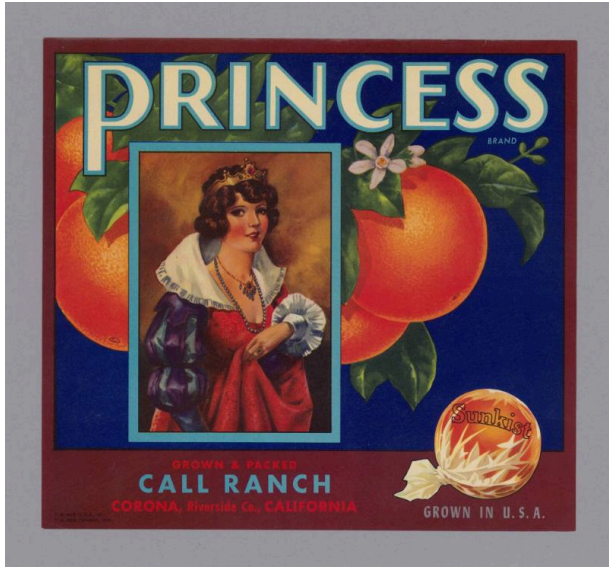


# Basic Detail Report

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## Citrus Crate Label

### Date

1940s

### Medium

Paper and ink

### Description

This object is a crate label for Princess Brand oranges. The label indicates that these oranges were grown and packed by Call Ranch in Corona, California and distributed by Sunkist Growers, Inc. Along with other crops such as celery and lima beans, citrus groves began sprouting up

all around Southern California in the late 19th century, leading to a boom in the citrus industry and earning the region 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 royalty, the final result made the produce seem more luxurious and desirable to consumers.

### Dimensions

10 × 11 in. (25.4 × 27.9 cm)