



The Calavo Growers have a complete, 28-page recipe book for you, beautifully illustrated in color...new ideas...menu magic. Send today for your *free* copy of the CALAVO-CADE OF RECIPES. Address: Calavo Growers, Dept. 25, 4803 Everett Ave., Los Angeles, Calif.

CALAVO

REG. U. S. PAT. OFF.

Aristocrat of Avocados

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Modernize Your Menus . . . Streamline Your Salads

● Smooth, melting goodness...deliciously different. Mellow flavor that's refreshingly new...that unites in endless combinations with other foods, in recipes that relieve routine menus. Smart in their simplicity... colorful, original, easy to prepare.

These are a few of the revelations you will find in Calavo to help you Modernize your Menus, Streamline your Salads.

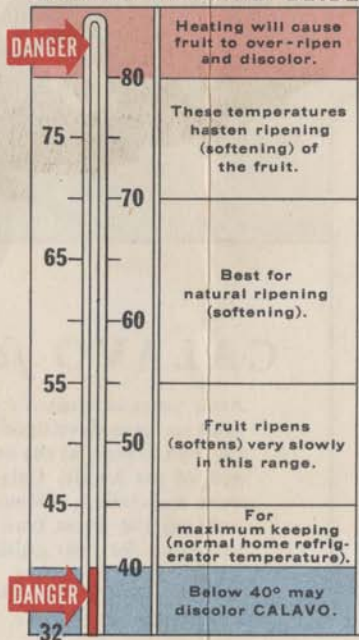
These superior avocados are laboratory tested, by sample, for full maturity—your assurance of grove-fresh goodness and plus nutritive values. Calavo contains all of the vitamins - A, B, C, D, E and G. It is rich in minerals and protein, wholesomely alkaline, with no starch and little sugar...easily digested, too. Its caloric content is about one-third that of butter or mayonnaise.

Ready to Serve...

A Calavo is table-ripe and ready to serve when it is mellow and "butter-soft"...when it yields readily to gentle pressure between the palms of the hands. Buy when firm, several at a time, and ripen them in your kitchen, following the simple directions in the Calavo Ripening Guide.

A partially used Calavo may be covered with waxed paper or sprinkled with citrus or pineapple juice to prevent darkening. If darkening should occur, small discolored parts may be cut away.

CALAVO RIPENING GUIDE



CALAVO HOSTESS HINTS

● For smart luncheons, buffets, cocktail parties, or before dinner, there is nothing like Calavo to enhance the taste-appeal of a beautiful tray of hors d'oeuvres. *Simply use a spread of softened, sieved Calavo which has been sharpened with a little lemon juice, paprika, salt—and perhaps a touch of onion salt and tabasco.*

● Since Calavo avocados contain a greater abundance of nutritional values than any other fresh

fruit, they are ideal for adding extra energy and fresh interest to youngsters' diets—especially school lunches...try sliced-Calavo sandwiches seasoned with salt and garnished with lettuce. Calavo on toast is a treat for breakfast or after-theater snack.

● Start off luncheon or dinner with a delightful Calavo Cocktail—diced Calavo with chopped celery, seafood or citrus fruit. The flavor of any of these combinations is heightened by a thin, sharp (French type) dressing.

● With dozens of uses, there is always a place for Calavo on your shopping list. Serve Calavo for its delicate, tropical flavor... its diversified food values... its easy digestibility... its convenient use in any course of any menu, from cocktail to dessert.

IT MUST BE stamped CALAVO TO BE A CALAVO



THE TROPICAL—Calavo Citrus Salad . . . Halve Calavo crosswise and remove seed. Slice rings of desired thickness from each half, and peel. Sprinkle with lemon juice and salt. Arrange rings on plate dressed with water cress. Make a swirl in each Calavo ring with segments of oranges or grapefruit . . . French dressing, too, if you like.



THE FESTIVE—Calavo Tomato Salad . . . Cut Calavo crosswise into half-circles and peel. Cut one large, firm tomato into quarters. Cut almost through and open like a flower. Alternate Calavo half-circles in arch fashion with tomato sections. Place on bed of lettuce. Add a piquant French dressing. Or sprinkle with lemon juice and salt.

Praise-Winning
CALAVO
Salads



THE NEPTUNE—Calavo Seafood Salad . . . Fill seed cavity of a peeled Calavo half-shell with blend of lobster, celery and cocktail sauce. Or you might try crab, shrimp, tuna, salmon or other seafoods. Garnish with watercress and romaine. Here is a gay luncheon entree.



THE REGAL—Calavo Cocktail-Salad . . . Slice off both ends of Calavo. Force seed through bottom end and peel. You now have the kingly Calavo Crown. Stand it upright and fill hollow with your favorite combination . . . diced vegetables, melon, fruits, fowl or seafood, also Calavo diced from ends. Let your imagination invent or your supplies suggest.

A photograph of a halved Calavo avocado. The avocado is cut lengthwise, showing its smooth, light green flesh and a dark, hollowed-out center. The word "CALAVO" is printed in white, bold, capital letters on the dark skin of the avocado. The avocado is placed on a bed of fresh, green lettuce leaves. To the right of the avocado, there is a small wedge of a bright yellow lemon. The background is a dark, textured surface.

The classic
CALAVO HALF-SHELL

America's smartest salad . . . and simplest to serve. Cut softened Calavo into lengthwise halves, remove seed with point of knife, and place each half on bed of lettuce or salad greens. Serve with wedge of lemon and salt. Eaten with a spoon. Many find a thin, sharp French dressing a savory complement to the smooth, tropical flavor of the Calavo.

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CALAVO for your protection

After years of scientific testing and importation, California growers have developed a few superb varieties of the tropical fruit known as the avocado, or alligator pear – once rare gem of the jungle. Calavo is the trademark of the growers' own association, Calavo Growers of California, stamped only on the finest fruit of the best 14 of the 99 avocado varieties – for your guidance and protection.

Remember when buying avocados – appearance is no guide to flavor. For your protection demand the expertly selected fruit stamped CALAVO.