

SPRING ANNOUNCEMENT

Ready with the finest and most up-to-date stock of goods we've ever been able to show you. We want you to see them. We want to do business with you this season, for we know it will pay us both. And before we tell you what we shall have--before we tell you of the beautiful new styles that have been coming in, this last month, we want to tell you one of the big reasons why it will pay you to trade here,--why you can always be **SURE** of quality and honest values at **TOWNSEND BROTHERS**.

The Secret of Getting Honest Values

A NUMBER of years ago, in thinking over business conditions, we came to the conclusion that our greatest asset was not our stock in trade, or cash in the bank but our customers' good will--our reputation for good values and square dealing. We determined to make the name **TOWNSEND BROS.** stand for "Quality"--to stand back of our goods, and to see that we sold nothing that was not right. In studying our own sources of supply, we found that some makers did business that way, too;--and some did not. But the ones we could rely on, were those who put their Names on their goods, and said in the public prints and elsewhere;--

These are ours,--we made them--they're right, and we'll stand behind them."

In other words, these were "Advertised Goods;--goods that could and did stand the spot light of publicity. And so we determined to carry Advertised Goods only,--nothing else,--and be **SURE** that your interests and ours were always safe. Behind our guarantee, then, when you buy here, is that of a score of the biggest and best known houses in America,--Combining a responsibility exceeding **FIFTY MILLION DOLLARS**.

You can see how carefully these great makers must watch their output and qualities.



Schloss Bros. & Co.
Fine
Clothes
Makers
Baltimore
and New York



SCHLOSS
BROS. & CO.
FINE
CLOTHES
MAKERS
BALTIMORE
& NEW YORK

WE WILL GIVE AWAY FIVE HUNDRED "SWAT-THE-FLY" (FLY KILLERS) ON THE

Big Sales Day, April 25th, 1913.

WILL GIVE AWAY ALSO A LOT OF TAPE LINES, TO LADIES ONLY; LOT OF POCKET BOOKS, TO MEN ONLY. REMEMBER THESE ARE ABSOLUTELY FREE. ALL YOU HAVE TO DO IS TO CALL IN PERSON. MAKES NO DIFFERENCE WHETHER YOU EVER BOUGHT A DOLLAR'S WORTH OF GOODS FROM US OR NOT. BY THE WAY, WE CAME NEAR FORGETTING TO SAY THAT WE HAVE ALSO A BIG LOT OF VEST-POCKET MEMORANDUM BOOKS THAT WE WILL GIVE AWAY FOR THE ASKING. CALL AND SEE US.

All These Great Makers and Others Say Townsend Brothers Goods Are Right

Here are the names of some of our makers. They are familiar to everyone. They could not afford to risk their reputation with anything inferior--not even once. If we are ever forced to return anything, They Thank Us,--and send our money back. That's the kind of houses WE do business with; and that's the kind of house we ask You to do business with when you come to Townsend Brothers.

Do you not see the advantage of buying here from such famous makers as

IF THIS SOUNDS LIKE SENSE

to you--and it ought to, for, it is just a simple statment of facts,--why don't you do all your buying here, where you can be sure of getting good values, and standard advertised goods? We are anxious to serve you; we have what you want,--or will get it;--and we're here to please. Will you give us the opportunity of showing what we can do for you?

All
GUARANTEED
to you by
TOWNSEND BROS.

SCHLOSS BROS. & CO.--Makers of "Schloss Baltimore" Clothes
L. GREIF & BRO.--Makers famous Griffon Clothes.
EDWIN CLAPP Co.--"Edwin Clapp" Shoes.
REGAL SHOE CO.--"Regal" Shoes.
QUEEN QUALITY CO.--"Queen Quality Shoes."
THE B. V. D. CO.--"B. V. D." Underwear.
WILSON BROS.--Makers of "Wilson" Shirts and Furnishings.
JOHN B. STETSON CO.--"Stetson" Hats.
FREEMAN BROS.--Howard Hats.
THE FRANCES CO.--Straw Hats.
CLUETT-PEABODY & CO.--Arrow Brand Shirts & Collars.
MANHATTEN SHIRT CO.--Manhattan Shirts.
HARRIS SUSPENDER CO.--Suspenders & Belts.
H. KUHN & SONS--Boys Clothing.

All
GUARANTEED
to you by
TOWNSEND BROS.

OUR NEW SPRING STOCK

has been carefully chosen from the best producers of these and other high-grade makes. You will find that we have exactly the same styles and qualities as shown by the most exclusive New York Stores--goods which you cannot duplicate at any price in any other store in this section. Our prices are always moderate, and invariably mean the utmost dollar-for-dollar value your money can buy.

TOWNSEND BROTHERS.

LUMBERTON, N. C.