



MEMBER CHAMBER OF COMMERCE OF THE UNITED STATES  
MEMBER COUNCIL OF STATE CHAMBERS OF COMMERCE

FLORIDA STATE  
CHAMBER OF COMMERCE  
*an organization for public enlightenment*

8087 EXPRESSWAY · JACKSONVILLE 4, FLORIDA · MAILING ADDRESS DRAWER 8046 · TELEPHONE RAYMOND 4-8400

June 9, 1960

Honorable Farris Bryant  
Democratic Nominee for Governor  
Ocala, Florida

Dear Farris

From 1932 to 1942, Florida through her exhibits at the Chicago and New York World's Fairs, earned the reputation given our state by former Vice President, General Charles G. Dawes, and Grover Whalen, President of the New York World's Fair, of being the premier exhibitor among the American States. These exhibits did much to pull Florida out of the depression and direct benefits to all segments of Florida's economy resulted from these presentations, where in each instance Florida outshone all competitive resort states of the Union.

With the coming of World War II these exhibits were discontinued. It is now the opinion of state leaders that they should again be inaugurated and the committee investigating so reported to the Advertising and Tourist Development Division of the State Chamber, which unanimously approved same; and at the last annual meeting of the State Chamber it was submitted to the membership as a whole and unanimously approved. Therefore, the procedure will follow closely that inaugurated in 1932, of creating a nonprofit corporation, with the membership assuring equal representation of all parts of the state and all segments of Florida's economy.

The initial showing is planned for early 1961, in the New York Coliseum, 68,000 square feet composing the main floor to be utilized; the announcement of same has caused all private promotions

Honorable Farris Bryant  
June 9, 1960  
Page #2

to withdraw from the field with their objectionable presentations and concessions. This is not an experiment, but a proven method of building the tourist industry in Florida.

It is my happy privilege and pleasure to ask you on behalf of the committee to serve as Honorary Chairman and Charter Member of this nonprofit corporation. With the limited time in which to get exhibit construction under way, secure plant life and proper displays, your immediate acceptance will be appreciated; and the nonprofit corporation charter, now in the final stages of preparation, will be forwarded for your signature in the immediate future.

This will be Florida's greatest opportunity to offset the travel shows and the very extensive advertising of the competitive resort areas, not only of this country, but by the Caribbean, Central and South American and European resorts, as well.

These promotional displays can later be used in the Exposition Hall at headquarters of the State Chamber. They would become the nucleus of Florida's participation in the 1964 World's Fair.

While tourism is still Florida's greatest source of income, these exhibits will also include the other important contributions to Florida's economy.

Awaiting your early acceptance, I am

Sincerely yours

  
J. J. Farris, Jr.  
President

JJPJr/mf