Sunkist Growers Incorporated records (Collection)

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California State University, Fullerton. University Archives and Special Collections
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http://www.library.fullerton.edu/
2018
Descriptive Summary

Title: Sunkist Growers Incorporated records (Collection)
Dates: 1941 - 1973
Collection Number: LH-CA-9
Creator/Collector:
Extent: 2 boxes
Online items available: http://archives.fullerton.edu/repositories/5/resources/85
Repository: California State University, Fullerton. University Archives and Special Collections
Fullerton, California 92834-4150
Abstract: 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.
Language of Material: English
Access
The collection is open for research.
Preferred Citation
Sunkist Growers Incorporated records (Collection). California State University, Fullerton. University Archives and Special Collections
Biography/Administrative History
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 "California 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 Content of Collection
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.
Indexing Terms
Citrus fruit industry -- Orange County (Calif.)
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