

# Fresh **SNOBOY** Hawaiian Pineapple!

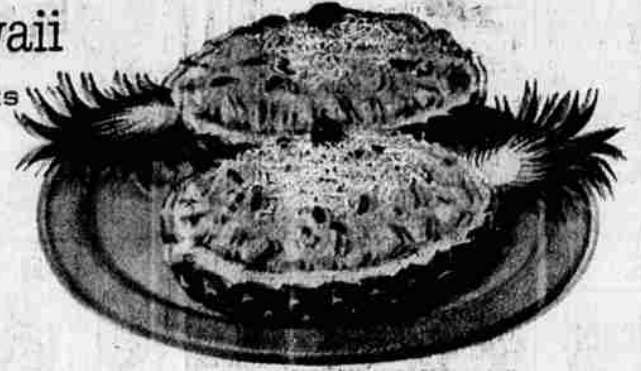
*In the magic islands,  
**SNOBOY** grows pineapples  
to sunny perfection...  
sweeter than any others!*

Win a free trip to Hawaii  
for 2 via **Matson** LINES

Imagine yourself on a sunny Hawaiian beach . . . or on a fabulous Matson Liner in the moonlight. Your dreams can come true during SNOBOY's big Pineapple Name-A-Dish Contest. Just try the pineapple recipe, at right, for yourself. Then, you think of a name for it! One name might be Ambrosia. You'll be able to think of better ones.

You'll go first class to romantic Hawaii on a Matson Liner, known for luxury and service. For the next 10 days you'll enjoy deluxe accommodations at the Sheraton Royal Hawaiian Hotel and receive \$300 for meals and spending money. Winners will fly to and from San Francisco on Western Airlines. A 3-week dream vacation . . . and so simple to win!

**100 lucky 2nd prize winners** will receive a wonderful LP Hi-Fi album, "Hawaii Across the Sea." Recorded right in the islands, it's a musical visit to romantic Hawaii.



#### SNOBOY'S NAME-A-DISH RECIPE

- |                              |                          |
|------------------------------|--------------------------|
| 1 SNOBOY Pineapple           | 1/4 cup mayonnaise       |
| 3 cups cooked, diced chicken | 2 tbsp. chutney          |
| 1 cup diced celery           | 1 tsp. curry powder      |
| 1 cup sliced banana          | 1/2 cup shredded coconut |
| 1/2 cup salted peanuts       | Salt and pepper          |

**Method:** In mixing bowl, blend mayonnaise, curry powder, salt, pepper and chutney. Cut pineapple in half lengthwise. Scoop meat from pineapple halves and dice. Add diced pineapple, chicken, celery, sliced banana and peanuts. Blend, taking care not to break the pieces. Fill pineapple shells, decorate the top with pineapple and shredded coconut. Serve well chilled. Serves 4.

#### CONTEST RULES

1. Try SNOBOY Hawaiian Pineapple in the salad described above. Then on an entry blank from your grocer or a plain sheet of paper, write your name and address and your name for the SNOBOY Pineapple Dish. Enclose your entry with the picture of SNOBOY from the collar on a SNOBOY Pineapple and mail to: SNOBOY, BOX 141, MINNEAPOLIS 40, MINNESOTA.
2. Enter as many times as you wish but be sure to enclose a SNOBOY Pineapple collar with each entry.
3. Entries must be postmarked by June 30, 1960.
4. Entries will be judged by an independent judging company. Winning entries will be selected on the basis of originality and aptness. Decisions of the judges will be final. Entries cannot be returned.
5. Entries limited to residents of the United States and Canada except employees of Pacific Gamble Robinson Co., its subsidiaries, its agency and their families. Government regulations apply.
6. Trip must be used within 12 months after being awarded. Dates selected are subject to prior reservations. The first prize trip is transferable, but a cash equivalent will not be paid.
7. Entry in this contest constitutes acceptance of these rules.



From lush, lovely Hawaii come **SNOBOY** Pineapples. Sweeter, more tender, finer textured than any other variety of pineapples . . . SNOBOY Hawaiian Pineapples are a gourmet's delight . . . and there's more meat in SNOBOY Pineapples, too. Always a sunny, flavorful treat, in salads, desserts or just as a snack . . . SNOBOY Pineapples.

Why there is no Pineapple like a **SNOBOY**



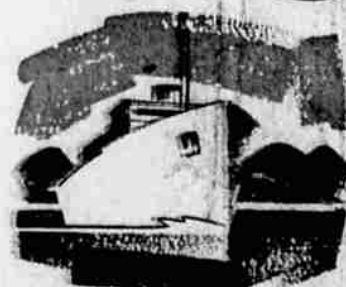
Lulled by gentle ocean breezes, ripened by the golden sun and soft tropical showers of the islands . . . SNOBOY Pineapples grow to perfection in the rich, volcanic soil of Hawaii.



When the right moment of sweetness and ripeness has arrived, experienced SNOBOY growers say "pick." The fruit has reached just the right moment of maturity with sweet, juicy flesh and fragrant odor.



Only the best of Hawaiian pineapples are SNOBOYS. Undersized or bruised pineapples are culled out . . . the remainder rushed to specially controlled temperature rooms of an awaiting Matson Liner.



Special handling of SNOBOY Pineapples calls for special transportation . . . so SNOBOY ships Matson! Skillful loving care is given SNOBOY fruits . . . the same coddling care Matson lavishes on passengers.



To help you bring the fresh sun-ripened goodness of SNOBOY Pineapple to your table, cutting and serving instructions are attached to each pineapple. You know the flavor's right when you buy SNOBOY Hawaiian Pineapples.

 **picked for flavor**