

**SNOBOY**

Ideas  
to  
spark  
any  
meal



# Oh Boy! SNOBOY POTATOES

So good they're guaranteed in writing!

**The Perfect SNOBOY Baked Potato**



Wash and dry potatoes of uniform size. Bake in a hot oven (425° F.) 40 to 60 minutes or until tender. If you want the skin to be soft, rub a little grease on the potato before baking.

Cut crisscross gashes in the skin of the baked potato on one side. Then pinch the potato so that some of the soft inside pops up through the opening. Drop in butter, meat drippings, bits of crisp-cooked salt pork, or table fat. Save fuel by baking potatoes when you oven-cook other food. If a moderate oven is called for, allow a little extra time for the potatoes to bake. (Potato skewers help potatoes bake quicker, more evenly.)

Stuffed—For an extra special, cut large baked potatoes in half lengthwise. Scoop out the inside. Mash; add butter and seasonings. Stir in hot milk and beat until fluffy and smooth. Stuff back into potato shells, brush top with melted butter, and brown in a hot oven.

For a main dish, add chopped left-over cooked meat or grated cheese.

**Quick Mashed**

Peel 6 medium-sized hot cooked SNOBOY potatoes. Mash thoroughly and quickly. Beat in hot milk a little at a time until potatoes are fluffy and smooth.

Season with salt, pepper and butter. If desired, add finely chopped green pepper, pimiento, chives, or onion.

**SNOBOY Potato Pancakes**



Grate 2 cups raw potatoes and put immediately into ¼ cup milk. Add 1 egg, beaten slightly, 2 tablespoons flour, 1 teaspoon salt, pepper and 1 tablespoon finely chopped onion. Drop from a tablespoon onto a greased frying pan. Cook until well browned and crisp on both sides. Serve hot.

**Quick Potato Soup**



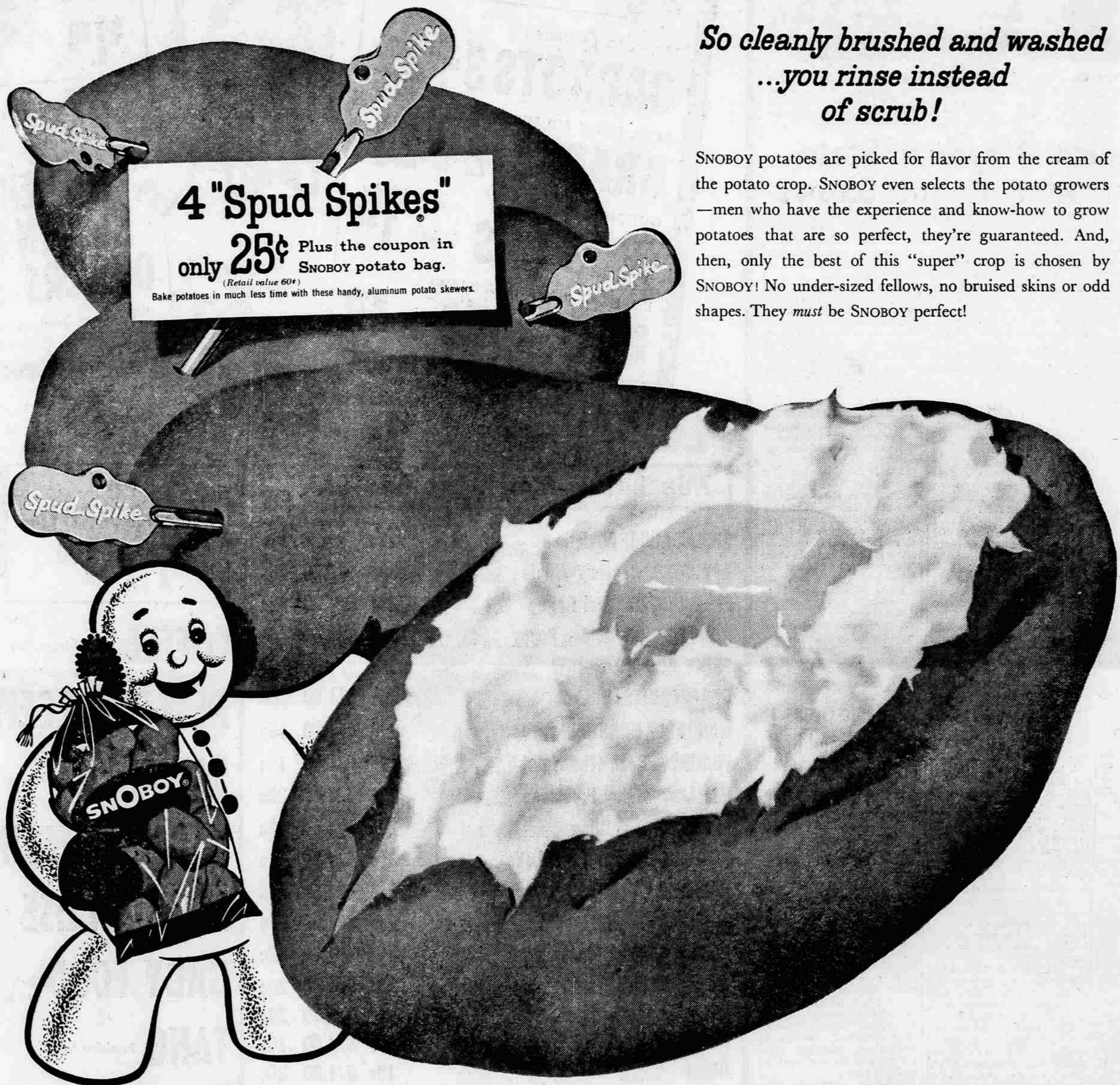
3 cups cubed SNOBOY potatoes.  
2 tablespoons chopped onion.  
2 tablespoons butter.  
1½ cups boiling water.  
4 cups milk.  
1½ teaspoons salt.  
Pepper.

Cook potatoes, onion, and butter in the water until the potatoes are tender. Add the milk, salt, and pepper. Heat and serve.

**SNOBOY Potato Salad**



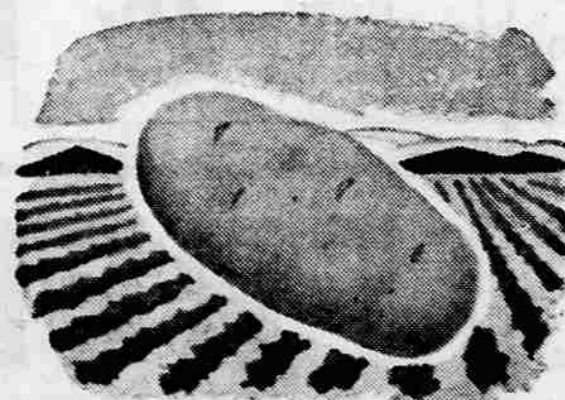
Hot—Cook ¾ cup diced salt pork until crisp. Add ¼ cup vinegar, ¼ cup water, 1 medium-sized chopped onion, and 1 quart cubed cooked potatoes. Season with salt and pepper. Heat well. Cold—Slice or dice cold cooked potatoes. Season with salt, chopped onion, and salad dressing. If desired, add sliced hard-cooked eggs. (Serves six.)



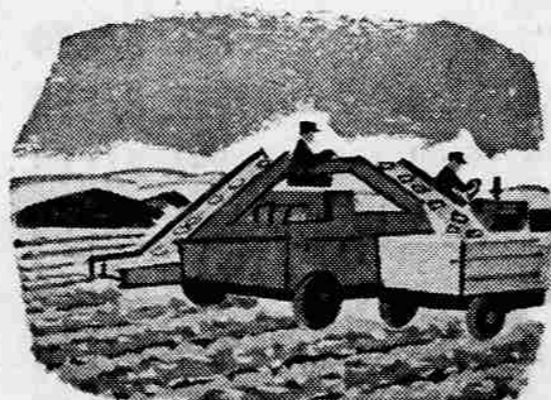
*So cleanly brushed and washed  
...you rinse instead  
of scrub!*

SNOBOY potatoes are picked for flavor from the cream of the potato crop. SNOBOY even selects the potato growers—men who have the experience and know-how to grow potatoes that are so perfect, they're guaranteed. And, then, only the best of this "super" crop is chosen by SNOBOY! No under-sized fellows, no bruised skins or odd shapes. They *must* be SNOBOY perfect!

## Why there is no Potato like a SNOBOY



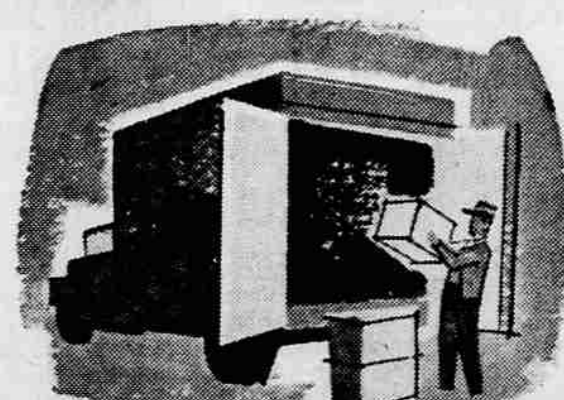
In the rich and fertile soil of the best potato growing areas of Idaho, Oregon and the Red River Valley, these SNOBOY potatoes thrive and grow to perfection. The blessings of sunshine and properly tilled land join to produce them. And they're grown SNOBOY perfect!



The expert SNOBOY growers and field inspectors know when the moment of flavor and maturity arrives. At this precise moment, they are dug and rushed to giant SNOBOY storage-depots where correct conditions intensify their good SNOBOY flavor.



When they're market-ready... they're sent off to be washed. Ever-so-gently-washed as not to injure the delicate skin. Next they're graded by hand. Then, they're carefully sized for SNOBOY uniformity. Small, too large and imperfect potatoes are culled out.



Now more speed, as SNOBOY potatoes are rushed to your store. SNOBOY potatoes must be at their flavor peak when you buy them and everything possible is done to make sure that's *exactly* how they are! Unless they're perfect when you get them... they aren't SNOBOYS.

# picked for flavor