

5-20-1933

Greeter: A guide: where to go, what to see, Orlando's Civic Weekly, Vol. 4, No. 20, week ending May 20

Hotel Greeters of Florida

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STARS Citation

Hotel Greeters of Florida, "Greeter: A guide: where to go, what to see, Orlando's Civic Weekly, Vol. 4, No. 20, week ending May 20" (1933). *The Greeter*. 17.
<https://stars.library.ucf.edu/cfm-thegreeter/17>

THE GREATER

Orlando's Civic Weekly

Vol. 4, No. 20

Week Ending May 20th, 1933



Wednesday, May 17

A CITY-WIDE DAY OF VALUES

Exceptional Values in Every Store

One out of Every Eight People in Florida Buys in Orlando

This Annual Value Giving Event Sponsored by the

ORLANDO MERCHANTS ASSOCIATION

In Cooperation with the

GREATER ORLANDO CHAMBER OF COMMERCE

Layout by JOSE ARENTZ, Artist

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
LILLIAN SHAPPY, SECRETARY
JOSE ARENTZ, ART DIRECTOR
DOT BEBE, SPECIAL
HARRY FITZGERALD, FISHING EDITOR
JACK BRANHAM, L. O. MOTE, C. L. VARNER,
CONTRIBUTORS

PUBLISHED EACH SATURDAY

DISTRIBUTED BY

U. S. MAIL, CHAMBER OF COMMERCE,
THEATRES, HOTELS, APARTMENTS,
RESTAURANTS AND WHEREVER
PEOPLE CONGREGATE

ADVERTISING RATES ON APPLICATION

PUBLICATION OFFICE

SUITE 223 CHURCH AND MAIN BLDG.
PHONE 4040

fishing

BY

HARRY E. FITZGERALD

Celebrated Sports Writer
A Weekly Feature of the
GREETER



"DOLLAR DAY", remarked Oscar the sporting goods clerk, as he carefully stacked 23 coppers, a slot machine slug and a button into a compact pile and deftly enclosed them in a wrapper of a defunct bank labeled "TWENTY-FIVE CENTS"—We Welcome Small Deposits," is just a lot of hooey to sell advertising, get the newspaper's out of the red, and make additional work for us clerks. Gee, excuse me, I forgot you used to be a newspaper guy—didn't aim to pan your racket. What can I do for you?"

"Not a thing in the world Oscar," I replied, "but you may be able to do something for yourself and a trifle for the firm: That anti-back-lash reel you are trying to demonstrate is threaded wrong; the line is supposed to pass under the bailwire; the travelling lure lifts the bailwire while the line is taut and when the lure strikes the water the slack permits the bailwire to drop and the brake prevents snarls, tangles and a back-lash; you just sold the lady who requested hooks to fish for perch and bream a bunch of hooks that would hold sea-bass or tarpon; until I suggested them, you failed to tell the gentlemen who were going to the Inlet to catch ladyfish that the most important item of tackle needed is a wire leader to prevent ladyfish cutting the line; you advised another man that the bass at Coley's camp on the St. Johns river are striking to beat the band, when as a matter of common knowledge the bass fishing in the main channel and the slues along the St. Johns is the poorest it has been in months—as a bureau of fishing information, Oscar, you're all wet! Now permit me to enlighten you regarding DOLLAR DAY. Out in my neighborhood a bunch of kids are eagerly waiting for dollar day and the opening of a certain store where \$3.50 bathing suits will sell on that day for a dollar; a young lady who just graduated from high school has postponed her vacation trip to Quincy in order to take with her a \$5.00 travelling bag that another store is offering for a dollar; in all probability she will be first in line when the store opens in order to get that bag; there's a \$4.50 bath-room rug advertised by another store for a dollar, and a 32 beer set in the window Dollar Day display of a jewelry store that I wouldn't mind having myself. There's a hundred more useful articles that will be sold on that day for a dollar, Oscar, and hundreds of thrifty shoppers will be on hand bright and early to buy them, and they will also purchase other items on which the merchant will realize a reasonable profit that will enable him to break even on the dollar day bargains and the cost of advertising. Suppose

(Continued on Page 7)

c. of c. notes

CHAMBER DRIVE PROGRESSES

The Membership Campaign of Greater Orlando Chamber of Commerce is progressing nicely. Already the goal of 1000 members is half reached and with the workers settling down to steady contact, full quarters should be attained in the next few weeks. With the new membership of \$10 each, it's not only the duty, but the privilege of every Orlando citizen to belong, and support this new organization, representative of all interests of the city.

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.

**ORLANDO STEAM
LAUNDRY**

**DYERS and
CLEANERS**

Phone 3176

on and off the avenue



Although May 17 is dollar day in Orlando, and all the merchants will feature special values on this day, you are always assured of a dollar's worth at **Francis Slaters** shop at **20 N. Orange Avenue**. You are always assured, not only of dollar for dollar value, but the latest in style. Drop in Slaters today, and you too will be convinced.

You will find many big dollar values too at **Daniel's Haberdashery**, J. W. Daniel makes a feature of shirts, ties and other items, to sell at a dollar too. You will find that they are much superior to merchandise offered at the same price at other stores. Judicious buying, and quick turn-over makes this possible. Drop by **119 S. Orange Avenue** any day for real values.

Have you been by the **Suwanee Ice Cream Company** at **207 South Orange Avenue**? If you haven't, drop by today. Try a generous five cent cone of delicious Suwanee Ice Cream. We suggest you form the good summer habit of carrying home a quart each day. The folks at home appreciate a treat, and its healthy too.

Surely you have some last summer clothes which have many weeks of good wear left. Perhaps the style is not quite up to 1933 standards. Don't let this worry you. Carry your problems to **Mrs. John Todd**, **17½ South Orange Avenue**. She will recommend and make necessary changes at a most reasonable figure.

When you buy paint, be sure that it's the best, because to sacrifice quality in this important item, is quite "penny wise, and pound foolish". Good paint such as dispensed by **Walker and Sons**, at the new store at **33 East Pine Street** is always the best investment. If you are in a quandary as to your needs, drop in this attractive store today. You will find both Charles and V. H. Walker on hand to give you advantage of their experience and training with proper use of the paint.

Hail, Hail the gangs all here, or some other similar tune, is quite apropos at the **Flamingo** these days. Drop out tonight to this attractive night club, just ½ mile east on the **Cheney Highway**. You are sure to find many of your friends there. Incidentally, a big outdoor garden, appropriate tables, umbrellas and the like, provide an ideal setting for enjoying the new liberty afforded with the famous three decimal two. There's no cover charge, you merely pay for what you have.

Among His Souvenirs—Friend: "You will soon forget her and be happy again."

Jilted Suitor: "Oh, no, I shan't! I've bought too much for her on the instalment system!"

LET'S HAVE DAY LIGHT SAVING

The Orlando Recreation Department has started a movement to have the State Legislature pass a bill giving Florida Day Light Savings.

A large number of people who have to work until 5 or 6 o'clock at night would be benefitted a great deal and given a chance to enjoy the wonderful recreational facilities offered by Florida if this bill passes.

All the Civic Clubs and organizations in Orlando are being urged to get behind this movement and it is planned to get the other cities of the State in line so that Florida can take advantage of one more hour of their wonderful sunshine.

TENNIS

Plans are being formulated by the Orlando Tennis Club to stage a night Tennis Tournament in the very near future.

The plans of this tournament are to include two classes of players in the mens division 16 of the best players being put in the class A and the rest being put in the class B.

A definite date for the starting of the tournament will be announced in the near future.

DIAMONDMALL SCHEDULE FOR WEEK OF MAY 15 TO MAY 21

Monday, May 15

7:45—University Club vs Exchange Club

9:00—American Legion vs Jaycees

Tuesday, May 16

3:30—Midget Boys League (5 Games)

Poinsettia Midgets vs City Utilities Midgets

Bumby Midgets vs Datson Midgets

Casting Club Midgets vs Sentinel-Star Midgets

Jackson Midgets vs University Club Midgets

Nash Midgets vs Rotary Club Midgets

7:45—Datson Dairies vs Jackson Sport Shop

9:00—Poinsettia vs Sentinel-Star

Wednesday, May 17

7:30—Fla. Public Service vs Yowell-Drew No. 1

9:00—Dr. Phillips vs Orlando Ice Del. No. 1

7:30—U. S. Post Office vs City Utilities No. 2

Thursday, May 18

10:00—Junior High Boys League (3 Games)

7:30—Swans vs Avalon Coffee Shop

9:00—Dr. Phillips No. 2 vs Kinney's Shoe Co.

Friday, May 19

7:45—Poinsettia vs Datson Dairies

9:00—Sentinel-Star vs Jackson Sport Shop

FOR REAL ECONOMY

Cook WITH GAS

FLORIDA PUBLIC SERVICE COMPANY

Phone (all dept's.) 5141

Most of us, according to the best scientific advice, do not drink enough water. Perhaps this neglect of a vital necessity, is due to the distaste of the water provided for you to drink. If this be the case, we suggest you call G. W. Briggs, 5712, and order a bottle of **Orange City Water**. For this excellent brand causes you to drink, not only your daily requirements, but an extra portion as well. The drinking of water is one habit you can not overdo.

Dollar Day Wednesday 17. All merchants are combining to make Orlando's annual dollar day next week, the finest business day of the year. Shops throughout all central Florida, have been urged to take advantage of the opportunities this day affords through advertisements, and news stores, appearing in 15 newspapers throughout Florida. Already Harry P. Leu, President Orlando Merchant's Association, W. R. Smith, President, and Otis Mote, Secretary of the Greater Orlando Chamber of Commerce, have been busy during the past week making plans for this great merchandise event.

Frightened Him, Anyway—Sportsman (having emptied both barrels at a rabbit)—“There, Jack, I'm sure I hit that one.”

Gillie—“Well, 'e certainly did zeem to go faster after you shot him, zur.”

CHURCH and MAIN BUILDING



MAYER ARCADE the place to TRADE

in case you didn't know

The building is without one of its beauties, Miss Shappy, the Greeter's stenog. She is on her vacation.

Andre's Beauty Salon (the best by test) specializes in keeping the young ladies attractive, and the older ladies young, so drop in today, and receive the best of aids to beauty.

We have a new man in the Building in the person of Cal Tidwell, who is

taking the place of Alvah (Shiek) Weathers, who was production manager for Advertising Headquarters.

It is rumored that W. K. Price, Jr., leaves today on a trip that will take him across many states, Oklahoma will be the first stop.

The Greeter's daddy, A. P. Phillips, Jr., is out of town, so please excuse all errors.

A young lady entered a stationery shop the other day and asked for a pound of floor wax.

“I'm sorry, miss,” replied the assistant. “We sell only sealing wax.”

“Don't be silly,” she remarked. “Why would anyone want to wax their ceiling?”—Tavistock Gazette.

Tell 'Em You Saw It in the Greeter

SPECIAL—MOTHER'S DAY SERVICE

The Wesleyan Bible Class of First M. E. Church will have a Mother's Day Program Sunday morning, May 14th, at 9:30. Dr. W. C. Weir will have an appropriate lesson for this occasion and the Mothers of all Class Members are especially invited to attend this Service.

Underwood Typewriters,
Adding Machines

GEO. L. STUART CO.

Office Equipment and Systems
Sales, Service and Supplies

Phone 5877

15 So. Main St.



Go Direct to
YOUR PROSPECT
Phone 4040

ORLANDO LETTER CO.

Florida's Largest Direct
Mail Organization
New Location
224 Church & Main Bldg.

DIRECTORY

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

The GREETER Recommends

HAVE YOUR CAR

SERVICED IN ORLANDO

Automotive Electric Service

Speedometer Repairing—Battery Service

AL HUPPEL

Shock Absorber Service

443-447 West Central Ave.—Phone 3724

AUTO STORAGE

Washing—Polishing—General Repairing

J. B. GOLLOWAY'S

MAIN STREET STORAGE GARAGE

133 North Main Street

Federal Tires

Free Road Service

WILLARD BATTERIES

Pan Am Gas and Oils

Phone 3111

DIXIE KUHR SERVICE, INC.

South Orange at Jackson Street

Pittsburgh Paint Products

Window Glass — Plate Glass

ORANGE PLATE GLASS., Inc.

301-5 West Washington

Phone 9752

T O P S

RICHARDS AUTO TOP SHOP

539 W. Central—Phone 3632

Hupmobile-Chrysler-Plymouth

SALES AND SERVICE

J. C. MULLIGAN MOTOR CO.

42 North Garland

Phone 7031

Storage

GENERAL AUTO REPAIRING

Gas and Oils

COURT ST. STORAGE GARAGE

J. S. CULBRETH

117 Court St.

Now if you do not believe it's hard to get Jim Barrett of the Poinsettia Ice Cream Company in his office, just try it for some three weeks in a stretch, and if you are like most of us, Jim has already done a days work and has left his office before 8:30 each morning. Jim is a great advocate of the day light saving time plan, but does not wait for its public inactment, as he has been practicing it for many years. Perhaps this is the reason that more and more people every day are eating Poinsettia Ice cream and drinking Poinsettia milk.

Ten to one you have forgotten Mother's Day. Do not let this happen. Even if it's only sending the simple post card to your Mother. Better still, drop in to Evelyn Crump jewelry shop at 23 S. Orange Avenue, and from his wide assortment of attractive, yet, inexpensive articles, you will find something your Mother will be sure to like.

Orlando's Leading Boarding House

THE MELROSE

ROOM and BOARD
SPECIAL SUMMER RATES
High Quality—Low Price

229 South Main Street Phone 4570

low tides on daytona beach

May 14	5:18	May 17	8:12
May 15	6:14	May 18	9:05
May 16	7:15	May 19	9:54
May 20			10:41

Balancing His Budget—"No, your honor," said the prisoner, "I was certainly not drunk, though I may have been intoxicated."

"Well," said the magistrate, "I intended to fine you twenty shillings, but in view of your explanation I make it a pound."

NOW A COMPLETE SERVICE! ORANGE LAUNDRY CO.

Fairbanks Ave.,—Winter Park
PHONES—Orlando 7313—W. P. 413

Acme
Cleaners

139 E. Church
PHONE
7 6 9 0

Colonial
Cleaners

Winter Park
PHONE
W. P. 4 1 3

We Recommend and Patronize Our Advertisers

if you must leave orlando

RAILROADS

ATLANTIC COAST LINE — Passenger Depot.
Sleigh Boulevard. City ticket office, 43 East Pine St.
Arrive (going North) Arrive (going South);
1:45 A. M. 2:55 A. M.
1:10 P. 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	58	Madison	221
Avon Park	85	Marianna	350
Bradenton	143	Melbourne	74
Brooksville	72	Miami	245
Bunnell	86	Mt. Dora	27
Clearwater	140	Moore Haven	165
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	95
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, Dubsdread Route—Leaving Orange and Central to Park Lake on the hour; to Dubsdread 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.

AUTO TRAVEL

Private Cars and Passengers Wanted to
All northern cities—Share Expense plan

Inter-State Travel Bureau

R. R. and Bus Tickets Bought & Sold
Phone 9205 17 North Orange Avenue

where to eat

Please Mention The Greeter to Our Advertisers

Cloverleaf Milk Depot

Corner Central and Court.

Duck Inn Restaurant

369 N. Orange Ave.—Phone 3383

Perryville

22 East Gore—Phone 5461

Sharky's Restaurant

54 N. Orange Ave.—Phone 4004

The Sundial—413 S. Rosalind Ave.

Room and board by day or week—Phone 3310

The Jungles—East Winter Park Road

Turn left 2 blocks past Orlando City limits.

The Melrose Room and Board

229 S. Main St.—Phone 4570

Drink EOLA Coffee, Roasted fresh daily

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

Eat SUWANEE Ice Cream—207 S. Orange Av.

Carry home a quart—a good summer habit



**DATSON
DAIRIES**

**GRADE "A" PASTEURIZED
Milk for Health!**

PHONE 6342 OR TELL THE DRIVER

WHEN IN JACKSONVILLE

Visit the

Thomas Jefferson Restaurant

214-216 W. Adams St.

Featuring a

25—35—50 Cent Luncheon

11 A. M. to 3 P. M.

Evening Meal 50 Cents

GEO. A. LIGHT

Manager

It's the talk of the town this New Dubsdread Country Club. They're doing things at Dubsdread these days. This popular club, which is now under the direction of the Florida State Champion, Carl Morris Dann, will soon boast of the finest club within the state. Extensive improvements to the golf course will be carried on throughout the summer, and when next season arrives, Dan promises a course that will not only be the "dread" of the "Dubs", but of the "par" breakers as well. The club house grounds adjacent, are being improved under the direction of that able artist, Sam Stoltz, which assures one of the most attractive places in the state. Another good bit of news coming from Dubsdread, is the news that Slim Hoffman of Duck Inn, has assumed management of the catering Department. In other words, experts in every kind are combining to give Orlando not only something to talk about, but something to do.

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 Adcock

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

"See Keene for Keen Sight"

KEENE & KEENE

Optometrists and Mfg. Opticians

Phone 4967 102 N. Orange Ave.

Poinsettia

MILK & ICE CREAM

Phone 6196

EVANS CRUMP

JEWELER

33 S. ORANGE AVE.

LUNCHEONS

75c to \$1.00

DINNER

\$1.00

TEAS

A La Carte

22 E. GORE

Phone 5461



fishing

(Continued from Page 2)

you pick out some special items from your stock and sell the store manager on the dollar day idea?

The store manager readily agreed, adding several items of fishing tackle Oscar had overlooked and immediately set the tackle clerk to arranging a Dollar Day window display. I glanced at my watch preparatory to leaving as Oscar growled: "I hope you're satisfied; what time is it?" "I wasn't looking at the time, Oscar—just making sure I still had my watch. You forget I happened to be watching you rather closely when you made up that package of coins—so long!"

"Dad," said Johnnie one night after school, "my teacher takes a great interest in you."

"How do you know?" asked the father.

"Today she told me six times to sit down and behave myself, and ten she said she wondered what kind of a father I had."—Pathfinder.

Angler (to rival proudly displaying catch): "Thank goodness, you've caught him. I'm tired of throwing the little beggar back."—East Sussex News.

Mary—"It must be five years since I saw you last. How much older you look. I should hardly have known you."

Martha—"Yes, it is a long time. If I had not remembered your coat, I should not have recognized you."—London Free Press.

Are you one of those folks that are driving their auto around with cracked wind-shields and windows? If you are, you would be surprised how much these unsightly breaks affect your good demeanor. Drop by the Orange Plate Glass Company at 501 West Washington, and have them install some of the new safety glass in your car. The cost is almost nothing, and the peace of mind is certainly worth while.

Special Low Rates for Permanent Guests

AVALON HOTEL

Popular Price Coffee Shop

ALL ROOMS WITH BATH

Single 1.50-2.00-2.50 Double 2.00-2.50-3.00

The **Perrydell**
Tea House and Gift Shop

BEAUTIFUL BEEMAN ESTATE

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

THE RIALTO CARRIES ON
SHOWING SAME POLICY OF
GOOD PICTURES AND LOW
PRICES PREVAIL



at the theatre
this week

COMING
ATTRACTIONS
TO THE RIALTO

May 21-22—"Central Airport" with Richard Barthelmess.

May 25-26—James Cagney in "Picture Snatcher"

"42nd Street", musical spectacle.

"When Strangers Marry" with Jack Holt

Warner Baxter in "Dangerously Yours"

George Brent and Kay Francis in "The Keyhole"



RIALTO THEATRE

Sunday and Monday—JOE E. BROWN in "ELMER THE GREAT". His pan will panic millions. The only story he's ever had that's as funny as Joe himself—written by famous Ring Lardner and George M. Cohan.

Tuesday and Wednesday—DOUBLE FEATURE PROGRAM—"EVENINGS FOR SALE" with Herbert Marshall, Sari Maritza, Charlie Ruggles. (First showing in Orlando). PLUS "HALLELUJAH I'M A BUM" with Al Jolson, Madge Evans, Harry Langdon.

Thursday and Friday—DOUBLE FEATURE PROGRAM—"UNDER TONTO RIM" with Stuart Erwin, Vera Hallie, (First showing in Orlando) PLUS "THE MATCH KING" with Warren William and Lili Damita. THURSDAY AND FRIDAY are GUEST DAYS at the RIALTO. 2 adults admitted for 25 cents—2 children admitted for 10 cents. Matinee or Night.

Saturday—TIM Mc COY in "WHIRLWIND". Added entertainment—"THE DEVIL HORSE" episode No. 2 of thrilling serial—Betty Boop and Mickey Mouse cartoons.

"IF YOUR BUSINESS ISN'T GOOD
ENOUGH TO ADVERTISE—
ADVERTISE IT FOR
SALE"



A. P. PHILLIPS CO.

ADVERTISING

CHURCH AND MAIN BLDG.

PHONE 4040