

# Basic Detail Report

---



## Citrus Crate Label

### Date

c. 1945

### Medium

Lithographic print

### Description

This object is a crate label for Silver Moon brand lemons.

The label indicates that these oranges were grown and

packed by the San Fernando Heights Lemon Association in San Fernando, California and distributed by Sunkist Growers, Inc. Along with other crops such as celery and lima beans, citrus groves began sprouting up all around Orange County in the late 19th century, leading to a boom in the citrus industry and earning the county an international reputation as a land of abundance. Following this theme, brands of citrus were given names that evoked wealth, prosperity, and romance. Combined with label design such as this depiction of a lush, moonlit landscape, the final result made the produce seem more luxurious and desirable to consumers.

### Dimensions

8 3/4 × 12 1/2 in. (22.2 × 31.8 cm)