

SEE



# SILVER SPRINGS

NATURE'S UNDERWATER FAIRYLAND



FLORIDA'S INTERNATIONAL ATTRACTION



AIR VIEW OF ROMANTIC SILVER SPRINGS

## SOUTH'S MOST UNIQUE, COLORFUL SCENIC SHOW

Located at the head of beautiful Silver River, Silver Springs, Florida's famed underwater fairyland, feels no hesitancy in proclaiming that it is to the South what Niagara Falls is to the East and Grand Canyon is to the West — a great natural attraction that should be seen by every person ever entering Florida.

For here at Silver Springs, Nature has drawn aside the curtain of mystery that shrouds other waters and, thru the magic of water as clear as air, has revealed the living panorama of a world unknown to those who have never seen beneath its surface!

First-time visitors may doubt such extravagant claims as they walk to the edge of the big spring that is the source of the river, for at first semi-distant glance it appears only as a large lake just like those "back home."

However, they have but to stand briefly on the wall over-looking the spring itself to realize that here, indeed, is an amazing scene in which Nature has spared no color nor bit of intrigue in painting a lavishly beautiful picture.

The beauty that is Silver Springs lies beneath its waters, beauty that is seen thru the wide glass windows of silent and electrically operated boats carrying passengers from sunrise to sunset every day in the year.

Silver Springs is really a subterranean river springing from the earth thru a vast cavern 65 feet wide and 12 feet high at its mouth and lying 50 feet below the surface of the circular basin forming the head of the springs and source of Silver River.

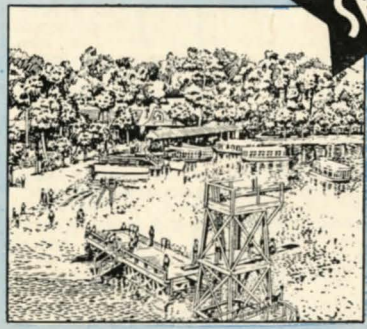
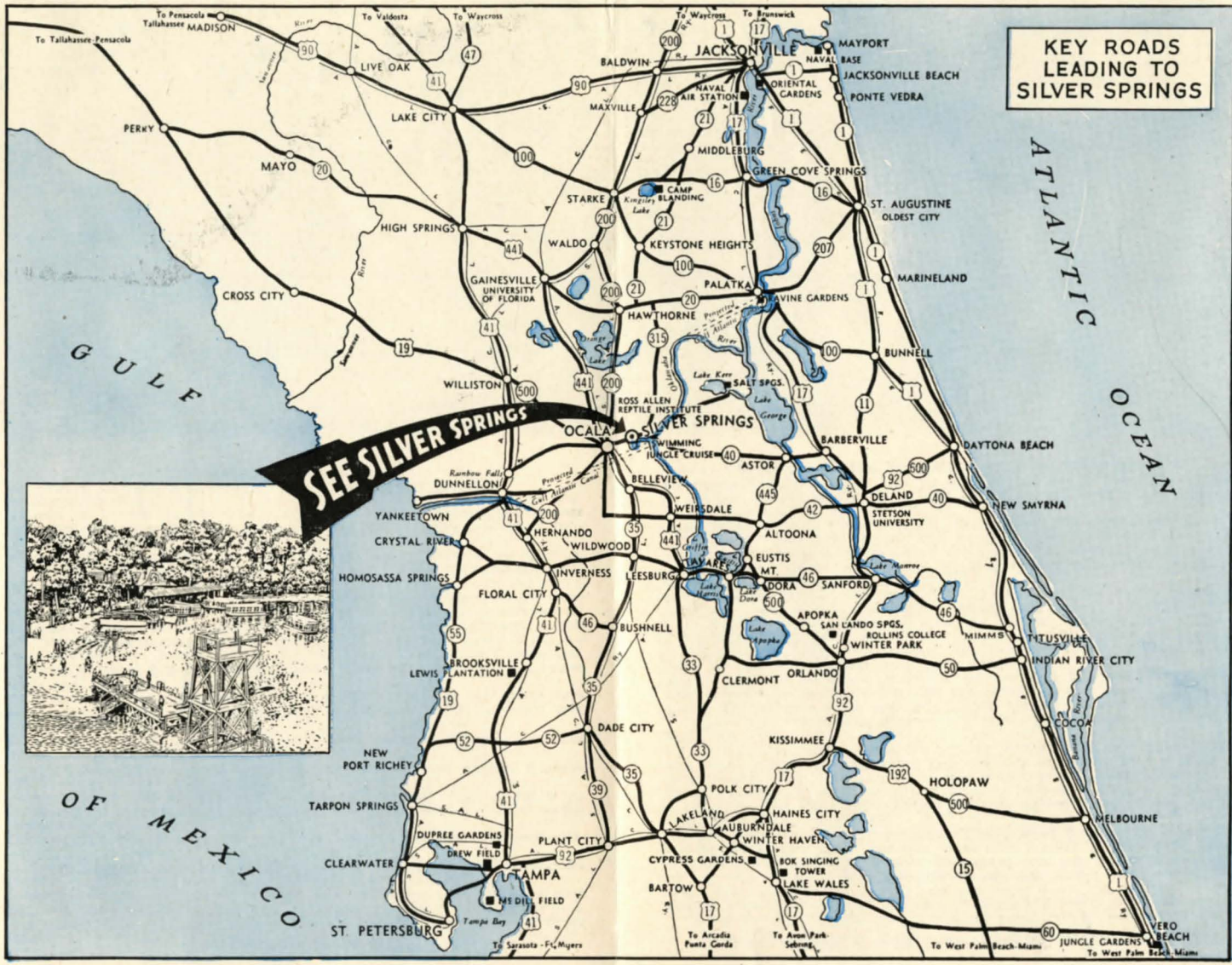
Around this point, over a million dollars has been spent by W. C. Ray and W. M. Davidson, Ocala residents who in 1924 leased the area for 50 years. Under their wise and careful planning, Silver Springs has since become top-ranking among the nation's best known resorts.

Navigable to its very source, and fed by innumerable smaller springs, each a gorgeous beauty spot in itself, the river meanders for nine miles thru tropical jungle country to join the Oklawaha River and later the St. Johns which flows north to the Atlantic east of Jacksonville.

In an age in which speed and efficiency are the keynotes of a stepped-up production program, and in a period during which relaxation and complete release from work-a-day cares is essential, Silver Springs today offers itself as the state's lone "one-stop" attraction — a spot where the visitor can, within a few hours' time, gain a liberal education in facts and features that have made Florida famous.



UP-RIVER VIEW FROM PARK AREA



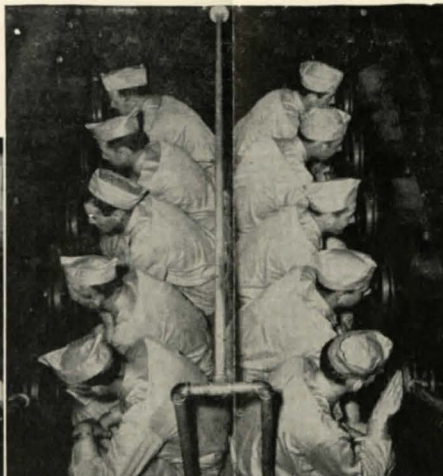
**DISCHARGE MEASUREMENTS** as recorded by U. S. Geological Survey: Maximum flow of 1,240 cubic feet per second, 551,000 gallons per minute, or 801,000,000 gallons per day; minimum flow of 526 cubic feet per second, 236,000 gallons per minute, or 340,000,000 gallons per day; mean, or average flow of 816 cubic feet per second, or 550,000,000 gallons per day.

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**CHEMICAL ANALYSIS** of water in parts per million: Calcium 66, silica 8.40, magnesium 6.70, sodium and potassium 7.00, iron .30, sulphates 33, chloride 11, nitrate 1.60, total hardness as calcium carbonate, 193. The flow averages four miles an hour and the temperature is constant the year around. A total of 2,080 tons of solids is discharged every 24 hours.



LOOKING THRU GLASS BOTTOM BOAT



USING PHOTO-SUB PORTHOLES



HOW VISITORS OFTEN ARE SALUTED



SOURCE OF BEAUTIFUL SILVER RIVER

## HISTORY OF SILVER SPRINGS

In and around Silver Springs has centered the life of the land since times so remote as to be reckoned only in aeons. Mastodon and elephas columbi fossils abound in the springs and river, while shell mounds in the vicinity divulge evidence of human habitation more than 2,000 years ago.

Recorded history has Hernando de Soto as the first white man to behold the wonders of Silver Springs in the early 1500's. The earliest Indian dwellers were the Timucua who by 1750 had been displaced by successive bands of Georgia tribes who finally became known as Seminoles.

Spain ceded Florida to the United States in 1821 and by 1825 an Indian agency had been established three miles west of Silver Springs on the present site of the Ocala Highlands hotel and golf course. In 1827, the post had been garrisoned and designated as Fort King. It continued to be a center of Indian affairs until after the Seminole Indian wars. The provision station for the post was at Silver Springs.

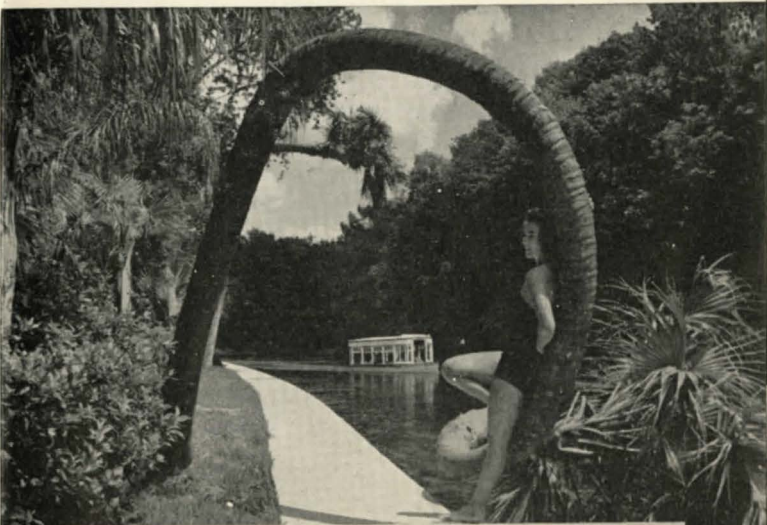
Silver Springs remained for many years the head of navigation and outlet for a large area, extending as far south as Tampa. Before the days of the steamboat, barges were poled up and down the St. Johns, Oklawaha, and Silver rivers by negro slaves. As early as 1884, there was a large hotel at Silver Springs, and visitors had not "seen" Florida, as is the situation today, until they had trekked from St. Augustine to Palatka and thence by boat to Silver Springs. A rowboat with a small glass well in the center was the glass-bottomed boat of that day. River traffic ended in 1925.

Two railroads formerly connected Silver Springs with Ocala—a tram road and a branch of the Seaboard Air Line—while the Oklawaha Valley line linked it with Palatka.

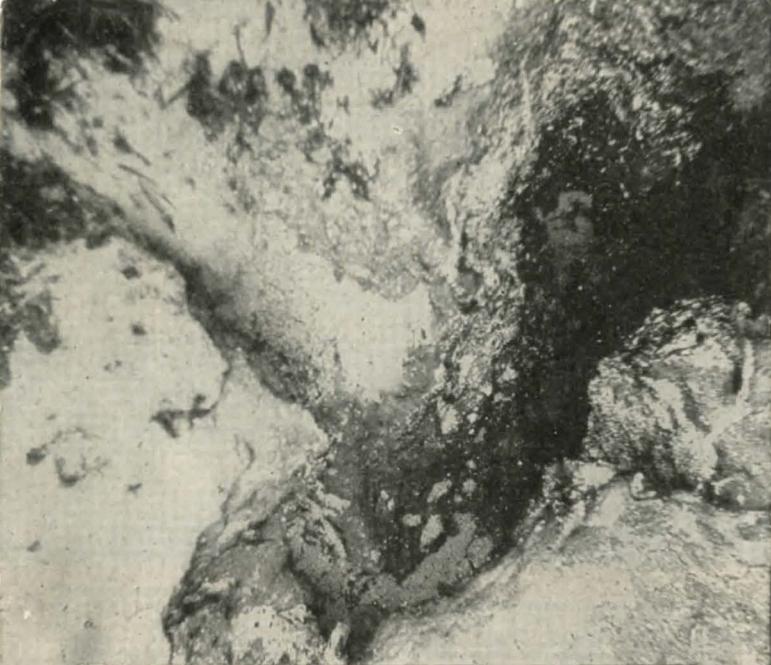
The story of the glass bottom boat is one of evolution from the crude rowboat affair of 60 years ago to the silent, comfortable, electrically-driven craft of today. The practice of showing underwater scenery from glass bottom boats is believed to have originated at Silver Springs.

Many of the present efficient boats are named for members of the families of the operators, such as "Bill Blue", "Bonnie Ray", and "Harriet", while others bear Indian names, such as "Oklawaha", meaning "Crooked River".

**SPECIAL NOTE**—Underwater pictures do not depict action to be expected from glass bottom boat or photo-sub cruise, but are presented to show clarity of Silver Springs water.



DOWN-RIVER VIEW FROM "LUCKY" TREE




BRIDAL CHAMBER SPRING, 81 FEET DEEP!



FEEDING THE NEARLY TAME FISH



SOME OF THE 35 KINDS OF FISH SEEN



TYPICAL VIEW ALONG SILVER RIVER

### THE 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 operated boat seems to float thru 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 flimsy veil of shell in a never-ending stream. This spring 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 Ichthyosaurians 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.

**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.


**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 sub-aquatic 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!



SWIMMING EVERY DAY IN THE YEAR!



BOARDING SPEEDY "JUNGLE CRUISER"

### THE "JUNGLE CRUISE" SPEED BOAT RIDE

While the glass-bottom and Photo-sub boat ride is the internationally known magnet that draws upwards of 600,000 persons to Silver Springs every year, the 50-minute thrill ride five miles down Silver River aboard the "Jungle Cruiser" is outstanding among the several other attractions.

On this ride you will board an open speed boat that will carry you over crystal-clear waters for nearly five miles thru scenery varying from dense tropical jungle lands to the handsomely landscaped parkway bordering the edges of many of the springs.

Whether you are aboard the modern new 80 passenger cruiser, the 20 or 30 passenger cruisers, or the covered 25 passenger craft available the year around, you'll pass thru vistas filled with color and beauty both above and below the water. Climaxing the ride will be a visit with a tribe of wild monkeys introduced into the Florida jungle as an experiment many years ago!

You'll see rare tropical orchids and unusually beautiful water plants. You'll talk for days about the huge garfish that will swarm away as your boat approaches river stretches that are nearly 90 feet deep. You won't believe there are as many turtles in the world as you'll see perched on trees, stumps, and the river bank all along the way.

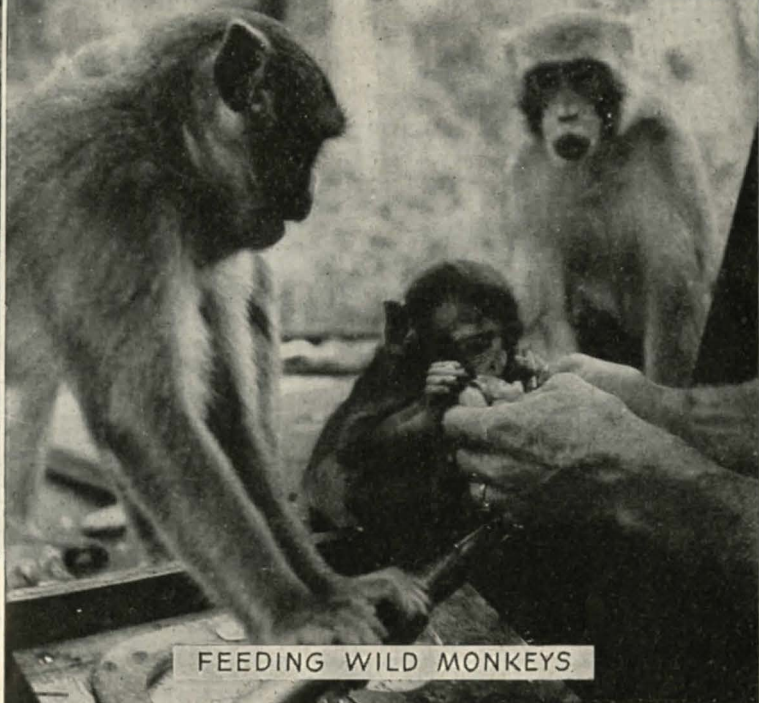
At intervals you'll have pointed out "location" spots for some of the many movies that have been made at Silver Springs. You'll see the tree from which Johnny Weissmuller dove to "rescue" little Johnny Sheffield from the "man-eating" crocodiles. You'll see the thick, marshy, and thoroughly intriguing jungle thru which "Tarzan" and the natives moved in other scenes for the picture.

You'll see where Ewing Scott directed several scenes for "Untamed Fury", an exciting movie story of life among the alligator hunters, and will be told about how MGM recently filmed Marjorie Kinnan Rawlings' "The Yearling" with Gregory Peck, Jane Wyman, and Claude Jarman, Jr., in two locations near the springs.

Tickets for the Jungle Cruise ride should be purchased along with the glass-bottomed boat ride so that no time will be lost in passing from one boat to another during what you'll agree was a memorable day.



NOT ALL THE GLAMOR IS UNDER WATER!



FEEDING WILD MONKEYS



"OUT OF THIS WORLD" 5 MILES DOWN RIVER



THE DADDY OF THE TRIBE HAS HIS BOTTLE

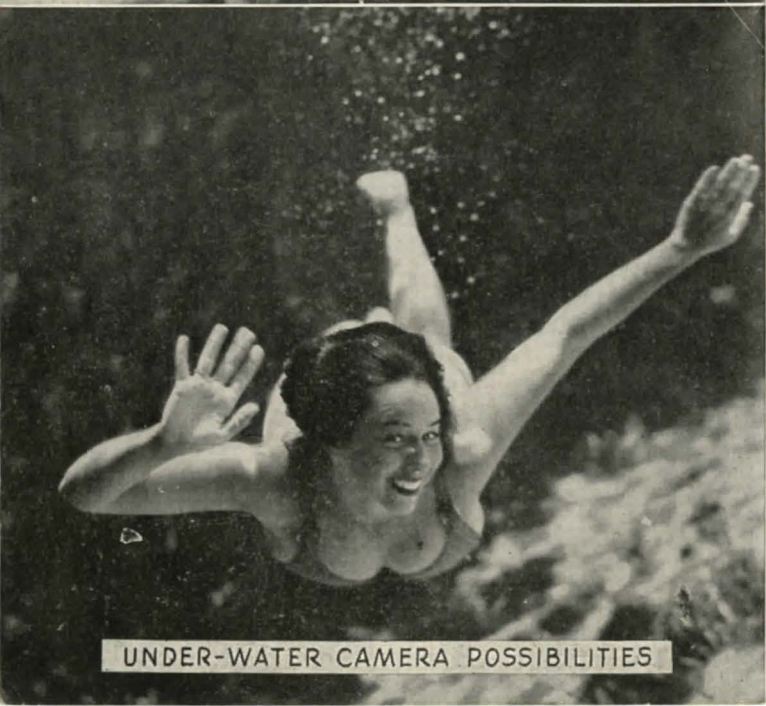




SPECIAL "PHOTO-SUB" FOR MOVIE CREWS



ACTION SCENE FROM RECENT PHOTO-STORY



UNDER-WATER CAMERA POSSIBILITIES



BEAUTY CONTESTS OFTEN ARE HELD

### THE FAMED "PHOTO-SUB" BOAT RIDE

Returning to the boat docks after forty fascinating minutes, you will transfer to the world-famed "Photo-Sub" boats for a ten-minute ride around the big spring, an experience you'll never forget.

Peering thru plate-glass port-holes you will instantly see why more than 90 percent of the world's underwater movies are made at Silver Springs.

You'll get a breath-taking panoramic view of the huge cavern that pours out water enough to supply New York City every day in the year!

You'll be amazed at the sight of persons swimming 400 and 500 feet away; at hundreds of fresh and salt water fish calmly sliding thru the crystal clear water, some of them so tame they'll swim right up to the port-hole and seemingly size you up.

Your boat will pass over and along the bathing beach area where the forms of the expert and novice alike will amuse and delight you as they move thru the water as tho floating in air. Occasionally a swimmer will dive into view, leaving behind her a shower of bubbles that gleam and sparkle toward the surface like those in champagne.

If you've brought your camera, don't hesitate to make as many pictures as you like. If you've brought your bathing suit and would like to be photographed under water alone or with friends, don't hesitate to ask our lifeguard or boat attendant to take the picture for you. They'll be glad to oblige and you'll have a souvenir the folks back home will say can't be real!

The Photo-Sub boats are an outgrowth of the original barrel type boat designed for movie crews many years ago. All major producers, and dozens of commercial concerns, have sent crews to Silver Springs since 1925 for underwater "shots", among them Fox, Universal, Warner Bros., Pathe, Paramount, Metro-Goldwyn-Mayer, Republic, and others. Grantland Rice has made nearly a dozen of his famed "Spotlights" here. A Fitzpatrick "Travel-Talk" recently featured Silver Springs.

Among the movies that have been made in whole or in part are the Tarzan films with Johnny Weissmuller; Technicolor scenes for "The Yearling" with Gregory Peck; underwater and jungle scenes for "Mercy Island" with Gloria Dickson and Otto Kruger; color scenes for "Moon Over Miami" with Betty Grable and Don Ameche and others.



ROSS ALLEN AND GATOR IN MOVIE SCENE



SEMINOLE INDIAN VILLAGE CHILDREN

### ROSS ALLEN "MILKS" RATTLESNAKES

When you've completed your three boat rides, you'll do as have thousands before you—head for Ross Allen's colorful Florida Reptile Institute where that noted young naturalist and scientist will, on Sundays and holidays, be your host for half an hour or more as he gives you a liberal education in what you should know about reptiles.

If you haven't seen Ross Allen in Grantland Rice Sportlights or newsreels during the past ten or twelve years, you've probably heard him on the Ripley "Believe-It-Or-Not" program, or "Hobby Lobby" or "We, The People", for his highly exciting "milking" of rattlesnakes and other poisonous reptiles has earned him international fame and numerous movie, radio, and magazine appearances or articles.

Ross Allen's short lecture and venom extraction climaxes a 15-minute tour thru the reptile institute during which competent guides will highlight the habits and characteristics of the scores of alligators, snakes, turtles, and other wild objects you'll see.

The Ross Allen Reptile Institute offers an ever-changing picture just as does the underwater scenery from the boats. Because of the great demand for snake venom, the institute pits often are crowded with poisonous reptiles from many parts of the world, all awaiting the attention of the steel-nerved young herpetologist. Ross Allen is virtually the sole source of supply of much of the venom now being used by America's largest laboratories.

A Seminole Indian Village and a complete collection of Florida's rarest wild animals and birds is a part of the Ross Allen Reptile Institute. The Village is an exact replica of one in Florida's deep Everglades country, and it is especially appreciated by color film enthusiasts. Your admission ticket entitles you to stay as long as you wish.

### OTHER ATTRACTIONS

Silver Springs Coffee Shop, open daily from sunrise to sunset, and offering a la carte service at popular prices. Free picnic grounds. Excellent bathing beach open the year around. Unlimited free parking space. Ye Antique Shoppe; the Pottery Shop; the Silver Springs soda fountain; the Wood Shop; Coulton's Gift Shop; Mitchell Gifts of Distinction.



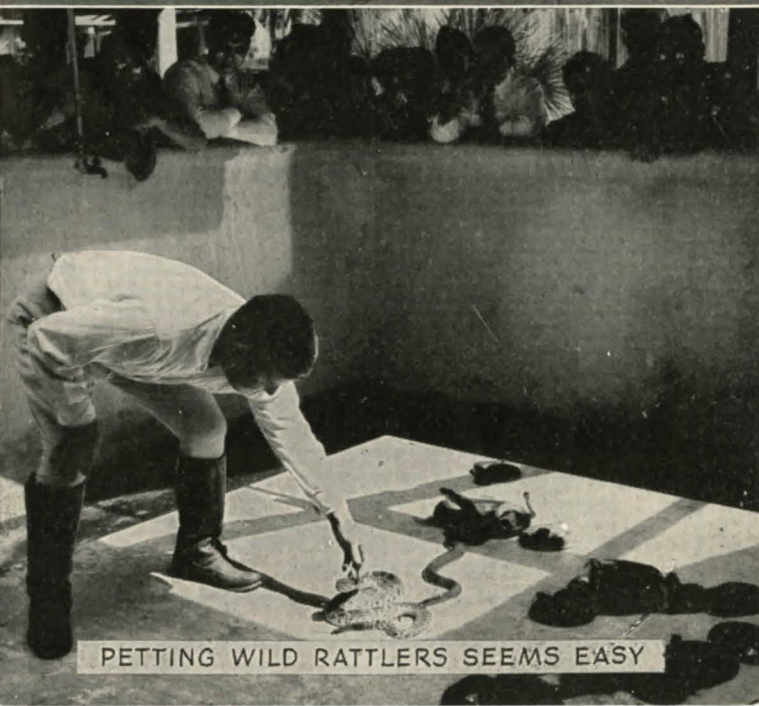
TAKING LESSONS FROM AN EXPERT



THE BABY GATORS ALWAYS DRAW VISITORS



RIPLEY HELPS ROSS ALLEN "MILK" RATTLESNAKE



PETTING WILD RATTLES SEEMS EASY

# See Silver Springs Before Leaving Florida!

Whether on business, to rest and recuperate under Florida's health-giving sun, or to visit relatives and friends relaxing and being restored to health under that same sun, you should know that no matter how you enter Florida, you can and should see world-famous Silver Springs en route to or from this glamorous state.

Altho hotel or cabin courts near Silver Springs invite you to stay thru any season, you should understand that Silver Springs and its indescribable underwater life can be seen and enjoyed in a minimum of 90 minutes; that all of its many and varied wonders can be covered in a maximum of four hours.

Silver Springs thus is primarily a scenic wonder to be seen between airplanes, trains or buses stopping in nearby Ocala, or in your automobile while en route into or out of Florida, or as a one-day or week-end objective after you have reached your Florida destination and have "settled down" for the season.

Silver Springs is Florida's largest and most heavily patronized natural attraction. Over 700,000 amazed visitors see it annually. It is one of the few public parks proud to advertise that it does not permit the sale of liquor, wine, or beer on its premises, nor is gambling permitted in any form.

Silver Springs is about six miles east of Ocala, county seat of Marion county. Ocala, city of about 11,000 persons, is halfway by auto between Tampa and Jacksonville. Ocala is on the main line of the Seaboard Railway and the Atlantic Coast Line railway. It is a district division point of Florida Greyhound Lines. Florida Airways Service offers connections to all airports in the world daily. Ask local airport ticket agent.

Silver Springs is an established community of about 250 persons, it has its own post office, general store, five hotel or cabin courts, three dining rooms, and several private homes, all within 3,000 feet of the springs' park and recreation area.

Silver Springs is connected to Ocala by Ocala Transit Co., and Greyhound buses operating hourly from 8 a.m. until sundown, daily; by taxis that can be reached thru telephone 195—Ocala or 678—Ocala day and night; and by State Roads 40-500 which connects U. S. 19-41 at Williston with U. S. 1 at Daytona Beach.

To reach Silver Springs by train from any point in the nation, purchase a ticket to Ocala, or exercise stop-off privileges, changing in Ocala to taxi or buses for the 15-minute run to the Springs.

To reach Silver Springs by bus from any point in the nation, buy your ticket direct to Silver Springs, or exercise stop-off privileges at Ocala. In either case, you would change to Greyhound Buses at the FGL bus station for the run to the Springs, unless you were aboard Florida Motor Line buses originating at DeLand or Daytona Beach and moving westward to Ocala on State Road 40.

As the map in this folder reveals, all leading highways in Florida connect with State Road 40 to provide a broad and smooth pathway to the water's edge at Silver Springs.

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

Glass-bottomed boat and Jungle Cruise speedboat ride tickets are obtained at the ticket window at the boat docks.

All activity in Silver Springs' 80-acre park-recreation area ends at sundown. Glass-bottomed boats begin operating at about 8:30 a.m., but none is sent out in the late afternoon unless the ticket agent is satisfied that the patron will see and enjoy the underwater pageantry to the fullest.

Tickets covering swim, locker, and towel privileges are secured at the bath house. Be sure to bring your own swim suit. Tickets for Ross Allen's Reptile Institute—Seminole Indian Village are paid for as the visitor leaves the exhibit and enters the Log Cabin curio shop.

Assuming you have arrived at Silver Springs by plane, bus, taxi, or private car at about 11 o'clock, here is the most enjoyable way in which to see Silver Springs:

Board the glass-bottomed boat for a 50-minute ride that includes a trip in the famed "Photo-sub" boats used by the movie-makers; enjoy a delicious fried chicken or shrimp luncheon while relaxing in the Coffee Shop overlooking the boat docks; board the Jungle Cruiser for the 50-minute ride five miles down Silver River and back; spend 20 to 30 minutes with Ross Allen at his Reptile Institute—Indian Village; enjoy a swim in the refreshingly cool and clear waters of the springs; browse thru the several gift and curio shops or the conservatory, or stroll thru the handsomely landscaped park area; leave in your own auto at your leisure, or board late afternoon buses or taxis to catch trains or buses in Ocala for all points.

But, remember, no matter when you arrive at Silver Springs, you can enjoy its boat rides, a visit with Ross Allen, a meal, a swim or a walk thru the shops or park in a maximum of four hours, a minimum of one hour.

However, if you are pressed for time, remember, too, that since you do not see Silver Springs until you've boarded its famed glass-bottomed boats, you can enjoy this privilege within an hour; can include a luncheon in another 30 minutes.

Should you decide to spend the night or longer at Silver Springs, you have your choice of five hotel or cabin courts. None are operated by or are under the control of Ray and Davidson, co-operators of Silver Springs' recreation area, but all are recommended. None is equipped for house-keeping. All are within walking distance of the springs, either down the main highway, or along trails thru the forest. Reservation is advisable, especially on week-ends, and from a week to 10 days in advance.

Early in 1947, a Class 1 airport was opened to the public under the name Silver Springs Aero Lodge. Located slightly under one-half mile from the entrance to Silver Springs and just a short distance from the five hotel and cabin-courts, the port has runways long enough to accommodate all types of ships up to twin-motor private models. The port is 900 feet from State Road 40.

Its runways are of hard sand. The east-west runway is 2,640 feet long, while the northwest-southeast runway is 1,800 feet long. Each is 125 feet wide, but cleared to a width of 300 feet. Gasoline and oil are available thru the day, and a repair shop provides minor repair service.

Visitors have their choice of three restaurants serving the entire area: Silver Springs' own Coffee Shop overlooking the springs, and, like the springs' park-recreation area, open daily from sunrise to sunset; Silver Springs Court Hotel Grill, Cloister Court Hotel Grill.

For any other data, please write or wire "Public Relations Director, Silver Springs, Florida," phone 968-Ocala

*World Famous* 

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NATURE'S UNDERWATER FAIRYLAND



**FLORIDA'S INTERNATIONAL ATTRACTION**