

“ Hollis plunges readers into the nostalgic waters of Florida’s most famous springs. Lavishly illustrated with rare photos and flyers, this beautiful book celebrates the classic years of twentieth-century Florida tourism.”

—Brian R. Rucker, author of *Treasures of the Panhandle: A Journey through West Florida*

“A collection of quaint, curious, and sometimes wonderfully ridiculous advertisements and memorabilia from Florida’s ‘big five’ springs. This volume will delight readers who can remember these roadside attractions in their heyday and inspire current visitors to support their new incarnations as Florida State Parks.”

—Tracy J. Revels, author of *Sunshine Paradise: A History of Florida Tourism*

“When you put the book down, you will sigh, ‘Wish I were there!’”

—Lu Vickers, coauthor of *Remembering Paradise Park: Tourism and Segregation at Silver Springs*



REMEMBERING FLORIDA SPRINGS

TIM HOLLIS

978-0-942084-54-2 • Original Paper \$21.95 • 144 pages, 7 x 5, 120 color photos
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For more information, contact the UPF Marketing Department:

(352) 392-1351 x 232 | marketing@upress.ufl.edu

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TIM HOLLIS

is the author of twenty-seven books chronicling various aspects of popular culture and history, including *Toons in Toyland: The Story of Cartoon Character Merchandise*, *Selling the Sunshine State: A Celebration of Florida Tourism Advertising*, *The Minibook of Minigolf*, and *Mouse Tracks: The Story of Walt Disney Records*.

Tim Hollis

is available for interviews and appearances



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Q&A

with
TIM HOLLIS
author of
**Remembering Florida
Springs**

What is your favorite memory of the Springs?

There are so many, but I must say the fondest would probably be my family's first visit to Silver Springs in the summer of 1967. It was only our third family vacation ever. We finally made it to Weeki Wachee, Homosassa, and Rainbow Springs in 1969. I never saw Wakulla Springs until about twelve years ago.

When did you first start collecting memorabilia and what was one of the first items you saved purely for its sentimental value?

I have quite a few souvenirs, brochures, and postcards dating back to those first 1967–69 trips, but it was the 1980s before I started actually going out and looking for such items in antique stores. My family, especially my dad, was very keen on saving everything we could, so I guess it all falls under the “sentimental value” label.

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Many of the items created for attractions—like park maps—may seem disposable at the end of the day. How do we know, at the outset, what will be worth saving?

That is a very good point, but people do seem to have saved postcards and brochures more often than actual souvenirs. That could be because they take up less room, and many souvenirs were manufactured from rather fragile material. Maybe the best rule is to be like my dad and save everything!

What is it about the items you showcase in your book—vintage postcards, advertisements, brochures, signs, flyers, and souvenirs—that drove you to collect them?

We originally saved them just because they were keepsakes of our own vacations, but later I came to realize how valuable they were in documenting a largely lost era of tourism history. I had already begun collecting vintage toys in 1981, so it did not take long before I expanded the scope to include tourism memorabilia as well.

What do you think the collection you've presented in your book says about Florida's famous springs that visiting them might not?

The material in the book shows how these attractions were once marketed and experienced, and not so much how a visitor will find them today. Some, such as Weeki Wachee and Wakulla, are virtually the same, but Homosassa, Rainbow and Silver Springs were once far more commercial than in their current State Parks status.

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