Big, soft-shelled, meaty almonds
California sends her finest to the feast

THANKSGIVING! the old-fashioned day of good things---the juicy bird, the pumpkin pie, the cranberries. And then, to round it all out, these full-meated Blue Diamond California Almonds ---the finest crop of almonds the world produces.

These big paper-shelled almonds come straight from the valleys of California. Their perfection is due to the advanced methods of growing used by the California Almond Growers' Exchange, the largest almond merchants in the world. Then too, the wonderful climate of the State of California is peculiarly adapted to producing these delicious nuts in their highest form of development.

Blue Diamond Almonds are a delightful delicacy whether you salt and brown the white meats yourself, as so many do-- or crack 'em in company in the old-fashioned way. You have tried chestnuts in your turkey dressing but have you ever tried California Almonds in that way? You will be surprised to find how savory and appetizing your Thanksgiving feast will be.

California Almond Growers' Exchange
San Francisco, California

BLUE DIAMOND
BRAND
Almonds
from the Valleys of California

To Our Friends The Retailers

The advertising campaign is now in full swing! If you are not well stocked, call upon your wholesaler at once. The buying power of the community is larger than ever. This year's demand will be heavier.

Remember that with Almonds—seeing is believing. Almonds well-displayed are half sold. Get them into the open—on your floor or in your window. Enter your window in the $3,000 prize contest. Window and store displays may be obtained from U. H. Dudley & Co., Selling Agents, New York, Boston, Philadelphia.