

*“Lettuce and Landscapes”*

An Illustrated History  
of  
Commercial Row Crops  
in Arizona  
(Circa---1920's-1960's)

*All Contents & Intellectual  
Property; Copyright 2025  
By Royal John Medley*

*Desert Giant Brand  
Mitchell Packing Company  
Phoenix, AZ*

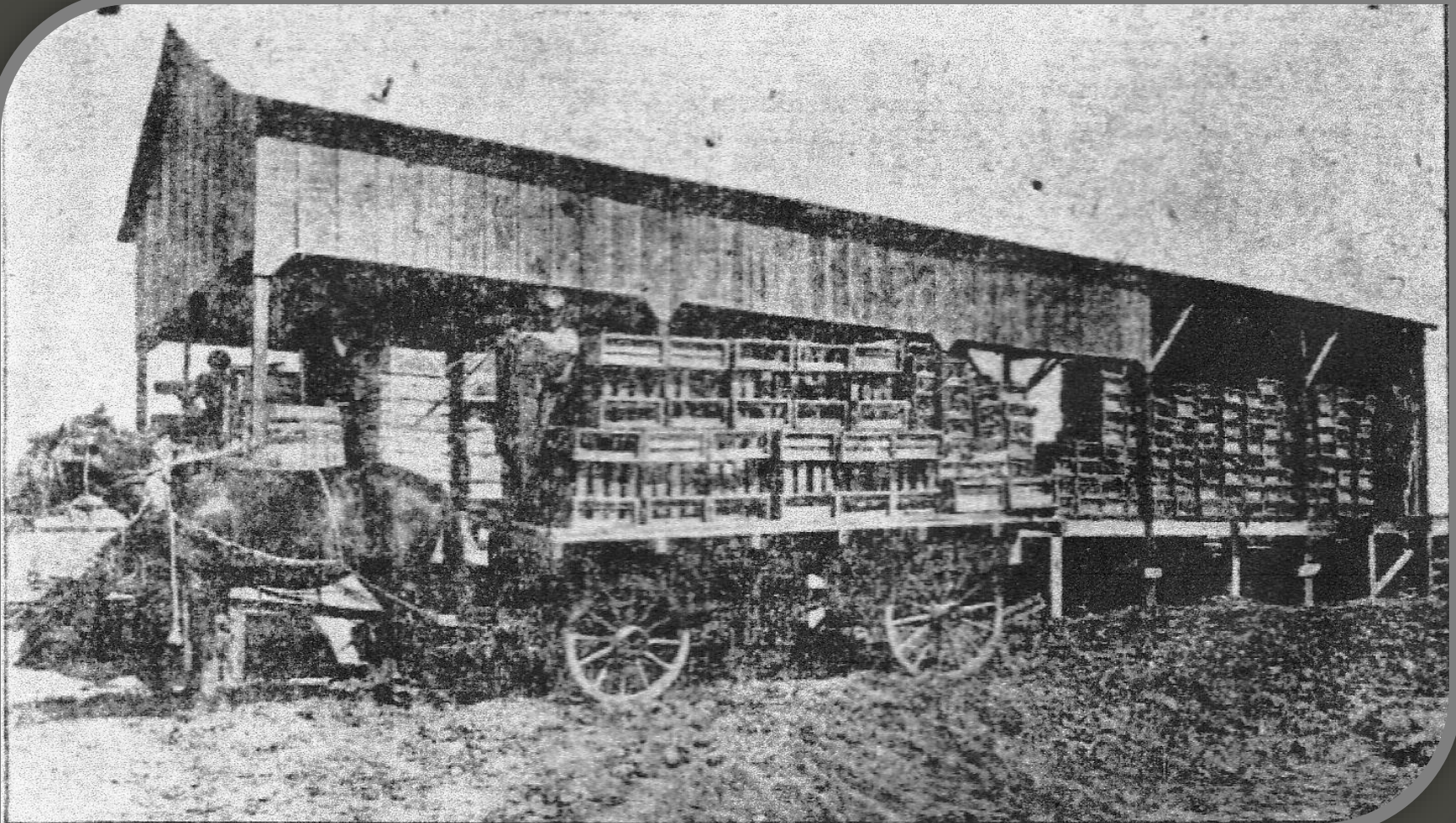
***United Produce Growers Assn. – Packing Shed***

***Glendale, AZ – (1917)***

***Teamster, Horses, & Wagon***

***Empty “two-thirds” crates – Nominal size – (8 x18 x 23.5 inches)***

***Photograph – Arizona Republican***



# **"UPGA" Brand**

**United Produce Growers Assn., Glendale, AZ**

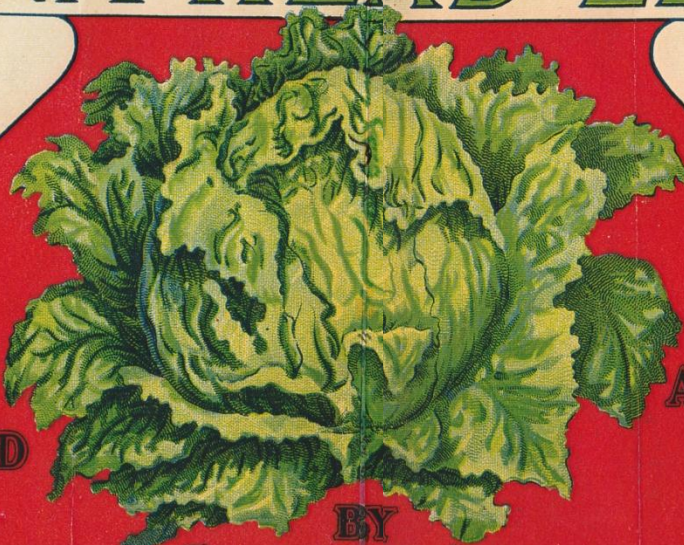
**Western Lithograph Company (December, 1916)**

**Label – courtesy of Superstition Mountain Historical Society**

**ARIZONA HEAD LETTUCE**

**UPGA**

**BRAND**



**GROWN  
AND PACKED**

**AT GLENDALE  
ARIZONA**

**BY**

**THE UNITED PRODUCE GROWERS ASSOCIATION OF ARIZONA.**

CONTAINS  
HEADS

***Field workers gathering lettuce  
Yuma County – (1942)***

***Photograph by Russell Lee – U.S. Farm Security Admin.***



***Field workers gathering lettuce  
Yuma County – (1942)***

***Photograph by Russell Lee – U.S. Farm Security Admin.***



*Field worker emptying cart*  
*Yuma County – (1942)*

*Photograph by Russell Lee – U.S. Farm Security Admin.*



***Field workers grading & sorting lettuce  
Yuma County – (1942)***

*Photograph by Russell Lee – U.S. Farm Security Admin.*



***Field workers loading lettuce for packing shed  
Yuma County – (1942)***

*Photograph by Russell Lee – U.S. Farm Security Admin.*



***Salt River Valley Lettuce Harvest***  
***(circa – 1930's)***

**Field workers cutting lettuce heads**

***Photograph – Medley Collection***



***Salt River Valley Lettuce Harvest***  
***(circa – 1930's)***

**Field workers cutting & loading lettuce heads**

***Photograph – Medley Collection***



# Typical (LA or WGA) Packing Crates (1920's – 1960's)

**Good Tip** – Bodine Produce Co. – Phoenix, AZ

**Recker** – O. R. "Recker" Co. – Phoenix, AZ

*Style – Advertising Era*

**GOOD TIP**  
BRAND

**SUPER PAK**

*Iceberg*  
**HEAD LETTUCE**

GROWN IN U.S.A.

**BODINE PRODUCE CO.**  
PHOENIX • ARIZONA

GROWERS SHIPPERS

**RECKER** BRAND

**HEAD LETTUCE**

PRODUCE OF U.S.A.

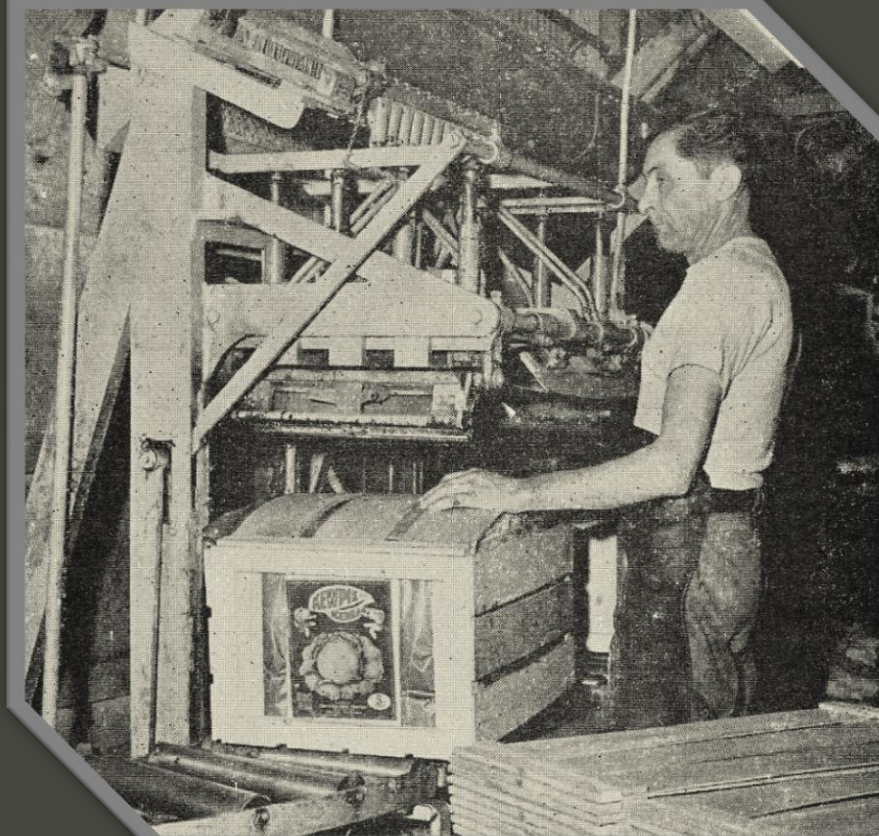
PACKED & SHIPPED BY  
**O.R. RECKER PACKING CO.**  
PHOENIX, ARIZONA

***Tracy-Waldron Lettuce Packing Shed - Yuma, Arizona  
(1947) - Interior View***

***Left*** – Wood crates hand filled with lettuce heads

***Right*** – Packed crates with labels & lids

***Photographs by Joey Starr - Arizona Highways***



***Tracy-Waldron Lettuce Packing Shed - Yuma, Arizona  
(1947) - Exterior view***

Packed & labeled WGA crates hand loaded into  
wooden ice bunker railcar

*Photograph by Joey Starr - Arizona Highways*

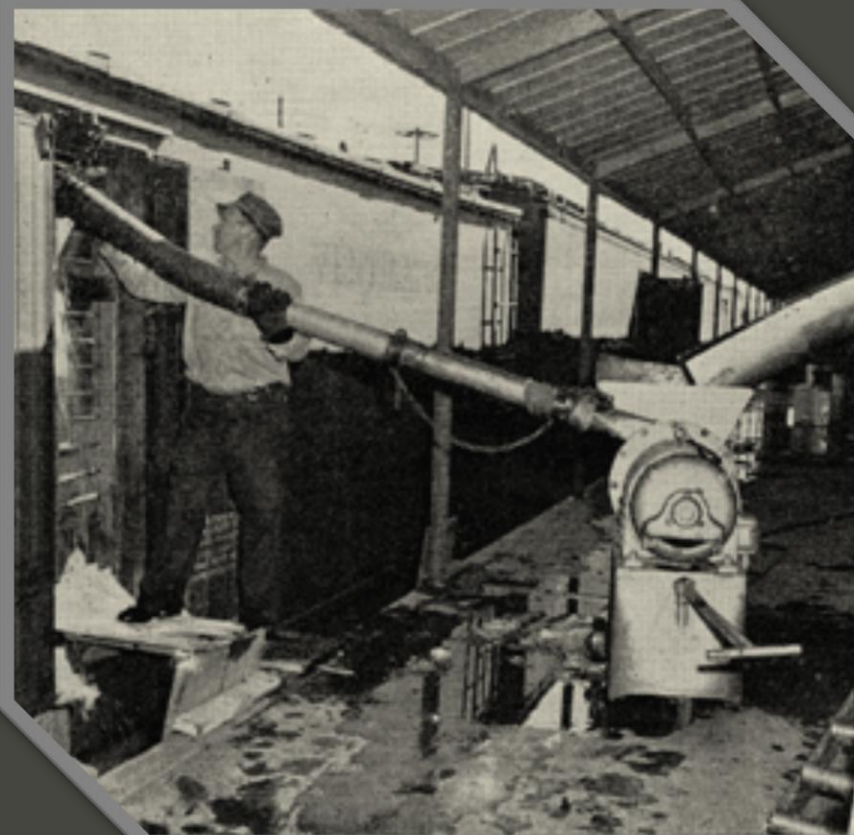


***Tracy-Waldron Lettuce Packing Shed - Yuma, Arizona  
(1947) - Exterior View***

***Left – Ice blocks fed into crusher***

***Right – Crushed ice blown into railcar***

***Photographs – Joey Starr - Arizona Highways***



# Arizona Grown Carrots & Lettuce

**Kewpie** – Sunshine Farms Inc. – Yuma & Tempe, AZ

**Sunshine** – Sunshine Farms Inc. – Yuma & Tempe, AZ

*AKA- Tracy-Waldron Co.*



**KEWPIE**  
JUNIOR  
BRAND

PRODUCE OF U. S. A.

**CARROTS**

PACKED BY  
**SUNSHINE FARMS, INC.**  
YUMA AND TEMPE, ARIZONA

**6**  
DOZEN  
BUNCHES



**SUNSHINE**  
BRAND  
**ICEBERG**

TRADE MARK REG.

PRODUCE OF U.S.A.

**ARIZONA VEGETABLES**  
PACKED AND SHIPPED BY  
**SUNSHINE FARMS, INC.,**  
MAIN OFFICES:  
YUMA - TEMPE, ARIZONA

**4**  
DOZEN

# *Jack Bros. Lettuce Packing Shed - Somerton, AZ*

*(1951) - Interior- left to right*

*Empty crates & Lettuce packers*

*Lettuce trimmers & Trailers of fresh lettuce*

*Photograph – Robison Collection*



# ***Jack Bros. Lettuce Packing Shed - Somerton, AZ***

***(1951) - Interior- left to right***

***Trailers of fresh lettuce & Lettuce trimmers  
Lettuce packers & Empty (LA or WGA) crates )***

***Photograph – Robison Collection***



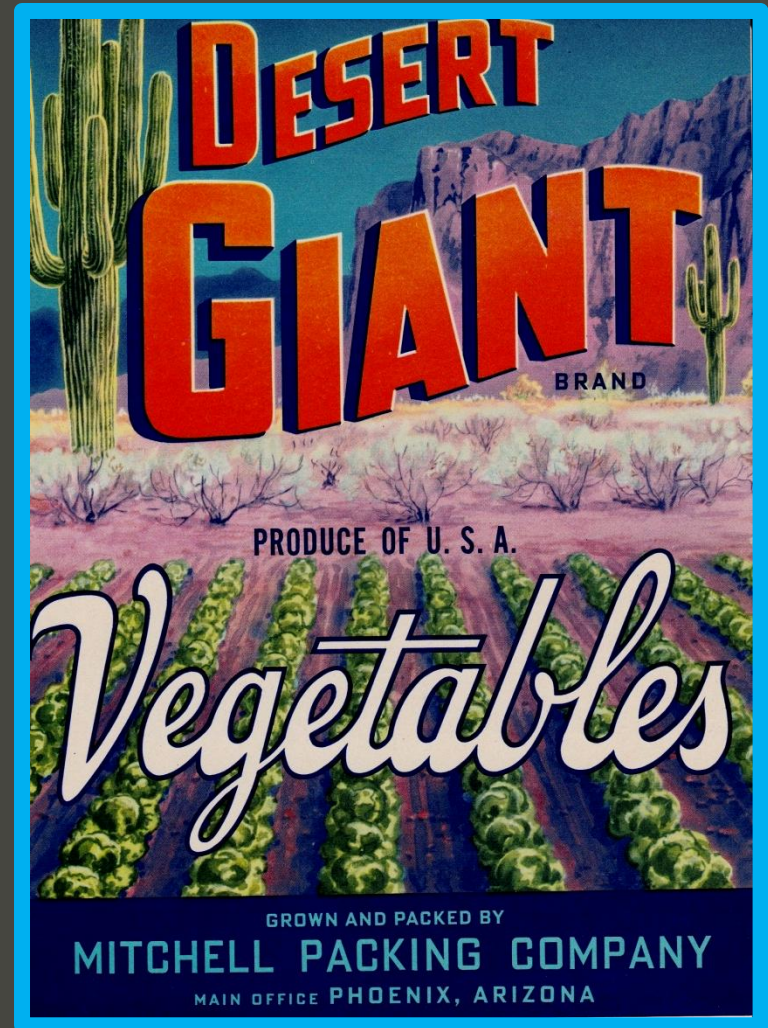
*Arizona Lettuce & Landscapes*

*Choosy – McDaniel & Sons, Inc. – Somerton, AZ*

*Desert Giant – Mitchell Packing Co. – Phoenix, AZ*

*Style – Commercial Era*

*Style – Advertising Era*

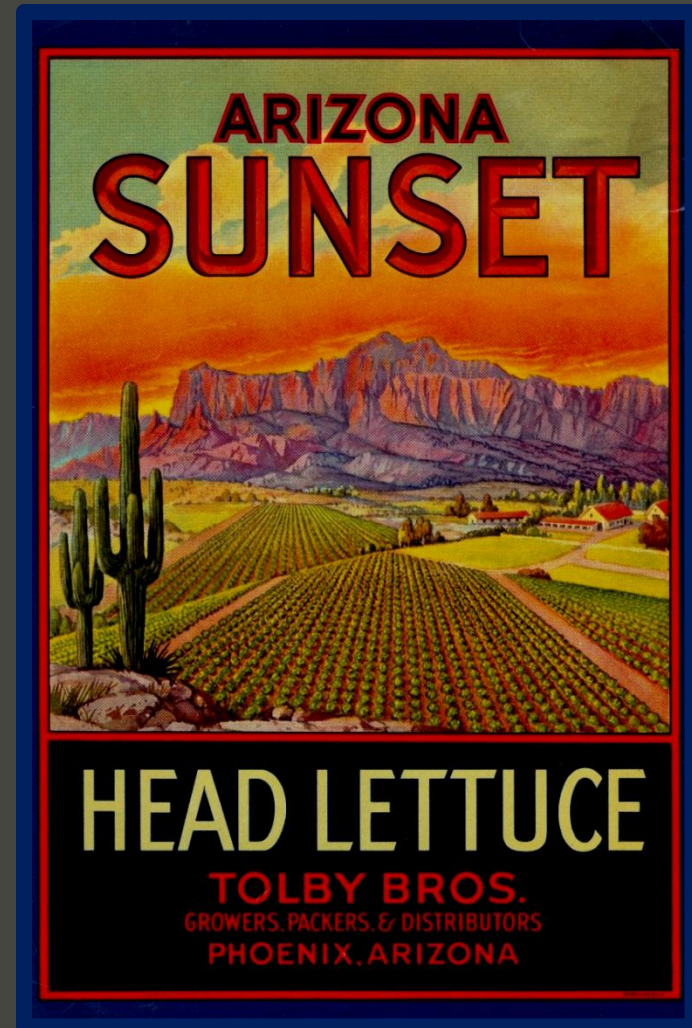
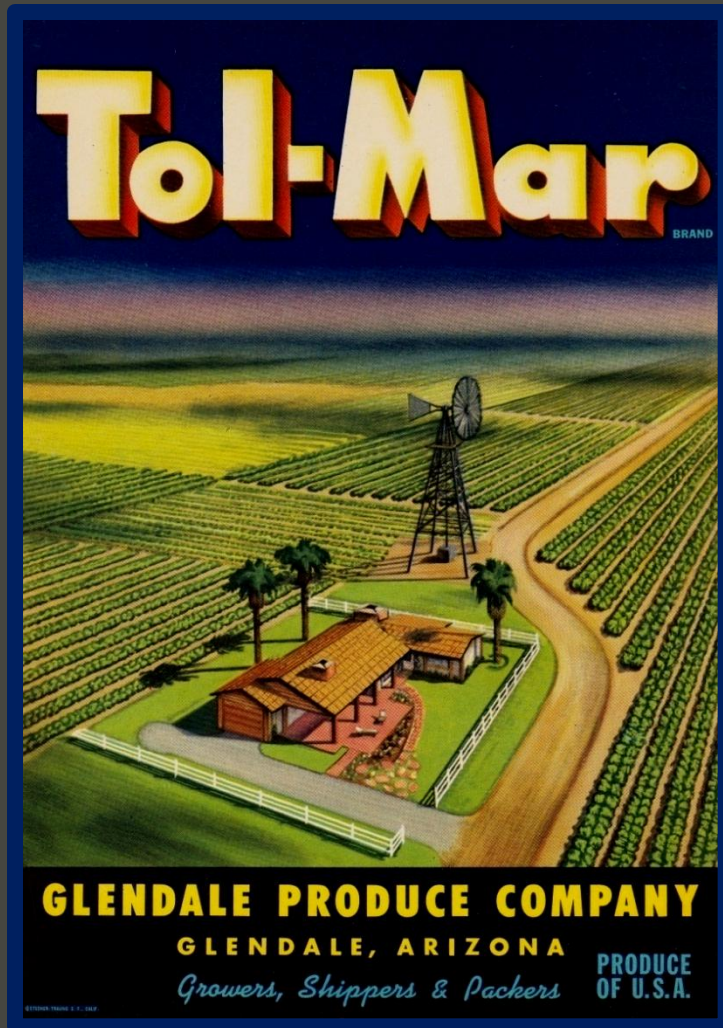


## *Arizona Lettuce & Landscapes*

*Tol-Mar* – Glendale Produce Co. – Glendale, AZ

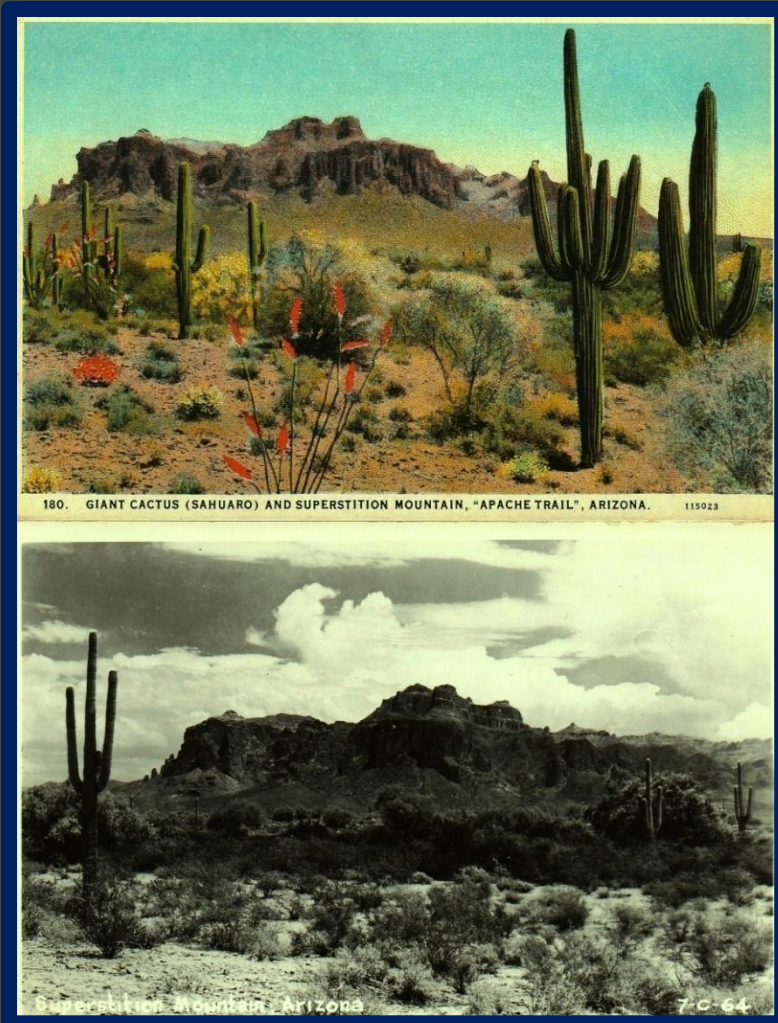
*Arizona Sunset* – Tolby Bros. – Phoenix, AZ

*Style – Advertising Era*

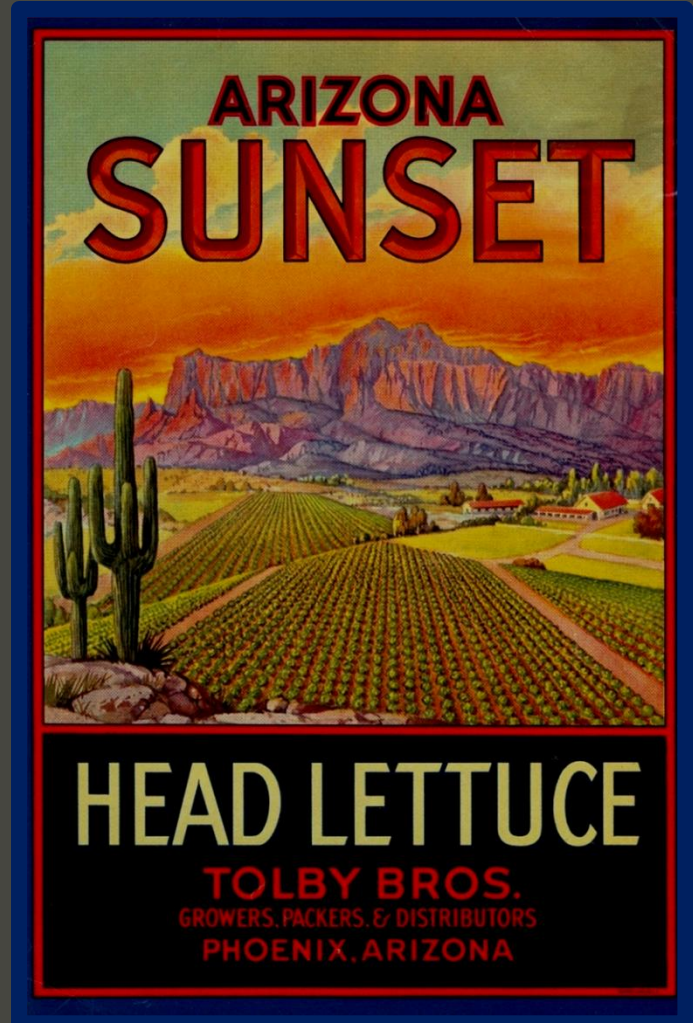


# Arizona Landmark Superstition Mountain

## Postcards



## Label

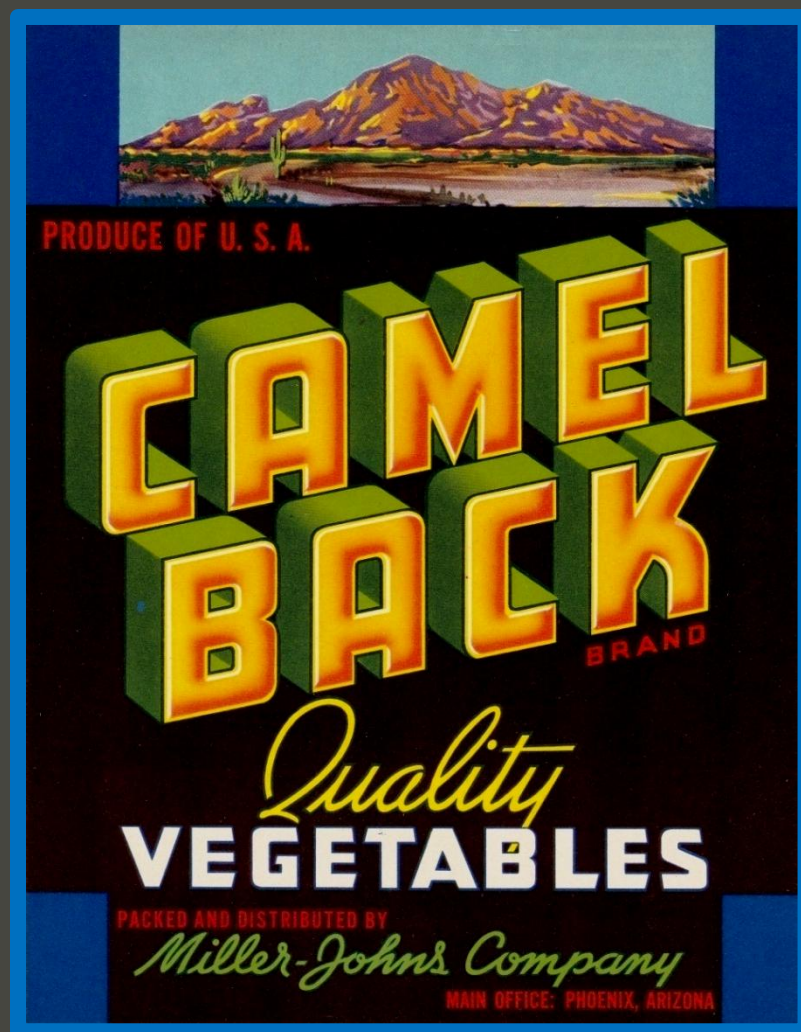


## *Arizona Lettuce & Landscapes*

*Camel Back* – Miller-Johns Co. – Phoenix, AZ

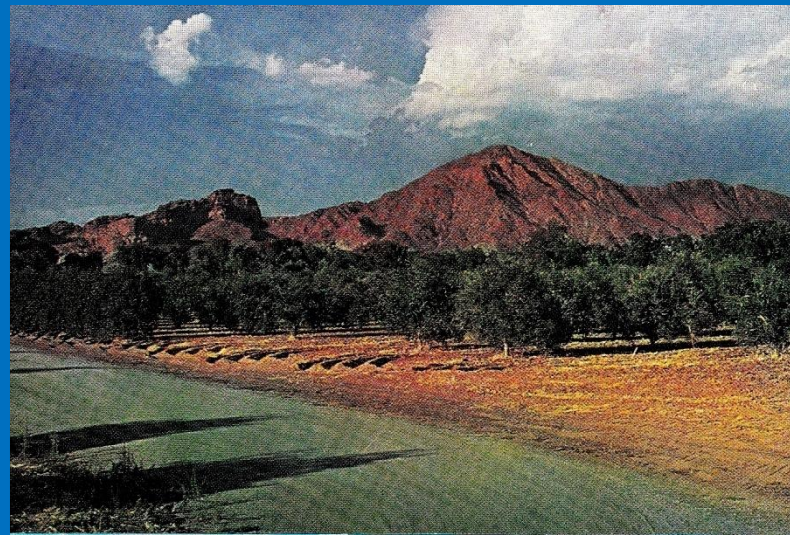
*Don Chet-Rick* – Miller-Johns Co. – Phoenix, AZ

*Style- Advertising Era*



# Arizona Landmark Camelback Mountain

## Postcards



*Camelback Mountain*



## Label

PRODUCE OF U. S. A.

**CAMEL  
BACK** BRAND

*Quality*  
**VEGETABLES**

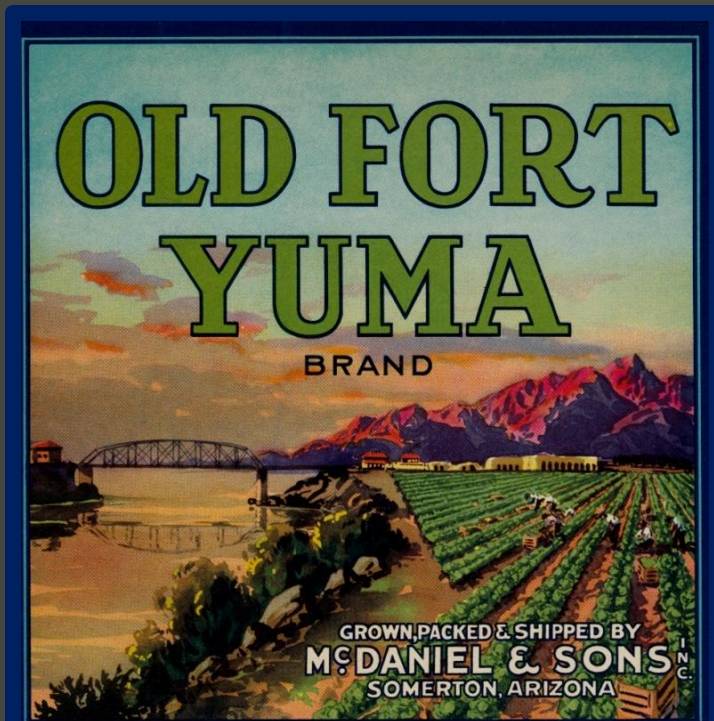
PACKED AND DISTRIBUTED BY  
*Miller-Johns Company*  
MAIN OFFICE: PHOENIX, ARIZONA

## *Arizona Lettuce & Landscapes*

*Old Fort Yuma* - McDaniel & Sons, Inc. - Somerton, AZ

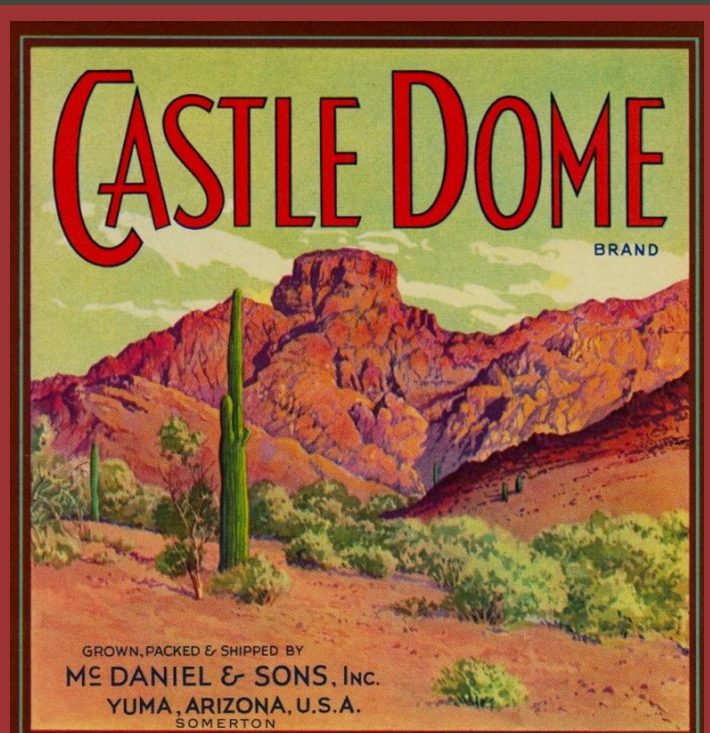
*Castle Dome* - McDaniel & Sons, Inc. - Yuma, AZ

*Style – Advertising Era*



SELECTED  
**VEGETABLES**

PRODUCE OF U.S.A.



**YUMA  
VEGETABLES**

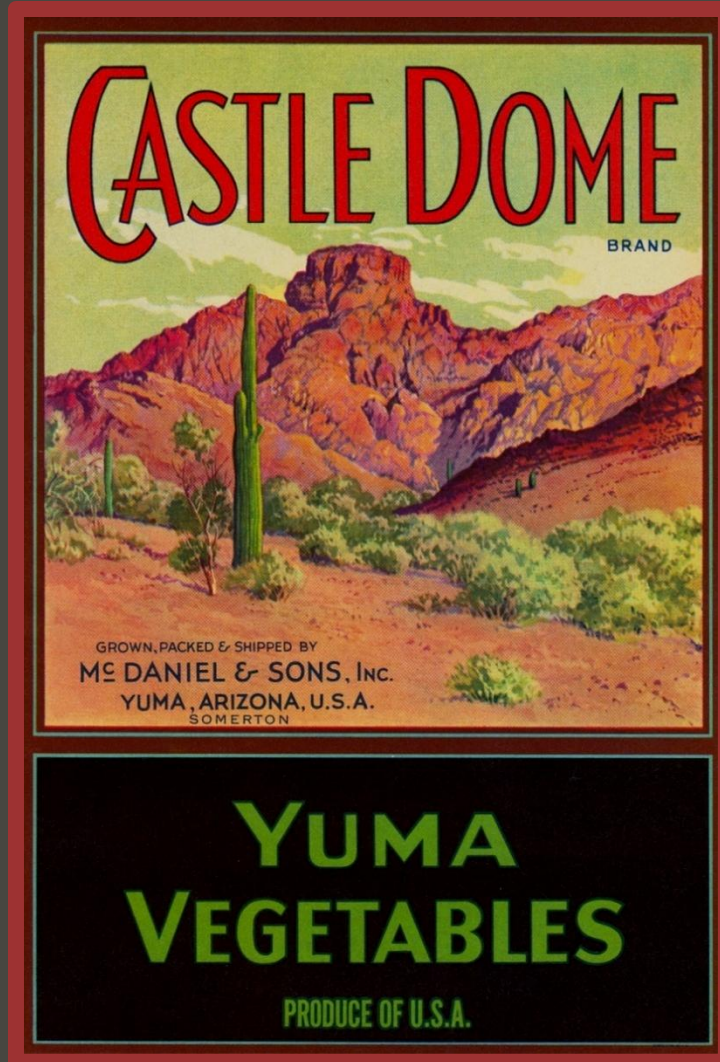
PRODUCE OF U.S.A.

*Arizona Landmark*  
Castle Dome Mountain

*Photograph*



*Label*

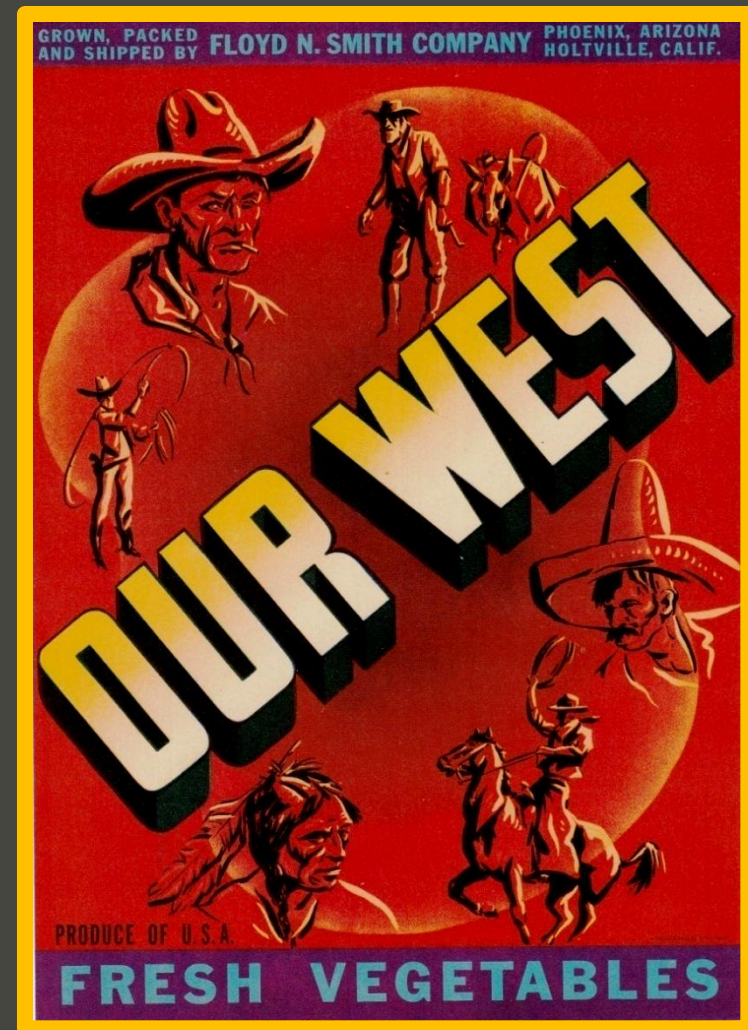
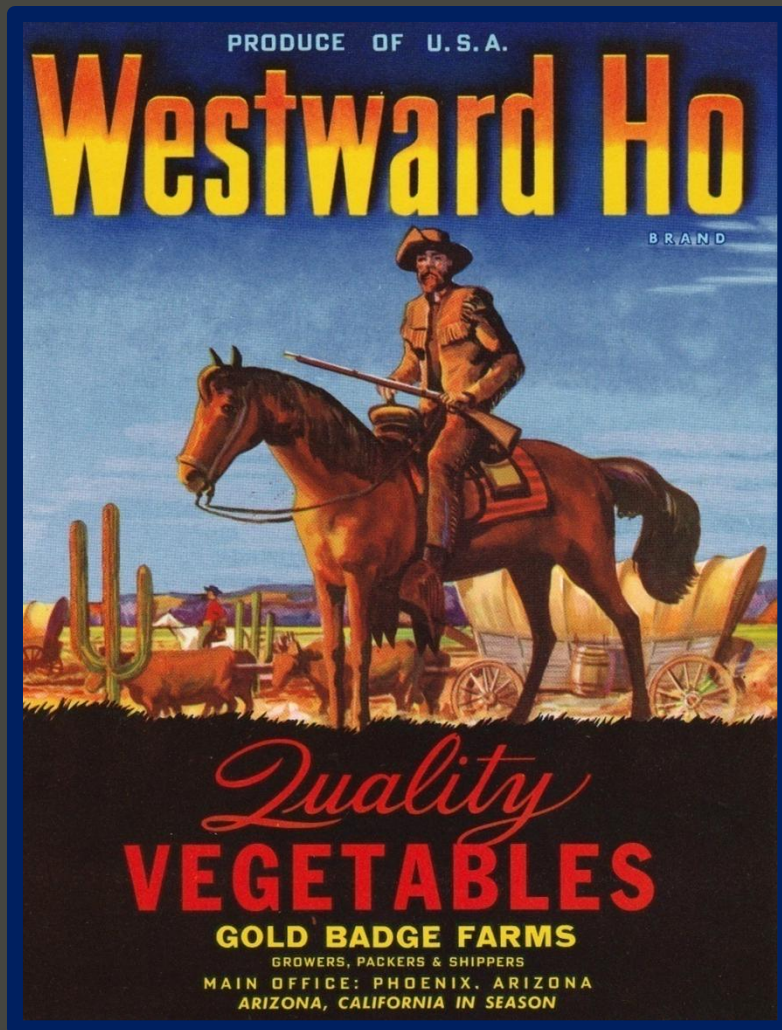


***“Old West Icons” – Pioneers & Cowboys***

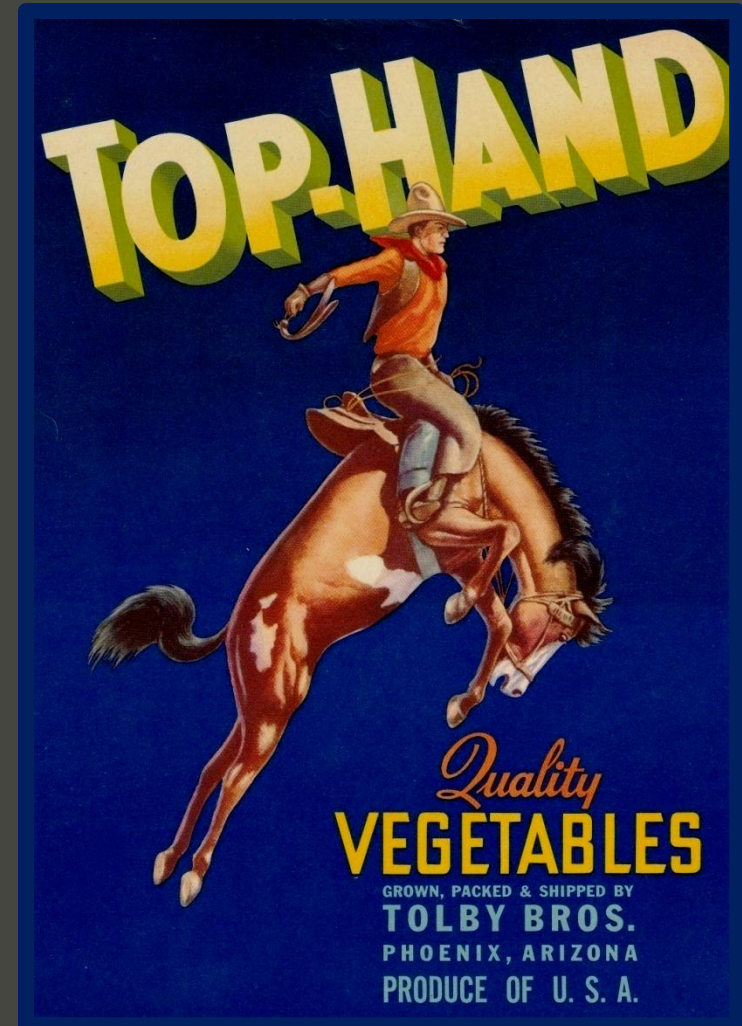
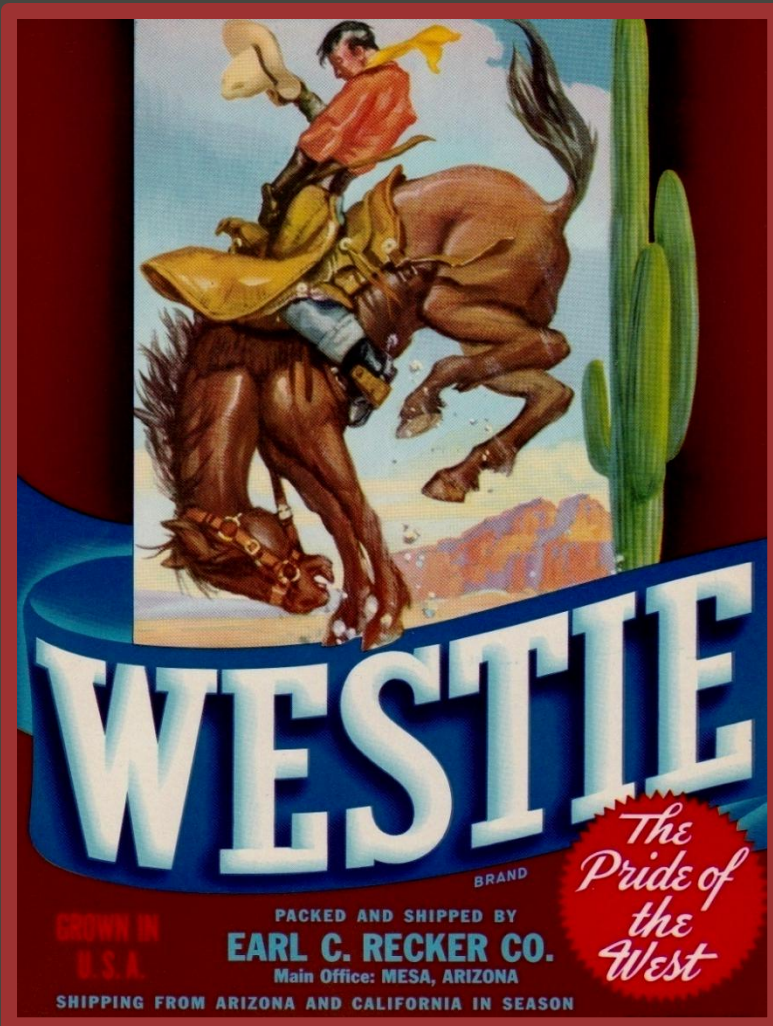
***Westward Ho*** – Gold Badge Farms – Phoenix, AZ

***Our West*** – Floyd N. Smith Co. – Phoenix, AZ

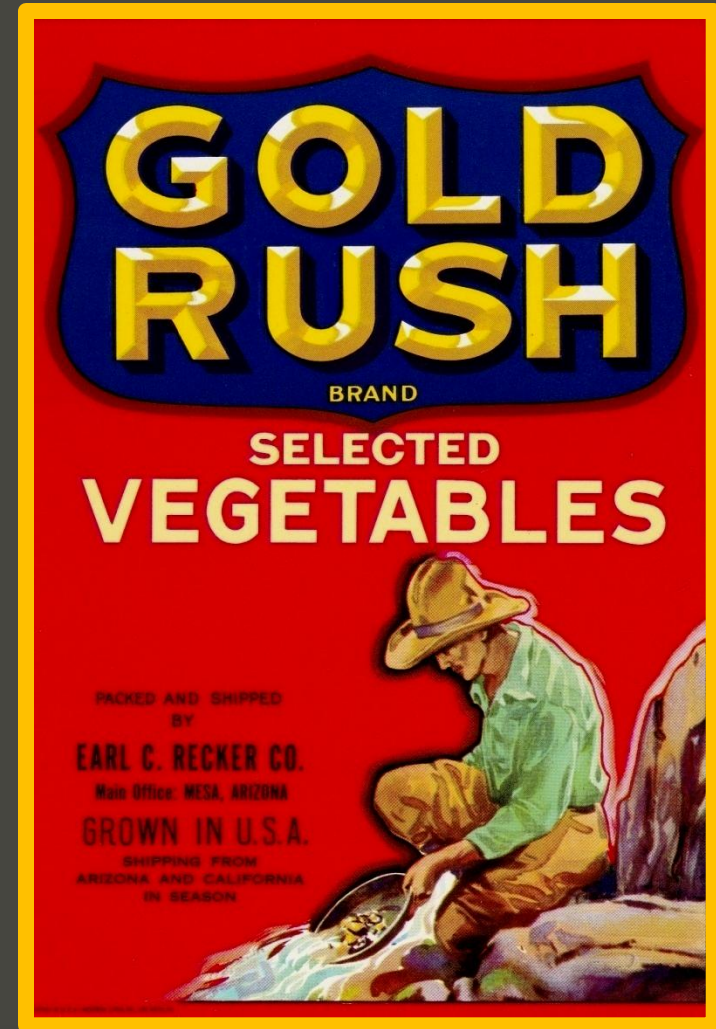
***Style – Advertising Era***



**“Old West Icons” – Bronco Busters**  
**Westie** -Earl C. Recker Co. – Mesa, AZ  
**Top Hand** – Tolby Bros. – Phoenix, AZ  
*Style - Advertising Era*



***“Old West Icons” – Lonesome Prospectors,  
La Mina - J. A. Wood Co. – Phoenix, AZ  
Gold Rush – Earl C. Recker Co. – Mesa, AZ  
Style- Advertising Era***

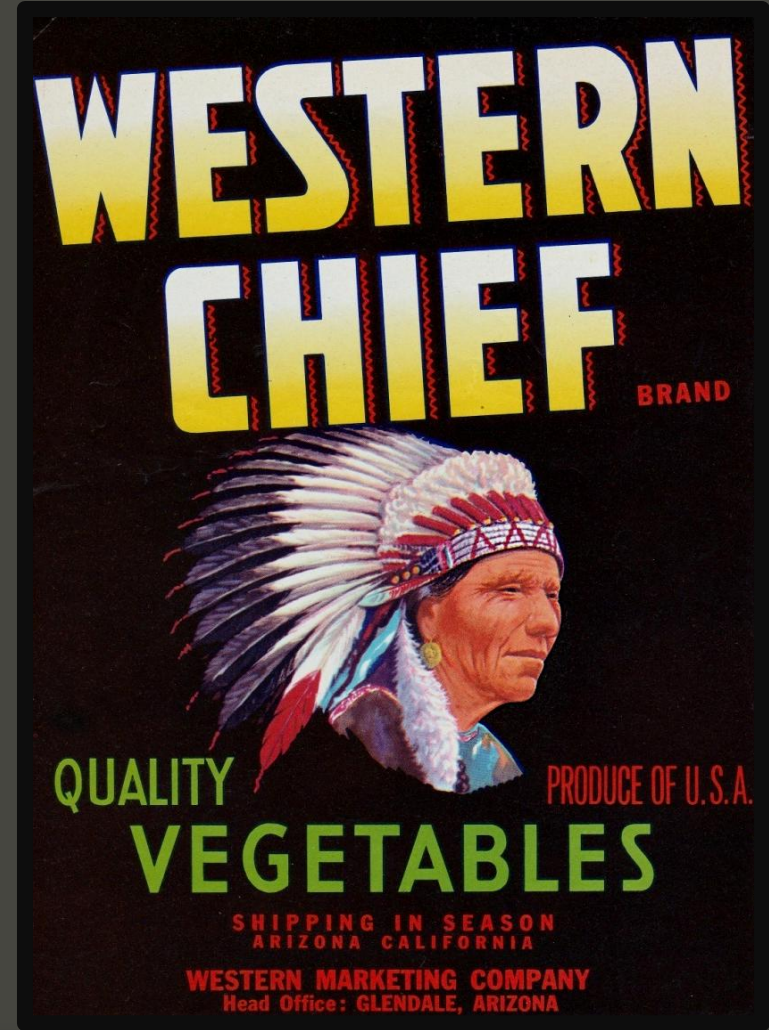


***“Old West Icons” - Native American Themes***

***Thunderbird – Arizona Farms – Phoenix, AZ***

***Western Chief – Western Marketing. Co. – Phoenix, AZ***

***Style- Advertising Era***

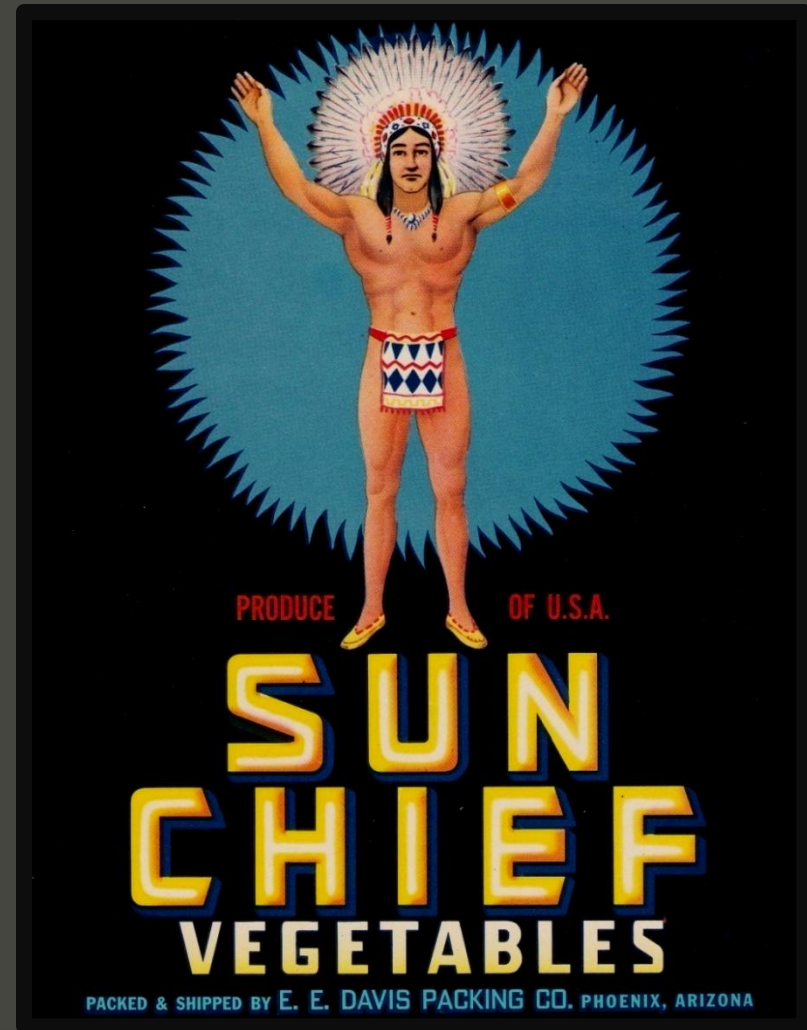
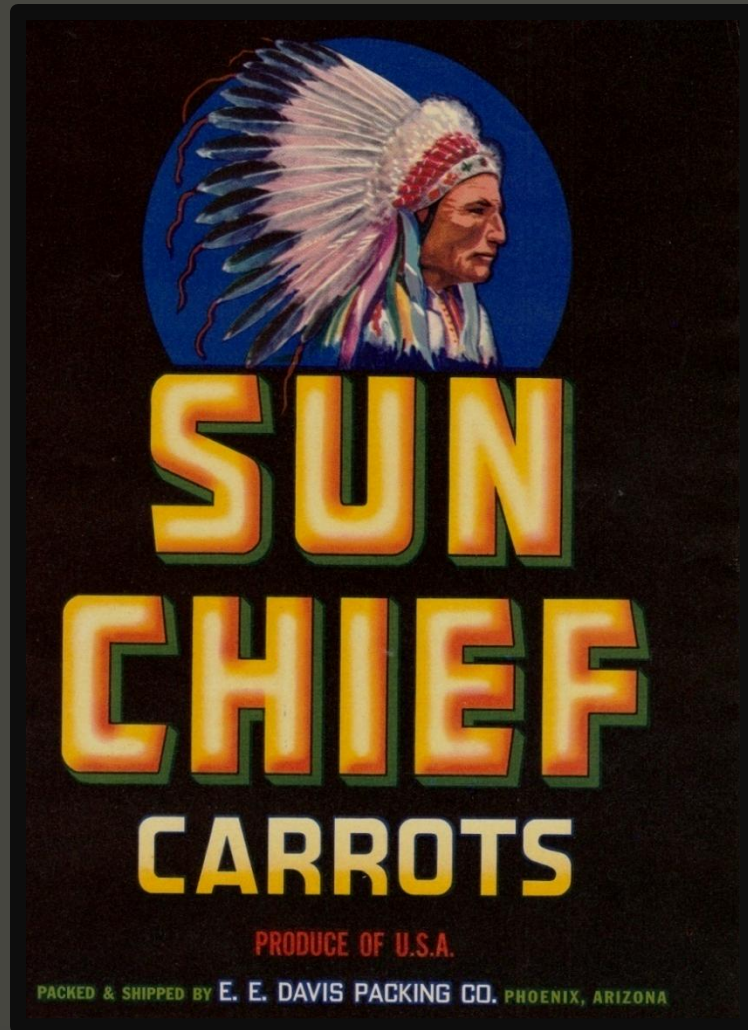


***“Old West Icons” - Native American Themes***

***Sun Chief – E. E. Davis – Phoenix, AZ***

**Carrots & Vegetables**

***Style- Advertising Era***



***“Old West Icons” - Native American Themes***  
***Sun Chief – E. E. Davis Packing Co. – Phoenix, AZ***  
**Vegetables & Lettuce**  
***Style- Advertising Era***



**“Pride of Producer” - Quality or Status Appeal**  
**Biltmore** – Ritz Distributing Co. – Phoenix, AZ  
**Park Avenue** – Charles H. Gray Co. – Yuma, AZ  
*Style- Commercial Era*



**“Pride of Producer” – First Name or Surname**

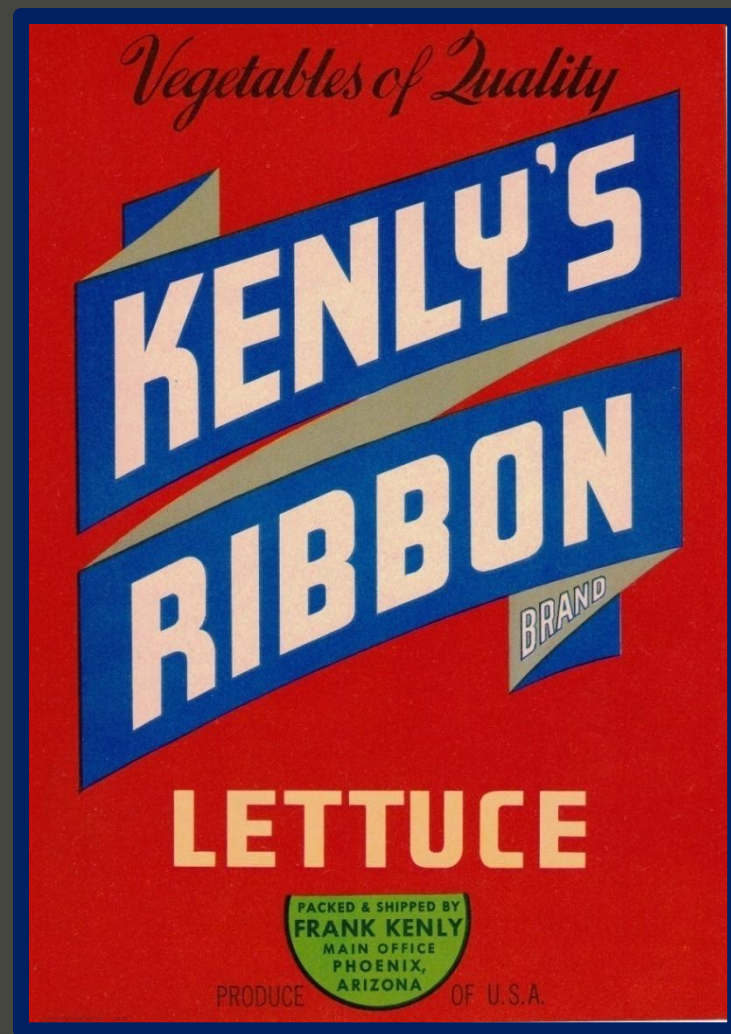
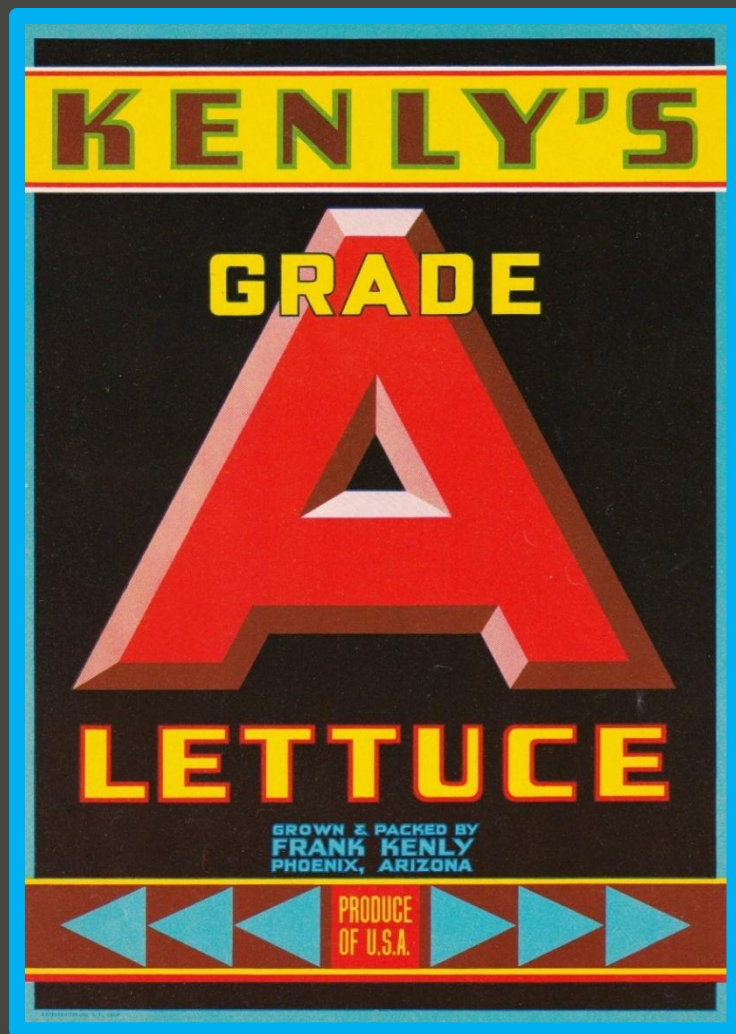
**Oscar – “Oscar” R. Recker Packing Co. – Phoenix, AZ**

**Good Eaton – “Eaton” Fruit Co. - Phoenix, AZ**

**Style- Commercial Era**



*“Pride of Producer” - Family Name - Kenly*  
*Kenly’s Grade “A” – Frank Kenly – Phoenix, AZ*  
*Kenly’s Ribbon – Frank Kenly – Phoenix, AZ*  
*Style- Commercial Era*

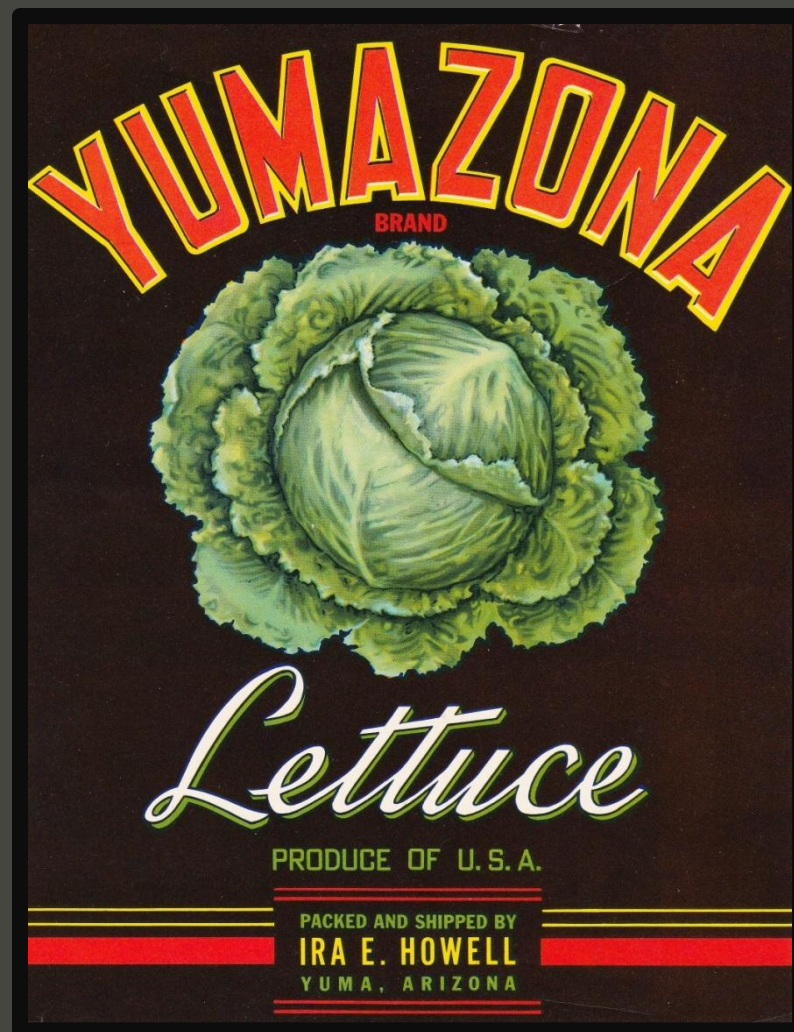


**“Pride of Producer” – Location - Yuma**

**Yumazona - Ira E. Howell – Yuma, AZ**

**Carrots & Lettuce**

*Style- Commercial Era*

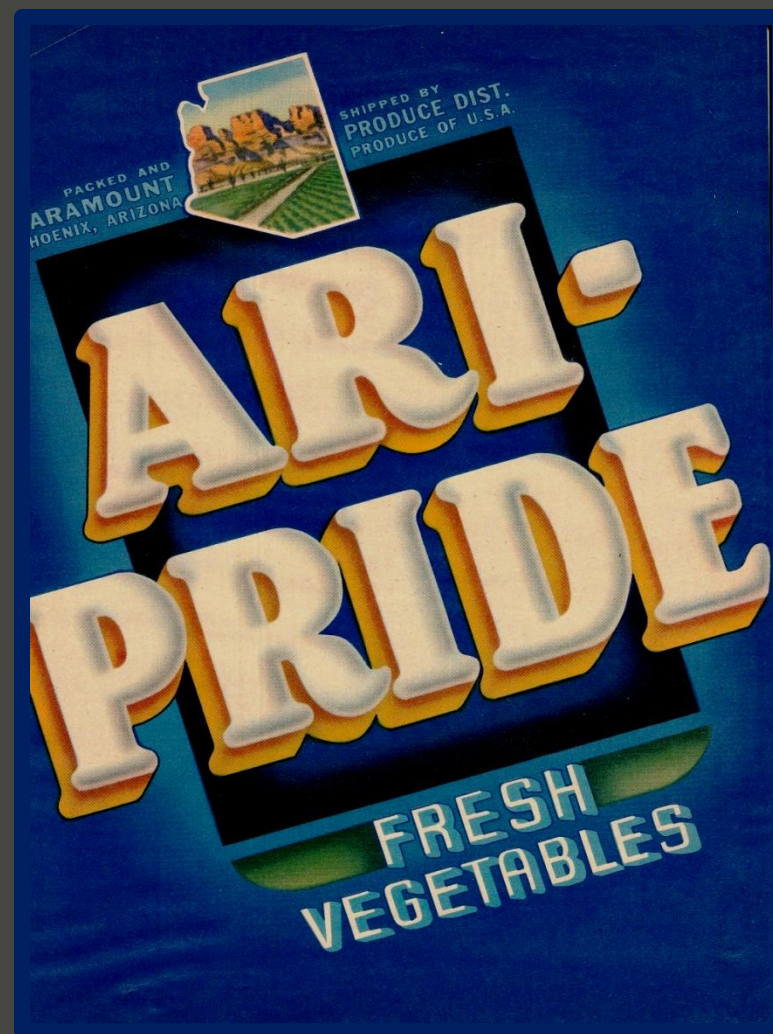
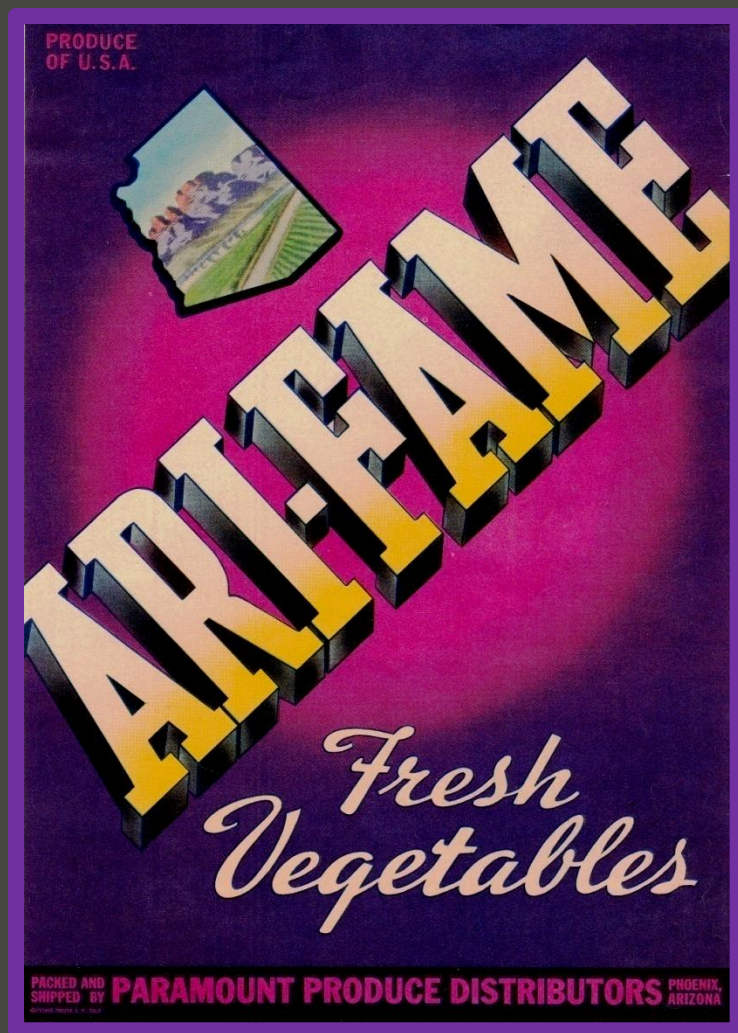


***“Pride of Producer” – Location - Arizona***


***Ari-Fame*** – Paramount Produce Dist. – Phoenix, AZ

***Ari-Pride*** – Paramount Produce Dist. – Phoenix, AZ

***Style - Commercial Era***



***“Pride of Producer” – Location – The Copper State  
Copper State – M. O. Best – Phoenix, AZ  
Copper Penny – Sam Goldstine & Son – Phoenix, AZ  
Style – Commercial Era***

PRODUCE OF U.S.A.  SHIPPED FROM ARIZONA AND CALIFORNIA IN SEASON

**COPPER  
STATE**

*Selected  
Vegetables*

PACKED AND SHIPPED BY  
**M. O. BEST CO.**  
PHOENIX, ARIZ., EL CENTRO, CALIF.

**COPPER  
PENNY** BRAND

**VEGETABLES**

THE FINEST GROWN

PRODUCE  
OF U.S.A.

GROWN, PACKED AND SHIPPED BY  
**SAM GOLDSTINE & SON**  
MAIN OFFICE: PHOENIX, ARIZONA

**“Pride of Producer” – Family & Name – Denny Isabell**

**Denny’s Pride – Isabell-Hartner Co. – Phoenix, AZ**

**“Is-A-Bell” – Isabell-Hartner Ranches – Phoenix, AZ**

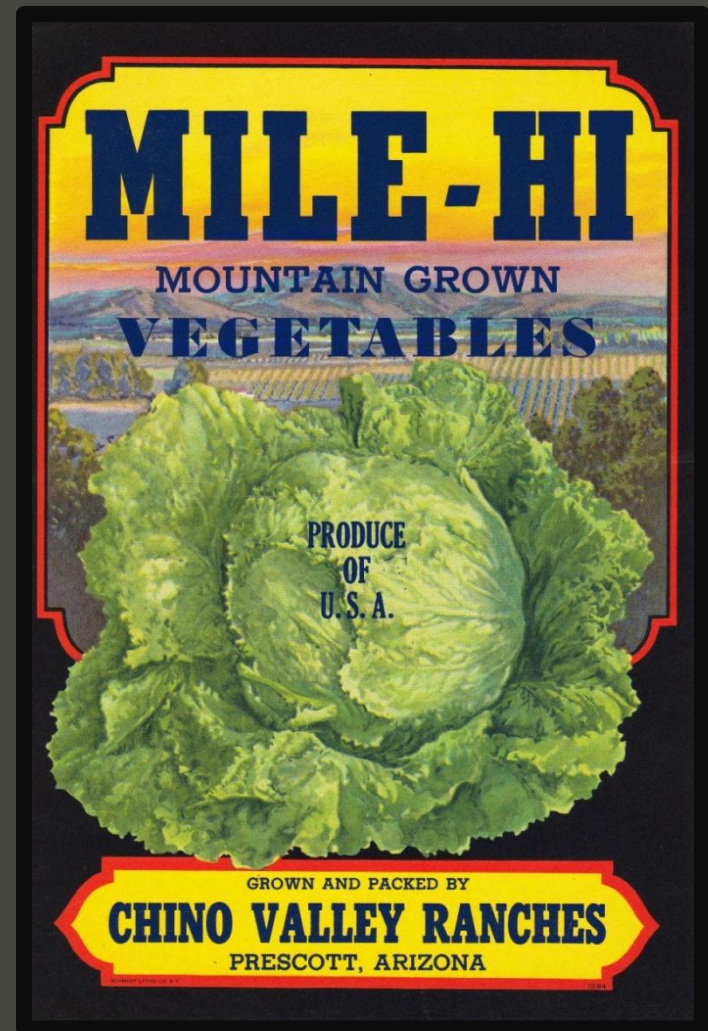
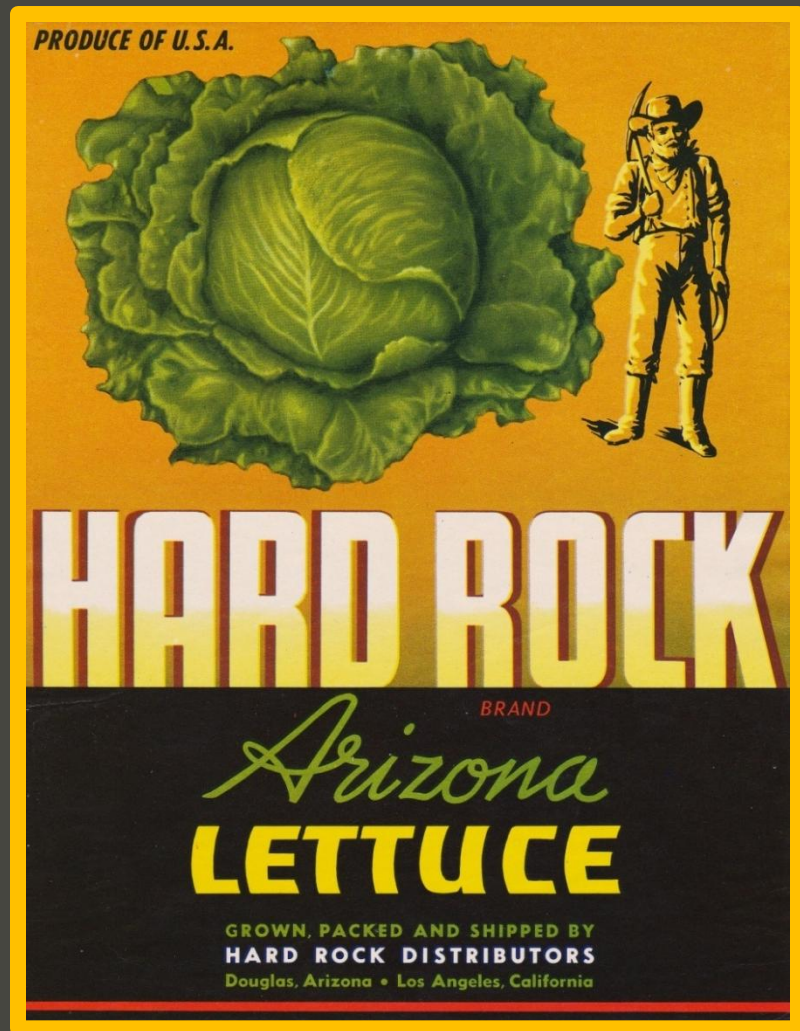
*Style- Advertising Era*



# Arizona Regional Brands

**Hard Rock** – Hard Rock Distributors – Douglas, AZ

**Mile-Hi** – Chino Valley Ranches – Prescott, AZ

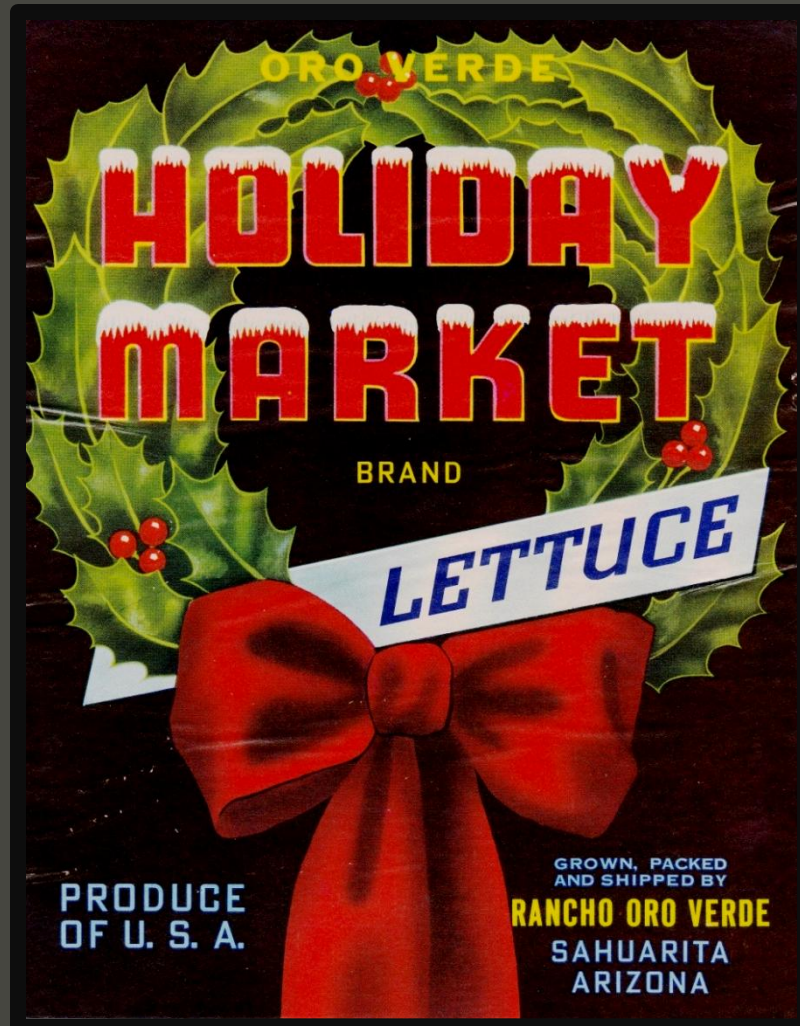


## *Pima County Brands*

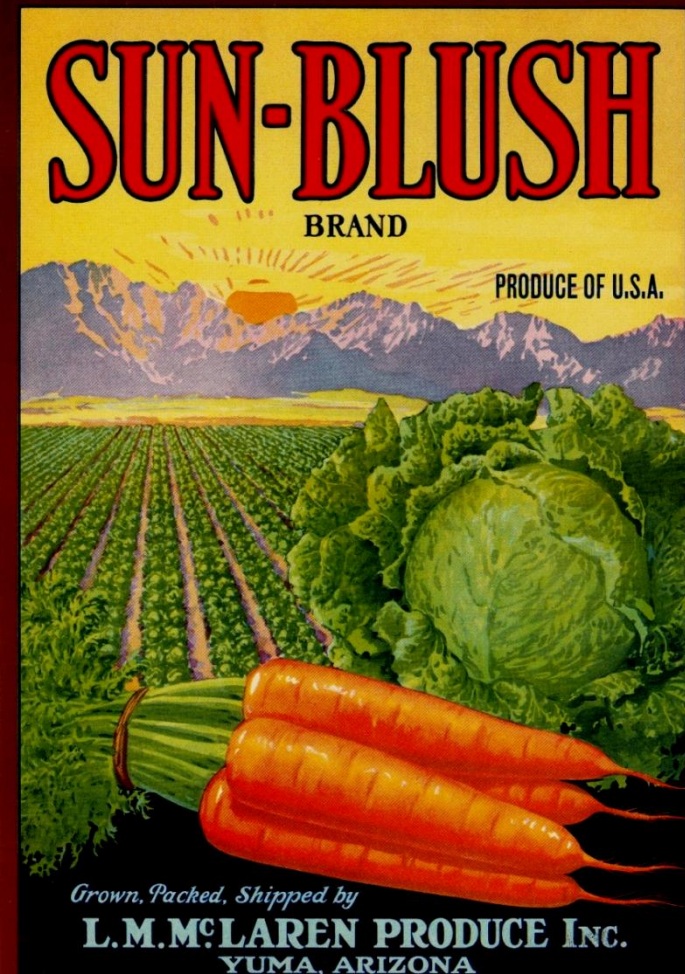
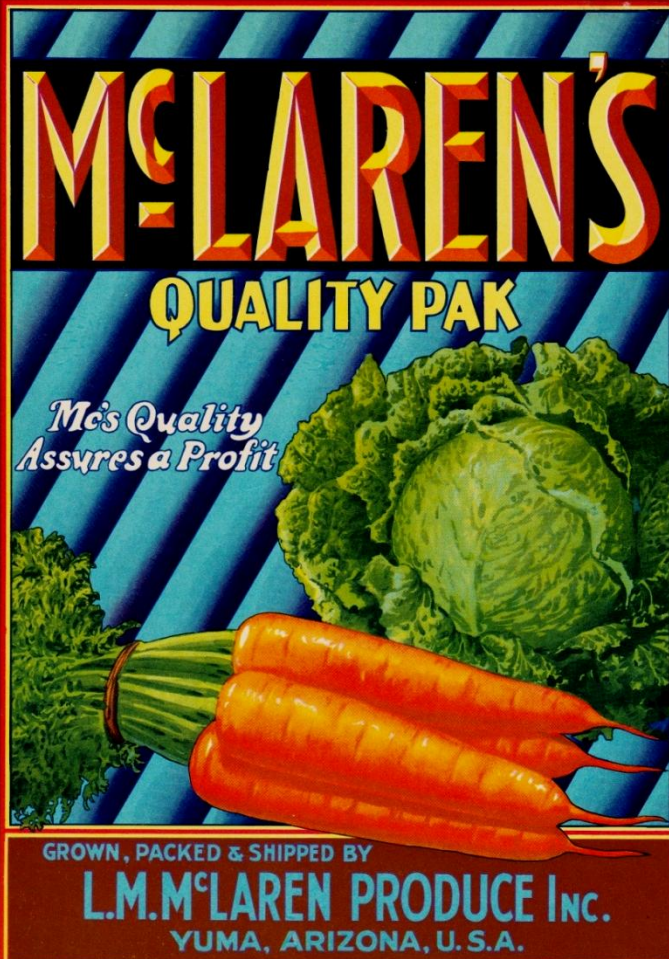
*Holiday Market* – Rancho Oro Verde – Sahuarita, AZ

“V” – Rancho Oro Verde – Tucson, AZ

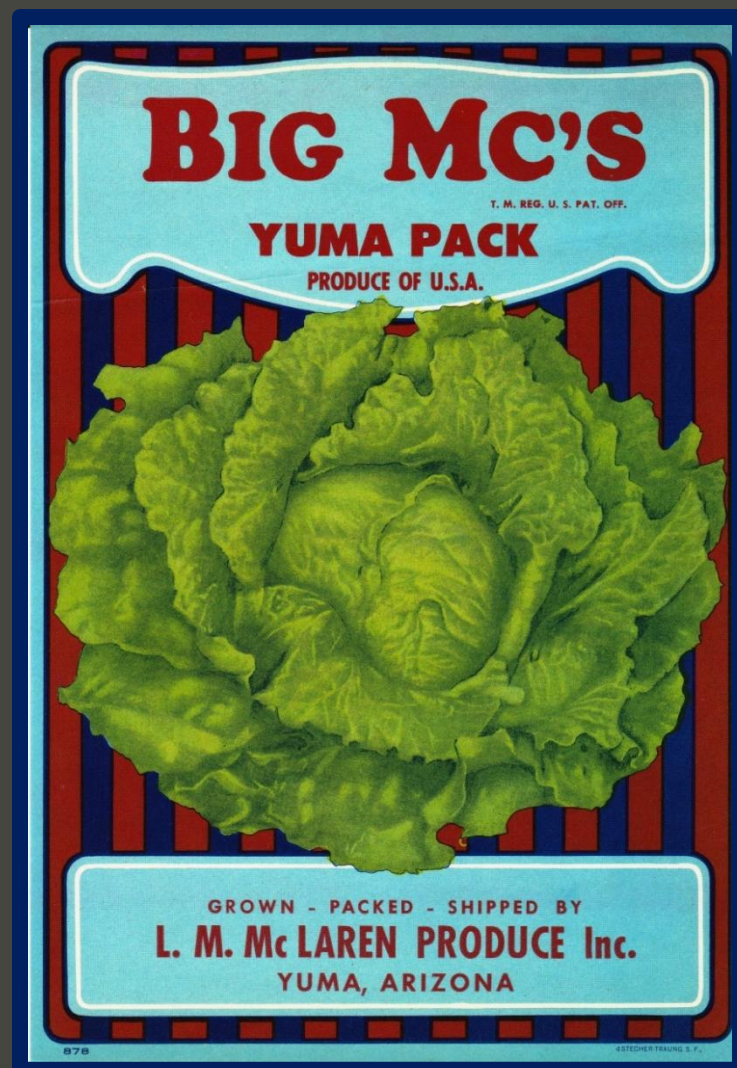
*Style – Advertising Era*



**“Pride of Producer” – Family Name – McLaren  
 McLaren’s – L. M. McLaren Produce Inc. – Yuma, AZ  
 Carrots & Lettuce - w/ *Stock Images* of Vegetables**



**“Pride of Producer” – Personal Nickname**  
**L. M. “Big Mc” Laren Produce Inc. – Yuma Arizona**  
**Carrots & Lettuce - w/ *Stock Label* Illustration**

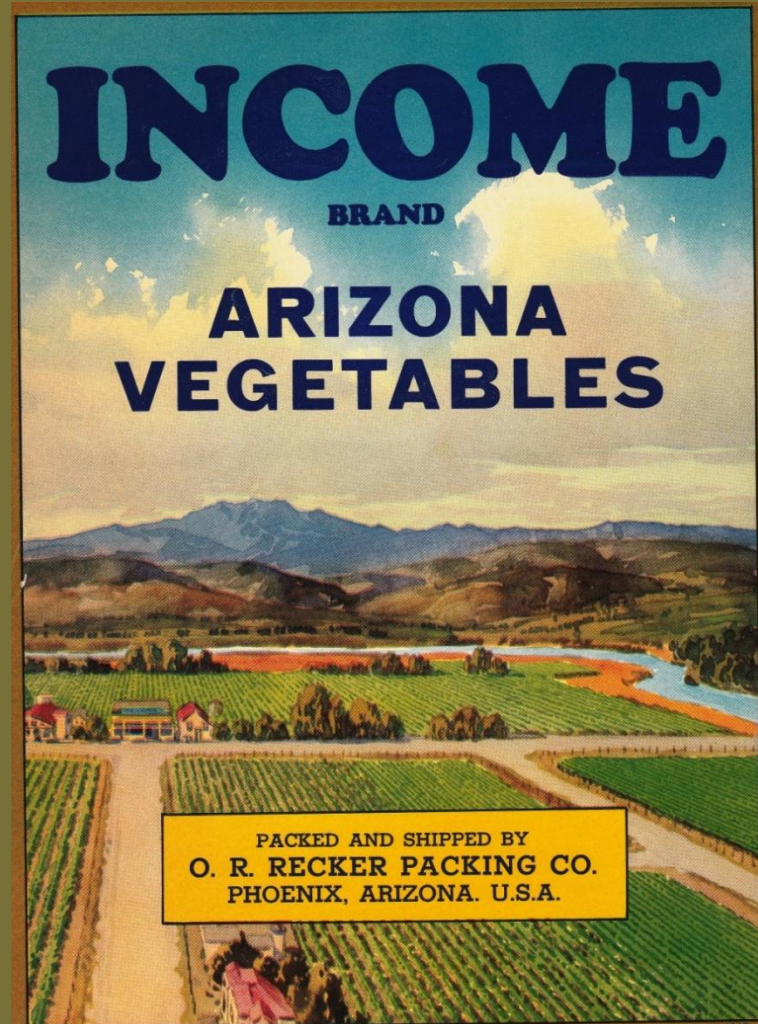
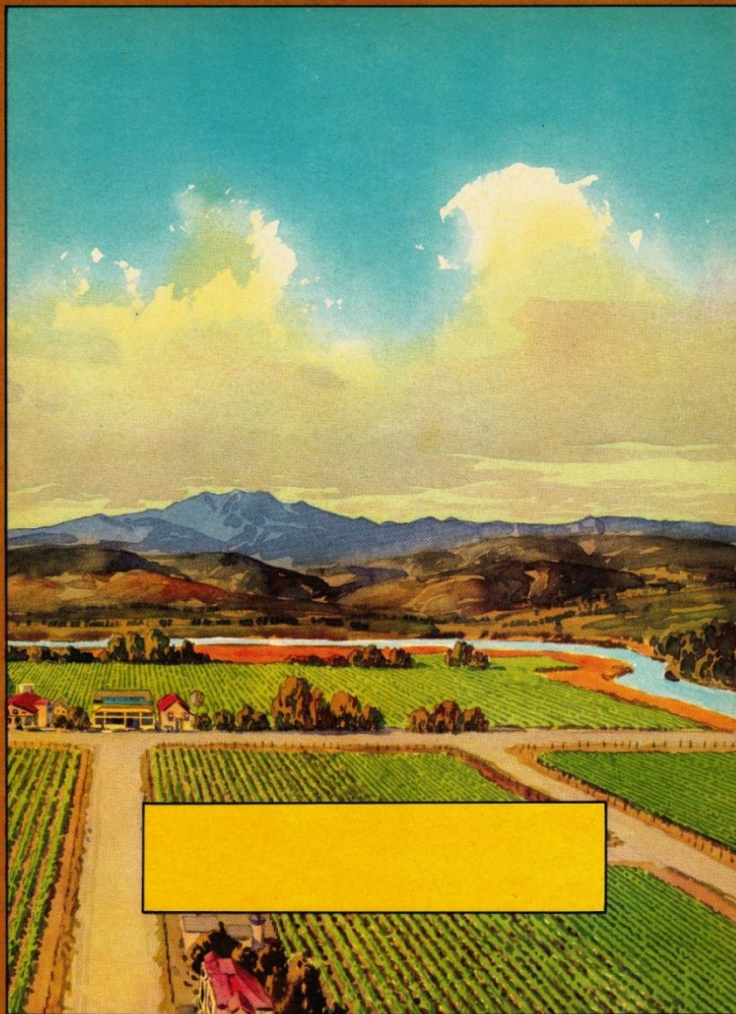


***Stecher-Traung Litho. Co. – Stock Label #1010***

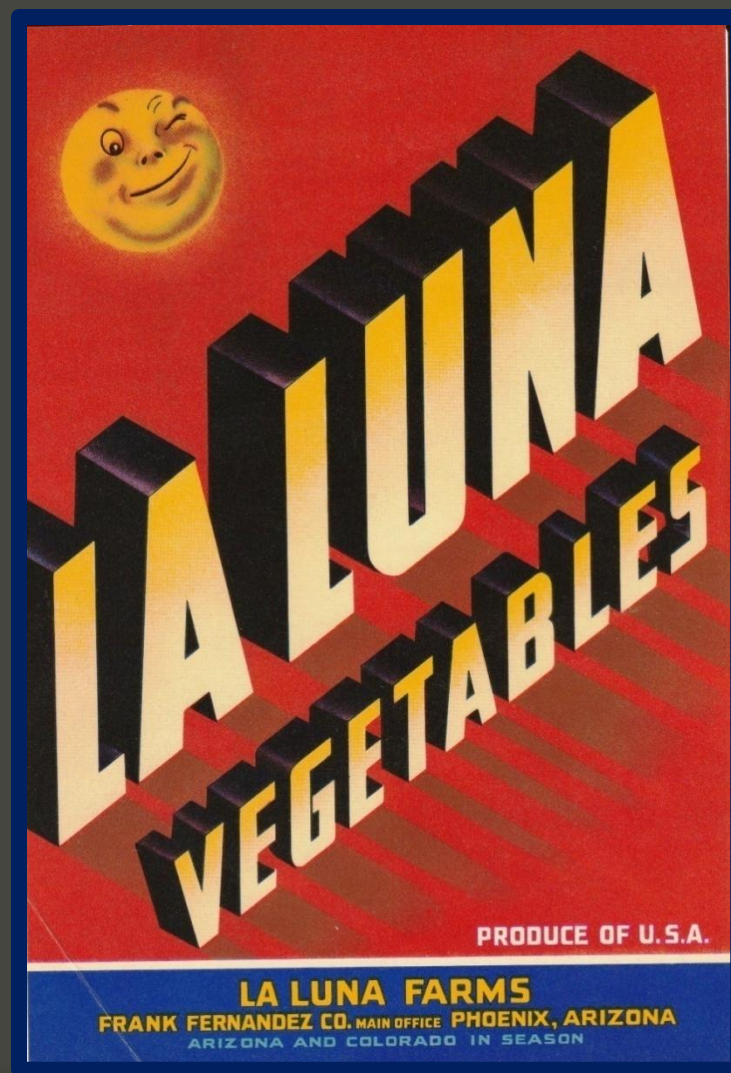
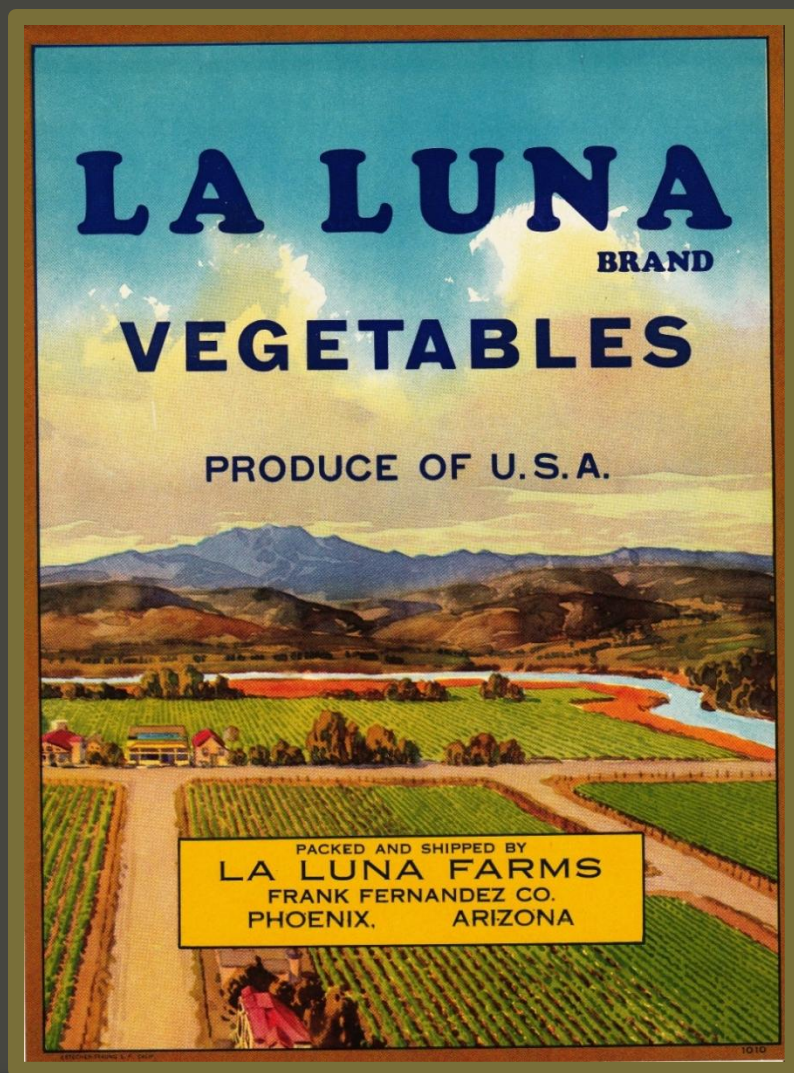
Printed for

***Income – O. R. Recker Packing Co. – Phoenix, AZ***

***Style – Commercial Era***



**Stecher-Traung Litho. Co. - Stock #1010 & Custom Label**  
 Printed for  
**La Luna Farms – Frank Fernandez Co. – Phoenix, AZ**  
 Style – Commercial Era

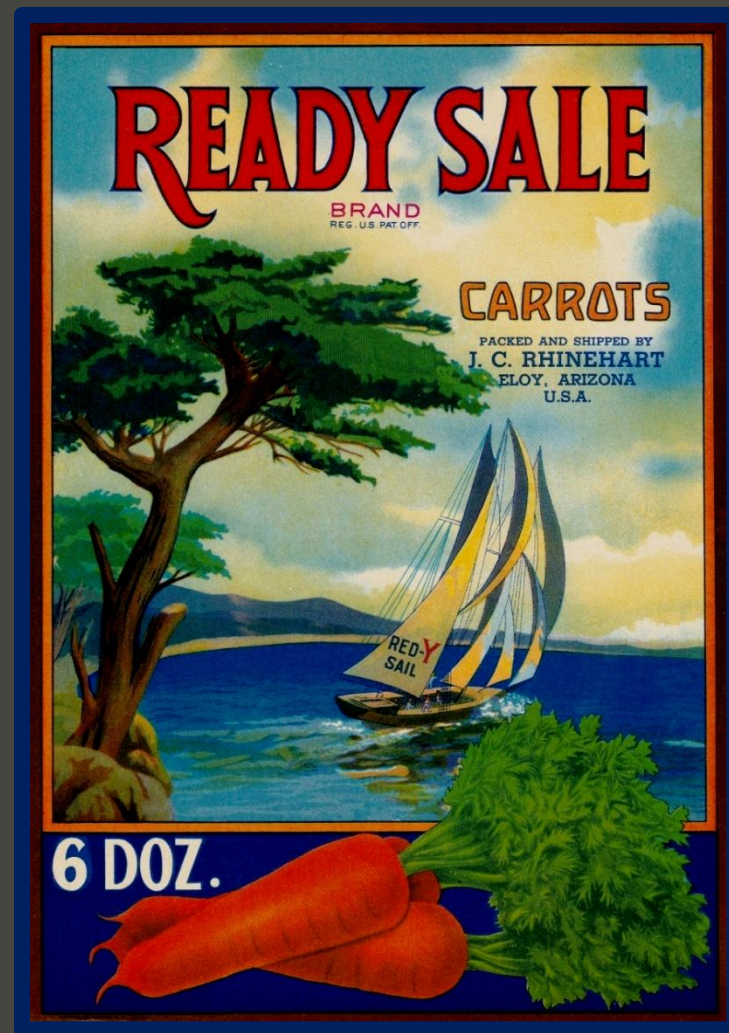
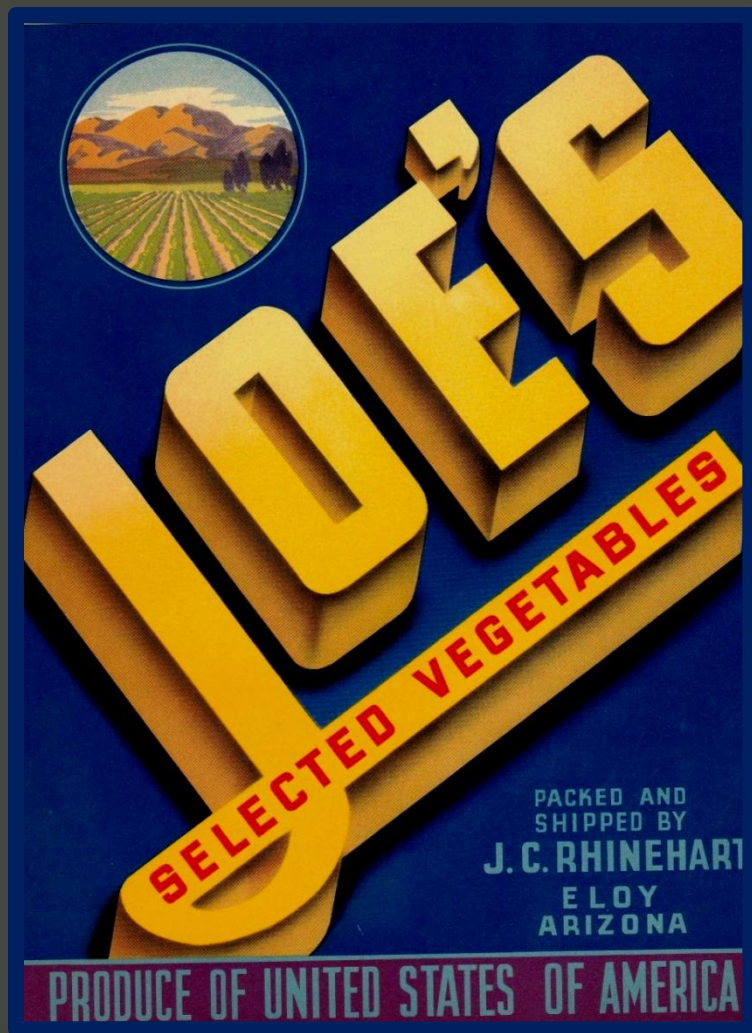


## *Pinal County Brands*

*Joe's* – “Joe” C. Rhinehart – Eloy, AZ

*Ready Sail* – J. C. Rhinehart – Eloy, AZ

(circa – 1940's)



## *Pinal County Brands*

*Smiling Gus* – Eloy Ranches – Eloy, AZ

*Eloy Maid* – Eloy Ranches – Eloy, AZ

(circa – 1950's)



***An Arizona Political Landscape – (1958) – From Left  
Augustus “Smiling Gus” Battaglia - owner - Eloy Ranches, Inc.  
Ernest W. McFarland - Senator Arizona  
John F. Kennedy – Senator Massachusetts  
Joseph Walton – Arizona Democrat Party Chair  
Photograph - Casa Grande Dispatch***



*Arizona Lettuce Harvest (circa - 1960)*  
Field packed in per-printed cardboard cartons

*Postcard – Petley Studios*



***Arizona Lettuce Harvest (circa - 1960)***  
***Copperhead – J. A. Wood Co. – Phoenix, AZ***

***Postcard – Petley Studios***



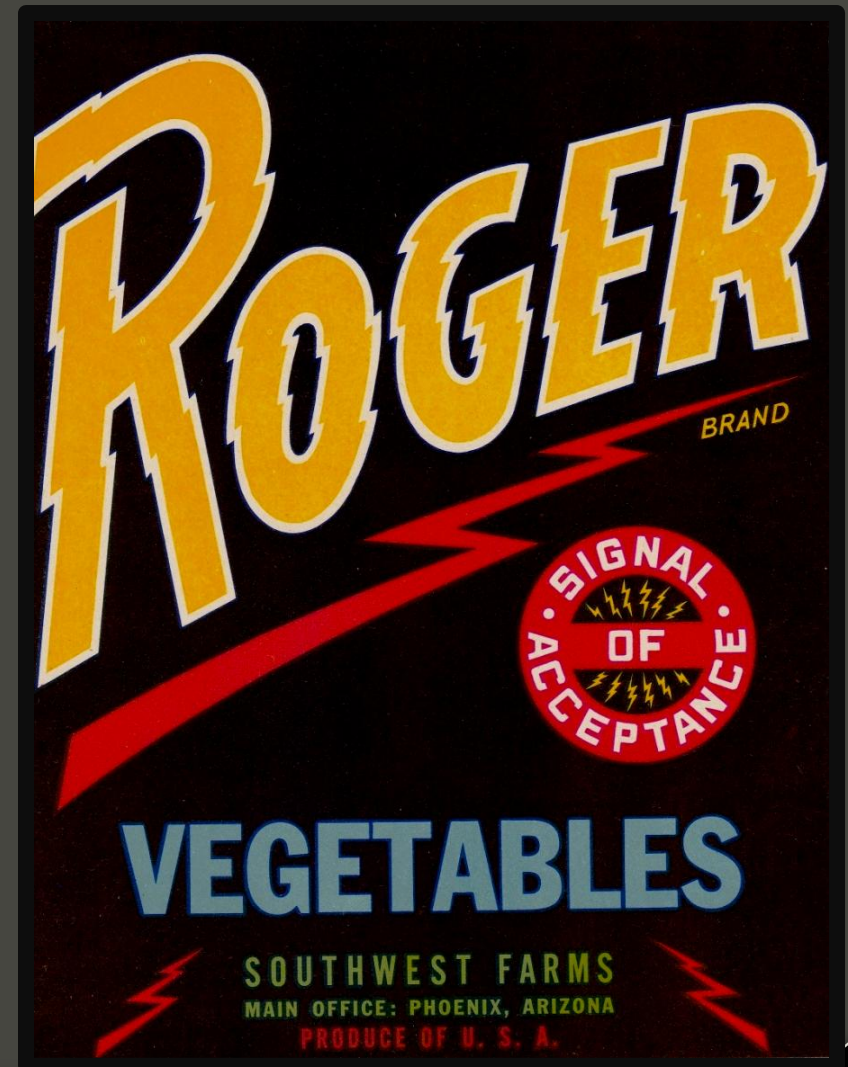
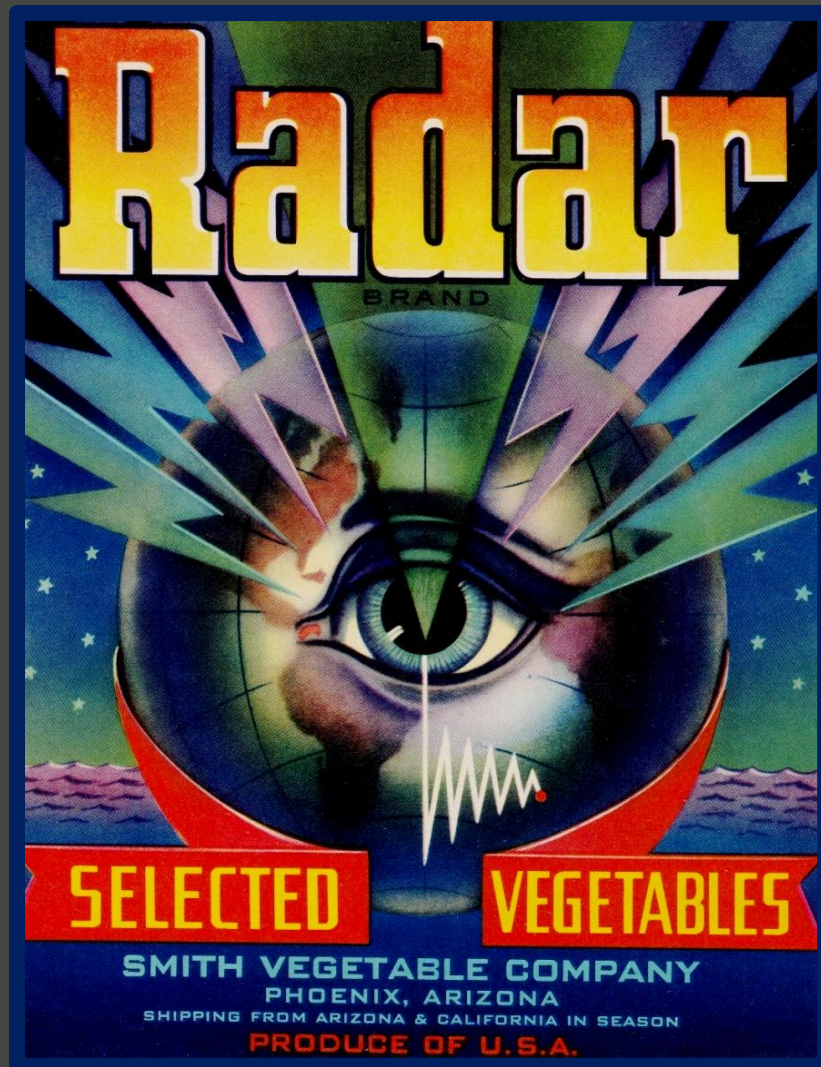
## *WW II Influences – Military Terms*

*Radar* – Smith Vegetable Co. – Phoenix, AZ

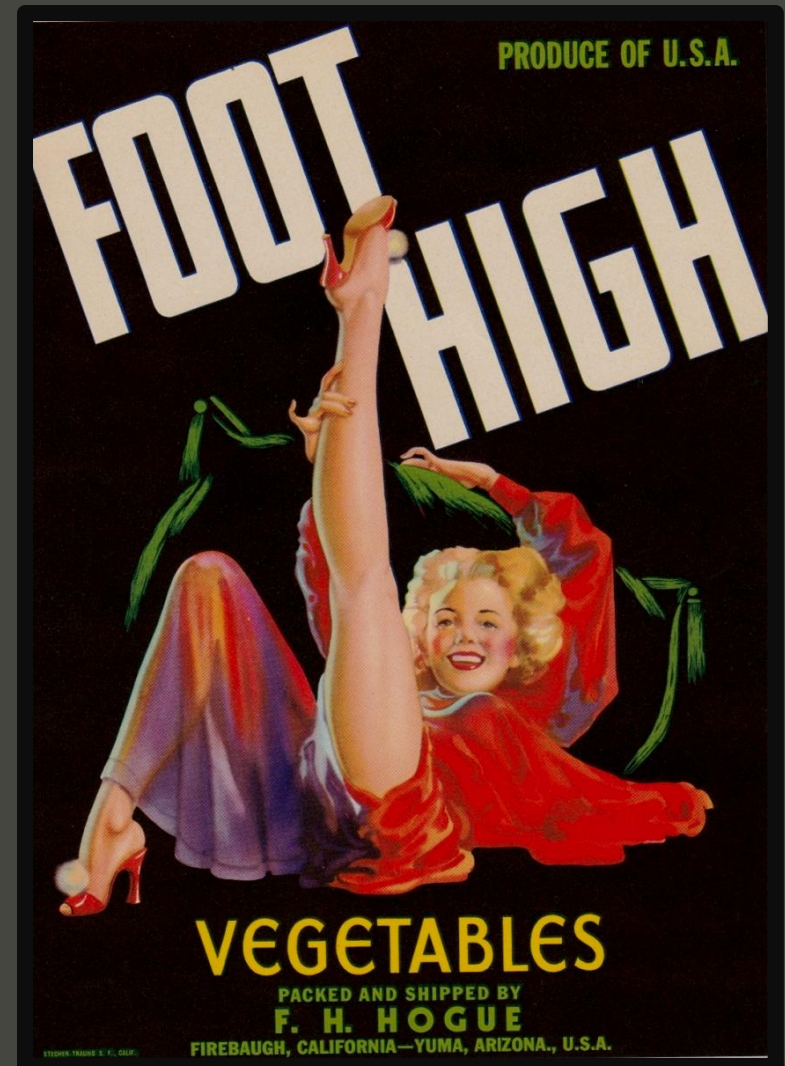
*Roger* – Southwest Farms – Phoenix, AZ

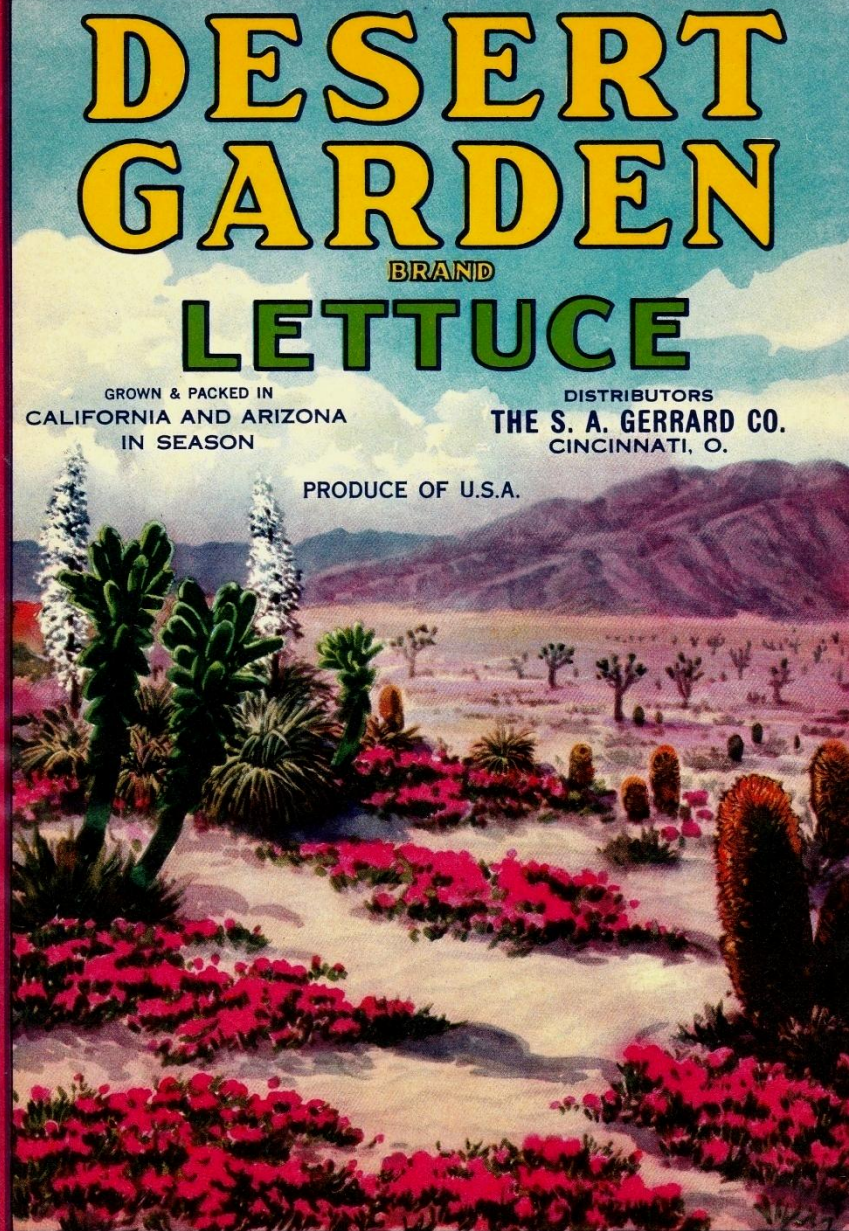
*Style – Advertising Era*

*Style – Commercial Era*



**WWII Influences – Pin-Up Art**  
**Blushing – F. H. Hogue – Yuma, AZ**  
**Foot High – F. H. Hogue – Yuma, AZ**  
**Style – Advertising Era**





End of Presentation  
Thank You!

*“Lettuce & Landscapes”*

An Illustrated History  
of  
Commercial Row Crops  
In  
Arizona  
*1920 -1960*

*Desert Garden Brand*  
S. A. Gerrard Co.  
Yuma & Phoenix, AZ