



ORANGE WEEK!

FORTY-FIVE Carloads Coming—Are California's Finest—The "SUNKIST" Kind—ON SALE ALL NEXT WEEK!

Attractive Prices and Special Displays of "SUNKISTS" At All Dealers

Forty-five carloads of famous "Sunkist" oranges—more than 18,000 boxes—are speeding eastward by fast freight, direct from the orange groves of California.

They will be here, on sale at every dealer's next Monday morning. The sale will continue through the week. It will be the biggest affair of its kind in history.

Last year's "Sunkist" Orange Sale was such a huge success, and everybody bought so liberally, that your local dealers were simply swamped with business. They were hardly able to supply the demand. We therefore suggest that you place your order for "Sunkist" oranges as early next week as possible. Then you will be certain of being supplied.

Every orange in every box is sound, tree-ripened and hand-picked—the most luscious, healthful fruit on the market. For "Sunkist" oranges are California's choicest crop.

Five thousand orange growers select their choicest and pack them under the name "Sunkist." Thus every "Sunkist" orange is *perfect*—solid, sweet and full flavored.

In "Sunkist" wrappers you get *tree-ripened, hand-picked* oranges of the most acceptable variety. Every orange is picked by a gloved hand. They are shipped by fast freight, and always reach your table in prime condition. Being *seedless, fibreless and thin-skinned*, there is but very little waste. They are the most economical oranges you can buy. Each one is packed in a germ-proof tissue paper wrapper and bears the label "Sunkist."

All Physicians Advise Oranges

Physicians and food experts advise people to eat more oranges. We are a nation of meat eaters. And in winter, especially, the system gets clogged, causing congestion, colds, fevers, etc. Those who eat fresh, wholesome fruit freely, seldom require medical treatment.

Serve Them for Breakfast and in Salads and Desserts

Oranges are the ideal breakfast, fruit and "between meals" lunch. For salads, they are indispensable. Orange ices, sherbets, puddings, etc., are very popular and delicious desserts.



"Sunkist" by the Box

"Sunkist" oranges reach you in such perfect condition, fresh from the orange groves, they will keep for weeks. Your dealer can make you a handsome saving if you order a box or half box. They are cheaper than table

apples, and the greatest health food.

Save Your "Sunkist" Wrappers

By saving your "Sunkist" orange wrappers you can easily secure a full set of genuine Rogers orange spoons, dessert spoons and fruit knives. The patterns shown here are our new 1911 styles, designed exclusively for us. They are as attractive and stylish as money can buy. All are Rogers quality, standard A-No. 1 plate and are fully guaranteed by the maker. No advertising appears on any of our premiums.

Read on the right the description of these

Don't Forget the Date—Week Beginning Monday, Jan. 16

THE CALIFORNIA FRUIT GROWERS' EXCHANGE, 105 King St., East, Toronto, Ont.

"SUNKIST" Premiums



Rogers Orange Spoon Free
The picture shows our new 1911 design, "Sunkist" Orange Spoon, actual size, being a genuine Rogers product and of the latest style. This spoon will be sent you, charge, etc., prepaid, on receipt of 12 "Sunkist" wrappers and 12c. For each additional spoon send 12 "Sunkist" wrappers and 12 cents.



Valuable Dessert Spoon Free
The picture shows our new 1911 design, Dessert Spoon, actual size. It is of the same excellent quality and beautiful design as the orange spoon, but being larger and heavier is more valuable. Sent to you on receipt of 24 "Sunkist" wrappers and 20c additional. For each additional dessert spoon send 24 "Sunkist" wrappers and 20 cents.



This Fruit Knife Free
Our 1911 "Sunkist" Fruit Knife is shown here, actual size. It is made of special tempered steel heavily silver-plated. Fully guaranteed by manufacturer, Wm. Rogers & Son. Sent to you on receipt of 24 "Sunkist" wrappers and 20c. For each additional fruit knife send 24 "Sunkist" wrappers and 20 cents.

Notice!
On all remittances up to 20c please send cash, on amounts above 20c, send postal note, post office money order, express money order or bank draft. Make your money order or draft payable to The California Fruit Growers' Exchange, and address your letters to The California Fruit Growers' Exchange, 105 King Street, East, Toronto, Ont.
You can secure these premiums with "Sunkist" or "Red Ball" orange wrappers. If you will make it a point to buy only "Sunkist" and "Red Ball" oranges you will not only get the finest fruits that grow, economically priced, but you will soon have enough wrappers to secure a complete set of the beautiful spoons and knives here shown.

" Sunkist Oranges "

R. H. TOYE & CO.

Wholesale and Retail Distributors

WAREROOMS, : 195 Ontario St.

Phone 467

Ask Your Grocer for "SUNKIST ORANGES"

Save the Wrappers for Valuable Premiums

"SUNKIST" is On Every Wrapper