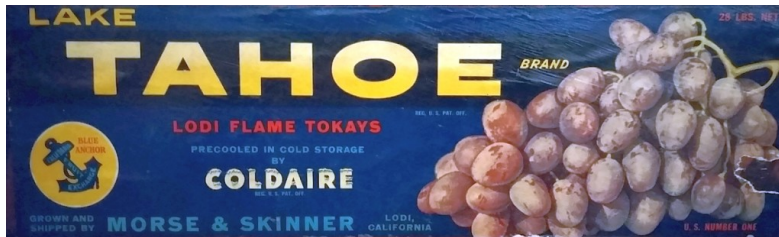


Then and now: Tahoe name used in agriculture

According to an article in the *Lodi News-Sentinel*, symbols from Lake Tahoe were used by a canning company in the San Joaquin Valley in the first part of the 1900s.

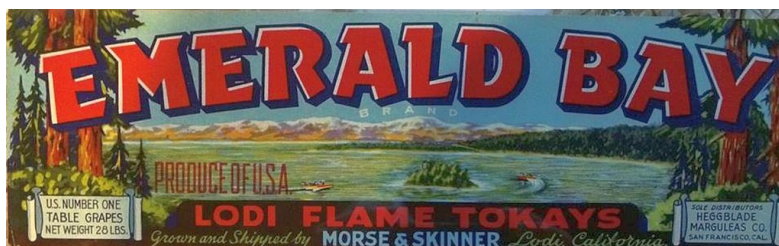


Photo/Bill Kingman



Photo/Lake Tahoe Historical Society

Mt. Tallac labels on fruit crates appeared in about 1912 by L.M. Morse, who enjoyed vacationing at Tahoe.



Photo/South Lake Tahoe

The later Emerald Bay brand was copyrighted in 1922 by Morse's son-in-law, John C. Skinner. They operated the Morse & Skinner Fruit Company of Lodi. Fruit crate labeling waned in about

1950.

L.M. Morse's ranch house built in 1869 is now listed on the National Register of Historic Places. The Lodi Chamber of Commerce told *Lake Tahoe News* there is a developer in the same area called Morse Skinner (no "&"), but there no longer exists a Morse & Skinner Fruit Company.

– *Bill Kingman*