


## Beautification for Posterity

AN outstanding characterization of Daytona Highlands, and one which carries a strong appeal to every visitor is the self ezident permanency of the entire project. There is something about the hills and lakes themselve trees, rear this impression; the magnifcent pmes and other mammoth sion as well as to furnish impre sion as well as to furnish welcome, shade. So also do the rock quarries in peration on the property, turning out Coquina rock for building awd road construction

As one swings around the loop, entering the property through the Notth Wing o e stately Tarragona Tower, proceeds along Volusia avenue to Fillerest, around the shord of Lake Minorca, up over the hill by Florida avenue, along F....... Way and ont hrough the South Wing of the great stone gete, ing carried on, from the gigantic stone entrance involving the we the more that is thousand cubic yards of solid Coquina rock, to the ormamental dautine beure mint along the rock and asphalt streets now under construction

The beauty of the suburb will create an immediate enhanement of property value nid more than this, by its very nature, an ever increasing enchancment os the years pas Building restrictions, calling for fireproof construction of all dwellings throughout th levelopment, serve still further to make its rare beauty a lasting gift to posterity

Visualize the investment possibilities of such a project. Almost within the city it elf, with an altitude unobtainable elsewhere within many miles of the city it improvements and beautification proceeding at a tremedous ate the scacoas, with their present low value, Daytona Highlands offers to both the and with prices a eeker an opportunity unsurpassed for soundness and for ade
our Sanford office is now open and one of Daytona Highlands palatial motor cars is making regular trips between Sanford and Day mog Pespalial motor choi made through our local office for this complimentary mations matervation including manp points of interest as well as an inspection of ef eastern Volusia County

## DAYTONA HIGHLANDS

Florida's Suburb of Hills and Lakes

## BRANCHES:

Jacksonville,
Orlando
Daytona Beach
Sanford
DeLand
St. Augustine

The Traylors of Daytona
Sales Agents, 214 S. Beach St., Daytona, Florida
George W. Albright, Orlando, District Manager
John E. Fox, Sanford Representative
Park Avenue at Second Street

Kindly send me more complets information regarding your Complimentary Tour of Day tona Highlands
Volusia County.


# 'Where Location AssuresSafety With Profits' FORT MELLON 

Located close to the New Hotel Site and the New Business Section of Sanford
"Fort Mellon offers wonderful investment possibilities-- with the rapid development of the eastern section of the city, property in this subdivision will quickly increase in value and early purchasers will reap big profits on their investments.

## After Saturday, March 7th

The price of unsold lots in Fort Melion will be increased Ten percent-For one week more lots may be purchased at prices ranging from $\$ 1000$ to $\$ 1500$., on Easy Terms.

## Make 10 Percent by Buying Now

## Fort Mellon Development Company <br> "Promoters of Sanford's Finest Subdivision"





## Irene Castle and Betty Wales



## THE YOWELL COMPANY



## Money <br> Money

## $\$ 150,000.00$

## Orange County

## BJILDING \& LDAN ASSOCIATION

No loan up to $60 \%$ of appraisal value on improved real estate. This includes homes, business property, farms, etc. Come in and let us tell you our plan.


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