

● THE AUCTIONEER

VOLUME I

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Number 5



Origin of the Public Auction

By: O. L. VANCE

The Auction, like law, literature and art, had its beginning in the misty centuries of the long ago; and like them, its evolution may be traced back through our parent European civilization, to the early civilizations of Rome and Greece—yes, back even to ancient Babylon with its almost forgotten splendor.

The history of the Auction may, for convenience, be divided into three divisions; its origin, its growth in western Europe, more especially in England, and its development in the United States.

Auction From Latin

The word Auction itself is derived from the Latin word *auctio*, which means a gradual increase. An Auction sale, therefore, is a sale however conducted, by which a person obligates himself to transfer land or other goods to the highest bidder, within the conditions of sale.

Very shortly after man had emerged from the barter age, and a stable medium of exchange was employed, the auction method of selling, virtually as we have it today, came into use. How long before the close of the barter age, this method of exchange was used, no one knows; but the very nature of this method of sale, points to the fact that it must have been employed almost from the beginning of the time when men first began to trade with each other. For example, one man was the proud possessor of an elegant stone hatchet, and two or three other men possessed strings of shells, teeth and bundles of arrows, and each of the three men were desirous of exchanging part of their wares for the stone hatchet. The very nature of their desires and possessions gave rise to the very same conditions that are found present at every auction, or competitive bidding sale today, and the primitive owner of the stone hatchet, in seeking to drive a good bargain, appealed to the very same human instincts, to which the auctioneer and all other classes of salesmen appeal today.

Roman Origin?

Although it is held by some that the Auction is wholly of Roman origin, and although the very word from which the name itself is derived, appears to present evidence of the fact, yet the fact remains that the Greek traveler, Herodotus, during his travels, some 450 B.C., tells us of having seen Babylonian villages disposing of young women in marriage by delivering them to the highest bidder, in an assembly annually held for that purpose. So also, among the Romans the questor, or public treasurer, sold military booty and prisoners of war at public auction to the highest bidder. In Roman times anything sold at auction was said to have been sold *sub hasta*, meaning under the spear, the

spear being the symbol of legal ownership. On such occasions, a spear was struck in the ground either in the open field or in front of the tent of the prisoner, or other goods to be sold, to indicate the place where the sale was to be held. To the handle of the spear was attached a red streamer, which is probably the origin of the present custom of indicating places of sales by displaying red flags.

The perfect familiarity of the Auction among the Romans, is further shown by the fact that, in 192 A.D., after the assassination of the Emperor Pertinax, when the Roman Empire fell into the hands of the Praetorian Guard, or soldiers, they knowing the superiority of the auction over private sale, proclaimed from the ramparts that the Roman world would be disposed of at public auction to the highest bidder. There were but two bidders, the one was Sulpicanus, the father-in-law of the assassinated emperor and the other was Didius Julianus, a wealthy senator who, regardless of public calamities, thirsted for honor and power.

Persuaded by his wife and daughter this vain old man went to the soldiers' camp, and began bidding, standing at the foot of the rampart. The bid of his opponent, Sulpicanus was what in our money would be equal to seven hundred and seventy-five dollars to each soldier, in the entire army. Didius Julianus ran the bid up to what in our money would be equal to nine hundred seventy dollars to each soldier, and for this amount, under the spear, he bought the Roman world, and was proclaimed by the praetors, Emperor of Rome.

Auction In England

In England the manner of conducting auctions was greatly varied. In some places the custom was to set up a lighted tallow candle an inch in height when the bidding started, and the last person to make a bid before the wick fell, was proclaimed the purchaser. Such bidding was known as "candle stick bidding." Another method was for the owner of the property to place the lowest price he would accept under the candle, with the stipulation that, no bidding should avail if not equal to it. This was called "dumb bidding." In what was known as "Dutch auction," the property was offered at a certain price, and then the prices successfully reduced until someone accepted it.

The most usual custom followed in England, was to duly advertise the proposed auction in a printed catalogue, in the case of chattels, or particulars of sale in case of land, together with conditions of sale. Sometimes the conditions of sale were merely placed in conspicuous places on the day of sale. At the appointed time the auctioneer, standing in a rostrum, "put up" the several articles listed, by inviting bids from those present. He announced the acceptance of a bid by the tap of a hammer, and so

"knocked down" the article to the person making the bid. A bid in itself was only an offer, and could be retracted any time before the fall of the hammer. In Scotland, an Auction was called a "Roup." "Puffing," or by-bidding, was unlawful unless the owner of the property made such fact known before the sale started, and even then only one "puffer" was allowed to bid. It was unlawful for an auctioneer to make a pretense of having received a bid which, in fact was not made.

Sometimes a combination of persons at an auction, in order to prevent competition among themselves agree that only one of their number shall bid, and anything obtained by them shall afterwards be disposed of privately among themselves. This practice is called a "knock-out." A "Mock Auction" is a proceeding in which a combination of persons interested in the sale, conspire to make it appear that a bona fide sale is being conducted, when in fact the real purpose is to cause articles to sell for more than their real value. Those who invite others to the place where the proposed auction is to be held, are called "barkers."

General Laws

The general laws regulating auctions in the United States, are very similar to those in England: but as to the bidding of the owner himself, the laws are much less stringent. "Puffing," or by-bidding, as it is called under both systems, alike render the auction voidable, at the option of the purchaser when it amounts to fraud. The weight of authority in the United States, however, is in favor of the view that the owner may without notice, employ a person to bid for him if he does so with no other purpose than to prevent a sacrifice of property under a given price.

In England, and in many of the states of the United States, no one is allowed to conduct an auction unless licensed. In states where license is required, protection to the public seems to be the only and sought. Many states, in addition to license, require an auctioneer to give bond with one or more securities, for the faithful performance of his duty. These bonds are usually available not only to secure the government in the payment of taxes and duties but also to protect the persons dealing with the auctioneer.

The law holds that until the fall of the hammer, an auctioneer is the agent of the seller alone, and cannot act inconsistently with the interests of his principal. To sell for one person, and buy for another are inconsistent acts, hence he cannot buy for himself, nor indeed, will he be allowed to buy for another.

Clearing House

To the small community, the Auction acts as a sort of clearing house. A farmer decides to discontinue farming, and

wishes to dispose of his farming implements quickly. If he had to depend on private sale to dispose of them, the task would be an almost endless one, and the absence of competitive bidding would be an enormous loss, as a private buyer for each and every article would not be forth-coming. But with the advantages offered by the present day auction, aided by the modern methods of advertising, every man, woman and child, in, and even beyond the borders of the immediate community, are made acquainted with the fact of the various articles to be sold; so when the day of sale arrives, there are on the ground, several prospective buyers for almost every article. The very fact that there is more than one buyer for each article, insures a price far above what the owner could have hoped to have gotten at private sale. In this case the Auction benefits both buyer and seller. The seller is enabled to convert his property into the cash, or its equivalent, without loss of time, and many a buyer has been enabled to purchase articles he needed, at a great monetary saving thus making the service mutual. What is true of the small community, is equally true of the larger one whether the larger one be a county, state or nation, or even a continent. This fact, coupled with the fact that the art of selling at auction like all other lines of salesmanship is striving for the utmost efficiency and ability to serve, makes the auction business of the future, one of the most alluring vocations for young men of character and ability.

How Many Items A Day?

Have you ever observed a group of Auctioneers that specialize in the sale of Household Goods and Furnishings? They will invariably ask the question, "How many items can you sell in a day?" You will never hear the same answer. Why? Every sale of Household Goods and Furnishings differ in individual values and the time required to obtain the value of the offerings differ in each locality. It should not be the ambition of the Auctioneer to excel in the number of items he sells, but in obtaining the value of the items in the shortest time possible.

Having been asked the question so often it was decided to do some research to arrive at a reasonable answer. A cross section of the country was taken during the past year from galleries and individual auctioneers. In some instances the information was taken from sales that ran for two and three days but most was gathered from one-half day sales. In compiling the information many factors were taken into consideration resulting in the following:

1st Day's Sale	2nd. Day's Sale	3rd Day's Sale	No. of Days	No. of Lots
233	158	...	2	391
211	250	237	3	698
248	270	...	2	518
293	214	...	2	506
390	404	299	3	1143

The Two Best of The 50th International Show



CHICAGO, ILLINOIS. "Judge Roy Bean" (right) a 1240 pound Hereford steer from Texas, and "Chino 8062" an 850 pound junior calf of the same breed from Maryland, were selected by Judge A. D. Weber of Kansas State College as Grand and Reserve Grand Champion fat steers, respectively, of the 50th Anniversary International Livestock Show held recently. It is unusual for a junior calf to win one of the top honors at as big a steer show as the International — more unusual for the two best to be of the same breed.

A new International Show record price of \$11.50 per pound was established when the "Grand Champ" sold to the highest bidder. He returned to the Pecos County 4-H Club, the group by whom he was fed and shown, a total of \$15,155 including \$1355 in prizes awarded by the International Show and the American Hereford Association of Kansas City.

"Judge Roy Bean" is a grade Hereford from the 500 cow herd of a Fort Stockton rancher, Jack Allison, who has used top registered Hereford bulls for years. A specially built trailer house served as transportation, lodging and dining hall for both the steer and the seven club members who made the trip from Fort Stockton to Chicago with their County Agent, W. T. Posey.

Reserve Champion "Chino 8062" sold for \$3.75 per pound. He was exhibited by the Chino Farms of Church Hill, Md., and was fed and shown by Arthur McArthur, who fitted the grand champion steers of both the 1936 and 1937 International Shows.

271 207 ... 2 478
Daily Average:
258 259 268
Hours of Sale: 1 to 5 P. M.

It appears from the above that about 260 lots is the average of what can be conveniently put up by auction in one afternoon. Now that the question has been answered, attention will be directed to a similar project on the sale of pure bred cattle, followed by sale barns and market auctions. Any information you can help us with will be greatly appreciated if you will forward it to "The Auctioneer," Col. John W. Rhodes, Editor, LeGrand, Iowa.

An Auctioneer never has to wait for the light to change. It is always green, but many are inclined to stop while others pass the light.



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John W. Rhodes
Editor

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Our front cover this month presents an over all picture of the business of this vast continent. It depicts the farmer in the center. He should be, for he is the one who produces most of the first money in the business world. It is his produce that makes so much business for the people who have become the head of our industrial world. If we were to attempt to locate the auctioneer in the picture and place him where he belongs in relation to the dollar volume of business it would be quite a problem. To some who haven't given it much thought, he would be so far back he would be out of the picture, but that rating would be far from correct. I am of the opinion that the auctioneer has a place in the American way of life. That is well to the front. To the extent we apply ourselves, the strict rules of good ethics and the spirit of fair play, our position will become better.

Every year millions of dollars change hands via the auction ring. Last year that amount was up. It has been climbing, as it naturally should, for a number of years. According to the report made by the Hereford Journal, last year was a record year for Hereford sales. In the U.S. and Canada there was a total of 578 Hereford sales. Five hundred and seventy eight times the crystal clear voice of the auctioneer called the people together, and continued with the opening talk and terms of the sale. Five hundred seventy eight men who had the sales realized the only way to get full

value for their breeding stock, and to do it quickly and surely, was to engage a capable auctioneer to act as their agent. The crowds at these sales were thrilled as the auctioneer dramatically cried, "SOLD!" a total of 40,717 times, as that many Herefords changed ownership in 1949. When the clerks turned in their reports and all were totaled up, the tally was \$29,972,735.00 — an all time high.

Likewise, according to the Aberdeen-Angus Journal, the auction method of selling was again making history with their breed. Thousands of people attended the 226 public auctions and sat spellbound under the rhythmic chant of the auctioneer, busily marking record breaking prices in their catalogues as the auctioneers called out the magic word "SOLD!" a total of 14,246 times. When the clerk sheets were all in, the grand total was \$7,835,423.00.

Add to the above figures the amounts for which the other breeds of beef and dairy cattle sold; the thousands of pure bred hog sales; the tobacco, fruit, industrial, real estate, community barns, galleries, closing out sales, art and antique sales and the hundreds of other sales would make history in themselves. One sale barn in Nebraska is reported to have done over one million dollars' business in one day. An eastern fur company sold over \$40,000,000 worth of raw furs at auction last year. There are many other such companies in the country doing an equal amount of business. All this suggests to me that most of the business in the U.S. owes some part of its success to the auction method of selling and to the ability of the auctioneers.

This is the month of birthdays. Mine happens to be the 13th of this month, and according to my dad, I just missed being a valentine by a matter of a few minutes. I've been told by many that they didn't think there were comic valentines back in those days. Have been trying to figure that one out and have about made up my mind that the people who have told me that were trying to make fun of me! Well it is a good month anyway.



This is the month when we think of the little log cabin where Abe Lincoln read his books before the fireplace. We think of the great strides he made which took him finally to the highest office in the U.S. Some men tell us now that times have changed and there isn't as much chance for advancement now as there was in his day, but I am of the opinion those people were wrong. If we will put into practice the things which Abraham Lincoln insisted on doing, we will rise to a place in life far higher than we expect to attain at present.

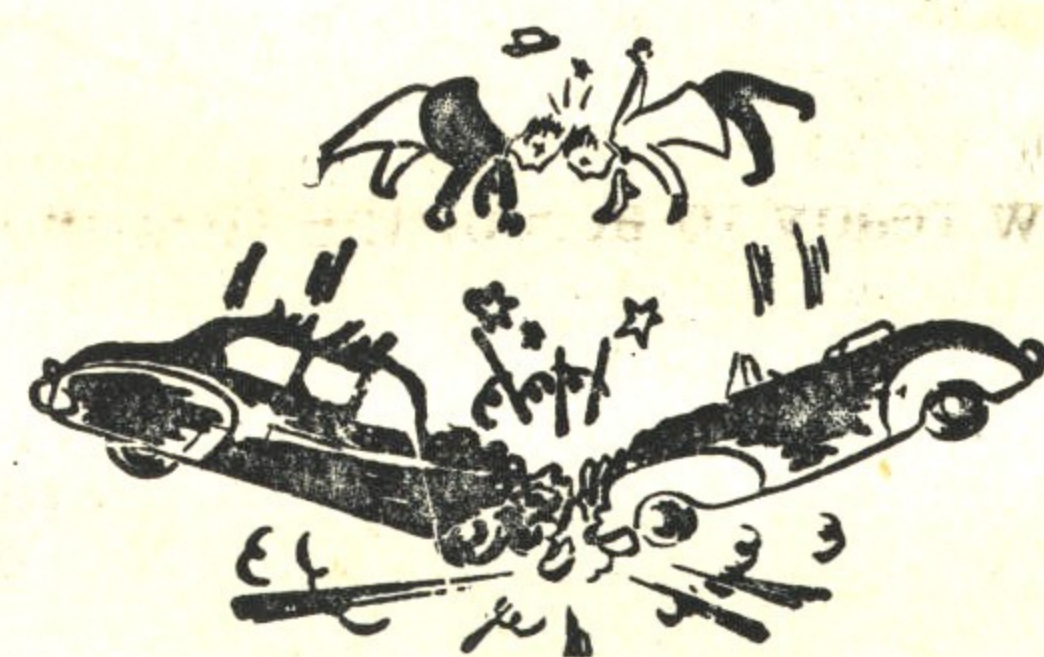
Lincoln was honest to the extent that some people thought he was foolish when he walked a long way to repay someone he overcharged. He didn't give up when he was unable to attend school. He did the next best — obtaining an education by studying at home in what would be considered other men's spare time. He was defeated many times as he tried for office in various elections, but he refused to take defeat and tried again and again until he was the victor.

Lincoln was an humble man and rather than boast, as with the case of the memorable speech at Gettysburg, he gave the people a chance to discover the worth of his speech for themselves. Lincoln had a wonderful sense of humor and used it to an advantage, and with it he made many friends, while others use such a talent to banter their fellow man and make enemies. America is still the land of opportunities and will give a good place to the man who will demand of himself such things as Lincoln did. He, above all, had a high goal which with him was almost an obsession, and all his time and attention was put in the direction of its achievement.



We think in this month, too, of the boy with a hatchet who cut down a cherry tree — George Washington. He is the hero of school boys as they read about him and his deeds in the time of

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Plan to Attend the

**NATIONAL
AUCTIONEERS
CONVENTION
ROANOKE,
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JULY 13 - 14 - 15

PASSING THE GAVEL



Col. Foster G. Sheets (left) of Roanoke, Virginia, newly elected President of the National Auctioneers Association, being congratulated by retiring President B. G. Coats, of Long Branch, N. J., at National Headquarters.

the American Revolution. Washington and the many other men who were his aides, have given us a wonderful heritage. We are very thankful for the deeds performed by these great men at Valley Forge and along the Potomac. They, with those deeds, have given us the right to live in this land of freedom, protected by a constitution that must have been inspired by the hand of God.

We have been guaranteed the right of religious freedom. The spirit of equality prevails among the people of these United States. Instead of promising us happiness, our forefathers promised more than that: they promised us the pursuit of happiness. Some men get happiness from one thing; others from something else. Many of us get happiness from the auction business. We are happy when we have been selected as the one to sell a certain sale, and are happy when the time comes to get on the block to announce to the people that we are now ready to accept the first bid.

The auction method of selling would soon go out of existence were it not for the democratic way of life which was given us by our early American fathers. In the terms of the late Col. J. Albert Ferguson, "Democracy is shown in the Auction." We are thankful for such a man as Washington, and as long as the things for which he lived and died remain alive in the hearts of us Americans, just so long he is not dead but is still living in us.

This is a lot more than I intended to say when I sat down at this typewriter, so for this time I am going, going, GONE!!!

—John W. Rhodes.

The fellow who chases rainbows isn't going to get his hands on one ever, but rainbow chasing is still a good spiritual exercise.

What a world! By the time you are important enough to take two hours for lunch, the doctor limits you to a glass of milk!

Carlisle said "True humor runs deeper than laughter," and that is true at Auctions when outward manifestations must often be submerged.

PROFESSIONAL CARDS

FILMORE STOERMER

General Auctioneering

WEBB, IOWA

JIM BULLOCK

General Auctioneering

SPENCER, IOWA

WENDELL RITCHIE

Farm and Real Estate Auctions

MARATHON, IOWA

D. L. (DAVE) GREEN

Real Estate Auctioneer
Insurance

SAC CITY, IOWA

R. C. Foland of the Fo-Land Auction Company, Noblesville, Indiana, sold a \$60,000.00 stock reduction sale for Ebinger-Hedges Inc. in Michigan. It consisted of machinery, hardware and home appliances. Sale lasted six days. Col. Foland is President of the Indiana Auctioneers' Association and is a regular at the National Conventions.

NORTH CAROLINA MOVING FORWARD



Recognizing the need of Organization among Auctioneers this group of industrious Auctioneers from various parts of North Carolina, met under the leadership of Col. I. F. Rochelle (third from the left) for the organization of a state Association. Watch for North Carolina at the National Convention in Roanoke, Virginia, July 13, 14 and 15, 1950.

He Packs Them In At Every Sale



Col. Marvin West of Texas sells to overflowing crowds at each of his sales as the above picture shows. When asked the secret of his perennial success, he said, "I spend money to make money, favor no one and always try to get the value of whatever I am selling." Col. West recently joined the National Auctioneers Association and has sponsored five additional members. Send us your photograph, Colonel, as the readers of "The Auctioneer" would like to see your picture and have more news about your sales.

The President's Message

The most pleasing thing that has happened to our Association in this new year is the many new applications for membership that are being received at National Headquarters. I believe that credit for the majority of these is due to the splendid job being done by our Editor. This little paper is being read by leading auctioneers all over the country and convincing them that they need us as much as we need them.

I have had the pleasure of attending two state meetings already this year. One was the Virginia Real Estate Auction Association meeting in Roanoke on January 4, which was well attended and brought eight new members into the N.A.A. The other was the meeting of the New Jersey State Society of Auctioneers in Trenton on January 9. This is definitely a wide-awake organization and an example of what the auctioneers of every state need. They have almost doubled their membership in one year's time. Congratulations, New Jersey! — and best wishes for your first anniversary party on February 14. You are an inspiration to other states, such as North Carolina, which is just getting organized.

O, yes, we are really getting busy on plans for the big convention in Roanoke on July 13, 14 and 15. With all the new memberships coming in, we are led to believe that this will be the largest at-

tended convention in our history. I would like to hear from you as to any suggestions you may have which you think would add to its success. **MAKE YOUR PLANS NOW TO ATTEND!**

The hardest job to do is to do a little job well.

In The Editor's Mail

Col. John W. Rhodes, Editor,
Legrand,
Iowa.

Dear Col. Rhodes:

I am sure the Auctioneers are gratified in having you as Editor of "The Auctioneer," monthly publication of the National Auctioneers Association.

As the months pass by the publication become more interesting because of the many understandable articles contributed by Auctioneers and which are beneficial to all. So much so, that I am keeping a file of them for future reference. Keep up the good work and you can depend on me for boosting "The Auctioneer."

I have talked and corresponded with many of the members and we all feel sure that you will bring to fruition the Association's plans for the publication's growth and service in its sphere of influence. Happy to be a member of the N.A.A.

Very truly yours,
Charles Goodwin.

Know Thy Neighbor

An Auctioneer would not go to church, giving as his reason that the members would look at and talk about him. His devoted wife finally persuaded him to go. When he got to the door the minister was praying, so he waited as did all others who arrived before the prayer was concluded. He then took the lead up the aisle, the others following, when the congregation began to sing:

"See the mighty host advancing, Satan leading on."

This was a little too much and the Auctioneer turned and made a bee-line for the door, saying as he went out: "That was worse than I expected, for they not only looked at me, but called me the devil."

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FEBRUARY



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

SCHEDULE

HEREFORD SALES

- Feb. 1—Texas Polled Hereford Assn., Fort Worth, Tex.
- Feb. 3-4-5—Tehama County Cattlemen's Assn., Red Bluff, Calif.
- Feb. 4—Northeast Kansas Hereford Assn., Topeka, Kas.
- Feb. 5-6—California Hereford Assn. Show and Sale, Sacramento, Calif.
- Feb. 6—Arkansas Hereford Assn., Little Rock, Ark.
- Feb. 6—Jasper Gibbs, Jetmore, Kas.
- Feb. 6—Southwest Nebraska Hereford Assn., Cambridge, Neb.
- Feb. 7—Arnold Anderson, Brady, Neb.
- Feb. 7—North Plains Hereford Assn., Perryton, Tex.
- Feb. 8—Southwest Oklahoma Cattlemen Assn., Inc., Lawton, Okla.
- Feb. 8—Kansas Spring Hereford Sale, Dodge City, Kas.
- Feb. 9—Carr II Livestock Co., Jackson, Mont.
- Feb. 9—Central Oklahoma Hereford Breeders' Assn., Oklahoma City, Okla.
- Feb. 9—Northwestern Iowa Polled Hereford Breeders' Assn., Sioux City, Ia.
- Feb. 10—Old Reliable Hereford Assn., Grand Island, Neb.
- Feb. 10—A. R. Schlickau & Sons and Olivier Bros., Harper, Kas.
- Feb. 10—Texas County Hereford Assn., Guymon, Okla.
- Feb. 11—Missoula Top Cut Hereford Sale, Missoula, Mont.
- Feb. 11—Wolverine Futurity, East Lansing, Mich.
- Feb. 13—Missouri Hereford Assn., Sedalia, Mo.
- Feb. 13—Howard County Hereford Assn., Big Springs, Tex.
- Feb. 14—Top O' Texas Hereford Assn., Pampa, Tex.
- Feb. 14-15—Golden State Herefords, Oakdale, Calif.
- Feb. 14-15—Tri-State Hereford Assn., Clayton, N. M.
- Feb. 14—Grant County Hereford Breeders' Assn., Pond Creek, Okla.
- Feb. 15—Oklahoma-Kansas Hereford Breeders' Assn., Blackwell, Okla.
- Feb. 16—Hill Country Hereford Assn., Mason, Tex.
- Feb. 16—Northern Oklahoma Hereford Breeders' Assn., Perry, Okla.
- Feb. 16—Sacramento Hereford Ranch, Sacramento, Calif.
- Feb. 17—Perry Campbell, Temple, Okla.
- Feb. 18—Holt County Hereford Assn., O'Neill, Neb.
- Feb. 20—Blaine County Hereford Breeders' Assn., Watonga, Okla.
- Feb. 20—Circle M Ranch, Senatobia, Miss.
- Feb. 20—Northwest Nebraska Hereford Assn., Valentine, Neb.
- Feb. 21—Utah Hereford Assn., Cedar City, Utah.
- Feb. 21—Barber-Comanche County Hereford Breeders, Kiowa, Kas.
- Feb. 21—Kit Carson County Hereford Breeders' Assn., Burlington, Colo.
- Feb. 22—Malone Hereford Ranch (polled), Meridian, Miss.
- Feb. 22—South Dakota Hereford Assn., Aberdeen, S. D.
- Feb. 22—Woodward County Hereford Assn., Woodward, Okla.
- Feb. 22—Lewiston Hereford Assn., Lewiston, Ida.
- Feb. 23—Oklahoma Hereford Breeders' Assn., Oklahoma City, Okla.

- Feb. 23—John C. Wisdom & Sons, Des Moines, Ia.
- Feb. 23—Utah Hereford Assn., Richfield, Utah.
- Feb. 24—Central Nebraska Hereford Assn., Broken Bow, Neb.
- Feb. 24—Red River Valley Livestock Assn., Crookston, Minn.
- Feb. 25—Big Bend Polled Hereford Assn., Davenport, Wash.
- Feb. 25—CK Ranch, Brookville, Kas.
- Feb. 25—North Central Nebraska Hereford Assn., Bassett, Neb.
- Feb. 27—North Pacific Hereford Breeders, Ellensburg, Wash.
- Feb. 27—Round-Up Sale, Kansas City, Mo.
- Feb. 28—Bryan County Breeders' Assn., Durant, Okla.
- March 1—Crawford Hereford Assn., Crawford, Neb.
- March 1—Eastern Oklahoma Hereford Breeders' Assn., Wilburton, Okla.

ANGUS SALES

- February 2—Texas Breeders Sale, Ft. Worth, Texas.
- February 6 & 7—Iowa State Aberdeen-Angus Breeders Show & Sale, Sale at Hawkeye Downs, Cedar Rapids, Iowa.
- February 6, 7 & 8—Annual Show & Sale, Perth, Scotland.
- February 7—Holt County Aberdeen-Angus Breeders Association Sale, O'Neill, Nebraska.
- February 9—Texas Breeders Sale, Houston, Texas.
- February 9 & 10—Annual Show & Sale, Aberdeen, Scotland.
- February 23—Annual Show & Sale, Iverness, Scotland.
- February 25—Peoria Angus Association Sale, Elmwood, Illinois.
- February 25—Modena Plantation Annual Aberdeen-Angus Sale, Isle of Hope, Savannah, Georgia.
- February 28—Bryan County Livestock Breeders Association, Durant, Oklahoma.
- February 28—Franklin Co. Aberdeen-Angus Show & Sale, Franklin, Nebraska.

SHORTHORN SALES

- Feb. 2—Texas National Shorthorn Sale, Fort Worth, Texas.
- Feb. 15—35th Annual Omaha Shorthorn Spring Show & Sale, Omaha, Neb.
- Feb. 16—35th Annual Omaha Polled Shorthorn Spring Show & Sale, Omaha, Neb.
- Feb. 25—Idaho Shorthorn Breeders' Spring Show & Sale, Idaho Falls, Idaho.
- Feb. 27—Southwest Iowa Shorthorn Breeders' Assn., Show & Sale, Red Oak, Iowa.

Ted Holland of Ottumwa is still sending in sale bills and has branched clear down to Queen City, Missouri, on September 29th where he sold a real estate auction, oil station, grocery store, auto accessories, house and lot and all the fittings.

* * * *

Notice how many people figure their fellow man has no sense just because he disagrees with their opinions.

If television replaces the movies, how can the popcorn stands make a living?

Iowa Auctioneers Meet

The Iowa Society of Auctioneers met in Ames for its annual meeting Jan. 2, 1950. Col. Leon Joy of Ames had made arrangements for the meeting to be held in the Junior Chamber of Commerce rooms in Hotel Sheldon-Munn. It was a miserable day from a weather standpoint with fog and drizzle making driving extremely hazardous. Despite such weather the meeting was well attended and auctioneers were present from the extreme borders of the state, some coming as far as 180 miles.

The president, Col. Paul F. Bockelman was in Texas on business and in his absence Col. Leon Joy, vice-president, presided. A letter was read from Col. Bockelman and from others as well who were unable to attend. It was a very profitable meeting with those who attended feeling free to make suggestions and recommendations for the advancement of the profession. New officers were elected for the year 1950 which include: Hugh McGuire, Holstein, Iowa, President to succeed Col. Bockelman. Leon Joy, Ames, was re-elected Vice-President. Howard Johnson, Story City, Secretary-Treasurer to succeed Col. D. L. Green, Sac City. Three directors were elected for a three year term. They were: Wendell Ritchie, Marathon; Paul Newhouse, Riceville, and David Green, Sac City. The Iowa group voted to set their yearly dues at \$10.00 which is to include their dues in the National Auctioneers Association. The next meeting is to be held in Ames May 21.

Nebraska Auctioneers Meet

The Annual Meeting of the Nebraska Association of Auctioneers was held in Grand Island recently. Colonel James Webb, Grand Island, was elected President; Colonel T. C. Jensen, Minden, was elected Vice-President; Colonel Henry Rasmussen, St. Paul, elected Secretary-Treasurer.

At this meeting we decided that we would license all Auctioneers in the State of Nebraska.

We appointed Directors as follows:
For three-year term:

Col. Ernie Weller, Atkinson, Nebraska
Col. Cliff Nelson, Oakland, Nebraska
Col. Dan Fuller, Albion, Nebraska

For two-year term:

Col. E. G. Evans, Randolph, Nebraska
Col. Dick Grubaugh, Rising City, Nebraska

For one-year term:

Col. Adolph Zicht, Norfolk, Nebraska
Col. Cecil Emerick, Norfolk, Nebraska
Col. Milford Johnson, Ravenna, Nebraska
Col. Henry Buss, Columbus, Nebraska

It takes 13 muscles of the face to smile — 65 to scowl. Why work overtime?

* * * *

True, the Indians didn't develop this country when they had it. But neither did they mortgage it unto the fifth and sixth generations.

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CHARITY AUCTIONS

There appears a chance for the National Auctioneers Association to get some publicity that would prove valuable to every auctioneer in America. All good business men know the power of good publicity, and millions of dollars are spent annually for it. This is good business and the Auctioneers have a natural if they will but take advantage of it.

Every year there are all sorts of charity causes and means of raising money for them receive national recognition. If the auctioneers were to let what they are doing be known it would work to their advantage. It is the intention of the Editor of "The Auctioneer" to keep a score sheet through the year. If all the members will report their charity auctions during the year 1950 and the amount raised at each sale it would be a huge sum. Then this could be released in an article and the headquarters of the National Association will see that it gets in the proper hands for AP news release. The sale you sell for the march of dimes might be small, but when it is multiplied by all those who are in the National, and then when there are more such sales each year it would make something about which we could feel proud.

When you have completed the sale and gone home, don't drop the matter until you have dropped a line to "The Auctioneer" office with the total for the sale.

A BULL STORY

ST. LOUIS (U. P.) — A bull which escaped from a stockyard here got lesson in the old mouse-trap play of football.

The animal, which jumped out of a truck at the loading pens, was chased by three police squad cars, several trucks of the packing company and a cruising car of the Missouri Humane Society.

After three hours of futile maneuvering, the pursuit squad decided to mouse-trap the animal.

They closed off a three-block area with the only exit a bridge crossing River Des Peres. The bull ran onto the bridge and a truck pulled up to block its pass. He turned back and another truck blocked that direction.

The bull looked at the water of the river below and then gave up. He strolled to the nearest human being and offered his head to the halter.

DON'T BELITTLE YOURSELF

When you knock yourself, the world will accept you at your own estimate. Show streaks of cowardice and the mob will pounce upon you like a pack of hungry wolves. Talk poverty, and your friends will get away from you for fear you will want to borrow some money from them.

Auctioneers talk peace, happiness and prosperity and never neglect an opportunity to advance the science of auctioneering.

CALIFORNIA SCHOOL

Col Bob Wall, President of the California School of Auctioneering of Hanford, California, sent in a subscription for the "Auctioneer" and a nice letter. He states that in 1948 it graduated 142 students of which 70 per cent are working in different sales throughout the country. It is his idea that you can teach any one the Auctioneer chant, but that it takes a lot of additional ability to become a top-notch Auctioneer. The perfect Auctioneer would have the combined talents of William Jennings Bryan, the late President Roosevelt, Bing Crosby and Kay Keyser. That eliminates most of us, don't you think? The school slogan is:

"He who whispers down a well
About the goods he has to sell
Will never make as many dollars

At conventions and through the papers we become acquainted with real men and when you find a real man you will find one who has an interest in you. The late Col. Ferguson was a wonderful man and to have had a chance to know him and his association was worth all the dues I'll ever have to pay if I live to be a real old man.

Contrary to nature, and it is acting against one another that we become vexed and act against one another then, is contrary to nature.
Pays larger dividends.

Before the public will believe in you as an Auctioneer, you must believe in yourself.

INFORMATION NEEDED AT HEADQUARTERS

IMPORTANT

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

NAME
(Please Print)

STREET, ADDRESS, etc.

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

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

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

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

Remarks:

.....

.....

SEND THE
COUPON
TODAY!