

Test Farm Will Be Closed Early Friday

Due to the fact that Mrs. Franklin D. Roosevelt and other distinguished guests of the Wallace Strawberry Festival will be early morning guests of the Coastal Plain Experiment Station, at Willard, on Friday, June 11, Dr. Charles Dearing, announced today that the Station will be closed to all visitors on that day from 7 until 9:30 a. m.

Dr. Dearing said that if any parties or individuals had made arrangements to pay a visit to the Station on that date during the hours above named, he would appreciate it very much if they would rearrange their plans to coincide with this announcement.

THIRD ANNUAL EDITION

(Continued from Page One) In the compilation and publishing such an edition, it is difficult to gain a true or concise conception of the great magnitude and import of such a venture . . . especially when undertaken in the ordinary small "country print shop" with a limited staff of workers.

The policy of the Wallace Enterprise is to endeavor to operate without necessity of resorting to apologies, unless in extreme emergency. An alibi has ever been a poor substitute for accomplishment, and no alibi is particularly sought or offered now. However, it is felt that a word here is in order. The minor delay in the appearance of this edition was due to causes more or less beyond the control of the management. Installation of new machinery previously bought, right at the busiest time in the shop's routine, which necessarily delayed production operations for a time, constituted the major cause of the lateness of the edition. However, it is felt and hoped that the edition and its feature contents are of such valuable nature, and will be so received, and appreciated, that they will tend to allay any feeling of impatience that our subscribers might have entertained.

Withal, the publishers, and their staff of co-workers, take a particular pride in the presentation of this Feature Edition . . . the largest ever published in Duplin County and one of the largest ever published by any weekly newspaper in the South. It is not offered as a work of perfection, for perfection is a goal rarely attained in any human endeavors. However, it has been the prime purpose and controlling idea and desire to make this edition truly representative of, and in exploitation of our town and our county, in their various phases of life, progress, and development, and to, of course, depict, primarily the past strides and present enviable status of Wallace as "The World's Strawberry Capital", of the development of the strawberry as a major agricultural interest locally, and of the subsequent annual event of festivity as indulged in by the thousands who are the guests of Wallace at its

annual Strawberry Festival, and which is made possible by virtue of the development of the crop, itself.

We would fail in our duty and desire, if proper recognition and expression of gratitude and appreciation were not made here, of the liberal moral and material cooperation and support accorded our efforts in the compiling and publishing of this edition, without which it could not have been made possible. Consequently, the publishers take this occasion to express their sincere thanks for such support to each and everyone who, through the contribution of feature data, stories or pictures, or otherwise, assisted in any way in making the edition possible.

We hold a special feeling of thanks and appreciation to the approximately one hundred and fifty advertisers who, through their advertising patronage of the edition, made the venture possible from a financial standpoint. The response accorded our efforts in this direction was practically 100 percent strong, a fact which strengthens our gratitude and our profound hope that their support will not have been in vain. And on behalf of these representative and progressive and public-spirited business leaders, in Wallace, in Duplin and Wayne county towns and in our neighboring city of Wilmington, and in Clinton, we bespeak for them the consideration and patronage of the buying public. Their spirit of civic pride and community cooperation reflects their interest in our town, county and section, and is worthy of recognition and reward in the way of consumer-patronage.

Further, the publishers feel a debt of recognition and appreciation for the faithful and untiring work and cooperation of its own advertising, reportorial and mechanical staffs who worked day and night, shoulder to shoulder, without murmur, in efforts to "put the last run 'to bed'" on time, despite the fact that the total edition ran several pages larger than our early anticipations, as a result of the liberal response and support accorded our efforts in the undertaking.

We also recognize, with a sense of satisfaction and appreciation the faithful and excellent work of Herbert L. Knight, of Oklahoma City, Oklahoma, who in two weeks designed, wrote and sold the advertising in this edition. Mr. Knight is a native North Carolinian, who came back from the Middle West to assist us in this work and has indeed done a good job of it and deserves much praise for his efficient handling of this job.

—Come to Wallace June 7-12—

Wallace Is Set
(Continued from Page One)

is extending himself or herself in preparation for the arrival of the First Lady next Friday morning, June 11.

The train bearing Mrs. Roosevelt, her party and other notables will be met at Rose Hill, a few miles up the line from Wallace, by a squadron of planes which will escort her to the depot in the strawberry capitol, where she is scheduled to arrive at 7:10 A. M. At the depot she will be met by the official car, in which will be Mayor J. Aubrey Harrell and Mrs. John D. Robinson, at whose home the First Lady will stop for a while before proceeding to the Coastal Plain Station for breakfast and

thence to Penderlea for the presentation of the pageant.

Lining the Main Street of Wallace all the way to the home of Mrs. Robinson will be approximately 7,000 school children of the surrounding section, and there will also be on hand around 500 Boy Scouts to help greet the President's wife.

The services of the military band from Fort Bragg has been proffered by General McCloskey, and the procession in which the First Lady will travel to the home of Dr. and Mrs. Robinson will be led by this fine musical organization.

There will be a stop of a short time made at the Robinson residence, following which Mrs. Roosevelt will breakfast at the Coastal Plain Station and then visit Penderlea where a pageant has been arranged for her by the people of the community. Returning to Wallace, the President's wife will lunch at the Robinson home.

At 2:45 the special afternoon program opens during which Mrs. Roosevelt and the other notables attending will be presented to the citizens of North Carolina who come to pay her tribute. News reel photographers will be on hand to make a pictorial record of these exercises, and the National Broadcasting Company will make a special, nation-wide broadcast of the program.

From 4:45 until 5:45 Mrs. Roosevelt will be entertained at a tea at the home of Dr. and Mrs. Robinson, in Wallace, given by the Wallace Woman's Club, through the effort of which body, capably assisted by many other interested parties, the invitation to Mrs. Roosevelt to attend the festival was extended.

At 7:48 Friday night Wallace's distinguished guest will entrain for Washington, and citizens will have their last opportunity to pay their respects to the First Lady.

—Come to Wallace June 7-12—

DUPLIN TAXES
(Continued from Page One)

care of the \$5,492.00 fund necessary to pay the necessary amounts to dependent children, the rate will be stepped up five cents.

It was pointed out, however, that the act which makes these benefits possible was one of the most humane pieces of legislation ever put through in the State of North Carolina, and should accomplish much good.

—Come to Wallace June 7-12—

EAST CAROLINA'S BIG
(Continued from Page One)

Store fronts carry the national colors, and altogether the "Strawberry Capitol" is in a festive and merry mood.

The entire building, in which booths representing various firms and organizations are placed along the promenades, present

a varied and colorful sight, with gay bunting, evergreen decorations and similar festooning, while over all and forming a beautiful background are the many-colored draperies and illuminating devices of the big building.

Preliminary work on the dance floor, is going on, and when completed it will be the latest thing of its type ever seen in North Carolina. The floor will be polished almost to the perfection of a mirror, and will reflect tiny pinpoints of diamond and gold lights. A combination of chemicals produces the unique and beautiful effect, and in the opinion of many who have viewed floors prepared by this manner such floors are almost too "pretty to dance on."

The big stage, 35x65 feet will accommodate with ease the large array of performers and acts, and will be in full view of the assembled multitudes. It is one of the most massive stages ever erected for such an event, and is but another example of the care and attention to details which have characterized preparations for the big show.

Not the least of dozens of other details looked after in an attempt to establish the comfort of Wallace's visitors will be the air cooling plant which will be in operation. This system of cooling the atmosphere is bound to add to the enjoyment of dancers and spectators, and the volume of pre-cooled air delivered into the tremendous auditorium will be of sufficient volume to counteract any hot weather which may be experienced during festival week. Through the use of this apparatus patrons will find that the air inside the building will be several degrees cooler than is the case on the outside.

Hal Thurston and his band are due to arrive in Wallace over the week-end, coming direct to Wallace from Virginia points, where the aggregation has been playing on tour. Members of the revue furnished by George Hamid, of New York, are also expected around Saturday or Sunday, and all the entertainers will be ready to go on Monday night.

No previous festival ever held in Wallace has received the vast amount of publicity and attention on the part of people throughout the state and nation and if present indications may be used as a standard by which to judge its success, Wallace is upon the threshold of a week's festivities the likes of which have never been seen before.

—Come to Wallace June 7-12—

Auto Licenses To Be Issued Fridays Only

It has been announced by State Highway Patrolman D. O. Pearce, stationed at Warsaw,

that a change has been made in details necessary to obtaining a driver's license.

In the future, Pearce said, examinations for automobile driver's license will be held on one day only each week, from 8 a. m. until 12 o'clock on Fridays

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ANNOUNCING
A Full Line Of
KRAFT PRODUCTS

Now being stocked at our store, including . . .

Miracle Whip Salad Dressing
QTS. 43c • PTS. 27c
HALF PTS. 17c



If It's Anything in **KRAFT'S** Line, We Have It.

FINLEY CARR
GROCERY
Wallace, North Carolina

Want Ads

MEN WANTED—To sell our complete line of Fruit Trees and Ornamentals. Cash commission paid weekly. Waynesboro Nurseries, Inc., Waynesboro, Va. Out July 8

Compliments of
The Josey Guano Co.

Wilmington, North Carolina

Featuring the First Cargo of

Nova Scotia Land Plaster

To come to the Port of Wilmington.

... Another Successful effort of ours to always keep abreast with the needs and desires of our hundreds of Dealers and Customers through this section.



Wallace's Newest and Largest Department Store

Its Management and Entire Personnel of the Organization Join with their Neighbors in Extending to all Festival Visitors . . .

Greetings and Welcome . . .



Visit Wallace Next Week; Attend the Festival for Entertainment and Pleasure. Make your Visit here Profitable by Visiting, also, this Big, Modern Department Store, where every Department is filled with Highest Quality Seasonal Merchandise, at Prices that make for Real Economy.

Wallace
"The Strawberry Capital"
Of The World—
Collin's
The "Value Capital"
of Wallace

We are glad to be a Part of Wallace; to contribute to Its Advantages and Popularity as a Good Retailing Shopping Center; And to cooperate in every cause designed for this Section's Best Interests.



Collin's
Department Store

WALLACE,

"The Strawberry Capital"

N. C.

