

Agriculture Advertisements - 1920s-40s

As transcontinental railroad lines began crisscrossing the country at the end of the nineteenth century, farmers could ship their produce from coast to coast, packed in wooden crates. At first, growers stenciled information identifying the type of produce, grower name, and source location on the sides of the wooden crates, but as time went on, they began creating paper labels that featured brightly colored, eye-catching graphics to attract customers. The labels often utilized the bright colors of citrus fruit: orange, yellow, red, pink, and green. Growers hired artists, who expanded the color palettes and inspirations for their labels, creating a vibrant art form. By the 1940s, farmers moved away from using wooden crates to cardboard boxes, with pre-printed designs on the box sides.

Object images and descriptions are on **next page** with hyperlinks to the objects on Autry Collections.

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<http://collections.theautry.org/mwebcgi/mweb.exe?request=record;id=M539521;type=102>

Object Name: Postcard

Maker: Western Publishing and Novelty Company

Date: 1907-1929

Object ID: 91.170.721

Notes: Postcard of crate of Sunkist oranges, no. 544, 1907-1929.



<http://collections.theautry.org/mwebcgi/mweb.exe?request=record;id=M547424;type=102>

Object Name: Crate label

Maker: Schmidt Lithograph Company

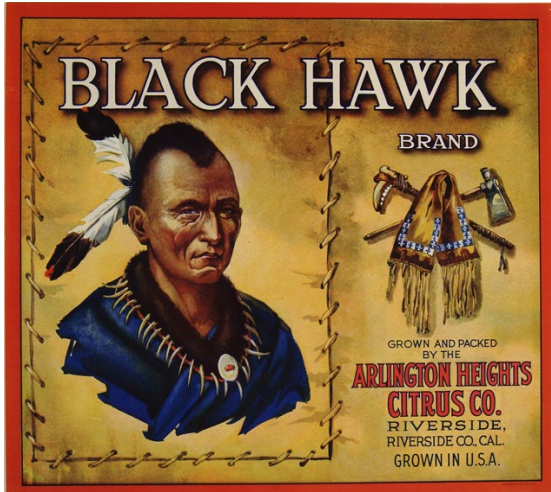
Title: Ocean Spray

Date: 1920s

Object ID: 91.170.580

Notes: Crate label advertising Ocean Spray brand lemons, Teague-McKevett Company, Santa Paula, California.

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<http://collections.theautry.org/mwebcgi/mweb.exe?request=record;id=M505066;type=102>

Object Name: Crate label

Maker: Schmidt Lithograph Company

Title: Black Hawk

Date: 1920s

Object ID: 91.170.39

Notes: Crate label advertising Black Hawk brand oranges, Arlington Heights Citrus Company, Riverside, California.



<http://collections.theautry.org/mwebcgi/mweb.exe?request=record;id=M539548;type=102>

Object Name: Crate label

Maker: Lehmann

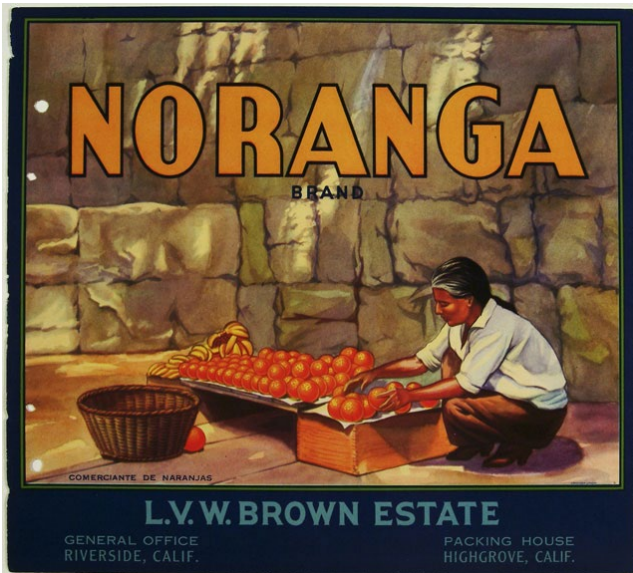
Title: Red Mule

Date: 1930s

Object ID: 91.170.348

Notes: Crate label advertising Red Mule brand peppers, Western Fruit Growers, Inc., Los Angeles, California.

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<http://collections.theautry.org/mwebcgi/mweb.exe?request=record;id=M530835;type=102>

Object Name: Crate label

Maker: Crocker-Union Lithographers

Title: Noranga

Date: 1930s

Object ID: 91.170.288

Notes: Crate label advertising Noranga brand oranges, L.V.W. Brown estate, Riverside, California. Southern California had a lot of citrus farms.



<http://collections.theautry.org/mwebcgi/mweb.exe?request=record;id=M512588;type=102>

Object Name: Crate label

Maker: H.S. Crocker Company, Inc.

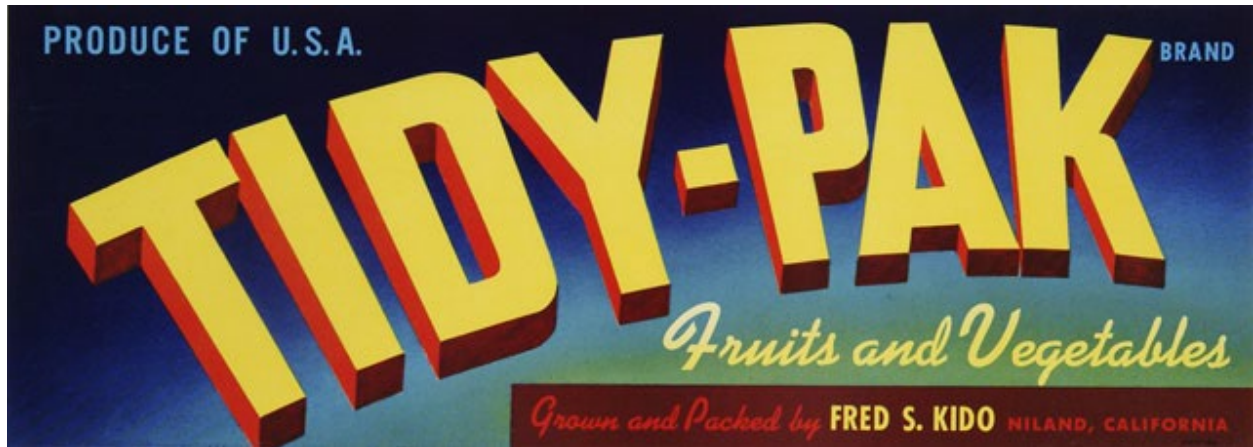
Title: King Crow

Date: 1930s-1940s

Object ID: 93.202.71

Notes: Crate label advertising King Crow brand cantaloupes, Perez Brothers, Crows Landing, California.

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<http://collections.theautry.org/mwebcgi/mweb.exe?request=record;id=M526769;type=102>

Object Name: Crate label

Maker: H.S. Crocker Company, Inc.

Title: Tidy-Pak

Date: 1930s-1940s

Object ID: 93.202.79

Notes: Crate label advertising Tidy-Pak brand fruits and vegetables, Fred S. Kido, Niland, California.



<http://collections.theautry.org/mwebcgi/mweb.exe?request=record;id=M515076;type=102>

Object Name: Crate label

Maker: Lehmann

Title: Oh Yes! We Grow the Best

Date: 1930s-1940s

Object ID: 93.202.112

Notes: Crate label advertising Oh Yes! We grow the best brand fruit, DiGiorgio Fruit Company, San Francisco, California.

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<http://collections.theautry.org/mwebcgi/mweb.exe?request=record;id=M507188;type=102>

Object Name: Crate label

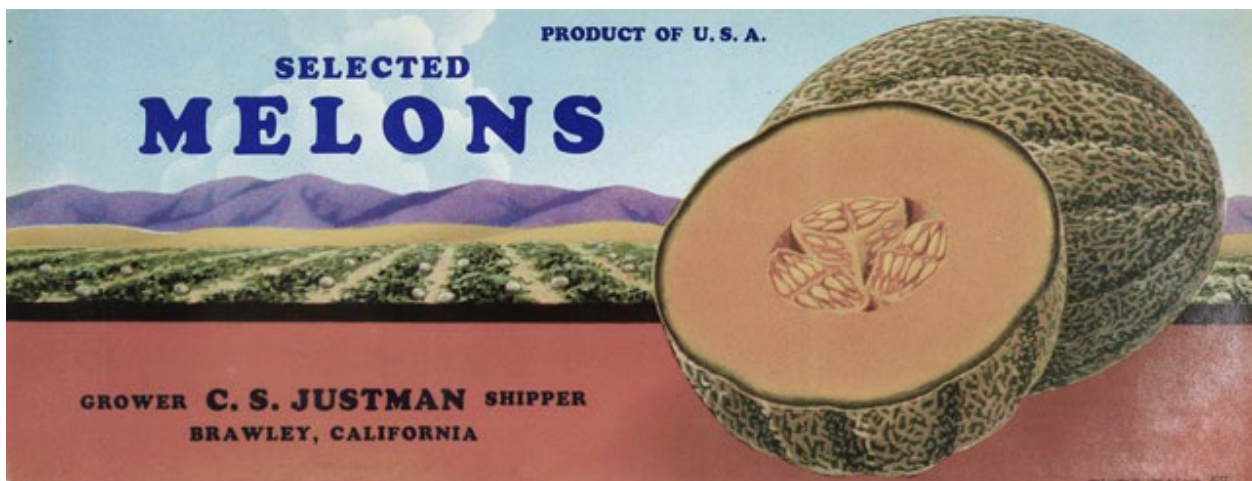
Maker: Louis Roesch and Company

Title: Pic o Pac

Date: 1930s-1940s

Object ID: 91.170.684

Notes: Crate label advertising Pic O Pac brand Medford pears, Pinnacle Packing Company, Medford, Oregon.



<http://collections.theautry.org/mwebcgi/mweb.exe?request=record;id=M514307;type=102>

Object Name: Crate label

Maker: Louis Roesch and Company

Title: Selected

Date: 1930s-1940s

Object ID: 93.202.63

Notes: Crate label advertising Selected melons, C.S. Justman, Brawley, California.

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<http://collections.theautry.org/mwebcgi/mweb.exe?request=record;id=M538913;type=102>

Object Name: Crate label

Maker: Louis Roesch and Company

Title: King-K

Date: 1930s-1940s

Object ID: 93.202.73

Notes: Crate label advertising King-K brand plums, Max Klahr, New York, New York.,



<http://collections.theautry.org/mwebcgi/mweb.exe?request=record;id=M543811;type=102>

Object Name: Crate label

Maker: Louis Roesch and Company

Title: Arrowhead

Date: 1930s-1940s

Object ID: 93.202.52

Notes: Crate label advertising Arrowhead brand produce, Martori Brothers Distributors, Glendale, Arizona.

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<http://collections.theautry.org/mwebcgi/mweb.exe?request=record;id=M540417;type=102>

Object Name: Crate label

Maker: Louis Roesch and Company

Title: Famiglia

Date: 1930s-1940s

Object ID: 93.202.103

Notes: Crate label advertising Famiglia brand Zinfandel grapes, Dumont Packing Company, Victor, California.



<http://collections.theautry.org/mwebcgi/mweb.exe?request=record;id=M549338;type=102>

Object Name: Crate label

Maker: Louis Roesch and Company

Title: Snomaid

Date: 1930s-1940s

Object ID: 91.170.694

Notes: Crate label advertising Snomaid brand apples, Pacific Fruit and Produce Company, Yakima, Washington.

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<http://collections.theautry.org/mwebcgi/mweb.exe?request=record;id=M516994;type=102>

Object Name: Crate label

Maker: Louis Roesch and Company

Title: Cal-Crest

Date: 1940s

Object ID: 91.170.662

Notes: Crate label advertising Cal-Crest brand grapefruit, Evans Brothers Packing Company, Riverside, California.



<http://collections.theautry.org/mwebcgi/mweb.exe?request=record;id=M518659;type=102>

Object Name: Crate label

Maker: Schmidt Lithograph Company

Title: Lee-4

Date: 1930s-1940s

Object ID: 93.202.81

Notes: Crate label advertising Lee-4 brand tomatoes, LeFore Brothers, Milton-Freewater, Oregon.

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<http://collections.theautry.org/mwebcgi/mweb.exe?request=record;id=M502900;type=102>

Object Name: Crate label

Maker: United States of America (nation)

Title: Moose

Date: 1930s-1940s

Object ID: 93.202.36

Notes: Crate label advertising Moose brand cherries, Paonia Fruit and Supply Company, Paonia, Colorado.



<http://collections.theautry.org/mwebcgi/mweb.exe?request=record;id=M511687;type=102>

Object Name: Crate label

Maker: United States of America (nation)

Title: Justiss

Date: 1930s-1940s

Object ID: 93.202.18

Notes: Crate label advertising Justiss brand yams, Lloyd Justiss Farms, Daingerfield, Texas.

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<http://collections.theautry.org/mwebcgi/mweb.exe?request=record;id=M524463;type=102>

Object Name: Crate label

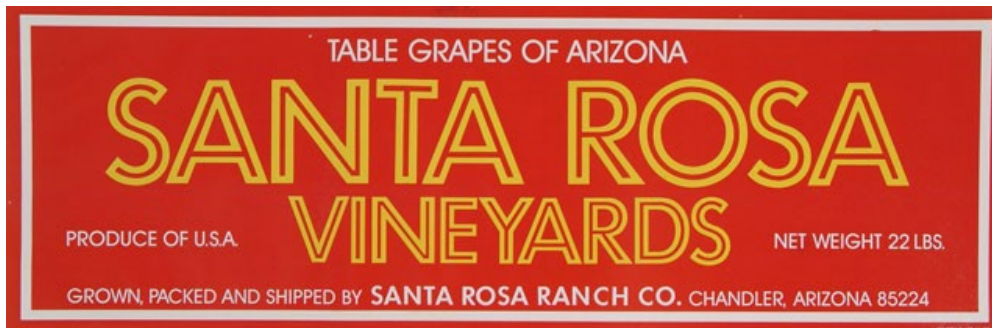
Maker: Western Lithograph Company

Title: American Desert

Date: 1930s-1940s

Object ID: 91.170.11

Notes: Crate label advertising American Desert brand oranges, American Fruit Growers, Inc., Los Angeles, California.



<http://collections.theautry.org/mwebcgi/mweb.exe?request=record;id=M529793;type=102>

Object Name: Crate label

Maker: Louis Roesch and Company

Title: Santa Rosa Vineyards

Date: 1940s-1950s

Object ID: 93.202.51

Notes: Crate label advertising Santa Rosa Vineyards brand grapes, Santa Rosa Ranch Company, Chandler, Arizona.