

# Basic Detail Report

---



## Citrus Crate Label

### Date

1950s

### Medium

Paper and ink

### Description

This object is a crate label for Royal Knight Brand oranges. The label indicates that these oranges were grown and packed by Redlands Cooperative Fruit Association in Redlands, California and distributed by Sunkist Growers, Inc. 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 an armored medieval knight on horseback at sunset with a castle in the background, the final result made the produce seem more luxurious and desirable to consumers.