



Florida's Famed
Underwater Fairyland...

Silver Springs



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FREE...
Florida Road Map!



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PICNIC GROUNDS

CONVENTION HALL
and
BANQUET ROOM

CARRIAGE CAVALCADE
An exhibit of antique
cars and carriages

TYPICAL
SEMINOLE VILLAGE

CENTRAL TICKET OFFICE and
BOAT DOCKS
Here you will board the unique
electrically-propelled GLASS
BOTTOM BOATS, and the
JUNGLE-CRUISER

CAFETERIA
COFFEE SHOP
and
RESTAURANT

GIFT SHOPS—PHOTO SHOP
SODA SHOP—ANTIQUE SHOP
VISITORS REGISTER—REST ROOMS
ADMINISTRATION 2ND FLOOR

ROSS ALLEN'S
REPTILE INSTITUTE

BATH HOUSE, SWIM SHOP,
TOY SHOP

THE PRINCE OF PEACE
MEMORIAL

'BURGERS and SHAKES

PARKS and GARDENS

TOMMY BARTLETT'S
INTERNATIONAL DEER RANCH

SHOWING THE EXTENT
OF THE FASCINATING
ADVENTURES WAITING
FOR YOU AT
WORLD FAMOUS

Silver Springs

SITE OF THE
ROMANTIC LEGEND OF THE
BRIDAL CHAMBER

GLASS BOTTOM BOAT
trip continues down river
for a mile—over 14
beautiful spring groups

Florida's famed underwater fairyland

... is located at the head of beautiful Silver River in Central Florida near friendly Ocala.

Known also as Florida's underwater fairyland, Silver Springs is really a subterranean river springing from the earth through a vast cavern 65 feet wide, 12 feet high at its mouth and lying 50 feet below the surface of the circular basin which forms the head of the springs and the source of Silver River.

Proclaiming that it is to the South what Niagara Falls is to the East and Grand Canyon is to the West, millions of amazed

visitors insist that it is one great natural attraction everyone should see. For here at Silver Springs nature has drawn aside the curtain of mystery that shrouds most waters and, through the magic of "water as clear as air," reveals a living panorama of a world unknown to those who have never seen beneath its surface.



Silver Springs

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As the map in this folder reveals, Florida's many lea... nect with Florida Highway 40 to provide a broad and sma... water's edge at this great tourist mecca.

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Admission to the beautifully landscaped 100-acre p... is free at all times and visitors are invited to use parkin... privileges, without cost.



JUNGLE CRUISE SPEED BOAT RIDE

While the electrically propelled glass-bottom boat ride is the internationally known magnet that draws more than 1,500,000 eager visitors to Silver Springs annually, the 45-minute thrill ride five miles down Silver River aboard the "Jungle Cruiser" is a treat none will wish to miss.

Aboard the modern new 80-passenger cruisers, captained by courteous and experienced guides who are veterans of the jungle area, you'll pass through vistas of beauty and color unmatched except in other dense tropical jungle lands. Almost always the climax of the ride comes from the fun you will have in closely observing the antics of a colony of wild monkeys introduced into the Florida Jungle as an experiment years ago.



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Silver Springs

. . . is an established community of about 500 persons. It has its own Post Office, numerous shops, motels and motor courts.

As the map in this folder reveals, Florida's many leading highways connect with Florida Highway 40 to provide a broad and smooth pathway to the water's edge at this great tourist mecca.

The electrically powered glass-bottom boats carry passengers in silence and complete comfort from 7:30 A.M. 'til sundown every day of the year — rain or shine. Tickets for this unique and thrilling ride and for the Jungle Cruise down Silver River are obtained at the Central Ticket Office at the boat docks. Admission to all other attractions can be gained at ticket offices operated by each.

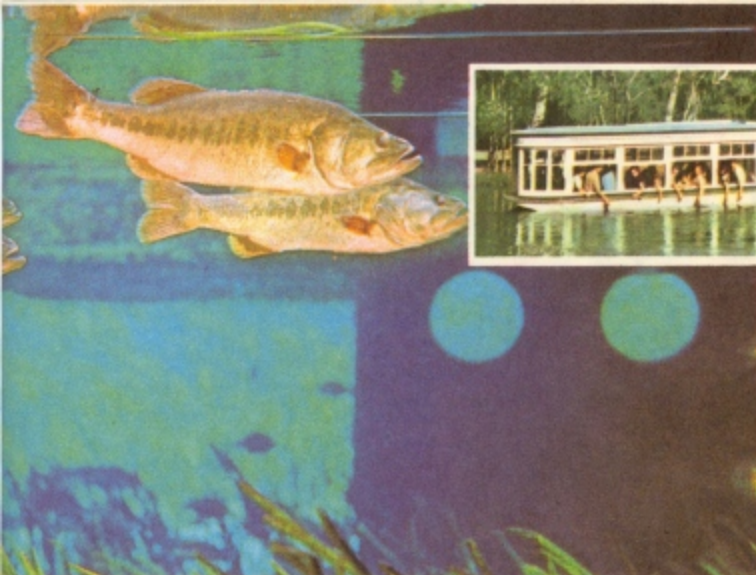
Admission to the beautifully landscaped 100-acre park-recreation area is free at all times and visitors are invited to use parking and picnic table privileges, without cost.



To the left is
pictured the beautiful
Skyline Room and the
delightful Garden Room

in the attractive air-conditioned
serves as a convention hall
blies held in Florida annually
"eating outdoors" for all abo
brought inside. In addition,
can you blame us for saying
Silver Springs.

Where it's a joy to meet...and a TREAT to EAT



GLASS BOTTOM BOAT RIDE

Your boat will hardly have glided away from the dock when the guide will point out to you the **MAMMOTH ROCK LEDGE** with its sheer drop from 17 to 31 feet. Then, as your noiseless, electrically propelled boat seems to float through the air, will come in quick succession the

BIG SPRING AND ENDLESS CAVERN from which pours an average of 550,000,000 gallons of water every 24 hours.

RECEPTION HALL — Spectral rays scintillating upon the sand-limestone walls.

BRIDAL CHAMBER — The legendary and fathomless crevice which emits a filmy veil of shell in a never-ending stream. This stream is 81 feet deep.

LADIES' PARLOR — A thousand rainbows mirrored against a background of alabaster pink (62 feet across).

DEVIL'S KITCHEN — Springs bubbling charcoal, giving the appearance of smouldering campfires.

PREHISTORIC BONES — Remains of the giant mastodon that once roamed Florida are clearly seen at a depth of 36 feet near fascinating **GEYSER SPRING**.

BLUE GROTTTO — A pool of ethereal blue, 41 feet deep, and clearer than the air you breathe. Trick fish often parade in military formation.

TURTLE MEADOW — Turtle herds graze upon unique woolly moss that covers the bottom at this place.

GARDEN OF EDEN — Where coral and silk ferns of gorgeous colorings and beautiful markings vie with wax-like bridal wreaths to form a fascinating picture.

THE SUNKEN GARDENS — Where one sees the most interesting subaquatic plants on display anywhere on earth, actually resembling forests viewed from an airplane.

FISHERMAN'S PARADISE — Where the fish play football.

CATFISH HOTEL — Watch for the manager.

DECORATED CHRISTMAS TREES — Covered with tinsel, a sunken mystery boat which tradition ascribes to the DeSoto era is seen along with petrified cypress logs, and large schools of catfish, bream, and others.

community of about
s and motor courts.

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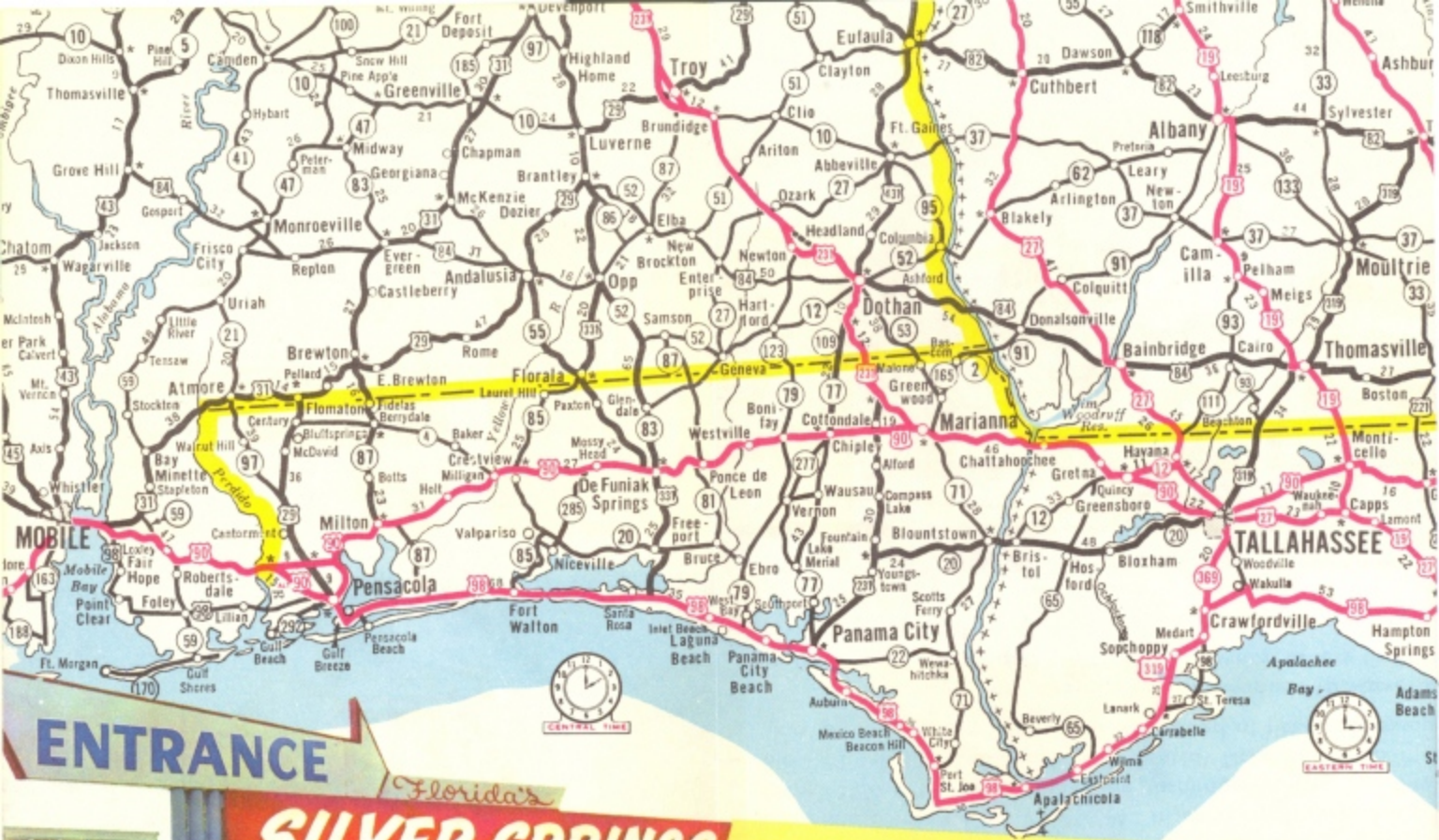


To the left is
pictured the beautiful
Skyline Room and the
delightful Garden Room



TREAT to EAT

in the attractive air-conditioned Restaurant-Cafeteria-Coffee Shop building. The former serves as a convention hall and banquet room where many of the outstanding assemblies held in Florida annually are convened. In the latter you quickly get the feeling of "eating outdoors" for all about you the relaxing beauty of the out-of-doors is literally brought inside. In addition, both cafeteria and coffee-shop service are offered. So . . . can you blame us for saying ". . . it's a joy to meet . . . and a treat to eat" at Florida's Silver Springs.



America's Favorite Family Resort!

BY CAR Silver Springs is easily reached over eight of the federally designated north-south highways serving Florida. Three of these scenic arteries (U.S. 301, U.S. 27 and U.S. 441) intersect Florida 40 (at Ocala) which provides a fast, smooth and safe 6-mile route to the water's edge at this famous international attraction.

BY TRAIN Silver Springs can be reached from any point in the Nation. Just purchase a ticket to Ocala via the Atlantic Coast Line or the Seaboard Airline Railroad; or, exercise a stop-over privilege. Local bus and taxi service readily available.

BY BUS this much-visited resort becomes accessible to you wherever you are. Buy your ticket direct to Silver Springs; or, exercise stop-over privileges at Ocala where local bus and taxi service are available for the short 6-mile run to this tourist mecca.

BY PLANE the Ocala-Silver Springs area can be quickly reached via Eastern Air Lines by many fast daily schedules. If traveling by private plane you can land either at Taylor Field (Ocala) or at Silver Springs Airpark. The latter only ¼ mile away — is commercially licensed with east-west sod runway, stand-by petroleum service, a weather station, pilots' lounge, rental car service and radio contact (unicom 122.8 m.c.).



While at *Silver Springs* visit these other Won



SILVER SPRINGS BEACH where the snow white sand and a constant 72° water temperature beckon swimmers year 'round.



PRINCE OF PEACE MEMORIAL embraces a series of hand-carved multi-dimensional scenes depicting the life of Christ.



ROSS ALLEN'S REPTILE INSTITUTE offers colorful guided lecture-demonstrations hourly, including the highly exciting "milking" of rattlesnakes.



CARRIAGE CAVE features an ancient collection and other vehiress of America





- 1 Panoramic view of the "New Look" at Florida's Silver Springs. Boat docks, shopping center and offices in foreground. Restaurant-Coffee Shop-Convention Hall and Cafeteria building in background.
- 2 Silent, electrically propelled glass-bottom boats moving past tropic splendor seen everywhere in the 100-acre landscaped riverside park.
- 3 The famous "Crooked Palm" pictured here, because of its beauty and uniqueness, is perhaps the most photographed tree in the world.
- 4 Water, because of its clarity makes pictures of this sort possible whether you are amateur or expert.

For Free Silver Springs short-subject
movies, other information and
literature about Florida,
write to:
FLORIDA DEVELOPMENT COMMISSION
(Room 600) CALDWELL BUILDING
TALLAHASSEE, FLORIDA

derful Attractions...



/ALCADE offers a magnificence of antique cars, carriages and cycles that paced the program in history.

TOMMY BARTLETT'S INTERNATIONAL DEER RANCH where old and young alike may stroll among and hand-feed 150 tame animals from 18 foreign lands.

OTHER MEMBERS OF FLORIDA ATTRACTIONS ASSOCIATION

ALLIGATOR FARM
St. Augustine
CARIBBEAN GARDENS
Naples
CARRIAGE CAVALCADE
Florida's Silver Springs
*CITRUS TOWER
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CYPRESS GARDENS
Winter Haven
EVERGLADES WONDER GARDENS
Bonita Springs
GREAT MASTERPIECE
Lake Wales
HORN'S CARS OF YESTERDAY
Sarasota
JUNGLE GARDENS
Sarasota
LIGHTNER MUSEUM OF HOBBIES
St. Augustine
MARINE STUDIOS
MarineLand
McKee JUNGLE GARDENS
Vero Beach

MIAMI SERPENTARIUM
Kendall
MONKEY JUNGLE
Goulds
MUSA ISLE
Miami
NATURE'S GIANT FISH BOWL
Homosassa Springs
OLDEST HOUSE
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POTTER'S WAX MUSEUM
St. Augustine
RAINBOW SPRINGS
Dunnellon
RINGLING MUSEUMS
Sarasota
SUNKEN GARDENS
St. Petersburg
THOMAS A. EDISON HOME
Fort Myers
WEEKI WACHEE SPRING
Brooksville

*Membership Pending