

# CHOW BRAND Mt. Dora Fruit growers – Crate Labels and sign

## CHOW brand - Mt Dora Citrus Growers



Above is a rare store sign circa 1940's and two orange crate labels, all in my private collection



Over the years of collecting Chow ephemera, I have run across the two beautiful vintage 1940-1950's citrus crate labels you see at the bottom of this collage, a number of times. The blue one was a gift from my friend Layla!

I adore the graphics and even have the black one hanging in my kitchen. Well recently I was extremely fortunate to have acquired the VERY rare orange toned store sign you see at the top. This is the type you see in the neighborhood grocery , stapled to the wall or taped in a window to draw in customers. Almost always these signs become brittle, faded and torn and just get thrown out. The fact that this one survived nearly 80 years ....and is still in one piece is a small miracle. The sign measures in at a wonderful 9" high x 20" long

I am so happy to be able to now call this trio of advertising gems, an official "collection". I have included some newspaper ads for CHOW brand citrus below. They were regarded as some of the highest quality sold nationwide. Each orange had the word "CHOW" stamped on it!

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BELOW...ONE MORE VERSION OF THE SQUARE LABEL . I'M NOT SURE THE  
YEAR ON THIS ONE – THIS VERSION SAYS "Mor-Juce" in the lower  
right



# CHOW

BRAND

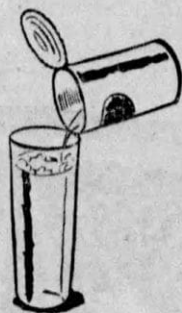


chowtales.com

Mor--juice

MT. DORA CITRUS GROWERS ASSN.  
MT. DORA, FLORIDA

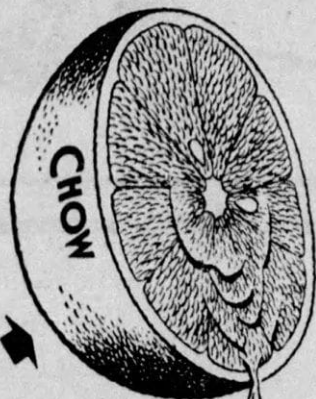
circa 1957



**NO TIN  
CAN MATCH  
THIS SKIN!**

chowtales.com

**MOTHER  
NATURE'S  
*Original*  
Container**



Nothing Added,  
Nothing Taken Away!

•  
FRESH Packed  
with HEALTH-JUICE  
DELICIOUSNESS

**CHOW**

Stamped on each fruit  
Our GUARANTEE of  
JUICINESS & FLAVOR



**BUY TREE-RIPE**

**CHOW**



- ORANGES
- GRAPEFRUIT
- TANGERINES

Packed Exclusively by

**MOUNT DORA**

**GROWERS COOPERATIVE**

MT. DORA, FLA.

G. B. "Crip" Hurlburt, Manager

ABOVE: Can you imagine CHOW stamped on your oranges!!! I'd  
buy that!!! Newspaper ad circa 1957

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Circa 1955  
Orlando FL  
Newspaper



# HEY MOM!

*I brought some buddies  
home — can we have some  
Florida orange juice?*

*When Sonny comes in with  
a crowd it's good sense to  
have a supply of fresh Flor-  
ida Citrus on hand.*

*Our Brand of Quality*

- La Paloma
- Lake Dora
- Banjo Sambo
- Mid Lakes

## CHOW




**MOUNT DORA  
GROWERS COOPERATIVE, INC.**

MT. DORA, FLA.

chowtales.com

Above is yet another great ad for CHOW brand oranges circa 1955, Orlando Florida Newspaper



This is a photo of Mt. Dora Grower's Cooperative taken in 1943-1948 Florida 

And above a photo from the Mt. Dora history Museum showing THE HOME OF CHOW brand sign to the left



## MOUNT DORA. CHOW BRAND

Vintage citrus crate gifted to  
the ChowTales archives by Torri  
and Mike Tjensvold

What a special treasure and such  
a rare find to add to my other  
Chow Brand ephemera! Thank you  
my friends

CHOWTALES.com

