dmbb01809.mkv / Florida Citrus: Florida Oranges, 1950s / Duke Digital Repository

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♪ I'm Florida, Florida orange ♪ ♪ And I'm loaded with vitamin C ♪ ♪ There's more health in a Florida orange ♪ ♪ That's why everybody needs a lot ♪ ♪ Of little ol' me ♪ ♪ There's more juice in a Florida orange ♪ ♪ Each day drink at least this much or more ♪ ♪ From the sweet, luscious Florida orange ♪ ♪ Buy 'em now at your favorite store ♪

Announcer: Right, there's a reason for squeezing the fresh Florida oranges. Sweeter, and more delicious, they give you extra juice, extra flavor, more for your money. And they're extra rich in vitamin C. That's why a fresh Florida orange juice is better for them anytime they're thirsty. And nothing else tastes as good as the pure, delicious juice of fresh Florida oranges. By the bag or by the dozen, they're today's best fruit buy. ♪ Buy 'em now at your favorite store ♪ ♪ I'll be vitamin C-ing ya ♪