

THE DI GIORGIO STORY

Di Giorgio

FRUIT CORPORATION



JOSEPH DI GIORGIO
Out of the desert, fruitful farms

Business Built From Humble Beginnings

ONE of those monumental free enterprise success stories so characteristic of this land of opportunity is the colorful career of the late Joseph Di Giorgio, farmer, grower, entrepreneur extraordinary and founder of the Di Giorgio Fruit Corporation.

In the span of his whirlwind business ventures, Giuseppe "Joe" Di Giorgio, who died in 1951 at the age of 77, rose from the humble duties of lemon packing on his father's tiny Sicilian farm to the dynamic direction of one of the world's leading agricultural organizations. The upward climb of the intervening years is truly an industrial legend.

EARLY OBSTACLES

Joe Di Giorgio had vision, foresight, a gambler's daring, a passion for hard work and the courage of his convictions. Rebuffed in his courtship of the banana trade, he bounced back to become a major power in the fruit auction field. In the face of overwhelming obstacles, he pioneered the development of the open desert land of the San Joaquin Valley of California into a fruitful, thriving Eden.

His stature in the food industry is symbolized by the bust erected in his honor by the grateful citizens of Arvin, California, neighboring the vast Di Giorgio Farms properties. It is graphically captured, too, by the appellations conferred on him by the trade and the press—"The Kublai Khan of Kern

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Operations Now Include Entire Food Supply Cycle

THE widely diversified operations of the Di Giorgio Fruit Corporation now encompass the complete cycle of food supply—growing, processing, canning and marketing.

Already ranked among the world's leading growers and distributors of fruits, Di Giorgio has also become in recent years a major factor in fruit and vegetable processing, and has long been a leader in the fresh auction markets. For many years a processor and seller of bulk wines, the firm is also now doing a substantial business in bottled wines.

The Company was born with incorporation on December 13, 1920, under the laws of the State of Delaware. While engaged in the production, harvesting and marketing of agricultural products—primarily fruits—Di Giorgio has pursued a continuing program of expansion and diversification and has achieved a high degree of integration.

Farm properties of Di Giorgio's California and Florida divisions now total 22,000 acres, most of which are in California. Lug boxes for its fresh products are provided through a lumber division in Klamath Falls, Oregon.

POPULAR BRANDS

Two subsidiary companies process and distribute a wide range of quality canned and packaged foods. They are S&W Fine Foods, Inc., which became substantially wholly owned in March, 1959, and TreeSweet Products Company, which was first acquired in 1957, becoming wholly owned in 1958.

Through the subsidiary Di Giorgio Wine Company and its divisions—Santa Fe Wine Company and Padre Vineyards Company—wine is processed and sold both in bulk to bonded wineries and bottlers and to retail outlets for marketing under the Company's own brands.

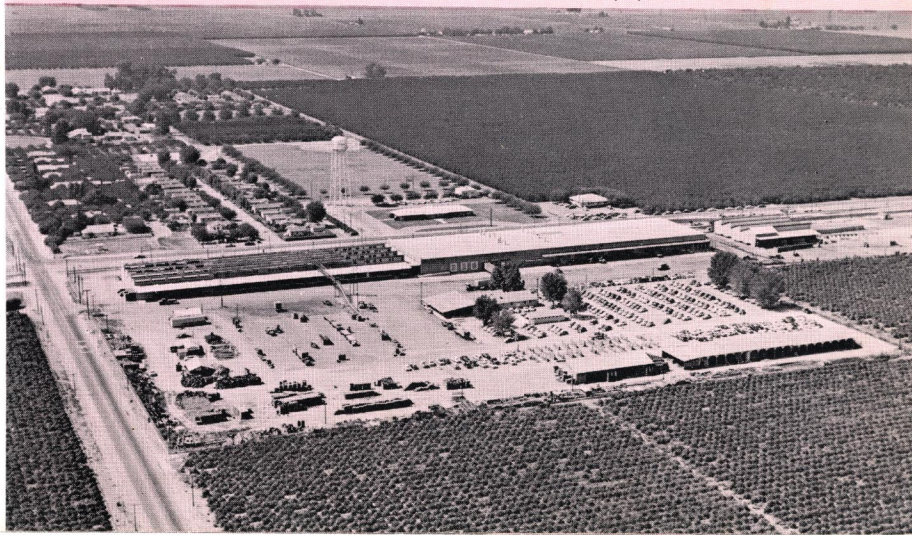
Another wholly owned subsidiary, the Earl Fruit Company, serves as a growers' agent, packer and shipper and operates five packing houses in Northern California.

Fresh fruits and vegetables are marketed in substantial volume by Di Giorgio for the retail trade through four partially owned eastern auction firms. A large supply is also sold direct to chains, wholesalers, brokers and canners.

Grapes, pears and citrus are the most important crops. Di Giorgio supplies about one-fourth of all grapes used for canned fruit cocktail packs. The Company is also the largest grower of pears in the United States.

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DI GIORGIO, CALIF.—Heart of the Company's widespread operation is the neatly arrayed community center at Di Giorgio Farms amid a verdant 18-square mile expanse of farmland in lower San Joaquin Valley. The picturesque community of Di Giorgio has its own post office, fire department, medical center and a year-round population of some 800.



OFFICERS AT HEADQUARTERS

Company Interests Widely Diversified

(Continued from Page 1)

Directing the sales program for these farm products are Van Wolff, general sales manager, and Marion Newton, assistant general sales manager. While some of the major accounts are serviced direct in carload lots, sales are largely transacted through broker representatives in the United States and Canada.

SALES VOLUME

In aggregate, sales for the entire Di Giorgio operation, including subsidiaries and divisions, are expected to exceed \$108 million during the year 1959.

With headquarters in San Francisco, the Di Giorgio Fruit Corporation now has more than 4,000 regular employees in its over-all operation, while several thousand seasonal workers are added to the rolls each year in its plants and on the farmlands.

Common stock of the Di Giorgio Fruit Corporation is traded on the Pacific Coast Exchange. There were 1,153,634 shares outstanding on December 31, 1958, including Class A and B shares. While the management and family interests own a substantial minority of the stock, the majority is in the hands of some 4,000 public stockholders.

Stockholders' equity also includes an issue of 11,200 shares of \$3 cumulative preferred stock, held by some 800 shareholders.

OFFICERS AND DIRECTORS

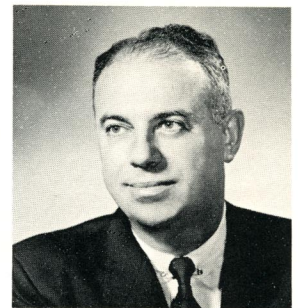
Officers of the Company are Joseph S. Di Giorgio, president; Philip Di Giorgio, senior vice president; Robert Di Giorgio, vice president-finance; Charles J. Nossner, vice president-auctions (president, New York Fruit Auction Corporation); Joseph A. Di Giorgio, vice president-farms; Herman E. Case, vice president-bulk wine operation; Joseph Blumlein,



J. S. DI GIORGIO
President



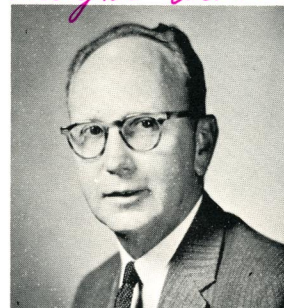
PHILIP DI GIORGIO
Senior Vice President



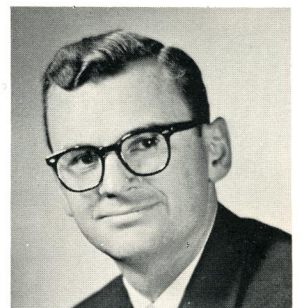
ROBERT DI GIORGIO
Vice President—Finance



ROBERT S. MCKNIGHT
Vice Pres. and Treasurer



KEITH P. HUDSON
Vice President



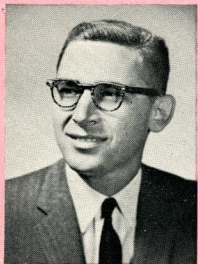
BRUCE W. SANBORN, JR.
Secretary

vice president (president of S&W Fine Foods, Inc.); James H. Brooks, vice president-Florida division; Robert S. McKnight, vice president and treasurer; Keith P. Hudson, vice president; Bruce W. Sanborn, Jr., secretary; David B. Shippey, controller; E. Elinor Harris, assistant secretary; Norman P. Adler, assistant secretary; and Peter Koerner, assistant treasurer.

Directors include the four Messrs. Di Giorgio, Messrs. Hudson, McKnight, Blumlein and Nossner; Charles W. Smith, former vice president, Florida division, now retired and serving as a consultant

to Di Giorgio; Harry J. Bauer, vice chairman of the board of Southern California Edison Company; W. P. Fuller Brawner, president of W. P. Fuller and Company; E. S. Dulin, chairman of the board of Byron Jackson Division, Borg Warner Corporation; Prentis C. Hale, chairman of the board, Broadway-Hale Stores, Inc.; Andrew S. Halley, vice president, Fibreboard Paper Products Corporation; A. E. Sbarboro, retired executive vice president, Bank of America, N. T. & S. A.; and Carl F. Wentz, chairman of the executive committee, Bank of America, N. T. & S. A.

EARNINGS AND SALES RISE; 1958 ONE OF BEST INCOME YEARS



DAVID B. SHIPPEY
Controller

Net earnings of the Di Giorgio Fruit Corporation climbed to \$1,333,189, equivalent to \$1.13 per common share, during 1958, one of the best income years in the history of the Company.

This was almost triple the 1957 earnings figure of \$476,969, or 38 cents per share.

Sales totaled \$31,859,000 compared with \$28,867,092 in 1957. This increased volume represents a \$20 million rise during the past ten years.

A favorable wine market, profitable citrus operations and a bountiful pear crop contributed to the increase, J. S. Di Giorgio, president, reported to stockholders.

A split of Di Giorgio common stock, effective December 2, 1958, converted each share of \$5 par value stock into two \$2.50 par value shares of the same class. Authorized Class A stock was increased from 160,808 shares to 320,000 shares and the authorized Class B stock was increased from 1,339,192 shares to 3,000,000 shares.

There are now outstanding 318,864 shares of Class A and 834,770 shares of Class B listed on the Pacific Coast Stock Exchange. Dividends have been paid every year since 1945.

Capital stock also includes an authorized 51,404 shares of \$3 cumulative preferred stock with no par value. Issued are 11,200 shares.

At the year end the current ratio of assets to liabilities was approximately 3.5 to 1, with net working capital of \$9,390,070, controller David B. Shippey said.

Including for comparative purposes the accounts of TreeSweet Products Company, which became substantially wholly-owned during 1958, total assets for 1958 were \$31,717,357 as against \$28,431,714 in 1957.

Book value per common share in 1958 was listed as \$16.40 for 1,151,728 shares outstanding, while in 1957 it was \$15.77 for 1,150,604 shares outstanding.

WESTERN FARMLANDS



Growing Areas Span California

By following U. S. Highway 99 south from Marysville in the beautiful Feather River region through the great Central Valley of California to the desert resorts of De Anza State Park, you will trace the expanse of Di Giorgio's Western ranch and farm properties.

In Yuba County, at the northern end of this route, northeast of the state capital at Sacramento, are the nation's largest pear orchards—the Company's New England and Dantoni Orchards at Marysville.

With their large production of pears and plums—as high as 24 tons to the acre—these two orchards produce some of the world's finest quality fruit, commanding a premium in the fresh market and from processors.

There are 1,547 acres in these two properties, managed by Jesse Manley, including 917 acres of pears, 236 acres of plums, and 394 acres of bare land, building reserves, rights of way and miscellaneous plantings.

ACQUIRED IN 1930

The greater portion of the 727-acre New England Orchard, bordering the Feather River, was already planted at the time of its acquisition by Di Giorgio in 1930. The original purchase consisted of 294 acres. John Thoma supervises this operation.

The Dantoni Orchard, under the supervision of John Fitzgerald, embraces 820 acres adjoining the Yuba River. The

(Continued on Page 4)



Before packing, freshly harvested pears are carefully graded in the packing house at the New England orchard. Defective pears are removed from the line on the elevated center belt.



Abundance of the pear harvest is symbolized by this worker picking Bartletts in the Dantoni orchard which borders on the Yuba River.



Not susceptible to machine techniques, pruning still requires individual skills to keep the fruit trees healthy and productive.

FARM PRODUCTS



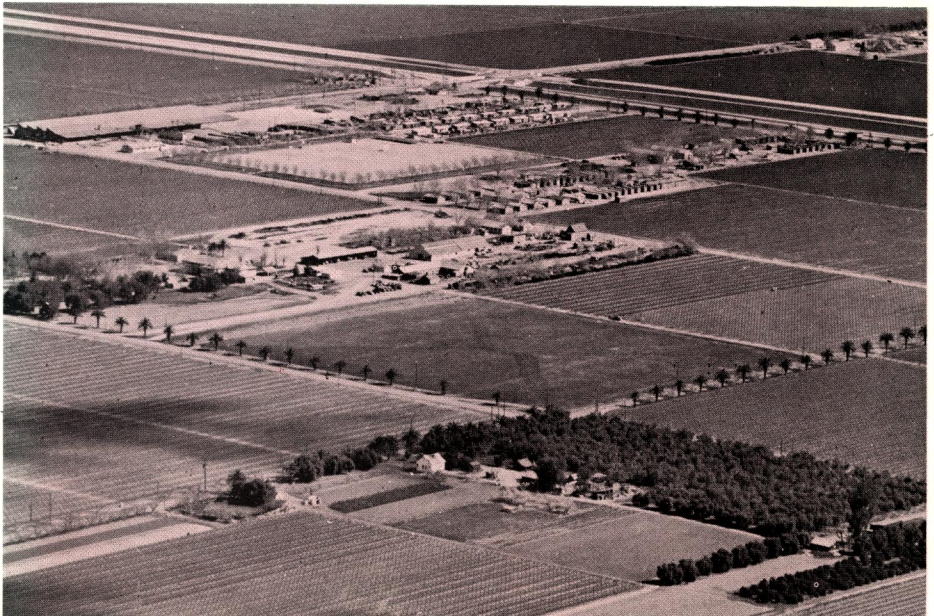
Grapes, tree fruits, asparagus and potatoes are the fresh products grown and shipped by Di Giorgio Fruit Corporation in its California division operation. Oranges, grapefruit and tangerines are grown and shipped through its Florida division.

California tree fruits include nine varieties of grapes, 14 varieties of plums, Bartlett pears, Royal apricots, persimmons and pomegranates.

Di Giorgio proprietary brands under which the California produce is marketed include "Oh Yes," "Blue Flag," "Verbena" and "Hi Color."

Florida fruits include four varieties of grapefruit and four of oranges, along with tangerines. "Oh Yes" is the principal marketing brand.

The central portion of the Company's 9 square mile Sierra Vista Ranch at Delano in the San Joaquin Valley of California is seen in this aerial view looking to the northeast. Grapes are the principal crop.





At Di Giorgio's Borrego Farms in the picturesque desert country of Southern California, a crew is shown weighing and loading grapes. To prevent deterioration, grapes for the fresh market are placed in pre-



cooling rooms adjoining the fields a short time after harvesting. Asparagus, being packed by the workers in the photo at right, is becoming an increasingly important crop at Borrego Farms, now occupying 152 acres.

Grapes, Pears and Plums Are Major Western Crops

(Continued from Page 3)

original purchase of 325 acres was made in October, 1919, by the Earl Fruit Company, now a Di Giorgio subsidiary. This orchard was planted to Bartlett pears under the direction of Herman Wolfskill, acknowledged dean of pear men in California, who retired in 1958 after 63 years with the Company.

Dantoni was inundated during the severe winter of 1955 when a 200-yard section of the levee gave way to the rampaging Yuba River, but escaped without serious damage.

Apricots are grown at the 110-acre Wolfskill Ranch near Winters and Tokay grapes at the small Tindell Ranch near Lodi.

PLANTED TO GRAPES

Proceeding south through the "Valley" between Fresno and Bakersfield, you come next to Di Giorgio's symmetrically planted Sierra Vista Ranch at Delano.

The 4,835 acres at Sierra Vista, under the management of E. C. (Eggs) Fontana, are planted principally to grapes. Other crops include cotton and potatoes. Water is supplied both from the Central Valley system and from wells.

Cold storage facilities at the packing house accommodate 100 carloads of grapes. The community center at Sierra Vista includes housing facilities, seasonal workers' camps and a dining room. Beyond Sierra Vista is Di Giorgio Farms, heart of the agricultural operation, south of Bakersfield.

STATE PARK SITE

Finally, there's Borrego Farms situated in Borrego Valley, a picturesque desert area in the northeast corner of San Diego County, not far from Palm Springs. The valley is surrounded by the Santa Rosa, Los Piños and Vallecito Mountains and the Cleveland National Forest. It adjoins De Anza State Park, California's largest recreation area.

It was here in this arid region that the Company's founder, Joseph Di Giorgio, decided to grow and market early desert grapes to compete with grapes being shipped from Coachella Valley. A subterranean basin was tapped, providing an abundant water supply and transforming wasteland into a thriving agricultural enterprise.

Harsh spring winds were combated by planting sturdy tamarisk trees to shelter the vineyards, surrounding each forty acres of grapes. Power lines were run in and later a new microwave communications system was installed.

Borrego Farms, managed by Stuart Hazeltine, includes 1,776 acres. Grapes are the major crop and 152 acres are planted to asparagus. Irrigation is provided by 19 water wells, each capable of pumping 1,500 to 2,000 gallons per minute.

HARVEST TIME

Harvesting of asparagus starts around January 15 and continues as late as March. Grape harvesting commences around June 15 and is completed in six weeks. All of the grapes are sold for the fresh market and the principal varieties are Thompson Seedless and Cardinals with a few Red Malagas and Ribiers. Cardinals are the earliest to mature and often the first full cars of this variety to leave the state are from Borrego Farms.

The entry of Di Giorgio into Borrego Valley gave impetus to the growth of the Borrego Springs resort area in which the Company has made a substantial investment. This modern desert resort now includes a large shopping center, an extensive real estate development and the recently completed 18-hole golf course of the attractive De Anza Desert Country Club.

During 1958 on these California properties, 1,964 acres of bare land were planted to potatoes, peanuts, cotton and grain.

Swooping low over the New England pear orchard at Marysville, a biplane dusts the trees as a pest control measure.



DI GIORGIO FARMS



Valley Site Has Largest Acreage



J. A. DI GIORGIO
Vice President—Farms

Evelyn's brother

post office and settlement and is officially known as Di Giorgio, California.

Its entire perimeter is rimmed distinctively with a row of dark green tamarisk, presenting a pleasing, compact prospect to airborne travelers.

Today Di Giorgio Farms consists of 10,581 acres—about three times the size of the original purchase in 1920. Water is supplied from 47 deep wells. J. A. Di Giorgio, vice president-farms, who makes his headquarters here, estimates that 400 miles of concrete pipe are used to distribute the 60,000 acre-feet of water needed annually to irrigate this property.

The property is planted to 5,553 acres of fresh market and wine variety grapes, 1,043 acres of plums, 166 acres of asparagus and 1,369 acres of bare land planted to potatoes, peanuts, cotton and grain.

Supervising the operation at the Farms is Joseph C. Lyttle, ranch superintendent.

Di Giorgio Farms regularly employs approximately 800 workers. An additional 1,000 workers are required on a seasonal basis. A large percentage of regular and seasonal employees are housed in Company facilities.

Dominant structure in the headquarters and community center area at the Farms is the huge packing, pre-cooling and cold storage plant—680 feet long and 170 feet wide—which was constructed in 1957. In its basement are cold storage facilities for 250 carloads of fruit.

Extensive laboratory facilities are maintained here for research in entomology, soils and plant pathology, nutrition and irrigation.

About a mile north of the headquarters, across a section of vineyards, is the impressive winery, erected in 1946 at the cost of \$2,000,000.

Largest parcel of the Company's nationwide acreage is the eighteen square miles of lush farmland known as Di Giorgio Farms in the lower San Joaquin Valley, sixteen miles southeast of Bakersfield, Kern County, California. Neighboring is the small town of Arvin.

This precision planted rectangle of green, six miles long (north and south) and three miles wide, has its own



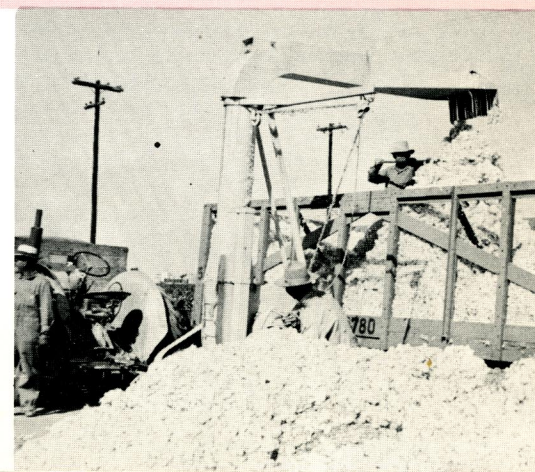
Within minutes after harvesting, farm products enter this large, air-conditioned packing house where they are placed in shipping containers and pre-cooled. There are cold storage facilities in the basement of the 115,000-square foot plant at Di Giorgio for 250 carloads of fruit.



Sizing up the grape crop (left photo) are vice president J. A. Di Giorgio, left, and Joseph C. Lyttle, ranch superintendent at Di Giorgio Farms. At right, the towering water tank and flag-pole mark the location of the administration building in the center of the "Farm" community.



Caterpillar tractors (left photo) perform a disking cultivation operation on a section planted to Thompson Seedless grapes. The view is eastward toward the Tehachapi range. In the fields of cotton (right) are superintendent Lyttle and buying foreman Lawson Lackey. John Deere picking machine in the background.



Uncle Joe

Founder's Career Was Colorful One

(Continued from Page 1)

County" and "The Paul Bunyan of Agriculture."

LURE OF AMERICA

The story of Giuseppe Di Giorgio began in his native Cefalu, a small town on the north coast of Sicily. Young Peppino, as he was called by his parents, decided to leave the seminary where he was enrolled, to seek his fortune in America. With a small consignment of his family's lemon crop in tow, the 14-year-old lad arrived in New York. There he found work with a New York importer and fruit jobber at \$8 a week.

After a few years he moved to Baltimore where he went into the jobbing business for himself. That city was a fruit center and the chief port for Di Giorgio's particular interest: bananas. He managed to get a \$5,000 loan from the Maryland National Bank, for which institution he was to become a director at age 21. With the money in hand he acquired his first corporate enterprise: the Monumental Trading Company.

CALIFORNIA VENTURE

In 1904, Joe Di Giorgio founded the Baltimore Fruit Exchange, cornerstone of his present auction business. He went into the shipping and commission business on a transcontinental scale with his purchase in 1911 of the Earl Fruit Company, a long-established California shipper. Through Earl, he was to acquire a thorough knowledge of California growing.

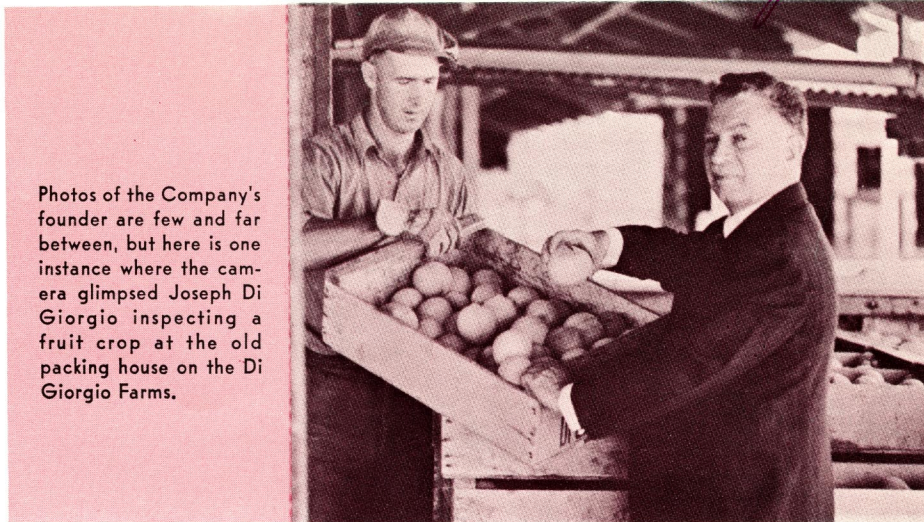
His first experience as a grower came in 1918 when he acquired some Florida citrus land. Today, the growing operations in Florida and California represent about 40 per cent of the Di Giorgio business.

He jumped into the fray against the United Fruit Company, giant of the banana industry, for a share of this profitable business in a running battle that was to last a quarter of a century. The going was rough. . . . Di Giorgio's bananas were hacked to pieces at his Central American docks, his companies were belabored with lawsuits, his search for allies among shipping companies was unsuccessful.

JAMAICAN TRADE

On the verge of bankruptcy, he made a bold move that succeeded in lining up a working arrangement to supply Jamaican growers with Cuban and Mexican bananas, so they could fulfill their contracts in event of hurricane loss. They in turn provided him with the crown colony's semi-official privilege of obtaining banana bottoms and eventual shipments to Mother England and European centers.

This got Di Giorgio out of the hole and enabled him to sell out his banana in-



Photos of the Company's founder are few and far between, but here is one instance where the camera glimpsed Joseph Di Giorgio inspecting a fruit crop at the old packing house on the Di Giorgio Farms.

terests at a high enough price to pay off his debts.

Referring to his running "war" with United, he once said he "fought United's \$300 million with nothing but my good-looking brown eyes and curly hair."

The Di Giorgio firm's present eminence in produce auctioneering stems from its founder's early perception that the small grower and city jobber who supplies the small retailer both need a free, open and honest market. Through his acquisitions, Di Giorgio Fruit now owns a controlling interest in five major U. S. auction companies.

DESERT FARMING

In 1919 he launched a land-buying venture in California, acquiring extensive acreage in the San Joaquin Valley. The 18 square miles of farmlands now officially designated as Di Giorgio, California, were wrested from the desert with the aid of pumped water. Within a year he also acquired a box factory in Oregon.

Of his California desert farming, Di Giorgio remarked: "Fruit is nothing but water and labor, and more labor and freight."

In the late prohibition days, Di Giorgio decided that the period of grape concentrates and other substitutes for good wine-making was about over. In 1928, he delivered 200 tons of his own grapes to Colonial Grape Products Co. for wine-making. In 1932, while driving past the Italian Swiss Colony winery at Asti, he decided to get into the business.

He made a deal to deliver grapes, freight-paid, to the winery in return for a credit of eighty-five to ninety gallons per ton. He predicted a rise in wine prices, told Italian Swiss he would sell the wine (then worth about 35 cents per gallon) back to them at 50 cents a gallon. They laughed, but he did, and netted \$225,000 in the transaction. Between 1933 and 1940 he delivered about 23,000 tons a year to the wineries.

He next set up his own wine opera-

tion, with the purchase of the Del Vista Winery at Delano, Calif. In 1938, during a period of instability in the grape industry, he suggested to the late A. P. Giannini, Bank of America president, that the bank finance a heavy conversion of grapes into brandy. With the backing of the Reconstruction Finance Corporation, the plan brought stability to the tottering investments in California grape lands and facilities and enhanced Di Giorgio's position as a vintner.

By 1945 he had sold out at a healthy profit all the equities in wine, brandy and stock he had acquired over a decade, with approximately 300,000 tons of grapes turned into wine. When National Distillers bought Italian Swiss Colony in 1942, Di Giorgio owned 37.5 per cent.

RESORT SITE

When a group of Los Angeles promoters, planning to develop a resort area in Borrego Valley near Palm Springs, found themselves without a water supply, they sold to Di Giorgio some 1,500 acres for a song. He promptly arranged with the San Diego Gas & Electric Company for a power line to supply his pumps and now this area boasts productive farmlands and beautiful resort facilities.

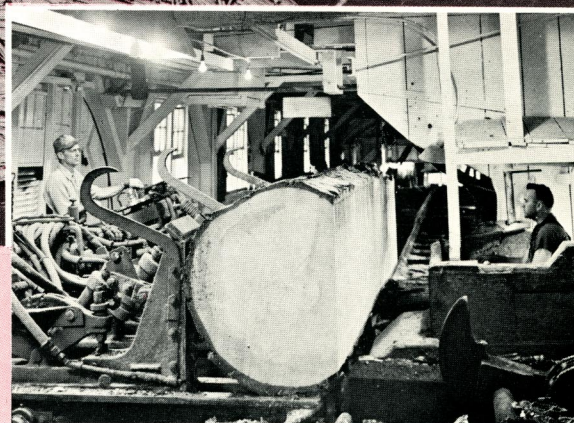
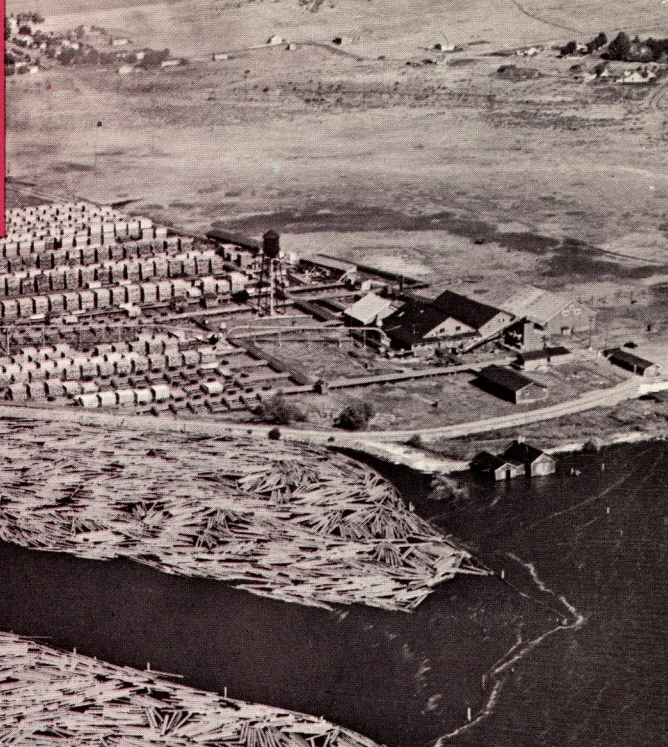
The senior Di Giorgio, who had no children of his own, trained his nephews—Joseph S., Philip, Robert and Joseph A.—in the operation of the business and they have succeeded to management as officers of the Company. Philip and "J. A." are brothers, the others first cousins.

J. S. Di Giorgio has been president of the corporation and chairman of the board of directors since 1951, following the death of Joseph Di Giorgio.

Elected vice president and secretary in 1935, Philip Di Giorgio assumed his present status as senior vice president in 1951.

Robert Di Giorgio has been a vice president since 1949 and financial vice president since 1955. J. A. Di Giorgio was elected a vice president in 1948.

LUMBER



A feature of the movie, "This Is Cinerama" was this impressive view of the Klamath Lumber and Box Company operation, showing the vast expanse of log storage in the Upper Klamath Lake, the sawmill, box factory and ten-acre lumber yard. Inside the sawmill (inset photo) a log is placed in position on the carriage for sawing into lumber.

Oregon Lumber Mill Operation Supplies Crates

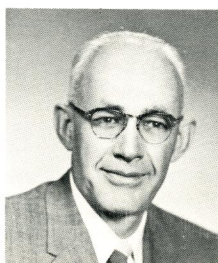
As a source of wooden containers for shipping seasonal fruits, the Klamath Lumber and Box Company (formerly the Klamath Manufacturing Company) was acquired by the Earl Fruit Company in November, 1919, and became an operating affiliate of the Di Giorgio Fruit Corporation on January 1, 1920.

The lumber manufacturing plant is located at Klamath Falls, Oregon, in the Cascade Mountains near Highway 97. This area comprises the last virgin stand of Ponderosa pine, a preferred material for manufacture of wooden boxes.

CINERAMA SUBJECT

The plant, under the management of Rollin A. Cantrall, has an ideal sawmill site on Upper Klamath Lake which is approximately 35 miles long and 15 miles wide. The large stock of piled lumber and the log storage on the lake is an impressive sight that was a feature of the movie, "This Is Cinerama."

The operation at Klamath Falls consists of a sawmill, steam generating plant, dry kiln, lumber yard and box factory. All of the buildings are protected by a sprinkler system and the lumber yard by a comprehensive fire-protection layout.



ROLLIN A. CANTRALL
Manager,
Lumber Operation

About 60 per cent of the output is sold as lumber with the remainder going into low-cost boxes for use at the Di Giorgio farm properties and for sale to other fruit and vegetable packers.

The completely electrified sawmill has a single band mill, a steam-controlled carriage equipped with air set works, an edger, trimmer and small re-manufacturing department. The daily output for two shifts is approximately 150,000 feet or about five carloads of lumber.

The dry kilns, of concrete and tile, adjoin the mill. The kiln process permits continual shipment of thoroughly dried lumber and eliminates local storage.

The lumber yard covers about ten acres and is equipped to store some twelve million board feet. The piling is done with mechanical stackers. Air-dried lumber is preferred in the manufacture of box shook, actually a salvage operation using lower grades of lumber. Shook is the term used for manufactured lumber in a pre-fabricated wooden box.

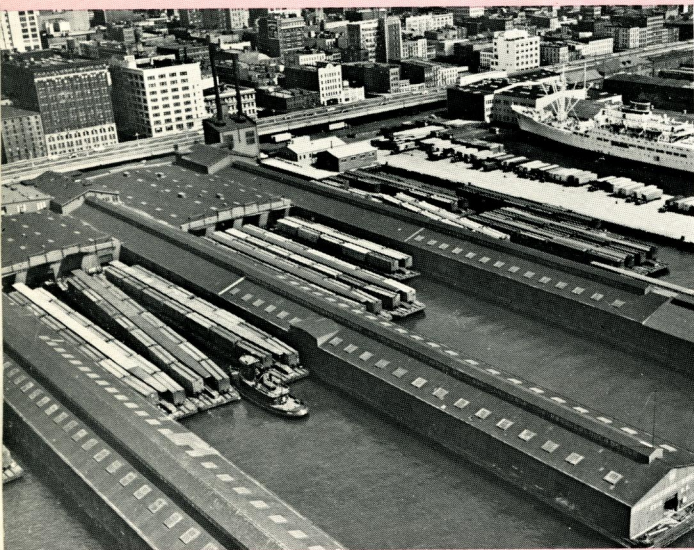
SELECTIVE LOGGING SAVES STANDS

The box factory consists of a planer, cut-off saws, band resaws, rip saws, printers, stitching machines and tie-up machines having an eight-hour capacity of more than 100,000 feet of box shook, about three carloads. Each carload is equivalent to 25,000 grape boxes.

Di Giorgio contracts for all of its logging with an independent contractor. Care is taken to see that the forests are perpetuated by selective logging of trees ready for use. Most of the lumber now used is obtained by securing cutting rights from the U. S. Forest Service or Indian Service.



With a background of the awe-inspiring New York skyline, rail cars loaded with fresh fruits and vegetables are floated from Jersey City terminals across the Hudson River to the Manhattan pier location of the New York Fruit Auction Corporation.



Tugs place the floats alongside the combined Pennsylvania and Erie Railroad finger piers extending from West Street. The auction rooms are located in upstairs quarters at the front of the piers and the merchandise is displayed in the dock area directly below.

The floor of the pier is marked with chalk to show the car number and sizes and lot numbers of the varieties and brands of produce to be displayed for buyers. This simplifies and speeds up assembly.



Fruit, Vegetable Lots Sold by Fresh Market Bids

AUCTION

To watch fresh farm products going to market from the piers of Manhattan . . . a five days a week routine for personnel of the New York Fruit Auction Corporation . . . is a fascinating experience for the visitor.

The operation of this auction firm, in which Di Giorgio has a substantial interest, is the largest in the New York metropolitan area. It is exemplary of the three other auction companies in eastern U.S. markets also partially owned by the Company—the Philadelphia Terminals Auction Company, Union Fruit Auction Company of Pittsburgh, and Fruit Auction Sales Company of Chicago.



CHARLES J. NOSSER
Auction Firm
President

Through these organizations, less-than-carload lots of fresh fruits and vegetables, shipped by refrigerated trucks and rail cars, are sold to the retail trade, providing a free market to establish fair prices. About half of the Di Giorgio carload sales of fresh fruits and vegetables are sold through auction.

Heading Di Giorgio's auction operations is Charles J. Nosser, vice president of the Company and president of the New York Fruit Auction Corporation.

DISPLAYED ON PIERS FOR BUYERS

Tracing rail shipments in the first stage of the New York auction process, the visitor witnesses cars, upon arrival at the terminal yards on the Jersey waterfront, being assembled, segregated and then floated on barges to the auction docks just below the Holland Tunnel crossing.

There at the combined Pennsylvania and Erie Railroad finger piers the produce is unloaded and sorted and taken to the display area where thousands of lugs and crates are set up in a colorful array. As many as 100 carloads have been displayed at one time.

Prior to auction time, the pier area comes alive as the buyers move in to inspect the produce and to note their appraisals on catalog lists.

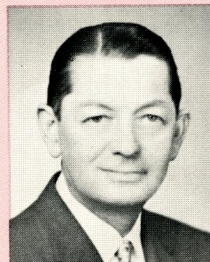
TRADITIONAL CHANT OF AUCTIONEER

The auction itself is usually held in the early morning hours in rooms above the display area at the Miller Street end of the piers. It is conducted on a free-bidding, highest price basis by auctioneers of the New York Fruit Auction Corporation. Lots are offered in all quantities, as low as twenty packages to small buyers.

The traditional sign language bids and the staccato chant of the auctioneer are always intriguing to the spectator. On heavy volume days up to six auction rooms are going at one time.

Mondays and Thursdays are the big days for auction sales. Buyers include jobbers, brokers, representatives of national chains and small chains, independents of all sizes, even a few peddlers—vanishing Americans that they are. Some of the larger customers are represented by several buyers, each specializing in certain varieties of fruits or

Earl Fruit Is Shipping, S

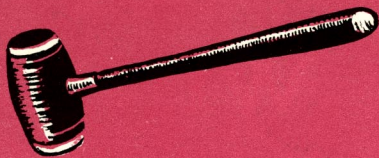


PETER M. BRADY
Heads Earl Fruit

Shipments of produce from leading Western growers to auction markets and to other customers are handled by Earl Fruit Company, wholly-owned subsidiary of Di Giorgio, which has a long history in the California fruit market.

The predecessor company, founded by the late E. T. Earl, made the first eastern shipment of fresh fruit from California in 1876 in the form of grapes from the Vacaville-Pleasant Valley area.

The late Joseph Di Giorgio acquired Earl Fruit in 1911 and operated under its



Here's a study in mixed emotions of buyers who use many varied techniques of signalling their bids or feeling to the auctioneer. The buyer holding the catalog on high is saying he is interested at the price the auctioneer is chanting. The circled finger signal at right means the buyer is interested at a dime less. The seated gentleman with the cigarette at the ready indicates he will light up when the auctioneer reaches the right price. The gent with eyes closed obviously isn't having any . . . price is too high.



A typical auction scene in the California Citrus Room. On busy days sales are held simultaneously for various products in as many as six rooms. Behind the counter are the auctioneer and his crew from the New York Fruit Auction Corporation.



Shipped under refrigeration, the fresh fruits and vegetables are displayed in lots on the covered piers. One box of each different brand, size and variety is opened for inspection of the buyers.

A centrally located bulletin board indicates display areas of various lots of fruits and vegetables listed in the buyers' catalogs.



vegetables.

The little operator is able through auction to save himself broker and jobber commissions. Some of the larger chains, most of which buy carload lots direct from growers, use the auction for fill-in supplies.

When the auctioneer hits a price the buyers feel is right, bedlam breaks loose as orders are entered with much shouting and arm-waving.

Speed and bustling activity are characteristic of the auction process, since the entire consignment of perishable fresh products, out of refrigeration for only a short time, must be assembled, displayed, loaded and delivered to buyers in time for unloading the produce for the following sale.

The auction company fills a strictly selling role. Di Giorgio is also represented in these auction operations by marketing specialist agents, such as Simons & French Co., Inc. in New York, who coordinate ordering, pricing, market analyses and other essential functions.

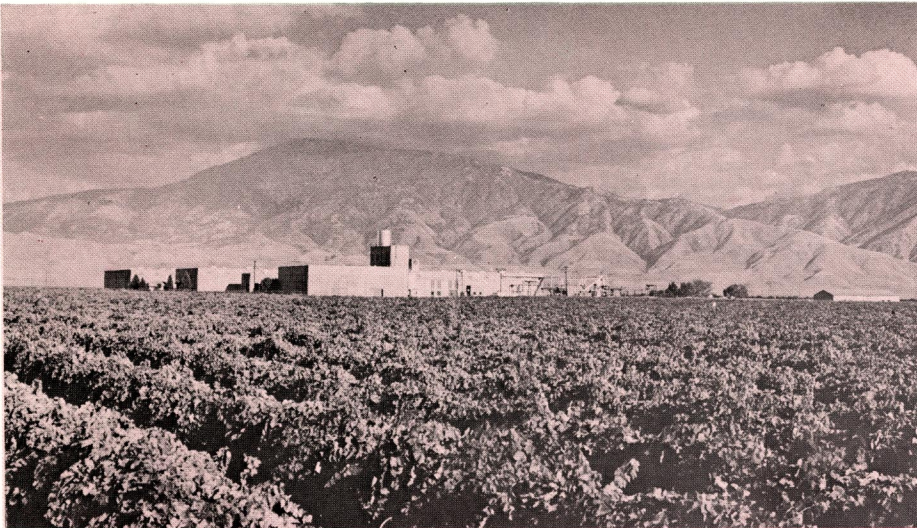
Sales Agent for Growers

banner for many years before consolidating his holdings under the Di Giorgio Fruit Corporation in 1941.

As a commercial packer, shipper and marketer, Earl Fruit handles fresh-packed fruits and vegetables for large and small growers—other than Di Giorgio—who conform to its exacting quality specifications. The company's principal function is as a sales and shipping agent for these growers, generally for smaller operators who do not have sufficient volume to justify their own packing and shipping facilities.

Earl Fruit maintains packing and shipping facilities at Walnut Grove, Yuba City, Lodi, Winters and Ukiah and coordinates shipments in other areas through facilities of the growers it represents.

Heading the company is Peter M. Brady, president.



Framed by the slopes of Bear Mountain is the large winery at Di Giorgio, California. Most of the grapes for use at the winery are crushed within a few hours after harvesting in the adjoining vineyards. The massive crusher handles approximately 125 tons of grapes per hour.

Wines Marketed in Bulk and Retail

Grapes have been one of the leading crops since the establishment of the Company. In the early years, along with fresh market lots, they were shipped to wineries to be crushed for the Di Giorgio account and were also sold outright to wineries. Eventually the demand for Di Giorgio wine products became so great that a winery operation came into being.

In 1933, the Del Vista Winery in Delano, near Bakersfield, was acquired. From it wines were sold and shipped in bulk quantities to bottlers throughout the nation. Many of the industry's finest labels went on the product. This winery was sold in 1945 at a substantial profit.

Then in 1946 a modern winery, with a storage capacity of 9,500,000 gallons, was constructed at Di Giorgio, California, permitting further expansion of bulk wine production.

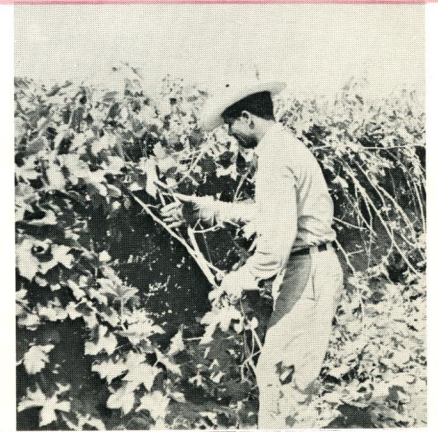
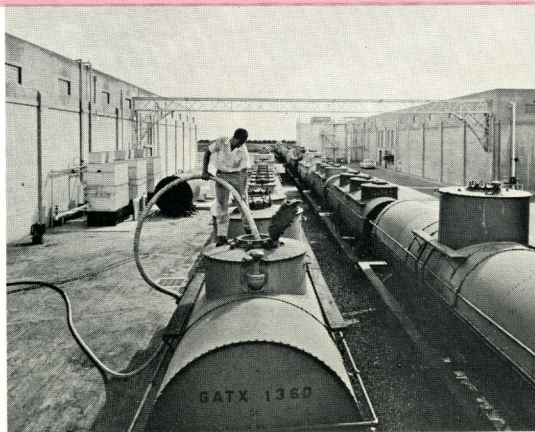
The Company's wine program was stepped up with acquisition in 1956 of the properties of Santa Fe Vintage Company, makers of Santa Fe brand wines. These included a bottling plant in Los Angeles and a winery at Kerman, California, 15 miles west of Fresno, with a capacity of 3,250,000 gallons. Thus a new operation began for the Company — bottling wines for sale under its own brands.

Santa Fe now operates as a division of the Di Giorgio Wine Company, a wholly owned subsidiary. Wines for bottling are processed at both Kerman and Di Giorgio wineries under strict quality supervision. With the acquisition of an



Grapes are picked and loaded onto trailers in the vineyard. Unique in the fruit family, grapes must remain on the vine until the peak of maturity to be at their best. In the handling of wine grapes, undue time between harvesting and crushing detracts from the wine's quality.

Girdling vines (left photo) improves the size and quality of seedless table grapes which tend to run smaller than the seeded variety. A ring cut through the bark around the trunk directs the flow of natural plant food to the berry, resulting in larger, more succulent grapes. (Center photo) Bulk wines for shipment are filled into rail tank cars, above, or tank trucks lined with a protective vinyl plastic. In the right photo, the worker is stripping leaves from a grapevine shortly before maturity. This allows air circulation around the fruit and results in improved color and flavor.





Line Includes Dessert, Dry, Specialty Wines

additional 4½ acres in East Los Angeles, a new 75,000-square-foot bottling plant and warehouse with the finest modern equipment was constructed in 1957.

Also recently acquired were the "Padre" and "Vai" brands bringing specialty items such as champagnes, brandies and vermouths into the Di Giorgio line of bottled goods. These are marketed along with Santa Fe dessert and dry wines.



HERMAN E. CASE



HARLEY N. COLE

Heading the bulk wine operation is Herman E. Case, vice president of the Di Giorgio Fruit Corporation, while the bottled product operation is under the direction of Harley N. Cole, vice president of the Di Giorgio Wine Company and general manager of the Santa Fe division.

Keith Nylander is manager of the Di Giorgio winery, and

Dale Anderson directs the Kerman plant.

The combined wine operations have a capacity to produce seven million gallons of wine and have storage facilities for 12,750,000 gallons.

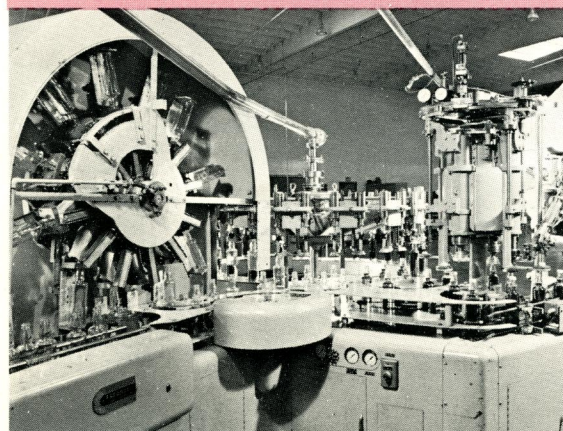


Under the popular "Santa Fe" label, Di Giorgio markets a complete line of fine quality dessert and dry wines. Specialty items such as champagnes, brandies and vermouths are sold in retail outlets under the "Padre" and "Vai" labels acquired by the Company.

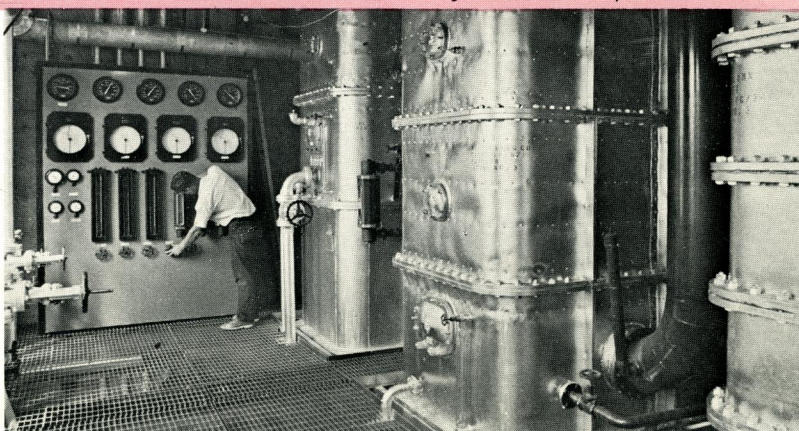


The spic-and-span Santa Fe Wine Company in East Los Angeles includes one of the most modern and efficient bottling plants and warehouses in the West.

A procession of fifth bottles of Santa Fe wines moves through the bottling equipment at the Los Angeles plant.



Indicative of the outstanding modern facilities at the Di Giorgio, Calif. winery is this view of the control room. At right are the brandy stills.



FLORIDA PROPERTIES



Company's Acreage Planted to Prized Indian River Citrus

The Di Giorgio citrus properties are located in the famous Indian River area of Florida near the city of Fort Pierce, St. Lucie County. Due to their recognized superior quality, Indian River citrus products command a premium price in the nation's markets.

Managed by James H. (Jake) Brooks, vice president of the Corporation, these properties total 3,099 acres, including 2,480 acres of citrus groves. Oranges are the principal crop and occupy the greater part of this land. Varieties include Valencia, Hamlin, Pineapple and Temple. The balance is planted to grapefruit and tangerines. Grapefruit varieties grown are Marsh Seedless, Duncan, Pink and Red Seedless.

An additional 2,200 acres of bare land have been acquired in the Indian River district and will be planted to citrus.

Charles W. Smith, for many years



J. H. BROOKS



CHARLES W. SMITH

manager of the Di Giorgio citrus properties and one of the leading authorities in the citrus industry, now serves the Company as a consultant and director.

When needed for irrigation during the dry season, November through May, water is provided by 65 free-flowing artesian wells. This engineered system of ditches and dikes also provides excellent protection against damage during cold periods.

The Di Giorgio packing house on the waterfront at Fort Pierce, covering 35,000 square feet of floor space, is equipped to handle 750,000 boxes of fruit during a normal packing season. Constructed of steel and concrete in 1947, this plant includes cold storage and refrigeration room facilities for pre-cooling all fruit

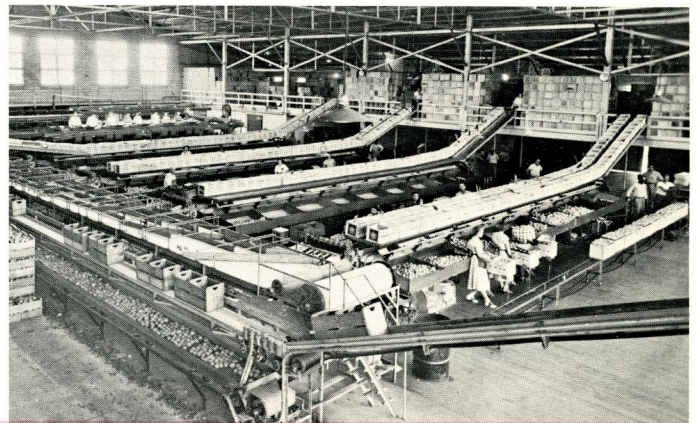
before it is loaded into refrigerated cars and trucks for shipment to the nation's markets.

The Company recently sold its properties at Lucerne Park in Polk County, Florida and dissolved the Lucerne Park Fruit Association, a wholly owned subsidiary which formerly processed citrus products at its plant there. TreeSweet Products Co. now handles processing of all Di Giorgio citrus products at its large Fort Pierce plant, a short distance from the packing house.

Di Giorgio has also discontinued its winter vegetable operation at Peters Farms in Dade County, severely affected by the freezes and heavy rains of recent years. This acreage, formerly planted to tomatoes, has been sold.



The Di Giorgio packing house on the Fort Pierce waterfront is equipped to handle 750,000 boxes of citrus fruits during a normal packing season which runs from October through July.



Freshly harvested oranges and grapefruit are packed into shipping cases on five different lines and are then pre-cooled before being loaded into refrigerated cars and trucks for shipment.

A grapefruit grove at harvest time. This fetching lass is not typical of the picking crews who clip off the fruit after the dew dries from the trees. The fruit is dropped into a bag slung from the shoulder.



Valencia orange groves on the Company's Fort Pierce properties get a thorough spray treatment. Good root stock and soil, favorable climate and painstaking cultivation practices are also essential.

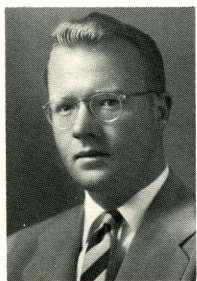


TreeSweet[®]

PRODUCTS

Juices Enjoy Wide Acceptance

A pioneer in the citrus processing industry, Tree-Sweet Products Company launched its business in California in 1933 and developed one of the first successful methods for canning orange juice. Headquarters then as now were in Santa Ana, California, where a processing plant is also located.



R. C. McCracken
Executive Vice President

In face of Florida's rapidly growing orange industry and consequent outstripping of California on production of this popular citrus product, Tree-Sweet turned its sights to the deep South and in 1948 opened a plant at Fort Pierce on the east coast of Florida. This Indian River district is the source of the finest quality citrus and the choice of location proved a happy one.

NEW FLORIDA PLANT

When frozen concentrated juices came into popular favor, TreeSweet constructed an outstanding new \$2,500,000 plant at Fort Pierce in 1956, first in the country to combine production of canned single strength citrus juices with the frozen concentrates. This beautiful plant, with a total area of 100,000 square feet, is equipped with the most modern and efficient processing facilities. It is within five miles of the Di Giorgio citrus groves.

As the frozen concentrate business sprouted, it was necessary to double the capacity of these facilities.

The colorful TreeSweet label has wide consumer acceptance and a reputation for quality in principal U.S. marketing areas. Products include orange juice, grapefruit juice and blended orange and grapefruit juice—all three available both canned and frozen concentrate; canned lemon juice and frozen concentrate for lemonade.

An aggressive advertising and retail merchandising promotion program has done much to keep TreeSweet products prominent in the public eye.

OFFICERS OF COMPANY

Heading the TreeSweet operation is J. S. Di Giorgio who succeeded Wendell K. McCracken as president upon the latter's recent retirement.

Robert C. McCracken is executive vice president and general manager. The other officers are R. F. Buchheim and E. J. Draper, vice presidents; Keith P. Hudson, secretary; and W. B. Taylor, treasurer.

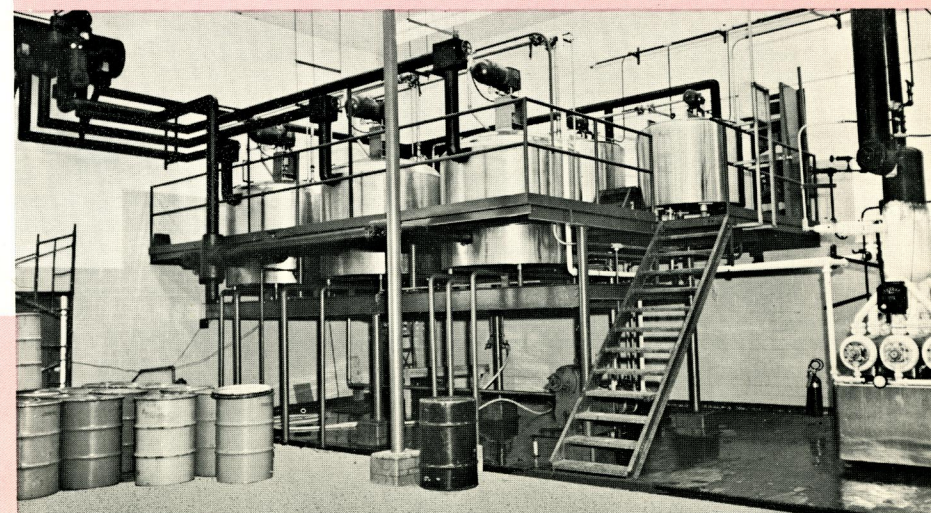
TreeSweet has approximately 175 regular employees and adds a large number of temporary workers to its ranks during the processing seasons. The home office is at 1044 Fourth Street, Santa Ana, California.



The three-year-old TreeSweet citrus plant at Fort Pierce, Florida is a model of processing efficiency. Both canned single strength juices and frozen concentrates are produced here. In the inset above are some of the popular, widely marketed TreeSweet juice products.

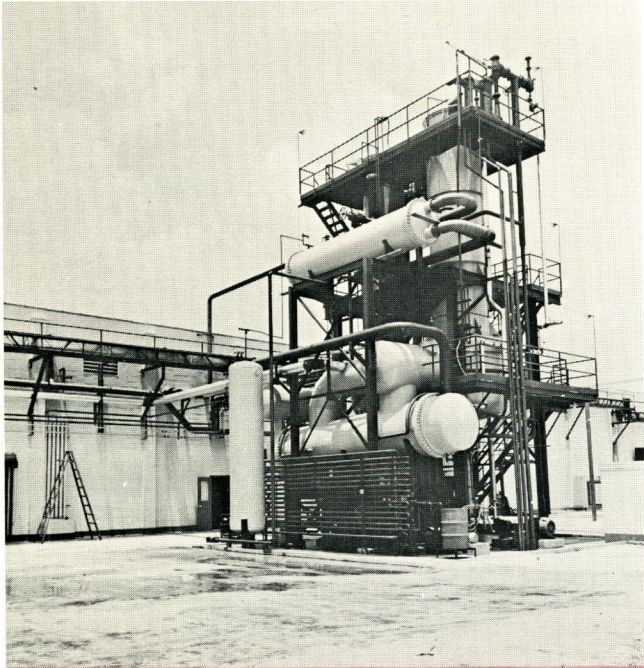


Headquarters of the TreeSweet operation is at Santa Ana, California where the original processing plant for canned single strength citrus juices is located.



Right: In these 500-gallon stainless steel cold wall tanks, fresh, full-strength juice is added back to the concentrate.

Simply Wonderful



Concentration—removal of water—for frozen juice pack takes place in this vacuum evaporator at TreeSweet's Florida plant.

Careful Blending Key Factor in Quality Control of Juice Packs

A proper sugar-acid ratio, so essential for an appealing flavor, is a major concern of the TreeSweet quality control staff in the selection of citrus fruits for processing.

For this purpose, and to insure uniformity in color, flavor and quality, fruits for the juice pack must be carefully blended to allow for natural variations. The fruits are also closely inspected for high vitamin content.

Both canned and frozen concentrate packs go through the same steps in the first stages of processing—washing, grading, extracting and screening out of seeds and coarse pulp. All metal contacting the juice is of stainless steel.

At this stage, the juice for canned packs is pumped through a pasteurizer, deaerated under high vacuum, filled hot into tins, sealed and cooled. To retain maximum flavor, the atmosphere inside the sealed can, with its natural gases, must be substantially the same as that normally found inside fresh fruit.

For frozen packs, the juice is concentrated in high vacuum evaporators where some 90 per cent of the water is removed by boiling under vacuum, but the temperature never exceeds 78 degrees Fahrenheit. The concentrate is a thick syrup which is mixed with a predetermined quantity of fresh juice in refrigerated tanks, so that the final solids content is approximately 42 per cent.

After leaving the cold wall blending tanks, the concentrate is frozen to a slushy consistency, then filled into cans, sealed and sent through a freezing tunnel where the air is chilled to 40 degrees below zero. After freezing, the cans are automatically packed into cartons which are stacked in the frozen storage warehouse.

When the consumer adds three parts of water to one part of the 42 per cent concentrate, the reconstituted juice will have about the same composition as the original fresh juice.

S&W Is Prestige Label Throughout the World

Like San Francisco, the city of its origin, the brand name of S&W enjoys a world-wide reputation for fine foods.

From the time the familiar green S&W label first appeared on grocery shelves, S&W Fine Foods, Inc., pioneer food packing and distributing firm, has been dedicated to marketing only the best available food products.

The starting point was a modest one when the predecessor Sussman, Wormser and Company opened its doors in June of 1896 as a small wholesale grocery firm on Market Street at Fremont in the City by the Golden Gate. A partnership was formed at that time by Samuel Sussman, Gustav Wormser and Samuel I. Wormser. The Wormsers were first cousins.

WORLDWIDE MARKETS

The seventeen "charter" employees and the half dozen sales representatives who made their rounds in one-horse buggies contrast today with a flourishing world-wide business, six national division offices and sales agencies in leading markets throughout the world. Sales for the last fiscal year exceeded \$63 million and in ten years have risen 91 per cent.

S&W processing plants now operate near capacity in Redwood City and Modesto, California, along with a modern coffee plant that is a model of efficiency at the company's beautiful, three-year-old headquarters at 333 Schwerin Street in San Francisco.

President of the rapidly growing firm, and a vice president and director of the Di Giorgio Fruit Corporation, is Joseph Blumlein, who is the fourth chief executive. His predecessors were Gustav Wormser, co-founder; Jacob Blumlein, uncle of the present head; and Adrien J. Falk, prominent civic and business leader who retired from office in 1956.

Other officers of the company are Joseph Mittel, vice president and general manager; Gustave H. Mallmann, vice president—Southern California division; Russell E. Smith, secretary and controller; Anna H. Bloom and Frank J. Canonica, assistant secretaries; and Demetrios Koregelos, assistant controller.

S&W NAME ADOPTED

The firm name, S&W Fine Foods, Inc., was adopted in 1937 in response to growing identification of the company with its featured quality brand of canned and packaged foods.

S&W pioneered territorial business in Alaska shortly after the turn of the century and established its first foreign sales agency in Manila in 1909. Subsequently, sales representatives have been set up throughout the Orient and in Europe, Latin America, Africa and the Middle East.

In 1920, S&W first entered the packing business by acquiring the business and plant of Neumann Preserving Company, packers of preserves, jellies and specialty food products. The company purchased the Lachman Packing Company, packers of maraschino cherries, mincemeat and other specialties, in 1924.

These San Francisco operations were consolidated in a newly acquired cannery at Laurel and Heller Streets in Redwood City in 1939.

S&W processes and packs approximately one-third of its products and buys the balance from growers and processors who are willing to meet its high standards.

Since 1924, the company has operated a wholesale grocery business, distributing staple groceries of many brands to retail accounts through its rapidly growing Equitable Cash Grocery Company division. Providing a valuable service to the trade, this has become an increasingly important part of S&W's overall business.



JOSEPH BLUMLEIN
S&W President



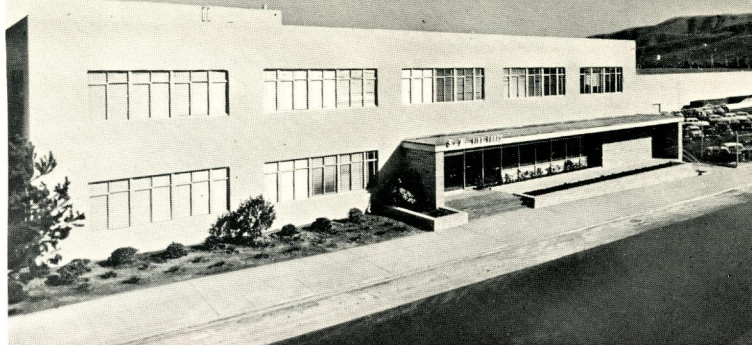
Offers Top Quality Line of Canned & Packaged Foods

The S&W line now comprises more than 200 different commodities of canned and packaged foods in various sizes and styles of pack. There is in addition a complete assortment of diet foods under S&W's Nutradiet label. Many of the items are packed in sizes and styles for the food service industry as well.

Products include coffee, canned fruits and vegetables, juices and nectars, seafood, preserves and jellies, dried fruits, rice, sauces and condiments, nuts, olives and pickles, bean items, maraschino cherries, mincemeat, glace fruits and peels and many other specialties.

All S&W brand items are the finest selection of Fancy grade items. The Company also markets substantial quantities of other brand items of varying grades for the accommodation of the institutional trade.

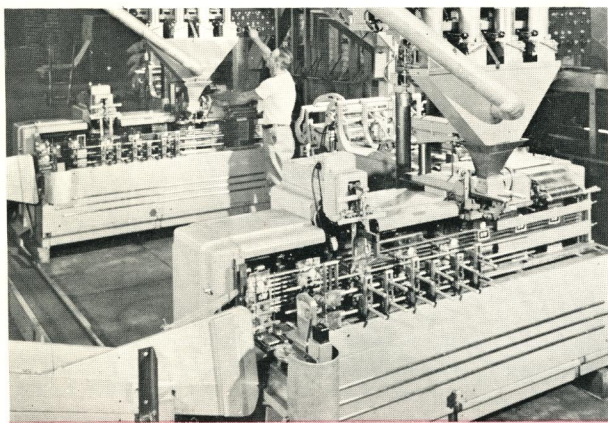
Besides being the first packer and distributor to offer a complete line of top quality canned foods under a single label, S&W is likewise credited with a number of other "firsts" in canned foods that have since become popular products in the American market. The San Francisco firm introduced canned Hawaiian pineapple, fruit cocktail, yams, whole peeled apricots, hearts of celery and carrot juice, among other products.



In San Francisco's Visitacion Valley is the attractive modern headquarters of S&W Fine Foods. Pictured above is the two-story administration building on Schwerin Street with the warehouse visible in the background at right.

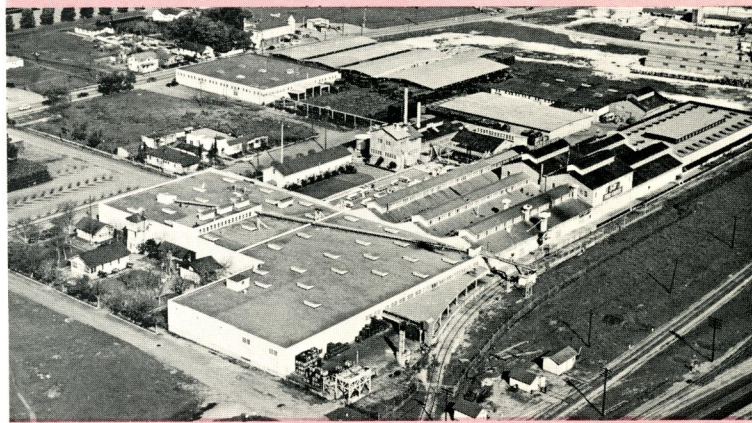
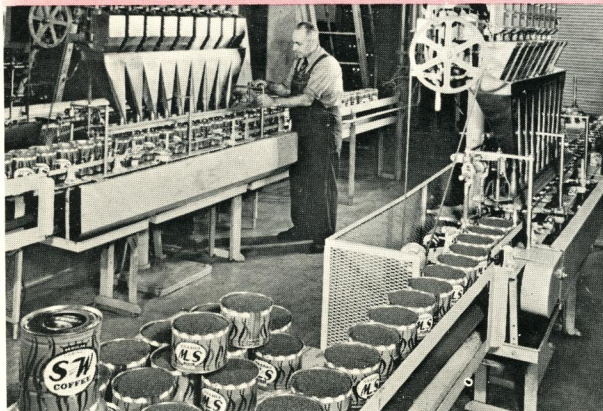


The spacious warehouse at the headquarters covers 240,000 square feet and is equipped with the latest efficient handling and communications equipment. It includes ten rail car spots and loading accommodations for 65 trucks.



Ingenuous packaging machines provide cellophane bags for nuts in a continuous automatic operation at S&W's big Modesto, California plant bordering the Tuolumne River. Millions of pounds of first quality nuts—almonds, walnuts, filberts, brazils, pecans and mixed lots—are processed here.

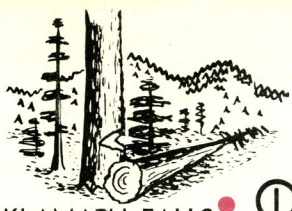
The coffee plant in San Francisco includes outstanding automation features. Shown are the scales where the coffee is filled into S&W's festive red containers, nine at a time.



This large cannery on an 11-acre site in Redwood City, California is S&W's principal processing plant. During the peak of the summer canning season, 500 persons are employed. Some sixty products are packed here.

S&W is the nation's leading packer and distributor of maraschino cherries. An impressive sight is this expanse of ruby red cherries soaking in stainless steel tanks under a hot syrup spray at the Company's big Redwood City plant.





KLAMATH FALLS ①

Di Giorgio

FRUIT CORPORATION



PACIFIC COAST OPERATIONS

1. Klamath Lumber and Box Company, Klamath Falls, Ore.
2. Dantoni Orchard, Marysville, California.
3. New England Orchard, Marysville.
4. S&W Fine Foods, Inc. headquarters and coffee plant, San Francisco.
5. S&W processing plant, Redwood City.
6. S&W nut processing plant, Modesto.
7. Winery at Kerman.
8. Sierra Vista Ranch at Delano.
9. Di Giorgio Farms and Winery.
10. Bottling plant, Di Giorgio Wine Company, Los Angeles.
11. TreeSweet headquarters and citrus plant, Santa Ana.
12. Borrego Farms at Borrego Springs.

MARYSVILLE

② ③



SAN FRANCISCO

REDWOOD CITY

④

⑤



⑥



MODESTO

KERMAN

⑦



DELANO

⑧



DI GIORGIO

⑨



LOS ANGELES

⑩



⑪

SANTA ANA

BORREGO SPRINGS

⑫



FORT PIERCE

①



②

FLORIDA OPERATIONS

1. Citrus grove properties, Fort Pierce.
2. TreeSweet processing plant, Fort Pierce.

AUCTION INTERESTS

NEW YORK

①

1. New York Fruit Auction Corporation

PENNSYLVANIA

③

②

2. Philadelphia Terminals Auction Company

3. Union Fruit Auction Company Pittsburgh

④

ILLINOIS

4. Fruit Auction Sales Company, Chicago