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DeLand, Florida

**Finest Black Bass Fishing
in the World**

CHAMBER OF COMMERCE
DeLand, Florida

DELAND

"The Athens of Florida"



DELAND CHAMBER OF COMMERCE AND
TOURIST HEADQUARTERS

Facts Relative to the City of
DeLand, Florida

DELAND

VOLUSIA COUNTY, FLORIDA

LOCATION

In east central Florida, on high rolling pine ridges, 100 miles south of Jacksonville, 22 miles west of the Atlantic Ocean, 4 miles east of the St. Johns River.

HISTORY

DeLand is essentially a home city. The moss-hung oaks, which have lined the streets since the city was founded by Henry A. DeLand in 1876, throw a blanket of peace over pleasant homes.

Yet beyond the city in this fascinating part of Florida a vast territory still persists in the manner of the days when Ponce de Leon and his rugged crew of adventurers roamed through it. DeLeon Springs was an ancient haunt of the Seminole Indians, and, according to Ponce de Leon's diary, was visited by that Spanish cavalier. An old sugar mill there denotes Spanish and English origin and parts of it probably date back to the early 16th century.

On the outskirts of the city where gaunt pines pierce the sky the magnificent St. Johns River coils. Here, partly under water, huge shell mounds tell of a race long before the white man came. Stone implements and weapons indicate these were the work of primitive men and not natural formation.

POPULATION

The 1940 Federal Census gives DeLand proper a population of 7,041, estimated population for 1944 is 8,200. The population including its immediate residential suburbs is about 10,200. American born 99%. It is the center of a trading area of approximately 20,000. DeLand is the county seat of Volusia County and the business and civic center of a fertile farm country.

CITY GOVERNMENT

DeLand has a commission form of government with a Mayor or Commissioner-at-Large, four commissioners and a City Manager. Its financial rating as a city is one of the highest in the state.

ACCESSIBILITY

1. Served by the Atlantic Coast Line Railroad
2. Water transportation via the St. Johns River to the port of Jacksonville
3. Truck and bus lines over State highways entering from five directions and radiating to all parts of the State
4. A municipal aviation field now under lease to the United States Navy

CLIMATE

An equable year 'round climate with an annual rainfall of 53 inches, with a mean maximum temperature of 83.5 degrees and a mean minimum of 61.0 degrees giving a mean average of 72.2 degrees. Below are temperatures and rainfall for an average year:

Month	Mean Maximum	Mean Minimum	Mean	Precipitation
January	74.8	51.0	62.9	2.63
February	77.1	53.0	65.0	9.43
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

HEALTHFUL LIVING CONDITIONS

Healthful living conditions and equable climate of this section are conducive to longevity, which fact is emphasized by reports of the Florida State Board of Health. Florida's death rate is the lowest of any southern state, irrespective of the fact that it is growing more rapidly in population than any state in the Union, and that many persons of advanced age come here to spend their declining years. An abundance of sunshine sending forth ultra-violet rays to bring new life to growing things—children grow strong and sun-tanned and older people add years to their span of life.

DeLand stands pre-eminent among Florida cities in many particulars, chief among which are the high standards of its citizenship, its altitude and freedom from standing or stagnant water, thereby eliminating the mosquito, the resultant malaria and other kindred ills of warm climates.



St. Johns River Near DeLand

THE WINTER VISITOR IN DELAND

The winter visitor in DeLand is made to feel at home. DeLand is a friendly city. On the shuffleboard courts, the bowling greens or the golf links, strangers meet and become friends.

INDUSTRY

Equable climate, good transportation facilities by rail, water and truck with low freight tariffs. Electricity generated by two of the largest plants in Florida, located in this vicinity, which generate power to the major portion of the Florida peninsula. Low priced industrial sites with a plentiful supply of labor tend to make this section desirable to new industries and to established concerns contemplating expansion.

DeLand is an agricultural and horticultural center and it would seem to be the part of good economy to establish the manufacture of a finished product where the raw materials are produced. There are now outstanding openings and available sites for a citrus processing and by-product plant, a furniture factory, a tool and implement factory, a canning plant, a pulp mill, and fruit and ornamental nurseries.



Part of a DeLand Dairy herd of registered Guernseys

AGRICULTURE

Volusia County contains 718,720 acres of land, of which 26,313 acres are in actual cultivation. Citrus fruits, ferns, dairy and beef products, poultry, vegetables, bulbs, honey and forest products are the principal agricultural products produced.

DELAND'S BACK COUNTRY

DeLand and its immediate environs lie on a series of pine forest and orange grove hills. The production of oranges is the chief industry and each year sees millions of boxes of delicious fruit sent to all parts of the United States and Europe. DeLand's position topographically, coupled with proximity to

numerous lakes and streams, makes for size, quality and color in its oranges.

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 and other vegetables, general farm crops, and cattle grazing. Oak-ridge land, with good drainage and natural shade, which is successfully used for poultry raising.

UTILITIES

ELECTRICITY: This city and section is supplied with electric current for domestic and commercial use by the Florida Power Corporation, whose super-power plant located eight miles from the city is tied in with a number of smaller power stations assuring adequate and complete service at all times. Their high voltage lines as well as the lines of the Florida Power and Light Company, whose plant is located ten miles from the city, are within easy access to all parts of the county.

ARTIFICIAL GAS: Supplied by the Florida Power Corporation through high pressure mains. Gas service in this section is highly satisfactory.

WATER: Municipally owned and operated plant. Supply comes from deep artesian wells and the combined capacity of the three pumping stations in the DeLand system is adequate for a population of 25,000. Reserve and pressure supply is contained in one of the two largest elevated reservoirs in Florida. The Stetson pumping station and reservoir, located one mile west of DeLand, is connected with DeLand's water mains for emergency purposes. Another water plant is located at Orange City, five miles south of DeLand.

WATER ANALYSIS COMPILED BY FLORIDA STATE BOARD OF HEALTH

(Results expressed in parts of millions)

Silica	11.0
Calcium	39.0
Iron	0.04
Magnesium	6.1
Sodium and potassium	5.3
Bicarbonates	124.0
Sulphates	15.0
Chlorides	12.0
Nitrates	n.d.
Hardness	123.0
Total solids	156.0

EDUCATIONAL FACILITIES

DeLand offers exceptional educational advantages. From kindergarten through the public schools and on through John B. Stetson University, the youth of DeLand may travel the academic road without leaving home. There are five splendid schools within the city limits, the newest of which is the Junior High School completed at a cost of \$190,000. Included in the public school system is one of the finest gymnasiums in the state and a modern municipal concrete stadium seating 7,500. John B. Stetson University, located in DeLand, is a standard institution of learning with a distinguished faculty and a stu-

dent body of several hundred. The University comprises two colleges—The College of Liberal Arts and the College of Law, and a School of Music. The College of Law, the oldest in Florida, is on the accredited list of the American Association of Law Schools.

A large contribution to the cultural life of the county is made by the Stetson Players, who annually produce the heaviest dramatic schedule of any college in the South; the Men's and Women's Glee Clubs, and the Stetson Symphony Orchestra. A complete athletic schedule is maintained for both men and women.



Excellent School Facilities

Complete courses are offered in the following departments of the College of Liberal Arts: Ancient languages, biology and geology, business administration and economics, chemistry, English language, engineering and physics, fine arts, health and physical education, history and political science, mathematics and astronomy, modern languages, music (vocal and instrumental), philosophy and the Bible, psychology and education, and public speech.

The University has a \$1,500,000 endowment and has more than \$500,000 invested in buildings and equipment. It is located on a campus of 43 acres in the heart of DeLand, and housed in 16 buildings fitted with complete, modern and up-to-date equipment. Post war plans call for an expenditure of \$350,000 for new buildings and landscaping.

Conceived as an institution where an education may be obtained under Christian influences, the University stands for lofty ideals, sound moral principles, and the building of strong character.

CHURCHES

Practically all denominations have beautiful edifices in DeLand. Included among these are Baptist, Methodist, Christian, Presbyterian, Catholic, Episcopal, Congregational, Christian Science, and Lutheran.

CIVIC AND FRATERNAL ORGANIZATIONS

Among the civic and fraternal organizations of this city are the Chamber of Commerce, Junior Chamber of Commerce, Rotary, Kiwanis, Lions, American Legion, Spanish American War Veterans, Veterans of Foreign Wars, Woman's Club, Twentieth Century Club, Junior Welfare League, Pilot Club, Business and Professional Women's Club, Masons, Elks, Knight Templar, Modern Woodmen of America, Knights of Pythias, Odd Fellows, Eastern Star, and several national fraternities have chapter houses in connection with Stetson University.

PUBLIC INSTITUTIONS

LIBRARIES: The Seward Baker Memorial Library and the Sampson Carnegie Library at Stetson University are modern library institutions, the facilities of which are available to all. Total of 50,542 volumes.

CHAMBER OF COMMERCE: The DeLand Chamber of Commerce is one of the best known commercial bodies in Florida, owning and operating its own building with complete departments and bureaus. Its auditorium is used by practically every organization in the city.

FINANCIAL INSTITUTIONS: DeLand is served by two banks of unquestioned financial stability and soundness. They are the Barnett National, affiliated with the Barnett National Bank of Jacksonville, one of the oldest banking institutions in Florida, and the First State Bank of DeLand, a locally owned institution. Deposits in these institutions have increased \$3,339,823 86 during the past three years, proving conclusively the confidence of local business in the soundness of local banking institutions and reflecting a decided upturn in business activity.

STORES AND MARKETS: The department stores, specialty shops, groceries and markets carry complete lines of merchandise.

HOTELS AND APARTMENTS: In this section are 12 hotels, several of the larger being winter resorts, the remaining operating the year round. Each hotel and boarding house is regularly inspected and all rank high in their respective classes. Modern apartments are available at prices ranging from \$25.00 per month upward, in accordance with conveniences and location. DeLand ordinarily has facilities in apartments, winter residences, and hotels for approximately 5,000 visitors.

NEWSPAPERS: DeLand Sun News, daily and Sunday paper; Volusia Mirror, weekly paper.

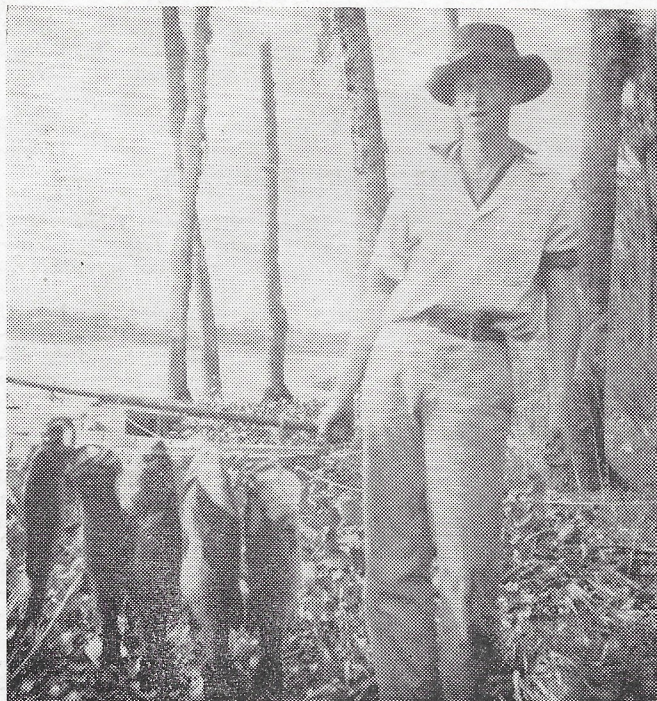
HOSPITALS: As a memorial to the soldiers, sailors and marines of the first World War, DeLand has erected a fine hospital which is excellently equipped and with highly trained physicians and surgeons on its staff.

SPORTS AND RECREATION: Golf is a reigning sport in DeLand and may be enjoyed on the beautiful and sporty College Arms Golf Course with 18 holes laid out over ground that is undulating and scenic. Many natural hazards greet the player throughout the course. The course and club house are at all times maintained to the highest standard.

The municipal tennis courts are centrally located and are open to the public. Inviting courts for shuffleboard, bowling on the green, croquet, horse shoe pitching and other outdoor games are provided by the city.

For those who enjoy fishing and hunting the country surrounding DeLand cannot be surpassed. The world's best black bass fishing, in the opinion of experts, is here on the St. Johns River and the fifty odd lakes in this section. All the salt water

game fish of the Atlantic Coast may be caught in waters but forty minutes by motor from DeLand. In the uplands and deep woods around DeLand there is every opportunity for hunting. Deer, bear, turkey, duck, squirrel, doves and quail are the principal species of game.



A fine catch of black bass

POINTS OF NEARBY INTEREST

Many visitors to DeLand, who have quite lost their hearts to this charming, oak-clad city and return year after year, are some time in discovering all the extra-ordinarily beautiful and interesting places they may see during an afternoon's motoring and often the transient guest leaves without having seen them at all. Not one of these places of interest is more than twenty miles away but some are so hidden that the casual motorist would pass them by.

TO THE NORTH

Ponce DeLeon Springs

Eight miles to the north of DeLand lies Ponce DeLeon Springs, where stands the old Spanish Sugar Mill (Circa 1530), with its ancient water wheel still turning. This pool is a favorite bathing place because the mineral water maintains a uniform temperature ranging from 70 to 78 degrees throughout the year. The discovery of the Spring dates back to 1513 when Ponce de Leon, according to his diary, was led to it by an Indian chief in his search for the Fountain of Youth. The surroundings of the Spring are beautifully developed, a large hotel has been built and picnics may be held on the grounds. Boats and baits for fishing parties are available.

Burt's Recreation Park

Burt's Recreation Park is one of nature's beauty spots with

water frontage near Ponce DeLeon Springs. Here are facilities for boating, bathing, fishing, and picnicking.

TO THE SOUTH

Blue Springs

Blue Springs, a bowl of sky blue, although it strangely does not reflect the sky but lies hidden in tropical foliage, is seven miles to the south. We travel on the main highway to Orange City and there, following the sign, turn west on a dirt road until we reach the St. Johns River. Along a narrow path through a jungle of palms, moss hung oaks and tropical flowers we walk in Indian file to the source of this rare spring. Here is romantic Florida. No human sound reaches here, only the clear call of the mocking bird and the gurgle of the spring as its water is driven from a great transparent depth and flows toward the sea.

Enterprise

Returning to the main highway we drive about a mile south and then turn east to Enterprise on Lake Monroe, thirteen miles from DeLand. In its heyday Enterprise was the greatest center south of Jacksonville. That was the day of stage coaches and side-wheelers. When the St. Johns River boats paddled up to the landing they deposited many famous people—General Grant, Grover Cleveland, James G. Blaine, General Butler, and the famous actor, Joseph Jefferson, among them, at the Benson Springs Inn. Time, in later years, seems to have passed this beautiful place by but it still retains the ancient dignity of an earlier day.

Green Springs

Following the lake shore for a scant quarter of a mile we pass, on the right, a forest of tall oaks and palms behind which Green Springs is hidden. A visitor who had travelled all over Florida for twenty years and who discovered Green Springs only recently said, "I have never seen anything as beautiful as Green Springs. If this were on the main line it would be thronged from morning until night by tourists from all over the United States." The fact that it is not widely known makes it the more desirable to the connoisseur of beauty. Green Springs is a green sulphur pool. Great moss-hung trees of pre-civilized Florida hang over it, their gnarled roots jutting out in its transparent waters. No one knows its depth but small boys swing from the trees and dive unafraid toward its hidden source. Nearby is the grave of Polly Taylor, said to be the first white person buried south of St. Augustine.

Sanford and its Surrounding Country

Continuing south along the lake or returning to the main highway and then going south, one reaches Sanford, nineteen miles from DeLand. This drive is well worth taking because it reveals some of the finest agricultural lands in Florida. Many lakes feed the soil and turn it to a rich darkness which produces crops worth over five million dollars a year. Sanford is the celery center of the world.

TO THE EAST

Daytona Beach

Twenty-two miles to the east is Daytona Beach, generally considered the most beautiful stretch of beach in the world. International automobile races have been held on its smooth white sand. The salt water bathing along this section of the East Coast is excellent both summer and winter.

New Smyrna Beach

At New Smyrna Beach, twelve miles south of Daytona Beach and twenty-four miles from DeLand, are an old Spanish

Mission and an old Spanish Fort, dating back to the early sixteenth century. Coronado Beach, across the Indian River from New Smyrna Beach, is noted for its fishing and surf bathing.

Cassadaga

Eight miles southeast of DeLand lies Cassadaga, the second most important spiritualist assembly in the United States and the only winter Chautauqua. Noted mediums and speakers from all parts of the country are present at the assembly meetings, which open in January and last through March. One of the most beautiful short drives in Central Florida, forming a complete circle, is from DeLand east to Lake Winnemissett, then south to Lake Helen and Cassadaga, then on to Orange City and back to DeLand.

TO THE WEST

The St. Johns River

Five miles west of DeLand coils the magnificent St. Johns River, called the American Nile. Considered to have the best black bass fishing in the world, the St. Johns River is also well worth seeing because of its rare beauty and historic relics and those of a pre-historic era. It was up this river that Ponce de Leon adventured with his Spanish cavaliers, that Admiral Jean Ribault, leader of a band of persecuted Huguenots, sought religious freedom—forerunners of a chain of gallant gentlemen from the Old World who have left their mark upon Florida.

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VISITING AN ORANGE PACKING HOUSE

To the Northerner a citrus packing house, where the golden fruit is washed, dried, polished, graded and wrapped, is well worth a visit. DeLand has the following packing houses where the visitor is always welcome: The Bob White Packing House, north of DeLeon Springs, a model plant where fruit is packed and shipped to all parts of the world; The Alexander & Baird Company; Dentler Brothers; Snyder Citrus House and others.

Good roads await you for drives through agricultural and orange grove lands. One of such short drives is out West New York Avenue to Spring Garden Avenue, north past the Temple Groves, then east on the Glenwood Road which intersects with Federal Highway No. 17 back to DeLand.

If further information about DeLand and West Volusia County is desired please write:

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DeLand Chamber of Commerce

DELAND, FLORIDA
