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**OFFICIAL
DIRECTORY
OF FLORIDA EXHIBIT
WORLD'S FAIR
CHICAGO :::: 1934**

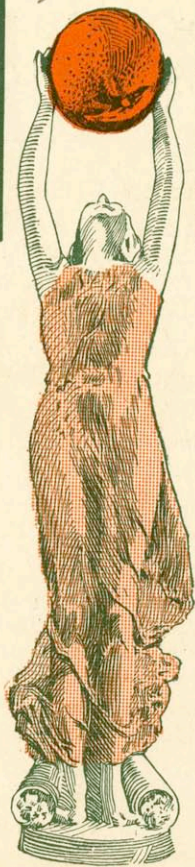
and
FACTS
to help you know
FLORIDA

●

QUESTIONS & ANSWERS
Covering All Phases of
FLORIDA LIFE

●

Compliments of
CITY OF PLANT CITY, FLORIDA



THE SPIRIT OF FLORIDA



DO YOU KNOW THESE FACTS ABOUT FLORIDA?

- Q *What is the area of Florida?*
A Land surface 54,861 square miles; water surface 3,805 miles.
- Q *Where does Florida rank in area among the states of the Union?*
A It ranks 21st and is the largest state east of the Mississippi with the exception of Georgia.
- Q *When is Arbor day in Florida?*
A First Friday in February.
- Q *What river in Florida is the only navigable one in the United States flowing north?*
A St. Johns River.
- Q *Who were the pioneer developers of the East and West Coast of Florida?*
A Henry M. Flagler, east; Henry C. Plant, west.
- Q *The fastest railway speed record ever recorded in the United States was made in Florida. When and where?*
A Over the Plant System (now ACL) from Fleming to Jacksonville in March, 1901, at a speed of 120 miles per hour for 5 miles.
- Q *What Florida city leads the world in the manufacture of Havana cigars?*
A Tampa. 1933 production was 292,285,457.
- Q *What high government position is now held by a former Congresswoman of Florida?*
A Ruth Bryan Owen of Miami, Minister to Denmark.

- Q *What Florida city is one of the most famous and oldest winter resorts?*
A Palm Beach.
- Q *What is the population of Florida?*
A 1930 Census, 1,468,211; July 1933 Government estimate, 1,544,000.
- Q *What was the population of Florida at the beginning of the Civil War?*
A 140,424.
- Q *What is the density of population in Florida?*
A 26.8 persons per sq. mile based on 1930 census.
- Q *How many males and females in Florida's population?*
A Males 737,675; Females 730,536.
- Q *How many families in Florida?*
A 376,499.
- Q *How many incorporated towns in Florida under 1000 population?*
A 179 towns with a total population of 75,392.
- Q *What is the rural population of Florida?*
A 552,021.
- Q *How many national bird reservations in Florida?*
A 14.
- Q *The statues of what two Floridians are in the National Statuary Hall in Washington?*
A John W. Gorrie and General E. Kirby Smith.
- Q *How many Masonic Lodges and members in Florida?*
A Lodges 244—members 27,522.

Q What was the percentage of increase in population in Florida from 1920 to 1930?

A 51.4 percent.

Q When was Florida discovered and by whom?

A On Easter Sunday, March 27, 1513, by the Spaniard Ponce de Leon in his search for the Fountain of Perpetual Youth.

Q What is the length of Florida's coast line?

A 3751 miles. 1,221 miles Atlantic Ocean—2,530 Gulf of Mexico.

Q How much of the national supply of naval stores comes from Florida?

A About one-third.

Q How many farms in Florida?

A 58,958 (1930 census).

Q How many lakes in Florida?

A 30,000.

Q How many Indians in Florida?

A 587 according to 1930 census. All of these are of the Seminole Tribe.

Q When was St. Augustine, the oldest city in the United States, founded?

A In 1565. St. Augustine has changed hands 13 times and has floated the Spanish, French, British, Confederate and United States flags.

Q What is the origin of the name Florida?

A Derived from the Spanish words "Pascua Florida" meaning feast of flowers.

Q What is the State motto?

A In God We Trust.

Q What is the State flower?

A The orange blossom.

Q What are the three nicknames of Florida?

A "Everglade," "Land of Flowers," "The Peninsular State."

Q What is the highest land elevation in Florida?

A Iron Mountain, Polk County, 325 feet.

Q How many presidential votes were cast in Florida in the 1992 election?

A Roosevelt 206,307; Hoover 69,170; Thomas 775.

Q How many counties in Florida?

A 67 counties.

Q Where is the largest and most famous Carillon in North America?

A At Mountain Lake (Lake Wales), Florida, the Singing Tower, memorial built by Edward W. Bok and dedicated by the late President Calvin Coolidge.

Q What are the qualifications for voting in Florida?

A In state 1 year; county 6 months; precinct 30 days. Read constitution, write name and pay poll tax.

Q How many men did Florida furnish in the World War?

A 42,217 for all branches of the service.

Q How much was Florida allotted by the Federal Government for public road funds in 1933?

A \$5,231,834.00.

Q What is the total railroad mileage in Florida?

A 5,558 miles.

Q *How many acres of land in Florida are devoted to farming?*

A 5,026,617 acres.

Q *What is the biggest fish ever caught in Florida waters?*

A Whale Shark, harpooned June 1, 1912 by Capt. Charles Thompson off Knight's Key. Weight 26,594 pounds. 38 ft. long with girth of 18 ft.

Q *What Florida city exports more phosphate than any other city in the United States?*

A The port of Tampa.

Q *What Florida river is immortalized in a famous song?*

A Suwannee River.

Q *When was Florida admitted to the Union?*

A It was ceded to U. S. as a territory in 1820 and was admitted into the Union as a state March 3, 1845.

Q *On what date did Florida secede from the Union at the outbreak of the Civil War?*

A June 10, 1861 and readmitted in 1865.

Q *What year did the Seminole Indian War begin in Florida?*

A 1835 with the murder of Gen. Thompson at Fort King. Ending April 19, 1842.

Q *When and where did Osceola, Chief of the Seminoles, die?*

A At Fort Moultrie, S. C., January 30, 1838, and is buried there.

Q *What is the size of Lake Okeechobee?*

A 730 square miles.

Q *What is the distance by rail from Jacksonville to Key West? From Jacksonville to Pensacola?*

A Jacksonville to Key West, 522 miles; Jacksonville to Pensacola, 369 miles.

Q *How does the average rainfall in Florida compare with that of California?*

A Florida's average rainfall is 57 inches, while California's average is 22 inches.

Q *The fastest automobile speed record in the world was made in Florida. When, where, by whom?*

A On Daytona Beach on February 22, 1933, by Sir Malcolm Campbell, British race driver. A speed of 272.108 miles per hour was attained.

Q *What is the greatest of Florida's natural growth resources?*

A The Florida pine.

Q *Name the principal minerals found in Florida?*

A Phosphate, Fuller's earth, kaolin, titanium oxide, diatomite.

Q *Name the three largest counties in Florida and the smallest one?*

A Collier County, 2,042 square miles; Dade County, 2,019 square miles; Palm Beach County, 1,940 square miles. Smallest county is Union with 248 square miles.

Q *What Florida man discovered the process of manufacturing artificial ice?*

A Dr. John Gorrie of Apalachicola.

Q *What are the principal varieties of oranges grown in Florida?*

A Parson Brown, Valencia, Pineapple, King, Lue Gim Gong, Washington Navel, Ruby, Homassassa, Seedling and Jaffa.

DIRECTORY OF FLORIDA EXHIBITS

FLORIDA HALL (Court of States) EXHIBIT UNITS

MAIN FLOOR

Tropical Fruits and Flowers.

- Orchid Display.
- Diorama—Bok Singing Tower.

Clear Havana Cigar Industry.

Florida Romance and History.

- Diorama—Old City Gates of St. Augustine.
- Diorama—Sunset on the Suwannee River.
- Exhibits—Relics of Spanish Occupation and Ante Bellum Days.

Play Ground of the Nation.

- Diorama—The Sport of Kings.
- Diorama—Florida Beach Scene.
- Exhibits—Trophies of Sport Events; Out-door Games.

Land of Year 'Round Sports.

- Diorama—Afield with Dog and Gun.
- Diorama—Leap of the Silver King.
- Exhibits—Mounted Specimens of Game and Fish.

Florida's Exquisite Honeys.

- Beeswax in Art.

Florida's Forests.

- Diorama—Florida Turpentine Farm.
- Diorama—Florida Lumber Mill.
- Exhibits—Lumber, Forestry, Naval Stores, Forest Products.

Florida Art.

- Diorama—Patio of Ringling Art Museum.
- Exhibits—Art Objects from Florida Studies.

Florida Sea Foods.

- Diorama—Commercial Fisheries.
- Exhibits—Feed Fish.

Florida Industries.

- Diorama—Phosphate Mining.
- Diorama—Kraft Paper Mill.
- Exhibits—Mineral and Industrial Products.

The Rare Fruits.

Florida's Year 'Round Agriculture.

- Three Dioramas of Agricultural Industry.
- Exhibits—Agricultural and Horticultural Products.

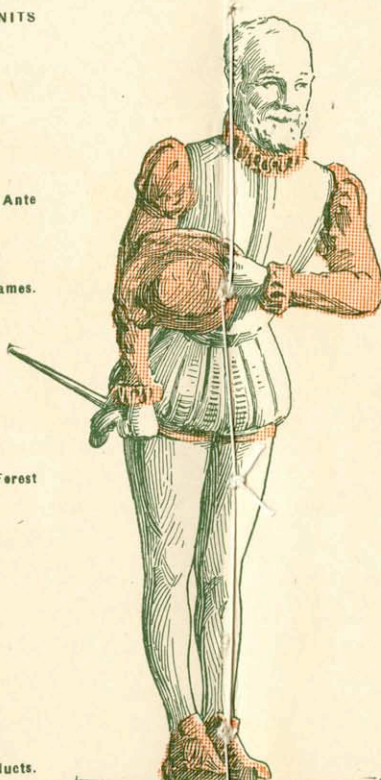
Florida Citrus Culture.

- Diorama—The Orange Belt.
- Exhibits—Citrus Fruits and Blossoms.

Florida Travel, Transport and Trade Development.

Education in Florida.

- Exhibits—Progress Along Educational Lines; Institutions of Higher Learning.
- Registration and Information Lobby to left Main Entrance.



PONCE DE LEON
THE DISCOVERER
WELCOMING THE WORLD
TO THE FLORIDA EXHIBIT

Offices, Municipal and Civic organizations representatives to right main Entrance.

Mezzanine Floor (north).

Special displays Florida game and aquatic birds, fresh and salt water fish, marine exhibits.

Mezzanine Floor (South).

Commercial and Industrial displays.

Broadcasting station, Mezzanine entrance from Ramp.

Mural Paintings (left to right).

"Discovery," by Addison Burbank.
"Exploration," by Dr. Max B. Cohen.
"Christianization," by Walter W. Hayn.
Topographical Map of Florida.
"Colonization," by Chester J. Tingle.
"Seminole War," by Mark Dixon Dadd.
"Reconstruction," by George S. Hill.
Lunettes Showing Sky Line of Larger Cities, by Denman Fink.

Sculptures, by George E. Ganiere.

Status, "Spirit of Florida."
Group, "Alma Mater."
Bust, Lu Gim Gong, "The Chinese Burbank."

FLORIDA TROPICAL GARDENS

(Adjoining Florida Hall)

7,000 specimens of Florida trees, shrubs and plants, 12,000 square feet in area under conservatory roof.

Sculptures.

"Florida Youth," Carey E. Landis.
"Pan," Ganiere.
"Pance de Leon," Ganiere.
"Bather," Ganiere.
"Florida Awakening," Ganiere.
"Innocence," Ganiere.

Specialty Shops.

Orange Juice Bar.
Florida Cigar Stand.
The Souvenir Shop.
Orange Blossom Perfume.
Palm Products Shop.

FLORIDA TROPICAL HOME

(Opposite Home Planning Hall)

The modern in Florida architecture and furnishings. Featuring living in the out-of-doors. Florida Souvenir Shop No. 2.

FLORIDA SPONGE BOAT AND DIVERS

(East Shere, North Lagoon)

The sponge boat "Ruth Elder," Greek Sponge divers from Tarpon Springs, Florida, in action. Deep Sea Museum. Florida Souvenir Shop No. 3.

Q *What are the six principal varieties of grapefruit grown in Florida?*

A Duncan, McCarty, Marsh Seedless, Silver Cluster, Triumph and Excelsior.

Q *What is the official state bird of Florida?*

A Mocking bird.

Q *Where does Florida rank in celery production in the United States?*

A It leads the nation with California second and New York third. Sanford and Bradenton are the celery centers of the state.

Q *What city is the strawberry center of Florida?*

A Plant City.

Q *Where is the only paper mill in Florida located?*

A Panama City.

Q *What is the metropolis of central Florida?*

A Orlando, "The City Beautiful."

Q *What is the title given DeLand?*

A "The Athens of Florida" by reason of the home of Stetson University.

Q *How long has the city of Jacksonville owned and operated its own electric light and power plant?*

A For 39 years or since 1895.

Q *What is the size of the Everglades?*

A 2,862,000 acres or about 4,500 square miles.

Q *When was drainage of the Everglades begun?*

A In 1903.

Q *When did the state of Florida obtain possession of the Everglades?*

A 1850 by cession from the federal government.

Q *How many fresh water lakes in Orange County (Orlando, county seat)?*

A More than 1500.

Q *What famous statistical institute is located in Florida?*

A Babson Statistical Institute at Babson Park.

Q *What is Florida's most famous Art Museum and where is it located?*

A The Ringling Museum and Art School at Sarasota. Sarasota is also the winter home of the famous Ringling and Barnum Shows.

Q *What is the acreage in Florida devoted to National Forest?*

A 595,000 acres.

Q *Where does Florida rank in the production of canned grapefruit and grapefruit juice?*

A It ranks first, producing an average of 90 percent of the world's supply.

Q *How many government lighthouses are located along the Florida coast and what is their total candlepower?*

A There are eight with a total candlepower of 9,130,000.

Q *How did Tampa get its name?*

A From the Indian word ITIMPI, meaning, "Close to it, Near it."

Q *From what was the word Miami derived?*

A From the French spelling of the Indian word MAUMEE, meaning "Mother."

Q *When and for whom was Jacksonville named?*

A In 1822 in honor of President Andrew Jackson.

- Q *What national distinction has Key West?*
A Further south than any other city in the U. S.
- Q *Where is the largest sponge market in North America?*
A Tarpon Springs, Florida.
- Q *What church in Florida has the largest number of members?*
A Baptist, first; Methodist, second.
- Q *What former citizen of Florida (now deceased) wrote the Pledge to the Flag?*
A Francis Bellamy, for a number of years a well-known advertising man of Tampa. The pledge was written in 1892 in Boston when he was a member of the staff of The Youth's Companion.
- Q *Who was Florida's first territorial governor?*
A Gen. Andrew Jackson in 1821.
- Q *The only stream navigable to its source, in the world, is located in Florida. Name it?*
A Silver Springs Creek, the source of which is Silver Springs.
- Q *What unusual thing do scientists claim for the Florida peninsula?*
A That it is the only peninsula in the world where the land is increasing on both sides.
- Q *How many bearing citrus trees are there in Florida and how many acres are devoted to citrus culture?*
A There are 21,000,000 bearing trees and 350,000 acres devoted to citrus culture.
- Q *What is Florida's largest citrus marketing organization?*
A The Florida Citrus Exchange.

- Q *What springs in Florida can supply approximately five gallons of pure spring water per day to each inhabitant in the United States?*
A Silver Springs, near Ocala, with a flow of 22 million gallons of water per hour.
- Q *How many varieties of trees grown on the North American continent are to be found in Florida?*
A Forty-seven percent of all varieties.
- Q *Where was the first commercial airplane service on regular schedule established in the U. S?*
A Between Tampa and St. Petersburg.
- Q *What is the longest stretch of highway in the state without a curve?*
A On the Tamiami Trail, across the Everglades, there is a stretch 34 miles long without a curve.
- Q *What Florida city is recognized by the U. S. Bureau of Fisheries as possessing the finest fishing grounds in the world?*
A Key West where are found more than 600 varieties of edible fish.
- Q *Where in Florida was established the first open air post office in America?*
A St. Petersburg, Florida.
- Q *What is the approximate value of products manufactured in Florida annually?*
A \$230,000,000.
- Q *What Florida bird is highly prized for its plumage?*
A The egret.

Q *Where in Florida is located the world's largest commercial air base?*

A Dinner Key (Pan-American Airways base at Miami).

Q *What commercial use is made of Spanish moss grown extensively in Florida?*

A Utilized in the manufacture of mattresses and automobile cushions.

Q *What spring in Florida, many miles from the nearest sea water, teems with salt water fish?*

A Salt Springs in Marion County.

Q *How did the grapefruit derive its name?*

A From the fact that the fruit grows in clusters.

Q *What city in Florida is equal distance between Gulf and the Atlantic?*

A Umatilla, which is 50 miles from each coast.

Q *When does the Florida legislature convene?*

A It convenes in regular session biennially, meeting the first Tuesday in April of the odd year.

Q *Who was Florida's most famed horticulturist?*

A Lu Gim Gong, a Chinese who spent most of his life in Volusia County and who developed many varieties of citrus fruits.

Q *What is the first harbinger of spring in Florida?*

A The blooming of the yellow jasmine.

Q *What two vegetable crops bring Florida farmers the greatest amount of revenue?*

A 1933 Tomato crop, \$4,381,000; 1933 Snap bean crop, \$4,356,000.

Q *What is the total mileage of the State Highway system?*

A State maintained highways, 6,257 miles.

Q *How many airports has Florida?*

A 117 municipal and county owned of which '60 are being enlarged and improved; 34 now under construction. There are also five military fields.

Q *What natural Jungle Garden is located on the East Coast?*

A McKee's Jungle Garden at Vero Beach.

Q *Name the principal institutions of higher learning in Florida?*

A University of Florida, Florida State College for Women, Rollins College, Stetson University, Southern College, Miami University, Tampa University.

Q *Of the 16 baseball teams in the National and American Leagues how many trained in Florida during the spring of 1934?*

A Eleven, besides a number of minor league teams.

Q *Name a natural phenomenon in Florida?*

A The ravines at Palatka, recently transformed into an azalea paradise.

Q *In what county is the geographical center of Florida?*

A Marion County.

Q *By what name is St. Petersburg known?*

A As the Sunshine City.

Q *Where in Florida is located the U. S. Navy's Training School for aviators?*

A Pensacola.

Q *What Florida town is known as the watermelon seed center of the world?*

A Monticello.

FLORIDA WELCOMES YOU



PLANT CITY

AMERICA'S WINTER STRAWBERRY CAPITAL

Located in a rich farming area of Hillsborough County, Florida, Plant City has a substantial foundation deep-rooted in fertile soil.

This attractive city is the center of the winter strawberry industry of America. On acre after acre the white blossoms of strawberry plants are transformed by Florida's warm winter sun into luscious, blood-red berries . . . a treat for the nation's table that millions seek from Plant City and Florida when no other section can supply the demand.

Strawberries alone bring to Plant City growers a return of more than \$2,000,000 a year. Growers sell at buying platforms for spot cash. In the 1933-34 season, Plant City shipped 22,412,513 pints of winter-grown strawberries to northern markets.

Many other farm crops are raised on the proven lands in the Plant City district. If you plan a farm in the Southland, visit Plant City.

You will find the city itself as delightful a place to live as you could desire — modern and progressive, with friendly neighboring cities for it is only a few minutes' drive over splendid paved highways to Ringling's Art Museum at Sarasota; the Bok Singing Tower at Lake Wales; the world's largest and most beautiful spring at Ocala, and the beautiful city of Tampa is only twenty-three miles to the west. The United States Weather Bureau says that the yearly average temperature in and around Plant City is 72 degrees.

For complete information write:

CITY OF PLANT CITY, FLORIDA