

Basic Detail Report



Citrus Crate Label

Date

1930-1950

Medium

Lithographic print

Description

This object is a crate label for Aristocrat Brand lemons.

The label indicates that these lemons were grown and

packed by San Fernando 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 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 a woman placing a crown atop a lion's head, the final result made the produce seem more luxurious and desirable to consumers.