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OFFICE OF  
SUNKIST GROWERS

Los Angeles, California  
June 10, 1953

Circ. A53-12

TO ALL DIRECTORS  
DIVISION MANAGERS  
DISTRICT MANAGERS  
DISTRICT EXCHANGES

Gentlemen:

We are furnishing you again this year a schedule of estimated costs applicable to the 1953 season. It is important that you have these figures in mind when talking to the trade about prices. The information is representative for the average size packing house. Transportation and refrigeration costs are to the blanket zone. Adjustments in transportation costs should be made to fit your local situation.

1953 ESTIMATED COSTS PER BOX

	<u>ORANGES</u>	<u>LEMONS</u>	<u>DESERT GRAPEFRUIT</u>	<u>SUMMER GRAPEFRUIT</u>
	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>
	Dollars Per Packed Equivalent Box**			
Cultural Costs - over total production	1.20	1.40	.35	.70
Picking and Hauling	.40	.78	.23	.26
Packing	1.05	1.65*	1.00	1.00
Selling and Advertising	.23	.29	.18	.18
Total F.O.B. Cost	<u>2.88</u>	<u>4.12</u>	<u>1.76</u>	<u>2.14</u>
Transportation to Blanket***	1.62	1.66*		1.33
Avg Refrigeration to Blanket	<u>.05</u> (winter)	<u>.04</u> (winter)		<u>.21</u>
Total Delivered Cost to Blanket Excluding Auction Charges	<u>4.55</u> (winter)	<u>5.82</u> (winter)		<u>3.68</u>
Avg Refrigeration to Blanket	<u>.21</u> (summer)	<u>.18</u> (summer)		
Total Delivered Cost	<u>4.71</u> (summer)	<u>5.96</u> (summer)		

\* It is presently estimated that two half box cartons can be packed and shipped for 36¢ less where volume fill is used, or place packed and shipped for 19¢ less.  
 \*\* Net weight per packed box: Oranges, 77#; Lemons, 79#; Grapefruit, 62#.  
 \*\*\* Rates effective May 2, 1952, including 3% tax.

Very truly yours,  
 F. R. WILCOX  
 Assistant General Manager

FIB:WW