

# INDIAN RIVER CITRUS MUSEUM

# Scavenger Hunt

**1**




Early marketing promoted Indian River Citrus as a superior product and the Indian River Area as a destination. Many labels celebrated "unspoiled" nature.

In 1912, the Michael Family chose

**fill in the blank**


Michaels had a difficult time keeping them out of their vegetable fields and orange groves.




For more info on the history of packing labels use the QR reader on your phone or go to [www.veroheritage.org](http://www.veroheritage.org)



**2**





Who "hearts" Indian River Citrus? Using hearts was as trendy in 1920s marketing as it is in today's social media.

If local growers continued relying on

**fill in the blank**

Because the fruit was packed in airtight barrels, it often rotted by the time it arrived to northern markets.

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**3**







**From the 1920's to the 1950's**  
FLO's bathing suits and hair style were regularly updated.

**fill in the blank**

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## Fill in blanks here

1

2

3