

1-1-1910

## Orlando: The charm of the South

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# ORLANDO



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*of The* **SOUTH**

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OF THE SOUTH

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# ORLANDO

The Charm of the South

County Seat  
of Orange County  
Florida



**T**HE busy, clean and thrifty city of Orlando, favored by its situation and natural environments (the beauty of which has made the place well known), continues to grow and spread with the passing years. That individuality which has always been the town's is as marked today as ever. Orlando is no suburb or outlying district of some other city, a condition that characterizes so many other towns in the country; it is never spoken of as being on the road that leads to some other place; it is its own business center.

The following pages, which we have endeavored to embellish with interesting reading and views of Orlando, contain in substance a brief outline of the town as it is today. *OUR GROWTH HAS BEEN HEALTHY.*



Orange Avenue, Business Section

## Town Building

**T**HERE are several important factors entering into the building of a town in Florida. These may apply to other places, but they are prime requisites in Florida.

Within the small space allotted us we propose to briefly state them.

To attract an ever increasing population, a Florida town must have that which appeals to the man who has made his pile and simply desires some place to live in comfort, free from extremes of every sort; also to the so-called tourist, who is out for pleasure and simply gives a surface look, but demands that nothing shall mar the effect; also to the man who must work, that he may live, there must offer especial inducements, sufficient to guarantee success; also to the true home-builder, who expects to locate permanently where the word "Home" shall mean the best that life has to offer.



Orange Avenue, Business Section





Lucerne Boulevard

camphor, wild cherry, palmetto. The tropical palms, bamboo and rich shrubbery and the ever present orange and grapefruit groves serve to make this an ideal town, aside from many other attractive conditions.

## Orlando—The Selection

**O**RLANDO is not a "chance town."

Its site was one of superior selection, with the whole state to choose from.

The natural beauty of the situation; the surrounding forests and clear water lakes; the highest elevation in this section of the state; the near-by lands of every description.

The added beauty of a well-laid-out city—a perfect square—the streets broken into only by the limpid sheets of water forming the most attractive features of the landscape. Grand shade trees of the various kinds of oak,

*LOUIS C. MASSEY, President*

*T. PICTON WARLOW, Vice President*

*WALTER A. SMITH, Cashier*

*S. WATERS HOWE, Assistant Cashier*

*Incorporated 1893*

# THE STATE BANK OF ORLANDO

*Capital \$50,000.00*

*Surplus and Profits \$16,000.00*

*Deposits \$740,000.00*

COUNTY AND CITY DEPOSITORY

SAFE DEPOSIT BOXES FOR RENT

*LARGEST BANK BETWEEN JACKSONVILLE AND TAMPA*



## For the Home Builder

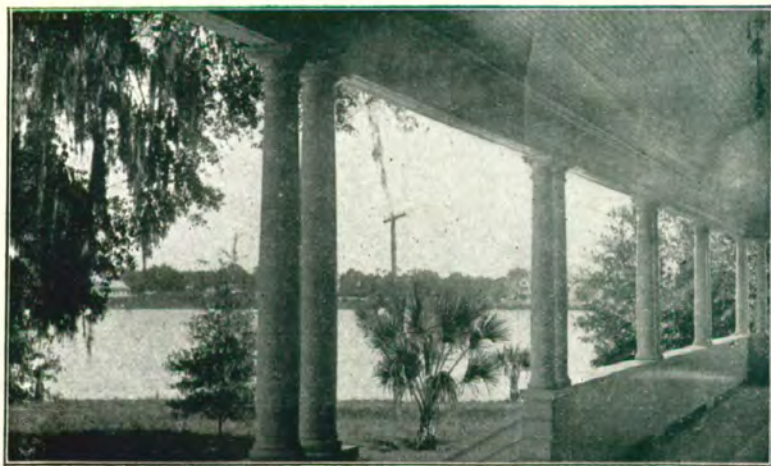
**T**HIS section of Florida, and Orlando in particular, offers inducements exceeding those of any other for those who really desire an all-the-year-'round home in the best climate in the world, where they will be free from the privations of the frontier and also from the wear and tear of intense city life.

There is nothing more entrancing than a home among the oaks, green the year 'round, or the orange trees, or amid the roses and sub-tropical verdure, or upon the shores of our delightful lakes.

Every advantage and every comfort to be secured anywhere in the world is to be had right here.



Our Beautiful Shaded Streets



Lake Eola, North

## For the Winter Resident

**W**INTER homes for the aged, the delicate, and those who dislike the Northern winter and its attendant discomforts and sicknesses, have become the established rule for thousands of well-to-do Americans.

There is no place like Florida and no city so well suited to a home for the winter time as Orlando. Year after year the numbers of those coming here and purchasing a well located lot and

building thereon a cottage or bungalow, according to taste or means, are constantly increasing.

This class of residents forms a large and valuable part of Orlando's population.



Lake Lucerne, South

## Health Conditions

**C**LIMATIC advantages, location, good water, sanitary conditions, sandy soil, pure air, balsamic odor of pines, and plenty of sunshine, is a combination hard to beat in the preservation of and restoration to health.

According to statistics, Orlando has the lowest death rate of any city of its size in the United States. There are no dangerous fevers, seldom a case of pneumonia, and we have absolute freedom from many of the death-dealing diseases of other parts of the world.

It is the finest place in the country for children. As an indication of this, the pas-

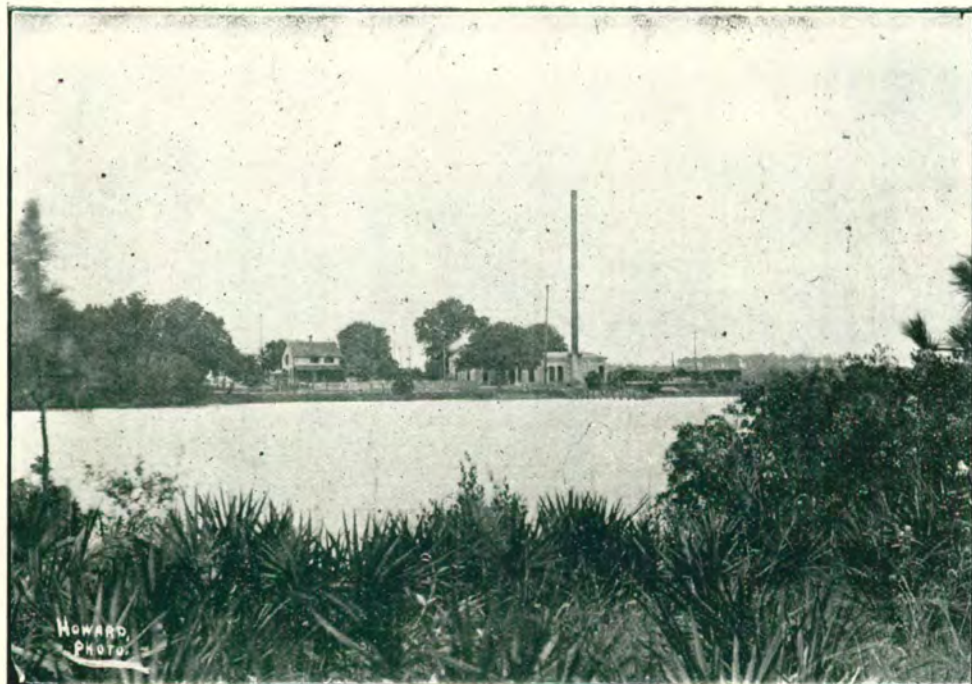
tor of a local church recently declared from his pulpit that out of the families of a congregation of four hundred he had never been called to attend the funeral of a single child; and but one young person and only three very old persons in three and one-half years.



## Pure Drinking Water

**T**HE most essential thing in any community is pure water. Nothing affects the health, comfort and life of a town so much as this.

Orlando is happily situated in this respect. The water supply is drawn from one of the numerous clear-water lakes, far enough from the city to insure it from contamination and is carefully tested from time to time, and on every analysis by expert chemists and by the State Board of Health, it has proven absolutely pure.



Lake Highland and Pumping Station



Elk's Club

## Homes

**O**RLANDO is a city of homes. Nearly every one is the owner of his home. Of course, homes may be rented, but the homeowner has every advantage. The progressive citizens take great pleasure in the beautifying of their home places with tropical trees and shrubbery.

## Hotels

**H**OTELS and boarding houses are plentiful, and of all grades. Until one becomes settled in his own place, his family may be well provided for at any of the numerous places.



Orlando Public School Building

USE  
Southern Fertilizers

MADE IN ORLANDO

---

STANDARD  
HIGH GRADE FERTILIZERS

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The best for all purposes  
and always give satisfaction. Special  
formulas mixed to order

THE  
SOUTHERN FERTILIZER CO.

Missouri Life Insurance Co.

*C. S. McEWEN, Gen'l Agent*

If it's Life Insurance, I have it—any form

I also Sell Typewriters

121 S. ORANGE AVE., C. S. McEWEN

One dozen  
Beautiful Colored Post Card Views  
of Orlando sent to any address  
for 25 cents

---

W. S. BRANCH, Book and Music Store





Orange Grove Near Orlando

## Industrial Opportunities

**T**HIS state is rapidly coming to the front as the winter producing section of the country.

It has always, since the earliest days, had the call on all other sections for the production of the queen of fruits—the orange—and Orange County, of which Orlando is the center, has grown more than any other section in the state.

There can be no more delightful occupation than that of bringing to perfection the orange and the grapefruit, and its profitability is without question. But now market gardening of all the range of vegetables from the hardier cabbage to the tenderest

fruit of the tomato and cucumber vines is the greatest thing in the state. There is scarcely a month in the year that something cannot be grown and the profit is governed only by a man's intelligence and capacity.

## School and Church Life

ORLANDO prides herself on her educational advantages. She has one of the finest school buildings in the South, with a full course of studies, fitting pupils for college. There are two private academies, Catholic and Episcopal; Rollins College, a splendid educational institution, is but five miles distant.

There are the usual number of churches of the leading denominations, the pulpits being filled by eminent preachers.

There are several local Clubs and Societies, the Ladies' Rosalind and the Elk's buildings being prominent.







A Sub-Irrigated Field of Snap Beans

## Industrial Features

**U**NDER this head we group the possibilities of horticulture and agriculture, for these are the chief industries of Florida.

Briefly, Orange County is the chief orange growing section and has been since the beginning of the industry. Orlando is the center of this pleasant and profitable business.

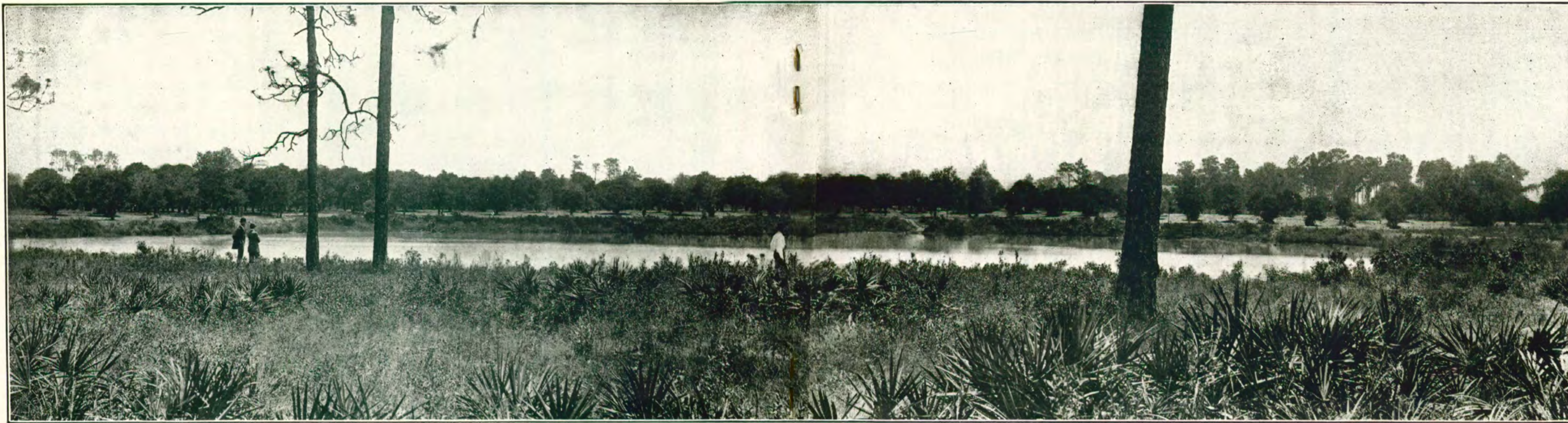
Market gardening has become of great importance, and sections of Orange County have become the richest in the state along this line.

There are Fall, Winter, and early Spring crops grown for northern markets, three or four crops being grown throughout the year on the same land. There is no more profitable or pleasant place on earth for the

cultivation of the home garden where a family may grow almost every known vegetable and Southern fruit.

The manufacturing field is still open, being almost untouched.





View Showing Lake Dot, Concord Park, Orlando



# ORLANDO WATER AND LIGHT COMPANY

ICE

ELECTRICITY

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PURE WATER FOR ALL PURPOSES

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## Sewerage Problem

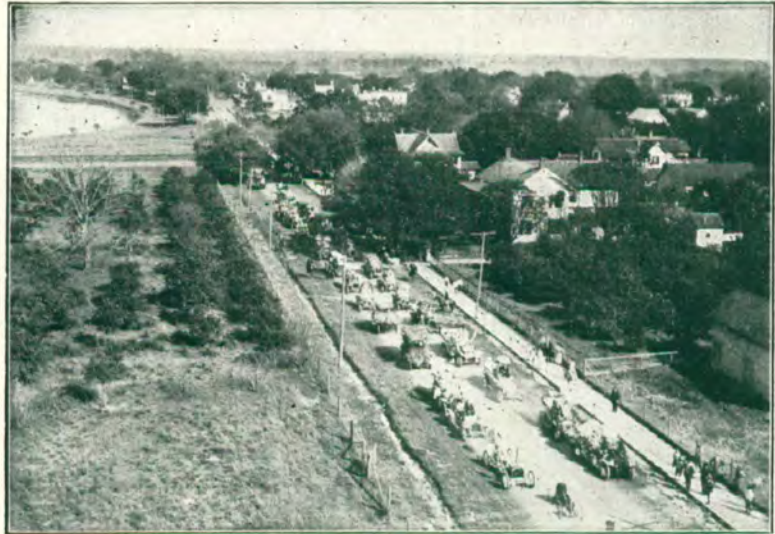
THE problem of properly sewerage a flat country with no near-by streams of drainage, has been experimented with and satisfactorily solved by Orlando.

A few years ago the natural outlet for all the surface water of this locality, known as the "Sink Hole," for some unaccountable reason filled up, and the entire section was threatened with inundation.

To relieve the situation experimental wells were driven down into the earth about 400 feet in depth and happily the accumulated waters all disappeared through these wells.

Following this discovery, a number of sewerage wells were driven, and for several years some of the largest buildings have been sewerage in this manner, the drain going down below the source of all the water supply.

This plan eventually will be followed up by sewerage the entire city to several of these wells, thus disposing of all accumulating sewerage and drainage water.



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first-class footwear at reasonable prices,  
and prompt service by experienced  
salesmen - - - - -

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Orlando, Florida

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The Leading

GROCERS

Orange and Central Avenues

ORLANDO, FLA

## For the Tourist

**A** combination of splendid conditions is here presented.

Pleasant walks, fine drives, best automobile roads in the state, plenty of room and places to go to, good fishing, hunting not far away, golf, races, polo, annual chautauquas, water carnival, good hotels and boarding houses and all the comforts to be found anywhere.

Indeed, Orlando challenges every other section to offer better or more varied conditions, suited to the ease loving, the pleasure loving, the beauty loving, the health

loving, migratory people who want the best that money can produce.



Lake Lucerne, North

THE  
ORANGE COUNTY  
CITIZEN

AN UP-TO-DATE WEEKLY PAPER

---

*DEALS WITH FLORIDA TOPICS*

*FREQUENTLY ILLUSTRATED*

*SUBSCRIBE FOR IT*

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ORLANDO, FLORIDA

HOWARD'S  
PHOTOGRAPHIC  
STUDIO

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Modern Portraits  
In Latest Styles

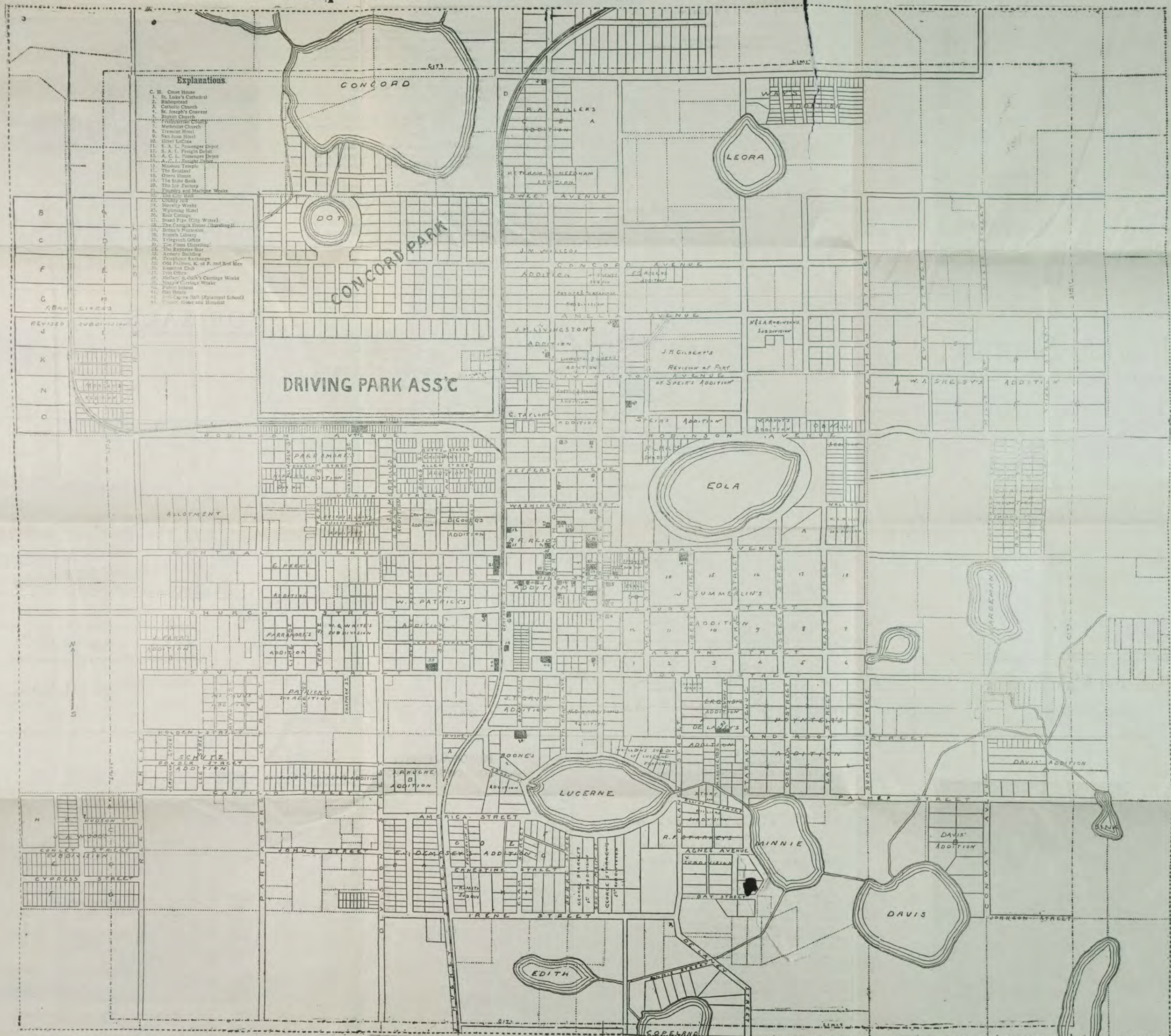
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*HEADQUARTERS FOR KODAKS  
AND FLORIDA VIEWS*

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ORLANDO, FLORIDA









SCENE ON ORANGE AVENUE

**Orange County Churches and Officers.**  
 County Court House Building, on the corner of Central Avenue and Main Street.  
 County Jail, Corner Orange Avenue and Washington Street.  
 Representatives in General Assembly—Forrest Lake; S. A. Robinson.  
 County Judge—William Martin.  
 County Treasurer—J. H. Sadler.  
 County Tax Collector—W. E. Martin.  
 Tax Assessor—A. L. Butt.  
 County Sheriff—J. A. Kirkwood.  
 Clerk of the Circuit Court—B. M. Robinson.  
 Judge of the Court of Criminal Record—J. D. Beggs.  
 Clerk of the Court of Criminal Record—L. Wichtendahl.  
 Superintendent of Public Instruction—W. B. Lynch.  
 County Board of Public Instruction—S. E. Ives, District No. 1; D. L. Thrasher, District No. 2; W. L. Story, District No. 3.  
 County Commissioners—Frank Woodruff, District No. 1; J. E. Merrill, District No. 2; J. L. Dillard, District No. 3; M. O. Overstreet, District No. 4; E. L. Brown, District No. 5.  
 Justice of the Peace—John J. Lee.

#### City Buildings and Officers.

City Building and Jail, Oak Street, a short extension running from north end of Court Street to Orange Avenue.  
 Fire Station same location.  
 Mayor—W. H. Jewell.  
 Clerk—C. A. Boone.  
 Marshall and Tax Collector—C. W. Maltbie.  
 Superintendent of Streets and Public Improvements—R. M. Bennett.  
 Superintendent of Sanitation—A. T. Scruggs.  
 Councilmen—M. O. Overstreet, Joseph L. Guernsey, Wm. Smith, A. L. Beck, W. T. Sims, J. B. Walker, Jas. A. Knox.

**CHURCHES.**  
 First Presbyterian Church—Corner Main and Church Streets. Services every Sunday at 11 a. m. and 7:30 p. m. Sunday School at 9:45 a. m. Young People's Society at 3:30 p. m. Prayer meeting Wednesday at 7:30 p. m. Rev. Coleman C. Groves, Pastor; W. R. O'Neal, Sup't. Sunday School.  
 First Baptist Church—Corner Pine and Main Streets. Services every Sunday at 11 a. m. and 7:30 p. m. Sunday School at 9:30 a. m. B. Y. P. U. at 6:30 p. m. Prayer meeting at 7:30 p. m. every Wednesday. Rev. T. F. Callaway, Pastor.  
 Catholic Church—Corner of Orange Avenue and Robinson Avenue. Mass and sermon at 10 a. m. Sunday School at 3 p. m. Rosary and Benediction at 7:30 p. m. Rev. M. Fox, Pastor.  
 Christian and Missionary Alliance—Hall, West Pine Street. Sunday Services, 2:30 p. m. Sunday School 3:30 p. m. Gospel meetings 7:30 p. m. An Evangelistic service in the hall Tuesday 7:30 p. m. Prayer meeting Thursday 7:30 p. m.  
 Methodist Episcopal Church, South—Corner Main and Jackson Streets. Services every Sunday at 11 a. m. and 7:30 p. m. Sunday School at 9:45 a. m. Prayer meeting Wednesday at 7:30 p. m. Rev. J. B. Mitchell, Pastor. C. E. Howard, Sup't. Sunday School.  
 St. Luke's Cathedral—North Main Street, corner of Jefferson. Sunday School 9:45 a. m. Morning prayer 10:30 a. m. Morning sermon 11 a. m. Evening prayer and sermon 7:30 p. m. Rev. J. A. Spencer, Dean.  
 Seventh Day Adventist Church—Central Avenue. Services every Seventh Day.



AROUND LAKE LUCERNE

## THE South Florida Sentinel

An Old Established Weekly  
 Gives all the News of the County  
 One Dollar per Year  
 The Sentinel Job Office is well equipped  
 For all kinds of work  
 Commercial, Poster, Book, and Halftone Printing

Cor. Pine and Main Streets  
 ORLANDO, FLORIDA.



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This New Bungalow. Six Rooms. Hot and Cold Water. Electric Lights and Bath  
 Lot 63 x 132.



Situated on Lake Street, One Block from Lake Eola. Five Blocks from Post Office.  
 Price \$3000. For further particulars, address

H. CARL DANN  
 Orlando, Florida

#### LODGES. MASONIC.

Orlando Lodge No. 69, F. and A. M.—Regular communications on the second and fourth Tuesdays at 7:30 p. m.  
 R. S. Cohoon, W. M.; J. P. Holbrook, Secretary.  
 L. L. Payne, D. D. G. M., 13th District.  
 Bureks Chapter No. 7, R. A. M.—Regular convocations first and third Tuesdays.  
 L. L. Payne, H. P.; W. H. Jewell, Secretary.  
 Orlando Council No. 5, R. & S. M.—Regular assembly on first and third Tuesdays at 7:30 p. m.  
 T. P. Warlow, T. I. M.; Geo. E. McCulloch, Recorder.  
 Olivet Commandery, K. T. No. 4—Regular conclaves second and fourth Thursdays. Annual conclave fourth Thursday in March.  
 Sir O. S. Robinson, Em. Com.; Em. Sir Wm. R. O'Neal, Recorder.

#### I. O. O. F.

Orlando Lodge No. 20—Meets Monday nights.  
 H. K. Wood, N. G.; E. S. Keys, Secretary.  
 Seminole Encampment No. 13—Meets first and third Thursdays.  
 P. F. Laubach, Chief Patriarch; J. T. Dale, Scribe.  
 Orlando Rebekah Lodge No. 12—Meets Tuesday nights.  
 Mrs. J. J. Dale, N. G.; Mrs. A. Russell, Sec.; Mrs. J. M. Pope, D. G. M.

#### KNIGHTS OF PYTHIAS.

Welcome Lodge No. 9—Meets Friday nights at 7:30.  
 K. K. Wood, C. C.; Geo. McCulloch, K. R. & S.

#### IMPROVED ORDER OF RED MEN.

Econlockhatchie Tribe No. 23—Meets Tuesday nights.  
 T. J. Rooney, Sachem; P. F. Laubach, C. of R.

#### WOODMEN OF THE WORLD.

Magnolia Camp No. 4—Meets second and fourth Thursdays.  
 S. H. Kilgore, C. C.; P. F. Laubach, Clerk.

#### B. P. O. ELKS.

Orlando Lodge No. 1079—Meets first and third Thursdays.  
 M. O. Overstreet, Exalted Ruler; Carl Jansen, Secretary.

#### PRINCIPAL POINTS THEIR DISTANCE AND FARE FROM ORLANDO

TO	Distance	Fare	Population
Live Oak..... A. C. L.	224	\$5.50	7,200
Lake City.....	202	4.85	6,509
Monticello.....	286	7.35	1,000
Tallahassee.....	308	8.00	3,311
DeLand.....	45	1.45	1,496
Palatka.....	92	2.50	3,950
Tampa.....	91	2.70	22,823
Jacksonville.....	148	4.30	35,000
Kissimmee.....	18	.50	1,530
Winter Haven.....	50	1.50	375
Bartow.....	62	1.85	1,950
Fort Meade.....	84	2.50	322
Arcadia.....	122	3.65	1,557
Fort Myers.....	175	5.25	1,425
Sanford.....	22	.70	1,721
Lakeland.....	61	1.80	3,299
St. Petersburg.....	150	5.40	2,316
Brooksville.....	110	3.30	709
Fort White.....	150	4.50	459
Orlando..... S. A. L.			
Orange City..... F. E. C.	35	1.05	5,403
St. Augustine.....	121	5.65	5,121
Ormond.....	83	2.50	689
Daytona.....	77	2.30	2,199
Titusville.....	70	2.10	948
Rockledge.....	92	2.75	350
Palm Beach.....	217	6.50	1,500
Miami.....	303	8.45	6,531
Cedar Keys..... S. A. L.	195	5.15	1,085
Ocala.....	79	2.25	4,493
Fernandina.....	209	5.48	4,959
Leesburg.....	42	1.25	844



SAN JUAN HOTEL AND ROSALIND CLUB



HOME OF THE SOUTH FLORIDA SENTINEL



# SAN JUAN HOTEL

ORLANDO, FLORIDA

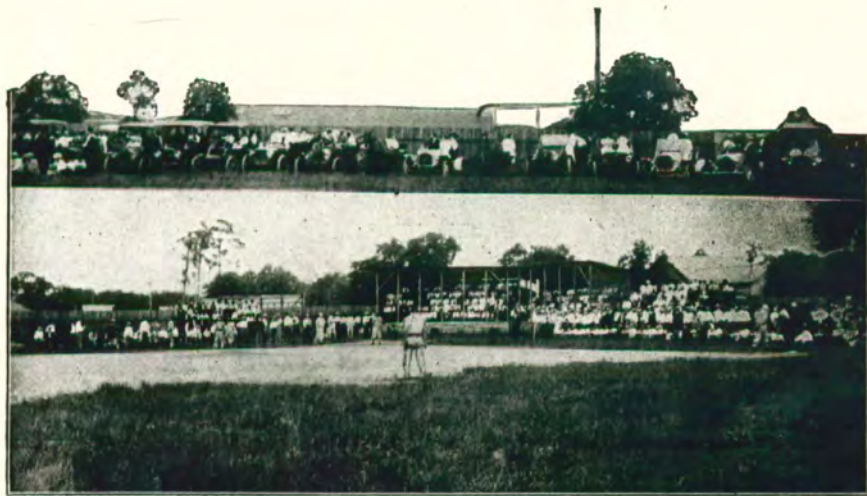
FIRST CLASS

Electric Lights and Elevator

Fresh Milk and Vegetables

*COMPLETE GARAGE IN CONNECTION WITH HOTEL*





A Baseball Game at the Driving Park

## The Delights of a Perfect Climate

THE superiority of the climate of this section of Florida has been demonstrated to a finish. There are living here many who have tried California and other states who do not hesitate to pronounce this spot the best.

The equability of temperature conditions, freedom from fog, dampness and strong winds is as noticeable here as the climate of the state is observed to be better than other places.

On the highest ridge, midway between the Gulf and the Ocean, winds tempered from either direction, the sheltering influence of vast forests of pine all around go to make this the warmest place in winter and remarkably comfortable in summer:

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Orlando, Florida



CONCORD PARK is now an important addition to Orlando. For many years this valuable tract was held intact by an estate. Lately the south 40 acres was sold to the Orlando Driving Association for a driving park and amusement grounds; and recently the north portion, with its beautiful lakes and green orange groves, has been subdivided and put on the market in lots. The demand for these has been so great that sixty-five have been sold since the addition was platted, to people from California, Michigan, Illinois, New York, Ohio, Iowa, Connecticut, Colorado and various other north-eastern and western states. Ninety-five lots, including many beautiful lake fronts are still on the market.



**L**AKE Dot is a sparkling sheet of water covering about five acres, with steep banks surrounded by a roadway sixty feet wide, which the Development Company having the place in charge, are planning to make into a hard surface boulevard. On the eastern side of this lake there is an old orange grove, with large bearing trees, under whose sequestered shade comfortable houses can be erected by those seeking to enjoy the balmy southern air, laden with the fragrance of orange blossoms.

The minimum size of the lots is 100 x 150 feet, and most of the lake-front lots run larger.

Prices vary according to location from \$100.00 to \$1,500.00.

*(For large view of Lake Dot see center of book)*



Lake Dot

**T**HE call of the South is in the air, and is felt throughout the length and breadth of our land.

Men in every state of the Union are turning toward Florida as the most desirable and accessible of all the developing sections of the country. Little argument is necessary to convince the average man that the price of real estate must advance as the tide of immigration flows in, especially real estate in Orlando, the largest and most prosperous inland town on the peninsula of Florida, and the centre and county seat of the progressive and flourishing County of Orange.

For further information write or call on H. CARL DANN, Special Agent, Box 659, Phone 267, Orlando, Florida.



Lake Concord



# Real Estate Opportunities



**T**HIS is *the* year to invest in Florida Real Estate and we are prepared to offer you the most desirable properties ever placed on the market. We have given our especial attention to the selection of these lands with a view to obtaining the best results from the soil.

Among the bargains listed with us are orange groves, trucking land, timber and grazing land and city property in this, the most flourishing inland city in the state.

## Orange Groves

There is a good living to be made from the cultivation of the orange, and we have groves varying in size to suit your pocket-book.

## Trucking Land

Florida land will produce as many as four crops a year with one application of fertilizer. The vegetables grown include turnips, radishes, onions and beets, strawberries, cabbage, cauliflower, lettuce, celery, tomatoes, okra, Irish potatoes, and all general farming crops such as corn, peas, etc. The industry in this state, although not fully developed, is very popular and large sums are netted the grower.

## Grazing Lands

The cattle industry is a profitable one and those now in the business are fast becoming wealthy. Even nature favors cattle in this section and so many of the difficulties of cattle raising in a more rigorous climate are obviated.

## City Property in Orlando

We have for sale homes to meet your individual needs, from the humble cottage to the handsome dwelling. When you own Orlando property your money is well invested.

## Timber Lands

While the turpentine and milling industries control large bodies of timber lands, we still have some good tracts for sale, suitable for colonization purposes.

You do not have to be rich to invest in Florida real estate. We have small properties as well as large ones and would be pleased to correspond with you; or if you will call on us we will gladly show you around.

*Visitors will find a hearty welcome and  
a comfortable lounging place at our office*

### REFERENCES:

HON. J. M. CHENEY, PRES. BOARD OF TRADE  
STATE BANK OF ORLANDO

# CARL DANN REAL ESTATE COMPANY

P. O. Box 659

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Phone 267





## **ORLANDO HAS**

Good schools and churches.

Fifteen miles of cement sidewalks.

Thirty-six hotels and boarding houses.

More paved streets than any city of same size in Florida.

Two railroads.

Thirteen lakes.

Over 300 automobiles.

Good water. Good lights. Good people. Solid banks.

## **ORLANDO IS**

the county-seat of Orange County and is a city of 8,000

energetic and progressive citizens.

*BE ONE OF US!*



# GORE BROS.

**Contractors  
in Cement**

*Cement Brick  
Building Blocks of All Kinds  
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*Tile Sidewalks a Specialty*

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**ALL WORK WARRANTED**

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**ORANGE AVENUE**

**ORLANDO, FLORIDA**