

DAYTONA and its

ATTRACTIONS.

The Queen City of Florida.

From the F. E. C. Ry. Booklet.

110 Miles from Jacksonville.
Fare one way \$3.20
Round trip \$6.00

74 Miles from St. Augustine.
Fare one way \$2.20
Round trip \$4.40

DAYTONA is situated upon the west bank of the Halifax River at its fairest expansion and midway between its source at Bulow Bay and its outlet at Mosquito Inlet. It is in latitude 29, seventy four miles from St. Augustine and one mile from the Atlantic ocean, and is acknowledged to be without a rival for beauty among the villages of the South. Its site is a natural one known as high hammock land that was crowned by majestic royal growth of magnolia trees, and among these crosses the town of today, with its well-kept streets and well-graded sidewalks and streets. The result is that all along the wide avenues that intersect the town are lovely live and green oaks and hickories, many of them draped with graceful festoons of the gray Spanish moss, that overarch the street and walks, and among these are interspersed tall tropical palmettos, glossy leaved magnolias, fragrant bay and coral berried holly, and many other varieties, while in many places the wild grape, the trumpet vine and the amorphous clematis and clinging among the branches forming shady bowers and adding grace and beauty.

The town lies parallel with the Halifax River, and extends for nearly two miles along the shore. This river is the delight of the angler and the yachtsman and forms one of the town's greatest attractions.

The main avenue that runs parallel with the river are all 100 feet wide, except Beach street, which is about sixty five feet, but has a half mile of open, beautiful water abutting upon its eastern side, where the salt waves ebb and flow and along and across which comes the cooling, invigorating and health giving breezes from off the wide Atlantic, which temper and render the Halifax climate one of the most perfect in the world. Daytona has many miles of well-graded, marled and shelled roads and streets, rendering it the

Wheelman's Paradise and added to these, but a mile away, are thirty miles of smooth, hard beach, that affords an unrivalled course for long distance cycling and driving or automobile racing. No town of equal size, North or South, numbers so many wheelmen, and cycling is a favorite pastime with the tourists summer and winter.

The Beautiful Cottages that have been erected during the past years and are being built are rendering Daytona as famous for its fine homes as for its beautiful river, trees and avenues, and they are adding yearly to its attractions.

Not the least of these attractions to those securing homes in the South, and ranking second only to healthfulness and perfection of climate, is the fact that its population is chiefly composed of cultivated and intelligent people, accustomed to the refinements of home and social life. Added to these features are good churches, good public and private schools, stores, hotels, laundry, meat markets, novelty works, an opera house, electric lights for street and house illumination, a good telephone system, ice factory, Lily Water Works, and hot and cold baths, etc., and everything else can be procured that is necessary to make life comfortable. An important feature in the healthfulness of this town is the

Water Supply which is derived from numerous flowing wells, of which there are probably 200 in the corporate limits. This flow is secured by boring wells to the depth of from 80 to 120 feet, passing through several strata of rock, and this depth assures purity from all surface contamination. The water is slightly impregnated with magnesia and iron, and holds sulphur in the shape of gas, which soon passes away.

The Population of Daytona proper is about 1,800. Added to this is a suburban population on main shore and peninsula of about 1,000 at Kingston, Blake, Old Seabreeze or Goodall, Seabreeze and Silver Beach,

which are properly a part of the town and population.

Daytona Beach lies one mile east of the town. It is approached by three good bridges over the river and well-graded avenues, and is the principal summer resort south of St. Augustine. It has more tourists during the summer than all other places south of that city combined, and is also becoming a favorite winter resort. The beach is wide, firm and smooth, by many considered the finest in the world, and the surf bathing is safe and excellent summer and winter. People who have tried Northern and Western summer resorts declare that there are none so perfect in comfort as Daytona beach.

Automobile Race Meet. The Florida East Coast Automobile Association conducts an annual race meet on the beach, which has now a universal reputation as the greatest automobile race course in the world. The Daytona Ormond Beach is hard as macadam, and an ideal stretch of thirty or more miles without a break makes it the natural racing ground for America.

At low tide the beach is broad for 300 feet and neither carriage wheel, bicycle or pedestrian can make a hardly visible imprint on the smooth and well-packed sand. It is no uncommon sight to see well-rigged bicycles speeding with the velocity of the wind before a stiff breeze along the smooth beach, thus affording the most exhilarating sport known to man. Besides these, miles of hard-shelled, palm-fringed boulevards bring the lovers of the wheel and vehicles into direct touch with the mainland over the broad bridges which span the splendid Halifax River.

The beach from the sandy bluffs to the lowest point at ebb tide, measures about 500 feet, and the average depth of the surf measures about two feet. A continuous gentle swell rolls in from the ocean from one to two feet in depth under normal conditions, making the beach an attractive and absolutely safe place for surf-bathing. Here the infant as well as the grey-haired veteran of many summers, can safely enjoy the luxury of a sea bath throughout the larger part of the year, while the strong and expert swimmer, can venture out further to test his strength and skill in battling with the inexhaustible powers of the mighty ocean.

The Peninsula lying between river and ocean is one-half mile wide, and is being rapidly improved, and there are many fine cottages and several good hotels, an opera house, two ocean piers, beach pavilion and a large casino.

A Remarkable Feature at Daytona has been the yearly improvement in the style and value of the buildings that are being erected for homes. Men of capital of the North and West have become awakened to its advantages for winter residences, and valuable lots are being purchased and costly houses, beautiful in design and finish, are being erected, and beautiful homes, the abodes of wealth and culture are multiplying.

Seabreeze (City Beautiful) and Goodall are settlements on the Ocean side of the peninsula across the Halifax River from Daytona. At the foot of Ocean Boulevard, Seabreeze, a pier reaches 600 feet across the beach into the swelling surf of the ocean. This pier is a favorite resort of those who delight in the sport of fishing. The surf here abounds in trout, pompano, yellowtail, cavalle, whiting, drum, sheephead and many other varieties of edible fish. During the fall season the famous sea bass affords royal sport, and it has been no uncommon occurrence to land a thousand pounds of this gamey fish in an afternoon, individuals of them ranging from fifteen to thirty five pounds in weight. Not only does the ocean offer this splendid sport but the Halifax River, only half a mile back of the ocean, is equally famous for its fine fishing, and the varieties that abound in the ocean are present in the river. Hunting and fishing good. Experienced guides and dogs may be had at reasonable prices.

The Secret Societies. Hours of Service.

Free and Accepted Masons - Halifax Lodge No. 81 meets first and third Thursday of each month at 7:30 p. m.
Halifax Royal Arch Chapter No. 5 - Meets second Thursday of each month at 7:30 p. m.
R. S. A. - Halifax Council meets third Tuesday of each month at 7:30 p. m.
Knights Templar - Oriental Commandery No. 9 meets fourth Thursday of each month at 7:30 p. m.
Order of Eastern Star - Live Oak Chapter meets second and fourth Tuesday of each month at 7:30 p. m.
Knights of Pythias - Fountain City Lodge No. 21 meets first and third Mondays of each month at 7:30 p. m.
Improved Order of Red Men - Osceola Tribe No. 21 meets first and third Wednesdays of each month at 7:30 p. m.
Knights of Honor - Daytona Lodge No. 450 meets second and fourth Fridays of each month at 7:30 p. m.
Fraternal Union of America - Meets second Monday of each month at 7:30 p. m.
Grand Army of the Republic - Joe Hooker post holds camp fire first and third Friday of each month.

CLUBS.
Halifax River Yacht Club - Meets at the Club House every Wednesday evening.
Palmetto club meets in Open House building. Mrs. E. R. JOHNSON, Secy.
Florida State Troops - Company "K" Second Infantry. Drill at the Armory on Volusia Avenue every Tuesday night, J. B. Parkinson, Capt. Com.
Florida East Coast Automobile Association - Meets at Club House on the Beach the first Friday night before full moon.

CITY OFFICIALS.
Mayor - Charles L. Smith
City Clerk - J. W. Wilkinson
Treasurer - Frank T. Peck
Assessor - C. M. Bingham, Jr.
Collector - H. F. Douglas
Marshal - M. H. Zuber
Aldermen - Edward G. Harris, president; Henry Schmidt, Geo. H. Clark, Geo. H. Matthews, A. McE. Porter, J. A. Hendricks and Jerome D. Malye. Council meets second and fourth Monday of each month at 7:30 p. m.
City Attorney - C. H. Spencer
City Physician - Dr. H. H. Sadye
School Trustees - Geo. H. Ludwig, C. M. Bingham, Sr., and B. E. Marsh.

TIDE TABLE. The following table gives the low tides on the Daytona beach and the daylight tides only.

Attention Tourists and all lovers of fine cigars. You will find the largest assortment, finest variety and best quality of CIGARS AT THE CITY HOTEL. Sixteen different brands of strictly first-class goods. GEO. H. MATTHEWS, Proprietor.

The St. James, MRS. W. F. GAMBEAU, Proprietress. Board Moderate. Excellent cuisine and fast service. Meals furnished with or without rooms. No. 316 Palmetto Avenue, DAYTONA, FLA.

"THE PINES" A New House just completed, with all modern conveniences. ACCOMMODATES 50. RATES \$2.50 PER DAY AND UP. SPECIAL BY WEEK OR MONTH. MRS. J. B. HINSKY, Proprietress. 338 S. Ridgewood Ave. Daytona, Florida.

The Ridgewood E. D. Langworthy, Prop. DAYTONA, FLORIDA. Now open for season 1004-5.

The "WALDRON" Fine Location. Strictly First-class. All Modern Improvements. Apply to ANNA E. RAE.

SCHMIDT'S VILLA

Overlooking the Halifax River, Daytona, Florida. The hotel commands a most attractive view in every direction and no finer location can be found in the vicinity. It is only one mile from the ocean and is convenient to the depot, postoffice, churches and public schools. More sunny rooms than any other hotel in town. Bath, rooms and lavatories, with sanitary plumbing and all modern conveniences. Cuisine unexcelled. Rates \$2.50 per day and upwards. Special rates by the week. The only Tennis Court in the city is located on the hotel grounds. HENRY SCHMIDT, Proprietor.

THE BENNETT.

Open for the Season of 1904-05. Beautifully Located on Ridgewood Avenue. Since last season this popular house has been enlarged to double its former capacity. Rooms single or en-suite, with or without Private Baths. Hot and cold water in the new part, furnace heat and all modern conveniences. Menu the Best the Market Affords. Albert Bennett, Owner and Proprietor, DAYTONA, FLORIDA.

Parkinson House.

Fine location, corner of Ridgewood and Magnolia Avenues. Electric Lights, Sanitary Plumbing, Baths and all modern conveniences. Table the best the market affords. Large, nicely furnished rooms, well lighted and heated. Southern exposure. For rates, apply to MRS. JOHN B. PARKINSON, Owner and Proprietor.

Hotel Despland

"THE FAVORITE" NOW OPEN UNDER Leon Despland, Owner and Proprietor, DAYTONA, FLA.

THE COLONNADES. Seabreeze; A HOUSE OF EXCELLENCE. A. B. KIMBALL. E. H. FAUNCE.

... The Cleveland ... Magnolia Avenue, one-half block from Postoffice and River Front. New and Neatly Furnished, Rooms Single or Ensuite, Bath, Gas and Steam Heat. Special attention given to the Table Fare. Phone 26-2R. SPENCER B. GREEN, Prop.

SEASIDE INN AND FURNISHED COTTAGES. Everything Modern, Homelike and Comfortable. Hotel directly on the Atlantic Coast. Surf bathing and sea fishing unsurpassed. RATES \$2.50 PER DAY. SPECIAL BY THE WEEK. H. F. STEWART, Prop. Goodall, Fla.

The Palmetto House. Well Known and Popular. Overlooking the beautiful Halifax River, Daytona. A homelike and comfortable house. First-class in all respects. C. O. CHAMBERLAIN, PROPRIETOR.

ILLINOIS HOUSE Port Orange, Florida. Located on Ridgewood Ave. Terms \$6 and \$7 per week. D. W. WINN, Prop.

EWING'S CAFE Over Williams' Grocery Store, between Opera House and Post Office SEABREEZE, FLA. Light Lunches and Sandwiches Served from 6:30 a. m. to 11:30 p. m.

Steamer "CHEROKEE" starting Jan. 25. FOR THE TOMOKA RIVER, Mondays, Wednesdays and Fridays, leaving Conrad's dock opposite bank at 9:00 a. m., middle bridge 9:15, peninsula bridge 9:30 and Ormond at 10. FOR PONCE PARK and NEW SMYRNA, Tuesdays, Thursdays and Saturdays, leaving peninsula bridge 8:30, middle bridge 8:40, Conrad's dock 9:00 a. m. For particulars apply to Capt. McFadden's shell boat Conrad dock, phone 125, or Heath & Dickinson, phone 6-3R.