

Information Sheet

R **Rosati (Mo.).**
1013 **Labels, ca. 1930s-1940s.**
 One folder.

This collection is available at The State Historical Society of Missouri. If you would like more information, please contact us at shsresearch@umsystem.edu.

These are two unused labels for strawberries packed by the Knobview Fruit Growers Association at Knobview and Concord wine made by R. M. Cardetti & Sons at Rosati in Phelps County, Missouri.

These labels represent the fruit trade and wine-making industry around the community of Rosati along the St. Louis-San Francisco Railway on the eastern edge of Phelps County, known until 1931 as Knobview. The community is notable as the site of an Italian colony that located on railroad land in 1898. The Italians grew fruit and grapes for home consumption as well as the commercial market, selling cooperatively through the Knobview Fruit Growers Association. They also planted Concord grapes for wine-making. Grapes became a significant cash crop when the growers contracted about 1936 with the Welch's Juice Company, an arrangement that lasted until after World War Two. The grape also became the basis for a local wine industry that continues to the present day.

The label for "Ozark" brand strawberries is eight inches by eight inches square and was used on crates. The label bears the names of the Knobview Fruit Growers Association, and the Ozark Fruit Growers Association of Monett, Missouri. The label also bears the promotional catchphrase of the Ozark Playgrounds Association, "The Land of a Million Smiles." The label was first used ca. 1936.

The label for "Rosati Natural Concord Wine" is four and three-quarters by three and three-quarters inches in size. It was used on bottles of wine manufactured and bottled by R. M. Cardetti & Sons at Bonded Winery No. 80 at Rosati, ca. 1939-1940.

r780

1 May 2001

Joseph E. Cardetti

Gift

Index Cards

Cardetti, R. M.
Food industry and trade—Missouri—Phelps County.
Fruit trade—Missouri—Phelps County.
Grapes—Missouri.
Knobview (Mo.).
Knobview Fruit Growers Association.
Ozark Fruit Growers Association (Monett, Mo.).
Phelps County (Mo.).
R. M. Cardetti & Sons.
Rosati (Mo.).
Wine and wine industry—Missouri—Phelps County.