

SO CRISP AND CRACKLY

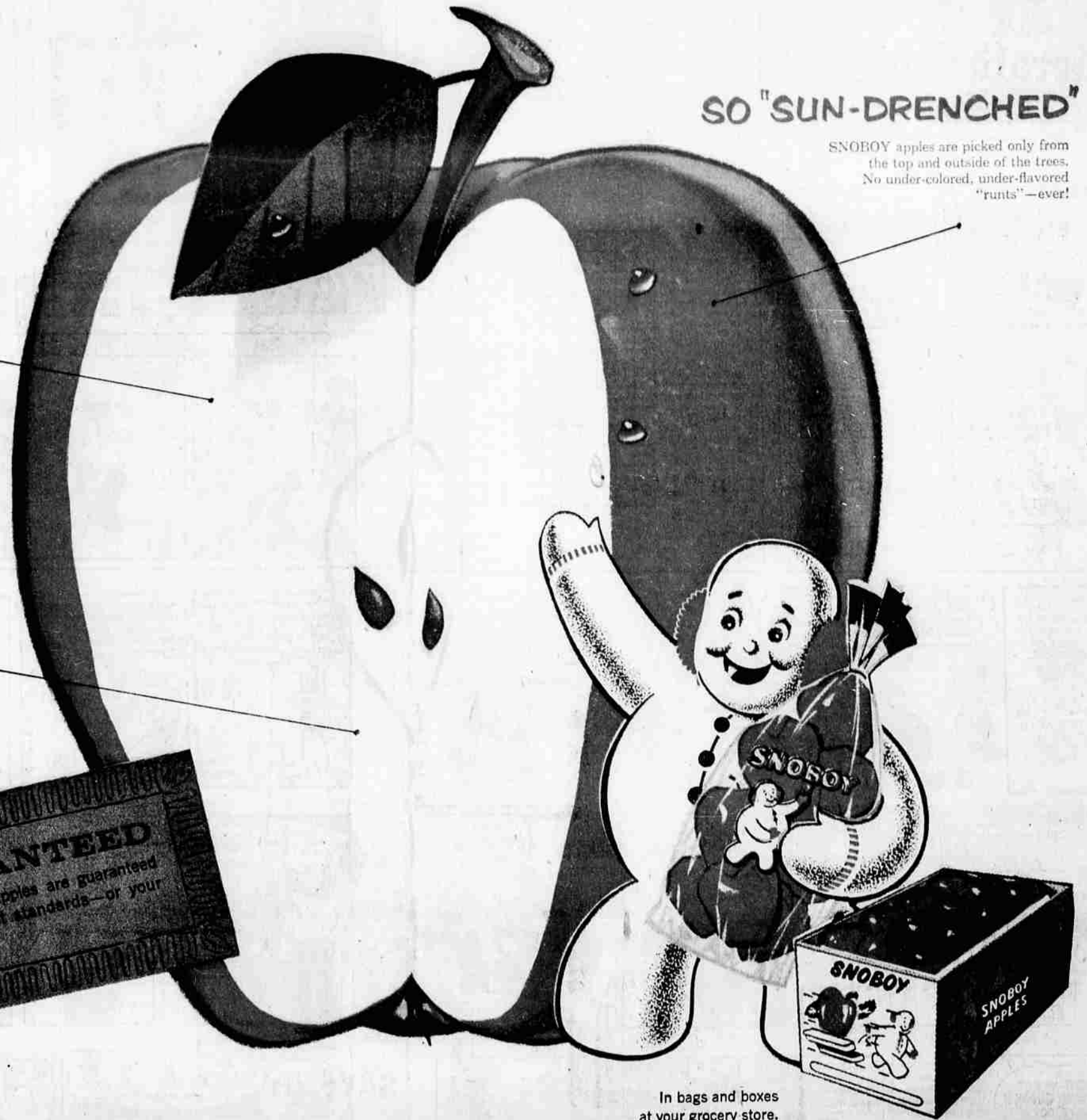
Only the ideal combination of soil, sun and temperature found in the famed Yakima-Wenatchee Valley of Washington State can produce apples like this. And only SNOBOYS are picked for flavor from the finest trees of the finest orchards there.

SO "SUN-DRENCHED"

SNOBOY apples are picked only from the top and outside of the trees. No under-colored, under-flavored "runts"—ever!

SO SWEET

Some apples are still not "matured" when they reach the store—but not SNOBOYS! It takes SNOBOY'S "flavor maturing" at a precise 31 degrees for an apple to reach its sweetest, most delicious best!



In bags and boxes at your grocery store.

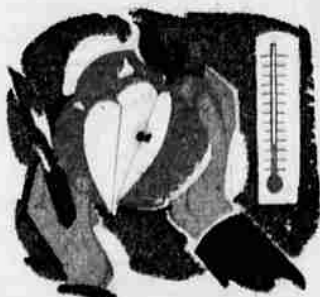
Why there is no apple like a SNOBOY®



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