

The **AUCTIONEER**

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A SWELL COMBINATION . . .



Business and Pleasure
in July at Minneapolis





THE AUCTIONEER

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National Auctioneers' Ass'n

John W. Rhodes
Editor

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Hello Men:—

Times have changed a lot since I was a boy. Then the slogan was, "Now is the time for all good men to come to the aid of their party". That slogan has been used for years to teach typing. It has been replaced now by a new slogan that is certainly on all our minds at present. The new slogan is, "Now is the time for every man to pay to redeem the treasury". March 15 is the time when we are cleaned out. We used to have to take a bath at least once a week. Now we are cleaned once a year and, brother, I mean cleaned! There are lots of fellows dipping deep into the big pot called the treasury and as long as they dip so fast and deep into the pot we, the people, will have to continue to "drop something into the pot, boy". Income taxes make a lot of changes among auction sales. Many men who would have a sale decide they can't afford to because of the tax. Some wait until January 1 to sell anything and then when they do decide to sell the other man can't buy because it's about time for him to pay his tax. A fellow I know recently had quite a change of heart because of the tax. He had been doing real well all year and had bought lots of new things. He thought he was on easy street (this being the first year he had done so well). He made a trip to an attorney to get his tax figured and when he learned the bad news he made a quick trip to the bank to float a loan to pay the tax. Now he has had a taste of high living, realizes he can't continue to do so and is in debt for last year's tax. He knows now about "Death and Taxes", and believes they are both sure and they almost called for him at the same time.

At a farm sale the other day I was having an extremely hard job getting the crowd to jar loose and bid. I thought it was time to make some sort of remark about it but didn't want to hurt anyone's feelings. Then I thought of a way to remind them and at the same time pass

(Continued on next page)

IT SEEMS TO ME —

(Continued from previous page)

them a compliment. I said, "You know, men, they say a fool and his money is soon parted. Allow me to compliment you people, the way your bidding I can assure you there's not a fool in the crowd". They all had a good laugh and we went on at a little better pace. It has been my experience that a little good humor is a valuable part of sale psychology and can be a big help if it is not overdone.

The horsemeat business has made big news lately. "Old Dobbin" is going to do his best to have the last laugh. I don't suppose it would be so bad if they mixed a little of it in our meat but not 50-50. One fellow making sausage made his 50-50. He used one horse and one duck in making duck burgers. The best way to be sure of a sandwich these days is very simple. When you order a hamburger - don't eat it until you say "Gid-ap", if it just lays there, quiet like, it'll be o. k. All the horses being butchered these days are so old they'll move if they are told.

Here in Iowa it's becoming nice outside. The frost has about gone out of the

ground and now in another few weeks we will be able to step off the sidewalk or gravel with out sinking in much above our knees. I'm having my lawn mower overhauled and hope to persuade Mrs. Rhodes to let me sow grass seed in the garden instead of beans and potatoes.

Will close for now. See you in Minneapolis.

John W. Rhodes.

X If you have no intentions of paying it back, borrow nothing but trouble.

GREETINGS

WE ARE BEHIND THE ETHICS
AND PRINCIPALS OF THE
N. A. A. 100%

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ASSOCIATION



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We Are Members Of And Work Under The Ethics And Principles Of The National Auctioneers Association

The President's Message

Fellow Auctioneers:—

Last month I stated that the Iowa auctioneers would hold their annual state meeting at Ames, Iowa, on February 3rd, and our state president, Hugh McGuire of Holstein, Iowa, advanced a clever idea in getting out a well designed card stating that the O.P.S. officials were showing a lot of activity in stating what they want the auctioneers to do, and that one of the officials and the attorneys would be present at our state meeting. This caused a lot of anxiety on the part of the auctioneers of the state, many of whom were not members or never had attended any of the state meetings and we had right at one hundred auctioneers at the meeting. I believe that every one who attended gladly joined our state association.



It was brought out very definitely that the farm machinery association had representatives working in Washington, D. C., for their interests and that it surely was time for us, the auctioneers of America, to get busy and band together so we too could have some voice in running the auctioneering business.

Most of the afternoon was spent in the discussion of O.P.A. regulations and requirements and we all felt that there were a lot of unnecessary and unfair requirements that could have been avoided if

every auctioneer in America belonged to his state and national association, whereby we too could have helped in drawing rulings that would have been workable and which would have eliminated a lot of unnecessary red tape, and yet would have been fair to both the buyer and seller.

It is evident that the men who drew up these federal regulations were not auctioneers or men who knew the mechanics of an auction sale and were therefore at a loss to write and set up a workable, fair set of regulations.

I noticed in this month's journal that Pop Hess states that the Ohio meeting turned out about the same as the Iowa meeting.

I am glad that there are some who have taken the initiative and drew up an article on their views on having a universal licensing law drawn up.

I read with much interest the proposed law which the New Jersey Association will endeavor to get passed. I feel that it is very well gotten up bill, and I understand that the Minnesota Association and several others, have drafted their bills along the same line.

I would like to have any of the members who have any suggestions to write me or the journal as this way we should be able to thresh out some good common sense laws. But we cannot do this if we do not get your cooperation.

To my mind it is evident that every Auctioneer in America should belong to our national association. So again, I urge you, with all sincerity, to shake the hand of your competitor or brother auctioneer and take his application to be one of our members, as this question will be asked of you at our convention (Did you get two in '52?) and remember that there will be a cup awarded to the auctioneer who gets the most new members.

So please start planning now and don't book a sale July 16-17-18.

Your President and Friend,

Paul F. Bockelman

Get TWO in '52

Aux. President's Message

Did you ever stop to think how hospitality is waning in these too busy times? In the good old days when I was younger, neighbors took time to visit and welcome any newcomers in the neighborhood. Each family considered it their responsibility to call on the new neighbor. This sure don't seem the case anymore or at least it hasn't been with us.

Here we are two old half-worn out old fossils surrounded by a small group of ten



Mrs. June Holford

families at the edge of our little town and only two of them have paid us a social call. We consider ourselves decent, clean and industrious and we try to take an active part in our community affairs.

Five years ago, we moved here in this group that have almost lived their entire life right around here.

We didn't have

any high hopes of being accepted in all their doings, but we did have hopes of being visited and returning the visits. They are all very nice neighbors; congenial, pleasant and fun-loving, but our contacts

with them have been casual meetings in the stores and on the streets.

It isn't because people are not friendly, they are all just too busy.

I hope you won't think I'm the type of person to be looking for slights. I certainly don't need people around me all the time in order to be happy. I love people, I love friends and the more friends I have, the happier I am. I can usually have a good time anywhere I go, but I want to make this plea in behalf of those who have moved into new communities.

You old-timers in the community, take time out to visit and cultivate the friendship of a new neighbor in your midst.

If we as Americans lose the art of being hospitable, an art which has been our heritage for generations, ours will truly be a declining civilization.

Respectfully,

June N. Holford

Col. Pettit looked admiringly at the large tiger rug in front of his fireplace. "Yes", he told his wife, "it was either me or the tiger". "Oh", said his wife, "I'm so glad it was the tiger". "You are, darling?" he exclaimed. "Yes", she replied. "If it had been you, dear, we wouldn't have this lovely rug".

APPLICATION FOR MEMBERSHIP

NATIONAL AUCTIONEERS ASSOCIATION
RUSSELL DAVIS, SEC'Y.
ST. PETER, MINNESOTA

I am actively engaged in the Auction Business and do hereby apply for membership in the National Auctioneers Association. I enclose \$10.00 for a years dues with the understanding this money will be refunded in the event this application is rejected.

NAME _____

ADDRESS _____
(City) (State)

REFERENCE: _____
(Name) (City) (State)

The Above Reference Is An Auctioneer

Fifty Years At Auction . . .

By 'POP' HESS

For the March issue of this publication, "The Auctioneer", means the month of February has arrived and half past by. The month of great men to have been born. Abe Lincoln got here on February 12. George Washington arrived on February 22. Many other fine folks I have long known were born in February, including Mom Hess. Well, yes, I also was born in February. It was February 6 (you will note I arrived ahead of Lincoln and Washington) and it was a cold winter day, the snow was deep. Phones were then unknown out in the country, and horseback was the fastest way of contact. The Doc got stuck in a snow drift and I was sitting up when he arrived, doing fine. It was just another auctioneer being born.

Ohio public sales and Ohio auctioneers are all very busy with many sales this date of writing, on February 13, with forty-six public sales notices arriving on my desk here at radio station WRFD.

They are to be put over the air. Yes, we tell about all these sales, talking to some 400,000 farm folks throughout Ohio, and states that join our Ohio. We are 880 on your dial. Time is 7:35 a.m. Monday thru Saturday. Tune us in some time.

We are now located in our new radio studio, located on WRFD's radio farm. We have a 260 acre farm in connection, and in time we will have many items of interest going on here. We are located between Columbus and Delaware, Ohio on highway 23. We are having a lot of visitors daily and of course we are a farm station, with much in common with farm folks.

So as the days go by we have many farmers and livestock men stopping in to see us, and yes many auctioneers come in to look us over. They like our service, and when their names appear on sale bills we announce here that fact.

As we look back over the years, up to the present time, never in public sale work have sales totals been higher than at the present, or the past two years, with

the auctioneers collecting good commissions. Makes some of us fellows who have had to slow down, think we were born, as Auctioneers, much too soon. The auctioneer a few years back, who came home with say \$500 in a day's commission, was considered some punkin. Now any kind of an auctioneer beats that, often, and is not satisfied. However we bought more then with \$500 than we do now with \$1,500, so I guess we old chaps have no kick coming.

Since the first of the year I have had the pleasure of many callers that are now our Ohio busiest auctioneers. It is interesting to visit with them. Also had a nice long distance call from Col. Bockelman, president of the national association, of Sioux City, Iowa. He reminded me also he was an Ohio boy. Well Ohio has long been good in auctioneer production.

I have held off on this column hoping the February issue of The Auctioneer would arrive before I kicked this off for March, as I have a hunch there is in the February issue, some food for thought, that would inspire some writing. However it is now the last hour in the afternoon before deadline for the March issue. So will leave my thinking on what should be written until April.

As we face many new things in this auction field, More sales, more Auctioneers, more to eat, more price to pay, along with "will Harry run (or walk), they keep us bewildered. The Republican boys have four good men lined up so it will not be too long until we can watch them score, and pick who will score with "Will it be Harry or Who?" Well the convention times this summer will ease some of our thinking. Then the boys from the cross roads all over the United States will make the final decision on who will be IT.

Of course auctioneers will do their share. They also have a convention coming up in July, out in the state of Minnesota. They better be thinking about it as this old world is on the march, for more and better things, and for better or worse. It can all happen, either way.

Have just been thinking, just what would happen, if each auctioneer in the U. S.

(Continued on next page)



"Pop" Hess

FIFTY YEARS OF AUCTION—

(Continued from previous page)

would take time out and attend the national auctioneers convention this July, and each one would do his best to have for the auctioneer, a definite program of identity. It would do no harm to anyone, and could be of great value to the auction business and the auctioneer.

There is a lot of food for thought along this line. However to date the progress has been somewhat on the loose. A small number of the many thousands of U. S. auctioneers have been spending a lot of their valuable time trying to pave the way, for the multitude of well wishers in name only. Reminds me of what the old colored preacher once said, "We all need a hoopen' revival".

Just a few days back, here in Ohio, I attended a Hereford cattle sale, with a total of 80 lots right at \$160,000.00. Top bull, \$25,000.00. First 25 head averaged over \$4,600 per head. At the time 50 lots had passed thru the ring, they held an average of \$2,600, with the 80 lots right at \$2,000 average. This is just a sample of Purebred cattle auctions over the many states. Attendance at this sale was good with buyers from 18 states outside of Ohio. From the far north in the state of Maine, a buyer of some twenty head, to west as far as Colorado, south as far as the Gulf of Mexico.

Now the hub was the cattle, the sales manager and last, but not least, the auctioneers. Without the three working in unison with the large attendance, the sale would have been a flop. Yes Mr. man who claims to be an auctioneer has associated himself in a great business, what more should he be interested in than getting his identity more secure.

If I understand the plan of the National Auctioneers Association, their objective is just that: Better Auctions, Better Protection, and to make the name "Auctioneer" one to be looked up to with distinction.

There should come from the brush, a Moses, to lead the way.

Where does the National Auctioneers Association fit into your efforts to improve the auctioneering profession?

PUBLIC SALE - - -

X There on the public sale ground
young, middle aged and old,
Were bidding in a fashion that just
simply knocked you cold!
The Auctioneer was shouting
in the cold and chilly breeze.
And folks just didn't mind a bit
to shiver, shake and freeze!
They bid against each other,
friend and neighbor, kith and kin,
Buying up a lot of bargains they would use,
no telling when!
There were buckets without bottoms,
prongless forks and wobbly stands,
Flying throug that crowd of buyers
reaching out with eager hands!
And right there in the center
stood the lunch tent, crowded tight,
And you'd thought that folks were starving,
never'd had a single bite!
The hot dogs went like hot cakes
at fifteen cents apiece,
And that steaming flow of coffee
just never seemed to cease!
There were pies and great white onions,
and the eager, hungry folk
Ate up their change at random:
in a way that was a joke!
There were smiles and conversation,
And a friendliness that's rare
On that vast and busy sale ground,
crowded like a city's square!
And all up and down the highway,
for a mile, I know or more,
There were cars and trucks and wagons,
buggies, carts and wheels galore.
Now if you'd like excitement
And a moment never stale,
Just put on your hat and beat it
to a big time "Public Sale".

— by Mary Pence Claywell

AUCTION SALES IN NEW YORK —

Sometimes the Midwesterners think only in terms of farm sales, but New York City is full of auctions conducted by men who don't know a Holstein from a Duroc Jersey. These auctions are so numerous that the advertising of the sales took 349,581 lines in the New York Herald Tribune.

These men may not understand livestock, but they know it pays to advertise.

Get TWO in '52

Coats' Notes

LEADERSHIP

There is nothing magical about leadership, but there are certain penalties attached to it.

Auctioneers with conscience and judgment plus courage to act and willingness to take the penalties of responsibility are the stuff out of which leaders are made.

Ninety-nine out of every hundred men are unwilling to pay the price of leadership, are unwilling to assume responsibility.

The road to leadership is not particularly comfortable. Your travel is heavy laden.

While the ten-thirty to five p.m. auctioneer is lolling at ease, you are toiling upward in the night.

Forever you are picking up packs that no one else would notice if you left them behind. Laboriously you extend your efforts in the interest of every member. A really big man is never a dodger.

As I write this article, rather late when I would like to be looking at television, the chances are your president, secretary and all the officers of the NAA, have been thinking and writing, giving of their time and effort to benefit all members of the National Auctioneers Association. We read their articles in "The Auctioneer", they are our leaders, it is they who pay the penalties of leadership in order that we as members may benefit thereby.

The least we can do as members to show our appreciation of their leadership, is for each of us to obtain one new member.

If we do just that we can go to Minneapolis in July, 1952, with a minimum of 1,000 members. It can be done if you and you and you will do your part. How about it? Invite some auctioneer to join as they are many waiting to be invited.

— B. G. Coats

WATCH FOR THE STRANGER

Auctioneers, harken ye unto this; Let the words sink deep into your soul, and then suit your actions to the word.

Hospitality is one of the fundamental

virtues that has been incorporated into the National Auctioneers Association.

"Look well to the stranger within thy gates", sayeth the prophet.

Don't wait for that auctioneer to step forward and tell YOU who he is and where he is from. No, grab his mitt the moment you spot him. If his mitts are full with burdens, slap him on the back; it means the same. Greet him with a smile and a cheery "Howdy, Colonel, glad to see you". Such words of greeting are twice blessed - - they bless him that gives and him that "gits". Ask him about the wife and kids. If he hasn't any, he'll feel flattered and thank you for the compliment - - at any rate, he'll know he's not a solitary party.

Now and then you will come across a maverick who hasn't yet worn off the rough spots and feels somewhat strange. You, Colonel, are a committee of one to look after that auctioneer who looks strange, timid or scared. We know that is a terrible way for an auctioneer to look - - and it's up to you to bring that auctioneer smile upon his face. And, by the way, nothing is so contagious as a genuine auctioneer's smile. It all reflects most favorably upon you and the National Auctioneers Association. Invite him to join the association and again he will be flattered. You will be doing your part for the association and the auctioneer will thank you for inviting him to affiliate with you.

If every member will do just that, we will have in excess of 1,000 paid-up members by convention time. "GET TWO IN '52". Make it a New Year's resolution to get your two new members and remember the more members we have the stronger we will be and a bigger and better monthly publication.

WATCH FOR THE STRANGER. "Get two in '52".
— B. G. Coats

AUCTIONEERS OF AMERICA

You are invited to become a member of the National Auctioneers Association which is the voice of the auctioneering profession in America. Many of the most representative men in this great field are members of this national organization. A careful analysis will disclose the fact that both officers and directors are men of sterling character, broad vision, ripe judg-

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COATS' NOTES —

(Continued from previous page)

ment and wide experience in the auctioneering profession, having been selected by merit of their individual fitness.

Conditions as they are today call upon all who are in any way interested in auctioneering - - - whether connected in serving the profession or in privately conducting your own auction house - - to associate themselves together into a group for the full protection and benefit of the auctioneering profession. As an organized body those directly or indirectly concerned will be in a position to demand consideration to a far greater extent than they would as individuals - - as a body they are enabled to watch more carefully every move made by others in any way bearing upon our profession.

The benefits that one can derive from being a member are unusual. He who becomes a member will take away far more than he can possibly give. A member will have the satisfaction of knowing indeed, that he is associated with the best minds and the most successful auctioneers in the auctioneering profession upon whom he can call for advice and counsel.

Members guarantee good faith and well rendered services, thinking more of good will and their client's welfare than the amount of commissions or fee they earn, and they are actively striving to make conditions better for all auctioneers. A hard battle has been fought, one that has been beset with many difficulties, but we are fully satisfied that the worst is over and that now we are in a position to take advantage of our honest gains.

Every auctioneer owes it to himself to be a member as by so doing it helps to build up the profession in your community. New life is already showing unmistakable signs in our profession and we may now easily arrive at the complete realization of our every expectation. Members of the National Auctioneers Association have adopted the slogan, "Get Two in '52". You may be one and if you have not been approached take time now and give yourself something that will help you while helping others, by writing to the secretary, Col. Russell M. Davis, 502 No. Minn. Ave., St. Peter, Minnesota.

In cooperation there is strength.

— B. G. Coats

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Marathon, Iowa**

The Auction Business & Auctioneers

The auction business I believe is the greatest and the most far reaching business known to mankind. I believe it covers more fields of business than any other profession. In range of field possibilities the auctioneers sell and administer everything, he helps out the lawyer, the doctor, the banker, the financial interest, the little business, the large business firms, the farmer, the laborer, the worker, the clergy, the old aged, the young and sometimes the racketeers and shysters.



Col. Wm. J. Felton

It is the oldest means of selling known to mankind among all nations in the world, so the auctioneers should feel proud of their special profession. They should safeguard their profession, and in our travels here and there everyonce in a while we find or are told of some of the unethical practices, underhanded methods and means used to place their profession in a position of unscrupulous and gangster operations. Also in our travels, we find as a whole, the most of the auctioneers are very fine, upright group of men and women. So from among the fine, upright auctioneers, we must build an organization that will keep the auction profession at the top of the helm. We no doubt will have a few that will get into organizational management which possibly cannot be helped. Our main object must be to build from among the good, upright members

- - we must try to get our members to specialize in some of the branches of the auction profession. As we make the rounds, we find many good bull auctioneers, many good hog auctioneers, many good household and furniture auctioneers. But we find very few real estate auctioneers, very few auctioneers that can successfully sell out business stocks and business properties.

We find many of the bull auctioneers who try to sell business stocks and such and we find some that are honest enough to tell the business men they cannot get the job done. So as a whole our organization should supply our membership with a list of those that specialize in conducting auctions of special study and nature.

Those that are specialists, we can be sure they would be pleased to help the bull and cow auctioneers. In doing so, it would keep up the value of the profession and the reputation of the auctioneer that does not specialize in some branch of the auction business. The field of selling at auction, business stock, property and real estate are making out in the lead, the time is coming not too far off, when there will be a demand for auctioneers that specialize. Like Hugh McGuire of Holstein, Iowa, like Winternitz Co., Chicago, Illinois, and others - - if I would have a farm to sell at auction I would try to get Hugh to help me, or some other auctioneer who specializes in real estate, farm auctions, likewise with industrial plants. I am not plugging for McGuire or Winternitz Co., but I am trying to get over the idea to our organization and its members that we can offer a greater service to our clients - - who have every right to expect the most for their money - - it is easy to sell something when you know what you are selling and it is rough to sell when you don't know what you are selling.

Likewise with advertising: Bulls and Cattle are advertised to a good extent through catalogues, showing their pedigrees and blood lines, dairy cows have in addition, the production records and at that there are a lot of bull auctioneers that cannot read a pedigree of the animal they are selling and a good share don't even know what blood lines are leading the field, these auctioneers most generally

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THE AUCTION BUSINESS —

(Continued from previous page)

have the owner tell the pedigree story and they do the barking. Now advertising a business stock-industrial plant is another thing, but the auctioneer that specializes in them knows what will have to be done in order to get his job completed satisfactorily to his client.

In other words, I am trying to say among the auctioneers there are too many barkers and our organization should through the means of the auctioneer, hold out a helping hand to the members of our association. This alone should bring in some new members and build an organization that we cannot afford to be without. All of us together can accomplish this goal. Let us follow the code of ethics not for ourselves, but for us all. We cannot afford to apply the code of ethics to get an auction, then cheat on our ethics before and after the auction is completed. We can all advertise under the code of ethics - - but let's live up to them. Every auctioneer should specialize in some branch of the auction profession and when that individual does so, the entire membership should know. Let's give our good old War Horse, John Rhodes, a hand, he will do his part if we will do ours. Let's have some comments on this subject.

Sincerely yours,

Col. Wm. J. Felton

Signals were called. Eleven men went into position. The ball snapped back and the football team began its great year. Never before had eleven men played throughout the season without using substitutes. They made a record on the gridiron. The National Auctioneers Association has called their signals and the members are carrying the ball, yes, carrying it into every state for their great championship year. No substitutes, each and every member carrying that ball and recruiting others on their march to victory. They are going to carry that ball to the national convention in Minneapolis in July for an all-time record of new members. Minneapolis here we come, determined to make this an outstanding year and the most successful in the history of the National Auctioneers Association.

Auction Sayings . .

Reprints from "550 Auction Sayings" by permission of Col. E. T. Nelson, Renville, Minnesota.

Show me the man who owns a good team and I will show you a man who has a good credit at the bank.

Yes or No?

Full of vigor.

The Englishman drives to the left, the American to the right and the road hog down the center of the road. What will you give for these hogs?

This is another chapter.

How unfortunate.

Truly admirable.

He is romancing.

Genuine confidence.

The pink of perfection.

He has fine manners.

I am perfectly convinced.

He is above the average.

It is evidence of good breeding.

Well, that's a very promising beginning.

Let this man's loss be your gain.

You talk like a Congressman.

He has the size and weight.

An asset of incomparable value.

That theory has gone into bankruptcy.

As cheerless as the Arctic Circle.

In a letter from Laird N. Glover, Crawfordsville, Indiana, dated January 28, 1952, Col. Glover says "I certainly enjoy reading 'The Auctioneer', as I am very much interested in what other auctioneers are doing. I also enjoy your article and the pictures too. By the way, I can find you a belly band if you want it for that pony, as I have such a pony on our farm, by that I mean, he goes backward faster than forwards." Col. Glover finished his letter by saying "Will see you in Minneapolis".

Cooperative Livestock Auctions

This article is not written with any idea of discouraging cooperative livestock auctions, as I believe they are a wonderful institution if properly conducted. What I want to stress is some of the dangers that may be encountered in the purchase of animals from these sales. These auctions do not require health charts or any recognized professional examination of the animals offered for sale. Therefore, animals of questionable health status may be brought in.

These auctions were originally intended principally for the sale of animals for slaughter, as farmers realized that they often could get more by this means than when obliged to sell to the local dealer. However, they have gotten away from this practice to a marked extent and today people are buying many animals offered for sale with the idea of keeping them. In this practice lies the danger. As these auctions do not require health charts from the proper State authorities, a person may send an animal to the auctions that may have a contagious disease such as Bangs, tuberculosis, mastitis, hog cholera, or hemorrhagic septicemia, and if these diseases are not in the advanced stages, animals could easily be put through auction sales and sold to an innocent buyer. Persons buying an animal so affected might easily carry the disease home to his herd, and therein is the great danger. Under the present State and Federal regulations it is unlawful to bring cattle across State lines without proper health certificates and permits signed by the State officials. Heavy penalties apply. Yet at present people go to these auctions and purchase animals and bring them across State lines and nothing is being done to prevent it.

Of what value can a Statewide disease control program, like we have for tuberculosis and Bangs and various other diseases, be when dealers and purchasers can buy and transport these animals of doubtful health status into the various States without proper health inspection, and by this means defeat the very object of our statewide disease control program? These violations, I believe, are more numerous when auctions are conducted near State lines. Persons buying animals without the proper health certificate and introducing them into their herds risk not only the possibility of causing a serious

break in their present herd, but also losing their herd accreditations.

I believe it is the duty of our State livestock officials to correct this dangerous practice and see to it that the laws affecting the sale and transport of these animals are enforced. Our State police can also be of great help to us in demanding health charts and permits from people transporting cattle on the highways. As a last resort it might be necessary to call in the Federal Department to enforce Interstate shipping regulations.

One other practice that must be discouraged is the bringing to auctions of animals that are known to be sick or have been under treatment for various diseases. Rather than take the financial loss that might result from death, animals are taken to the auctions and sold to butchers, whence the meat eventually gets into the food supply and becomes a health menace. This is where our Department of Public Health can come into the picture.

(Continued on next page)

"WHY NOT RECOMMEND A FRIEND TO ATTEND?"

Our Next Auctioneering Classes

IN RENVILLE BEGINNING

APRIL 7, 1952

JUNE 1, 1952

SEPTEMBER 1, 1952

**"Successor to the American Auction
College, Kansas City, Mo."**

FOR FREE CATALOGUE

WRITE

**COL. E. T. NELSON, President.
NELSON AUCTION SCHOOL
RENVILLE, MINNESOTA**

COOPERATIVE AUCTIONS —

(Continued from previous page)

The warning that I want to bring out most strongly is to the persons who go to the auctions with the idea of buying replacements. Where the proper certified health charts do not accompany the animals, an auction is no place to buy to replenish your stock. You may bring home diseases that may cause great losses as well as infecting your premises.

At present a farmer may send a cow or heifer that has recently aborted. The animal may look well, but it could be harboring the dreaded Bangs disease and infect many of your animals in a short while. This disease can only be detected by a proper blood test by a reliable laboratory or veterinarian. Mastitis, the disease that causes enormous losses every year, is another one to be on your guard against. It is easily recognized in the acute stages when the quarters are badly swollen and changes are taking place in the milk, but it is not so readily detected in the chronic stages or when a cow is dry. A mastitis quarter could easily infect your milking machine or other equipment and cause a severe break in your herd. Many mastitis cows are offered at these auctions and the only safe place for them is the slaughterhouse. Dealers commonly send these chronic mastitis cows to auction when dry or while they are springing bag, as at this stage they look good and it is difficult to detect. You will find it out quickly enough when they freshen, often to your sorrow.

Be careful of your hog purchases so as not to get an animal with hog cholera or hemorrhagic septicemia. If you get one with these diseases, you will soon realize it by having a very sick hog and probably infecting the rest of your pigs if you have any. They don't live long with these diseases.

Each new generation of Auctioneers, each new member of the National Auctioneers Association, follows the lead set by those older in age or membership. These elders, theoretically at least, take upon themselves the obligation of leadership in "precept and example." They have not failed. You owe it to yourself to invite other Auctioneers to share with you in the precepts and examples of those that are extending their efforts for your own advancement. "GET TWO IN '52."

HE'LL BE THERE —

Col. Art Thompson, the Dean of Auctioneers, has assured the Secretary of the NAA that he will be in attendance at the National Convention to be held in Minneapolis in July. Col. Thompson will address the convention on the subject "The Responsibilities of our Profession". This speech will be one of the highlights of the convention due to the fact that it is an important subject to be dealt with by a speaker of national reputation, who is better qualified to handle it than anyone in the business today. To hear Col. Thompson deliver this address will be worth the time, money and effort you will spend in attending the convention.



5 DOLLARS? DO I HEAR TEN?

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

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

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

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

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

— Norman R. Jaffray

X Its remarkable the many bystanders at an auction sale can do the job better than the auctioneer, if one is inclined to listen to them. Nearly everyone will tell you what somebody will do if - - -. Their excessive curiosity is one indication of excessively bad manners.

Iowa Auctioneers Hold Annual Meeting



A very successful annual meeting of the Iowa Society of Auctioneers was held in Ames, Iowa, on January 27, 1952. A noon dinner was enjoyed by approximately 100 auctioneers from every county in Iowa.

The annual election of officers was held with Leon E. Joy of Ames, moving up to the presidency, from the vice-presidency; Wendell Ritchie of Marathon was elected the new vice-president; and Howard B. Johnson of Story City, was re-elected secretary-treasurer. In the post of directors: Jeff Staton of Lake City was elected to fill Wendell Ritchie's vacancy, and newly elected directors for three year terms were Hugh McGuire of Holstein, Ted Holland of Ottumwa, and Lyle Erickson of Cresco.

The honored guest speakers for the afternoon were Mr. C. L. Housh and Mr. L. W. McCormick, officials from the district OPS office at Des Moines. A lengthy discussion was held pertaining to the various regulations set up by the OPS concerning the selling of farm machinery at auction.

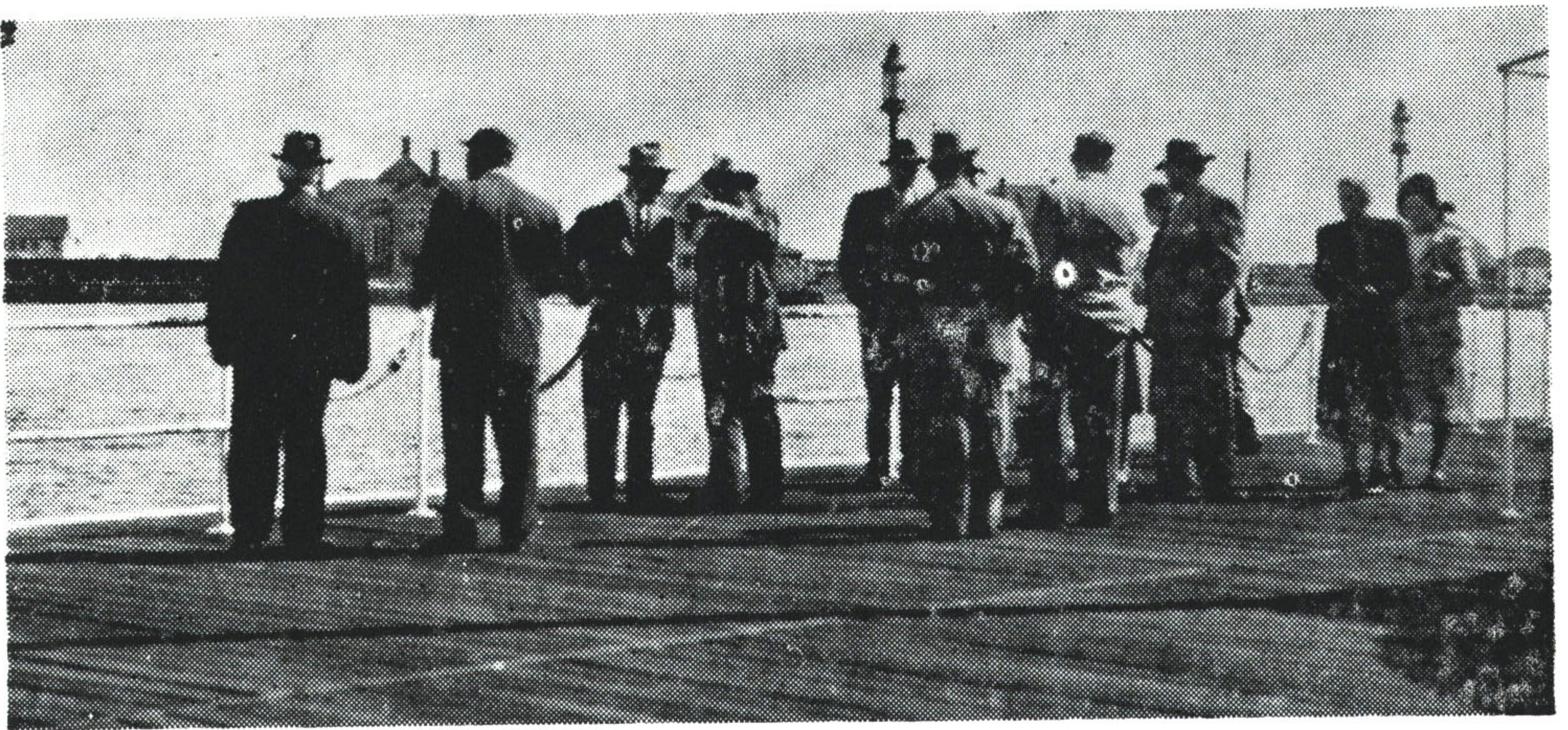
S. E. Johnston of New Hampton was elected an honorary member to take his place with William Ritchie of Marathon and Paul Bockelman of Sioux City, as honorary members in the Iowa Society of Auctioneers.

Antique Auction Held At Crawfordsville, Indiana Armory



This picture taken one day of a sale held on November 13, 14, 15 and 16 at the Crawfordsville Armory in Crawfordsville, Indiana, shows five auctioneers handling an antique auction. The auction went on for four days and three nights. Five auctioneers worked in the sale, alternating three at a time. The auctioneer standing is Laird Glover; the one at the table is Barnum Dazey; the one on the stool is Albert Henthorn, and the two standing together are Boots and Hardaway. The sale consisted of 2,200 items of china and glassware and 200 pieces of furniture, being a collection of a lifetime of authentic antiques. A business operated by Umphrey Furniture Studio, parties now deceased. There were 200 people who registered, living out of town, and coming from several other states. The sale amounted to over \$17,000.00 for the four days and three nights. A few weeks prior to this sale there was a two-day sale held under tent at the home and studio of the deceased parties, which amounted to over \$3,500.

Auctioneer Members View Atlantic From Boardwalk



Some in this group are viewing the Atlantic Ocean for the first time and all are looking forward to telling their friends of a pleasant and profitable trip which they would not have had if it wasn't for the National Auctioneers Association.

AWARDED 50 YEAR CARD —

Col. J. B. Robinson, Sioux City, Iowa, was recently awarded a fifty-year gold card, with a lifetime membership in the B. M. & P. International Union of America. Col. Robinson will be 70 years of age on his next birthday. He has conducted 7,580 auction sales, having graduated from the Missouri Auction School in 1918. He is still going strong and says his diet now consists of brand. The doctor says in a few more years, he will be old enough to eat hay. Col. Robinson just sent in an application for membership for a fellow auctioneer. He may be 70 years old, but he already has gotten one of his "two for fifty-two".

X Many specialized services are rendered in the Auctioneering Profession. In this business you are on your own and you must render good service to gain the confidence of the public. Recognizing the value is fundamental. Above all never neglect small details that might be of help in the success of yourself and of your sales and handle every item you sell as if it were your own.

Get TWO in '52

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Ethics And Principals Of The N.A.A."**

The only straight road to success in the auctioneering profession is merit. The auctioneer who is successful is the auctioneer who is useful. Capacity never lacks opportunity. It cannot remain undiscovered, because it is sought by too many anxious for his services.

Where words and deeds clash there is no question as to the most potent. Words are heard, deeds are followed. "GET TWO IN '52."



Get TWO in '52

A BEAUTIFUL GOLD FILLED

LAPEL PIN YOU WILL BE

PROUD TO WEAR.

THE OFFICIAL N.A.A. INSIGNIA

PRICE \$2.50

RUSSELL M. DAVIS

ST. PETER, MINN.

Timely Auctioneer Tips...

X The only way for auctioneers to make dreams come true is to stop dreaming. The auctioneer who wakes up and finds himself busy hasn't been asleep.

X An auctioneer is as big as the things that annoy him.

X The hard work of others often explains the success of other auctioneers.

X If you do half as much as you plan to do, that's more than is usually done by the average auctioneer.

X Auctioneers who try to do something and fail are infinitely better than those who try to do nothing and succeed.

X The less an auctioneer speaks of his success the more other auctioneers think of it.

X The darkest hour in any auctioneer's life is when he sits down to plan how to get money without earning it.

X An auctioneer who does not learn something on every sale is not wiser today than he was yesterday.

X The auctioneer who trusts other auctioneers will make fewer mistakes than the auctioneer who distrusts them.

X An auctioneer from the city took his little girl to visit a friend's farm, where for the first time she saw cows, chickens and pigs. The auctioneer went into the house to talk with his friend and a little later his daughter came racing in, crying; "Daddy, some little pigs have knocked the big pig down and are chewing the buttons off his vest."

Boost your chances for the future. Join the National Auctioneers Association.

If you have never attended a convention of the N. A. A., plan now to attend this year at Minneapolis in July. Then you be the judge.

Quicker way to bring home the bacon. Join and bring others with you into the National Auctioneers Association.

The entire membership of the National Auctioneers Association is **PULLING TOGETHER FOR GREATER STRENGTH AND MUTUAL BENEFIT**. The more we have to pull the more the mutual benefit will be. **"GET TWO IN '52"**.

The Auctioneering Profession is highly competitive and provides new problems and opportunities each day. That is why so many Auctioneers stay with it a lifetime. That is why so many Auctioneers are joining the National Auctioneers Association.

X The ladder of success is full of splinters for all auctioneers, but they will always prick the hardest when you start sliding down.

To attend a convention of the National Auctioneers Association, is to be a continuous visitor.

X Some auctioneers work from the bottom up and have sons who work from the top down.

X An auctioneer who doesn't know today what he found out yesterday, isn't going very far in the auction business.

X It is wonderful for auctioneers to become intoxicated with their work, but never by the indulgence of liquor. The latter may show yourself for what you really are.

CONVENTION PREVUE



"Hurry and Land Him, Colonel, it's six miles back to Minneapolis and Col. Bockelman speaks at 2:30."

CLIPPINGS . . .

by E. T. Nelson

Rastus, What's an Alibi?

"Dat's provin' dat you wuz at prayer meetin' whar you wasn't, in order to show dat you wasn't in de crap game, whar you wuz".

A landlord in a certain town found it no easy matter to collect his rent with unfailing regularity.



E. T. Nelson

arrears".

"Go on, now, and be satisfied", was the reply. "You wouldn't have that if my old man hadn't sold the back door".

You look hollow-eyed and thin", said the air hose to the inner tube, "what seems to be your trouble?"

"Income Tacks", wearily replied the tube.

Credit this one to Col. E. Walters of Skedee, Oklahoma. He had announced that no bid for less than \$1,000 would be accepted, and offered the first tract of land for sale. "Five hundred", said someone in the audience. Col. Walters was indignant. "I have just announced that we will not accept any bids like that", he lectured. "You don't have any idea you could buy a lease for anything like . . ."

The bidder interrupted, "Let me explain. My offer was for \$500,000.00." And for once in this life, an auctioneer had nothing to say.

Credit these to Col. John C. Donner of Nebraska.

An auctioneer should have a polished, sharp wit.

Should be as good a judge of human nature as he is of the merchandise he sells.

Should get a price for what is given him to sell as near as possible to its real value so as to satisfy the man who engaged him, yet at the same time have the buyer feel that he secured a bargain.

Should take an interest in all current affairs and be able to talk fluently and intelligently upon other matters.

Should shun the use of alcohol, tobacco and drugs in order that his mind and body may always be in perfect condition.

Spread about himself a ray of sunshine and friendliness that will be reflected in the faces and actions of his listeners.

H. H. Logan of Kentucky once said, "In hunting for auction business, wear out soles of your shoes, instead of the seat of your pants". So before the Ides of March set in, I better get out of my seat and go look for another auction sale or see another prospect for our auction class come April 7.

Col. E. T. Nelson

THIS CUT



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AND STATIONERY THE
PROFESSIONAL TOUCH
IT DESERVES

ORDER IT TODAY

PRICE \$2.00

RUSSELL M. DAVIS

ST. PETER, MINN.

Auction License Bill Protested, Rejected By 5 - 2 Vote

January 22, 1952

Jacksonville, Florida

Protests of business people against proposed change in the law affecting auction licenses were made before city council committees yesterday and scheduled to be renewed at tonight's council session.

Laws and rules committee referred to council as a whole the bill, which would provide for issuance of a \$15 license for sale of household effects, on premises, of a person who had lived at the address for six months or longer. Otherwise, the fee is \$2,000.

L. M. Pedersen, auctioneer, and Byron King, attorney for auctioneers, argued that the bill will merely make things easier for persons needing to sell their stuff.

Spokesmen for jewelers, furniture stores and antique dealers, out of about 20 present yesterday, said the \$15 license could be used for commercial operations.

They said as much as three carloads of goods, presented as family heirlooms, could be moved into a residence near the central business area, held for six months, and then auctioned off.

Disclaiming any intention of hampering the genuine householder, they said sales for such people could be conducted by experts, without the auction feature.

January 23, 1952

Jacksonville, Florida

After comparison had been made with a situation involving gypsies, the city council last night rejected, five to two, a bill which would have loosened an ordinance setting the license fee for auctioneers at \$2,000.

Councilman Louis H. Ritter recalled that gypsy fortune-telling places became numerous, with a near-riot eventually developing, after the law requiring license of \$1,000 for fortune-telling was loosened for quarterly payments of \$250. This later was repealed.

A large delegation of business people was on hand to oppose provision that auctioneers licenses might be issued for \$15 in the case of a resident of six months standing, wishing to sell furniture and household effects from his home.

They said this would open the door to disguised commercial sales.

Spokesmen for and against the bill were allotted time to repeat arguments heard a day earlier at a committee session.

Councilman Mills Smith, who introduced the bill, was joined in its support only by Joseph G. Kennelly Jr.

Do You Know?

Of a tract of land suitable for a sub-division or a bunch of lots, already platted or some suitable land or farm that is located on a good road, close to your town or city, which should be cut up into small tracts and sold at AUCTION. If so, write us about it and **WE WILL CO-OPERATE WITH YOU** by buying for cash or conducting an auction of same for the owner.

This type of auction requires a special kind of promoting, advertising, and technique, and having conducted over 300 of these sales all over the U. S., we are recognized specialists in this field, and we know that now is the time to arrange for such sales. Please let us hear from you.

Bockelman Sales Co.

REAL ESTATE and SUBDIVISION SPECIALISTS

1224 4th Street, Sioux City, Iowa

"Along the Way"

With Walter Carlson

A rest for a couple of issues from the EXCHANGE OF IDEAS and comments about ADVERTISING brings us back to where we left off. There should be no question in the mind of every auctioneer that it is wise to ADVERTISE ALL THE TIME. Business may not be as brisk at some times as we would like to have it, but CONTINUOUS ADVERTISING works for you all the time that you KEEP YOUR NAME BEFORE THE PUBLIC. When your faith and hopes sink to a level so low that you reach up to touch bottom, a sale may come from some absolutely unexpected source, only because SOMEBODY SOMEWHERE, SOMETIME, SAW YOUR AD! . . . "PEOPLE PREFER PEOPLE THEY KNOW!"

Your book for auction dates can be filled clear up to the eyebrows with sales on the list, but very, very few auctioneers ever had so many auctions lined up that they couldn't be handled within the immediate few weeks or months of the future that came along. When the sales are finished, the book must be refilled. When that time comes, more than one fellow that couldn't stand prosperity has had to move over and make room for new faces. A HAUGHTY SPIRIT OFTEN PRECEDES A FALL. Regardless of whether you are up or down, this little squib will help you in business or give you a lift:



Walter Carlson

X "KEEP YOUR HEAD WHEN YOU WIN!
KEEP YOUR HEART WHEN YOU
LOSE!"

X THIS, TOO, SHALL PASS AWAY!

A mighty monarch in the days of old
Made offer of high honor, wealth and
gold
To one who should produce in form concise
A motto for his guidance, terse, yet
wise - -
A precept soothing in his hours forlorn,
Yet one that in his prosperous days
would warn.
Many the maxims sent the king, men say

The one he chose: "THIS, TOO, SHALL
PASS AWAY!"

Oh, jewel sentence from the mind of truth,
What riches it contains for age or youth!
No stately epic, measured and sublime,
So comforts or so counsels, for all time,
As these few words. So write them on
your heart

And make them of your daily life a
part.

Has some misfortune fallen to your lot?
THIS, TOO, SHALL PASS AWAY; absorb the thought

And wait; your waiting will not be in vain.
Time gilds with gold the iron links of
pain.

The dark today leads into light tomorrow;
There is no endless joy, no endless sorrow.

Shall pass away: Fame, glory, peace and
power - -

They are but little bubbles of the hour,
Flung by the ruthless years down in the
dust.

Take warning and be worthy of God's
trust.

Use well your prowess while it lasts;
leave bloom,

Not blight, to mark your footprints to
the tomb.

The truest greatness lies in being kind,
The truest wisdom is a happy mind.

He who desponds, his maker's judgment
mocks!

The gloomy Christian is a paradox.

Only the sunny soul respects its God.

Since life is short, we need to make it
broad;

Since life is brief, we need to make it
bright.

Then keep the old king's motto well in
sight

And let its meaning permeate each day
Whatever comes, "THIS, TOO, SHALL
PASS AWAY!"

The Last Issue

If your membership in the National
Auctioneer Association has expired.

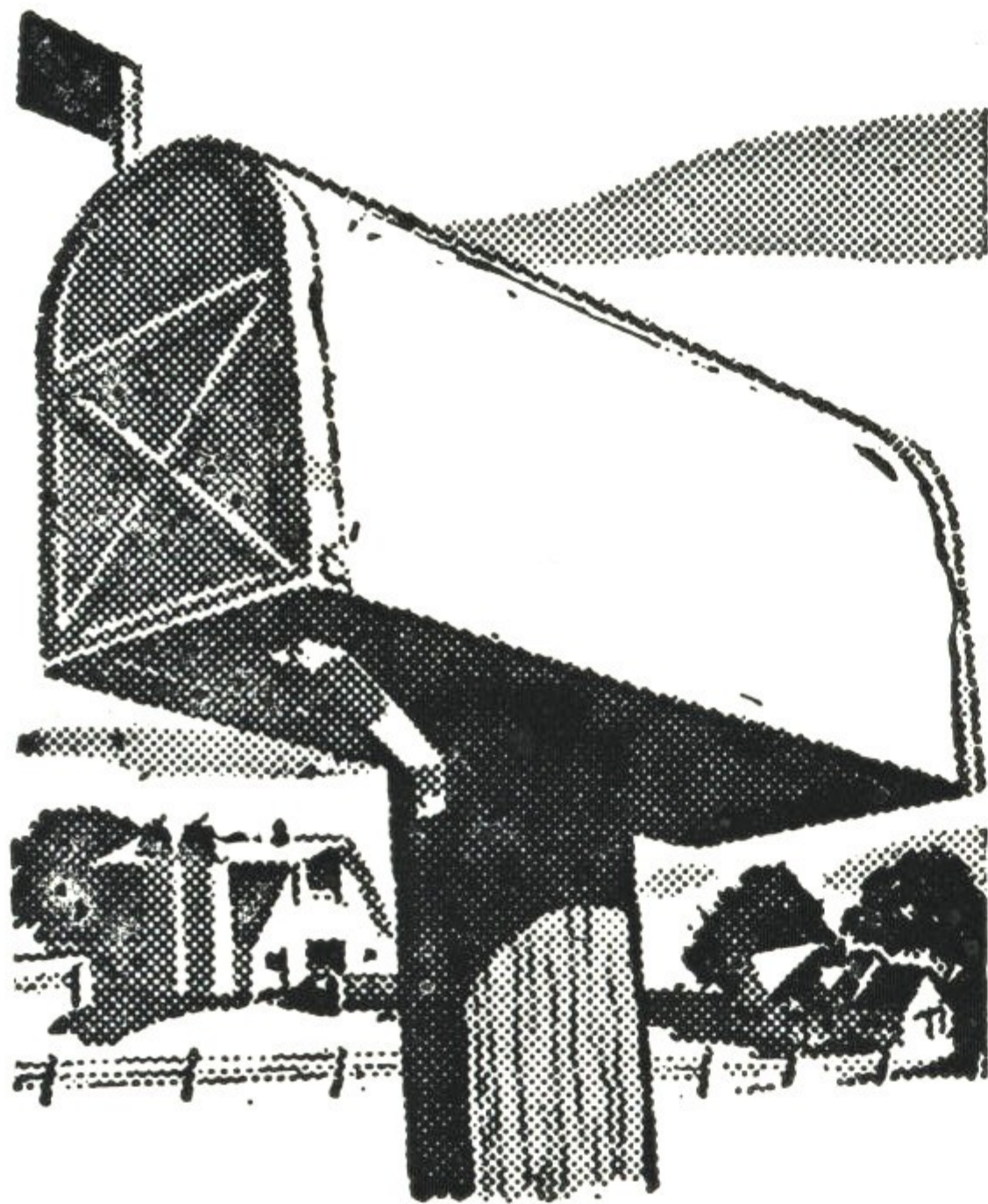
or

If your subscription to The Auctioneer has expired.

This will be the last copy you will
receive.

**ACT NOW AND CONTINUE TO
RECEIVE THE AUCTIONEER
EACH MONTH.**

FROM THE MAILBOX . . .



February 8, 1952

Col. Russell Davis, Secy.
Nat'l. Auctioneers Ass'n.
St. Peter, Minnesota

Dear Col. Davis:

In accordance with the suggestion from Coat's Notes, January Edition of "The Auctioneer", I have placed my National Auctioneers Association dues at the top of my list of bills payable, and enclose dues for the following year.

I am grateful indeed to be a member of this fine organization, and would be only too happy to have you call on me at any time, for any assistance I might be able to give you or the association, in any way.

Auctioneeringly yours,
Fred W. Smiley,
Auctioneer.

Fort Wayne, Ind.
January 29, 1952

John W. Rhodes
LeGrand, Iowa

Dear Brother Auctioneer:

So far haven't written to you, but wish to say I look forward to and really get some good sales pointers from the National Auctioneer; I call it the Auctioneers Bible.

I have never done anything in my life I enjoy as I do auctioneering and I have

done plenty. I am a tailor, dry cleaner, salesman and minister.

I have a boy eleven years old, who is very good at it. He helped me cry a sale for the Salvation Army and we netted them nearly five times as much as they expected. Captain Walker was really thrilled and planning a much larger sale next fall and of course he has already engaged us for the sale.

I have a couple of pieces I am sending in. One I clipped from the "Post", the other from the "Salvation Army Paper". The tongue twister we use to limber up on.

Hoping you and all our buddies a Happy New Year, I am,

Col. C. A. Wive
4932 S. Lafayette St.
Fort Wayne, Ind.

February 1, 1952

Col. Russell M. Davis, Secretary,
National Auctioneers Association,
National Headquarters,
502 N. Minn. Ave.,
St. Peter, Minnesota.

Dear Col. Davis:

Knowing of your splendid work in behalf of the National Auctioneers Association in your capacity as secretary, doing your work with a spirit of earnest fidelity to duty, an unanswering desire to do the necessary thing, and to do it with animation, kindness, courtesy and good cheer, has given me great encouragement and I trust inspiration to the entire membership.

Having experienced the task you are about to undertake in the planning and preparation of a national convention, I am cognizant of the many problems and details with which you will be confronted from time to time, but knowing of the splendid group of men cooperating with you the task will be made far less difficult. However, I shall deem it a pleasure to lend you every assistance and assure you of my fullest cooperation at all times.

In keeping with the organization's slogan "GET TWO IN '52" it gives me much gratification to transmit to you herewith two applications for membership together with their checks each in the amount of \$10.00, made payable to the National Auctioneers Association.

With very best personal regards to you and the Minnesota boys, this missive closes with,
See you in Minneapolis.

B. G. Coats

Booster's Page

\$5.00 WILL KEEP YOUR NAME AND ADDRESS ON THIS LIST A WHOLE YEAR

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Col. W. C. Heise 915 Park Ave.	Oconto, Wisconsin
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Col. Leon E. Joy	Ames, Iowa
Col. Slim Kautzky	Glidden, Iowa
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Col. Bruce Parkinson Route 2	Kankakee, Illinois

Booster's Page

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Col. Hubert S. Post	395 Duncan Ave.	Washington, Penna.
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Col. J. B. Robinson	1623 West 15th St.	Sioux City, Iowa
Col. James Webb		Grand Island, Nebraska
Col. Guy L. Pettit	104 North East St.	Bloomfield, Iowa
Col. C. H. Riley		Valentine, Nebraska
Col. E. W. Sparks	511 Pearl St.	Sioux City, Iowa
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Col. Laird N. Glover	Route 5	Crawfordsville, Indiana
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The Final Bid



An auctioneer was giving a policeman the report of an accident with his automobile. When the policeman asked him the disposition of the passengers in the other car he replied, "Mad as hell".

What auctioneer doesn't need an increase in his commissions to help him pay his share of the increased pay of everybody else.

Old lady — "Mercy me, doesn't that little boy swear terribly?"

Auctioneer — "He sure does lady. He don't know half the words I do, and besides he don't put any feeling into 'em".

Auctioneer's wife — "Normally I wouldn't dream of opening a letter addressed to you, but this one was marked private".

It's smart to keep quiet about it if you're a successful auctioneer, unless you did a mighty good job of it.

Bystander — "What did the man say when the steamroller ran down his cat"?

Another Bystander — "He didn't say a word, but he sure had a long puss".

"You can't marry her without permission", said Father Smith.

"Why not"? asked the swooning swain.

"Because she's a minor".

The young man looked stumped for a moment, then asked: "You mean I gotta ask John L. Lewis"?

Doctor — "I don't like to mention it, but that check you gave me has come back".

Patient — "That's funny. So has my lumbago".

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