

## Sale Opens Everywhere on January 17

Forty-five carloads of seedless, tree-ripened "Sunkist" oranges will be on sale during "Orange Week." Your dealer-every dealer-will take part in this great sale. Keep the Fresh-Picked "Sunkist" Seedless Oranges
"Sunkist" oranges fully ripen on the tree, thus giving them that matured deliciousness that only tree-ripening can effect, and fast freight trains, which are given full right of way wherever possible, bring "Sunkist" oranges to you. Hence your "Sunkist" oranges are just as fresh, if not fresher, than the fruit that is eaten in California cities.
These oranges are deliciously juicy and
 luscious. The California Fruit Growers' Exchange Sunkist" lemons are firm and full of juice, picks, packs and ships kist" wrappers. For "Sunkist" is also the highest millions of bushels of or- grade of all the lemons grown in California. We anges. The choicest of all. select only those lemons that pass the rigid tests these countless millions of to which they are put by our experts, and the orangesare carefully select- choicest are placed within "Sunkist" wrappers.
picks, packs and ships are found only in lemons that wear "Sun ed and they alone wear the "Sunkist" wrapper. Hence the "Sunkist" brand means orange perfection. The "Sunkist" wrapper is placed on these oranges so that you may know the highest quality oranges that California produces. Insist that the oranges you buy are wrapped in the "Sunkist" wrapper

## "Sunkist" Navel Oranges Are Seedless

They are tree-ripened, exquisitely rich in sweet orange juices and the pulp is deliciously tender.

## "Sunkist" Lemons Highest Gráde

 Save the Wrappers It is important thatthe oranges and lemthe oranges and lem-
onis you buy wrapped buy are aper coveringe earing the "Sunkist" label. Not only are you assured of "Sunkist" quality but we will give you a
Rogers' Orange Spoon-FREE with each 12 "Sunkist" wrappers-either orange or lemon-and 6 twospoons are Rogers' full standard plate of handsome design. It is easy to get a fail set in a very short time. Send your wrappers and stamps to California Fruit Growers' Ex Chiriago, illinois.
day
"SUNKIST" ORANGES
Washington Street Public Market


"SUNKIST" ORANGES "SUNKIST" MCEWVEN \& KIOSIKEY Wholesale Distributors of "Sunkist" Oranges Also wholesale dealess In ain kinds or Fruts and Vegetables. Spectial attention to orders trom out of
town merchants. Everybody will wat "Sunkist" Oranges. Let is keep you supplied. PHONES: $\left\{\begin{aligned} \text { Main } & 2173 \\ \text { A } & \text { 2173 }\end{aligned}\right.$
129 FRONT St., Bet. Washtngton and Alder PORTLAND, OR

## "SUNKIST" ORANGES

And all the cholce truits the marlet afforde. Also a full line of Meats, Vegetables, M/sh, Poultry, Teas, Coffee, Spices and Groceries

White Public Market

