

**FARMVILLE ENTERPRISE**  
FARMVILLE, N. C.

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AUGUST 14, 1945

The importance of the opening of the Bright Leaf Tobacco Belt Markets last season was overshadowed by the good news of Japan's surrender, and our Tobacco Edition carried the streamer headline "Japan Accepts Full Surrender." The sub read "President Truman Announced Japan's Surrender on Tuesday, August 14; Chooses Gen. MacArthur S.A.C.; Pearl Harbor Is Avenged and Peace Restored To World."

Out of the darkness of sacrifice and sorrow, out of the storm of war, there suddenly streamed forth the shining light of Victory.

All over the civilized world, in tiny hamlet churches, in great cities, in bombed, ruined towns, in jungle chapels, free people were assembling to celebrate the greatest news of the war-weary world, men and women were joining hands and hearts and voices to thank God for Victory and for the peace they felt would come.

In our first editorial of that issue we said, "Peace in a new world! It is a great challenge. Our eyes light up and our hearts beat high at the very thought. We have met the challenge of war in a way that has startled the world and brought consternation to the enemy. God grant that we may have the will, the strength and the endurance to meet the challenge of the Peace that is now dawning upon us."

We offer that petition again today, for our endurance is being sorely tried. We, the American people, have had the will to propose and support plans for a just peace, which would mean a better world for all men. And now the hour approaches when our strength and endurance will be forced to meet the challenge of doing our part in this new world; to free it from war, tyranny and want and to look up and beyond to broader, brighter horizons.

In the sudden light of Victory on August 14, 1945, we experienced a glorious rebirth of hope in the future of mankind. God grant that we may have the strength and endurance to hold forth until we have established a just peace that will mean a new and more real equality among men and provide the opportunity for human understanding. We believe that this can be accomplished if we have the God-given power of endurance, and we pledge our full cooperation in its realization.

O! thus be it ever when Freedom shall stand  
Between their loved homes and  
foes' desolation;  
Bless'd with victory and peace,  
May our Heaven-rescued land  
Praise the power that made and  
preserved us a nation.  
The Star Spangled Banner  
Francis Scott Key.

**MR. FARMER—**

Time again for the opening of the Farmville Tobacco Market. And we do want to do our share to endow this event with old fashioned cordiality.

We regret that we were forced to come to you with this issue in condensed form instead of our usual big tobacco edition, brimming over with greetings and messages from our merchants as well as our tobacco nists.

The present serious shortage of newsprint, which strange to relate is worse than in the war period, prevented us from handling you the news from our tobacco town and business district with interesting data relating to the progress of the market and to the shelf-stocks of the cloves. Anyhow, we want you to know that it is not the fault of Farmville firms that they are not represented in this issue as in previous years. They have a hearty welcome awaiting you and would have appreciated this opportunity of bringing you a personal message if it had been possible.

Next year we hope and expect to have included in our tobacco edition every single firm in Farmville, joining us in wishing you that all of our hats are off to Mr. Farmer, and we do honor you as a beam of strength in the structure of our country's past, present and future.

Personal facilities make tobacco especially easy news.

A satisfactory way to get a government-authorized loan before it is too late.

**THE NAME OF KNOTT**

Bringing with it a feeling of genuine regret comes the realization to Farmville citizens and other friends on the high seas and the low road, that R. H. Knott will not be at his customary post when the tobacco market opens here next Monday.

The name of Knott is permanently identified with the Farmville tobacco market and with the buying and selling of tobacco throughout Eastern North Carolina, for the late Mr. Knott, whose passing occurred on January 10, came to Farmville, 34 years ago, and figured prominently in the laying of the foundations of this successful market.

With a vision of the brilliant future of the Farmville market in its continuous development, Mr. Knott cast his fortune with it as a warehouseman, and throughout these nearly three and a half decades lent every assistance possible to winning worldwide recognition for the market, and was a prime factor in its rapid development.

During these years, Mr. Knott won for himself a high place in the hearts of the people of this community and left a record of signal success in his undertakings. He will be greatly missed for a long time, both as an influential citizen and as a prominent leader in tobacco circles. Always conservative in his views and opinions, his judgment was astute and his counselling wise. He lived a useful life, was keenly interested in Farmville's business enterprises and civic movements and rendered invaluable service in all activities relating to the promotion of the tobacco market.

**THE AUCTIONEER**

That fast-talking lippy gentleman, who has the responsibility of seeing that the farmer's tobacco brings the highest price is the most misunderstood man on the tobacco auction sale.

He is employed by the warehouse, but his chief responsibility is to the farmer, for the grower pays an auction fee of 15 cents on all piles weighing under 100 pounds and 25 cents on all piles weighing over 100 pounds for this service.

The auctioneer takes the first bid from the warehouse sales manager, as he stands at one side of the lot of tobacco, the buyers lined up on the other. As many as 10 or 12 buyers may follow the sale. He must, while performing lyrical gymnastics, watch all the buyers and accept bids from them until the lot is sold to the highest bidder.

Speed is his chief stock in trade. Speed of tongue, speed of sight, and speed of judgment. Selling the farmer's tobacco at the rate of 360 piles per hour brings into play these three essential qualities that go into the making of a good auctioneer.

If he lacks in any of these qualities, he falls down on his duty to the farmer, buyer, and warehouseman.

Who is the auctioneer? He is one of a special breed, of which there are few—only about 100 in the entire flue-cured area. He learned his trade or profession the hard way. There are no schools that can teach him. Most of them are just farm boys who aspired to be an auctioneer, just as the city kid wanted to be a policeman or fireman.

While doing chores around the farm he auctioneered off everything on the farm, including the mortgage.

Finally the day comes when he has an opportunity to substitute down one row for the regular auctioneer in a warehouse, and then everybody knows whether he is an auctioneer or not.

The auctioneer is born, not made.

BUY "SAVINGS BONDS" NOW

**It Was With Regret . . .**

It was with genuine regret that we said goodbyes last week to James B. Hockaday, as likable, intelligent, industrious, straightforward and gifted young man, as it has been our good fortune to meet in many a moon, for we had hoped that our new Advertising Manager and Staff Writer had decided to cast his lot with us and become a permanent resident here.

We searched diligently for six weeks for a small apartment or just two rooms, to which this young serviceman, who returned to the States in May, having been separated from his wife and small daughter for four long years, could bring his little family but to no avail. Since early July the young husband and father had driven 168 miles each week to spend one full day with his wife and baby.

This is another piece of concrete evidence that Farmville is losing prospects for good citizens of the future every day, due to the fact that there is no room for newcomers here. We have lost a good man in the local newspaper field and the town has lost the chance of retaining a man who would have doubtless become a valuable citizen in time.

If we could have held out one shred of hope that he could have secured a lot and built a home within the next 4 or 5 months, he would

have remained, for he definitely liked Farmville and the folks he met here. They were cordial, they were friendly but they couldn't make room for him here. If our owners of vacant property and desirable building lots could be persuaded to part with a plot of ground the size of a pocket handkerchief, there would be a slim hope at least of holding these would-be future citizens until building materials could be obtained.

We like to present Farmville as an attractive place to newcomers, we like to support our Town Board, our Chamber of Commerce and our Community Planning Board, we take pride in our business and civic organizations and their activities, but from where we sit the development of Farmville in regard to the infusion of new blood and increased stature seems to be stalemated.

We wish James B. Hockaday all the luck in the world, and we still hope that a way may be opened whereby he can return to Farmville and bring Mrs. Hockaday and daughter to abide with us.

Buy "Savings Bonds" Have! Hold!

POSITION WANTED: — Ex-Serviceman, 26, 23 month's experience as office clerk in U. S. Army, wants office work with tobacco warehouse or local business firm.—Write William N. Fulford, R. F. D. 2, Farmville, N. C. 2-t-p.



**Are Your Floors Shabby?**

**FLOORS SANDED AND FINISHED**

Call 3696

**R. H. BRADY**  
FARMVILLE, N. C.

**TO THE TOBACCO GROWERS**

The Joe R. Joyner & Son Funeral Home  
— HOME OF —

**Joyner Mutual Burial Association, Inc.**

JOINS THE TOBACCO INTERESTS IN EXTENDING  
**HEARTY WELCOME**

While in the city Visit Our Establishment,  
"THE HOME OF THOUGHTFUL SERVICE."  
You are also invited to Investigate our  
LOW-RATE BURIAL INSURANCE PLAN.

**Prepare Today For a Need That Must Come Tomorrow**

Our Fall Membership Drive Starts September 1.

**For Highest Tobacco Prices**

— SELL ON THE —

**Farmville Tobacco Market!**

**For Insurance and Real Estate**

SEE  
**J. W. JOYNER**

**The Pitt County Insurance Agency**

List Any Real Estate Holdings For Sale With Me. I Have a Long List of Prospective Buyers.

**SATISFACTION GUARANTEED!**

**WE EXTEND A CORDIAL WELCOME**

To Farmers of Eastern Carolina attending the Opening of Farmville's Tobacco Market . . . .



**MONDAY, AUGUST 19**

BRING THE FAMILY ALONG WITH YOU

**Make Our Store Your Headquarters**

We take this opportunity to express our appreciation for the patronage you have given us the past 39 years, and to assure you of the pleasure we've had in our business relations.

**J. H. Harris & Son**

GENERAL MERCHANTS

Corner Main & Wilson Sts.

Farmville, N. C.



**We Offer a Sympathetic Service**

**BEREAVEMENT:** sudden, overwhelming grief . . . the average person unable to cope with the host of necessary arrangements . . . a staff, trained in the care of Funeral details, takes genuine pride in assuming all responsibility and rendering a **SYMPATHETIC** service

**AMBULANCE SERVICE**

ALL MODERN EQUIPMENT

**The Funeral Home**

OF THE

**FARMVILLE FURNITURE CO.**

"As inexpensive as required, as impressive as desired"

**TO-DAY**

—AT—

**THE ROYAL GRILL**

Barbecued Chicken

**SPECIAL FOR SUNDAY**

**TURKEY**

California Grown

EVERY DAY—Western Steaks—Chops—Baked Ham

A cool, pleasant place to eat and to bring your friends.

**ELLIS J. RABIL, Owner & Operator**