HOT PROFIT NEWS

An Introduction
Every Family Wants

Priced Right

Sunkist Jr.
WE'RE MAKING

SALEIES FOR YOU!

Every Electrified Home is a logical prospect

We’ve Sold 50,000
SunKist Jr.

In every home, club, hotel, restaurant, every place where the orange and lemon juice is served, you give good service. The SunKist Jr. makes that easy. It’s a SunKist made to take care of your business at home or away. It’s quick and simple to use.

Features

- Easy to make
- Easy to serve
- Easy to clean
- Automatic

The Story

There’s no selling problem with the SunKist Jr. It’s just what people have wanted for years — and of course, they buy.

SunKist Jr. is a huge seller as the market. It’s a low-cost seller, with no additional expenses or extra labor.

You buy it. We have the machines made right. We know the glasses and jars. We know how many millions of oranges and lemons were manufactured daily.

But even in that, the success of such a finished copy was shown in the manufacturer’s orders, our most optimistic estimate.

Your customers will want to know about it — will want to buy it. Be ready for them. Let us send you details.

You’re in business for profits. SunKist Jr. is a real seller. Don’t miss a day. Send for further information, prices and discounts. Use C. O. D. Encourage orders.

Advertised!

We’re selling nationally about SunKist Jr. in every city. Advertisements are in all the leading magazines and about SunKist Jr.

SunKist Jr. is a highclass orange and lemon juice. It’s a highclass juice, but it costs nothing. SunKist Jr. is not merely an orange and lemon juice. SunKist Jr. is a highclass orange and lemon juice, but it’s not expensive. SunKist Jr. is a highclass orange and lemon juice, but it’s not expensive.

In every home

The SunKist Jr. is not only a highclass orange and lemon juice, it is a highclass orange and lemon juice, but it costs nothing. SunKist Jr. is a highclass orange and lemon juice, but it’s not expensive.

Sells for $14.95

Sold and Guaranteed by the CALIFORNIA FRUIT GROWERS EXCHANGE, an Organization of 11,500 Growers of SunKist Oranges and Lemons

Your customers will want to know about it — will want to buy it. Be ready for them. Let us send you details.

You’re in business for profits. SunKist Jr. is a real seller. Don’t miss a day. Send for further information, prices and discounts. Use C. O. D. Encourage orders.
Cooling. Healthful... fresh fruit drinks

SUNKIST CALIFORNIA ORANGES

Nothing tastes better, looks better, makes better drinks than the great sweet Sunkist California Orange. The Sunkist California Orange is not only delicious, it is a healthful drink when made into a juice concentrate.

A glass of Sunkist Orange Juice is a good place to start a healthful day. It is a natural antioxidant and a source of Vitamin C. It is also low in calories and sugar, making it a perfect fit for a healthy lifestyle.

Sunkist California Oranges are grown under the sun's warm rays, allowing them to reach their peak flavor and nutritional value. They are hand-picked at the peak of ripeness, ensuring the best possible taste and quality.

For a healthy and refreshing drink, simply combine fresh Sunkist California Oranges with water and enjoy a glass of Sunkist Orange Juice. It's a perfect way to start your day on a positive note.

Sunkist California Oranges are the finest oranges you can buy. Try them today and experience the difference they can make in your health and well-being.
Nothing so refreshing as....

LEMON ADE

For genuine SUNKIST Lemonade you will go a long way toward producing a successful cure for the summer heat wave. To make it, just add SUNKIST Lemon Juice to cold water or milk. A little sugar makes it even better. Don't be mistaken by imitations. Make it SUNKIST. Nothing else will do. Because for years we have been growing the finest lemons of all. We do not add any other flavoring, nor any color. We simply use the finest lemons available and process them with the greatest care. The result is a lemon juice of the finest grade, not too strong, but strong enough to give you the full flavor and aroma of the fruit. Try a bottleful of it today. It will prove your best drink of the season.
Fresh fruit drinks blended the *Sunkist* way

It doesn't mean a lot nowadays if you blindly stick to old recipes, but it is always better to start with a fresh idea. New flavors are always a welcome surprise. A new fruit juice, a new cocktail, or a new way of preparing it can make any meal more enjoyable. The key is to experiment with different fruit combinations and find the perfect balance of flavors.

**CALIFORNIA SUNKIST ORANGES**

**Richest Juice, Richest Flavor**

Sunkist Oranges are known for their rich, sweet flavor and juice that is perfect for blending into delicious cocktails. They are perfect for making fresh fruit drinks, which can be enjoyed all year round. Whether you prefer a traditional orange juice or a moreepad variation, Sunkist Oranges are sure to delight your taste buds.

*This advertisement is brought to you by the California Orange Growers and Packers.*

*California Orange Growers and Packers.*

*Orange Juice from Fresh Oranges.*

*Why not try a fresh, delicious Sunkist Orange today?*
Abundant small
Sunkist Oranges...ideal for juice

From California comes the good news of an abundance of small, rounded Oranges—a new discovery brought to you by the Sunkist Growers. These small Oranges are perfect for the making of Orange Juice. Their natural sweetness and delicious flavor make them a true health-food. Use them liberally for the health's sake.

Sunkist California Oranges

Margaret Otis, President
Sunkist Growers

Small Oranges Cost Less. Use Them Liberally for Health's Sake.

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Richest, finest-flavored Orange Juice
SUNKIST LEMONADE IS
Cooling...
no other
refinement is so beautiful and
invigorating on summer days

REFRESHING...just...see the longest
day—see the most inspiring beauty
in nature—rejoice in the benefits
of Sunkist and California Brace
Lemons! Lemon—amazing and
invigorating fruit! No other
fruit is so stimulating. Add California
lemons to your drinks and meals
today and enjoy the differences
in your life! The color, aroma,
and flavor of California lemons
are unsurpassed in the world.

SUNKIST CALIFORNIA LEMONS

Just now
by the Case

Sunkist is the trade-mark for the Sunkist Growers of California. © 1929 Sunkist Growers of California.
YOU have always wanted a small, inexpensive (electric) Fruit Juice Extractor in your home—one that would be swell and economical, and do the work efficiently.

**A New Junior Size—for the Home**

Now you can have one—a small, compact, efficient little machine—at a price you can easily afford.

Perfected at last, and offered for the home is—SUNKIST JUNIOR—the little brother of the famed Sunkist Electric Fruit Juice Extractor you see so proudly operating at your favorite fountain, in hotels, restaurants and hospitals, all over the land.

**An Every-Day Home Necessity**

At the next breakfast hour, when every one is in a hurry—that's when Sunkist Junior helps you most.

How easy to have a glorious, delicious, beautiful orange juice at every meal—and how easy your family will look forward to it every morning!

The Medical Profession unanimously agrees that one or more glasses of orange juice every day is one of the best means of balancing the diet—of countering ACIDOSIS, a condition caused by eating too much acid-producing foods.

Now you can cultivate your habit of drinking at least one glass of real fresh orange juice per day—quickly and easily made in the Sunkist Junior Extractor. Your whole family will feel better—digestion will be improved and they will relish their food more.

This is a scientific fact, vouched for by some of the best known doctors and health specialists in the world.

All this is possible through having a Sunkist Junior Electric Fruit Juice Extractor in your home—and using it often!

**No Fuss! No bother! Always Ready!**

The SUNKIST JUNIOR EXTRACTOR puts an end to the fuss and muss of the little bottled-bottled orange and lemon squizzers. With Sunkist Junior you merely halve the fruit—flip the wrench—press the fruit down on the revolving blades, and the juice gushes forth from the spout of the bowl into the cup or glass. That's all there is to it! The corrugated riving blades force the juice into the fruit, then breaking up the juice-laden cells—getting out every drop. The juice is better and more palatable because it is free from large pieces of pulp and slightly separated, which gives it a lighter, smoother body for drinking purposes.

Your family will notice the difference when you serve their daily orange juice.

Fruit juices are in daily demand for the family diet—for breakfast, luncheon and dinner. Seldom do you plan an afternoon or evening party without requiring some orange and lemon juice.

The Sunkist Junior gives you that long-desired opportunity to have scores of delicious and healthful orange and lemon drinks adding infinite variety to your menu—and, at the same time, saving you time, effort and money.

**Connects to any Light or Appliance Socket—Easy to Operate—Easy to Clean—Saves Time, Effort, and Money. Puts for itself in the Fruit it Serves.**

**Three New Ways to Save!**

**Saves Time!** It extracts a quart of juice in two or three minutes—with less effort than it formerly took to squeeze out a glassful. Thus, in less a few moments you can fill a punch bowl with the natural juice of the fruit! In the twinkling of an eye you can have orange or lemon juice for flavoring a dainty sauce or mixed drink.

**Saves Effort!** Think of the real work involved now in squeezing a quarter of a pint! With the Sunkist Junior you are saved all effort. The powerful little electric motor does the work for you.

**Saves Money!** When you squeeze oranges or lemons in the old-fashioned way, some of the juice is bound to be lost. With the Sunkist Junior every drop is extracted and you get as much juice from three oranges or lemons as you are now getting from four.

_Sponsored by the California Fruit Growers Exchange Growers of Sunkist Oranges and Lemons_ $14.95

The Sunkist Junior connects to any conveniently located light or wall socket—such as you would use for an electric pepper- mill, mixer, waffle iron, grill or other electric appliance.
You've always wanted one
HERE IT IS!

How Sunkist Junior is Made!
The labor-saving power of the Sunkist Junior Extractor is furnished by an electric motor on the "direct-drive" principle, especially made for this machine.
The housing of the machine is attractively enamelled gray, which will harmonize with the color scheme in any kitchen.
The Extractor takes but little room—less than eight square inches—and is as light to move around as your electric iron.
Connects to any lamp or wall socket by means of 10 feet of gray, heavy electric cord, and a separate attachment plug.
Simply lift off the bowl and reaming bulb for washing or rinsing under running water. The bowl and reaming bulb are easily removable.
Rubber feet prevent scratching and marring of enameled or varnished kitchen or breakfast room furniture.
Sunkist Junior is—easy to handle—easy to clean—and costs but a few cents a month to operate.
Order Your Sunkist Junior Today!

$14.95

Thousands have been asking for an Electric Household Fruit Juice Extractor—thousands for whom the fountain-size Sunkist Extractor was too large, too expensive for home use.
Now one has been perfected. The Sunkist Junior is guaranteed by the California Fruit Growers Exchange, Sunkist Orange and Lemon Growers, and is offered to you at this very low price because they are interested in increasing the consumption of these fruits.

NOW fresh
ORANGE JUICE
for your family
Quickly - Cleanly - Economically

CALIFORNIA FRUIT GROWERS EXCHANGE
A Non-Profit, Co-Operative Organization of 11,200 Growers
Department of Fresh Fruit Drinks
900 N. Franklin Street CHICAGO, ILL.

SUNKIST JUNIOR
HOME MODEL (Electric)
FRUIT JUICE EXTRACTOR

Announcing the New Low Priced
THE SATURDAY EVENING POST
May 11, 1929

THE AMERICAN FAMILY STARTS THE DAY

Right!

SUNKIST CALIFORNIA
ORANGE JUICE

All the way up the family line—from babies to older folks—California Sunkist Orange Juice should be the first order of the day! If you fully realized its value to health—to the great morning start it gives all ages, to the better work-day, to better digestion—you would be nothing stint between you and a heartful glass with breakfast.

Then, you would be following the advice of Medical Science. You would begin to feel better, think better, accomplish more. You would go into action with snap and enthusiasm, tuned for success and strain. Hours fly when body and mind are working smoothly!... Sunkist Orange Juice before lunch, another during the afternoon to build into your body the stamina it lacks! What a change it will make in your whole "set-up," if you drink it regularly!

And, here is good news to top-off this better health suggestion: This season there is a large crop of small-size Sunkist Oranges, as juicy, sweet and delicious as any of the larger ones you ever ate. They are ideal for juice purposes—and cost less! Through plenty of Orange Juice, Acidity may be prevented or corrected. A very large majority of people suffer from this malady in some one or its various forms.... Due entirely to our highly American diet, Acidity creates a sluggish, half-wild condition which, unless corrected, forebodes greater consequences.... California Sunkist Oranges are proved by Science to be curcumin-rich in fruit-negus and healthful fruit-acids. Oranges, like lemons, although acid in taste are alkaline in their reaction in the body and thus help balance the diet, which in turn prevents or corrects Acidity. Sunkist Orange Juice is not only good, but good for you. Get into the swing of this wonderful health habit—feel better, work better, get more out of life! California Sunkist Oranges are in market fresh every day. The name "Sunkist" on skin and wrapper assures uniform quality.
...extra-luscious
SUNKIST SUMMER Salads....

SUNKIST California Oranges

Your U.S. war effort isn’t at its end. Here are some of the most essential fighting men of the war, the U.S. Army, in action. The Sunkist California Orange is the most nutritious snack you can eat while you are fighting for victory. It is packed with vitamins and minerals that help you fight off the diseases of war. It is a great source of energy and can help you stay healthy and strong. It is also a great way to boost your morale and keep your spirits up.

Sunkist California Oranges are the finest in the world. They are picked by hand, sorted, and shipped fresh to your door. They are always at their peak of ripeness and flavor. They are a perfect snack for any occasion, from a quick bite to a hearty meal. Try them today and see why they are the favorite snack of warriors around the world.
Fresh Fruit Drinks
are cooling... healthful

**SUNKIST**
CALIFORNIA
ORANGE JUICE

Fresh Fruit Drinks are
cooling... healthful.

Although and in spite of fresh
Orange and Lemon as added in
syrup and made into the mix.

Sunkist Orange Nectar
Juice is a healthful Orange Juice,
for it does not contain
syrup. Sunkist Orange Juice
is a healthful Orange Juice,
and it is not the same as
syrup. The properties of
healthful Orange Juice
are preserved by Sunkist
Nectar in a mixture and
preservation of

*Note:* The above is a promotional advertisement for Sunkist Orange Juice. The text emphasizes the healthful qualities of the juice over other products that may contain syrup. The advertisement aims to inform consumers about the benefits of Sunkist Orange Juice over other similar products.
SMALL-SIZE SUNKIST ORANGES ARE ABUNDANT...AND THEY COST LESS

THE AMERICAN FAMILY STARTS THE DAY Right!

SUNKIST CALIFORNIA ORANGE JUICE

Y 60 will be nothing short of a waste for you family
and friends if you do not insist on California, beaks of Orange
Juice as hundreds—if you fully realize its vital to health, to the
good feeding there is grown all fruits, to the bones digestion, to the
better work and a play day in advance. This advice from Madison Square,
always good off the way the family lives from before another fall... And it is
good news that California orange is as sure a part of any baby's diet as
likely to be made good. Oranges are ideal for party purposes and they can't
be beat. It produces the world's finest northwest. Without
mentioning something quite. More so is the half
sized Oranges. What a tremendous
breakfast Orange juice than right now, when prices
are around Oranges are in but may also be
Galaxy—in a width of color. You can see
these Oranges are more for your home purposes.

For "Sunkist Junior"—a five book which suggest
gons many new ways to serve Oranges. Mail the
coupon on your card and test this message. Every
home should be aware of the dangers of sunshine
cost should never be used and the dangers of Orange
juice as an effort to maintain. Attention is
during spring in our people. Americans die of our much
poor and many hard-working hands, which is
the, eggs bread, meat and corns and may find
living purpose in the half-sizes. The half-
sizes which are available in markets and help balance
and foods, which are common in a magazine, half will caden
in responsible for many serious mistakes, confused
result of various health states, the pen in half-
breakfasts. "Sunkist Junior" is a helpful free brochure which appears in
helpful. It helps children eat well and develop
the half-sizes. It helps children and adults
fares for kids. For an equal part of the half-
California Sunkist Oranges in your mother than every day in the year. The same, "Sunkist", on the
and sun the occupied union sentences quality.
The health-way... to start the day Right!

SUNKIST CALIFORNIA ORANGE JUICE

Great for health to start a generous glass of orange juice in the morning. It is the sensible way to start the day—B.M.G. 5.3. The nutritionists hold good for all ages of the health-conscious generation.

Here are 20 recipes for your health-conscious household—Wholesome Orange Juice in many forms. Have plenty in the morning, at the dinner. Try a new one every day. Your family will be grateful and enjoy it. No matter what the weather—rain or sun. The slippery smoker bar is just as pleasant as a cold day.

Sunkist Oranges are particularly rich in the morning. If you are short of an orange, you may try the retrograde method. The retrograde method is very easy to make since the retrograde method is just as easy as a cold day.

Start California Sunkist Orange Juice to remember as well as the morning morning has a pleasant aftertaste.
A Wonderful New Christmas Item

Making New Profits Grow Where None Grew Before

The new Sunkist Junior Fruit Juice Extractor is a wonderful item for the kitchen. Now you can make your own fresh-pressed juice in minutes. For Christmas it will bring more pleasure than any other gift you can buy. It is a new product that will cut your grocery bill and add a new zest to your cooking. It is a perfect gift for anyone who enjoys fresh-pressed juice.

Sunkist Jr. is made by the Sunkist Growers and is the result of years of research and development. Its features include:

- Simple to operate
- Produces fresh-pressed juice in minutes
- Economical in use
- Ideal for families or commercial use

Features of the Sunkist Junior

Sunkist Jr. Fruit Juice Extractor
California Fruit Growers Exchange
999 N. Franklin St., Chicago, Ill.

Retail for $14.95
Hello boys! Pictured on this and the following pages are a few of the Prize Winning Models of the Great ERECTOR MODEL BUILDING CONTEST of 1934. Write today for your Entry Blank—Rules and List of Prizes for the Big 1935 Contest. A.C. Gilbert

1st Prize—EUGENE WHITE of WEST FAIRVIEW, PA. at work on his Prize Winning Model ELECTRIC CRANE and SHOVEL (with Remote Control)

2nd Prize—ROAD MAKING MACHINE by MURRAY STRASBERG BROOKLYN, N. Y. Picture shows Chevrolet Car being presented by Casey Jones, the noted aviator.

Below—3rd Prize—MOTOR DRIVEN TRANSPORT TRUCK ARTHUR K. MYERS, WESTMINSTER, MD.

Below—5th Prize—MINIATURE OBSERVATORY with Dome Removed

Below—4th Prize—MOBILE SIEGE and COAST DEFENSE GUN JACK HIGHAM, TORONTO, ONT., CAN.

Below—TALLOTT TAYLOR MONTPELLIER, IND.
This model is shipped broken down in one package which contains Arm, Bracket, Sign Box and Globe, packed inside of column. Referring to your illustration, you will notice an open space on one side near top of column where arm is to be fastened. The bracket supports arm to column. The Sign Box being in place fastened with long screws to arm and globe in its proper place, the model is ready for display. Sufficient screws and nuts in envelopes will be found in package. This model makes a very attractive and effective sign by putting a Push-A-Light or electric plug at end of arm.
"Toys that are genuine"

GILBERT TOYS

[Image of a toy store sign and a small black and white photograph of a building.]
[Label fragments: contest winners]
Hello Boys!
WIN a FREE TRIp
to PANAMA CANAL—BOULDER DAM
EMPIRE STATE BUILDING
a CHEVROLET CAR
or any of the 1019 other
absolutely FREE prizes

IN THE GREAT
ERECTOR
PRIZE CONTEST

ASK FOR FREE ENTRY BLANK

THE A. C. GILBERT CO.—NEW HAVEN, CONN., U. S. A.
A. C. GILBERT PRESENTS

FRANK BUCK IN
"BRING 'EM BACK ALIVE"

TUNE IN EVERY SUNDAY AFTERNOON...N.B.C. STATIONS

STARTING OCT. 30

5:45 Eastern—4:45 Central—3:45 Mountain—2:45 Pacific Time

WEAF WCHS WCNY WWJ KJDO WDAF WEBC
WTAG WFI WBBN WJAI WOC WFBK WIBA
WEI WPRK WCAE WCKY WHO WIRA
WJAK WRC WTAM WMDG WOW KSTF
KDFL KGW KFSD KFIR
KGO KIDO KTAI KFIR
KFI KMQ KGU

IN BEHALF OF
ERECTOR
WORLD'S CHAMPION TOY