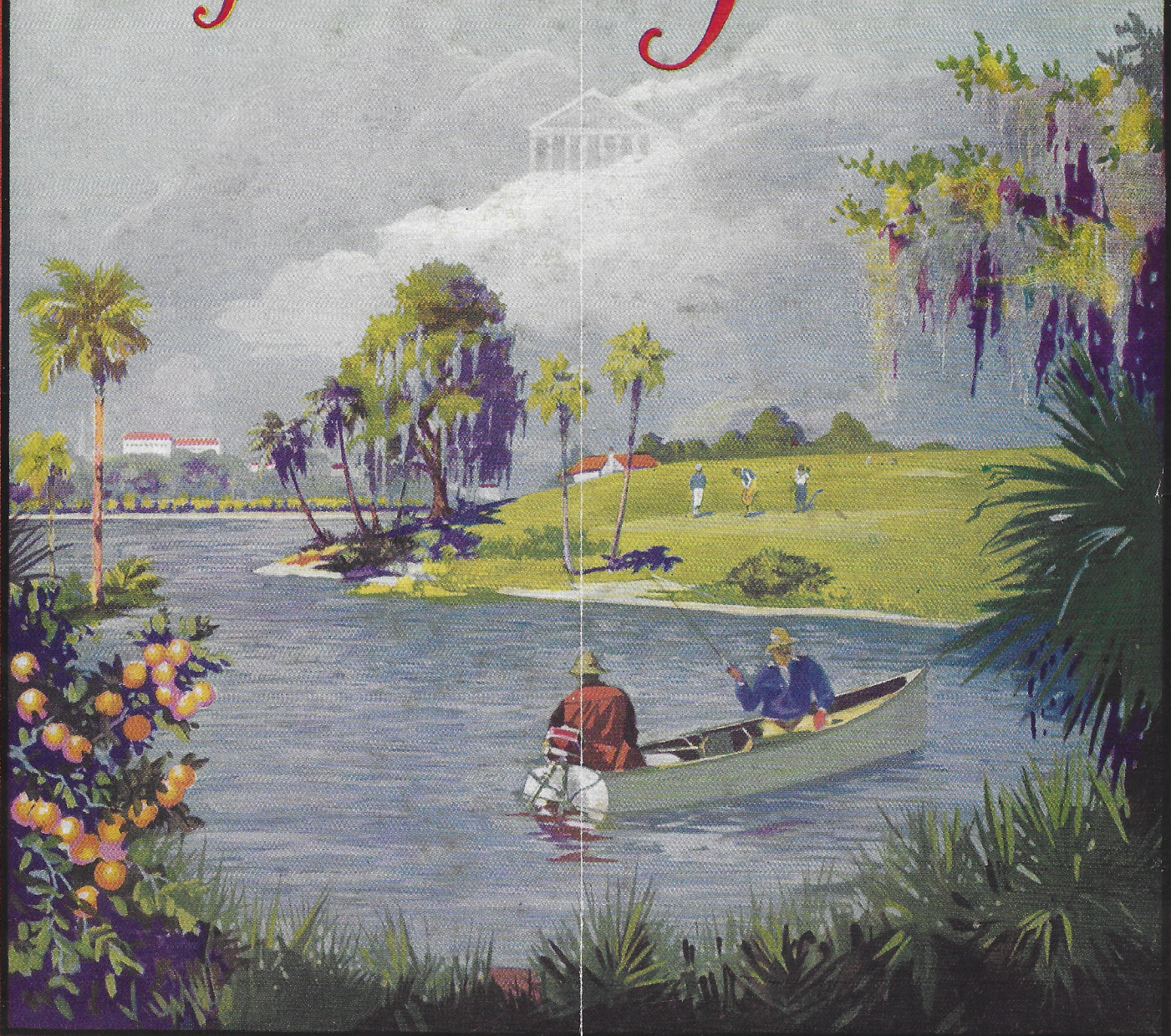


DELAND

"The Athens of Florida"

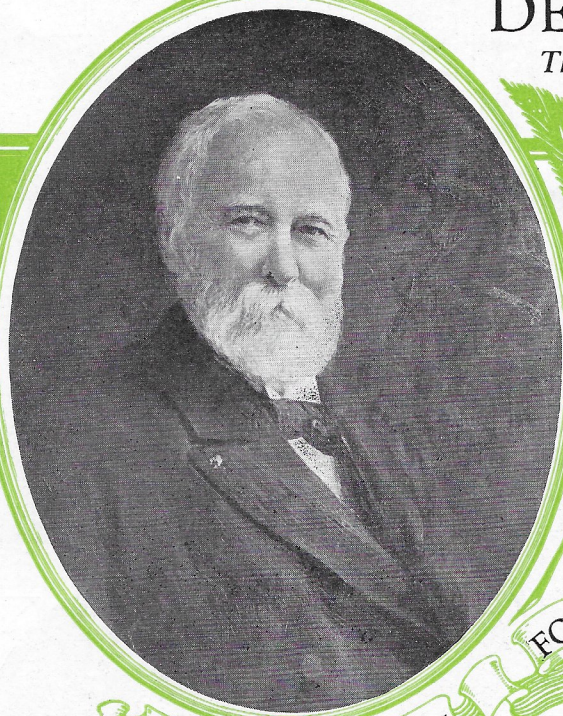




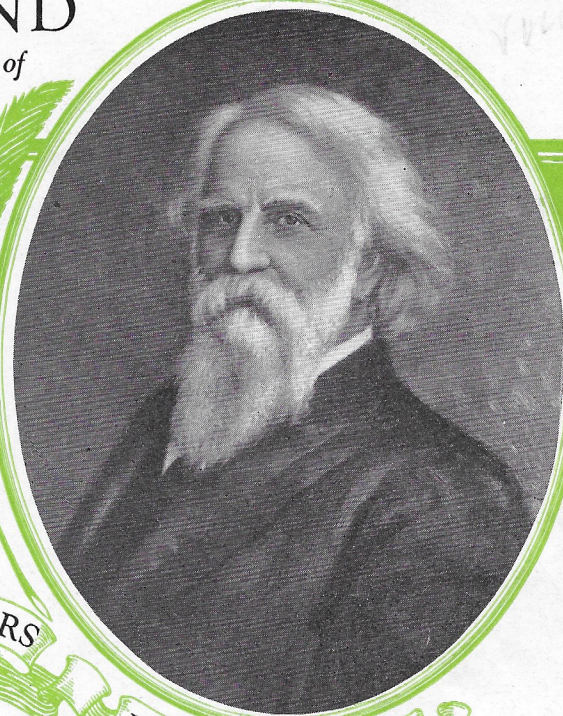
THE BEAUTIFUL ST. JOHNS RIVER BORDERS DELAND

DELAND

*The Athens of
Florida*



JOHN B. STETSON



HENRY A. DELAND

FOUNDERS

WELCOME

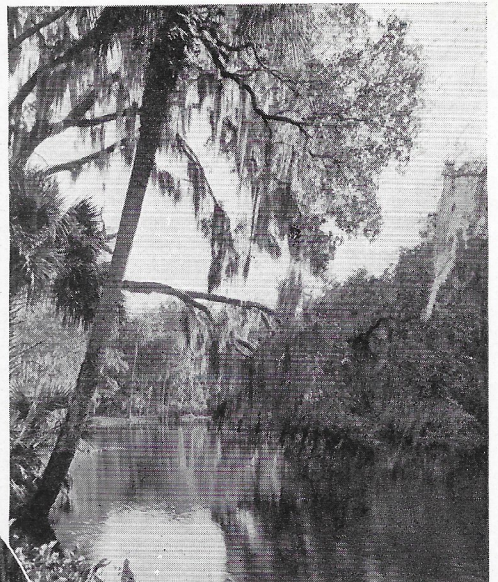
THE words and pictures of this brochure can but yield a glimpse of the real DeLand. Its tropical colors . . . its gaiety . . . its culture and its art . . . congenial people . . . a glorious, health-giving sun . . . the sweetness of its breezes . . . the richness of its soil . . . great oaks against an azure sky . . . far rolling hills . . . pure water from artesian wells . . . fish leaping in the sunlight . . . all these we cannot show. But we do extend a cordial invitation for you to come and see for yourself.

The Indians were wiser—and healthier—than we moderns. They moved with the seasons, following the sunshine and the birds. We all need a change now and then, whether it be from the tumult of a great city or the loneliness of ice-bound spaces. We need the warm, sweet air and the sunlight; to relax and recreate our energies out-of-doors. We need just such a place as DeLand.

DeLand is a City of Homes set in an atmosphere of culture and refinement. The retired business or professional man will find this a good place to make his home, and those past the heyday of life may spend their later years here in comfort and mellow enjoyment. It offers exceptional educational advantages to the student, and to the business man and to the farmer it offers great possibilities.



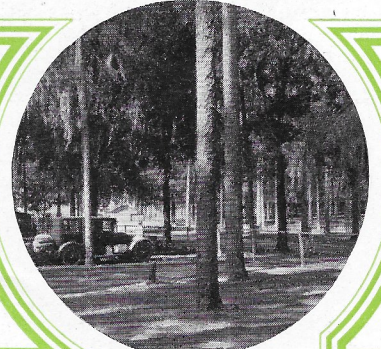
BLUE SPRINGS



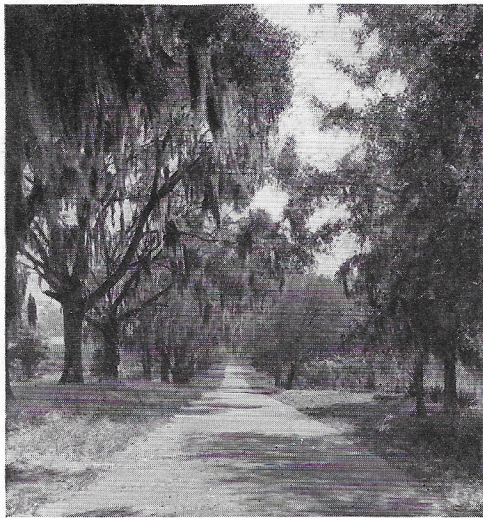
MOSS-HUNG OAKS STAND SENTINEL OVER A LAKE OF SAPPHIRE BLUE. BLUE SPRINGS, DELAND, FLORIDA



BEAUTIFUL DRIVE NEAR DELAND



DELAND TOURIST CAMP



A ROAD NEAR DELAND

WHERE THE ST. JOHNS
CARRIES ITS BROODING
MESSAGE TO THE SEA.
DELAND, FLORIDA



A STREET IN DELAND

An Adventure in Health

EACH year come the Sun Hunters in increasing numbers to DeLand. Why shouldn't they flee from unpleasant cold when DeLand, far enough north in the Florida peninsula to be reached in twenty hours or so by train, holds sunshine, balmy air and green growing things? Instead of bewailing the immense cost of fuel, fur coats and doctors' bills, these northerners realize that life is just as economical and far more worthwhile in outdoor air saturated with life-giving qualities that soothe and invigorate. They think of flowers, bubbling springs, glinting lakes where shadows fall bewitchingly over "old fishin' holes," of the golden sheen of oranges amid leaves of glossy green — and hunt for road maps and time tables.

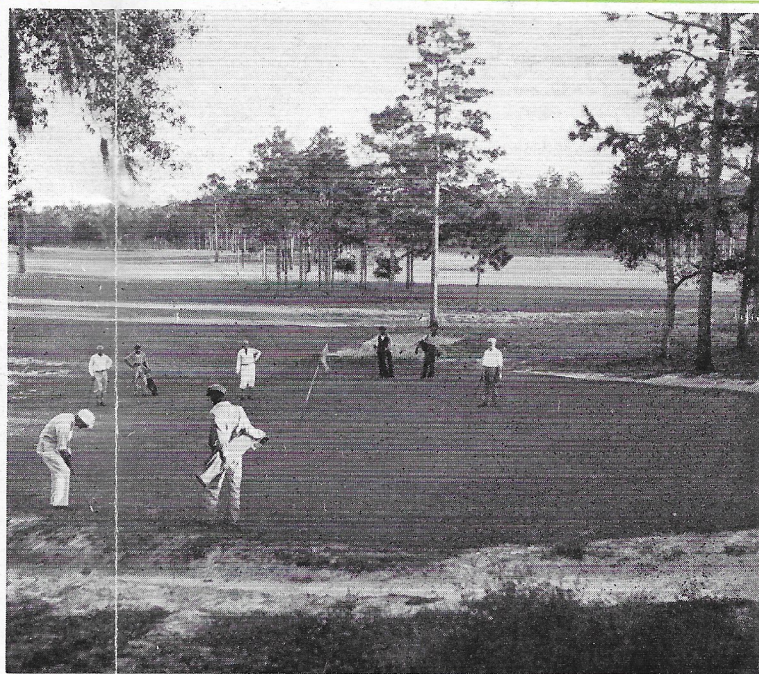
All Roads Lead to DeLand

SO THEY come, these gay adventurers, young and old, by motor, train, boat or airplane, and DeLand is within easy reach of all of them. It lies midway in the Florida peninsula, 110 miles south of Jacksonville, four miles from the historic St. Johns River and nineteen miles from the Atlantic Ocean. Here six arterial highways radiate to all parts of the United States. Going south, the St. Johns Scenic Highway, the shortest route north and south through Florida, follows that brooding river through scenes of gorgeous tropical

beauty. Bus lines operate over these motor roads, connecting with lines from all parts of the country, making it possible to travel all the way from home by bus.

The Atlantic Coast Line Railroad, passing through the city, operates eight first-class passenger trains daily with through pullmans from New York, Boston, Chicago, and intermediate points and connections to all parts of the United States and Canada. The Florida East Coast Railway, the Flagler System, is six miles distant by bus.

The Merchants and Miners and the Clyde Steamship Companies offer luxurious and economical steamship service from Boston and New York to Jacksonville and intermediate points. A large aviation field, two miles west of the city, provides a landing field for air-minded visitors.





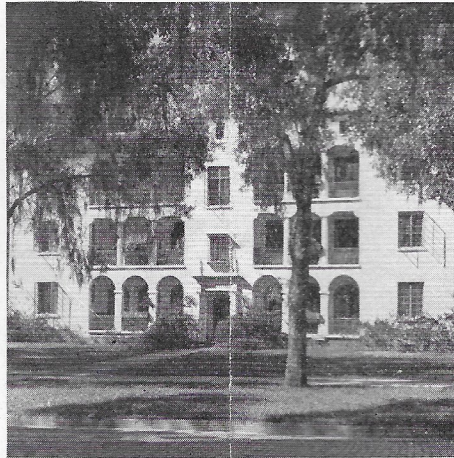
DELAND HOTEL



HOTEL PALMS



INGLESHART INN



STANDISH APARTMENTS



COLLEGE ARMS
HOTEL



HOTEL PUTNAM



PONCE DE LEON SPRINGS HOTEL

Where It's Springtime All the Year 'Round

THE climate of DeLand is glorious. It is a land of blue skies, soft air and sunshine in January. It is a land where summer recreations run through the winter, where flowers bloom in December, January and February and one may hear the song of the mocking birds and welcome the south winds blowing up warm from the Gulf or the Atlantic.

All during the winter the sun shines nearly every day, sending forth ultra-violet rays that the northern sun lacks at this time of year. You become a sun worshipper. You seek it in the morning. You bathe in the chummy warmth that sends a tingle through you. You stretch out your arms to it for in it lies life and the energy which causes the flower to bloom and puts the essence of life into every growing thing. Any doctor will tell you that these ultra-violet rays have a rejuvenating effect on the body but you don't need to be told. You feel yourself growing younger every day, filled with a new energy.

In summer the trade winds blowing across the Florida peninsula cool the air so the extreme heat which settles upon northern cities is never felt here. There has never been a case of sunstroke in DeLand.

Below are temperatures and rainfall for an average year:

Month	Mean Maximum.	Mean Minimum.	Mean.	Rainfall Inches.
January	74.8	51.0	62.9	2.63
February	77.1	53.0	65.0	0.43
March	83.0	58.3	70.6	1.31
April	85.5	60.8	73.2	3.51
May	87.3	64.8	76.0	6.90
June	89.3	68.8	79.0	7.42
July	90.5	70.0	80.2	5.84
August	91.3	71.3	81.3	10.82
September	88.1	71.6	79.8	9.13
October	82.9	59.6	71.2	3.28
November	80.0	57.3	68.6	0.51
December	72.4	46.1	59.2	3.14
For year	83.5	61.0	72.2	54.92

Where to Live

IN LUXURIOUS surroundings of rare tropical beauty you will be surprised to find the rates for living accommodations much lower than in the north. You can have the gayety of the big hotels, the quiet of a room in a private home, the simplicity of

your own apartment or the luxury of possessing your own tropic home for much less than you had anticipated, if you are a stranger to the cost of living in DeLand. Rates will be sent upon request to the Chamber of Commerce.

The atmosphere of the DeLand hotels is so cordial and homelike that their guests return year after year to enjoy their hospitality and renew old friendships.

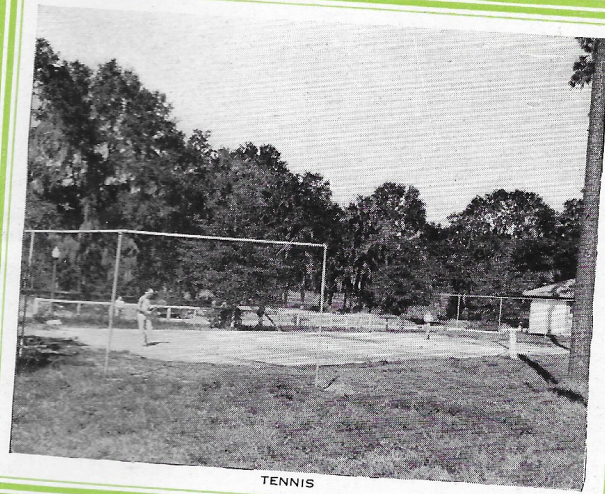
THE HOTEL COLLEGE ARMS is rightly called by its management, "A winter home for discriminating people." It has rooms for 250 guests. It stands facing south in the center of a ten-acre lawn. Wide porches and promenades along its entire front and the spacious lobby with an immense fireplace at one end give the true Florida effect of plenty of room and easy access to sunshine and air. Adjoining the lobby are the ladies' parlor, the music room, where the hotel orchestra gives concerts, a large sun parlor and writing room. Nearby are the pool and billiard rooms, the barber shop and the manicure parlors.

THE PUTNAM, with a capacity of 200, is one of central Florida's leading hostleries. Surrounded by spacious lawns, flowery shrubs and gay beds of blossoming plants, the Putnam is delightfully located on one of the principal residential streets of the city. It is a modern,

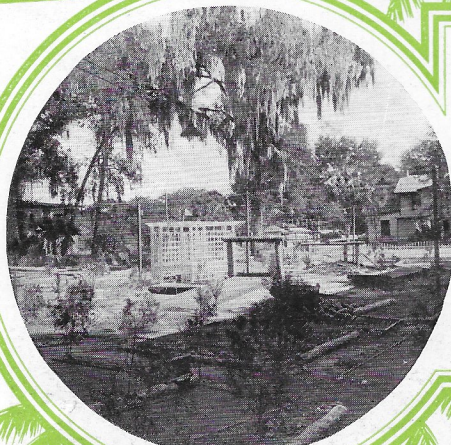




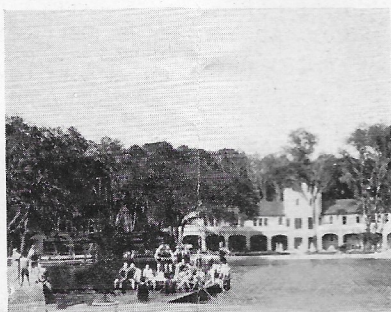
BOWLING ON THE GREEN



TENNIS



MINIATURE GOLF



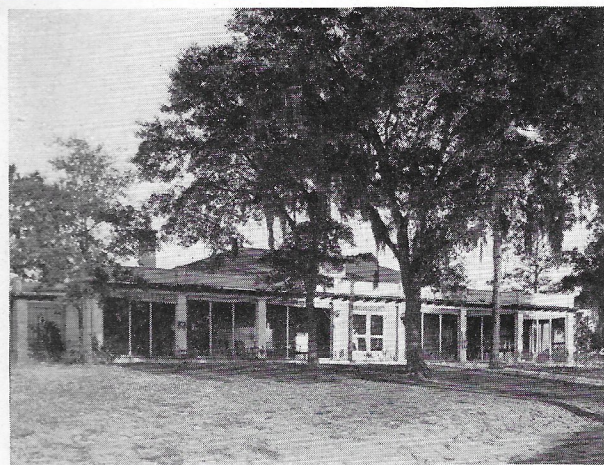
BATHING



A MORNING'S
CATCH



GOLF



COUNTRY CLUB

fireproof structure with comfortable lobbies, well-appointed parlors and writing rooms, and broad verandas, and is fully equipped with every convenience for the comfort of its guests.

There are twenty-four or more smaller hotels with capacities ranging from 10 to 100 guests. Each one of these is good enough for an individual story, but that may be had direct from the management. Below a list of these hotels is given in the order of their capacity.

DeLand Hotel	100	The Albion	25
Orange City Inn	75	The Barnes	20
McLoud Hotel	65	Minnesota	20
DeSoto House	50	The Preston	20
Eastwood Terrace	50	Princess Ann	20
Inglehart Inn	40	Hutchinson Hall	20
Oaks Hotel	40	New Holland	16
Ponce de Leon Springs Hotel	40	Ferndelle	16
The Palms	40	Waverly House	14
The Lexington	35	Carolina House	14
Commercial House	30	The Ferns	12
Magnolia Hotel	30	Golf View Inn	12

THE DELAND AUTO CAMP is considered by the Florida State Board of Health one of the most desirably located, the best managed and most sanitary auto camps in Florida.

DeLand Is Sportsland

IT DOESN'T necessarily require the possession of "red blood" to have a taste for outdoor play. Many people have come to Florida to play who never played anywhere else. The out-doors of Florida fairly coaxes them into it. Inviting courts for tennis, bowling - on - the - green, shuffleboard, roque, horseshoe pitching and outdoor pagodas for checkers and chess are provided by the city. The older members of the family throw themselves into the fun with as much zest as the younger. It is impossible to feel old in Florida sunshine.

At the Tourist Club, in the Chamber of Commerce Building, the capable director of tourist activities arranges sports, motorcades and entertainments, including a weekly concert of talented artists. The membership of the Tourist Club increases rapidly each year and it is the center of much of the social life of northern visitors.

A Tourist Home, adjoining the sports park, has just been completed by the city and is the social center for bridge games and parties to which all tourists are cordially invited.

Where Golf Is a Reigning Sport

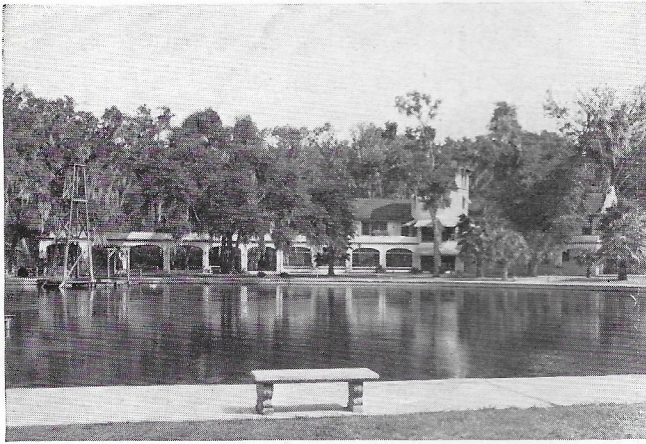
THE big things that add keen zest to golf, and, indeed, to all sports, are here. Always there are the billowing cloud effects starting up from the horizon line, tinted and soft; the whipping breezes stirring the grass into a sea of motion about you; the air just right for golf.

With three fine golf courses, all with grass greens, this city offers the real thing to golfers. The oldest course is the College Arms. It is of eighteen holes and over it many celebrities—Hutchinson, Barnes, Ouimet, Sarazen, Hagen and others—have engaged in tournaments. The contour of the course is hilly, and there are numerous natural hazards; the fairways are of firm Bermuda grass and the grass putting greens are second to none. The College Arms Golf Club with its present professional, Mr. D. E. Miner, was the pioneer in building grass greens in the South. It has always maintained its supremacy in this difficult achievement.

The DeLand Hills Golf and Country Club has recently opened with the lowest rates in the state, in order to fulfill the wishes of many visitors. The course has eighteen holes and is laid out over some of the prettiest golfing terrain in Florida. There is a comfortable clubhouse and a professional in charge.

The Ponce de Leon Golf Course, lying right at these famed springs, is a nine-hole course. DeLand visitors and residents have access to all courses.

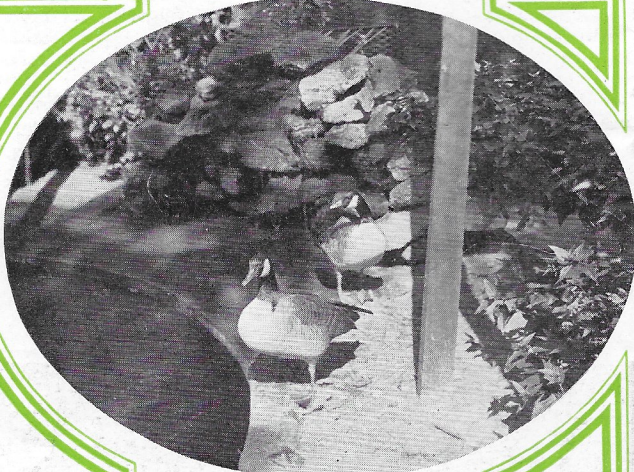




HOTEL AND POOL. DELEON SPRINGS



QUAIL



WILD DUCKS AT ZOO



DELEON SPRINGS PRODUCE 1,000,000 GALLONS SPARKLING MINERAL WATER EVERY HOUR



OLD MILL AT DELEON SPRINGS



DEER

The Happy Hunting and Fishing Grounds

THIS is game country. Deer, bear, turkey, snipe, duck and quail are the principal species of game. From twenty to thirty-five quail a day are not exceptional bags for a party. Efficient guides with trained dogs and hunting equipment are available. In the uplands and deep woods around DeLand there is scenery and admirable cover to satisfy the most fastidious. For duck shooting there is no better territory than the salt and fresh water marshes of the St. Johns and Indian Rivers.

OPEN SEASONS — Fish, all but two months. Deer, November 20 to December 31. Quail, Turkey and Cat Squirrel, November 20 to February 15. Marsh Hens or Rails, September 15 to November 30. Ducks, Geese, Brant, Snipe, Coots, November 20 to December 19.

NO OPEN SEASON on Wood Duck, Fox Squirrel, Doe Deer, Plover, Yellowlegs, Swan, Woodcock, all non-game birds and animals except:

UNPROTECTED — English Sparrow, Sharp-shinned Hawk, Cooper's Hawk, Goshawk, Great Horned Owl, Crow, Jackdaw, Buzzard, Butcher Bird, Wildcat, Weasel, Skunk, Flying Squirrel, Panther, Bear, Opossum, Red and Grey Fox, Alligator, Rabbit.

When the wintry blasts strike the north hundreds of fishermen pack their old tackle and come down to DeLand to "go fishin'" where the big fighting beauties are "just rarin' to go." There may be better fishing some other place in the world than here, but we know not where. Here is black bass fishing right in our "front yard" on the beautiful St. Johns or in the lakes with which the country is so plentifully besprinkled. All the salt water game fish of the Atlantic coast are taken in waters but forty minutes by motor from DeLand. At Lake Beresford, an estuary of the St. Johns, motor boats, row boats, canoes and power launches can be obtained.

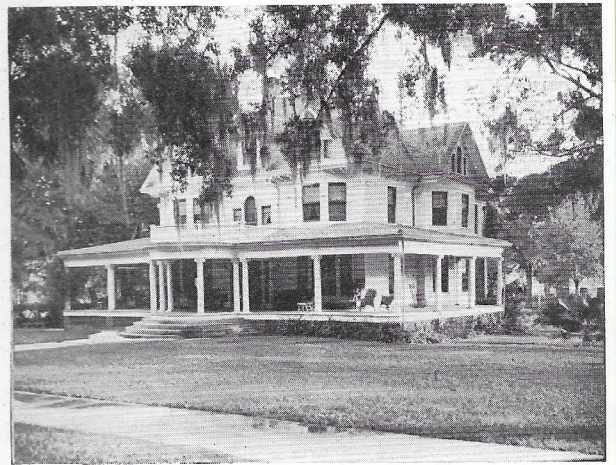
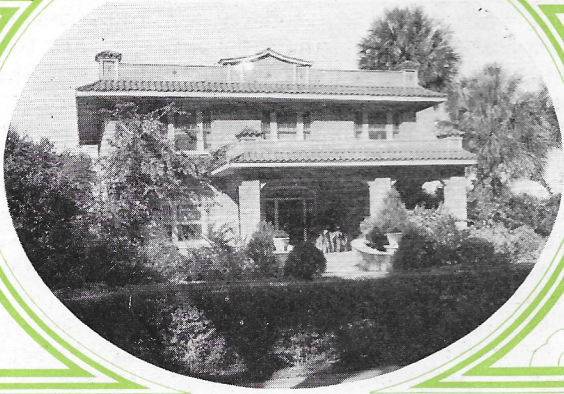
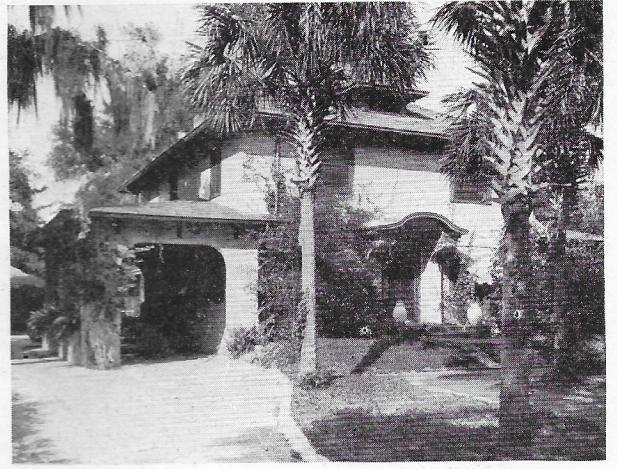
Sporting clubs include the Spring Garden Gun Club, which holds trap shoots once a week and has a membership open to visitors, a branch of the Izaak Walton League and the Volusia Game and Fish Protective Association.

A City of Homes

THE HOMES of DeLand tug at one's very heartstrings as they nestle in the shade of great oaks that fairly pierce the sky. DeLand is known to aviators as "The City in the Forest" and they complain that they cannot picturize it because of the dense foliage that in many places meets over the streets. To the person who walks or drives, however, the scenes that lie beneath are exquisite. Filtered sunlight forms dancing shadows over lawns and splendidly planted terraces and gives softness to the color tones in blooming things. Here are homes one can never forget. They enter into the heart.

For the homekeeper two things add to the pleasure of running a home in DeLand: the right kind of food in large variety is easily obtainable and the water is the best in the United States. Fruit ripening on the tree every month of the year, vegetables fresh from the gardens each morning, fish and oysters right out of their native waters, milk and cream from modern dairies rigidly inspected, eggs and poultry from nearby farms and poultry plants, stores and markets stocked with all domestic and imported





food commodities are here for the housewife.

DeLand water is identical in analysis with Orange City Mineral Water, bottled six miles south of DeLand, which was awarded first prize as the world's purest water at the World's Fair. It comes from artesian wells 400 feet deep in an unlimited supply and is entirely colorless, odorless and free from sulphur or other foreign taste so objectionable in many southern municipal water supplies.

Such civic improvements as perfect drainage, forty-two miles of paving, gas, electricity, storm and sanitary sewage systems and a health and food inspector's department form a basis for congenial living.

Nearby Places of Romantic Charm

NEAR DeLand are some of the most beautiful springs in Florida. Here heron and spreading lily pad make Japanese pictures and the bass swirl in plunging leaps for the gaudy dragon fly. The breezes ripple the water into tiny wavelets and the fleecy clouds reflect in pools of softest blue.

Of all the springs most noted is the Ponce de Leon Spring, DeLand's favorite watering place, six miles from the city. The owners have spared no expense to make this an exquisite spot. The spring produces over one million gallons of sparkling mineral water every hour, bubbling up from one gigantic boil in the center of its saucer-like pool. The temperature of the water is 72 degrees the year 'round and its medicinal properties are recommended by physicians. Surrounding the spring are beautiful parks traversed by walks, one of which leads to the ruins of the old Spanish sugar mill and furnace reminiscent of Ponce de Leon and Spanish reign. Many exciting aquatic sports are held here throughout the year.

Blue Springs, a deep sapphire blue, bubbles forth very close to the St. Johns River and mingles its waters with that mystic and mighty stream. Green Springs forms a mammoth bowl of jade green water, its coloring be-

ing derived from the reflection of the sub-tropical vegetation with which it is overhung.

Bordering DeLand is the St. Johns River, "The American Nile," which furnished the first means of ingress to the Spanish explorers of central Florida. Its palm-bordered shores, verdant green trees, graceful aquatic birds and purple water hyacinths have caused world travellers to declare the boat trip on this river the most beautiful sub-tropical pilgrimage in all the world.

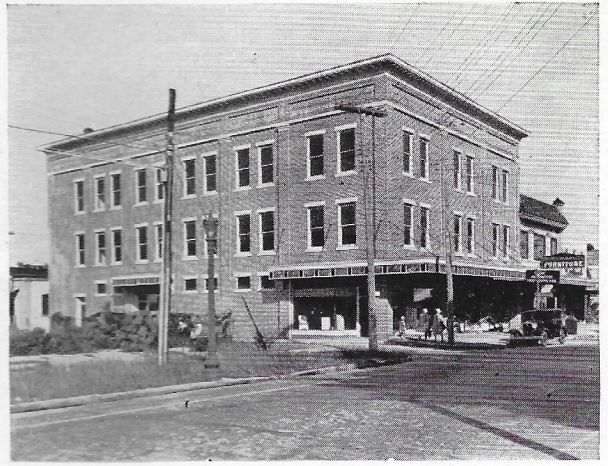
The salt-water beaches of the Atlantic Coast are but forty minutes ordinary driving from DeLand and may be reached over two highways: one terminating at Daytona Beach, the other at New Smyrna. On the sands of Daytona Beach the international auto races are held each year. At New Smyrna are the ruins of an old Spanish fort and a mission of the Franciscan Friars, while nine miles to the north the largest of the Spanish Sugar Mills may still be seen, much of the original machinery and masonry remaining intact.

There are other charming one to six hour drives to the Bok Singing Tower at Lake Wales, Orlando, Winter Park, Eustis, Sanford and Silver Springs, where the transparency of the water makes marine vegetation visible at a great depth through glass bottom boats.





DREKA BUILDING



CONRAD BUILDING



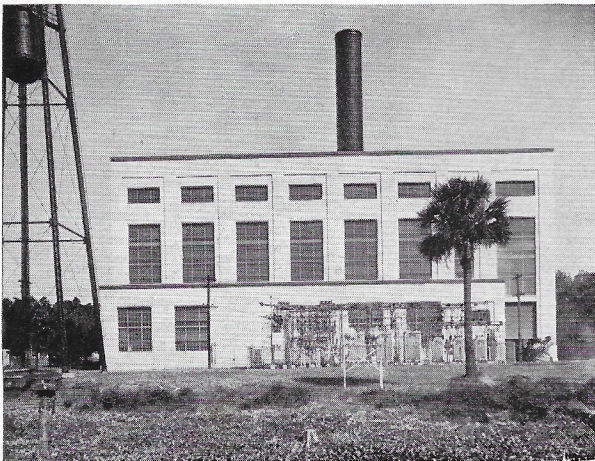
DREKA THEATRE



BARNETT NATIONAL BANK



ATHENS THEATRE



FLORIDA PUBLIC SERVICE POWER HOUSE



MASONIC BUILDING

An Educational Center

DELAND has not lightly earned its slogan, "The Athens of Florida"; through fifty years it has progressed culturally toward the achievement of the ideals laid down by its founders, Henry A. DeLand and John B. Stetson, until today it is one of the great educational centers of the South.

Here is Stetson University, a national seat of learning with fifteen departments, a student body of five hundred and a distinguished faculty. The University has a \$1,500,000 endowment and has more than half a million invested in buildings and equipment. It includes a college of arts and sciences for men and women and a college of law.

Stetson University contributes much to the life of the city. During the year dramatics, forum meetings conducted by internationally famous speakers, light operas and concerts by well-known artists are held. Inter-collegiate games of football and baseball are played on the Stetson Football field, which is illuminated for night playing.

In the elementary schools of DeLand, children become healthy, happy and wise in schoolrooms into which sun and pure air pour all day long. In the north one of the chief causes of diseases among children is the contagious condition of the schoolrooms, necessarily closed against the biting

air and artificially ventilated. Here they may study in naturally ventilated schoolrooms and play on sunny, supervised playgrounds.

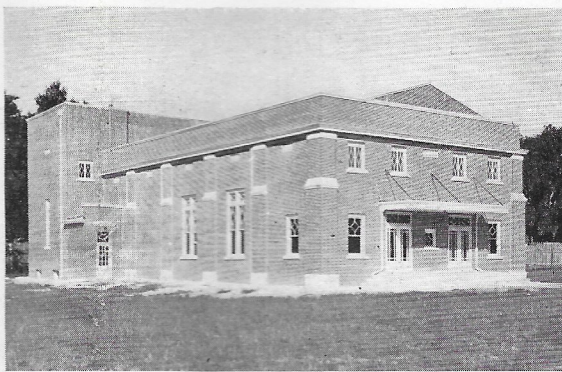
The public schools have been classified by the Educational Department of the State of Florida as "Accredited Schools of Superior Standardization." Courses of instruction are of standard grade and special arrangements are made for the enrollment of the children of winter visitors, even though they may not be in attendance for the entire school year.

There are several private schools for children and kindergartens for the little ones. Other private schools offer business education and their graduates are capable of entering into commercial work, auditing, federal work and stenography. Chief of these is the Beeler School, well known throughout the country.

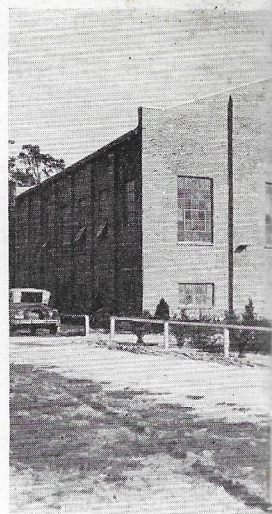




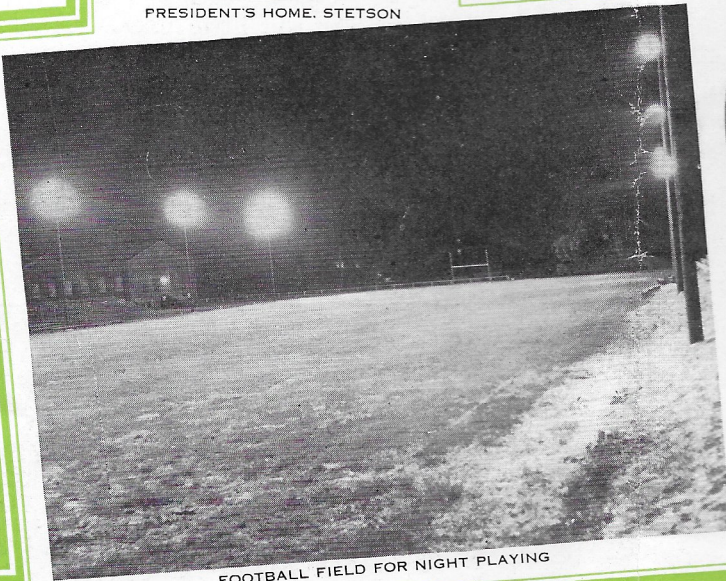
PRESIDENT'S HOME. STETSON



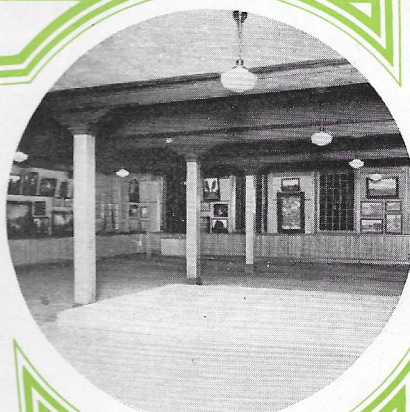
NEW THEATRE



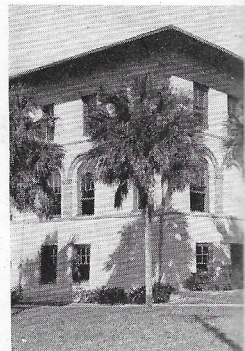
GYMNASIUM



FOOTBALL FIELD FOR NIGHT PLAYING



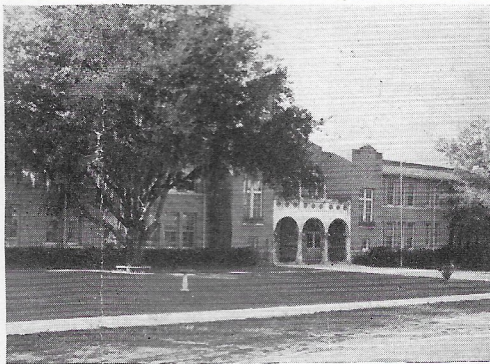
ART MUSEUM



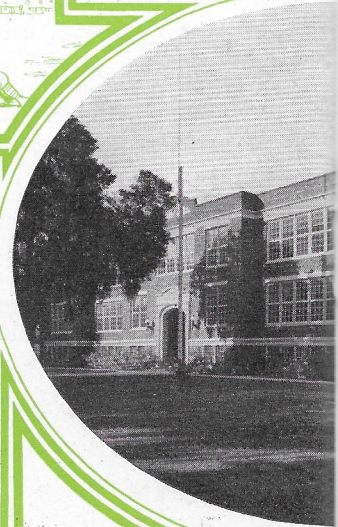
SCIENCE BUILDING



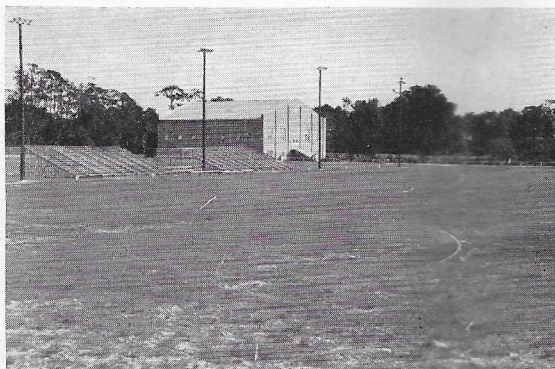
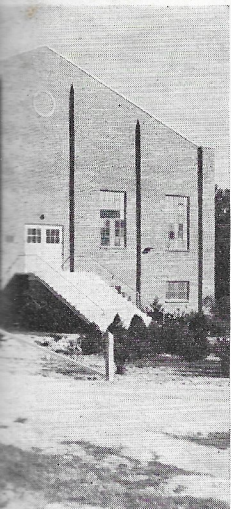
CHADWIN HALL



WISCONSIN AVENUE PUBLIC SCHOOL



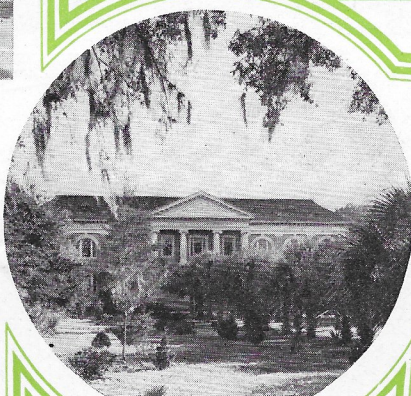
HIGH SCHOOL



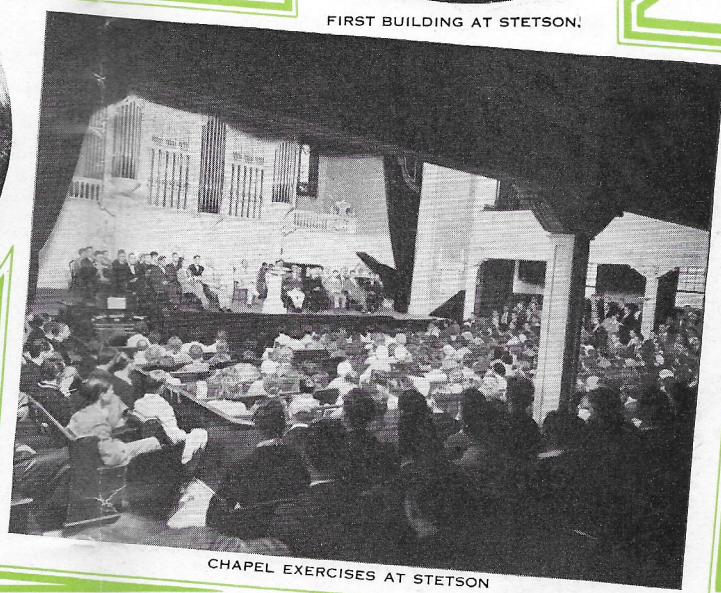
FOOTBALL FIELD



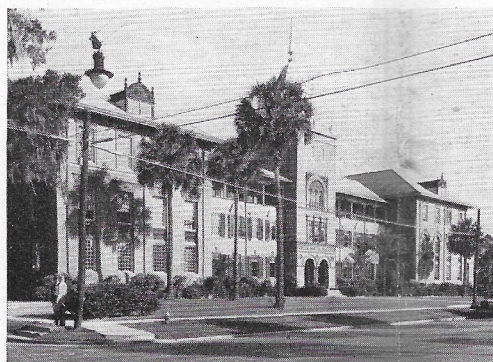
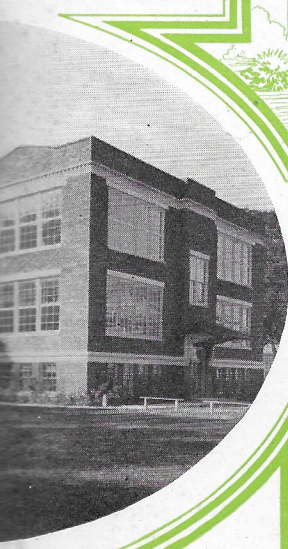
FIRST BUILDING AT STETSON.



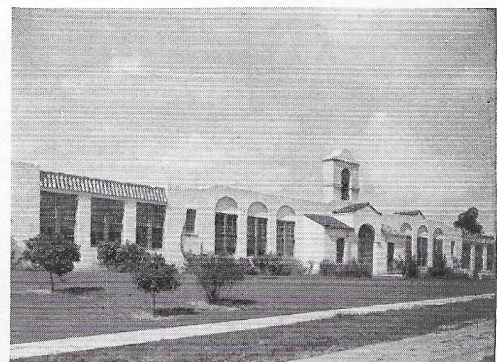
CARNEGIE LIBRARY



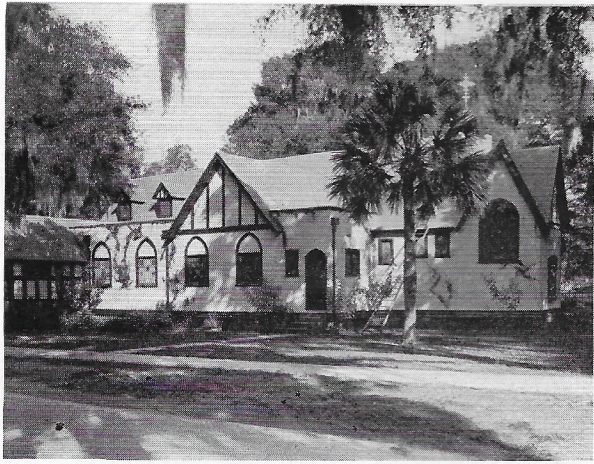
CHAPEL EXERCISES AT STETSON



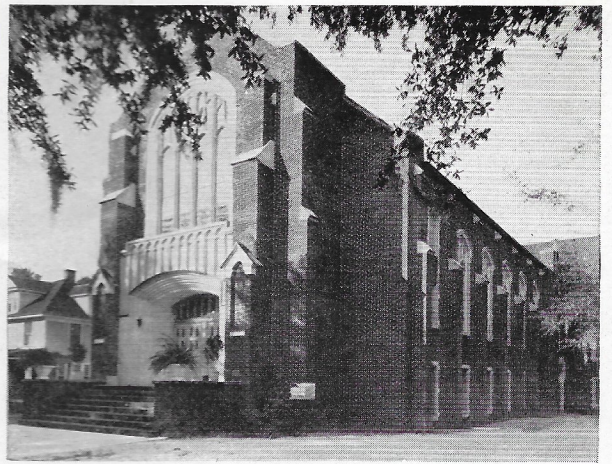
ELIZABETH HALL



BOSTON AVENUE PUBLIC SCHOOL



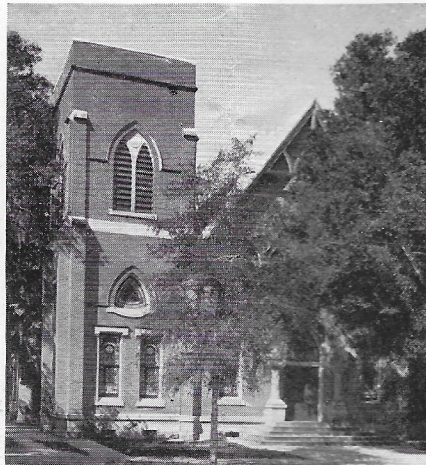
EPISCOPAL CHURCH



M. E. CHURCH, SOUTH



FIRST CHURCH OF CHRIST SCIENTIST
CHRISTIAN SCIENCE
CHURCH



PRESBYTERIAN CHURCH



ROMAN CATHOLIC
CHURCH



BAPTIST CHURCH



CHRISTIAN CHURCH

Churches

VISITORS are warmly welcomed to the many churches in DeLand and invited to take part in the social activities which center around the church. The denominations represented are Baptist, Catholic, Christian, Christian Science, Episcopalian, Northern Methodist, Presbyterian and Southern Methodist. Vesper services are also held in the auditorium of Stetson University.

Theatre and Other Entertainment

Other entertainment is offered to visitors by THE DREKA THEATRE, one of the most modern theatres in Florida, recently awarded a bronze plaque by the Exhibitors' World Herald for the highest class sound reproduction; THE DELAND BAND, which gives open-air concerts three times a week, the Stetson University Band, Orange City Orchestra and Stetson Orchestra; THE VOLUSIA CHORAL SOCIETY, a choir of 150 voices under the direction of Matthew Slater of the London Academy of Music; and THE PUBLIC ADDRESSOR, installed in the City Park for "news of the day" and concert work. There are also spectacular sports throughout the year such as horse racing, auto racing and rodeos on the Volusia County Fair Grounds with its half-mile, oval speed track.

For those who like nothing better than "jest a settin' still" there are several parks shaded by palm trees and sweet with the scent of blossoming plants. One may listen to concerts given in the new band shell in City Park or watch the antics of the animals in the County Zoo at the Volusia County Fair Park.

Clubs

ALL THE leading lodges have live organizations in DeLand and a list of lodges and officers will be mailed upon request to the Chamber of Commerce. The orders include Masons, Elks, Knights of Pythias, Odd Fellows, Woodmen, Knights Templar, Rebekahs, Eastern Star and Pythian Sisters.

The American Legion DeLand Post No. 6 has a handsome clubhouse with club rooms, arsenal, assembly and ballroom. Visiting legionnaires are always welcome.

The DeLand Rotary, DeLand Woman's Club, Parents and Teachers Association, Business and Professional Woman's Club, Spanish-American War Veterans, Junior League, Tourist Club, West Volusia Chess Club, Y. M. C. A., Y. W. C. A., and Boy Scouts are other leading organizations. Several national fraternities have chapter houses in connection with Stetson University.

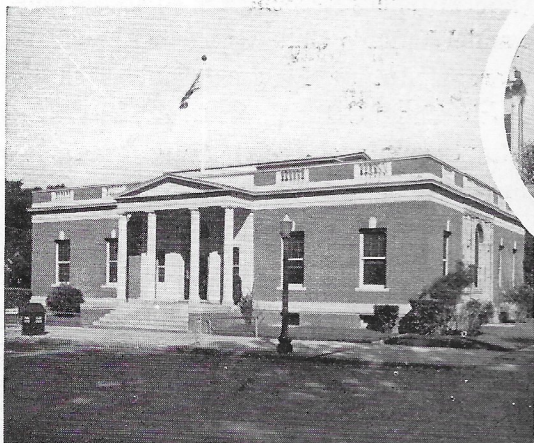




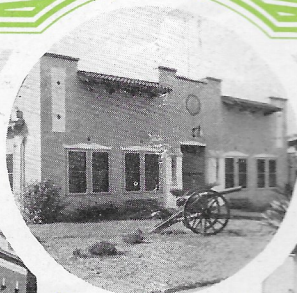
VOLUSIA COUNTY COURT HOUSE



ELKS CLUB



POST OFFICE



LEGION HALL



DELAND MEMORIAL HOSPITAL



CITY HALL



CHAMBER OF COMMERCE BUILDING

City Government

DELAND has the least bonded debt per capita and the best financial rating of any Florida municipality, according to the results of an investigation made by the Florida League of Municipalities.

The tax rate is 13.5 mills on the dollar.

The assessed valuation is \$15,000,000. The general bonded debt is \$764,000; the assessment bonds, \$213,000, making the total bonded debt, \$977,000.

DeLand has a commission form of government with Mayor or Commissioner at large, four commissioners and City Manager.

DeLand has a population of 9,500 with a trading area of 16,000, augmented during the winter months to 21,000. Seventy per cent of the population is white; thirty per cent is colored; very few are foreign born.

The Barnett National Bank is affiliated with the Barnett National Bank of Jacksonville, one of the oldest and most conservative banks in the country, established since 1877 and known as a Florida landmark.

The DeLand Sun News is the daily paper, having a circulation of about 4,000. A member of the Associated Press, it has the latest news from all parts of the world as well as from DeLand. *The DeLand Herald* is a weekly newspaper dealing especially with local affairs. A copy of either of these papers may be had upon request.

The DeLand Memorial Hospital is a model of architecture, equipment and service. The superintendent, surgeons, physicians and nursing staff exert every effort to maintain the high ideals of the institution.

The Seward W. Baker Public Library and the Carnegie Memorial Library at Stetson University contain thousands of volumes and are open to everyone.

Distances From DeLand

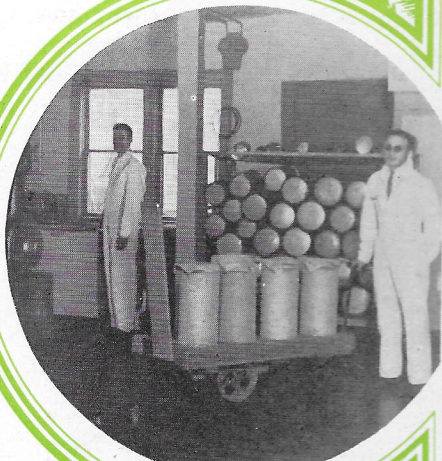
NORTHERN POINTS

	Miles
Atlanta	428
Boston	1,447
Chicago	1,183
Cincinnati	990
Detroit	1,271
New York	1,240
Philadelphia	1,145
St. Louis	1,087
Washington	950

FLORIDA POINTS

	Miles
Daytona	22
Jacksonville	112
Fort Myers	209
Miami	273
Ocala	65
Orlando	42
Palatka	57
St. Augustine	86
St. Petersburg	160
Tallahassee	258
Tampa	139

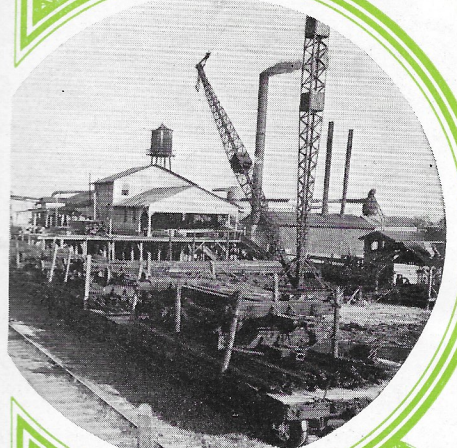




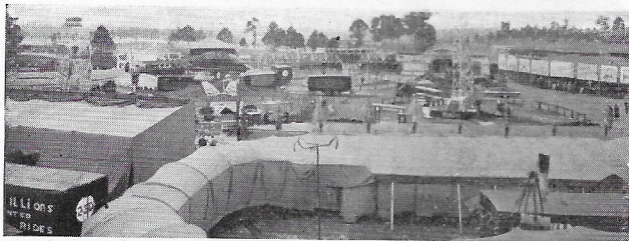
ICE CREAM FACTORY



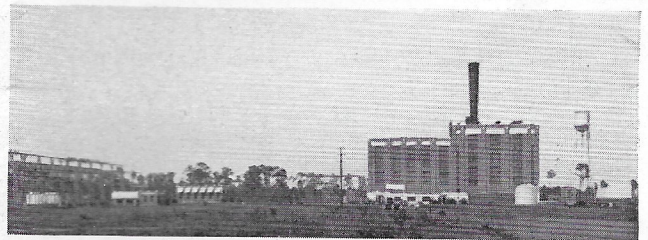
EDUCATIONAL EXHIBIT AT FAIR



LUMBER MILL



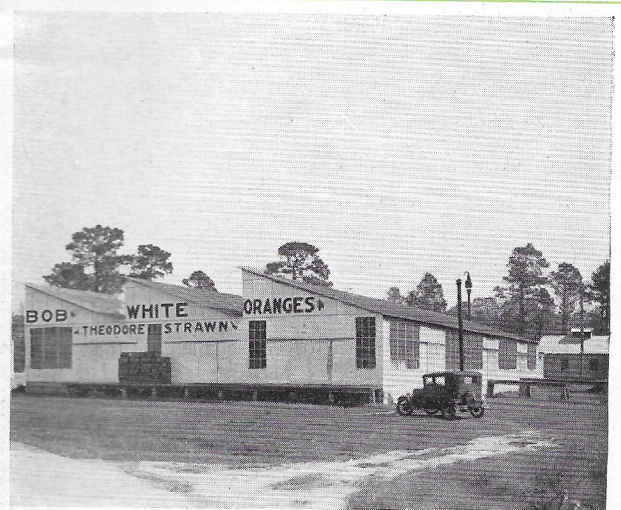
WINTER QUARTERS IN DELAND OF
JOHNNY J. JONES SHOWS



FLORIDA POWER AND LIGHT PLANT NEAR
DELAND



SHIPPING POINT ON ST. JOHNS



CITRUS PACKING HOUSE

A Place for Industrial Investment

THE growth and development of DeLand is evidenced in the number of industries established in the vicinity during the last few years, including the plants of the Florida Power and Light Company and the Florida Public Service Company, which were constructed at a cost of \$8,500,000 and generate power to the major portion of the Florida peninsula, the Ox Fibre Brush Company, which operates the largest palmetto fiber factory in the world here, two preserving companies in this county specializing in high-class jellies and preserves manufactured from sub-tropical fruits, two wholesale lumber mills, a brick company and a large printery and bindery.

Fourteen citrus fruit packing houses are located in this section and operate from early November into May with a combined capacity of thirty carloads per day.

Minor industries include a wholesale and retail ice plant, a bird house factory, a modern ice cream factory, a cigar factory, a cement tile factory, a novelty works, a broom factory, a processing plant for preserving decorative ferns and a mattress factory.

Equable climate, good transportation facilities with low freight tariffs and low priced industrial sites with a plentiful supply of local labor all tend to make this section desirable to new industries and established concerns contemplating expansion.

There are now outstanding openings for a citrus by-product plant, a furniture factory, a tool and imple-

ment factory, a canning plant, a fertilizer-mixing plant, a cold storage plant, a creamery and fruit and ornamental nurseries.

Citrus Culture in the Heart of the Orange Belt

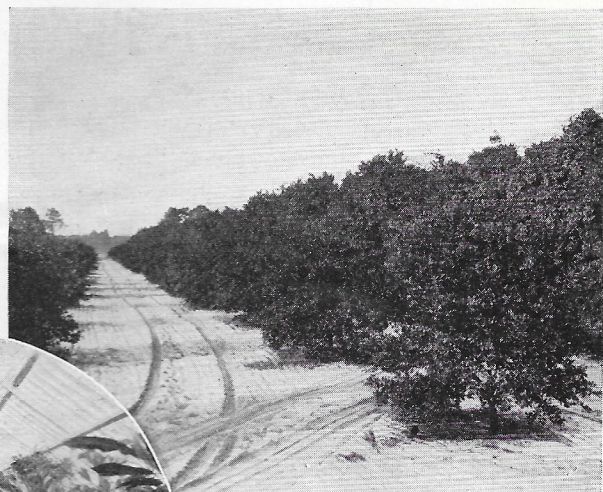
ORANGES, grapefruit, tangerines and other citrus fruits are at the present time the leading money crop. Being near the northern limit of the citrus-fruit belt, the citrus trees remain dormant during the winter months, thereby forestalling one of the great hazards of citrus culture — killing frost. DeLand's position topographically coupled with proximity to numerous lakes and streams, makes for size, quality and color. These qualities give DeLand most successful competition in the world's markets where over a million boxes are shipped annually. DeLand is the heaviest shipping point for tangerines in the country.



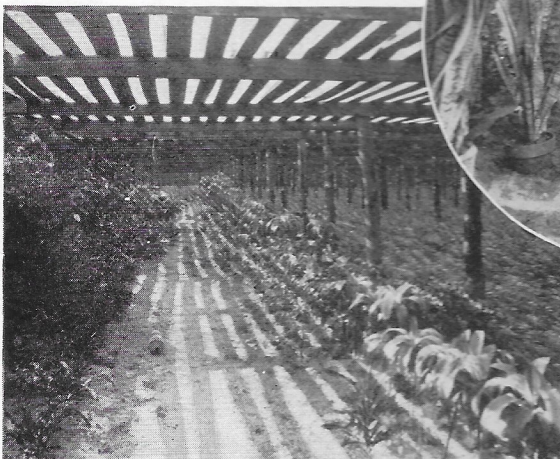
PALMETTO FIBER FACTORY



PLANTING NARCISSII



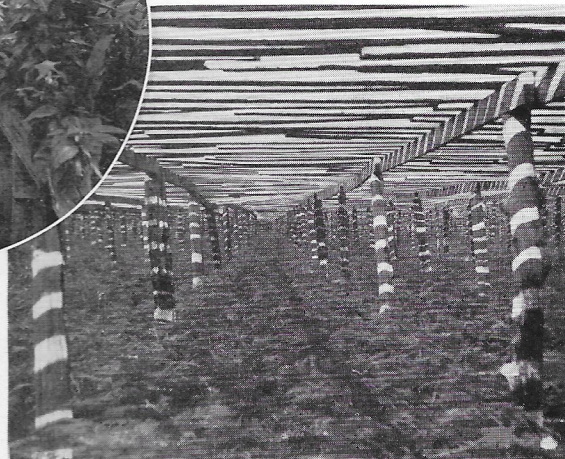
CITRUS GROVE



PLUMOSA



HOT HOUSE



FERNERY



CITRUS GROVE



TUNG OIL

A Fertile Farm Country

THOUSANDS of acres of excellent farm soil around DeLand are now under cultivation and yield splendid returns. Thousands of acres still await the man with the plow and the brains. It is a well known fact that the farmer can raise ninety per cent of what goes on his table to feed himself and family—and it is also a fact that he can produce something for the market twelve months in the year.

The farmer has a real chance here as everything has been laid down for his convenience and profit. The DeLand Chamber of Commerce, the County Agent, and the Home Demonstration Agent stand ready to help the newcomer. Not only may he raise a variety of crops but he may transport his produce easily. The St. Johns River has a daily freight transportation to the markets of the north. The Atlantic Coast Line Railroad, the Florida East Coast Railway and several cross-country lines serve the farmer. Our farmers have found that intelligent grading, packing and shipping in standard packages and cooperative marketing are among the foundation timbers in the structure of profitable agriculture.

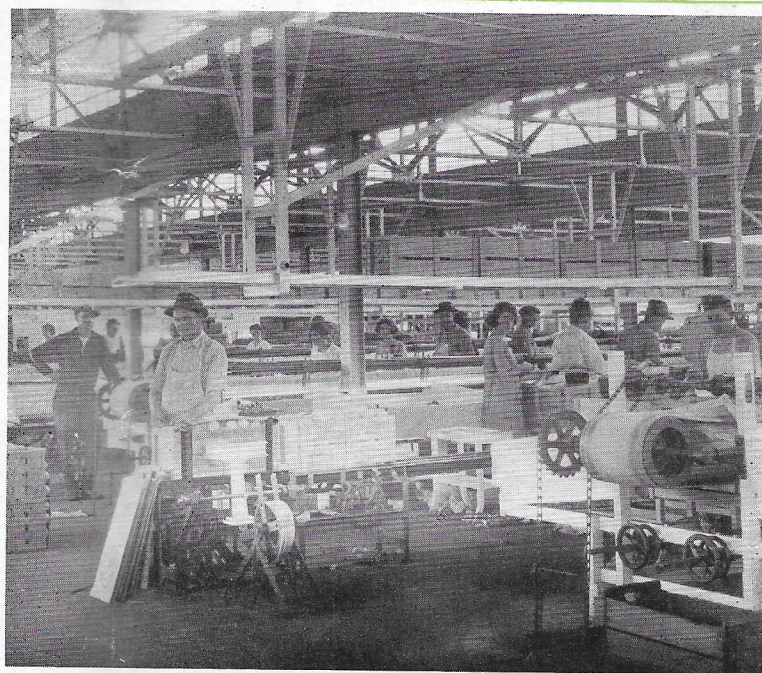
The soil will produce both semi-tropical and temperate zone crops in winter when they bring high prices in the North. This means wealth for the farmer. There is a variety of soil in DeLand's back-country: high, pine and hammock land, which is especially adapted to the growing of tangerines and oranges; flatwood soil, which is suited to the production of potatoes, other vegetables and general farm crops; and oak ridge land with good drainage and natural shade, which is successfully used for poultry farms.

FRUIT—The growing of Carmen, Munson, Beacon, Armalaga and Delaware grapes is becoming more and more of an industry in this section. Clusters of an enormous size are produced here and our soil analysis and topography closely resemble the grape producing area of Southern France.

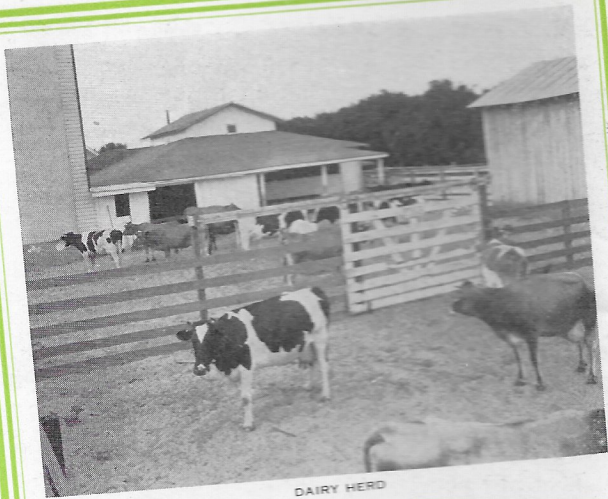
Pears, peaches, plums, Japanese persimmons, guavas, figs, loquats, bananas, pomegranates, Marvel blackberries, strawberries and pecans have attained prime favor in production and flavor.

POTATOES—Irish potatoes are one of our most successful and lucrative crops. Eight hundred dollars per acre is not an unusual return from this crop. Sweet potatoes are grown with great ease and in abundance, frequently yielding from 250 to 400 bushels per acre.

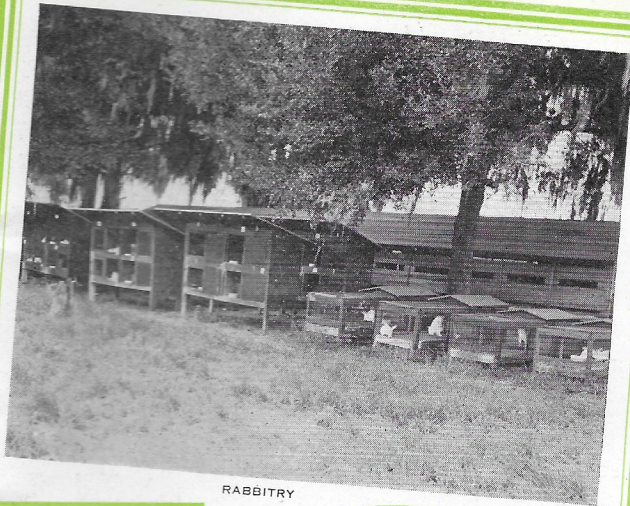
TRUCK CROPS are grown extensively. Cabbage, watermelons, lettuce, celery, peppers, tomatoes, beets, cantaloupes, string beans, cucumbers, cauliflower, escarole, chayote and other crops are marketed. If a man wants to grow truck on an intensive scale he may start with perhaps five



INSIDE AN ORANGE PACKING HOUSE



DAIRY HERD



RABBTRY



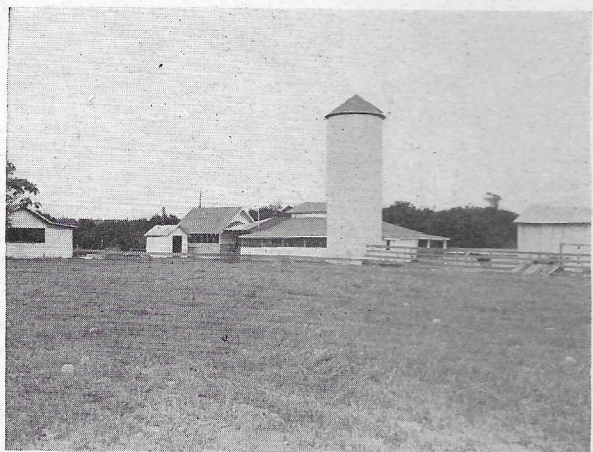
POULTRY FARM



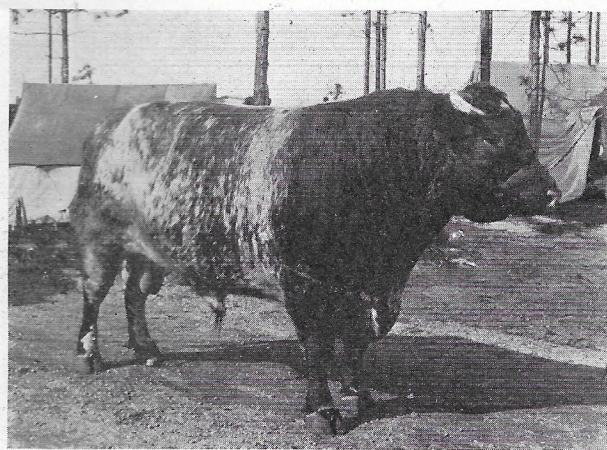
GOATS



APIARY



DAIRY FARM



PRIZE BULL. VOLUSIA COUNTY FAIR

acres, and he will soon need help to do the work, for he can raise two or three crops on the same land within twelve months and have something to turn into money every week of the year.

FLOWERING BULBS—The production of flowering bulbs, and particularly the several varieties of Narcissi and Gladioli and the Bermuda Easter lilies, have proved most remunerative and a number of farms are devoting every effort to this specialized industry. The County Agricultural Advisor's report shows that ten million flowering bulbs were produced last season in this section.

DECORATIVE FERNS—This county has 154 ferneries in which are produced the *Asparagus Plumosus*, supplying the major portion of the florists of the United States with this popular green decoration so much in evidence at weddings and other functions.

SORGHUMS, CANES AND GRASSES—The high quality of sugar cane syrup produced in this section for table purposes is well known throughout the country, and in addition the growers produce the various sorghums and grasses for dairy feed. The rapid growth of these goes far toward solving the feed problem in raising cattle, hogs and poultry.

TUNG OIL is being produced in large quantities in this section due to the suitability of the soil for the growth of tung oil trees. Tung oil is an essential ingredient of the types of varnishes which must be water resisting and enduring. It is also used in linoleums, paints, gaskets for steam pipes, engines, etc. The oil is obtained by pressing the seeds of the fruit. Formerly all tung oil was imported from China but it has been found that that produced in Florida is superior.

DAIRIES—Local dairies have excellent herds of pure bred cattle, Jersey and Holstein predominating, also

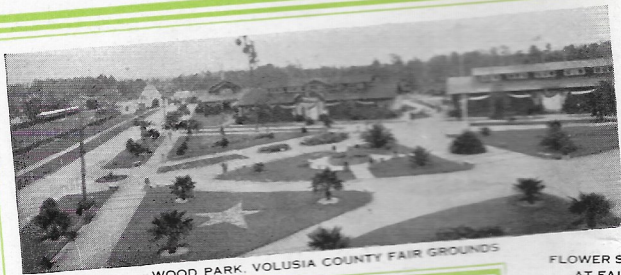
herds of pure-bred swine, milk goats and sheep.

POULTRY CULTURE—The local demand for poultry and dairy products has never been met the year 'round. The Agricultural Survey reveals that over two hundred thousand laying hens are now on a productive basis in this county, the value of poultry and eggs produced annually amounting to \$750,000.

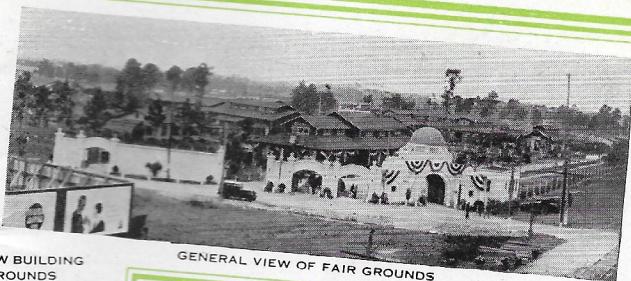
RABBIT CULTURE—The production of commercial rabbits for pelts and meat has attained large proportions in this section during the past two years. The breeding season lasts the year 'round and blooded stock is supplied to all parts of the American continent.

BEES AND HONEY—Apianists have found the production of high-grade honey and beeswax remunerative in this county, the principal flows of honey being the much prized orange blossom, palmetto and black mango. There are records of production of 400 pounds per hive. In this as in many other lines, real opportunities are offered the small investor.



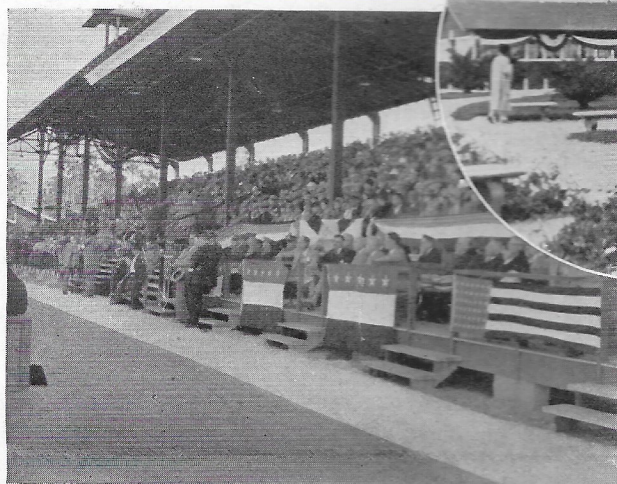


WOOD PARK, VOLUSIA COUNTY FAIR GROUNDS

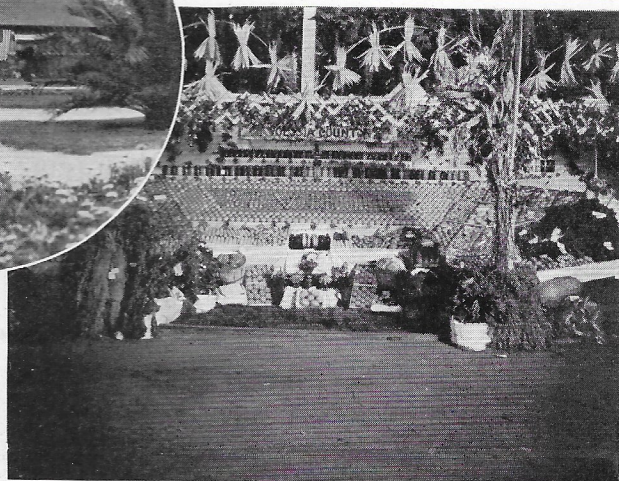


GENERAL VIEW OF FAIR GROUNDS

FLOWER SHOW BUILDING
AT FAIR GROUNDS



GOVERNOR CARLTON AT RACES



VOLUSIA COUNTY EXHIBIT AT FAIR



ENTRANCE TO FAIR GROUND



VEGETABLE EXHIBIT AT FAIR

Everyone Goes to the Volusia County Fair

IMAGINE miles of landscaped ground aglow with tropical and sub-tropical flowers in February, when the North is usually buried under several feet of snow. This is the setting of the Volusia County Fair in DeLand, held five days and five nights in February each year.

The Volusia County Fair has become deservedly famous throughout the United States as the south's greatest county fair and each year sees thousands of northerners returning to visit it. The exhibits fill seventeen exposition buildings and include floriculture, horticulture, apiary, livestock, swine, poultry, rabbits, varied industries, education, fine arts, domestic art, domestic science, home demonstration, boys' and girls' club, public health, kennel show and negro department. Community, state and government exhibits are shown.

Over five thousand enthusiastic spectators fill the grandstand every afternoon and evening for the horse races, auto races, band concerts, twenty-five acts of vaudeville, hippodrome events and circus features. The Midway, with its three-quarter-mile of shows, riding devices and concessions, is a source of delight to young and old.

The Volusia County Fair is the outstanding event of Central Florida and the visitor may here get a bird's-eye view of the products and industries of this versatile section.

Winter Quarters of the Johnny J. Jones Exposition Shows

OF PRIME interest to children and even adults are the winter quarters of the Johnny J. Jones Shows in DeLand, where lions, tigers, elephants and lesser folk of the animal world go into training during the winter months. These shows comprise the largest group furnishing amusements to fairs and expositions in America. They include four hundred employees and their show train measures over one mile in length. Visitors are always welcome and will be shown over the plant by superintendents and trainers.

Our Latchstring Is Always Out

VISIT us when you can. We shall be glad to see you, whether you come for business or pleasure, for a few days' recreation or for a winter home.

The Chamber of Commerce Building maintains a tourist bureau which is of great value to the visitor. Route information, road guides and maps, booklets of all Florida cities, files of agricultural, horticultural and livestock journals, hotel booklets, hotel and apartment house lists, list of realtors, board of health reports, weather reports, copies of the DeLand newspapers, railroad and steamship folders may be obtained here or will be mailed upon request. Pullman reservations and railroad tickets are procurable in this office.

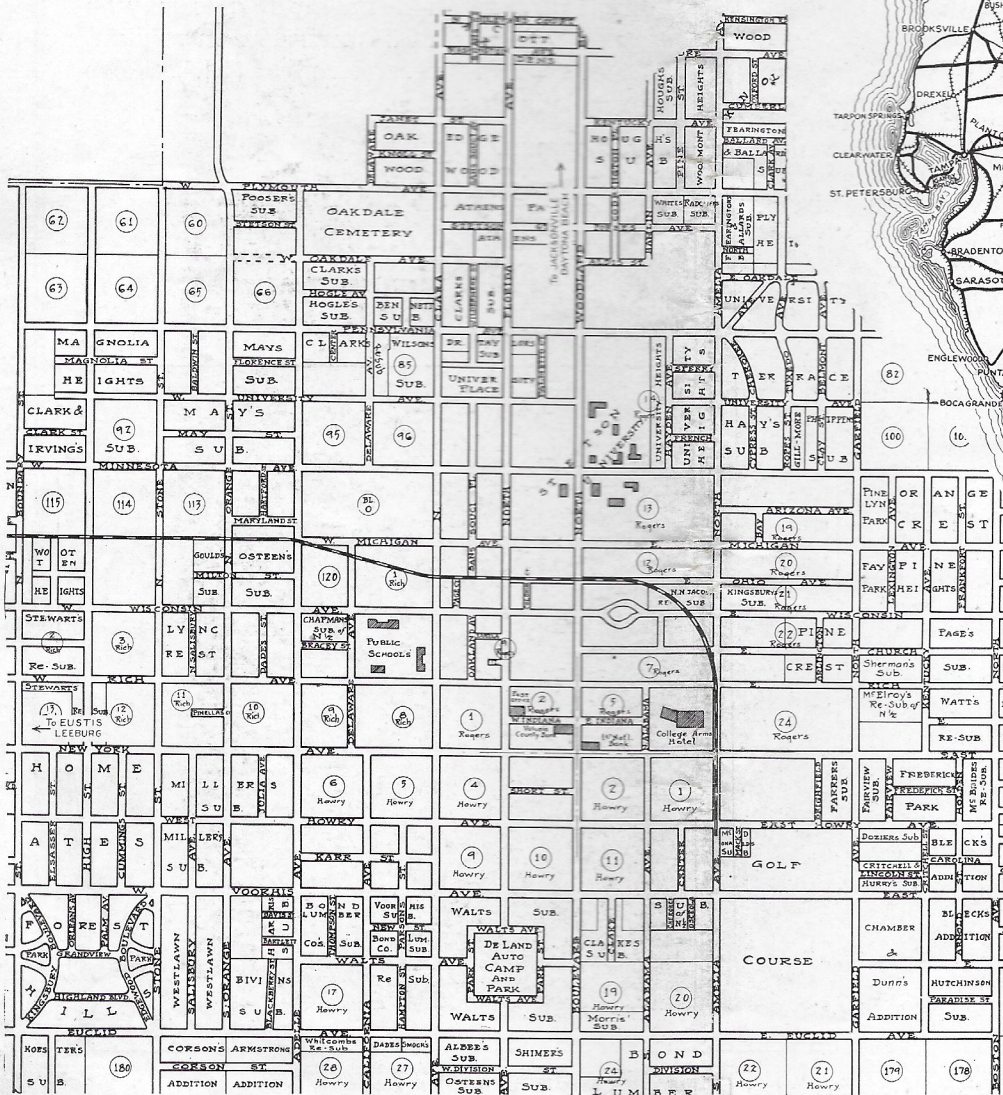
All communications to

**CHAMBER OF COMMERCE,
DELAND, FLORIDA
Will Be Promptly Answered**



MAP OF FLORIDA SHOWING LOCATION OF DELAND

KEY TO ROADS
IMPROVED AUTO ROADS
OTHER DIRT ROADS
RAIL ROADS
UNDER CONSTRUCTION



MAP OF BUSINESS SECTION OF DELAND



ORANGES PICKED IN DELAND GROVES

DELAND

Florida



*The Educational Center
of Florida*

DELAND

Florida



*Famous for its Climate
and Citrus*