

# *The* **AUCTIONEER**

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Vol. I

OFFICIAL PUBLICATOIN OF THE NATIONAL AUCTIONEERS ASSOCIATION

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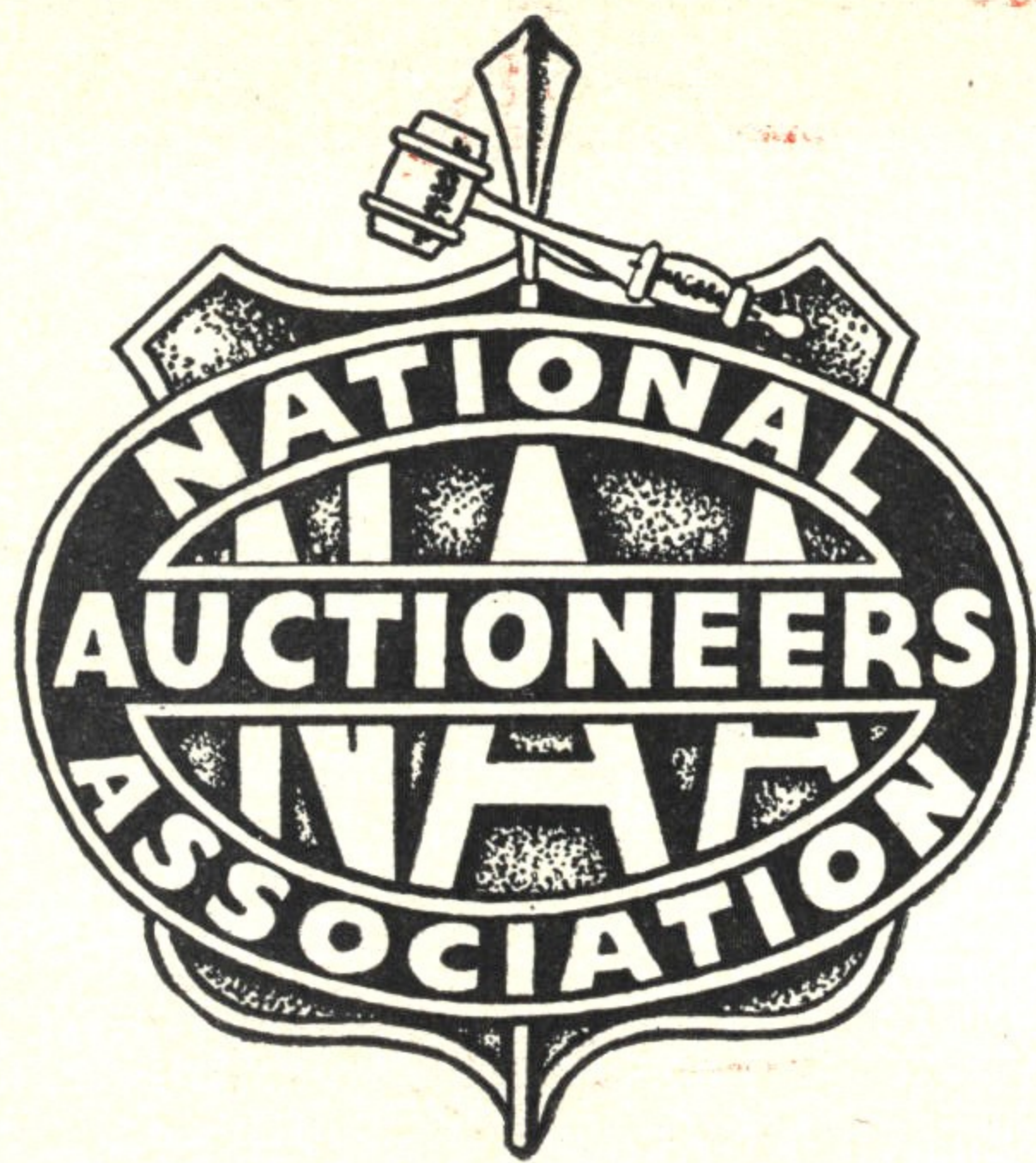
## The Brains Of The Operation



Left to Right: Col. A. C. Jones, B. N. Whitaker (owner), Col. Herbert Holderness, Virgil ones (cleck), Col. Cliff Fritz.







## THE AUCTIONEER

Published every month at  
LeGrand, Iowa

Official Publication of

## NATIONAL AUCTIONEER'S ASS'N

JOHN W. RHODES

Editor

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

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Be as careful of the books you read as of the company you keep, for your habits and character will be as much influenced by the former as the latter.

The National Auctioneers Association is built upon trust and trust upon confidence in one another's integrity.

A tree is an object that will stand in one place for years, then jump in front of a lady driver.

## REMEMBER THIS ADDRESS

National Auctioneers'  
Association

101 South Jefferson St.  
Roanoke, Virginia



JOHN W. RHODES

Hello Fellows:

I find it is time to use this means of contacting you who live and sell in all parts of the U. S. A. Have been wondering a long time just why the Board of Directors insisted that I keep the "Auctioneer" instead of giving it to someone else. Have finally decided it was because I was probably better at making excuses than any other man available. It has been a shame what has been happening here in Le Grand. Last fall in one of my weaker moments I let the people use my name as a write in candidate for mayor and was surprised when they used it often enough to defeat the other man. Since that time we have voted bonds for a water system and ordered a shipment of cast iron water pipe and all was going well until a fellow by the name of Joe caused an uproar in Korea and our pipe went another direction. Every time I go to town, (and I can't stay hid all the time) someone wants to know why I haven't got the pipe here. The rain I guess must have been scared away by the bombing over there for it is so dry here the wells are going dry to add insult to injury. Wells that were never known to go dry have run out on us I guess in spite for voting city water in a country town.

Well in order to see that our pipe got along to Korea there had to be some young men go along and so Uncle Sam asked two of the fellows that work on "The Auctioneer" to go along and see that it got there alright (or some thing like that) so that left the man who owned the shop in a bad way and he worked long and hard to get the last issue out and just made it with not a day to spare. This situation made it so I hated to go to the Post Office for when I went there someone would stop me on the way in and ask about the water pipes and when I got that blamed on Joe I would go in and get a letter from Col. Somebody asking why he hadn't gotten his copy of the last Auctioneer. Then on the way out of the P. O. some local guy would wonder why the town doesn't put a streetlight on a dead tree out in front of his house. I began to see how it would be very handy to have one of those hearing aids so a

fellow could just reach inside his coat pocket and turn the button off.

Seriously though, that is what happened to the Aug.-Sept. issue of this paper and we are very sorry about it all but we feel the printer was justified in view of existing circumstances. I must apologize to the many people who wrote in and failed to get an answer. I didn't write because I thought any day the paper would come and speak for itself. It was one way to know how many people actually missed getting the paper so for that reason we have something to be glad for.

During the month of Sept. the Secretary sent a list of new members in to be put on the mailing list for the paper and it consisted of 62 names. In addition to that there have been many more who have become subscribers to the paper. One man sent in 5 names, I feel he paid for them out of his own pocket but it was his way of carrying the message of the N. A. A. A. to some auctioneer friends of his and he has hopes they will become members later.

Last week it was a real fall day, just a little mist falling, (not enough to help the wells any) just enough to make it feel like fall. After taking the girls to school I decided it would be a real day to go squirrel hunting so soon had some old duds dug out and was heading for the timber. It was the first time I had been after those bushy tailed fellows for many years and I was quite anxious to try my luck. After leaving the car in a farmers yard I hiked up on a high hill and sat down on a log to wait it out. Soon I was rewarded by hearing one off down in the hollow and by waiting and watching a little longer I soon spotted him. (He should have kept his mouth shut.) Then began a race down the hill to tree him before he could get to a den tree. He went up a big oak and then the shooting began. Every time I tried to shoot him he would dart around the tree. Lucky for me I had known about hunting squirrels before so I had taken my good wife along to turn the squirrel for me. It wasn't much trouble for me to get her to make a noise, (she usually makes all sorts of noises) and the squirrel turned again on my side. He thought he would rather face me with a .22 rifle than all that noise my wife was making. He was making a sad mistake for she made noises like that at me for 15 years and I'm still here. That squirrel was a dead duck about 5 shots after that and then that night my wife turned him once more but this time he was in a frying pan rather than in an oak tree. We hunted long enough to get 2 squirrels,

(Continued on Page Three)



# History of Grinnell Livestock Exchange



The picture above shows Col. Jones in his usual place selling his 1004th Sale at Grinnell.



**COL. A. C. JONES**

**Grinnell, Iowa — Dean of Auctioneers**

In 1910 the term Market Sale or Combination Sale was common around Grinnell, Iowa. An effort was made to establish such a sale by various people but their effort only met with a slight degree of success. It was in the year 1915 that Col. A. C. Jones conceived the idea that the main difficulty with such sales was by-bidding and the practice of refusing to sell what had been consigned. Col. Jones believed an auction was not a place to merely take an inventory; so he started what he called the "Real Sale System" and advertised as the originator, manager and auctioneer of that system.

The advertising at first met with much criticism from the ladies for Col. Jones used to emphasize the slogan: "If you're married to anything, don't bring it to the sale." Until the ladies were better informed they were of the impression they were not wanted.

In the winter of 1916 - '17, sales were held on his own farm 6 miles south of Grinnell every 4 weeks and Col. Jones started out by giving full lunches, but soon the sales were so

well attended that it became necessary to charge for the meals.

In the days before stock trucks, it was quite a sight to see the stock "roll in," some of it being driven and some hauled in wagons.

The sales had about 100 head of cattle, hogs and sheep, and about 20 horses, as well as machinery and other items.

In 1918 the sale was moved to just south of Grinnell. The sales increased here to as high as \$10,000. They continued until 1924 and then had a recess when Col. Jones moved to North Dakota and stayed there until 1931.

Upon his return to Grinnell he was approached by his neighbor, B. N. Whitaker, who suggested reviving the sale. Col. Jones was happy to have a chance to get into the old business once again.

The "Real Sale System" was started again on Sept. 4, 1931, when Mr. Whitaker opened the Grinnell Livestock Exchange with Col. Jones as auctioneer. The first sale totaled \$1,400 and during that first year, \$96,000 worth of sales were made.

It was a growing proposition because it was established on honesty, and the second year they had a total of \$196,000 in sales.

The sale has made a steady growth and reached the \$2,000,000 mark in 1948. Though there have been some changes, such as new help, scales, lunch room, etc., the basis of the sale has remained the same.

The first six months sales were held every 2 weeks, then changed to two sales a week. When arrangements were made to handle more livestock it was changed to a sale every Friday and it has continued on that schedule ever since. When the sale had been in operation 1½ years, Col. J. L. McGrath was added to the sales force while Col. Jones sold the hogs and sheep. Col. McGrath continued until Jan. 1, 1950 at which time he saw fit to retire because his hearing had become so defective it interfered with his work on the block.

Over such a long period of years it's been from one extreme to another. The sale kept right on through the 30's when a fat cow was well sold at \$2.60 per cwt. and one day Col. Jones had to use all his selling ability to persuade someone in the pavilion to take 65 head of small pigs free if the man would only pay for the vaccination.

(Continued for Page Four)



# Shahow Isle Grosses \$139,7000

## Virginia Woman Pays \$10,100 For Rare Evermere Heifer

Taken From Red Bank Register,  
Red Bank, New Jersey

The second annual exhibition and sale of Aberdeen-Angus cattle Saturday on Dr. and Mrs. Armand Hamner's Shadow Isle farm grossed \$139,700 on 68 head for an average of \$2,054 per head. Mrs. Milton Westcott of Elysion farms, Haymarket, Va., paid top rice of \$10,100 for Evermere 2nd of Shadow Isle, a rare Evermere show heifer, sired by the international reserve grand champion, Prince Barbarian of Sunbeam 835-196, known to cattlemen as "Willie."

"Willie" is the second top selling son of Prince Sunbeam 29th, the million dollar sire, and the third highest selling Aberdeen-Angus bull at auction. His purchase price of \$35,000 has been tied only by his three-fourths brother and stablemate at Shadow Isle, Prince Sunbeam 328th. Mrs. Westcott's prize purchase is bred to Prince Sunbeam 328th, the 1948 international junior champion and \$35,000 son of Prince Sunbeam 29th. Evermere 2nd of Shadow Isle is the second top selling Aberdeen-Angus female of the year.

Governor Alfred Driscoll attended the sale and took over the job of auctioneers, Roy G. Johnston and Hamilton James, long enough to sell Blackbird 3d of Shadow Isle, a double bred Prince Sunbeam 19th heifer bred to the \$60,000 1948 international grand champion bull, Prince Sunbeam 249, to Mrs. John Postly of Washington's Crossing for \$1,050. Mr. and Mrs. Postly own and operate Lee Dan farm.

### Heifer For Charity

The Blackbird heifer was donated by Dr. and Mrs. Hamner to be auctioned for the benefit of Riverview, Monmouth Memorial and Mitkin hospitals and the Monmouth County Organization for Social Service. The auction price of \$1,050 will be divided among the four organizations.

## History Of Grinnell Exchange . . .

(Continued from Page Three)

Anyone attending the sale gets the impression he is right at home for it is like one big family. Mrs. Whitaker operates a first class restaurant on sale

day and all the pies are home made. Many of them being made from home canned cherries and peaches. All the help around the sale are jolly good fellows and many of them have been there 10 or 12 years. Col. Cliff Fritz has been working the ring for 15 years and since Col. McIlrath has retired, sells some of the cattle.

Col. Herbert Holderness has worked the ring for over 6 years and has a spot worn in the center of the ring like a pitchers box. Col. John W. Rhodes was added to the staff in Jan. of this year and assists Col. Fritz selling cattle

Mr. Whitaker feels he has lost a few customers by insisting they sell what they consign, but for every one he lost for that reason he believes he has gained a more substantial customer. The sale has been very successful, has made a living for several families and has become the main place in town to meet your neighbor or sell your livestock.

On June 21, Mr. Whitaker had a crew on hand to pass out ice cream and cold pop free to celebrate the 1000th sale. Col. Jones had been there 999 of them and the one he missed was because of a snow blocked road. All in all it's a wonderful record made by a Golden Rule institution and Col. Jones.

## KRASCHEL DOING 'FAIRLY WELL'

9/27/50—Audubon, Ia. — Nelson G. Kraschel, 60, Harlan, former Iowa governor, suffered a light stroke Monday afternoon while driving about his farm two miles south of Hamlin.

He was under treatment Tuesday at Clarkson hospital in Omaha, Neb., where he was reported to be "doing fairly well." A physician said Kraschel's condition remained serious however.

Kraschel, unsuccessful candidate for the Democratic nomination as United States senator for Iowa in the June primaries, had taken Andrew Norby of Hamlin to the farm to repair some fence. Norby said he got out of the car to open a gate when Kraschel drove on for about 40 rods before his car stopped with the front wheels in a small pond.

Norby ran over to the car and noticed

that Kraschel could not talk. He summoned help and Kraschel was taken to the farm home. A doctor from Audubon was called and an ambulance took Kraschel to Omaha.

Kraschel soon regained his speech, Norby said.

Kraschel had served as general agent in Omaha for the Farm Credit administration until January, 1949. Since then he had been doing some auctioneering, his original profession, and has been raising cattle on his farm south of here, operated by Keith Farrens.

## A LETTER TO THE PRESIDENT

OF

### Chamber of Commerce

ROANOKE, VIRGINIA

Incorporated

September 13, 1950

National Auctioneers Assn',  
Carleton Terrace Apartments,  
Roanoke 16, Va.

Att: Mr. Foster G. Sheets, Pres.  
Gentlemen:

It is my pleasure to inform you that the Directors of the Chamber of Commerce at their meeting on September 11, were most pleased to elect you to membership in this organization and we extend you a most cordial welcome.

Through the personal interest of business people such as you and their cooperation, together with some financial support, Roanoke has gone forward splendidly and a continued interest and cooperation will advance and promote our city further.

Please feel that this is your organization and at any time we can be of service to you, give us that opportunity and we would be glad to have any suggestions from you as to how we can best serve our business interests.

You are now of course on the mailing list to receive currently as published the Roanoke Record, the Chamber's official publication, and all other general bulletins and communications which go to the membership. The Roanoke Record will give you much information each month as to the work of the Chamber.

We enclose herewith 1950 membership card.

Yours sincerely,  
B. F. Moomaw,  
Executive Director



# REAL ESTATE AUCTION AND CLOSING OUT SALE TUESDAY, SEPT. 26TH

Located on Paved Highway No. 1, 16 miles south of Fairfield, Iowa, and 3 miles north of Keosauqua, county seat of Van Buren County.

## 367 ACRES

To be sold first in 3 units—one of 200 acres—one of 113 acres—one of 54 acres. Then will sell altogether which ever way it brings the most money, is the way it will sell.

## AN IDEAL STOCK AND GRAIN FARM

200 Acres, beautifully located. Has 8 room house, partly modern. Part basement, electricity, 2 fine barns, double corn crib, 2 car garage, chicken house and hog houses. Automatic water system to practically all the building. One of the best watered farms of this county.

113 Acres — Has 5-room house, barn, wash house and electricity, water, etc.

54 Acres — Lays south of Highway, all in clover, lespedeza and alfalfa meadow.

This farm, with over 200 acres of good farm land, is well equipped for Dairy or Beef Cattle, is in high state of productivity. Entire farm in grass and meadow at present time. Has been extra well limed and phosphated.

## Don't Miss This Sale As Everything Goes

This is an opportunity seldom offered to the public. A fine stock and grain farm, marvelously located on paved highway, close to fine trading center, churches and schools. "Extra good terms made known day of sale."

## LIVESTOCK

21 Head of Guernsey and Hereford Cows and calves in excellent condition. 1 year old Hereford bull, a dandy.

44 Head of Hogs — 8 brood sows to farrow soon. 1 Duroc Male Hog. 35 Shoats, 85 to 100 pounds.

100 LAYING HENS

## 6 HEAD OF HORSES

3 work horses, 1 suckling colt, 1 year old colt, 1 extra good riding horse.

## MACHINERY

1947 Model AC Tractor on rubber, in excellent condition — Plow — Disc — Harrow — Mower — Manure Spreader — Riding Cultivator — 2 Iron Wheeled Wagons — Hand carved Roping Saddle, a good one — Wood Saw — 1939 PLYMOUTH, in fine condition.

TERMS — Cash on Personal Property

Lunch on grounds

Farm Will Sell at exactly 12:30 Noon

# MRS. DORRIS HAYNES, OWNER

THEO. H. HOLLAND  
Ottumwa, Iowa

Auctioneers

JIM WILEY  
Keosauqua, Iowa

CHET BARKER and MRS. AVON HOLLAND, Clerks

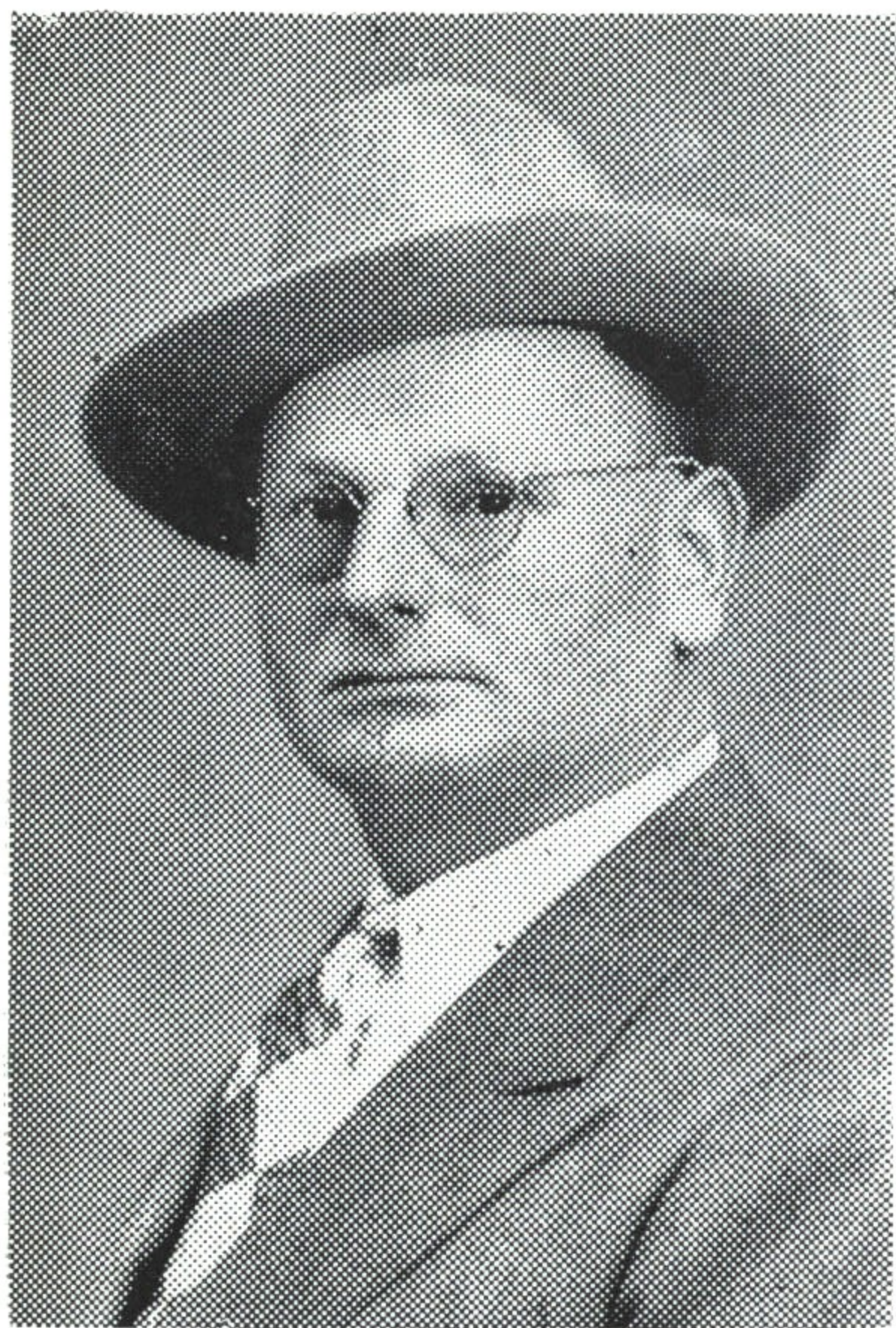
Send a copy of your Sale Bills to the Auctioneer, Box 174, LeGrand, Iowa. Each month a bill will be selected from those sent in and will be reproduced in the Auctioneer.



# HITS & BITS

from Here & There

With WALTER CARLSON



Walter Carlson

"People Prefer People They Know."

Advertising is the force that brings the public toward the product; merchandising is the force that brings the product toward the public.

"You've got to have **appeal** as well as **power** in your voice. You've got to make the hogs think you have something for them."

—Missouri Farmer, world's champion hog caller.

A young man attempted to write an advertisement to describe a new kind of soap. Here is what he produced:

"The alkaline element and vegetable fats of this product are blended in such a way as to secure the highest quality of saponification, along with a specific gravity that keeps it on top of the water, relieving the bather of the trouble and annoyance of fishing around for it at the bottom of the tub during his ablutions."

A more experienced writer later said the same thing in two words: "It floats."

While traveling through the West one day, a chance acquaintance on the train said to a well-known manufacturer of chewing gum: "Everyone knows your gum. It's sold everywhere. Why do you continue to advertise?"

The manufacturer turned and said, "My friend, this train is going along very smoothly right now. Do you think we ought to take off the engine?"

When you have to lose a dollar to make a friend, keep your dollar.

When you have to lose a friend to make a dollar, keep your friend.

# THIS MONTH'S ODDEST AUCTION

# LOOK

## Coon and Fox Hunters

GET TO GETHER WEST OF BURR OAK PARK

ON HIGHWAY 20

## Parkersburg, Iowa

## Saturday, Aug. 26, 1950

HOUND AUCTION AT 2 O'CLOCK P. M.

HOUND TRADING ALL DAY

Some of the Best Hounds in this section of Iowa will be sold here. Some to be sold on Guarantee. Coon Dogs — Fox Dogs — Young Dogs and Good Old Dogs, and Field Trial Dogs.

Beaver Valley Red — 6 Years Old. Over 200 Coons to his credit will be sold here.

One — 3 year old Black Plott Hound male.

One — 2 year old Red Bone male

One — 5 year old Treeing Walker. S. T. Coon, and many others.

Bring Dogs you have to sell or Trade. We expect Buyers and Sellers from three States and we will appreciate your patronage at this event as we wish to have more of the same. Small Fee For Dog Sales and Trades.

### Entertainment

Bob High will be here with Antique Gun collection. Bring your old Guns and Pistols you have for Sale or Trade.

John Beck Sporting Goods Truck will be here, giving Exhibition with Rod and Reel.

See Outboard Motors by Champion.

### Dog Calling Contest

HILL BILLY MUSIC

Bring your Fiddle, Guitar or other Instrument and join in.

Bring your Family — Plenty of Shade — Cafe and Rest Room — Tables Fun for All and All for Fun.

**Admission to Grounds Free — No Liquor allowed on Grounds  
Not Responsible for Theft or Accident or Loss of any kind**

**SPONSORED BY BEAVER CREEK KENNEL**

WM. T. HUISMAN — AUCTIONEER AND M. C.



# Want To Spend An Exciting Evening?

LISTEN TO THE CHANT OF THE AUCTIONEER



See that fellow in the left center of this picture? The one with the felt hat and his hand raised? That's an auctioneer, chanting his way thru a closing out sale of household goods at the Owen Kangley farm north of the city Tuesday night. More than 100 prospective bidders were on hand to toss their offers to Auctioneer Clair M. (Bud) Mason.

From Marshalltown, Iowa, Times-Republican

Ever attended an auction sale? A closing out sale, especially? If you haven't it would be worth your while sometime to take one in. And such a sale is particularly interesting when household goods are being closed out.

From years of education thru radio listening, many persons, no doubt, have the idea you can't understand the auctioneer anyway, so why go. Well, just forget about the chant of the tobacco auctioneer you've heard on your radio. Auctioneers in Iowa at least, chant their bids with clarity.

## At Kangley Home

Recently at the farm home of Mr. and Mrs. Owen E. Kangley, a few miles out on route 1, was the scene of such a sale. The Kangley's have quit farming to enter the restaurant business at Manly. Their household possessions, most of them anyway, were something

unnneeded in their new venture. So an auction sale was in order.

As advertised, the sale got under way promptly at 7:30 p.m. and Clair M. (Bud) Mason was the crier. Just why an auctioneer has been dubbed a "crier" is hard to figure out. He doesn't cry at all. In clear, distinguishable words, altho rendered somewhat in a chanting monotone, his quest for bids and his repetition of bids is easy on the ears.

## Groups Many Items

His ability to group items into lots that immediately prompts bidders into action is almost uncanny. A bidder seems to buy the lot for some particular item, but he has to take other items that may or may not be of use to him. But the idea is the stuff gets sold. And after all, that's the reason for an auction.

Even though you aren't interested in buying a thing, it's interesting to note what others buy. And more interesting yet, is the prices some articles command in comparison with others.

## Washer Sells Cheap

For example, at the Kangleys' an electric washing machine that cost new more than \$100 and was still in "very good" condition, was interesting to bidders for a sale of less than \$20. A lawn mower, in good condition but one that probably can be purchased new for less than \$20 sold for around \$15. Figure that out.

And so it goes all along the line. A davenport and matching chair, like new, sold for \$50 and then knickknacks that seemed likely to you not to bring much, got top prices. It's things like that that make these auctions interesting, even tho you don't buy.

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# Address Given By Col. Ernie Weller At The Nebraska State Convention August 13

The Pilgrims derived their name from a passage in the 11th chapter of the Epistle, which speaks of "strangers and pilgrims on the earth, who seek a better country." They not only sought, but found a better country. They established their first colony at New Plymouth, Massachusetts, in the year 1620.

The history of the Auctioneer takes us back during the past 330 years when the pilgrims sold their harvest at auction. During these three centuries and 30 years many advances and great progress has been made until today the auction profession is respected and regarded as an honored vocation.

Like the Pilgrim Fathers, we are seeking to strengthen and further our cause. To elevate the auction profession to its rightful place among all other honored professions. Such can only be achieved through organization on a national scope.

The auction business is said to be the medium through which the lifeblood of the nation attains greater momentum and brings to the nation greater balance, prosperity and stability. Recognized by courts of justice in matters of partition and administration, by the world's great commodity and stock exchanges, yeah by the government itself in the disposal of surplus property "Sold to the highest bidder" signs, seals and delivers the exchange of more property than any other method yet devised by man. It turns the loss of an unsold business into profit for both seller and buyer. It chases the ghost out of ghost town. It brings hope, confidence and joy to individuals and

communities. It is just and equitable—to buyer and seller alike.

The Auctioneer should ever hold aloft the dignity and importance of his profession. He should never lose sight of his personal and professional integrity, his great responsibility and his sense of patriotism. The Auctioneer realizes that his profession is both competitive and cooperative and that he shares with others a common responsibility for its honor and that by being true to himself, he is true to all men.

I would now discuss with you the ethical responsibilities of The Auctioneer to —1. Client, 2. Public, 3. Profession.

**Relation to Clients:** In justice to those who place their interests in his hands, The Auctioneer should endeavor to keep abreast of business and political conditions as they affect the economy of our law and proposed legislation; particularly any now existing or proposed nation. To keep informed in matters of changes in federal income tax laws affecting the seller's interest, so as to give intelligent business advice and effective service. In accepting the sale of real or personal property, The Auctioneer pledges himself to be fair to both seller and buyer and to protect the owner's interest as he would his own.

When consulted for an appraisal of value or liquidation problem, The Auctioneer should give a well considered opinion, reflecting expert knowledge and sound judgment, taking requisite time for study, inquiry and deliberation. His counsel represents a professional service for which he should make reasonable charge. He should not undertake to give an appraisal or an opinion on any proposition in which he has either a direct or indirect interest, without a full disclosure of such interest. Before accepting a sale it is the duty of The Auctioneer to advise the owner intelligently and honestly regarding the market value of the business or property and the reasonable chance of selling at value or above.

**Relations to the Public:** It is the duty of The Auctioneer to protect the public against fraud, misrepresentation or unethical practices in connection with the sale, disposal or liquidation of any real or personal property he is called upon to sell at public auction. It is the duty of The Auctioneer to ascertain all pertinent facts concerning every sale for

which he is engaged so that in offering he may avoid error, exaggeration and misrepresentation. The Auctioneer is a confidential trustee of the information given by the seller or gained by him through relationship, and must never disclose any information that would tend to be a violation of the trust.

**Professional Relations:** In the best interest of the public, of his fellow auctioneers and of his own business, the auctioneer should be loyal to his State and National Association. The Auctioneer should so conduct his business as to avoid disputes with his fellow auctioneers, but in the event of a controversy between two auctioneers who are members of a state or national association, he should not resort to a law suit, but submit his differences to arbitration by the State Auctioneers Association, and the decision of such arbitration should be accepted as final and binding. Where a member is charged with unethical practice, he should promptly and voluntarily place all the pertinent facts before the proper committee for investigation and report. A member should never publicly criticize a competitor, and where an opinion is specially requested, it should be rendered in conformity with strict professional courtesy and dignity. In the best interest of society, of his associates, and of his own business, The Auctioneer should at all times be loyal to his State and National Association and active in its work and he should willingly share his fellow-members the lessons of his experience.

All of the foregoing responsibilities I have just discussed with you are taken from the "Code of Ethics" of your National Association and I trust will be adopted by our State Association before the close of this meeting.

I believe in association—Active Association. If we call on Webster for the meaning of the word "active", we will find that it can mean "doing something." Just to belong is not enough. To be an active member means we must all work at the job. Collectively we are as a bundle of sticks, which separately could be broken, but together can not even be bent. Until we get away from the glory of being so damned rugged and individualistic and come to the realization that we must get strength through co-operative effort, we will continue to stay behind the 8-ball. Un-

(Continued on Page Nine)

## Want To Spend . . .

(Continued from Page Seven)

### Everyone Was Satisfied

Kangley's sale attracted more than 100 persons and when the last item was sold, Crier Bud Mason told his client that it was "the best sale of household goods I've cried since last winter."

The Kangleys were satisfied, the auctioneer was satisfied and the buyers must have been satisfied. Those three elements indicate a successful sale, it seems.

So the next time one comes along, better go out. It's a good way to spend an evening and who knows, you may bring home something you never dreamed you'd buy for such a small price.



## Address Given By Col. Weller . . .

(Continued from Page Eight)

til we look on our dues to state and national associations as a good investment, instead of charity, we can not do a proper job of selling, public relations or anything else constructive.

The auction profession has a great story to tell. Its accomplishments down through the years, and its traditions are those of which it can be proud. We must

## 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

### BERT O. VOGELER

General Auctioneer  
Real Estate, Farm Sales  
Household Goods  
Phone 82210 Franklin Grove, Ill.

### B. G. COATS

LIQUIDATING ESTATES  
490 Bath Ave. — Phone 6-3599  
Long Branch, New Jersey

**\$6.00**

accept the task of letting people know that we do care for their favor and that we do operate in their interest. We must back up our state association and in turn move forward with a solid national front for the entire profession. Each of us must be a self-appointed evangelist who will preach the advantages of auction marketing up and down every creek in the county and every state in the union.

We are living in an era of regimentation and control. I do not think our profession need fear any danger from within its self-controlled sphere, if we use proper care and management. But, while taking these precautionary steps, we must guard against exterior forces which threaten the American free enterprise system. You who are operating Livestock Auction markets know what I'm talking about—The Packer and Stockyards Act—as it pertains to auction markets.

Another step-child of the opposition—private treaty sellers—is the more recent Real Estate Commission.

It would be possible for me to talk at length to you of further proposed legislation and regulatory measures, by the bureaucrats and planners in government. Red blooded Americans don't want to be spoon-fed by know-it-all bureaucrats. We of the auction profession demand a voice at the conference table in all matters of legislation and regulation concerning our profession.

What our people want is, to keep wide open the doors of opportunity so they can make the most of their initiative, skill, enterprise—serve others and enjoy a free life. Here your association can be of service to you, by maintaining an intelligent contact to expedite an understanding between our society and the state. These organizations we have created are helping each of us to meet on the friendly basis of mutual service to each other. Many people have found and are finding the great pleasure of the company of their fellows. Many have found peace of mind and lightening of spirit as a result of working in harmony with their neighbors to further some worthy activity. It is better to wear out working than to rust doing nothing.

Let us hope that many new formed friendships will help each of us add more to living; for it is not how long we live—but how much we live that

counts. Also let us hope that out of this new effort towards fellowship grows a stronger and more self reliant association—an association in which each member is happy and willing to give as much as he receives. It is true that we can go our way alone—but how much more pleasant to have friends along the way.

Let us then all be Pilgrims and seek to make our profession a better one, and by seeking we shall succeed in establishing the greatest Auctioneering institution, that future auctioneers will be proud to carry our banner forward. I thank you.

## AUCTIONEER HAS BIG HEART, BOYS GET 100 BICYCLES

DETROIT—About 100 Detroit youngsters were riding new bicycles today because a police auctioneer had an understanding heart.

Alex Anderson was auctioning off unclaimed property — bicycles, sports equipment, adding machines, wallets and jewelry—at the police department's annual sale.

His customers included children clutching hoarded nickels and dimes and a group of grownups.

Anderson wheeled up the first bike and a man at the back shouted a bid of \$10. Another called out \$15.

"Now hold everything," said Anderson. "This is for kids. Only kids will bid and the bidding starts at a quarter."

It didn't go much higher than that. After two young brothers had bid a dollar, Anderson stopped the bidding and the grinning boys took the bike.

After that Anderson wouldn't hear a bid over a dollar until each child had a bicycle. One little girl explained she had saved only 82 cents.

"Pay the man your money, honey," smiled Anderson. "You've got a bicycle."

After the last child rode off happily, the adult bidding quickly disposed of the remainder for a total sale of \$3,554.

Wife: "Every time you see a pretty girl you forget you're married."

Auctioneer: "You're wrong, my dear, nothing brings home the fact with so much force."

## IOWA SOCIETY OF AUCTIONEERS

HUGH E. McGUIRE, President

HOWARD B. JOHNSON, Sec. - Treas.

Affiliated with the National Auctioneers Association



# What Is Friendship

Frankly it's just about the best ship we know of to bring an Auctioneer safely through life's stormy seas, sound and snug into port. For, with a jolly crew of stout hearts and willing hands pulling together, all for one and one for all, on a give and take basis of true and sincere brotherhood, how can life's voyage help but be well favored?

An English poet named William Morris had his ideas about fellowship, and he put them into mighty strong words. Here's what he had to say on the subject:

"Forsooth, brethren, fellowship is heaven and lack of fellowship is hell; fellowship is life, lack of fellowship is death; and the deeds that you do upon the earth, it is for fellowship's sake that ye do them."

Not to change the subject, there's an old saying that woman's place is in the home. That's been pretty well exploded in this Atomic Age, in any event, it's far too ticklish a subject to be tackled by the likes of us. But this we will say; Fellowship's place starts in the home. Yes sir, fellowship among the members of the family is the proper starting point.

Then, as the children start out into the world, some to become Auctioneers, accustomed to fellowship are sure to enjoy the blessings of fellowship with a host of new found friends. And, so

## It Seems To Me . . .

(Continued from Page Two)

a real appetite, and a near case of pneumonia. The next 2 days I spent in bed and missed one days work before getting up and around. The next day I take the kids to school and find it is drizzling I think I'll go to the news stand and get a Hunting magazine and then build a big fire in the fireplace and sit in front of it and read about squirrels and catching pneumonia.

It's getting late here in my town and I had better quit this and turn off the lights for fear some other neighbor runs out of water and seeing my light will report to me now rather than wait till morning.

Excusefully yours,

John W. Rhodes

P. S. If anyone has some 6 inch water pipe to sell we would like very much to make a deal with you. If any of you fellows see Joe, tell him he has caused me a lot of trouble and I hope the Marines give him a close shave.

filled with the spirit of fellowship, they carry it with them out into the world which could never be described as "cold and cruel," where fellowship universal.

What real meaning would there be to the name, National Auctioneers Association, did they meet in a united bond of fellowship? Down through the ages, shining examples of fellowship have brightened the lives of men. How true this is of the Auctioneers who meet in national convention once a year to enjoy and be inspired by the fellowship of others all of which have so much in common and where the interest of one is the concern of all.

The Greeks had their word for fellowship in the unforgettable names, Damon and Pythias, two friends who were willing to lay down their lives for one another. The ancient Hebrews glorified fellowship in the close bond between David and Jonathan. And what better definition of fellowship can be found than in the Golden Rule; "Do unto others as you would have them do unto you"? Elbert Hubbard said "Do unto others as though you were the others."

To the heaven-flung cry of the guilty Cain, "Am I my brother's keeper?" fellowship thunders a resounding "Yes."

Faith, hope and fellowship, these three and the greatest of these is fellowship, for without it William Morris said is death. Many Auctioneers are trying to get through life without it, that is, they are not enjoying the rich experiences of their fellow Auctioneers. Those that seek fellowship have it by associating themselves with the National Auctioneers Association and have enriched their own lives as well as their fellow members. If you are not interested in bettering yourself, go

back and read this again. If you want to improve yourself and be of service to your fellow-men then unite with an organization that wants to help you. The Auctioneers have the opportunity and the obligation to take their place among all honored professions if you will awaken to that opportunity. Recognition can only be had through organization. And through organization fellowship becomes a burning desire to serve your fellow men.

Your membership will help us to bring the ship through stormy seas, your fellowship will hasten your own happiness and that of others. Our stout hearts and willing hands will provide power for that ship and will guide it into a port that will make for recognition throughout the United States of

(Continued on Page Twelve)

## DISPLAY ADVERTISING 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.

## CLASSIFIED ADS

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

**The Auctioneer**  
**Pox 174**  
**LeGrand, Iowa**

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

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# THE STEADFAST

In every organization it is easy to hear the disapproving judgment of others, "the organization is controlled by a handful of men," but quite often, someone who utters such mistaken criticism is induced to try again a place for himself inside that restricted circle. He lets it be known that he is ready to undertake any assignments for the advancement of the Auctioneering profession and the protection of the Auctioneer, and participate in the affairs of the organization.

Almost before he knows the critic finds that his offer has been accepted with alacrity and that he has been entrusted with a share of responsibility for the success of his organization. If he is game and continues with the work, he learns quickly that the little group of men whom he pictured as selfish dictators is instead a little group of unselfish members who are engaged in service to him and all members. He finds that these imagined dictators are spending their money, giving freely of their time and effort for the good of all Auctioneers and that they welcome the newcomer because the organization needs his services.

The picture of a selfish few is obliterated by the facts. The former critic finds that there is nothing to criticize except his own mistaken opinions.

The National Auctioneers Association maintains an "open door" policy at all times and every member is free to submit his suggestions to the Secretary, or write a letter to the Editor of your monthly publication, "The Auctioneer" and express your opinion. Your officers and directors were elected by you and it is their desire to serve you.

In writing to the Editor, address your communication to Col. John W. Rhodes, LeGrand, Iowa. All letters come before the officers and directors for their serious attention and your suggestions are valued most highly. Not only are they appreciated, but your letters are encouraging and inspiring, and make for greater effort on the part of all to better serve you.

## ADVERTISING BUILDS SUCCESS

The question has often been asked whether or not advertising is the wea-

pon of success in the auctioneering profession.

In my opinion, it is not. Advertising is a power which will make an Auctioneer grow to larger success, it is a science that requires study; it cannot succeed if it is untrue as it must build upon faith and honesty.

Modern advertising methods, for the most part, are looked upon by most Auctioneers as a highly glamorized business and are too apt to be overlooked in all or part, by Auctioneers confining themselves to their respective communities.

Advertising is the one factor of all with something to sell, whether it be real estate, automobiles, farm machinery, household goods, industrial and or commercial plants, regardless of what it is that you have to sell, whether it be ideas or service, as after all we as Auctioneers must seal ourselves before we can expect to sell for other people, can afford to be without today.

The seller's market, brought on by wartime shortages, is a thing of the past. Supplies of everything are plentiful and Auctioneers as salesmen are being called upon to show their ability as salesmen. Therefore, your advertising should not be mis-leading.

The Auctioneer who promotes a carefully worked out advertising program at the level where most people can read the message, whether it be your local newspaper, direct mail, sale bills or radio will become successful in today's highly specialized field of Auctioneering.

Yes, luck is important. But also, you must be able to recognize it when it comes your way and be prepared to make the most of it. One sure way of making the most of it is by judicious advertising.

## WHY YOU SHOULD WEAR AN N.A.A. BUTTON

On June 22, I was flying down to Minneapolis on the Strato-cruiser, to make train connections to St. Peter, Minn., where I was scheduled to be the guest speaker at the Minnesota State Auctioneers Association convention.

I stepped down to the cocktail lounge, in the lower level of the plane, to imbibe in a drink, and a dignified gentleman sitting opposite me started a conversation by saying: "Pardon me, that's a very attractive and unusual button you are wearing; what organization does it represent?" I told him, of course, that it represents the National Auctioneers

Association and he was curious to know what the gavel on the pin denoted. I explained that it was one of the tools an auctioneer uses in accentuating the word, "SOLD," after he knocks an article down and that the Spear, which is shown so clearly on the pin, represents the ancient custom of the spear being stuck into the ground indicating that an auction sale was to be held at the particular place. We had a very interesting conversation pertaining to the auctioneering business.

All the way to Minneapolis we chatted as though we were friends of old standing. He asked me for my business card and gave me his, in return, and I noticed that he was an attorney.

I had forgotten about the incident entirely, until almost a month, to the date, he called me on the 'phone and made an appointment with me at my office. The result was a contract for an auction sale of a large plant, belonging to a client of his, which will bring—under the hammer—an amount in excess of \$250,000.

He told me that I had the N.A.A. button to thank for the sale.

The moral of this experience is —BUY AND WEAR AN N.A.A. BUTTON! It brings home the bacon.

Col. Jack Gordon

## AUCTIONS HIT \$10,000,000 MARK

Registered Herefords sold through the auction ring so far this year have returned their owners more than 10,000,000 dollars.

A summary of auction sales up to Aug. 1 shows total returns of \$10,058,141 from 269 sales, an increase of nearly half a million dollars over the returns from 266 sales during the same period last year.

The breakdown shows 10,077 bulls and 9,273 females have passed through the auction ring this year to establish an over-all average of \$520, an increase of \$8 per head over last year. Figures were compiled by the American Hereford Association.

X A great big lowslung car drew up to the curb where a cute little working girl waiting for the bus. A gentleman stuck his neck out and said, "Hello, I'm driving south."

"How wonderful," said the girl, "bring me back an orange."

X Don't harbor mean thoughts—unload them if you can't forget them.



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