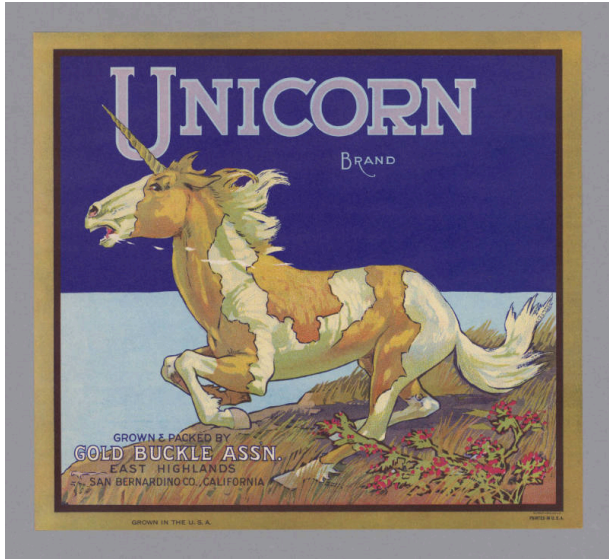


# Basic Detail Report

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## Citrus Crate Label

### Date

1930s

### Medium

Paper and ink

### Description

This object is a crate label for Unicorn Brand oranges. The label indicates that these oranges were grown and packed by Gold Buckle Association in the East Highlands region of San Bernardino County, California. The label itself was printed by Schmidt Lithography Company in Los Angeles.

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 majestic, galloping, dappled unicorn, the final result made the produce seem more luxurious and desirable to consumers.