Big paper shelled almonds for Christmas

Christmas and children and almonds all "go well together". Children love almonds, and these genuine California Almonds are good for the children. Their paper-thin shells are crowded full of tender, nutritious almond meat. Here is one Christmas goody that won't bring regrets.

Besides just plain "cracking and eating," Blue Diamond Almonds serve many other Christmas purposes. They're delicious in cakes or on cakes, and in fudge or other candy. They have a superb flavor when blanched and home-salted. And when chopped and blended with your turkey dressing, they will give it a new and appetizing relish it never had before. Be careful to get Blue Diamond California Almonds---grown and marketed by the California Almond Growers' Exchange, the largest handlers of almonds in the world. 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

As a result of our intensive advertising, the demand for California Almonds will reach its height during the next ten days. We are making every effort to meet the requirements of this section, so that you will be able to get additional fresh stocks. Order from your jobber. Our advertising is your advertising. Tie up to it! Keep Blue Diamond Almonds out where they can be seen---on the counter or on the open floor. Better still---in the window. Display material in every bag, and more elaborate window trims on request. Ask about the $3000 in window prizes. Inquire of U. H. Dudley & Co., Selling Agents, New York, Boston and Philadelphia.