

# SNOBOY vegetables and MORTON salt just naturally go together

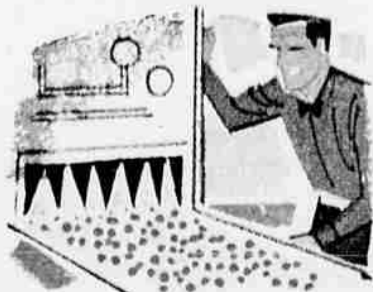


"Pick at dawn . . . ship at dusk"—that's SNOBOY's rule to make sure you get his vegetables at their freshest. And you know how important freshness is to color, flavor and crispness. That's why we say SNOBOY vegetables are *guaranteed* to be worth their salt . . . MORTON salt. You'll keep plenty of both on hand, won't you?

## Why there is no Vegetable like a **SNOBOY** picked for flavor



**Speed counts at picking time.** SNOBOY celery, for instance, must be at the absolute peak of flavor before SNOBOY inspectors say "pick." But once that time arrives, it's harvested in a hurry . . . to make sure all that famous SNOBOY "picked-for-flavor" quality reaches your table.



**Speed counts in cooling.** SNOBOY radishes are brush-scrubbed, then speedily ice-water cooled the minute they arrive fresh from the fields. It's this fast washing and cooling that keeps SNOBOY radishes fresh . . . full of color . . . and crackling crisp.



**Speed counts in trimming.** Vegetables, like this cauliflower, are hand-selected, then expertly hand-trimmed . . . no waste with SNOBOY! Not a moment is lost, no flavor escapes. For vegetables which are sized and graded, the same rule of thumb: do it fast!



**Speed counts in packaging.** SNOBOY doesn't waste a second in packaging. Directly after washing and ice-water cooling, carrots—like other SNOBOY vegetables—are hand-packed . . . to be delivered to your store in perfect condition—fresh, crisp, flavorful!



**Speed counts in shipping.** SNOBOY tomatoes, like all SNOBOY vegetables, are shipped in refrigerated trucks or railroad cars the same day they're picked. From field to store, speed makes the important SNOBOY difference in flavor . . . freshness . . . and crispness.



### Special Offer! VEGETABLE HANDBOOK!

You've never seen a book quite like "Western Ways with Fresh Vegetables and Melons"! Tells how to buy, store, prepare and serve over 20 different kinds of vegetables and melons! More than 100 garnish, relish and salad ideas—even some for children! Includes salad dressing recipes, lunchbox suggestions, nutritional information. With 64 pages (many in full color!) it's a book you'll use and enjoy every day. And it's yours for only 10c and SNOBOY's picture from any SNOBOY vegetable package! Clip coupon now!



Western Growers Association, Dept. C  
3091 Wilshire Blvd., Los Angeles 5, California

Enclosed are 10c and SNOBOY's picture from a SNOBOY vegetable package. Please send "Western Ways with fresh vegetables and melons" to: (PLEASE PRINT)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Offer expires May 31, 1960. Limit one per family.