

8-26-1933

Greeter: A guide: where to go, what to see, Orlando's Civic Weekly, Vol. 4, No. 34 week ending August 26

Hotel Greeters of Florida

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THE GREETER

OFFICIAL CIVIC WEEKLY

Week Ending August 26, 1933

Vol. 4, No. 34

WHAT'S WHAT—A GUIDE—WHERE TO GO—WHAT TO SEE



S. L. YON'S

"JUST ONE MORE CHANCE" SALE

17 Carloads of Fine Furniture on Sale

Sale Continues to Sept. 1st

LAST WEEK—Buy now—delay will cost you real money. Yon offers you the greatest values of your lifetime.

Prices to Increase 25 to 40%

Everything is going up to conform to N. R. A. standards. Furnish or complete your home this week, this is your one last chance.

YON FURNITURE COMPANY

440 N. Orange Ave.

Phone 8020

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

MARY TERHUNE, Circulation

CALVIN TIDWELL, Production

DOT BEBE, SPECIAL

HARRY FITZGERALD, FISHING EDITOR

JACK BRANHAM, L. O. MOTE, C. L. VARNER,

CONTRIBUTORS

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PEOPLE CONGREGATE

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PUBLICATION OFFICE

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(Orlando's Only Independent Theatre)

SUNDAY and MONDAY

NEW SUMMER PRICES ADULTS 15c EACH

2 ADULTS FOR 25c EVERY DAY

CHILDREN 5c

SUNDAY and MONDAY

"CONGRESS DANCES" With Lilian Harvey and Henry Garat. Rated 4 Stars by Liberty Magazine. First time shown in Orlando. Added—Latest Pathe News, "The Haunted House", "Carolina Melodies."

TUESDAY and WEDNESDAY

"THE PHANTOM EXPRESS" with William Collier, Jr., J. Farrell MacDonald, Sally Blane. First time shown in Orlando. Added—Travelaugh, Grandland Rice Sportlight, Curiosities.

THURSDAY and FRIDAY

Double Feature Program

Sally Blane in "ESCAPEE", PLUS "CONVICTED" with Aileen Pringle, Harry Meyers, Dorothy Christy. Added—Latest Pathe News, "Let's Imagine."

3 DAYS STARTING SATURDAY

DOLORES DEL RIO and EDMUND LOWE in "THE BAD ONE". A drama of Tempestuous Love. A United Artists Picture. Added—"The Match Kid", Pathe News. "Oh Baby".

SPECIAL 5c KIDDIE MATINEE SATURDAY
10 A. M. to 6 P. M.

Children under 12 admitted for 5c. Jack Poxie in "Law and Lawless", Mickey Mouse, "The Bad One", "Last of The Mohicans", Chap. 10, "Oh Baby". A free gift for each child attending this matinee.

c. of c. notes

The NRA has caused many meetings of various groups to be held at the chamber of commerce building recently. Scarcely a day or night passes that members of several industries and organizations do not gather to discuss their plans and perfect their procedure for helping out in the great movement to relieve unemployment and make dollars circulate among more people.

Attendance at the directors meetings which are held every Tuesday has been exceptionally large during the summer months. All of the men selected by the civic clubs and the membership at large are putting their shoulders to the wheel and making progress with ambitious plans for the future.

Dozens of inquiries are coming into the Greater Orlando Chamber of Commerce every week from all sections of the country—indicating that Orlando will entertain more Winter Visitors than ever before during the coming months.

NEW N. R. A. 3c STAMP OUT

Beginning with the crash in 1929, the volume of mail handled by the Post Office Department, declined steadily month by month until in March of this year it was only a little more than 63% of what it was in March 1929. In April the turn of the tide came, and, although to date the gain has not been very great, there has been a steady increase ever since.

The Post Office Department has issued the new National Recovery postage stamps of the new 3-cent denomination for the purpose of symbolizing the united movement of all our people to restore prosperity. Mail Users, Inc., is confident that the work of the National Recovery Administration and the use of these stamps by the public generally will speedily restore the Post Office business.

ORLANDO'S OLIVER TWIST

A few weeks ago the Beacham theatre presented the picture, "Oliver Twist". Coincident with the showing of the picture a contest was held on the stage to decide which five Orlando boys most resembled Dickie Moore who starred in the picture. Chief of Police Clarke Robertson and Messrs G. Wayne Gray and Harold Condict acted as judges. The winners were presented with a Kaynee Suit by the Yowell Drew Company.

One of the winners was a boy who is a member of a large family whose father works for the Federal unemployment relief for a small pittance each week. This is their only means of support. A neighbor hearing of the contest asked permission of the parents to place the boy in the contest. It was granted and as already stated the boy was the first of five winners. This boy had never had a suit of clothes in his life until he won this suit at the Beacham. The name of this boy is purposely kept secret from the public.

fishing

BY

HARRY E. FITZGERALD
Celebrated Sports Writer
A Weekly Feature of the
GREETER



When it comes to fishing, that is where Florida can stand up and tell of the best, both fresh and salt water, to be found, anywhere in the entire United States. In every section of the State the black bass is more or less abundant in the many lakes and streams and while the supply is not so bountiful as in the past, in comparison with that of most other States, it would be considered abundant. In addition to the bass are the bream, crappie and catfish for the pole and line fisherman.

Tarpon, sailfish, barracuda, sea bass, mackerel, amberjack, snook and many other saltwater species are to be found in our salt waters.

And the best part of it all is that these sports can be enjoyed the year round. There is, of course, a closed season on game from the middle of February to November 20th, and in a few counties a closed season on fresh water fishing in the spring; but there is not a month or a day in the year that some of these outdoor sports may not be indulged in.

Florida is indeed fortunate and can well be proud of these valuable natural resources. They are a source of food and recreation for both residents and visitors and by attracting to our State many visitor, a source of large income.

These resources should be wisely utilized, and it should be remembered that the supply is not inexhaustible and that only by the proper protection can it be expected to be maintained and increased. Each succeeding year will see greater demands made upon this resource and greater efforts must be made for its conservation.

In a recent U. S. bulletin it was brought out that cats and dogs running at large during the nesting and breeding season destroy more of our bird life than our "out-of-season" game hunters, permitting only about 50 per cent of the young game crop to reach maturity. It is claimed that stray or abandoned half-wild house cats are one of the greatest menaces to bird life in or near communities as they live to a great extent on birds.

Alpha: "Did you mail those letters?"

Beta: "Yeah, but I noticed that the three-cent was on the foreign one and five-cent on the local. But I fixed it. I just changed the addresses"

"FRIENDS OF FLORIDA" WORK TO KEEP STATE EXHIBIT AT CHICAGO

Will Rogers says, "The Florida Exhibit at the World's Fair is the most beautiful thing on the grounds", and everyone who has seen it agrees with the often expressed statement that this is the finest advertising and publicity Florida has ever received.

The Florida exhibit was financed at a saving of \$40,000 on the original budget estimates, BUT unless \$10,000 can be raised in the next few weeks the exhibit will have to be closed on October first at least a month before the world's Fair closes.

The "Friends of Florida" is an enlistment of those who believe enough in this state that they will contribute one dollar or more to keep this exhibit open. Contributors will be given a "Friends of Florida" button as a receipt and 100 Florida at Chicago seals to use on correspondence etc.

Lorenzo A. Wilson of Jacksonville is Chairman and Karl Lehmann of Sanford, secretary of this group, contributions should be sent to the secretary and made payable to Nathan Mayo, Treas.

Orange County is represented on the statewide Committee by Mayor S. Y. Way, Jas. L. Giles, N. P. Yowell of Orlando and William Edwards of Zellwood. Karl Lehmann is doing the heavy work and Karl is equal to it but this is every ones job so lets all be "Friends of Florida."

low tides on daytona beach

Week Ending August 26, 1933

Aug. 20	12:56	Aug. 23	2:57
Aug. 21	1:37	Aug. 24	3:39
Aug. 22	2:16	Aug. 25	4:26
Aug. 26	5:19		

ORLANDO STEAM LAUNDRY

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Enough to Advertise,
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CHURCH AND MAIN BLDG.
PHONE 4040

Landlady: A professor formerly occupied this room, sir. He invented an explosive.

New Roomer: Ah, I suppose those spots on the ceiling are the explosive.

Landlady: No, they're the professor.—

Gal—Say, getcha hand offa my knee!

Boy—I was just going to say what a nice joint you have here.

"Can I help you find a strap?" a tall strap-hanger inquired of the young lady who had got on at the last stop.

"Thank you," she replied, but I already have one."

"Then would you mind letting go of my necktie?"

Quite the Latest—In a Philadelphia family recently, the engagement of a daughter was announced. A friend calling, was met at the door by the colored maid, who declared: "No, Miss Alice ain't home dis' aft'noon—she gone down to de class."

"What class?" inquired the visitor.

"You know, Miss Alice is gwine to be married in de Fall," explained the maid, "an' she's taking a course in domestic science."

Consolation—Nuwed: "My wife likes rolls for breakfast, while I like toast."

Oldwed: "Oh, that's all right, you'll soon get used to rolls."

CHURCH and MAIN BUILDING



MAYER ARCADE the place to TRADE

William Griffis, state auto license inspector is in the Building for a short time, attached to W. K. Price Jr's office.

Enjoy the feeling of being well-groomed and attractive by stopping by **Andre's Beauty Salon** at 220 S. Main. You will cease to envy the charm of another woman when Andre has given you a facial, shampoo and wave.

Haircuts 40c— BUT when you get a haircut at the East Side Barber Shop you get a real haircut.

Business must be good, The Shopping Guide is moving into larger quarters—But will stay within the Building.

Hotel inspector Tyn Cobb not a visitor to the Building of late.

One advantage professional wrestlers have over collegiate "rasslers" is that the pros, to begin with, are just a little bit uglier.

"Hey! You're taking the worst way to get there."

"That's all right. I want to get there the worst way."

"Oh, look at the boid."

"It's a bird."

"Well, any way it looks like a boid."

Professor (after class) —"Young man, I believe I heard you talking in class just a few minutes ago?"

Student—"Oh, no, I never talk in my sleep."

And then there was the rubber man in the circus who was a native of Czechoslovakia and the bearded lady wouldn't accept him because he was a rubber Czech.

BOXING— Aug. 21 8:15 P. M. Coliseum arena, auspices National Guard.
Good Preliminaries, popular price admission.

TO OUR READERS

The mission of this publication is to acquaint the busy man or woman with what is happening in Orlando and Winter Park.

AT DAYTONA BEACH RIVIERA BEACH HOUSE

In The Heart of Beach Activities
HOMER HARDESTY, Mgr.
DeLuxe Rooms and Apartments
Special Low Summer Rates

22 N. Atlantic Ave. Daytona Beach, Fla.

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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
Frank Gordon—Fernery
Veterans Foreign Wars—John Pearson

OFFICES

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

Junior Chamber of Commerce
Luncheon—Monday 12:15—Angebilt Hotel

Rotary Club
Luncheon—Wednesday 12:30—Chamber of Commerce Bldg.

Civitan Club
Luncheon—Wednesday 12:15—Washburn's

Exchange Club
Luncheon—Wednesday 12:15—Orange Court

Kiwanis Club
Luncheon—Friday 12:15 C. of C. Bldg.

Lions Club
Luncheon—Friday—Washburn's

Business and Professional Women's Club
Monday Evenings—San Juan Hotel

veterinarian

DR. J. L. RUBLE
1101 N. Orange

Phone 5335



**Underwood Typewriters,
Adding Machines**

GEO. L. STUART CO.

**Office Equipment and Systems
Sales, Service and Supplies**

Phone 5877

15 So. Main St.

on and off the avenue



You never realize how up to date Orlando really is until you visit the **Flamingo**. The metropolitan air of this smart place to dine and dance is one of the main reasons for its popularity.

People that have traveled quite a bit and know good places always pick the **Perrydell** at 22 E. Gore as the ideal spot in Orlando at which to dine. You show your good taste when you take your guests to the Perrydell.

At this season you are tired of your summer clothes and yet it is too early to purchase your fall outfit. **Mrs. John Todd** at 17½ S. Orange Avenue will prove a valuable aid in fixing up your present wardrobe at a very reasonable price.

If you are one of those unfortunate people who have never tried **Orange City Water**, well—you just don't know what you've missed. You will find it extremely pure and also extremely palatable. Why not call **G. W. Briggs**, local distributor at 5612 for a trial bottle?

The GREETER Recommends

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DIXIE KUHR SERVICE, INC.
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**Chrysler-Plymouth
SALES AND SERVICE**

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42 North Garland
Phone 7031**

GENERAL REPAIRING

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CENTRAL GARAGE
200 W. Robinson PHONE 5174**

if you must leave orlando

RAILROADS

ATLANTIC COAST LINE — Passenger Depot,
Sleigh Boulevard. City ticket office, 43 East Pine St.
Arrive (going North) 1:40 A. M.
1:50 P. M.
Arrive (going South) 2:40 A. M.
1:20 P. M.

AIR—MUNICIPAL AIRPORT

Orlando—North, 11:40 A. M.
Orlando—South, 3:25 P. M.



MILES FROM ORLANDO?

Apopka	13	Lakeland	66
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	82	Pensacola	484
Frostproof	74	Plant City	79
Ft. Lauderdale	222	Punta Gorda	145
Ft. Meade	77	Sanford	22
Ft. Myers	170	Sarasota	153
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) 6:30 to 9 A. M. Returning from Winter Park depot 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—Leaving Central and Orange south 7:10 and 8:10 a. m. to 9 a. m.

For further information call Orlando Transit Co. Phone 3835.

Orlando's Leading Boarding House

THE MELROSE

ROOM and BOARD
SPECIAL SUMMER RATES

High Quality—Low Price

229 South Main Street Phone 4570

where to eat

Please Mention The Greeter to Our Advertisers

Flamingo (Night Club and Beer Garden)

1 mile east on Cheney Highway—Phone 5910

Perrydel!

22 East Gore—Phone 5461

Sharkey's Restaurant

54 N. Orange Ave.—Phone 4004

The Melrose Room and Board

229 S. Main St.—Phone 4570

Williams Restaurant—Open Day and Night...

59 North Orange Ave.

"I shall now illustrate what I have in my mind," said the professor, as he proceeded to erase the blackboard.—

Tell 'Em You Saw It in the Greeter



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

35—50 Cent Luncheon

11 A. M. to 3 P. M.

Evening Meal 50 Cents

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The Coolest The Most Delightful Rooms all with Private Bath

HOTELS

GEORGE WASHINGTON

and

MAYFLOWER

Low Summer Rates

PERCENTAGE LEASES CONTINUED

The intimate association between the landlord and tenant, in which the former assumes the bulk of the risk, entitles him to a sufficient check up or protection in the nature of audits or other agreed upon safeguards, whereby the interests of both parties will be adequately protected. Excessive profit ratios on the part of the merchant naturally would interfere with sales volume to the landlord's detriment.

Fast selling merchandise with a small mark-up would this pay an average rate, while a refreshment stand with its fast selling, high profit but low sales unit would pay a maximum rate. Likewise the Jeweler with exceptionally high mark-up, low turnover, but rather large unit sale would also be assessed the minimum rate.

One of the largest single instances coming under this new arrangement is the % lease of the former Siegel Cooper Stores bldg., in Chicago by Sears, Roebuck & Co., who obtained this vast store bldg., on the flat rate of $1\frac{1}{2}\%$ of net sales. The Lieter Estate, lessors, further agreeing to spend several hundred thousand dollars in making improvements for the new tenant.

A candy chain offered to pay 10% which was refused by the landlord who insisted on \$5,000. per annum instead. The candy store did a good business and the landlord lost some \$40,000.00, annually owing to his refusal of the % lease. The rate % usually remains the same in good or bad times as the sales make the adjustment.

Some approximate rates are herewith given, which while applicable to a large mid-western city may not be entirely so to other communities: Art-Goods 10%, Books and Stationary, 10%, Candy 10%, Cigars 7%, Chain Groceries 4%, Independent and Neighborhood grocery 6%, Department 3%, Drug, Chain 6% Neighborhood 8%, Flowers 10%, Five, ten and 25c stores 5%, Fruit and Vegetables 12%, Hardware 6%, Hats 6%, Jewelry 12%, Men's Clothing, 5%, Men's Furnishing 8%, Men's Shoes 7%, Restaurants 10%, Women's Wear 8%.

This series of articles are written especially for the Greeter by Del Frederic.

EVANS CRUMP

JEWELER

33 S. ORANGE AVE.

LUNCHEONS
75c to \$1.00

DINNER
\$1.00

TEAS
A La Carte
22 E. GORE
Phone 5461



FREE TICKETS TO RITZ THEATRE

Best wishes are extended by the Greeter to the following friends and readers who are celebrating their birthday. A telephone call, a note of congratulations, a visit or a little gift will make the day happier for them.

To add to the birthday, the Greeter and the Ritz theatre invite each of these to attend the current picture at the RITZ, as the guest of the Greeter and the theatre. Those whose names are listed below, by properly identifying themselves, may get a special birthday ticket to the Ritz.

Don't be bashful, if you have a birthday next week or know of a friend or relative phone 4040 or drop a card to the Greeter and the name will appear next Saturday.

August	August
Betty Greenwood23	Charles Potter15
Bob Riddle19	Otto Cooper20
Myra Wetsel17	Louis Fleckenstein20
John Flournoy24	Orman H. Gay20
Ted Dresser23	W. B. Graddy20
Mary Bledsoe24	Zelma Ray20
Lois S. Harold20	Hector Stone21
Bob Mitchell21	Myrtle Clark23
Chas. Rhoades26	Ernest H. Cox24
Iack Branham23	Thomas Dent24
Mrs. W. Chapman19	James Morgan25
Dr. G. Edwards18	Almeda Hockett26
J. W. Ingram25	Cecil Mooney26
Joe McCormick22	Walter Schnell26



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BEAUTIFUL BEEMAN
ESTATE

former home of the late
"CHEWING GUM KING"
Attractive Rooms at Perrydell
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this week at the Spark's theatres

THE BEST IN
ENTERTAINMENT

RITZ THEATRE

Saturday thru Monday — HELEN HAYES and ROBERT MONTGOMERY two of the screen's outstanding stars in the popular Broadway hit, "ANOTHER LANGUAGE" Added—Hal Leroy in "Way of all Freshmen" Mickey Mouse —Paramount News.

Tuesday and Wednesday—ANN HARDING and WILLIAM POWELL in a charming exposure of a loveless marriage—"DOUBLE HARNESS". Added—James Gleason in "Always Kicking"— "Big Ditch Panama"—News.

Thursday and Friday—FREE—Thursday and Friday are Guest Days at the Ritz Theatre. On the screen—DOUBLE FEATURE PROGRAM.—GLORIA SWANSON in "PERFECT UNDERSTANDING" with Laurance Oliver and Genevieve Tobin—Also—"SHE HAD TO SAY YES" with LORETTA YOUNG and WINNIE LIGHTNER.

RITZ THEATRE COUNTRY STORE THURSDAY
NIGHT AT 9:00 P. M.

Starting Saturday for three days—The most talked of picture of the current season—"I COVER THE WATERFRONT" with CLAUDETTE CLOBERT Ben Lyon and Ernest Torrence. Featuring the song "I Cover The Waterfront" Added—Charlie Chase in "Arabian Nights"—Silly Symphony Paramount News.

RIALTO THEATRE

Sunday and Monday—DOUBLE FEATURE PROGRAM. The all star musical laugh hit "INTERNATIONAL HOUSE" with Peggy Hopkins Joyce, Rudy Vallee, Stuart Erwin, Burns and Allen, Stoopnagle and Budd, Cab Calloway and His Orchestra. Also—"ANN CARVERS PROFESSION" with Fay Wray and Gene Raymond. (First Orlando Showing)

Tuesday and Wednesday—DOUBLE PROGRAM of two first run pictures: Viva Delmar's sensational story about people we all know. "UPTOWN NEW YORK" with Jack Oakie— Also—The inside story of Hollywoods stunt men, "LUCKY DEVILS" with Bill Boyd, Roscoe Ates.

RIALTO THEATRE COUNTRY STORE THURSDAY
NIGHT AT 9:00 P. M.

Thursday and Friday—FREE—Thursday and Friday are Guest Days at the Rialto Theatre. Brought back by popular demand—"THE BIG BROADCAST" with Stuart Erwin, Bing Crosby, Lelia Hyams, Burns and Allen, Kate Smith, Mills Brothers, Vincent Lopez and Orchestra and Cab Calloway and Orchestra. Also—"HER MAD NIGHT" with Irene Rich. (First Orlando Showing)

Saturday only—The big favorite westerner, KEN MAYNARD in "THE LONE AVENGER" with his famous horse Tarzen. Added—Betty Boop and Mickey Mouse Cartoons and Whispering Shadow No. 5.

BABY GRAND THEATRE — WINTER PARK

Saturday and Sunday—(Aug. 19-20)—The sensational story of American Youth "WHAT PRICE INNOCENCE" Also—"BEST OF ENEMIES" with Buddy Rogers and Marion Nixon.

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INCREASE YOUR
SALES

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Florida's Largest Direct Mail Organization
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