

NOW OPEN!

SOUTHERN PINES' NEW, COMPLETELY MODERN
COLONIAL STORE
conveniently located at
105 E. CONNECTICUT AVE.
 AT INTERSECTION OF EAST BROAD ST. AND CONNECTICUT AVE.
NEW... BIGGER... BETTER!
Join the Grand Opening Celebration



- Colonial's Newest . . . Completely Modern
- Speedy Mechanized Check-Out Stands
- Refrigerated Produce Department
- Large Self-Service Meat Department
- Amazing Variety of Frozen Foods
- New Easy-Gliding Shopping Carts
- Guaranteed Satisfaction on Every Purchase
- Wide, Spacious Aisles Throughout
- Comfort-Controlled Air Conditioning
- Housewares and Beauty Aids Departments
- Large Free Parking Lot for Customers
- Low Prices—Friendly Colonial Service
- Tremendous Variety Exceeding 4,000 Items
- Free Sav-A-Stamps Given With Purchases

FREE!

WITH PURCHASES
 OF \$10 OR MORE
 AT THE NEW
 COLONIAL STORE
 THIS WEEK . . .

OFFER NOT GOOD AFTER
 SATURDAY, AUGUST 4

5 LBS. SUGAR

SPECIAL "SURPRISE" GIFTS TO FIRST 500 ADULT LADY VISITORS AFTER 6:00 P. M. ON THURSDAY AND FRIDAY NIGHTS THIS WEEK — STORE REMAINS OPEN 'TIL 8:30 P. M. EACH NIGHT THIS WEEK.

OPEN UNTIL

8:30 p. m.

EACH NIGHT THIS WEEK DURING
 THE GRAND OPENING CELEBRATION!

WE GIVE



FOR FINER PREMIUMS!

Get valuable Sav-A-Stamps with your purchases at Colonial . . . and also at the following merchants:

- VALET DRY CLEANERS, 140 E. New Hampshire Ave.
- THOMASSON FURNITURE CO., 275 N. E. Broad St.
- SOUTHERN PINES PHARMACY, 210 N. W. Broad St.
- TATE BEAUTY SHOP, 157 E. New Hampshire Ave.
- PATCH'S TOG SHOP, N. E. Broad St.
- BILL'S SHOE SHOP, 120 E. New Hampshire Ave.
- PATCH DEPARTMENT STORE, N. E. Broad St.
- LEWISS TRADE STORE, 175 W. Penn St.
- LEE STORES, INC.,
 Aberdeen, Carthage, Robbins, Southern Pines
- SOUTHERN PINES PLUMBING & HEATING,
 130 E. Connecticut Ave.
- BRYAN DRUG CO., Aberdeen
- ABERDEEN HARDWARE, Aberdeen
- PARKER ICE & FUEL CO., Aberdeen

The above firms are among the first to join with Colonial Stores in giving SAV-A-STAMPS — Others are being added daily . . . look for the sign reading "WE GIVE SAV-A-STAMPS" and get valuable free Sav-A-Stamps each time you shop!

Come In and Register For These

Special **FREE GIFTS!!**

You're invited to get a free ticket and register with each visit for the special free gifts outlined below, to be given at the new Colonial Store this week. Nothing to buy . . . no obligation . . . simply get your ticket and register for the gifts indicated below! Winners will be notified, and winning announcements will be posted on the store window. Come often . . . register with each visit!

GIANT FOOD BASKETS

10 Given Each Day This Week During Grand Opening Celebration!

1 GENERAL ELECTRIC PORTABLE TELEVISION SET

To Be Given to Some Lucky Colonial Visitor This Week—Come In and Register!

1 WESTINGHOUSE STEAM IRON
1 ELECTRIC DEEP FRYER
 TO BE GIVEN
 THIS WEEK

1 7-PIECE ALUMINUM COOKWARE SET
 TO BE GIVEN
 THIS WEEK

1 R.C.A. "IMPACT" PORTABLE RADIO
 TO BE GIVEN
 THIS WEEK

Also . . . dozens of other special awards and "Shopping Surprises" . . . plus values galore in every department!

Special Offer!

COCA-COLAS

REGULAR SIZE 6-BOTTLE CARTON

Buy one carton at our regular low price, and get another carton



FREE

THIS WEEK ONLY!

Bottle deposit is extra if you do not bring empty bottles.