FLORIDA

the court of the states

BEGINNING AT THE RIGHT ON ENTRANCE

EXHIBIT UNITS
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-round playground not only of the nation but of the world, because of its equitable all-year-round climate, its freedom from extremes of heat or cold, and its general healthfulness. Its precision of gardens and all kinds of flowers, including fish, makes it an all-year-round 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.

Florida has 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 further 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.

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 equitable 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 Romance

Main Floor
1. Tropical Fruits and Flowers, Orchid Display
2. Beaches—Shell Seiving Tower
3. Clear Havana Cigar Industry
4. Florida Romances, Interior—Old City Gates of St. Augustine
5. Interior—Sign on the St. Augustine
6. Exhibits—Relics of Spanish Occupation and Ann Bulten Days

1. Play Ground of the Nation, Exhibits—Florida Colonial Costumes
2. Orange Tree, Exhibits—Florida Beach Scenes
3. Palm Tree in Bloom, Exhibits—Florida Fruits and Vegetables
4. Education in Florida, Exhibits—Florida Tropical Areas, Geographical Lines, Institutions of Learning
5. Florida Citrus Culture, Exhibits—Citrus Industry, Orange Juice, Frozen Orange Juice
7. Florida Industries, Exhibits—Phosphate Mining, Florida’s Great Trinity, Agricultural and Industrial Products

1. Florida's Forests, Exhibits—Florida Terrestrial Vegetation
2. Florida’s Waterways, Exhibits—Florida Aquatic Vegetation
3. Florida’s Water Sports, Exhibits—Water Sports and Aquatic Birds
4. Florida’s Wildlife, Exhibits—Florida Mammals and Reptiles

1. Information and Registration Booth
2. All exhibits in Florida exhibit are Charles R. Foshee
3. Mezzanine Floor (North)
4. Cases Display
5. Sea Shells
6. Tropical Butteflies
7. Tree Snails
8. Bird Snails
9. Bird Life
10. Curious Insects: Sea Life
11. Mezzanine Floor (South)
12. Potted Plants and Potted Plants Produccts
13. Florida Art Galleries

1. Stone Carving
2. Preserved and Crystalized Tropical Fruits
3. Bird Life
4. Commercial Preserving
5. Landscaping Showing Sky Lines
6. Mezzanine Floor (South)
7. Florida's Hops
8. Florida's Art Galleries
9. Florida's Fishes
10. Florida's Agriculture
11. Florida's Industrial Products

2. "Stone of Texas," by Mark D箟n DeSoto
3. "Restoration," by George E. Eickholt
4. "Pine's Eve," by Elmo B. King

General Offices on Main Floor
DURING 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 $400,000,000, 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.

FLORIDA'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.

GOVERNOR SHOLTZ' MESSAGE

FLORIDA 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.”
Other Florida Exhibits