



"an Apple a Day"

A DOZEN TEMPTING NEW WAYS TO
ENJOY THE WORLD'S FINEST EATING
APPLES . . . GROWN IN WASHINGTON STATE



**GOOD EATING-YES!
-AND GOOD
FOR YOU**

Why are Washington State apples so good—and good for you? Why are they so sweet, so juicy, so tangy—so crisp and red?

Well, Nature has particularly blessed our Appleland—a broad belt of fertile, heavy mineralized volcanic ash deep soil that sweeps from the snowy Cascade mountains eastward into central Washington.

Climate is perfect, too. The air is dry and healthful; the nights are cool, clear, crisp. As the summer progresses the days of bright, clear sunshine are long in our far northern state.

Our apples grow and thrive in this climate. The short, cool nights give them their brilliant colors and add to their firmness and crispness—the warm summer sunshine makes them grow big, juicy, tangy. To help Nature, melted snow water is piped down from the nearby mountain rivers and into the orchards.

To insure quality from blossom to you, gloved hands pick, sort and pack our apples. When boxed and ready to ship, we send them to you in refrigerated cars so that they come to your town orchard fresh.

And here's a tip for you, too—when you bring them home from your grocer, put them in *your* icebox—they'll taste ever so much better. They'll be crisp and full of flavor for between meals and that apple you enjoy so much before bedtime.



WASHINGTON STATE APPLE COMMISSION

WENATCHEE and YAKIMA, WASHINGTON



WASHINGTON STATE APPLES...a dependable source of vitamin C

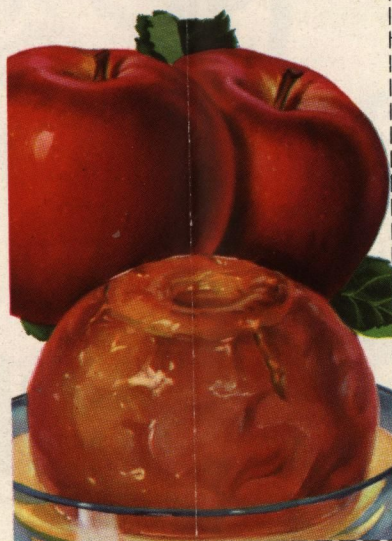
"An apple a day keeps the dentist away."—Dr. Floris van Minden in Chicago Sun.

BAKED WASHINGTON ROME BEAUTIES

Wash and core. Cut off one strip of peeling from the top of the apple, about $\frac{1}{2}$ " wide. Place in a baking pan and stuff centers with one of the following fillings:

1 Tbs. brown sugar and 2 Tbs. white sugar; or $\frac{1}{4}$ cup honey and 1 tsp. cinnamon; or Raisins or dates, mixed with white sugar; or Marshmallows and cinnamon drops; or Powdered sugar moistened with orange juice; or Leftover jam or jelly, especially orange marmalade; or Mincemeat (additional sugar if necessary)

Place one cup of water in bottom of baking pan; cover and bake 45 minutes at 375° F.; uncover and finish baking 15 minutes. Baste three or four times during baking process with liquid in pan.



MOCK WHIPPED CREAM: 2 egg whites beaten until stiff; add $\frac{1}{4}$ cup powdered sugar while beating; then add one cup grated apple and another $\frac{1}{4}$ cup powdered sugar as beating continues. Flavor with 1 teaspoon fresh lemon juice. You'll love it!

WASHINGTON DELICIOUS APPLE SALAD

All fruits and many vegetables combine delightfully with Washington Delicious Apples into fresh, crisp salads of perfect appetite appeal. The uncooked fruits and vegetables used in salads furnish vitamins and minerals essential to good health, and which are unobtainable in any cooked foods. The following are suggested salad combinations:

Chopped apple, shredded carrots and celery
Chopped apple, pineapple, bananas, shredded nuts
Chopped apple, marshmallow bits, dried raisins, figs or dates
Chopped apple, cottage cheese, chopped almonds or pecans
Sliced apple, avocado, oranges and maraschino cherries
Chopped apple, shredded cabbage, raisins, lemon juice
Chopped apple, flaked salmon or tuna fish, celery, walnuts
Chopped apple, raw turnip, chopped parsley
Apple salads may be blended with mayonnaise, salad dressing or French dressing. Mayonnaise or salad dressing may be thinned with cream or canned fruit juices.



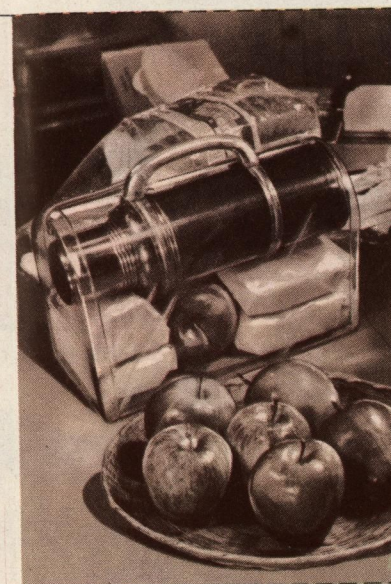
A piece of raw apple in a humidior helps keep tobacco fresh, moist.

LUNCH BOX TIPS

Fresh fruit, *especially apples*, should always be included in lunch boxes. Packed lunches must, of necessity, run heavily to starches, and fruits should be included both from the standpoint of health and appetite appeal. The crisp tartness of apples furnishes a good contrast to the sandwich-cake n' cookie combination which most lunch boxes contain.

Apples eaten as dessert also furnish the very best of mouth cleansing. Scientific tests have proved that the chewing of raw apple cleans the teeth and leaves the entire oral passage in a sweet, clean, germ-free condition.

Children enjoy an extra apple to eat at recess, and industrial workers enjoy an extra one for the mid-morning and mid-afternoon rest period. Be sure to include fresh fruit, *especially apples*, in all lunch boxes.



DELMONICO APPLES: Place a layer of applesauce in pudding dish; sprinkle with ground almonds or peanuts, dot with butter, and sprinkle with crushed macaroons or cookies. Add a little water and bake 12 to 20 minutes, 400° F. There'll be compliments!

WASHINGTON APPLE CRISP

3 cups chopped apple (unpeeled) (Jonathan, Winesap or Stayman)
 $\frac{1}{2}$ cup dark corn syrup
 $\frac{1}{4}$ cup hot water
 $\frac{1}{2}$ cup brown sugar

1 cup rolled oats
 $\frac{1}{4}$ cup butter or margarine
 $\frac{1}{4}$ cup flour
Scant teaspoon salt
1 package salted pecans

Place chopped apple in a buttered baking dish and add corn syrup and hot water combined. Mix butter, brown sugar, flour, salt and rolled oats until they are a crumbly consistency. Sprinkle over top of apples. Bake at 350° F. 1 hour. The pecans are optional, but if used should be sprinkled on top of dry mixture. Apples need not be chopped very fine.



OUR "BIG SIX" LEADING VARIETIES

...are our Big Six Reasons Why Washington Apples are Famous Throughout the Entire World!

DELICIOUS

Under its rich, red skin with its faint "shadows of light", lies clean, white meat—fine grained, mild and fragrant. You'll know the Delicious by those five prominent points at the calyx end and a distinct broad-shouldered appearance. October to February.

WINESAP

A flash of bright and crimson red—that's the Washington State Winesap. All the flavor and juice of the earlier varieties have been crammed into this Winesap—smooth and glossy on the skin. An extra good eating apple and a grand "keeper" in your home. Season: November to June.

GOLDEN DELICIOUS

To your grocer over the crest of winter goes this "yellow" variety, transformed in color to solid gold by growth in the Washington State apple country. It's ideal for eating; gives an appetizing snap to salads. At its best in November and December.

JONATHAN

A pleasant, lingering tartness of flavor rewards you for biting into a Washington State Jonathan. It is a brilliant scarlet in color. Jonathan apple meat is fine in structure, marvelous eating. Tiny bubbles of juice surge up as you break the skin. Its season: September to December.

YELLOW NEWTOWN

Here's more of what Washington's ideal soils and sunshine do to yellow apples. Many call it the "Autocrat of the Breakfast Table." It's a flavor distinctive. For decorative purposes, too, the Yellow Newtown mingles smartly with its red relatives.

ROME BEAUTY

The "baking apple supreme" is the big round Rome Beauty as Washington State grows it. Juicy, of course—mildly acid and aromatic. When you bake it, or cook it in an apple pie, be prepared for a new taste thrill. Its season: November to March.

COLOR PHOTO COURTESY GENERAL MILLS

Eat plenty for health—keep 'em handy in your icebox!

MINTED APPLE SALAD

Core and peel small Winesaps, Stayman or Yellow Newtown apples, and simmer until transparent, *but not soft*, in the following syrup:

Syrup { 2 cups sugar
2 cups water
½ tsp. green food coloring
4 drops peppermint oil

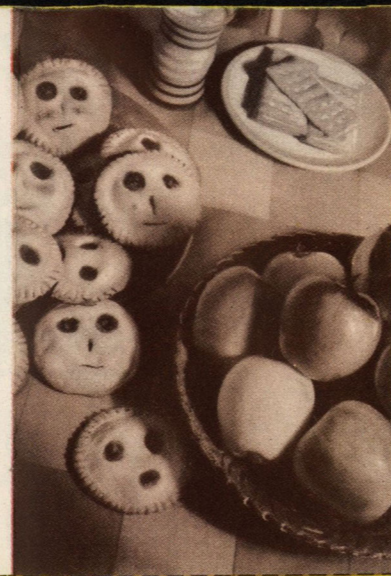
When apples are transparent, and a delicate green, carefully remove from syrup and cool. Before serving, fill centers with shredded American Cream Cheese and top with a swirl of mayonnaise and a sprig of watercress. Parsley may be substituted for watercress.



APPLE BUTTER FILLED COOKIES

5 cups all-purpose flour } Sift and measure
2½ tsp. baking powder } flour; resift with
1 tsp. nutmeg } baking powder,
1 tsp. salt } salt and nutmeg
1 cup shortening } Cream until light
1½ cups sugar }
3 eggs, well beaten } Add to sugar-fat
½ cup milk } mixture.
1 tsp. lemon extract } Add flour gradually,
and mix thoroughly.

Roll dough fairly thin, and cut rounds with biscuit cutter. Place teaspoon of apple-butter in center of one round and top with another round on which a face (as illustrated) or some other design has been cut. Press together around edges with fork tines. "Rouge" cheeks with red sugar cake decoration. Bake at 425° F., 10 to 15 minutes.



WASHINGTON STATE APPLE CALENDAR

| VARIETY | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER | JANUARY | FEBRUARY | MARCH | APRIL | MAY | JUNE |
|--|-----------|---------|----------|----------|---------|----------|-------|-------|-----|------|
| JONATHAN Brilliant red with patches of straw color. The Fall apple for Hallowe'en. | ● | ● | ● | ● | | | | | | |
| DELICIOUS Red stripes on red. Wine-like flavor makes it a Christmas favorite. | | ● | ● | ● | ● | ● | | | | |
| GOLDEN DELICIOUS Bright yellow with minute green specks. Grand for use in salads. | | | ● | ● | ● | ● | | | | |
| ROME BEAUTY Yellow or green, mottled with red, carmine striped. Grand for baking. | | | ● | ● | ● | ● | ● | | | |
| WINESAP Bright red to purplish red. Very juicy, slightly tart. | | | ● | ● | ● | ● | ● | ● | ● | ● |
| YELLOW NEWTOWN Green yellow to bright yellow. One of the best keeping apples. | | | | | ● | ● | ● | ● | ● | ● |

... OR ANY MONTH OF THE YEAR!
You can ALWAYS please a man, any time of day or night, with a piece of apple pie and a glass of milk.

APPLE-PEAR SALAD

Carefully wash, polish and core Washington Red Delicious Apples and Golden D'Anjou Pears. Cut in ¼" rings, and stack alternately on bed of watercress or endive. Fill centers where core is removed with mixed salad of following ingredients:

Chopped apple Walnuts
Chopped pear Mayonnaise
Chopped celery

If salad is to stand any length of time before serving, slices may be brushed lightly with lemon juice to prevent turning dark.



APPLE DUMPLINGS

Pare and core six small Jonathan, Winesap or Stayman apples. Place each apple on a 7" square of rich pastry (piecrust). Fill cores with any of the fillings suggested for baked apples, and sprinkle each apple lightly with sugar and a dash of salt. Moisten edges of pastry and pull corners together over top of apple, envelope fashion, sealing well. Place dumplings 1½" apart in a shallow baking pan, and pour boiling syrup over and around them (syrup directions below). Bake immediately in hot oven (500° F.) for 5 minutes; lower heat to 350° F. and bake 40 minutes longer. Serve hot with surrounding sauce and cream.

Syrup: 1 cup brown or white sugar, 2 cups water, 4 Tablespoons butter, ½ teaspoon cinnamon. Boil 5 minutes, or until well blended.



"THE APPLE possesses antiseptic, germicidal and alkaline qualities, and the proportions of its composition are said by one enthusiastic nutritionist to be more clearly adapted to the human constitution than any other single fruit."—Dr. Logan Clendening.



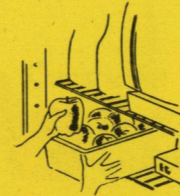
APPLES are extremely important in reducing diets. Low in caloric, they decrease the craving for more fattening foods. Eat one before each meal and at bedtime, too. Note: Doctors say apples do you the more good when you eat them fresh.



YOUNGSTERS grow strong and sturdy in the State of Washington—in fact, insurance companies give them a longer life expectancy than other average U. S. children! For robust health, do as our huskies do—every day eat a couple of fresh Washington apples.



"MOST INFANTS, even in these tender months (6 to 9 months) will delight in grasping and attempting to chew half an apple, and the exercise necessitated will stimulate the development of the jaws and help the eruption of teeth."—Sir Wm. Arbuthnot Lane, English physician.



APPLES should always be kept in the refrigerator, ice box or any cold place, BUT NOT FREEZING. If they should become accidentally frozen, they should be thawed gradually and used immediately. But always remember, "to keep 'em crisp, keep 'em cold!"



WHAT'S MORE FUN for youngsters than "Bobbing for Apples?" Or, eating a red, crisp juicy Washington Winesap from a string at Hallowe'en? Yes, apples have always been a joy of childhood, and because they supply needed vitamins and minerals, bring glowing health.



APPLES in some form should be served with pork—fresh apple salad, apple rings, apple sauce, cinnamon apples or baked apples. Applesauce flavored with peppermint (peppermint candies or peppermint oil) and tinted a delicate green is delicious with roast lamb or lamb chops.



AT A HALLOWE'EN PARTY there's nothing more appropriate for table favors than Apple Jack O'Lanterns. With a sharp knife carve a face on the side of each apple as is done with pumpkins. Sprinkle lemon juice on cut parts to prevent discoloration. Put a paper hat on top.

APPLE COFFEE RING

Coffee Cake Mix: 2 cups flour, 4 tsp. baking powder, ½ tsp. salt, 2 Tbs. shortening, 1 Tbs. sugar, ¾ cup milk.
Filling: 4 cups chopped apple, ½ cup sugar, 1 tsp. cinnamon, ½ cup chopped nuts, 1 Tbs. sugar, ½ cup corn syrup.

For cake mix, sift together dry ingredients; cut in shortening with pastry mixer; add milk slowly to make soft dough. Roll into a square, ¼" thick on floured board. Spread cake mix with filling which has been well mixed together. Roll up in fashion of a jelly roll. Cut with very sharp knife at ½" intervals, leaving one edge of roll uncut. Place in oiled pan, curled into a ring as illustrated. Brush entire surface with melted butter and sprinkle lightly with sugar and cinnamon, if desired. Bake 45 minutes in moderate oven (350° F.)



SPECIAL APPLE PANCAKES

Sift together { 2 cups flour
3 tsp. baking powder
½ tsp. salt

Add { 1½ cups milk
1 egg, well beaten
3 Tbs. melted shortening
1 cup grated apple

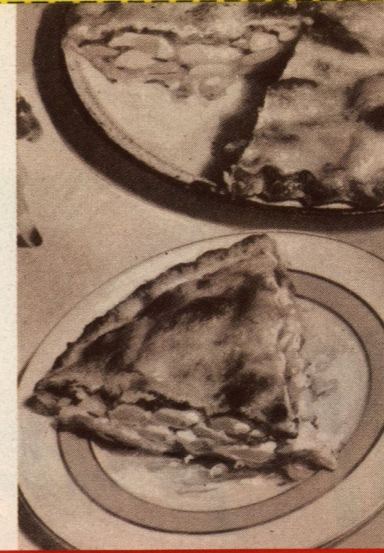
Mix above ingredients well and bake quickly on hot griddle. The cup of grated apple may be added to any standard 2-cup quantity of ready prepared pancake mix, and may also be added to waffle or muffin recipes. The grated apple gives an especially delightful flavor to bran muffins.



WASHINGTON STATE APPLE PIE FILLING

Five medium Washington State Jonathan, Winesap, Stayman, Yellow Newtown or Golden Delicious Apples
¼ cup of corn syrup or honey
½ cup of sugar
2 Tbs. of flour
1 Tbs. of butter
½ tsp. cinnamon

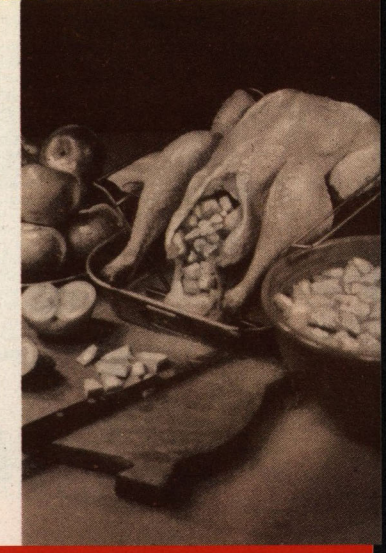
Line a 9" pie tin with rich pie crust; wash, quarter and core apples, but *do not peel*; cut in medium thin slices, crosswise. Mix all dry ingredients in a bowl and add to apples, turning until each slice is covered with dry mixture. Fill pie shell, pour corn syrup or honey over the top, dot with butter, cover with top crust, sealing well on edges. Bake 10 minutes in hot oven (425° F.); reduce heat to 325° and bake until done, approximately 45 minutes.



SPECIAL HOLIDAY DRESSING

1 large loaf (1½ lbs.) white bread, 1 pint fresh oysters, ½ cup shortening, 1 Tbs. salt, 1 tsp. pepper, 2 tsp. sage, ½ cup chopped celery, 1 cup chopped apple, 1 small onion, minced, 1 cup giblet stock.

Crumble or cut bread into small cubes. Dampen slightly by sprinkling with water. Melt shortening (preferably butter) in large skillet and lightly brown bread cubes. Season throughout with salt, pepper and sage. Add celery, apple (including peeling) and onion, mixing well. Add oysters, which have been cut into small pieces. Moisten well with the one cup of stock or liquor in which the giblets have been cooked; or with one cup of water, if giblet stock is not available. This is sufficient quantity to stuff one 10 pound fowl. Do not press in too tightly.



WASHINGTON STATE APPLES . . . so big, so beautiful, so good for health and eating, too!

The State of Washington and Its Resources



AGRICULTURE—Washington State's proudest product, we apple growers believe, is our apples which are known throughout the United States and most all countries abroad. Our principal varieties are those shown at the bottom of this map and last year (1945) sold to a value of almost \$75,000,000. Washington normally accounts for about one-third of the nation's apple production.

Agriculture of a diversified nature is a large business in Washington. Our farmers lead the nation in the production of apples, hops, dry peas, cherries; second in asparagus, strawberries, green peas for processing, filberts, apricots, pears; third in grapes; fourth in prunes, spring wheat, mint; fifth in wheat and seventh in peaches.

The six ranking crops in order of value in dollars are: wheat, \$37,234,000; apples, \$74,936,000; milk, \$72,128,000; hay, \$35,970,000; eggs, \$33,331,000; and cattle and calves, \$25,985,000. The total value of farm production in 1945 was \$524,305,000.

Washington is one of the leading producers of vegetable seeds in the nation and Skagit County has the unique distinction of producing the major portion of the world's cabbage seed.

There are 81,000 farms in the State of Washington, the average size in eastern Washington about 350 acres; in western Washington under 50 acres.

The vastness and variety of fruit and vegetable production early led to tremendous development of the frozen food industry in this state so that by 1939 northwest packers supplied about 40% of the country's frozen foods.

LUMBERING—Forest resources, too, are a major factor in Washington's economy, and for 54 years lumbering has been the state's principal industry leading others from 1905 to 1937 in lumber production. It now ranks second to Oregon. The forest of Washington contains approximately 243 billion board feet of timber, with about 104 billion board feet in Douglas Fir, the remainder in hemlock, cedar, pine, spruce, etc. There are some 653 logging operations, 438 sawmills, 125 shingle mills, 19 pulp mills, 14 paper mills, 19 plywood plants.

The lumber industry normally employs about 125,000 people with a payroll of over \$1,000,000, or 60 per cent of the entire industrial payroll of the state. The material produced by these factories and workers is valued in excess of \$250,000,000 annually and is one-third of the entire revenue from all the industries of Washington State.

Washington is proud of the fact that it has produced more raw paper pulp, plywood and red cedar shingles than any other state in the Union; in 1938, for instance, 81 per cent of all United States shingle production was from this state. Pulp production in Washington in 1944 was 1,256,000 tons.

MINERALS—MINING—Minerals and mining has long been an important industry of Washington. More than three-quarters of a billion dollars in new wealth has come from the state's mines, pits and quarries. Production in 1943 alone was to a value of \$27,547,000. Important deposits of minerals are largely in the northern half of the state. Lead-zinc ore is mined in the northeastern part of the state; copper ore (also containing gold, silver and zinc) occurs extensively near Lake Chelan; there are also scattered deposits of iron in many forms. The Olympic Peninsula's deposits of manganese silicate are becoming increasingly important. The state's resources for making light metals is enormous. During the war, a large tonnage of magnesium was made from Stevens County dolomite. There is, apparently, an unlimited future source of magnesium in the approximately 40 square miles of dunite in the Twin Sisters Mountains of Skagit and Whatcom counties.

Coal is the greatest single mineral resource in point of available quantity and actual value. Clay, sand and gravel deposits are plentiful. Of increasing importance in the economic utilization of these resources in the years to come is the cheap and abundant electric power that is available in Washington.

DAIRYING—POULTRY—FURS—The Dairying Industry needs separate mention, for even from Territorial days the state has been recognized as an ideal dairy region. It is interesting to know that in 1860 when there were only 11,594 people in the Territory, there were already 9,660 milk cows. Today the cow number over 350,000; the dairy farmers over 64,000. Climate, rainfall, pasturage, soil and temperature all contribute to making this great dairy industry. These factors all combine to give an unusually high average of milk production per cow.

Special mention is also demanded for the poultry industry in which, before the war, the average annual chicken population was 7,006,000. This number is now even greater. Here again climate, the finest breeding stock, capable management and a wide market for poultry products are responsible for bringing this industry to its present importance.

In comparison with other agricultural products, the fur farming industry is relatively little known. Silver fox and mink are the leading breeds which are commercially raised, and as is well known, both of these varieties command premium prices among buyers. So famous have these Washington farm-grown breeds become that many of the fur farms of Washington produce breeding stock for shipment out-of-state exclusively. Seattle has now become the second fur market in the United States, second only to New York. This is, in large measure, due to Alaskan furs auctioned on the Seattle market.

HARBORS AND RIVERS—Two other great resources of the state are the deep-sea harbors and rivers which give Washington (a) world commerce—Seattle is known as "The Gateway to the Orient"; (b) super-abundant hydro-electric power.

Slips flying the flags of all nations are to be seen in the harbors of Puget Sound, Pacific Ocean and Columbia River ports. These ships discharge cargo from the states, the Orient and Europe and in return carry away our apples and other fruit, grain, lumber and fish. From the sea also comes the wealth of the tremendous fishing industry. Seattle is the home of the Alaska fishing fleet—but not for Alaska alone, but also the Straits of Juan de Fuca, Cape Flattery banks and Pacific Ocean. These are largely salmon and halibut—off southwestern Washington run the delectable tuna.

The large rivers of the state are a tremendous source of hydro-electric power, with Grand Coulee and Bonneville Dams, on the mighty Columbia River, known throughout the nation. Other dams and hydro-electric plants in various parts of the state supply power in great quantities at the lowest rates to homes, farms and industry. With these dams go huge reclamation projects—now fertile with farm and orchard and with another 2,000,000 acres of potentially rich, irrigable land in the Columbia River basin, the Koza project and other areas.

MANUFACTURING—From the resources of the state come, in large measure, her manufactured goods with a great new vista on the horizon in the light metals industry. Items of apparel from hats to shoes; freight cars, ships, trucks, to world-famed Boeing B-29s and Stratocruisers; canned and frozen food and fish—Seattle is the canned salmon center of the world; furniture to furnaces to glues all these and many more are products of the state. The 1939 value of Washington manufacture was \$636,649,809.00. This figure is now surpassed by scores of millions of dollars due to the growth of our aircraft, light metals and ship-building industries.

TOURIST ATTRACTION RESOURCES—Vacationists from the east and south always enjoy Washington and come back often. Mountain lakes, ocean surf, wide beaches—hunting, fishing and all sorts of outdoor sports from sea to ski level—these are travel lures for which Washington is famous. The Chambers of Commerce of the various cities in Washington will be happy to supply you with information as will railroads, steamship, bus and airlines. Famous for fine highways, these highways are ribbons of welcome to every part of the State of Washington.

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*For Health that
tastes good*

WASHINGTON
STATE **APPLES**

WASHINGTON STATE APPLE COMMISSION, WENATCHEE, WASH.

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