

the **AUCTIONEER**



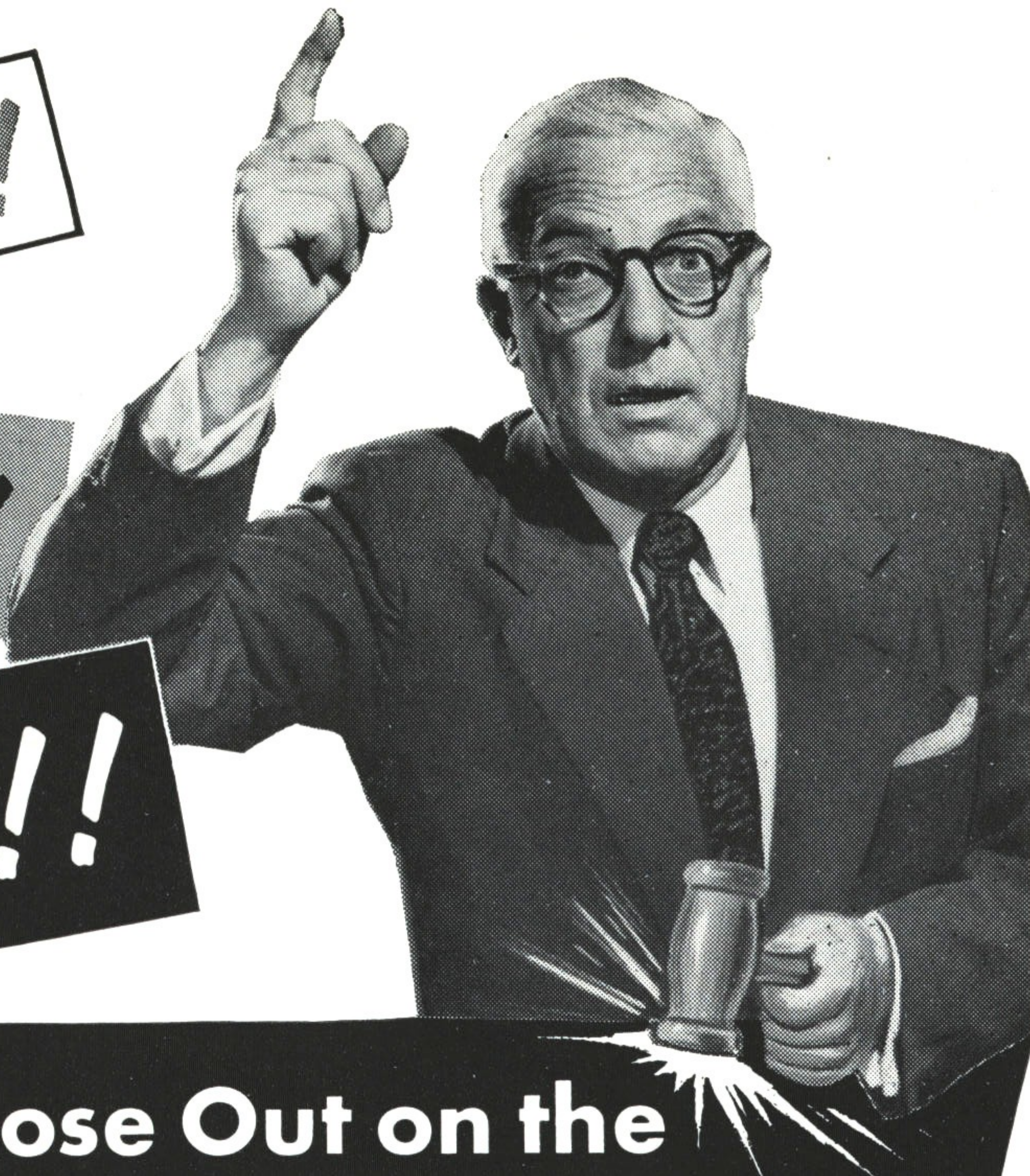
SEPTEMBER
VOL. V

1954
No. 8

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AUCTIONEER

(A monograph in the V. G. C. Occupational Information Series published by The Guidance Centre, University of Toronto, Toronto. Reprinted by special permission.)

AUCTIONEER. The word "auction" is from the Latin word "auctionem" meaning "a sale by the increase of bids". It is therefore evident that an auctioneer is one who sells anything by the advance of bids, one over the other, until a final figure is reached above which nobody wishes to go and, as a consequence, the item is sold at that price. Briefly, therefore, an auctioneer is one who sells to the highest bidder.

HISTORY AND IMPORTANCE

The auction sale as a means of transference of ownership of goods, chattels, lands, even human beings as slaves, is one of the oldest business activities in the world, and reference is made to it as early as the time of the Queen of Sheeba. Herodotus refers to a Babylonian custom by which maidens were disposed of in marriage to the highest bidder in an assembly held annually for the purpose. At the time of Julius Caesar, various auction sales to dispose of booty and captives of war, were held in the market place of Rome.

One has only to think of the world as it is today, to realize the importance of the auction business and the extent to which it sets the prices which are paid for various goods, chattels and, even investments. One of the best known examples of this type of service in the modern world is the stock market as it operates today, wherein a number of men offer shares and securities in a loud voice and other men buy at the price asked or try to buy at a lower one. Fur prices in the world are set at an annual fur auction which before the last war was held in Leipzig, Germany, but is now held in London, England. By this means, prices are established for various qualities and grades of fur, and these prices tend to become the current market value for the year. Tea prices in the world are set in the same manner. Everybody has heard

of the tobacco auctioneer, who offers the various grades and kinds of tobacco leaves to buyers for cigarette, cigar and pipe tobacco manufacturers and obtains from them the highest prices they will pay; these once again set the level of values for the period until the next tobacco auction sale.

In many cases, real estate is offered for sale by auction because this process produces an immediate sale as against waiting for a real estate agent to sell property when the opportunity presents itself.

Quite often the law courts instruct that a certain item or items be sold by auction since the law is very definite on the point that the price realized through this method of sale is to be considered the current price of the day and so cannot be questioned by the person or persons concerned. For an auction sale to be legitimate, there must be a minimum of two bids so that there is the element of competition on which the whole transaction is based. Furthermore, the bidders must be legitimate persons who are willing to pay for and take possession of the article being sold if they are the successful and highest bidders.

To sum up then, the auction business has a definite place in the world today and is of vital importance to our present economy. According to the Canadian census, there were 301 auctioneers in Canada in 1951. Of these, 239 were employers or "own account" proprietors.

NATURE OF THE WORK

The work of the auctioneer as we know it in this country applies chiefly to selling household furnishings, real estate, farm equipment, livestock and merchandise of all kinds, usually sold under the bankruptcy act. With the exception of real estate, the routine of handling the sales is more or less the same, and therefore we will discuss it only under the

two headings of "Real Estate" and "Other Commodities".

1. Real Estate

Instructions to sell a piece of real estate usually come from the court, the mortgage company, or the owner, but whatever the source, the procedure to be followed is the same. The auctioneer must acquaint himself with the parcel concerned, the size of the lot, the description of the house or building, the nature of the construction, the amount of the taxes, the cost of heating, outstanding mortgage and interest charges and other pertinent facts. He must then proceed to see that the property is honestly and properly advertised. The time of the sale must be set out in the advertisement and information must be given as to whether the property is subject to what is called a "reserve bid". If the property is subject to a "reserve bid", this must be set prior to the actual sale. At the appointed time, the auctioneer will offer the parcel and will endeavor to get bids. In some cases, these may not be forthcoming and the sale is then termed "abortive". Should a bid be received, then the auctioneer asks for further bids and when the highest figure has been reached, he then opens the reserve bid, if the property is subject to such, and bids that price on behalf of the vendor or owner. It may be that a further bid will then be received, by someone attending the sale. If a further bid over and above the reserved one is obtained, the property is sold to the bidder. If not, the property is withdrawn from the sale. Such sales are subject to legal conditions which must be read at the time of the sale and adhered to precisely. Since this is the case, it is apparent that an auctioneer must know something of the law covering such transactions.

2. Other Commodities

It might be wise here to discuss household furnishings particularly, as they form the majority of sales in this country. Contrary to general opinion, an auction sale is not a hit-and-miss affair, but rather a very skilled routine of endeavoring to obtain the highest price for the article being offered. The auctioneer should have full information about the article being offered. For this reason, experts in various fields are frequently

consulted by auctioneers so as to obtain full information about the items which are being put on sale. Auction sales can only be termed truly successful if the goods are properly listed and described and are adequately displayed so that purchasers may have an opportunity of knowing what they are buying. The goods, or "lots" as they are known in the trade, should be numbered and should be offered in sequence according to the numbers. As each lot is sold, the name and address of the purchaser, with the price paid, are written in a book or on a sheet provided for the purpose. This procedure continues until all the "lots" have been sold, and then bills are made out for each purchaser for the individual prices listed thereon. The purchaser pays for the goods and takes possession of them.

Honesty is of paramount importance in an auctioneer. The reputable auctioneer will point out any deficiencies or imperfections which are apparent to him in the article being sold. He will not represent an article as being in better condition than it actually is. He must remember, however, to obtain the highest price possible for the article in its present condition. The auctioneer's responsibility is therefore, of a dual nature. He has a responsibility to the purchaser to make sure that he knows exactly what he is buying, and he has also a responsibility

ON THE COVER

An important and interesting part of the National Convention each year is the Fun Auction. While Col. Walter Holford holds the "mike" and Ernie Sherlock has the article being sold (straw hat), young Robert Terry Butcher of Glenville, West Virginia, does the selling. Robert is the 7 year old son of Col. and Mrs. Robert Butcher.

IN UNITY THERE IS STRENGTH

to the vendor; namely, to obtain for that person the highest possible price for the article, whatever it happens to be.

Contrary to the general conception, an auctioneer is not a parrot, merely repeating the last bid made, but an intelligent salesman who, through the persuasion of his voice and his knowledge of the business and work, endeavors to sell to those in a group, rather than to an individual person. However, the individual sale does enter into the situation, as in most cases toward the end of the bidding, it narrows down to two persons; it is then that the auctioneer must project his personality and his persuasive salesmanship with a view to persuading each one of the two that the

article is just exactly what is wanted and should not be lost for the sake of one more bid. This of course must be done in a perfectly legitimate manner and not to the end of over-persuading some person who is ignorant of the value, to pay more than the article is really worth. Sometimes the person actually does pay more than the article is worth, or seems to be worth, to the auctioneer. This is particularly true when two people, for one reason or another, both want a particular item. In this situation, the auctioneer merely takes the bid and sells when the bidding ceases. If goods are sold well in excess of their real value, there are usually repercussions. The owner may be quite pleased, but the purchaser ulti-



The beginning of Auction Sales. See Page 2.

mately realizes that he paid far too much for the item and will tend to blame the auctioneer for the situation. This means that the auctioneer has made a bad client who will condemn rather than praise him.

An auctioneer is very often called upon to make evaluations of goods in which he specializes, for insurance and probate purposes, and of course he is the logical person to make such evaluations, because of his knowledge of prices at which the items, whatever they happen to be, are selling in the market at that particular time. The Dominion and Provincial governments demand such evaluations so as to have figures on which to base calculation of succession duties.

WORKING CONDITIONS

The auctioneer usually works under very pleasant conditions since he is operating either in a private house, a spacious building known as an auction room, or out in the open. While there may be some discomforts in a house where a lot of people are crowded in a small space, generally speaking he is not too inconvenienced in this respect. The people with whom he associates, that is, the owners of the goods to be sold and the purchasers, are in the main good citizens who, in the case of the owners, wish to obtain cash and the best possible price for their merchandise or property, and in the case of the purchasers, wish to obtain the article at as reasonable a price as possible for their use and convenience. Farm auctions, and perhaps some country sales of household merchandise, are conducted in the open air. Generally speaking, however, it is not very good practice to hold an auction sale out of doors, as it is hard for the auctioneer to make his voice carry under such conditions; moreover household furniture, for example, can be displayed to better advantage inside where it belongs than outside. In the case of some of the larger household sales, a marquee is often used. The goods can then be properly displayed on a stand with the auctioneer sitting close beside them, and the people attending can be seated in rows where they are protected from the weather and where they can relax and so be in a more re-

ceptive frame of mind to purchase what is being sold.

QUALIFICATIONS NECESSARY FOR ENTRY AND SUCCESS

In the first place, anyone considering the occupation of auctioneer should not be afraid of hard work, for it is often very arduous and entails long hours when sales are running. Such sales take up many evenings which might otherwise be devoted to leisure activities. These remarks refer, of course, only to the household furnishings division of auctioneering. It is also necessary that a person entering auctioneering have an enquiring mind. He must learn to recognize and remember goods which he sees, and must try to become familiar with literally thousands of different types and forms of articles, some of which appear only very occasionally. In addition, it is essential to remember prices so that when advising a client about a sale, the auctioneer can state in fairly accurate fashion about how much the purchaser is likely to realize from the sale of a particular article.

Certainly a pleasing personality is necessary, as of course is the case with all salesmen. A ready wit is advantageous since it gives the auctioneer an opportunity of taking advantage of conditions as they appear and perhaps cracking a joke if the opportunity offers. Better prices will be received if the crowd is in a good humor rather than antagonistic to the auctioneer. It should be noted that these remarks do not mean that a person should carry on in a "smart alec" manner, or that personal or embarrassing remarks should be made. The public as a whole definitely disapproves of this procedure. Neatness of appearance is also very desirable. After all, the auctioneer must realize that he is in the public eye, must endeavor to please everyone attending the sale, and it is safe to say that most people do appreciate a well-dressed man or woman.

It may perhaps be surprising to some to realize that there have been very successful women auctioneers, although generally speaking it is a profession for men. Perhaps the reason is that men seem to handle crowds in better fashion and are a little better able to make

themselves heard distinctly. An auctioneers' voice is of very great importance. A high-pitched, thin voice will not carry as pleasantly to the assembled people as will a deeper or lower-pitched voice. Some auctioneers make use of a microphone and public address system, although many feel that this tends to set up a barrier between the auctioneer and the crowd and interferes with the psychological contact which is usually necessary if the sale is to be a success.

Age is not of paramount importance, although of course the younger one starts the more one should be able to learn over the years. Most successful auctioneers have started in this line of work at the beginning of their business life. They have matured, so to speak, in knowledge of the business and of the merchandise in which they specialize.

PREPARATION NEEDED

There are no schools of auctioneering in Canada as there are in the United States, nor is there any organized system of apprenticeship. A list of the auctioneering schools in the United States may be obtained from the National Auctioneers' Association, 803 S. Columbia Street, Frankfort, Indiana. The quality of training available differs very much from one school to another.

In the British Isles, training for the occupation of auctioneer is well organized. Young people are articled to various auction firms and there they do general clerking and office work, at the same time attending lectures at the Auctioneers' Institute. This procedure continues over a period of four years and each year they write examinations. On graduation, the student becomes an F.A.I. (Fellow of the Auctioneers' Institute). Unless one holds an F.A.I., he has as little standing in auctioneering as would a lawyer in the practice of law who has not been called to the bar. It is to be hoped that something along the general line followed for training in Great Britain will be set up in Canada in the not-too-distant future.

At the present time in Canada, the only sound way for an aspiring auctioneer to learn the business is obtain employment with an established firm in almost any capacity and then try to secure experience in various phases of the work so

that within a few years he will have a fair understanding of how the auctioneer operates. University, technical institute, correspondence or other courses may assist somewhat in training toward auctioneering. Any courses in the following areas should definitely prove of value: English, history, furniture manufacture, art courses (such as ceramics, painting and craftsmanship of various types), salesmanship, public speaking. There are many excellent books in our public libraries on silver, china, glass, furniture, oriental rugs, paintings and other matters of interest to the auctioneer. A person training for auctioneering should certainly become familiar with these works because he should then be in a better position to describe, in adequate fashion, the various items which pass through the auction room.

It is quite impossible, of course, for any auctioneer in the short space of one lifetime to know everything about everything that is sold by auction. Because of this, many auctioneers specialize to some extent and become experts in one or two areas. These auctioneers try to have associated with them experts in other areas who are in a position to advise about various items when the auction sale is actually in progress, or before the sale takes place.

There are certain provincial and municipal regulations which have to do with the licensing of auctioneers and with the manner in which an auctioneer must conduct his operations. These regulations vary greatly from one area to another. For information about regulations which apply in your province or municipality or suggestions as to where detailed particulars may be obtained, contact a reputable practising auctioneer in your community.

OPPORTUNITIES FOR ADVANCEMENT

It is presumed that the ultimate aim of any aspirant to the occupation of auctioneer is to own his or her own successful business, or perhaps to be a partner in such an enterprise. Sometimes it is impossible for the person to work up to a partnership in a firm in which first employment and training were obtained. In other cases, it may be a good idea
Turn to Auctioneer, Page 53

Auctioneer Services Sought

For \$20,000,000 Auction

The purchasing and contracting branch at Sharpe General Depot, Lathrop, California, is receiving bids from auctioneering firms to conduct a public auction of Army surplus property during the week of October 4.

The auctioneering firm will provide all necessary personnel, equipment, advertising and services to conduct an auction of government lots of personal property having an acquisition cost of more than \$20,000,000.

The Army surplus property will be sold by means of a "sit-down" type of auction with property being physically located at Sharpe General Depot, Lathrop, California, nine miles south of Stockton; Oakland Army Base, Oakland, California; Benecia Arsenal, Benicia, California; and Sacramento Signal Depot Sacramento, California. The actual sale of the property will be held in Warehouse A-3, at the Lathrop installation of Sharpe General Depot, the week of October 4.

A viewing of two weeks will be held prior to the sale, enabling prospective buyers to view and inspect the lots of property at the various installations.

The auctioneers will conduct the auction sale on a percentage basis; a stated percentage on the first \$100,000 net return, another stated percentage on the second \$100,000 net return and a percentage on the balance of the net return. The net returns means the total dollar amount of all successful bids accepted and paid, less the amount received by the contractor as reimbursement for advertising expenses.

Several special qualifications are required of an auctioneering firm in bidding for the sale. These include: That the auctioneer must have conducted five sales which grossed over \$100,000 each, and the type of commodity sold; must have a clear financial background, and furnish certified true financial statements.

The auctioneer must post a \$5,000 bid bond and if successful furnish a per-

formance bond of \$50,000.

The auctioneering firm must provide sufficient clerical personnel at Sharpe General Depot to accept registrations and deposits from prospective bidders, and during the sale furnish competent and experienced personnel as may be necessary to properly manage and conduct the sale. This includes not less than three auctioneers, two recorders, two deposit clerks, and four starters or floor men.

The auctioneer must agree to prepare, publish and distribute a brochure and catalogue of good quality. A minimum of 20,000 catalogues and a minimum of 30,000 brochures will be required.

The auctioneer must prepare and place advertising in metropolitan newspapers and trade journals.

By past experience the government has found it will receive wider distribution of catalogues, brochures and advertising if it reimburses the contractors to a stated sum. For the October sale at Sharpe the government agrees to reimburse the contractor out of the proceeds of the sale for the actual cost in preparation, publishing, and distributing of catalogues, brochures and advertising in an amount not to exceed \$8,000.00.

The contracting auctioneer must receive, record and promptly deposit negotiable collections of the sale in a separate account, and within twenty days after last day of auction pay to the Treasurer of the United States the gross amount of all accepted bids.

The contractor agrees to process all documentation required for release and removal of property sold. He must furnish an auctioneer stand, public address system, transportation required by his personnel, and all other personnel supplies and services necessary to properly prepare and conduct the auction sale.

The government will assist the contractor in preparation of the sale and agrees to furnish at each installation from its regular personnel three fork-

lifts and operators, three storekeepers, three laborers, and one clerk-typist.

During the actual conduct of the sale the government agrees to furnish at its own cost a minimum of twenty five personnel to provide internal security, act as guides and perform other phases of the auction not included in the services to be performed by the contractor.

The government will also furnish an auditorium in which to conduct the auction, necessary office space required by the contractor, insofar as available, office machines, equipment and supplies essential to properly conduct the sale.

INDIANA AUCTIONEERS IN OLD FASHIONED PICNIC

Thirty-seven auctioneers with their families enjoyed an old fashioned outdoor picnic at the home of Mrs. Leona Drake, 5540 West 22nd St. Court, Indianapolis, on Sunday, June 27. Mrs. Drake had a splendid place for the event having erected a tent in the front yard to provide plenty of shade and provided ample tables, chairs and cold drinks. The entire crowd was estimated at approximately 100 persons with every section of the Hoosier State being represented.

In a business meeting held in the afternoon, it was found that the Indiana Auc-

tioneers Association had 102 paid up members, an increase of 62 per cent over the 1952 membership.

Points of discussion were the 1954 National Convention in Omaha with a large delegation of Indianans being encouraged to attend. The possibilities of playing host to the 1955 National Convention was also discussed and much of the groundwork for this event has already been completed.

A Women's Auxiliary of the Indiana Auctioneers Association was also formed during the afternoon. With this latter accomplishment along with the increased membership in the men's organization, Indiana promises to set the pace in the organization of Auctioneers.

NEW CHAIN LETTER

Here is a new chain letter that we hear is making the rounds:

"This chain was started in hope of bringing happiness to tired husbands. Simply send a copy of this letter to five male friends. Then bundle up your wife and send her to the fellow whose name heads this list. When you name gets to the top you will receive 15,188 women, and some ought to be dandies. Have faith!

Don't break this chain. One man broke it and got his own wife back!"

Predictions and Hunches

By Col. Elias Frey

Selling tractors in June is like proposing to an old maid. She says no, when she means yes. It is hard to sell when nobody cares to buy, but that is the time to buy. When no one else wants a thing, you can almost buy at your own price. So it has almost been in the tractor market. The volume has dropped off, as usual, and will remain so until August. I can't help but believe that in the fall tractors will again advance in price, maybe about ten percent above today's prices.

Our last sale in June was quite good considering the small crowd. We had about 140 tractors that sold steady to weak, and moved better than we anticipated. On other machinery, hay tools

moved the best. We had a lot of balers, and they were in good demand. We had a very good clearance on all hay tools, as well as combines and field choppers.

It appears that some of the sales listed in P & H were really slow. This is, however, to be expected in the South at present as their season is ahead of ours, and their market is at a standstill on many of the tools at present. However, their prices usually advance in the fall, before they do in the North. This should happen again this year. I look for a fair demand in the South about August 15.

At any rate we have been very happy with the farm machinery auction thus far this year, and hope that all dealers enjoyed a good season thus far, also.

Secretary's Report

By Col. B. G. Coats

I bring greetings from New Jersey. Immediately after the Columbus Convention, it was my duty to be your Secretary, and Publisher of The Auctioneer. We embarked upon a program for new members. That has been broken down into four phases:

When we reached the third phase—the spending of \$1500.00 for which we had the money. That necessitated having about 4000 copies of the The Auctioneer published and mailed to prospective members. I did not want to assume that responsibility—I left it up to the officers and directors—and was voted down.



Col. B. G. Coats, retiring Secretary, reports to the Convention.

Two months afterward, I was given the "go ahead" sign; but it was too late. We had to deviate from the campaign program and resort to other methods. I don't know but what their decision perhaps was for the best interests of the Association.

We have grown from the time of the Columbus Convention from 450 at that

time to—as near as we can estimate it—1232 members. That was from July 20, 1953, to July 1, 1954.

The office of the Secretary of this Association received 2,337 pieces of mail from auctioneers and members throughout the United States. The secretary's office dispatched 21,280 pieces of mail including "The Auctioneer." The daily average—9 pieces of mail received a day, and 80 pieces of mail dispatched per day. Total wages paid out—\$1126.00 averaged \$25.00 weekly wage—that was brought about through a public direct by mail and stenographic agency.

The demands upon the Secretary has increased to such an extent that a point has now been reached, and I am not speaking for myself alone—that it will be necessary for you to elect a Secretary who can do a good job, and you cannot do this unless you compensate him for his time and efforts.

The services of this Association are increasing daily. For instance, we receive numerous letters from young men wanting to go to an Auctioneer's school. They want us to recommend a school to them. We do not do this. We do have, however, a list of every Auctioneer school in the United States. We forward that to them and they make their own selection—it is up to the individual to do this.

License Laws and Legislation

This part of the service is increasing by leaps and bounds. Last night I sat down in that room for one hour and listened to your discussions about Auctioneers that were being denied their constitutional rights. Ninety-nine out of every 100 is neglecting his Constitutional rights—you are neglecting them by lack of business methods in organization. Almost every problem that came up was involved around the problem of organization. You can't beat it on a convention floor. Your secretary writes you a letter and then waits six months for an answer from you. He wants an answer, or he wouldn't have written you a letter. I have never written anyone in the State

of Nebraska, but what I got an answer.

Legislation With Reference To Auctioneers

Everywhere we appear we are treated with the greatest respect. In every instance we came out victorious. You are going to see a lot more legislation and my recommendation to you is that you appoint an attorney to represent your Association in such matters, thereby relieving the Secretary of some of his duties. You cannot expect your Secretary to give his time, traveling day and night, visiting and giving legal opinions, when he is really only a layman.

I want to thank Col. Guzzi for checking the records as the members came in. Last night he worked late into the night because he wanted those records up to date for my successor.

Now, I want to thank James Martin, the Nebraska Secretary, the Chamber of Commerce, and others for their help on this Convention—their efforts are appreciated in making this Convention a success.

MICHIGAN AUCTIONEERS HOLD ANNUAL MEETING

The Michigan Auctioneers Association held their annual state meeting the evening of June 28th at Williamston. Auctioneers were in attendance from every corner of the state.

The meeting was called to order by President C. B. Smith. An election of officers followed with Col. C. B. Smith re-elected as President; Col. Emery Ziegler of Jackson, Vice-President; and Col. William O. Coats of Union City as Secretary-Treasurer. Directors elected for a three year period were Col. Marshall Ballow of Drayton Plains, Col. Glenn Casey of Williamston and Col. William O. Coats of Union City.

Members of the association who were unable to attend missed a very informative meeting. Government surplus, sheriffs sales, sales tax law, auction houses and the general trend of farm sales were discussed.

All members were urged to affiliate themselves with the N.A.A. to make the organization more powerful and to enable the members to give better service

Appreciation

**By Col. Walter Holford
Retiring President**

I wish to take this opportunity to thank the Board of Directors. They have worked so wonderfully in the past year; also our officers—especially the Editor and Secretary, Col. B. G. Coats, and our Treasurer, and all Directors and members throughout the 48 states.

I want to thank you for carrying out a program which has added 674 new members in the year 1954.

I know we owe a great debt of gratitude to the Nebraska Auctioneers Association. I want to tell you that they have saved Col. Coats, and other directors and officers of this Association a considerable amount of time and money. We only had to have a couple of meetings and okay the program.

I don't know what you think about it; but we are very much pleased with the Committees. I think that on the whole they are one of the greatest Committees, and have put over one of the greatest Conventions we have ever witnessed. You can expect that from Nebraska though, because they have produced some of the leading Auctioneers in America.

I want to thank every member and every officer for giving their wholehearted support.

to their clients. There is much knowledge to be gained through membership in the national organization.

The next meeting will be held August 31st at the Wolverine Sales Pavillion in Williamston. All members and guest auctioneers are urged to attend and profit from the program and discussion being planned. Much good can be accomplished when such a fine group assembles with the same problems, interests and goals.

SINECURE

The Army-personnel officer was interviewing a draftee. "What would you like to do in the Army, soldier?" he asked.

"Well, sir, are there any more openings for hostages?"

From 30 States and Canada They Came to NAA Convention

If you did not attend the Convention of the National Auctioneers Association in Omaha, July 15-16-17 you really missed something. Ask some of these folks who attended if you don't believe it.

ALABAMA

Col. R. A. Waldrep

CANADA

Col. W. D. Atkinson

Col. and Mrs. Achie Boyce

Col. and Mrs. Harry Hays

COLORADO

Col. R. E. Fortna

Col. Damon L. Koch

Col. and Mrs. Lyle D. Woodward

FLORIDA

Col. and Mrs. G. G. Finnell

ILLINOIS

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Col. and Mrs. C. B. Drake

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Col. A. C. Dunning

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Col. Lewis G. Marks

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Col. and Mrs. G. H. Shaw

Col. Stanley Smith

Col. Merle Stoelk

Col. and Mrs. Harvey A. Tucker

Col. and Mrs. J. G. Tullis



The Convention speaker at the moment doesn't seem to attract the interest of the young man in the foreground. However, all others are listening intently.

IN UNITY THERE IS STRENGTH

KANSAS

Col. and Mrs. Willis A. Darg
Col. Jim Kirkeminde
Col. Harry Peters
Col. and Mrs. E. T. Sherlock
Col. and Mrs. Gene Watson

MICHIGAN

Col. and Wm. O. Coats
Col. Arthur I. Forbes
Col. and Mrs. John M. Glassman
Col. and Mrs. C. B. Smith

MARYLAND

Col. and Mrs. Joe Steiner

MASSACHUSETTS

Col. Abe Levin

MONTANA

Col. Howard Raser

MISSOURI

Col. and Mrs. Guy Jageman
Col. C. C. John

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Col. and Mrs. Claus V. Beck
Col. and Mrs. Tom Gould
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Col. Ernest T. Nelson
Col. W. J. Radde

NORTH CAROLINA

Col. and Mrs. Robert Shea
Col. L. M. Sweet
Col. and Mrs. Lyle Sweet

NORTH DAKOTA

Col. F. E. Fitzgerald

NEW JERSEY

Col. B. G. Coats
Col. Joseph A. Guzzi
Gertrude La Due
Col. John R. Potts
Col. Herbert Van Pelt

NEBRASKA

Col. and Mrs. Rex Anderson
Col. and Mrs. Glenn Augustin
Col. and Mrs. Ralph E. Beckwith
Col. and Mrs. Henry Buss
Col. E. A. Camfield
Col. and Mrs. Charles Corkle
Col. John G. Donner
Col. Frank D. Rybin
Col. and Mrs. Cecil Emrich
Col. and Mrs. Ray Flanagan

Col. and Mrs. Jerry Foy
Col. and Mrs. Dan J. Fuller
Col. Harry M. Gross
Col. and Mrs. Dick Grubaugh
Col. and Mrs. Marvin Grubaugh
Col. Joe Heavicon
Col. A. L. Horn
Col. J. E. Hornbuckle
Col. Wayne Jenkins
Col. and Mrs. Donald D. Jensen
Col. and Mrs. Duane Jensen
Col. and Mrs. T. C. Jensen
Col. and Mrs. Tom Johnson
Col. Dick Kane
Col. Ralph Kuhr
Col. and Mrs. Ellis Lacy
Col. Marion Lockwood
Col. and Mrs. James W. Martin
Col. John R. Martin
Col. and Mrs. Stacy McCoy
Col. and Mrs. Leon Nelson
Col. Gerald Preece
Col. Tim Preece
Col. and Mrs. Henry Rasmussen
Col. E. J. Reynolds
Col. Glen Robertson
Col. Ernest Roloff
Col. and Mrs. Barde Russell
Col. John T. Ryan
Col. and Mrs. Harry Sanders
Col. Herman L. Schilling
Col. Irvin Schultis
Wayne Schultis
Col. Marvin Spitznogle
Col. Jim Walker
Col. and Mrs. Jim Webb
Col. and Mrs. Ernie Weller
Col. Wm. J. Wings
Col. and Mrs. Rex Young
Col. and Mrs. Adolph Zicht
Col. and Mrs. Don Zicht

NEW MEXICO

Col. Max Hood

NEW YORK

Col. and Mrs. Harris Wilcox
Col. Alfred V. Zogg, Sr.

OKLAHOMA

Col. and Mrs. Clyde Jones
Col. Weston Sigmon

OREGON

Col. and Mrs. C. A. Morrison

OHIO

Col. Cloyce C. Bradford
Col. and Mrs. J. M. Darbyshire

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Col. Woodrow S. Davis
Col. and Mrs. Ralph Drake
Col. Floyd L. Hopkins
Col. Homer Pollock
Col. and Mrs. Albert Rankin
Col. and Mrs. Robert Stamp
Col. Linnie Stone
Col. Jim Wilson

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Col. Tom G. Berry
Col. and Mrs. George K. Burrows
Col. Q. R. Chaffee
Col. Wayne R. Posten
Col. Woodrow Roth
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Col. Don Lloyd
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WASHINGTON

Col. Wes Wendt

WEST VIRGINIA

Col. and Mrs. Robert J. Butcher
Col. R. F. Crosser

WYOMING

Col. Donald E. Hoffman
Col. and Mrs. C. G. Williams.

FLY SWATTER BUYS A CALF

A civilian employe at Kelly Air Force base says she swatted at pesky flies during a cattle auction at Cameron, Tex., and unwittingly bought a calf.

Doris Lott said she didn't realize that each wave of her hand as she swatted the flies was being interpreted by the auctioneer as a bid.

She got the calf for \$35.

IN MEMORIAM

The organization meeting of the Ladies Auxiliary to the National Auctioneers Association was held in the Hotel Orlando, Decatur, Illinois, on July 13, 1951.

You will remember the gracious lady, Mrs. Nellie Coats, of Long Branch, New Jersey, who opened that meeting.

I'm sure we all think of Nellie Coats as indeed a lady and those of us who had the privilege, and it was a privilege, of the short Association with her still feel keenly the sadness that was caused in our group when she passed away on August 10, 1953.

This small memorial service is not intended to foster sadness but to perpetuate pleasant memories and holy hopes, and in that spirit in memory of her, who with a smile and a wave of her hand has journeyed to that beautiful unknown land may we bow our heads in silence.

And now our Heavenly Father who taught us to pray Hallowed be Thy name. Thy kingdom come, Thy will be done on earth as it is in heaven. Give us this day our daily bread and forgive us our debts as we forgive our debtors; and lead us not into temptation but deliver us from evil. For thine is the Kingdom and the Power and the Glory forever—Amen.

The above was a special Memorial Service at the Annual Meeting of the Ladies Auxiliary of the National Auctioneers Association, and conducted by Mrs. Ferne Pettit.

ABANDONED VILLAGE SOLD AT AUCTION

The entire town of Delleker, California, was recently sold to the highest bidder in a one day auction. Buyers came forward and bought 58 homes, a hotel, a dining hall, schoolhouse and several other buildings.



Margaret Norris, retiring President of the Ladies Auxiliary, receives the traditional Corsage from Carol Grubaugh, newly elected President.

HOOSIER LADIES FORM AUXILIARY GROUP

The Ladies Auxiliary of the Indiana Auctioneers Association was organized during the summer picnic held at the home of Mrs. Leona Drake, Indianapolis, on Sunday, June 27. Officers elected to head the organization for the initial year were: Mrs. H. J. Retmier, Indianapolis, President; Mrs. Ralph Rinehart, Flora, Vice-President; Mrs. Don Smock, Indianapolis, Treasurer.

Mrs. Leona Drake, Indianapolis; Mrs. Earl Ellis, Washington; and Mrs. James Liechty, Berne, were named Directors for three, two and one year terms, respectively. Mrs. H. W. Sigrist, Fort Wayne, was given the honor of having the first membership on the record books. A total of 24 Charter Members were obtained at this first meeting.

These Hoosier ladies are already planning to play hostess to all auctioneer's

wives at the 1955 National Convention to be held in Indianapolis.

OUR PRIZE SPEECH

Convention speeches or addresses always vary in length. Some speakers are just getting started good at a time when others are "run down." At the Omaha Convention there was the best group of speakers we have ever seen in a three-day program.

We have selected one of these for special note and are reprinting it here.

"Mr. Chairman and Friends:

"I am very happy and feel highly honored in having been elected to this office. I pray God will give me strength to fill the obligation of this office to the very best of my ability. Thank you."

Mrs. Dick Grubaugh, newly elected President of the Ladies Auxiliary to the National Auctioneers Association.

Code of Ethics

An Address at the National Convention by Col. Ernie Weller, Atkinson, Neb.

My assignment is to discuss with you "The Code of Ethics" of our Association. In referring to Webster's dictionary I came up with the following definition for these words: "A treatise on morals. 2—A system of rules relating to the science of the ideal human character."

The first recorded code of ethics, to my knowledge, is to be found in the Old Testament in the 5th Book of Moses—commonly called Deuteronomy—Chapter 6—And Moses spoke to his people, after he had been visited by God on Mount Sinai, saying: "Now this is the commandment, the statutes and the ordinances which the Lord your God commanded me to teach you—that you may do them in the land to which you are going over to possess it, that you may fear the Lord your God; you, and your son and your son's son, by keeping all his statutes and his commandments—which I command you all the days of your life; and that your days may be prolonged.

Hear therefore, Oh Israel, and be careful to do them; that it may go well with you, and that you may multiply greatly as the Lord, the God of your fathers has promised you, in a land flowing with milk and honey.

And then follow the ten commandments—a code of ethics, if you please—setting forth the moral and Christian rules of life, in a series of "Thou Shalt" or "Thou Shalt Not." Today, after several thousand years, truly Christian men still abide by this code of ethics—"The ten commandments."

In modern history we read that the Pilgrims derived their name from a passage in the 11th chapter of the Epistle, which speaks of "strangers and pilgrims on earth, who seek a better country. They not only sought, but found a better country. They established their colony at New Plymouth, Massachusetts, in the year 1620.

The history of the American auctioneer takes us back during the past 334 years, when the pilgrims sold their harvest at auction. During these three centuries

and 34 years many advances and great progress have been made until today the auction profession is respected and regarded as an honored vocation.

Like the Pilgrim fathers, we are seeking to strengthen and further our cause. To elevate the auction profession to its rightful place among all other honored professions. Such can only be achieved through organization on a national scale.

Auction Greatest Medium of Exchange

The auction business is said to be the medium through which the lifeblood of the nation attains greater momentum and brings to the nation greater balance, prosperity and stability. Recognized by courts of justice in matters of partition and administration, by the world's leading commodity and stock exchanges, yea, by the government itself in the disposal of surplus property, "Sold to the highest bidder" signs, seals and delivers the exchange of more property than any other method yet devised by man. It turns the loss of an unsold business into profit for both buyer and seller. It brings hope, confidence and joy to individuals and communities. It is just and equitable—to buyer and seller alike.

The auctioneer should ever hold aloft the dignity and importance of his profession. He should never lose sight of his personal and professional integrity, his great responsibility and his sense of patriotism. The auctioneer realizes that his profession is both competitive and co-operative and that he shares with others a common responsibility for its honor and that by being true to himself, he is true to all men.

Ethical Responsibilities of the Auctioneer

I would now discuss with you the ethical responsibilities of the auctioneer—(1) To the Client, (2) To the Public, (3) To the Profession, (4) To Yourself.

(1) **To the Client**—In justice to those who place their interests in his hands, the auctioneer should endeavor to keep abreast of business and political conditions as they affect the economy of our nation. To keep informed on matters of law and proposed legislation, particularly

IN UNITY THERE IS STRENGTH

any now existing or proposed changes in tax laws, affecting the seller's interest, so as to give intelligent business advice and effective service. In accepting the sale of real or personal property, the auctioneer pledges himself to be fair to both seller and buyer and to protect the owner's interest as he would his own.

When consulted for an appraisal of value or a liquidation problem, the auctioneer should give a well considered opinion, reflecting expert knowledge and sound judgment, taking requisite time for study, inquiry and deliberation. He should not undertake to give an appraisal or an opinion on any proposition in which he has either a direct or indirect interest, without a full disclosure of such interest. Before accepting a sale it is the duty of the auctioneer to advise the owner intelligently and honestly regarding the market value of the business or property and the reasonable chance of selling it at value or above.

(2) Relations to Public—It is the duty of the auctioneer to protect the public against fraud, misrepresentation or unethical practice in connection with a sale disposal or liquidation of any real or personal property he is called upon to sell at public auction. It is the duty of the auctioneer to ascertain all pertinent facts concerning every sale for which he is being engaged, so that in offering he may avoid error, exaggeration and misrepresentation. The auctioneer is a confidential trustee of the information given by the seller or gained by him through relationship, and must never disclose any information that would tend to be a violation of the trust.

(3) Professional Relations—In the best interest of the public, of his fellow auctioneers and of his own business, the auctioneer should be loyal to his State and National Association. The auctioneer should so conduct his business as to avoid disputes with fellow auctioneers, but in the event of a controversy between two auctioneers who are members of a state or national association, he should not resort to a law suit, but submit his differences to arbitration by the State or National Association, and the decision of such arbitration should be accepted as final and binding. Where a member is charged with unethical practice, he

should promptly and voluntarily place all the pertinent facts before the proper A member should never publicly criticize a competitor, and where an opinion is specially requested, it should be rendered in conformity with strict professional courtesy and dignity. In the best interest of society, of his associates, and of his own business, the auctioneer should at all times be loyal to his State and National Association and active in its work, and should willingly share with his fellow-members the lessons of his experience.

(4) To Yourself—Just to commit the Golden Rule to memory is not enough—you must commit it to life. It is not enough to "Live and let live," but "Live and help to live." The habit of being uniformly considerate towards others will bring increased business and happiness to you. As you put into practice the qualities of patience, sincerity and solicitude, you will have a better opinion of the world about you. True gentleness is not incompatible with power. It is a mark of nobility of soul. Be ready to take advantage of trifling opportunities to say the generous word, do the thoughtful act, and render helpful service. You will not pass this way again.

Analyzing what you haven't got as well as what you have is a necessary ingredient of a career. You cannot control the length of your life, but you can control its width and depth. You cannot control the contour of your countenance, but you can control its expression. You cannot control the other fellow's opportunities, but you can grasp your own. You cannot control the weather, but you can control the moral atmosphere which surrounds you. Why worry about things you can't control? Get busy controlling things that depend on you. It is surprising to find what heights may be attained merely by remaining on the level.

Associations

I believe in association—Active Association. If we call on Webster for the meaning of the word "active," we find that it can mean "doing something." Just to belong is not enough. To be active means we must all work at the job. Collectively we are as a bundle of sticks, which separately are easily broken, but together can not even be



**Col. H. W. Sigrist, Fort Wayne, Ind.
New NAA President**

bent. Until we get away from the glory of being so damned rugged and individualistic and come to the realization that we must get strength through cooperative effort, we will continue to stay behind the 8-ball. Until we look on our dues to state and national associations as good investments, instead of charity, we can not do a proper job of selling, public relations or anything else constructive.

The auction profession has a great story to tell. Its accomplishments down through the years, and its traditions are those of which it can be proud. We must accept the task of letting people know that we do care for their favor and that we do operate in their interest. We must back up our state association and in turn move forward with a solid national front for the entire profession. Each of us must be a self-appointed evangelist who will preach the advantages of auction marketing up and down every creek in the county and every state in the union.

Regimentation and Control

We are living in an era of regimentation and control. I do not think our profession need fear any danger from within its self-controlled sphere, if we use proper care and management. But while taking these precautionary steps, we must guard against exterior forces which threaten the American Free Enterprise System.

The Declaration of Independence is one half of America's greatest heritage—the other half is the constitution, including the bill of rights.

Between them these historic documents say: "Everybody is entitled to a chance. Not to certainty, not to security, but to a chance to achieve, to create a good life for himself, and to live in dignity without tyrannical interference by his government."

That ideal was expressed 178 years ago. Many things have changed since that time. The airplane has come, and the automobile, and television, and the atomic bomb. But the nature of men and women hasn't changed much. They still yearn for the kind of government which the Signers demanded in 1776, and for which they risked their lives.

There is no king to lord it over the American people in this year of grace, but there are men in Washington and in Lincoln whose ideas about taxation and regimentation are quite similar to those of King George the Third.

It would be possible for me to talk at length to you of both current and proposed regulatory measures by the bureaucrats and planners in government. Red-blooded Americans don't want to be spoon-fed by know-it-all bureaucrats. We of the auction profession demand a voice at the conference table in all matters of legislation and regulation concerning our profession.

Keep Opportunity Open to All

What our people want is to keep wide open the doors of opportunity so they can make the most of their initiative, skill, enterprise—serve others and enjoy a free life. Here your association can be of service to you, by maintaining an intelligent contact to expedite an understanding between our society and the state. These organizations we have created are helping each of us to meet

IN UNITY THERE IS STRENGTH

on the friendly basis of mutual service to each other. Many people have found and are finding the great pleasure of the company of their fellows. Many have found peace of mind and lightening of spirit as a result of working in harmony with their neighbors to further some worthy activity. It is better to wear out working than to rust doing nothing.

Let us hope that many new formed friendships will help each of us to add more to living; for it is not how long we live—but how much we live that counts. Also let us hope that out of this new effort towards fellowship grows a stronger and more self-reliant association—an association in which each member is happy and willing to give as much as he receives. It is true that we can go our way alone—but how much more pleasant to have friends along the way.

Let us all then be Pilgrims and seek to

make our profession a better one, and by seeking we shall succeed in establishing the greatest auctioneering institution, so that not only we, but future auctioneers will be proud to carry our banner forward.

WISCONSIN AUCTIONEERS IN SUMMER MEETING

Members of the Association of Wisconsin Auctioneers are holding their summer meeting on August 22. The event will be at the Whiting Hotel in Stevens Point, Wis. A good program has been arranged and will include a report of the 1954 National Convention.

While the Wisconsin organization is young, they are off to a grand start and were one of the high states in registration at the National Convention in Omaha.



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Dairy Cattle Selling

From a Convention Address by Col. C. B. Smith, Williamston, Mich.

I have worked with Dairy cattle all my life. It is not easy for a young fellow to start out in this business. First of all—you must know the breed that you are working with. You must know the individuals, the pedigrees, and above all—you must know people—the people you are working with. You young fellows who would like to get into the Dairy Cattle business—you are not going to sell a National Sale the first year or two. It would be the worst thing that ever happened to you. You are to work with the older Auctioneers—get acquainted with the people that are in the business. I have shown dairy cattle for a good many years. I still show a few dairy cattle—I think I get more kick out of it than anything I do. It was through my working with cattle farmers, both buyers and sellers, that many difficult points were solved—management points and Auctioneering points.

Advertising Important

FIRST—in setting up a sale, advertising is very important—to know in what sections you are going to advertise—whether it is just a local crowd, or whether it is a National crowd. If you are going to advertise to a local crowd, we have a bulletin that shows us all the papers needed in any state. We keep in contact with all the papers. I think any man that wants to get into the Auction business should take it. You can get a lot out of them. You can find out here where people are buying and selling. We keep an accurate list of all buyers. Postal cards are one of the greatest mediums of advertising we can find. A personal letter to some of the buyers you have met—inquiries are rather important. Sometimes just to call attention to one or two animals will bring a buyer in. That may be the making of a real outstanding sale.

The Buyers Are Smart

I had another peculiar experience—I was selling for one of the top sellers in the East. In the crowd was a man who was rather or somewhat intoxicated—making a nuisance of himself. The seller

said: “Sell him one real quick and get rid of him—we can sell it over again.” I sold the next bull to him, and he drove off—quite happy about the deal. Remember this, however, that the public usually is just a little bit smarter than you are. No matter how long you have been in the business—most of the time they are just a little bit ahead of you.

Management Important

Get your sale lined up—work with the manager. I like to have a Sale Order posted. It is very important to sell cattle of equal quality, together.

You fellows know, I have devoted most of my time to Dairy sales. The auctioneer starts the animal. Remember this—if you know your stock, you know what you are selling, and you know value—which you must know to be in the business and be a success—you MUST KNOW VALUE. Always start the animal down low enough—at what you are perfectly willing to pay for that animal and make a profit on it.

I don't want animals started too high. I want several bidders in on it. I want them to get in there and get their feet wet. If you start too high—then square off a little—some fellow might eventually buy that animal. It has been my experience that if they get an animal they really want—they start at just about the value of it. If they call out a bid—then there isn't much you can do, but take it.

Ring Men Essential

I am going to talk to you young fellows just a minute—you are the ring men, and that is just as important as the man on the block and sometimes he is a lot more important. He can make a sale or kill it by being over-anxious and running over to the bidder. The man on the block is working with the man in the crowd. You try to get other bidders. You are not helping yourself or the man on the block when you do that. You watch your crowd to see if you can get a bidder. A good ring man is very important—he is the one that becomes a good auctioneer.



Col. C. B. Smith,
addressing the Omaha Convention.

Dairy Business Is Open

I went to school in 1922, and it was my privilege to work with many of the outstanding auctioneers of that time. Most of those fellows have passed on now. But, remember the Dairy field is as wide open as any business today. I don't believe there are enough young men to handle all of the business in America today. Don't worry if you are not the top man, you get in there and pitch whenever you can. You go right on and work the ring. The time is coming when you will have more business than you know what to do with. I want to repeat—a GOOD RING MAN is one of the most important things we can have.

Pedigree Man Can Be A Hindrance

Now with reference to pedigree men. A poor pedigree man is one who wants to be the whole show. Every breeder has a catalogue. He can read as well as you can. He probably knows the pedigree better than you do. A pedigree man calls attention to a few facts, however. DON'T bore the audience to death reading pedigrees that are in the catalogue. A sale starts at around 10:00 o'clock and should finish around 5:00 or 6:00 p. m.—if you

have 100 head, you better start at noon and finish at 5:00 o'clock, or you won't find anyone left to buy—they will all be going home. Keep yourself abreast of the times—there are still opportunities wherever you go. I want to say one more thing—work with your community, and state, as well as with the Auctioneer.

Be A Community Worker

Five years ago the Governor of the State of Michigan wanted me to be on the Agricultural commission. I refused. He came back the second time. I said: "I am too busy." He said: "Agriculture has been pretty good to you—they need a man like you on that commission. I said: "I don't have the education—I don't have the qualifications." But the Governor was a persistent fellow, and I have been on that Commission for five years. It is a fine thing to serve—it takes time. Agriculture has been good to you fellows, too, and you will get out of it just what you put into it. Join your local, state or national organization. Work with your community, work with your state, and work with your fellow man. Many opportunities still exist.

It has been a real pleasure to be here, and I hope to be able to attend many, many more National Auctioneer Conventions.

Holford An Admiral Governor Made Colonel

Hon. Robert B. Crosby, Governor of Nebraska, was the featured guest of the opening luncheon during the National Convention in Omaha. Governor Crosby welcomed the Auctioneers to Nebraska, and proceeded to describe the Cornhusker State to those from other States.

In traditional manner, the title of Admiral in the Nebraska Navy was bestowed upon NAA President Walter Holford of Edwardsville, Illinois. Col Holford, in turn, named the Governor an Honorary Colonel in the National Auctioneers Association.



Newly elected officers of the Ladies Auxiliary, left to right: June Holford, Historian, Illinois; Carol Liechty, Director, Indiana; Florence Wendelin, Director, Texas; Ruth Marks, Secretary-Treasurer, Illinois; Carol Grubaugh, President, Nebraska; Ferne Pettit, 2nd Vice President, Iowa; Gertrude Darbyshire, Director, Ohio; Margaret Norris, immediate past President and Director, Illinois; and Estella Collins, Director, Iowa. Edith Smith, 1st Vice President, Michigan, was not present when this picture was taken.

Seen and Heard At the Convention

By Frances B. Jenkins
Broken Bow, Nebraska

Probably the biggest thing to be seen at the convention was that fireman red banner over the speaker's stand screaming Indianapolis. Hope none of the auctioneers rushed into the convention hall and went tearing back to the railroad station demanding a ticket for Omaha—under the impression they had arrived in the wrong city. Turned out to be part of the campaign for next year's bigger and better convention. Heard great hopes that a few hundred more auctioneers would join the crowd in Indianapolis next year and again double the previous year's attendance.

Most impressive thing seen—a mighty well satisfied convention crowd, usually in the convention hall listening to interesting talks on all phases of the business, instead of cluttering up the lobbies. Been conventioning in various groups since I was knee high to a Quarter Horse, and never before saw one where everybody came to convene and listen. Wonder where the idea ever got started that a convention was just an overgrown party (or should I say overhung — in more ways than one)? Heard the auctioneers had a mighty fine compliment on their orderliness and general demeanor from the Fontenelle Hotel management.

The biggest thing heard was the number of funny stories that could come out of one crowd in a short time. Interesting to note that those as clean as a sale area when a good auctioneer finishes were uproariously funny and seemed to get the biggest response from the crowd. Heard complaints here and there about the other kind.

Most impressive thing heard (not being an auctioneer or expecting to be in print, didn't hear it all), the most impressive was the clear, concise, and well thought out program Col. Coats presented for putting the organization on a business-like basis to face rapidly expanding membership. The need for a representative voice and organized activity is almost an absolute necessity for a pro-

fession in the business world of today. This convention showed that the auctioneers are waking up to needs and the possibilities of such organization.

Most interesting thing heard was the fun auction. Auctioneers being as individual in sound and selling mannerisms as people are in characteristics, no two are alike. Suggests a thought—why not a clinic at conventions for young auctioneers to help smooth out Gravel Voice Gus, Off-Beat Oley, Nasal Ned, and Chew-It-Up Charley?

Like to have heard more of—why an auctioneer decides to become same. Cornered the youngest, but the oldest and lots of the interesting in between escaped me.

Col. Bradford said he likes people. Sure think he's right that auctioneering gets you close to a lot of people a lot of the time. He came up through the FFA while in school and he likes stock. Watched the stock auctioneers work and decided it was a good combination. Has a job where he can get off to auction any time he has the opportunity—and thinks he'll stick with it till the opportunities crowd out the job. Hope that's soon.

Like to have seen more of—the several thousand auctioneers this National Association could serve, given the opportunity.

OUT OF TURN

A couple of gobs laying over for a day or two in Sweden decided to go to church. Knowing no Swedish, they figured to play safe by picking out a dignified looking old gentleman sitting in front of them and doing whatever he did.

During the service the pastor made a special announcement of some kind, and the man in front of them started to rise, at which the two sailors quickly got to their feet, to be met by roars of laughter from the whole congregation.

When the service was over and they were greeted by the pastor at the door, they discovered he spoke English and naturally asked what the cause of the merriment had been.

"Oh," said the pastor. "I was announcing a baptism, and asked the father of the child to stand."

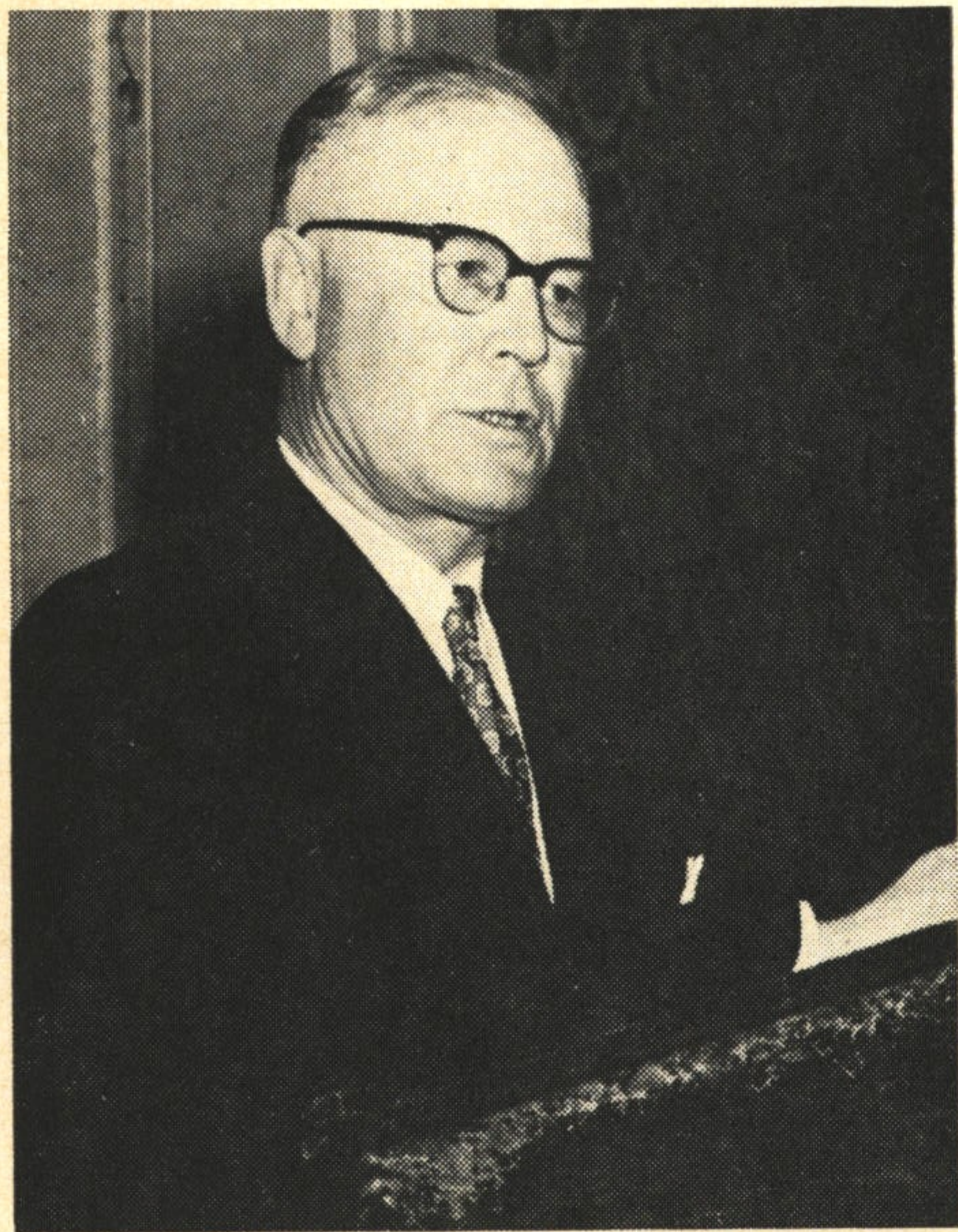
Auctions in Canada

A Convention Address by Col. Archie Boyce, Olds, Alberta, Canada

Calgary Bull Sale

First of all I would like to say I am very happy to be down here at your Convention. I might say this—in a recent issue of *The Auctioneer* I saw where there were five Auctioneers in Canada belonging to this Association. I think we are well represented, we have three here.

I would also like to bring greetings from Alberta Association of which I am a Past President. They asked me to convey greetings to you. We have an Association up there that we formed in 1935. We have about 150 to 160 members. License records show about 200 to 225 licensed auctioneers.



Col. Archie Boyce addresses Convention on Canadian Auctions.

For many years the fee was \$25.00 a year. A few years ago the Government decided to bond all auctioneers. They asked for a \$10,000 Bond. It was, however, placed at \$2,000.00. In order to get a license you must first have a Bond. If you can't get a Bond you can't get a license. So today, we no longer have to purchase a license—it is continued as long as the Government sees fit to let you have it.

It is quite a problem to talk about auction business to you American Auctioneers. The Auction business is similar—it is conducted much in the same manner as it is down here.

First, I would like to go back to Calgary where the bulls are sold one at a time and possibly so in the United States. This is just a review of Calgary which started in 1901 with 64 bulls that brought \$5,451.00, or an average of \$85.17 per head. Fifty (50) years later in 1951 we sold 729 bulls (Herefords and Shorthorns) which averaged \$1,119.86. If these people 50 years ago had not started, it would not be as great as it is today.

I sell at all bull sales. We have a man from Nebraska up there but he was unable to come down. We have other animal sales—in the fall of the year the people sell their hogs and sheep. The sale goes on for a week. We have several other sales in the Province and smaller sales are conducted throughout the spring season.

I would just like to say up until 1950 our cattle were all sold by commission men in the stockyards by what they call "private treaty." In 1950, along with some of the other Auctioneers we approached some of the commission men and tried to get them to set up the Auction Method. It was difficult to get this started. The Feeder cattlemen decided to wait until fall. The first year we sold \$240,000.00 worth of cattle. The "Private Treaty" method is out now and 99 percent are now sold by Public Auction. We have two rings every day, except on Saturday. Feeder cattle are purchased up there by Americans all along the Pacific coast.

We also handle 4-H Club sales in the Spring. We have many other sales in the country at points up to 140 miles from Calgary. Our auction business has changed in the last ten to fifteen years. The Royal Show is held in October. Hayes Bros. are well known—one of them lives in Ontario. They sell Shorthorns,

have Angus sales, Holstein sales and Guernsey sales. They also sell show cattle down there.

I want to say one thing about Alberta. We only have to take a back seat to Texas—it is a little smaller than Texas. The great thing is the Summer Show—the great Calgary Stampede. It lies along a river that flows out of the mountains—they put on an outdoor show from July 5th to July 10th. The attendance is around ½ million people. Many people from the Western states attend. There is a rodeo every day. They have Chuck Wagon races which originated in that country. It is a four horse outfit hitched to a wagon with a rider. They used to use common ordinary farm horses. Now they use race horses. They also have a stock show—Hereford breed. I don't think we had any Angus cattle this year. The boys from Montana, Wyoming and Washington are up there quite often to buy bulls. We are pretty well acquainted with the boys out West.

It is quite a way down here, or we

would have had a better representation here.

A few years ago we took a trip to Alaska. We drove from Calgary 850 miles to Seattle. We were six days on the boat. We drove inland to Fairbanks. That boat trip is something that everybody that wants a rest should take. The scenery is wonderful, it's a beautiful country in the summer and the nights are much cooler up there.

I would like to say something about the publication "The Auctioneer", representing this Association. I especially want to mention the June issue—there were some very good stories in that issue. We sort of hid it around the house—but one afternoon my wife had some ladies in for the afternoon, and when I came home as I approached the house I could hear a lot of squealing. My guess was that they had found the June issue of The Auctioneer and as I got nearer to the house I heard someone say, "We must get some more copies of that magazine."

BOOKS FOR AUCTIONEERS

Sorry that we are out of Everything, except the following:

| | |
|--|----------------|
| SCIENTIFIC AUCTIONEERING | \$10.00 |
| YANKEE AUCTIONEER | 5.00 |
| 555 AUCTION SAYINGS | 2.00 |
| How to Sell Real Estate at Auction | 1.00 |
| Pedigree Study | 1.00 |
| History of the Auction | 1.00 |
| 20th Century Auctioneer and His Methods | 1.00 |

These books were written by Nationally Known Auctioneers, and well worth the price. If you order *Four* or more, you may deduct 25% from the price. Supply limited, so order soon.

Send your order and check to:

COL. E. T. NELSON,
RENVILLE, MINNESOTA

Omaha --- Largest Live Stock Market

From a Convention Address by Harry Coffee, President of the Omaha Union Stockyards and Former Nebraska Congressman

This is an unexpected pleasure on my part. Ernie (Sherlock) said he wanted me to come up and meet some of the fellows here. I am delighted to see such a crowd from all over the United States. We are glad to have the Auctioneers here. I hope you will visit the Stock Yards. We think we have a good one, and I would be delighted to show you around.



**Hon. Harry B. Coffee
at the Convention.**

Maybe you would like to know something about the Omaha Livestock market. It is the largest meat packing center in the world. It is the largest cattle market—Chicago nosed us out a little last year, but when they ring the curtain down at the end of this year—for the first time in history you will find that Omaha has become the world's largest livestock market. There is only one good day's receipts difference in the markets now. We pick up in the fall of the year on feeder cattle. Consequently, I think we have more cattle and sheep; on the other hand, Chicago will have more hogs than Omaha.

Omaha has become the world's largest livestock market—that is what I am sparring for. There isn't very much difference between the two markets now. We handle in Omaha TWO MILLION DOLLARS worth of livestock every day of the year. Sixty-one per cent of the total slaughter is done right here in Omaha. There are 17 packers here. They slaughter ten per cent more than Chicago. That gives 18 per cent of the livestock orders to packers in 200 other cities in 35 states. This gives you some little idea of the market's potential possibility and operation at the present time.

I want to say to you gentlemen—you have shown improvement in your line. I think a lot of you are to be congratulated on the business you have been doing.

There are 48 Commission firms on the Omaha Market—they are the ones to whom livestock is consigned. The markets that render the better service are the ones that are going to get the business.

When I came to Omaha in 1943, I began to spend money to provide better facilities. We have spent five million dollars in the last ten years in the Omaha Market trying to improve the services in various ways.

Those markets which maintain high standards of ethics go forward, and those markets which do not, go down hill and fall by the wayside.

FAMOUS RADIO CHANTER DIES AT AGE OF 60

Col. F. E. Boone, 60, who made the chant of the tobacco auctioneer familiar to American radio listeners, died at Robertsonville, N. C. He became ill 2½ years ago and retired as auctioneer on American Tobacco Company's Lucky Strike program.

Col. Boone first started selling tobacco at the age of 19 at Mount Sterling, Ky. His famous chant over the radio helped make all America more auction minded.

TINKER AIR BASE SALE OKLAHOMA'S LARGEST

With TV cameras grinding and photo flashes clicking, 750 buyers took part in Oklahoma's largest auction. This was the surplus auction at the Tinker Air Force Depot at Oklahoma City, on Saturday, June 12.

Prices were unusually high for this type sale. Department of Defense representatives along with top Air Force officials proclaimed the sale a sensation in the annals of Government Surplus Disposals. All the help had been geared for a top market sale and with perfect timing and a group of buyers, who had paid \$100 each for a seat, staying to the last, it definitely proved the auction method superior to selling by sealed bids.

Col. Mike Gordon, Chicago, who had charge of the auction, opened the selling at 8:30 a. m. and 1200 lots were sold with the sale lasting until 4:00 a. m. the following morning. It was an order that the auction be completed in one day. Assist-

ing Col. Gordon were Col. F. W. Ward, Danville, Ill., Col. Bob Thorpe, Oklahoma City, Col. Roy Warrington, Danville, Ill., and Col. Jim Thorpe, El Reno, Okla.

In reporting the sale, Col. Gordon adds that he saw more action in those 20 hours selling for the Air Force than he did in his four year tour of duty during World War II as a Liaison Pilot.

VITAL STATISTIC

The soldier had just booked the last sleeping space on the train and turned to leave the ticket window when he heard an elderly woman say:

"But I've got to have some kind of accommodation. I've got to get to California to meet my son who is coming back from Korea. I've got to meet him!"

The soldier gave her his sleeping space and then sent a telegram to his wife that read:

"Sorry for delay. Won't be in until Sunday. Just gave birth to old lady."

IT PAYS TO ADVERTISE IN The Auctioneer

BECAUSE—

It reaches into every state, Canada and Mexico. Because "THE AUCTIONEER" is owned by the men who read it. Because they believe what they read in "THE AUCTIONEER." Because "THE AUCTIONEER" accepts advertising from only reliable concerns.

If you want to join the "Preferred" class of dealers advertise in "THE AUCTIONEER."

IN UNITY THERE IS STRENGTH

ARE YOU IN THIS PICTURE?



This huge Banquet Room in Omaha's Hotel Fontanelle was well filled at the final get-to-gether, Saturday night. Note the "Indianapolis Next" banner above the speaker's

IN UNITY THERE IS STRENGTH

YOU SHOULD HAVE BEEN!



table. Several hosts and hostesses to next year's Convention are shown at the table in the center foreground.

We Are Growing With New Members From Everywhere

One hundred fifty seven auctioneers have paid their NAA Membership dues during the period from June 15 to August 15. Two of these bought Life Memberships. The NAA is growing daily into the kind of an organization its founders had hoped for only a few short years back. By the efforts of the members themselves, it is quite probable our membership will reach 5,000 in a few more years.

The following auctioneers either joined or renewed their membership in the 60 day period mentioned above. Asterisk denotes renewal:

Col. Chester J. Schaffer, Pennsylvania
 Col. Victor A. Clemens, Pennsylvania
 Col. Carl Rogers, Nebraska
 Col. Harold H. Lisk, Iowa
 Col. Herman L. Hart, Ohio
 Col. Harvey H. Tucker, Iowa
 *Col. Harry Van Buskirk, Ohio
 Col. Chester "Duck" Payne, Texas
 Col. E. A. Camfield, Nebraska
 *Col. Charles M. Woolley, New Jersey
 Col. H. Francis Stevens, Maine
 Col. Joe J. Jordon, Texas
 Col. Mac Wondra, Nebraska
 Col. Phil Danselmo, Nebraska
 Col. Marshall Bilyeu, Indiana
 Col. Harold Wingler, Indiana
 Col. Harvey Boyer, Indiana
 *Col. William M. Leabee, Wyoming
 Col. Cecil M. Ward, Texas
 Col. Carl H. Shaw, Maine
 Col. Ernest H. Robertson, Maine
 Col. Ervin L. Morrill, Maine
 Col. William A. Hodges, Maine
 Col. George A. Martin, Maine
 *Col. V. Frank Adamson, Indiana
 Col. Leon Elliott, Indiana
 Col. Dale E. Rawdin, Illinois
 *Col. R. E. Jackson, Illinois
 Col. Max E. Reno, Iowa
 *Col. Ernest T. Nelson, Minnesota
 *Col. R. C. Foland, Indiana
 *Col. Pat McGuire, Iowa
 *Col. Hugh E. McGuire, Iowa
 *Col. Lyle Erickson, Iowa
 *Col. R. A. Waldrep, Ala.—Life Member
 *Col. Don Smock, Indiana
 *Col. Herman D. Strakis, Indiana
 *Col. W. P. Drake, Illinois
 *Col. Ben Bielenberg, Iowa
 *Col. Henry Buss, Nebraska

*Col. Al Boss, Iowa
 *Col. Paul F. Bockelman Jr., Iowa
 *Col. Ernest Niemeyer, Indiana
 *Col. Charles W. Taylor, Nebraska
 *Col. Clifford Nelson, Nebraska
 *Col. John R. Martin, Nebraska
 *Col. Ernie T. Sherlock, Kansas
 *Col. William O. Coats, Michigan
 *Col. Tom D. Berry, Pennsylvania
 *Col. Ernest Freund, Wisconsin
 *Col. C. G. Williams, Wyoming
 *Col. Jerry Foy, Nebraska
 *Col. Marvin Grubaugh, Nebraska
 *Col. Dick Grubaugh, Nebraska
 *Col. James W. Martin, Nebraska
 *Col. J. E. Kirkeminde, Kansas
 *Col. Warren Collins, Iowa
 *Col. Laird N. Glover, Indiana
 *Col. Bernard Hart, Indiana
 *Col. J. Meredith Darbyshire, Ohio
 *Col. John R. Potts, New Jersey
 *Col. Roland Reppert, Indiana
 *Col. A. L. Horn, Nebraska
 *Col. Dan Fuller, Nebraska
 *Col. Q. R. Chaffee, Pennsylvania
 *Col. Ronald B. Chaffee, Pennsylvania
 *Col. Albert L. Rankin, Ohio
 *Col. R. E. Fortna, Colorado
 *Col. George Burrows, Pennsylvania
 *Col. Howard Raser, Montana
 *Col. H. W. Sigrist, Indiana
 *Col. Ray Flanagan, Nebraska
 *Col. John Ryan, Nebraska
 *Col. James Webb Sr., Nebraska
 *Col. Carl Setterburg, Iowa
 *Col. Adolph Zicht, Nebraska
 *Col. Marion Lockwood, Nebraska
 *Col. Wendell Ritchie, Nebraska
 *Col. Homer Pollock, Ohio
 *Col. G. F. Sargent, Iowa
 *Col. Jim Walker, Nebraska
 *Col. Edward H. Ahrens, Illinois
 *Col. M. C. Bowers, Tennessee
 *Col. E. R. "Dick" Burgess, Texas
 *Col. G. G. "Jerry" Finnell, Florida
 *Col. Leon Nelson, Nebraska
 *Col. Richard Kane, Nebraska
 *Col. Virgil F. Scarbrough, Illinois
 *Col. Tom Sapp, Illinois
 *Col. Al Kodner, Illinois
 *Col. David H. Gladstone, Virginia
 *Col. Davis Woodrow, Ohio
 *Col. John Norris, Illinois
 *Col. Critt Bradford, Ohio
 *Col. C. B. Smith, Michigan
 *Col. Woodrow P. Roth, Pennsylvania
 *Col. E. W. Sparks, Iowa
 *Col. Edward J. Arnold, Iowa

ANTIQUES

Convention Address by Col. Jim Wilson, Youngstown, Ohio

There are many things that you must know in looking for antiques, and you won't learn it in a day, a week, or a year. Sometimes it takes a long time. I don't believe I know everything about them. I don't believe there is a man in the world who does. Every day we can learn something different. But, my suggestion to you is—there are many books you can get on the various subjects, such as Glass, Pottery, Dishes, China, etc., where you can learn the history and when the pieces originated.

Now, there isn't a person in this crowd, for example, who wouldn't feel exasperated if you knew the amount of money that has passed through your hands and pockets that you never knew the value of. I will mention one thing, for example—we receive COINS in ex-

change for our currency. The FLYING NEEDLE PENNY coined in 1856 is only worth \$500.00. GOLD COINS are now collector's items. Gold coins, if in good condition, are worth double the money. If you have a \$20.00 gold piece, you wouldn't have any trouble selling it for \$40.00.

Somebody will say—How can I tell the difference between these pieces, and how can I tell the difference in China, and whether it is old and whether it is not. My suggestion is—in your spare time, go to antique shops and sales and museums, so that you will know what it looks like.

Sometime ago I had an Antique sale in Columbus, Ohio, and disposed of a
Continued on Next Page

Col. James J. McGuire, Iowa
Col. Ernest F. Roloff, Nebraska
Col. Ralph E. Beckwith, Nebraska
Col. Tom Johnson, Nebraska
Col. Maynard Lehman, Ind., Life Mem.
Col. Wayne Jenkins, Nebraska
Col. Glenn Augustin, Nebraska
Col. Damon L. Koch, Colorado
Col. F. E. "Mike" Bloomer, Iowa
Col. Bard Russell, Nebraska
Col. J. S. Pennell, Nebraska
Col. Irvin Schultis, Nebraska
Col. Merle Stoelk, Iowa
Col. William C. Gurney, Illinois
Col. Charles Kinsey, Illinois
Col. Abe Tenenbaum, Missouri
Col. Harry Hays, Alberta, Canada
Col. Glen Robertson, Nebraska
Col. Wayne E. Posten, Pennsylvania
Col. Herman L. Schilling, Sr., Nebraska
Col. Leon Tandre, Rhode Island
Col. Joe Heavican, Nebraska
Col. Ralph Kuhr, Nebraska
Col. John Freund, Wisconsin
Col. Bert Bielenberg, Iowa
Col. J. E. Black, Nebraska
Col. Harry Peters, Kansas
Col. Marvin Grenke, Michigan
Col. Weston Sigmon, Oklahoma
Col. V. R. Shimerka, Nebraska

Col. John M. Glassman, Michigan
Col. L. M. Schoeder, Wisconsin
Col. R. W. Doman, Wisconsin
Col. J. E. Hornbuckle, Nebraska
Col. Clifford Bogaard, Iowa
Col. Preston Thompson, North Carolina
Col. Philip J. Cronkhite, North Carolina
Col. Irving H. Fingerhut, New York
Col. James W. Phillips, Colorado
Col. William Ryan, Missouri
Col. E. D. Anderson, Texas
*Col. Johnny J. George, Georgia
Col. A. B. Chatfield, Iowa
Col. William E. Lubkin, Wyoming
Col. Jim Vaughn, Indiana
Col. V. I. Mathews, Missouri
Col. Eugene C. Waldrep, Alabama
Col. Warren H. Waldrep, Alabama
Col. S. Johnny Gray, Pennsylvania
Col. Homer D. Shaw, South Carolina
Col. Amos G. Green, South Carolina
Col. Laurel D. Nelson, Canada
Col. Joe L. Horn, Missouri
*Col. Marvin F. Boner, Missouri
*Col. Frank E. Farnbauer, Ohio
*Col. Fulton Beasley, Tennessee
*Col. Freddie Chandler, Iowa
*Col. Eugene R. Bush, Ohio
*Col. Tim Anspach, New York

man's entire collection, valued at \$50,000.00. In this man's collection was what is known as Pennsylvania Dutch platterware. It really looks like some youngster 4 or 5 years old had spattered paint around. It is crude, but it brings a terrific lot of money. Every auctioneer regardless of where he sells will find that every family has an heirloom in the attic. Perhaps it is worth a lot of money. However, getting back to the auction sale back in Columbus, Ohio—they put up bowl and pitcher in this Pennsylvania Dutch platterware. The bid started at \$50, \$75, \$100, \$125, \$135, \$140, \$150. A man standing up in the back said, "What the hell has it got on it—GOLD?"

The Antique sale is one of the sales that brings top prices in our profession, so if you do try to take a little bit of time to know a little bit more about antiques, it will, I am sure, be profitable for you to take the time and learn something about the different pieces you may find.

Today, more or less, the cut-glass pieces are coming back in style and they will bring a lot of money.

Now, as to what things are worth—I don't care what you sell, the only answer you can honestly give to that is—"It is worth whatever someone will pay for it."

At an Antique sale in Philadelphia there was a TEA POT OF COPPER and it was stamped on the bottom—"MADE BY PAUL REVERE IN 1801." If you asked me what it was worth, I couldn't tell you. I started to sell—50, \$100, \$150, \$200, \$300, \$350, \$400, \$450. Are you done? Are you through? Sold four-fifty. An old lady came up and she put down a 5.00 bill. So they had to sell the little Tea Pot over. Another little old lady hobbled up and put down \$425.00 in the form of a check and hobbled back to her seat with the little Tea Pot. Bless you ladies—I do love to sell to you.

People collect various things—some collect cups and saucers. I know one person who has 500 to 600 cups and saucers. Others collect glass—cranberry, amber and various others; some collect buttons. I sold a button for 50c—another little button brought \$250.00. Old post cards



Col. Jim Wilson relates some experiences in selling antiques.

with a date of 1920 or older are now collector's items and any stamps that are old are worth money. It means a little more money in your pocket.

Thompsons Enjoy Summer On European Continent

Col. A. W. Thompson, Lincoln, Nebr., who, along with Mrs. Thompson, has been vacationing in Europe, plans to be back home about August 20. In their extended tour the Thompsons have visited England, Scotland, Norway, Sweden, Denmark, Germany, Switzerland, and France.

In a recent communication to the office of "The Auctioneer," Col. Thompson reports a grand and scenic trip. Also cool weather making a top coat feel comfortable which we know he wouldn't have needed in Nebraska.

Since Col. Thompson is an Associate Editor of "The Auctioneer" we will be looking forward to reading more of his trip.

History of Keeping The Time Traced in Clock Collection

When the noble gentleman of 350 years ago went traveling he took his time—but he usually needed an extra lackey to carry it.

In those days clocks, even the swank portable type powered by a new fangled mainspring, were far from dainty. They were bigger and heavier than an ordinary alarm clock today, and no self-respecting nobleman would think of lugging one.

But they did like to take them along—because owning a clock was the equivalent to owning a yacht today. And if you could afford a clock, you surely could afford the extra servant to carry it.

All this is on the authority of Kay Bardsley, curator of the Old Charter

Clock Collection which was recently on display at the Brandeis Store in Omaha, Nebraska.

Mrs. Bardsley, a diminutive brunette, doesn't even carry a watch when she travels, but she takes along 34 rare old clocks. A portable clock of the type mentioned above is the oldest and one of the rarest in the collection. It was made about 1610.

The nobleman who carried it could be pardoned for being three hours late for an appointment. Very early clocks often were wrong by that much, Mrs. Bardsley said, and it wasn't until about 150 years ago that people began to depend more on clocks than the more reliable hour glass or sun dial.

Clocks, Mrs. Bardsley said, aren't a very old way of time-keeping, compared with the sun dial which goes back 6,500 years. They came in about six hundred years ago, and the first ones filled a 40-foot room and were hammered out by blacksmiths.

Needless to say, the collection Mrs. Bardsley cares for doesn't have one of those first clocks. Most of the 34 were made in the 1800's, and are far fancier than today.

In one of the fanciest, it is hard to see the time for the scenery. The whole device is in a picture frame, and the clock face is on the tower of a castle. The rest of the clock is a moving scene. A platoon of soldiers crosses a draw-bridge, a windmill turns, a boat in the moat rocks.

In the collection is the world's smallest pendulum clock, made about 1810.



Col. Woodrow Roth, Pennsylvania, a Convention speaker, drew a lot of favorable comment calling bids very rhythmically in Pennsylvania Dutch.

HICCOUGHS EXPENSIVE

L. D. Pryor, a furniture and appliance dealer of Duncan, Oklahoma, knows now he shouldn't have attended the livestock auction with the hiccoughs. Pryor said he responded involuntarily with a "hic" each time the bid was raised, and went home the bewildered owner of six Shetland Ponies.

NEW OFFICERS OF N. A. A.



Newly elected officers, left to right: Col. Harris Wilcox, Director, New York; Col. Henry Rasmussen, Treasurer, Nebraska; Col. Bill Wendelin, Director, Texas; Col. Bernard Hart, Secretary, Indiana; Col. H. W. Sigrist, President, Indiana; Col. Ernie Sherlock, 2nd Vice-President, Kansas; and Col. C. B. Drake, 1st Vice-President, Illinois. Col. Clifford Swan, Director, Maine, was not present for the picture.

Four New Directors Appointed by President

During the Annual Membership meeting of the National Auctioneers Association at Omaha, July 17, it was voted to increase the number of Directors from 12 to 16. Since the election of officers had already been completed, the President was authorized to appoint the additional directors to serve until the next annual meeting.

The following were named for one year terms: Col. Martin Lampi, Annandale, Minn., Col. Jack Gordon, Chicago, Ill., Col. Ernest Fruend, Fond du Lac, Wis., and Col. R. A. Waldrep, Birmingham, Ala.

This increase in directors was deemed necessary on account of the growth of the NAA in all sections of the country.

During a heated argument the husband said to his wife, "Be careful or you'll bring out the beast in me."

"So what?" she replied "I'm not afraid of a mouse."

ARE YOU?

Are you an active mbr,
The kind thats' liked so well,
Or are you just contented
With the button in your lapel?
Do you attend the meetings
And mingle with the flock,
Or do you stay at home
And criticize and knock?
Do you take an active part,
To help the work along,
Or, are you satisfied to be
The kind that just belongs?
Do you push the cause along
And make things really tick,
Or leave the work to just a few
And talk about the clique?
Come to the meetings often
And help with hand and heart.
Don't be just a mbr
But take an active part.

A good way to make your present car more satisfactory is to ask for a quotation on the latest model.

YOU MISS 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.

Third Annual "No Money" Auction

A Success at CK Ranch in Kansas

CK Ranch, Brookville, Kans., was host to approximately 3,200 persons at the third annual Gooch Red Circle Sale, July 24. Sponsored by Gooch Feed Co. and conducted by the personnel of CK Ranch, this year's sale attracted children from nine states.

A true gentleman and a fine cowman, J. J. Vanier, owner of CK Ranch and Gooch Feed Co., began this sale in 1952 to enable ambitious boys and girls to start a good calf or a good gilt for themselves and to stimulate the boy or girl who has not yet tried his best.

Ages of buyers ranged from seven to 20 years.

The sale differs from any other auction in the country, in that one's money is literally worthless. Instead the medium of exchange are Gooch Red Circles, obtained from Gooch feed sacks. Throughout the year, children in "cow country" save these Gooch Red Circles to use in this annual sale.

Upon arriving at CK Ranch the children register their Red Circles and in return receive a slip denoting the number of points they are entitled to bid for an animal or animals. This year's sale brought 360 registered bidders, 304 boys and 56 girls. Of these, 53 were affiliated with the FFA and 207 with 4-H clubs.

When the program was started in 1952, only 10 calves were provided. Last year the sale increased to 40 head, and this year's sale sold 60 calves and 50 gilts. It is the intention of CK Ranch to increase next year's offering to 150 head.

The sale, held at the site of the new CK Ranch sale barn, now under construction, was "fast and furious." The boys and girls showed good judgment as the 45 Hereford steers, 10 Angus, five Shorthorns, 28 Duroc gilts and 22 Hampshire gilts entered the ring.

The spirit of the event was demonstrated by Larry Collins, Broadus, Mont., who traveled 2,200 miles for the sale. He loaded his 6,100-point gilt into the trunk of his car for the homeward trip.

High bid of the day was 15,000 points, tendered by blond and alert Linda Nel-

son, Winfield, Kas. She paid this amount for a Hereford calf, the first one sold.

Of the 110 successful bidders, 17 came from Nebraska, 34 from Kansas, nine from Oklahoma, three from Texas, four from Missouri, two from Colorado, two from Wyoming, 28 from Iowa, and one from Montana. It was estimated that the total number of points expended was about half a million.

Before the sale, CK Ranch provided an interesting and educational program that included a fitting and showing demonstration, cattle judging instruction, type demonstration, judging classes on cattle and hogs. An excellent lunch, served with expediency, hit the spot.

WHAT IS A BOY?

+ He is the person who is going to carry on what you have started.

He is going to sit right where you are sitting when you are gone, attending those things which you think are important.

You may adopt all the policies you please, but how well they will be carried out depends on him.

Even if you make leagues and treaties he will have to manage them.

He is going to sit at your desk in Congress and occupy your place on the Supreme Court Bench.

He will assume control of your cities, states and territories.

He is going to move in and take over your schools, churches, colleges and corporations.

All your books are going to be judged, praised or condemned by him.

All your work for him and the fate of the nations and humanity is in his hands.

Taking these things in consideration, it might be well to pay some attention to your boy!

About when you get it figured out how to make ends meet, someone moves the ends.



Old Man of the Mountains Steals Show at Convention

Col. R. F. Crosser, St. Mary's, West Virginia, was the subject of a front feature story in the Omaha World Herald on Thursday, July 15. Col. Crosser, famous "Old Man of the Mountains" was on hand for the Annual National Convention in Omaha, and his famous flowing beard caught the eye of the newspaper reporter.

Those who attended the 1953 National Convention at Columbus will recall that Col. Crosser furnished a truck load of curio items for the fun auction. Again

this year at Omaha, many of the items sold in the fun auction were compliments of Col. Crosser.

The following was taken from the Omaha World Herald:

R. F. Crosser, St. Mary's, W. Va., quickly acquired a national reputation just by letting his hair and whiskers grow.

For him, life began at 55 when he threw away his razor and stopped going to the barber.

"Smartest thing I ever did," Mr.

Crosser said. "Before I got this beard I was a nobody."

Now, with the title of "Ol' Man of the Mountain," he's famous as a picturesque auctioneer and seller of novelties.

His new souvenir shop is said to be the largest in the country.

His picture appears on dinner plates, shaving mugs, ash trays, mustache cups and pennants which are distributed just about everywhere.

He shakes hands with hundreds of tourists every week and is a favorite subject for amateur and professional photographers.

At the opening of the three-day convention Thursday of the National Auctioneers Association—meeting at the Fontenelle Hotel—Mr. Crosser was a big hit.

The beard, he said, has made him a changed man in various ways. When he

was clean-shaven, he said, "I was real backwoods bashful. I was scared even to go into a restaurant for a sandwich.

"Now I'm scared of nobody. It's the beard that gave me confidence."

Mr. Crosser grew the beard in observance of the St. Mary's Centennial in 1949.

Among local beard growers, Mr. Crosser claimed his chin whiskers were far and away the longest, but a man from Charleston illegally entered the beard-growing contest and before he was caught walked away with first prize.

Tragey nearly cut shot Mr. Crossers budding career last February.

He got too close to a coal stove and the beard—which before had hung down nearly to his belt—caught fire.

"I could save only part of the beard," Mr. Crosser said sadly. "It was awful."

California Army Depot Center For \$24,000,000 Public Auction

The Property Disposal Branch at Sharpe General Depot, Lathrop, California, with one \$12,000,000 acquisition cost public auction sale of surplus property successfully completed in April, is now busily engaged in preparation for a large sale embracing items of five technical services of the Army.

Sharpe General Depot will be the center for a public auction sale, tentative date, week of October 4, of surplus property with an acquisition cost in excess of \$24,000,000, located at Sharpe General Depot; the Sacramento Signal Depot, Sacramento, California; Benicia Arsenal, Benicia, California; and the Oakland Army Base, Oakland, California.

The items for sale consisting of materials of the Corps of Engineers, Quartermasters Corps, Ordnance Corps, Signal Corps, and Transportation Corps, will remain at the installation where now located.

Prospective buyers will view the items at the four installations during a viewing period prior to the sale. All administrative work, supervision of lotting of items, publicity, advertising and actual

bidding from one consolidated catalogue by public auction will be centered at Sharpe General Depot.

Sharpe General Depot was selected as the installation to hold the first auction West of the Mississippi River, and largest public auction of surplus property by the Department of the Army. It now has been selected to pilot this type of public auction where the material is located at several separate installations; but the actual selling held at one centrally located installation.

The \$12,000,000 public auction sale held at Sharpe General Depot in April served as one of the pilot operations for Department of the Army to better merchandising in public sales, improve on primitive advertising methods, cutting of red tape, getting advice of civilian experts, clean-up of a mountainous backlog of surplus, a higher return on items sold, lower cost to dispose of items, and several other points in protecting the taxpayer's dollar by casting aside the "sealed bid" sale method in favor of the public auction sale type.

The April sale enabled the Property

Disposal Branch at Sharpe to dispose of, in a matter of days, new, used and salvaged items which normally would have taken a year's time to dispose of by the slower and former "sealed bid" method. But, better still, the return on all classes of items averaged up to 50 per cent more by the auction sale method.

The sale provided an overall percentage return of 11.5 per cent, in lieu of the fact that one-fourth of the acquisition cost of the items was on incomplete searchlights which have a very limited use to the public and only brought in a return of 1.6 per cent. Removing the searchlights from the total sales, the return to the Government would have exceeded 14 per cent.

Preparation

In preparing for a gigantic sale of this type, the various technical services of the Army determine what items are surplus, beyond repair or no longer economical to repair or operate. By the bid method the services of a civilian auctioneering firm is contracted for and then the separation of the material into lots to be sold, is begun.

This means converting warehouses and yards full of material, stored in accordance with conventional Army methods, to a combination supermarket, hardware store, machinery sales yard, and display areas. In the April sale at Sharpe one tremendous warehouse and five large outside storage areas were used in displaying the 1,784 lots finally listed in the catalogue.

For example, the items are grouped into major categories: Electrical, hardware, spare parts, electronics, communication, automotive, office supplies, marine equipment, kitchen equipment, rope, cables, clothing, and many others.

The complex lotting and cataloging job is accomplished by regular assigned personnel of the Property Disposal Branch, under the supervision of personnel from the auctioneering firm.

Other preparations, details and problems to be worked out for the thousands viewing items and attending sale, are security, traffic control, parking and transportation facilities, first aid, safety measures, food services, telephone and wire services, canteen service, registra-

IN MEMORIAM
Col. Ted Witkin,
Burlington, Vermont

tion, housing and hotel facilities, publicity, advertising, brochures, catalogues and many others.

The auctioneering firm is responsible for, and must stand the expense of, the brochures, catalogues and all advertising plus supervision of the lotting, handling of funds, invoicing, accounting system, etc. The contract to the auctioneer is let on a percentage basis, by bid. In the April sale at Sharpe the auctioneering firms received a percentage starting with 4 per cent and decreasing to one per cent on each succeeding \$100,000 gross sales.

There were 331 successful buyers. Largest number of lots sold to one buyer was 86. Largest amount of money spent by a single buyer was \$308,669.90. Registered bidders represented seventeen states. Approximate volume of property sold was 7,500 tons, equivalent to 100 normal sales using sealed bid method. Removal of sold property progressed smoothly with approximately 7,000 tons removed during the first 17 working days following the sale. All goods was sold and removed by the end of the sixty days allowed for removal by the buyers.

There was a total of 4,690 registered viewers, fifty thousand brochures were distributed, 7000 catalogues used.

The experience of the April sale will furnish valuable background to Sharpe General Depot and the three other installations involved in the gigantic sale scheduled for five days, the week of October 4th.

The weaker sex is often the stronger sex because of the weakness of the stronger sex for the weaker sex.

"I don't know whether or not I like Kipling," said the giddy young thing to the serious young swain, "Just how do you kipple?"

Convention Comment

By BERNARD HART

Our first bouquet goes to Col. Ernie Sherlock, Convention Chairman. Ernie performed the chairmanship duties in the same masterful way we would expect him to conduct a large livestock auction. In other words, it would seem that he had been doing it every day.

* * *

Col. Dick Grubaugh, David City, Nebraska, who served as co-chairman, also deserves a pat on the back. Dick's tactics were especially effective when the Panel Discussion concerning Licenses and Regulations became quite warm.

* * *

Col. Critt Bradford, Racine, Ohio, "doubled up" when it came to special awards. Critt was the first Auctioneer to register on Thursday morning and his 20 birthdays enabled him to qualify as the youngest Auctioneer.

* * *

The other extreme ages was Col. Tim Preece, Battle Creek, Nebr., whose 86½ years made him the easy winner of a new walking cane. Colonel Tim made a



Col. Walter Britton, Texas, speaks to Convention crowd.

big hit at the Convention and we're going to publish his speech (complete with stories) on his 60 years experience as an Auctioneer in the October issue. Be sure your dues are paid as you won't want to miss this.

* * *

Iowa, led by their President, Ted Holland of Ottumwa, had the largest registration at the 1954 Convention. Nebraska really had the largest registration but they were not eligible for the special prize. Illinois, Indiana, Ohio and Wisconsin were pushing the leaders and it will be a wide open race at Indianapolis in 1955.

* * *

It was Col. Bill Wendelin of Texas, who was awarded the Savings Bond for sponsoring the most new members the past year. Bill immediately donated the Bond to the NAA. I was just wondering how many members we would have if we had about 500 more Bill Wendelins.

* * *

Col. Charlie Corkle of Nebraska, had the laugh on his two colleagues, Col. Walter Britton of Texas, and Col. Gene Watson of Kansas, when one of the NAA officers said that this Convention had proven that if you want something done, get a Nebraskan to do it.

* * *

Movie fans were right at home at the 1954 Convention. On Friday night, Col. Ernie Weller, Atkinson, Nebr., showed a three-dimensional picture of his South American trip. Saturday morning, the boys from the Norfolk (Nebr.) Livestock Commission Auction presented a movie showing the workings of a large livestock auction. Both pictures were very good and were of special interest to those who were interested in livestock.

* * *

Speaking of Ernie Weller, every auctioneer should read his Convention address, "Code of Ethics" which is in this issue. Ernie has been very successful in the auction profession and after reading "Code of Ethics" you will find part of the reasons for his success.

* * *

One auctioneer from New Mexico was making things interesting for everyone by not missing any chances to take a dig at Texas. As a result, several Texas

stories were heard like the sample that follows:

"Did you know that there was a similarity to a Texan and riding a horse?" "They both make you sore in the same place."

* * *

When I mentioned Texas I was reminded that I had forgotten one of the BIG points of the Convention. With 30 states and Canada represented, we had a good many auctioneers present who had come a long way. Col. C. A. Morrison of Oregon was awarded the prize for travelling the longest distance after his nearest rivals, Col. Jerry Finnell of Florida, and Col. Wes Wendt of Wash-

ington, conceded.

* * *

An International aspect was present at the Convention with five Canadians on hand. Col. Archie Boyce, one of Canada's leading livestock auctioneers, was a Convention speaker.

* * *

The Nebraskans really did a great job on this Convention and in carrying out the policy of making each Convention better than the preceding one, the Indianans have a real job ahead of them. However, nearly all of the officers and directors of the Indiana Auctioneers Association were at Omaha, and already planning for 1955 at INDIANAPOLIS.

Specialists in Art and Antiques Will Want This

By Col. B. G. Coats

Never before in the history of the Auctioneer profession has there been so much written about Auctioneering and the Auctioneer profession, as well as all types of auction sales, as during the past five years.

Recently there was published a book titled "Duveen" by S. N. Behrman, America's distinguished dramatist and published by Random House, Inc., New York City.

The book is one of human interest to every auctioneer in America and will hold you spell bound from page one to the end of the story page 302.

It tells you how Duveen furnished a Washington apartment, handed the key to Andrew Mellon, later sold Mr. Mellon the apartment's contents for twenty-one million dollars. He told his American clients, "You can get all the pictures you want at fifty thousand dollars apiece, that's easy. But to get pictures at a quarter of a million apiece—that wants doing." His "doing" skyrocketed the values of art masterpieces to astronomical heights, transformed the American taste in art, and, in five decades, established American collections as among the finest in the world. He loved

lawsuits. In one instance, having won the case, he paid in full the amount for which he had been sued.

His fabulous transactions with men of great wealth—Mellon, Rockefeller, Frick, Kress, Morgan, Atman and others, revealed the perfection of his salesmanship, yet he relished buying more than selling.

Joseph Duveen, about whom the book is written, was the most spectacular art dealer of all time. His astonishing career was built upon the simple observation that Europe had art and America money. To trade one for the other became the ruling and highly profitable passion of his life. His story is a literary triumph of unrelenting interest, an anecdotal feast unique in our time.

Observation played an important part in his life and through observation he developed into a master salesman. There are so many constructive pages in the book for every Auctioneer, that I dare not cite any particular page for fear of overlooking others just as important.

If you are interested in improving your profession, yourself and your business, buy the book, read it—study it and you will marvel at the success of what an idea did for Joseph Duveen.

Auctioneer for 60 Years, Tim Preece's Still at It

Timothy D. (Tim) Preece, 86, got into the auctioneer's business by accident, and now, 60 years later, he's still at it.

In point of service, Mr. Preece is one of the oldest auctioneers in the country. He says that at recent conventions he has run across no one older.



COL. TIM PREECE

Above is Tim Preece as he entertained the auctioneers at the Omaha Convention. You won't want to miss Col. Preece's address on "60 Years of Auctioneering" which will appear in the October issue of **THE AUCTIONEER**.

Mr. Preece had been running a dray business in Battle Creek for a year when a fellow who wanted to sell his store asked where he could get an auctioneer.

"What's the matter with me?" said Mr. Preece.

A few days later, the fellow came around and said, "Come on, we're going to sell the store."

Mr. Preece protested that he was only kidding.

"Well, your joke's gone too far," the storekeeper rejoined. "You're going to sell the store."

Having had a taste of auctioneering, Mr. Preece hired a man to carry on his draying business and plunged into the new line of work. And work it was.

"I cried outdoor sales during the horse and buggy days. Often on a winter morning I'd start out at 6 o'clock, drive 30 or 40 miles to cry a sale and drive home that night.

"We had an old coal stove in the house with isinglass in the door. The most welcome thing I remember was the sight of the fire glowing in that stove when I drove past the window coming home from a sale."

There were many distress sales in the old days and being an auctioneer was often a heartening job.

"The sellers had no money and few of the buyers did. It was a little awkward dodging the bids of fellows I knew had no resources. Banks carried most of the buyers for six or 12 months at 10 per cent interest. Buyers who paid cash often were given discounts of 2 to 5 per cent."

Then later, during the depression '30s, Mr. Preece says that cattle sold at auction brought as little as a penny a pound and "you had to beg to get that."

Mr. Preece has lived longer in Madison County than probably any other resident. His father settled at Battle Creek in 1869, six years before the town was born.

The veteran auctioneer, married 63 years, settled in Battle Creek in 1893 and served as mayor of the town for nearly 30 years.

Around World War I times, Mr. Preece sold for two years at the Horse and Mule Commission Company in South Omaha. In 1919 he helped pick the site for the Norfolk Sales Commission Company, and was an auctioneer there for 30 years. He is still vice-president of the firm.

Mr. Preece has auctioneered big sales all over Nebraska and in South Dakota,

IN UNITY THERE IS STRENGTH

and the banging of his gavel has marked the exchange of goods worth millions of dollars.

There have been occasions when the man he was selling for gave him considerable trouble. One fellow interrupted the auctioneer's spiel to tell the defects of the article up for sale.

Mr. Preece and his clerk managed another fellow "who ran at the mouth." They induced a friend to engage the seller in an argument about the location of the northwest corner of his farm. The farmer walked the doubter to the corner of the farm to prove his point, and by the time he returned the sale was over and quite successful.

Mr. Preece regards A. W. Thompson, Lincoln's famed auctioneer, as the best he has ever encountered. Col. Thompson in turn has a high regard for Tim Preece.

They have worked sales together. Mr. Preece recalls one at which Colonel

Thompson grabbed his arm and announced to those around that "I'm going to escort the oldest and best auctioneer to the speaker's table."

EASY OUT

A man, during the absence of his wife, was giving a poker party for his buddies. Bottles, dishes and cigarette and cigar ashes were scattered around in confusion but at the height of the revelry the host was called to the door and he came back with a telegram in his hand.

"Boys," he exclaimed in consternation, "it's from my wife. She'll be home in an hour. What'll we do?"

There was a moment of stunned silence and then one man jumped up from the table.

"I've got it," he shouted, "let's burn the house down!"

A man has reached the Age of Wisdom when he's resigned to his age."

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ELSEWHERE

The Ladies' Auxiliary of the
National Auctioneers Association

GETTING A LOAN FROM THE RECONSTRUCTION FINANCE CORPORATION

A New Orleans attorney called at R.F.C. office in Washington about a loan for one of his clients in Louisiana. He was favorably received and told it would be approved subject to a good title to the property. He went back home and ran down the title to 1803, and sent this long but accurate abstract to the R.F.C. He presently got a reply saying that the loan would be approved but they had noted his abstract of title stopped at 1803, and that if he would carry the title search beyond that date and send it to the R.F.C., the whole matter would be cleared. He read their reply in utter disgust and not a little colorful profanity and then sat down and wrote the following letter to the R.F.C.—

Gentlemen:

Your letter regarding titles in case No. 198156 received. I note that you wish titles to extend further back than I have presented them. I was unaware that any educated man in the world failed to know that Louisiana was purchased by the United States from France in 1803. The titles to the land were acquired by France by right of conquest from Spain. The land came into possession of Spain by right of discovery made in 1492 by a Spanish-Genoesse named Christopher Columbus, who had been granted the privilege of seeking a new route to India by the then reigning monarch, Queen Isabella. The good Queen, being a pious woman and careful about titles, took the precaution of securing the blessing of the Pope of Rome upon the voyage before she sold her jewels to help Columbus. Now the Pope, as you know, is the emissary of Jesus Christ, who is the Son of God, and God, it is commonly accepted, made the world. Therefore, I believe it is safe to presume that He also made that part of the United States called "Louisiana." And I hope to hell you're satisfied.

New Season, New Ideas Point Toward Greater Achievements

By Col. Pop Hess

Glancing at the wall calendar I see it is August 9 and time for me to get the material for my monthly column in THE AUCTIONEER in the mail. This is the month auctioneers in all branches of the profession are preparing for their fall and winter run of sales. Many of these auctioneers were in attendance at the National Convention in Omaha and will be ready to go with new thoughts and plans. Those who did not attend missed many good speeches which would have been helpful to them as well as a vacation that would have proven worthwhile.

This issue of THE AUCTIONEER will have the information on the Convention, therefore, I will mention some of the work before all auctioneers. At this date it looks like a season for lots of auctions. Selling prices have declined some from the past season and as sale averages and totals are somewhat lower, it is the auctioneer who receives the "off-hand rib" from John Q. Public. In some way or another, many question his ability in a rough selling market. However, as the season rolls along and everyone becomes adjusted to lower price levels they will find that the items are selling at their comparative value and the auctioneer and the folks in general come back with united faith in each other and the world moves on as usual. Auction sales increase in number and when the year is ended, billions of dollars worth of property and merchandise will have passed under the auctioneer's hammer.

We are also beginning a new year with THE AUCTIONEER with a new editor and a new slate of officers for the NAA. I want to pause and congratulate Col. Bernie Hart and am quite sure, with his background of experience in publication work and his ability to meet folks, the position bestowed upon him was well chosen by the committee and NAA members. I also want to pay tribute to Col. Coats for his past performance of a great

job as Secretary—but the shot in the arm he injected into THE AUCTIONEER will be ground work for Col. Hart to enlarge upon and grow into an adult publication.

However, when we talk about THE AUCTIONEER we should remember the "founder," Col. John Rhodes of Iowa. I have had a very fine experience in furnishing a column for the past two editors, and, it happens that a few years back I was in very close contact with Col. Hart. When he was publishing The Polled Hereford Magazine he and I were often tramping the same straw and sawdust, getting bids and advertising business alike. Therefore, it will be a pleasure for me to be working with Bernie again and, no doubt, by the time he gets through editing some of my columns and ruling out some misplaced "isms" he may not feel as I do.

I also note that the new President of the NAA is another good man from Indiana. While in the years past, I have rubbed elbows with many of the auctioneers from the Hoosier State, I have never happened to come in contact with Col. Sigrist. But for years I have known of his ability as an auctioneer and know he will make a great President—in fact, so good that he will be urged to accept a second term.

Ohio led for many years as the state where good auctioneers hailed from but now it seems to run second to Indiana. My good friends, the late Cols. Reppert and Gartin set up a finishing factory for auctioneers. Today we have many good auction schools and the young men of today have much more opportunity to receive skilled training than when I started. Most of my education in auctioneering came from the School of Hard Knocks.

In my early years in the business I had three most unusual things happen during the same month and all in a five mile radius: (1) The man I made a sale for died the same night. (2) Another

went bad in the head and they took him to the State Hospital for Insane. (3) The third instance was where the farmer's wife ran off with the hired man the night after the sale and took the money with her. Have any of you boys got anything that will top this?

Now boys, let's not lay down on the job. Every auctioneer in the U. S. and Canada has a job to do — Better Auctions — More of Them — Safer Controls — an ever-increasing membership in the NAA.

Strong Prices At Portsmouth Auction

Strong prices and active bidding sparked the three-day Auction Sale held in Portsmouth, Virginia on May 13, 14 and 15.

The sale was conducted by Ross & Ross Auctioneers of Minneapolis, for several dealers and contractors in the Virginia area.

A large attendance was noted with buyers coming principally from most of the Eastern states.

Highest prices recorded for the sale of tractors was \$9,500. This tractor was an International Model TD-24, about 2 years old, in fair condition, and was sold to the A & H Coal Company of Shinston, West Virginia.

An International Model TD-9, Ser. No. TDCR-30706T2, in fair condition, brought \$3,100, and was sold to a Washington, D. C. firm.

A Caterpillar Model D-7 Ser. No. 3T-1951, in ordinary condition, sold at \$5,600 to a Maryland concern.

A fair Allis-Chalmers Model HD-9, Ser. No. 13429, sold at \$6,300 to a Collingswood, New Jersey contractor.

Quite a few Fork Lift trucks were offered. The best demand was for the Ross 19-HT models. Those in ordinary condition brought up to \$1,775. Many of these were purchased by a Maryland dealer.

An old Hanson Model 30 Crane, Ser. No. 2009, equipped with gasoline engine and in fair condition, brought \$3,000.

There was an unusually strong demand for Lowboy Trailers. All those offered were sold at high prices.

A Martin 27-Ton Lowboy trailer, equipped with air brakes and 9:00x15 tires, in excellent condition, had a top bid of \$5,000.

A Talbert 25-Ton Lowboy trailer with 10:00x20 tires, in fair condition, brought \$3,450.

Dealers and contractors from Pittsburgh and Syracuse, N. Y., bought several carloads of equipment, and it is reliably reported that these purchases were made for resale.

Brotherhood

By Dr. Moses Joel Eisenberg

He is my brother, born as I
To live, to love, to work, to die,
To leave our message on time's scroll,
Where judgment rests, as years unroll.

He is my brother, though he read
Another prayer, another creed.
'Tis not the word that is the way
Nor is the manner that we pray.

He is my brother, who will share
A smile to drive away a care,
A kindly word when the going's rough,
A shoulder's pat, sometimes enough.

He is my brother, who can see
That I am just as frail as he;
My sins no greater, nor no less
Than those to which he can confess.

He is my brother, who will take
The hand I offer, just to make.
The bond of friendship closer still,
The token of our heart's good will.

We then shall stand before the Throne
As brothers joined, not each alone,
And serve our God, for mutual good,
Exemplifying Brotherhood.

CANDID COMMENT

Television certainly helps you get acquainted with a lot of new people. Mostly repairmen.

Our generation was brought up on the wrong side of the tax.

Prizefighters are people who wake up and wish it were a bad dream.

Some girls think the new swim suits are indecent. Others have good figures.

IT WAS A JOB--

Chappell, Nebraska
July 20, 1954

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

Good Morning Col. Coats:

The Auctioneers of Nebraska want to thank you for the fine job you have done the past year and also the splendid cooperation you have given us in the planning of the National Convention.

I do know that you must be tired and are certainly deserving of a much needed rest. Take it easy from now on, B. G. I am almost ready to turn the books of the Nebraska Association over to the fortunate person, Col. Leon Nelson, who is to be our Secretary for the coming year.

It has been nice knowing and working with you, Col. Coats, and give your assistants our regards. We hope to see you in Indiana next year. Thanks again, B. G.

With kindest personal regards,

James W. Martin, Secretary
Nebraska Auctioneers Association

MAIL BAG

Dear Mr. Coats:

I wish to thank you and the rest of the auctioneers for the courtesy which you extended to Mrs. Berry and myself at the recent Omaha Convention. This was my first time to attend and both my wife and myself enjoyed it fully. I hope to be able to attend the Indianapolis Convention and will do everything I can to further the National organization and to obtain new members.

Wishing you and yours the best of everything, I remain,

Yours Truly,
B. J. Berry
Bonaparte, Iowa

Dear B. G.:

Just a little note to express my appreciation for a job well done. My hat

is off to you. The new secretary will have a real job to fill your shoes. Enjoyed the Convention very much.

Drop me a line when you find time and would enjoy some of your unusual sale bills.

Yours truly,
Jim Wilson
Youngstown, Ohio

Dear Sir:

. . . I have only been a member for one year but will say that I am proud to be a member of this great organization. I am making plans now to be in Indianapolis for the Convention next year.

Thank you for notifying me that my dues were delinquent.

Yours very truly,
Fulton Beasley
Franklin, Tenn.

IN UNITY THERE IS STRENGTH

--WELL DONE BY ALL

490 Bath Avenue
Long Branch, N. J.
22 July 1954

Col, James W. Martin
Chappell, Nebraska

Dear Col. Martin:

You sure did hit the nail on the head, as I am tired and believe me come December 1st, the Hawaiian Islands will be seeing me until February 1st. My first vacation in 14 years.

All the time and effort given to the Association during the past eight years have been most enjoyable and I feel more than rewarded by the large membership, the interest and enthusiasm of the members. I am looking forward to a membership of 3000 come July 1955. It can be done.

Please convey to the Nebraska Auctioneers Association my sincere thanks for their wonderful cooperation and that they will continue with greater interest than ever before to unite all the Auctioneers of the 48 states into the National Auctioneers Association. That, too, can be done.

As a result of the Omaha convention, may it make the people of Nebraska as well as the United States more auction minded and that the Nebraska Auctioneers will profit by more and better auction sales.

My sincere thanks to you and your good wife, and please feel free when in this part of the country to pay us a visit as you will always be welcome and we would only be too happy to be so honored. To all the Nebraska boys, believe me, my greatest appreciation and gratitude.

See you in Indianapolis,
B. G. Coats

Library Built On An Auction Block

Biggest community event of the year at Dallas, Pennsylvania, near Wilkes-Barre, is the auction held each summer to support the town's Back Mountain Memorial Library. From this three-day sale comes the sole income of the library, which was established in 1945 in honor of local men and women who served in the armed forces.

To the people of Dallas, helping the library is a community responsibility.

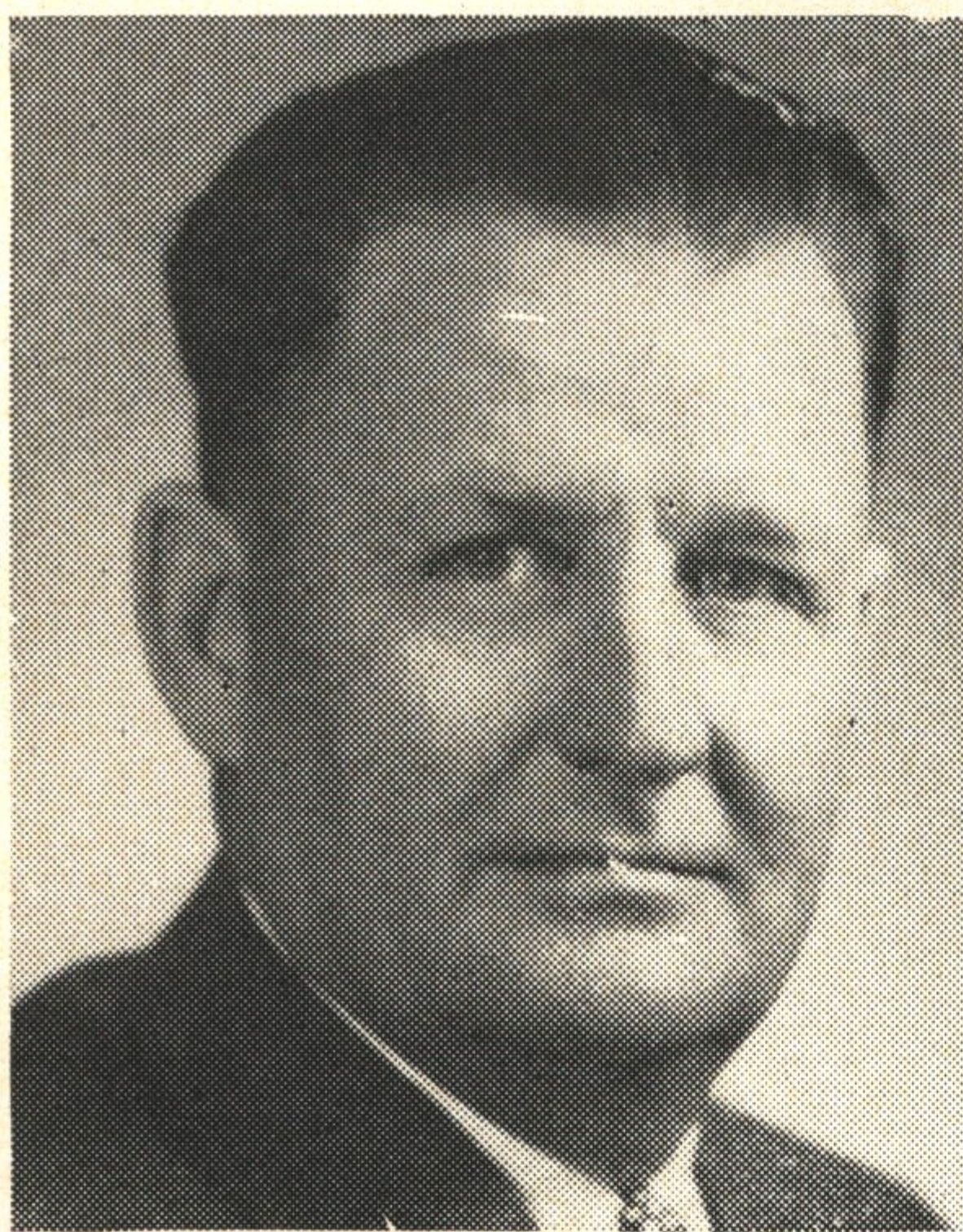
For weeks, they gather, sort and repair the stuff that's to be sold, collecting from stores and warehouses, from barns and basements and attics. Every item is contributed — brand-new merchandise, old furniture, choice antiques, newborn livestock.

When auction time comes, the whole town attends and people from all over the country, too. Everybody has a fine time, the library's operating fund is swelled (net proceeds last year, \$11,000), and once again it's proved that when good neighbors work together, a community project can be a big success—and a lot of fun, too.

Rasmussen and Pettit

Talk to the Press

Col. Henry Rasmussen, St. Paul, Neb., and Treasurer of the NAA, and Col. Guy L. Pettit, Bloomfield, Iowa, were interviewed by a reporter of the Omaha World Herald during the recent National Convention. The following story, which appeared with a large picture of the pair,



Col. Henry Rasmussen

is taken from the Omaha World Herald of Friday evening, July 16:

A baby in his mother's arms can be a hazard at a fastmoving auction.

Take it from two veteran auctioneers at the National Auctioneers Association convention, Henry Rasmussen of St. Paul, Neb., and Guy L. Pettit, Bloomfield, Ia., whose lightning-quick eyes have scanned thousands of buyers at hundreds of auctions.

The tots make trouble for the auctioneer when they start pawing the air as babies often do. The flick of a tiny hand seen out of the corner of an auctioneer's eye sometimes looks like the sign for a bid. It takes some mighty fast thinking sometimes to keep the youngster from

buying a combine or a piece of furniture.

Buyers at auctions do their bidding in all sorts of ways, Mr. Pettit said. Bids are made by voice, of course, so it takes a sharp pair of ears as well as eyes to catch them.

But the trickiest are secret signs used by buyers who don't want a competitor to know they are bidding.

"One will use a flip of the thumb," said Mr. Pettit. "Another will give a quick nod of the head or a wink.

"Some will come to me before the sale and tell me what the sign is. For instance, a buyer will tell me to keep raising the price so long as he has his hand on his coat lapel. When he takes it down, it means he is no longer interested."

Mr. Pettit has been an auctioneer since 1916, and sold in 38 states. Up to 1943 he specialized in registered Duroc hog sales, since then he also has done many registered Hereford cattle sales as well as other types. That means he must know not only the livestock market, but



Col. Guy L. Pettit

the breeding and show ring records of the animals he sells.

"It takes constant study," he said.

"Americans," Mr. Pettit said, "like auctions because they like to deal rapidly."

Mr. Pettit likes the life of an auctioneer for another reason.

"I came from a conservative family," he explained. "I made up my mind to make my money from the other fellow's investment, and that's what I have been doing ever since."

There are auctions to sell almost everything, from eggs to airplanes. But the most unusual item Mr. Rasmussen ever handled were some caskets at a farm sale.

"I didn't find a buyer, though," he said sadly.

COMPLETE

Young Man—"Sir, I have an attachment for your daughter."

Father—"Young man, my daughter has all the necessary attachments, and if she hasn't I'll buy them for her myself."

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New Jersey Auctioneers Now Must Be Brokers

TRENTON, N. J.—The subject of public auctioneers is one often arising. The law formerly provided for the licensing of auctioneers. But a 1953 amendment to the Act repealed all sections referring to public auctioneers.

The only auctioneer we have today is one qualified as a real estate broker. The fight of many years was finally brought to a conclusion by passage of a bill which means the auctioneer is out unless he is a licensed broker. For protection of the public, any literature received, or any violations known should be reported to the Commission at 1060 Broad Street in Newark.

FIRST AID

Magistrate—"Young woman, why did you spit in this man's face? That wasn't lady-like."

Young Woman—"You don't understand, your honor—his moustache had caught fire from his cigarette."

DORMEYER, UNIVERSAL, CANNON, PEPPERELL, DOMINION, CLOCKS, ALUMINUM WARE, SOFT GOODS, VACUUM SWEEPERS,

CONVENTION FUN

INDIANAPOLIS NEXT



This young auctioneer may never have better support than he did at the Fun Auction. Looking for bids from behind the table are Cols. Dick Grubbaugh, Rex Young, Walter Holford and Ernie Sherlock. Several Nebraska auctioneers are working out front.

AUCTIONEER, from Page 6

to look over the country as a whole and decide where there seems to be an opening for an auctioneer. Generally speaking, of course, the larger centres offer more opportunities, although in the case of farm auctioneers, every rural community requires one or two such persons. The problem is much the same as that which faces the young person graduating in medicine, dentistry, law or many other occupations wherein the graduate is faced with the problem of where to practise. As Canada grows, there is no question that more auctioneers will be required since they perform a service to the general community in disposing of assets for people who are moving away, discontinuing housekeeping, changing their style of interior decorating, or disposing of surplus assets no longer required by members of the family. Each community has those problems, and there is certain to be a continuing demand for the services of the person who can help in their solution.

Most auctioneering firms in Canada today are owned and operated by older men and therefore it is to be expected that the mortality may be fairly heavy during the next ten to fifteen years. This means that there will very definitely be openings for ambitious, enterprising young men and women who choose this line of endeavor as a life's work.

REMUNERATION

The young person taking a job with an auctioneering firm with the idea of learning the business and eventually becoming an auctioneer, will probably start work at about \$35.00 to \$40.00 per week. There will be increases as the young person becomes more and more familiar with auctioneering. It is difficult to give any figures which will indicate earnings so far as the trained and established auctioneer is concerned. There are tremendous variations. However, it should be stated that the auctioneering business in this country cannot be considered a "gold mine". This is to some extent due to the fact that we are only in the formative stages in this country and therefore there is not yet sufficient merchandise of high quality in the household field to ensure any tremendous volume of sales. The established auctioneer works on a

commission basis, and his income is geared exactly to the total of his sales. However, it is a very pleasing business and an auctioneer is his own boss, generally speaking, in that his is an individual effort and consequently he decides when and where he can work. It should be remembered of course that a good deal of work must be put in before the actual sale takes place. In fact, it is generally considered that for every day of auctioneering, one must put in at least two days of preparation for the event, and then there may be extra time required in office work connected with accounting to the owners for what has been sold. The auctioneer appears to take in a great deal of money on the occasion of a sale. It should be remembered that he retains only a very small portion of it as commission and the balance has to be paid out to the owners of the merchandise and/or property.

There is every indication that Canada is now on the eve of tremendous expansion and this means that in years to come there will be more and more business to be handled by auctioneers. In good times, the prices are fairly high and as a consequence commissions are fairly satisfactory, but by the same token there is probably a shortage of merchandise to sell. In bad times, prices are low and generally speaking there is a large volume of merchandise to be sold and so the auctioneer does reasonably well. When, however, things are at the in-between stage, people are both hesitant to buy and to sell, and as a consequence the auctioneer may find a slowing down of his business. Since he is dependent on day-to-day sales, he must be prepared to weather such periods and wait for the turn of events. All-important is the building up of a practice so that the firm he represents or owns, will be favored with the business when his services are required.

ADVANTAGES

The auction business has been going on for over twenty-five centuries and it quite apparent that there will always be a demand for persons in this line of endeavor. A person may make a start on auctioneering without first having to take a long course of training. Training is of the on-the-job-with-pay type. After

some experience working for an established firm of auctioneers, the young person may set up a business for himself. This may be accomplished without too much difficulty particularly in one of the smaller centres. An alternative procedure, of course, is to work with an established firm and gradually to acquire an interest in the firm. It should be remembered that the auctioneer is very much a public person. As a consequence, he is often called on in an advisory capacity in connection with many community endeavors. The work of the auctioneer is, on the whole, very pleasant, particularly if the person likes to deal with people.

DISADVANTAGES

Any auctioneer trying to operate on his own in a large centre has old, well-established firms as competitors. Unless he has something completely novel to offer in the way of service, or is a much better salesman than those employed by such firms, he will probably have a rather hard time of it getting established. The auctioneer sometimes finds himself in the rather unpleasant situation of being accused by his clients of selling their merchandise at too low a figure. On some occasions, purchasers accuse him of misrepresenting the merchandise. This is particularly true where a person, carried along by the general excitement of an auction sale might bid more for an article or a piece of property than he really intended to bid. The person realizes this on sober reflection but is inclined to blame the auctioneer for the situation. Auctioneering makes great demands on one's time and freedom. The auctioneer must hold himself ready to serve at all times and put off pleasures which he may have in mind in order to carry out the business entrusted to him on the time and date at which the client wishes him to conduct a sale. Generally speaking the summer is a fairly slack time, however, and hence suitable for vacations.

HOW TO GET STARTED TOWARD THE OCCUPATION

The auctioneer is essentially a salesman. Consider carefully, therefore,

whether you have the interests and abilities which will help you to succeed as a salesman. Your school counselor may be able to help you in arriving at an estimate of your aptitudes, abilities and interests. One of the best ways to obtain training in salesmanship—a training which may prove very useful to you if you decide to become an auctioneer—is to obtain a part-time job in selling.

The young person thinking of auctioneering as a career has many opportunities to observe auctioneers in action. Sales are advertised from time to time in the newspapers and attendance at these sales should prove very helpful. It may be possible to obtain a part-time job working for an auctioneer, putting various items on display, or helping in other ways. While still in school, one should give special attention to the subjects referred to in the "Preparation Needed" section. Any hobby activity which may help to make the person more familiar with merchandise sold at auction—and this means almost any type of merchandise should prove valuable.

RELATED OCCUPATIONS

Training as an auctioneer will stand one in very good stead in many related occupations. Some of these are: antique dealer, museum worker, interior decorator, salesman, art gallery worker. In the case of the farm auctioneer, related occupations may be: agricultural implement dealer and livestock inspector.

BIDDER AT AUCTION GETS PICTURE OF HIMSELF

Frank Sascz, Akron, Ohio, is still amazed at an experience he had at a recent auction.

He and his wife went just to look at the antiques. Suddenly a gaudily framed portrait of two women and a boy went on the block. It looked familiar, but Sascz couldn't figure just why at first, then he realized it was a picture of himself, his mother and grandmother made more than 25 years ago.

With no opposition, he got it for a 25-cent bid.

Sascz has since learned that the picture was lost when his family stored it in a house they rented to others.

Silver Wedding Anniversary



Col. and Mrs. Walter Holford

Col. and Mrs. Walter Holford, Edwardsville, Illinois, celebrated their silver wedding anniversary on Sunday, July 28. The celebration was held at the VFW pavilion in Edwardsville in the afternoon. The silver scheme was carried out in the decorations including the pink and silver anniversary cake.

More than 200 guests were present including their two daughters, Mr. and Mrs. Orville (Justine) Landert and daughter of Highland, Illinois, and Mr. and Mrs. Roy (Bethel) Hanke and family of Troy, Illinois.

Also present were their two attendants, Mrs. Mary (Holford) Wilson and Mrs. Wanda (Snyder) Lawrence. Guests were present from all sections of Illinois and gifts were received from several states.

Col. Holford is the immediate past President of the NAA and is Chairman

of the Board of Directors. Mrs. Holford, known to all her friends as June, has been active in the Ladies Auxiliary of the NAA from the time it was founded and is also a past President of that group.

CLEAR THE DECKS

X I asked you to mail this letter a month ago. I just found it in your coat pocket."

"Oh, yes, that was the day I started leaving the coat home so you could sew a button on."

X Selectee: "They can't make me fight."

Draft Board: "Maybe not—but they can take you where the fight is and let you use your own judgment."

To Loot No More

John Nevin, whose tiny dwelling made some of the stately homes of England look like poorly furnished barns, drew three years in prison for looting a museum of 2,000 exhibits.

Nevin, 58, had been a trusted porter at the Victoria and Albert Museum since 1930. He made nine pounds (\$25.20) a week.

In suburban Chiswick he and his wife, Mary, lived in an outwardly modest four-room house which rented for 25 shillings (\$3.50) a week.

But the interior, police witnesses said, was opulent beyond belief.

A beautiful piece of old Flemish tapestry was used as a bedspread. Rugs were princely products of the looms of Persia and India. The tables were rare antiques. Objects d'art, jewelry, glassware, and pottery stood on every shelf and in every corner.

A garbage can held 21 jeweled sword hilts and a jade figurine.

When 54 year-old Mrs. Nevin washed the dishes, her apron was a piece of 18th Century tapestry.

Detectives said Nevin had piled up his treasure trove over a period of 20 years by carrying pieces home from work under his clothing. He took the antique tables apart, smuggled out the legs and tops separately and then put them together again. He wrapped the tapestries and lace around his body.

Museum officials discovered the thefts during a recent inventory of their exhibits, which number about one million. They put a nominal value of 3,500 pounds (\$9,800) on Nevin's loot, but said much of it was priceless and irreplaceable.

Said Nevin's lawyer, F. H. Lawton:

"He thought the museum didn't know how to look after the articles as well as he did. He has got this silly idea in his head that his appreciation of this kind of article is greater than that of the museum."

Sentencing of Mrs. Nevin, accused of receiving stolen goods, was deferred pending a report from a probation officer.

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The Auctioneer

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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.
8. Added Membership in your Association will enable you to enjoy the storage of information and benefit thereby.
9. Added Membership in your Association will assist you in any part of the country that your profession may take you.
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