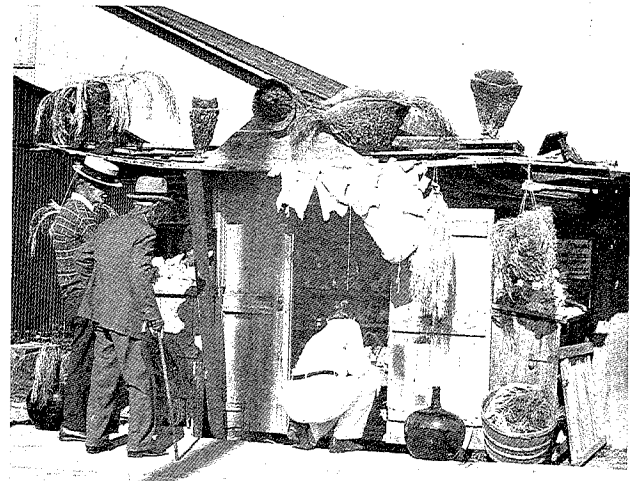




The *Hiawatha* cruises the Ocklawaha River. (Photo taken between 1904 and 1919.)



Visitors prowl a Key West curio shop in 1940.

thought he was heavyweight boxing champion Joe Louis and who sometimes put on a crazy uniform and directed traffic with a sword; and Pancho Macaro, who introduced bolita, the numbers game, to Key West (and thereby to the rest of America). Ernest Hemingway shows up, too, training boxers in a brothel. These characters made Key West the colorful place it was during the first half of the 20th century.

After World War II, when Florida became a boom state, the action moved to Orlando where the Tupperware Home Parties organization established its national headquarters. Orlando resident Brownie Wise used her savvy to launch the in-home sales concept that became a post-war cultural phenomenon. The book, *Tupperware Unsealed* (University of Florida Press, 251 pages, \$28), pops the lid off this Florida connection. It tells how Wise made the company millions but ultimately was fired under mysterious circumstances by eccentric inventor Earl Tupper. Journalist Bob Kealing is the author.

Here's a look at some other new Florida titles:

The First Hollywood: Florida and the Golden Age of Silent Filmmaking (University Press of Florida, 208 pages, \$27.50): Author Shawn Bean looks in on historic moviemaking around Florida, while focusing on Jacksonville's ascent—and subsequent fall—as a motion picture center rivaling Hollywood. He describes Florida's first talkie, *Hell Harbor*, filmed in Tampa in 1930, and reports that Buster Keaton organized his own production firm in St. Petersburg. Fifteen major film companies, including Fox and Metro Pictures, operated in Jacksonville in 1914, and by 1928, 300 films, including the first one in Technicolor, had been completed there.

It was Never about a Hot Dog and a Coke (WingSpan Press, 204 pages, \$27.95): In August 1960, more than 200 club-carrying white people attacked 35 members of the Jacksonville Youth Council as they attempted to integrate lunch counters. Author Rodney L. Hurst, Sr. led the sit-ins.

His book chronicles the racial climate in Jacksonville during the 1950s and tells the story of the episode that became known as Ax-Handle Saturday.

Cape Canaveral (Arcadia Press, 128 pages, \$19.95): The Cape, of course, stirs images of rocketry and America's race to space. But its history goes much deeper. It has been marked as a feature on navigational maps since at least the 16th century. Filled with vintage photos, the book is one of Arcadia's "Images of America" series. It is author Ray Osborne's first book.

The Sunshine Economy: An Economic History of Florida since the Civil War (University Press of Florida, 368 pages, \$34.95): Explosive growth, periods of prosperity, growing repute as a resort and retirement mecca—the next thing you know, Florida had shed its backwater scales and emerged as the fourth most populous state while riding a mighty economy. How did that happen? Sunshine had a lot to do with it, but there is much more. Economics professor William B. Stronge tells you in a meticulously documented book with 144 charts and 41 maps.

Black Out (Shaye Areheart Books, 368 pages, \$23): The heroine has a fine family life in Florida, but a frightening past in which she was associated with a serial killer. Has the guy shown up again? It's a thriller, but it deals with issues that may cause the reader to think beyond the tension.

Selling the Sunshine State: A Celebration of Florida Tourism Advertising (University Press of Florida, 352 pages, \$34.95): Tim Hollis has assembled a scrapbook of nearly 500 nostalgic postcards, brochures, souvenirs, and photos, all used to create the Florida allure.

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