



Just Arrived!
New-crop California
Almonds

To our friends the retailers

California Almonds were never of finer quality than this year. We want the public—your customers—to know about them—for if once they appreciate the superiority of Blue Diamond California Almonds, they will never be satisfied with anything else.

And so we have launched a nation-wide advertising campaign on California Almonds. There are full page advertisements in such papers as the Saturday Evening Post, Literary Digest and Ladies' Home Journal. Here in New York we are running great full page ads. every Sunday right up to Christmas. There is going to be an extraordinary demand for holiday almonds. If you have not ordered abundant supplies you will want to get in touch with your jobber at once. And remember almonds on display sell many times quicker than almonds not displayed. Keep them on the counter—not under the counter. Better yet, put in a window display of Blue Diamond California Almonds—get the full benefit of this big advertising campaign and compete for the \$3,000 window display prizes. (see below)



California Almond Growers' Exchange
 San Francisco, California

Almonds

from the Valleys of California



**Window Display
 Material**

Window Display Material is enclosed in every bag of Blue Diamond California Almonds. In addition, we have prepared a limited quantity of larger and more elaborate pieces for decorating your window. These will be distributed free as long as they last. Send for these and details of window display contest to U. H. Dudley & Company, Selling Agents, New York, Boston, Philadelphia.

Ask your dealer for new-crop California almonds