

“**Gee!**—
*I'd like to live
 in California*”



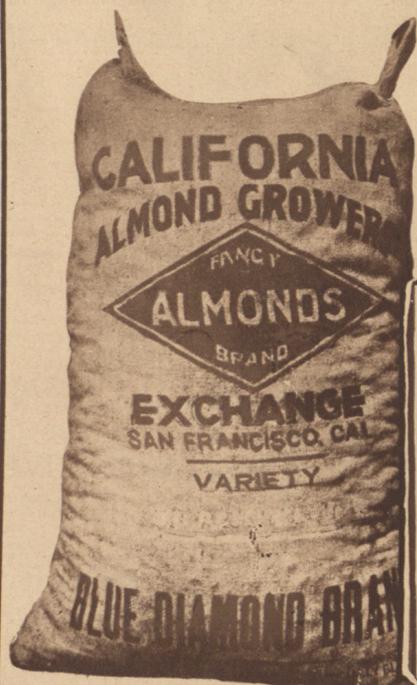
Crisp, Crunchy, Full-Meated Blue Diamond Almonds

Everyone can't live in California, but everyone can have California almonds right here at home. And never have California sunshine and skill produced almonds of finer quality than this year.

Blue Diamond almonds are so handy as a table delicacy or for sociable cracking by the fireside. Or you can blanch them and salt the white meats yourself—home-salted almonds keep all their appetizing goodness.

Not only for the holidays, but all through the winter, Blue Diamond almonds can be depended on for freshness, flavor and nutrition. They are grown, inspected and shipped by the California Almond Growers' Exchange, the largest handlers of almonds in the world. Ask your dealer for fresh-crop Blue Diamond California almonds and you will be sure to get the genuine, full-meated, paper-shelled kind.

California Almond Growers' Exchange
 San Francisco, California



To Our Friends
 the Retailers:

Our advertising campaign is creating an extraordinary holiday demand for California Almonds. Order from your jobber so that you will be sure to have an abundant supply on hand. Remember, a bag of almonds out in front is worth two behind the counter. Display almonds. Best of all, use the window material that's in every bag. Send for the additional big display, too, and compete for the \$3000 in window prizes. Ask U. H. Dudley & Co., Selling Agents, New York—Boston—Philadelphia.

BLUE DIAMOND BRAND

Almonds

from the Valleys of California

ANY TIME IS ALMOND-TIME