Oh Boy! They're the freshest!

SNOBOY VEGETABLES

Fresh and flavourful because SNOBOY vegetables are "picked at dawn... shipped at dusk!"

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

Enclosed are 10¢ 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____ Prov.____

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

Special Offer

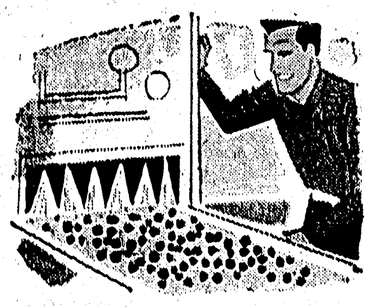
VEGETABLE HANDBOOK!

Western Ways with fresh vegetables and melons

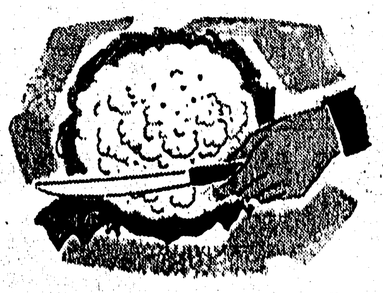
You've never seen a book quite like *"Western Ways with fresh vegetables and melons"!* Tells how to buy, store, prepare and serve over 30 different kinds of vegetables and melons! More than 40 garnish, relish and salad ideas—even some for children! Includes salad dressing recipes, lunchbox suggestions, nutritional information. With 64 pages (many in full colour!) it's a book you'll use and enjoy every day. And it's yours for only 10¢ and SNOBOY's picture from any SNOBOY vegetable package!

Why there is no Vegetable like a SNOBOY

Speed counts at picking time. SNOBOY celery for instance, must be at the absolute peak of flavour 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-flavour" quality reaches your table.

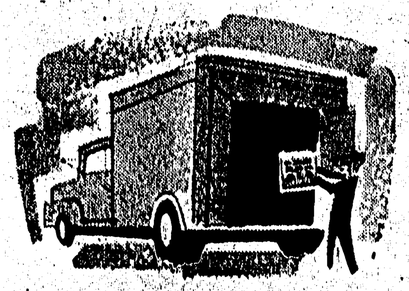


Speed counts in cooling. SNOBOY radishes are brush-scrubbed, then speedily ice-water cooled the minute they arrive fresh from the fields. It's this fast washing and cooling that keeps SNOBOY radishes fresh . . . full of colour . . . and crackling crisp.

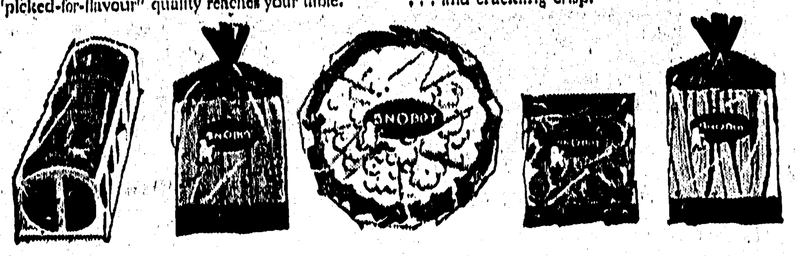


Speed counts in trimming. Vegetables, like this cauliflower, are hand-selected, then expertly hand-trimmed . . . no waste with SNOBOY! Not a moment is lost, no flavour escapes. For vegetables which are sized and graded, the same rule of thumb: do it fast!

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, flavourful!



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 flavour . . . freshness . . . and crispness.



picked for flavour