

Ladies' Waists.

Ladies' Waists in linen, linene, lawn and ripp, 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 short sleeves, daintily tucked and trimmed. Some hand-embroidered. Prices, \$2.00, \$2.98, \$3.00 and up to \$4.50.

Big lot of Women's and Misses' Sample Dresses; no two alike; not a dress in the lot that is worth less than \$10. Every dress made in the latest style and the new colors: tan, blue, black and white stripe, lavender, pink and different checks, fancy voiles; one piece serge dresses in navy blue, Copenhagen, tan and black. These dresses we bought at half their worth, and marked in stock at \$5.98 and \$6.98. We bunch the lot and name the price, for choice.....\$4.95

Lingerie and Embroidered Voile Dresses, the swellest line of dresses ever shown here; hundreds to select from; made in the very newest styles, some plain, others very elaborately trimmed in shadow lace and heavy cluny lace; some have the soft satin girdles, others have piping and satin girdles to match. We want you to come here and examine and price these charming dresses. Priced special at \$5.00, \$7.50, \$10.00, \$12.50, \$15.00, \$18.75, \$22.50, \$25.00 and up to \$50.00.

Hamilton Brown Shoes, America's Finest Footwear.

You can't equal Hamilton Brown Shoes for style, for wearing or for fitting qualities. Our stock of American Gentlemen and American Lady Oxfords is ready for you, and we know that you will find here just what you wish in the line of footwear.

American Lady, special vici lace Oxfords, low rubber heel, flexible sole; a shoe for comfort; price.....\$3.50

American Lady vici blucher Oxford, broad low heel, raised toe, welted sole; price.....\$2.50

American Lady special three-button vici and patent leather Oxford, high heel; price.....\$4.00

American Lady special in three and four blitton Oxfords, in tan, gun metal and patent leather, D last, medium high heel; price.....\$3.50

American Lady patent leather blucher Oxford, four eyelets; price.....\$3.50

American Lady pumps in tan and patent leather; price.....\$3.00

American Lady special pumps in tan and patent leather, C last; price.....\$4.00

A. D. B. American Lady Shoe, patent leather with white buck top, tan 10-button, retail price \$4.00; only a dozen and a half pairs left; very special.....\$3.00

H. & B. Security three-button and two-strap patent leather Oxfords, low, broad heel for little women; sizes to 5; price.....\$3.00

H. & B. Picnic Special in three-button and two-strap patent leather Oxfords, sizes 8 to 12, price.....\$1.50

American Gentleman vici blucher Oxford, raised toe, medium heel; price.....\$4.00

American Gentleman in gun metal, blucher Oxford, raised toe, medium heel; price.....\$4.00

American Gentleman in tan, three-button Oxford, in two styles, Ricker and Avaiter last, raised toe, medium heel; price.....\$4.00

Fine Laces.

Handsome Linen Cluny Bands, 7 and 8 inches wide, splendid patterns. The popular trimmings this season for linens and ratine materials, 75c quality, special prices, yd. 39c and 50c
Linen Cluny Bands and Edges, splendid assortment of new patterns, best widths for waists or dresses, prices, yard.....19c, 25c, 35c, 39c and 50c

New Linen Torchon Laces, Edges and Insertions to match, many new patterns, best widths for edging ruffles, prices, yard.....15c, 20c, 25c and 35c

Fine Sheer Val and German Val Laces, beautiful patterns for trimming dainty lingerie and Swiss dresses, price, yard.....25c

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 50c or more.

THE GROWING STORE.

CONFIDENCE IS A PLANT OF SLOW GROWTH.

Shakspeare says, "Trust not him that has once broken faith." We practice in our business dealing with our customers to a great extent what Emerson says: "Trust men and they will be true to you; treat them greatly and they will prove themselves great." To be wholly lacking in confidence is to be entirely unnappy; and we mean to give out this impression: we believe implicitly in the virtue of the merchandise we sell; we have the best facilities possible for obtaining our goods at first hand. We are never rash or extreme in our prices; we sell on a small percentage above the cost; whenever we are particularly fortunate through the combination of hundreds of other big stores in our New York office in getting lots of goods at half what the goods are worth, we don't take all that profit; we stick to the small margin, and give our customers the benefit of such under-buying, and then we still stand back of our customers, expecting they will appreciate it and be fair with us, as Emerson says, and if anyone finds anything wrong here come back, and on your way back don't work yourself into a fever expecting a fuss with us; you'll have no fuss here; we practice what we preach. Your goods will be taken back with a smile. Is there one person in all this city who does not honestly feel that Tapp's is a pretty good place to trade? Again we say confidence is a plant of slow growth, but rightly cared for it's a rugged plant; we watch it grow in our store every day. We water it and give it sunshine; it's the pride of our life.

Lovely New Millinery

Hardly a day passes that some one or a group of well dressed ladies does not exclaim over the chic, appealing and becoming styles shown in our millinery. Many times they will rave over very inexpensive hats because they are distinctive and very unusual, that individuality is a thing to be greatly desired in a hat. We show original Paris hats, and we show hats copied in New York; all are typical of the work of very artistic makers. This season vivid colors and great simplicity are arranged into very becoming hats. Sometimes it's only a white net shirred on a round, closely fitting frame, then trimmed with wee red roses and green leaves, over it all a bit of drapery, crepe of silk; the effect is great. From our own work room guided by careful study of French hats, we are turning out very inexpensive hats, that are sweetly spring-like and entirely original. One was trimmed with brown-eyed yellow daises, with an upstanding fancy feather. This hat sold for about \$10, and it looked worth \$50. If we can't put a hat on you that will delight you, it's one hopeless case, for we are miles in advance of all contemporaries in the millinery business in this city.

Clothing For High School and College Girls.

Truly is this the day of the young person. No longer does the girl wear clothing designed for her mother, then altered and reduced to fit her slender proportions. Designers and manufacturers alike appreciate keenly the needs of the growing girl and young woman. We have large assortments of afternoon and evening frocks, simple cloth dresses, suits and coats, everything the girl wears, in special designs for her slender figure and winsome face. Women's and misses' finest tailored Suits. The materials are this season's most stylish cloths in imported sponges, French serge, men's wear serge, diagonal and fancy worsteds. It's an undisputed fact that Tapp's \$25.00 Suits are the equal of any shown anywhere that are priced \$5.00 to \$10.00 more, and when we cut the price on these charming \$25.00 Suits it should cause every woman that loves new, stylish garments to buy now. Choice of any of our **\$18.75** \$25.00 suits for.....

Shears 10c, 25c.

Here is something everybody will be pleased to buy. Do you want shears in your house that will cut like a razor, so you will not be wasting your time hunting the house over for a pair of shears? They are a useful household article, and one of the very necessary things no home ever had enough of. These are new goods shipped here for this special sale by one of America's largest manufacturers of shears. Every pair guaranteed or money refunded. Prices, pair, 10c and 25c.

Woo'ens, Dress Goods, Silks, Etc.

Our dress goods and silk sections are filled to overflowing with the most graceful materials. We show all the highly favored goods for afternoon and evening wear in the new shades, and we have the best for general wear in serviceable colors as well. All women are intensely interested in our displays for spring.

44-inch Novelty Suitings in tans, blues and grays, just the right weight for spring skirts and suits; good assortment to choose from; yard.....\$1.00

52-inch Mohair in black, navy blue, royal blue, golden brown, oxford gray; special value, at yard.....50c

42-inch Wool Taffeta, suitable for separate skirts, yard.....\$1.00

42-inch Irish all poplin, deep black, medium weight, very durable, yard.....\$1.00

44-inch navy blue, Copenhagen blue, cream and black serge, strong, firm weave; \$1.00 value, sponged and shrunk; special, yard.....85c

44-inch black diagonal Suiting, narrow or wide wale, yard.....\$1.00

44-inch all wool imperial Serge, will not get "rusty," yard.....\$1.00

44-inch silk and wool Crepe, very stylish, yard.....\$1.50

Other New Ready-to-Wear.

Children's and misses' Dresses, fine materials: Linens, Bengalines, Pique, French Gingham and other high class materials. Specially priced at.....\$2.50, \$3.00 and \$1.50

New Wash Goods.

Each day new goods arrive for this big department. We are showing the most extensive line of fine wash fabrics in Columbia.

27-inch east 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 Batists, white grounds with deep floral borders, a varied and choice assortment to choose from, fast colors and worth regularly 25c; special, yard.....15c

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

\$1.00 and \$1.25

Messalines 89c.

All Silk Messaline Satin in all colors, suitable for evening or street dresses, nell rose, light and dark pink, rose pink, old rose, sky turquoise, blue maize, orange, golden brown, champagne, tan, wine, Nile green, resada green, myrtle green, light and dark gray, cadet blue, royal blue, king's blue, helio, cream, white and deep black, choice, yard.....89c

45-inch Crepe, beautiful quality, white, light blue and deep black, much in demand for waists, dresses, etc.; 75c value, at, yard.....59c

New Cloth (ratine), colors are gray, Copenhagen, pink and light blue, yard.....25c

Fancy Welt, beautiful new goods in wistaria, pink, white and Copenhagen; positively 50c quality; yard.....39c

40-inch sheer Voiles in all size stripes, some with cor's, others with side borders, also the new Bulgarian patterns and solid colors; values to 39c; take your choice, yard.....25c

40-inch printed Batiste, deep borders for trimming, beautiful patterns, 25c values; special, yard.....15c

Cauze Knit Underwear.

Just in big shipment of fine Gauze Knit Underwear. Thin Gauze Lisle pants for ladies, open and closed knee. A splendid garment. Price, pair 50c

Ladies' Gauze Pants in good quality, lace trimmed. Price, pair.....25c

Ladies' out size Gauze Vests, splendid quality, perfect fitting garments. Price, each.....25c and 35c

Ladies' Gauze Lisle Vests, a splendid garment, sheer, pretty quality. Price, each.....25c

Ladies' fine Gauze Ribbed out size pants, a beautiful garment. Price, pair.....35c and 50c

Ladies' high neck and long sleeve Gauze Vests; a splendid weight garment for early spring wear. Price, garment.....25c

Ladies' Gauze Vests in good quality, full size and length, finished with tape in neck arms. Price, 4 for 25c; each.....7c

Ladies 16-button Silk Gloves, splendid weight silk, double finger tips, heavy stitched back. A splendid glove value. Prices, pair.....\$1.00 and \$1.89

Ladies' 20-button Silk Gloves, good silk, durable finger tips. White only. Price, pair.....\$1.50

Ladies' 2-clasp length Chamousette Gloves, white and natural color, good quality, wear and wash well. Price, pair.....35c

Also Gauze Union Suits for boys and girls.

Spring Hosiery OF ALL KINDS AT PRICES TO SUIT EVERYONE.

"Notasene" Gauze Lisle Hose for ladies. Splendid wearing Hose, double sole, high sliced heel, reinforced garter top, also Ravel Barrier tops; guaranteed to hold color, black, tan and white. Price, the pair.....25c

Order by Mail.

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

The James L. Tapp Co.

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