



# Crate Expectations: An Exhibit of Florida Citrus Crate Labels

Between the late 1800s and the 1960s, colorful paper labels decorated the ends of wooden crates that transported Florida citrus produce to northern markets. These labels not only identified the growers and advertised their product, but also promoted through positive images the “good life” in the Sunshine State. The labels in the exhibit are organized around themes such as history, Indian people, women, children, sports, and music.

*Crate Expectations* offers a nostalgic look at some of Florida’s most interesting citrus labels.



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

**Contact:**

TREX Coordinator  
Museum of Florida History  
500 South 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**

3 easily assembled triangle towers with tension fabric display structures.

• **Space Required**

Each tower is:  
59.75" W x 142.5" H x 59.75" D

• **Carrying/Shipping Cases**

3 cases total

• **Shipping Weight**

69 lbs each

• **Security Requirements**

Limited

• **Rental Fee**

\$500.00 / 3 months



Suggested Layout



Illustration not to scale