



# CHEESELOVERS OF THE WORLD, UNITE!

ENJOY YOUR FAVORITE CHEESES FOR AS LOW AS 3¢ TO 7¢ ABOVE WHOLESALE BY ORDERING DIRECT THROUGH THE WORLD'S LARGEST CHEESE CLUB.

- *Prize French CAMEMBERT*, smooth and creamy gold. Perfect "love-match" for fruit & red wine. Price this month only 4¢ over wholesale—so hurry!
- *Zesty Italian BEL PAESE*, a princely dessert cheese at our "pauper's price"—recently just 3¢ over wholesale!
- *Golden French PORT SALUT*, luscious with Beaujolais on crusty bread—our last price only 7¢ over wholesale!
- *Mellow Norwegian JARLSBERG*, full of "Swiss" holes—our last price only 3¢ over wholesale!
- *Tangy WHITE CHEDDAR* from Belgium—no colors or chemicals added. A brand new taste adventure!
- *Snowy white CAERPHILLY* from Wales—favorite of poet Dylan Thomas on crusty black bread with foamy ale!

PLUS all your special favorites (as well as delicious new discoveries) from every country of the world!



Our famed "Super Cheddar" — only members can get it!



Ever taste fabulous Irish "Swiss"? Our members love it!

YOU GET ALL THIS ... FREE!

- FREE** Concise Encyclopedia of the World's Great Cheeses. Every cheese displayed by country, flavor, size, aroma, shape, usable life, how to serve, store, buy, match with food & wine, much more!
- FREE** How to Hold a Successful Cheese & Wine Tasting
- FREE** How to Love & Care for Fine Cheeses
- FREE** How to Throw a Fondue Party at Home
- FREE** Cooking with Cheese "Recipe Guides"
- FREE** Gourmet Consultation



Entertain graciously with cheese & wine—we show you how!

**PLUS** Cheese & Wine Tasting Invitations, Holiday Gift-Giving Privileges and Much More!

**NO OBLIGATION TO BUY ANYTHING ... EVER**

To join, mail coupon with Membership Fee of only \$6—good for life. (Never another Club fee EVER.) We do not profit from this fee; it helps offset member cost. Fee refunded in full if not delighted. But hurry. Cheese season just getting into full swing now. Send to: CHEESELOVERS INTERNATIONAL, Dept B106, Cheese-lovers International Bldg., Freeport, N.Y. 11520.

**FREE BONUS GIFT if you act promptly**



**\$6.00 WORTH OF CHEESES—FREE!**

Join promptly and get \$6.00 in Cash Certificates you can use for any Club cheeses—Port-Salut, Swiss, Cheddar, Brie—whatever you desire. It's like getting your Club membership FREE. What's the catch? No catch. I just know that after your first taste of our marvelous cheeses, you're bound to want MORE! And you keep this free gift even if you later decide to cancel!

—Gerard Paul, Directeur

Mail to: **CHEESELOVERS INTERNATIONAL**

Dept. B106, Cheese-lovers International Bldg., Freeport, N.Y. 11520  
**YES**, enroll me in CHEESELOVERS INTERNATIONAL with full member benefits and privileges as described above. Here is my \$6 membership fee—which I understand is good for life. (Never another Club fee!) Money back within 10 days if not delighted with Club.

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

- YES, send me FREE BONUS GIFT for prompt action.
- \_\_\_\_ INITIAL HERE if you are retailer or plan to resell our cheeses at higher prices.
- Check enclosed or charge to my
- MASTERCARD card # \_\_\_\_\_
- Interbank Number: \_\_\_\_\_ (located above your name)
- BANKAMERICARD card # \_\_\_\_\_
- expiration date \_\_\_\_\_ (located above your name)
- Sorry, no C.O.D.'s

Note: Please don't order cheeses now—wait for your special Club order forms to arrive.

