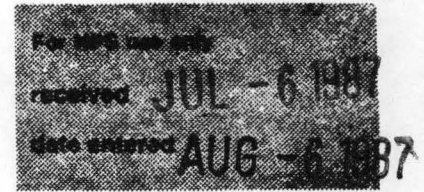


United States Department of the Interior
National Park ServiceNational Register of Historic Places
Inventory—Nomination Form

Continuation sheet

Item number 7 & 8

Page 15

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 DATE	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 fared 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

7/6/87

United States Department of the Interior
National Park Service

AUG -6 1987

National Register of Historic Places
Continuation Sheet

Section number _____ Page _____

Multiple Resource Area
Thematic GroupName Osceola MRA
State Mississippi County, ARKANSAS

Nomination/Type of Review

Entered in the
National Register

Date/Signature

Cover

Keeper Delores Byers 8/6/87

1. Bank of Osceola

Entered in the
National RegisterKeeper Delores Byers 8/6/87

Attest _____

2. City Hall

Entered in the
National RegisterKeeper Delores Byers 8/6/87

Attest _____

3. Florida Brothers Building

Entered in the
National RegisterKeeper Delores Byers 8/6/87

Attest _____

4. Hale Avenue Historic District

Entered in the
National RegisterKeeper Delores Byers 9/14/87

Attest _____

5. Mississippi County Jail

Entered in the
National RegisterKeeper Delores Byers 8/6/87

Attest _____

6. Old Bell Telephone Building

Entered in the
National RegisterKeeper Delores Byers 8/6/87

Attest _____

7. Osceola Times Building

Entered in the
National RegisterKeeper Delores Byers 8/6/87

Attest _____

8. Planters Bank Building

Entered in the
National RegisterKeeper Delores Byers 8/6/87

Attest _____

9.

Keeper _____

Attest _____

10.

Keeper _____

Attest _____

87001355

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Florida Brothers Building (Osceola MRA)
Mississippi County
ARKANSAS

Working No. _____

Fed. Reg. Date: 8/2/88

Date Due: 8/6/87 - 8/20/87

Action: ☒ ACCEPT 8-6-87

☐ RETURN

☐ REJECT

Federal Agency: _____

- ☐ resubmission
☐ nomination by person or local government
☐ owner objection
☐ appeal

Entered in the
National Register

Substantive Review: ☐ sample ☐ request ☐ appeal ☐ NR decision

Reviewer's comments:

Recom./Criteria _____

Reviewer _____

Discipline _____

Date _____

_____ see continuation sheet

Nomination returned for: _____ technical corrections cited below
_____ substantive reasons discussed below

1. Name

2. Location

3. Classification

Category	Ownership	Status	Present Use
	Public Acquisition	Accessible	

4. Owner of Property

5. Location of Legal Description

6. Representation in Existing Surveys

Has this property been determined eligible? ☐ yes ☐ no

7. Description

Condition

- ☐ excellent ☐ deteriorated
☐ good ☐ ruins
☐ fair ☐ unexposed

Check one

- ☐ unaltered
☐ altered

Check one

- ☐ original site
☐ moved date _____

Describe the present and original (if known) physical appearance

- ☐ summary paragraph
☐ completeness
☐ clarity
☐ alterations/integrity
☐ dates
☐ boundary selection

8. Significance

Period _____ Areas of Significance—Check and justify below

Specific dates _____

Builder/Architect _____

Statement of Significance (*in one paragraph*)

- ☐ summary paragraph
- ☐ completeness
- ☐ clarity
- ☐ applicable criteria
- ☐ justification of areas checked
- ☐ relating significance to the resource
- ☐ context
- ☐ relationship of integrity to significance
- ☐ justification of exception
- ☐ other

9. Major Bibliographical References

10. Geographical Data

Acreage of nominated property _____

Quadrangle name _____

UTM References _____

Verbal boundary description and justification _____

11. Form Prepared By

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

_____ national _____ state _____ local

State Historic Preservation Officer signature _____

title _____ date _____

13. Other

- ☐ Maps
- ☐ Photographs
- ☐ Other

Questions concerning this nomination may be directed to _____

Signed _____ Date _____ Phone: _____

FLORIDA BROS. & CO.



FLORIDA BROTHERS BLDG.

319 W. HALE

OSCEOLA 1936

Florida Brothers Building - 0046

Osceola MRA

Osceola, Mississippi County

Photographed by Carolyn Wallace

June 1986

Negatives on file at AHPP