



THE LANDIS &amp; FISH BUILDING.

(Law offices of Landis &amp; Fish. Home of Volusia County Abstract Company.)

## Our Business Interests and Our Business People.

It has often been wondered at, not only by strangers and new-comers, but our own people as well, "where the money comes from that makes the mare go, in DeLand." Money is as a rule plentiful and business brisk. Even in the dull dog days of summer money that it is hard to trace the source of circulates freely in DeLand.

It must be remembered that ours is not a farming country, and the section surrounding DeLand is rather thinly populated. For many years our people were devoting their entire energies to the development of the orange industry, and of course, as the trees were young and not bearing there was no revenue from this source. Still, there was always a good business here. When the groves finally reached a bearing age of course there was more money and better business. However, the disastrous freeze of several years ago wiped out for the time being the orange industry—but not our business interests by any means. Notwithstanding the heavy blow, when millions were swept away in a night, our business people put their shoulders to the wheels with a determination to achieve success from disaster. That they succeeded is shown by the many well filled stores of DeLand today, and the crowds of purchasers that constantly throng our streets.

DeLand draws business from many miles around, not only from the rural sections but also from many of the smaller towns. This is because our stores are metropolitan in their scope, and the stocks carried would do credit to a town of ten times the size of DeLand.

The financial interests of the business community is cared for by the Volusia County Bank, a corporation well equipped for the work, with a large capital and thoroughly enterprising, public spirited officials.

The lack of space prevents a reference in detail to all our business institutions, but in order that the stranger may obtain an idea of what DeLand is, we would say that it has a regular all-the-year-round population now of about twenty-five hundred, and in the winter season this number is largely increased by tourists and winter visitors. We have one bank, two dairies, one laundry, express office, ice factory, two cold storage plants, telegraph office, five daily mails, one cigar factory, twenty-eight stores, two blacksmith and wagon shops, two livery stables, one cassava starch factory, cane syrup factory, city waterworks, electric light plant, three bicycle shops, five negro churches, three printing offices, a telephone exchange, seven white churches, four photograph studios, two large tourist hotels, numerous first class boarding houses, saw mill and lumber yard,

five newspapers, and many fraternal organizations.

We regret that we have not space to illustrate all of our places of business. In this and the following pages, however, we present half tone illustrations of the interiors of a few of our business marts, which will give the stranger a fair idea of what to expect in this connection when he reaches DeLand.

### W. B. FUDGER.

The illustration of the interior of W. B. Fudger's establishment that appears elsewhere, shows what a thoroughly up-to-date town DeLand is. This is an establishment with its tiled floors, marble counters and other accessories, that would do justice to any city. Mr. W. B. Fudger, the proprietor, is a young man reared in DeLand, and who has made himself and his business by his unaided efforts. Mr. Fudger's place is a favorite resort for college students, and in fact

all others who enjoy a cool, clean pleasant place in which to partake of refreshments in the form of cool drinks, cream, candies, etc. Mr. Fudger is progressive in every way and is constantly adding to the equipment of his already first class establishment.

### LANDIS & FISH BUILDING.

We present on the same page an illustration of the beautiful brick building of Messrs. Landis & Fish, just completed. This is an architectural gem, and was erected by Messrs. Landis & Fish for a law office, and for the home of the Volusia County Abstract Company. Messrs. Landis & Fish who are young lawyers with a practice already grown so large that it is the envy of many older practitioners, have elegant offices in the building, which is commodious enough to accommodate a fireproof vault for the Volusia County Abstract Company's books, offices for the company, and also several tenants, among whom are the DeLand Naval Stores Company, and Mr. S. V. Hough—both of these concerns having comfortable offices in the building.

The firm of Landis & Fish comprises Mr. Cary D. Landis and Mr. Bert Fish, and besides their legal business they control the Volusia County Abstract Company, of which Mr. Fish is president and Mr. Landis, secretary and treasurer. The company's books are very valuable, and the abstracting is in charge of Mr. E. F. Oates, the actuary.

### SCOTT HODGKINS.

Mr. Scott Hodgkins' extensive wagon works, blacksmith and machine shops are also illustrated. Mr. Hodgkins has the reputation of turning out only thoroughly first class work, and as a consequence his business has grown in a few years from a very small beginning to one of large proportions. In addition to Mr. Hodgkins' shop work he also operates a syrup factory, where farmers bring their sugar cane to be made into syrup.

### "THE MARKET."

DeLand is proud of many things she has, and not least among these is "The Market," of which Mr. E. L.

McBride is manager. This market would do justice to a city of any size. The floor is of tile and the counters and wainscoting of marble. It has its own refrigerating and electric plant, and cold storage chambers. The refrigerating and electric plant is operated by an automatic gasoline engine, and the installation of which has only recently been completed, entailing an expenditure of many thousand dollars, but Mr. McBride was determined that his customers should have the best.

A fine line of northern and native meats is carried, and the thorough refrigeration appliances keep the stock in perfect condition. A large farm is operated in connection with "The Market," where native stock is pastured and stall fed.

### V. M. FOUNTAIN.

In the illustrations found elsewhere is an interior of the establishment of Mr. V. M. Fountain, dealer in clothing, shoes and haberdashery.

Mr. Fountain has been in business for himself in DeLand about two years, but his thorough knowledge of the trade, his long acquaintance in the markets of the North and East, where for many years he was "buyer" for other firms, has enabled him to build up a splendid business in a short time. His stock embraces the latest as to styles and the best as to fabrics. Mr. Fountain has recently moved into new and more commodious quarters, which his increasing business made imperative.

### A. H. WOODALL.

Elsewhere we reproduce from a photograph the model grocery store of Mr. A. H. Woodall, and our home people and the newcomer can find at "Woodall's" about anything they can find in any first-class grocery. Mr. Woodall is an experienced groceryman, and his long experience in the grocery business in this section has enabled him to build up a large and profitable business in a short time.

Mr. Woodall carries a complete stock of domestic and imported goods, and the newcomer to DeLand can be assured of fair and honest treatment at his hands, and prompt and efficient service, and that all goods sold over his counters will be exactly as represented.



INTERIOR OF W. B. FUDGER'S.