MEET ME AT TAPP'S

MEET ME EVERY DAY AT TAPP'S

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In The Ladies' Furnishing Department

Big showing of new and stylish neckwear. Our assortment is one of the largest we have ever shown in this line. Come in and see the new styles; prices. 25e to \$5:00 each.

New Ruching and Ruffling for neck and sleeves, very stylish; prices 25c and 35c yard.

See our beautiful line of Windsor Ties for boys and girls; the most varied assortment we have ever had, price 25c.

Full line of the splendid "Merode" knit underwear, splendid weight; bleached pants and vests; all garments neatly finished, perfectly ficting; sizes 4, 5, 6, price......25cc each 7, 8, 9, price...... 35c each Ladies' bleached knitted corset cov-

ers, splendid garment for right now; prices 25c and 50c each. Ladies' splendid weight bleached knit vests and tights in ficece lined

and light weight; all sizes, price 50c. Ladies bleached knit union suits; a fine garment; nicely finished, perfect fitting, all sizes; price 50c and \$100 suit.

Ladies' white wool and merino knit vests and tights, splendid weight garments, light wool, very warm without much weight, perfectly fitting, hand-finished, price \$1.00 each.

Ladies' silk and wool vests and tights, a medium weight garment, with just enough silk mixture to make them wear and wash nicely with silk buttonhole stitch, special price \$1.25 garment. Ladies' light weight wool corset

covers, all sizes, price \$1.00 each. Splendid showing in Ladies' knit shirts, all colors, light and dark, close fitting and warm; special price 50c, 68c Ladies' wool and cotton knit ekirts,

best colors; prices 75c to \$1.50 each Splendid line of crochet shawls all colors; prices 50c to \$3.00.

Ladies' sweater coats in best quality wool; Norfolk style with pretty white suilor collars, also coat style with roll collars; we show these in white and purple stripes, also navy blue and black stripes; something entirely new and very stylish, price \$3.50 to \$5 00.

Splendid showing of babies', children's misses' and boy's sweaters; all sizes annd colors, prices 25c to \$2.50. Infant's crochet sacques in variety of pretty styles and colors; prices 25c to \$1.50 each.

Children's knit pants and leggings combined, white only; prices 50c, 75c and \$1.00 pair.

Infants' Bootees in variety of colors and styles: prices 10c, 15c and 25c pr. Infants' and children's mittens, light and dark colors, nice and warm; prices 10c, 15c, and 25c pair.

Big line of Phoenix mufflers and scaris, the best colors, black and white, prices from 25c to \$1.00 each.

Splendid stock of new gloves. Ladies' 16-button suede gloves, soft splendid quality, full length, wear splendidly. black and white, price

Ladies' 16-button length Doeskin gloves; wear and wash well, white and natural color only; price \$3.00 pr. Ladies' 16-button length glace kid

gloves; real French kid; 3-pearl clasps,

2-clasp length kid gloves, soft and elastic, all shades. "Tapp's" special 2-clasp length kid gloves, soft and elastic, heavily stitched, black, white, tan, brown and black "Tapp's" spec-

All of our kid gloves guaranteed

when fitted at counters.

New Velvet and Corduroy Velveteens for Costumes

Fashion demands these goods we placed orders far in advance, knowing they would be the material wanted, so we have a supply of the prevailing shades, such as taupe, brown castor, deep black, wine, plenty of white some in two-tone effects.

Velveteen Corduroy and plain Velveteens, yard......\$1.00 \$1.25, \$1.50

Umbrellas

Fall shipment of men,s and women's Umbrellas, hundreds to choose from.
The lot includes all styles of bandles. The best on earth for 1.00

"If it's a hat and it's stylish, Tapp has it." When your hat comes from Tapp's you positively know you have the hat that best becomes you-Prices most moderate.

Order by Mail

We prepay shipping charges on all purchases of \$5.00 and over within 600 miles of Co-

This Week's Talk Will be Addressed Specially

We are prepared to assist in the selection of the trousseau for ultra smart girls with styles of materials to make up, also in ready-to-wear garments, such as Suits, Coats, Gowns, fine dainty Lingerie, exquisite Hosiery, nobby Shoes and tailor-made Hats for traveling, etc.

Silks for Brides and Bridesmaids

CHARMEUSE and Crepe Meteor with the ever favored satin, are very popular this year for the bride's groom. Satin, rich and lustrous, has been loved for the gown of all gowns since the days of great-grandmothers, ivory white, or cream white, and the tender shades for your bridesmaids of pink, blue, apricot, lavender, nile green and maize.

The less expensive Messalines are as dainty and bride-like as one could wish. We show these goods in all the evening shades.

Smart fabrics of wool for the going-away suit and the evening wrap are here in profusion; these will be found at our Dress Goods section in all the new fall shades. Broadcloths are very handsome and as modish as ever. We have all shades in excellent qualities.

Underwear For the Autumn Brides

We always stand in a class of our own in this line. The materials are sheer Flaxon, Nainsook, Cambric and Long Cloth. The styles are revelations of this art found only in these high grade goods. The lady in charge of these goods is experienced and will use good judgment in showing them to you.

The Bride's Hosiery

White thread Silk Hose, extra long with garter tops, high spliced heels and double toes. We have imported Hosiery. Correct Footwear for the bride, veils that are winsome, Gloves for all oc-

Women's Stunning Tailored Suits \$25.00

If every woman in both Columbia and from every town and hamlet in South Carolina would come to Tapp's for their tailored Suits they would be more stylishly dressed than they could hope to be if they buy their suits elsewhere, and, besides, there would be adceided saving. It's not the price alone that counts. Other stores price suits cheaper than we do. What about the quality? We will not cheapen our suits and rob them of their worth merely to have a low price. Everyone of our suits are lined with Skinner's Satin, guaranteed for two seasons' wear. We urge you to come this week and see the swellest and best line of suits ever shown in the Carolina's. Buy your suit now and we will charge you nothing for alterations. Fair week will soon be here and if you buy now you will not be disappointed. We know we have the best line of Suits to be found anywhere at special, the suit, from \$25.00 to \$75.00.

Charming One-Piece Gowns are very Popular

You know the distinction of a one piece gown upon the trimmings and materials. We urge these to the attention of all women who must count the cost when they buy. We also have the more expensive kinds for those who want what they want, regardless of the cost, and next to tailor-made suits these gowns have the call.

We are showing a swell line of Fall Dresses in Serge, Messaline Silk and Silk Poplin in all the new shades and colors. Silk Poplin Dresses, made in the new Norfolk effect with patent leather belts in Alice blue, navy, gray and garnet. Messaline dresses in this season's newest styles in all colors. Prices ranging from \$7.50

New Silk Petticoats

In Messaline and Taffeta, made in the latest style and newest shades, in the two-tone effects, all colors, price from \$2.50 to \$5.00. Silk Messaline Petticoats, beautifully tailored and well made, in all the season's best colors; special - - - \$1.39 Genuine Heatherbloom, \$1.50 value at - 99c

We make a Specialty of Women's Stout Tailored Suits

It is a pleasure at Tapp's to fit the "hard-to-fit" woman. We sell the famous extra size or Suits made special for the Tapp Co.
We want every stout woman in South Caro in a to come at once and
be fitted in one of our elegant stout suits for big women. Best materials and priced special at, the suit......\$25.00 and \$35.00. Every suit lined with Skinner's Satin, guaranteed for two season's wear.

Evening Dresses

and dancing frocks in Embroidered White Net and all the leading shades and colors in Chiffon, pink, blue, yellow, black and white. Prices from\$19.75 to \$65.00

We have just received a big shipment of Skirts in the new

Ladies' Waists

Linen, Linene, Lawn, Madras and Repp, made with soft collars and cuffs, in the new shirt effect, also plain tailore. Waist, special from\$1.00 to \$4.50 A big line of Ladies' Fancy Waists in Lingeric, Voile and Crepe Voile, nade high neck and long sleeves in the newest styles;

prices from.....\$2.00 to \$4.50 Ladies' Fancy Lace and Embroiderdd Chiffor Waists, something very new and stylish for fall in all the most wanted colors. Prices.....\$2.95, \$3.95 up to \$4.50.

Blue and White stripe, black and white stripe Silk Waists, something new and very stylish; special.....\$2.95 Ladies' Black Silk Waists in Messaline and soft Silks in plain and fancy styles; prices from......\$2 95 up to \$4.98.

Johnnie Coats

Our line of 45 inch Johnnie Coats are the season's smartest novelties\$15.00, \$18.50, \$19.75 and up to \$39 75.

Full Length Coats

Our line of full length Coats for Misses and Ladies is the most complete ever shown here. Plain tailored Coats. 54 and 56 inches long, made of finest imported Broadcloth and lined throughout with Skinners' Satin, Guaranteed for two seasons' wear. Prices.....\$20 00, \$25.00, \$27 50 and up to \$39 75. We have a full line of Long Black Coats, unlined, prices.....

Novelty Cloth Coats

for ladies and misses, in all colors and styles in the new belt effects, trimmed with buttons. Prices....\$10.00, \$12.50, \$15.00 up to \$30.00.

Blazer Coats

The very newest styles and colors in black and white plaids, red and white, brown and white, tan and white. Norfolk style with belts. Very swell. special\$10.00. We are showing a swell line of Kimonas, in Flannellette, Orepon Silks and Messalines Persian effects in all the new styles, ran-

Tailered Hats for Traveling

Your gown may be a dream, your gloves, shoes and all else may be the most attractive, but the hat is supreme above all else. We pride ourselves on our tailor made Hats. They are totally unlike any you can find in this city. These smart, fetching hats have an air of distinction that make them affairs of their own.

Colored and White Wash Goods

New fall shipment Sampson's Galetea, known everywhere to be the best, all fast colors, fancies and solids, yd 15c Several cases light and dark Percales, white grounds with black and colored figures and stripes, some are the new shadow stripes; all warranted fest colors, 36-inche wide, yard 10c, 12 1-2 The largest and best assortment of fine Dress Ginghams in Columbiathat's what they all say-yard 5c, 10c,

12 1-2c, 15e and 25c.

Mercerized Irish Poplin in black, white and all colors, yard. 25c Assortment of Kimono Crepe in solid colors, black, white, also floral designs some with side borders, the yard 18c White Rose Suiting, a staple cloth the year 'round, you can only buy this goods at Tapp's. 36 inches wide, yd 25c 40-inch White Luna Lawn, soft and sheer, yard15c, 20c and 25c White Mercerized Batiste, fine texture, regular 55c grade, short lengths,

yard...... 25c 36 inch all Wool Eiderdown, solid

colors, cream, red, light blue, black, worth 5c, special, yard50c White Dimity, small baby checks, yard......15e, 20e, 25c and 35e

Soft, good quality Nainsook, 36 to 40 inches, wide, worth 15c and 29c, special, yard10c Heavy Cord White Pique 35 inches wide, regular 39c value, special, the

Heavy Welt Corduroy Pique, 28 inches wide, in Copenhagen, brown, cream and black, yard..........25c

Mullmack Cotton Crepe for fine Underwear and Waists, special the

His Majesty, a 40-inch smooth, full mercerized Batiste, excellent shirtwaist material, special, yard25c

Blankets

All wool blankets in all styles. 10-4 wool blankets, white with pink and blue borders, gray and white, red and white, blue and tan, pink and gray, etc., strictly \$5.00 brankets, \$3.98 11-4 pure wool blankets, tan and gray plaid, blue and tan, pink and tan also plain white with pink or blue borders, positively \$7.50 all wool blan-

121/2 4 heavy all wool blankets, pretty Scotch plaids, also block plaid patterns, these are positively \$10 all wool blankets, the pair.....\$6.93

.....\$7.50 to \$15.0).

English Chintz. Delhi Taffetas

Roumanian and Texas Prints, pretty Cretonnes, also Printed Sateen for lining comfortables, 35e and 50e qualities, special, yard..... 25c White Curtain Swiss, assortment of desigds; yard...... 10c and 12 1-2c 36-inch smooth, firm weave Gresn denim; yard...... 25e Burlap in brown' garnet and the dark green, 381/2 inches wide, yd 15c 90-inch Curtain Bobinet, net, white only, yard...... 50 and 65e Iridescent Bungalow Drapery; all 36-inch wide, one of the newest crea tions in drapery, bright colors of old rose, grays, browns, blues, greens, new patterns, yard...... 10c Plain Curtain, crisp, firm weave white, butter add eeru, yard.... 15c Duplex Curtain Scrim; most of these

are in side-border designs, 26c and 35c

values; special, yard 19c

Household Linens Choice designs in fine table damask, good stock of towels, squares and scarfs; crash for roller towels, napkins. Pure linen sheeting, smooth, strong weave, a dollar quality elsewhere. 90 inches wide: special yard...... 85c 17x17 all linen napkins, five designs, the best value in town at this price, whole dozen. \$1.00 Better grades at \$1.50 to \$2.50. 24x45 fringed linen damask towels. all white red borders, each...... 25c 24x48 hemmed Turkish bath towels, elsewhere 39c, each...... 25c 54 inch brown art crash, very heavy quality, yard...... 50c Towei crashes, all kinds, yard 5c, 10c, 12 1-2c, 15c and 20c.

90-inch union linen sheeting, smooth perfect weave, yard..... 50c Fine new full grass bleached damusk in an array of new designs, yard \$1.00 Better ones, too, at \$1.25 to \$2.00

54-inch silence cloth, yard..... 50c 54-inch quilted silence cloth, vd 1 00 Squares and scarfs, 30x30 and 18x54 the popular sizes, 50c, 75c and 1.00.

Bath mats...... 39c to 1.00 Linen huck, yard 25c, 50c and 75c.

Fine Silks

27-inch Jap Silk in cream, black and all colors, yard...... 50c Black all pure Silk Serge, much in demand for dresses this season, 36-in wide, regular 2.00 grade, special yd 1.50 Black Rising Sun Habutai waterproof, the best quality for mourning wear, yard...... \$1.00 36-inch natural tint Ponge Silk for coats, skirts and dresses, yd. only \$1.00 Yard-wide Peau de Soie, and vardwide black Chiffon Taffeta, soft, fire weove, excellent dress quality, yd \$1.00 36-inck black Bengaline Silk, heavy cords. Regular 2 00 grade, yd only \$1.00 40 inch hand: ome bordered Silks all shades, special, yard...... 95c 42-inch all-silk Marquisette, black, navy, emerald goon, brown, only \$1.00 Fine black Crepe de Chine, double width, lasting well and dressy, yd \$1.50 Fine Silk Poplin. very lustrous and glossy. Navey blue, golden brown, cadet blue and deep black, yard \$1.00 Guaranteed pure all-silk Conies in every imaginable color, including white, cream and black, special yd 89c

Underwear Children's pants, waists, shirts and ladies' corset coyers.....10c and 15c Ladies' corset covers, pants, plain and fancy trimmed with lace and Ladies' gowns corset covers, chemise, pants and combination suits, trimmed in lace, embroidery and tucks 50c Ladies' gowns, skirts and princess stips, trimmed in lace embroidery and tucks..... \$1.00 Ladies' skirts with deep ruffies of lace and emproidery, finished with beading and ribbon; special \$1 00 Ladies' gowns made of fine nainsook handsomery crimmed with cluny and val lace, beading and ribbon; special

We have a big lot of ladies' and misses' outing and flatette gowns in pink and blue stripes and plain white ones; special 500, 750 and \$1.00.

New Dress Goods

The biggest, best and most beautiful stock of fine Woolen Dress Goods of all the best American made and many imported goods, including Serges, Broadcloths, Diagonals, etc.

32-inch Diagonal Suiting, yard.. 25c 36-inch Shepherd's Checks..... 25c 36-inch all-Wool Albatross..... 50c 38 inch all-Wool Batiste...... 500 36 inch all-Wool Serge 50c 52-inch Mohairs 50c
54-inch Shepherd's checks 50c
36-inch Mottled Suitings 50c 52-114ch Navy, Black, Brown Serge 75c 36 rch Wool Taffeta 75c 38 inch Wool Henrietta...... 75c 52-inch Black and Navy Sicilian 1.00 72-inch Broadcloth, all colors colors. 1.00 42-inch all-Wool Taffetas colors 1.00 44 inch all-Wool Imperial Serges 1.00 52-inch all-Wool Storm Serges. 1.00 52- to 56-inch Broadcloths..... 1.50 44-inch Imported Black Mohair 1.50 54 inch Imported Storm Serge. 100 45 inch Black Wool Peau de Soie 1.00 54-inch Imported Diagonals.... 2.00 54-inch Black Kersey Cloth.... 2.00 45-inch all Wodl Merino Hen-

Premiu Department

Our pr mium department is filled with many new and handsome premiums which are given free in exchange for premium coupons issued with each cash purchase of 5c, or more.

The James L. Tapp Company Department Store

THE JAMES L. TAPP CO. Cor. Main and Blanding Streets The James L. Tapp Company Columbia, S. C.