

Sunkist Growers Incorporated records

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Finding aid written in English

Describing Archives: A Content Standard

University Archives and Special Collections

Pollak Library South
800 N. State College Blvd.
Fullerton, , CA 92831-3599

uasc@fullerton.libanswers.com

<http://www.library.fullerton.edu/services/special-collections.php>

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Summary Information

Repository: University Archives and Special Collections

Title: Sunkist Growers Incorporated records (Collection)

Identifier: LH-CA-9

Date: Majority of material found within 1941 - 1973

Physical Description: 2 boxes

Biographical / Historical

Sunkist's story begins in 1893 as the "Southern California Fruit Exchange", a cooperative organization focused on marketing citrus produce. In 1905, the organization expanded to the entire state of California and re-named themselves the "Californai Fruit Growers Exchange". In 1908, they introduced the "Sunkist" brand and started what was then the first major advertising campaign for fruit. The organization officially changed its name to "Sunkist Growers" in 1952.

Scope and Contents

The Sunkist Growers Incorporated records consist of two document boxes that contain organization papers. Notable items include the organization's annual reports (1957-1973), statistical bulletins (1941-1980), newsletters (c. 1970s), and packing house photographs.

Administrative Information

Publication Statement

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Controlled Access Headings

- Citrus fruit industry -- Orange County (Calif.)

Collection Inventory

Business papers and annual reports

Document box 1 (Text)

Maturity ratio tables

Document box 1; Folder 1 (Text)

Business papers

Document box 1; Folder 2 (Text)

Sunkist newsletters (incomplete holdings), 1958 - 1976

Document box 1; Folder 3 (Text)

Annual reports, 1951 - 1957

Document box 1; Folder 4 (Text)

Annual reports, 1961 - 1973

Document box 1; Folder 5 (Text)

Annual reports of the general manager of the California Fruit Exchange, 1916 - 1945

Document box 1; Folder 6 (Text)

Citrus Fruit Industry Statistical Bulletin, 1960 - 1980

Document box 1; Folder 7 (Text)

Citrus Fruit Industry Statistical Bulletin, 1950 - 1959

Document box 1; Folder 8 (Text)

Business papers

Small document box 2 (Text)

Citrus Fruit Industry Statistical Bulletin, 1941 - 1949

Small document box 2; Folder 1 (Text)

Sunkist profile

Small document box 2; Folder 2 (Text)

Sunkist papers

Small document box 2; Folder 3 (Text)

Packing house photographs

Small document box 2; Folder 4 (Text)

1973 eightieth anniversary paper weight

Small document box 2 (Mixed Materials)