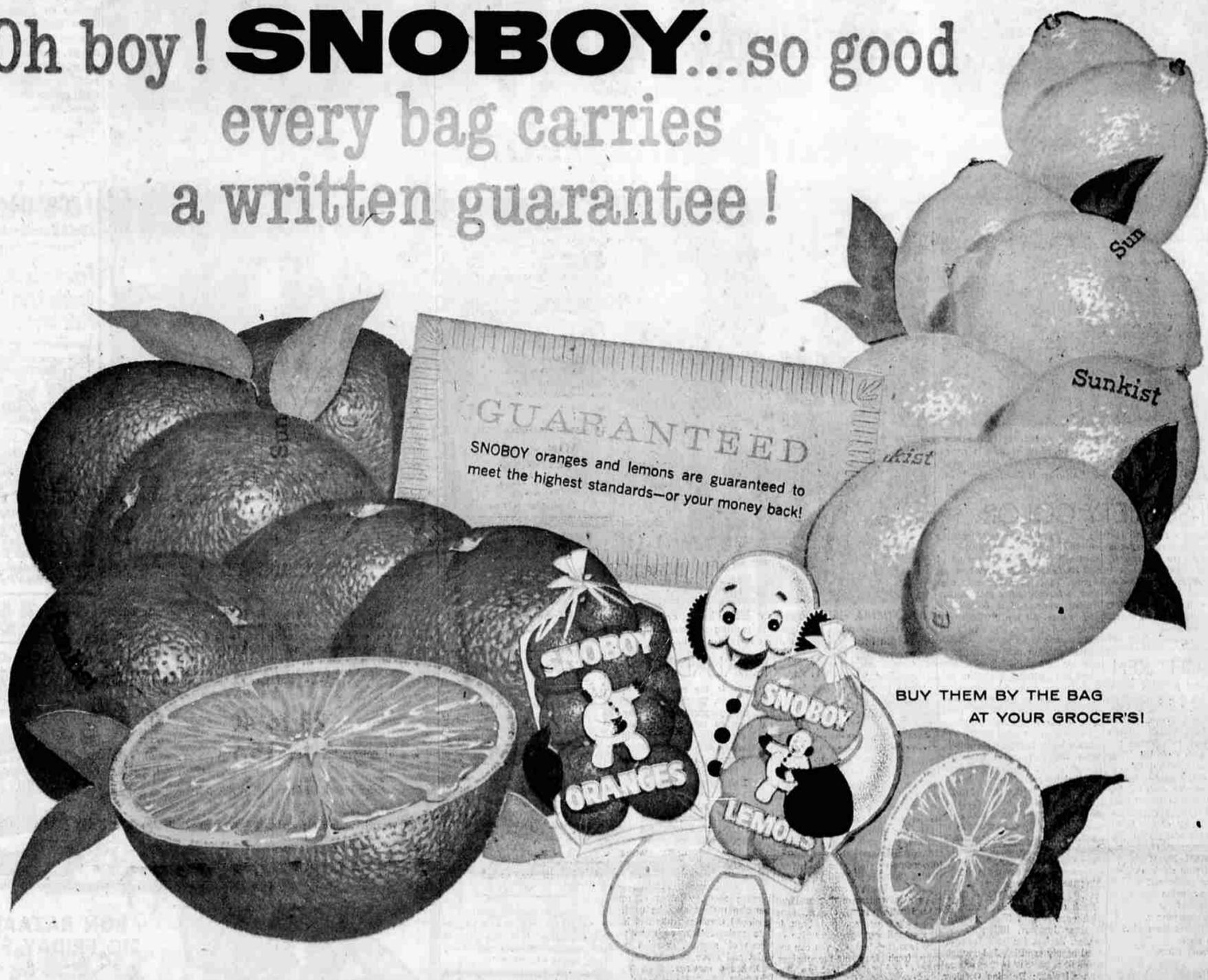


Oh boy! **SNOBOY**...so good
every bag carries
a written guarantee!



BUY THEM BY THE BAG
AT YOUR GROCER'S!

**OH BOY! SNOBOY FRESHNESS!
GUARANTEED!**

SNOBOY sees to that... rushes the fruit from tree to packing house... rushes it to conditioning rooms... rushes it to your grocer's. There you get true tree-picked SNOBOY freshness!

**OH BOY! SNOBOY FLAVOR!
GUARANTEED!**

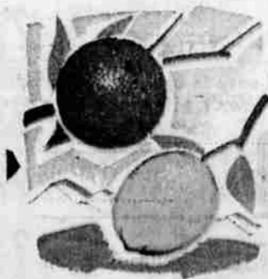
SNOBOY oranges and lemons ripen on the tree. When every single juicy drop of flavor has reached its peak—and not before—the fruit is picked. That's what picked for flavor quality means!

**OH BOY! SNOBOY JUICINESS!
GUARANTEED!**

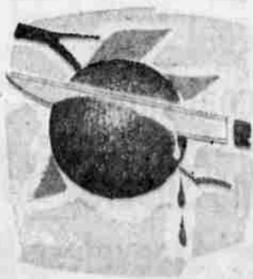
SNOBOY picks from trees specially selected for their ability to produce extra-juicy fruit... the kind you want for drinks... salads... and other fresh-fruit treats.

Read the guarantee on SNOBOY Orange and Lemon bags; it's your guarantee of highest quality... or your money back!

Why there is no orange or lemon like a **SNOBOY**



In sunny California is found the climate oranges and lemons like best. There, sun, soil and temperature work full-time to produce SNOBOY'S true coloring, matchless flavor, and extra juiciness.



Ripe and ready! And no SNOBOY orange or lemon is ever picked until it is. Both sugar tests and taste tests are used to be sure texture, juiciness and flavor have reached their very peak.



After conditioning under carefully controlled temperature and humidity, the fruit is washed, graded by hand, sized, and then packed—also by hand. SNOBOY'S care here means quality at your store.



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



THERE'S NO CARROT LIKE A SNOBOY EITHER!

Fresh from the fields, SNOBOY Carrots are washed, brushed, graded, packaged and cooled.

With carrots, speed is important. And SNOBOY Carrots are harvested, packaged and shipped all in the same day! When they arrive at your grocer's, they're fresh, crisp, full of flavor!

picked for flavor