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 grates, 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.
Agriculture Advertisements - 1920s-40s

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.

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-McKeveit Company, Santa Paula, California.
Agriculture Advertisements - 1920s-40s

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.

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.
Agriculture Advertisements - 1920s-40s

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.
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.

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.
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.

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.
Agriculture Advertisements - 1920s-40s

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.

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.
Agriculture Advertisements - 1920s-40s

[Image of a crate label advertising Famiglia brand Zinfandel grapes, Dumont Packing Company, Victor, California.]

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.

[Image of a crate label advertising Snomaid brand apples, Pacific Fruit and Produce Company, Yakima, Washington.]

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.
Agriculture Advertisements - 1920s-40s

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.

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.
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.

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.
Agriculture Advertisements - 1920s-40s

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.

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.