

THE AUCTIONEER

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The Auctioneer

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National Auctioneer's Ass'n

John W. Rhodes

Editor

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Well another year has gone with its accomplishments, blunders and good intentions. With the coming of the New Year we might hunt up those old resolutions we have made so many times and try them over again, but most of us have learned long ago that it takes more than tearing off a page of a calendar to make a resolution binding. There has to be some deep down resolve, based on something right down in a man's soul to cause him to make resolutions he will keep through the ages.

This is the half century mark, and if we were able, we might look back to the days when in the early part of the century men announced they were going to hold an auction. How the crowd arrived in wagons and sleds and the local man sold the sale consisting of articles that are now no good except to collectors. If we were able to have a complete and authentic history and see the changes that have taken place in the auction business maybe we would realize that there is a time to make a few resolutions. There have been changes made in the auction world that are as revolutionary as was the automobile and the radio. No longer can a man get off in a secluded spot and call that his territory and feel he has a corner on the sales in that locality. This is a day when miles are small matters, and there are many auctioneers even with planes that make states smaller than counties used to be. The only way we shall be able to handle our fair

amount of sales is to meet the competition face to face and give the public the type service they expect to get and that which they are paying for.

Back in the days of the early part of the century the auctioneer was the whole show. Now there are men who realize there are a lot of possibilities in the auction field, and they are attempting to get their share of the profit from the same. Many of them are making a good thing out of it by promoting an auction company and merely hiring an auctioneer. The real estate men who many years ago didn't notice the auctioneer, now takes notice and he is trying, through his organization, to get such legislation across that will restrict an auctioneer from selling real estate. The merchants in many sections have become aware of the fact that they are having a new competitor in the merchandise auctioneer and the merchant has been devising schemes to eliminate this competitor. The auction schools that have become so popular were unheard of 50 years ago, but now they are a real power in the auction field because they start men out and are responsible to a large degree as to how the man turns out, for they plant the seed in his mind while it is receptive at the schools.

The auction business is becoming a highly specialized field, and though it looks bad on black and white it is still the survival of the fittest. This should cause all auctioneers to make a resolution that he will render a better service and more of it than he has ever rendered in any one year. That he will give the people just as fair a treatment at the merchandise auction as they will get at any retail store. That he will render a more efficient service to both parties at a real estate sale as any real estate man. That when and if he makes a mistake he will be big enough to admit the same and make it right to the last penny. That he will never knock another man's sale or in any way cause it to become a failure. If the man down the road had an auction that was a failure, Mr. Jones will think twice before he engages you to hold a sale for him. The people must remain auction minded in order for us to get our share of their business and there is nothing that will cause farmer Jones to have a sale any more readily than the fact that farmer Smith had one last month and got more money for it than he could have ever received any other way.

The National Auctioneers Association is in a position to render a wonderful service to its membership by way of creating favorable public sentiment. It is a wonderful organization through which to achieve many of these goals with high ideals. It is a place where you can meet with other men who have been and are successful in the same work you are in. Men who want to be good to the auction business because it has been good to them. Why not resolve to become a working member in the National Auctioneer's Association?

* * *

Those of you who many think this little paper is quite "corny" perhaps haven't taken all the contributing fac-

tors into consideration. Le Grand is in the center of Iowa, the corn state, which in itself should be a license for a little bit of corn. Then in addition to that our town is known by the name of "Cob town." Years ago there was a farmer who was hauling a big wagon load of corn cobs through town when all of a sudden the horses got out of control and the endgate came out right as they approached the town square. The whole load of cobs was scattered across the square and ever since that, it seems that everything that has come out of "Cob Town" has been a little on the "Corny" side.

ROANOKE, 1950 CONVENTION CITY, BECOMES AMERICA'S STAR CITY

Roanoke, Va., Nov. 17 (UP) — City fathers of this industrial metropolis that 70 years ago was nothing more than the village of Big Lick, plan to make it "the star city of the south" on Thanksgiving eve with a mere flick of a switch.

The switch will flash on the "biggest artificial star in the universe," atop 1800 foot Mill mountain inside the southern city limits.

Engineers believe the huge star will be visible to persons standing 35 miles away and to airplanes 100 miles distant if the night is clear.

Its 2,000 feet of red and white neon tubing will throw a brilliant light over the entire city and suburbs, nestled in a natural bowl formed by the Alleghany and Blue Ridge mountains.

The Roanoke Merchants association and the chamber of commerce erected the star at a cost of \$25,000 and concede frankly that it's an advertising scheme designed to attract more visitors and industry.

It will use 17,500 watts of power each hour and weighs five tons. It was built on a 60,000 pound steel framework and on a six and one-half foot concrete base with 5000 pounds of reinforcing rods.

Roanoke already calls itself the "magic city" out of respect to its amazing growth since 1880 when a progressive minded member of Big Lick's 700 population persuaded the Shenandoah Valley and Norfolk and Western railroads to locate a junction here.

Col. Foster Sheets is making arrangements to have this star turned on during the 1950 convention.

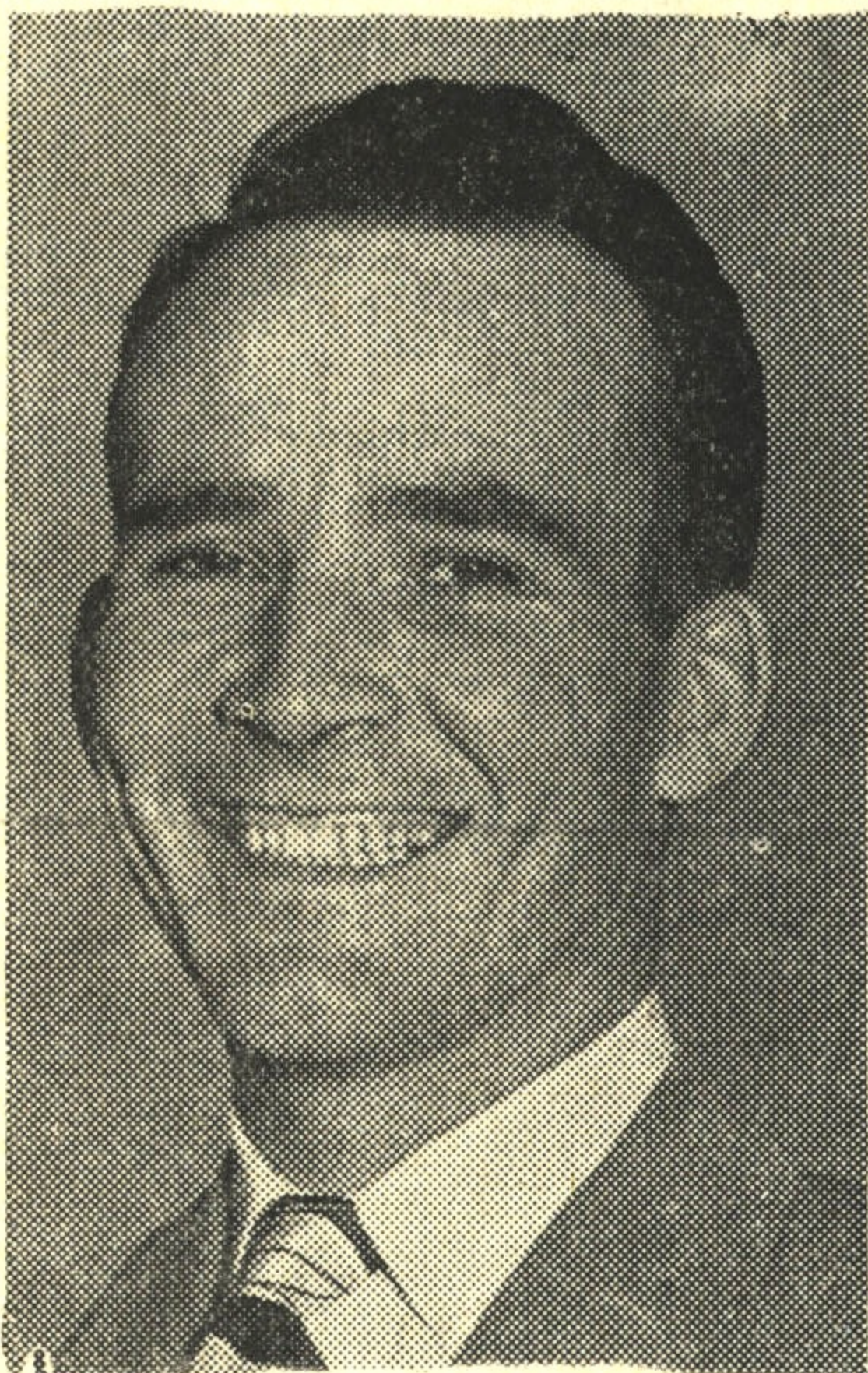
LOOKING AHEAD

AHEAD! That's the way we always look, even while we revel in the wonderful progress recently made. There will be more work boys in 1950. That numeral sure looks strange, doesn't it? Time moves on! Anyhow, just keep busy looking after new members. Join the FIVE HUNDRED CLUB; be one of five hundred to bring in a new member for the J. ALBERT FERGUSON MEMORIAL CLASS. Our Secretary reports receipt of many new applications for membership, but have you sponsored a new member? Many Auctioneers are waiting to be asked.

New Jersey State Society of Auctioneers



LESTER STOUT



J. W. BURNS

February 14, 1948, is a memorable date for the auctioneers of New Jersey, for it was on that date, in a hotel room in Trenton, the New Jersey Society of Auctioneers was organized.

A small group of auctioneers, imbued with the spirit of cooperation and the value of organization, realized that in order to do constructive work they would have to join together the auctioneers of the state. Being men of wisdom, they realized that an organization would become a precious tool with which to carry forward their objectives. Before attempting to do any other thing, they organized their Association at the first meeting. They elected their officers with Col. Lester Stout, Trenton, as President, Col. James W. Burns, Belmar, as Secretary, Col. Carl Wenner, Matawan, as Vice President, and Col. A. L. Six, Red Bank, as Treasurer. Nine directors were elected, committees appointed, and a program adopted that inspired every member to go forward with a feeling of responsibility. Each of the members has taken pleasure in sharing his responsibility and in help-



A. L. STIX

ing to develop one of the finest state organizations of auctioneers in the United States. The organization meets every two months and each meeting is held in a different county. At their third meeting the membership had increased to the extent they were able to become affiliated with the National Auctioneers Association. Its program committee makes all the arrangements for the meetings, dinners, entertainment, speakers, and the reception of new members. Its legislative committee appears before the governing bodies of the municipalities in protest of legislation harmful to auctioneers and in every instance have emerged victorious. The organization conducts charity auction sales and assist their fellow auctioneers in every way possible to make all sales a success. The results have been beyond their expectations and the calls upon their organization meet with immediate response.

Each member looks upon his organization as a clearing house where ideas for progress are assembled, tested, and if worthy they are given an impetus. It is an effective organization as its officers are enthusiastic, public spirited, and ready to devote time and thought to their organization, just as they devote time and thought to their individual auction business. The New Jersey State Society of Auctioneers is proud of its organization, proud of its members, and proud of its accomplishments of the past year. Starting with a membership of 14 it has now been increased to 35. New Jersey is a small state with only 21 counties but has 65 percent of all the auctioneers in the state enrolled as members of the New Jersey State Society of Auctioneers. Their motto is — "Not for self, but for others."

As this number of "The Auctioneer" goes to press New Jersey will have elected new officers to hold office for 1950. They promise to have pictures of them available for a later number. This is the first in a series of publications of State Auctioneers Associations, that are affiliated with, or intend to become affiliated with the National Auctioneers Association. The editor wishes to congratulate the New Jersey State Society of Auctioneers, not only for having a splendid organization, but for being the first to submit pictures and a history of their organization.

Watch the next number of "The Auctioneer" as your State organization may be next in line. They will be published in sequence as they are received at the editor's office.

PRESIDENTS MESSAGE

When you read this, January 5 will have come and gone; but as I write, it is still in the future since this has to be sent in several weeks prior to publication. On that date your retiring President, B. G. Coats, will turn the gavel over to me, and I will officially become President of the N.A.A. for 1950. I feel very much like the first mate of a ship who has had the helm turned over to him by an able and experienced captain. However, as long as the "captain" is standing behind me, I will do my best to guide the ship in a straight course. I am fully aware of the responsibility which has fallen upon my shoulders and, with your help, will discharge the duties of my office to the best of my ability.

Stop for a moment and ask yourself these questions: "How much does my membership in the N.A.A. mean to me? Am I an active or passive member? Do I sit back and let others do all the work, or do I pitch in and do my part?" Almost everything we expect to be, almost everything we expect to have, is decided for or against us by our accomplishments in business, which are dependent upon our associations, our friends, and our reputation.

Let's all start off the New Year with this in mind and really be enthusiastic about our Association. Talk, advertise, and do everything possible to get other members of our profession into our organization — increased membership means strength and builds prestige.

NEW AUCTION SCHOOL

C. E. (Slim) Sandeffer, well-known Auctioneer has started a school for those who wish to learn the auctioneering business. Many applications for the course have already been received and plans are to start classes soon. Slim has been head of the Topeka Auction Company on West 8th Street for several years.

✦ Don't sit around waiting for an opening. The Auctioneer on ice skates did that and disappeared.

* * * *

✦ The successful Auctioneer is tactful, has patience, works hard and puts something back into his work.

New N. A. A. Officers Take Over



COL. FOSTER SHEETS
President



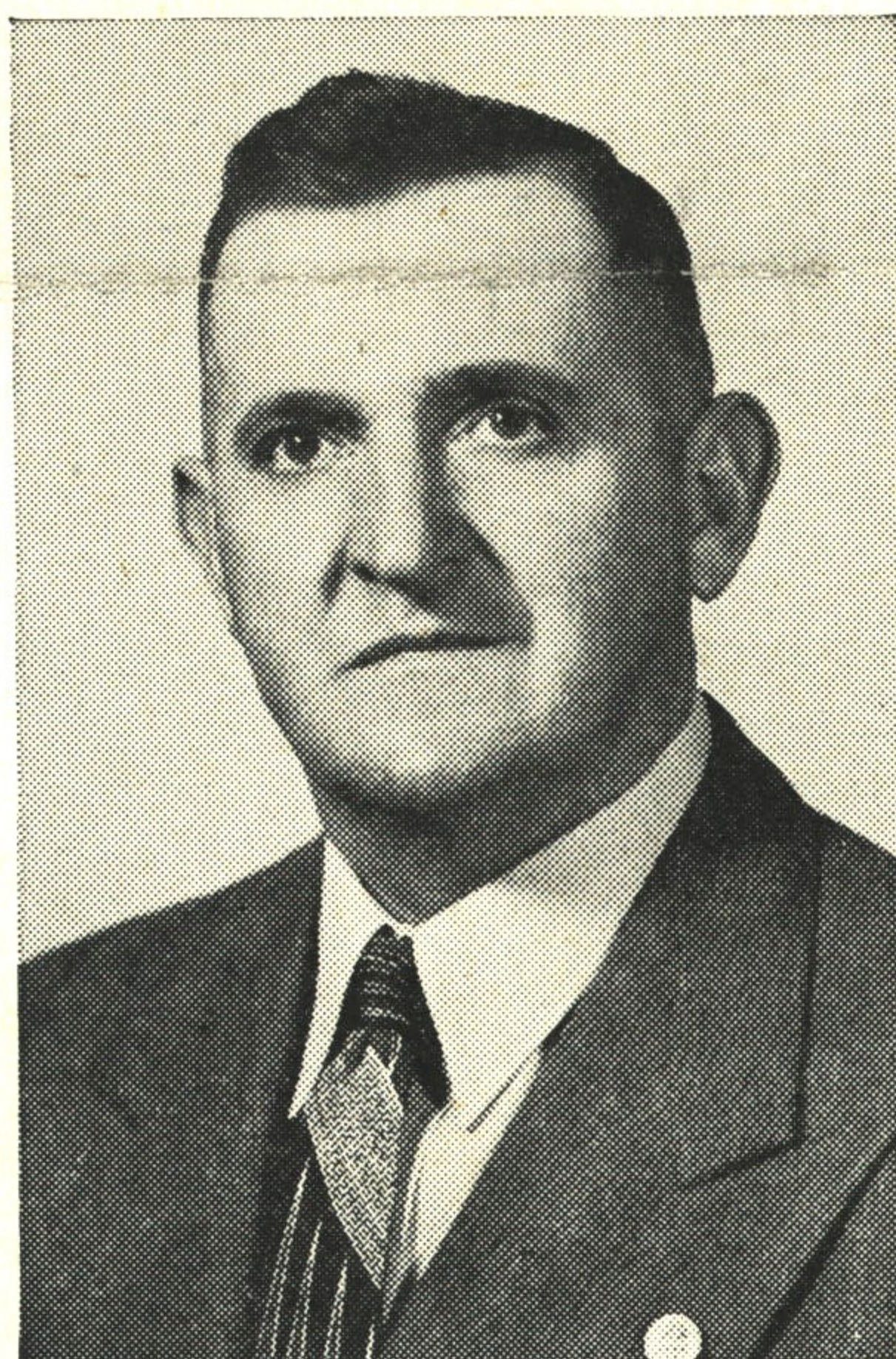
PAUL BOCKELMAN
Vice-President



GARLAND SHEETS
Secretary

The National Auctioneers' Association has a new set of men at the helm as of January 1, 1950, and because of the wonderful membership from which to elect new officers it is small wonder we have such a capable group. With all due respects to the past, its achievements and officers, we turn our eyes to the future and it is sure to be a bright one, full of great accomplishments by reason of the officers and their high ideals. The N.A.A. has every reason to point with pride to its officers and directors and to give them their full measure of support.

Col. Foster Sheets, Roanoke, Virginia, is the new President succeeding Col. B. G. Coats, Long Branch, New Jersey. He is a soft-spoken Southern gentleman with a natural flare for organization. The first impression you get when you meet Col. Sheets is that you have met an old friend and you soon are engaged in a conversation that carries on easily by reason of his friendly personality. Col. Sheets is a graduate of the Roppert Auction School where he is held in high esteem, being a graduate to whom they refer other students with pride. He has returned to the school to address other classes since his graduation. He is a member of the J. G. Sheets & Sons Realty Auction Company which handles some of the largest Real Estate Auctions in their section. Incidentally, "their section" includes the neighboring states too. Col. Sheets is a member of the "Twin Auctioneers" — he and his brother chant at the same time when on a sale, and they get results, too. Though he seems to be away from home most of the time when you try to contact him, Col. Sheets still has time to fill the office of President of the Virginia Real



WALTER HOLFORD
Treasurer

Estate Auction Association, Inc. He believes in organization and was among the initial organizers of the Virginia Association. Col. Sheets was in attendance at the conventions both in Sioux City and also in Ashway Park, New Jersey, where he was one of the principal speakers. His subject was on the Selling of Real Estate at Auction. As a promoter, Col. Sheets organized his city "fathers" and business men prior to his visit to Sioux City and having prepared in advance it was a simple matter for

him to "sell" the membership the idea of accepting Roanoke, Virginia, as Convention City for 1950. It will be a treat to attend the convention July 14, 15 and 16 where this real Southern gentleman will play host and give a demonstration of that good, old "Southern Hospitality."

Col. Paul Bockelman, Sioux City, Iowa, succeeds himself as the Vice-President of the N.A.A. and is a real veteran in the Auction business, having started in 1905. At that early stage in the game he felt the need for a better type of Auctioning so, after selling three years he took time out to attend the Jones Auction School in 1908. After attending the school he started selling Real Estate at Auction as well as his regular farm sales. He rubbed shoulders with the best of them and held an enviable spot on the horse market at Toledo, Ohio; Detroit, Michigan; St. Paul, Minnesota, and at Fort Wayne, Indiana. Col. Bockelman helped put old Dobbin on the shelf in favor of the flivver for he sold over 200 livery stables in the Middle West about the time of the advent of the automobile. Since 1917, Col. Bockelman has specialized in conducting town lot auctions and has conducted over 300 such sales which has taken him into 28 different states. This type of sale calls for high-class advertising, lots of promotion, and the ability to make the people visualize possibilities where there is nothing to see but empty lots, newly surveyed streets and a blueprint of the new addition. Col. Bockelman started the Bockelman Auction School, Sioux City, Iowa, in 1943, and by so doing has graduated some high-class Auctioneers and has done his bit

to lift the standards and ethics of the Auction profession. As Vice-President, cooperating with Col. Sheets, it looks like a real team. Col. Bockelman was awarded the President's Cup in 1949 for having personally sponsored more new members than any other man. He was responsible for organizing Iowa, Nebraska, South Dakota and Minnesota into State Associations who affiliated with the National. He is a firm believer in organization and is a power for the N.A.A.

WALTER HOLFORD, TREASURER

The Treasurer who succeeds himself is Col. Walter Holford, Edwardsville, Illinois, a live-wire Auctioneer with his heart and soul in the Auction business and the N.A.A. Col. Holford has no side line; he believes in full-time work and keeps busy in the profession he loves. To be around Col. Holford for just a little while you can easily see by his enthusiasm why he is such a success in the Auction business. He has attended all the conventions where he has been a principal speaker. He takes home many good ideas each time but he brings many, too, which he leaves with the other delegates. Col. Holford started in the Auction profession at the age of 16 and prior to that time had sold over a million dollars worth of his father's livestock and machinery over and over again. Walter was one of ten children and though he lost his father when he was just 23, his mother "Aunt Molly," age 83, is still one of his staunch backers. He conducts Real Estate Auctions and the sale of Holstein cattle is a specialty but has a good farm and closing-out sale business, too. Walter, with his good wife, June, is a staunch supporter of the N.A.A. — has worked hard for it and has always been ready to attend special meetings, go before the Chamber of Commerce or State Legislature, or any place where he is ready to go to bat for the Auctioneer and his profession.

GARLAND SHEETS, SECRETARY

Our new Secretary is the other half of the "Twin Auctioneers" from Roanoke, Virginia. He is Col. Garland Sheets. He has done a remarkable job starting under extreme difficulties in the late summer and getting the Executive offices in order. He has things under control now and under his supervision the business of the N.A.A. will be carried on in the manner second to none. It is a huge task, but Col. Sheets meets it as he has always met such problems, with a smile of confidence, and soon the job that looked impossible is done and he is ready to tackle another. He is working now on the next convention and when you hear from him from time to time, the least you can do is respond promptly, which will lighten his burden considerably.

The new directors, elected for a three-year term, beginning January 1, 1950, are: Col. Guy L. Pettit, Bloomfield, Iowa; Col. Stanley Sayer, Los Angeles, California; Col. Ernie Weller, Atkinson, Nebraska.

Come on men, let's give this group our full support; they are working hard for us and our profession.



SMILES THAT PAY DIVIDENDS
Unaware that their pictures were being taken Col. Guy L. Pettit, prominent Auctioneer of Pure Bred Hereford Cattle, and Director of the National Auctioneers Association, left, accom-

panied by E. S. Kennedy, right, of "The Hereford Journal" upon their arrival at a recent Hereford sale. Whenever and wherever you see these gentlemen, you will know them by their million-dollar smiles.

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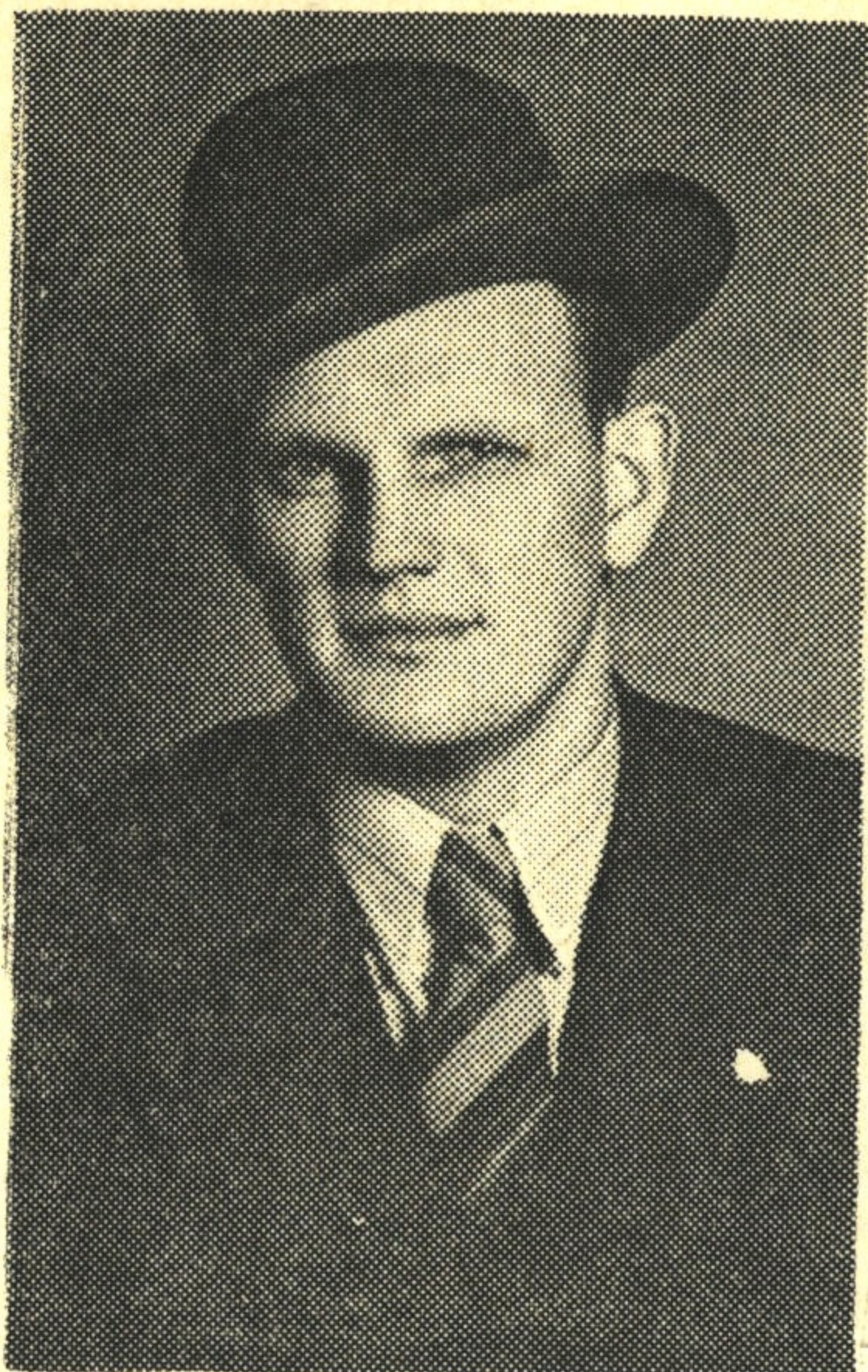
HOMETOWN, U.S.A.



"THE AUCTIONEER" promotes the Auction Profession. This Professional Card offer should appeal to Auctioneers desiring to help promote "THE AUCTIONEER."

OFFER EXPIRES March 1, 1950.

HUGH H. JAMES IN NEW ROLE



Col. Hugh H. James, Pekin, Ill., a member of the National Auctioneers Association, has become a member of the field force of the Aberdeen-Angus Journal. His territory is Illinois, Indiana and Wisconsin with special assignments to adjoining states.

Col. James won his assignment because of his experience with livestock selling and the auction business. He is the son of Henry James, well known auctioneer of Newton, Ill., and is also the brother of Hamilton James, one of the foremost Aberdeen-Angus auctioneers of today.

AUCTION SCHOOLS

1. Duncan's National Auction School. Creston, Iowa.
2. Reisch Auction School. Mason City, Iowa.
3. Pfister Auction School. Madison, Wisconsin.
4. Lane Auction School. Mason City, Iowa.
5. Reppert Auction School. Decatur, Indiana.
6. National Auction Institute. Colfax, Iowa.
7. Bockelman Auction School. Sioux City, Iowa.
8. Singer's Auction School. Sedro-Woolley, Washington.
9. Western College of Auctioneering. Billings, Montana.
10. The American School of Auctioneering. Aurora, Missouri.
11. Boss Auction School. Carroll, Iowa.
12. Nelson Auction School. Renville, Minnesota.
13. Folands Auction College. Noblesville, Indiana.
14. Jim Hoover Auction School. Sterling, Colorado.
15. McKebie Auction School. Council Bluffs, Iowa.
16. Sargents International Auction School. Sioux City, Iowa.
17. Stevens and Kelly Auction School. Ripley, Iowa.
18. Pacific Auction School. Grants Pass, Oregon.
19. California School of Auctioneering. Hanford, California.
20. Sandeffer Auction School. Topeka, Kansas.

JANUARY



1950		JANUARY					1950
SUN	MON	TUE	WED	THU	FRI	SAT	
1	2	3	4	5	6	7	
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
29	30	31					

SCHEDULE

LIVESTOCK

HEREFORD

Jan 6—Phoenix Hereford Sale, Phoenix, Ariz.
 Jan. 7—Adel Hereford Sale, Adel, Ia.
 Jan. 7—Concho Hereford Assn., San Angelo, Tex.
 Jan. 9—Mid-Texas Hereford Assn., Stephenville, Tex.
 Jan. 11—Byrd Hereford Ranch, Irving, Tex.
 Jan. 12—Select Herefords, Orient, Ia.
 Jan. 17—National Western Hereford Sale, Denver, Colo.
 Jan. 23—Tri-County Hereford Breeders' Assn., Paso Robles, Calif.

ANGUS

January 10 and 11—Southeastern Aberdeen-Angus Regional Show and Sale, Atlanta, Georgia. W. Tap Bennett, Sale Mgr., Savannah, Georgia.
 January 18—National Western Aberdeen-Angus Sale, Denver, Colorado. Norman H. Smith, Sale Manager, Box 19, Larkspur, Colorado.
 January 23—Sunbeam Farms, S. C. Fullerton, Jr., Miami, Oklahoma.
 January 24—Angus Valley Farms, Jay P. Walker, Drawer 1710, Tulsa, Oklahoma.
 January 26—Peverie Knoll Farms, Freeman Keyes, Danville, Kentucky.
 January 27—Do-Je-Rae Farms, Springfield, Ohio.

ANTIQUY SHOWS TO BE HELD IN EASTERN STATES

(All Dates Inclusive)

Atlanta, Ga. — Jan. 9-13, Auditorium, D. S. Clarke.
 Jacksonville, Fla. — Jan. 21-24, Washington Hotel, Sam Yeagley, Anville, Pa.
 Washington, D. C. — Jan. 16-18, Shoreham Hotel, Mrs. John Freeman Brown.
 Clearwater, Fla. — Feb. 1-4, V.F.W. Hall, L. S. Parker.
 Columbia, S. C. — Feb. 6-9, Columbia Hotel, D. S. Clarke.
 Orlando, Fla. — Feb. 7-10, Syrian American Club, Alta Wright.
 Glen Ridge, N. J. — Feb. 14-17, Congregational Church, Mrs. Douglas G. Cole.
 Lansdowne, Pa. — Feb. 14-17, 20th Century Club, Mrs. William H. Gill.
 Jacksonville, Fla. — Feb. 15-18, Woman's Club, Frank Silvester, Saybrook, Conn.
 Daytona Beach, Fla. — Feb. 27-March 3, Princess Issena Hotel, Dorothy Hazen.

NATIONAL EXECUTIVE OFFICES MOVED

Address remains 101 South Jefferson Street, Roanoke 11, Virginia. Due to expansion of their own business and additional demand for space for the Association's business, J. G. Sheets & Sons have obtained larger and better offices on the first floor of the Liberty Trust Building. Offices now cover 1200 square feet of floor space. Be sure to visit your National Headquarters when in Virginia. The Welcome Mat is always out.

DISPLAY ADVERTISING

RATES:

One Page	\$ 35.00
One-half Page	18.00
Quarter Page	10.00
Column Inch	2.00

5% discount allowed for one year's contract for one quarter page or more per month. All display advertising strictly cash with order, except for rated concerns.

Prices for special engraving or artwork quoted on request.

CLASSIFIED ADS

The publishers of The Auctioneer do not assume any responsibility regarding the honesty or integrity of any advertiser. However every effort will be made to eliminate spurious advertising. All classified ads will be published in the first issue following receipt of the order. RATES: 5 cents per word. Minimum ad 50c. All advertising strictly cash with order.

PUBLIC ADDRESS SYSTEM—Works on either 110-volts or 6-volt battery. High fidelity outfit, almost new, 25-watt unit. Two cone speakers, lines, microphone, all you need, just hook up and operate. A built in record player on top of this portable system. Sells for more than \$200. First \$150 takes it. W. R. Blake, Box 683, Cedar Rapids, Iowa.

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MBF R Domino 1st

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Anxiety 4th

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INFORMATION NEEDED AT HEADQUARTERS

IMPORTANT

In order that our records may be corrected and brought up to date and new membership cards issued, please fill out this form and mail to National Auctioneers Association, 101 S. Jefferson Street, Roanoke, Virginia.

NAME
(Please Print)

STREET, ADDRESS, etc.

CITY..... ZONE..... STATE.....

I (am, am not) a member of the National Auctioneers Association (formerly N.S.A.)

My present membership expires.....
Month Day Year

I would like to become a member of the N.A.A.....

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