

Simon Rutenberg One Of Hertford's Oldest Merchants

Engaged In Clothing Business 25 Years Be- fore Opening Store of His Own In 1928

The store of Simon Rutenberg, located on Church Street, just across from the State Theatre has as its owner a man experienced in the wearing apparel line of merchandise.

Mr. Rutenberg had been engaged in the clothing business in Hertford for twenty-five years before opening his own store at the present location in 1928.

Distinctively arranged with convenience in every plan of layout, the ladies' wear and millinery departments are on the second floor of the newly modernized and attractive establishment. An extensive stock of men's and boys' clothing, including such nationally advertised brands as Taney-Town and Hoff-Tex, are convincingly displayed on the ground floor.

The idea of carrying in stock nationally advertised products is extended to the shoe department, also on the ground level floor, where familiar trade names as Co-operative, Plymouth, Walk-Easy and Endicott-Johnson are found for both men and women.

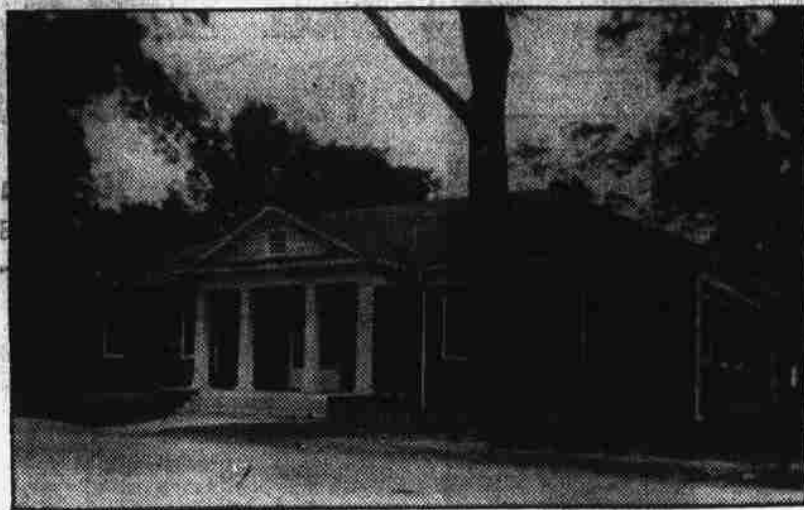
Extensive alterations have been in the scheme of things since the opening in 1928, the latest of which was the opening of the second floor quarters. A wide stairway from the rear center of the first floor leads to the office quarters and then to the second floor departments. Rest rooms on the two levels are part of the layout.

The force of courteous attendants include Mrs. W. G. Hollowell, Miss Dorothy Hoffer, Miss Mary E. White and Durward Barber.

New Labels on Old Statues
"In some remote regions," said Hi Ho, the sage of Chinatown, "our ancestors made statues to heroes look all pretty much alike, so that when a new set of heroes came into fashion they could simply apply new labels and so save much expense."

PWA spending at rate of \$5,532,510 an hour, Ickes says.

Perquimans' New Agricultural Building



Here is pictured the new Agricultural Building on Dobb Street. An auditorium, the offices of the county farm agent and offices of the home demonstration agent are housed here.

Glenn Roberson, Here Three Years, Won Many Friends

Operator of First Class Drug Store and Ac- tively Connected With Various Groups

Genial Glenn Roberson, civic minded owner of Roberson's Drug Store, came to Hertford with his family from Franklin, Va., just three years ago tomorrow.

During the short period since his arrival here, besides bringing the standards of his establishment up to a 100 per cent rating, he has become active in the Rotary Club and was appointed to a position of distinction on the board of directors of the Town Criers, Hertford's newest civic interest league. A member of the Masonic Order, he is also president of the Perquimans County Historical Society.

The casual visitor in Mr. Roberson's drug store finds an atmosphere of friendliness. The customer finds a force of courteous attendants, including Mr. Roberson, "Jim Bob" White, Fred Campen and James Byrum, all local boys and Perquimans County High School graduates.

The store's extensive stock runs the gauntlet from efficient prescrip-

Bridge Celebration Recalls Hertford's Affair 9 Years Ago

Copy of Old Hertford News Tells of Opening Of Beautiful Bridge Over Perquimans

It was on May 16th, just nine years ago that Hertford was celebrating a bridge opening of its own when the cutting of the ribbon on the draw of the new Perquimans River span was scheduled to take place at 12 o'clock noon, according to the May 16th issue of the old Hertford News, a treasured copy of which was re-

tion counter through stationery, camera supplies, greeting cards, patent medicines, china and glassware, cosmetics, magazines, veterinary supplies and veterinary books, access of the books which he offers free to those interested.

Mrs. Roberson, who was formerly Miss Laura Spivey, native of Perquimans County, is president of the Woman's Club, and like Mr. Roberson, is boundlessly interested in things of civic improvement nature. Mr. Roberson himself, is the registered pharmacist who presides over the prescription counter in this cool roomy store.

cally loaned this newspaper by Mrs. B. G. Koonce.

It is noted in the editorial columns that, "The Hertford News appears a day early this week because this is Perquimans' great day. Only bad weather can prevent this from being the greatest occasion in the county's history."

So it appears that bridge openings have always been an occasion for celebration. The actual construction time had taken 210 working days. The work started in August, 1928, when the contract was awarded to J. S. Bowers, of Whiteville, and the State Highway Commission placed W. M. Spruill, of Rocky Mount, as resident engineer, and C. B. Patten as constructing superintendent.

The length of the bridge, as it

still stands, was 640 feet; the draw 160 feet and the width of the bridge the same as the roadway, so as to conform with the city streets of Hertford. A six and one-half foot walk eliminated danger to pedestrians.

A full program was scheduled for the celebration day, beginning with a band concert by the Kinston Boys' Band in front of the courthouse. Then a parade, headed by the band, started at the school building. Cutting of the ribbon on the draw was by the Hon. Frank Kugler, commissioner of the First District. The Hon. Joseph Daniels spoke later at the courthouse. At 1:30 barbecue was served on the courthouse green by members of the entertainment committee. Boat races on the river and

a baseball game in the high school park finished off the program.

In the same issue of the Hertford News it was noted that the foundation was being laid for a two-story brick building to be occupied by its owner, M. J. Gregory.

The store of Brinn Brothers had lost \$250 worth of merchandise in a Saturday night robbery. No trace of the culprits had been found although officers were following up several "hot" clues.

6 BABIES IN 7 YEARS

Longmont, Colo.—Married seven years ago, Mr. and Mrs. Jesse Perdue have had a new baby every year since. They now have six children, the oldest of which is seven and the youngest only a few weeks old.

"Carolina's Finest Theatre"

OFFERS GREETINGS . . . AND INVITES YOU TO
VISIT THIS DELIGHTFUL, COOL THEATRE



"The Pick of Pictures at Popular Prices"

The State Theatre

HERTFORD, N. C.



Our Courteous Personnel Ready to Greet You

SIMON RUTENBERG
MRS. W. G. HOLLOWELL
MISS DOROTHY HOFFLER
MISS MARY E. WHITE
D. L. BARBER
MRS. JAKE WHITE
Millinery

As The Progressive Pioneering People of The Albemarle Celebrate Another Step In Progress

We Welcome the Opportunity to Extend Greetings and Congratulations . . . Here's an Invitation to Visit Hertford and Stop In This Modern and Attractive Store.

It has always been the policy of this establishment to endorse and offer whole-hearted support to every move destined to bring prosperity and progress to the Albemarle section.

Our store reflects this progressive Albemarle trend. Here you will find Style, Durability, Courteous and Helpful Service, and Universal Prices in . . .

MEN'S AND BOYS' CLOTHING - WORK CLOTHES
SHOES FOR THE FAMILY

Ladies' and Children's Ready-to-wear and
Millinery Department . . . Second Floor



On to the
Bridge Celebration

SIMON'S

SIMON RUTENBERG

Store of Values

HERTFORD, N. C.