

# 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 not destined to see the full realization of the plans that he had undertaken on such a large scale, as death cut short his worthy career just six months after he had moved into the new store in which he had taken such an honest pride in building. His passing was deeply regretted by many friends and associates in a business way in the surrounding countryside as well as in the city that had always relied on him as a man with the proper degree of public spirit and interest in her welfare.

Following the death of the father the store passed on to his two sons and in 1897, the designation was changed to S. Brown Sons, the name that it bears at the present time. Elias Brown became one of the managers of the new organization and under this capable direction the affairs of the establishment continued to flourish, a statement that is borne out by the fact that the annual gross sales have increased five times since 1897. Last February a deal was concluded whereby Elias Brown became sole owner of the establishment, all others disposing of their shares in the firm.

All of the lines handled by Mr. Brown bear the brand of goods that are nationally advertised, their familiar trade marks guaranteeing the materials as well as the quality of the workmanship. The makes of men's clothing that are carried include such well known brands as B. Kuppenheimer & Co., Michael Stern & Co., Bashwitz Bros. Co., Mayers-Hoffman Co., Marcus and Ockenberg and L. H. Manko and company.

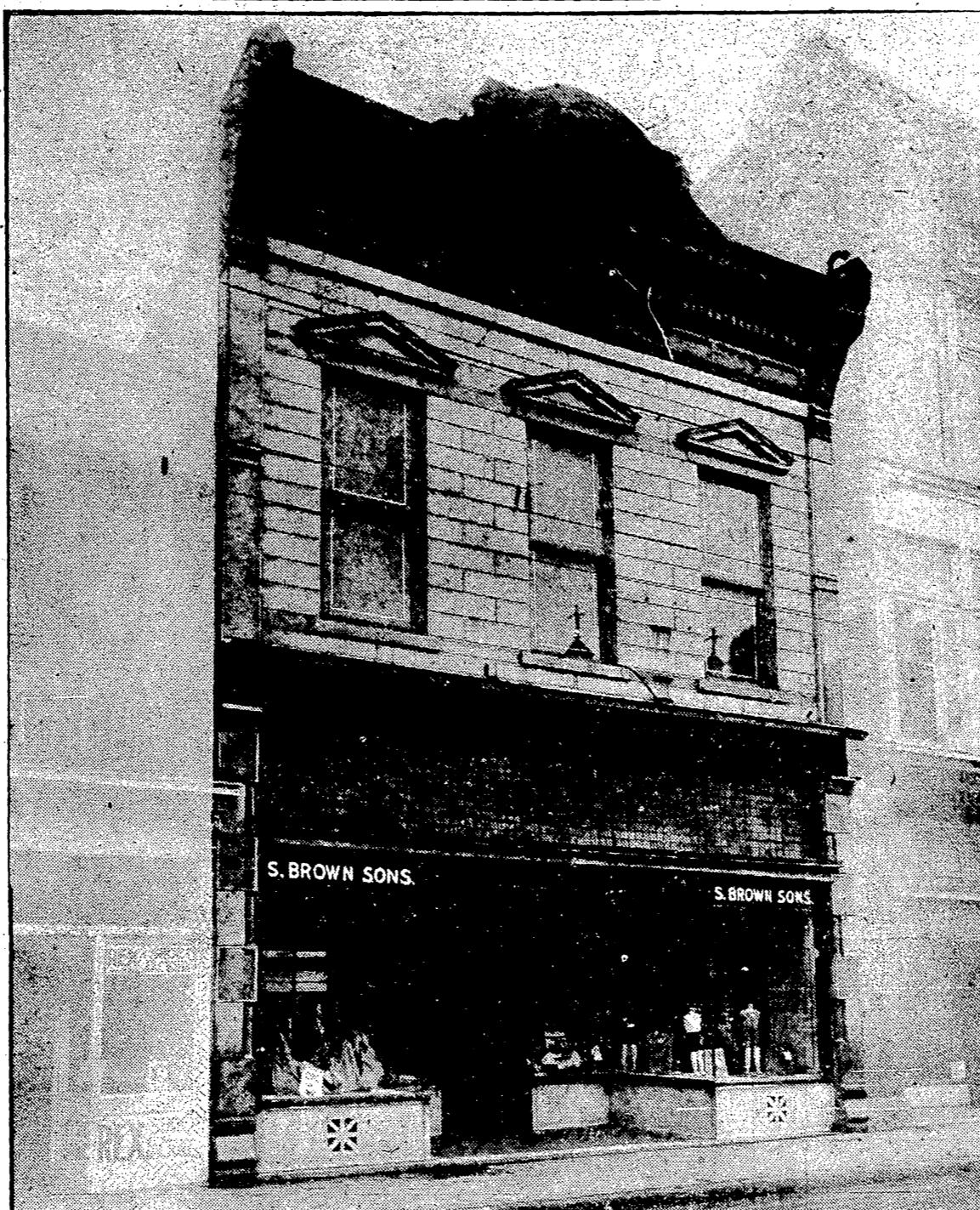
Overalls and work goods are supplied from the warehouses of the H. D. Lee Mercantile Company, Marcus Loeb and company, the American Hat company, makers of the "perfect felt" hat, True Shape Hosiery company and the Royal Cravat corporation. Besides these complete lines of shirts, collars, underwear and hosiery are always on the shelves in such sizes and styles to meet the needs of any customer and the problem of supplying growing boys with just the things that will last the longest and look best has been satisfactorily solved by Mr. Brown during the years that he has spent giving serious thought to the matter.

In fact, the proprietor takes an especial delight in welcoming boys of all ages to his establishment and it is hoped that many parents will take advantage of the prices that are offered on youth's wear during the ten days of the jubilee sale.

Another important branch of the store that has won the commendation of numerous customers in the past is the alteration department that is located on the second floor under the supervision of Pat Ring, employee of long standing, where tailors and tailors ready to apply their skill to garments that are not exact in their fit and the satisfaction that they give causes Mr. Brown an unusual degree of satisfaction.

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 1866 to take care of his fast growing business. Following his death the business was taken over by his sons. The building fronts 27½ 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. It's 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 on this the 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. MILES DUNNING—Senior clerk who has been connected with S. Brown Sons for about 30 years.



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 the junior chief of the establishment, as his term of service is overruled 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 the well known men's and boys' ready-to-wear store employs.

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 appear 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 annual known contributions the occasion a memorable one.

Enjoying a 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 young lines during the celebration of the anniversary.



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

### 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 seen 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.

The interior is also tastefully arranged with high ceilings, affording ample 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 fashion 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.

He is of the opinion that the policy of the concern has always been distinctly 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 figuring the elements that have been instrumental in the concern's unusual growth in the last few years. He is a man who wins the confidence of all with whom he comes in contact and has a way of holding the respect and affection of his employees.

Though 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 the Knights of Pythias, 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." He states that Poly Beach and the island of Palms and Sullivan's Island will 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 coal hotels, paved streets and municipal ownership of the waterfront have done wonders towards creating business for the community and keeping 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 he has been in active charge of his 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., 36 years ago and is the head of a large family consisting of two boys and three girls.