

# GREAT SLAUGHTER SALE

WHICH STARTED WEDNESDAY, NOVEMBER 20th, 1912, AT

## BULL DRY GOODS CO.'S 2 DEPARTMENT STORES

The entire stock in the 2 big stores of the Bull Dry Goods Co. must be sold in Ten Days regardless of cost or loss. Our guarantee is at the back of every article purchased, and we positively guarantee that every article has been re-marked and reduced in price.

Believe us or not, but the shopping public of Columbia, S. C., and surrounding country, have never before in their whole life's story had a golden opportunity to buy new Fall and Winter Goods at such a tremendous sacrifice. The bargains that are offered are high up in quality and low down in price. The entire store literally overflows with remarkable saving opportunities, not a stingy sprinkling of little half-hearted bargains here and there, but the biggest assortment of real, sure enough bargains you ever saw. Every department of these stores is literally jammed with remarkable values in desirable New Fall Merchandise. No sale ever staged in this community could ever boast of such splendid assortment of New Fall and Winter Merchandise at such low prices as those we now offer. Come! Investigate!! Save!!! You'll be glad you did.

### SPECIAL NOTICE

During the entire ten days we will give free concerts inside of the store, in-

cluding the latest popular music; also we will have new and special bargains every day. Watch our show windows for the specials.

Terms of this Mighty Sale Strictly Cash and one price to all. Everything will be marked in plain figures on a large tag. You will find everything precisely as advertised, nothing misrepresented and your money back if you are not fully satisfied with your purchase. You will get these bargains as long as they last.

### A STATEMENT FROM MR. BULL:

It has been my custom to hold two Big Sales a year and give the public some real, genuine bargains. This season I have secured the services of Mr. M. J. Merritt who is widely known as "Dixie's Greatest Bargain Given," to conduct this sale for me, and we promise one and all a real feast of sure enough bargains, and we are making every effort to make this the biggest sale ever held in Columbia.

### GENTS' FURNISHING DEPARTMENT

Men and Boys' heavy fleeced lined Underwear; 35c value for ..... 22c  
50c and 60c extra heavy fleece lined Underwear, per garment..... 37c  
One lot of Men's fine Dress Shirts, 65c value for..... 39c  
Men's Collars, \$1.00 and \$1.25 values, for..... 79c  
Boys' Knickerbocker Knee Pants; regularly worth 75c, for..... 43c  
Boys' Knickerbocker Knee Pants; regular \$1.25 value for..... 83c  
Boys' Suits in blue, brown and gray; positively worth \$2.25 for..... \$1.47  
\$3.00 and \$3.50 Boys' Knee Pant Suits, made in the new fall styles for \$1.98

### HOSIERY, GLOVES AND HANDKERCHIEFS

Ladies' and Misses' 10c fast black and Seamless Hose at..... 6c  
One line of Ladies and Children's 20c Hose for..... 8c  
Silk finished Lisle and Mercerized Hose, in black and colors, worth 25c to 35c, for..... 19c  
2,000 pairs of fine Silk Lisle and Lace Hose, worth 50c to 75c at..... 39c  
Ladies' Silk Hose, worth 75c, for..... 43c  
Ladies' white hemstitched Handkerchiefs for..... 3c  
Men's and Ladies' white Linen hemstitched Handkerchiefs, worth from 10c to 15c, at..... 7c  
500 pairs of fine French Gloves, in all colors and black, positively worth \$1.25, at..... 89c  
500 pairs of fine French Kid Gloves, in all colors and black, worth \$3.50, 18 buttons..... \$2.69  
Ladies' 16 button \$1.00 Silk Gloves 69c  
One lot of Silk and Lisle Gloves, worth from 50c to 75c, at..... 28c  
All of the \$1.25 Long and Short Silk gloves go for..... 89c

### COAT SUIT DEPARTMENT

\$12.50 to \$25.00 Coat Suits Made in the new fall and winter styles, Serges, Whip Cords and Mannish mixtures for..... \$8.98

\$15.00 and \$17.50 Coat Suits in Diagonal Suitings and fancy Cassimeres for..... \$11.98

\$18.00 and \$20.00 Coat Suits in Whip Cords and Serges, Norfolk or plain styles, for..... \$14.93

\$22.50 Coat Suits, made in the new fall and winter styles; only..... \$16.48

Coat Suits that sell everywhere for \$30 made in all the new styles and weaves, for..... \$23.48

Ladies' and Misses' Coat Suits, made in the new fall and winter styles; positively worth \$25.00 for..... \$19.89

Ladies' Panama Skirts in black, brown and gray, \$3.00 to \$3.50 values, \$2.47

\$4.00 and \$4.50 Corduroy, Serges and Panama Skirts for..... \$3.99

\$5.00 Skirts in Serges and Panamas, made in the latest styles, for..... \$3.99

Ladies' blue and brown Serge Dresses, well made and nicely trimmed; values up to \$7.50 for..... \$4.98

\$10.00 blue, black and brown Serge Dresses, made in the latest fall styles, for..... \$7.48

\$8.50 Messaline Dresses for..... \$5.98

\$10.00 to \$12.50 Messaline Dresses, well made and nicely trimmed in lace, for..... \$8.48

\$15.00 to \$17.50 Messaline and Charmeuse evening Dresses, made in the latest Parisian styles and all the prevailing colors, for..... \$11.98

\$20.00 Charmeuse Dresses, featuring all the latest styles and colors, \$14.98

Lace and Net Dresses, values up to \$10.00; must be sold for..... \$5.98

\$15.00 Lace Evening Dresses and Dancing Frocks for..... \$11.98

Children's Teddy Bear Cloaks, values up to \$2.50, for..... \$1.69

Chinchilla, Flannels and heavy Cassimere Cloaks for children, values up to \$3.50, for..... \$2.49

Children's \$5.00 and \$6.00 broadcloth Cloaks, at..... \$3.98

\$7.50 to \$8.00 Misses' Cloaks, made in the new fall and winter styles, for..... \$5.98

Ladies' and Misses' Cloaks, well made and nicely trimmed, regular \$1.00 value for..... \$7.98

Ladies' and Misses' Johnny Coats and Cloaks, featuring all the latest styles and newest fabrics, \$15.00 values, for..... \$11.98

\$17.50 to \$20.00 Johnnie Cloaks and Coats, don't fail to see these cloaks for..... \$14.98

A full line of Red Norfolk Blazers in all sizes; prices from..... \$1.48 to \$5.48

\$3.00 Messaline Petticoats, all colors, for..... \$1.98

Ladies' Percalé House Dresses, \$1.25 values..... 89c

Ladies' 75c Outing Gowns..... 43c

\$1.00 Outing Gowns..... 69c

35c short Kimonas..... 22c

65 to 75c Short Kimonas..... 43c

\$1.25 long Kimonas..... 89c  
Children's Dresses, Ladies' and Misses' Shirtwaists, Middy Blouses and Muslin Underwear; must be sold for what it will bring.

### COTTON GOODS AT BARGAIN PRICES

One lot Calico, worth 6c, at..... 4 1-2c

Yard wide Sea Island Unbleached Domestic, worth 6 1-2c, at..... 4 1-2c

10c Mattress Ticking..... 8c

Yard wide bleached Muslin, worth 8c, at..... 5c

Best Feather Bed Ticking, worth 20c, at..... 16c

15c Lonsdale Cambric..... 11c

Bleached Domestic, 10c value..... 8 1-2c

8c Outing Flannel..... 6 1-4c

12 1-2c Storm Flannel, all colors 8 1-3c

12 1-2c Canton Flannel..... 9c

10c Canton Flannel..... 7c

12 1 2c yard Sea Island..... 8 1-2c

Ten-quarter Bleached Sheeting, 30c value..... 22c

Ten-quarter Brown Sheeting..... 19c

10c Kimona Flannel..... 8 1-3c

15c Ducking Fleece..... 12 1-2c

12 1-2c Flanneltes..... 8 1-3c

15c Percalé..... 8 1 3c

One lot of Dress Gingham, worth 12 1-2c, at..... 8 1-2c

One lot of Apron and Dress Gingham..... 4 1 2c

Best quality Apron Gingham..... 6 1-2c  
15c Galatea Cloth..... 12c  
7 12 Cotton Plaids..... 4 1-2c  
8c Cotton Plaids and Chevrons..... 6 1-4c

### TABLE LINENS AND NAPKINS

25c Bleached Table Damask..... 19c

50 and 60c Bleached Table Linen..... 39c

72-inch Bleached Table Damask, regular \$1.00 value, for..... 69c

50c Napkins..... 29c

65c Table Napkins..... 39c

\$1.00 Napkins..... 69c

Best quality \$1.25 Napkin..... 89c

Extra Large Pebble Huck Towels that are worth 12 1-2c, at..... 8c

Good Cotton Towels for..... 4c

Large Bleached and Turkish Bath and Pebble Huck Towels, worth 20c, at..... 11c

Pure Linen 25c and 35c Towels for..... 19c

Large White Bed Quilts, worth \$1.25 at..... 83c

Large White Bed Quilts, worth \$1.50, at..... \$1.18

Large White Bleached Sheets, worth 65c, each at..... 36c

Large Seamless Sheets, worth \$1.00, to be sold for..... 69c

Large Sized Hemmed Bleached Pillow Cases, worth 15c, for..... 9c

\$1.00 and \$1.25 Blankets, per pair..... 89c

\$2.00 Blankets..... \$1.29

\$2.50 and \$3.00 Blankets, extra heavy, for, per pair..... \$1.89

\$3.50 and \$4.00 Woolen Knap Blankets, only..... \$2.88

\$5.00 all Wool Blankets for..... \$3.98

### WOOLEN DRESS GOODS AND SILKS

50c and 60c Diagonals and serges..... 39c

One lot of Woolen Dress Goods, consisting of Diagonals, Whip Cords, Serges and Panamas, all colors; values up to \$1.00, for..... 63c

75c Serges, Panamas and Diagonals, for..... 43c

\$1.00 and \$1.25 two tone Taffeta Silk, at..... 89c

36-inch Taffeta Silk in all colors; \$1.00 value for..... 79c

Yard wide black Habutai, \$1.00 value for..... 69c

28 inch black Habutai Silk, 75c value, for..... 43c

28-inch Silk Poplin..... 43c

36 inch Messaline Silks, all colors, \$1.00 and \$1.25 value for..... 79c

50c and 60c Crepe De Chine 27 inches wide for..... 33c

\$1.00 and \$1.25 Marquisette Silk, all colors..... 79c

65c Marquisette Silk..... 39c

25c and 35c Sevo Silk..... 19c

Dress trimmings of all kinds and Laces will be sold at a great sacrifice

### UNDERWEAR DEPARTMENT

Ladies' Fleeced lined Vest and Pants; regular 35c values for..... 22c

Ladies' Underwear, values up to 75c Vest or Pants, each..... 43c

A full line of Infants', Childrens and Misses' Underwear and Union Suits at special bargain prices.

35c Knit Corset Covers for..... 22c

We carry a full line of R. & G. Warner and LaGrecque Corsets in all the latest models, some with six hose supporters, prices from 43c to \$2.49. We have your exact size and style.

Ladies' 75c Knit Undershirts for..... 43c

\$1.00 Knit Undershirts for..... 69c

Ladies', Gents' and Children's Coat Sweaters will be sold at a sacrifice.

### MILLINERY

Children's 35c Street Hats, for..... 19c

Children's Street Hats values up to 75c, for..... 43c

Misses' Street Hats, regular \$2.50 values for..... \$1.69

Ladies' and Misses' new style trimmed Hats, worth \$2.50 to \$3.00, for..... \$1.89

Ladies' and Misses' \$4.00 and \$5.00 trimmed Hats, for..... \$2.89

Ladies' Imported \$10.00 Hats, for \$7.45

One thousand other bargains we cannot mention for want of space. Come and see.

## Special Bargains

Will be on Sale Daily. Watch our show windows for the great specials.

REMEMBER, READERS, that everything has been remarked and REDUCED IN PRICE, not a few things, but EVERYTHING. TERM of sale strictly cash, and strictly ONE PRICE TO ALL. Everything marked in plain figures.

# Bull's Dry Goods Co.

Main Street

Columbia, S. C.

Railroad Fare Paid to Columbia to Purchasers of \$25.00 or more. Street Car Fare paid to Purchasers of \$5.

Mark this place and Mark it well

## BULL'S DRY GOODS STORE

Columbia's Great Department Store.

This Sale Lasts Ten Days.