

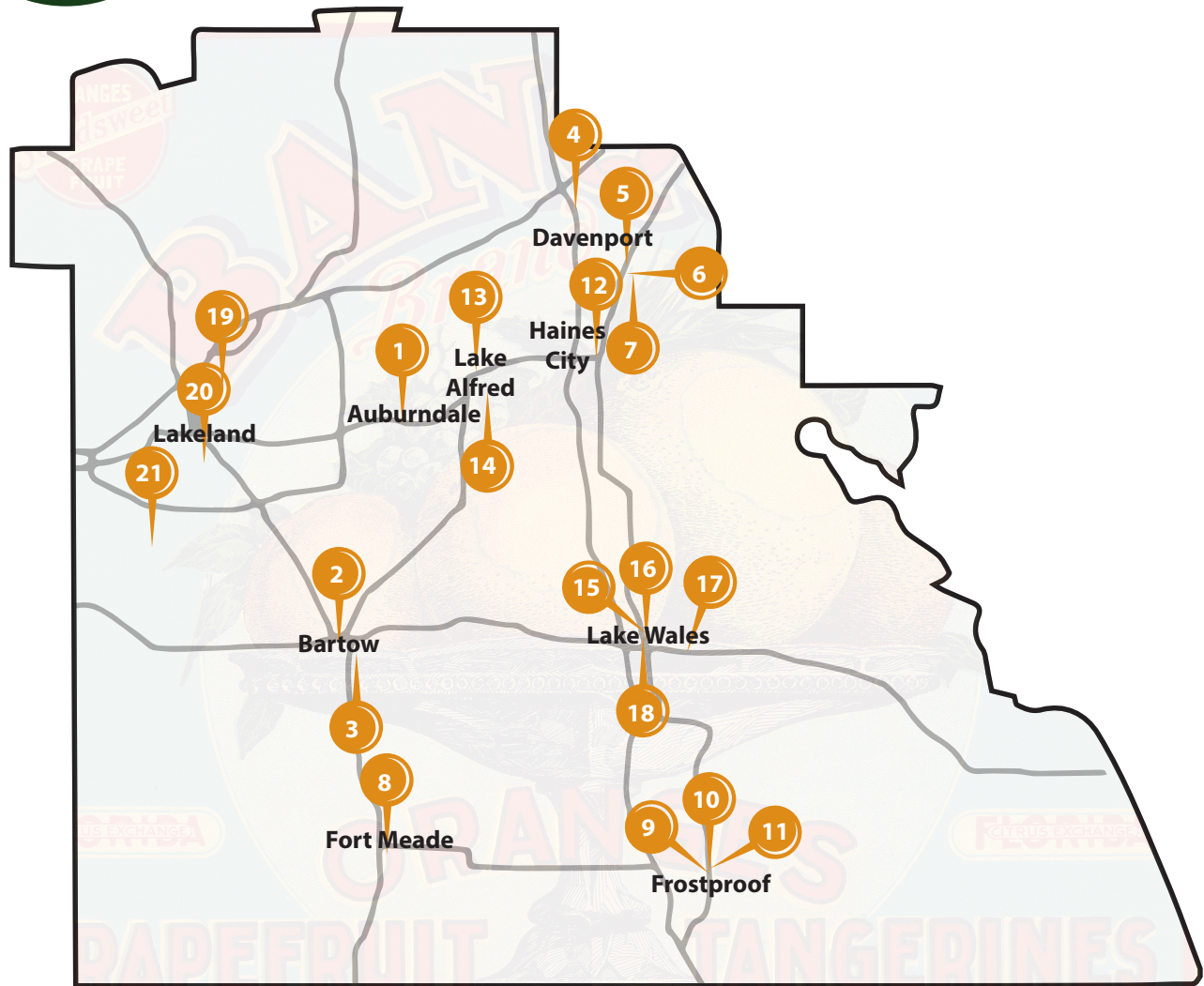


Polk County History and Heritage Trail Citrus Label Tour






A partnership between the Florida Citrus Hall of Fame, Visit Central Florida and the Polk County History Center's History and Heritage Trail inspired the creation of the Citrus Label Tour of Polk County. This driving experience explores part of the historic marketing portion of citrus through enlarged reproductions of the artistic labels that once adorned the old wooden crates used to ship the fresh fruit off to northern markets in the early 1900s.



SITE MAP



| Map # | City | Address | Label (s) on Display |
|-------|------------|--|--|
| 1 | Auburndale | Auburndale Citrus Growers Association 214 Orange St. |   |
| 2 | Bartow | History Center 100 E. Main St. |  |
| 3 | Bartow | Boswell & Dunlap 245 S. Central Ave. |   |
| 4 | Davenport | Central Florida's Visitor Information Center 101 Adventure Court |  |
| 5 | Davenport | Wilson Park 5 N. State St. |  |

| Map # | City | Address | Label (s) on Display |
|-------|-------------|--|--|
| 6 | Davenport | Merchant's Square 124 W. Bay St. |  |
| 7 | Davenport | Citrus Processing and Packing Plant 315 N. 17-92 |  |
| 8 | Fort Meade | Atlantic Coastline Railroad Depot Peace River Packing Company 221 W. Broadway |  |
| 9 | Frostproof | Wall Street Park Downtown Frostproof 100 W. Wall St. |        |
| 10 | Frostproof | Latt Maxcy Memorial Library 15 N. Magnolia Ave. |   |
| 11 | Frostproof | Citizens Bank & Trust 2 E. Wall St. |  |
| 12 | Haines City | Railroad Park Corner of Main Street and Park Place |  |
| 13 | Lake Alfred | MacKay Gardens and Lakeside Preserve 900 MacKay Blvd. |  |
| 14 | Lake Alfred | Lake Alfred Historical Society 210 N. Seminole Ave. |  |
| 15 | Lake Wales | Lake Wales Public Library 290 Cypress Garden Lane |       |
| 16 | Lake Wales | Lake Wales Museum and Cultural Center 325 S. Scenic Highway |      |
| 17 | Lake Wales | Grape Hammock Fish Camp 1400 Grape Hammock Road |  |
| 18 | Lake Wales | Warner University Ed & Myrtle Lou Swindle Ag Complex 13895 U.S. Highway 27 |     |
| 19 | Lakeland | Tigertown Complex 2220 N. Lake Ave. |     |
| 20 | Lakeland | Florida Southern College Corner of Frank Lloyd Wright Way & Johnson Avenue |  |
| 21 | Lakeland | Aerospace Discovery at the Florida Air Museum James C. Ray Drive and Tom Mack Drive |  |



The Citrus Label Tour explores part of the historic marketing portion of citrus through the artistic labels that once adorned the old wooden crates used to ship the fresh fruit off to northern markets in the early 1900s.



Marketing labels were used to distinguish citrus brands from others when selling them to markets. These artistic labels displayed various depictions of Floridian heritage, flora and fauna, historical sites, military and animals. The citrus labels were popular during the early 1900s and thrived until the end of World War II. After the war, there was a serious shortage of wood and metal, which brought about the switch to shipping citrus in cardboard boxes with pre-printed labels, putting an end to the creative crate labels for which Polk was known.

The labels are displayed at various sites along the tour trail. Those interested in securing citrus labels for display should contact the History Center for details and an application.

This one of a kind tour is sure to enhance anyone's knowledge of Polk's rich history, and expose many to the beautiful artwork that evolved out of the industry.



POLK COUNTY
HISTORY CENTER

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