

The Saint Louis Mercantile Library

Finding Aid for the American Indian & Popular Western Culture Collection

Prepared by Mary Oberlies, January 2012

Collection Overview

Title: American Indian & Popular Western Culture Collection

Creator:

Dates: 1845-1966

Extent: 3 boxes

Arrangement: This collection is arranged in five series.

Summary: This collection contains four anonymous scrapbooks which include vacation ephemera, William H. Jackson's chromolithographs, postcards of Native Americans, fruit and vegetable crate labels, and periodicals devoted to the West and the American Indian.

Collection Number: M-212

Language: Collection material in English

Location: Special Collections

St. Louis Mercantile Library at UM-St. Louis

Thomas Jefferson Building

One University Boulevard

St. Louis, MO 63121

Access and Use

Use Restrictions: Portions of the collection may be photocopied, digitally scanned, or photographed, depending on condition and restrictions.

Access Restrictions: Access to portions of this collection may be restricted depending on condition.

Please direct any questions regarding this collection to the Reading Room at the St. Louis Mercantile Library by contacting 314.516.7247.

Citation: When citing material from this collection, the preferred citation is: From the Special Collections of the St. Louis Mercantile Library at the University of Missouri-St. Louis.

Biographical Note

This collection of twentieth-century Western and American Indian ephemera was established to augment the Saint Louis Mercantile Library's strength in nineteenth-century Western Americana.

Collection Scope

The collection includes three anonymous scrapbook volumes, "Our Trip West," 1948-1950, and includes snapshots, postcards, hotel brochures and stationery, and other vacation ephemera. The collection also includes two boxes containing such items as reproductions of William H. Jackson's chromolithographs for the Detroit Publishing Co., spectacular Western scenes, as well as American Indian portraits; popular periodicals dating from 1904-1930 and include *Sunset Magazine*, *(Leslie's) American Magazine*, *Pearson's Magazine*, and other single issue periodicals devoted to the West and the American Indian; postcards, and fruit and vegetable crate labels from 1920-1950. The collection documents the persistence of the frontier myth in twentieth-century American culture.

Content Note

This collection is arranged in five series.

Series Arrangement

Series 1: Scrapbooks

Series 1 contains four anonymous scrapbooks. The first scrapbook is a collection of postcards from Los Angeles. The three scrapbook volumes include postcards, snapshots, tourist pamphlets and other ephemera.

Volume 1: North Dakota, Montana, Idaho, Washington, and Oregon; July 10-19, 1948.

Volume 2: Oregon, California, Utah, and Montana; July 20 to August 24, 1948.

Volume 3: Colorado; June 25 to July 2, 1950.

Series 2: Native American Photograph Postcards

Series 2 contains sixty-four postcards with photographs of Native Americans; some are labeled but most have no information. About 12 of these photographs include were taken at the Cheyenne – Arapaho fair in Watonga, Oklahoma in September of 1911 and 1912 by Henry C. Chaufy. These images depict sham battles, tepees, etc. The remaining postcards are portrait photographs of Native Americans ranging from babies in cradleboards to groups of men and women. The Native Americans are dressed in a variety of clothing from traditional garments to Western "modern" clothes. All images but two are in black and white.

Series 3: Chromolithographs

Series 3 contains fifteen reproductions of William H. Jackson's chromolithograph prints for the Detroit Publishing Co. of Western landscapes, and Native American portraits, dates range from 1898 to 1907. Series 3 also holds tearsheets from the magazine *American West* and negatives of the stone lithograph of J.A. Garfield's "Apache Chief" from an article in *American West*.

Series 4: Fruit/Vegetable Crate Labels

Series 4 contains of one hundred and five fruit and vegetable crate labels, a tobacco tin label, and a [cigar?] box label. The fruit crate labels advertise lemons, apples, pears, oranges and grapefruits and the vegetable crate labels advertise asparagus. The crate labels advertise for produce from groves in California, Washington, Oregon, Texas and Florida. Many labels identify produce cooperatives such as the California Fruit Exchange, American Fruit Growers, and the Apple Growers Association. A variety of labels have the mark of Sunkist, Red Ball, Blue Goose, and Pure Gold; a grade standard used by the co-operatives California Fruit Growers Exchange, American Fruit Growers, and Mutual Orange Distributors. Dates range from 1917 to 1950 and are estimates based on stylistic changes between the end of World War I and the mid-1950s. Labels are arranged by produce in alphabetical order and then brand name in alphabetical order

Series 5: Periodicals

Series 5 contains periodicals dating from 1904 to 1966 and include *Pearson's Magazine*, *Sunset Magazine*, *The Illustrated Review*, *Christian Herald*, *(Leslie's) American Magazine*, and other single issue periodicals devoted to the American West and the American Indian. There are also two single pages from two periodicals, including a page from an 1845 issue of *Godey's*.

Subject Headings

Americana.

Americana – West (U.S.)

Travel + Leisure.

Popular culture – United States

West (U.S.) – Social life and customs.

National characteristics, American.

West (U.S.) – Chromolithography.

West (U.S.) – Civilization – 20th century.

Indians of North America – 20th century.

Indians of North America – 20th century – Pictorial Works.

Contents List

Box 1

Series 1:

Box	Series	Item	Title	Date	Description
1	1	1	Los Angeles Scrapbook	n/a	A scrapbook containing lithograph images of buildings, parks, and streets in Los Angeles, California; each image labeled
1	1	2	Western States, 1948 Scrapbook	July 10-19, 1948	A scrapbook containing postcards, snapshots, etc., from a trip starting in the Badlands of North Dakota and ending in Portland, Oregon.... Images include Badlands, Seattle, Mt. Rainer, Lambert Gardens and Flathead Lake
1	1	3	Western States, 1948 Scrapbook	July 20 – August 24, 1948	A scrapbook containing postcards, snapshots, pamphlets, etc. from a trip starting in Salem, Oregon and ending in Miles City, Montana.... Images include Redwood Highway/Forest, Laguna Beach, San Diego, Zion National Park, Bryce Canyon National Park, Salt Lake City, and Yellowstone
1	1	4	Colorado, 1950 Scrapbook	June 25 – July 1, 1950	A scrapbook containing snapshots, pamphlets, etc. from a trip starting to Colorado. Focus on Broadmoor Hotel in Colorado Springs. Images include Thompson Canyon, Rocky Mountain National Park, Seven Falls, Cave of the Winds, and Garden of the God's

Series 2:

Box	Series	Item	Title	Date	Description
1	2	1	4th of July, Watonga, Okla. (2 images)	n/a	Large mass of people gathered on street
1	2	2	Comanche Indians of Oklahoma (2 copies)	n/a	Large group of Native Americans in ceremonial dress
1	2	3	Indian Baby	n/a	Native American baby lying on chair with cradleboards on either side
1	2	4	Two Indian men, dress in modern clothes	n/a	Two Native American men dressed in suits with wide brim hats seated on bench
1	2	5	Soft Belly, Cheyenne Chief (2 copies)	n/a	Cheyenne Chief dressed in ceremonial dress
1	2	6	Cheyenne woman and child	n/a	Cheyenne woman with baby on her shoulder
1	2	7	Two women standing, man seated	n/a	Two Native American women standing behind a seated man
1	2	8	Two Indian children	n/a	Two Native American children; a baby sitting on wicker bench and with little girl standing next to bench
1	2	9	Indian in World War I uniform	n/a	Native American man sitting in uniform
1	2	10	Indian boy standing on a chair	n/a	Native American boy in ceremonial dress standing on wicker chair
1	2	11	Indian male seated, modern dress	n/a	Native American man with two braids, seated on stool, hat on floor
1	2	12	Indian chief seated	n/a	Native American chief in ceremonial dress seated on bench
1	2	13	Henry Roman Nose, Cheyenne Chief and wife, Watonga, OK. (2 copies)	n/a	Cheyenne Chief and wife in ceremonial dress, Chief Roman Nose seated on bench
1	2	14	Spotted Hawk, Cheyenne Chief	n/a	Cheyenne Chief standing in ceremonial dress

Box	Series	Item	Title	Date	Description
1	2	15	Three Cheyenne children	n/a	Three children, two girls standing on either side of a baby in cradleboard
1	2	16	Two men standing	n/a	Two Native American men holding onto back of chair dressed in suits with wide brim hats
1	2	17	Papoose (2 copies)	n/a	Baby in cradleboard
1	2	18	Woman seated (2 copies)	n/a	Native American woman in beaded and woven dress
1	2	19	Two young Cheyenne women	n/a	Two young Native American women wrapped in plaid blankets, one standing and one sitting
1	2	20	Two Cheyenne women	n/a	Two Native American women with blankets over shoulders sitting
1	2	21	Cheyenne boy, modern dress	n/a	Native American boy with long hair wearing suit holding on to chair
1	2	22	Two Cheyenne girls	n/a	Two Native American girls in dresses with shells decorating chest and sleeves of garment, beaded neck pieces hang over dress
1	2	23	Young woman seated	n/a	Young Native American woman wrapped in plaid blanket and wearing beaded moccasins
1	2	24	Woman and child	n/a	Native American woman standing with baby peaking over her shoulder
1	2	25	Cheyenne-Arapaho Fair Sept. 1912, Watonga, OK; young boy on horse (2 copies)	Sept. 1912	Native American boy in headdress on horseback
1	2	26	Baby seated	n/a	Native American baby seated on a woven blanket covered seat
1	2	27	Two tepees, Cheyenne-Arapaho Fair; Sept. 10, 11, 12, 1912	Sept. 10-12, 1912	Two tepees, wagons visible between

Box	Series	Item	Title	Date	Description
1	2	28	Sham battle, Indian Fair, Watonga, OK; Sept. 12, 13, 14, 1911	Sept. 12-14, 1911	Native Americans in headdress riding horses
1	2	29	Indian Council Meeting	n/a	Group of Native Americans gather around and within makeshift tent in middle of field
1	2	30	Buffalo, "Black Dog," Wichita Game Reserve, near Lawton, OK.	n/a	Chromolithograph of Buffalo standing in field
1	2	31	Cheyenne vs. Arapaho Fair, Watonga, Blaine Co., Okla., Sept. 10, 11, 12, 1912; Two tepees with wagon	Sept. 10-12, 1912	Two tepees, wagon in background
1	2	32	Cheyenne - Arapaho Fair, Watonga, OK; Sept. 12, 1912	Sept. 12, 1912	Native American men wearing feather headdresses riding horses
1	2	33	Indian Dance, Cheyenne-Arapaho Fair, Watonga, OK., Sept. 12, 13, 14, 1911. (Note: Tepees and tents in background)	Sept. 12-14, 1911	Group of Native American men wearing feather headdresses gather in crowd; tepees and tents in background
1	2	34	Cheyenne-Arapaho Fair. Indians on horses. Watonga, OK, 1912 (Note two men are covering their faces from the photographer)	Sept. 1912	Native American men wearing feather headdresses riding in parade formation
1	2	35	Mother and two children standing	n/a	Native American woman stands holding hands of little child who is holding hands with young girl - stands between tepee and wagon
1	2	36	Cheyenne Chiefs. Standing: Soft Belly, William Goodsell, Little Hawk, Mad Bull, Spotted Hawk. Bottom row, seated: Red Leggings, Wolf Mule, Turkey Leg.	1911	Cheyenne Chiefs, six in feathered headdress, two in wide brim hats
1	2	37	Sham Battle, Indian Fair, Watonga, OK.; Sept. 13, 1911	Sept. 13, 1911	Native Americans in headdress riding horses (away from photographer)
1	2	38	Chief Wolf Mule and Family	n/a	Cheyenne Chief and his family - child mounted on horse and woman standing between two men in tall, wide brim hats

Box	Series	Item	Title	Date	Description
1	2	39	Indian boy standing	n/a	Native American boy in traditional dress holding onto back of chair
1	2	40	John Otterby Family, Sept. 14, 1911. Cheyenne-Arapaho Fair, Watonga, OK	Sept. 14, 1911	Two Native American men in feather headdress sitting inside tent/tepee with woman sitting between them on ground
1	2	41	Cheyenne Camp. Arapaho-Cheyenne Fair. Watonga, OK.; Sept. 12, 13, 14, 1911	Sept. 12-14, 1911	Three tepees with a tent and wagons in front of them
1	2	42	Indian boy standing	n/a	Native American boy standing in traditional garments with feathers in his hair holding on to the back of a blanket draped chair
1	2	43	Indian mounted on horse	n/a	Embossed chromolithograph of an Indian wearing feather headdress mounted on horse
1	2	44	Wanita Redbird	n/a	Chromolithograph of Native American woman
1	2	45	Adult male standing	n/a	Native American man in traditional garments with two long braids covered in fur and feathers
1	2	46	Indian seated, modern dress	n/a	A Native American man seated in chair wearing suit and holding a flatcap on his knee
1	2	47	Indian girl standing	n/a	Native American girl wearing traditional dress with fringe and beading
1	2	48	Three young women	n/a	Three young Native American girls wearing black, fringed clothes around bodies, two stand and middle girl is seated
1	2	49	Indian dance, Watonga, OK; Sept. 13, 1911	Sept. 13, 1911	Native American man wearing feather headdress and fringed and beaded clothing leans on fence
1	2	50	Indian woman seated	n/a	Young Native American woman wearing heavily beaded top and neck piece seated on chair

Box	Series	Item	Title	Date	Description
1	2	51	Three men seated, modern dress	n/a	Three Native American men, two standing wearing suits with flatcaps and one sitting wearing wool jacket and wide brim hat
1	2	52	Two women, one seated, one standing	n/a	Two Native American women wearing modern dresses, one standing also wears sweater
1	2	53	Indian boy standing	n/a	Native American boy wearing fringed shorts with stockings and moccasins and beaded vest, hair in wrapped braids
1	2	54	Two Indian men standing	n/a	Two Native American men wearing trousers and shirts with scarves and blankets over shoulders - hats at feet
1	2	55	Young woman seated	n/a	Young Native American girl wearing white dress and leather belt with metal shapes and beads
1	2	56	Two young girls standing with a doll papoose	n/a	Two young Native American girls in traditional garments holding a doll papoose between them
1	2	57	Two women seated	n/a	Two Native American women seated wearing dresses with blankets over shoulders
1	2	58	Small boy seated	n/a	Small Native American boy seated on chair wearing beaded neck piece and beaded leggings
1	2	59	Papoose twins	n/a	Twin Native American babies in cradleboards propped on chairs
1	2	60	Young girl with baby	n/a	Native American girl seated on stool holding baby
1	2	61	Two men standing, woman seated, modern dress	n/a	Two Native American men in suits with wide brim hats stand behind seated woman in dress and blanket wrap
1	2	62	Two young women	n/a	Two young Native American women one seated and one standing, both wearing dresses with cloth wrapped around shoulders

Box	Series	Item	Title	Date	Description
1	2	63	Indian family, modern dress	n/a	A Native American husband, wife and child wearing modern clothing, cradleboard between husband and wife
1	2	64	Men and boy with catfish. Not Indian. Possible Southern Illinois Site, ca. 1911	ca. 1911	Two men with wood pole on shoulders, catfish hang from pole, small boy stands next to fish

Box 2

Series 3:

Box	Series	Item	Title	Date	Description
2	3	1	<i>American West</i> Tearsheets	n/a	Tearsheets from <i>American West</i> – some photocopies
2	3	2	<i>American West</i> negatives for “A treasure Found”	n/a	Negatives of stone lithograph by J.A. Garfield, “Apache Chief” and column titled “A Treasure Found”
2	3	3	Ripple Creek, Colorado	1900	Chromolithograph of town with hilly and mountainous in background
2	3	4	The Summit of Pike’s Peak	1901	Chromolithograph of snow covered rocky mountain top
2	3	5	Canon Diablo, Arizona	n/a	Chromolithograph of train crossing tracks over gorge, mounted
2	3	6	Mt. Hood, Oregon	1901	Chromolithograph of Mt. Hood with tree covered hills in foreground
2	3	7	Glacier Point, Yosemite Valley	1898	Chromolithograph of Glacier Point with tree and grass covered mountain top in foreground
2	3	8	Mountain peak	n/a	Chromolithograph of mountain peak surrounded by clouds
2	3	9	The Man with the Hoe	1902	Chromolithograph of man in moccasins with hoe in dusty field with crops

Box	Series	Item	Title	Date	Description
2	3	10	Glacier Point and South Dome, Yosemite Valley, Cal.	1898	Chromolithograph of mountain peak, with group of men standing on outcrop overlooking
2	3	11	Obtossaway, A Chief of the Ojibwas	1903	Chromolithograph of Native American man wearing fur cap with two white feathers and green, red and white beaded neck pieces
2	3	12	Antelope Priests Chanting at Kisi, Moki Snake Dance	1902	Chromolithograph of Native American men performing a ritual dance, other Native American's watch from nearby pueblo
2	3	13	A Moki Basket Weaver	1902	Native American woman kneeling on blanket weaving baskets
2	3	14	Jose Jesus and Wife	1899	An elderly Native American husband and wife; woman has two roses on her blanket, man holds cane and wears a canotier hat
2	3	15	Farnsworth's Loop, Santa Catalina Island	1899	Men riding in red carriage drawn by six [mules?] along curvy hilltop near ocean
2	3	16	Old Church at Pueblo of Acoma, N.M.	1902	Four children stand before pueblo in rocky desert area
2	3	17	Colorado, "Round Up" on the Cimarron	1898	Cattle ranch within mountain valley next to a river; men upon horseback
2	3	18	Pike's Peak and the Gateway, Garden of the Gods, Colorado	1907	Green valley with road leading between two giant boulders toward snowy peaked mountain

Box 2**Series 4:**

Box	Series	Item	Title	Date	Description
2	4	1	Chief Joseph: Ryan Fruit Co., Yakima, Wash., USA	1920-1940	Fruit crate label advertising apples showing an arrowhead and image of young Chief Joseph
2	4	2	Dinner Gong brand Apples: produced in U.S.A., Shipped by Stadelman Fruit Co., Yakima, Washington, U.S.A	1930-1950	Fruit crate label advertising apples showing an apple with broken twig and three leaves
2	4	3	Melo-glow brand: Mountain grown Washington State Apples, product of U.S.A., shippers & distributors Half Moon Fruit & Produce Co., San Francisco, CAL.	1930-1950	Fruit crate label advertising apples, blue background with bright yellow text for brand name
2	4	4	Morjon Brand Apples: Connell, Bros. Co. Ltd, San Francisco, USA	1930-1950	Fruit crate label advertising apples showing a green apple inside a red triangle with thick blue edge
2	4	5	Paradise Mountain Apples: Distributed by S and S Produce Co., San Francisco and Packed by Paul Pillsbury, Paradise, Calif.	1920-1950	Fruit crate label advertising apples showing landscape of apple orchard with three apples on a branch
2	4	6	Plen Tee Color Brand Apples: Yakima Valley, Shipped by Inland Fruit Co., Wapato, Washington	1920-1950	Fruit crate label advertising apples showing a red apple and Native American girl (blue background)
2	4	7	Plen Tee Color Brand Apples: Yakima Valley, Shipped by Inland Fruit Co., Wapato, Washington	1920-1950	Fruit crate label advertising apples showing a red apple and Native American girl (red background)
2	4	8	Sawmill Peak Brand: "Apples from Paradise", packed and shipped by P.B. & V.R. Noble, Paradise, California	1930-1950	Fruit crate label advertising apples showing a picture of mountain landscape before a lake and two apples on a branch
2	4	9	Stadelman's: Shipped by Stadelman Fruit Inc., Hood River, Oregon, U.S.A	1930-1950	Fruit crate label advertising apples showing two apples (red and yellow) on a single branch, just below brand name

Box	Series	Item	Title	Date	Description
2	4	10	Stadelman's: Shipped by Stadelman Fruit Inc., Hood River, Oregon, U.S.A	1940-1950	Fruit crate label advertising apples showing two apples (yellow and red) on a single branch
2	4	11	Valley Brand Newtown Pippin Apples: grown, packed and shipped by Bachan Fruit Co., Watsonville, California	1920-1950	Fruit crate label advertising apples showing two branches of apples (red and green) over landscape view of mountain and orchard
2	4	12	Wilko Brand: Produce of U.S.A., Wilber-Ellis Company Distributors	1940-1950	Fruit crate label advertising apples showing a red apple on a background of yellow, edged in red
2	4	13	Capital Pak: California Green Asparagus, Lambert Marketing Co., Sacramento, Calif.	1930-1950	Vegetable crate label advertising asparagus showing the California State Capital
2	4	14	King o' Hearts: California Asparagus, Produce of U.S.A., K.R. Nutting Co., Salinas, California	1940-1950	Vegetable crate label advertising asparagus showing a heart with King of Hearts at top
2	4	15	King's Cadets brand California Green Asparagus: Grown and packed by F.S. and F.E. King, Clarksburg, Calif.	1930-1950	Vegetable crate label advertising asparagus showing cadets marching in formation
2	4	16	Melo-glow brand California Asparagus: shippers & distributors Half Moon Fruit & Produce Co., San Francisco, Cal.; Produce of U.S.A.	1930-1950	Vegetable crate label advertising asparagus showing text on blue background, brand name in yellow
2	4	17	Cambria Brand: grown and packed by Placentia Mutual Orange Ass'n, Placentia, California	1920-1940	Fruit crate label advertising citrus fruits with two torches and golden eagle
2	4	18	Dixie Delite Florida Citrus Fruits: Marion County Citrus Co., Weirsdale, Florida	1920-1940	Fruit crate label advertising citrus fruits showing romantic couple dancing in front of hearts with grapefruit and orange
2	4	19	Flavor Brand: grown & packed by Orange Heights Orange Ass'n., Corona, Riverside Co., California; Grown in U.S.A.; Selling Agents Queen Colony Fruit Exchange	1920-1940	Fruit crate label advertising citrus fruits showing fruit grove at the base of mountains

Box	Series	Item	Title	Date	Description
2	4	20	Gold Mine Brand Texas Citrus Fruit: Produce of U.S.A., Valley Fruit Co., Growers & Shippers, Pharr, Texas	1920-1950	Fruit crate label advertising citrus fruit showing the state of Texas with star over Pharr
2	4	21	Golden Holly Florida Oranges, Tangerines, Grapefruit: Holly Hill Groves, packed by Holly Hill Fruit Products, Inc., Davenport, Florida, U.S.A, Product of U.S.A.	1930-1950	Fruit crate label advertising citrus fruit showing illustration of Holly Hill Fruit building
2	4	22	More Gold: Texas Citrus Fruits, Produce of U.S.A., Growers & Shippers Valley Fruit Co., Pharr, Texas	1930-1950	Fruit crate label advertising citrus fruit showing a grapefruit and orange below brand name, purple background
2	4	23	Royal Guard Brand, Lake Wales: Produce of U.S.A., Lake Wales Citrus Growers Association: Lake Wales, Polk County, Florida	c1932	Fruit crate label advertising citrus fruit showing a knight with Lake Wales banner on white horse
2	4	24	Scotch Lassie Jean: grown and packed by Strathmore Packing House Co., Strathmore, Tulare Co., Cal.	1920-1940	Fruit crate label advertising citrus fruit showing a girl dressed in Scottish grab before a castle on lake landscape with thistles // Cooperative: Red Ball - California Fruit Growers Exchange
2	4	25	Star of California Brand: Produce of U.S.A., grown & packed by Exeter Orange Growers Association, Exeter, California, U.S.A.	1920-1950	Fruit crate label advertising citrus fruit showing the state of California with a star over Exeter
2	4	26	Sun Prince Brand: Produce of U.S.A., packed and shipped by Orange Cove Orange Growers, Orange Cove, California	1930-1950	Fruit crate label advertising citrus fruit showing sun shining on large, bright brand name
2	4	27	Better'N Ever Brand: Texas Pink Grapefruit, Produce of U.S.A., Valley Fruit Co., packers and shippers, Pharr, Texas	1940-1950	Fruit crate label advertising grapefruit showing a sliced grapefruit on green background
2	4	28	Caledonia Brand Marsh Seedless Grapefruit: Placentia Mutual Orange Assn., Placentia, Orange County, California	1920-1940	Fruit crate label advertising grapefruit showing thistle stem with five blooms over plaid

Box	Series	Item	Title	Date	Description
2	4	29	Donnatex Texas Grapefruit: "Only the Best in Texas Citrus", Produce of U.S.A., growers, packers, shippers Knapp, Sherriff, Koelle, Donna, Texas	1940-1950	Fruit crate label advertising grapefruit showing two grapefruits, one sliced in half
2	4	30	Shamrock Brand Marsh Seedless Grapefruit: Placentia Mutual Orange Assn'n, Placentia, Orange County, California	1920-1940	Fruit crate label advertising grapefruit showing a shamrock over grapefruit grove and Sunkist labeled grapefruit // Cooperative: Sunkist
2	4	31	Albion Brand: Placentia Mutual Orange Association, California	1920-1940	Fruit crate label advertising lemons showing two vertical branches of lemons
2	4	32	Anacapa Brand, California Red Ball Famous Ventura County Lemons: grown and packed by Saticoy Lemon Association, Saticoy, Ventura Co., California	1920-1940	Fruit crate label advertising lemons showing ocean with seagull and rocks; California Red Ball logo // Cooperative: Red Ball - California Fruit Growers Exchange
2	4	33	Arboleda Brand Santa Barbara County Lemons: Goleta Lemon Association, Goleta, California	1920-1940	Fruit crate label advertising lemons showing mountain landscape over lemon grove
2	4	34	Cal-Crest Brand Finest California Lemons: Evans Bros. growers, packers, shippers, Riverside, California, U.S.A., Produce of U.S.A.	1920-1940	Fruit crate label advertising lemons showing two lemons on a branch with blossoms with Evans Bros. logo
2	4	35	Cal-Crest Brand Finest California Lemons: Evans Bros. growers, packers, shippers, Riverside, California, U.S.A., Produce of U.S.A.	1920-1940	Fruit crate label advertising lemons showing two lemons on a branch with blossoms with Evans Bros. logo
2	4	36	Channel Brand, California Red Ball Santa Barbara County Lemons: Goleta Lemon Association, Goleta, California	1920-1940	Fruit crate label advertising lemons showing seagulls flying around lemon grove next to ocean // Cooperative: Red Ball - California Fruit Growers Exchange
2	4	37	Coy Brand Ventura County Lemons: grown and packed by Saticoy Lemon Association, Saticoy, Ventura Co., California	1920-1940	Fruit crate label advertising lemons showing two lemons on a branch over brand name
2	4	38	Del Norte Brand Ventura County Lemons: packed by Oxnard Citrus Association, Oxnard, California, Produce of U.S.A.	1930-1950	Fruit crate label advertising lemons showing two lemons with blossoms and leaves

Box	Series	Item	Title	Date	Description
2	4	39	Estero brand Santa Barbara County Lemons: Goleta Lemon Association, Goleta, California, Grown in USA	1920-1940	Fruit crate label advertising lemons showing three ships at beach with palm trees
2	4	40	Exposition brand lemons: packed by Johnston Fruit Co., Santa Barbara, California	1920-1940	Fruit crate label advertising lemons showing Grand Prize Diploma from 1909 Alaska-Yukon-Pacific Exposition; lemon in Sunkist wrapper // Cooperative: Sunkist
2	4	41	Fallbrook Brand: Fallbrook Citrus Ass'n, Fallbrook, Calif., Grown in U.S.A	1920-1940	Fruit crate label advertising lemons showing water rapids and lemons with blossoms and leaves; lemon in Sunkist wrapper // Cooperative: Sunkist
2	4	42	Festival Brand, California Red Ball: packed by Johnston Fruit Co., Santa Barbara, California	1920-1940	Fruit crate label advertising lemons showing two women in carriage being driven through landscape and lemon branches // Red Ball - California Fruit Growers Exchange
2	4	43	Golden State: grown and packed by Lemon Cove Association, Lemon Cove, Tulare County, California	1920-1940	Fruit crate label advertising lemons showing outline of California, a branch of lemons and a lemon in a Sunkist wrapper
2	4	44	Kiltie Brand: grown & packed by Corona Foothill Lemon Company, Corona, Riverside Co., Calif.	1920-1940	Fruit crate label advertising lemons showing halved lemon with spoon, plaid background
2	4	45	Kiltie Brand: grown & packed by Corona Foothill Lemon Company, Corona, Riverside Co., Calif.	1920-1940	Fruit crate label advertising lemons showing lemon with blossoms and leaves over plaid background
2	4	46	Lemonade Brand Lemons: Klink Citrus Association, Ivanhoe, California	1920-1940	Fruit crate label advertising lemons showing three lemons and mountainous landscape // Cooperative: Red Ball - California Fruit Growers Exchange
2	4	47	Maduro Brand: Grown in U.S.A., grown and packed by Corona Foothill Lemon Company, Corona, Riverside Co., California	1920-1940	Fruit crate label advertising lemons showing lemon with blossoms and leaves over blue background

Box	Series	Item	Title	Date	Description
2	4	48	Marvel brand Juicy Lemons: Placentia Mutual Orange Ass'n, Placentia, Cal.	1920-1950	Fruit crate label advertising lemons imitating crate with raised metal brand name and engraved "Lemons"
2	4	49	Montalvo brand famous Ventura County Lemons: grown and packed by Saticoy Lemon Association, Saticoy, Ventura Co., California	1920-1940	Fruit crate label advertising lemons showing mountain landscape and a lemon in Sunkist wrapper // Cooperative: Sunkist
2	4	50	Oh-Cee Brand: Grown in U.S.A., grown, packed and shipped by Zaninovich Bros., Inc., Established 1915, Orange Cove, California	1930-1950	Fruit crate label advertising lemons showing large "C" in circle, lemons with leaves and blossoms on either side.
2	4	51	Pacific Brand: packed by Johnston Fruit Co., Santa Barbara, California	1917-1940	Fruit crate label advertising lemons showing large lemon in middle of Pacific Ocean with lines to cities in several countries
2	4	52	Panama Brand: packed by Johnston Fruit Co., Santa Barbara, California	1917-1940	Fruit crate label advertising lemons showing two lemons on a branch with blossoms and leaves and map of North America and Central America // Cooperative: Red Ball - California Fruit Growers Exchange
2	4	53	Passport Brand: grown and packed by R.H. Verity, Sons and Co., Corona, Riverside Co., Calif., Produce of U.S.A.	1930-1950	Fruit crate label advertising lemons showing two lemons with blossoms and leaves under brand name, flower/sunburst pattern as background
2	4	54	Pride of Corona Lemons: grown and packed by Corona Foothill Lemon Company, Corona, Riverside Co., California; Grown in U.S.A.	1930-1950	Fruit crate label advertising lemons showing three lemons with leaves and blossoms; lemon on Sunkist wrapper on side // Cooperative: Sunkist
2	4	55	Rough Diamond Limoneira Company: "They Have Merit Inside", Santa Paula, California	1940-1950	Fruit crate label advertising lemons showing a "L" in the middle of a blue edged diamond shape, green background
2	4	56	San Marcos brand famous Santa Barbara County Lemons: grown and packed by Goleta Lemon Association, Goleta, California; Grown in U.S.A.	1920-1940	Fruit crate label advertising lemons showing landscape of mountains over a lemon grove; lemon on Sunkist wrapper // Cooperative: Sunkist

Box	Series	Item	Title	Date	Description
2	4	57	San Marcos brand famous Santa Barbara County Lemons: grown and packed by Goleta Lemon Association, Goleta, California; Grown in U.S.A.	1920-1940	Fruit crate label advertising lemons showing landscape of mountains over a lemon grove; lemon on Sunkist wrapper // Cooperative: Sunkist
2	4	58	Saticoy Brand famous Ventura County Lemons: grown and packed by Saticoy Lemon Association, Saticoy, Ventura Co., California	1920-1950	Fruit crate label advertising lemons showing a Sunkist wrapped lemon; brand name in bright orange // Cooperative: Sunkist
2	4	59	Shamrock Brand: packed by Placentia Mutual Orange Ass'n., Placentia, Orange County, California; Grown in U.S.A.	1930-1950	Fruit crate label advertising lemons showing a branch of three lemons with blossoms and leaves and a Shamrock over a lemon grove; lemon on Sunkist wrapper // Cooperative: Sunkist
2	4	60	Summerland Brand: grown & packed by Crocker-Sperry Co., Montecito, Santa Barbara County, California	1920-1940	Fruit crate label advertising lemons showing lemon grove on ocean line as view from Greek columned area, lemon on side : // Red Ball - California Fruit Growers Exchange
2	4	61	Tartan Brand; Grown in U.S.A.: grown & packed by Corona Foothill Lemon Company, Corona, Riverside Co., Calif.	1920-1940	Fruit crate label advertising lemons showing halved lemon on plate with spoon, Sunkist wrapped lemon // Cooperative: Sunkist
2	4	62	Grand Entry Brand: packed and shipped by Orange Cove Orange Growers, Orange Cove, California; Produce of U.S.A.	1920-1950	Fruit crate label advertising oranges showing wrapped orange with blue ribbon
2	4	63	Green Circle: packed by McDermont Fruit Company, Riverside, California	1930-1950	Fruit crate label advertising oranges showing green circles with an orange
2	4	64	Homer Brand: Grown in U.S.A.; grown & packed by Orange Heights Orange Assn., Corona, California	1920-1950	Fruit crate label advertising oranges showing flying pigeon and Sunkist wrapped orange (on right) // Cooperative: Sunkist
2	4	65	Homer Brand: Grown in U.S.A.; grown & packed by Orange Heights Orange Assn., Corona, California	1920-1950	Fruit crate label advertising oranges showing flying pigeon and Sunkist wrapped orange (on left) // Cooperative: Sunkist

Box	Series	Item	Title	Date	Description
2	4	66	Homer Brand: Grown in U.S.A.; grown & packed by Orange Heights Orange Assn., Corona, California	1920-1950	Fruit crate label advertising oranges showing flying pigeon and Sunkist wrapped orange (on left) // Cooperative: Sunkist
2	4	67	Jameson Brand: grown & packed by Jameson Company, Corona, Riverside Co., Calif; Grown in U.S.A.	1930-1950	Fruit crate label advertising oranges showing Jameson company logo and Sunkist wrapped orange // Cooperative: Sunkist
2	4	68	Justrite Brand: grown & packed by Jameson Company, Corona, Riverside Co., California, U.S.A.	1920-1950	Fruit crate label advertising oranges showing orange on branch with leaves and blossoms
2	4	69	Linwood Brand: grown & packed by Jameson Company, Corona, Riverside Co., Calif.	1920-1950	Fruit crate label advertising oranges showing orange on branch with leaves and blossoms
2	4	70	Marvel Brand Valencias: Placentia Mutual Orange Ass'n, Placentia, Cal.	1920-1950	Fruit crate label advertising oranges imitating crate with raised metal brand name and engraved "Valencias"; wrapped Sunkist orange // Cooperative: Sunkist
2	4	71	Navajo Brand: grown and packed on Arlington Heights by Victoria Avenue Citrus Association, Riverside, Riverside Co., Cal.	1920-1950	Fruit crate label advertising oranges with image of Native American on sewn buckskin, two oranges with leaves around brand name
2	4	72	Orangedale Sunflower Brand Washington Navels: Redlands Orangedale Association, Redlands, California; Grown in U.S.A.; Mutual Orange Distributors	1920-1950	Fruit crate label advertising oranges with image of Sunflower; Pure Gold Label // Cooperative: Mutual Orange Distributors
2	4	73	Red Circle: packed by McDermont Fruit Company, Riverside, California; Grown in Riverside, U.S.A	1920-1940	Fruit crate label advertising oranges with red circles and an orange
2	4	74	Redlands Foothill Brand: packed by Redlands Foothill Groves, Redlands, California; Mutual Orange Distributors	1920-1940	Fruit crate label advertising oranges showing an orange grove with mountains in background; Pure Gold Label // Cooperative: Mutual Orange Distributors

Box	Series	Item	Title	Date	Description
2	4	75	Redlands Sunflower Brand: packed by Redlands Foothill Groves, Redlands, Calif.; Grown in U.S.A., Mutual Orange Distributors	1920-1940	Fruit crate label advertising oranges showing a sunflower; Pure Gold Label // Cooperative: Mutual Orange Distributors
2	4	76	Shamrock Brand Navels: packed by Placentia Mutual Orange Ass'n., Placentia, Orange County, California; Grown in U.S.A.	1920-1950	Fruit crate label advertising oranges showing Shamrock over orange grove in front of mountains; Sunkist wrapped orange // Cooperative: Sunkist
2	4	77	Strathmore: Produce of U.S.A., grown and packed by Strathmore Packing House Co., Strathmore-Tulare Co., California, U.S.A.	1920-1950	Fruit crate label advertising oranges showing Scotsman playing bagpipe and Thistle; wrapped Sunkist orange // Cooperative: Sunkist
2	4	78	Sunny Heights: grown on the Sunny Heights of Redlands, packed by Redlands Co-operative Fruit Assn., Redlands, California	1920-1940	Fruit crate label advertising oranges showing orange grove nestled in front of mountain landscape; wrapped Sunkist orange // Cooperative: Sunkist
2	4	79	Sun-Tag Brand: Bradford Bros. Inc, Placentia, Calif.; Grown in U.S.A.	1930-1950	Fruit crate label advertising oranges showing brand name on label resting across group of oranges with leaves and blossoms
2	4	80	"A" Extra Fancy California Pears: G.H. Anderson, San Juan Bautista, Calif.	1930-1950	Fruit crate label advertising pears showing three pears on a branch
2	4	81	American Maid Brand, Placer County Mountain Pears: Distributed by American National Foods, Inc., Los Angeles, California	1940-1950	Fruit crate label advertising pears showing a blue silhouette of a women with a wide hat
2	4	82	Bartlett Pears crate label	1930-1950	Fruit crate label advertising pears with mountain in foreground center and two pears with leaves in front
2	4	83	Blazing Star brand: Lake County Mountain Bartletts, Kelseyville Packing Company, Kelseyville, Calif.	1920-1940	Fruit crate label advertising pears showing a Bartlett Pear blossom
2	4	84	Blue Circle, Placer County Mountain Pears: Pacific Fruit Exchange, San Francisco, California	1930-1940	Fruit crate label advertising pears with two pears on a branch and blue circles

Box	Series	Item	Title	Date	Description
2	4	85	Blue Flag brand, California Bartlett Pears: DiGiorgio Fruit Corporation, San Francisco, Calif.	1920-1950	Fruit crate label advertising pears with two pears in the center of a large deep blue flag
2	4	86	Blue Goose Pears: Distributed by Blue Goose Growers, Inc., Lodi, California	1930-1950	Fruit crate label advertising pears showing a large blue goose on an red background
2	4	87	Capital Pak, Mountain California Pears: Lambert Marketing Co., Sacramento, Calif.	1930-1950	Fruit crate label advertising pears showing the California State Capital
2	4	88	Diamond Fancy brand, Hood River Pears: Packed and Shipped by Apple Growers Association, Hood River, Oregon	1930-1950	Fruit crate label advertising pears showing a landscape with Mt. Hood // Cooperative: Apple Growers Association
2	4	89	Diamond Fancy brand, Hood River Pears: Packed and Shipped by Apple Growers Association, Hood River, Oregon	1930-1950	Fruit crate label advertising pears showing a landscape with Mt. Hood // Cooperative: Apple Growers Association
2	4	90	Don Juan selected California Pears: packed by Antone A. Freitas & Son, San Juan Bautista, Calif.	1920-1950	Fruit crate label advertising pears showing a split image of orchard and highlighted pear on black background
2	4	91	Far West brand pears: grown and packed for North Pacific Sales Company, Seattle	1920-1950	Fruit crate label advertising pears showing a landscape with setting sun and silhouette of frontiersman
2	4	92	Gold Crest, California Pears: DiGiorgio Fruit Corporation, San Francisco, Calif.	1930-1950	Fruit crate label advertising pears showing a gold crest with DiGiorgio's label inside and knight helmet with crown
2	4	93	"H" Fancy California Pears: G.H. Anderson, San Juan Bautista, Calif.	1930-1950	Fruit crate label advertising pears showing a blue background with three pears on a branch
2	4	94	Nan Pak Brand, Medford pears: Growers * Packers and Distributors Nye and Naumes Packing Company, Medford, Oregon, USA	1930-1950	Fruit crate label advertising pears showing raised golden plaque
2	4	95	OH YES! We Grow the Best: California Bartlett Pears, Di Giorgio Fruit Corporation, Marysville, Calif. 95901	1940-1950	Fruit crate label advertising pears showing two pears on resting on the sides of a white triangle

Box	Series	Item	Title	Date	Description
2	4	96	Snokist Pears: Snokist Growers, P.O. Box 1587, Yakima, Washington 98901	1940-1950	Fruit crate label advertising pears showing blue outlined box with Snokist logo (snowflake with leaf) on a white background
2	4	97	Pear crate label	1930-1940	Fruit crate label advertising pears showing pear orchard landscape and three bright pears
2	4	98	Poppy Brand California Pears: packed and shipped by Day & Young, Santa Clara, Calif.	1930-1950	Fruit crate label advertising pears showing two pears on a branch and a poppy blossom
2	4	99	Rancheria Brand Bartlett Pears: Suisun Valley Fruit Growers Association, Suisun, Calif.	1930-1950	Fruit crate label advertising pears showing tepees in front of a mountain and lake landscape with a Native American in headdress mounted on a horse with two other Native Americans; Blue Anchor Logo // Cooperative: California Fruit Exchange
2	4	100	Statue: California Bartletts, Suisun Valley Fruit Growers Association, Suisun, California	1940-1950	Fruit crate label advertising pears showing Statue of Liberty and the Blue Anchor logo // Cooperative: California Fruit Exchange
2	4	101	T-hacha-P Brand: California Mountain Bartletts, Lambert Marketing Co., Sacramento, California	1930-1950	Fruit crate label advertising pears with an pear orchard landscape and a single pear with a banner wrapped around it stating, "Orchard Elevation 4000 Feet"
2	4	102	Ojibwa Fine Cut Dark Tobacco: Scotten-Dillon Co., Manufacturers, Independent Factory, Detroit, Mich.	1920-1950	Tin label advertising tobacco showing a Native American holding tobacco leaves on a snow covered hill
2	4	103	Blue Anchor California Fruit Exchange: California Fruit Exchange, Sacramento, California, United States of America	1930-1950	Fruit crate label advertising the Blue Anchor logo of the California Fruit Exchange showing a blue anchor in a yellow circle with a green background // Cooperative: California Fruit Exchange

Box	Series	Item	Title	Date	Description
2	4	104	Juicy Ripe Brand: Waverly Growers Cooperative, Waverly, Florida	1940-1950	Fruit/Vegetable crate label advertising Juicy Brand fruit showing text only // Cooperative: Waverly Growers Cooperative
2	4	105	Pepper Brand: Waverly Growers Cooperative, Waverly, Florida	1920-1950	Fruit/Vegetable crate label advertising boy running track // Cooperative: Waverly Growers Cooperative
2	4	106	Premium Brand: Eadington Fruit Co., Fullerton Orange County, California, Grown in U.S.A.; Distributed by American Fruit Growers Inc., Los Angeles, California	1920-1950	Fruit crate label advertising the Premium Brand from the Eadington Fruit Co. showing EFCo. Banner // Cooperative: Blue Goose - American Fruit Growers
2	4	107	Red Cloud	1920-1940	Box label showing a Native American in full regalia mounted on a horse with a wagon train in the background
2	4	108	Seminola	1920-1950	Box label showing a Native American woman in golden tiara with six colorful feathers pluming from top, gold coins on side.

Box 3

Series 5:

Box	Series	Item	Title	Date	Description
3	5	1	<i>American Magazine (Leslie's)</i> , June 1906	June 1906	<i>American Magazine</i> , vol. lxii, no. 2, June 1906 - Cover displays profile view of Native American with beads and feathers in hair
3	5	2	<i>Christian Herald</i> , New York, February 10, 1915	Feb. 10, 1915	<i>Christian Herald</i> , vol. 38, no. 6, Feb. 10, 1915 pp: 119-138 -- Cover displays a Native American man and woman in front of pueblo
3	5	3	<i>Christian Herald</i> , New York, March 29, 1919	Mar. 29, 1919	<i>Christian Herald</i> , vol. 42, no. 13, March 29, 1919, pp: 345-368 -- Cover displays Native American mounted on horse in Grand Canyon

Box	Series	Item	Title	Date	Description
3	5	4	<i>Christian Herald</i> , New York, March 29, 1919	Mar. 29, 1919	<i>Christian Herald</i> , vol. 42, no. 13, March 29, 1919, pp: 345-368 -- Cover displays Native American mounted on horse in Grand Canyon
3	5	5	<i>Christian Herald</i> , July 2, 1921	July 2, 1921	<i>Christian Herald</i> , vol. 44, no. 27, July 2, 1921, pp: 465-480 - - Cover displays elderly Native American man in feather headdress with label "The First American"
3	5	6	<i>The Country Gentleman</i> , March 1928	March 1928	<i>The Country Gentleman</i> , vol. xciii, no. 3, March 1928 -- Cover displays native family enjoying picnic in the snow with sled dog
3	5	7	<i>Every Week</i> , September 17, 1917	Sept. 17, 1917	<i>Every Week</i> , vol. 5, no. 12, September 17, 1917 -- Cover displays artwork by W.R. Leigh titled "Navajo Shepard Boy" painted at Keams Cañon, Ariz.
3	5	8	<i>Farm & Fireside: The National Farm Magazine</i> , January 21, 1921	Jan. 21, 1921	<i>Farm & Fireside</i> , vol. 45, no. 1, January 21, 1921 -- Cover displays painting of elderly Native American, Crow Dog
3	5	9	<i>Godey's</i> 1845, "Domestic Life among the Indians"	1845	<i>Godey's</i> - Illustration from periodical of a Native American family; the woman has a cradle board on her back and is tending a fire, man watches
3	5	10	<i>The Illustrated Review</i> , March 1918	March 1918	<i>The Illustrated Review</i> , vol. 4, no. 19 - Cover displays Native American man in loin cloth and feather headdress
3	5	11	<i>Indian Land</i>	1966	<i>Indian Land</i> , Pictorial highlights of the Gallup area home of the New Mexico Inter-Tribal Indian Ceremonial -- Includes "New Mexico Indian Reservations and Pueblos" pamphlet, Dec. 11, 1964
3	5	12	<i>The Literary Digest</i> , June 14, 1930	June 14, 1930	<i>The Literary Digest</i> , vol. 105, no. 11, June 14, 1930 -- Cover art "Hiawatha's Wedding Journey" by J.L. G. Ferris

Box	Series	Item	Title	Date	Description
3	5	13	<i>Pearson's Magazine</i> , March 1904	March 1904	<i>Pearson's Magazine</i> , vol. xi, no. 3, March 1904 -- Cover art displays Native American and US Soldier fighting on horseback for story "Indian Fights and Fighters" by Cyrus Townsend Brady
3	5	14	<i>People's Home Journal</i> , November 1927	Nov. 1927	<i>People's Home Journal</i> , vol. 42, no. 11, November 1927 -- cover art displays colonial woman with basket of fruit walking away from Native Americans by tepee and corn field
3	5	15	<i>Sunset Magazine</i> , July 1910	July 1910	<i>Sunset Magazine</i> , vol. xxv, no. 1, July 1910 -- cover art displays Native American baby crawling from under woven basket toward turtle
3	5	16	<i>Sunset Magazine</i> , September 1911	Sept. 1911	<i>Sunset Magazine</i> , vol. xxvii, no. 3, September 1911 -- cover art displays Native American baby sitting on a dandelion covered hilltop
3	5	17	<i>Sunset Magazine</i> , October 1911	Oct. 1911	<i>Sunset Magazine</i> , vol. xxvii, no. 4, October 1911 -- cover art displays Native American woman with beaded neck piece and shell decorated red dress holding hand up with landscape background
3	5	18	<i>Sunset Magazine</i> , November 1911	Nov. 1911	<i>Sunset Magazine</i> , vol. xxvii, no. 5, November 1911 -- cover art displays Native American woman holding her child covering herself and child with blanket
3	5	19	<i>Sunset Magazine</i> , December 1915	Dec. 1915	<i>Sunset Magazine</i> , vol. 35, December 1915 -- cover art displays Native American woman with red shawl covering her head and shoulders with a baby in cradleboard upon her lap

Box	Series	Item	Title	Date	Description
3	5	20	<i>Sunset Magazine</i>	May 1919	<i>Sunset Magazine</i> , vol. 42, no. 5, May 1919 -- cover art displays Native American with feather headdress
3	5	21	<i>Swamp-root Almanac</i>	1936	<i>Swamp-root Almanac</i> : Weather forecasts, horoscopes & dream book, 1936 - cover art displays Native American girl with feather in her hair and red woven blanket around her shoulders in front of village
3	5	22	<i>Woman's World</i> , November 1920	Nov. 1920	<i>Woman's World</i> , vol. 36, no. 10, November 1920 -- cover art displays Native American woman carrying baby in cradleboard on her back through snow in mountains
3	5	23	<i>World Outlook</i> , March 1920	March 1920	<i>World Outlook</i> , vol. 6, no. 3, March 1920 -- cover art displays native boy eating fruit in front of Aztec carvings
3	5	24	Tearsheet - "The Drum"	n/a	"The Drum" - black and white etched drawing of Native American riding horse and beating drum