

# ORLANDO

THE CITY BEAUTIFUL, said by artists of world renown to be the world's most beautiful resort city, is Florida's largest inland center, the County Seat of Orange County in the heart of the citrus and truck gardening region of the State.

INDUSTRIES choose Orlando because of its natural resources. Here are located fifty types of industry; among those distributing nationally are citrus packing, shipping and canning plants. Citrus and vegetable crops were recently valued at from 7 to 10 million dollars annually, and 25% of the entire citrus and truck produce from the State goes out from Orange County.

POPULATION: Orlando's population is approximately 31,000, augmented annually by 25,000 to 30,000 winter visitors.

LOCATION: Situated in the approximate center of the Florida Peninsular, Orlando is the center of the good roads system of the State. Six main highways lead from the city. Any city in Florida can be visited in a day's motor run; 40 miles from the Atlantic, 60 miles from the Gulf. Altitude 111 feet.

AREA: Covering an area of 12 square miles, Orlando has 200 miles of paved streets and 500 acres in public parks. Within the city limits are 33 lakes. Streets and parks are tree-shaded, and beautified with shrubs and brilliant flowers.

SCHOOLS: Orlando's 11 public schools, fully accredited, include 8 elementary, 2 Junior High and one Senior High School. No tuition fee is charged children of winter visitors. A vocational training school, several business colleges and numerous private and semi-private schools further care for the education of Orlando's youth.

CHURCHES: Sixty churches represent all denominations.

LIBRARIES: The Albertson Public Library of 70,000 volumes is housed in one of Orlando's most beautiful buildings, which with its equipment represents an investment of \$300,000. There are several small lending libraries.

HOSPITALS: Two large hospitals and several semi-private sanitariums have modern equipment, including X-Ray, and operating rooms, with laboratory technicians and trained dieticians.

CLIMATE: Orlando has a most equable climate, with a year-round general average temperature of 74 degrees; winter, 64.9 degrees; summer, 79.7 degrees. Average rainfall is 56.6 inches, during an average of 114 days, mostly in the summer months, when most needed. Average relative humidity is 57.35.

TRANSPORTATION: The Atlantic Coast Line and the Seaboard Air Line railroads serve Orlando. Florida Motor Lines, serving Orlando and vicinity, connects in Jacksonville with the Greyhound Lines. Clyde Mallory Lines, and Merchants and Miners maintain local offices, and in addition there are several steamship agencies. Orlando has splendid air transportation, being known as the

# ORANGE COUNTY LIBRARY SYSTEM ORLANDO

air capital of Florida. There are 13 transfer companies in the city.

AIRPORT: The Municipal Airport includes 160 acres, with modern port facilities for both commercial and private aircraft. Each winter season military aircraft and many strictly private and sportsmen's cruisers owned by wealthy pilots are guests of the Field.

BANKS: Banking institutions include the Florida Bank at Orlando, the First National Bank at Orlando, and the Morris Plan Company of Orlando.

POST OFFICE: Orlando has a modern Post Office building. Air Mail service includes two daily mails, North and South, both East and West Coasts being included in the route. A 24-hour service is maintained.

NEWSPAPERS: Two daily newspapers serve Orlando, maintaining 4 A. P. wires and 2 U. P. wires, and having an A. B. C. average of 15,000.

UTILITIES: Light, power and water are furnished to the City of Orlando by municipally owned plants under control of the Orlando Utilities Commission. Water comes from protected spring-fed lakes, pure and soft as rain-water. Gas is supplied from the Florida Public Service Company.

TELEPHONE AND TELEGRAPH: Orlando is served by Western Union, Southern Bell Telephone and Telegraph Company, and Postal Telegraph and Cable Company.

RADIO BROADCASTING FACILITIES: Orlando's broadcasting station, WDBO, operates day and night and is served by Columbia Broadcasting System.

HOUSING FACILITIES: Modern commercial and tourist hotels, apartments, and pleasant homes, are offered visitors.

CULTURE: Orlando is culture-conscious. Music and art are encouraged. Teachers of national repute are available. The Orlando Art Society meets in the Chamber of Commerce building.

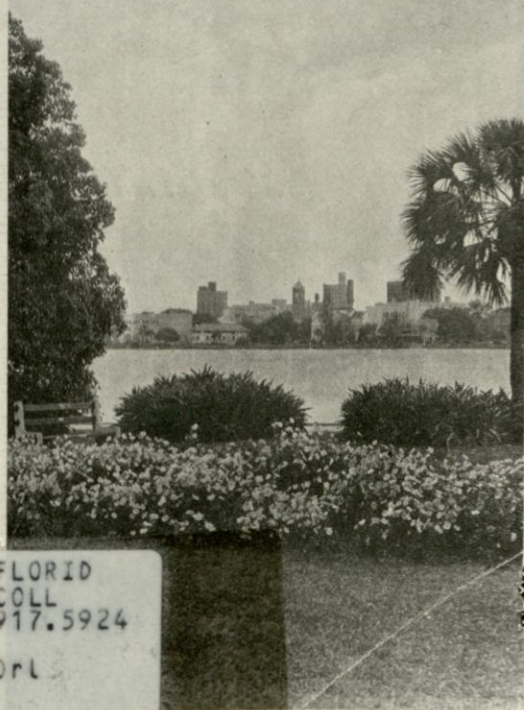
MEETING PLACES: Sunshine Park, municipal center of tourist recreation, offers club houses and game courts of all kinds. The magnificent Chamber of Commerce building provides visitors facilities for general and club meetings, while the spacious lobby invites guests to read, play cards or rest. Two Country Clubs within the city and others nearby, maintain fine golf courses.

SHOPPING CENTER: Orlando's markets, shops and department stores are modern and progressive, enjoying the patronage of one-eighth of the entire population of the State.

FISHING: Just 12 miles from the city limits of Orlando lies Lake Apopka, third largest fresh-water lake in the entire country. There the world's record black bass was caught. Boats, guides and fishing equipment are available on the lake, and cabins may be rented by the day, week, month or season. Ocean fishing is enjoyed nearby by motor over good roads. Local lakes are constantly restocked with black bass.



## ORLANDO FLORIDA *The City Beautiful*







## Hotel Wyoming

*Charming and distinctive with every  
desired service and convenience.*

AMERICAN PLAN

\$7.00 TO \$10.00 PER DAY

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ORANGE COUNTY LIBRARY SYSTEM

## San Juan Hotel



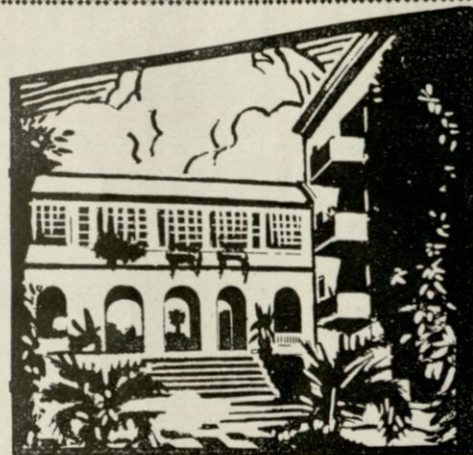
250 ROOMS - 250 BATHS

DINING ROOM AND CAFETERIA

MODERATE RATES

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Special Weekly Rates on Application



## Orange Court Hotel

*150 Rooms, every suite with bath.*

AMERICAN AND EUROPEAN PLAN

DINING ROOM AND GRILL

FREE PARKING

Club Room with pool, ping pong, shuffle board.

SWIMMING POOL



# The Angebilt

*Strictly Fireproof*



EUROPEAN      MODERN  
EVERY ROOM WITH PRIVATE BATH  
DINING ROOM

LOCATED IN THE HEART OF THE  
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*Reasonable Rates on Application*



*"Refined and Homelike"*

## Hotel Lucerne

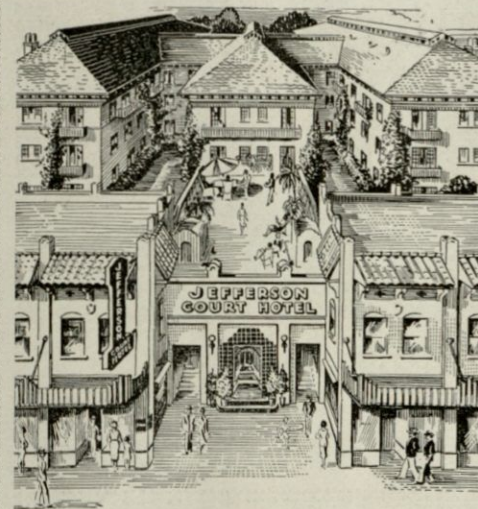
MAIN AND SOUTH STREETS

High-class Family and  
Tourist Hotel



Beautifully located, convenient to churches. The shopping center of the city on one side and beautiful Lake Lucerne on the other. Seventy rooms ensuite, with bath and steam heat. Excellent table. Moderate rates. Dining room open December 1st to May 1st. American and European.

WRITE FOR BOOKLET AND FULL  
INFORMATION



## JEFFERSON COURT HOTEL

STEAM HEATED

APARTMENTS: One, two, and three rooms; equipped for practical housekeeping. Kitchenette, mechanical ice box.

HOTEL ROOMS: Bath - Showers.

In the heart of the city with spacious gardens growing tropical fruits for guest use.

A HOSTESS who arranges for all social activities, card parties, etc.





## FORT GATLIN HOTEL

Commercial and Tourist, Steam Heat, Dining  
Room, 150 Rooms, 150 Baths

MODERATE RATES

J. W. SWILLING, *Manager*

## EMPIRE HOTEL

In the Heart of the "City Beautiful"

85 SPACIOUS ROOMS, STEAM HEAT,  
ELEVATOR SERVICE, AND  
TELEPHONE

The Famous  
DUCK INN RESTAURANT  
located in the hotel.

*Moderate Rates - Free Auto Storage*



## THE AMHERST

West Colonial Drive and Lake Concord

67 APARTMENTS - STEAM HEATED

RATES ON APPLICATION

E. S. HACKNEY  
Owner

MRS. H. WICHTENDAHL  
Manager

## The Flamingo

ORLANDO'S EXCLUSIVE DINNER CLUB

*with*

CHEF MANUEL'S

DELICIOUS SPANISH DINNERS

*Two Floor Shows Nightly*

CHENEY HIGHWAY

PHONE 5910

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409 WEST CENTRAL AVENUE

*Open All Year*

90 Rooms RATES \$1.00 UP Steam Heat

Spacious Lobby

Cafe Next Door

JAKE GARDNER, Manager



## Commercial Printing

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