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A fact and picture
Story of the Prune
and Apricot industry
of California and its
relation to the quality-
brand **Sunsweet**



Registered U. S. Patent Office

**CALIFORNIA'S
NATURE-FLAVORED
PRUNES AND APRICOTS**



74-1-30
BUSINESS—far-flung and colossal as it is today—is just coming out of its swaddling clothes. Yesterday—men were inclined to accept at its face value that smug phrase, “Competition is the life of trade.” Today

—these self-same men have seen the light; they are ready to acknowledge that, only too often, competition is the lingering illness, if not the actual death, of trade. They have come to realize that in the new order of things *competition* must give way to *co-operation*. They have come to appreciate that whatever operates to the detriment of *one* of their number must inevitably react to the disadvantage of *all*.

Co-operation shows what concerted action can do. It shows what organization, properly directed, can accomplish. It is an augury of better times and better things. It brings with it a sense of closer contact, of understanding, of greater responsibility.

Co-operation, properly applied, has to do with the practice of business—not the theory. It insists upon the greatest return from every dollar spent. It places a premium on quality. It standardizes values. It stabilizes prices. It bestows upon each factor the greatest return for the time and cost and energy expended.

It is this underlying thought—this practical aspect of co-operation—that prompted the formation of the California Prune and Apricot Growers, Inc. In reality, this is a great brotherhood of growers—all striving to produce something the world needs; to produce it intelligently and to maximum capacity; and co-operatively to market it so that every factor involved in its production and distribution is rightly paid. In fine—the California Prune and Apricot Growers, Inc., aims to give to the producer—the grower—a fair price for his output of dried prunes and apricots; and sell to the trade at a price that will justify both the production and consumption.

Here is a tremendous industry welded together for a common purpose; a gigantic enterprise involving the activities of thousands of men annually—covering a large section of the State of California—producing two products that stand uppermost in the minds (or, rather, the stomachs) of American individuals—and reaching out in their distribution to the farthestmost parts of the world.

Prunes and apricots are two foods which should receive a wider favor from the American people, for the very reason that they are *good foods* as well as *economical foods*. The fact that prunes and apricots have been used in the stewed form and as desserts in almost every home in this country means that these fruits are established in use. The question, then, becomes one of educating the public to a higher appreciation and a broader use of them; and this can be done only by an organization big enough to represent the industry.

It follows that such a program of education must be methodical—according to plan. It must take into consideration the eating and buying habits of the nation. It must render a genuine service to the consuming public based on definite and appreciable values.

“Good counsel brings good fruit.” Along with the formation of such an Association as the California Prune and Apricot Growers, Inc., there comes a real

and distinct protection to the trade and consumer. Because prices are stabilized—because consumption is increased by careful and systematic education—because standards of growing, curing and packing are rigidly observed—every link in the distributing chain receives a direct and strengthening benefit.

Understand—there is no intention on the part of the California Prune and Apricot Growers, Inc., to deprive the distributing agents of their normal, legitimate profits. On the contrary—it will *increase* their volume of profits by increasing their volume of business in prunes and apricots—by stimulating and accelerating the sale of these commodities.



CO-OPERATION



YOU are interested in a widespread, *staple* demand for any product. You realize that there is little, if any, sales-resistance to overcome. You appreciate that quick turnover is the merchandising demand of the day—that quick turnover means economical merchandising. And you must acknowledge, in the light and trend of merchandising history, that this can be attained and guaranteed only by a brand indelibly impressed upon the mind of the buying public.

Our brand name SUNSWEET and the descriptive words "Nature-flavored" attached to it have a tremendous suggestive force and fascination for the consumer. It is unquestionably an applicable name for products of this sort. It conveys instantly an impression of good fruits—fruits ripened and sweetened by the beneficent forces of Nature. It brings up a picture of the pleasant environment surrounding their production. It appeals to all classes. It is easily remembered. And, above all, it is simple.

As an integral part of the broad and far-reaching service of the Association to the public and the trade, our top-quality brand SUNSWEET comes to you and virtually says: "Before these dried fruits can earn the right to my good name they must meet definite, prescribed standards of quality: on the tree, in process of curing, in packing and after packing. Rigid inspection assures the quality, flavor, count and size of SUNSWEET prunes and apricots. These products are worth what I ask for them. They have been produced *up* to a certain standard—not *down* to a certain price. They have been standardized and inspected. And—the fact that my name appears on them is a surety, a guarantee to the buyer and consumer that they are all they claim to be." And now let us see what is back of SUNSWEET—the things that will make good its claims.



First—A State-wide, co-operative organization embracing more than 5,000 growers engaged in the prune and apricot industry of California; and representing 75 per cent of the acreage used in the production of these dried fruits.

Second—Our own packing plants and warehouse establishments under the direction, supervision and inspection of both our own and State officials. These packing plants are located close to the orchards where SUNSWEET prunes and apricots are grown. They represent just another cog in a well-lubricated system of production—a system which enables the California Prune and Apricot Growers, Inc., to control the quality of its output in the fields right through the succeeding stages of preparation and distribution to the ultimate consumer.

Third—A guarantee that the SUNSWEET label will appear *only* on top-grade prunes and apricots.

Fourth—Carefully planned advertising designed to popularize this brand throughout the land.

Let these fundamental facts sink in. Aside from any intrinsic interest that may attach to the trade mark itself—it means that here is a quality brand that already is paving its way into consumer-acceptance; that will be nationalized and popularized; and that is sponsored and supported by an organization

big enough and broad enough to accomplish the task it has set out to do.

In the formation of the California Prune and Apricot Growers, Inc., we have given the world nothing unique or novel. The dominant principles on which it is firmly founded have been weighed in the scales of experience and found sufficient. It is an organization whose whole being and right to existence are built around the word PROTECTION—protection to its grower members, protection to the agencies employed in the distribution of its products, and protection to the consumer at large. SUNSWEET is but the effective means to make that protection sure and lasting.

PROTECTION

California *Counties Producing Prunes and Apricots*

- | | |
|------------------|-------------------|
| 1. SHASTA | 19. SANTA CLARA |
| 2. TEHAMA | 20. SANTA CRUZ |
| 3. MENDOCINO | 21. MONTEREY |
| 4. GLENN | 22. SAN BENITO |
| 5. BUTTE | 23. MERCED |
| 6. YUBA | 24. MADERA |
| 7. SUTTER | 25. FRESNO |
| 8. COLUSA | 26. TULARE |
| 9. LAKE | 27. KINGS |
| 10. SONOMA | 28. SAN L. OBISPO |
| 11. NAPA | 29. KERN |
| 12. YOLO | 30. SANTA BARBARA |
| 13. SACRAMENTO | 31. VENTURA |
| 14. SOLANO | 32. LOS ANGELES |
| 15. SAN JOAQUIN | 33. S. BERNARDINO |
| 16. CONTRA COSTA | 34. RIVERSIDE |
| 17. ALAMEDA | 35. ORANGE |
| 18. STANISLAUS | 36. SAN DIEGO |
| | 37. IMPERIAL |

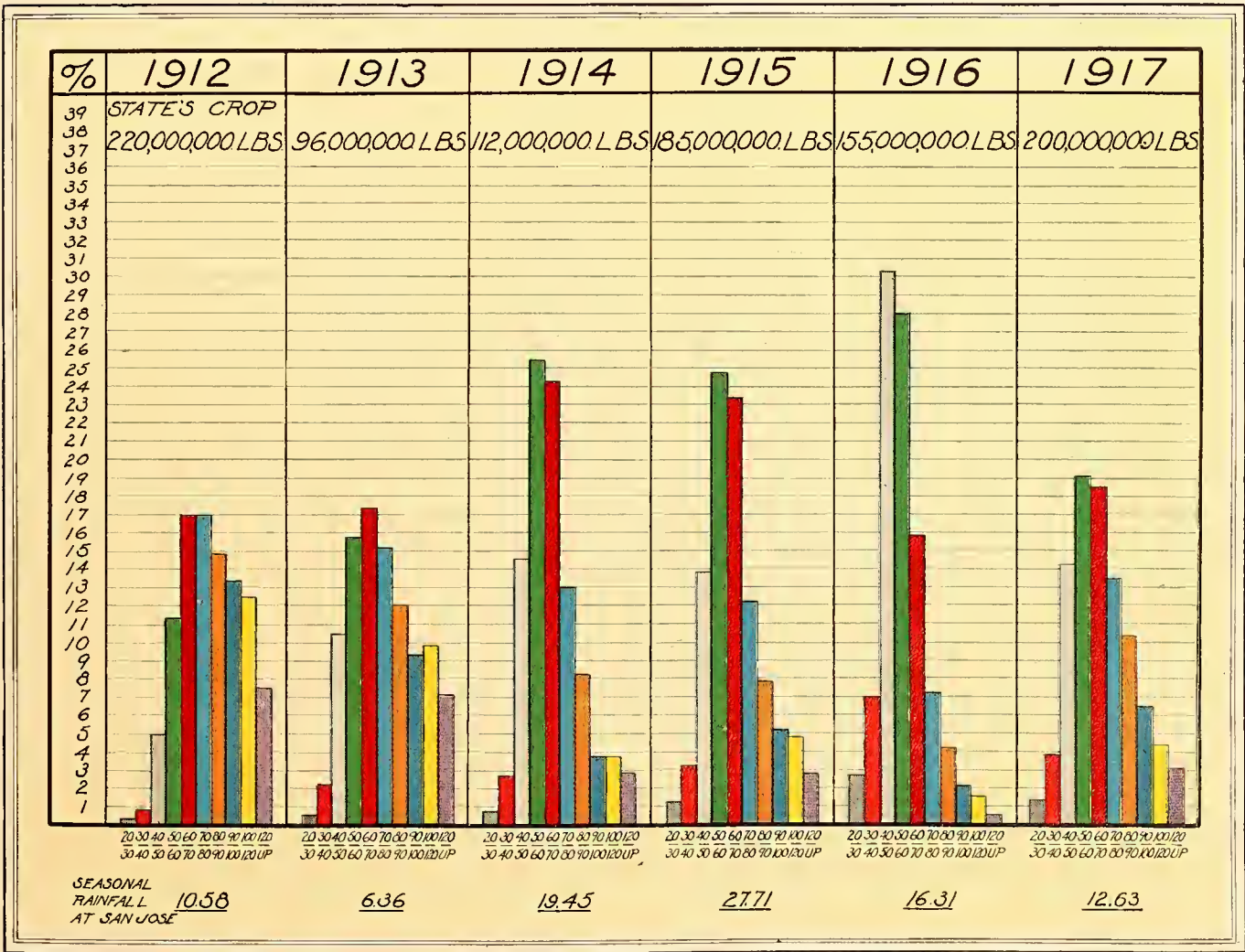
PACIFIC
OCEAN

- Counties where Prunes are a principal crop
- Counties where Apricots are a principal crop
- Production of Prunes and Apricots about equally divided
- Prunes and Apricots both produced—Prunes predominating
- Prunes and Apricots both produced—Apricots predominating

THIS MAP SHOWS YOU AT A GLANCE THE PRUNE AND APRICOT
PRODUCING COUNTIES OF CALIFORNIA



GRAPHIC CHART SHOWING PRODUCTION OF APRICOTS 1912-1917 INCLUSIVE



GRAPHIC CHART SHOWING PERCENTAGES OF VARIOUS SIZES OF PRUNES AND TOTAL CROP PRODUCTION 1912-1917 INCLUSIVE



THE upper photograph gives you a glimpse of blossom time in California's pruneland—one of the most beautiful spots in the world, a valley whose entire floor is covered with orchards. Every March a blossom festival is held in this section of the State, drawing visitors from miles around to glimpse this wondrous scene.

Acres and acres of prune orchards—that's what you see in the lower picture. Who can help but admire the broad sweep of country, the fertility and abundance of it all?



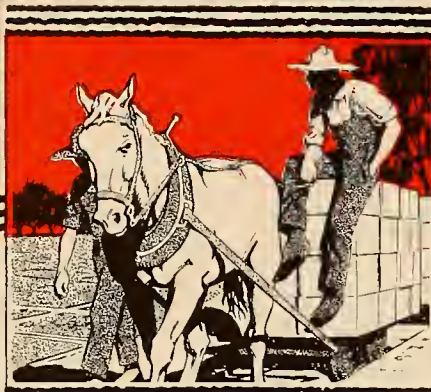


NOTICE the regimental lane of trees in the upper picture—tall, upstanding fellows, every one of them. Good orchards do not happen—they are the result of long experience, intelligent study and scientific horticulture.

The middle picture gives you a "close-up" of SUN-SWEET prunes ripened on the tree. What a glorious sight for the eye—this cluster of prunes turned to a royal purple hue by California's sunshine!

In the lower picture you get a splendid view of a SUNSWEET prune tree. Could anything be more symbolic of sunny California than this heavily-laden tree glistening in the sun?





THE upper picture shows prunes going through the dipping process. They are dipped into a light caustic solution and then rinsed in clear water. This cuts the skin, permitting the water content in the prune to evaporate. Also—it enables the drying rays of the sun more readily to penetrate and cure the fruit. Result? The skin is thinner and more tender; the meat lighter and of a much finer taste; and the flavor much more delicious.

In the lower picture you see tray after tray of prunes taking the sun-cure. And here, by the way, is the salient distinction between SUN-SWEET prunes and others: the California prune neither asks—nor receives—outside help, except that offered by Nature. No artificial heat is employed in the curing. SUN-SWEET prunes are sun-sweetened and sun-cured, not evaporated; every essence of flavor is retained in this way.

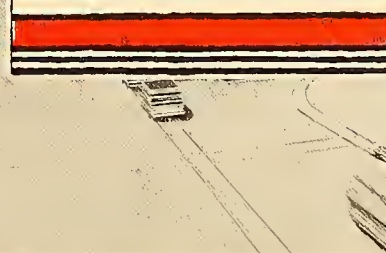




HERE it is much the same story — only this time it's apricots. Tons and tons of 'cots laid out to receive their share of California's sun and warmth — that's what you see in the upper picture.

Remember—**SUN SWEET** apricots are fully matured and tree-ripened before they are picked for drying. When properly prepared, they closely resemble the fresh fruit in taste and appearance — retaining the delicate and distinctive flavor characteristic of this wonderful fruit.

Now take a good look at the lower picture — the largest drying ground in the world. This photograph was taken at the opening of the 1917 prune season — so you can imagine the picture this vast drying-ground presents at the height of the season.





IN THE upper picture you see load after load of SUNSWEET prunes and 'cots waiting their turn outside the packing house. The fruit is hauled direct from the neighboring orchards in wagons or motor trucks.

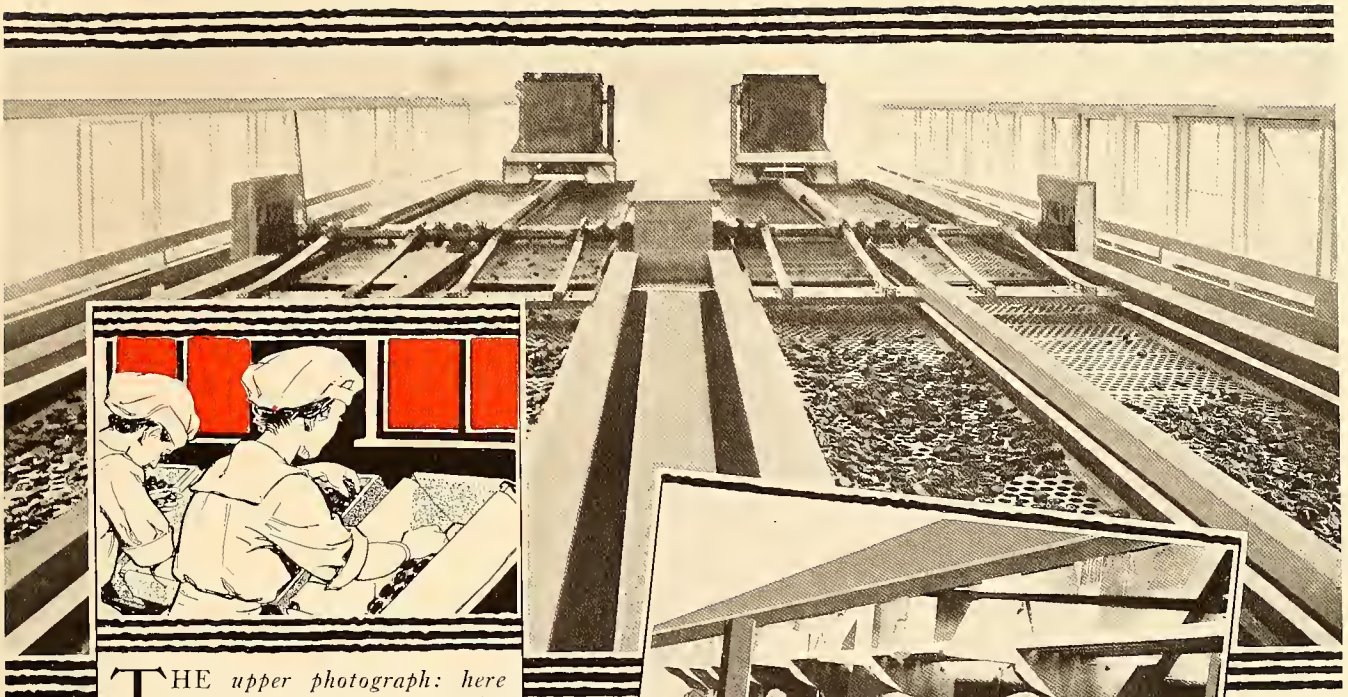
And then, in the middle picture, you see another outside view of another packing house. This warehouse and packing plant is typical of SUNSWEET methods — modern, fire-proof, and with adequate provision for the health and comfort of the employees.



The lower photograph starts us off on the packing house trail. This picture shows SUNSWEET fruit — fresh from the drying-ground — being initiated into the processes of the packing plant. The 'cots you see here are getting the shaking-up of their young lives. The function of this device is to shake off the twigs and any other particles that may cling to the fruit. From this they are conveyed to the grader where they are graded automatically for size.



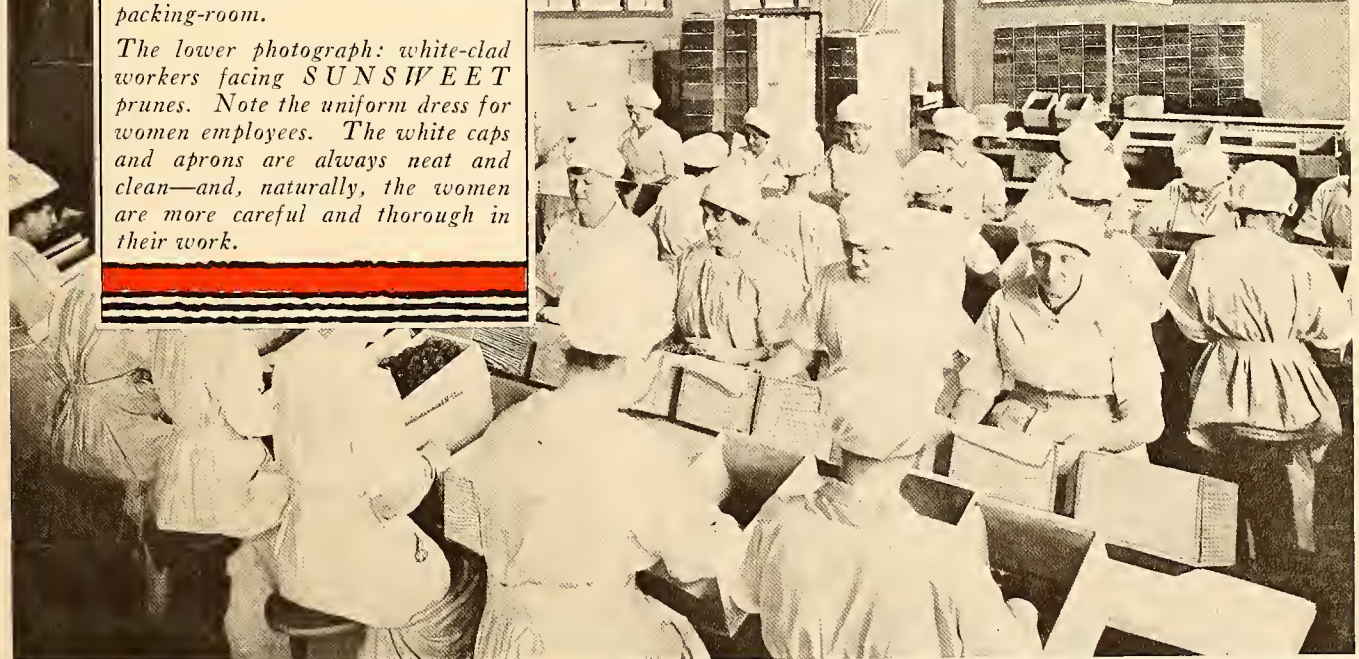
Here you see the Inspector — a disinterested official of the Association — critically examining the fruit as it comes into the packing house. He is an autocrat whose word is final, whose decision knows no appeal. You'll find one in every Association plant — courteous, perhaps, but with an eagle eye that knows quality at a glance and whose authority is never questioned. "It must be good — or else it won't pass muster." That's the spirit back of SUNSWEET methods.

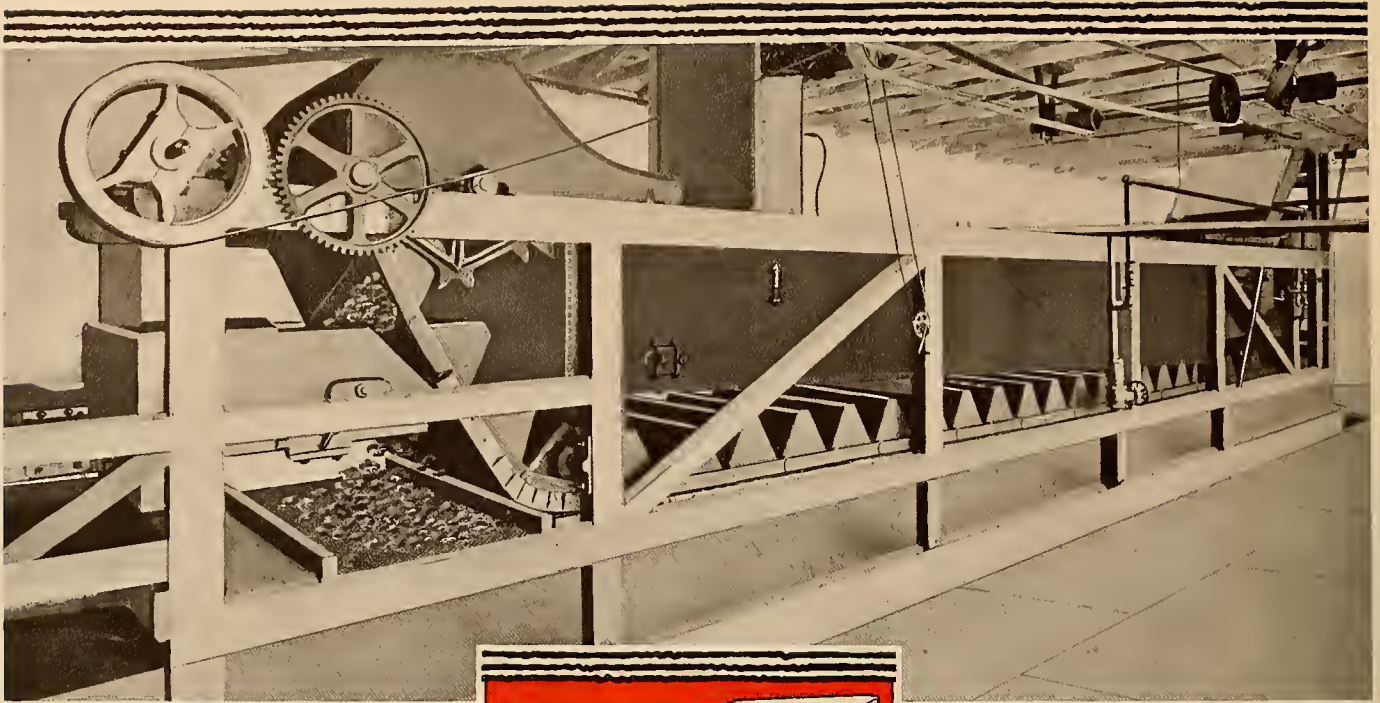


THE upper photograph: here you see the automatic grader in actual operation. The fruit, which has just come from the receiving room, is run onto this grader at the front end and gradually works its way back. The grading screen is made of copper with perforations of definite size. The small fruit falls through the holes of small dimension at the upper end of the grader while the larger fruit is agitated forward until it drops through the larger holes. The automatic grader eliminates guesswork and makes for precision in grading. In this way tons of fruit are accurately graded for size.

The middle photograph: after the fruit has been graded it is conveyed to these bins and trucked off to the packing-room.

The lower photograph: white-clad workers facing SUNSWEET prunes. Note the uniform dress for women employees. The white caps and aprons are always neat and clean—and, naturally, the women are more careful and thorough in their work.

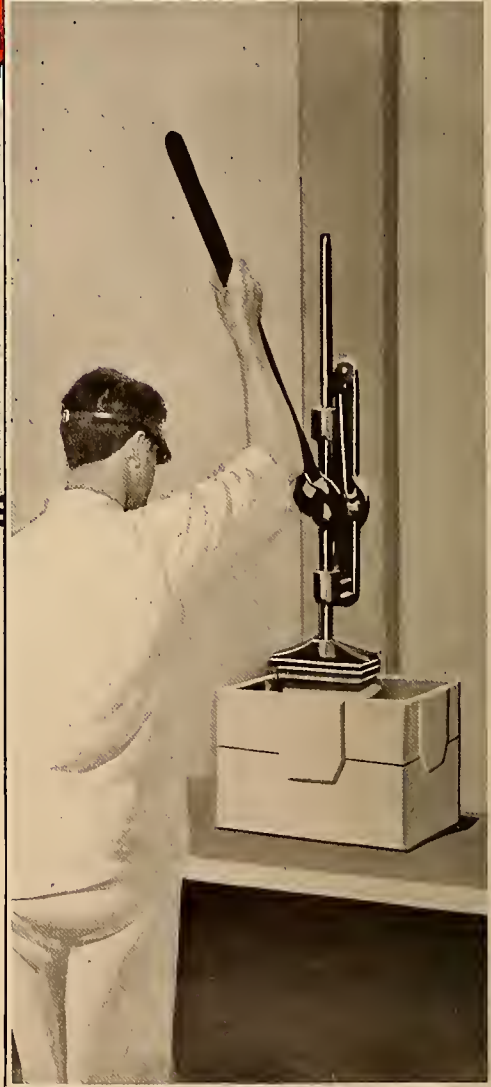
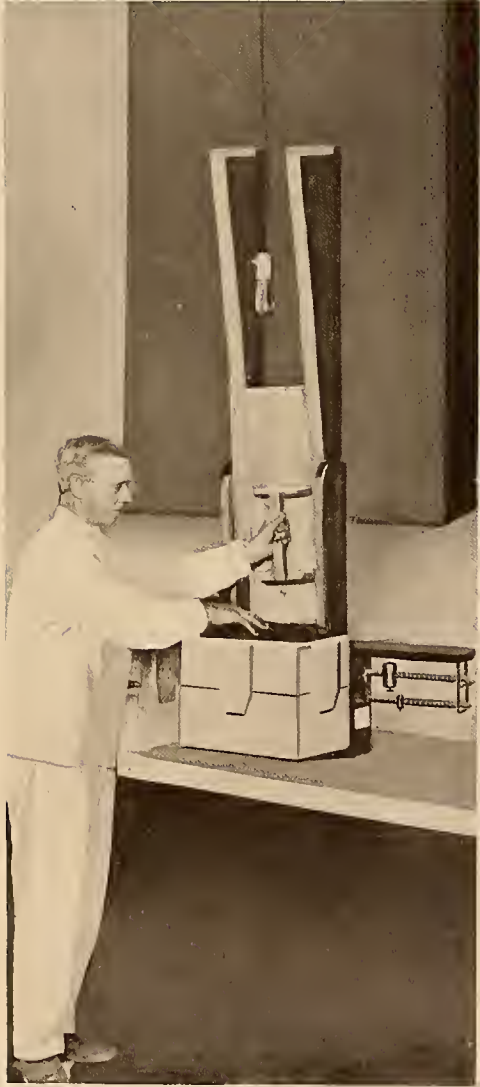


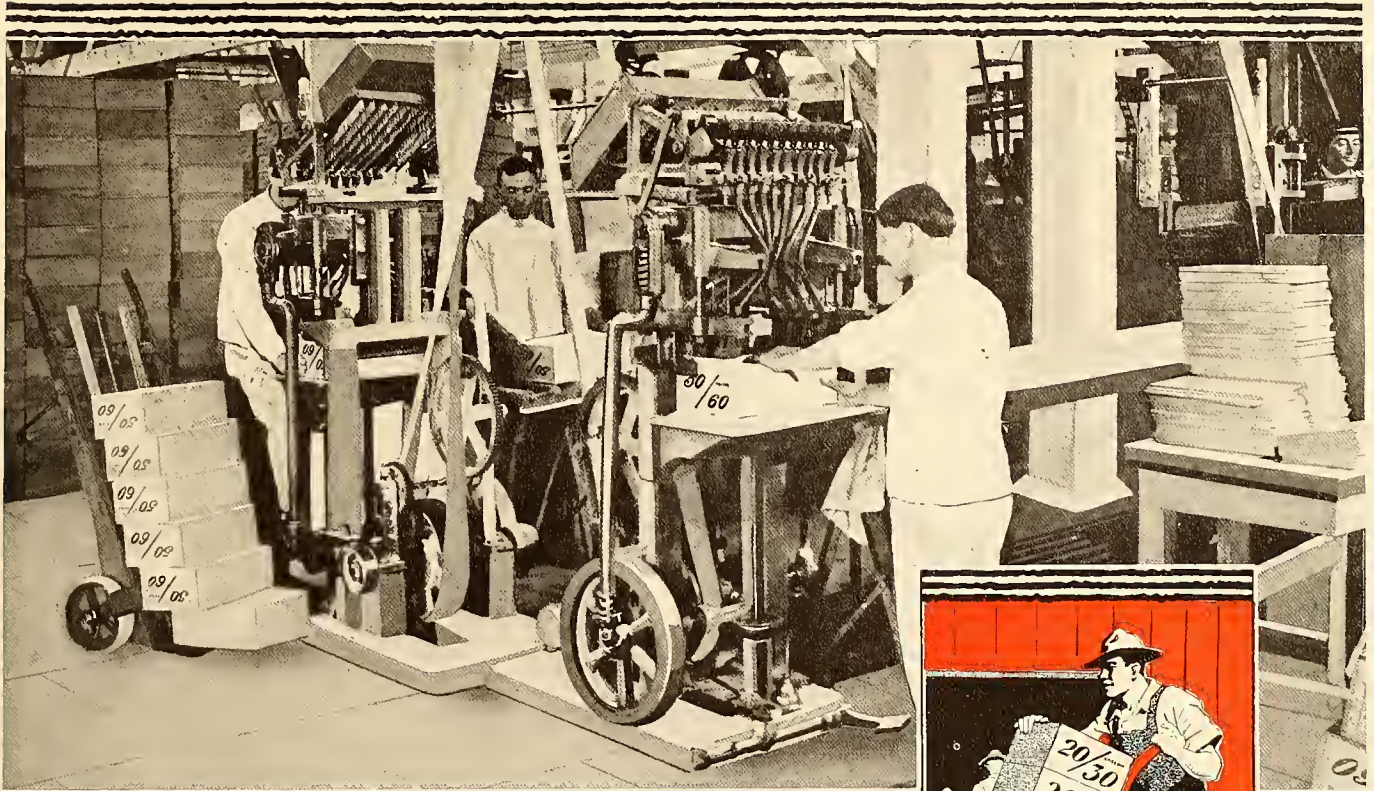


WHAT'S this ponderous mechanism in the upper picture? It's the "steamer" in which SUN-SWEET prunes are steamed, sterilized and softened before packing. Each little bucket you see in the picture trundles out its load of steaming prunes and — like a faithful workman — goes back over the "circuit" to do it again and again.

Do you see that man at the left in the lower picture? He's the fastest weigher of dried fruits in the world. He has a record of 720 boxes per hour.

While the stalwart fellow at the right is "doing his bit" by checking up the weight and pressing the fruit down in the box before nailing.





IN THE upper picture you see the boxes being conveyed to the automatic nailing machines. The lid is clamped down and each box is made ship-shape and air-tight—all quick as a wink, thanks to American ingenuity.

The middle picture shows the end of the packing house trail. Boxes of fruit being stenciled and marked for their proper destination.

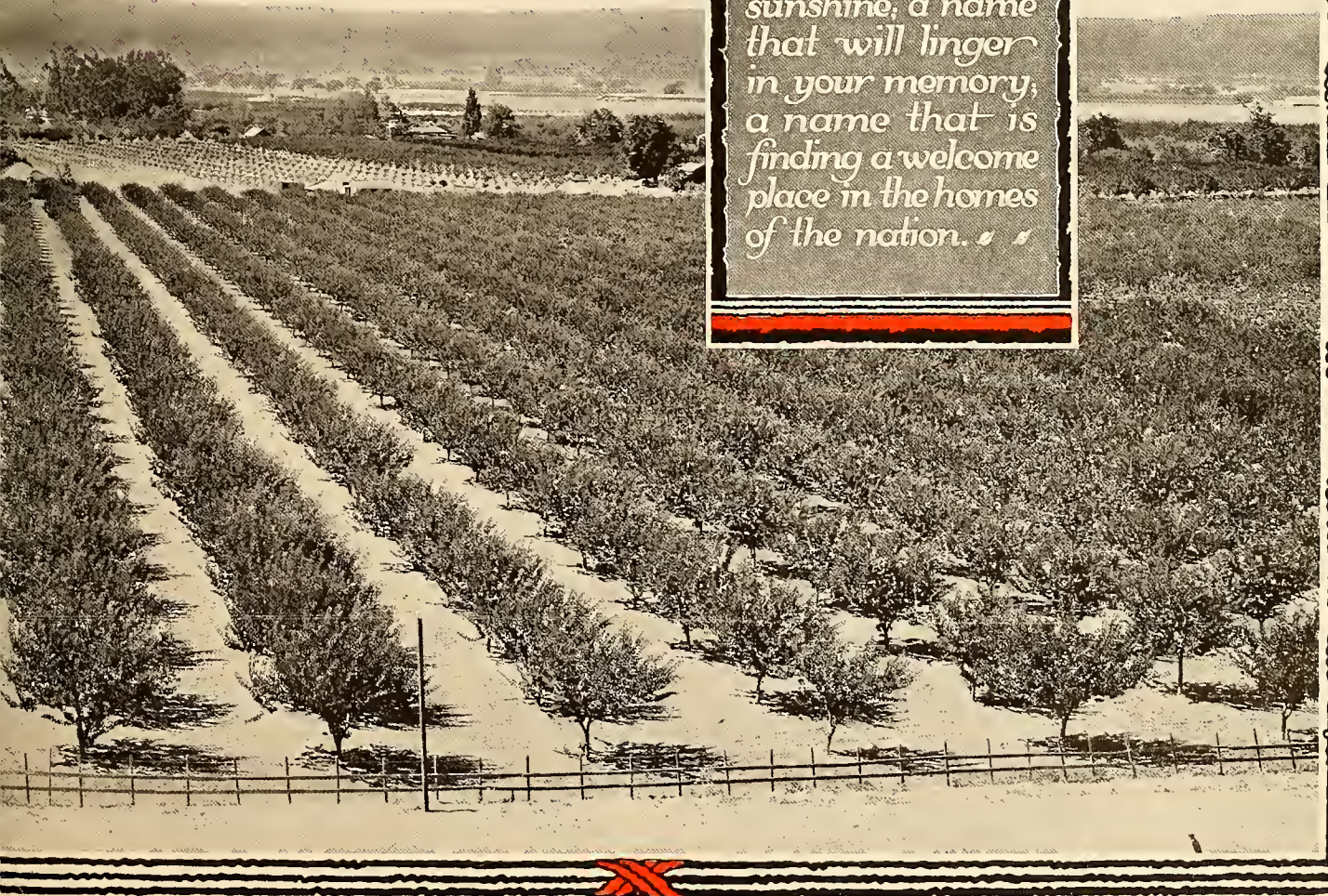
Toot! Toot! Here you see **SUNSWEEET** fruit off on its journey to tickle the palate of consumers—who knows where?







SUNSWEET
—a name to
conjure with!
A name that
smacks of Cali-
fornia—that brings
up visions of its
wondrous valleys,
its stately foot-
hills, its God-given
sunshine; a name
that will linger
in your memory;
a name that is
finding a welcome
place in the homes
of the nation. ✽ ✽



From the Blossom to the Box

NOT all dried prunes and apricots are California prunes and apricots. Nor do all California prunes and apricots bear the SUNSWEET label. This brand name is reserved only for the top pack: the highest-quality dried fruit it is possible to produce in the State of California—famous for its fruits the world over.

Before prunes and apricots earn the right to be branded SUNSWEET they must meet definite, prescribed standards of quality: on the tree, in process of curing, in packing and after packing. They must conform to standards set by our own and State officials.

We select our fruit from bearing orchards that are carefully pruned and sprayed. Result? The fruit is absolutely the best that is grown.

California's wonderful sunshine gives to SUNSWEET prunes their rich fruit sugar, ripening them to a royal purple hue and flavoring them to almost honey sweetness. The ripened prunes are then exposed to the sun until the water content is evaporated, leaving in concentrated form all the food value and delicacy of flavor.

The trees blossom some time in March. And this, by the way, is one of California's rarest and most beautiful offerings to the eye—when its thousands and thousands of prune and apricot orchards, in valleys and foothills, are laden with pink and white blossoms.

Fruit sets immediately following the falling of the petals. Ordinarily a grower can gain a fair idea by the latter part of April, of the kind of crop he is going to have. The prune ripens during the latter part of August and, at this time, has a dark purple color covered with a light purple bloom. When *fully* ripened, the prune reaches its highest sugar content and falls to the ground, leaving the stem on the limb. As soon as the fruit

falls, evaporation of the moisture begins to take place through the skin at the spot where the stem was.

SUNSWEET prunes are never picked or knocked from the trees. Nature alone determines when they have reached full maturity and drops them one by one to the soft soil for gathering. Once every seven to ten days the orchard is gone over by pickers who pick the fruit from the ground. Usually it takes four to five pickings to harvest the crop.

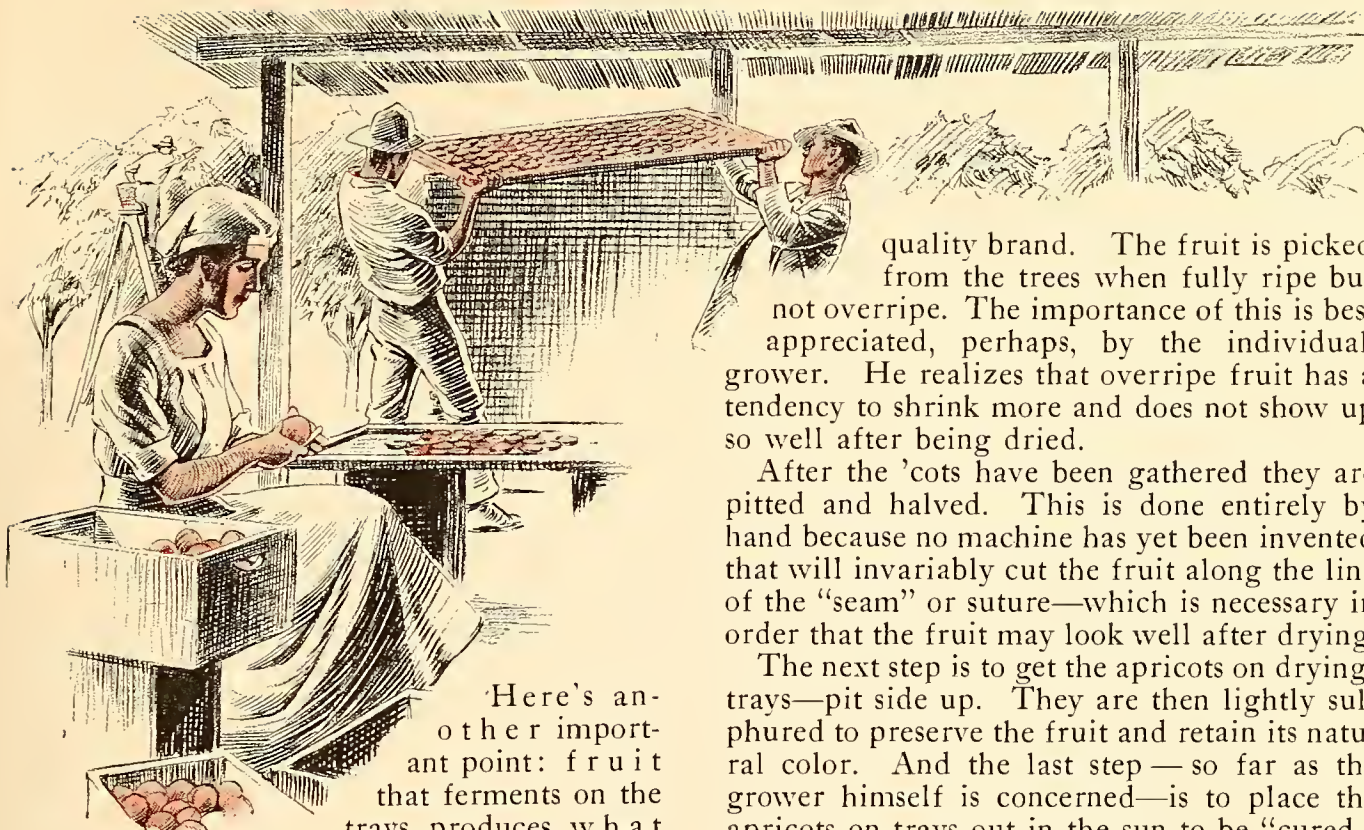
The ripened fruit is hauled in boxes to the "dipper shed" and there placed on a power-driven outfit where it is automatically dipped in a boiling hot, slightly caustic solution. Later it is rinsed and graded into two or three sizes and spread on trays for the sun-curing process in the yard.

There's a reason—and a good one—for the procedure described in the preceding paragraph. Here it is: this dipping process serves to crinkle or slightly cut the skin, thereby destroying all germ life, preventing fermentation on the drying trays and hastening the actual process of drying or curing.

Once the fruit is in the dry-yard, the question of drying and curing resolves itself into a question of individual judgment. Fruit is allowed to lie on the trays out in the sun until about three-quarters dried and then stacked in piles one above the other, making due provision for air vents on either end. About twenty trays can be stacked in one pile and the finishing process takes place in the stack.

Under normal weather conditions it requires from ten days to two weeks to cure prunes. While the fruit is on the trays in the dry-yard it is given at least one "turning" by hand—the trays being shaken up so that the fruit secures an equal drying on all sides. Also—this materially lessens the time required for drying.





are commonly known as "bloaters" or "frog" prunes. No such fruit is permitted to go out under the SUNSWEET top-quality brand.

It may be of interest to note, in passing, that we plan a guarantee of sugar content to accompany our SUNSWEET brand at some time in the future. Of course, this would depend upon whether we can perfect an accurate and convenient method of determining the exact sugar content of these prunes. And—when this will have been accomplished—it will be a distinct achievement in the production and standardization of dried fruit. It will be another feather in the cap of SUNSWEET.

Now—to get back to our story: after proper curing the fruit is taken from the dry-yard to the dried-fruit house of the orchard and there placed in bins for the "sweating" or evening process. Here it is allowed to pass through the "sweat," which saves it from subsequent damage after storage and, at the same time, equalizes the moisture in the individual prunes, giving the entire mass an even and uniform appearance. After the "sweat" the fruit is put up in sacks and hauled to the nearest packing house.

But, before we follow SUNSWEET prunes through the packing plant, let us go back to apricots—to the orchard where they are grown.

Only fully matured, tree-ripened apricots are permitted to go out under the SUNSWEET

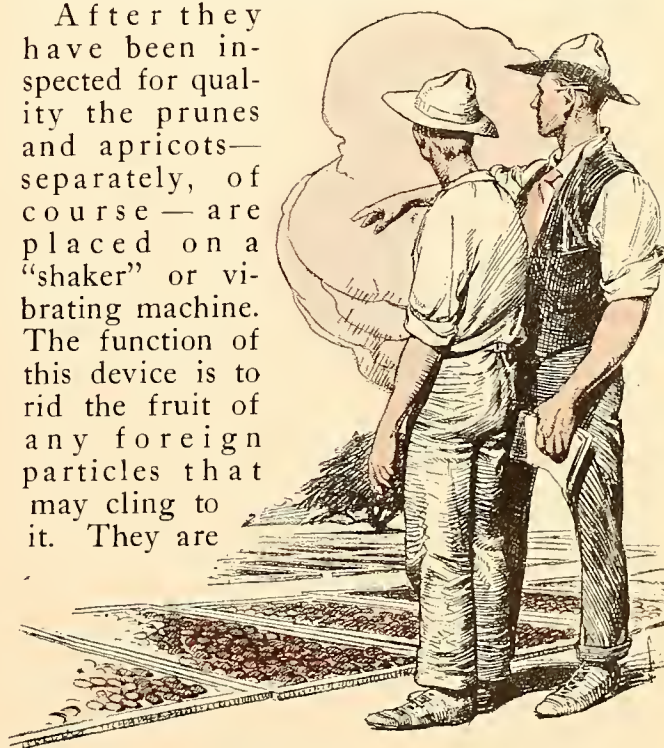
quality brand. The fruit is picked from the trees when fully ripe but not overripe. The importance of this is best appreciated, perhaps, by the individual grower. He realizes that overripe fruit has a tendency to shrink more and does not show up so well after being dried.

After the 'cots have been gathered they are pitted and halved. This is done entirely by hand because no machine has yet been invented that will invariably cut the fruit along the line of the "seam" or suture—which is necessary in order that the fruit may look well after drying.

The next step is to get the apricots on drying-trays—pit side up. They are then lightly sulphured to preserve the fruit and retain its natural color. And the last step—so far as the grower himself is concerned—is to place the apricots on trays out in the sun to be "cured." During this process all dark pieces or "slabs" are picked out. The test of completion is to have the fruit pliable but not soft enough to be "sticky."

Once they reach the packing house both prunes and apricots undergo a rigid examination in every process. Nothing is overlooked—nothing is taken for granted. Every sack—every pound—of fruit must come up to a fixed standard from which there is no deviation.

After they have been inspected for quality the prunes and apricots—separately, of course—are placed on a "shaker" or vibrating machine. The function of this device is to rid the fruit of any foreign particles that may cling to it. They are



Here is a facsimile of the Inspection Certificate which accompanies each shipment of SUNSWEET Prunes and Apricots. This Certificate guarantees quality, flavor, count, size,

then graded for size and prepared for packing. Eventually they find their way through chutes to the shipping room where they are weighed, boxed automatically and properly labeled for size. After that—they are trundled out to the cars for shipment.

In boxing prunes for the market it is essential that they be "steamed" for several minutes or until the heat reaches the pit. This steaming process not only cleanses and sterilizes the prunes but makes them easier to handle in packing. After cooling off, the prune has a glossy, jet black color, often with a dark purple sheen. The SUNSWEET prune, when it leaves the packing house, presents a very tempting appearance. It is black, smooth-skinned and pliable—but not soft.

The dried apricot, too, requires a sterilizing and rinsing process before being packed. The fruit is thoroughly washed in an agitated cold water bath and lightly sulphured. The sulphur offsets the darkening effect that might result from this cold plunge; and, what is more, prevents any possibility of mouldy or wormy fruit.

So that—when the SUNSWEET apricot is ready to leave the packing house—it is yel-

low amber in color, has a smooth clear skin, and is pliable—but not soft enough to be "sticky."

A visit to one of these packing plants, in season, impresses you with the fact that everything here moves along with precision and without delay. Each plant is an admirable example of organized efficiency. There is no lost motion—no indirection.

Our system of packing house supervision is complete. Our various packing houses are located near the orchards. Our State-wide organization enables us to keep in touch with every grower, every packing plant, every factor engaged in the production of SUNSWEET dried fruits. The men who supervise their packing and production are men of long experience in the selection, buying and packing of fruit.

SUNSWEET prunes and apricots are graded and packed on a high-standard schedule that remains fixed season after season, day in and day out. No detail in growing or packing that would operate to the possible betterment of the fruit has been overlooked—you can be sure of that!

To turn out a pack as nearly 100 per cent perfect as possible—this is the fundamental idea upon which SUNSWEET is grounded. And—the importance of this is being constantly drilled into the mind of every one in the employ of the Association—from the time the fruit leaves the orchard until it is loaded into the car and shipped. And it is this painstaking attention to detail—this constant watchfulness and guidance—that makes possible the uniformly high quality characteristic of SUNSWEET.

This much is certain: no better fruits are grown and no better dried fruits are packed—SUNSWEET prunes and apricots are fit for any table in the land.



Form 100-1 (1-1-1920)

ORIGINAL

California Prune and Apricot Growers, Inc.

INSPECTION CERTIFICATE

INSPECTION NO. 14792

Packer S. & C. Ham Co. San Jose, Jan. 22, 1918.

For John Smith & Co. Southern Pacific Line

Chicago, Ill. Car No. S.P. 1000 Route S.P. U.P. C. & N.W.

NUMBER OF PACKAGES	STYLE OF PACKAGE	VARIETY AND GRADE	CROP	SHIPPING MARK
200	25#	30/40 Prunes	1917	J.S. & Co.
200	"	40/50 "		
200	"	50/60 "		
500	"	60/70 "		
200	"	70/80 "		
200	"	80/90 "		

CONTRACT REQUIREMENTS

(State fully all conditions of sale necessary to enable Inspector to properly pass on shipment.)

Contract 2000

25# Box, Faced

50# " Unfaced

OFFICIAL CERTIFICATE OF INSPECTION

THIS IS TO CERTIFY, that on the Second day of January 1918, an official inspector of this Association carefully examined and tested the above described goods prepared for shipment to Chicago, Ill. and satisfactory proof having been presented that same are of good quality, condition, and character described in the above application of shipper.

Now, therefore, this ASSOCIATION, by its duly authorized Secretary, has on Second day of January 1918, issued this Certificate in its corporate name and under its Official Seal attesting to the quality of the highest described shipment.

CALIFORNIA PRUNE AND APRICOT GROWERS, INC.

Joseph H. Jones Secretary.

CALIFORNIA

FEBRUARY 23, 1917

Two Foods that Serve and Save

JUST now, when food-conservation is receiving such serious consideration, the value of dried products is becoming more and more apparent. As fresh fruits will not

keep indefinitely, and canned goods are bulky, the drying of fruits has the double advantage of protection against decay, renders the fruit compact, convenient, and, at the same time, palatable.

The food value of a pound of *dried* fruit is, of course, much greater than the same quantity of *fresh* fruit. And under present conditions, where economy is such a factor to the housewife, the high food value of prunes and apricots places them among the reasonable (and always seasonable) articles of diet. Not only do they inject variety into the daily fare, but, as a source of energy, they compare with cereals and starchy vegetables. Their food value, delicious taste and beneficial effects upon the system have long been recognized.

Perhaps no other dried fruit is quite so generally used as the prune; nor is there any of more value in the diet. But how seldom you find it *properly* cooked or prepared in the various toothsome ways to which this fruit lends itself. And for that reason prunes only too often are not as highly esteemed as they should be.

In preparing, the fruit should first be soaked, in cold water to cover, at least two hours. Long, slow cooking in the water in which they were soaked is necessary to make them soft and juicy, no sugar being added during the process. When cooked, they should be sweetened moderately and will be much improved by standing at least twenty-four hours before serving. In this way, they will be plump and well-seasoned to the center. Also, by the slow process of cooking, very little sugar will be necessary. A

few slices of lemon (or lemon juice) or, perhaps, a stick of cinnamon, offer a pleasing variety to the stewed prune.

The prune juice itself provides one of the most healthful, natural syrups. It is often recommended for invalids and offers one of the most harmless and efficient laxatives that can be given to young children.

When you stop and consider it, there is an almost endless variety of dishes—palatable, attractive, wholesome, high in food value—that can be prepared from prunes quickly and readily. For example, there are prune dumplings; and then—filling for sandwiches, filling for pastry, ice cream, bread. Also they can be cooked with cereals or used for puddings and fruit salads. And even the lowly bread and rice pudding, too, are glorified when three or four baked prunes, with plenty of juice, are added to the otherwise unexciting dessert.

The flavor of the apricot seems to be perfectly retained in the dried product, making this fruit a very desirable one for use in sauces and desserts. With pineapple, the dried apricot makes a most excellent marmalade. The sauce added to an omelet just before serving will be found most appetizing. And then, there is frozen pudding—made of juice and pulp; steamed pudding; apricot and wine jelly for the convalescent; and dried apricots can be prepared in so many other practical ways by

the skilful housewife. With both prunes and apricots so little sugar is necessary (the fruits having natural sugars of their own) that they are doubly valuable now. Whether used by themselves as substitutes for fresh or preserved fruits, or mixed into bread, puddings, pastry, and various other dishes, prunes and apricots offer a wholesome, nutritious and economical way of securing variety in the daily fare.



MRS. BELLE DE GRAF, through whose courtesy the accompanying article is reproduced, enjoys a wide reputation as an authority on domestic science and modern cookery. She is a graduate of the Domestic Science Department of the Columbia University, New York, and has held demonstrations throughout the country. Only recently she appeared before the leading women's clubs of America in a similar capacity. Latterly she has rendered conspicuous service to the Government through her classes on food-conservation and war-time cooking.

A New Dish for the Nation —this Sunsweet Creation

All of us are familiar with such favorites as stewed prunes, prune whip, stewed apricots, apricot pie, apricot cobbler and apricot soufflé. But why stop there? Think of the infinite variety of dishes—tempting, delicious, nourishing—that can be made from these two dried fruits.

Take, for example, this delectable Prune Pastri-Pie—a splendid tribute to the baker's art, attractive enough and wholesome enough to grace any table in the land. What could be more tasty,



"Oh Boy!"

or more nutritious, or more appealing, than this layer of SUNSWEET Prunes nestling between crisp, flaky crusts?

Altogether a tempting and toothsome dessert designed to tickle the palate of the Made-in-America Boy—and his father and mother and sister, too.

This is merely an illustration of what SUNSWEET can do—and will do—to educate the American public to a higher appreciation and a wider use of California's nature-flavored prunes and apricots.

Prune Pastri-Pie

Here's the way Maxime—premier pastry chef of the Hotel St. Francis, San Francisco—goes about making the ordinary-sized Prune Pastri-Pie:

Take one pound of SUNSWEET prunes and stew them thoroughly in a small quantity of water until they are soft. Then—let cool. After that, remove the stones and mash the prunes together. Do not strain, but keep the juice. And then—spread the mash over ordinary pie dough in the baking pan.

Place strips of dough over the top of the prunes and put in oven to bake. Add no sugar. If necessary, a little sugar may be placed on top of the pie.

A relatively simple procedure, as baking goes. The result is a luscious Prune Pastri-Pie a la SUNSWEET—um-m--m! Wholesome and nutritious—sweet but not cloying. Rich? Yes! But naturally so! Just such a pie as mother can make—if she has SUNSWEET Prunes to make it with.



Rather inviting, this Apricot Pie! Open, frank, and proud of its SUNSWEET lineage! For — dried apricots (and, more especially, SUNSWEET Apricots) are the greatest of all pie fruits. When properly prepared, they closely resemble the fresh fruit in taste and appearance.



Nor is the use of Apricots confined to the making of pies—as witness this alluring Apricot Souffle.



There is a tall hedge of difference between stewed prunes, as most people know them—and stewed prunes, as they should be. One of the things SUNSWEET will “get home” is how to stew prunes properly—and that boiled prunes are NOT necessarily spoiled prunes.

The Food Value of Prunes and Apricots

HERE are excellent reasons why more dried fruits generally should, in some form or other, be eaten in much larger quantities than at present. We must remember that there are two chief objects of foods: (1) to build and repair tissue; (2) to yield energy.

Can dried fruit build and repair tissue? Can dried fruit yield energy? The answer to both these questions is, "Yes." The dried fruits, however, cannot build to any appreciable extent, either muscular tissue or bony tissue, but the fruit can build fatty tissue.

The table below shows us, conclusively, that the chief nutritive element in the dried fruits generally is sugar, one of the most valuable of the carbohydrates, and certainly most easily digested and assimilated of all. When we consider that the consensus of opinion among physiologists and nutrition investigators is that the carbohydrates of our food, and *not* the nitrogenous compounds, are the source of muscular energy for the body, we can better appreciate the high nutritive value and the desirability of dried fruits.

The value of fruits and vegetables also in the diet is further emphasized when the mineral ingredients of foods are considered. These, for convenience and brevity, may be divided into base-forming and acid-forming elements. Those contributing to the former are potash, soda, lime, magnesia, etc. — to the latter, sulphur, phosphorus, chlorin, etc. In meat and eggs we have an excess of the acid-forming elements. The grain by-products indicate sometimes a balance or a slight predominance of acid-forming elements, and the more refined the product the greater is the excess. In milk the balance is in favor of the bases. Vegetables and fruit contain a large excess of base-forming elements. These statements indicate very strongly

WE are indebted to M. E. Jaffa, Professor of Nutrition of the University of California, for the article which appears on this page. Professor Jaffa enjoys a country-wide reputation as an authority on food values. His investigations in the field of nutrition have attracted national and international attention and his bulletins and reports are regarded as an authoritative exposition of the subject. In the accompanying article he has tried to give you, in semi-scientific terms, interesting and informative facts concerning the nutritive value of prunes and apricots.

You will find it instructive reading.

the desirability of having in the diet a generous proportion of fruits. A diet consisting only of cereals, meat and eggs, in which, therefore, the acid-forming elements would greatly predominate, would serve to bring about disturbances of metabolism.

It might be well here to consider also the mineral matter to be found in dried fruits.

Prunes, especially, are high in iron. Indeed, the seeded raisin is the only fruit which exceeds the

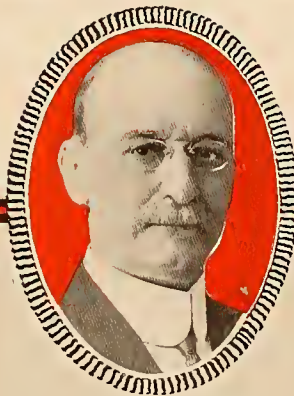
prune in iron content. Certainly, this is a valuable point to remember in considering the nutritive value of prunes. Another important effect of eating fruit is the introduction of an acid substance into the digestive tract which later yields an alkaline or basic substance in the blood and tissues.

Now—in order to determine relative food values we must have some basis of computation. One method of comparing the total value of one food with another is by means of the calorie or unit of energy. An inspection of the figures giving the caloric values of foods listed in the accompanying table shows how favorably dried fruits compare with flour and white bread. The comparison, however, of the chemical composition alone, does not give one, always, the true physiological or real value of a food. While it is true that flour possesses the higher total food value, when compared with the ordinary dried fruits, still a combination of the two is far better than either alone.

In using dried fruits we obtain not only the nutritive

value of the sugar, but whatever other hygienic or medicinal value they have by virtue of the salts and organic acids found in fruits and also in vegetables.

The craving for sweets, exhibited in most children and many adults, is a natural demand on the part of the system for a needed food. This truth is brought home to us more clearly when we remember that Nature's food for the infant, mother's milk, contains, of its solids, 50 per cent sugar. Nature continues to provide sugar for the older children in the form of sweet fruits.



Here is the table referred to in the accompanying article by Professor Jaffa. It shows, in concise form, the nutritive value of prunes and apricots, as compared with other staple articles of diet. And it offers the best argument that could be advanced for a wider consumption of these fruits.

	Dried Raisins	Dried Prunes	Dried Figs	Dried Dates	Dried Apricots	Dried Apples	Flour	White Bread
Water	28.47	29.14	22.7	38.2	29.4	28.1	12.5	32.9
Protein or nitrogenous compounds.....	4.55	2.54	4.3	2.9	4.7	1.6	10.8	8.7
Fat61	.59	.7	.3	1.0	2.2	1.0	1.4
Sugar, starch &.....	62.57	63.37	62.5	55.0	62.5	66.1	75.1	56.5
Crude Fiber66	1.65	8.5	2.2			.1	
Mineral matter or ash	3.14	2.71	1.3	1.4	2.4	2.0	.5	.5
	100.00	100.00	100.0	100.0	100.0	100.0	100.0	100.0
Fuel value per lb., calories.....	1,336	1,292	1,395	1,125	1,290	1,350	1,650	1,270

A Tribute by the Chef

It is time that prunes and apricots came into their own. Heretofore these dried fruits have been content to stay in the background of modern cookery; and I am glad that a concerted effort is being made to bring them out from hiding, so to speak, and popularize their daily use. I look forward to the time when the true food and gastronomic value of dried prunes and apricots will be properly appreciated—when chefs

and cooks and housewives generally will see that they occupy a much more important place on their menus than they do now. For—it would be hard to find two foods that adapt themselves so readily to so many uses. Now, I am going to show you just a few ways of using them:

Let us say you wish to use prunes raw. Alright! All you need do is to let them soak thoroughly in cold water for at least three hours. (Apricots require only a half hour for this purpose.) You can use them for soups, for garnishing salads, for pies and puddings—just the same as fresh fruit. And then you can use them as sauces for puddings, as stuffing for poultry or game and—yes!—use them even as vegetable.

Not alone this—you can use them to flavor drinks or for the purpose of garnishing a bowl or caraffe.

As desserts, prunes and apricots are always in order. And, while I think of it, what is more tempting than prune jam or apricot marmalade?

And now think of the many, many things you can do with prunes by cooking and baking. To the ingenious chef or housewife nothing is impossible. For instance — there are any number of ways to combine prunes and apricots with flours and cereals. You can have prunes with macaroni, spaghetti, vermicelli, and so on.

And then, of course, there are numberless ways in which to use prunes and apricots in making breads, rolls, fruit cakes, etc.

There is this much to be said, however, in preparing prunes for boiling or baking: use plenty of water so the fruit will be "loose." Give them lots of room—don't pile them up and smother them. Give them an opportunity

HERE is a chef who believes in giving prunes and apricots their just desserts. Victor Hirtzler, the chef responsible for the accompanying article, is an artist in the same sense that Caruso or Paderevski is an artist. His life has been devoted to the culinary arts and his creative genius is responsible for many toothsome, wholesome dishes now famous here and abroad. For fourteen years Victor has been practicing his art at the Hotel St. Francis, San Francisco. Prior to that he was in New York and Paris. You will enjoy reading this glowing tribute to prunes and apricots by this famous chef.

to swell out their chests, so to speak, and give you the best that is in them.

Let us take baked prunes, for example. Properly prepared these may well rank with the foremost table luxury. The thing is simplicity itself: first—lay your prunes side by side in a baking dish, taking care that there is ample room for each prune to expand in the process of baking. Cover the prunes with water and set into a hot oven. Be careful, however,

that the oven is not too hot; the best flavor of every baked dish is brought out by slow cooking.

At the end of an hour pour off three-quarters of the juice. And Hooverize every bit of this juice. To the juice remaining in the pan, add sugar to taste, a bit of lemon rind and a stick of cinnamon. Then cover the pan closely and return it to the oven to finish baking. The prunes should remain in the oven until the juice has been reduced to a thick syrup. They are then ready to be served in any number of ways.

Served cold with whipped cream (and, perhaps, sprinkled with ground nuts) they are really delicious. They make a luscious addition to a fruit salad. And anyone who has not tasted a fowl dressing of prunes and some ground nuts has a treat in store.

In this brief resume I have only tried to touch upon the infinite variety of wholesome, appetizing and zesty dishes than can be made from prunes and apricots. It is enough, however, to show what can be done with them—providing the chef or housewife has the inclination and the proper guidance. It is hardly fair to these dried fruits to use them as desserts and stop there. They deserve better treatment than that. They are good foods, to begin with; natural foods, high in nutritive value, easy to digest. They are easy to handle in the kitchen and adapt themselves to a wide range of uses.



In order to demonstrate the wide utility of dried prunes and apricots Victor Hirtzler, maître de cuisine of the Hotel St. Francis, San Francisco, prepared a dinner in which these fruits figured importantly in nearly every course. They not only dominated but usurped the menu—which was:

Prunes en Suprême
Chicken Soup
Salted Almonds
Filet of Sole with Sunsweet Prunes
Stuffed Squab Chicken with Sunsweet Apricots
Peas étudiés Potato Chateau
Prune and Apricot Salad
Pudding Glacé Prune et Apricot
Assorted Cakes
Demi Tasse
Prune and Apricot Punch Prune Bread Apricot Rolls

(Recipes will be furnished on request)

The Sales-Significance of Sunsweet

ONCE in a decade, perhaps, you find a trade name or mark that trips off the tongue lightly, that nestles in your memory and that is easy to remember and repeat; a name so simple, so suggestive, so significant that you can't help but warm up to it at once.

Such a name is SUNSWEET.

It is a name that will linger in the minds of American housewives as a sign of the highest quality prunes and apricots obtainable.

The day will come—and sooner than you think—when SUNSWEET will be a buyword throughout the land. The American housewife no longer will say: "Send me some prunes and apricots." Instead, it will be the most natural thing for her to say: "Send me SUNSWEET."

Because—she will know what SUNSWEET is and what it stands for. She will know that

this brand is a symbol of top-quality dried fruit—the finest prunes and apricots it is possible to produce in California. And she will realize that here is a definite standard of quality upon which she can rely day in and day out.

What a change from the "good old days" (so-called) when prunes were prunes and apricots were apricots; when practically all buying was a hazard—impossible for the child and risky even for the parents; when "*Caveat emptor*" ("Let the buyer beware") reflected the trend of the times.

Today—what a contrast!—the housewife sends her little child to make purchases at the corner grocery. She sends her with perfect confidence that, even though a child, it will be easy for her to get exactly what she wants. All that the little messenger needs is explicit instructions to get this or that product *by name*.



SUNSWEET Prunes are packed in all desirable sizes, but only one grade—the very best. It is easy to see that the trees in one orchard will produce a multiplicity of sizes. Therefore, we plan to educate the consumer-public to a better understanding of our gradings; and to show that our brand name SUNSWEET is a designation of quality—not size.

The Sales-Significance of Sunsweet

THREE dominant questions: Will it please and satisfy the public? Will it make a profit for you? Will it please and satisfy the trade? To each of which SUN-

SWEET answers, most emphatically, "Yes!"

Wide as is the demand for prunes and apricots, we have hardly begun to tap the surface. The fact that they are *not* new foods is just so much in their favor. It is not so much a question of establishing a demand for prunes and apricots. We have that—to start with. It is more a question of *increasing* this demand—by standardizing and elevating these products in the mind of the buying-public.

And—there can be no doubt in your mind as to the ability of the California Prune and Apricot Growers, Inc., to accomplish this.

This program of consumer-education will be built around the quality-brand SUNSWEET.

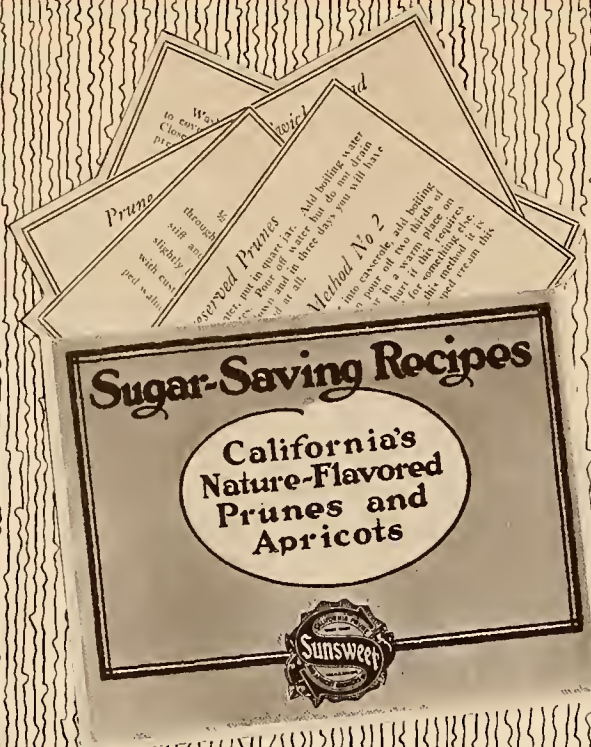
The consumer will be taught new and varied uses of prunes and apricots by broad and extensive publicity. We will tell the housewives of this nation—as we are telling you now—the story and glory of SUNSWEET. Result? They will not only buy more prunes and apricots—but they will buy them oftener.

It goes without saying that this influence will be reflected in the sales that go over the counter. Increased demand will bring an increased volume of sales and with it will come an increased volume of profits.

Bear all this in mind when you stop and consider the scope, the sales-significance of SUNSWEET. It is not merely that we have given the nation another household name. It is a name that will be indelibly impressed on the mind of the consumer-public; a name that the American housewife (multiplied 20,000,000 times) will go by in buying prunes and apricots.

SUNSWEET Apricots are packed in five sizes (Choice, Extra Choice, Fancy, Extra Fancy and Jumbo) but only one quality—the very best. Each box of SUNSWEET Apricots (as well as SUNSWEET Prunes) carries a guarantee of quality of fruit and weight; an Inspection Certificate accompanies each shipment, guaranteeing condition on arrival.





WHENEVER and wherever prunes and apricots are used, SUNSWEET will perform a distinctive service. Appreciating this fact—and appreciating the extent of the demand which can be built up for this brand of top-grade fruits—we have prepared a number of sales-aids for the trade, the large users of these fruits and consumers generally.

Here, for example, is an envelope containing Sugar-Saving Recipes calling for the use of prunes and apricots. This Recipe Packet represents a distinct departure, since the recipes are printed on *gummed* slips to be pasted in the housewife's favorite cook book for permanent reference. *Now ready for distribution.*

And then, there is our Chef Book—a publication embodying suggestions and recipes originated by the *most famous chefs in America* to show how hotels, restaurants, cafes, cafeterias, clubs and institutions generally may use dried prunes and apricots in many unusual and captivating dishes. *Now in preparation.*

Directly opposite is a one-color reproduction of the splendid SUNSWEET Recipe Booklet which already has sprung into wide favor with the trade and consumer. It shows 94 common and uncommon ways of preparing prunes and apricots. *Now being distributed.*



20,000,000 Homes Will Come to Know This Name

HERE is an interesting, country spanning campaign that will impress SUNSWEET upon the minds of 20,000,000 housewives in America.

The day will come—and sooner than you think—when SUNSWEET will be a byword throughout the land. The American housewife will no longer say, "Send me a pound or two of your best prunes." Instead, it will be the most natural thing in the world for her to say, "Send me SUNSWEET." Because the American housewife will be educated by our consumer campaign to a wider use of prunes and apricots. She will come to know that SUNSWEET stands for the highest quality obtainable.

Multiply this housewife 20,000,000 times and you begin to appreciate the country-wide demand for SUNSWEET Prunes and Apricots that is bound to come.

As a live grocer you will order quality prunes and apricots by their right name—SUNSWEET. Remember this when your jobber's representative calls.

CALIFORNIA PRUNE AND APRICOT GROWERS, INC., San Jose, California

Sunsweet nature-flavored CALIFORNIA Prunes and Apricots

What will SUNSWEET do for you in 1918?

FOR months we have been busy building the groundwork upon which will rest our 1918 campaign to the housewives of America. We know pretty well what this campaign will accomplish.

First—it will result unquestionably in a larger, day-in-and-day-out demand for prunes and apricots. Every force, every resource at the command of this State-wide, cooperative organization will be used to impress upon the minds of American housewives that SUNSWEET and Quality are inseparable.

Ask your jobber about it today!

CALIFORNIA PRUNE AND APRICOT GROWERS, INC., San Jose, California

Sunsweet nature-flavored CALIFORNIA Prunes and Apricots

California Prune & Apricot Growers, Inc. SAN JOSE, CALIFORNIA

Sunsweet—the quality Prune and Apricot BRAND

Sunsweet Saves Sugar

Rich in fruit sugar—SUNSWEET Prunes will make a special appeal to your trade now that sugar must be conserved. They are the finest prunes it is possible to produce in California.

Nature-flavored Prunes

—sun-sweetened and un-soured. They can be served without the addition of sugar—their natural sweetness takes care of that. And they can be used also to sweeten other dishes. Your customers will appreciate this feature of SUNSWEET Prunes.

Meat! Get in touch with your jobber today! Get in touch with your jobber today! Get in touch with your jobber today!

CALIFORNIA PRUNE AND APRICOT GROWERS, INC. San Jose, California

Sunsweet—the brand name of the highest quality Prunes and Apricots

We Grow—We Pack—We Sell

Arrangements are now being made for the California Prune and Apricot Growers, Inc. to sell their product in the United States and Canada. This organization is a group of growers who have joined together to produce a high quality product and to sell it under a single name—SUNSWEET.

Prunes and Apricots are now being sold in California under the name of SUNSWEET. This is a new name for a new product. It is a name that will be known throughout the country.

Prunes and Apricots are now being sold in California under the name of SUNSWEET. This is a new name for a new product. It is a name that will be known throughout the country.

THESE advertisements have performed, quietly but effectively, before an audience of more than 200,000. They have blanketed the country from tip to tip and from end to end—and all to what purpose?

To show what SUNSWEET is and what it stands for; to reveal the bigness of the organization back of it; to make clear to wholesalers and retailers the tremendous sales-significance of this trade mark.

These advertisements—forming a carefully planned trade paper campaign—have

appeared in publications in the United States and Canada with an aggregate circulation of more than 200,000.

It is impossible to measure the influence wielded by this campaign in registering a favorable impression of SUNSWEET in the minds of the trade. Grocers, bakers, confectioners and merchants all; canners and packers; brokers and jobbers; wholesalers and retailers—all have been told the story of SUNSWEET.

Here's the list of trade papers we have used and are using:

American Grocer
Bakers and Confectioners Review
Bakers Helper
Bakers Review
Bakers Weekly
California Fruit News
Canadian Grocer
Commercial Bulletin
Grocers Advocate
Grocers Magazine
Grocers Review
Illinois Retail Merchants Journal
Inland Storekeeper
Interstate Grocer
Louisiana Grocer

Merchants Index
Merchants Journal
Merchants Trade Journal
Michigan Tradesman
Modern Grocer
Modern Merchant and Grocery World
National Baker
National Grocer
New England Grocer
New West Trade
Northwestern Merchant
Office and Store
Omaha Tradesman
Oregon Merchant
Pacific Coast Gazette
Pennsylvania Merchant

Retailers Journal
Retail Grocers Advocate (New York)
Retail Grocers Advocate (San Francisco)
Retail Merchant
Southern Merchant
The Merchants Journal and Commerce
Trade
Twin City Bulletin
Up-to-Date
Western Canner and Packer
Wholesale Grocer
Winnipeg and Western Grocer



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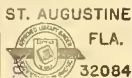
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