

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