

# ARTIFACT OF THE MONTH

Oranges are one of Florida's biggest sources of pride. It is one of the state's top agricultural exports (FDACS), and one can see acres of orange groves while driving along Florida highways. The fruit can even be spotted on Florida license plates. The prominence of Florida oranges has its origins in an unlikely but historically significant place. During World War II, soldiers subsisting off of rations needed a way to supplement their vitamin C intake. A lack of vitamin C can lead to scurvy, which can cause anemia, bleeding in the gums, and a host of other symptoms (Cleveland Clinic). The military-issued lemon crystals were not appealing to soldiers and mostly went ignored. The solution to this dilemma came in the form of canned orange juice concentrate (National Park Service).

Developed by the National Research Corporation and the Florida Department of Citrus, orange juice concentrate quickly found its way to consumers back home and exploded in popularity (National Museum of American History). Orange juice became known as a breakfast staple, and as its leading producer, Florida built an identity around it; so much so that in 1967, Florida Statute § 15.032 was passed, declaring orange juice its official state beverage.



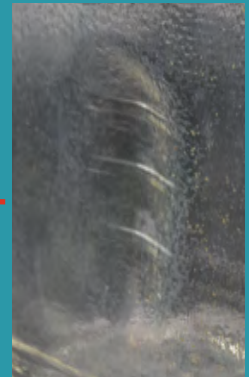
*National Museum of American History*

This month's artifact, a Kraft orange juice jug, is a product of this rich history. Pictured below, this clear glass half-gallon jug, dated to 1968, has indented grips along the sides for ease of pouring; it also has "no deposit no return" embossed at the base, indicating that the bottle was intended for disposal after its contents were consumed (Friedel 2014). Found in Brighton, one can imagine someone discarding this bottle as a remnant of their breakfast that morning.

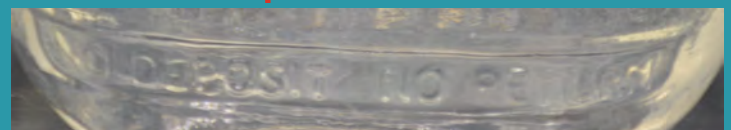
## THPO



"Kraft" logo



Hand grips



"No Deposit No Return"

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### Works Cited

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