| MITY NICE BREAD | # OUR FIRST - - ANNIVERSARY | MITY NICE BREAD |

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Just as Dunn was opening its 1921 Fair, we baked our first loaf of bread in Dunn. That was one year ago. Predictions that a bakery "could not pay" in Dunn were plentiful. Folks held that where so many had failed, none could succeed.

However, we started the business with modest equipment, believing that by giving the people of Dunn and its environs the purest and best bread and pastries possible we eventually would justify our belief that a bakery would "pay" in Dunn.

We expected hard sledding for some months and were prepared to withstand it. But the hard sledding was of short duration. Dunn and its people were quick to realize the goodness of our products and insist that their grocers furnish them.

Gradually the fame of MITY NICE BEAD and other PEARCE PRODUCTS spread to the surrounding towns. Gradually we built up a business in these towns. Three months ago we found our equipment inadequate to supply the growing demand for our products.

another giant oven in our bakery. This oven will turn out 5,000 loaves of MITY NICE BREAD each day—besides large quantities of cakes and pies and the other good foods we make.

The growth of our business is gratifying to us. We appreciate the way Dunn folks have stood by us. It was their support and good will that made it possible for us to branch out into other territory. It was their appreciation of our products that led others to our doors for the best food products produced by any bakery in Eastern North Carolina.

We hope to have the big new oven in place in time for the Fair. We will be glad to have all our friends come in and see it. Even if it is not in place by Fair Week, we want you to come to see us anyway. You will find the modern bakery a most interesting place—and it will do you good to see how pure are the ingredients which go into our products and how clean are those products.

See that you get MITY NICE BREAD wherever you eat in Dunn during the Fair. Its name is a guarantee of its goodness.

| MITY NICE BREAD | # Pearce's Bakery
 - maker of -
 # MITY - NICE - BREAD | MITY NICE BREAD |