

BEAUTIFUL BLOOMS . . .
a fitting frame for a pretty miss
. . . promise an abundant crop
from this Washington orchard.



Fresh Fruit: handle with care

**New Quad-Lok corrugated shipping containers
speed packing, facilitate handling, protect fruit**

Apples, oranges, grapefruit, and lemons help fill the nation's fruit bowls. Each year, thousands of boxes of these fruits flow from the lush apple orchards on the eastern slopes of Washington's Cascade Mountains and the vast citrus groves of southern and central California.

The story of an apple, from tree to teacher, is one of tender, loving care. The rich, red apples, from the "apple bowl of the world," are nurtured carefully from blossom to box, to bring them safely to the consumer.

Washington State produces 40 per cent of all the fresh apples sold in the United States. In California, the Coachella and Imperial Valleys produce much of the country's citrus crop.

Two of Weyerhaeuser's Kieckhefer-Eddy Division plants, at Union Gap, Wash. and Colton, Calif., are providing Quad-Lok shipping containers in which these apples and citrus fruits reach the market. K-E's Quad-Lok containers feature an extra-strong glue-lap joint.

On Washington's Columbia Plateau, nature has provided just the right combination of mineral-rich soil, water for irrigation, mild winters, long summer days, and cool nights. These conditions permit the growing of bigger, juicier apples.

Today, however, it is no longer a matter of just picking what the trees produce. Fruit production has become an exacting science. Each tree is carefully planted, pruned, and pollinated, to gain the maximum yield. Even the blossoms and the young fruit are thinned so the tree will produce a better crop of good-sized, well-colored fruit.

Tenderness is the watchword for the grower. Every operation is done gently, to avoid damaging the tree or the fruit. An apple picker doesn't "jerk" an apple off the tree. He grasps it firmly, but gently, to avoid bruising, and twists upward.

When the picker fills his bucket—canvas to prevent bruising—he deposits the fruit in boxes to be hauled to the packing house. Here the apples are washed, graded, and packed for

shipping.

The familiar apple box, with each apple wrapped in a sheet of tissue paper, is gradually being replaced by the new corrugated shipping containers from K-E's Union Gap plant near Yakima, Wash.

The new-type cartons, introduced in the past decade, have done much to speed the packing process and at the same time provide adequate protection for the delicate fruit.

Individual wrapping is not required when the K-E cartons are used. The apples are placed in cells, similar to an egg carton. A pad is placed across the top of each layer of fruit. This makes a bruise-free, tight pack.

The entire picking, washing, and packing process seldom requires more than 48 hours. After the final pack, apples are stored in refrigerated rooms or shipped in refrigerated cars to preserve freshness. More than 27 million boxes of Washington apples from the 1957 crop were shipped to the markets of the United States.

The story is much the same for California



NEW 2-piece telescoping containers make fruit inspection easy for the buyer, provide double strength walls to permit higher stacking.

citrus growers. Employees at the K-E plant in Colton, Calif., produced more than 17 million Quad-Lok corrugated shipping containers for citrus fruit in 1957. The new K-E corrugated containers are providing better shipping cartons for the citrus growers.

In 1953, K-E developed a two-piece, telescoping container for citrus packing. This new carton offered several advantages for the wholesaler, the grocer, and the consumer.

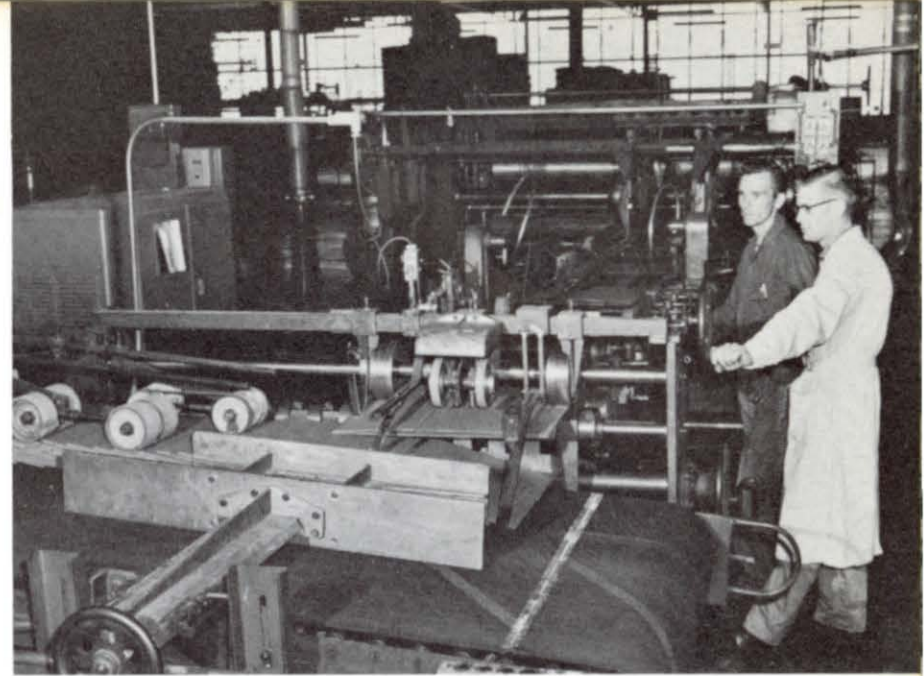
The top of the new telescope containers can be slipped off easily for the buyer to inspect the fruit. In the old-type cases, it was necessary to cut or tear the case in order to inspect the fruit.

Telescope containers provide double-

strength walls, which increase fruit protection and permit higher stacking. This means more storage space in produce houses and food stores. The grocer can also use both top and bottom of the citrus containers for carry-out boxes, an extra convenience for store owner and shopper.

Quad-Lok cartons are shipped flat, in huge bales, from the Union Gap and Colton plants. At packing houses it is a simple operation to prepare the cartons for packing.

These K-E cartons are carrying the well known "apple a day" or orange, into millions of American homes. For the family it means fresh, undamaged fruit to buy from the neighborhood grocer.



QUAD-LOK machine folds box blanks for citrus bottoms and glues locking flap.



FRUIT BOXES arrive at packing plant in unit loads for efficient handling. Here, 1,500 boxes are being moved in one simple operation.



STORED FLAT to save storage space, K-E citrus containers are stacked to the rafters in this warehouse.



K-E CARTONS ready to receive their delicious cargo of Washington apples for shipment to consumers across the nation.

FRUIT PACKAGING is big business as proved by this display of shipping cartons produced at the K-E Union Gap Plant, Yakima, Washington.

