

THINKING ABOUT MOVING TO

ORLANDO

FLORIDA?





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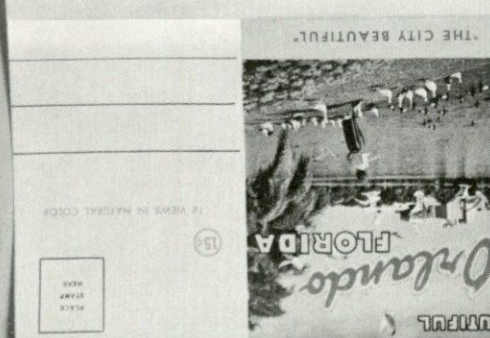
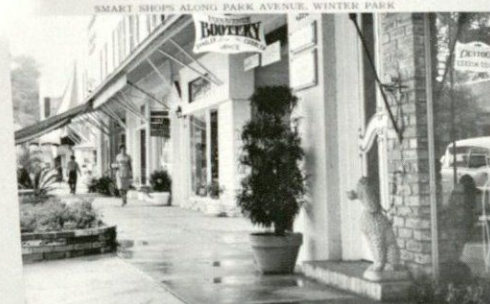
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Design by Bob West
Copy by Bob Buck and Joe Torre
Other photographs by Andy Lance and Bernie Markell

The information in this booklet is the result of interviews with families recently arrived in Orlando. Most of the questions were directed to the wives of the families. We asked them what they would have wanted to know *before* they moved to Orlando. The answers to their questions are presented on the following pages. This information will give you a preview of Orlando and what it's like to live here. If you have any other questions, the agencies listed on page 40 can supply detailed information on specific subjects.

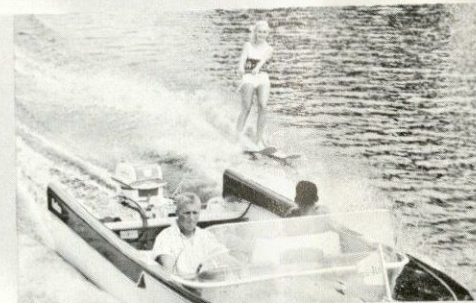




Greetings from



Orlando, Florida
There are more than 100 churches in the Orlando area representing over 20 denominations.

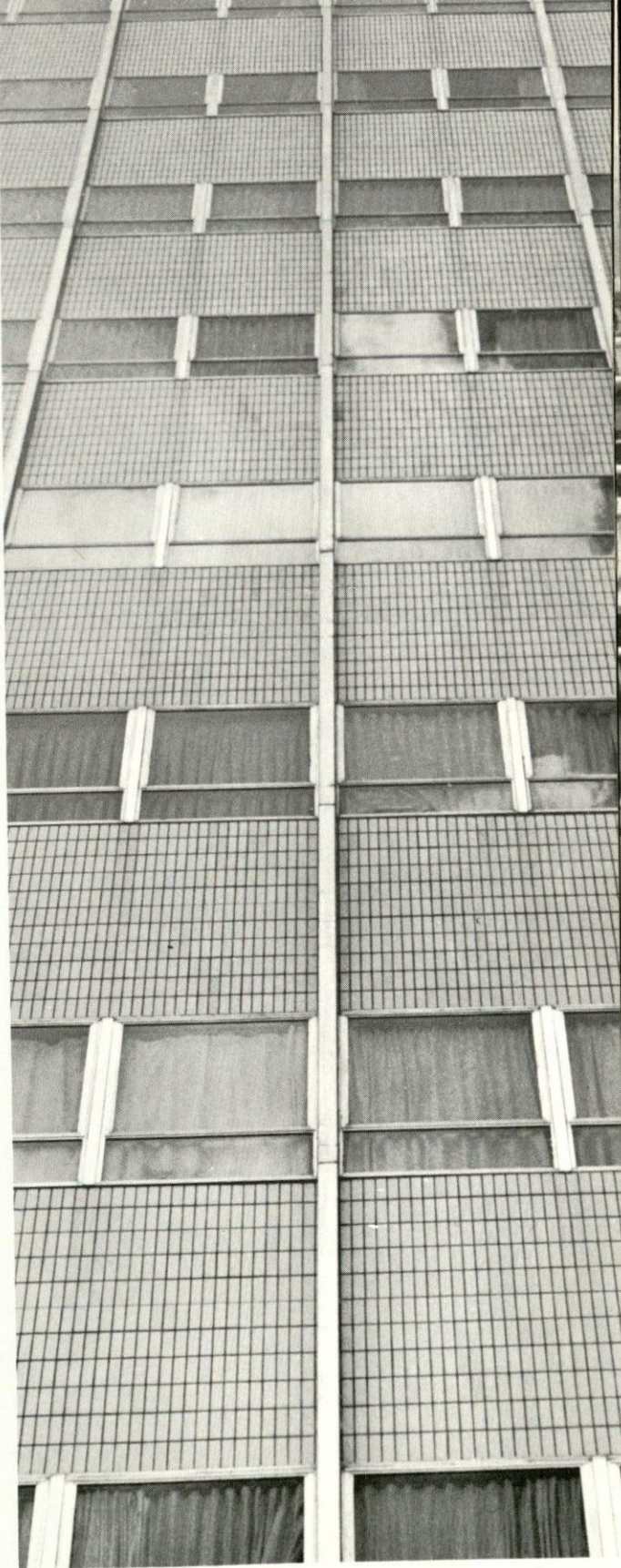
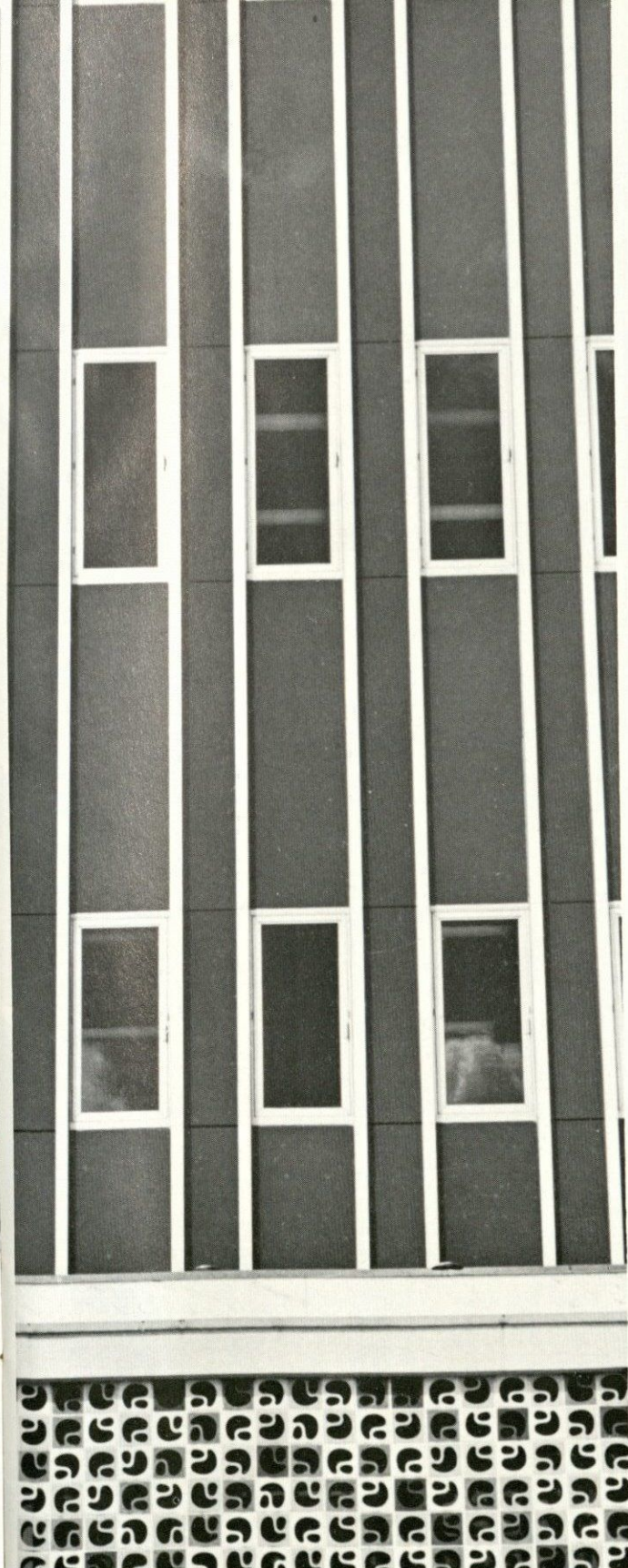
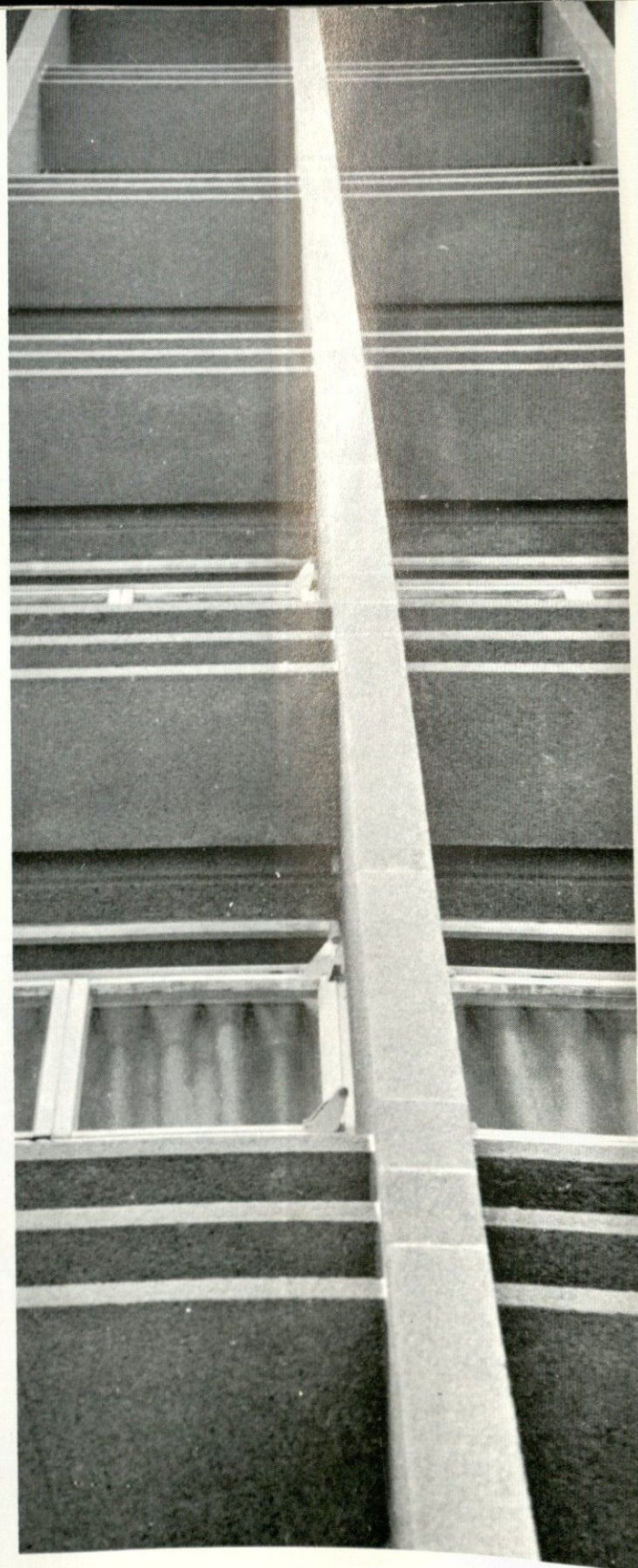
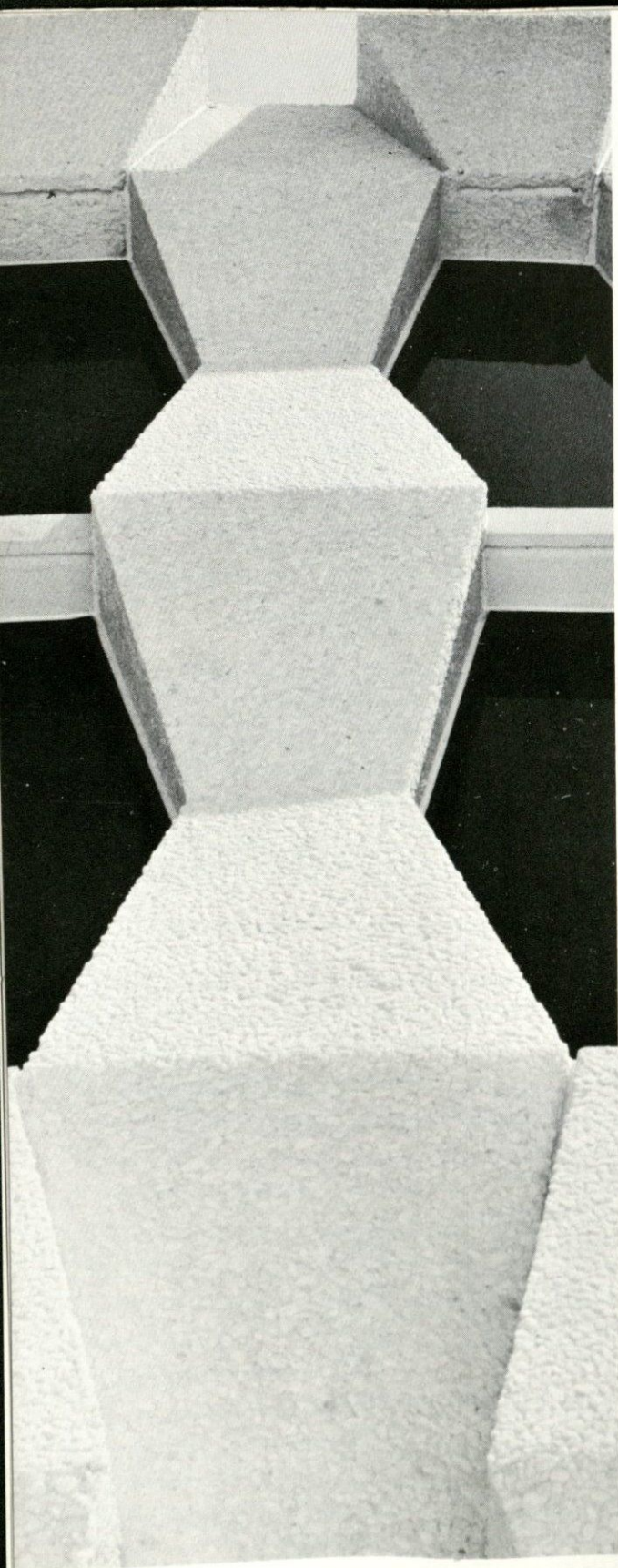


ORLANDO

the city beautiful

The "City Beautiful" is located in the midst of the Florida lake region—in fact, there are over 2000 lakes in the Orlando area alone. The city itself, built around lakes and shaded by great moss-hung trees, is surrounded by miles of citrus groves. In addition, Orlando is a cross-roads for almost every major highway, railroad, and airline, making it the commercial as well as geographic hub of Florida. Orlando is a growing city too. According to the last census, it is one of the

fastest growing communities in America, just as Florida is one of the fastest growing states. The Martin Company's Orlando Division is the largest industrial enterprise in Florida, and other nationally known companies such as Minute Maid, Tupperware and American Mutual make Orlando their headquarters.



Growth and Central Florida are synonymous. Orlando's modern office buildings reflect the radically changing face of the city's downtown business district.

UNIVERSITY OF FLORIDA 2 1/4 HOURS
SILVER SPRING 1 1/2 HOURS

JACKSONVILLE 2 1/2 HOURS
ST. AUGUSTINE 2 HOURS
MARINELAND 2 HOURS
DAYTONA BEACH 1 1/2 HOURS

NEW SMYRNA BEACH
1 HOUR

Mileages from Orlando
to Principal U.S. cities
New York1137
Chicago1167
Denver1854
Los Angeles2534
Boston1343
St. Louis1043
Washington, D.C. . 902

ORLANDO

CAPE CANAVERAL
1 HOUR

COCOA BEACH
1 HOUR

CLEARWATER BEACH
2 HOURS

TAMPA
1 1/2 HOURS

ST. PETERSBURG
2 HOURS

CYPRESS GARDENS
1 HOUR

WEST PALM BEACH 2 1/2 HOURS

FT. LAUDERDALE 3 HOURS

MIAMI 3 1/2 HOURS



ORLANDO is in the center

of the state—convenient to every major city and recreation area in Florida. This map will give you an idea of Orlando's location in reference to these attractions. We have added auto traveling time to bring the distances into clearer perspective. Cape Canaveral and the Atlantic Beaches, for instance, can be reached in little more time than it takes your washer-drier to run through a load of clothes. Gulf of Mexico cities like Tampa and St. Petersburg are less than two hours away, and fabulous Miami is only a morning's drive on Florida's new Sunshine State Parkway. You'll find that traffic jams are one of the headaches you leave behind when you come to Orlando. Well kept highways speed you to every corner of the *Sunshine State*.

☀ Last year the temperature in Orlando averaged 62° in the winter, and 83° in the summer. Yearly rainfall is about 51 inches. We have a few "scorchers" during the summer months and a rainy season in the fall, but most of the year Orlando people find the climate quite livable and enjoy the year-round vacation atmosphere.

What about hurricanes? Statistics show that between 1950 and 1963, of the eight hurricanes that struck the continental U. S., only two hit Florida. And these were ten years apart. Actually, the chance of having a hurricane in Orlando during any given year is only about one in 25.

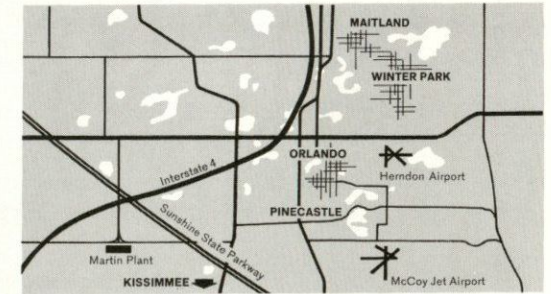
Seasons? Yes, we do have them, and during December and January you'll find plenty of use for your topcoats and wool suits. The things we suggest you leave behind are snow shovels and galoshes.

a place in the sun

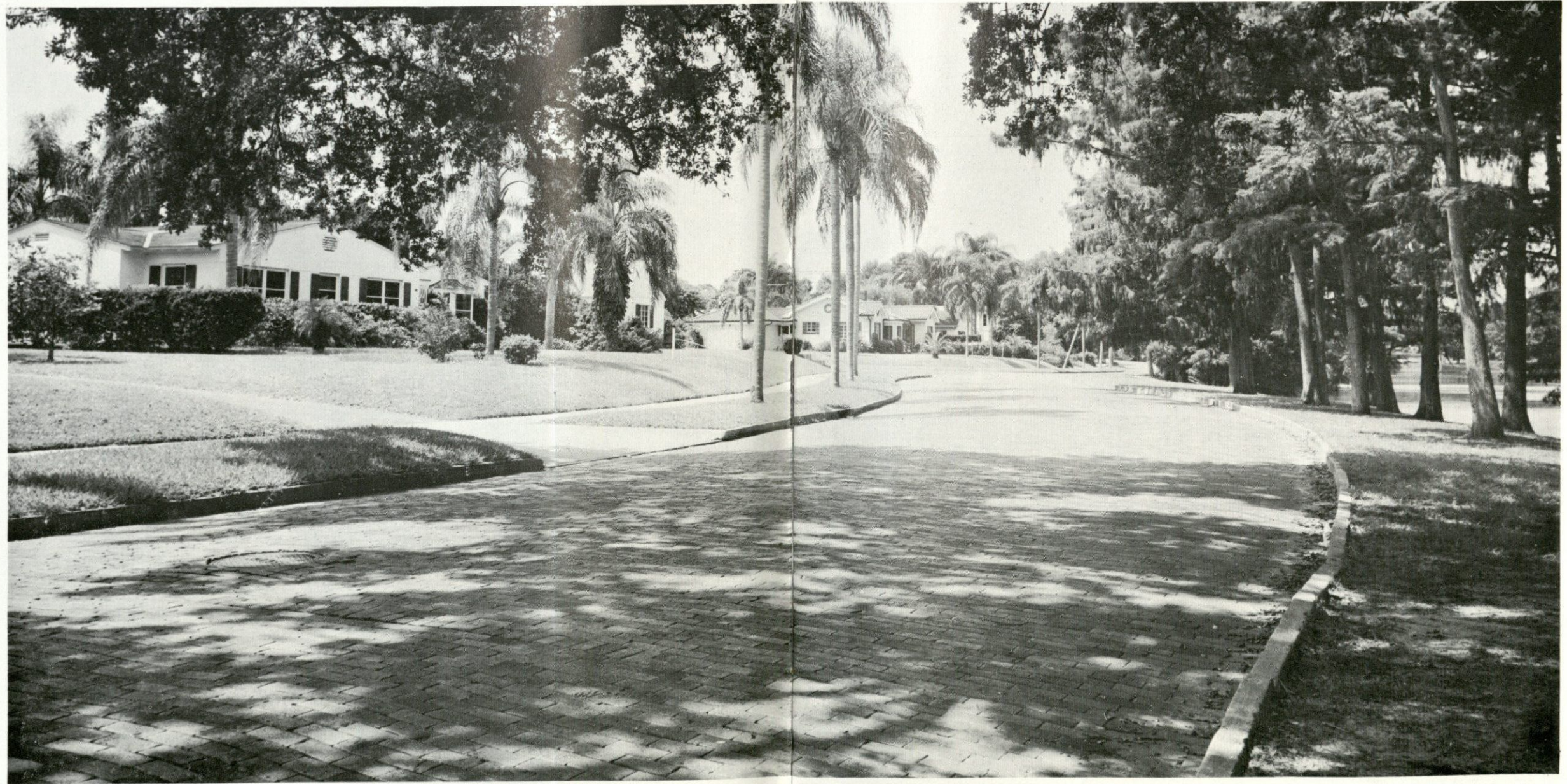


New expressways and connecting highways make it a snap to commute to Orlando from Winter Park, Maitland, and Kissimmee. These surrounding communities have been growing right along with Orlando itself. Win-

ter Park, a Florida attraction in its own right, is the largest and most popular of these areas and it's the home of Rollins College. All of these communities have complete shopping facilities, and none of them is more than a half hour's drive from downtown Orlando.

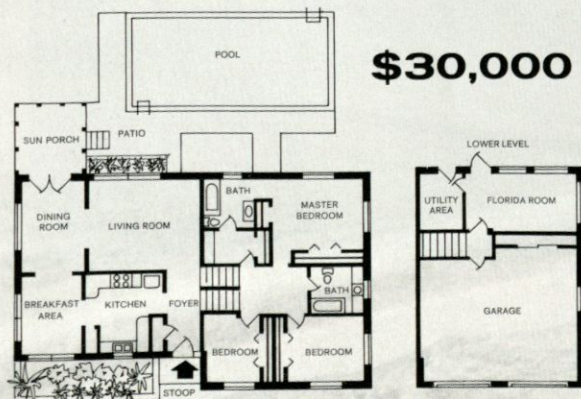


SUBURBIA, Florida Style



Selecting your homesite

Home styles in Orlando vary from the red tile and stucco Spanish influence to the most modern rambling ranch houses. In every case though, architects and planners have used Florida's unique climate and landscape to achieve the utmost in pleasant living. We have selected some typical homes to show you the variety of price, size, style, and layout that is available. For those who don't wish to buy a home, plenty of rental apartments and houses are available, also. Your electricity charges in Orlando are \$.06¼ per KWH for the first 50 and \$.03 for each KWH thereafter. Water runs \$1.60 for the first 4,000 gallons and \$.25 for each additional 1,000 gallons. These charges are slightly higher outside the Orlando city limits. Florida's Homestead Exemption Act enables you to save on your tax costs. This legislation allows you to deduct the first \$5,000 from the assessed value of your home. In other words, if your house is assessed at \$20,000, you'll only have to pay taxes on \$15,000—a 25% reduction in this case. And speaking of taxes, it's true that Florida has a 3% sales tax (except on food and drugs), but we don't have any state income tax.



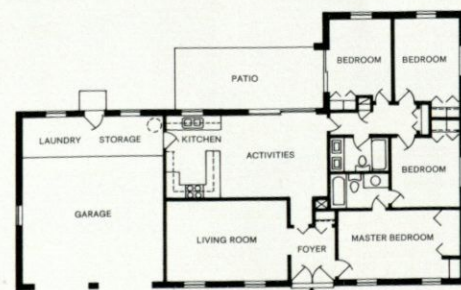


\$26,900

This brick constructed model features four spacious bedrooms, two and one half baths, and a two-car garage. The kitchen is replete with built-in range and oven, dishwasher and disposal. You have your choice of terrazzo floor and bathroom tile colors. In addition to the massive fireplace, there is central heat and air conditioning. Five minutes from Winter Park, fifteen minutes from Orlando.

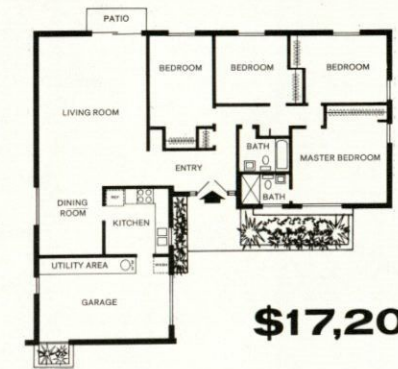


\$21,000



Boasting four bedrooms and two full baths, this French Provincial styled home features central heat and air conditioning. Built-in appliances include range, oven, disposal, dishwasher, and range hood. The house is pre-wired with telephone and television antenna outlets. There are sidewalks in the front, and rolling woods in the rear, wide selections of colors and exterior finishings are offered to match your family's tastes.

Four bedrooms, two baths, and an oversized garage provide room to expand for the large modern family. From the double front doors to the awning type windows this custom valued home is ducted for central air conditioning, has terrazzo floors, oven and range, Fiberglass insulation, and central heating. Twelve minutes from downtown Orlando.



\$17,200



Four bedrooms and two baths on a fully sodded and landscaped lot. This home features a walk-in closet in the master bedroom and colored fixtures and ceiling heat in the baths. The kitchen has a drop-in oven and range, and an adjoining breakfast area. Extras include imported white Italian marble sills, construction warranty, silent electrical wall switches, and forced air central heating. Ten minutes from Orlando.



\$13,990



FROM KINDERGARTEN

The Orange County educational system is one of the most progressive in the South. Practically all of the 85 public schools are housed in new buildings and contain the latest facilities for almost every course of study. Science and math are emphasized at these schools due to aerospace activity



at the Martin Company and



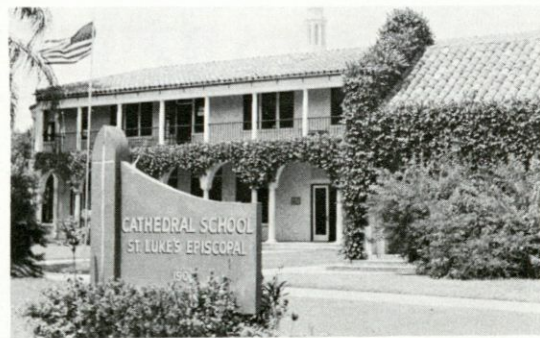
the Cape Canaveral area. Many privately operated nursery schools are available for children of pre-school age and twenty-five parochial schools (Lutheran, Episcopal and Roman Catholic) are within easy access of the area's communities. Special schools for handicapped and retarded children are

operated by the local board and the State of Florida. Educational television, state-wide science fairs, and technical schools are also active in this area. The need for higher education is filled by two four-year universities:

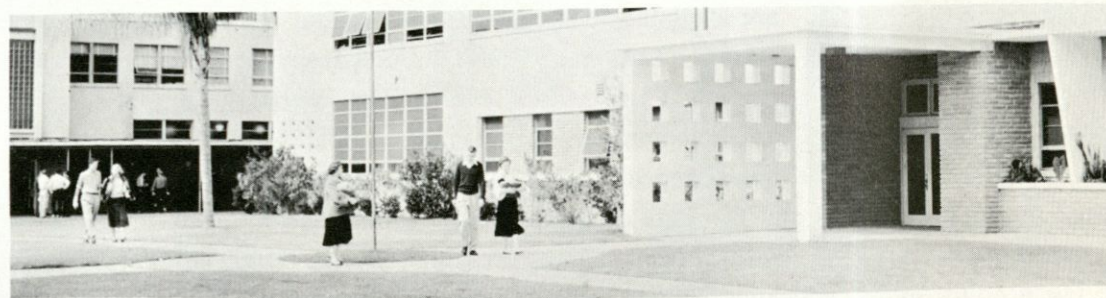


Rollins College and Stetson University. Graduate programs in physics, engineering, business ad-

TO COLLEGE



ministration and education are offered at Rollins. And in 1963 the Florida legislature earmarked funds for building a graduate extension of the University of Florida engineering school in this part of the state.



groceries, & gowns & gardenias

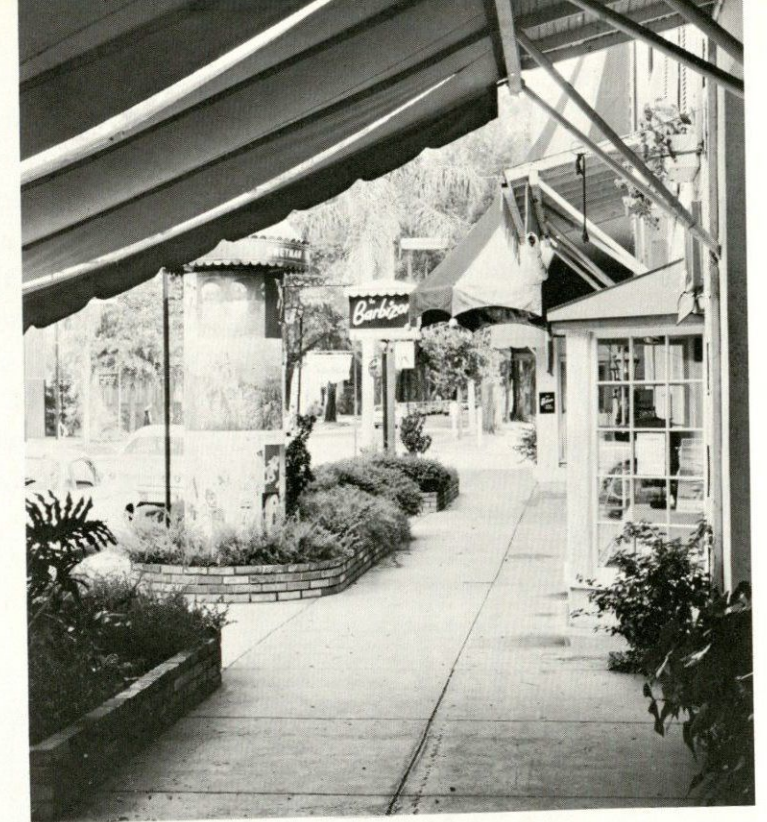
Orlando families do much of their shopping at the large plazas in and around the city. There are twenty-two such shopping centers in the area—at least one convenient to every neighborhood. Like the comprehensive downtown shopping areas in Winter Park and Orlando, these centers boast plenty of parking space.

People from other parts of the country will be pleased by the selection offered at Orlando's large department stores, supermarkets and specialty shops.





*New air conditioned Mall
offers shopping with
a Florida flair*



Smart Winter Park shops vary from quaint to modern



Downtown area and shopping centers feature plenty of parking space



on the cultural side

You will find considerable cultural activity in the greater Orlando area. The Florida Symphony makes its home here. Three theaters offer drama and musical comedy throughout the winter months. A new 3000 seat music hall will be completed by the end of 1964.

Several art galleries feature permanent and traveling exhibits. Local museums present a variety of displays and presentations. Rollins College sponsors many activities including a Bach Festival and other musical programs. During the season, special attractions (ballet, orchestras, road companies, choral and reading groups) on tour through the nation make Orlando a regular stop.



Florida Symphony Orchestra makes its home in Orlando



Central Florida Museum and Planetarium

*Orlando's several art galleries
feature permanent and traveling exhibits*





Guys and Dolls Rollins Players



Flower Drum Song Broadway cast at Municipal Auditorium



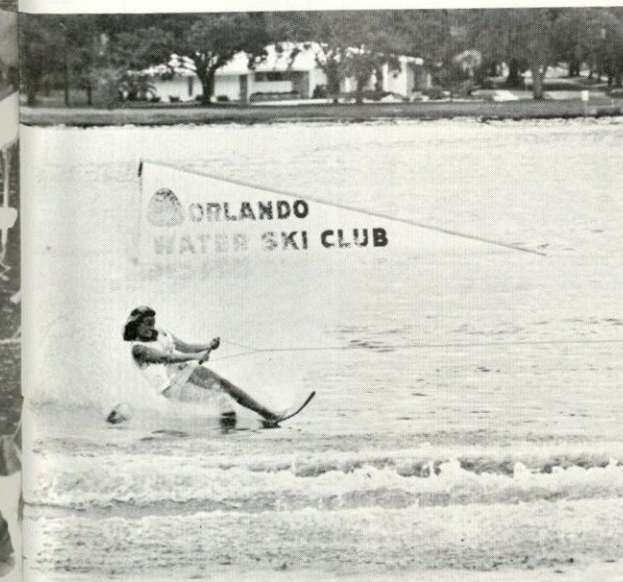
Bye Bye Birdie Orange Blossom Playhouse



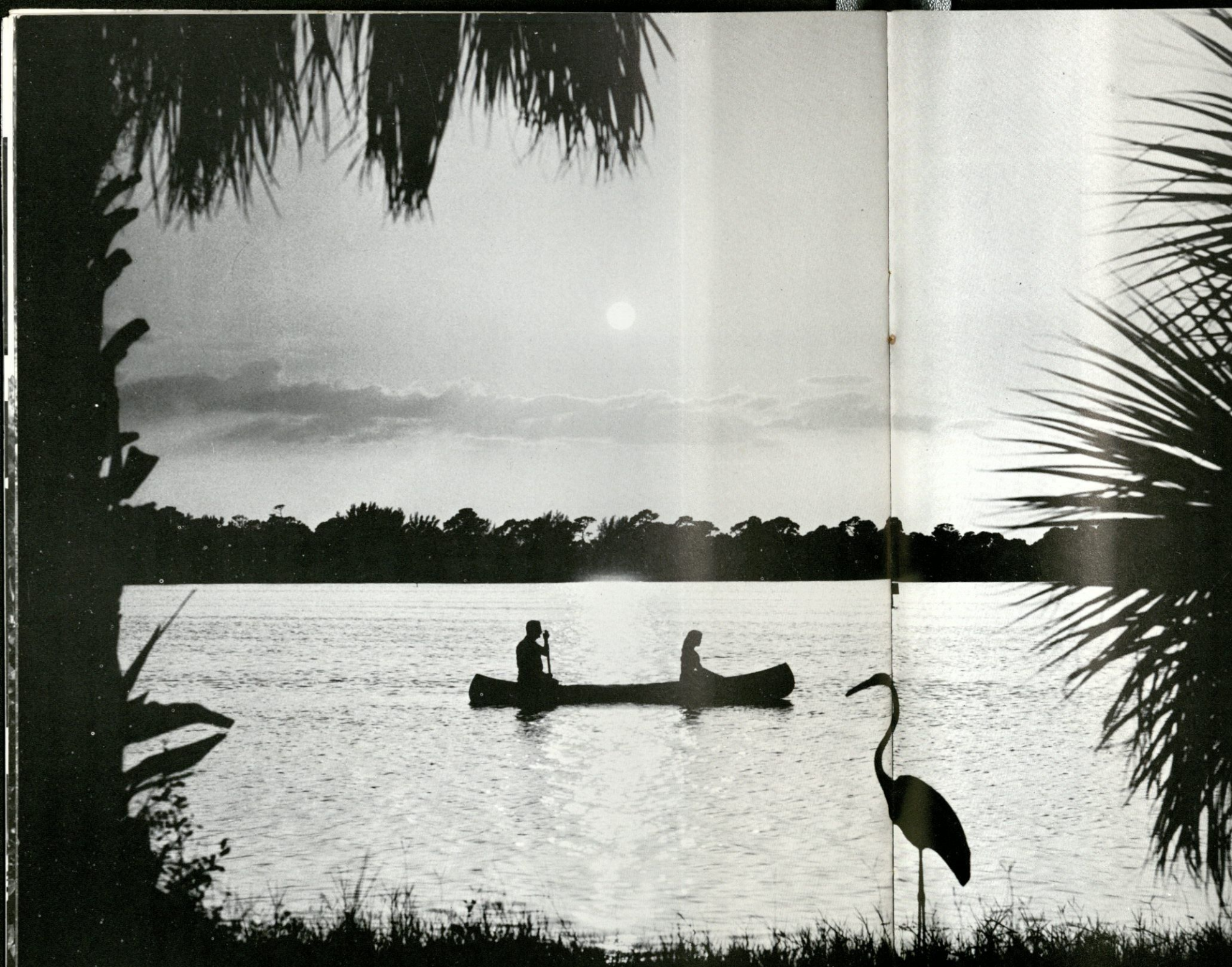
Outdoor Living

Finding time to be with your family is no problem in this part of the country. Families and Florida just naturally go together. And the rather deliberate pace of life seems to offer a special kind of fun for every member of the household. Whether it's in your own backyard or out on a motor trip, the Orlando outdoors is noted for providing the pleasant diversion so necessary for returning to work with renewed vigor and enthusiasm.

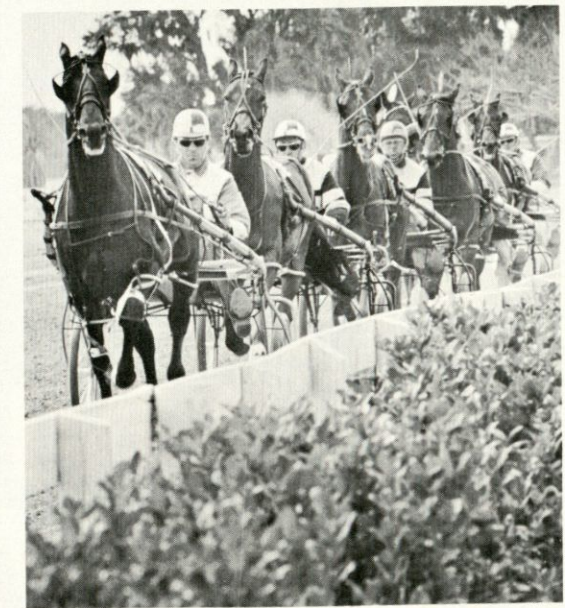




There's fishing, sailing, swimming and boating on the ocean and thousands of picturesque lakes. There are golfing and tennis facilities at Orlando's public and private clubs. There's hunting (everything from turkey to wild boar) throughout Central Florida and down into the Everglades. Your children will enjoy the year-round athletic activities sponsored by the schools and organizations in the area. Gardening is another favorite outdoor activity in Florida, and the subtropical climate makes it more fun than frustration. In fact, almost anything that can be done outside and doesn't require snow will probably be found year-round in Central Florida.

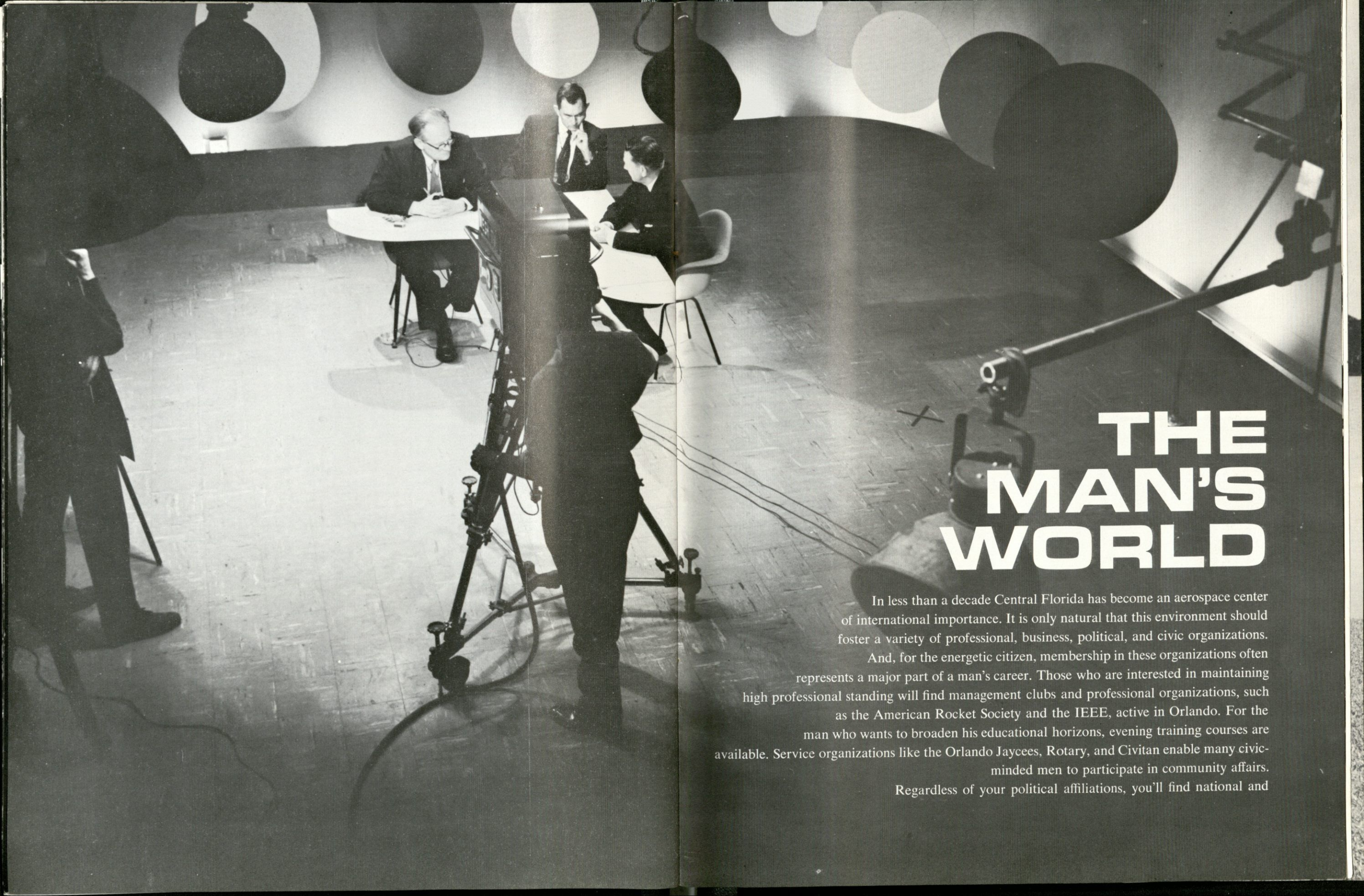


The Leisure Hours



Whether your style of leisure calls for a moonlit lake or grandstand, you'll find it here. You'll enjoy greyhound racing, jai alai (hi-li), trotting races, and professional tennis and golf. The Minnesota Twins train in Orlando and most of the other major league teams play here during the *Grapefruit League* season.

After dark, in addition to many delightful places to dine, there are several clubs that feature nationally known performers. Inexpensive weekend holidays take the Orlando family to Nassau, Miami, and the Gulf Coast tourist centers.



THE MAN'S WORLD

In less than a decade Central Florida has become an aerospace center of international importance. It is only natural that this environment should foster a variety of professional, business, political, and civic organizations.

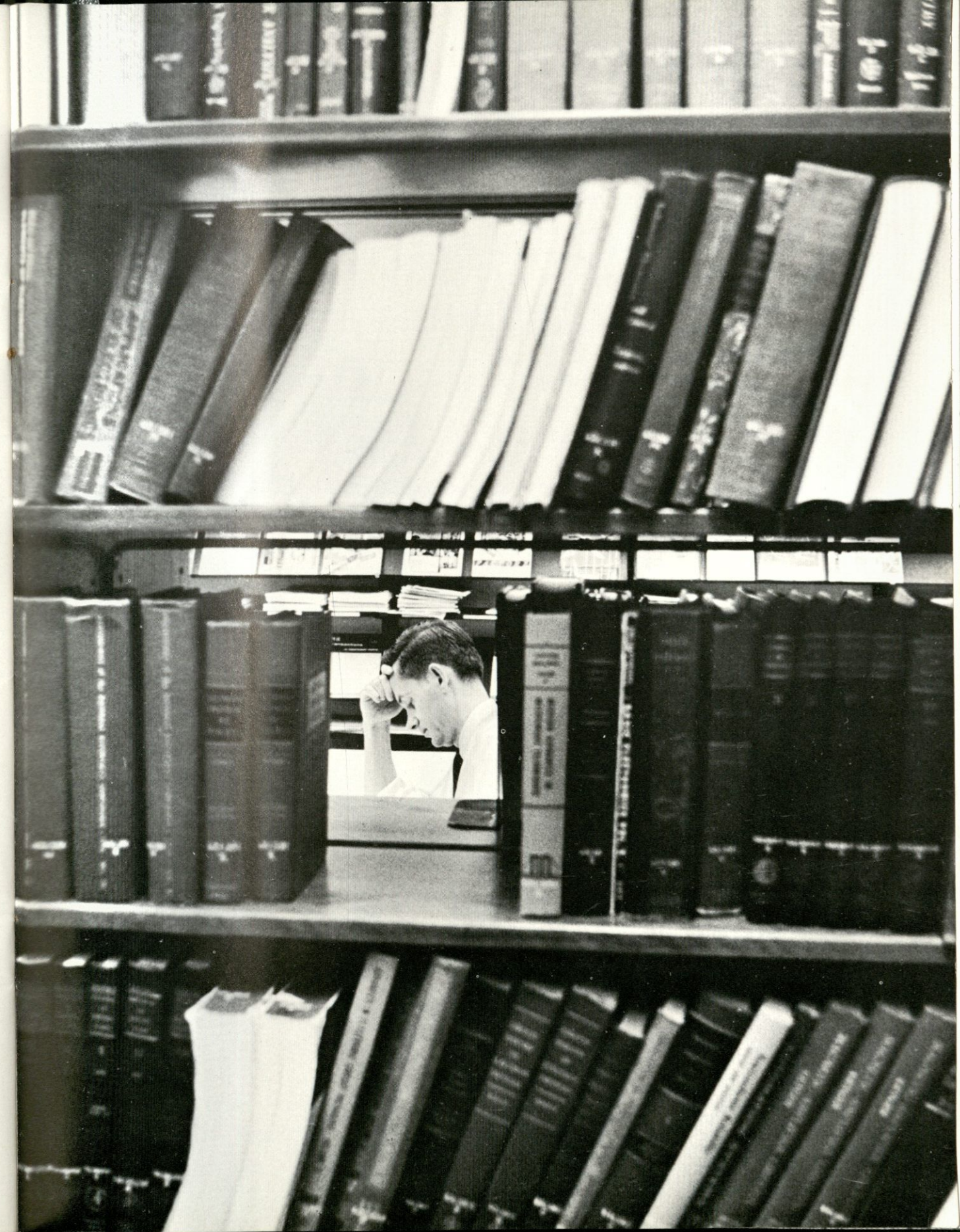
And, for the energetic citizen, membership in these organizations often represents a major part of a man's career. Those who are interested in maintaining high professional standing will find management clubs and professional organizations, such as the American Rocket Society and the IEEE, active in Orlando. For the man who wants to broaden his educational horizons, evening training courses are available. Service organizations like the Orlando Jaycees, Rotary, and Civitan enable many civic-minded men to participate in community affairs.

Regardless of your political affiliations, you'll find national and



regional political parties active in this area. There are voter's leagues and legislative clubs operating here also. And all of the Armed Forces maintain reserve facilities in Orlando for men who want to continue their military affiliation.

In addition to these, Orlando's youth leagues, social organizations, fellowships, alumni groups, and religious societies provide the opportunity for fulfillment and reward to the man whose sense of responsibility doesn't stop at quitting time.





Your tour through the preceding pages has given you a brief look at the Central Florida scene. We've shown how living in Orlando enables you to enjoy the benefits of a thriving community and the resources of an entire state. You've seen the panorama of architecture from the city to the suburbs, and viewed our educational system from grade school to graduate work. From the shopping facilities downtown, to the plazas, the Mall, and the specialty shops, you've seen how convenience as well as variety have been the keynotes. With the exhibits and shows at the museums and music halls, cultural activity is abundant here. And for your leisure hours, we've cataloged activities that are as enjoyable as they are rewarding.

No matter where you hail from, you'll find Orlando a unique experience in living. It's a city of convenient facilities and congenial friends. We welcome you to call it your home.

for further information write:

Orange County School System

Supt. of Public Instruction
434 N. Tampa Avenue
Orlando, Florida

Roman Catholic Diocese of St. Augustine

Director of Schools
Post Office Box 5544
Jacksonville, Florida

Winter Park Chamber of Commerce

451 Park Avenue South
Winter Park, Florida

Florida Chamber of Commerce

8057 Expressway
Jacksonville, Florida

Greater Orlando Chamber of Commerce

113 East Central Avenue
Orlando, Florida

