Tacky Treasures: Vintage Florida Souvenirs, Exhibit Brochure

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Depression, a period in which Florida emerged as America's most popular tourist destination.

Visitors who flocked to Florida in the latter part of the nineteenth century were often intrigued by locally-made crafts, postcards, and travel guidebooks.

By the turn of the century, tourists’ tastes turned towards more refined and expensive mementos, such as fine china, carefully-crafted wooden canes, and sterling silver spoons. Throughout the middle of the twentieth century, Florida's tourism industry still featured numerous "mom and pop" souvenir stands that catered to vacationers driving across the state in search of surf, sun, and sightseeing.

However, the souvenir industry really blossomed during the era between the end of the Civil War and the beginning of the

Long before it blossomed into the multi-billion dollar enterprise that exists today, the Florida tourism industry catered to curious northern visitors who flocked to the state for its "healthful" climate and "exotic" destinations. Indeed, the first wave of visitors began to trickle into Florida settlements such as St. Augustine and Jacksonville as early as the 1830s and '40s, when a network of modern hotels and ship routes began to emerge.

Today these "tacky treasures" are highly prized by collectors and historians alike, and the significance of Florida souvenirs as cultural icons has recently been memorialized in museum exhibits, in websites, and in scholarly books and articles (see the Bibliography for more information).

We hope this exhibit contributes to your understanding of this important part of Floridiana and encourages you to explore more of the Sunshine State and its ever-growing tourism industry for yourself.

—Tim Bottorff, Rosen Librarian
FLORIDA'S VINTAGE SOUVENIRS

ROSENFELD LIBRARY IN ASSOCIATION WITH THE ORANGE COUNTY REGIONAL HISTORY CENTER IS PLEASED TO PRESENT A SPECIAL EXHIBIT FEATURING FLORIDA VINTAGE SOUVENIRS FROM THE 1930'S-70'S MAY-JUNE 2004

Rosen Library's Fun & Educational Exhibit

Features more than thirty vintage souvenirs on loan from the Orange County Regional History Center, including such "tacky treasures" as painted plates and cups, miniature vases, antique Florida handkerchiefs, and various other novelties.

For more information about the OCRHC, please call (407)-836-8500 or visit www.thehistorycenter.org

The following sources may be helpful for those wishing to learn more about the history of souvenirs and tourism in Florida:


Orange County Regional History Center. Orlando: Orange County Regional History Center, 2000-2004 [cited 26 April 2004]. Available at http://www.thehistorycenter.org/home.html


