

The Wallace Enterprise

DEVOTED TO THE BEST INTERESTS OF THE PEOPLE OF WALLACE AND DUPLIN COUNTY

VOL. XV.

FIFTY-TWO PAGES TODAY

WALLACE, NORTH CAROLINA, THURSDAY, JUNE 3, 1937

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No. 34

ANNUAL STRAWBERRY FESTIVAL OPENS MONDAY

Penderlea Pageant Shows Episodes In Lives of Old and New Pioneers

Play To Be Presented Next Friday Before Mrs. Roosevelt Will Trace Development Of Pioneer Life To Present Day

ALL PARTS ARE PLAYED BY PENDERLEA PEOPLE

Great Crowd Is Expected To View Most Unique Pageant Ever Held In Section

By MARGARET VALIANT
"We all know that our country began as a settlement. Some of us may have forgotten however some of the problems, conditions and struggles of those early days. It is our purpose to recall some of those experiences in this section of North Carolina." With this announcement we shall present our pageant at Penderlea on Friday, June, June 11th, at 10 A. M., to which the public is invited.

The pageant itself, like Penderlea, developed from a small unit that expanded as its significance was felt by the community.

Originally, at the invitation of Mayor Harrell, it had been planned to present a twenty minute skit of some kind in Wallace during the Strawberry Festival. But when the committee of homesteaders met one evening to discuss the form our entertainment should take, so many interesting experiences of the early settlers at Penderlea were recalled, that it seemed unfair not to share them with the public. For pioneering in any form has always made the American pulse beat faster—has indeed made the American pulse. And here was pioneering at the door. Penderlea demands less physical pioneering than those very first settlers experienced, though there is plenty of hard work, but here was what we may call mental pioneering; requiring no less fortitude and patience in adjusting to new conditions than that required of our forbears. Quite naturally then came the idea of contrasting these types of pioneering. First, to remind us that "settling" as such is the root of our country and therefore our proudest tradition, and second, to show how far we have progressed toward that common welfare envisioned by the founders of our Democracy.

Thus the pageant begins with a scene from local history in 1771, adapted for our purpose. We present the Governor of that period as a man indifferent to this common welfare. We present the settlers, as handicapped by all the problems of survival in a new land; including lack of transportation, other than by water, lack of markets, other than England, and lack of understanding leadership from their government. Until finally, indignation mounting proportionately to oppression a local leader arose and the desperate settlers revolted.

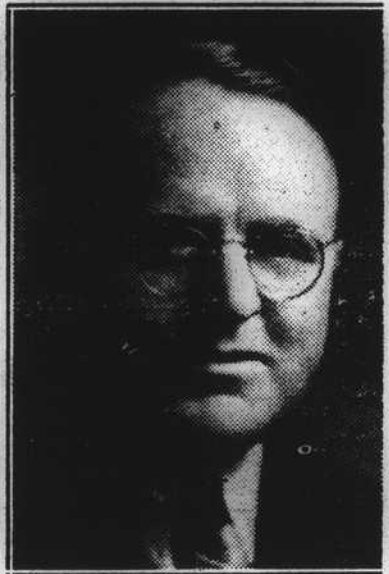
After the scene depicting the first shedding of blood on American soil against the British (Please Turn to Page Six)
—Come to Wallace June 7-12—

Local Grower Picks Cukes Past Week

Tiel Rivenbark, farmer of the Watha section announced today that he had picked a full basket of pickle cucumbers from his farm.

Rivenbark stated that this was about as early as he had ever known any amount of this crop to be harvested this early in the season. This proves two things: the ability of Mr. Rivenbark as a farmer, and the excellence of this section which are without peer when it comes to raising vegetables.

FESTIVAL CHAIRMAN



J. Aubrey Harrell (above), Mayor of the Town of Wallace and chairman of the Strawberry Festival, deserves much credit for his tireless energy on behalf of this year's big celebration.
—Come to Wallace June 7-12—

DUPLIN YOUTH JOINS U.S. NAVY

Son of Mr. and Mrs. John Teachey Has Enlistment in Navy Approved

David Clifton Teachey, of Rose Hill, 18-year-old son of Mr. and Mrs. John Wright Teachey, was enlisted in the United States Navy in Raleigh the past week, it has been announced by the Naval Recruiting station in the customhouse in Wilmington.

The Duplin youth made application for enlistment through S. S. Hagwood, in charge of Navy recruiting in this district, with offices in Wilmington.

Teachey will be assigned to the training station maintained by the Navy at Norfolk, Va., after which he will become attached to some one of the many posts available to young men enlisting in Uncle Sam's sea forces.

CHINQUAPIN GIRL GETS DIPLOMA FROM HOSPITAL

Friends of Letitia Maready will be glad to know that on June 4th she will graduate from Essex County Hospital, Cedar Grove, New Jersey. She is the daughter of J. B. Maready, of Chinquapin.

Wallace Again Bears Title Of World's Largest Strawberry Mart

Leads All Other Markets in Belt In Volume of Strawberries Handled During Season Now Ending.

With total sales of approximately 300,000 crates of strawberries sold on the local mart through June 3, Wallace again has the right to tell the world that the town is the "World's Largest Market" for the luscious red berry. Way, way ahead of any other market in the strawberry belt in volume of sales, the old home town proudly carries the banner which shows that it has no peer in berryland.

The present season has been unusually long, around 6 weeks, due to weather conditions, but this served to maintain prices at a fairly attractive level, and the average price for the season has been in the neighborhood of \$2.60.

Throughout the season there (Please Turn to Page Six)

APPRECIATION EXPRESSED BY LOCAL MAYOR

Thorough Cooperation of Local People Responsible For Success of Plans

With deep and heartfelt sense of appreciation for the unprecedented spirit of cooperation which have been shown him and other members of the committee in charge of the Strawberry Festival, Mayor Harrell said he wished to make it known that he realized that this year's celebration could never have obtained on the eve of its opening the perfection which the plans assumed without this spirit of cooperation.

Everyone, the mayor said, no matter what their status in the community, had seemed more than willing to contribute unselfishly of their time and efforts, and that it was impossible for him to adequately express his gratitude.

Due to this hearty "working together" of various clubs, citizens and individuals in charge of special programs, Mayor Harrell stated that he felt sure this year's celebration would be the most successful ever attempted in Wallace.
—Come to Wallace June 7-12—

CITIZENS ARE APPEALED TO

General Chairman of Festival Committee Requests Cooperation of Citizens

Due to the fact that an enormous crowd is expected in Wallace on the day of Mrs. Roosevelt's arrival, Mayor Harrell today appealed to all car owners of Wallace to leave their cars at home on Friday unless it is absolutely necessary that they be used.

Every available parking space in and about Wallace will undoubtedly be filled up on that day, the Mayor declared, and he would deeply appreciate the cooperation of local citizens in this respect. There will be a force of state patrolmen on duty in the town on that day, but since their hand will be full taking care of out-of-town visitors, citizens would help conditions out greatly by using their cars as little as possible.
—Come to Wallace June 7-12—

Wanoca Presents Zuluika

Madame Zuluika, world famous astrologist, will appear in person at the Wanoca Theatre Thursday and Friday of next week, it was announced today by the management.
—Come to Wallace June 7-12—

Magazine Carries Story Of Festival

The Esso Road News, official news publication of the Standard Oil Company, carried a lengthy article describing the big Wallace Strawberry Festival in its May issue, it has been learned here.

The current issue for June, 1937, also carries an article further describing the event, and as this publication has a nationwide circulation, should be the means of attracting a large number of people to Wallace next week.

Special mention is made in the current notice of the fact that the President's wife will attend the celebration on this coming Friday.

DISTINGUISHED GUEST



Mrs. Franklin Delano Roosevelt, wife of our distinguished President, will honor Wallace with her presence next Friday. An elaborate program of entertainment for the First Lady has been arranged, and Wallace stands ready to welcome her with open arms.
—Come to Wallace June 7-12—

Wallace Is Set To Give Ovation Mrs. Roosevelt

Will Be Welcomed at Train by Official Party and Escorted to Home of Dr. and Mrs. Robinson on Main Street.

SEVEN THOUSAND SCHOOL CHILDREN TO GREET HER

First Lady Will Be Formally Presented To Citizens at 2:45 Friday Afternoon

In an effort to extend to Mrs. Eleanor Roosevelt a welcome commensurate with the honor being bestowed upon them by her visit to Wallace, every citizen of the strawberry capital, from the lowest to the highest, (Please turn to last page)
—Come to Wallace June 7-12—

DUPLIN TAXES TO BE RAISED ACCOUNT ACT

Social Security Act Will Necessitate a 14c Addition to County Tax Rate

To take care of the provisions of the new State-Wide Social Security Program which goes into effect on July 1, it was announced by the Board of Commissioners for Duplin County that the tax rate would have to be increased a total of 14c.

There will be an estimated total of approximately 517 citizens of this county effected under the new law, divided as follows: Persons eligible for old age pension assistance, 274; children eligible under dependent children act, 243.

To take care of the \$10,028.00 fund necessary to pay pensions to the first group, the tax rate will be upped nine cents to take (Please Turn to Last Page)
—Come to Wallace June 7-12—

A Correction

Due to an error on the part of the mechanical staff in making the forms for this issue, an old festival program was inadvertently inserted on page two of the second section. The correct program for the festival will be found on page one of the fifth section.

The publishers regret the publication of this erroneous program and request their readers to ignore it.

SCOTT VIEWS BERRY TESTS AT WILLARD

Agricultural Commissioner Inspects Berry Irrigation At Test Farm

Willard, June 3.—North Carolina Department of Agriculture's Coastal Plain Station here, birthplace of the famed Blakemore strawberry, was view today by Commissioner of Agriculture W. Kerr Scott and board of agriculture members who were told "progress is being made at the farm on the program looking toward irrigation of berries during drought periods."

The Bellmar, Southland, Fairfax and Dorsett strawberries were also developed at the Coastal Plain Farm and at present 200 different selections of berries are being studied in an effort to develop a greater strawberry.

"Among other lines of horticulture the department's test farm has been working with the blueberry about 10 years and its pioneering work along this line resulted in bringing to the state several blueberry growers from New Jersey who are now leading the way in developing a very important blueberry industry in (Please Turn to Page Six)
—Come to Wallace June 7-12—

MAGNOLIA MAN DIES SUNDAY

Nick Mathis, Well-Known Resident of Magnolia Section Laid to Rest

The many friends of Nick Mathis, resident of the Magnolia section, will regret to learn of his death which occurred last Sunday afternoon. The deceased was 81 years of age.

Funeral services were conducted Monday afternoon by the Rev. J. G. Howard, a Free Will Baptist preacher of Magnolia, and interment was made in the Magnolia Cemetery.

The deceased is survived by his wife and one daughter, Mrs. Ben Merritt, of Wilmington.
—Come to Wallace June 7-12—

ROSE HILL GIRL GETS DEGREE FROM MEREDITH

Miss Margaret Elizabeth Blanchard, of Rose Hill, was one of the 91 seniors upon whom Meredith College conferred degrees Monday morning, May 31, at the close of the 38th commencement, when Dr. Theodore F. Adams of Richmond, Va., was the speaker.

Miss Blanchard, the daughter of Mrs. J. W. Blanchard, was art editor of the Acorn, student monthly publication her second year.

Third Annual Strawberry Edition Reflects Progress And Growth

Company To Furnish Car For Official Use

According to an announcement made by the Chrysler Motors Corp. through their dealers, P. S. Carr Company, of Clinton, a Chrysler Royal convertible sedan will be furnished for the convenience of the First Lady during her stay in Wallace Friday, June 11.

The car, which will be the official car of Mrs. Roosevelt, will be delivered in Wallace some time the coming week, from Detroit, where it has been on exhibition in the show room of the Chrysler Administration Building.

The official car will have white wall tires, cream in color, with black leather upholstery. The top will be down.

East Carolina's Big Celebration Pays Tribute To King Strawberry

QUEEN OF THE FESTIVAL



Miss Dorothy Wysong, popular member of the younger set in Wallace, will reign over the Strawberry Festival as Queen. The Queen's Ball will be held Friday night at which time she will be officially crowned.
—Come to Wallace June 7-12—

PAGEANT SONG IS COMPOSED

Mrs. A. C. Bergeron, Penderlea Woman, Writes Song For Celebration Friday

The official song "Penderlea," for the Penderlea Pageant, to be presented before Mrs. Eleanor Roosevelt next Friday, was written by Mrs. A. C. Bergeron, it has been announced. The song will be sung to the tune of the "Old North State."

By Mrs. A. C. Bergeron
Penderlea, Penderlea, may all blessings attend her,
While we live we will honor,
Protect and defend her,
Tho, the stranger may sneer at
and critics defame her,
Yet our hearts swell with gratitude
whenever we name her.

Chorus
Hurrah, hurrah, Penderlea forever,
Hurrah, hurrah, dear old Penderlea.

Then let all those who love us,
love the project that we live in,
As good a community as there is
in the U. S. A.

Where plenty friendship, love
and joy smile before us,
Sing aloud, sing together, the
wonderful chorus.

Third Annual Strawberry Edition Reflects Progress And Growth

Publishers Present It With Sense of Pride, Gratitude and Appreciation of Hearty Support Accorded it by Public.

Upon the approach of the advent of Wallace's Third Annual Strawberry Festival, and in a spirit, and with a desire and policy to ever lend its moral and material support to all worthy programs and causes designed for the best interests and development of Wallace and this section, The Wallace Enterprise is, with this issue, presenting to its regular subscribers and readers, and to thousands of others, its Third "Annual Strawberry and Festival Edition" . . .

To those who are not versed in the detail functions of newspaper-making, who are not acquainted with the technicalities and the many and various important and tedious duties involved (Please Turn to Last Page)

Wallace Takes On Gala Appearance and Prepares to Welcome its Thousands of Guests on Eve of Opening.

MANY ATTRACTIONS ARE ASSURED SAY OFFICIALS

Mayor Harrell Opens Big Show at 8 O'clock Monday Night Gresham Responding

With a rousing welcome to its thousands of guests assembled for the event, Wallace will open for the third successive year its great annual Strawberry Festival celebration on Monday night, June 7.

Widely heralded—and justly so—as the biggest and best show that Eastern Carolina has ever seen, no pains have been spared by officials in charge of the occasion and Wallace citizens to present a full week of entertainment of a nature destined to be long remembered by those who attend. Vaudeville acts, specialty numbers, floor shows, dancing to the music of a famous orchestra, and myriad other features will serve to bring the utmost in pleasurable enjoyment to Wallace's guests.

Then, too, on Friday, June 11, there will be presented to those who come many of the nation's most outstanding notables, among whom will be Mrs. Eleanor Roosevelt, Governor and Mrs. Hoey, Governor and Mrs. Johnson, of South Carolina, Senator Robert R. Reynolds, Congressman Graham Barden, General Manu McCloskey, Commandant of Fort Bragg, and several others. The graciousness of these ladies and gentlemen who will attend the Wallace event in order to meet their friends and admirers throughout the region where strawberry is king, is deeply appreciated by everyone and a welcome on a scale never before attempted in the Old North State has been arranged.

The celebration gets under way promptly at eight o'clock P. M. in the massive Exposition Building, on Main street, which presents a gala appearance due to the vari-colored decorations which have been installed under the Direction of Fred R. W. Reh, wide-known decorative expert. Mayor J. Aubrey Harrell will officially dedicate the festival to the throngs present, and it will be received on their behalf by Warsaw's popular young mayor, Tommy Gresham.

Already, on the eve of the big celebration, Wallace presents a picturesque and attractive sight, and an undercurrent of tenseness and excitement is noticeable throughout the community. Up and down Main Street have been strung colored lights, and in front of the Exposition Building hundreds of tiny red, green, blue and yellow lights lend an air of fairy-like beauty to the surroundings.
(Please Turn to Last Page)
—Come to Wallace June 7-12—

BAPTIST CHANGE WORSHIP HOUR

The Wallace Baptist church will have services each Sunday morning, beginning with June 6th, it has been announced by the pastor, Rev. J. E. Lanier.

There will not be preaching services in the evening. The evenings will be given to the Baptist Training Union work. The hours of services will be as follows: Sunday School, 9:45 a. m.; preaching service, 11:00 a. m.; Baptist Training Union, 7:00 p. m. The public and visitors are cordially invited to attend such services.