



Welcome to Wallace, N. C.

and to

The Annual Strawberry Festival



The March of Progress . .

It is with a sense of pride, of Appreciation and of Confidence that we review the history of the Strawberry, its growth and development as a major crop, and influence upon, and the contribution to the Agricultural and Industrial, and subsequently, civic progress of our Town, our County and this entire section of this "Strawberry Kingdom".

We approach again another annual season of paying tribute to this Crop, and of celebration in honor of it, and of the Thousands of Visitors who will come to pay this Homage, and to make merry.

To Mrs. Roosevelt, to Governor Hoey and to the many other distinguished guests and to all the other Thousands who will honor us with their presence on this occasion, we extend a hand of cordial welcome. Wallace is YOUR Town for the occasion and its people are YOUR Hosts. May every moment of your visit be filled with enjoyment and pleasure . . . that will leave with you perpetual memories of your trip to "The Strawberry Capital of The World".

Pure Oil Products Keep Pace

The past record of Pure Oil Products, in giving the Motorist an Ultra satisfactory and economical service, is so entwined with the record of progress of this section, that to mention one immediately brings a thought of the other. Pure Oil users are Pure Oil friends and boosters; you can always tell them . . . they're always in the Lead! You, too, will be pleased with these Super Motor Fuels. They free your motor of carbon and give you more Power. Make the Test Today and let your motor tell its own story! . . . There will be no regrets!

Super Solvenized Purol-Pep and Its Companion Tiole Motor Oil are names in the motor fuel world, just as "Sterling" is to Silver. They can be had at thousands of Pure Oil Service Stations no matter where you travel, along with every courtesy and accommodation that will make your patronage of these Stations and these Products a source of satisfaction and a Pleasant Memory!



Cape Fear Oil Company
J. AUBREY HARRELL, Distributor
 DUPLIN—PENDER—SAMPSON COUNTIES
 WALLACE, N. C.