

A vintage Florida tourism poster. At the top, the word "FLORIDA" is written in a stylized, arched font. Below it, a woman in a light-colored, flowing dress stands on a large, pink, scallop-shaped shell. She is holding a bouquet of flowers and looking upwards. The background features a sunburst pattern and palm trees. In the foreground, several other women are depicted in various poses, some in the water, surrounded by flowers.

FLORIDA

Myth and Magic

Lessons from the History
of Florida's Waters

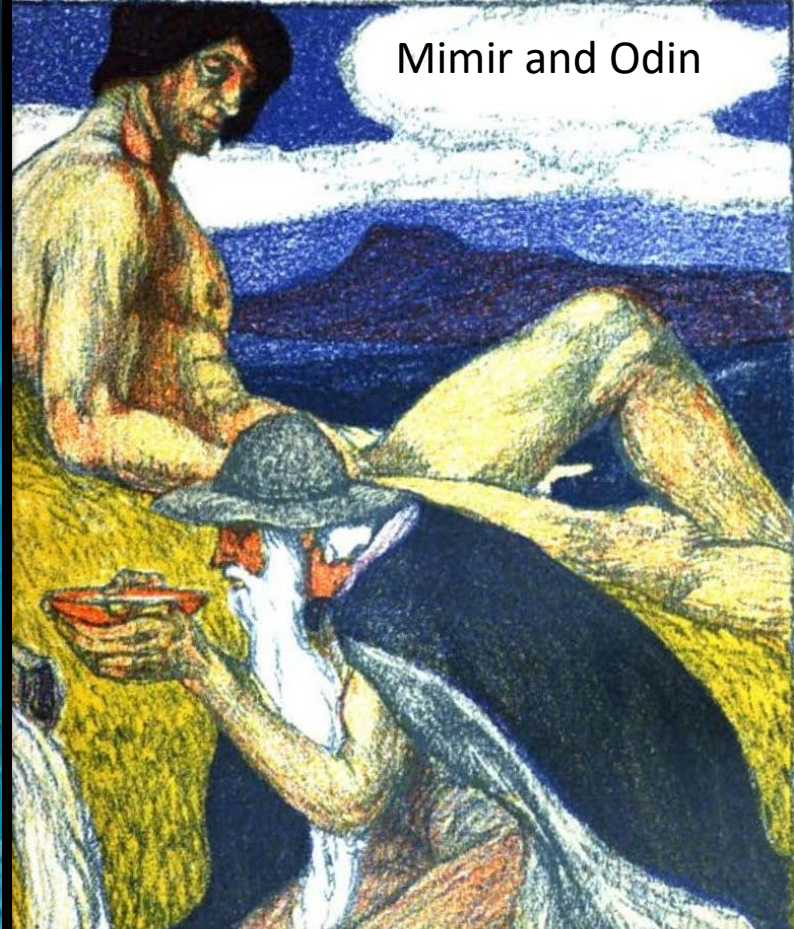
Rick Kilby

A photograph of a natural spring. A large, ancient tree with a thick trunk and dense foliage stands on the left. A stream of water flows from the base of the tree into a pool of water. The water is clear and blue, with some rocks visible at the bottom. The surrounding area is lush with greenery.

Photo courtesy
John Moran, Springs Eternel Project



Myths are stories that breath life into our water
and thus illuminate the magic of our springs.



Mimir and Odin





Roman Baths



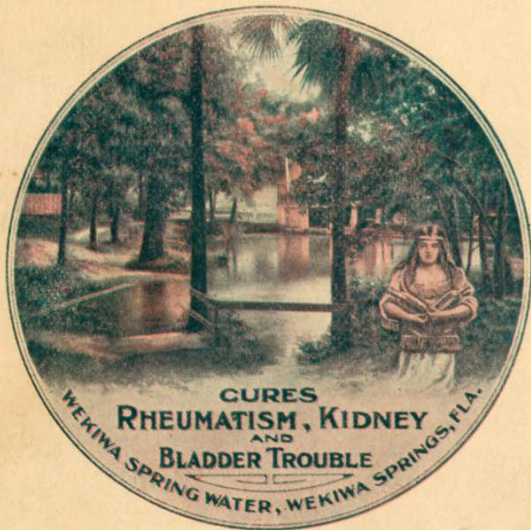
Chalice Well,
England



Spa, Belgium



Nature's Wonderful Fountain



OUR TRADE MARK

OCALA PFG CO.

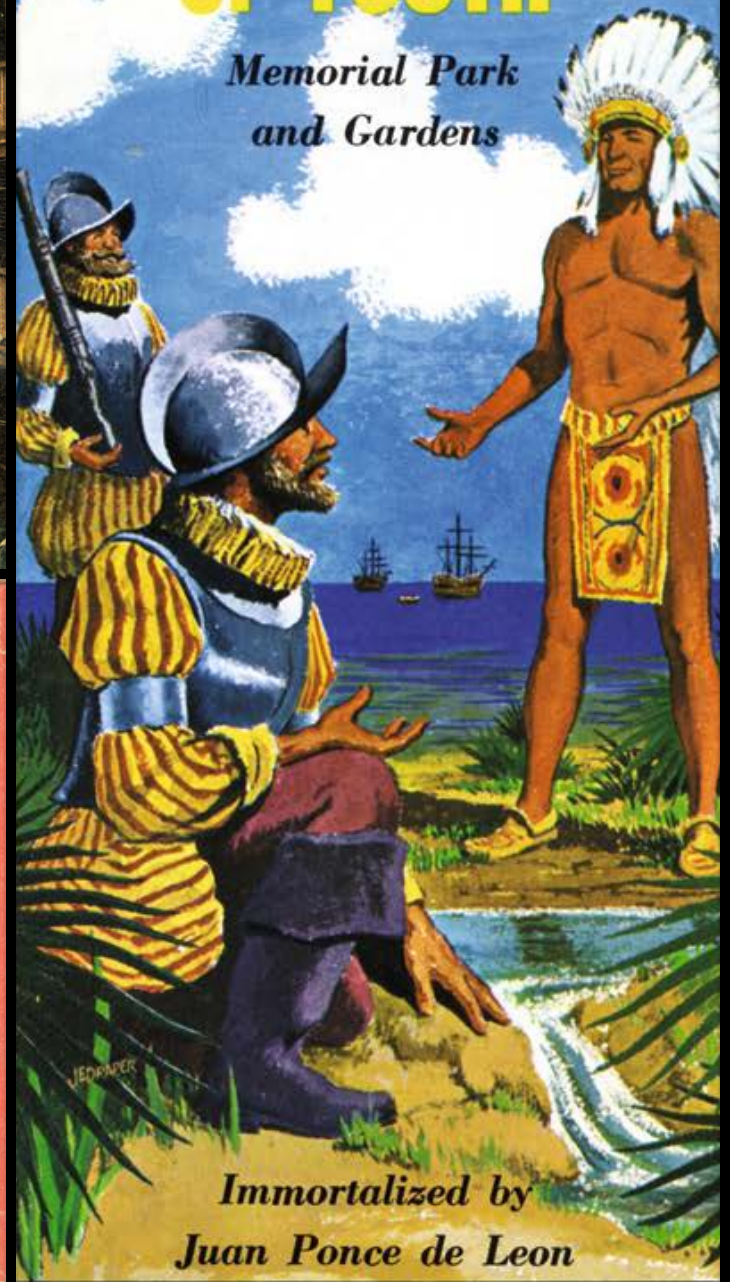
Wekiwa Springs



Orange County
Florida

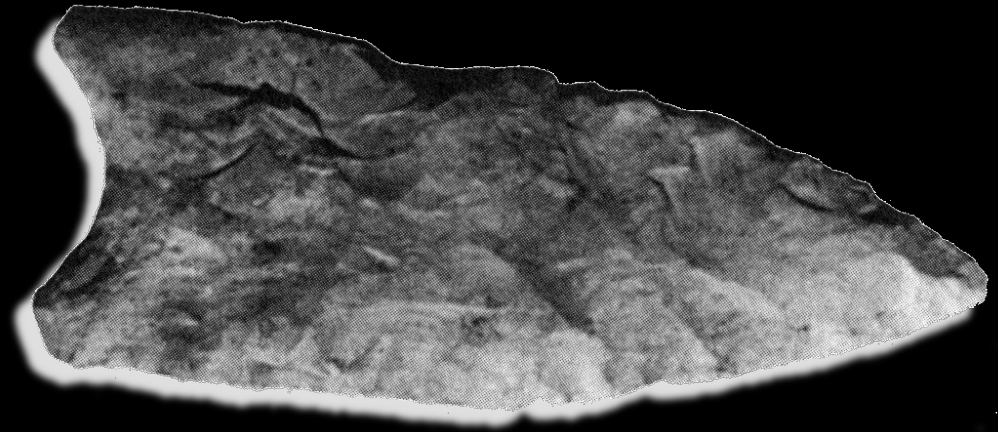
The FOUNTAIN of YOUTH

*Memorial Park
and Gardens*



*Immortalized by
Juan Ponce de Leon*

Museum of Florida History



Florida Paleoindian point



Silver Glen
Springs

Jason O' Donoughue



Pedro Menendez, 1565



FLORIDA'S *Thirst* FIRST

Everyone knows about Florida's miles of oceanfront and 12 months of sunshine. But our best-kept secrets are a little more inland. They're the springs that give us the fresh-tasting Zephyrhills® Brand Spring Water that folks from Florida get to enjoy.



Spanish Missions

Mark Wallheiser



Spring Billboard Mark Long



Yoga at Rum Island John Moran



Ichetucknee Baptism
John Moran