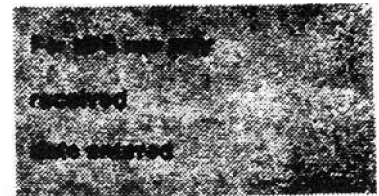


**United States Department of the Interior
 National Park Service**

**National Register of Historic Places
 Inventory—Nomination Form**



Continuation sheet

Item number 7 & 8

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INDIVIDUAL DATA SHEET

SURVEY NUMBER <u>0046</u>	PROPERTY OWNER <u>First National Bank</u>
PROPERTY NAME <u>Florida Brothers Bldg.</u>	ADDRESS <u>303 W. Hale</u>
LOCATION <u>319 W. Hale</u>	<u>Osceola, AR</u>
CONSTRUCTION DATE <u>1936</u>	

DESCRIPTION

Constructed in 1936, the Florida Brothers Building is a one-story flat-roofed building constructed of cut stone with Art Deco detailing. A stone string course runs across the facade (north elevation) and east and west elevations. Above the string course on the facade the words "FLORIDA BROS. & CO." are inscribed. The facade features an entrance door in the center outlined by a vertically laid stone projection punctuated by reeding, over which is a decorative stone carving. The entrance is flanked by two plate glass windows topped by cut stone lintels. The design of the lintels, cut to resemble dentilling, is reflected in a cut stone course that runs along the top of the facade.

SIGNIFICANCE

Representative of Art Deco stylistic influence, the Florida Bros. Building was built in 1936 by Thomas P. Florida at the same time he and his brothers constructed the large First National Bank Building on the same block. Thomas Florida's building was to house his real estate business, which had faired well during the Great Depression, enabling the Florida Brothers to loan millions of dollars to farmers in the Mississippi County area. This office building, located directly across the street from the new WPA-built post office building (0009), represented the end of an era of economic disaster in the small rural town of Osceola. Dedications of both of these buildings were celebrated by parades, picnics and speakers. Considered modern, the building featured the unique quality of having air-conditioning. This building is a significant historic structure in Osceola because of its simple styling with Art Deco influences and its historic representation of an important business in Osceola.

ACREAGE less than one

VERBAL BOUNDARY DESCRIPTION Lot 4, except E 3'11", Block 20, Townsite Addition

QUADRANGLE NAME Osceola, AR-TN **QUADRANGLE** 1:24000

UTM REFERENCE: ZONE 16 **EASTING** 231200 **NORTHING** 3954820