

# *The* **AUCTIONEER**

MAY, 1950

Vol. I

OFFICIAL PUBLICATION OF THE NATIONAL AUCTIONEER'S ASSOCIATION

No. 7





# Presidents message...

I can conceive of nothing more important, at this stage in our development as an organization, than the one thing which keeps presenting itself to me. Since we are all working together with one common purpose, I will transmit it to you.

Here it is. Our future strength lies in the zeal with which we put ourselves into the task of organizing more state associations.

Now, there must certainly be those among the present membership who



Foster Sheets

were born and reared in a state other than the one in which they operate, or who know auctioneers in other states. Let's contact them and send them copies of the AUCTIONEER. If you meet or hear of an auctioneer who is not a member and can get his full name and address, literature can be mailed to him. This should apply no less to the auctioneers in the organized states, as each member gained knows other eligibles and it is bound to spread. Here is a practical example: My wife raked

up a nice little pile of leaves in the center of the yard and put a match to it. And would you believe it! The draft caused by the fire wafted some of the burning leaves into the air and before she knew it the whole yard was afire without all those leaves having to be raked up. It will take a long time to get non-members into meetings and conventions but if we can waft some members who are afire with enthusiasm over to the distant points we, also, can set the field afire without so much raking.

There are so many ways by which we can gain momentum by employing a little initiative and imagination that each one of us should not only put his ideas into practice but write about them. This I invite you to do now as we can learn from each other.

## Auction Brings \$88,950

Second Day Total for Art Objects  
At Parke-Bernet Is \$50,720

A two-day auction of French furniture and other objects of art from the collections of several owners at the Parke-Bernet Galleries, Inc., 980 Madison Avenue, on Friday and yesterday brought a total of \$88,950. The first day's total was \$38,230; yesterday's \$50,720.

The art objects included a number from the collections of Philippe de Saintre, of Bougival, France; Baroness Henriette von Kalinowski and Fritz Kreisler. Yesterday's highest bid—\$2,000—was made by R. Mazeltov, of New York, for an Imperial Agra Palace Carpet, given by Queen Victoria to the German Emperor.

Col. Donald J. Bowman, Hamilton, Mo., who specializes in the sale of pure bred livestock uses a very attractive blotter as a means of advertising. This is one kind of literature that people keep on hand as it is both useful and attractive on the desk.

## CHAS. DUVEEN, JR., NOW AUCTIONEER

New York, N.Y.—Carrying on the tradition of his family as dealers in art and antiques, though taking up a different phase of the business, Charles J. Duveen, Jr., becomes an Auctioneer and announces the first sale by the House of Duveen, Inc. The new firm's offices are at 61 West 56th St., but sales will be held from residences of consignors or from available public galleries. The first sale next Friday will be in the Manhattan Galleries, Third Avenue and 80th St.

The father of Charles J. Duveen, Jr., was the famous dealer and decorator whose firm name was Charles of London. He is a nephew of Lord Duveen of Milbank and a grandson of the late Sir Joel Joseph Duveen. He has been associated with the Parke-Bernet Galleries.

## Life Insurance Policies Auctioned Off In London

For years in London many a person wishing to cash his life insurance policy has put it up at a monthly auction where it may bring from 5 to 20 per cent more than its surrender value, says Collier's. Every detail about it, except the name and address of the insured (which are never disclosed) is furnished by the auctioneer.

As the successful bidder becomes the beneficiary and responsible for all further premium payments, he thus gambles that the face value of the policy will greatly exceed his investment in its purchase and premiums.

Col. Theo. Holland, Ottumwa, Ia., says "My success in selling is the fact that I am not afraid to spend a little money for advertising."

**New Tools and Machinery improve methods of farming and production. So will new ideas and knowledge in the Auctioneering profession improve your business. Take advantage of a golden opportunity and plan now to attend the National Convention of the National Auctioneers Association at Roanoke, Virginia, July 13, 14, 15.**



# Earl Gartin Suffers Fatal Heart Attack

**End Comes Unexpectedly April 8 At  
Greensburg, Ind., For Popular Dean  
Of Hereford Auctioneers—Mary-  
land Sale Earlier In Week  
His Last—Almost 50 years  
Of Selling**

Earl F. Gartin, dean of Hereford auctioneers, a man who added another friend in every person he met, has sold



**EARL F. GARTIN**

his last Hereford, his gavel has sounded for the last time and his challenging call has rung through the last sale arena. For Earl Gartin died at his home in Greensburg, Ind., April 8, following a heart attack.

Badly crippled, every step filled with pain, Earl Gartin had carried on for years when men of a different temperament would have given up. But Earl was made of sterner stuff and he refused to retreat. His last sale was one of the best of his long career when he sold 56 Herefords at a \$758 average in the Maryland association auction at Frederick on April 3. The fire was there, the smile and the persuasive voice that had made Colonel Gartin tops in his profession.

## **Maryland Sale His Last**

Could Earl Gartin have chosen his way to go perhaps he would have it just the way it was. Busy to the last, a successful sale just completed and many more ahead, in fact one on April 7 which was canceled at the very last minute on his doctor's orders. Almost fifty years

of auction work and still "going strong" with friends in every state of the Union—that was Earl Gartin.

Earl F. Gartin was only 63 years old but he had crowded a busy, happy and productive life into that span. He was born on a farm 10 miles west of Greensburg, Ind., April 4, 1887. His father John G. Gartin was a farmer and cattleman, feeding from 100 to 200 head of cattle a year and engaged in the operation of a small herd of Shorthorns on his farm near Burney. It was natural that the son should have developed a liking for livestock. And his turn toward the auction stand came at an early age. As a small boy he accompanied his father to a farm sale and the die was cast right there—from then on it was the auctioneer's life for him. Returning from that auction Earl went to the barn and sold all the livestock to imaginary bidders before supper.

His first auction was at a pie supper in a country school. He was only 13 years old but, in the persuasive way that later was to make him one of the nation's most successful auctioneers, he talked the teacher into letting him sell those boxes. Three years later a farmer who bought one of them engaged him to cry his farm sale. In his first year as an auctioneer the young Indiana farmer boy had officiated at 14 farm sales and before he was 20 years old his fame had spread through Decatur and other Indiana counties. He was off on a career that was to make him a national figure.

Over in Decatur, Ind., the late Col. Fred Reppert had his headquarters from which he was in demand throughout the nation in those busy times during and closely following World War I. Recognizing the ability of the young auctioneer in the neighboring town of Greensburg he engaged him as his assistant, a connection which was to make the name of the Reppert and Gartin team a famous one. Often they sold together and at other times young Gartin took over on sales which Colonel Reppert could not reach. From 1918 to 1922 Earl Gartin sold Herefords in most of the states of the Union and in three Canad-

ian provinces. He also acted as an instructor, later, in the Reppert School of Auctioneering at Decatur.

## **Hereford Selling His Speciality**

It was with the selling of Hereford cattle that Earl Gartin made his reputation as an auctioneer and he was in demand over the entire country but especially in the southwestern and eastern states. There were few Hereford sales in these localities over the last quarter of a century where the catalogue did not announce "Earl F. Gartin, Auctioneer." It would be impossible to list the activities of this busy auction salesman. He was in the stand at some of the greatest sales of the breed, sales in which world's records were made, and much of their success was due to his auction salesmanship. He also officiated in sales that were of another sort, but always he gave his best. It was said of him that his disappointment over a poor sale was keener than that of many whose cattle he sold. He took a personal interest in every auction.

He used to carry with him a little black book—no doubt he did so until the last—and that little book contained some most interesting and illuminating figures. As far back as 1938 it showed its owner had sold in every state of the Union except one. It showed more than 300,000 head of feeder cattle sold for W. B. Mitchell & Sons, Marfa, Tex. It listed a total of 3,500 auction sales—and that was 22 years ago. Another interesting figure in that little book was 67,876—the number of miles traveled in 1937 alone and representing 196 nights in Pullman cars and hotels.

## **His Enthusiasm Never Waned**

But Earl Gartin loved every minute of it and every mile traveled. His friends marveled at the enthusiasm with which he approached each sale, even in recent years when his health was so seriously impaired. It was that spirit which actuated him in that last auction in Maryland and it was that which made him look ahead with anticipation to many spring sales. But the last gavel sounded for him Saturday morning just a few minutes after midnight.

It is amazing that as busy a man as Earl Gartin found time for other activities. He owned and operated farms and Hereford cattle in his home county, was a member of the Greensburg city council from 1924 to 1933 and was active in lodge and club work. He was a member of the Greensburg Methodist Church

(Continued on Page 8)





## THE AUCTIONEER

Published every month at  
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## NATIONAL AUCTIONEER'S ASS'N

**JOHN W. RHODES**

Editor

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By John W. Rhodes

Boy am I out of sorts. I went out to the garden the other day to start a lettuce patch and stop hearing about it in the house. The last two weeks we have had garden for breakfast, dinner and supper.

Well I finally got out and started spading, and hadn't dug up more than a few feet when a big juicy fish worm stuck his head out of a clod and sorta sneered at me. I am not sure what he had on his mind, but I think he was daring me to put that fork down and head for the river. Well, I wasn't going to be made a mouse by such a poor worm so I hunted a little more until I found his brother, aunt and a couple of his cousins. With them firmly shut in a Prince Albert can I proceeded to rig up what was left of my fishing equipment. By the time I got the reel oiled up and located some sinkers and sharpened up the point of a rusty hook, it was high time to head for the Iowa river.

It was too hot to work in the garden and too cold to sit on the river bank but I was not going to go home right away, for regardless of how long I had been gone, I would still have to hear the same song about laying down the spading fork and going fishing. So since I was going to have to hear that tune I might as well stay there awhile.

I didn't get a bite and sat there on that log until I got a good cold and a stiff back. I decided that there wasn't any use to try to catch a fish, so I took out the worm that sneered at me in the garden and drowned it. Did you ever try to drown a fish worm? It's surprising how much those things can stand. But the time I drowned him and all his family it was time to go home. I got there just as my good wife was finishing the lettuce patch and so we will as usual have a good garden. That's the way it goes every spring. I wish that worm had not showed up

and then I'd feel a lot better, but it happens that way twice a year, planting time and potato digging time.

I want to take this means of thanking the many auctioneers who have sent letters and enclosed the names and addresses of other auctioneers to whom we have sent complimentary copies of THE AUCTIONEER. Several of these new names have become subscribers and this is very gratifying. I hope the rest of the fellows who get this paper will think of the other men who haven't heard about it yet and sent in their names. If you like the paper at all then it is a sure thing other men in your same profession will also enjoy it. One man sent me the list of the names and addresses of the class that graduated with him from auction school last year and those boys were glad to get the paper. It didn't cost him anything but a little time in typing the list but it showed he had an interest in his classmates.

Many of the fellows who write in to THE AUCTIONEER are signing their letters different these last few weeks. They sign off saying, "SEE YOU AT ROANOKE" and that's a real way to sign off. That should become our slogan from now until July 13, 14, 15, it should be in every letter to another auctioneer and included in every conversation. Some of the boys plan to take their families along and make it a vacation. It is a swell idea. To some it will be the first time they will have had a chance to see the Blue Ridge Mountains and the many sights there are to see in "Old Virginny". May I suggest at this time, for the benefit of the men who haven't yet attended a National convention conducted by the National Auctioneers Association, it is a convention you can attend with a clear conscience. Contrary to the common belief that a convention is a place to get out and forget home and the laws of decency, these men who plan and attend the convention are real men who have a keen sense of responsibility and the convention is kept on a very high plane. I have attended the last two, and have been very favorably impressed. Not one thing has been introduced or permitted that would bring the least cause for anyone to stay away because of his personal reputation or his religious convictions. I plan to take my family and

(continued on next page)

## REMEMBER THIS ADDRESS

**National Auctioneers'  
Association**

101 South Jefferson St.  
Roanoke, Virginia

IN ALL THIS WORLD NO OTHER EVENT LIKE IT. NATIONAL CONVENTION ROANOKE, VIRGINIA, JULY 13, 14, 15.



# THEY FLY THE "HIGH DOLLAR"



Robert Mendenhall (center) and Alston Clark (right) are shown here with John W. Spencer (left), operator of Fraley Field where the flying auctioneers base their Taylorcraft.

## The "High Dollar" Is A Tough Little Taylorcraft

This little plane is owned and flown by a couple of aviation-minded land auctioneers, Alston Clark and Robert Mendenhall, of C. F. Williams & Alston Clark Land Auction Co., High Point, N. C. And, according to these glib-tongued aviators, she actually chants like an auctioneer as she wings through the sky!

The "High Dollar" is the flying result of a long-realized need for faster transportation by the land salesmen who flit around over the entire Atlantic seaboard in the pursuit of their business. Formerly, they went by car and train, but with the expansion of their business, they found surface transportation too slow and so took to the sky, Mr. Mendenhall for the first time and Mr. Clark for the first time in several years.

Mr. Clark has been responsible for making young Mendenhall "like a bird" in a couple of ways; he taught the red-headed, good-looking word-garbler to warble at land sales, and he twisted his arm and made him fly. Today, Mendenhall, recognized as one of the top-rank land auctioneers in the two Carolinas, flies regularly to and from his sales, learning all the angles of cross-country flying the best way—from experience.

According to Instructor John Spencer at High Point's Fraley Field, Mendenhall was an excellent student. In less time, almost, than was required of Congress to investigate Howard Hughes, he

had soloed and was flying by himself. More fortunate than his employer and partner in the plane, who learned to fly "the hard way," several years ago, Mendenhall soloed in a few hours.

Mr. Clark, truly a pioneer in Carolina aviation, learned to fly under the Wright Brothers, in Dayton, Ohio, in 1912. He took off, wheezed through the air, and landed in an ancient Wright bi-plane of the pusher type. At that time, he was offered a contract with a traveling fair organization at \$1,000 per week to fly thrill-loving passengers, but his mother objected and he came home. Then he joined the marine air corps during World War I, flew other early models of fighting aircraft overseas, and came home to boost aviation in his own community.

Auctioneer Clark was one of the principals in the organization of the Carolina Aero Club over 13 years ago. And, although he has not been an active pilot during recent years, his interest in the future of aviation has never diminished.

Auctioneers Clark and Mendenhall named their plane the "High Dollar" in keeping with their policy of selling real estate "for the highest dollar possible". With its range of over four hours and its short landing roll and take-off, they find the two-place Taylorcraft a great saver of time and expense in their work.

Frequently, they fly a couple of hundred miles, land in a pasture field near their scheduled sale, complete their auction, and return home within a period of a few hours.

Once Mendenhall landed on the grounds of a million-dollar estate in

Maryland in order to get as close as possible to his scheduled sale. Upon asking the non-flying estate owner if it were permissible to leave the plane there for a few hours, he was told: "Sure! I'm darned sure I'M not going to fly it!"

Mr. Clark says you fellows who operate airports over the Carolinas may never see any "flying saucers," but it's a sure bet that sooner or later you will see these flying auctioneers and their chanting plane—the "High Dollar"—touching down on your field for a Coke and a chat.

### AS IT SEEMS TO ME

(continued from page three)

we are counting the days until we are in the old Ford and heading that way. There will be lots of speeches by top flight auctioneers. These speeches deal with the many phases of our work and if you'll bring a book for notes and an open mind you'll go home with a note book full of helpful notes and a mind charged with a zeal that will carry you on to bigger, better and more sales in your locality.

So, for lack of something more profitable to say, I'll close saying SEE YOU IN ROANOKE.

## WANTED

Names and addresses of Auctioneers to whom we will send sample copies of "The Auctioneer." Send these names now so that your friends will receive the June issue.





Col. G. C. Ruwe, Lake Park, Ia., sold a 5 room modern house in Little Rock, Ia., Jan. 28, a modern house, a personal property in Lake Park on Jan. 30 and a well-improved acreage in Montgomery, Ia., Feb. 6. On each of the sales he advertised that there would be a guessing contest with \$5 given to the winner of the contest.

Col. Dennis L. Moss, Clovis, N. M., recently subscribed to THE AUCTIONEER. Col. Moss is Pastor of the Clovis Advent Christian Church and last December graduated from the Reppert Auction School. Since graduating he has assisted on two very nice farm sales and on Feb. 6 had his first sale consisting of five rooms of household furnishings and reports a large crowd, a good sale and the entire offering was converted into cash in just a little over two hours. Col. Moss is interested in a state organization in New Mexico some day in the near future and states that in the meantime he wants to get lined up with some organization for his own personal encouragement and help.

Col. Wm. T. Huisman, Parkersburg, Ia., sent in \$5.00 and ordered the AUCTIONEER for one year for himself and for four of his auctioneer friends. He also sent his schedule for 1950 which is as follows:

Third Monday of each month, purebred Holstein Cattle sale, Oelwein, Ia. Tuesday each week, Automobile sale, Grundy Center, Ia. Wednesday each week, Livestock sale, Iowa Falls Sale Co. Thursday each week, Livestock sale, Aplington Sale Co. Friday each week, Livestock sale, Waverly Sales Co. Saturday each week, Fishing and Hunting. Sunday each week, Church, Baptist at Parkersburg.

Col. Laird N. Glover, Crawfordsville, Ind., sold an estate sale recently in which he sold 544 items in exactly four hours.

Your ancestors and mine made the history of which we read today. We are the ancestors of tomorrow's history. Let us remember that and live accordingly. Just as surely as you and I live, what you and I think and do today is part of the history of tomorrow. What have we contributed to this and the future generations of auctioneers?

## A Friendly Letter To The Editor

Burlington, Iowa

Col. Rhodes

Dear Sir:

I thought I would drop you a few lines to let you know how things are selling in this part of the State.

March 17, 1949, we had a sale in which 10 Holstein cows averaged \$279. Each with the top cow going at \$356. On Nov. 15 we sold 23 Holstein and Guernseys for an average of 238.50, the top cow selling for \$385. On Dec. 1 we sold a closing out sale with 38 Holstein cows and heifers listed, about 1/2 of them were registered. The 16 mature cows averaged \$331. The top grade cow brought \$405 and one of the registered cows was sold at \$400. Sixteen head of yearling and two year old heifers averaged \$197.50 and six baby calves averaged \$53. On Jan. 5 we had 11 head of Guernsey cows on a closing out sale that averaged \$253. With a top of \$303.

Nov. 8 we sold three pens of red pigs 10 weeks old, a total of 72 head for \$21.50 per head. At the present time these same pigs would bring around \$12 a head. Farm machinery is falling off fast, corn is bringing around \$1.18 per bushel. Good baled hay will bring from 1c to 1 1/4c per lb.

I will enclose a list of the names and addresses of other auctioneers to whom you might send the paper, also an application blank for membership.

Sincerely yours,

Col. Carl W. Setterberg,  
504 Summer St.,  
Burlington, Iowa

Three big days and nights and every minute something doing. Bring your wife as the committee has arranged for their entertainment. It will be the happiest event of your life and days you will never forget, July 13, 14, 15.

An elderly Auctioneer was confronted in court by a young Auctioneer who had served his apprenticeship under him. It was a case of the young outwitting the old, and when the court awarded a verdict in favor of the young Auctioneer, the elderly Auctioneer cried out in no uncertain terms: "He's a liar, a thief and a coward. A disgrace to the auctioneering profession!"

The stern old judge intervened and said to the elderly Auctioneer: "I am surprised at your statement; how do you know these things? Do you have any proof of them?"

Quickly, defiantly the old Auctioneer shot back: "He learned under me; I taught him all he knows."

## PROFESSIONAL CARDS

**FILMORE STOERMER**

General Auctioneering  
WEBB, IOWA

**JIM BULLOCK**

General Auctioneering  
SPENCER, IOWA

**WENDELL RITCHIE**

Farm and Real Estate  
Auctions  
MARATHON, IOWA

**D. L. (DAVE) GREEN**

Real Estate Auctioneer  
Insurance  
SAC CITY, IOWA

**The Auctioneer  
Box 174  
LeGrand, Iowa**

Enclosed is \$2.00 for one year's subscription to **The Auctioneer**.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_



# Midwest Livestock Sale Barn Located in Iowa



## The Word "Drama" In Spanish Means Action

In Italian "Acto" means action, hence the word AUCTION is derived. Auction means action!

The above picture is an action picture snapped at the Midwest Livestock Sale, Marshalltown, Iowa. Junior Liston, owner and manager, can be seen in the foreground with his hand raised trying to get more action from the bidders by encouraging them to bid again. This sale is conducted every Tuesday and is one among hundreds of such barns in the state of Iowa.

Some years ago this type sale barn was looked upon as a place where "As-Is" livestock was sold but they are fast coming to the front in the midwest and disproving such rumors. These sale barns are becoming leaders in public service and much of the livestock in this area are sold in such markets. It

is nothing uncommon to sell purebred hogs and cattle and even entire herds of high producing dairy cattle on a regular weekly auction. The secret of the success of the above pictured auction is in the fact that men with a lifetime of livestock selling are on hand to see that each farmer's consignment is started somewhere close to the current market value and from there the bidders who are in keen competition for the stock, set their own price.

The farmers use this sale both as a place to buy replacement livestock and to sell much of their own stock when it is finished ready to be slaughtered. Many farmers believe that only when they have a full carload of prime stock are they justified in shipping to the larger terminal markets. Farmers would rather sell short and mixed loads of hogs and cattle through a sale barn where order buyers and shippers compete for their consignment the auction way.

Auctioneers who sell at the Midwest

Auction are Dwight Heltibridge, in the ring with a plaid shirt, Norman Dobson with the cane, Olin Irons on the block (in the center) and John W. Rhodes selling at the time the picture was snapped. This picture was taken by a local newspaper and used by Liston in his advertising. He is a firm believer that advertising pays and uses the newspapers and radio every week as well as other types of advertising.

An Auctioneer went into a barber shop to get a shave. The barber asked if he wanted a wet or dry shave. "What is the difference?" the Colonel asked. "Well," said the barber, "The wet shave is 20 cents, the dry shave is 10 cents. With the wet shave we use hot towels which soften up the beard; while with the dry shave we just lather the face."

"Well," said the Colonel, "I will just take the dry shave."

Just as sure as you like chicken you'll like the national convention July 13, 14, 15, Roanoke, Virginia.



# 1842 Auction SALE!

The following is a copy of a public sale advertisement, which was published in a newspaper March 1, 1842.

## AUCTION SALE

Having sold my farm and am leaving for Oregon Territory by ox team, I will offer on March 1, 1842, all my personal property, to-wit:

All my ox teams except two teams, Buck and Ben and Tom and Jerry; 2 milk cows; 1 gray mare and colt; 1 pair of oxen and yoke; 1 baby yoke; 1 ox cart; 1 iron plow with wood mold board; 100 feet poplar weather boards; 1,500 ten-foot fence rails; 1 sixty gallon soap kettle; 85 sugar troughs made of white ash timber; 10 gallons maple syrup; 2 spinning wheels; 30 pounds of mutton tallow; 1 large loom made by Jerry Wilson; 300 hoop poles; 100 splint hoops; 1 32-gallon barrel of Johnson whisky, 7 years old; 100 empty barrels; 20 gallons of apple brandy; 40 gallons of corn brandy; Oak tan leather; 2 handle hoops; 3 scythes; 1 dozen wooden pitch forks; one-half interest in tanyard; 1 32-caliber rifle bullet mold and powder horn, made by Ben Miller; 50 gallons of soft soap; hams and bacon and lard; 10 gallons sorghum molasses; 6 head of fox hounds, all soft mouth except one.

At the same time I will sell my six Negro slaves—2 men, 35 and 50 years old, 2 boys, mulatto wenches 40 and 30 years old. Will sell all together to the same party as will not separate them.

Terms of sale—Cash in hand, or note to draw 4 per cent interest with Bob McConnell as security.

My home is two miles south of Versailles, Ky., on McCoon's Ferry Pike. Sale will begin at 8 a. m.—Plenty of eats and drinks.

## EARL F. GRATIN

(continued from page seven)

and served several terms on its board of trustees.

The marriage of Earl F. Gartin and Miss Elsie Heilman took place at Hope, Ind., Dec. 2, 1908, and Mrs. Gartin and three daughters survive. The daughters are Mrs. John E. Clemons and Mrs. John W. Goddard, both of Greensburg, and Mrs. Earl Snider, Selma, Ind. A sister, Mrs. Don Webb, also lives near Greensburg. A brother, Charles Gartin, also a wellknown auctioneer, died in 1946.

Funeral services were held at the Greensburg Methodist Church, Monday, April 10, and burial was in the mausoleum at South Park Cemetery, Greensburg.

Colonel John A. Lippold, of Nevada, whom we welcome as a member of the National Auctioneers Association, writes That to make hay while the sun shines does not apply to Auctioneers. He says: "Auctioneers that want to make hay must get out of it early in the morning."

An Auctioneer had a practice of making a very lengthy speech in opening a sale, and on one occasion he had talked long and loud, at the conclusion of which he said, "Now gentlemen, if any of you have any questions which you wish to ask, I not only stand ready, but perfectly willing to answer."

An Irishman over in the corner raised up and said, "Faith and Jasis, when is this sale going to commence?"

Mart: "My wife's so irritable. The least little thing sets her off."

Auctioneer: "You're a lucky man. Mine's a self-starter."

## THEY'RE LOOKING AT YOU

Livestock auction markets are coming in for considerable criticism from dairymen, veterinarians, and livestock sanitary officials. A great number of animals infected with various diseases pass through these livestock markets annually, move into clean herds, and subsequently cause an outbreak of disease. We believe that our Bang's disease control work is being hampered and injured by poorly supervised and regulated auction markets in many of our states.

In some areas strict legislation has been enacted to prevent these abuses. In certain other localities livestock auction market owners have individually taken action to clean up the situation and protect their reputations. We learned recently of one auction market in Mississippi that has started a very complete health program, involving examinations of all animals by a qualified veterinarian. The result has been that the auction market operator has been able to advertise his services, emphasizing the health status of the animal sold. We are told that the dairy cattle passing through his auction ring now bring from \$25 to \$35 more per head than they did before the health examinations took place. Certainly this operator must be well satisfied with his decision.

—Hoard's Dairyman

Midnight never strikes at a national convention of the National Auctioneers Association. It will give a new lift to your life.

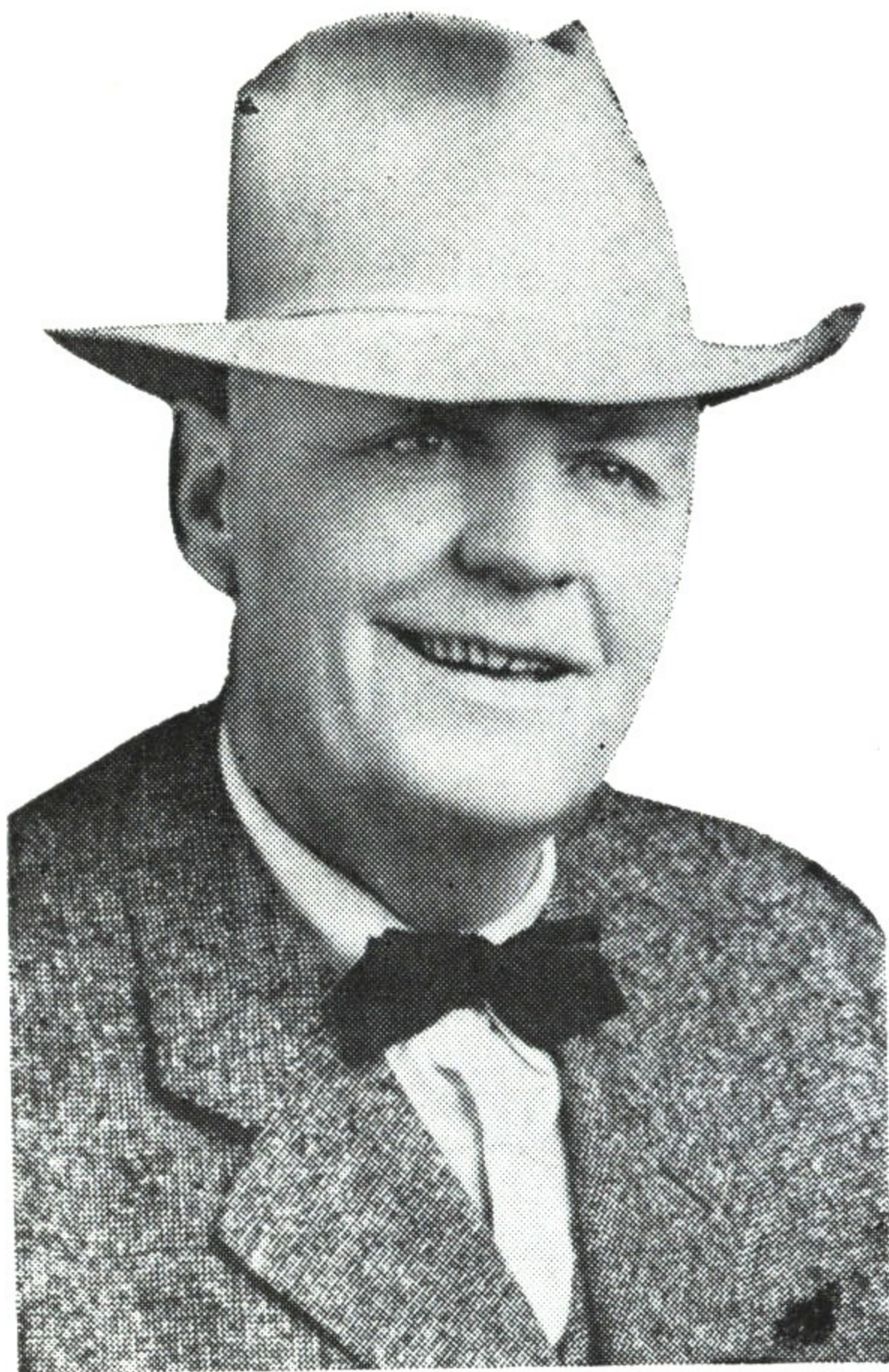
READY, SET, GO!!!  
ROANOKE BOUND  
NATIONAL CONVENTION—JULY 13, 14, 15





# We Are Proud Of Our Graduates...

## They Too Are Well Pleased



Paul F. Bockelman  
Owner and Director

Our next three weeks' term will start in Sioux City on July 24th. We operate a large Auction House and give our students actual selling experience. (The only way that one can be taught this profession in a short time.) All of our instructors are experts in their respective fields and we all take a personal interest in every student.

## Notice To All Auctioneers

(Who Are Members of The National Auctioneers  
Association)

You undoubtedly are passing up some good auction business in the sale of vacant lots or unsold subdivisions or good laying acreages that could be sub-divided in or adjoining any good town in your locality. These can be sold very successfully at auction if the proper methods are used in conducting such sales.

We are recognized specialists in handling this type of sale and will be glad to cooperate with any auctioneer in either buying or arranging for a sale on a commission basis. Any business we do will be handled in a high class ethical manner. For a free auction school catalogue or other information relative to the above mentioned sales write

## Brockelman Auction School

1224 4th St., Sioux City, Iowa



# WHO'S WHO IN AUCTIONEERING

Col. Bill McCracken graduated from the Reppert Auction School in Jan. 1943



**COL. WILLIAM McCracken**

and has been active in the auction business even since graduation day.

He is a partner in a corporation known as the "St. Louis Auto Auction Barn" 3807 Easton Ave., St. Louis 13, Mo. He has limited his auction work strictly to selling automobiles and sells a sale in the Auto Auction Barn each Monday and Friday.

Bill was elected President of the National Society of Auctioneers for the Year 1948 and now serves as a Director in the National Auctioneers Association. He states he has enjoyed his work and the associations he had had with the many fine auctioneers in the National Association. Bill has never missed a National convention and is making plans now to attend the convention this summer July 13, 14, 15, in Roanoke, Va. Bill believes this will be the largest and best convention of all. He is an active member of the N. A. A. and is always ready and willing to boost it at every opportunity.

Any member of the N. A. A. who

YOU TELL THE  
WORLD I'M GOING

## 1950 National Auctioneers' Convention

JULY 13, 14, 15  
ROANOKE, VIRGINIA



happens to be in St. Louis will find a friend at the Auto Auction Barn, and will receive a warm welcome from Col. McCracken.

### Club Members Learn Some Auction Secrets

Norwalk, Conn.—O. Rundle Gilbert, Auctioneer and member of the National Auctioneers Association, gave advice to members of the Ridgefield, Conn., Antiques Club at a luncheon conference in the James Melton Museum of Antique Automobiles here. "Decide how much you will offer for something you like," he said, "but never make it an even figure. Don't say to yourself 'that table is worth \$100 and that's what I'll bid.' The reason? Well, other people know values, too. There will be three or four buyers all thinking in terms of \$100. Fix in your mind some odd figure, \$106, \$109 or \$111. When the bidding reaches \$100—other people will have to stop to decide whether to go higher, and how much higher. While they are thinking about it you are very likely to get

your table for just a few dollars over the even \$100."

Another tip was this: "If you are bidding against a dealer, remember you can always go higher than he will—and still get a bargain. Dealers buy for resale, and because antiques often move slowly they can afford to pay only about half of what they expect to get for the article. If a dealer stops bidding at, say, \$50 for a chair, the private buyer can afford to pay \$75. That dealer's top bid of \$50 means the chair would probably be priced at \$100 in his shop."

### No Need to See Him

Advertisement from the Kirksville, Mo., Daily Express: "William H. Findling. 'Auctioneering is my special line of business. Prices are very reasonable. If I am out of town, make dates with my wife!'"

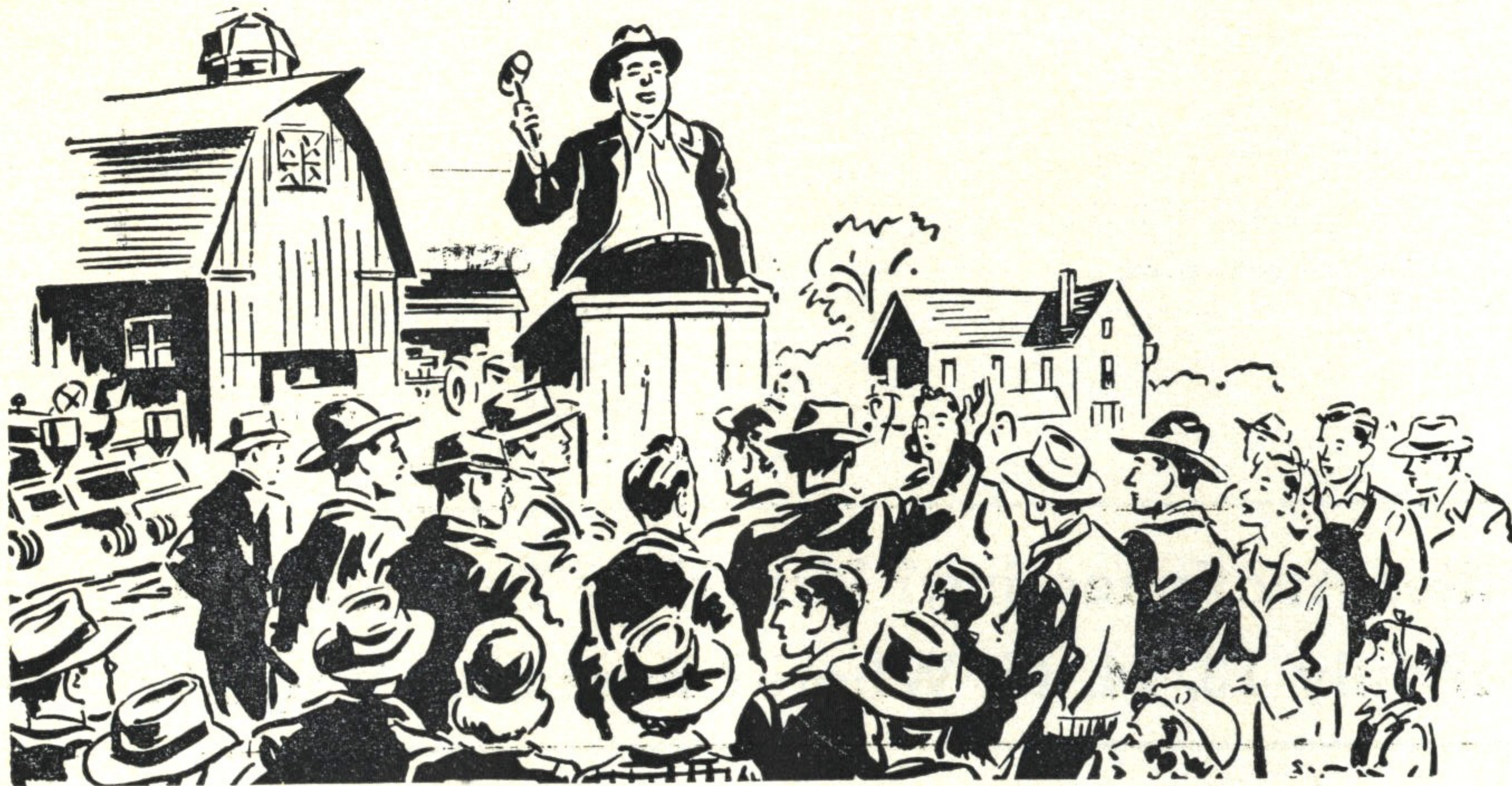
There happened to be a sale barn a short distance from the barber shop, and when the barber was half through with the shave, a donkey began to bray.

"Well," said the Colonel, "there must be another man over there getting a dry shave."

**Every phase of Auctioneering will be explored for you at the National Convention of the National Auctioneers Association, July 13, 14, 15, at Roanoke, Virginia. An event that will engage the Heart and Conscience as well as the Imagination and the Intelligence of every auctioneer in America. An event that will help you turn your talents into profits.**



# May Auction Sales



## Aberdeen - Angus

- May 22**—Maryland Aberdeen-Angus Association "Preview Sale," Frederick, Maryland. Charles M. Peery, New Windsor, Maryland, Sale Mgr.
- May 22**—South Dakota Show and Sale, Aberdeen, South Dakota. John Gauger, Sale Mgr., Clear Lake South Dakota.
- May 26**—Hoelscher Brothers Sale, Carroll, Iowa.
- May 29**—Tallcorn Aberdeen-Angus Breeders Association Sale, Marshalltown, Iowa. Clair G. Mason, Sale Mgr., Marshalltown, Iowa.
- May 29, 30, & 31**—Tarkio Ranch Dispersion Sale, Laramie, Wyoming. J. B. McCorkle, Sale Mgr., Columbus, Ohio.
- June 2**—North Central Iowa Aberdeen-Angus Breeders Sale, Mason City, Iowa. R. V. Wilkinson, Sec'y., Rock Falls, Iowa.
- June 3**—Chicagoland Aberdeen-Angus Breeders' Association Sale and Show, St. Charles, Ill.
- June 3**—Pennsylvania Association State Sale, State College, Pennsylvania.
- June 7**—Eastern Iowa Aberdeen-Angus Breeders Sale, Maquoketa, Iowa. Oliver A. Hansen, Sec'y., Durant, Iowa.
- June 12**—Oak Ridge Stock Farm, Columbia, Mo.
- June 13**—South Central Iowa Angus Association Sale, Oskaloosa, Iowa. Clyde A. Hanna, Sec'y., Oskaloosa, Iowa.

## Shorthorn

- May 22**—Marion County Shorthorn Breeders' Sale, Knoxville, Iowa.
- May 23**—South Dakota Shorthorn Breeders' Show & Sale, Brookings, So. Dak. — John F. White, Sale Mgr., Box 199, Sioux Falls, So. Dak.
- May 27**—Sixth Annual Minnesota Polled Shorthorn Sale, Slayton, Minn. M. H. Bassett, Sale Mgr., Rushmore, Minn.
- June 1**—Culbert, Gaunt, Keyes Annual Shorthorn Sale, Clinton Fair Barns, Clinton, Ontario — W. A. Culbert, Sale Mgr., Dungannon, Ontario.
- June 1**—Lehnert Stock Farm, Galloway, Ohio, and Jamesway Farms, Chillicothe, Ohio (Polled Shorthorns). Sale at Lehnert Stock Farm, Galloway, Ohio.
- June 2**—Ohio Polled Shorthorn Sale, Columbus, Ohio — Ed Huff, Sale Mgr., 16 So. Locust St., Aurora, Illinois.
- June 3**—The Hickories — Otto G. Johnson and others. Sale at The Hickories, Pardeeville, Wis.
- June 5**—Edellyn Farms, Wilson, Ill.
- June 7**—Lebanon Polled Shorthorn Sale, Lebanon, Indiana — H. W. Walker, Sale Mgr., 904 East Maple Road, Indianapolis, Indiana.
- June 8**—Central Indiana Shorthorn Breeders' Show and Sale, Rushville, Ind. — Alfred A. Meyer, Sale Mgr., Greensburg, Ind.
- June 9**—Sangamon District Shorthorn Breeders' Ass'n. Show and Sale, at Elm Crest Farm, Pawnee, Ill. — Hal Longley, Sale Mgr., 16 So. Locust St., Aurora, Ill.
- June 10**—Central States Sale, Oskaloosa, Iowa — C. B. Stewart, Sale Mgr., Rose Hill, Iowa.
- June 15**—W. A. Cochel, Roanridge Farms, Parkville, Mo., and D. W. Bishop, Highland View Farms, Gashland, Mo. — Mervin F. Aegerter, Sale Mgr., Seward, Neb.
- June 15**—South Central Illinois Shorthorn Breeders Ass'n. Sale, Atwood, Ill. — A. J. Kamm, Sale Mgr., Atwood, Ill.

## Hereford

- May 16**—Central Ohio Breeders' Consignment Sale, Coshocton, O.
- May 20**—Michigan Polled Hereford Assn., Saginaw, Mich.
- May 20**—Ringwood Farms, Stouffville, Ontario, Canada.
- May 22**—Henry M. Witt & Sons, Butler, S. D., (Sale at Watertown, S. D.)
- May 25**—L. D. Holmes, Johnston, S. C.
- May 25**—Sutton Bros., Agar, S. D.
- May 26**—Minnesota Hereford Assn., Benson, Minn.
- May 27**—North Dakota Hereford Assn., Devils Lake, N. D.
- May 27**—Earl Blanchard, Oshkosh, Neb. (Sale at Alliance, Neb.)
- May 27**—Eastern Ohio Hereford Assn., Canfield, Ohio.
- May 31**—Mettler Hereford Farm and William Krafka, Britton, S. D.
- June 1**—Bones Stock Farm, Parker, S. D.
- June 5**—Green Leaf Farms, Bonne Terre, Mo.
- June 7**—Hi-Point Farms, Romeo, Mich.
- June 10**—Hereford Heaven Heifer Sale, Sulphur, Okla.
- June 10**—John Mossbarger and Fayette County Hereford Assn., Bloomingburg, Ohio.
- June 12**—Battlefield Stock Farm, Richmond, Ky.
- June 12**—Bear Claw Ranch, Dayton, Wyo.
- June 12**—L. A. Planck and J. E. Drake, Yellow Springs, O.
- June 13**—7-Up Ranch, Sheridan, Wyo.

Combined efforts of Auctioneers from all the states is going into making the national convention fit your individual needs. You will hear the finest auctioneering talent available, auctioneers that you will want to meet. July 13, 14, 15, Roanoke, Virginia. Hotel Roanoke.

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National Convention. When? July 13, 14, 15. Where? Roanoke, Virginia.

# National Convention 1950

**JULY**  
**13 - 14**  
**15**

**Hotel Reservations**  
**National Auctioneers**  
**Association**

**MAIL TO**  
**HOTEL ROANOKE**  
**Roanoke, Virginia**

Make direct application for hotel reservations on this form

Manager: Hotel Roanoke, Roanoke, Virginia

Date \_\_\_\_\_

In connection with the National Convention of the National Auctioneers  
Association, kindly make the following Hotel reservations and confirm  
them direct to the undersigned.

Number In Our Party, Men \_\_\_\_\_ Women \_\_\_\_\_ Date and Hour of  
Arrival \_\_\_\_\_

Number and Type of Rooms  
Desired, Single \_\_\_\_\_ Twin \_\_\_\_\_ Double \_\_\_\_\_ Departure  
\_\_\_\_\_ Length of Stay \_\_\_\_\_

Send Reservations To: Name \_\_\_\_\_

Address \_\_\_\_\_