

Get half a dollar for using good taste.

I am enclosing 5 "Enjoy the Quality of Rich's" seals.
Please send my 50¢ refund to:

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

Send to P.O. Box 661

Rich Products Corp.
Buffalo, New York 14240
FC 73



The good taste of Coffee Rich[®] is its own reward, but to make things more enjoyable all around, we decided to reward *Coffee Rich users with a special bonus cash refund.

To get your 50¢ reward, cut out and send five (5) "Enjoy the Quality of Rich's" seals from the pour spout of either the quart or the pint size carton of *Coffee Rich to: Rich Products Corp., P.O. Box 661, Buffalo, N.Y. 14240. Offer good only in U.S. except where prohibited, licensed, or taxed. Offer expires Feb. 28, 1974.

*Registered trademark.

50c

50c

You're really using good taste when you choose *Coffee Rich. And getting it, too. It's the finest liquid non-dairy creamer in the world. Frozen for perfect freshness. *Coffee Rich tastes better than cream. Richer. Lighter. Delicious as a pour-on for fruits and cereals. And so valuable for cooking and baking. All this, and it stays fresh for three weeks in the refrigerator, too. Put your money on *Coffee Rich. We do.