

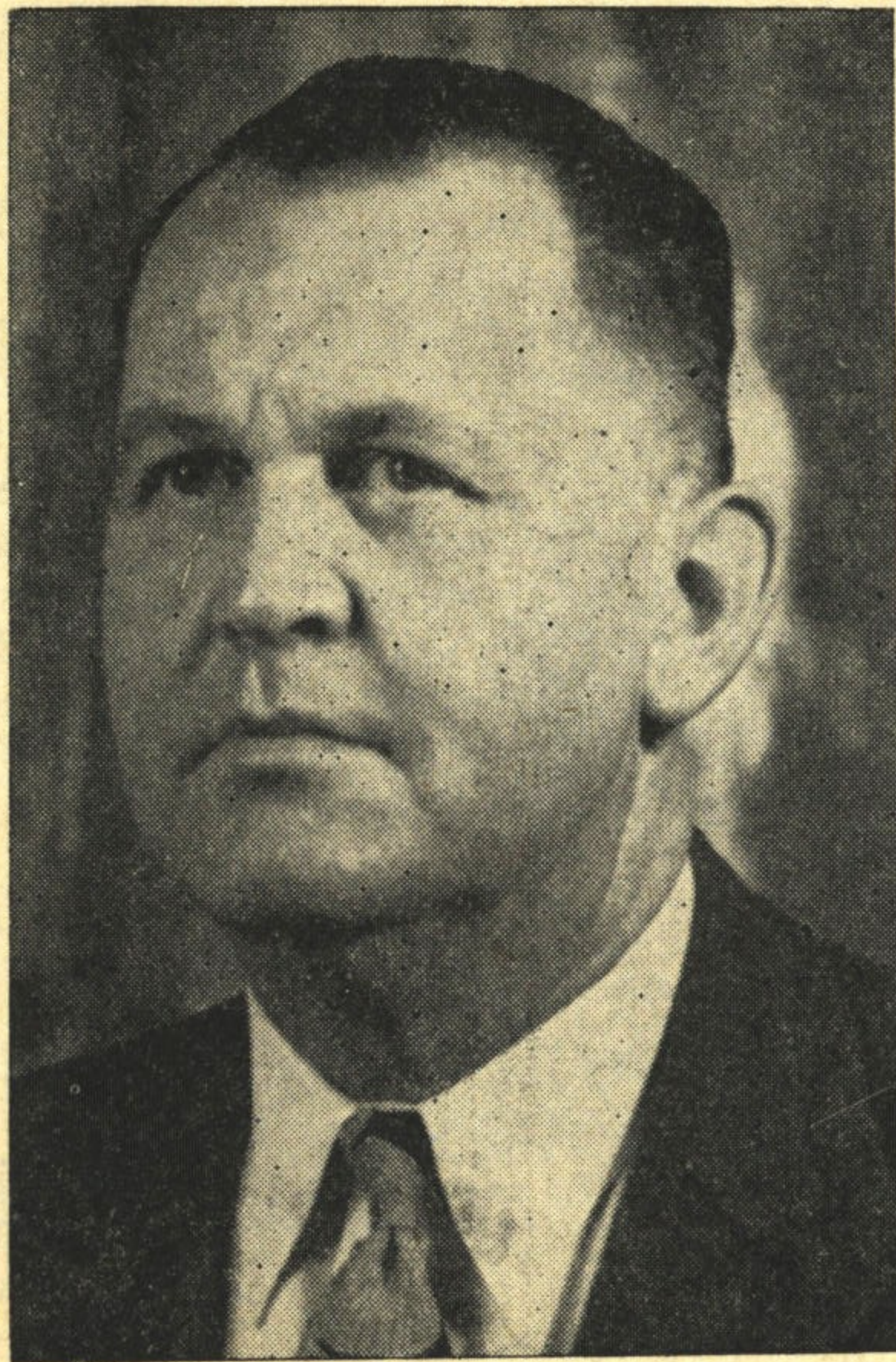
# THE AUCTIONEER

VOLUME 1

OCTOBER

NUMBER 1

## PRESIDENT'S MESSAGE



B. G. Coats

As an Auctioneer and interested in the Auctioneering Profession, we know that the interest of the Auctioneer and the profession is close to your heart.

The paramount objectives of the National Auctioneers Association, an organization, an organization of national scope founded for the purpose of bringing together to achieve this very important goal we must of the Auctioneers of America, to promote and safeguard our profession. In order to have unity and strength in our organization. We can have these things by working together for our cause. Service to your fellow Auctioneers and to your profession certainly should be worthy of a little of your time and effort. We need your ideas and support and in return pledge ourselves to fight for the principles and objectives of our organization. With your help there is no limit to what we can accomplish.

If you are not a member write to our secretary, Col. Garland Sheets, at National Headquarters, 101 S. Jefferson St. Roanoke, Virginia. Your inquiry will be given immediate attention. If you are a member your officers and directors want to hear from you. Write your opinions, ideas and suggestions to the secretary or to any officer or director.

While visiting National Headquarters recently I had the utmost pleasure of reading many letters from Auctioneers all over the country, and it was indeed gratifying to learn of your interest, enthusiasm and of your wonderful cooperation. Many excellent suggestions were submitted

and all will be given the attention of your governing body at its next meeting. There is much work to be done between now and convention time, July 13-15, and we sincerely hope we can count on you.

- - B.G. Coats

## New Jersey State Society Joins National Association

The New Jersey State Society of Auctioneers at their third quarterly meeting held on Monday evening, September 12, voted to affiliate with the National Auctioneers Association.

We are happy to report that their application for affiliation has been accepted and that our membership has been increased by 27 members through their affiliation. Under our constitution and by-laws state organizations may now apply for membership wherein they have a minimum membership of twenty-five members.

Our officers and directors extend a hearty welcome to the New Jersey State association and extends a most cordial invitation to visit National Headquarters when passing through or in the city of Roanoke, Virginia.

New Jersey was organized in February of this year and has every reason to be proud of a fine, alert, progressive group of auctioneers, all working together knowing that interest of one is the concern of all. Their members give freely of their time in the conducting of charity sales throughout the entire state and stand ready to serve at all times. Their influence as an organization has been respected and their advice requested on legislation governing the licensing of auctioneers by many municipalities throughout the state. A concrete example of what can be done by pulling together.

Officers of the state association are Col. Lester Stout, Trenton, president. Col. Carl Wenner, Matawan, 1st vice-president; Col. James W. Burns, Belmar, secretary; and Col. Albert Six, treasurer.

## HOLLAND GOING TO TOWN

Col. Theo. H. Holland of Ottumwa, Iowa is really doing business this fall.

In four sales during one month a total of 648 acres of land in southern Iowa. In addition to the land he sold livestock, machinery, furniture, grain, etc. Col. has put your editor on his mailing. He is doing a nice job of advertising his sales.

I remember the words of one of the instructors at school who said that the best advertising is the name on the bottom of a sale bill. If that be true, Ted Holland is really getting some good advertising.

## SIGNS OF THE TIMES

Following is an article which appeared in the Daily Law Bulletin which might well be heeded by up-to-date auctioneers. It shows that merchants and business men are beginning to realize how big a factor the auction business has become. The more light is shed on our profession the more it becomes necessary to pursue only those tactics that are ethical and such type sales as will win public sentiment.

### Auction Selling Is New

### Competition for Retailers:

### Stressing Service, Guarantees

### Held Best Defense - by Elmer Roessner

"Auctioneers are providing troublesome competition for some merchants. Earlier this year many popped into action on the west coast, especially around Los Angeles, holding regular weekly and sometimes daily sales. They were a painful thorn in the side of appliance dealers, since the auctioneers accepted bids as low as 50 per cent of the list price of consoles, refrigerators, vacuums and other electrical goods.

"The auctioneers usually explained that their goods came from bankrupt stocks, although many retailers suspected that other dealers and even manufacturers were passing inventories on to them.

"Now auctioneers are expanding their operations in the east and, at the same time, broadening their lines. Not only appliances, but soft goods are sold and in some instances, food. Many auctions are held in tents or outdoors, often outside city limits where there are no city taxes and regulations. Some auctioneers may be traveling with carnivals and circuses by next year.

"Established retailers complain that this competition is unfair. They say that the auctioneers offer no installation, service or guarantee and that they pay less rent and taxes than a store. They have also accused auctioneers of sharp practices such as selling one current model of a well-known brand and then quickly offering a number of old or rebuilt models. In soft goods, the auctioneers are accused of mingling seconds and unbranded goods with firsts of branded lines. The auctioneers sharply deny these practices and many of those who attend sales insist they don't occur.

"If this kind of selling spreads further, it may create bothersome competition for retailers everywhere. The best defense appears to be greater emphasis on service, guarantees and other things auctioneers can't readily offer, and in concentrating on those lines which the manufacturers keep out of this channel."



# The Auctioneer

Published every month at  
LeGrand, Iowa

Official Publication of  
National Auctioneer's Ass'n

*John W. Rhodes*

Editor

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

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Subscription Rate: \$1.00 Per Year

## FORWARD

As this issue goes to press Auctioneers throughout the United States are going business than ever before. They have been forward side by side helping their fellow Auctioneers and enjoying greater auction inspired and encouraged the many articles on auctions published in magazines having national circulation, by association with their fellow Auctioneers, by organization and by contributions of many members of our association in educating the public to become more auction minded. By helping others they find that they are being helped. Such a spirit of cooperation cannot help but push forward every Auctioneer that will avail himself of such golden opportunities. Not only does it push himself forward, but your organization as well. So much so, that to meet this forward movement your officers and directors met at a special meeting in Pittsburgh, Pennsylvania, August 14, 1949. As a result of that meeting, steps to cope with our rapid progress were adopted.

### Officers to be Commended

Our officers and directors are to be commended upon their constructive action. All who have been and are giving so freely of their time and effort in the interest of the Auctioneer. At this early date many of their forward and constructive decisions have now become a reality. Our National Headquarters office has been established in the Liberty Trust Building, Roanoke, Virginia. A suite of rooms having every modern facility is now at your disposal.

The office is a credit to our organization and was made possible through the generosity of a brother member. You are urged to communicate with your National Headquarters. Express your opinions and offer your suggestions. You can be sure that all communications and inquiries will be given prompt attention.

### Sheets Elected

Col. Garland Sheets was appointed Executive Secretary and is in charge of Na-

tional Headquarters office. At this early date this change has been most favorably received according to the many letters received at headquarters.

It was deemed advisable to identify our organization as "National Auctioneers Association". This has met with over-whelming expressions of commendation.

A constitution and by-laws to meet the present and future progress of your organization was adopted and are now ready for distribution to any member in good standing, upon written request to the Executive Secretary, 101 S. Jefferson St., Roanoke, Virginia. Another forward step was the incorporation of the National Auctioneers Association.

### Rhodes Made Editor

Col. John W. Rhodes, LeGrand, Iowa, was appointed Editor and Publisher of our publication, "The Auctioneer". Many members contributing to our publication by sending Col. Rhodes items of interest. He would appreciate some auction news from you. Every member is requested to appoint himself a reporter for "The Auctioneer". Any material that you would like to have appear just send it the editor. Also pictures of yourself and of your sales.

Your governing body also advanced forward by applying for membership in the United States Chamber of Commerce.

Col. Jack Gordon of Chicago was elected Chairman of the Board of Directors. Under his dynamic leadership and direction we can all look forward to far greater achievements in the very near future. No sacrifice is too great for him. No distance too far. Although his time is precious he always finds time and effort willingly for the forward movement of all Auctioneers and of our organization.

Our Executive Secretary has been working overtime notifying all members by letter of the metamorphosis that has taken place to better serve you and the auctioneering profession. If you have not received your letter please write the secretary. He wants to hear from you and you will want to hear from him.

### Tribute to Ferguson

Under our new constitution and by-laws all members are required to be initiated. This initiation will take place at our National Convention in Roanoke, July 13-14-15, 1950. Plan to attend and sponsor a new member as all new members subsequent to August 15, 1949 will be known as the J. Albert Ferguson Class, and will be initiated as a group.

No greater tribute could be paid to the memory of one that put others before self, that no sacrifice was too great for joining together the auctioneers of America. It was his firm belief that in organization our profession would be brought to the front and recognized as all other professions. He left us unfinished business, but his memory shall never be forgotten and will be exemplified in our forward advancement while we strive to complete the unfinished business.

### "Forward"

Forward shall ever be our motto and by going forward with others we shall all profit thereby. If you do not have any appli-

cation cards for membership, a request to the secretary will be promptly acknowledged. If every member will sponsor just one new member the J. Albert Ferguson Class will be a monument to one whom we all honored, admired and respected.

## A THRILL IN READING

It has been a long time since I have read anything that gives me as much solid enjoyment as I received when I read the article, "Sold," in the July 1st issue of the Hereford Journal. This is a life story of Col. A. W. Thompson and his 42 years on the auction stand and as a young auctioneer his effort to grow in this business. I know that you will want a copy of this. To me it is priceless, and will use it for references many times. The opening speech Col. Thompson made when he sold Robert Haylett's herd is a masterpiece. When you read that speech and make analysis of it, you will be able to understand why Col. Thompson is on the top rung of the ladder. I have heard of Col. Thompson for years and have always wanted to meet him and hear him call bids, but now I have an even deeper desire to meet him and hear him make an opening speech at an auction. It's the same old story that we will find in most top men's life history — a farm boy with a high goal in his mind is engaged in a business that he loved as much as life itself is contributing to that business more than he took out, becoming successful above his own imagination, and setting up an endowment at a college to help some younger person get his start in life. Get it and read it and to the extent we learn that lesson, we shall ascend the ladder of success.

## GOOD HOUSEKEEPING VIEWS AUCTIONING

The September issue of Good Housekeeping entitled "How to Auction Your Things" is something worth hunting up. It shows the public's view of the auction business and gives a good insight on what they in general think of the auctioneer and his tactics. Sometimes we get a one track idea and naturally we are sold on the public but because of the old time operators some of the public are still skeptical. I am sure that no associate member was pointed out by the author when he called attention to the (sleepers). We know that is what the public thinks and let's try to avoid anything that will cause the people to think that we have favorites at an auction sale. The standards of the profession are being raised constantly and that is the main purpose of the National Auctioneers Association. Perhaps we will see the day when the initials A. A. A. will stand for the same thing in auctioneering as the motto, "Approved by Good Housekeeping" signifies in household appliances. At least that is a mark

## ABOUT THE AUCTIONEER

Because of time and difficulties of the printer this first issue is late and small. We are sorry. The next issue will have eight pages.



# FARMER TURNS AUCTIONEER

By Joe E. Hogan

The subject of this article was born on a farm northwest of Albany, New York, and like all farm boys learned the many chores around the farm during his school years. After finishing high school he decided he wanted to be an engineer and enrolled at the Mechanics Institute in Rochester, N. Y.

Upon graduating from college with his engineering degree he entered the employ of the Eastman Kodak Co. of Rochester.

In Rochester he met a young lady who was head dietitian at the Strong Memorial Hospital and who like himself was farm born and bred.

As the old saying goes, "The road to a man's heart is through his stomach." It was not long before the young couple became one.

During vacation time at the plant the young people decided to visit her parents who owned and operated one of the largest farms in Cortland County, N. Y.

Their two weeks' vacation period was nearly over when the father made them a proposition. He said the mother needed the daughter's help at home and the young man could find himself useful around the farm, he offered them a home and \$25 a week plus all of the young stock raised on the farm.

The monetary remuneration, while approximately 25% of what they were getting at their professions, still had its bright side, and as you can take the boy from the farm it is a different matter to take the farm from the boy, consequently the offer was accepted.

As a large percentage of the cattle bought and sold passes under the auctioneer's hammer, and, after attending several auctions with his father-in-law, the young man became imbued with the idea of becoming an auctioneer.

Thus, in 1942 Frank K. Taylor, for it is of him we write, enrolled at the Reprint School of Auctioneering, and in due time entered the ranks of licensed auctioneers in New York State.

Up to that time auctioneering was a sort of a hit and miss business, but the technique learned at the school plus continuous advertising brought the auctioneering business before the people as a scientific quick way to sell all sorts of merchandise.

Being a farm boy the selling of cattle was the aim of the young auctioneer, but it was not long before estates with large assortments of antiques and household furniture sought the services of Mr. Taylor as an auctioneer.

In order to give his clients the best possible service he added to his staff of assistants experts in the field of antiques in order to advise and properly classify old furniture, Oriental rugs and other items of vague or unknown value.

In addition to selling some of the largest farm dispersals in the state, including the spring and fall dispersals of the Paul Smith farm, the Dean Ladd (of Cornell University) farm, the Homer DeLong herd and many others, he also



Col. Frank Taylor

sold such large antique stocks as that of Dr. George W. Norris of Montrose, Pa., the Taylor-Smith estate of Binghamton, N. Y., and others, including the Nimmonsburgh, N.Y., antique stock.

School property as well as C C C camps have been a specialty with the Taylor Sales Service in various parts of the state.

Col. Taylor, in addition to his auction work, runs a 100-head Holstein dairy farm in Cortland, making more than a million pounds of milk a year.

He is a member of the Kiwanis Club of Cortland, as well as the Flying Farmers of America, has a private flyer's license, owned his own plane for a time but finds it much quicker to engage a commercial plane for his flying, and will fly any place to be of service.

Col. Taylor, a strong believer in plenty of advertising, places all of his copy through an agency to be sure of getting the best coverage. He has his own staff of pedigree experts, cashiers and clerks. A complete service in every way.

## Governor and Auctioneer

Acknowledging that his audience wasn't there to "hear some bull" but to watch some, Gov. Alfred E. Driscoll of New Jersey, attending a cattle sale of Aberdeen-Angus, took a gavel and auctioned a choice heifer to benefit New Jersey Charities. Sale was held at the farm of Dr. Armand Hammer, Red Bank, N. J.

The Governor's effort paid off with \$3,500 to be distributed among hospitals. Dr. Hammer, gentleman farmer, disposed of 54 head of Aberdeen-Angus for \$127,000. The Governor interspersed his auction spiel with a few ad lib remarks reminding the capacity crowd of 1,000 visitors of economies in Government.

The surprise moment, a loud, hoarse bellow from a bull in a nearby barn, greeted the statement that New Jersey has less and fewer taxes than most other states. "We like to think here in New Jersey," Mr. Driscoll said, "that we have

a balanced economy. This competitive sale is evidence of such economy."

Then the bull bellowed. Observers couldn't tell if the bovine roar was one of approval or a cow equivalent for the Bronx cheer. When the laughter subsided, Mr. Driscoll, interpreting the bull's outcry optimistically, said, "Even a bull knows a good thing when he hears it."

Col. Roy Johnson was the Auctioneer, and said the average individual lot sale for the 54 head was \$2,365.00, which he said was the second highest average for cattle sales in the country this year. The heifer sold by Governor Driscoll, for \$3,500 for charity was purchased by Stephen Birch of New Jersey. Highest price for an individual lot was \$6,000 paid by Elysion Farms, Fall Church, Virginia, for a heifer.

In the Mail Box—

Sioux City, Iowa  
August 16, 1949

Mr. B. G. Coats, President  
National Society of Auctioneers  
Long Branch, N. J.

Dear Sir:

Would like to express our sincere appreciation for the fine things your society did for the "Youth Builders" at the auction which was held during your convention at Sioux City.

While it is impossible to thank every one concerned in your organization for their cooperation, certainly wish you would pass our thanks along.

Yours truly,  
J. A. CHILSON, Secretary  
"Youth Builders"  
Sioux City, Iowa

Marathon, Iowa  
August 6, 1949

Col. B. G. Coats  
St. Louis, Mo.

Dear Col., I was very happy to receive your letter of July 28, and I wish to thank you for remembering me. I am all alone and too crippled to get around much, and one in this condition is sometimes forgotten. So your kindly remembrance is greatly appreciated. I wish to say that if I am here and can stand the trip I will attend the meeting next year.

With many thanks and kindest regards, I am

Very truly yours,  
W. R. RITCHIE.

## ADVERTISING DISPLAY

### RATES:

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

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

Prices for special engraving or artwork quoted on request.



Col. Garland E. Sheets  
112 Liberty Trust Bldg  
Roanoke, Virginia



## AUCTIONEER BUSINESS HAS ADVANCED

The auctioneer business has outgrown the horse and buggy days when all a man needed to do was put an ad in the paper and do business from that.

All over the country men are getting the job done in a big way because it is done on a big business basis. Many companies have been formed that employ advertising men, contact men, an office staff and even lawyers. Some go as far as to employ auctioneers at a meager salary.

### Uphold Standards

We auctioneers must uphold the standards of our profession, and, as one colonel said in New Jersey, "We should be our own sales managers." As the auctioneer business in popularity, more and more shrewd business men want a slice of the income and are using their business ability to organize auctions and many a good auctioneer becomes merely a hired man.

It seems to me the auctioneer should be a promoter and the thing he lacks let him hire done. There is plenty of business but it is going to have to be sought out. We will find in the not too distant future that the man who hunts the business and goes about it in a business like way will be the top flight auctioneer.

### More Than One Source

Too many times we think in terms of auction houses and farm sales as being

the main avenue from which we get our business. Following is a list of sales conducted by Samuel Winternitz and Company of Chicago during the months of July, August and September. These are printed as a proof of the foregoing. We can easily see that to step up to the manager of one of the Following companies is an altogether different matter than asking Farmer Jones for a closing-out sale. Widow Brown to consign her furniture to our auction house. Let's look up and plan higher by putting the auctioneer in the driver's seat where he belongs and let some one else be the hired man!

### Auctioneers Know How To Get The Money

Walking along the street in the local county seat a man was attracted by the screams from a house. He ran in to investigate and found a frantic mother whose small boy had swallowed a quarter.

Seizing the child by the heels, he held him up, gave him a few shakes and the coin dropped to the floor. The grateful mother was lost in admiration.

"You certainly knew how to get it out of him," she said. "Are you a doctor?"

"No, madam," he replied, "I'm an Auctioneer!"

(Ed Note: The foregoing was sent in by Col. Jack Gordon of the Samuel L. Winternitz and Company. Those of you who heard Jack call for "Haaf" at the Sioux

City convention will agree with me that he must be the auctioneer who grabbed the child by the heels. How about it, Jack?)

## MEMBER SELLS \$90,000 RIPLEY AUCTION

Those of you who saw the Life magazine recently were no doubt interested in the article entitled, "Ripley Auction", and I know you are interested to know that Col. O'Rielly is a member of the National Auctioneers Association.

Although the pictures are a bit gruesome, I am sure you fellows have sold items that would be just about as hard to name as some of them.

Any news in a national magazine with the word auction as prominent as it appeared in this article is good advertising for the auction profession. This is good scrap book material and maybe just such material as may be needed to convince a prospect that the best way to sell odds and ends that can't be named is the public auction.

## MORE NATIONAL PUBLICITY SOON

At the last term of the Repperts Auction School there was a photographer and a reporter from the Saturday Evening Post assigned to do an article on auction schools. From the amount of pictures taken and the number of questions asked there should be lots of publicity in the article. We are told that it will come out in the near future.

I have been going to the news stand every week for my copy so that I would be sure not to miss out. I know you will also want one when it comes out.

Remember, any favorable publicity about the auction business is to our benefit. Just as we sell the customer on an item at our auction so we must forget jealousy and work together to sell the public on the auction method of doing business.

## CLASSIFIED ADS

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

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

### JULY

- |         |                            |
|---------|----------------------------|
| 7. & 8. | Mills Industries           |
| 12      | Van Camp                   |
| 14      | Shur Fit                   |
| 16      | Real Estate                |
| 19      | Stinson                    |
| 21      | G.I. Manufacturing Co.     |
| 26      | S & W Inductor             |
| 26      | Stoddard Manufacturing Co. |
| 28      | Olmsted                    |

### AUGUST

- |         |                                   |
|---------|-----------------------------------|
| 3       | Hedge Tool                        |
| 9       | Milwaukee Welded Products         |
| 10      | Lake Tool Co.                     |
| 11      | Teasdale                          |
| 12      | Della Pia                         |
| 15 & 16 | Ewing Furniture Co.               |
| 17 & 18 | Aircraft & Diesel Equipment Corp. |
| 25      | Stinson                           |
| 29      | Detroit Gear                      |
| 30      | Bloomer Brewery                   |

### SEPTEMBER

- |         |                               |
|---------|-------------------------------|
| 1       | Hi Art                        |
| 8       | Jewelry                       |
| 13      | Kenmore Manufacturing Co.     |
| 16      | Lowell Restaurant             |
| 20      | General Plywood Corp.         |
| 27      | Pine City Dairy               |
| 28 & 29 | Canedy-Otto Manufacturing Co. |

- |                    |
|--------------------|
| Chicago, Illinois  |
| Detroit, Michigan  |
| Detroit, Michigan  |
| Glencoe, Illinois  |
| Dearborn, Michigan |
| Chicago, Illinois  |
| Chicago, Illinois  |
| Mason City, Iowa   |
| Detroit, Michigan  |

- |                        |
|------------------------|
| Chicago, Illinois      |
| Milwaukee, Wisconsin   |
| Chicago, Illinois      |
| Grand Rapids, Michigan |
| Manistee, Michigan     |
| Chicago, Illinois      |
| Chicago, Illinois      |
| Wayne, Michigan        |
| Detroit, Michigan      |
| Bloomer, Wisconsin     |

- |                           |
|---------------------------|
| Chicago, Illinois         |
| Detroit, Michigan         |
| Chicago, Illinois         |
| Chicago, Illinois         |
| New Albany, Indiana       |
| Pine City, Minnesota      |
| Chicago Heights, Illinois |