

1878 **DREKA'S** 1909

DEPARTMENT STORE

EVERYTHING TO WEAR, TO EAT, TO USE

BIG REDUCTION SALE OF RUGS & MATTING

AXMINSTER ART SQUARES

9x12	\$30 00	Now \$24 48
8 3/4x10 6	\$25 00	Now \$20 98

ELECTRA ART SQUARES

8 3/4x10 6	\$28 00	Now \$22 98
6x9	\$18 00	Now \$15 48

KOLAX BRUSSELS ART SQUARES

9x12	\$22 00	Now \$18 25
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RADNOR BRUSSELS ART SQUARES

9x12	\$25 00	Now \$20 49
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KORDO BRUSSELS ART SQUARES

9x12	\$20 00	Now \$16 50
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BURMA ART SQUARES

9x12	\$15 00	Now \$12 25
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FIBER ART SQUARES

9x12	\$13 00	Now \$10 48
7 6/8x10 6	\$9 50	Now \$7 89
6x9	\$7 50	Now \$6 25

ALL SMALL RUGS, COMPRISING SMYRNAS, AXMINSTERS, MOQUETS, BRUSSELS AND WILTON VELVETS, AT 25% OFF

ART SQUARE PADS AT 25% OFF

JAP AND CHINA MATTING AT 25% OFF

Local and Personal Briefs

Dr. W. S. Taylor, Dentist.

Side-Hill Dairy, phone 178.

R. H. Murphy, formerly of DeLand, is now located in Daviston, S. Dak.

Don't forget the auction. Some of those beautiful cars to sell at bargains.

Mrs. Edward L. Powe visited friends in Jacksonville several days this week.

There will be a masquerade ball at The Melrose on the evening of February 1st.

Ladies' 11-inch hornback Alligator Hand Bags, leather lined, \$4.50 at Brill's.

Mr. and Mrs. Frank Kenyon, of Auburn, N. Y., are among the prominent visitors to DeLand this year.

The Pinhurst, Daytona Beach, of which popular resort W. H. Freeman is proprietor, has a card in this issue.

New Souvenir Spoons at Brill's.

Oscar H. Davis has made arrangements for a noted tailor at his establishment on January 26, 27 and 28. Read his advertisement elsewhere.

Fine Candies at the 5 and 10.

That SMOOTH, VELVETY CREAM at Walters' Pharmacy tastes like more.

Buckskin moccasins, hand-made by the Indians, just received at Reeve & Howard's.

Mr. George E. Gazelay returned from Jacksonville the first of the week and at present is assisting in the Painter-Printery.

The Bigelow Hardware Store is preparing for a big sale of Enamelware and Tinware on Feb. 1 to 5. See their adv. in this issue.

The anniversary of the birth of Robert E. Lee was observed in DeLand, on Tuesday, by the bank and postoffice, which closed for the day.

Messrs. Silas B. Wright, S. B. Wright, Jr., and J. R. Wetherell are tending the annual session of the Masonic Grand Lodge, in Jacksonville this week.

Have some Ping Pongs of your children.

Mr. M. B. Pratt, of New York state, a brother of our old friend, G. B. Pratt, of Orange City and elsewhere, accompanied by Mr. C. F. Lukens, were pleasant callers at The News office yesterday.

Tin Ware at the 5 and 10.

25 Photos at the Ping Pong Studio a quarter.

Garden seeds, the kind to plant now, a large variety for your inspection at Fisher's Drug Store.

We are glad to learn that Rev. Mr. Oates' engagement, in England, is only for the summer, and that he expects to return to this country in the fall.

Accuracy is our watchword. Every ingredient entering your prescription is checked by an assistant before leaving our department. Quality for price always at Fisher's Drug Store.

Denatured Alcohol, the specially prepared kind for Heating and Cooking, is far superior to ordinary poisonous wood alcohol, more heat less odor. Pint bottles 20c, cheaper in larger quantities.

Crochery at the 5 and 10.

The DeLand Chapter, D. of C., celebrated Gen. Rebt. E. Lee's birthday at the home of Dr. and Mrs. Bracey last Tuesday evening. Several of the old veterans gave talks and a very interesting paper was read by Mrs. D. B. Paxton. Refreshments were served.

On Friday, a large party of Elks from Orlando, passed through DeLand on their way to Daytona to institute a lodge of P. B. O. E. at that place. Over 250 Elks, from all over Florida, were present. DeLand was represented by W. A. Allen, Oscar H. Davis and W. A. Stringfellow.

At the meeting of Magnolia Lodge, No. 21, I. O. O. F., Monday night, Lee Morris and V. W. Gould were elected as delegates, and J. E. Alexander and J. E. Bigelow as alternates, to the meeting of the Grand Lodge which will be held at DeLand the third week in April.

Brushes at the 5 and 10.

Prof. W. W. Fry arrived from Philadelphia the first of the week on a visit to Mrs. Fry and the children, who have been here all winter. Mr. Fry will remain in DeLand ten days or two weeks. Mrs. Fry and children will stay until spring.

William Fitz Simmons, who has, in the past, successfully conducted several auctions of DeLand real estate, arrived here the last of the week and already has an auction on for next week. Mr. Fitz Simmons believes in advertising, and never tries to sell property without taking the people into his confidence. His auctions always attract large crowds, and are "the talk of the town."

An Osteen subscriber writes: "We do not get The News here until Monday or Tuesday. What is the matter?" A Port Orange subscriber makes the same complaint. The News is always mailed Friday afternoon or Saturday morning. There is no excuse for the paper not getting to Port Orange or Osteen until Monday or Tuesday. It should never be there later than Saturday afternoon. We call the attention of the postmasters to this trouble and hope that it will not occur again. If it does, the trouble must be with the postal clerks, and we will refer the matter to the proper authorities.

Enamelled Ware at the 5 and 10.

Messrs. W. A. Allen, S. D. Jordan and S. A. Wood acted as a committee this week, for the Stetson Baseball Team and made a canvass of the town getting up a subscription list. They roped in 25 ten-dollar spots the first day, making \$250, and state that they will not be satisfied until they get \$500. The DeLand public is very proud of the fine record made by the Stetson team and is willing to stand behind the boys and to encourage them in every way. It is said that the team this year will be one of the best the school has ever turned out. Four games have already been arranged with the Kentucky Military Institute, to be played in DeLand.

Penny Post Cards at the 5 and 10.

Moving picture lecture, February fifth, at the auditorium. This moving picture lecture will be given by Dr. T. B. Ray, Richmond, Va., the educational secretary of the Southern Baptist Convention. These pictures were taken on the foreign fields and represent the actual conditions of the heathen world and some of the mission work now being done among the peoples of India, China, Japan and other countries. For all people of all denominations. Admission free. One night only. An offering for expenses will be received at the close of the lecture. A rare opportunity for everyone, especially our young people.

DAYTONA BEACH

Daytona Beach

House, Directly on the Beach

Every Room. Running

First Class in Every

conformity with fire

or month.

Beach in center

Terms.

GOOD GROCERIES

are essential to good living. We can always give you good groceries and at very reasonable prices.

We handle Gasoline also

A. H. WOODALL

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DE LAND, FLA.

"The Place for Men"

Pool and Billiards

Grill Room

A cordial invitation is extended to all gentlemen.

STEWART & CAMPBELL

North Room, Havens Block, DeLand, Fla.

HAVE YOU TRIED FOUNTAIN'S

NEW

SHOES
CLOTHING
FURNISHINGS
HATS

We are all interested in the success of our New Store. If you should not want to buy NOW, call in and see. It's a pleasure for us to show you through the stock ——— SOME DAY YOU WILL WANT ———

Lost \$1,000.00

You have probably lost more than that amount by not taking advantage of investment opportunities in the past. Have you learned your lesson or are you going to keep right on losing while the door of opportunity is ajar.

We have some pieces of land well located for building lots, upon which you can double your money in twelve months.

We have a house and lot renting for \$40.00 per month, which can be purchased for \$1,000.00. Central location.

We have a large new, two family house, well located, which we offer for \$2,000.00.

We have a furnished house on corner lot near College Arms Hotel, which can be bought for \$2,400.00.

We have many other good things. Come and see us.

V. W. GOULD,

Real Estate and Insurance

HAYWARD INSURANCE AGENCY

WE STILL REPRESENT THE LEADING AMERICAN FIRE INSURANCE COMPANIES, AMONG WHICH IS THE AETNA OF HARTFORD, WITH US SINCE 1872. DWELLINGS AND CONTENTS A SPECIALTY.

COMPARE OUR COMPREHENSIVE AND LIBERAL "FORMS" WITH OTHERS.

E. H. HAYWARD,

37 South Boulevard

DeLand, Florida

Best Lard and Cheese Kept in Cold Storage at W. D. Haynes'