


March 2017

Avondale

Telfair Stockton

E V. Toomer

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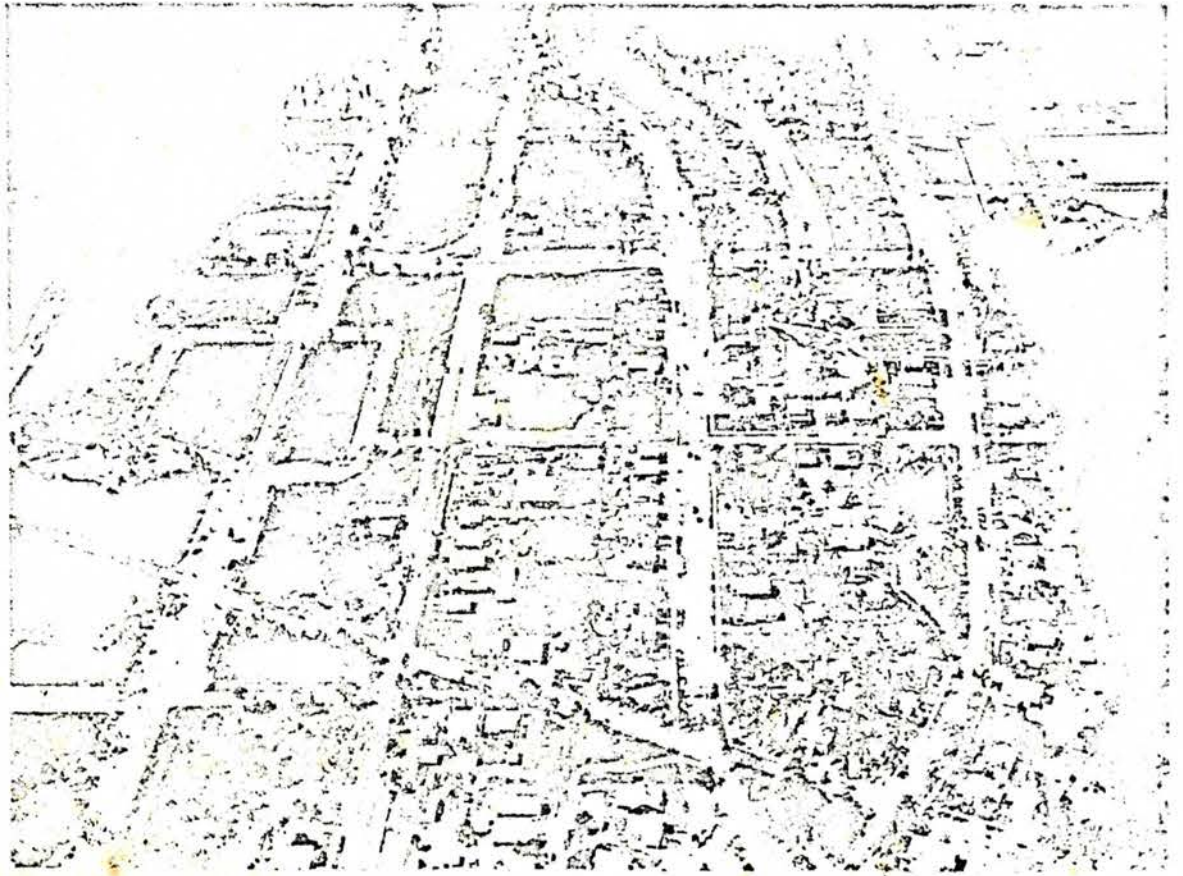
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AVONDALE

From an altitude of 2200 feet showing the artistic layout of parks and winding roadways

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Floridiana

THE STORY of Avondale is so much like a Fairy tale that only those who have watched the rapid growth of this remarkable residence section can realize that what is now the city's show place was, in 1920, merely a tract of land without any streets, sidewalks, public utilities or in fact any very attractive features except its proximity to the river and to a few choice residence "places" in Riverside proper.

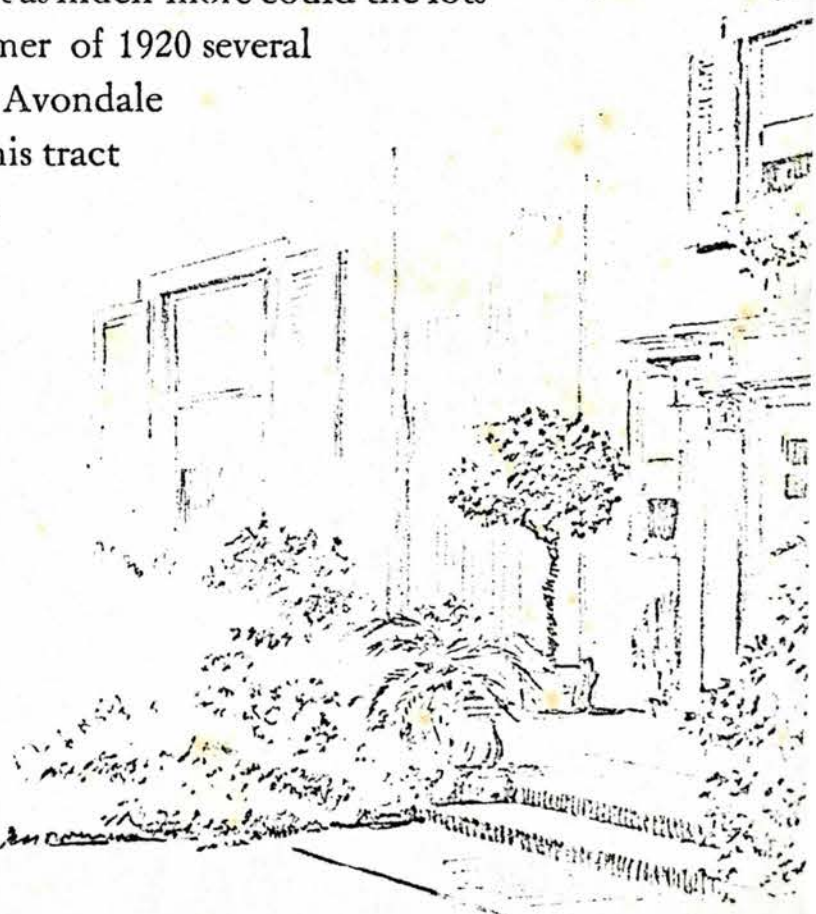
For a number of years this land lay undeveloped and unavailable for development on account of the fact that the owners refused to sell. During these years Riverside built to West Street almost solidly with attractive homes. River front lots became so valuable that those lots still further out increased correspondingly and became attractive even though far from the city limits.

This caused the development, which had been arrested at West Street to jump a quarter of a mile further out and this new development continued as far as land was available towards Ortega.

In 1920 the only large tract of land available for development between the center of the city and Fishwier Creek was this piece and not the least among the causes for its non development was the fact that, now that the owner had decided to part with it, the purchase of the land entailed an investment of more than half million dollars and real estate men realized that only by spending almost as much more could the lots be marketed. In the summer of 1920 several wealthy men formed the Avondale Company and purchased this tract with a view to making this an ideal development that would be creditable to the city, a place of homes with individuality where the well to do would want to live.

Dist. Man

JUL 6 1953





Mr. William Pitkin of Cleveland, Ohio, one of the foremost landscape architects of the United States, was engaged to lay out the streets, parkways, parks and boulevards in the most approved manner.

His work was most artistic and resulted in a design including several very picturesquely curved boulevards, sixteen parks bordered with attractive roadways, and building lots of generous size properly placed according to the most advanced ideas in vogue in large developments in the country club districts surrounding the large cities in the north and west.

After the details of this plan had been thoroughly work out and another survey made, plotting the lots according to Mr. Pitkin's design, contracts were entered into for bulkheading the river front. Then contracts for street

paving, sidewalks and for adequate sewerage were made and the actual work of building a beautiful residence section was begun. These contracts

called for an expenditure of over a

quarter of a million dollars and

when you consider that

half of this money was

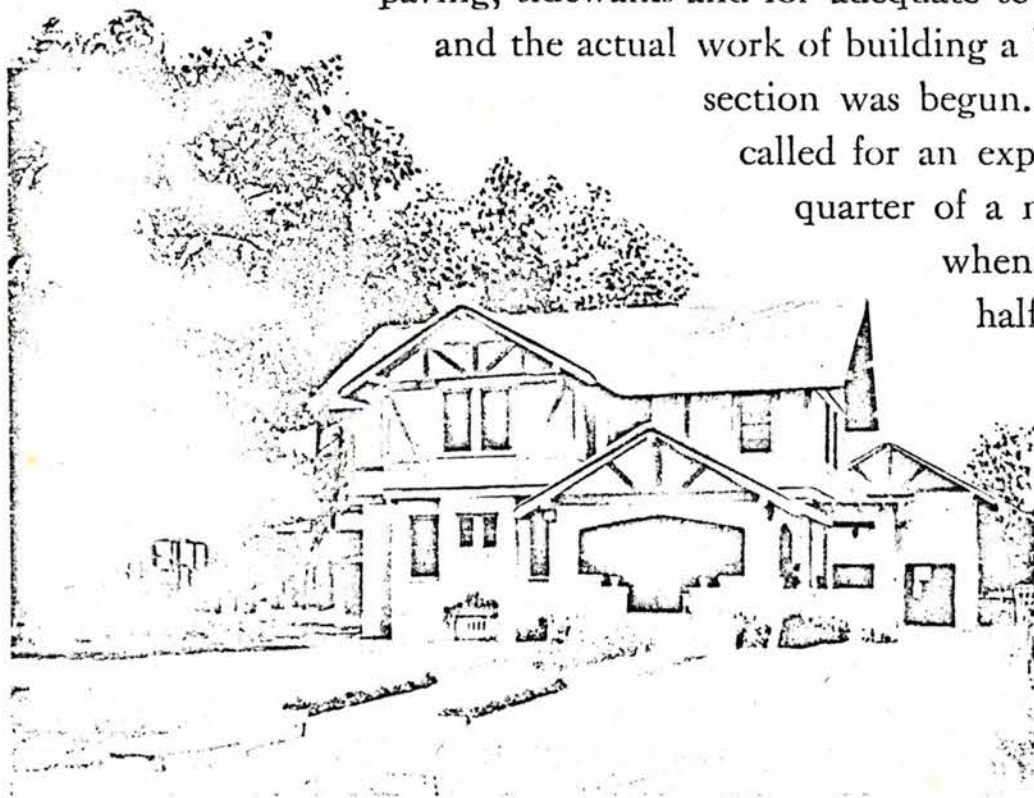
spent during the

first few months

—long before a

single lot was

offered for sale—



(Continued on Page 6)



Permanency and grace of construction is one of the dominant notes in the building of many Avondale homes. The above is a good illustration in a charming setting of stately oaks.





you will understand why only a strong organization could attempt such a project. Even after hundreds of thousands of dollars had been spent in improvements and thousands of dollars in publicity people were slow to buy because this was a new idea in "Subdivision" in Jacksonville and the buying public could not quickly adjust itself to the new conditions.

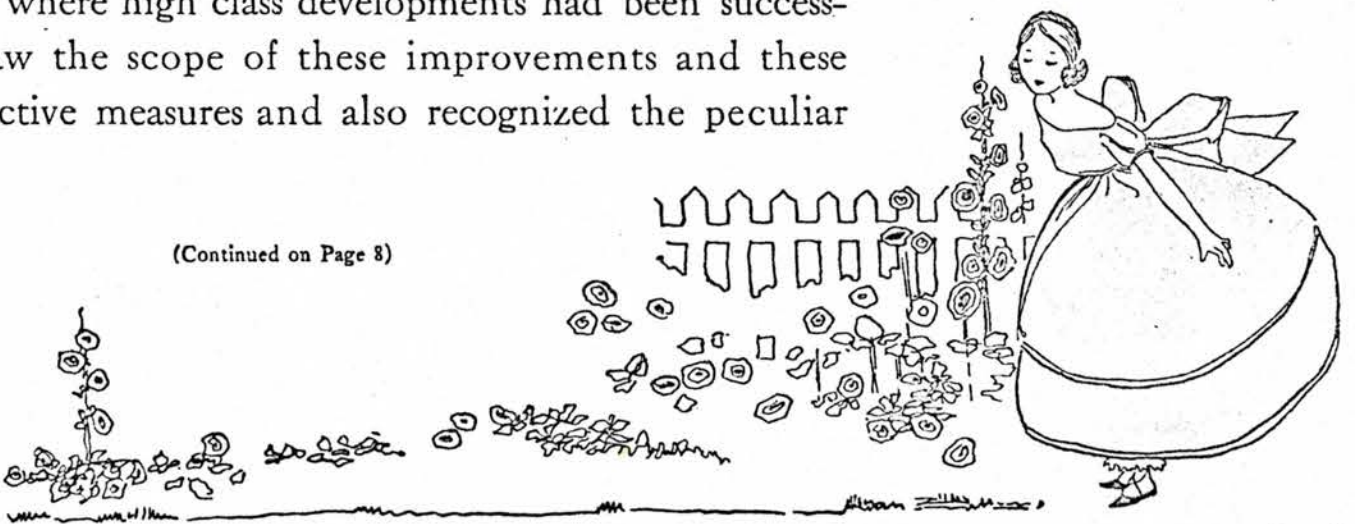
At first everyone wanted River Front lots; would "barely consider" lots on St. John's and Riverside Avenues and would show no interest in anything north of the Ortega car line.

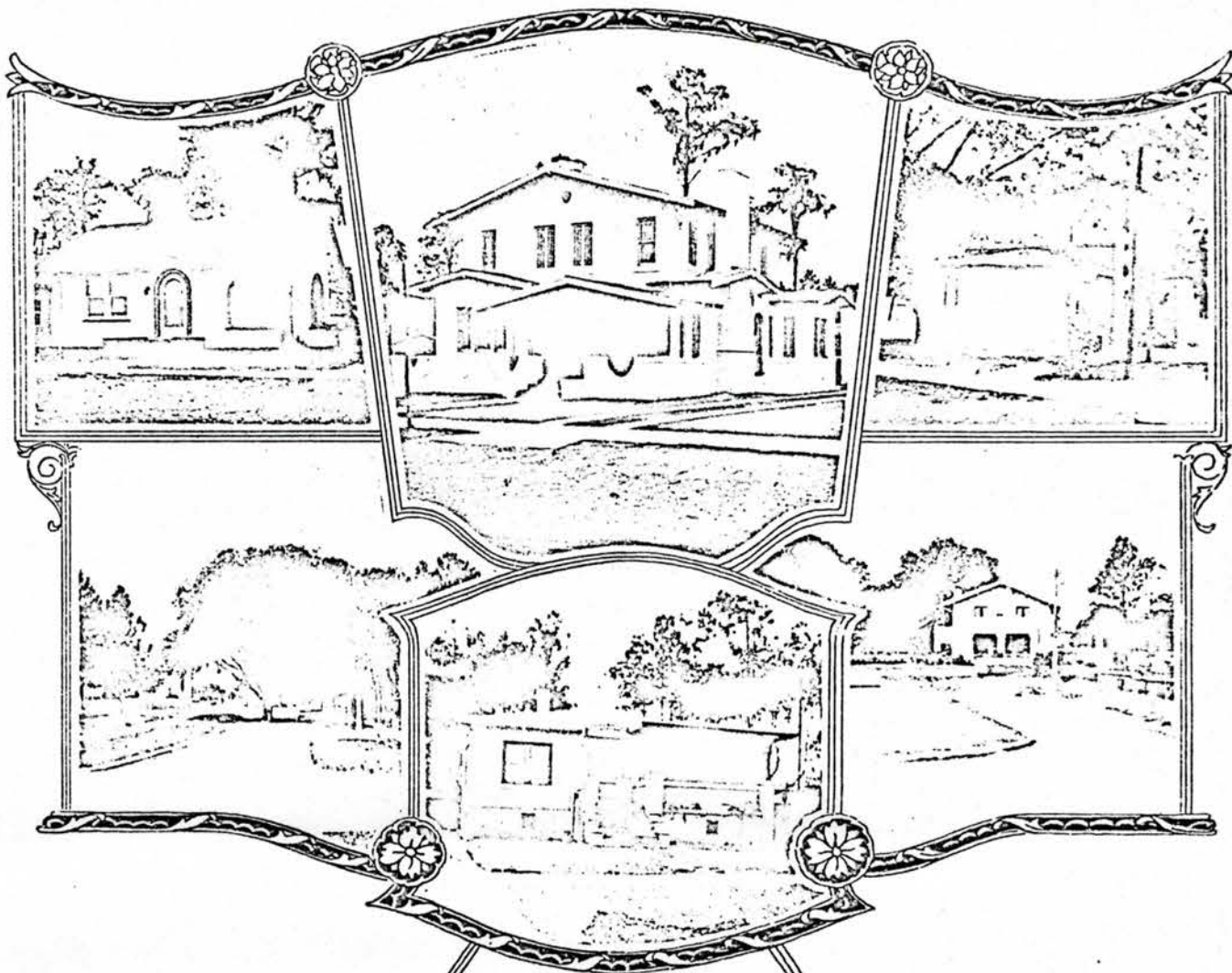
This was a fact because of the way the Old Riverside had built up along the two principal avenues while property further back had, in many instances, been subdivided and sold without restrictions and without improvements—with the usual result, a hodge podge of shacks, cottages, bungalows and stores.

This condition is, of course, completely obviated in Avondale by protective and preventive provisions on all lots whether river front or way back near Murray Hill, and all physical developments were contracted for on the same quality basis.

Several far seeing buyers who had considerable experience in other cities where high class developments had been successful saw the scope of these improvements and these protective measures and also recognized the peculiar

(Continued on Page 8)





Four distinct types and two vista views are shown, Homes which reflect the good taste and individuality of the new owners are springing up everywhere, and it is hard for the home people,—and doubly so for the stranger,—to believe that all of this attractive development has been accomplished in two short years, Avondale has set the pace in variety and charm of architecture.

advantages of lots adjacent to parks. They immediately bought several lots north of the car line and built substantial homes in attractive styles of architecture. This really started Avondale's growth in the right direction because these men were men whose business and



social standing were such that they immediately brought to this neighborhood that valuable asset without which no section has ever become truly residential—Avondale was “correct”.

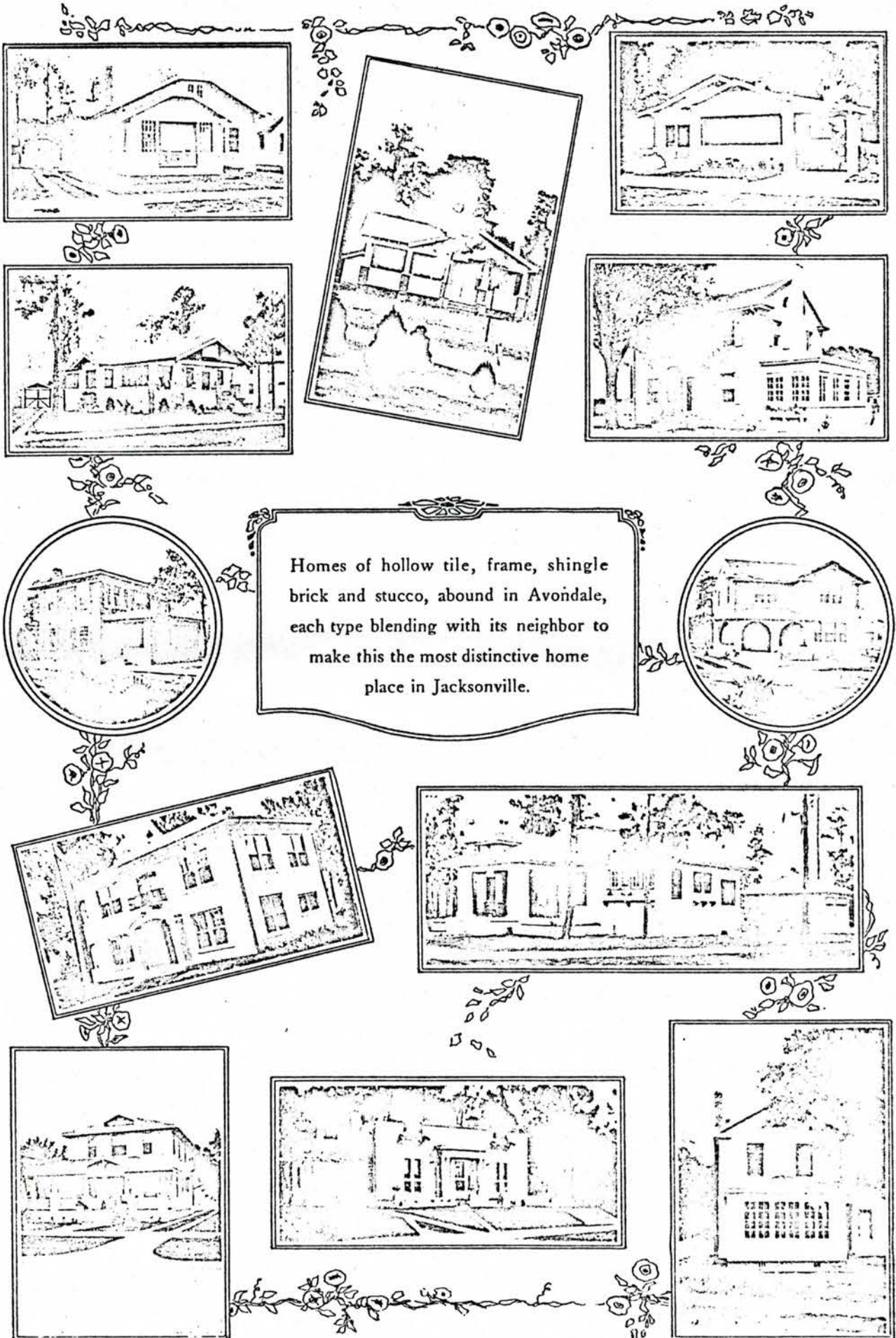
During the first six months few lots had been sold but as soon as Jacksonville people had an opportunity to prove to their own satisfaction that these prosperous citizens were buying for homes and not for speculation they began to realize that this was to be what it had claimed—“Riverside's Residential Ideal” and there was a rush for the property.

The demand was insistent and strong so that by the end of the first year over a quarter of a million dollars worth of lots had been sold and—better



still—the buyers of these lots had erected homes totaling in cost even more than the lots. A community had sprung up almost “over night” a community of home owning people who were accustomed to the best and whose presence in Avondale would

(Continued on Page 10)





mean future prosperity unparalleled in the history of residence suburbs around Jacksonville. "Why should Avondale grow so fast" is a natural question. One sentence answers it. One thing was responsible for the success of the entire development for without it Avondale would have been neither more nor less than the ordinary subdivisions heretofore marketed.

"Hewing straight to an ideal" is the answer.

The original promoters visioned Avondale not only as it is today but as a finer, bigger, better residence section, a place of permanent beauty—not only in homes and gardens but in streets and parks and lanes, a beauty that would increase as the years passed because the foundations were permanent in character and builded upon carefully.

These foundations are of two kinds—Serviceable and the Ornamental.

Among the Serviceable foundations are such things as streets, sidewalks, modern sewerage, city water, gas, electric lights and telephones, the necessities of present day civilization yet things woefully lacking in many parts of Jacksonville still within the city limits. The Avondale company puts these things in before the lots are offered for sale or, in rare instances where sales





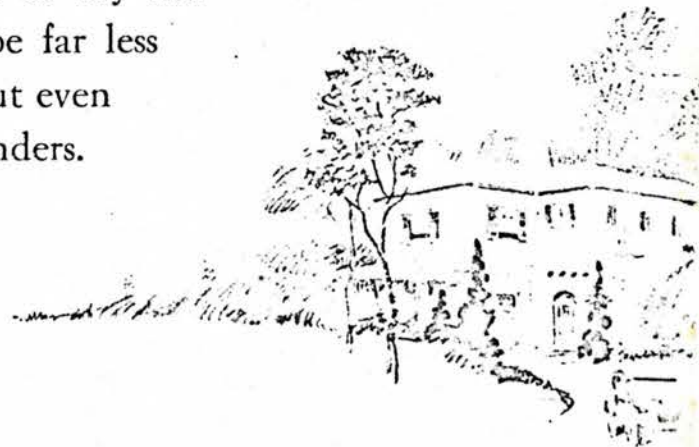
are made before their installation, guarantees them within certain definite time limits. The fact that these guarantees have never disappointed buyers has been a point of pride to the owners and a great satisfaction to the new comers to this section.

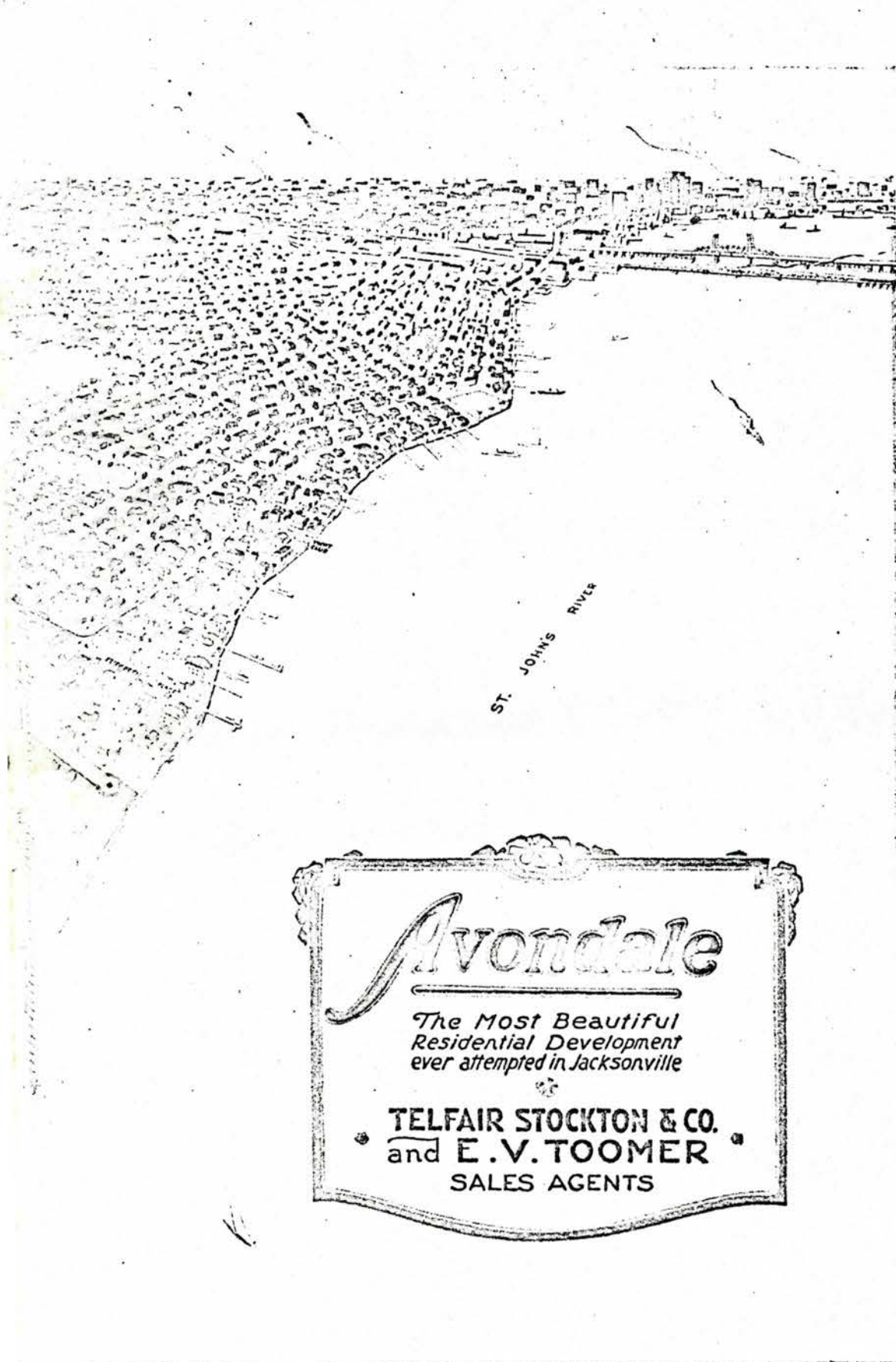
What are now but unsightly stumps with here and there a little sprig of leaves are indeed but what the stately oaks down on the old part of Riverside Avenue were when that section was originally laid off. Nobody paid much attention to THOSE little sprigs but their present beauty has made Riverside Avenue one of the show places of the City.

However necessary the serviceable foundations are, they are dwarfed by the ornamental foundations when the FUTURE of the section and its ability to keep pace with the city's progress comes into consideration.

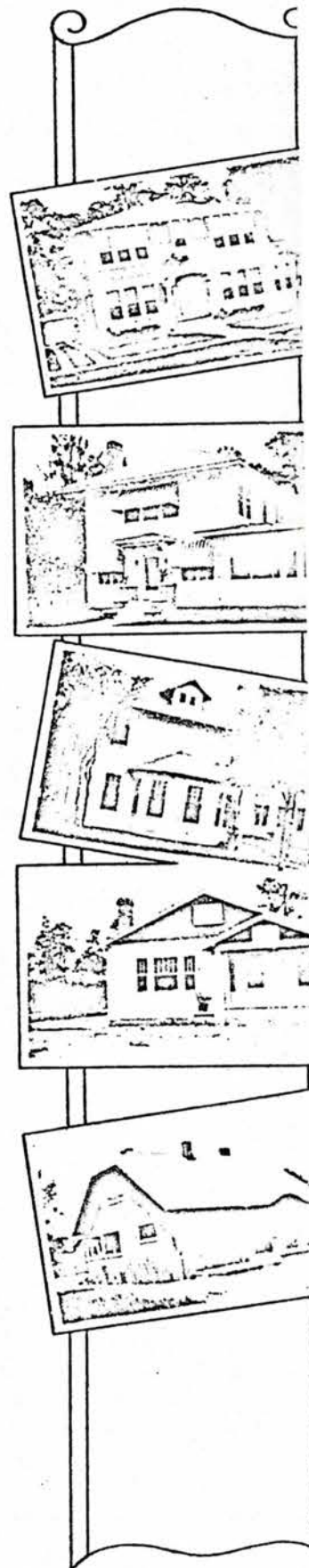
Picture to yourself the Avondale of--say ten years hence. The oaks will then be far less majestic than the oaks of Riverside but even such a short time as that will work wonders.

(Continued on Page 14)



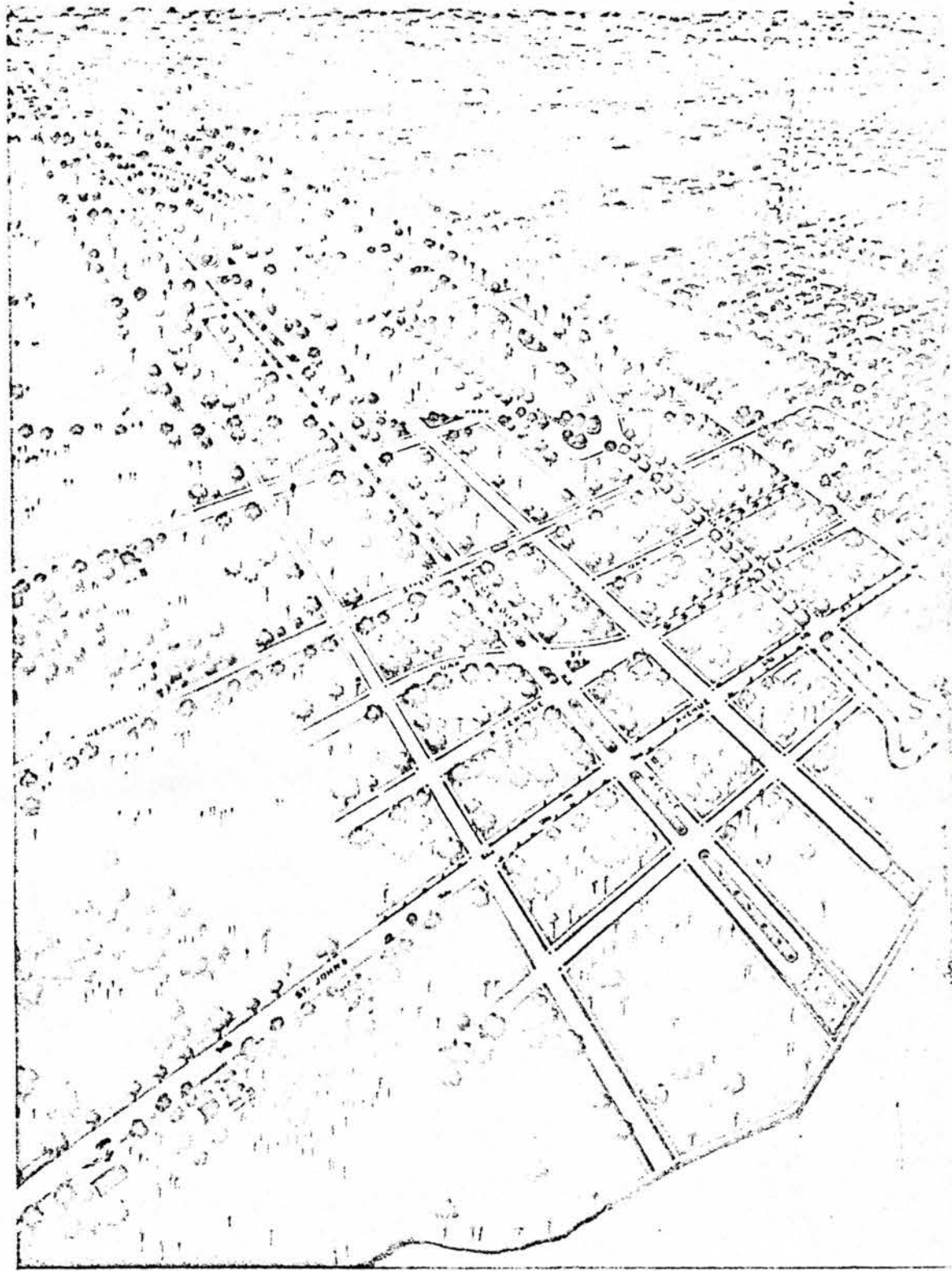
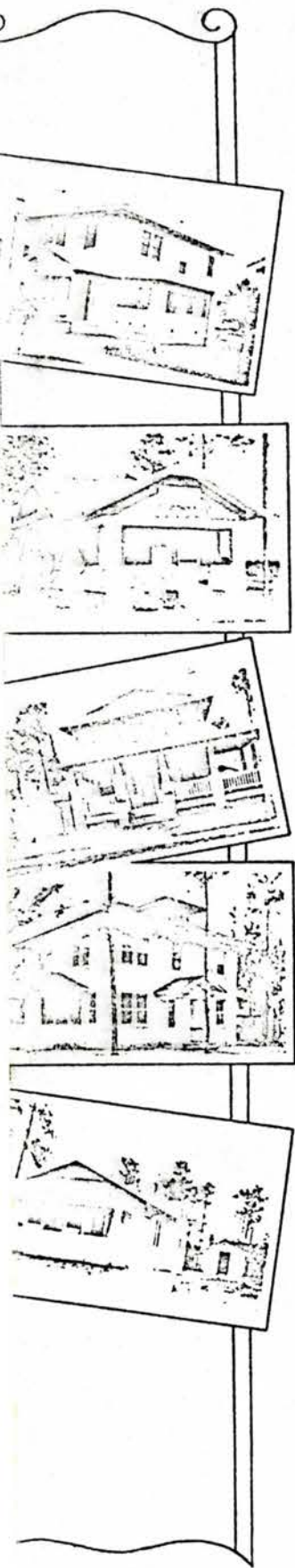


Avondale
The Most Beautiful Residential Development ever attempted in Jacksonville
TELFAIR STOCKTON & CO.
and E. V. TOOMER
 SALES AGENTS

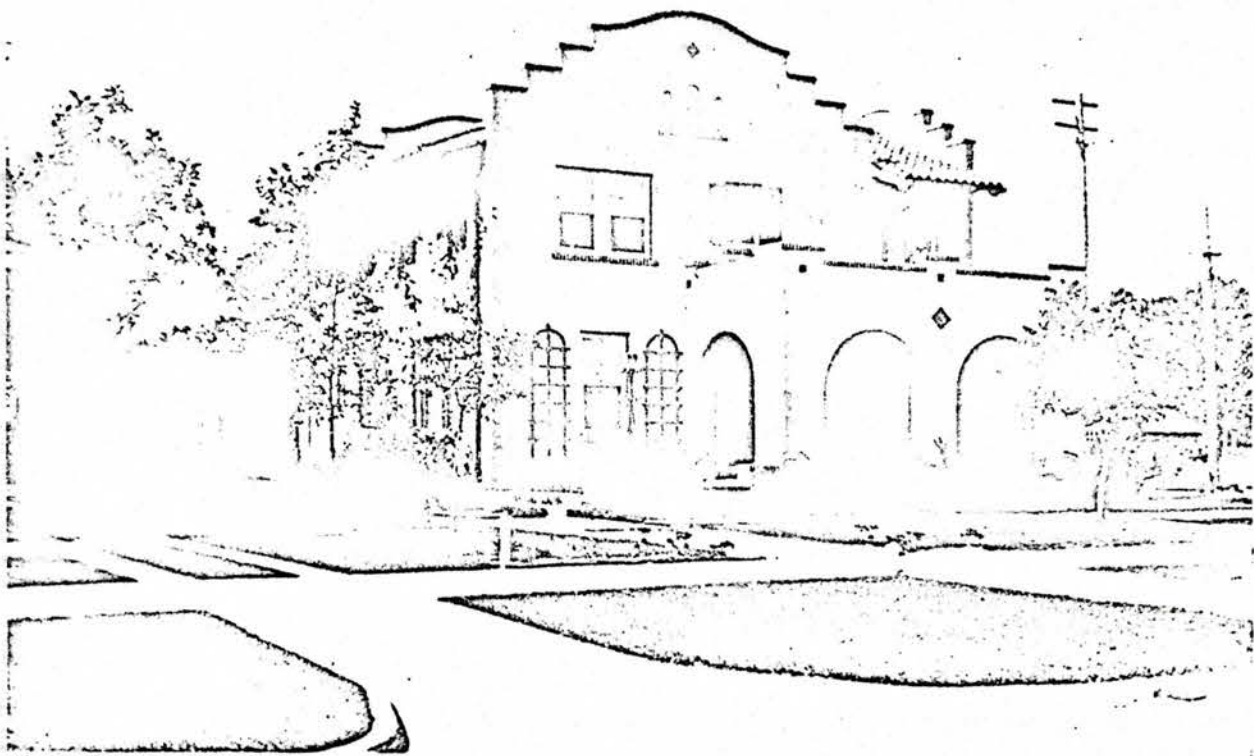


When you try to visualize this
 with its wonderful building
 day-back lots carry identically
 restrictions that the costly
 —this means protection
 lasting value.





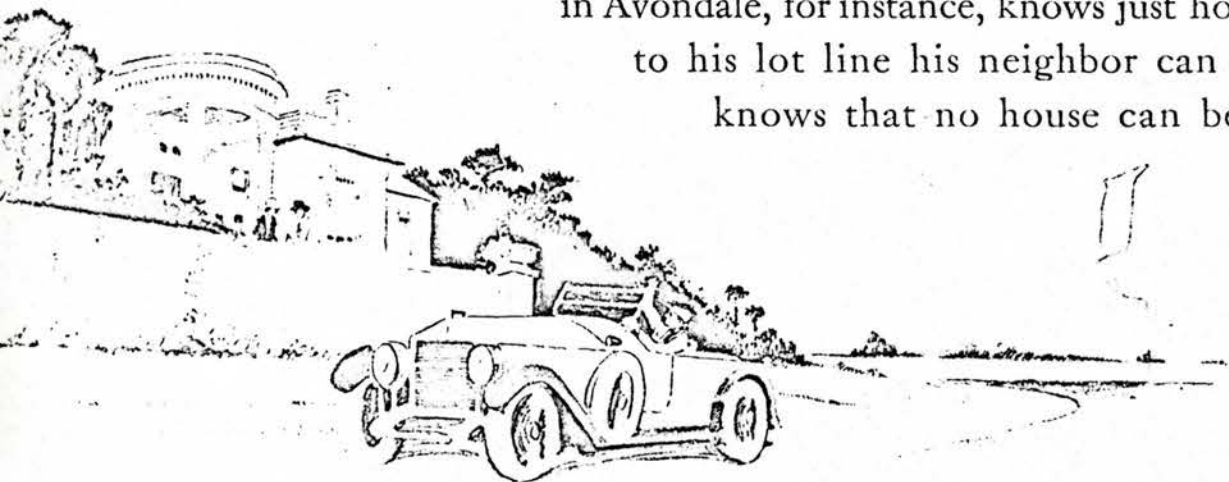
It is well to bear in mind, when
 a beautifully laid out section with
 activity, that the cheapest way is
 the same careful protective measure.
 River Front lots enjoy,—
 and accumulate

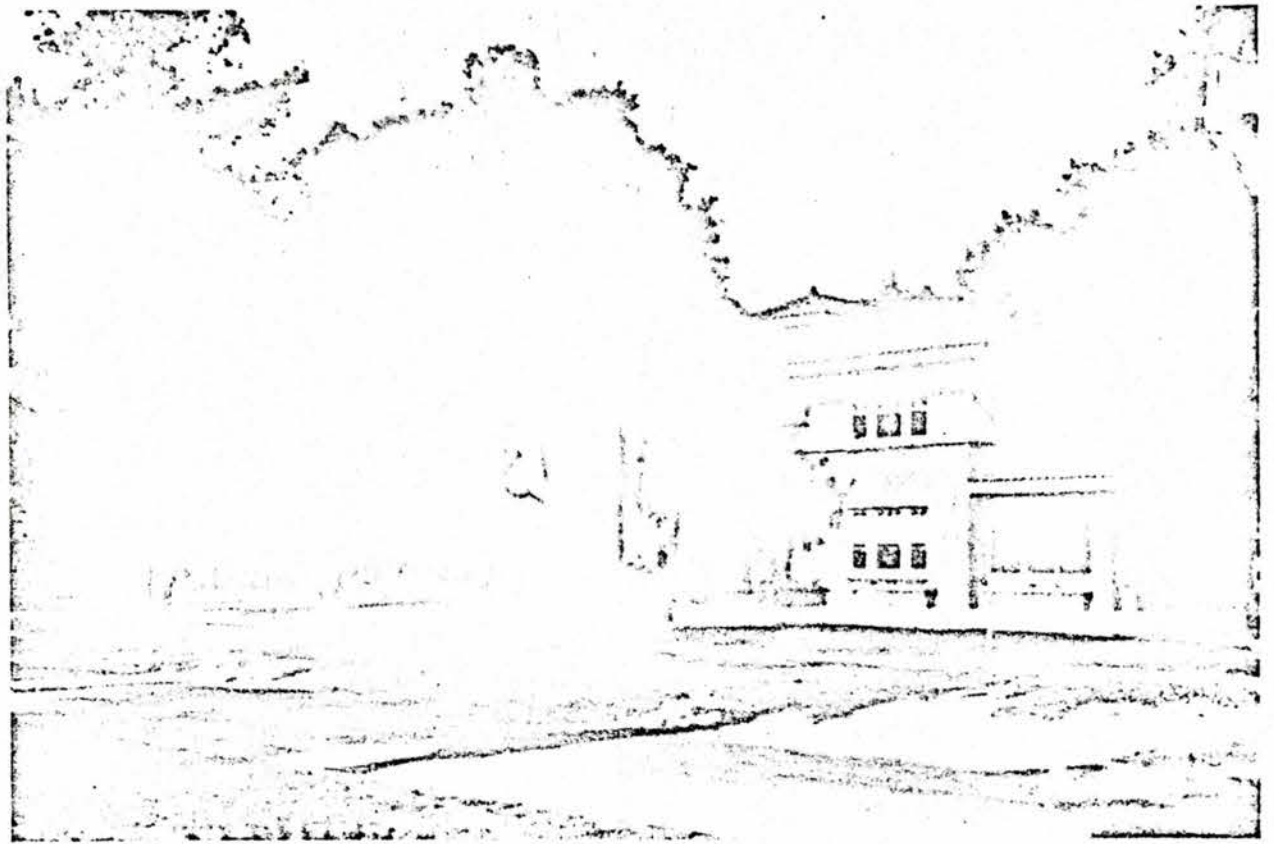


Picture the stately clumps of bamboo, growing fifteen to twenty feet into the air; the magnolias (now but little slips) showing their rich green leaves on many a street and avenue; the parks now but sparsely covered; and try to vision their loveliness when their plants and flowers and shrubs have a few years growth.

Envision the beautiful lawns and the well kept yards that these dwellers in Avondale, because of their love for Avondale, will have; then when you have pictured to yourself the beautiful Avondale of the future you realize why we have tried to start Avondale right.

With all these advantages, with Avondale a community of homes, there is no place for the commerical, so there have been made some preventive provisions to protect these homes. Every buyer in Avondale, for instance, knows just how near to his lot line his neighbor can build; knows that no house can be built



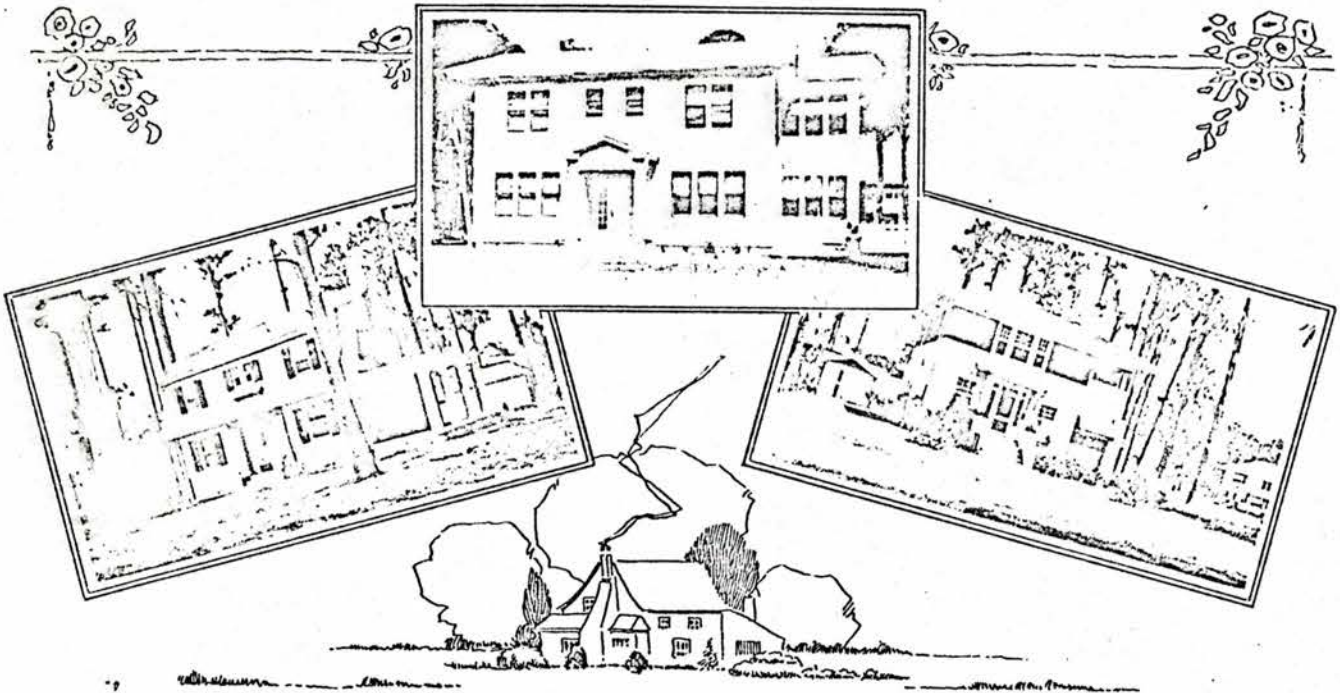


nearer the street than his; knows that garages and other outhouses must be built in suitable locations; knows that no store, no apartment house, no charitable institution can build anywhere near him in Avondale. Those who have had experience know what these preventive measures mean, that they can build for the future, for their property will not be depreciated in value by obnoxious neighbors.

With these provisions in force you can build with assurance and the mental comfort that after your individuality has been expressed in the most approved manner, that individuality will not be lost because of some profiteering individual, entirely lacking in the love of the artistic, who desires to enrich himself by erecting unsightly income producers in your side yard. Perhaps no other thing has been the cause of more really nice people moving to Avondale. It is one of the reasons for Avondale's exclusiveness.

It seems a simple thing to have a park, and it is. But few people realize, however, what it has cost to give Avondale sixteen parks using land that could have been divided into fifty-five lots, averaging in price about \$2,000.00 each. This means that \$110,000.00 worth of land was given





Yes Exceptional

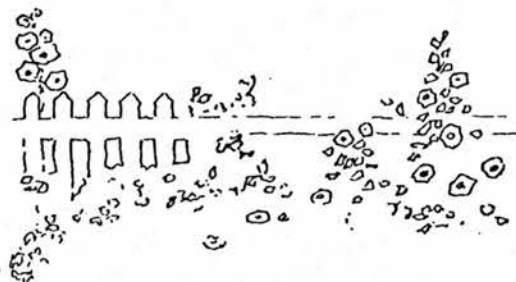
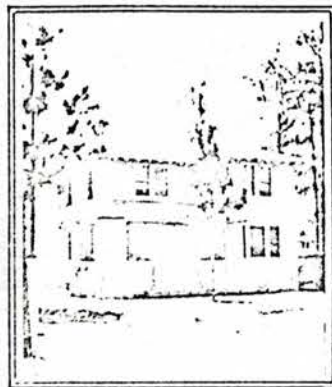
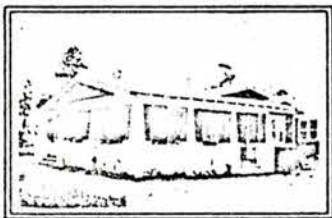
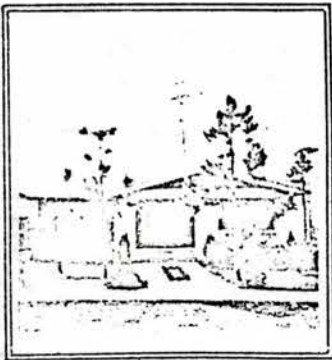
We claim that Avondale is an exceptional subdivision—exceptional in many ways.

- Beauty*
- Development*
- Accessibility*
- Location*
- Environment*
- Desirability*

and it is the only restricted subdivision in the city.

Values are sure to increase with this wonderful building development.

The longer you wait the fewer the lots.



to Avondale people, even more, for this amount does not include the cost of planting and developing in a manner commensurate with this section.

It seems a lot of money —it IS a lot of money, but Avondale owners consider it well spent in their scheme of permanent building of their ideal, because the presence of these beauty spots gives lot owners a greater pride in their homes, with a much better class of houses and better kept lawns and yards, and spells *future increase in value*.

So Avondale has come up from obscurity to a place of great importance and prominence in two short years because the foundation is good and because the future is assured.

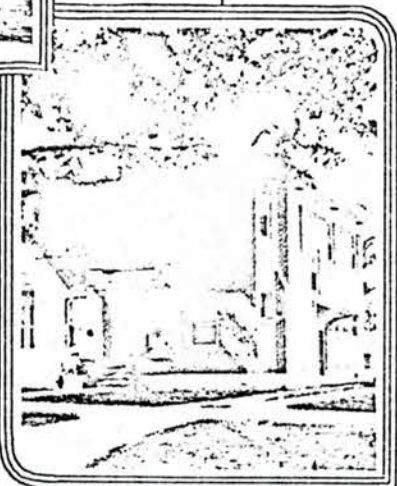
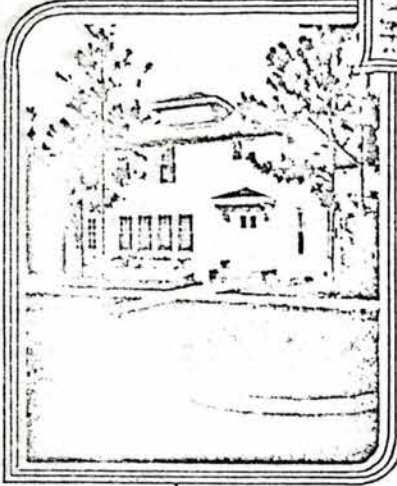
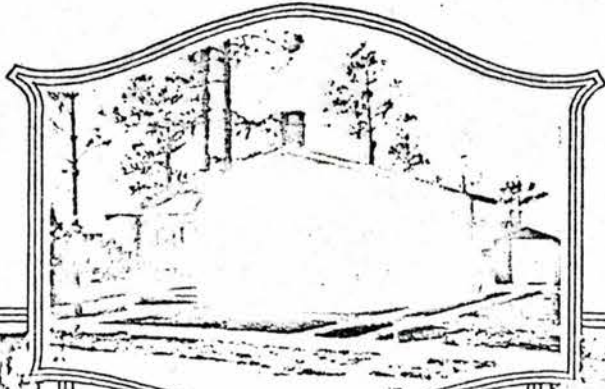
You who have not bought in Avondale may have failed to do so through some misunderstanding. Let us again call your attention, before it is too late, to a few of the real advantages of this section, to the ease with which a purchase may be financed and to the extreme desirability of living here.

Avondale is *desirable* because it has been started along the right lines.

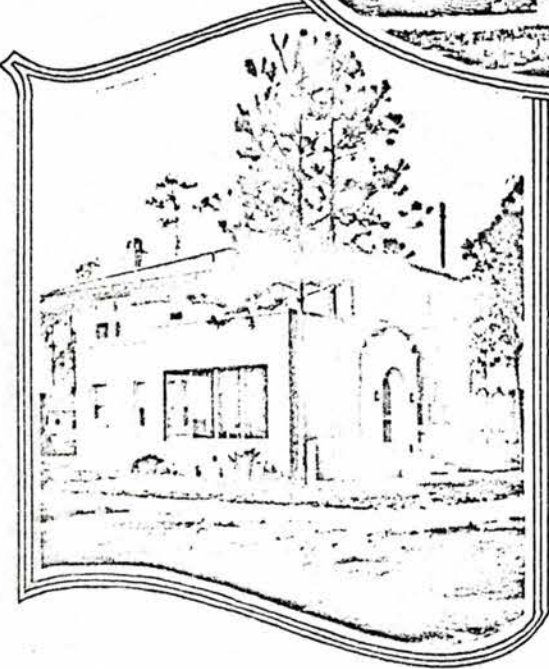
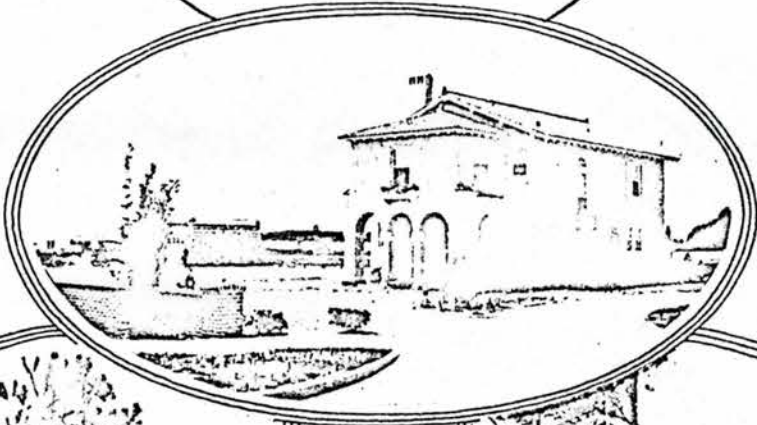
Avondale is *desirable* because certain essential preventive provisions insure its adherence to these right lines.

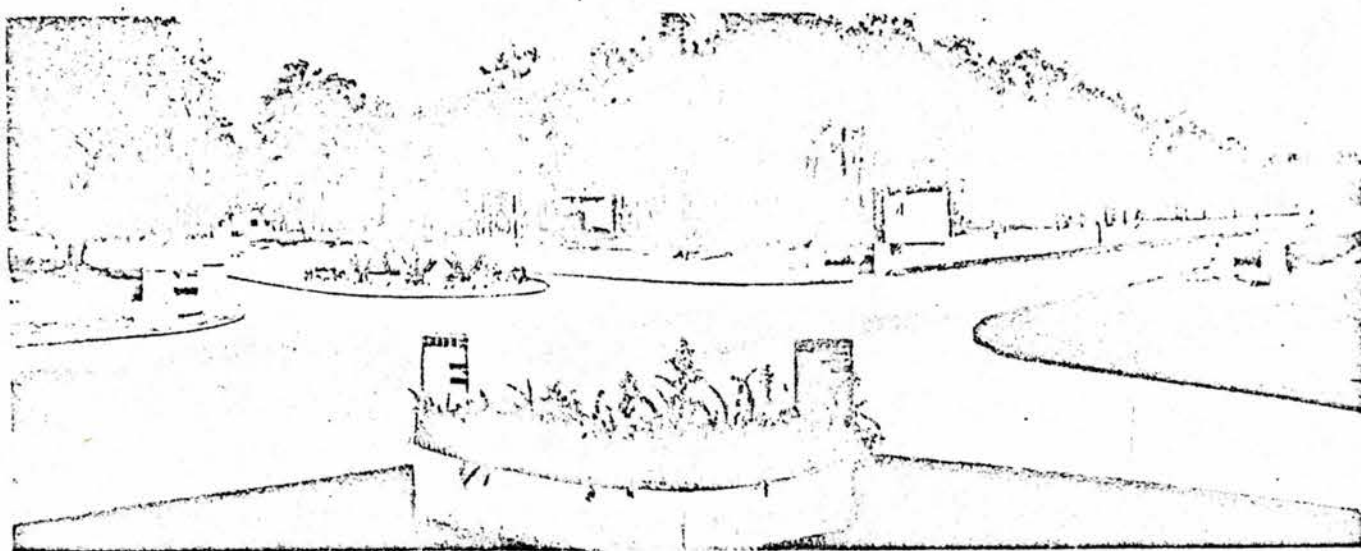
Avondale is *desirable* because the right kind of people have recognized its worth, and because the wrong kind of people can find property more to their liking elsewhere.





Here are six homes with six different architectural ideas expressed. No two homes in Avondale are just alike that is *one* of the Charms. We believe you would love to live in Avondale. There is a plot and a welcome for you.





Lots now available are priced from \$1200.00 to \$18,000.00. No block is offered for sale until actual development has proceeded sufficiently to be a guarantee that the buyer will receive all that we advertise to give. As a result there are new blocks constantly being opened up in several portions of the property.

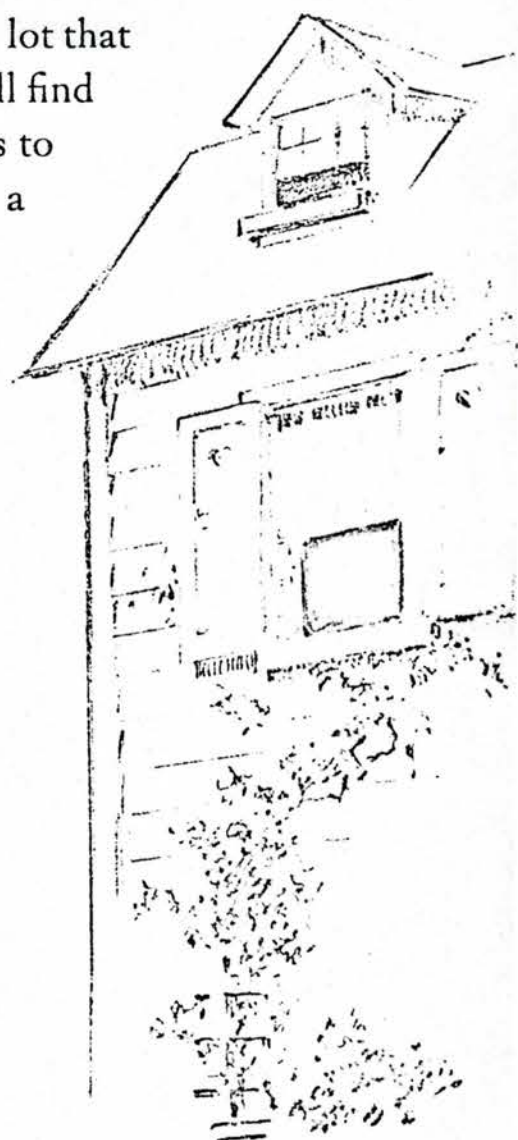
In these new blocks you will assuredly find a lot that pleases you in size, in location, in price. You will find that we have been liberal in platting the lots so as to give everyone a lot of sufficient size. This is a consideration worthy of your most careful study.

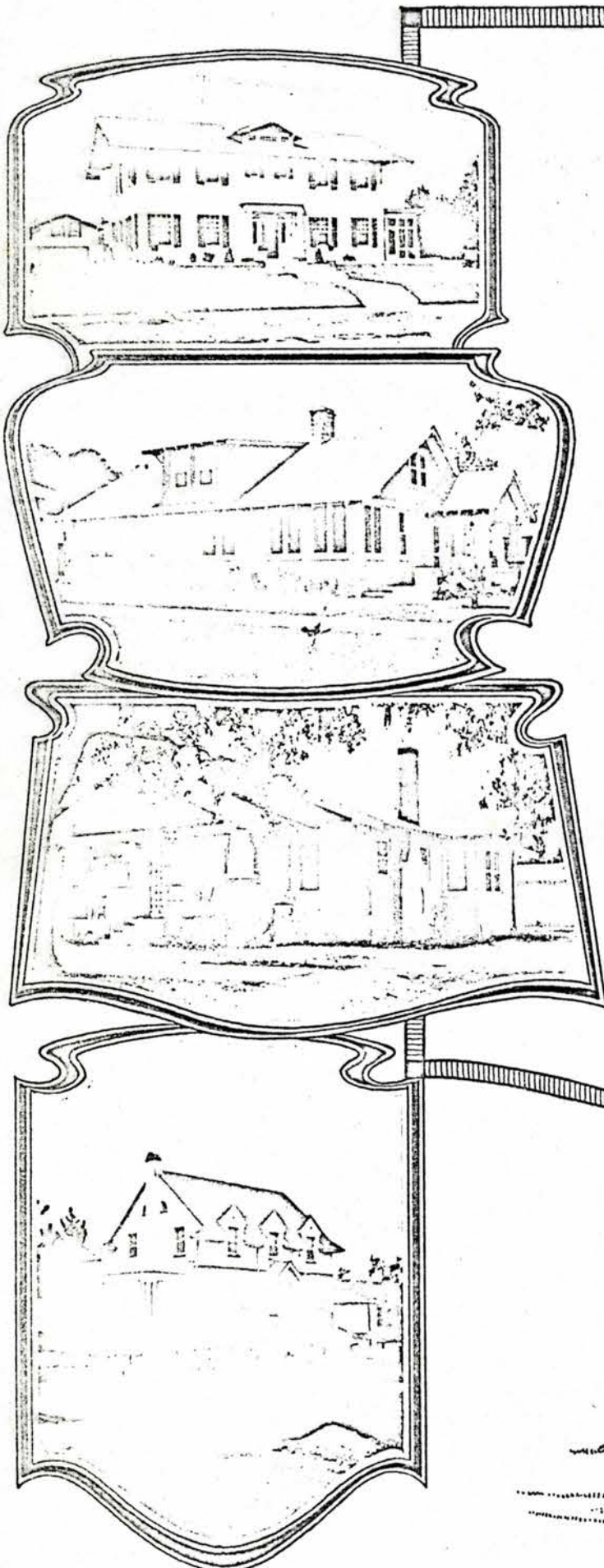
ANY Avondale location is good because the entire development is properly designed.

Of course some locations are preferable but none are "BAD" because the same care has been spent to develop all portions with the same careful attention to detail and the same preventive provisions are in force on the lots furthest from the river as on the Riverside Avenue lots.

The terms of sale in Avondale are more liberal than ever offered in high class sections of Jacksonville. You have your choice of five distinct sets of terms.

(Continued on Page 22)





*Play fair with yourself and
Your Family--
Buy a Lot and Build at Once*

IN
AVONDALE

The Most Talked of Residential
Section in Jacksonville

Where values are not inflated
Where all improvements are
awaiting you

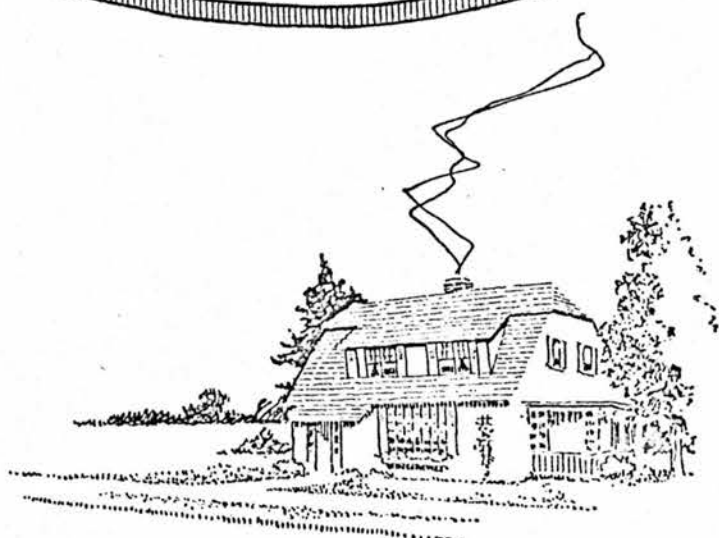
Where nature and man have
combined to make a
residential ideal.

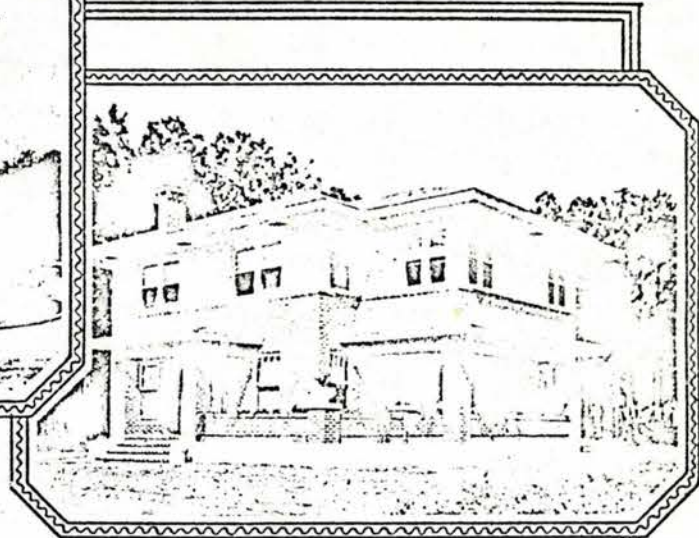
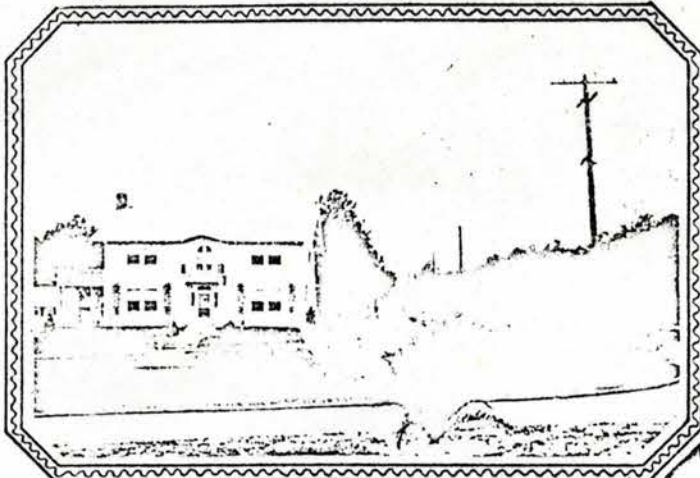
Where careful restrictions protect
you against cheap and
unsightly buildings

Where you get the conveniences
of the city and none of
its inconveniences

Where there is more building
activity than in any other section

Where there is a future for
what you buy





Would Howard Paine ever have written

“HOME SWEET HOME”

had his days been spent in the average apartment?

AVONDALE

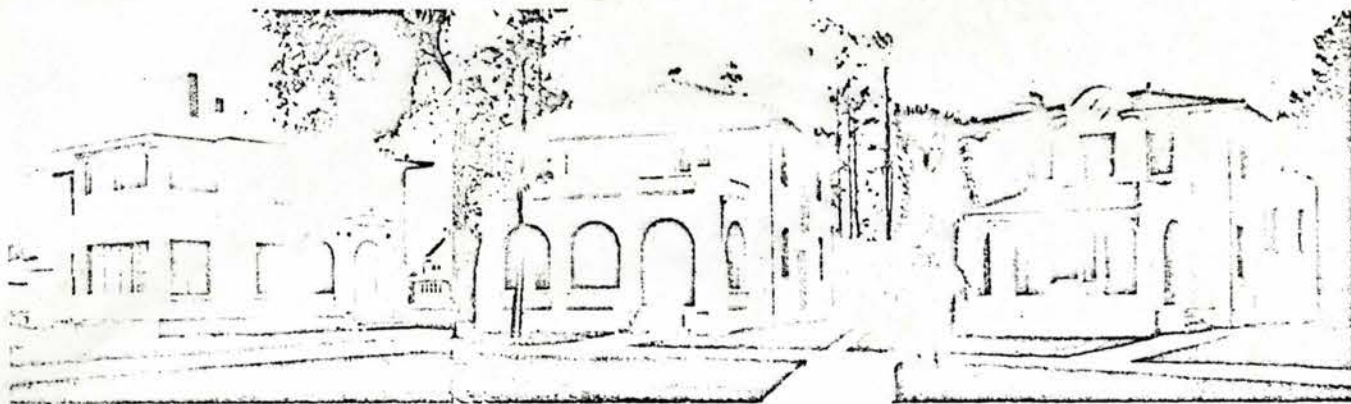
is the ideal home place for the busy man of affairs. It offers accessibility and everything that appeals to those who want the best, without excessive costs. At AVONDALE there is a remarkable offering of artistic plots, ideally adapted for the “home of your dreams”.

You owe it to your family, your employees, your associates, your friends, and yourself to investigate

AVONDALE

today and start toward establishing a home of your very own.



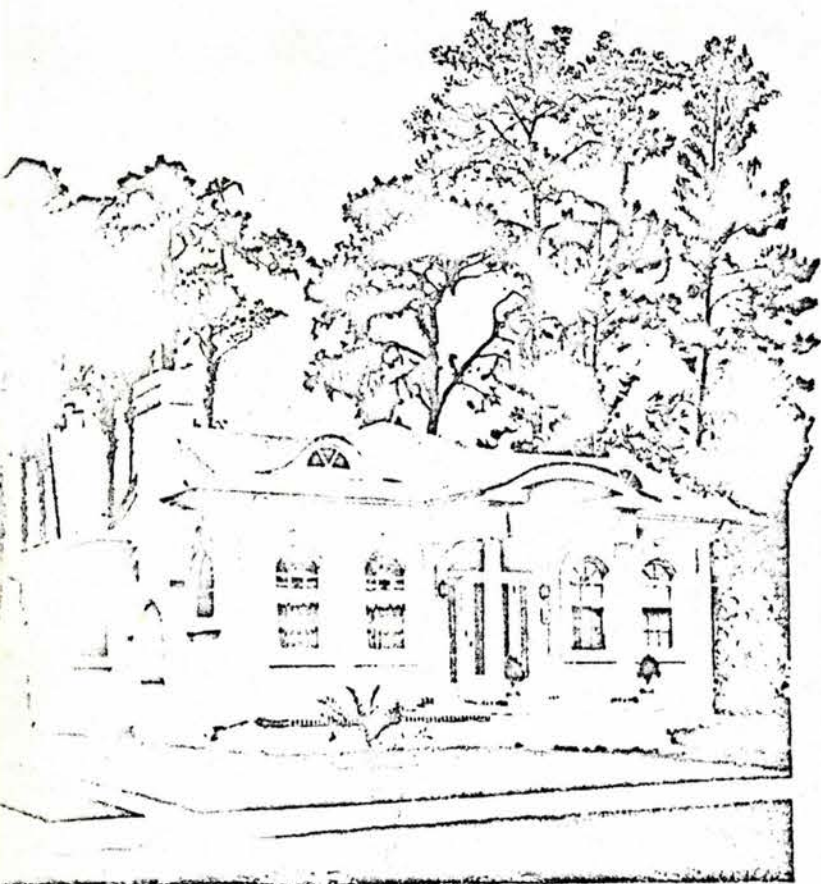


You can pay all cash or can distribute your payments over one, four, five or seven years if you so desire. Everything possible has been done, everything possible is being done, and everything possible will be done to make Avondale correspond with your ideal of a highly developed, safeguarded home place.

All we ask now is an opportunity to have a personal talk with you in order that you may be sure you have not overlooked any advantageous possibility for your future home.

We appreciate your courtesy in reading this history of Avondale and trust that it has been interesting, and that you have enjoyed seeing through the camera, how wonderfully Avondale has already developed. It would be a great pleasure to show you through Avondale by appointment. No one who merely drives through, no one who examines Avondale without the guidance

of a well posted man, can realize just our vision of the future; indeed it is so large that we cannot give it to you in its entirety even in this book—that is why we want to take you through personally—then if you do not care for an Avondale lot it will be merely a difference in viewpoint, we will not attempt to force our ideas upon you but we would like to give you the benefit of them.

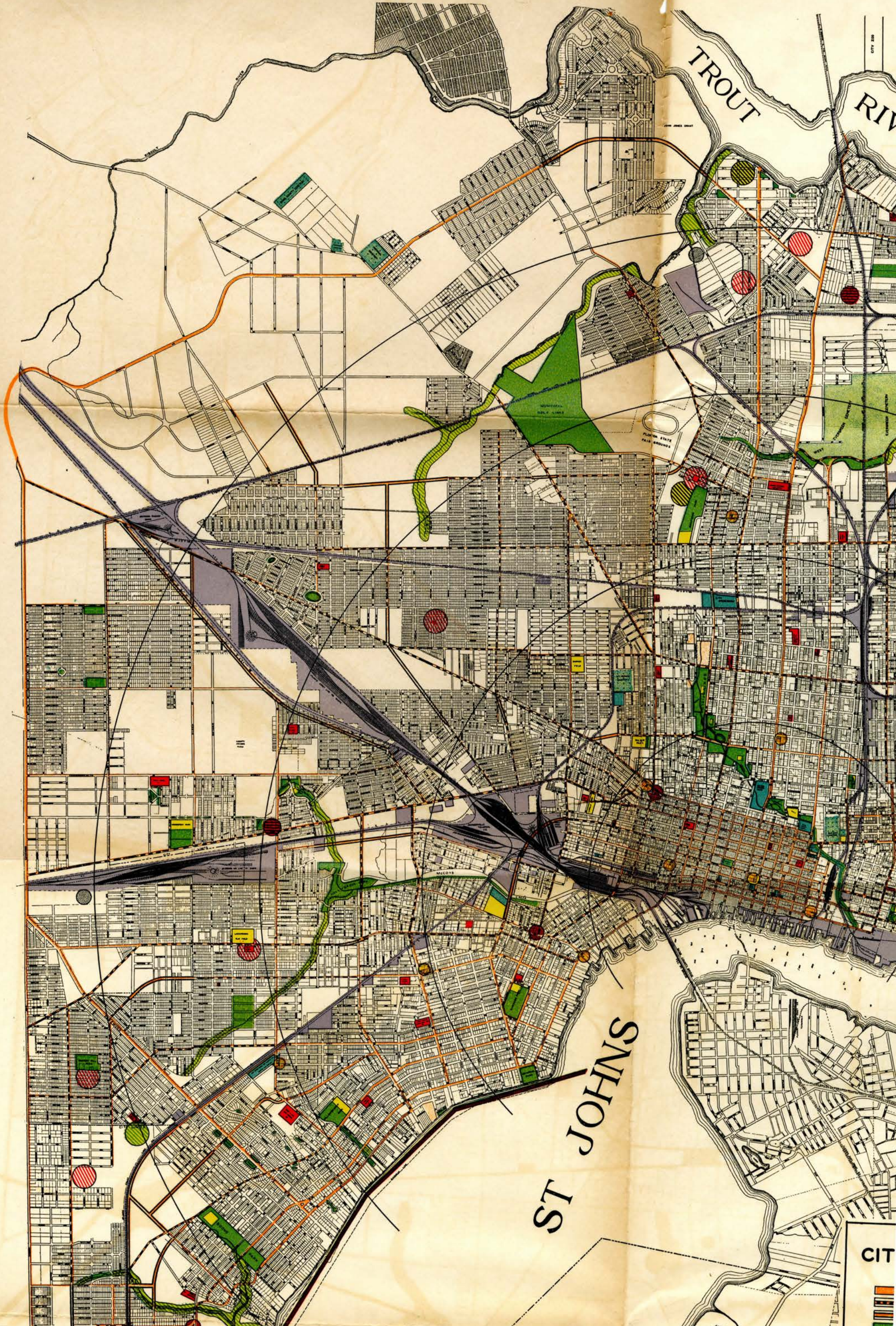


TELFAIR STOCKTON & Co.
and E. V. TOOMER
Developers and Managers
LAURA and DUVAL STS.
JACKSONVILLE, FLORIDA



—AND THEIR OWN HOME
IN AVONDALE

All ready and waiting for the happy return. No landlord to consult; no annual lease; no moving van bugaboo; but a home which is *theirs* from cellar to attic, from plans to pictures



TROUT RIVER

ST. JOHNS RIVER

CITY 200

CITY



MEMORIAL GOLF LINKS

FLORIDA STATE FAIR GROUNDS

MCCOY'S



ST JOHNS

RIVER

**CITY PLAN
CITY OF JACKSONVILLE**

LEGEND

- EXISTING STREETS OF SUFFICIENT WIDTH
- EXISTING STREETS TO BE WIDENED
- PROPOSED STREETS, CONNECTIONS ETC.
- EXISTING PARKS
- PROPOSED PARKS
- EXISTING PLAYFIELDS
- PROPOSED PLAYFIELDS
- EXISTING SCHOOLS
- PROPOSED SCHOOLS
- EXISTING FIRE STATIONS
- PROPOSED FIRE STATIONS
- CENTRAL BUSINESS DISTRICT
- CEMETERIES
- PUBLIC PROPERTIES
- RAILROAD AND INDUSTRIAL PROPERTIES
- PROPOSED SUB-CIVIC CENTERS
- PROPOSED INCINERATOR SITES
- PROPOSED SEWAGE INTERCEPTOR
- HOSPITALS

**MAP OF
JACKSONVILLE, FLORIDA**

AND VICINITY
MADE BY
GEORGE W. SIMONS, JR., MEM. A.M.S.C.E.
CONSULTING ENGINEER
JACKSONVILLE FLORIDA

GEORGE W. SIMONS, JR.
CITY PLAN ENGINEER
408 HILDEBRANDT BLDG
JACKSONVILLE FLORIDA

SCALE OF FEET
1928



TROUT RIVER

RIVER



FLORIDA STATE FAIR GROUND

MUNICIPAL GOLF LINKS

CHASEVILLE

LIVETS

FLORAL BLUFF

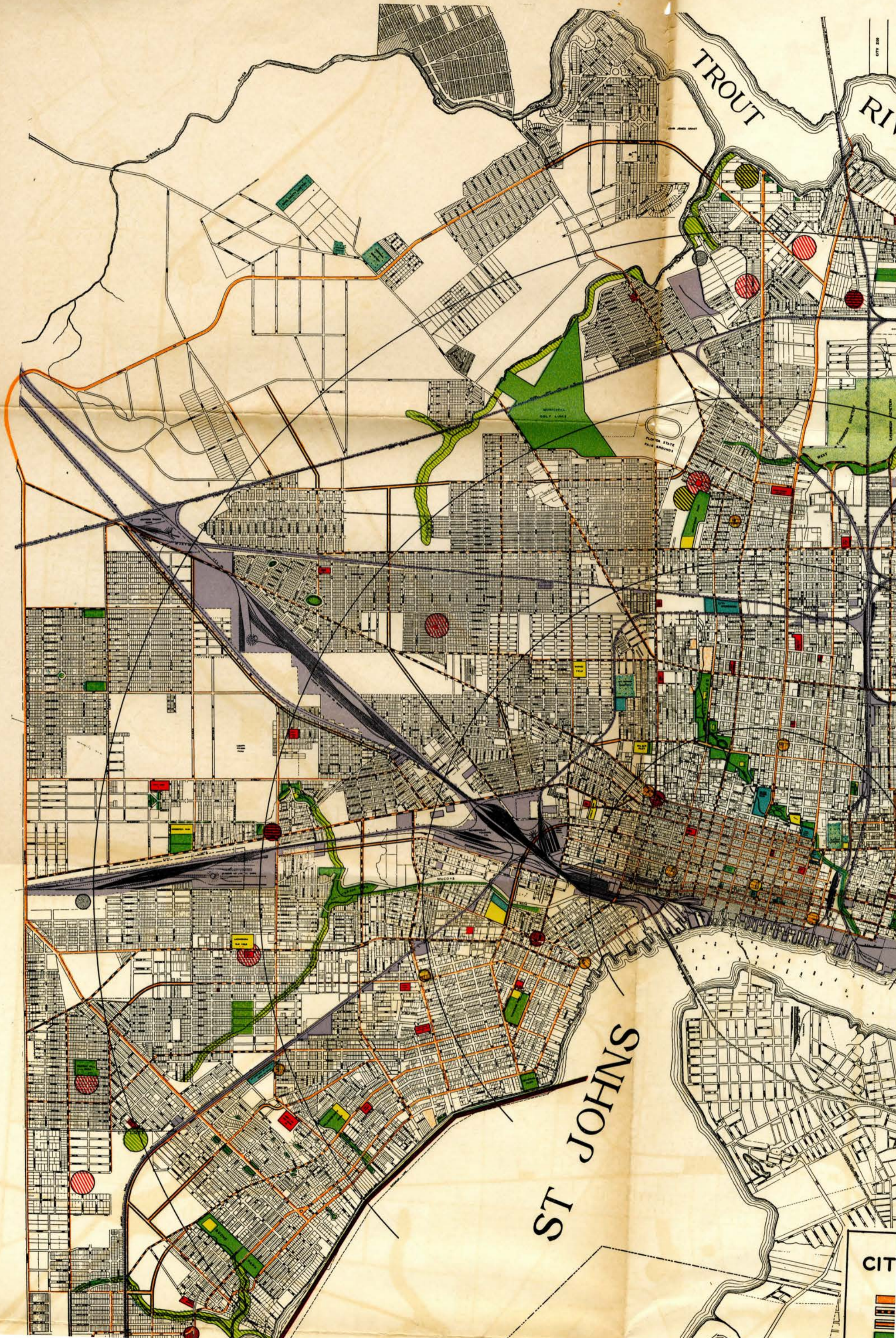
CITY

ARLINGTON

CITY 200

WEST

MCCOYS



TROUT RIVER

RIVER

ST. JOHNS RIVER

CITY

FLORIDA STATE FAIR GROUND

MUNICIPAL BALLY ARCADE

MCCOYS

