

MEET ME AT TAPP'S

25c Imported Tissues 10c

You all know the famous Imported Anderson Gingham. We mention that name to connect you right with the quality of a lot of their goods. The Wm. Anderson Plain Tissue is one of the finest Imported cloths brought to this country to be retailed at 25c—Oh! it's one fine cloth and full 32 inches wide. When Mr. Tapp was hunting in their New York office for some of their goods for his Anniversary Sale he was shown this lot of Imported "Tissue" made in Great Britain and the Import duty alone was more than 6 cents the yard, and at first he was discouraged, because it was worth 25c, but Mr. Tap said to himself, "If I falter the Anniversary Sale will be a weakling"—so he got busy—made an offer on the whole lot—more than 27,000 yards and today we quote to you these very goods for our sale, at, the yard..... **10c**
This one item should bring a thousand women here at 8:30 tomorrow morning.

Wash Goods Specials

Hundreds and then hundreds and some more hundreds of pieces of this Spring's New Wash Fabrics, white and colored; Silk, mixed and mercerized, stripes, checks and plain goods marshalled from the world's best looms, await your coming to pick them over, the most commanding and attractive assortment of wash goods possible to find. There is a new richness and a rareness in the color harmony of the spring styles beyond anything the manufacturers have ever accomplished before. They range in price from 5 cents to \$1.50 the yard.

27-inch fast colored Cotton Voiles in solid colors and black; also in fancies, dots, stripes and new prints, exactly the same goods being sold elsewhere at 19c and 20c. Come here and buy as many yards as you want, at, yard.....10c

40-inch Striped Voile in all size stripes; also pretty floral designs with side borders for trimming; values to 39c choice, yard.....25c

Solid color and plain white Voile, fine texture, 40 inches wide, at yard.....25c and 50c

36-inch pure white Ratine Cloth, fine dress quality, yard.....50c

Vanity Crepe for Waists, Dresses and Underwear, at, yard.....19c

40-inch printed Batiste, white grounds with deep floral borders, a various and choice assortment to choose from, fast colors and worth regularly 25c; special, yard.....15c

Dress Duck in black and staple colors, yard.....10c

Sea Island Percals in solid colors, shepherds checks, small stripes, dots, light and dark colors, yard.....12 1-2c

Irish and Ottoman Poplins, in every color and white and black, values to 40c; special, yard.....25c

Anderson's Rephyr Gingham in more than one hundred styles, small and large checks, stripes, plaids, also all the shades in solid colors to match for trimmings, 32 inches wide, at, yard.....15c

New Upholstering Tapestry in the very best of colorings, 50 inches wide, at, yard.....50c to \$4.50

Bates' Seersucker in stripes and solid colors, best material for rompers, waist and children's wear; 12 1-2 quality, yard.....10c

Red Seal Gingham in solid and fancies, absolutely fast colors, yard.....10c

Ladies' Waists

Ladies' Waists in Linen, Linene, Lawn and Rep, made with soft collars and cuffs in the new shirt effect; also plain tailored Waists. Special.....\$1.00

A big line of ladies' fancy Waists in Lingerie, Voile and Crepe Voile, made in the season's best styles, high and low neck, long and short sleeves, daintily tucked and trimmed. Some hand embroidered. Prices.....\$2, \$2.95, \$3 and up to \$4.50

Spring Woolens

For the big Anniversary Sale, both in Black and Colors.

44-inch Spring weight novelty stripe and check Suitings in the most wanted colorings, gray, tan, mixtures, also diagonal weaves, yard.....\$1.00

Navy, tan and Cadet blue serge and diagonal weaves, 36 inches wide, yard.....50c

54-inch Panama in navy and black, yard.....50c

52-inch Mohair in golden brown, bright and dark navy blue, garnet, oxford gray and black, 68c values, at, yard.....50c

37-inch all wool storm Serge in deep cream, yard.....69c

50 inch all wool cream Serge, firm, strong weave, yard.....\$1.00

44-inch cream stripe oil wool Crepe, yard.....59c

36-inch cream Suiting and mohair Suiting in mixtures, at, yard.....39c

48-inch close weave strong all wool storm Serge in navy blue and black, yard.....\$1.00

44-inch all pure wool black and white Shepherd's check wool goods, yard.....\$1.00

44 inch Ramper Cuddah wool and mohair; very stylish and deep black, yard.....\$1.50

Mens's 50c Tubular Silk Ties, 25c

Every Tie pure silk, full length and the newest patterns. Actually 50c values. Anniversary Sale price, each.....25c

Wash Skirts Worth up to \$4 at \$1.00

We bought from the largest wash Skirt factory in this country, located at Brooklyn, N. Y., 1,000 Skirts, show room samples, factory samples, and odd lots. Hundreds in the lot are pure linen, others in pique, repp, galatea and other high class skirt materials. Many Skirts in the lot worth \$2.00, \$2.50 and up to \$4.00. Choice tomorrow and as long as lot lasts, at, special Anniversary Sale price, each.....\$1.00

Tenth Anniversary Sale

The Tenth Anniversary of This Store

Will be celebrated by a startling sale opening tomorrow morning. It will go forward on a higher level and greater magnitude than ever before been attempted by us in this city.

Ten years ago, on March 17th, Mr. Tapp threw open the doors of this store, and ten years ago he moved with his family to this city, bag and baggage, to make it his future home. After ten years among the citizens of this community we feel at liberty to talk at this Anniversary time as neighbors to neighbors—man to man—friend to friend. Our move to this place was very vital, exceedingly impressive and of great moment to us, for we invested our all in this business. Some wise heads nodded and exchanged knowing glances, feeling assured that our business career would be brief in this market—in fact we were told it was predicted that we would be able at the end of a year or two to take all our earthly belongings in one hand, as we left the state. We admit these unkind remarks made us squirm. They were tickler that kept us awake at night and made our eyes grow big and round, but they also inspired and invested us with energy and enterprise. On more than one occasion in our early history here, we exclaimed to ourselves, "Gee whiz! we'll warm the trail between New York and Columbia with new goods every day, we'll show the public fresh, crisp styles every morning in place of the old stuff. We'll make ever knightly soul admit we are here and here to win and stay." Today anybody with half an eye proclaims the supremacy of the Tapp Store in Columbia.

A few lines about the preparation for this Anniversary Sale seems most appropriate. For more than a year, every time Mr. Tapp was in New York, Boston, Philadelphia, Chicago or St. Louis he reminded the manufacturers and jobbers that on March 17, 1913, his store would celebrate its Tenth Anniversary, and they, from whom he was buying hundreds of thousands of dollars' worth of goods every year, must contribute liberally new desirable wanted standard merchandise for that great occasion, so we would be able to turn them over to the buyers of Columbia and the Carolinas at about half price. "We'll do it," said they all. Mr. Tapp has just spent four weeks in those markets personally selecting nearly \$100,000 worth of goods for this sale. Many of the mill owners and proprietors of the biggest jobbing houses gave us carte blanche to select anything we desired, and allowed us on account of this sale and special occasion to name our own price, so that we could actually sell at about half price the finest goods on earth. We are not boastful; conceit is a weakness in anyone. We could not possibly get these goods in this way at any other time. We furiously fought for them to celebrate the tenth birthday of the most husky ten-year-old store in the entire South. One unique man known for his dry humor said, "Mr. Tapp, you'll rob every tittle thread bank in both Carolinas with this Anniversary Sale." Be that as it may, we will certainly sell the most goods ever sold in one week. We know the people who are familiar with real values and observing of class, nifty styles, will make a mighty effort to be here every day this week, and to buy at this time a year's supply. Thousands of pairs of lips will have the Tapp Anniversary Sale as their one topic—new dimples will be shown by the broad smiles of wonder that will crown every countenance. This will be the biggest mercantile scoop Columbia has ever known. It is a bigger safer and more profitable investment for our customers to buy these new Anniversary Sale goods than to put their money in a Savings Bank. This is a privilege as well as an opportunity. Get your hat on and come early in the morning. The laggards never get any of the good things in this world—you will have to hurry.

Our Greatest Glove Sale

The Anniversary Sale price, as it comes just at Easter time is a great bit of good fortune for our customers. Cut prices on new imported Spring Gloves before Easter is quite contrary to the idea of retailing gloves, but we look over the expanse of the whole store for our Anniversary Sale. Nothing is let out of the net. We are making the biggest haul this week in our history.

Rug Specials

9x12 Axminster Rugs, floral and Oriental patterns, worth \$27.50 Special.....\$19.95

9x12 Tapestry Brussels Rugs, Persian patterns, worth \$28.00 Special.....\$19.95

Union Ingram Rugs, 9x12. Special.....\$19.95

Axminster Rugs, 36x72, worth \$4.50. Special.....\$2.99

Axminster Rugs, 27x34, worth \$3.00. Special.....\$1.99

A Record-Breaking Sale of UNDERMUSLINS.

Consisting of Night Gowns, Petticoats, Combinations, Pajamas, Slips, Corset Covers and drawers. These are the Design of the Salesmen's samples from the largest Muslin Underwear factory in the world.

Millinery at the Anniversary Sale

It will be one of our very, very throng places. You'll wait your turn here to get waited on unless you are an early bird, that's sure. You'll think we have a million hats in this great department. We made every wholesale manufacturer of fine Millinery from whom we buy goods contribute from his choicest models hats at less than half his usual prices. We explained that we wanted them for our big sensational Anniversary sale. It only comes once in a life time. This exhibition of millinery will equal a horse show or an automobile show. I will enlighten you on the prevailing fashions from Paris, London and New York. It will be the biggest, most wonderful show of exclusive millinery ever attempted in this city. If you're a friend of ours; if you're an occasional customer, or if you have never been in our store, no matter who you are, we can look you steadily in the eye and tell you no house in the South has made a millinery display the equal of this Anniversary Sale, and if you don't save about one-half, don't buy. We know what has been done by our friends in the wholesale millinery business to help make this sale the greatest sale ever put over in Columbia, and we want you to know it and benefit by it.

Buy your Easter Hat early in the week—You know that when your Hat comes from Tapp's, you have the Hat that best become you.

Sheeting, Prints, Quilts

Anniversary sale prices on Sheets, Pillow Cases, Sheetings, by the yard brown or bleached, white Bed Quilts of unusual merit, Staple Prints, Apron Gingham, Domestic Percals, Madress Cloths, Long Cloths, Nainsook, Indian Linens, everything of the nature of dry goods have come in crisp, fresh and new so no one can go amiss at this, the one ten days in our business life in this city, will be given over to celebrating and for the exclusive benefit of our thousands of customers. We want you all here. We want you to be benefited. We can't again give a Tenth Anniversary Sale, so we'll make it a hummer while it lasts.

Gold Medal yard-wide Bleached Long Cloth the best 10c Muslin on the market today; as long as lot lasts and with limit of 10 yards to the buyer, special Anniversary Sale price, the yard.....7 3-4

Pepperill 10-4 (full 90 inches) bleached Sheeting, limit of 10 yards to the buyer and no guarantee as to how long quantity on hand will last; special Anniversary Sale price, the yard.....25c

Lonsdale Bleached Long Cloth, 30 inches wide, as long as lot last; special Anniversary Sale price, the yard.....8 1-2c

Domino and Cragmore Staple Gingham, absolutely fast colors, as long as lot lasts; Anniversary Sale price, the yard.....5c

American Prints—the best made, light and dark, yard.....5c

Yard-wide bleached Muslin, splendid soft quality, mill ends; Anniversary Sale price, the yard.....5c

Pillow Cases 45x36 inches, splendid quality Muslin; special Anniversary Sale price, each.....10c

Defender make Hemstitched Pillow Cases, 45x36 inches, the best value ever offered, at Special Anniversary Sale price, each.....15c

Sheets 72x90 inches, Linen finish; special Anniversary Sale price, each.....39c

Colored Quilts, colors, blue and red, were \$1.00; Anniversary Sale price, with limit of two to the buyer, each.....69c

36-inch Princees Nainsook, splendid soft quality; Anniversary Sale price for bolt of 12 yards, for.....\$1.10

Imperial, Regal and English Long Cloth, yard-wide; special Anniversary Sale price for bolt of 12 yards, for.....99c

Sheets—the best made, 81x90 inches, at, special Anniversary Sale price, each 69c, 85c and \$1.00.

Hosiery for Easter

Splendid line of Hosiery for Spring and Summer. Notaseme Gauze Lisle Thread Hose for ladies. Sheer, pretty quality. Extra heavy lisle garter top, also Ravel Barrier top, high, spliced heel, double toe. A splendid Hosiery value, white, tan and black.

New and Stylish Neckwear

Windsor Ties in a variety of pretty plaids, checks and stripes, also solid colors. Best quality silk. Many pretty Embroidered Ties. Anniversary Sale price.....25c and 50c

Ladies' woven Silk string Ties, new and stylish, pretty fringed ends, Black and the best colors. Price, each.....50c

"Middy" Blouse Ties for the girls, made of good quality soft silk, some with pretty embroidered corners. Black, red and navy. Price, each.....50c

Splendid showing of new and stylish neckwear. Ladies' "Dutch" Collars in a variety of pretty combinations. Lace, Embroidery and rich Persian silk effects. All of newest in neckwear to be found in stock. Prices.....25c to \$2.50

New Ruffings in net lace and Persian silk. Many pretty net pieces with edge of Persian silk very new and effective. Anniversary Sale price, yard.....25c, 35c, 50, 75c and 98c

The Newest Veils.

We have the cutest veils in America for our Anniversary Sale. How can we tell you anything worth while about these stunning things of beauty, but the all look so cute in a veil, and the new, high art twings of fashion will captivate every customer. Don't miss the veil show.

ORDER BY MAIL—We prepay shipping charges on all purchase of \$5.00 or more, within 600 miles of Columbia.

PREMIUM DEPARTMENT—Our Premium 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

Cor. Main and Blanding Sts. Department Store, Columbia, S. C.