

## Florida Citrus Labels

This exhibit is a collection of twenty-four citrus labels that represent the thousands used in Florida between the late 1800s and the 1960s. The labels in this exhibit are framed and ready for hanging and offer viewers a broad cross section of one of Florida's most colorful forms of advertising.

The distinctive artwork that identified Florida citrus crates helped to create and sustain a favorable image of Florida. These labels have long since been discontinued in the citrus marketplace, and the Museum of Florida History is pleased to, once again, bring them before the eyes of the public. Here, viewers will find a panorama of citrus labels associating Florida with various aspects of health, wealth, or beauty from a bygone era.



**M·F·H** *Florida*  
MUSEUM of *History*

**Contact:**  
TREX Coordinator  
Museum of Florida History  
500 S. Bronough Street  
Tallahassee, Florida 32399-0250

Phone: 850.245.6417  
or find us on the Web,  
[MuseumofFloridaHistory.com](http://MuseumofFloridaHistory.com)

Division of Historical Resources  
Florida Department of State

- **General Description**  
24 chrome-framed labels and 1 chrome information panel, 14" h x 14" w each.
- **Space Required**  
30 linear feet of wall space, double-hung
- **Shipping Crate**  
1@ 18" h x 39" w x 16" d
- **Shipping Weight**  
95 lbs
- **Security Requirements**  
Moderate
- **Exhibit Rental Fee**  
\$300 / 3 months

