

A vintage postcard illustration. On the left, a black signpost with a spherical finial holds a yellow sign. The sign reads 'The Town of Maitland Corporate Limits' in a stylized font. To the right of the signpost, a yellow bridge with a black railing spans a blue river. The background features a yellow sky with stylized clouds and green foliage on the right bank. The entire scene is framed by a blue border.

MAITLAND

ORANGE COUNTY
FLORIDA

The Town
of
Maitland
Corporate
Limits

Issued by
THE CHAMBER OF COMMERCE
January, 1925

THE ROLLINS PRESS
WINTER PARK, FLA.

*M*AITLAND, 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 them still further. The pleasure of country life, quiet, 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, theatre and music found only in large cities.

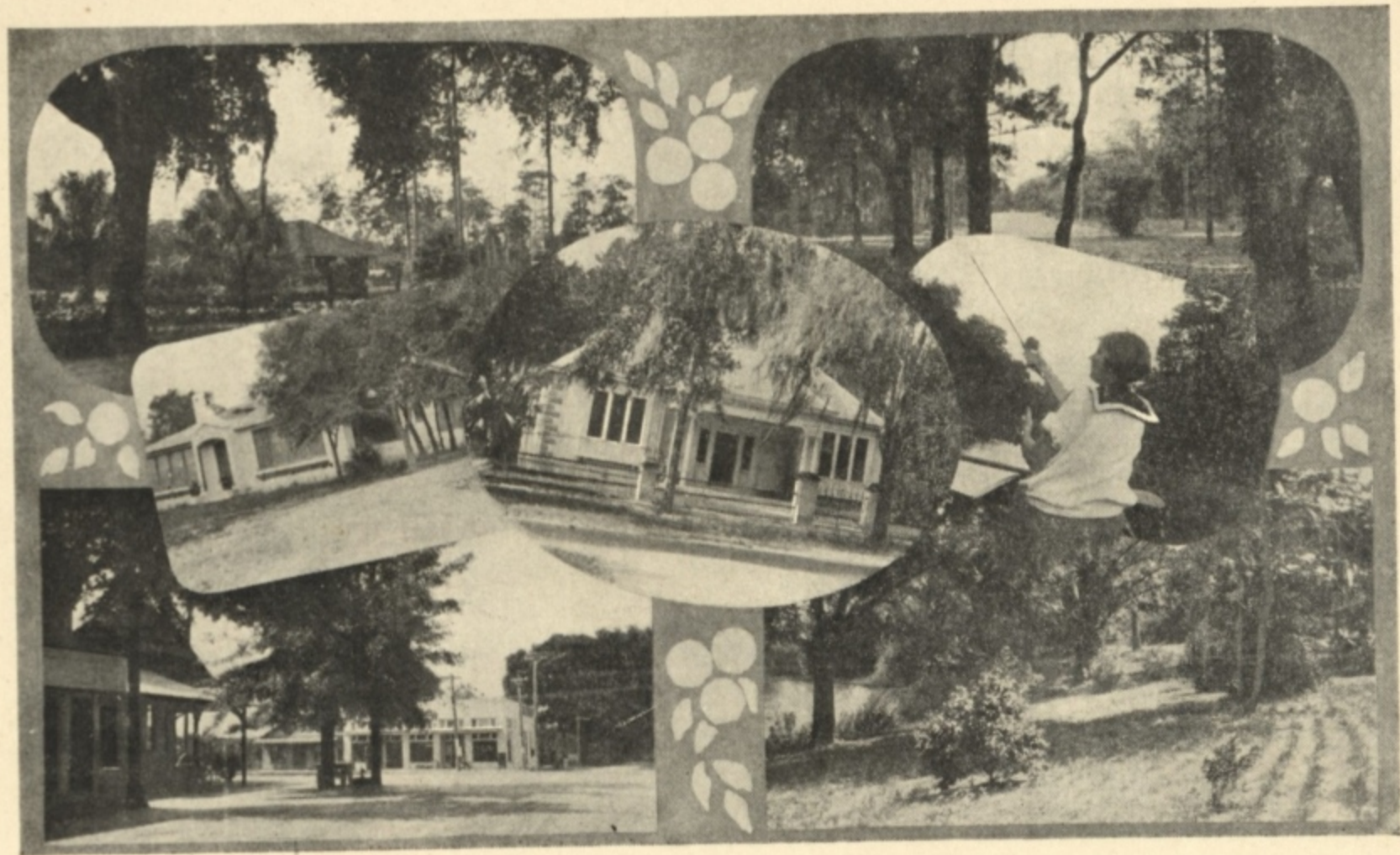


Or, for the man who is working in the city but wishes to bring up his family amid natural and simple surroundings, there is here an opportunity for a suburban home, which besides the benefits already mentioned, offers excellent educational advantages. The Maitland public school, housed in a new building, with modern equipment, 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 Girls' 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, coeducational and interdenominational. 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 one 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.

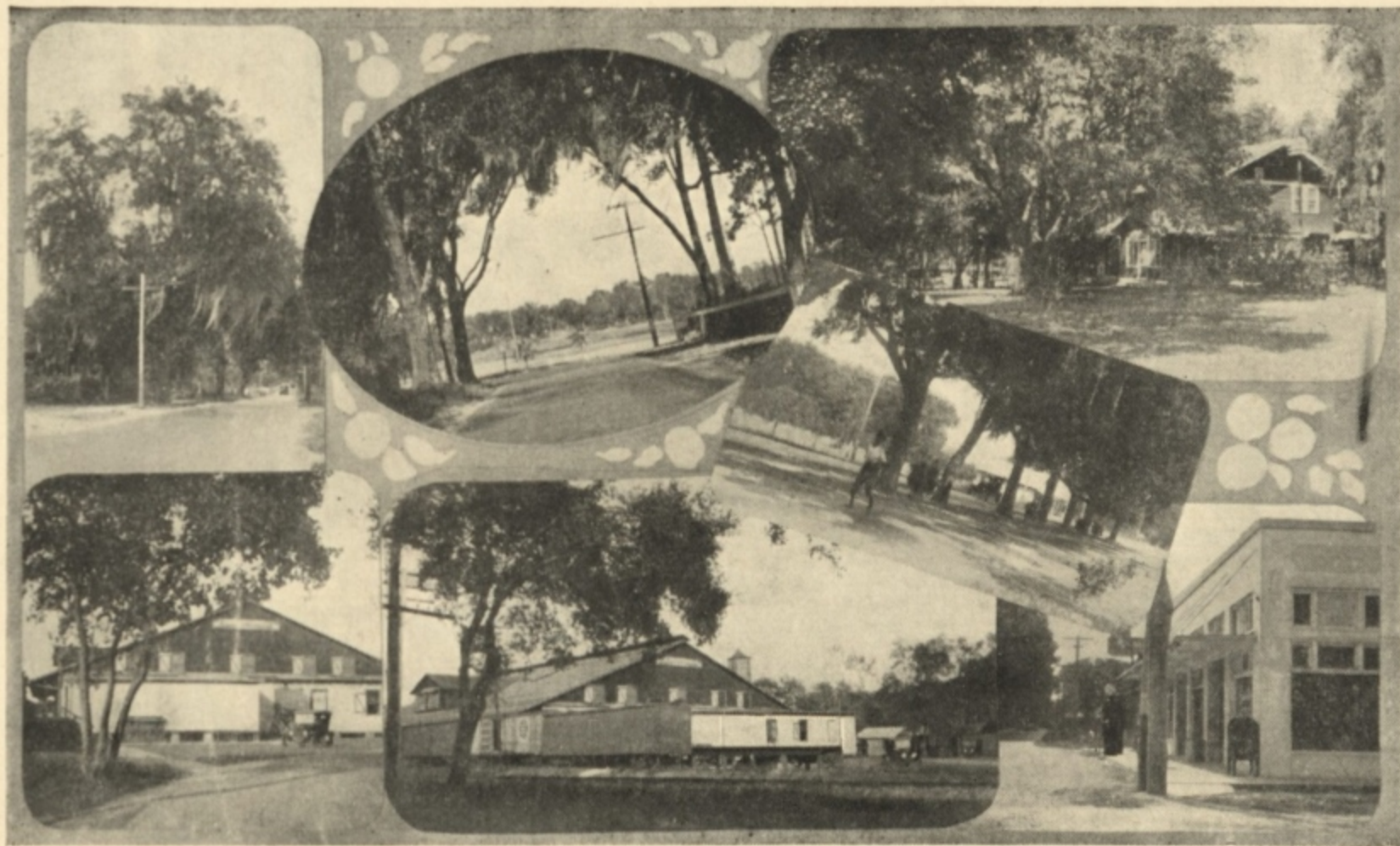
But Maitland has more to offer than beautiful home sites. Both in the town and throughout the surrounding country, the land is of the finest type for citrus culture, as the old groves found on many of the Maitland estates testify. Maitland has one of the largest and best equipped packing houses in the state, which handles the fruit from this territory in a most satisfactory manner. In addition to the citrus land there is along the shores of the lakes and streams some 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



Wonder-
ful Oaks,
Library
and Com-
munity
Center.

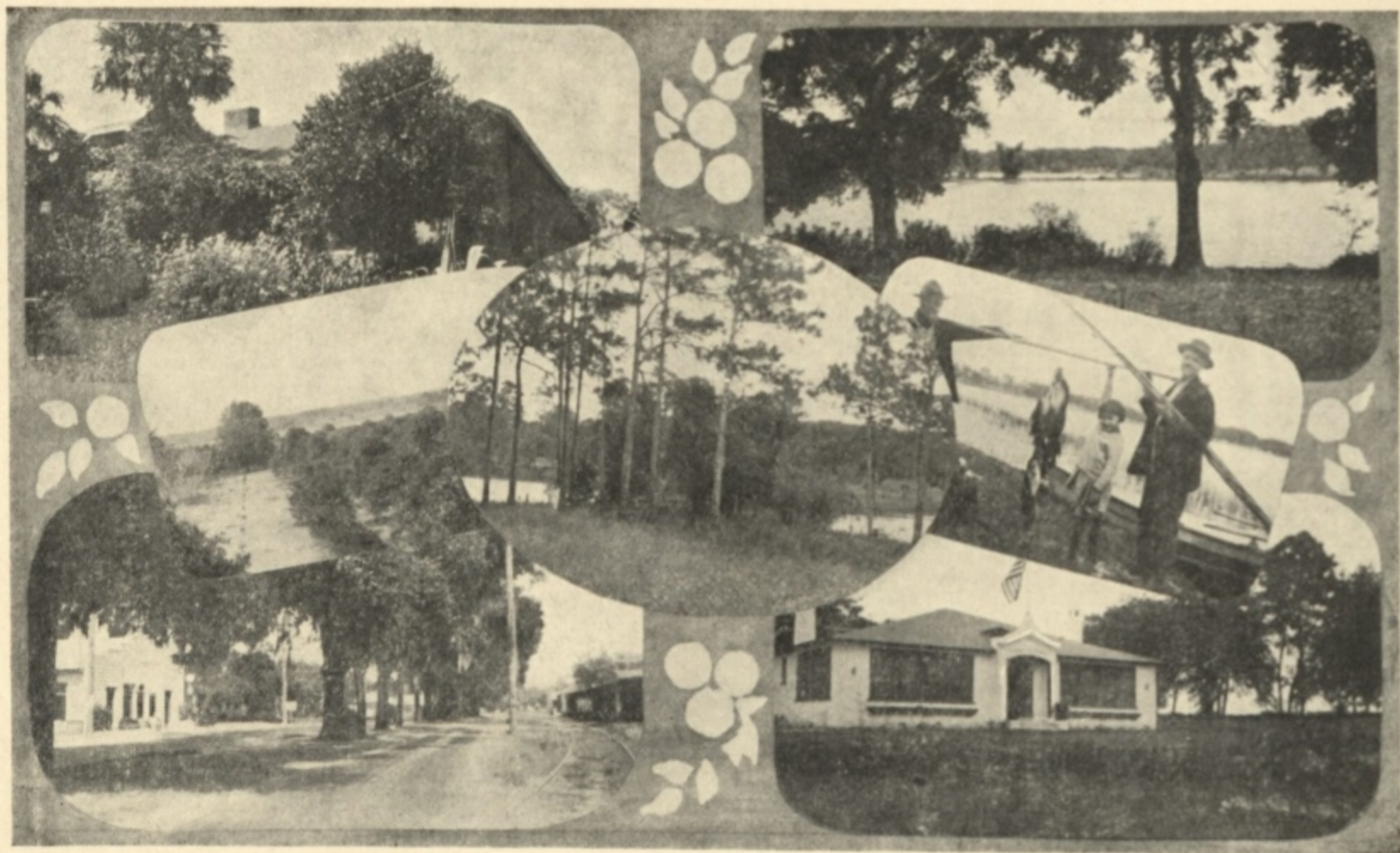
Beautiful
Lake
Front
Homes
and
Estates.





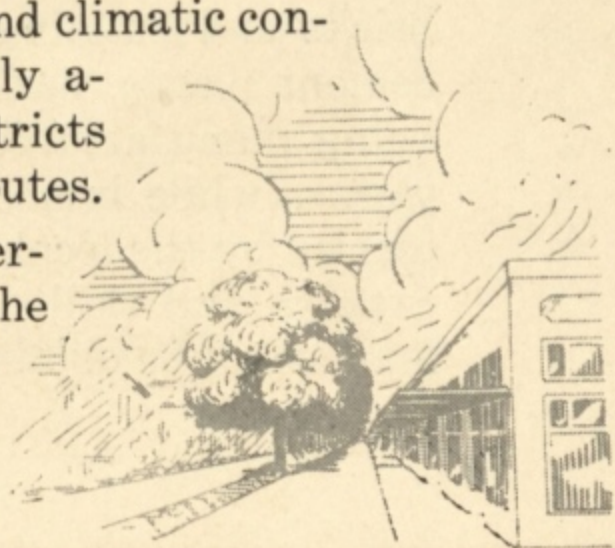
Orange
Packing
House,
Stores,
Paved
Streets.

Homes,
Groves,
Good
School,
Good
Fishing.



fresh vegetables. Good dairy land also can be found in this vicinity, but 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.



It is the ambition of the present citizenry of Maitland to build a dignified and progressive town with a unified community of interest, promoting the best in American citizenship. To this end the town council has appointed a special tax commission, a town planning and zoning commission; a prominent firm of municipal engineers have been employed and are now at work on plans for the proper future improvement and development of a system of town lighting, water, sewerage, paving, and parking. The people of Maitland are at one with the town council in this effort to forward the best interests of the town.

If anything in this booklet appeals to you, if you find here a suggestion of your ideal of a home and a community, write to the

CHAMBER OF COMMERCE.



There is no bank or drug store within twelve miles to the east, ten miles to the west, and eighteen miles to the north. Here is a rich opportunity for an energetic young doctor to establish a rural 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, bricks 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.



Facts About Maitland

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

Third Class Post Office. Two rural routes, serving 60 miles of country.

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

BUSINESS—Packing House, Novelty Works, Lumber Supply Company, Small Novelty Factory, Cement Block Plant, Real Estate Office, Restaurant, Garage, 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 School, Ladies' Auxiliary.

CHURCHES—Episcopal, Methodist, Presbyterian.

Town Government

Incorporation - 1885

New Charter - 1921

City tax rate—12 mills on 50 per cent valuation.

Assessed Valuation—\$618,000.00.

IMPROVEMENTS ACCOMPLISHED:

Dixie Highway, bricked 2 miles through town.

Eleven miles of streets.

Town Planning and Zoning Commission.

City Government run on modern business methods.

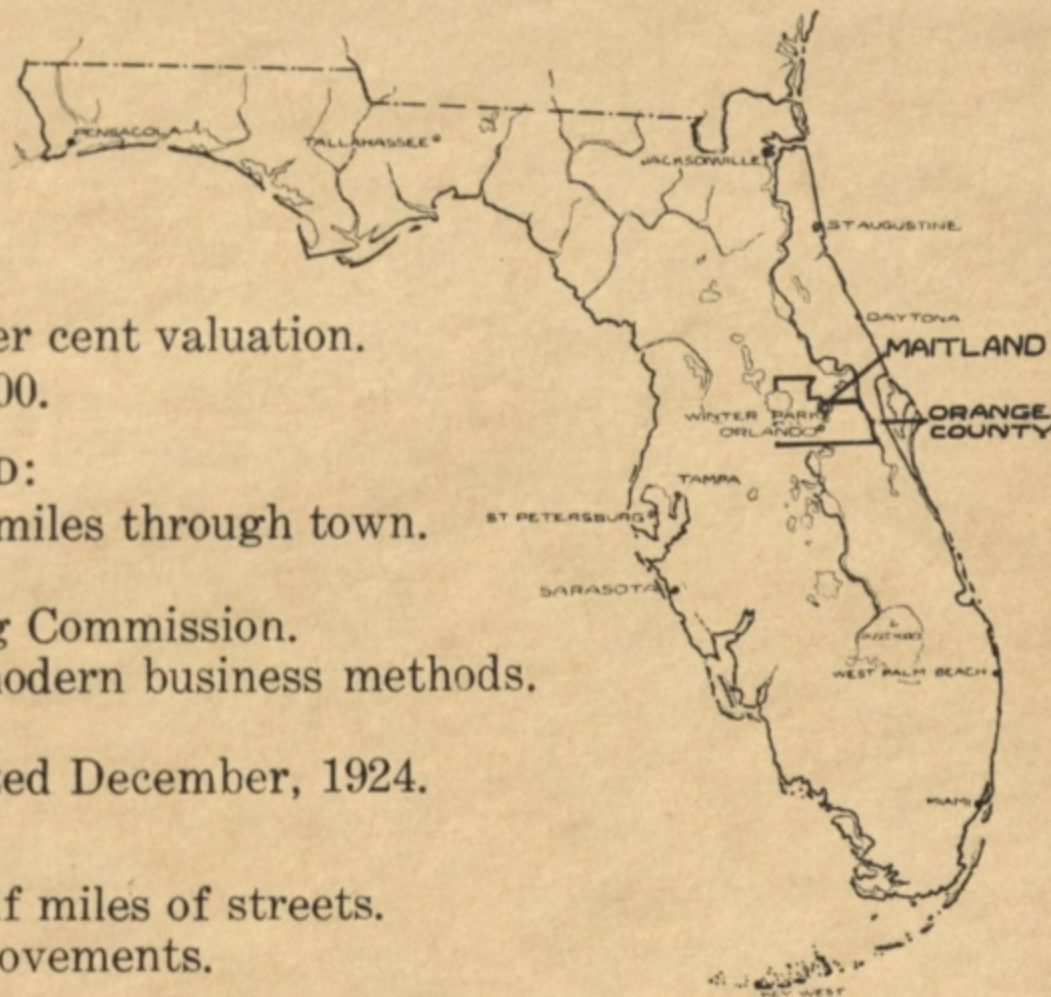
Tax Commission.

\$118,000.00 bonds authorized December, 1924.

IMPROVEMENTS PLANNED:

Paving—three and one half miles of streets.

Central Park. Park Improvements.



J. H. HILL
134 MAGNOLIA RD.
MAITLAND, FLA.