

Citrus Roots

Preserving Citrus Heritage Foundation

If you have found our articles of value and engaging, **Please Support Your Foundation.** Let's face the reality that



for the entire year of 2012, growers gave to the Citrus Roots Foundation a total of \$250 in cash donations. We receive no financial

support from any organization, relying entirely on contributions from individuals. Even though we are a volunteer organization, we cannot continue to exist on that thrifty amount. We look forward to working with you!

Buy our books, crate labels, make a cash contribution ...Or give to Citrus Roots Foundation your crate labels, books, citrus memorabilia ...you will save FED and CA taxes to the full extent allowed.

Our website is a reference center
www.citrusroots.com

Our "Mission" is to elevate the awareness of California citrus heritage through publications, education, and artistic work.

We are proud of our accomplishments as a volunteer organization, which means each donated dollar works for you at 100% [for we have no salaries, wages, rent, etc.]. All donations are tax deductible for income tax purposes to the full extent allowed by law.

Citrus Roots – Preserving Citrus Heritage Foundation

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The views of the writer may not be the same as this foundation.

California Citrus Spurred Colonization

The first direct saturated marketing campaign in selling consumer goods, adding greater wealth...

Richard H. Barker

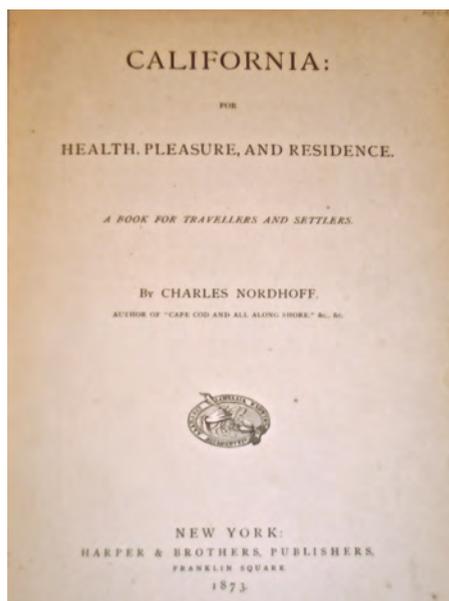
Before we start, let us look back to where we commenced telling this story. In the *Citrograph* issue of Jan/Feb 2011 under the "Citrus Roots" column, we introduced William Wolfskill through Judy Gauntt Lieback. This was in a two-part series. Then, in the issue of Sept/Oct 2011, we corrected history regarding the donation of land, a donation that was made so as to assure that Los Angeles was on the "main line" of the Southern Pacific.

In the Nov/Dec 2011 and Jan/Feb 2012 issues, *Citrograph* featured the work of Chester N. Roistacher who covered the parent Washington navel orange, and in this latter issue under the "Citrus Roots" column we published the "Building Boom of 1887."

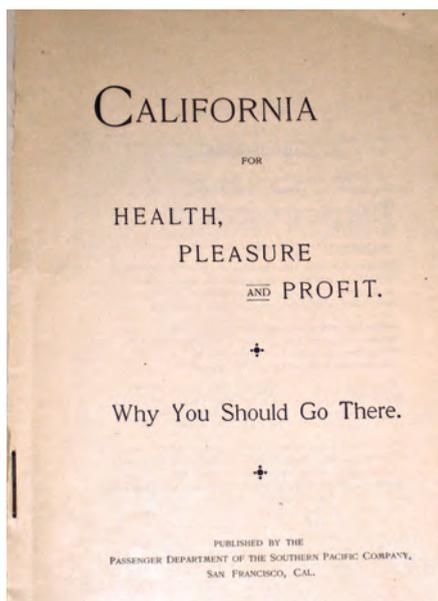
We have covered the transition from men and women powering the sizing machines to the use of electric energy modernizing the citrus industry. Now we will focus on how the titan Southern Pacific Company, in a paternal way, urged the California Fruit Growers Exchange to modernize the way in which this young unsophisticated company conducted its marketing.

As the region's largest corporation with an annual revenue far in excess of the tax revenue of the individual states within its territory, the railroad took seriously its responsibility for the overall good of the area. Further, it promoted colonization of California. It also carried the obligation to provide a sustainable income for its colonist residents.

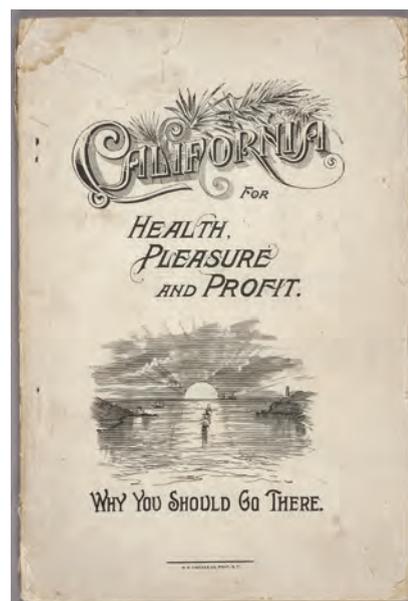
It was for this reason the company stepped into the corporate forum regarding the inexperienced board of the California Fruit Growers Exchange to provide some outside leadership regarding the powerful potentials of advertising. Further, the rail company viewed the emerging California



1873 Original



Booklet



Pamphlet

citrus industry as an answer to its need for nearly year-around, long-haul business.

But before we go on with our story, let's look at Southern Pacific Company's advertising program regarding attracting additional immigrants to California.

In 1872, Collis P. Huntington commissioned Charles Nordhoff to write a book on California, since it was the slowest growing state in the West. This writer was popular on the East Coast. The title of Nordhoff's book was "California for Health, Pleasure and Residence". It was well received, and as you can observe it was reprinted, condensed to a booklet, and summarized again to a pamphlet, which was printed in the multiplex of thousands. This was the source of the paraphrased slogan used abundantly as "Oranges For Health – California For Wealth".

With the source of the slogan understood, let us move to our emerging California citrus industry. Excerpting from the book I co-authored with Thomas M. Pulley, "Citrus Powered the Economy of Orange County for over a half century – Induced by 'a Romance'" pp. 8,9:

"In 1905 a sum of not to exceed \$250 was authorized by the board of directors of California Fruit Growers Exchange for the advertising of oranges sent to England and Europe. This was their sole and only advertising expenditure for the year. 'Did not the Exchange market only about one half of the California orange crop and would not such advertising benefit the outside shippers nearly as much as Exchange members?' The directors thought ad programs would benefit California rather than the California Fruit Growers Exchange oranges and especially the aggressive California Citrus Union.

"On the supply side, citrus was planted during and after the 'Boom of the Eighties' at such a speculative velocity that production was far ahead of the marketing potential. Previously, the oversupply undercut prices, and each year more fruit would be spilling into the undeveloped market as the trees continued to develop.

Southern Pacific Company recognized the problem of this emerging industry and recognized urgent help was needed to stimulate this overly conservative yet distinguished coopera-

tive. For if they did not take immediate overt action, the rail company thought there was a very good chance that this present organization could fail as prior attempts had in the past.

"In 1907 Southern Pacific vice president E. O. McCormick called on his friend Francis Q. Story, President of the 'Exchange'. McCormick had a plan and he was strongly convinced that a massive, organized sales program would expand sales and stabilize the price relative to this unpredictable supply issue. He proposed that for every dollar the Exchange expended in advertising, the railroad would spend an equal amount not to exceed \$10,000.

"Armed with this generous offer, Story broached the subject to the directors. It passed, though some thought this to be dreadfully extravagant (see "Selling the Gold" p.30 [compiled and edited by R. H. Barker]). The test experiment was for five months. Iowa was selected as the experimental area with Des Moines as the center. Fruit went forward in special bannered trains, accompanied by a messenger who telegraphed the arrival of the train at various stations en route. This was blazed through the state with newspaper ads. "Ask for California Oranges in This Style Box."

"(The trademark 'Sunkist' was used the following year earmarking the best in appearance and in quality.) Displays, posters and 'California Fruit Special trains' all promoted the virtues of eating a California orange. The slogan 'Oranges for Health -- California for Wealth' was advertised on billboards throughout the state by the railroad. Anticipation was developed to a very high level! Prizes were offered for articles that could be used in advertising California oranges and lemons. A prominent lecturer toured the larger cities illustrating the advantages California had to offer with particular reference to the citrus industry.

"The Los Angeles Times reported on April 3, 1908, 'One of the biggest single excursions ever sent out of Southern California will leave Los Angeles tomorrow for Iowa [via S.P.]. It is to be a solid train of oranges - nearly 10,000 boxes ... and should reach its destination within a week. Each of the twenty-five cars will be decorated on either side with a banner sixteen feet long and six feet high, words in green and orange

DELICIOUS
JUICY
TREE-RIPENED
PERFECT



THIS IS
ORANGE
WEEK
IN IOWA

Orange Day In California, March 1st

For Years March 1st Has Been Celebrated as "Orange Day" in Southern California and the Festivities Embrace a Period of One Week. -o- -o-

Price
Within
the Reach
of
Everyone
and
Everyone
Should
Use
Them



California
Oranges
Were
Never
So
Good
and
Cheap
as
Now

Now, Iowa Will Celebrate "Orange Week"

March 1st to 7th, by Receiving Direct from the Beautiful Groves of California, Hundreds of Carloads of the Choicest Oranges Grown in the World. -o- -o-

Special sales will be inaugurated in all the stores. The wholesale dealers in oranges have made special arrangements to have unusually fine grades of "California's Golden fruit" on hand, that the retail trade may be supplied promptly with the freshest and juiciest of this healthful fruit.

Authorities claim that oranges contain fruit salts and other health-giving qualities, which if properly understood by the public, would make them a household necessity, as their constant use would prevent many of the common ills and offset many stomach disturbances from which we now suffer.

An orange between meals will allay a desire for food, and those who use them constantly as an appetizer for breakfast claim they are most beneficial at the morning meal. Let the children eat all they want of them—it will do them good—better for them than cake or pastry—and less expensive.

Big Juicy Oranges that fairly melt in your mouth; that carry to you the breath of the tropics, the wholesomeness of blended sun and sky and the healing, stimulating purity of sea air and mountain breeze.

California Oranges are highly recommended by physicians as an aid to good health. The healthy breakfast is cereal breakfast food and an orange.

The healthful lunch should include an orange. And when the children want a between-meal nibble, see that an orange is included.

Your dealer has them—can recommend them—likes to sell them—and will be glad to show you proof of their quality by showing you the trade mark on every package.

For dinner the orange offers unlimited possibilities in the daintiest of desserts. Their use is unlimited. MORNING, NOON AND NIGHT—THE ORANGE.

This Is Orange Week in Iowa ---Cheapest Now---Best Now

telling of the origin and destination of the cargo [shipment of the choicest fruit grown valued at \$25,000]. For six months the California Fruit Growers Exchange had been advertising oranges extensively throughout the East including the rich agricultural region of Iowa ... and this train goes forward to meet the demand ...'

"By 1908 the 'Oranges for Health -- California for Wealth' campaign had raised orange sales in the U.S. by 17.7 percent; the state of Iowa alone showed a gain of 50 percent. Such results demonstrated expanding this program to include those states adjoining Iowa for 1908-09, and for 1909-10 the entire country north of Oklahoma, Arkansas and the Ohio River.

Pioneering consumer products advertising

In Richard J. Orsi's book "The Sunset Limited - The Southern Pacific Railroad and the Development of the American West 1850-1930", he wrote that some historians and marketing experts consider the aforementioned work of the "Exchange" and Southern Pacific to be the first example of saturating, consumer-products marketing, paving the way for others to establish brand names through massive ad campaigns.

The Southern Pacific and the railroad industry reaped rich rewards from its decades-long support of citrus marketing which explains why the Southern Pacific Company was eager to enter into promotional partnership with others.

"Further, at the conclusion of this joint advertising campaign during the 1910-1911 season, the Southern Pacific Company and the Exchange were each expending \$100,000 per year," Orsi wrote.

Relative to the aforementioned, the real test of a suc-

cessful undertaking would be that each party, although working together, must have a common desire so that reciprocally both feel mutually benefited. This was the situation between the Exchange and the rail company; they continued to work together, but there was another interesting circuit to their route.

In the very beginning, the Exchange naturally did not have an advertising agency, and the railroad was very pleased with the firm they were using. The growers elected to use the same, Foote, Cone, and Belding Worldwide (today's name). This agency created ideas that benefited clients -- ideas that effected sales and built overall brand value.

At the inception, they recommended selling under a brand name and not under the name of the cooperative. The brand name "Sunkist" evolved from this discussion, and in April of 1908 the board approved "Sunkist" as its trademark.

Also rooted to the very beginning of the cooperative was the concern of the vendors co-mingling their competitors' lower quality fruit with that of the Exchange's higher graded fruit. The agency heard and came back with a solution: sell the fruit with the tissue wrapper enveloping each orange. The tissue wrapper of each Sunkist (premium) and Red Ball (next best) stayed on the fruit, and this shut out any attempt to mix brands or grades.

'Sunkist blossom' flatware

Now, here is the brilliant, "best of the best"! They proposed a promotional gift of "Sunkist Blossom" patterned silverware in exchange for the trade tissue wrappers.

Between 1910 and 1917, the California Fruit Growers Exchange became the single largest purchaser of flat silver-

The ad "Ask for California Oranges in This Style Box" appeared in many sections of each newspaper of the spherically focused area. This was arranged well before the target date of March 2, 1908. It was a "heads up" or "look for" momentum-building promotional piece. Remember, this was a first in saturated direct marketing. The "blockbuster" ad (facing page) ascended off the press in three colors into the hands of the reader. Think of the impact this ad had on the provincial Des Moines, Iowa area. It was overwhelmingly impressive, and the consumer responded accordingly. (In the early 2000s, the newspapers were very proud of themselves for publishing in color; history does repeat itself!)

The Fruit of a Hundred Uses

Who knows another that is so delicious, so beneficial, or so easy to serve daily in so many tempting ways?

From California's sun-kissed groves: from soil that only California offers, from Nature's finest orange trees, cared for by the world's most expert growers, come these delicious, rich, full-flavored.

California Sunkist Oranges
Famous Seedless Navels

Sweet, firm, tender—filled with golden juice. What other fruit tastes like it? What other is so good, or good for you?

Give the children oranges—at every meal, between meals, and at bedtime. Serve them on the table daily—a hundred dishes offer new delights almost without end. Oranges cost little. But oranges—merely because they keep you well—would be economical.

A beautiful new book, handsomely printed in colors, entitled, "Sunkist Salads and Desserts," will be sent to any housewife who asks for it. Just send the coupon.

Full-ripened Sunkist Oranges are picked daily, the year 'round, in California and shipped to every market by fast freight. Thus you may depend on freshness, quality and flavor.

California Seedless Sunkist Navel Oranges always peel freely. The slices thin with their nucleus permit easy separation without the loss of juice—you may eat these oranges whole conveniently. You may slice them water-thin for salads and desserts. Sunkists are never tough.

Order California Sunkist Oranges today. Buy them by the box. Insist on "Sunkist".

Sunkist Lemons

The best lemons to serve with fish and meats, or in tea and lemonade, are Sunkists. The slice has a clear, bright lemon color, so these lemons are the most appetizing in appearance. They slice like Sunkist Oranges. Practically seedless, full-flavored, tart and juicy. Serve them once on your table, use them once in your kitchen—you'll always buy Sunkist.

Every first-class dealer handles Sunkist Oranges and Lemons

Why We Make This Offer of Handsome Sunkist Premiums

The color of Sunkist fruits is so beautiful that dealers like to take the wrappers off to show it. To induce them to allow these wrappers to remain—to be sure that you get Sunkist—we offer beautiful premiums in exchange for Sunkist wrappers. So, in buying, ask the dealer for the wrapped fruit. Then send 12 wrappers from Sunkist Oranges or Lemons with 12 cents (18 wrappers and 24 cents if you want two spoons, etc.) and get a genuine Van Rogers 48 Spoon tea spoon, or orange spoon of same design. There is of course, no advertising on these pieces. Start a set of this design. We guarantee this silver, and refund your money if not satisfactory at every way.

Mail the Coupon

Send the coupon now for the book, "Sunkist Salads and Desserts." It describes the many Sunkist uses and tells just how to get the full set of genuine Van Rogers Silverware, which includes 46 beautiful and useful pieces.

California Fruit Growers Exchange
Dept. Ad-124, P.O. Box 2900, Chicago

Send me the book, "Sunkist Salads and Desserts," describing the many Sunkist uses and telling how to get any or all of the 46 Sunkist premiums in exchange for Sunkist Orange or Lemon wrappers.

Name _____
Street _____
City _____ State _____

ware in the world! The campaign was a stunning success, and made the "Sunkist" trademark a household name not only for the quality of the fruit. The table setting of the "Sunkist Blossom" was a constant reminder or reinforcement to the "Sunkist" brand when in use or view. Further, the flatware became popular for wedding gifts, etc., to which we will return. These accomplishments all explain why the market for California citrus east of the Rockies climbed sevenfold. The price and earnings to the grower dramatically increased.

This high trademark awareness was allowed to slip even before the 1930 Depression years. The generation waves erased most of the awareness and identity of the flatware.

Here are two recent positive experiences regarding the utensils. When we (the Citrus Roots -- Preserving Citrus Heritage Foundation) installed a large exhibit on citrus heritage at Cal Poly Pomona, Special Collections, we kept increasing the collection over the eleven months on display. Due to the hour we arrived on one occasion, we were escorted in by the building manager. He spotted the display and was so surprised, for all during his youth, he had used the silverware and didn't know its identity or story.

When the head librarian of the Special Collections observed the display, she was elated to learn about the pattern because she had inherited from her grandmother a set of many place settings, and she had no idea of the background or the pattern. She brought in a spoon to illustrate the beauty. The writer is a generation older than the two people mentioned, and he had no idea of the significance of the flatware.

All of this brings to mind and strengthens the conclusion. The heritage behind the trademark is the "bedrock" supporting the value of the trade name. To phrase it differently, the historical worth is really the "store of value" of the trademark. Without the heritage awareness, the value erodes. That is why Gerber uses a vintage image and Ford Motor Co. keeps in the spotlight the "Model T" and the "Model A". The aforementioned stories strongly support this observation. History is the root or foundation of each trade name.

OUR PREMIUM LIST



☞ **This Handsome Orange Spoon** is genuine Wm. Rogers Mfg. Co.'s Standard A No. 1 plate, fully guaranteed by the maker. It is one of the most popular designs ever produced. Sent to you-for twelve "Sunkist" or "Red Ball" wrappers and 12 cents.



☞ **This Attractive Dessert Spoon** is of the same excellent quality and pattern as the orange spoon, namely Wm. Rogers Mfg. Co.'s Standard A No. 1 plate. Sent to you on receipt of 24 "Sunkist" or "Red Ball" wrappers and 20 cents.



☞ **This Beautiful Fruit Knife**, here pictured, is made of special tempered steel, heavily silver plated and its high quality is fully guaranteed by the maker, Wm. Rogers Mfg. Co. Sent to you on receipt of 24 "Sunkist" or "Red Ball" wrappers and 20 cents.



☞ **This Lemon Squeezer** is the most practical article of its kind ever manufactured. It fits the ordinary drinking glass, extracts all the juice, and prevents seeds and coarse pulp from getting into the glass. It is made especially for our customers, from an extra quality of aluminum. Send 12 "Sunkist" or "Red Ball" wrappers and 12 cents and get one.

☞ If you desire more than one of the above articles, send us the number of wrappers and amount of money specified above for each article desired. Address

California Fruit Growers Exchange, 34 Clark St., Chicago

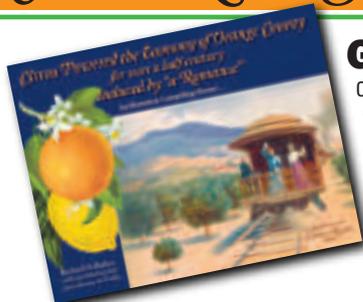
Postcard

Without historical depth, it is superficial.

Richard H. Barker is the founder and president of the Citrus Roots-Preserving Citrus Heritage Foundation. For a number of years, he has been leading a drive to bring about a higher awareness of the role citrus played in developing California. Dick is a retired investment banker and was a third generation Sunkist grower. He has published four volumes on citrus heritage.

The author wishes to credit the following: The Huntington Library, San Marino; Los Angeles Times; Sherman Library, Corona del Mar; Sunkist Growers, Inc. ●

Citrus Roots Series...

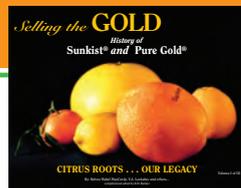


GIFT IDEAS!!

Citrus Roots...Our Legacy - Volume IV
Citrus Powered the Economy of Orange County for over a half century Induced by a "Romance"

All donations are tax deductible for income tax purposes to the full extent allowed by law.

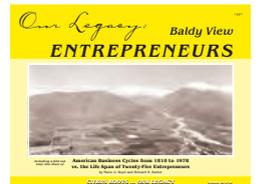
For ordering information visit our website www.citrusroots.com



Citrus Roots...Our Legacy - Volume I
Selling the Gold - History of Sunkist® and Pure Gold®

Citrus Roots...Our Legacy - Volume II
Citriculture to Citrus Culture

Citrus Roots...Our Legacy - Volume III
Our Legacy...Baldy View Entrepreneurs - 25 men & women who left a legacy



Citrus Roots

Preserving Citrus Heritage Foundation

Keeping citrus heritage alive in the minds of those living in California through publications, educational exhibits and artistic works

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