

4th ANNUAL

BILLY BOWLEGS PIRATE FESTIVAL

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AUGUST 31 - SEPTEMBER 1-2

1957

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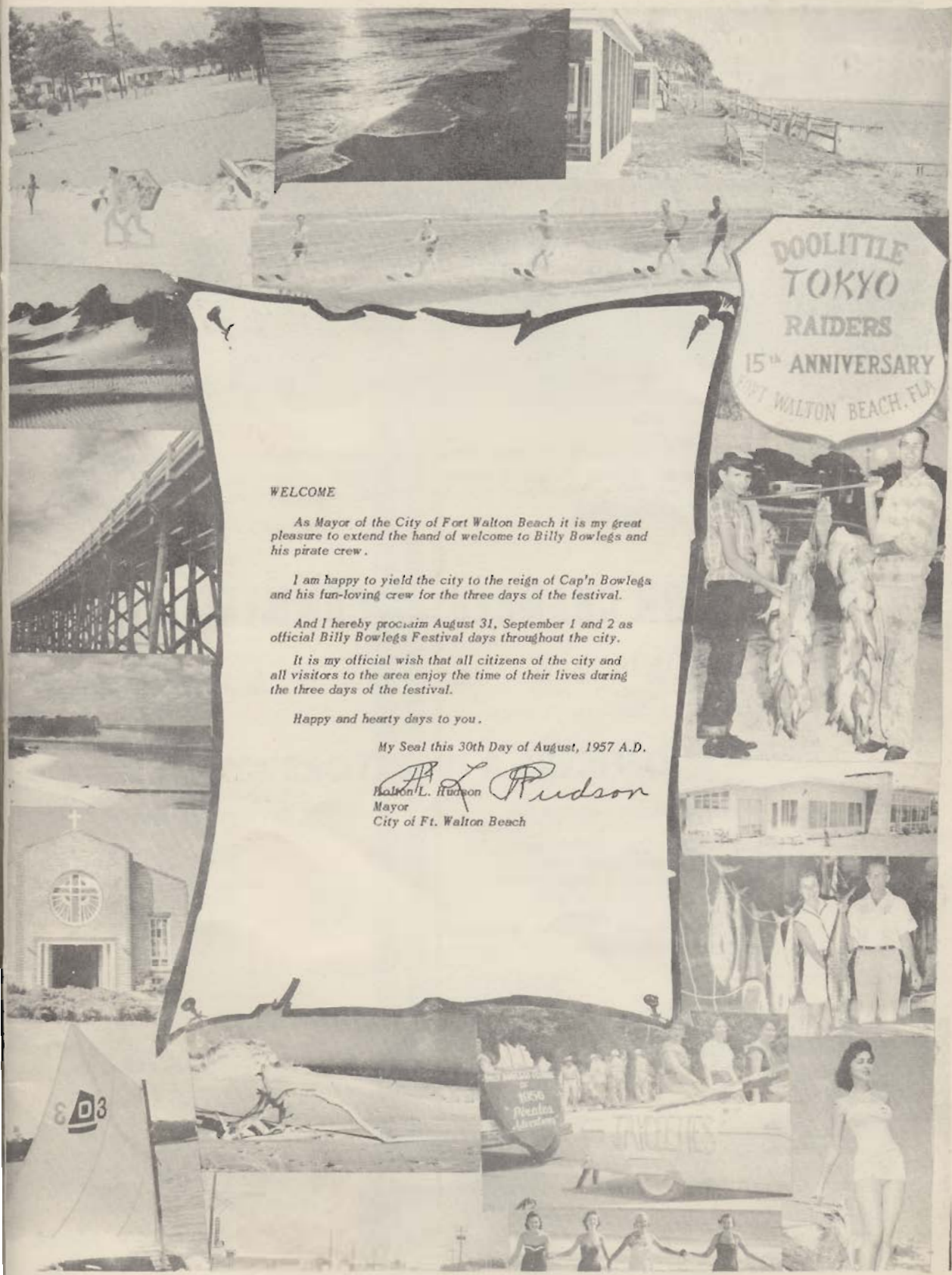
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WELCOME

As Mayor of the City of Fort Walton Beach it is my great pleasure to extend the hand of welcome to Billy Bowlegs and his pirate crew.

I am happy to yield the city to the reign of Cap'n Bowlegs and his fun-loving crew for the three days of the festival.

And I hereby proclaim August 31, September 1 and 2 as official Billy Bowlegs Festival days throughout the city.

It is my official wish that all citizens of the city and all visitors to the area enjoy the time of their lives during the three days of the festival.

Happy and hearty days to you.

My Seal this 30th Day of August, 1957 A.D.

L. Hudson
L. Hudson
Mayor
City of Ft. Walton Beach





Installation Dinner of 1957 - 58 Officers. Standing, left to right, - Buddy O'Neal, Jack Powell, Ray Currence, Milton Pentzer, Ray Kasper, French Brown, Jr. Seated, left to right, - Herbert Kirsch, Ernest Magahee, District Vice-President, Bob Bryant, Local Past President, Bob Silver, State President, Basil Boles, President of Fort Walton Beach Jaycees.



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 Allan Warriner
 Sonny Neighbors

PHOTOGRAPHY: Art Menillo

Arturo Studios

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ACKNOWLEDGEMENT:

To the City of Fort Walton Beach, Playground Chamber of Commerce, Playground News and all others from whom assistance was received for the compilation of this book and the success of the Billy Bowlegs Festival.

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Jaycettes



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History of the Billy Bowlegs Festival



The Billy Bowlegs Festival, now in its 4th year as a Jaycee sponsored event, got its start as a water ski show on Labor

Day sponsored by the City Recreation Department. It was crowd pleaser, but the city decided it was too large for them to handle so they asked the Jaycees, then in their first year as an organization, to take it over. The Jaycees, after a lot of research and planning meetings, agreed to sponsor the event. Wayne Bell was president and appointed Bruce Ranew and Bob Bryant as co-chairmen. The event that year consisted of a parade, fish fry, ski show and dance at the community center. Jaycee membership at that time was seventeen.



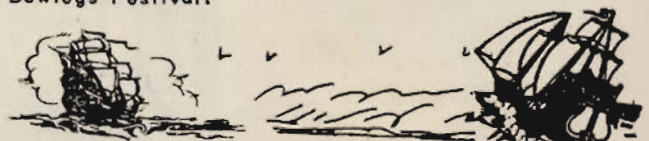
The event became so popular that the following year the Jaycees decided to follow a pirate theme and name it after the infamous pirate, Billy Bowlegs, whose base of operations was the area waters. Beards were grown and soon the townspeople began to get the festival fever. Sewing shops were swamped with orders for exotic costumes and mothers and wives spent their days designing and making same. The boat to be used for the pirate landing (since it had been decided to let the pirate crew invade by water) was late in arriving and Monday morning at the yacht club was a scene of feverish activity. All went well, however, and Monday night found many of the Jaycees much too tired to even attend the gaily decorated dance that was held. Thousands of local people and visitors alike enjoyed a fun-filled day and went home vowing to return again next year. Lt. Richard Nichols was president of the Jaycees and a few of the Jaycees who worked day and night to insure its success were Bob Markham, Jim Kendrick, Harry Buchanan, Basil Boles, Bruce Ranew, Jerry Melvin, Ray Curran, and many others. Bob Bryant was chairman that year and Nathan Fleet was the first "Billy Bowlegs".



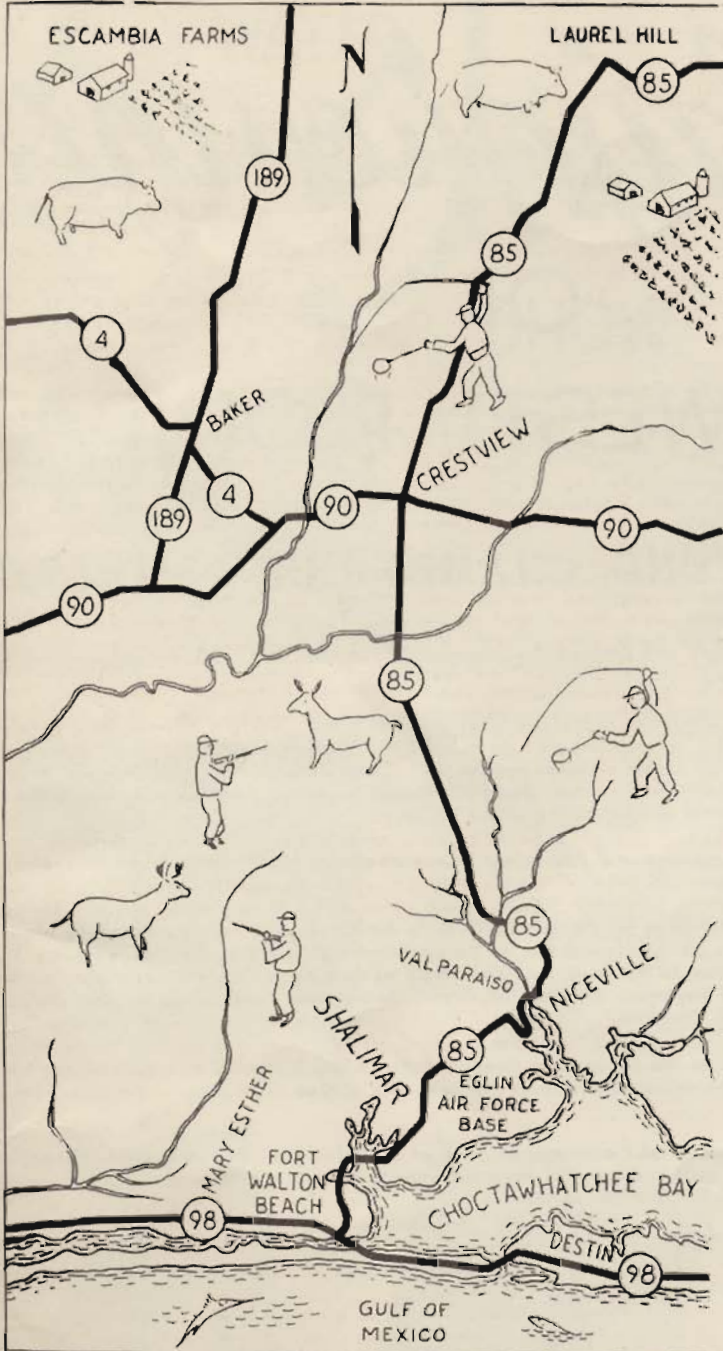
Due to the growing popularity of the festival, the Jaycees decided to make a three day affair of the event for 1956 and called on the city fathers for help. They responded whole-heartedly and \$2800.00 was raised in one night. Events were added such as treasure hunts for the children, Junior Bowlegs Ball for the Youngsters, two parades, bigger and more elaborate pirate landing, burning of the Fort, plus a gigantic fire-works display on Monday night. Beards were again grown, the town was gaily decorated and three days of festivities ensued. By far the biggest yet and, again, the Jaycees, after months of planning and preparation, had a success. Bob Bryant was president, Basil Boles was chairman, and practically the entire 30 man membership worked long and hard. Roger Clary was Billy Bowlegs for 1956.



This year the Jaycees are staging, to the best of their knowledge, the biggest single event for Labor Day any place in the country. With the help of such wonderful organizations as the "Krewe of Bowlegs", City Council and County Commissioners, plus the fine cooperation from Eglin AFB, they have increased their operating budget to approximately \$25,000.00. Basil Boles and Bob Bryant are co-chairmen of the festival and they and their committees have worked long and hard with one thought in mind. From Saturday P.M. when "Billy" and his pirate crew sail up the sound to take over the city and declare three days of fun and frolic until Monday night when the last pirate has slipped back aboard his own individual "ship" and the festival officially comes to a close, they wish you one and all a very wonderful time and ask that you come again next year when they can once again be your host for The "Billy Bowlegs Festival."



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The area is a true paradise for the sportsman with our gulf and bay waters abundant in all varieties of fish. Destin is nationally famous for her Snapper catches. Eglin Reservation has one of the largest deer population in the South and thousands of deer are killed each year during season. Turkey, quail, dove and geese are also hunted. Water skiing, sailing, and boating offer the visitor many hours of sport and pleasure.

Of major importance to the Playground Area is Eglin AFB, the world's largest air force base. The Chamber appreciates the economic part the base has played in helping to develop "The Miracle Strip".

The Playground Chamber of Commerce is proud of the role it has had in the growth and development of the area and still continue its work through its assistance to you.

Playground Chamber of Commerce

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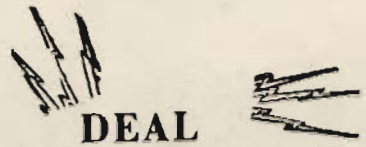
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Back in 1953 a ski show was planned to give the local residents and tourists something to enjoy over the Labor Day weekend. The ski show was such a success that in 1954 the Bowlegs Festival was built around it. Each Labor Day since, hundreds of spectators enjoying the Billy Bowlegs Festival have gathered to see the show. It has grown from a few acts to 161 big acts featuring some of the best talent in the South. This year's show will include the Aqua Maids consisting of 6 beautiful girls performing the water ballet; ski jumping by Allen Warriner, Sonny Neighbors, Joe O'Hare and Bob Nathey; doubles by Carolyn Sirmon and Joe O'Hare; bare-foot skiing by Bob Nathey; pyramids, shoe skiers, clowns and many other spectacular acts. There will be 20 water skiers in the show, headlined by Bob Nathey who formerly skied at Cypress Gardens and held the worlds distance jumping record of 90 feet in 1953. With such talent this years ski show is shaping up to be the largest water ski carnival ever presented in this area.



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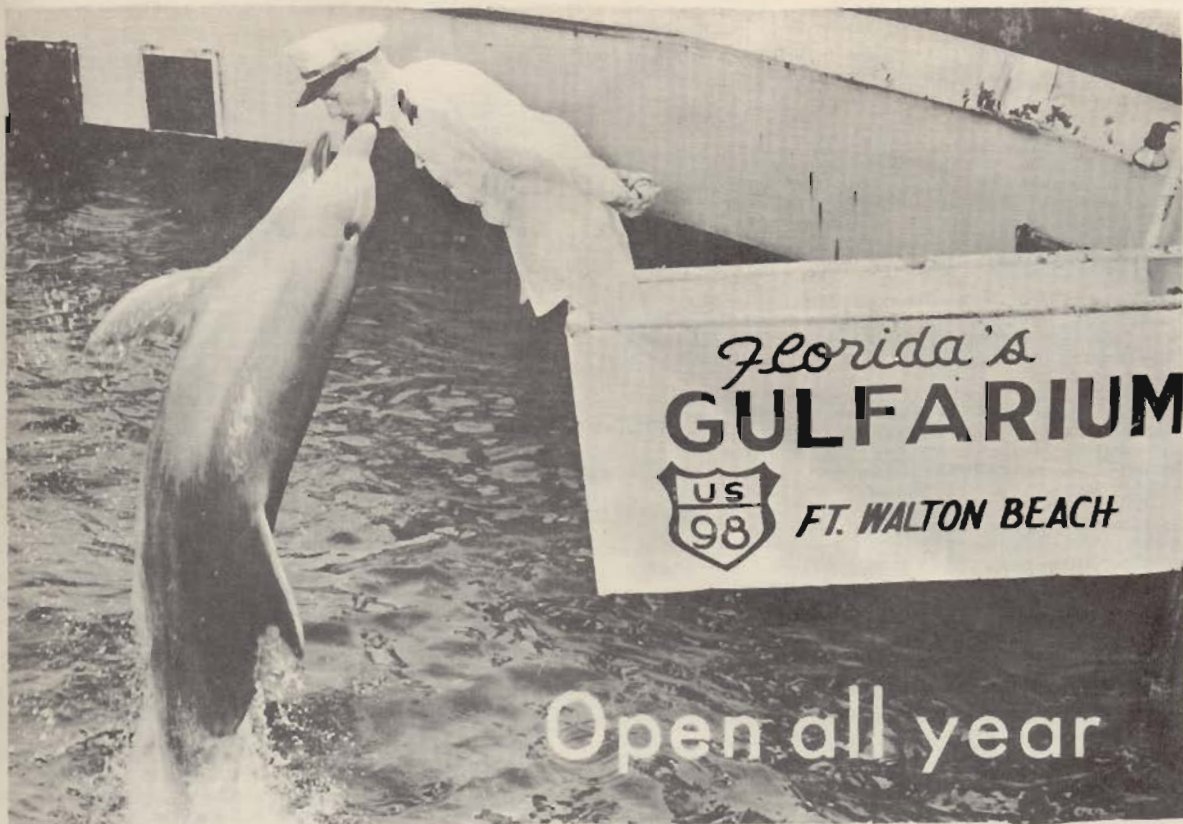
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Niceville



Valparaiso

Niceville, the oldest settlement in the Playground Area, was given its name by the U.S. Post Office Department during the late 1800's and descendants of many of the pioneer families still reside in the area.

Situated on the shores of Boggy Bayou the community was called Boggy for many years. In 1895 Postmaster General William E. Wilson commissioned B. Pomeroy Edge Postmaster and requested that names be forwarded to Washington for consideration by the postal department. Among names submitted for the Post Office were Oakville, Edgewater and Niceville. The latter was chosen by the postal authorities and has remained to the present time.

Shortly after the Civil War several families from Georgia, Alabama, and the area around De Funiak Springs discovered the bayous off Choctawhatchee Bay and settled here, each homesteading 160 acres of land. Among these early settlers were the Parrishes, Edges, Allens, Sanders, Kings, Marlers, and Nathey's.

The economy of the area at that time was based on Cattle, Farming and shipbuilding. Later sawmilling and naval stores operations became important factors in the growth of the community. In the absence of currency, silver dollars were numerous as legal tender.

Some of the largest freight boats that plied the local waters were built in the Parrish Shipyard under supervision of George Parrish, father of James Parrish, who still continues the work his father founded.

Tom's Bayou near Valparaiso was named for an early settler, Tom King, who is buried in Tom's Cemetery on its shore.

Long known for the longevity of its citizen's, it is reported that Joe Allen, great grandfather of Joe and Lula Edge, lived to be 104 years old.

In 1900 the U.S. Forest Service created the Choctawhatchee National Forest, which is now the Eglin Air Force Base Reservation, and sent E.R. McKee into the area as forest ranger and W.F. Hill as forest supervisor.

Originally Niceville was located in Walton County,

Continued in next column

The City of Valparaiso is primarily a city of homes without the usual industrial or manufacturing activities common to most cities. It was founded in 1918, incorporated as a city in 1921, and has continued to grow with the other cities of the Playground Area until it now has a population of 6,960 and has some twenty or more homes under construction at this time.

The name Valparaiso was selected by the founder, John B. Perrin, who saw in the location what he called the "Vale of Paradise" which in Spanish is called "Valparaiso". It is truly such a place, lying as it does on the waters of Choctawhatchee Bay only eight miles airline from the Gulf of Mexico. The city proper is surrounded by water on three sides: by Sunset Bayou (Tom's) on the south, Valparaiso Bay (Boggy Bayou) on the east and north and benefits from the breezes from across the water during the hot seasons.

The city has the usual stores, churches, filling stations, garages needed for the populace, one theater, and soon will have a school of its own. In the meantime, the children of the city attend school in the adjacent city of Niceville by buses provided by the county. The city is incorporated for an area of six miles in length and about three miles in width and includes the main field of Eglin Air Force Base within its limits. Valparaiso Landing Field (a municipal airport) became the Valparaiso are either stationed at Eglin in the Air Force or are employed there as civilians.

Niceville continued

Florida. In 1915 by a special act of the Florida Legislature, Santa Rosa and Walton Counties were divided and a new county, Okaloosa, was created.

Today Niceville is the home of many civilian and military personnel. Numerous shops and stores are found in the

area and the town boasts of the Spence Brothers Fish Company which is fourth largest of its kind in the entire state. The Bay Lumber Company processes many feet of pine lumber daily. Churches of many faiths and two schools are located in Niceville and the town operates under a City Manager form of Government.



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Billy Bowlegs Festival

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At the present time, there are about 12,000 military and 4,000 civilian personnel employed at Eglin, with an annual payroll of around \$4,000,000 a year. Much of this money is spent in Fort Walton Beach and other towns in Okaloosa County.

The mission of the Air Proving Ground Command is final phase testing of all U. S. Air Force weapon systems! This testing is done by the Air Force Operational Test Center, primary mission organization of the Air Proving Ground Command. The Air Force Operational Test Center conducts employment and suitability testing of aircraft, rockets and missiles, and all auxiliary equipment under stimulated combat conditions.

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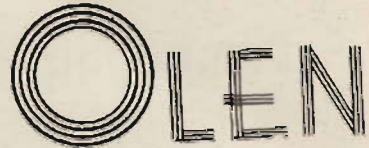
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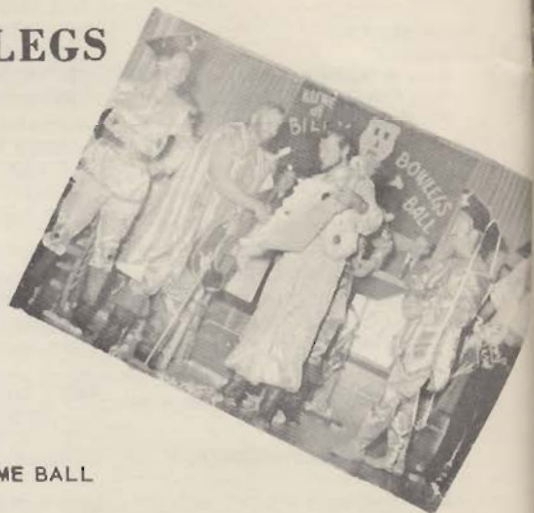
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Costume BALL

BILLY BOWLEGS BALL



BILLY BOWLEGS COSTUME BALL

Everybody loves to dress up once in a while -- dress up in something really unusual. That's why the Billy Bowlegs Costume Ball has been such a success through the years. Last year so many folks attended the one costume ball that three have been planned for this year. The first annual Krewe of Bowlegs Ball will be held Friday night at the Shalimar Club. This strictly invitational affair is sponsored by the Krewe of Bowlegs, a group of local business and professional men. Cap'n Billy will appear at the Krewe of Bowlegs Ball, still masked. His true identity will not be revealed until the Jaycee-Sponsored Captive Queen Ball Saturday night. The Captive Queen Ball, to be held at the Tower Beach Casino, will see the unmasking of Billy and the selection of a Captive Queen. The Orchestra of Johnny Long will provide music for both events.

Also, on Saturday night the Junior Billy Bowlegs Ball will be held at the Fort Walton Beach Community Center. At the Junior Ball a teen-age Bowlegs and teen-age captive queens will be selected. Popular Rock 'n Roll recording artists, the Four Mints, will appear at the Junior Billy Bowlegs Ball.

So much for the organized costume balls. Everyone will be encouraged to wear pirate costumes during the entire three days of the festival -- to their private parties, in their places of business -- even on the street.



The Krewe of Bowlegs

Although the Krewe of Bowlegs, in actuality is a fledgling mystic order functioning under charter rules and regulations, there's nothing occult in the minds of Playground residents and businessmen concerning its present and potential value as a lofty social contribution and an invaluable publicity target.

The Krewe, currently active in its second year, is a direct and brilliantly promising multiple of the Billy Bowlegs Festival. This Labor Day celebration, an infant itself - three years to be exact, is the brain child and annually sponsored event of the Fort Walton Beach Junior Chamber of Commerce. This group of enterprising young businessmen eager to latch onto a project that would warrant their time and efforts, conceived the idea of a Gasparilla-type observance centered on a Billy Bowlegs theme, Bowlegs being a type of controversial authenticity whose alleged activities were widely spread throughout the Playground Area.

The overwhelming acceptance and ensuing success of the initial celebration sparked vigorous local interest and resulted in some extremely gratifying publicity beyond its intended boundaries. The second year, armed with impressive results of their labors and an intense desire to broaden their scope, the Jaycees successfully appealed to city fathers and merchants to underwrite the cost of the Billy Bowlegs celebration. Meanwhile, and cognizant of Pensacola's success with a like group of influential businessmen comprising the Krewe of LaFittie the Krewe of Bowlegs was conceived and born of a small group of area merchants of which two, together with two from Jaycees, were secretly delegated to choose from the member list the Billy Bowlegs, a reigning pirate of the three day fiesta whose identity remained unknown until the unmasking ceremonies took place on the evening of the grand ball which highlighted the festival activities. The first such honor under organized and recognized jurisdiction went to Roger Clary, a civic-minded businessman and then Chamber of Commerce President.

Last year's success provided a blue print and the necessary inspiration for the improvement and impressive growth of this year's Krewe of Bowlegs. Now safely chartered and broadened to encompass eligible members from Crestview and other surrounding county communities, the membership and associate membership contains roughly 85 men whose membership dues have solved the vitally important problem of festival independence. The gaily-clad, carefree Krewe of Bowlegs affords insight to a colorful and more prosperous Labor Day observance for the Playground.

The Krewe of Bowlegs is an organization governed by a President, Vice-President and Board of Directors who meet at regular intervals to discuss policies, procedures and the general welfare of the group. This governing body is composed of prominent citizens and Krewe members whose businesses help form the foundation of the city and county's economical stabilization and are therefore invaluable as festival supporters.

Visitors to and citizens of the Playground Area are in for three days of unprecedented fun and frolic during this year's Billy Bowlegs celebration with the spotlight of pompous ceremony focused on the Krewe's participation. A sizeable sum has been spent on gaily-colored costumes to be worn by the Krewe during their parade and at the Ball which follows that night. The artistic abilities of local talent has created some of the most beautiful and impressive parade floats, on which the Krewe will ride, ever entered in like pagentry.

While still in its rudimentary stage, the Billy Bowlegs Festival seems destined to become another Florida attraction second to none in beauty and cooperative fellowship. We predict that impetus born of the Krewe of Bowlegs will add additional miracles to the Miracle Strip.

Krewe of Billy Bowlegs Officers

Roger Clary President
 Finley Duncan -- 1st Vice President
 Cecil Bass ----- 2nd Vice President
 Milford Reynolds Secretary
 Wayne Patton ----- Treasurer

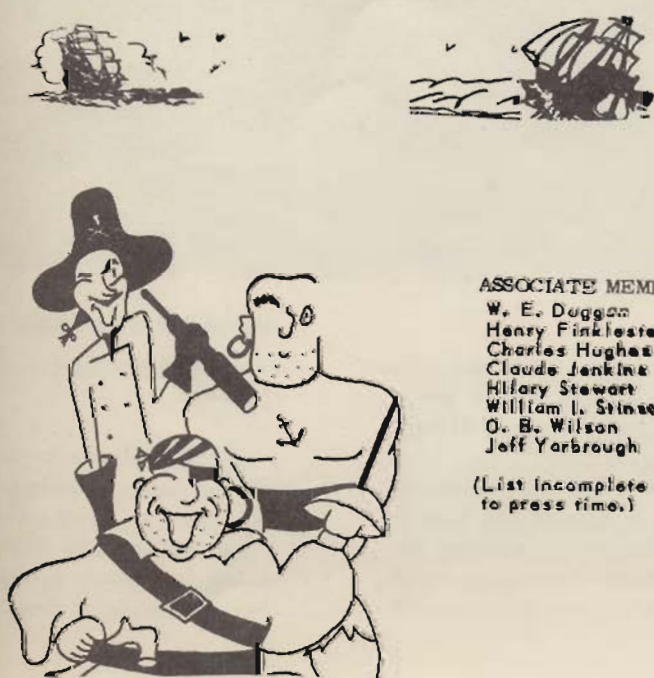
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 C. C. White
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 Roger Wright
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 Henry Finklestein
 Charles Hughes
 Claude Jenkins
 Hilary Stewart
 William L. Stinson, Jr.
 O. B. Wilson
 Jeff Yarbrough

(List incomplete due to press time.)





LE FOR CITY'S GROWTH?

pair by hasty ill-planned dev-

orce population, has also con-
ntastic growth. The area can
work so vital to the defense
of the Eglin reservation may
where large scale overland

*Is the growth healthy? That's the question that is worry-
ing the most thoughtful of Playground residents. You can
find the answer just by looking around. Fort Walton Beach,
while fast approaching metropolitan status, still retains the
relaxed easy-going air of a small town. It's the air of a peo-
ple who know where they're going and who are wasting no
time getting there, but who simply refuse to worry about the
whole thing.*



1940 - 90 residents; 1957 - 10,000 residents! In any other place the astounding growth of Fort Walton Beach would be fantastic, here it is just part of the scheme of things.

There are reasons, of course. Here are the last and relatively unspoiled beaches in Florida -- almost the last in the nation. The Santa Rosa Island Authority, preparing the master plan for island beach development, visited virtually all Florida Beaches and found some so eroded as to be al-

HUMAN VIGARO RESPONSIBLE
most gone -- wasted beyond repair and development.

Eglin, with its huge Air Force base, has con- tributed immeasurably to the nation's defense. We take pride in being a part of what is the pride of our nation. The 800 miles of coastline here will be the last place in the nation where aircraft testing is feasible.

Community page

Churches

CINCO BAYOU

CINCO BAPTIST CHURCH
Rev. Richard Bloodworth

DESTIN

DESTIN BAPTIST CHURCH
Rev. H. Jarvis

DESTIN PRESBYTERIAN CHURCH
Rev. George Pickard

ST. ANDREWS BY THE SEA
Episcopal Church
Rev. Eillian Erwin

St. andrews by the
Episcopal Church
Rev. William Erwin

EGLIN AIR FORCE BASE

LATTER DAY SAINTS, CHAP. No. 2
Rev. Ben Merrill

JEWISH CHAPEL No. 1
Chaplin Morton Wallach

FORT WALTON BEACH

ANTIOCH MISSIONARY BIPTIST CHURCH
James L. Carpenter

CHRISTIAN SCIENCE SOCIETY
Reader - Mrs. D. Johnson

CHURCH OF CHRIST
Rev. George M. Yates

CHURCH OF GOD
Rev. Bruce Mitchell (Panama City)

EVANGELISTIC CENTER
Rev. Ronald Turton

FIRST BAPTIST CHURCH
Rev. Hugh Walters

FIRST CHRISTIAN CHURCH
Rev. Pendleton

FIRST METHODIST CHURCH
Rev. Warren L. Lindsey

FIRST PRESEYTERIAN CHURCH
Rev. George Pickard

GOOD SHEPARD LUTHERAN
Rev. John Ellerman

ORGANIZED CHURCH OF JEASUS CHRIST
OF THE LATTER DAY SAINTS

PENTECOSTAL UNITED CHURCH

SEVENTH DAY ADVENTIST
H. V. Leggett (Pensacola)

HOSPITALIZATION FACILITIES

Fort Walton Beach Hospital
Fort Walton Beach

White-Wilson Clinic
Fort Walton Beach

Bay Auxiliary Hospital
Valparaiso

PLAYGROUND AREA SCHOOLS

Elementary
Fort Walton Beach:
Fort Walton
Westwood
Oakland Heights
St. Mary's
Brooks

Destin:
Destin Elementary

Eglin AFB:
Eglin Elementary

ST. MARY'S CATHOLIC CHURCH
Father Cummingham

ST. SIMON - ON - THE - SOUND
Rev. J. H. Pace

UNIVERSITY BAPTIST CHURCH
Dr. Y. L. Anthony

NICEVILLE

CHURCH OF CHRIST
C. S. Hartine

FIRST BAPTIST CHURCH
Rev. F. H. Morgan

METHODIST CHURCH
Rev. A. C. Britt

PENECOSTAL UNITED CHURCH

PINECREST BAPTIST CHURCH
Rev. G. B. Ellis

OCEAN CITY

FIRST BAPTIST CHURCH
Rev. J. M. Quigley

SHALIMAR

PRESBYTERIAN CHURCH
Rev. Emmett McDowell

SHALIMAR METHODIST CHURCH
Rev. Jimmie C. Connor

SANTA ROSA

COMMUNITY CHURCH
Rev. George Pickard

VALPARAISO

VALPARAISO BAPTIST CHURCH
Rev. O. Oglesbee

VALPARAISO COMMUNITY CHURCH
Dr. James A. Fraser

WRIGHT

ASSEMBLY OF GOD
Rev. Houston Miles

WRIGHT BAPTIST CHURCH
Rev. Roscoe I. Meadows

WRIGHT CHURCH OF CHRIST
Rev. W. B. Hughes

PENSACOLA

GREEK ORTHODOX

Niceville:

Niceville Elementary

Junior Senior High School

Shalimar:

Choctawhatchee

University

Fort Walton Beach:
Southern University

Proposed Junior High Schools
Fort Walton Beach

Valparaiso



Captive QUEEN

AND WENCHES

The cream of Southern Loveliness, suh, beautiful pirate wenches, captured in daring raids on cities from New Orleans to Miami. One of these curvaceous cuties will be chosen "Miss Captive Queen 1958" and crowned by Cap'n Billy Bowlegs, the pirate chieftan himself. As you can see from pictures on this page, captive wenches are the cutest of all.

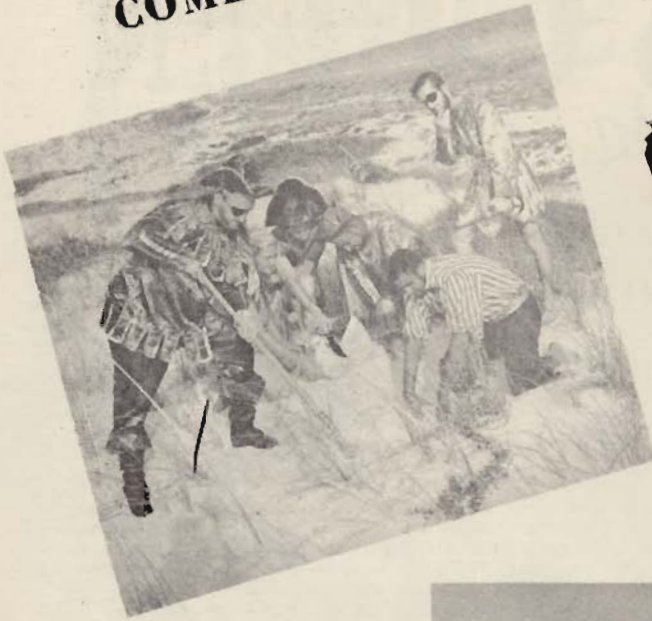
The bevy of lovelies will sail into town with the pirate flotilla. The wench chosen Queen will get a hug from the mighty Billy, Miss Captive Queen will lead the wenches through a colorful parade down Main Street Monday, final day of the festival. One of last years lovelies gets an approving glance from Billy Bowlegs - others wave to the crowd during the parade. Cap'n Billy chooses his queen because of a variety of things: beauty, gentleness, beauty, talent, beauty, -- oh, well, you get the idea.



Advance reports on this year's captive wench raid indicates that the 1958 crop will be the loveliest of all time.



COME FIND



City of

FORT



PENSACOLA



POPULATION

1940	40
1950	2,500*
1954	6,500*
1956	9,456**
1957	11,000***

* Actual Figures
 ** Special Census
 *** Approximate

POSTAL RECEIPTS

1945	\$11,642.90
1952	\$41,057.15
1956	\$72,322.35

BUILDING PERMITS

1953	121	Valuation \$576,000.00
1956	478	Valuation \$4,500,000.00

ELECTRICAL CONNECTIONS

1954	1,382
1952	5,822
1956	10,169

TELEPHONE CONNECTIONS

1948	839
1952	2,640
1956	5,432

MOTOR VEHICLE LICENSE TAGS

1953	6,186
1956	9,939

Schools



Churches

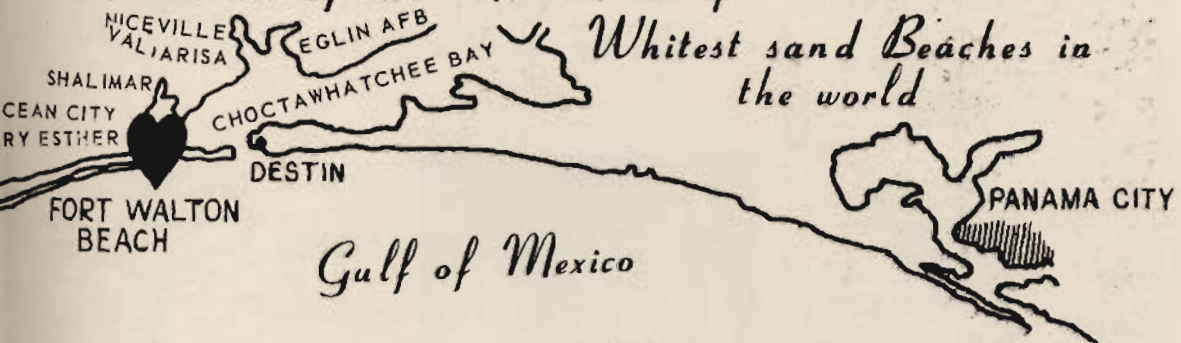


Recreation



WALTON BEACH., FLORIDA

The Heart of the Miracle Strip



Gulf of Mexico

BUT WHERE DO YOU GO FOR A VACATION?

Future WORTH
KNOWING ABOUT . .

About the only complaint you ever hear about living in the Playground Area is this -- "Just where can you go for a vacation?" And that's quite a problem. After all, the beach is right here: the fish are here too. And if you're a hunter, you can bag anything from deer and quail to alligators in season. So where do you go for a vacation?

The surest answer is the one most residents prefer -- just enjoy the resort 365 days a year. There's something going on all the time -- swimming and water skiing in the summer, hunting in the winter, fishing and boating the year around. Two local radio stations, W.F.T.W. and W.F.B.S., keep the air filled with listenable music.

That takes care of the off hours and the working day takes care of itself. Full employment all through the year is the rule in busy commercially active, Fort Walton Beach. The cost of living surprisingly low, too, compared with cities of equal size and activity.

And the City of Fort Walton Beach offers unusually efficient municipal services at comfortable tax rates. Utilities are dependable and reasonable -- giving surprisingly little difficulty when you consider that they are serving a population that doubles or triples every few years.

For your spiritual needs, there are churches of all denominations. Teenagers never have to worry about recreation either with public beaches and youth centers so available.

Maybe you like to help govern your town. Fort Walton Beach is governed by a council. All you have to do to sit in is be a freeholder (property owner) and get yourself elected. If that sounds like too much trouble, you can always watch -- council meetings are open to the public.

The wishes of the City Council are converted to action by an efficient City Government headed by a City Manager. The Mayor is an honorary -- which is to say unpaid -- official.

As a new resident of Fort Walton Beach, you'll keep busy, you'll enjoy every minute -- you may even help govern the town. But you'll still run into one problem. Where do you go for a vacation.



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Eglin Hwy CINCO

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- Fishing tackle
- hardware
- dress shop
- super market
- beauty parlor

DESTIN Shopping Center

Ben Marler Destin, Fla.

TEENAGE & Jr. BOWLEGS TREASURE HUNT & DANCE



Even the Small Fry Have a Great Time During the Festival

The Billy Bowlegs Festival includes activities for the youngsters, too. A Junior Billy Bowlegs and two Junior Captive Queens are chosen from local teenagers at a teen-age Billy Bowlegs Dance. The dance, held on the first night of the festival at the Fort Walton Beach community Center, will see nearly all of the Playground Area's teenagers in pirate costume. The Four Mints, popular Rock'n Roll recording artists, will appear at the dance.

The Junior Billy Bowlegs poses with his captive queens at last year's ball.

Sunday afternoon, the second day of the festival, will see a horde of youngsters in pirate costume combing the white sand beaches of Santa Rosa Island for buried pirate treasure.



One of last year's lucky winners seems to be having some difficulty wresting the prize away from Cap'n Billy, but youth will be served and the pirate chieftan eventually yielded. Prizes for the youngsters will include hundreds and hundreds and HUNDREDS of dollars worth of merchandise.



CH 3-3882

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- . Flounder
- . Shrimp
- . Oysters
- . Lobster

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& Seafood Co.

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The Gulfarium Story

The Gulfarium, also known as the "Living Sea," located on Santa Rosa Island, between Fort Walton Beach and Destin, in the heart of Northwest Florida's famed "Miracle Strip," was opened during August 1955 and gained immediate acceptance by the public as one of Florida's major attractions.

Fronting on U.S. Highway 98, the Gulfarium's background is the colorful Gulf of Mexico

edged by the whitest sand beaches in the World. Its strategic location on the coastal route, midway between New Orleans and Tallahassee, in nearest Florida to most of the Nation, makes a Gulfarium visit a "must" not only for vacationists and residents in the Pensacola - Panama City area but for thousands upon thousands of transient tourists enroute to other famed resort areas.

The Main Tank holds a half-million gallons of constantly circulating sea water and is equipped with an observation deck for viewing surface performance and scores of portholes through which, in complete safety, you will witness thrilling underwater shows. The unique reef tank containing 60,000 gallons of salt water is equipped with a huge



picture-window which permits a wide-angle view of teeming marine life. These huge tanks provide the settings for the two distinctly different performances which you witness for a single admission.

Between scheduled performances, you can leisurely examine the living exhibits housed in the many smaller Aquaria, visit the Snack Bar and Free Shell Exhibit, or browse around in the Gift Shop.

Surface shows staged in the Main Tank are viewed from the Observation Deck which completely encircles the top of the giant tank. From this elevation you will also obtain an awe-inspiring view of the Gulf of Mexico and "The Whitest Sand Beach in the World."

Underwater shows in the Main Tank may be observed from either the lower deck or middle deck both of which are completely enclosed to permit better viewing through the many portholes and to provide sheltered observation positions during infrequent periods of inclement weather.



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NIGHTLY**

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 and ... if only the finest in
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 TE 7-2531 living ... then the magnificent
 E.W. Shahid
 Owner

Destin, Fla.

Shoreline

HOTEL and COTTAGE COLONY
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Pride of the "Miracle Strip"

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 - hobby crafts.
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Sonny Gill

Shalimar Super Service

"Bumper to Bumper"

OL - 1-2311

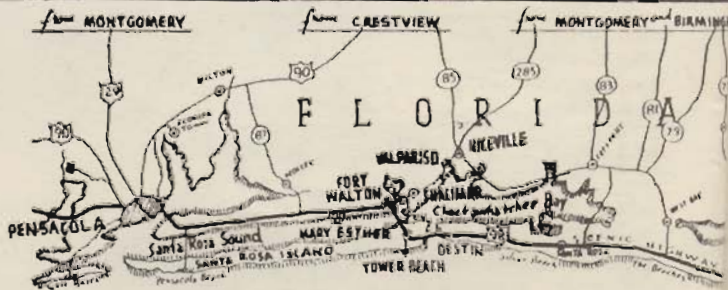
Dave Hanks
Mgr.

Shalimar Grocery Store

Complete

food
Service

OL - 1 - 5941 Shalimar, Fla.



Shalimar

City of homes

Shalimar, the beautiful little town a few miles north of Fort Walton and near Eglin Field, causes every visitor to marvel at its charm.

Shalimar is populated almost entirely by Air Force personnel of Eglin. It has one of the finest night clubs on the entire gulf coast, a modern shopping center, filling stations and a drive-in theatre is going up.

Many of the Shalimar homes are on the water, adding to their beauty.

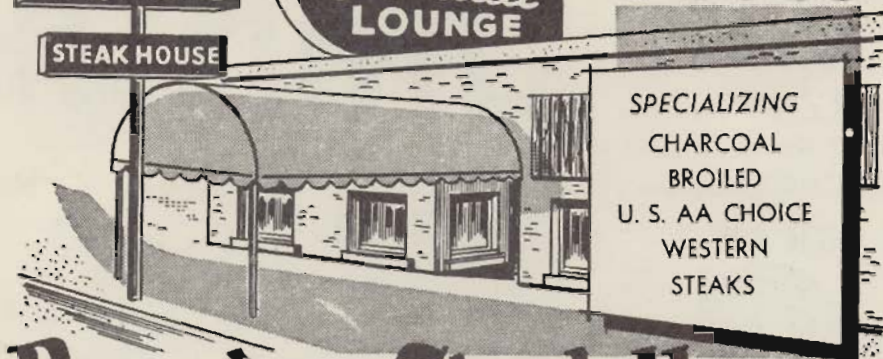
Why not Eat Out Tonite?

**BAY
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LIQUORS

STEAK HOUSE

Cocktail
LOUNGE

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Bayview Steak House

EGLIN HWY.

FORT WALTON BCH.

YOUR HOST CHARLES CLARY

STORK CLUB OF THE "MIRACLE STRIP"

MAN FIRST ENJOYED PLAYGROUND BEACHES IN 4000 B.C.

Even before the dawn of recorded history, people enjoyed the blue skies and white sand beaches of the Playground Area. Evidence which has come to light recently shows that a relatively cultured pre-historic people lived here around 2,000 B.C.

The evidence consists of several man-made clay balls or spheroids about the size and shape of a peach. Professional archeologists have called the objects typical of the so-called "Poverty Point" civilization which existed along the banks of the Mississippi River at about the same time.

The spheroids, uncovered at Elliott's Point and in the Choctawmar area, were used by the pre-historic inhabitants in a variety of ways, chief among them cooking. The housewife of 4,000 years ago, not being able to switch on an automatic range, dug a hole, lined it with animal skin, then filled it with water and food and tossed in the pre-heated spheroids to supply the heat.



Bill Lazarus and son look over their collection of pre-historic implements. Lazarus, chairman of the Playground Chamber of Commerce Historical and Cultural Committee, has unearthed all of these objects in the local area. Archeologists say they prove the existence of a pre-historic civilization here some 4,000 years ago.

thru out the
South !!

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On the first day of the 1956 Billy Bowlegs Festival, two weary, sun-burned skiers pulled to the beach of the Playground Area after a grueling 255 mile trip from New Orleans. Ten and one-half hours earlier the two skiers, Bob Nathy and Allen Warriner, had been confident that they would break the world's distance open water record. The first half of the trip went as scheduled but improper bindings on the ski's and rough water soon started to hamper the skiers. Although they did not break the record last year, Bob Nathy and Allen Warriner have been in training this year with a pair of skiis specially built for distance skiing. Instead of regular ski bindings, tennis shoes were used and a thin metal fin on the bottom replaced the conventional wooden runner. With proper equipment and the experience obtained last year, the boys will be all out to better the worlds record by about 15 miles. This year the skiers will start in lake Ponchartrain above New Orleans, circle the lake to obtain mileage and then on to Fort Walton Beach 420 miles away. The skiers will enter the water at Day-break August 31st and are scheduled to arrive in Fort Walton Beach about 6:00 p. m. the same day.

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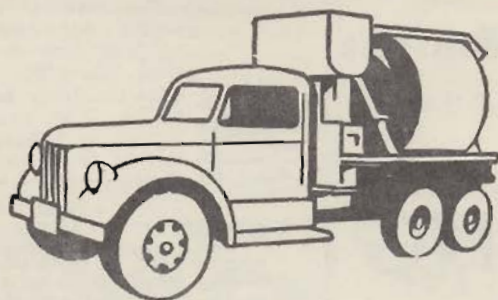
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deep sea
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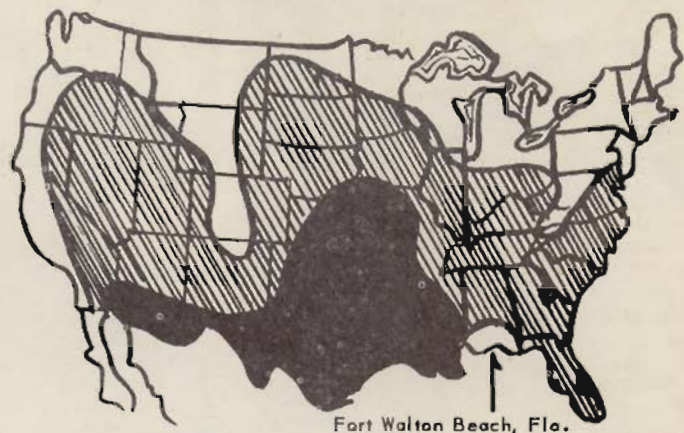
boats
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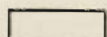

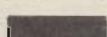
COOL SUMMERS, MILD WINTERS



'Now about the weather..



Fort Walton Beach, Fla.

-  Only 100 hours each year-temperature above 85°
-  500 hours each year-temperature above 85°
-  1000 hours each year-temperature above 85°

	Jan.	Feb.	Mar.	Apr.	May	June
High -----	60.3	62.3	67.2	73.1	79.9	85.4
Low -----	45.9	48.2	53.9	60.5	67.4	73.6
Mean -----	53.1	55.3	60.5	66.8	73.6	79.5
	July	Aug.	Sept.	Oct.	Nov.	Dec.
High -----	86.9	87.1	84.6	77.3	67.5	61.7
Low -----	74.8	74.7	71.7	62.5	52.4	46.8
Mean -----	80.8	80.9	78.2	69.9	60.2	54.3

The national trades publication "Heating and Ventilating" dug out the facts from the U. S. Weather Bureau records that the Playground has only 100 hours each year when the temperature is above 85 degrees. This area is truly an oasis for the heat weary people of the nation. The average date of the last killing frost in Spring is February 20, and the average date of the first killing frost in Autumn is December 9. The average growing season is 292 days.

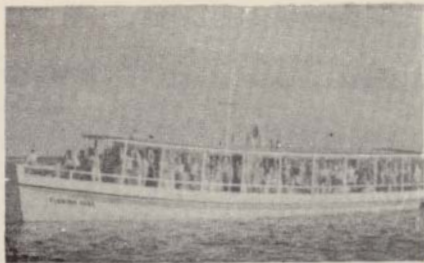


GESUNDHEIT!! -- An Expression Rarely Heard in the Playground Area. Add to the growing number of little known facts about the Playground Area an item of overwhelming interest to sufferers from the dreaded scourge, hay fever. A revised 1954 report, based on scientific research by the American Foundation for Allergic Diseases puts the area in a special class with one of the lowest rag weed pollen counts in the nation!

As a matter of fact, Fort Walton Beach and Santa Rosa Island showed the third lowest in rag weed pollen in the nation, outdone only by Mt. Ranier National Park in Washington and Sequoia National Park in "that other" famous vacation state -- you know, the one where the movies come from.

The report sounds a word of caution however. Rag weed growth could possibly get started here and once it does will be impossible to curb. Perhaps a special police force should be organized to keep operatives from other resort areas from smuggling in the deadly weed. Meanwhile, Let's invite all hay fever victims to enjoy the pure Playground Area air and leave their Kleenex and anti-histamine pills home.

N. W. Fla. Destin



DESTIN FISHING RODEO

The Destin-Gulf Coast Deep Sea Fishing Rodeo is staged annually during the entire month of October and, last year, attracted anglers from more than half of the nation.

The Rodeo to be staged this October is the ninth tournament and, through the years, the event has evolved into one which two distinct types of fisherman can compete on even terms for the Grand Prize.

The Playground Areas offshore waters have long been famed for their unexcelled bottom-fishing with the Red Snapper the choice species sought by this method but in recent years trolling activities have been greatly accelerated in the area with King Mackerel, as two top specimens caught locally, vary greatly in length and contour but their weight range is nearly identical. This natural situation permits the featuring of King Mackerel and Red Snapper in the Rodeo's Grand Prize competition, thus giving bottom fishermen and trollers an even chance at the top money as the winning fish is determined by weight. A large consolation prize for the largest fish entered in the losing species keeps the Grand Prize competition keen throughout the Rodeo.

There is a Major Award in the Largest Edible Fish Cat-



egory which division is judged separately and is in this Major Award Division that the Monster Warsaw and Jewfish are entered.

Pier, bridge, and surf fishermen also have an opportunity to compete in the contest with the Pompano the featured fish for the Principal Prize in this division.

Daily prizes are awarded in all three divisions of the Rodeo

and last year's prize list, including the Grand Prize, consolation Prize, Major Award, and Principal Prize, exceeded \$5,000 in value.

Destin-Gulf Coast Deep Sea Fishing Rodeo Headquarters is located in the Post Office Building at Destin, telephone number TE 7-3371, and the event is sponsored by the Destin Community Center, a non-profit civic organization.

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GULF DESTIN, FLA. COAST

FISHING RODEO

MON THRU OCTOBER

24 BC
CHARTER

FISHING
ROUNDER

LUCKIES!

VILLAGE ON THE COAST ...



Okaloosa Beach

SANTA ROSA ISLAND

Number One Resort Planned

The 3 mile stretch of Santa Rosa Island adjacent to Fort Walton Beach is taking shape in the form of a beautiful resort and residential area. Bounded on the south by the Gulf of Mexico and on the north by the placid waters of Santa Rosa Sound, the island is being developed by the Okaloosa Island Authority and made possible initially through the efforts of congressman Bob Sikes. The board as now constituted is W.L. Marler, James E. Miller, James W. Lee, J.D. Wingard, Hilary Stewart, Malcolm Morrison, and Walter O. Swar with Jack L. Smith as executive manager. The spacious offices are located on the island where visitors are always welcome and information concerning the beach and its development is always available. For information write Okaloosa Island Authority, Box 121, Fort Walton Beach, Florida.



Tokyo Raiders

The men who first demonstrated to the Japanese of World War II that their island was not invulnerable -- and won a secure place in the nation's honor roll of heroes -- met here last April for their 15th Anniversary Reunion.

The airmen who made the historic raid on Tokyo in 1942 led by Jimmy Doolittle met here in a get -- together that was something of a homecoming for them. The airmen trained here for their historic mission.



Radio and T-V star, Arthur Godfrey, shares a joke with Florida Governor LeRoy Collins during the Tokyo Raiders' reunion held here this year. Maj. Gen. Robert W. Burns, Commander of the Air Proving Ground Command at Eglin, looks on. General Doolittle (next to Godfrey), leader of the historic raid, and Congressman Bob Sikes complete the table. Godfrey referred to the Playground Area as a "Vacationer's Paradise".

Doolittle, now a retired Air Force Lieutenant General termed the reunion "the most successful we ever held". In addition to a banquet at the Shalimar Club, Hosted by radio and T-V star Arthur Godfrey and attended by such notables as Florida Governor LeRoy Collins and congressman Bob Sikes, the raiders toured Eglin and Hurlburt and enjoyed yachting and boating.

Of the 80 original members of the raiding force, 59 are still living and 37 of these attended the reunion -- most of them leaving with a promise to return often.



The Playground Players is a new organization, and its object is to promote, encourage, foster, and maintain among the people of the Playground Area an active and abiding interest in the legitimate theatre. With-

in the framework of our constitution we have incorporated the plan to produce four plays a year. Because of this aim we are dedicated to operate a playhouse for the purpose of staging dramatic presentations, musical, and similar aesthetic endeavors.

When a community such as ours reaches the point in its growth to support a little theatre, it has made great strides towards the cultural and intellectual development so needed today. We are constantly seeking new members, and it is our fervent wish that many of you will become a part of this fast growing group.

Very sincerely,

Leah W. Miller, President
Playground Players

Branch at Eglin AFB



MEMBER

American Bankers Association
Florida Bankers Association
Independent Bankers Association
Unit Bankers of West Florida
Federal Deposit Insurance Corpn.

DIRECTORS

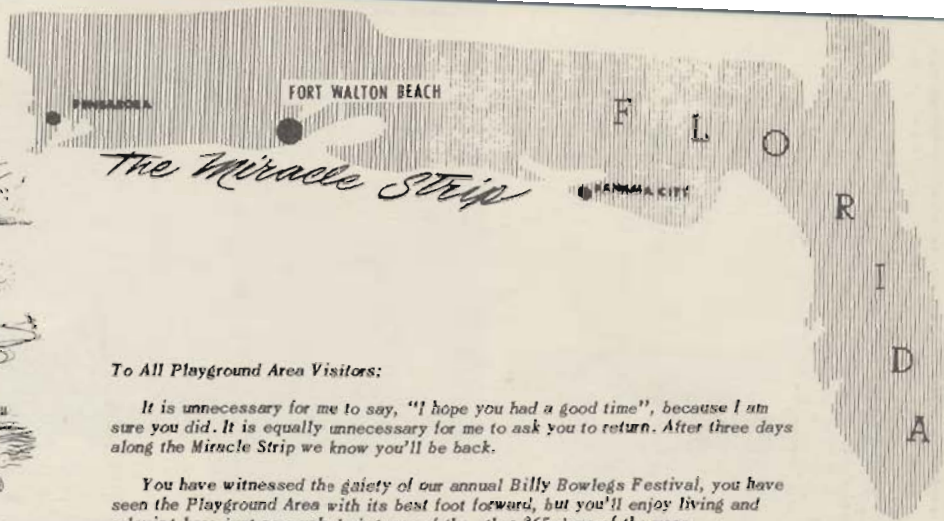
C. Walter Ruckel
S. Al Davis
Marion Plew Ruckel
Ramonde Ruckel Byrne
George A. Carlton

OFFICERS

C. Walter Ruckel--President
S. A. Davis--Vice-President
M. P. Ruckel--Vice-President
R. P. Roberts--Asst. Vice-Pres.
S. G. Nordberg--Acting Cashier
M. Z. Jones, Jr.--Asst. Cashier
G. A. Carlton--Comptroller

THE VALPARAISO STATE BANK

Valparaiso, Fla. "Home of Eglin Air Force Base"



The Miracle Strip



To All Playground Area Visitors:

It is unnecessary for me to say, "I hope you had a good time", because I am sure you did. It is equally unnecessary for me to ask you to return. After three days along the Miracle Strip we know you'll be back.

You have witnessed the gaiety of our annual Billy Bowlegs Festival, you have seen the Playground Area with its best foot forward, but you'll enjoy living and relaxing here just as much during any of the other 365 days of the year.

There is no such thing as a poor time to visit the Playground Area. The people are just as friendly, the climate is just as gentle, anytime you want to come.

We'll see you soon along the Miracle Strip.

Until you come again

Theo Bass
Theo "Docie" Bass
President Playground Chamber of Commerce

Whitest Sand Beaches in the World

THE



END

Sea

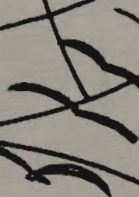
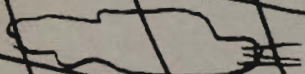
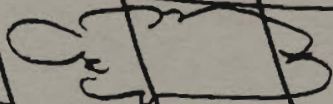


Gull

FT. WALTON BEACH, FLA.
HIGHWAY 98

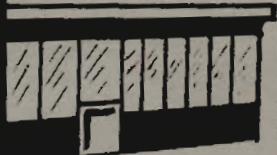
SEAFOOD SPECIALTIES
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..On the Miracle Strip"



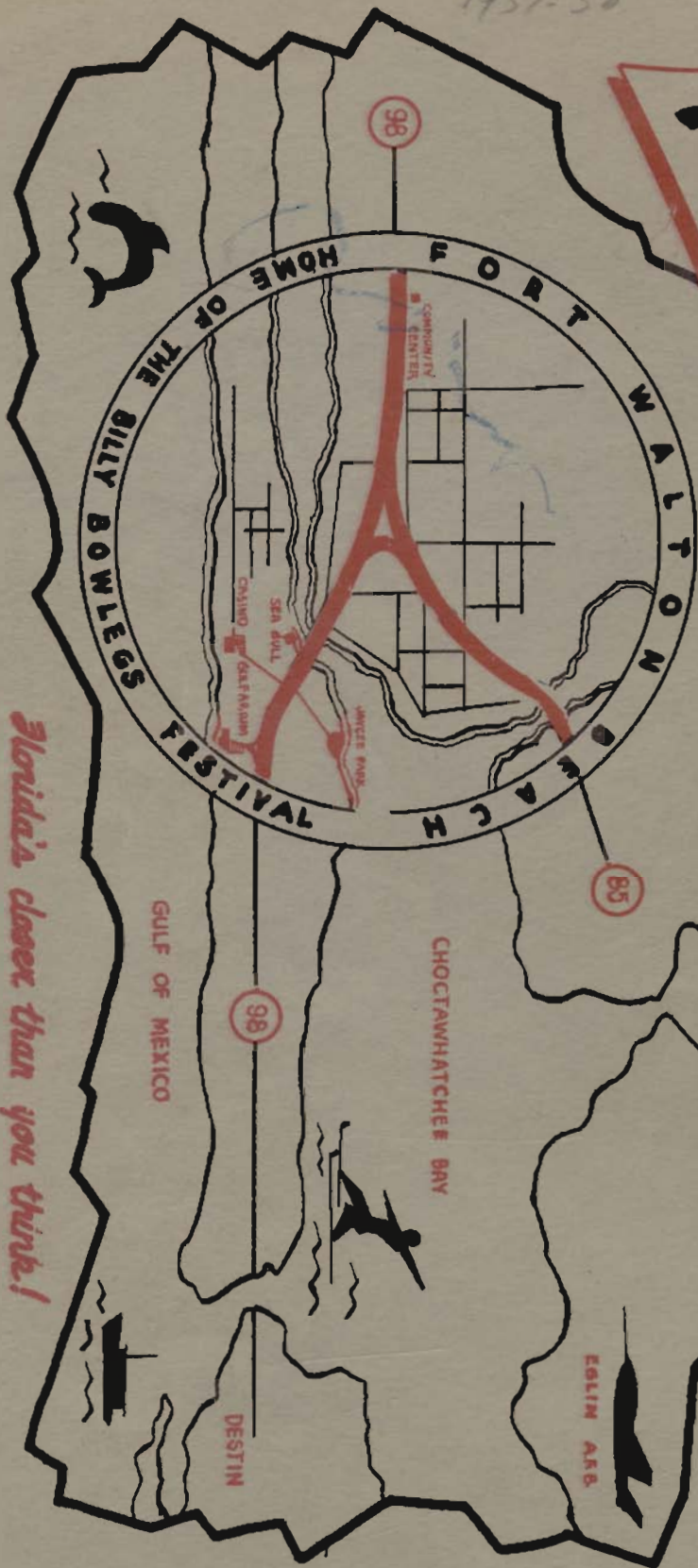
Seagull 

Restaurant
Cocktail lounge



1951 58

FLORIDA'S PLAYGROUND AREA



Florida's closer than you think!

JUNIOR CHAMBER OF COMMERCE

TO

