

# THE AUCTIONEER



MARCH  
VOL. V

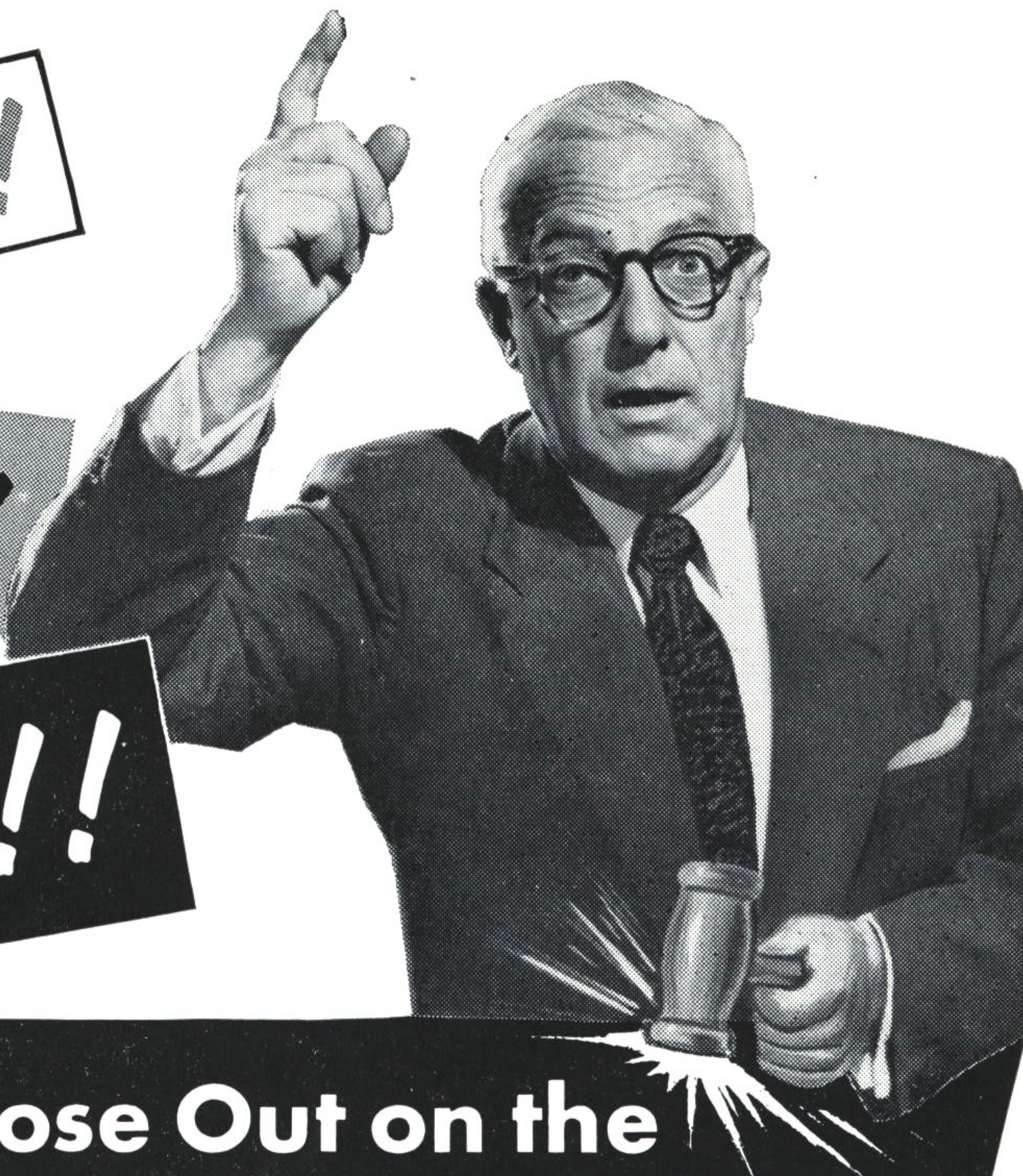
1954  
No. 3



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# Auctioneering 47 Years Still Going Strong

By Col. Ray Elliott

The following story is probably a very common happening in some communities but should be an inspiration and a goal for the average farm auctioneer.

Many years ago in Randolph County, Indiana, a very good auctioneer came into existence just as many others have done. It was in the fall of 1907 the father of Oran Ross passed away. Being the top auctioneer of that community it was a great loss to the county. The son, Oran, at the time was a traveling salesman for Green and Green Cracker Company and had worked a few Saturdays with his father. It was on a September afternoon a few days after the death of Oran's father that Tell Wilson, a large horse buyer and sale operator called Mr. Ross into his office and told him that he expected him to sell the sale that his father had sold for years. After a lot of hesitation, Oran reluctantly accepted and this started one of the finest and most prosperous, successful auction careers that any man could wish for.

Forty-seven years with as high as two hundred sales a year and with all this business, he has found time to be mayor of Winchester for seventeen years, take part in the churches and civic affairs of his community.

On the 18th day of March, 1953, Mr. Ross celebrated his seventieth birthday by making a large sale of over \$12,000.00 in the vicinity of Union City. On January 28, 1954, he sold (with a little assistance of the writer of this article) a sale totaling \$19,300.00 in four hours and fifteen minutes. The same kind of a sale on the first day of February this year of over \$13,000.00 in three hours. This is pretty good for an old man, don't you think?

The auctioneers throughout Indiana and also our entire nation wish to congratulate Col. O. E. Ross for the part



COL. ORAN E. ROSS

that he has played in the auction game and wish him a very happy seventy-first birthday on the 18th day of March at which time this issue will be getting to most of the boxes.

Congratulations to Mrs. Ross, Susan and Ed for having a fine father, husband and a great auctioneer.

X "Let's see — I want a brassiere, panties, a slip, stockings — I guess that covers everything."

★  
X Singer, pompously. "I'll have you know my family have been singers from away back!"

Listener. "Well, you can't get too far back for me!"

★  
X "What are your objections to her singing?"

"She doesn't practice what she screeches."

★  
X "You know my wife's having a terrible time learning to sing."

"Really? Which notes bother her the most?"

"The ones she gets from the neighbors."



## Something New Has Been Added

By COL. PAUL L. OWENS

For years auctioneers have been the target for all good doings; wherever there has been a need to raise money for churches, P. T. A. box suppers, polio drives and so forth.

I don't mean to convey that I object in the least; in fact as an auctioneer I have enjoyed doing these little chores out of a natural community interest, because community effort in itself is good for folks and out of the pure fun of selling which lays nearest to an auctioneer's heart.

In addition it is about the best way I know for an auctioneer to show the folks he lives and works among, that he is worthy of their high esteem.

This year, however, in our community there broke out a new rash of angles to this business of separating John Q. Neighbor from his funds, this in the form of Auction Radio and Television Marathons.

The first in our community was conducted by a local Radio station for the March of Dimes. It was called an Auction Marathon and consisted of sale by Radio of valuable items donated by local merchants. Bids were phoned into the station and relayed to the auctioneer with as many as ten articles or services being aired at one time. The auctioneer functioned as usual by informing the bidders by air and cheering the bidders, on down to awarding the Sales.

Local live talent punctuated the show from time to time to hold the listening audience. This first program lasted from 8 P. M. to 5 A. M. and netted for the DIMES about eight hundred dollars.

Noting, this success, the two local Television stations followed suit, offering local talent and personages. The first Television program asked for phoned in pledges to be followed by mailing in of the funds. No merchandise was offered to speak of, considerable local talent performed and about everyone who would command a local following was interviewed before the cameras. With this approach the seven hour show

netted something over fifteen hundred dollars.

Now the leading Television stations with garnered experience from the two former shows plus some imported know how, better organization, imported a big name Radio and Television Personal appearance, to spike publicity and participation went over the top with something in the neighborhood of four thousand dollars for the same fund.

Since these three endeavors are behind us where they can be looked upon objectively, there are points which stand out and can be of value to Auctioneers and Masters of such Ceremonies.

First in my opinion is the need of Master Auctioneers for the conduct, since here basically is the same job we have been doing for centuries, of course with the added help of these two mediums of communication. Here again the Auction profession marches on to a new high in community service.

It is not my purpose to belittle in any way the effort of people not experienced in auction procedure. They have very successfully conducted such marathons. Here again the rules applies, Good is Good no matter how big a package it comes in.

However, when a community is dealing with as costly a medium as radio and television stations in an all hands effort, they need to get the most possible return.

Thus I am suggesting that the biggest available personality be obtained to draw and hold participation both in the the listening and viewing ends but especially in the talent and stunts offered. This could be had from top Radio, Television or picture people. However, especially in the Agrarian middle west there are Auctioneers who would successfully fill the bill. Certain politicians might also turn the trick.

Whether on radio or Television there should be a team of two to three personalities airing the offerings, interviewing and cheering the bidders on. In ad-

(Continued on Page 35)



# *March Sale Days*

## **FARM MACHINERY AND EQUIPMENT**

MARCH 1—	STEVENS & SON SALES CO. ....	RIPPEY, IOWA
MARCH 5—	FURROW TRACTOR & SUPPLY COMPANY	
	SWEETWATER, TENNESSEE	
MARCH 8—	STEVENS & SON SALES CO. ....	RIPPEY, IOWA
MARCH 9—	YODER & FREY, INC. ....	ARCHIBOLD, OHIO
MARCH 11—	FAST IMPLEMENT AUCTION .....	CELINA, OHIO
MARCH 12—	KOCH AUCTION SALES CO. ....	RICHLAND CENTER, WISCONSIN
MARCH 12—	JONES FARM EQUIPMENT AUCTION .....	DOTHAN, ALABAMA
MARCH 13—	RATTS IMPLEMENT AUCTION SALES .....	FORTVILLE, INDIANA
MARCH 13—	H. D. CONVERSE & SON, INC. ....	HOLCOMB, NEW YORK
MARCH 15—	STEVENS & SON SALES CO. ....	RIPPEY, IOWA
MARCH 19—	FURROW TRACTOR & SUPPLY COMPANY	
	SWEETWATER, TENNESSEE	
MARCH 19—	METTER AUCTION SALES CO. ....	METTER, GEORGIA
MARCH 22—	STEVENS & SON SALES CO. ....	RIPPEY, IOWA
MARCH 23—	YODER & FREY, INC. ....	ARCHIBOLD, OHIO
MARCH 25—	FAST IMPLEMENT AUCTION .....	CELINA, OHIO
MARCH 26—	GODLEY TWINE & SUPPLY CO. ....	CHARLOTTE, N. C.
MARCH 27—	KOCH AUCTION SALES CO. ....	RICHLAND CENTER, WISCONSIN
MARCH 27—	RATTS IMPLEMENT AUCTION SALES .....	FORTVILLE, INDIANA
MARCH 29—	STEVENS & SON SALES CO. ....	RIPPEY, IOWA

### **Col. And Mrs. Sparks**

#### **All Set For Omaha**

Col. and Mrs. Homer H. Sparks, of Sharon, Pennsylvania, write that they are planning on being present this year at the national convention in Omaha, Nebraska. Col. Sparks, is most active in the national association as well as his state association the Pennsylvania Auctioneers Association.

### **Old Reliable Second High In Sale**

The grand champion bull at the Old Reliable Hereford Show and Sale at Grand Island, Nebraska, was NB Helmsman XXXIII, and was shown by Norbert Borwage of Roseland. The animal was purchased for \$1,060. Top price of \$1,100 was paid for an animal shown by Gilbert Cort, of Blue Hill. One hundred forty-six bulls and heifers brought \$52,170.00.

X "How is your new house getting on?"  
"First rate. We've got the roof and the mortgage on, and I think we'll have the kitchen range and the sheriff in before the year is out!"

Let's all join in the sorrowful song of the sea-sick siren: "The sea was rough and stormy, and a bunch of the boys were whooping it up."

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This splendid group of Auctioneers from all sections of Ohio gathered for their state convention in Columbus, Ohio, January 10th, 1954.



## **Hoosier Auctioneers State Convention Held, Large Numbers Join Association**

Enthusiasm ran high in the Indiana Auctioneers Association Convention and Annual Business Meeting, held at the Warren Hotel in Indianapolis, Monday, January 25. From 10:30 a.m. when President Ralph Rinehart sounded the gavel calling the Convention to order straight through to 9:30 p.m. when it was officially dismissed by newly elected President, Ray Elliott, it was jam-packed with interesting and timely talks. The registrations indicated that just short of a hundred auctioneers and their wives were in attendance at this stream-lined all day affair and every one was unanimous in their opinion that it was a day well spent and that those who did not attend were certainly the losers.

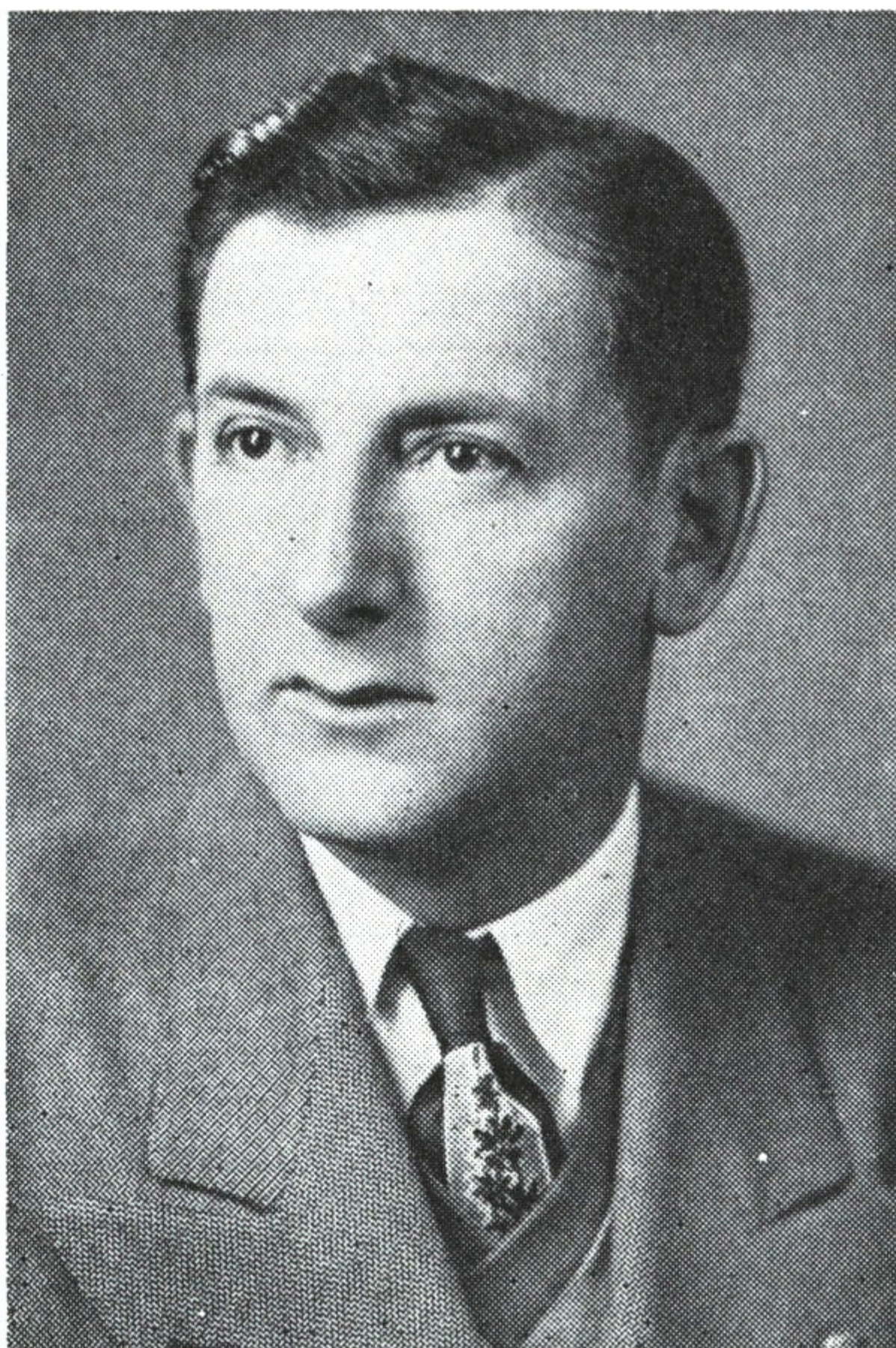
Col. H. W. Sigrist, Ft. Wayne, gave the invocation at the Convention's opening. Three timely subjects were covered in the forenoon program by three Indiana auctioneers who were full qualified in their specified assignments.

After Col. Don Smock, Indianapolis, Vice President of the IAA, welcomed the group to that city, Col. Carl Bartlett, Muncie, covered the subject, "How a Good State Association Can Benefit the Farm Sales." Col. R. C. Foland, Noblesville, spoke in regard to, "How a Good State Association Can Benefit the Real Estate Auctions," and Col. Ralph Rinehart, Flora, remarked on, "How a Good State Association Can Benefit the Purebred Livestock Auctions." A brief panel discussion followed before adjourning to an adjoining room for lunch.

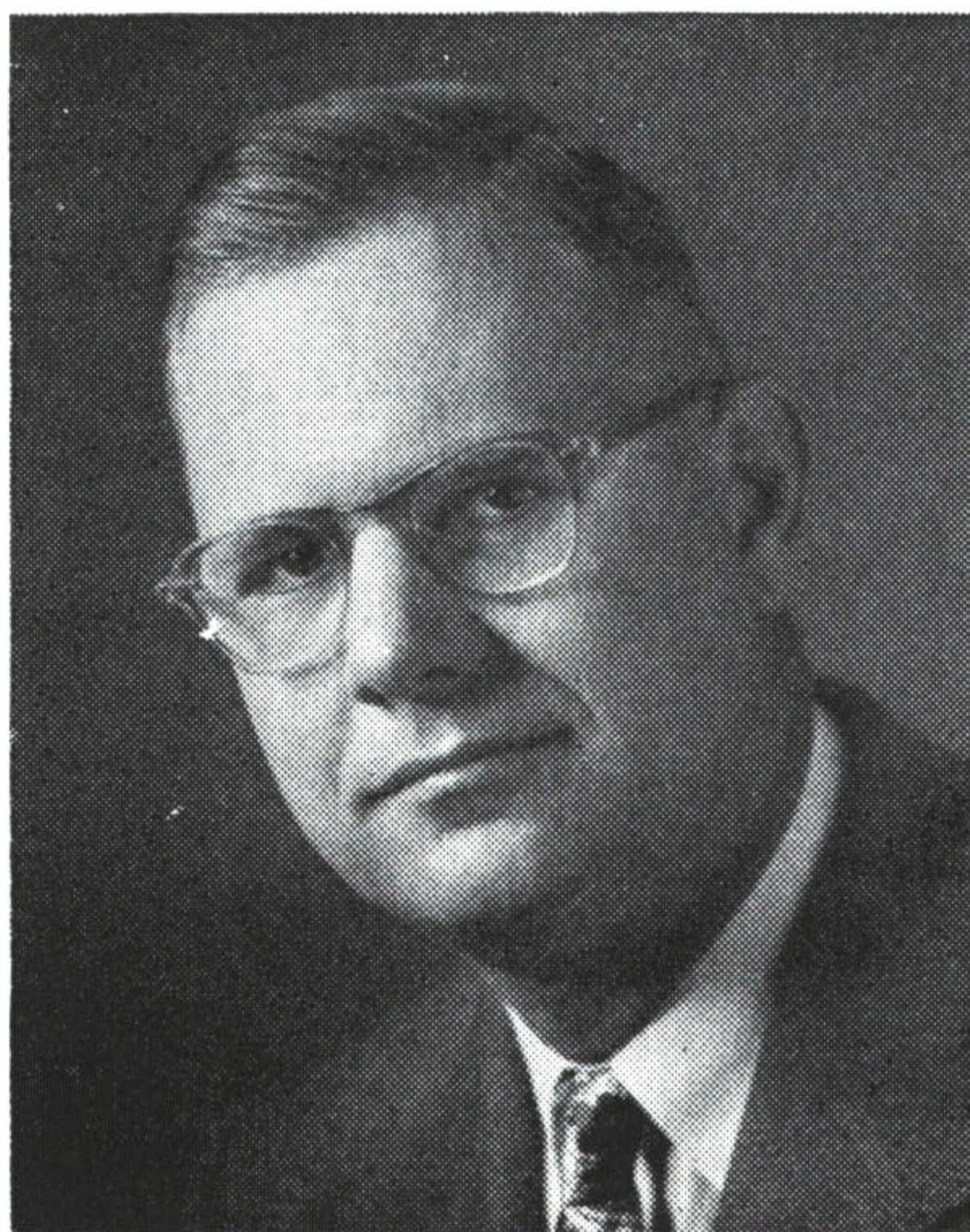
Col. Ora Burkhardt, veteran Indianapolis auctioneer, was the first speaker in the afternoon session, using the subject, Better Training For Young Auctioneers."

Carl Neucomb of the Fulton County Community Sale, Rochester, Ind., had an interesting subject, "Progress of the Indiana Sale Barns." Col. Bernard Hart, Frankfort, made some remarks regarding, "Cooperation Between the Indiana Auctioneers Association and the National Auctioneers Association."

(Continued on Page 42)



**COL. RAY ELLIOTT**  
President



**COL. BERNARD HART**  
Secretary





Pictured above seated left, Col. John Sargent, Secretary. Center, President elect Col. J. M. Darbysire, receiving from the retiring President Col. Si Lakin, the gavel and very best wishes for a progressive administration during the state convention of the Auctioneers Association of Ohio.



## Blue Coat With A Gavel

*B. A. Coats*

Next time you pass through Roselle, N. J. and ask for a policeman for directions don't bat an eyelash if you get an answer in the staccato tones of an auctioneer. Roselle Patrolman James (Whitey) Koed is a licensed auctioneer in off-duty hours. In four years Koed has sold thousands of items ranging from pocket combs to bangtails.

The white-haired bluecoat has auctioned livestock, antiques of all kinds, furniture, ceramics, housewares and hundreds of thousands of dishes. He had sold so many dishes he loathes china-ware.

Koed started auctioneering in self-defense. Four years ago an auctioneer was selling a consignment of shirts the patrolman owned, at a price far below their listed value. To protest his investment the anxious cop mounted the podium and took over. The remainder of the shirts was sold at a profit by the fast-talking cop.

### Studied His Trade

With the horse-trading sense of a far westerner—"Whitey" was born in Idaho—Koed was a natural for auctioneering. To improve his technique he took a month-long professional course at School of Auctioneering.

"Whitey" is the expert in the chant that is the trademark of tobacco sellers and others. But when dealing with non-professional buyers he finds he has to proceed more slowly to keep the bidding going.

Patrolman Koed works one night a week in a commission auction house in White Horse, near Trenton. At one time he operated his own auction business near Freehold.

### Embarrassing Moment

During his auction career, the Roselle gendarme has had only one really embarrassing experience.

"Whitey" was detailing a horse's outstanding qualities as it was jogged before the crowd. Suddenly dobbin collapsed and died. Patrolman Koed lost \$125 and his poise, momentarily, of course. Koed has been on the force for eight years as a motorcycle and foot patrolman. He lives at 614 Meadow St., Roselle, with his wife, Doris, and their four children, Ronnie, Sharon, Andrea and James.

## Col. Tinsman Sells Everything

People who live near Schooley's Mountain at Long Valley, N. J., don't have much trouble getting rid of odds and ends they'd ordinarily put in the attic. They tote them to an auction, held every Saturday night, in the barn of their neighbor, Russ Tinsman.

Tinsman started the auctions about three years ago and he sells everything from a puppy to a piano. The prices fetched are fantastic. Recently a piano in good order, went for \$2 while a dented cuspidor brought \$5.50.

A genuine antique may sit next to a worthless gimcrack with the latter bringing far more than the real thing. The public comes to bid and have laughs. Russ and his wife serve refreshments, and volunteers help him make the sales.

Sometimes buyers go home with bargains, sometimes with just plain junk, but all have lots of fun at the auction.

Chauffeur. "I'll bet you were startled when you heard that the master and his wife were going to separate."

Maid. "Was I! I nearly broke my head on the doorknob!"

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# He did! Have you?

During the week of February 1st, there was dispatched to every active member of our Association a letter requesting that each member give his services to his Association by selling only two memberships.

First to respond to this request was Col. Theo. H. Holland, of Iowa. Within forty eight hours Col. Holland had given of his services to his Association by forwarding two applications for membership. Each day brings more applications and if all the members respond by sending in only two new members for each active member, we will march on Omaha, Nebraska, with our heads high and our colors unfurled. We cannot, we must not and we shall not fail to meet our quota of 2,500 members. Accept your responsibility to meet our quota by sending in now **only two** new applications for membership. That Auctioneer you know, who is not a member, is no doubt waiting for you to invite him to join. Don't keep him waiting. He wants to share with you in building a better profession, in improving himself and his business. He wants to enjoy your friendship. He wants to cooperate with you. Why not help him and in so doing you are helping yourself. The Secretary would like to publish a 100% response to this simple request in the May issue of "The Auctioneer." It is only four short months until the boys in Nebraska will be welcoming us to their state as hosts to our national convention. They are expecting and they are preparing for a record breaking registration. Do not allow any Auctioneer to remain outside for want of being asked. Now is the time and today is the day for you to give of your services to your Association.



COL. THEO. H. HOLLAND

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## Col. And Mrs. Weller Of Nebraska On South American Tour

Col. and Mrs. C. E. Weller, of Atkinson, Nebraska, departed on February 13th for a visit to six South American countries on a stockmen's tour. The Argentine Hereford Association will be host at a special party in Buenos Aires. They will visit ranches and schools.

Col. Weller is widely known as operator of livestock sales barn. Ernie as he is better known to his many friends, decided to make the trip at this time so that he and Mrs. Weller would be able to be present at the national convention in Omaha, July 15-16-17. The many members of the N. A. A., extend their very best wishes for a happy, pleasant and profitable trip.



# Predictions and Hunches

by Col. Elias Frey

**L**ARGE crowds are attending the Auctions again. On Tuesday, January 26th an estimated crowd of over 5000 attended the Implement Auction at Archbold, conducted by Yoder and Frey, Inc. The same reports are coming from other sales also, that their crowds are larger.

**I**N our January 26th sale we had 180 tractors and over 900 pieces of machinery with a very good demand and prices on the average of 5 per cent higher. I think this trend will continue until about May, then slow down some again.

**S**OME good clean tractors are selling very good, and so are good tools, but the rough machinery is a bit on the slow side. The big clean tractors are selling better than they did, and will continue to do so.

**T**HINK this over: where can you take your machinery and get 5000 people to look at and become interested in buying it for the small commission it costs you at an Implement Auction? They are growing in size and demand every day, and are here to stay, so why not get that chip off your shoulder and sell or buy the new way.

**I**N an Auction Sale you get cash for your merchandise, there is the fun and excitement that promotes action in buying and you have no more worries about service. What more do you want?

**N**OW that the farmer is again making a little money on livestock and grains, it is time to repair and sell that machinery to them. I predict as much or even more new machinery to be sold this spring than last spring.

**G**IVE and it shall be given you, seek and ye shall find, knock and it shall be opened unto you." That is good advice for a dealer to practice to his customer, for if we give service, if we seek for sales, and if we knock on their doors we shall find plenty of business.

**S**END your machinery to auctions early, and get in before the rush. We found this to be very profitable rather than to hold until time to use or even after the season is partly over, that is a poor policy. When the customer is hungry, feed him, if you don't, someone else will.

## Have You, Colonel Prepared For Your Successor?

~~Some pathetic cases have come to the attention of your Headquarters and they frequently concern the death of Auctioneers who did not prepare for successors to carry on their business.~~

Often the widow, some member of the family or close friend is at a loss as to what to do with the business, and seeks advice from the Association.

The Auctioneer who wants his business to carry on after him should prepare now by qualifying a member of his family or someone else as his assistant. He should be started in the business at once with a view to taking over eventually.

## Law Of Auctioneer

**X** Agency is founded upon the contract between two or more competent parties. The law of Auctioneer is merely a special branch of the Law of Agency. It is involved in practically all of the actions of the Auctioneer during his daily duties of acting for the Seller.

An Auctioneer is distinguished from other representatives in that he owes his appointment to the principal and performs the acts of an agent according to the principal's direction and within the particular scope of his authority.

**X** Clark Gable said that 80 per cent of the women he met smoke.

Yeah, and I'll bet the other 20 per cent aren't so cold, either.



## A Busy Man



**COL. JAMES W. MARTIN**  
Secretary

A past master for getting the job done is Col. James W. Martin, Secretary of the Nebraska Auctioneers Association. He doesn't wait until tomorrow knowing that other matters will come up when tomorrow arrives, but with the tenacity of a bull dog he makes big jobs seem like little ones.

At this early date he has completed our 1954 national convention program and except for minor revisions, it is without doubt the most constructive, entertaining and far reaching agenda ever presented to the Auctioneers of America. Such a monumental task was not completed in a day, week or month, but for the past seven months the Nebraska boys have been working for our benefit. They have had a series of three special meetings, they have met with several of the Officers and Directors of the National Association, they have had all their committees working at full speed and have come forth with a program that every Auctioneer will delight and benefit by. The wholehearted cooperation of the Nebraska

Auctioneers Association has made for a finished product that we are all going to take great pride in sharing in. They have advanced their state convention to May 10th, to make sure that every minute detail will be taken care of and that the national convention will move through the three days without a hitch. Col. Martin, has seen to it that every committee and every assignment has been carried out and every member of every committee has given of their time and efforts to make our 1954 national convention one that will be heard throughout the forty eight states and Canada.

Watch for the June issue of "The Auctioneer." It will be out early and will carry the complete convention program plus many surprises that the Nebraska boys have in store for all those attending the convention. If you haven't made your plans to attend, do it now. Be sure and make your reservations early. Many have made theirs already.

## Membership Renewal

Your Secretary is pleased to report that with few exceptions expiring memberships are being renewed promptly. The National Auctioneers Association owes a debt of gratitude to the many members who have and who are working so hard in sponsoring new members. It is through their efforts that the Association is able to maintain and justify the recognition and respect that it so much now in evidence. Our Association has become widely known and recognized as the exclusive official national representative of the auctioneering profession.

X There is no reason whatsoever, why "AUCTION" cannot be made a household word in every home in the nation and that the ~~members of the National Auctioneers Association~~, can and should extend their every effort in that direction.



## Galleries List Items For Auctions

A set of twenty-six porcelain plates with portraits of the wives of American Presidents from Martha Washington to Mrs. Woodrow Wilson is included in a collection of furniture and decorations to be auctioned at the Parke-Bernet Galleries, Inc., 980 Madison Ave., New York City.

The portraits of the President's wives were painted by Wagner, the celebrated ceramic painter of the Vienna and Royal Berlin factories, and the plates are believed to be the only set in existence.

### Hepplewhite Chair

Other items in this collection are a Hepplewhite brocatelle armchair of beechwood made in England in the eighteenth century; a Sheraton drum table, dating from 1800; a Chippendale wing armchair with claw-and-ball feet; a Chippendale revolving supper table with drop leaves, dating from the eighteenth century; and a Georgian break-front secretary-bookcase with grille doors, nine feet long and ten feet tall.

A number of early Dynastic Chinese bronzes is included in a collection of Chinese are to be sold at Parke-Bernet's. These include wine vessels, ceremonial bowls, cauldrons and libation vessels from the Early Chou, Shang and Sung dynasties as well as the period of the Warring States.

An eleventh century Siamese sculptured stone head of Buddha, showing Cambodian influence, is included with a pair of skittle-form Celadon vases of the Yung Cheng period; three Peking Imperial yellow glass vases of the Ch'ien Lung period; a carved mutton-fat jade vase with loose ring handles, dating from the eighteenth century; and a set of painted and gilded scenic wallpaper, comprising twenty-two panels and two narrow strips.

A rare hand-carved bird cage in the form of what is believed to be the Chatteau Aix-les-Rideaux is included in a collection of French furniture, paintings and decorations to be auctioned at the Plaza Art Galleries, Inc., 9 E. 59th St. The furniture includes commodes, desks,

chairs, and mirrors of the Louis XV and Louis XVI periods and a number of seventeenth century Italian pieces.

The Savoy Galleries, 5 E. 59th St., will sell the Harriet Sherry collection of furniture and decorations, including Meissen and Sevres porcelain and a group of fabrics. The same galleries will auction the contents of the shop of James Mont Designs. Included will be contemporary furniture designed by Mr. Mont, among them dining room and living room ensembles.

### English Furniture Sold

A sale of English period furniture and decorations from the property of Herbert J. Green and others brought a total of \$43,440 at the two sessions at the Parke-Bernet Galleries. Major sales included a George IV mahogany break-front secretary bookcase, for \$1,050, to M.A. Lynah, agent; a mahogany two-pedestal extension dining table, for \$950, to a New York private collector; and the painting "In the Studio" by Giacomo Favretto, for \$950, to James St. L. O'Toole.

A public auction of jewelry, furniture and decorations from the estate of Elizabeth Kleiser and other collections brought \$62,668 in two sessions in the Plaza Art Galleries.

"Come, now come," said the psychiatrist to his tearful patient. "You must cheer up. Be happy!"

"Be happy, he tells me yet," she answered. "How can I be happy? Twelve children I've had with that husband of mine, and he doesn't love me. What have I to be happy about, again I ask you?"

Said the psychiatrist: "Imagine if he did love you."

Few rugs have ever paralleled the fame of the Ardebil Carpet, the weaving of which was completed in 1540 in Ardebil, Persia, where it hung in the Great Mosque until purchased for the Victoria and Albert Museum in London in 1893. Measuring 34.5 feet by 17.5 feet in size, the celebrated rug contains 29,600,000 knots, or 340 per square inch, and is valued at approximately \$500,000.

First guy: "My girl friend has been a chorus girl in New York for two years."  
Second guy: "What shows?"  
First guy: "Practically everything."



# Reservations In Order

By Managing Editor

The Nebraska boys are a little worried as this issue goes to press. Worried about the Hotel Fontenelle not having enough rooms to accommodate all the Auctioneers and their families that will come to our national convention July 15-16-17 in Omaha, Nebraska.

Col. Sherlock, writes that in the event of an over-flow there will be accommodations in other hotels with convention headquarters, so make your reservations early and that means now. He also pointed out that the Hotel Fontenelle has 400 hundred rooms and that only eight of the hotel's twelve floors were air-conditioned, and that if an air-conditioned room was desired it would call for an early reservation.

Hotel Fontenelle is one of America's outstanding convention hotels. Its facilities are diversified, complete, the last word. It enjoys a reputation for fine food, friendly atmosphere. Its banquet service is favorably known far and wide. Its 400 rooms are luxuriously restyled with bath. All meeting rooms, banquet hall, cocktail lounges and restaurants are air-conditioned. Better make your reservation now Colonel, and be sure that upon arrival you will not have to waste a lot of valuable time looking for a room.

## Welch Active on Coast

E. E. Welch, who formerly had a Guernsey herd in Illinois, is now very active with Guernseys on the West Coast. He recently received a two-page spread in Country Life, the farm section of the Fresno Bee. Mr. Welch has a herd in Fresno, Calif., and recently won reserve grand championship on a young bull. His 1953 D. H. I. A. herd record was an average of 493 lbs. of fat made with a milking string of 46 cows, 28 of them first-calf heifers. The younger animals are daughters of Welch Farms Golden Crown.

## Make The Most Of Your Trip To And From The Convention

The west is famous for its picturesque ghost towns—but less known are its "ghost trails", such as the abandoned Old Plank Road in the Imperial Valley between Yuma, Arizona and Holtsville, California. Built in 1914 the road was an ambitious undertaking for its day. Its purpose was to give the once trackless desert a chartered stable route that wouldn't disappear with every sandstorm. The road was adequate for mule and horse drawn wagons—they went slowly enough to withstand the many bumps. But high cost of maintenance and increasing use of the automobile made the plank road obsolete, and in 1924 it was abandoned to the sands and to time. But 30 years have not succeeded in destroying it. The planks are fairly well preserved, because of the dry desert air, and although stretches of the road are buried under molds of sand, many sections are still visible. You can still see how the old trail was engineered: sturdy planks, lashed together by iron tie-bars, are laid out on the contours of the wind-swept dunes. Auctioneers travelling on U. S. Route 80—the road between San Diego and Phoenix—can see the old trail best 14 miles west of the Arizona-California border, where the modern highway closely parallels the plank road. Highway 80, incidentally, traverses historic ground. Through this area Spanish settlers of the 18th century passed en route to California and after the Gold Rush the famed Butterfield stagecoaches from St. Louis to San Francisco

X Statisticians say dogs run faster in Maine than in Texas. Well, the trees are farther apart.



## Your Association Prosperes By Producing

By THE SECRETARY

The credit for our large increase in membership does not belong to your national headquarters. It belongs to the wonderful cooperation of the membership. Members who are interested in their profession and their Association enough to invite their fellow Auctioneers to join up. They know that if we don't protect our profession we're all out of business. Our Association and our profession will prosper and progress to its rightful place of respect and influence the sooner all the Auctioneers help build up our profession instead of tearing it down. It is far better to be constructive than destructive. Building membership is a most commendable constructive step in the right direction.

Read the names of the new members in the following list. How many of them did you sponsor? Wouldn't you like to try now and have the names of Auctioneers sponsored by you appear in the April issue. There is no time like the present. Did you read the long list of new members in the February issue? Didn't it make your heart leap with joy to know that so many Auctioneers are just waiting for you to sponsor them? Don't keep them waiting. They will all want to be members so they can attend and take an active part in our national convention. Why deprive them of that benefit?

The National Auctioneers Association extends a mighty warm welcome to all the new members below listed and invites each and everyone of you to take an active part in your Association. To express yourselves through the medium of "The Auctioneer" as being a member makes you a part owner of the publication and the more material you submit the more interesting and the more benefit all will derive from it.

Col. Dale Baden, Texas.

Col. Frank D. Harz, Kansas.

\*Col. C. J. Hedblom, Minnesota.

\*Col. Curtis W. Hix, Ohio.

Col. Earl A. Clauer, Wisconsin.

Col. Ray Gevlinger, Wisconsin.

Col. Don Lloyd, Wisconsin.

Col. Myrle Lloyd, Wisconsin.

Col. Willard Olsen, Wisconsin.

Col. M. P. Parkins, Wisconsin.

Col. Frank VanVegel, Wisconsin.

Col. Peter VanVegel, Wisconsin.

Col. Gene Slagle, Ohio.

Col. Ken Barnicle, Missouri.

Col. Hobart W. Farthing, Ohio.

\*Col. Robert D. Brown, Iowa.

Col. A. J. Billig, Maryland.

\*\*Col. James Dale McClarren, Ohio.

Col. John C. Watson, Ohio.

Col. Earl J. Elfner, Pennsylvania.

\*Col. Roy Walter, Missouri.

\*Col. Edward J. Burbank, New Hampshire.

\*Col. Charles Ackerman, Michigan.

\*Col. Harry H. Hawk, Ohio.

\*Col. Ray E. Linder, Ohio.

Col. Dick I. Boyd, Oregon.

Col. Max Feilshus, New Jersey.

\*Col. George J. Sakel, New Jersey.

\*Col. F. E. Fitzgerald, North Dakota.

Col. Arthur I. Forbes, Michigan.

\*Col. Jim Wilson, Ohio.

\*Col. Charles D. Garrison, New York.

\*Col. Thomas E. Emery, Pennsylvania.

Col. Edmund A. Hock, Michigan.

Col. W. E. Weaver, Ohio.

\*Col. Charles E. Ford, Illinois.

\*Col. Ingham Idso, North Dakota.

Col. Whitt G. Sessoms, Virginia.

Col. George Vander Meulen, Michigan.

Col. Pierce P. Wall, New Jersey.

Col. Dale A. Dean, Michigan.

\*Col. C. C. "Connie" McGennis, Missouri.

\*Col. Art Long, Illinois.

Col. Kenneth Bumgarner, Ohio.

Col. Arthur R. Borton, Ohio.

Col. Morton M. Goldberg, Louisiana.

Col. Milton J. Dance, Sr., Maryland.

Col. Kenneth Richardson, Texas.

Col. Milford Campbell, Indiana.

Col. Ray H. Feragen, Montana.

Col. Carl T. Bartlett, Sr., Indiana.

Col. Carl T. Bartlett, Jr., Indiana.

Col. W. L. Carter, Virginia.

Col. Archie Boyce, Canada.

Col. Sam Forbes, Colorado.

Col. R. B. Dennis, Pennsylvania.

Col. Cylas A. Grimes, Indiana.

Col. Vernon I. Cole, Michigan.

Col. G. R. Green, Minnesota.



Col. Harold V. Buckman, New Hampshire.  
 Col. Lynn Byerly, Iowa.  
 Col. Ray J. Hohmann, Iowa.  
 \*Col. Don Decker, Illinois.  
 \*Col. Paul W. Griffiths, Iowa.  
 Col. Paul L. Owens, Idaho.  
 Col. Ned F. Gregg, Ohio.  
 Col. S. Ray Holland, Iowa.  
 Col. Clare Brown, New York.  
 \*Col. Jason Johnson, Iowa.  
 \*Col. Archie Shore, Illinois.  
 \*Col. Dave Shore, Illinois.  
 \*Col. Jack Shore, Illinois.  
 \*Col. Daniel C. Poole, Maryland.  
 Col. Dan Johnson, Connecticut.  
 Col. Carl Matthews, Pennsylvania.  
 Col. Bob Smith, New York.  
 Col. Oran E. Ross, Indiana.  
 Col. Floyd Munsell, Minnesota.

\*Denotes Renewals.

\*\*Denotes in Armed Services.

## Toy Soldiers Collectors' Items

For five generations, the Wooster family has been making toy soldiers, beginning in Germany back in 1836. Today, "Knight's Castle", the New York City Shop operated by August Paul Wooster, his wife Rose, and Son, Clive is a headquarters for toy soldiers collectors—from wide eyed small boys to equally eager retired businessmen—all over the world. Wooster's stock of over a million military miniatures include troops of nearly every regiment in history, each tiny figure authentic in every detail.

### JASPER COUNTY (IOWA) ASSN HAS FIRST ANNUAL SALE

Nearly \$27,000 was brought by 271 head of Aberdeen-Angus at the first annual sale of the Jasper County Angus Association at Colfax, Iowa, November 18.

The 37 head of club steers averaged \$121, and 46 head of purebred heifers, \$100. The feeder calves (150) averaged \$22.35 per hundredweight for steers and \$17.50 per hundredweight on heifers.

The top club steer was consigned by Fleck and Vander Werff, Sully, Iowa, and purchased by Philip Vander Camp for \$172.50. Top heifer, consigned by Fleck and Vander Werff, was bought by Grosbeck Farms, Des Moines, for \$272.50.

There were 40 cows sold, with the top cow consigned by Clement Brothers of Newton and selling for \$230.

## Live Stock Exchange Auction Prices Rise

Prices were up all along the line at yesterday's auction at the Michigan Live Stock Exchange.

A gross volume of \$124,645 went to 373 consignors for 451 cattle, 170 calves, 779 hogs and 327 sheep and lambs. Top bids respectively were \$25.10, \$33.75, \$27 and \$22.40.

Will Leston and Harold Leston of Lake Odessa each sold steers in the 800-pound bracket at the top, and just under, at \$25 a hundred-weight. Inland Orchards of Marshall sold a 1,025-pound steer at \$24.30.

Vern Stall of Charlotte received the top on calves, while Leslie Hagenbuck of Three Rivers received \$33.50. Ben Fries of Eaton Rapids was paid \$32.75 and G. Broadbent of Grand Ledge received from \$32.25 to \$32.50 on two calves.

"Doc" Lewis of East Leroy was paid the top of \$27 on hogs, for eight head that weighed 1,740 in all. Don Gelding of Delton sold six head at \$26.90, while several more went at \$26.80.

Clifton Lutz of Ceresco sold 20 lambs at the day's top of \$22.40, while Clynt Carpenter of Coldwater ? ? ? ?

## New Connecticut Law Requires Bonding

By the Secretary

Do you know that Connecticut has become the 39th state having a license law with enactment of a real estate statute. The law requires examinations for license and provides for surety bonds in the amount of \$2500 for brokers.

As I write this I try to imagine what a pleasure it would be to write of an Auctioneering law approved and passed by the Auctioneers. Wake up Colonel.

### WHICH IS THE HEAVIEST BULL—HOLSTEIN OR HEREFORD

The Holstein originating in Holland, is the largest of the dairy cattle; the Hereford originating in England, the largest of the beef animals. Our authority says a Holstein runs from 1,600 to 2,400 pounds, the Hereford from 1,500 to 2,300 pounds.



## Successful Pointers

By ~~Managing Editor~~ *B. S. Coats*

**BE HONEST AND TRUTHFUL:** This is not a platitude. In the auction business, honesty and truthfulness is GOOD business. You can't afford to get caught and in the end, you will. It isn't worth taking the chance.

**KNOW YOUR OFFERINGS THOROUGHLY:** Successful selling is dependent on confidence. If you don't know what you are selling and the value of it, you are not building confidence.

**MAKE AS MANY CLIENTS AS YOU CAN:** It is clients that count in the auction business. If you know your Client's problems, you can meet them and intelligently help to solve them. The best recommendation an Auctioneer can have is satisfied Clients. They tell others. They advertise you.

**GET YOUR AGREEMENTS IN WRITING:** The Statutes in many states require signed agreements. Make agreements so that they cannot be misconstrued. Auctioneers are working for commissions, not law suits.

**CHARGE THE FULL COMMISSION:** Cutting commissions becomes a habit. The Seller does not respect you for it. If you once start you will soon have a reputation you can't live down, and it will be almost impossible for you to get full commission again.

**BE ACTIVE IN THE LIFE OF YOUR COMMUNITY:** Join committees and do your share of the work, attend meetings, join service clubs, go to your City Council, your School Board. Be active in Community Chest, Red Cross and all Civic Improvements. Be sure they know who you are, and what business you are in.

**KEEP LEARNING—BE AHEAD OF THE TIMES:** It is not enough to be up to date, you must keep ahead of the times. Be active in your state and national Associations. There is no business which requires so much knowledge of so many things as the auction busi-

ness. You must know.

**DON'T KID YOURSELF — FACE FACTS:** Knowledge, ability, imagination, integrity—these are your prime assets in the auction business. Analyze your efforts and spend them productively.

**DON'T PROCRASTINATE:** You can't wait until tomorrow in the auction business. If you do, some other Auctioneer may beat you to the Seller. It is never too late to consummate a deal today.

**DON'T BE AFRAID TO TRY:** Don't be afraid of a sale because it is big or unusual, or you have never had one like it before. You will learn something everytime you try.

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## Enthusiastic Data

## Pours In From All

## Forty-Eight States

By the Secretary

From every state members are writing in giving an expression of their appreciation for the benefits they are deriving from reading "The Auctioneer" and along with their letters are applications for membership. New members that want to do what they can and give of their services for their Association and their profession.

Every member recently received a letter and two application cards for membership with a request that they be returned properly filled in, so that we could reach our quota of 2500 members before convention time. Many have responded by selling two memberships each, while others are waiting. Now if all will do their bit, and do it now, a mighty big job will have been terminated. We not only want to give our time and thoughts to other matters, but we are going to have to give a large amount of space in the next few issues of "The Auctioneer" over to the convention. How about it fellows? Do your bit now and watch our membership zoom.



# Auction Activity Business Barometer

The National Auctioneers Association has placed its name indelibly upon the records of numerous national publications, Chambers of Commerce and Publicity Bureaus of many cities. The Association's headquarters is being deluged by letters for information about the Association, also for what information we have as to business trends. The Association is able to supply this information only in so far as it comes to us through the membership. Every member should become a dynamo of activity in behalf of his Association. It is now recognized that the auction business is a true barometer for accurate appraisal of general business trends. Have you reported to your headquarters present business conditions in your section of the country. Are you aware of what your Association is trying to do for you, and are you awake as to what you should do for your Association?

On January 18th, your headquarters received a letter from a western business man requesting that we recommend to him an auctioneer qualified to sell at public auction his entire stock. The letter was referred to the state Association as we felt that they would be far better qualified to recommend the Auctioneer for that particular job. Just two days later three other requests arrived from Alabama, Vermont and Oklahoma. We have a golden opportunity to be of vast service to the business men of America, and the more members we have the more opportunities we will have to help one another. "Stay in there and keep pitchin" Colonel.

"Did you see me? I was half back at the big football game yesterday."

"Half Back? G'wan, I didn't see you."

"Yes, I was. I tore the tickets in two and gave half back."

## Six Heifers and A Bull

R. Alden Weaver, Lewisburg, Ohio, has had six heifers and a bull from Nancy of Maple Shade, that was born May 2, 1945. On November 15, 1946, at the age of 18 months and 13 days, "Fancy", had her first set of twins. In June of 1949, April of 1950 and February of 1951, she gave Mr. Weaver a heifer calf. Then, on November 13, 1953, "Fancy" again delivered to her owner twin heifers. She has been on D. H. I. A. test and has milked between 10,000 and 12,000 lbs. of milk for the past three years.

## Eastern N. Y. Livestock Auctions

Prices for week ending January 22, 1954, as reported to N. Y. State Department of Agriculture and Markets.

The cattle market remained steady with demand moderate; supplies increased. Prices per cwt.: Beef type steers—Good grade \$20-23.50; Medium \$15-19. Dairy type heifers for slaughter—Good grade \$15-17; Medium \$13.50-15; Common \$9.50-13. Slaughter cows—Good grade \$12.50-13.40; Medium \$11.70-12.50; Cutters \$10-11.50; Heavy Canners \$9.00-10.20; Light Canners \$7.50-9.00; Shelly Canners \$7.50 and down. Slaughter bulls—Good grade \$16-17.50; Medium \$15-16.50; Common \$11.70-14.

The calf market was generally steady with last week. Demand was moderate and supplies increased. Prices per head: Choice Veals \$70-78, top \$92; Good \$60-70; Medium \$50-59; Common and Culls \$35-52; Bobs, over 85 lbs., \$18-33; Bobs, 65-85 lbs., \$11-17.50; Bobs, under 65 lbs., \$11 and down.

The hog market held firm. Demand was moderate and supplies increased. Prices per cwt.: Choice weights \$25-26; Heavy weights \$19-25; Medium and Light Sows \$20-40-21.30; Heavy Sows \$17-21; Heavy Boars \$11-12.10; Shoats \$14-15 each; Small pigs \$6.50-19.50 each.

One begins to see a certain resemblance about that passport photograph after twelve hours at sea.



## Clippings

By COL. E. T. NELSON

Make Friends. If you are going to sell, always remember one thing: Personality is tremendously important!

Never forget it! Auctioneers have won big accounts, and held them for years simply because they were likable fellows.

You see, MOST of us prefer to buy things from people we like.

Very often you can list several reasons why you bought one item instead of another. But if you get to the bottom of it, the real reason was because you liked one auctioneer better than the other.

It's an add thing, but . . . IT'S TRUE.

If you like someone, you tend to believe what he says.

Now you are probably an auctioneer, if you read this, so this is why people will like YOU:

They like good appearance. They like, clean, neat and good smelling auctioneers.

People don't like people who are dirty, unkempt, have bad body odor, bad breath or dirty hands and nails.

Each of these loses more sales than we can ever dream of, that's why. . . . a good auctioneer doesn't take chances with any of them.

We also like people who are cheerful.

So if you can't smile easily, go see your doctor. Maybe you are not up to par.

Maybe you need some liver and iron!

—John L. Beckley in Let's Sell!

Lots of good thought in those lines, isn't there? I hope the committee asks me to speak further on the topic I had in Columbus, Ohio last summer. I would like to work with a panel at Omaha, Nebraska with the heads of the other Auction Schools in America, to help improve the teaching methods in the Auction Schools.

Remember the dates for next summer. July 16, 17, and 18. I intend to be back from the West Coast to attend this one, too..

Keep boosting for more in 1954.

## Oklahoma's Top 1953 Beef Cattle Auctions

### ANGUS SALES

Sunbeam Farms, Miami, avg. \$5,822 on 63.

Angus Valley Farms, Tulsa, avg. \$5,503 on 66.

Quality Prince Sale, Stillwater, avg. \$1,094 on 54.

Southwest Regional, Tulsa, avg. \$795 on 55.

Okla. Angus Ass'n, Oklahoma City, avg. \$632 on 54 head.

OK&T Ass'n at Buffalo, avg. 388 on 143 head.

Southwestern Ass'n, Sayre, avg. \$378 on 62.

### HEREFORD SALES

**Horned and Polled Herefords are combined in this report. Polled sales are indicated by (P):**

Okla. Hereford Ass'n, Oklahoma City, \$721 on 62 lots.

Shiflet & Shiflet (P), Red Rock, \$548 on 56.

Magic Empire Ass'n (P), Tulsa, \$506 at 43.

Hereford Heaven Heifer Sale, Sulphur, \$479 on 34.

R. D. Cravens Ranch, Oklahoma City, \$476 on 75.

Magic Empire Ass'n, Tulsa, \$468 on 43 lots.

Okla. Polled Hf'd Ass'n (P), Enid, \$407 on 47.

Stan-De Ranch, Watova, \$367 on 84.

Northern Okla. Hf'd Ass'n, Perry, \$363 on 88.

C. J. Hulsencamp Dispersal (P), Broken Bow, \$353 on 54.

Hereford Heaven Range Bull Sale, Ardmore, \$350 on 141.

Weber Farms Dispersal, Bartlesville, \$349 on 172.

5-State Hereford Ass'n, Boise City, \$336 on 62.

S. W. Okla. Hereford Cattlemen's Ass'n, Lawton, \$335 on 70.

Hunter-Kramer Joint Sale (P), Waukomis, \$335 on 74.

Okla.-Kansas Ass'n at Blackwell, \$320 on 88.

Garfield County Ass'n, Enid, \$309 on 70.



## "The Auctioneer" Reprint Rules

Several requests are being received by "The Auctioneer" for reprints of its material, for permission to make reprints, and for permission to reprint its material in other publications. "The Auctioneer" wants to grant such requests whenever possible. We consider it a tribute that so many Auctioneers want to make further use of our articles.

However, to protect our copyright ownership and to prevent use of "The Auctioneer" material for propaganda or ballyhoo, we have had to lay down certain limitations on reprints. These limitations have been evolved after serious consideration. As rules, they have the defects of all rules in that they sometimes seem a little foolish or unnecessary, but they are the best rules that we have been able to establish and from time to time are subject to change, if such a change is for the betterment. We have tried to keep them as simple as possible, and hope you will bear with us when we insist that they be followed literally, strictly and in every case. They are:

1. No articles can be condensed, supplemented or otherwise altered.
2. Reprints are permitted only upon

request to and on the authority of The National Auctioneers Association. Each instance of reprinting, however, must be made the subject of a separate request. The following credit acknowledgement must be appended to the material reprinted:

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3. If reprint is in the form of a separate booklet or folder, no extraneous printed matter may appear on the reprinted copy.

4. A copy of all reprinted articles must be submitted to "The Auctioneer" for our files.

"The Auctioneer" wants to cooperate with all the members of the National Auctioneers Association whenever possible to grant your requests, but our copyright ownership must be fully protected at all times.

X He was a young minister and he had only recently taken over this new parish. So what was his embarrassment, after he had finished his sermon that Sunday on his favorite topic, "Sin" and was shaking hands with his parishioners at the door, when a beautiful young woman came up to him and gushed. "You're wonderful. I really didn't know what sin was until you came!"

GENERAL ELECTRIC, WESTINGHOUSE, SUNBEAM, GRUEN, HOOVER, BENRUS, PROCTOR, PEPPERELL, LIGHTERS, FANS, TOASTERS, MIXERS, DRILLS, HARDWARE, WATCHES, TOOLS, TELEVISION, PAINT,

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HOLLYWOOD, CASCA, WM. A. ROGERS, CLOCKS, ALUMINUM WARE, SOFT GOODS,

DORMEYER, UNIVERSAL, EKCO, CANNON, TOYS, BLANKETS, FURNITURE, PREMIUMS,



# There's Nothin' That Can't Be Sold

Courtesy Saturday Evening Post

By MORTON M. HUNT

Are you by chance, in the market for a dozen fine old lead-weighted cobblestone tampers? Would your local Bird Watchers Society like an aircraft range finder to help study the rose-breasted grosbeak? How about some handy face-camouflage paint, a crateful of mixed odd-size ball bearings or a truckload of baby-blue shmoo-shaped novelty clocks?

All these and hundreds of thousands of other unusual buys can be found in the stores and warehouses of America's most peculiar group of businessmen—the surplus dealers. These scavengers of industrial society care not whether it's the leftovers of war, a batch of fire-damaged goods, an excess inventory of last year's radios or mouthwash, the rejects turned back by Government inspectors or the odds and ends of a bankruptcy sale—whatever the merchandise, if they think it can conceivably be sold at a profit, they buy it and stash it away.

In consequence, a diligent snooper in the murky depths of their stores can find anything from a ginger-peachy mine detector for relocating buried back-yard cash for only fifty dollars—it cost Uncle Sam \$300—to an old-fashioned school desk for five dollars or a barrellful of rubber toilet-tank balls for a mere ten dollars. It doesn't matter how odd, unlovely or seemingly useless the object is: the surplus dealer will buy it if the price is right, for the supreme credo of this industry is: "There's nothing that can't be sold."

To the average persan, surveying the wild disarray of a typical surplus store, that credo would seem like utter nonsense. "How could you ever sell this rubbish?" he asks, scornfully shoving aside a heap of shoes, thermometers and rusty iron pipe fittings. He squints at what lies underneath. "H'm," he h'ms, "whats this? An altimeter? Does it work O.K.?" He handles it lovingly and adjusts the setting a few times. "Be just the thing to have in the car for driving over the Rockies," he says reflectively. "What do you want for this thing, anyhow?" The average person is about to come down with

"surplus fever," the prime symptom of which is the delusion that some unlikely piece of equipment is exactly what he's always needed, though he never knew it.

Some of the younger surplus dealers run their stores in a normal businesslike way, but your true-blue veteran surplus dealer wouldn't dream of it. He revels in the heap, the pile, the mess, in which the customer can make "finds." Take, for instance, the establishment of E. Ziegler & Son, on Lafayette Street in downtown New York. Here a customer must squirm his way along a narrow jungle path that twists erratically between ceiling-high piles of stuff, crated and uncrated, stacked and shoveled, placed and just plain tossed. The customer is free to look around and paw through it all; the management merely hopes he won't start an avalanche.

Upstairs in a surprisingly orderly office, Elias Ziegler tilts back in a chair and talks on the phone all day. Ziegler is a big, powerful, rumped-looking man with a mobile face, a booming voice and a stiff thatch of graying hair. When his hair was still brick-red at the start of the depression, Ziegler was a young husband and father in search of a job. One day he passed a warehouse where a bankruptcy auction was going on and stopped in for a look. Next thing he knew, he was carrying out armloads of fluffy toy poodles which he had bought for pennies each. Christmas was one day away, so he hastily stuffed his poodles in the back of a shockingly dilapidated car—for which he had paid seven dollars—drove up to Harlem, and in fifteen consecutive hours in a bitter-cold building entrance he sold the whole lot—quadrupling his little investment. That did it; from then on Ziegler quit looking in the "help wanted" pages and read the notices of auction sales instead.

Within the next few years young Ziegler had taken fliers on surplus hats, outmoded juice dispensers, spoiled meat—which went to a soapmaker—discolored face powder, farm horses and dozens of other items. Soon the seven-dollar car gave way to a dingy loft, for some purchases had to be stored and kept until



the right customer could be located. Once, for instance, an undertaker's supplier sold him 1500 surplus burial shrouds dirt cheap, but neglected to point out that they were all of the smallest adult size. Ziegler kept them for months until he got an inspiration and sold the whole consignment to various undertakers in Chinatown.

Surplus dealers like Ziegler have to have limitless knowledge of our contemporary culture, because they get opportunities to buy and sell almost everything. When the Normandie was being converted to a troopship, the Lalique carved-crystal walls of the main dining room were disassembled and stored. After the great ship had burned, the glass was auctioned off. Ziegler bid \$450 for the 100-ton lot and won it. Other surplus dealers snickered, but Ziegler hunted up an architect who bought the glass for a high-class gambling house in Rio. "I got a fabulous amount for it," says Ziegler, "and the boys around town began to know what kind of a man Ziegler was."

Since the last war, Ziegler, like every other surplus dealer, has simply wallowed in vast amounts of military material. Uncle Sam dumped \$27,000,000,000 worth between 1946 and 1949. Ziegler today has three warehouses crammed from floor to ceiling with insignia buttons, piston rings, gas-tank valves, hatbands for French sailors, spark plugs, wooden muddlers—1,000,000 count 'em—radio tubes, empty scabbards, gears, solenoids, and so on and on. In addition, he avidly buys new stocks of surplus or rejects from industry every week. Glued to the phone from morning until night, he combs the country for suppliers or manufacturers who might need the things he has in stock. He isn't giving any figures on how well he succeeds, but, instead of a seven-dollar jalopy, he now has a \$5000 car and a big Park Avenue apartment.

Ziegler's son recently urged that the firm quit adding to its inventory and concentrate on selling off some of the stock. "I can't stop buying," Ziegler answered. "I see something I like, I've just got to get that item. As for unloading what

we've got, we have to wait for exactly the right customer. What we have is junk today, but tomorrow it may be diamonds."

Perhaps the best-known story of surplus is that of the Texas farmer who successfully offered the War assets Administration \$6.89 in 1946 for a lot of 168 "aircraft computers," which he told a Senate committee a couple of years ago he had supposed to be some kind of cardboard slide rules. The computers, however, were electronic fire-control instruments, each of which weighed 770 pounds and had cost \$7200. New and still crated, they covered an acre of ground, and the farmer tried to wriggle out of the deal when he found it would cost him \$4000 to move the crates to his farm. Having been forced to do so, he phoned Wright Field, discussed his purchase with some officers, who soon flew down for a look, and wound up selling the entire lot back to the Air Force for \$63,000. A bargain all around—except for that celebrated fall guy, the American taxpayer.

Surplus dealers seldom hit it that lucky; in fact, one informal survey showed that only 30 per cent of surplus deals were at all successful. The rest resulted in lemons, stinkers, dogs and stiffs. "What a bunch of phonies we are!" dealer Harry Scotch, of Quincy Massachusetts, remarked at a dealers' meeting not long ago. "All we tell about are the good deals; we 'forget' all the rotten ones except when it comes to our income-tax returns."

A classic near miss happened to the Boston Merchandise Mart, a firm run by a father and son named Covich. A couple of years ago a peddler offered them a pile of aircraft spark plugs from which copper, then quite hard to get, could be salvaged. The Coviches gave the junkie seventy-five dollars for the heap. Several days later a fellow dealer dropped by and casually offered to buy the plugs. The Coviches settled with him

(Continued on Page 28)



## World's Largest Farm Implement Auction

The world's largest farm implement auction is located at Archbold, Ohio, fifty miles west of Toledo on Highway R2. It is owned and operated by Yoder and Frey, Inc., both members of the National Auctioneers Association. They also publish P and H Listings which give you the present day market value of all kinds and types of farm machinery and equipment. Their predictions on things to come are followed by farmers and machinery dealers throughout the country.

1953 was a year in which Yoder and Frey sold 23,000 pieces of machinery, including 4,000 tractors. Here in Archbold at the auction you can get a mighty good idea of the trend of prices and the kind and type of farm machinery that is in demand. These boys really sell and if you want a real treat just stop in on any of their sale dates and you will see the largest array of machinery and equipment pass through their sale in machine gun rapidity. Here are their sale dates for 1954:

January 12 & 26	July 13 & 27
February 9 & 23	August 10 & 24
March 9 & 23	September 14 & 28
April 13 & 27	October 12 & 26
May 11 & 25	November 9 & 23
June 8 & 22	December 14

Auctioneers traveling by automobile to and from the national convention will make excellent use of their time by visiting the world's largest farm implement auction.

† An actor entered a psychiatrist's office and said: "My worries are financial. Now tell me what's the first thing I'm to do."

The psychiatrist said: "First thing you do is pay me \$500. in advance."

"\$500!" screamed the actor. "How is that going to solve anyone's financial troubles?"

"It will my landlord's," returned the psychiatrist.

## Old-Style Yankee Merchant

† Years ago, the general store at every country crossroads kept molasses in a barrel, cookies in bulk, bolts of print goods on a shelf, a rack of horse collars hanging from the ceiling, and a big glass dome on the counter to cover the round of aged Cheddar cheese (from which generous samples were freely given.) Not any more. Harry Burr's store in Springfield, Maine, is one of the few general stores still left where things are just about the same as they used to be. The store has been in business nearly a century; Mr. Burr, who is 83 now, took over when his father died, 50 years ago. It still carries such items as slate pencils and kerosene lamps. There isn't a very big demand for them nowadays, but Mr. Burr says, "Everything sells in due time."

## North Carolina License

In the January issue we published for the information of the entire membership a compilation of the various states requirements for licenses.

It has come to our attention that the state of North Carolina has a license that imposes a fee of \$250.00 annually upon every Auctioneer that sells real estate in North Carolina at Public auction. Should an Auctioneer operate in selling real estate at public auction in one county then the license fee is \$75.00. Should you want further information of the North Carolina license law write to North Carolina Department of Revenue, License Tax Division, Raleigh, North Carolina. This information comes to us through the courtesy of Colonel I. F. Rochelle, Roanoke Rapids, North Carolina.

† Advice to men: "Never tell a girl anything.—Most of them think they already know everything."



# March Sales Of Aberdeen Angus

**March 1**—North Central Missouri Breeder's Association Spring Sale, Chillicothe, Missouri; Lewis Anderson, Secretary, Chillicothe.

**March 2**—Northwest Oklahoma Angus Association Show and Sale, Enid; Carl Bumpers, Sale Manager, Enid, Oklahoma.

**March 2**—Indiana Angus Association Sale, Indianapolis, Indiana.

**March 2**—Chariton Valley Angus Sale, Kirksville, Missouri; Grover C. Moritz, Sale Manager, Kirksville, Missouri.

**March 3**—Southeast Oklahoma Angus Sale, Antlers; J.O. Cobb, Sale Manager, Mayers, Oklahoma.

**March 3**—Bil-Mar Plantation, Delhi, Louisiana; W. P. Martin, Sale Manager, Delhi.

**March 3**—Eastside Farm, Amos D. Roth & Sons, Morton, Illinois.

**March 3**—Des Moines River Valley Sale, Boone, Iowa; W. C. Robertson, Chairman, Bayard, Iowa.

**March 3**—Northeast Missouri Aberdeen-Angus Breeders' Association Sale, Memphis, Missouri; Paul Van Meter, Secretary, Queen City, Missouri.

**March 4**—Henry L. Siemsen & Son, Dixon, Iowa, Raymond Kile, West Liberty, Iowa; Walt J. Kiehl, Mechanicsville, Iowa Joint Sale. To be held at New Liberty, Iowa.

**March 5**—North Dakota Angus Association Winter Show & Sale, Valley City, North Dakota; Ray Buchanan, Secretary, Fargo, North Dakota.

**March 5**—Hart County Aberdeen-Angus Breeders' Association Spring Show & Sale, Horse Cave, Ky.; Ralph McManigal, Secretary, Lexington, Ky.

**March 5**—Maryland Spring Sale, Frederick, Maryland; Maryland Aberdeen-Angus Association, Sale Manager, Towson, Maryland.

**March 6**—Highlands Farm, Round Hill, Virginia and Ellington Farm, Rutherglen, Virginia Joint Sale to be held at Richmond, Virginia.

**March 6**—Meier-Taylor Sale, Jackson, Missouri.

**March 8**—"All Purple" Sale, Old Elkton Farm, Forest, Virginia.

**March 9**—Le Baron Farms Sale, Warrenton, Virginia.

**March 9**—Malpi Angus Breeders Association Sale, Amistad, New Mexico; J. H. Anglin, Sale Manager, Amistad.

**March 10**—Tom J. Hitch & H. R. Duncan, Knoxville, Tennessee.

**March 10**—Mississippi Aberdeen-Angus Breeders Association Bull Sale, Canton, Mississippi.

**March 10**—Gregg Farms Dispersion, Belton, Missouri; J. B. McCorkle, Sale Manager, Smithville, Mo.

**March 11**—OK Angus Association Show and Sale, Blackwell, Oklahoma; Art Coffey, Perry, Sale Manager.

**March 11**—Arkansas Annual Fitted Sale, Arkansas Livestock Show Grounds, Little Rock.

**March 11**—North Carolina State Sale, Greensboro, North Carolina; Van W. Holsapple, Sale Mgr., Greensboro.

**March 11**—Sixth Annual Breeders Quality Show and Sale, Greensboro, North Carolina; Van W. Holsapple, Sale Manager, Greensboro.

**March 12**—French Broad Farm Sale, Lexington, Ky.

**March 12**—U. S. Center Sale, Smith Center, Kansas.

**March 13**—C. V. Whitney Farms Sale, Lexington, Ky.

**March 13**—Al Buschow & Sons Production Sale, Blue Hill, Nebraska. Sale at Grand Island, Neb.

**March 15**—Ames Plantation-Berrybrooks Angus Farm Sale, Grand Junction, Tennessee.

**March 15**—Saline County Association Sale at Ewall Harris Farm, Galati, Illinois; L. E. Davis, Eldorado, Illinois, Sale Manager.

**March 15**—South Carolina Aberdeen-Angus Breeders' Assn. Annual Quality Sale, Columbia, South Carolina; J. M. Wingo, Secretary, Pendleton, South Carolina.

**March 16**—Oklahoma Angus Association State Show and Sale Oklahoma City; Doyle Chambers, A. H. Dept., Oklahoma A. & M. College, Sale Mgr.

(Continued on Page 44)



## BOOSTERS FOR "THE AUCTIONEER"

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

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### **ELSEWHERE**

The Ladies' Auxiliary of the  
National Auctioneers Association

## ***ADVANCE - - - - NOTICE***

Never let it be said that you did not know the date  
and place of our 1954 National Convention, for here it is.

# **JULY 15 - 16 - 17**

# **OMAHA - - - - NEBRASKA**

Where the Smile of Hospitality  
Comes from the Heart

## **CONVENTION HEADQUARTERS**

## **Hotel Fontenelle**

*Our Hosts*

## **NEBRASKA AUCTIONEERS ASSOCIATION**



## **THERE'S NOTHIN' THAT CAN'T BE SOLD**

(Continued from Page 23)

for \$125 and cheerfully pocketed their quick and easy profit. Their cheer curdled a few weeks later when the grapevine brought in word that those particular plugs were an Air Force special, with platinum points. At ninety dollars an ounce, the points alone would bring in something like \$12,000.

A young veteran in Philadelphia recently bought a terrific bargain—big factory electric wall clocks, in walnut cases, for half a buck each. but as though it weren't enough that they run only on twenty-four-volt current, they all have to run off a master clock—which he didn't get with the deal—and the young vet is liable to be old and gray before he finishes unloading that particular purchase. A dealer out West has 400,000 pairs of obsolete Army leggings, for which the demand is, to put it mildly, imperceptible. And in a warehouse in Massachusetts there are some frogmen's rubber suits from World War 1, not one of which has been sold in 10, these thirty-five years.

Despite this sort of risk, a certain number of tough-grained, ruggedly individualistic traders are drawn into the business continually. The first of the modern surplus dealers got their start when the United States Government, after the Spanish-American War, decided to unload the excess material that had been cluttering up the armories since 1864 or thereabouts. A merchant named Francis Bannerman bought so much of this stuff that he also had to buy an entire island just above West Point to store it all on. At the Bannerman store, on Broadway, you can still get sun helmets from 1898, Civil War horse hobbles and canteens at surplus, not antique-store, prices.

After World War 1, the Government dumped some \$6,000,000,000 worth of goods on the market, and there sprang up overnight some 5000 Army-Navy stores—supplied by the wholesalers, our friends the surplus dealers, who were growing in numbers and skill. Many a surplus dealer also runs his own retail

store. But the War assets Administration, set up shortly after World War 11, put the past to shame by getting rid of \$27,000,000,000 worth of surplus in three years. Again the Army-Navy stores multiplied, and men—especially veterans with their temporary preference priorities—rushed into the risky business of becoming the dealers who supplied them.

Some lads who started with a few hundred dollars in 1946 today have businesses that gross \$250,000 or more a year; many others bought dogs, and consequently are today employed in other lines of endeavor. There are, at an estimate, some 2000 to 4000 surplus dealers in the country today, not including secondhand-machinery dealers, old-clothes men, scrap-metal dealers and other types around the periphery of the real art.

The Korean war dried up all military-surplus sales for a while, but in the last couple of years the General Services Administration has each year entered into its books surplus sales representing

(Continued on Page 30)

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## **WANTED**

To be placed on the mailing list of  
Auctioneers selling JADES-BRONZES-  
IVORIES - PORCELAINS - DENTAL  
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Send me announcements of your  
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# Indispensable To Success

By *B. J. Carter*  
MANAGING EDITOR

There are many essentials in the makeup of the successful Auctioneer that are important enough to dwell upon.

Paramount among these is a love for the auction business. And another is what can perhaps best be described as "auctioneering sense." The two go very well together, for the Auctioneer who is a good judge of human nature very definitely has a love for the auction business.

Successful Auctioneers love their business. That is why they are successful. The Auctioneer that loves his business and is striving to make a success of it, belongs to his state and national Associations. He attends their meetings for he knows that he will benefit by it. He talks auction at every opportunity. He has an unbounded enthusiasm for his business along with complete confidence in the profession in which he is engaged. He must feel that the Auctioneering profession is the best for him, and at the same time be courteous to those who have other views. From that conviction comes the enthusiasm that is so important. Confidence begets confidence and enthusiasm acts likewise. One goes with the other and together they make for success—success that is measured in results. The successful Auctioneer generates business. He lives his business and never lacks for words in extolling its virtues. He uses advertising space as often as he can for he knows the value of the printed word. He can visualize the impact on others that comes from the accumulated mass of advertising done by him and his fellow Auctioneers. He is an avid reader of every thing auction and knows what is happening in every part of the country with respect to auctions. He is informed on countless subjects that have a direct bearing on his auction business.

Other Auctioneers' successes are his and vice versa, for he knows the build-

ing of actioneering progress carries the profession forward. He knows that through organization such progress can be achieved and that to travel the road alone spells defeat. Love your business, serve your Association. That's it.

If you haven't that natural "auctioneering sense," then do the most you can to obtain it. If you're not naturally a good salesman (Auctioneer), then use every bit of help and information you can secure, and you will never get it by remaining aloof from your fellow Auctioneers. Above all have faith in yourself, your profession and your Associations, then let your enthusiasm have full sway, and you will be pleasantly surprised the way your business will grow. You can't husk corn if you don't plant the seed.

## Kansas Auctioneer Takes 15 Head

Fifteen Hereford heifers, recently owned by R. F. Elmer, Bob White Hereford Farm, Enterprise, Kas., have been bought by Gene Watson, Hutchinson, Kas., Hereford auctioneer.

★  
He was peeved at himself and the world; the show had been rotten and he was all out of sorts. Stopping a fair usherette he demanded in a hard-boiled tone, "Say, where in hell's the men's smoking room?"

"Go right down the hall," she replied sweetly, "and turn to your right. You'll see a sign that says, 'Gentlemen.' Pay no attention to that sign. Go right in."

★  
Many a girl ends up with a large wardrobe when all she starts out with is a little slip.

★  
Parent: "What have you to say about my boy Herkimer's deportment?"

Teacher: "Grand. The sooner he's deported the better!"

★  
"But, little boy," said the librarian, "what on earth do you want with a book, 'Advice to Young Mothers'?"

Said the little boy: "I'm collecting moths."



## THERE'S NOTHIN' THAT CAN'T BE SOLD

(Continued from Page 28)

merchandise which originally cost \$400,000,000 or more. All in all, considering this and the industrial surpluses continually available, the surplus dealers are handling an estimated \$500,000,000 worth of lemons and hidden gold per year.

But let no man view it as a lush green pasture. It is a jungle, where sharpness of tooth and claw and fleetness of foot are essential. Staying alive in this jungle takes some very special skills.

One such skill lies in knowing how much to bid. A lot of surplus men believe in calculating the scrap value of the commodity and then bidding just a shade more than that. Supposedly, that way they can't get hurt too badly. But it is a slippery maxim. Several years ago, a struggling young bespectacled dealer in Ogden, Utah, named Harold Buck, saw a great mountain of crated rubber eighty-gallon gasoline tanks at a naval supply depot—thirty seven carloads of them originally worth more than \$1,000,000—and just for fun put in a bid of \$269, which was somewhere near the rock-bottom scrap value. This odd figure was arrived at by a typical surplus dealer's process: If the stuff was worth \$250, some other dealer also offering a sealed bid might put down that amount—therefore Buck had better raise it ten above the round number. However, since the other guy might figure the same, better shade it again to \$269. Buck thinks he may have added a few cents to it, although he's not sure. Anyway he won the tanks.

That's when his troubles started. Two trucks and four laborers were busy a full month moving the stuff into his storage yard, at a cost of \$2000 he couldn't afford. Then city officials said they were an eyesore and a fire hazard, and he had to move them all over again. The bottom of Buck's bank account was showing through, but he used his final dollars

to advertise the tanks to the public. No one would have been trampled in the rush; he sold barely three or four tanks each week, and for a year and a half it was touch and go with Buck's War Surplus. Since then he's imaginatively advertised the tanks as fishing boats, duckblinds, horse troughs and play pools, and only recently got rid of the last few. He smiles wistfully today when he remembers his first ad on these tanks, which read in part: Hurry and Get Yours While the Supply Lasts.

The really important thing in smart bidding is a sixth sense as to the inherent value of the object, even when one doesn't know what it is. Anthony Cottone, a dealer on New York's Canal Street who specializes in scientific instruments, saw on sale a couple of years ago a batch of 200 black, metal-and-glass things about a foot square and labeled Autocollimators. Inside were finely adjusted metal mountings and expensive parabolic mirrors. Cottone didn't know what they were for. Ordinary collimators are used to align optical instruments, but these weren't ordinary, and the naval sales officer wasn't talking. Still, on the basis of the labor that must have gone into them, he bid about four dollars each and got them all.

Then he ran ads in technical journals and found that laboratories around the country were quite happy to pay him two or three times that amount for his autocollimators. The very last one is on his shelf now, but to this day he has no idea what good the things are.

Having bought himself a deal, the surplus dealer starts thinking about a customer on whom to unload it. The capacity of the huge American public to absorb supposedly useless merchandise—if it's cheap—is constantly astonishing. Henry Modell, a bustling little bulldog-faced New Yorker whose camping equipment business is one of the country's largest, once sold 500,000 gas masks at nineteen cents each. "So who wants a gas mask?" Modell says. "I wouldn't begin to know. All I know

---

## WHAT IS ONCE WELL DONE IS DONE FOREVER



is this—at nineteen cents each, they wanted them.”

But for most items, some sales technique is needed, and a principal method is the artfully sloppy display. This seems to work magically upon both the gullible public and on shrewd fellow dealers. The heart of the nation's surplus business is New York's Canal Street. For about four blocks along this wide, busy downtown street, surplus dealers heap up their merchandise out on the sidewalk each morning on racks, in boxes, in barrels or lying loose. On a sunny day, the sidewalks are jammed with loiterers who have stopped to hunt for hidden gold, plus a thick infiltration of engineers, house builders and Ph.D.'s who have come down to outsmart the surplus men by finding big bargains.

The highest and noblest pleasure of selling, however, comes not from retail trade but from dealing with fellow surplus men. Here the skill and the ultimate joy lie in guessing how badly the other man wants something he's looking at and setting the asking price accordingly high. But both before and after this statement of price, the folkways of the trade call for a highly formalized ritual of feigned disinterest, brief anger and final rapprochement. Recently, for instance, a dealer in Chicago whom we will call simply Tony was asked by an electric-toy manufacturer for 100,000 mica insulators. Tony immediately promised delivery at six dollars a hundred. Then he hotfooted it down the street, lit a cigarette and casually strolled in on another dealer who, he knew, had that item in quantity. The stylized ceremonial dicker then proceeded as follows:

Tony: (ambling in as though to pass the time of day): Hello, Jack. What do you know?

Jack: What do I know? Ask me questions and find out.

Tony: How's business?

Jack: I'm doing great with soft goods, but I'm dying with aircraft parts. Maybe I need some new goods. Whaddya got today that I can buy? Name it, I'll buy it.

Tony: I got half a ton of ball bearings that I'll —

Jack: Good-by, Tony. Go away with the ball bearings. I got a cellarful. (Tony( hurt, flings down his cigarette and turns away.) Wait, don't go away mad. If I can't buy from you, maybe I can sell you.

(There now follows five minutes of discussion about items Tony isn't interested in, but about which he makes talk anyhow. Finally he “happens” to think of mica insulators.)

Tony: Listen, maybe I could use a few thousand mica insulators. You got any?

Jack: My boy, you're in luck. I got 150,000 that G.E. turned back. I'll give you a terrific buy. (His brain races as he tries to figure how badly Tony wants them. Jack paid fifty cents per hundred several years ago, would have taken seventy-five cents per hundred yesterday to get rid of them, but he senses that something is afoot, which changes the whole picture.) I'm going to give you a good deal—take them all from me for five dollars a hundred.

Tony: You got some sense of humor. Those damn things aren't worth a buck a hundred.

Jack: What are you—crazy? A dollar  
(Continued on Page 34)



Electrotypes of the National Auctioneers Association can only be obtained through the Association, and may be ordered by all members in good standing.

The emblem not only lets the public know that you are a member of the only all-National Auctioneers Association, but it also dresses up your advertising. It attracts attention.

**THERE IS NO PROFIT IN NEGLIGENCE**



## **"NO CLOCK UNLESS IT TICKS"**

There's the Holland Wall Clock, for instance, made in 1750, which is an eye-catcher. The pendulum in this model creates the effect of a stormy sea with tiny sail ships caught in its fury.

Col. Watterman said he gets his old clocks from friends who know of his hobby and contact him as soon as they run across an old specimen. He picks up some in his travels, especially in his state of Georgia. He would not venture a guess as to the value he'd place on his collection. But a Simon Willard banjo clock, of 1800 vintage, is a specimen of rare beauty and will cost between \$300 and \$1,500 depending on the design.

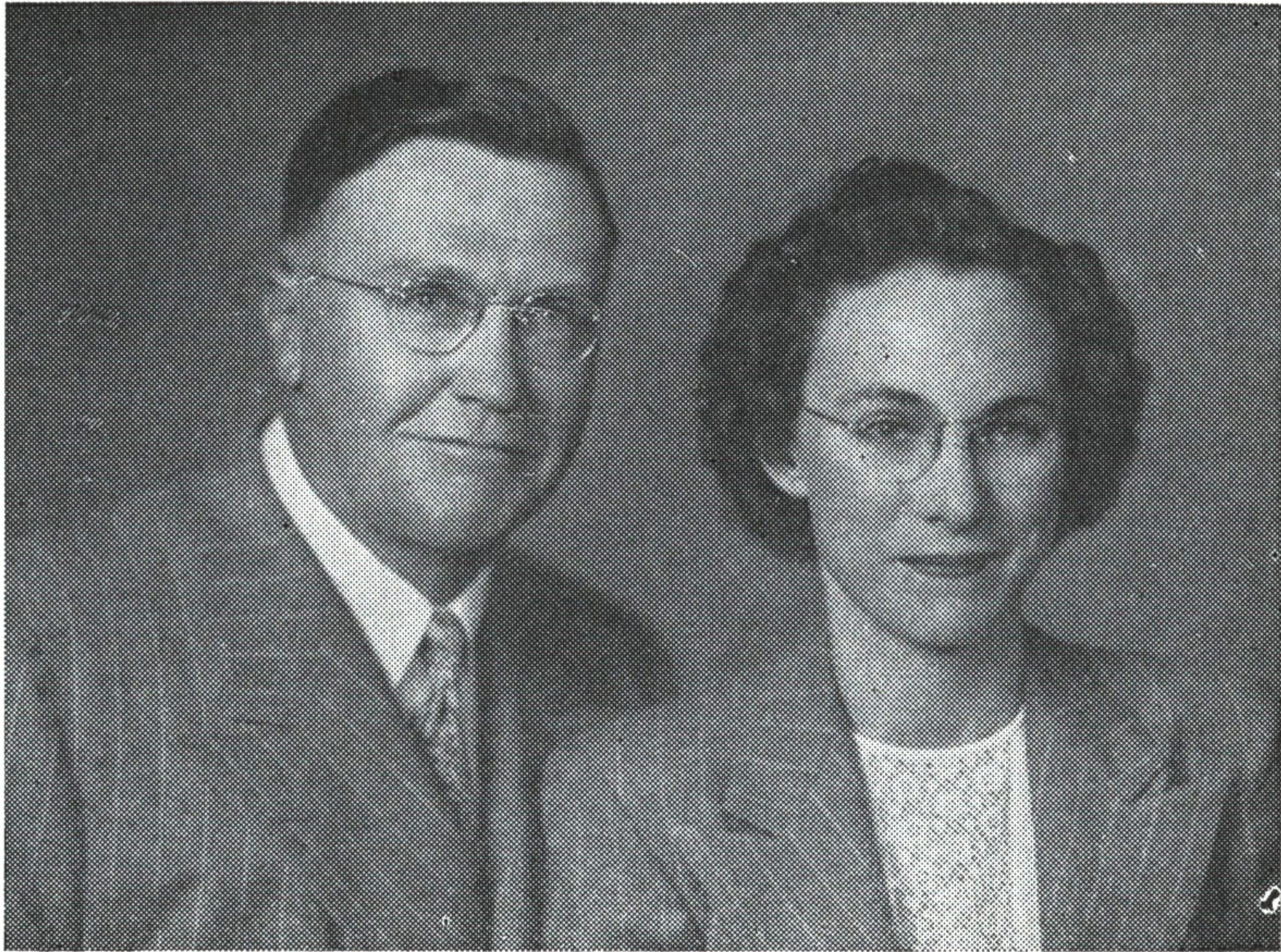
Col. Watterman's enthusiasm mounted as he went from clock to clock. He seemed proud of the new life he had given them, and they with shiny faces, marked time in soft confusion, gently, hypnotically, like the pitapat of rain-drops on a tin roof. As one moved toward the door in departing there on the wall between two of his prize clocks hangs the "Code of Ethics" of the National Auctioneers Association of which he is a member. Here again his enthusiasm mounted when asked about the Association. "We Auctioneers look upon our Association just as Doctors look upon their Medical Association, and all professional people who belong to their various organizations. They all profit by associating themselves with others in the same business and by reading their trade journals. We have our own trade journal known as "The Auctioneer" and it is the most interesting publication that comes to my door. That "Code of Ethics" you see on the wall should make every Auctioneer in America proud to be a member of the National Auctioneers Association."

As we departed the clocks began one, then two and even more all striking the hour of five o'clock and Col. Watterman was as proud of our visit as he was of his clock and his "Code of Ethics."

### **IN MEMORIAM**

- Col. Russell Burkhardt**  
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- Col. J. Albert Ferguson**  
**Grand Forks, North Dakota**
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**Aberdeen, South Dakota**





The late Col. and Mrs. A. L. Breaw

## Heart Attack Fatal To Col. A. L. Breaw

Col. A. L. Breaw, 511 South Congress Street, Aberdeen, South Dakota, suffered a heart attack on the 10th of January and passed away suddenly at his home. He had returned from attending church, enjoyed dinner with Mrs. Breaw and their two children when he was stricken.

Col. and Mrs. Breaw, were present at the convention in Columbus in 1953, and had their plans all made to attend this year in Omaha, Nebraska, bringing their five year old son Alfred who at his tender age wants to be an Auctioneer.

Col. Alfred Lewis Breaw, was born November 9, 1887 at Adeline, Illinois. On July 16, 1947 he was united in marriage to Helen Hicks, at Hastings, Nebraska. He was a member of the United Brethren Church at Forbes, North Dakota, the Lions Club in Aberdeen and the National Auctioneers Association.

In addition to his wife Helen and son Alfred he is survived by a daughter Ruth Helen.

Col. Breaw moved to Aberdeen in 1944, where he became a prominent and respected citizen of his community, and an Auctioneer whose services were in great demand throughout North and South Dakota.

The National Auctioneers Association extends to Mrs. Breaw, the belated sympathy of its entire membership and is not unmindful of the loss the Association has suffered in the passing of one of its most valued members.

**"THE AUCTIONEER"** spends every effort and leaves no stone unturned to present all the news and information of importance to the Membership of the N.A.A., and subscribers. Your failure to receive and read **"The Auctioneer"** regularly will keep you behind the times in the developments of your Association and your profession. Subscription rates are \$6.00 per year. Membership in the N.A.A., is only \$10.00 a year.



## **THERE'S NOTHIN' THAT CAN'T BE SOLD**

(Continued from Page 31)

a hundred? Listen, so help me, all I want is just to get my cost out of them. Give me four dollars a hundred—I'm only letting them go because I need the space.

Tony: At four dollars I wouldn't even talk to you. It's a slow number, and I just thought I'd stock it awhile and see what happens. Look—take two dollars a hundred and you got a quick deal.

Jack: Two dollars? Go to the devil. Give me three dollars, take it or leave it, and get out of my sight.

Tony: Done!

(They shake hands warmly and part, both smiling and happy.)

Every bit as important as the art of the dicker is the acquisition of the skillful side step. Most surplus dealers feel that the business is no place for a rube, a bumpkin or a fall guy; if a man can't learn to avoid being conned, he deserves what he gets. A standard come-on for instance, is the planted rumor about an unspecified but anxious customer. One of the most artistic cons of this general type was done recently by a dealer whom I will have to call Chester. Many years ago he had unwisely bought several thousand Army surplus bayonet-training masks, hoping to sell them as "fencing masks." They proved to be a real dog and lay in his cellar gathering dust to the amusement of fellow dealers.

When the Korean War broke out, Chester apparently had an inspiration—at any rate, an out-of-town stranger appeared who stopped in several stores asking whether anyone had bayonet-training masks and foolishly letting slip

the information that the Army needed them desperately because of Chinese habits of hand-to-hand fighting.

A small dealer down the street snuffed this money-laden spoor eagerly and hurried over to Chester's. "Chet," he said, "I'm low on stock. Whaddya got that you want to sell me?" Chester amiably showed him items, and they worked their way down into the cellar, where, eventually, they stumbled upon the mass of bayonet-training masks. After a great deal of ostentatious disinterest, the dealer bought the whole lot and departed, chuckling greedily. Later he dumped the masks for scrap, having been unable to sell even one of them. In fact, he has gone out of the surplus business, which, all things considered, seems wise.

Surplus is, in short, no business for average personalities. "It's a crazy business," says dealer Harold Buck, "made up of crazy people." Psychiatrists would probably agree. The love of accumulating disorderly and run-away mountains of material might, for example, be called the "Langley Collyer complex." Langley Collyer, you will remember, was the Manhattan eccentric who died several years ago, leaving a four-story house crammed solid with every kind of rubbish from cellar to attic. He just liked to save things. And so do surplus dealers.

But even more than this, the surplus dealer must have an almost neurotic obsession with making trades. Many surplus dealers do as much of their buying and selling with other surplus dealers as with the outside world. For one thing, it lends a pleasant illusion of brisk business; for another thing, there's always the chance that a different pile of junk will sell better than the pile you now have. Or one dealer finds a customer for something and then has to purchase it for him through a chain of

(Continued on Page 36)

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who help support your publication and therefore help  
yourself.**



## Auction by Television

(Continued from Page 5)

dition to this there needs to be some bright and nimble fingered girl at the table to keep the bids and offerings straight, since telephone calls are written complete with names, addresses, amounts and items bid upon. These calls being so important there should be plenty of lines set up for the occasion since there can be as many as twenty calls in connection with one sale.

Another important link is the contact with persons pledging or buying merchandise or services. In one case these were handled by volunteers from the local National Guard units. However, the most effective coverage came through the voluntary services of a local radio directed taxi service. Here, as in any type of auction, it is imperative that the bidder pay while he is hot. Get The Money.

These three Marathons were held in the same community, all for the March of Dimes and each with a little different emphasis. One on merchandise which had been donated. One on the securing of pledges, and one by the sale of gags and services of prominent citizens. Coming in the order they did there was little conflict between the three if any at all.

Local station personnel did excellent work both as Masters of Ceremonies and auctioneers even in most cases supplying an important personality attraction. It is only for my fellow auctioneers who might find themselves presented with the conduct of such a Marathon that I have written this article.

It is a personal comment that I would like to do it again just to see whether the things I learned the first time will bear out again.

I would welcome comments from others where such have been conducted and will as nearly as possible answer questions from those interested.

"Captain, are you sure this is a good ship?"

"Well, madame. it's her maiden voyage."

## 14 Calves in 15 Years

A. L. Brown, Clear Springs Farm, Concord, N. C., has recently registered twin bulls from McDonald Farms Delora. On May 14, 1943, Mr. Brown purchased from McDonald Farms Cortland, N. Y., McDonald Farms Delora, and at that time she had dropped two bulls and a heifer. She was born on March 24, 1938, and dropped her first calf on August 5, 1940. On December 23, 1941, she delivered her second calf and on January 28, 1943, her third calf. The last two were full brother and sister, the first being McDonald Farms May King and the second McDonald Farms Idelle. Since that time, Mr. Brown has received a calf regularly every year. Six of the offspring are full brothers and sisters, four bulls and two females, all sired by Riegeldale Emory's Majesty. On August 22, 1953, twin bulls were born, and the 10-year record reads like a fairy story. Calves were born on June 23, 1944, May 27, 1945, July 10, 1946, June 4, 1947, September 6, 1948, August 9, 1949, July 8, 1950, June 8, 1951, June 9, 1952, and August 22, 1953. "Delora" has an A. R. record of 12427 lbs. of milk and 660 lbs. of fat in class G.

## New Book on Dairying

"Successful Dairying," by Prof. C. B. Knodt, Pennsylvania State College, has just been published by the McGraw-Hill Book Company. The purpose of the book is to provide complete information for the development and operation of a successful dairy farm. It gives a definite pattern for the beginning dairyman, and discusses many problems which confront him. The dairy industry is developing and changing rapidly, and many new practices are included in the book. Anyone with a herd could learn many worthwhile practices and secure excellent information from this new book. We believe it should be on the shelf of every breeder as a real reference book.

"Successful Dairying" is filled with illustrations, barn and dairy plans, and contains 381 pages of real essential information. It may be secured through the Breeders' Bookshelf, P. O. Box 4, Peterborough, N. H., for \$5.50.



## THERE'S NOTHIN' THAT CAN'T BE SOLD

(Continued from Page 34)

other dealers who know where it is, but aren't telling.

Dealer Jack Rubinstein, of Benjack sales on Broadway, bought a dozen crates of surplus hunting knives a few years ago at forty cents a knife. He sold them to a dealer in Chicago, who sold part to a fellow in California, who in turn showed samples at a convention and sold them to a New York dealer. A few months ago when Rubenstein had a customer for hunting knives, he bought some from the New York dealer at only seventy cents each—including several crates, still unopened, that he had had shipped out originally.

None of these tales should conceal the fact that surplus dealers perform an exceedingly useful function in our society. They are a ready-made distribution organization for the Government in its effort to regain millions from stocks of outmoded equipment. The War Assets Administration realized \$4,300,000,000 from surplus prior to the Korean war, and the separate arms and agencies pick up \$30,000,000 to \$40,000,000 annually nowadays by the same means. Modern industry, constantly changing its models and lines, is often caught with overstocks of goods it can't use; surplus dealers take it off their hands. In effect, surplus dealers save a good deal of labor and effort from vanishing on the scrap heap.

"Let no one call us junk dealers," says tall, handsome Eugene Connolly grandly and a little inaccurately. Connolly, as befits a former president of the Institute of Surplus Dealers, one of three trade organizations in the field, has an elevated conception of surplus. "You may put it down," he says with grandiloquence, "that we consider ourselves custodians of the nation's unknow resources."

Highfalutin or not, there's some justice in the phrase. When the Korean war broke out, the Quartermaster Corps, in a terrific hurry for supplies, sent out seventy buying teams which scoured up millions of dollars' worth of uniforms

and field equipment from surplus dealers. The Air Force is currently buying thousands of different items from surplus dealers for replacement parts every day, and the Navy is doing likewise in refitting and repairing older vessels.

Many surplus dealers, liking the loftier conception of their profession, are trying to climb out of the Langley Collyer category. Even that, of course, is far from the bottom. Low man on the surplus ladder is the free lancer. His office is in his hat; he neither owns nor keeps anything. All day he hustles around finding out what's for sale in one place, then seeking another place that will buy it through him. Free lancers often study newspaper ads and then "offer" this merchandise around at slightly higher prices. "Say, mister," one of them said to Connolly a few months ago, "here's a nice item for you—I've got a big lot of perfectly clean one-fifteenth-horsepower motors, twelve-volt. You'll like them."

"Like them?" snorted Connolly. "I got them—they're mine, damn it. I'm the one who's trying to sell them. What are you trying to do here?"

"Don't get mad," shrugged the free lancer. "I'm just trying to make a living."

Above the free lancer in the social scale is the typical surplus dealer who buys and sells anything. Some of these men, however, begin to develop regular customers among the retailers in, say radio parts or camping equipment. The flow of surplus is too irregular to depend on, so the surplus dealer starts buying additional stock directly from manufacturers and reselling it to his retailers. He is, in short, rising into the class of white-collar wholesalers.

Others continue to keep a general line of merchandise, but become display-conscious and try to attract a wider variety of customers. They put in some first-class goods, buy regular display cases and even hang good lights overhead. The Syracuse Surplus Company, in Syracuse, New York, started years ago as a scrap-metal yard, grew upward into surplus, and today, while still

(Continued on Page 38)



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ing and selling both private and public. It tells how breeds were formed  
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122 North 6th St., Grand Junction, Colo.

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## THERE'S NOTHIN' THAT CAN'T BE SOLD

(Continued from Page 36)

a major scrap-metal company, has blossomed into a large, flourishing and eminently respectable department store. By now less than a third of its merchandise actually comes through surplus channels. Harry Marley, president of the outfit, is a pillar of his community and a commissioner of education in the city of Syracuse.

One surplus organization, Quincy-Grossman, of Quincy, Massachusetts, has even bought and revitalized two entire surplus towns. Quincy-Grossman, a mammoth outfit whose goods are scattered over seventy-five acres of ground, bought the town of Limerick, Maine, from a yarn company, and Passamaquoddy Village, the New Deal's unsuccessful power project, from the WAA. In each case, the company has attracted new industry by offering rent-free factory space. Then, with an influx of workers and wages, Quincy-Grossman finds itself in a handsome position to sell or lease its houses, theaters, stores and other buildings in the revived towns.

The American public unfortunately knows little about the worth-while purposes served by the surplus industry and associates the word "surplus" chiefly with the scandals exposed by congressional investigators in recent years. Oddly enough, almost none of the scandals touched the regular surplus dealers; instead they involved specially formed syndicates of opportunists who had never been in, nor intended to remain in, the surplus industry.

But one legitimate surplus man, Harold Buck, got himself into a scandal by accident. Buck, who started in surplus seven years ago with a few hundred dollars, felt that the way to get into business was to bid on everything in sight, offering ridiculously small amounts. He might not get many buys, but was bound to run across a lucky hit once in a while.

One Navy surplus-sales sheet listed "60 peloruses." What the devil is a pelorus? wondered Buck. Not having time to look in a dictionary—where it

explains it's a navigational instrument for getting bearings on objects relative to the ship—Buck bravely bid one cent each for the lot—and got it. Shortly thereafter a naval officer in Washington saw the papers on this deal and realized that Buck had won \$10,000 worth of instruments for sixty cents. Smelling collusion, he stirred up a fire-breathing investigation forthwith. Poor Buck could not buy anything for months; all his bids, including far higher ones, were summarily rejected.

Eventually the investigation proved Buck was as clean as a hound's tooth and he was awarded his beautiful peloruses and allowed to buy from the

(Continued on Page 40)

**PLAN AHEAD!**  
**PLAN NOW!**  
**TO**  
**ATTEND**  
**THE EIGHTH**  
**ANNUAL**  
**NATIONAL**  
**CONVENTION**  
**OMAHA**  
**NEBRASKA**  
**JULY 15 - 16 - 17**  
**HOTEL**  
**FONTENELLE**  
*Make Your*  
**RESERVATIONS**  
*Early*



## DON'T MISS THE BOAT

By COL. "POP" HESS

For my February Column, This month is one of Importance as to Folks Birthdays—including my own, How ever my birth date does not carry a Legal Holiday as Does George and Abe, the only reason I can think off, why I do not get a red spot on the calender is, the boys down in Washington, have not been advised, such a guy as Pop Hess was ever born. unless I should over look reporting InCome Tax, Some time that might turn the trick. but could be very expensive.



This writing date is Jan 11th—COPY due at Publication office the 15th Same day I must report my income for 1953—to Uncle Sam. so as I view the figures the boys have stacked up for me, Uncle Sam got all the figures and I got all THE 0000000s— so should I become a little sour, or, happy in this column consider the cause.

Yesterday The Auctioneers Association of Ohio held their annual meeting they had a very good attendance considering some sections of Ohio had Snow in the Highways—The usual talks and comments prevailed they had a fine luncheon—good guest speaker and election of Officers—for 1954. So The Ohio Auctioneers are again heading an other busy year. with a good group of officers on the throne. The year just past was a banner year for auction sales in all divisions and from where we sit in this section of Ohio, 1954—has the promises of many auctions, and busy auctioneers.

Getting back to this Month of February, and passing an other mile stone of growing old—(How ever I do not expect to start getting old for ten more years yet) I had a good old fellow tell me one time after his 92nd birthday, that from that date on he reliazed he he was getting old. I am sorry that I

could not have delayed my time of arriving about 25 years— I would have missed the days of only 1% custom price for farm sales— and \$100 and Expenses for a purebred sale.—with sale totals about one third of the average total of farm sales now days and the boys getting from 2 up to 5 % and \$250 to \$1000 for a purebred sale in this Modern day and age— How ever in the days of yonder could get a real cigar three for a nickle— Ride the rail roads for 2¢ a mile, and \$10. for a suit of clothes \$1.50 for shoes— with many getting all the liquor they wanted for most nothing. (how ever for me whisky was to hot—Beer to Bitter, and Wine gave me a curious feeling, and I stayed clear of all that,) in other words it always keep me busy to conduct a good sale strictly sober as I was not gifted other wise.

Yes and Five Bucks would buy a lot of Groceries— and needs for the family, How ever recently in looking over some the out lay of some the Boys who are on the high waves in the Auction Business, one can see In my hay days we did not wear out so many dollars passing then around from hand to hand and pocket.

But Boys do not mis-understand me— I am not to old as yet to step out and enjoy this modern day age, and enjoy selling some Sales, and collect the good fees that is paid, I do not envey the boys of to day and, I rather enjoy it, they have masterd their job, and doing a good job. In fact, some us older fellows can attend their sales and go home with new wisdom, on conducting public sales,

The Auctioneer of to-day is facing more then ever before, the need for efficiency, Judgement— and some real salesman ablity, with one going more into one certain field of sales, the Young Auctioneer at the end of his first ten years in action, lead off in the class of sales, that seem to fit his working ability and bring the best results in to

(Continued on Page 45)



## THERE'S NOTHIN' THAT CAN'T BE SOLD

(Continued from Page 38)

War Assets Administration again. All of which sounds like a happy ending. But there's a kicker. For Buck has spent more than \$1000 advertising the peloruses from then until now, and to date has sold exactly two, at twenty-five dollars each. If you want one right away, you can have it for five dollars plus shipping costs. Don't push; stay in line. Hey, quit shoving back there!

Although the outpouring of Government surplus nearly stopped in 1950, it has been flowing again, albeit slowly, for the past couple of years. With industrial surplus plus accumulated inventories, the boys could stay busy for a long while. But the boom days may be just ahead. Since 1950 our military services have been salting away immense quantities of goods in thousands of warehouses. But old Time is relentless, and much of it is already obsolescent or obsolete. Charles Lipsett, publisher of surplus-industry periodicals, says that at an extremely conservative guess there must be nearly \$10,000,000,000 worth of merchandise which ought to be and could safely be unloaded right now. And, indeed, on the desks of every major surplus buyer in the country there is already beginning to pile up several inches of Government sales notices every week. As cold-war tensions ease, the stream of surplus may build up again into a roaring flood.

"Our business," explains a Philadelphia surplus dealer, "works best in times of imbalance. In a boom we can always sell because demand is so strong.

In a recession we get our chance to buy at basic low levels. When there's war talk, our military goods are invaluable, and when there's peace talk the Government starts dumping and we go crazy, buying. But going crazy from buying is the kind of trouble we like best. Nobody's hoping harder for total peace than the surplus dealers. We're looking forward to having a wild old time when they open the warehouses again and really let go."

## Chicago Art Galleries

For three days from 10 A. M. to 6 P. M. the public of Chicago was privileged to view the many fine and rare offerings that was to be sold by the Chicago Art Galleries. They consisted of Art Treasures, Paintings, Bronzes, Crystal Chandeliers, American-English and French Furniture. The offerings were from the various Balaban and Katz Theatres, due to a modernization program just completed and property of other owners.

The sale was held on Sunday, January 24th, starting at 1 P. M. on Monday evening, January 25th, Tuesday evening, January 26th, starting each evening at 7 P.M. Each session of the sale saw the Galleries filled to capacity with many out of town buyers joining with the home folks in bidding for the unusual offerings.

## FLASH — FLASH — FLASH

Much harm can be done the Association's reputation by addressing communications to deceased members, by addressing membership solicitations to wrong business address. The Secretary is responsible for the management of the membership-building activity, and for the maintenance of the records necessary to carry on that activity, as well as the maintenance of the records of the Association. Your cooperation is urgently requested to notify the Secretary immediately of a deceased member, or if you have knowledge of communications being incorrectly directed, of members having moved or having gone out of business. We want to keep our records up-to-the-minute. The job requires constant attention and you can help us by reporting from the field. Thank you.





FROM

THE

MAILS

Stepney, Connecticut  
February 6, 1954

Dear Mr. Coats,

Enclosed is my check for \$12.50 to cover membership and Letter Head Emblem. The Officers, Directors and Executive Committee deserve a lot of credit for the time spent in organizing this worthwhile Association.

The "Auctioneer" magazine is a wonderful way to bring members together from all sections of the U.S. Please count on me for any help to keep this fine organization going.

Regards,  
Dan Johnson

Aid, Ohio.  
Jan. 23, 1954

Nat. Auct's Assoc.  
490 Bath Ave.,  
Long Branch, N. J.  
Attention Col. B. G. Coats

Dear Sir:

I am thirty years of age, recently attended an auction school, have had a few local sales. I live in a locality where there are very few auction sales. I am very much impressed with the auctioneering profession and what few sales I have had have been termed successful. It has been difficult to become established due to lack of public auctions in my section.

I would appreciate it very much if you could help me in any way. I like general farm sales, livestock, market sales and automobiles. If you know of any opening I would appreciate the opportunity of being given a trial. I would like to join the National Auctioneers Association and do what I can to promote the auctioneering profession. I live on a farm raising stock and grain. Would be willing to go anywhere to auction.

Thanking you very much, I remain,  
Sincerely Yours,  
Chauncey A. Schafer.

Dear Col. Shafer:

Your letter impress me as being an Auctioneer of determination, tenacity and the ambition to succeed. With such attributes one cannot fail. Will publish your letter in the March issue and trust that some member will read it who can use your services. Do not allow yourself to become discouraged, keep fighting and you will win.

Sincerely yours,  
B. G. Coats

January 20, 1954  
Colonel B. G. Coates, Managing Editor  
THE AUCTIONEER  
Long Branch, New Jersey

Dear Colonel Coats:

I have enjoyed reading "The Auctioneer" very much and I wish to commend you and your staff for the excellent material that you have published and the entire make-up of this magazine.

I am sorry that I have not been able to attend the National Conventions, but certainly hope that I will be able to go to Omaha in July.

I note on Page 41 of the January Issue that you list the State's Requirements for Licenses and it was not quite clear to me whether this was for any type auction or whether it was intended to give the amount of tax that it placed on the various kinds of auctioning. I am enclosing a "Partial List of Schedule 'B' Licenses" for North Carolina and you will see that in the real estate business, the annual license fee to conduct auction sales of real estate is \$250.00. I do not believe there is any tax or

(Continued on Page 43)



## **HOOSIER AUCTIONEERS STATE CONVENTION**

(Continued from Page 8)

Dr. Joe Green, Indiana State Veterinarian, highlighted the afternoon's program, talking in regard to, "The Auctioneers Obligations and Duties Under Indiana Livestock Sanitation Laws." Col. L. M. Boatwright, Marion, followed with a talk on, "How a Good State Association Can Benefit the Furniture Auctions."

Col. H. W. Sigrist, Ft. Wayne, was the final speaker of the afternoon with the very interesting subject, "Forty Years At Auction." President Rinehart then read a telegram from Col. B. G. Coats, Secretary of the National Auctioneers Association, conveying the best wishes of that organization.

In the business meeting that followed, which included the reports of the Secretary and Treasurer, the following officers were elected for the coming year: Col. Ray Elliott, Portland, who served as Secretary in 1953 was elected as President for 1954; Col. Don Smock, Indianapolis, was re-elected Vice President; Col. Bernard Hart, Frankfort, was elected Secretary; Col. Lewis Smith, Arcadia, was re-elected Treasurer; and Col. Ralph Rinehart, retiring President, was elected to a three-year term on the Board of Directors. Directors whose terms did not expire are Col. R. C. Foland, Noblesville, and Col. H. J. Petty, Anderson.

A discussion period closed the afternoon's activities in which many subjects

pertaining to Indiana auctioneers were covered briefly.

At 6:30 p.m., a large crowd assembled for the Banquet and Dinner at which Col. Guy L. Pettit, Bloomfield, Iowa, was the guest speaker. Col. Pettit's address was interesting, instructive and inspirational and was enjoyed by one and all. Prizes were awarded to the oldest auctioneers present, the youngest auctioneer present and the first auctioneer to register. These were won, respectively, by Col. John B. Jarrell, Lafayette; Col. Tom Bartlett, Muncie; and Col. Carter Me-harry, Attica.

This closed the eventful day but more events were promised by the officers of the IAA, including a summer picnic and maybe a chartered bus or rail car to the National Auctioneers Association Convention in Omaha, July 15-16-17.

"I can't marry him, mother, he's an atheist and doesn't believe there is a hell."

"Marry him, my dear, and between us we'll convince him that he's wrong."

★

Everybody is able to give pleasure in some way. One person may do it by coming into a room, and another by going out of it.

★

She. "People who live in glass houses shouldn't throw stones."

He. "They shouldn't throw parties, either."

★

Shopwindow sign over girdles: Line Tamers.

### **555 AUCTION SAYINGS**

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## Appreciation

If with pleasure you are viewing any  
work a man is doing;  
If you like him or you love him, tell  
him now;  
Don't withhold your approbation till the  
parson makes oration,  
And he lies with snowy lilies o'er his  
brow;  
No matter how you shout it, he won't  
really care about it,  
He won't know how many teardrops you  
have shed.  
If you think some praise is due him,  
now's the time to slip it to him,  
For he cannot read his tombstone when  
he's dead.

More than fame and more than money,  
is the comment kind of sunny,  
And the hearty, warm approval of a  
friend,  
For it gives to life a savor, and it makes  
you stronger, braver,  
And it gives you heart and spirit to the  
end;  
If he earns your praise—bestow it; if  
you like him let him know it—  
Let the words of true encouragement  
be said.  
Do not wait till life is over and he's  
underneath the clover,  
For he cannot read his tombstone when  
he's dead.

"That singer's program is certainly  
diverse, isn't it?"

"Yeah, it's de verse I ever heard."

★

We will now pause while Miss His-  
creechi sings: "My Love Lies Sleeping"  
with a male chorus.

★

Aputty nice ballad is: "I proposed  
to the glass-blower's daughter, but  
when I saw through her, I blew."

★

They tell of a census taker who rang  
the doorbell of a nifty-looking domicile  
in Hollywood, and when a middle-aged  
gent in his pajamas answered, he asked:  
"How many people live here?"

"How should I know?" answered the  
gent testily. "It's the first time I've  
ever been here!"

## From the Mail Box

(Continued from Page 41)

license fee for live stock auctioneers or  
any other type.

I hope that you had a good Year in  
1953 and that 1954 will be even more  
prosperous for you. We have enjoyed  
a good business for the last several  
years and are looking forward to a still  
better year in 1954.

With best regards, I remain

Very truly yours,

ROCHELLE REALTY COMPANY, Inc.  
I. F. Rochelle, President

Jefferson, Maryland  
February 4, 1954

Dear Col. Coats.

Enclosed find my check for my 1954  
dues; also \$5.00 for a lapel pin for  
myself and a ladies lapel pin for my  
wife.

I have been a member of the National  
Association just one year and feel that  
every Auctioneer owes it to himself  
to belong.

"The Auctioneer" is one of my most  
cherished publications.

Thanking you and wishing the best  
of everything, I remain,

Sincerely yours,

DANIEL C. POOLE

**HAVE YOU  
FORGOTTEN  
SOMETHING?**

***My Dues: MAIL NOW***



## March Sales of Angus

(Continued from Page 25)

## 12 Success Rules

- March 16**—Wabash Valley Aberdeen-Angus Association Show & Sale, Carmi, Illinois; Sherril LaMont, Secretary, Grayville, Illinois.
- March 16**—Seyppel Angus Farm Sale, Hughes, Ark.
- March 17**—Grand River Aberdeen-Angus Breeders' Association Spring Sale, Princeton, Missouri; Marion Summer, Secretary, Princeton.
- March 17**—Bureau County Angus Sale, Lyle Eiten, Sale Manager, Ladd, Illinois.
- March 17**—Prairie Angus Farm & Senator W. C. Loden, Aberdeen, Mississippi.
- March 18**—Southeastern Association, Decatur, Alabama; Jim McGregor, Sale Manager, Box 666, Pensacola, Florida.
- March 18**—South Central Illinois Association Sale Cowden, Illinois; Dale Dunteman, Secretary, Shumway.
- March 18**—C. E. Reed 11th Annual Production Sale, Wichita, Kansas.
- March 18**—Sullivan County Aberdeen-Angus Breeders' Association Spring Sale, Milan, Missouri; Dean Reger, Secretary, Newton, Missouri.
- March 18**—Second Angus Better Sires Sale, Raliegh, North Carolina, Van W. Holsapple, Sale Manager, Greensboro.
- March 18**—Eastern Iowa Aberdeen-Angus Association Spring Sale, Maquoketa, Iowa; Oliver A. Hansen, Sale Manager, Durant, Iowa.
- March 19**—Wm. Williams and P. J. Harms Sale, Springfield, Illinois.
- March 19**—Monroe County Aberdeen-Angus Breeders' Association Annual Spring Sale, Monroe City, Missouri; Wm. E. Pugh, Sale Manager, Columbia, Missouri.

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1. Be afraid of nothing "except to do wrong."
2. "Be honest in thought as well as in deed."
3. Don't get angry; you won't be hurt "by what you didn't say or write;" count to 10 before expressing yourself when angry, "to 100 when very angry."
4. "Be frank with the people you serve."
5. "Be proud of your membership in the N. A. A., but not vain within yourself, enlist the help of others."
6. "Be wary of those who would draw you into irrelevant discussions designed to confuse you."
7. "Never harbor grudges. They stunt growth and will harm you more than him against whom the grudge is held."
8. "Respect the opinions of others even when you disagree;" c o m p r i s e often is acceptable except when integrity is involved.
9. "Never accept an appointment to a committee or to an office unless you can pull your own weight."
10. "Encourage organization and cooperation and acknowledge publicly and freely the help you have received from your association through organization."
11. Learn more "about and beyond your Association, your profession" every day.
12. Develop a true liking for your fellow Auctioneers "because exclusiveness toward our fellow Auctioneers is the fence beyond which you cannot grow and genuine bigness develops only with sincere inclusiveness."

"Do you know the difference between a popular girl and an unpopular one?"  
 "Well, yes and no."  
 "You're right!"

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## Col. Hess

(Continued from Page 39)

his Specialty as an Auctioneer for his life work from then on in to retirement.

Few can enter the field on one Certin Specialty, untill he has had a general run of all types of auctions and become acclumated into working in with all kinds of buyers and sales held, it takes time, and by the same token time will tell. often we have noted Auctioneers in the wrong sale yet how well they could fit in certain sales, they are passing up. or over looking where they could soon be a Star, in that certain line.

As the writer sees the way of Life in all fields of work, Each one has hard knocks and hard work involved to come out the efficient person, for the job they have set out to do for a lifs work, and the Auctioneer is in no way exempt form the line up of good job well done and be in demand by John Q. Public, who needs him for his sale to be held.

The writer is looking forward to see this publication, to be come some what thru its pages, much on suggestions of wisdom to help make our auctioneer a better one, no doubt my column each month has been far from the point but so far the best I could think up, mabe some our readers could give us Column writers a shot in the arm, if what we are writing is undigestable and what you would rather have us write, Give us a clew boys it could be come very interesting. May we make the pages of this Auctioneer Publication one where all auctioneers will lay awake nights waiting for the next issue. In this day and age, **THE AUCTIONEER WHO LIVES ALONE IN HIS BUSINESS WILL MISS THE BOAT.**

✕ He refuses to buy his wife a new fur coat this year because she won't mend his socks. She didn't give a darn and he doesn't give a wrap.

★

✕ "Did you realize anything from your invest in those gold mines?"

"Yes. I realized that Barnum was right."

## AUCTION NETS \$110,200

**Fifteen Parcels Sold for the  
City Real Estate Bureau**

An auction sale of real estate held by Adrian H. Muller & Sons, auctioneers, for the Bureau of Real Estate of New York City brought \$110,200. The auction involved fifteen parcels, mostly small unimproved lots.

A lot measuring 62 by 100 feet at 75-77 East 115th Street was struck down to Joe B. Golden of Valley Stream, L. I., for \$25,100. There were 162 bids on the property, the offers starting at \$7,000. A three-story frame building at 219 West 126th Street was taken by a client of Irving Steiman, attorney, for \$7,950.

Eve Cohen paid \$6,000 for a vacant parcel measuring 53 by 75 feet at 102-04 East 102d Street.

✕ In a cemetery a man stood beating his breast and moaning: "Oh, why did you have to die? Oh, why did you have to die!" There he stood for many minutes, repeating this mournful cadence while tears coursed down his cheeks.

It aroused the curiosity of the caretaker, because he had seen this same gent in this cemetery, time and time again, recently, and going through the same dolorous routine. So he went up to the mournful one and asked consolingly: "Be brave, brother. Who was this loved one? Your wife? Or maybe a beloved father or brother?"

"No," said the disconsolate one, sobbingly. "It was my wife's first husband!"

✕ In Hollywood, at the Mocombo, a rich old roue sidled up to a blonde at the bar, and wheezed: "Darling, will you be mine? I'll give you a mink coat, jewels, a car, a suite at the Beverly-Carlton!"

The blonde looked at him reproachfully, and said: "I'll have you know I never accept presents from strangers.

"But," she continued, "how about coming up to my apartment and getting acquainted?"



## March Sales of Angus

(Continued from Page 44)

**March 20**—Mercer County Aberdeen-Angus Association Sale, Aledo, Illinois; Hugh McWhorter, Sale Manager, Aledo, Illinois.

**March 20**—Jewell Bros., Oakhurst Farms Sale, Horse Cave, Kentucky.

**March 20**—Applewood Second Production Sale, Franklin, Nebraska.

**March 20**—Southeastern Indiana Aberdeen-Angus Association, Rushville, Indiana; L. E. Stevens, Sale Manager, Glenwood, Indiana.

**March 22**—Central Missouri Angus Sale, Columbia, Missouri; Perry Philips, Secretary, Columbia.

**March 22**—Southern Oklahoma Angus Show and Sale Ardmore; Clarence Burch, Ravia, Sale Manager.

**March 23**—"Country Boys" Sale, Floyd Dievert and Bill Fishback Lexington, Kentucky.

**March 23**—Howard County Angus Sale, Fayette, Missouri; Dan E. Miller, Secretary Fayette.

**March 23-24**—Nebraska Breeders Association Show and Sale, Columbus, Nebraska; Percy Upton, Secretary, Madison Nebraska.

**March 24**—Kentucky Breeders Association Sale, Lexington, Kentucky; Ralph McManigal, Sale Manager, Lexington Kentucky.

**March 24**—West Grand Aberdeen-Angus Association Show & Sale, Gallatin, Missouri; C. W. Caldwell, Secretary, Gallatin.

**March 25**—Northwestern Indiana Angus Breeders Annual Spring Sale, Newton County Fair Grounds; John Ade, Brook, Indiana, Sale Manager.

**March 25**—Double "E" Angus Farm Sale, Madison, Tennessee.

**March 26**—Houston Hall Farms Spring Production Sale, Spring Hill, Tennessee; Dave Canning, Sale Consultant, Box 196, Charlottesville, Virginia.

**March 26**—Southeast Missouri Breeders Association Spring Sale, Farmington, Missouri; Everett J. Bollinger, Secretary, Sedgewickville, Missouri.

**March 26**—Chicagoland Association Sale, St. Charles, Illinois; E. L. Johnson, Sale Manager, St. Charles,

**March 27**—Wilton Farms Sale, Otto G. Nobis, Rt. 2, Davenport, Iowa.

**March 27**—Tennessee Valley Association Spring Sale, Nashville, Tennessee.

**March 29**—Woods and Rust First Production Sale, Le Roy, Illinois; J. B. McCorkle, Sale Manager, Smithville, Missouri.

**March 29**—Kansas Special Angus Production Sale of Ericson-Thalmann-Davis at Hutchinson, Kansas; Erwin Thalmann, Sale Manager, Haven, Kansas.

The wish to attain the supposedly unattainable exists in the heart of every auctioneer. That is what makes him a human being. And in the breast of a few auctioneers there is a positive passion to achieve what has never been achieved before. It is these few whose superb strength of body or spirit force the cynics among others to revise their ideas of what is possible, and burst the strait jacket of the past.

**Our Goal is 2,500 members.**



# The AUCTIONEER

Official Journal of The National Auctioneers Association Dedicated to and Serving the Auctioneering Profession.

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AUCTIONEERS  
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