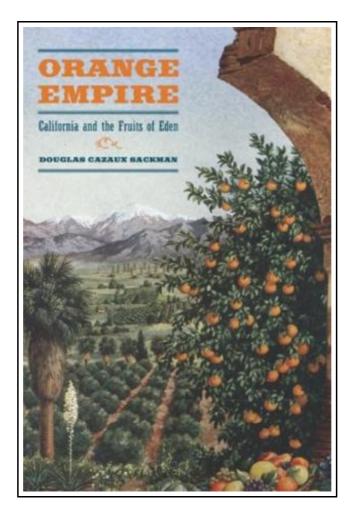
Orange Empire California and the Fruits of Eden



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Reviews

This book is very gripping and exciting. I was able to comprehended everything out of this written e publication. You will not truly feel monotony at at any time of your respective time (that's what catalogs are for concerning should you question me).

(Eulalia Schamberger)

ORANGE EMPIRE CALIFORNIA AND THE FRUITS OF EDEN



University of California Press. Paperback. Book Condition: New. Paperback. 402 pages. Dimensions: 8.7in. x 5.6in. x 1.1in.This innovative history of California opens up new vistas on the interrelationship among culture, nature, and society by focusing on the states signature exportthe orange. From the 1870s onward, California oranges were packaged in crates bearing colorful images of an Edenic landscape. This book demystifies those lush images, revealing the orange as a manufactured product of the states orange industry. Orange Empire brings together for the first time the full story of the orange industryhow growers, scientists, and workers transformed the natural and social landscape of California, turning it into a factory for the production of millions of oranges. That industry put up billboards in cities across the nation and placed enticing pictures of sun-kissed fruits into nearly every Americans home. It convinced Americans that oranges could be consumed as embodiments of pure nature and talismans of good health. But, as this book shows, the tables were turned during the Great Depression when Upton Sinclair, Carey McWilliams, Dorothea Lange, and John Steinbeck made the Orange Empire into a symbol of what was wrong with Americas relationship to nature. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.

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