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Compliments of Orlando Chamber of Commerce, Orlando, Florida

Orlando, Florida

"The City Beautiful"

AREA—Twelve square miles—7,770 acres.

LOCATION—Florida's largest inland city. Near the center of the state, 111 feet above sea level. Airline distance to the Atlantic Ocean, 50 miles. Airline distance to the Gulf of Mexico, 78 miles.

POPULATION—Increased from 3,800 in 1910, to 27,330 in 1930. Estimated tourist population, 15,000. Trading area includes a radius of 60 miles. Trading population, 1930 census, 256,096.

CLIMATE—Orlando is in the same Isothermal zone as Madeira Islands, Sicily, Egypt, Palestine and southern China.

Records show that the sun shines nearly every day in the year. Average rainfall over a three-year period of 56.7 inches.

TEMPERATURE—Winter temperature, three-year average, 60.0 deg. Summer temperature, three-year average, 81.4 deg. Yearly temperature, three-year average, 71.8 deg. Average yearly temperature for the United States is 70.0 degrees. Average wind velocity six to ten miles per hour.

TRANSPORTATION—Orlando is within 30 hours' travel by train to 75 per cent of the Nation's population. The Atlantic Coast Line and Seaboard Air Line Railroads operate frequent passenger trains. Orlando has five radiating bus lines, and double daily airplane service.

CITY TRANSPORTATION—The Orlando Rapid Transit Company operates bus lines throughout the city. Rate of fare ten cents.

TELEPHONE—Orlando has the fifth largest Telephone Exchange in Florida. The building owned and occupied by the Southern Bell Telephone Co. is equipped with the latest telephone devices. The dial system was installed November 6, 1926. \$1,750,000 is invested in the Orlando Exchange.

NEWSPAPERS—The morning Sentinel and Evening Reporter-Star both publish a daily and Sunday newspaper.

CHURCHES—Orlando has 48 churches—almost every denomination is represented—with more than 17,000 members. Total value of church properties, more than \$3,500,000.

PUBLIC SCHOOLS—Orlando has eleven public schools, high school, two junior high schools and eight graded schools for white children and one high and one graded school for negro children.

Eight private schools. Orlando Senior High School is on the accredited list. The total valuation of school properties is \$3,000,000.00.

PUBLIC LIBRARY—Orlando has a free Public Library with 60,000 books. More than 1,000 persons use the library daily. Number of books loaned in 1926, 213,302; in 1931, more than 300,000. A staff of six people are employed.

HOTELS AND APARTMENTS—Orlando has 38 hotels with a total of 1,875 rooms, and 92 apartment houses with a total of 750 apartments.

THEATRES—Orlando has three theatres with seating capacity for 3,250 persons, a Municipal Auditorium seating 3,300 and the Memorial High School Auditorium seating 1,100. All theatres are motion picture houses, one of these features special road attractions.

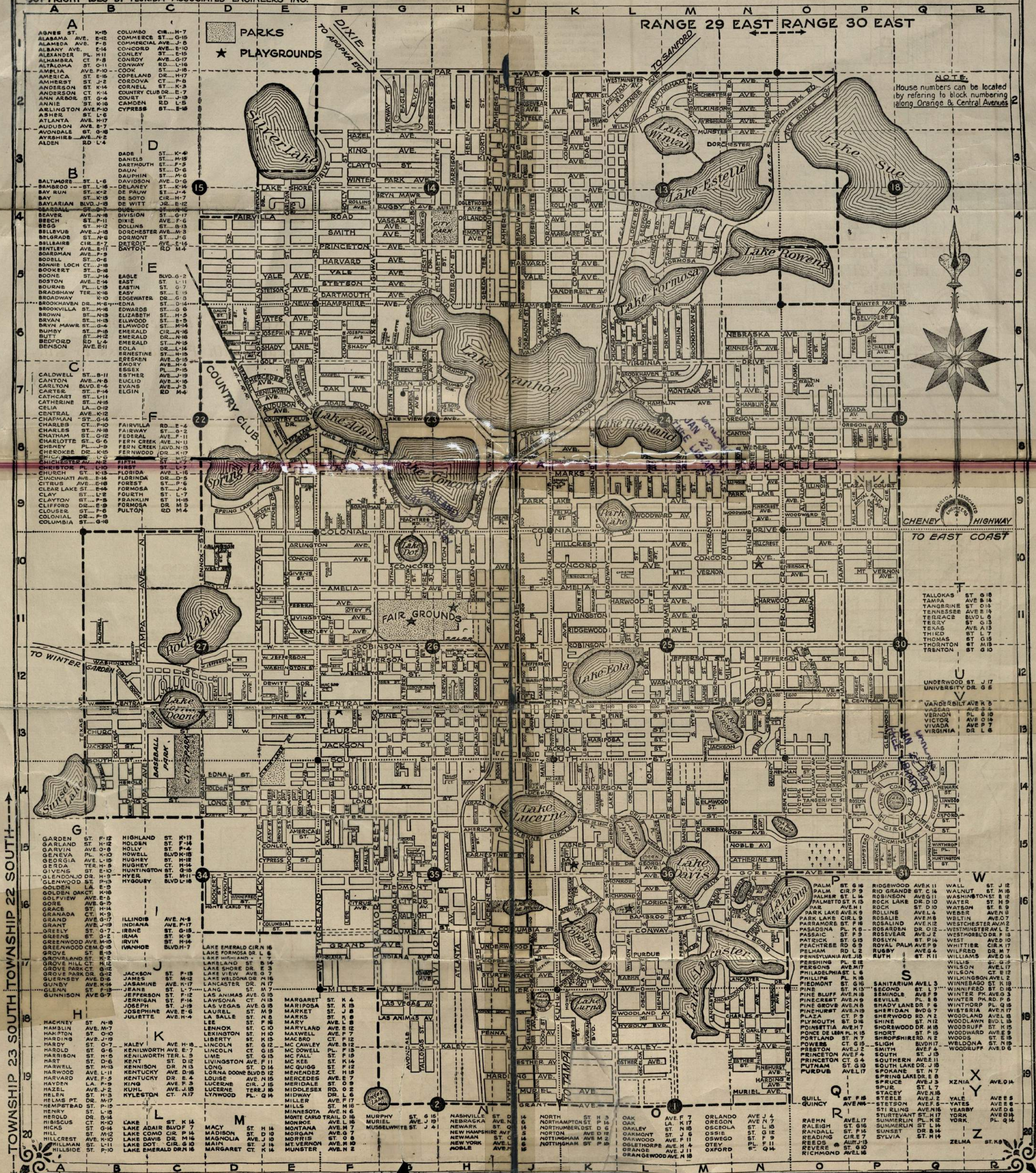
TAX RATE—The Tax Rate within the city limits of Orlando is 14 mills. Taxes are based on 100 per cent of the valuation of property.

WATER SUPPLY—An inexhaustible supply of pure, soft water from spring-fed lakes furnishes Orlando with good water for all purposes. Orlando has 159 miles of water mains and over 7,193 water meters in use January 1, 1932.

GAS SUPPLY—The Florida Public Service Company furnishes gas for domestic and commercial use. Rates are as low as any city in Florida. There were 7,493 meters and 79 1/2 miles of gas mains in use January 1, 1932. This company supplies electricity to all towns in Orange County. The gas and electric plants of this company are valued at \$1,750,000.

BUILDING PERMITS—During the year 1931 there were 786 permits representing a total expenditure of \$203,835.00.

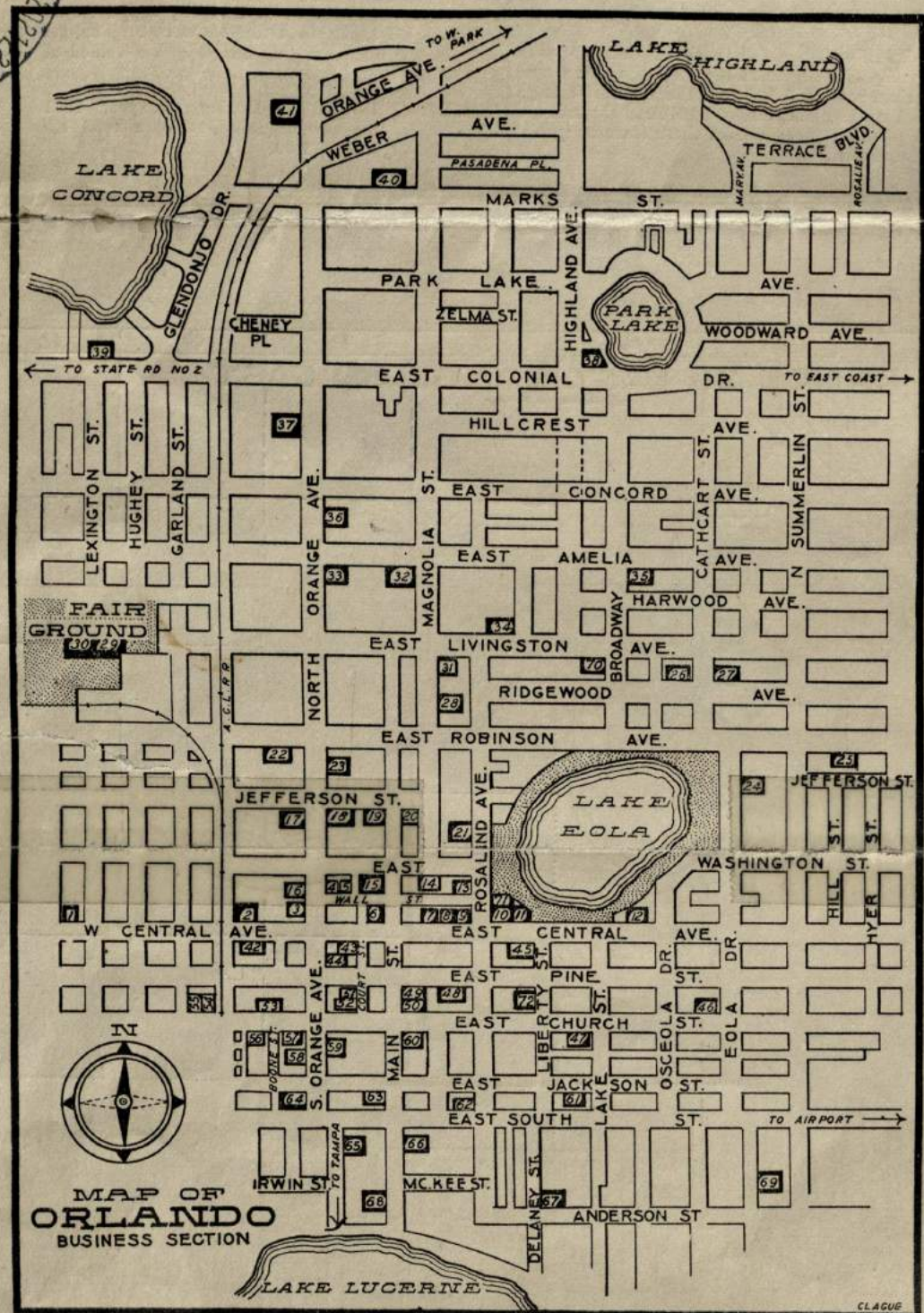
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ORLANDO, FLORIDA

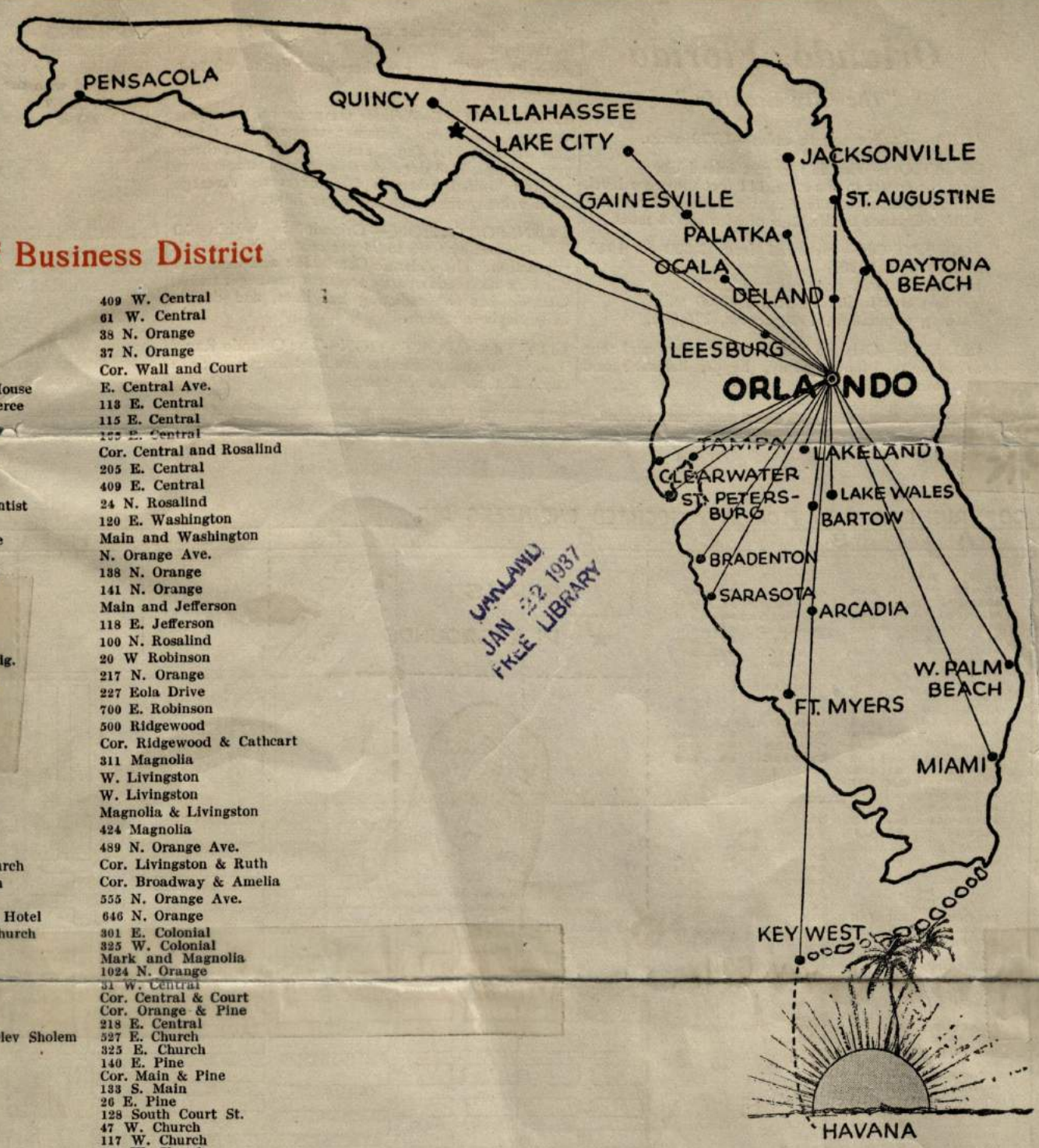
"The City Beautiful"

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Key to Map of Business District

- 1-Roberts Hotel
- 2-S. A. L. Rwy. Station
- 3-San Juan Hotel
- 4-Angebilt Hotel
- 5-Bus Terminal
- 6-Old Orange County Court House
- 7-Orlando Chamber of Commerce
- 8-Salvation Army
- 9-Albertson Public Library
- 10-Unitarian Church
- 11-Masonic Temple
- 12-Elks Home
- 13-First Church of Christ Scientist
- 14-Summerlin Hotel
- 15-Orange County Court House
- 16-Beacham Theatre
- 17-Jefferson Court Apt. Hotel
- 18-University Club
- 19-St. Luke's Cathedral
- 20-First Christian Church
- 21-Memorial Jr. High School
- 22-Orlando Fraternal Club
- 23-St. James Catholic Church
- 24-Orlando College of Music
- 25-Senior High School
- 26-St. James School
- 27-Central Christian Church
- 28-Osceola Hotel
- 29-Sunshine Park
- 30-Municipal Auditorium
- 31-Orlando Vocational School
- 32-Wyoming Hotel
- 33-Avalon Hotel
- 34-First English Lutheran Church
- 35-Broadway Methodist Church
- 36-Ft. Gatlin Hotel
- 37-Colonial Orange Court
- 38-Park Lake Presbyterian Church
- 39-Amherst Apt. Hotel
- 40-Marks Street School
- 41-American Legion Home
- 42-Empire Hotel
- 43-Post Office
- 44-Ritz Theatre
- 45-Cathedral School
- 46-Congregation Synagogue
- 47-Orlando Christian Church
- 48-Duke Hall Hotel
- 49-First Baptist Church
- 50-Tremont Hotel
- 51-Acadie Hotel
- 52-Orange Hotel
- 53-Rialto Theatre
- 54-Pearl Hotel
- 55-Bristol Hotel
- 56-Pilgrim Hotel
- 57-Orland Hotel
- 58-Fraternal Bldg.
- 59-Astor Hotel
- 60-First Presbyterian Church
- 61-Westminster Presbyterian Church
- 62-St. James Hotel
- 63-First Methodist Church
- 64-City Hall
- 65-Young Woman's Community Club
- 66-Lucerne Hotel
- 67-Christian and Mission Alliance Church
- 68-Y. M. C. A.
- 69-Cherokee Jr. High School
- 70-Reformed Presbyterian Church of Conv.
- 71-Rosalind Club of Orlando
- 72-Sorosis House



ORLANDO, The Heart of Florida,
Beats With Friendliness to All.

