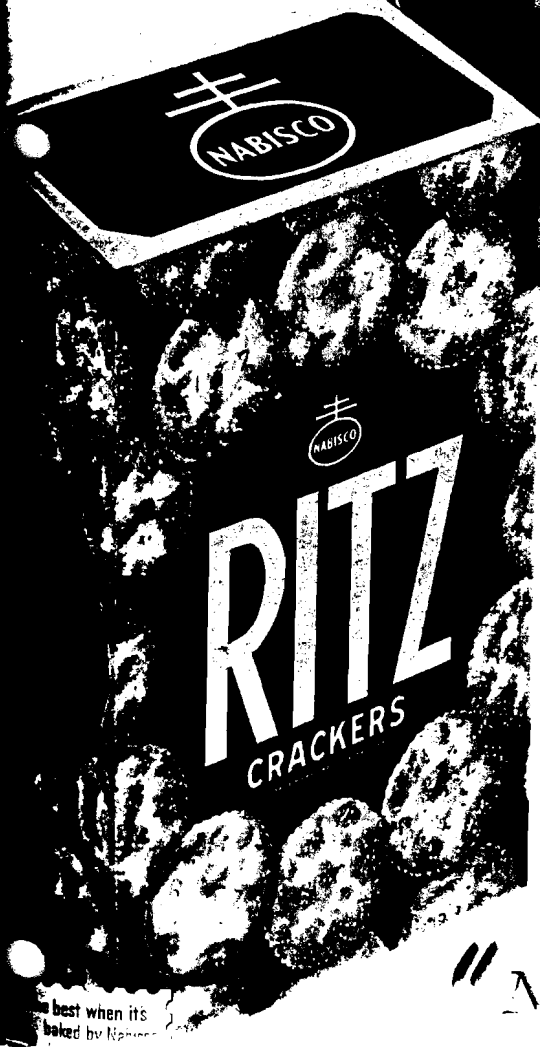
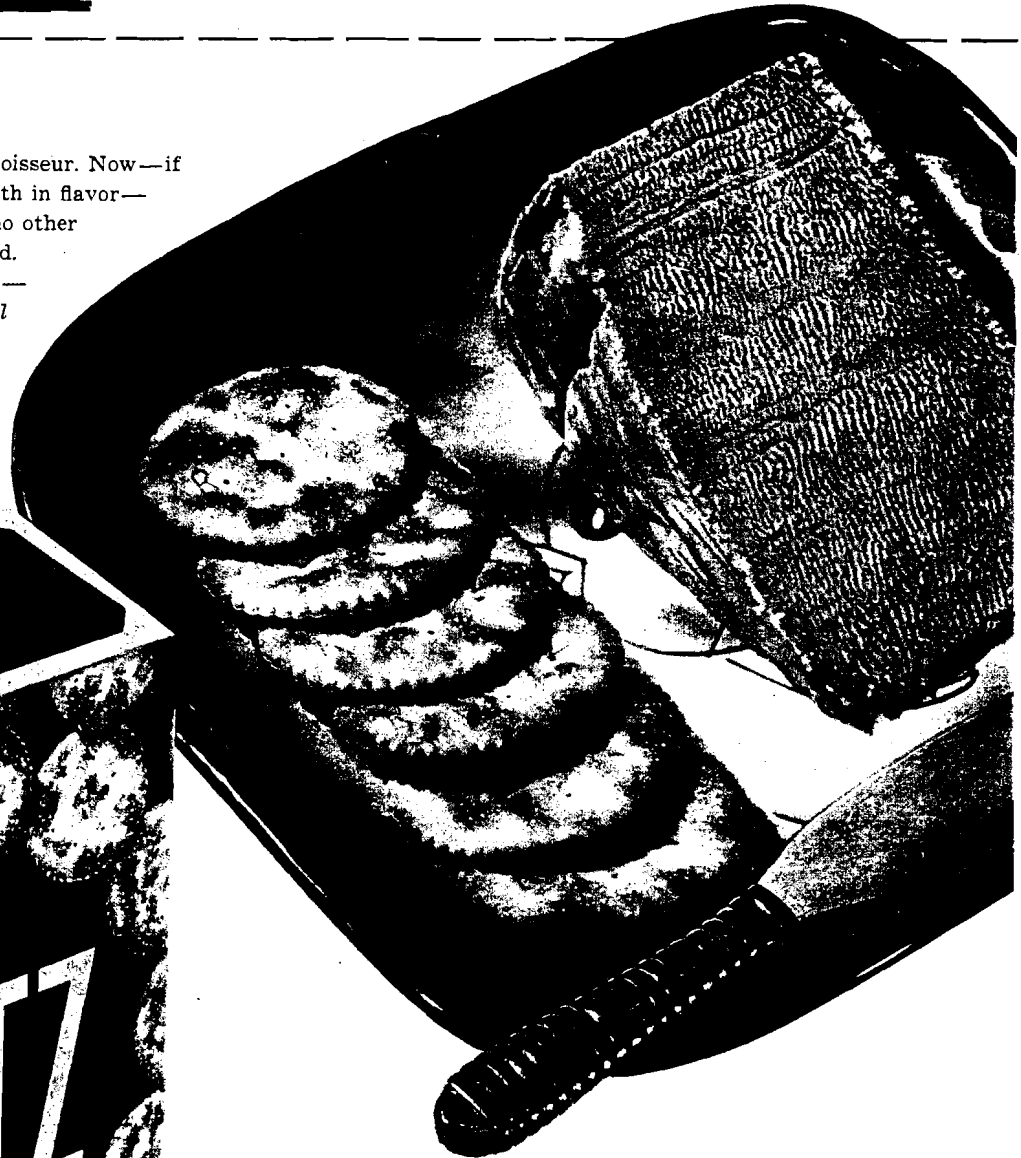


# Please

don't ruin the mellow flavor of your cheese with the wrong cracker!

You chose that cheese like a connoisseur. Now—if you want to get your money's worth in flavor—serve RITZ CRACKERS with it. For no other cracker makes cheese taste so good. Only RITZ CRACKERS are *this* crisp—*this* crunchy... and *this wonderful* to eat. Their tangy flavor gives added zest to any other food... be it beverage, spread, soup or salad. You'll see!



## Remember

it pays to buy "RITZ"—because

"Nothing tastes **RITZ!**"