

S. BROWN SONS CELEBRATES 61ST ANNIVERSARY OF ITS FOUNDING

FIRM FOUNDED 1865 BY SAMUEL BROWN HAS GOOD RECORD

Guided by Men of Vision and Ability Its Progress Has Been Steady and Impressive. Complete Lines of Men's and Boys' Wear on Hand for Anniversary Sale Commencing Wednesday

Celebrating the 61st anniversary of the founding of the store, which is one of the most reliable men's and boys' clothing establishments in the city, S. Brown Sons, 354 King street, will put on a jubilee sale beginning Wednesday, July 7. On these days, marked by unusually low prices on all manner of goods in stock, the general public as well as old friends and customers of the concern will be welcomed with a cordiality that will be expressive of the great pleasure that the visit will afford the proprietor of the firm, Elias Brown, and the employees of long standing, Miles Dunning and Willis Davis.

The history of this enterprising store is one of the most inspiring epochs in the city's commercial life, the men in charge of its affairs having stuck to their posts in times of its adversity and prosperity, ever having service as their ideal and aiming to go on to greater things in spite of obstacles that at times appeared insurmountable.

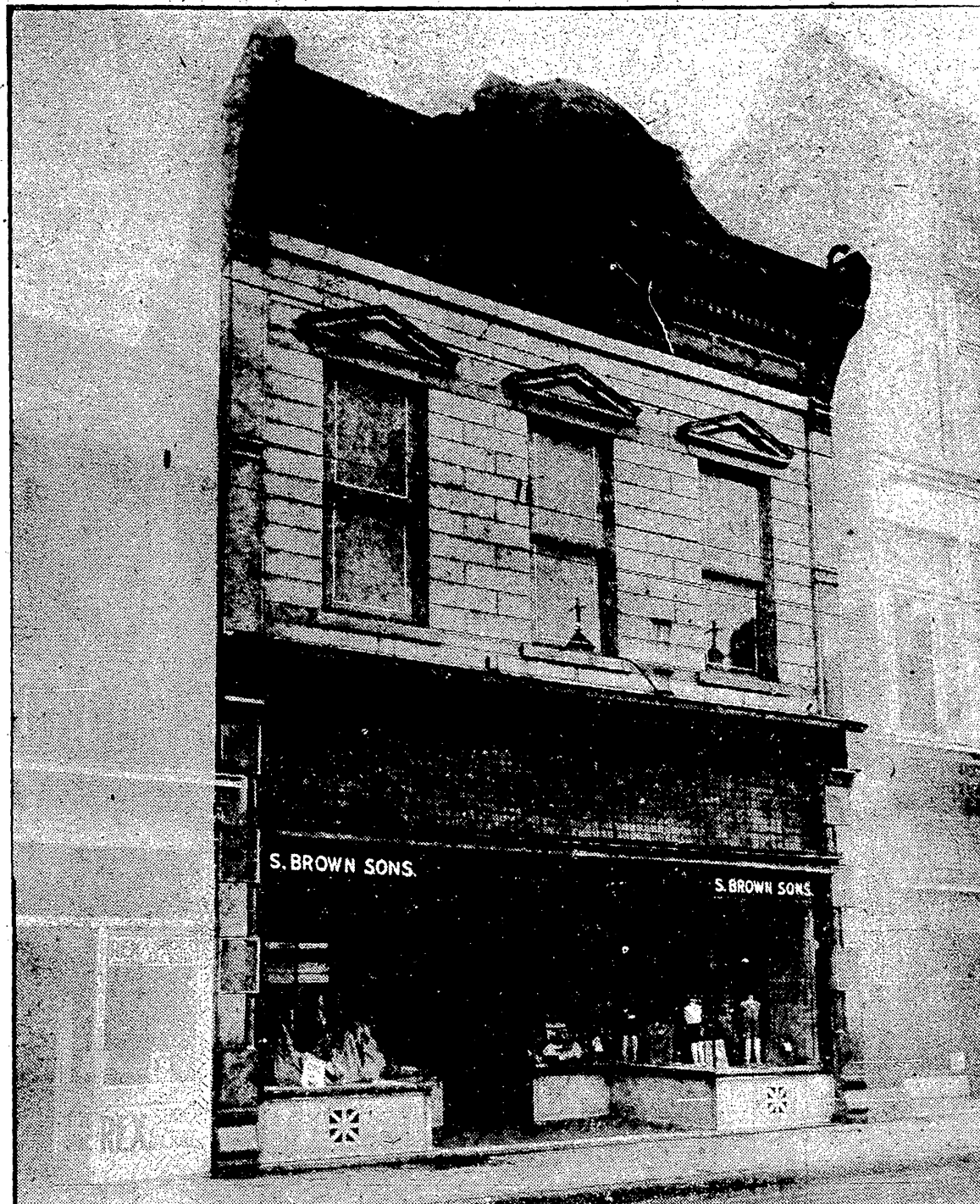
Barely three months after the fall of the Confederacy that marked the end of the War Between the States and the dawning of a business era in the city that was full of gloomy aspects, Samuel Brown started in business on a limited capital, at a location two doors above Market street on the east side of King street. As passing time proved that the venture was a feasible one and likely to meet with success under careful management, the founder moved his stock to a better location at 356 King street.

Here the affairs of the concern prospered so that in the early nineties of the last century the realization again came to Mr. Brown that more room and a structure of modern design was needed to properly accommodate the large stock that it was necessary for him to carry in order to meet the growing demands of his patrons. With this in view he purchased the lot at 354 King street, just below the site occupied at the time, and set about erecting a building that was especially intended to meet his needs for years to come.

In the meantime, Mr. Brown had with him his two sons, Elias Brown, the present sole owner of the business, starting in to help his father in 1881. They showed that they possessed unusual capacity along commercial lines and a stimulus was given to the growth of the concern that appreciably added to its prestige.

The founder of the establishment that bore his name, however, was

S. Brown Sons' Attractive Home



Impressive two-story building at No. 354 King street, erected by Samuel Brown in 1886 to take care of his fast growing business. Following his death the business was taken over by his sons. The building fronts 27 1/2 feet on King street and runs eastward to a depth of 156 feet. The show windows on each side of the entrance are well arranged and are effectively brought out by a granite and tile setting. The shelves, racks and display cases in the interior are admirably suited to accommodate large stocks of men's and boys' wearing apparel. The second floor is used as a reserve supply department and it also houses the efficient tailoring department.

HAS RECORD OF LONG SERVICE

Miles Dunning Entered Employ of S. Brown Sons 30 Years Ago

Miles Dunning, the senior salesman of S. Brown Sons, has been connected with the firm for about thirty years. Mr. Dunning came to the firm in his early teens and has grown up with the business that is today celebrating its 61st Anniversary.

Thirty years of work in one place is quite a long record and covers a goodly portion of the average man's working life and shows very clearly that S. Brown Sons during its many years of growth has been ever considerate of its employees and also shows that its employees have in return been very loyal.

Mr. Dunning expresses it somewhat as follows: "Mr. Elias Brown has been more than thoughtful and considerate, and I feel very kindly toward him—closer perhaps than the average employee does to his employer. We are like one big family here with every one ever thoughtful and considerate of the other. Its a splendid atmosphere in which to work and it gives me great pleasure to join with the innumerable friends of Mr. Brown in wishing him hearty congratulations of this 61st Anniversary of the business." Mr. Dunning whose long association with S. Brown Sons has made him more or less of a fixture in retail clothing circles here. He has made many friends during these many years of service who have learned to depend, to a large extent, upon his good judgment in selecting their wearing apparel.



MR. ELIAS BROWN—Who has been connected with S. Brown Sons since 1861 and the present owner of the business and valuable building that houses it is a native Charlestonian, and an authority on men's and boys' wearing apparel. His genial disposition has made him a large circle of friends throughout this section.

WILLIAM DAVIS IS JR. SALESMAN

Of S. Brown Sons—Enjoys Wide Popularity With Customers

Although William Davis has been with S. Brown Sons for over twenty-five years he is yet the junior clerk of the establishment as his term of service is overreached by time that the other salesman, Miles Dunning, has been an employee of the firm. This is an unusual situation and one that is readily recognized as speaking well for the management that their well known men's and boys' ready-to-wear store has enjoyed.

Mr. Davis has long been recognized as one of the most obliging and courteous men engaged in the retail mercantile business in the city and these characteristics have made for him a host of friends who in all their dealings with the firm, place in him a confidence and trust in his judgment that is deeply appreciated. He states that never in his experience has the future business of the city appeared so bright and he is anxious to have everyone in his wide acquaintance visit S. Brown Sons at least once during the ten day sale that is to start on Wednesday, so that he personally can show them the cooperation that have offered them in order to make their nationally known connections the occasion a memorable one.

Enjoying unusual popularity with the boys of the city, especially, Mr. Davis states that it will also afford him great pleasure to have their parents bring them in in order to take advantage of the low prices that will be offered in all youths' lines during the celebration of the anniversary.

Optimistic of the future of the city, Mr. Davis says without reservation that Charleston is bound to prosper. "The old city has advanced steadily ever since I have been in business on the street," is the way he puts it, "and with the hotels and other recently acquired assets there is certainly nothing to start her on the down grade now."

ELIAS BROWN HEAD OF POPULAR STORE SINCE FEBRUARY

Acquiring Complete Ownership Through Purchase of Outstanding Interests. He Has Served the Public of Chas. 45 Years and Believes That the Outlook Here Has Never Been Better

Justly proud of the 45 years spent in serving the citizens of Charleston and other parts of the State, Elias Brown, proprietor of S. Brown Sons, feels that the celebration of the 61st anniversary of the store that was founded by his father, Samuel Brown, is an event of unusual significance and one that ought to be observed in such a way that it will be long remembered by the public for the values that it gives as well as for the facilities that it offers towards putting an end to the drudgery that is often associated with shopping for men and boys of the family.

Born and raised in Charleston, Mr. Brown, who has been sole proprietor since last February of the concern that he has been so long connected with, believes that he has a very fair idea of the needs of the shoppers of this section and he promises that any of the shortcomings that are attached to his store now will be thoroughly remedied in the expansion that it will undergo and in the improvements that will be added in the next few months, thus proving that the concern has lost none of its right to its popular designation, "the live store."

Mr. Brown entered the business world in 1881, at a time when his father's store was located one door north of the present site in a building of much smaller proportions that would be entirely incapable of taking care of the volume of sales that occur annually now. He early displayed an adaptability for merchandising and it was not many years before he was his father's chief assistant in handling the ever growing trade. At the death of the founder in 1896, and the subsequent reorganization of the firm under the name of S. Brown Sons, he became a partner in the new enterprise. It was at the beginning of the present year that he purchased the interests of the others and became sole owner of the business and the spacious building that houses it.

This building, which was built under the direction of the founder of the business just before his death in 1896, in appearance is one of the outstanding retail establishments on King street. Fronting 27 1/2 feet on the main shopping thoroughfare and extending eastward to a depth of 156 feet, it is ideally suited to meet the needs required of it. Large show windows that are always tastefully decorated on either side of the main entrance admirably set off the granite front. The interior is also unusually well arranged, high ceilings affording plenty of space for goods in the built in racks. The second floor is used as a place of storage for reserve stocks which the concern is

always plentifully supplied with, though the tailor shop is also situated on this floor.

Mr. Brown is of the opinion that much of the success that has attended the efforts of his firm during its long existence is due to the fact that those in charge have always given an unusual amount of thought to the dress requirements of the thousands of men and boys that have been numbered among its customers. This attitude combined with the facts that the policy of the concern has always been distinctively progressive and that prices have been kept down as low as possible have also been contributing factors.

Of genial disposition and magnetic personality, Mr. Brown, the present proprietor of the firm, also possesses a directing genius that cannot be discounted in specifying the elements that have been instrumental in the concern's upward growth. He is a member of all with whom he comes in contact and has a way of holding the respect and affection of his employees.

Through the paths that he has followed have always been those of a private citizen, Mr. Brown is devotedly interested in the welfare of the city and looks confidently to its future growth. He is a member of the Charleston Lodge of Elks, Friendship Masonic Lodge and Live Oak camp of the Woodmen of the World and to each of these organizations on more than one occasion he has proved his usefulness. A friend alike of poor and rich he is familiarly known to men of all classes and among his customers are numbered persons from all sections of the city reflecting every class of its citizenship.

Mr. Brown is also firm in his belief that Charleston will one day be one of the leading winter and summer resort places in the South besides keeping pace with the largest cities in nearby states. Industrially, "our beaches," he states, "are wide and smooth and hold great attraction to the visitor desiring to spend a holiday at the seashore. The fact that Polly Beach and the Isle of Palms and Sullivan's Island will soon be accessible over perfect roads and strong bridges, will distinguish them above all others on the Atlantic in the minds of vacation motorists living in the South as well as more distant parts of the country."

He is also of the opinion that good hotels, paved streets and municipal ownership of the waterfront have done wonders towards creating business for the community and toward the inhabitants in a cheerful frame of mind while other cities not very far distant have suffered waves of business depression. "In over two score years that I have been actively in business," he declares, "there at no time previously existed in Charleston a period when everyone was united for the common good so completely or there was more cause for optimism in the outlook than there is now."

Mr. Brown was married to Miss Jennie Brown of Newberry, S. C., 26 years ago and is the head of a large family consisting of two boys and three girls.



MR. MILES DUNNING—Senior clerk who has been connected with S. Brown Sons for about 30 years.



MR. WILLIAM DAVIS—Also has a long record being with this firm for more than 25 years.