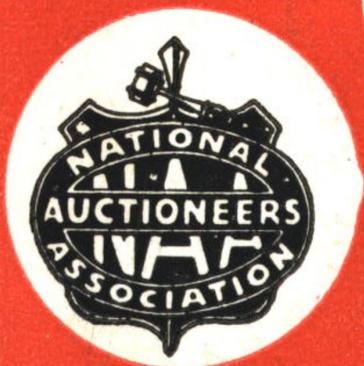
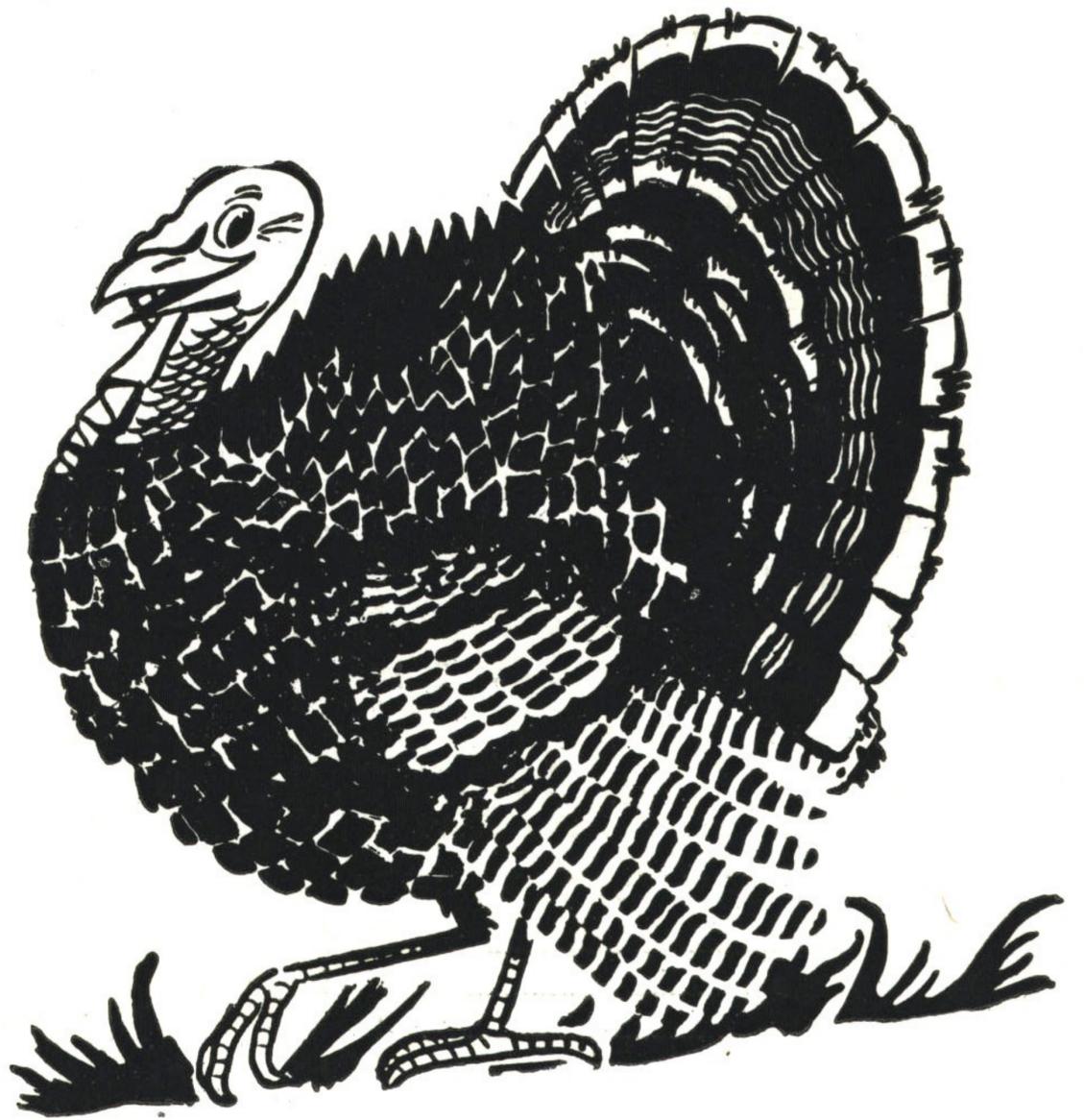


# *The* **AUCTIONEER**

NOVEMBER, 1951

VOL. II

Official Publication of The National Auctioneers Association No. 1





## THE AUCTIONEER

Published monthly, except  
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**John W. Rhodes**  
Editor

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All right men lets gather around the hay rack and we'll open the sale:

Those words are the ones that are resounding all over the midwest as farmers get into gear with their farm sales and call in Mr. Auctioneer to dispose of their personal belongings. Its one of the high lights of the fall as the sale bills are posted and men plan their work so they can be out there rain or shine and attend Farmer Jones' sale. It seems to thrill everyone as the Auctioneer gets up on the rack and in crystal clear tones calls them to order. The owner of the farm is made the center of attraction as the auctioneer introduces him and tells of his place in the community and of how fortunate the crowd is that at long last they have a chance to share in his private collection of valuable items. I have attended lots of such sales and now that it has been my privilege to conduct them I consider it a wonderful privilege and I hope I never live long enough to think of a sale other than as an opportunity to render a service both to the seller, the buyer and the general public. Many of the people have come to buy, some have come to visit old friends, and many of them have come to get some idea of what their own livestock, machinery, or real estate is actually worth. These auction crowds are friendly crowds and their good nature goes a long way toward making the auction a success. Its great to attend a big league ball game and hear them say, "Play Ball". It is also a tense moment when some notable is introduced, but its a thrill all of its own when the Auctioneer says, **ALRIGHT LADIES AND GENTLEMEN, IF YOU'LL GATHER AROUND WE WILL PROCEED TO OPEN THE AUCTION.**

In just a few days one big resolution we have made will be a thing of the past. You who have been dieting for the past few months, (Many who attended the convention could stand a little dieting) will

(Continued on next page)

## IT SEEMS TO ME —

(Continued from previous page)

put on more weight on Thanksgiving Day than you took off all year. It's a good thing our stomachs can't talk for if they could they could soon be heard saying to our liver, "Brace yourself fellows here comes the turkey." I was told when in school that a persons stomach would only hold a pint, all I can say is - - 'Taint so. When we were kids at home and just out of high school we always went hunting every Thanksgiving afternoon and it was lots of fun. In those days people went hunting and fishing because they had a love for the sport. In these days of cheap money though it seems that hunting and fishing have become a different sport. When a man has become successful to the extent that he has a little more money than the Jones' he feels he must show it by going up North for a fishing trip and it seems that the one who can go the farthest North and stay there the longest and bring home more tons of fish than anyone else is the most to be envied. Personally, I have seen boys with a pin hook, a willow switch and a piece of thread have more fun catching minnows than many so called sportsmen have catching huge Northerns and Walleyes. I am glad however that in this great land there are enough opportunities to give everyone a chance to do as he or she sees fit. I'm thankful that we have the right to make our livelihood by the Auction method of selling. I am thankful that there are men giving of their time to try to prevent laws from being passed against our way of life. I am thankful for the association I have had with great Auctioneers whom I met through the N.A.A. and I am thankful for the encouragement I have received from such association. By next Thanksgiving Day if we will all do our part I am sure we will have even more for which to be thankful, for the N.A.A. can and will become bigger and better as it grows it will have a bigger and better influence for the good of the profession we love so well.

I would like to ask that you turn now to the President's message as it appears in this issue. Col. Bockelman is going to try to do something about this license business that will make it easier for a man to make a living in this business. Why not take his suggestion and sit down and write him a letter and tell him how you feel about this license business and what you think should be done about it and

how the law should read. Col. Bockelman is like an old fire horse, when he hears the bell he's rarin' to go. He is going to give it all he's got and in your best interest but he will be able to represent you better if he is told about what you want done. I know its a lot easier to talk than it is to write but for once set down and do something beside talk, **WRITE HIM TODAY AND LET HIM KNOW YOUR POSITION.** His address is 4th and Wall Sts. Sioux City, Iowa.

At a meeting the other day and during the course of the program a fellow stepped up and announced that he had lost his bill fold containing \$500 and that he would give a reward of \$50 for its return. Before he sat down someone in the back of the house said, — "I'll make it \$100."

Have you given another auctioneer a chance to become a member of the National Auctioneer's Association by inviting him to join? Let's not be selfish about a good thing, the benefits are numerous enough to go around to all. Col. Guy Pettit just sent in a check for a membership and a pin from Col. McGinnis with whom he has been working in Missouri, where they have sold 24,000 feeder calves this fall.

I'll close for this month, don't eat too much turkey.

Auctioneerly yours,  
John W. Rhodes

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# *Auctions Are*



**KEY MAN: AN AUCTIONEER USUALLY GETS 20 PERCENT OF THE GROSS. HE EARNs IT — PUTTING ON A GOOD SHOW.**

# Having A Boom

**PEOPLE JUST CAN'T RESIST THE CRY OF "GOING, GOING, GONE!" SO THEY FLOCK TO MORE THAN FIVE THOUSAND AUCTIONS A MONTH IN THE METROPOLITAN AREA**

by **JHAN** and **JUNE ROBBINS** (Reprinted from *This Week Magazine*)

Recently, an elderly woman who was disposing of her modest and well-used household belongings called in a secondhand dealer who offered her \$20 for the lot.

"Don't be silly," friends advised her. "Auction it off!"

She engaged a professional auctioneer. On a sunny Saturday he set up a hundred folding chairs on her front lawn and knocked down her possessions for a gratifying \$580.

The auctioneer took 20 percent. He had earned it. Through winning sales talk and the thrills of competitive bidding, the auctioneer had sold the goods for nearly 30 times their second hand value.

Disposing of items via the auction block is an old American custom but until recently it carried with it the faint flavor of charity. To sell your personal possessions in so public a manner was a frank admission that you were short of badly needed cash. Today, it only means that you have a good head for business.

## **Big Business in Swank Galleries**

More than 5,000 auctions are held each month in the New York area. In the city, it's big business, conducted as seriously and aggressively as a soap sale in a bargain basement. It may be questionable whether a 350-year-old fiddle-back side chair too feeble to be sat on is a bargain at \$6,500, but the fact is that nearly all antiques, rare books and notable works of art change hands via the auction block at swank galleries such as Kende, Plaza and Parke-Bernet.

Parke-Bernet, in its new Madison Avenue building, this year did five and a half million dollars' worth of business, an increase of a million over last year's sales. Big sums changed hands. A kneehole desk brought \$16,000, a silk rug \$11,500, a Watteau painting, \$12,500, a diamond bracelet \$17,000.

Every auction, no matter how impressive, is attended by curious onlookers, some of whom would have difficulty writing a check for 25 cents. Other, who look

out of place but aren't, are stand-ins for dealers, who buy at auction items that they resell later at a profit. To hire a stranger to voice your bids, while you sit on the other side of the room and look disinterested, is the canny technique of some of the big buyers. It helps to confuse and defeat your rivals, who know you from way back and have some idea of how much you are prepared to bid and what items interest you most.

## **Don't Wiggle Your Ears**

If you can't bring yourself to trust a stranger with this delicate assignment, you can bid so unobtrusively that no one but the auctioneer will see you do it. Most bidding is done by voice, or with a gesture of the hand, but the auctioneer will understand that you are raising the ante if you habitually wiggle your left ear, bow your head, blow your nose or finger your coat lapel.

This ruse has its dangers. For instance, a story is told in auction circles about one lady dealer who attended a sale of Ming porcelains. Lulled by the cathedral-like hush that prevails at high class auctions, she nodded off to sleep. When she awoke, she found that she had bought the entire collection.

Such subtleties are unknown over on the other side of town where a noisy, high-

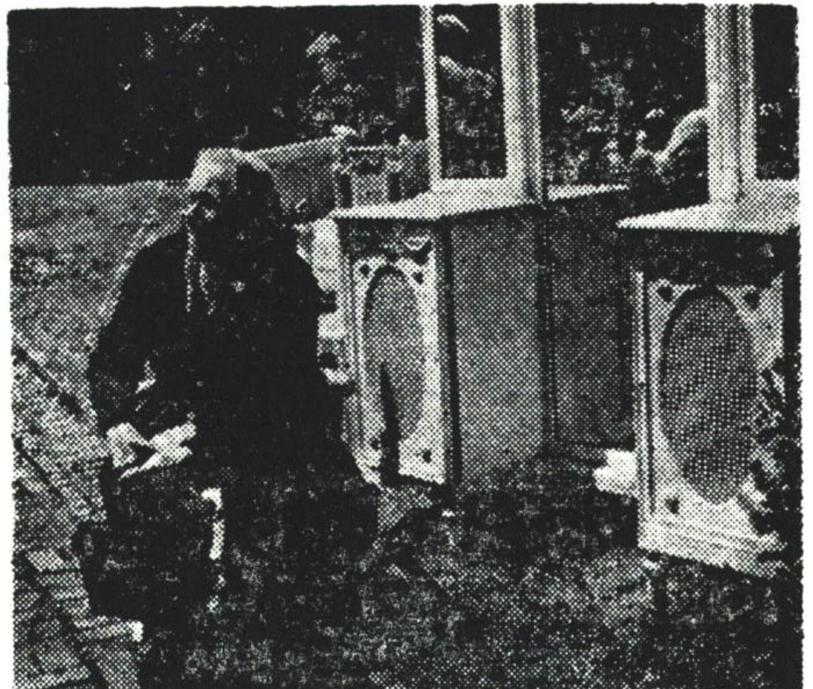
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**POPULAR ITEM: CRYSTAL CHANDELIERS ARE CURRENTLY IN DEMAND AMONG AUCTIONGOERS. DOOR KNOCKERS ARE, TOO.**



**PAY LINE: It's the winner who pay's. Here successful bidders line up at cashier's table.**



**FREE TRIAL: Often furniture is moved out. Prospective buyers look it over, try it out.**

## AUCTION BOOM—

(Continued from previous page)

pressure belt of auction rooms known to the trade as "grind joints" stretches throughout the West 40's. Here, the goods put up on the block are popular, lower-priced items — furniture, jewelry and wrist watches, dresser sets, false teeth, electric appliances, rugs and cameras, remnants of all kinds. A man in shirt sleeves with a microphone hung around his neck lures the crowds inside with a spiel that could only have been learned at Coney Island.

### From Eggs to Old Clothes

Many retailers who once sold goods in the conventional manner have lately turned to auctions for faster turnover and higher, if riskier, profits. But some commodities, like butter and eggs, have traditionally been sold to the highest bidder on the exchange. In New York there are many such special auctions — even one for secondhand clothes.

It is in the suburbs, however, that interest in auctions has struck in recent years with all the fanatic force of Knock Knock or the Lambeth Walk. On week



**PULPIT:** Parke - Bernet Galleries' auctioneer operates in a hushed, church-like atmosphere.

ends, supermarkets, golf courses and tea-rooms in the vicinity feel a slack in trade, for the country or suburban auction is an all-day affair. Devotees may drive 50 miles to attend. When they get there they are seated on hard wooden chairs, and not daring to leave, eat their lunches out of shoe boxes.

Ordinarily, the items offered for sale are used household goods, unauthenticated

antiques, or tools and farm equipment. Not long ago, however, an entire Missouri town was sold at auction. A man who went to one sale hoping to pick up a garden hose, came back instead with a 50-foot ferris wheel and another, who shouted out a bid just for fun, was startled to find himself, for \$350, the owner of the county poor farm.

Antiques cause the most excitement everywhere, although bidders' enthusiasms are unaccountably seasonal. Last year, no auction was complete unless it offered a patchwork quilt or a pair of andirons. Brass and wrought iron wall sconces are in demand now, as are crystal chandeliers and ornate door knockers.

### You've Got to Recognize Bargains

There are bargains for those who can recognize them. A lady auction fan, driving through Rye, N. Y., recently, passed a sale in progress, slowed down, and saw a pair of fine bronzes about to go for one dollar. She slammed on her brakes and stuck her head out of the window.

"A dollar and a half!" she yelled. She got the bronzes, promptly sent them to Parke-Bernet on consignment. A week later, they were auctioned off again, this time for \$100 apiece.

Hidden treasure is sometimes found at auctions. In New Milford, Conn., a woman bought a four-poster bed for \$250, was upbraided by her husband for her extravagance. He changed his tune when he unscrewed the pineapple at the top of the post and found \$7,000 hidden inside.

Everyone who buys old vases, pictures or books at a household auction automatically looks for concealed money and, sometimes, their search is rewarded. Usually, you can be sure, the auctioneer has had first look. But legends of this kind keep the fans coming. And they add to the troubles of the auctioneers.

Frequently, an auctioneer has to explain to a client why a worthless old trunk, blackened and dented with use, brought \$10 while the family pump organ went for five. He is likely to blame it on the temper of the crowd. A great deal of the responsibility, however rests on the auctioneer. Anywhere from a few hundred to a thousand dollars of the total take depends on how good he does his job.

(Continued on next page)

## AUCTION BOOM—

(Continued from previous page)

He has to make his voice heard above the shouts of a crowd that is usually in carnival spirit, and he has to look on with apparent good humor while babies are soothed and diapered, barking dogs dispersed and brash teenagers prevented from playing practical jokes.

At an auction in Ridgewood, N. J., two 14-year-old boys took all the living room furniture out of their parents' homes and lugged it up on the auction platform. One of the mothers, in the crowd, said, "Now there at last is a lamp to match the one I bought last year!" And she bid \$36 for her own table lamp before the prank was discovered.

A tense crowd hangs on to its cash. To fight tension a good auctioneer keeps up a running patter of jokes and gentle teasing. If bidding is low or slow, he may prod a little: "Twenty-five cents? Oh, come now, who'll throw in a peanut butter sandwich?"



**CONNOISSEUR:** Paintings get critical scrutiny before they are auctioned off at Parke-Bernet.

### Using a System

He has to brace himself to look receptive to all kinds of bidding. Like horse players, most auction fans use a system to beat the odds. The following three are favored: Cat and mouse technique: Sit tight while the other bidders have their fun. Then, just before the auctioneer calls "Gone!" and drops his hammer, pounce in with your bid. The rest of the crowd will be too tired to continue the fight.

Nip and tuck: As soon as anyone else makes a bid, jump in promptly and raise

it by a fraction. This is extremely irritating to your opposition, which will soon drop out from sheer frustration.

Heavy artillery: The moment the bidding opens, leap to your feet and thunder out a high figure in a deep, challenging voice. Sometimes you can frighten your rivals away.

More important than elaborate techniques is a clear head, a sharp eye and knowing when to quit.

Richard Gilchrist, of the Rockland Auctioneers, at Congers, N. Y., says that you can get solid values by buying at auctions if you use these rules.

### Rules for Bidding

1. Fix your top bid firmly in mind before the sale and stick to it.
2. Never bid on any sizable item without thoroughly examining it. Figure out how much repair or refinishing will cost before you decide how much to bid.
3. Don't get sidetracked by the auctioneer's ballyhoo. If you go to the sale to buy a kitchen table and chairs, don't permit yourself to be lured into bidding on Chinese porcelain. Nothing is a bargain if you can't use it.
4. Remember that if bidding is low and slow, the item is probably worthless.
5. You can afford to outbid a dealer as long as you can be reasonably certain that he is buying for resale. He won't bid more than 50 percent of the item's retail value.
6. If a dealer's bids seem to be soaring above market values, stop bidding against him at once. You may be sure that he is bidding for a client and has been commissioned to buy regardless of price.
7. Don't make a bid unless you're prepared to buy. Auctioneers are usually nice about permitting retractions but legally your bid is an oral contract and he can hold you to it.

Last of all, if you lose out to another bidder after an exciting run, don't permit yourself to interpret it as a personal defeat. You may beat your rival for something next week.

**A burlesque show is where Auctioneers assume the actors are from Missouri.**

# **Three Bought Sheets Received Only "Rags"**

An "auctioneer" who was accused of selling rags for sheets and pillow cases in an auction near Berlin, N. J., several weeks ago was adjudged guilty in Camden County Court.

Three persons testified they had bought bogus packages. Mrs. Freda Myers, of Waterford Township, N. J., said she bought \$53.75 worth of what she was led to believe were sheets and pillow cases, but found when she got home she had nothing but rags. Maurice Lang, of Elwood, N. J., said he paid \$9.00 for several packages of torn materials, while Mrs. Mary MacMullen, of Williamstown, N. J., said she paid \$16 for six packages of "alleged" sheets and five packages of pillow cases.

All three testified that when the auction started the Auctioneer demonstrated good sheets and pillow cases and used them as an example of what the packages were supposed to contain. Sentence of the so called auctioneer was deferred by the Judge until Oct. 19th.

## **Alert Member of N.A.A. Gets Retraction Of Unfavorable Publicity**

Colonel J. W. Smith, of Camden, N. J., a member of the National Auctioneers, appeared before the governing body of Berlin, N. J., and stated that he had made a personal investigation and found that the people had been deceived by an unscrupulous operator who was peddling his wares by way of the hawking method, was not an auctioneer and was resorting to unethical practices that no legitimate auctioneer would stoop so low. Col. Smith,



**Col. J. W. Smith**

eliminated and that the word hawker be substituted in the charges against the

requested that the word auctioneer be accused. Newspapers in the vicinity of the community auction were quick to publicize the incident and through the efforts of Col. Smith, the matter was corrected to the point where it did not reflect upon the Auctioneers.

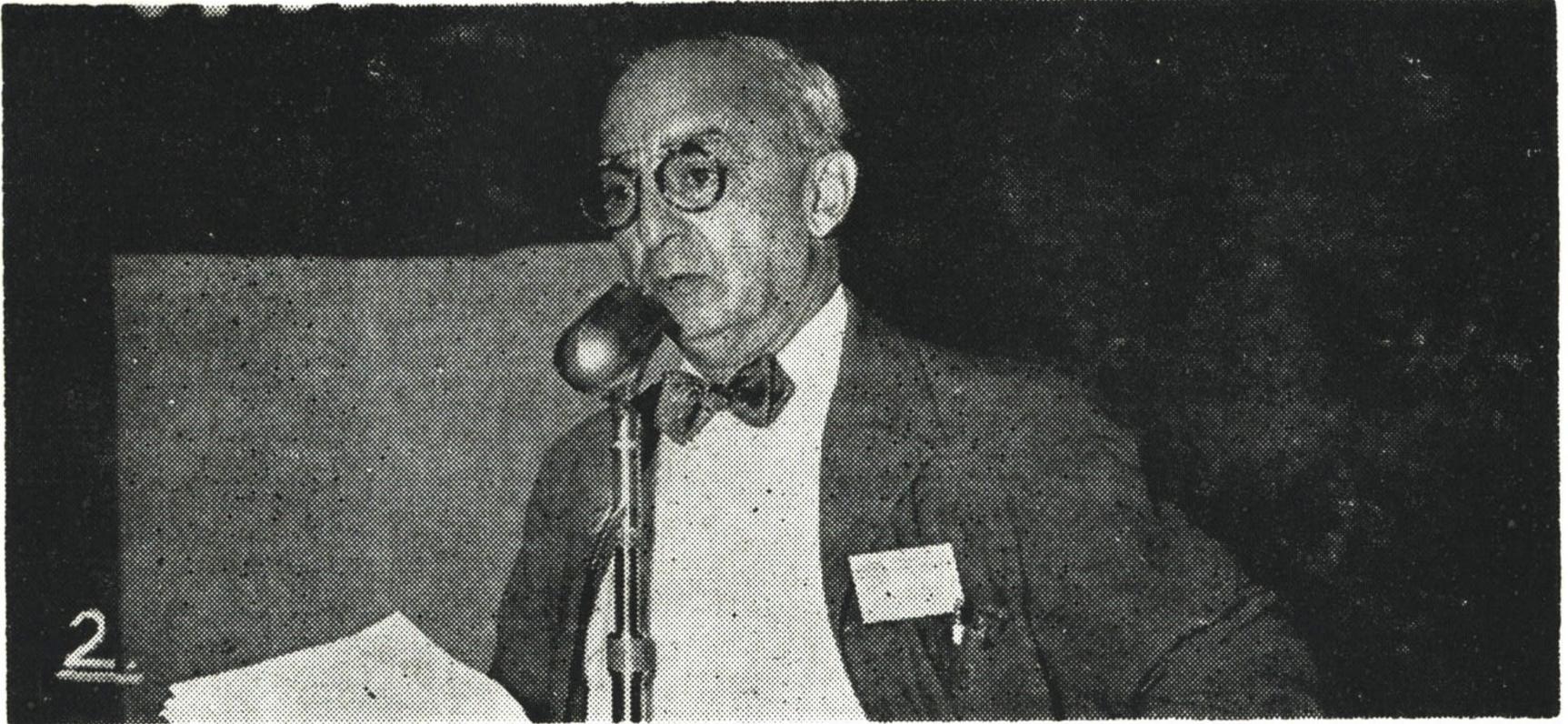
"The Auctioneer" takes pleasure in commending to all Auctioneers the initiative of a fellow member that is working in the interest of the Auctioneers and the advancement of a profession that is rapidly forging to the front. Col. Smith states "I have been a member of the N.A.A. and the New Jersey Society of Auctioneers but a short time and during that time I have come to realize the tremendous good that can be accomplished and the unlimited potentialities of organization. I am 100 percent plus for my state and national organization and ready and willing to do my bit at all times. No matter how much we all do none of us can expect to reach the multitude that is made possible through "The Auctioneer" but if we will all do a little something the path of all auctioneers will be made much easier. Let all members be on guard at all times and all do our bit to help you Col. Rhodes, so that ultimately "The Auctioneer" will reach every Auctioneer in America. May we all be alert and drive from the field of Auctioneering the unscrupulous, deceitful, perfidious operators.

Col. J. W. Smith

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**Auctioneer Insurance is membership in the National Auctioneers Association.**

# **Col. Gordon Addresses Sixth National Convention**



**Mr. Chairman, Honored Guests, Ladies and Gentlemen, Fellow Auctioneers —**

**I must be a good orator because I have had the honor and pleasure of being the guest speaker at all of our National Conventions.**

**It is my endeavor to impress upon you the importance of the National Auctioneers Association and why you should be a member and make it a point to obtain as many fellow auctioneers to join as you possibly can.**

**In February of 1949, the powerful Real Estate Board of Illinois endeavored to steam-roller through the General Assembly, House Bill No. 204. Had they succeeded in so doing, more than 90 percent of you Illinois auctioneers who are sitting in this auditorium would be out of business, because this bill had some real teeth in it.**

In substance, it provided that no auctioneer could offer for sale at auction any real estate or land unless he was a licensed real estate broker and in order to obtain a real estate broker's license, it would be necessary for the auctioneer to take an examination, and if he were fortunate enough to pass this examination, he would then become a licensed real estate broker with permission to act as an apprentice for a year or more before becoming a full-fledged broker. These examinations are very difficult to pass because questions such as: "what is the fourth principal meridian, where does it start and where does it end," is a typical question. I am, by far, not the dumbest man in this room, and I'm going to confess to you right here and now that I took that examination twice and flunked both times. Our friend, Chet Drake was more successful; of course, he is brighter than I am. He took the examination once, flunked, but was successful in his second attempt.

At this point, I want to tell you what this young organization did. Fortunately for us, we have Hon. John W. Lewis, Jr., who is a member of our General Assembly and likewise a member of this association, who, when he learned of this attempt on the part of the real estate lobbyists to steam roller this bill through, immediately contacted Chet Drake, Walter Holford and one or two other members of our association, who jumped down to Springfield and with considerable arguing and wrangling succeeded in shelving this bill.

I don't know much about the regulation pertaining to injecting cattle with serums within a certain period prior to their being offered at auction and other similar regulations that are making it more and more difficult for auctioneers, but I'm certain that many of these are not important, as far as auctions are concerned, but are merely proposed by "the powers that be",

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## GORDON ADDRESS—

(Continued from previous page)

who being cognizant of the fact that auctioneers are stepping on their toes by taking business away from them they are endeavoring to impede the progress that auctioneers are making and "these powers that be" are proposing bills from time to time to the General Assembly.

I warn you, unless we are on our toes, and unless we become more powerful, by having a larger membership, bills will be introduced that will have clauses in them that will make it mandatory to have you pull up the stumps in the farm which you intend to auction, not only that, but you will have to fix and paint the fences, and if there are cattle on this farm, you'll have to trim their horns, curry their tails and manicure their hooves before you will be allowed to offer these animals for sale.

We must, and will, endeavor to procure legislation nationally so that laws and regulations governing auctions shall be uniform in all states and that we have reciprocal arrangements between states.

I presume most of you have had no experience in conducting auctions in locations other than your sphere of operation and I want to relate to you an incident that occurred to us in Minneapolis, Minn.

We scheduled a sale there, and in applying for a license for this sale, were informed that same would be issued upon receipt of our check for \$134.00, which we promptly mailed and we received this license. We mailed 7500 descriptive circulars, inserted large ads in the newspapers and two days prior to the auction, our man, who was on the job phoned me that he learned that this auction was not going to be permitted because pressure was brought to bear by some local antique auctioneer to stop this sale, and the politicians, who this local auctioneer contacted, dug up an old state law, which has been on the Minnesota books from the day that Minnesota joined the Union, that statute had a clause in it that none other than a resident of the State of Minnesota was eligible to conduct an auction sale. I hurriedly flew down to Minneapolis, engaged a prominent attorney and succeeded in obtaining this state license, only because of the fact that we had a certificate of operation permitting our corporation to function in the state of Minnesota, and on that premise, after much wrangling with

the City Council and the State Officials, succeeded in going ahead with our sale. This experience cost us \$500 in fees to the attorney and considerable anguish and worry.

It is problems such as this that this association, with your help, will endeavor to rectify.

The real estate boards feel that they should be the only ones allowed to sell real estate and that auctioneers should not be permitted to do so. Dealers in cattle and hogs feel likewise, taking the attitude that they are in the cattle and hog business and auctioneers should sell everything other than cattle and hogs.

We find that the machinery dealers feel that auctioneers should stay in their own backyard and not sell machinery by auction because they contend that when a plant is desirous of disposing of their equipment, the owners of that plant should hire them to dispose of their equipment. Of course, you realize that these are selfish motives and we can hardly blame the real estate man, the cattle dealer and the machinery man because they realize that auctioneers have awakened both the owners and the buying public that the auction method of disposing of anything and everything to the best advantage is the best method and, naturally, it is encroaching on their businesses; however, it is up to us to protect our profession and see to it that bills and regulations that are now on the statute books which are obsolete and in most instances unconstitutional, be deleted from these statute books and that before new legislation is passed, that these bills are submitted to this organization for their perusal.

We can accomplish our aims only if we become powerful enough in number. Can you imagine what aim we could accomplish if we had a membership of five thousand or more; we could even defeat Truman!

This association has grown from a handful of 13 original members to approximately 350 and we, in my opinion, have made great strides, but it requires the combined efforts of all of you to build this organization to a point where we can accomplish our endeavors. I assure you that my associate and myself, likewise, such outstanding auctioneers as Cols. Drake, Petit, Holford, Martin, Bockelman, Sheets, Coates and others, who are established and have

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## GORDON ADDRESS—

(Continued from previous page)

been in the auction business for a great number of years, will be able to function whether or not we belong to this association. We are contributing our time, effort and money, not for a selfish or personal gain, but with the aim of improving and putting the auction profession on the high plain where it rightfully belongs and we are doing all of this because we want to help you young and up-and-coming auctioneers so that you can follow your vocation without the impediments which I related.

It therefore behooves each and everyone of you to make a special effort to contact as many auctioneers as you can and have them join this association for their own benefit, as well as for yours.

I want to digress, if I may for a minute and substantiate what my associate, Lester Winternitz, spoke about relative to fees by relating this experience.

On June 15, at about 5:30, just as I was about to leave the office, I received a long distance phone call from a city in Michigan. The party on the phone asked whether we would be interested in handling an auction sale of trailers and tractors. Naturally, I said we certainly would, what have you in mind? He said they have approximately 77 tractors and trailers to sell. I said, "when do you want these sold?" He answered, "next Wednesday the 20th." I asked him "how about the advertising." He stated that he arranged for all of that, that he had sent out three thousand circulars to dealers and users and taken care of the newspaper advertising. I asked him "how come you haven't arranged for an auctioneer?" He was candid in telling me that he had figured on having some local farm auctioneer, who is a friend of his, assist him in conducting this sale himself, but at this late moment he got cold feet. He asked me what I would charge and I said to him "put one of your circulars in the mail tonight and I will receive it in the morning, look it over and then phone you as to whether or not I will handle the sale for you and what my fee will be. The next morning I received his circular, it was nicely gotten up and I hurriedly analyzed the equipment he advertised and sensed the fact that this sale would bring approximately \$75,000. I phoned him and gave him this proposition:

I will charge you \$25.00 per unit for those I sell and \$10.00 per unit on those you buy back. He said he would rather have a percentage proposition. I finally made him this proposition:

I will take your sale on a one percent basis, impressing upon him the fact that I would only cry the sale and that he was to take care of the clerking, collecting and delivering. He asked me if I could complete this sale in one day. I said "I sure can!" He agreed to my proposal.

I arrived in Michigan at a quarter of ten, jumped up on the auction stand and by 12:15 I was through with the sale, which totaled \$99,650. Immediately at the conclusion of the sale, this man counted out \$996.50 in cash and handed it to me. I was madder than hell because he could have given me an even thousand dollars, instead of that he loaded me down with a lot of singles and silver. Of course, \$996.50 was fair pay for two hours and fifteen minutes of work.

I relate this incident not because of the fee that I received, but in discussing this sale with the owner after the auction, he related that he had contacted a local auctioneer who was incidently, the Chief of Police and who was willing to handle this sale for \$100. I'm trying to impress you that you should not be afraid to ask fair pay for the services you render and that if you're capable, you needn't worry about competition either.

If time permitted, I could relate dozens of such similar experiences. In conclusion, if my associate Lester and I can be of any assistance to you, feel free to call on us. Thank you.

No horse can go as fast as the money you bet on him.

### *The Last Issue*

If your membership in the National Auctioneer Association has expired.

or

If your subscription to The Auctioneer has expired.

This will be the last copy you will receive.

**ACT NOW AND CONTINUE TO  
RECEIVE THE AUCTIONEER  
EACH MONTH.**

# "Along the Way"

With Walter Carlson

PUBLIC ACQUAINTANCE has enabled many auctioneers to become elected to prominent positions by their neighbors and fellow citizens. Probably very few states have a legislature without some of its members from the fraternity of the Knights of the Hammer. The list extends along the line far enough to include Governors and U. S. Senators. Many sheriffs have been auctioneers. **Walter Carlson**



Quite a few auctioneers are sheriffs, legislators, governors and senators that have been returned to private life by the voters. This prompts the debatable question of whether it is advisable for an auctioneer to become involved in politics, or not.

A candidate for a political office came home one evening from a strenuous day of campaigning. Disgusted and ready to quit, he told his wife that he was going to withdraw from the race.

"What's the matter now, dear," asked the little woman.

"The opposition is lying about me! They claim that I am a crook and a horse thief."

"Well, you aren't, are you?"

"No, but what difference does that make? They have almost proved it!"

A size 44 coat does not fit every man, and one answer does not take care of the same question for every individual. In general, politics and religion are two controversial issues to avoid while doing business with most people. The majority of the auctioneers will find this rule a safe one to remember — **TAKE NO OVER ACTIVE PART IN ANY ISSUE ON WHICH THERE IS A DIVISION OF PUBLIC OPINION.**

In conducting an auction sale the Auctioneer should realize after the sale the cause of mistakes if any, if he makes no correction for mistakes, there is no reason why he should not make more mistakes.

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NELSON AUCTION SCHOOL  
RENVILLE, MINNESOTA

# Booster's Page

**\$5.00 WILL KEEP YOUR NAME AND ADDRESS ON THIS LIST A WHOLE YEAR**

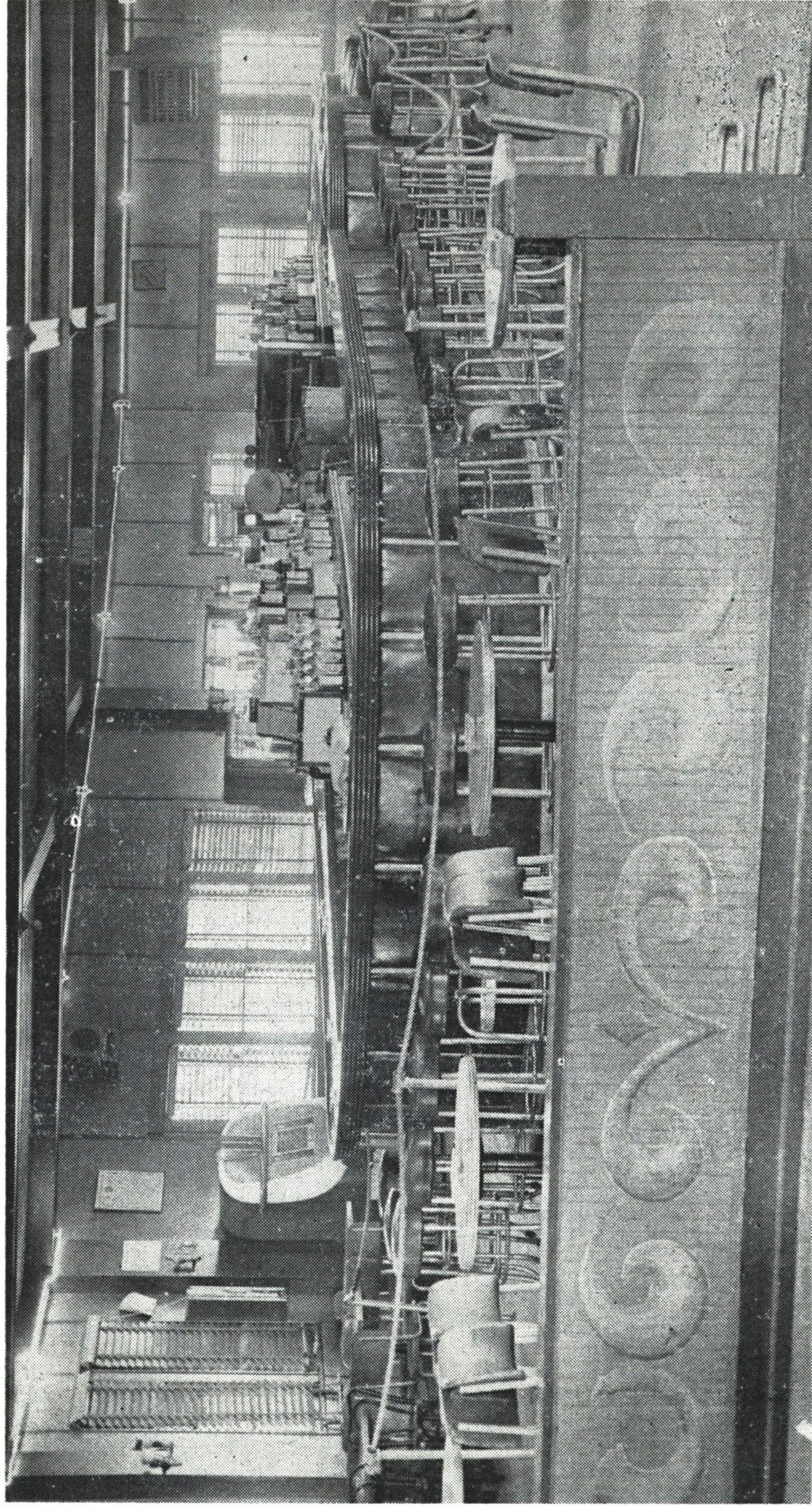
Col. Bart Bielenberg .....		Schleswig, Iowa
Col. W. C. Heise	915 Park Ave.	Oconto, Wisconsin
Col. Fred S. Ramsay .....		Madison, Tenn.
Col. C. B. Drake	P. O. Box 308	Decatur, Illinois
Col. Henry Rasmussen .....		St. Paul, Nebraska
Col. Bill McCracken	3807 Easton Ave.	St. Louis, Missouri
Col. M. C. Bowers .....		Elizabethton, Tenn.
Col. William A. Porter	117 N. 5th St.	Monmouth, Illinois
Col. Wendell Ritchie .....		Marathon, Iowa
Col. J. D. Kirkpatrick	224 West 2nd St.	Grand Island, Nebraska
Col. Philip A. Engelmeier	500 Foreland St.	Pittsburg, Pa.
Col. J. Robert Hood	7 Public Square	Lawrenceburg, Tenn.
Col. Walter Holford .....		Edwardsville, Illinois
Col. E. F. Volzke	Box 65	Broken Bow, Nebr.
Col. Mac M. Rothkopf	317 Bushwick Ave.	Brooklyn 6, New York
Col. George W. Lockridge	Route 3	Staunton, Virginia
Col. Watson Van Sciver .....		Burlington, New Jersey
Col. Wilbur D. Whittle	1402 East Monroe St.	Goshen, Indiana
Col. Earl Ellis .....		Washington, Indiana
Col. Leon S. Nelson & Col. Dan J. Fuller .....		Albion, Nebr.
Q. R. Chaffee & Son	Auction Mart	Towanda, Penna.
Col. Joseph A. Guzzi	477 Patten Ave.	Long Branch, New Jersey
Col. Stanley Wasielewski	10039 Diamond Dr.	St. Louis, Missouri
The Davis Twins, Identical Auctioneers .....		St. Peter & Madison Lake, Minn.
Col. Bud Drake .....		Decatur, Illinois
Col. John A. Carr .....		Macon, Illinois
Col. Howard B. Johnson .....		Story City, Iowa
Col. Leon E. Joy .....		Ames, Iowa
Col. Slim Kautzky .....		Glidden, Iowa
Col. Martin Lampi .....		Annandale, Minn.

# Booster's Page

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Col. Hubert S. Post	395 Duncan Ave.	Washington, Penna.
Col. Tom Berry	Hill & Main St.	West Newton, Penna.
Col. John W. Heist	P. O. Box 22	Beatrice, Nebraska
Col. Homer H. Sparks	1244 East State St.	Sharon, Penna.
Col. Herbert Van Pelt	Maplewood Farm	Readington, New Jersey
Col. B. G. Coats	490 Bath Ave.	Long Branch, N. J.
Col. Harold "Babe" Brunsell	.....	Evansville, Wisconsin
Col. Henry Wilber	.....	Bronson, Michigan
Col. R. D. "Jim" Brown	.....	Ida Grove, Iowa
Col Ray Hudson	Route 1	Morrisonville, Illinois
Col. Romaine Sherman	Route 1	Goshen, Indiana
Col. T. C. Jensen	509 Blaine St.	Holdrege, Nebraska
Col. Alvin Van Loh	1326 S. Rotzler Ave.	Freeport, Illinois
Col. Ralph Rosen	Genesee Bldg.	Buffalo, New York
Col. L. T. Crawford	219 West 7th St.	Mishawaka, Indiana
Col. E. L. McCloskey	.....	Edina, Missouri
Col. Ralph Drake	.....	Montpelier, Ohio
Lehigh Valley Society of Auctioneers	C. J. Leiby, Secretary	Allentown, Pa.
Col. J. B. Robinson	1623 West 15th St.	Sioux City, Iowa
Col. James Webb	.....	Grand Island, Nebraska
Col. Guy L. Pettit	104 North East St.	Bloomfield, Iowa
Col. C. H. Riley	.....	Valentine, Nebraska
Col. E. W. Sparks	511 Pearl St.	Sioux City, Iowa
Col. M. F. Boner	.....	Marshall, Missouri
Col. Laird N. Glover	Route 5	Crawfordsville, Indiana
Col. Walter Carlson	.....	Triumph, Minnesota
Col. Joseph W. Donahoe	706 Harriet St.	Darlington, Wisconsin
Col. Harry J. Argus & Co.	5217 Hohman Ave.	Hammond, Indiana
Col. Frank K. Taylor	Route 3	Courtland, New York

# Keansburg, New Jersey Cabaret Brings \$60,000.00 At Recent Auction



Interior view of the famous Cabaret located on the Boardwalk at Keansburg, N. J., and recently sold at Public Auction.

# **Col. Coats Sells New Jersey Cabaret At Public Auction**

Keansburg, New Jersey — New Jersey's famous night club located on the Boardwalk at Keansburg, N. J., was sold at auction on Tuesday, September 25th, for \$60,000.

Long known as Sheehan's Night Club, the cabaret was constructed thirty-five years ago. Year after year the place was enlarged when in 1947 it had a seating capacity of 600 with a 140 foot clover-leaf bar, dance floor and orchestra pit where many of the famous name bands played to the multitude of summer visitors. In January of 1947 it was sold to a syndicate for \$100,000.00.

Due to changing business interests of the five-man syndicate the club was placed on the market one year ago for sale but no takers. After several meetings with the stockholders Col. Coats, was successful in obtaining a majority vote to sell at public auction.

Approximately 200 visitors assembled on the dance floor where the auction was to take place as Col. Coats, took his position on the orchestra platform with Col. Joe Guzzi and Col. George Bird, working the ring. At 11 a. m. the sale was opened by a brief but impressive talk by Col. Coats. At the conclusion of his remarks the ring men went into action and spirited bidding prevailed, gradually narrowing down to three bidders, then two when the bidding had reached \$55,000. Continuous pleading by the Auctioneer and the two ring men brought forth a bid of \$60,000 and seconds thereafter the famous rendezvous for many in and out-of-state patrons was announced sold.

The new owner after extensive modernization project will reopen the cabaret and announced he would resume the policy under which it was operated for many years in presenting Broadway floor shows throughout the summer months.

"The Auctioneer" takes pleasure in bringing to the attention of all Auctioneers this brief but important history of an auction sale, brought about by determination and perseverance and a concrete example of what can be accomplished via Public Auction.

## **News From The Field**

On Friday, October 5th, Col. ERNIE WELLER, sold two 320 acre farms at Butte, Nebraska. In addition to real estate, he sold all the machinery and equipment used to operate these farms and 120 high grade hereford breeding cows.

September 28th, Colonels LAMPI and PEDERSEN sold a 120 acre farm two miles south of Annadale, Minnesota. Also sold all the machinery, livestock and the corn in the field on this sale.

September 29th at Cherokee Livestock Pavilion Col. JIM BROWN of Ida Grove sold 1000 top quality calves. Many of these were for 4-H and F.F.A. projects.

At Howard Lake, Minnesota, October 3rd, Colonels LAMPI and PEDERSEN sold a farm sale which featured 25 head of high grade Holsteins and Guernsey cattle.

September 24th at St. Peter, Minnesota the DAVIS TWINS sold a complete closing out sale for Francis Weber. Included in this sale were 52 head of livestock.

WALTER CARLSON sold 80 acres of Martin County land at an auction sale September 7th at Dunnell, Minnesota.

On September 21st, the SAMUEL L. WINTERNITZ & CO. sold at auction the Libman Mfg. Co. consisting of garment finishing plant machinery and equipment in Chicago.

Col. JOE DONAHOE was the auctioneer who sold 94 head of Hereford cattle, 82 head of hogs and 627 acres of land, September 18th, at New Diggins, Wisconsin to settle the Luella Richardson Estate.

September 18th, the DAVIS TWINS sold a farm sale at Mankato, Minnesota for Robert M. Johnson.

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Double check your Auctioneering Efficiency. Membership in the National Auctioneers Association is a simple accounting method of bigger and better sales.

# AUCTION SALE VISITORS

During the past "The Auctioneer" has published many varied and indeed interesting articles on Auctioneering, Auctioneers and the Auctioneering Profession. If you have been a constant reader of "The Auctioneer" and digested the articles, the chances are that you have improved as an Auctioneer and that you look forward every month to receiving the next issue.

Let us pause for a moment now and look at the auction sale from a visitor's standpoint, so instead of reading about Auctioneers let us put the shoe on the other foot and be visitors for a change.

Most of us know that people who flock to auctions often have no intention of parting with a dime. They are lured by an appealing advertisement, by the fun, the color, the excitement and the fascination, yes and in some instances by the Auctioneer. Sometimes they can pry into the innermost secrets of another family or neighbor whose life time accumulations lay before them.

Many women go to auction sales in search of bargains - - but they often manage to outwit themselves and influence other women to do likewise. They would ridicule any secondhand store if it dared to ask the prices that they themselves bid at any auction sale. I am reminded of a lady who bought an old carved table at auction for \$4.50. She kept it until summer and then arranged to include it with the offerings at a neighbor's auction. A few summer residents were present and bid frantically for the table. The winner took it away triumphantly for only \$117. Chances are the summer residents just stopped in perhaps lured by the crowd and excitement with no thought whatsoever of making a purchase.

Sometimes the crowds at auctions are so dense that bidders can't see each other and such a crowd is an Auctioneer's delight. A refrigerator was offered at a recent sale and one man kept bidding desperately as he and his wife needed it for their summer home. Every bid was topped from another part of the crowd. When the price went too high, he finally gave up and lost the refrigerator to his wife. I am sure the Auctioneer did not know the lady to be the contending bidder's wife or he would not have accepted her bid, believe it or not.

It is an accepted fact that farmers are shrewder buyers than city people. They are ardent students of the catalogue, and so were most Auctioneers before the advent of the indoor toilet, and have a good idea of values. When an item is put up at auction, they visualize its mail order price, deduct a third to a half for depreciation and arrive at their top-bidding price. The only city visitors who are comparably sharp are those with a background of bargain-hunting in secondhand stores.

It is rather easy to buy a white elephant that looks like a red hot bargain. Most Auctioneers are careful to avoid vouching for the condition of their client's offerings. When a radio or clock is put up for sale there is always one or more visitors that want to know if it works. Many Auctioneers reply in an affable way. "Well, it did work." Bidders are then on their own to decide whether he means it worked the day before or in 1930.

You probably won't run across many auctions like one that took place not long ago. The seller was dismayed to note that the Auctioneer was unable to obtain the value of just about everything he put up and that the same lady was the buyer of just about every item. Despite his disappointment, the seller couldn't find it in his heart to blame the Auctioneer, or the crowd for refusing to bid. The lady's husband had died in a fire that had destroyed their home. She was furnishing a house she had rented. The silence of the visitors was an eloquent expression of their desire to help her at the expense of the seller.

Visitors at auction sales will find the technique of bidding confusing at times. It varies from auction to auction. One Auctioneer recognizes only audible voice bids. Another cries the prices he wants, and visitors will show assent by barely imperceptible signals, lifting an eyebrow, pulling the lobe of their ear or wiggling a finger, scratching their nose, rubbing their eye, etc.

Inexperienced bidders at auction sales need to know a few simple principles of bidding. First if it is a household goods sale spot the secondhand and antique

(Continued on next page)

## AUCTION SALE VISITORS—

(Continued from previous page)

dealers in the crowd. Your Auctioneer will point them out to you if you ask. Their business is to buy cheap enough to resell at a profit. When they have finished bidding add a few dollars to their top bid, to estimate a reasonable auction price. Second, start your bid as low as you want. Don't be intimidated by the Auctioneer if he is asking for a starting bid of \$10 for instance. If you are bidding on a late television set you have a legal and moral right to start the bidding at \$1 or less. It will make the Auctioneer work harder and longer. If he is a good Auctioneer it makes no difference to him where you start an item as he will get the value of it before he sells it. Third, beware of confusion over when the Auctioneer has a bid and when he is only asking for one. If you are in doubt about the last bid, speak up and ask the Auctioneer. He'll stop his chant and give it to you in straight English. Fourth, ask yourself what would be the top price you will bid and stick to that as your top bid. Fifth, attend as many auctions as you possibly can and remain throughout the day. The best time of day to get real bargains is after 4 p. m., when the crowd dwindles, the Auctioneer is getting tired and the help is getting irritable. Sixth, don't assume anything is antique simply because it looks old. Most Auctioneers will let you probe and inquire and will be most helpful to you. Seventh and last, be a good sport. If you think that you got stuck laugh it off and look forward to the next auction and the chances are that you will more than make up for your meager loss at the last sale. Auctioneers are human and want to do what is right at all times, but if the visitors go beyond the realm of good judgment, don't blame the Auctioneer.

Years ago a handful of people was considered a crowd for an auction, while today those who once raised eyebrows at the mere mention of secondhand goods have become avid auction hounds. Intriguing and profitable paths lead from auction gatherings and if you have tasted the joy and surprises of buying at auction, you will understand why the heart palpitates when you come upon that welcome sign "Auction Today". Appreciate the position the Auctioneer is in when conducting an auction sale and he will appreciate the position you are in as a visitor.

B. G. Coates

## AUCTION FEVER

X

I bought a copper kettle  
And a Boston rocking chair,  
A sturdy cherry cradle  
For a baby not yet here.

I bought a hobnailed goblet  
to drink the baby's health in;  
A small bank made of pewter  
To keep the baby's wealth in.

I bought an old rain barrel  
For the baby's looking glass  
And an hour glass so he  
could watch  
The white-sand minutes pass.

Oh, hat askew, and shouting;  
And daffy as a loon,  
I outbid friend and neighbor  
All the golden afternoon.

"Woman" I muttered to myself,  
And did some pert fast talking;  
"When my grandchild cries," I said,  
"This chair will still be fine  
for rocking."

—Frances Frost

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with the ethics of the foregoing  
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# Colonel Bockelman Addresses The National Convention

Col. Bockelman was one of the outstanding speakers at the National Convention held at Decatur and being one of the first speakers, he got the convention off to a good start.

Many speakers use a prepared script which makes it very simple to reproduce their speech. Col. Bockelman spoke like he sells strictly off the cuff and plenty fast, making it almost impossible to get anything but snatches of the speech down on paper.



**Paul  
Bockelman**

Listed below are a few of the quotations from the Colonel's speech:

✕ "Our aim in life should be to leave something worth-while for the coming generations of auctioneers."

✕ "The man who belongs to the State Association and doesn't attend the meetings - - the meeting is better off without his attendance."

"I have sold 7,138 auction sales in the 45 years I have been an auctioneer."

"I am not interested in what the N.A.A. can do for me but rather in what I can do for it."

"I am a member of a lodge that does not solicit members instead people seek to become members of it. Our intention is to build the N.A.A. into such an organization that auctioneers will strive to become members and not have to be solicited."

"I have formed the habit of advertising that I operate under the principles of the National Auctioneers Association code of ethics."

"Minnesota auctioneers do not like the Minnesota license law. The restrictions are very high. You must be an American citizen, a citizen of the county, have ten dollars and put off a one thousand dollar bond. You can be deaf, dumb and blind and still be an auctioneer in Minnesota."

✕ "I am reminded of what General MacArthur said. He said 'Old soldiers never die, they just fade away'. I say 'Old auctioneers never die, they just talk and lie'."

## FLASH TO ALL AUCTIONEERS —

The R. C. Foland Auction Company, of Noblesville, Indiana, has proven again what can be accomplished when selling by way of the auction method.

An auction sale that could be classified as unusual and extraordinary, also unique due to the foresight and ability of an Auctioneer that had the perserverance and tenacity to see it through.

The sale was that of the Schmidt Brewery, of Logansport, Indiana. The company had gone into receivership and the receiver, by order of court, obtained an offer of \$39,250.00. The court adjudged the sale and approved it and ordered the Receiver's Deed made.

Col. R. C. Foland, President of the R. C. Foland Auction Company having knowledge of the transactions and what seemed to him a ridiculous price for such a valuable property, prompted him to interest some of the creditors to engage their respective attorneys and raise the offer to \$45,000.00 in order to get the judge to set aside the sale. Col. Foland was then given the job, by order of the court to sell the assets of the Schmidt Brewery Company at public auction. After adequate and effective advertising, proper planning etc., Col. Foland proceeded to sell at public auction and secured \$75,000.00.

This is just another concrete example of what the auction method conducted by capable and qualified auctioneers can accomplish against a sale conducted by attorneys, judges and inexperienced court officials. Col. Foland, in no way whatever wishes to cast any reflections on the need of attorneys in legal matters, but is of the opinion that they should confine themselves to their profession.

"The Auctioneer" takes pleasure in calling to the attention of all Auctioneers the many possibilities such as this one that can be yours if you will but take the initiative. Our congratulations to Col. Foland for an excellent piece of work that should be an inspiration and a constant reminder to be on your guard at all times and you will find diamonds in your own back yard.

# Coats' Notes

Our profession is a heritage well worth saving, strengthening and defending, and this can only be done by the Auctioneers resolving to do it themselves. You must not allow yourselves to be misled by those who for selfish reasons of their own extoll the Auctioneers love of Independence solely to keep them divided.

As Auctioneers we are daily confronted with challenges which as individuals we



Col. B. G. Coats

are unable to conquer. Challenges that cannot be met individually. They can only be met by collective action and the National Auctioneers Association offers a golden opportunity to meet such challenges by collective action.

It is the only Auctioneers organization in the United States with strength and potential power for the advancement and protection of every Auctioneer. This strength, this potential power should be exercised - - it must be exercised if our profession is to be preserved and strengthened. All this cannot be accomplished without constantly adding new members. There is no question but that the continued success of the National Auctioneer Association as a healthy, vigorous organization is based on new members. You therefore have another challenge to meet and that challenge is the strengthening and advancement of Auctioneering as a noble and necessary profession.

As we depart from this convention and return to our respective communities may we do so resolved to meet and conquer all challenges by collective action.

(These notes were taken from an address delivered by Col. Coats at the National convention at Decatur—Ed.)

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# FROM THE MAILBOX . . .

September 27, 1951

Pfc. George W. Lockridge  
U. S. 52-048-098  
8209th MASH, AU  
APO 301 c/o PM  
San Francisco, California.

Dear George:

Certainly enjoyed reading your letters in the past two issues of "The Auctioneer". It was indeed good to hear from you.

The convention was quite a success and I believe that it was enjoyed by all, as well as, much being gained from the fellowship and exchange of ideas.

Business has really been rushing for the past few months and we have had some beautiful sales, especially the Craigland sale shown on the enclosed catalog.

Your job will be waiting for your return and we do hope to see you on the block in the near future.

The entire organization sends their very best wishes and request to hear from you often.

Sincerely,

J. G. SHEETS & SONS  
By: Foster G. Sheets

Girl — Am I the first girl you ever kissed?

Auctioneer — Now that you mention it, you do look familiar.

## GREETINGS

WE ARE BEHIND THE ETHICS  
AND PRINCIPALS OF THE

N. A. A. 100%

ILLINOIS AUCTIONEER'S  
ASSOCIATION

# Chicago Honor To Thompson . . .

The dean of American livestock auctioneers will be honored during the 1951 International Livestock Exposition when his portrait will join the exclusive gallery at the Saddle and Sirloin Club.

He is Col. Arthur W. Thompson of Lincoln, Neb.

Official presentation of the portrait will be made at a dinner in the saddle and Sirloin Club at 6:30 p. m. November 26th.

Art Thompson first made up his mind to be an auctioneer more than 50 years ago, as he trudged behind a horse-drawn cultivator on his father's farm in Nebraska. "As I walked those hot miles under the sun," he recalls, "I thought that some day I would get a job where I could get a drink of cold water any time I wanted it."

During the past 42 years, Mr. Thompson has knocked down more than 250 million dollars worth of cattle at more than seven thousand sales. Ten Hereford bulls have been sold for more than 50 thousand dollars. Colonel Thompson has auctioned them all.

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.

Off the auction stand, Art Thompson has preached the gospel of sound investments in better livestock to improve herds over America. 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."

Mr. and Mrs. Art Thompson have one son, Elwood N. (Jack) Thompson, secretary of the First Trust Company of Lincoln.



A sharp tongue and a dull brain never made an Auctioneer.

A high standard of ethics is an essential part of any successful auction sale.

# Auxiliary Pres. Message

Dear Friends:

All through the month of September I have been trying to think of something worthwhile to soften the effects of this photo that our editor asked for. The past two weeks, I have tried to do a little house cleaning, so while the sweeper hums and the cars on one side and a fast freight train on the other rolls by, I have been thinking I needed to do a different kind of house cleaning. Ask yourself the same question I asked myself the other day "is your living cluttered up?" Are you getting the most out of life?" If you are not, then perhaps you need to find out why. Lives can become cluttered just the same as attics, basements and cupboards. In spite of all our modern gadgets, lives are more cluttered today than ever before. We have too many things, too many kinds of food, too many changes of clothing, too many activities, too many social demands, too many radio and TV programs and far too many things to worry about.



**Mrs. June Holford**

What does it all add up to for hundreds of people? You can have the answer when you check on heart disease or nervous trouble statistics.

Have a good house cleaning and clean out the useless rubbish that is haming your life. Be honest with yourself when asking if the old things you are in the habit of doing are really necessary to good living. If not, discard them as you would old shoes, or old curtains.

Millions of us would benefit by such house cleanings that chokes up effective living. As the result the death rate from heart trouble would decrease, our mental factors would be less full and our health and moral span would most assuredly shoot sky high.

There isn't any house that don't need house cleaning and the same thing goes for our lives.

Respectfully,  
June N. Holford

# FARM SALES HAVE CHANGED SINCE 1892

Modern methods and progress come into their own adoption and are soon taken for granted. Much interest, therefore, is shown in an old bill for a farm sale which was held on the farm near Lyons, Wisconsin on November 3, 1892. The farm and the equipment were owned by George S. and Rudolph Batchelet, brothers, the first of whom was the father of Senator Willis K. Batchelet of this city. The bill was 18x24 inches in size and printed in large type. Among the articles offered for sale were 20 tons of tame hay and 5 tons of wild hay; a F. I. Case threshing machine with a J. I. Case Woodbury Power. This power unit was driven by horses and used to drive the old fashioned separator; a three-seated double buggy and two top buggies; a steam washing machine; a self-rake reaper; turning lathe; and a Monarch sawing machine. Conspicuous also was a line which read "Free Lunch at Noon."

Noticeable also was some poor proof reading with such misspelling as "busels," "sythe," "furnitur" and "caldron."

The sale was on the old homestead of the Batchelets, and the farm was also sold.

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# ***The President's Message***

Fellow Auctioneers:

In talking to the members at the recent National Convention, a number of them mentioned that they were handicapped by ordinances which were preventing them from selling sales in some of their respective cities. I promised them that I would get all the data relating to how a similar ordinance was passed and revoked in my home-town of Sioux City, Iowa.

In about July of 1945, the City Clerk of Sioux City notified one of the Auctioneers that all the Auctioneers of the City would have to pay a license fee of \$50.00 which was an Ordinance on their books at that time, and only one of these Sioux City Auctioneers had paid his license fee. It was therefore agreed by five Auctioneers



**Paul F. Bockelman, Sr.**

here in Sioux City that we should get a new license law passed which would have some teeth in it. So, the Auctioneers engaged the services of an attorney, who drafted an ordinance which would prohibit anyone from conducting a sale within the City Limits, unless he was a voter of the city, and which also called for a licensing fee of \$200.00. They presented this to the City Council, and had it printed and read for the required number of times. It then became an Ordinance of Sioux City, Iowa.

Some of these Auctioneers wanted this to prevent any pure-bred livestock Auctioneers from conducting a sale, and some even wanted to prohibit the field representatives from the various Farm Papers from acting as ring man at the different sales to which they were accustomed to going.

I was not in favor of this entire program, as I realized that it was unfair, but thought that everything considered, it would be the best thing to do to bring the problem to a head. I knew that some auctioneer who wanted to make a living would book a sale within the city, and in getting arrested, would contest the ordinance. This is exactly what happened.

Col. Dick Richards, a very popular Auctioneer from Merville, Iowa, a town about eighteen miles from Sioux City, booked a general farm sale within the corporate limits of Sioux City, and was prevented from holding the sale, so he had one of the licensed Auctioneers, who had paid his \$200.00 fee conduct the sale. About a week later, Col. Richards was engaged to conduct another farm and livestock sale, also in Sioux City. Mr. Richards told the Mayor of Sioux City that he intended to sell this sale himself, whereupon the Mayor promptly had Mr. Richards arrested. Mr. Richards then furnished bond in the amount of \$200.00 himself, and employed an attorney, and prepared to carry the case to the Supreme Court if necessary. This, however was not necessary, as the Municipal Court of Sioux City ruled as follows:

(Excerpt from Court Docket No. C-16, Page 387, Case No. 3676)

“And now, February 6, 1946, this matter, having been heretofore taken under advisement comes on for ruling, the Court finds that the City has no power, under our laws, to enact an ordinance regulating and licensing Auctioneers, or to require an Auctioneer to furnish a bond in the Penal Sum of \$1,000.00, and to pay a license fee of \$200.00 per year or \$50.00 per day in order to carry on his occupation within our City. Therefore, it is ordered that the Ordinance No. Q-13,000, Chapter 112.01.1 to 112.0.9 as amended, is illegal and void. Further, it is ordered that the demurred be and hereby is, sustained. This case is

(Continued on next page)

## PRESIDENT'S MESSAGE—

(Continued from previous page)

dismissed, bond released, and costs taxed to the City." George M. Paradise, Presiding Judge.

Now, I honestly believe that in view of this ruling, that no city or county or state can enforce an ordinance prohibiting an Auctioneer from making a living even though he does not live in and vote in that district or state.

I have received numerous letters from all over the United States citing similar incidents, where such laws are now in effect. I believe that they can be wiped off the books everywhere, as they were in Sioux City, Iowa.

This can only be accomplished if the Auctioneers will band themselves together by joining in a state association, affiliated with, and composed of members of the National Ass'n. There is but one answer - - Let's get EVERY state organized. Let every Auctioneer in the country who is now a member of a state or of the National Ass'n. to pledge himself to getting as many new members as he possibly can. Let's do this so that we can help each other, and sell our profession to the Public, and not be considered rank outlaws, as some of our adversaries would lead the public to believe we are.

I hope to see the day when all the Auctioneers of the Country are united by licenses issued by the State, which can be acquired by any Auctioneer, providing that he qualifies to an examining board,

composed of impartial, practicing Auctioneers, and united also, by the common fellowship of the National Auctioneers' Association.

For my next month's message, I hope to be prepared to suggest a licensing plan, and hope also, that I shall, in the meantime, receive suggestions from every Auctioneer who is interested in the future of the Auctioneering Profession about this plan of licensing Auctioneers. These suggestions will help to provide me with the knowledge to draft for your inspection, a workable, satisfactory plan for licensing, and to further elevate our Professional Status in the eyes of the Public.

Be sure, also, to write to our Editor, Col. John Rhodes, LeGrand, Iowa, telling him what you are selling, and when, as the Auctioneer boys are making history, and setting a fast pace, and the others would like to hear about it.

Yours, for a bigger, better Journal, and a more worthy Association.

Col. Paul F. Bockelman, Sr.  
President, N.A.A.

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Nothing means anything to me except Auctioneering. I'm warped in that direction. I have a terrible urge. When I get a sale I'm happy, but sometimes I go through hell to get that sale. I think I'd probably tip the black bottle if I couldn't sell.—  
B. G. Coats

## APPLICATION FOR MEMBERSHIP

**NATIONAL AUCTIONEERS ASSOCIATION**  
**RUSSELL DAVIS, SEC'Y.**  
**ST. PETER, MINNESOTA**

I am actively engaged in the Auction Business and do hereby apply for membership in the National Auctioneers Association. I enclose \$10.00 for a years dues with the understanding this money will be refunded in the event this application is rejected.

**NAME** \_\_\_\_\_

**ADDRESS** \_\_\_\_\_  
(City) (State)

**REFERENCE:** \_\_\_\_\_  
(Name) (City) (State)

**The Above Reference Is An Auctioneer**

# ***Interesting Advertising . . .***

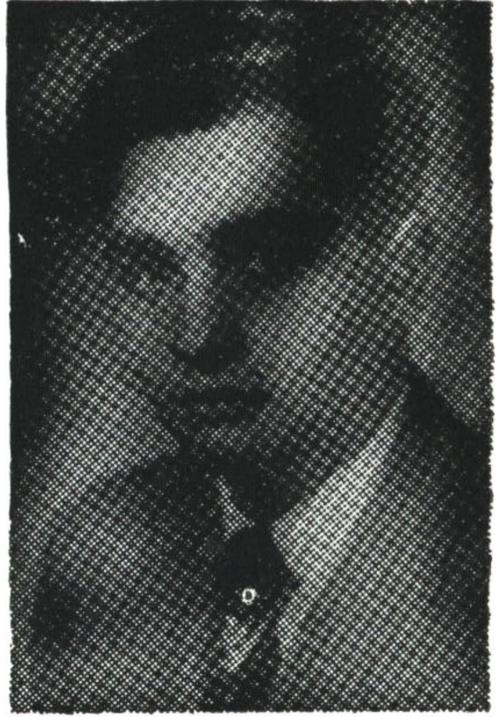
## **PUBLIC AUCTION**



**Col. B. G. Coats**  
Long Branch, N. J.  
Art, Antiques, Real Estate,  
Commercial and Industrial  
Equipment.



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Freehold, N. J.  
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**We shall deem it a pleasure to render you any service within our scope and invite your inquiries.**

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**490 Bath Avenue**

**Phone 6-3599**

**Long Branch, New Jersey**

***Members "National Auctioneers Association," "New Jersey State Society of Auctioneers"***

# Sale Bill of the Month

MRS. NEWTON SAID:

## SELL 'EM

SO THAT'S WHAT WE'RE GOING TO DO!

Mrs. Newton, owner-manager of the Southwest Company in Springdale, owner of the remaining 56 lots in WESTWOOD ADDITION, has given us orders to sell these fine lots and she means it. So they are going to be sold at



### PUBLIC AUCTION

Yes, sir, they are going under the hammer . . . AUCTION means ACTION! Anything can happen . . . don't miss this chance of a lifetime to get a fine lot at a bargain price. Look over these lots now —before the sale starts. When your lot comes up for sale . . . name your price . . . your bid can buy it!

**ATTEND THIS BIG PUBLIC AUCTION STARTING**

**Monday** SEPTEMBER 3  
2:00 & 7:30 P. M.

AT THE WESTWOOD ADDITION  
END WEST EMMA AVE.

- ★ BUY AT YOUR OWN PRICE
- ★ LOTS ARE GOOD SIZE  
Over 250 feet deep.
- ★ ONLY 56 LOTS LEFT  
25 have already been sold. Several fine homes already built.
- ★ REASONABLY RESTRICTED  
Fully approved by State, City and Federal Agencies.
- ★ 3% DISCOUNT to VETERANS  
This discount to all Veterans of World War II. A big saving.
- ★ If you are going to build a home "someday," start now and get a choice lot at your own price.

### YOU'LL HAVE FUN AT THE AUCTION!!

Drive out to WESTWOOD ADDITION MONDAY AFTERNOON at 2:00 or 7:30 p. m. Bring your family and friends. You don't have to buy a lot. You don't even have to bid. Auctions are lots of fun. You'll have a good time.

- \$500. IN CASH FREE
- 300 Lb. Boxes Fine Chocolates  
For the Ladies!
- NEW HOTPOINT REFRIGERATOR  
from FAMOUS HARDWARE  
Given Away When Last Lot  
Is Sold!

SALES EACH  
EVENING AT 7:30  
UNTIL ALL  
LOTS ARE SOLD!

## The Southwest Co., owners

BOCKELMAN SALES CO

Licensed and Bonded Real Estate Auctioneers

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

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Sec. 34.66 P. L. & R.  
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LEGRAND, IOWA

Russell M. Davis  
221 Park Row  
St. Peter, Minn.

## **Bits by Bob**

Did you ever stop to realize the problems of the younger generation? Small matters are the heartbreaking matters such as not being able to carry that loaf of bread in from the car after a tiring day in town. We older folk think we have troubles but to the young fellow of two or four life is hard at times too.

A father was scolding his six-year-old for having told an extra big fib. "I never told lies when I was your age," he said sadly. The boy, after a moment, asked brightly: "How old were you when you started, pop!"

A school in one of the poorer districts in a big city sent questionnaires to the pupils' homes, requesting information regarding the home environment, number of brothers and sisters, and fathers occupation. The next day one child returned with a scrap of paper on which was the following: "We have 18 children. My husband can also do plumbing and carpentry work."

"When loyalty-check questionnaires had to be filled out by government employees all over the country, a rugged individualist in San Francisco put down some information that gave the examiners something to think about. In the space devoted to her foreign activities, this young lady wrote: "Before the war I spent one year in Germany. Does this make me a Nazi? I also spent one year in Russia. Does this make me a Communist? I also own property in the Virgin Islands. Period."

"Me slept with daddy last night," said the small child to the kindergarten lady

who believed in correct diction, even by the very young and with emphasis said, "I slept with daddy last night." "Well then," said the child, "you must have come in after I went to sleep."

The men who try to do something and fail are infinitely better than those who try to do nothing and succeed.

The ladder of life is full of splinters, but they always pinch the hardest when we're sliding down.

Getting rich is not so difficult. First, learn how to make money faster than you can spend it. From there on, it's easy.

### **Put - Off Town**

Did you ever go to Put-Off Town,  
Where the houses are old and tumble-  
down,  
And everything tarries and everything  
drags,  
With dirty streets and people in rags?  
On the street called Slow lives old  
man Wait,  
And his two little boys named  
Linger and Late,  
With unclean hands and tousled hair,  
And a naughty sister named Don't Care.

Did you ever go to Put-Off Town  
To play with little girls, Fret and Frown?  
Or go to the home of old man Wait  
And call to the boys to come to the gate?

To play ball all day on Tarry Street,  
Leaving your errands for other feet?  
To stop, or shirk, or linger, or frown  
Is the nearest way to this Put-Off Town.

—Exchange