

Raymond A. Eberling

“Come on Down! The Selling of the Florida Dream, 1945-1965.”

My dissertation topic explores the “selling” of the Florida Dream in the twenty year period following the end of World War II. The term “selling” has two meanings in this case. There is the literal definition of the term “selling” which deals with the actual marketing and advertising used by real estate developers in selling the Florida Dream to the American public. The second meaning, however, refers to the informal expression, “selling out,” in other words, the compromising of personal and professional ethics for personal gain. Was the state of Florida “sold” by state and local politicians to the highest bidders in the form of favorable zoning, environmental laws, and outright graft? Is there a relationship between these two meanings of “selling,” e.g., a coordinated effort on the part of advertising agencies, business, and government to exploit the development of the state? While there is existing scholarship indicating as such, I have seen none to the depth to which I would like to explore the subject.

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