



Artifact Showcase

Tropicana Orange Novelty Radio

Transistor novelty radios come in a remarkable variety of shapes. In this radio the straw serves as the antenna.

Tropicana is a popular brand of orange juice. The company was founded by Italian immigrant Anthony Rossi in 1947. Today it markets vast quantities of orange and other types of fruit juice.

No doubt Tropicana contracted with an electronics company to make these radios as an advertising gimmick, and probably sold them for not much more than the manufacturing cost so as keep their product visible to consumers. We are unsure what company made them or what year it was introduced. Today dozens are for sale on eBay for prices ranging from \$5 to \$36. Also available are novelty radios in the shape of a Tropicana waxed paper juice carton as well as a headphone set. The British company HMV ("His Master's Voice") offered a Tropicana-brand series of ordinary-looking transistor radios, presumably not connected to the U.S. orange juice company.



We appreciate your support of the museum so that historical artifacts like this one, and the stories that go with them, can be preserved for future generations. THANKS!