Tropical Home of 1933-1934?

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Why the Florida Tropical Home of 1933-1934?

The name "Florida" is symbolic of sunny skies, blue waters, colorful flowers, swaying palms, the odor of orange blossoms and vistas of attractive homes set in tropical bowers, a land of contentment, a place for rest and recreation, a land replete with pleasures, far enough to escape the enervating heat of the tropics yet extending farther into the tropics than any point in the United States and thus escaping the rigors of winter—cooled by trade winds in summer and warmed by the Gulf Stream in winter—the home site ideal—the American Riviera "Where Summer Spends the Winter."

To those who have passed the zenith of life, Florida offers an increased span of years; to youth, 365 days each year of healthful outdoor sports and recreations, unsurpassed educational facilities and an opportunity to participate in the development of the state's unlimited resources.

The great natural beauty of the state, while reproduced on canvas by great artists and described by able writers, must be seen to be fully appreciated.

Nowhere in America has architecture been so thoroughly adapted to local conditions as it has in Florida, and the "Florida Tropical Home" is the last word in the small home architecture of Florida.

Florida's fame as a Winter Resort is widespread; her greatest value to the American nation lies in the fact, that Florida is the place to live—hence the "Florida Tropical Home".
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FLORIDA AT THE WORLD'S FAIR

The Sunshine State offers to the visiting people of the world five separate and distinct participations in the World's Fair. A careful inspection of each will convey some idea of the great natural beauty, undeveloped resources and unlimited advantages and attractions our state has to offer you.

1. Florida Hall, Court of States in Federal and States group.
2. Florida Orange Grove and Everglades Garden.
3. 2-1/2 acres North Kissimmee Lakefront north lagoon.
4. The sponge divers and marine museum at wharf north lagoon.
5. The Tropical Garden in rear of Florida Hall.
6. The Florida Home, Leff Erickson Drive and 28th Street.

GOV. SHOLTZ Greets YOU

Florida essentially a home state, is presenting to World's Fair visitors the Florida Tropical Home, in an endeavor to convey some idea of the delightful existence of those who live here and enjoy nature, as well as of those from every state of the United States who have become enthusiastic by choice and are as loyal to the ideals of the state as the native-born. Florida is prepared to cater to the requirements of three-fourths of all visitors each winter in modern accommodations and to furnish them a full measure of wholesome entertainment. As its chief executive I invite you to visit Florida "Where Summer Spends the Winter."

Dave Sholtz, Governor.

THE FLORIDA TROPICAL HOME

A Feature of

"A CENTURY OF PROGRESS"

Home Planning Division
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