

Simon Says 'Men's Clothes Will Be Gayer This Spring'

Fourth In Series "Reviewing Hertford Businesses"; Predicts Sportier Colors

Simon says: "Men's wear is going to be much more colorful this spring . . . gayer and sportier. Men's clothes have always been too sedate. The colors too drab. But they're getting away from it. For instance, shirts will be in yellow, green, blue, dusty pink; sport shirts with long sleeves.

"The best clothing authorities say so; that evening clothes will be in high colors, coats in sport cut in brilliant shades of red, green, blue and yellow. This spring we'll see gay clothes . . . and think what they will do to our dispositions."

The man who was talking was Simon Rutenberg, owner of the store of Simon's. The man who was talking came to Hertford from Odessa, in Russia, in the year 1901. He could speak not one word of English then.

"Have you ever been back to Russia?" the Weekly reporter asked. "No," he said emphatically, "and I never want to go back."

Simon's cousins were already in Hertford, and his brother, Nicholas, came over from the Old Country in 1899. Simon had been to school in

Russia, but he wanted to know the American Way, so he started in school here.

The cousins, Macht Brothers, clothing store, became Macht Bros and Simon's in 1903. Simon's parents and three sisters came over a short time later.

It was always the clothing business for Mr. Rutenberg; the Macht Brothers left, Nicholas went to Richmond, and then there was the store of Rutenberg, Stokes and Darden. Then Simon sold out and went to New York to work for Gimbel Brothers. Then he went to Williamston and finally back to Hertford in 1919. He worked for J. C. Blanchard and Company, and White and Company until 1928 when he established the present store of Simon's.

February 28th was the 12th Anniversary.

The years in between at the location on Church Street have been years of steady progress . . . even through the depression . . . years of altering the interior, modernizing the front, following the trend and trying to get ahead of it.

Three years ago saw the store enlarged to take in the second floor, with a ladies' ready-to-wear department and a department exclusively for children's wear. Miss Mary Elizabeth White is in charge of this department. Other members of the force, besides Simon himself, include Mrs. J. D. Bass, Jr., D. L. Barber and Miss Jesse Baker.

Mrs. Jake White, widely-known for her millinery, is also quartered on the second floor.

The little boy over here in a strange country, who couldn't speak a word of the strange language in 1901, has come a long way.



Wallace Beery as he will be seen on the State Theatre screen Monday and Tuesday in "The Man from Dakota," melodrama of a Yankee prisoner of war who escapes from a Confederate prison camp. John Howard and Dolores Del Rio are seen in support of the star.

Free Motion Pictures At State On John Deere Day Saturday Morning

A program of motion pictures, presented jointly by J. C. Blanchard and Company, and John Deere, farms implement manufacturers, will be shown at the State Theatre as part of the John Deere Day celebration.

Consisting of five all-talking pictures and featuring "Joel Gentry in Hollywood," the program gets underway at 10 o'clock Saturday morning. The program is free to farmers, it is announced.

Tickets for the pictures may be obtained from the box office of the State Theatre.

BELVIDERE NEWS

Mrs. R. M. White and son, Jay Winslow, of Norfolk, Va., are visiting her parents, Mr. and Mrs. L. J. Winslow.

Miss Eloise Keaton, of Hertford, was a week-end guest of Miss Evelyn Copeland.

Mrs. C. T. Rogerson, Jr., Miss Sibyl Rogerson, Mrs. Curtis Chappell and Mrs. C. T. Rogerson, Sr., spent Thursday in Suffolk, Va.

Edwin S. White spent Friday and Saturday in Winston-Salem as a guest of Mr. and Mrs. F. M. White.

Mr. and Mrs. W. T. Smith, Mrs. T. C. Perry and Miss Elsie Copeland spent Thursday in Elizabeth City.

Miss Mildred Copeland was a week-end guest of Miss Adalia Winslow.

Mr. and Mrs. L. J. Winslow, Mrs. R. M. White, Jay Winslow White, Mrs. H. P. White, Misses Catherine and Deborah White visited Mr. and Mrs. E. L. Winslow, of near Cross Roads, Sunday.

CHAPANOKE NEWS

Mr. and Mrs. Arthur White, of Hertford, Mr. and Mrs. Robert Wood and son, of Elizabeth City, were Sunday guests of Mr. and Mrs. J. C. White.

Mr. and Mrs. George Asbell and daughter, of Edenton, spent Sunday with Mr. and Mrs. John Asbell.

Mrs. J. C. Wilson was in Elizabeth City Saturday.

Mrs. Daisy Perry and Mrs. John Symons were in Hertford Tuesday morning.

John, Seaton and Sylvia Asbell attended Gulliver's Travels at State Theatre, Hertford, Tuesday night.

Mr. and Mrs. C. P. Quincy and Mrs. Emmett Stallings were in Elizabeth City Thursday afternoon.

Mrs. Otho Jordan and children, of Smithfield, Va., spent the week-end with her parents, Mr. and Mrs. Judd Lane.

Mrs. Cecil Garrett and son, Cecil, of Elizabeth City, visited here Tuesday afternoon.

Mrs. John Asbell visited Mrs. William Boyce, in Hertford, Tuesday evening.

BELVIDERE ROUTE 2

Harry Chappell is visiting his parents, Mr. and Mrs. W. P. Chappell.

Guests in the home of Mr. and Mrs. P. E. Chappell Monday were: Mrs. Joseph White, Mr. and Mrs. J. F. Chappell, Mr. and Mrs. Luther Chappell, Mrs. C. C. Chappell, Mr. and Mrs. W. P. Chappell, Mrs. Shelton Chappell, Louis Winslow, Mrs. P. P. Chappell, Mrs. N. D. Chappell, Mrs. T. D. Chappell and son, John Edgar, and Mr. and Mrs. G. W. Chappell.

Guests in the home of Mr. and Mrs. G. W. Chappell Sunday were: Mr. and Mrs. Henry Copeland and son, Mr. and Mrs. T. P. Byrum and children, Mr. and Mrs. Otho Winslow and children, Mrs. P. E. Chappell and children.

Mr. and Mrs. G. R. Twine and sons, Ray and Grady, Lillian Twine, Mr. and Mrs. Louis Winslow and daughter, Lois Violet, and Shelton Chappell visited Mr. and Mrs. J. T. Chappell on Sunday.

J. O. Chappell was the dinner guest of Mr. and Mrs. G. E. Hunter Sunday.

Mr. and Mrs. Milton Copeland and children and Mrs. Lizzie Copeland called on Mr. and Mrs. Joseph White Sunday evening.

Misses Lillian Twine, Eunice, Novella, Estelle and Gladys Chappell visited Mr. and Mrs. P. E. Chappell Sunday afternoon.

Mrs. Joseph White, Luther Chappell and P. E. Chappell visited Mr. and Mrs. G. G. Chappell Saturday.

BALLAHACK NEWS

Mr. and Mrs. C. C. Mansfield, Mr. and Mrs. Samuel Mansfield and son, and Mr. and Mrs. Elmer Robinson visited Mr. and Mrs. Clement at Tyner, Sunday afternoon.

Mrs. L. A. Goodwin visited Mrs. Willie Bunch, in Edenton, Tuesday.

Mrs. C. C. Mansfield, Mrs. Samuel Mansfield and son, Mrs. Elmer Robinson, Mrs. Sidney Goodwin and children visited Mrs. Josephine Ward Wednesday.

Miss Grace Baker visited her sister, Mrs. George Bunch, in Rocky Hock, last week.

Mrs. George Bunch and son, Gene, of Rocky Hock, were guests of her parents, Mr. and Mrs. H. V. Baker, Thursday.

Mr. and Mrs. Sidney Goodwin and children, Ruth E. and Janice, were guests of Mr. and Mrs. Clyde Bunch in Rocky Hock, Sunday.

Mrs. H. V. Baker Mrs. George Bunch and son, Gene, Mrs. Murray Elliott and daughter, Ocie Lee, visited Mrs. Josephine Ward Thursday afternoon.

Mrs. Clifton Griffin, of Tyner, was the guest of Mrs. Wallace Goodwin Tuesday.

SNOW HILL NEWS

Mr. and Mrs. Joe Harrell, of White Hat; Mrs. Nellie Sumner, Mr. and Mrs. W. Q. Hurdle, or Hurdle-town, visited Mr. and Mrs. Jesse Harrell Sunday afternoon.

Mr. and Mrs. Ralph Harrell spent Sunday with Mr. and Mrs. J. G. Barellitt, at Nixonton.

Mr. and Mrs. Mason Sawyer and family, of Old Neck, accompanied by Mr. and Mrs. D. M. Cartwright and Miss Lucille Cartwright, spent Sunday in Norfolk, Va.

Mr. and Mrs. J. L. Harrell, of Norfolk, Va., visited in this community Monday and Tuesday.

Mr. and Mrs. John Harrell spent Wednesday in Norfolk, Va.

Mr. and Mrs. Ralph Harrell, Mr. and Mrs. Moody Harrell were in Hertford Saturday afternoon.

Mr. and Mrs. Moody Harrell spent Sunday with Mr. and Mrs. G. W. Gregory, at Woodville.

Mr. and Mrs. John Harrell and family visited Mr. and Mrs. Wilbur Lamb, at Belvidere, Sunday.

Mr. and Mrs. Meador Harrell visited Mrs. Pike, at Winfall, Sunday. Mrs. Pike is very ill.

Mr. and Mrs. Ralph Harrell, Mr. and Mrs. Moody Harrell were in Elizabeth City Wednesday.

MRS. WINSLOW HONORED

Monday evening, March 4, Mrs. Roscoe M. White, of Norfolk, Va., assisted by Mrs. Lillie Mae White, graciously and delightfully entertained at a surprise party on the occasion of the birthday anniversary of Mrs. R. M. White's mother, Mrs. L. Jay Winslow, in the Winslow home at Belvidere.

Mrs. Winslow was presented at the door with a lovely corsage of violets and fern by Miss Clara White.

A quiz contest, followed by other games, was enjoyed. Mrs. T. C. Perry won the prize with Mrs. R. R. White and Mrs. V. C. Lane receiving consolation prizes.

Little Jay Winslow White presented his grandmother with a "wagon-load" of parcels which when opened were gifts of beauty and usefulness.

Little Jay also invited the guests into the dining room where under the soft glow of candle-flame and an array of eaters, principally pink and green, stood a large two-tier birthday cake in the center of the lace-

covered table. Easter motifs were used as supplementary decorations and favors.

Mrs. Winslow cut the cake and with it was served ice cream, candies and nuts.

Those present included the honoree's Sunday School Class and neighbors: Mrs. J. C. Trivette, Mrs. H. E. Copeland, Mrs. Wayland White, Mrs. T. C. Perry, Mrs. C. V. Ward, Mrs. J. M. Copeland, Mrs. R. B. White, Mrs. B. W. Copeland, Mrs. C. T. Rogerson, Mrs. F. N. Copeland, Mrs. R. H. Copeland, Mrs. L. L. Winslow, Mrs. C. S. Chappell, Mrs. L. P. Chappell, Mrs. E. S. White, Mrs. F. R. Chappell, Mrs. M. D. Lane, Mrs. V. C. Dail, Mrs. N. D. Chappell, Mrs. W. T. Smith, Mrs. C. T. Rogerson, Jr., Mrs. N. W. Chappell, Mrs. Mabel Harwood, Mrs. V. C. Lane, Mrs. Willie Winslow, Mrs. I. S. Winslow, Mrs. F. E. Smith, Mrs. Lillie Mae White, Misses Lucy, Clara

and Margaret White, Olive Layton, Catherine and Deborah White, Mrs. C. B. White and Miss Mary Elizabeth White, of Winfall.

BIRTHDAY DINNER
A delightful birthday dinner was given in honor of Mrs. J. H. Miller, at her home near Hertford, Sunday. Mrs. Miller celebrated her 81st birthday. She received many beautiful and useful gifts.

Guests included Mr. and Mrs. W. Miller and Ervin Perry, of Norfolk, Va.; Mr. and Mrs. H. T. West of Ayden; Mr. and Mrs. J. E. Perry, Miss Esther Perry, Lawrence Perry, Mr. and Mrs. Irving Trueblood, Miss Mary Elizabeth White, Mr. and Mrs. David Miller, Bryan and Elmer Miller, and Mr. and Mrs. J. H. Miller.

Dodging Nemesis
"What is the hardest job you have faced since your college days?" "Living them down."

It's time to paint up your home for **SPRING!**



For Beauty's Sake!
For Better Living!

You'll be proud of your home for many years after you paint inside and out with **ATHEY'S Paint!** For beauty and long run economy you cannot beat . . .
ATHEY'S 100% PURE PAINTS
Paint Up! Remodel! Redecorate!
INSIDE and OUT!



STAINS
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OILS — BUCKETS — LADDERS

Hertford Hardware & Supply Co.
"Trade Here and Bank the Difference"
HERTFORD, N. C.

Free to Farmers
ANOTHER BIG
JOHN DEERE DAY

FEATURING
"JOEL GENTRY IN HOLLYWOOD"
AN ALL-HOLLYWOOD PRODUCTION

AT STATE THEATRE
Saturday, March 9—10 A. M.
PRESENTED BY
J. C. Blanchard & Co. Inc
"BLANCHARD'S" SINCE 1832
AND THE JOHN DEERE COMPANY

STATE THEATRE
Hertford, N. C.

Friday Only, March 8—
SULLIVAN STEWART
THE SHIP ABOVE THE CLOUDS
ALSO COMEDY

Saturday, March 9—
William Boyd
—in—
Law of the Pampas
—Also—
Daredevil of the Red Circle No. 2

Monday and Tuesday, March 11-12—
The Man from DAKOTA
M-G-M PICTURE
Wallace Beery
ACT — NEWS REEL

Wednesday, March 13—
MATINEE 3 P. M.
RENO
RICHARD DIX
GAIL PATRICK
ANITA LOUISE
ALSO COMEDY AND ACT

Thursday Only, March 14—
GOOFY
GOING ON UNDER THE BIG TOP!
MARK BROG
A DAY OF THE LIRLUS

FOLLOW THE CROWD TO SIMON'S

Easter Is Not Far Off and We Are Ready to Serve You With Everything to Wear For the Family For the Easter Parade.

SEE US WHEN IN TOWN!

SIMON'S