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## Greeter: A guide: where to go, what to see, Orlando's Civic Weekly, Vol. 4, No. 6, week ending September 9

Hotel Greeters of Florida

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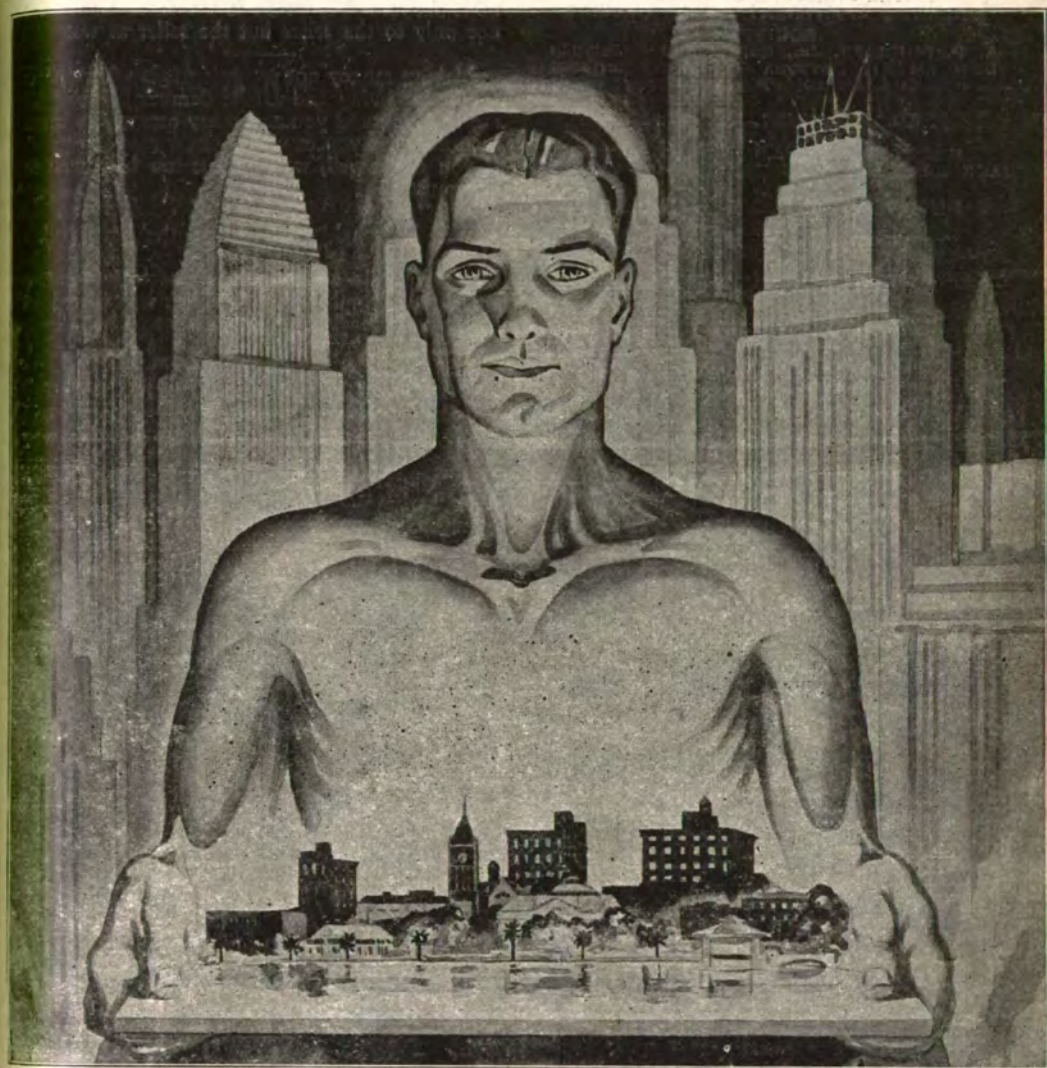
# THE GREATER

A GUIDE—WHAT'S WHAT

OFFICIAL CIVIC WEEKLY

Week Ending September 9, 1933

Vol. 4, No. 6



**GREATER  
ORLANDO**

Advertising Headquarters: A. P. Phillips Co., 223 Church & Main Bldg.

Art work by Jose Arentz. Engraving by Wrigley Engraving Co.

**Drink — Rheingold — Beer**

The Golden Glow Since 1855

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**CENTRAL CIGAR AND TOBACCO CO. DISTRIBUTOR**

630 West Central Avenue

Phone 5223



# 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  
ED. BLANKNER, PRODUCTION  
DOT BEBE, SPECIAL

HARRY FITZGERALD, FISHING EDITOR  
JACK BRANHAM, L. O. MOTE, C. L. VARNER,  
CONTRIBUTORS

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THEATRES, HOTELS, APARTMENTS,  
RESTAURANTS AND WHEREVER  
PEOPLE CONGREGATE

ADVERTISING RATES ON APPLICATION

PUBLICATION OFFICE

SUITE 223 CHURCH AND MAIN BLDG.  
PHONE 4040

## THE COMFORTABLY COOL BEACHAM THEATRE

Orlando's Only Independent Theatre

Admission, Adults 15c, 2 admitted for 25c  
Children 5c

### SUNDAY and MONDAY

"ALIBI" with Chester Morris, Mae Busch,  
Regis Toomey. First Showing in Orlando. A  
United Artists Picture. Added—"A Day at  
Coney Island", LATEST PATHE NEWS.  
Scrappy Cartoon.

### TUESDAY and WEDNESDAY

DOUBLE FEATURE PROGRAM—"DARING  
DAUGHTERS" with Marian and Joan Marsch.  
First Showings in Orlando PLUS a return en-  
gagement of "STREET SCENE" with Sylvia  
Sidney, William Collier, Jr. Added—"Perfect  
36", "Empire of the Sun."

### THURSDAY and FRIDAY

DOUBLE FEATURE PROGRAM. "COUN-  
TY FAIR" with William Collier, Jr., Marion  
Shilling. First showing in Orlando. PLUS  
"WOMEN WON'T TELL" with Sarah Pad-  
den, Mae Busch. First showings in Orlando.  
Added—LATEST PATHE NEWS, "Let's Be  
Optimistic."

### 3 DAYS STARTING SATURDAY

BARBARA STANWICK in "THE LOCKED  
DOOR" with Rod LaRocque, William Boyd,  
Betty Bronson. A First Run United Artists Pic-  
ture. Added—"Koffee and Kisses", LATEST  
PATHE NEWS, "Russian Dressing", "Whoop-  
ee Party".

### 5c KIDDIE MATINEE SATURDAY

10 A. M. to 6 P. M.

A Free Gift to each child attending during  
these hours. Program. Rex Bell in "THE  
FUGITIVE", Mickey Mouse, "Last of the Mo-  
hicans" Chap. 12. Krazy Kat. "The Locked  
Door". Other novelty reels. Children under  
12 admitted for 5c.

## this that and the other—

QUALITY and SERVICE is the watchword  
of the new day and no longer will you be har-  
assed on every turn by that demon PRICE that  
has for too long torn at the very foundations  
of prosperity. Cost is a necessary item that  
none disputes but profit is far more important  
not only to the seller but the seller as well.

Making money not swapping it is what makes  
for better living and Uncle Samuel is going to  
see that you and you and every one makes some  
in order that you can pay him income tax, and  
if you don't well, well its just too bad because  
you must.

Will Rogers hit the nail on the head in his  
National radio talk last week when he said that  
NRA is surely going to be Santa to us all, but  
we must remember that St. Nick isn't slated to  
arrive until the last of December and his sched-  
ule can't be changed.

Boxing and wrestling in this city has many  
ups and downs but if plans of Pete Manookian,  
better known as Pete the Tailor has his way  
both of these allied sports will be on the up  
and up with the fall season. How about bring-  
ing Charlie Webber of Sarasota back to meet  
some real competition.

Drawing its last breath, the old crate managed  
to make A. G. Becker's Central Garage, on the  
corner of Robinson and Garland and is now in  
the process of getting a new set of glands, even  
to the respiratory gland, which is being cared  
for by C. T. Walker's Radiator Shop. If your  
car is complaining, an operation, minor or maj-  
or might restore it to its former glory.

With September already here we should hear  
something from Frances Slater. The avenue is  
not the same without her store open—it is a  
part of the cities personality. And that reminds  
us Mrs. Leedy's Peter and Jane Shop for Chil-  
dren will soon be reopening—and before we  
know it we will all be busy and enjoying our  
new prosperity..

## LATE NEWSREELS SHOWN AT THE BEACHAM

The Pathe Newsreels showing at the Beacham  
each Saturday, Sunday and Monday and Thurs-  
day and Friday are without doubt the very latest  
things out. A number of scenes even beat the  
NEA service of the local dailies. This is the  
day of fast service and the public appreciates the  
fast Beacham newsreel service. Cuban Revolt  
scenes were shown the same week they happened,  
sport events are shown while the sports writers  
are still discussing them. That's what we call real  
newsreel service. Harry Vincent is giving Or-  
lando news while it is news.

Prof: "Quick, a sentence with the word  
'flippancy.'"

Stude: "O. K., let flippancy if I pass or not."



## on and off the avenue



With the shortening of the public school term more thoughtful parents are turning their attention to the education of their children. The **Ann Lisbeth Seese School**, Orlando's leading private school, located on **Lake Eola** at **427 E. Central Avenue** opens for its fall term September 4 for boarding and day pupils. The Seese School offers complete training from kindergarten through high school and places special emphasis on music, art and modern languages. Specialized private instruction at the Seese School is exceptionally reasonable. We suggest you phone 4210 or drop by the school to see just how well your child will place here.

Go to the **Flamingo** tonight and forget about that little matter that has been worrying you all day—there you will find diversion, enjoyment, and good food if you are hungry.

If you are entertaining an important guest, plan a party at the **Perrydell**. This delightful place cannot fail to make a good impression on the most discriminating person.

Nothing can ever take the place of water; it is a vital necessity to health. Many people are now enjoying that palatable **Orange City Water** noted for its purity. Why not call **G. W. Briggs**, local distributor, at **5612** for a trial bottle?

Now that September is here the thought of clothes is one of utmost importance to all girls going away to school or college. You are often judged by your wardrobe when you go away, and well-fitting apparel will help to make a good impression. **Mrs. John Todd**, at **17½ S. Orange Avenue**, will be of great assistance to you in the fitting and making of clothes.

Mr. Ives accompanied his wife on a shopping expedition and had seated himself at one end of the coat department while Mrs. Ives was looking over the garments. Suddenly he became aware of the fact that his wife was not to be seen. Walking up to the shopwalker he said:

"I can't find my wife anywhere. What shall I do?"

"Just start talking to one of the pretty saleswomen here and I think your wife will soon put in an appearance."

**MAKE MORE MONEY  
INCREASE YOUR  
SALES**



## FREE TICKETS TO BEACHAM 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 Beacham theatre invite each of these to attend the current picture at the **BEACHAM**, 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 Beacham.

## THE COMFORTABLY COOL BEACHAM THEATRE

(Orlando's Only Independent Theatre)

September	September
A. T. Kay ..... 3	A. Honeywell ..... 5
Del Frederic ..... 8	Peggy Hudgings .... 4
Johnnie Coram ..... 3	Rena Driggers ..... 3
Raymond Coram .. 26	Gilda Yates ..... 4
Lucile Ellis ..... 1	Joseph Hipps ..... 3
Howard Hancock .... 1	Anna Starling ..... 3
Cliff Wilson ..... 1	Willard Carlton ..... 1
Maud Dudley ..... 2	Elida Baley ..... 1
Willard Griffin Jr. .... 2	Roy Douberley ..... 1

## low tides on daytona beach

Sept. 10 ..... 5:21	Sept. 13 ..... 8:06
Sept. 11 ..... 6:11	Sept. 14 ..... 9:04
Sept. 12 ..... 7:07	Sept. 15 ..... 10:01
Sept. 16 ..... 10:54	

## ORLANDO STEAM LAUNDRY

**DYERS and  
CLEANERS**

Phone 3176

GO DIRECT TO YOUR PROSPECT

## ORLANDO LETTER SHOP

Florida's Largest Direct Mail Organization  
MAYER ARCADE PHONE 4040



## c. of c. notes

The Greater Orlando Chamber of Commerce will hold its monthly general membership meeting Tuesday, September 5th. Karl Lehman, leader in the movement to raise funds with which to carry on Florida's exhibit at the Century of Progress Exposition will be the speaker of the day. Mr. Lehman is a forceful orator and well acquainted with the history of the state's part in the fair. He has recently returned from a trip through many Northern states and will bring his listeners an interesting and vital message. H. N. Roth is program chairman.

Chamber committee are going forward with various projects designed to benefit the community. The Public Works committee is doing some excellent work to secure substantial government funds for local improvements. The Waterways committee is pushing its program vigorously, and all other workers are reporting progress with their programs.

Tramp (to old lady): "Yes, ma'am, I'm an old R. A. F. man what had me horse shot from under me at the Battle of Jutland."

Lady: "Here is an old hat of my husband's you can have."

Beggar: "Thank you ma'am. Allow me to show my appreciation by putting it into commission at once and asking for a copper."

## CHURCH and MAIN BUILDING



## MAYER ARCADE the place to TRADE

You owe it to yourself, your family and your friends to look your best at all times, and a visit to Andre's will make this possible and give you confidence that your appearance is all that it should be.

Mrs. W. R. (Ruth) Davis has moved her dress making establishment into the Arcade. She is now situated in the vacated quarters of The Orlando Shopping Guide, which has moved to larger offices in the Arcade. We welcome Mrs. Davis as an old friend for she has for some time been a neighbor on Main Street.

Andre has certainly picked on exquisite duet to carry his water jug for

him. Since the hot spell the path to the water hole on the second floor has been well beaten.

Jose Arntz took his art class on a field trip the other morning to give them some of Orlando's Color and Beauty in put into their work.

The A. P. Phillips Company regrets the fact that it has lost its up and coming young Steno., Miss Mary Terhune. As a matter of fact, the Arcade is quite lost without her bright and shining personality. A. P. left for a Day in Lakeland at the Citrus meeting last week. And from reports it was certainly a history making meeting.

## DEMOCRATIC MULE REFUSES TO AID ROOSEVELT ADMINISTRATION

An AP article from Texas tells of Pole Mason, farmer near Hemphill who has a mule with a disposition extraordinarily docile. For seven years he has walked between the cotton rows, careful not to trample the growing staple.

Mason made ready to start blowing up his cotton in accordance with a farm relief agreement. The old mule refused to lean against the collar and pull the plow. No amount of persuasion could move him. Mason and his sons tried all day to force the animal to work.

To date, the mule has plowed up no cotton.

### 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.

## 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  
Frank Gordon—Fernery  
Veterans Foreign Wars—John Pearson

### 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

DEMAND ONLY  
GENUINE PARTS

PHONE 5174 A. J. ROUTHIER  
Central Machine & Parts Co.  
431 West Central Avenue

Automotive Electric Service

Speedometer Repairing—Battery Service

AL HUPPEL

Shock Absorber Service  
443-447 West Central Ave.—Phone 3724

COMPLETE BODY SERVICE

Upholstering - Metal - Wood - Refinishing

PHONE 5024  
HOUSLEY AUTO BODY CO.  
435 North Garland

Federal Tires Free Road Service  
WILLARD BATTERIES  
Pan Am Gas and Oils

Phone 3111  
DIXIE KUHR SERVICE, INC.  
South Orange at Jackson Street

T O P S

RICHARDS AUTO TOP SHOP

539 W. Central—Phone 3632

Chrysler-Plymouth

SALES AND SERVICE

J. C. MULLIGAN MOTOR CO.  
42 North Garland  
Phone 7031

GENERAL REPAIRING

A. G. BECKER  
CENTRAL GARAGE  
200 W. Robinson PHONE 5174

RADIATOR SERVICE

Repairing — Recoreing — Replacement

C. T. WALKER  
RADIATOR SHOP  
628 W. Central Ave.—Phone 5933

*Poinsettia*  
MILK & ICE CREAM  
Phone 6196

PETE THE TAILOR, Inc.

Exclusive French Dry Cleaners and Dyers

Office—36 W. Central—Dial 6101

Plant—117 South Bryant

Expression, Dramatic Art, Vocational  
Guidance, German Language  
Instruction—Private 50c, Class 25c

MADAME DORETTE

"Charming Personality is Soul Expression"

P. O. Box 683

Orlando, Fla.

"Back to Prosperity" is the slogan this week at the Ritz Theatre. To justify it, the Ritz offers "Moonlight and Pettzels," Sat. thru Monday, Sept. 2-3-4 the frothiest, girliest, most tuneful musical Romance of the season.

Fifty of New York's most beautiful girls chosen by America's leading illustrators, a splendid cast headed by Leo Carrillo, Mary Brian, Roger Pryor, Herbert Rawlinson, Alexander Gray, Jack Denny, Lillian Miles, Bernice Claire, The Four Eton Boys and a dozen others, jolly tinkling new songs from America's leading tune-smiths. Dances by Bobby Connolly, and a sumptuous production make a wonderful midsummer offering. It came from the Universal studios, produced by Rowland and Brice, directed by Karl Freund and personally supervised by Stanley Bergerman.

ALL EXPLAINED

"Hear about Jimson being in the hospital?"

"In the hospital? Why, I saw him last night dancing with a dizzy blonde."

"Yeh! So did his wife."



## if you must leave orlando

### RAILROADS

ATLANTIC COAST LINE — Passenger Depot,  
Sleigh Boulevard. City ticket office, 48 East Pine St.  
Arrive (going North) Arrive (going South)  
1:45 A. M. 2:40 A. M.  
1:50 P. M. 1:20 P. M.

### AIR—MUNICIPAL AIRPORT

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



## MILES FROM ORLANDO?

Apopka	18	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	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) 6:30 to 9 A. M. Returning from Winter Park depot 20 minutes after each hour.

Park Lake, Drubsdread 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.

4. 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 3833.

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

Perrydell

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

IN JACKSONVILLE

The Coolest The Most Delightful  
Rooms all with Private Bath

### HOTELS

GEORGE WASHINGTON

and

MAYFLOWER

Low Summer Rates

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.



## STATE DIAMONDBALL TOURNAMENT

The State Diamondball playoff will be the main event of this weeks Recreation Program.

The second game of the five game series with Winter Haven will be played here at Exposition Park Monday night at 8:15 while the third game will be played in Winter Haven Wednesday night and the fourth game in Orlando Friday night, Sept. 8th.

These two teams met for the Championship last year and Winter Haven won the title by winning the fifth game 1 to 0 in Orlando.

The Civic Clubs are not scheduled for Monday night and they will play their only games of the week Thursday night.

The University Club will play the Jaycees in the first game and the American Legion will meet the Exchange Club at 9:00.

The Commercial League will have two games on Wednesday the Orlando Ice Delivery playing the Dr. Phillips team in the first game and the Post Office meeting the City Utilities in the second.

The Class B will play Thursday night also with the Goodrich team playing Kinney again at 7:45 and the Swan team meeting Swift & Co. at 9:00.

The girls will finish most of their play off with games scheduled practically every night this week.

One of the Championship games will be played after the Winter Haven game on Wednesday night while another will be played Friday night.

The girls will play regular games Tuesday night, and finish their league Saturday night.

In order to keep the Class A teams in shape while Poinsettia is finishing the State Series the Datson team will play the Orlando Ice Delivery at 7:45 Tuesday and the Jackson Sport Shop will play the Sentinel Star a practice game.

**EVANS CRUMP**

**JEWELER**

33 S. ORANGE AVE.

**LUNCHEONS**  
75c to \$1.00

**DINNER**  
\$1.00

**TEAS**  
**A La Carte**  
**22 E. GORE**  
**Phone 5461**



**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

Once the annual advertising appropriation has been made, the succeeding steps are greatly simplified. The primary purpose of advertising is to win new and increased patronage by soliciting a trial. Thus advertising informs, convinces and attracts.

Truthful information is ever appreciated and will draw increased patronage, but conviction is mainly established by reputation and some measure of superiority of either goods or service, which alone can build goodwill to back up the advertising, thus insuring lasting results. Goodwill has been defined by the Supreme Court viz: "The disposition of pleased customers to return for more at the same place."

What articles or service possessing superior merit and how much space will it take to rightly inform the public, in keeping with your annual publicity program, is the primary consideration.

Specializing on leaders, which in themselves are meritorious and apt builders of goodwill, is one popular method of bringing in new patronage, without using or cluttering up unnecessary space with insignificant and less attractive offerings. The store reputation, displays, arrangement, superior service, efficiency, friendliness and courtesy are then relied upon to develop the spirit of goodwill and to hold the new patronage which advertising has attracted, thus developing the trial order or purchase into permanent and mutually satisfactory arrangement.

By selecting and concentrating on some outstanding feature of merit in either goods or service, the advertising appropriation will go further, will be more productive, more economical, more effective and attractive and is readily prepared. Successful advertising is to earn money, not merely to spend it.

**Del Frederic.**

Watch for succeeding articles.



Go Direct to  
**YOUR PROSPECT**  
Phone 4040  
**ORLANDO**  
**LETTER CO.**

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





# this week at the Spark's theatres

## RITZ THEATRE

**Saturday thru Monday**—"MOONLIGHT AND PRETZELS"—fifty gorgeous girls, 6 big songs! The grand and glorious musical comedy drama, with a host of stage-screen and radio stars. Leo Carrillo, Mary Brian, Roger Pryor, Lillian Miles, Alexander Gray, 4 Eaton Boys, Bernice Claire, Jack Denny and Orchestra, Richard King, Frank and Milt Britton Band.

**Tuesday and Wednesday**—GEORGE ARLISS in "VOLTAIRE" The greatest role any actor ever played . . . played by the greatest actor of them all, supported by DORIS KENYON.

**Thursday and Friday**—New kinds of thrills, with romance too, on the gilded decks of "GAMBLING SHIP" where no laws are broken . . . because no laws are made—starring GARY GRANT, BENITA HUME, Jack La Rue, Glenda Farrell, Roscoe Karns.

ON THE SAME PROGRAM—RICHARD DIX starring in his latest picture, "NO MARRIAGE TIES".

FREE—\$100.00 in prizes every THURSDAY NIGHT at 9 p. m.

**Coming Saturday**—RONALD COLMAN and Elissa Landi in "THE MASQUERADER".

## RIALTO THEATRE

**Sunday and Monday**—Double feature program, "DISGRACED" starring Helen Twelvetrees, Bruce Cabot, Adrienne Ames (First time shown in Orlando) also a romance of modern youth—"HOLD ME TIGHT" with the screen's best sweetheart team JAMES DUNN and SALLY EILERS.

**Tuesday and Wednesday**—2 big feature pictures—2. Return engagement of "STATE FAIR" with eight popular stars—JANET GAYNOR, WILL ROGERS, Lew Ayres, Sally Eilers, Norman Foster, Louise Dresser, Frank Craven. ALSO HEADLINE SHOOTER," a heart-beat story of the men who scoop the thrills, starring Frances Dee, Ralph Bellamy, Jack La Rue, William Gargan.

FREE—\$75.00 in PRIZES every Tuesday night at 9 p. m.

**Thursday and Friday**—2 big shows—2. The two black crowns MORAN AND MACK in Mack Sennett's greatest and funniest comedy picture "HYPNOTIZED" with Ernest Torrence, Wallace Ford, Charlie Murray, Marjorie Beebe. ALSO "THE PICKUP" with George Raft, Sylvia Sydney. THURSDAY AND FRIDAY ARE GUEST DAYS—Two people admitted for the price of one ticket.

**Saturday only**—KEN MAYNARD in "The King of the Arena" Special added shorts—Mickey Mouse and Betty Boop cartoons, Chapter 7 of "Whispering Shadow". Children admitted for 5c until 6 p. m. Free bar of candy to every one attending.

## BABY GRAND THEATRE—WINTER PARK, FLA.

**Saturday and Sunday**—Double feature—Clark Gable and Jean Harlow in "Hold Your Man" "Eagle and The Hawk" with Fredric March, Jack Oakie.

ONLY  
RESULTS  
COUNT

*A. P. P. Phillips, Jr.*

Call 4040

ADVERTISING HEADQUARTERS