

It Has Doubled the Turn-over in Oranges

A One-Week Test of this simple plan has opened the eyes of scores of merchants to new possibilities in profits. Perhaps you may be missing these profits. You'll want to know it if you are.

THERE'S a wonderful appeal in the color of oranges when they are shown in a mass display. It has been proven time and again, in hundreds of neighborhoods, that these displays bring trade to stores.

They can double your turn-over in oranges, and thus increase your profits without any additional investment.

They have done this for others. With your merchandising experience to help, they should do it for you too.

Try It For a Week

Empty four or five boxes of oranges—more if you have them—into a window in a sort of "plentiful disarray."

Put attractive prices on them and continue to sell at those prices for a week. Sell from the window, but keep the window full by replenishing from your stock.

At the end of the week figure your turn-over and your profits, and compare those profits with what you used to make in ordinary weeks.

Make this One-Week Test. See if you are missing these additional profits on oranges. Let the test decide.

Display the Advertised Oranges

Sunkist Oranges are noted for their beauty as well as eating quality.

They are known to millions of women because they are nationally advertised. Take full advantage of it.

Use them in your display. Let people know they are Sunkist. These well-known oranges at attractive prices will get an immediate response.

Their beautiful color-appeal will bring people from across the street, as well as from your side, to purchase at your store.

Get This Help

We maintain a special department to assist retailers who want to increase their business.

Part of the service we render is in supplying tested display material to increase the sales of oranges.

Mail the coupon and we'll send you our "Merchant's Display Material Option List," from which you can select display cards, signs, banners and other things to help you advertise your store.

Use them in making this One-Week Test of colorful mass displays.

Sunkist

Uniformly Good Oranges

The Best Fruit to Display

California Fruit Growers Exchange

A Non-Profit, Co-operative Organization of 8,500 Growers

Los Angeles, California

We will send you a booklet telling about "The Exchange" and how it operates to your benefit.

**California
Fruit Growers
Exchange**

Dept. 00,
Los Angeles, California

Please send me your "Merchant's Display Material Option List" without any obligation on my part.

Name

Street

City..... State.....