

HISTORICAL PHOTOS – COVALDA DATE COMPANY



1941 Photo of Covalda Date processing workers Photo Credit: Pomona Public Library and Frashers Fotos  
[www.frashersfoto.com](http://www.frashersfoto.com)




1940s Photo of the Covalda Date Company Building front elevation Photo Credit: Pomona Public Library and Frashers Fotos [www.frashersfoto.com](http://www.frashersfoto.com)



Marketing Label for the Covalda Date Company

# Grower...Packers...Pioneers

Be sure to see our exhibit in the Taj Mahal, and take home some of our famous date recipes. Covalda pioneered the natural culture of dates (organically grown, no chemical fertilizers or toxic insecticides used) and ships all over the world.



You are cordially invited to visit our Date Packing Plant and Gift Shop on Highway 86 at 6th Street, in Coachella. We have the most complete HEALTH FOOD Store in the desert, including fresh vegetables in season, health candies, etc.

DATES AND DATE PRODUCTS SHIPPED ANYWHERE  
For your convenience we have a commercial booth at the Fair, where you may make purchases to take with you, or we will mail.

**Lee Anderson's  
COVALDA DATE CO.**

P.O. BOX 908 • COACHELLA • (714) 398-3551

1972 Advertisement from the Desert Rancher