

War

was not founded until 1918. This is an image from the 20th century glorifying and romanticizing the 19th century South. It shows that Admiration is a Southern institution that upholds old Southern Institutions, such as, depending on how one interprets the painting, vague racism at best and slavery at worst. It harkens back to a past that it wants to preserve, but it ought not to have persevered past the war fought to quench its corrosive force. The scene depicted on the can is a pocket version of *Gone with the Wind*: a rosy image of a thorny past, the effects of which still prick the South today.

Moving from mere hints at socio-political concerns, Admiration plasters direct Southern-Democrat propaganda on the bottom of its coffee can. A blue eagle clutching lightning bolts in

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that NRA. It is the National Recovery Administration (Library of Congress). The stamp was Admiration signaling its allegiance to the National Industrial and was deemed unconstitutional. The NIRA extended federal power in order to boost the economy during the Great Depression; however, the extension of federal powers was used to coerce businesses into compliance to the will of the federal government, lest they faced public lambastes and boycotts (cnx.org). The abuses of power caused by the NIRA meant that the act faced swift death at the hands of the Supr

just

a few months after the then-favored NIRA was signed into law was using popular public politics as a marketing tool (LivingNewDeal). Part of the Southern ideal with which Admiration

meaning that Southerners would vote for a dog before they voted for a Republican the party of Lincoln and Reconstruction. (Elving). The NRA being a facet of and, therefore, a part of Democratic policy meant that it was grafted onto the homogenous Southern Democrat identity. Much like the NRA, businesses shunned those which were uncooperative, and Southerners who did not favor the Democratic party were ousted. Therefore, inclusion of NRA propaganda on the canister is not unrelated to the marketing of Admira

The Admiration Coffee Can is not only a time capsule because its marketing gives a glimpse of the politics and ideals of the antebellum south, but also because of what it hid: a Confederate flag. To be specific, the can held the Battle Flag of the Army of Tennessee used by the 36th Alabama Infantry. This infantry had a particularly bloody past, having fought at the

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brought to Texas and hidden inside of the Admiration Coffee Can, which was then put on display.

Both the Admiration Coffee Can and Confederate Flag are symbols of the Mythology of the Lost Cause: a Southern rewritin

which is rightly seen as a symbol of oppression by most Americans persists in the South. Drive through the South and it will appear, not merely in history museums but, like a bitter aftertaste, it

Works Cited

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