

Start Your Set Today!

No waiting! No mailing! No money needed for

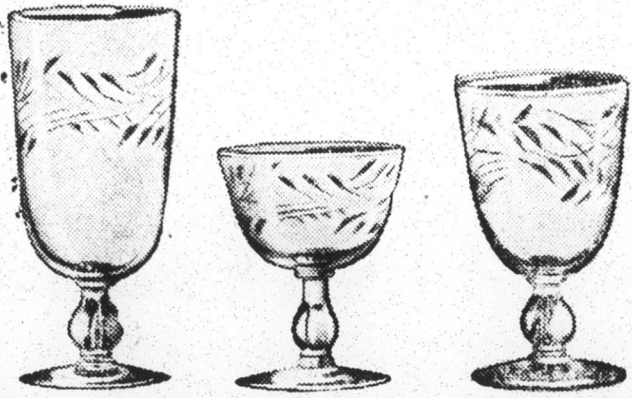


COLONIAL STORES' Special groups of (SELF-SERVICE)

FREE SAV-A-TAPE

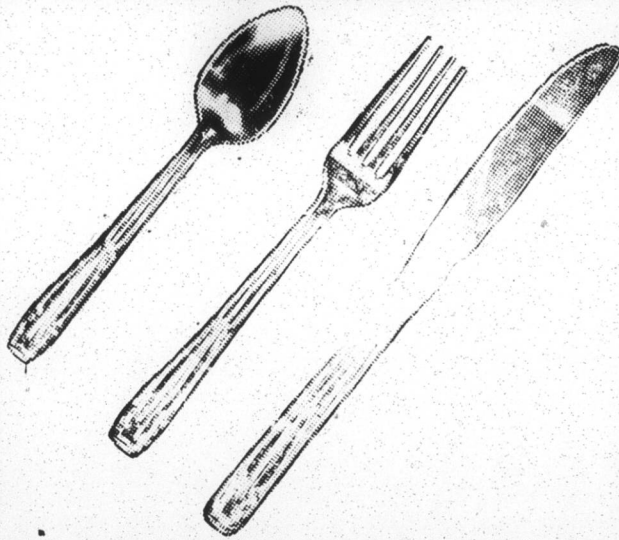
PREMIUMS

FREE LIBBEY CRYSTAL STEMWARE



10-ounce goblet, 6-ounce sherbet, or 14-ounce ice glass in "Mayfair" pattern. Each FREE with \$20 in CS Tapes.

FREE STAINLESS STEEL FLATWARE



Lifetime guaranteed. Choice of (A) Knife, fork, spoon; (B) Three teaspoons; (C) Three ice tea spoons; or (D) Two tablespoons. Each set FREE with \$20 in CS Tapes.

FREE DINNERWARE



Smart modern design, beautiful coloring, 5-piece place setting. Saucer, salad plate and fruit dish are FREE, each with only \$10 in CS Tapes. Cup, dinner-plate, and coupe soup are FREE, each with only \$15 in CS Tapes. Also, a choice of vegetable serving dish, meat platter, sugar and creamer—each FREE with only \$40 in CS Tapes.

FREE CANNON TOWELS

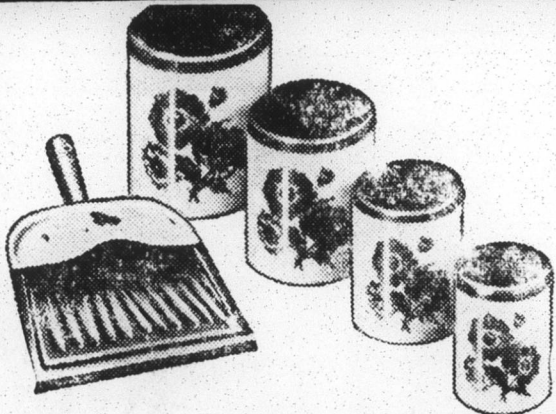


Soft, fluffy, in pink, aqua, or yellow. Face towel FREE with \$20 in CS Tapes. Bath towel FREE with \$30 in CS Tapes.

FREE! EACH ITEM MARKED WITH AMOUNT OF TAPES REQUIRED...



FREE KITCHEN ENSEMBLE



Gay floral canister set FREE with \$30 in CS Tapes. Matching dust pan or serving tray each FREE with \$15 in CS Tapes. Waste basket \$20 in CS Tapes.

ONLY CS TAPES PRINTED IN GREEN INK AND DATED AFTER SEPTEMBER 29th GOOD FOR FREE PREMIUMS

A WHOLE NEW IDEA IN SELF-SERVICE CONVENIENCE! Self-service Sav-A-Tape premiums that you pick up as you shop, and carry home with your load of food values from Colonial Stores! At your friendly CS store, see the tempting display of special self-service Sav-A-Tape premiums . . . true glamour-touches for your home! Get them FREE in exchange for CS tapes, and start enjoying them immediately! Best of all, these self-service premiums have such low tape requirements . . . you'll be able to pick up at least one item every time you do your weekly shopping! Your home will boast complete sets of smart dinnerware, gleaming tableware, sparkling crystal stemware and other premiums in no time! Start collecting this week-end, as you shop for double-savings!

Many, many other valuable SAVE-A-TAPE PREMIUMS FREE through Colonial's regular 2-way SAV-A-TAPE PREMIUM PLAN

Be sure to get your free copy of the brand new SAV-A-TAPE catalog for fall and winter . . . at your Colonial Store. 32 illustrated pages of over 150 exciting premiums that are yours at amazing discounts.



THIS WEEK—AND EVERY WEEK—SHOP AT COLONIAL STORES

—WHERE YOU'RE SURE TO SAVE BOTH ON FOODS AND ON PREMIUMS

