try "salting" these big fresh meaty California Almonds

One of the most appetizing ways to serve Blue Diamond California Almonds is to salt them yourself---then you can have them crisp and brown and buttery. Here is the recipe:

RECIPE—Pour boiling water over the fresh meats. Let them stand for ten minutes or until the skins can be easily stripped off. Dry the big, white, almond meats between the folds of a clean dish towel. Put them in a baking pan with a teaspoonful of melted butter and turn them over and over until they are well-coated. Then place them in the oven stirring occasionally so that they will brown evenly. A sprinkle of salt next, and sift them in a colander to dislodge superfluous salt or butter. Cool and keep in a dry place.

California Almonds are a delightful delicacy *any way* they are used—whether in cake or candy or to increase the savory relish of your turkey dressing. Be sure to say Blue Diamond California Almonds to your dealer.

California Almond Growers' Exchange
San Francisco, California

BLUE DIAMOND BRAND

Almonds

from the Valleys of California

To Our Friends the Retailers

Even if your jobber *has* reported "sold out" of Blue Diamond almonds, you can now get a new supply from him. Fresh shipments are arriving from the Coast to meet the demand caused by this big advertising campaign.

Get the full benefit of this advertising. Get the almond bags out in plain sight. Get them into the window, using the window display material that's in every bag. Larger displays can be obtained on request. Get details of $3000 prize window contest from U. H. Dudley & Co., Selling Agents, New York—Boston—Philadelphia.

Ask your dealer for new-crop California Almonds