

Now...3 Ritz Packs to choose from!



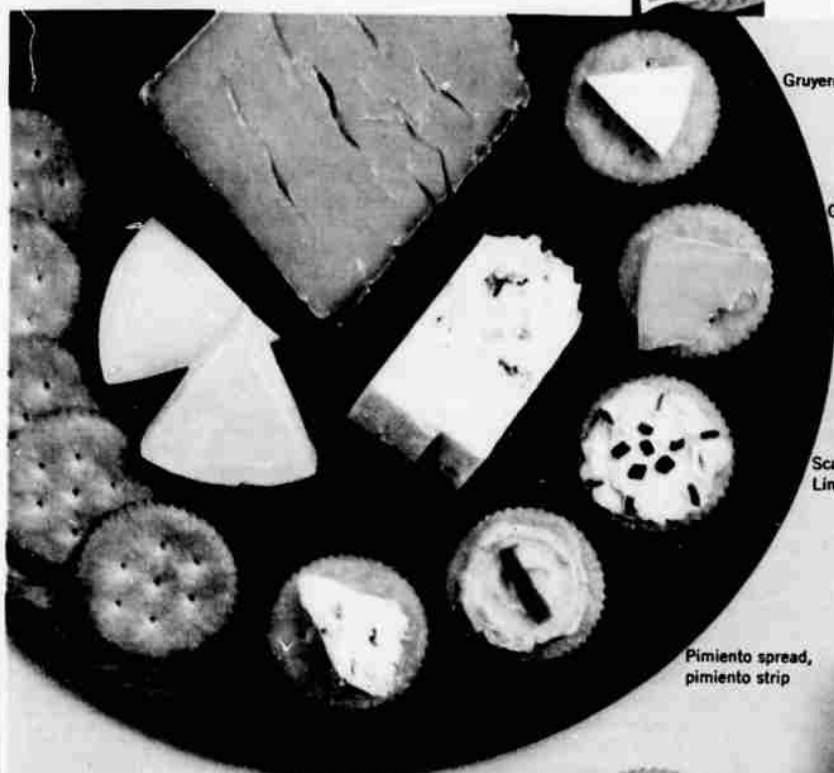
Popular
one-pound
Regular
Pack



Handy
half-pound
Regular
Pack



Exclusive
Stack
Pack



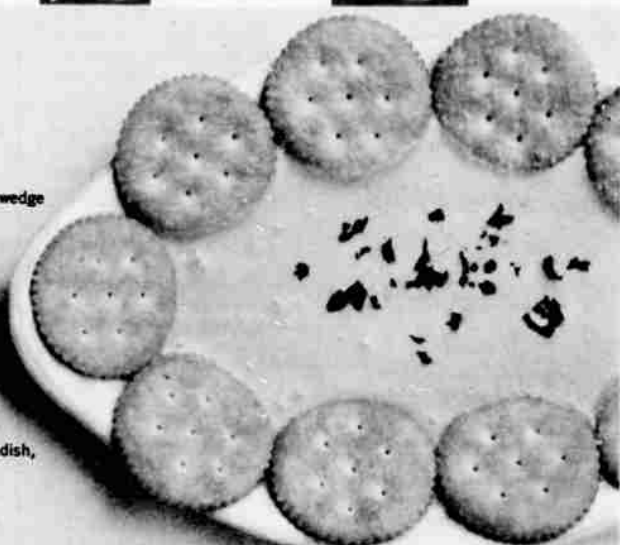
Gruyere

Cheddar wedge

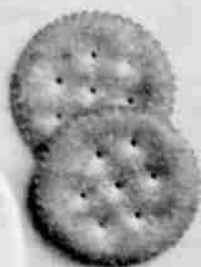
Scallion, radish,
Limburger

Pimiento spread,
pimiento strip

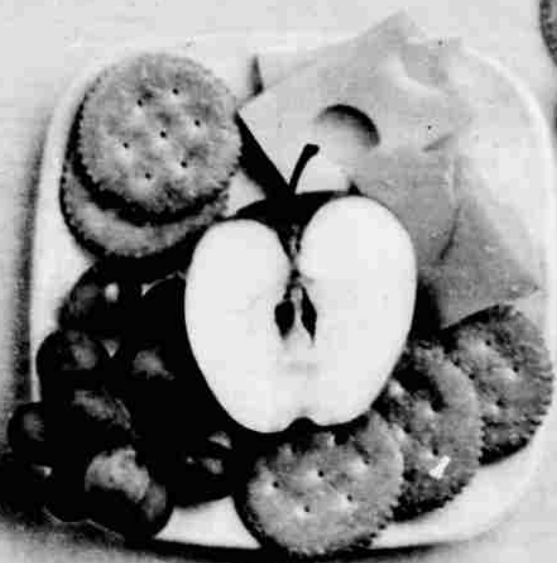
Bleu cheese



Ritz Rarebit. 1 can condensed cream of celery soup, $\frac{1}{2}$ soup can milk, $\frac{1}{4}$ cup butter, 1 tsp. Worcestershire sauce, 1 lb. grated sharp Cheddar. Heat, stir till cheese melts.



Ritz Go Continental!
Apple, grapes, Cheddar,
Swiss. Your favorite fruit,
your favorite cheese
and buttery-rich Ritz. A
delightful dessert dish!



Let Ritz add the *Crisp* touch

A world of cheese flavors...sharp, tangy, racy. You enjoy them best with the richer flavor, wonderful fresh crispness of Ritz Crackers. Only Ritz add the crisp touch cheese needs. Ritz stay crisp, even under creamiest spreads. Next time you serve cheese, serve Ritz.