

4721

CALIFORNIA
RAISIN DAY



APRIL THIRTIETH

EAT
CALIFORNIA
RAISINS

About California Raisin Day

April Thirtieth

In Bible times, the children of Israel knew they had reached the Promised Land when two of their number returned to the camp in the wilderness bearing between them an enormous cluster of grapes.

California is the modern Promised Land, with smiling vineyards laden with the grapes that the children of Israel loved so well. And the warmth of California's sun kisses those clusters and transforms them into the delicious, nutritious, toothsome raisin, Nature's own product.

If you have not tasted of the California raisin, you have yet to taste of one of the greatest joys the Golden State has to offer the world. If you don't eat raisins every day, at every meal, you are being deprived of the privilege of partaking of what Elbert Hubbard declares is "the finest fruit that grows."

Eat California Raisins Today

and three hundred and sixty-four other days in the year. Fresno, Queen of the Raisin Belt, in the great San Joaquin Valley, celebrates Raisin Day today. Maybe you can't be with us, but you can celebrate just the same.

California Raisin Specialties

Boiled Salmon Steak, California Raisin Butter
50 cents

Boiled Ham, California Raisin Sauce
50 cents

Omelet with California Raisins
45 cents

California Raisin Fritters Sabayon
25 cents

Rice Custard Pudding with California Raisins
15 cents

California Raisin Pie
10 cents

Neapolitan Ice Cream, California Raisin Cake
25 cents

California Raisin Bread
10 cents

California Raisin Gems
10 cents



THE
DISTINCTIVE
CALIFORNIA
LINE

051-685