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 North Beach St.
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 Daytona, Florida
 Manufacturer of..
Havana Smokers
 Only First Quality, Well Cured Tobacco Used
 No dope or artificial flavoring, just a blending of fine tobaccos. All operators are clean and healthy.
 A 10 Cent Quality for 5 cents

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 If you want the very best orange apply at Point Grove for the Redland Indian River..... Orange, the best in the State.
 Grove situated in m. from Daytona on the Daytona-New Smyrna Road.....
 Priced Moderate
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 Excellent Hunting and Fishing
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 Rates: \$2.00 per Day and Up
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 High Grade Men's Outfitter
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 While at New Smyrna LUNCH at BELL'S

L. C. CHISHOLM
 Foursorial Parlor
 Oldest stand in town
 NEW SMYRNA, FLA.
 Moles and Warts Removed Without Pain
 SANITARY BATHS

PURE ICE CREAM
 Confections Cold Drinks
 The Best of Everything in Our Line
RIZY'S
 New Smyrna Is the Place

ROSE VILLA
 Mrs. H. MOELLER Proprietress
 Meals for Transients a Specialty
 NEW SMYRNA FLORIDA

ASK ME ANYTHING
 If for the Good of NEW SMYRNA—
 Office in Turner's Place, over Ross' store
J. P. TURNER

Drop a line to me at ORMOND
 I'm just going to sit here and fish and eat Oranges this winter. There are some good camp grounds near here. Come and pitch your tent on one and join me on the log.
LONG FISHERMAN

ROSE VILLA
 Pleasantly Located on Granada Ave., ORMOND, FLA.
 Frank Mason, Prop. Rates: \$2.00 and \$2.50 per day; \$12.50 to \$15.00 per week

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 Manufacturer of Pure Home-Made **GUAVA JELLY**
MARMALADES AND TROPICAL PRESERVES
 Special Attention to Family Orders
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 ORMOND, FLA.
 Fine Groceries Vegetables Fruits Salt and Smoked MEATS

MOUNGROVE ORANGES and Grapefruit
 Best Grown
 Grove on St. Augustine Road to Miles North of HOTEL ORMOND
Beed, Knox and Beed Company
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 Furnishd; Modern Improvements; on River Front or Side Streets, Rents Reasonable. Write to W. F. CUMBY at Ormond.

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 On the Ormond Road Half Mile South of Ormond
 One of the Finest Groves in Volusia County
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THE RUBY ORANGE and MRS. BACON'S JELLIES
 Are Produced at "NUMBER NINE"
 Their Reputation is Established. No Comment is Really Necessary.

DELAND, THE ATHENS OF FLORIDA

CALL ON OR WRITE TO MACON THORNTON
 ORMOND
 IF IN ANY WAY INTERESTED IN PROPERTY IN ORMOND OR ORMOND BEACH
 He Will Give Your Business Prompt Attention

MILDRED LODGE
 (Formerly Mildred Villa)
 On River Front ORMOND, FLA.
 A First Class Modern House; Rooms Single or En Suite; with or without Private Bath. Service and Cuisine Unexcelled.
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"FOUNTAIN'S"
 DELAND, FLA.
 Clothing Furnishings Shoes

DELAND, THE county seat of Volusia County, is situated 23 miles southwest of Daytona and is reached from the latter city by an excellent hard-surface road recently constructed.
 At DeLand is located the John B. Stetson University, one of the leading educational institutions of the South. Because of the interest in matters educational DeLand is known as "The Athens of Florida."
 Stetson University has a faculty of 50 professors and instructors. There are over \$400,000 in buildings and equipment; nearly \$300,000 endowment; a Carnegie Library alone representing an investment in building, endowment and books, of more than \$120,000. The library is the United States Government depository for the State of Florida, and contains over 15,000 volumes. Science Hall, one of the newest of 16 buildings, with its furnishings, represents an outlay of \$60,000. Elizabeth Hall is one of the most beautiful college buildings in the South.
 The city has a population of about 3,500, with a thickly settled country adjacent. DeLand proper is five miles east of the St. Johns River, on the high, rolling pine land of the great "Orange Ridge" of Florida.
 The predominating products are oranges and grapefruit, the estimated crop from this vicinity being over 300,000 boxes this year. Grapes, peaches, pears, Japan persimmons, plums, pecans, guavas, strawberries and other fruits are grown in plenty.
 In the way of public improvements are many miles of fine shell roads, an excellent high school, electric lights, a system of waterworks that is owned and operated by the city, supplying the purest water at little cost.
 Nine houses of worship testify that DeLand is a church-going community. Baptists, Episcopalians, Methodists (Northern and Southern), Presbyterians, Christians and Catholics, besides colored Baptists and Methodists, are represented.
 The graded school offers a ten years' course, and the building which it occupies is newly furnished throughout, and is one of the most commodious and best equipped public schools in the State.
 The trip from Daytona to DeLand is made by automobile in a little over an hour, and there are many pretty drives in the vicinity of the county site. A good road leads to DeLeon Springs, five miles, a historic spot, where 60,000 gallons of water bubble from the earth every minute.
 From DeLand automobiles go south to Osteen, 18 miles, on shell and marl roads; the St. Johns is crossed by ferry near Osteen and cars can then continue to Sanford and Orlando by hard road. There is a shell road from DeLand to Orange City, five miles, and a good road from DeLand to Lake Helen, a like distance.

STETSON UNIVERSITY
 DELAND, FLA.
 Four Colleges and 5 Technical Schools.
 Equipment costing nearly \$400,000.
 Endowment \$300,000.
 Faculty of 49 Professors and Instructors, Christian, but non-Sectarian Teaching.
 For Information, address: Lincoln Halley, Ph. D., Litt. D., President

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DRUGGISTS JEWELERS
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A. H. WOODALL
 The Leading GROCER
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 Largest Stock of Pianos, Organs and Sewing Machines
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 INSURANCE AGENCY
 DELAND, FLA.
 SILAS B. WRIGHT Manager
 H. B. WRIGHT, JR. Assistant
 Wright & Wright Attorneys at Law

BAY VIEW HOTEL
 HAWKS PARK
 Dinners for Auto Parties a Specialty
M. R. MENDELL
 Propr.

NEW SMYRNA is situated fifteen miles south of Daytona and is an ideal spot reached from Daytona by a hard surface road winding through one of the most picturesque parts of Florida.
 With its ancient ruins dating back to a time when the history of man runneth not, interlaced with wires of the modern telegraph and telephone, its miles of shell streets as hard and smooth as a floor and over-arched by hoary forest giants that grew in stately grandeur during the lapse of by-gone centuries, New Smyrna is truly a place of romance and rest.
 All nature here is very inviting to the tourist and pleasure-seeker. Here too is to be found the best fishing and hunting in the State of Florida.
 The people are thrifty, the business men enterprising, and all unite in extending the welcome hand of hospitality to strangers. There are five church edifices for white people and an equal number for the colored population; the town has an excellent high school, a splendid public library, and up-to-date business houses.
 There are any number of pretty homes for the permanent population, which numbers close to 2,000, and some very fine winter residences. There are good hotels and boarding houses where you can find accommodations to meet your requirements.
 Adjoining New Smyrna is as fine a section of vegetable land as can be found anywhere. This land has been divided into small farms which can be bought at reasonable prices. Some of the finest celery grown in the State is raised on this land. All other vegetables grow in abundance, and here, too, is the home of the famous Indian River oranges.
 New Smyrna has no bonded indebtedness and the tax levy is low. A point that no tourist should fail to visit is the ruins of the Old Spanish Mission which stand somber and alone about one and a quarter miles southwest of New Smyrna. A good road leads to the place and the trip can be easily made by an automobile. Silent, in the great pine flats by the margin of the forest, is this place of pilgrimage for the pious; this rendezvous for the picnicker. The ruins are extensive, and while there is no authentic history of their origin, it is presumed that the Mission was built by the Franciscans in the days when the once powerful Kingdom of Spain first planted its flag upon what is now American soil. It was built of coquina, the roof being of the same material, cut into thin slabs and covered with cement plaster. Extensive gardens surrounded it, which were enclosed by a stone wall, portions of which still remain. Visitors usually come in parties merry and curious but the spell of the place soon falls upon them and they separate to sit alone, silent and meditative, under the arches or beside the ancient well.

CORONADO is situated on the peninsula opposite New Smyrna and is connected by a good road and bridge over the deep current of Indian River. Here you can put aside your conventional garb, breathe in large and deep the salty tonic of the sea and enjoy yourself to your heart's content with rod and reel in row or sail boat or in the ocean surf a short half-mile away. The great varieties of fish inhabiting the river and lagoon pass through the channel from the sea beneath the bridge. From verandas, upper balconies and windows you behold the magnificent river, the distant lagoons and islands, the forest-covered peninsula and the vast reaches of the Atlantic Ocean.

HAWKS PARK
 A pretty village located along the ridge above the Indian River two and one-half miles south of New Smyrna and connected with fine shell roads. There is the appearance of newness, comfort and seclusion about the place which stamps it as the abode of people who come here to enjoy the blessings of outdoor life away from places where crowds are apt to gather.

ROOMS for Light House-keeping, with Fuel, Kitchen and Dining Room. Fishing and Bathing at Door, with Clams and Oysters. Write for particulars.
DETWILERS
 Coronado, Florida

ATLANTIC HOUSE
 CORONADO BEACH (open all the year)
 Everything new. Water and Gas. All kinds of Fish. Terms Reasonable.
T. B. DEBARRE, Prop.

LOTS FOR SALE
 APPROVED PURCHASERS in the New Part of OLD SMYRNA
 Address: W. F. LAWS
 New Smyrna

THE PORT ORANGE HOUSE
 S. FRED CUMMINGS
 Owner and Manager

THE PORT ORANGE BEACH
 Lots for Sale.
 Liberal Terms Allowed for IMPROVEMENTS
 Ocean or River FISHING convenient to Automobile Race Course and Bldg.
 Apply to **W. M. C. HOWES**
 Port Orange, Fla.

PORT ORANGE DEVELOPMENT COMPANY
 (Inc.)
 OWNER OF THE BEST River Front PROPERTY IN PORT ORANGE
 Fine Truck Lands
 See **E. J. OATES**, Secy., Daytona, or **W. C. HOWES**, Agt. Port Orange, Fla.

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 Port Orange, Fla.

W. C. HOWES
 Real Estate Insurance
 NOTARY PUBLIC
 Port Orange, Fla.

S. G. MARTIN
 General Merchandise
 Port Orange, Fla.

PORT ORANGE is a pretty little village situated five miles south of Daytona on the Daytona-New Smyrna hard-surface road, the scenic highway of the East Coast. The town is located on the Halifax River, over which spans a bridge from the town to the peninsula opposite.
 The town is well laid out and has many pretty homes owned and occupied by residents and winter tourists. It has several churches, one of the best graded schools in Volusia county, two general stores, a real estate agency and two or three hotels.
 A large number of tourists and winter residents make Port Orange winter headquarters, one of the several attractions being the excellent fishing. Port Orange is in the orange belt and a number of very fine citrus groves are nearby, where oranges, lemons and grape-fruit have long been produced. Some of the best trucking land in the State is to be found thereabout and excellent crops are raised.
 West of Port Orange a short distance are the remains of the old Dunlawton sugar mill, a spot that is visited every year by hundreds of tourists. At one time all the country west of Port Orange, surrounding the old mill, was a vast sugar-cane and indigo plantation. The mill was operated extensively in those days but has been in disuse for thirty or forty years.
 A pretty automobile or carriage drive from Daytona is via the ocean beach to the approach of the Port Orange bridge, across the bridge and then passing through Port Orange to the ruins of the celebrated old sugar mill, returning to Daytona by the road on the mainland. This drive affords a very pleasing variety of scenery.

Port Orange OYSTER CO.
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 Port Orange, Fla.

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 First Class LIVERY
 PORT ORANGE, FLORIDA

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 send for Brochure
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 EVERYTHING TO EAT TO WEAR TO USE
 Millinery, Perfery and Ladies Ready-to-Wear Dept. on Second Floor
G. A. DREKA & CO.
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 Ladies' Wear Dept. on Second Floor
 Bonnets, M. C. D.

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