

THE GREAT Ten Days CHALLENGE Sale

BEGUN WEDNESDAY MORNING, JUNE 20TH AT 8:30 O'CLOCK

AN UNUSUAL purchase of thousands of dollars worth of spring and summer merchandise by our Mr. Arnold while in New York, a few days ago, has paved the way for the greatest trade event that has ever occurred in Greenville's history. This is to be a sale without a parallel, and will bring thousands to Greenville, who will reap their share of magnificent values. Mr. Arnold was in New York attending the great clearance sale held by John Pullman & Co., Arnold B. Heine & Co., H. B. Claflin Co. and others, and the opportunity was presented to secure thousands of dollars worth of brand new goods at a few cents of the dollar. The telegram in the center of this page is from one concern from whom we bought thousands of dollars worth of the most choice White and Colored Wash Goods of the season at less than cost. Note what they say in accepting Mr. Arnold's offer for the lot. These bargains are passed to you just as we bought them—at a great sacrifice, which will eclipse any opportunity offered you for other goods, past or present. Hence we name this sale our "Ten Days Challenge Sale," because its magnitude, its money-saving opportunities challenge and defy all competition and dwarfing in comparison all

Our Entire Stock
Sold To The
New York Purchases

Our stock is full and fashionable merchandise. The famous New York purchases of this season are included, the most exquisite ready-to-wear apparel, Dress Goods, Silk, Shoes, Hosiery, Embroideries, Wash Goods, Small Wares, in mind that the Arnold sale is carried out to the letter. The public has been won through our rule never to disappoint verbally or otherwise that we are carrying out. In placing such a sale

POSTAL TELEGRAPH COMMERCIAL CABLES
CLARENCE H. MACKAY, PRESIDENT.
TELEGRAM 730

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Number	Sent By	Rec'd By	Check
28		23	

Dated: 9/4/3way ny 5
To: J. Thomas Arnold, Imperial No. 5
We have decided to accept your offer on the lot of white and colored goods this is a magnificent bargain for your sale
John Pullman & Co.

before the people it was necessary to engage a sales expert to assist us; one who through experience knows how to display and arrange stocks most advantageously for the convenience and comfort of shoppers; one who has had wide experience in systematizing sales force for properly serving the crowds in a satisfactory way. So we have engaged Mr. A. L. Neiman, of New York, who has had wide experience in Metropolitan Department stores in conducting special sales.

There Will Be No Music Or Speech-Making

But the very air will be permeated with the Bargain Spirit, which is undoubtedly a charming sensation to the lord of the home or the economical housewife. The sale will be conducted upon a plan in keeping with the store's reputation. It will be necessary to close the doors on Monday and Tuesday in order to mark the new goods received and arrange the stock. The sale begins promptly Wednesday Morning, June 20th at 8:30 o'clock.

ALL LINES JOIN IN THE BARGAIN CHORUS

ls, Silk Trimmings, Lining, small wares—such as Neckwear, and Notions of every description; Gloves, Hankers' and Children's Underwear. Everything in Ready-to-Wear Department. Millinery, Curtains, Linens and of every description. Nothing escapes the pruning knife except Coat's Spool Cotton.

White Goods From the New York Purchase

Lot No. 1.
10,000 yards of striped Batiste, Leno stripes and Corded Muslins, worth 12 1/2c per yard, Challenge Sale Price, 6 1-2c

Lot No. 2.
10,000 yards of white Organdies—you have never bought them for less than 10c—during the Challenge Sale, 5 7-8c

Lot No. 3.
5,000 yards white Corded Batiste, narrow and wide stripes, value 7c per yard 4 3-4c

Lot No. 4.
1 Case Corded stripe Swiss, worth 15 to 20c, from the Pullman sale, choice per yard, 9 1-2c

25c Mercerized Waisting 19c
This is one of the more expensive lots secured at the sale; genuine 25c goods. The former wholesale price more than we offer them for. Choice per yard 19c

72 Inch Organdy Bargain
We put on during the Challenge Sale lot two yards wide Chiffon finish Organdie, 6 yards make dress. Per yard 22 1-2c
Thousands of yards beautiful white goods of every description go into the sale at greatly reduced prices.

Sale of White Dress Linens
There is an indescribable charm about linen. This Challenge Sale enables you to own linen at almost the price of cotton material. Note these values:

27 inch Linen Suiting, sale price	13 1-2c
36 inch Linen Suiting, round thread,	per yard, 22 1-2c
36 inch Linen Suiting, very fine, per yd.	35c
Two yard wide Linen Sheeting, per yd	69c
2 1-2 yard wide Linen Sheeting, value 1.25	per yard, 89c
Table Oil Cloth 12 1-2c	
During the Challenge Sale you can buy Table Oil Cloth at per yard 12 1-2c.	

Colored Wash Goods From The New York Purchase

10 and 15c Values at 5 7-8c
This lot represents bargains in High Class Lawns and Batiste, 30 inch wide, fine texture, made to retail at 10 and 12 cents, Challenge Sale Price 5 7-8c.

12 1-2c Kimona Crepes 6 7-8c
It doesn't seem possible that such beautiful qualities could be sold at such a million dollar price. Kimona Crepe, in solid colors, light and dark, retained every here at 12 1-2 to 15c, Challenge Sale Price, 6 7-8c.

A Table Full at 13c
On this table will be found beautiful embroidered Swisses, white grounds with colored figures; fine Batiste, neat pin head dots and stripes; large floral design Organdies, Pompadour effects, etc. Choice of entire lot per yard, 13c.

Wrapper Lawns
Big lot 25 inch fast color Lawns, neat designs, 5c value, will be sold for 3 3-4c.

Fine Figured Muslins
Here is another competition killer: One complete counter full of fine Lawn, Batiste, etc., fast colors, worth from 10 to 15c per yard, bunched together at one price, 6 7-8c.

Everything In Oxfords Included
The entire Shoe Department—nothing excepted. No need to waste time telling you what kind of oxfords and shoes we handle. You know the character of our shoes.

Come the First Week if Possible
Come the first week if possible; if not, come the first opportunity. It will pay you to lose one day out of the crop to attend this Sale.

Silk, Silk, Silk.
A flurry in silk that will prove an interesting topic. This sale, for which thousand of woman have been waiting, is greater than any we have ever before held. Not only because of the better quality of silk, but also because of the wider difference between real value and our prices.

Colored Jap. Wash Silk, 21 inches wide, in evening shades. They come in Nile Green, Light Blue, Canary, Pink, Garnet, Old Rose and Black—39c values
Challenge Sale Price 24c

26 inch Wash Jap. Silks in a various assortment of colors, 45c values, Challenge Sale Price 29c

Shirt Waist Suit Silk in a various assortment of small checks, 50c values, Challenge Sale Price 39c

25 and 27 inch Jap. Silk, beautiful floral designs, 85c Challenge Sale Price 49c

Black Silk Taffeta, 36 inches wide, every yard warranted, \$1.00 value, Challenge Sale Price 70c

36 inch colored Taffeta Silk, gray, navy, light blue, garnet, and white every yard warranted perfect, \$1.25 value, Challenge Sale Price 89c

86 inch Poan De Sol, extra fine quality \$1.50 value, Challenge Sale Price 1.15

45 inch Chiffon Taffeta, \$1.75 value Challenge Sale Price 1.83

TOWELS AND TOWELLING

All Linen Check Towelling, 10c, Challenge Sale Price 7 7-8c

Bleached Linen Crash Towelling, 15c value, Challenge Sale Price, 11c.

Bleached Fringe Towels, Challenge Sale Price, 2 1-2.

Hemstitched Huck Towels, 15c value, Challenge Sale Price, 9 1-2.

Extra Fine Large Size Hemstitched Huck and Fringe Damask Towels 85c values, Challenge Sale 22 1-2c.

Extra Large Size Hemstitched Satin Damask Towels, 69c values, Challenge Price 48c.

Mercerized French Colored Fringed Doilies, Sales Price, per doz, 17 1-2c

Turkish Bath Towels; good quality, all white fringe ready to use, not more than 6 to a customer, 15c value, Challenge Sale Price 10c

Extra Large Size Turkish Bath Towels, 20c values, Challenge Sale Price 14c

Now Is The Golden Opportunity--Now!

Use the good common sense with which nature has endowed you. Come and see with your own eyes and be convinced that this is one of the saving chances of a lifetime. Remember the class of Merchandise that is offered you—the best the land affords. Everything under the roof absolutely new; not a piece of out-of-date merchandise in the store. A mighty avalanche of majestic bargains will be turned loose for this great Clearance Sale.

Sale Started Today
Member Bargain Hunt Gates Now
Grand AT
Thos. Arnold Co.

J. THOMAS ARNOLD COMPANY Greenville, South Carolina.