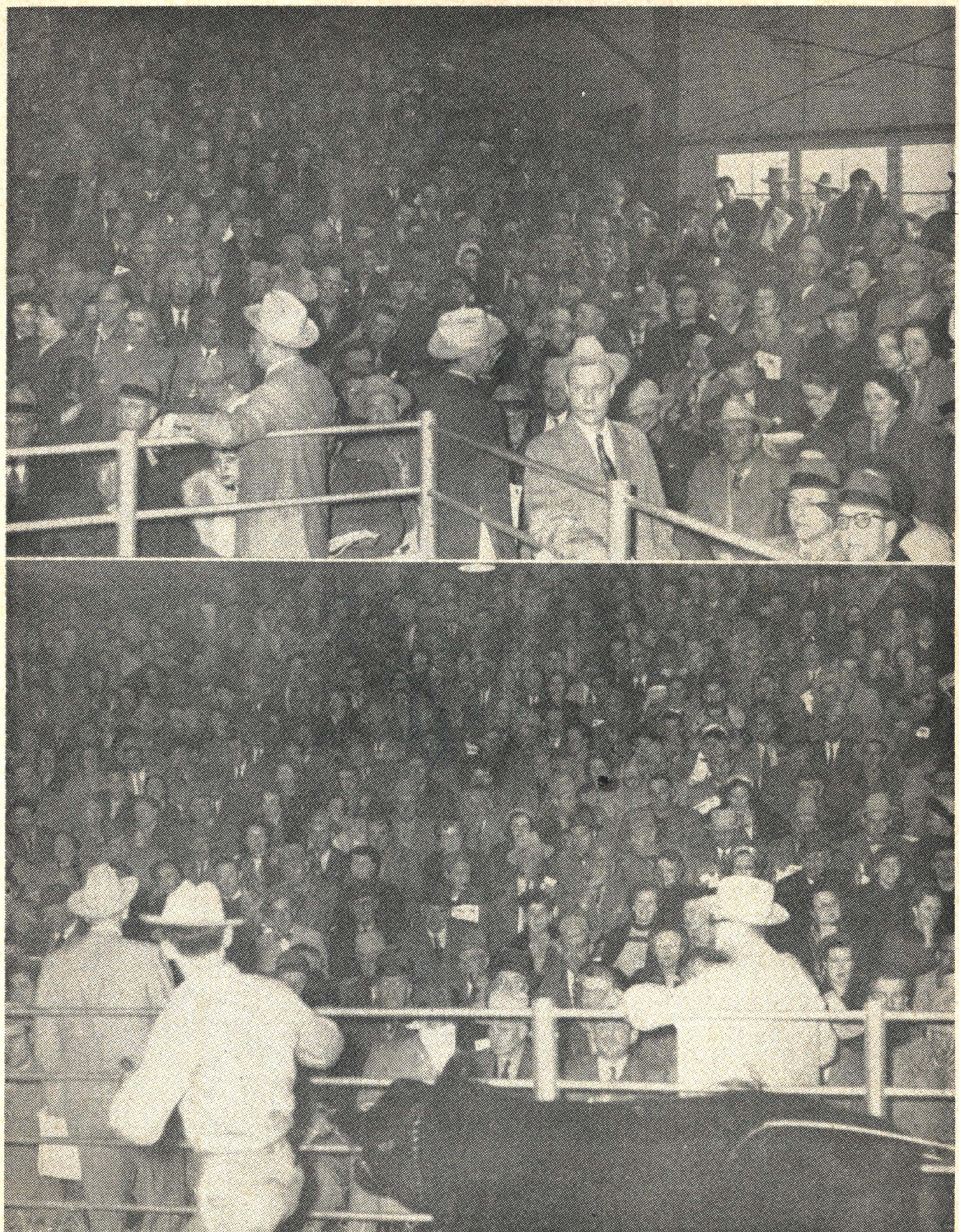


THE AUCTIONEER

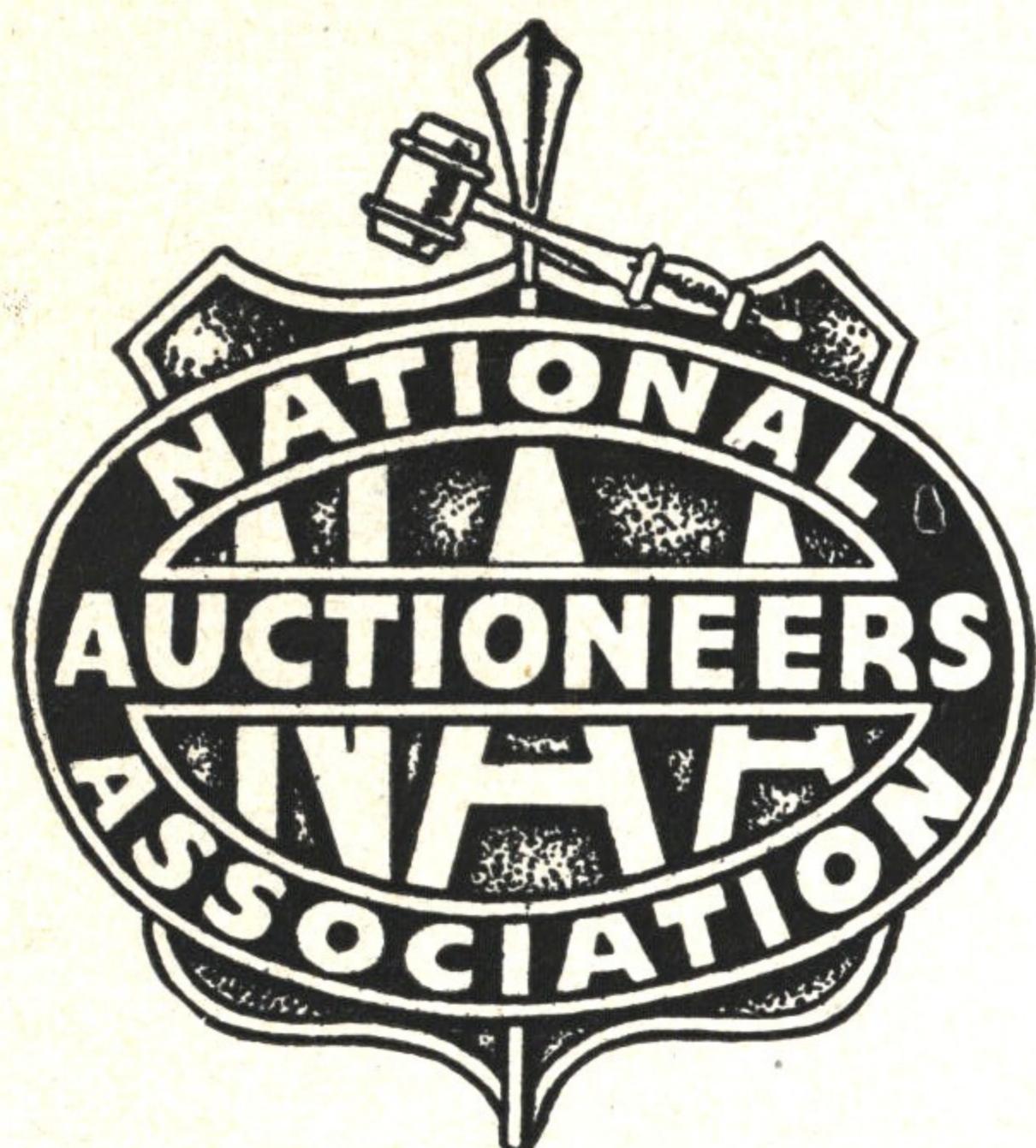


Vol. IV

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No. 4

The AUCTIONEER



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NATIONAL
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PRESIDENT'S MESSAGE

After reading the March issue of "The Auctioneer" there isn't much left for me to say, as it contains many interesting articles, pictures and constructive information and in my opinion is indeed a credit to our Association.

Prior to the March issue your committee on publication of "The Auctioneer" was well aware that some change would have to be made to cope with the expansion of the Association. Col. Rhodes could not be expected to neglect his business, which he would have to do, if the demands upon him were met. Getting out the publication every month is no easy matter and one that requires much time, thought and effort. In the past our Association has fared well and we were fortunate in having among us one that was giving the best he could with the resources at his disposal. Being fully aware that the membership wanted a publication worthy of their Association, the committee on publication, began racking their brains and pulling their hair in trying to make a decision that would be in the best interests of the Association. After many letters, telegrams and phone calls between the members of the committee, it was decided to prevail upon Col. Coats to accept the post of Managing Editor and the responsibility of publishing "The Auctioneer." After much thought and deliberation he reluctantly accepted, realizing the position the Association was in and with the knowledge that every member always looked forward to getting "The Auctioneer" every month.

The decision of your committee, I am happy to state, was one that the Association can be proud of and one that will be of immeasurable value and progress. The March issue has already proven that. Now it is the duty and obligation of each and every member to support and cooperate to the fullest extent by contributing articles for publication. We, the members, can best show our appreciation to Col. Rhodes and Col. Coats by getting behind this project and help them who are helping us.

I am happy to report that the Secretary is daily receiving new members and at the present time our membership is the largest in the history of our Association. Col. Coats reports that "The Auctioneer" was dispatched to 800 Auctioneers in March and that the April issue will require approximately 1,000 copies.

(Continued on Page 24)

THE AUCTION BLOCK

by Col. Dewey Anderson

How many Auctioneers remember vividly, their first time on the Auction Block? Nobody has asked me about it, but since I've only been in business a short time, I don't have to think back so far. My life has been completely changed since the day I came up from Plowing in the field, and my wife joyfully presented me with a booklet from an Auction School.

After I ran my first advertisement in the paper, I pounded the roads for 6 months to book that First Sale. Before Sale Day, I checked and rechecked my notes and planned every move I could vision. It seemed as if it took me 3 days to draw up a Sale Bill that suited me.

By Sale Time on "The Big Day", a large crowd had gathered because a new Auctioneer was quite a novelty to most of them. I made my way around through the machinery and livestock, stopping to greet friends gathered here and there. I think that everyone that knew me, was as tense as I.

At the exact starting time, I climbed upon the Hay Rack to Open the Sale.

In the opening talk, I forgot the name of the lady having the sale and had to ask one of the helpers. So I thought I had better fish the whole thing out of the fire and make up a

story about overhearing a fellow say that he only came to hear this young Auctioneer make a Jackass out of himself and went on to say that I hoped that he was the only fellow that went home disappointed. I got enough of a laugh to relax me and started the sale fast and furious, feeling a humble lad about half of my 30 years of age.

The crowd was good to me, staying till the last dog was hung and bought until the last cow was sold. Late that evening I found out that I had forgot to sell the wagon I was standing on when I started the sale — was I embarrassed.

I received many congratulations and well wishes for days afterward, and things looked brighter for my Auction Business. I realized then, that all my hard work wasn't in vain. When I first started the sale, I almost felt like it was me against the world, but soon learned they were all my friends and wanted to help me.

Yes, to many, it was just a typical February day in Northern Indiana, but it was a successful day for me and a Big Day in my Auctioneering Career that has gotten me many sales since. I don't know how you feel about your start, but I'll never forget my first day on "The Auction Block."

"THE AUCTIONEER'S CREED"

I believe in what I am selling, in the one I am selling for, and in my ability to get results. I believe that honest offerings can be sold to honest people by honest methods. I believe in working, not weeping; in boosting, not knocking; and in the pleasure of my job. I believe that an Auctioneer gets what he goes after, that one deed done today is worth two deeds tomorrow, and that no auctioneer is down and out until he has lost faith in himself. I believe in today and the work I am doing; in tomorrow and the work I hope to do, and in the sure reward which the future holds.

I believe in courtesy, in kindness, in generosity, in good-cheer, in friendship and in honest competition. I believe there is something doing, somewhere for every Auctioneer ready to do it. I believe I'm ready—NOW.

A. W. HAMILTON AT TENNESSEE

Ten bulls and fifty-five females comprised the 1953 offering of the Duck River Hereford Breeders Association. The sale was held at Lawrenceburg and was a select consignment from seventeen consignors. They represented the tops from some of the best herds in the South. Col. Hamilton, a member of the National Auctioneers Association, was in true form and did a superb job of selling.

"National Auctioneers Association" The name is pyramiding through the wonderful cooperation of every member in doing what each member can to increase the membership. If you do not have any application cards for membership, why not drop the Secretary a line and you will be supplied with them by return mail.



ALONG THE WAY

with Walter Carlson

It was a thrill, while browsing through the wares of an old book shop, to find a copy of MINNESOTA AND THE FAR WEST, published in Scotland in 1855, six years after this part of the country became a territory opened for settlement by the Indian treaty that transferred 24 million acres of land at a few cents an acre. The author is Laurence Oliphant, Esq., late Civil Sec'y. and Superintendent-General of Indian Affairs in Canada. He tells of the trip made by his party to our first settlements, and what is probably the FIRST AUCTION IN MINNESOTA. At least it is the first record of an auction that has come to our attention. It would make a fine series of stories, if one man in each state could dig up a similar yarn from his part of the country, wouldn't it? The advertising for this sale is a story within a story. PEOPLE PREFER PEOPLE THEY KNOW.

From this old book we quote: "Everybody in the FAR WEST is hospitable, but there is very little time for idle ceremony in the exercise of hospitality. We did not know any persons there (present city of St. Paul) except those we met accidentally at the hotel, and the gentleman who disposed of our canoe and camp-fixings BY AUCTION for our benefit. He was a prosperous merchant of the place, with a well supplied store; and we were referred to him as the principal auctioneer. Accordingly, we arranged the time and place for the auction, and two small boys perambulated the streets with dinner-bells, INFORMING THE PUBLIC of St. Paul, at the pitch of their voices, that a bark-canoe, gun and camp-fixings were to be put up for competition near the wharf, where our faithful canoe was peacefully reclining. At the appointed hour we sneaked down to the river-side, to see our dear old craft KNOCKED DOWN

TO THE HIGHEST BIDDER. Our respect for her was too great to admit of our approach so near as to hear the unkind criticisms made at her expense; the natural delicacy of our feelings prevented our listening to the deprecatory remarks which were lavished upon our property generally; so we retired to a respectful distance, just far enough off to hear Mr. Collins, with a loud voice, proclaim that she had "GONE" for seven dollars, and accompany his assertion BY A RAP WITH HIS HAMMER, which I hoped knocked a hole in the bottom, for she was worth more in spite of her patches, and we had originally purchased her for twenty dollars. We were somewhat consoled by hearing that an extra gun which we had bought at the Sault (Sault St. Marie, Michigan) for ten dollars, for the use of the Indians or voyageurs, fetched twelve. It was a wretched piece of workmanship; one barrel had never been known to go off; the other, which everybody seemed to consider a special duty to keep loaded, used to explode spontaneously at the most unexpected and inconvenient seasons.

TAKE HEED

"The Auctioneer" is in receipt of a cut size 5 3/4 in. by 6 1/2 in. which was sent without any return address or any descriptive article. If the member who so kindly sent the cut in will communicate with "The Auctioneer," giving the necessary information, it will be published. Please do not send cuts any larger than 4 1/2 in. by 8 in, smaller ones preferred. Cuts larger than 4 1/2 in. by 8 in. have to be trimmed and in so doing, loose the effectiveness of the picture.

Help make the National Auctioneers Association a friendly Association by greeting all Auctioneers.

OUR GREATEST ASSET

By The Managing Editor

Many reasons have been given for the growth, popularity and progress of the National Auctioneers Association. True, we have a wonderful organization that has every year since its inception shown marked progress. The Auctioneers of America are hungry for organization that will elevate their profession. One could go on expounding at length on the virtues of the National Auctioneers Association.

However, we who have chosen to devote our lives to the Auctioneering profession, feel the profession's greatest asset is the great numbers of Auctioneers who are being attracted to affiliate with the National Auctioneers Association. Wherever you travel North, South, East or West, auctioneers will always be found assuming leadership and cooperating in all phases of the auction business. They are the kind of folk you enjoy working with and want to be around.

True, as individuals and groups, we have our differences, but throughout the history of our Association the Auctioneers have always been too "big" to let differences interfere with progress and the work at hand.

All over the country there are examples of Auctioneers who started from "scratch" but with effort and the will to succeed built their own business to positions of eminence and respect. They have found the Auctioneering profession fascinating and profitable. They have found in the National Auctioneers Association real auctioneering fraternity, friendship, cooperation, respect and opportunity to contribute their efforts to the need of a national association of auctioneers and improvement of the auctioneering profession.

And . . . what of the future? There need be no great concern in regard to the future as long as we are able to awaken the Auctioneers to the vital need of organization and attract them into membership. There may be problems ahead and there may be trying times, but as long as every auctioneer shares his own responsibility to his Association and his profession we will continue to co-operate and work together for the benefit of each other. There will never be problems too great to solve or obstacles too difficult to hurdle in our "Path of Progress."

Our greatest asset is YOU . . .

BE A GOOD FORGETTER

In the auctioneering profession as in any other profession life is too short to remember that which prevents an Auctioneer from doing his best. The successful Auctioneer forgets. He knows the past is irrevocable. He lets the dead past bury its dead. He is running a race and he knows the time is short. He cannot afford to look behind. His eye is on the winning post. Be a good forgetter. The Auctioneering profession dictates it and your success as an Auctioneer demands it. It's great to be a winner.

A MESSAGE TO YOU

The Managing Editor of "The Auctioneer" takes this opportunity to express his appreciation to the many members who have written in expressing themselves in support of "The Auctioneer". Many of the letters arrived too late for publication in this issue, but each will be answered direct.

The feeling of good fellowship and hearty co-operation is most stimulating and helpful. The midnight oil will burn every night if necessary to edit your contributions.

Many of us realize that we receive in proportion to our willingness to contribute to our Association. All your letters speak for themselves.

It is what we enjoy, not what we have, that constitutes our abundance.

Please allow "THANK YOU" to suffice, until the opportunity presents itself, to better show my grateful feelings for your sympathetic understanding.

Col. Corkle Sells For Iowa Polled Hereford Breeders Ass'n. At Sioux City

The offering of 60 polled bulls and 16 polled Hereford females were sold to a large and interesting crowd which was on hand for the annual show and sale of the Northwestern Iowa Polled Hereford Breeders Assn. This is one of the longest established Polled Hereford annual auctions to be found anywhere.

Col. Corkle did a splendid job selling the 75 head for a total of \$37,670.00.

FARM AUCTIONS LOTS OF FUN BUT FIRES ARE NO SUCH THING

Last Friday night my Aunt Ginny called Mommy to tell her that on Saturday there was to be a "farm sale" down in Queen Annes County, Md. The man who owned the farm had a fabulous collection of Indian relics. Our Johnny is a collector—and he has found some beautiful things in that county. So the thoughts of a collection up for auction was enough to make Johnny "hit the road" if necessary!

But Johnny couldn't get home from school this weekend and Mommy couldn't go. So Eddie and I decided that some Maryland air and scenery would be fun. Promptly at 10 we arrived at the sale—we and about 500 other folks. The ladies from the church in Templeville served lunch (lunch, when you go to an auction down there starts the minute you arrive) and everywhere you'd turn, you'd see someone happily munching on a huge wedge of pie or a thick chicken salad sandwich. This was my first sale and I thought "if they're all like this—I'm not going to miss many—for this is fun."

Everything the folks owned was up for sale. They were moving to Florida and were no longer going to farm. "Everything" is not exactly true, for they had given the piano to the Templeville Church hall. The Indian collection had been given to a teacher in the Sudlersville High School. But we didn't know that—so while we enjoyed apple taffies, we watched the pots and pans—the paints and screens—household furniture of every description and the farm equipment go under the auctioneer's hammer.

Old Iron Chandelier

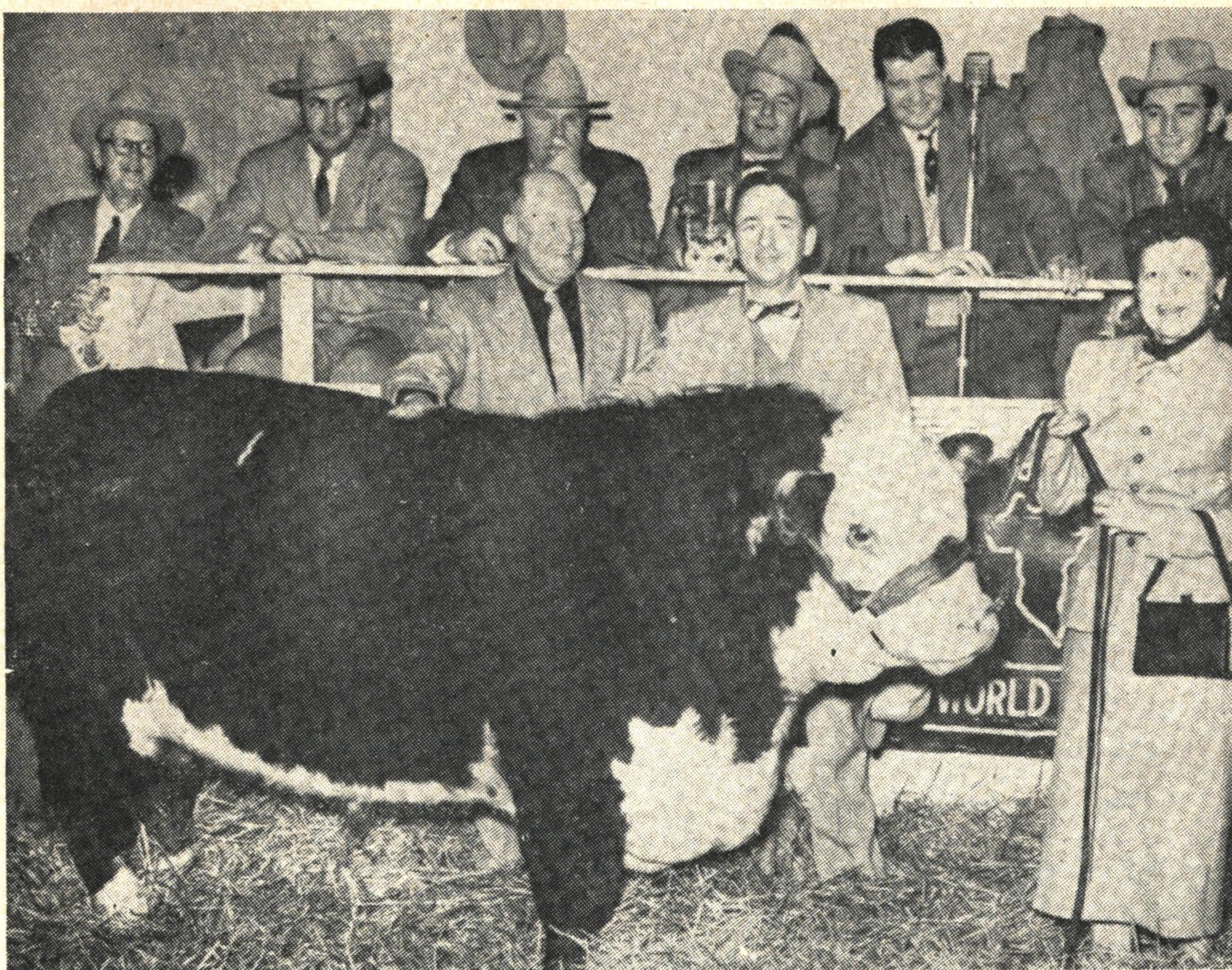
There were antique dealers there from Pennsylvania, New York, New Jersey and one from Kansas. They bid on bits of fine old china—and the like. But they weren't interested in the Indian collection. They wanted a chandelier. It didn't look like much, piled high in a bushel basket—but it was wrought iron and forged by hand for this family. From what I could learn, it was a perfect example of early 18th Century Maryland wrought iron. A lot of folks wanted it—including my Aunt Berneice.

When the bidding was slow starting you'd hear my Aunt Ginny say "25 cents"—or "one dollar." I wish you could have seen the way the auctioneer looked at her. Boy, he was mad! Especially when she offered a dollar for something worth 10 in his estimation. But he was a good sport for when he held up white nylon curtains (brand new) and my cousin June (age 7) called out "15 cents" he really looked as if he had a pain! It was then that a very nice woman came over and said "you folks are my style"—and joined our group. Her husband and daughter, Meighen, soon followed and we talked. Guess what? He was the teacher from Sudlersville High to whom the man had given his Indian collection. The very thing we were after had been given away—but he was such a nice person, and was so interested in the history of Queen Anne that we were glad that our trip was in vain. Here, in his hands, we knew the collection would have real meaning.

A Beat-up Chair

We had a wonderful day. Aunt Berneice bought a beat-up looking chair (which had been in the barn for years). It has a name, but I don't know what it is—but in the back there's a place for you to put your hand when you want to move it. The legs, too, are much higher than the chairs of today. The cane bottom was missing and it was held together by wires. I think she paid \$2.50 for it. It looks like two cents—but she was thrilled for it will be beautiful when restored. Among Uncle Clifford's treasures were two lamps—the kind coon hunters use. Rusty and old. They were eight cents.

Col. Rhodes received a call from a large church, a better and more remunerative pastorate. He replied that he would prayerfully consider the matter and give his decision in a few days. A short time later his daughter was asked if her father had decided to accept the offer. "I don't know," she replied. "Papa is still praying, but Mama has our things nearly all packed."



You are viewing a scene at the first private auction sale held by Double E Ranch, Senatobia, Miss., where buyers and visitors from twenty four states watched with intense interest as Col. Jewett Fulkerson at microphone, and Col. A. W. (Ham) Hamilton did an outstanding job of selling. EER Victor Tone 31st brought top money of \$17,500. In the sale ring is EER Victoria Tone 35th which sold for \$5,000. Fifteen bulls and thirty-nine females passed through the auction sale ring for a total of \$122,900. Both of the Auctioneers are members of the National Auctioneers Association.

AUCTIONEERS! IF NAME IS OMITTED

The Managing Editor takes this opportunity to apologize to any Auctioneer whose name is omitted from the auction sales reported in this publication.

Auctioneers are the most important persons at auction sales. "The Auctioneer" recognizes that fact and considers the mention of the auctioneer's name as an integral part of a sale report. But sometimes there is an unfortunate slip. If and when such a slip should happen, the staff of "The Auctioneer" will be favored if you will call it to their attention. In submitting articles about sales be sure to include the name of the Auctioneer.

SAGER SELLS COLUMBIA EMPIRE

The annual sale of the Columbia Polled Hereford Association was held at Yakima, Washington, with Col. H. B. Sager wielding the gavel.

He handled the selling of 46 bulls and 22 females without the assistance of another auctioneer, working hard all the way, and it paid off in one of the good sales of the season. \$64,000.00 being the total sum realized from the sale of 68 head.

Try writing an article for "The Auctioneer." It's much pleasanter than to talk because the writer doesn't see the frowns and yawns.

Auctioneer Will Sell Anything From Burglar Alarms to Hens

Ladysmith, Wis.—"How much am I offered, folks, what'll you give," chants Auctioneer Lee Martin as he starts another community sale in the tie yards at Ladysmith.

The article may be a piece of furniture, a plowshare, pitchfork, mower, corn binder or a collie pup, as farmers for miles around bring surplus articles, poultry, vegetables or livestock to these semi-monthly sales to be disposed of to the highest bidder.

On one corner of the lot a goose may stick its head up through the slats of her crate and honk lustily while in a nearby pen a bunch of pigs grunt contentedly as they wait for the auctioneer and their new owner.

Other pens and crates nearby contain an assortment of chickens, ducks, rabbits, pups, kittens and tethered to posts are horses, cows and perhaps a blatting billy goat.

But it matters not to the auctioneer, he will offer his customers anything brought to the yards and only on rare occasions does the owner have to take anything back home. Many farmers find the community sale a good place to dispose of unneeded equipment and livestock and to find materials needed in their place.

These sales were started by Martin in 1926 and, with a few exceptions due to bad weather, they have been held regularly on creamery pay days, the 5th and 20th of each month.

While the size of the crowd and offerings vary somewhat from time to time, the largest sale recorded brought 111 consignors and 760 sales, with a total transaction of \$3,600.

One of the experiences this veteran auctioneer remembers best came when a woman at Zion, Ill., discovered a hundred burglar alarms in the attic of a house into which she had moved a short time before.

Having heard of Martin's boast that he could sell anything, she wrote to him regarding her alarms, unwittingly left to her by a disillusioned inventor. She was told to send them along. After demonstrating them to the crowd he made a short work of them.

But Martin has had his lean days: His first sale netted him 36 cents profit when all expenses were paid.

WELCOME, MAYOR

by Managing Editor

"The Auctioneer" takes great pride in welcoming Col. Gordon Dury, of Wheatland, Wyoming, into its large family of readers by his affiliation with the National Auctioneers Association.

Col. Dury's activities makes him a leader of his community. He is the owner of a beautiful furniture store, a livestock sale barn and Mayor of Wheatland. He recently sold his livestock sale barn so he could devote more time to the auctioning of general farm sales which in his community are very much in demand. "The Auctioneer" has information that Col. Dury is a very fine looking gentleman, so send us your picture, Colonel, and we will let the Auctioneers in other states see what a good looking Auctioneer and Mayor from Wyoming looks like.

We also want to include in this welcome Col. Don Hoffman, of Buffalo, Wyoming, engaged in real estate and farm auction sales. Col. Hoffman was delighted to have been asked to join the N.A.A. and is now making his plans to attend the national convention.

Both Col. Dury and Col. Hoffman were sponsored for membership by Col. C. G. Williams, of Sheridan, Wyoming.

"The Auctioneer" would like to extend through its columns a personal welcome to each and every new member and will do so when they are brought to the attention of the Managing Editor.

To the hundreds of new members who have affiliated with the N.A.A., subsequent to our last national convention, not only does "The Auctioneer" extend to you a most sincere welcome, but wants you to feel free to contribute articles, pictures, etc., that would be of interest to the entire membership. It is your magazine and the Association wants to make it the kind of a publication you want it to be. Another welcome awaits you at the national convention in Columbus, Ohio, July 17th and 18th, and one that you will long remember.

No Auctioneer ever stood so straight
as when he bent over to sign an application card for membership in the
N. A. A.



GO AFTER IT

by Pop Hess

The month of April is here, and the busy sale season in all divisions is in full progress. Auctioneers are in demand and what a large field there is for good Auctioneers. Arriving on my desk each month are about all the purebred livestock publications, along with many weekly and monthly general farm publications. Through the pages of each are many auction sales to be held in all sections of the United States, and as you well know, not one sale can be held unless one very important factor is connected, "The Auctioneer." Always in each publication is the list of many auctioneers' business cards. At first glance one would think there are too many auctioneers in the business; however, that is far from being the fact, as when you come to boil down what each person interested in holding a public auction will look for in their choice of auctioneers they weigh the facts, and ask for the one who fits their kind of a sale best and who can produce results.

Each auctioneer builds his own destiny in getting his share of the choice made, the longer he has been in active service and his records behind him are the ones upon which the weighing is done and very little consideration on what he may promise for the future.

This makes for two sections of Auctioneers. The one with years of service well done is reaping his reward, the other is the beginner and with limited service and experience is now planting the seed he will hope to reap a good harvest as the years go by.

The Auctioneering business is like all other kinds of business and professions. First you must build and improve, then when riding on the waves of success, so paddle the boat so it stays right-side up, watching at all times for a leak, or misuse of confidence, in what you have so well

founded. Down through the years and up to the present time, each year there has been new faces come into the auction field, most all of recent years have attended an auction school. They have the first step when they arrive home. The problem from that time on is up to them. It is their job to convince the public they can get the job done. Generally, the new beginner starts in his home community where he has been known from his boyhood up. Ninety per cent of the folks who attend the sale will do much to encourage and help to make this new auctioneer to become a better auctioneer and build his future. Of course, there will be some who will try and make his road of travel full of chuck holes and the new auctioneer must be good on his steering wheel and straddle the chuck holes and arrive home safely.

(Continued on Page 27)

When The Slip Gets By

The typographical error is a slippery thing and sly,
 You can hunt until you are dizzy, but it somehow will get by.
 Till the forms are off the presses it is strange how still it keeps;
 It shrinks down into a corner and it never stirs or peeps.
 That typographical error, too small for human eyes,
 Till the ink is on the paper, when it grows to mountain size.
 The boss, he stares with horror, then he grabs his hair and groans;
 The copy reader drops his head upon his hands and moans.
 The remainder of the issue may be clean as clean can be,
 But that typographical error is the only thing you see.

BE HELPFUL – NOT HARMFUL

by Col. Art Thompson

The Well Diggers Association and the Plumbers Association recently held their state meetings in Lincoln, Nebraska, with several hundred in attendance.

They know that in unity there is strength and progress. They know, too, that jealousies in their profession fade once they really get to know their fellow members. I wish everyone could read the poem, "When You Get To Know A Feller." Incidentally, I hope the plumbers overlooked the idea in their discussion of raising their hourly rates, with added helpers thrown in.

If the Plumbers and Well Diggers can get more numbers to attend their state Association meetings, than we can get Auctioneers to attend our national convention, then there is something lacking in enthusiasm and concern among the Auctioneers of America.

I am aware that many Auctioneers have a satisfactory and profitable business in the territory in which they operate. But no Auctioneer in America is so big that a transfusion of fellowship and new ideas will not benefit him by new and potent red corpuscles being injected into his auction veins.

Surely no Auctioneer can learn to know all there is to know concerning his profession by himself. That is the reason we have schools, universities, post graduate work, farmer and feeder meetings and conventions. Medicine, surgery, dentistry, law, industry, architects and every other profession have district, state and national meetings from which they get new theories and ideas.

Ben Franklin once said, "If I leave home with one idea in the morning and meet no one during the day, I come home at night with one idea, but if I meet another man with a good idea and we exchange ideas, we each go home with two ideas."

I know that I, as well as the others in attendance at last year's convention, came away with worthwhile ideas and a renewed enthusiasm for their work. We all profited by our presence, and I am going to be present at this year's convention in Columbus, Ohio, July 17th and 18th.

My message to every Auctioneer in America is to plan now to attend an event that is made possible for the advancement of our profession and recognition as public servants. No Auctioneer is so big but what he can fall and fall much faster than it took him to achieve success. The bigger they are the harder they fall. I hope that at our conclave in July, that our President, Col. Wilson, will ask to show hands of those who procured new members during the past year. We hope that the hands that are raised will look like a national political convention.

Let us, everyone, be a committee of one to obtain at least one new member. One other thing I want to say to the Auctioneers, wherever you are, whatever you do, wherever you live, once you attend the national convention of the National Auctioneers Association, from then on you will be a regular subscriber and an enthusiastic worker and you will be a better Auctioneer.

To the members of our Association, invite other Auctioneers to come to the convention, and until then please do your bit, won't you?

Do you know that the March number of "The Auctioneer" was mailed to 783 Auctioneers? That it reached into every state, Canada and Mexico? Can you think of a better medium whereby your name and what you wish to say will be sent into the homes of a more select clientele? Elsewhere in this number you will find advertising rates or communicate with "The Auctioneer," 490 Bath Ave., Long Branch, New Jersey.

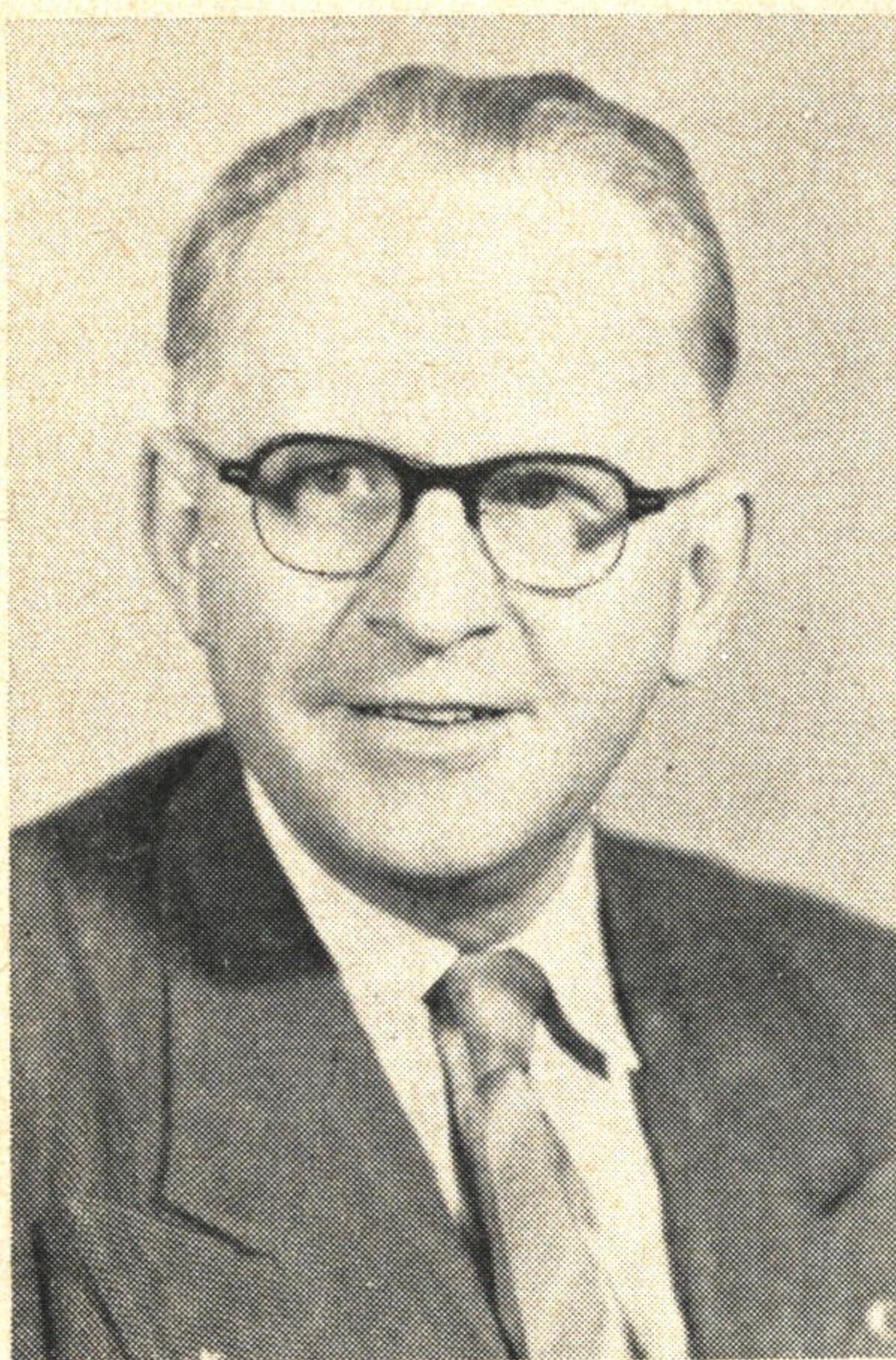
* * *

Take the germ of an idea you find in "The Auctioneer" in this issue and all the issues yet to come this year. It can prove to be a rung in the ladder of success. All you need do to effectively realize results which may prove spectacular is to fit them into your own circumstances.

* * *

The clock that ticks the loudest does not always keep the best time.

NEVER TOO BUSY



Col. Ernest T. Nelson

That old and true adage, "If you want something done, get a busy man to do it," is most relevant to Col. Ernest T. Nelson, President of the Nelson Auction School, in Renville, Minnesota.

Ernie, as he is better known, believes in jumping in with both feet and getting the job done. He has resided in Renville for thirteen years, where in 1939 he established an Insurance Agency and Real Estate Broker. In 1945 he became hypersensitive and met with the good fortune of becoming infected with the auction bug. He attended the American School of Auctioneering and took special auctioneering courses by mail from the Reppert Auction School, the International School of Auctioneering and the Pacific School of Auctioneering. Later he purchased the copyrights to all the text books published and used by the American Auction College which was established in 1905 by the late Col. Carpenter of Kansas City, Missouri. Col. Nelson is the author of a text book widely used by Auctioneers.

He is a graduate of St. Cloud Teachers College and did Post Graduate work at the University of Minnesota. For twelve years he was a teacher in the public schools of Minnesota. His

ability was soon recognized by being selected as Principal and then as Superintendent.

Col. Nelson has always taken a very active part in all civic matters and any projects for the betterment of his community. Formerly Mayor of Renville, he has held just about every community job from the bottom up. He holds a local Preacher's license in the Methodist Church of which he is a member as is Mrs. Nelson and their daughter. Col. and Mrs. Nelson are both Sunday School teachers and Miss Nelson is President of the Youth Fellowship of the Church. He is a member of the Board of Stewards of his Church. Aside from his work-a-day interests he is an active member of the Lions Club. If all these activities isn't enough to keep a man running ragged, charity drives county wide campaigns need leadership and Ernie is called upon to shoulder the burden and he always comes through with success.

Despite his many and varied activities most of his time now is devoted to the Nelson Auction School, which has started more than 450 Auctioneers in 46 states. His greatest thrill in the auction business is in the many sale bills which arrive daily from the graduates of his school.

A most active and enthusiastic member of the National Auctioneers Association, Col. Nelson always finds time to inject a word of encouragement to non-members and has added over 100 names of readers of "The Auctioneer." He is a booster and contributor to the publication. Like all members of the Association, it is his ambition to see the Auctioneers of America unite for their own interest. He knows what can be achieved through organization and is proud to display at all times the emblem of the N.A.A., knowing that it symbolizes that which makes for the improvement of all Auctioneers.

An Auctioneer is a man who stands for what he thinks others will fall for.

* * *

An Auctioneer traveling by train to his sale shared a coach seat with an attractive girl who seemed to enjoy the ride as much as he did. The train passed through a tunnel. At the end the girl turned to him and said: "That tunnel is two miles long, and it cost \$2,000,000 to build it." "Well," said the Colonel, "it sure was worth it."

WISDOM – EXPERIENCE COMES TO YOU

by Managing Editor

For many months an article has been appearing in "The Auctioneer" from which I have profited as an Auctioneer and I am sure that the many readers of "The Auctioneer" likewise read his column with great interest.

One does not give much thought to the writer of a column until after reading his contributions every month, each one of more interest than the preceding ones. Then the reader will begin to wonder who this writer is and all about him. They want to know from where he gained his knowledge and from what experience he has had that enables him to give the benefit of his wisdom and experience. The altruistic attitude of this columnist is such that every reader of "The Auctioneer" would do well to emulate.

He is a very modest gentleman and one that gives unselfishly of his time and ability without any thought of recognition or reward, but only with a deep and sincere desire to help in any way he can for the betterment of all Auctioneers and possessed with a burning ambition to bring together all those engaged in the Auctioneering profession to better serve their own interests.

Colonel Pop Hess was born February 6, 1880, on a livestock farm in Clark County, Ohio. He attended his first auction sale at the age of five years. The auction bug was then and there planted. He played or was rather unjustifiably absent from school to attend every auction sale he could possibly get to. He conducted his first auction Sale October 15, 1901. His experience at that time was what he could remember from observation obtained from his favorite Auctioneers. His first ten years was devoted to general farm sales. From 1910 he specialized on commercial draft horse sales, with many regular weekly horse auctions. This led to Purebred Livestock Sales and Purebred Draft Horse Sales. By 1936 he was in great demand for his services which took him into all the states not only as the Auctioneer but as his own sales manager, always working with the local Auctioneer. He became a student of publicity and versed in the knowledge of pedigrees and cataloging. In 1945 he went into semi-retirement confining his public

sale activities to his home state of Ohio. This allowed him time to realize another ambition and he founded the Ohio Livestock Journal which was published exclusively for all breeds of Ohio livestock. In the short span of four years his publication had reached a large circulation, so much so that in 1949 he sold his interest.

Still nimble and full of pep with that auction bug still active, he was faced with a decision to forget about the auction business, but to throw it off was not easy. His friend, Jim Moore, at one time Fieldman for the Chester White Swine Association, had become general manager for the Peoples Broadcasting Corporation, owners of Radio Station WRFD (a farm station for farm people) appointed him as Farm Sale Time Director for the Radio Station. The station was opened October 1st, 1949, and it was then that Col. Pop Hess reluctantly retired from the auction business. His position kept him in close touch with all types of auction sales, always working very close with the Auctioneers, Livestock Breed Associations and Farm Folks. Being on the air every day permits him to release the biting auction bug planted in his system when a boy of five years.

Col. Hess lives about five miles from Worthington, Ohio, on what is known as "Hobby Acre," where Mrs. Hess keeps him busy and out of mischief as that auction bug will never cease biting. He has enjoyed his many, many years of active life as an Auctioneer with the greatest fortune man can have—"good health." He claims to be worth a million, but it is untaxable, and those fortunate enough to know him do not dispute it, it is all in good health, a pleasant disposition, memories of many hard working and pleasant years as an Auctioneer and doing what he can as an Associate Editor of "The Auctioneer" to make the paths of the younger Auctioneers smoother and more profitable and as public servants that they will always hold aloof from saying and doing anything that would reflect unfavorably upon themselves, their profession and their Association. That their example as public servants will make for greater prestige.

ANYTHING CAN HAPPEN

Milford, Iowa—Yes, Charley runs a restaurant in Cherokee, Iowa, and a good one, too, but whenever there is an auction sale in the vicinity of his restaurant Charley steals away to the sale to enjoy himself but with no intentions whatsoever to buy anything. Charley likes an auction sale better than any show on earth. The other day he heard of a sale of restaurant equipment in Milford, Iowa, and called his friend to accompany him for an afternoon of relaxation.

Charley just couldn't resist the persuasive powers of the Auctioneer and purchased items to the tune of \$900. Arriving back at his restaurant with his pick-up loaded and not one item of which he could make use of, but Charley ran an Ad telling the folks about his purchases and disposed of all items, and we are told at a nice profit. Here is a copy of his Ad:

LET'S EAT, BY GEORGE!

Anybody figuring on going into the restaurant business, see me first. I got plenty of equipment.

Don Speelman (he runs another good place out east) and I went to a restaurant auction up by Milford Monday. We just went to look. Weren't going to buy a thing. And we came home so help me with a pickup truck darned near full of stuff.

I don't know for sure what Speelman bought. And I doubt if he does either. But I know I wound up with some beauts.

I got a bull, a plaster one that stands about that high. I got a chicken, plaster too, to match the bull. I got a malted milk mixer I can't find any use for. And I got a cash register I don't need and it's a good thing because I can't make the darned thing work anyhow.

Anybody who's interested and has a few minutes to waste is welcome to come in and look this stuff over. I don't care whether you want to buy or just laugh. I'll be glad to show you the junk.

You'll probably find me here in this back booth where I been sittin' all week trying to figure out how to work this cussed cash register.

GREEN LANTERN CAFE
and Charley's Steak House

DO YOU HAVE ONE?

More and more the machine is getting into the poultry business. They have machines now that pick off the feathers, debeak the hens which peck each other, and sort eggs. Now a tractor device has been added which pulls a set of long revolving teeth to stir up the litter in a chicken house.

What next? Perhaps a machine that will take the place of an Auctioneer.

M E M B E R S**1953**

**IS THE KEY TO A JOYFUL
JUBILEE**

**OUR GOAL FOR '53
SHALL BE 953**

LET'S DO THE JOB

WE CAN DO IT TOGETHER

**Let us give of our time as
those who appreciate the
privilege of belonging to
this great Association.**

**"EVERY MEMBER—
GET A MEMBER"**

Pertinent Paragraphs

The weather gets a great deal of criticism, and pays no attention to what people say about it. Where I live, about forty miles south of New York City on the Jersey Shore, it changes so often that nearly everyone can be pleased part of the time. The only way to be pleased all the time is to like all kinds of weather.

* * *

There's space left here for about twenty-five words. What would you say to the Auctioneers of America in 25 words? Tell me — the Editor of "The Auctioneer" would like to use your message.

* * *

The nicest words I know are these: "Excuse me," "Thank you," "If you please."



COL. AND MRS. LAIRD N. GLOVER

Pictured above are two familiar faces to the older members of the National Auctioneers Association, but to the many new members we present Col. and Mrs. Laird N. Glover, of Crawfordsville, Indiana.

While attending high school in Waynetown, Indiana, back in 1924, the auction bug was firmly imbedded in Col. Glover. Upon graduation from high school it was imperative for him to get a job and the only one he could find was that of delivering groceries. This gave him an opportunity to meet people and become known to the many families in Crawfordsville and vicinity. While the job did not pay much, Col. Glover was willing to forego the many good times that young men of his age preferred to hard work. During his formative years delivering groceries he continually was aggravated by that auction bug which prompted him to practice selling to himself everything that came to his mind. He was always giving of his services to box suppers and charity affairs not only from a standpoint of civic interest, but for the

experience. He took a home study course through an auction school and later attended the school, upon the completion of which he returned to his community and opened up an auction house. The business prospered and in 1935 he purchased an 80 acre farm. Continuing to enjoy a lucrative auction business he gradually added to his land holdings and is today the proud owner of a 200 acre farm and a well-known breeder of Poland China hogs.

During the years of his well planned beginning, he met the girl of his choice and was married in 1928. Mrs. Glover has been a constant partner, always helping with the many sales, managing all the office work, etc. Both are active in all community affairs and are members of the Whitesville Christian Church. Col. Glover is an Elder in the

(Continued on Page 24)

THE LADIES' AUXILIARY



MRS. JOHN NORRIS

Alton, Illinois

The National Auctioneers Association is very fortunate in having The Ladies' Auxiliary, as by and through the organization the ladies can best serve the Association, best serve their own interests and help immeasurably in the auctioneering profession.

To the many new members of the Association as well as the many older members, suggest to your wives, mothers and sweethearts, that they join the Ladies' Auxiliary. We thought you would like to see what the officers look like and to learn about them. In this number of "The Auctioneer" we want you read about, as well as see, Mrs. Margaret Norris, wife of Colonel John Norris, both of whom are active members in their respective Associations.

Mrs. Norris was the eldest of three children of the late Cecil L. Jouett, a pioneer in the auctioneering profession. This no doubt stimulated her interest in the art of auctioneering. It was at the early age of ten that she began working with her father. Tongue twisters like, "A big black bear bit a big black bug" and "over the rough and rugged rocks, better than falling over a crock," were more familiar to her than the multiplication

tables. When most youngsters her age were playing house she was playing auction with her father, which prepared her for the job of clerk she assumed when fifteen years of age. She accompanied her father on all his buying trips during her vacation days and through her high school and college days.

While attending the State Teachers College at Kearney, Nebraska, she met Col. Norris. His interest in the auction profession proved to be as great as hers. Result—husband and wife. They became the proud parents of a son, which limited her activities in the furniture and merchandise auctions. All members of her family were greatly imbued by their father's interest in the auction business, so husband John, eager to learn the profession, took on the duties of Mrs. Norris, and other responsibilities as the business progressed. It was during the late thirties that they returned to her father's home state of Illinois, where he established the first and only auction house Alton has ever known.

After her father's death in 1947, her mother encouraged her and John to continue the business. Her brother Rollan Jouett was attending an auction school at the time and upon returning from the school became one of the team. But not for long. Uncle Sam had other plans for him. Again they were confronted with operating a growing business without the necessary help.

At the suggestion of Col. Norris, crying the sales of the linens, lingerie and china, etc., was taken up by Mrs. Norris. Such a suggestion proved most successful as 75 per cent of their buyers are women. Mrs. Norris feels that there is a definite place for women in the auction profession, but is just a little bit inclined to think that the men may not agree.

In addition to her auction duties she is active in civic and social organizations in her community. She has served as President of the Alton Young Woman's Club and her local chapter of International Toastmistress Club and was a member of the Soroptimist. She has been very active in Boy Scout work and takes an active part in all worthy community projects. Mrs. Norris is First Vice President of the Ladies' Auxiliary of the National Auctioneers Association.

THE LADIES' AUXILIARY

BE YOURSELF

by JUNE N. HOLFORD
President, Ladies' Auxiliary



Edwardsville, Ill.—It has been what seems like a long time since we last visited together through "The Auctioneer." Due to change in publishers and augmenting the Editor's staff, transferring of the mechanics of the publication, all required time and patience. Under the new plan of operation The Ladies Auxiliary has been given a page in "The Auctioneer," so that we can bring before our members a message each and every month. I urgently request the cooperation of every member in contributing articles for publication, as we have been assured that if more space is needed in addition to the full page now allocated to the Auxiliary that it will be arranged for.

An article recently appeared in The Capper's Weekly, it so impressed me that the high spots conveying the significance and importance of it are being passed on to the readers of "The Auctioneer." There is no group of more patriotic fine American citizens and Public Servants than the Auctioneers of America. If you have read any of Erich Brandies' articles, you will know he writes down to the earth articles and that he is a God-fearing man.

In the article I have reference to he writes of Nosey People. There comes a time in all our lives that we run into or hear of nosey people. People who cannot be content to take care of

their own lives, but insist on helping others live their lives and delve into the dark corners hoping to discover some secret that they can expose.

Today in our capital city of Washington there are those that try to pry into the private lives of our elected and appointed officials. Perhaps this is done from a human interest standpoint, but in the process should they uncover unfavorable incidents in their private lives, they proceed to give such extended publicity.

Lincoln said, all people are born equal and the bible tells us the same thing, but we find in our age classes of society, yet in the final analysis we are all equal in the sight of God. Mr. Brandies writes about talking to a Minister, relating to a case of a young couple who came to him and asked to join his church. The husband had recently been advanced in his social standing. They sought a bigger and more influential church. They sought more exclusive clubs because of his promotion to the Vice Presidency of his firm. They thought their past affiliations were not in keeping with their present social position. The Minister asked them, "Isn't Jesus in your old church?" To this the wife replied, "Jesus was there but the church was filled with too many working people and after all, my husband is an executive now." The Minister gracefully told them that he could offer them Jesus only and that he, too, was a carpenter.

What a privilege it is that we can join together, meet in national convention, with never a thought of this one or that one's social position. That we are all working together for the advancement of all. That as public servants the Auctioneers give of their services to the poor, the rich and to all classes. They give of their time and talents for various charities with never a thought of class distinction, but only of doing the best they can for their fellow men. What a wonderful democratic institution and what unequalled opportunities the Auctioneers have as leaders in their respective communities. They are always themselves and may you always "BE YOURSELF."

BOOSTERS FOR "THE AUCTIONEER"

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

ALABAMA

ARIZONA

ARKANSAS

CALIFORNIA

COLORADO

CONNECTICUT

DELAWARE

FLORIDA

GEORGIA

IDAHO

ILLINOIS

Carr, Col. John A.—Macon
 Drake, Col. C. B.—Decatur
 Drake, Col. Bud—Decatur
 Gordon, Col. Mike—Chicago
 Gordon, Col. Jack—Chicago
 Holford, Col. Walter—Edwardsville
 Hudson, Col. Ray—Morrisonville
 Parkinson, Col. Bruce—Kankakee
 Reppert Auction School—Decatur
 Vogeler, Col. Bert O.—Franklin Grove
 Deceased
 Williams, Col. Howard—Canton
 Winternitz, Col. Lester—Chicago

INDIANA

Broshears, Col. Harold—Evansville
 Crawford, Col. L. T.—Mishawaka
 Ellis, Col. Earl—Washington
 Foland, Col. R. C.—Noblesville
 Glover, Col. Laird N.—Crawfordsville
 Whittle, Col. Wilbur—Goshen

IOWA

Brown, Col. Jim R. D.—Ida Grove
 Holland, Col. Theo. H.—Ottumwa
 Johnson, Col. Howard B.—Story City
 Joy, Col. Leon—Ames
 Kautzky, Col. Slim—Glidden
 Pettit, Col. Guy L.—Bloomfield
 Peterson, Col. Clinton A.—Fort Dodge
 Rhodes, Col. John W.—LeGrand
 Ritchie, Col. Wendell—Marathon
 Sargent, Col. G. F.—Sioux City

KANSAS

KENTUCKY

LOUISIANA

MAINE

MARYLAND

MASSACHUSETTS

MICHIGAN

Jardine, Col. Samuel B.—Adrain
 Smiley, Col. Fred W.—Saginaw

MINNESOTA

Beecher, Col. John F. and Son—Elma
 Davis Twins, Cols.—St. Peter and
 Madison Lake
 Gould, Col. Tom—Minneapolis
 Godlove, Col. Henry C.—Indianola
 Kohner, Col. Alvin—Winona
 Lampi, Col. Martin—Annandale
 Nelson, Col. E. T.—Renville
 Radde Bros., Cols.—Waretton and
 Waconia

MISSISSIPPI

MISSOURI

McCracken, Col. Bill—St. Louis
 Wasielewski, Col. Stanley—St. Louis

BOOSTERS FOR "THE AUCTIONEER"

MONTANA

NEBRASKA

Buss, Col. Henry—Columbus
Fuller, Col. Dan J.—Albion
Flanagan, Col. Ray—Albion
Heist, Col. John W.—Beatrice
Jensen, Col. T. C.—Holdrege
Kirkpatrick, Col. J. D.—Grand Island
Nelson, Col. Leon S.—Albion
Rasmussen, Col. Henry—St. Paul
Webb, Col. James—Grand Island
Zicht, Col. Adolph—Norfolk
Zicht, Col. Don—Norfolk

NEVADA

NEW HAMPSHIRE

NEW JERSEY

Coats, Col. B. G.—Long Branch
Guzzi, Col. J. A.—Long Branch
Smith, Col. James W.—Camden
Woolley, Col. Charles M.—Allentown
Simonsen, Col. Carl—Point Pleasant
VanPelt, Col. Herbert—Readington
VanSciver, Col. Watson—Burlington

NEW MEXICO

NEW YORK

Taylor, Col. Frank—Cortland
Rothkopf, Col. Mac M.—Brooklyn

NORTH CAROLINA

NORTH DAKOTA

Ferguson, Col. J. Albert—Deceased

OHIO

Baily-Murphy-Darbyshire Co., Cols.—
Wilmington
Drake, Col. Ralph—Montpelier
Pollock, Col. Homer—Delphos
Wilson, Col. Clyde M.—Marion

OKLAHOMA

OREGON

PENNSYLVANIA

Berry, Col. Tom—West Newton
Chafee, Cols. Q. R. & Son—Towanda
Engelmeier, Col. Philip A.—Pittsburgh
Leiby, Col. C. J.—Allentown
Post, Col. Hubert S.—Washington
Sparks, Col. Homer H.—Sharon

SOUTH CAROLINA

SOUTH DAKOTA

TENNESSEE

Hood, Col. J. Robert—Lawrenceburg

TEXAS

Wendelin, Col. W. J.—Henderson

UTAH

VERMONT

VIRGINIA

Crim, Col. Frank D.—Roanoke

WASHINGTON

WEST VIRGINIA

WISCONSIN

Donahoe, Col. Joseph W.—Darlington
Heise, Col. W. C.—Oconto

WYOMING

Bentley, Col. John—Sheridan
Shelton, Col. Dale—Sheridan
Shelton, Col. Jim—Riverton
Williams, Col. C. G.—Sheridan

ELSEWHERE

The Ladies' Auxiliary of the
National Auctioneers Association

THE HORSE TRADERS

At Santa Anita one night in 1947, horse fanciers and some of Hollywood's top stars looked down on a spotlighted auction ring for a notable equine event. On the block was the first lot of thoroughbreds from Cinemogul Louis B. Mayer's famed stable. As the sale began, L. B. jokingly whispered in the ear of Announcer Humphrey S. Finney: "I found Clark Cable as an extra and converted him into the biggest thing in pictures. Now I'm going to convert Finney into the biggest salesman in the horse business."

Thanks to the sale's Hollywood-like showmanship, prices soared to unheard-of highs; Harry Warner paid \$200,000 for Stepfather and \$135,000 for Honeymoon. In that and four subsequent sales, the Mayer horses were sold for \$4,500,000, the biggest sum ever racked up by Finney, as announcer (i.e., sale manager) for New York's Fasig-Tipton Co.

Last week Mayer's predictions came true. As control of Fasig-Tipton Co., the biggest private auctioneer in the horse business, passed to new owners,* Humphrey Finney became executive vice president and general manager. He will continue as announcer (an official who works with an auctioneer at horse sales).

Corraling the Market. Fasig-Tipton was started 50 years ago by William B. Fasig, who later took in Edward Tipton. They were horse traders who for years ran the sales of trotters and pacers in Manhattan's old Madison Square Garden. The company corralled the running-horse market in 1917, when it signed an agreement with most of the nation's leading breeders giving it sole rights to sell their horses. In return, Fasig-Tipton built stalls, sales paddocks and other installations at Saratoga Springs, N. Y., thereby making the yearling sales at the spa the most famed in the U. S.

In the past 35 years, Fasig-Tipton has auctioned stock for everyone in the horsy set from the Vanderbilts to the Aga Khan, at an average fee of about 5 percent of the sale price. Among the biggest prizewinners it has handled: Battlefield, which went for \$4,500 and has already earned \$430,000; Alsab, which sold for a paltry \$700 and earned Owner Mrs. Albert Sabath \$350,000; and Man o' War, the equine

immortal which went for \$5,000 and racked up a gross track income of \$249,465.00

Auctioning horses requires as much know-how as bringing them home in front. The minute a horse is put up for sale, Fasig-Tipton's pedigree department gets busy compiling a dope sheet for prospective buyers on the horse's genealogy and racing record.

Announcer Finney works as a teammate with Auctioneer George Swinebroad, a 51-year-old veteran who can sniff out a bid almost before the buyer has made up his own mind. Finney is the master of purple prose, Swinebroad the maker of split-second decisions with the hammer.

Dog Race. In warming up his audience with a description of a horse, Finney speaks slowly and distinctly, well aware that many of the older members of the audience may be deaf and that the younger bloods, like as not, have just had four or five Martinis. Often when the bids hang after a quick run-up, Finney interrupts the proceedings with a little spice. "Come on, gentlemen," he will say, "you're surely not going to let this fine horse go for only \$7,500. Why, this filly is worth twice as much as the bid, just to breed, even if she never raced." (During the Depression Announcer Finney was equally reluctant to "let this fine horse go for \$30.")

British-born Finney, who came from a long line of Anglican parsons, learned about horses as a groom and stable boy. He is known for his ability to produce furlongs of equine statistics at the drop of a crop. But his technique is not all smooth talk. At one auction, a heckler who was scornful of the horses up for sale asked Finney: "When are you going to start the dog race?" Snapped Finney: "Just as soon as you can get in shape to run."

* In a \$200,000 deal, Virginia's Gilpin family, which has controlled the company since 1943, agreed to sell most of its stock to a group including Mrs. E. C. ("Liz" Whitney) Person, Banker John W. Hanes and Financier Whitney Stone.

"Courtesy of TIME, Copyright Time, Inc., 1953."

RETIRING PRESIDENT



Col. Tom D. Berry

Pictured above is Col. Tom D. Berry, of West Newton, Pennsylvania, Director of the National Auctioneers Association and retiring President of the Western Chapter of the Pennsylvania Auctioneers Association. Pennsylvania being of such a vast territory is divided into three Chapters of the State Association and are known as the Central, Eastern and Western Chapters, thereby enabling the members of each section to attend meetings.

Newly elected officers of the Western Chapter are: Col. Huber Post, of Washington, President; Col. Oliver Wright, of Pittsburgh, Vice President; Col. Clarence Stoner, of Turtle Creek, Secretary and Treasurer. Directors are: Col. Homer Sparks, Sharon; Col. Sam Lyons, Indiana; Col. Tom D. Berry, West Newton.

The Annual Anniversary Banquet of the Eastern Chapter (Lehigh Valley) will be held on April 28th, at the Schnecksville Grange on Route 309.

A 90-year-old Auctioneer was asked what he attributed his long life to. He said: "When we were first married we agreed to never get mad at the same time. If I got mad she was to keep quiet. When she got mad I was to go out-doors and walk around, and I have lived out-doors most of my life."

Pertinent Paragraphs

It seems that just about everybody at an auction sale wants to talk to the Auctioneer before and after the sale. If you wish to keep yourself fit for the sale stay away from the visitors, conceal yourself somewhere until sale time. It is an ordeal listening to endless and pointless talk. Also tiring to talk to one who doesn't understand what you are saying or isn't listening. When the sale is over find another place in which you can separate yourself from everybody.

* * *

I received a letter the other day from an Auctioneer in Texas, asking me to write an article for "The Auctioneer" on the history of the "Auctioneer" in the United States. An authentic history will require extensive research and much time, so if you will be patient, Colonel, I will do my best. If any of you good readers have any information on this subject, will you be so kind as to forward it to B. G. Coats, 490 Bath Avenue, Long Branch, N. J., or if you should come across any material on the subject in the future, just send it along.

* * *

Auctioneering has moved forward by long strides these past few years. We all want the pace of progress to continue and to do so we must never cease in trying to build a better profession, one that your sons will be proud to be a part of. One that the public will look upon with respect and honor. To move forward means a bigger and better Association of Auctioneers and this can be done by you, and you, and you, doing your part in getting new members for the National Auctioneers Association.

* * *

This is a BIG word about a BIG subject to BIG people in a BIG organization. It is "NEW MEMBERS". Will you help to make that BIG word still BIGGER? Others are and report much joy in doing it. The Secretary is having a difficult time to keep up with the records and we hope to smother his office with new applications for membership. He is doing a magnificent job and says "keep them coming." The influx during the past two months has been most encouraging to all your officers and if continued throughout the year you are going to see the greatest growth in the history of the Association.



FROM THE MAILS

Dear Col. Coats: Oconto, Wisconsin
March 4, 1953

Enclosed you will find \$5.00. Please keep my name on the Booster Page of "The Auctioneer."

Was glad to learn that you have been saddled with the burden of Managing Editor of "The Auctioneer," as it has been my opinion for some time that it was too much of a job for one man. Not that I wish you additional troubles, as I know you are a very busy man, but under your management, I know that the Association can depend upon you for producing the best publication possible with the resources at your disposal.

It pleases one to know that the work horses of the Association are always willing to carry an extra load. I want you to know that I really and honestly appreciate your helpfulness.

Sincerely yours,
Walter C. Heise.

* * *

Macon, Illinois
March 3, 1953

Col. B. G. Coats,
490 Bath Avenue,
Long Branch, N. J.

Dear Colonel:

Sure I want my name on the "Booster Page." My check is enclosed. Certainly missed the February number of "The Auctioneer," but the March number sure made up for my disappointment. I am looking forward to future issues with greater interest than ever before.

Very truly yours,
John A. Carr.

* * *

Lincoln, Nebraska
March 11, 1953

Col. B. G. Coats,
Long Branch, N. J.

Dear Colonel:

I received the March issue of "The Auctioneer." Permit me to congratu-

late you upon getting out a truly worthy magazine. It really looks like the part now.

Between you and Col. Rhodes pulling in the collars as a team "The Auctioneer" is destined to be of commendable excellence deserving of our Association and our profession. I know it means a lot of time and effort upon you both, but it is a tremendous service to our beloved profession.

Again, my sincere felicitations to you both for the grand job you are doing.

Best wishes
Art Thompson.

* * *

Marion, Ohio
March 12, 1953

Col. B. G. Coats,
490 Bath Avenue,
Long Branch, N. J.

Dear Col. Coats:

Just received my March issue copy of "The Auctioneer" and hasten to congratulate you and Col. Rhodes on the magnificent job you have done for the National Auctioneers Association. Under the new arrangement such a marked improvement was not expected in such a short time, and I am sure the entire membership joins with me in an expression of deep appreciation.

It is my sincere hope that every member of our Association will extend to you and Col. Rhodes, their fullest cooperation to make "The Auctioneer" outstanding and a publication to which the Association and the Auctioneering profession will always hold in the greatest esteem.

Assuring you of my full support and cooperation at all times and looking forward with renewed interest in the future issues of "The Auctioneer."

Sincerely yours,
Col. Clyde M. Wilson,
President.

ANGUS AUCTION

"Ambid levununredforthiswell-bred Bessielanybodybidfiftyfifty—anybodlbid nobodylbid am eyebidanybodyabletobuyit YIP fifty NOW twelve ameyebidtwelvenobodyabletobuyitanybodyYIPnowfifty"—

Try that on your larynx the next time you are swallowing filet mignon at \$2 or so a pound. It's included in the cost of the morsel in your mouth.

It's the chant of the Aberdeen-Angus cattle auctioneer selling the highly pedigreed, fabulously priced progenitors of what ends up as the choicest-cut beefsteak on the market.

You could have heard that chant recently at the Mahrapo Farms of Stephen Birch, Jr. in Ramapo Valley road, Mahwah.

The occasion, at first glance, looked like nothing so much as a garden party—a casual, colorful affair with couples, or a group here and there, moving leisurely to or from a caterer's table under a large, gleaming white pavilion to one side of the farmhouse.

But very soon a visitor learns that the pavilion, far from being the center of activity, is merely the hospitable adjunct of some mighty BIG BUSINESS going on under a tent—a blue and white striped job—50 yards away in the barnyard.

Seated inside, on the tiered, semi-circle of red-cushioned, marine blue wooden bleachers, you see an audience of about 150 men and women, all ages, and an occasional child, too, listening attentively to the auctioneer's incessant, unpunctuated rondo of words upnoted by a "now" or a "yip" and accented at intervals with a bang of his gavel.

The audience also watches with interest the glistening black cow that lopes clumsily around in an oval, straw-bedded, wired-in arena in front of and below the auctioneer's table. The cow is kept moving under the constant persuasion of a couple of herds-men. As quickly as one cow is sold and swished out of the arena to the right, another is prodded in from a chute at the left.

During the pauseless procedure, as the name and address of each purchaser is rattled off, you begin to realize this is an assemblage of cattle breeders from every part of the country.

From the slick pages of the sales catalogue—a copy of which you notice in everybody's hand and in which you see them at intervals jotting down memos—you learn they had been informed months ahead of the "special sale" at Mahrapo. They had converged by plane and rail, car and chartered bus from California, Florida, Texas, Connecticut, Minnesota, Kentucky, New York and New Jersey, to be at this event which the master of ceremonies, J. B. McCorkle of Columbus, Ohio, announced as the 306th Aberdeen-Angus auction.

In the space of four hours, between chats with the host, a luncheon of baked beans and corned beef hash, a high tea of chicken a la Newburgh and an occasional drink, the "guests"

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This Auctioneer is his own bank. Going to and from sales he always carries this strong box and a million dollar smile. Nobody knows where or when he empties the contents. Ever hear of buried treasures? Do you know who he is? No, well, then I will tell you. It is Col. Watson VanSciver of Burlington, N. J., and President of The New Jersey State Society of Auctioneers.

President's Message

(Continued from Page 3)

Plans for the 1953 national convention are moving along rapidly, all of which you will read about in the future issues of "The Auctioneer." The National Auctioneers Association is rapidly taking hold throughout the states as is evidenced by the many new members and letters reaching the Secretary. Some have been directed to me from the Mayors of several cities extending an invitation for the Association to hold their 1954 convention in their respective cities.

I want to take this opportunity of thanking the many members who have and are sponsoring new members and all who are working for the advancement of our Association. Thus far, the results have been splendid, but we all look to far greater accomplishments during the next few months.

Will visit again with you in "The Auctioneer" next month, but before signing off allow me to reiterate. Let's keep the material flowing in to Col. Coats, get our names on the Booster Page and do everything within our own sphere to make the burdens of the Editor and the Managing Editor less and their work more pleasant, and remember, the national convention will be held at the Neil House, Columbus, Ohio, July 17th and 18th.

See you in Columbus.
Col. Clyde Wilson

Col. and Mrs. Laird N. Glover

(Continued from Page 15)

Church and a Sunday School teacher. Mrs. Glover is most active in all church activities.

As each new year approaches they make their plans far in advance for their vacation in order to attend the national convention of the N.A.A. One can always observe Col. Glover, a quiet unassuming gentleman occupying a front row seat at every session of the convention, observing and absorbing the knowledge of others, which he admits with pride, has, during the past few years, been pre-eminent to him in the auction business. Col. Glover is also an active and enthusiastic member of the Indiana Auctioneers Association.

Most of the stumbling blocks Auctioneers complain about are under their hats.

Pertinent Paragraphs

From the side lines I have been a close observer of the growth of "The Auctioneer" since its inception by Col. John W. Rhodes, its Editor. I have seen it progress from nothing to what is now considered the most important Auctioneer publication in America. I am not familiar with all the difficulties attending this transition, only the Editor can qualify for that, but having been active in the National Auctioneers Association upon which success of any such publication must rest, I have a pretty good idea of the obstacles which have been encountered along the road to success for this crusader for a bigger and better Association and more and better Auctioneers. The point I wish to emphasize, is that the obstacles have been successfully met as is evidenced by the present enviable position of "The Auctioneer" in the Auctioneering Profession. Obviously, there have been reasons for this success, the most important of them was the ability, energy and perseverance of its Editor. His almost uncanny vision of the potentially great opportunity of bringing together through organization the Auctioneers of America, which at the time of the first number of "The Auctioneer" was little known throughout the United States, inspired Col. Rhodes, to put forth every effort at his command and to use every resource available to him to make the publication the effective organ for the National Auctioneers Association which it has proved to be. I like to study advertisements and I particularly enjoy one that is well written and which sets forth interesting and important facts. So it is with "The Auctioneer." I like to read all the articles from cover to cover as one can always learn something. It has been a satisfaction and a pleasure for me to watch "The Auctioneer" develop into what can now be considered the top publication of its kind in America. Advertisements in "The Auctioneer" would be just as interesting, educational and appealing as the many interesting articles and would lessen to a very great degree the financial worries of the Editor. If you haven't contributed an article for "The Auctioneer" how about an advertisement?

AUCTIONEERS Across The Miles

Do you have an auctioneering problem on which you would like to ask the advice of your fellow Auctioneers? Send it in and we'll put it before the entire membership of the National Auctioneers Association, experienced Auctioneers who read "The Auctioneer." It may be that your neighbor a thousand miles away—or right in the next county—knows the answer to your problem. Questions and answers will be printed in the coming issues. You may be able to help someone too. When the questions appear and you know the answer, send it right away. Please make both questions and answers as brief as possible and mail to "The Auctioneer," 490 Bath Avenue, Long Branch, N. J. Pencil, ink or typewriter. We can read. 'Bye now. Your Managing Editor with spring fever.

CHANGING YOUR ADDRESS

Don't Forget Us—Or Yourself.

For the only way that we can see that your copy of "The Auctioneer" follows you to your new home is to have your new address and we would like to have it 30 days in advance of moving.

If you are not receiving "The Auctioneer" and have not moved, then our records are incorrect. Don't get your bowels in an uproar about it, but simply notify "The Auctioneer," 490 Bath Avenue, Long Branch, N. J., and the correction will be made.

PLEASE TAKE NOTICE

The committee on publication of "The Auctioneer" after much consideration has deemed it advisable in the best interest of the Association to increase the yearly subscription rate to \$6.00 per year, effective as of May 1, 1953. Single copies, \$.50. All subscriptions in force as of May 1, 1953, will be honored until their expiration date. Advertising rates will continue as is until further notice.

"The Auctioneer" is the official monthly publication of the National Auctioneers Association, published by and for the membership. Every member upon payment of yearly dues is entitled to receive "The Auctioneer." Subscription applies to non-members only.

COMMITTEE

Col. Clyde Wilson
Col. Guy L. Pettit
Col. Jack Gordon
Col. John W. Rhodes
Col. B. G. Coats

EVERY MEMBER GET A MEMBER

Each one, bring one,
Each one, bring one;
We members all are ready to roll,
We'll surely meet our membership goal;
A thousand strong and mighty we'll be,
We'll make it—we will—just wait and see;
Each one, bring one,
Each one, bring one.

HOW ABOUT COOPERATING?

It is our hope that every member be membership conscious and accept a personal responsibility, and remember our slogan—

"EACH ONE BRING ONE"

NOW Spell It Backward WON

WANTED—MEMBERS, More Members and then more members.

Our President's slogan is: "EACH ONE—BRING ONE."

MY DUTY TO MY ASSOCIATION

When you have looked over the list of elected Officers and Directors comprising the active working force of my Association, you can sit back in your chair, in case your name is not included—and say to yourself: "There is a group working for me and in the interest of the Auctioneering profession, that any Auctioneer would be proud to have on his payroll.

"I am a member. Therefore, I am the most important man in the Association. Nobody is more important than a member, because a member makes the officers and all others who serve the Association.

"Now since I am personally responsible for this group of officers whom

I have helped to select to run the Association I must do a little serving myself by giving them complete co-operation and assistance in the work at hand. Likewise, it is also my duty to see that our officers get some ideas, suggestions and support from me.

"It makes no difference how successful I have been as an Auctioneer, how much money I have or how many years I have been a member, the Association can only progress if I and other members like me square up and perform organization work in the best Auctioneer organization there is. I must serve, for as I serve, others will serve me."

To be born an Auctioneer is an accident; but to die one is an achievement.

* * *

The merit of appeal for you to have your name appear on the BOOSTER PAGE in every issue of "The Auctioneer" is too obvious to require any comment.

I have an Auctioneer friend who avoids worry by reminding himself that difficulties are made to be overcome. Instead of worrying about his troubles he thinks about them. There is a difference. Try it some time and you will find that thinking leads to action; worry leads to inaction.

Go After It

(Continued from Page 10)

In this day and age, from observation, the writer does believe that the more matured auctioneers and the new beginner are closer together than was the case in former years. Thanks to organization. So after all, the sales must go on throughout the years to come and the new auctioneer of today will be needed much into maturity as we approach the future—IN OTHER WORDS, THE SHOW MUST GO ON REGARDLESS.

This thought and column as I have tried to write it, is my answer to many young men who have through the years come to me with their troubles in getting what they feel is their share of the auction sales; as a beginner many come with some mistaken point of view on what older auctioneers and some people think of them. The only answer is if you as a new beginner or have been making a stagger at the job of trying to become an auctioneer, first put the firm confidence in your own ability, then put it into action. When you are selling other people's property who expect you to do a good job for them, forget what you may have thought other folks have been saying or thinking about you as an auctioneer. Pattern after no other auctioneer in actions or in words. Use your own language well put together and above all keep happy, make friends and never offend anyone regardless of how tempting it would be to do so.

Pardon making reference to my own experience as an auctioneer, but I can best make my point and advise as I have tried to give through my fifty years as an Auctioneer, with nearly four thousand sales conducted behind me. In my retirement from active auction service, I can recall many of my best customers back through the years who were descendants of Fathers and Grandfathers who were very kind in pouring water in the chuck holes for me to straddle and get home all in one piece. When just a young auctioneer building for a future.

In closing I will say to the young auctioneer of today, down the highways of successs, often you will come to a one way bridge. Always be kind to the coming traveler and do not

pinch him in a narrow bridge, he may never forget the pinch. MANY FRIENDS MAKE MANY CUSTOMERS. A LONG LIST OF CUSTOMERS HELPS TO ENJOY THAT FUTURE YOU WILL BUILD FOR.

CHEER

Cheerfulness is not only a good friend maker, but it is healthful. The Auctioneer who is naturally cheerful, wards off many problems that otherwise would be his lot. Be short of what you will, but be long on cheerfulness; cultivate it and dispense it; pass it around; the more you scatter it the more you will have left. Cheerfulness is one of the few things an Auctioneer can squander to advantage.

Looking on the bright side never passes a dividend. If things go awry, as things will now and then, take a new grip, and grin. Gloom gnaws at the vitals of the Auctioneer who lugs it and deters him from getting on. It slows up things; it's a clog to his vocation and makes his liver sluggish. Gloom uses the brakes, cheerfulness presses the accelerator.

Must Be Members of N. A. A.

Mrs. Leona Drake, Indianapolis Auto Auction, Inc., employs four Auctioneers, each of which is a member of the National Auctioneers Association, as well as members of their respective state Asociations. Organization doesn't cost, it pays.

Hold-up Man: "Stick 'em up, or else."

Auctioneer: "Or else what?"

Hold-up Man: "Quit trying to confuse me. This is my first job."

* * *

If you are hard to please not many people will be looking for your companionship.

* * *

The longest word in the dictionary is smiles because it is a mile between the first and last letter.

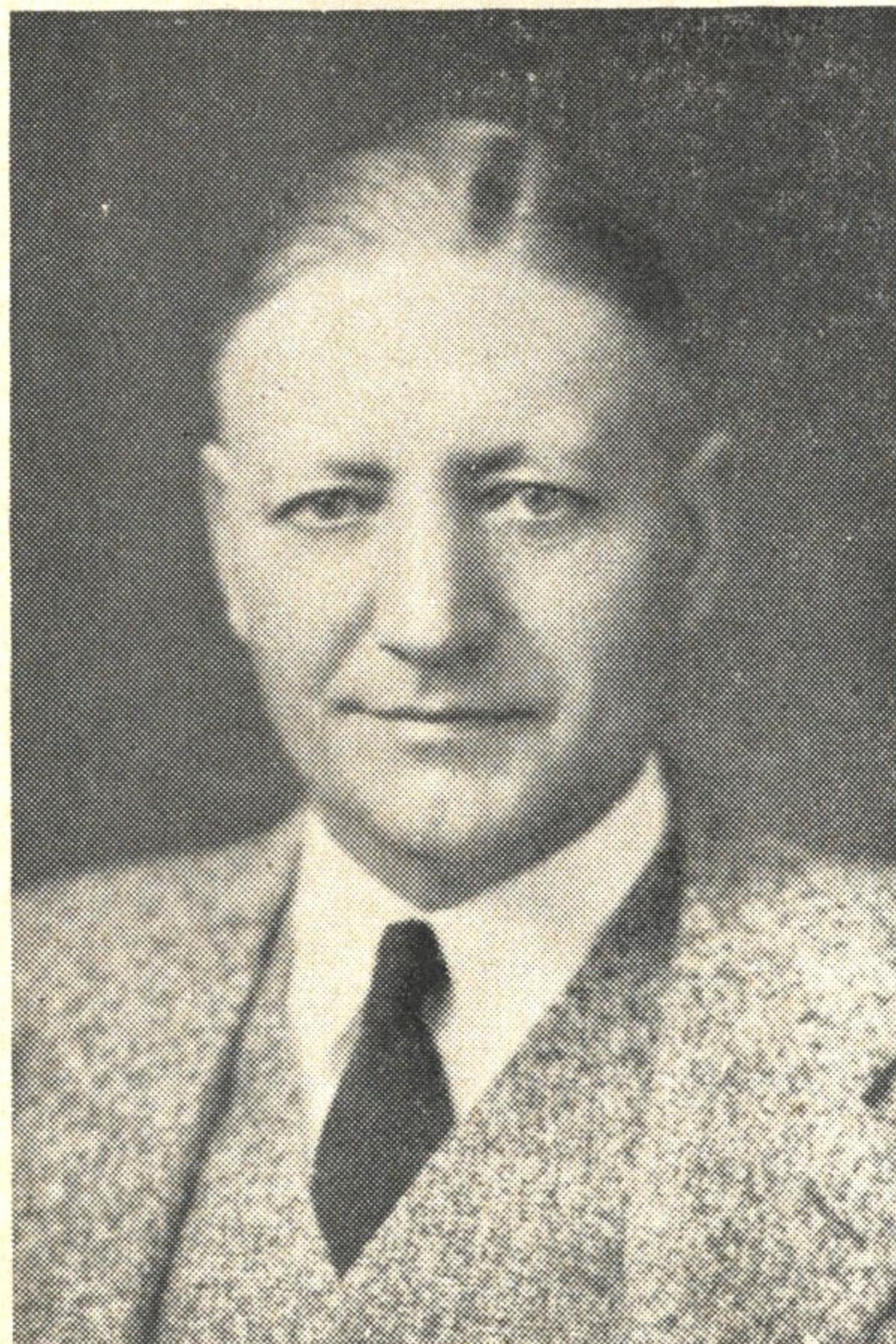
* * *

Col. and Mrs. Homer Sparks of Sharon, Pennsylvania, have just returned from a motor trip to Oklahoma. Enrcute they visited overnight with Col. and Mrs. Stanley Wasielewski of St. Louis, Missouri. All are making plans to attend the national convention in Columbus, July 17th and 18th.

COL. THOMPSON RETIRES

The dean of American livestock Auctioneers most reluctantly lays down the gavel after forty-six years of Auctioneering.

Col. Art W. Thompson, of Lincoln, Nebraska, was taken ill last November and was obliged to cancel all his sales



Col. Art W. Thompson

which had been booked far in advance. His illness resulted in surgery from which the members of the National Auctioneers Association and every Auctioneer in America will be glad to learn that he is making a rapid recovery. Despite his recuperative powers, he has been advised by eminent medical and surgical authority that he must refrain from the strain of travel and the drain upon his nervous and physical strength if he is to recover full health and maintain it. After conducting more than 7,000 auction sales, his decision to retire from a most active life and one that reached the zenith in the Auctioneering profession was the most perplexing of his long and successful career.

No Auctioneer in America has ever had the honors such as have been bestowed upon Col. Thompson. He has written for many livestock journals, always taken an active part in worthy charitable affairs and all civic projects

for the betterment of all. It was in November, 1951, that the International Livestock Exposition honored Col. Thompson, by an official presentation of his portrait at a dinner in the Saddle and Sirloin Club, the portrait now hangs in the exclusive gallery of that club.

It was more than fifty years ago that Col. Thompson made up his mind to be an Auctioneer. Trudging behind a horse-drawn cultivator on his father's farm in Nebraska, walking those miles under the hot sun, it was then that he thought some day he would get a job where he could get a drink of cold water anytime he wanted it. From the very beginning it was his ambition to be a better Auctioneer, constantly striving to improve and rendering a service was first in his mind. His ability, understanding of the other fellow's problems and his science of Auctioneering made his services in great demand. His long service to the public has taken him into every state. Because of a conflict in dates he once had to turn down the Prince of Wales, now the Duke of Windsor, to handle his dispersion sale.

Art Thompson has preached the gospel of sound investment in better livestock to improve herds over America every time he had the opportunity. Today the livestock breeders throughout the country recognize his work. His philosophy of life is summed up in one of his favorite phrases: "It is better to light a candle than to curse the darkness."

(Continued on Page 30)

The full interest of many members determined to help their Association and their profession is very much in evidence by the many applications for membership arriving at the Secretary's office and articles for publication in "The Auctioneer" reaching the Editor's desk. Thanks a million, fellows, and encourage others to do likewise.

* * *

"What's Col. Holford mad about?" "He stepped on one of those scales with a loud speaker and it called out: 'One at a time, please'."

* * *

"Don't Wait — IT'S GETTING LATE!" Got a minute? Get a new member. The emblem of your Association accents the National Auctioneers Association.

HOW TO TELL A GOOD AUCTION

BY CLAUDE W. GIFFORD

(Courtesy of Farm Journal)

It's time to do something about the "black sheep" in the livestock auction market business. They are the poorly run, or dishonest auctions that sometimes gyp you, and give a black eye to the whole auction business.

1. You can refuse to do business with a poor auction. The rating scale at the end of this article will help you tell the good ones from the poor ones.

2. Through your livestock and farm organizations you can see that a good set of regulations are adopted in your state.

It's up to farmers, livestock groups, farm organizations, and the good auctions, to clean up the poorer markets. We'll see how in just a minute; but first let's take a look at how we got into this mess.

Livestock auctions sprang up on us almost over-night—with nobody paying much attention to how they were run. They got a big boost from paved roads, farm trucks, World War II, grass farming, and everybody's desire to see his own animals sell.

Just 20 years ago there were hardly more than a dozen auctions in the 12 far-western states. Now there are nearly 500, and they handle considerably more livestock than the terminal markets.

Farmers in the South also sell most of their livestock through the auctions.

Honest, well-run auctions have proved themselves—they give a real service to farmers, all the way from small operators who want to buy or sell a few head, on up to the big western cattlemen who sell feeders through the auctions.

The auctions are here to stay. No one wants to get rid of them. But just about everyone wants them to do a better job in most of the country.

This puts is squarely up to your state, because the Federal government has jurisdiction only in the larger auctions with 20,000 square feet or more of space.

The USDA'S Packers and Stockyards Division supervises only 266 of the country's 2,200 auctions. This supervision—mostly in the Great Plains and the West—has helped these auctions to become the best in the country.

You can get the same results in all auctions with the right state regulations. For a good law you have to write only six simple things:

1. License all auction owners, auctioneers, weighers, dealers, and commercial livestock truckers.

2. Require bonds for auction owners and livestock dealers. Also require them to keep sales money separate from their own funds—in separate checking accounts.

Why? Because the money from selling your livestock is handled by the auction until your check clears. If they use this money to finance their own dealings or speculations—and if they make a bad mistake or have a disaster—there might not be any cash left when your check gets there. That does happen.

3. Provide for cancelling the license when the license-holders don't live up to the law. It's easier to put a shady operator out of business by cancelling his license, than it is to go through a costly court case.

4. Set up non-political inspection for scales, records, disease, and sanitation; and require identification of animals sold for slaughter.

5. Set a reasonable ceiling on the commission rates; and require records to be furnished of the weight, price, charges, and the true name of seller and buyer.

6. Require that livestock sold to farmers through auctions be accompanied by a statement from the owner saying that the animals aren't known to be diseased or exposed to communicable diseases.

Farm people buy nearly half of the livestock that moves through auctions. And you're entitled to know when someone is trying to dump a sick animal.

Now is the time to get these regulations passed. Let your farm and livestock organizations and your state officials and Auctioneers know how you feel.

There'll be opposition, all right. Some shady or slip-shod auction owners, auctioneers, professional buyers, and dealers have had it too easy to

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IT'S EVERY AUCTIONEER THAT REALLY COUNTS

I know Auctioneers who spend large sums of money each year to obtain the patronage of new clients. That is as it should be. In many phases of the auction business an Auctioneer must constantly be looking for new business as death takes its toll. Then again you may lose a client through failure to serve him properly, then you not only lose your original investment but you also must make an additional expenditure to replace the lost patronage.

Now you probably want to know what all this has to do with you. Auctioneers and the public must cooperate with each other and Auctioneers must cooperate with each other. The public depends upon you and you depend upon the public. You are a public servant. Think of that when you spend your money for advertising. You must work as a team and that team must pull together to keep old customers and add new ones.

In organization we must all work as a team and pull together. Think it over, it's for our mutual benefit. It's every Auctioneer that really counts.

Col. Thompson Retires

(Continued from Page 28)

In retirement, Col. Thompson will work to the fulfillment of his ambition, to weld together the Auctioneers of America into the National Auctioneers Association so that all Auctioneers may have better opportunities, the benefit of each other's experience, the exchange of ideas, the fellowship of each other, that jealousies and dislikes be erased forever, that each Auctioneer will think of the other fellow and help him to succeed and that the future Auctioneers of America will have a smoother path to travel.

The National Auctioneers Association and the many readers of "The Auctioneer" and every Auctioneer in America wishes you a speedy recovery to your usual good health and many, many happy years of retirement of which you so justly deserve. Col. Thompson says: "Well after 46 years of day and night travel and work, I guess it's time to turn me out to pasture."

L. Martin, Veteran Auctioneer Ends Long Career in Sales Ring

When Lee Martin, veteran auctioneer, cries "sold" for the last article at the Casey Wierzbinski sale, he will terminate close to a half century of work in sale rings in several states. The exact period of service has been 46 years. Feeling the need of getting away from the arduous activities of conducting auction sales, Lee will now devote his entire time to his real estate business.

While an accurate account of the number and volume of each sale has not been kept, the total is about 4,000 and the cash volume probably between three and four million dollars. Considerable auction work was done in his native state of Iowa before he came to Ladysmith in 1926.

One of Auctioneer Martin's major activities since locating in Ladysmith was the starting and developing of community auction sales and these have been held twice monthly each year during the spring, summer and fall months. The success of these sales has been so outstanding they have attracted attention over a wide area. Livestock, farm equipment, furniture and hundreds of miscellaneous articles have been sold at these auctions to immense crowds of people who always attend. Originally held in the uptown tie yards in Ladysmith, the sales were moved to a better location in the southeast part of the city. It is the big twice-monthly event for folks who have property to dispose of and for those who are in the market for livestock or merchandise of various kinds. The past five years he has been assisted by F. W. Williams, of Bruce.

I note, with much satisfaction, that our new officers, in fact, the entire membership, has responded to the efforts of the Association to keep the National Auctioneers Association moving ahead.

* * *

Definition of an Auctioneer: One who has diarrhea of the mouth and constipation of the brain.

* * *

Col. Gordon: I went out last night and chased a cat in my pajamas."

Mrs. Gordon: "What was a cat doing in your pajamas?"

How To Tell A Good Auction

(Continued from Page 29)

want to see things change. But you and your neighbors can put through the changes—and weed out the poor auctions—if you want to.

HOW DOES YOUR AUCTION RATE?

If your auction doesn't measure up to these 10 points, it isn't as good as it should be. Why not check on yours?

1. SPECULATION. Auction owners, auctioneer, and ring men, don't buy or sell on their own auction without announcing clearly in the ring when they bid, sell, or buy. And it's better if they don't buy or sell at all.

2. AUCTIONEER. He speaks clearly, so that you know what the bid is, and how the stock is selling. A hard-to-understand chant gives the professional buyers an advantage.

3. CLEAN. Pens are safe, in good condition, and are kept clean. Hog pens are paved—and it's better yet if all pens are. Animals have hay in bunks and clean water when they need it.

4. CHUTES. Enough chutes to unload easily, safely, and quickly, so that trucks don't have to wait in a slow-moving line while animals shrink and weaken.

5. BUYERS. Auction attracts enough buyers so that prices are set by real competitive bidding. Sales don't run so late into the night that a few buyers who stick around can "steal" the animals at low prices.

6. INSPECTION. Veterinarian sees all animals on sales day, and keeps noticeably sick ones out of the auctions. He vaccinates all hogs sold to farmers, and makes sure that dairy and beef stock going to farms is TB and brucellosis tested. Animals found to be sick after unloading are held in quarantine pens, unless they are going to immediate slaughter.

7. SCALES. Checked and given an inspection seal twice a year by responsible authorities who use weights equal to the size of loads normally weighed. Operator keeps scale clean and in good balance. Scale is placed where you can always see the weighing being done.

8. BONDS. Owner is bonded for at least the value of an average day's sale. He keeps sales money in a separate checking account from his own personal funds. His rates are in line with other auctions.

9. RECORDS. Auction furnishes you with a written record showing the official weight, selling price, and true names of seller and buyer.

10. HONESTY. Reputation and ability of the owner, auctioneer and scale operator are excellent.

LIFE MEMBERSHIP

Several inquiries have been received by the Managing Editor requesting information on Life Membership in the N. A. A.

You can obtain Life Membership by applying to the Secretary, Col. J. M. Darbyshire, 158 Vine Street, Sabina, Ohio. The cost is \$100, and it doesn't take long for ten years to pass by—which is the amount you would pay in dues in that length of time.

The following are Life Members of the N. A. A.: Col. Paul F. Bockelman, Iowa; Col. C. B. Drake, Illinois; Col. Jack Gordon, Illinois; Col. Tom Gould, Minnesota; Col. Wm. F. McCracken, Missouri; Col. Foster Sheets, Virginia; Col. B. G. Coats, New Jersey; Col. Clyde Wilson, Ohio; Col. Don W. Standen, Ohio; Col. Garland Sheets, Virginia.

Ask yourself this question: "Since I became a member of the National Auctioneers Association how many Auctioneers have I asked to join the Association?" If the answer is none, don't you feel as though you would like to do something in the way of getting new members? It would mean so much to your Association and the Association would mean so much more to you.

* * *

How fast you travel in the Auctioneering Profession is not as important as it is to keep going in the right direction.

* * *

If we do only the things we like and associate only with the people we like, the circle of our likes shrinks. Go out of your way to speak to an Auctioneer. I am sure you can find one. Take time and trouble to stretch an unused muscle of your mind and think up some way of approach such as will sow a seed where none was before. If we would all forget ourselves, we would find ourselves. Try it. You will discover how easy it is to get a new member for your Association.

INDIANA AUCTIONEER'S ASSOCIATION CONVENTION

The regular annual meeting of the Indiana Auctioneer's Association was held at the Flying Saucer Cafe in Arcadia, January 12th, 1953, for the annual banquet, business meeting, and election of officers. The meeting was in charge of R. C. Foland, president. A fine fish dinner was served and enjoyed by 42 auctioneers, wives and guests. A few came in after the banquet making a larger total attendance.

In the absence of John Cecil, secretary, Edna Wagner was appointed to take the minutes. Mr. Cecil had notified the president that he had met with an accident, breaking 2 ribs and receiving other injuries and could not attend. Ralph Rinehart, treasurer, made a financial report. He showed \$38.41 in the treasury. This, however, did not include the 1953 dues which were paid in at this meeting.

Col. Sam Herdan of Indianapolis, vice president, suggested that everybody stand and introduce himself. This suggestion was followed. Col. Earl Ellis, one of the directors of the organization made an enthusiastic talk. Most of the auctioneers present also made talks, and many suggestions for the good of the organization were made. Col. Lewis Smith, local auctioneer at Arcadia, welcomed the convention to his community. No set program was planned but the informal meeting was inspiring, interesting and withal very enthusiastic.

The election of officers came up for consideration next. Col. Laird Glover of Crawfordsville nominated Col. Ellis for president. John Max of Indianapolis nominated Ralph Rinehart, Col. Elliott nominated Pat Patterson and Sam Herdan was also nominated. Motion was then made and seconded that nominations be closed. Ballots were passed out and in the count, Col. Ralph Rinehart received the majority of the votes and was declared elected as the new president of the organization. For vice president, Don Smock and John Max were nominated. Col. Smock received the largest number of votes and was elected for the ensuing year. Col. Ray Elliott was unanimously elected secretary, and Col. Smith was likewise unanimously voted in as the new treasurer. This gives an entirely new set of officers which is evidence of the democratic aspect of the organization.

The following directors were elected: R. C. Foland, Noblesville, 3 years; Col. H. J. Petty of Anderson, 2 years; Col. Earl Ellis of Washington, 1 year. Motion was made, seconded and carried that R. C. Foland be made chairman of the board. This makes a complete change of directors with the exception of Col. Ellis, who is the only hold-over on the board. A motion was made, seconded and passed that in the future directors be elected so that there will be only one new director each year.

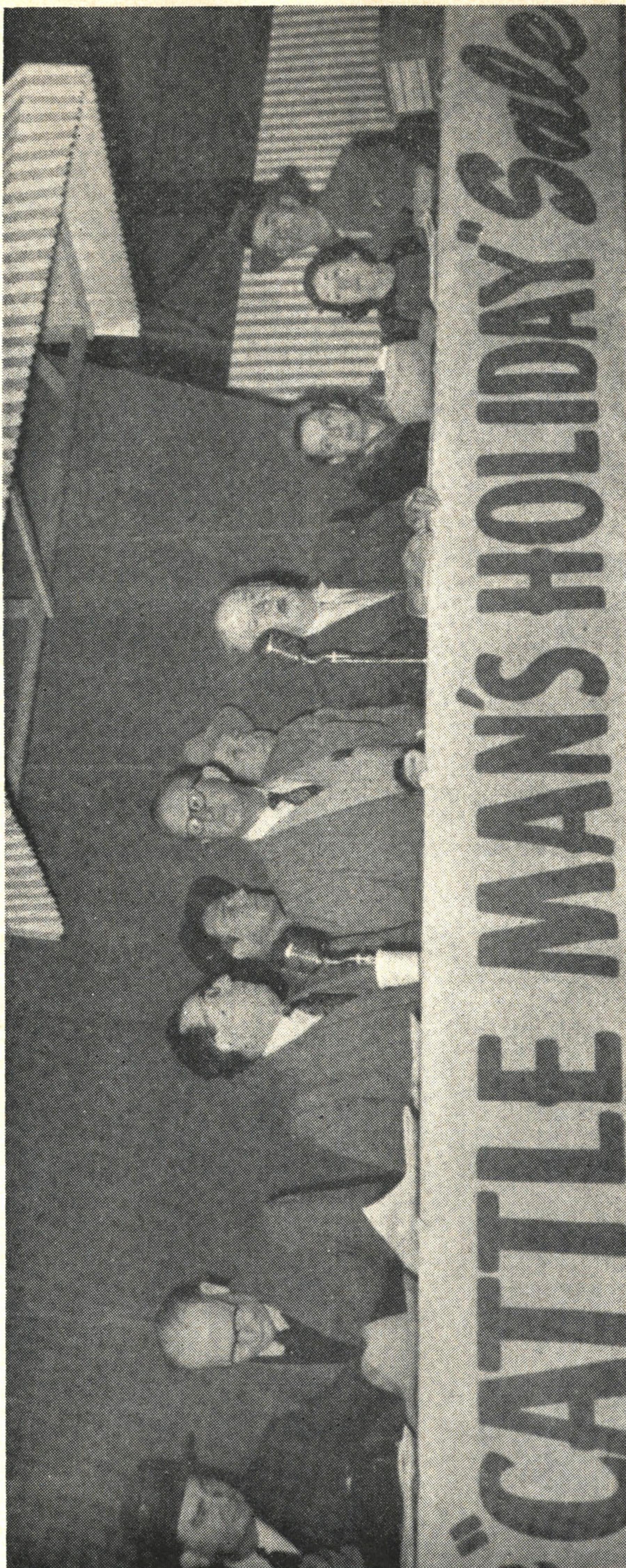
There were many expressions of thanks and appreciation for the work that the officers and directors have done in helping to establish and build an Auctioneer's Association in Indiana. Col. R. C. Foland came in for the untiring work he and his office force has done and the devotion he has given to the cause of auctioneering. A motion was made, seconded and passed that Col. Foland be made Honorary President for life.

Col. Ralph Rinehart, the newly elected president, made a speech of acceptance and asked for full co-operation of the auctioneers, and set the date of the next annual meeting for January 11th, 1954. It was suggested that at least one other meeting be held during the year.

In the afternoon prior to the business meeting and banquet a contest was held to select the most outstanding auctioneer of the state. Col. Ralph Rinehart received first honors and Col. Earl Ellis came in for second place. The decision was made by popular vote of the crowd present at an auction sale held at the old Odd Fellows Hall in Cicero. The score was made on the following points: 20 per cent on standing in his community; 20 per cent on personality; 20 per cent on interest in civic affairs; 20 per cent on attitude toward fellow auctioneers, and 20 per cent on delivery or block work.

It was moved, seconded and carried that R. C. Foland be re-imbur sed for what he had spent in the way of expenses and take this from the proceeds. As the secretary had no stenographer and facilities to get out the necessary letters, notices and literature, he delegated this task to the office of the R. C. Foland-Auction Co., but offered his co-operation. The Sec-

(Continued on Page 34)



Above, between the microphones, you see Col. Roy G. Johnston, of Belton, Missouri, as lead-off Auctioneer at the "Cattleman's Holiday Sale" of J. Garrett Tolan and family, at St. Charles, Illinois. On front cover are portions of the huge crowd attending the sale.

This sale was one of the all-time great sales of the Angus breed from the standpoint of crowd interest, quality of the cattle sold, and prices paid. The total gross of \$442,500 on 82 lots, an average of \$5,396.34 proved to the buying public that well-bred cattle, well presented, is the most profitable commodity that can be produced from farm crops. Col. Johnston, a member of the National Auctioneers Association, gave a superb performance as an Auctioneer and salesman.

Indiana Auctioneer's Association Convention

(Continued from Page 32)

retary's books are to be turned over to Col. Ray Elliott, the new secretary.

Twenty-four auctioneers were present and paid the 1953 dues of \$5.00 each. They are R. C. Foland, Noblesville; John Max, Indianapolis; Paul Montague, Noblesville; Ora Burkhardt, Indianapolis; Harvey Sayler, New Market; Herman Strakis, Maywood; Robert A. Foland, Noblesville; Ralph Rinehart, Flora; Harold Griffin, Sheridan; Lewis Smith, Arcadia; Earl Ellis, Washington; Robert E. Burris, Cicero; Laird Glover, Crawfordsville; H. E. Chalk, Red Key; Donald Smock, Indianapolis; Pat Patterson, Mt. Summitt; George Wolf, Peru; H. J. Petty, Anderson; Harley W. Phebus, Indianapolis; James Essington, Noblesville; Roy Crume, Kokomo; Sam Herdan, Indianapolis; John M. Essington, Noblesville, and Ray Elliott, Portland.

Any member wishing to pay his annual dues or any auctioneer or anyone else eligible to join the association may send the \$5.00 membership fee and annual dues to the new secretary, Col. Ray Elliott, 621 West High St., Portland, Indiana. There is no initiation fee, just merely the \$5.00 which pays for everything for a year. It is the desire of the organization that all auctioneers may feel that they are a part of the Indiana Auctioneer's Association. It has been the custom to give free banquet tickets to paid-up members which does not leave much for

operating expenses. Of course, any of the officers or directors or any member in good standing will be glad to receive applications for membership. It is hoped that all auctioneers of the state will join the association.

The president held six district meetings during the year as follows: at Washington, North Vernon, Anderson, Huntington, Logansport and Crawfordsville. The president expressed his willingness to contribute his time and expense to the good of the Auctioneer's Association.

After the banquet, election of officers, and business meeting, many of the Auctioneers went to Cicero where The R. C. Fo-Land Auction Co. was conducting a big furniture sale and all of the auctioneers present were put on dress parade and given a chance to demonstrate their work to the crowd. This POW WOW furnished considerable merriment and entertainment for the large crowd present.

Respectfully submitted,
Edna Wagner, Secretary pro tem.

IN MEMORIAM

Col. Russell Burkhardt
Indianapolis, Indiana.

Col. J. Albert Ferguson
Grand Forks, North Dakota

Col. Roy Hiatt
Portland, Indiana.

Col. Bert O. Vogeler
Franklin Grove, Illinois.

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Angus Auction

(Continued from Page 23)

bought collectively 54 cows (some with calves at side) and six bulls for a total of \$183,375.

You didn't see anybodygulp or gasp at the prices. The average for the entire sale was \$3,108 a head. The highest, called Mahrapo Barbarosa 2d 1513106, a year-old heifer with an 18-starred geneology, went for \$17,500.

That was nothing to get excited about, apparently. After all, Frank Richards, secretary of the American Aberdeen Angus Association, reported that the top female of the year sold for \$38,000, and the top bull, \$70,000.

Engaged in this pleasantly conducted business, according to June 1 figures, are 22,307 active breeders. New Jersey has 113. The records show that 312 auctions were held during the Winter and Spring circuits at which 20,998 cattle at public sales brought \$19,074,146, and 77,581 at private sales brought in \$69,822,900 for a grand total of \$88,897,046.

And proving that you'll continue to eat beef, no matter how much you beef about the price, the Angus association shows a 22.85 per cent increase in registrations to June 1 and an increase of 14.73 per cent in sales for the same period.

Listening to "Angus folks" talk, you find out that this "fastest growing beef breed in America" is gaining popularity so rapidly because "they are hornless, uniform in color, thick and meaty" and because, the raisers claim, they have "a higher dressing percentage and carcass quality" than any other.

Perhaps you'll feel better when you are buying a pound of round to know that each of those blue-bloods purchased to head top herds is inoculated, vaccinated, and yes, insured — by Lloyd's of London.

Like to "dabble" in a few Angus? You might drive to Chester, to William G. Mennen's Hideaway Farm. He, too, ran off a sale the other day. It was a bit smaller than the Mahrapo sale; \$104,000 worth in the course of the afternoon.

Or, it might be more convenient to take a peek at the Angus at the Canfield Farms in Flemington, or Dr. and Mrs. Armand Hammer's Shadow Isle Farm in Red Bank, or the H. & L.

Farms of Harold E. and Dr. Lewis F. Wetterberg in Marlboro, or E. K. Denton's White Gates in Flanders. Or, if you're heading for Florida, it might be convenient to inspect Sempala Lake Farm, owned by Mr. and Mrs. Frank Lawton of Wyckoff. They keep 700 Angus there and bought a half-dozen more at the Mahrapo sale.

COL. BRITTEN SELLS AT FORT WORTH

The annual sale sponsored by the Texas Polled Hereford Association in connection with the Southwestern Exposition and Fat Stock Show, saw sixty-two head of pure-bred hereford cattle from twenty-two consignors comprising breeders from Tennessee, Georgia and Texas pass through the auction sale ring in rapid fire order.

Col. Britten, handled the auctioneering in top fashion and sold the 62 head for a total of \$35,530.00.

FULKERSON AND SAGER SELL 'EM

Col. Jewett Fulkerson and Col. H. B. Sager, both members of the National Auctioneers Association, sold the eighth annual sale of the Anxiety Hereford Breeders. This annual Texas event attracted wide interest. A total of 56 head were sold for \$36,525.00, 51 bulls sold for \$33,390.00, and five females brought \$3,135.00.

The reward for all Auctioneers of doing a hard job well is that you are presently given a much harder job and expected to do that equally well if not better.

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