


the AUCTIONEER



NOVEMBER
VOL. V

1954
No. 10

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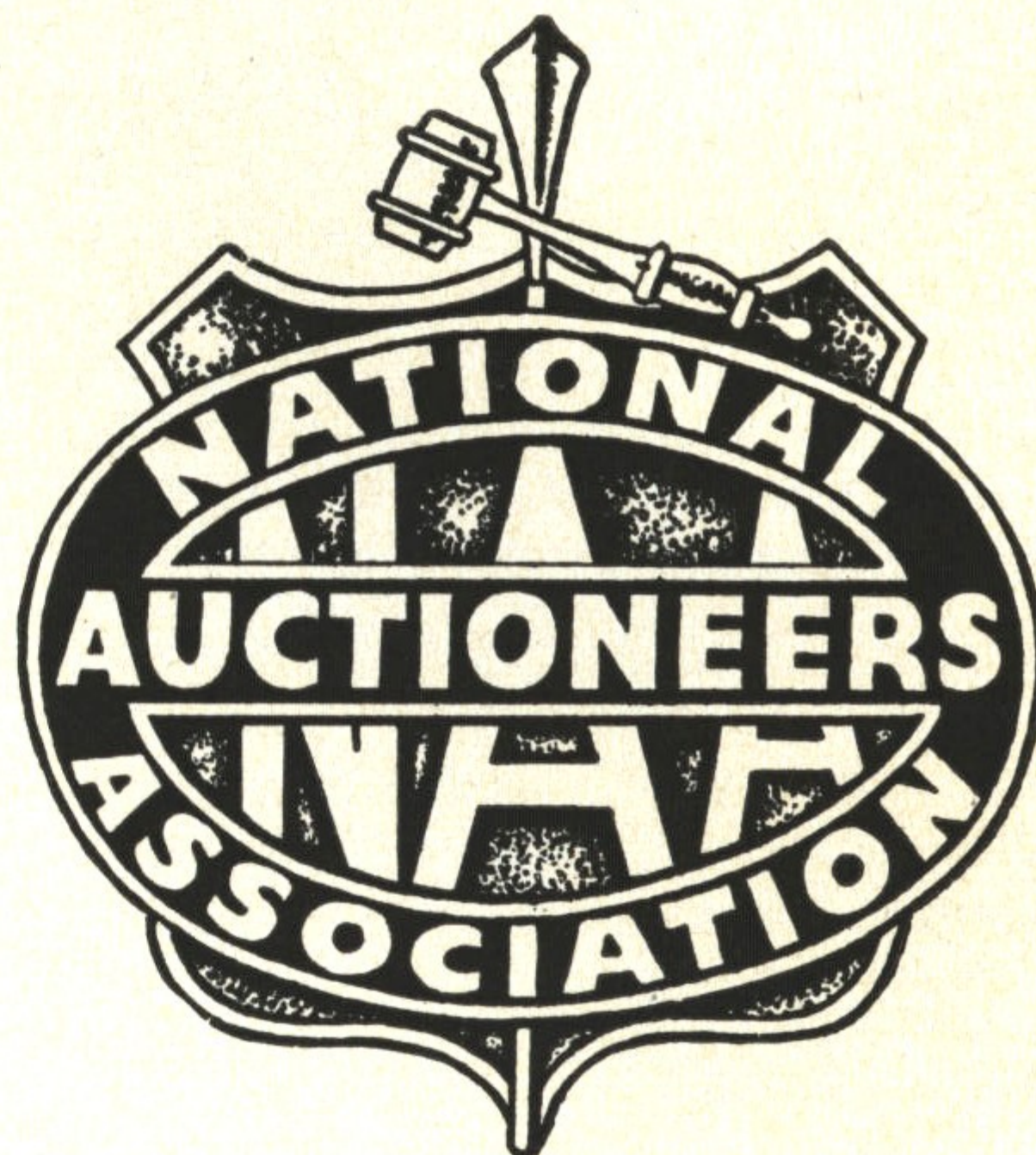
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The Auto Auction

By COL. BUD FENNEMA

One of the younger divisions of the Auction industry is the selling of automobiles at auction. While this method of selling was introduced to automobile dealers only a few years ago, it has grown and grown and grown until today many thousands of automobiles are sold "to the highest bidder" each week.

These Auto Auctions are located in all parts of the country and most of them are owned and operated by reliable persons. Some of the necessities for an Auto Auction is a building with a door at either end so that the cars can be driven in one door and right on out the other end when the auctioneer says "SOLD." Most Auto Auctions do not provide seats for their prospective buyers but they do provide heat for the comfort of their customers when the weather requires. Another requirement is plenty of parking space. This is needed for the prospective buyers and for the autos to be sold.

For a relatively new business, the Auto Auction plays a major role in the automobile selling business of today. The majority of the present day agencies are operated on a volume basis. The dealer operating on volume can dispose of his excess stock in a matter of a few hours through the Auction method.

The reputable Auto Auctions carry insurance on both checks and titles to protect their customers. Another very important fact for the selling dealer to consider is that he is not at the mercy of a few dealers coming in to bid on his merchandise. There are many dealers and competitive bidders at the reliable Auto Auctions. When he goes home he can be assured he has received market value for his automobiles.

Time is of utmost importance to the successful automobile dealer. A dealer can go into an Auto Auction and buy what he needs in a few hours. Going from dealer to dealer in search of automobiles would take an indefinite amount

of time to cover the same selection of automobiles.

There is a small minority of dealers who feel wholesaling of automobiles is of no importance. How can they keep up with the market? If they do not attend Auto Auctions to get first hand information as to the market value of different makes and models, how can they survive in competitive times? The thirty day turnover is an asset to any dealer. Stay on the market and stay liquid for a solid foundation for your business.

Indiana Livestock Regulations Revised

Changes in the Packers and Stockyards Act which became effective Sept. 1 apply to 66 terminal stockyards, 256 livestock auction markets, 2,300 commission firms, 2,800 dealers, and 1,900 meat packers operating in the United States.

Objectives of the Act are to insure open and competitive markets with adequate facilities, accurate scales and weighing, reasonable services at fair rates, and a livestock marketing and meat packing industry free of unfair practices.

Major provisions of the new regulations will:

1. Establish a standard with respect to the qualifications of people who want to register under the act as commission firms or dealers.
2. Provide for registration under the act of regularly employed packer buyers.
3. Increase the minimum bond from \$2,000 to \$5,000 for registrants under the act.
4. Provide that weights shown on sales records or bills shall be actual weights at time of sale unless appropriately explained on the records or bills issued.



An interior view of the Dyer (Ind.) Auto Auction on Sale Day. Note the lunch counter in the foreground and the spacious Auction room.

5. Require packers' scales to be maintained and operated in a manner comparable to scales at posted stockyards.

6. Prohibit auctioneers, weighers and other employers of auction markets from buying livestock from consignments for their own accounts.

7. Prohibit dealers and packers from owning, managing, financing or being affiliated with commission firms.

8. Require livestock exchanges which have dealers and packers as members to exclude such members from taking part in making market rules governing the regulations of commission firms with their producer-consignors.

Revisions of the regulations have been under study for several years. They were made after a series of nine public hearings held throughout the country late in 1952.

Changes in the Act have been made periodically since its passage in 1921. Latest prior revisions were made in 1943. The Secretary of Agriculture is authorized to revise such rules and regulations as are necessary to carry out the objectives of the Act.

I forget quickly, for which I am grateful.

EGOTIST

A Welshman who was very proud of his bass voice was describing a wonderful dream he had had.

"I was in a mighty choir," he said. "There were 5,000 sopranos, 5,000 altos, and 5,000 tenors—all singing together double forte."

"It must have been wonderful," said the listener, but how about the basses?"

"That was it," said the dreamer. "Suddenly the conductor stopped the choir and, turned to me, saying 'not quite so loud in the bass, please, Mr. Jones!'"

Our Cover

It's Auction Day. An air photo showing the Dyer (Indiana) Auto Auction and a portion of the parking space that is well filled on one day each week. Auto Auctions have become one of the more important divisions of the Auction profession in a relatively short time.

I Wanted To Be An Auctioneer

By Col. W. H. "BILL" HELDENBRAND
Oklahoma City, Okla.

As a green, poverty stricken country youth, I had an unquenchable desire to become an auctioneer. I had no chance whatever but I wouldn't believe it, my enthusiasm and determination was all I had to go on. My Alma Mater is the college of DARN HARD NOCKS, with a 20-year post-graduate course. I farmed for a number of years, crying sales in the field as I rode the harrow or some other implement, fancifully selling over and over, the horses that pulled the implements; or perhaps sold the cows, as I sat on the milk stool. I worked on an ice wagon in Dallas which helped neither my career nor my disposition.

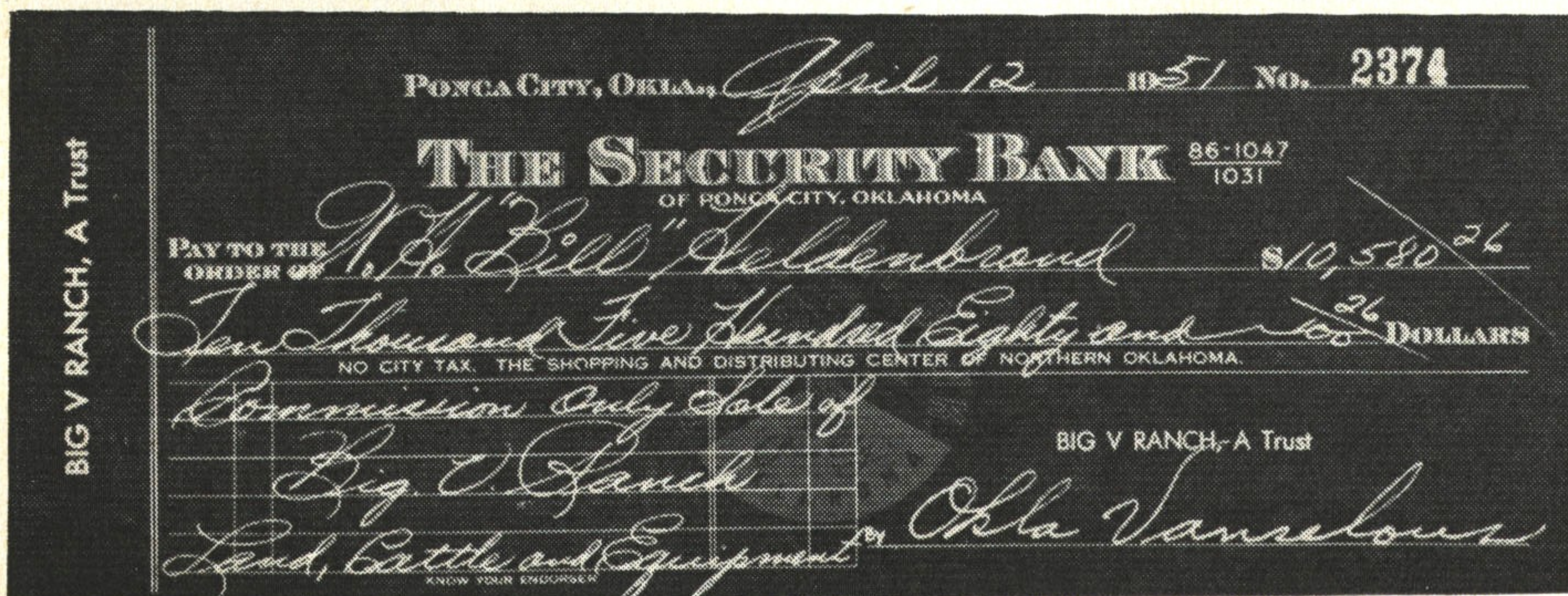
Our chief social event then, was the old country "literary" so called and until now I don't know why. We staged box suppers and pie suppers to raise needed funds at various intervals. When I was 18 years old, prior to one of these events, I overheard a couple of the leading men of the community trying to stick each other with the job of auctioning the boxes, a chore I wanted very much, yet I didn't have the nerve to ask for it until I talked to another hand who worked on the same ranch with me. Luckily for me he agreed to join me in the auction chores.

My corn-field sales practice helped here but as I look back I know I neither looked like a Thompson or a Reppert. But I had cried an auction! Real people had been bidding real money for the first time at my sale. But contrary to my youthful dreams experienced on my way home from the Literary which gave me my first real feel of the auction business, my troubles had only been hatched; instead of being over they had just started to grow.

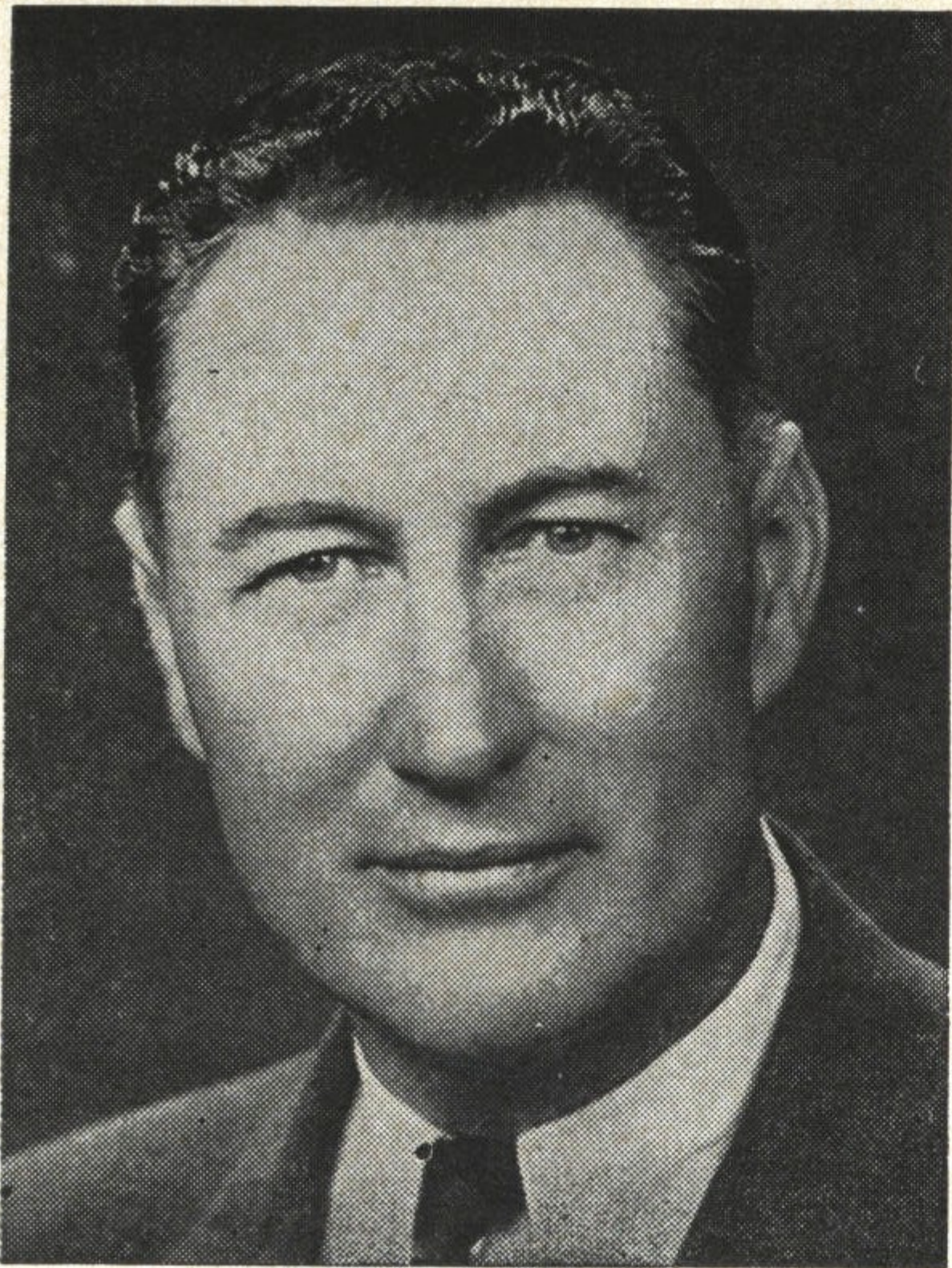
I fumed and fretted as the years went by with little chances for advancement in my chosen field. My world was small in the neighborhood where I grew up. Slow transportation, few cars, no pavements and a homeboy (according to established, local auctioneers) could not be trusted with sales involving thousands of dollars.

Our neighbors who knew of my ambition discouraged me by getting news to me, through third parties and other means, that "the Heldenbrand boy would make a good farm hand if he'd just forget the silly idea that he could ever become an auctioneer." My enthusiasm, determination and ambition were tested but never waned.

Being the eldest of eleven children, and our father having poor health, I had



A photostatic copy of a check received by Col. Bill Heldenbrand for Auction services.
A long step from that first box supper.



COL. BILL HELDENBRAND

to stay home and work the little ranch we operated. I was married at 19. My first son was born before I was 21, then there were four more in quick succession, while I was still a farm hand working at low wages. My first wife, who was the mother of our three sons and two daughters and who passed away in 1948 was the kind that would stay with a man while he endured the hardships that results from the fascination of fashioning dreams.

Our sons and daughters are now married and prospering in fields of their own choosing. One son-in-law is in the merchandise auction business.

Perhaps the younger members of our family knew too well the trials and tribulations that went back to 1923, when I quit farming. I went to Ponca City, Okla., in an effort to get a job in the oil refinery. Enroute home I tried to trade my old Ford clunker for a junker with Joe Goldenstern, a Jewish friend of mine. (ED. NOTE: Col. Bill now drives a Cadillac).

Joe evidently liked the way my blue-denim, bib-overalls fit so he hired me to sell "junker" cars. He was the first man to call me a "salesman." I'll never forget it, he even made me believe it.

I sold all the junk cars off Joe's lot and he got me a sales job with another firm. I persuaded a warehouse to let me (or us) sell some storage for them after I got a friend to agree to help me, (as I still didn't have enough nerve to tackle it alone). After several of these I got enough encouragement to go after some better sales. Farm and livestock sales (my first love) weren't available or profitable, so I joined an organization in Pittsburgh, Penn. My first assignment, from them, was at Salt Lake City, Utah. What was I to do? I had not enough money to make the first installment of a free lunch, much less enough to buy a ticket to Utah, but I had to get there so I borrowed the price of a ticket, and arrived at Salt Lake alright.

I always believed that the Lord was everywhere until then—I found that the firm I was to sell for had employed a local auctioneer and the sale was over. How was I to get home, repay the ticket loan and keep my family eating? Broke financially and in spirit, I started hitchhiking back home. It wasn't easy. I got some rides but I got some walking, too, carrying two grips. I was stranded between towns one nite in Kansas, I took to a haystack to sleep, I tried to cover up with loose hay, but don't try it, there is no warmth in it.

The next place my company sent me was Dardanelle, Arkansas. I had the same bank account I had when I got the Salt Lake assignment, the only difference being that there was nothing to sell in Dardanelle at best. So I boarded a bus from Ponca City via Bartlesville. It was the day before Thanksgiving but when I arrived in Dardanelle I didn't have a visable thing to be thankful for. They told me cotton had failed that year and so did the sale. We offered a grand prize to lure a crowd for the last night sale, they came too, and I thought for a while I could make enough money so that I could ride home, but a fire broke out in town and when the siren sounded I made for the door, but that crowd beat me to it and out they went.

I did ride part way home, and tried to sleep on that rattler. But there had been an old soldiers' convention and

Continued on next Page



Col. Heldenbrand "in action" at a sale of registered beef cattle. The inset is the same man taken at the time he held his first box supper.

they were returning home, too, it happened to be a fife and drum corps and I used to like that music before that trip.

I ran out of ticket in the morning, so started out with grips in hand; along came a family with 5-kids, a few dogs and five rooms of furniture in an old Ford. As they approached me and my bags, they began to drive even slower and chugged to a stop. After the hissing of steam stopped, a little man peered through the cardboard window and asked if I wanted to ride and if I had money enough to buy a few gallons of gas, as he had neither and was trying to get his family to his father-in-law's home. I told him I would buy some gas so I piled in with the kids, dogs, etc. I don't remember how I made it, O.K. I guess for I'm still here.

Later I learned the company I was with would advance money for travel so life took on a new hue and I began to go places and do things in my chosen field. But being a farm boy with an ingrown love of the land, livestock and farm folks, I wasn't exactly happy until

I could auction farm property and livestock. But I had no choice and stayed with these other sales until about 1939 (although I had always made a few farm sales through the years).

I tried selling heavy equipment in the oil field, I did O. K. too, but wasn't happy at it, then came 1941 and Oklahoma City where I found sales and friends as I liked them, sales by the hundreds for the best people in the world, in many states. Including many good ones, ranging in volume to over a million dollars in a single sale.

Would I? I'll say I'd do it all over again. It's a great life with great people. The Lord being willing I'll keep on keeping on.

BROUGHT SOME BACK

Quizmaster Bob Hawk asked a contestant just back from a tour of Europe if he had seen much poverty.

"Not only did I see it," said the returned traveler, "I brought some of it back with me."

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The Auctioneer

803 S. Columbia Street

Frankfort, Indiana

Old Time Gunsmith

Like his father and grandfather before him, Wyatt Atkinson of Wayne County, Kentucky, is a rifle maker. The rifles he makes are pretty much like the one Daniel Boone carried when he explored Kentucky in 1769. He uses the same primitive tools his grandfather did—an old hickory rifling guide, a long and a short rifling bit. All the metal parts of the rifle and all the tools are hand-made by Wyatt Atkinson.

There is no power in his shop—no water driven wheel, no steam engine, no electric motor. And there is no light except that which filters through the roof, cracks in the walls, open door and one small window over the bench.

The man who lives in the Great Smokies, or anywhere in the back country, is as dependent upon his rifle as his ancestors ever were, and he wants a muzzle-loading rifle because it's much less expensive to shoot than a modern rifle. The price of black powder and caps has gone up, like most other things, but if you pick up scrap lead or bullets you can still shoot a muzzle loader for one cent a shot. It costs more to fire the most common .22 and much more for the modern factory-built guns of comparable calibre. What's more, under the conditions of back country living, muzzle loader comes near to being an all-round rifle than anything the arms companies offer.

Much of Atkinson's business is repairing old rifles belonging to woodsmen and city gun-fanciers. In cleaning out a barrel for a customer whose rifle needs to be rebored, Atkinson uses a tool that is probably as old as firearms. It is called the short bit, or amourer's bit. He makes the bit by heating a short square bar of steel in the forge fire and twisting it so it has cutting edges. The bit is then welded to a long rod. Atkinson holds the barrel in wooden fixtures on his reaming bench, which has a hand wheel for rotating the reamer. The short bit does a rough job and is followed by the long bit. When the barrel has been reamed to a smooth finish, it is ready for rifling.

In modern shops, rifling is done by semi-automatic machines or hydraulic

presses which cut all grooves at once, in a minute. Atkinson does all his rifling by hand and it takes him all day to rifle one barrel. He takes pride in his craft, believes the best way to make an accurate firearm is by old-time methods.

Air Force Sells Silver As 'Trash'

The red-faced Air Force said it included a "large quantity" of silver in a surplus sale under the mistaken impression it was trash. The sale was canceled.

The sale was made at Wilkins Air Depot, near Shelby, Ohio. The silver was in the form of unused decoration medals which were offered for sale along with disposal of \$10,000,000 of surplus material.

The Air Force said officials at the base believed the medals were brass, but learned later to their chagrin that they were silver. A spokesman said no delivery of the material had been made and that the sale is canceled.

Two laws permit cancellation. One allows the Air Force to terminate a contract for the good of the government. Under this, the liability of the government extends only to refunding any money paid for a proposed purchase. A second law prohibits the Air Force from selling gold or silver material as surplus, a provision under which the Air Force also acted in canceling the contract.

Air Force headquarters did not indicate the amount of the silver, but dispatches from Shelby said the total was fifty-seven tons. One lot was bid at \$1.90 a pound and a second at \$4 a pound.

The Treasury pays 90.5 cents a fine ounce for newly mined silver. There was no word of the fineness of the decorations, but the value of a pound of fine silver would be \$14.48.

WHY?

Why is it that the man who wants to stay home and the woman who wants to go to a party are always married to each other?

Jobs Down, Yet Spending Is Up!

People in the United States cashed in \$418.7 million worth of life insurance policies in the first half of 1954. That's 22% ahead of last year. They borrowed another \$355 million against their policies—27% more than in January-June, 1953.

They're taking more savings out of the banks, too. Withdrawals in the first seven months this year were 4% higher

than in the same months last year.

These facts, the Wall Street Journal says, explain the rise in personal-consumption expenditures despite rising unemployment and shorter work-weeks.

People spent at a rate of \$233.1 billion a year in April, May, and June this year. That's \$2.3 billion—or 1%—ahead of the second quarter last year.

Unemployment in July was 3.3 million—up from 1.5 million a year ago—and the average workweek had dropped from 40.3 to 39.4 hours in the same 12 months.

A Deck of Cards

SUBMITTED BY CHUCK MULKERN

X Friends, this is T. Texas Tyler with a strange story about a soldier boy and a deck of cards.

During the North African Campaign a bunch of soldier boys had been on a long hike, and they arrived in a little town called Casino. The next morning being Sunday, several of the boys went to church. A sergeant commanded the boys in church, and after the chaplain had read the prayer, the text was taken up next. Those of the boys who had a prayer book, took them out. This one boy had only a deck of cards, and so he spread them out. The sergeant saw the cards, and so he said, "Soldier, put away those cards." After the service was over, the soldier was taken prisoner and brought before the Provost Marshal. The Marshal said, "Sergeant why have you brought this man here?" "For playing cards in church, Sir." "And what have you to say for yourself, son?" "Much, Sir," replied the soldier. The Marshal said, "I hope so, for if not I shall punish you more than any man was ever punished."

The Soldier said, "Sir, I have been on the march for about six days. I had neither Prayer Book nor Bible, but I hope to satisfy you, Sir, with the purity of my intentions." With that the boy started his story:

"You see, Sir, when I look at the Ace, it reminds me that there is but one God. The Deuce reminds me that the Bible is divided into two parts, the Old and the New Testament. And when I see the trey, I think of the Father, the Son and the Holy Ghost. And when I look at the four I think of the four evangelists who preached the gospel—there was Mathew, Mark, Luke and John. And when I see the five it reminds me of the five wise virgins who trimmed their lamps. There was ten of them—five were wise and were saved, five were foolish and were shut out. And when I see the six it reminds me that in six days God made this great heaven and earth and when I see the seven it reminds me that on the seventh day God rested from his work. And when I see the eight, I think of the eight righteous persons God saved when he destroyed this earth. There was Noah, his wife, and their sons and their wives. And when I see the nine I think of the lepers our Savior cleansed and nine out of the ten didn't even thank Him. When I see the King it reminds me that there is but one King of Heaven, God Almighty. And when I see the Queen I think of the Blessed Virgin Mary, who is Queen of Heaven. And the Jack or Knave is the Devil. When I count the number of spots on a deck of cards, I find 365, the number of days in the year. There's 52 cards, the number of weeks in the year. There's four suits, the number of weeks in a month. There's twelve picture cards, the number of months in a year. There's 13 tricks, the number of weeks in a quarter. So you see, Sir, my pack of cards serves me as a Bible, Almanac, and a Prayer Book."

And my friends, this story's true. I know because I was that soldier.

Five Years Experience As Brattleboro's Women Auctioneer

By MRS. EMMA BAILEY

Time flies—no two ways about that—it just goes, for better or for worse—never to return.

My mind goes back over the five years as Brattleboro's Woman Auctioneer. The pleasant things tend to push the unpleasant into the background though they are there. So let's consider the pleasant first, there are enough so that perhaps we can skip the other.

Vermont auctions are different from auctions in the other sections of our land.

"Why?" you ask. Well, because they follow the traditional pattern of the Vermont way of life. By that I mean there are few so called, new merchandise auctions, folks distrust them. New goods belong in stores is their way of thinking. If a store doesn't want them and they need to be auctioned off something is not adding up right they feel.

The complete house auction is our best field. Here, folks wait for a house auction for what they want or need. Mainly because they love to dicker with their neighbors, natural traders. Across the counter selling is cut and dried — no chance for wit to match wit, also the thrill of a good bargain enters into it.

When it is known that a house auction is on there is a certain amount of neighborhood pride that makes them attend and bid. Most of them know what the house contains right down to the last dish and nail and are anxious to bid for the pride in possession. We had one such auction not so long ago. The sale was at a house that had been home for over 65 years. Things in it had belonged to both their parents before them and much of value was within its walls and under its eaves. Bidding was spirited right from the start, the atmosphere was one of friendliness.

My husband, who is my right hand, handed me an old bird trivet. That item sure made the bidding pick up speed.

The daughter of the house stood beside Jack and said, "Why such a fuss over that trivet, lands sake, it's stood back on the pantry shelf for many a year."

My husband explained that those were now collector's items, she snorted and answered in dry Yankee fashion, "No need for paying such a price for it. All folks have electric irons nowadays."

Generally it's the so called truck and trash that amazes the seller. So many will clean out, literally throwing away money, then fuss over the low price a mission morris chair brings. I don't know how they can be made not to throw out a thing until the auctioneer has been through.

I was called into one house to discuss an auction. The family proudly showed me around, all the "junk has been picked up" was first thing the good woman said. She was annoyed and amazed when in the back shed I began removing articles from boxes and barrels waiting for her son to cart off to the dump. A doll with a wax head was lifted out from the box filled with early magazines. At the bottom of a badly packed barrel I found a porringer, part of a Betty lamp, latch arrow and other early ironware. Not mentioning their worth I suggested they hold them for auction. Words cannot describe the looks on their faces when, during the auction, dealers began outbidding each other for the ironware. Later the good woman said, "If I ever have to do this again I'll call you in first, believe me I will."

We, here in Vermont, have a good many summer people who think early Americana is strewn all over the place like apples in October. Some will calmly walk up to me and say:

"Please notify me as soon as you have an auction in which a cherry desk, chest on chest, or Sheraton dresser will be, I'd like one in about two weeks or so."



MRS. EMMA BAILEY
Brattleboro's Woman Auctioneer

It is true New England still has a lot of early pieces, but with the women's magazines telling folks about them most of the natives know their true worth and value.

As to the woman's angle in being an auctioneer, what can I say that will encourage you? It is hard work, but I love it. It does present a way to serve others, at least it does so here. It has been hard to build up as the public is naturally shy of anything new. They are interested, yes, but they still aren't sure they want a woman to sell their goods, for fear of lower returns, but that I dispute. Some folks have admitted a woman's touch helps out in many ways. Women can generally see something useful in most anything. Be it a plain oak chest that a little paint would make it just the sturdy piece needed in the boy's room. Be it some good leaves from a long discarded table, perfect for those shelves you have been wishing for but Hubby keeps reminding you of the price of lumber. While men just sell, a woman sees its usefulness, explains and the

price and interest jumps. We have had people ask how is it that I manage to see usefulness in just about everything. It's that unexplainable woman's touch I'm sure.

Another way in which I feel we have been helpful is this. So often the older folks have moved into smaller quarters. When they pass on there isn't enough for a complete auction—what to do? Then our auction barn comes in handy. The goods are moved there and as soon as enough is gathered pretty much the same way an auction is held.

Auctions of the household variety are conducted from early spring until mid-October. Some auctioneers have tried to run them year 'round, but the people did not respond. Auctions have always been spring until late fall affairs, no need for holding them during the winter. For a Vermonter each season has its work, play and way of life, winter is not for auctions. Winters are for hunting, square dancing and church "gatherin's."

"Now that you know the pitfalls, the work and all the trouble the men have given and still give you would you do it again?" That question is asked of me often, the answer is always the same. "Yes, indeed I would." It's work and it's fun if you like people. I truly believe that is one of the most important points. You need their confidence every step of the way. The seller must be sure you

Continued on next Page

A retired furniture auctioneer was walking down the road with a friend when they came to an old cemetery. Taking a short cut, they walked through the cemetery looking first at one stone then another. Nothing was green, some of the stones were pushed over, it was in a general state of disrepair. The further they went the worse it got. Finally they came to a nice little plot of green with beautiful flowers and a nice polished tombstone. The auctioneer said to his companion, "MAN, THAT'S WHAT I CALL LIVING."

Col. Lyle Sweet

know what you are doing. The buyer needs to feel you are being fair. Being a woman means the job needs to be done better, with all the honesty one can muster, our sex in a new field is always under criticism. Naturally good comments and bad come our way, truths and untruths about one hurts, but you stand true to your public and do what in your heart you know is right.

The nicest complaint I have had come my way was from an elderly gentleman who after watching an auction from beginning to end came up to me and said:

"I'd have you as my auctioneer in a minute if I needed one, even for selling cattle—yes sir, I would." He never did need me but I cherished his sincerity.

In looking back over my five years as Brattleboro's Woman Auctioneer I find a woman entering a new field has new problems, new hurdles to take and new achievements for her sisters.

Magic Sparkles in Old Paperweights

There's an element of magic in old glass paperweights that few can resist. Prove it to yourself by taking one in your hand and looking at the brilliantly colored flowers, insect or silver portrait of some famous person imprisoned in its clear still depth.

The start of paperweights was in France at Baccarat about 1825 and soon after at St. Louise and Clichy. The most beautiful weights were made at Clichy but they were not commercially successful and the factory was bought about 1860 by Baccarat and St. Louis and closed to eliminate competition.

The designs produced at these three factories were probably perfected in this order: First, millefiori (literally, a thousand flowers'), sometimes on lovely 'lace' backgrounds and the related 'broken candy' patterns. Next, larger naturalistic flowers (the first was Baccarat's pansy), followed by fruits, 'mushrooms' with millefiori, then snakes, butterflies and, rarest of all, lizards.

Sulphides were first made in England by Apsley Pellat about 1825. These are

the weights with a portrait or other medallion in a special clay that takes on a silvery aspect at certain temperatures when imbedded in glass.

Some Made Here

While paperweights reached their perfection in France, they were also produced elsewhere. Among the best known are the English weights of White Friars (still in production) and Bristol. American floral weights were made in New England—Nicholas Lutz, an Alsatian, was the only maker whose name is known—and in Millville, N. J.

Various methods were used for the delicate work of getting the glass design into the glass sphere. Sometimes the ornament was arranged on the base and glass at high temperature (but not high enough to melt the design) and liquid glass was poured over it. The whole mass was then turred on the end of a rod until spherical. Sometimes the ornament and base were turned upside down in a round mold filled with liquid glass.

Collectors' Choice

Today the would-be paperweight collector has several interesting choices. If he has the means, he may decide on old specimens, priced from about \$100 to \$3500. Or he may concentrate on St. Louis' fine reproductions of its early millefiori, flower and fruit weights, which sell for about \$50 to \$60.

A third possibility is to collect the sulphides with portraits of past and present celebrities that Baccarat is turning out at the rate of five or six a year. Only 1400 copies are made, then the mold is broken. With beautiful cutting, the weights cost \$25, with overlay decoration, \$75. Aware that these originals are antiques of the future, both collectors of old weights and antique dealers are buying them.

WELL-KNOWN BOY

A boy sought a job at a drugstore. The druggist prepared to fill in the application form. "Your name?"

"Alexander Graham Bell."

"Say, that's a pretty well-known name, isn't it?"

"It ought to be," the boy replied. "I've been delivering groceries around this neighborhood for two years."

Sale of Earrings Helps Blind Girl

Auctions are not unusual but they do have a habit of providing the unusual. Such was the case recently at East Stroudsburg, Pa.

A local newspaper story regarding Miss Irene Van Why, a blind girl in the above named city, aroused the usual interest and public support and resulted in a pair of earrings being forwarded to the newspaper office with the instructions they be sold and the proceeds given to Miss Van Why. The donor remained anonymous and every effort to

locate him or her was unsuccessful. Local appraisers valued the earrings at \$125.

Col. Wayne R. Posten, Stroudsburg, Pa., and a member of the NAA, was conducting a large sale of valuable furniture and antiques at the time and volunteered his services as auctioneer in converting the earrings into cash to be turned over to Miss Van Why. Even though totally blind, this girl is successfully rehabilitating herself, through the kindness of others, and makes men's and women's belts.

This is an example of one of the many ways an auctioneer can give of his talents for a worthy cause.

Better Selling Methods Needed on 'Tight' Markt

By COL. HENRY L. JONES,
Winchester, Ky.

Competition for the buyer's dollar will probably be keener this year than it has been for some time. Former free spenders are now spending with more caution. People seem reluctant to part with dollars until convinced that they are obtaining full value received. On the other hand, our competition for those dollars is quite stiff and our competitors are working feverishly. You will have to sell with more finesse and with more diligence than ever before if you expect to get your fair share of business. It is a selling job and your sale procedures must be good.

It is easy to get into a selling rut. NOW is the time to re-appraise your selling system. Now is the time to take an objective look at your sales practices. It is easy to use the same approaches and same routines over and over again. Although the words and actions may have been effective at one time and under certain circumstances, at present, a different outlook and new approach would stimulate greater results.

In preparing for the coming sales, try to work out some new techniques in

advertising and sales management. Recognize the complete inter-relationships among all steps in the selling process. Strive to integrate every part into a complete and successful whole. This means thought and work and the willingness to go all out to improve.

Remember this: You are going to have to put increased effort in your selling. There is still plenty of money in circulation, but it isn't being thrown around loosely. You can get a fair price for whatever you are selling, only if you succeed in convincing the customer or prospect that they should buy from you, and buy now.

During recent flush times we may have allowed some of our knowledge of salesmanship to lay dormant. Now is the time to "Wake Up!" Use every bit of 'know how' and ability that we possess. Let's polish up our thinking, and gear up our doing to the times.

ON THE TRAY

Poke—"They say Bill is really a go-getter."

Moke—"Yep—eats all his meals in a cafeteria."

How It Looked to Me

In South America

By COL. ERNIE WELLER

Atkinson, Nebr.

Among the wild animals and birds that cause considerable trouble to the cattlemen of the Argentine, perhaps the foremost is the wild ostrich, which abounds in large numbers. Interesting to me, and I am sure it will be to you, is the method of propagation in the ostrich world.

At mating time, a male ostrich will select three females as his harem. This done, he proceeds to build a communal nest in which all three females lay their eggs. With the eggs all laid, he proceeds to sit on them until they are hatched. So some of you old family men—if mom calls on you to do a little baby sitting while she attends club or church circle, just don't complain too much; thank your lucky stars you weren't born a male ostrich.

Although in the earlier years of cattle development in the Argentine, Short-horns were the predominant breed, this is not true to day. About 85 years ago, we were told, the first importation of registered Herefords were made from England. At about this same time importations of Aberdeen Angus were also made. Although as guests of the Argentinian Hereford Association we did not visit any Angus herds for close inspection, many large herds of good Angus cattle were seen along the highways dur-

ing our bus trips from estancia to estancia.

By and large, the registered Herefords we saw were rugged, with a lot of size and scale—the English type. Heads of most of the registered Herefords we inspected were not as pleasing to our group as white faces in the States. Markings are not as important here either, as in North America. There were many line-backs and many animals carrying too much white, judged by our standards, that were being fitted for the big "Palermo Show" next August.

Argentina's main objective is to produce a sizeable quantity of beef and with that in mind many of the "lesser things, as marking etc., are of secondary importance or none at all. Their only objective is a lot of size for age, good gainability on grass, as none are grain fed. For show purposes, animals are fed a light grain ration.

Breeding programs are similar to those in the United States, although pasture breeding of purebreds, so far as we could observe among the top-flight estancias, is not as commonly practiced as in the States. Stall breeding of individual animals and the use of artificial insemination is a most common practice. Prices of registered animals range quite high, with imported bulls costing up to \$10,000 each and more, while registered range bulls that go to commercial producers will bring from \$300.00 to \$600.00 average.

Except at the beef level (for slaughter, where prices are controlled by government) all breeding stock and stockers are sold at public auction. The procedure is identical with that practiced in the States. All livestock auction markets (the stockyards facilities) are owned by Rural Societies (Co-operatives or Farmers Union in the U.S.A.). They are made

EDITOR'S NOTE—Col. Ernie Weller, one of the most prominent and successful livestock auctioneers in America, made a trip to South America early last spring. Those who attended the Omaha Convention witnessed an extremely interesting three-dimensional moving picture of what Col. Weller saw on his trip. For those who could not attend the Omaha meeting, we are publishing a portion of his observations. Col. Weller is owner of the Atkinson Livestock Auction Market, Atkinson, Nebraska.

available at a rate of \$3.00 on every \$1000.00 worth of livestock sold through them to the commission firms (auction firms, no private treaty sales) who are licensed by government to operate at such yards. To me, the unique part was the commission charged for selling cattle.

It is 2% from the seller and 2% from the buyer (I'd like one season of that myself, before retiring.)

Instead of brand inspection and clearance as is practiced here, federal police yard all cattle after they are sold. Before they are taken out by the buyer they are officially rebranded with his mark before leaving the yards. Thirty days time is granted the buyer, before he pays for his purchase (I don't like that so well.)

In the case of registered cattle, the buyers pays a commission of 6% and the seller nothing.

Among the estancias visited for close inspection of registered herds were, San Ramon, owned by Bernard L. Duggan, an Irishman; the Cabana Law Hermanas of Senores Rafael Herrera Vegs E. Hijos; Cabana San Jose, belonging to the Santamarina Family, and San Simon, belonging to Leonardo Pereryra.

Of considerable interest to our group was a visit to Estancia La Independencia of Senor Gabriel Boubée, near Tandill. This was a horse ranch, specializing in the production of saddle horses.

Although several breeds and cross-breeds were being produced, we were most intrigued by the "Criollos," or native saddle horse. Well standardized as to color (mouse color or a half ripe olive), they ranged in weight from 1,000 to 1,050 pounds. Clean of limb, with fore quarters of an Arabian and hind quarters of a Quarter Horse, an alert manner and quick eye, they make excellent cow ponies.

Due to the long distances involved in the delivery of cattle to market, many horses are used. Each goucho entrusted with the delivery of these cattle has his own band of saddle horses, usually numbering ten head, all of which have been taught from weaning time to recognize and follow the sound of a bell which is worn by a lead mare. It

is uncanny how well they have them trained. We saw ten such bands run together and flushed. Then each goucho would ride into the herd, get hold of his lead mare, and in a matter of minutes each pack would separate themselves and follow their lead mare.

Although I indicated in my article of last week that Argentina currently is out of the world's export market so far as chilled beef is concerned, in our visit with President Peron, he indicated that he considers Argentina as a great potential "beef factory" and feels its future exports of finished and processed meat will be one of the nation's greatest sources of income.

Because of the extensive grass lands in Argentina, of which some 2,000,000 acres have been given to producers and operators in the past ten years under an act patterned after our homestead laws, and by encouraging the cattlemen to import good bulls, they hope to upgrade the current cattle population and utilize the vast land areas now lying idle.

"The only thing that I ask of them," Peron said, "is that we will never have to subsidize these aspects of production, and our cattlemen are so good that they have been able to accomplish this."

The standard of living amongst the well-to-do Argentines is at least as high as that of the corresponding group in the United States. The less fortunate are probably as well, or better off, than anywhere else in the world because of the abundance and low cost of food.

We saw comparatively no poverty and at no time were we accosted by a beggar.

The building industry has experienced an unusual boom in the past ten years, notably in the larger cities, where apartment houses, office buildings, residential dwellings and factories of the most modern type have gone up by the thousands.

I will not try to deal here with the cultural aspects of the country, as Mrs. Weller took note of these and will present them at some future date, to her club and church circles. Anyway, my literary ability is more closely geared

Continued on Next Page

to giving a running description of a bull fight, than to getting involved in the arts, customs, manners and musical accomplishments of my Latin American friends.

Politically, in my opinion, one could scarcely classify government as Communist. Perhaps in a milder degree, socialistic would fit—patterned to a degree after our own recent “New Deal,” with many embellishments.

Due to the fact that Argentine has never been involved in a war outside her own borders, internal debt is of no great importance and consequently taxes of all kinds, including income, are quite low.

This condition is further improved by revenue that is derived from legalized, government controlled gambling. All gambling casinos, of which every large city or resort has one or more, are government owned and operated, as is horse racing and daily lotteries. The take from these sources, in the case of Argentine, is sufficient to support all welfare and social security expense.

At Mar Del Plata, located about 250 miles south of Buenos Aires, on the Atlantic seacoast, a resort town rivalling Miami and Atlantic City in grandeur, not only are the casinos government owned but the large and beautiful hotel, “Provincial,” as well. As guest of the Argentine Hereford Association, we spent a day at Mar Del Plata.

Buenos Aires, Latin America's first city in size and ninth largest in the world, is located 170 miles inland from the Atlantic Ocean on the Rio de la Plata River and has a population of 3,000,000 inhabitants in Buenos Aires proper, plus another 3,000,000 overlapping in Buenos Aires Province.

Commercially, politically, industrially, Buenos Aires is the nerve center of all Argentina. It also serves as the nation's largest port and rail center. Cosmopolitan, dynamic and progressive, it possesses a blend of the Old World and the New. The Plaza Hotel, serving as our home while in Buenos Aires, is located on the Plaza de Mayo in the heart of the city. Within the radius of a few blocks are fashionable shopping streets, the commercial and theatrical district.

At the Plaza itself, you will find the historic Cabildo, where the movement for independence from Spain was inaugurated, the Government Palace, Municipal buildings, the Cathedral, burial place of General Jose de San Martin, Argentina's greatest son; the main banking institutions and the National Library. Beautiful parks, recreation areas and play grounds are in abundance.

It may be confidently stated that few countries offer nowadays so many opportunities for active and enterprising capital as does Argentina. The country is under populated, with many fields of action and vast natural resources still undeveloped.

But before you sell the only family milk cow and grab a plane for Argentina, here's the sticker! Any investments you make are supported by a declaration to the government of capital invested. Upon this amount so invested, you are permitted to retire annually 3% of your investment. All the remainder, including profits, must remain invested in the country. So, unless you plan on staying 33 years or longer, you had best make inquiry at the Argentine Consulate before going there—otherwise stay where you are and keep milking the cow.

Convention Date Set For Indiana Group

January 3, 1955 has been set as the date for the Annual Convention of the Indiana Auctioneers Association. It will be held at the Warren Hotel in Indianapolis.

An interesting program is being planned by the officers and there will also be some important business matters come before the group. In addition to the election of officers for 1955, the responsibilities of being host to the National Auctioneers Convention, July 14-16, will come in for its share of discussion. It is important that every Auctioneer in Indiana attend this meeting.

I would like to see every Auctioneer in the Association listed on the Booster Page.

Col. C. G. Williams

Wanted--New Members

After reporting receipts of 92 memberships in the previous 30 day period we have but 45 to report in the period from September 16 through October 15. Of these, eleven were new members and 34 were renewals. The latter figure is very much in line as we do not have many expirations at this time of year. However, we are definitely short on new members.

This is the busy season for most Auctioneers but it is a good time to secure new members for the National Auctioneers Association. How many of you have even asked a fellow Auctioneer to join the NAA in the past 30 days?

The 45 memberships received were from 23 different states, almost half the country. Illinois led with six followed with Pennsylvania's five. Following is a list of those received with the asterisk denoting renewal.

- *Col. Morris Weinstein, New York
- Col. Watson A. Lewing, South Carolina
- *Col. C. W. "Pete" Slater, Illinois
- Col. William A. Porter, Illinois
- *Col. Jack Milwe, New Jersey
- Col. Irwin E. Murray, New York
- *Col. Omer F. Bonney, Oregon
- *Col. Earl Shields, Iowa
- Col. Marley Neal, Indiana
- Col. Glenn Trout, Maryland
- *Col. A. Q. Verble, Tennessee
- *Col. Dale H. Shelton, Jr., Wyoming
- *Col. F. E. Nissen, Iowa
- *Col. Max Hood, New Mexico
- Col. F. E. "Bud" Greer, New Mexico
- *Col. Herb Walters, Pennsylvania
- *Col. Thomas A. Scarane, Florida
- *Col. Wayne Cook, Texas
- *Col. H. S. Zaikaner, Texas
- Col. Charles Vaughn, Illinois
- Col. Joe E. Miller, Pennsylvania
- *Col. Klaas Mulder, Minnesota
- *Col. Wilbur T. Clair, Indiana
- *Col. Everett "Pat" Patterson, Indiana
- *Col. George W. Fox, Sr., Pennsylvania
- *Col. Elwood Collier, Illinois
- *Col. Robert B. West, Ohio
- *Col. Frank K. Taylor, New York
- *Col. Robert A. Potter, Missouri
- *Col. Fred Bartels, South Dakota

- *Col. Dwain Williams, Nebraska
- *Col. John M. Miller, Maryland
- *Col. Jacob A. Gilbert, Pennsylvania
- *Col. R. E. Parke, Pennsylvania
- *Col. Paul D. Forsythe, Colorado
- Col. H. L. Norton, New Hampshire
- *Col. A. L. Tremblay, Massachusetts
- *Col. Fred A. Perino, Wyoming
- Col. H. Allison Campen, No. Carolina
- *Col. Ben F. Hayes, New York
- *Col. Leonard F. Willinger, New Jersey
- *Col. David L. Green, Iowa
- *Col. Norman Finson, Ohio
- *Col. Charles B. Wade, Illinois
- Col. Lyle Shambrook, Illinois

Slow Recovery For Mrs. Fred Millspaugh

Mrs. Fred Millspaugh, a victim of a serious auto accident last June, is making a slow but satisfactory recovery, according to word received by THE AUCTIONEER. Mrs. Millspaugh suffered the accident in Arizona, while visiting a sister. After several weeks in a Phoenix hospital, she was released to her home for further treatment, including physical therapy, and was to return to the hospital in October for plastic surgery.

Col. Fred Millspaugh, Gas City, Ind., is a valued member of the NAA, holding a Life Membership, and has been active in the Indiana Auctioneers Association. He has moved with the family to Phoenix, in order that they may be near Mrs. Millspaugh while she is recovering. Their address is 2110 N. 20th St., Phoenix, Ariz.

HAD WRONG IMPRESSION

A drunk staggered out of a tavern and started to walk up the street with one foot in the gutter and the other on the sidewalk. After a block or so he was accosted by a policeman with, "Hey, you, you're drunk." "Thank goodness," exclaimed the inebriated one, "I thought I was lame."



Our President

As

Others

Know

Him

Col. H. W. Sigrist, Fort Wayne, Ind.

National Auctioneers Association
Col. Bernard Hart, Secretary
803 South Columbia Street, Frankfort, Ind.

Dear Sir:

I am a member of the NAA and have been for about three years. I never miss reading "THE AUCTIONEER" from cover to cover, then pass it on to someone who is not a member of the NAA.

I would like to comment on the new President, Col. H. W. Sigrist, as I feel that I know Col. Sigrist a little better than most young auctioneers. I have conducted auctions on his LaGrange County (Ind.) farms and am living and working in the county where he was born and raised.

On August 9, following the Omaha Convention, the LaGrange County 4-H Fair Association held its first Fair and Sale on the new Fairgrounds. As auctioneer of this sale, I introduced the newly elected President of the National Auctioneers Association. He received a very fine ovation and spoke briefly of the NAA and the Convention.

In the auction of steers, barrows and lambs that followed, Col. Sigrist purchased one of the barrows and gave the credit to the National Auctioneers Association. Every member would have been swollen with pride had he been there and heard the applause.

On September 9, I had the pleasure of working for and with our President on the Auction of the entire contents of the old Methodist Hospital in Fort Wayne, along with two other top notch Auctioneers, Cols. Dale and Bob Ellenberger, both members of the NAA.

Under the guidance of Col. Sigrist I am sure the NAA will enjoy its most successful year and a great Convention in Indianapolis in 1955.

Fraternally yours,
Col. Winford Lewis
Howe, Indiana

Shetlands Sell High In National Sale

From 26 states and Canada, Shetland fanciers thronged in to the spacious Springfield (Illinois) State Fairgrounds, Sept. 17 and 18 to pay a record-smashing \$129,550 for 139 Registered Shetland Ponies. That established a record average of \$932 which was considerably above last year's average of \$785.

Topping the sale was Lot 148 in the catalog, Violet's Regret, a seven year old midget dappled mare consigned by Mrs. E. T. Sproull of Belemar Farm, Bristolville, Ohio, and purchased by E. B. and Mabel Johnson, Gas City, Ind. The selling price was \$2,500.

Selling for \$2,000 each were a team of matched sorrel yearling fillies consigned by Hughes Pony Farm, Brookston, Ind., and selling to W. E. Culwell, Dallas, Tex.

Final breakdown showed the top 10 averaging \$2,086 with 46 ponies selling

for \$1,000 or more. Col. William Porter, Alexis, Ill., and Col. Roy Chaney, Morrilton, Ark., both members of the NAA, were the auctioneers.

Michigan Auctioneers Lose Valued Officer

Members of the Michigan Auctioneers Association are meeting on October 28 to elect a new Vice President to fill the vacancy created by the death of Col. E. B. Ziegler, Jackson. Col. Ziegler was a charter member of the Michigan Auctioneers Association and a real worker for the Auctioneering profession.

WRONG MAN

X The absent-minded professor and his absent-minded wife were spending a quiet evening at home when someone banged on the door. She yelled, "Oh, Gosh, my husband!" And he jumped through the window.

Father-Son Retirement Plan

FOR SALE—1920 Acre Ranch, 17 miles north of Wall, South Dakota

All modern 6 room home with enclosed porch, large barn, chicken house, brooder house, 2 corn cribs, truck shed, work shop, 4000 bushel granary, hog house.

2 good wells—4000 gal. supply tank—7 large dams.

425 acres under cultivation, 42 acres in alfalfa, 240 acres native hay land, 1213 acres pasture.

AUCTIONEERS: Let's sell this ranch for the owner, Mrs. Katie Sawell, who has lost her husband and wishes to retire from this large operation. As a young man I worked on this ranch—IT'S A NATURAL—for a young man who is interested in his son's welfare and future.

The price is only \$37.50 per acre.

WRITE:

George A. Thompson
Lenox, Iowa

or

Frank J. Long, Auctioneer
1918 Avenue B
Council Bluffs, Iowa

The Growth Of Real Estate Auctioneering

By COL. R. C. FOLAND
Noblesville, Indiana

The following is an address by Col. Foland at the 41st Annual Convention of the Indiana Real Estate Association, held this fall in Evansville, Indiana.

It is with a deep sense of satisfaction, pleasure and gratitude to have the honor of appearing on the program of this Convention. Especially it is a source of joy and pleasure to me, to discuss with you the progress of the Auction method of selling real estate has made.

Of all fields of worthy endeavor, none, it seems to me, is more elevating than the real estate business, except perhaps the ministry itself. The home, we claim, is the first unit of society. In dealing with homes, we are, it seems to me, dealing with the thing that should be closest to the human heart. Sometimes, however, I am almost led to feel that the family automobile is, in some instances, more to be cherished than the family home. In my judgment, this is the exception rather than the rule.

In dealing with real estate, the broker, salesman and auctioneer rub elbows, so to speak, with the cream of society. With all due respect to tenants, people are nevertheless inclined, to respect free-holders and hold them in higher esteem. The party who owns real estate is presumed to be of a little higher standing. Those qualified to bid and buy real estate are likewise regarded as being more resourceful than those unable to buy.

My judgment is that the strength of a nation lies very much in proportion to the percentage of home owners in that nation. I don't mind to be quoted as saying that "it is the duty of every patriotic citizen to own his own home." I also believe that it is within the power and possibility of every normal male citizen of the United States to own his

own home. I furthermore believe that it is the duty of all of us, dealing in real estate, to work at our profession to the end of helping those who do not own their homes to qualify themselves to do so.

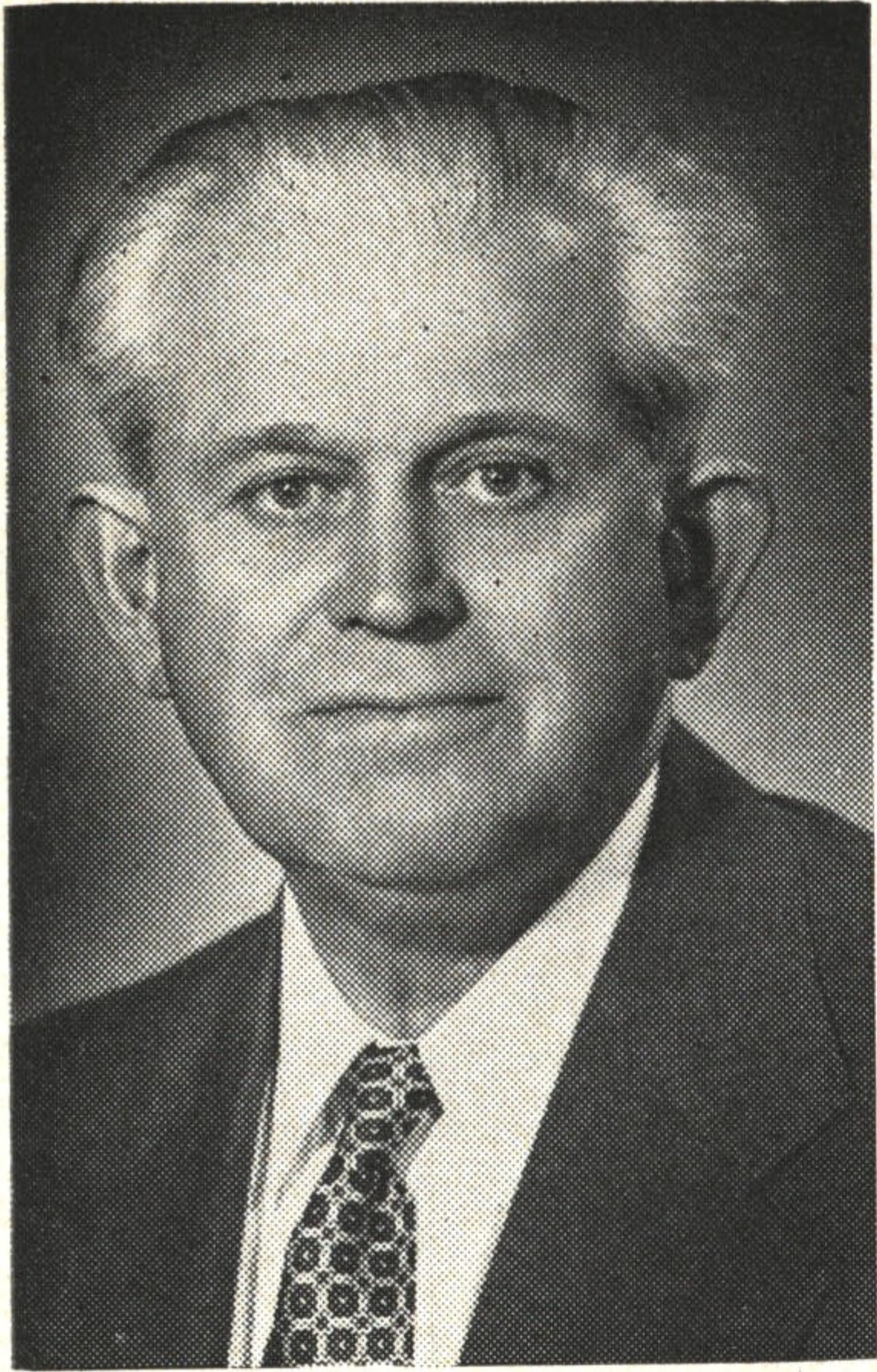
It seems to me, there is no field of auctioneering quite as dignified, honorable and elevating as the art of selling real estate by genuine auction. I want to further assert that the auction method of selling realty, or personal property for that matter, is more fascinating and fair and holds out more advantages than the private method. Perhaps you will not all agree with this opinion and of course you have a right to your own views.

Thus far I have talked, more or less, in a general way, but my subject really is the growth of real estate auctioneering. Say what you may, or think as you will, the auction plan of selling has infiltrated into the selling of real estate in such a manner that it seems here to stay. It is making rapid strides in many sections. If it is good, then it should be endorsed, promoted and encouraged by good thinking realtors and the general public. If it is bad and not a service to those with real estate selling problems, then organizations, such as we represent here today, should do something to stop its growth.

It might be well to briefly discuss some of the reasons why the real estate auction business has not made even greater in-roads in the selling of real estate.

Lack of Qualified Auctioneers

There are very few auctioneers who have prepared themselves to deliver real estate auction service. I say this advisedly, because I believe in auctioneers. I helped to organize the Indiana Auctioneers Association and was its President for three years and now the chairman of the Board of Directors. I belong to the National Auctioneers Association and



COL. R. C. FOLAND

seldom miss one of the conventions. In my work, I come in contact with many auctioneers. I believe the auction profession is making rapid strides in business integrity and ethics. Did you ever hear of an auctioneer being sentenced to prison? At one of the National Auctioneers conventions, the manager of the hotel sent word to the floor of the convention, that the auctioneers were the most orderly, well behaved and dignified of any conventions which had been held at that place. I was somewhat proud of that statement. Auctioneers in the past, have been largely self-made. For that matter I think real estate brokers, under the old system at least, were in the same category. A few auction schools are in existence, but most of them are of only a few weeks duration. One school is only week; another is two weeks and most of the rest are for only three. In spite of these handicaps, many prominent and renowned auctioneers have built for themselves commendable records. None of these schools, as far as I am able to learn, except the one I operate, give much attention to real estate selling and my school is only three weeks, majoring in

real estate and three weeks additional in personal property. At one time I was engaged to instruct in one of the auction schools and was played up in its catalogs as giving full instructions in selling real estate by auction, and only had one and one-half hour period to do this. Some colleges now include courses in the sale of real estate, and there are some private schools. Perhaps some of the colleges will establish regular full time auction courses.

Improper Application Of The Method

Another reason which has retarded the growth of real estate auctioneering is the improper application of the method. Sometimes such sales are attempted by unscrupulous persons, sometimes by unqualified auctioneers. Fictitious bidding of any kind and unfair practices has the tendency to lose the confidence of bidders in particular and the public in general. A volume could be written along this line, but we haven't time here to discuss all of the unfair ways the method has been misused.

Lack of Attention

Another reason hindering the progress and growth of the real estate auction method is due to the indifference of real estate brokers. Perhaps this is partly due to lack of knowledge of its merits or an attitude on the part of brokers, to let "well enough alone." Many perhaps have had the wrong opinion of its merits. Even though many brokers and salesmen, as well as auctioneers, believe in the method and see no wrong in it, yet just do not sell the service to those who need it.

Lack of Faith

The lack of faith on the part of the general public, in the merits of auctioneering due largely to lack of knowledge of its advantages, causes people to pass snap judgment void of reason. It is usually the thinking person who uses the auction method, those who have the courage to be governed by good judgment, rather than by cowardice.

More Rigid Law Needed

It is my judgment that we need legislation governing auction sales, especially in the way of protection to bidders.

Continued on next Page

Skeptical bidders advance their bidding with doubt and caution, thus affecting prices. Here again, real estate and auction associations can yield influence to the end of securing the passage of laws, which lend more rights and respect to bidders, all to the end of securing better values for sellers.

Even with the hindering causes which have a tendency to retard the growth of real estate auctioneering, the method has proven to be an outstanding success and has made a marvelous growth.

Some years ago I wrote, copyrighted and published a book on the "Auction Method of Selling Real Estate," and "Side Lights of the Auction Method of Selling Real Estate." In this work I outlined and discussed 40 advantages. If I had the time, I could elaborate on some of these, most of which are not common to the private method. In fact, I would be pleased to have a debate scheduled in next year's state convention, as part of the program, on the subject: "RESOLVED that the auction method of selling real estate is sound, logical and serviceable," or some similar question. In fact, I challenge anyone to a debate on the question: "RESOLVED that the auction method has more points of advantage of selling real estate than the private system." To say the least, I solicit the co-operation of all realtors in further developing the rightful practice of real estate auctioneering. The method is really in its infancy, even though it has made a marvelous growth. The fact is, that the field of opportunity in real estate auctioneering is large.

Only Two Methods

There are only two broad systems of selling: Public and private; auctions and sales by private treaty. I think both have their rightful place in the real estate selling program, but I do believe a greater service can be rendered by the proper use of the auction method. Get on the ball, REALTORS! Broaden your scope of service. Adopt the auction program, the sure way of selling.

Meaning of Auction

Perhaps we had better define the term. I think the word "Auction" is derived from the Latin word "Auctionea", meaning "a sale by the increase of

bids." An auctioneer therefore is one who sells by the advance of bids, one over the other, until a final figure is reached. In other words, an auctioneer is one who sells to the highest bidder. Therefore "Auction" means a public sale to the highest bidder and if there is no sale, there is no auction. It is, in my opinion, improper to use the term auction in advertising any sale with any form of reservation.

I think Webster gives the definition somewhat in this manner: Auction is a public sale, where the price is called out and the article sold, adjudged to the last increaser of the price, or the highest bidder.

"A sale at auction" is a very common expression. This word "at" applies more particularly to a place. In my opinion, a better wording is "a sale by auction," meaning by the increasing of bids. There are various forms of auctions and so called auctions, but just one true unadulterated and genuine auction.

Auction Method Long Established

The auction method of selling has been used, even as early as the time of the Queen of Sheba. It is said, that a Babylonian custom was to sell maidens in marriage to the highest bidder. At the time of Julius Caesar, I think history reveals that war booty and even captives of war, were sold by auction in the market place in Rome. If you are up on your history, I believe it was in 193 BC that the Roman Empire was sold to the highest bidder. The fact is, that the merits of auctioneering has existed, just as the merits of many other useful endeavors for perhaps centuries undeveloped. Electricity, atomic power and many, many things which have come to be used, had the potential possibilities, in a more or less dormant stage, long before they were harnessed for the use by man. I solicit your co-operation to the end of concentrating the forces of salesmanship through the use of the forceful plan of auction selling.

Auctioneering is truly "THE WHITE HEAT OF SALESMANSHIP!"

The best thing to save for your old age is yourself.

Qualifications Needed to Improve Auction Profession

By COL. MORRIS WEINSTEIN,
Middletown, N. Y.

We hear so much about the Auction business, its uses, mis-uses and abuses. In most states and areas we find that the Auction industry and the Auctioneer are on sort of a "free-wheeling" basis, with very little, if any, control.

In most states, counties or cities where an Auctioneer's license is required, anyone who has the price of the license fee can get a license without any questions asked.

We know that today's Auctioneer is as much a professional in his field as the lawyer, banker, electrician, plumber and so on, whether he practices general auctioneering or specializes in any particular line in the broad field of selling. However, any person, though he may have never attended an Auction School nor worked with an Auctioneer, can place his ad in the local paper and/or have some business cards printed, proclaiming himself to be an Auctioneer and he is in the Auction business.

It isn't the competition he creates as much as the fact that this type of man will sell a sale for an unreasonably low fee. Some unsuspecting victim who is not familiar with Auctions and Auctioneers notices these flowery ads and, believing what he reads, engages one of these so called capable and experienced Auctioneers. The result is usually a "botch" job in advertising, presentation and selling, winding up with only a fraction of what the sale should have totalled. This hurts the client who in turn tells his friends and neighbors as do those who attended the sale. Then if you should suggest the auction method of selling to them they will throw up their hands in horror.

Therefore, this type Auctioneer does irreparable damage to the Auction business and to the profession. I feel

that anyone wanting to get into the Auction profession should be required to take a certain length course in an approved School of Auctioneering, then serve a given period of time as an apprentice in the field with a qualified Auctioneer. Another plan would be to work with a qualified Auctioneer for a period of time of sufficient length to give the student a working knowledge and reasonable amount of experience in conduction of an Auction Sale.

The student should then be required to pass a given examination to prove his qualifications and ability to go out and do a reasonably fair job for his client. The result would be an asset to the Auction industry and a credit to the profession.

I know that the situation I have outlined exists in many areas. I am much interested in knowing how some of our members feel about it. May we hear more on this subject and perhaps, in time, figure a remedy for this Auction ailment.

Livestock Tally Predates The Count of Farmers

X The Government started tallying the nation's livestock before it ever got around to counting farmers.

In 1840, when agriculture censuses got under way, only sheep, cows, and hogs were counted. Not until the next census, 10 years later, did the Government decide to count farmers themselves separately from the general population. There were 1,449,073 homesteaders and ranchers then, compared to about 5.5 million operators today.

A census of agriculture was taken every 10 years from 1840 to 1920. Since then, the farm count has been held once every five years.

Constitution and By-laws of Maine Auctioneers Association

(Editor's Note—Due to the fact that several states are in the process of, or are contemplating, the organization of a State Auctioneers Association, we are publishing a copy of the By-Laws and Constitution of the Maine Auctioneers Association. While we are not recommending that other states follow to the line what is published, herewith, it can be used as a pattern and alterations can be made to suit any particular State or District Auctioneers Association.)

PREAMBLE

Whereas, it is necessary, in order to fit ourselves for the responsibility of Auctioneers, to cultivate the spirit of cooperation, improve our profession and protect the interest of the Auctioneer, to protect the public against unscrupulous practices; therefore, we do constitute ourselves the Maine Auctioneers Association, and have adopted for our government the following Constitution, By-Laws, Rules and Regulations.

CONSTITUTION

Article I

Name

This Association shall be known as the Maine Auctioneers Association having as their headquarters the residence of the current Secretary.

Article II

Objects

The aims, objects and purposes of this Association shall be to:

(A)—Promote and advance the auction profession.

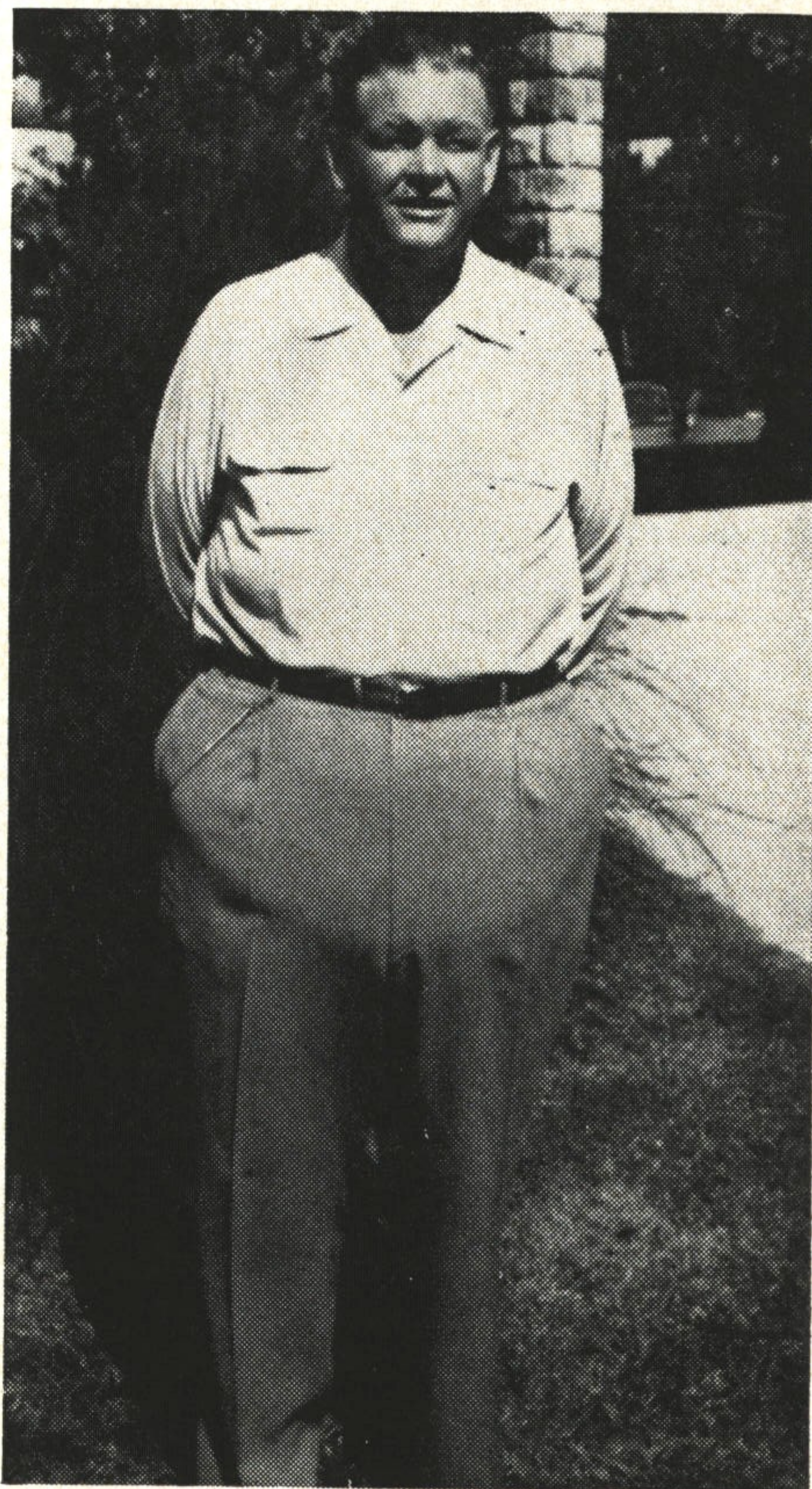
(B)—Protect the interest of all Auctioneers (members of the Association) in all matters of legislation when such legislation is in the interest of our Association.

(C)—At all times to help, aid and assist in elevating the Auctioneering profession by technical training, instruction, apprenticeship, exchange of ideas, practices, advertising and publicity.

(D)—Exclude all questions which verge on immorality, sectarianism or on politics, except as essential to the discussion of a political topic.

(E)—Go to the assistance of a brother member when due to conditions over which he has no control, in helping to

Meet Your Director



COL. R. A. "TINY" WALDREP
Birmingham, Alabama

On the opposite page is Col. Waldrep's home at 624 Roebuck Drive in Birmingham. "Tiny" operates the Dixie Auto Auction.

the best of one's ability in the conduct of an auction sale or in any other way or manner your judgment may dictate.

(F)—Strive at all times to make the public more auction minded by fostering advantages of selling at auction, conducting charity auction sales, publicity and by being auction salesmen.

(G)—To exercise the privilege, when consistent to do so, of using the organization's influence as and when the occasion presents, in protest against existing or proposed legislation designed to place unfair or burdensome limitations upon the members, and upon the auction method of selling or barter.

Article III

Membership

Any Auctioneer who is honest, upright, worthy of confidence, of good moral character and recommended by a member, shall be eligible for membership in this Association, providing he is willing to swear or affirm that he is not a Communist, is not affiliated with the Communistic organization in any way or manner whatsoever, and that he does not advocate the overthrow of the United States Government.

Article IV

Officers

The Officers of this Association shall be a President, a Vice President, a Secretary, and a Treasurer. Five Directors all to be elected annually by the mem-

bers for a period of one year.

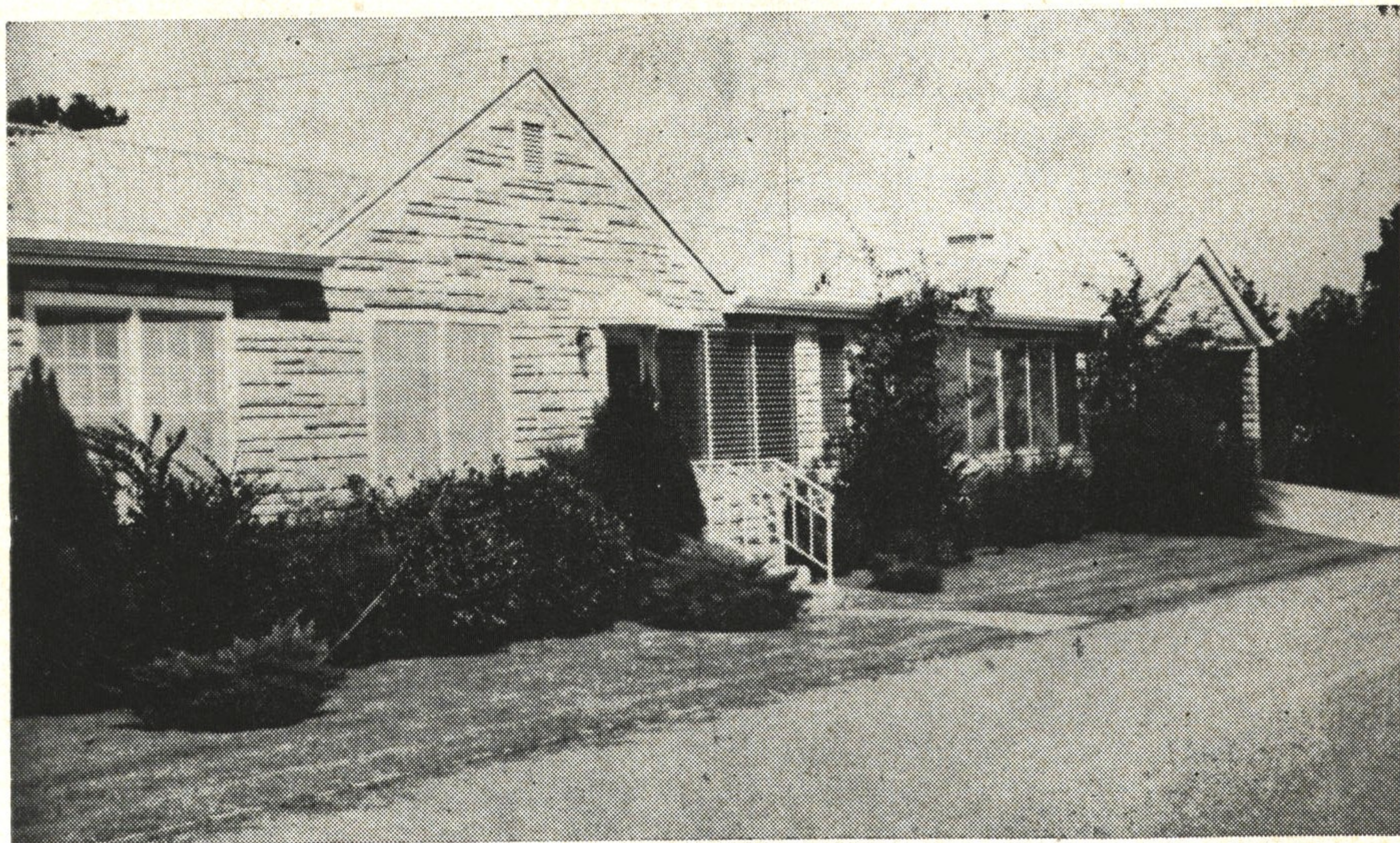
Article V

Duties of Officers and Directors

Section 1—It shall be the duty of the President to preside at all meetings of the Association to enforce a due observance of the Constitution, By-Laws, Rules and Regulations; to decide all questions of order; to offer for consideration all motions regularly made; to call special meetings; appoint all committees not otherwise provided for; to govern the administration of this Association at all times and to be accountable to the membership for the efficient and businesslike administration that is expected of him; to authorize to his subordinates the appointment and selection of the necessary clerical help to complete the work now before them or that may hereafter be necessary for the proper conduct and efficiency of their respective offices; to conduct all meetings in absolute decorum at all times; he shall make no motion or amendments, nor vote on any question or motion unless the members present be equally divided, when he shall cast the deciding vote.

Section 2—It shall be the duty of the Vice President to preside in the absence of the President and to perform the duties of that office, and to perform whatever duties the President may so direct.

Continued on next Page



IN UNITY THERE IS STRENGTH

Section 3—It shall be the duty of the Secretary to attend all meetings and record all votes and minutes of all proceedings; register the names of the members; issue all notices required; he shall receive all applications for membership and record same and when approved by the Board of Directors shall issue Membership Certificates; he shall answer all communications except those requiring the attention of the various officers and will furnish at all times any communications requested of him by any Officer of this Association. The Secretary shall be reimbursed for any expenditures made by him in the performance of his duties (Authorized by Board of Directors). He shall perform such other duties as the President may direct.

Section 4—It shall be the duty of the Treasurer to receive all monies of the Association and keep a written statement thereof, and he shall make no payments without the Directors approval of each and every bill and item that requires payment thereof; he shall keep his books available at all times for auditing and will render a financial statement of the Association whenever called upon by the Officers and Directors.

Section 5—The Board of Directors shall consist of all duly elected officers of the Association and five additional members selected by a majority vote of the members present; they shall meet at the call of the President for the transaction of such business as may properly be brought before them. In the event of a Director being unable to serve his elected term and a vacancy should occur by resignation or otherwise, his successor shall be chosen by a majority vote of the remaining Board of Directors to serve for the time designated.

Article VI

Election of Officers and Directors

The election of all officers and directors shall be by ballot whenever there be more than one candidate for office. A majority of all the votes cast shall constitute a choice. The term of all Officers shall be for one year, or until a successor, duly elected, shall assume office.

Article VII

Amendments to Constitution

Every proposed alteration, amendment, or addition to this constitution and the By-Laws hereunto annexed, must be handed the President in writing, who shall publish the same to Board of Directors and at the next regular meeting called for that purpose it may be adopted by a majority vote of all the members of the Board of Directors present, and shall be ratified by a majority vote of the membership present.

Article VIII

Suspension of By-Laws

A By-Law may be suspended in the case of emergency, by a majority consent of the Board of Directors.

BY-LAWS

Article I

Meeting

Section 1—This Association shall hold its meeting the third Monday of each month and Annual meeting to be held the third Monday of April at place agreed upon by the board of directors.

Section 2—A minimum of five members at any meeting of the Board of Directors, shall constitute a quorum.

Section 3—At the request of five members of the Board of Directors the president shall be required to call a Special Meeting of the Board. Business transacted at the Special Meeting shall be only that which relates to the purpose for which the meeting is called. No bills shall be allowed nor shall new members be admitted at any Special Meeting.

Article II

Initiation of Members

The following affirmation shall be required of each person becoming a member: "I do hereby solemnly promise that I will faithfully conform to all Laws, Rules and Regulations set down in the Constitution of this Association and to further declare that I entertain no ill will toward any member."

Article III

Removal From Office

Removal of any officer or director from office shall be by majority vote of the Board of Directors. Neglect of duties without cause, lack of cooperation, inability to perform the duties of his of-

fice, absence from his duties for a period in excess of ninety (90) days duration (unless excused), disorderly conduct or any gross misdemeanor shall be deemed good and sufficient reasons for removal from office, or for any cause deemed for the best interest of the Association. Any director not present at three or more consecutive meetings (unless excused) shall be removed from office. Physical Incapacitation shall be excepted.

Article IV
Suspensions

All suspensions shall be for a period of ninety (90) days or until a full and complete investigation can be made and a hearing, if requested by the member suspended, be held by the Board of Directors. Suspension may be made for reasons prescribed in Article III of the By-Laws. Suspension of any Officer or Director shall be by a majority vote of the Board of Directors.

Article V

Classification of Membership

Membership in this Association shall be classified as follows:

1. Active Auctioneers covered by license issued by State of Maine (\$5.00 per year in advance) in addition shall pay annual dues to National Auctioneers Association as long as this Association is affiliated with the National. (Only one member of each auctioneering company must join National).

2. Honorary: Honorary memberships may be granted by the Board of Directors to members and non-members in recognition of any outstanding service rendered for or in behalf of our Association.

Article VI

Tenure of Office

All duly elected officers of our Association shall be for a term of one (1) year. Each officer shall be elected and

Continued on Page 29

BE AN AUCTIONEER

Earn Big Money

Term Soon

Write for Catalog

KANSAS CITY AUCTION SCHOOL

George A. Mann

President

Auctioneer since 1919

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3119 Troost Ave.,

Kansas City 9, Mo.

BOOSTERS FOR "THE AUCTIONEER"

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

ALABAMA

Col. R. A. Waldrep—Birmingham

FLORIDA

Col. L. M. Pedersen—Jacksonville

ILLINOIS

Col. Frank W. Capista—Lockport

Col. Bud Fennema—Lansing

Col. Walter Holford—Edwardsville

Col. Ray Hudson—Morrisonville

Col. Bruce Parkinson—Kankakee

Col. Carman Y. Potter—Jacksonville

Col. Lester Winternitz—Chicago

INDIANA

Col. R. C. Foland—Noblesville

Col. Russell Kruse—Grabill

Reppert School of Auctioneering
Decatur

IOWA

Col. Wm. J. Hulsman—Parkersburg

Col. Guy L. Pettit—Bloomfield

Col. Clinton A. Peterson—Fort Dodge

Col. Wendell Ritchie—Marathon

MICHIGAN

Col. Wm. O. Coats—Union City

Wilber Auction Service—Bronson

MASSACHUSETTS

Col. Abe Levin—Lunenburg

MINNESOTA

Col. Tom Gould—Minneapolis

Nelson Auction School—Renville

MISSOURI

Col. Bill McCracken—Kirkwood

NEBRASKA

Col. Dan J. Fuller—Albion

Col. Ray Flanagan—Albion

Col. John W. Heist—Beatrice

Col. T. C. Jensen—Holdrege

Col. J. D. Kirkpatrick—Grand Island

Col. Stacy McCoy—Arapahoe

Col. Leon S. Nelson—Albion

Col. Henry Rasmussen—St. Paul

Col. James Webb—Grand Island

Col. Adolph Zicht—Norfolk

NEW JERSEY

Col. B. G. Coats—Long Branch

Col. J. A. Guzzi—Long Branch

Col. Robert R. Story—Westfield

Col. Herbert Van Pelt—Readington

Col. Watson VanSciver—Burlington

NEW YORK

Col. Arnold Ford—Constableville

OHIO

Cols. Bailey-Murphy-Darbyshire Co. —
Wilmington

Col. Ralph Drake—Montepelier

Col. Jonathan C. Mason—East Liverpool

Col. Harry Van Buskirk, Norwalk

Col. Clyde M. Wilson—Marion

PENNSYLVANIA

Col. Tom Berry—West Newton

Col. Philip A. Engelmeier—Pittsburgh

Col. Homer H. Sparks—Sharon

OKLAHOMA

Col. V. K. Crowell—Oklahoma City

OREGON

Col. L. J. Stanley—Portland

TENNESSEE

Col. J. Robert Hood—Lawrenceburg

Col. H. C. "Red" Jessee—Morristown

TEXAS

Col. W. J. Wendelin—Henderson

WISCONSIN

Col. Earl Clauer,—Mineral Point

Col. W. C. Heise—Oconto

WYOMING

Col. C. G. Williams—Sheridan

Col. Dale Shelton, Jr.—Sheridan

ELSEWHERE

The Ladies Auxiliary of the
National Auctioneers Association

NATIONAL AUCTIONEERS CONVENTION

July 14-15-16, 1955

CLAYPOOL HOTEL

INDIANAPOLIS, INDIANA

Continued from Page 27

installed at our Annual Meeting to be held in the month of April each year. All retiring officers shall, at the expiration of their tenure, surrender all records of their respective offices to their successor.

Article VII

Official Emblems

The official emblems of our Association denoting membership shall be a certificate of membership, and identification as agreed to by a majority vote of the Board of Directors.

Article VIII

Courtesy

To the end that we may cultivate and preserve within our Association that mutual respect and feeling that will conduce to our great success, it is earnestly enjoined upon the members of the Maine Auctioneers Association to treat one another always with due courtesy, and to conduct their discussions with candor, but in the spirit of moderation and friendly consideration. Especially should personalities and sarcastic allusions likely to offend the feelings of a member be sedulously avoided.

IN 'THE OLD COUNTRY STORE'

Having just read through a most enjoyable 130 years in "The Old Country Store," we are more than ever impressed with the ingenuity and resourcefulness of our crossroads forebears. It is also sad to note their departure from the American scene.

There is little question that Mr. Gerald Carson, the author of "The Old Country Store," enjoyed his self-appointed chore of tracing the beginning, rise and fall of the cracker barrel emporium. Rarely have we had the pleasure of reading such a well documented book. Plenty of research has one into the work and, with it, an abundance of interesting, amusing folklore. There may be a nostalgic sigh here and there, but it is out-balanced by a well-earned chuckle on every page.

Beginning with the "dog eat dog" country trader of the late 1790's when

IN MEMORIAM

Col. Ted Witkin,
Burlington, Vermont

distance was often measured by "a few hoe handles," Mr. Carson introduces the reader to the "liars' bench on the store porch," traces the days of the pack peddler and the drummer, furnishes the formula for opodeldoc as well as the thousand and one herbal and ointment remedies that were guaranteed to cure all ills. Then, he follows the passage of the country store downhill as it melted before the impact of the packaged product, the railroad, the brand name and national advertising, and finally the Model T.

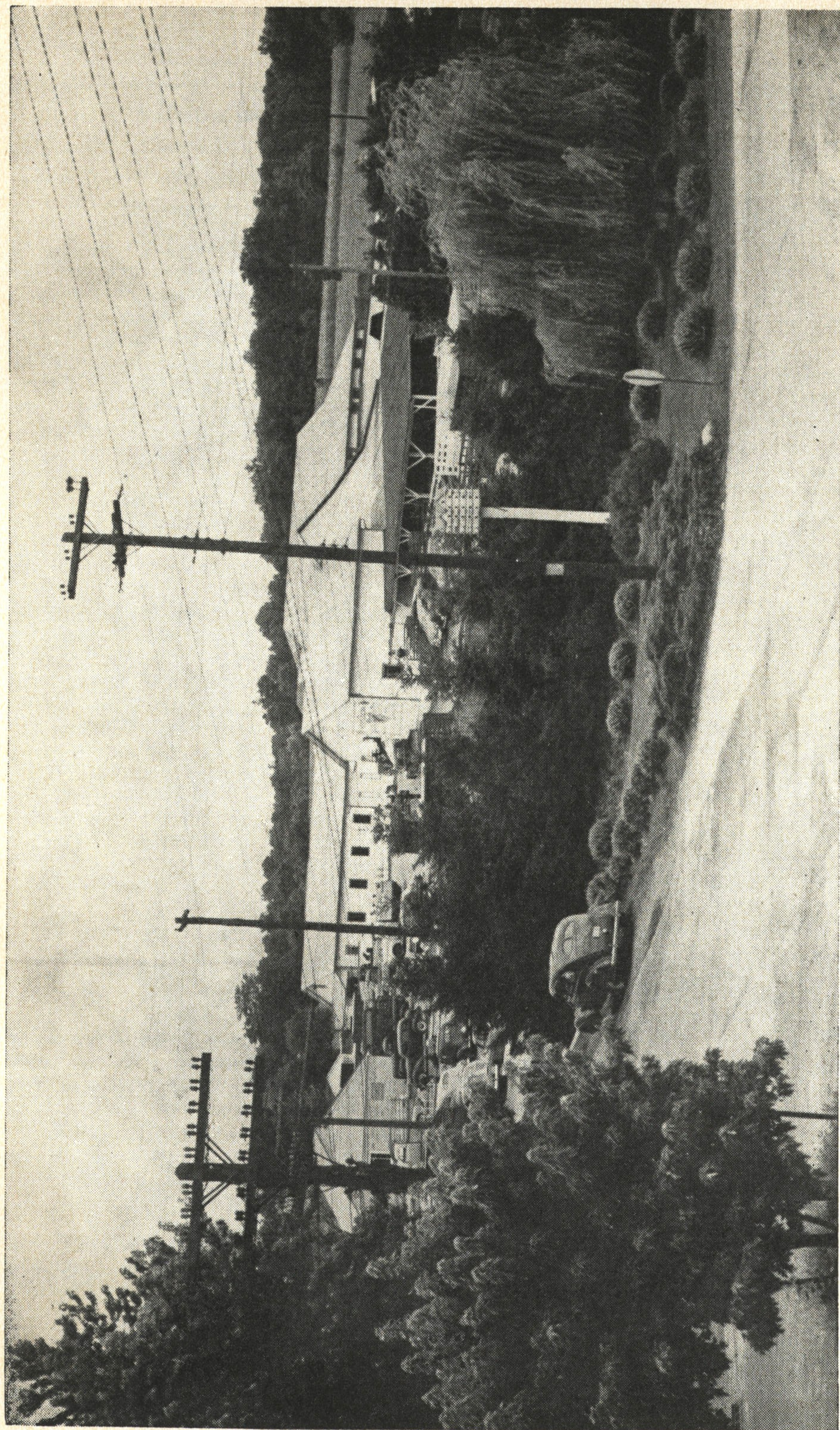
The country store is another one of our time-honored institutions that has been sacrificed to modernity. Yet, while it was with us, it performed a most necessary function. It has also left a worthwhile imprint on American history and economy, and Mr. Carson is to be congratulated for the time he has taken and the diligence he has employed to make sure that the imprint will be left on firm ground.

"The Old Country Store" is published by Oxford University Press; the price is \$5.00.

Shoes and Income

The National Bureau of Economic Research says that shoe sales follow with startling faithfulness both minor and major changes in aggregate consumer income. The Bureau says on the basis of a tremendous job of research, that increases in shoe buying occur at approximately the same time as increases in income. Declines in income are almost immediately reflected in shoe sales.

Here, for the first time, is one apparently infallible index of whether the economy is going up or going down. When you are walking on your uppers you can pretty well know that the economy is in about the same shape as the soles of your shoes.



The Kidron Auction, owned by Col. Cy Sprunger.

Auctioneers Often Subjects For News and Life Stories

By **COL. POP HESS**

The date of writing my November column for this publication is October 12. The heading came to me very strongly as I have just listened to our Radio Program here at WRFD, Worthington, Ohio, "The Ohio Story." This is a weekly feature sponsored by the Bell Telephone Company. Their subject and story



Pop Hess

this week was about one of Ohio's great Auctioneers, Col. S. C. (Cy) Sprunger of Kidron.

This was a true life story of how a small town farm boy built a great weekly Livestock Auction along with an outstanding service to the public in general as an Auctioneer in demand.

Kidron, (Wayne County) Ohio, is one of the state's great farming and dairy centers. It has long been noted for its good livestock, well-kept farms and general farming has been the objective for the past century.

Many of the Ohio folks, along with myself, knew and lived this story with Cy Sprunger from the time he, with lots of common sense and ambition, purchased what is now the location of the large Kidron Livestock Auction Yards and Pavilion. Thirty years ago there was only a little red barn on this same spot. What Cy Sprunger really purchased on that date many years back was the goodwill of some folks who had tried to carry on a Community Auction and were at the end of their rope. The purchase price was \$5.00, about all Cy could scrape up at the time.

Today, the Kidron Livestock Auction does a million dollar business in a year. The little village of Kidron, population approximately 500 (about the same as 30 years ago) becomes a thriving city each Thursday. The Kidron

Auction becomes a Livestock Center for the day and the Sale Yards become Livestock Yards for the great weekly Auction. Packer buyers, smaller butchers, farmers and livestock men from all over Ohio, are represented and when the sun descends in the Western skies, the office of the Kidron Auction resembles a busy City Bank. When the day is over, several thousands of dollars have changed hands, the commission deducted and the consignors paid and Kidron again becomes a quiet country town in peaceful repose until Thursday rolls around again. This has been going on for many years.

The little red barn Cy Sprunger bought 30 years ago has grown into an outstanding modern Sale Pavilion with lounge rooms and a farm adjoining the pavilion. This has been accomplished with an investment of ambition, honest dealing and — a FIVE DOLLAR BILL. Cy Sprunger had faith in his community and in his ability.

My comments have just touched a few of the high spots of the story as it was told on the air at 12:30 today but my thought in leading off with this true life story is to possibly benefit some young man with the ink on his Auction School Diploma not yet dry. Some of these are trying to "Crash the Gates" of the big sales and fly nights, etc., to be a national auctioneer. Cy Sprunger had many offers to conduct large purebred sales AFTER he had the Kidron Auction on solid footing. However, he has preferred to continue to work with those people who helped him make a success of the Kidron Auction—the Ohio farm folk.

Today, Cy Sprunger is living the way he has always wanted, modern country home, a fine wife and family and he can look out of his window and see one of the country's best known Auction Markets, as well as his farm. As tourists pass through Wayne County they make it a point to visit the Kidron Auction and

what a country boy with ambition as an Auctioneer and FIVE BUCKS has built. There have been corporations that have sold hundreds of dollars worth of stock to do as well—and failed.

Now, young Auctioneer looking for a place to start, you may have it right in your own community. It will not cost you any more to build, you can save the long lost days of travel and expense in chasing the butterfly you may never catch. However, you must have ambition and you may have to eat pancakes and sowbelly but it can be done. After many years of living the life of a public Auctioneer and looking over the barbed wire fence at green pastures, hard to invade, and how often there is a lot of sweet clover and prosperity at the edge of your own home town.

It is better to serve your clientel than to neglect them with eagerness to spread too far. As the bird builds its nest, to hold and be worthwhile, so you can do the same. Build around one spot and build it well and the spread will come. This will be better than spending many dollars trying to spread out too quickly.

This same advice could also be observed by some of we older Auctioneers. We can look back and see how we "missed the boat" but for many of us it is too late. You young Auctioneers of today, living in our modern world, have a golden opportunity in the Auction profession. Maybe in another quarter century you will be the subject of a life story.

Old Firearms Creating Nationwide Boom

There is a big boom now in old firearms—and some rifles are literally worth their weight in gold.

"Firearm values have gone up fantastically," said John T. Amber of Chicago, editor of "The Gun Digest."

"There are over 500,000 weapon collectors in America. The number has grown tremendously since the war."

Amber, a former reporter who became one of the nation's top hunters and rifle-

men, has a collection himself of some 75 pistols and 600 rifles.

What rifle could be worth its weight in gold? It is a specially marked Winchester 1873 model, sometimes called "the rifle that won the West."

"Some 700,000 of these rifles were sold, and an ordinary one in average condition today brings only \$25 to \$50," said Amber. "But the company put out about 150, shown by factory testing to be exceptionally accurate, and marked them on the barrel—'one out of a thousand.'"

"Only about 35 of these rifles are known to have survived, and each is worth from \$5,000 to \$7,500."

SOLD TOO SOON

One of the sorrows of Amber's life as a collector is that he once had one of these rifles himself, but 15 years ago sold it for \$75 before its value and rarity were known.

Bargains the beginning collector should beware of, he said, are "the pair of pistols supposedly used in the Hamilton-Burr duel, and guns that once belonged to Jesse James or Wild Bill Hickok.

"If all the guns supposed to have been owned by Jesse James were genuine, he had an arsenal bigger than the entire U. S. cavalry."

Amber doubts the legendary tales of the shooting skill of some of the oldtime western gunfighters, such as Hickok and Billy the Kid.

"As a matter of fact, they didn't have to be a particularly good shot," he said, "because their target was man-size, and usually not more than 15 to 20 feet away."

NAME TOO LONG

A San Francisco woman, hiring a new Chinese houseboy asked: "What's your name?"

"Fu Chang Ming Tsin Tsao," the boy replied.

"Your name is too long," the woman said. "I'll just call you Charlie."

The Chinese looked surprised, then asked, "What your name?"

"Mrs. J. Huntington-Smyth Van Forlingham," she replied with dignity.

Chinese boy: "Your name too long. I call you Joe."

Auction Sales Will Highlight Big Ogden Show

The five auction sales to be held during the 36th annual Ogden (Utah) Livestock Show, Nov. 12-17, will provide the opportunity for livestock men in all fields to select the kind and quantity of stock for immediate and future needs, officials asserted recently.

E. J. Fjeldsted, manager-secretary of the nationally-prominent Ogden event, said the exhibit this year offers a "real assortment" of ranch and farm animals in its auction sales that are basic to stockmen's requirements.

"In the sales will be found good herd bulls, range bulls and utility bulls in numbers and quality to fit the needs of all purses," he said. "The sales animals will include also fine selections of female cattle and a strong assortment of fat and feeder cattle. And for those looking for good breeding sheep,

as well as for fat lambs, special sales have been arranged."

From Wide Area

Livestock men have an unusual opportunity to select the very animal or group they are looking for because the Ogden auctions draw cattle and sheep from an enormously wide area, Fjeldsted added.

Scheduled for this year are the following auctions: purebred Hereford female cattle, Nov. 15 at 7 p. m.; purebred Hereford bulls, in single and pen lots, Nov. 16 at 10 a. m.; purebred Aberdeen-Angus cattle, Nov. 14 at 7:30 p. m.; Columbia and Suffolk bred ewes, Nov. 15 at 10 a. m.; prize-winning fat cattle, sheep and hogs, Nov. 17 at 9 a. m.; followed by carload and pens of feeder cattle.

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We want to have tomorrow patented because that is the best known labor saving device.

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SO MUCH**

*When You Are
on the Outside*

Membership in the National Auctioneers Association provides an invaluable association, a useful service, and a proper place in our united activity for the betterment of all Auctioneers and the Auctioneering profession. YOU are invited to share in our constant campaign for progress and growth.

Join Now

NATIONAL AUCTIONEERS ASSOCIATION

803 S. Columbia St.

Frankfort, Ind.

Illinois Auctioneers Meet; Elect Officers

Members of the Illinois State Auctioneers Association met at the High School in Morrisonville, October 10. Fifty-nine auctioneers were present and, of this number, all but five were also members of the National Auctioneers Association. Two of these five paid their NAA dues before leaving.

Col. Ray Hudson, Morrisonville, was host of the meeting and the retiring president of the organization. New officers elected during the day included: Col. A. C. Dunning, Elgin, President; Col. Carman Potter, Jacksonville, First Vice-President; Col. Joe Boyd, Morrisonville, Secretary-Treasurer. New direc-

tors elected included Col. John Norris, Alton; and Col. Edward Ahrens, Staunton.

The spring meeting of this group is to be held at the V. F. W. Pavilion in Edwardsville, with the date to be announced later.

FARM LAND PRICE DECLINE HALTED

A 20-month drop in farm land values halted last spring, according to the Department of Agriculture, but "some underlying weaknesses" remain in the real estate market.

The average price of a farm changing hands dropped about 7% from July, 1952, to last March. The market has been generally firm since then.

SQUARE DEALING

By COL. BEN GREENFIELD

(Reprinted from "Greenfield's Auction News")

TO MY TEN THOUSAND READERS OF THIS BULLETIN:

May I call your attention that this coming Christmas will be the sixth Christmas that I have been in Yardville, N. J. In these six years I have made thousands and thousands of friends whom I dearly love, not only as customers, but for their friendship for me. In these years I have found that I have only a few enemies in the city of Trenton who are in the jewelry business and who are jealous of my success. These few jewelers that I have in mind (I am referring to the ones that the shoe fits) call themselves reliable jewelers and are the ones who insist that all manufacturers who come under the Fair Trade Act should enforce the Fair Trade Law compelling the highway auctions to uphold prices of Fair Trade merchandise. It is all right for some of these jewelers to charge \$500.00 for a diamond ring which I could probably duplicate for \$200.00 or less than half anyway. It is all right for those jewelers to sell some standard watch listed for \$92.50 and make about \$60.00 profit and they call that FAIR TRADE. Some of these jewelers are so jealous, not only of me but other highway auctions who try so hard to give the poor man a break and are willing to work on a 10% markup and not 300% or more as some of these jewelers do. One particular so called reliable jeweler in Trenton has appraised diamonds purchased from me and charged my customers as high as \$5.00 for appraising but at no time had the guts to give the party a written appraisal. It is my opinion that if any jeweler who calls himself reliable and accepts a fee of \$5.00 for appraisals should give the appraisee whatever statement he gives in writing, otherwise he cannot be a reliable jeweler. The only reason he does not give the customer a written appraisal is that he is jealous of my success or may fear a civil action.

To all my customers who have purchased diamonds from me I wish to say again that I welcome appraising. Should you have this done please demand a written appraisal which you are entitled to, and in justice to you and me so that in case they do underestimate the diamond at least I will have redress through the civil courts and sue some of these jealous jewelers.

If it ever comes to a point that I have to sue any of these jewelers whatever amount of judgment that may be received by me will be turned over to charity.

MAIL BAG

Dear Sir:

I could not make the Convention in Omaha, but will be in Indianapolis in '55.

I enjoy THE AUCTIONEER very much and look forward to each issue.

Sincerely yours,
A. Q. Verble
Livingston, Tenn.

Dear Sirs:

Please find enclosed check for \$15.00 covering my membership dues and the Booster Page.

May I add the publication, "THE AUCTIONEER", is a fine magazine.

Yours truly,
Dale H. Shelton, Jr.
Sheridan, Wyoming

Hi Colonel:

Enjoyed the Convention a lot — Best ever. Enclosed is a new member, Col. Bud Greer. That's two from here, not bad.

Would still like to see a good State Law proposed, one that would protect the public and the Auctioneer. Not a "keep out" deal but a good law to help rather than hinder our profession.

If I can help in any way, whistle.

Yours truly,
Max Hood
Albuquerque, New Mex.

Dear Bernie:

Congratulations on the result of your efforts on "THE AUCTIONEER." We, Ferne and I, thought it just grand. Seemed to me as I read it that surely more Auctioneers would wish they had attended the Convention.

Sincerely,
Guy L. Pettit
Bloomfield, Iowa

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ANTIQUES

THE FOOTSTOOL

Those of us who were children during the horse and buggy days may recall that when there wasn't enough room on the seat we were given a small footstool or cricket to use. This wasn't the most comfortable way for us to ride because if it were a one-seated carriage, our knees were pressed up against the dashboard. As for our visage, it was greatly impaired, we being only able to see the sides and never straight ahead, and if Dobbin decided to flourish his tail, we generally got swiped across the face. However, in those days of limited travel, we were willing to put up with most any discomfort for the sake of going a few miles to view new scenes.

The footstool, as it is generally called with its many relatives, was invented probably for two reasons—to take our feet off the floor and serve as a small, inexpensive and useful seat.

Before modern heating gave us uniformly heated rooms, the floors were drafty and the footstool was invented to raise the feet off the floor. Of course, dogs and cats were born with the knowledge to try to find an elevated place to sleep so as to avoid drafts, but man had to invent an article.

In any period room, a footstool can generally be worked into furnishings. The following is some information as to the origin to help my readers decide where best to use them.

Love Seats

Those clumsy little fellows so called because only lovers could be comfortable on such a narrow seat and especially without arms. They were compelled to hold each other tightly to keep from falling off. The absence of arms on these small sofas is interesting because the ladies of this period usually wore voluminous hooped skirts and to sit in a chair or sofa with arms would only lead to embarrassment by the dress flying up in front. They are really Ottomans with backs added and came into style as the result of the removable fire-seat idea. When the rooms were large

and the fire-place of necessity large too, built in fire seats were commonly found at each side of the hearth. But later, as the rooms were either built smaller or partitioned, the rooms were more easily heated; it was then that one did not hover so closely to keep warm. These seats were made removable to put farther away from the fire as the room temperature became more comfortable.

Fireside Seats

These differ from other type stools in that they are a compromise between the footstool and the seats that were built-in in the sides of a fireplace, usually without backs and of regular chair height.

Ottoman

Originating from the name UTHMAN, ORTHMAN or OSMAN who ruled as Sultan of Turkey about the year 1300. Although we find many variants, the Ottoman usually has a woodwork frame with either short turned or bracket feet. The upholstery is usually somewhat overstuffed and sometimes tufted.

We associate here the material known as Ottoman Rib which is a ribbed fabric and the Ottoman Cord that is a plain corded silk often used in upholstering this type of stool.

Hassock

A small tufted cushion used either as a footstool or under the knees while praying. It seems to have developed from the word Tussock, which means a tufted clump, such as grass, hair or twigs. The hassock differs from other stools in that it is merely a very solid cushion and is devoid of the wooden frame.

Footstool

All stools are seats, but a footstool is made for supporting the feet and is sometimes used as a portable support for the knees while praying.

Knee-Hassock

Knee-Hassock is a term that applies to the solidly-stuffed knee pillow of the French Empire period. This hassock was usually of triangular shape at the ends and extended across the bed. The occupant of such a bed slept in a fore-

shortened position with the pillow supporting his knees, which in all probability accounts for the short beds of Napoleon's time.

Chaise-Lounges

Formerly chaise-lounges were used exclusively in the boudoir, but lazy living has finally progressed them into the drawing room. The French still manufacture a chaise of the Bergere type, which, when separated, is a fireside seat and chair. This chair-fireside seat combination resulted in the building of the extended chair.

Cricket

Cricket as applied to footstools is of uncertain origin but it is generally conceded to be a low wooden thing with legs and never upholstered.

Tabouret

This useful item of furniture is the result of dwarfing the table rather than the glorification of the footstool.

Prie-Dieu

It is neither designed nor used as a chair, but classed as a stool because it is used exclusively for kneeling and probably was inspired by the hassock.

AN OBLIGING WAITER

X "Waiter," said a pesty patron, "I must say I don't like all the flies in this dining room."

"Tell me which ones you don't like," said the conciliatory waiter, "and I'll chase them out for you."

The man who owns but one suit is spared at least one decision every day of his life.

Giving advice isn't as risky as people say. Few ever take it anyway.

To do a common thing uncommonly well brings success.

Would you say that a will of your own is better than the will of a rich relative?

A young father asks whether any of those people who say they sleep like a baby have one.

X Opportunities always look bigger going away than coming.

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Let's Improve The Quality Of Our Profession Through Better Training And Organization

From an Omaha Convention Address by COL. WALTER BRITTON, College Station, Tex.

I have been a member of this association for 3 or 4 years. I have never had an opportunity to attend a convention. Back in the spring of the year I made the remark that I was going to have a vacation—that I wanted to go to the National Convention in July. I think perhaps I had a definite reason for so doing. I wanted to meet some of my fellow auctioneers and friends. I know a lot of men in the auction profession and I have had the privilege of working with many good friends of mine.



COL. WALTER BRITTON
Speaking to Convention crowd.

As a young boy, back when I was a 4-H Club boy, I first became interested in the auction business. A good many of you can remember the late Col. Earl Garton and Col. Fred Reppert. I always had a great admiration for these two men. I remember in 4-H Club sales—these two men were selling. I had a

broken-down steer, leading it through the ring. He brought 4½ cents a pound. These two men said something kind to me. They convinced me I should attend an auction school.

My message is—the road may be a little rough, but keep on trying. You may need a little of the rough polished off at an auction school. It won't be easy. It requires work. Competition has been mentioned at various times throughout this convention, but I want to say this—"There is room for every auctioneer." The world is crying for quality in merchandise, and especially here in these United States. Now they want quality in our profession. **THEY WANT BETTER AUCTIONEERS.** My belief is that the only way to accomplish anything is in United Strength.

We would like to have the Convention down in Texas sometime, and some day we are going to have you folks down there. Someone asked me to say something about **RANCHES**—because everything is **SO BIG** down in little Old Texas. Well, I will try to tell you something about **KING RANCH**—the largest one in Texas. They only have a large part of three counties, and a little over **ONE MILLION ACRES**. Especially since they have now found oil all over—they would rather have land and oil wells than anything else. I was down at the ranch last year. We had a lot of dry weather down there. I saw three train loads of feed come into the ranch, there were 376 cars loaded with hay, cake and some grain. When you consider feeding 60,000 head of cattle, and 18,000 head of horses—it takes a lot of feed.

In closing, I would like to say—**LET'S TRY TO BUILD A GREATER ORGANIZATION.** I don't know how many auctioneers there are in the United States. But I think it is the duty of all of us men to get more interested in our business. It is in

its INFANCY. We can do a lot for ourselves—we can do a lot for our organization—we can create for you younger men a lot of sales—if you have the determination to get in there and pitch.

HIGH COST OF CAMPAIGNING

Running for office comes high, according to a 34-year-old aspirant for a county judgeship in Leslie County, Ky., who led off a list of his recent primary campaign expenses with the loss of “two front teeth and a lot of hair in a personal encounter with an opponent.”

Among other items: “Donated to 200 preachers, gave 4,000 fans to churches. Gave away one bull, eight shoats, seven head of sheep to barbecues. Walked 500 miles, knocked on 2,000 doors, got bit 39 times by dogs, and then got defeated.”

BUOYISH

The two starlets watched as the aging actor noted for his vanity swam far out from shore.

“Gee,” said one, “he’s taking quite a chance for an old man.”

“Listen,” said the other, “with his swelled head and inflated ego he wouldn’t be any safer with water wings.”

Famous Land Holdings Sold at Auction

An unusual auction of Real Estate was held early last month involving the Nationally known Kittatinny Hotel and Water Gap House land holdings in Monroe County, Pennsylvania. The J. Purdy Cope Hotel Corporation were the sellers and Col. Wayne R. Posten, Stroudsburg, Pa., was the auctioneer.

Scale drawings of the property offered were furnished the prospective buyers. One tract of 182 acres was called the Fire Lookout Tower Tract atop Blue Mountain and adjoining Northampton County. Another tract of 114 acres included Lake Lenape and Caledona Creek. The Kittatinny Hotel Site along Highway 611 included two acres of land and the famous Water Gap House and 14½ acres commanding a beautiful view up and down the Delaware River was offered separately.

Twenty-eight home-sites of one-third to two-thirds acres each, were well laid out in a section called Mountain Road Heights and were offered individually. All this real estate is located in a very scenic spot, most of it adjoining the Delaware River and extending westward into the mountains.

MISSING?

THE AUCTIONEER cannot follow you if your new address is missing from our files. If you plan to move soon, send your change of address today!

X You know very well that in running a quiz show, when you ask children for the name of an animal that is known as man's best friend and is spelled with a "d," you have a right to expect them all to shout instantly, "Dog." But what do you do when one bright kid answers "Dame"?

Nine words carry one fourth of the burden of our letter writing, says Dr. Wilfred Funk. They are: and, the, be, to, have, will, it, you, of. Add 34 more and you have half the words actually used in American speech.

X The sweet young thing was upset when her boy friend didn't help her into his car. "Where," she asked, "is your chivalry?" And he said: "Didn't you notice? I traded it in for a Buick."

Some mothers believe Heaven must be a great deal like a home after all the children have left for school and husband to his work!

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1. Added Membership will make your Association a stronger influence in your community.
2. Added Membership will give your Association a greater opportunity to help and improve Auctioneers.
3. Added Membership in your Association will help convince members of your State Legislature, and those you send to Congress that they should vote right on issues that effect you personally — Example, licensing.
4. Added Membership will enable your Association to expand its activities, with greater opportunity for all.
5. Added Membership will help your Association obtain the cooperation of leaders in legislation for the protection of the Auctioneer Profession.
6. Added Membership in your Association will enlarge your circle of friends and business contacts.
7. Added Membership in your Association will give you greater personal security in the protective support of the Association.
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9. Added Membership in your Association will assist you in any part of the country that your profession may take you.
10. Added Membership in your Association will give you the prestige and influence that makes for success, elevating the Auctioneer profession, dispel unwarranted jealousy and selfishness.