

SWAN LQ. 19¢
4 SWELL SOAPS IN 1 REG. 12¢
LUX LQ. 37¢ REG. 17¢
FLAKES
LUX TOILET SOAP 16¢
RINSO LQ. 39¢ REG. 17¢
GETS OUT MORE DIRT
LIFEBUOY 10¢
HEALTH SOAP
NEW EASY-MIX 3 Lb. 1.23
SPRY 1 Lb. 45¢



Gerber's
ASST. BABY
FOODS

Chopped or Strained

3 for 20¢

RED AND WHITE

CATSUP

14-oz. Bottle

19¢

Biggest Coffee Buy of 1948



CAMPBELL'S ASST. SOUP

Asparagus
Bean with Bacon
Black Bean
Green Pea
Pepper Pot
Spinach

Vegetable
Veg. Vegetable

2 for 24¢

Beef
Beef Noodle
Bouillon
Chicken
Chicken Gumbo
Chicken Noodle
Clam Chowder
Consomme

Mushroom
Scotch Broth
Vegetable Beef

2 for 29¢



RED AND WHITE
FRUIT COCKTAIL
No. 1 Can 25¢
No. 2 Can 39¢
RED AND WHITE
Unsweetened
GRAPEFRUIT JUICE
48-oz. Can 25¢
20-oz. Can 13¢
RED AND WHITE
Fancy Halves
PEACHES
2 1/2 Can 27¢

IT IS SO EASY TO ENTER

SIMPLE, EASY RULES OF THE CONTEST

1. Contest begins on March 15, 1948, Concludes midnight - April 10, 1948.
2. Contest open to the general public. No employee or owner, their wives or families, of a Red & White Store or a supply house are eligible to participate in this contest.
3. Prizes will be awarded to consumers completing the sentence, "I like Red & White Coffee because..." in 50 words or less.
4. 200 prizes will be awarded to the consumer on the basis of merit. All entries will be read by the three judges, classified and awards made to the one writing the most meritorious paragraph in the sole opinion of the judges until the 200 prizes have been awarded. In case of ties, duplicate prizes will be awarded. All entries must be postmarked before midnight, April 10, 1948 to be

come eligible. Entries received after this date will be disqualified.

5. For each winning consumer there will be awarded a duplicate prize to the Red & White retailer from whom the coffee was purchased.

6. Winners will be notified by mail. The names of the winners and the corresponding retailers will be published in Red & White News. A bulletin covering the list of winners will be sent to each Red & White wholesaler for inclusion in their bulletins.

7. PRIZES

- 1 Maytag Home Freezer
- 1 Zenith Radio Combination (Table Model)
- 1 Sunbeam Mixmaster
- 12 Cory Electric Coffee Makers
- 50 Four quart Pressure Cookers
- 135 Red & White Mechanical Pencils

YOU WILL LIKE RED & WHITE COFFEE

Red & White Coffee is blended from the finest mountain grown coffees imported from the world's finest producing

areas. Its rich, full flavor and tantalizing aroma will please even your most fastidious coffee critics. Order a pound today.

\$1,500⁰⁰
IN
MERCHANDISE TO BE GIVEN AWAY!

CUT AND MAIL THIS COUPON TODAY

Red & White Contest Editor
Suite 900 - 308 W. Washington St.
Chicago 6, Illinois

Date _____

Gentlemen: Enclosed with this entry blank you will find my statement of 50 words or less completing the sentence, "I like Red & White Coffee because..." Kindly enter my name in your \$1,500 prize contest. I agree that the judges' decision will be final.

My Name _____

Address _____

City _____

State _____

My Red & White Grocer's Name is: _____

His Address _____



RED AND WHITE

FANCY ORANGE and GRAPEFRUIT
Salad Sections

No. Can **25¢**

RED AND WHITE

GRAPEFRUIT
No. 2 Can

19¢

RED AND WHITE

SALT

Regular Pkg. **9¢**

Your Money Back
If any Red & White
Product Fails to
Give Satisfaction

FOOD
STORES

RED & WHITE

FOOD
STORES

ALLENS GROCERY

Sutherlin

ANDERSONS GROCERY

Roseburg

DANIELS GROCERY

Canyonville

FISHERS GROCERY

Roseburg

GRIMMS GROCERY

Roseburg

TRADE WITH YOUR HOME OWNED
INDEPENDENT GROCERY STORES

HEBARDS GROCERY

Umpqua

HENNINGERS MARKET

Glendale

HODSON & WALLACE

Roseburg

KUMMERS MARKET

Riddle

I. B. NICHOLS

Brockway

SNYDERS GROCERY

Days Creek

THIEL & McDONOUGH

Camas Valley

UNDERWOODS MARKET

Oakland