

DE LAND *Welcomes You!*



It is a beautiful city appealing to those of educational and cultural background . . . the home of many retired persons. Rentals and real estate values are reasonable, with an abundance of citrus fruits and winter vegetables. It is a friendly city . . . a city you will like.

DELAND STATISTICS

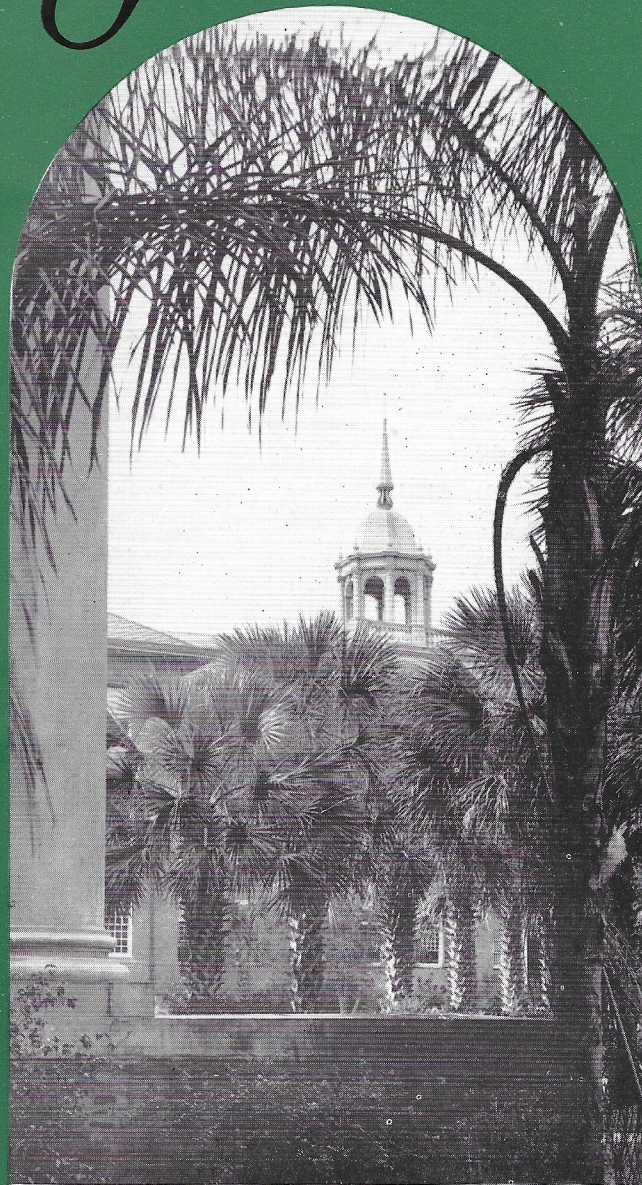
Population (est.) 8,500.
Area, 21 square miles.
Building Permits, \$244,828.00 (1938).
Two Banks.
One Hospital.
One Daily and One Weekly Newspaper.
Served by Atlantic Coast Line and Florida Motor Lines.
A Public Library.
Two Theaters.
Located on U. S. Highways 17 and 92.
A Municipal Trailer Park.
An abundance of pure city water from artesian wells.

For further information, write the

CHAMBER of COMMERCE
DE LAND --- FLORIDA



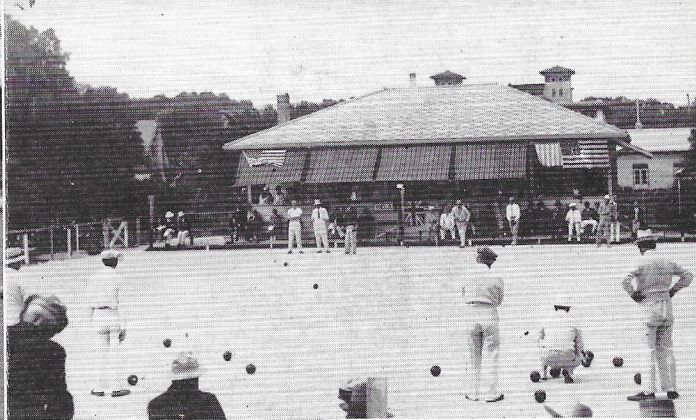
DE LAND *Florida*



Home of
STETSON UNIVERSITY



PUTTING ORANGES ON THE COLLEGE ARMS GOLF COURSE



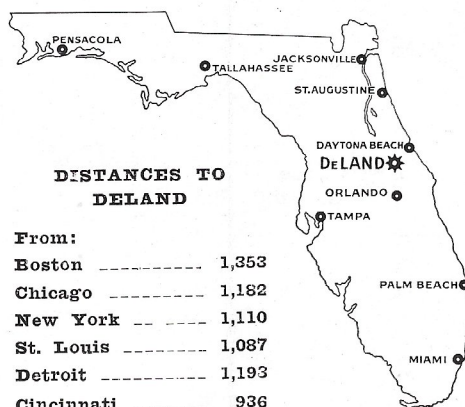
LAWN BOWLING IN DELAND



DE LAND "A CITY OF CULTURE"



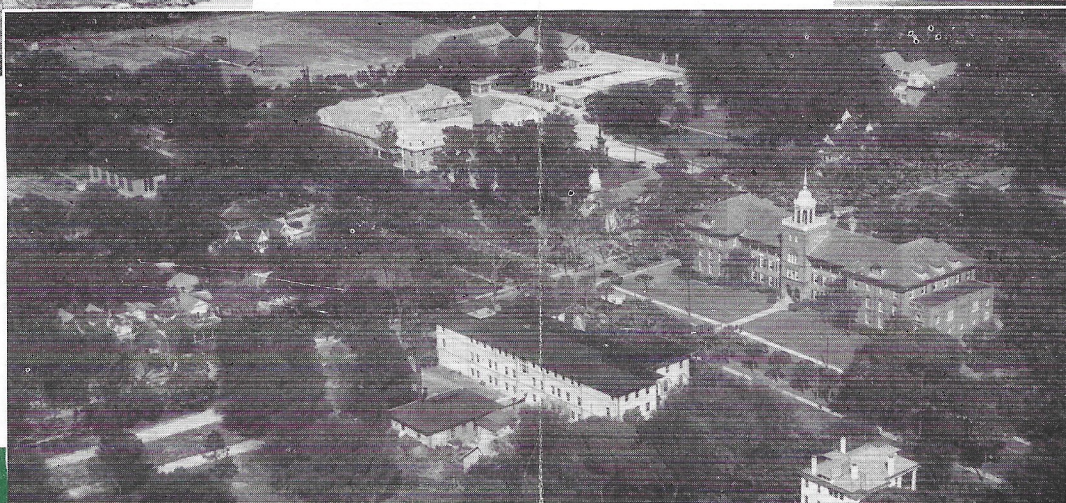
AN ANGULAR
LAKE SHORE
LINE NEAR
DELAND



STETSON UNIVERSITY FROM THE AIR



THE
UNIVERSITY
LIBRARY



THE E. O. PAINTER
PRINTING CO.
DELAND, FLA.

Sports and Recreations

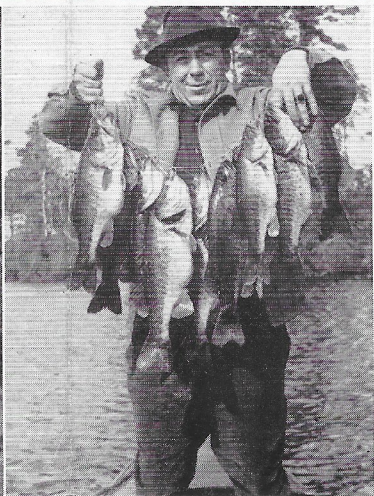
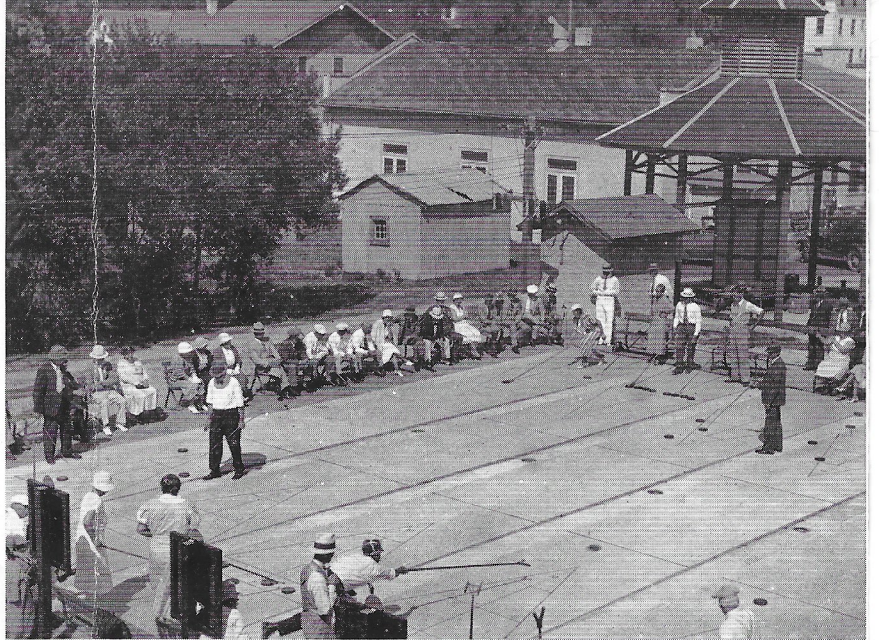
Come visit us on your winter vacation, leave ice and snow in the North, play shuffleboard, croquet, lawn bowling in the sunshine every day. Visitors drop in at the Tourist Club for bridge games and parties and, in DeLand, lasting friendships can be made.

The golfer may enjoy his favorite game on the beautiful 18-hole College Arms Golf Course within walking distance of hotels and apartments.

Deer, turkey, duck and quail await the hunter and large mouth black bass may be taken from the mighty St. Johns River just west of DeLand.

During the winter season Stetson University offers various musicals, forums, dramatics, which are open to the public. Weekly entertainments are held at the Tourist Club and picnics, motorcades, help visitors to get acquainted.

Swimming may be enjoyed at DeLeon Springs and a dip in the Atlantic can be taken 23 miles to the east.



Climate Unsurpassed!

DeLand offers a mild winter climate with sunshine every day . . . a cool day now and then only to warm up quickly, making heat unnecessary. It is an ideal spot to enjoy the sun's ultra violet rays.

To those who can only enjoy summer vacations, we say—Come to DeLand . . . fish, hunt, swim at DeLeon Springs or at the beach 23 miles to the east. Although the climate reaches the low nineties, in the shade one can enjoy the trade winds and seldom realize the temperature.

Purity of air sometimes beneficial to asthma and catarrh sufferers can be found in DeLand.

If you are seeking a delightful year 'round climate, consider the beautiful city of DeLand!

Pictures, Left to Right:

Shuffleboard in DeLand Sunshine.

Picking Oranges Near DeLand.

Hotel College Arms.

Putnam Hotel.

A Canter Through the Park.

A Fine Catch of Black Bass.

Stover Little Theater off Girl Campus.

One of DeLand's Modern Homes.

Swimming Pool and Hotel, DeLeon Springs.

