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# THE MAITLAND NEWS

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

VOLUME I

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NUMBER 2

## MAITLAND PLANS BIG THINGS FOR 1926

### GREAT INCREASE IN BUILDING PERMITS

The following comparative table of building permits for Orlando, Winter Park and Maitland, issued in 1925 and 1926 will give some idea of the increase of business during the past year. These figures are good only for purposes of comparison, as the amounts entered in building permits fall far below the actual cost of construction.

#### ORLANDO

April, 1925, \$393,930.00; April, 1926, (to 19th only), \$537,595.00.

#### WINTER PARK

January, February and March, 1925, \$87,000.00; January, February and March, 1926, \$468,000.00.

#### MAITLAND

Year, 1925, \$83,225.00; To April 19, 1925, \$23,175.00; To April 19, 1926, \$54,050.00.

### AUTO-TAG SLOGAN CONTEST ANNOUNCED

Mr. L. L. Coudert, president of the Maitland Chamber of Commerce has offered a cash prize of \$5.00 for the best slogan for the town of Maitland. The following rules govern the contest:

1. The slogan may be of one or more words, but must contain not more than fifteen letters in all.

2. All slogans must be in the hands of the secretary, E. T. Owen, on or before Tuesday, May 4.

Already submitted are:

Gate City.

City of Wisdom.

City of Kindness.

Town of Lakes.

Best of Towns.

City of Orange.

A Beauty Spot.

A Growing City.

### AMERICAN FRUIT GROWERS TO BUILD NEW PACKING HOUSE

We are glad to be able to announce with the authority of Mr. Frank L. Skelly, manager of the American Fruit Growers, that the company will open in Maitland a new and up-to-date packing house completely equip-

### WATER STRUCK IN MAITLAND WELL

After three weeks continuous drilling, water was struck in the Maitland municipal well on April 16, at a depth of 410 feet, with a flow of 299.86 gallons a minute. This is the full capacity of our pumping outfit, and it is estimated that the well could furnish over 600 gallons a minute with a stronger pumping outfit. The water stands at 26 feet three inches and is lowered 15.53 inches under constant pumping, rising again to 28 feet in one minute after the pumping ceases.

The drilling for the first 100 feet was rapid, there being sand for 45 feet, then a mixture of shell, gravel, mud and sand to a depth of 70 feet, after which all trace of sand was lost and there was pure gumbo mud. In the second stratum an interesting collection was found of shell, star fish, sharks teeth and other sea objects.

At 96 feet rock was struck, first two feet of black rock, with a one foot cavity of water above the limestone stratum which has continued in varying degrees of hardness down to the full depth of the well.

A fifteen inch pipe was driven down 105 feet 6 inches, entering the limestone and sealing off the first cavity as it contained surface water. Two other water pockets found in the limestone feed into the well augmenting the main supply. Through the limestone there is no pipe necessary, the sides of the fifteen inch drill being formed by the rock itself.

The water is soft, clear and tasteless, apparently free from mineral deposits.

Samples have been sent to Tallahassee for analysis and testing, and it is expected that the full report will be ready before we go to press.

ped with modern machinery in time for next year's citrus season. All residents and well-wishers of Maitland will realize the importance of this announcement, as the loss of the packing-house would be a serious blow to our prosperity.

### Mayor Outlines Plans of Council for Coming Year

Mayor E. A. Upmeyer, at the Municipal Reception, gave a resume of the work of the Council during the past year and outlined the proposed plan of work for the coming term. According to this plan the chief work of the Town in addition to regular routine work will fall under the following heads:

Completion of the initial paving project, including all streets for which the town bonded last year.

Contracting for new paving on the special assessment plan, for which a number of petitions have been accepted.

Institution of a program of sidewalk construction.

Completion of the waterworks project.

Installation of a system of street cleaning and garbage removal.

Beautification of Lily Lake.

Improvement of the central park.

Proper upkeep of the cemetery, including the installation of a water system and a plan for perpetual upkeep.

Codification of the town ordinances and printing of same.

Securing abstracts and perfecting title on all lands owned by the town.

Construction of a new town hall. Organization of a volunteer fire department.

This is an ambitious program, but considering what has been already accomplished and the personnel of the town officials, there is every reason to believe that it will be done and well done, provided every citizen gives his full support and assistance.

### MAITLAND JOINS IN RADIO PROGRAM

Maitland was represented in the Orange County radio program, broadcast by WDBO on April 21, by Miss Eleanor Upmeyer, who sang "A Little Pink Rose" and "Gray Days."



## 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

### WHAT MAKES A GOOD SUBDIVISION?

Any land can be subdivided, in fact so can water, but there are certain fundamental requirements for a GOOD subdivision, which in our limited space we can barely mention. These fundamental requirements should, however, be carefully considered by anyone considering investment in a residential lot particularly.

First there is location. Is the land suitable for the purpose? If it is to be a residential community it should be close enough to the business center to be accessible by good roads and sidewalks. It must be high and dry and not exposed to objectionable smoke, smells and noises. It must be "fit to live in."

Second there must be comprehensive plan for streets, park areas and properly located homesites. Every lot should be so planned as to be available for a home of beauty and comfort. Every lot should have a pleasant outlook on its neighbors.

Third, to preserve this plan and perpetuate the desirability of the community there must be restrictions wisely drawn and adequately administered. They must be written into the deed—a covenant with the developer, your neighbors and yourself—before you build your home, and not wished for afterward.

Fourth, a subdivision must be adequately

financed to ensure the carrying out of the promises of the developer and to assure you of the future home your family has a right to expect. Your title must be good, and you must have a pride in saying, "I live in Such-and-Such Heights, So-and-So are the developers. If you are looking for a homesite, go to see them they will treat you right."

Fifth, you should expect your modern good subdivision to have wide and properly paved streets, permanent curbing, drainage and sidewalks, water and electricity available to every lot, preferable on the back lot lines, street lights and a complete system of beautifully landscaped parkways with abundant shade trees.

### COUNCIL DISPOSES OF \$40,000.00 WATERWORKS BOND ISSUE

At the meeting of the Town Council on Thursday, April 15th, waterworks bonds in the amount of \$40,000.00 were sold to the highest bidder, Wright-Warlow & Company of Orlando, Florida. It is understood that a very satisfactory price was obtained for these bonds, higher in fact than that obtained by many other Florida cities in the past few months.

"I hear you went to see Artists and Models. How was the drawing?"  
"Fine, the house was packed."

### LOUIS L. COUDERT, INC.

CIVIL ENGINEERS

Land Surveyors

TOWN PLANNING

P. O. Building

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General Repairing

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Wrecking Car Service

Goodyear Tires and Tubes

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### CALENDAR

Sunday, 10:00 a. m.—Sunday school, Methodist and Presbyterian churches; 7:00 p. m., Epworth League, Methodist church.

First and third Sunday—11 a. m. and 7:30 p. m. services, Methodist church.

Second and fourth Sunday—11 a. m. and 7:30 p. m. services Presbyterian church.

Tuesday, 4:00 p. m.—Municipal office, zoning commission.

Wednesday, 3:00-6:00 p. m.—Library open.

Second and fourth Thursday, 12:15 White Way Restaurant—Chamber of Commerce.

Fourth Thursday, 8:00 p. m.—Council meeting.

Friday, 7:00 p. m., Hill School—Boy Scouts.

### 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.

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Ask for Our Book of House Plans.  
It Is Free





## Where Men Are Men

"Abie, your shirt tail iss out."  
 "Out? Vere iss it out?"  
 "Out vere the vest begins."—Conglomerate.

## Greetings

TO THE  
 MOTOR DRIVING PUBLIC  
 FROM THE

**White Way Motor Co.**  
 Maitland

We are here with a WILL to do, equipment to do WITH and know HOW. You always get a bargain when you get the BEST. Can wash your car CLEAN. Grease all but the cushions.

Have TIRES, TUBES and other ACCESSORIES. We estimate your job and stand by it.

Would like to have you call.

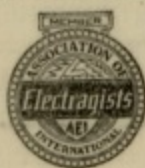
Phone 1204-W

JOHN NELSON      W. A. MANNING

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house  
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Iron  
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We sell Electric Hot Water Heaters, Ranges and Refrigerators

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Plumbing, Piping,  
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Quality, Prices  
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**LOIS M. HAILE**

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**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



**MRS. LIDA P. BRONSON**

In the death of Mrs. Lida P. Bronson, who passed away on April 24, Maitland has lost one of her most honored citizens. Mrs. Bronson was one of the earliest winter residents of Maitland, having come here with her husband, N. S. Bronson, from Marquette, Michigan, in the early eighties. In 1887, they built the present residence on the shores of Lake Maitland, and have spent their winters here ever since. After her husband's death, Mrs. Bronson has spent more and more time here, the past five years having made Maitland her permanent residence.

Mrs. Bronson was interested in all the activities of the community. She founded the Maitland Branch of the Needlework Guild twenty-seven years ago and has been president ever since. In spite of failing health, Mrs. Bronson has shown an interest and understanding in all matters that pertain to the progress and advancement of the town that makes her death a real loss to the community at large as well as a grief to those who knew her personally.

**MAITLAND RESIDENT MAKES  
SPEECH AT REALTY BOARD  
BANQUET**

Maitland was highly honored by being asked to furnish the chief speaker at the annual banquet of the Orlando Realty Board, on April 15, at the Angebilt. Mr. Harold Peet spoke on the relation of education to the promotion of world peace, following talks by Dr. Hamilton Holt, Karl Lehmann and Carl Hunt. Other Maitland people present at the banquet were Mrs. Harold Peet, Mr. and Mrs. J. H. Hill, Mr. and Mrs. C. N. Beecher, Mr. and Mrs. R. A. Wheeler, Miss Anna B. Treat, S. B. Hill, Sr., and Forrest B. Stone.

**MUNICIPAL RECEPTION WELL  
ATTENDED**

Some two hundred citizens of Maitland attended the municipal reception given by the Chamber of Commerce to the members of the Council on the evening of April 9. After the reception there was a program of music and dancing, Mrs. Thompson leading in old-fashioned dances. In the receiving line were Mr. and Mrs. Coudert, Mr. and Mrs. Upmeyer, Mr. and Mrs. Woodward, Mr. and Mrs. Bennett, Mr. and Mrs. Friedland and J. A. Brown.

## Where Do You Live?

Act now, and you will be proud to answer: "In GREENWOOD GARDENS," where my family enjoy the beauty, vigor and health of the country with the conveniences and advantages of the city; where our investment is safe in permanent character as well as in dollars and cents."

GREENWOOD GARDENS offers protected homesites—your children will grow up in an atmosphere of beauty and refinement among good neighbors. Playgrounds and shady streets, water-sports and the great out-of-doors will all contribute to the health and happiness of your family in GREENWOOD GARDENS.

Conveniently located near the main arteries of travel, with wide streets, with schools and churches and shopping district within easy walking distance, a lot in GREENWOOD GARDENS makes your purchase an investment in happiness.

If you can build now, you may have the help of our generous discount to builders. If you want to secure your choice of a future homesite, you may buy now at development price, getting a beautiful carefully planned building site on a cash payment as low as \$270.00, paying the balance monthly, if you wish, with your other bills. For those who have saved money to purchase a lot and want to pay cash we make a special discount or terms to suit your convenience.

You don't have to build now, but you should get your lot without delay. Real estate is the safest and wisest investment for your family funds.

Ask us about it today!

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