

9-23-1933

## Greeter: A guide: where to go, what to see, Orlando's Civic Weekly, Vol. 4, No. 8, week ending September 23

Hotel Greeters of Florida

Find similar works at: <https://stars.library.ucf.edu/cfm-thegreeter>  
University of Central Florida Libraries <http://library.ucf.edu>

This Book is brought to you for free and open access by the Newspapers and Weeklies of Central Florida at STARS. It has been accepted for inclusion in The Greeter by an authorized administrator of STARS. For more information, please contact [STARS@ucf.edu](mailto:STARS@ucf.edu).

---

### STARS Citation

Hotel Greeters of Florida, "Greeter: A guide: where to go, what to see, Orlando's Civic Weekly, Vol. 4, No. 8, week ending September 23" (1933). *The Greeter*. 34.  
<https://stars.library.ucf.edu/cfm-thegreeter/34>

# THE GREETER



Week Ending September 23, '33 Advertising Headquarters: A. P. Phillips Co., 223 Church & Main Bldg.  
Vol. 4, No. 8 Engraving by Wrigley Engraving Co.

Drink — **Rheingold** — Beer

The Golden Glow Since 1855  
Always Ice Cold — Draft or Bottle

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

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

## 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.

## THE BEAUTIFUL BEACHAM THEATRE

Orlando's Only Independent Theatre

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

### SUNDAY AND MONDAY

"COCK OF THE AIR" with Chester Morris, Billie Dove, Matt Moore. A Brand New First Run United Artists Picture. Added—"Singing Sam," "Broadway Malady", Latest Pathe News.

### TUESDAY AND WEDNESDAY

DOUBLE FEATURE—"THE UNWRITTEN LAW" with Greta Nissen, Skeets Gallagher, Mary Brian. PLUS a return engagement of "SKY DEVILS", with Spencer Tracy, Ann Dvorak, William Boyd. Added—"The Promoter", Pathe Review.

### THURSDAY AND FRIDAY

DOUBLE FEATURE—"KLONDYKE" with Captain Hawks (Ace of American Fliers) and Thelma Todd. PLUS "GRIEF STREET" with Barbart Kent, Lillian Rich. Added—Latest Pathe News, "Puzzlegraf".

### SATURDAY (Only)

"THE RETURN OF CASEY JONES" with Charles Starrett, Ruth Hall. Added—Organogue. "House Cleaning", Latest Pathe News.

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

Program. Rex Bell in "The Diamond Trail", "Hurricane Express" Chap. 2, Mickey Mouse, Krazy Kat, "Return of Casey Jones" and other short reels.

## this that and the other—

Dame rumor is a terrible something—The Kingfish Huey Long isn't the only crawfish I know—yes it is getting fallish—feel the cool breezes—Where? Don't ask me—Protracted work on the P. O. about completed—Bill Cantrell a great kidder, but sincere—Frank Hastings still looking for the spiritus fermentus salesman that collected in advance then didn't deliver—Have you heard about the big shots that bought some furniture one day and returned it the next after a big party—not so dumb—I am one of those that haven't been to A Century of Progress, a species quite rare—Joe McCormack et al spending the day with the Sharkeys at Daytona—You can set your clock by Newt Yowell's march to work—Harry Leu says business is brisk—Ray Maguire and four of his couterie lunching and intent on something—Dick McMurray never mentions us in his GRIST—What grist—Herb Lloyd, artist, saunters bye—These double features keep the last performance goes till after midnight—Stanley Fosgate keeps his Prudential houses in the pink of condition—Doctor Howard Kiehl does the major operating—What do you know exciting—Yes?

Miss Sarah Coll of the Coll School reports a much larger enrollment at this time than the same time last year and "prospects are much brighter for the season". Education is the best investment we know of.

Other signs of real business is evidenced at Fulford's Transfer Storage office at 28 Wall Street. J. C. will keep you on the move.

## AMERICAN AIR ACE IN BEACHAM FILM

No American flier, with the exception of Col. Charles A. Lindbergh, is better known to the American people than Captain Frank Hawks. He has nearly three dozen world speed records to his credit. He is known the world's exponent of speed and each flight adds another medal to his laurels.

This famous flier has a featured role in the Sensational thrill picture coming to the Beacham Theatre on Thursday and Friday of this week. The film is titled "Klondike" and Captain Hawks takes the role of a trans-oceanic flier who chashes in Alaska while trying to make a non-stop flight to Japan. Others in the cast are Thelma Todd, Lyle Talbot, Pat O'Malley and Jason Robards. The film has plenty of kick and is sure to please those who like their movies with lots of action and thrills.

"Grief Street" with Barbara Kent and Lillian Rich is the second feature on this program which by the way is a double feature program.

## THE COLL SCHOOL

Primary—Elementary—Junior High  
Languages, Music and Art  
Experienced Kindergarten Teacher  
Kindergarten \$5 Month.

Phone 7426

626 Florida Ave.



## on and off the avenue



Don't let the title "tea house" in connection with the Perrydell confuse you. Marvelous food in large portions is served at this tea house and you will find that the noonday luncheons at very moderate prices excel in both quality and quantity the average dinners in the best hotels of Florida. Why not give yourself a treat by having dinner at the **Perrydell, 22 E. Gore Ave.,** today—or sometime real soon?

Go places, dine and dance, be merry! And here in Central Florida that means **The Flamingo** one mile out on the **Cheney Highway.** Plenty of good food, remember there is no cover charge, dancing to an excellent orchestra—everything to make an evening of enjoyable entertainment. Drive out to the Flamingo tonight and have one of the best times of your life.

Have you taken care of the storm damages yet? Call **Jack Stevens,** competent general contractor, and secure an estimate on all your repairing requirements. Just call his residence phone **5870** or his office phone **9752** and he will be glad to serve you.

If you want quality service at reasonable prices, take your jewelry repairs to **Evans Crump, 33 S. Orange Ave.,** Orlando's leading jeweler. He will be glad to attend to all your requirements whether it be the selecting of a gift or the repairing of your watch.

Isn't it fun to plan your own individual wardrobe for the fall season? Its so easy to do with such an array of gorgeous materials and stunning patterns found in our leading shops. And, of course, **Mrs. John Todd,** at **17½ S. Orange Ave.,** is just the person to make your dreams come true by fashioning these materials to suit your type. So get busy, and see Mrs. Todd. She will be glad to help you.

Is there anything as delightfully refreshing as a glass of cold, pure **Orange City Water?** We all say "No". And in these hot days something refreshing is certainly needed. Call **G. W. Briggs** at **5612** for a trial bottle, if you have not already tried it. Those who have know its true worth.

When you order ice cream for your next party, call **Poinsettia** at **8231** and ask about their attractive moulds for special occasions. Special moulded ice cream will make your party even more successful. For everyday occasions your leading neighborhood store can supply you with pure wholesome Poinsettia ice cream or milk.

The well-dressed business man or woman always creates a good impression. Have your clothes cleaned, pressed and altered regularly at **Pete The Tailors,** exclusive French dry cleaners, phone **6101.**



## 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)

Sept.	Kate Bryan .....	28
Wm Hays Lindsey 30	Nettie Reynolds ....	4
Mrs. V. Hutchins ..29	Leslie Parham .....	25
Harry Hannah .....	Fred Merriman .....	27
Giles Lewis, Jr. ....22	Nannie Draa, .....	18
Dr. Louis Orr .....	Mae Hatfield .....	20
William J Wells ....27	Harold Kasik .....	25
John H Webb .....	James Ivey .....	22
Mrs. R. McCracken 20	Harvey L. Sellers 17	
Ted Reid .....	Harry Hewett .....	18
Marion Bridgford ..19	Carrol M. Lance ....18	
May Hardaway .....	Olga Teele .....	18
Jennie Ingersoll ....20	Vern Bullis .....	19
Joseph Sargent .....	William Deane .....	19
Vince Walton .....	Boyd Foote .....	19
Ben Shader .....	Roy Robertson .....	19
Milton Wallace .....	Dorsey Roberson 21	
George Townsel ....16	Sarah King .....	22
Bernard Fisher .....	Alexander Huppel 19	
Dr. Norris Jones ..17	Vincente Smith ....23	

## low tides on daytona beach

Week Ending September 23, '33

Sept. 17.....	9:22	Sept. 20 .....	12:56
Sept. 18 .....	10:14	Sept. 21 .....	1:37
Sept. 19 .....	11:05	Sept. 22 .....	1:19
Sept. 23.....			1:58

## ORLANDO STEAM LAUNDRY

## DYERS and CLEANERS

Phone 3176



"Say Mistet," said the little fellow to a next door neighbor, "are you the man who gave my brother a dog last week?"

"Yes."

"Well, Ma says to come and take them back."

A gentleman pretty well perfumed picked up the telephone. "Hello! Hic! Hello!"

"Hello," returned the operator.

"Hello!"

"Hello!"

"My gosh!" said the gentleman. "How this thing echoes."

One of the most novel business slogans we have run into lately is that of R. E. Baker, whose slogan is "The Blind Man" and don't be misled as I was and start sympathizing with his poor eye sight because Mr. Baker has one of the best pair of optics I've ever seen. Mr. Baker representing Florida Venetial Blinds is a specialist in these exclusive yet almost necessary home or office equipment and to those who have lost awnings during the recent disturbance as well as those whose window shades are almost beyond civil usage, we recommend you dropping a line to 27 N. Summerlin St., and consult with him regarding suitable installations for your needs. You'll be surprised at the economy as well as many other benefits to be derived from this type of blind.

### **PETE THE TAILOR, Inc.**

Exclusive French Dry Cleaners and Dyers

Office—36 W. Central—Dial 6101

Plant—117 South Bryant

A Rollins professor came to one of his classes a little late, found a most uncomplimentary caricature of himself drawn on the board. Turning to the student nearest to him, he angrily inquired, "Do you know who is responsible for that atrocity?"

"No, sir, I don't," replied the student, "but I strongly suspect his parents."

# *Poinsettia*

## **MILK & ICE CREAM**

Phone 6196



Underwood Typewriters,  
Adding Machines

### **GEO. L. STUART CO.**

Office Equipment and Systems  
Sales, Service and Supplies

Phone 5877

15 So. Main St.

### **SAFE EXPERT**

Store and Office Machines, Typewriters, Cash  
Registers and Adding Machines,  
Computing Scales, Etc.,  
Repaired, Bought and Sold

**J. E. CARROLL, JR.**

Orland Hotel—Phone 9187—Orlando, Florida

## **The GREETER Recommends**

### **HAVE YOUR CAR**

### **SERVICED IN ORLANDO**

#### **Automotive Electric Service**

Fuel Pump and Carburetor Repairing  
Speedometer Repairing—Battery Service

**AL HUPPEL**

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

Federal Tires

Free Road Service

### **WILLARD BATTERIES**

Pan Am Gas and Oils

Phone 3111

### **DIXIE KUHR SERVICE, INC.**

South Orange at Jackson Street

### **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



## WHAT ADVERTISING MEDIUMS ARE BEST.

There are usually several ways of doing a thing but only one best way and this can only be found by checknig results and discarding unprofitable mediums. The closer we come to cutting waste circulation, the better will results be. There is nothing mystical about selling goods through advertising.

According to Barron Collier, a noted authority, "true advertising is the possible number of **MENTAL IMPRESSIONS** your message delivers. All advertising rates are based on circulation or printed impressions, but the advertiser gets only a fractional number of mental impressions, the greater the value of the advertising medium."

Advertising is a strictly individual problem: nevertheless according to the law of averages, the following comes very near being an ideal appropriation set up from actual experience of large and consistent space users:

30% for newspaper or other suitable periodicals, 10% for direct mail, 15% for window display, 10% for interior display, 5% for contests, 10% for broadcasting.

Del Frederic

## veterinarian

DR. J. L. RUBLE

1101 N. Orange

Phone 5335

## c. of c. notes

Florida's part in the NRA has proved to be a big boost to Orlando as a convention city. Groups in various lines of business have come from all over the state to discuss their codes and prepare to put thousands of people back to work and increase payrolls. The building contractors, garage men, electricians, printers and feed dealers are just a few of the industries that have brought crowds to the city. Then, there are more to come. For instance—the state hotel men will gather in Orlando, three hundred strong, on Wednesday, September 20th. A number of state headquarters for the various organizations will no doubt be established here, too.

Plans for the entertainment of winter visitors are nearing completion in the various committees of the Greater Orlando Chamber of Commerce. Every indication points to an unusually large influx of friends from nearly every state in the United States and Canada this winter. It appears that Orlando is on the edge of a golden opportunity to establish itself, more firmly than ever, as one of the great recreational and business centers of Florida. People of the city have always taken advantage of opportunities. That is what has built Orlando. The spirit to do still prevails—Orlando will do greater things than ever before.

Young George: Yes, father, I cannot tell a lie; I cut your sherry.

## CHURCH and MAIN BUILDING



## MAYER ARCADE the place to TRADE

Mrs. Charles Mayer was a recent visitor to the building. We will ask Mrs. Mayer the next time she makes her appearance on the properties, how Charles hurt his fist.

Sometime ago we mentioned "a new deal" in regard to your face. Have you been to **Andre's** yet and tried this advice? It really works wonders, and, of course, a regular visit to this beauty parlor works almost unbelievable improvements.

The dressmaking establishment of Mrs. W. R. Davis, from what we notice, seems humming with activity. More and more good people are

learning what it means to find an excellent seamstress.

Clark F. Bryan was a visitor to the building Thursday doing a good piece of work canvassing for the Red Cross.

Things are on the up and up in the real estate line according to Vernon McKelvey and this statement is concurred with by M. D. Bailey, Jr., specialist in investments, etc.

According to L. E. Yates, of the East Side Barber Shop the Blue Eagle is flying high, wide and handsome in his establishment.

## 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 Pierson  
Ruth Davis—Dressmaking.

### 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



## 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. Arrive (going South) 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	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	95
Gainesville	120	St. Augustine	120
Green Cove	124	St. Cloud	26
Groveland	34	Silver Springs	58
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 3833.

Orlando's Leading Boarding House

## THE MELROSE

ROOM and BOARD

SPECIAL SEASON 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

Perryde!

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.

Tell 'Em You Saw It in the Greeter



## DATSON DAIRIES

GRADE "A" PASTEURIZED  
Milk for Health!

PHONE 6342 OR TELL THE DRIVER

## EVANS CRUMP

JEWELER

33 S. ORANGE AVE.



Go Direct to  
YOUR PROSPECT  
Phone 4040

## ORLANDO LETTER CO.

Florida's Largest Direct  
Mail Organization  
New Location

224 Church & Main Bldg.

## RENEW YOUR YOUTH IN FLORIDA

### IN JACKSONVILLE

The Coolest The Most Delight-  
ful Rooms all with Private Bath

### HOTELS

## GEORGE WASHINGTON

and

## MAYFLOWER

Low Summer Rates



## Sport and Recreation News

The regular schedules will be resumed in diamondball next week with the Civic Club playing two games on Monday and Class A playing games on Tuesdays and Fridays.

The Diamondball schedule for next week will be:

### Monday, Sept. 18

- 7:45—Jaycees vs Exchange Club (HT)  
9:00—University Club vs American Legion (HT)

### Tuesday, Sept. 19

- 7:45—Sentinel-Star vs Poinsettia (HT)  
9:00—Jackson Sport Shop vs Datson Dairies (HT)

### Wednesday, Sept. 20

- 7:45—Dr. Phillips vs Florida Public Service No. 1.  
9:00—Orlando Ice Delivery vs City Utilities, No. 1

### Thursday, Sept. 21

- 7:45—Goodrich vs Swift & Co., No. 2  
9:00—Swans vs Kinney Shoe Co., No. 2  
7:45—University Club vs Jaycees (HT)  
9:00—American Legion vs Exchange Club (HT)

### Friday, Sept. 22

- 7:45—Jackson Sport Shop vs Sentinel-Star (HT)  
9:00—Datson Dairies vs Poinsettia (HT)

## "WHAT PRICE INNOCENCE?" COMING TO RIALTO THEATRE

The responsibility of mothers toward their young daughters in this era of liberalized youth is the theme of "What Price Innocence?" the picture due at the Rialto Theatre Tuesday and Wednesday, September 19-20. No gay little story of modern drinking, smoking, necking youngsters is this photoplay, which was written and directed by the famous Willard Mack, author of many famous stage successes. True, these phases of the life of modern youth play their part in the picture, but merely as the background for the dramatic subject presented. Members of the cast include Willard Mack, Jean Parker, Ben Alexander, Minna Gombell and Bryant Washburn.

"The Death Kiss", the real "inside" on Hollywood's movie-making, starring Adrienne Ames, David Manners, Bela Lugosi will be shown on the same program as an extra added feature.

## AFTER THE BALL

A lady guest stopping at a local hostelry informs us of an amusing contretemps which took place on the golf links.

Mrs. J., approaching her ball for a second fairway shot, was annoyed and surprised to see a player from the next fairway stoop (and stoop, she claims, is the word), look at her ball and smack it a hundred yards back into his own bailiwick. By the time Mrs. J., hailing the offender to no avail, reached the spot, her ball was gone; but in its place a few feet away lay the stranger's, a greatly superior brand to her own. With a ladylike epithet for other people's golf manners in general and nearsightedness in particular, she played the expensive ball from its lie.

With one of those coincidences without which the Hole-In-One Club would be forced to disband, the astigmatic golfer again dropped his pill within a yard of Mrs. J.'s on the 16th; only this time she got there first, screened from view by a fringe of trees. Leaving the ball she had been playing she ironed her own inexpensive sphere away from there with great haste and some accuracy. Leaving, she paused at a point of vantage and looked back. The picture she saw will long remain one of her choicest memories, she says.

The careless player addressed his ball, hesitated and bent over for a closer glimpse. He started violently, like the villain in a 1913 movie, picked up the ball and stared at it. Then with a haunted scrutiny of the surrounding vicinity, he mopped his brow, put the ball into the pocket of his bag, dropped in his midiron and walked hastily in the direction of the clubhouse. His objective, no doubt was a sustaining snort of spiritus frumenti, the last resort of golfers who doubt their senses.

### TED REID'S GRIST

Will soon be out  
You may then read  
Who REID wrote about  
It won't be as long  
As the predicted "NEVER"  
Some 100 pages, from  
COVER to COVER.

Relax: Is your wife an expert with the car yet?

Reflux: No, when we get in a traffic jam she still grabs the wrong word sometimes.

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



# this week at the Spark's theatres

## WOMAN NOBODY KNOWS! DIETRICH PUZZLING STAR DESPITE PUBLICITY WHIRL

The woman nobody knows!

Marlene Dietrich! Continually in the limelight since her sponsorship of the revolutionary pants-for-women style mode.

Yet, despite the reams of publicity which have been written about her, she is considered the most enigmatic star in the film capital. The subject of more gossip and rumors than any other screen luminary, she has steered a solitary, steadfast course. When she recently departed for a vacation in Germany, following the completion of her latest Paramount picture, "The Song of Songs," which opens a three day engagement at the Ritz Theatre on Saturday, September 23rd Hollywood discovered that it knew her but little better than when she was brought to this country only three years ago.

### Has Few Intimates

Miss Dietrich's intimates can be counted on the fingers of one hand. Josef von Sternberg, her discoverer; Maurice Chevalier; Brian Aherne, who is her leading man in "The Song of Songs"; Eleanor McGary, von Sternberg's secretary, and Dorothy Pondell, her make-up woman, comprise the select group.

## RITZ THEATRE

**Saturday thru Monday**—DOUBLE FEATURE PROGRAM—"ONE MAN'S JOURNEY" starring LIONEL BARRYMORE, May Robson, Frances Dee, Joel McCrea, Dorothy Jordan. ALSO "BE MINE TONIGHT." A new discovery in motion picture entertainment. A grand and glorious musical extravaganza.

**Tuesday and Wednesday**—2 feature attractions 2—Special return engagement of EDDIE CANTOR in his stupendous screen triumph "WHOOPEE". You'll see it over and over! ALSO "SAMARANG", a compelling love story—"too thrilling for words!" Something new under the sun.

**Thursday and Friday**—Double program—His business affairs are strictly private—his love affairs are public scandals—"BIG EXECUTIVE" starring Ricardo Cortez, Richard Bennett, Elizabeth Young, Sharon Lynne. ALSO "RAFTER ROMANCE" starring Ginger Rogers, and Norman Foster. A comedy-romance that you are sure to enjoy.

\$100.00 in PRIZES given away every Thursday night. Save your Country store coupons and come early for seats.

**Starting Saturday**—"SONG OF SONGS" the love of love blindly sought by a woman too feminine to grasp true happiness MARLENE DIETRICH in the story of a woman's passionate pilgrimage—supported by Lionel Atwill, Alison Skipworth.

## RIALTO THEATRE

**Sunday and Monday**—2 great shows—"TODAY WE LIVE" starring JOAN CRAWFORD, Gary COOPER—on the screen together for the first time. ALSO "SHANGHAI MADNESS" with Spencer Tracy, Fay Wray, Eugene Pallette. First Orlando showing.

**Tuesday and Wednesday**—DOUBLE FEATURE ATTRACTION—She didn't know there were two kinds of love—until too late; "WHAT PRICE INNOCENCE" The picture every father, mother, son and daughter should see! ALSO "THE DEATH KISS" starring Adrienne Ames, David Manners, Bela Lugosi. Hair-raising mystery, weird thrills, and the real "inside" on Hollywood movie-making. \$75.00 in prizes every Tuesday night.

**Thursday and Friday**—2 feature pictures 2—Girls! Color! Music! "ARIZONA TO BROADWAY" starring James Dunn, Joan Bennett—ALSO "TERROR ABOARD" with John Halliday, Neil Hamilton, Charlie Ruggles, First showing in Orlando—SPECIAL—Authentic pictures of world's heavyweight championship MAX BAER vs MAX SCHMELING. Lasts 20 minutes. Don't miss it.

**Saturday only**—Double feature—"SILK EXPRESS" with Neil Hamilton—also JOHN WAYNE in "Telegraph Trail"—Added Mickey Mouse and Betty Boop cartoons, Chapter 9 of "Whispering Shadow".

## BABY GRAND THEATRE WINTER PARK

**Saturday and Sunday, Sept. 16-17**—"TUGBOAT ANNIE" starring the screen's greatest team MARIE DRESSLER AND WALLACE BEERY. You'll want to see it again and again. By all means don't miss it!

**Saturday and Sunday, Sept. 23-24**—DOUBLE FEATURE PROGRAM—GEORGE ARLISS in his greatest role—"VOLTAIRE" also "PROFESSIONAL SWEETHEARTS" starring Ginger Rogers, Zasu Pitts, Norman Foster, Frank McHugh. A rousing, roaring happy show. What a double feature program!

## NOW IS THE TIME TO BUY REAL ESTATE

Consult Us for Authentic Information

## COOPER-ATHA-BARR CO.

Real Estate - Homes - Groves - Investments

22 West Pine St.

Dial 6135

