The Carolinas' Foremost Showing of Fall Merchandis **Embracing the Richest Display of Fads and** Fashions the World To-Day, Produces

TAPP'S COLUMBIA STORE

Charlotte

Daily Obserber.

TAPP'S

Grand Fall Millinery Opening Beginning Wednesday, Sept. 28.

Part Two.

Pages 9 to 16.

TAPP'S COLUMBIA STORE

Miss Katherine H. Strohube and Madam Stedman, noted ar tists, are at the head of ou Millinery Department and will be pleased to see you in person or have your orders. Order what you think you would like, if not pleased return to us.

Carolinas' Swellest Showing Beau tifully Tailored Garments

Peau de Soi Silk Coats—only the finest of materials and lin-ings used—Exclusive and swell-est styles—both 27 in. and % length—prices, \$10 to..........\$45.00 Peau Among our exclusive styles of High-Class Walking Suits, we show Ladies' Tourist Walking Suits, made of all wool cheviot serge, in blue, brown, and black. Skirt unlined, 7 gores with foot pleats. The Jacket made loose fitting, lined with handsome satin Romain, streap-ped in back, trimmed with steel fitting back, loose front, stitched collar and ouffs, in plain shade

of broadcloth. Skirt unlined, 7 gores with foot pleats, and

trimmed with stitched tab

Season after Season since we have been in Columbia we have demonstrated our ability to bring to this establishment for our North and South Carolina trade the handsomest goods produced by the foremost manufacturers of the world. For Fall and Winter, 1904, we are proud to say we have accomplished more than ever in our endeavor to bring together enormous and unexcelled varities and qualities unapproached by any other merchant in two States. We do not say unapproached by competition for such is not recognized by us, for the fact there are no stocks the equal of what is here in point of completeness or in goodness of goods. Our efforts in revolutionizing the Department Store business in the Carolinas have not been void of results. Our past record in this regard speaks forcibly for itself, and now that we have added so much to the upbuilding of this class of business is reaping for us an abundant harvest: in that we are controlling a trade of the highest class, a trade which reaches out through all sections of North and South Carolina. A great many people come to Columbia merely to supply their needs at this store and our mail order patronage has grown to be a huge business in itself. Charlotte alone sends numerous orders to us on account of the pleasant relations between Mr. Tapp and the enormous trade he commanded while in Charlotte. Mr. Tapp's connections in the business world is most favorable. He has scores of friends and the largest merchants extant in New York who are continually looking after his interests, offering and sending him as they do the latest and best of everything that eminates from the fashion centers of the globe. In Mr. Tapp's greatest accomplishments this season has not only been in the direction of bringing to his store in Columbia the finest selections of Dress Goods, Tailored Suits and general lines for the service of womankind, but he has again secured the services of Miss Katherine Strohuber and Madam Stedman, two of the most expert designers of fashionable headwear for ladies that ever came South, ladies with original ideas and creative minds, artists whose life's work has been spent in perfecting the millinery profession. All of Charlotte and most of North Carolina will remember Miss Strohuber and Madam Stedman as having produced, while in the service of Mr. Tapp in Charlotte, the greatest masterpieces in the Milliner's art that has ever been shown South, the highest type of fashionable Hats. It will be the pleasure of these ladies to again meet the requirements of their old friends and patrons. If it is not convenient for you to visit Columbia this Fall, make known your wants in writing. A positive guarantee is given to please or no charge will be made

The Big Opening, Beginning on Wednesday September 28.

When You See It in Ad. It's So. When you buy from not pleased with your return the goods, we refund money on any p refund money on any p you want it. We sell o class reputable mercha prices, quality considered or lower than any hous South.

Partie 41

COLUMBIA

Finest Dress Goods BROADCLOTH. The

at this sale price, yard, \$4.00, \$3.50' \$3.90 and

A Great Purchase of Fine cloth

We have received the largest gle shipment of broadcloth of brought South to a retail m chant. We have never been a to sell this before for less th \$1.35, and most merchants \$1.50 for the same. We h

Will be a masterly occasion. The swellest displays of fashionable Hats for Fall and Winter service will be shown that were ever exhibited in North or South 'Carolina. At this time all of our Fall stocks will be complete and it **Novelty Black Goods** will be show worth coming hundreds of miles to see.

and brown. Skirt unlined, 7 gores with foot pleats. Jacket and a state of the Tailored Garments Continued Linen Specials Tailoreg Garments Continued 8 We will sell, as long as the lot burnt onion and buttons, Skirt unlined, 7 gores, pleated. Free Trip to Columbia. colars and cuffs trimmed with lasts, fine 36-inch wide Linen silk gimp and satin piped, patch pockets, strapped, trim-pleats. Jacket lined with hand-some quality of satin, and is Every person within a visiting of 110 miles of Columbia visiting merchandise to the Lawn, worth 50c (we have sold med front and back, belted in cle cloth in dark green, Norfold jacket, taffeta lined, trimming it for 39c), at, yard 25c some quality of satin, and is made loose fitting, wide pleats in back, with strap, patch pock-ets, pleated sleeves, collar and cuffs trimmed with inlaid white back. Skirt unlined, 7 gores strapped trimmed below waist us and buying merchandise to the amount of \$25.00 and over we will 24-inch wide white linen for shirt of green and black braid and buttons, full sleeves, Skirt unpay railroad fare one way. If your purchases amount to \$50.00 or over we will pay your railroad line, colors grey and brown waist suits and waist, guaran-teed pure linen; you pay others lined, eleven gores, box pledted, a very handsome suit, Price.\$35.00 broadcloth embroidered with silk gimp, belted in back Ladies' Fitted Back Jacket Suits 39c for the same; special, yard., 25c made of handsome black broad-cloth. Jacket satin lined, strapfare both ways and allow you \$2.50 for hotel bill. We have the swellest and most up-to-date stock of fine merchandise in the Walking Suits of brown Herrin-bone Suiting, box coat, unlined. 90-inch wide white linen, full ped, trimmed back and front, piped with satin, full sleeves, bleached, so popular for suits straps in back, trimming in silk braid, and gun metal butlong coat, strap collar, and teuffs piped with satin, loose fitturn-over cuffs and collar, piped and trimmed with black butand waists. You can't buy the same at \$1.25; special, yard ... \$1.00 South. tons. Skirt unlined, 7 gores, seam stitched, foot pleats in We want yo to visit Columbia, g TOWELS. We will put on sale Monday 100 front. Price \$25.00 cheviot. Coat tight fitting, satin lined, trimmed in ban() of em-broidered broadcloth of tan, It is here that the best of every-Ladies Walking Suits of chev-iot, loose fitting, Romain lined, box coat, applied box pleats, turn-back cuffs, full sleeves. Skirt unlined, wide stitched box pleats, 7 gores, color black and payy Price dozen union linen towels; Huck, thing in merchandise is abund-17x34 inches; can't be bought on ant-it is here that the ruling earth to-day at our price, the fads and fashions are always first displayed. TABBLE LINEN. All pure linen table Damask, 72 blue cheviott, box coat, satin lined, trimmings of red and blue braid, very full sleeves, skirt box pleated, very full. A navy. Price......\$25.00 inches wide, bleaches in two adies' Suits in brown Cenetian, washings; extra weight; worth Our assortment of rugs is the largest double-breasted, vest of broadregular 75c, sale price, the yard. 50c cloth, color, burnt onion, satin lined, gimp trimmed, turn-back to be found in the Carolinas. We han-Fine 72-inch wide pure linen table very exclusive, stylish suits, During this sale we will sell ex-tra heavy black peau de sole die all the leading brands, styles and Damask. You can't buy it at cuffs, full sleeves. Skirt unlined, 8 gores, pleated. Price......\$30.00 sizes, extra Axminster, Velvets, Brus-50c; Tapp's price, yard., 3De sels, Smyrnas and Ingrains. Our as-sortment of patterns and colors can't FINE BLEACHED TABLE LINEN. Double-breasted Box Coat. strap be excelled. Write for our special prices and descriptions. across back, man tailored colbeautiful stock of fine, well-selar, black trimming, full sleeves, lected stock of bleached table two-tone taffeta Skirt 9 gores. \$15.00 turn-back cuffs, unlined. Skirt unlined, pleated; 9 gores, pleat-Beautiful lace and portiere curtains, Damask and napkins. You can't duplicate the price and quality in the country. Price, yard, for Damask, 50c, 75c, 85c, \$1.00, \$1.25, \$1.50 and the very newest effects and styles that could be had in the Eastern markets, ed on each seam, plain tailored finish, color, grey: Price.....\$30.00 we have them. Get our prices before cle cloth, Coat rich taffeta silk lining, two-tone, half fitting back, coat sleeves with cape laid with brown velvet, turn-over, stitched cuffs. Skirt un-lined, 11 gores stitched on each Ladies' Walking Suits, invisible plaid, green, and two shades of tan trimming, box coat, satin you buy. We are in a position to fill large con-Nuplins, the dozen, 85c, \$1.00, \$1.50, tracts as well as small ones in all kinds of carpets, linoleums, anatting, window Ladies' Tourist Walking Suits all wool cheviot. Jacket lined with satin Bomain relations extending full length of sleeve \$2.00, \$2.25, \$2.98, \$3.50, \$4.50, \$5.00 lined, loose fitting, strap across back. Skirt unlined, 9 gores, brown velvet collar and cuffs. shades, etc. Give us a chance to figure on your work and quote you prices. If trimmed with silk buttons. Skirt SUITS AND WAISTS pleat on each seam, plain fin-ish. Price......\$30.00 satin Romain, patch pockets, fancy strap, stitched collar and you are thinking about getting a car-pet for your church, offices or your home, write us before you buy and get Rain -proof cravanetted covert. Ladies' Walking Suit, colors black and brown, material, fan-cy mixed boutlia Suiting, Jackcuffs, strapped back, and stitch-ed strap trimming down front. Skirt full back, six gores, uncloth, in the best and most want-ed colors, very handsome for our prices. It will mean money saved et satin lined, velvet trimmings and buttons half fitting back. Skirt full back, six gores, un-lined, foot pleats. Very stylish suit, popular shades of blue, brown, and black. Price.....\$20.00 Ladies' Walking Suits of fancy mixed mainsh cloth. Norfolk style facket. Tailor stitched Ladies' Black Pou de Soie Silk Coats to you. cost suits and skirts as well as Skirt unlined, 7 gores, inverted and side box pleats. Price..\$30.00 Carpet, Rug and Matting Dep't. Loose fitting short Coats, beaucoats, 50 inches wide; price, tiful quality silk, full sleeves, strap across back, trimmed in silk braid, satin lined, special yard \$1.50 We have a fine line of extra heavy Walking Suits of mixed novelty goods, box coat, unlined, trim-ming of velvet and buttons, full sleeves, Skirt unlined, 9 gores, Fine rain-proof covert cloth, 56 colored China matting. This inches wide, in brown, tan and collar and cuffs trimmed with taffeta silk, beited in back, silk grade is the best quality and is a black; worth \$1.25, Tapp's price good value and worth 35c yard, taneta sink, bertea in back, sink braid trimming, double-breast-ed, satin lined. Skirt 7 gor(s, litched seams, unlined, trim-med with silk piped tabs, col-ors, grey and green. Price. \$20.00 Ladles' Suits made of all wool Bay Misting (grey child) Jacket our special price, yard 25c Rain-proof covert cloth, 45 inches wide, in blue and black, makes All-wool ingrain carpets, the best a swell coat suit and especially quality made, manufactured by the Bigelow Carpet Company, beautiful colors and fine pat-The largest showing of fine cream terns, suitable for hall, bedroom, sitting rooms, dining Black Pou de Sole Russian Coat, lined with black satin, full sleeves, black silk braid trimrooms, etc.; every yard guaran-

ming, silk cord around waist, cape with stole. Price.....\$20.00

teed to give satisfaction; special price, yard, made and laid .. 75c riettas, broadcloths-plain and

fancy weaves; price, yard, 50c, \$8.50, 75c, 85c, \$1.00, \$1.25 and......\$1.50 goods.

If Its Silk and Its Stylish, Tapp Has It BLACK TAFFETA SHEK. Fine, extra heavy, high-lustre, 20-inch wide black taffeta silk; worth 75c, will be sold during this sale at, yard 49c extra heavy, 24-inch wide, black taffeta silk, good weaves; worth 20-inch wide black -taffeta silk,

wear guaranteed, real value 75c, Tapp's price, yard 50c 36-inch wide, all taffeta silk, guaranteed water, perspiration and spot proof, the handsomest; worth \$2.00 yard, Tapp's price,

absolutely guaranteed to wear, guarantee woven in selvedge of every yard. You can't buy the same on earth at \$1.35, Tapp's We will sell this week 36-inch wide black peau de sol silk, worth \$1.25, at, yard \$1.00

silk, 36-inch wide, that you can't buy elsewhere at \$1.50, for, the able, all pure silk; worth \$2.09, worth 39c, will be sold this week if the lot lasts that long, at,

yard 25c FANCY SILKS FOR SHIRT WAIST S

We are showing the largest and handsomest line of fine novelty silk to be found South, in the new plain weaves; two-toned effects, flecks of all kinds, stylish new plaids, small checks in all colors, etc.; price, yard, 50c

La Vida Corsets

We are sole agents in Columbia for the celebrated whale-boned corsets, "La Vida." We have in our corset department a competent filter who is capable to select for you the corset best adapted for your special requiregrace. Prices range from \$.00 to \$8.50, Special orders taken in fancy

We place on sale for this we several thousand yards of hi black goods in the highest no eities. All the Burretts effec in Etamines, Acolines, Volk and such weaves, the be blacks. These are worth up \$1.50 yard, sale price, yard..... 14-inch wide black and all colors in wool spunged and shru cheviot. We guarantee the co the strongest, the quality a matchable; worth 68c y patterns of the finest imported French tweeds, all the new designs, small plaids in blues, greens, browns, etc., worth \$2.0 and \$2.25 yard, Tapp's price, th yard is interested interest

Wash Goods

Monday morning we will put on sale and sell until sold. fine Imperial Long Cloth, 12 good bolts, worth \$1.25 the bolt, cpecial for this sale the bolt... Fine English Long Cloth. yard bolts, worth \$1.75, will sold while it lasts at bolt... We have a tremendous line of fine Mercerized Madras in the Cloth; makes a good, hard wea skirt; extra weight, all colors cheap at 20c yard. Special the

We have a beautiful line of fin Outing and Teaseldown, i beautiful, well selected color special values at yard 10 an

Big lot of fine Percales in pretly rich colors, absolutely fast good weight, all desings, worth 10c the yard, special price the yard.

Laces

When Tapp says laces the h know he has all of the latest terms and the best quality. terns and the best quality, are now showing a full and is assortment of the much w Oriental laces in white, cris-ecru and black, bands to mat at the special prices, gard, to

that received our new tail it kid gloves, in all the new si every pair guaranteed, at pair, \$1.00 and (Prices continued on

