

the **AUCTIONEER**



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Auctioneer or Peddler

By COL. B. G. COATS

The 20,000 auctioneers in the United States are faced with a tremendous responsibility. They are charged with the responsibility of developing and improving their profession to a point that will contribute to the progress of their profession as well as themselves. With these auctioneers rests the task of furnishing a major part of such leadership. From these auctioneers must come a program for continued improvement. Our National Auctioneers Association set the pattern for such accomplishments and have made great gains. Great care must be taken that we do not fall into the easy method of taking the lines of least resistance, by letting the other fellow do all the work. We all must continually strive to be better auctioneers, to build a stronger and better Association and be less selfish in the operations of our own business.

Many of you will recall the writings that have appeared in "The Auctioneer" during the past three years. Those of Col. Pop Hess, Col. Guy L. Pettit, Col. Art Thompson, Col. John W. Rhodes, Col. Walter Carlson, Col. R. C. Foland, Col. Ernest T. Nelson and others. All of their articles and stories have made definite contributions to the N. A. A., and the auctioneer profession. The other day I was reviewing some of the old numbers of the publication and came across the following quotation, which I thought to be an inspiration to every auctioneer. **"At the outset, every man who enters the auctioneer profession should ponder well the real meaning of the word auctioneer, and endeavor to equip himself thoroughly for the intelligent task of which he proposes to work at. Is he to make an honest effort to emulate the example of so many wonderful auctioneers, or is he to drift aimlessly upon the tide of some passing fashion, content to be a peddler rather than an auctioneer?"** Please read that quotation again.

Men who are in the auction business

today, and out of it tomorrow; men who do not maintain close contact with and who have no interest in their fellow auctioneers; men who call themselves auctioneers only so long as the pathway is strewn with flowers, are not the auctioneers who have been makers, builders and savers of the auctioneer profession.

Now it is a very easy thing to follow fashion, but a confessedly difficult thing to do what so many fine auctioneers have done and produce in the interest of their profession, their Association and future generations of Auctioneers. The world of human endeavor presents no nobler field of action, no realm of thought demanding a higher order of ability than that of the auctioneer profession. If we could but impress this thought indelibly upon the minds of those who engage in this most fascinating pursuit, there would be more and better auctioneers and fewer wrecks along the paths of auctioneering. Failure to grasp the fundamental idea that auctioneering entails duties and responsibilities which no man can conscientiously ignore, lies at the bottom of failures innumerable.

Today, as in the past, the auctioneers continue to carry on despite occasional discouragements and setbacks. They continue to recognize the duties and responsibilities that face them as Auctioneers and as members of the National Auctioneers Association. They look toward the future with optimism. Through the clouds and dark spots they can still see the sun shining, and look forward to even brighter days ahead. They stand up to their responsibilities, and are dedicated to their chosen task to improve their profession and to unite all the Auctioneers through organization, whereby the interest of every man can be the concern of all.

Who are you and I, that we should be peddlers? Are we or do we think we are Auctioneers? If the answer is yes, then you will go forward this minute and do what you can to help your profession and

your Association. You will invite Auctioneers to become members of the National Auctioneers Association. You will put forth greater effort to build a larger and better Association, as by so doing you are building a better profession. Look to the future, perish the thought of selfishness from your vocabulary. In helping others you are helping yourself. Now before you read any further in this issue of "The Auctioneer" won't you please read again the quotation, and then contribute something for your profession, new members are always welcome, but if you can't obtain a new member, contribute an article to "The Auctioneer."

Your Editor, Col. Bernard Hart, Frankfort, Indiana, appreciates every item that reaches him. Just do something, **be an Auctioneer and not a Peddler.**

New Hampshire Forms State Organization

The New Hampshire Auctioneers Association came into being the night of December 6, 1954, at a meeting held in Concord, the State Capitol and centrally located city. About one third of the auctioneers in the State are now charter members and before long it is hoped that all active Colonels will become members.

Colonel George Michael of Rochester has been elected the first President of the organization. Richard Withington of Hillsboro is Vice-President; Secretary is Kenneth Bean of Windham and elected treasurer is C. O. Michaud of Plymouth. Directors are George Thompson of Laconia, George Clement, Landaff, and Edward J. Burbank of Farmington.

A legislative committee headed by Colonel Withington includes Colonel Clement and Harold Buckman of Ashland and its duties are to keep a check on any legislation that might be introduced in the state legislature that might affect the status of New Hampshire auc-

tioneers. Colonel Burbank heads a committee which is drawing up a code of ethics by which all members will govern themselves in their relations with the public and fellow auctioneers. Assisting him are Colonels Thompson and Merle Straw of Seabrook.

Four regular meetings are scheduled for each year and the next one will be Monday, April 4th at the New Hampshire Highway Motel in Concord, for dinner and business.

The Association has pledged itself in its bylaws to work for "the promotion and elevation of the Auctioneering profession—to enable ourselves to be of greater service to the public."

Rasmussen Misses His First Sale

Col. Henry Rasmussen, St. Paul, Nebr., Treasurer of the NAA, missed his first sale in 29 years on account of illness, early in February. In the news item below, taken from the St. Paul (Neb.) Phonograph, it describes Hank's illness as being a nerve condition. We hope it was not caused by worry over the NAA finances and we know every Auctioneer in the country is pulling for our faithful Treasurer.

The following is from the St. Paul, Nebr., newspaper:

HENRY RASMUSSEN MISSES 1st SALE IN 29 YEARS OF AUCTIONEERING

First sale he has missed in 29 years.

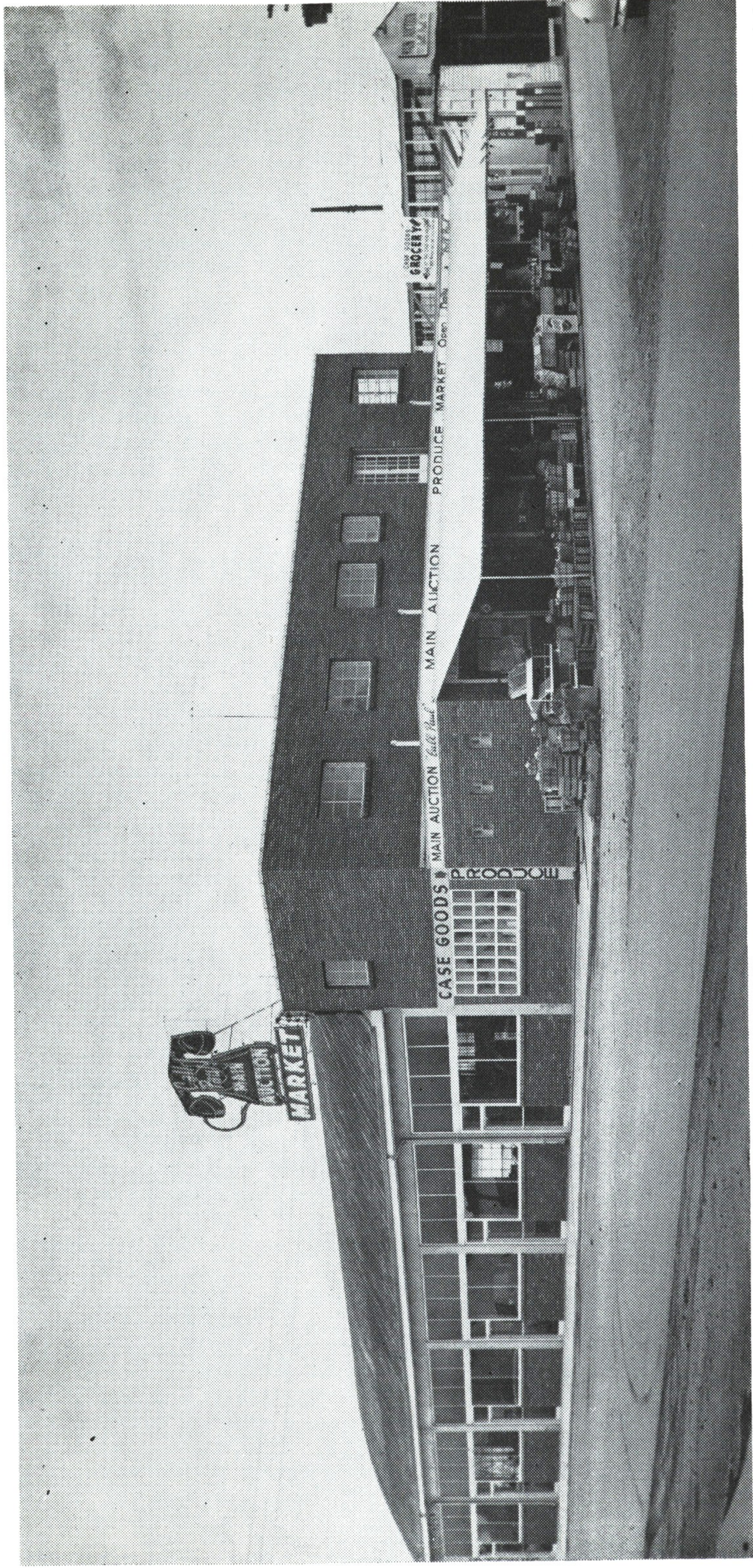
Illness caused Henry Rasmussen, well-known auctioneer, to miss a sale Saturday he was scheduled to cry near Wood River.

It was the first sale Henry has missed since 1926, when he first began auctioneering. Henry doesn't know how many sales he has served as auctioneer in the past 29 years, but he guesses somewhere around 3,500.

His illness Saturday was a nerve condition.

Expect the unexpected and so far as possible be prepared for it.

Col. Owens' "Auction Yard"



The above photograph shows "The Auction Yard" owned and operated by Col. Paul L. Owens, Boise, Idaho, and described in the article commencing on page 5.

The Auction Yard

By COL. PAUL L. OWENS

I am using the term Auction Yard in reference to a little different operation than most auctioneers use. As auctions operate in our town (Boise, Idaho) there is enough furniture and miscellaneous merchandise to operate an auction without livestock.

When the author came to Boise in 1937 we were told that an auction couldn't be made to GO. Having lost even the shoe string and burning with a desire to be an auctioneer at whatever cost, we proceeded, my patient and persevering wife and myself, to prove Boise would support an auction. Boise is a growing community, a distribution center lying between the mountains with natural resources and water storage and a rich agricultural community. We adopted it as our arena of operation.

Many of our first auctions netted us less than a ten dollar bill with which to buy necessities. However, we had set ourselves toward the development of an auction sale and the building of a place for ourselves in the community. Our main asset being pure guts and determination, we stuck, learned and prospered. At the same time we have given the community something that was very much needed.

We have three boys now in college who grew up with the business and if we wound up with nothing more than the business experience these boys have gotten from helping us develop our business we would be amply paid. There is not an auctioneer among the lot as yet but if the business were suddenly left for them to run, any one of them could operate it or bring it to a graceful conclusion.

The accompanying photograph will give a depth to what I am writing. The point I wish to make deals with our service to the community. It is in this respect that I feel least adequate for the job we have undertaken.

We buy furniture from the folks of the community, or sell for them on a

consignment basis (20%). The more money we are able to get for this merchandise the better a return we are able to make to our customers. It has always been our policy to pay as much for merchandise as we possibly could; putting the selling job as a challenge. Many times our competitors have complained that we were too liberal.

To do a consistently better job of selling, we have advertised consistently with whatever medium possible, being especially alert to make this advertising timely, to find buyers even to develop a demand outside our community. Radio has broadened our buying base into three states and brought us merchandise to sell from as far as three hundred miles. Lately we have begun the use of Television and are very much encouraged as to future results.

Credit buying is how most folks come into possession of this merchandise, then when they need to salvage value back from the same goods they are forced into a cash market. The very nature of used merchandise makes it hazardous to carry on credit, especially with the small margin a dealer can be allowed to take for his services. We have been toying with the idea of developing a credit system for this good auction merchandise. If there are auction operators who have worked it out I would appreciate hearing from them.

We have been able to take advantage of some other devices and are developing them farther; one being ways to swell the crowds so there will be more buyers. Mere advertising alone will not produce a crowd when the merchandise is mediocre and a community sale hits weeks with that kind of merchandise.

The first device we developed was to provide good food to encourage folks to stay. Our restaurant, while no model in stainless steel, does provide good food at reasonable prices, from turkey dinners to chili soup.

IN UNITY THERE IS STRENGTH

Our used furniture department, while held remote a bit from the auction, aids in two ways to hold prices at a higher level. We buy with the idea in mind of high grading to the advantage of the used department. This makes it possible for us to pay better prices for certain merchandise and at the same time affords an outlet for items which we purchase on the auction to provide a market for same.

Our volume runs well over two thousand dollars a sale with volume climbing and of this amount there is almost no merchandise bid back by the owners. We spend considerable time through the week screening items folks wish to sell. When we don't think we can get the prices folks demand we turn down the merchandise. We charge 10% commission when we do have a bid back but make every effort to provide either a market through our own buying or prevent the offering from going under the hammer. While we lose the chance to sell a lot of merchandise that way, it pays off in the confidence of our buyers. It is generally understood both by buyers and those selling that I will buy an item or boost the price when items are going too ridiculously low. We very seldom hear of resentments from this practice any more. The public generally realizes that it is necessary in order to maintain a market.

Another device that helps to bring us people is the rummage sale. As many as three groups of folks come on sale day, we limit it to that many, selling clothing and what have you. We rent stall space to these as well as other merchandising ventures. These Rummages are conducted by church, lodge and other community groups to raise funds for their projects. Much of the returns finds its way into Polio and other community projects. At the same time these groups bring new people to our auctions each week. Folks that would not go to an auction otherwise become good customers and boosters for our services.

From the first years of our operation produce dealers, traders and farmers have attended the auctions with truck loads or small offerings of whatever

they had to sell. This source of people and services to our community is less effective than in the past but should be developed wherever possible. Our fall off is directly due to improved facilities. It is interesting to notice that these folks demand better facilities, shade, protection from wind, floors and other items, then do not wish to pay the extra cost necessary to support these improvements. We are working on a plan to woo them again with the type of service under which they thrive. A FREE selling lot with almost no improvements and, to us, no expense. These folks not only are buyers themselves on the auctions, they attract a very large following.

Saturday being our auction day the public has come to regard it as market day.

In order to develop more of a shopping center in connection with the sales and to stabilize the week round business (we hold auctions Saturdays only), we are just completing a new building as shown in the accompanying picture. This business was originally intended as a city type market with stalls for all kinds of business. The development of shopping centers has put such businesses onto such an elaborate scale that it is bidding fair to eliminate the old time market. Because of this trend we have been forced to go into merchandising ourselves to promote the utility of this building. It looks like a toss up sometimes whether the new departments are going to help the Auctions most or the Auctions the new departments.

At present we have shoe store, grocery store, permanent produce dealer, appliance department and general liquidation department in this new building. The addition of furniture (new) and other related businesses should increase our ability to draw and hold crowds.

In summing up; Our service to the community, our hope to do better in the future, and our ability to return a profit to those who have financed us have kept us pretty close to the grind stone.

We do feel that our place in the community is justified. In a smaller community the auction day crowds would be greatly desirable.

The service of turning used items into cash, exchanging them for other more usable items and the buyers advantage in a place where they can find the things they need is very helpful to any community and it is satisfying to know we have continually striven to better these services to our patrons.

If I were advising a young or beginning auctioneer whether to go into the community auction business, I would first warn him. He needs a good wife, an ability to work long hours, patience with folks, a sense of humor and some little ability as an auctioneer. If you have the first requisites you can acquire the last.

Take every advantage possible to make yourself accepted by the community. Lend your time and facilities toward the work that strengthens your community. Join the community organizations that will give you these opportunities. Join only those in which you can make a contribution.

A successful Community Auction is not a fly by night, build slow if you must, but build to stay and serve.

After nearly twenty years in the auction business, in which I have sold NO purebred livestock auctions (the business for which I originally had in mind) only a few farm sales and as yet a few real estate sales, I am still proud to be an auctioneer. My family is proud we have served the community in this field, and the community looks to us with perhaps more respect than we deserve. We are truly thankful that we chose the Community Auction Yard.

LOOK WHO'S TALKING

The Senator had just been made an honorary member of the Indian tribe. Suddenly one of the braves spoke: "My people want freedom from controls. When, Senator, will U. S. government let us manage reservation?"

"My friend," the Senator beamed condescendingly, "that will come as soon as your tribe shows that it has reached economic maturity."

"Ugh," mused the Indian, "what standard you use? Same as for government in debt 270 billion dollars?"

POPULARITY

By COL. WALTER CARLSON

"PEOPLE PREFER PEOPLE THEY KNOW," all the way down the line. When the folks in Watonwan County, Minnesota, want an auctioneer, Col. Godfrey J. Johnson, St. James, is the fellow whose name gets the coveted corner on the bill. When the board of administration at his church needs a man, they look the same way. When the city government officials at St. James gather round the council table, Johnson has been one of the group for years. To keep himself busy the rest of the time, Col. Johnson has now made himself a partner in the dealership for one of the popular brands of automobiles, a business for which he is qualified by his years of selling experience.

We have a quantity of perforated No. 5 Manila Tags with 12" strings attached, numerically numbered from 1 to 200, five sets to each thousand, one thousand to each box, six thousand to a case.

These tags can be used for tagging Furniture, Produce, Poultry, Eggs, or any number of ways for Auction Sales, and we are offering them at a fraction of their cost—only \$12.00 per case, F. O. B. Akron, Ohio.

Please send check or money order with your order. Case lots only.

THE CLEARING HOUSE AUCTION

3084 Massillon Road
Akron 12, Ohio

Do We Want Licenses?

By BERNARD HART

Do we as Auctioneers want to be licensed? This is a question facing us today and certainly one that deserves the most careful thought. Yes, I agree that many of us have already been required to be licensed, many for sometime. We have had city ordinances to that effect, and while most of them are probably unconstitutional, they have remained.

In the January issue of "The Auctioneer" we published in full a proposed Auctioneers License Law in the State of Pennsylvania. Since that time we have been advised that similar laws are before the legislators in the States of Minnesota and New Hampshire. We do not have copies of these latter two proposals as yet but have requested them.

Before going any farther I want to personally and publicly commend the members of the New Hampshire Auctioneers Association in opposing the law proposed in their State.

We who live in States that have no license laws nor none in progress may say that it does not concern us as to what happens in Pennsylvania, Minnesota or New Hampshire. This is far from being the case because if other states get these laws passed they will

be tried in our own states. The time to voice our opinion is NOW—regardless as to whether we are affected directly or indirectly.

I have yet to see an Auctioneers License Law that would help the Auctioneer and his profession. Consequently, I am against all legislation along these lines. Too many of these laws are sponsored by jealous auctioneers and local retail merchants, both of which are not going to help our profession. We hear talk of better service to our clients whenever we see or hear of these proposed laws. We want our clients to receive better service but this will not come through law making.

I believe that if a seller in New Hampshire wants to hire an Auctioneer from Florida that he should be free to do so; if an Auctioneer from Texas is good enough to book a sale in Minnesota, he should be allowed to conduct the sale free from red tape and silly regulations; and if anyone in Pennsylvania should desire my services, I would like to work for that client.

What are your opinions?

OUR COVER

Col. J. Meredith Darbyshire (right), retiring President of the Ohio Auctioneers Association, presents the gavel to newly elected President, Col. Owen Hall. This took place at the Annual Meeting of the Ohio group in January. A complete story appears on page 2 of the February issue of "The Auctioneer", and a picture of all the newly elected officials appears elsewhere in this issue.

"THINK ON THESE THINGS"

Modesty is the art of encouraging people to find out for themselves what an important guy you are.

A proverb is a short sentence based on long experience.

Anger is a wind which blows out the lamp of the mind.

People may forget how fast you did a job, but they will remember how well you did it.

Wisdom is knowing when to speak your mind and when to mind your speech.

Patience is the ability to idle your motor when you feel like stripping your gears.

Successful Auction Of Landmark Furnishings

EAST ORANGE, N. J.—Furnishings of the plush Deal Conservatoire, one of the New Jersey coast's best known landmarks, brought about \$4,000 in a public sale here recently.

The great collection of time-honored furniture, much of it imported, linens, china, and other items were disposed of in 700 lots. Aaltens Orange Auction Galleries conducted the sale.

The sellers had acquired the furnishings from Mrs. Lascoff, 300 Deal Lake Drive, Asbury Park, guardian for her mother, Mrs. Dorothy Unterman, who owns the 51-year-old Conservatoire.

Dresser Brings \$160

A huge gold-leaf bed which Mrs. Lascoff says is "king-sized and fit for a queen," sold for \$150. Only item to bring a higher price was a gold dresser, \$160.

A baby grand piano was knocked down for \$150, but one upright piano went for \$1 and another, for \$2.

About 150 dealers from New York and Philadelphia dominated the audience at the sale, Auctioneer Nathan Holover reported. He estimated the galleries made a small profit on the sale.

The bed, Mrs. Lascoff said, was once property of a French queen which one she doesn't know. It is a real museum piece, she says, more suitable now for a stage show than anything else.

Mrs. Lascoff said yesterday that there has been some discussion in recent months about sale of the building itself, but that "there is nothing concrete at the present time."

Prefers Building Retained

She said the site is suitable for four building lots, even with the close building restrictions in Deal. However, she would prefer to see the building purchased by a group or individual to be retained as a theater, a school, medical arts office building, or some similar use.

The Conservatoire has been home to such famed persons as Florenz Ziegfeld, Mary Pickford, Otis Skinner, Guy Post Bates, and Alice Brady. Mrs. Unterman acquired it in 1931 and converted it to a

350-seat theater with complete art and music room facilities.

She used it as a conservatoire for several years and later rented it as a theater where first run stage shows were produced. A summer group used it after World War II, but it has been closed since 1949. The theater remains fully equipped with seats and lighting.

Mrs. Doyle Cotton Finds Art Treasure

Just like some cattle breeders luck in that bull or that female, Mrs. Doyle Cotton, wife of the owner of Orchard Hill Farms, Enid, Okla., bought a painting for a nominal sum and it later turned out to be, as one art expert put it, "priceless."

It happened a couple of years ago when Mrs. Cotton was in Chicago and got caught on the street in a thunderstorm and took shelter in an auction shop and spent her time browsing around until the rain subsided. A painting of the Madonna and Child caught her eye, and she saw where it could be used to tone down their modernistic home in Santa Barbara, Calif. After a bit of dickering the auctioneer "reluctantly" parted with the painting for a \$250 price, telling Mrs. Cotton that he was being robbed, and, although he didn't realize it at the time, he was making the big understatement of his career.

Recently, Mrs. Cotton took the painting to an artist to be cleaned and it was found that the painting had been done on wood instead of the conventional canvas, and knowing that this was a procedure not used in many years, she then took the art work to Dr. W. R. Valentiner of the Los Angeles County Art Museum for his expert appraisal. Dr. Valentiner found it was painted by an Italian artist, Bacchiacca, in Florence between 1497 and 1557. The expert termed it priceless and hesitated to put an actual value on it but other experts appraised it at around \$25,000.

The wife of the Orchard Hill owner still has the painting in their California home but it is her intention to place it in a museum as a memorial to her late mother.

Many Changes Seen In Past Seventy-five Years

By COL. POP HESS



On my desk this morning is the February issue of this publication, the date is Feb. 4th and the day this column is written for this March issue. Here in Ohio we have plenty of snow and zero weather, and it has been with us for quite a few days. Good healthy weather—and as one could also say it takes a good healthy fellow to stand it, but who would want to live in a Country where we did not have winter-spring-summer and fall. The changing of the seasons each year brings us closer to nature and the working of the world and its many lines of making a living. As I see it, we were all brought into this world to help improve it, make use of the many possible enterprises that are in store, improve on what was handed down to us, and leave it better for the generation that will follow. As you must know the world will still function and go on its way long after we have finished our work here on earth and what we leave behind is just what we made of our way of living.

This month of February, as I write this column, is the month the writer was born and it marks my seventy-fifth year. As I look back through the years there have been many changes—from what we had to work with in the late 19th century and this 20th century to date.

My folks were farm folks on both sides of our family. Our transportation was the horse. Whatever was moved on wheels around the farm was by our horses. When I was ten years old I saw the first traction steam engine to come into use. Telephones at that time were few and far between, few of the business firms in the city had a phone. However, in this I have seen them come into the

farming communities—and today a man without a phone is like a dog without a master.

Also, when just a boy, I enjoyed going into our county seat town and watch the mules pulling the street cars (yes, one of my kid ambitions was to hurry and grow up and be a mule street car driver, sit on a stool with a blacksnake whip and drive them mules pulling a street car that run on a rail track.) I was dismayed and felt bad when I saw the first electrical powered street car come and the mules go.—LATER we saw these electric street cars become good transportation through the country side known as the Traction Lines, and they helped the old horse and buggy days out in travel. Where the steam R. R. could not so well put one at certain locations at various times of day or night.

Then came the auto. How we down on the farms shyed from them things. Of course there had been the bicycle. They were in use when I was born, first the high wheel and little low wheel. You sit up about six feet in the air and peddle your way, they were wonderful things to fall off—especially head first. Later came the low two wheel and many of them we see now about homes, both town and country.

Also came the gasoline engine replacing the steam engine—and the tractor. As we came to know the gas engine—the auto — the tractor — and the truck—we became a changed world in our farming operations. From it all came the combines—corn pickers—etc., and we now have seen the steam traction engine. The electric powered street cars—and Interurban Lines all pass out of the picture and the past few years we have the radio—flying machines—

IN UNITY THERE IS STRENGTH

and television. Now you know that wherever you are you are in close touch with the world in general and can eat breakfast in New York and supper in Los Angeles—and be back home for the next day if need be. A MODERN WORLD, INDEED, and it has been wonderful to have lived to see the change from what we had from 1880 thru to the present year, 1955.

Now from the year of 1901—thru to date, my way of living was the farm—our livestock and auctioneering. My recollection in auctioneers who were in their hay days back seventy years ago, up to fifty years back was good auctioneers, many of them extra good. Their pay was not what the fees are as of now, but a dollar bought much more then—so as we sift it down when we got 1% on a farm sale—and not over \$100 for a Purebred Sale, we were then about on an even board to today's prices.

However, if you were to ask how much more the Auction Field has improved in way of organization, with protection from and to the public, the percentage would run very low, considering all other modern improvements and way of business as it is run today. This situation has not been just anyone's fault. Back in the early years when an auctioneer was in need, some chap had the nerve to take up and name himself Auctioneer and he was on. The fellow who did the best job became the Auctioneer in demand. Later came the Auction Schools, they have helped to take many hills (to climb) out of the picture, but after all, if one thinks he can be called an Auctioneer—he buys the ticket—and gets on the line up. From then on he has three outlets—Make good—Half good—Or starve out and hunt a new line of work.

You know when we look back over the long span of years now involved in this column as I recall and remember, it is far from a disgrace to be listed as an Auctioneer in profession, as it is today or as it was seventy-five years ago—or two hundred years back. There has been bad auctioneers as well as common to good and extra good. The same

is true in all businesses or professions—and the name of Auctioneer is far from being the lowest rung on the great business ladder of all time.

On this day of looking into the future—The Auctioneer and the Auction Business faces the same outlook of all other lines and world affairs—closer United for Better Auctions—Cleaner Auctions—and establish a Standard of Merit—to obtain, to serve the public as an Auctioneer the same as any other profession we have in our modern world of today. **Be loyal to your State and National Auctioneers Associations.** Who knows when the long, easy, quiet way of being an auctioneer and the auction business as we have so long known it can become attracted by other interests who would like to drink some of the Sweet Juice they think you may be hoarding and it could obstruct what has been so well planned and operated and handed down from generation to generation, the Auctioneer and his way of life.

Just as I was closing up this column a letter came to my desk from an Auctioneer of a distant state, asking me many questions, and also listing many of his troubles with competing Auctioneers—and the attitude of the folks of his community towards him as an Auctioneer, etc. Seems some what regusted. My suggestion would be that he read again my column in the January, 1955 issue on the young farmer I once knew who wanted to be an Auctioneer.

Also, some time back, received a letter from another Auctioneer who wanted to know how I spent my time in retirement from a long busy auction field. He understands I am up and going as spry as a man 50 years old. To this letter, while I have retired from active Auction selling, but have kept my contacts by working with the Auctioneers and livestock farmers in promoting their sale publicity by maintaining a farm and livestock program by radio over Radio Station WRFD, Worthington, Ohio (suburb of Columbus) where on each week day morning we have a fifteen minute program talking to some 400,000 farm

folks tuned in throughout Ohio and this keeps me in very close touch with the sales held. The farmers—livestock breeders—and Auctioneers and I am very much at ease and at home. Often I am a guest speaker—to farm and livestock groups and other clubs, etc. Often referred to as an after dinner speaker, in other words that kind of a speaker where they have to throw a big feed in order to get any one to hear him. However, I often get paid. This now has a long list of past engagements and the surprising thing about it all, not once does this list show I ever had a return call—for a repeat performance. It may come that I will be listed as a retired After Dinner Speaker—and increase my Eatable Beef Bill.

A Review of 1954 Guernsey Auctions

As has always been the case, good Guernseys, backed by production testing and showing good type, continue to bring profitable returns at public auction. While it is true that prices, in general, on all dairy breeds, have continued to reflect a downward trend, it is interesting to note that in 1954, 270 head sold for \$1,000 or more and 86 brought from \$2,000 to \$15,000. One of the encouraging features of this analysis is the strengthening demand for good Guernsey bulls. At many of the fall sales this strengthening of the bull market was noticeable, and this is a healthy condition. Twenty-eight of the 86 animals to sell for \$2,000 or more were bulls, and 63 of the animals to sell for \$1,000 or more were bulls. Six of the top 14 Guernseys to bring \$6,000 or more at last year's auction sales were bulls.

Guernseys at public auction in 1954 again reached over the three million dollar mark. The 10,906 Guernseys sold for \$3,158,199, an average of \$289.58 per head in 210 sales. Sales were again broken down into seven classifications and heading the list were the consignment sales with 75, a decrease of nine over the previous year. Included in this class-

ification was the Franchester Sale, top sale of the year, in which 32 head sold for \$78,750, or an average of \$2,460.94 per head.

This was an increase of \$1,086.92 per head over the previous year's sale. Second high sale in this category, and also second high sale of the year, was the 6th McDonald Sale. The 46 head consigned sold for \$95,050, or an average of \$2,066.30. With two more head consigned than in the previous year, the average was only \$13.78 less per head. Third high sale among the consignments was the 29th Guernsey Sale, and the 40 head brought \$57,250, an average of \$1,431.25. This was fourth high sale among all those held during the year. Fourth ranking sale in this class, and sixth among all sales, was the Eastern Guernsey Sale, with 45 head selling for \$40,000, an average of \$888.89. In fifth place in this category and eighth among all sales held during the year was the Green Meadow Sale. The 31 head consigned brought \$23,550, or an average of \$759.68 per head. This was an increase of \$149.17 per head over the average of the previous year's sale.

The next largest group was that of dispersals. Despite a general feeling that many more dispersals were held than in previous years, this was not the case, as 56 sales came under this category, or a decrease of nine over the previous year. The top dispersal was Dunwalke Farm, Inc., held at Far Hills, New Jersey. The 121 head sold for \$123,450, an average of \$1,020.25. This dispersal clearly indicates the value of production testing, proper advertising, and good management, and again stresses the fact that good Guernseys bring profitable prices. The next high dispersal was the Curtiss Candy Company, in which 101 head sold for \$60,875, or an average of \$602.72.

Since this time yesterday, United Air Lines' fleet of Mainliners will consume enough gasoline to permit every United Air Lines' employee (there are 15,930 of us) to take a 500 mile automobile trip next week end.

New Jersey's Society Of Auctioneers Elect

In a meeting marked with ardor and enthusiasm, members of the New Jersey Society of Auctioneers gathered for their annual election of officers and their second quarterly meeting. This was held at the Far Hills Inn at Somerville, on February 7.

The treasurer's report showed a most substantial balance and the secretary reported a good increase in membership. A pay as you go policy was adopted by this organization at its beginning, six years ago. This has proven very workable and satisfactory. A rising vote of thanks was given the out-going administration for the commendable manner in which the business of the Society had been conducted during the past year.

Newly elected officers were Col.

Charles M. Woolley, Allentown, President; Col. Russell Tinsman, Hackettstown, Vice-President; Col. Ralph S. Day, Secretary-Treasurer. The terms of these new officers will run until February, 1956.

The third quarterly meeting of this organization will be held on Monday evening, April 11, at the Molly Pitcher Hotel in Red Bank. The Hon. Theo D. Parsons, former Attorney General of the State of New Jersey, will be the guest speaker. He is a forceful, humorous and dramatic speaker and one of the good reasons why every auctioneer in New Jersey should plan to attend this meeting.

The New Jersey Society of Auctioneers extends to any Auctioneer and his wife a most cordial invitation to attend this or any of their meetings.

The saddest words of tongue or pen: "We just sold Junior's buggy, then . . ."

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Predictions and Hunches

By Col. Elias Frey

Prices of Farm Machinery have gained considerable in strength, demand, and price wise. However, in comparison to the cost of new machinery today used machinery could stand increases, as much as 15 to 25 percent more, and still be a good buy for the farmer. There are a lot of tractors changing hands again with a nice gain in price over last fall's prices. The same situation still exists, however, as to the quality of the tractors that have existed for quite some time, namely this, the good clean tractors bring all they are worth, and move out immediately, while the rough tractors may bring about what they are worth, they move very slow and draggy.

The market on tractors this month was a very spotty affair. The tractor that increased in price, if any, did over last month, was the tractor with 30 or more horse power, while the smaller tractors that were selling good may have lost a few bucks.

The market on tractors this month was seemed very active this month, due to the fact that their season is further along than in the north. In another month this may reverse itself, as the spring work gets under way in the north.

On other implements the demand was quite active and some higher, but they too could stand a substantial increase before they would be out of reach in comparison to the new.

The farm machinery auctions at present are getting a lot of machinery of

all kinds, along with tremendous gathering of people, some buyers, some sellers, and some just lookers. To the men running farm machinery auctions, a large crowd is always welcome, due to the fact that even though many will not buy a tractor or an implement they will buy a hamburger, and a cup of coffee, they also will have to tell their neighbors about the sale, which is also good, and then the psychology of having a large gang around is worth a great deal.

To sum up the month's auction activities, I would have to say the demand was active and spots higher.

The supply large with too much junky machinery on the market, and not enough clean machinery.

The future market looks very good to me, and I hope all find it that way.

Yours truly,
Elias Frey

Red Bluff Bull Sale A Lively Affair

RED BLUFF, Calif.—In the "hottest" consignment auction seen in the Far West in the past two years, and one of the liveliest western sales on record, 185 Hereford bulls moved through the 14th Annual Red Bluff Bull Sale here, February 5, at the smacking average of \$752.

This was up \$139 per head, or 22.7% from the 1954 average.

All but 17 of the bulls stayed in California. Oregon cattlemen bought nine and Washington buyers eight, though these and other bidders provided much competition throughout the auction.

Col. Charles Adams, Artesia, Calif., and Col. Howard Brown, Woodland, Calif., were the auctioneers. Both are members of the NAA.

On the opposite page are two views of the World's Largest Farm Machinery Auction, owned and operated by Yoder & Frey, Archbold, Ohio. Col. Frey is an Associate Editor of "The Auctioneer" and his "Predictions and Hunches" are a regular monthly feature.

CIGAR STORE INDIAN STILL ELUDES 'COLONEL' COATS WHO HAS SOLD EVERYTHING ELSE WITHIN SIGHT

NEW YORK CITY — B. G. (Colonel) Coats, of Long Branch, New Jersey, nationally known auctioneer, has been looking for a cigar store Indian for 12 years.

"They go like hot cakes today—when they're found," he says. Ever since he hung out his "Auction Today" sign for the first time 12 years ago, he has had his eye out for an old time original wooden redman. And, if there is one in the many areas where he operates, Col. Coats would probably find it.

He specializes in liquidating old estates and the bigger and older the estate the more unusual the items it will turn up, he says.

If a cigar store Indian shows up, Col. Coats is likely to break a rule he has against buying merchandise he auctions.

A wooden Indian is about the only thing he hasn't sold. Through the years he has convinced thousands of people of the merits of his offerings. He has even auctioned off toupees. There is nothing slow in selling anything, even a spittoon or a horse collar these days, he notes. A good brass spittoon will bring up to \$10 and a horse collar in good condition—good enough to be varnished and used as a mirror frame—will sell for up to \$18.

"There is a buyer for everything," he points out.

That brings up auction psychology.

The public never knows when Col. Coats is going to sell an item. He may drop a \$50 item on the first bid of \$10. This he says, "keeps them on the alert." He believes auctioneering is an art. "It's nothing like the old days when people went to auctions to be entertained," he says. "Many times the auctioneer would appear on the scene under the influence of something besides water, tell a few dirty stories to get things started, then proceed to practically give away the offerings that were entrusted to him."

"There is no much give away today," he admits, remembering a Persian rug he sold for \$11,500. It was the highest priced item he ever auctioned, outside of real estate.

"A complete metamorphosis in the field of auctioneering has taken place," Col. Coats said. "Today auctioneering is very much specialized and is now our honored and respected profession." Auctioneers of today must know what they are selling and the value of it or they don't stay at auctioneering very long.

His biggest sale grossed more than \$1,000,000. It took five bi-weekly sales to liquidate the estate. Eight farms were involved all of which he sold within thirty minutes. Two hundred registered cattle were sold, sixty race horses, farm machinery and equipment from the eight farms. Household goods and furnishings.

Contrasted with the \$1,000,000 sale was one that followed it by some months. Receipts totaled \$200. No estate is too small or too large for Col. Coats.

It only takes three persons to conduct an auction, he notes—the Auctioneer and a couple of bidders. That's how many showed up at one of his auctions. Only one item was sold: A racehorse. The animal went for its board bill, \$1,500, and both men then went home.

On another day—the best Col. Coats can recall—1,900 persons attended his auction. He never worries about the number of visitors attending his sales. "I would rather have four or five good bidders than 10,000 spectators," he says.

Anything and everything can happen at an auction. Hundreds of people follow his auctions without bidding once. One visitor was heard to say, "It is better than any show in New York City." Others will bid on anything. He recalls two women who bid up to \$75.00 for an antique table, at which point he told them the full value of the table had been

reached, he always tries to sell at that point as he believes that an article can be over-sold as well as under-sold, but the women had minds of their own. They kept bidding. One finally took the table home for \$135.

He once sold a \$1 bill for \$13. The actual value was \$1.00. About twice the size of the present \$1.00 bill. It may be worth more than \$13 some day.

Col. Coats has come to love auctioneering. He calls it the greatest and best economical barometer in the world. He notes that more than \$3,000,000,000 in merchandise passes under the auctioneer's hammer yearly. His library consists of a collection of rare books on antiques, art, chinaware, silver and just about everything found in the household. In liquidating large estates he invariably comes across something he has never encountered before. He locks himself in his library and never leaves until he has found what he is looking for.

He is an active and enthusiastic member of the National Auctioneers Association. For two years he was editor of "The Auctioneer," national publication of the Association, and the only monthly publication in the world on auctioneering. He keeps his finger on the sales pulse of the country. He is also a past president of the Association.

"Auctioneering is the greatest profession in the world," he said. "There is just nothing like it." "I'll conduct auction sales until I die," he said, and when the good Lord calls me I'll be ready to lay down my gavel."

Talk Is Cheap? ?

One aging veteran of many stormy sessions of the U. S. Senate, denouncing what he calls "the scourge of senatorial verbosity," is inclined to believe that each session gets more talkative than the last. This year he finds that the dignified solons exercised lung power to the tune of filling 21,484 pages with an estimated 31,946,708 words at a printing cost to taxpayers of \$1,842,140. All of which may help explain the hot air buildup of the summer season, but is hardly in keeping with the old saw about talk being cheap.

Denver Fat Stock Sells At Auction

DENVER, Colo.—In auctions of fat livestock at the 1955 National Western Stock Show the following results were attained:

Grand champion steer of the show, displayed by Cameron State College, Lawton, Okla., \$3 for each of his 1,035 lb.; buyer, Miller's Cafeteria.

Reserve grand champion steer shown by Jennings Bros., Highmore, S. D., 90 cents per lb., weight 940 lb.; buyer, Tiffin Dining Room.

Carload of Fat Steers

Grand champion carload of fat steers, 995 lb. Herefords shown by Karl and Jack Hoffman, Ida Grove, Iowa, to Safeway at \$40.50 per cwt.

Reserve grand champion carload of fat steers, 1,079 lb. Herefords, shown by Father Flanagan's Boys' Town, Boys Town, Neb.; sold to Foxley & Co., Kansas City, Mo., at \$41 per cwt.

Grand champion fat barrow, a 213-pounder shown by Clyde Stork, Tekamah, Neb., sold to Swift at \$19.90 per cwt.

Champion Fat Barrow

Reserve grand champion fat barrow, a 226-pounder shown by Adolph C. Peterson, Hay Springs, Neb., sold to Petper Packing Co., at \$19.80 per cwt.

Grand champion fat lamb, a Southdown shown by Jack Tow, Waurika, Okla., sold to Armour at \$2.50 per lb.

The reserve grand champion fat lamb, a Southdown displayed by the University of Wyoming, brought \$55 per cwt. from Jack Lamb, Denver.

A Gift for His Wife

The man was trying out a riding horse, having in mind purchasing it as a gift for his wife. Noticing that the horse was quite spirited and required a firm hand he inquired of the owner:

"Do you think that a woman could handle this horse?"

"Well," replied the owner after some deliberation, "let's put it this way—a woman could handle that horse all right, but I wouldn't want to be the husband of the woman who could do it."

Activity Continues Among NAA Members

The office of the National Auctioneers Association has been a busy one since the New Year began and each morning the mail carrier has been burdened with new and renewal memberships. While the past week has seen a slackening of activity, the many new members and optimistic letters have been very encouraging.

If you members will continue your good work in supporting your Association, we will be able to make a report at the Indianapolis Convention that will be good news to all of you.

Following are the memberships received in the period from January 16 through February 15. Asterisk denotes renewal.

- *Col. M. M. Peterson, Iowa
- *Col. Homer H. Sparks, Pennsylvania
- *Col. C. M. Sturgul, Wisconsin
- Col. Ray Tuttle, Illinois
- *Col. Howard Brown, California
- *Col. Norman Thorp, Ohio
- *Col. Fred G. Quick, Illinois
- Col. Sidney Singer, Pennsylvania
- *Col. Chester A. Miller, Iowa
- *Col. Bud Fennema, Illinois
- *Col. Frank Stellar, Pennsylvania
- Col. Paul Z. Martin, Pennsylvania
- *Col. Carl Mathews, Pennsylvania
- *Col. Arthur A. Long, Illinois
- *Col. Joseph Rosenberg, Illinois
- *Col. Ray J. Hohman, Iowa
- *Col. O. L. Lansaw, Ohio
- *Col. Orison R. Seibert, Illinois
- *Col. Lyle Sweet, North Carolina
- *Col. Clinton A. Peterson, Iowa
- *Col. Martin E. C. Jurgensen, Iowa
- *Col. Morton M. Goldberg, Louisiana
- *Col. John Clauss, Jr., New Jersey
- *Col. Clarence W. Latham, Ohio
- *Col. Abe Levin, Massachusetts
- *Col. W. S. Patton, Louisiana
- *Col. Jerome Powers, Texas
- *Col. K. L. Espenson, Texas
- *Col. David H. Levine, Minnesota
- *Col. C. C. John, Missouri
- Col. Joe Kahn, Texas
- *Col. Harrison J. Retmier, Indiana
- *Col. Earl O. Walter, Idaho
- Col. George F. Mathews, New Jersey
- *Col. L. E. Drake, Michigan
- *Col. Robert H. Campbell, Maryland
- *Col. T. J. Moll, Illinois
- Col. M. C. Maxwell, Florida
- *Col. Russell E. Summers, Missouri
- Col. Jeff N. Willey, Michigan
- *Col. Gordon Clingan, Illinois
- Col. Beverly M. Parkhurst, Maine
- *Col. Fred W. Smiley, Michigan
- Col. E. J. Patterson, Georgia
- Col. John H. Lewis, Jr., Georgia
- Col. Jimmie Mathis, Georgia
- *Col. V. K. Crowell, Oklahoma
- *Col. Ross H. Kemp, Ontario
- *Col. Ralph T. Richards, Pennsylvania
- *Col. Harold Bloom, Michigan
- *Col. Paul Dillehay, Colorado
- Col. Rolland Featheringham, Ohio
- *Col. Harold V. Buckman, N. Hampshire
- Col. Cecil Petro, Indiana
- *Col. Howard Wyand, Illinois
- *Col. Joseph W. Donahoe, Wisconsin
- Col. W. Mark McConnell, Georgia
- *Col. Jim Bullock, Iowa
- Col. Kordell Sanders, Missouri
- *Col. Martin Lampi, Minnesota
- *Col. Frank D. Harz, Kansas
- *Col. R. Wayne Flick, Iowa
- *Col. W. D. Atkenson, Ontario
- *Col. Robert J. Murry, Texas
- *Col. Don Hutchinson, Vermont

Wanted - More Letters Like This One

Dear Bernie:

Haven't written you since last November when I sent you two new members. Well, my friend, I am enclosing three (3) new members with this short note. This makes five for me since Nov. 15, 1954, and seven since January, 1954. Hope I can send in some more this year.

I have certainly been enjoying "The Auctioneer." You are doing a grand job, and I hope the Lord helps you to continue. If I can be of any help to you or our Association please let me know.

Sincerely yours,
Johnny J. George
Macon, Georgia

TEN REASONS WHY EVERY MEMBER SHOULD GET NEW MEMBERS

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

Panel Discussions - Exchange of Ideas Are Convention Suggestions

By COL. HENRY SILVER,
New Braunfels, Texas

In the January issue of "The Auctioneer" I was particularly interested in the article by our National President, Col. H. W. Sigrist, asking what the members desire in a National Convention.

I have been an Auctioneer since 1918 and last year was the first time I ever attended a National meeting, and believe me, I learned a lot. I wish I had known about the NAA much sooner as I am certain that I would have benefitted from it.

Being among those many Auctioneers who never attended an Auction School, my knowledge of the business came from the "School of Hard Knocks", walking behind the old time Auctioneer that had learned in the same manner. I well remember the days when the Auctioneer put his tin cups in a grain sack, hitched up his horse to the buggy and went out to cry a sale.

The Auction profession has really advanced since that time and particularly so in this atomic age. The modern livestock rings, the automobile auction rings, today's large farm machinery sales all serve to enlarge the scope of the Auctioneer and we need organization now more than ever before.

At the 1955 National Convention, I would like for some of today's high class Auctioneers that are well-trained and successful to tell those of us who are less fortunate of some of the new methods they use and give us some pointers. I am 65 years old and am still willing to learn.

My first experience in Auctioneering was with Col. Robert Funk, Buffalo Lake, Minn. Since then I have worked with many others in several States. It would be nice to exchange experiences from the older Auctioneers and the newer ones and vice versa.



Col. Henry Silver

As for the question, "Do we want a dance, panel discussion, question box or speech?" I prefer the Panel Discussion. Of course, I would desire a Banquet and some form of entertainment on the final night.

Any Auctioneer who did not attend the 1954 Convention should, by all means, attend the 1955 Convention. Take it from an old-timer, you will never regret it. I hope to see every one of you at the Claypool Hotel in Indianapolis, July 14-15-16. Together, we will work out better plans and a better future for the Auctioneering profession.

JULY 14-15-16, 1955

Are Important Dates For All Auctioneers

**Mark Your Calendar Now And
Start Making Plans To Attend The
National Auctioneers Convention**

**Claypool Hotel
Indianapolis, Indiana**

Nebraska Convention Planned for May 1

Nebraska auctioneers have selected May 1 as the date of their annual State Convention. Albion was selected as the host city.

Other items of interest discussed and planned in a recent directors meeting include a state wide membership campaign. The Nebraska Auctioneers Association will spearhead the drive and each member will be expected to conduct his own personal campaign. It is a part of the plan for the prospective new members to receive copies of "The Auctioneer," compliments of the Nebraska Auctioneers Association. Col. Dan Fuller is President of this organization, Dick Grubaugh, Vice-President and Leon Nelson, Secretary-Treasurer.

The safest way to double your money is to fold it over and put it back in your pocket.

People who work for me wonder about me, and, even though they know not, I wonder about them.

AUCTION BOOKS AVAILABLE

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Don't Throw Away That Masterpiece!

Auctions and attics have turned up many a long-forgotten but valuable painting.

For years a battered old clipboard hung on the wall of the office of a moving company in Denver. Mrs. Myrl J. Duffy, owner of the company, always liked the faded picture of a bird pasted on the back of the clipboard.

She showed it to an art-wise friend, who persuaded her to have the wooden board cleaned. The cleaning revealed that the picture was an oil painting and disclosed on the reverse side this handwritten inscription:

"Painted by J. J. Audubon, Certified by his Eldest Grandchild, Lucy Audubon Williams."

But there are many copies of Audubon's nature paintings. How could Mrs. Duffy be sure that her little bird really is the work of the Louisiana-born artist?

Verification that it was an original came from a private expert, Harry Shaw Newman of New York, who had the painting restored to something like its original brilliance. The subject proved to be the beautiful yellow-winged sparrow.

Valuable works of art turn up in the most unexpected places. Attics, market places, second-hand shops, old cupboards, and basements have proved to be veritable gold mines of lost art treasures.

One of the masterpieces of the Flemish school, a Jan Van Eyck portrait of his wife, was exhibited recently in London. Worth more than \$100,000, this painting was discovered in a fish market in Bruges, Belgium, where it was being used as a board on which eels were skinned!

In a Spanish outdoor market, a man bought a fragment of a painting measuring five-by-ten inches for \$1.35. He cleaned it, took it to a museum, and discovered that it was part of a 17th century work by Velasquez. Some art dealer had cut the original into small pieces to make a greater profit by selling the

canvases piecemeal. The fragment brought the man \$1,800.

A sailor who needed some cash gave three paintings to a man in Dayton, Ohio, for just a few dollars. The new owner put them away and forgot about them until one day his wife took them to the Dayton Art Institute. There one of the almost-forgotten canvases was identified as a portrait by Rembrandt—worth \$140,000. It had been stolen years before from a museum in Germany.

In Buffalo, N. Y., a woman paid \$1.25 for a soiled canvas at an auction. Taking it home, she washed it and discovered the name "Goya" in the lower righthand corner. This Spanish master's work is valued at some \$20,000 in today's market.

A tavernkeeper in Brooklyn accepted two paintings as part payment on a loan to a friend. An expert identified the paintings as the "Two Evangelists" by Polidoro Caravaggio and "Descent From the Cross" by Domenico Tintoretto. Their present value is put at approximately \$50,000.

In Rome, a man rummaging through a junk shop found an interesting painting and bought it for 25 cents. It later was identified as the work of Jean Baptiste-Greuze, an 18th century French artist, and the lucky owner sold it for \$2,500—ten thousand times what he had paid for it!

And, finally, there's the painting which lay neglected in a Scottish attic for years. Cleaning uncovered the signature of Pieter Brueghel, the Flemish master, and the canvas was sold for \$30,000. The Scottish family was amazed because they had always thought the grubby old picture had "no importance"!

"The cause of this fire was just plain friction," said the insurance adjuster.

"Waddayamean, 'friction'?" asked the wary householder.

Replied the adjuster, "It was caused by rubbing a \$20,000 fire insurance policy against a \$16,000 house."

There's Romance In Old Teacups

You'd hardly think of an operation and hospital convalescence as a likely start for collecting anything except bills. But for Marjorie Heather, a busy member of the American Institute of Decorators, it was the beginning of her collection of old and middle-aged teacups.

This is how Miss Heather, blonde and chic, explained it as she showed me the collection in her apartment: "One day when I was getting over this operation, a friend sent me some flowers in an antique English teacup. The cup had a floral design printed in purple and it was filled with heliotrope and pink sweetpeas. Set in the deep saucer, it was the prettiest thing you could imagine.

Nurse Brought Another

"When the nurse saw it, she decided to bring me an old cup she had at home. In its way, this one was as beautiful as the other—very thin, fluted, pale green porcelain with gold sea shells. So there I was with my first two teacups and I've been collecting them ever since."

How does she collect them? Some have been bought on trips. In an antique shop in Williamsburg, Va., for instance, she found an old English teacup with a pink lustre cottage scene. A trip to Rome a few years ago netted a handsome cup with blue and gold bowknots and rose garlands "right off the pantry shelf in the royal palace." Her guide, it seems, had a friend with palace connections.

From Royal Yacht

Clients and friends have given her other cups from family possessions. One friend, invited on a cruise with the Duke of Windsor, then the Prince of Wales, returned with a Minton porcelain teacup from the royal yacht "Osborne." The decoration on this prized item consists of a bright green band interrupted by two medallions edged with a gilded rope motif. One medallion displays Prince of Wales' feathers and motto, the other, an anchor and the yacht's name.

This is not the only object in the col-

IN MEMORIAM

Col. Ted Witkin,
Burlington, Vermont

Col. Faye L. Houtchens,
Monmouth, Illinois

Col. William Rubin,
Norfolk, Va.

Col. Charles J. Madison,
Cedar Rapids, Iowa

lection with British royal family associations. There are also cups or mugs commemorating coronations from Victoria to Elizabeth II.

English teacups with decoration calculated to please a child make an appealing group. One is ornamented with such objects as a doll, a cradle, scissors, a ball and a watering can. Another, transfer-printed in carmine, shows three children as Faith, Hope and Charity. On a pink luster cup a shepherdess and her flock appear in a landscape.

Heart-Shaped Cup

Typical of the more sophisticated designs are a charming German porcelain heart-shaped pink and gold cup and a Haviland Limoges cup with bright blue rim and scattered flowers and a butterfly handle.

Miss Heather is moving to a new apartment and here the entire decorating scheme for the living room is being planned around the teacups. They will be housed behind the glass doors of a break-front cabinet on illuminated glass shelves. The exterior of the cabinet will be painted aquamarine with gold trim.

The same shade of blue combined with white and gold, will make the setting for antique French furniture. A niche 15 feet long, directly opposite the cabinet, will be paneled with mirror squares. This will have the double advantage of increasing the apparent width of a fairly narrow room and reflecting and emphasizing the teacup collection.

Auctioneers All Out For Polio Fund

At 6:30 p. m., January 17th, the Sertoma Club's Polio Auction went on the air over WLBC-TV, Muncie, Indiana. Lasting over eight hours, except for station breaks and a short news and weather program, to raise \$9,000.00 for the polio fund. Over 200 items generously donated by merchants and individuals of the community brought retail price or more for this campaign.

One bidder paid fifty dollars for a bushel of apples, just an example of the generosity of the audience watching this auction. The items varied from a live billy goat to a new upright freezer filled with frozen foods. Such bidding kept the sixteen volunteer telephone operators busy placing the bids on the merchandise. Every item was individually displayed and auctioned to the highest bidder, taking a great deal of handling

and cooperation on the part of the Sertoma Club members, the station announcers and of course the auctioneers with their apt experiences adding the wit and zest of a lively auction.

All of this fine community project reflects back to the backbone of any fund raising campaign, the general public and following. We think this is just another way of saying the people are becoming more and more auction minded.

Col. Carl T. Bartlett, Col. Tom Bartlett and Col. Leon Elliott, all members of the Auctioneers Association of Indiana and the N.A.A. shared the chores on the eight-hour TV run.

Cols. Carl and Tom had a huge farm sale the following day, but stayed on to the very end for this worthy cause. Col. Leon was very glad for his part on this project, also. Just another ex-



Col. Tom Bartlett, Col. Carl Bartlett and Col. Leon Elliott are shown left to right, above, as they demonstrated their talents in raising funds for the Polio Fund at Muncie, Ind. You'll want to meet this trio when you attend our National Convention at Indianapolis, July 14-16.

ample of the auctioneer and his unselfish effort for the betterment of his community.

P. S. None of the three auctioneers are contemplating any TV announcer's jobs until the lights are turned on low.

Circle M Ranch Sale Averages \$4,878 on 50

Eyes and ears of the purebred livestock industry were turned toward Senatobia, Mississippi, and Circle M Ranch on February 14, as that was the date of the 14th annual Polled Hereford Sale of the above named establishment. Always an outstanding event, this 1955 edition was on a par with previous sales.

A total of \$243,900 was collected for 50 head of cattle or an average of \$4,878 per head. Eighteen bulls sold for \$149,000 to average \$8,278 each and 32 females sold for \$94,900 or \$2,966 per head. Top selling bull was the two year old, CMR Larry Domino 115th, at \$25,000. Mr. and Mrs. C. E. Knowlton, Bellfontaine, Ohio, were the purchasers. R. L. Whearley, Fort Wayne, Indiana, took both the top selling females at prices of \$7,700 and \$7,000, respectively.

This 1955 average was above the \$4,548 made in 1954, but the 1953 average of \$7,230, also made by Circle M Ranch, remains as the all-time high average for a purebred beef cattle sale.

Col. Jewett Fulkerson, Liberty, Mo., Col. Hamilton James, Newton, Ill., and Col. Tom McCord, Montgomery, Ala., all members of the NAA, were the auctioneers.

King's Ransom In Jewels Auctioned

HOLLYWOOD—The \$500,000 jewel collection of the late Countess Dorothy di Frasso will glitter from an auction block alongside gems belonging to a member of a famous royal family.

Along with the di Frasso jewels, the Beverly Hills galleries of Roy J. Goldberg will auction off 35 pieces from another collection whose royal owner has ordered them sold "incognito."



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

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

The Countess di Frasso, daughter of a wealthy American leather merchant, was wearing nearly \$250,000 worth of her jewels when she died of a heart attack a year ago on a train en route to Los Angeles after a gay weekend in Las Vegas.

The fun-loving countess died as she had lived—glamorously clothed in evening attire and lying futilely snuggled under a costly ermine wrap. A \$175,000 diamond necklace glittered from her throat and several rings, including a 15-carat diamond and a \$75,000 giant emerald, gleamed from her fingers.

These "trinkets," as she called them, will be sold to settle her estate along with a \$105,000 double-strand Oriental pearl necklace, a midnight blue star sapphire, a pair of diamond and ruby pins set in gold, two emerald stick pins and a jade clock by Cartier of Paris.

Her long-time friend, Cary Grant, said one of the di Frasso yellow diamond rings was given her by his former wife, Barbara Hutton.

HM-M

Taken from a patent medicine testimonial: "Since taking your tablets regularly, I am another woman. Needless to say my husband is delighted."

They'll Direct Ohio Auctioneers in 1955



Pennsylvania's Proposed Law Is Unfair To Auctioneers

By COL. BEN GREENFIELD,
Newark, New Jersey

In the January issue of "The Auctioneer" I read the proposed law pertaining to Auctioneers in the State of Pennsylvania. From start to finish, I must say, it bored me. It is my opinion that those who are back of this law are the so-called retail jewelers who are not satisfied with their first million and are out to get their second. The way they intend to get this second million is by spending a few dollars with some State officials and try and stop auctioneers who are human, are satisfied with a small profit and give the buying public their money's worth. It is all right, in the opinion of the law makers, for a retail jeweler to charge \$92.50 for a watch that cost \$28.00 wholesale, and would sell in an auction for not more than \$35.00.

The writers of this proposed Pennsylvania Auction Law should be indicted as public enemies. They cannot be friends of the average voter but are looking out for the interests of about 400 heartless retail jewelers. With the low buying power of today's dollar, the public can take these cheap dollars and go to an Auction and stretch it much farther than it will go in trading with the average retailer.

As I interpret this law, it sounds as if the law-makers think the Highway Auctioneers are a group of criminals. If they would attend some of these Auctions, and, if they had the public at heart, they would never make any effort to pass such a law. If this law passes, as it reads, it would be an indictment against every Auctioneer in the State of Pennsylvania. Every possible effort should be made, not only by the Auctioneers in Pennsylvania, but in all the 48 states, to defeat this outrageous law against honest Auctioneers. The law makers should look into some of the

profits made by retail jewelers and the way they rob the public. They should be watching them and not the Auctioneers who have proven to be the poor man's friend.

I have been an Auctioneer in the State of New Jersey for the past 48 years. I will be 65 years of age my next birthday and in these many years that I have been an Auctioneer, I have built a good reputation and a fine following. Yet, I am unable to retire, while many retail jewelers have made fortunes in one-tenth the time that I have been an Auctioneer. They should not throw stones so long as they live in glass houses.

I believe that the Auctioneers of Pennsylvania should ask every Auctioneer in the State to carry petitions to their customers in protest of this law.

I urge that every Auctioneer in America do all in his power to defeat this proposed Pennsylvania law. If this one passes, it will be tried in other States. Maybe your own State will be next.

TV Program Features The Kidron Auction

"The Ohio Story" a TV production by Stuart Buchanan, featured the Kidron Livestock Auction, Kidron, Ohio, on February 15. Seven television stations in Ohio brought this feature to their listeners and viewers.

The Kidron Livestock Auction is owned by Col. S. C. "Cy" Sprunger who is well known for his pioneer work in Livestock Auction Marketing. We refer you to "Pop" Hess' article on page 31 of the November issue of "The Auctioneer" for more information on Col. Cy Sprunger and the Kidron Auction.

BOOSTERS FOR "THE AUCTIONEER"

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

ALABAMA

Col. R. A. Waldrep—Birmingham

FLORIDA

Col. L. M. Pedersen—Jacksonville

ILLINOIS

Col. Frank W. Capista—Lockport

Col. C. B. Drake—Decatur

Col. Bud Fennema—Lansing

Col. Walter Holford—Edwardsville

Col. Ray Hudson—Morrisonville

Col. A. R. McGowen—Oak Lawn

Col. Bruce Parkinson—Kankakee

Col. Carman Y. Potter—Jacksonville

Col. Fred G. Quick—Aurora

Col. Lester Winternitz—Chicago

INDIANA

Col. R. C. Foland—Noblesville

Col. Russell Kruse—Grabill

Reppert School of Auctioneering
Decatur

IOWA

Col. B. J. Berry, Bonaparte

Col. Guy L. Pettit—Bloomfield

Col. Clinton A. Peterson—Fort Dodge

Col. Wendell Ritchie—Marathon

KANSAS

Col. E. T. Sherlock—St Francis

MAINE

Col. Clifford L. Swan—Portland

MASSACHUSETTS

Col. Abe Levin—Lunenburg

MICHIGAN

Col. Wm. O. Coats—Union City

Wilber Auction Service—Bronson

MINNESOTA

Col. Tom Gould—Minneapolis

Nelson Auction School—Renville

MISSOURI

Col. Bill McCracken—Kirkwood

Col. Russell E. Summers, St. Ann

NEBRASKA

Col. Dan J. Fuller—Albion

Col. Ray Flanagan—Albion

Col. John W. Heist—Beatrice

Col. T. C. Jensen—Holdrege

Col. J. D. Kirkpatrick—Grand Island

Col. Stacy McCoy—Arapahoe

Col. Leon S. Nelson—Albion

Col. Henry Rasmussen—St. Paul

Col. James Webb—Grand Island

Col. Adolph Zicht—Norfolk

NEW JERSEY

Col. David S. Blew II, Bridgeton

Col. B. G. Coats—Long Branch

Col. Ben Greenfield—Newark

Col. J. A. Guzzi—Long Branch

Col. Robert R. Story—Westfield

Col. Herbert Van Pelt—Readington

NEW YORK

Col. Arnold Ford—Constableville

OHIO

Cols. Bailey-Murphy-Darbyshire Co. —
Wilmington

Col. Ralph Drake—Montpelier

Col. R. E. Guiss, Akron

Col. Jonathan C. Mason—East Liverpool

Col. Harry Van Buskirk, Norwalk

Col. Clyde M. Wilson—Marion

PENNSYLVANIA

Col. Tom Berry—West Newton

Col. Philip A. Engelmeier—Pittsburgh

Col. Homer H. Sparks—Sharon

OKLAHOMA

Col. V. K. Crowell—Oklahoma City

OREGON

Col. L. J. Stanley—Portland

SOUTH DAKOTA

Col. Robert E. Penfield—Lemmon

TENNESSEE

Col. J. Robert Hood—Lawrenceburg

Col. H. C. "Red" Jessee—Morristown

Col. E. H. Lawson, Kingsport

TEXAS

Col. Don Estes—San Angelo

Col. W. J. Wendelin—Henderson

WISCONSIN

Col. Earl Clauer,—Mineral Point

Col. W. C. Heise—Oconto

Col. Don Lloyd, Oshkosh

WYOMING

Col. C. G. Williams—Sheridan

Col. Dale Shelton, Jr.—Sheridan

ELSEWHERE

The Ladies Auxiliary of the
National Auctioneers Association

MAIL BAG

Dear Sir:

. . . I am an ardent reader of our monthly publication. Keep up the good work and soon the NAA will be known everywhere for what they are and that for which they stand.

Sincerely,
Col. K. L. Espensen
Pharr, Texas

Dear Sir:

. . . I enjoy your magazine to no end. It has been most helpful and informative to me. Best wishes for your continued success.

Very truly yours,
Col. Robert H Campbell
Annapolis, Maryland

Dear Col. Hart:

Enclosed, please find check for \$10.00 for 1955 dues to the National Auctioneers Association.

The lady that gave her version of the Twenty-Third Psalm was splendid. I believe she was from Oiho, the state where I was born.

With sincere good wishes for a greater National Auctioneers Association, I am,

Sincerely,
Col. Earl O. Walter
Filer, Idaho

Dear Sir:

Please send my new Membership Card for 1955 in the National Auctioneers Association and a copy of the January issue of "The Auctioneer" as I do not want to miss a single copy. I have enjoyed being a member the past year very much. I find "The Auctioneer" to be very helpful in my work.

Yours sincerely,
Col. Irvin B. Bowman
Greenville, Ohio

Dear Sirs:

Please find enclosed a check for \$15.00 to cover my dues and Booster Page for 1955. I let my membership expire for reasons that are quite obvious from a

glance at my address. I hope to get out this year so I figured I'd better pay up.

My folks have been sending me "The Auctioneer" so I have been keeping well posted. At present, I'm trying to promote some benefit auctions here on Okinawa. After quite a bit of time and effort it looks like something would materialize. . .

Respectfully yours,
(Col.) Pfc Robert E. Penfield
APO 719
San Francisco, California
Home address: Lemmon, S. D.

Dear Sirs:

Attached, please find \$10.00 in cash to pay my membership dues for the year 1955.

I always look forward each month for a copy of "The Auctioneer."

Yours truly,
Col. W. D. Atkenson
Stouffville, Ontario

CHUCKLES

A woman who flirts with her butcher may be playing for large steaks.

A tree is something that will stand in the same place for a hundred years, and then suddenly jump in front of a car.

Most people like hard work. Particularly when they are paying for it.

You've never had it so good, nor taken away from you so fast.

A quarter's not supposed to be as good as a dollar, but it goes to church more often.

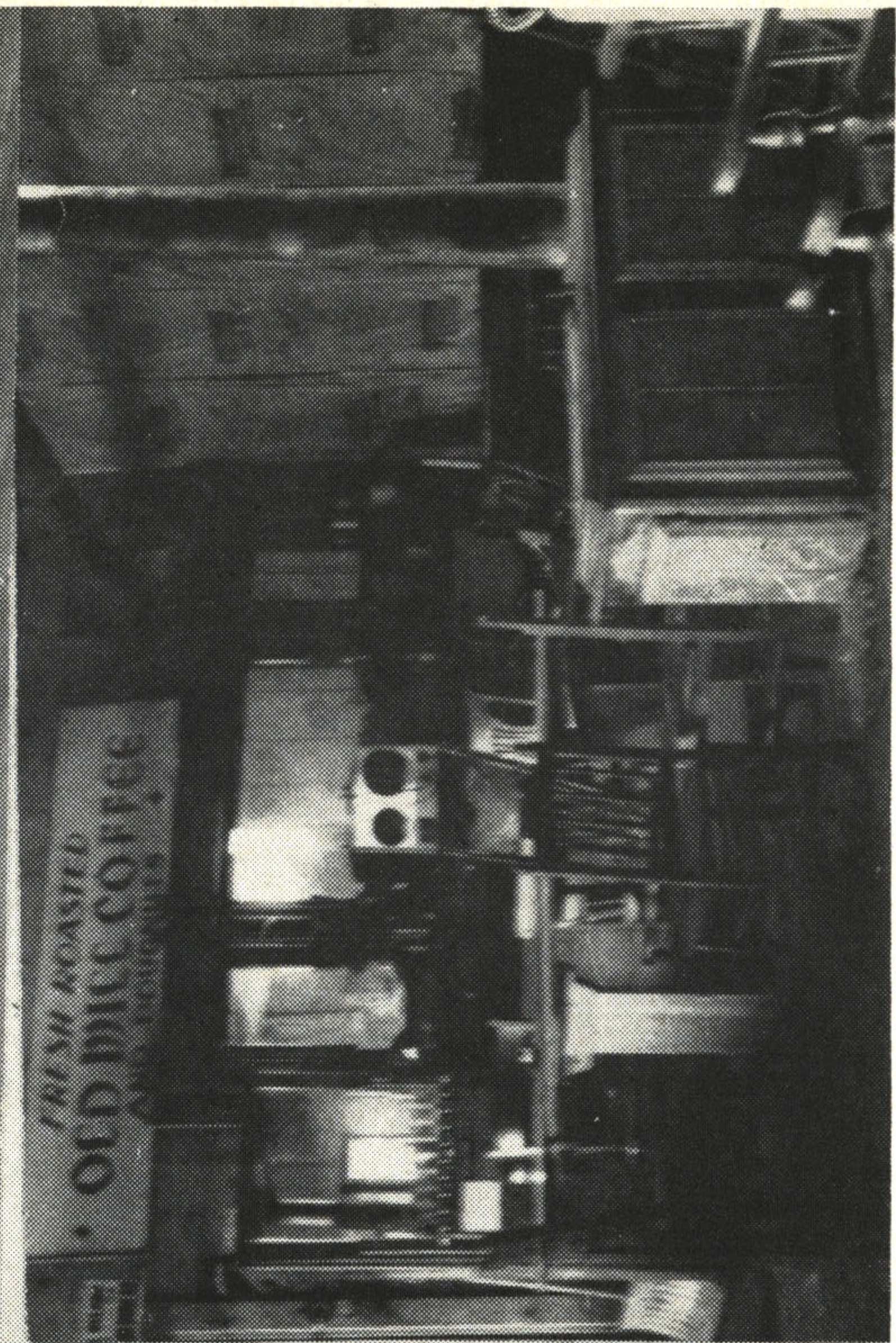
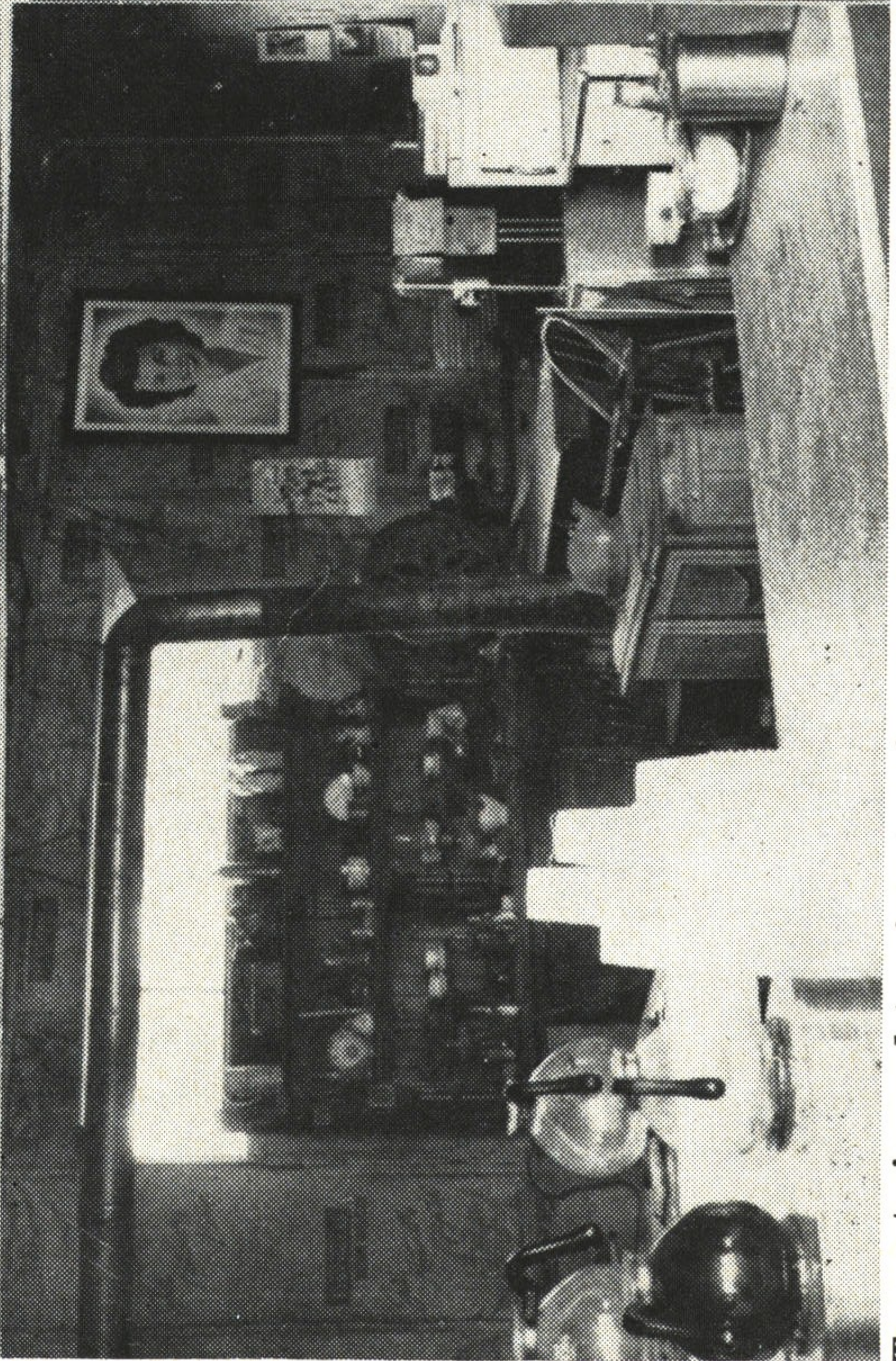
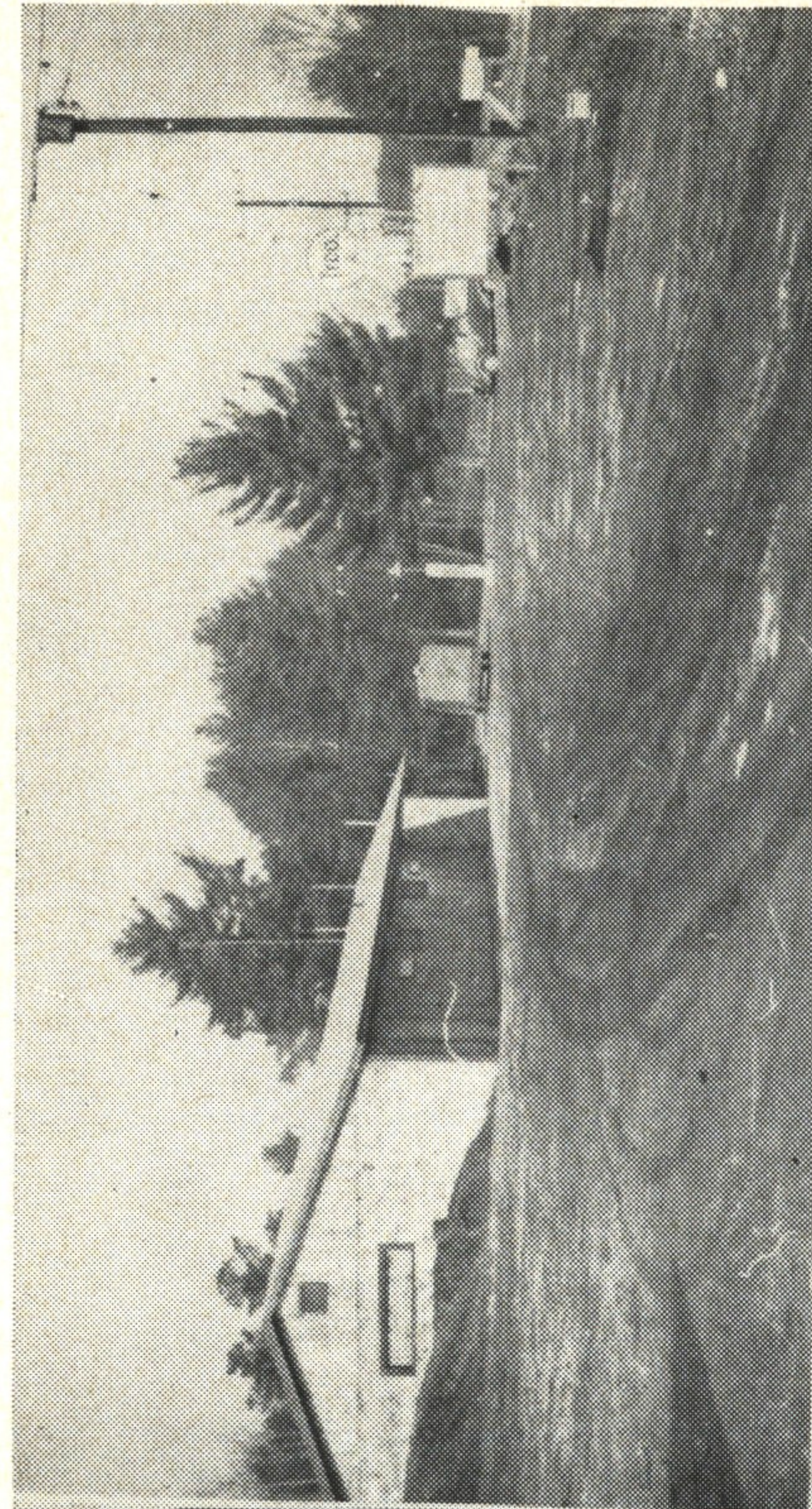
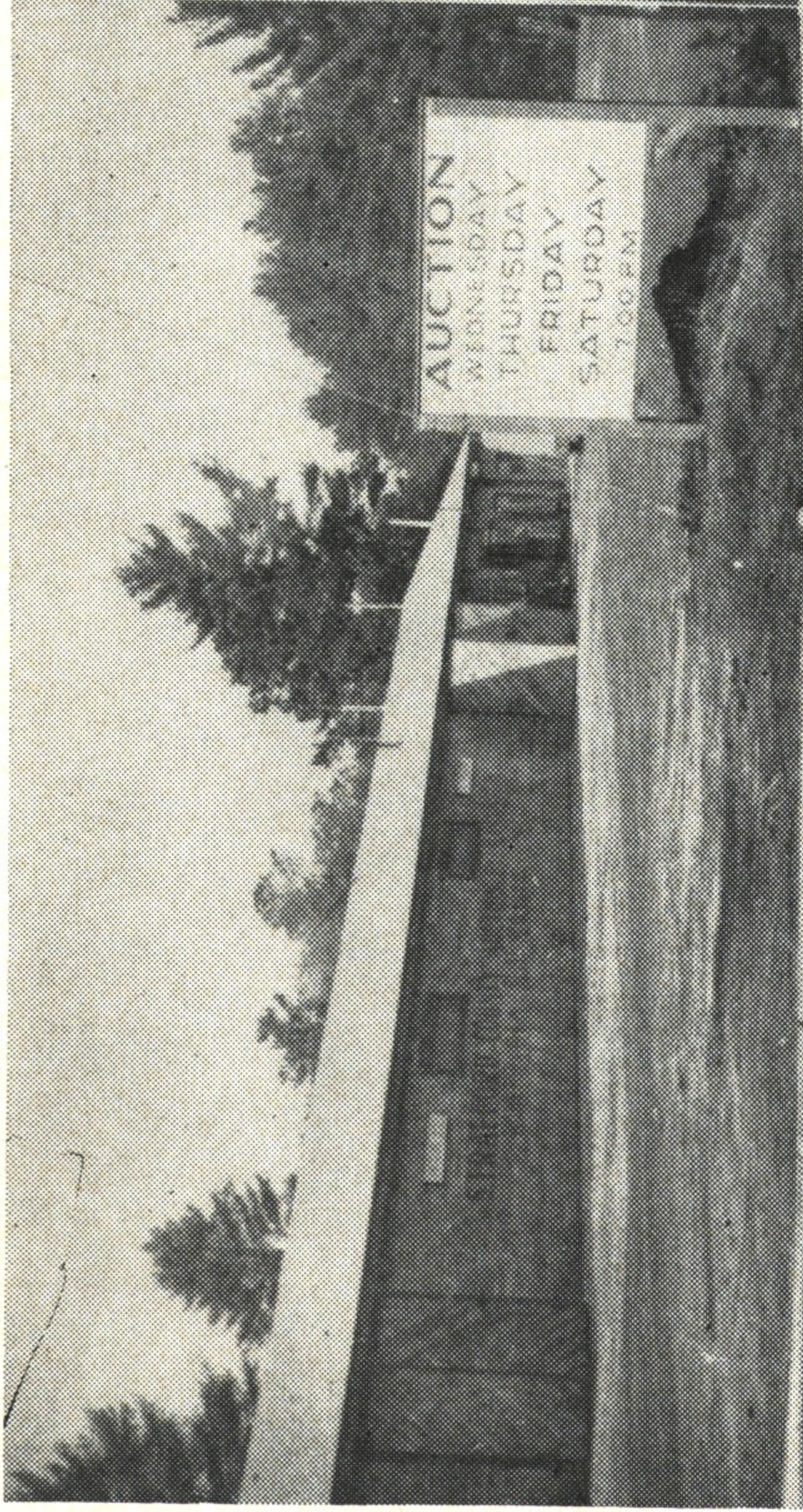
The mind is a wonderful thing. It starts working the minute you're born and never stops until you stand up to speak in public.

A capitalist is a fellow who doesn't have a Red scent.

It's not the minutes you put in at the table that make you fat, it's the seconds!

Waitress: A girl who thinks money grows on trays.

Gunpowder is a black substance marking the boundaries of nations.



Two exterior and two interior views of Col. George Michael's "Auction Barn." You can get many ideas from the article concerning this operation, commencing on page 31.

The Auction Barn

By COL. GEORGE MICHAEL

Rochester, New Hampshire

Pres., New Hampshire Auctioneers Assn.

Not enough has been written about the establishment of an auction barn business to serve as a guide to fellow Colonels who might be missing a great opportunity to keep themselves busy year round rather than just working during some particular busy season which varies throughout the country. Here are some tips and information that might be of help to you, and if there are any questions you'd like to ask about this type of operation, don't hesitate to write me at the above address, and I'll be glad to let you know how we tackled them here.

The Strafford County Auction Exchange came into being in a cattle barn at the local fairgrounds in November of 1950. Fixed up with bleachers and plenty of parking space it was started to sell livestock and other merchandise on a commission basis. Howard C. Saurley of Gossville was engaged to do the first selling and the cattle business flourished as best it could until a rumor was spread by some dealers that the barn was infected, etc., plus other fantastic stories about how the auction had folded, until finally they were able to go back into the local barns again to buy livestock at their own price rather than bid on them in auction.

However, by this time the selling of merchandise had taken a turn for the better and I soon learned that it was better to put a couple hundred dollars into merchandise that wouldn't eat anything, couldn't get sick and die, and needed no special storage, and could be sold at will, than to put it into one bossy that had to be blood tested within thirty days of sale, inspected by the state vet, etc., etc., and then perhaps make you a profit, more often a loss in the market which was high at that time. This developed into a search for more and more distressed and bankrupt stock which finally led into Boston and

other cities which are loaded with it. The auction flourished so that confidence was gained to expand and move to a main highway location to introduce new blood and new money into the crowd. During this growing time Colonels Edward J. Burbank, Ben Auclair, George Thompson, Harold Buckman and others were engaged to sell. It was soon learned that an operation of this type at that time could support only one man, so in 1951 your writer took to the stand.

The auction business was not a new one to me as I had much schooling in it while in the radio business in Upstate New York. I used to attend auctions in Waterford, Amsterdam, Chatham and other places with a tape recorder taping the auctioneer in action, reporting on the livestock sold and the local farmers could hear the prices on the air next day. The US Department of Agriculture hailed this as the most instantaneous form of market reporting there was, and it spread throughout the country. I used the same technique on our local radio station and it helped build the auction crowd tremendously. The chant of the auctioneer is strange to many ears and I can recommend radio as an excellent way of getting it into almost every home.

In the Spring of 1953 I chose a location on Route 16 North of Rochester, because this is the second most travelled highway in the State, a direct route to the White Mountains, and excellent hunting, skiing, boating, fishing and vacationing for tourists from Massachusetts.

The auctions were moved to Friday and Saturday night and the new blood and new money grew. This continued into 1954 when Colonel John Zyla of Manchester started renting the barn two nights a week to sell new merchandise only, and I sold consignments of

(Continued on Next Page)

IN UNITY THERE IS STRENGTH

antiques, farm products, household goods, etc., for two nights. This pace has continued all year round dropping only one night in the Winter so that all year round we sell to capacity crowds which come from as far as a hundred miles away to attend. Consignments have come from all over New England and even New Jersey, New York and Pennsylvania, from tourists who make occasional trips through. Our Canadian traffic is heavy in the Summer and we cheerfully take Canadian money, all they'll leave with us.

Now a word about the barn itself. It is made of knotty pine panelling with aluminum roof and is 130 feet long. In the auction section which is one hundred by thirty four, there are regular 6 tier high bleachers and additional chairs which will seat 350. It is heated by a big barrel stove and an old school-house stove which are fed birch slabs. The property extends a third of a mile on the highway flattened out to accommodate tremendous parking with eight big driveways.

Now comes the part which is overlooked in most auction houses—the food. We are definitely in the food business with the last thirty feet devoted to a concession with good food, another schoolhouse stove and lots of tables and chairs for visiting. We roast our own Old Mill Coffee fresh before each auction in an old roaster, and also roast shell peanuts. Our hot dogs and hamburgers are the best that can be bought. Ice cream and candy are sold, and there are gasoline pumps outside to fill up those who leave late for home after other stations have closed. This part of the business pays off. On a Saturday night in the summer we have over a thousand people pass through the place and they are hungry and thirsty. In November, which is a cool month we sold 178 cases of soft drinks alone. This is quite a contrast with the general hole in the wall type of food operation seen at some auction-places. If you're drawing a crowd you can make good money in good food with a place for folks to visit.

This drawing of a crowd led to the construction of another thirty feet on the building opening right into the con-

cession for the sale of shoes in a self service store which opened its doors last August. Already the proprietor is expanded so that he is asking for more space. This Spring we're adding another 160 foot building on the other end with a 50 foot restaurant done in rustic style and three more business rental units. We're drawing the crowds and the place is a natural place to stop and shop. Parking is unlimited. The restaurant will stay open all week long and serve the auction folks too, and the shoe man can take over the old concession space to have a 60 foot shoestore, so great has his business grown. This is the start of a shopping center with a guaranteed parked buying crowd plus a terrific big highway location which will be just North of a new eastern thru highway which will feed tremendous vacation travel by our door all year round.

Select a good highway location with plenty of parking. Do business with everyone from one item to a housefull. We charge 25% commission on all merchandise and 10% on all farm products. Try for a location that will serve as a meeting place for folks from miles around who gather once or twice a week to visit with each other. Guarantee everything you can. Make refunds cheerfully, it pays off. Sell some stuff at a loss if necessary. Every dollar you lose buys you ten dollars worth of free advertising by someone who gets a bargain.

By having night auctions you can appeal to everyone who works during the day. You are left free to do day time auctions when your season is on. Our reputation is so good that we have never given a receipt for one piece of merchandise left in the barn though they bring it in by the truckful from miles around. Each lot is given a lot number and numbered with a red crayon. The clerk makes two copies of the consignment sheet and the merchandise is listed by her as it is sold. We never list it when it comes in the barn. The consignor gets paid at the end of the auction or is sent a check with his record of the sale.

An average sale sees 50 to 100 pounds of country butter; 100 dozen eggs; dressed chickens, rabbits, calves, goats,

IN UNITY THERE IS STRENGTH

sheep, vegetables and fruit of all kinds; country honey, cider, etc., sold to eager buyers. We sell more antiques in a month than most shops sell in a year.

Most dealers in the area who buy housefuls of furniture automatically take about the top third of the best stuff and bring the rest right to the auction to get their money back on the load. This keeps their places clean of the small bric a brac and they have more capital to work with. Many estates are liquidated right in the auction house. The only consignor's names mentioned are those who make the country butter, as there are those who have their favorite makes. Rarely is any other name mentioned unless we are requested to do so by the consignor to help in the item's sale. We sell commission free for any church, no matter how much they send one. One church sale last year took 5 hours to sell, and all the help and auction time was donated by the establishment. We took

in over \$750 clear for them, and lost our shirt in expenses, but gained in goodwill and in the concession, bless its soul. One church holds two bake sales annually through the Auction. We average about \$60 for them each time. This hurts our concession business as they'll sit there and eat the pastry, but the goodwill is immeasurable.

No prices are set on anything that comes in the barn, otherwise it won't be allowed in the door. Everything that comes in is sold to the highest bidder, and owners are not permitted to bid on their merchandise. We turn away some good merchandise at the door, but we're in the auction business, not a store with price tags on the merchandise. It pays off this way, believe me. The good stuff generally ends up there anyhow when the folks realize how honest you are with everyone.

Colonel Zyla carries his guarantee of merchandise so far that he announces at

(Continued on Next Page)

YOU MISS SO MUCH

When You Are on the Outside

Membership in the National Auctioneers Association provides an invaluable association, a useful service, and a proper place in our united activity for the betterment of all Auctioneers and the Auctioneering profession. YOU are invited to share in our constant campaign for progress and growth.

Join Now

NATIONAL AUCTIONEERS ASSOCIATION

803 S. Columbia St.

Frankfort, Ind.



Col. George Michael, author of the article "The Auction Barn" is shown among a portion of his stock which attracts buyers from distant points.

every sale that if anyone even changes his mind about owning something after he buys it he can get his money back. The returns aren't worth mentioning as they are so few. He recently received an electric razor back from California from a buyer who took him up on his guarantee. The buyer was sent a check.

To summarize, here are a few reasons why a year round auction barn can be successful most anyplace with a decent population within a radius of about 30 miles. People like to drive someplace to get a bite to eat or a drink or ice cream in the Summer; others just want to be where something is going on; others need money at different times in the year and this consignmen selling represents quick cash for them; people are eternally cleaning out attics, cellars, garages and barns; dealers are cleaning out stock for more room or more cash, and buying what they need; tourists just buy anything; others tell me they come with two dol-

lars or so in their pockets and just spend it to help support the auction because its worth that much to them for the good time they have. There are attorneys who would rather sell estates out in the barn rather than on the premises, sometimes to carry out the wishes of remaining relatives; others like to sell the estates out at appraised prices rather than fiddle with them. This type of operation makes it possible for you as an auctioneer to give them any service they want—selling on the premises, selling the merchandise out in the barn on commission, or just buying it outright. This places you in a better competitive position with other auctioneers in the profession as some can offer them only one of these services.

A year round place of business is the best kind of advertising there is as folks are in contact with you all the time. As an established businessman you lend dignity to the auction profession. At present I know of only 6 auctioneers in

New Hampshire who make their living primarily from the auction business. This is small compared to those in other professions. The established auction barn is the answer to a better living and more confidence in the profession on the part of the public.

Clippings by Nelson

It pays to advertise, and the time to advertise is all the time.

Call a man a diplomat instead of a liar and he will be pleased; yet it may amount to the same thing.

A straight line is the shortest distance in business as well as in geometry.

Some men are so extremely modest that they shun the naked truth.

It usually doesn't cool you off when the lawn sprinkler hits you in the face.

A man smiles when you call him level headed, but if you call it flat he will get mad.

Giving a man advice and throwing stones at a dog, both have about the same effect.

Keep your mind on your work, not on your time piece.

Love your neighbor, but let his wife alone.

It is the man with his head in the air that usually stubs his toe.

The Kiss

But
NO
Just
NO
Once
NO
Please
N—
Henry, why don't you shave!



Col. E. T. Nelson

It's a wise father that knows as much as his own son.

We sold a fine Charity Auction at Willmar, Minnesota this week. Helped the March of Dimes raise another 7410 dimes for the cause.

The Perfect Man

There is a man who never drinks,
Nor smokes, nor chews, nor swear;
Who never gambles, never flirts,
And shuns all sinful snares.

He's Paralyzed.

There is a man who never does
A thing that is not right;
His wife can tell just where he is
At morning, noon and night.

He's Dead.

See you at Indianapolis in July.

—Col. E. T. Nelson

The trip from New York to Los Angeles is 666 miles shorter by air than by rail, for a saving of 21% of the surface mileage.

In one late model transport plane there are 27 miles of electrical wiring, but it comes in 7,224 individual pieces.

Sales Practices and Procedures

The Purebred Dairy Cattle Association

The following sales practices and procedures recommended by the Purebred Dairy Cattle Association have been approved by the five dairy cattle registry Associations for the purpose of (1) establishing the responsibilities of buyer and seller; (2) bring about uniformity concerning guarantee; (3) encouraging the development of a better understanding concerning "fair practices in the dairy cattle trade."

In the selling of registered cattle, a true statement of facts should be made including all pertinent information available on the animal to be sold.

AUCTION SALES: There should be a definite statement of dispersal, partial dispersal or consignment, as the case may be, designating any cattle reserved, etc.

(A) Dispersal Sale: Complete sellout, no salable cattle reserved. If a member of a firm or family wishes to purchase any animal to found another herd, this fact should be stated in the catalog and/or announced from the auction stand.

(B) Partial Dispersal or Reduction Sale: Selling part of the herd. Explanation should be made.

(C) Consignment Sale: It is recommended that both consignor and breeder be listed on the pedigree of each animal in a consignment sale catalog.

Terms and Conditions of Sale

TERMS: The terms are cash, unless other arrangements are made with the seller before the sale. All payments must be made to the clerk of the sale and no release of animals will be given until satisfactory settlement has been made.

BIDS: The highest bidder shall be the buyer. In case of dispute, the animal shall again be put up for advance bids and if there be no advance bid, the animal shall be sold to the person from whom the auctioneer accepted the last bid. Every animal is pledged to absolute sale and by-bidding is prohibited. (Any

cases of violation should be reported to the Executive Committee of The American Guernsey Cattle Club.) Every animal must be transferred to the new owner and may not be transferred back to seller, except at the discretion of the recording society concerned.

RISK: All animals are at purchaser's risk as soon as struck off, but will be cared for free of charge for hours.

ERRORS: If errors are noted in the catalog, announcements will be made from the auction stand and such announcements will take precedence over the matter in the catalog.

CERTIFICATES: Each animal is recorded, or will be recorded, in the Herd Book of the association. The certificate of registry with recorded transfer will be furnished by the seller to the purchaser free of charge.

SHIPPING: Assistance will be given in loading and shipping animals, but no risk is assumed by the sales management or seller.

WARRANTIES:

(1) Each seller warrants clear title to the animal and right to sell the same.

(2) Unless otherwise noted in the catalog or announced from the auction stand, each animal is sold as sound.

(3) (a) **BULLS:** Are sold as being able to serve and settle after reaching 14 months of age. The buyer is expected to provide reasonable care and feeding. Should the bull prove to be a non-breeder, the buyer shall notify the seller within four months after the bull reaches 14 months of age. The seller shall then have six months to prove the bull to be a breeder. In no case shall the seller be responsible for more than the selling price. Older bulls are warranted as breeders unless otherwise announced from the auction stand.

(b) **FEMALES:** Any female pregnant when sold or that has freshened normally within 60 days prior to the date of the sale is by that fact considered a breed-

er. Females bred when sold are presumed to be pregnant, but pregnancy is not guaranteed. Should any other female not pregnant when sold fail to become pregnant within six months of sale date, or if less than 15 months old when sold by the time she reaches the age of 21 months, after having been bred to a bull known to be a breeder and after having been treated by a licensed veterinarian, the matter shall be reported in writing to the seller who shall then have the privilege of six months time in which to prove the animal a breeder before refunding the purchase price. The seller makes no warranty that pregnant cows will deliver calves or that they will carry calves full time. In no case shall the seller be responsible for more than the sale price of the animal.

(4) Above warranties cease when the animal is disposed of by the original purchaser.

(5) Transportation charges on all animals subject to adjustment shall be paid by shipper.

PRODUCTION RECORDS: In giving production records the type of record, the age, times a day milked and length

of record should be given. Converted records should be so designated.

CLASSIFICATION INFORMATION: If the animal to be sold or animals in the pedigrees have been classified, their classification should be given in accordance with the policy of the breed of the animal sold.

TUBERCULOSIS TEST: Each animal has passed a negative test for tuberculosis within 30 days or originates from an accredited herd and enters the sale with an official health certificate.

BLOOD TEST: All animals have been tested for Bang's disease within 30 days and found to be negative or have an official vaccination certificate that permits interstate shipment. A statement as to the condition of health of the herd from which animals originate must be given in the catalog or announced from the auction stand.

Sales of animals at Private Treaty should conform to the standards set forth above.

It is strongly urged that all sales sponsored by national, state or local purebred dairy associations establish production requirements.

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BECAUSE—

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If you want to join the "Preferred" class of dealers advertise in "THE AUCTIONEER."

THE LIGHTER SIDE . . .

YAKATY-YAK

A gentle old lady on a suburban train watched for some time, with the kindest interest, a young soldier sitting next to her. The fellow was chewing gum vigorously. Finally, she leaned across and patted him on the knee and said, "I'm awfully sorry, but it simply isn't any use trying to talk to me, young man. I'm completely deaf!"

TOLD ST. PETER

A little mink died and went to heaven where St. Peter met him at the Pearly Gate.

"You were a good little mink on earth," said St. Peter, "so we'll give you anything you like in heaven. What do you want?"

"Well," said the little mink, "I think I'd like a coat made of little chorus girls."

SAD BUT TRUE

Herein lies the difference between the sexes: when a couple is supposed to go somewhere, the woman's first thought is "What shall I wear?" and the man's "How can I get out of it?"

DON'T BLAME ME!

Visitor: "Do you know, there's a baby born every minute in New York?"

Friend: "Don't look at me. I live in Pittsburgh."

WHICH DO YOU PREFER?

"Which do you prefer, blondes or brunettes?"

"Well—I lean toward blondes, but they keep pushing me away."

One reason why romance lasted longer in the old days—the wife looked the same after she washed her face.

Uncle John's definition of a diplomat: A man who remembers a woman's birthday but forgets her age.

TESTING GROUND

The comic magician was in need of an assistant to aid him in performing his mirth-provoking tricks, and was interviewing a young man who had applied for the job in answer to an ad.

"I need a man to help me who can keep a straight face all through my performance; who will under no circumstance allow a smile to show on his face no matter what silly things I might say or do. Now, what are your qualifications for this position?"

"Well," replied the young man, "I used to be a page boy in the House of Representatives."

REASON ENOUGH

Traveling Salesman—"You have lived in this out-of-the-way place for 30 years? I can't see a thing around here that would keep you busy all that time."

Hillbilly—"I can't either. That's why I live here!"

NO ELECTION

A gangling young man walked into the clerk of the court and announced he wanted a marriage license.

"Certainly," said the clerk: "Where's the bride-elect?"

"What do you mean, bride-elect?" demanded the young man.

"There warn't no election. This gal appointed herself."

WHAT DO YOU THINK?

"Where are all the monkeys?" the young lady asked the attendant at the zoo.

"This is their mating season," he explained, "and they are all back in the cages."

Obviously disappointed at not seeing the simians, she thought for a moment then asked, "Do you think they would come out if I threw peanuts into the cages?"

"I don't know, lady," the attendant replied, "would you."

IN UNITY THERE IS STRENGTH

EDUCATIONAL DIVIDEND

A proud father was talking to his son who had been graduated recently from college. The father, not a college man, was interested in the many phases of higher education.

"What was the toughest thing you had to learn?" he asked.

"How to uncap a beer bottle with a quarter," replied his learned son.

YOUR OPINION, PLEASE

Mother to 5-year-old son: "Daddy and I won't be home tonight, Jimmy. Do you want to sleep alone or with the nurse?"

Jimmy (after some deliberation): "What would you do, Daddy?"

JOURNEY

Little, demure Helen Hunt found a purse containing \$21.50. Being as honest as she was pretty, she reported her find to the local newspaper. They ran an ad reading—"The party who lost a purse containing \$21.50 can go to Helen Hunt for it."

Any woman worth knowing has a saving account of her own on which she can draw when she gets tired of you.

We get business by going after it, but we keep it by delivering what we promised.

THE NURSE WAS AN ANGEL

Little Pat: "Mommy, you told me that angels have wings and can fly, didn't you?" "Yes, I did," said the mother. "Well, last night I heard daddy calling my nurse an angel," said Pat. "When is she going to fly?" "Tomorrow morning, darling."

MISSING

The Associated Press reports that a big game hunter has been missing in Africa for several weeks. They fear something he disagreed with ate him.

HOW ROMANTIC

"So you met your wife at a dance; wasn't that romantic!"

"No, it was embarrassing. I thought she was home minding the kids."

YOU'D BE SURPRISED

Visitor: (At Insane Asylum) "Do you have to keep the women inmates separate from the men?"

Attendant: "Sure. The people here ain't so crazy as you think."

WHY?

"You never kissed me like that before, Mary. Is it because we're in the dark?"

"No, it's because my name isn't Mary."

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Do Not Pass This By

By COL. B. G. COATS

FIGURES are often interesting, sometimes boring, frequently revealing and once or twice in a blue moon not too comforting for some people. It is estimated that there are approximately 15,000 auctioneers in the United States. Of this number approximately 1200 are members of the National Auctioneers Association.

THESE FIGURES are certainly interesting. There is nothing boring about them for they should challenge us. They are revealing in that they show how large our opportunity is and they lack comfort for those Auctioneers who constantly excuse themselves from effort by saying that the field has been covered.

Is it too much to expect that new members of the National Auctioneers Association should individually obtain two new members? But first answer this question—have the Auctioneers of the United States and have we the members of the N. A. A., succumbed in such large numbers to the prevailing tide of selfishness as to make us impotent? Upon your answer depends the future. Without response from such as we, one cannot expect bigger and better sales, a better profession, better fellowship, self improvement, a bigger and better monthly publication, more exchange of ideas, a greater recognition of our profession. Is it any wonder that the auctioneer profession is constantly on the defensive. Awaken the Auctioneers to the importance of their future. We can all be thankful that there are Auctioneers among us today that have not bowed to the sickening scheme of selfishness. Men who are giving of their time in the interest of their profession that we may all enjoy the benefits of their efforts. Is not this a sufficient reason and an inspiration for you to give just a little of your time and effort to increase the membership of your Association and thereby helping to make it a potent organization of prestige and influence.

WHAT ARE YOU GOING TO DO ABOUT IT IN 1955 DOWN WHERE YOU LIVE? Upon your answer depends the future. Without response from such as we the days to come will find us no farther advanced than at this moment. Great progress has been made during the past eight years. It is not only our obligation to hold that progress but to improve upon it. With your response the future will be bright under all conditions—victory sure no matter what the odds.

BE ALIVE IN 55 and send in those new members now.

BLACK ANGUS

The Angus is a worthy beast,
Unbeautiful, to say the least,
Unless one's attitude toward beauty
Is based on function and on duty.
In fact, his type or architecture
Is such as painters rarely picture.

Chunky, four-square, there he stands,
In daisy fields, in meadowlands,
Stoutly black and singular-
ly stodgy and rectangular.

It may be that his lack of curves
Explains in part his lack of nerves
And holds his bulk and keeps his girth
Underslung and close to earth.

Imperturbed, with steady munch,
He stows his vegetarian lunch,
Selects the grass that suits his taste
And never worries about his waist.

As for looks he's no great shakes,
But, oh! those lovely, lovely steaks!

PAGING JACK BENNY

Once there was a Christian

He had a pious look,

His consecration was complete

Except his pocketbook.

He put a quarter in the plate

And then with might and main,

He'd sing, "When we asunder part

It gives us inward pain."

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