

SUZY KOPF



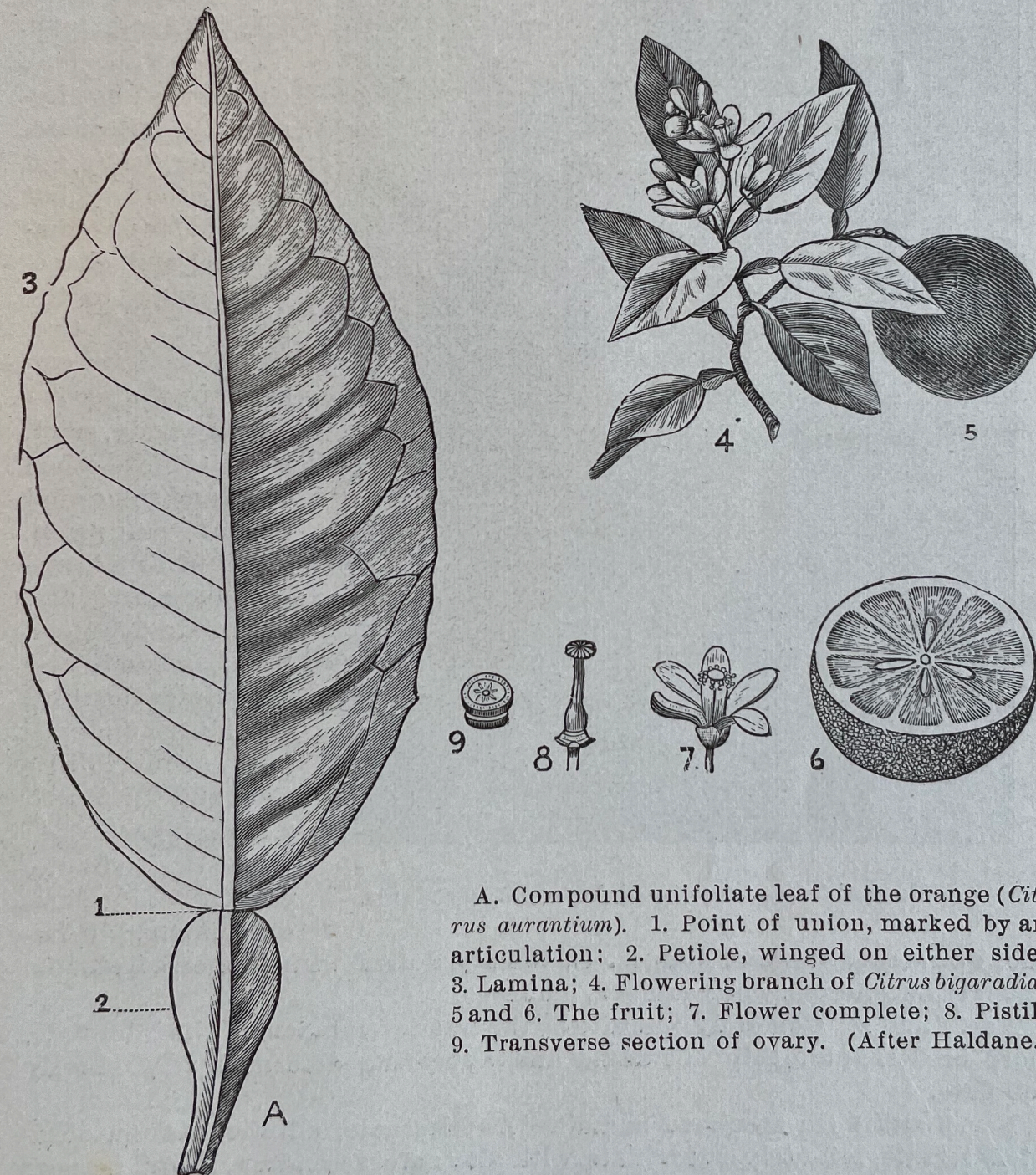
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THE ORANGE.

THE SWEET ORANGE.

Citrus aurantium dulces, Linn.

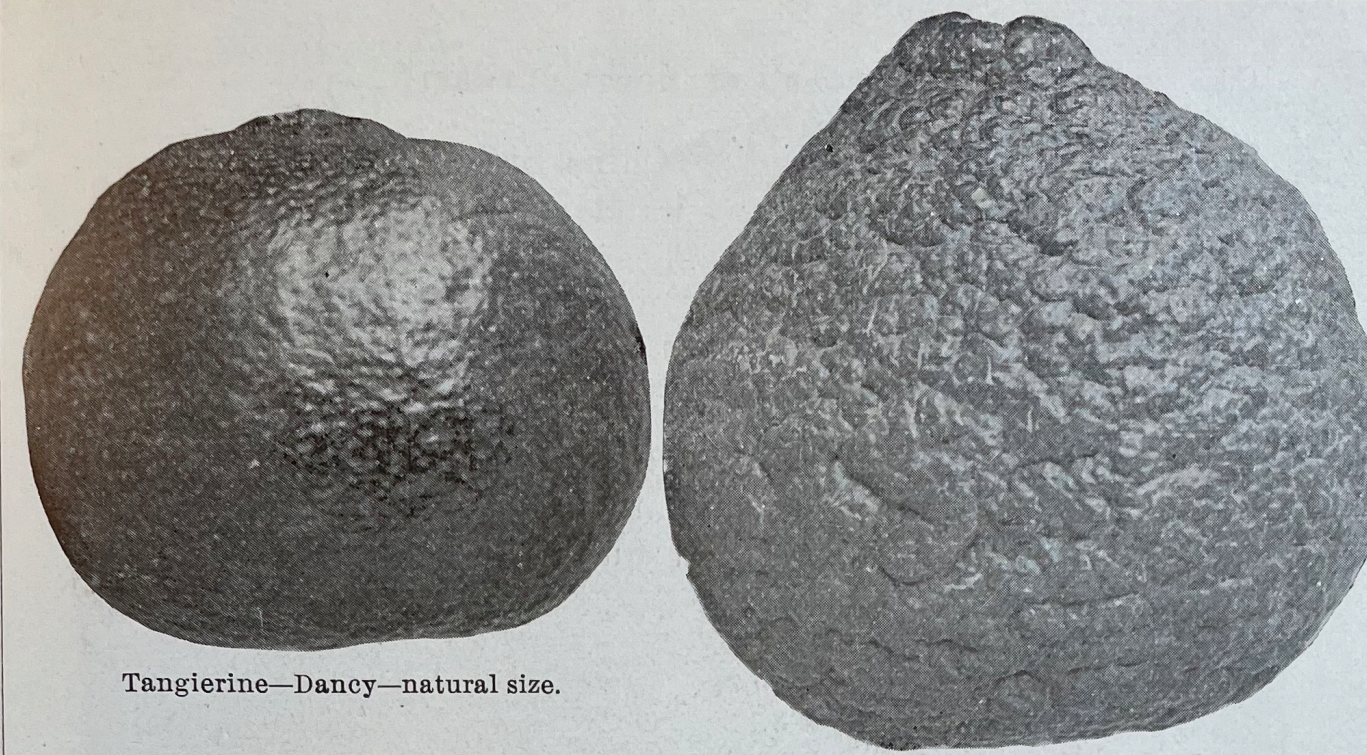
The sweet orange belongs to the natural order *Aurantiacæ*, and the origin of the different members of this citrus family



A. Compound unifoliate leaf of the orange (*Citrus aurantium*). 1. Point of union, marked by an articulation; 2. Petiole, winged on either side; 3. Lamina; 4. Flowering branch of *Citrus bigaradia*; 5 and 6. The fruit; 7. Flower complete; 8. Pistil; 9. Transverse section of ovary. (After Haldane.)

is extremely doubtful, having been cultivated from a remote period of antiquity, but is supposed to belong originally to China and India.

4c



Tangierine—Dancy—natural size.

Mandarin—King—natural size.



Mandarin—Kinneloa—natural size.



Stevens—natural size.

Willow-Leaf Mandarin—natural size.

VARIETIES OF THE "CITRUS AURANTIUM NOBILIS."

5c

65

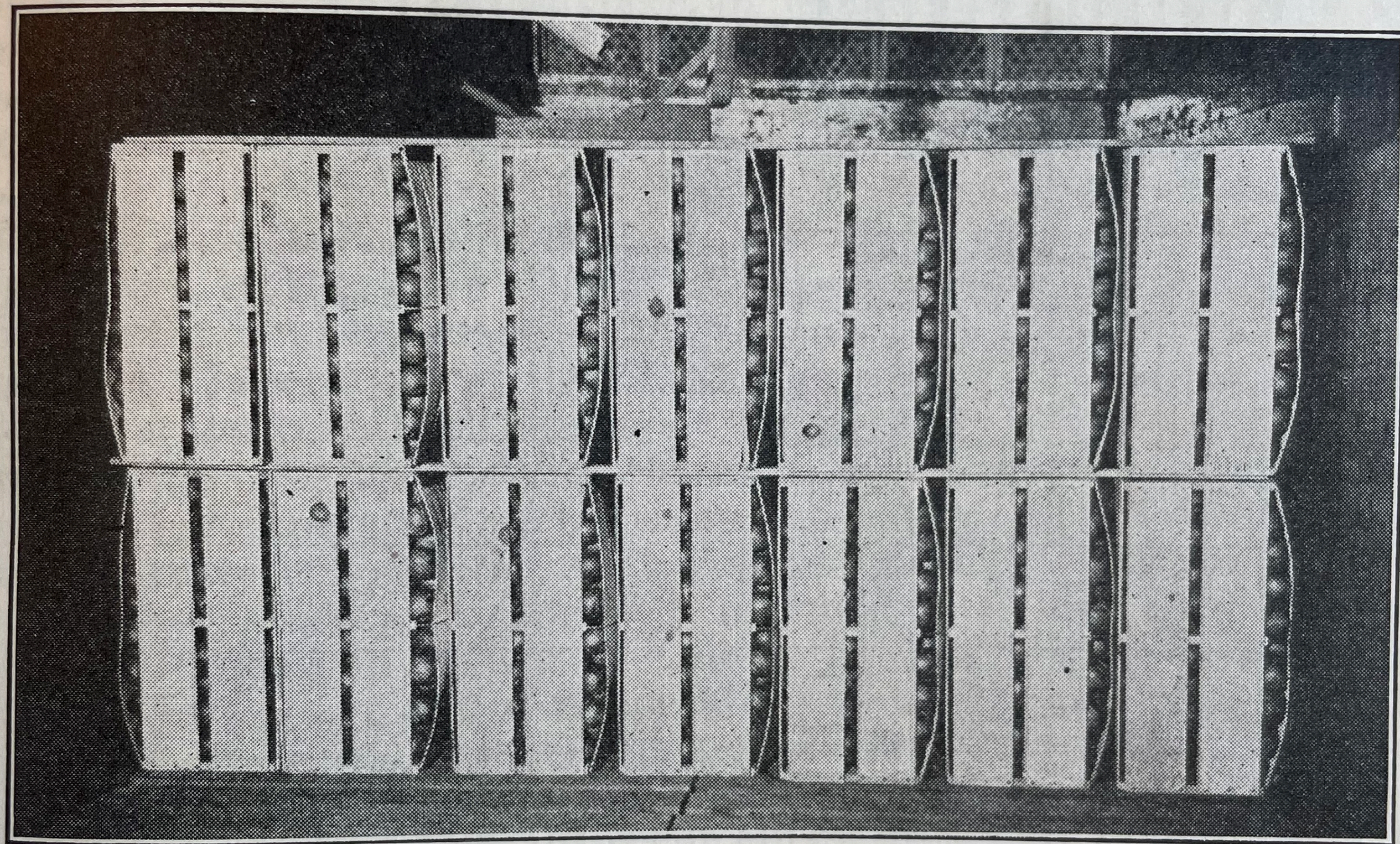
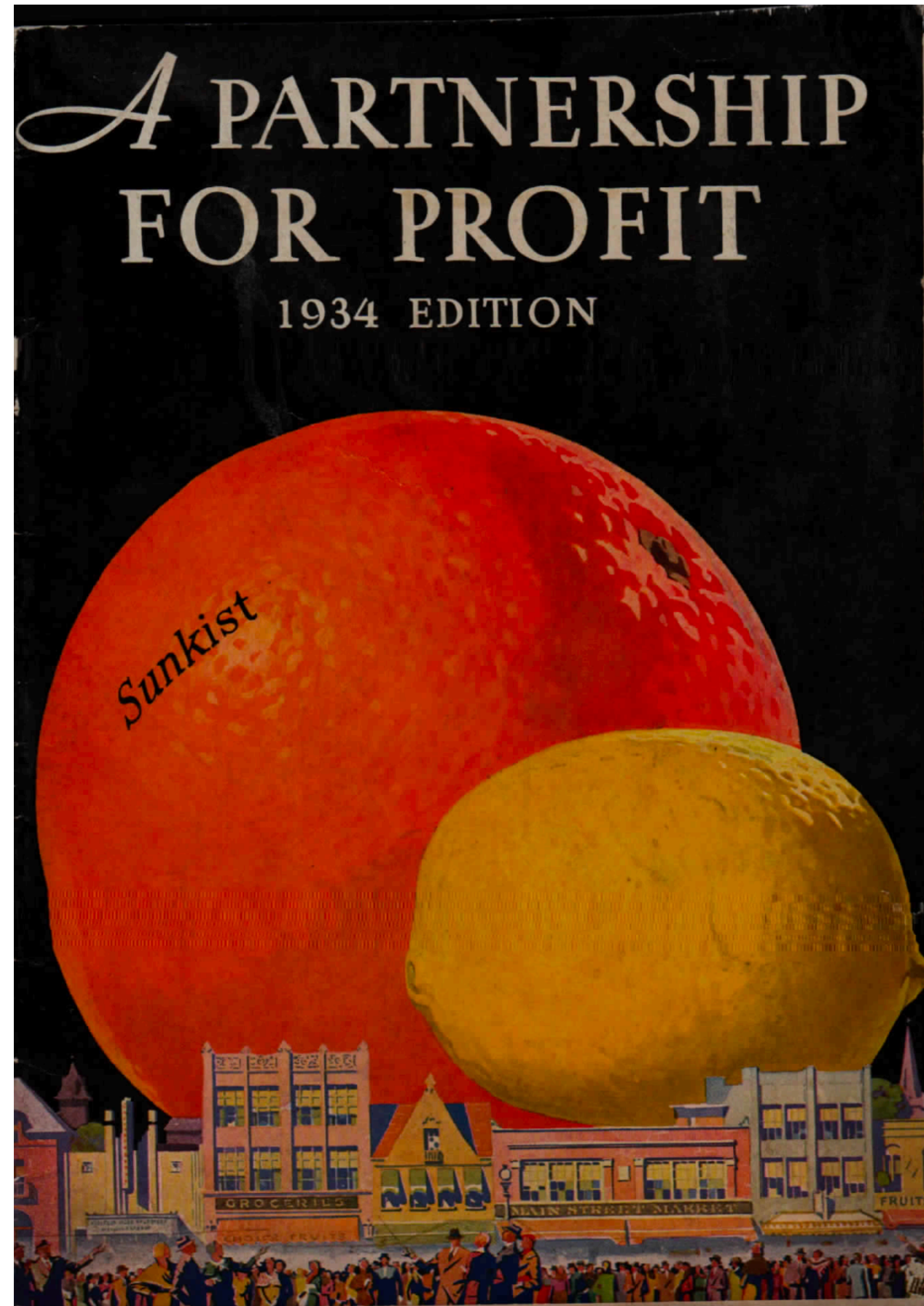


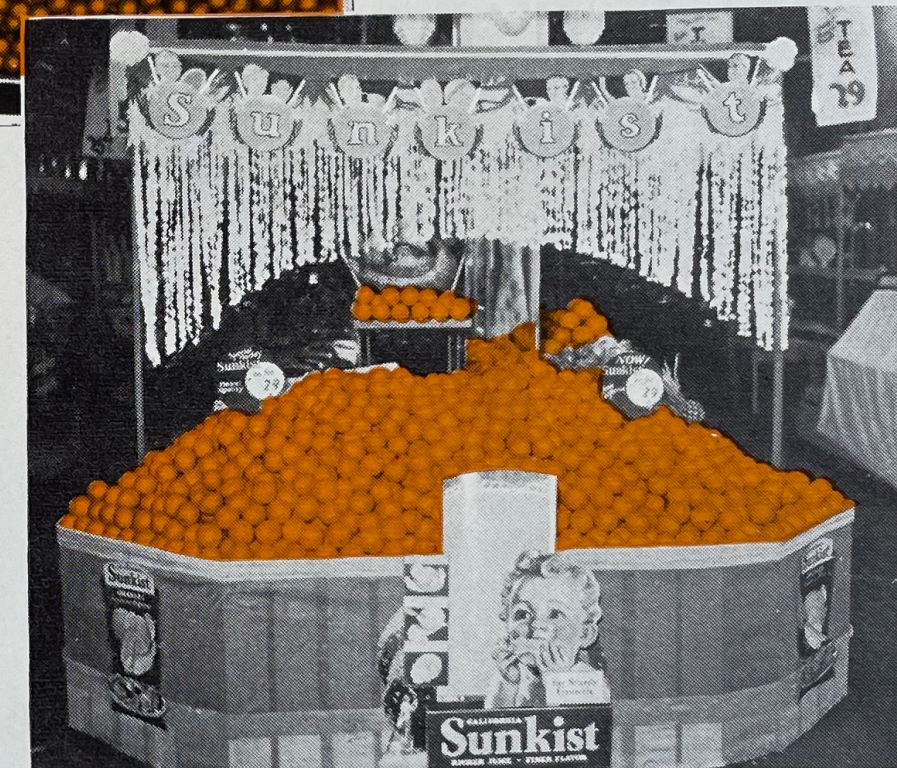
FIGURE 15.—Cross section of orange load showing the improved method of placing boxes in the car; i. e., with bulge side of boxes against either side wall.



FIGURE 2.—An orange load at doorway, illustrating the "solid load."



(At left) Up in Winnipeg, Canada, the Portage Fruit Home knows that mass displays of Sunkist Oranges sell fruit. In 2 days this display sold 28 boxes, compared with usual sales of 8 boxes for the same period. The sketch below shows how a window like this can be made quickly and with a relatively small amount of fruit. Note the 4-dozen for 95¢ price — a 5¢ saving over the 25¢ a dozen price.



(Below) Although this display of the Grand Union Store, Wilkes Barre, Pa., seems to call for an immense quantity of fruit, only 15 boxes of 150 size Sunkist Oranges were used, due to using a false bottom of empty orange boxes. Sales were 65 boxes in one week, about double average business.

29¢, 37¢, 43¢, etc., are usually more effective than the figures just above or below them. Be sure, however, that the total price you receive for your box of fruit checks out to give you a full 33 1/3% on its cost.

3. Bigger units. Price oranges in 2 and 3 dozen lots, even boxes and half boxes. You can also quote in smaller quantities, if necessary, but by giving a little inducement you can often sell 2 and 3 dozen lots to a customer who only intended to buy a dozen. Lemons should be priced at least by the dozen. Remind the shoppers of Sunkist Lemons' many uses and they are easy to sell in quantity.

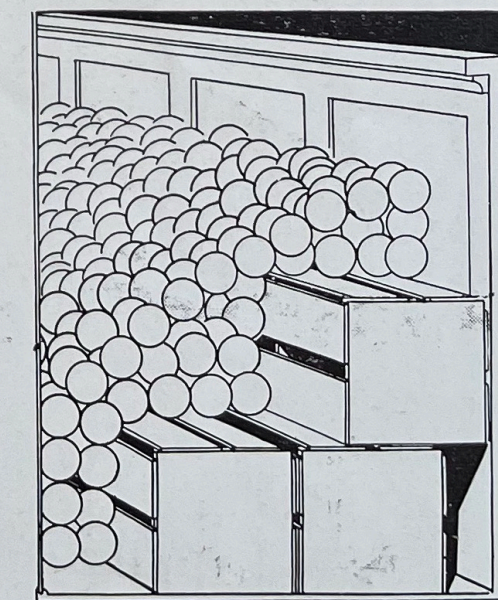
4. Combination offers. Price oranges and lemons together. This is a splendid way of increasing the sale of both fruits. An offer of 2 dozen medium or small size oranges and a dozen lemons at one price has proved a winner wherever it has been used. It gets practically every orange customer to buy lemons and vice versa, and the appeal of the offer sells a lot of the combination to shoppers who hadn't thought of buying either.

5. Related selling and display. This means the sale and display of items which are used together. A popular offer, used by many merchants is a dozen lemons and a half pound of tea—one seems to call for the other. A display of lemons on the meat and fish counter, with

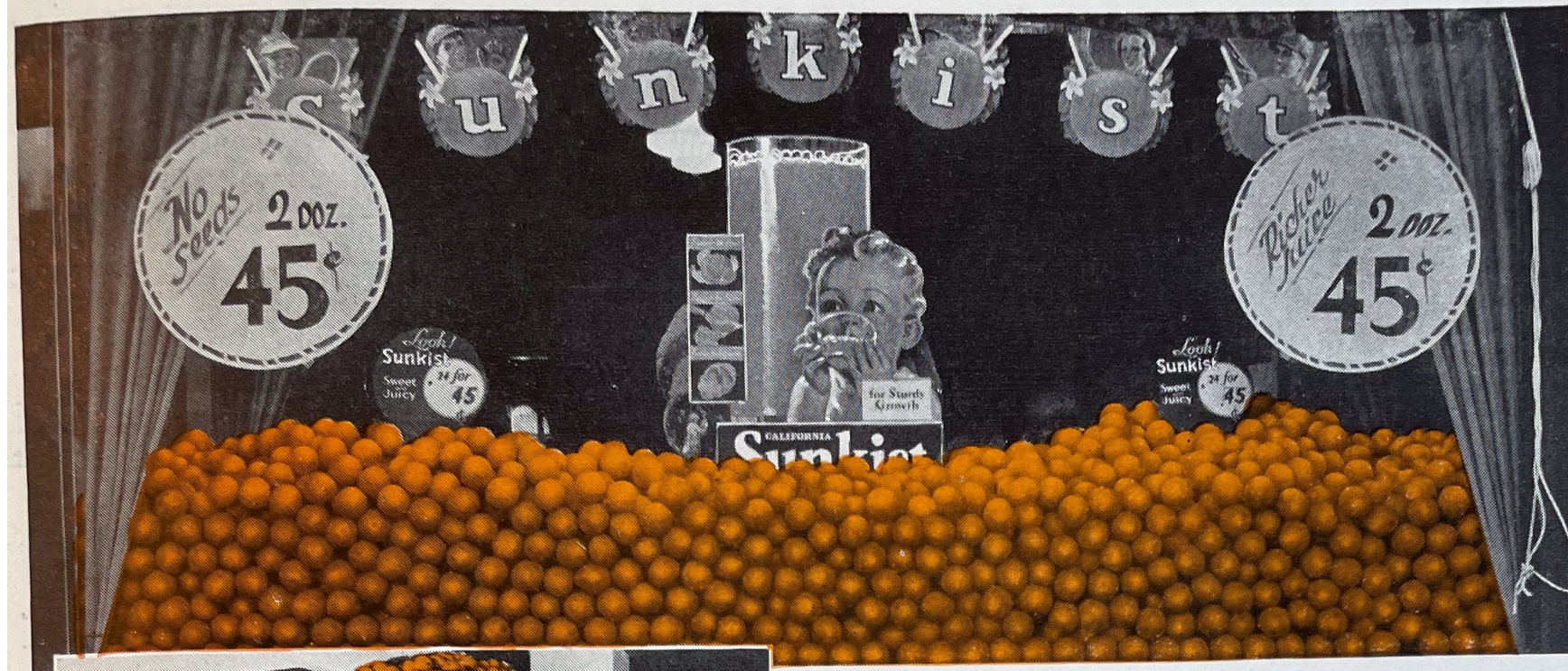
HOW TO PUT IN A BULK WINDOW DISPLAY

There is no display quite as effective as a bulk or mass of fruit, and this illustration shows you how to get this effect with a relatively small amount of fruit.

Use the empty orange boxes to form a false bottom in the window or island display, and place the oranges in just hit or miss. Then, place your price flyers and you've got a sale. Try it. Simple displays like this have increased business 100 to 300% for dealers everywhere.



Sectional View of Window Display



(Above) One of the best examples of a bulk window, this display by the E. H. Adkins Grocery, Toledo, Ohio, featured and sold 10 boxes in four days—a 100% increase over normal. Piling the fruit a little higher on the ends drew attention to the Sunkist display piece, and pricing 2 dozen at 45¢ increased the unit sale.



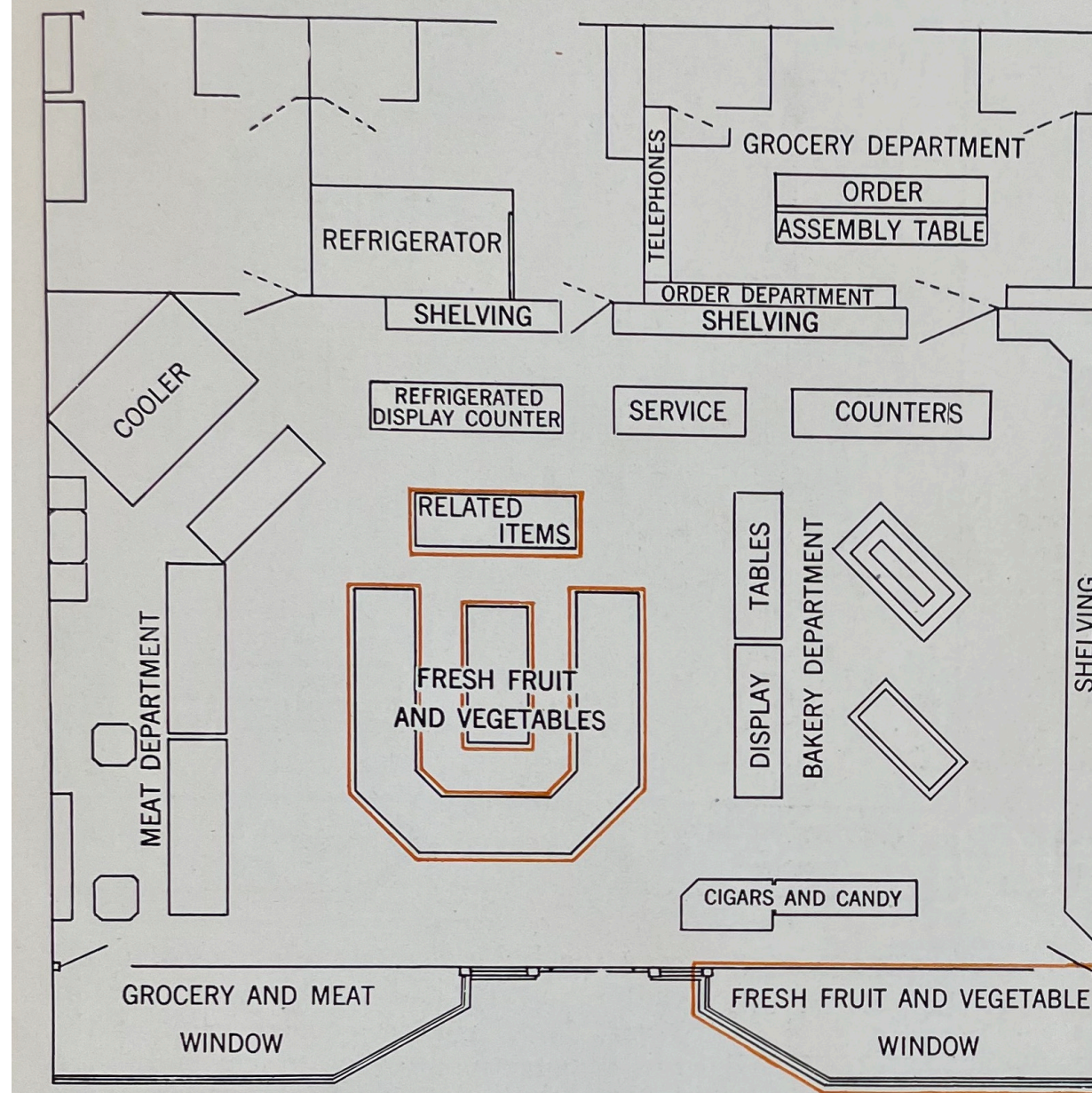
(Above) 50 boxes of oranges were sold during a ten-day one-cent Sunkist sale by Kroger's 806 Hudson St., Oklahoma City store. This powerful display, which featured the sale, makes a tremendous bargain appeal, and is easy to make. Simply stand the empty orange boxes on end inside the wire netting circle, put a second and a third tier in place, and pile the oranges in place. It's a sure business builder.

In arranging for a Sunkist sale always place a mass selling display away from the regular fresh fruit display, and in addition to the window display. This special selling display emphasizes the importance of the event, and adds the "bargain" appeal of a mass of fresh fruit, bought especially for the sale. The display above is an excellent example to follow, and the results prove that it is worth while.

(Below) Ordinarily the Lincoln Food Market, Chicago, sold 2 to 3 boxes of lemons per week. This fine mid-winter window, suggesting the use of hot lemonade for colds increased sales to 10 boxes in eleven days.



Plan No. 3—For a Store 50 Feet Wide by 50 Feet Deep

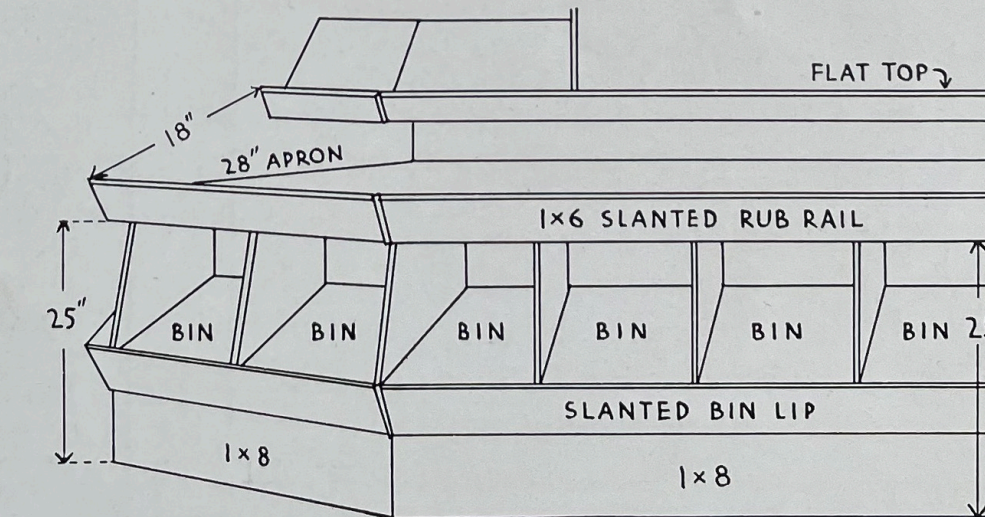
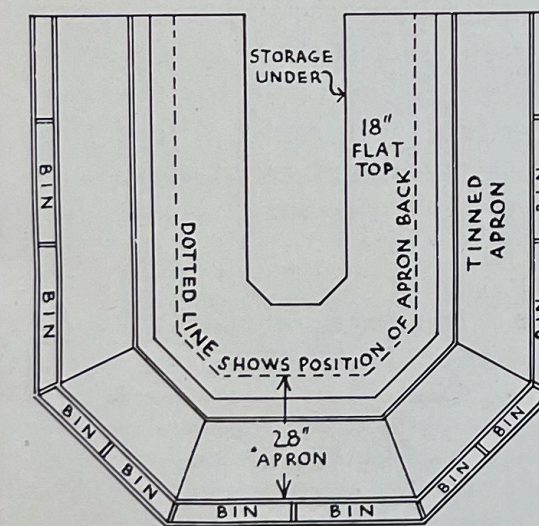


THIS layout can be used advantageously for either service or self-service store, with slight alterations. Here again the drawing power of the fresh fruit and vegetable department is used in the permanent display space in the left hand window and the interior selling display just inside the door.

The wide windows present an opportunity to stop the passerby with attractive displays and well-merchandise offers. A glance through the door reveals an unusually attractive array of fresh fruits and vegetables arranged with open bins and counter display. After making her purchases at this department, interesting island displays attract the customer's attention and the well-arranged aisles lead her through the store.

(Below) DETAIL "C"—ISLAND DISPLAY HEADER USED IN ABOVE PLAN

This attractive display houses a maximum quantity of merchandise, all displayed where the customer can see and inspect it. It is not expensive to build and lends itself to unusually attractive trims and efficient selling.



How to Buy Oranges and Lemons

A REPUTATION for selling only the best quality and freshest of fresh fruits and vegetables is the most valuable asset your store can have. These are items which attract the shoppers, and the store which gets their trade can count on a satisfactory total store volume.

Sunkist Oranges and Lemons are recognized by the public as the highest standard of value in fresh fruits. You can always depend upon them for uniform grading and packing as to size, color and quality in each box. As your customers buy largely for quality, watch the market and buy the sizes of Sunkist fruit which are most abundant and therefore lowest in price. Push these sizes as they offer you the greatest volume and profit and your customers the greatest value. Your jobber will gladly keep you informed as to the sizes that are the best buy.

Keep at least three sizes of oranges on hand. Feature the most abundant size in your displays, and price in quantities. Two sizes of lemons are usually sufficient.

Make it a point to buy fresh stocks of oranges and lemons each week. This insures a new and inviting stock of fruit always on hand, saves costly spoilage and shrinkage, and enables you to take advantage of changing prices.

Always have enough Sunkist fruit on hand to make an impressive display. There is nothing more attractive in the store than this colorful fruit, and it has been proved times without number that the more Sunkist Oranges and Lemons you display, the more you sell. Experiment with your displays, build up your volume and make your store known as "The Sunkist Store" in your neighborhood. It will mean new profits for you.

GET THESE HELPFUL CHARTS FREE

If you haven't these Sunkist Size and Price charts, write direct to Sunkist. They will save you time and money.

1. The pricing chart, or Sunkist Ready Reckoner, enables you to quickly determine the cost and proper selling price per dozen for any size of oranges and lemons. This Price Chart's Mark-up is based on 25% of the Selling Price which is 33 1/3% on your cost.

2. The Size Chart (see illustration below) shows by actual photographic reproduction the exact sizes of Sunkist Oranges and Lemons packed for the retail trade. It is a great help in determining the different sizes of citrus fruits. Ask for these free charts.













PACKING

The Story of Citrus

There seems to be a little something of sentiment in connection with owning a citrus orchard. During the last few years the orange grower, like all other agriculturists, has made little money, yet he still clings to his holdings. There is something surpassingly beautiful in an ever green orange grove showing at the same time both the ripened fruit and creamy blossoms of next year's crop.

Orange County has more than 65,000 acres of oranges. What is more, they are the "Valencia" type, a juicy summer orange. It has the peculiar quality of ripening early in May, and is left hanging on the tree and marketed as needed until late fall.

Orange County has 7,000 acres in lemons. Lemons have proven a profitable crop whenever profits have been found anywhere in the agricultural line.

Inquiries come very often as to cost of citrus groves, vacant land, cost of production, etc. Lack of space forbids going into detail, but a letter of inquiry will bring the desired information.

Although citrus growing requires specialized knowledge, this need not deter the purchaser with sufficient funds to clear his grove. Services of the Orange County Agricultural Department and of the Farm Advisor are free. In addition there are farm laboratories where specialists in citrus will advise us to every step needed, at a nominal cost. There are orchard care firms and individuals who attend to every detail of the cultural work.

THE CITRUS PACKING HOUSES

If the packing of oranges and lemons be classed as an industry, it represents by far the greatest investment of capital and amount of pay roll expended in the county, with the possible exception of the oil industry. There are approximately 40 citrus packing houses in Orange County. These houses attend to the picking, packing, and marketing of fruit. They are owned by the growers.

The Story of Irrigation

Few people realize that without irrigation, Southern California even near the coast would be semi-desert. True, there are occasional winter rains, but the long summers are dry and sunny.

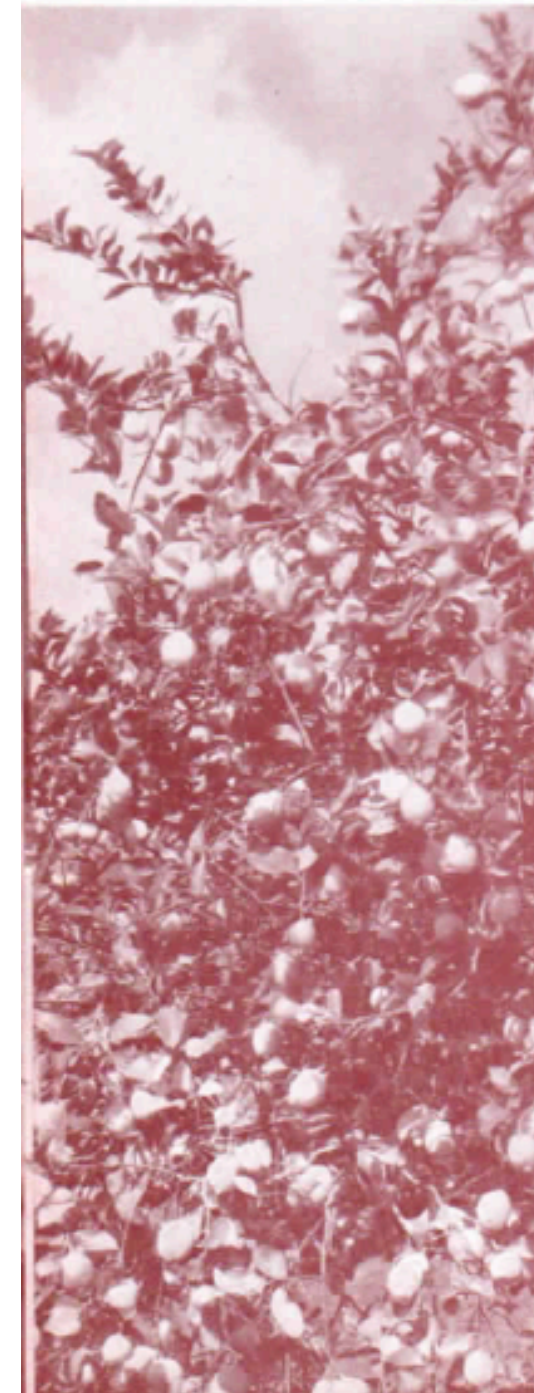
This condition gave birth to irrigation systems and in Orange County this practice of applying water is particularly well advanced.

The various water companies of the county almost without exception are mutually owned. This means that the land owners own the water systems and the water is furnished at cost.

The Federal Government recently has appropriated \$13,000,000, to which the County added \$2,500,000, with which to build a flood control and water conservation system covering the entire county. The program providing for eight dams, the largest of which is Prado Dam, will control Santa Ana River floods. Thus is Orange County taking care of her water needs.

There are approximately 389,000 acres under cultivation in Orange County; slightly more than half of this is under irrigation, the remainder being classed as dry farming.

LEMONS



PICKING



ORANGES

ORLANDO FLORIDA

ORLANDO FLORIDA



on beautiful Lake Eustis

EUSTIS Florida

EUSTIS Florida

sportsman's paradise



THE "FRIENDLY CITY" WELCOMES YOU . . .



The **BEST THINGS** in LIFE
— ARE FREE —
— IN THE —

REDLAND
DISTRICT

SOUTH OF MIAMI FLORIDA
THE AMERICAN TROPICS

THE HEALTH OF
YEAR ROUND SUNSHINE
· FRIENDLY PEOPLE ·
· THE BEAUTY OF THE OCEAN ·
THE BOUNTIFUL OPPORTUNITY OF THE
RICH EARTH

— THE UNIQUE —
AGRICULTURAL SECTION
· FAMED REDLAND CITRUS FRUIT ·
BEAUTIFUL GROVES · RURAL HOMES
· RARE TROPICAL FLORA ·
GREAT PLANTINGS OF WINTER VEGETABLES
IN THE
SOUTH ALLAPATTAH GARDENS

HOMESTEAD · FLORIDA
GATEWAY TO
**THE FLORIDA KEYS AND THE
EVERGLADES NATIONAL PARK**

O R A N G E C O U N T Y



Oranges



Oranges

"Orange County" means just that!... 58,000 acres of bearing orange trees... always green... navels in wintertime, valencias in summertime... and one of the sources of Orange County's great wealth.

Avocados

MORE than one hundred varieties of the avocado (alligator pear) are grown in Orange County... and the development of this aristocrat of the fruit family is in its primary stage... the avocado has a food value equal to prime sirloin.



Imperial Valley

Valencia Oranges



Grapefruit trees blossom in February and March and mature their fruit the following October. It can remain on the trees without injury either to fruit or trees until the owner desires to market, in many instances as late as March and April.



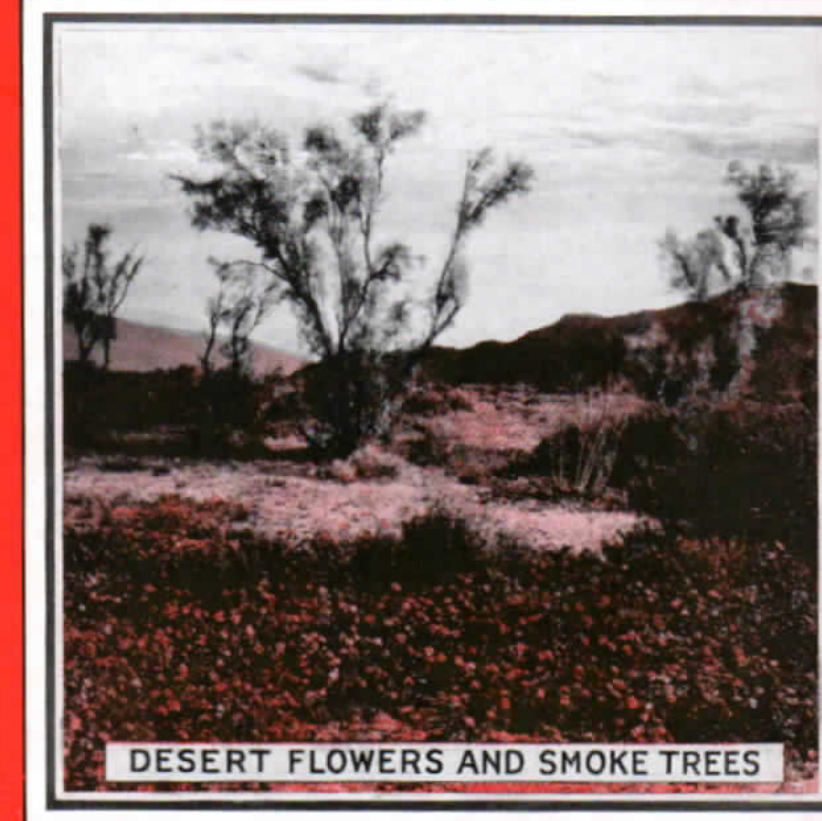
CITRUS production in Imperial County includes grapefruit, mandarins, tangerines, Valencia oranges, lemons and limes. General fertility of the soil, sunshine, absence of dangerous frosts, absence of tree and fruit diseases and insect pests, assurance of irrigation water, markets easily accessible, are all reasons for a highly profitable citriculture here.





RIVERSIDE
COUNTY

RIVERSIDE
COUNTY



DESERT FLOWERS AND SMOKE TREES



FIRST MONUMENT TO WORLD PEACE

RIVERSIDE COUNTY CHAMBER OF COMMERCE
RIVERSIDE, CAL.

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RIVERSIDE, CAL.

Winter Haven
The City of 100 Lakes
Citrus Capital
of Florida

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