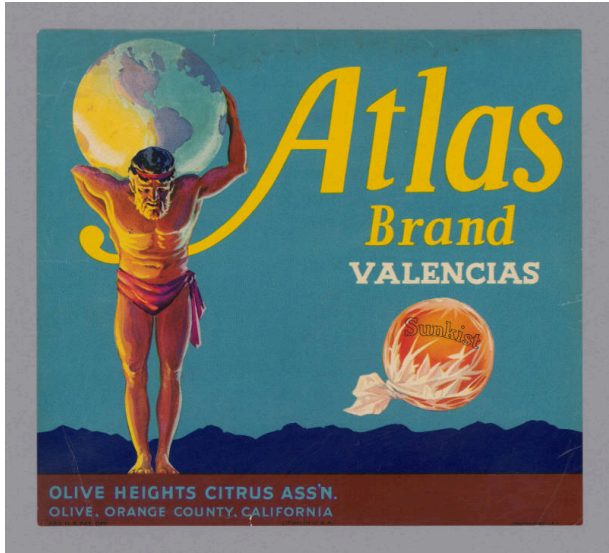


Basic Detail Report



Citrus Crate Label

Date

1936-1948

Medium

Paper and ink

Description

This object is a crate label for Atlas Brand Valencia oranges. The label indicates that these oranges were grown and packed by the Olive Heights Citrus Association in the former city of Olive, Orange County, California and distributed by Sunkist Growers, Inc. The label itself was

printed by Crocker-Union Lithography Co. in Los Angeles, which operated under that name from 1936-1948. 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 the Greek mythological figure of Atlas bearing the world on his shoulders, the final result made the produce seem more luxurious and desirable to consumers.