

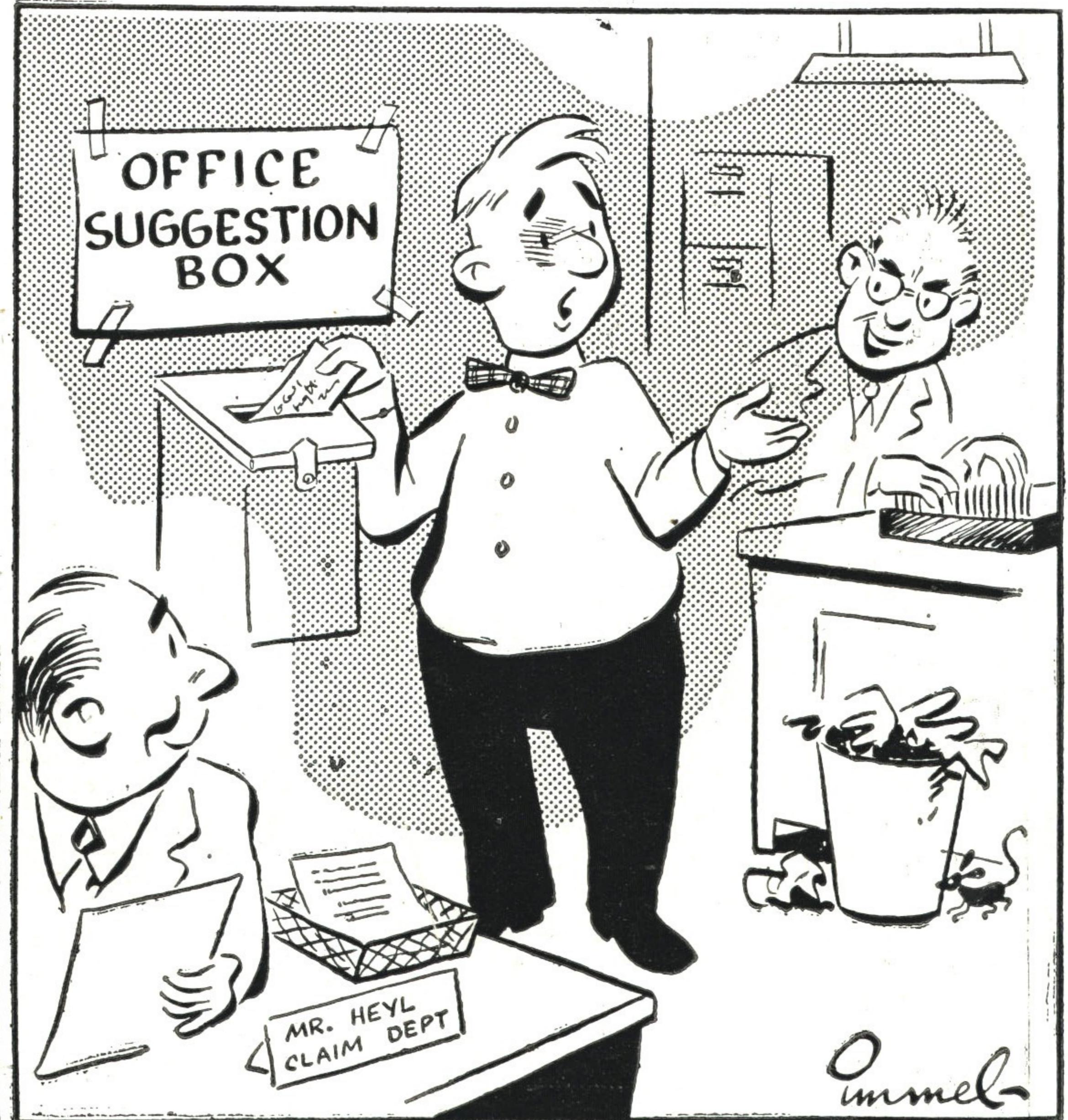
The AUCTIONEER

JANUARY, 1953

Vol. IV

Official Publication of The National Auctioneers Association

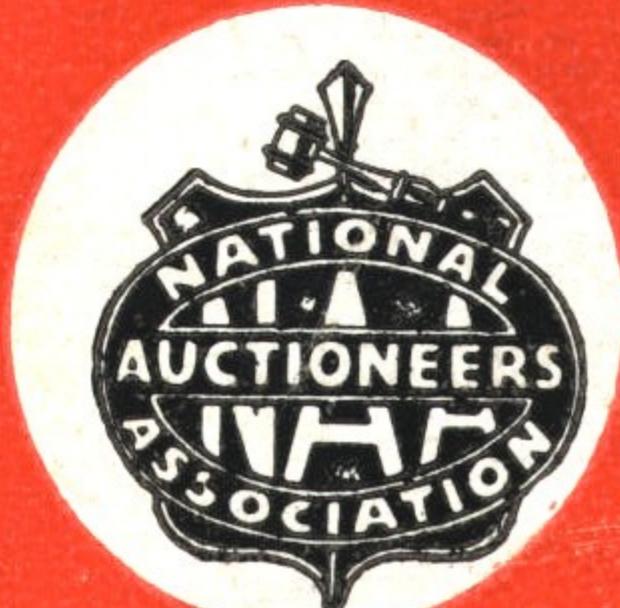
No.



O'malley

Suggestions Are Free In '53

But It Takes Action To Get Enough New NAA Dues





THE AUCTIONEER

PUBLISHED MONTHLY, EXCEPT
AUGUST, AT TOLEDO, IOWA

OFFICIAL PUBLICATION OF
NATIONAL
AUCTIONEERS ASS'N

JIM BRUCE, Managing Editor
JOHN W. RHODES, Editor

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

All news and advertising material must be in the office of the Auctioneer on or before the 15th of the month preceding date of publication. Publication date is the first of each month.

Subscription Rate: \$2.00 Per Year

In Canada — \$2.50

SINGLE COPIES - - - 20c

DISPLAY ADVERTISING RATES

One Page	\$30.00
One-half Page	16.00
Quarter Page	9.00
Column Inch	2.50

CLASSIFIED ADS

RATES: 10 cents per word. Minimum ad \$1.00. All advertising strictly cash with order.

LETTERS

From "Auctioneer" Readers

Dear Col. Rhodes:

I just returned from rather an extensive trip and found the "Auctioneer" on my reading desk. Proceeded to read it from cover to cover. Your "It Seems To Me" fits the bill exactly for it seems to me that all Auctioneers do just that as I did READ it from cover to cover.

The very next letter I opened was from our new National Sec'y and Boy was my face red when I finished it. Seems that many of us, myself included, have taken the "let George" do it attitude and By Golly that man Darbshire sort of impressed me with the fact that maybe I SHOULD do something about it.

Well, while the "fight'in Irish" are beating the daylights out of the Iowa U. team just thought, no time is like the present time to get something started your way.

Of course its one thing to turn to a beautiful steno and say "take a letter" and quite another to "Peck out" a letter filled from end to end with errors. The latter take a lot of time and no end of thinking which is sure a difficult task when one has no equipment with which to think.

Possibly some of the fellows in "our gang" will be interested in knowing just how I spent some time this fall.

Starting on Sept. 11th at Bates-

Continued inside back cover—



President
COL. CLYDE M. WILSON
133 E. Mill Street
Marion, Ohio

2nd Vice-President
COL. H. W. SIGRIST
2623 S. Webster St.
Fort Wayne, Indiana

1st Vice-President
COL. WALTER HOLFORD
Edwardsville, Illinois

Treasurer
COL. HENRY RASMUSSEN
St. Paul, Nebraska

National Auctioneers Association

Executive Offices

• Col. J. Meredith Darbyshire, Secretary

• 158 Vine Street

• Sabina, Ohio

BOARD OF DIRECTORS

COL. JACK GORDON, Chmn.
38 Dearborn Street
Chicago, Illinois

COL. PAUL F. BOCKELMAN
Sioux City, Iowa
1952-1955

COL. B. G. COATS
490 Bath Avenue
Long Branch, New Jersey
1952-1955

COL. ARTHUR W. THOMPSON
3400 Pershing Road East
Lincoln, Nebraska
1952-1955

COL. C. B. SMITH
Williamson, Michigan
1952-1955

COL. FOSTER G. SHEETS
920 S. Jefferson St.
Roanoke, Virginia
1951-1954

COL. JOHN W. RHODES
Le Grand, Iowa
1951-1954

COL. FRANK K. TAYLOR
Cortland, New York
1951-1954

COL. WILLIAM J. FELTON
Ortonville, Minnesota
1951-1954

COL. C. B. DRAKE
P. O. Box 308
Decatur, Illinois
1950-1953

COL. TOM D. BERRY
122 Water Street
West Newton, Pennsylvania
1950-1953

COL. C. G. WILLIAMS
344 Smith Street
Sheridan, Wyoming
1952-1953

LET'S GET BUSY

By A. N. Thompson

When we think of the thousands of auctioneers in America, and then consider there isn't a fraction of one percent that are members of the National Auctioneers Association it is a sad reflection upon our profession.

Almost every member of every other profession belongs to his respective National Organization. He realizes that great benefits have come from a one hundred percent manned organization, bonded together to promote new ideas and unity of purpose, and foster such legislation as is beneficial.

Now, I know by a short experience that it is possible to recruit new members. But you have to go after them. They just don't voluntarily join.

How many of you have really tried to get new memberships? If not, why not?

I find so many auctioneers are jealous of their neighboring auctioneer. That's silly. If you can help the other fellow to raise the standard and dignity and the importance of our service to a county, state or nation you have helped yourself just as much as you have him.

Whenever I saw or heard a better auctioneer than I, he inspired me to do a better job. So if you help a fellow auctioneer to become a better and more competent auctioneer you have accomplished the worthwhile things. You have helped to raise the standard of the auction profession.

So please, won't you all put forth every effort to enlist new members? Talk to your "competitors", if you wish to call them that. Tell them the story of how ashamed we should be of our membership in the National Association compared to the auctioneer population. I dare say the lowest percentage by far of any profession in the United States.

Now, I know memberships can be had. I'll stay with it one year, trying to do my part. Then if you fellows haven't rattled the "bang boards" with memberships "I shall quickly fade away".



You Boys Are Doing Better By The "Auctioneer" . . .

By John W. Rhodes

HELLO MEN:-

It's a little hard for me to get in the mood to write anything appropriate for January because I'm writing this before Christmas. I'm still spending all my spare time trying to locate things to complete my gift list. You know it's a hard thing these days to buy much of a gift that will last for many years for much less than \$1.00. I've about decided that I'll have to raise my limit to \$2.00 for some of my very special people.

We've come a long way since the time a few years ago when as a boy I got an orange in my Christmas stocking -- the first orange I ever had eaten.

Had a couple visitors this month. Col Walter Carlson came by on his way to help out with the winter class at Reppert Auction School. He didn't stay long but we had a nice visit and it was all about Auctioneering of course. Night before last Col. Henry Rasmussen and a friend Mr. Petersen stopped on their way home from Rochester where they had taken a friend to the clinic. Hank evidently didn't

like us here because he no sooner said hello until he was talking about leaving. The weather man had predicted ice so after about 30 minutes they took off for Nebraska. We were glad to have them blow in and get Hank to promise he would bring the family someday and stay longer.

A fellow came over here from the old country and was visiting friends in Missouri. While they were sitting in the yard talking a woodpecker landed on a hard-wood post and began to hammer with all his might. The fellow asked the Missourian, "Yust Vat Kind of a bird is Dat?" When told it was a woodpecker he replied, "My goodness he sure has a hard face. "I had a school teacher once who had such a hard face she would have made the woodpecker look sick.

This month we have heard from more people, as a result this will be a newsier number than before. Thanks for your co-operation and continue to write.

Auctioneeringly yours
John W Rhodes

Coats' Notes

by B. G. Coats



In an issue of "The Auctioneer" that was a very interesting article on Leadership and the Price of Leadership. I cannot at this moment place my hand upon it or I would tell you in what number it appeared, but I do know that it was an article that every Auctioneer should read.

Leadership is something that cannot be conferred.

You cannot give it to anyone. Like corn, it has to grow. Our Association will become stronger and grow into a livelier better Association if the younger Auctioneers are invited to share in all its responsibilities. Put them on committees. What if they do make a few mistakes? By so doing you will insure your Association with continuing leadership.

I want to add one other thing. Who have been your Association leaders?

Have they taken hold only because you and others were not disposed to take the lead? If so, is it hardly fair to complain about what they do and what they

don't do? The answer lies in pushing the younger members forward, so that you will be growing your own replacements.

Wisdom, skill and virtue makes for accomplishment in the auctioneering profession. Knowing what to do, how to do it and doing it, the chances are that you are possessed of them.

To the Auctioneers who have not been convinced of the efficacy of the National Auctioneers Association, of its genuineness, or of its chance of success, let yourself be urged to come to next year's national convention. You can broadcast far and near that your Association is safe and sound, that it will not be beyond expectation to see 1,000, yes, even more Auctioneers present at this great conclave.

Your new Board of Directors consisting of 12 and your Executive Committee consisting of six, with the chairmanship in the

Continued on Back Cover —

Pop Hess

Stuff . . .



Again the old saying, "Does a preacher practice what he preaches" came to me very strong this date of Dec. 15th, 1952 when the December issue came to my desk. I woke up a little had I done or realized it was the 15th of the month and deadline for the copy for Jan. 1953 issue.

My first thought was I had better miss it and get ready for the Feb. issue But in reading thru the pages, noted where Editor John W. was asking for more data to print, and should to many others pass the buck on him for Jan. issue it would be a bad impression to kick off this 1953 issue to be lean as a mountain hog--all because a lot of Neglectful folks failed to come thru with a few lines, to fill the pages--good or bad it will show there is live auctioneers trying to do their bit for a good cause--**JUST THINK IF EACH AUCTIONEER** -- Would write ten lines each, what a Journal this Auctioneer Publication could be.

Frankly after reading this Dec. issue thru the past hour -- and my Stuff included -- my thought was all very good, but the entire

run needs some kind of a shot in the arm, This is a hard problem as most all of our auctioneers thru out the states are busy, and writing a column for a publication is out of their line.

However it seems to me there is sufficient men who have had long experience in the Auctioneering field, who have some time they could each month come thru with items -- Young Auctioneers can come thru with questions for the ones who have had the experience to give good answers -- and it just could be a good question column and an answer column could be one shot in the arm, that would grow a lot of interest. **REAL AUCTION NEWS** --**REAL AUCTION PROBLEMS** --**AND WHAT IS GOOD FOR THE Auctioneer and his business**, Will attract the Eye of all readers, and at the same time become a very much looked for publication by all who are Auctioneers or interested in the Auction way of Selling.

Today with the Auction way of selling is on the highest level of all times. The management and conducting of auctions are one of confidence of the attending

John Q. Public, each year we see less of the cards up sleeves of any one connection with the auction, all has been brought about by the great men we have in the know and have made a success in their work as auctioneers helped to build the auction way of selling to this level, it now stands.

This publication can do much thru its columns to discourage what some times may rise up in the minds of in-experienced to try and make a short cut to a top ladder rung he may reach only to have it fall apart, and do a lot of damage to all down thru the line.

NEWS ITEMS Short or long on the trend of Auctions thru out the states is one outstanding feature for this Publication, such items coming in from States of the U.S. where reported by the Auctioneers, in charge is always good reading and holds interest. Each month an Auctioneer could in a short story condense his past month run of sales, showing what is weak or strong Farm and Livestock activities--both in sales or what would be news.

Well boys we are hitting the new year 1953--and we always each new year hope to make it a better one, then all that have past and gone, however we can get into a busy rut--and it will go by the board like all other years with many important things we could have done, left undone.

This Publication "The Auctioneer" is the Trade publication for AUCTIONEERS--Lets make it ONE WORTH WHILE, and this can only be done by ROYAL

SUPPORT--by none other THEN YOU MR. AUCTIONEER.

Persistency Pays . . .

Grim faced and tenacious, 12-year old Tim Long, 3220 South Ninth street, bid \$2 at least two dozen times yesterday at the annual police auction of unclaimed bicycles before Auctioneer Larry Wynn suddenly banged his gavel as another round of bidding opened and exclaimed, "Sold for two dollars to the young man on my right."

"Two dollars was all I had," the youngster confided, as his worried look was swept away by a broad grin.

The auction was attended by a crowd estimated by Police Captain Nick Bosch at 500 persons, ranging in age from 3 years up to grandmothers. He said it was the biggest group ever to attend the annual sale.

Ninety bicycles were sold at the auction for a total of \$975 or an average of \$10.80 each. The highest price paid was \$25, the lowest \$2, though part of a bicycle sold for 50 cents.

-----St. Louis Post-Dispatch

J. G. SHEETS & SONS

**Realtors - Auctioneers
Liquidators**

**Farms, Commercial, Residential And
Personal Property Sold By Private
Treaty And At Auction**

**HOME OFFICE:
ROANOKE, VIRGINIA**

**"Serving The Great South Under The
Ethics And Principles Of The N.A.A."**

Students From 22 States Attend Auctioneers' School

Enrollments for the 1952 December class at The Reppert School of Auctioneering came from twenty-two states and Canada, bringing sixty students with experience in almost that many trades and professions as a background of knowledge for their new field of endeavor.

As usual, some are already associated with others in the auction field. David R. Fultz, 23 Woodfine Place, Asheville, N.C., works with Lyle Sweet in that section of the country. Louis Kalen, Little Falls, New York, is hitched up with a livestock market sale at that point. Two brothers in the livestock business, Willard and Lonza Mitchell, were there from Byrdstown, Tennessee.

Ben Morgan is an Assistant man at Marlinton, West Virginia. James S. Jarvis and Glynne Jones came from Westlock, Alberta, Canada, where they are in the implement and automobile business and have a wide public acquaintance for a part of their stock in trade on which to start an auction venture.

Their associates at Decatur, Indiana for the three weeks course were:

James E. Belson, RD No. 1, Whittemore, Michigan; Richard E. Black, RD No. 4, Van Wert, Ohio; O. E. Boff, 706 N. Clinton

St., Defiance, Ohio; Warner Bradley, RD No. 1, Whittier, N. Carolina; William S. Brown, 215 W. Orchard St., Lebanon, Ohio.

Robert J. Butcher, Glenville, West Virginia; Fred W. Cowart, Hayesville, N. Carolina; Woodrow S. Davis, 397 E. 17th Ave. Columbus, Ohio; Vernon E. Dehner, 217 W. Elm St., Alton, Illinois; Horace Edgmon, Franklin, Tennessee.

Earl J. Elfner, RD. No. 1, Red Lion, Pennsylvania; Joe E. Gingerich, 22 S. Main St., S. Hutchinson, Kansas; Lewis M. Glendenning, RD No. 2, Galena, Ohio; Frank C. Goettler, Okotoks, Alberta, Canada; Donald A. Gray, RD No. 2, Argos, Indiana.



Walter O. Grosz, Burt, North Dakota; John M. Hager, 475 Montford Ave., Asheville, N. C.; Johnny E. Handy, R. No. 1, Box 302, Kilgore, Texas; Richard O. Harris, 128½ N. Main St., Urbana, Ohio; Otis B. Hastings, Aiscutney Blvd., Windsor, Vermont.

Paul Herron Jr., RD No. 1, Sturgis, Kentucky; Raymond W. Holler, RD No. 4, Lima, Ohio; Campbell Jenkins, 121 3rd Ave. N., Nashville, Tennessee; George W. Kitchens, 805 Fair St., Franklin, Tennessee; Chester Kline, RD

Continued on back of picture—



REPTI-ACTION SCHOOL

No. 1, Fairborn, Ohio.

Russell Kruse, RD. No. 1, Grabill, Indiana; G. A. LaMunion, 2708 Glendale Rd., Baltimore, Maryland; Thomas Lane, RD No. 1, Eagle Village Rd., Manlius, New York; Damon E. Ledley, 309 S. Delaware Ave., Mt. Gil-ead, Ohio; Louis F. Lindsey, 1147 North Second, Montrose, Colorado.

Martin Lockwood, Allen, Ne-braska; Sedric W. Mann, 1743 N. 33rd St., Birmingham, Alabama; George B. Mowbray, Box 607, Waynesboro, Virginia; John B. Myers, Rd No. 3, Sewickley, Pa.; C. B. McCarter, RD No. 2, Dillwyn, Virginia.

Wayne E. McCurdy, Box 2, Al-bert, Kansas; John H. Overbay, Chilhowie, Virginia; John Her-bert Peddicord, Warshaw, Ohio; Dale Eugene Rawdin, 709 W Ma-ple St., Champaign, Illinois; Johnny W. Rihl, Plain City, O-hio.

Jay Rogers, 417 Second Ave., Galion, Ohio; Ralph Sanders, 925 N. 8th St., Quincy, Illinois; Dur-kin Sherrill, RD No. 2, Tioga, Pa.; Harold K. Showalter, Inter-course, Pa.; J. D. Spurlock, Box 24, Big Prairie, Ohio.

George R. Vogel, 110 South Jackson St., Elkhorn, Wisconsin; Ralph E. Wade, 809 Plum St. Miamisburg, Ohio; Elbert A. Warner, RD No. 1, Box 112, Greenwood, South Carolina; Wes Wendt, Box 266, Granger, Wash-ing-ton; Charles W. Yager, Jr., RD No. 2, Ossian, Indiana.

Ralph L. Zabel, Bloomington, Illinois; Alfred V. Zogg, Jr., 701 Second St., Liverpool, New York; P. M. Zubler, Spring Mills, Penn.

Do You Know Yourself?

by B. G. Coats

Fellows, did you ever pause and, in retrospection, analyze yourself to know if you are re-sponsible for the success or fail-ure of your Association?

Success is obtained only by the combined efforts of each and every member.

You must add your influence to induce prospective members to join the ranks of our Association.

Think:

Are you always finding fault with everything your Association does?

Are you one who sits at home and criticizes the things your As-sociation does?

What support do you lend to your Association?

Please remember, the National Auctioneers Association, like oth-er organizations, can only survive under the slogan of, "United we stand and divided we fall".

If every member of the NAA would only put his shoulder to the wheel there is nothing we cannot accomplish.

Oh, yes; please get rid of your selfish thoughts and try to do some good for the best and larg-est, if not the only, Auctioneer organization in the world.

Simple, ordinary human kind-ness is the antidote for suspicion and cynicism.

Do you always exhibit the spir-it of amity day by day with all those with whom you come in contact?

We must somehow learn to re-spect others as we would have them respect us.

Gift Shirt Brings Laughs At Sale Near Wabash Campus

Remember the gift shirt Col. Laird N. Glover acquired at the NAA Convention last year?

He won it for wearing the loudest shirt at the convention and has been making good use of it since. The picture below shows one of the many ladies (gentlemen look at it, too) who have gained a chuckle out of the garment.

The picture was taken at a sale just across the street from the Wabash College Campus, and Col. Laird reports it brought on "a lot of laughs".

(Incidentally, Col. Glover sent in his five bucks for the Booster Page.)

He reports he has been real busy with auctions, including farm sales.



BOOSTING THE

A \$5 BILL GETS YOUR NAME AND ADDRESS

IOWA

Col. R. D. "Jim" Brown, Ida Grove

Col. Wendell Ritchie, Marathon

Col. Howard B. Johnson, Story City

Col. Leon E. Joy, Ames

Col. Slim Kautzky, Glidden

Col. Clinton A. Peterson, Fort Dodge

Col. G. F. Sargent, President International Auctioneer College, Sioux City

Col. Theo. H. Holland, Ottumwa

ILLINOIS

Col. Ray Hudson, Route 1, Morrisonville

Col. Mike Gordon, Remington Sales Service, Chicago 40

Col. C. B. Drake, P. O. Box 308, Decatur

Col. Bruce Parkinson, Route 2, Kankakee

Col. Walter Holford, Edwardsville

Col. Bud Drake, Decatur

Col. John A. Carr, Macon

Col. Bert O. Vogeler, Franklin Grove

Col. Howard S. Williams, Canton

INDIANA

Col. L. T. Crawford, 219 West 7th St., Mishawaka

Col. Laird N. Glover, Route 5, Crawfordsville

Col. Wilbur D. Whittle, 1402 East Monroe St., Goshen

Col. R. C. Foland, Noblesville

Col. Earl Ellis, Washington

Col. Harold Broshears, Evansville

NEBRASKA

Col. John W. Heist, P. O. Box 22, Beatrice

Col. T. C. Jensen, 509 Blaine St., Holdrege

Col. J. D. Kirkpatrick, 224 West 2nd St., Grand Island

Col. Henry Rasmussen, St. Paul

Col. Leon S. Nelson and Col. Dan J. Fuller, Albion

Col. James Webb, Grand Island

Col. Leon S. Nelson, Albion

Col. Dan J. Fuller, Albion

Col. Ray Flanagan, Albion

Col. Adolph Zicht, 510 South 12th Street, Norfolk

Col. Don Zicht, 510 South 10th Street, Norfolk

Col. Henry Buss, Columbus

PENNSYLVANIA

Col. Tom Berry, Hill and Main St. West Newton

Col. Homer H. Sparks, 1244 East State St., Sharon

Col. Philip A. Engelmeier, 500 Foreland St., Pittsburg

Col. Q. R. Chaffee and Son, Auction Mart, Towanda

Col. Hubert S. Post, Washington

Col. C. J. Leiby, Allentown

MICHIGAN

Col. Fred W. Smiley, Saginaw

E AUCTIONEER

SS ON THESE PAGES FOR A WHOLE YEAR.

MINNESOTA

**Col. Tom Gould, 1311-13 Nicollet Ave., Minneapolis
Radde Bros. Watertown and Waconia**

The Davis Twins, Identical Auctioneers, St. Peter and Madison Lake

Col. Martin Lampi, Annandale

Col. E. T. Nelson, Renville

**Col. Guy L. Pettit, 104 North East St., Bloomfield
Col. John F. Beecher and Son, Elma
Col. Henry C. Godlove, Realtor, Indianola**

NEW JERSEY

**Col. Herbert Van Pelt, Maplewood Farm, Readington
Col. B. G. Coats, 490 Bath Ave., Long Branch
Col. Joseph A. Guzzi, 477 Patten Ave., Long Branch
Col. Watson Van Siever, Burlington**

WISCONSIN

**Col. Joseph W. Donahoe, 706 Harriet St., Darlington
Col. W. C. Heise, 915 Park Ave., Oconto**

MISSOURI

**Col. Bill McCracken, 820 W. Essex, Kirkwood 22
Col. Stanley Wasielewski, 10039 Diamond Dr., St. Louis**

OHIO

**Col. Ralph Drake, Montpelier
Col. Homer Pollock, Delphos
Col. Clyde M. Wilson, Marion**

The Bailey-Murphy-Darbyshire Co., 55 East Locust Street, Wilmington

TEXAS

Col. W. J. Wendelin, Henderson

NEW YORK

**Col. Mac M. Rothkopf, 317 Bushwick Ave., Brooklyn 6
Col. Frank K. Taylor, Cortland**

TENNESSEE

Col. J. Robert Hood, 7 Public Square, Lawrenceburg

VIRGINIA

Col. Frank D. Crim, "Wasena Hills", Roanoke 15

ELSEWHERE

National Auctioneers Association Auxiliary, Anywhere, U.S.A.

Editor's Note: We're pleased to see three new "Auctioneer" boosters this month and two renewals. The new are Col. Howard S. Williams, Canton, Illinois; Col. Frank K. Taylor, Cortland, New York; and Col. Henry Buss, Columbus, Nebraska. Renewing their boost with the start of the new year are Col. Laird N. Glover of Indiana and Col. Ralph Drake of Ohio.

LET'S TAKE A LOOK AT THE **Amazing Growth** OF AUCTIONEERING

By Col. Frank K. Taylor

Forty years ago our city boasted of one (reliable) auctioneer and he was the Chief of Police.

He was called into service as an auctioneer only when someone was in trouble, such as the foreclosure of a mortgage, a death in the family, or some other casualty that required the liquidation of worldly goods in a hurry.

The average gross sum of his household goods auction would run in the neighborhood of \$200 to \$500, depending upon, as much as anything, his ability to instill sympathy for the selling party into the hearts of the buyers.

The average farm sale would run from \$2,000 to \$3,000 providing the equipment was in good shape and there was from 20 to 40 head of cattle to sell.

Today you will find not only one but several auctioneers in most any small community and in the larger well-located cities there will be from three or four to a score. Where the average fee for the "Old Chief" was \$7.50 the auctioneer today will not consider a sale for much less than \$35.00 or a percent of the gross, usually from 2% to 10% depending on the contract and

who pays the advertising and other expenses.

The "Old Chief" would be surprised to look in at an auction today and see the average sale run from \$1,000 to \$3,000 on a household goods sale and even greater sums when there is a large amount of goods or where there is a number of exceptional antiques.

It is also common today to see farm auctions run from \$10,000 to \$30,000 and in the past few years several have run as high as \$125,000 to \$150,000.

The growth of this "new" business has appealed to the speculator, they have been sharp enough to see that there is a quick turnover of capital in the auction business and several have "scouts" out all the time looking for properties which can be bought up and sold in a few days at a profit.

Several of them have been able to conduct several sales a week in this manner, turning an original capital of a few hundred dollars into a mighty nice bank account.

This in a way has been detrimental to the auctioneer who con-

siders himself a professional rather than a gambler.

What is the cause of this greater activity in the auctioneering field?

Mostly it is the fact that the auctioneer of today is a trained man in this field, he has been to an auction school which prepared him to look after every phase of the business, the appraising of goods and cattle, the writing and placing of his advertising, the clerking and cashiering of the sales as well as his own labor as auctioneer.

When called upon by one wishing to sell for any reason whatsoever, he is able to appraise the goods, estimate the cost and be in a position to tell his prospective client just how much he can realize on the sale, to within a few dollars. Most of the auctioneers are careful too, in their estimates as they do not want to build the client up and then have the sale run less than the estimate, feeling it is better for the auction business to have the sale gross more than the estimate than to fall under. It is good word of mouth advertising for the business.

 To be really successful the auctioneer should not attempt to crimp on his advertising dollars, these are necessary to get the crowds, and without the crowd, a sale is apt to fall rather flat. If it costs an extra dollar to get one more prospective buyer,

that one may be the makings of the sale.

The use of "cappers" or "come on bidders" is frowned upon by the good auctioneers and very little of it is seen in operation today.

The auction business has been built on service and as long as the auctioneers continue to give good service the business will grow.

Professional Cards

BERT O. VOGELER

General Auctioneer

Real Estate, Farm Sales
Household Goods

Phone 82210 Franklin Grove, Ill.

WHEN WRITING UP YOUR NEXT
SALE TELL YOUR CLIENT
ABOUT OUR CLERKING
SERVICE WHICH
INCLUDES:

- Liberal Credit
- Extensive Advertising
- Payment to Owner and Auctioneer
Day of Sale

For Further Information See

Minnesota Sale Co.

6 First Ave. S. E.

ROCHESTER, MINNESOTA

Robert M. Conway, manager

FORTY-TWO YEARS OF AUCTIONEERING

Reviewed by **Col. F. M. Woods of Lincoln, Nebraska**

By **Col. F. M. Woods,**
Lincoln, Nebraska

You have asked me to give some reminiscences of my forty-two years of life as an Auctioneer. I would furnish these only to a friend. They are too personal for a modest man to relate; therefore, I ask the indulgence of your readers. An old man once said, "There is one good thing about being married, it makes all your other troubles look like a joke." That will be the good thing about this contribution. It will make the commonest of your other articles restful reading.

Forty-two years ago I began selling purebred stock at auction. I made my first sale in Du Page County, Illinois, in April, 1872. On October 14, 1913, just forty-one years and six months later, I was called back to the same county and the same neighborhood for another sale. I had not been there in the meantime. I told the people I felt complimented at being called back so soon. In the sale I made there in April, 1872, I sold fifty head of Bates bred Shorthorn cattle. I remember they were neat broad-backed, roomy animals. The cows would weigh

from 1,200 to 1,600 pounds each. They had large udders, and the majority of them would fill a pail at each milking.

The average in the sale of 1872 was about \$140 a head. Today fifty cattle of their size and dairy qualities would average under the hammer at least \$400 a head. Comparing the two sales in my memory from a beef standpoint, the cattle in the latter sale were the better; but from a dairy standpoint there is no comparison. As milk, butter and beef animals the cows in the 1872 sale were the ideal cattle for farmers looking for a combination. They put their milk in the pail when it was wanted there; turn off the faucet and the feed went to flesh.

BREED THAT SURVIVED

While speaking of Shorthorns, has not the old breed survived under great difficulties? First came the "Bates craze," then the color craze and the "Cruickshank craze"; but the breed has lived them all down and today easily holds the palm against all breeds of general-purpose cattle. More men who want to buy Shorthorns are looking for the cow that gives

a good flow of milk, no matter as Colonel Harris used to say, whether they are bred "straight, crooked or crosswise."

Thirty - two years ago I began selling purebred cattle in Nebraska. The first shorthorns I sold were those of John Fitzgerald, Richard Daniels and J. W. Dinsmore --- three grand old pioneers in good blood. They had good cattle, and it is not easy to find better today. Those men and scores of others I could name if time and space permitted, were and are philanthropists in every sense of the word. Two pounds of flesh grow now where but one grew before. The 1,000 pound baby beef steer now grows in from ten to twelve months where it formerly took twenty to twenty-four months. Rich pure-bred blood and rich manure are synonymous terms. The right blood with good feed doubles and trebles the amount of beef, butter, cream and milk, while rich manure makes twenty-five bushel corn land produce from fifty to seventy-five bushels to the acre. What we need most now is more pastures and more silos. It is possible by the use of the silo for the farmer to have green feed twelve months in the year. More than forty percent of the corn crop is wasted when not made into ensilage. More pastures mean more grass, more grass more stock more stock more manure, more manure more corn, more corn more cash, more cash more gasoline, more gasoline more "joy rides."

Thirty years ago I made my first sale of Aberdeen-Angus

cattle for T. W. Harvey of Tur- lington, Nebraska. They sold for near \$400 a head. Good cattle they were, and I doubt if any better can be found today. As purely beef producing animals the record of winnings of the Angus at the International shows and in beef contests has not been equalled by that of any other breed. The highest average that I have ever made at a cattle sale was for M. A. Judy of Indiana on Angus cattle--over \$1,200 a head. I have sold a number of Angus cattle that approached the \$10,000 mark.

One afternoon I sold 100 head of Angus cattle for \$40,600. Be- fore the sale the owner told me that if I would guarantee him \$25,000 I could have all I got over that for my fee. Fifteen thousand six hundred dollars would have been fair pay for an afternoon's work, but I know that if I had that amount of money I woud have to loan it, and my ex- perience along that line has been bad.

One Saturday in Lincoln I met a man who asked me for a loan of \$3 until Monday. I let him have it, and on Monday he came hust- tling to me and said " I have come to pay you that \$3." He felt in his pockets and added, "Well, I haven't the exact change now. You haven't a blank check have you?" I handed him a blank and he wrote me a check for \$3.50. "What is the 50 cents for," said I. "Oh, that is for your trouble." " I want nothing for my trouble," I replied, and han- ded him 50 cents in cash. I de-

posited the check and started off on a trip. The check was protested for lack of funds. Protest fees amounting to \$2.80 were charged up against me, so that in the end I lost my \$3 plus 50 cents and \$2.80 protest fees. Then and there I decided that loaning money wasn't my calling.

The first Hereford sale I ever made was for the well known T. F. B. Sotham, once the king of Hereford men. We held the sale in South Omaha in a long, dark alley, fully 200 feet in length. The buyers were ranged along both sides on top of the fence, and I did the best I could to be all along the line at all the places and see all the men all the time. That was slightly different from the way sales are conducted nowadays.

The Herefords are pretty good milkers. They are first-class hustlers for feed, they mature early, fatten easily, are very prolific and will get fatter on grass alone than any other breed of cattle. All being marked alike with their white faces, they have a military look that makes them appear even in size though they may not

be even; but they are money-makers.

BROUGHT CASH, BUT

In the year 1882 I brought across the Missouri river the first pure-bred Galloway cattle to cross that stream, at least into Nebraska. I had in that bunch of cattle the imported cow "Ranee the Second" and her calf, for which I paid \$400. I had the imported bull "Gilderroy" for which I paid \$400, and the imported bull "King Charles" for which I paid \$300. At that time I owned 100 head of pure-bred Shorthorn cows, but they were not registered. I began raising "cross-breds," and kept it up for five years.

It was then that I made the easiest money I have ever made with livestock. I crossed the Galloway bulls with my Shorthorn cows, and sold the bull calves at one year old. The first year I sold sixty bulls at \$125 each, and the heifers at \$75 each. The first year's crop of calves brought me nearly \$10,000 and I thought that the man who couldn't get rich raising cattle was a fool. But the "cross-bred" business played out. Men discovered it was better to buy pure-bred; But I made a

WANTED

AUCTIONEERS and LOCATIONS

ILLINOIS, IOWA, MICHIGAN, WISCONSIN, INDIANA, OHIO

New and Bankrupt Stocks of Merchandise, Furniture, Household Appliances to be Liquidated at Auction in Small Communities. Give Location Available, Description, Exchange References. Over 200 Sale Dates Available. Act Now.

REMINGTON SALES SERVICE

1509 WEST LAWRENCE

CHICAGO 40, ILLINOIS

nice bit of money, and I can truthfully say that the first cross between a Galloway and a Short-horn is a hard animal to beat. Galloway cattle will always have a warm place in my heart. I think that this breed has made more improvement in the last ten years than any other breed.

Just now the dairy breeds "have the pole," and good milch cows whether pedigreed or high-grade, are bringing big figures. In the last year I have sold more grade Holstein cows at from \$150 to \$300 a head than I ever sold before in my whole life. Dairy products are wanted three times a day by every person in the world, and if they can get the money with which to buy them, they'll have the products--so the dairy market is without limit. Dairy cows must be fed liberally to be profitable; therefore, they make lots of manure that keeps up the land and the land is the source of all wealth.

SOME LONG PRICES

What are some of the prices at which I have sold stock in my forty-two years' experience? Well I have sold Shorthorn, Angus and Hereford bulls as high as \$10,000 each. A Hereford cow in one of my sales sold for \$7,500. Colonel Edmonson, who was with me in the sale, sold the cow for that amount. I followed with a Dale bull that went at \$10,000, making \$17,500 for two cattle. I sold for Mr. Marr of Scotland, at a Chicago International sale a Cruickshank Missie Shorthorn cow for \$6,000 the highest priced cow I have ever sold. He offered

me \$1,000 to come to Scotland and make his next sale, but on account of my bookings at home I had to decline the high honor. I have sold \$96,000 worth of Shorthorns in one sale. For a Canadian breeder I once sold 50 Shorthorns that averaged \$1,100 a head. Once I sold a Berkshire boar, "Star Masterpiece" at \$5,000 or \$5,500 (of the exact figure I am not sure) for W. S. Corsa of Illinois. A Poland China boar I sold for \$4,000; his name was "Happy Union" sired by "Chief Tecumseh Second", dam by old U. S. Surely it was a "happy union". The largest fee I have ever been paid for a one-day cattle sale was \$1,000 but for an afternoon real estate sale I was once paid \$1,500.

Chances For Auctioneers

I imagine some young man may ask "What are the chances now in the Auction business"? My reply is that they are just as good as in any other, and no better. In Iowa, there are 1,500 Auctioneers and in the United States about 10,000. Among them are a lot of fine prospects and men who will eventually make their mark; but the number of Auctioneers whom breeders consider qualified by experience, education and past achievements to conduct a sale of highly-bred stock and get the highest prices are few. That may sound strange, but it is true. If a merchandise auctioneer when he gets up to sell a piece of cloth doesn't know whether it is 10 cent calico or fourteen dollar silk how can he shed any light on the subject that will induce men to

APPLICATION FOR MEMBERSHIP

National Auctioneers Association, 158 Vine Street, Sabina, Ohio

Enclosed find \$..... to cover membership fee and subscription to "The Auctioneer" which is \$10.00 for one (1) year. I am an Auctioneer and desire to become a member of the "National Auctioneers Association."

Gold lapel pins, \$2.50 extra
Letter-head emblem, 2.50 extra



NAME
(print)

ADDRESS

CITY ZONE STATE

Fellow Auctioneer for Reference:

NAME

ADDRESS

bid? Knowledge is power in the Auction ring as well as elsewhere.

I can truly say to the aspiring young man, however, that it is possible for the average man to succeed. Surely it is worth a hard fight. From a financial standpoint it beats being governor, United States Senator or a judge of the Supreme Court. Indeed, it is just the next thing to being a plumber. A good jewelry Auctioneer commands a salary of from \$5,000 to \$15,000 a year. A top horse salesman makes as high as \$15,000 and some real estate Auctioneers make as high as \$100,000 a year - - that beats being President of the United States. I know a livestock Auctioneer that made \$30,000 in one year.

Auctioneers are good spenders, however. Money that comes quickly generally goes the same way. I have worked many a day for 25 and 50 cents and saved a larger percentage of it than

when I received from \$100 to \$500 per day. But since progression is in the air, perhaps the coming Auctioneer will profit by the mistakes of his brothers and learn to save his money.

The profession of Auctioneer is as honorable as any, and there is a fascination and excitement about the auction ring that no one can resist. Auctions are growing more and more popular each year; livestock, real estate, fruits and property of all kinds are being sold in that way. You can convert any kind of property into cash or its equivalent by Auction when it can't be done in any other way. So, my boy, cheer up, brace up, stiffen up, pull off your coat, go in to win and you will win.

When I began in Nebraska the principal livestock paper, as now, was the Nebraska Farmer, owned and published by O. M. Druse, now of Omaha. I remember he offered me the whole plant for

\$1,000. It is worth a great many times that amount today, and the Nebraska Farmer is recognized as one of the really strong farm papers in the United States. That is progression for you with a big "P". Lands of which I could have had my pick at \$20 to \$30 an acre, now go quickly at from \$100 to \$150 per acre. I could have bought blocks of land in Lincoln for \$1,000 that today would sell for from \$25,000 to \$40,000; but I didn't have the \$1,000. The population of Nebraska then was made up largely of eastern men, poor but ambitious; they had no cash, but were full of work. Grandly have they won out, and the land once called a desert is a land of happy and prosperous homes.

My life has been an interesting school to me, and my conclusions are that people about alike the country over. All have about the same faults and the same virtues. Energy is the principal key to success. Don't flop about thinking that you can hit the high places. That class of men, nine times out of ten, land in the hollows. You can succeed in almost any line if you are energetic, industrious, sober, honest and live within your means.

It is a big help if you learn to do things just a little better than others do them. Try to take a little better care of your stock than your neighbor does of his. Try to plow a little better than he does and take better care of your tools. Don't waste one ounce of manure, save it as if it were gold lying about, for it is gold;

the future productivity of your farm depends upon it. And the world depends upon the farms. What an important man is the farmer, "The man who feeds the world!"

- - Nebraska Farmer

ARE YOU WORKING FOR THE N.A.A. ?

Are you one that is working fervently to weld the Auctioneers of America into an unshakable unity?

The National Auctioneers Association is a bastion of hope and the enthusiasm of its members continues to give courage and guidance.

In the glow of such enthusiasm the efforts of its' members flow harmoniously together in a common endeavor to build an organization wherein the interest of one is the concern of all.

The NAA is a fountain of strength, inspiration and achievement.

Blessed with a vast reservoir of untapped strength, some 20,000 Auctioneers are just waiting for you to invite them to share with you membership in the NAA. Let us all labor for the benefit of one another. Undeviating devotion to obtaining new members will do more to encourage and help other Auctioneers than anything that I might say or write.

Your personal example in getting that new member will radiate influence for good in the National Auctioneers Association.

Col. Williams Signs Up First Rate Auctioneer

Some time ago there were four men who were on a good will mission for the Gideon, attending our church. These men were giving of their time and money in order that the Bible may be placed in some hotel room somewhere in this good old United States.

There are many salesmen on the road that read these Bibles at the end of a hard and weary day and find it a source of comfort before retiring. One can never know who these men are that are doing this good will mission, so I made it my business to find out who they were and where they were from, and to my surprise, one of them was an auctioneer. He noticed my auctioneer pin and wanted to know more about the association. He told me where he lived and he owned the sales barn there and invited me to come over and sell for him.

This was an opportunity which I could not afford to miss so last Friday, Nov. 14, I drove over the mountain pass to the little town of Greybull, Wyoming some 103 miles distant and made a call on my new friend. He knew me at a glance, climbed out of the sales ring and sat down to talk with me. I handed him an application card which he signed and paid for, then he invited me up

in the stand and introduced me to the audience and said let's go. This man is a man who has the confidence of the folks that know him.

This is an auctioneer's greatest asset. Once he gets the confidence of his people he should bend every effort to keep it by being fair and square in the sales ring and out of it. In so doing one commands the respect of the honest men as well as those men that are just a little shady. Once they know where you stand they too will tell their friends about you, thereby opening a new avenue of business for you.

My new friend is just such a man, works for his church, conducts himself in a most respectable manner at all times, and it is with a great deal of pleasure that I met him, and had the opportunity to introduce him to you fellow auctioneers, thru this publication of the National Auctioneer, so we bid you welcome into the National Auctioneers Association, — Col. Jack Smith, Greybull, Wyoming. It is now up to you to get some new members for your association.

— Col. C. G. Williams



To some Auctioneers a kick in the pants is more of an urge to accomplishment than a dozen pats on the back.

ville, Miss., with 1000 head of feeder calves, then into Ark., then on to Mo., day after day until I had sold about 26,000 head. Finished up at Grant City, Mo. on Oct. 17th.

All these sales are what we call PRODUCER sales. Working in connection with the Extension Service of Columbia University. They have out two and sometimes three sorting crews. They grade the calves into uniform lots as to sex, type and quality as well as weights. They are all native cattle fresh from the country the morning of the sale. By grading them, the producer gets more money. At the same time the buyer is willing to give a premium because they are even in size and the fact they are clean. So both the seller and the buyer like this method.

Prices this fall were down quite a bit from \$27.50 up to \$36.00. Low grade calves from \$15.00 to \$18.50.

When I think of the amount of work I mean HARD WORK, I do, compared to men like Lester Winternitz, Jack Gordon, B. G. Coats, Foster Sheets, Clyde Wilson and others, I simply BURN UP for being born dumb. Well, one thing sure if and when I need to be fed, I'll just make all of them a nice visit.

I have sent in a membership or two and I'm getting more. Mrs. Pettit and myself, the good Lord willing will sure be at the NEIL HOUSE in Columbus, Ohio for the next NNA annual meeting.

This in closing. What kind of an Association would this be if

every one was just like me. NOT TOO GOOD I am sure. Let's all get back Darbyshire and Wilson and make this year by far the best yet.

The Irish WON.

Sincerely,
Guy L. Pettit.

Col. John W. Rhodes
LeGrand, Iowa

Dear John:

Just a few lines to let you know we have been having a busy sale season. The week of Nov. 20 we had 5 sales Wed. Nov. 19 at Middletown Sale Barn. On Thursday, Nov. 20 we sold out a combination grocery, hardware, feed, clothing and shoe store at Dodgeville, Ia. Started selling at 10:00 a.m. sold to 11:10 that night. Sold 1534 items or about 2 items every minute that is the longest we have ever sold. Talk about two tired Auctioneers. Then on Friday we had a C. out farm sale and a fur sale in Burlington where we have a sale we had a big C. out farm sale in the country. Prices are working down on everything. I suppose Mike Gordon has sent you some of the pictures he had taken of the Merchandise Night Sale at Middletown, Ia. We will have sales there for Mike Saturday night Dec. 6 and Friday, December 20 we really have crowds and gt good prices in comparison to other places. John if you have any Membership Applications send me a few. I hope you are
Continued on back cover—

Return Postage Will Be
Paid By Publisher

Sec. 34.66 P. L. & R.
U. S. Postage Paid
Permit No. 11
Toledo, Iowa

enjoying a successful business and wishing you and your family a Merry Christmas and a Happy New Year.

Your friend

Setterberg and Tros-
tle, Auctioneers

By Carl W. Setter-
berg

**Co-op Auction Does
\$35,000,000 Business**

Sales at New Jersey's 16 co-operative produce, poultry and egg and livestock auction markets totaled almost \$35,000,000 for the year ended October 31, 1952.

At the Hightstown market, 314-250 packages of fruit or vegetables, worth \$431,906.62 were handled at regular sales, while 22,964 packages worth \$90,951.07 were sold at special sales.

At the same market, 160,915 cases of eggs, worth \$2,471,214.18 were sold during the period November 1, 1951 and October 31, 1952. For the same period 21,615 crates of poultry, weighing 1,153-586 pounds and worth \$288,710.45 were handled.

Coats' Notes -

(Continued)

hands of progressive Col. Jack Gordon, further insures the growth, development and expansion of your Association.

Just as surely as time goes on, conditions will change and in this way we make progress without which there would be stagnation in the will to win and ambition for achievement.

Should not our main thoughts be on the future of our Association and our main ambition to improve on the present.

We can all do many things to improve on the present but the greatest improvement any of us can make to our Association is in getting new members.

I dare say that there is not an Auctioneer in the United States that would want to go back to the conditions which prevailed for Auctioneers fifty years ago.

Why then, shouldn't we all give some of our time to make our profession better for ourselves and future Auctioneers? Lets make the National Auctioneers Association the "show window" of the auctioneering profession.