

ED PEASE COLLECTION OF PACKING CRATE LABELS
Finding Aid

Compiled by
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Margaret H. McAllen Memorial Archives
Edinburg, Texas

2014



*Founded in 1967 as the
Hidalgo County Historical Museum*

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SUMMARY

Size	11 folders, 0.24 cubic feet
Geographic Locations	Rio Grade Valley, Texas. South Carolina. California
Inclusive Dates	Collection is undated
Bulk Dates	Collection is undated
Languages	English
Summary	This collection is comprised of a variety of undated produce crate labels from several produce companies based out of the Rio Grade Valley in South Texas and one label from South Carolina.
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	Jim Ellis Personal Crate Label Collection – from the Florida Southern College Archives.- http://archives.flsouthern.edu/cdm/ref/collection/labels/id/583
Citation	Ed Pease collection of packing crate labels. Margaret H. McAllen Memorial Archives, Museum of South Texas History, Edinburg, TX.
Stack Location(s)	RGDOC 38, E:26

BIOGRAPHICAL/HISTORICAL NOTE

Little Bear Brand, by J&D Produce of Edinburg, Texas, was founded in the early 1980's by Jimmy and Diane Basetti. The Little Bear Brand crate label is reserved for sweet vegetables, though J&D Produce also sold fruits. J&D Produce first filed for trademark of the Little Bear Brand Name in 1994. More information can be found at their website.

<http://www.littlebearproduce.com/index.htm>

Progresso Brand, of national fame, from Uddo & Taormina Company started canning beans in the World War II era. More information can be found at their website.

<http://www.progresso.com/Home/Our-Story>

SweeTex, Sweetmex, and Rogers Brand were shipped by both the Crutchfield Brothers and Chas A. Rogers & Sons. The SweeTex brand produced a variety of citrus fruits, peaches, cantaloupes, and vegetables. Chas A. Rogers & Sons filed for the SweeTex trademark in December of 1930. Many of the Rogers Brand items held the slogan "World's Sweetest."

Texas Don of Donna Fruit Company Inc, is located in Edinburg, Texas. The Texas Don brand name was first trademarked December 31, 1946. The crate label included in the folder promotes their grapefruits and oranges. The company does not currently maintain a website.

Tex Rio Tomatoes by the Interstate Fruit & Vegetable Company was based out of La Feria, Texas.

Texsun Corporation out of Weslaco, Texas has a Texas State Historical Marker in its honor. The plaque reads: "The citrus industry was an integral part of the Rio Grande Valley economy in the 20th century. Grove development burgeoned in the 1920s and 1930s, but production outpaced early marketing capabilities; in 1932, 17 citrus associations formed the Rio Grande Valley Citrus Exchange. The exchange began production under the labels of TexSun and Tex Maid, and later had a box company, juicing and canning facilities, and a dehydration plant for citrus pulp-based cattle feed. It became a public corporation in 1956 and a subsidiary company in 1971. The plant ceased operations in 1991, but its economic impact on the Texas citrus industry, The Valley and Weslaco was significant."

http://atlas.thc.state.tx.us/map/viewform.asp?atlas_num=5215013004

Trademark information was found through <http://www.trademarkia.com>

SCOPE AND CONTENT NOTE

This collection is comprised of a variety of undated produce crate labels from several produce companies based out of the Rio Grade Valley in South Texas, with the exception of Rogers Brand South Carolina Peaches. All of the labels are in color with the branding labels, some of which include pictures of citrus and vegetables.

INDEX TERMS

Buena Park (Calif.)

Donna (Tex.)

Edinburg (Tex.)

Harlingen (Tex.)

La Feria (Tex.)

Pharr (Tex.)

McAllen (Tex.)

Mission (Tex.)

Rio Hondo (Tex.)

Spartanburg (S.C.)

Victoria (Tex.)

Weslaco (Tex.)

Akin Products Co.

Bennet-Ray Canning Co.

Chas A. Rogers & Sons

Christensen Products Co.

Citrus crate labels

Citrus fruit industry--Rio Grande Valley (Colo.-Mexico and Tex.)

Crutchfield Brothers

Donna Fruit Co.

Fruit crate labels

Groce-Wearden Company Inc.

Interstate Fruit & Vegetable Co.

J&D Produce Inc.

Montgomery Canning Co.

Progresso Quality Foods (Firm)

Reagan Canning Co.

South Texas Cannery Association

Taormina Corp.

Texas Coastal Foods Co.

Texsun Corp.

Uddo & Taormina Co.

Valley Canning Co.

CONTAINER LIST

<u>Stack Location</u>	<u>Box</u>	<u>Folder(s)</u>	<u>Contents (with dates)</u>
E:26	RGDOC 38	1	Produce Crate Labels: Little Bear Brand
		2	Produce Crate Labels: Texas Don Brand
		3	Produce Crate Labels: SweeTex, citrus
		4	Produce Crate Labels: SweeTex, citrus
		5	Produce Crate Labels: SweeTex, vegetables
		6	Produce Crate Labels: Sweetmex, oranges
		7	Produce Crate Labels: Rogers Brand, citrus fruit
		8	Produce Crate Labels: Rogers Brand, Texas Ruby Red Blush Grapefruit
		9	Produce Crate Labels: Rogers Brand, cantaloupes
		10	Produce Crate Labels: Rogers Brand, South Carolina Peaches
		11	Produce Crate Labels: Tex Rio
		12	Produce Crate Labels: Tropic Gold Grapefruit Juice & Red Crest Tomatoes
		13	Produce Crate Labels: Texsun
		14	Produce Crate Labels: Rio Chief Brand & Don Rio Brand
		15	Produce Crate Labels: First Choice
		16	Produce Crate Labels: Progresso Brand, ORLA Brand, Necessity Brand
		17	Produce Crate Labels: Polly Brand, Deer Brand
		18	Produce Crate Labels: Val-Tex Brand
		19	Produce Crate Labels: The Bounty Brand
		20	Produce Crate Labels: Reagan's Brand
		21	Produce Crate Labels: Proven Good Brand
		22	Produce Crate Labels: Del-I-Pak Brand
		23	Produce Crate Labels: Hondo Brand