

Basic Detail Report



Citrus Crate Label

Date

c. 1927

Medium

Paper and ink

Description

This object is a crate label for Scepter Brand valencia oranges. The label indicates that these oranges were grown and packed by The Santiago Orange Growers Association in Orange, 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 royalty, the final result made the produce seem more luxurious and desirable to consumers.

Dimensions

10 × 11 in. (25.4 × 27.9 cm)