

SNOWBOY

Ideas
to
spark
any
meal



The Perfect SNOWBOY
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 meat or grated cheese to the above before browning.

Quick Mashed

Peel 6 medium-sized hot cooked SNOWBOY 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.

SNOWBOY Potato Pancakes



Grate 2 cups raw potatoes and put immediately into 1/4 cup milk. Add 1 egg, beaten slightly; 2 tablespoons flour, pepper, 1 teaspoon salt 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.

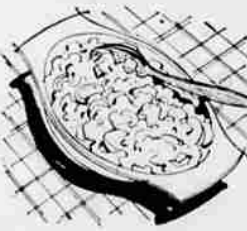
Quick Potato Soup



3 cups cubed SNOWBOY potatoes.
2 tablespoons chopped onion.
2 tablespoons butter.
1 1/2 cups boiling water.
4 cups milk.
1/2 teaspoon salt.
Pepper.

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

SNOWBOY Potato Salad



Hot—Cook 1/4 cup diced salt pork until crisp. Add 1/4 cup vinegar, 1/4 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 4.)

Oh Boy!

SNOWBOY POTATOES

So good they're guaranteed in writing!

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

SNOWBOY potatoes are picked for flavor from the cream of the potato crop. SNOWBOY 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 SNOWBOY! No under-sized fellows, no bruised skins or odd shapes. They *must* be SNOWBOY perfect!

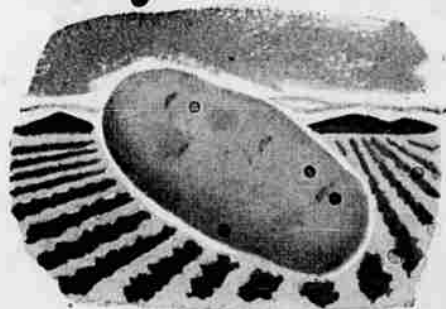
4 "Spud Spikes"

only 25¢ Plus the coupon in
SNOWBOY potato bag.

(Retail value 60¢)
Bake potatoes in much less time with these handy, aluminum potato skewers.



Why there is no Potato like a **SNOWBOY.**



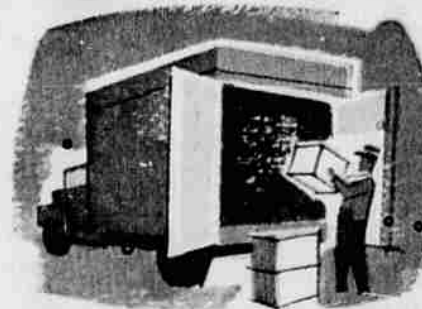
In the rich and fertile soil of the best potato growing areas of Idaho, Oregon and the Red River Valley, these SNOWBOY potatoes thrive and grow to perfection. The blessings of sunshine and properly tended land join to produce them. And they're grown SNOWBOY perfect!



The expert SNOWBOY growers and field inspectors know when the moment of flavor and maturity arrives. At this precise moment, they are dug and rushed to giant SNOWBOY storage-depots where correct conditions intensify their good SNOWBOY 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 SNOWBOY uniformity. Small, too large and imperfect potatoes are culled out.



Now more speed, as SNOWBOY potatoes are rushed to your store. SNOWBOY 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 SNOWBOYS.

picked for flavor

LITHO IN U.S.A.