

TAPP'S COLUMBIA STORE TAPP'S COLUMBIA STORE TAPP'S COLUMBIA STORE

The Carolinas' Foremost Showing of Fall Merchandise

Embracing the Richest Display of Fads and Fashions the World To-Day Produces

Grand Fall Millinery Opening

Beginning Wednesday, Sept. 28. Miss Katherine H. Strohuber and Madam Stedman, noted artists, are at the head of our Millinery Department...

Carolinas' Swellest Showing Beautifully Tailored Garments

We carry the largest line of Swell Tourist's Coats to be found in any store in the Carolinas. Tailor Made Suits in all the most wanted and stylish clothes...

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 varieties and qualities unapproached by any other merchant in two States.

The Big Opening, Beginning on Wednesday September 28,

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 will be show worth coming hundreds of miles to see.

When You See It in Tapp's Ad. It's So.

When you buy from us and are not pleased with your purchase, return the goods, we cheerfully refund money on any purchase if you want it. We sell only high-class, reputable merchandise at prices, quality considered, as low or lower than any house in the South.

Finest Dress Goods Obtainable.

BROADCLOTH. The finest and most fashionable weaves are among the new attractions in this department. A retail merchant, the prettiest and strongest black, the nap is perfect. We guarantee the wear, quality and price.

A Great Purchase of Fine Broadcloth

We have received the largest single shipment of broadcloth ever brought South to a retail merchant. We have never been able to sell this before for less than \$1.35, and most merchants ask \$1.50 for the same.

Novelty Black Goods

We place on sale for this week several thousand yards of the black goods in the highest novelties. All the Barrette effects in Etamines, Acollines, Volles, and such weaves, the best black goods ever brought South.

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, good quality, absolutely fast color, special price the yard 12 1/2, 15, 20, 25, 35, and 50.

Laces

When Tapp says laces the ladies know he has all of the latest patterns and the best quality. We are now showing a full and large assortment of the much worn Oriental laces in white, cream, ecru and black, bands to match at the special prices, yard 50 to 100.

Gloves

Just received our new fall line of kid gloves, in all the new shades every pair guaranteed at only \$1.00 and 50c.

Tailored Garments Continued

colars and cuffs trimmed with silk gimp and satin lined, patch pockets, strapped, trimmed front and back, belted in back. Skirt unlined, 7 gores with foot pleats, jacket made loose fitting, lined with handsome satin Roman, strapped in back, trimmed with steel buttons. Price, \$10.00

Tailored Garments Continued

burnt onion and buttons. Skirt unlined, 7 gores, pleated. Price, \$35.00 Ladies Walking Suit, fancy bouclé cloth, dark green, Norfolk jacket, taffeta lined, trimming of green and black braid and buttons, full sleeves. Skirt unlined, eleven gores, box pleated. Price, \$35.00

Free Trip to Columbia.

Every person within a radius of 110 miles of Columbia visiting us and buying merchandise to the amount of \$25.00 and over we will pay railroad fare one way. If your purchases amount to \$50.00 or over we will pay your railroad fare both ways and allow you \$2.50 for hotel bill.

Linen Specials

We will sell, as long as the lot lasts, fine 36-inch wide Linen Lawn, worth 50c (we have sold it for 30c), at yard 25c 34-inch wide white linen for shirt waist suits and waist, guaranteed pure linen; you pay others 30c for the same; special, yard, 25c

Cravenetted Cloths

Rain-proof cravenetted covert cloth, in the best and most wanted colors, very handsome for coat suits and skirts as well as coats, 50 inches wide; price, yard \$1.50

If Its Silk and Its Stylish, Tapp Has It

BLACK TAFFETA SILK. Fine, extra heavy, high lustre, 20-inch wide black taffeta silk; worth 75c, will be sold during this sale at, yard 40c

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 fitter who is capable to select for you the corset best adapted for your special requirements.

Cravenetted Cloths

Rain-proof cravenetted covert cloth, in the best and most wanted colors, very handsome for coat suits and skirts as well as coats, 50 inches wide; price, yard \$1.50

Carpet, Rug and Matting Dept.

We have a fine line of extra heavy colored China matting. This grade is the best quality and is a good value and worth 35c yard, our special price, yard, 25c

WE PREPAY FREIGHT, MAIL OR EXPRESS WITHIN A RADIUS OF 600 MILES OF COLUMBIA ON ALL PURCHASES OF \$5.00 AND OVER

James L. Tapp Co., Columbia, S.C.