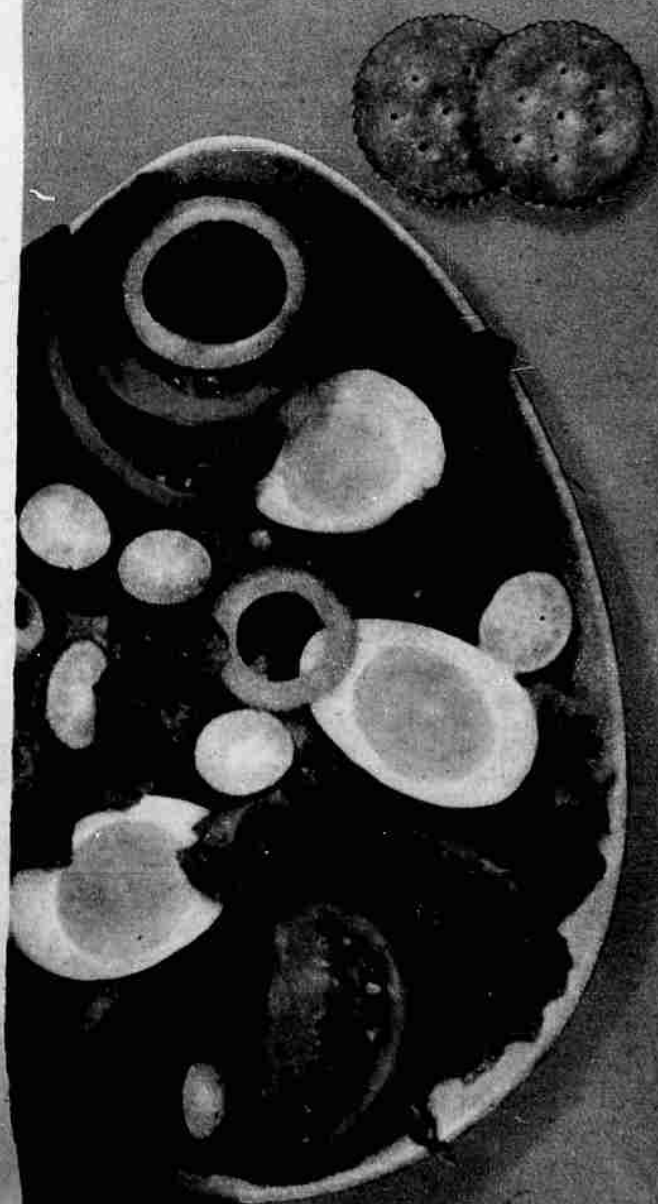


Cheese tray: Cheddar wedge, Pimiento spread, Gruyere, Blue cheese, Limburger and your favorite garnishes.

Let Ritz add the *Crisp Touch*...
Ritz in the new *Stack Pack*



Greens and radishes.
Everything else that
"spit".



Try a light cheese snack or cool salad luncheon. Both taste best with the crisp touch only richer-tasting Ritz Crackers add. Now in three different size packages: the exclusive Stack Pack (with convenient, reclosable packs), the handy half-pound Regular Pack and the big, popular one-pound Regular Pack.

Ingenuity and modern techniques are cutting costs and improving the care of patients

MAYO CLINIC physicians had been planning a new kind of hospital for Rochester, Minn. It was to be a circular structure, where nurses at the center would be within 11 feet of all patients, able to see them at all times. Then they heard that the idea wasn't unique, that the Atomic Energy Commission was planning a similar hospital at Brookhaven, N. Y.

The Mayo doctors learned it was true, not only at Brookhaven but also in Brookline, Mass., and Van Nuys, Calif., where new hospitals will have patients on circular floors with nurses in the center, to save nursing mileage and assure better care.

In a variety of ways, many hospitals in the U. S. are using ingenuity and a willingness to break with traditions to solve many of their problems. But not only in construction is ingenuity at work. San Francisco's Mt. Zion Hospital has no new building. But it has a week-end hospitalization program for many people who need short-term treatment or diagnostic services. It saves time, money and worry and improves the hospital's efficiency.

Entering Mt. Zion up to 7 p.m. Friday, a patient can be ready to leave by 11 a.m. Sunday—after getting X-ray, laboratory and other services and treatment. Typical of many patients was the housewife who required minor surgery. She got it over a week end, while her husband was home to care for the children.

All hospitals are open seven days a week, but major services are provided on only five. Mark Berke, Mt. Zion's director, realized that not only did hospital expenses—for nurses, kitchen, janitors and so on—go right on over week ends, but also that week-end treatment would be ideal for many people. Why not have a full staff on duty for week ends? If short-term patients could be cared for then, empty beds would be filled, pressure taken off during the week and over-all operating costs spread over seven days.

It's a long way from Mt. Zion's week-end service to the University of Oklahoma's terminal rooming-in plan, but that is also a fresh approach.

For the process of giving birth, hospitals provide wonderful efficiency and safety. But many women and medical authorities wonder about the cold practice that separates mother and newborn child except for brief intervals.

A few hospitals have adopted the rooming-in principle, which calls for major changes, with special facilities to allow a mother to keep her baby with her all the