

MAITLAND SECTION

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SECTION FIVE

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WINTER PARK, FLORIDA

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BANK OF MAITLAND OPENED IN MARCH GIVING MAITLAND FIRST BANKING INSTITUTION

E. A. Upmeyer, Pres., J. A. Brown, Vice Pres., and Donald Spain, Cashier Form Bank's Personnel

If you should ask anyone in Maitland how they got along without a bank all the years preceding the organization and opening of the Bank of Maitland, most promptly would come back the answer, "I'm sure I don't know."

The Bank of Maitland opened for business on March 3rd last, prior to which time there had been no banking facilities in the town at all, necessitating the carrying of deposits in the Winter Park and Orlando banks, which in either case was done at great disadvantage, and the opening of the new bank truly filled "a long-felt want", and now that the good people of Maitland have gotten used to having a bank, they are truly unable to

be as high as a two-story structure, solid, massive and dignified in appearance, designed to take care of the business demands that will be made upon it for years to come, and being pure white is beautiful to look upon. The building is located on a corner, and the parkings on both streets are planted to young oak and orange trees, together with a number of decorative shrubbery plants, including thunbergia erecta, commonly known as king's mantle, and others.

The interior of the bank is most modern and complete. In its departmental divisions provision is made for the cashier's desk in a railed enclosure at the front of the



Bank of Maitland, Maitland, Florida

Maitland Electric Shop Is Helping Put Maitland on Map

Another up-to-date concern in Maitland that is helping to put the town on the map is the Maitland Electric Shop, which was opened in January, 1922, by Mr. J. H. Bennett, who came to Maitland at that time from Massachusetts. Since coming to Maitland Mr. Bennett has taken an active interest in all of the affairs of the community, and by close application to business has built up an electric business that demands the carrying of one of the largest stocks of electrical goods and supplies in Orange county.

The Maitland Electric Shop occupies its own building, which is, though small, one of the most modern and complete buildings in Maitland, which they built in April 1925, and which has been outgrown in eight months. Because of this expansion of the business Mr. Bennett has let the contract for the construction of large additions on the front and west side of the present building, which will provide two large storerooms on the ground floor, the stocking of electrical appliances, fixtures, lamps and other electrical materials and supplies, with large modern apart-

The Maitland Electric Shop did the wiring and furnished most of the fixtures for J. E. Bartlett's new home in Winter Park, did the wiring for Roland G. Barze's new home, also the wiring and most of the fixtures in the homes of G. W. Powers and E. S. Galt. They also did the wiring in the fine new home of B. L. Maltbie, Altamonte Springs, which is 100 per cent electrical, and the wiring and fixtures in the Kenney Brothers new house also electrical throughout. The swimming pool at Sanlando Springs connecting single and three-phase motors is another sample of their work. The new Parker home, 100 percent electrical and the wiring and fixtures for the Bank of Maitland and J. A. Brown's new store were all done by the Maitland Electric Shop, all of them giving evidence of workmanship of the highest order.

Brown's Store Gives Maitland a Store of The Big City Type

One of the business institutions in Maitland that the entire community is proud of is "Brown's Store," which someone has aptly called "a city store in a small town."

The business of which "Brown's Store" is the direct successor began and has been successfully operated ever since, in 1868. Mr. Brown bought the business from Mr. S. B. Hill, an old and respected citizen who still resides in Maitland, and became its owner and active manager May 22, 1921.

The splendid new brick building in which the business is now housed was built last year at a cost of approximately \$16,000. Prior to the erection of the new building, the business had for many years occupied an old frame structure adjoining the depot, which was one of the landmarks on the Dixie Highway. The new building is of large proportions, approximately 50 x 125 feet, two full stories in height, the second floor being devoted to modern apartments. The large store room is divided in the middle lengthwise by a semi-partition, separating the grocery department from the dry goods, men's wear, shoes, and

L. L. Coudert, Jr. Is Civil Engineer and Booster of Maitland

L. L. Coudert, Jr., who is the present municipal engineer of the town of Maitland, previously to coming to Maitland to live had been from time to time doing engineering work in various parts of Florida since 1918, so he was fairly well acquainted with Florida, and just naturally picked out Maitland as a place where he would like to live, coming here from New Jersey. Mr. Coudert in fact worked on the canal survey for the first brick road in Orange county. He became a citizen of Maitland about a year and a half ago, and so active has he become in the business and civic interests of the town that he at the last election of officers of the Maitland Chamber of Commerce was elected as its president.

In his engineering organization he has a personnel of 12 men at present, increasing his force from time to time as the necessities of the work demand, and will accomplish approximately \$100,000 in engineering work for the town of Maitland during the present summer.

In addition to being president of the Chamber of Commerce, Mr. Coudert is a member of the Planning and Zoning Commission, belongs to the American Legion and is an Elk, and withal a good citizen, the type of man that it takes to make good community, and the sort that Maitland is welcoming to her midst.

Maitland Plumbing Company Has Grown With City's Progress

One of the most recent institutions that has come into business life of Maitland is the Maitland Plumbing Co., of which Mr. C. D. Horner is manager. But owing to the great need of an efficient plumbing institution, and because of the fact that Mr. Horner knows how good plumbing should be done, and does it that way, his business has grown from the start and bids fair to become one of the most important plumbing businesses in the county.

Mr. Horner has done the plumbing work in a great many of the best homes that have been built in and around Maitland since he began business here, among them the homes of L. T. Wilcox, Clarence Brown, L. L. Coudert and R. C. Wheeler in Maitland, also a good many in Altamonte Springs, including the home of Major B. L. Maltbie, which is one of the show places of that city.

MAITLAND WAS INCORPORATED IN 1885 AND A NEW CHARTER WAS SECURED IN 1921—TOWN HAS GOVERNMENT RUN ON MODERN METHODS

Lies on Dixie Highway, Has Town Planning and Zoning Commission with Improvements of Paving and Parks Planned

Maitland, the site of the old fort built in the days of the Indian Wars on the shores of the beautiful lake which bears its name, was settled some fifty years ago by a group of people who wanted homes where they could escape the cold of the northern winters and enjoy life amid beautiful surroundings and congenial people. Such has been the ideal of the inhabitants of this little town ever since that day. Rather than risk spoiling its atmosphere by exploitation and forced development it has been left to develop along its own lines. Today, although it lies on the Dixie Highway, only seven miles north of Orlando, the metropolis of central Florida, and its corporate limits touch those of Winter Park, it has continued essentially a country town in spirit and surroundings.

The shady, winding roads skirting its fourteen lakes, the well-cared for orange groves in the heart of the town itself, the ample ground found about even the smallest cottage, give a welcome sense of space and freedom.

Here is an ideal home for the man who has retired from active life and wishes to live comfortably on a moderate income. Land prices are comparatively low, living expenses are small, and by raising a garden, fruit and poultry one can reduce their still further. The pleasure of country life, the beauty of scenery, and all forms of water sports are here combined with the best aspects of town life, as modern conveniences, congenial neighbors, a well-organized public library, social life in church and club, while the proximity to Winter Park and Orlando gives the opportunities in the way of shops, theatres and music found only in large cities.

Or, for the man who is working in the city but wishes to bring up his family amid natural and simple surroundings, there is here an opportunity for a suburban home, which, besides the benefits already mentioned, offers excellent educational advantages. The Maitland public school, housed in a new building, situated in large and beautiful grounds, stands at the head of the rural schools of Orange County in general standards, health work and other lines of activity. A Boy Scout Troop and Girl's Sewing Club are doing excellent work among the children. Only two miles away in Winter Park is located one of the best high schools in the state, and also Rollins College, Florida's oldest institution of higher learning, co-educational and inter-denominational. The healthful climate, comparatively high altitude, the unexcelled opportunity for motoring over the splendid roads of Orange County, the lakes with their high, wooded shores offering beautiful

home sites and all kinds of water sports, the nearness to Winter Park, which boasts three of the best golf courses in the state, and provides for its visitors the finest lectures and music, and the congenial winter community of the town itself makes Maitland an ideal place for a winter residence.

But Maitland has more to offer than beautiful home sites. Both in the town and throughout the surrounding country, the land is of the finest type for citrus culture, as the old groves found on many of the Maitland estates testify. In addition to the citrus land there is along the shores of the lakes and streams splendid land for trucking. By draining and irrigating, both of which are easily accomplished, here, many crops can be raised during the year, and the local markets are very insufficiently provided with fresh vegetables. Good dairy land can be found in this vicinity, but

the north. Here is a rich opportunity for an energetic young doctor to establish practice. Property values are increasing and trading in real estate is active. Persons with capital and vision will find ample scope for sound investments in citrus land, fern and truck land as well as lake fronts and subdivision tracts. No town in all Florida has more charming home sites or better facilities for building. The materials are ready at hand, brick and building blocks being made by local cement plants, sash, doors and other mill work being manufactured in the Maitland novelty works, while lumber and other supplies are carried by the local supply company. Building experts and skilled labor not found in Maitland are to be obtained from near-by towns.

It is the ambition of the present citizenry of Maitland to build a dignified and progressive town with a unified community of inter-



White Way Building, Maitland, Florida

the two industries, which seem most popular now, are poultry raising and fern-growing. Maitland is in the midst of a poultry-raising center which includes Seminole and Orange counties. Both counties have active Poultry Associations and are instituting a form of co-operative buying and marketing which is proving very successful. A number of large poultry farms are located near here, but the Association so far has not been able to provide sufficient eggs for Orlando alone. Fern-growing is becoming a very important and profitable industry in Florida, the land and climatic conditions in this part of Orange County being especially adapted for this purpose. One of the chief fern-raising districts of the state is located on one of Maitland's rural routes.

There is considerable opportunity for business enterprise within the town itself. A resort hotel on one of the lakes and a small commercial hotel are much needed. There is no drug store within twelve miles to the east, ten miles to the west, and eighteen miles to

est, promoting the best in American citizenship. To this end the town council has appointed a special tax commission, a town-planning and zoning commission.

The people of Maitland are at one with the town council in efforts to forward the best interests of the town, and the Maitland Chamber of Commerce will promptly answer any inquiries.

New Building In Maitland

Among the new buildings erected in Maitland during the past year are the following:

The residence of Mr. Kenneth L. McPherson, situated on beautiful Lake Catherine, built on old English lines and containing reception and living room, dining room three bed rooms, sleeping porch, kitchen and bath.

The new home of City Engineer Louis L. Coudert, which is also of English type, built in Greenwood Gardens and overlooking Lake

(Continued on page 5)



Brown's Store, Maitland, Florida

understand how they managed without it.

For a long time the business men and citizens generally of Maitland had realized a pressing need for a bank, but no one seemed to want to take the initiative in organizing one. Finally the matter was brought to the attention of W. B. Joiner, president of the Union State Bank in Winter Park, and "Bill", as his friends know him, came out to Maitland and secured subscriptions for the entire capital stock in one afternoon, which is indicative of how much the people of Maitland really wanted a bank, and Mr. Joiner subsequently brought about the organization of the bank, and continues as one of its directors.

The new bank opened up for business in its own building, which they built as its stockholders wanted it. And a most attractive and up-to-date banking plant it is too. The outer walls are of plaster finish on hollow tile, the building

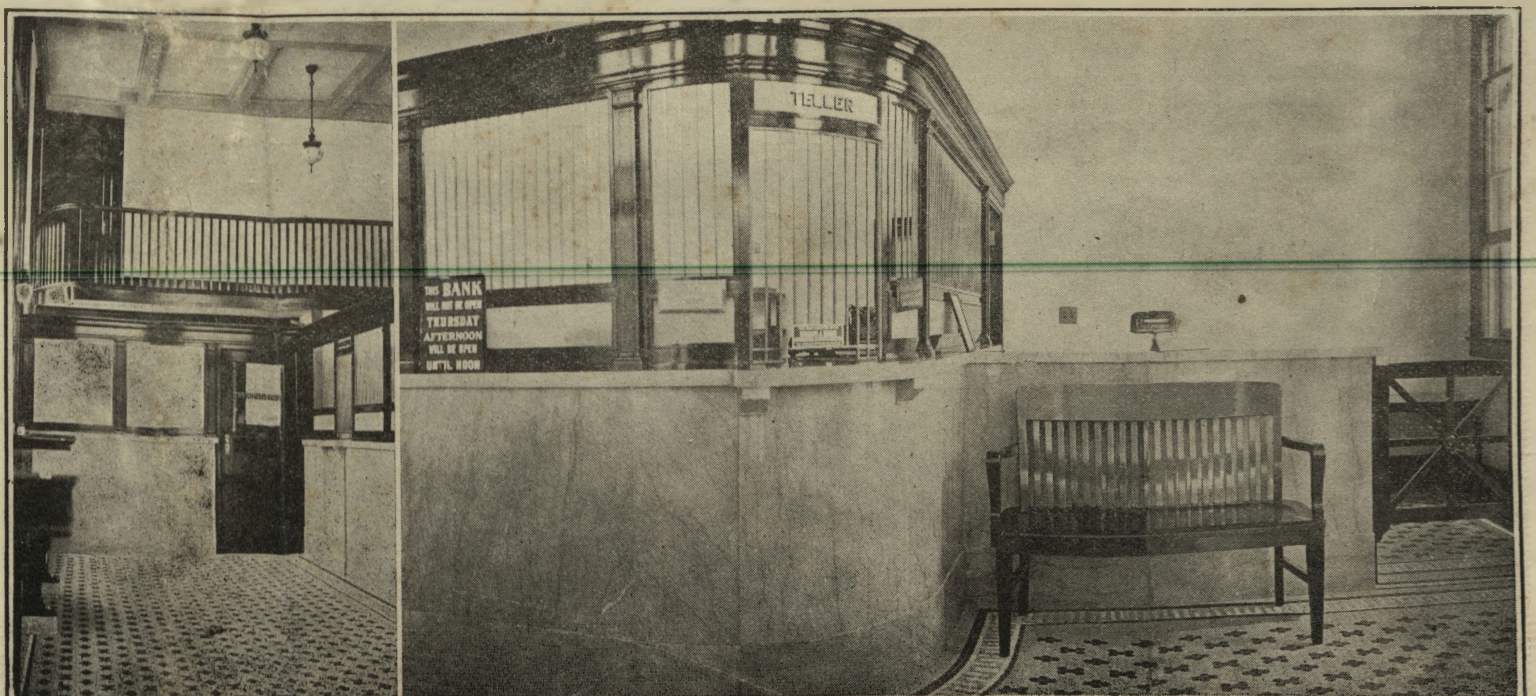
bank near the entrance, and adjoining the grilled enclosure behind which active business with the patrons of the bank is carried on. Directly giving off the lobby at the rear is the customers' room and adjoining that a store room and the big vault, with directors' room and consultation room on the mezzanine floor above.

The vault is of massive reinforced concrete construction, with heavy solid time-locked outer door. Within the vault is the manganese steel safe, also time-locked, with a 12-inch solid steel door, and also within the vault are customers' private safety deposit boxes. The partitions are of a most attractive pattern and type, in a combination of marble, mahogany and glass, with brass grill work, and there are three service windows, for use of a cashier, teller and book-keeper. The main banking-room has a high beamed ceiling, and in all its appointments

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Inter-City Realty Company, Maitland, Florida



Interior views in Bank of Maitland, showing lobby, teller's window and Cashier's office

(Continued on page 5)



The Maitland Lumber Co.

RETAIL

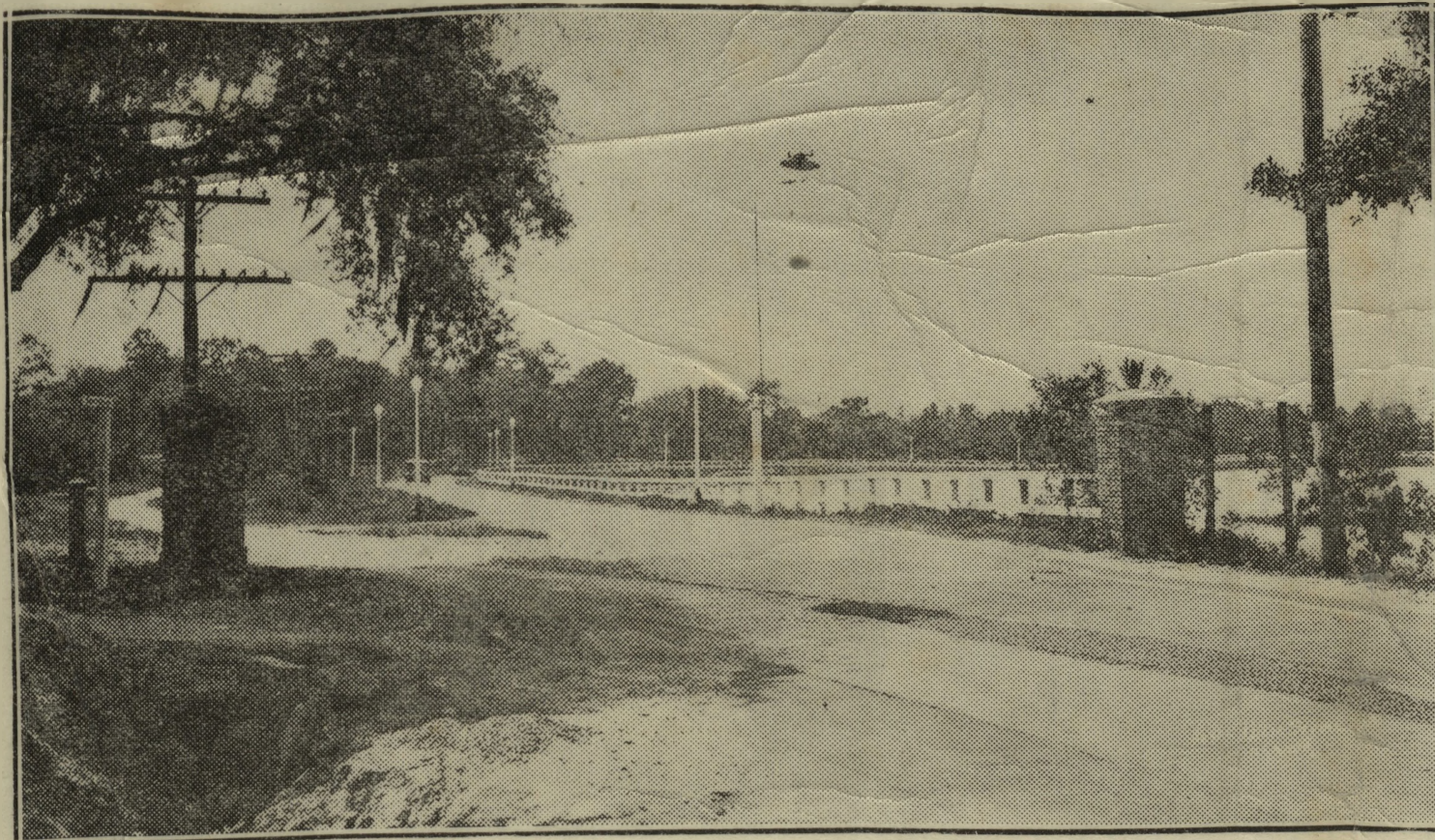
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Complete stocks of quality Lumber and Building Materials always on hand.

Estimates cheerfully furnished upon request.
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Entrance to Maitland on Dixie Highway from the North. This is also the entrance to Greenwood Gardens and the North boundary line of Orange county.

HISTORY OF GREENWOOD GARDENS CLOSELY INTERWOVEN WITH THAT OF MAITLAND--RICH CITRUS LAND

J. H. Hill, President and General Manager of Maitland Realty Company Guiding Destiny of Gardens

Maitland! One of the most beautiful suburbs of Orlando, lying on the Dixie Highway, seven miles to the north.

The history of Maitland is replete with human interest. Its early settlers contributed heavily to the development, descendants of those hearty pioneers of more than fifty years ago, are "carrying on" with the determination of making Maitland prominent in Florida's great future.

Settled more than a half century ago by a group of people who wished to escape the rigors of a northern climate, Maitland grew up around the site of an old fort, an outpost in the days of the Indian wars, situated on the shores of beautiful Lake Maitland.

S. B. Hill, mayor of Maitland, for three terms, formerly a well known attorney-at-law, with offices in Orlando, came to Maitland with his father, at the age of

14 years. The father homesteaded a portion of the land that is now known as Greenwood Gardens, in the northerly portion of the town. This land has now been in the ownership of the same family for three generations. In fact, the history of Greenwood Gardens is closely interwoven with that of Maitland from the very inception of the town, which was incorporated in 1886.

S. H. Hill had the distinction of owning and operating the first citrus nursery in this section of the state. At one time, prior to the "big freeze" of 1894-95, he had four large tracts of land in nurseries, and it is worthy of note that he made shipments of citrus trees in carload lots to growers in California.

One of the best citrus groves in the country was developed by Mr. Hill, who gradually acquired additional land, and finally, about 35 years ago, built his permanent home, "Greenwood Lodge", at the

head of Lakes Faith, Hope, and Charity, where he lives at the present time. One of the most gorgeous sunset views to be found in all Florida may be obtained from Greenwood Lodge.

Now, many, many years before the great trek set in from the frozen north to Florida, Hill had in mind the wonderful possibilities of this part of Maitland and a fine residential area for the use of future generations, and many were the tempting offers he refused for this land, in whole or in part. Persistently he kept the land intact in one parcel, until, finally, in 1924, he had worked out his plan for development.

At that time an arrangement was made with the Maitland Realty Company for the development and sale of the land under the name of Greenwood Gardens. Additional land owned by J. H. Hill, and S. B. Hill, Jr., two sons of S. B. Hill, and a few smaller tracts purchased by The Maitland

development were included in the Realty Company, to round out the project.

Arrangements were made with Reasoner Brothers, of Oneco Florida, for adequate landscape planning, the operations being under the immediate attentions of Dr. W. H. Cook, of Bradenton, and R. D. Tillson, of High Point, N. C. Topography, and traffic problems were carefully studied. The street arrangement was worked out with a view to the conditions likely to obtain in the future. Every lot was so laid out that it would be a desirable homesite, with a proper and pleasing outlook upon its neighbors. Carefully considered restrictions, insuring the permanent value and beauty of each property, were ordained. Modern improvements, consisting of brick paving, cement sidewalks, city water, and white way lighting, are to be installed. In short, Greenwood Gardens, while not by any manner of means designed exclusively for the homes of the rich, will itself be rich in every desirable quality so dear to the heart of the American home lover.

Building is going forward at a rapid pace in Greenwood Gardens. Several houses are under construction, more are being planned, and it is understood that two new churches will be erected within the confines of this beautiful development.

The Maitland public school, which stands at the head of all rural schools in Orange county in general standards, health work, and other lines of activity, is also located in Greenwood Gardens. The building is modern and completely equipped. The commodious and beautiful grounds on which the school stands, were the gift of S. B. Hill.

And guiding the destiny of Greenwood Gardens, is The Maitland Realty Company, of which J. H. Hill is president and general manager; Anna B. Treat, secretary; S. B. Hill, Jr., treasurer, and F. B. Stone, vice president and manager of the property care department.

The Maitland Realty Company is a member of the Orlando Real Estate Board; National and State Associations of Realtors; Orange

INTER-CITY REALTY COMPANY WILL SPONSOR NEW SUBDIVISION ON LAKE CATHERINE THIS FALL

Property Has High and Rolling Land And One of the Finest Bearing Groves in This District

The Inter-City Realty Company was organized in April, 1925, the officers being, C. N. Williams, of Sanford, president, K. McPherson, of Maitland, vice-president, and G. B. Hurlburt, of Orlando, secretary and treasurer.

In January, 1926, Mr. McPherson took over this organization and is now the sole owner. He is assisted by Miss Lois M. Haile as manager. This company has extensive connections in the north and middle west and a large proportion of their business has been done with non-residents of this state. In many

County Chamber of Commerce; Maitland Chamber of Commerce; and the Orlando and Sanford Credit Associations.

The personnel of the company stands high in the esteem of their fellow townsmen, J. H. Hill having served three years as mayor of Maitland. Incidentally, he was the youngest executive the town has ever had, being qualified for the office at the age of 23. Mr. Hill also organized the Maitland Chamber of Commerce, and is chairman of the Planning and Zoning Commission. Anna B. Treat was secretary of the Maitland School Trustees; secretary of the Town Planning and Zoning Commission; and was secretary of the Maitland Chamber of Commerce for two years. S. B. Hill, Jr., is a member of the city council.

The successful future of Maitland is apparent and inevitable, as it lies right in the path of the most rapid progress today, while that of Greenwood Gardens is equally well assured, both because of its inherent high quality as a residential development, and the strong and capable management of the developing company.

instances their clients did not see their purchases until after the deals were closed.

Mr. McPherson bases the growth of his business, which has practically doubled in volume in the last year, on the unquestionable representation that they have given to their out-of-state clients on the properties which they have acquired for them. While this company's activities have been largely confined to Orange, Seminole and Osceola counties, yet it has negotiated several trades which have embraced property as far north as Passaic, N. J., and west to Spokane, Washington.

Mr. McPherson announces that they will, this fall, put on a subdivision for some northern clients, which will be located on the beautiful rolling banks of Lake Catherine, which, in spite of the fact that it is located only two blocks off of the Dixie Highway and is the gem of the many beautiful lakes in and around Maitland, is very little known to the public at large. The property which this subdivision will embrace is elevated many feet above the water level of the lake. This particular tract has always been recognized as one of the finest bearing groves in the district. Each and every lot will have an abundance of large, fine, bearing citrus trees. The lots will be spacious and there will be a building restrictions in keeping with the general surroundings.

It is the intention of the owners of this property and the Inter-City Realty Company to make this one of the most attractive little subdivisions in the county. Lights, streets, sidewalks, water, etc., will be included in the layout. The lots will be moderately priced and sold on exceptionally good terms. Speculators will not be invited to invest here. There will be every consideration shown to persons who wish to locate and build in this little wonderland. It is possible that the owners of this subdivision will organize a building and loan company and loan the property owners money to build at 6 per cent.



Maitland on the New State Road!

When the new State road is completed Maitland will occupy an even greater strategic position than it does at present. It will be the only town situated directly upon this new highway between Orlando and Sanford. That should be a great advantage. It WILL be! It will not only have a real dollars and cents value for the entire town, but will mean greater traveling convenience as well. That is just one more reason why many people have already selected homesites and begun the erection of their permanent homes in Greenwood Gardens, the prettiest spot in Maitland.

The Maitland Realty Co.
Maitland, Florida
Member Orlando Real Estate Board

GREENWOOD GARDENS

Maitland Florida

A Good Man Is Hard to Find—

THAT'S why the branch managership of our Winter Park office is still open. The man we want for this place has some experience in general real estate practice, is honest, a good mixer, a hard worker who doesn't expect something for nothing or hope to retire from his first six month's profits. He is a man who can boss a one-man office and make it pay. He won't be content with that either. His business will outgrow the one-man phase and he will gather competent helpers around him and grow with his organization in competence and integrity. If you are such a man and you hear opportunity knocking, get in touch with us now.



THE MAITLAND REALTY COMPANY, INC.
Maitland, Orange County, Florida

BRANCH OFFICE:
608 East Park Ave.,
WINTER PARK, FLA.

A Real Pickup!

TAKE Knowles Terrace lot, well located, just the place for a cozy home. Two nice shade trees, cement side walks, city water, electric lights, brick streets, facing west one block east of Lake Knowles. Several attractive homes, occupied by owners, already built in this block.

The best buy in Winter Park. A pickup this week at \$1,000.00 cash. We can deliver this—act now.

The Maitland Realty Company
REALTORS
Maitland, Florida

FREE! Maitland News FREE! For One Year

To any adult living outside of Florida or outside of Seminole or Orange counties who fills out and sends us the coupon below we will pay for and have mailed every week for one year THE MAITLAND NEWS, a weekly newspaper, telling in brief and dignified style the happenings in this growing town in Orange County. This is an independent paper published by local people. We want you to know about Maitland. Mail the coupon now.

MAIL THIS COUPON NOW!

Maitland Realty Co.,
Maitland, Fla. Gentlemen:

Free of any expense or obligation on my part you may have THE MAITLAND NEWS sent to me for one year.

Name

Street and No.

City State

Occupation

BROWN'S STORE

IS ONE OF THE THINGS THAT HAS PUT

MAITLAND

IN THE VERY FRONT RANK OF PROGRES-
SIVE FLORIDA SMALL CITIES AND TOWNS

WITH AN
UP-TO-DATE MODERN BUILDING AND
EQUIPMENT
COMPLETE STOCKS OF HIGH GRADE GEN-
ERAL MERCHANDISE
PROMPT SERVICE AND COURTEOUS
TREATMENT

BROWN'S

IS TRULY A
CITY STORE IN A SMALL TOWN

WHEN YOU VISIT MAITLAND, VISIT
BROWN'S
THEY WILL TAKE CARE OF ALL YOUR
STORE NEEDS

J. A. BROWN, PROPRIETOR

MAITLAND, FLORIDA

Maitland Lumber Co. Has Aided in Upbuilding Town

The Maitland Lumber Company since it was organized in May, 1924, has been one of the really potent influences in the building up of both the commercial and residential importance of Maitland. One would not ordinarily look for one of the leading and most important businesses of its kind in the entire county to be located in a small place like Maitland, particularly when the county seat, a city approaching 50,000 in population, is only a few minutes' drive away, but that is just what one does find when visiting Maitland, in the Maitland Lumber Company.

From the very beginning this progressive firm of lumber dealers has specialized in quality lumber and builders' supplies of proven merit, and by persistently and always delivering just the character of materials that the specifications called for have they been able to build up a large and profitable business and an unsullied reputation, and the business has been successful from the start. At the end of the first year their constantly growing business necessitated the building of additions to their lumber storage capacity as well as of a large warehouse for builders' supplies, of which they always carry a full and large line.

Last March fifteenth fire destroyed the company's offices and the lumber sheds together with their contents, and immediately two new lumber storage sheds were erected and there was no in-

terruption of the service to the trade. Plans have been perfected for the construction of a new large and commodious lumber shed to replace the one that was destroyed by fire, in which will be embodied every modern feature for the handling of lumber, which will still further improve the well nigh perfect delivery service. During the embargo period the company added more men and delivery equipment and continued to render their customary prompt service.

The officers of the Maitland Lumber Company are E. A. Upmeyer, president, R. A. Wheeler, vice-president, and C. E. Upmeyer, secretary, and the entire organization including the officers is made up of lumbermen, all of whom have had years of experience in both the manufacture and the marketing of lumber, which practical knowledge and experience is all to the advantage of the home-builder. Mr. Upmeyer, prior to coming to Maitland, was manager of the retail dept. of the Putnam Lumber Company in Jacksonville, and for several years previously had been in charge in the United States of Bahamas-Cuban Company, which concern owns and operates mills in the south and large distributing yards in Cuba. Mr. Upmeyer has been a resident of Florida since 1909.

The slogan, "Quality and Service" is more than a high-sounding phrase—it is the outstanding policy of the company, and is coupled with "Courtesy Always," of course, and, as stated in the beginning, spells the instant and constant success of the Maitland Lumber Company.

Bank of Maitland Opened in March

(Continued from page 1)

the entire plant is comparable with the most up-to-date banking institutions even in the larger cities, and is a credit to its designers and builders and the directors and officers of the bank as well as the progressive little city in which it is located.

In operative paraphernalia the bank is equipped with the latest type book-keeping machine and other modern devices necessary to an up-to-date banking house, including steel desks and tables, and in every way is prepared to handle any business entrusted to it in every branch of finance, and has been rendering that sort of service from the start. The opening day saw but a small start in deposits, but each day there way a greater total, the deposits reaching \$85,000 in the first two months, and in every department the business has continued to grow.

Of course the officers and directors of the bank are entitled to much credit for the success it has achieved, but the greater part of the work has been done or directly overseen by "Don" Spain, formerly assistant-cashier at the Union State Bank in Winter Park, and the friends of the bank of Maitland are glad to give "Don" credit for the main performance of the job.

The present officers of the bank are E. A. Upmeyer, president, J. A. Brown, vice-president, and Donald G. Spain, cashier, and the directors are E. A. Upmeyer, S. B. Hill, W. B. Joiner, J. A. Brown, J. H. Hill, C. J. Woodward and Donald G. Spain, all representative business men.

White Way Motor Co. Is New Concern and Needed Business

One of the best business institutions in Maitland and one of the best of its kind in the entire county is the White Way Motor Company, which is comparatively a new concern here.

Mr. John Nelson, the owner and manager, coming to Florida some six years ago from Philadelphia,

Arriving in Orange county Mr. Nelson became associated with the Standard Auto Company, in Winter Park, coming from that concern to Maitland three years later. The building now occupied by the White Way Motor Company Mr. Nelson built last year. It is a substantial structure of white plaster on hollow tile, with large "L"-shaped, two-entrance ground floor room for general automobile repair and service work, the corner in the "L" being occupied by a cafe while the upper floor comprises two very complete and modern seven-room apartments.

Since coming to Maitland Mr. Nelson has built up a very satisfactory business, and as an indication of the character of service he renders, and the way his customers appreciate it, Mr. Nelson has a number of customers he served while with the Standard Auto Company in Winter Park, and because they know and like the kind of work he does, they have continued with him since he came to Maitland, and when they want any work done they drive out to Maitland and have Mr. Nelson do it—and they know it will be done right.

Mr. Nelson is an active member of the Presbyterian church, of the Chamber of Commerce, is a Mason, and has the confidence of the entire community.

Aside from doing general service and repair work on all makes of cars, Mr. Nelson has the agencies for Cadillac, Pontiac and Oakland cars. He is a member of the United Service Association.

Facts About Maitland

Population — permanent 400 (1924 census), winter (500 estimated).

Atlantic Coast Line Railroad. Orange Belt Auto Line. American Railway Express Company. Western Union Telegraph Company. Telephone. Electricity.

Business—Novelty Works, Lumber Supply Company, Small Novelty Factory, Cement Block Plant, Real Estate Offices, Restaurant, Garages, Three Stores.

Social—Four Room School, Library, Parent-Teachers Association, Civic Association, Woodmen of the World, Band, Woman's Club, Boy Scout Troop, Chamber of Commerce, Sunday Schools, Ladies' Auxiliary.

Brown's Store Gives Maitland a Store of The Big City Type

(Continued from page 1)

other departments, there being on either side of the partition special shelving for the reception of merchandise.

The stock comprises large stocks of all the different kinds of merchandise generally carried by the general store, and Mr. Brown specializes in the nationally advertised brands of every kind of merchandise, and by reason of the fact that he believes in the old adage that "the best is none to good," he has a business that requires the employment of four sales people in addition to himself and he is in fact his own best clerk.

The store is equipped with modern shelving, counters and show cases and equipment of every kind, all of the shelving being specially built to accommodate the certain kinds of merchandise kept upon it. In the meat department is found a most modern automatic refrigeration plant, of the Frigidaire type, as well as electric-driven machines of various kinds. All spring scales, in fact all of the equipment and appointments of the store are of the most modern and convenient character, making "Brown's Store," considered by and large, an institution of which any community might well be proud.

The rear portion of the store room, about one-third of it, perhaps, is partitioned off and used for storage purposes, above it being a mezza-nine floor, which is occupied by one of the departments and just in front of the mezzanine, on a raised platform not quite so high, is Mr. Brown's office, where he has the entire store in full view.

Mr. Brown has always been actively identified with the general interests of the town, having served two terms as mayor and now being chairman of the town council. He also is a stock holder and vice-president and director of the Bank of Maitland, is a member of the Chamber of Commerce, a steward in the Methodist church and member of the Boys Scouts Council.

New Building In Maitland

(Continued from page 1)

Faith, Hope and Charity. Mr. Couder has just moved into his new home which contains living room, dining room, kitchen, three bed rooms, terrace and bath.

Mr. Rolland A. Wheeler of the Winter Park Lumber Co., has just completed a very attractive bungalow in Greenwood Gardens, containing five rooms and bath.

One of the most pretentious undertakings is that of the new residence nearing completion in Greenwood Gardens being erected by Mr. W. F. Parker on the Dixie Highway. Mr. Parker, who is an old time builder, is constructing this home for himself which when completed will contain eleven rooms and two baths. There will be a cellar under part of the house providing for a heating apparatus and cold storage. When completed this dwelling will be 100 percent electrified.

The Interstate Realty Co. have erected and are occupying a very attractive and substantial one story office building of Spanish design on Horiato Avenue.

There are quite a number of projects about ready to start, among which will be the New Town Hall, which is to be built facing the

NEW ARCADE FOR MAITLAND

The Herald informed on very good authority that within the next 60 days an Arcade building will be started in Maitland. This building is to be located on the Maitland Commercial Subdivision and will be the first of a series of store buildings which will be erected on this sub-division. The building is to be of stucco and contain about 10 stores. The architect for this building is Mr. C. B. Waterhouse, of Passaic, N. J. Mr. Waterhouse was at one time a resident of Maitland and at the age of 20 he went north and studied architecture. Although past the age limit for military service, Mr. Waterhouse served his country in France during the world war. Mr. Waterhouse is expected to return to Maitland this fall and take up his permanent residence here again. The people of Maitland are looking forward to the return of one of their old citizens and they all feel that Mr. Waterhouse return to Maitland will be a great benefit in every way to the community.

Central Park. This building will provide for the new fire engine, town clerk's office, council chamber and two cell rooms, and will be ready for occupancy about the first of September.

The Maitland Electric Co., has awarded contracts for an addition to their present quarters and expect to spend about \$7000 for improvements.



Maitland Public Library, Maitland, Florida



Residence of K. N. McPherson, Maitland, Florida

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MAITLAND REALTY COMPANY

Six years ago a young man, a native son of Maitland, made an extended trip from Jacksonville the east coast, and saw the beginnings of the development, then in its infancy even at Miami, and undreamt-of in this section of Florida. On his return he looked at Maitland and saw it for the first time as it was then—sleepy, backward, unprogressive, just as it had been for forty years. But he saw more than that. He saw its beauty of lakes and woods, shaded streets and fertile groves, far surpassing any of the attractions of the coast. He looked ahead and saw a vision of what it might become when the development starting on the coast had spread through the rich central section of the state. He shared his dreams with friends, and together they planned for the future, and out of their dreams and plans grew the Maitland Realty Company.

The undertaking being new and its future problematical it had to start in a small way and was organized first in 1921 as a partnership of three, and incorporated in September 1923, with some increase in personnel and capital. For three years the partners devoted their time to organizing the business, developing plans, and promoting the general interests of the town, as they realized that until Maitland developed there was no chance for a real estate business to prosper. The president of the company was for three years mayor of the town and wrote the town ordinances and conducted court in the company's tiny office, furnished with a second-hand typewriter, some odd tables and chairs—an outlay of \$150.00. In 1923 the company moved into a small office back of the post office in the building built by the Maitland Building Association, of which the president of the company was secretary-treasurer. Here the plans for Greenwood Gardens were developed and the business began to prosper until in January, 1925, it was moved into its present office next to the post office on Maitland avenue, where one of the most completely equipped real estate offices in the section is maintained.

With the increase of business the members of the firm have not neglected public interests, but number now among their number of town councilman, two members of the zoning commission, a member of the Board of Governors of Orange County Chamber of Commerce, the secretary of the Orange County Beautification Commission and a member of the Board of Directors of the Orlando Realty Board.

The activities of the firm include general brokerage, the Greenwood Gardens development, all lines of insurance and a complete property care department, including rentals, care of houses and grounds, grove work, fertilizers and insecticides.

Besides the main office in Maitland, the company maintains an attractive well located branch office in the Hamilton Hotel building in Winter Park. In the main office seven people are employed, all of them well versed in their respective lines, assuring customers and clients competent service at all times. As members of the Orlando Realty Board, the Maitland Realty Company can secure for professional appraisals and real estate service of unusual merit. Through correspondents throughout the State and the United States, all members of the National Association of Real Estate Boards, the Maitland Realty Company is in a position to render comprehensive and intelligent attention to any business intrusted to them.

As vision of the future started the business, so wise foresight is guiding it today toward a permanent conservative position in Central Florida. The company's motto "A thought for tomorrow in the sales we make today," tersely sums up a sincere belief in the Realtors Code of Ethics, and by rigidly adhering to the code the Maitland Realty Company aims to make a place for itself in the permanent history of Florida, through its sound policies during the great romance of development now in process of enactment.

Officers of the Maitland Realty Company are: J. H. Hill, president, Forrest B. Stone, vice-president, Anna B. Treat, secretary, and S. B. Hill, Jr. treasurer.

MAITLAND Electric Shop

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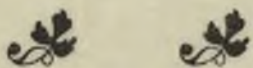
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