

# FLORIDA

in  
the court  
of the  
states

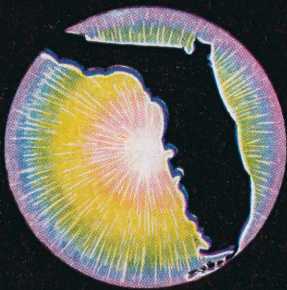


EXHIBIT UNITS

BEGINNING AT THE RIGHT  
ON ENTRANCE →

# FLORIDA



SINCE its discovery on that Easter morning in 1513, by the courtly Ponce de Leon, Florida has been, preeminently, the Land of Romance. Following the discoverer came the conquistadores, then the padres, then the settlers, who in contradistinction from the mere adventurers seeking excitement and treasure in the form of gold, silver and precious stones, sought to convert the soil into a treasure house of tropical products. The illustration shows the ruins of a Franciscan mission established at the site of the present city of New Smyrna, Fla., by the conquistadores, in the 16th century. It is said to be one of the finest examples of the architecture of its time and carries the beholder back to the glamorous and romantic days of Spanish occupation.



## THE LAND OF ROMANCE

### EXHIBIT UNITS

#### Main Floor

- 1—Tropical Fruits and Flowers. Orchard Display.  
Diorama—Bok Singing Tower.
- 2—Clear Havana Cigar Industry.
- 3—Florida Romance.  
Diorama—Old City Gates of St. Augustine.  
Diorama—Sunset on the Suwannee River.  
Exhibits—Relics of Spanish Occupation and Ante Bellum Days.

- 4—Play Ground of the Nation.  
Diorama—The Sport of Kings.  
Diorama—Florida Beach Scene.  
Exhibits—Trophies of Sport Events.
- 5—Land of Year 'Round Sports.  
Diorama—Afield with Dog and Gun.  
Diorama—Leap of the Silver King.  
Exhibits—Mounted Specimens of Game and Fish.
- 6—Florida's Exquisite Honeys.

# FLORIDA



FLORIDA has been termed "The Winter Playground of the Nation." The term should be changed by the elimination of the word, "winter." Florida is the all-year-around playground not only of the nation but of the world, because of its equable all-the-year-around climate, its freedom from extremes of heat or cold, and its general healthfulness. Its profusion of game of all kinds, including fish, makes it an all-the-year-around paradise for those who love sport of that kind. Outdoor pastimes may be pursued practically every day in the year. Florida has splendid golf courses not only at the resorts of the state but at or in almost every community all over the state. Shuffleboard courts, tennis courts, horseshoe pitching courts and bowling greens abound on every hand, affording entertainment for young and old.

## THE LAND OF SPORT

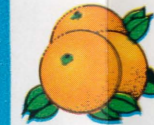
- 7—Florida's Forests.  
Diorama—Florida Turpentine Farm.  
Diorama—Florida Lumber Mill.  
Exhibits—Lumber, Forestry, Naval Stores.
- 8—Florida Art.  
Diorama—Patio of Ringling Art Museum.  
Exhibits—Art Objects from Florida Studios.
- 9—Florida Sea Foods.  
Diorama—Commercial Fisheries.  
Exhibits—Food Fish and Aquatic Birds.
- 10—Florida Industries.  
Diorama—Phosphate Mining.  
Diorama—Kraft Paper Mill.  
Exhibits—Mineral and Industrial Products.

- 11—Display by Florida 4-H Clubs.  
Exhibits—310 Varieties Preserved Fruits and Vegetables.
- 12—Education in Florida.  
Exhibits—Progress Along Educational Lines; Institutions of Higher Learning.
- 13—Florida Citrus Culture.  
Diorama—The Orange Belt.  
Exhibits—Citrus Fruits and Blossoms.
- 14—Florida Travel, Transport and Trade Development.
- 15—Florida's Year 'Round Agriculture.  
Three Dioramas of Agricultural Industry.  
Exhibits—Agricultural and Horticultural Products.

# FLORIDA



AN ERRONEOUS idea prevails that because of its almost countless resorts with their quota of palatial hotels and apartment houses built for the accommodation and entertainment of the wealthy, that Florida is only for those possessed of great wealth. Nothing could be farther from the truth. It is true that thousands of hotels and apartments as well as homes for the rich have been built in Florida and are occupied by those for whom they were intended but it is also true that Florida is a veritable land of homes of the more moderate kind owned and occupied by hundreds of thousands of men, women and children who have found in the state an ideal place in which to live surrounded by every comfort conducive to a happy existence.



## THE LAND OF HOMES

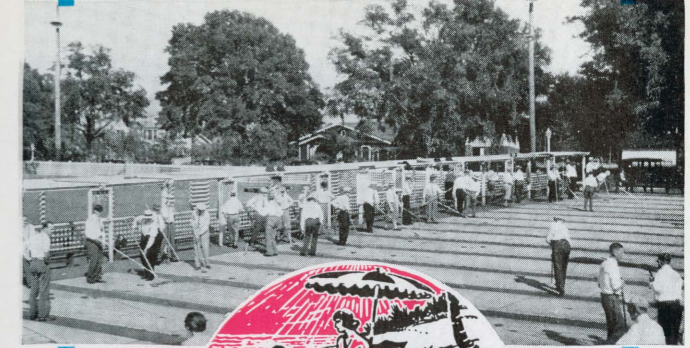
- 16—Information and Registration Booth.  
(All dioramas in Florida exhibit are by Charles E. Plastow.)
- #### Mezzanine Floor (North)
- CASE DISPLAYS
- 1—Sea Shells.
  - 2—Tropical Butterflies.
  - 3—Tree Snails.
  - 4—Home Industries.
  - 5—Bird Life.
  - 6—Exotic Sponges; Sea Life.
- #### Mezzanine Floor (South)
- CASE DISPLAYS
- 1—Pottery and Palmetto Products.
  - 2—Florida Art Novelties.

- 3—Wood Carving.
- 4—Preserved and Crystallized Tropical Fruits.
- 5—Handicraft.
- 6—Commercial Preserving.
- 7—Lunettes Showing Sky Lines of Larger Cities.

#### Mural Paintings (Left to Right)

- 1—"Discovery," by Addison Burbank.
- 2—"Exploration," by Dr. Max B. Cohen.
- 3—"Christianization," by Walter W. Hayn.
- 4—Topographical Map of Florida.

# FLORIDA



THAT Florida is a "Land of Health" is attested on every hand but especially by the large memberships of such organizations as the "Three Score and Ten Club" of St. Petersburg; the "Three Quarter Century Club" of Miami and kindred clubs scattered throughout the state. Its equable climate with freedom from extremes of heat and cold are conducive not only to comfort in youth and middle age but to long life amid pleasant surroundings. There is a general belief that because the winters are warm, the summers must be raging furnaces of heat. Thanks to trade and counter trade winds, cooling breezes are ever blowing and they, together with the evaporation from both the Atlantic and the Gulf of Mexico as well as from the countless lakes which dot the interior of the state, make for a delightful summer as well as winter climate.

## THE LAND OF HEALTH

- 5—"Colonization," by Chester J. Tingle.
- 6—"Seminole War," by Mark Dixon Dodd.
- 7—"Reconstruction," by George S. Hill.

#### Sculptures

- Statue, "Ponce de Leon," by Ganiere, at Entrance.
- Statue, "Spirit of Florida," by Ganiere, Main Floor.
- Group, "Alma Mater," by Ganiere, Educational Section.
- Bust, Lu Gim Gong, "The Chinese Burbank," by Ganiere, Mezzanine Floor.

- Statue, "Florida Youth," by Cary E. Landis, 12-year-old sculptor, Tropical Garden.
- Statue, "Pan," God of Mirth, by Ganiere, Tropical Garden.

#### Florida's Tropical Garden

(Entrance from Florida Hall)

- Tropical and Exotic Flowering Plants, Vines and Shrubs.
- Diorama—Silver Springs. Aviary—Tropical Birds. Exotic Lily Pool. Orange Juice Bar.

GENERAL OFFICES  
ON MAIN FLOOR

# FLORIDA



**D**URING 1932 Florida produced agricultural and horticultural products valued at \$132,000,000. During the same year it shipped 360,000 carloads of fruits and vegetables which brought \$270,000,000; or an average of \$750 per car. Approximately one carload moved out of the state every four minutes during the past three years. In addition to these perishable products, Florida produced staple crops, live stock, dairy and poultry products and other miscellaneous soil products during the past three years valued at \$170,000,000; making a total agricultural income during the last three years of \$440,000,000, produced from less than 2,500,000 acres. Florida leads the Nation in the production of grapefruit, tangerines, snap beans, eggplants, peppers, winter- and spring-grown tomatoes, winter- and spring-grown celery, romaine, escarole; and is second in the production of watermelons. In fact, Florida ships 10 per cent of the fresh fruits and vegetables of the United States.

## HER AGRICULTURE

# FLORIDA



**F**LORIDA'S manufactured products are valued at approximately \$200,000,000 annually. Florida's First Kraft Pulp Mill is located at Panama City. Tampa is the largest manufacturer of cigars in the world. The Fuller's earth mine, on the outskirts of Quincy, in Gadsden County, is the largest of its kind in the world. Florida is the second largest naval stores producing state in the Union. There are still billions of feet of lumber in the forests, 290,000,000 tons of phosphate in the mines. Florida produces 81 per cent of all the phosphate mined in the United States. The only sponge fisheries in the United States are in Florida. There are over 600 different varieties of edible fish caught in Florida waters. With an investment of about \$10,000,000 and approximately 11,000 persons employed, Florida fisheries produce from \$6,500,000 to \$20,000,000 annually, which is about 10 per cent of the fish business of the United States.

## HER INDUSTRY

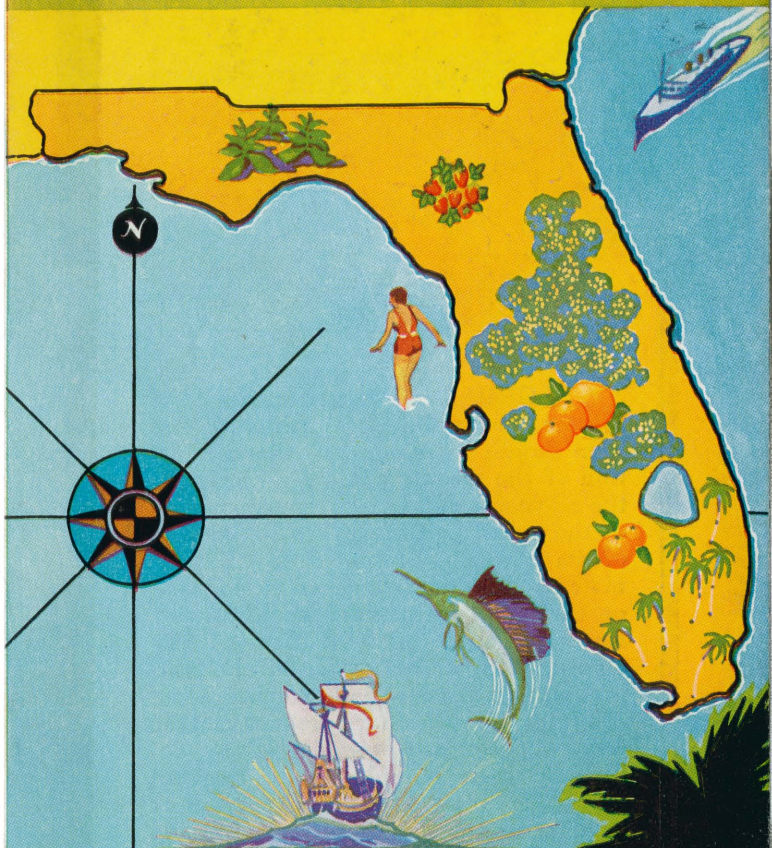
# GOVERNOR SHOLTZ' MESSAGE

**F**LORIDA is pleased to cooperate with its sister states as well as with the nations of the earth in presenting, for the entertainment and information of the world, this great Century of Progress exposition which will be a vivid panoramic picture of the progress made during the past 100 years along all lines — including art, science, industry and agriculture in all their respective branches. Progress as that word is generally understood has been registered by Florida in no uncertain manner in every decade of the century just closing. Florida is a land of specialized production and her fruits and vegetables, produced in profusion all the year-around, contribute much to the health of the world and the wonderful all-the-year-around climate of the state adds years to the lives of those who find rest and recreation under her sunny skies. Though Florida is represented in this great exposition by many exhibits in many parts of the grounds, they are but the "Show Rooms" of the state. We invite you to inspect them and if you are pleased and interested, as we hope you will be, we further invite you to visit the "Play Ground of the Nation, WHERE SUMMER SPENDS THE WINTER."

*Dave Sholtz*

# FLORIDA

AT THE WORLD'S FAIR



### *Other Florida Exhibits*

Living Orange Grove, Banana, Papaya and Other Sub-Tropical Plantings, Everglades Home and Plantings, on Lagoon in Front Agricultural Building. Bird Fountain, in Orange Grove. Tropical and Exotic Fruits in Kiosk, in Orange Grove. Spanish Mission Bells. Fountain of Youth in Orange Grove. Florida Orange Juice Bars in Orange Grove. Florida Tropical Home, in Housing Group. Florida Game and Food Fish in Shedd Aquarium. Flora and Fauna, Florida Seas, Hall of Science and Industry. Florida Sponge Fisheries and Sponge Diving, on Lagoon. Florida Carnival, Enchanted Isle.

A CENTURY OF PROGRESS