dollars in the way of a gift that they ever bought for themselves. Better still ask your wife to buy it for you for a Christmas present. She must think enough of you to want you to be a part of a growing and successful organization.

Now if you Auctioneers have an obstinate and contrary Auctioneer friend who refuses to join why not invest ten dollars in him as a Christmas present. Meby he will appreciate your gift enough to do the same thing for another Auctioneer. By so doing the snow ball will become larger and larger as the years roll by.

Any Auctioneer who reads "The Auctioneer" must have a turtle shell around him if he doesn't absorb ten dollars worth in just one issue.

The fellows out here in Nebraska are already working and planning for a great convention in Omaha, come July 1954. They are going to have the most worthwhile entertainment and constructive convention for the Colonels and the Colonelettes. Omaha is a wonderful convention city. Word reached me that several of the state Associations are determined to have the largest delegation. That is the spirit that should prevail at all times and from what I know of the boys in Nebraska, they are going to see to it that everyone attending the convention will never regret it. I hope to be there and I am planning on being there. The dates July 15-16-17 are in my date book now. Since we all know the date so far in advance there is no

reason for any Auctioneer booking a sale for those dates. Some one has said, "When you are past sixty-five years of age and when you want to get up and go, you find your get up and go has gone and went." But I am hoping that my get up and go will not fail me.

With the very best wishes to all of you for Xmas and the New Year and latch on to our slogan "Get More in 54."

 "The human brain," says a college student, "is the most wonderful thing on earth. It starts working the moment we waken in the morning, and doesn't stop until one is asked to recite in class."

The Trend of Prices

(All prices, some of which are nominal, are at Chicago except wool at Boston, hay at Kansas City and milk cows which are U.S. farm average.)

	Sept. 8, 1953	Month Ago	Year Ago
Beef steers, top	\$ 29.00	\$ 27.75	\$ 35.60
choice & prime	25.15	25.15	33.15
utility & good	17.00	17.75	24.75
Heifers, ch. & pr.	23.25	23.90	31.90
utility & good	15.00	16.40	23.40
Cows, util. & com'l.	11.00	11.75	18.50
canner & cutter	9.00	9.25	14.90
Bulls	11.00	12.50	20.25
Calves, veal	17.50	20.00	29.50
Stocker & fdr. steers ..	15.50	16.50	26.25
Milk cows, average	163.00	169.00	242.00
Hogs, bar & gilt top ..	25.00	23.50	20.50
average	24.40	22.75	20.12
Lambs, top	19.00	25.50	29.00
average	17.75	22.75	26.90
Wool, 1/2-bl comb fl2 ..	.651/2	.66	.641/2
Butter, A (92 score)2 ..	.651/2	.643/4	.721/2
Cheese, single daisies2 ..	.401/2	.401/2	.463/4
Eggs, mix lge ext561/2	.55	.50
Hens, live253/4	.261/4	.25
Wheat, No. 2 hard wtr2	1.991/2	1.94	2.343/4
Corn, No. 2 yellow2 ..	1.693/4	1.59	1.82
Oats, No. 1 hvy white2 ..	.793/4	.84	.941/4
Soybeans, No. 2 yellow2 ..	2.621/4	2.671/2	3.111/2
Hay, alfalfa, US 1	32.00	32.00	38.00
Soybean meal, 41% ..	64.00	67.25	81.00
Tankage, 60%	89.00	87.00	122.50
Hog-corn ratio3	14.4	14.3	11.1

¹Prices for Aug. 15, 1953, July 15, 1953, and Aug. 15, 1952, respectively.

²Support levels or approximate equivalents for 1953 production:

Wool, 1/2-bl comb, 55% shrink, Boston, ib.. \$0.641

Butter, Grade A, Chicago, lb.6575

Cheese, A, all markets, lb.37

Milk, mfg., 3.95% fat, US ave., cwt. 3.74

Wheat, No. 2 hard, Chicago, bu. 2.54

Corn, No. 2 yellow, Chicago, bu. 1.76

Oats, No. 1 heavy white, Chicago, bu.90

Soybeans, No. 2 yellow, Chicago, bu.81

³Bushels of corn equal in value to 100 lbs. of hogs, Chicago basis.

Watch For The Big December (Xmas) Issue Of

THE AUCTIONEER

YOU will want to read the many articles by:

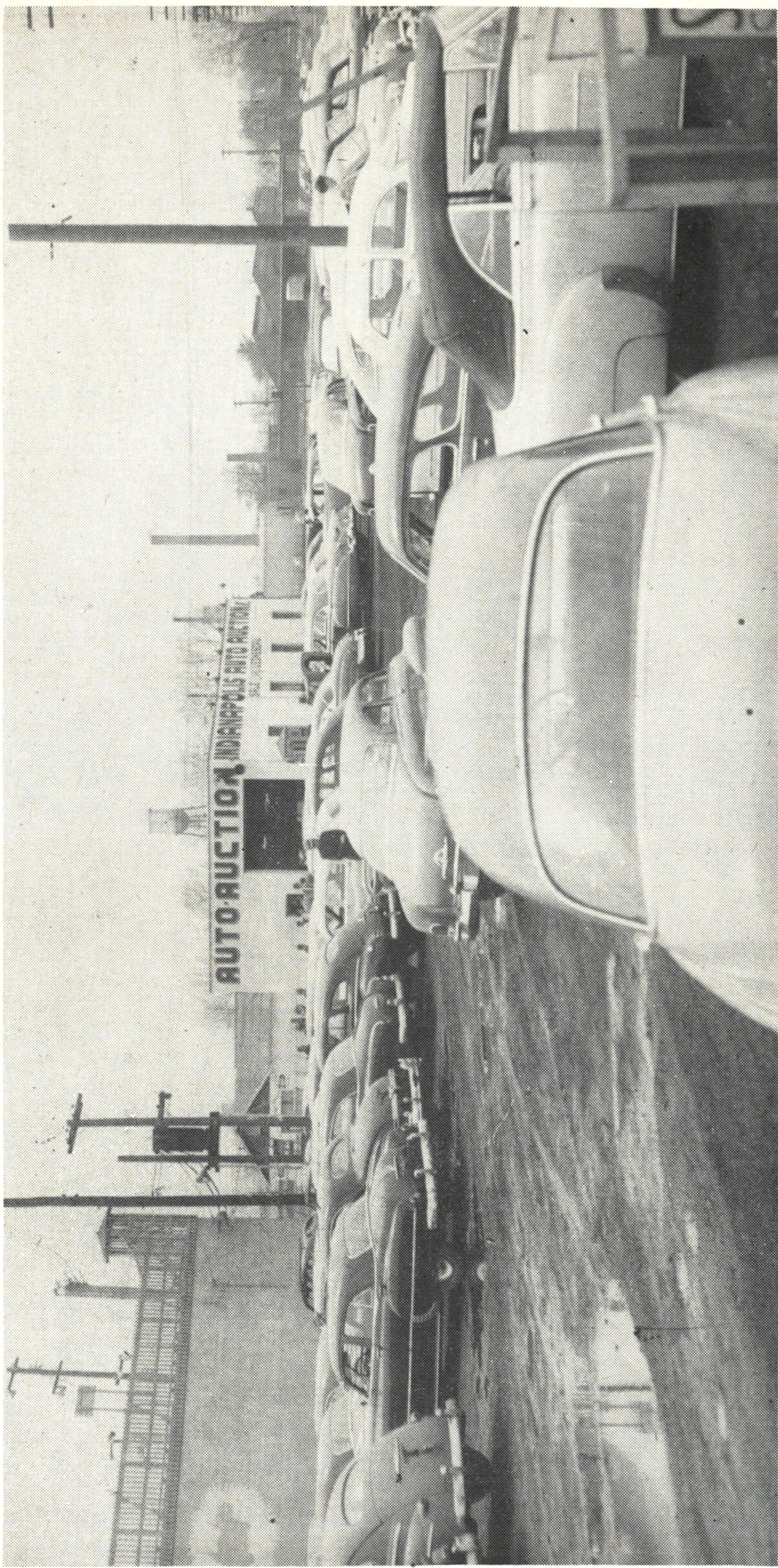
1. Col. ART THOMPSON, Nebraska
2. Col. JOHN W. RHODES, Iowa
3. Col. C. G. WILLIAMS, Wyoming
4. Col. BERNARD HART, Indiana
5. Col. JACK GORDON, Chicago
6. Col. C. B. SMITH, Michigan
7. Col. J. M. DARBYSHIRE, Ohio
8. Col. TOM BERRY, Pennsylvania
9. Col. FOSTER SHEETS, Virginia
10. Col. CLYDE WILSON, Ohio
11. Col. WALTER HOLFORD, Illinois
12. Col. H. W. SIGRIST, Indiana
13. Col. HENRY RASMUSSEN, Nebraska
14. Col. FRANK HAYLOR, New York
15. Col. PAUL BOCKELMAN, Iowa
16. Col. WM. J. FELTON, Minnesota
17. Col. C. B. DRAKE, Illinois
18. Col. GUY L. PETTIT, Iowa
19. Col. WALTER CARLSON, Minnesota
20. Col. POP HESS, Ohio
21. Col. WALTER E. PALMER, California
22. Col. TOM McCORD, Alabama
23. Col. E. T. NELSON, Minnesota
24. Col. R. C. FOLAND, Indiana
25. Col. B. G. COATS, New Jersey

AND OTHERS

The December (Xmas) issue will be that of the Officers, Directors and Associate Editors — twenty-five articles by the leaders whom you have chosen to lead your Association. They are doing a grand job and now you will have the pleasure of hearing from them. They each have a message for you.

Requests for Additional Copies of the Issue Must Reach Us

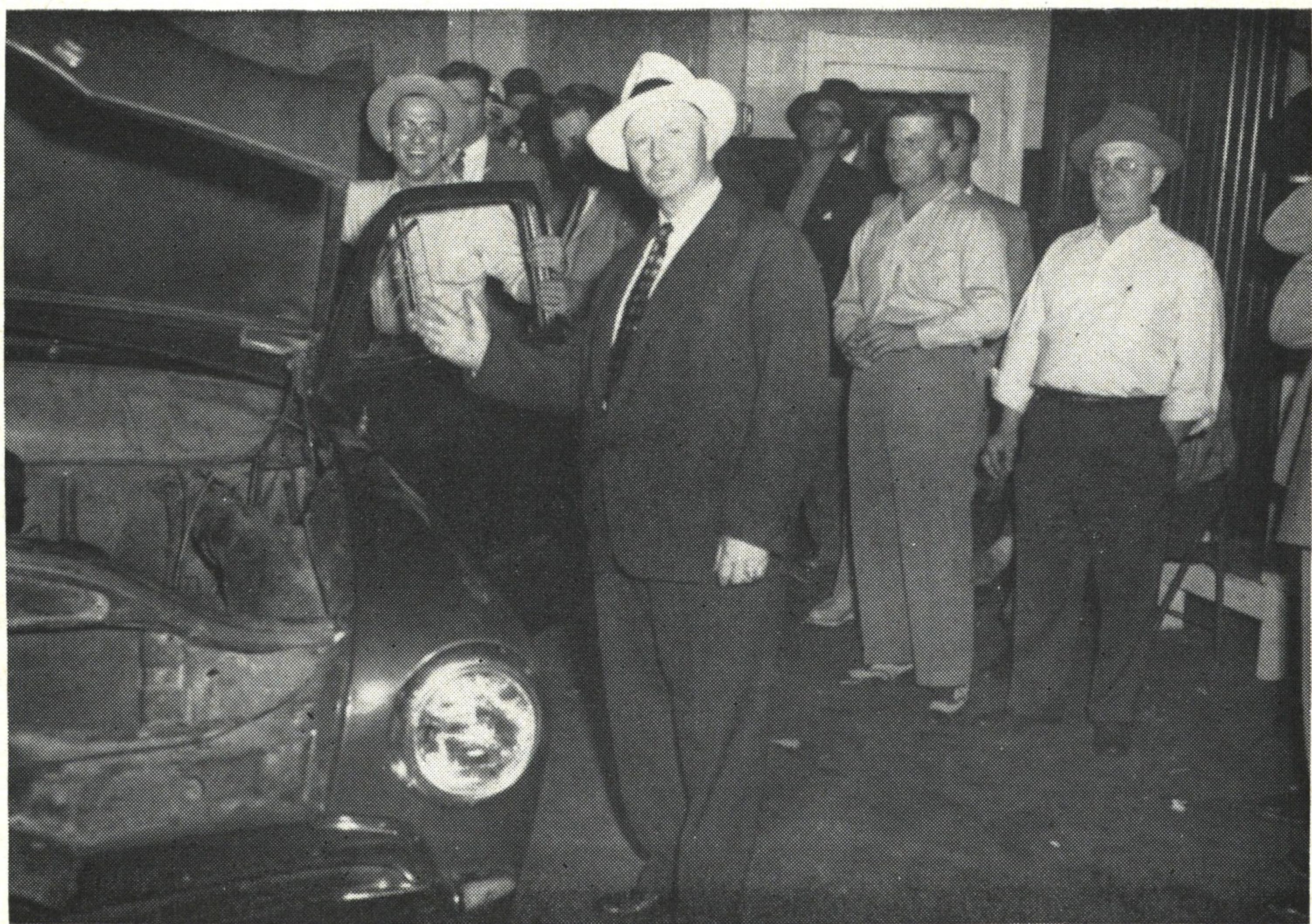
Not Later Than November 10th.



Scene of the yard at the Indianapolis Auto auction just before the big sale gets under way.



Expressions on the face of Col. Melvin Leichty and Jim Liechty, ring men at the Indianapolis Auto Auction would indicate that this car is bringing a mighty good price. Even the Auctioneer Col. Bud Drake, seems to be pondering the question, "Will he come again?"



Colonel Dutch Stuart, of Danville, Indiana, veteran Auctioneer, Studebaker Dealer and Champion Berkshire Breeder gives a hand which usually brings forth other bids.

SAMUEL L. WINTERNITZ & COMPANY

Established 1894

FIRST NATIONAL BANK BUILDING
38 SOUTH DEARBORN STREET
CHICAGO 3

October 16, 1953

Col. B. . Coats
490 Bath Avenue
Long Branch, N. J.

Dear B. G.:

We thought that we should write you at this time to give you a report on the inquiries we have received from our full page ads that have been appearing in *The Auctioneer*, for not only has it been gratifying to us to know that it is money well spent, but we feel that you, too, would be happy to know that the advertisers in your magazine are getting results.

The purpose of our advertising, of course, is to cooperate with the auctioneers who are located in such areas where they seldom come in contact with industrial and commercial liquidations.

We have met many of these auctioneers by attending the annual conventions of the National Auctioneers Association and it was by virtue of these meetings that we learned that these fellows are specialists in their own field, such as farms, weekly furniture sales or real estate, and that they heretofore paid no attention to an industrial or commercial liquidation, for it was out of their line and their facilities do not permit them to handle such matters correctly or economically.

Through our advertising, we have received many inquiries from auctioneers who are advising us of matters in their areas and by doing so are participating with us in the profits from these auctions.

We are very happy that our advertising in the magazine is bringing us these results and also that we put ourselves in a position to assist other auctioneers in gaining more income.

It is, of course, needless for us to compliment you on the magazine for you know it has developed into being the heart of the National Auctioneers Association.

With best wishes for continued success, we are

Very truly yours,

SAMUEL L. WINTERNITZ & COMPANY
Lester R. Winternitz

L R W

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F. H. Retmier, of Indianapolis, Indiana, known as the "Red Book Man" by thousands of dealers through the middle west, his territory—attending automobile auctions every day in the week.



Pictured here is Col. Jim Liechty, President of the Indianapolis Auto Auction Company, in action, giving relief to the Auctioneer.

“GET MORE IN 54”

THE WAY TO HAVE A FRIEND IS TO BE A FRIEND

What could be friendlier than sending a one year subscription to "The Auctioneer."

What a pleasant surprise for a good neighbor or friend or for that Auctioneer in the next village. Every single issue will be a reminder of your thoughtfulness and good influence.

It costs only \$6. And we'd be glad to send a card saying that "The Auctioneer" is coming with your compliments.

Just fill in this coupon and mail

Friend's Name

R. F. D. Box..... Street.....

Post Office State.....

Your Name

R. F. D. Box Street.....

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THE AUCTIONEER, 490 Bath Avenue, Long Branch, New Jersey

Surplus and Close-Out Merchandise

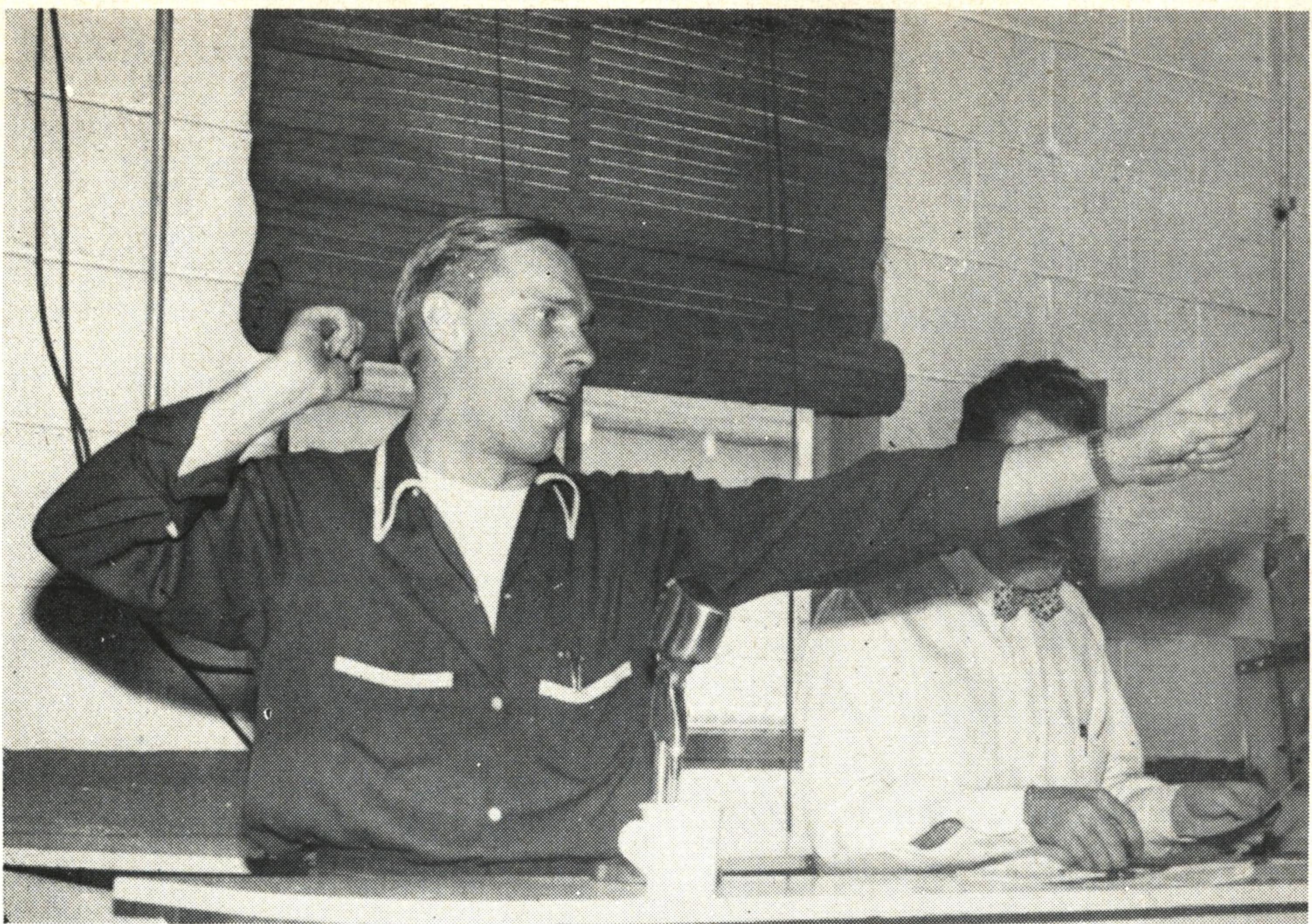
Recent Good Buys of Large Inventories
Enable us to Supply Additional Auctioneers
With Factory and Government Surplus in any
Quantity at Unbelievably Low Prices.

**WRITE FOR OUR LISTINGS OF HARDWARE
TOOLS, HOUSEWARES, ETC.**

MERCANTILE SALES COMPANY

644 S. Clark Street

Chicago, Illinois



Here we have Col. Bud Drake, again in action but this time he is working for that high dollar. Bud is the son of Col. C. B. Drake, pioneer of the automobile auction and known as America's foremost automobile auctioneer.



The sale over the purchasers go to the office for their bill of sales which are expeditiously dispatched under the supervision of Mrs. Leona Drake, Manager of the Indianapolis Auto Auction, assisted by Mildred Humphries, Title expert.

Hereford Registrations Set New High

Previous Marks Surpassed as 560,794 Head Recorded — 12,376 Over Last Year

A new world's record for purebred registrations has been set by more than 72,000 Hereford breeders who record their output with the American Hereford Association.

The impressive new record of 560,794 registrations issued during the fiscal year which ended Aug. 31 represents an increase of 12,376 over the previous year, according to Association Secretary Jack Turner.

Applications for registrations were received by Association headquarters in Kansas City, Mo., at an average rate of approximately 2,226 for each working day. Emphasizing the year's volume, the Hereford total was more than 2½ times the total registrations for other major beef breeds the last year reported.

Coupled with the unprecedented string of grand championship victories in the showring at major livestock shows of the U. S., the new registration record tightens even further the Hereford hold on top position in the beef-cattle industry.

If calves recorded last year were loaded in groups of 40 into 36-foot cattle cars, they would fill 14,000 cars which would make up 311 trains of 45 cars each. The trains would extend over 95 miles of track. If the calves were unloaded and placed head to tail they would stretch over a distance of 230 miles, equivalent to the distance between Kansas City and St. Louis.

"In times such as we experienced over the last year," said Association President Herbert Chandler, Baker, Ore., "the registration record is the most reassuring evidence that purebred and commercial breeders enjoy a firm demand and have great confidence in the ability of their Herefords to lead the way in America's beef-cattle industry."

Underlying the steady progress made by the Hereford breed, the new registration figure is more than five times the

total registered in 1934, more than four times the total registered in 1939, and about twice the number recorded during the fiscal period 10 years ago.

"As long as Herefords remain the most profitable animals to produce and as long as breeders continue to place more emphasis each year on quality, the breed's future appears to be even brighter than its past achievements," said Secretary Turner.

The new registration record speeds the day—possibly next month—when the Association will issue No. 8,000,000.

OCTOBER ISSUE NOT RECEIVED

Your Managing Editor received a few letters all of which called to our attention that they did not receive the October issue of "The Auctioneer."

Effective with the October issue all delinquent members were taken off of our mailing list (and they are only a few) and in checking the records every letter received was from a delinquent member. We dislike the idea of you not getting the magazine, but it is most unfair on your part to expect the active members of the Association to support the publication for the benefit of delinquent members. If you wish to receive the publication send in your dues now and we will immediately put your name on the mailing list.

I am sure you will concur in the opinion of the Officers and Directors and the Committee on publication that it is not conducive to good business practice for the Association to continue sending "The Auctioneer" to those who have neglected to pay their dues.

 The shy young man had the not-so-shy young miss out for a drive, when suddenly the motor began pounding.

"I wonder," he said, stopping the car, "what that knock could be?"

"Maybe," sighed the girl, "it's opportunity."

THERE IS NO PROFIT IN NEGLIGENCE

Col. Dave Gree, Iowa.
Col. Benjamin F. Hayes, New York.
Col. John M. Miller, Maryland.
Col. Ben Nowakowski, New York.
Col. John M. Timmerman, Iowa.
Col. Ben Mouw, Iowa.
Col. Elmer M. Severson, North Dakota.
Col. Leonard F. Willinger, New Jersey.
Col. David H. Gladstone, Virginia.
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Col. Marvin S. Grubaugh, Nebraska.
Col. Dick Grubaugh, Nebraska.
Col. Dwain Williams, Nebraska.
Col. E. L. Dean, Iowa.
Col. Albert L. Rankin, Ohio.
Col. Jewett M. Fulkerson, Missouri.
Col. Robert F. Losey, Sr.,
Washington.
Col. Robert Mendenhall, North
Carolina.
Col. Lillian Oral Keay Bruce,
Michigan.

Eastern N. Y. Livestock

Auctions

Prices for week ending September 18, 1953, as reported to N. Y. Department of Agriculture and Market.

The cattle market remained steady. Demand was moderate and supplies increased. Prices per cwt.: Dairy type heifers for slaughter—Medium grade \$12.50-14; Common \$10-12.40. Slaughter cows—good grade \$12.50-14; Medium \$11.50-12.30; Cutters \$10-25-11:50; Heavy Canners \$9.00-10; Light Canners \$7.50-8.70; Shelly Canners \$7.50 and down. Slaughter bulls—Good grade \$15-16.50; Medium \$13.50-14.50; Common \$10-13.10.

The calf market was steady with a slightly weaker undertone. Demand was moderate and supplies increased. Prices per head: Extra large choice vealers \$76; Choice vealers \$60-73; Good \$55-65; Medium \$40-55; Common and Culls \$30-40.

YIELDS TO CALL OF AUCTION AFTER

After 15 years of staying away from auctions, Bryan Fredrickson, 3621 Winnebago street fell prey to auction fever again today and went home laden with a five-foot-long Borneo blow-gun.

"I hope my wife lets me in the house," said Fredrickson, hefting his brand new blow-gun, a fine bargain at \$5. Fredrickson was one of the bidders at an auction today in the dead parcel post branch of the post office.

Hundreds of items, from Halloween pumpkin lanterns to a wooden leg, sold today. Everything always sells, said Wil-

liam L. McMaster, head of the claims department. Fredrickson gave considerable thought to why he had purchased a blow-gun, plus darts.

At first, he said, he has some rather vague ideas of hunting with it. In the final analysis, he concluded, he had just always wanted a Borneo blow-gun. Auctioneer Gene Bertel, hard-pressed for a sales talk, said: "At least it would come in handy if you caught somebody in a transom."

The personnel man was checking over the new applicant's questionnaire. Then looking up he said, "you state that you left your last job on account of illness. Now I must know just what is the nature of your illness."

"It wasn't my illness, sir," replied the job seeker. "My boss just got sick of me."

X She: "How did you get such a lovely expensive fur coat on your salary?"

Her: "Oh, I got it for a song."

She: "Looks more like an overture to me."

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Cattle, Calf Prices

Remain Strong Here

Hogs Take Drop of Dollar On Local Livestock Market.

BATTLE CREEK, Mich.—Cattle and calf prices, were strong at yesterday's Michigan Live Stock Exchange auction on Emmett street, but the bid on hogs was down as much as a dollar a hundred.

Consignors, 361 in all, grossed \$86,444.12 on 299 head of cattle, 147 calves, 740 hogs and 189 sheep and lambs. No established price resulted from sale of widely varying consignments of sheep.

Vern Longman of Climax took the day's top on cattle, receiving \$27.80 for one steer weighing 1,200 pounds. He averaged \$27.50 to the top on four head consigned.

Pat Casey of Ceresco sold a 4-H club steer that weighed 910 pounds at \$27, and C. L. Bennett & Son of Leonidas sold one steer at \$26.50 a hundred. It weighed 820.

On the calf market, Gaylord Holmes, Route 3, Bellevue, received the top of \$31 for a calf weighing 215 pounds, while Carl Schaefer, Route 2, Marshall, was paid \$30.50 for a 180-pound calf. R. Lautenslager, Route 1, Marshall, received the same price for a calf weighing 195 pounds, and Glen Shreves, Route 2, Marshall, was paid \$30.25 for one that weighed 185.

A thousand pardons for letting this Harold Geisen, Route 4, Albion, with three butchers weighing 640 in all, bringing the top of \$25.90. Farmers receiving \$25.65 a hundred were Edwin Keisling, Route 2, Marshall, with 18 head weighing a total of 3,565 pounds, Howard Coy, Route 2, Mason, 10 head of butchers that weighed 2,130 in all, and Francis Fox, Route 2, Marshall, with 11 head weighing 2,175 pounds.

A FRIEND

Let me live in a house away from the road where the cars and the trucks go by; where the noise and the din and the rattle of tin, ring loud through the midnight sky. Where the siren shrieks like a fire alarm and backfires like a cannon roar. I've sold that shack and I'm not going back to live there any more.

The maple that stood where it looked so good, with seats beneath its shade, was hit by a truck—it was my hard luck—when the brakes failed down the grade.

The sparkling spring with its babbling brook that flowed through the meadow green, along its brink looks a bit like ink, and it smells like gasoline.

I'd like to live by the side of the road and be a friend to man; and freely give of the life I live, but I don't believe I can.

I've lost my nerve watching "Dead Man's Curve," where the maimed and dying call, where through the night from a glaring light strange ghosts dance on my wall.

I'm moving back from that old race track, from the din and the traffic's roar, to a little home where the roses bloom and the birds sing 'round my door; where the trees in bloom give a sweet perfume—a part of an infinite plan; where the sun shines bright and I sleep all night and feel like a friend to man.

ARE YOU BASHFUL?

You need not hesitate to approach that Auctioneer. When you do you are doing him a favor by giving him the chance to receive the benefits which the National Auctioners Association can bring to him. Furthermore you owe it your Association to seek out Auctioneers that are interested in their profession and their future. **YOU KNOW SUCH AUCTIONERS. WHY HESITATE TO ASK THEM TO BECOME A PART OF THE ASSOCIATION? DO IT NOW.**

She has a speech impediment; she has to stop to breathe once in a while.

THERE IS NO PROFIT IN NEGLIGENCE

FROM ALL THE STATES

By The Secretary

The National Auctioneers Association extends to each and every new member herein listed a most hearty welcome into the Association, that you will find much pleasure and benefit by your Association with your fellow Auctioneers, and that you will free at all times to express yourselves and contribute to "The Auctioneer" of which you are now a part of.

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After reading this list of new members, won't you pause for just a moment and reflect upon what you are doing for your Association. If you were the sponsor of one or more of these new members, you have a feeling of satisfaction that you are doing something. But if you do not happen to be one of the sponsors, doesn't it make you feel as though you should do your part? Our President and all his officers are working so hard to make this the greatest year in the history of our Association, they are all giving freely of their time and effort for the benefit of all the Auctioneers. Do your part by getting more in 54. If you will keep five applications for membership arriving daily the quota will be met. That number of new applications daily is trifling compared to our present membership. It is such an easy assignment for all of us, but a difficult one for a few. Lets go fellows and bring home the beacon. Your Secretary will work until the wee hours of the morning if you will do your part.

Col. William J. Alquist. Conn.
Col. A. L. Horn, Nebraska.
Col. Ernest Freund, Wisconsin.
Col. W. P. "Bud" Drake. Illinois.

Col. Fred W. Radde. Minnesota.
Col. Ray Beggs, Illinois
Col. Pete Schwartz. Nebraska.
Col. John G. Wordeman. South Dakota.
Col. Morris Weinstein. New York.
Col. Jesse O. Donoho. Illinois.
Col. Lyman P. Vancil. Illinois.
Col. Louis A. Cook. Massachusetts.
Col. Charles B. Wade, Illinois.
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Col. Emma Bailey. Vermont.
Col. Wayne E. Miller, Illinois.
Col. Stanley Solon, New York City.
Col. Michael J. Brabowski, New Jersey.
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Col. Ralph M. Schain. New York.
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Col. J. A. McGinnis, Oklahoma.
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Col. Joseph Wm. Barber, Jr.
New Hampshire.
Col. Freddie Chandler, Iowa.
Col. Harry M. Gross. Nebraska.
Col. Boyd F. Tait. Michigan.
Col. Jack Walden, Alabama.
Col. Donald V. Cady, Kentucky.
Col. C. W. "Pete" Slater, Illinois.
Col. E. R. "Dick" Burgess, Texas.
Col. Myron Redfern, Illinois.
Col. Dwight Knollenberg, Illinois.
Col. Ave Parish, Nebraska.
Col. A. R. Billiter, Illinois.
Col. Malcolm Price, Illinois.
Col. Perry J. Crowe, Washington.
Col. Roy Weller, Illinois.
Col. M. E. "Spike" Hoffman,
Wisconsin.
Col. George W. Fox, Sr. Pennsylvania.
Col. Omer F. Bonney, Oregon.
Col. Newton E. Dilgard, Ohio.
Col. Lawrence D. Mudd, Kentucky.
Col. Joseph W. Donahoe, Wisconsin.
Col. Fred Richards, Indiana.
Col. Lyle S. Martin, Washington.
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Col. W. McKinney, New York.
Col. Robert A. Potter, Missouri.

(Continued on Page 21)

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WISCONSIN UP and DOING

By Managing Editor

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CLIPPINGS

By Col. E. T. Nelson

About twenty years ago, H. C. Ezekiel of Cincinnati, Ohio wrote, "Now, we will imagine the first Auction was something like this: We will suppose that Abraham at a certain time had more cattle than he needed, so concluded to dispose of some of them, and after selecting out those he did not need, went to Isaac and told him he had cattle to sell, and asked him what he would give him for the lot. Was that not the act of an auctioneer?

And, if Isaac made him an offer, would that not be a bid? Now, if he declined it and got a larger offer from Jacob and sold him the herd, why was that not to all intents and purposes an Auction?

The transition from this to the modern Auction was easy and natural, for others having property to sell would adopt the same plan and improve upon it, by getting all their friends and neighbors together at a certain time and selling to the one who would give the most—the highest bidder—the owner acting in the capacity of what was later denominated an AUCTIONEER, and this would be a public Auction.

The first person aside from the owner who might justly be termed an Auctioneer, was some person employed by him to attend to the matter for him, on account of his inability to attend to it, by reason of sickness or having other engagements. And these men thus employed would in time ascertain the fact that a little skill on their part. In the way of properly showing up the value of the property, expatiating upon its merits, setting forth its good qualities, etc., would enable them to get higher prices for the owners, and this would induce them to study up the subject and become experts, thus making their services more valuable and in demand; and thus came the regular Auctioneer to be.

So we will take it for granted that Auctioneering dates from the subsidence of the waters of the Deluge, and we ought to be satisfied with the antiquity of its origin. There are certainly very few other professions that antedate it, IF ANY, so the profession of Auctioneering can hold its own on the score of being ancient and honorable."

The City boy wrote his Country cousin, "Thursday we motored out to the Country Club where we golfed until dark. Then we motored to the beach for the week-end." The Country cousin wrote back, "Yesterday we bugged to town, and baseballled all afternoon. Then we went to Ned's and pokered until morning. Today we muled out the cornfield, and ge-hawed until sundown. Then we supped and piped a while. After that staircased up to our room and bedfasted until the clock fived."

It takes courage to strike out toward a goal that seems far from reach. It takes courage to keep fighting toward that goal. Where is there an Auctioneer that does not have courage? If he really wants a thing, an army of opposition cannot keep him from getting it. Nothing is going to stop us from obtaining 2500 members by July, 1954. Your Association wants that number or more and it has the courage to go out and get them and nothing is going to deter the membership in their efforts to reach that goal.

An Auctioneer is a gentleman who never hurts anyone's feelings unintentionally.

The Auctioneer whose head is turned usually goes the wrong way.

The time to be happy is now. The place to be happy is here. The way to be happy is to invite an Auctioneer to join the N. A. A. When you are thoughtful of others you are best to yourself.

There isn't an Auctioneer that can hang this sign outside his door: "Nothing wrong here," but you can hang out this sign "Join the N. A. A." The best sign of all is just a little friendly conversation with your fellow Auctioneer. Try it.

~~X~~ It was on one of those picnic affairs where the sweet one found herself in the clutches of a very annoying companion. "You know," she sighed, "You remind me so much of the ocean."

Grinning a toothpaste grin he asked, "You mean I'm wild, romantic, and restless?"

"No," she replied, "you make me sick."

~~X~~ Bill: I don't know how she manages to look so young. She must be at least 50.

Will: She has her make-up put on by a used car dealer.

VOSBURGH SELLS FARMS AT AUCTION

By Col. Frank F. Taylor

In one of the largest farm real estate auctions to be held in Central New York in many years, Chas. Vosburgh sold the Peter Hagen Farms, located in the heart of the fertile Tioughnioga Valley to James Henderson of Skaneateles, N. Y., for \$67,000, Tuesday afternoon, October 6th.

The farm containing 510 acres, of which some 300 are tillable, the balance woods and pasture was first purchased by Mr. Hagen some ten years ago, and from time to time he added more acreage until it was considered one of the finest in the state.

Vosburgh in his usual business like way did not hesitate to spend money on advertising, using 36 inch display ads in all of the leading Central New York daily papers as well as smaller ads in the Metropolitan papers. This advertising brought out a tremendous crowd, it being estimated that more than 1,000 visited the farm on Sunday prior to the sale, while a crowd estimated between 2,000 and 3,000 were in attendance on the day of the real estate sale, in spite of a cold rain which fell continuously from the start.

The sale had such an appeal that Prof. S. W. Warren of Cornell University brought his class in Agricultural Economics to the sale in a special chartered bus for a lesson in practical farm appraisal.

During the afternoon Vosburgh assisted by his son Donald and Fred J. Saltsman sold the farm machinery, most of which was practically new for approximately \$30,000, making the day one of the largest ever enjoyed by Vosburgh in his ten or more years of auction service.

Wednesday afternoon, Oct. 7, the dairy consisting of 170 head of Holstein cattle were sold and while the market has been off on dairy cows as well as other beef cattle, the herd brought a satisfactory sum, the high cow selling for over \$300.

Contributory to Vosburg's success as an auctioneer has been his theory that to conduct a successful auction there must be a crowd and to get crowds the

sale must be well advertised. One buyer can make a sale is the belief of Charlie, and if a few dollars spent in a Metropolitan paper will bring in just one interested person it can make the difference of many hundreds of dollars in the final result.

Vosburgh's daring in buying out complete farm operations has made him the talk of the auctioneering world, no operation has been too large for him to handle, nor on the other hand has he slighted the little fellow, taking on small sales in which he knew he could no more than break even, but he has always been the same cheerful salesman, always putting on a good show.

X "Gonna be tough sledding today."
"How come?"
"No snow."

X Sgt.: "What kina girl you going to marry?"
Cpl.: "A beauty and a cook."
Sgt.: "But that's bigamy."

X After her divorce she felt like a new man.

"555 AUCTION SAYINGS"

Reprint of the
original
are
**NOW AVAILABLE,
in limited number.**

Rush \$2.00
today to . . .

Col. E. T. Nelson, President
Nelson Auction School,
Renville, Minn.
while they last



FROM
THE
MAILS

Black Mt. Rd.
Brattleboro, Vt.
Sept. 21, 1953

Col. B. G. Coats
Dear Sir:

A thousand paroons for letting this slip by, but during the busy months it is most apt to happen, thanks for the reminder.

I had hoped to make the convention, but there again it falls at just the time when it is most impossible to get away. The summer months are the busy ones up here as all the antique hunters spend the summers hereabouts and that is auction time.

Perhaps some time when I am in New Jersey I will look you up and discuss some of our current auction problems with you.

Sincerely yours
Emma Bailey
Brattleboro's Woman Auctioneer

Middletown, N. Y.
Sept. 21, 1953

Col. B. G. Coats
490 Bath Ave.
Long Branch, N. J.

Dear Col. Coats:-

I don't know to whom to thank for mailing me the September issue of THE AUCTIONEER? but whoever it was, I want them to know that I am really grateful.

This issue is especially interesting to me because of the Convention News.

I am formerly from Ohio and belonged to the Ohio Auctioneer's Association, the NEIL HOUSE in Columbus, Ohio, and such names as POP HESS, CLARENCE LATHAM, WAYNE ROWLEE (please note correct spelling), S. C. "CY" SPRUNGER, and so many other familiar names and places bring very fond memories.

I know that everyone attending the Convention enjoyed not only a very fine

social event and made many new friends, but came home with many new and interesting ideas as well as a brand new Outlook and respect for the Auction Profession.

I am now located in Middletown, N. Y. and practice general auctioneering and Real Estate, as well selling 2 live stock Auctions a week in N. Y. State. I also sell the Hackettstown Livestock Auction at Hackettstown, N. J. with William Parr. You are no doubt familiar with the Hackettstown Auction.

I think the N. A. A. is one of the greatest steps forward in the right direction that the auction profession could possibly make and everyone in that business should belong and support its every effort.

Enclosed you will please find my check for \$12.50 to cover the one year membership fee and gold lapel pin.

Trusting that my membership is accepted and that you will not hesitate to call on me if I can be of any service to the N. A. A.

Sincerely yours,
Morris Weinstein

Auburn, Wash.
Sept. 17, 1953

Dear Col. Coats and Col. Rhodes.

My subscription for "The Auctioneer" expired with the July issue. I have been receiving it for a year and enjoy it very much.

I am an Auctioneer at the Farmers Market, near Auburn, Washington. We all look forward to receiving "The Auctioneer." We read it from cover to cover and profit from every word in it. We save every copy and read them when we are looking for something interesting and helpful in the auctioneering profession.

Enclosed is check for renewal for a year's subscription.

Your Sincerely,
Lyle J. Martin.

AUCTION SALE TRENDS

By Cl. B. G. Coats

There have been lot of sales this year—some good, some excellent, some bad and some not so good. There has been a drop in prices of livestock as will be found elsewhere in this issue under "The Trend of Prices." Read it carefully. The number of auction sales have been less than in 1952. Auctioneers are required to work harder and display their ability as salesman more so than just calling bids. The guessing days are over and the day of super-salesmanship is at hand. Certain kind of sales have shown an increase, such as dispersion sales and reduction sales. The production, annual and opportunity sales have been on the decrease. Eastern states are holding to prices better than in other sections.

Farm machinery and equipment sales are less than in 1952 and the prices being obtained for such items are below a year ago. There will be slow decline in this type of sale during the winter months. The later part of January will show a steady increase in sales which from all indications will continue to hold until late March.

Household goods and furnishings sales are also on the decline, however, some sections of the country show an increase. Prices on such offerings are down, but the Auctioneer that can and does present his offerings in an appealing and salesmanship like manner is still getting the top dollar. Good antiques are holding their own, always have and always will.

Real Estate auction sales throughout the country are on the increase. This may and may not be a good indication. Sale of residential properties are holding their own despite the difficulty of financing. Industrial real estate sales is below last year but this condition is expected to improve immediately after the New Year. Commercial and Industrial equipment sales are off as they always are during the later part of the year. Good used equipment is in demand and prices are just about the same as a year ago.

I am of the opinion that the Auction-

eers are going to experience a big year in 1954 as many that are holding off now will want to sell later and the Auctioneer that can produce is the boy that is going to get the business. You won't get it by keeping the chair warm. You are going to have to work to get the business and you are going to have work to keep the business. That is as it should be. It keeps you on your toes.

Community auction sales throughout the country seem to be gaining ground all the time and those that are operated on a high ethical plane are doing a wonderful business. Likewise for sale barns. Watch for this phase of the auction business to show a tremendous increase during the next twelve months. A little slow just now but wait for January 1st to roll around. There is plenty of business for all and the more competition we all have and the more successful sales there are the more business we will all do.

DUES – DUES – DUES

DUES are a matter of which we like to remind you as little as possible. A gentle hint sometimes becomes necessary. There is a few 1953 cards still unclaimed. Proper checks will release them from this office and send them on the way to those who should have them. Very shortly the 1954 statement must go out. It is much easier to get 1953 before 1954 is added. Do you have your card? Do you have the address where to send your dues? It is National Auctioneers Association, 490 Bath Ave., Long Branch, N. J., and please make your check payable to the Association. "The Auctioneer" has received a few letters informing us that they did not receive "The Auctioneer" for the month of October. Upon checking records it was found that the writer in every instance was in arrears in his dues. That is why you did not get it and will not until such time as your dues are paid, as every delinquent member has been dropped from our mailing list. There is no life in dead wood.

"I'm plumb sorry to be late, Boss, but but I picked up the preacher on the way home and from right there the mules didn't understand a word I said."

Nebraska Auctioneers Call Special Meeting

By Col. James W. Martin

GRAND ISLAND, Neb.: At the call of the President, Col. E. T. Sherlock, all members of the Board of Directors and all Officers of the Nebraska Auctioneers Association assembled in the Stratton Hotel, Grand Island, on September 2st.

Purpose of the special meeting was to formulate plans and appoint committees for the 1954 National Convention of the N. A. A. The city of Omaha, was selected as the convention site and the Montenelle Hotel selected as the convention headquarters. Dates of the convention July 16th, 17th and 18th.

Plans for the registration of 2,000 members, and Nebraska will not be satisfied with less than that number, were made and the members of the various committees are performing their duties and responsibilities always with that number in mind. That is why the Fontenelle Hotel was selected. Progress of the several committees will be reported from time to time through "The Auctioneer" so that every member of the N. A. A. will know what to expect when they arrive in Omaha in July 1954. Every member of every committee is working hard to give the Auctioneers the largest and most constructive convention that has ever been held. All we ask is that you meet the President's quota of 2,500 members and the Nebraska Auctioneers Association will give you three days and nights that you will never forget. We started on the 1954 convention July 20, 1953 and we will not let up until we are satisfied that the quota in new memberships 2,500 has been met and that we can surpass all previous convention records. You produce the new members and we will show you our appreciation come July, 1954.

Young Mary had a little lamb
Someone gave her to keep;
It followed her around until
It died from loss of sleep.

THE TOUCH OF THE MASTER'S HAND

X 'Twas battered and scarred, and the auctioneer
Thought it scarcely worth his while
To waste his time on the old violin,
But held it up with a smile.

"What am I bidden, good people," he cried,
"Who'll start the bidding for me?"
A dollar; a dollar; now two, only two!
Two dollars, and who'll make it three?

Three dollars once, three dollars twice;
Going for three? But no!
From the room far back a gray-haired man
Came forward and picked up the bow.

Then wiping the dust from the old violin
And tightening the strings,
He played a melody pure and sweet,
As sweet as an angel sings.

The music ceased and the auctioneer
With a voice that was quiet and low,
Said, "What am I bid for the old violin?"
As he held it up with the bow.

"A thousand dollars, and who'll make it two,
Two thousand, and who'll make it three?
Three thousand once, three thousand twice;
And going and gone," said he.

The people cheered, but some of them cried,
"We don't quite understand
What changed its worth?" Swift came the reply,
"The touch of a master's hand."

And many a man with life out of tune
And battered and torn with sin,
Is auctioned cheap to a thoughtless crowd
Much like the old violin.

A mess of pottage, a glass of wine,
A game and he travels on.
He is going once, and going twice;
He's going and almost gone.

But the Master comes and the foolish crow
Never can quite understand
The worth of a soul and change that's wrought
By the touch of the Master's hand.

WHAT IS ONCE WELL DONE IS DONE FOREVER

NEW RECORDS ESTABLISHED

By Col. Bernard Hart

September 11 and 12, 1953 are dates that will no doubt be remembered for a long time by producers of Shetland Ponies. On these two days more than 200 registered Shetlands were sold at auction at Janesville, Wisconsin, and prices that were paid broke many existing sale records.

Commencing at 10:30 a.m. on September 11, the dispersal sale of the ponies owned by the late Dr. Wayne A. Munn of Janesville, got under way. When the auctioneer had sold the last of these ponies that same afternoon it was found that 77 Shetlands had sold for a total of \$58,880 to average \$765 each. And to make these figures more impressive, 19 of the 77 were 1953 colts and 11 were yearlings. This was an all-time record total for a Shetland sale for one man and also a record average on a sale held by one individual.

A third record for the breed was established during the sale when Miss Muriel Whiteside, Duluth, Minn., paid \$5,000 for the eight-year-old mare, Shore-acres Kathleen.

Immediately following the Munn sale and continuing into the following day, the annual National Breed Promotion Sale was held. Here again, new records were established when 124 Shetlands sold for \$97,400 or an average price of \$785. This was a new record total and a new record average for a sale sponsored by the National Shetland Pony Association. A new individual top for a National sale was also made when Clark McKelvey, Euliss, Texas, led his palomino mare, Euliss Golden Maid into the ring. Harold Parker, LaPorte, Indiana, was the buyer at the new high figure of \$3,000.

Col. Wm. "Bill" Porter, Alexis, Ill., a member of the NAA served as one of the auctioneers during the two days of selling.

COL. ART THOMPSON VISITS AUCTION

Col. Art Thompson, America's greatest Auctioneer, recently retired, just can't seem to stay away from the auction sales.

When Col. Art learned of the dispersion sale at Nance Hereford Ranch, Canyon, Texas, he surprised the many visitors by his presence and witnessed the sale of the oldest herd and largest offering of Herefords sold at auction during the past twenty-five years. It was a big three day sale and at the opening Col. Thompson gave a brief and impressive talk. He was followed by Col. G. H. Shaw who opened the sale with his great agility. Other Auctioneers who saw considerable duty during the big three day marathon were: Col. Walter Britton, Col. A. W. (Ham) Hamilton, Col. Gene Watson and Col. Charles Corkle, all members of the National Auctioneers Association.

A total of \$333,170 was collected during the three selling sessions. Summary of the sale is as follows:

148 bulls	\$111,755; average.....	\$ 755
583 females	211,415; average.....	380
731 head	333,170; average.....	456
Top 10 head averaged	7,060
Top 25 head averaged	3,865
Top 50 head averaged	2,446
Top 100 head averaged	1,564
Top 150 head averaged	1,211
Top 200 head averaged	1,050

Herefords Make News

The Hereford Photograph Album which has been sent from the association to newspapers and advertising agencies over the nation has begun to make itself known by an ever-increasing number of Hereford pictures which are appearing in the national and local farm magazines and papers. The association makes these pictures available to these people for use in illustrating articles and advertisements. In the last few months, Hereford pictures have been used to advertise textiles, fertilizers, livestock markets and lubricants.

COMPETITION'S WONDERFUL

AUCTIONEERS RAISE \$4,753 FOR HOSPITAL

GREENSBURG, Pa.: A crowd estimated at 1500 people gathered in the Stadium in Jeanette, Penn., to see and hear Col. R. E. Parke, sell at public auction items donated by the citizens of the community to raise funds for the building of a hospital.

The charity sale was sponsored by the business men and the Chamber of Commerce and the items donated consisted of automobiles, groceries, TV sets, furniture and just about everything. Many of the visitors in viewing the items were heard to say that Col. Parke, would never be able to sell this or that item, but at the conclusion of the sale every item had been disposed of. The sale was the 21st charity sale that Col. Parke has held this year. He was assisted by Col. Bill Aubele, who made the visitors realize that every bid they submitted would be to their own personal benefit.

There is no group of men in any profession more willing to give of their time and talents than those of the Auctioneering profession. Such public spirited citizens are daily giving the best they have throughout the states and without any fan-fare, but from their hearts go forth that real American spirit to do what they can for all worthy causes.

When you learn of so many wonderful and unselfish parts the Auctioneers are playing in the life of America today, doesn't it make you feel proud to be a member of the auctioneering profession, proud of your membership in the National Auctioneers Association and of your state Association.

A passerby noticed that a farmer, plowing with just one mule, kept yelling, "Giddap, Ned! Giddap, Ben! Giddap, Sam!"

"Say," called the stranger, "just how many names does your mule have?"

"Just one," replied the farmer. "But he doesn't know his own strength, so I put blinders on him and yell a lot of names. That way he thinks a lot of other mules are helping him."

Bridegrom: A man who has just lost his self-control.

Nevada Auctioneer Visits Headquarters

Col. and Mrs. Carl Anderson, vacationing in New York City, took time out to pay a visit to "The Auctioneer" and the N. A. A. Office. After a very enjoyable visit which your Secretary had with Col. Anderson and his charming wife, they departed for New York City and their return to Nevada.

While in New York City they visited several large auction galleries. On their return trip they will visit auction sales in the states which they will travel through. Col. Anderson says, "I always thought I knew something about auction sales and auctioneering, but this visit has shown me beyond any doubt whatsoever, that I have much to learn, and I am going back and put into practice many of the ideas which I could never have obtained without seeing and observing so many other Auctioneers."

Col. Anderson, is at a loss to understand why the majority of the Auctioneers do not flock into the N. A. A., when they know it is to their own personal interest and said, "I am sure going to do what I can to make the fellows realize the importance of organization." He took with him a good supply of application cards for membership.

The office of the Secretary welcomes at all times the members of the Association, and extends to each and everyone a most cordial invitation to visit with us when you are in New York City or the vicinity of this office.

The lady walked into the shop and approached the clerk. "I'd like to try on that pretty red dress in the window," she said.

"The management would prefer it, madame," replied the clerk, absent-mindedly, "if you'd try it on in a dressing room."

X COMMUNISM:

A man has two cows
They take the two cows
and make the man buy the milk.

X CAPITALISM:

A man has two cows
He sells one cow
And buys a bull.

THE LADIES AUXILIARY

Happy Thanksgiving To All

By Lydia Drake
2nd Vice President

Permit me to avail myself of this opportunity to thank the many members of The Ladies Auxiliary, in electing me to the office of 2nd Vice President at our Columbus convention. I assure each and every member that I will do my utmost to fulfill the duties of the office to the best of ability.

The wonderful cooperation of the membership so evident in all matters coming before The Ladies Auxiliary, the progress gained, the many new members received since the Auxiliary was organized in Decatur, Illinois, July 1951, the friendliness and companionship under which all are so closely allied, gives great encouragement to those whom you have chosen to lead the Auxiliary, so much so, that we are all looking forward to greater progress and to our third anniversary convention in Omaha, Nebraska, in July 1954.

If you are not a member of the auxiliary, won't you join with your husband in making conditions better for all Auctioneers by requesting now to join The Ladies Auxiliary. "Yours for more in 54", and to all a very Happy Thanksgiving.

IN MEMORIAM
NELLIE E. COATS
Long Branch, N. J.

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Brokers must realize that the term "Realtor" is owned and copyrighted by the National Association of Real Estate Boards, and only those who are members of the NAREB through membership in its affiliated local and state groups are eligible to use the designation. Information on this subject can be obtained by contacting the New Jersey Association of Real Estate Boards at 868 Brad St., Newark 2. Continued use of the term by one not authorized to use it makes him subject to discipline as misrepresentation.

Provisions of the License Act permit the REC to penalize those guilty of unauthorized use.

National Angus Sale Columbus, Ohio, Sept. 4th

SUMMARY:

49 Lots	\$29,540.00, average.....	\$ 602.85
13 Bulls	5,880.00, average.....	452.30
36 Cows	23,660.00, average.....	657.22
Top 5 Head	7,935.00, average.....	1587.00
Top 10 Head	12,625.00, average.....	1262.50
Top 15 Head	15,940.00, average.....	1062.66
Top 20 Head	18,745.00, average.....	937.25

GENERAL ELECTRIC, WESTINGHOUSE, SUNBEAM, GRUEN, HOOVER, BENRUS, PROCTOR, PEPPERELL, LIGHTERS, FANS, TOASTERS, MIXERS, DRILLS, HARDWARE, WATCHES, TOOLS, TELEVISION, PAINT,

ROGERS,
WM. A.
GOODS,
HOLLYWOOD,
CASCA,
ALUMINUM,
WARE,
SOFT
GOODS,

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We Know Our Business and Can Teach You — See Col. "Mike" Gordon

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If You Return in 10 Days, Freight Paid or Cash Refund

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REMINGTON, DOMINION, CONTINENTAL, TRAVELERS, DOUGLAS, MARCO, REGALWARE, OSTER,

DORMEYER, UNIVERSAL, EKCO, CANNON,
TOYS, BLANKETS, FURNITURE, PREMIUMS,

YOURS FOR CHRISTMAS

For the past three months your Managing Editor has been planning an issue that will establish a precedence for all future issues of "The Auctioneer." It will come to you in December and we anticipate a large demand for this impressive presentation. Bear in mind that if you want additional copies you must have your request in prior to November 10th as any requests coming after that date cannot be acknowledged.

We believe that the December issue, containing so many articles of vital interest to every Auctioneer, will make the publication and the National Auctioneers Association stand out with new force and make Christmas more joyful and meaningful for you.

In short, we think you will be immensely pleased with the December issue and we want each and every member to feel free to have a part in it. It is your magazine and it is your responsibility to help make it the kind of a publication you would want it to be. Elsewhere in this issue you will read what is in store for you in the big Christmas issue. It will be filled with articles that inform, satisfy and help in being better Auctioneers. The pages of "The Auctioneer" are wide open for you to express yourselves therein. Your varied experiences could help others. It has been said that service comes in where the meeting of ideas begins.

X New Secretary: "Where do we keep the round envelopes?"

Office Manager: "Round envelopes! What do you want them for?"

New Secretary: "My boss said to mail out some circulars."

X Daisy: "I'm through with John."

Mae: "How come, dearie?"

Daisy: "I heard him tell Jack he tried out Ethel in his Buick last night."

X Said a car driver, "See that big bug that got smashed against the wind-shield. I'll bet it won't have the guts to do that again."

RETURNS

"The Auctioneer" has been returned to us from the following members, by reason of, having moved, left no address, incorrect address, etc. The names of all returns are deleted from our mailing list until such time as we are advised of the correct mailing address:

Col. Harry A. Furlong,
938½ E. Berry St., Fort Wayne, Ind.
Col. Eli Bontrager,
Hutchinson, Kansas. Route 4
Col. Ole Burwick,
Mott, North Dakota. Box 93.
Col. Donald D. Juhlin,
Red Wing, Minnesota.
Col. Rodney Hendricks,
2121 West 26th St.,
Vancouver, Washington.
Col. Cliff Hendricks,
2121 West 26th St.,
Vancouver, Washington.
Col. Philip E. Hagan,
Critz, Virginia.
Col. Walter A. Brandt,
Broken Bow, Nebraska. Box 146

MEMBERS and SUBSCRIBERS

If you are going to move, it is necessary that the proper notification be made, at the earliest possible moment, so that you may continue to receive your copy of "THE AUCTIONEER" by letter, postcard, or post-office form 225, giving the old address, as well as the new, with postal zone numbers if any. You should also notify your local postoffice on postal form 22 of your change of address. Both postal forms are obtainable at any post office.

Since considerable time is required to process a change of address you are urged to advise "THE AUCTIONEER" as soon as you know your new address preferably five weeks in advance.

"THE AUCTIONEER"

490 Bath Avenue

Long Branch

New Jersey

ISLE OF SYLT REPORTS LUSH DAYS ARE GONE

By Ulrich Grudinski

RANTUM-SYLT, Germany—The tragic harvest of shipwreck at sea goes into the thatched roof cottages of this tiny fishing village on the north German island of Sylt.

Window shutters here are made of ship planks washed ashore. Carved figureheads of forgotten three-masters and ancient brass cabin lanterns decorate its driftwood homes.

For centuries this small community behind the North Sea dikes has lived on the flotsam of shipwreck. After heavy gales the young and old of Rantum walk the windswept beaches looking for whatever the sea has cast up with the tide.

Landlubbers say it's a mean way to make a living, but Andreas Nissen, Rantum's shore bailiff, only shrugs and says "somebody's death is somebody's bread."

Nissen's cottage, built two centuries ago and shipshape from thatched roof to tarred cellar, is solid evidence of the days when beachcombing was a really lucrative enterprise. Every part of its dark sturdy woodwork has a story of its own. A medieval figurehead over the gable window was sawed off the bow of an ill-fated Dutch merchant ship.

But "the fat years of beachcombing are gone forever," complains Frau Voltjes of Langeoog, the only woman among west German's 200 shore bailiffs.

When a modern steel ship goes to the bottom the odds are she takes her cargo along," Frau Voltjes says. "Only in rare cases does the vessel break up and spill her load."

Gone are the days when unscrupulous beachcombers set up false beacon fires to lure ships on the shoals and no longer can a beachcomber rightly claim as his own the goods he finds washed up on shore. He is bound by law to hand whatever he finds over to the shore bailiff.

The bailiff stores flotsam in a shed and gives public notice. If the owner does not appear the goods are sold at auction. The receipts go to the state treasury and the beachcomber gets a small cut.

Milking Shorthorn Sale

With four animals being held back on reserve bids, 28 head of Milking Shorthorn cattle brought a total of \$7,420 to average \$300 at the recent sale of the New England M.S. Breeders Association in Greenfield, Mass.

Last Chance Roan Lass, in service to Gratwicke Waterloo Duke 8th, went to Louis M. Brooks, Mystery Farm, Hope, R. I. for \$500 to top the sale. She was a consignment from Last Chance Ranch of Lake Placid, N. Y. Second high animal of the sale was Highfield Molly, a Mystery Farm consignment by Natick Regal Duke R.M. This animal went to Robert Hirsch of Adamsville, Mass., for \$480. Hirsch also purchased three other animals.

Richard Rice of Eagle Bridge, N. Y. bought the "Excellent" Hazelbrook Janette 5th R.M. and with 14 R.M. showing she is by Hazelbrook Camp Fire and out of Hazelbrook Janette 3rd. Her selling price was \$460. She was a Last Chance consignment.

In a brief pre-sale ceremony a silver tray was presented by auctioneer B. B. Allen on behalf of the New England Association to Richard M. Thurber in appreciation of his service as Secretary-Treasurer of the Association.

Arthur Simpson of Lyndonville, Vermont and John Sparkman assisted auctioneer Allen during the sale.

X Manager to applicant for a job: "But I couldn't find enough work to keep you busy."

Mechanic Applicant: "You'd be surprised how little it takes to keep me busy."

X A young lad stood gazing wide-eyed into the crib where his new brother lay crying and yelling. Finally he turned to his mother, "Did he come from heaven?"

"Yes, dear," his mother smiled.

"No wonder," retorted the lad. "I'd throw him out too."

X A gold digger is a girl who hates poverty worse than sin.

Next Month
in the big
Xmas Issue

AUCTION FEVER

(The Day The World Went Crazy)

HOW THEY SOLD IN THE AUCTION RING

RECORDS and RESULTS

CAN'T KEEP 'EM FROM AN AUCTION

ALL TIME SALE AVERAGES

\$2,000,000 GAMBLE

THEY SOLD THEIR WAY TO SUCCESS

ALL-TIME AUCTION RECORDS

THE TIME OF YOUR LIFE

PENNSYLVANIA COUNTY AUCTION

And 25 other exciting and thrilling

articles from the OFFICERS, DIRECTORS

and ASSOCIATE EDITORS.

If you would like to have a part in this big Xmas issue, your articles must be submitted prior to November 10th. Heavy Xmas mails cause us to go to press early with the Xmas issue. Orders for additional copies must reach us not later than

November 10th. — Single copies 50 cents.

"THE AUCTIONEER"

490 Bath Avenue

Long Branch, New Jersey

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

FLORIDA

Pedersen, Col. L. M.—Jacksonville

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Carr, Col. John A.—Macon
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Drake, Col. Bud—Decatur
Gordon, Col. Mike—Chicago
Gordon, Col. Jack—Chicago
Holford, Col. Walter—Edwardsville
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ELSEWHERE

**The Ladies' Auxiliary of the
National Auctioneers Association**

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Indianapolis, Indiana.

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Chamberlain, S. Dakota

COL. R. R. STORY MAKES SURPRISE VISIT TO NEW JERSEY

The office of "The Auctioneer" was honored by Col. R. R. Story, of Jacksonville, Florida, droping in for a visit on October 10th. Vacationing in New Jersey for two weeks, he wanted to see the mechanics of "The Auctioneer", the procedure followed in getting out the publication, etc.

Col. Story, said, "the Auctioneers in Florida sure look forward to getting the magazine every month and should it happen to be a day or two late in arrival they are all on the phone calling one another up wanting to know if they have received it." He spoke of how Col. Pedersen, was fighting a courageous battle against legislation in Florida that was most detrimental to Auctioneers and that as a result of his efforts the Auctioneers of Florida had been awakened to the need of organization.

Every day of his vacation finds him visiting auction sales and if none should be within his reaching them, he visits with the New Jersey Auctioneers.

 When asked by a cop why she didn't have a red light on her car, June replied that it wasn't that kind of a car.

 The tourist stopped at a roadside fruit stand and after fingering a bushel of apples said, "Are these good apples?"

The farm lad in charge looked up from his comic book and replied, "The worms seem to like them."

 She has lines that turn her sweaters into interesting yarns.

 A rather tipsy gentleman boarded the bus unsteadily and lurched into a seat beside an alert and suddenly white-faced matron. "Young man," she grasped, headed straight for eternal hell!"

"Lemme off!" cried he, leaping to his feet with a strangled cry. "I'm on the wrong bus."

A monthly reminder that the game of life is the best game of all, and that the Auctioneers who play it most successfully are friendly, helpful human beings.

The greatest Auctioneers in the country became great because they systematized their work and organized their time.

Stopping at third base adds no more to the score than striking out. In getting new members several have arrived at third base, some at second base and many at first base. Some have made home runs, but many haven't even gone to bat. Now is the time to get up to that plate and try to make a home run. A base hit is better than not even trying to bat.

Auctioneers and Organizations are like heat and moisture; where they are well mixed, they make for progress; where they each paddle their own canoe only destruction awaits them.

It is almost a definition of an Auctioneer to say he is one who never inflicts pain. He makes light of favors while he does them, and seems to be receiving when he is conferring. He observes the maxim of the ancient sage, that we should ever conduct ourselves

toward our competitor as if he would one day call upon us to conduct his sale.

Even a mosquito doesn't get a slap on the back until he starts working.

 "Young lady, I'll bet your mother would be angry if she saw you in that skimpy bathing suit."

"I'll say she would! It's hers!"

During World War II, a group of GI's stationed in England were invited for tea and crumpets by a kind old English lady. Most of them had visions of hot tea and mouth-tempting delicacies somewhat on the order of doughnuts. Unfortunately the crumpets served were not the best, in fact they were quite doughy. Not wishing to hurt the old lady's feelings, they washed the crumpets down with the weak brew. Finally only one crumpet was left as they prepared to depart. The lady exclaimed, "Oh, there's one crumpet left: what shall I do with it?"

With that the sergeant in charge said: "The first man who tells her will spend six months in the guardhouse."

IT PAYS TO ADVERTISE IN The Auctioneer

BECAUSE—

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Beginning the first Monday in December each year, we conduct a beginners Auction course for three full weeks. This course is designated to qualify auctioneers for the block work, but instruction is also given in other branches needed for a well rounded auctioneer, in the sale of personal property. This personal property auction course requires a tuition of \$100.00.

Beginning the first Monday in January each year and running for three full weeks, we conduct a training school, designed to prepare any salesman for the sale of real estate by auction. Of course, this course is beneficial to anyone engaged in the real estate field as a general broker. This course is \$300.00. If desired, the tuition can be paid \$100.00 upon enrollment and the other \$200.00 by the graduate paying one-half of the commissions he earns after graduation. Since so many of the states have passed real estate license laws and require examinations, we see the need of schooling necessary to prepare a salesman for any examination.

We invite you to enroll in either one of these courses. You can do so in advance or merely come to our office, on the ground floor of the old Opera House Building, one-half square South of the Public Square, 47 South 9th Street, Noblesville, Indiana. It is not uncommon for a qualified auctioneer to receive from \$100.00 to \$500.00 in commission on a single sale or from \$500.00 to several thousand on the larger real estate auction sales. Prepare to get into this remunerative, pleasant, fascinating and ever growing business. Last January we had a 76-year old student with fifty years experience as an auctioneer, who had taken examination for license and failed. After taking our course, he took the examination and made the grade. A short time after receiving his license, he wrote to us stating that he was doing fine and had one commission of \$625.00. Don't hesitate because you have had years of experience as an auctioneer. If your progress in real estate selling is not satisfactory, enroll with us for the real estate course. If, however, you are a beginner or feel the need of additional knowlge, take the \$100.00 course and then later the advanced course.

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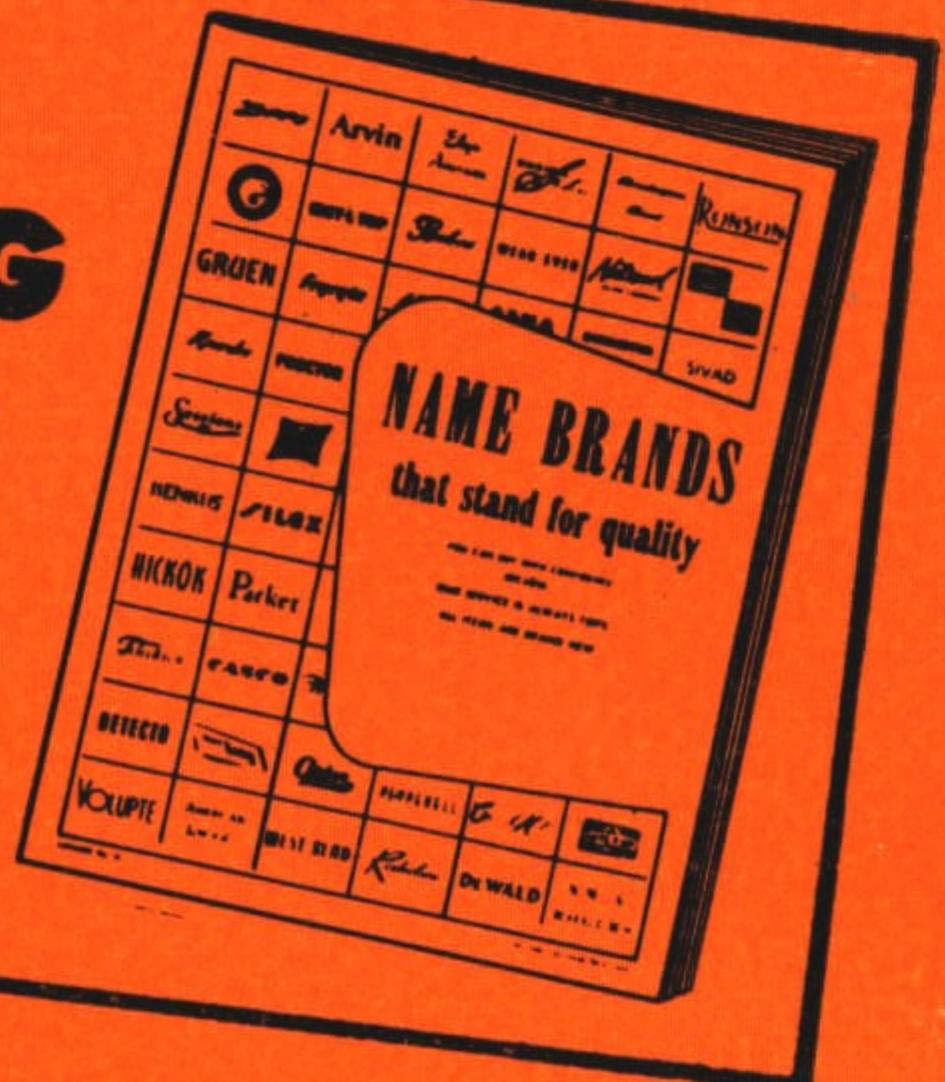
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