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THE FLORIDA TROPICAL HOME  
A Feature of  
"A CENTURY OF PROGRESS"  
Home Planning Division

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## Tropical Home of 1933-1934?

of sunny skies, blue waters, colorful flowers, swaying palms, and vistas of attractive homes set in tropical bowers, a land of recreation, a land replete with pleasures, far enuf north of the tropics yet extending farther into the tropics than any thus escaping the rigors of winter—cooled by trade winds in Gulf Stream in winter—the home site ideal—the American's the Winter."

At the zenith of life, Florida offers an increased span of years; of healthful outdoor sports and recreations, unsurpassed education to participate in the development of the states unlimited re-

of the state, while reproduced on canvas by great artists and be seen to be fully appreciated.

Architecture been so thoroly adapted to local conditions as it "Tropical Home" is the last word in the small home architecture

Resort is widespread; her greatest value to the American is the place to live—hence the "Florida Tropical Home".

FLORIDA COMMISSION  
"A CENTURY OF PROGRESS"

**Gov. David Sholtz**

Ex-Officio Chairman, Tallahassee

**Hon. Doyle E. Carlton**

Former ex-officio Chairman, Tampa

**Senator W. C. Hodges**

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J. W. Turner, Cedar Keys

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Dwight W. Rogers, Ft. Lauderdale

S. E. Teague, Apalachicola

Mrs. Edna G. Fuller, Orlando

**General Manager**

E. W. Brown, DeLand

## 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 enuf north 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 states 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 thoroly 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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## Companies Co-operating By Furnishing Their Products for Construction and Exhibit

**Accessories**—Tatman & Co., Chicago, Ill.  
Saks-Fifth Ave., Chicago, Ill.

**Aluminum**—Aluminum Co. of America, Pittsburg, Pa.  
Staircase & Railings—J. S. Heath & Co., Chicago, Ill.  
All Other Aluminum—Johnson Meier Co., Chicago, Ill.

**Automobile**—Graham-Paige Co., Detroit, Mich.

**Carpets**—Collins & Aikman Corp., New York, N. Y.

**Carpet Sweeper**—Bissell Carpet Sweeper Co., Grand Rapids, Mich.

**Casement Windows**—Campbell Casement Window Co., New York, N. Y.

**Cement**—Florida Portland Cement Co., Tampa, Fla.

**Cookware**—Super Maid Cook-ware Corp, Chicago, Ill.

**Decorative Painting**—Emil Erickson Co., Chicago, Ill.

**Draperies, Fabrics**—F. Schumacher & Co., New York, N. Y.  
Made by—Derk Smit, Chicago, Ill.  
Hardware—Kirsch Co., Sturgis, Mich.

**Electric Fixtures**—Arrow-Hait-Hagemann Electric Co., Hartford, Conn.

**Electric Iron**—Chicago Flexible Shaft Co., Chicago, Ill.

**Exhaust & Fan**—Diehl Exhaust Fan Co., Chicago, Ill.

**Fabrics**—Collins & Aikman Corp., New York, N. Y.  
F. Schumacher & Co., New York, N. Y.  
Morton Sundour & Co., New York, N. Y.

**Food Mixer**—Hamilton Beach, Racine, Wis.

**Furniture, Hardware**—Papparella Modern Art Iron Works, Inc., Brooklyn, N. Y.  
Kurt Versen, New York, N. Y.  
Metal—The McKay Co., Pittsburg, Pa.  
Wood—John Widdicomb Co., Grand Rapids, Mich.  
Upholstered—Mueller Furniture Co., Grand Rapids, Mich.

**Garage Door**—Overhead Door Co. of America, Hartford City, Ind.

**Glass**—Libbey-Owens-Ford Glass Co., Toledo, Ohio

**Hardware, Butts**—Stanley Wks.  
Locks—Yale & Towne, Hartford, Conn.

**Heatilator Fireplace**—Heatilator Co., Syracuse, N. Y.

**Kitchen Cabinets**—Copp Bros. & Zook, Nappanee, Ind.

**Lawn Sprinklers**—Muellermist Co., Chicago, Ill.

**Leather**—Eagle-Ottawa Leather Co., Grand Haven, Mich.

**Lighting Fixtures & Lamps**—Kurt Versen, New York, N. Y.

**Lime**—Ohio Hydrate & Supply Co., Woodville Ohio

**Lumber**—Brooks Scanlon Corp., Foley, Florida  
Burton Swartz Cypress Co., Perry, Florida

## Companies Co-operating By Furnishing Their Products for Construction and Exhibit

**Millwork**—A. H. Ramsey & Son, Miami, Florida

**Mirrors**—Hart Mirror Plate Co., Grand Rapids, Mich.

**Mosaics**—Kuhne Gallaries, New York, N. Y.

**Ozite Mats**—Clinton Carpet Co., Chicago, Ill.

**Paint - Exterior**—John Lucas Co., Philadelphia, Pa.

**Painted Glass**—Kuhne Galleries, New York, N. Y.

**Paintings, Etchings & Sculpture**—The Downtown Gallery, New York, N. Y.

**Phonograph Records**—Columbia Phonograph Co., Chicago, Illinois

**Plumbing Fixtures**—Crane Co., Chicago, Ill.

**Radio-Phonograph**—Capehart Corp., Fort Wayne, Ind.

**Reed Furniture**—Ficks-Reed Co., New York, N. Y.

**Refrigerator**—Frigidaire Corp., Dayton Ohio

**Roofing**—Koppers Products Co., Pittsburgh, Pa.

**Springs & Mattresses**—Burton-Dixie Corp., Chicago, Ill.

**Stove**—American Stove Co., Chicago, Ill.

**Stucco Paint**—Art Cement Co., Miami, Fla.

**Tile**—B. Mifflin-Hood Co., Daisy, Tenn.

**Tile Setters**—John Caretti & Co., Chicago, Ill.

**Tropical Paintings**—Glen St. Mary Nurseries, Glen St. Mary, Fla.

**Vacuum Cleaner**—Hoover Co., North Canton, Ohio

**Valdura Paints**—American Asphalt Co., Chicago, Ill.

**Vitrolite**—Vitrolite Co., Chicago, Ill.

**Wallpaper**—Henry Bosch Co., Chicago, Ill.

**Window Shades**—Henry Bosch Co., Chicago, Ill.

**Wire Lath**—Milcor Steel Co., Milwaukee, Wis.

## ARCHITECTS AND DESIGNERS

**ROBERT LAW WEED — PAIST AND STEWARD, ASSOCIATE ARCHITECTS**, Miami, Fla.

**Landscape Engineers**, Foster Barnes — De Land, Fla. — Glen St. Mary's Nurseries — Glen St. Mary, Fla.

**MACKAY W. WHITE**, Supervising Architect

**JAMES S. KUHNE — PERCIVAL GOODMAN — INTERIORS**, 400 East 52nd Street, New York, Architects and Designers of the Furniture and Furnishings.



# Why the Florida Tropical Home of 1933-1934?

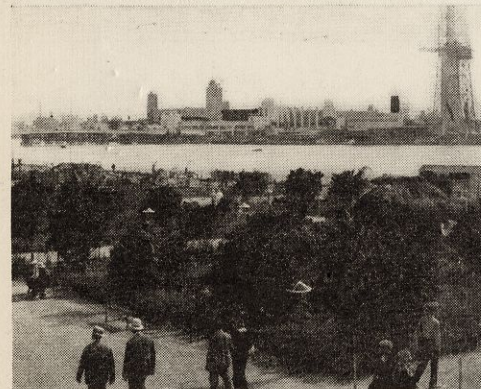
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## GOV. SHOLTZ GREETES YOU

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 sojourn with us each winter, as well as of those from every state of the Union who have become Floridians by choice and are as loyal to the interests of the state as the native born. Florida is prepared to cater to the requirements of three-fourths million 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.

## 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.
- 2-1/3 acres Northerly Isle fronting north lagoon.
3. The sponge divers and marine museum at wharf north lagoon.
4. The Tropical Garden in rear of Florida Hall.
5. The Florida Home, Leif Erickson Drive and 28th Street.



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