

2-23-1935

What's what in Orlando and Orange County Florida, February 1935

B. R. Walzer

Find similar works at: <https://stars.library.ucf.edu/cfm-texts>

University of Central Florida Libraries <http://library.ucf.edu>

This Newspaper is brought to you for free and open access by the Central Florida Memory at STARS. It has been accepted for inclusion in Text Materials of Central Florida by an authorized administrator of STARS. For more information, please contact STARS@ucf.edu.

Recommended Citation

Walzer, B. R., "What's what in Orlando and Orange County Florida, February 1935" (1935). *Text Materials of Central Florida*. 159.
<https://stars.library.ucf.edu/cfm-texts/159>

WHAT'S WHAT *in* ORLANDO *and* ORANGE COUNTY *Florida*

WEEK ENDING, FEB. 23, 1923/1935

ORANGE COUNTY LIBRARY SYSTEM



ZZ021229141

FLORID
COLL
917.59241

Wha

"Linking Orlando with
her thousands of Guests"



we've added
one hundred chairs
to our serving
accommodations

While not perceptible from our
spacious main dining room, we
have just completely redecorated
and made available, the large
room adjoining which almost doubles our seating capacity.

Our Culinary and Service
Departments too, have
been proportionately
augmented.

THE DUCK INN

West Central
Just off Orange
Phone 3533

*Success to the Silver Anniversary of the Central Florida
Exposition*



GO
Sun-Bathing

JAYCEE
SOLARIUM

Every Convenience for
Scientific, Health Giving

SUN BATHS

Male and Female
Attendants

SWIMMING

Out Orange Ave. to Sanitarium Drive, turn right around Lake
Estelle to entrance.

JUNIOR CHAMBER OF COMMERCE

WHAT'S WHAT *in* ORLANDO *and* ORANGE COUNTY *Florida*

A weekly magazine published each Saturday for

FREE DISTRIBUTION

WHERE TO GO
WHAT TO SEE
HOW TO GET THERE

B. R. WALZER
Editor and Publisher
12 Wall Street
Phone 3344

"Linking Orlando with her thousands of Guests."

Week Ending Feb. 23, 1935

Vol. 11

No. 5

Winter Visitor Activities

B. H. Overpeck, in charge of winter visitor activities of the Greater Orlando Chamber of Commerce, announces a full schedule for the coming week.

Sunday at 2:30 Boys Band at Eola Park.

Monday at 8:00 the Ohio society meets at the Chamber of Commerce.

Tuesday night, New England society military whist party, 7:30 at Chamber of Commerce.

Wednesday, Tourist Day at Central Florida Exposition. All members of the Winter Visitors Club admitted by their card.

Wednesday evening, Pennsylvania Society meets at Chamber of Commerce.

Thursday, motorcade to Cassadaga. Spiritualist camp meeting, leaves Chamber of Commerce at 9:30 a. m.

Thursday afternoon at 2:30, Winter Visitor's Card Party at the Chamber of Commerce.

Thursday at 8:00 p. m., New York Society at Chamber of Commerce.

Saturday at 2:30, the Poetry Club meets at C. of C.

Saturday night 7:45 p. m., All States Club meets at the Chamber of Commerce.

Go To Church

- Broadway Methodist Church
Broadway at Amelia Ave.
- Central Christian Church
Ridgewood at Cathcart St.
- Christian Science Church
Rosalind at Summerlin Pl.
- Christian and Missionary Alliance Church
Delaney at Anderson St.
- First Baptist Church
South Main at Pine St.
- First Methodist Church
So. Main at Jackson St.
- First Presbyterian Church
South Main at Church St.
- Methodist-Presbyterian
Liberty and Jackson
- Jewish Synagogue
Church and Eola Drive
- Orlando Christian Church
Church at Lake St.
- Park Lake Presbyterian
East Colonial and Highlan
- Progressive Spiritualist Church
57 E. Concord
- St. Luke's Cathedral Church
North Main at Jefferson St.
- St. James Catholic Church
North Orange at Robinson
- Seventh Day Adventist Church
East Robinson at Rosalind
- Trinity Lutheran Church
Ruth at Livingston
- Unitarian Church
East Central & Rosalind

The Orlando Welcome Bureau

is the
Personal Representative of a
number of Orlando Merchants
and is pleased to leave a
copy of

What's What
on every such call
KATHERINE QUINN
14 W. Washington
Phone 5312

FLORIDA COLL 1 90-223403
 9177-559241
 What's What in Orlando
 No. 5 and Orange Feb. 23, 1935
 476077 FEB. 23, 1935



ROUND The TOWN

with Bee Are

GOING UP

You housewives who have left home cares behind during your visit to Orlando may not be keeping up with the price of foodstuffs . . . but every such item . . . from milk to meat . . . has had a material advance, in fact several advances, since your arrival. We mention this in justice to our many eating places which you and I patronize . . . for, except in a few places, the price charged you has not been raised . . . and where increase has been made, same has been most nominal. We doubt, if during the summer . . . your favorite resort is as inexpensive as is Orlando at the "peak" of its season.

SWEET PEAS AND ORANGE BLOSSOMS

Vie with each other in an effort to permeate the ozone with their fragrance. Orlando's famous bed of sweet-peas in Lake Eola Gardens are blooming . . . an expanse of vivid vari-colored blossoms already reaching a height of seven or more feet . . . they'll grow MUCH taller as the days pass.

Everywhere . . . particularly in the rural districts . . . one's nostrils are filled with that exotic perfume of the virgin-white citrus blossom whose aroma defies description. Early to bloom this year, despite the unusual weather, it's orange-blossom time in Florida.

AZALEAS AND ROSES

The "City Beautiful" received its name because of the thousands of oaks which far-seeing Mayor Marks (deceased) caused to be planted years ago. With their stately branches swaying with graceful moss they stand sentinels over myriad private plantings of roses, azaleas, poinsettias, hibiscus, bougainvillias, flame-vine and other flora well known to Central and Southern Florida.

STORY HOUR

Unusual to say the least is the service afforded the "tired mama" . . . who wants to go shopping, or knitting of a morning, and has no one with whom to leave the "kiddies". Mrs. Edith B. Woodin, herself a winter guest, and professional reader of stories, offered her services gratis to the Orlando Chamber of Commerce. The Orlando Elks and Anna Seese School offered their spacious grounds and club house located on Lake Eola . . . and there each Monday, Wednesday and Friday . . . from 10:00 to 12:00 Orlando has a veritable "old lady who lived in a shoe" . . . but unlike this rhyme . . . Mrs. Woodin "knows what to do."

EXPOSITION

Practically everything takes a back seat in Central Florida the third week of February . . . for the BIG EVENT of the year . . . the Central Florida Exposition which starts Tuesday and continues for five days and nights. Starting meagerly twenty-five years ago under the name of Mid-Winter Fair, the Orlando Fair now is represented by eight counties, and celebrates its SILVER ANNIVERSARY with a group of modern new exhibit buildings planned to most advantageously display the diversified interests of Central Florida.

To you who think Central Florida has nothing to offer but climate . . . and sometimes not ALL of that which is claimed . . . a visit to the Central Florida Exposition will prove a revelation.

LEON

THE FRUITMAN

Orange Avenue at Jefferson
Street

FISHING

By Merlin Mitchell

Now ladies and gentlemen, are they hitting or are they hitting! Frankly, fishing is the best that it has been in six months. Not only is Lake Apopka full of this fierce denson of the anglers choice, but the St. John river promises the limit to any fisherman who wants fish. Of course they must FISH and not sit around and look.

That's a funny thing to me. I have talked to "would be" fishermen—men who travelled miles to find a suitable place to try their luck—and then complained about "no fish ther." Well, I have gone out with these same fishermen—places where I knew there were plenty Bass—and (not boasting) caught ten to one the fish of the day. Why? Because they went out, made a cast or two—then talked awhile—made another cast, then chatted about the Peruvian shortage English Bloaters—made another cast and exclaimed—"How is it that you catch fish and I can't? We are using the same lure, etc.—etc.—blah-blah-blah!" So kind reader, remember, that to catch fish, one must keep his bait in the water—and fish hard.

Now with that in mind, journey

out—and if you fish hard—and you do not bring 'em in, then there is some excuse.

Here is something that might interest a few. At the Central Florida Exposition, (in other words, the local Fair) there will be two exhibits. One is the State exhibit and the other the Florida Sportsmen Association exhibit. It is worth anyones time to visit these two exhibits—they are free—and see some real specimens. The Florida Sportsmen group have on display one old papa Bass which tipped the scales at FIFTEEN and ONE HALF pounds! And another thing named—the Catfish Black Bass! It has been rumored that this fish weighed 16½ pounds and was 47 inches long but as it was caught in Lake Skupie, there is doubt as to the veracity of that statement. The water in Lake Skupie is very heavy and it is probable that this fish had just swallowed a heavy daught. Anyhow, it will be on display.

Sandwiches, Pie, Cake
Daily

Plate Specials

CLOVER LEAF

Dairy Lunch

Opposite Postoffice



JOHNSON'S FISHING CAMP

Lake Apopka—Orange County—Florida

Boats - Bait - Tackle - Guides - Modern Cottages

Fleet of Forty Boats

14 Miles West of Orlando, via Ocoee

FISHING

By Merlin Mitchell

Now ladies and gentlemen, are they hitting or are they hitting! Frankly, fishing is the best that it has been in six months. Not only is Lake Apopka full of this fierce denson of the anglers choice, but the St. John river promises the limit to any fisherman who wants fish. Of course they must FISH and not sit around and look.

That's a funny thing to me. I have talked to "would be" fishermen—men who travelled miles to find a suitable place to try their luck—and then complained about "no fish ther." Well, I have gone out with these same fishermen—places where I knew there were plenty Bass—and (not boasting) caught ten to one the fish of the day. Why? Because they went out, made a cast or two—then talked awhile—made another cast, then chatted about the Peruvian shortage English Bloaters—made another cast and exclaimed—"How is it that you catch fish and I can't? We are using the same lure, etc.—etc.—blah-blah-blah!" So kind reader, remember, that to catch fish, one must keep his bait in the water—and fish hard.

Now with that in mind, journey

out—and if you fish hard—and you do not bring 'em in, then there is some excuse.

Here is something that might interest a few. At the Central Florida Exposition, (in other words, the local Fair) there will be two exhibits. One is the State exhibit and the other the Florida Sportsmen Association exhibit. It is worth anyones time to visit these two exhibits—they are free—and see some real specimens. The Florida Sportsmen group have on display one old papa Bass which tipped the scales at FIFTEEN and ONE HALF pounds! And another thing named—the Catfish Black Bass! It has been rumored that this fish weighed 16½ pounds and was 47 inches long but as it was caught in Lake Skupie, there is doubt as to the veracity of that statement. The water in Lake Skupie is very heavy and it is probable that this fish had just swallowed a heavy daught. Anyhow, it will be on display.

Sandwiches, Pie, Cake
Daily

Plate Specials

CLOVER LEAF

Dairy Lunch

Opposite Postoffice



JOHNSON'S FISHING CAMP

Lake Apopka—Orange County—Florida

Boats - Bait - Tackle - Guides - Modern Cottages

Fleet of Forty Boats

14 Miles West of Orlando, via Ocoee



Sports

BASKETBALL

What should be the deciding game of the second half in the Basketball League is scheduled for Thursday at 8:30 when the American Laundry meets the Schwob Co. The Laundry is leading the class A League by one game while the Schwob Co., is in second place having won the first half championship.

The schedule for this week is:

Tuesday, 7:30, Colonial Pharmacy vs. Thomas Lumber Co.

February 19, 8:30, All State vs. Schwob Co.

9:30, Dollar Cleaners vs. American Laundry.

Thursday, 7:30, Dollar Cleaners vs. Thomas Lumber Co.

February 21, 8:30, American Laundry vs. Schwob Co.

9:30, Colonial Pharmacy vs. All State.

The State Independent Basketball Tournament will be held at Tampa on February 22 and 23, and the Schwob Co., of Orlando, is sending a picked team from the League to this tournament to represent Orlando.

DIAMONDBALL

Plans are going forward for the starting of diamondball immediately following the Fair. The teams will be given an opportunity to practice the first three weeks in March. It is planned to open the regular season late in March or early in April.

TENNIS

A new form of competition for all members of the tennis ladder will be started this week with the first ten on the ladder competing against each other in one group and the second ten in another group.

In the first ten, matches will be played Saturday, February 15, and Sunday the 16. The schedule for these days is:

F. Guernsey vs. C. Hartridge.

Dr. H. Ross vs. C. W. Hickey.

G. Wilson vs. B. Bartlett.

J. Zorian vs. C. L. Varner.

D. W. Hadsell vs. P. Hutcheson.

"Under the Big Oak Tree"

ORANGE CAFE

Wholesome
Balanced
Meals at a
Reasonable
Price

132
S. COURT
Near
Church St.

Where to Go!

FLAMINGO
CLUB

Cheney Highway

Phone 5910



We Are Headed for

EOLA PARK SPORT SHOP

Fishermen's Supplies & Equipment

MAGNAN TENNIS RACQUETS

BICYCLE, SPORT GOODS REPAIRING

216 N. Rosalind

Orlando, Fla.

O. G. Yeaton, Owner

SPARKS THEATRES

BEACHAM THEATRE

Sat., Sun., Mon., Feb. 16, 17, 18.
ONE MORE SPRING with Janet Gaynor, Warner Baxter.

Tues., Wed., Thurs., Feb. 19, 20, 21.
IMITATION OF LIFE with Claudette Colbert, Warren William, Ned Sparks.

Friday, Feb. 22.
BANK NITE—Bank Account Given Away Free.

THE WINNING TICKET with Leo Carrillo, Louise Fazenda, Ted Healy.

Sat., Sun., Mon., Feb. 23, 24, 25.
LIVES OF A BENGAL LANCER with Gary Cooper, Franchot Tone, Richard Cromwell, Kathleen Burke.

GRAND THEATRE

Sat., Sun., Mon., Feb. 16, 17, 18.
SEQUOIA with Jean Parker, Russell Hardie in the most sensational picture of nature and wild life since TARAN AND HIS MATE.

Tuesday, Wednesday, Feb. 19, 20.
ONE MORE SPRING with Janet Gaynor, Warner Baxter.

Thursday, Friday, Feb. 21, 22.
BORDERTOWN with Paul Muni, Bettie Davis, Margaret Lindsay.

Friday, Feb. 22, after 6:00 P. M.
BANK NITE.

THE WINNING TICKET with Leo Carrillo, Louise Fazenda, Ted Healy.

Sat., Sun., Mon., Feb. 23, 24, 25.
GOOD FAIRY with Herbert Marshall, Margaret Sullavan, Frank Morgan.

RIALTO THEATRE

Sunday, Monday, Feb. 17, 18.
FLIRTATION WALK with Dick Powell, Ruby Keeler, Pat O'Brien.
HELLDORADO with Richard Arlen, Madge Evans, Stepin Fetchit.

Tuesday, Feb. 19.
On the Stage—GARDEN OF GIRLS REVUE—20 gorgeous girls in a spectacular stage offering.

On the Screen—MUSIC IN THE AIR with Gloria Swanson, John Boles.

Wednesday, Feb. 20.
THE WHITE PARADE with John Boles, Loretta Young.
PURSUIT OF HAPPINESS with Francis Lederer, Joan Bennett, Charlie Ruggles, Mary Boland.

Thursday, Friday, Feb. 21, 22.
WINGS IN THE DARK with Cary Grant, Myrna Loy.
RED HOT TIRES with Lyle Talbot, Mary Astor.

Saturday, Feb. 23.
WEST OF THE PECOS with Richard Dix.
{ 365 NITES IN HOLLYWOOD with James Dunn, Alice Faye.
RUSTLERS OF RED DOG (Serial No. 2).

BABY GRAND THEATRE

(Winter Park)

Sunday, Monday, Feb. 17, 18.
THE MIGHTY BARNUM with Wallace Beery, Adolphe Menjou, Virginia Bruce.

Tuesday, Wednesday, Feb. 19, 20.
ENTER MADAME with Cary Grant, Elissa Landi.

Thursday, Friday, Feb. 21, 22.
STRAIGHT FROM THE HEART with Roger Pryor, Mary Astor.

Saturday, Feb. 23.
BORDERTOWN with Paul Muni, Bettie Davis, Margaret Lindsay.

After the show . . .

Crepes Suzette

at

“Chez Maurice”

On Parle Francais

29 East Pine St.

Complete French DINNER

served with wine

prepared in full view in our
BROILATOR window-kitchen.

A complete stock of imported
and domestic wines.

L. MAURICE

TASCHEREAU

Formerly of the BILTMORE,

N. Y.

LET THE

Florence Beauty Shop

Enhance Your Individual
Feminine Charm

CONSULTATION FREE

24 S. Orange Ave. Phone 9707

Ask Us About

EULAN

Permanent

MOTH PROOFING

ORLANDO
Steam Laundry

Dyers and Cleaners

47-51 W. Concord

Phone 3176

City Bus Routes and Schedules

ORLANDO TRANSIT CO.

PHONE 5531

WINTER PARK ROUTE 1-2

From Orlando to Winter Park:
Buses leave Florida Bank, corner
of Orange and Central.

WEEK DAYS ONLY

A. M. 6:15, 6:45, 7:15, 7:45, 8:15,
8:45, 9:15, 9:45, 10:15, 10:45,
11:15, 11:45.

P. M. 12:15, 12:45, 1:15, 1:45,
2:15, 2:45, 3:15, 3:45, 4:15, 4:45,
5:15, 5:45, 6:15, 6:45, 7:15, 8:15,
10:15, 11:15.

From Winter Park to Orlando:

A. M. 6:35, 7:05, 7:35, 8:05, 8:35,
9:05, 9:35, 10:05, 10:35, 11:05,
11:35.

P. M. 12:05, 12:35, 1:05, 1:35,
2:05, 2:35, 3:05, 3:35, 4:05, 4:35,
5:05, 5:35, 6:05, 6:35, 7:05, 7:35,
8:35, 9:35, 10:35, 11:35.

Leaves Dickson-Ives corner, to
Delaney St. and South City
Limits.

A. M. 6:55, 7:55, 8:55, 9:55,
10:55, 11:55.

P. M. 12:55, 1:55, 2:55, 3:55,
4:55, 5:55, 6:55, 7:55, 8:55, 9:55,
10:55.

Leaves Dickson-Ives corner, to
South Mills and Cherokee.

A. M. 6:25, 7:25, 8:25, 9:25,
10:25, 11:25.

P. M. 12:25, 1:25, 2:25, 3:25,
4:25, 5:25, 6:25, 6:55, 7:55, 8:55,
9:55, 10:55.

SUNDAYS AND HOLIDAYS

From Orlando to Winter Park:

A. M. 7:15, 8:15, 9:15, 10:15,
11:15.

P. M. 12:15, 1:15, 2:15, 3:15,
4:15, 5:15, 6:15, 7:15, 8:15, 9:15,
10:15.

Winter Park to Orlando:

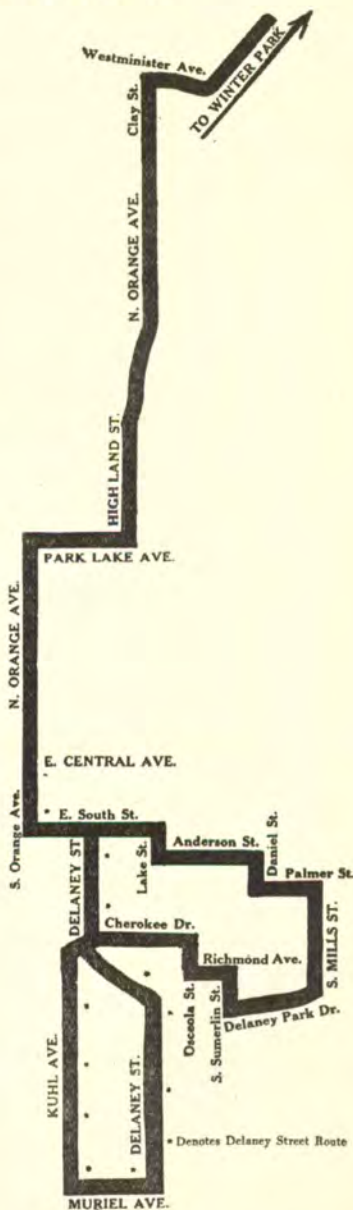
A. M. 7:35, 8:35, 9:35, 10:35,
11:35.

P. M. 12:35, 1:35, 2:35, 3:35,
4:35, 5:35, 6:35, 7:35, 8:35, 9:35,
10:35.

To South City Limits, Anderson,
Mills, Delaney and Kuhl Aves.:

A. M. 7:55, 8:55, 9:55, 10:55,
11:55.

P. M. 12:55, 1:55, 2:55, 3:55,
4:55, 5:55, 6:55, 7:55, 8:55,
9:55.



PARK LAKE ROUTE 3-4

Leave Yowell-Drew corner, Orange and Central, to Park Lake:

WEEK DAYS ONLY

A. M. 6:15, 6:45, 7:15, 7:45, 8:15, 8:45, 9:15, 9:45, 10:15, 10:45, 11:15, 11:45.

P. M. 12:15, 12:45, 1:15, 1:45, 2:15, 2:45, 3:15, 3:45, 4:15, 4:45, 5:15, 5:45, 6:15, 6:45, 7:15, 8:15, 9:15, 10:15, 11:15.

Leave San Juan corner, Orange and Central, to College Park and Dubsdread.

A. M. 6:15, 6:45, 7:15, 7:45, 8:15, 8:45, 9:15, 9:45, 10:15, 10:45, 11:15, 11:45.

P. M. 12:15, 12:45, 1:15, 1:45, 2:15, 2:45, 3:15, 3:45, 4:15, 4:45, 5:15, 5:45, 6:15, 6:45, 7:45, 8:45, 9:45, 10:45.

SUNDAYS AND HOLIDAYS

To Park Lake:

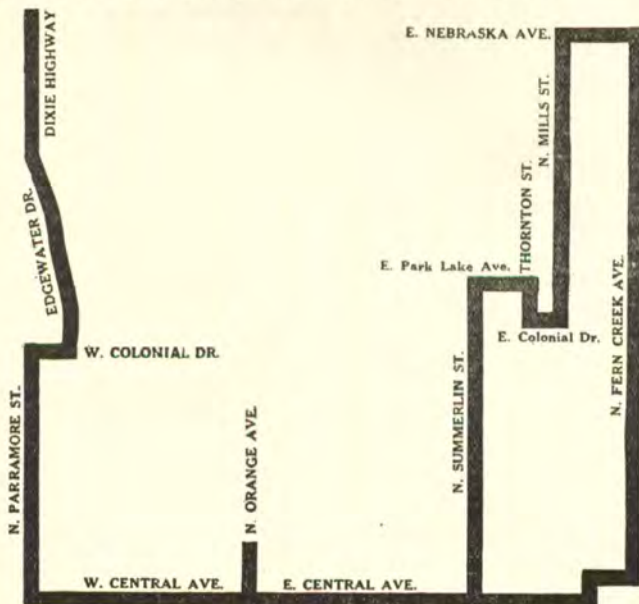
A. M. 7:15, 8:15, 9:15, 10:15, 11:15.

P. M. 12:15, 1:15, 2:15, 3:15, 4:15, 5:15, 6:15, 7:15, 8:15, 9:15, 10:15.

To Dubsdread and College Park:

A. M. 7:45, 8:45, 9:45, 10:45, 11:45.

P. M. 12:45, 1:45, 2:45, 3:45, 4:45, 5:45, 6:45, 7:45, 8:45, 9:45.



PINE CASTLE ROUTE 6

WEEK DAYS ONLY

Leaves Dickson-Ives corner, to Angebilt and Pine Castle.

A. M. 6:15, 7:15, 8:15, 9:15, 10:15, 11:15.

P. M. 12:15, 1:15, 2:15, 3:15, 4:15, 5:15, 6:15, 7:15.

Saturday Nights:

8:15, 9:15, 10:15, 11:15.

Pine Castle to Orlando:

A. M. 6:35, 7:35, 8:45, 9:45, 10:45, 11:45.

P. M. 12:45, 1:45, 2:45, 3:45, 4:45, 5:45, 6:45, 7:45.

Saturday Nights:

8:45, 9:45, 10:45, 11:45.

Leaves Angebilt Addition to Orlando:

A. M. 6:30, 7:30, 8:30, 9:00, 10:00, 11:00, 12:00.

P. M. 1:00, 2:00, 3:00, 4:00, 5:00, 6:00, 7:00.

Saturday Nights:

8:00, 9:00, 10:00, 11:00.

Leaves Parramore Street:

A. M. 6:35, 7:05, 7:35, 8:05, 9:05,

10:05, 11:05.

P. M. 1:05, 2:05, 3:05, 4:05, 5:05, 6:05, 7:05.

SUNDAYS AND HOLIDAYS

Pine Castle, Angebilt and Parramore.

To Pine Castle and Angebilt:

A. M. 7:15, 8:15, 9:15, 10:15, 11:15.

P. M. 12:15, 1:15, 2:15, 3:15, 4:15, 5:15, 6:15, 7:15.

From Pine Castle to Orlando:

A. M. 7:45, 8:45, 9:45, 10:45, 11:45.

P. M. 12:45, 1:45, 2:45, 3:45, 4:45, 5:45, 6:45, 7:45.

From Angebilt to Orlando:

A. M. 8:00, 9:00, 10:00, 11:00, 12:00.

P. M. 1:00, 2:00, 3:00, 4:00, 5:00, 6:00, 7:00, 8:00.

From Parramore:

A. M. 8:05, 9:05, 10:05, 11:05, 12:05.

P. M. 1:05, 2:05, 3:05, 4:05, 5:05, 6:05, 7:05, 8:05.



Sightseeing

Here's a list of the "show-places" in and around Orlando. See them all while you are here.

BIG CYPRESS TREE—Largest tree east of Rockies. 125 feet high. Circumference 47 feet. Estimated to be 3000 years old. Stately cypress standing guard in Longwood, just off the old Sanford Highway.

COUNTRY CLUB OF ORLANDO—Eighteen hole golf course (par 70), tennis, riding stables, attractive, commodious clubhouse. The rendezvous of the social set. Only one and a half miles from the center of the downtown district north on Kentucky avenue.

DUBSDREAD COUNTRY CLUB—Its sporty 18-hole golf course, is conceded to be one of the finest in the State. Northwest city limits.

EOLA PARK—A city park completely surrounding one of Orlando's thirty-one lakes. Located three blocks from the center of the business district, forming a beautiful setting for churches, clubs, schools and private homes. East, on Central, Washington or Robinson avenues.

EXPOSITION PARK—West Livingston Avenue. Home of "Sunshine Park", Orlando Lawn Bowling Club, Shuffleboard Club, Checker Club, Roque Club, Quoits Courts, Orlando Tennis Club, Baseball, Diamond ball and Football Fields, City Auditorium, Central Florida Exposition, Municipal Zoo and Guest Recreational Center.

LAKE APOPKA—The second largest lake in Florida. Abounding in bass, trout, bream, pickerel and other members of the finny tribe. Twelve miles from Orlando, by way of Apopka or Winter Garden. Several modern, well-equipped fishing camps are operated on the shores of Lake Apopka.

MUNICIPAL AIRPORT—Two miles from the business district of Orlando, on the shores of Lake Underhill, with "take-offs" for land and water planes. East on Washington, Central or South streets.

MOUNT PLYMOUTH—Known as the Golf Center of the South, with its wonderful sporty eighteen-hole courses, and hotel situated among the rolling hills and lakes. Thirty minutes' drive from Orlando beyond Apopka.

SINK-HOLE—An unusual natural saucer-like declivity in the earth, at the bottom of which is a spring-fed lake. Near intersection of old Apopka road and Winter Park road.

PALM SPRINGS—(Miracle Springs)—Legend has it that the early Indian inhabitants of Florida highly prized the water from these springs, and jealously guarded a few drops of it sealed in a gourd or shell. It was claimed by them to ward off the spells of Evil Spirits. A bathing spring superb in the midst of a natural grove of tropical palms and tall trees. Turn left at Longwood, on Sanford-Orlando Highway.

PERRYDELL ROCK GARDENS—S. Orange to Gore Ave. Formerly home of Beeman, of chewing gum fame. The spacious grounds have been converted into a tropical garden spot unrivalled in beauty, where roses, other flowers and vegetables are grown in profusion.

ROLLINS COLLEGE—(Co-educational). The oldest institution of higher learning in the State of Florida. Beautifully located on the banks of Lake Virginia, at Winter Park.

SANLANDO SPRINGS TROPICAL PARK—Two clear, sulphur springs with an even temperature about 70 degrees F. the year round. Modern picnic ground and swimming pool. Also golf and country club. Near Altamonte, on Orlando-Sanford Highway.

SPOUTING WELL—An ordinary drilled well on the edge of a lake, which from some unexplainable cause emits a gushing stream of water into the air to a height of from 150 to 300 feet, at intervals. Scientists who have witnessed this phenomenon differ as to its cause. Take Apopka road, turn right at Fairvilla.

SOLARIUM and BATHING-BEACH—A FERA project sponsored by the Junior Chamber of Commerce. Substantial bathing pavilion of Spanish architecture, with separate fenced in (brick-walled) "nudist solariums" for males and females. Located on Lake Estelle. Out N. Orange Ave. to Sanitarium Drive, thence right, to lake.

WEKIWA SPRINGS—The source of Wekiwa River, a tributary of the St. John's River. A natural gushing spring of thirty-six million gallons a day volume, having a uniform temperature of 74 degrees Fahrenheit the year round. Picnic grounds, boating, fishing and swimming. Fish, at Wekiwa docks, will eat from your hands. Three miles northeast of Apopka.

YE OLDE FORGE—A most attractive rock garden and pool constructed entirely of crystal rock from West Florida out of which are growing rare ferns and shrubs. Located in the rear of the R. G. Coffman Co., Inc., studio at 2809 North Orange.

See Florida From Orlando

When asked why "they" chose Orlando in which to winter, the reply has been quite varied. Outstanding among the answers is "because of its beauty, reasonableness and atmosphere of culture." However Orlando does not claim a monopoly on these advantages, for other cities could truthfully lay claim to similar advantages.

In addition, we are told, "its central location and accessibility to the rest of the state" make it the ideal headquarters for a Florida vacation.

One may live comfortably in Orlando—and assuming that you have a motor—visit a large majority of the show places and outstanding points of interest in the state, returning the same day. Good roads (except for a few minor detours where new roads are being constructed) radiate in every direction like the spokes in a wheel of which Orlando is the hub.

Traveling 88 miles northward one may visit the famous Silver Springs near Ocala, which in our humble opinion is the foremost sight-seeing point in the entire state.

Northeast, less than a hundred miles is the gorgeous Azalea Ravine Gardens, at Palatka. Here, in a natural ravine, unusual Florida topography, are now blooming more than half a million azalea bushes of every known variety.

Eastward, 60 miles one may visit the world's most famous ocean beach at Daytona. At the present time Sir Malcolm Campbell is attempting to break his own automobile speed record of more than 250 miles an hour.

To the south, less than 60 miles, you may visit the Mountain Lake region at Lake Wales, where the Singing (Bok) Tower is located. Said to contain the finest chimes in the world,

carrillion programs are played daily, attracting thousands of listeners.

Too, one may visit Lakeland, Tampa with its large Spanish and Cuban population, and St. Petersburg, 118 miles, the largest of our Gulf-West Coast resort cities.

There's Tarpon Springs, famous for its sponge fisheries, and many other interesting places and things to see—all these, in addition to the numerous interesting things to be seen in our very midst, a list of which is briefly described elsewhere in these columns.

That's why we say, "See Florida from Orlando."

Home of
ITALIAN SPAGHETTI
CRYSTAL CAFE
56 W. Church
Open All Night

It's Time For

Cuban Linens!

We Carry the Entire
Importations of

Peerless Co.
Havana, Cuba

Pete the Tailor, Inc.

36 W. Central

Catering to those who
Appreciate good Food . . .

MRS. F. B. WASHBURN
FORT GATLIN
Coffee Shop

Breakfast—Luncheon
Dinner

Ft. Gatlin Hotel—North
Orange Avenue

Rollins and Winter Park



ANIMATED MAGAZINE ON COAST TO COAST NETWORK

A radio edition of the Rollins Animated Magazine, will go on the air Sunday, February 17, over a coast to coast NBC network originating in the Studio of WJZ in New York City. Dr. Edwin Osgood Grover, "publisher" of the Animated Magazine has announced. The time of publication of the radio edition will be from 11:15 a. m. to 11:45 a. m.

The main body of the Animated Magazine will be "published" here out-of-doors on the Rollins campus a week later, Sunday afternoon, February 24, as an outstanding feature of Founders' Week.

More than 5000 "subscribers" are expected to attend the production of the Magazine here on February 24. Hamilton Holt, former editor of "The Independent," and now president of Rollins College, originated the Animated Magazine and has served as its editor every year since.

Featured contributors who have accepted invitations from Editor Holt to appear "in person" to read original manuscripts on this year's table of contents include U. S. Secretary of State Cordell Hull; Walter B. Pitkin, author of several best sellers, including "Life Begins at Forty," and "More Power to You;" Andre de Laboulaye, French Ambassador to the United

States; Rex Beach, the author, an alumnus of Rollins College; Arthur Guiterman, the poet; H. V. Kaltenborn, dean of the radio newscasters; Joseph C. Lincoln, author of Cape Cod stories; Rabbi Stephen S. Wise of New York City; President John J. Tigert of the University of Florida; Dr. Jay T. Stocking, St. Louis, Mo., moderator of the Congregational and Christian Churches in the U. S.; Thomas J. Watson, president of the International Business Machines Corporation and director of the Federal Reserve Bank in New York; and Mrs. Eunice Tietjens, the poet; and several others.

President Hamilton Holt will deliver a memorial address in honor of Corra Harris, the author, at the morning meditation in Knowles Memorial Chapel at Rollins College Sunday, Feb. 17, at 9:45 a. m.

President Holt is credited with "discovering" Corra Harris when he was editor of "The Independent" and was the first publishers to accept her work.

Mrs. Harris, who died in Atlanta, Ga., Feb. 9, had been a close friend of Dr. Holt for many years and had visited Rollins College and Winter Park often, and several years ago she served as member of the Winter Term faculty.

ANTIQUES Old Glass Handwork SOUVENIRS
Florida Fruit Jellies, Marmalades and Preserves

WOMAN'S EXCHANGE

102 East Park Avenue, Winter Park
HOME BAKING—HOME-MADE CANDY

INDIAN RIVER ORANGES

from Poinsettia Groves, Titusville, Florida

In response to popular demand the Rollins College A Cappella Choir will present its first home concert of the season in Knowles Memorial Chapel Sunday evening, Feb. 17, at 8:15 p. m. The choir is composed of over fifty trained voices, under the direction of Choirmaster Christopher O. Honaas.

The public is cordially invited to attend Sunday night's program.

John Martin has chosen "France" as his subject for discussion at his public lecture Thursday morning, February 21, 11:00 o'clock in the Winter Park Congregational Church. Mr. Martin's lectures are open to the public with no admission charge.

Two public lectures will be given in Winter Park Tuesday, February 19 under the auspices of Rollins College, one by Bishop William F. Anderson, of the Methodist Episcopal Church on "The Four Gospels", and the other by Dr. Henry A. Atkinson on "India and It's Religions."

Bishop Anderson's lecture, will be delivered in the Congressional Church at 11 a. m.

Dr. Atkinson will lecture at 11:45 a. m. in the Annie Russell Theatre.

Bishop Anderson will end his discussion in time for any members of his audience who wish to do so to attend Dr. Atkinson's lecture.

YARNCRAFT

Instruction Given

ANGORA,

TIOGA and

IMPORTED YARNS

Enter from Lake Davis
Drive or 734 S. Mills St.

Effie M. Hunter,
Helen Fuller

Luncheon-Tea Dinner

Bohemian Atmosphere

Free Reading from your tea-cup

**Mrs. J. F. Garrett of the
Water Witch Inn, Mgr.**

THE GYPSY INN

12 Washington St. Arcade

*"Food known from coast to
coast"*

Dr. T. C. Newman

Osteopathic

Physician and Surgeon

Florida Bank Building

Room 806 • Phone 5504

DUCK INN

Avalon Coffee Shop

Excellent Home Cooked
Food Our Motto

PRICES REASONABLE

Avalon Hotel

485 No. Orange Avenue



"Send Me The Hard Cases"

**The Unusual Difficult Eyes Appreciate
My Superior Methods**

DR. B. W. LAXSON

8 Autrey Arcade

Eye Specialist Orlando

DISTANCE FROM ORLANDO

Apopka	13	Lake Worth	186
Arcadia	118	Lakeland	68
Auburndale	53	Leesburg	45
Avon Park	85	Madison	221
Bradenton	143	Marianna	350
Brooksville	72	Melbourne	74
Bunnell	86	Miami	245
Clearwater	140	Mt. Dora	27
Clermont	27	Moore Haven	163
Cocoa	52	New Smyrna	62
Crescent City	74	Ocala	82
Dade City	68	Ocoee	9
Daytona	65	Okeechobee	150
DeLand	41	Ormond Beach	72
Eau Gallie	70	Palm Beach	180
Frostproof	74	Palatka	99
Eustis	34	Pensacola	484
Ft. Laud'dale	222	Plant City	79
Ft. Meade	77	Punta Gorda	145
Ft. Myers	170	Sanford	22
Ft. Pierce	125	Sarasota	155
Gainesville	120	Sebring	95
Green Cove	125	St. Augustine	120
Groveland	34	St. Cloud	26
Haines City	41	Silver Springs	88
Hollywood	230	St. Petersburg	118
High Springs	141	Stuart	143
Indian-River	38	Titusville	42
Jacksonville	154	Tallahassee	256
Key West	420	Tampa	100
Kissimmee	18	Tavares	32
Lake City	167	Palm Beach	180
Lake Wales	58	Vero Beach	103

Clubs and Societies

MONDAY

Junior Chamber of Commerce
Duck Inn., 12:15.
Business and Professional Women's
Club
San Juan Hotel, 7:45 p. m.

TUESDAY

Triangle Club
Y. M. C. A., Main and Lucerne Circle
6:30 p. m.
University Club
Orange at Jefferson 8:00 p. m.

WEDNESDAY

Rotary Club
Chamber of Commerce, 12:30.
Exchange Club
Sharkey's Restaurant 12:15 p. m.
Civitan Club
Angebilt Hotel 12:15.
Elks Club
E. Central at Liberty, 7:30 p. m.
American Legion
2nd and 4th Wednesdays.
Forty and Eight
3rd Wednesday.

THURSDAY

Real Estate Board
Sharkey's Restaurant 12:15 p. m.
Shrine Club
Masonic Temple 12:15.

FRIDAY

Lions Club
Sharkey's Restaurant, 12:15 p. m.
Kiwanis Club
Chamber of Commerce, 12:15.

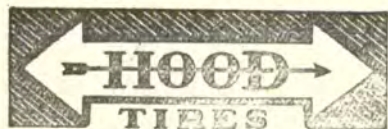
NOTICE

After you have used this copy of What's What as your guide for the "events of the week," mail it to some one "back home."

Complete One Stop Service
**Central Storage &
Service Garage**
Guaranteed Specialized
Lubrication
Murray Turner, Mgr.
W. Central at Railroad
Phone 3361
Open All Night
White Gasoline
For Stoves and Heaters

Dandy Country
Estate

3 acres, 2 in grove; grapefruit, oranges, guava, avocado, fig, peach, loquat trees; about 500 coco-plumosa palms. 5 room completely modern frame house, newly painted, new roof, redecorated, 2 bed-rooms, 2 screened porches, garage, beautifully shrubbed lawn, 1 chicken house, 1 brooder house. Property near school, churches, stores, on main highway to east coast. Mortgage \$1625 payable monthly, running 16 years amortized. 1 1-2 years at \$6.87 per month, then \$15.25 per month principal and interest. Price \$5250. Property 2 miles from Orlando. Exclusive with



Buy Them On The Easy
Payment Plan

Florida Tire Co.

And Associated Dealers
118 W. Central

FREDERICK

Real Estate Investments
12 Wall Street Phone 3344

Outdoor Advertising
Gold Lettering
Show Cards

SIGNS

LOU MARKS

Only Complete

NEON

SALES AND SERVICE

In Orlando

Jack Brentlinger, Mgr.

58 W. Pine Street

Phone 6272

artistry
in
hand
wrought
Iron



lighting fixtures
drape poles - gates
fireplace sets
garden pottery
Unusual Shapes and Colors

THE R. G. COFFMAN
CO., Inc.

Visit Our Studio

2809 N. Orange

Phone 9646

Visit

Wekiwa Springs

"Nature's Tropical Garden"

Boating—Swimming

Motorboat trip of scenic
grandeur up the picturesque

WEKIWA RIVER

14 miles north from Orlando
via Apopka Road—turn right
at signboard.



At Maitland
SIX MILES from ORLANDO
ON SANFORD HIGHWAY.

DINNERS

Distinctively Different

Noon til Midnight

For Special Parties . . .
reservation may be made
by phoning Winter Park
350

SEE KEENE
FOR 
KEEN SIGHT

HAVE Dr. Keene examine your eyes
without asking questions or the use
of lines, letters or charts with the latest
and most modern instruments.

Our new Ful-Vue style frames
are very attractive

102 N. Orange Ave.

PERRYDELL

Tea House and Gift Shop

Inspect their exhibit of
rare antiques

Luncheon 12 to 2

Dinner 6 to 8

Out S. Orange, around
Lake Lucerne to 22 East
Gore Street

Phone 5461

HOWARD GROCERY CO.

WHOLESALE GROCERS

ORLANDO, FLORIDA

CENTRAL FLORIDA EXPOSITION ATTRACTIONS

Products on Exhibit from Eight Counties.
Greatest Art Collection Ever Shown Here.
Large Exhibit of Valuable Antiques.
Array of Needlework up to Last Minute.
Poultry Exhibit of National Proportions.
Mechanical and Scientific Exhibits.
Schools and Colleges Display Their Work.
Lectures on Art by National Critic.
Lecture on Antiques by Dr. Grover, Prof. of
Books.
Artistic Fruit Displays of Wide Variety.
Interesting Entertainment Program Before
Grandstand.
Spectacular Fireworks Every Night.
Baby Mardi Gras a Special Feature.
Community Play Contests of Great Merit.
Entire Exposition Program Enjoyed for 25
Cents Admission.

*Chamber of Commerce honoring pioneer fair members and
all pioneers of Florida, followed by the parade of progress.
Big birthday party opening night.*

Exposition will open with noonday dinner, February 19.

February 19-23 Inclusive