

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 the 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.



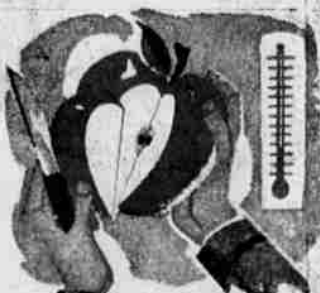
Why there is no apple like a **SNOBOY**



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 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 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 SNOBOYS in the refrigerator until you eat them. They will be full-flavored and crisp!



picked for flavor