

# GOOD NUTRITION NEED NOT BE EXPENSIVE!

## Our Own Brands Cost Less!



FARM CHARM-SAVE 44¢ (LIMIT 1 WITH \$5 ORDER)

**Shortening** ..... 3-LB. CAN **39¢**

OUR PRIDE SANDWICH-SAVE 14¢

**BREAD** ..... 3 1-LB. 8-OZ. LOAVES **79¢**

ORCHARD CHARM FROZEN

**Orange Juice** ..... 6 PAK 6 oz. CANS **88¢**

3-D BRAND - SAVE 10¢

**BLEACH** ..... GALLON **39¢** **TOWELS** ..... 4 JUMBO ROLLS **\$1.00**

OUR PRIDE - SAVE 24¢

**CAKE MIXES** ..... 4 19 oz. PKGS. **\$1.00** **PEANUT BUTTER** 18 oz. **49¢**

SILVER LABEL - SAVE 10¢

**COFFEE** ..... 1-LB. CAN **79¢** **GRAPE JELLY** ..... 10 oz. **25¢**

GARDEN CHARM

**TOMATO SOUP** ..... 10% oz. CAN **10¢** **BLACK PEPPER** ..... 4 oz. **35¢**

MOTHER'S - SAVE 16¢

**MAYONNAISE** ..... QUART JAR **39¢** **RED GATE BLACK EYE PEAS** ..... 24 oz. PKG. **25¢**

RED GATE - SAVE 7¢

**TOMATO CATSUP** ..... 20 oz. BOTTLE **25¢** **RED GATE PINTO BEANS** ..... 24 oz. PKG. **29¢**

So - o - o SOFT PAPER - SAVE 8¢

**PEANUT BUTTER** 18 oz. **49¢**

RED GATE - SAVE 6¢

**GRAPE JELLY** ..... 10 oz. **25¢**

SUN RIPE - SAVE 4¢

**BLACK PEPPER** ..... 4 oz. **35¢**

OUR PRIDE - SAVE 8¢

**RED GATE BLACK EYE PEAS** ..... 24 oz. PKG. **25¢**

**RED GATE PINTO BEANS** ..... 24 oz. PKG. **29¢**

**OUR PRIDE THIN SPAGHETTI or ELBOW MACARONI** ..... 16 oz. **19¢**

**SATISFACTION GUARANTEED ON ALL COLONIAL MEAT PURCHASES OR DOUBLE YOUR MONEY BACK!**

### A MESSAGE FROM COLONIAL!



Colonial wholeheartedly supports the government's interest in Nutritional Awareness. As an expression of this support, we will for several weeks try to provide some information to show homemakers how they can be healthy, even if they are not wealthy, by shopping better - by eating better - and, we hope, by shopping at Colonial.

Concerned about buying the right foods to give your family a balanced menu - and still keeping a balanced budget?

I am, and so are most homemakers. Like you, I try to feed my family foods from each of the Basic 4 food groups every day: meat, cereal, bread, fruits, vegetables, and milk.

As a homemaker myself, besides being a career woman, I find that one of the best ways to get the most for my money is to buy our own brands. They have the same good eating as comparable national brands, contain the same high quality ingredients, but cost a little less.

Today's ad shows some of the "cents-able" savings. Every week I buy many of the same foods you do. Also, like you, I check and compare prices. Then, in our Nancy Carter Kitchen, we test and compare our products for quality and flavor with the best selling national brands.

Everyone has her own favorite brands. Mine include Our Pride, Pick of the Nest, Sun Ripe, Orchard Charm, Oven Krisp, Farm Charm, Garden Charm, Silver Label, Mother's, Chef's Pride and 3D. And the familiar CS rooster.

If you prefer national brands, we offer a wide choice at economical prices. If you like to save a little more, try our own brands. The choice is yours.

*Agnes Olmstead*  
Director of Consumer Affairs  
Box 4356  
Atlanta, Georgia 30302

Write for these FREE BOOKLETS: "Daily Food Guide" and "Food Shopping Tips".

**NEW CROP!**  
**APPLE CIDER** HALF GALLON **59¢**

**MICHIGAN PEAT MOSS** ..... 50 LB. BAG **\$1.09**

**GARDEN FRESH PRODUCE**  
One of the basic 4

**FRESH CRISP Lettuce** LARGE HEAD **23¢**

**CALIFORNIA RED, WHITE or BLACK GRAPES** ..... 4 LBS. **\$1.00**

**FLORIDA WHITE GRAPEFRUIT** ... 5 LB. BAG **59¢**

**LONG ISLAND CAULIFLOWER** ..... HEAD **39¢**

**RED JONATHAN APPLES** ... 4 LB. BAG **49¢**

**GREEN CABBAGE** ... LB. **8¢** **FRESH CRISP CARROTS** LB. BAG **11¢**

**FRESH BAKERY BUYS**  
One of the basic 4

**OUR PRIDE BAKERY SPECIALS!**

★ **ANGEL FOOD RING** ..... 16 oz. **49¢**

★ **STRUESSEL TOPPED COFFEE CAKE** ..... 11 oz. **49¢**

★ **100% WHOLE WHEAT BREAD** 16 oz. **25¢**

★ **BROWN 'N' SERVE CLOVERLEAF ROLLS** ..... 12 oz. **29¢**

**FRESH DAIRY VALUES**  
One of the basic 4

**OUR PRIDE BUTTERMILK BISCUITS** 4 8 oz. CANS **35¢**

**FARM CHARM CORN OIL OLEO** ..... 4 1-LB. PKGS. **\$1.00**

**FARM CHARM CREAM CHEESE** ..... 3 8 oz. PKGS. **\$1.00**

## PROTEIN-RICH POULTRY One of the basic 4 "TAKE YOUR CHOICE" POULTRY SALE!

**HOUSE OF RAEFORD HEN ... U.S.D.A. TURKEYS** LB. **39¢**

**FANCY YOUNG ... U.S.D.A. BAKING HENS** ..... LB. **39¢**

**FRESH FROZEN FRYER BREASTS or LEGS** 5 LB. BOX **\$1.99**

**BREAST OR LEG PORTION FRYER QUARTERS** LB. **43¢**

**LONG ISLAND DUCKLINGS** ..... LB. **69¢**

**ROCK CORNISH HENS** ..... 16 oz. EACH 2 FOR **\$1.49**

**TURKEY PARTS**

- DRUMSTICKS
- HINDQUARTERS
- WINGS

**★ BREAST** LB. **89¢** **★ NECKS** LB. **29¢**

**NATUR-TENDER SELF BASTING TURKEYS** 10-14-LB. AVG. LB. **49¢**

**ROCKINGHAM WHOLE COOKED CHICKEN** 3 1/4-LB. CAN **99¢**

**ROSEDALE SLICED (2-LB. PKG. \$1.29)**

**BACON** LB. **65¢**

PRICES GOOD THRU SAT., OCT. 10, 1970 - QUANTITY RIGHTS RESERVED

**50 GOLD BOND STAMPS**  
WITH THIS COUPON AND YOUR PURCHASE OF 16 oz. FUTURE ACRYLIC FLOOR WAX  
VOID AFTER OCT. 10, 1970

**50 GOLD BOND STAMPS**  
WITH THIS COUPON AND YOUR PURCHASE OF 1 1/2 oz. BAN ROLL-ON DEODORANT  
VOID AFTER OCT. 10, 1970

**50 GOLD BOND STAMPS**  
WITH THIS COUPON AND YOUR PURCHASE OF 100 cnt. BUFFERIN TABLETS  
VOID AFTER OCT. 10, 1970

**50 GOLD BOND STAMPS**  
WITH THIS COUPON AND YOUR PURCHASE OF Any 2 Pkgs. OVEN KRISP COOKIES  
VOID AFTER OCT. 10, 1970

**ARMOUR STAR FRANKS** 12 oz. PKG. **59¢**

**ARMOUR STAR BOLOGNA** 10 oz. PKG. **53¢**

**OSCAR MAYER**

- BREAKFAST LINKS ..... LB. **79¢**
- VARIETY PAK LUNCH MEAT ..... 12 oz. **89¢**
- ALL MEAT OR ALL BEEF BOLOGNA ..... 12 oz. PKG. **69¢**
- THICK SLICED BOLOGNA ..... 12 oz. **69¢**
- BRAUNSCHWEIGER ..... 8 oz. ROLL **39¢**
- KWIK CUBE BEEF STEAKS ..... 17 oz. PKG. **89¢**
- BOOTH'S FRIED FISH CAKES ..... LB. **39¢**
- BOOTH'S FRIED FISH STICKS ..... LB. **65¢**
- SINGLETON SHRIMP COCKTAIL ..... 3 4 oz. JARS **79¢**
- SINGLETON STUFFED FLOUNDER ..... 8 oz. PKG. **49¢**

**VALUABLE COUPON**

**FOURTH WEEK**  
OCT. 5 thru OCT. 10

**2 1/2 QUART whistling TEA KETTLE** **\$7.99**  
Regular \$9.99  
with coupon and \$3.00 purchase

**COLONIAL STORES**