

4-29-1933

## Greeter: A guide: where to go, what to see, Orlando's Civic Weekly, Vol. 4, No. 17, week ending April 29

Hotel Greeters of Florida

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# THE GREETER

Orlando's Civic Weekly

Vol. 4, No. 17

Week Ending April 29, 1933



An Original Watercolor by JOSE ARENTZ, Artist  
An exhibition of the Works of Mr. Arentz now on display at Advertising Headquarters  
A. P. Phillips Co., 223 Church & Main Bldg. Engraving by Wrigley Engraving Co.



THE

# GREETER

A GUIDE ... WHERE TO GO ... WHAT TO SEE  
WHATS WHAT—DAY BY DAY

CIVIC WEEKLY

OFFICIAL PUBLICATION

CENTRAL FLORIDA CHAPTER CHARTER 19  
HOTEL GREETERS OF AMERICA  
ORLANDO APARTMENT HOUSE OWNERS  
SOCIETY

A. P. PHILLIPS, JR., EDITOR AND PUBLISHER  
DON EMERY, DAYTONA BEACH, ADVERTISING  
ALVAH WEATHERS, CIRCULATION  
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DOT BEBE, SPECIAL

HARRY FITZGERALD, FISHING EDITOR  
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CONTRIBUTORS

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## fishing

BY

HARRY E. FITZGERALD

Celebrated Sports Writer

A Weekly Feature of the  
GREETER



Based on the statement of a representative of one of the leading tackle manufacturers in America, ONE MILLION DOLLARS was spent in Florida last year for sport fishing tackle. Approximately, and surely not less than, \$350,000. of this sum went as profit to our jobbers and dealers. This huge sum was spent by sportsmen during a year when economy and hoarding was being practiced generally in every nook and corner of the United States.

Stop and consider the tremendous sum the same sportment spent for hotel accommodations, licenses, transportation, motors, guides, boats, wearing apparel, amusements and other commodities. And what may I ask, attracted them to Florida? . . . FISHING! The one sport that appeals to men in every walk of life from a President to the humblest laborer who occasionally finds time to wet-a-line.

What are we doing to protect and perpetuate the game fish nature has so lavishly bestowed, and especially the gamest of all game fish, the black-bass that have made the inland waters of Florida famous around the world? What efforts are YOU making to keep this sport a drawing card and our FISH and GAME conservation and protection organizations out of politics? In the inelegant but forcible language of the late lamented Chuck Connors: "Not er dam ting!"

A bill now before the legislators at Tallahassee, known as the "Administration Bill", to abolish the Game & Fresh Water Fish Dept., the Shell Fish Den't.,—and place these with several other stray dogs and cats, that have never been self-supporting, under the control and entirely in the hands of a Commission headed by the Governor, Secretary of State, Attorney General, et al—a group boasting not a single sportsman in its entirety. The Governor frankly admits he never owned a rod or a gun and knows as much about fishing and conservation as a hello girl knows about electricity. Not one of the six slated for membership knows a carp from a cat-fish but it's dollars to doughnuts that any one of them of the Fish & Game department . . . That's politics . . . That's good business . . . To again borrow from the vernacular of the departed Chuck: "Dat's de hell of it!"

The best bass fishing in months is now reported at the fishing camps on Lake Apopka. At Johnson's camp yesterday every available boat was in service and some fine strings of fish were brought in both by the artificial bait casters and the live bait fishermen. Incidentally OF Mars Johnson informed me he has \$50,000.00 invested in the camp. Gee, Fifty Grand!—Mex.

## c. of c. notes

Visitors Club of Orlando—Tuesday, City Auditorium, 7:30 P. M.

All visitors are welcome to Sunshine Park where Bowling, Shuffleboard, Roque, Cards, Horseshoe Pitching and other games are played daily.

All visitors are requested to register at the Chamber of Commerce so that their friends may locate them.

**BOXING**—Monday, 8:15 P. M., Court Street arena, auspices American Legion.

Headling this week is Babe Peckham vs Erlish of DeLand and Stobar vs Patrick of Kissimmee. Fast Preliminaries on this card.

**BOXING**—Thursday, 8:15 P. M. Coliseum arena, auspices National Guard.

Main Go this week—Billy Hood vs. Bobby Wilson

Good Preliminaries, popular price admission.

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READ THE GREETER — KNOW YOUR ORLANDO



## on and off the avenue



Full attention is centered on the gala May Day Fete and spectacular entertainment planned by the Junior Welfare Association to be staged at the Perrydell at 22 E. Gore Avenue. A more perfect setting for this event could not be had. Make your plans now to visit the Perrydell and enjoy the festivities next Saturday afternoon.

You still have a chance to take advantage of the Spring Sale at **Frances Slater's**. The special offerings as well as the marked reductions on each and every dress, hat and coat has met with such wide approval that Mrs. Slater has by popular request continued the Spring Sale. There is more than value and satisfaction in wearing Frances Slater's merchandise, you are sure of individual distinction—a quality found only at this popular and exclusive shop at 20 N. Orange Ave. Drop in today take advantage of the Spring Sale. It's both the smart and thrifty thing to do.

The big news this week is the opening of the "Jungles" just beyond the city limits on the East Winter Park Road or to be more explicit turn left at the second entrance past Merritt Park. The original Beeman mansion which during the latter part of the 19th century was considered one of the finest homes in the state is now open to the public. The specialty of the "Jungles" according to **Paul Costley** under whose direction the "Jungles" is operating will be a popular priced, Southern style chicken dinner. A maximum of food with a minimum of style is the order of the day at this new eating place.

Leave it to **Daniel's Haberdashery** to introduce the latest for a mere male. If you haven't seen the SLACK, the new style and nabby tie being featured at Daniel's, drop by 119 S. Orange Avenue today and see this new creation. Incidentally, if your wardrobe is low on shirts, you will find Daniel's special dollar shirts superior to more expensive shirts at other stores.

Word from Gordon Babcock, genial manager of the **George Washington Hotel** in Jacksonville, requesting us to drop in to see him on our next visit to the "Gate City". And while we are speaking of Jacksonville, we must suggest, Dear Reader, on your next trip to Jacksonville drop in at **Thomas Jefferson** on West Adams St., just up from the George Washington Hotel and have a lunch or dinner with **George Light**. Here you will find both service and price attractive.

(Continued on Page Five)

When Madams Could Be Trusted—Miss (reading new maid's references): "Six places in a year?"

Maid—"Yes, ma'am. The days of the good mistress are over."

## RECREATION NEWS

### BASE BALL SUNDAYS AND THURSDAYS

The newly organized home town team are scheduled for regular games in the Central Florida Circuit at Tinker Field each and every Thursday and Sunday during the season. Turn out and support the boys, you will see some good fast playing.

### PING PONG—YO HO!

The first annual Ping Pong Tournament will be played this week with the preliminary matches starting Monday afternoon at 1:00 at the City Hall and continuing through Monday night and Tuesday.

The semi-finals and finals of the tournament will be held at the City Auditorium. Anyone wishing to enter should send their name in to the City Recreation Dept. at the City Hall, telephone 6522.

### DIAMOND BALL

The Midget boys diamondball league will play their first regular games Tuesday afternoon at Exposition Park. Eight teams have entered the midget boys league and these teams will play every Tuesday all during the summer.

### TENNIS

The opening of the Class A tennis league for two man team will be held on Saturday April 29. Four fast teams will be entered in this league and they will play every Saturday afternoon at Exposition Park starting at 1:30. It is also planned to start a class B league to play at this same time.

### THIS WEEK IN DIAMOND BALL

- 7:45—Jaycees vs American Legion
- 9:00—Exchange Club vs University Club
- 7:30—Datson Dairies vs Jackson Sport Shop
- 9:00—Poinsettia vs Sentinel-Star
- 7:30—Dr. Phillips vs Florida Public Service No. 1
- 9:00—U. S. Post Office vs Orlando Ice Del. No. 1
- 7:30—Yowell-Drew vs City Utilities
- 7:30—Poinsettia vs Datson
- 9:30—Sentinel-Star vs Jackson

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42 North Garland

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## CHURCH and MAIN BUILDING



## MAYER ARCADE the place to TRADE

## in case you didn't know

## DIRECTORY

We have noticed that S. J. Stiggins is burning the midnight oil lately.

There has been a decided spurt in real estate according to Vernon McKelvey.

"Beauty is as beauty does" is an old saying but there is one fact we certainly know. That regularity in beauty treatments of care of the skin and scalp pays big dividends. Especially if they are given under such expert supervision as you receive at Andre's Beauty Salon. Drop by 220 S. Main St. today and get on the beauty road.

Municipal Judge Lyman Beckes is always a prominent figure at the prize fights.

Doc Hal Beardall is almost a stranger at the barber shop drink stand only putting in his appearance twice a day of late.

Henry Mayer, building Supt., is responsible for the good appearance of the building and is that a capital JOB?

Frank Gordon Fernery man is another believer in the fact that we have turned the corner.

### GROUND FLOOR

Auto License Bureau—W. K. Price,  
Andres Beauty Salon  
East Side Barber Shop—L. E. Yates  
M. D. Bailey, Jr.—Investments  
Chas. Mayer—Mayer Realty Co.  
Henry Mayer—Bldg. Supt.  
Vernon McKelvey—Real Estate  
Orlando Typesetting Co.—J. M. Albee  
Shopping Guide—Weekly Ad Paper  
The Spectator—Weekly Newspaper...  
Frank Gordon—Fernery  
Veterans Foreign Wars—John Pierson

### OFFICES

Jose Arentz—Artist  
Barter-Trade-Exchange  
Lyman Beckes—Attorney  
The Greeter—Civic Weekly  
Walter Hall—Attorney  
Orlando Letter Shop  
S. J. Stiggins—Attorney  
A. P. Phillips Co.—Advertising

For information phone Greeter, 4040, or Chamber of Commerce, 6116



## on and off the avenue

The booths operated by the Greater Orlando Chamber of Commerce is certainly letting our tourists know that we want them to come to Orlando. Excellent work is being done by Louis Feldman at Tampa, Glen Ingram at Melbourne, and Hazen at Indian River City. However, all three men write they could use almost an unlimited supply of "Greeters", if they had them.

Of hand one would think that after Easter the modiste and dressmakers would have a rest, **Orange Ave.**, it is to the contrary. Easter Sunday according to **Mrs. John Todd, 17½ S.** day was a signal for milady to complete her spring and summer clothing.

How is your health today? If you're not full of the old time vim and vigor, perhaps the water you are drinking has something to do with it. Don't experiment with human machinery. Call **G. W. Briggs at 5612** and have him deliver a trial bottle of **Orange City Water**. Leading physicians throughout the state recommend this pure water.

Welcome to the Avenue, **Eola Coffees** and **Eolas Teas!** Make a habit of dropping by **219 S. Orange Ave.**, and getting your coffee roasted, ground, and packed fresh each day or if you prefer your grocer has fresh Eola on his counter. Eola coffees and teas are two Orlando products that are doing their part to make for a Greater Orlando. We congratulate **Bob Riddle** on his success!

The heavy showers of last week is only other Nature's way of warning us of the regular daaily summer showers so famed for this section of the state. Don't procrastinate, call **F. C. George Building Co.**, either at **7781** or **4040** and have your roof put in tip-top condition. The cost is small and the protection is great.

How are your accounts today? If **Roger Babson** is correct about 90% of the people in business do not know whether they are solvent or not. And that is where **The Orlando Audit Company** comes in. **E. H. Garrett** and **C. E. Baker** delight in enlightening you to the facts regarding your business.

Un With a Bound—"I've got a new idea. Fortune in it."

"What new?"

"It's an alarm clock that emits the delicious odors of frying bacon and fragrant coffee."

## GOLFERS MUST JOIN COUNTRY CLUB

The Orlando Country Club is off to a good start under the able direction of the newly elected president **Jack Branham**. One of the new rules of the new board of directors is that a member of the club may bring a resident of Orlando to play golf once a month by paying his green fee. Such a guest can not be brought more than twice during any year. The same rule will also apply at the **Dubsdread Club**. This makes it necessary that a resident join one or the other club to be able to play golf in Orlando.

## SWAPPING POST ACTIVE

The Central Florida Cooperative Swapping Post at **133 N. Main St.**, is busy making swaps from hair pins to safes, from chow puppies to mules and tractors to bread, vegetables and other necessat food stuffs. It matters not what you have to swap labor, services, clothing, furniture or what have you, you will find a ready market at the **Swap Shop**.

If you have not settled definitely for the summer, we suggest you drop by **The Melrose**, Orlando's leading boarding house at **229 S. Main St.** Here you can receive room and board or either and low summer rates are now in effect.

Orlando's Leading Boarding House

## THE MELROSE

ROOM and BOARD  
SPECIAL SUMMER RATES  
High Quality—Low Price

229 South Main Street Phone 4570

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Orlando's  
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FIRST NATIONAL BANK  
AND TRUST COMPANY  
OF ORLANDO



## if you must leave orlando

### RAILROADS

ATLANTIC COAST LINE — Passenger Depot,  
Sleigh Boulevard. City ticket office, 43 East Pine St.  
Arrive (going North) 1:45 A. M.  
1:10 P. M.  
Arrive (going South) 2:55 A. M.  
1:25 P. M.

### AIR—MUNICIPAL AIRPORT

Orlando—North, 11:40 A. M.  
Orlando—South, 1:55 P. M.



## MILES FROM ORLANDO?

Apopka	18	Lakeland	46
Arcadia	118	Leesburg	45
Auburndale	53	Madison	221
Avon Park	85	Marianna	350
Bradenton	143	Melbourne	74
Brooksville	72	Miami	245
Bunnell	86	Mt. Dora	27
Clearwater	140	Moore Haven	163
Clermont	27	New Smyrna	62
Cocoa	52	Ocala	82
Crescent City	74	Ocoee	9
Dade City	68	Okeechobee	150
Daytona Beach	65	Ormond Beach	72
DeLand	41	Palm Beach	180
Eau Gallie	70	Palatka	99
Eustis	32	Pensacola	484
Frostproof	74	Plant City	79
Ft. Lauderdale	222	Punta Gorda	145
Ft. Meade	77	Sanford	22
Ft. Myers	170	Sarasota	155
Ft. Pierce	123	Sebring	93
Gainesville	120	St. Augustine	120
Green Cove	124	St. Cloud	26
Groveland	34	Silver Springs	88
Haines City	41	Stuart	143
Hollywood	230	Tallahassee	256
High Springs	141	Tampa	100
Indian River City	38	Tavares	32
Jacksonville	154	St. Petersburg	118
Key West	420	Titusville	42
Kissimmee	18	Vero Beach	103
Lake Annie	120	West Palm Beach	180
Lake City	167	Winter Haven	52
Lake Wales	58	Winter Garden	14
Lake Worth	186	Winter Park	4

### CITY BUS SCHEDULE

To Winter Park—Half hour service leaving Orange and Central on the hour and half hour. Returning from Winter Park depot ten minutes before and 20 minutes after each hour.

Park Lake, Drubsdread Route—Leaving Orange and Central to Park Lake on the hour; to Drubsdread half past each hour. Half hour service 6:30 a. m. to 9 a. m. and 4:30 p. m. to 7:00 p. m.

Cherokee-South City Limits Route—Hourly service leaving Orange and Central 20 minutes before each hour.

A. C. L. Depot-South Parramore Route—Hourly service leaving Central and Orange south, 10 minutes past each hour.

For further information call Orlando Transit Co., Phone 3833.



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## where to eat

Please Mention The Greeter to Our Advertisers

### ORLANDO

#### Cloverleaf Milk Depot

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#### Don George's

Autrey Arcade—122 Orange Ave.—Phone 6331

#### Duck Inn Restaurant

369 N. Orange Ave.—Phone 3533

#### Perrydell

22 East Gore—Phone 5461

#### Shakey's Restaurant

54 N. Orange Ave.—Phone 4004

#### The Latch String

Magnolia at Colonial—Phone 8751

#### The Jungles—East Winter Park Road

Turn left 2 blocks past Orlando City limits.

Drink EOLA Coffee, Roasted fresh daily

Visit plant and sales room, 232 S. Orange Ave.



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**25—35—50 Cent Luncheon**

11 A. M. to 3 P. M.

**Evening Meal 50 Cents**

GEO. A. LIGHT

Manager

## low tides on daytona beach

Weekling Ending April 29, 1933

April 23	12:42	April 26	2:30
April 24	1:20	April 27	3:05
April 25	1:56	April 28	3:40
April 29	4:18		

FOR the thousands of people who come to Orlando and Winter Park either as vacationists or prospective residents, as well as for our year-round citizens this magazine is published.

The mission of "The Greeter" is to acquaint the visitor and the busy Orlandian with what is happening in Central Florida—"Where to go—what to see—how to get there—and when."

**The GREETER Leads in Class Circulation and Reader Interest**  
Are You Getting Your Share of Greeter Directed Business?



## churches

First Methodist Church  
So. Main at Jackson St.—Dr. M. H. Norton

Broadway Methodist Church  
Broadway at Amelia Ave.—C. H. Cummers

First Baptist Church  
South Main at Pine St.—Dr. J. Dean Adeock

First Presbyterian Church  
South Main at Church St.—Lindsay E. McNair

Park Lake Presbyterian  
East Colonial and Highland—C. H. Ferran

St. Luke's Cathedral Church  
North Main at Jefferson St.—Melville E. Johnson

St. James Catholic Church  
North Orange at Robinson—M. Fox.

Christian and Missionary Alliance Church  
Delaney at Anderson St.—J. T. Zamrazill, Pastor

Seventh Day Adventist Church  
East Robinson at Rosalind Ave.

Orlando Christian Church  
Church at Lake St.—Dr. P. H. Mears

Central Christian Church  
Ridgewood at Cathcart St.—Morris B. Book

Unitarian Church  
East Central & Rosalind—Dr. G. H. Badger

Christian Science Church  
North Rosalind at Summerlin Place

Trinity Lutheran Church  
Ruth at Livingston—Geo. Trapp.

Progressive Spiritualist Church  
37 E. Concord—Mrs. Sally R. Russell

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BEAUTIFUL BEEMAN  
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formerly home of the late  
"CHEWING GUM KING"  
Attractive Rooms at Perrydell  
and Perrydell Annex

## winter park news rollins college notes

The Rollins Theatre workshop will present a one-act play in the Annie Russell Theatre, Monday, April 24 at 10 A. M. This play, Jim's Beast is under the direction of Robert Currie.

Instead of tri-weekly as has been the custom throughout the year, the Organ Vesper programs will be given on Tuesday, and Fridays only at six P. M. in the Knowles Memorial Chapel, Herman F. Siewert, organist.

Student members of the Rollins Conservatory of Music will give a recital at the Woman's Club at 8:15 Tuesday evening April 25.

Sport lovers of baseball will be able to watch a two series baseball combat between the Tars, and a nine from Georgia State College at the Harper Shepard field at 3:45, on Wednesday, and Thursday, April 26 and 27th.

The seventh major production in the eighth year of the Rollins College Theatre Workshop will combine the efforts of the Workshop and the Glee Club in the presentation of Gilbert and Sullivan's swaggering musical comedy, "Iolanthe", to be given at the Annie Russell Theatre April 27th and 28th.

On Saturday, April 29th, the 14th Annual take place on the Rollins water course. Competitors from 20 high schools throughout the state will meet in Winter Park on that date.

Emory debators from Georgia will debate the question: Resolved that women in politics are a fiasco. Saturday evening in the Sound Studio. Molly Vincent, and Harriet Hiller will uphold the negative side of the question.

The Rev. Melville E. Johnson Dean of St. Luke's Cathedral in Orlando will deliver the address at the Morning Meditation Service in the Knowles Memorial Chapel at 9:15 A. M.

Special Low Rates for Permanent  
Guests

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Popular Price Coffee Shop

ALL ROOMS WITH BATH  
Single 1.50-2.00-2.50. Double 2.00-2.50-3.00



**GENE AUSTIN**  
At **BEACHAM** Wednesday in  
"BROADWAY RHAPSODY"

**STAGE AND RADIO**  
**FAVORITE TO PRESENT**  
**FAST 1933 REVUE**

The Beacham Theatre has been fortunate in securing for your entertainment, on Wednesday April 26th, "BROADWAY RHAPSODY" with Gene Austin, an internationally-known recording and radio tenor, and a New York cast of 50—all in person. Those who have seen the show in the larger Southern Cities say that it is distinctly "Different"; rollicking, swiftly-moving entertainment of real class, and with enough variety to please the most critical.

Seats for the Gene Austin show are now on sale at the Beacham Theatre box-office between 11 a. m. and 9:30 p. m. Prices: Matinee—55c, 75c. Night—83c, \$1.10 including the federal tax.

## coming attractions

### COMING ATTRACTIONS TO THE BEACHAM—

Richard Barthelmess in "Central Airport"  
Joan Crawford in "Today We Live" with Gary Cooper  
Miriam Hopkins starring in "The Story of Temple Drake"  
Ruth Chatterton in "Lilly Turner"  
"Lilly Turner" starring Ruth Chatterton  
Joe E. Brown in "Elmer the Great"  
John Barrymore in "Reunion in Vienna"  
Nancy Carroll in "I Love That Man"  
"Hell Below" starring Robert Montgomery and Madge Evans  
"Baby Face" with Barbara Stanwyck

### COMING TO THE BABY GRAND THEATRE, WINTER PARK

"King Kong" a mighty spectacle  
"White Sister" starring Helen Hayes and Clark Gable  
"42nd Street" musical revue with radio and stage stars.  
George Arliss in "The King's Vacation"  
"Gabriel over The White House" with Walter Huston  
Joan Crawford in "Today We Live"  
"A Farewell to Arms" with Gary Cooper and Helen Hayes



# at the theatres this week

## BEACHAM THEATRE

**Saturday thru Monday**—GEORGE ARLISS, the screen's finest actor, in "THE KING'S VACATION" with Dick Powell. See what happens when the king who used to be a man becomes a man who used to be a king!

**Tuesday**—"PICK UP" with Sylvia Sidney and George Raft. Screen's greatest team matched in human and heart-breaking drama—taken from the story by Vin Delmar.

**Wednesday only April 26th**—ON THE STAGE—3:15 and 8:30—GENE AUSTIN, world famous tenor, stars in "BROADWAY RHAPSODY" a happy rollicking musical variety show with a New York Cast of 50 stars all in person. All seats reserved—Prices: Night—\$1.10—83c Matinee: 75c—55c (including tax). Seats on sale at the Beacham Theatre box-office.

**Thursday only**—"PICK UP" with Sylvia Sidney, George Raft.

**Friday only**—ON THE STAGE—Charlie Mack's "SAMPLES OF 1933" with a cast of 18 artists, 9 vaudeville acts, chorus and splendid stage band.  
On the screen—"CHRISTOPHER STRONG" with Katharine Hepburn, Billie Burke, Ralph Forbes.

**Starting Saturday April 29**—MAURICE CHEVALIER in the glittering romance "A BEDTIME STORY" with Helen Twelvetrees, Edward Everett Horton, Adrienne Ames.

## RIALTO THEATRE

**Sunday and Monday**—ZASU PITTS and Slim Sumner in "They Just Had To Get Married".

**Tuesday and Wednesday**—DOUBLE FEATURE—"Secrets" with Mary Pickford, Leslie Howard, PLUS "WALL MUSEUM" with Lionel Atwill.

**Thursday and Friday**—DOUBLE FEATURE—"HALF NAKED TRUTH" with Lupe Velez, Lee Tracy PLUS "PISTON DOLLAR SCANDAL" with Carole Lombard and Robert Armstrong.

**GUEST DAY AT THE RIALTO**—2 adults admitted for 25c matinee and night.

**Saturday**—TOM KEENE in "SCARLET RIVER"—comedy, cartoon, Serial "THE LAST FRONTIER".

## BABY GRAND THEATRE, WINTER PARK

**Sunday and Monday**—"STATE FAIR" with the following popular stars, WILL ROGERS, Janet Gaynor, Lew Ayres, Sally Eilers, Norman Foster, Louise Dresser. Charlie Chase in "Mr. Bride" comedy, cartoon, News.

**Tuesday only**—"THE CRIME OF THE CENTURY" with Jean Hersholt, Wynne Gibson, Stuart Erwin, Frances Dee. 1c SALE day at the Baby Grand. One regular admission ticket PLUS ONE CENT will admit 2 adults matinee or night.

**Wednesday and Thursday**—MAE WEST in "SHE DONE HIM WRONG" with Gary Grant. Noah Beery, Owen Moore, Gilbert Roland.

The darling of Broadway gives a hot time to the nation!

**Friday and Saturday**—"ONE WAY PASSAGE" with the screen's finest love team, WILLIAM POWELL and KAY FRANCIS. One of the best pictures of the year.