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At the end of the 19th century, refrigerated railroad cars made long distance shipping of perishable produce possible. Labels were created so shippers and merchants could easily identify the contents of crates. They also helped create brand recognition. These vibrant and colorful paper labels became lively mobile advertisements, featuring a wide range of designs. The art drew on diverse popular subjects idyllic scenes, women, animals, and patriotic symbols in order to entice people to buy fruit. In the late 1950's use of labels ended as pre-printed cardboard boxes replaced the older wooden crates. Today, fruit crate labels are highly sought after by collectors. Fruit Crate Labels 2017 features a selection from the extensive collections at the Smithsonian. Each beautiful label is accompanied by information and a large grid with moon phases and international holidays. The calendar includes a 3-year at-a-glance page and is earth friendly, printed with soya-based inks on FSC certified paper. A popular calendar for anyone who likes vintage art. Beautiful for framing in any decor.

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