THE ORANGE.

THE SWEET ORANGE.

Citrus aurantium dulcis, Linn.

The sweet orange belongs to the natural order Rutaceae, and the origin of the different members of this citrus family is extremely doubtful, having been cultivated from a remote period of antiquity, but is supposed to belong originally to China and India.

4c
Figure 15.—Cross section of orange load showing the improved method of placing boxes in the car; i.e., with bulge side of boxes against either side wall.

Figure 2.—An orange load at doorway, illustrating the "solid load."
2c, 37c, 43c, etc., are usually more effective than the figures just above or below them. Be sure, however, that the total price you receive for your box of fruit checks out to give you a full 33 1/3% on its cost.

3. Bigger units. Price oranges in 2 and 3 dozen lots, even boxes and half boxes. You can also quote in smaller quantities, if necessary, but by giving a little inducement you can often sell 2 and 3 dozen lots to a customer who only intended to buy a dozen. Lemons should be priced at least by the dozen. Remind the shoppers of Sunkist Lemons' many uses and they are easy to sell in quantity.

4. Combination offers. Price oranges and lemons together. This is a splendid way of increasing the sale of both fruits. An offering of 2 dozen medium or small size oranges and a dozen lemons at one price has proved a winner wherever it has been used. It gets practically every orange customer to buy lemons and vice versa, and the appeal of the offer sells a lot of the combination to shoppers who hadn't thought of buying either.

5. Related selling and display. This means the sale and display of items which are used together. A popular offer, used by many merchants, is a dozen lemons and a half pound of tea—seems to call for the other. A display of lemons on the meat and fish counter, with

(At left) Up in Winnipeg, Canada, the Fruit Fair Home show that 1000 oranges were sold fruit. In 3 days, this display sold 100 boxes compared with usual sales of 6 boxes for the same period. The display clearly shows the value of sales made quickly and with a relatively small amount of fruit. Note the dozen for 25c price—only 5c saving over the 25c a dozen price.

(Below) Although this display of the United States' only exclusive Orange Grove Chunk was on show at the 1934 New York World's Fair, it did not attract the expected hordes of interest and the first box of oranges was sold for 75c. However, the display brought a healthy interest in the operation of orange groves and use of orange products in general. The campaign for more oranges was well publicized by the display. (Photo courtesy of Sunkist.)

There isno display quite as effective as a bulk or piece of fruits, and this illustration shows how to get this effect with a relatively small amount of fruit. Use the empty orange boxes to form a false barrier in the window or island display, and place the oranges in just on it and no. Then, place your price signs and your next step is a sale.

Try the simple display and see how increased business 100 to 300% for dealers everywhere.
Plan No. 3—For a Store 50 Feet Wide by 50 Feet Deep

This layout can be used advantageously for either service or self-service store, with slight alterations. Here again the drawing power of the fresh fruit and vegetable department is used in the permanent display space in the left hand window and the interior selling display just inside the door.

The wide windows present an opportunity to stop the passersby with attractive displays and well-merchandised offers. A glance through the door reveals an unusually attractive array of fresh fruits and vegetables arranged with open bins and counter display. After making her purchases at this department interesting island displays attract the customer's attention and the well arranged aisles lead her through the store.

Below) Detail C.—Island Display Header Used in Above Plan

This attractive display header, a maximum quantity of merchandise, all displayed where the customer can see and inspect it. It is not expensive to build and lends itself to unusually attractive visions and efficient utilization.
How to Buy Oranges and Lemons

A reputation for selling only the best quality and freshest of fresh fruits and vegetables is the most valuable asset your store can have. These are items which attract the shoppers, and the store which gets their trade can count on a satisfactory total store volume.

Sunkist Oranges and Lemons are recognized by the public as the highest standard of value in fresh fruits. You can always depend upon them for uniform grading and packing as to size, color and quality in each box. As your customers buy largely for quality, watch the market and buy the sizes of Sunkist fruit which are most abundant and therefore lowest in price. Push these sizes as they offer you the greatest volume and profit and your customers the greatest value. Your jobber will gladly keep you informed as to the sizes that are the best buy.

Keep at least three sizes of oranges on hand. Feature the most abundant size in your display, and price in quantities. Two sizes of lemons are usually sufficient.

Make it a point to buy fresh stocks of oranges and lemons each week. This means a new and inviting stock of fruit always on hand, saves costly spoilage and shrinkage, and enables you to take advantage of changing prices. Always have enough Sunkist fruit on hand to make an impressive display. There is nothing more attractive in the store than this colorful fruit, and it has been proved time after time that the more Sunkist Oranges and Lemons you display, the more you sell. Experiment with your displays, build up your volume and make your store known as “The Sunkist Store” in your neighborhood. It will mean new profits for you.

Get These Helpful Charts Free
If you haven’t these Sunkist Size and Price charts, write direct to Sunkist. They will save you time and money.

1. The pricing chart, or Sunkist Ready Reckoner, enables you to quickly determine the cost and proper selling price per dozen for any size of oranges and lemons. This Price Chart’s Margin is based on 25% of the Selling Price which is 33 1/3% on your cost.

2. The Size Chart (see illustration below) shows by actual photographic reproduction the exact sizes of Sunkist Oranges and Lemons packed for the retail trade. It is a great help in determining the different sizes of citrus fruits. Ask for these free charts.
HEIGHT AND WEIGHT RECORD

HEALTH PLEDGE. I wish to join the "Do or Die" crew and I promise to follow the Good Health Rules and to keep this record.

Name of Child
School
Grade
Age

GOOD HEALTH RULES

Sleep 10 hours each night with windows open.
Play outdoors part of each day.
Wash hands and face before meals.
Brush teeth well at least once a day.
Have a full bath more than once a week.

HEIGHT AND WEIGHT TABLE

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<th>Age (in years)</th>
<th>Height (inches)</th>
<th>Weight (pounds)</th>
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<tr>
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<td>18</td>
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</table>

THE LAND OF ORANGES

A girl packed the clean oranges in a box.
Uncle Jim said, "These oranges are the best oranges.
A machine puts the name Sunkist on the best oranges." "We buy Sunkist oranges at home," said Betty.

"We put the boxes of fruit on the railroad train," said Uncle Jim.
"The train takes the oranges and lemons away.
Boats take them across the water."
"They come to our city on the train," said Billy.
The Story of Citrus

There seems to be a little something of sentiment in connection with seeing a citrus orchard. During the last few years the orange growers, like all other agriculturists, has made little money, yet he still clings to his holdings. There is something surpassingly beautiful in an evergreen orange grove showing at the same time both the ripened fruit and creamy blossoms of next year's crop.

Orange County has more than 60,000 acres of oranges. What is more, they are the “Valencia” type, a juicy summer orange. It has the peculiar quality of ripening early in May, and is left hanging on the tree and marketed as needed until late fall.

Orange County has 7,000 acres in lemons. Lemons have proven a profitable crop wherever profits have been found anywhere in the agricultural line.

Inquiries come yearly as to cost of citrus grower, vacant land, cost of production, etc. Lack of space forbids going into detail, but a letter of inquiry will bring the desired information.

Although citrus growing requires specialized knowledge, this need not deter the purchaser with sufficient funds to clear his grove. Services of the Orange County Agricultural Department and of the Farm Adviser are free. In addition there are farm laboratories where specialists in citrus will advise us to every step needed, at a nominal cost. There are orchard cure fairs and individuals who attend to every detail of the cultural work.

THE CITRUS PACKING HOUSES

If the packing of oranges and lemons be classed as an industry, it represents by far the greatest investment of capital and amount of pay per expended in the county, with the possible exception of the oil industry. There are approximately 40 citrus packing houses in Orange County. These houses attend to the picking, packing, and marketing of fruit. They are owned by the growers.

The Story of Irrigation

Few people realize that without irrigation, Southern California even near the coast would be semi-desert. True, there are occasional winter rains, but the long summers are dry and arid.

This condition gave birth to irrigation systems and in Orange County this practice of applying water is particularly well advanced.

The various water companies of the county almost without exception are mutually owned. This means that the land owners own the water systems and the water is furnished at cost.

The Federal Government recently has appropriated $35,000,000, to which the County added $2,500,000, with which to build a flood control and water conservation system covering the entire county. The program providing for eight dams, the largest of which is Prado Dam, will control Santa Ana River floods. This is Orange County taking care of her water needs.

There are approximately 800,000 acres under cultivation in Orange County; slightly more than half of this is under irrigation, the remainder being classed as dry farming.
Bradentown Florida

In "THE LAND OF MANATEE"

The Best Things in Life Are Free

In Bradentown Florida

South of Miami Florida

The American Tropics

Redland District

The health of year round sunshine friendly people, the beauty of the ocean, the bountiful opportunity of the rich earth. The Unique Agricultural Section.

- Famed Redland Citrus Fruit
- Beautiful Groves
- Rural Homes
- Rare Tropical Flora
- Great Plantings of Winter Vegetables in the South Allapattah Gardens

Homestead - Florida
Gateway to The Florida Keys and the Everglades National Park
"Orange County" means just that! 50,000 acres of bearing orange trees, always green, makes this portion of Orange County one of the largest orange producing areas in the world.

Avocados

More than one hundred varieties of the avocado (Persea americana) grow in Orange County, and the development of the avocado as a commercial fruit is in its primary stage. The avocado has a high market value in prime sections.

Grapefruit trees blossom in February and March and mature their fruit the following October. It can remain on the trees without injury either to fruit or trees until the owner desires to market, in many instances as late as March and April.

CITRUS production in Imperial County includes grapefruit, mandarins, tangerines, Valencia oranges, lemons and limes. General fertility of the soil, sunshine, absence of danger from fruit diseases and insect pests, as well as irrigation water, makes the valley easily accessible, and a highly profitable agriculture here.