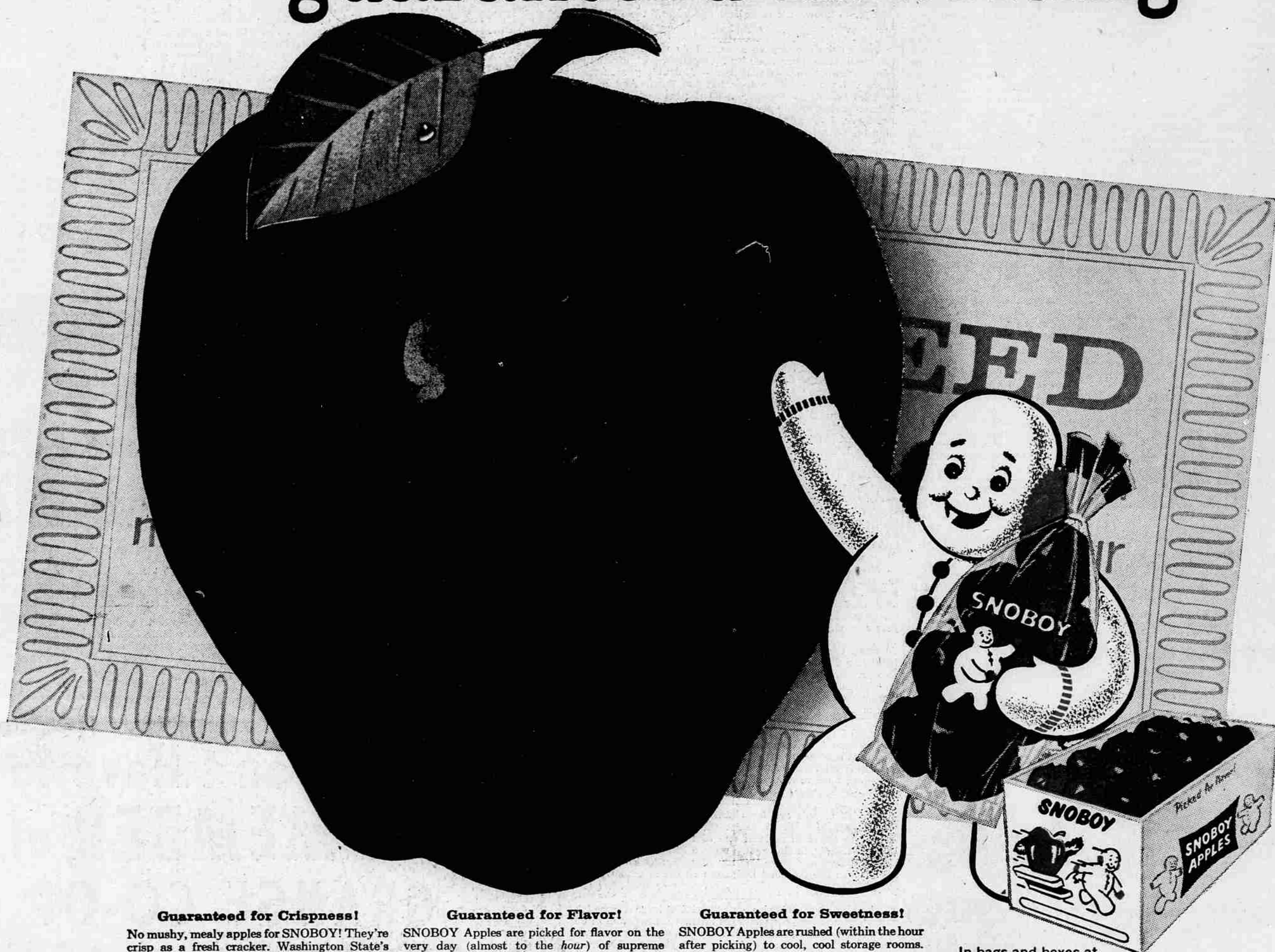


SNOBOY....so good they're guaranteed in writing



Guaranteed for Crispness!

No mushy, mealy apples for SNOBOY! They're crisp as a fresh cracker. Washington State's soil, sun and temperature grow them that way. SNOBOY'S care keeps them that way, from twig to store.

Guaranteed for Flavor!

SNOBOY Apples are picked for flavor on the very day (almost to the hour) of supreme flavor and SNOBOY Apples are guaranteed to arrive at your home at their flavorful best—or your money back!

Guaranteed for Sweetness!

SNOBOY Apples are rushed (within the hour after picking) to cool, cool storage rooms. There, at a steady 31 degree temperature, starches change to natural fruit sugars and the complete sweet flavor blooms.

In bags and boxes at your grocery store.

Every single bag of SNOBOY Apples carries a written guarantee. Read it. It's your guarantee of highest apple quality—or your money back!

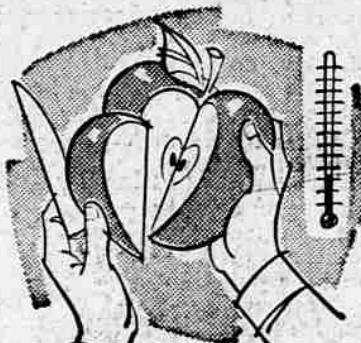
Why there is no apple like a SNOBOY®



Soil, sun and temperature work in unique combination in the famed Yakima-Wenatchee Valley of Washington State to produce SNOBOY'S vivid coloring, extra juiciness, and superb flavor! There SNOBOYS are selected from the finest orchards.



Every apple has its day—the day when its flavor peak is reached. On that exact day, SNOBOY field inspectors order the apples picked—and they specify the sun-drenched apples from the top and outside of the finest trees!



Within the hour after picking, SNOBOY apples are rushed to cool storage rooms. There, at a constant 31 degrees, the flavor "matures" . . . starches change to natural fruit sugars . . . and SNOBOY inspectors say "Ship!"



Once they're fully matured and ready to ship, SNOBOY apples are showered, sorted, wrapped and packed by hand to protect against bruising during shipment . . . to guard SNOBOY'S brilliant flavor!



SNOBOY'S tree-to-grocer control continues as the apples are rushed in cool, cool trucks to your grocer's. There you get famous SNOBOY quality . . . true picked for flavor quality!



To enjoy all the eating pleasure SNOBOY has worked so hard to protect, do your share! Always keep your SNOBOYS in the refrigerator until you eat them. They'll be full-flavored and crisp!

picked for flavor