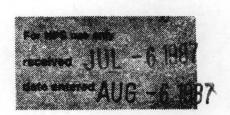
United States Department of the Interior National Park Service

National Register of Historic Places Inventory—Nomination Form



Continuation sheet

Item number

7 & 8

age 1

INDIVIDUAL DATA SHEET

SURVEY NUMBER	0046	PROPERTY OWNER First National Bank		
PROPERTY NAME_	Florida Brothers Bldg.	ADDRESS 303 W. Hale		
LOCATION	319 W. Hale	Osceola, AR		
CONSTRUCTION D	PATE 1936			

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		QUADRA	ANGLE 1:24000
UTM REFERENCE: ZONE 16	_ I	EASTING	231200	NORTHING 3954820

OMB Approval No. 1024-0018 7/6/87

United States Department of the Interior National Park Service

AUG -6 1987

National Register of Historic Places Continuation Sheet

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WASO Form - 177 ("R" June 1984)

UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES CONTROL OF THE PROPERTY O

Florida Brothers E Mississippi County ARKANSAS	Building (Osceola MRA)		Working No
			Date Due: 8/6/87 - 8/20/87 Action:ACCEPT _ 8 - 6 - 87
resubmission		Mattered in the	RETURN
	on or local government	Mational mos-	
owner objection appeal			Federal Agency:
Substantive Review:	sample request	appeal	☐ NR decision
Reviewer's comments:			
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			Reviewer
			Date
			see continuation sheet see continuation sheet see
Nomination returned for	:technical corrections cited belo		Candrongle name Candrongle name UTM Paterway
1. Name			
2. Location			
3. Classification			
Category	Ownership Public Acquisition	Status Accessible	Present Use
4. Owner of Property		ini orașe nel	The evaluated centicates of this property within t
5. Location of Legal Des	cription	(so of	state lignother
6. Representation in Exi	sting Surveys		State Historia ProbetVedon Officer a one cure
Has this property been de		□ no	
7. Description			
Condition	Che	ck one	Check one
excellent	deteriorated	unaltered	original site
good	ruins	altered	moved date
☐ fair	unexposed		
Describe the present and	original (if known) physical appearance	e e	
summary paragraph			
completeness			
☐ clarity			
alterations/integrity			
dates boundary selection			

8. Significance				
Period Areas of Sign	nificance—Check and justify below			
Specific dates	Builder/Architect			
Statement of Significance				
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summary paragraph		(AT	s Building (Oscepla M	
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☐ justification of areas	checked			
relating significance				
context	MRUTERRETURN			
relationship of integr	rity to significance			
☐ justification of excep	otion			
other				
9. Major Bibliographical	I References			
10. Geographical Data	frenal countries are			
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Quadrangle name				
UTM References				
V. I. I.I. and I and I are it	al d l d f d			- gunnin r
Verbal boundary descrip	otion and justification			
11. Form Prepared By	60 (2000) Promot Um	au) at G	epidencina ti	Caregory
12. State Historic Prese	rvation Officer Certification			
The evaluated significan	ce of this property within the state is:			
national	statelocal			
State Historic Preservati	on Officer signature			
title	date			
13. Other				200000000
. Or Other				
☐ Maps				
Photographs				
Other				
Questions concerning th	is nomination may be directed to	Salm malica near		
Signed	Dat	e	Phone:	
- Ig. 10 u -	- Dat	·	11101101	



FLORIDA BROTHERS BLDG. 319 N. HALE OSCEOLA 1936

> Florida Brothers Building - 0046 Osceola MRA Osceola, Mississippi County Photographed by Carolyn Wallace June 1986 Negatives on file at AHPP