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Orlando Brief

Orlando Chamber of Commerce

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ORLANDO

BRIEF

Prepared for presentation to the Committee
appointed by the United States War Department
to investigate sites submitted for the estab-
lishment of a branch Air Base of the United
States Army.

ORLANDO

ORLANDO, known as "The City Beautiful" is said to be the world's most beautiful resort city, and it is Florida's largest inland center.

Orlando's permanent population is conservatively estimated at 37,500, which was augmented during the past winter season by more than 31,000 visitors.

Large industries choose Orlando because of its natural resources. There are more than fifty types of industry here, in which are represented more than three hundred manufacturing firms large and small, among them several national distributors, such as citrus canning plants. The packing and shipping of citrus fruits occupy much of the year in Orlando. Orlando is located in the heart of the citrus and truck farming section of Florida, and these crops in this immediate area are valued at 7 to 10 millions of dollars annually. Orlando's population of today has grown from 22,000, in 1925. The population of Orange County is estimated at about 65,000.

Being the largest inland city in the State, Orlando is considered the metropolis of Central Florida. Our modern and aggressive shops and department stores serve a population of more than 275,000, within a radius of 60 miles. This retail trade area extends 100 miles in many directions and covers a population of some 345,000. Statistics show that Orlando shops and markets now enjoy the patronage of one-eighth the entire population of the State.

LOCATION: Orlando is situated in the geographic center of the Florida peninsula, and is in the center of the good roads of the State. Six main highways lead from the city to the main arteries of traffic. Any city in the State can be reached in a day's motor trip, Orlando being in that section which is only 100 miles from coast to coast - 40 miles from the Atlantic, 60 miles from the Gulf.

AREA: Orlando is a city of 7,650 acres, contained in a 11.91 square mile area. The longest distance across the city from north to south is four and one-half miles; from east to west, three and one-half miles. Thirty-three lakes in part or in entirety are within the city limits with an area of 618 acres and a frontage of 21.25 miles, with surrounding boulevards beautified with overhanging trees, foliage and beautiful flowers. Parks and playgrounds cover 325 acres inside the city limits.

PUBLIC BUILDINGS: Among Orlando's outstanding public buildings are: the municipally owned Utility plant, housed in a building costing \$2,500,000, to which additions in equipment and to the building are being made at the present time at an estimated additional value of \$600,000. They also maintain an executive building in the up-town section, completed at a cost of \$35,000.00. The building of the Southern Bell Telephone & Telegraph Co. cost \$1,500,000.00. The Old Court House is used for Federal relief offices, and the New Court House was erected at a cost of \$1,370,000.00. The Atlantic Coast Line depot represents a cost of \$250,000.00 and is considered one of the most beautiful buildings of its kind in the entire southeastern section of the United States. Considered one of the outstanding

Chamber of Commerce buildings anywhere, the Greater Orlando Chamber of Commerce is housed in a building, erected for that purpose, costing \$140,000.00. Among the newer buildings in the city is that of Kress & Co., costing \$250,000 and a branch of Swift & Co., costing \$100,000.00. The Albertson Public Library is housed in a building costing \$250,000. The Municipal Auditorium in Exposition Park seats 3,600 persons. Three first-class picture theatres bring the latest releases.

HOUSING FACILITIES: There are ample and excellent hotel facilities for any size convention or group, as well as caring for our winter guests and commercial travelers. New and modern apartment buildings further care for seasonal and permanent residents. In addition to these very excellent accommodations, which can readily care for any program, Orlando is prepared to house additional residents in the city and rentals are in line with those of any other city in the State.

HOSPITALS: Two large hospitals, using the newest methods and equipment, and other semi-private sanatoriums offer the best in supervised medical care. There is also located just a few miles from our city the State Tuberculosis Sanatorium.

EDUCATION: In Orlando there are 12 public schools, each housed in large comfortable buildings, one of which has been built during the past two years. These include one senior high, two junior high and eight elementary schools, all fully accredited; and a Vocational School of Trades and Industries. There are accommodations for 7,000 pupils, providing ample provision for schooling the children of both residents and winter visitors. Hundreds of students graduate annually from the Orlando Senior High School and enter institutions of higher learning without the necessity of entrance examinations. In addition there are two business schools and several private and semi-private schools, including one parochial school, further providing for the education of Orlando's youth. Located just four miles from Orlando, at Winter Park, is Rollins College, the oldest institute of its kind in the State.

CHURCHES: The more than sixty churches in Orlando include all denominations, and churches, like schools, are so strategically located over the city that one is convenient to both in almost any residential section, with the larger churches near the heart of the business district.

BUILDING PERMITS: In 1936, building permits in Orlando totaled \$1,384,927.00; in 1937, \$1,569,425.00 and in 1938, \$1,724,675.00. For 1939, to June 1, our building permits total more than one million dollars for five months, which tends to show a substantial increase.

CLIMATE: Orlando has the most equable climate in the world, with an average temperature of 69.5 degrees. Our winter temperature averages 60.9 degrees and our summers, 77.5, making a difference of but some 16 degrees between our winter and summer averages. From the charts shown below, can be seen our monthly temperatures over a period of three years, as well as the annual precipitation, which shows the heavier rainfalls during the summer months, when most needed.

ORLANDO WEATHER REPORT — OVER PERIOD OF THREE YEARS

Temperature

MONTH	1936		1937		1938	
	HIGH	LOW	HIGH	LOW	HIGH	LOW
January	86	31	87	50	86	28
February	82	28	85	21	85	26
March	90	38	91	38	90	43
April	93	39	91	43	94	43
May	95	57	96	57	97	55
June	96	63	97	61	96	62
July	101	65	98	64	94	69
August	98	65	97	68	100	61
September	98	65	96	63	94	55
October	95	53	92	38	89	44
November	90	32	85	30	88	31
December	84	32	80	25	81	29

Our average temperatures are: Winter 60.9; Summer 77.5; For year 69.2

RAINFALL, IN INCHES, OVER PERIOD OF THREE YEARS

MONTH	1936		1937		1938	
	HIGH	LOW	HIGH	LOW	HIGH	LOW
January	4.11	0.73	0.97	0.73	0.73	0.73
February	6.29	0.81	5.00	0.81	0.81	0.81
March	2.90	1.74	2.97	1.74	1.74	1.74
April	1.58	0.34	3.78	0.34	0.34	0.34
May	3.58	6.30	4.47	6.30	6.30	6.30
June	11.28	4.49	5.22	4.49	4.49	4.49
July	2.63	12.34	5.14	12.34	12.34	12.34
August	4.95	4.36	13.14	4.36	4.36	4.36
September	5.81	5.30	9.37	5.30	5.30	5.30
October	5.07	3.88	4.55	3.88	3.88	3.88
November	2.21	1.49	3.67	1.49	1.49	1.49
December	1.77	0.30	0.82	0.30	0.30	0.30

Orlando, The City Beautiful, Florida

21439

POSTAL RECEIPTS: For the year 1920, Postal Receipts in Orlando amounted to \$65,139.01; in 1930, \$186,167.84; in 1937, \$263,429.36 and in 1938, \$278,928.85.

POSTAL FACILITIES: Orlando has a modern Post Office building, employing 110 persons to expedite service to the ultimate in both first-class and parcel post departments. Air Mail service includes eight daily mails, two North and two South bound, and two to the East and two to the West coasts. A total of 20 daily mails is included in Orlando's service, with 8 mails by railroad service, 4 Star Route and 8 Air Mail. A twenty-four hour per day service is maintained in the Orlando Post Office. Work will be begun during this year on a new Post Office and Federal building in Orlando, to cost \$645,000.00.

TRANSPORTATION: The Atlantic Coast Line Railroad serves Orlando and the Seaboard Air Line Railroad terminates in the city. The Florida Motor Lines, serving the State of Florida, maintain a terminal in Orlando, connecting in Jacksonville with the Greyhound Lines. There are local offices for the Clyde Mallory Lines, the Merchants & Miners Line, the Lanier Steamship and the Orlando Steamship agencies, also a Refrigerator Steamship Line. Orlando has splendid air transportation, this city being known as the "Air Capitol" of Florida. Orlando is served by both the National and Eastern Air Lines, giving mail, passenger and express service to all parts of the country. There are thirteen transfer companies in the city, a city bus service on regular scheduled trips and numerous taxicab companies.

BANKS: Orlando's banking institutions include the Florida Bank at Orlando, the First National Bank at Orlando and the First Federal Savings & Loan Co. Bank deposits in 1920 totaled \$5,114,215.98, and in 1930 were \$4,161,051.33, despite three bank failures after 1929. Bank deposits on December 31, 1937 were \$10,300,554.75 and on December 31, 1938, \$12,106,991.18. In addition to these, there is the Florida Citrus Production Credit Association, commonly known as the "citrus bank" and this title is warranted because of the record of that institution. During each year, millions of dollars in loans are made to hundreds of citrus growers over the entire citrus belt.

NEWSPAPERS: Orlando is served by two daily newspapers, The Orlando Morning Sentinel and the Orlando Evening Reporter Star. These maintain 3 Associated Press wires, 2 United Press wires and one International News Service wire, making a total of 6 special wires daily to each paper. During the first quarter of 1939, the net paid average circulation of the two Orlando daily newspapers was 20,953, the largest daily circulation in the history of any Orlando newspaper. In addition to these dailies, the Orlando Times is published semi-weekly and the Orlando Shopping News weekly.

UTILITIES: Light, power and water are furnished to the City of Orlando by its municipally owned Utilities Commission, at rates which are shown in EXHIBITS A and B, attached, both residential and commercial. In 1920 there were but 4,500 registered consumers of this service; while for the year 1938, this number has increased to 19,607.

GAS: The Florida Public Service Company, with their main offices, plants and headquarters in Orlando, furnish gas to the City of Orlando; and gas, lights and power to the outlying communities. Their rates, both commercial and residential, are shown in EXHIBITS C and D, attached.

TELEPHONE & TELEGRAPH: Orlando is served by the Southern Bell Telephone and Telegraph Company, the Western Union Company and the Postal Telegraph Company. The Western Union Company is served by 26 main trunk line circuits, entering the city in 5 different directions, insuring uninterrupted telegraph service at all times. Operation is done over high-speed automatic printer circuits, which is the same equipment used by all large cities. In over fifteen years there has not been a minute's delay due to wire prostration with Western Union in Orlando. Postal Telegraph facilities are ample in every respect to give the very best of telegraph service. Besides being in position to give direct service to a great many Florida points from Orlando, Postal has direct circuits to both Jacksonville and Tampa where messages are relayed to all other points within the State. These are in addition to interstate circuits serving the entire nation. Southern Bell Telephone and Telegraph Company has a modern exchange, equipped with the most modern of dial telephone exchanges in the United States, with ample facilities to render prompt and efficient telephone service, both local and long distance. Any type private branch exchange switchboard can be furnished and installed promptly on short notice. There is no connection charge on the original installation of such equipment, provided a five-year contract is executed. Due to the geographical location, Orlando is the leading toll center and distributing point for long distance calls in Central Florida. They now maintain 115 long distance lines terminating at the Orlando office with ample facilities to put in additional circuits promptly.

RADIO BROADCASTING FACILITIES: Orlando's broadcasting station, WDBO, is one of the finest in the State, having 5000 watt power during the day and 1000 watt power at night. WDBO is a full time member of the Columbia Broadcasting System. News from United Press is broadcast at frequent intervals, a total of 8 times during the broadcast day. "Station-tested" programs have created an increase response. Participating programs three times daily on week-days. This radio station began operation in March, 1924, and has enjoyed a steady expansion in facilities and services. Complete new equipment was installed in January, 1938. There is maintained a 370 foot vertical radiator, 2½ miles from the center of Orlando. A transcription library is available and the station does not use phonograph records. A Price-Waterhouse survey of listeners in the Orlando area, made in 1936, asking "what radio station do you listen to regularly?" revealed that WDBO commands a regular listening audience of 95.5% - one of the highest ratings ever achieved by a CBS station. WDBO is first choice for spot broadcasting in Florida. Extension studios are maintained in DeLand, Florida, 35 miles from Orlando. Remote control is used for sporting and civic activities. Broadcasts are made three times daily of weather forecasts and temperature bulletins and a complete broadcast of information regarding extreme changes in the weather. WDBO is the only regional station in the State having land and listeners on four sides, and this station covers more than one-half the population of Florida.

AIRPORT: The Orlando Municipal Airport is located one-half mile east of the city limits and two miles east of the principal business section and leading hotels. It contains 200 acres of usable field, within the present fence with 330 additional acres recently acquired but not developed. This airport is considered one of the finest in the entire southeastern United States. There are three paved Macadam runways, 100 feet in width. The north-south runway extends 2500 feet, the east-west runway 3410 feet and the northeast-southwest runway 3300 feet. The entire usable area is day marked and has night lighting, with flood lighting from the hangar available. Two major airlines - Eastern Air Lines and National Airlines System operate a total of 8 schedules per day through Orlando, which is classed as an airline terminal. In 1938 more than 3500 passengers either boarded or disembarked from airliners at the Orlando port. The Orlando Airport is officially designated as one of the three Air Mail Airports in the State. Here each night over 200 pounds of airmail from all central and west coast Florida is sorted and sacked in a branch Post Office located at the Airport. Overnight service in both directions connects Orlando with the major metropolitan areas of the United States (direct service to both New York and Chicago and points en route). The Orlando Department of Aviation is authorized to approve and regulate commercial flying activities. Flight instruction is permitted only by approved professional instructors, of which there are two at the present. Orlando has long been known as the Nation's favorite rendezvous for private flyers. Each year hundreds of visiting pilots are entertained here. An annual event is a lively Air Party staged during the winter months, when Orlando plays host to private and non-scheduled flyers from all parts of the country. The Orlando Municipal Airport is in its eleventh year of operation and has enjoyed an unusually large amount of commercial, military and private flying. In this entire period there has not been a fatal accident or serious injury to either pilot or passenger on this port. The Orlando port is equipped with the best in navigational aids, with the latest weather reports available.

WITH THE EXCELLENT BROADCASTING FACILITIES, AIR MAIL, TELEPHONE AND TELEGRAPH CONVENIENCES, TOGETHER WITH ITS CENTRAL LOCATION, ORLANDO IS AMPLY SUPPLIED AND DESIRABLY SITUATED WITH FACILITIES FOR SENDING OUT AND RECEIVING INFORMATION WITH THE UTMOST EXPEDITION. THESE, COMBINED WITH THE TWO DAILY NEWSPAPERS AND OTHER MODERN FACILITIES AND CONVENIENCES, MAKE ORLANDO AN IDEAL LOCATION FOR THE BRANCH AIR BASE OF THE UNITED STATES ARMY.

Orlando is a cultural and recreational city. The cultural, industrial, recreational, commercial, social, civic, religious, literary, musical, dramatic and sports life is so balanced, the blend presents a universal appeal. Whatever ones preference, there will be found in our city enthusiastic circles with like inclinations and every opportunity to indulge your interests.

RECREATION AND SPORTS: Orlando and the surrounding upland lake region is one of Florida's favorite sport areas. Tennis, golf, horseback riding, sailing, swimming, fishing, hunting and baseball are year round activities. The Orlando Tennis Club, which each winter brings ranking players to the city for tournaments of national interest, maintains twelve excellent clay courts, on its grounds. Two golf and country clubs in Orlando, the Dubsdread Golf and Country Club and the Country Club of Orlando, each have tennis facilities and throughout the city public courts are maintained by the Recreation Department of the City. Two eighteen-hole golf courses, both highly regarded by local and visiting players, are maintained by the two country clubs. In nearby Winter Park a nine-hole course is available. At Sanlando Springs and at Mount Plymouth there are also eighteen-hole courses. Two riding stables stable privately owned horses and also have horses for rental. Riding instruction is available and at intervals competitive events are held. In March of each year a Horse Show, which attracts some of the nation's finest show horses, is held in Orlando. Within a 50-mile radius of the city are 5,000 fresh water lakes of varying size. These are famous with anglers, for their large mouth black bass. On many of the larger lakes are fishing camps and boating facilities. Lake Apopka, internationally known for the excellence of its bass fishing, is within 12 miles of Orlando. Because of the city's location in the center of peninsula Florida, many residents find salt-water fishing on both the Gulf of Mexico and the Atlantic ocean enjoyable, in a short drive. Our lakes are also popular with sailors of small boats. The Orlando Yacht Club maintains facilities on Lake Conway and also conducts regattas during each year. Virtually all lakes are open for swimming. Natural springs in the area have a constant temperature winter and summer and are popular bathing spots during all seasons. At the Municipal Solarium, sun bathers may bask in the sun in sheltered courts and at the Dubsdread Country Club a pool is maintained for use of members. Deer, quail, dove, duck and wild turkey are hunted in the Orlando vicinity during the open season, beginning in late November. Sportsmen from all parts of the eastern United States enjoy the shooting. At the Orlando Gun Club is maintained a skeet shooting range. The city has long been a favorite training spot for major league baseball clubs. It is now the winter home of the Washington Nationals of the American League and is also headquarters for the Joe Stripp School of Baseball, which opens each January and trains more than 150 ambitious young players. Night baseball is played by the Orlando Club of the Florida State League which schedules games from April to September. A Municipal Recreation center is maintained in Sunshine Park for players of Shuffleboard, Roque, Lawn Bowling and Horse shoe pitching. Activities here are concentrated during the winter months when inter-city tournaments are held with surrounding resorts. Soft ball is played by leagues composed of both men and women. A modern field with excellent stands is used for outstanding games. Social activities are carried on by the Country Clubs, Fraternal orders and churches. There are also dances and card parties sponsored by various local organizations.

EXHIBIT A

ELECTRIC AND WATER RATES
of
ORLANDO UTILITIES COMMISSION

RESIDENCE ELECTRIC—SCHEDULE A

	Gross Rate
First 30 K. W. H.	9c per KWH
Next 50 K. W. H.	6c per KWH
All over 80 K. W. H.	2c per KWH
*Minimum charge per month	\$1.50

If paid within 10 days from date of bill 10% reduction will be allowed.

WATER SCHEDULE
Effective January 1, 1938

	Net Rate
First 10,000 gals.	15c per 1000 gals.
Next 40,000 gals.	12½c per 1000 gals.
Next 50,000 gals.	10c per 1000 gals.
All over 100,000 gals.	5c per 1000 gals.
*Minimum charge per month	\$.75

EXHIBIT B

ELECTRIC AND WATER RATES of ORLANDO UTILITIES COMMISSION

COMMERCIAL ELECTRIC—SCHEDULE B Effective July 1, 1938

	Gross Rate
First 500 K. W. H.	6c per KWH
Next 500 K. W. H.	4c per KWH
Next 4000 K. W. H.	3c per KWH
All over 5000 K. W. H.	2c per KWH
Minimum charge per month	\$2.00

If paid within 10 days from date of bill 10% reduction will be allowed.

GENERAL POWER—SCHEDULE C Effective July 1, 1938

	Gross Rate
First 500 K. W. H.	5c per KWH
Next 500 K. W. H.	4c per KWH
All over 1000 K. W. H.	2c per KWH

Minimum charge per month 50c per connected H. P. or fraction thereof.

No full months bill will be rendered for less than \$3.00

If paid within ten days from date of bill 10% reduction will be allowed.

WATER SCHEDULE Effective January 1, 1938

	Net Rate
First 10,000 gals.	15c per 1000 gals.
Next 40,000 gals.	12½c per 1000 gals.
Next 50,000 gals.	10c per 1000 gals.
All over 100,000 gals.	5c per 1000 gals.
*Minimum charge per month	\$.75

EXHIBIT C

Applicable to the use of service for:

FLORIDA PUBLIC SERVICE COMPANY

General Gas Service

Character of Service:

Continuous - Low Pressure, Manufactured Gas.

Rate: (Per month)

Immediate

First 200 Cu. Ft. or less - \$1.00
Next 2,000 Cu. Ft. @ 15.0¢ per CCF.
Next 7,000 Cu. Ft. @ 12.5¢ per CCF.
Next 10,000 Cu. Ft. @ 10.0¢ per CCF.
Over 20,000 Cu. Ft. @ 9.0¢ per CCF.

EXHIBIT D

Objective

First 500 Cu. Ft. or less - \$1.00
Next 2,000 Cu. Ft. @ 12¢ per CCF.
Next 7,500 Cu. Ft. @ 10¢ per CCF.
Next 10,000 Cu. Ft. @ 9¢ per CCF.
Over 20,000 Cu. Ft. @ 8¢ per CCF.

Minimum Charge:

\$1.00 per month per meter

ORLANDO FROM THE AIR

This well designed city presents from the air a study in trees and lakes, with its curving avenues and lovely buildings which substantiate its well chosen name, "THE CITY BEAUTIFUL".



ORLANDO, FLORIDA - "THE CITY BEAUTIFUL" - FROM THE AIR

ORANGE AVENUE - ORLANDO

The main business street of Orlando is Orange Avenue, and the attached view shows the progressive modern type of business houses that line Orlando's thoroughfares. Orlando is the shopping center for nearly three-fourths of the citrus producing section of Florida.



ORANGE AVENUE - Looking North from Church Street

HOTELS IN ORLANDO

Typical of the excellent hotel accommodations to be found in Orlando are views of several of our leading hotels. Also shown is a list of the representative hotels maintaining membership in the Greater Orlando Chamber of Commerce.



SAN JUAN HOTEL - ORLANDO



ANGEBILT HOTEL - ORLANDO



FORT GATLIN HOTEL - ORLANDO

H O T E L S O F O R L A N D O

Maintaining Membership With
GREATER ORLANDO CHAMBER OF COMMERCE

ANGEBILT

AVALON

CARLYN MANOR

COLONIAL ORANGE COURT

DUKE HALL

DWELLERE

EMPIRE

FORT GATLIN

JEFFERSON COURT

LAMAR

LLANYMOR

LUCENNE

ORANGE

OSCEOLA

SAN JUAN

SUMMERLIN

TREMONT

WYOMING

APARTMENT HOUSES IN ORLANDO, FLORIDA
Maintained by Orlando Apartment House Owners Society

ALBERTSON APTS.

ALEXANDER APTS.

ALFRANK APTS.

ATLANTIC APTS.

ALLEN APTS.

AMHERST APTS.

AUTEN APTS.

BROADWAY APTS.

BUENA VISTA APTS.

CORLISS APTS.

COLVIN APTS.

CHENEY COURT APTS.

CROTTIS APTS.

DWELLERE

DODENDORF APTS.

ELVAN APTS.

ESTES APTS.

GIPFORD ARMS APTS.

GLADSTONE APTS.

HOLYOKE APTS.

HUTCHINS APTS.

IVANHOE APTS.

JONES APTS.

KLOCK APTS.

KENHURST APTS.

LINWOOD APTS.

LEXINGTON MANOR APTS.

MADISON APTS.

MANUEL COURT APTS.

MANN APTS.

MINNIE PAUL APTS.

MINNEHAHA APTS.

NEW GREENHURST APTS.

NEW KEYSTONE APTS.

NEW POINSETTIA APTS.

NORMENT APTS.

PALMS APTS.

PARKVIEW APTS.

RICHMOND HALL APTS.

RIDGEWOOD APTS.

ROSALIND APTS.

SAN REMO APTS.

SCHWOB APTS.

ST. REGIS APTS.

SOUTHERN APTS.

LAKE O' THE WOODS APTS.

TRAVIS APTS.

WILD ROSE APTS.

WYNNHOLM APTS.

ORLANDO'S PUBLIC BUILDINGS



GREATER ORLANDO CHAMBER OF COMMERCE



ALBERTSON PUBLIC LIBRARY



ORLANDO MUNICIPAL AUDITORIUM



ORLANDO UTILITIES COMMISSION
(municipally owned)

BANKS OF ORLANDO



FIRST NATIONAL BANK AT ORLANDO



FLORIDA BANK AT ORLANDO

ORLANDO SCHOOLS



CHEROKEE JUNIOR HIGH SCHOOL



CONCORD PARK GRAMMAR SCHOOL

ORLANDO PARKS



A glimpse of Orlando's skyline across Lake Eola from the Lily Pond in Eola Park.



A Fountain and Rose Garden in Eola Park



A rustic bridge and lake scene
in Edwards Park on the shores
of Lake Ivanhoe.

These parks are typical of those
which surround each of the 33
lakes within the city limits.

SPORTS IN ORLANDO



Cycling around one of Orlando's lakes

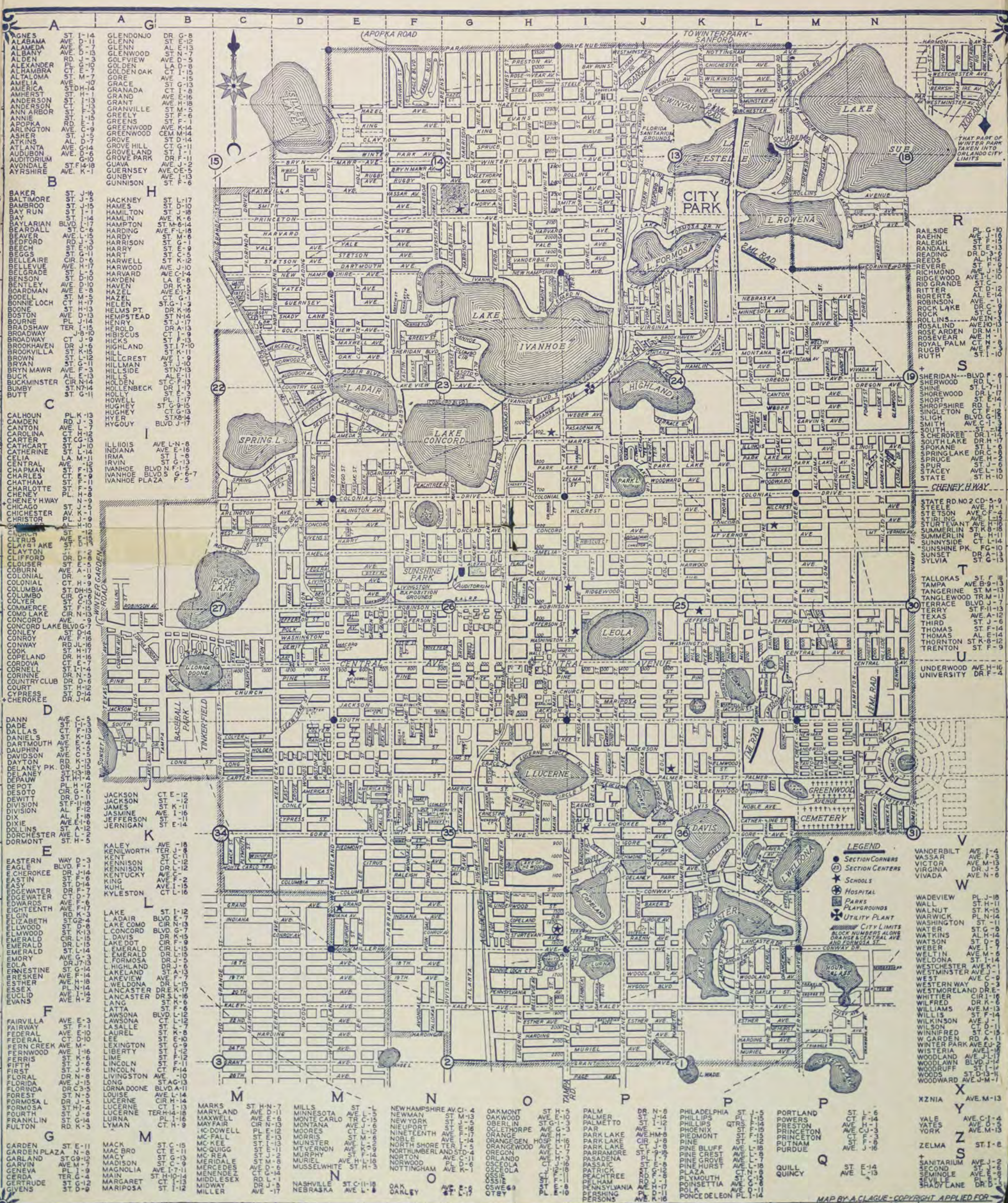


A scene on one of the four sporty
golf courses in and around Orlando



ORLANDO, FLORIDA

COURTESY
GREATER ORLANDO CHAMBER OF COMMERCE



LEGEND

- Section Corners
- Section Centers
- Schools
- Hospital
- Parks
- Playgrounds
- Utility Plant

CITY LIMITS
ORANGE COUNTY
SEMI-ANNUAL
AND FORMOSA ST.

MAP BY A. CLAGUE - COPYRIGHT APPLIED FOR
JULY 1933

Facts About ORLANDO, FLORIDA "The City Beautiful"

THE CITY BEAUTIFUL, said by artists of world renown to be the world's most beautiful resort city, is Florida's largest inland center, the County Seat of Orange County in the heart of the citrus and truck gardening region of the State.

INDUSTRIES choose Orlando because of its natural resources. Here are located fifty types of industry; among those distributing nationally are citrus packing, shipping and canning plants. Citrus and vegetable crops were recently valued at from 7 to 10 million dollars annually, and 25% of the entire citrus and truck produce from the State goes out from Orange County.

POPULATION: Orlando's population is approximately 37,500, augmented annually by more than 30,000 winter visitors.

LOCATION: Situated in the approximate center of the Florida Peninsula, Orlando is the center of the good roads system of the State. Six main highways lead from the city. Any city in Florida can be visited in a day's motor run; 40 miles from the Atlantic, 60 miles from the Gulf. Altitude 111 feet.

AREA: Covering an area of 11.91 square miles, Orlando has 155.05 miles of paved streets and 325 acres in public parks. Within the city limits are 33 lakes. Streets and parks are tree-shaded, and beautified with shrubs and brilliant flowers.

SCHOOLS: There are in Orlando, 12 fine public schools, fully accredited and outstanding for their excellence, including 8 elementary schools, 2 Junior High, 1 Senior High and 1 Vocational Training School. No tuition fee is charged children of winter visitors. There are also a Parochial School, several business colleges and numerous private and semi-private schools to further care for the education of Orlando's youth.

CHURCHES: Sixty churches represent nearly all denominations.

LIBRARIES: The Albertson Public Library of 70,000 volumes is housed in one of Orlando's most beautiful buildings, which with its equipment represents an investment of \$300,000. There are several small lending libraries.

HOSPITALS: Two large hospitals and several semi-private sanitariums have modern equipment, including X-Ray, and operating rooms, with laboratory technicians and trained dieticians.

CLIMATE: Orlando has a most equable climate, with a year-round general average temperature of 69.5 degrees; winter, 64.2 degrees; summer, 74.9 degrees. The average rainfall for the past year was 4.35 per month, or a total rainfall for the year, of 52.18 inches. These rainfalls occur during the summer months, when most needed. The average relative humidity is 57.35%.

TRANSPORTATION: The Atlantic Coast Line and the Seaboard Air Line railroads serve Orlando. The Florida Motor Lines, serving Orlando and the whole state of Florida, connect in Jacksonville with the Greyhound Lines. The Clyde Mallory Lines and Merchants and Miners steamship companies maintain local offices, in addition to several steamship agencies. Orlando has splendid air transportation, being known as the air capital of Florida. Both the National Air Lines and Eastern Air Lines serve Orlando and vicinity, with passenger, mail and express service. There are 13 transfer companies in the city.

AIRPORT: The Orlando Municipal Airport, one of the most popular airports in the United States, includes 100 acres, all usable, grass sod and paved runways, affording 2400 to 3000 feet in all directions for take-off and landing. Lake Underhill borders the airport, making available takeoff and landings for small and medium water-aircraft. The hangar and auto-parking areas of this port, in keeping with the beauty found in Orlando, are beautified with palms and blooming plants. Local airplane services include cross-country charter plane service; sightseeing cruises; air-photo service; student training; dusting; timber-cruising and surveys, as well as airplanes, parts and accessories. This port is served by the National Air Lines and Eastern Air Lines, which connect in Miami with Pan-American Airways, and afford passenger, mail and express service to all parts of the world. Due to its most unusual and outstanding status as an air harbor, its beauty, courtesy to all, neatness and fine record it has become one of Orlando's favorite visiting places. It is a favorite winter base of the private aircraft owners and travelers of the nation and it enjoys as much or more activity in all phases of aviation as any airport in the State.

BANKS: Banking institutions include the Florida Bank at Orlando, the First National Bank at Orlando, and the First Federal Savings & Loan Association of Orlando.

POST OFFICE: Orlando has a modern Post Office building. Air mail service includes two daily mails, North and South, both East and West Coasts being included in the route. A 24-hour service is maintained.

NEWSPAPERS: Two daily newspapers serve Orlando, maintaining 4 A.P. wires, 2 U.P. wires, International News Service, Consolidated Press Service and having an A.B.C. average of 15,000. Other weekly newspapers serve Orlando.

UTILITIES: Light, power and water are furnished to the City of Orlando by municipally owned plants under the control of the Orlando Utilities Commission. Water comes from protected spring-fed lakes, pure and soft as rain-water. Gas is supplied from the Florida Public Service Company. This company maintain their main plants and offices in the city of Orlando and serve the territory within a large radius of Orlando.

TELEPHONE AND TELEGRAPH: Orlando is served by Western Union, Southern Bell Telephone and Telegraph Company, and Postal Telegraph and Cable Company.

RADIO BROADCASTING FACILITIES: Orlando's broadcasting station, WDBO, operates day and night and is served by Columbia Broadcasting System.

HOTELS: Modern commercial and tourist hotels, with excellent service. Orlando is better equipped today than ever before to accommodate the winter visitors.

HOUSING FACILITIES: Modern apartments for those seeking more private surroundings are available in numbers.

CULTURE: Orlando is culture-conscious. Music and art are encouraged. Teachers of national repute are available. The Orlando Art Society meets in the Chamber of Commerce building.

MEETING PLACES: A beautiful City Auditorium, with a seating capacity of 3,300. Sunshine Park, municipal center of tourist recreation, offers club houses and game courts of all kinds. The magnificent Chamber of Commerce building provides visitors facilities for general and club meetings, while the spacious lobby invites guests to read, play cards or rest. Two Country Clubs within the city and others nearby, maintain fine golf courses.

SHOPPING CENTER: Orlando's markets, shops and department stores are modern and progressive, enjoying the patronage of one-eighth of the entire population of the State.

FISHING: Just 12 miles from the city limits of Orlando lies Lake Apopka, third largest fresh-water lake in the entire country. There the world's record black Bass was caught. Boats, guides and fishing equipment are available on the lake, and cabins may be rented by the day, week, month or season. Ocean fishing is enjoyed nearby by motor over good roads. Local lakes are constantly restocked with black bass.

THEATRES: Three beautiful theatres, with a seating capacity of 2,780.

1—WINTER GARDEN, "ROLLER COASTER ROAD" AND HOWEY

Here's a trip around the second largest lake in Florida—Lake Apopka. West from Orlando on State Highway No. 22 (West Washington St.) through the vegetable gardens of Winter Garden to Oakland. Turn left on "Roller Coaster Road" to Clermont. North to Howey, Astatula, Tavares, Mt. Dora and back through Apopka into Orlando. Approximately 100 miles.

2—WINDERMERE, LAKE DOWNS, LAKE BUTLER AND GOTHA

West from Orlando over State Highway No. 22 (West Washington St.) to first paved road west of Orlando Vista. South through one of the finest citrus regions to Windermere. (See Banyan Tree.) North at Windermere to Gotha. Turn right on 22 to return to Orlando. Approximately 35 miles.

3—WATER LILY GARDENS, APOPKA, ROCK AND WEKIWA SPRINGS

Leave Orlando on New State Road No. 2 (West Colonial Drive). By Orlando Country Club to Fairville. (Turn right for Spouting Well.) Return to No. 2 and north to Lockhart for Lily Gardens. On No. 2 to Apopka (Florida's oldest Masonic Lodge). Turn north for Rock Springs or turn directly east for Wekiwa Springs. Return by Forest City, Altamonte Springs, Maitland.

4—BIG TREE, DRIVING TRACK, PALM SPRINGS

North on Orange Avenue to Winter Park. Through Maitland to Altamonte Springs and Longwood. Left at Longwood for seven miles to railroad. Palm and Saniando Springs on right. Return same road (Sanlando Golf Links on right) to Longwood. North short distance to Big Tree or east to Seminole Driving Track.

5—SANFORD, CELERY FARMS, DELAND

North on new State Road No. 3 to Sanford. Cross St. Johns River (Lake Monroe on right) through Orange City to DeLand (home of Stetson University). Return same route or continue on to Daytona Beach and back down East Coast to Indian River City.

6—ORLANDO GARDENS AND EAST ORANGE COUNTY

East on State No. 22 (East Colonial Drive) to Curry Ford road. South to gardens. West to Orlando's Municipal Airport and Lake Underhill.

7—PINE CASTLE, CONWAY AND FERTILE GROVE SECTION

South on State Road No. 3 (South Orange Avenue) to Pine Castle. Left to Oak Island, between Big and Little Lake Conway to town of Conway. Several possible return routes available here.

8—WINTER PARK, GOLDENROD, OVIEDO, GENEVA AND SANFORD

East from Winter Park past Aloma Golf Course to Goldenrod and Oviedo. Here a circle may be made by continuing through to Geneva with its truck gardens and into Sanford. Or turn to the south through Chuluota and into State 22. Another turn at Oviedo will take you back to State No. 3 near Longwood.

9—MT. DORA, MOUNT PLYMOUTH CLUB AND SANFORD

Leave Orlando on new State No. 2 (see Trip No. 3). Through Apopka to Mt. Dora. East to Sorrento (Mount Plymouth Hotel and Golf Course on right) and Sanford.

10—INDIAN RIVER CITY, MERRITT'S ISLAND, BANANA RIVER

(Trip not shown on this map.) Can easily be followed on a State road map. East on No. 22 (Colonial Drive) to Indian River City. South to Cocoa. Cross river to island and south to Indialantic. Cross river to Melbourne and take St. Cloud road back to Orlando.

AIRPORT: Two miles from the business district of Orlando on the shores of Lake Underhill, with "take-offs" for land and water planes. East on Washington, Central or South Streets.

COUNTRY CLUB OF ORLANDO: Eighteen hole golf course (par 70), tennis, riding stables, attractive, commodious clubhouse. The rendezvous of the social set. Only one and a half miles from the center of the downtown district north on Kentucky Avenue. (B-7)

DAETWYLER AZALEA GARDENS: South on Dixie Highway, 1 1/4 mile beyond Pine Castle; turn left and follow direction signs—or—Conway Road (Route 29) to Circle, then follow direction signs. Two hundred thousand azaleas. Ten thousand palms and other plants and shrubs. Open to public from 9 A. M. to 5 P. M.

DUBSDREAD COUNTRY CLUB: Its sporty 18-hole golf course is conceded to be one of the finest in the State. Outdoor swimming pool. Northwest city limits. (F-1)

EOLA PARK: Orlando's best loved park, completely surrounding beautiful Lake Eola. Three blocks from the business district. Go east on Central, Washington or Robinson Avenues. Don't miss seeing the lily pond, the famous sweet peas, and the wild ducks on the lake. (J-11)

EXPOSITION PARK: West Livingston Avenue, Home of "Sunshine Park," Orlando Lawn Bowling Club, Roque Club, Shuffleboard Club, Orlando Visitors Card Club, Checker Club, Quoits Courts, Orlando Tennis Club, Baseball, Diamond Ball, and Football Fields, City Auditorium, Central Florida Exposition, Municipal Zoo and Guest Recreational Center. (F-10)

ROLLINS COLLEGE: (Co-educational). The oldest institution of higher learning in the State of Florida. Beautifully located on the banks of Lake Virginia at Winter Park.

SANLANDO SPRINGS TROPICAL PARK: Two clear, sulphur springs with an even temperature about 70 degrees F the year round. Modern picnic grounds and pool. Also golf and country club. Near Longwood on Orlando-Sanford highway.

SOLARIUM AND BATHING BEACH: Substantial bathing pavilion of Spanish architecture, with separate fenced-in (brickwalled) "nudist solariums" for males and females. Located on Lake Estelle. Out N. Mills St. (L-2)

TINKER FIELD: Located on West Church. Named for Joe Tinker of the famous "Tinkers to Evers to Chance" combination in the old days of baseball. Training camp for the American League Washington Senators. (C-13)

H. H. DICKSON MEMORIAL AZALEA PARK: Fern Creek and E. Central. Orlando's most recent addition to her system of parks, in memory of the late H. H. Dickson, civic leader and chairman of Beautification Committee of Orlando Civitan Club, sponsors of azalea growing in Orange County for years. A natural ravine beautified with a profusion of azaleas and tropical vegetation. (M-11)

WEKIWA SPRINGS: The source of Wekiwa River, a tributary of the St. Johns River. A natural gushing spring of thirty-six million gallons a day volume, having a uniform temperature of 74 degrees Fahrenheit the year round. Picnic grounds, fishing and swimming. Fish at Wekiwa docks will eat from your hands. Three miles northeast of Apopka.

FISHING LICENSES

*Series A—Resident Fresh-Water Fishing Licenses cost \$2.25.

*Series B—Non-resident State Fishing License. Cost \$5.50.

*Series C—Non-resident 3 day continuous fishing License. Cost \$1.75.

Exceptions:
Residents of the State sixty-five years of age or over, Confederate veterans entitled to pension under the laws of Florida, children under fifteen years of age, not required to secure licenses for taking game, fresh water fish or fur bearing animals. No licenses required for salt water fishing.

Fresh Water Fish:
Legal Minimum Lengths: From end of nose to fork of tail: Black Bass 12 inches; Bream 5 inches; Speckled Perch 7 inches; (Osceola County Speckled Perch 8 inches; Bream 6 inches).

Bag Limits: Black Bass 12; Speckled Perch 30; Shell Cracker 30; Warmouth Perch 30; Redbreast 30; Jack 18; Pike 30; Mixed String 40.

HOTELS

Angebilt, 7 N. Orange Ave.
Astor, 217 S. Orange Ave.
Avalon, 489 N. Orange Ave.
Carlyn Manor, Cor. Magnolia and Hillcrest.
Colonial Orange Court, 626 N. Orange Ave.
Duke Hall, 140 E. Pine St.
Empire, 30 W. Central Ave.
Fort Gatlin, 549 N. Orange Ave.
Jefferson Court, 138 N. Orange Ave.
Lamar, 409 W. Central Ave.
Llanymor, Cor. Eola Dr. and Robinson Ave.
Lucerne, 405 S. Main St.
Orange, 130 S. Court St.
Orland, 24 W. Church St.
Osceola, 311 Magnolia Ave.
San Juan, 32 N. Orange Ave.
Summerlin, 120 E. Washington St.
Tremont, 133 S. Main St.
Wyoming, 424 Magnolia Ave.

APARTMENT HOUSES

Albertson Apts., 706 E. Pine St.
Alexander Apartments, 32 Alexander Place
Alfrank Apts., 417 Ruth St.
Allen Apartments, 405 E. Livingston Ave.
Amherst Apts., 325 W. Colonial Drive
Atlantic Apts., 514 S. Hughey St.
Auten Apts., 1103 N. Mills St.
Broadway Apts., 410 Broadway
Buena Vista Apts., 55 E. Amelia Ave.
Cecency Court Apts., 59-63 Cheney Place
Colvin Apts., 1401 E. Concord Ave.
Corliss Apts., 201 W. Central Ave.
Crotts Apts., 229 Palmetto St.
Dodendorf Apartments, Cor. Cathcart and Ridgewood
Dwellers, 304 E. Central Ave.
Elvan Apts., 27 Cheney Place
Estes Apts., 411 S. Delaney St.
Gifford Arms, 600 W. Colonial Dr.
Gladstone Apts., Cor. Amelia and Magnolia
Holyoke Apts., 316 N. Main St.
Hutchins Apartments, 400 E. Concord Ave.
Ivanhoe Apts., Ivanhoe Blvd. and Lakeview
Jones Apartments, 616 E. Pine St.
Kenhurst Apts., 526 E. Pine St.
Klock Apts., 324 Mariposa, 321 E. Jackson St.
Lake o' The Woods Apts., 35 W. Columbia Ave.
Lexington Manor Apartments, 318 1/2 W. Colonial Drive
Linwood Apts., 117 E. Concord Ave.
Madison Apts., 424 S. Rosalind Ave.

Mann Apartments, 530 E. Central Ave.
Manuel Court Apts., 319 and 325 E. South St.
Minnichaha Apts., 220 S. Lake St.
Minnie Paul Apts., 446 Trenton St.
New Greenhurst Apts., 208-210 E. Livingston Ave.
New Keystone Apts., Cor. Church and Rosalind Ave.
New Poinsettia Apts., 303 E. Livingston Ave.
Normant Apts., 146 E. Washington St.
Palms Apts., 201 Ernestine St.
Park View Apts., 38 N. Rosalind Ave.
Richmond Hall, 319 Anderson St.
Ridgewood Apartments, 613 Ridgewood Ave.
Rosalind Apartments, 14 N. Rosalind Ave.
St. Regis Apts., 319 E. Church St.
San Remo Apts., 16 N. Summerlin St.
Schwab Apts., 138 E. Livingston Ave.
Southern Apts., 27 N. Summerlin St.
Travis Apts., 315 E. Concord Ave.
Wild Rose Apts., 1208 W. Central Ave.
Wynholm Apts., 515 E. Pine St.

LIST OF REAL ESTATE BROKERS WHO ARE MEMBERS OF THE GREATER ORLANDO CHAMBER OF COMMERCE

F. A. Allison, 37 W. Washington St.
H. C. Babcock, 35 East Pine St.
M. D. Bailey, Jr., Church & Main Bldg.
C. F. Batchelder, 23 S. Main St.
*George F. Brass, 17 E. Central Ave.
Butt-Bettes Investment Co., 62 E. Pine St.
Nat Claybaugh, Room 506 O. B. & T. Bldg.
*H. V. Condit, 37 E. Central Ave.
Drake & Norris, Cor. Colonial and North Orange Ave.
V. W. Estes, 24 S. Orange Ave.
Floyd-Lindorff Realty Co., 439 N. Orange Ave.
Frederick Marketing System, 12 Wall St.
Geeslin & Miller, Inc., 14 W. Washington St.
Frank D. Guernsey, 21 E. Central Ave.
Jos. W. Guernsey, 21 E. Central Ave.
S. Kendrick Guernsey, 21 E. Central Ave.
M. Beck Gray, 15 N. Orange Ave.
J. P. Holbrook Investment Co., 25 W. Washington St.
J. N. Huttig, 108 N. Orange Ave.
Hyer & Davis, 6 W. Church St.
Elmer E. Jones, 229 S. Orange Ave.
Kemp-Marshall Corp., 229 S. Orange Ave.
Lawton Investment Co., Room 404, Florida Bank Bldg.
Vernon McKelvey, Corner E. Pine & Main St.
McNutt, Heasley & Bailey, 17 E. Central Ave.
M. J. Moss, Jr., Watkins Block
Murchison Co., Dolive Bldg., 108 N. Orange Ave.
O'Neal Investment Co., 30 S. Court St.
Orange Farms Co., 56 E. Pine St.
Overstreet Land Co., 64 E. Central Ave.
Packard & O'Neal, 29 W. Central Ave.
W. K. Price, 246 S. Orange Ave.
*Rex-McGill Investment Co., 128 N. Orange Ave.
E. H. Richey, 18 Magruder Arcade
Walter W. Rose Investment Co., 49 N. Orange Ave.
Harold Shepherd Realty Co., 21 E. Washington St.
E. F. Slavton, 32 E. Pine St.
Noble Smith Real Estate, Inc., 212 N. Orange Ave.
Stimpson-Stanton Co., 605-06 O. B. & T. Bldg.
O. P. Swope, Inc., 36 E. Pine St.
Vergowe Agency, 109 S. Court St.
Fred W. Wilmott, 521 E. Jackson St.
*Appraisers.

THEATRES:
Beacham—36 N. Orange Ave.
Grand—31 W. Pine St.
Rialto—45 W. Church St.
Municipal Auditorium—W. Livingston Ave.

GOLF COURSES:
Orlando Country Club—Spring Lake
Dubsdread Country Club—Dubsdread
Sanlando Country Club—Sanlando

PUBLIC SCHOOLS
Senior High School, E. Robinson, cor. Hyer
Cherokee Junior High School, 550 S. Eola Drive
Memorial Junior High School, N. Rosalind Ave.
Concord Grammar School, 1020 W. Colonial Drive
Delaney Grammar School, Delaney, cor. E. Gore Ave.
Grand Avenue Grammar School, 800 W. Grand Ave.
Kaley Avenue Grammar School, E. Kaley Ave.
Hillcrest Grammar School, E. Concord, cor. Thornton
Mark Street Grammar School, Marks St. cor. Magnolia
Princeton Avenue Grammar School, W. Princeton, cor. Helen St.
West Central Grammar School, 832 W. Central Ave.
Orlando Vocational School, 335 Magnolia Ave.

PUBLIC LIBRARY:
Albertson Public Library, 165 E. Central Ave.

CLUBS:
University Club, 11th floor Angebilt Hotel.
Elks Club, 409 E. Central Ave.
Masonic Temple, 205 E. Central Ave.

RECREATION:
(Sunshine Park)—W. Livingston
Lawn Bowling Club
Shuffleboard Club
Roque Club
Horse Shoe Pitching Club
Orlando Tennis Club
Orlando Visitors Card Club
Solarium—Lake Estelle

TRANSPORTATION
Atlantic Coast Line—Depot, Sligh Blvd.
City Ticket Office, 43 E. Pine St.
Seaboard Air Line—All Depts., 61 W. Central Ave.
Florida Motor Lines—Bus Terminal, 25 Wall St.
Orlando Transit Co., 112 W. Pine St.
Bus Schedules on Application

EMERGENCY CALLS
Fire Department—Phone No. 4121.
Police Department—Phone No. 5121.
Sheriff—Phone 3197
Ambulance—Carey Hand, Phone No. 4181.
Ambulance—Eiselstein-Wigginton, Phone No. 3146
HOSPITALS—Orange General Hospital, S. Kuhl Ave., Phone No. 4101.
Florida Sanitarium and Hospital, 601 E. Rollins, Phone No. 3141.

CHAMBER OF COMMERCE—113 E. Central Ave. Phone 6116