

A MILLION CUSTOMERS

JOIN WITH CHARLES

Celebrate Our Grand Opening

BRAND NEW FALL NEEDS FOR THE FAMILY AND HOME! SENSATIONAL BARGAINS ALL THRU THE STORE! ... COME EARLY! BRING THE FAMILY! ... FREE SOUVENIRS!

FREE! CHECK CASHING FREE!
Tobacco - Farm Products
Government

Men's Sanforized Broadcloth
DRESS SHIRTS 1.47
AMAZING SALE PRICES
Lustrous whites, cellophane wrapped for freshness. All first quality full cut sizes 14 - 17.
MEN'S WEAR—Main Floor

MEN'S 59c Broadcloth
SHORTS 44c
Sanforized zipper front or boxer styles. Smart patterns. Sizes 30 to 42.
ATHLETIC SHIRTS . . . 29c
Full cut, Swiss rib knit. 36 - 46.

[Opening School Sale!]
BOYS 1.98
Sanforized Denim Western Dungarees 1.59
Better quality, 11-Oz. blue denims.
5 pockets, zipper fly. Sizes 6 - 16.
\$1. Flannel Front Pullover Shirts 39c
First quality. Well made styles, button at collar. New plaid patterns. Sizes 4 - 12.
BOYS WEAR—Main Floor

Boys' - Girls'
LEATHER SHOES 1.44
Reg. 2.29
Save on new styles for Fall. Genuine leather uppers. Sport or smooth soles. Many types. Sizes: 8 1/2 - 12, 12 1/2 - 2.
SHOE STORE—Wilmington Street

2.98 Men's Smart
FALL SPORT SHIRTS 1.88
Terrific Opening Value
Of washable gabardine, chrome spun splash weaves, chambrays. Handsomely tailored. Light and dark tones. Small, medium, large.
MEN'S WEAR—Main Floor

BOYS' TENNIS SHOES 1.44
Reg. \$1.98
Heavy, reinforced black canvas uppers. Long wearing heavy rubber soles. Perfect for Back-To-School. Sizes: 8 1/2 - 12, 12 1/2 - 3.
SHOE STORE—Wilmington Street

Opening Home Special
VELVETY CHENILLE SPREADS 6.88
Super Quality Chenilles at Super Savings. Solid color or fancy multi-color designs. White and colors. Full Bed Size.
DOMESTIC—Main Floor

Boys' 2.98 Corduroy
SPORT SHIRTS 1.66
Handsome new Fall colors. Full cut, well made. 2 chest pockets, sizes 6 - 16.

4.50 Decorator
TABLE LAMP 2.77
White with Hand Decorated Design.
Complete with Shade.

Reg. 69c — 1.29 Fine Rayon
DRESS FABRICS 38c Yd
Fall Sew and Save Bargain!
● Chromspun Taffetas
● Fissie Crepes
● Novelty Satins
● Fancy Suitings and Others
● 39" - 42" Wide — New Fall Shades
YARD GOODS—Main Floor

Terrific New Fall Printed
PERCALES 25c Yd.
Assorted patterns and colors! 36" wide—washable!
YARD GOODS—Main Floor

Famous Pepperell 81 x 99
SHEETS 1.77
This Nationally famous brand at a low, low price. Limit 4 to a customer.
42 x 36 Pillow cases
2 For 88c
DOMESTIC—Main Floor

SALE! Unbleached
MUSLIN 11c Yd.
Fine Quality! 39" wide

SALE...!
3.98 Permanent Finish
ORGANDY CURTAINS 2.77 Pair
Dress up the home and save! 86" wide, 90" long princess styles, white only.

Reg. \$1—MEN'S SOCKS 39c
You will recognize these selling at \$1. in all fine shops. Novelty weaves in Fall colors. Sizes: 10 - 13.
HOSIERY DEPARTMENT—Main Floor

[Opening School Sale]
New Reg. 25.00
GIRLS' ALL WOOL
FALL COATS \$13
Top Quality Styles From Better Makers At Low Prices
Latest novelty trims, new rich fabrics. Placed, boxy fitted styles. Exquisite details. Fur and jewel motifs.
Sizes 7 - 14.
GIRLS WEAR—Downstairs

3.98 New Girls
FALL DRESSES 2.98
SMASH SCHOOL SPECIAL
A variety of styles for the young Miss. Lovely trims and new Fall colors. Sizes 7 - 14.
GIRLS WEAR—Downstairs

Aluminum Ware Sale!
Values to 1.49
Choice of the Following Kitchen Utensils:
6-Qt. Covered Sauce Pot
8 Cup Percolator
Combination Cooker
Round Roaster
Cake Cover and Tray
\$1. EACH
HOME NEEDS—Main Floor

HUNDREDS OF OTHER BARGAINS IN EVERY DEPT. ... SAVE!

1.69 Tots Wool Coat
SWEATERS \$1.00
Pastel and dark shades. Fancy stitching. Sizes 1 - 2, 2 - 6

GIRL'S COTTON KNIT 5 For
PANTIES 77c
DOUBLE THICK CROTCH—ALL WHITE
8 to 12 — STOCK UP AND SAVE

Opening Special! SAVE \$25
WOMEN'S FALL
SAMPLE COAT SALE! \$26
IF YOU WEAR A MODEL SIZE 12 or 14 YOU CAN SAVE \$25.
Samples from leading manufacturers—Latest Fall styles—Fine all wools—Beautiful hand tailoring details.
DOWNSTAIRS FASHION CENTER

Special Group 24.98 Women's
All Wool Coats \$18
New Fall styles in rich fabrics and details.

BIRDSEYE
DIAPERS \$1.75
Soft, Absorbent Quality—Sizes 27 x 27
TERRIFIC SALE PRICE!
1 Doz. Pkge.
INFANTS—Main Floor

\$1 Women's
COTTON BRAS 54c
Terrific savings. Youthful uplift styles. White
LINGERIE—Main Floor

1.98 New Fall
HANDBAGS 1.57
Just unpacked! Our opening gift to you. Assorted styles and colors.
ACCESSORIES—Main Floor

\$1 Women's Fall
BLOUSES 69c
Smash opening sale price. Assorted novelty collars in new Fall colors and trims.
SPORTSWEAR—Main Floor

\$1 Costume
Jewelry Boxes 37c
Assorted colors. Hinged tray. Novelty designs.
TERRIFIC BUY! — Main Floor

CHARLES SERVICES
For Your Shopping Convenience!
● Cash and Carry
Gives you the opportunity to save on everything you buy at CHARLES.
● Liberal Layaway Privileges
Makes it easy to BUY MORE with NO BUDGET PROBLEM. Small 50c deposit and easy weekly payments.
● Money-Back Guarantee
On everything you buy at CHARLES. Your Complete satisfaction or your money cheerfully refunded.
● Low Price Policy
For nearly 30 years assures SAVINGS on everything you buy at CHARLES.

3.98 FAMOUS MAKE
NYLON TRICOT SLIPS 2.59
CELEBRATION SAVINGS
Gorgeous styles with lavish lace trim. Expertly tailored. White and pink. Sizes 32 - 40.
LINGERIE—MAIN FLOOR

Reg. to 7.98
NEW CHIC MILLINERY 3.88
Highly Styled Samples From Better Makers In A Variety of Shapes. All Leading Fall Shades.
DOWNSTAIRS FASHION CENTER

Smash Open Sale!
BRAND NEW
13.98 Women's FALL DRESSES \$7
Highly Styled Samples From Top Makers!
THE LATEST TRIMS AND FABRICS. SEASON'S NEWEST COLORS.
You Save To \$6.98 on Each!
DOWNSTAIRS FASHION CENTER

5.98 Women's New Fall
SKIRTS 3.99
Popular Styles at a terrific opening price. Felts and all wools, smart novelty trims. Beautiful Fall colors.
SPORTS WEAR—Downstairs Fashion Center

New Fall
CASUALS \$1.44
Reg. \$1.98
Foot Flattering Styles. Open and closed types, wedge heels. New Fall colors. Sizes: 4 - 9.
SHOE STORE—Wilmington Street

NEW 2.79 WOMEN'S
COTTON DRESSES 1.98
A Give-away Sale Price! Popular Wanted Styles in washable fabrics. Perfect for street or home wear.
COTTON SHOP—Downstairs Store

Famous Lady Charles
FULL FASHIONED
NYLONS 47c
FIRST QUALITY—REG. 79c
Plain or dark seam. New Fall shades including famous red fox. Sizes: 6 1/2 to 11. Limits 3 pairs to customer.
HOSIERY DEPARTMENT—Main Floor

Fayetteville Street Through To Wilmington
CHARLES DEPARTMENT STORE
The New
RALEIGH SAVINGS STORE