

RECEIVED  
UCF LIBRARY  
JUL 26 2010  
SERIALS

THE  
**FLORIDA**  
HISTORICAL QUARTERLY

---

PUBLISHED BY THE FLORIDA HISTORICAL SOCIETY



---

VOLUME 88

SPRING 2010

NUMBER 4

# *The Florida Historical Quarterly*

Published by the Florida Historical Society

Connie L. Lester, *Editor*  
Daniel S. Murphree, *Book Review Editor*  
Robert Cassanello, *Podcast Editor*

Sponsored by the University of Central Florida

## *Board of Editors*

Robert Cassanello, University of Central Florida  
Frederick R. Davis, Florida State University  
Jack Davis, University of Florida  
James M. Denham, Florida Southern College  
Andrew Frank, Florida State University  
Elna C. Green, San Jose State University  
Lu Ann Jones, National Park Service  
Raymond A. Mohl, University of Alabama, Birmingham  
Gregory O'Brien, University of North Carolina, Greensboro  
Paul Ortiz, University of Florida  
John David Smith, University of North Carolina, Charlotte  
Melanie Shell-Weiss, Johns Hopkins University  
Irvin D.S. Winsboro, Florida Gulf Coast University

The *Florida Historical Quarterly* (ISSN 0015-4113) is published quarterly by the Florida Historical Society, 435 Brevard Avenue, Cocoa, FL 32922 in cooperation with the Department of History, University of Central Florida, Orlando. Printed by the Sheridan Press, Hanover, Penn. Periodicals postage paid at Cocoa, FL and additional mailing offices. POSTMASTER: Send address changes to the Florida Historical Society, 435 Brevard Ave., Cocoa, FL 32922.

Subscription accompanies membership in the Society. Annual membership is \$50; student membership (with proof of status) is \$30; family membership is \$75; library and institution membership is \$75; a contributing membership is \$200 and higher; and a corporate membership is \$500 and higher. Correspondence relating to membership and subscriptions, as well as orders for back copies of the *Quarterly*, should be addressed to Dr. Benjamin D. Brotemarkle, Executive Director, Florida Historical Society, 435 Brevard Ave., Cocoa, FL 32922; (321) 690-1971; email: (Ben.Brotemarkle@myfloridahistory.org.)

Correspondence concerning contributions, books for review, and all editorial matters should be addressed to Editor, *Florida Historical Quarterly*, Dept. of History, CNH 551, Univ. of Central Florida, Orlando, FL 32816-1350; (407) 823-0261; fax: (407) 823-3184; email: (flhisqtr@mail.ucf.edu.) Manuscripts should be submitted in triplicate. Guidelines for preparing manuscripts are available at ([http://www.cas.ucf.edu/history/fhq\\_index.php](http://www.cas.ucf.edu/history/fhq_index.php).) The *Quarterly* is a member of the Conference of Historical Journals. The Florida Historical Society and the editor of the *Florida Historical Quarterly* disclaim responsibility for statements whether of fact or opinion made by contributors.

RECEIVED  
UCF LIBRARY  
JUL 26 2010  
SERIALS

THE

# FLORIDA

Spring 2010

HISTORICAL QUARTERLY Vol. 88, No. 4

---

**When Modern Tourism Was Born: Florida at the World  
Fairs and on the World Stage in the 1930s**  
David Nelson 435

**From Desegregation to Integration: Race, Football, and  
“Dixie” at the University of Florida**  
Derrick E. White 469

**Military Slave Rentals, the Construction of Army  
Fortifications, and the Navy Yard in Pensacola, Florida,  
1824-1863**  
Thomas Hulse 497

Book Reviews 540

End Notes 578

Florida History in Publication, 2009 585

Cumulative Index, Volume 88 606

Cover Illustration: Gondola named “Florida” crossing the lagoon  
at the Chicago “Century of Progress” World’s Fair, 1933.  
*Photograph courtesy of the Florida Photographic Collection, Florida State  
Library and Archives, Tallahassee.*

Copyright 2010 by the Florida Historical Society, Cocoa, Fla.

## Book Reviews

- Ethridge and Shuck-Hall, eds., *Mapping the Mississippian Shatter Zone: The Colonial Indian Slave Trade and Regional Instability in the American South*.  
by Julie Anne Sweet . . . . . 540
- Cashin, *Guardians of the Valley: Chickasaws in Colonial South Carolina and Georgia*.  
by Roger M. Carpenter . . . . . 542
- Shields, ed., *Material Culture in Anglo-America: Regional Identity and Urbanity in the Tidewater, Lowcountry, and Caribbean*.  
by Paul G. E. Clemens . . . . . 544
- Smith and Hilton, eds., *Nexus of Empire: Negotiating Loyalty and Identity in the Revolutionary Borderlands, 1760s-1820s*.  
by Andrew K. Frank . . . . . 547
- Hall, *A Faithful Account of the Race: African American Historical Writing in Nineteenth-Century America*.  
By Shawn Leigh Alexander . . . . . 549
- Mayfield, *Counterfeit Gentlemen: Manhood and Humor in the Old South*.  
by Jacqueline Glass Campbell . . . . . 552
- Rugemer, *The Problem of Emancipation: The Caribbean Roots of the American Civil War*.  
by Tyler Parry . . . . . 555
- Tomblin, *Bluejackets & Contrabands: African Americans and the Union Navy*.  
by Matt Clavin . . . . . 558
- Waugh and Gallagher, eds., *Wars within a War: Controversy and Conflict over the American Civil War*.  
by Charles D. Grear . . . . . 560
- Waugh, *U.S. Grant: American Hero, American Myth*.  
by Dinah Mayo-Bobee . . . . . 561

Rivers and Brown Jr., eds., <i>The Varieties of Women's Experiences: Portraits of Southern Women in the Post-Civil War Century.</i> by Sandra Gioia Treadway . . . . .	564
Perman, <i>Pursuit of Unity: A Political History of the American South.</i> by Lex Renda . . . . .	566
Noll and Tegeder, <i>Ditch of Dreams: The Cross Florida Barge Canal and the Struggle for Florida's Future.</i> by Philip Garone . . . . .	569
Graves, <i>And They Were Wonderful Teachers: Florida's Purge of Gay and Lesbian Teachers.</i> by Florence M. Turcotte . . . . .	572
McDonald and Hansen, <i>Truth, Lies, and O-rings: Inside the Space Shuttle Challenger Disaster.</i> by Paul Rubinson . . . . .	574



## When Modern Tourism Was Born: Florida at the World Fairs and on the World Stage in the 1930s

By David Nelson

More than any other moment in Florida's history, the debut of the state's exhibit at Chicago's Century of Progress world's fair in 1933 marked the beginning of modern Florida tourism. From this point until the end of the 20<sup>th</sup> century and beyond, Florida promoted and depended upon tourism more than upon any other industry. This proved to be the moment Florida ceased to be southern in the popular mind and assumed the image of a racially-and regionally-neutral land of sunshine, fun, and endless opportunity. It was at Chicago in 1933 that Florida became genuinely and definitively exotic and tropic in the public's eye. And as presented at the fair, Florida emerged as a playground devoid of class, race, unemployment lines, labor disputes, or foreign immigration. That image transformation marked a revolution from above, a civic-elite revolution—quiet and subtle, but revolutionary nonetheless—with far-reaching consequences for the state's economic, political, and social future.

The 1930s was also the start of a brief period wherein the state government and its public officials controlled the message of state advertising; the state bureaucracy was responsible for creating Florida's modern image as a natural paradise and the nation's

---

David Nelson is an Assistant Professor in History at Bainbridge College in Bainbridge, Georgia. He received his Ph.D. in History at Florida State University in 2008. He is a frequent contributor to the *Florida Historical Quarterly* on New Deal era Florida.

















































































































































































































































































































































































