## THE MECCA OF

 ALL TOURISTS SOUTHERN PINES. TS A WINTERPARADTSE.



## Jonas Long's Sons

## "The Atterbury" System of Tailoring <br> The


tem of tailoring has called forth many inquiries hoth from the custom tailor and his patron. We have been pleased to demonstrate its advantagesits improved points of tailoring, giving all the facts concerning the modeling from the cutter to the finisher. It has taken thoughtful effort on our part for past seasons to accomplish. and perfect this high standard of tailoring

Our efforts have been made to command the interest of men who are wearing custom-made clothes. The connection of the statements made here with the possibilities of a house who has the reputation of improving their methods from year to year should increase your interest in this new "Atterbury System" of tailoring. Our English may not be classic, but our motives, principles and theo-
$\qquad$
That's worth remembering.

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Leading Outfitters.

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