

# THE MAITLAND NEWS

Published Twice a Month by THE MAITLAND REALTY CO., MAITLAND, ORANGE COUNTY, FLORIDA

VOLUME I

APRIL 12, 1926

NUMBER 1

## Greenwood Gardens Opens April 15th

### MAITLAND TO HAVE MODERN FIRE DEPARTMENT

Resolved that immediate steps should be taken to lessen the liability of a repetition of the recent destructive fire which on the evening of March 15 destroyed the buildings of the American Fruit Growers and the Maitland Lumber Company, the retiring Town Council at its last meeting took definite action toward the organization and equipment of a modern fire fighting department by the purchase of a modern automatic fire engine from the Boyer Fire Engine Company of Logansport, Indiana, and 1500 feet of fire hose from the Eureka Fire Hose Company.

The fire engine is mounted on a standard Reo "Speedwagon" chassis, thereby assuring immediate local repair work or replacement of parts in case of accident or breakdown. It is equipped with double chemical tanks so constructed that one can be recharged while the other is in action, thereby assuring a steady and uninterrupted supply of chemicals. The pumps will have a capacity in excess of 350 gallons of water per minute and will throw three one and one-fourth inch streams over a hundred foot high building.

Within the next few days the Council will begin the organization of a volunteer fire department consisting of a chief, two assistant chiefs and nine firemen with an auxiliary organization of alternates to act in case of the absence of any members.

With the placing of hydrants at all the important street intersections throughout the town and of fire plugs around the many lakes, the modern waterworks plant now being installed and the fire fighting apparatus as above outlined, Maitland will have one of the best equipped fire departments of any town of its size in the state.

The Town Council is to be congratulated upon its progressive action in the matter.

### TOWN COUNCIL CLOSES EVENT- FUL YEAR

One of the busiest and most fruitful years of the Maitland Town Council has just come to an end by the installation of the new Mayor and Councilmen on the evening of March 25. At this meeting the outgoing Council composed of Mayor J. A. Brown and councilmen C. J. Woodward, Kenneth N. McPherson, Joseph H. Bennett, E. A. Upmeyer and Albert N. Pettis turned over the affairs of the town to the new Council composed of E. A. Upmeyer as Mayor and J. A. Brown, S. B. Hill Jr. C. J. Woodward, Joseph G. Friedland and F. H. Manning as councilmen.

Among the outstanding achievements of the outgoing Council are the disposal of a \$118,000.00 bond issue, and the subsequent paving of all the principal streets in the town, the dredging and bulkheading of Lily Lake and the purchase and improvement of a new Central Municipal Park; the passage of a \$40,000.00 bond issue and the subsequent installation of a modern and comprehensive water system; the purchase of modern automatic fire fighting equipment and the starting of a modern and efficient fire department; the installation of a White Way two miles long along the Dixie Highway from the south corporate limit to the north corporate limit; the securing of a right-of-way one hundred feet wide through the corporate area for State Road No. 3, thereby assuring Maitland's future by making her the only town on that highway between Sanford and Orlando; and the creating of the officers of resident Town Surveyor and resident Attorney.

The new Council has ahead of it the many propositions confronting all growing towns, but with the co-operation of the townspeople 97% of whom are estimated as being whole heartedly in favor of progress and the record of the past council as an example to emulate, there is every prospect that all problems and difficulties will be met in characteristic Maitland style.

### Sales of Maitland's First Large Residential Subdivision to Start With Formal Opening

The Maitland Realty Company announces today the formal opening of Greenwood Gardens on Thursday, April 15. This development, extending along the Dixie Highway from the north limits of the business district to the northern boundary of the town, is the first large residential subdivision to be offered in Maitland.

The entire development of approximately 150 acres is on high land covered with pine and oak, except for the forty acres in grove. It touches four lakes and has 500 feet of frontage on the Dixie Highway, thus making it possible to offer purchasers a great diversity both in character, location and price.

This development has been in preparation for the past year and there have been a number of pre-development sales, with three residences already under construction, but the Maitland Realty Company who are the developers have not placed the property generally on the market until the plan of the entire development was ready.

The first section extending from Sybelia Avenue north to Marion Way is now platted and ready for sale, and reservations will be taken on the second section comprising all the other land east of the Dixie from Marion Way to the north end of town.

### WISEHAUPT SPEAKS TO C. OF C.

At the fourth luncheon meeting of the Chamber of Commerce on March 25, Howard J. Wischaupt, President of the American Business Lyceum, gave an inspiring talk on community building, which he asserts is possible only through the sincere co-operation and earnest effort of the citizens. Mr. Wischaupt, who has been spending some time in Orlando is most enthusiastic over the opportunities in this section and the possibilities of future development.



## The Maitland News

PUBLISHED TWICE A MONTH  
by the

MAITLAND REALTY CO.

J. H. HILL, *President*

F. B. STONE, *Vice-President*

ANNA B. TREAT, *Secretary*

S. B. HILL, JR., *Treasurer*

### ADVERTISING RATES ON APPLICATION

We have long felt the need of getting in closer touch with the people of Maitland so that we may better understand each other and the things for which we are all striving.

To that end we determined to send out periodically a trade letter or house organ. In considering this idea and talking it over with friends we thought we might enlarge it somewhat and make the publication a community newspaper of more general interest and give our fellow business men an opportunity to reach the townspeople at the same time. Their response to our invitation has been most gratifying and the financial aid thus secured will be a material help in defraying a part of the cost of printing.

Arrangements have been made to publish the Maitland News regularly twice a month. We are sending the paper to members of the Chamber of Commerce, resident and non-resident property owners and others who we think will be interested in news of Maitland's development. We will be glad to enlarge this list by including names of a limited number of your friends who you feel would be interested. It is the hope of the editors that the townspeople will make use of our columns in announcing meetings and reporting items of general and personal interest.

## LOCAL ITEMS

Sentiment regarding the necessity of a hotel in Maitland crystalized at the Chamber of Commerce meeting in the appointment of a committee consisting of R. A. Wheeler, J. H. Hill and S. J. Stiggins to obtain subscriptions for stock for a hotel. \$3000.00 was subscribed immediately, which sum has been increased to \$6,000.00 as we go to press. The site has not yet been selected but tentative plans submitted by architect F. T. Marsh call for a hotel of twenty rooms, with restaurant and offices on the first floor.

A lecture by C. W. Leavitt, noted landscape architect, which was held at the Library on the evening of March 15, was well attended by the representative people of the town. Mr. Leavitt gave an interesting and inspiring talk on city planning, in which the people of Maitland are much interested.

A delightful concert was given by the Jubilee Singers of the Hungerford School at the Hill, Tuesday evening, March 23. The plantation songs and negro spirituals were especially enjoyed by the audience. During the program a collection of over \$25.00 was taken up for the benefit of Hungerford School.

### LOUIS L. COUDERT, INC.

CIVIL ENGINEERS

Land Surveyors

TOWN PLANNING

P. O. Building  
Maitland, Florida

## CALENDAR

Tuesday, April 13.

4:00 P. M. Municipal Office—  
Zoning Commission.

Friday, April 16.

7:00 P. M. Hill School,—Boy  
Scouts.

Sunday, April 18.

10:00 A. M. Sunday School Methodist and Presbyterian Churches.

11:00 A. M. Services, Methodist and Episcopal Churches.

7:00 P. M. Epworth League, Methodist Church.

7:30 P. M. Services, Methodist Church.

Tuesday, April 20.

4:00 P. M. Municipal Office—  
Zoning Commission.

Thursday, April 22.

12:15 White Way Restaurant.  
Chamber of Commerce luncheon.

8:00 P. M. Council Meeting.

### WHITE-WAY RESTAURANT & LUNCH ROOM

F. H. MANNING, Prop.

*Special Chicken Dinner Sundays*



### Mr. Home Builder

Insure the permanence of your building by the use of the best grades of lumber and building materials.

The cost is not more than for the ordinary kind.

We specialize in quality products and quick service.

Phone 1304-M

THE MAITLAND  
LUMBER CO.

Ask for Our Book of House Plans.  
It Is Free



### BOOSTING MAITLAND DAY AND NIGHT MAITLAND GARAGE

M. L. KYLE, Prop.

Phone 1304-W

General Repairing, Vulcanizing Batteries Recharged

Wrecking Car Service

Goodyear Tires & Tubes - Texas Gas & Oil



### Watch the Maitland Well Go Down

A log of the drilling with samples of the core is on display in the window of the Maitland Realty Company.

### Our Insurance Service

Representing some of the oldest and strongest insurance companies in America, the Maitland Realty Company is offering Maitland people competent service in writing practically all kinds of insurance, including:

Fire, Automobile Fire and Theft  
Tornado, Property Damage  
Collision, Burglary  
Plate Glass, Rain, Hail, Public Liability, Fidelity Bond, Live Stock, Accident, Sprinkler Leakage, Automobile Plate Glass

### KINGS

Oranges, Grapefruit  
Tangerines

### FORREST B. STONE

Grower & Shipper  
Maitland, Fla. Phone 1209-W

### MAITLAND ELECTRIC SHOP

J. H. Bennett, Prop.,  
Member Electragists, International  
Electrical Contractor  
All Kinds of Fixtures  
Sepco Heaters - Westinghouse Ranges  
Agent Electric Refrigerators

### Maitland Plumbing Company

C. D. HORNER  
Plumbing, Piping,  
Irrigating, Repairing  
ESTIMATES FURNISHED

### A City Store in a Country Town

Now Located in Our  
New Building

Modern Equipment  
Thruout

Quality, Prices  
and Service  
Not Excelled in  
Orange County

### J. A. BROWN

Telephone 1310-R  
MAITLAND - FLORIDA

### LOIS L. HAILE

Public Stenographer  
Notary Public



### Inter-City Realty Co.

Real Estate Brokers  
MAITLAND - FLORIDA

Phone Winter Park 1310-J

### EVERYTHING IN REAL ESTATE

We have the exclusive listing on the most beautiful Lake Front Properties in Maitland.



## BANK OF MAITLAND

A Local Bank  
For Local People

Your Home Town Comes First  
Patronize its Stores and Industries

E. A. UPMEYER, Pres.

J. A. BROWN, V.-Pres.

DONALD G. SPAIN, Cashier





## MAITLAND! FIRST, LAST, AND ALL THE TIME!

The Bank of Maitland, our newest business institution, is demonstrating a fine spirit in promoting co-operation and a "trade-at-home" spirit, as evidenced by their mailing to patrons a card bearing the following message:

Do you realize that when you spend a dollar away from Maitland that dollar is forever lost to the Town? It is gone, and will never return.

On the other hand, when you spend your dollar in your own town it continues to do its part in the development of the town. It gives the merchant with whom you spend it his profit, it goes to the bank. The bank makes a profit off that dollar by lending it to someone else in the town who, in turn, makes his profit by making good use of that dollar. Do you see the difference?

Your local merchants can probably give you the same goods you may be getting elsewhere, and at the same price.

Remember that every dollar you spend at home is **not** a dollar lost, but one that goes on doing its duty in building up the town.

We wish to take this opportunity to thank you for the business you have given this institution, and to assure you that we will do our best to merit a continuance of your patronage.

**BANK OF MAITLAND.**

The annual meeting of the Needlework Guild was held at Under Oaks on last Monday afternoon. A report was made of the work done by the Maitland Auxiliary during the past year as well as the garments turned in by the members of the Guild. The absence of Mrs. L. P. Bronson, who has been president since the beginning of the Branch twenty-seven years ago, and is now suffering from a serious fall, was deeply felt by all present.

## Our Home People

*They Deserve The Best*

Homes are the basis of American independence and prosperity, and nowhere else in America do we find a finer home community than Orange County, Florida, nor a finer suburban town than Maitland.

On April 15th will be opened to the public the first section of Greenwood Gardens, Maitland's beautiful homesite development. Two years have been spent in planning this community for our home people. During this time little has been said of Greenwood Gardens, but no expense has been spared in securing the counsel and services of experts in landscaping and modern subdivision engineering, with the result that every homesite in Greenwood Gardens, while maintaining and emphasizing the beauty of its own natural setting, has been provided with every facility and convenience of the modern suburb.

We invite you to investigate these modern homesites and see for yourselves the advantages of living in Greenwood Gardens. For those of our townspeople who want a real home of their own we have a plan that will help you get it **NOW**.

Lots are all ample and well located. Prices are reasonable. We are giving special generous discounts to those who choose their homesites now and assist us in building up Maitland's first complete residential suburb.

**YOU** want to know about **ANY** good thing for Maitland.

Ask us to explain—

# GREENWOOD GARDENS