

FREE! BEAUTIFUL FULL-COLOR CATALOG
of more than 100 wanted gifts for every member of the family. Every item shown in complete detail and in color! Get your catalog as quickly as you can. See the wonderful, wonderful premiums offered and the tremendous savings you can make by shopping Colonial!



SAVE UP TO 50%
ON HOUSEHOLD & PERSONAL ITEMS
through Colonial Stores' sensational

new SAV-A-TAPE PREMIUM PLAN



WEAR-EVER PRESSURE COOKER

SAVE 39%

No. 226. Nationally-advertised heavy aluminum 4-quart pressure cooker. \$12.95 value. \$7.90 with \$25 in Golden Tapes. \$5.05 off.



SAVE 49%

No. 164. Chrome plated Toastwell. Set for light, dark or medium toast. Removable crumb tray. \$21.50 value. \$10.80 with \$25 in Golden Tapes. \$10.80 off.

POP-UP TOASTER

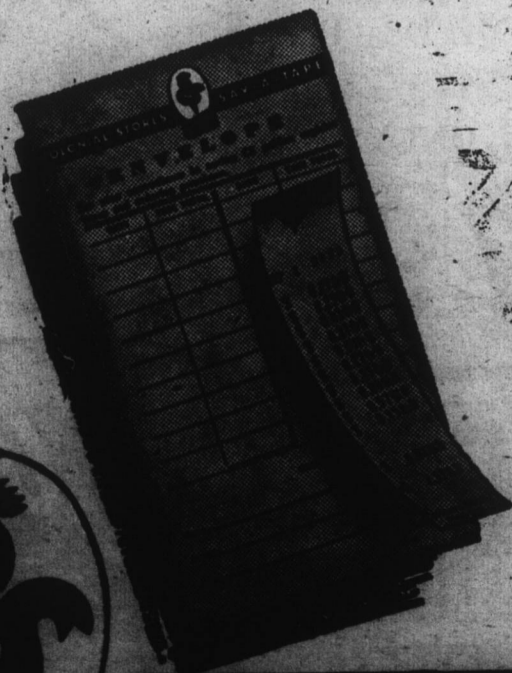


SAVE 37%

No. 162A. Steam or dry iron with tilt-top filling. Uses ordinary tap water. Fabric selector dial. "buttoner" toe. Lightweight. \$19.95 value. \$12.50 with \$25 in Golden Tapes. \$7.45 off.

RIVAL STEAM IRON

SAVE YOUR CS GOLDEN TAPES IN THIS HANDY SAV-A-TAPE ENVELOPE!



Now! Double Savings at Colonial —Low, Low Food Prices! Up to 50% Savings on Premiums!

You'll find fabulous savings on more than 100 thrilling premiums in Colonial's new Sav-A-Tape Savings Plan. It's the fastest, easiest premium plan you ever saw—a marvelous way for you to get those "extras" for leisure living at low, low prices.

HERE'S HOW THE PLAN WORKS

1 GET YOUR FREE COPY OF THE BEAUTIFUL FULL-COLOR CATALOG AND A HANDY SAV-A-TAPE ENVELOPE AT ANY COLONIAL STORE. The catalog illustrates more than 100 premiums, and tells the amount of CS register tapes and cash required for each premium (cash that you can easily save on your total food bills by shopping Colonial regularly).

2 AS YOU SHOP AT COLONIAL EACH WEEK, SAVE YOUR REGISTER RECEIPTS—THE CS GOLDEN TAPES. Keep these in the handy, free Sav-A-Tape envelope and keep a record of your tape totals on the outside of the envelope.

3 WHEN YOU HAVE SAVED THE REQUIRED AMOUNT OF REGISTER TAPES, YOU CAN ORDER THE PREMIUM OF YOUR CHOICE. When you've saved tapes totaling \$15 to \$50 (depending on the premium you want), choose your premium from the catalog. Then, after you have filled in your name, address and premium number on the envelope, simply hand it to your Colonial Store manager. He will place your order immediately.

4 YOU PAY NO CASH UNTIL YOU RECEIVE THE PREMIUM. Your premium will be rushed from one of our local warehouse points and may be picked up at the same Colonial Store within a few days. Not until you pick up your premium do you pay the cash required! Every premium, like every other purchase at Colonial Stores, is absolutely guaranteed. And you'll be saving up to 1/2 and more of the normal retail price—a wonderful way to get "extras" for leisure living!

COLONIAL'S SAV-A-TAPE PREMIUM PLAN IS QUICKER because fewer purchases are required to get the valuable items you want. Many premiums require only \$15 in SAV-A-TAPES—just one week's shopping for the average family!

COLONIAL'S SAV-A-TAPE PREMIUM PLAN IS EASIER because there's no fuss or bother with stamps or coupons. There's no mailing in orders, getting premiums sight unseen. You simply save Colonial register tapes and, after you have examined the premium of your choice at your Colonial Store, add the small amount of cash required—cash you've saved regularly on Colonial's Storewide Low Prices.

Sav-A-Tape merchandise is sold only upon presentation of required CS register tapes at time of order.

Available at any Colonial Store. Keep a record of your tape totals in space provided on the envelope. When the total reaches the amount required for the premium of your choice, fill in your name, address and the catalog number of your premium. Then just hand the envelope to your Colonial Store manager. That's all there is to it!



SAVE 50%

CENTURY ELECTRIC BLANKET

No. 186. Lightweight electric blanket with heat-selector dial. Can be washed by hand or in machine. Three-quarter bed size. Choice of colors: rose or blue. \$39.95 value. \$19.90 with \$50 in Golden Tapes. \$20.05 off.

SEE MANY OF THE ITEMS ON DISPLAY AT YOUR COLONIAL STORE

 <p>SAVE 40%</p> <p>PRESTO PRESSURE COOKER</p> <p>No. 118. Famous quality heavy cast aluminum cooker. 4-quart capacity. \$14.95 value. \$8.90 with \$25 in Golden Tapes. \$6.05 off.</p>	 <p>SAVE 44%</p> <p>SWING-A-WAY CAN OPENER</p> <p>No. 149. Swings into 3 locked positions. Opens cans of all shapes. Fits standard Swing-A-Way wall bracket. \$2.49 value. \$1.40 with \$15 in Golden Tapes. \$1.09 off.</p>
 <p>SAVE 44%</p> <p>SWING-A-WAY ICE CRUSHER</p> <p>No. 125. Crushes ice coarse or fine. Sturdy, baked white enamel body, bright red cup. Fits standard Swing-A-Way wall bracket. \$6.95 value. \$3.90 with \$15 in Golden Tapes. \$3.05 off.</p>	 <p>SAVE 39%</p> <p>IRONING TABLE</p> <p>No. 148. Ironing table adjusts to 6 heights for sitting or standing. Enamelled top, steel legs with rubber tips, automatic lock. \$12.95 value. \$7.90 with \$25 in Golden Tapes. \$5.05 off.</p>
 <p>SAVE 48%</p> <p>BATHROOM SCALE</p> <p>No. 123. Precision-engineered accuracy. Exclusive "eye-booster" dial. Tip-proof, only 2 1/2" above floor. White baked enamel, black rubber mat. \$6.95 value. \$3.60 with \$15 in Golden Tapes. \$3.35 off.</p>	 <p>SAVE 44%</p> <p>HOME HAIR DRYER</p> <p>No. 151. Lightweight electric dryer with base. Blows hot or cold air. Baked enamel with chrome parts. \$5.95 value. \$3.90 with \$15 in Golden Tapes. \$3.05 off.</p>
 <p>SAVE 32%</p> <p>ALL-WOOL BLANKET</p> <p>No. 189. Common-Lookville 100% wool. Red, yellow, green, or blue. 72" by 90". \$15.95 value. \$10.90 with \$25 in Golden Tapes. \$5.05 off.</p>	 <p>SAVE 41%</p> <p>MEN'S CLUB BAG</p> <p>No. 151. 16" club bag of split cowhide by Tommy Travler. Heavy upper, brass lock. Caber's Ginger. \$9.95 value. \$5.90 with \$25 in Golden Tapes. \$4.05 off. *plus \$1.18 Fed. Tax.</p>

"Your total food bill is less when you shop at CS!"

COLONIAL STORES

