

Business History Review

S U M M E R 1 9 9 5



Front Cover: The ALCo Model
PA Passenger Locomotive

Introduced in September, 1946, this locomotive was outwardly similar to General Motors' Electromotive Division's (EMD) F-3 locomotive, but was not as popular with railroad customers. American Locomotive Company (ALCo) produced 294 PA's, along with some 1,300 of the related Model FA freight locomotive, which made its debut in January, 1946. (Photo reproduced courtesy of the Railroad Museum of Pennsylvania (PHMC).)

For an article examining the corporate culture of ALCo and EMD, see pp. 191-229.

Back Cover: The Benefits of Sunkist Products

Sunkist advertising accelerated dramatically with G. Harold Powell at the helm. With the addition of Don Francisco as advertising director in 1916, the California Fruit Growers Exchange (CFGE) became an innovator in modern advertising methods, soon turning Sunkist into a household word and a symbol of the curative powers of nature itself. Francisco used targeted advertising to build per-capita consumption of oranges and lemons. He employed the newly discovered world of "vitamines," and the rising status of the medical profession, to gain the attention of concerned mothers and to push the healthful properties of citrus fruits. (Photograph reproduced courtesy of Sunkist Growers, Inc.)

For an article on G. Harold Powell and the CFGE, see pp. 119-155.

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