

You try it...**SNOBOY** will buy it!

New **SNOBOY** apple and JELL-O Salad!

SNOBOY will send you 35c ... the cost of your salad. Simply mail in front panel from a JELL-O box and coupon from a **SNOBOY** apple bag to: **SNOBOY**, Minneapolis 40, Minnesota. Limit: one offer per family.



From General Foods Kitchens comes a new salad idea: crisp, juicy **SNOBOY** apples... tangy fruit flavored JELL-O ... sparkling ginger ale for a salad as pretty as it is bright and refreshing!

WALDORF ZIP

- 1 package Apple or Lemon JELL-O
- 1 cup hot water
- 1 cup ginger ale
- 1 cup diced unpeeled **SNOBOY** apples
- 1/2 cup thinly sliced celery
- 1/2 cup chopped nuts

Dissolve JELL-O in hot water. Add ginger ale. Chill until slightly thickened. Then fold in apples, celery, and nuts. Pour into individual molds, chill until firm. Unmold on crisp lettuce. Makes 6 servings.



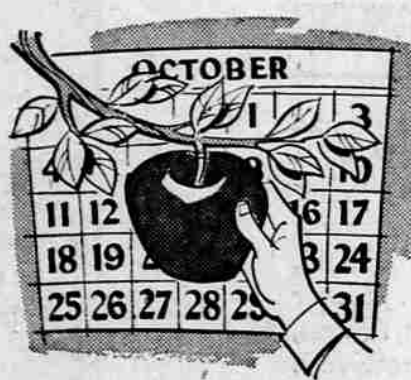
JELL-O is a registered trademark of General Foods Corp.



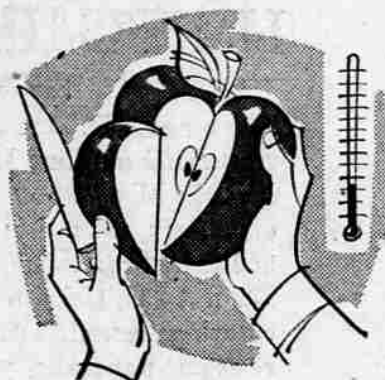
Why there is no apple like a **SNOBOY**.



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 flavor! There **SNOBOY**s are selected from the finest orchards.



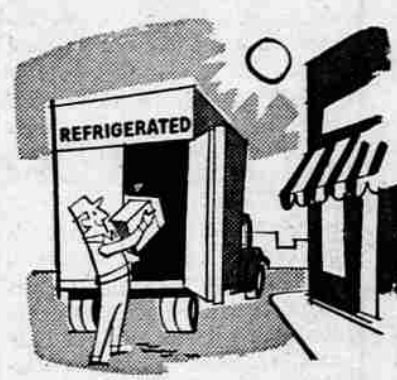
Every apple has its day—the day when its flavor peak is reached. On that exact day, **SNOBOY** field inspectors order the apples picked—and they specify the sun-drenched apples from the top and outside of the finest trees!



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 grocery store. There, time after time, you get the 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 **SNOBOY**s in the refrigerator until you eat them. They will be full-flavored and crisp!



picked for flavor