

PATSY MAYES JACKSON COLLECTION OF VALE MAYES & CO., INC.
PRODUCE LABELS
Finding Aid

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Museum of South Texas History
Margaret H. McAllen Memorial Archives
Edinburg, Texas

2014



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SUMMARY

Size	1 folder
Geographic Locations	Edinburg, Texas
Inclusive Dates	Undated
Languages	English
Summary	The collection consists of four, color labels used by Vale Mayers & Co., Inc. to ship their farm produce from Edinburg, Texas.
Access Restrictions	The collection is open for research. If you wish to examine items in the manuscript group, please contact the Archivist at 956-383-6911 to make an appointment to visit the Margaret H. McAllen Memorial Archives (MHMMA) reading room.
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Related Collections	Ed Pease collection of packing crate labels (RGDOC 38, E:26)
Citation	Patsy Mayes Jackson collection of Vale Mayes & Co., Inc. produce labels. Margaret H. McAllen Memorial Archives, Museum of South Texas History, Edinburg, TX.
Stack Location(s)	SMC 43, RGDOC 2, B:1

BIOGRAPHICAL/HISTORICAL NOTE

Charles Vale Mayes come to Edinburg, Texas in 1937, as sales and traffic manager for H. Rouw Co. of Van Buren, Arkansas. Rouw had four large sheds for both citrus and vegetables in Edinburg.

In 1950 Mayes and associates, Ralph Dunavant, W.H. "Pete" Utz and Warren White, bought the Polis & Hagan Co. operating as Vale Mayes & Co. The serious 1951 freeze destroyed about three fourths of the citrus trees necessitating conversion to mostly vegetables and cantaloupes. The firm was in the citrus business for the next seven years, and then began shipping vegetables and cantaloupes only. In 1956 the Southern Pacific Railroad built a shed for the Mayes firm on East Schunior. After Mayes's retirement in 1973, Paul Jackson, Jr., Mayes's son-in-law, became president and Robert Vale Mayes, his son, became vice president. When Jackson and Robert Mayes retired, the facilities were sold to Joe Vasquez Produce Co. Vasquez's brand was Senora Sandia.

Mayes was active in the Texas Fruit & Vegetable Growers & Shippers Association from its inception in the early 1940s, serving as president in 1952 and director several times. He is listed in the Texas International Produce Association's Hall of Fame as an industry member who made contributions in support of the Texas produce industry and provided motivation and leadership continuity.

Mayes was born on October 4, 1906 in Johnson, Arkansas to Charles Stinson and Lillie Ellen Slauter Mayes. He married Georgia E. Boss on January 22, 1928 in Anderson Missouri. During his youth and early adulthood, Mayes lived in Arkansas, Iowa, and Oklahoma.

As a member of First United Methodist church in Edinburg, Mayes served on many advisory boards. After his retirement, he and his wife divided their time between their homes in Shell Knob, Missouri and Edinburg, Texas. Mayes died on December 26, 2002 in Kerrville, Texas where he lived with his daughter and son-in-law Patsy and Paul Jackson, Jr. He is buried in Hillcrest Cemetery in Edinburg, Texas.

Bibliography:

"CHARLES VALE MAYES OBITUARY," Kerrville Funeral Home
(http://www.kerrvillefuneralhometx.com/services.asp?locid=1&page=odetail&id=1804#.U_YNcbfwvMM), accessed August 20, 2014.

"HALL OF FAME," Texas International Produce Association
(<http://www.texasproduceassociation.com/hall/>), accessed August 20, 2014.

SCOPE AND CONTENT NOTE

The collection consists of four, color labels used by Vale Mayes & Co., Inc. to ship their farm produce from Edinburg, Texas. The Jack Tar Brand label has a dark blue background with "Jack Tar" in red. An 18th century sailor is on the left. Other text on the label says, "Farm Fresh Produce packed and shipped by Vale Mayes & Co., Inc. Edinburg, Texas, USA, 78539." The label is 3 ¼" X 6".

The Southern Chief label has a dark blue border and lettering. Two cantaloupes, one cut in half, are to the left. Other text on the label says, "Shipped by Vale Mayes & Co., Inc. Edinburg, Texas, USA, 78539." The label is 4" X 9 ½".

There are two Dun-Rite Brand labels. The first is dark blue with only text, which says, "Dun-Rite Brand Vegetables, packed and shipped by Vale Mayes & Co., Main Office, Edinburg, Texas, USA." It is 5" X 7". The second is for tomatoes. It has a black background with three red tomatoes on the left. "Net Weight 30 LBS." is in the upper right corner. Other text on the label says, "Dun-Rite Brand Tomatoes, packed and shipped by Vale Mayes and Co., Main Office, Edinburg, Texas, USA." It is 5 ¼" X 13".

The labels were scanned by the archival staff and user copies were made. Access to the originals requires special permission from the archivist.