

115 South Avenue  
Rochester, N. Y.  
Rochester Pub. Co.

*Lehigh*

# OLD GOLD FINISHES!

(See page 10)

NIGHT CLUB GUIDE

10¢

FEATURE NEWS

## ROCHESTER FLASH

SPORTS THEATRES

WEEKLY

STAGE SCREEN RADIO

Vol. 1—No. 18

ROCHESTER, N. Y., MAY 1, 1937

# Gold Digging Mamma Causes Suicide Try

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**MISSING PERSONS**

(See Page 7)

**CASH PRIZES**

(Inside)

## NATIONAL HOME OWNERS LEAGUE SCORE

(Story Page 5)

## Cop Caught

(See Page 7)

### WE THE PEOPLE WIN VICTORY

Last week's issue of the FLASH carried a prize letter, in the WE, THE PEOPLE Column, complaining of the condition of the roads in the 24th Ward.

Just three (3) days after the FLASH was on sale, both Emerson Street and Lexington Avenue were improved, asphalt was poured in the holes and most of the ruts were filled.

No Man's Land still needs attention, there are more roads in need of repair, and that little matter of mail service could be remedied.

# Bruiser Socks Lass

(See page 8)  
MAY 4 - 1937

# POLITICAL FIREWORKS

## Round and Round The Mulberry Bush

Extry! Flash! Greece invades FLASH office! . . . Bright and early Monday morn . . . no sooner had we opened the early mail bag . . . when the rush for seats began . . . the office boy did the ushering in great style . . . the editor's office was the scene of activity . . . the job done . . . the office boy took up his position nearest the keyhole to lend an attentive ear . . .

The spokesman addressed the ensemble with the usual compliments, surm and blunt cracks, etc, and proceeded to tell about the winner Greece politics had picked out for the sheriff's biller this fall . . . the editor perked up his ears and listened attentively . . . to hear that AL SKINNER was the choice . . . the whole delegation . . . joined in the cheering . . . so that the gang in the outer office thought the baseball team had come to town ahead of schedule . . . when this quered down . . . the spokesman went on to give Al's record . . . which ran something like this: . . . former deputy marshal who stayed over in office a long time after the opposition took the reins and that he has an excellent record as a politico and has many, many friends in all fields of endeavor and that it was about time that the towns got a break to name a candidate for this office . . . Here someone brought up the question of the long heralded CLANCY candidacy in this field . . . if Clancy was they figured the region commander has not yet shown his earnestness and that he has not resigned and that according to record George did not make out so well when he campaigned for another county job a while back . . . further they threatened to bolt if their choice and efforts were not favored to a place on the primary in the fall.

Now folks, we take you to the three cornered battle for the supervisors biller in the Lilac Grove section of this beautiful flower city (the fourteenth ward) where the fur is going to fly in all directions and the aroma will not be in keeping with the flowers. To start off, hats have been tossed in the ring from all directions and the ring looks like a hat cleaning establishment with the amount of felt piled up . . . but space affords us to tell you of only a few of the better grade of felt . . . Present incumbent Irv Drew has a new hat but it's still in the same old ring . . . he stands a fair chance because he's been there before . . . Then we sorted them over to look for more Knox or Stetsons and found one with the label of Oliver Thomas . . . looks like he should have bought himself a steel helmet for he has to run the gauntlet of the old leadership and may get a few bumps, because he represents a group who are not so hot with Uncle Tom of the Elephants Domain . . . Well, folks, ringside duents for this and other battles are available at the FLASH office each Thursday A. M. or at your favorite news dealer . . . this is only the advance on the preliminaries and we'll give you a blow by blow description in detail in succeeding issues.

DON'T beat a tattoo with your foot in the company of others. Use your hands.

"You can't tell a chicken by her feathers", says: MIKE DeFRANCESCO (Spencer Mkt.)

## FLASH FLIPS

Middle-aisleing it all day, Jimmy (Cameo Theatre) Borelli . . . Purtiest nose; Mary Jane Storms . . . Super-super feature attraction at Murray Theatre Sweetery: Owen Burnett and Eddie Godfrey in "That Man's Here Again" . . . Wanna have some fun? . . . Get yourself introduced to Janet Lake. Sure nice kid with lotsa pep . . . Plenty pop with the gals, Bud Grey . . . Bango! . . . A. J. Natalee and Missus Phyllis Galatian both winning gudgeous lamps . . . Andy of South Ave. store and his pretty bride seen dancing at Seneca . . . Johnny Zeifer and wife becoming popular as dancing team. Expect to go to N'Yawk . . .

Norm and Pearl Schmanke honey-mooning it in Syracuse . . . Regina Knutowicz taking the fatal leap . . . Bowling a mean game, Eddie (bay window) Renner . . . Doing his stuff at Jerry Burns' tavern, Bill (Fred Astaire) Streb . . . Best looking foreman of any week; Jack Reisinger . . . Al Lowden, penny duster from Monroe County Savings Bank . . . Evelyn (Taylor Inst) Vaccaro and Ralph Taliento, FLASHtown's ideal romancing couple. 2M-31-79 sure can make his car do tricks . . . Among them, smashing store fronts . . . Johnnie Ziefer and the Missus, dancers deluxe, going places with their act . . . Tommie Dunn (Chamber of Commerce) the fighting elevator man.

## Re-Vues & Pre-Vues

### Rochester-ing Palace-ing

#### March Tells How He Gets Realism Into Tippy Roles

Fredric March recently disclosed the method with which he attains the intense realism in the drunk scenes he has played so well in numerous motion pictures. The secret, he revealed lies in the ability to emulate a top, just before the camera begins to grind.

In the David O. Selznick technicolor picture, "A Star Is Born," co-starring Janet Gaynor and showing currently at the Rochester Theatre, March had several stages of tipsiness to portray, in some of the picture's lighter moments.

Before each one, March would step offstage, spin himself around from one to 25 times, and then go into action before the camera. The spinning, he explained, produced just the right amount of "muddledness" to make the action realistic.

To go on a synthetic jag such as these, try the March formula, which is as follows:

Slightly fuzzy, akin to two short bourbons on an empty stomach . . . Three rapid spins.

Pleasantly piffled . . . Six steady spins.

Oiled, but not full . . . Ten fast spins.

S's running into h's . . . Twelve fast spins.

Quite oiled . . . Eighteen spins.

Oiled and staggering . . . Twenty-three spins.

Crocked to the eyes . . . Twenty-five spins.

For a fair imitation of a man with a hangover, March suggests three to five spins.

"It works out quite well," he explained, "even to the headache the spinning sometimes leaves."

As a 2nd feature they offer "Nobody's Baby," with Patsy Kelley and Lyda Roberti.

Noteworthy in several respects is the First National melodrama "Marked Woman," starring Bette Davis and featuring Humphrey Bogart and Eduardo Ciannelli in addition to a number of other prominent players, which will have its local premiere at the Palace Theatre today.

For one thing, it brings back to the screen, after a rather extended holiday, the slim blonde emotional actress who last year won the coveted gold statuette of Academy of Motion Picture Arts and Sciences for the best performance by any feminine player. --As a second feature we are offered Terry Wallis and James Alton in 23½ Hours Leave, a load of laughs!

## Hot Flashes

Seems to be race for th' favor of that certain Blonde between NICK BARRIDI and ace salesman from a w.k. Ford dealer . . . NICK being seen lately at JOE GABELS. What's the attraction?

Pretty Lassie NADINE UNWIN (Lake View Pk.)

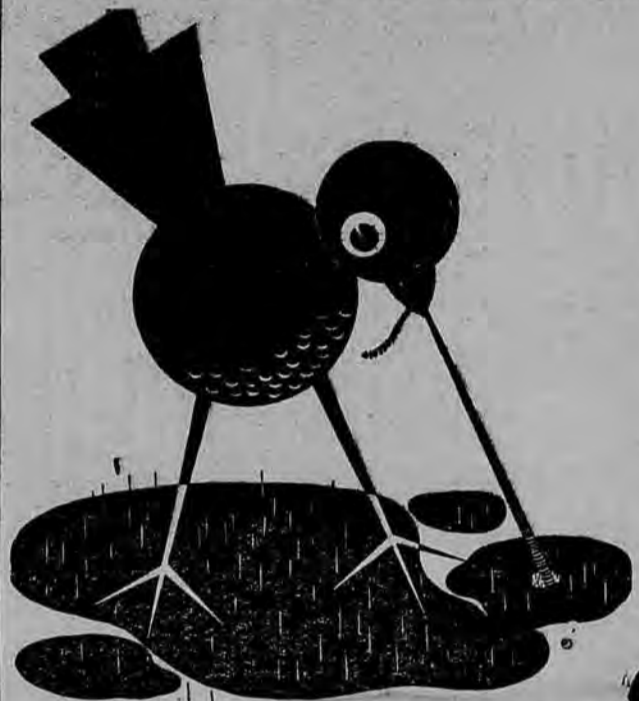
## Early Bird Limerick Winners

John Gorges, 135 Laburnum Crescent.  
Eugene Van Arsdoll, 1 Summer Park.  
Rose Manel, Iola Sanitarium  
Richard Coheris, 54 Matilde St., Coldwater, N. Y.  
William E. Shay, 888 Genesee Pk. Blvd.

## Early Bird Limerick Contest

Here is your chance to win a carton of cigarettes or the Grand Prize of a Philco Radio

Cock Robin blew into town last week, full of fuss and bustle. His cheery notes and go-getter spirit gave The FLASH inspiration for a new, vivacious, interesting contest, all based on the Early Bird idea.



Spring is in the air, suggestive of poetry. So why not have a bang-up Limerick contest, based upon Cock Robin and his worm-hunting? It's easy to write Limericks; mostly everyone has done it at one time or another. But all you will have to do in this contest is to WRITE A LAST LINE for the one printed here.

The Rochester Weekly FLASH will award a carton of Cigaretts to each of the five writers of the best lines submitted each week.

The contest will run for eight weeks, a PHILCO RADIO to be awarded to the writer of the best last line submitted during the entire contest. Contest ends midnite, May 15, 1937.

### CONTEST RULES

1. All entries must be made on the coupon printed below, accompanied by the picture of Cock Robin busy at his worm-pulling, with the Limerick and its missing last line filled in.
2. Entries must be signed by contestants in space provided, with address added.
3. Originality and appropriateness of last lines will count in the judging. Names of winners and their last lines will be printed in the FLASH each week.
4. Entries for each week must reach the FLASH not later than 10 a. m. on Tuesday following date of issue.
5. Judge of this contest will be the managing editor of the FLASH.

GRAND PRIZE: PHILCO RADIO.

WEEKLY PRIZES: One carton of cigarettes to each of the five best lines written. Winners to call at FLASH office for cigarettes.

### CLIP COCK ROBIN AND GET BUSY.

The cigaret contest in the FLASH Has limericks tough to crash Cock Robin and the Worm Make your heart squirm

LAST LINE: \_\_\_\_\_  
Name \_\_\_\_\_  
Address \_\_\_\_\_

# Dead From Ears Up Come To Life

Don't be surprised if the boys out on the west Ridge start telling you about the dead who come to life or the corpses that rise and haunt them . . . They have a reason . . . And a darned good one! For out that-a-way, it seems the dead do . . . well, not walk . . . but certainly talk . . . And plenty!

It all came about through the meanderings of a guy who loved his drink . . . not wisely, but too well . . . Maybe he had been in an institution for such people . . . Maybe not. At any rate, he appeared one night . . . in a very drinky mood . . . and having no cash, he decided he would simply appropriate any an every little bit of alcohol that came his way . . . It happens to be in the form of two jugs of cider (the farmer's kind!) and a bottle of whiskey.

What could be finer than a night like this! The only trouble was that, after a drink or two (he started in on the whiskey), he got to seeing things and imagining worse things! A safe refuge was the only answer . . . a place where he could drink in peace and quiet, undisturbed by the surge and bustle of a country cross-roads. Up the road he went . . . pursued by a thousand phantom demons.

The place was private . . . in a sense . . . But nothing could stop this guy . . . stone fences . . . imposing gate-ways . . . marble staturary . . . It meant nothing to him . . . An open door . . . and refuge! Peace and quiet . . . a little damp, perhaps, but no one to bother him. He listened . . . No sound. Carefully he arranged his jugs and the half empty bottle so they would be within easy reach of his nose too and peered out. All was quiet in the ghostly moonlight. Stealthily he closed the door and crept back to his bottles . . . Peace at last!

Time passed and it grew later . . . How much later no one knows. But suddenly the guy who had transferred two gallons of cider from the jugs to his own person woke up and found himself IN A BURIAL VAULT . . . and the door tightly closed! If demons had pursued him before, devils incarnate chased him now, around that vault. In desperation he thrust his arms out through a barred window and waved frantically, shouting at the top of his voice for help in his extremity.

Now a country graveyard is usually placed at a convenient distance between two or more towns . . . and this one was no exception. It was dusk and the only person passing happened to be a farmer on his way to town . . . When he saw this hand waving desperately from a burial vault . . . When he heard that half-mad voice issuing from the tomb . . . his one thought was to put as many miles as possible between himself and the apparition . . . the dead arisen from their slumber!

Naturally he was questioned when he arrived in S. . . and he hed to tell his story. Sanity prevailed over superstition and the guy was let out of his self-imposed tomb . . . But . . . never again for that guy! (Mebby) Looks like the water wagon for awhile anyhow.

## Hot Flashes

Smartly garbed senorita, CELESTE BONSIGNORE . . . Upcoming surgeon, MAYSIE (U of R) CALDER . . . Walks briskly down State Street, FRANK GRATER . . .

Dancing Lady:  
GERTRUDE KENDALL

## CINEMA CHATTER

RICHARD DIX and new leading lady FAY WRAY discussing the script of "Once a Hero" on way to auto gate . . . WALTER CONNOLLY swearing off hot chocolate after drinking it for six weeks while making "League of Frightened Men" . . . EDITH FELLOWS, the child star, running through Stage 5 in one of sixteen pairs of Russian boots . . . JEAN PARKER and husband GEORGE E. MACDONALD rushing to the Shrine Auditorium to see STRAVINSKY directing his Petrouchka ballet.

RUTH HILLIARD with three-deck diamond and ruby ring . . . gift of Jimmie, one of Ritz brothers . . . IRENE HERVEY looking at cabin cruisers with husband, ALLAN JONES . . . THOMAS MITCHELL, now on writing assignment, putting finishing touches to script in Yellow Cab enroute to studio . . . LIONEL STANDER appropriately making speech from step ladder near sound department.

LEONARD MUDIE and JOHN GALLAUDET golf aces, off for game at Hollywood Country Club . . .

FRANK WILSON, Columbia player, entertaining brother, THOMAS M. WILSON, Jr., New York novelist . . . CHARLIE CHASE in a character strawhat during real rain-storm . . . DOLORES DEL RIO buying peanuts from slot machine on lot, for tame pigeons . . . CARY GRANT making telephone calls from information desk, getting attention from waiting visitors . . . JAMES DUNN clowning with group of bathing beauties on "Venus Makes Trouble" set . . . HERMAN BING in crush hat of vintage of 1920.

JEAN ARTHUR back in Hollywood and renewing acquaintances on Columbia lot . . . RONALD COLMAN taking party of 15 friends to see "Lost Horizon" in Hollywood, and not recognized by fans . . . FAY WRAY making tests for first picture in months and delighted to get back in harness again . . . EDWARD G. ROBINSON, star of "Thunder in the City," haunting ritzy auctions in search for rare paintings.

JACK HOLT getting a letter from a fan who has written to him regularly for 15 years . . . JANE WYATT sitting in portable broadcasting trailer near the Columbia gates, on a national broadcast and saying pretty things about FRANK CAPRA'S direction of "Lost Horizon."

RICHARD DIX and HARRY LACHMAN, his director in "Once a Hero," having a conference with the usual pipes in evidence . . . LULI DESTE sending huge Easter eggs to her friends, loaded

# Credit Refused Starving Customer

Dear Editor:

I am a Machiust, now 52 years of age.

In 1920 with a family of 5 young Children, my wages were reduced 33% until we came to the point that to budget our income was necessary. Like so many more, people who allowed such grief to overcome their power to reason. We, too, became bargain hunters, and most of our shopping was done, in picking out what we considered bargains from the daily National Chain Store Ads. — Our real Friends, our corner Grocer and Druggist soon became the forgotten man. Never once did we realize that week after week, we would ship our profits and income right back to the big money interests of other cities.

1935 brought a brand new era in our lives; I lost my position, was too proud to accept Relief, and many a day my family went hungry. I went to the corner branch

of the National Chain, at which for years I had spent as much as \$25 every week, and I was told by the manager that he was sorry, but since his company had no system to take care of me, and since he as manager was making barely more than expenses himself, that there was nothing he could do for me.

By this time two more children had been blessed upon our family, making a total of 7, and no food in the house. Never in my life have I ever been so totally discouraged. One night the door bell rang, and of all people, who stood there but the Corner Independent Grocer, whom I had forsaken so many years ago, to buy my goods from a National Chain. His first words to me were, "I heard you were in difficulty and as a friend and neighbor I have come to offer you assistance if you'll allow it." I was so embarrassed to think that this very man, to whom I had turned a cold shoulder to in better times should come to me in the time of need and offer assistance that I was speechless, until he said to me, "My entire life savings and my home is in this neighborhood. I, too, am struggling to raise my family, and in the meantime I am keeping faith in America and our American Citizens. I am not only your corner Business Man, but your friend and your neighbor, and as such I have come here, to offer you aid, to cheer you up and help you out of your difficulty."

Please continue on with your good work. I am,

Sincerely Yours,

J. H. W.

## Anheuser Busch Coming To Town!

Sat, next the boys that represent Anheuser Busch, the manufacturers of the king of bottled beers, are going to throw a party at Brownies Marble Bar in the Chinese Room.

The party is under the direction of Mr. John Ludwig and is being given for the dispensers of Budweiser. The boys will be treated to some swellegant movies and we imagine that they will have the treat of drinking a few bottles of this really fine beverage.

(MAYBE IT'S PRIVATE)

with candy imported from Vienna.

BARBARA WEEKS, former follies beauty, telling a friend how she parted from 12 pounds (not English money either) . . . JOAN PERRY boasting about her ability as amateur photographer.

MARY ASTOR complimenting BARBARA STANWYCK for courage in wearing a plain beret in Easter Parade . . . GRACE MOORE opening fan mail asking her to sing more swing tunes in her next picture . . . That "Minnie the Mocher" in "When You're in Love" has started something . . . LIONEL STANDER twitting WALTER CONNOLLY for getting shoes shined just before going on the stage for added scenes in "The League of Frightened Men" in which only CONNOLLY'S closeup was photographed.

## Hot Flashes

RHONA MC CUTCHEON and MORT FRENCH still thataway about each other? . . . Best-dressed insurance-man-about-town BILL NOLAN . . . EARL WINGHART, hustling salesman of Bonenblust & Buckman Auto Sales-room, sure knows his cars . . . Whistling bird, ELSIE (E. K. Co.) WARD . . . Sweet, too.

JIMMIE SALVAGGIO elected for popular Clifford Ave. grocery man this edition . . . HUGH NEARY, big leader of 15th, working too many hours for public safety . . .

Margaret's Beauty Shop  
featuring Machineless  
Permanents  
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# INSIDE AND LOWDOWN

Jack McCarthy missing from bright spots since the tie-up with Mary Vadas . . . Margaret Bocci still seen around 1008 Lyell Ave. . . . Eeany Richardson still going in for those 3 day haircuts . . . O'Leary, Donahue, Bocci, Cook and Magin taking the nod as the twenty-fourth ward sheiks . . . Bill Hatra leaving work promptly at twelve to get Coffee cakes and kisses.

Peggy Leathers thinking about tying the bow with Insuranceer tagged Harold . . . Ruth Heisner recovering from injuries at Rochester General Sickery . . . Hope you get out of stir soon, Ruth . . . Cutie Cosmetician, Charlotte Borneman, seen in that w. k. d. t. sippery tothereve.

Johnnie Ludwig District Managerman for Anheuser-Busch (Budweiser to you) throwing a party at Brownies Frideve . . . Milt (Tubby) Kröll coming in from Montour Falls to spend a weekend . . . Fanny Schwartz springing for birthday party for charming daughter, Hortense . . . Millie (Seabreeze) Becker on the sick list.

Joe Amico wishing that he was an ork leader, getting the lowdown from Pat Cleff . . . Bud (Frank) Griffin intending to take a gal out Frideve . . . Could it have been a w.k. lassie tagged Gardner??? . . . R.T.V.'s own man Gorgus looking for a wife . . . Jim Pigott going to a formal in borrowed tails . . . Natalie Sacks and Milt Schwartz listening to the bark of the trees together . . . Leon Cohen and his lassie called Sweet Sue doing a little spaghetti bending.

Janet Rosenbloom and Sammy (Paper) Kolko out with a can of red paint Sateve . . . Offside to Melv Sanow don't blame you a bit, that lassie with the handle Hortense is cute . . . Melvin Waldman taking a burn at the thought of being FLASHED . . . Isabelle Graver going to Gotham to learn designing . . . Good luck Isabelle.

Charles (Optician) Nadel possessor of attractive personality arming with beautiful blonde tagged, Christine . . . Bernard (Traffic Cop) Derby aping Eddie Cantor, filling his house with girls; third born this issue . . . Al Sigel, newsey and broadcaster seen lurching with w.k. realtor Albert Rowe.

Rochester producing some real talent in a song and dance act in little Angeline Manuela . . . Should make the big time when grown up . . . To 4M-3454 please call at the office and receive an order for the prize as one of this week's courteous drivers . . . FLASHMAN saw courteous act on Plymouth Ave. late Sateve . . . Add best dancer of any week, Millicent Barbara Vafile . . . Was Mary Gallows face red when bawling out Bob Moser for having her FLASHED, and FLASHMAN was standing right behind her?

Moey Manson, demon newsman, springing for a new desk . . . Hank Snyder, Wheles main paint dauber hard at it with the spring renovating . . . Add doubles for Martha Wray, Millicent Froelicher . . . Prettiest gal the man who ganders gal has seen in many a moon, Betty Becker, Turnerlass . . . For the thespian of the week, the nod goes to Ottillia Hepich.

Lads and lassies from Onion Rust throwing wingding at the R.T.V. . . . Having floorshow 'n' everything . . . Bob Moser leading off without a pair of pants . . . Prexy Bill Foster (whose signature is unreadable) acting as song leader . . . Herm Underhill, Don Umpleby (by the by, Don EXPLAIN the Pants found in your car next yawning), Ronnie-boy Borgardas and Clate (Bowlerman) Kaul going to town as bar-room quartet . . .

Bill Moore as king . . . Barney Kingston, M. Ceeing . . . Best act of the eve, Lonie Welker and Bob Moser in an apache . . . Offside to Bob, looks like love in bloom with Spacia Christoff . . . Looks as if your going in for Gypsy Flyers.

Eddie Shoen seen with w.k. toots in tow . . . Warbler of the week, Marie Schmidt . . . Fred (Cramer Force) Thompson buying candy for Marion Raupack . . . Harry (Baseball) Melvin seen arm an' arm with gudgus blonde number . . . Jimmie Carroll at that w.k. northside nightery . . . Orchids to M-735 for that courteous driving at St. Paul and Andrews, call at office and receive your reward.

Tommy Knapp (Ritter-Dental-ite) in too, too much of a hurry on Water Strasse . . . Offside to Windy Winegard, don't you ever stay in your office??? . . . Disgusting sights of any week: two bums drinking Witch Hazel

Dick Streb taking the nod as the piano tickler of any week . . . Little Arline Ahr going in for horsebacking . . . Red Goetter dressed in Arlines Hat and doing a bit of warbling . . . Bert (Steamfitter) Bauer readying for Bobs Lake and a little fishing . . . Marty O'Dea and Frankie Mahar liking the show at the Cotton Club . . . Ken Kugler and Johnnie Bissell of U of R and Washington arguing over that w.k. two bit bet with Vic Shroven acting as referee.

Darwin Shaw loving his Faba Beans . . . Chuck Lovelius eye-ing the FLASH editor's gal . . . Ruth Morgan being the beautician of the week . . . Tom Taylor among the missing . . . Bill (Travellers) Killip can't count under a million . . . Goodlooking young gal of the week, Levina Seeley . . . Genial Joe Burke seen with the ever present smile.

Velora Noble smilingly admitting that romance with Syl (Eddie Dutchin) Novelli reaching boiling point . . . Wedding bells in the offing . . . Bubbling over with joy for some reason or other, Norma Crittiden . . . Ought to be in moon-pictures, Juanita Border . . . Sporting new hoss-less buggy, Tony (Glide St.) Chick . . . Aside to D. M. Neilson: Give us something more tangible.

Spring hitting Lakefront . . . Philip Nelson sandpapering boat Avis 11 before it hits the aqua pura . . . What's Ruth Fry doing these days . . . Hotcha monicker comb.: Dunkel and Sunkel of Red Wing Roster . . . Reminds us of doughnuts . . . Y' know dunking doughnuts until they're sunk.

Nomination for beauty-behind-th' counter: Helen (Niesner) Brano . . . Steamming svelte moosie on his electric banjo, Joe Davis . . . Best tailor-man of any week: Jim Bovenzi . . . Strolling down State Strasse, Dave Lamb . . . Host-ing it for Taylor Inst. Quarter Century Club dinner, Herbert Winn.

Mosta and besta Orchids to Joe DiFrancisco for noffying authorities and not being "yellow" . . . T' wash or not t' wash the car, is the question . . . Seems that everytime Jack Wishman has the car washed it either snows or pours . . . Tough luck, Jack!

Bartend-ing it at the Cotton Club, Harold Haiter . . . Is Jimmy (Rand St.) White still second to George Drost in the G. F.'s heart?? . . . Bakes the most delicious pineapple upside-down cakes, Angie Gallagher . . . Swinging means tennis racket, Guido Palma . . .

Sweet (f) kick we sho wouldn't mind—Marion "Kick" Lamb . . . Spic and span-ing it at Red Wing stadium, consessionaire brothers, Connors . . . Missus Lucy De Caro is a velly, velly clevah crocheter . . . Sid Dilworth doing the town over in his blue rolls-royce.

Add funny names: Russell 'X' Wray . . . Wonder if Benny Freidman will desert gas station for his post at stadium? . . . Barney Farnun, popular West Hi baseball coach, svelte guy for giving proteges ride home after tough work-out . . . Tip to Hyla Vandilla: Dishwater good for pianist's hands . . . All trimmed in apetizing green, Rena Salamonte . . . Sweet voice of Lena Milanette missed soo much by Sundee radio-fans . . . Is George Simons still looking for a date with Sadie? . . . Interviewing young folks again, Nellie Sweeney, genial counsellor at N'Yawk State Employ. Ag. . .

## Almanack Flashes May, 1937

MAY 1st—Admiral Dewey's Victory at Mobile Bay, 1898. Labor Parades and what have you. We try Genesee.

MAY 2nd—Go on May Walk in park.

May 3rd—Start worrying about the sheet. Clean grass stains off white pants.

May 4th—Printer hollering for copy. Nice spring day, so play tennis.

May 5th—We go to press.

May 6th—Hope you spring for a dime, the tenth part of a dollar. Go to opening ball game.

May 7th—Eat a fish fry at one of the lake resorts that advertise in the rag.

May 8th—Get Standard Ale as usual.

May 9th—Go fishing but don't get a bite. Remember Mother's Day and send her a posie.

May 10th—Sober up from the fishing trip and remember that we forgot to take the fishing rods and can see why we didn't catch any piscatorial denizens.

May 11th—Really go to work and begin to write the junk you like to read for your little dime.

May 12th—Deadline again and have to work all night.

May 13th—The sheet is on the stands we hope you spring. But get pifficated in the afternoon as usual.

May 14th—Fish again.

May 15th—Supposed to eat fish but try Old Topper instead.

May 16th—Don't know what day it is.

May 17th—Printer hollering for copy.

May 18th—Man goes in for first swim of the year, gets ammonia and goes to the hospital and cleans the kitchen sink.

May 19th—Fish for some reason or other.

May 20th—Lindbergh gassing up the Spirit of St. Louis preparatory to take off, 1927.

May 21st—Lindbergh beginning classic flight.

May 22nd—More fish but compromise on a steak.

May 23rd—Go sailing; get dizzy and fall overboard; cold water sobers.

May 24th—Get to the office and begin worrying about the darned paper.

May 25th—Sleep.

May 26th—Deadline and the Civil War ending in 1865. Civil War starting in office, so fire the office boy.

May 27th—Managing editor's fifth wedding anniversary so whole force gets the excuse to try Ballentine on the boss.

May 28th—Fish-day but too sick to eat.

May 29th—Still sick (the Boss sure threw a party but suspect he gave us too much of the good things in life.

May 30th—Memorial Day . . . First official yacht race at the Rochester Yacht Club . . . Feel a bit better so try Budweiser.

May 31st—Pay day so go around to the different sipperies and pay up tabs, ending up broke.

# WATCH FOR FLASH PICTURE PUZZLE CONTEST

Never a dull moment with JULIA KARLEY . . . Beaming over new radio, Barber-man, DOM MOGAVERO and wife ANTOINETTE . . . Ambling down the street, BOB BRUCE . . . in a rush.

# MANNA FOR HOME-OWNERS

Congressman George B. Kelly of Rochester, New York, has, upon request of the NATIONAL HOME OWNERS LEAGUE, presented to Congress the following bill:

To provide relief for distressed home owners indebted to the Home Owners' Loan Corporation, and for other purposes:

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That section 4 (d) of the Home Owners' Loan Act of 1933, as amended (U.S.C., 1934 edition, title 12, sec. 1463 (d) ), is amended by inserting after the fifth sentence thereof the following new sentence: "The rate of interest on any such unpaid balance shall not exceed 4 per centum per annum for all interest payable on installment dates occurring after thirty days from the date of enactment of this amendatory sentence."

SEC. 2. Such section, as amended, is amended by inserting before the last sentence thereof the following new sentences: "The Corporation may at any time agree with the home owner for a modification of the terms of the home mortgage to provide for the amortization thereof within a period of not to exceed thirty years if, in the judgment of the Corporation, such modification is justified by the circumstances of the home owner relating to his ability to carry out the existing terms of the mortgage and to carry out the mortgage if it be modified. The Corporation shall not take any action to procure or enforce a deficiency judgment in connection with the foreclosure of any home mortgage, unless it is found by the court in which the foreclosure proceeding is pending, after affording the home owner an opportunity to show the value of the property securing the mortgage, that such value is less than the indebtedness of the home owner to the Corporation under the mortgage, and any deficiency judgment procured shall not exceed the amount of the excess of the amount of the indebtedness over the value of the property as found by the court. In case the Corporation has obtained a deficiency judgment it shall cancel and release such judgment insofar as the amount thereof exceeds the amount of the excess of the amount of the indebtedness to the Corporation under the mortgage over the value of the property securing the mortgage as appraised at the time of making the mortgage."

The above bill was presented after careful consideration of the needs of the home owners and after several conferences at Washington with Frederick A. Brotsch, Jr., President of the NATIONAL HOME OWNERS LEAGUE, at which times it was conclusively shown to the Congressman that the financial condition of the home owners who are indebted to

the Home Owners' Loan Corporation as mortgagors, has not, within the last three years, improved sufficiently so that they are in a position to meet the payment requirements as set forth in their mortgage obligations.

We have no doubt that this bill will meet with opposition from many sources and Congressman Kelly and the NATIONAL HOME OWNERS LEAGUE will need the co-operation and support of every individual having a Home Owners' Loan Corporation mortgage on his home.

The Rochester headquarters of the NATIONAL HOME OWNERS LEAGUE is at Room 110, 16 State Street.

## Hot Flashes

Has BULL of the PAMPAS lost his job? . . . Coach HERB (West Hi) SMITH presenting another corky show for West High Nites . . . GERTRUDE KENNEDALL arranging dance numbers . . . Who are the big shots in a large public office who have been admiring two widows at night? Nice family men . . . Dancing feet of FLASHtown belonging to MARGE HOLLEY . . . JESSE CIMINO, mortician, learning to play FANTAN . . . Is HARRIET LANG still girls' club director? . . . Everybody kidding Doc JOE ADAMS, of Dental Dispensary, concerning NAN BARBERHEAD, saying that NAN's everybody's sweetheart but JOE's gal.

## Hot Flashes

FRANK GALLAGHER promising fans best softball team evah . . . Tapping the other nite at Turn Verein, JERRY and EVELYN D. . . Wagering he could make all green lites from Fairport to Rochester—and winning, too, ANTHONY WOLFE.

**TAXI?**  
**CALL FOR LARRY**  
Safe—Courteous Driver  
MAIN 404

**Litchfield Grill**  
408 WEST MAIN  
**PIG ROAST**  
With All the Trimmings  
Sunday, May 2nd

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315 CENTRAL PK.  
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Delightful people come here nite after nite. Why not you this nite?  
2 FLOOR SHOWS EVERY NITE  
FEATURING MUZZY'S DIXIELANDERS in Dance Rhythm  
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**CUTALI'S**  
SPAGHETTI RESTAURANTS  
107 North St. 25 Broad St.  
Special Dinners  
SPAGHETTI with Meat Balls **25c**  
Ravioli 35c

## Boy Beaten Byirate Poppa

Far it be from the policies of this publication to destroy or harm a twenty year old girl by exposing her family name. So we shall use the fictitious name, Helen.

It seems that a few years ago, Helen's mother, wanting to give her only daughter every advantage of Modern Times, arranged for dancing lessons, which met with the disapproval of the girl's father who is still living in 1900 and believes a daughter born to do dishes. The argument that followed caused a separation between the mother and father. Helen's mother was unable to support her so Helen remained with her father but visited her mother 3 or 4 times a week ever since the separation.

Only a few weeks ago, Helen came in contact with a young man whom she liked. She took him to her mother's home and

the mother approved highly of the affair. Helen found she had to manufacture all sorts of excuses to get away at night. Finally, the father got wind of what was going on and Helen told him who the young man was and that her mother approved of him as her companion.

Last Thursday night after making an excuse to get out, Helen's father waited up for her return and gave her young escort friend a severe beating. He came to the FLASH office, not to report the story, but to get advice. Under ordinary circumstances he said he would have the father arrested at once but it would only bring the nature of the family trouble and his sweetheart's name into court and he did not care to do this.

For years the old man has been so bull-headed that even those close to him admit he never gave his daughter a chance and now because the divorced mother approves of the romance, the father is burning up and taking it out on the daughter and the boy friend.

## RED HOT FLASHES

ANNE MARIE MITCHELL adding one more shower to showery APRIL . . . this one for bride-to-be friend . . . Over-taking and under-taking, eh RAY WELCH?, Rumors hinting your weaknesses, undertaking and aviation . . . Peeping-in at d. t. store windows, JANE MALONEY . . . Knitting beautiful things, GRACE LOSHIER . . . WESTFALL brothers could stump any Prof. Quiz . . .

Kidlet of the week:  
NANCY JEAN MOORE  
(Winbourne Strasse)

Mysterious eyes those of JONES girl, WSAY front office . . . ALBERT MOSS of the U. getting near the weight border line . . . FRED DESMOND looking like young man with weight reduction. Is JEAN WALRATH still-out-of-towning it? . . . De-lovely little working-girl, ALICE (Avery St.) BASSETT . . . PETER SMITH, Webster legalite, looking for some one not to be easily found Satnite . . .

CAP. EZRA SEZ:  
Sez he: Two Pints Make One Ca-Vort.

The WALT WITHERS blessing-venting. Nice big boy, fool . . . "Eyes" have it! FLORENCE PERTICONE, the winnah! . . . Vere Vas you, JACKIE HARRIS, Sateve doing disappearing act? Vas you trying to get away mit somfink?

'SYPHILIS,' by The Rev. Dr. Charles M. Sheldon  
Author of "In His Steps," which had the largest sale of any book ever published, except the Bible.  
The man who asked a famous question forty years ago applies it to a once tabooed subject with 1937 frankness. In this article is an extract of a letter from the author to the editor of Liberty as follows: "Just come across a recent address by Professor Galecki of the University of Cracow, Poland, in which he says that student riots against the Jews are caused by degenerate students among whom venereal disease is almost universal. He adds that—the same thing is true of most universities in Europe.  
What would Jesus do about this appalling condition if he were here today?  
'I SAW A WHITE MAN HYPNOTIZE BLACK SAVAGES,' by Aleko Lilius  
You would not believe this until you see the actual photographs which accompany this remarkable article.  
'WILL THE BRITISH MONARCHY SURVIVE?' by Lord Strabolgi  
Of the British House of Lords.  
A startling look at the changes wrought by Edward's abdication: Will this coronation be the last?  
May 8 Issue  
NOW ON SALE  
**Liberty 5c WEEKLY**

**Dorothy Beauty Shop**  
1447 E. MAIN

**Tenth Ward Market**  
142 Dewey Avenue  
CHOICE MEATS, GROCERIES and VEGETABLES  
We Deliver Glen. 4412  
J. C. KRUPPENBACHER

- Now A
- New Swing Band
- To Make Your
- Evenings Here
- More Enjoyable

**Brownie's**  
• MARBLE BAR  
• & SUPPER CLUB  
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• Select - Entertainment nitely

**SENECA TERRACE**  
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BANQUETS - PARTIES  
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DAZZLING ALL GIRL REVUE  
Singers, Dancers, Funsters, a Bevy of Beautiful Girls in Glorious Entertainment at Its Best

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Elevated Dance Floor  
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**SUPPER CLUB**  
COR. RAND ST.  
1 Block before Ridge Rd.

**Rochester Weekly Flash**

For the People and By the People Who Want the Truth

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For Advertising Rates Call—

MAIN 2718

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**The World's Greatest Showman**



**DUST STORMS**

Spring is here and the pall of winter is still with us. While walking up any of the downtown streets one is only too conscious of a real estate boom. By this we mean all the dust and dirt that is blown in our eyes. Rochester has always been noted as the Flower City and for its general beauty. How about having some of our local D.P.W. take out some of their old hose and sprinklers and give the streets a real spring cleaning.

**Bedtime Story**

Five little piggies went a tramping into a w.k.d.t. barroom. The first little piggie ordered a scotch and soda, the second a rye hi, the third countered with a sloe-gin rickey and the fourth ordered a benedictine and brandy. When it came to be the turn of the last little piggie he requested, "Make mine twenty-three bottles of beer". "Twenty-three bottles of beer?" queried the barkeep. "Yes twenty-three bottles of beer. Don't you know who I am?" said the porcine monster. "I am the little piggie that went, wee, wee, wee all the way home."

Former West Hi-ers loving Supt. of Schools JAMES SPINNING requesting he be informally called "Uncle Jim" . . . Rosiest complexion belonging to MARSH of Tenth Ward . . . Kind-hearted fireman, HARRY HALL . . .

**Hot Flashes**

Handsome, EUGENE PROVENZANO, holding up Waldorf . . . Wonder if ESTHER TUTHILL will be Greyhounding it to Detroit this summer? . . . CHARLIE RAUBER, real Democrat being side-tracked, while fence jumpers are on paying track? Happy to hear of JUNE WALKER's engagement . . . Has oldest regular Democrat MAT CUNNINGHAM been poorest treated? . . .

Blonde of the Wk.:  
**MARY RUMPF**  
(Fulton Ave. Pretty)

Swellest copper in FLASHtown, Cop (5th precinct) RILEY . . . Little lady with big job, HELEN (Hickok) FORD . . . Heartiest laugh producer, de-luxious FRAN (Kodaker) CHAPMAN . . . Vacationing season means traveling for MARGARET and FREDDIE FOSHEY . . .

Natty Dresser:  
**MILO TOMANOVICH**  
(Lawyerman)

Rochester's BUDDY ROGERS, none other than CHUCK TOWNSEND . . . What's RANDALL TOBBUTT doing these days? . . . Photographing? . . .

**Hot Flashes**

**ATTENTION MOTHERS**

Those of you who have sewn up your hubbys, kids and other sundries in the w. k. woolies sometimes known as snuggies, comfies or just plain ordinary flour sacks, let us remind you that it is now the welcome month of April and time to get out the shears and let in the glorious sunshine to the Body Beautiful.

To those of you dear and gentle readers who have encased your slender limbs in ankle length tights, it is advisable to take a day off to perform this pleasant duty as the sudden exposure to the spring zephyrs may bring on a mild case of exhaustion.

Those of you who (you hellions you) have endured the wintry blasts in what used to be known at Schmitt's General Store as daring ankle and elbow length, may simply run briskly around the block immediately after you have emerged from your cocoon. It is better to do this after dark as the City fathers have not yet become broad minded enough to permit dancing in the streets in the altogether.

After the heavy underwear has been cut, torn, ripped, dragged or peeled off, now comes the really hard work, the scraping, and for this operation please, yes and definitely go outside to the barn or garage or whatever that thing is standing out there by the dog-house. If you have a hired man or a maid in the house (the maid is better) have them scrape off the residue of the winter.

There are several different types of scrapers used for this delicate job but we have always found the common ordinary pie knife is most satisfactory for the purpose.

When the outer crust is removed, sandpaper carefully, yes VERY carefully; and if you can stand it by this time go back in the house and soak yourself for about two hours in boiling water. The best thing to do then is go down to the corner and get a dose of sulphur and molasses. You'll need it if we know anything.

Personality Lad:  
**LOUIS SYLVESTER**

**Biggest Show On Earth in London**

NEW YORK — The only change in Coronation regalia will be in the crown worn by Queen Elizabeth on May 12, says Blevins Davis, authority on British coronations. The crown, re-designed for each Queen according to her tastes, this year contains the celebrated Koh-i-noor diamond, he says. Davis, who will give a word picture of the coronation ceremonies over NBC networks, declared on sailing that he was bound for "the biggest show on earth." Nobility will wear full Coronation regalia for the first time since 1911.

**POSSE PURSUES EVERGLADES MONSTER**

Rochester boys start greatest beast hunt in history in the deep Florida Everglades. Sheriff and well armed posse trail mammoth beast 11 miles—it all happened!

Late in the Fall of 1927, only a few months after the fatal Florida hurricane, Don S., Penn. graduate and well known in Rochester, with this writer had rented a 200-acre tomato farm 36 miles south of Miami, and had spent the season in a small cabin, 8 miles from Homestead, Fla.

One night late in December, my pal Don left for a party at the Coral Gables Country Club, while I sat in the cabin, reading. It was about Midnight when something shook the entire back part of the cabin. In looking around I saw the shadow of some monstrous beast shoving its head against the Back Window. The window itself was at least 8 feet off the ground, the shadow of the beast's head on the wall looked as big and ugly as a box car. With no gun or weapon of any kind, I sat there paralyzed, for 6 hours until daylight.

Finally Don came back from Miami with Doug P., well known automobile dealer. Both were rather tipsy from the night before and it was some time before I could make it clear to them the importance of what had really happened.

We all went to the window at which the beast stood and there in the soft Florida Everglades much we found footprints as big as wash tubs.

Upon discovery of this we rushed into Homestead, notified the sheriff and soon had an armed posse of more than 200 natives.

Mile after mile through the Everglades we tracked the beast, ready at all times for the greatest battle in history with the Unknown.

At 4:15 in the afternoon after covering 11 miles we came upon an Everglades farm, and it was there in the corn we found our victim.

You see Don and I had purchased a big mule some weeks before. Mules in Florida do not have shoes and as we drove him over hard roads we had tied gunny sack around his feet.

GEO. KIRCHER, up-to-date contractor of Webster Rd., looking spiffy in latest toggery creations . . . Noise of week in R.E.B., J. ROSENBLUM . . . Bowler of the week, WM. CARRIS of U. S. M. Co. . . Another spiffy dresser, HAP PYE . . . Can she swim ??? Meaning BARBARA MACKIE . . .

More waves than floating over seas, in JEROME PAGE's hair . . . Can it be that CHARLES NOYSE knitted his blue cap? . . . Awh, Knits! It's a lady's art.

**RUTH MORGAN**  
Beauty Salon  
PERMANENTS  
Special at \$2.50  
506 N. Goodman Culyer 2699  
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That sells Flowers  
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FOR SINUS  
RESULTS GUARANTEED  
On One \$1 Size Bottle or Money  
Refunded

Don't Miss  
**ROCHESTER**  
TURN VEREIN  
MINSTREL SHOW  
APRIL 25 - 26 - 27  
1550 Clinton Ave. N.

**KELLY'S**  
OYSTER BAR  
814 Clinton Ave. South

**THE SARATOGA PHARMACY**  
Prescription Specialists  
192 Lyell Ave., cor. Saratoga  
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**NATIONAL SHOE REPAIRING**  
147 STATE ST.  
Felt Hats Cleaned - Blocked  
35c  
Shoes Half Soled, 69c & up  
Established 1908  
Convenient Waiting Room

**Now - A Brand New Show**  
Introducing the New Dance Craze  
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Dorothy Bryant Strawberry Russell  
Dancing Unusual and Skip & Felchit Jr.  
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Exotic Personality Tops in Taps  
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7 NIGHTS CONTINUOUS 7 NIGHTS  
**COTTON CLUB** 176 JOSEPH AVE.  
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**FLASH BUYS JOURNAL**

(For 3 Cents at Newsstand)

Wearing green spring outfit, THELMA LUSINK . . . Middle-aging it soon (?) . . . ROSE (B. Forman) D'ALANZO . . . Sooo nice, BETTY (Union frust Bldg.) DIETZ.

Legal Lothario, IRA MORRIS . . . Chairman-ing it for U of R dance, attractive FRANCES LADD.

**Dorothy Beauty Shop**  
Formerly of  
1450 DEWEY AVE.  
Is Now Located  
1447 E. Main Cul. 1356

**FINEST FOODS**  
Featuring  
25c and 35c Dinners  
**U. S. RESTAURANT**  
Opp. General Hospital  
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Fresh Fruit and Vegetables  
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Fresh Eggs — 29c doz.  
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Fine Foods and Beverages  
NORTH GOODMAN  
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**HAPPY DAYS Are Here Again At Genial CHARLIE HELBERG'S**  
1260 North St. Main 8234  
FOR THE BEST  
In  
FOOD LIQUORS  
WINES BEERS

**"HAZELNUTS FOR GUNS," by John Gunther**

The greatest trick of modern times has been Germany's economic conquest of south-eastern Europe . . . This remarkable article, highlighted with several action photographs tells how Doctor Hjalmar Schacht, the most important man in Germany next to Hitler and Goering, accomplished the magic without using gold or credit.

**"FITES TONITE," by Don Tracy**

Read this story and you'll be smelling the resin and feeling the sting of the gloves.

**"SOLDIER OF MISFORTUNE," by Dick Barry**

They tried to keep him out of Spain. They wouldn't let him go back into France, and after having him posted as a spy Mr. Barry finally reached the loyalist Front — and here's his story.

May 1 Issue  
NOW  
ON SALE **THE SATURDAY EVENING POST 5c**

**Cop Caught Dripping Wet**

A cop without a uniform is just a . . . well, not more than a man! The proof of the pudding came not long ago when one of our boys in blue got caught with his uniform off.

It seems that a well known man about town began to wonder . . . not about the boys in blue. Oh no! In fact, he thought he had the shiny-badged boys right in his pocket. He was that kind of a guy . . . What you might call a Biggie. What he was wondering about was the frau . . .

where she went and what she did . . . and with whom. "With whom" was the important thing . . . He guessed "what!"

His guess was right . . . And after long hours of waiting he found out the answer to the second question . . . It wasn't a pretty sight. In fact, there was nothing pretty about the whole darned mess . . . A rainy night and the "guardian of law and order" coming in dripping wet . . . Now you can't blame a guy for taking off his wet clothes . . . not at home. But when he takes them off in the apartment of another

man's wife, that's another thing! Yes? That's what hubby thought. And that's why our Little Boy in Blue got caught with his . . . gun on the chair . . . and his coat . . . and all his other "wet clothes" scattered around the room . . .

As we said, a cop without a uniform is . . . well, just a man . . . You know what a man does in a case like that . . . Beg for mercy perhaps . . . wonder what the wife is going to say . . . Perhaps try to defend herself . . . and the man involved. "What a life!"

**MISSING PERSONS COBOURG TRIPPER MISSING**

The Missing Persons' Column c/o Weekly FLASH Rochester, New York

Dear Editor:

Last year while on a trip to Cobourg, I ran across the nicest fellow. Being an amateur photographer, I just didn't know how to place my film in my camera. A blonde-haired fellow wearing a white linen suit offered to help me. I took his picture after he got through. He asked me to mail it to him but somehow I lost the slip of paper with his address. Hope he reads this and writes to me in care of your paper. Kinda like him, too.

M. K. R.

**ONTARIO BEACHER**

Dear Editor:

I met Harry at Ontario Beach. I was sitting in the sun, drying my long hair. He and a friend commented on its "long blonde beauty" and how much they admired long hair neatly done up. I just smiled and pretended I wasn't interested. But I was. Later my friends and I went to one of the concession stands for some hot's and there was Harry again. He eased over and whispered, "I sure would like to know you better." I

was indignant then but would give anything now to meet him again. Hope he reads the FLASH and replies.

ANNE

**THEATER TUESDAY**

Att: Missing Persons' Bureau Editor,

c/o Rochester Weekly FLASH Rochester, N. Y.

Dear Editor:

I would like to contact the young fellow that helped me remove my coat at the Palace Theatre last Tuesday evening. The young fellow that whispered that he enjoyed pictures on "Popular Science." Sure would like to know him better. He himself seemed interested in our acquaintance. Kept smiling and whispering through entire show. Won't he please write to me?

J. G.

**Hot Flashes**

What's once-popular-timekeeper, JOE HODDER, doing these days? . . .

Best French-lingo rattler, Teacher SANDY PATTERSON . . . Looking like a million, ALDA DECARO . . . Voice you love to hear, BERTHA BUSH . . . Chummiest and sincerest personality, JEAN PASQUALE . . .

Honey telephone voice of the week: GINNIE MONIHAN

He-man of any week, BILL QUINAN . . . Up-coming big-time pitcher, DONNY HAROLD . . . Tennis-champ of FLASHtown, ELEANOR COLE . . . Beautiful young-lady-sheriff, ANNE MALLEY . . . JOHNNY REGAL head-ushering it for Red Wings this Season? . . .

Eligible bachelor of the week: RALPH SCHAUMAN (Fields)

Due to an oversight last week, the numbers of 4 out of 5 safety drivers were omitted. They are: . . . . . COM 196-061 4-M-3974 M-16 7-M-68

If these persons will call at the FLASH office, they will be given an order for a carton of cigarettes to be obtained free from their Independent grocery or cigar store.

**Hot Flashes**

Is MARIAN MURRAY still romancing? . . . Sporting a misplaced eyebrow, SAM D'AMATO

Rochester's Best Hostess: HAZEL LIPPMAN (Uppercrust)

BOW - - WOW! . . . Whatsis about DAN DI BITETTO being Sargeant-at-arms of Master Dog Breeders' Assoc? . . . Gayer than gay Paree, DOMENIC (B & L) PARIS . . . Will BETTY MORRISON and KENNETH HOESTER-EY join "I do"-ing couples . . . Hotter than ever - - romance of ALBA (Ruth Etting) SANTOLA

Has swell sense of humor: GEORGE BAUMAN (Groceryman)

and FRANK MARCANIO . . . Slaying the fems, FRAN COLLINS . . . Fer gosh sakes! just dawning on us, MARY ELLEN TRESIZE could double for Bette Davis . . . Eye-ful of lovely sisters, the LEITERS . . . Always boosting Sodus Point, MARY (U of R) SUTTON . . . Gorgeous red-head, RITA HAROLD . . . Easy on the eyes, BILL REVELLE . . . SKI BONTEMPO trying to forget all about ski-ing . . . Athletic-built young feller, Clip postwick's grandson, CHARLES . . .

Pill Pusher: MORRIS CULHANE (Lyell Strasse)

Lookahere, JACK FINCH! . . . Quit stalling 'n' pop th' question to cute Irish lassie, JEAN ANN SMITH . . . Times awastin' pal . . . Svelte grey fingertip coat worn by CORRINE TOPEL.

Trade at Your Independent Grocers A FRIEND

**Vanderbelt Pharmacy**  
Ross F. Barone, Ph. G.  
64 Monroe cor. Chestnut St.  
MAIN 8735 — 8752

320 Irondequoit St. (SEA BREEZE)  
Must sell to close estate, or will rent for season, \$300  
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Groceries and Meats  
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Before you go home Visit **The Sterling Dinner**  
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Everybodys Friend  
ROCCO

**HOTEL UNION**  
40 South Union St.  
Where Merry-makers Meet  
Capt. Guenther's Orchestra  
FLOOR SHOW SAT.  
featuring  
JANET SEYMORE  
and others  
IN A RIOT OF FUN



More fun than a barrel of monkeys — but who wants a barrel of monkeys? Come to the ZR-3 for real fun WED., FRI. and SAT. NITES

**ZR-3**  
109-113 State St.

**THE HOLLYWOOD GRILL**  
FINE FOODS  
**THE MODERNISTS**  
featuring  
CHAPPY FISKE — THAT SWING TRUMPET MAN  
Every Night  
Plus a Star Floor Show  
500 EMPIRE BLVD. CULVER 5915

SELZNICK INTERNATIONAL presents

Janet GAYNOR  
Fredric MARCH

**A STAR IS BORN**

IN TECHNICOLOR

**LOEW'S ROCHESTER**

# NEW RADIO STATION WMAS TO OPEN SOON

(Story Next Week)

Patronize Your  
Independent Merchant  
**GEO. F. ROGERS**  
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17 Fairfax Road  
Culver 4379 We Deliver

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Liquor - Beer - Wine  
662 South Ave.

Every Day Is Bank Day  
at  
**B. Snodting Emporium**  
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90 W. MAIN ST.

Phone Gen. 1204 Spaghetti Our Specialty  
**Thurston Grill**  
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## Gold Digger Breaks Pashy Poppa

A love escapade that cost \$2,000.00 nearly cost a well-known German baker his life. A courtship that had lasted nearly two years came to an abrupt end, a few weeks ago, when he and his lady friend wound up in a free-for-all during a German celebration at a downtown hotel.

The baker, being in the foolish forties, loved not wisely, but too well, and carried on his clandestine love affair with a rather pretty brunette, said to be a daughter of one of our well known bakers. The fact that she was married doesn't matter (she wasn't working at it), but to get on with our story, our hero received about \$2,000.00 from Compensation as a result of an injury he suffered two years ago. The girl friend was true to him as long as the shekels held out, joining him at parties, and going on a bender now and then. Time marches on: They had their spats like most other couples going together under the same circumstances, but nothing very serious happened until the 2,000 shekels were out of his pocket. She called for him at the celebration, and he still being under her spell, met her in the hall of the hotel, an argument took place shortly after the meeting, and the baker got slapped, but, being a bit peeved himself, made the mistake of hitting the girl friend back.

The next morning the cops were at the girl friend's house to find out what it was all about. She refused to tell until her mother stepped in the picture, then things began to happen. Our baker was arrested, for assault, and pleaded guilty to the charge, and was released on bail pending sentence. That afternoon he went to his room and being disgusted with life, turned on the gas, hoping for a speedy painless death.

He was found before it was too late, and at the present time, is recuperating at a re-

sort a few miles out of town. Baker makes dough for baker's daughter, would be an appropriate title for this story, if it wasn't so d-- serious. Perhaps time will heal the hurt and some decent woman will take unto herself a husband that now has learned his lesson, and would be satisfied just to be a husband.

## Rochester Male Chorus

If large radio chain representatives ever heard these lads warble, they would be given time on the National Broadcasting or Columbia Chains.

The lads meet every Sat.-eve all thru the winter, holding their last session at their home at 25 Broad Strasse last week. Among such singers were John Hart and Andy Sophie; all under the able direction of eGorge Minges.

## Hot Flashes

EDNA MILLER, dancer and singer deluxe, in fine evening's performance for benefit of Mr. and Mrs. CHAS. TIBBITS and Mr. and Mrs. ART CARPENTER, at Smith's GRILL Sat.-eve . . . Mrs. HONDORF also doing her stuff . . . Missus TIBBIT features popcorn popped in pool of butter at sweet shoppe next to Murray Theatre.

Busy Sportsman of any week:  
**JUDE WHITE**

Whatsis? . . . Was JOE ATTA a victim of an accident, scrap, or hurricane???. . . Every laddie has his lassie, eh AUSTIN FEMIANO? LESLIE BENNETT okay as used horse-less carriage salesman.

Bowling a mean game:  
**JOE SARGENT**  
(Smocke-shoppe man)

Did FRANK HAYES, insurance boy, tell the boys at Albany? . . . Wondering if Missus WENDLEY still bakes delicious bread . . . Reminds us soooo much of Edward, Duke of Windsor: **DICK CUMMINGS** . . .

## Pagano Grill

We Specialize in  
Spaghetti Dinners

Old Time Square Dances  
Friday and Saturday Nights  
302 SCIO ST.

## Girl Beaten by Jealous Lover

Over in the much discussed sixteenth ward there have been strange goings on. Late Sateve a little gal who is only 23 years of age and who weighs a grand 102 lbs., dripping wet was severely beaten by a husky 208 lb. steel worker. The little lassie is sporting an ebony orb that is a honey and a chin that sticks out half way across the street.

According to the tale told o the FLASHMAN on Sunday, the 208 lb. bruiser struck the girl in a moment of drunken jealousy rendering the beating in Haag Alley which ajoins Scio St.

## Hot Flashes

Singing Councilman of the Week: John Hart . . . Runner-up, Andie Sophie, city assessor . . . JEAN (Stromberg) EISENSOHN, sipping her fizzes at a w.k. Tappery . . .

Dancer of any Wk.:  
**MILLIE VAHLE**

HAZEL (Sib's office) KRULL, busiest girl ever did see . . . Offering friends delicious chocolate cup-cakes, RUTH STAFFORD . . . Talented picture colorer, ANNA (Kodaker) VETRO . . . Giggling through play presented for style show, relovly WASH. HI Girl Reserves . . . charming personality, that of amiable RHOMA (YWCA) HENRY . . . FLASH-ing loveliest smile, FLORENCE ARLIDGE . . . Cute nickname that of West High sports editor; SCOOP it is . . . School-girl-complexion-ed, HAZEL (Woodward St.) GRAYSON . . . Best-dress-man-about-town even though his dad selling garments only for fairer sex, PAUL BLASSETTI . . . Hatless downtown blonde of day, scurrying to lunch, MARY STERLING . . .

Filling the air with sweet accor-dian music, MARGUERITE FREDRICKS . . . To some people Spring means Romancing, to MINA RICHARDS, roller skating, to CONNIE GORDON, bicycling . . . Pretty blonde Missus of week, EDITH DRIVER . . .

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NO COVER CHARGE  
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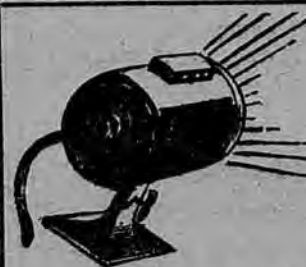
## ALLARD'S

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and others to make the evening enjoyable  
Every Nite but Monday  
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## "JACK DRISCOLL"

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TOP ACTS  
and  
ENTERTAINERS  
ALWAYS  
FOUND AT  
In the SPOTLIGHT

STONE SIX-NINETY



## Playful Spouse In Jam

We males suffer long . . . and in silence. But the or- chids go to one guy in this burg, who suffered longer (and silester) than we ever could.

Because he wanted to get along . . . save money, and build a future, he worked hard and lived with the Frau's parents in the suburbs. Not so the wify . . . Her job was a hard one. She had to stay in town . . . but of course there was no need to rent an apartment. She'd just get a room, which she did.

But (and we can't understand this) hubby began to wonder if he were married or not: and to ease his troubled brain, began to make inquiries at Frau's rooming house . . . And then the payoff: Her landlady said "That

Mr. and Mrs. B. were a very devoted couple, quiet and steady. Only, Mrs. B., went home to her parents every weekend.

A year and a half's silence and suffering came to an end right then and there. Hubby was so upset, he forgot to pull his hair, and cry . . . Home to her parents, or Home to her husband? which would be nearer the truth? Mr. B., (husband for five nights) will probably, (we hope) be the real husband for seven nights, when the ambitious husband gets his final decree . . . The sad part of this tale is . . . the real hubby, put all his dough in a joint account, and tho the Frau done him wrong, she gets half the do, re, mi.

## BOXING SECRETS BAIRD

By BILLY BAIRD

Boxers, amateur and professional, who keep themselves in condition have beautiful, strong bodies. Boxing, however, is no longer a game of great strength and stamina alone.

The BODY in BOXING becomes SECONDARY to the MIND. During his early training, the beginner is taught to gain control of the feet and hands in simple situations, and little progress is made until the mind unconsciously reacts properly to the situations presented. The mind is trained to conserve strength, to use it to its full advantage at the proper moments. To make the most of any situation, and to avoid punishments to the body.

The fellow who forgets to keep his hands up and his elbows down when within hitting distance is wide open, and he is likely to get hurt by an opponent who keeps this "little secret" in mind. "PRACTICE MAKES PERFECT" AND EVEN IN YOUR "DUMMY PRACTICE" KEEP YOUR HANDS UP AND YOUR ELBOWS DOWN WHEN WITHIN HITTING DISTANCE.

Questions on Boxing Address: Billy Baird, care this publication. Previous copies of Boxing Secrets can be had at 8 State St.

## Fishing Facts

The use of bucktails, while very effective in catching large fish, has become popular only in recent years. One of the most effective bucktails for brown and rainbow trout has a brown back, jungle-cock shoulders and a brown body wound with silver tinsel. The fly should be streamlined and tied on a number 8 or 10 hook.

An excellent spot for the use of bucktails is an eddy which swirls past a submerged rock or log and forms a pool. Cast the bucktail into the current above the eddy and as it approaches the submerged object, swerve it away into the quiet water of the pool. Stand well back from the pool as the trout will frequently follow the bucktail for several feet thru the still water before striking.

## Sporty Spiel

This department will be dedicated in our next issue to the promotion of Outings and Resorts for the summer. An Official Highway and Resort Map of Rochester Area will be published weekly for the convenience of our readers.

True Stories of Touring, Trailer, Tourist Camping, Sports of all sorts, Beaches, Resorts of Rochester Area will be published each week.

Special mention must be made of Mr. and Mrs. Skinner, Local Distributors of the Covered Wagon, for their sincere effort in promoting the new popular trailer sport and their offer to assist in making this department a success.

With the summer sailing season in the offing, the thoughts of sportsmen are turning to Lake Ontario and a glorious reverie of acquiring a sun tan while cutting through the clean cool waters.

RAY WINEGARD building boats in his shop on Water St. . . Good ones, too . . . Turning cruise lovers green with envy over his on-coming 'round the world cruise in the ship of his dreams, Mistah RANKIN . . . Bon Voyage!! . . . Wondering where JOE FALVO will park his gorgeous boat this year??

Sailing over the fence for the first home run in the new Jersey City stadium went the ball that connected with JOHNNY HOPP's bat on his first official trip to the plate . . . Mayor of Jersey City presenting key of the city to JOHNNY for this nice going . . . St. Louis Gas House Gang missing RIP COLLINS velly much . . . RIP kayo-ing balls for Cubs these days . . . CUCCINELLO still holding out but itching to get in there and bring home the bacon for the Red Wings—at a better price, howevah . . .

By the "weigh" Central Y strong men taking 2 first and 2 second places in Niagara District weight lifting championship last Sattee at Central Y . . . Tuesday a big nite for EUCHERE players, SLAM RIGGIN's and TIM KELLY's boys battling for local championship . . . There's a big side net on th'round robin . . . Rain soaked grounds meaning inmay on golf . . .

Battling in the mud for soccer laurels, KAYPEES and BECKS 'n resulting in deadlock at 2-2 . . . IRVING CRANE, Rochester and Livonia cue star, attending dinner at Brass Rail held in hizzoner . . . CRANE finished fourth in world's pocket billiard championship play-offs held in N'Yawk . . .

"Shootin' HI!" . . . BROOKS AVENUE GUNNERS out-shooting Buffalo's KENMORE CLUB by score of 224-211 . . . Pin boy makes good! . . . ANDOLINO who set 'em up at Reynolds Hall winning 100 smackers in Class "C" championship roll off in Journal Classic . . . ANDOLINO also copping trophy donated by

## 40 Over 8

The fun loving boys are going to throw an Apache Ball that promises to be tops at the Armory Sateve. Vice Chairman Willis Kiggins reports that all arrangements are ready to make the affair the outstanding event of the year. 40 door and floor prizes are to be given away.

## Hot Flashes

MILDRED TURNER turning all eyes on her comely personality . . . Postmaster-pride-o'-Pittsford, H. HUTCHINSON . . . HENRY MOCK, of Clifford & Culver Ave. sector, top-notch grocer-man . . . One nice fellow, JIMMY (Red Wing office) MARTINS, getting ready for opener.

Comedian of the Wk.:  
JAKE EPNER

Sales Manager of Week, LESLIE BOGART, Archer Motors . . . Ford Truck salesman of week, ANGELO ROSE . . .

Brass Rail . . . Maple topping by the Women's International Bowling Congress continues at Buonomo's . . . Miss POPP leading with 1402 total . . . ELLA BURMEISTER of Madison, Wis., all-events and singles champ last year gradually coming out on top . . . These gals sure rock those pins . . . making one wonder what they couldn't do with a rollin' pin??

RBI "swingers" bowing to CLYDE tennis team who out-stroked them by score of 6-0 . . . Business Handball League of JYMWA meeting in play-offs . . . Which reminds us that Trainer DOC HURLEY will be missing those handball games with ex-prexy GILES . . . Mebbe Prexy FRENCH goes in for that sport thus affording competition for DOC.

BILL COX, new U of R grid coach, giving pointers to a bunch of hopefuls in fast-fast workout . . . Werhinks COX means business which suits us fine . . .

Coach LOU ALEXANDER's Yellowjackets ushering in baseball season with Syracuse U's big Orange nine . . . JIMMY WHITE packing terrific power in his blows and trouncing HUGHIE SMITH . . . Pub-lenty of grappling taking place at Convention Hall this evening as mat stars meet . . . Outstanding is ANDY RASCHER, collegian at Indiana . . . TOMMY CASTLE and HACK KREMBLE of KODAKS playing for SEAGRAMS, District League Champs . . . Looks as though Rochester's baseball menu card is packed with teams, leagues, and stars. Some feed for the ball-game lovers' appetite!!

## Hot Flashes

Old-time Baseballer, CHAS. F. MURPHY, played ball for Boston Americans . . . PETER SMITH, stand-out lawyerman of Webster . . . Farmer FRED METCALFE of Irondequoit sure knows his onions . . . Did the color of this sheet inspire PATRICIA MATHEWS to wear green nail polish? . . . No dictator would mind giving dictation to Sec. CATHARINE SEELEY . . . Tongue-twister: ROBERT RADDIE real real estate man.

Sense of humor of the week:  
JOHNNY SCHROTH  
(Aetna Insurance)

Artistic young lady recently presented parents, as anniversary gift, beautiful painting, JOSEPHINE GIOIA of the GIOIA magnates . . . Popular ork member, KENNY UNWIN . . .

## GAS and OIL

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Service With A Smile

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EASY TERMS  
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# OLD GOLD PUZZLE IN FINALS

## Old Gold Puzzles Tough In Finals

Here is the wind up of the OLD GOLD guesses and sorry we are that there are no more. Tho we have worn out two dictionaries and a set of encyclopedias in trying to arrive at the correct answers for the puzzles in the last series, we have had a lot of fun.

We ask our readers to send in immediately any differences that they may have with our suggested solutions so that we may pass them on to our other readers that are in this brain-busting nerve-wracking contest.

If our readers so desire and will indicate their wishes by calling Main 2718, we will publish all ninety of our suggested solutions next issue, May 6th. The dead line for your answers according to the puzzle rules is May 15th. Be sure and write in your disagreement with our choices to the FLASH Bldg, 6 State St.

We submit our guesses on 73-90 incl.

73... JOEL CHANDLER HARRIS... JO means sweet-heart... The L is on the pillar... There is an H on one of the columns and an ARRIS according to the dictionary are those little ridges that are on a column's edge.

74... SITTING BULL... The dictionary definition of SITTING plus the OX or BULL, gives the first choice with WALTER CAMP as a possible alternate... Wallow plus Undulating plus Camp-us or field.

75... JOHN LOCKE... Jock being the Scotch and Soda for JOHN and the very apparent LOCK of hair plus the E.

76... There are two plausible solutions from where we sit... JEAN INGRES... JEAN being sailcloth and INGRESS means going on or into... The other being SALADIN... Sail plus Din-na.

77... HOWARD PYLE... HO being the unuttered expletive stop... WARD to parry... and we get the PYLE from the peculiar shaped shield carried by the knight on the nag.

78... This slanged is DIS... RAI from raised... LEE sheltered spe... DISRAELI.

79... OLIVER WENDELL HOLMES... being an old booze heister we know that Dry Martinis have olives or small pickled onions in them. Hence the OLIVE... To make a mistake is to ERR... OLIVER... To travel around is to WEND and this coupled with the L on the boat, WENDELL... and we get the HOLMES from the dictionary meaning a group of small islands.

80... REGINALD DE KOVEN... "In the matter of" legally or Latinly speaking is RE... you guess about the GIN and the AL is in the conversation the D is alliterated and to adorn is to DECK and a furnace may be referred to as an OVEN.

81... CONFUCIUS... Governor Winthrop was the prexy of CON-necticut and Black wine grapes are lending us the FUCIAS.

82... This kid is a bit far fetched but looks like the nod... Let us know your reaction... DOLLY MADISON... The ladies are wearing DOLLY Varden hats... Lord Palmerston was noted for his quick temper and this lends us MAD and he was a SON of England.

83... ROBERT PEEL—Sauce Robert on fish plus baker's ladel gives us PEEL.

84... MIRTHIDATES is an old antidote.

85... FRANK STOCKTON... Candid is a synonym for FRANK... The barfly is wearing a STOCK instead of the conventional necktie... and 252 gallons of wine is usually put in a TUN.

86... JOHN NOBLE... J ON a bunch of cows or NO BULL.

87... ROALD AMUNDSEN—ARE-OLD lends ROLD—Can get the AMUN from Aman and SAN from more of the text.

88... GENERAL LAFAYETTE... General girl for housework and Lafayette is a butterfly.

89... Delving into the history of the Italians we find that GARIBALDI was carrying on his war in 1880 and the symbol of his troops was a red shirt.

90... CASSIUS a purple stain obtained from Chloride of Gold is undoubtedly CASSIUS.

Most of the lads and lasses gave the nod as HENRY CLAY and subsequently we heard of POCAHANTAS as being a contented hen... Now here is a new one, LIEF ERICKSON. You guess how.

NUMBER 74... Here is another change that was phoned into our very tired office. Try MORGAN DIX... There are a half dozen definitions in the dictionary for the OXEYE DAISY and one of these is MORGAN... The riding crop is the lead off for the DIX.

NUMBER 87... Here is a nod towards JACOB WASSERMAN... In looking up JACOB, we find it is derived from JACOBUS, which may be defined as STERLING, which in turn is defined as STARLING. The WASSERMAN is derived from the Anthrapoid Sea Monster.

### Editor Gets Raise On 'Old Gold'?

After returning from lunch on Friday aft. the following phone message was found on the w.k. desk among the litter of papers that are usually found on a fourth estater's desk:

"Another call for 'OLD Gold CONTEST!' Says she'll call later. Wants solution to 65 & 66.

Claims she is an ardent reader of the FLASH. Also, 65 & 66 have been bothering her but (underlined) she knows (underlined) that you are bright (underlined) and know (underlined) all the answers.

EDITOR'S NOTE: Thanks lady, have asked the boss for a raise on the strength of this. He never could tell where the editorial staff had any brains a'tall—

### OLD GOLD WRITES

Dear Editor:

Puz 67 Might be Kant (Can't) instead of Tobias Small-ef.

Puz. 72 Might be John Ring-ling.

(Ed. note) Might, I say. Yours are hte more probable, however, many thanks.

Yours very truly,  
J. H.

620 Humboldt St.

One of keenest political minds in this territory, MIKE CARIOLA.

### Old Gold Rumbblings 71

More possibilities on number 71. There is a suggested nod in the general direction of JOHN LAYLE... The singing gob is chanting a lay and the river's description fits the river LEE... LAYLE. The boy that is on the business end of a drink is drinking out of a demi-JOHN.

CARL LOTZ, the Joseph Ave. Hardware man selling electrical equipment a plenty.

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Famous for Sea Foods  
Main at Railroad. Free Parking  
"SPIKE" WILSON

**GENUINE LOYALTY**  
To Our Local Independent Merchants  
Is  
The Backbone of Local Prosperity  
**\$15 CASH PRIZES**  
To the writer of the most realistic Story on the subject of  
"Why I deal with my local Independent Merchant in preference to National Chains or Monopolies."  
The truth will protect our Local Independent Merchants



THE SCALES OF JUSTICE

The Independent Merchants	The National Chain Store
The Loyal Local Citizens	
COMPARISON	
The Independent Merchant Local Cash Investment \$3000-\$100,000 Money Remains in Rochester Buys Locally; Sells Locally An Established Asset to The Community Fair Dealings, Personal Service	The Chain Store Local Cash Investment ??? Money Leaves for Other Cities Buys From Other Cities

RULES—Anyone can send as many letters as they will—no limit. The management of the Rochester Weekly FLASH is sole judge and their decision is final in all cases.  
All answers must be in by April 30th, 1937

# Discouraged Widow Attempts Suicide

## Welfare Denied Alleged Sufferer

Widow commits suicide! Not a reality as yet, dear readers, but a sure prediction perhaps. Remember, coming events cast their shadows before them!! We would like to this event and its shadows blotted out before it is too late!!!

Threatening to commit suicide, a widow, sickly and subject to epileptic fits, resides in that part of the 15th Ward which borders near Lyell Avenue. She was given the dirty end of the stick by her husband who gave her a divorce but refused to contribute to her support. This was relief in a small way and she started building castles for the future; such as getting a job, a decent place in which to live, and some new duds as soon as she found a job.

Our story could end right here if the poor thing's castles hadn't toppled. Getting a job isn't easy nowadays and especially for a person in her condition. So the widow finally wound up getting re-

lief from the city. Everything was the nerts for a spell. She had a small kitchen and a tiny bedroom. She was happy, however, until a few of her neighbors, also on relief, became jealous. Stool pigeons they were. They reported to her investigator that she was having gentlemen friends and staying out with them all night. Result, he threatened to stop her relief check. The stupidity of it all! Here she was not only fed up on all men, after her first experience, but too ill to be galloping around with them. The FLASHman was told that she threatened to commit suicide recently because she could no longer stand the stool pigeons' rumors about her. A fine state of affairs for a person to be put in! And thru circumstances entirely beyond her control.

Relief in her case is imperative! Regardless of scandal mongers and rumor spreaders, this widow needs a helping hand! Before it is too late!!!

### MAYDAY KITE FLYING

The Veterans of Foreign Wars, mainly of the old 27th, are sponsoring a Kite Flying Contest for kiddies 8 to 18 at Polo Grounds, in Genesee Valley Park on Saturday, May 1st. Bet dads enjoy it, too!

## FLASH! EXTRY! EXTRA! SPORTING GOODS FREE

YOUR ROCHESTER WEEKLY FLASH, an organization of Rochester Business Men; in co-operation with local Sporting Goods stores listed on this and subsequent pages, has evolved a novel plan. Every boy, girl, and citizen of Monroe County is asked to help us make this program a huge success. We wish to promote wholesome, American sports; to help build Healthy and Mentally strong Bodies, and to Interest in Team Organization to give you the beneficial education of co-operation; keep off the streets and out of trouble.

In a recent survey, we have discovered that thousands of our youth do not have the chance to organize teams or to engage in our National Sports, thru the lack of good quality uniforms, and athletic equipment. This plan will make it possible for every youth in our country to get ABSOLUTELY FREE! HIS CHOICE OF BEST QUALITY UNIFORMS AND STANDARD REGULATION ATHLETIC EQUIPMENT, AT HIS FAVORITE ROCHESTER SPORTING GOODS STORES.

All that is required is your 100 per cent co-operation and the expenditure of the same amount of energy that it takes to play a nine-inning baseball game. All that you have to do is to organize your team; have them see Parents, Brothers, Sisters, Friends, Neighbors, Local Independent Merchants, explain the story to them and ask them to save you their copies of the ROCHESTER WEEKLY FLASH. After reading them, the top of the front page, cut under the date lines, will be saved, and can be discounted at the co-operating stores at 2 cents each. . . . This means that the ROCHESTER WEEKLY FLASH will donate 20 per cent of its gross income from sales. . . . This offer is good during the months of April, May and June. It is the duty of every RED BLOODED AMERICAN CITIZEN to help your own NEIGHBORHOOD YOUTH.

START WITH THIS ISSUE!!! Get your entire group to ask every citizen in your neighborhood to save you the editions. That's easy. . . . By the close of the contest, you'll have enough credit to get your Genuine Regulation Equipment.

No team can lose! . . . Each Front Page of THE FLASH will count as two cents. No amounts of less than 100 can be discounted. . . . GET BUSY RIGHT NOW AND GET THE CO-OPERATION OF EVERYONE IN YOUR NEIGHBORHOOD!!!

On Sale At All News Dealers

### Hot Flashes

Zippeel. . . ANN LELLA's new dress with concealed zipper. . . BABS BOLDT still designing her own clothes? . . . Hands you'd love to hold - those of FRAN ATCHISON. . . FRAN reminds us of BARBARA STANWYK sooo much. . . and sister PEG, sweetest thing this side of heaven. . .

Smiling peepers, those of CAROL RUBENS. . . Rejoicing over darling baby, PETER IACOBELLI and th' Missus.

**FISHER for fine Foods**  
Meats, Vegetables  
Groceries  
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Culver 30 — Culver 3678

**EHART'S**  
Grocery & Delicatessen  
436 SOUTH AVE. MAIN 7288

**Grocery and Delicatessen**  
LORETTA B. DEANE, Prop.  
489 South Ave. We Deliver

### SERVICE!!

We can offer you a real service on your problems, business or personal. Our staff, both male and female, are thoroughly experienced. No matter too small nor too large to receive confidential and efficient attention.

Why not avail yourself of a private interview without charge, at your convenience?

**The State Detective Bureau**  
Licensed and Bonded  
829-839 Granite Bldg.  
Rochester, N. Y. Stone 162  
Specializing in complete investigations of all natures.

### IT'S TRUE!

By Wiley Padan

**ROBERT ARMSTRONG'S**  
BOYHOOD AMBITION WAS TO BE A BASEBALL PLAYER. HE WAS BORN IN SAGINAW, MICHIGAN, NOV. 20. . . ATTENDED LAW SCHOOL AT THE UNIVERSITY OF WASHINGTON.

**DON ALVARADO'S**  
REAL NAME IS JOSE PAIGE.

**Patsy KELLY**  
WENT TO GET HER BROTHER A JOB WITH FRANK FAY'S SHOW, AND WAS GIVEN THE JOB HERSELF!

**LYNNE OVERMAN**  
WAS BORN IN MARYVILLE, MISSOURI. HE BEGAN WITH OLD-TIME MINSTREL SHOWS. OVERMAN MADE A BIG HIT in "Little Miss Marker".

**ROSINA LAWRENCE**  
CHANGES TO A SOPHISTICATED TYPE IN "NOBODY'S BABY". SHE SINGS AND DANCES.

**LYDA ROBERTI**  
WAS BORN IN WARSAW, POLAND ON MAY 20th.

New York, N. Y. — "IT'S TRUE! that Lyda Roberti speaks four languages and can converse in a half dozen others!" says Wiley Padan. "Also, Herbert Rawlinson, star of the silent screen, is seen as a radio executive in M-G-M's 'Nobody's Baby', the Hal Roach full-length feature."

Mysterious, Romantic, Thrilling,  
Sensational, Confidential  
Inside Stories of Real Human Interest  
NEVER BEFORE IN PRINT  
FOR THE PEOPLE — BY THE PEOPLE  
of  
MONROE COUNTY

## Cash Prizes

Everyone Welcome — No Red Tape  
No Entrance Fee

Write any unusual True Experience of Human interest in a letter of 1000 words or less in which you or any citizen of Monroe County had a part. Names of characters or writers will not be published unless by special request—all letters must be in the first person.

1st Prize \$25  
2nd Prize \$15  
3rd Prize \$10

Send as many letters as you wish—The Rochester Weekly FLASH, Inc. will be sole judges and their decision is final in all cases. No manuscript returned. Contest closes June 1st, 1937

# CHAINS REFUSE STARVING FAMILY

Rochester Public Library  
115 South Avenue

# WIFE CAUGHT IN DOWNTOWN LOVENEST

NIGHT CLUB GUIDE

10¢

FEATURE NEWS

# ROCHESTER FLASH

SPORTS THEATRES

WEEKLY

STAGE SCREEN RADIO

Vol. 1—No. 18

ROCHESTER, N. Y., MAY 1, 1937



# Ghost Screams In Graveyard Vault

(See page 3)

## Flash Traffic Safety Campaign

DOES YOUR LICENSE  
APPEAR IN THIS EDI-  
TION?

Have you been chosen by  
THE FLASH as one of the  
five SAFEST AND MOST  
COURTEOUS DRIVERS  
OF THE WEEK?

If so, your license num-  
ber will appear in Hot  
Flashes of this edition  
and upon coming to the  
FLASH office you will ob-  
tain an order for a carton  
of cigarettes, on the near-  
est Independent Drug or  
Grocery Store near your  
home.

# ROUN' TOWN IN POLITICAL BOAT

(See Page 2)

## LOVE IN BLOOM

He met her in the meadow,  
When the sun was sinking  
low,  
And they walked along to-  
gether,  
In the twilight afterglow.  
She waited patiently,  
Until he lowered all the  
bars,  
Her soft eyes were bent up-  
on him,  
As radiant as the stars,  
She did not stop to thank  
him,  
In fact, she knew not how,  
For he was just a Farmer's  
boy  
And she his father's cow.  
Selah.

If you were brought up in the  
wide-open spaces DON'T shut the  
door. We want you to feel at home.

**Sporting Goods Free—Page Eleven**  
**Outing and Resorts Page Nine**

# SUCKERS BITE ON CUT-RATE DRUG ADS

(See Page 6)

FEATURE NEWS

10¢

NIGHT CLUB GUIDE

## ROCHESTER FLASH

SPORTS THEATRES

WEEKLY

STAGE SCREEN RADIO

Vol. 1—No. 19

ROCHESTER, N. Y., MAY 8, 1937

# PUTRID PASTRY POISONS PEOPLE

(See Page 2)

## Hot Tip on Kentucky Derby

PHOTOGRAPHS

## RESTAURANT BILKS BABES

(Page 3)

## BEER PRICES SOAR

## Lewd Pictures

Last Friday nite the poor little patrol wagon was forced to work overtime, when the coppers raided a lewd picture joint on State Street. Whether or not the pictures were indecent we don't know, (didn't have a ticket to get in), but some of the boys who were over there, claim they saw the same pictures in the service and at that time they were called

(Continued on Page 2)

## Punch-ed Again

Again the third ward in full revolt against the Re-pub dynasty of Charlie Punch. This time the ladies went to town and called a meeting of their own at which the Punch-ites were conspicuous by their absence.

It has come thru the grapevine (and wouldn't Charlie like to know

where the leak was) that the little ladies of the not quiet third called a meeting and under the leadership of Ophelia Johnson a nominating committee has endorsed Leo Minton of the Troup Street Mintons who has been long in the public eye, for supervisor of the third.

(Continued on page 2)

## Mickey Finn New Champ

If ya think that the Baer-Lewis-Braddock melee will decide the champ tough guy of the world, take another guess!

The toughest guy in these here United States is a little shrimp called Michael Finn. He's called Mickey for short and is known to every barfly, bartender and practical joker in the land. Mickey is so short that he is insignificant even when carried in the palm of your hand, yet a left hook to the breadbasket is child's-play compared to the long count that Mickey packs. Mickey is as quick as greased lightning. No long drawn out affairs for him, no sir! His name is three step Mickey. Once he feints his way past your

(Continued from Page 3)

## MISSING PERSONS | CASH PRIZES

MAY 12 1937

# POLITICAL FIREWORKS

## PUNCH-ED AGAIN

(Continued from Page 1)

We all know that there is no love lost with the few remaining Punchites and Minton faction and it looks from the editorial rooms that Charlie has his political back against the wall in a losing fight. After the business of this pseudo-secret meeting had been transacted and Mr. Minton had guaran-

teed himself the backing of the all important women's vote, Judy Weiss and Tom Broderick were called in to address the ladies. Wonder if Tom is wise to the true situation in the third? The ladies sure tied the w.k. can on his choice for County Committeeman from the Third.

## SEXY MOVIES BRING MARIA

(Continued from Page 1)

educational. Evidently the powers that be had never been to Nicaragua or Haiti.

The boys who were caught are squawking loud and long, it seems the poor little patrol wagon had to make about ten trips and the boys had to stand in line or walk. But the biggest yen they have is that others have gotten away with the same thing many times, and also the fact that a certain gambling joint can operate within a few blocks of a precinct without ever having the embarrassment of

a little patrol wagon pulling up in front of the door.

We don't know what it's all about, so we pass it on to you for whatever it may be worth. So long little chicadees, we'll see you all at the next picture show, maybe indecent—maybe not. The Flash is trying its very best to clean up all joints. We welcome your tips, and will print any bonafide case of gambling, chiseling or what have you. Call us any hour, day or nite and we'll be there with a FLASH, if a story is in the offing.

## These Red Wings!

(Based on '37 Lineup)  
Would JUELICH your best g. f. go home alone? KRIST SMITH wouldn't! He promised he'd WALKER home.

While HOPPING along, they came to POL-AND he tried to CRAB-TREE kisses from MAR-ION. With her STURDY hand she tried to slap him but he CROUCHED down.

"What do you think I am, the BLAIRney Stone?" she asked.

"AL-STON are forgiven!" he replied. "Are MY-ERS red tho'! But I am convinced that you are the ROETT-GER-I for me. All SCOFF(ic)ing aside, sweetie pie. Mebbe I'm not the TAYLOR type but I could pass for his SUNKEL."

"Guess I'm an old-fashioned GILBSON girl," she blushed.

"JUDD-up twostie!" he said. It wasn't baby-talk tho—He had a cough-spell coming on.

"You have some KAUF-MANN," she said. "Can I help you any?" "You are a KLEIN-KE-d," he stammered. "O'FAR-ELL the gold in the world, I wouldnt part with you!!!"

## Hot Flashes

Offside to CAROL (County-Acct.) KRESS, hear that a lassie tagged MILLIGAN is giving the w.k. dog-eye . . . To FRED A (Goodman Strasse) BOAS, Koda-cutie . . . Do you really want to go steady, or are you pulling a gag . . . BOB MOSER liking his dog

## Early Bird Limerick Contest

Here is your chance to win a carton of cigarettes or the Grand Prize of a Philco Radio

Cock Robin blew into town last week, full of fuss and bustle. His cheery notes and go-getter spirit gave The FLASH inspiration for a new, vivacious, interesting contest, all based on the Early Bird idea.



Spring is in the air, suggestive of poetry. So why have a bang-merick contest, based upon Cock Robin

### RULES

(Continued from Page 12)

less the name of the contestant be legibly written in ink on the entry blank.

Any contestant may submit as many sets of the sixty puzzles as he or she chooses, provided the same are properly qualified and each will be judged as a unit, but no person will be allowed to win more than one prize. When submitting more than one set of puzzles all of the fifteen weeks solutions must be submitted and identified as series A, B, etc., and each series MUST be on a separate Entry Blank.

Back numbers of THE ROCHESTER WEEKLY FLASH may be obtained at the office, 6 State Street, for the benefit of those who may wish to enter the contest after the first week.

### IMPORTANT!!!

ENTRIES WILL ONLY BE HONORED ON FLASH OFFICIAL ENTRY BLANKS!

Recovering from the mumps: CHARLOTTE EDWARDS (WHEC-ccer)

### Hot Flashes

Hairdress worth envying, RITA RUFF's . . . Where does LILLIAN PALMGREEN do her warbling now? . . . Blue seems ROSEMARIE D'AMBRA's favorite color . . . BOB CAVALL covering town in a Rolls-Royce . . . Enjoying army life to a T, JIMMIE HILL . . . Lakadaisicaly strolling during noon hour, BUD HUDSON . . . Hurrying home to dinner, CHARLOTTE GUNTERT . . . Good-natured B. of Ed. stenog., ROSE FISCHETTE . . . Ideal of many girls' club director, MARY MANNING . . . BUD DOLAN mighty proud of the iron hat . . . Missus AMANN just SIS to hubby BILL, health ed instructor . . . ED BITETTI being tagged OK referee by hi-scul youngsters . . . Blonde-some beauty, ESTHER STONE . . . "Boo Hoo"ing it, LOUISE BOMMATTEI, golden-voiced lassie . . .

Building swell boats: WINDY WINEGARD (Raywin Boat Woiks)

Mosta and besta Orchids to CHARLOTTE SENNETT and CORRINE CALLAHAN, still doing their bit in flood-stricken areas . . . Life begins with baseball season for RED SMITH . . . Hoofing and aloof-ing it, GEORGE MOD-RIDGE, Jr. . . . Beau Brummel of Lake Avenoo, JAMES MANGANO . . . Looking younger and younger every day, MAE LIGHTHOUSE.

Readying for sailing season: PERRY ESTEN (Radio-wizard)

Brunette a la Wally Simpson: ANNE WISHMAN (Wishman's Vendomatic)

PRESTON HODGE of YMCA fountain going ga-ga over certain Auburn gal tagged COLLINS . . . Veddly cute: bunch of posies sitting on IRENE RIESS's chapeau. Drinking a hotsy-toast to RICHARD (Capitol) O'GRADY, liquor salesman of wk. . . DICK (Kodak) MARRIOTT still going strong—taking boys over th' hurdles. Are they sore!!! Keep it up, DICKIE! . . . Phu-lenty popular with shoppers JOE (Spencer Mkt.) DEFRANCESCO . . . Fills orders in a FLASH.

Handballer of the week: BOB VAN VORHIS (Sculptorman)

### Winners of the Early Bird Contest

The persons listed below will please call at FLASH office, 404 Elwood Bldg., on Monday, May 10th, and upon proper identification, we will present them with a carton of cigarettes.  
JOHN W. SANFORD 17 Farrington Pl.  
E. L. COMINS, 119 Granite Bldg.  
LOIS BUSH, S. B. Roby Co.  
R. H. LAIDLAW, 111 S. Plymouth.  
VINCENT DePAUL, Mendon, N. Y.

everyone has done it at one time or another. But all you have to do in this contest is to WRITE A LAST LINE to the one printed here.

The Rochester Weekly FLASH will award a carton of Cigaretts to each of the five writers of the best lines submitted each week.

The contest will run for eight weeks, a PHILCO RADIO to be awarded to the writer of the best last line submitted during the entire contest. Contest ends midnite, May 15, 1937.

### CONTEST RULES

1. All entries must be made on the coupon printed below, accompanied by the picture of Cock Robin busy at his worm-pulling, with the Limerick and its missing last line filled in.
2. Entries must be signed by contestants in space provided, with address added.
3. Originality and appropriateness of last lines will count in the judging. Names of winners and their last lines will be printed in the FLASH each week.
4. Entries for each week must reach the FLASH not later than 10 a. m. on Tuesday following date of issue.
5. Judge of this contest will be the managing editor of the FLASH.

GRAND PRIZE: PHILCO RADIO.

WEEKLY PRIZES: One carton of cigarets to each of the five best lines written. Winners to call at FLASH office for cigarettes.

### CLIP COCK ROBIN AND GET BUSY.

Cock Robin a sprightly young duck,  
Pulling a worm from out of the muck  
Said the worm with a grunt  
It's an h--- of a stunt

LAST LINE: \_\_\_\_\_  
Name \_\_\_\_\_  
Address \_\_\_\_\_

### Flash Safe Driving Winners

Will the owners of the following license numbers please call at the FLASH Office on Monday, May 10th, 1937, and upon showing registrations they will be presented with an order for six gallons of gasoline at an independent gas dealer: 015970 . . . 3M 45-69 . . . 4M 36-76 . . . 1M 91-88.

## DEPT. STORE SHYLOCKS GYP RESTAURANT HELP

Here is a little tale that is getting so familiar that we are tempted to set it to music. Up in a w.k. department store the little tray toters were given a small raise, not that they needed it because they were making all of seven dollars a week. Of course, we all know that seven a week will buy mink coats and support the little ladies in the manner in which they enjoy being supported.

The little lassies were given this munificent pay and also were fed at this w. k. green restaurant. Which if figured

out in actual simoleons, would net them about ten or twelve per depending on the size of their appetites.

With the threat of the C. I. O. and the A. F. of L., the department store dug down in their britches, cut the cobwebs off of their wallets and gave the gals a raise. They were elated, but when it became meal time they soon found that all wasn't as rosy as it seemed because the grasping department store charged them for their not too good grub. Which all goes to prove, "No matter how you slice it, it is still baloney."

## MICKEY CHAMP

(Continued from Page 1)

alimentary canal he gives you three steps to make your destination. Three steps and down and out.

You haven't really lived, until you've met up personally with Mickey. One little experience with this baby and you'll never be the same. Even the mighty John L. Sullivan, the toughest guy that ever breathed took off his hat and doffed it to Mickey, the story goes John L. was so taken back by Mickey's wallop, that he buried his old clothes and bought an entire new wardrobe. Mickey's primary function in life is a physic for horses, and even the poor nags take an awful beating from him. Amen!

## AROUND TOWN

While covering the bars the other evening, ostensibly for the paper, your FLASH reporter noted that the drinkers assumed a stance or posture peculiar to their favorite bar club for instance in Brownie's Man. Well in the early eve, the boys stood very straight and seen them out stretched looking very much as if they were pleading with Jimmy for a drink on the house but of course that wouldn't be logical. We paid for our drink.

Moving across to the Mecca we find the patrons in a curious crouching position over their suds and the only explanation we could find was the fact that the gent's powder room is in the next block. Had two beers.

Meandering over to Cutali's we found the fermenti curiosa known as the walking tipplers. These funny little people stroll up and down the bar sipping from time to time the juice of the grape. They got in our way to much so we left them after being tripped and spilling a glass of port down a waiter's shirt front.

Back to Allard's and everyone so friendly we stopped to talk to a gorgeous blonde and got rapped over the knuckles by teacher Fred Allard. One Tom Collins.

Way out to the Hollywood where one meets the elite that is to say they never pick the cherry out with the fingers but throw the head well back and let it roll into the mouth. These are drinkers who know their manners and always sit down before they drink their third Side-car and lie down after their sixth. One sherry, one Collins and one high ball . . . we think.

Return to Brownie's and tripped over the welcome mat sliding gracefully into third but was caught out at the first cuspidor. The boys we left standing there like little soldiers are now riding invisible horses that is to say their legs are badly bowed, heads thrown forward and clutching the rail like a check rein. It seemed very foggy in there so we also climbed on a horse and lunged away from the barrier right into the arms of Art who wheeled us away until another and brighter day.

## PASHY-PREXY

The certain large bank Pres. looks the part of a good Romeo when he had the crop of pretties hugging and kissing him a short time ago, and if or not, some liquid was the cause, we are not able to learn, but we feel that if the Mrs. saw the scene, she would be nearer him when these parties are held. Here's hoping that the girls had the same kick out of the party that our reporter did.

## RED HOT FLASHES

Swelegant Beauty Shoppe operator, DOROTHY MCGINNIS . . . Mystery!!! who broke HENRY SPRAGUE's alarm clock??? . . . Up-coming writer: DOROTHY NERACKER . . . Arm in arm-ing it, ORESTES PILATO and th' Missus . . . Forgotten ole war horse of the Democratic Party, MATT CUNNINGHAM . . . Are MARTHA HULEK and WALT ERSKINE still affervassing?

CARL WATERS, genial mixologist at Seneca Terrace . . . BELLE MESSINGER, sophistication plus . . . Plumber of week, WALT RODENHOUSE . . . Best bet for Hollywood, VAY (It Happened In Rochester) STONEBRACKER.

Doesn't like to be called Sarah:  
FLORENCE HOLLIDAY  
(Ball Player)

Mis-placed-eye-brow lovers, attention! . . . JOE OCA sez that 'n order to keep a mustache looking neat, it requires a sharp razor and shears and patience . . . May-walking, CHAMP LUCIANO and MISSUS . . . Is MARY WILLIAMS taking things too easy? . . . Lovely to look at, DOT (E.K.) ROSS . . . Did CARL WILLIAMS find the things taken from his trousers by the burglar??? . . . MARGARET SERAW featuring machineless permanents . . . Can it be? Can it be? . . . Did Jonas Whale get hold of GEORGE

HUNT of Joseph Avenue Station? . . . Who's the 'pretty', D. SCHOENACKER?

### Margaret's Beauty Shop

featuring Machineless Permanents  
974 E. MAIN MONROE 4848

### Smalline's

— for —  
PRESCRIPTIONS  
Ridge, cor. N. Clinton  
GLEN. 4649

### TALBOT GROCERY

102 Spruce Ave.  
Gen. 1141 Gen. 5121

## HOT DOG!



"Hot dog!" exclaim the customers when they find your establishment serves up the very finest grade of dance music available in any part of the country. The world's most popular band is ready to visit your store without charge and make an indefinite stay through the medium of the famous Mills Amplified Phonograph—Thrills the Crowds—Produces Rich Revenue for the Store.

FREE Installation Anywhere

## WISHMAN'S

Vend-O-matic Service

CIGARETTE VENDORS  
PIN TABLES  
HARRY WISHMAN  
PHONOGRAPHS  
Phone—Main 7547-8687 any time 210 Court St.

## IT'S A HIT!

OUR NEW ZEPPELIN BAR

## WELCOME RED WINGS



We Invite you to

## NUSBAUM'S CASINO

25 STONE ST.

"Where the Baseball Fans Go"

Sensational Floor Show

MAC McOMBER EVERY  
And His Rhythm Kings NITE

### CALL STONE 1232

Have Your Garments Cleaned

LOWEST PRICES WITHOUT  
SACRIFICE OF QUALITY

ARTISAN  
CLEANERS & DYERS

Where Dry Cleaning Is an Art  
815 PORTLAND AVE. Cor. Lux St.  
Call and Delivery Service



WE CALL  
& DELIVER

# FAVORITE BREAKFAST— A SOFT ROLL WITH HONEY

## INSIDE AND LOWDOWN

Theodore Hymon, demon druggerman from the Triangle Drug company, going in for the FLASH anti-Chain campaign in a big way . . . Added swell sense of humors, Herb Senger gaz-tycoon of the Lyell Glide sector . . . Will the driver of 3M-45-69 please call at the office and receive that deserved reward for safe driving???. . . Sally Spector back in her ball togs again and are the boys glad to see her in such fine shape . . . Fay Ford, Sagamore Manicurist, waiting impatiently for the Red Wings to arrive . . . Wonder who will be the lucky player . . . If the Wings don't go a little better the boys will be out at the opener with a bunch of rotten eggs.

Koee (Atlantic Refinery) Ordway at the beach for the summer . . . Party tootsies please note . . . Iris Hay of the Odembuckery still that-away over Micky McCoy . . . must be some kind of a record . . . Offside to Helen Boucher, H & B pretty, what is that power you have over all those legalities? . . . Al Rudner, popular third ward druggerman passing out the cigars . . . reason that little bundle from heaven.

Add eyes that send cold shivers down our back those of Ruth Davidson . . . Does the lassie that scratched the back of Bud Roessner's neck work in Convention Hall???. . . Aside to Joe, Don't be so jealous when Orky Friedman brings your gal tagged Florence home . . . There is nothing to it . . . No wonder all the boys turn their heads when Virginia Woods goes by . . . she wears such nice jerseys . . . Nice gal, too.

Pauline Kull going dreamy-eyed over a handsome lawyerman . . . Could the first handle be Milton, Pauline?? . . . Detectiveman Smylie seen . . . What's become of Chuck Callihan's gal tagged Sally?? . . . Al (Wishman's) Bassani copping all records for installing new records in the w.k. moosick boxes . . . Jack Camman seen rod in hand on the banks of those trout streams.

To Art Brown, never mind nobody ever has seen you out with a blonde and offside to the w. k. gal friend, don't take stock in any of the not too practical jokers rumors . . . Freddie Lashier getting the old bus back in running order and doing a swell job on the new revolving glitter ball at Allards. Charlie Helberg recovering from recent ailment and greeting the lads and lassies at the w. k. spot.

Fred (Fincherman) Bloomer readying the yacht for the Sunaft launching . . . Thanks for the invite, Fred, we'll all be over . . . Moey Manson entering the distributor's hall of fame by winning all circulation prizes . . . Greetings and congrats, Moey . . . Red Hot News!!! . . . It is rumored that Paul Dean will be in town to do a little pitching for the Wings

Romancing between Karl Goeying and the nifty blonde Opal (O.K.) Knight getting so warm that we expect wedding bells in the offing . . . Georgie-Porgie Rice readying to throw the fatal hoop over that certain finger early in June . . . Love must be everywhere . . . Offside to 4-M54-98, please call at the office and receive the marbles for the safe driver of any week. Wonder who is that East Avenooer who paid that same check at a w. k. clubberly four times with no protest and still wanted to know on leaving if tab was paid?

Orkman Dick Mansfield leaving the Seneca Sippery for the Ten Eyck in Albany, with Bobby Lyons taking his place . . . Dick George tying the knot with the R.G.H. pulsetaker tagged Anne Winkhaven . . . Aside to Grace Barton, stop sticking your tongue out at the FLASHMAN'S Gal!!! . . . Not driving safely . . . going too darned fast and taking the corners on two wheels, 1M-94-96 . . . Aside to motorman 552, stop ringing that damned gong.

### Safety Angle No. 8

Whatinell is the hurry?? Too many of Rochester's drivers drive around the streets of our fair city as if they were going somewhere. In the interest of common decency let alone the safety angle, why must drivers do their best to beat lights or after lights have started to change? Why must drivers try to sneak thru? Motorists, put yourself in the shoes of an auto-dodging pedestrian caught between changing lights with autos coming from all sides, and motorists, don't forget that the coroner each day asks those stiff on the w.k. marble—"Whatinell was your hurry, Buddy?"

Sundeve saw all the clan Cutali and their friends assembling in the Sotterraneo on Broad Strasse . . . Confirmation party for Guy's dottah Melina . . . Little Diane doing some mean warbling . . . Highlight of evening's fun, the broom dance, recommended as the party mixerupper and pepperupper of any week . . . Swell buffet supper, swell company and sweller wine.

Sam, the great Petite, giving little Eva a moonlight ride, alibi was a cup of coffee . . . Gilbert (Champ Ping Pong Player) Hess not so hot since a certain amateur took him in tow . . . Beatrice (Murray Theatre Cashier) Tishkoff, making her debut in the FLASH . . . Walter Keyes, elbowing his way thru the throngs . . .

Add swell acts the Three Dexters doing novelty dance number all on rollerskates . . . Can get

hunting and fishing license at Davis Sports Store, 174 Main St. West . . . Wonder who's the little lassie that Ken was kissing down Allard's way???. . . Dancerman of the week, Guy Cutali, would be real good in the Italian Folk Numbers if would lose a bit of poundage . . . added Old Gold Fans, M. A. Millspaugh and P. V. Swan of Bath, N. Y. . . . Ken Punnett getting the vote as magical man of any week.

Flash . . . Jim (Waldorf Manager) Wilson left Tues. nite for England, to see the King's coronation . . . Jerry Beauchesne bought a 60 buck suit to act as manager in Wilson's place . . . George Dilger, Insuranceer de luxe, proud grandfather of 8½ pound boy, is he chesty or is he chesty? . . . the Arthur Greeber's celebrated their first Wedding Anniversary, May 1st (Sat.).

Bernadine Thomson and Norbert Hoffman burning up the asphalt in that new car . . . Nil Santillo and his Musical Commodores went to town last Sat. nite . . . with the aid of the ever popular Edna Miller and Dinez Lewis . . . Did you ever notice Missus Frank Perry's profile . . . she looks more like Gloria Swanson from that angle than Gloria herself . . . Herb Bradley and the charming Missus were seen dining at Cutali's Sat. nite . . . the Missus displaying the latest in Millady's finery . . .

This week's gasoline pumper-upper goes to Burt Walker of the Dewey Stone sector . . . A Baker of the Cameron Strasse Bakers winning a Cocktail Set at that w. k. bango party Satey Marie Hauser copping a dresser set . . . Eddie Forest returning from Veteran's Hospital in Batavia . . . Glad to see you back Eddie.

Tinkering around cars, Garageman Sam Muscatari . . . Don't fail to see that window at mid-Main dept. Store . . . Betty de Wolfe looking very cutish at Max Nusbaum's Zeppelino . . . To Jerry Merkle, pop A.D.T. exec. . . Better get out to Sodus pretty soon your favorite, finny friends are that way over the worms . . .

A christening over WSAY at 10.45 am Saturday morning, May 8th when Burt Walker of Walker's Service Station sponsors a new program over that air-wave. This broadcast will be of especial interest to residents of Greece and Irondequoit . . . The name of the program is "LUCKY STARS" and Francis Ballard will be in charge of the Drama with Herb (columan) Hart of Advertising Associates handling commercial end.

Three little PIGGIES went to market, and purchased a machine to raise hair on baldies for their near Eastman Theater Barber Shoppe, Long John and the balance of the Pignatos, play Soft Ball every Sunday, and are stiff all week.

### SUSIE

By Lawson Swanson



WRITE OR PHONE US YOUR NEWS



## Hot Flashes

Expecting a blessed event, TONI ROBERTS (Mrs. JAMES GALO of Avery St.), Rochester's famed songbird . . .

**THURSTON MARKET & GROCERY**  
Gerbers Market  
398 Thurston Rd.  
Gen. 917 and 918

**Pagano Grill**  
302 SCIO ST.  
SPAGHETTI 25c  
Old Time Square Dances  
Friday and Saturday Nights

**Heath Thurston Road Pharmacy**  
517 Thurston Rd.  
CENTRAL PHARMACY  
Open All Night

**CAMPBELLS DRUG STORE**  
Prescriptions a Specialty  
272 Arnett Blvd.

**"BEECHERS"**  
Dependable Foods  
1513 SOUTH AVE. Monroe 61

**TAXI?  
CALL FOR LARRY**  
Safe—Courteous Driver  
MAIN 404

**Litchfield Grill**  
408 WEST MAIN  
**PIG ROAST**  
With All the Trimmings  
Sunday, May 2nd

**F. REITANO**  
Grocery and Market  
315 CENTRAL PK.  
We Deliver

**Chili Ave. Grill**  
MUSIC AND DANCING  
Fish Fry—Fri. and Sat.  
491 CHILI AVENUE  
Free Parking in Rear

**LEVIN'S**  
Fruits, Vegetables, Meats  
1525 LAKE AT RIDGE  
Phone Glen. 305

**Dance AND DINE**  
Delightful people come here nite after nite. Why not you this nite?  
2 FLOOR SHOWS EVERY NITE  
FEATURING MUZZY'S DIXIELANDERS in Dance Rhythm  
**Lang's Garden**  
330 North St. - Main 7983

## A Day in the Flash Office

8 a. m. Phone rings . . . no answer . . . why do people call up in the middle of the night?  
9 a. m. Office boy opens up and tries to awaken the staff . . . fails . . . takes ice from cooler and places it on his own head.  
9:30 a. m. Phone rings . . . no answer . . . office boy fell asleep.  
10:00 a. m. Phone rings . . . boy answers . . . stenog saying she will be half an hour late.  
11:00 a. m. Boy kicks staff awake to make them put on pants before stenog arrives.  
11:30 a. m. Staff semi-conscious now as girl arrives and leaves for powder room.  
12:00 noon. Phone rings . . . no answer . . . everyone out for breakfast at the Sign of the Red Apple.  
1:00 p. m. Ph. rgs., no ans.  
2:00 p. m. Ph. rgs., no ans. Staff at Brownie's trying to decide whether to go to work or the ball game . . . toss a coin . . . head work and tails ball game . . . comes heads so keep on flipping until tail.  
2:30 p. m. Back to office to get hats and put sign on door saying at ball game.  
3:00 p. m. P. R. no answer.  
4:00 p. m. P. R. no answer.  
5:00 p. m. P. R. no answer.  
6:00 p. m. P. R. as staff enters . . . everyone talking about game so don't hear it.  
6:30 p. m. Staff hard at work . . . phew.  
7:00 p. m. phone rings . . . no answer . . . downstairs getting pick-me-up.  
8:00 p. m. Back at work.  
9:00 p. m. Phone rings . . . Ed. answers.  
Q. Who is it?  
A. Why . . . you . . . . . blankety . . . blanks this is the printer. Don't you know you go to press to-morrow . . .  
GOSH.

## Re-Vues & Pre-Vues

### Rochester-ing Palace-ing

The most ruthless racket ever . . . Seeing the newest and most . . .  
the vicious loan shark mobsters! . . .  
... who squeeze millions from the innocent public every year! Exposed to the American people for the first time in Columbia's fearless drama, "I Promise To Pay," featuring Chester Morris, Helen Mack and Leo Carrillo, showing at the Loew's Rochester Theatre.  
A daring, dynamic drama unearthing startling secrets that will make the master minds behind this shocking crime syndicate cringe with fear when they learn that their closely guarded scheme of organization is known . . . and revealed!  
Exciting entertainment when the young clerk dares to testify against the huge racket ring at the risk of his life!  
Also "Woman Choses Man," with Joel McCray and Miriam Hopkins.

## Hot Flashes

Svelte shoes with toes a-peeping out, those of GINNY STEDMAN . . .  
Sign of the week (in State St. Restaurant): "If you think your steak is tough, imagine how tough it would be if you had no steak at all" . . .

## Hot Flashes

Veddy, veddy ambitious is FLORENCE EVERSHED . . . What with Spring in the air?? . . . KID BANANAS back from his spree on the coast—Rochester to Buffalo?? . . . Hearts, divided it seems between WILBUR EMMA and LOUISE LEONE . . .

**NOW A GOOD PLACE TO GO ANYTIME—**  
**STATE GRILL**  
95 STATE STREET  
BEER WINE LIQUORS  
LEO WALTERS C. W. RYAN  
featuring  
BROILERS AND STEAKS

## Sporty Spiel

"Welcome Home, RED WINGS!!!" . . . Here's FLASHING you the most 'n besta greetings of the season 'n may your victories be many . . . So many in fact, that you'll bring home a pennant for PAPA ROCHESTER . . . How about it, boys?

Rochester professional drivers entering Caledonia Auto Races on Sundae, May 16: PAUL GERZSENY, EDDIE COX, DON DAVISON, LOUIS HEARD, BERT MORRISON . . . Good luck, fellas!! . . . MC-CARTHY birds winning first and second place in pigeon race . . . TILLY (Welter-weight) BELLUCCI bowling to JIMMY (N'Yawker) WILLIAMS.

Puh-lenty of trouble will be in store for DAW'S Satdeve under K. P. lights when they play ball with B. A. SPEEDYS a "corky" team according to the spicy line-up . . . Qualifying for national PGA title chase, EARL ROWLEY and CHARLIE BEMISH, ace golfers.

Bowling over with bowling news are the papers these days . . . Women's International Bowling Congress still going strong . . . MAE NOLL bowling 631 to take the lead . . . GEORGE ANGEVINE scattering the pins for 713 score 'n winning first place in City Tournament . . . Leading the doobles by a 1240 score: CHAFFEL and KNAPP . . . Real team work we call this . . . going of the FRISCH FIVE—bowling 2650 and walking off with top honors . . . Eleven Rochester five-men teams hitting prize money in American Bowling Congress—CRANDALL LUNCH, finishing in 164th place, receiving \$59 for efforts . . . Nice going!

## Hot Flashes

Walking down State Strasse 'n wearing a white uniform, MARY MORELL . . . Who is the gal EDDIE GREGG hangs around with?? . . . Trip-ing it to the altar, PAT O'LEARY and MARION LENHARD . . .  
DORIS FOSTER still giving HERMAN PARIS a break . . .

- Now A
- New Swing Band
- To Make Your
- Evenings Here
- More Enjoyable

**Brownie's**  
MARBLE BAR  
& SUPPER CLUB  
63 State St.  
Select - Entertainment nitely

**SENECA TERRACE SUPPER CLUB**  
1083 DEWEY AVENUE  
BANQUETS - PARTIES our specialty

**NEW DAZZLING ALL GIRL REVUE**  
Singers, Dancers, Funsters, a Bevy of Beautiful Girls in Glorious Entertainment at Its Best

**NO COVER CHARGE**  
Elevated Dance Floor  
**SENECA TERRACE SUPPER CLUB**  
1083 DEWEY AVENUE  
COR. RAND ST.  
1 Block before Ridge Rd

**ATTRACTIONS**  
**STONE 2044**  
FOR Every Form of Entertainment  
"The Office of Distinction"  
**Mutual Entertainment Exchange**  
ARTHUR ARGYRIES, MGR.  
Loew's Theatre Building

**"MY FOUR KENTUCKY DERBIES"**  
—By Col. Edward Bradley.  
The only man to have owned and bred four Kentucky Derby winners reminisces for the first time in print, and gives you an inside tip on the 1937 Derby.

**"A MATTER OF PRIDE"**—By William C. White.  
Another of the German undercover stories full of thrills with present day Berlin as a background.

**"THE GREAT GOLDWIN"**—By Alva Johnston.  
A wonderful story and some exclusive pictures of the most fantastic citizen of the Incredible City Hollywood, California.

The Best Diversified Features — Every Week.

May 8 Issue NOW ON SALE **THE SATURDAY EVENING POST 5c**

### Rochester Weekly Flash

For the People and By the People Who Want the Truth

Published weekly by Rochester Weekly Flash, Inc., at 6 State Street, Rochester, N. Y.; President, Harold Dingman; Vice-President, Charles Schewe; Advertising Manager, Scott Wilson.

For Advertising Rates Call—

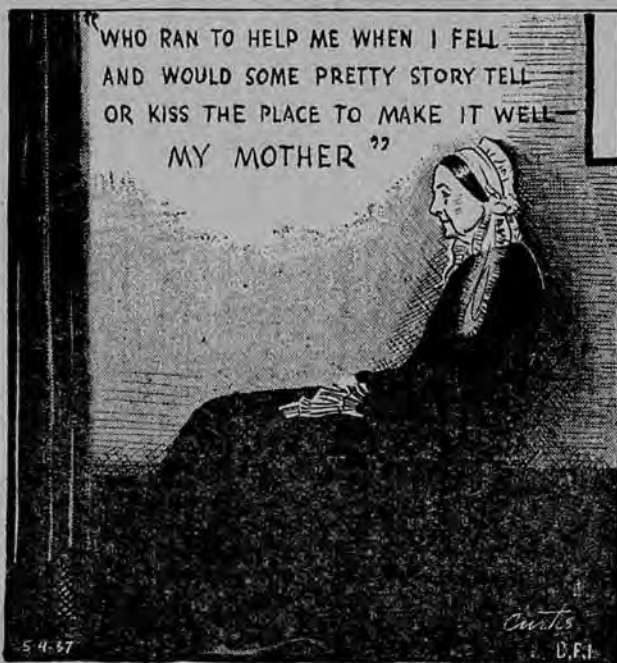
MAIN 2718

MAIN 2719



Build prosperity by supporting your independent Merchant.

## MOTHER'S DAY



Mother's Day. It is quite appropriate that we designate one day each year to our mothers, most of us are too busy to think of her other days in the year. When we were small, (we really never grow big) she not only gave us her entire day and every day of her life, she also gave us her nights, as well.

Milton East of us don't really appreciate our mothers, we think we do, but, we don't. The day of judgment comes all too quickly and then busy people though we are, we take time off and awake to the fact that the one person in the world who understood us, who listened to all our troubles, who gave us everything she had, has gone to rest. We make all sorts of rash statements, if she were only alive again, I would do this for her or I would do that. But it is too late.

A box of candy, or a floral piece for Mothers' Day is mighty small payment for 365 days work, but many of us feel we have done our duty. Did you ever stop to look at your mother's face when you gave her a small present? Did you ever notice the look in her eyes? Oh! How pitifully small we are. We admire great men, and geniuses, but the greatest person in this world is your mother.

Go home to her today, take her a present, however small, tell her that you love her, even tho you may think you are grown up, kiss her and make her feel that you appreciate the many sacrifices she made. Do it today and every day, while she is still alive. When the day comes that you stand at the foot of her grave, you may find consolation in knowing, that while she was alive, you did all you could to make her happy.

## RED HOT FLASHES

Dating two neat numbers Friday eve., JIMMY MASSELLO and FRANK LASKE... Almost as pop as CHIEF O'LEARY is DON GRIFFIN, the new bar-tender at Brownie's... Best smile of the week: JEAN DOUGLAS, the niffick little entertainer...

Puh-lenty vivacious is JANET McCORD... Wonder if she is still chumming with LORRAINE MORCOM...

Singing beautiful songs from Maytime, BRIDGET SAETTA... Pretty smiling blue peepers those of MARY CONNOLLY...

## DANCE TONITE

MAY 6th

Continuous Dancing, 8 'till 7

Sponsored by the SPENCER CLUB

AT THE K. OF C. AUDITORIUM

featuring the Rochester Rhythm Ramblers and

JAN CRURSIO and his Calvacators

Admission 40c

## Suckers Bite

Many large ads appear in the daily papers flouting the price cuts of large chain cut rate drug stores. The FLASH would like to call to the attention of our readers before we begin our harangue against the unfair trade practices of these cut-raters, that there are only 100 cents in the American Dollar.

With this as a starter may we ask how can some of these cut raters sell razor blades or cigarettes at less than the wholesale distributor can buy them direct from the factory? Well lads we have asked it and will proceed to answer it in the same breath. They don't buy them for less but chisel on having a very limited supply and

when you ask for a popular brand you are informed that they are all out of Brand A but would you consider Brand B.

The FLASH is against fraudulent advertising and those agencies that will write such misleading drivel. One of our little lassies was sent to a w. k. cut rater with the instructions to buy a pack of razoo blades and here's what happened.

Our lassie asked the man behind the counter for a package of w. k. razor blades advertised at a cut rate. "No Got!" was the reply... but wouldn't such and such a brand (unknown to us) do? (Just what we expected.)

So they were all out of the w. k. razor blades—even before bargain-hunters were out of bed! How funny, you say! But it's the gosh dern truth!



Stooping Oak, Tenn.—For fifty-one days Jackson Whitlow did fast, drinking only water. But on the fifty-second day that's only by purchase of a bottle of... drink sake." The forty-five-year-old religious faster promptly water no longer, but use a little water for your stomach's asked his wife for a cup of elderberry wine, which he is here shown sipping. "This is the turning point in my great test," he said. "The Lord will soon tell me to eat, and reveal the great mission for which He is preparing me."

## Rochester's Unsafe Drivers

In conjunction with the FLASH safety campaign we intend to rap these drivers that make the highways and byways an unsafe place for motorist and pedestrian. It has come to our man that ganders traffic that one M 876 piloted by a little lady did everything in her power to have the left side of her car wiped off or to disfigure one of Ben Tilton's little trams on Monroe Ave. Mondaft. Only a miracle and the profanity of the motorman prevented a serious accident.

## Hot Flashes

Kute Kidlets of the week: Postmaster FRANK STEFAANO's... Making the papers via the marriage license column: JUNE KRESS and hubby-to-be, JOSEPH RAMSAY... Congrats a-puh-lenty to CHARLES (E. K. chemist) FORDYCE elected chairman of the Rochester Section of the American Chemical Society...

## Hot Flashes

Fretting not the least while lbing nicely, FRANK PHILLIPS... MARY KEENAN still cashier-ing at Dad's restaurant and as darling as evah... Popular blue-eyed he-man of theatre staff, CLARK BENTLEY... JIM KENNELLY looking at the empty glass Sat. night...

Worst-luck Pinochle Player: ANGELO VALVANO

WALLY SIMPSON of FLASH-town: GENEVIEVE ANTONELLI, stenog in this h'yar bidg... Smooth hardress, GENI RUTH GEORGE's "choir boy collar" making one beeg hit!...

### WILLIAMS PHARMACY

C. K. WILLIAMS, Ph. G.  
336 Arnett Blvd. Gen. 7642

### FLOWERS for MOTHER'S DAY

from  
HERMAN H. ZAHN  
Florist  
555 MAIN ST. EAST

### FRISCH

GROCERY - MARKET  
1041 North Clinton  
Main 1519

### Vanderbelt Pharmacy

Ross F. Barone, Ph. G.  
64 Monroe cor. Chestnut St.  
MAIN 8735 - 8752

### RUTH MORGAN

Beauty Salon  
PERMANENTS  
Special at \$2.50  
506 N. Goodman Culver 2699  
Opposite the Library

### WALTER MC NALLY

Gracery  
620 Dewey Ave. Glen. 208  
We Deliver

### Harry Cohen

Groceries and Beer  
888 So. Clinton Mon. 7439

### THE LITTLE FRUIT STORE

That sells Flowers  
so cheap  
Winton Rd. at East Ave.

### THE MAID DRUG CO., INC.

511 Dewey Ave.—Rochester  
FOR SINUS  
RESULTS GUARANTEED  
On One \$1 Size Bottle or Money  
Refunded

## Soldi's



A NEW Floor Show

EVERY FRI. & SAT. NITES

Music by Velvadors

482-486 Jefferson Ave.

Member Monroe Restaurant  
& Liquor Operators Ass'n

'Where Good Fellows Get Together'

## Now - A Brand New Show

Introducing the New Dance Craze

COTTON CLUB STOMP

Featuring  
Dorothy Bryant  
Dancing Unusual  
Margaret Anderson  
Exotic Personality  
Ruby Logan  
Cotton Club Songbird

Strawberry Russell  
and Step & Fetchit Jr.  
Comedians Unusual  
Kay Wright  
Tops in Taps  
Mabel Cooper  
Mistress of Ceremonies

7 NIGHTS CONTINUOUS 7 NIGHTS

COTTON CLUB 176 JOSEPH AVE.



**OLD GOLD ANSWERS**

(Continued From Page 10)

- 65. Elbert Hubbard      El (ell onh ouse) BERT HUB (hub of wheel) BARD (a strolling musician)
- 66. Martin Van Buren      MAR (blemish) TIN (from sta-num) VAN (auto van) BUREN (burin is a cutting tool of an engraver)
- 67. Tobias Smollett      TO-BIAS (Cutting diagonally across) SMOLLETT (on daily memo, there is a small "et".)
- 68. Benjamin Altman      BENJAMIN (is an overcoat) ALT (means high in the cale) MAN (is no longer a boy)
- 69. Carl Schurz      CARL (a rude man) SCHURZ (close runing gatherings are shirs)
- 70. Warren Hastings      WARREN (place for keeping rabbits) HASTINGS (early peas)
- 71. David Belasco      D (river flowing into Irish Sea) AVID greedy) B (from "be") LASC (to sail with a quartering wind) O
- 72. Chateaubriand      The meat that is being served according to a chef of a downtown hotel is called Chateaubriand
- 73. JOEL CHANDLER HARRIS . . . JO means sweetheart. The L is on the pillar . . . There is an H on one of the columns and an ARRIS according to the dictionary are those little ridges that are on a column's edge
- 74. Here is another change that was phoned into our very tired office. Try MORGAN DIX . . . There are a half dozen definitions in the dictionary for the ONEYE DAISY and one of these is MORGAN . . . The riding crop is the lead off for the DIX. While MORGAN DIX is our first selection we may possibly surmise that FRANZ SHUBERT might rate the nod as being a close second . . . FOR-AH-SHOE-BUTT as the whip handle . . . We'll still bet on MORGAN DIX.
- 75. There are two possible alternates to this puzzle make your choice . . . JOHN FISKE . . . We got the JOHN from JOCK and the FISK is a Scotty's basket and the E is on the hod . . . Another possibility to this one might be MARIA CHAPMAN . . . The MAR is gotten from the hod plus the E plus the A, and a CHAPMAN may be defined as a Hawker or Peddler.
- 76. There are three possibilities on this one and we give it the nod as being the toughy of any week . . . SALADIN, ARIADNE, MARAT . . . SALADIN . . . plus A plus DIN . . . ARIADNE a toughy but here goes a plus REA (gotten from a big atlas as being a small lake in the British Isles) plus Dinna which when looked up for the true Scotch pronunciation gives us DNE; a bit far fetched but a possible . . . MARAT, Mar being a little lake . . . a sail yard from Ra (Scotch Dialect) and TEE which is the Scotch for TO GO.
- 77. HOWARD PYLE . . . HO being the unuttered expletive stop . . . WARD to parry . . . and we get the PYLE from the peculiar shaped shield carried by the knight on the nag.
- 78. ELIAS HOWE . . . EL on the Hunters side bag plus the I plus the A plus the S from there's and a How is a hollow . . . or the ELIAS can be gotten from the small hawk which is a EYAS pronounced IAS and the L on the side big.
- 79. OLIVER WENDELL HOLMES . . . being an old booze heister we know that Dry Martinis have olives or small pickled onions in them. Hence the OLIVE . . . To make a mistake is to ERR . . . OLIVER . . . To travel around is to WEND and this coupled with the L on the boat, WENDELL . . . and we get the HOLMS from the dictionary meaning a group of small islands.
- 80. REGINALD DE KOVEN . . . "In the matter of" legally or Latinly speaking is RE . . . you guess about the GIN and the AL is in the conversation the D is alliterated and to adorn is to DECK anda furnace may be referred to as an OVEN.

(Continued on Page 9)

**Hot Flashes**

And to JAMES A. WILSON for winning scholarship to study in the graduate school psychology dept. at U of R . . .

**THE BREAKERS**

"The Rendezvous of the Smart Set"

**OPEN NOW!**

featuring  
**TAD SANDS**  
and His Orchestra  
Plus Select Entertainment  
**THE BEST OF FOOD**  
at Popular Prices  
with service par excellence

Phone Char. 1443

Drive out Lake Ave. to Beach Ave. and Continue Through Shoremont on Edgemere Drive.

**MISSING PERSONS**

The management of the Rochester Weekly FLASH takes no responsibility for the contents of letters from readers nor do we wish it construed that the contents represent the editorial policy of the paper.

**ANNE AND HARRY MEET THRU FLASH**

Anne, c/o Missing Persons c/o Flash

Real thrills come but seldom during one's lifetime, and I say, Anne, from the bottom of my heart, that reading your letter in the Flash, and knowing that it was directed to me, gave me the major thrill of all my life, for I, too, have constantly thought of that day at Ontario Beach Park, and had longed and hoped we'd meet again. But that seemed impossible. I really don't know how to begin to thank the Flash for the invaluable service offered—and if this affair brings us the happiness that is possible, I am going to reward the Flash in some humble way. I am now mailing a Registered Letter c/o Anne, to the Flash office. I have called Mr. Wilson, one of the boys there, and he advises it will be forwarded to you, or you can pick it up. Please advise him. This letter has all details so that we can meet each other at once. Again my thanks to the Flash.

Harry

**Hot Flashes**

Full of the devil and ever smiling is HELEN (Plymouth Ave.) DET . . . Prankster lassie mebbe but one nice gal, MARJORIE CASSELMAN . . . Looking spiffy and wide-awake at 9 in the mornin', GILES HOBIN and VAY STONEBRAKER . . . Is PIETZE COERS going on another hike alone this Summer?? . . .

Enjoying life to the nth degree, STEPHEN WING . . . Fatherly interest in every pupil has HENRY (West Hi) SCHWARM . . .

**Joseph Vergo**  
Groceries and Meats  
244 MONROE AVE.  
Stone 4344

**Dorothy Beauty Shop**

1447 E. MAIN

**Tenth Ward Market**

1442 Dewey Avenue  
CHOICE MEATS, GROCERIES  
and VEGETABLES  
We Deliver      Glen. 4412  
J. C. KRUPPENBACHER

Trade at  
**Your Independent Grocers**  
**A FRIEND**

Before you go home  
Visit

**The Sterling Dinner**  
1106 E. Main cor. Goodman  
Everybodys Friend  
**ROCCO**

**HOTEL UNION**

40 South Union St.  
Where Merry-makers Meet  
Capt. Guenther's Orchestra  
FLOOR SHOW SAT.  
featuring  
**JANET SEYMORE**  
and others  
IN A RIOT OF FUN



More fun than a barrel of monkeys — but who wants a barrel of monkeys? Come to the ZR-3 for real fun WED., FRI. and SAT. NITES

**ZR-3**  
109-113 State St.

**JOIN NOW!**

Only by numbers can we hope to successfully support the bill H. R. 6495 now before Congress providing relief for distressed home owners indebted to the Home Owners Loan Corporation.

JOIN THE LEAGUE NOW so that we can collectively, through co-operation, gain the benefits that all home owners need.

**NATIONAL HOME OWNERS' LEAGUE**  
Room 110      16 State Street  
Rochester, New York

FOR EXPERT  
Repairs on all makes of  
Vacuum Cleaners, also parts  
CALL GLEN. 4141  
Bugs \$1—Brushes refilled 75c  
**VARIETY VACUUM  
CLEANER CO.**  
254 LYELL AVE.

**THE ELLIS PHARMACY**  
A. A. ELLS, Prop.  
Dewey, Cor. Beverly Hgts.  
Rochester, N. Y.

**DEWEY AVE. PHARMACY**  
ROBERT A. COWAN, Prop.  
Prescriptions a Specialty  
2914 Dewey Ave.  
Rochester, N. Y.

**ROSE F. CARLIN**  
Cateress  
143 DARTMOUTH  
Monroe 7106

**PETER VAN REMOORTERE**  
Groceries and Meats  
1256 N. Clinton St.      Main 6751  
We close Wednesdays at 12:30 during May, June, July and August

**Dorothy Beauty Shop**  
Formerly of  
1450 DEWEY AVE.  
Is Now Located  
1447 E. Main      Cul. 1356

**FINEST FOODS**  
Featuring  
25c and 35c Dinners  
**U. S. RESTAURANT**  
Opp. General Hospital  
504 WEST MAIN ST.

**FRANK'S FRUIT &  
VEGETABLE MARKET**  
Fresh Fruit and Vegetables  
551 E. Main cor. Richmond

**Tommy Jenks**

**BALLROOM  
AND TAP  
DANCING LESSONS**  
In guaranteed courses by  
experienced teachers. Rates  
reasonable.  
**CHAS. KRAMER**  
81 East Ave.      Main 9081

**LAMBO'S  
RESTAURANT**

Fine Foods and  
Beverages

NORTH GOODMAN  
Cor. Clifford

**PERMANENTS  
ON  
EASY PAYMENTS**  
Proving Popular With Rochester  
Women!

Hundreds of women have found that they  
could afford a better permanent now . . .  
because they have 10 WEEKS TO PAY.  
All types of permanents from \$5 to \$10.

**RAYMOND'S**  
Beauty Service

We have moved to  
339 GRANITE BLDG.



Stone 4711

Courteous Service  
**SENGER'S SERVICE STATION**  
Lyell at Glide St.  
HERBERT SENGER, Prop.

Ridge Fruit &  
Vegetable Store  
GROCERIES & MEATS  
195 Ridge Rd. E.

Frank Closser  
GROCERY  
629 Thurston Rd.  
Glen. 1848

**TRIANGLE DRUG STORE**  
Theodore G. Hyman, Ph. G.  
Prescription Specialists  
516 Main at Scio

Patronize Your  
Independent Merchant  
**GEO. F. ROGERS**  
1462 DEWEY AVE.

**Fairfax Grocery**  
17 Fairfax Road  
Culver 4379 We Deliver

**THE SARATOGA PHARMACY**  
Prescription Specialists  
192 Lyell Ave., cor. Saratoga  
Samuel Gugino, Ph. G.

**KELLY GRILL**  
Lunch - Beer - Wine  
662 South Ave.

Every Day Is Bank Day  
at  
**B. Snodting Emporium**  
Clean Skillful Game  
90 W. MAIN ST.

Phone Gen. 1804 Spaghetti Our Specialty  
**Thurston Grill**  
ARTHUR BONFIGLIO  
Beer - Wines - Liquors  
521-523 Thurston Rd.  
Rochester, N. Y.

NOW A NEW BAR  
**Ernie's Place**  
SPECIAL  
Spaghetti, Fish & Chips  
NEW ORCHESTRA  
Friday and Saturday  
4653 LAKE AVE.  
Charlotte 143

GO WHERE  
CURLY REYNOLDS  
supplies the music that's  
tops in danceland.  
**Tom Collins . . . 15c**

ALWAYS AT  
**RINALDI'S**  
126 REYNOLDS ST.  
Near Tremont St. Gen. 5284

# 50 SICK FROM PUTRID PASTRY

McCurdy's Bake Shoppe sent Mr. Joseph Muscarella, his wife, and three children to the Municipal Hospital Sunday afternoon, April 25th, suffering from poisoning.

Mrs. Muscarella, an employee of McCurdy's Store bought the pie Saturday nite before she left work, and the following day served it to her family as a dessert with the Sunday dinner. About two hours later one of the children complained of severe pains in his stomach, and began to vomit. A short time later, other members of the family suffered severe pains and a nauseated condition, finally resulting in an emergency call for th ambulance.

The poisoning was caused by the Staphylococcus germ which had in some way entered the custard and sauces at the McCurdy Bake Shoppe, according to Dr. Johnson of the Health Bureau. He claims the only way the germ can be killed, is by boiling the custard, to a temperature of between 142 and 160 degrees Fahrenheit, and then after it is properly boiled, the germ may enter the custard while it is cooling.

About fifty persons were said to be suffering from the poison baked goods. The insurance adjuster has called on most of them to negotiate settlements, but according to reports from a reliable source, there are a number of lawsuits in the making. Attorneys claim the bakery is responsible for damages. Any baked goods, groceries or other merchandise that is offered for human consumption, and is purchased for that purpose, must be free of any and all impurities, and must be fit to eat.

According to Dr. Johnson, McCurdy's Bake Shoppe complied with all his requests, and are doing everything within reason to correct or adjust this unfortunate happening.

About a year ago in Westchester County a group of school children were having a picnic and among the other goodies served, were cream puffs. Within a few short hours the picnic came to a sudden end, the cream puffs were infested with the Staphylococcus germ and many of the children were poisoned.

## Hot Flashes

Gayer than evah, RUTH E. MOORE . . . Excited over coming sorority dance, ANNE CERAME . . . De-lightful personality in ROSALINE PETRUSE . . .

Congrats to JACK GOCHER, putting his John Hancock on the dotted line for a seven weeks radio contract. . . Has the KAY CASSELLA and JOE ESPOSITO romance gone Pfffft as W. W. would say it???

## INDIAN

An Indian and his squaw were staying at a hotel in New York City during a rodeo. They were sitting in the lobby one evening, when the squaw noticed the attention the white women were getting from their husbands. She was so impressed by what she saw that she asked her husband to bring her a glass of water. The Indian grunted, and stalked into the men's wash room. After a few moments he returned to his squaw and offered her an empty glass. Surprised, she asked him why there wasn't any water in it . . . "Ugh . . . Ugh" he grunted, "No water. White man sit on spring."

## Hot Flashes

Vest pocket sweetie edition of the week: HELEN GRIPPO. . . Haunting the Loft and Tommy Jenks every night, RAY JUND. . . Calling the smart guy who should be wearing the following number and not the car (if you got what we mean??) . . . I-M99-23. . . 'Yknow passing red lights on the corner of Lake and Phelps at that rate is not nice going for a big man like you. . .

Tony CANTABEAN still loving ROSE PATY enuf to marry her on June 5th. . . Best wishes 'n all that t'ya. . .

Baseballer of the Week:  
LOUIE ARIOLI

Still playing the beat, JOE O'LEARY. . . Are copper MIKE COSTELLO 'n his charming g. f., HELEN, still roancing? . . . GEORGE of 1002 Lyell Ave, claiming he once donated 3 qts. of blood. . . Tickle us pink if VIRGINIA TICKELL isn't a gudgeous gall . . .

## Hot Flashes

Ex-pugilist TEOLA's In-laws seem to have cooled off since last N'year Eve's cafe affair . . . "Wake Up and Live", WHINEY BERGMAN for ef you dinnah watch out some one's goonahook one of the nicest girls at the R. S. H. . . 'N girls like Mary are hard t'find nowadays. . .

Football fan:  
JOE MAID  
(Maid Drug Co.)

Hoofing at the Valmont Ballroom, HAZEL LIGHTHOUSE . . . Brunette of the wk.: ANN TRIBATTE seen with two b. f.'s at Bardo's . . . Cat, where are you going with JOANNE "BEV" CANTON? . . . Seems that way anyways cuz her persian cat is soo much bigger than she. . .

Coach of the week:  
RAY SEIDEL  
(Charlotte High School)

Flying "Schoomaster" of the week Prof. HARMON of Jefferson Hi. . . What are dots and dashes compared to 'DOT' PARK-HURST? . . . Ask ELMER! . . . It's nothing zoological . . . 'Tis only SAM TACCI, barber's terror . . . Suh-Ten ISAAC of Clifford Avenue discovered to be SMALL BIG-amist . . . Only TWO wives . . .

Baseball Fan for Brother:  
DON . . .  
(George's Brother)

FLASHtown's pedests needn't worry about being "run over" cuz our mot'rists have such good brakes . . . They'll stop on top of ya now! . . . (Some can stop on a dime . . . If it's in your pocket!)  
Musician of th'week: Maestro WINSLOW who shows-off his charmant wife and little JOANNE more than his new car . . . And why not! . . .

Whosis dark-haired JEAN, State St. Grill waitress that our Adv. manager is always making eyes at . . . Best Dry-cleaners 'n tailor man o' this week: . . . ROZZI of Thurston Rd. . .

## THE HOLLYWOOD GRILL

FINE FOODS

THE MODERNISTS

featuring

CHAPPY FISKE — THAT SWING TRUMPET MAN  
Every Night

Plus a Star Floor Show

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Every Nite but Monday  
Fred Lashier's Orchestra  
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WE ARE CO-OPERATING 100%  
**Wilson's Pure Food Store**  
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Phones Glen. 6332 and Glen. 738

# FLASH PICKS DERBY NAGS

As we go to press all of the horse world is reaching a fever pitch with the approaching Kentucky Derby. Colonel Snoggam our handicapper has been drinking corn likker and staying up late nights compiling probable post odds of the little nags that will carry so much dough on their snoots. While we don't throw money down the sewer we all are rushing over to the nearest horseroom and are laying our two bucks on War Admiral a 2-1 shot on the nose, another deuce on Reaping Reward to place at 4-1 with another two-spot to place on the snout of Scene Shifter at the post odds of 8-1.

Colonel Snoggam last year let us hold the bag and gave us a horse that proved to be an added starter so we dope out the Derby entries as follows:

On the snout: War Admiral at 2-1.

To Place: Pompoon at 8-1.  
Showing: Military at 15-1.  
4th: Billionaire at 20-1.  
5th: Reaping Reward at 4-1.

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Joys for all the boys  
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107 North St. 25 Broad St.  
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Ravioli 35c

## Outings and Resorts

Outing and Resort Editor:  
Weekly Flash,  
Gentlemen:

I have never before purchased your publication, but last week I noticed the words, Outings and Resorts, and sprung for a dime, because for the past 25 years, during pleasant weather, I have packed up my tent, my camping equipment, blankets, fishing poles and my food, to prepare for each week end at the beach, woods or mountains.

The Covered Wagon was a God-send to we gypsies, indeed. Previous to the covered wagon, it was a real job preparing for a trip, and one would start on a week end with his family crowded in a car full of camping material, and at each meal we would have to unpack the entire mess, to get our cooking utensils and in case of rain we'd have to pitch our tent.—We didn't mind it those days, however, for we knew no better, but today, after the covered wagon conveniences, I'd hate to think of going back to those old crude, unhandy methods.

In this letter I want you to come along with us from last Friday night until 10 P. M. Sunday. My new Covered Wagon, my second in 4 years, arrived fully equippe on Apr. 1st. During the past weeks my wife has packed away in the many storage departments all the clothes, canned goods, etc., that we would need on any long or short trip for the summer, so that in a moment's

notice we could be ready to take our home to any destination we choose in perfect comfort.

On my return from the office Friday night the daily papers called for a nice week end, so on the spur of the moment, I notified the family that we would get ready at once to leave for some undecided destination and in 30 minutes we were dodging through the Monroe Avenue traffic bound for the wide open spaces.

—First Pittsford, then Canandaigua, and on the banks of the lake we cooked our supper in our modern apartment kitchen.

After a fine meal we drove on to Geneva, at which point we parked for the night on the banks of the lake, and after hearing the radio and enjoying the lake breezes for a couple hours, we all 4 went to bed in our two comfortable rooms.

All up at 7 A. M. Saturday morning—Breakfast by 8 A. M. and on our way again, passing through Syracuse and Watertown. We parked outside of Cape Vincent for our dinner, then on to Clayton where we spent the night and all day Sunday.

Cleaning up the trailer Sunday afternoon, we shoved oc for home and upon our arrival we parked the trailer in the same condition we had started out on Friday night. We can now start out on a moment's notice for a week end or for a California tour.

I shall buy the FLASH all season and keep up with your Outing & Resort Department and I hope all other gypsies will send in their experiences and thrills of the Road, so that we all may receive new ideas.

Mr. and Mrs. C. A. S.

Dan Cupid Hitting:  
DAN and the MISSUS  
SAGER  
(Planet Strasse)

## Hot Flashes

Doggie-collector, BEV JENSEN, owning quite a make believe Animal Kingdom . . . Publisher SUGARMAN of Billboard spent last Tues. in Rochester with ART ARGYRIES . . . ED KENEALLY adding more new alleys at Pines soon.

Genial Restraunteur:  
CLARENCE RYAN  
(State Street Grill)

Nice t'see EDDIE FOREST, war vet, back from Soldier's Hospital . . . "Twinkle-toe"-ing it like brother GEORGE . . . DON SELKIRK . . . T'be sure, t'be sure, Williams Drug Store carries everything from soup to nuts in the drug line . . .

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Are Here Again  
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**CHARLIE HELBERG'S**  
1260 North St. Main 8234  
FOR THE BEST  
In  
FOOD WINES LIQUORS BEERS

The probable post odds of the others are:  
Scene Sluffter at 8-1.  
Melodist at 15-1.  
No Sir at 15-1.  
Colodion at 20-1.  
Court Scandal at 20-1.  
Dellar at 20-1.  
Fairy Hill at 20-1.  
Fencing at 20-1.  
(Doubtful Starter)  
Merrymaker at 20-1.  
Sir Damion at 20-1.  
Galsun at 30-1.  
(Doubtful Starter)  
Hulfly at 30-1.  
Gerald at 40-1.  
Sunset Trail II at 100-1.  
(Doubtful Starter)  
Bernard F at 100-1.  
(Doubtful Starter)  
Burning Star at 100-1.  
(Doubtful Starter)

Looking for a Bargain:  
MICKEY MC COY

**Butch McGlook Sez:**  
Sez He: "You can tell the contents of a book by its cover."

## Keglings

GEORGE MINSKY ANGEVINE and his MUZZ arm and arm-ing it down East Avenoo. Cheer up, GEORGE, it will keep, but be careful of those telephone calls . . . BOB NESSEL the OX HEAD kid took his team to Batavia past Sundee and what a lacing those Mancuso boys took, Three cheers for OX HEAD and BOB NESSEL.

CHAS. PFAFF after watching the show at MIN-SKYS showed up next morning with a sore arm. Why, CHARLEY?? . . . SAM LAP-LACA the fashion plate with "Spats" surprised everybody including himself with that 653 in the City Tournament . . . HOWARD BUCKMAN, the white haired boy, still bowling the hard way, off the corner, nearly 70 buck so you better move in a little bit.

## OLD GOLD ANSWERS

(Continued from Page 7)

81. There are several logical ones for this kid which turns out to be a blinger . . . Let's try DE WITT CLINTON . . . DE WITT . . . To commit lawless murder . . . to lynch from a bird who was killed during the governorship of Winthrop and we get the CLINTON from the black wine grape. Last week we gave our solution as Confucius, which at the present sitting looks a little wet.
82. Two more possibilities in this one . . . ARISTOTLE . . . ARIS, the uprising precipitating Palmerston's quitting as Foreign Sec, plus TOTAL, meaning all . . . A whale of a far fetch this suggestion OUIDA . . . gotten from wide awake hats being WIDA than others . . .
83. The Flash's guess is still ROBERT PEEL but one of the readers suggest that the possibility of EDMUND SPENSER should not be overlooked . . . ADD-MUN (Mouth)-SPENSER, one who prepares food.
84. . . MIRTHDATES is an old antidote.
85. . . FRANK STOCKTON . . . Candid is a synonym for FRANK . . . the barfly is wearing a STOCK instead of the conventional necktie . . . and 252 gallons of wine is usually put in a TUN.
86. . . JOHN NOBLE . . . J ON a bunch of cows or NO BULL.
87. . . Here is a nod towards JACOB WASSERMAN . . . In looking up JACOB, we find it is derived from JACOBUS, which may be defined as STERLING, which in turn is defined as STARLING The WASSERMAN is derived from the Anthrapoid Sea Monster.
88. . . GENERAL LAFAYETTE . . . General girl for housework and Lafayette is a butterfish.
89. Delving into the history of the Italians we find that GARIBALDI was carrying on his war in 1880 and the symbol of his troops was a red shirt.
90. . . CASSIUS . . . a upprle stain obtained from Chloride of Gold ie undoubtedly CASSIUS.

**The SMOKE SHOP**  
STONE 2751 249 EAST AVE. STONE 2752

# OLD GOLD PUZZLE IN FINALS

## SUGGESTED SOLUTIONS

### FOR 200-G OLD GOLD

### CARTOON PUZZLES

Last week we promised to give our readers the final guesses on the Old old Contest so here they are with the added explanations of those puzzles on which we were a little doubtful we are passing along a few alternates which may fit your scheme of reasoning. (We all have lost our reason trying to solve these last few, and answer the complaints as received over the telephone).

We also promised to follow our suggested answers by several nights of diligent research at the library and on those puzzles on which we have the least shadow of doubt are submitting the other suggested solutions.

Some of the boys have had so much fun over the OLD GOLD puzzles that we are going to start a puzzle contest of our own. Hope you will all enter and try for one of the many prizes. They are going to be brainbusters but Rochester Readers will have the advantage of being confronted with names that are confined to their own bailiwick . . .

Here are the last Kiddies:

NO.	NAME	EXPLANATION
1.	Noah Webster	KNOW-A-WEB-STIR
2.	Geoffrey Chaucer	JEFF-FER-A-CHAW-SIR
3.	John Stuart Mill	J-ARE-N-STOO-AH-T-MILL
4.	Henry Clay	HEN-RICK (of Hay)-LAY
5.	Juliet Capulet	JEWEL-EYE-ET - CAP-YOULET
6.	Admiral Dewey	AD-MERE-L-DO-WE
7.	Artemus Ward	AR-TEAM (Eleven)- MUSS-WARD (of guardian)
8.	Napoleon Bonaparte	GNAW-POLE-E-ON - BONE-APART
9.	William Shakespeare	WILL-YAM-SHAPE-S-PEER (Lord)
10.	Charles Lamb	CHAR (Burn slightly)-L-SEAM
11.	John J. McGraw	JAW-N-JA-MAC-RAW
12.	Daniel Boone	DAN-YELL-BOON (Favor)
13.	William F. Cody	WILL-I-AM-EF-CODE (Cipher)-DE
14.	Sam Houston	S-HAM-YEWS-TON (2000 lb)
15.	Alexander Hamilton	L-X-AND- (&) -ER - HAMPILL-TON
16.	Betsy Ross	BET-CROSS
17.	Caesar Borgia	C'S-ERE-BORE (Drill)-GA
18.	August Belmont	AW-GUST-BELL-MON-TEE
19.	Becky Sharpe	B-EC-KEY-CHARP (not dull)
20.	Anatole France	ANN-AH-TOLE-F-R-ANNS
21.	Montague Glass	MON-T-GEE-UG-G-LASS
22.	Andrew Jackson	AND- (&) -RUE-JACKS-ON
23.	Rudyard Kipling	RED - YARD (Spar) - KIP (Young calf's skin)-LIE-N-GOS (Bone)-CAR-WILD (Wilderness)
24.	Oscar Wilde	WALL-ACE-READ
25.	Wallace Reid	J-F-R-SON-DAY-VIS
26.	Jegerson Davis	HET-TEA-GREE-N
27.	Hetty Green	NA - THAN - YELL - HAWTHORN (Prickle)
28.	Nathaniel Hawthorne	AL-PHONE-S - BERT - TILL (Cash Register)-ON
29.	Alphonse Bertillon	J-ON - Q-YOU-N-C-ADD-M'S (M plus M)
30.	John Quincy Adams	STEP-N-K-RAIN
31.	Stephen Crane	L - ILL (Sick) - EEL - ANG - TREE
32.	Lillie Langtry	VICTOR (Winner)-YOU-GO
33.	Victor Hugo	LOOSE-E-STONE (Rock)
34.	Lucy Stone	BARBER-AH-F-REACH-E
35.	Barbara Frietchie	SIRE (horse's father)-US-W-FIELD
36.	Cyrus W. Field	P-ALL-R-EVER-E
37.	Paul Revere	JA-MESS-BOS (Cow)-WELL
38.	James Boswell	J. O. N.-TIE-LE-R
39.	John Tyler	CHRIS (Dagger) TO FUR (Fox) COLUMN BUS
40.	Christopher Columbus	WIL-I-AM-G - LAD - STONE (Gem)
41.	William Gladstone	N-Rick (Hay Pile) -CO-CAR-RUE-SEW
42.	Enrico Caruso	GEE-N-EAG-L'S (Fifties)
43.	Jeanne Eagels	KNEW-T-ROCK-N-E
44.	Knute Rockne	

45.	Ann Hathaway	ANN (A plus 2xn) HAT-HAW-AY
46.	Roscoe Arbuckle	R (Arc)-OS-CO-ARE-BUCKLE
47.	Mark Twain	MARK (Chalk mark)-TWIN (two)
48.	Thomas Hardy	TOM-AS-HARD (Rock)D
49.	George Sand	GEE-OR - GEE - SAND (In boy's eye)
50.	Aaron Burr	AR on B-ER
51.	King Solomon	KI-NG-SOLEMN-N
52.	Alexander Graham Bell	ALEC - SAND (Gritty)-ER GRAHAM (Wheat kernel)
53.	James Buchanan	JAY-AIMS - BE - YOU-CAN-NON
54.	Anthony Comstock	ANT (anti or against) HONEY (Mel) COMES-TOCK (The meaning of toque is brimless hat. Pronounced tock)
55.	Aristotle	A-WRIST-UGHT-TELL
56.	Abraham Lincoln	A-B-RAH-HAM-LINK-ON
57.	Marquis de Montcalm	MARK-KEY-DE MONT-CALM (Unagitated)
58.	Tom Sawyer	T on M-SAW-YE-R (Are)
59.	Louisa M. Olcott	LOU-E-SAW-EM-AWL-COT
60.	John Keats	J-ON-KEY T's (Plural of letter T)
61.	Eugene Victor Debs	Eue-G-N-Victor (won first prize) DEBS
62.	Marcus Loew	M-ARC (arc light) US LOWE (Behold)
63.	Grover Cleveland	G-ROVER (rambler) CLEVE-LAND (come ashore)
64.	William Howard Taft	W-ILL (sick) IAM (I am) HOW WAR (battle scene) D-T-AFT (opposite to fore)

(Continued on Page 7)

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### Duzzing Old Gold

Dead Editor:  
74 . . . Sitting Bull is my choice because Golden Eagle was the emblem of the Sioux Indians to which he belonged. The headdress was of golden eagle feathers, white with a little gold on the end. Golden EAGLE is our own coin or rather WAS for the center of the daisy (yellow). The white petals are symbolized by the white feathers of the eagle.  
77 . . . Franz Liszt . . . To enter combat or war was to enter the Lists and the shield is like an old one of France.  
81 . . . I got Concord from grapes and Helen of Troy conquered.  
(Editor's note: This last is a little too far fetched in our humble opinion.)

### Hot Flashes

Prettiest eyes and smile comb., HELEN BRUZEE . . . Svelt-dressed and blonde-some, OLIVE BORDINARO.

### OLD GOLD WRITES

155 Hazelwood Terrace  
Rochester, N. Y.  
May 1st, 1937.  
Dear Sirs:  
We hope you print full list of answers in "Old Gold Contest" next week in FLASH.  
Could 85 be BEDE? (Let's BE candid sub . . . BE . . . D).  
Thanks.  
Yours,  
Mrs. G. C. E.

**ROAST BEEF TAVERN**  
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Main at Railroad. Free Parking  
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MONROE COUNTY  
**Cash Prizes**  
Everyone Welcome — No Red Tape  
No Entrance Fee  
Write any unusual True Experience of Human interest in a letter of 1000 words or less in which you or any citizen of Monroe County had a part. Names of characters or writers will not be published unless by special request—all letters must be in the first person.  
**1st Prize \$25**  
**2nd Prize \$15**  
**3rd Prize \$10**  
Send as many letters as you wish—The Rochester Weekly FLASH, Inc., will be sole judges and their decision is final in all cases. No manuscript returned. Contest closes June 1st, 1937

# HONEYMOON SALAD— LETTUCE ALONE, NO DRESSING

## FLASH! EXTRY! EXTRA! SPORTING GOODS FREE

YOUR ROCHESTER WEEKLY FLASH, an organization of Rochester Business Men; in co-operation with local Sporting Goods stores listed on this and subsequent pages, has evolved a novel plan. Every boy, girl, and citizen of Monroe County is asked to help us make this program a huge success. We wish to promote wholesome, American sports; to help build Healthy and Mentally strong Bodies, and to Interest in Team Organization to give you the beneficial education of co-operation; keep off the streets and out of trouble.

In a recent survey, we have discovered that thousands of our youth do not have the chance to organize teams or to engage in our National Sports, thru the lack of good quality uniforms, and athletic equipment. This plan will make it possible for every youth in our country to get ABSOLUTELY FREE! HIS CHOICE OF BEST QUALITY UNIFORMS AND STANDARD REGULATION ATHLETIC EQUIPMENT, AT HIS FAVORITE ROCHESTER SPORTING GOODS STORES.

All that is required is your 100 per cent co-operation and the expenditure of the same amount of energy that it takes to play a nine-inning baseball game. All that you have to do is to organize your team; have them see Parents, Brothers, Sisters, Friends, Neighbors, Local Independent Merchants, explain the story to them and ask them to save you their copies of the ROCHESTER WEEKLY FLASH. After reading them, the top of the front page, cut under the date lines, will be saved, and can be discounted at the co-operating stores at 2 cents each . . . This means that the ROCHESTER WEEKLY FLASH will donate 20 per cent of its gross income from sales . . . This offer is good during the months of April, May and June. It is the duty of every RED BLOODED AMERICAN CITIZEN to help your own NEIGHBORHOOD YOUTH.

START WITH THIS ISSUE!!! Get your entire group to ask every citizen in your neighborhood to save you the editions. That's easy . . . By the close of the contest, you'll have enough credit to get your Genuine Regulation Equipment. No team can lose! . . . Each Front Page of THE FLASH will count as two cents. No amounts of less than 100 can be discounted . . . GET BUSY RIGHT NOW AND GET THE CO-OPERATION OF EVERYONE IN YOUR NEIGHBORHOOD!!!

### Hot Flashes

Smiles like they do in tooth-paste ads: KATHRYN BISHER . . . Get ye bathing suits out of ye moth balls, HEAPHYS . . . Swimming season jus' aroun' th' corner . . . BERNADINE (Ritter Dental) GROSS 'n' fiancée more thataway than thisaway about each other.

Solution to puzzles on page 12—Carl Hallauer and Dental Dispensary.

## the Mazdas

NUSBAUM'S CASINO . . . The home of the Zeppelin bar holding all nite open house Thurseve to welcome the Rochester Red Wings . . . Always the best in floor shows amid the easy on the eyes, indirect lighting . . . the swingtime of Mac McOmbers ork . . . where good fellows and their gals get together.

THE BREAKERS . . . on the Lake again in the spotlight . . . Midge Staud . . . brings to you . . . Tad Sands and his ork . . . plus Armand 'n' Juliana in a dance . . . 'n' Sylvia Jordan sings the Blues as never before.

BROWNIES . . . For your entertainment, restauranteur Brown offers the Royal Revelers, new swing band . . . n' sweet warblings of Jean Douglas.

LANG'S GARDEN . . . "Let's All Sing" at the hospitality house where everybody is invited to sing . . . Joe Lang always there to greet you.

ALLARD'S . . . Liltng music of Freddie Lashier's ork awaits you at the Bright Spot of State Strasse . . . plus all-star floor show.

COTTON CLUB . . . Brand new, corky entertainment . . . with . . . Step'n' Fecht Jr. . . . Ruby Logan . . . Strawberry Russell, Mabel Cooper, Edna Miller, 'n' Henrietta.

SOLDI'S . . . Galaxy of stars for the floor show . . . something new in the way of entertainment.

SENECA TERRACE . . . Home of elevated dance floor 'n' a floor show that promises to be tops of the week.

HOLLYWOOD . . . House on Empire Boulevard again brings an all star show plus the Modernists' dance tunes.

GOLDEN GRILL . . . Art 'n' Missus Titus present a real show in that w.k. spot close to the beach J.P.C. GARDEN . . . Former Oasis, amid cozy surroundings . . . music by the Mandajesters . . . 'n' top notch show over week-ends.

CUTAL'S . . . Leo Morrell entertaining you with swing-time while you eat delicious Italian food at the North Strasse Spot . . . Home of the "Sotterreano" on Broad Strasse amid Vino Vecchio, one enjoys the most luscious of Italian delicacies.

ZR-3 . . . Laughs a-plenty are in store for you by the skits presented by Perry Noun 'n' Nick every Wedeves 'n' week-ends.

RINALDI'S . . . Nick 'n' his brother, Nello, ever offer you best of foods and drink . . . Curley Reynolds 'n' in his band supplying fun with Billy Hagen tickling the ivories.

### Hot Flashes

Warbling sweet music Missus CHARLIE MICHAELS . . . Wux-triall FLASH stirs up trade in FLASH-town . . . for wasn't it cuz of th' mention in this h'yar paper that BOB PALMATEER sprang for a new sky piece?? . . . EDDIE SCHOENHERR placing diamond on BETTY MAC DONALD's certain finger?

### STOP THE GAME PIRATES

Monroe County is one of the best in the State for natural fishing grounds, but because the fish Pirates who operate their unlawful nets, with very little opposition, it has become a very poor place to enjoy this favorite sport.

Many men, women and children love this sport, but are denied it, because there are very few fish left when the Pirate gets his.

Why not clean up these Pirates by making an active effort to catch them and then give them jail terms in place of fines.

In this way the people can again enjoy this favorite pastime and spend their money in this County, in place of going to Canada or elsewhere.

The people pay enough for licenses and are entitled to a real effort to clean up the lawless elements along this line.

### Hot Flashes

Voice of Voices (JENNIE MARIENETTI's) singing "Song of Songs" . . . HARRY PHOENIX opening dancing classes on North Strasse . . . Budding along with Spring—romance of DOTTIE PARK-HURST and ELMER LUNT . . . Fairport lassie, HELEN LERZAK, studying tap in FLASHtown.

Loving life and all its peoples, ELEANOR STOUT . . . Supervising a galaxy of charming girl club directors, ANTHONY CHIAFFREY.

### KELLY'S OYSTER BAR

814 Clinton Ave. South

### McBride Bros.

Independent Gas Station  
2930 Dewey Ave.  
Charlotte 1685

### ROZZI

Tailor and Cleaner  
Suits Made to Order  
558 Thurston Road  
Gen. 2365

### FISHER for fine Foods

Meats, Vegetables  
Groceries  
2263 Clifford Ave. 900 Bay St.  
Culver 30 — Culver 3678

### EHART'S

Grocery & Delicatessen  
430 SOUTH AVE. MAIN 7288

### Grocery and Delicatessen

LORETTA B. DEANE, Prop.  
489 South Ave. We Deliver

### Three Kisses

The case of Smith vs. Smith was called to trial in a courtroom located in the middle west, Mrs. Smith testified that during their six years of married life, her husband had kissed her just 3 times. The kindly judge granted her a divorce on the grounds of mental cruelty.

Mrs. Smith was delighted, and turning to the judge asked if she also had the custody of the children. The judge was a trifle upset, and asked Mrs. Smith how many children she had. Three, the proud mother replied.

### Hot Flashes

No matter where you go CHARLIE LOVELIUS maybe counted on to act as M.C. . . . ARLENE AHR and ELLA LEES looking for a w.k. apartment . . . HELEN ROY seen at that w.k. northside sippery with a tall blonde and handsome . . . THELMA PLANK eating at the Odenbach all alone.

### FISHING FACTS!

For early fishing at Powder Mills Park the brown bi-visible seems to be the effective member of the dry fly department and the brown, red, and white bucktail for the under-water lure. And don't confine your efforts to the big pools alone 'cause you'd be surprised what's hidden under those logs and banks. And above all don't let those piscatorial denizens see you because, like our editor the morning after, they scare easily.

### Hot Flashes

Spikking of blondes, HELEN OSTROWSKIE is a corker . . .

T' good t' be true—Ole Man Sol smiling radiantly in FLASH-town . . . or can it be that some of the "baldies" have removed their hats?? . . . Nice t' see DOROTHY

(Strong Memorial Hosp. Sec.) WIDNER back at her office . . . Who is the pretty constantly seen with RALPH FREEVILLE? . . . Are BO (Post Office) BOVINO and the COSTA girl still Hantz and Fritz-ing it?? . . . "The older you get, the more you enjoy life" sez CHARLIE RAUBER, side-tracked Democrat.

Popular Lass of the week:  
BETTY BOCKLAGE  
(WHAM-miss)

### "WILL MUSSOLINI'S DAUGHTER RULE OVER ITALY?"

Alice Rohe, the first writer to predict Mussolini's great rise to power, now tells a thrilling story of the near approach of the world's FIRST WOMAN DICTATOR! Countess Edda Ciano, the most influential woman in Italy.

### "ALIAS EMERALD ANNIE"—By Achmed Abdullah.

A story of love, glamour, secret police, with the background in Panama. One of the most thrilling stories ever to come from the pen of this great writer.

### "NINE THOUSAND MOTHERS DIE ANNUALLY CAUSE—Ignorance or Neglect.

A fearless editorial by Bernarr Macfadden, world's greatest exponent of good health.

May 15 Issue  
NOW  
ON SALE

Liberty 5c  
WEEKLY

# Drink Like Helen B. Happy

# COMPLETE OLD GOLD

(Inside if you're curious)

FEATURE NEWS

10¢

NIGHT CLUB GUIDE

## ROCHESTER FLASH

SPORTS THEATRES

WEEKLY

STAGE SCREEN RADIO

Vol. 1—No. 19

ROCHESTER, N. Y., MAY 8, 1937

### RULES

The Rochester Weekly FLASH Picture Puzzle Contest is open to everyone, anywhere with the exception of members of the staff of the Rochester Weekly FLASH and their families.

Beginning with the issue of May 15th, 1937, The FLASH will publish a series of four Picture Puzzles each week for fifteen (15) weeks, a total of sixty (60) puzzles. Each puzzle cartoon will represent the name of a person well known in the City of Rochester or of some Park, Street, Building, Merchant or Manufacturer in the City or Monroe County.

The puzzles will become more difficult as the contest progresses and the easier ones will be published first so that our readers may become more skilled as to the methods employed in their solutions.

At the close of the contest a letter will be required on the subject of "WHY I READ THE FLASH." This will consist of not more than 250 words and will be judged on its humor and originality and must be submitted during the week following your answers to final puzzles.

Neatness will not be taken into account. Do not decorate your answers. Simply print clearly your answers in ink on the Coupon provided. (ALL ANSWERS MUST BE MADE ON THIS COUPON.) Any answers made in other form will be disqualified. Send in your answers every 4 weeks to the FLASH Office.

Any person entering the contest and by submission of solutions agrees to accept as final the decisions of THE ROCHESTER WEEKLY FLASH on all matters affecting the conduct of the contest, the procedure and policy with regards to acceptance of entries thereof.

THE ROCHESTER WEEKLY FLASH reserves the right to award all prizes and the contestants shall accept their decision as final.

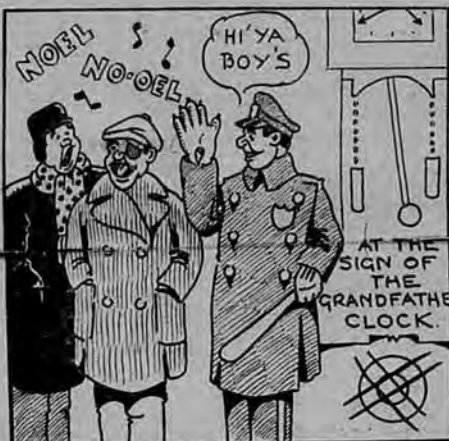
The FLASH also reserves the right to disqualify any contestant whose entries show signs of collusion and further reserves the right to require tying contestants to work a series of tie-breaking puzzles.

THE ROCHESTER WEEKLY FLASH will not assume any liability for puzzles lost in transit nor will any claims to ownership of puzzle solutions be honored un-

(Continued on Page 2)

## FLASH PUZZLE CONTEST

No. 1



WHAT NAME DOES THIS PICTURE REPRESENT? THE CORRECT ANSWER IS IN THE FOLLOWING LIST

Alvah Strong	Chief Copenhagen
William Bell	Sagamore Hotel
Butch Martin	Carl Hallauer
Wilder Building	Judge Wilder
Powers Hotel	Daniel O'Mara
McCurdy's	Jack Foran
Brownies Marble Bar	Mayor Stanton
James Spinning	Benny Silverstein

No. 2



WHAT NAME DOES THIS PICTURE REPRESENT? THE CORRECT ANSWER IS IN THE FOLLOWING LIST

Roland Woodworth	Duke Potter
Clip Bostwick	Andy Kavanaugh
Seneca Hotel	Harper Sibley
Lincoln Alliance	Dental Dispensary
Kodak Park	Charlie Owen
George Eastman	Rochester Theater
Tim Kelley	Lester Pollock
Andy Andrews	Bill Risley

### ANNOUNCING FLASH PICTURE PUZZLE CONTEST

The Flash invites you to enter a new and better Picture Puzzle Contest.

Beginning next week, May 15th, and continuing each week for 15 weeks, The Rochester Flash will print four Picture Puzzle Cartoons. Each cartoon will represent the name of a prominent citizen, public building, park or place of interest in the City of Rochester.

All names used in this contest will be local. Study the two puzzles on this page. See if you can find the correct names in the lists below. The answers to these sample puzzles will be found on page 11. See if your solution is correct. Here is your big chance to win many prizes.

This contest is open to anyone anywhere on one condition: that each set of 4 weekly cartoon puzzles is accompanied by the Official Entry blank.

Get next week's FLASH for full information, the list of prizes and the first four cartoons in this big Rochester contest.

## ROMEOS DUEL IN 10TH WARD

Duels and Bull Fights although common in European Countries, are most uncommon in civilized America. However, when it comes to an affair of honor between two men for a lady's hand, it makes no difference it seems, if in Europe, or the United States.

This story involves two youths from the 10th ward, Fritzie, who is sometimes called Frankenstein, and Dave, a little fellow who packs dynamite, both loved beautiful little Betty, a High School lass.

Last Wednesday night the affair came to a climax. So like the men of old, they decided to have it out in the old fashioned way, so both chose assistants, both agreed to meet back of the Hetzler Ice House out Driving Park Ave. at 9:30 P. M. Thursday night.

Pretty little Betty got wind of the affair and called the Flash office and said she feared something serious would result. So on Thursday night the Flashman wandered toward the old Western Widewaters and sure enough at 9:30 on the second the two

heroes met to decide the one capable of keeping Betty. Dave the smaller of the two uncorked a Dempsey on Fritzie's jaw and Frankenstein was down and out—the affair of honor settled. Dave picked Fritzie up and as the knights of old, shook hands and disappeared into the darkness.

We are still waiting to hear from Betty, or at least one of the combatants. We would like to know if the winner really was the victor as far as Betty is concerned.



# GRAND PRIZE AUTOMOBILE

FEATURE NEWS

10¢

NIGHT CLUB GUIDE

# ROCHESTER FLASH

SPORTS THEATRES

WEEKLY

STAGE SCREEN RADIO

Vol. 1—No. 20

ROCHESTER, N. Y., MAY 15, 1937

## LOVER SLUGS GROOM

Inside

# DAMES STRIP RAILROADER

### Licentious Advertising

The way to a man's heart is through his tummy and according to the advertisers the way to his B. R. is through the misleading use of nude or nearly nude pictures.

It seems to make no difference what the product is, if the ad copy is decorated with a luscious, suggestive painting, the manufacturer is fully satisfied that it will sell.

Every year this practice of combining sexy art with mediocre ads is growing more rife and soon it will be im-

(Continued on Page 6)

### SOCIALITE QUESTIONED AS AUTOMOBILE THIEF

It seems Mr. Dave \_\_\_\_\_ on East Ave. near Union St. and Mrs. Emma \_\_\_\_\_ had Mr. Dave —, it seems, had both purchased the same model 1937 car, and both had transacted his business at the Sagamore and walked down parked their respective cars

(Continued from Page 9)

### Mother Elopes With Daughter's Boy Friend

One of the most sensational love affairs known in the 20th Century has been discovered right here in our own 18th Ward and hundreds of innocent neighbors who know all characters involved, wonder what will happen next.

It seems that Harold and Edna, had been devoted to each other for many years, going thru both Grade and High School together. Edna's beautiful young widowed Mother seemed to approve of the match, and the three were known to be near inseparable. Certain neighbors wondered at Harold's frequent long visits to the home during Edna's absence, but thought

(Continued from Page 3)

V.F.W.

VS:

FILTHY PICTURES

## SSH!—

To Democrat, Times & Journal—You may print answers to FLASH Picture Puzzle Contest!

## Flash Wins Heavy Sugar on Derby

# PEOPLE PLAYED FOR POOR FISH

After we drag a teasing lure past a Black Bass several times, sooner or later he will take it hook, line and sinker because the poor unintelligent fish didn't have the Brains to know that it was only a lure.

For many a year, some of our most brilliant men in the world have fought and swore that man, developed from the monkey or ape, and only a few short years ago such a case as this got so far as our Tennessee Supreme Courts.

Now in the year of 1937 - - We arrive in the Chisseling Era, when certain National Chain Organizations, have created DYNAMIC HIGH PRESSURE SALES INSTITUTIONS, they're called drug stores and grocery stores for short, and they made fish out of the people, by placing in the local Papers BAIT ADVERTISING, or advertising Nationally Advertised Product at a Price actually under what they pay for it.

Many times in such cases the store has only enough of advertised stock to take care of the trade until an hour or so after said store opens, and then too, these High Pressure Artists known as Clerks, have been thoroughly Trained to lasso you upon entrance and sell you on the idea of buying more profitable items and not the sale specials or Bait.

We of America today, have every Educational advantage, and cannot even become citizens until we know our Arith-

metic, so how can we possibly fall for the fact that any concern can actually sell any item under cost, without there being a catch in it somewhere, Common sense should tell anyone that, such Rack-eter Places of Business must make Profit either directly or indirectly.

We of the FLASH have a suggestion to make to we the people of Monroe County. Since these out of town invaders desire to come to town and take our people for a lot of Black Bass. Let us the people who bite on such lures, go to these advertised Price Cutters Stores, buy only the products that they are actually losing money on, and turn a deaf ear to the High Pressure Methods used in selling us Products, that they make more profit than they deserve on. - - If we the people of Monroe County could get together, in one 100% American Group, and follow the Plan of the FLASH, cooperate with our local Stores. The Men who are our Neighbors, our own Brothers and Citizens, then we would have a better and a happier world to live in. Mr. and Mrs. Citizen of Monroe County, if one of your personal friends called you a Fish or a sucker direct to your Face, what would you do? You bet, you'd burn and burn plenty. . . Then why not take it on the Chin and admit that you're a Fish if you fall, the same way a Black Bass does for some tempting lure.

The Policy of your weekly FLASH is to protect our Local Merchants in every line

of Business and Protect our Citizens of Monroe County against these Professional

Fisherman who come from other Cities with Bait New to Our Citizens, and for which the weaker ones take hook, line and sinkers.

Let's make it our Monroe County Policy, too, if we must fall for this Bait, to take the Bait, and nothing else, and then go to our own Neighborhood Store and buy our Merchandise from a Merchant who doesn't consider us a school of Fish.

## Winners of the Early Bird Contest

The persons listed below will please call at FLASH office, 404 Elwood Bldg., on Monday, May 17th, and upon proper identification, we will present them with a carton of cigarettes.

JAMES INGRAM, 92 Plymouth Ave. S.  
FRANK J. SCHULTE, 11 Athens St.  
RICHARD COMINS, 101 Matilda St., Coldwater, N. Y.  
JACK RICHARDSON, 808 Exchange St.  
J. M. SHATZEL, 41 Santee St.

## Hot Flashes

Thank to ART BROWN there is now appearing at that w.k. State Strasse spot one of the best blues singers this season. . . Her name is HELEN. . .

Dimple-ly lovely is MARJORY MENG. . . Why gentlemen prefer blondes: BERNICE (Arvin) MONA.

## Along the Mazdas

SENECA TERRACE. . . his cozy nite spot close to the Kodak on Dewey ave. . . with its elevated dance floor, is ever popular with the nite revelers. . . Red hot music and entertainment de-luxe.

GOLDEN GRILL. . . The home of Art and his sniffling missus presents Page & Allen, Dorrie Lewis, Babe Cahill and Peggy Hinman in dance, comedy and songs. . . a real all star show and should not be missed.

CUTAL's. . . Leo Morrell entertaining you with swing-time while you eat delicious Italian food at the North Strasse Spot. . . Home of the "Sotterreano" on Broad Strasse amid Vino Vecchio, one enjoys the most luscious of Italian delicacies.

ZR-3. . . Laughs a-plenty are in store for you by the skits presented by Perry Noun 'n' Nick every Wednes 'n' week-ends.

RINALDI's. . . Nick 'n' his brother, Nello, ever offer you best of foods and drink. . . Curley Reynolds 'n' his band supplying fun with Billy Hagen tickling his ivories.

SOLDI's. . . Galaxy of stars for the floor show. . . something new in the way of entertainment.

## RADIO WMAS TO OPEN

Two weeks ago we promised that there would be a new Ether Buster to tickle the Radio Public here in Rochester. We understand that the Rochester Municipal Museum, keeping pace with modern invention has installed new sound system and is going to apply to the Federal Communications Commission for a license to install a low powered transmitter to serve the city with pertinent news items of local interest.

Rochester is lagging behind class A cities in this respect so the officials of the Rochester Municipal Museum have taken the w.k. bit in their teeth and have started the wheels in motion to promote a New Municipally owned Station, WMAS, for the dissemination of local news to the Rochester Public.

## Two Deers!

Something new in the way of fish stories comes to our ears Nello Rinaldi and his pals started on a fishing trip to Livonia Sun. A. M. on the way, the boys were given quite a thrill when two deers jumped over their car. The boys tried to avoid hitting the cute little things but the deers wound up in a gully. However, all was not lost, they really caught a nice mess of fish.

Looking like Love in Bloom: KAY GANEY

## Madam Fenestra's May Horoscope-ing

With the coming of May we find that your fortune will vary. . . During the first part of May you will go to a distant hotel, register as Mr. and Mrs. You will go there for a change and a rest. . . The Bell Boys will get the change and the Hotel will get the rest. . . During the middle part of the month we find that Venus is in close conjunction with Adonis with Mercury in the Offing. . . These signs coupled with Spiritus Fermenti lend us to the determination that Spring is in the Air and Love is Everywhere especially on the Park Benches. These signs coupled with the adjunct of Jupiter, however, will lead you to look for the holes in doughnuts and failing to find these you will go and purchase some Swiss Cheese wherein you will doubtlessly find some holes put there for ventilation. The latter part of the month bided evil in your life. . . It is marked by the super position of Neptune which among other things will mean that you will go on the water wagon, because of stomach ulcers. . . If you be a non-drinker, watch out for the constellation Orion. . . This coupled with the three bears will tell you a bedroom tale that will keep you in bed for a good night's sleep. The last day of the month will lead us to prophecy that the next day will be the first of June.

## Hot Flashes

JOHN (Boxer) GRIFFITH going in for training in a beeg way—chopping wood. . . Locating sister after 40 Inog years, Missus LEAH FISHER. . .

Reports have it that JOHN (McCormick) GREEN has gone in for chicken raising. . . Hats off to BORIS (Cornell U) BITTKER for being elected to PHI BETA KAP-PA. . .

Party of the week: WELCOME HOME RED-WINGS (Powers Hotel)

Pinochler TOM GAVIN on an extended vacation with his charming wife. . . Still pining over DON, IRENE MONAHAN???? . . . This week's girl we like a lot: RUTH FISHER at the S and S Shop, Clinton Ave. . . How's JERRY, RUTH? . . . Best dressed gal in town: MARGE HEFFERNAN. . .

Wonder if "Sweet Genevieve" was written for: GENEVIEVE (Ravenwood Ave.) WOOD. . .

**Burns Pharmacy**  
1st and Last a Drug Store  
We Deliver  
188 Genesee St. Gen. 4972

**EHART'S**  
Grocery & Delicatessen  
430 SOUTH AVE. MAIN 7288

**Grocery and Delicatessen**  
LORETTA B. DEANE, Prop.  
489 South Ave. We Deliver

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2263 Clifford Ave. 900 Bay St.  
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558 Thurston Road  
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**McBride Bros.**  
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2930 Dewey Ave.  
Charlotte 1685

**KELLY'S OYSTER BAR**  
814 Clinton Ave. South

ATTRACTIONS

**STONE 2044**

FOR Every Form of Entertainment  
"The Office of Distinction"

**Mutual Entertainment Exchange**  
ARTHUR ARGYRIES, MGR.  
Loews' Theatre Building

NEW  
**SEPIA STARS PARADE**

JEDDY FIELDS, new M. C., who has just returned from a western tour, presents a bevy of Sepia Stars that make this spot the talk of the town.

7 NIGHTS CONTINUOUS 7 NIGHTS

**COTTON CLUB** 176 JOSEPH AVE.



## MARAUDING MOLLS ROB STIFF DRUNKS

Hungry cuties are making the byways of this fair city their happy hunting grounds for rolling luses. Trammens tell us interesting stories about scenes at the end of the line, where the gentle art of extracting a roll from a drunk's pocket is practiced by the fair sex.

The pretties that infest this burg are learning that feminine allure alone is not enuff to get by on, as we drag out of th sloughs of despond most of the pashy pappas are as badly bent as a w. k. hairpin. Taking lessons from the chiselers whose chief method of ekeing out an existence is the rolling of luses, the gals are muscling in on a great racket.

However, while it may seem more to your liking to have your pockets cribbed by a dainty hand of a broad, the cuties are more mercenary than the little laddies that practise the fair art of rolling. The boys in the office all remember when many a lush was rolled while hanging on a gas lamp on dead old Hill Strasse. In those days the boys would stagger out of the w. k. dives and the first thing that greeted his orbs was the old gas lamp standing as sort of a beacon. The inebriated reveller would grasp the post with both arms hanging on for hours for fear of hitting the sidewalk like a ton of bricks.

The boys earned the right to this lucrative section by fighting off all competitors and would await patiently across the street. As soon as the lush draped his form around the good old post they

would pluck him like a chicken.

The broads who hang around the gin mills waiting for a pickup have a sweet racket all their own and manage to roll the drunks for plenty while giving him the w. k. once over in a home-ward bound tramcar or taxi. The little gals who can't make the wrinkle on the taxi-riders, ride street cars from one end of the line to the other changing cars once in awhile to avoid suspicion. When they spot a lush that is a little too far under the weather they sit along side of him as if they were his companion. This is done to ward off any others that might have ideas of rolling the sap themselves. As the car empties near the end of the line the little gal does her stuff and leaves the lush with nothing but a hang-over the next ayem.

## V.F.W. Pictures

In the last issue of this rag, we ran a yarn on Lewd Pictures that were said to be shown on State Street. The boys want it thoroughly understood that the V.F.W. had nothing to do with the affair, and were good enough to tell us a section of their by-laws stating in substance, "The Veteran's of Foreign Wars prohibits any member of its organization from engaging in or promoting, or running any obscene movies or other illegal affairs."

The result of the Lewd Picture show is, one man in the hoose-gow and the rest of the patrons fined. We told our dear readers of the many trips the Black Maria had to make. We forgot to mention all the trips ended at the w.k. hoose-gow, or did they? About fifty of the customers that attended that show are under the impression the first load of the Maria lost a few of its passengers. They are wondering whether or not the instigators of the affair failed to register at the City Hotel.

We regret we're in the dark about the whole mess. But if a certain few, so called big shots, are the cause of it all, we can see no reason why preference was shown them. If the boys were still in uniform, you can bet your last thin dime, they all would receive the same break. Will the echo of the State Street affair be heard at a special meeting of the boys to be held in the near future?

## Spiritus De Fermenti

A rosy flush steals over the sky as the gentle dawn breezes caress my brow. The only sound is the restful clip clip of the milkman's horse and the musical clink of his bottles. The street lamps fade out leaving the empty city bathed in the romantic pink glow of another day. The twitter of the birds in the budding trees and BOY, AM I DRUNK.

## Hot Flashes

Who were the two lads at Smith and Weber suds-ery quarreling over the fourth inning of the Red Wing-Jersey game . . . Was it GUNNAR OR MAC MILLAN broadcasting it? . . . 'Twas the qeshun of their debate . . .

## Chorus Cutie

An inebriated gentleman was sitting at a table in a certain night spot the other eve imbibing more than was good for him. He had bent the elbow so many times in fact that his orbs were commencing to play him tricks. The floor show was on and the cuties were not what you might call over dressed. As they pranced around the drunk's table he endeavored to focus his bleery gaze upon them, and at last called out to one of the pretty prettys.

"My, my, my, where did you get such rosy cheeks?" A roar of laughter came from the crowded club as the burned up chorine snapped back: "From horse-back riding, you chump."

## Schutt Pharmacy

580 W. MAIN  
Gen. 172 Gen. 7416  
Prescription Specialists

## THE BREAKERS

"The Rendezvous of the Smart Set"

OPEN NOW!

featuring

TAD SANDS  
and His Orchestra  
Plus Select Entertainment  
THE BEST OF FOOD  
at Popular Prices  
with service par excellence

Phone Char. 1443

Drive out Lake Ave. to Beach Ave. and Continue Through Shoremont on Edgemere Drive.

## "Never in a Million Years"



will you find such overwhelming melody that engulfs your establishment, sets the whole crowd dancing—Swing it say your customers holding a nickel in hand and facing the Mills Amplified Phonograph and

W. RODENHOUSE  
Installation or Repairs  
Quick Service

for full particulars

FREE Installation Anywhere

## WISHMAN'S

Vend-O-matic Service

CIGARETTE VENDORS GUM MACHINES  
PIN TABLES PHONOGRAPHS

HARRY WISHMAN

Phone—Main 7547-8687 any time 210 Court St.

## Flash Wins Heavy Sugar On Derby!

Well kiddies, Col. Snoggam our old race doper-outer is again in good favor. Last week we gave you our tip on the little naggies, telling you to put a deuce on the snout of War Admiral, another on Pompoon to place, and additional dough of Military to show.

Should you have heeded our dear Colonel's advice, here's how you would have fattened your pocket-book. You would have invested a total of six simoleons and for this you would get back three bucks and twenty cents on the War Admiral, nine fourty on Pompoon and lost two on Military. Which figured in the coin of the realm would have netted you \$7.60 for the days work. Just think what would have happened if you had gone for six grand!!! . . . \$13,600.00 is real dough in anybody's language.

## Daughter Jilted!

(Continued from Page 1)

nothing serious of it. Things began to happen last week when Edna came home to find a note from her Mother saying that she and Harold had been called away, and not to worry about them as they would write to her in a few days.

Yesterday Edna came to the Flash Office with a Telegram from Detroit saying that Harold and the Mother had been

married in that city and were leaving for the west on their honeymoon. From people close to the affair, it seems that the daughter has been used as a shield and that for years the mother has been in love with the youth, several years her junior, and this was the easiest way out.—Edna took the affair bravely and all that she could say was that she wished them happiness.

## RED HOT FLASHES

CHAMP PINELLO w. k. 5th Ballroom . . . Gayest orbs and Warder making quite a hit with smile of the week: QUEENIE the opposite sex at the Velmont SERAFINI'S. . .

## BLOSSOM TIME BALL

featuring

### Claude Hopkins

and His Great

RADIO BAND

now on a coast to coast tour

THURSDAY, MAY 20th

DANCING

N. Y. STATE ARMORY

EAST MAIN STREET

APPLE BLOSSOM QUEENS—Guests of Honor

Sponsored by

JUNIOR AIDES for the Handicapped

ADMISSION — ONE DOLLAR



TICKETS ON SALE: Seneca Hotel, Powers Hotel, Hotel Rochester and Leading Stores in Niagara, Orleans, Genesee, Monroe, Ontario, Wayne and Wyoming Counties. Room 404, Democrat & Chronicle Building, Main 3626.

**TREMONT DINER**  
PLYMOUTH AT TREMONT  
Open All Nite  
Featuring  
**Bar-B-Q's**  
CHAS. AVERY, Prop

**Jardine Pharmacy**  
A. J. ORTOLANI, Phg.  
392 State St.

**George's Market**  
Groceries and Meats  
1004 LYELL AVE.  
We Deliver Glen. 20

**Winton Pharmacy**  
Prescription Specialists  
692 WINTON ROAD N.  
Cul. 3008

**Bull Pharmacy**  
2 Rosewood Terrace  
PERSONAL SERVICE  
Culver 2637

**GREEN TREE PHARMACY**  
Prescription Specialists  
1036 WINTON RD. N.  
Culver 5493

**Wichman Drug Co.**  
Prescription Specialists  
FREE DELIVERY  
858 Dewey Ave. Glen. 970

**Pioneer Drug Co.**  
Culver Rd. at Sea Breeze  
Prescription Specialists  
Culver 2929

**Markin Drug Co.**  
1392 CULVER RD.  
Culver 5899  
Prescription Specialists

**Fradenburg Pharmacy**  
582 CHILI AVE.  
Gen. 5415  
Prescription Specialists

**COLE PHARMACY**  
4419 LAKE AVE.  
Charlotte 2  
Prescription Specialists

**Kleir Pharmacy**  
692 MAPLE ST.  
Prescription Specialists  
Gen. 7724

**Tuller Pharmacy**  
Prescription Specialists  
680 SOUTH AVE.  
Monroe 8058

**Peck Drug Store**  
184 PLYMOUTH S.  
Main 7345  
Prescription Specialists

## FLASH FLIPS

Taxi-company Main 404 moving to new location on Broad Strasse . . . Martha Pier, Norton Strasse lassie, seen Mazada-laning at the Nusbaumery . . . add nights out, Bud Hurleyke seen at a w.k.d.t. sippery . . . Frank Lillick demon reporterman enjoying a little time off at the local bright-spots.

Mike Lester, Motor Vehicle Insp, palpitations of the heart for femmes . . . big muscleman from Stone St. . . Ray Carpenter, a perfect nurse maid . . . The Kingston's (Greece) Dick, art connoisseur and book worm deluxe . . . Frank (Swiftly Moon) Morris, still on the wagon . . . Vincent Thompson, modern Tarzan . . . Floyd (Wegman's West Main Store) Crider really did bump into a door when he got that black eye . . . Marie Ellinger keeping steady company and can the heart interest be anyone tagged Jim? . . . What popular miss of American Laundry Machine answers to the name of "Snooky"? . . .

John Zeifer (D&C pressman) and the Missus ballroom dancing . . . Carl Crance, host with the genial smile at the Powers . . . Cashier Moffat better stop making eyes at those pretty gals or mamma spank . . . Lillian (Forman's) Burke woo-woo over Hotel engineer . . .

Elliott Cushing (the big, handsome thing) in new, camel hair benny and brown lide . . . Who is Eloise Morse losing all that weight over . . . Add attractive grey hair, belonging to Pearl, the ringer upper at the Powers Hostelry . . . Ernie (Sunoco) Steele sitting on whose lap at Bowling Banquet . . . One of the most pop men in town, Joe Smith, in the Powers lobby with a wistful look in his orbs . . . Thelma Panzer looking charming at the w. k. post at the Seneca Sippery.

Boys and gals having a swellagan time between sessions at the Stromberg Sales Conference . . . Rose Manel going for the birthday in a big way . . . Offside to Johnny Gorgus, did you receive the cigarettes left at the Turn Verein??? . . . Scoop (salesman) Cooley looking natty in the new skypiece.

To a lad tagged Kern at the w.k. advertising agency, The FLASH safe driving contest strictly on the legit . . . Have to qualify to cop the gasoline . . . Aggie Fox getting the sun tan on the courts at the Maplewood YMCA . . . Shorty Meadors little mountain of muscle readying for the beach bathing . . . Could it be gals Shorty??? . . . Al Benjamin demon special agent for a w.k. insurance company seen in Rochester . . . Here that you have a new son and heir Al . . .

Rosemary Denniston going to town teaching in that New England Preparatory School . . . Father Charlie readying for the racing season at Fort Erie . . . Spring being in the air not affecting Bob Moser the old confirmed bachelor . . . Nels Lingman truster from the Onion Rust shining up the golf Clubs.

Taxidriver of any week, Larry Helfrich at Main 404 . . . added starters, Harry Yaw at Main 66 . . . Bill (big iron man) Roby having the best looking secretary in town . . . The two sisters (Twins) Culhane, Isabelle and Annebelle still taking the marbles for the dispositions of any week . . . Mighty Atom Walt Meyers, of the clothing Meyers taking the cake as the overproud pappa of the year . . .

Babs Zaramba feeling slighted because the FLASHMAN has neglected to put her in the rag for the last two weeks . . . Frank D'Amanda swinging along the Main Stem wishing everybody well in the true Italian Manner . . . To P. P. Karley, hope you recover soon old boy . . . Bob Stupp welcoming home the comely frau and little kidlet . . . Morgan Richards wine dining a swellagan gal at the w. k. d. t. sippery.

Bob Van Vorhees doing the light fantastic with a new gal . . . Wonder how Harriett (Daltonite) Kelly is getting along . . . Al D'Amanda springing for a new suit . . . Newt Castle all alone in that w. k. d. t. sippery . . . Eva (Cornfed) Easton thinking about vacation and the greener western pastures.

## Flash Safe Driving Winners

Will the owners of the following license numbers please call at the FLASH Office on Monday, May 17, 1937, and upon showing registrations they will be presented with an order for six gallons of gasoline at an independent gas dealer: 8M-17-58 . . . M-604.

## Hot Flashes

Beaming over new limousine, DI CLEMINTINES of Bloss St. . . . PETER sure can pick a car . . . SAM sure can drive it! . . . And sister TINA getting prettier and prettier evah day . . .

ED GOETZMAN of Ontario reports the perch are biting in Sodus Bay . . . Thank for the tip, ED . . . News reaches us that the Fairport firemen and mailmen are verrah, verrah handsome . . . Now don't rush girls! Wait for an excursion to Fairport and we'll all go . . . Highland Hospital Alumnae turning actors and presenting, "Meet Uncle Sally" . . . Clevah young lady, MARION KANTOR, whose sister SADIE of JYWA tells us they are not related to EDDIE CANTOR . . .

Gotta go some to keep up with CHUCK (Fairport) RUMPF's bowling scores. Hows ALBERTA, CHUCK? . . .

Thespian of the week:  
DIANE CUTALI

CARLO meeting a girl he had saved from a fire at 3 o'clock in the morn, at a dance . . . Outing it with CHRISTINA, is TOM DELUCIA . . .

## O'Neil Grocery

776 GENESEE  
Gen. 577

## Brents Elmdorf Pharmacy

We Deliver—No Extra Charge  
MILTON J. BRINT, Ph. G.  
761 Genesee, corner Sawyer

## G. J. Lewis & Co.

G. J. LEWIS, Prop.  
Prescription Specialists  
Genesee St. and Brooks Ave.

## SENECA TERRACE SUPPER CLUB

BANQUETS - PARTIES  
our specialty



NEW  
FLOOR SHOW  
Every Weekend  
Plus the  
Red Hot Music  
of  
Ray Redhead's  
ORCHESTRA  
Our prices are  
fair and the service  
is excellent

NO  
COVER CHARGE  
Elevated Dance Floor

## SENECA TERRACE SUPPER CLUB

1 Block before Ridge Rd.

## ROAST BEEF TAVERN

Famous for Sea Foods

Main at Railroad. Free Parking  
"SPIKE" WILSON

Mysterious, Romantic, Thrilling,  
Sensational, Confidential

Inside Stories of Real Human Interest

NEVER BEFORE IN PRINT

FOR THE PEOPLE—BY THE PEOPLE

of

MONROE COUNTY

# Cash Prizes

Everyone Welcome—No Red Tape

No Entrance Fee

Write any unusual True Experience of Human interest in a letter of 1000 words or less in which you or any citizen of Monroe County had a part. Names of characters or writers will not be published unless by special request—all letters must be in the first person.

1st Prize \$25

2nd Prize \$15

3rd Prize \$10

Send as many letters as you wish—The Rochester Weekly FLASH, Inc., will be sole judges and their decision is final in all cases. No manuscript returned. Contest closes June 1st, 1937

**LEVIN'S**  
Fruits, Vegetables, Meats  
1525 LAKE AT RIDGE  
Phone Glen. 305

**Pagano Grill**  
302 SCIO ST.  
SPAGHETTI 25c  
Old Time Square Dances  
Friday and Saturday Nights

**Chili Ave. Grill**  
MUSIC and DANCING  
Fish Fry—Fri. and Sat.  
491 CHILI AVENUE  
Free Parking in Rear

Patronize Your  
Independent Merchant  
**GEO. F. ROGERS**  
1462 DEWEY AVE.

**HOTEL UNION**  
40 South Union St.  
Where Merry-makers Meet  
Capt. Guenther's Orchestra  
FLOOR SHOW SAT.  
A RIOT OF FUN  
LUNCH — DINNER  
and FISH FRYS  
Are always the feature at this  
homey spot

NOW A NEW BAR  
**Ernie's Place**

SPECIAL  
Spaghetti, Fish & Chips  
NEW ORCHESTRA  
Friday and Saturday  
4653 LAKE AVE.  
Charlotte 143

GO WHERE  
CURLY REYNOLDS  
supplies the music that's  
tops in danceland.

Tom Collins . . . 15c

ALWAYS  
DINE & DANCE AT

**RINALDI'S**  
126 REYNOLDS ST.  
Near Tremont St. Gen. 5284

**ALLARD'S**  
The Bright Spot on State St.



**Ginger and Kay FORD**

DANCING STARS  
Plus Others  
To Make Your Evening More  
Enjoyable

Every Nite but Monday  
Fred Lashier's Orchestra  
252-254 STATE ST.

## GROOM SLUGGED

Flitting from twig to twig just like a little bird, a little girl with golden locks recently caused no end of trouble by marrying an innocent bystander for the sole purpose of spiting her amorous lover, a husky boy still in his early twenties.

Goldilocks and the erstwhile boy friend had been having a little tiff, and the result went to her head faster than a row of side cars. The other side of the eternal triangle, a meek little fellow with no aspiration to be champion of the world, melted under the burning orbs of the sweet little charmer, and being in a very receptive mood entered the happy state of matrimony.

Now the husky boy in his early twenties, still cared for Goldilocks, and showed his reaction by beating up the new groom. Our story should end with Goldilocks pulling the husky chaps hair and nursing her new husband back to health. But sorry to relate she flitted, and the husky not only won the battle, but took the bride. It's the innocent bystander who pays, or is it?

## STRIPS RAILROADER

Smithy was raised in the west and during his young life he rode the wild broncs of the range, and every month or two he'd go to town with the boys and really paint the town red, until the bucks were gone and then they'd head back for the range.

During passing years Smithy has been a Railroader

working out of Rochester and Buffalo and last Saturday night Smithy cashed his pay checks, about \$175 bucks, and the spirit of the wild west returned, so he came to town to do all the beer joints and set up the drinks for all the unfortunates in town.

In his wandering he wound up in a none-too-respectable joint in the 4th ward, found all the tables but one filled, and squatted down at it. Soon after two painted dolls entered and squatted at Smithy's table and only a second after, Smithy was setting up the drinks for the crowd.

This became tiresome, so Smithy suggested he would get a bottle of the well known brand, and that they could promote someplace to go and have the party.—The Hostesses as they were supposed to be, suggested they had the ideal place, so the taxi took the trio to a Manhattan Street rooming house and there the party began.

A few drinks of the hard stuff and Smithy was out on his ear and lost all senses un-staring him in the eyes and til he came to with the sun he found himself all alone, in a room unknown to him. His first thoughts was of course his pocketbook and upon investigation he found it was empty. He hunted up the landlady who advised him that the girls had checked in for only one night and said they came from Syracuse. Smithy then wandered over to a certain well known bar in a very bad fix, and it was here that he spied this Flash-

## SATEVE WITH FLASH MAN

It being the old Spanish Custom your reporter garnered a bevy of pretties and set out to do the town.

Pockets full of Derby winnings we placed our feet on the circular bar rail of the Nusbaumery and ordered a Scotch and Sodie . . . Had another . . . Met two friends, had to spring . . . Friends sprung back. Grabbed a Main 404 Cab and went to Lang's Gardens . . . Drank some beer . . . In a bit of a fog went to Seneca Terrace saw an all star Gals Review, forgot the pretties tried to date gals in floor show . . . Had a drink of Brandy . . .

Went to the Cotton Club . . . Was so dark that couldn't see Sepia Stars so had a Tom Collins instead . . . Crawled out the front door into the cab and on to Soldi's . . . Ate some spaghet, drank Vine Vecchio . . . Went to ZR-3, drank coffee . . . On to Allards where Fred concocted a Brandy and Milk . . . Had one on the house and sobored up . . . Taxi-driver escorted to cab and on to J.P.C. gardens, saw the incomparable Marge Apple, but she wouldn't have any part of us . . . so drank a Irish and plain water . . . Went to Hollywood, ride sobered . . . Met the Lucky Lawrences, drank beer . . .

Drove back to Ernie's on Lake Ave. . . . ate some fish and Chips . . . met two more friends, had a lot of conversation . . . Back to the Marble bar . . . Slid under the rail and had to be extricated by Art Brown . . . Ate more food and black coffee . . . Went to Rinaldi's . . . had one of their Tom Collins . . . Had another, the house bought one . . .

Drove down to the Breakers . . . Fell in the lake, so had to drink hot toddy to keep from catching cold . . . Taxi Driver took home undressed and we were out.

## Safety Angle No. 9

The New York State Legislature provided in a recent enactment that all cars should be provided with an approved type reflector and rightly so; because if the tail light becomes non-existent on an automobile it is impossible to see their posteriors while pursuing a course along a dark street.

These reflectors truly reveal the contour of the back side of a car only when they are clean. Too many motorists are neglecting cleaning these reflectors. A dirty reflector is better than none at all, but why not make for safer driving and just spend one minute rubbing a cloth across your reflectors before attempting a little night driving.

## RED HOT FLASHES

Reminds us sooo much of Bing Crosby, MARTIN J. (Lyell Ave. gas station) RUBY . . . Who was the girl in the Alice Blue Gown growing very amorous over the eve at GUS FOOS' pop rendezvous??

We think he's tops, JIMMY MARTIN of Red Wing office who is very well liked by fans 'n should go places in baseball bizz . . .

The missus's CHAS. TIBBITTS, ART CARPENTER, HERB BRADLEY seen all Roch. Theaters . . . pickerupper of the week . . . GLADYS (Beach Ave.) FICKETT who cut in on your romance? . . . When is Mr. BRIZEE'S BOY TRUMAN, going to build his own igloo?

## Butch McGlook Sez:

Sez he: "You can't tell a dame or a barn by the coat of red paint."

man and asked him to buy him an eyeopener— It was after the eyeopener that he gave the Flashman this story. We gave Smithy carfare and he left to go back to his job. The Wild Bronc tamed until next pay day.

## Tenth Ward Market

1442 Dewey Avenue  
CHOICE MEATS, GROCERIES  
and VEGETABLES  
We Deliver Glen. 4412  
J. C. KRUPPENBACHER

TAXI?  
CALL FOR  
LARRY  
Safe—Courteous Driver  
MAIN 404

- This unusual place
- is famous for
- its unusual
- entertainment,
- food service and
- surroundings

## Brownie's

- MARBLE BAR
- & SUPPER CLUB
- 63 State St.
- Select - Entertainment nitely

For—  
**PLUMBING**  
HEATING  
Air Conditioning  
Oil Burners



W. RODENHOUSE  
Installation or Repairs  
Quick Service  
Glen 6976  
CAREFUL ATTENTION GIVEN ALL ORDERS

## Dance AND DINE

Delightful people come here nite after nite. Why not you this nite?

2 FLOOR SHOWS  
EVERY NITE  
FEATURING  
MUZZY'S  
DIXIELANDERS  
in Dance Rhythm

**Lang's Garden**  
330 North St. - Main 7963

## DEATH ON THE NILE

Agatha Christie's latest and greatest story.

## FLODD—By Paul Gallico

Remember the story of the staff of New York's DAILY BLADE? Well—here is a newspaper story you are going to like even better.

## WHAT TO BUY—By Albert W. Atwood

The private investor has come out of his storm cellar, with a jump that has carried him right past the Bond Market and into Common Stocks.

May 15 Issue  
NOW  
ON SALE  
**THE SATURDAY 5c  
EVENING POST 5c**

### Rochester Weekly Flash

For the People and By the People Who Want the Truth

Published weekly by Rochester Weekly Flash, Inc., at 6 State Street, Rochester, N. Y.; President, Harold Dingman; Vice-President, Charles Schewe; Advertising Manager, Scott Wilson.

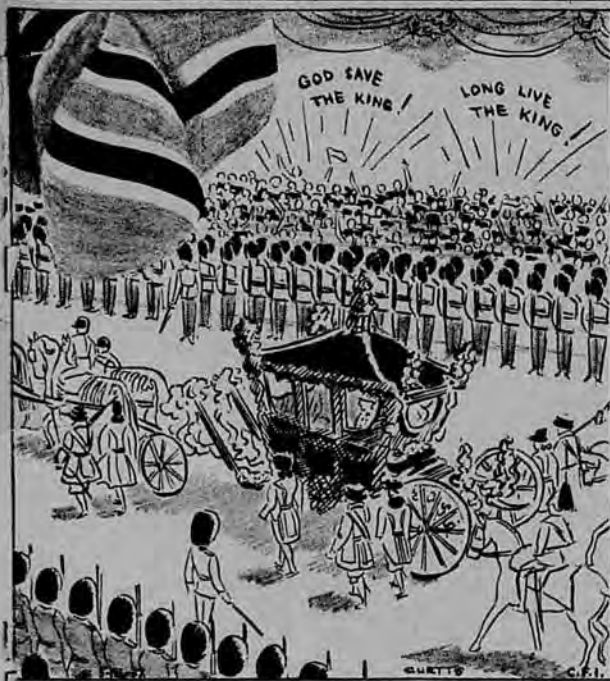
For Advertising Rates Call—

MAIN 2718

MAIN 2719

Build prosperity by supporting your independent Merchant.

#### A KING IS CROWNED



#### Local Youth To Dance At Coronation

Joel Friend, Rochester-born dancer and former student of the w. k. dancing teacher, Gladys Bliss left New York with an R.K.O. Unit to tour France, Switzerland and Germany. At present Joel is in London to dance at the King's Coronation.

Again Rochester is represented by an internationally famous dancer for it is thought that Joel will rise to the stellar heights enjoyed by our popular heroine of the stage and screen, Claire Luce . . . Orchids to Gladys Bliss!!!

## Night Drivers

On occasion the FLASHMAN has been riding around the streets of the fair city in the wee hours of the morning. It has been repeatedly called to our attention that the traffic situation is a real menace to Public Safety.

There are too many of the boys who are driving cars around the streets who have had one too many to drink, or those lads that drink nothing stronger than ginger ale are in a whale of a hurry to get home and all of a sudden.

It seems a little senseless to stay out until yawning and try and make up on a little sleep by hurrying home at a break-neck speed. If the nightouters can stay out until closing time another fifteen minutes will do them no harm.

## FILTHY ADS

(Continued from Page 1)

possible to drive through the city or countryside without being confronted at all sides by dimpled dames in gauze drapes beckoning with shapely arms. We have no doubt that some of the auto accidents are the direct result of this spread of raw advertising. How can a lonely driver concentrate on steering when he bears down on a huge board which looks like a sign blown down from the red light district, or the entrance to a burlyque house?

## RED HOT FLASHES

Best dressed celeb about-town going to miss a certain Red Wing- is Missus TONY KAUFMAN 'n so er's sister-in-law now that the said charming, too . . . Wonder if ball-player doesn't play here any handsome usher, SELLINGER, is more . . .

## ENGLAND'S UNCROWNED QUEEN



## Hot Flashes

Positively taking the fatal step on May 26th, DOMINIC TURCHETTI and HELEN BRUNO . . . Wondering . . . Why does WILBUR Q. BARTLE object so treuously, being seen 'n mentioned with DORIS REILAND?? . . . Especially when DORIS is his one 'an only?? . . .

Good Luck to:  
JOSEPHINE PIRAINO  
(New Atty)

Lunching at the Seneca, Hand-some PHIL (Delco's) YATES 'n the lovely JAYNE JUNGJOHAN . . . These two also caught gazing in Hershberg's windows . . . Must be serious, wethinks . . .

## EVIL MIND?

The — went up to the farmer's home and, knocking on the door, asked the farmer's wife if she please wouldn't give him a —. "I haven't had a — in a long time, madam," he whined. "And you know that a man can do without — for only so long before he becomes frantic."

The woman sympathized greatly. "I know just how you feel, my good man. I know my husband hollers when I don't give him a hot — meal when he desires it. Do you want much?"

"Oh, well, I can take all you can give me," he responded. "Come into the house, then and prepare yourself."

The — went into the house and watched the woman's actions with glinting eyes. Going over to the —, she opened — and drew out a long —. This is one of the nicest — I've ever seen," she said happily.

"I've seen better," he murmured, "but I don't remember where."

Going over to him, she helped him remove his —. "My, what nice, round — you have," she exclaimed admiringly. "For a man who has gone as long as you without — you sure have a nice, sturdy set of —."

"You should see my — when I've got a full — in me," he answered, "that's when they're nice and full and hard. Right now I haven't enough strength to show you what I mean."

"Oh, I can believe you. You have all the earmarks of being able to stay on — when you're pinned up. Well, never mind talking anymore, let's swing into action and —."

- |            |             |
|------------|-------------|
| 1—tramp    | 10—bolognas |
| 2—meal     | 11—coat     |
| 3—dinner   | 12—muscles  |
| 4—food     | 13—food     |
| 5—repast   | 14—biceps   |
| 6—hobo     | 15—muscles  |
| 7—ice box  | 16—meal     |
| 8—the door | 17—ox       |
| 9—sausage  | 18—ent      |

#### WHOOPEE!

Two wise-eyed, bright-faced youngsters were "doing the Fair." They had saved their money for weeks in preparation for the event. Now they were out for a time, and puffed with the feeling that they were men of the world. They had been in to see "The Monkey Speedway," "The Bearded Lady," "The Texas Giant," and various other side-show attractions. But somehow, all of these had seemed rather tame. The boys were looking for spice.

"C'mon!" said one, approaching another tent. "Here's where the girls are. Let's go in."

They bought tickets and entered. They watched in goggle-eyed wonder while two Janes masquerading as Hawaiians did a few dance steps interspersed with a few wholly innocuous wiggles. They emerged, red-faced and perspiring, and hurried to a soft-drink stand.

"Near beer!" ordered one of them, importantly and with an affected swagger.

They gargled the cool, effervescent beverage. Then one kid nudged the other, and spoke in stage whispers: "Hey, whadaya s'pose Ma would say if she knew we was on such a helluva spree? . . ."

To the driver of police motor-cycle No. 2999: If you ever raid a gambling joint better remove that great big die from your gear shift handle.

Trade at  
Your Independent  
Grocers  
A FRIEND

## PERMANENTS ON EASY PAYMENTS

Proving Popular With Rochester Women!

Hundreds of women have found that they could afford a better permanent now . . . because they have 10 WEEKS TO PAY. All types of permanents from \$5 to \$10.

## RAYMOND'S

Beauty Service

We have moved to  
339 GRANITE BLDG.

Stone 4711



### WILLIAMS PHARMACY

C. K. WILLIAMS, Ph.G.  
336 Arnett Blvd. Gen. 7642

### FRISCH GROCERY - MARKET

1041 North Clinton  
Main 1519

### Vanderbelt Pharmacy

Ross F. Barone, Ph. G.  
64 Monroe cor. Chestnut St.  
MAIN 8735 - 8752

### RUTH MORGAN

Beauty Salon  
PERMANENTS  
Special at \$2.50  
506 N. Goodman Culver 2699  
Opposite the Library

### Harry Cohen Groceries and Beer

888 So. Clinton Mon. 7439

### THE LITTLE FRUIT STORE

That sells Flowers  
so cheap  
Winton Rd. at East Ave.

### THE MAID DRUG CO., INC.

511 Dewey Ave.—Rochester  
TOP SIXES  
RESULTS GUARANTEED  
On One \$1 Size Bottle or Money  
Refunded

### DAILEYS Special Course DINNER

50c & 75c  
The Finest in Town  
DAILEYS  
112-114 W. MAIN ST.

## Soldi's



A NEW Floor Show  
EVERY FRI. & SAT. NITES

Music by Velvadors  
482-486 Jefferson Ave.  
Member Monroe Restaurant  
& Liquor Operators Ass'n.  
'Where Good Fellows Get Together'

# ONE THIRD MARRIED

## TRICK WORK

Love in bloom at Devonshire Court. A young couple have found a way to be happy though married, the husband lives with his wife one week out of three. Here's how it works: the husband works in Kodak Park, trick work. One week he starts work at 3 P. M. and finishes at 11 P. M., the next week work commences at 11 P. M. and completes at 7 A. M. and then, little chicaneries, the week of weeks our hero starts at 7 A. M. and gets home in time to greet the frau, his day's toll is over at 3 P. M. This is the week that the missus gets home at 5 P. M. and they live happily for one whole week, and start planning for the next month. Ed. note try it on your piano, and call the Flash. We're slightly interested.

## Hot Flashes

"Little House" in Seneca Park won't be such a lonely spot much longer with the invasion of eager GIRL SCOUTS . . . Dancing 'n parties, too, are being looked forward to by the GIRL SCOUTS—especially the prom on May 21.

Veddy, veddy beautiful clothes worn by veddy, veddy pretty TERESA (Hickok's) IZZO . . . Ivory tickler exquisite: PAT PERSUTTI.

FOR EXPERT  
Repairs on all makes of  
Vacuum Cleaners, also parts  
CALL GLEN. 4141  
Bugs, 81—Brushes refilled 75c  
VARIETY VACUUM  
CLEANER CO.  
254 LYELL AVE.

**J. P. C. GARDEN**

**Dine & Dance**

NO COVER CHARGE

where the food is delicious — The atmosphere pleasant and

**The Mandajesters**

"The Tops in Dance Rhythm" Always

115 BUFFALO RD.  
Opp. Glide St.

FORMERLY THE OASIS

# Sporty Spiel

The U of R turning out a crack baseball team, keeping Syracuse trimmed by the seven to three route until the eighth heat, when the Orange picked up on the Yellow entering the ninth heat at six to seven. During the ninth Syracuse, turning up the lamp wicks, came out on the top of the heap with a final of 9-7 . . . Watch these Yellowjackets . . . They have promise of being good . . . Would like to see exhibition game between the Wings and Jackets . . .

Boys getting in earnest about chasing the little white pill all over a twenty acre lot, with some of the lads turning in good scores . . . Among the clay-pigeon busters we find two perfects, Bob Morrison and Larry Piccirilli leading the fields . . . Phil Michlin batting the little shuttlecock over the nets for a championship . . . Favor the Germans to top the loop in the soccer fray.

Bang! bing! bang! went the guns of the BROOKS AVENUE GUN CLUB . . . smashing 455 targets out of 500 to top the Western New York title . . . Buffalo gunners shooting second highest . . . Scoring high in the GENESEE CONSERVATION LEAGUE of gunners: CURT GERLING . . . "Smoking" a pair of 24's for 48 targets, BOB MORRISON took the lead in the COMMUNITY GUN shoot Satdee . . .

Rolling them to hit the spot, BARNEY EVERS 'n MARKY CHAFEL . . . These boys always make the headlines it seems when it comes to classic finals . . . Out-rolling one another as tourney are coming to a close, THE WOMEN'S BOWLING CONGRESS lassies still 'n' having puh-lenty of steam left it seems . . .

# FLASH VISITS BOOBY-HATCH

The man in the white coat picked us up 't'other morn and escorted us down to his covered wagon where, surrounded by several hundred onlookers, he assisted us into a baby-blue fur lined straight jacket. After a long and sustained cheer from the crowd, off we started. As it was our first visit to the w. k. Nut Club we asked the guard several pertinent questions regarding his simple minded charges.

"How many newspaper men have you in the valley on the hill?"

He looked at us oddly from his good eye.

"99 and 44/100 per cent and you ought to know," he grunted playfully wrapping a leg iron around our neck.

"Who are the other 66/100 per cent?" we gasped as we manfully struggled to regain our breath.

"City Editors, mostly," he replied, tapping us over the conk with a black-jack.

"Why, they're newspaper men, too, aren't they?" we said, ducking the next blow.

"Naw, they ain't," he said through a fine stream of tobacco juice. "They're editorial writers but they all think they're Simon Legree and go around cracking whips and practising new cuss words."

Leaning forward he suddenly put his thumbs in our eyes.

"You ain't a City Editor, are ya?"

We hastily answered in the negative and settled back to real-

ly enjoy the remainder of the drive, that is, as much as the straight jacket would allow.

Pulling up finally at the gates of Wacky Lodge two huskys who could have spotted Man Mountain Dean 10 balls and beaten him by four lengths, threw us from the wagon and rolled us down a short incline. When we came to we found ourselves in a small room surrounded by desks. At each desk a nut was seated before a pile of familiar green newspapers. Every few minutes one of the bugs would let out a terrific scream and with a huge pair of shears attack one of the green sheets. We watched in puzzled silence and finally asked the guard what it was all about. He grinned and released his grip on our throat.

"Well, I'll tell you. The farmers hereabouts are kicking about the colors of the Smears and Sawbuck catalogue that they use in the telephone booth. We had all these flash readers in here who ain't happy unless they get the Flash every week so we get 'em all together and let 'em cut it up and then we give the sheets to the farmers. In that way the nuts are happy and the farmers get their pretty paper."

Just then a guard entered and thrust a bundle of Flash's and a pair of shears into our arms and bawled out.

"Come on, get busy and cut 'em up."

We let out a terrified scream and turning, dashed madly from the building, never stopping until we collapsed at Main and State.



Bob Feller, prodigy of the mound, indicates in this windup the power that gives him one of the speediest deliveries in the leagues. Feller has been out of the game for the past week.

Bluest orbs:  
HELEN HARMON  
(Powers-Pretty)

## Hot Flashes

Loveliest and most popular singing teacher: Missus SUTER of Jefferson Hi . . . Tall that may be interested: CEAL (Hairdresser) JACQUES back at work after an attack of sinus . . .

Flickering love lifes series coming to an end, CLAIR (Little Man) KEON has settled seriously on CECILIA (Lovely) KUMMEL . . .

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A fearless editorial by Bernard Macfadden

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May 22 Issue

5c

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This tragic story happens to thousands. It can happen in your family—so be sure to read it.

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June Issue

15c

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**AROUND TOWN**

Fish Westman going to Monclair to visit the folks . . . Hope that the car will make it, Jim . . . Tom (Aetna-izer) Snow buying a new radio . . . Emily Reed Van Deventer making the remark that she wouldn't read our rag and grabbing for the same.

Becoming get ups of the week, new toggery of Florence Cutali . . . Joe Amico saving clips from FLASH when monicker appears . . . Mike (Fincherman) Davin maddening because Red Wings Opener washed out . . . Add affable guys, Maxie Nusbaum . . . Don Saunders readying w. k. white suit . . . Best looker among the socialites, Caroline (C.O.W.) Williams, Oliver Strasse.

Nancy Jean Moore now tipping the beams at a mean eleven lbs. . . while poppa Dick busts buttons off the w. k. vest in parental pride . . . Still taking the nod for the headwaiter of the week, Signor Francisco Mancuso . . . Rumored that Old Gold coming out with new series.

Arline Ahr taking a scorch at being FLASHED . . . Added signs of spring, Joe Bloss working in the garden . . . Offside to Joe how's the little gal tagged Marie??? . . . Harry Bernstein readying for a little fishing . . . Engaging smiles, Don (Atty. General) Corbett's . . . Gracey-belle Springstead readying for a trip to Europe . . . For a find of real humor see Harry (Vendomatic) Wishman.

Ken Stedman getting a well deserved raise . . . reminds us of Horatio Alger . . . Playing the lone wolf, Tommy Hanna . . . Art (Detective-man) Erway storming down the main stem looking for a guy that owes him dough . . . Tex Irwin readying for a women's National Baseball tourney here in Rochester in the fall . . . Tommy Junnell . . . Helen Oviatt Griffin going back to the rag as Society Ed.

Lucky break for some Independent Pharmacist who desires to purchase a wonderful location . . . Since the passing of her husband, Missus Buettner is unable to operate the Drug Store 'n' therefore this leaves a marvelous opening for some one who is interested . . . Subscribers coming in from all points for issues of FLASH . . . This week we are adding Newark Valley, New York . . .

Electric Flashes from Robeson Rochester . . . Fred Stone of the place, Walt Mason, wisecracking as usual 'bout everything an' everybody . . . Does he miss the little lassie tagged Myrt??? For some of the fancy names for the gals and boys ask, Mayme Casey . . . Blondes on the increase in certain depts. . . All of Myrt's friends wondering if the appendectomy is hemstitched or Zippered . . . Wonder who Tessie is carrying the torch for now??? . . . Best Story Teller, Shorty and easiest on the orbs, Louise Z.

Pat Mauro missing from the gay spots since acquiring that extra 20 lbs. . . Doris Foster going around with Herman Paris again . . . Joe Bingo painting the Ford silver . . . Joe "Butch" Eposito winedining at Langs . . . Bob Magin still on the lookout for a lassie tagged Anne.

Eddie Miller making the waiter's feet tired in the Power's taspie wapsie room . . . Business men's delight, Ruth Fisher in that Clinton Ave. ham on rye shoppe . . . Charlie Avery filling a long felt need with the w. k. diner on Plymouth Strasse . . . Estelle Saunders, lived in a shoe; had so many b. f.'s she didn't know what to do . . . Micky Macoy padding the B. R. by selling El Ropos, wedding bells in the offing?

Lassie called Tanner looking sooo demure in Campus Tuck Shop while b. f. plays nickel bandit . . . Alice (Missus) Peck taking off too much avoirdupois . . . Johnny (Stationery) Bourne doing a bit of spaghetti bending in that w. k. d. t. restaurant . . . Playing tennis with a vengeance, Aggie Fox . . . Lucy Lasky spending the spare time doing a bit of knitting.

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**Blossom Time**

ALL ABOARD for the S.S. New York State Armory . . . arriving at the BLOSSOM TIME BALL Thursday nite, May 20th . . . where in a setting of blossoms, banners 'n' beauty . . . not one but a galaxy of lovely Apple Blossom 'n' Wyoming Maple Festival Queens will be presented to you in all royal splendor.

Dancing on the new Armory floor to the tunes of Claude Hopkins' C.B.S. dance band, coast to coast favorites now on a national tour, is another top treat . . . And can those boys trumpet, drum, 'n' saxophone it!!

Sponsored by the Junior Aides for the Handicapped, the ball will attract thousands of hop lovers. Rooting for its success is Marion Schelegl, president of the junior branch of the organization, 'n' she has backing of her mother, Mrs. George Schelegl, president of the senior branch.

Come dance with the Queens, boys, 'n' bring your Queens along, too. Remember! Place — State Armory on Main Street East! Time—Thursday nite, May 20th!

**Century-ing**

Mystery thrills race to breathless finish in "Chan at the Olympics" opening at the Century tomorrow and starring sleuth No. 1 of the make-believe world, Warner Oland as Charlie Chan. This time Charlie Chan has to recover a secret radio-control airplane device that has been stolen under the very eyes of the government officials who were experimenting with it in

Robeson. Katherine DeWine and C. Henry Gordon, the possessors of the apparatus, sail on the same ship taking the athletic teams to the Olympic Games but Chan beats them to Europe and intercepts the ship before it lands. . . nly to find that Katherine has already been smuggled off the boat with the radio-robot. Plenty of excitement follows and with the aid of his son (Keye Luke) and his own clever methods, Chan again does what seems the impossible. Other stars in this thrilling Chinese detective story are: Pauline Moore and Allan Lane.

A laugh-spiced romance, pungent with danger as two snow-bound strangers find themselves marooned in a mountain lodge with only a stuffed moose for chaperon, "Fifty Roads To Town" opens tomorrow at the Century Theatre as second feature, starring two delightfully thrilling young stars, Don Ameche and Ann Sothorn. Slim Summerville, Jane Darwell, John Qualen, Douglas Fowley, Allan Lane, Alan Dinehart and Stephen Fecthit are also featured in this hilarious picture.

ART SANDERL starting his tenth year of dancing instructions under the tutelage of Mistah SCHMEISER 'n' ARTS savings pil-ing up — you betchal . . .

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# SOCIALITE QUESTIONED

(Continued from Page 1)

East Ave., got into his car, and was about to drive away when a well dressed woman ran down the street calling the police to have the man arrested. A passerby jumped on the running board and kept the driver from making a getaway.

During the commotion Mr. Dave wanted time to have his say. So he produced his registration card of the same model of car, and then asked Mrs. Emma to produce her registration card, which she did.

To make a long story short, both these cars, the same type

and model, had been parked nearly together. Mr. Dave, of course, jumped into what he thought was his car and seriously objected to being stopped or arrested for a thief. However, after the misunderstanding was all clear, the two well known people involved shook hands and 'twas all forgotten.

## Cheating Cheaters

Modern people, modern marriage. Perhaps the first prize for broadmindedness goes to two young couples residing in the Monroe Ave. sector. We shall call them Mr. and Mrs. A. and Mr. and Mrs. B. and they had adjoining apartments for a number of months, in fact they just moved to separate quarters last Saturday.

We don't know whether or not to call their philandering a noble experiment, but here's the dirt. Mr. A. and Mrs. B. left for work the same time each morning, and rode the same street car, naturally after a few months of seeing each other every morning they became acquainted.

Time marches on. Mr. A. and Mrs. B. were seeing more and more of each other, and it wasn't on street cars, or corners. They were seen at beer joints (restaurants), shows, etc., and in a broadminded way lived the life of Riley. One night leaving their respective spouses at home, they went to one of their usual haunts, being very careful that their respective ball and chains would not be overly suspicious. They sat down and were in the middle of a swiss on rye, when who walked in but their bet-

ter halves. Much to everyone's surprise, they each had a tall story to explain their presence, but little by little as the evening wore on, and the swiss cheese affected them, they showed their affections, not for their matrimonial mates, but for their neighbors. A few days later Mr. and Mrs. B. decided they still cared for each other and moved away.

We would like to finish this story saying Mr. and Mrs. A. also made up and let bygones be bygones, but sorry to relate they separated and from last reports Mr. A. is still hanging around looking for his streetcar companion and neighbor Mrs. B. (Ed. note Mr. and Mrs. B. moved to Charlotte) so Mr. A. will have to watch all the Park Ave. cars to renew his courtship.

# DIAMOND DUST by Picken Shovel

"Take me out to the ball game" . . . Rochester's favorite song these h'yar days . . . 'n' its on our brain, too! . . . Didn't the players riding in that open hoss-less carriage down Main Strasse look nifty tho'??

ESTEL (Power House) CRABTREE, gayest of 'em all 'n' FLASH-ing million dollar smile . . . Embarrassing moments: Raising of the flag at stadium upside down . . . (We'll take the pennant way tho', boys,—Upside down or right-side-up!)

IRA (Rarin' t' go) SMITH forgetting that hizzoner th'Mayor pitches fast ball . . . Handsome LOU (Muscle-man) SCOFFIC caught reading FLASH . . . Hope you like the green skeet, LOU, 'n' make a habit of reading it with your morning breakfast of Wheaties.

De-lovely Missus KLEINKE rooting for the Red Wings 'n' eating pop-corn . . . Hubby NUBS KLEINKE beaming with pride over th'lib' missus 'n' saying, "There goes my pay check!"

Quoting OSCAR ROETTGER . . . "Whatinell is the matter? Have they got a quarantine on the gate?" . . . S'too bad that lotta more fans can't muster up some sportsmanship 'n' support a team that is really going places . . . Let's make OSCAR'S quotation change to: "Holy Moses! Haven't they got an SRO sign up—the darn park's jammed!"

RAY BLADES winning pool of money by betting on right hoss to win the Kentucky Darby . . . HUGH (Schoolmaster) POLAND visiting folks in Frankfort (Whisky-center) Kentucky while his finger is on the mend.

PREXY FRENCH becoming verrah verrah popular with Rochesterians . . . 'n' that goes for ED

SMITH, too? . . . Releasing of HOD BLAIR meant sending away one of the most colorful fellas . . . BLAIR was loads of fun we're told 'n' he could make a magazine salesman look sick . . . He'll be greatly missed 'n' especially by FRANK MEYERS.

Ground-keeping-it for Cleveland now instead of Rochester, BOB MAC MAHON . . . It's up to JACK HOWARD t'see to it now . . . Wanta have some fun? Just remind Umpire SOLDARE of the pants-ripping incident of last season . . . That's what some jokester Red Wings did 'n' for a moment SOLDARE was scairt but the dern things weren't ripped at all.

DOC HURLEY might take a couple of weeks off to speed his complete recovery of an ailment which made his winter months miserable . . . JOHN (Pee Wee) JULIANO will pinch-hit for DOC . . . 'n' JOE (Scoop) LIPPER will give a helping hand.

PEE WEE a very busy young man nowadays — delivering bread in the wee hours of the morn' 'n' then doing his daily chores at the ball park . . . He's quite a pop fella with the baseballers 'n' last season received a pudgee sweater in appreciation.

Mebbe someday PEE WEE will fill DOC's shoes 'n' DOC will go to the majors . . . 'n' bye the bye — "Let's all go to the ball game!" What sayest thou??

Saying it with orange blossoms velly soon, KEN DONOGHUE and BEANIE HALL . . . 'Round and about-ing it, ELSIE (Congress Ave.) GYSEL and HOWIE (artist) FISCHER . . .

# Fishing Facts

Extremes of both favor and disfavor are frequently showered upon the stubborn countenance of our old friend and foe, the common bullhead, or "Ameiurus nebulosus" as he is known to the scientific world. "Just why," sez you, "can you sit for an hour in the cold night air without so much as a nibble and then, after moving the boat a couple of oar-lengths, proceed forthwith to fill up a couple of pails with this delicious pan-fish?"

Perhaps we can explain this phenomenon to your satisfaction. The bullhead, it would seem, has structure in its chin barbels similar to the taste buds of our own tongues. And, while proceeding on his leisurely way with his chin barbels combing the bottom, he is very quick on the trigger when a delicious morsel touches his "whiskers." In fact he'll hang around quite a time in an area where he

## Palace-ing

Timely is the picture, "Pince and the Pauper" starting tomorrow at the R.K.O. Palace Theatre because of the universal interest in the coronation. Edwards abdication and his brother George's ascension to the throne, startled the world. Imagine, then, a beggar mistaken for the king-to-be, being crowned King while the real McCoy walks the streets in rags that he has borrowed from his beggar-companion. The Palace Theatre's pauper coronation may not cost an

enth as much as the coronation but it's packed with just as much excitement, amusement, and human interest. The prince and the pauper, of course, look exactly alike and there are no two brothers under the sun that look more alike than Billy (Anthony Adverse) Mauch and his brother, Bobby. Errol Flynn who has soared to stardom in less than a year, plays the part of Miles Handon, swashbuckling soldier of fortune, who restores the Prince to his rightful place.

John (Lost Horizon) Howard plays the leading role in the second feature, "Let Them Live." As a young doctor, the popular Howard who, horrified by tenement health conditions, fights a corrupt political ring responsible for those conditions. He is supported by Nan (Three Smart Girl) Grey and Judith Barrett.

## Hot Flashes

EDITH GILBERT is the girl that checks your duds at Manhattan . . . Missus ELINORE STOWELL chairman-ing it for meeting of Loretto Circle . . . Sporting an early sun-tan, PETER DE LUCIA . . . Wonder where LOUIS ROLTZ got so badly burned with coffee and why?

Raconteur: **DOTTIE DANIELS**

De-lovely May roses in pretty bright colors, ROSE BONTEMPO and ROSE LEONE . . . Aside to JUNE (B and L) HILL: Don't forget to pull the shades down in that new apartment . . .

senses something good to eat. In some sections of the country, the old hands at the art of bullhead fishing ("horned paowtin" to you New Englanders) have a system of lowering to the bottom some meat and bones wrapped in burlap. They claim that this form of chumming gathers a lot of bullheads in one locality and thus assures a good fishing spot. We have also watched Indian guides in Georgian Bay muddying up the water over a limited area with the claim of a similar effect.

We should like to see our friend "Ameiurus nebulosus" take his rightful place in the anglers' esteem. If you haven't spent a warm summer evening with a light flyrod, a canful of night walkers, and perhaps some foamy liquid refreshment, you quite possibly have missed a great joy in life.

DO YOU KNOW THAT THE BULLHEAD IS ONE OF THE EASIEST OF ALL FISHES TO PREPARE FOR THE FRYING-PAN, AND LIMITING ALL THE DISSECTION TOOLS TO ONE JACKKNIFE — NO PLIERS ALLOWED — WE'LL TRY TO ASSIST YOU IN THIS MATTER NEXT WEEK.

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She objected that "You shouldn't take anything out of a poor lamb's mouth."  
He countered with an order of hard boiled eggs.

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# PRIZES VALUED AT \$2,000

## RULES

The Rochester Weekly FLASH Picture Puzzle Contest is open to everyone, anywhere with the exception of members of the staff of the Rochester Weekly FLASH and their families.

Beginning with the issue of May 15th, 1937, The FLASH will publish a series of four Picture Puzzles each week for fifteen (15) weeks, a total of sixty (60) puzzles. Each puzzle cartoon will represent the name of a person well known in the City of Rochester or of some Park, Street, Building, Merchant or Manufacturer in the City or Monroe County.

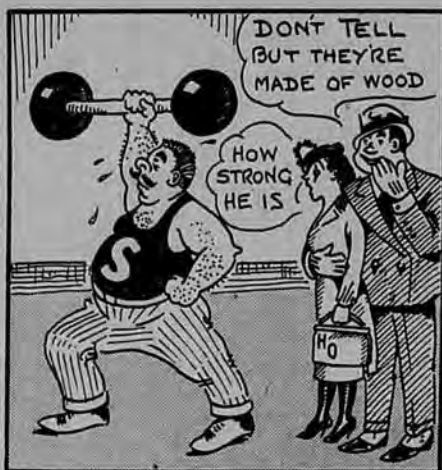
The puzzles will become more difficult as the contest progresses and the easier ones will be published first so that our readers may become more skilled as to the methods employed in their solutions.

At the close of the contest a letter will be required on the subject of "WHY I READ THE FLASH." This will consist of not more than 250 words and will be judged on its humor and originality and must be submitted during the week following your answers to final puzzles.

Neatness will not be taken into account. Do not decorate your answers. Simply print clearly your answers in ink on the Coupon provided. (ALL ANSWERS MUST BE MADE ON THIS COUPON.) Any answers made in other form

# FLASH PUZZLE CONTEST

No. 1



WHAT NAME DOES THIS PICTURE REPRESENT? THE CORRECT ANSWER IS IN THE FOLLOWING LIST

- |                  |               |
|------------------|---------------|
| Jacob Ark        | Central Trust |
| Joe Klein        | Thomas Street |
| Powers' Building | B. A. Gorman  |
| Joe Silverstein  | Powers Hotel  |
| John Powers      | Henry Clune   |
| Ray Fowler       | Frank Gannett |
| John Goodland    | Bert Walker   |
| Louis Imhoff     | Ken French    |

No. 2



WHAT NAME DOES THIS PICTURE REPRESENT? THE CORRECT ANSWER IS IN THE FOLLOWING LIST

- |                  |                   |
|------------------|-------------------|
| Harry Fincher    | Old Heidelberg    |
| Valley Cadillac  | Harper Ice Co.    |
| Highland Park    | George McClurg    |
| Harper Sibley    | George Mogridge   |
| Lincoln Alliance | Wildler Bldg.     |
| J. M. Wildman    | Gamlers           |
| Steve Fitzgerald | Stromberg-Carlson |
| Moey Manson      | Yawman and Erbe   |

## PRIZES

- GRAND PRIZE: New 1937 AUTOMOBILE!!!
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  - Rug Cleaner (Scott & Fatzner)—Hill Appliance, 482 East Main ..... 59.50
  - Lady's Bicycle — Zimmerman, 129 W. Main ..... 35.00
  - Lady's Wrist Watch Rosenberg, 9 State ..... 27.50
  - 1 Battery—Goodland, 230 East Avenue ..... 14.95
  - Percolator Set (4 pcs.) — Weisbuch Inc., 398 East Main ..... 12.50
  - 1 Permanent Wave—Raymonds, Granite Bldg. .... 10.00
  - Sterling Flask & Straw Hat — Garson's Clothes, 88 State ..... 10.00
  - 5 Priv. Dancing Lessons—Gladys Bliss, 107 Clinton Ave. S. .... 10.00
  - 24 in. Richelieu Pearls — Jos. Klein, 82 W. Main ..... 10.00
  - (10) Treatments for Baldness—Pignato Bros., 149 E. Main ..... 10.00
  - Electric Clock, Lamp — Wildman Co. Inc., 41 E. Main ..... 10.00
  - Exam. & Pr. of glasses—Gorman, 312 E. Main ..... 10.00
  - or
  - Microscope Set — Gorman, 312 E. Main ..... 8.50
  - 8 Pc. Cocktail Set—Preston Jewelry, 91 E. Main .... 9.75
  - 50 Gals. Gas—Burt Walker, Empire Blvd. & Stone and Dewey ..... 10.00
  - New Guitar — Davis, 174 W. Main ..... 5.00

No. 3



WHAT NAME DOES THIS PICTURE REPRESENT? THE CORRECT ANSWER IS IN THE FOLLOWING LIST

- |                |                 |
|----------------|-----------------|
| Union Trust    | Percy Ovlatt    |
| Lester Pollock | Court House     |
| Claire Luce    | Johnny Michaels |
| Gladys Bliss   | Harry Rosenberg |
| Palace Theater | Harvard Street  |
| Michael Stern  | Airport         |
| Triangle Bldg. | Dorothy Benton  |
| Charlie Punch  | Helen Griffin   |

No. 4



WHAT NAME DOES THIS PICTURE REPRESENT? THE CORRECT ANSWER IS IN THE FOLLOWING LIST

- |                   |                 |
|-------------------|-----------------|
| C. L. Skinner     | WHEC            |
| Gertrude Anderson | Times-Union     |
| Rochester Rogers  | Preston Jewelry |
| Butch Porshet     | Palre Drug Co.  |
| Harry Wareham     | George Humbert  |
| Edna Jenkins      | Red Smith       |
| Sol Harris        | Chatterbox Club |
| Todd Company      | Roy Bush        |

- Kit Brush Set — Glasser Co., 22 Main St. W. .... 7.50
  - Fielder's Glove—Mogridge, 22 State ..... 7.25
  - Electric Health Cooker — Skinner, 245 East Ave. .... 6.00
  - 86 in Trade—ZR-3, 109-113 State ..... 6.00
  - Anti-back Lash Reel — Bernsteins, 3 Front ..... 5.00
  - Kitchen Clock (Elec. or Wind) — Marks & Abramson, 10 State ..... 5.00
  - Merchandise — Vanderbelt, Pharmacy ..... 5.00
  - Fish Rod (Steel) — Glassman, 107 E. Main ..... 5.00
  - Fountain Pen (Conklin Nozak)—Humbert, 8 North Banjo Clock — Gamler's, 84 E. Main ..... 5.00
- MORE PRIZES TO BE ANNOUNCED NEXT WEEK.

answers every 4 weeks to the FLASH Office.

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### OFFICIAL FLASH PICTURE PUZZLE ENTRY BLANK

Contest Editor  
Rochester Weekly Flash, Inc.  
6 State Street, Rochester, N. Y.

I submit the following as my solutions to Puzzles 1 to 4 in your Picture Puzzle Contest.

1. ....
2. ....
3. ....
4. ....

Mr.  
My Name is Mrs. ....  
Miss

Address .....

THE  
Rochester Weekly  
FLASH  
On Sale  
At All  
News  
Dealers

Before you go home  
Visit  
**The Sterling Dinner**  
1106 E. Main cor. Goodman  
Everybodys Friend  
ROCCO

**Star Fruit  
& Vegetables**  
59 Variety of Beverages  
To Please Every Taste  
OPEN EVENINGS  
1139 Culver Rd. next to  
Arndt Bros. Drug Store  
CUL. 4879

**Hot Flashes**

Getting a big hand, the Pipe  
Players in the YWCA Rhythm  
Nite skit . . . Sisters RUTH and  
ELEANOR STAFFORD quite ac-  
complished player . . .

Titian Haired:  
**HELEN ENRIGHT**  
(Mendon-ite)

Where's **BLANCHE KAISER**  
these days?? . . . Cleverest pre-  
sentation in many moons, the  
Dance of the Factory Machines  
originated by Industrial Group of  
the YWCA . . .

Prescription Pharmacists  
Store open daily 7 a. m. - 11 p. m.  
**ARNDT BROS. PHARMACY**  
1135 Culver Rd. Rochester, N. Y.

**MAZDA LANE**

The **BREAKERS** . . . on the  
Lake . . . where Midge Stand  
brings to you again Tad Sands  
and his popular orchestra . . . plus bril-  
liant entertainment to make this  
the outstanding of resorts.

**BROWNIES** . . . this unusual  
nite spot . . . where the Messers  
Brown hold forth and greet the  
customers . . . have two song ar-  
tists in Jean Douglas and Mitzl  
Wayne along with Chet Keehley  
tickling the ivories and the Royal  
Revelers in swingtime.

**LANG'S GARDEN** . . . the Ge-  
nial Joe Lang . . . brought back Joe  
Cummings as M. C. along with an  
all star show . . . here's a spot  
where the gang gets together in  
popular songs and do they like it?  
and how.

**ALLARDS** . . . Fred Allards

bright spot on State St. offers  
Ginger and Kay Ford the head-  
liner dance team plus Fred Lash-  
ler's swingtime and others.

**COTTON CLUB** . . . Our own  
little bit of Harlem has a new M.  
C. in the person of Juddy Fields  
presenting a parade of Sepia Stars  
that are new in these parts . . .  
plus Bill Geder's music.

**J. P. C. GARDEN** . . . the for-  
mer Oasis . . . is open again and  
the crowds seem to favor the ge-  
nial Joe Piccarretto . . . the food  
. . . the show . . . the service are  
of the best.

**HOLLYWOOD** . . . the house on  
Empire Blvd. is the favorite of  
many who like a short drive east-  
ward . . . and your host here fa-  
vors you with tops entertainment  
and the best in swingtime.

**WM. SCHALBER**  
Grocer  
607 Plymouth at Jefferson  
Gen. 1333



More fun than a bar-  
rel of monkeys — but  
who wants a barrel of  
monkeys? Come to  
the ZR-3 for real fun  
WED., FRI. and SAT.  
NITES

**ZR-3**  
109-113 State St.

**MATERIALS ADVANCE 50%**

**WAGES ADVANCE 12%**

**Price of Beer and Ale Advances 7%**

The undersigned Rochester breweries, and practically all other breweries in New York State are forced to make a small increase in the price of their products. In view of the loyal support which has always been given us by the dealers and the public of Rochester and vicinity, we feel that the following brief explanation is in order:

**Scarcity of Grains**

This price advance comes with little sur-  
prise to the trade. Dealers have known for  
many weeks past of the continued increase in  
cost of materials. Soon after the drought of  
last summer the world-wide prices of cereal  
grains began to mount until today they are  
more than 50% higher than eight months  
ago. Other necessary materials used in pro-  
duction have also steadily increased in cost  
—almost everything except our good, old  
Hemlock water.

**Increased Prices Very Small**

A case of beer or ale will now retail at  
\$2.15, just 15 cents more than formerly—or  
about 7%. The wholesale price per barrel  
and case to tap rooms and other dealers has  
been increased in exact proportion. This in-  
crease applies to every barrel and case sold  
by us—in Rochester and elsewhere. Prices  
have been increased also by breweries all  
through this state, in New England, the Mid-  
dle West and elsewhere.

**Increased Labor Costs**

A recent agreement signed by Rochester  
brewers and brewery workers shows a 12%  
increase cost of labor — 10% in wages and  
2% for the week's vacation with pay. We be-  
lieve in paying good wages. It is impossible,  
however, for us to continue to pay all these  
increased expenses without increasing our  
prices to everyone—dealers and consumers.

**Dealers Must Charge More**

If you are served a slightly smaller glass  
of beer or ale in your favorite tap room—or  
pay a few cents more for a case of bottled  
beer at your neighborhood store — don't  
blame the dealer. He must have a fair mar-  
gin and should not be expected to absorb  
these higher costs of production. Higher  
cost of production is the one and only cause.

American Brewing Company, Inc.  
Genesee Brewing Company, Inc.

Cataract Brewing Company, Inc.  
Rochester Brewing Company, Inc.

Standard Brewing Company, Inc.

Rochester Public Library  
115 South Avenue

# LOCAL PICTURE PUZZLE CONTEST

(Page 10)

FEATURE NEWS

10¢

NIGHT CLUB GUIDE

## ROCHESTER FLASH

SPORTS THEATRES

WEEKLY

STAGE SCREEN RADIO

Vol. 1—No. 20

ROCHESTER, N. Y., MAY 15, 1937

ROCHESTER  
FLASH

EVOLUTION THEORY  
PROVEN ALL WRONG  
WE'RE NO MONKEYS  
WE ARE FISH!!!

(Page 2)

UNCONSCIOUS HEELS EASY  
MARK FOR FROWSY FLOOSIES

PAGE 3

Rochester Public Library  
115 South Avenue  
Rochester

# GIGOLO GYPPED

(Inside)

FEATURE NEWS

10¢

NIGHT CLUB GUIDE

## ROCHESTER FLASH

SPORTS THEATRES

STAGE SCREEN RADIO

WEEKLY

Vol. 1—No. 21

ROCHESTER, N. Y., MAY 22, 1937

# WELFARE VIA TAXI!

### TRADE FOOD FOR LIKKER

### FIRST SET OF PICTURE

### PUZZLES FREE CALL FLASH

### RELIEFERS PAY IN GROCERIES

Talk about your prime chislers, here's a little one that will make you sit up and take notice. Over in the Fourth Ward where the political front takes precedence over all else and where the boys will

(Continued on page 3)

### Bell Boy Turns Stool Pigeon

T'was in a fashionable hotel located in the heart of the d.t. area and the time was last Sateve . . . He was a tall and handsome man in his early twenties, known to most all of you as the genial proprietor of a w.k. wine-dinery . . . She was a demure lassie of barely twenty sum-

mers, blonde and with a lithe body that reminded one of a panther, sleek, graceful and with a full feminine form . . . They were not married.

After a few brief words with the w.k. clerk, they entered an up bound elevator with a couple of bell hops in tow. The big bad wolf, the

(Continued on Page 3)

### GAL TAKEN FOR RIDE IN AIR MAIL ROMANCE

Are you lonesome? A young widow answered this ad which appeared in one of the cheaper magazines, and expected to receive mail from other lonesome people thruout the country. She did, one letter was from a young man in the banking business in Los

Angeles and he, too, was very lonely. She wrote him and enclosed her picture, soon they were corresponding with

(Continued on Page 10)

### CONTEST

(PAGE 2)

### Bond Bread War Anew

### Gov. Lehman To Sign Wagner Bill

### A.&P. EMPLOYEES vs. A.F. of L.

(Inside)

### BIG SHOT CAUGHT IN SHORTS BY IRATE WIFIE

### GRAND PRIZE AUTOMOBILE

MAY 27 1937

# PRIZES VALUED AT \$2,000

## RULES

The Rochester Weekly FLASH Picture Puzzle Contest is open to everyone, anywhere with the exception of members of the staff of the Rochester Weekly FLASH and their families.

Beginning with the issue of May 15th, 1937, The FLASH will publish a series of four Picture Puzzles each week for fifteen (15) weeks, a total of sixty (60) puzzles. Each puzzle cartoon will represent the name of a person well known in the City of Rochester or of some Park, Street, Building, Merchant or Manufacturer in the City or Monroe County.

The puzzles will become more difficult as the contest progresses and the easier ones will be published first so that our readers may become more skilled as to the methods employed in their solutions.

At the close of the contest a letter will be required on the subject of "WHY I READ THE FLASH." This will consist of not more than 250 words and will be judged on its humor and originality and must be submitted during the week following your answers to final puzzles.

Neatness will not be taken into account. Do not decorate your answers. Simply print clearly your answers in ink on the Coupon provided. (ALL ANSWERS MUST BE MADE ON THIS COUPON.) Any answers made in other form will be disqualified.

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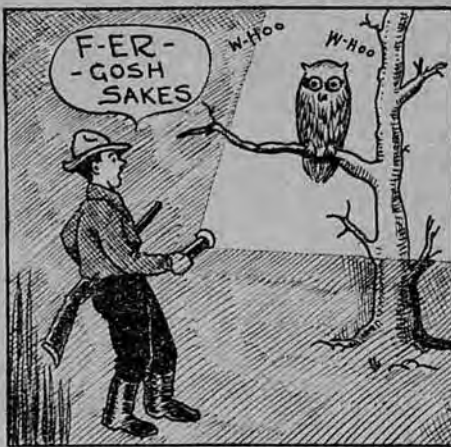
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# FLASH PUZZLE CONTEST

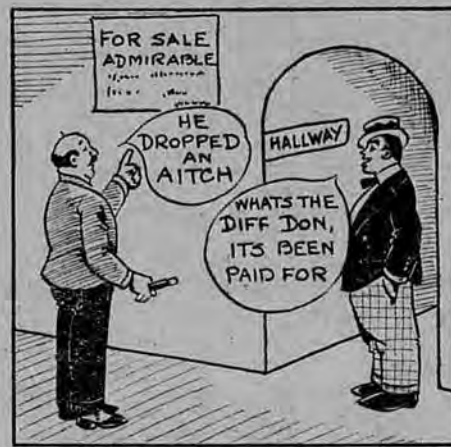
No. 5



WHAT NAME DOES THIS PICTURE REPRESENT? THE CORRECT ANSWER IS IN THE FOLLOWING LIST

- |                  |                |
|------------------|----------------|
| Leland Yost      | Ridge Road     |
| Danny O'Mara     | Rotary Club    |
| Butch Martin     | Ray Blades     |
| Chas. Weniger    | Fincher Motors |
| Joe Sargent      | Anthony Scinta |
| Ray Fowler       | Duke Potter    |
| Lincoln Alliance | Owl Drug       |
| Security Trust   | John McGrath   |

No. 6



WHAT NAME DOES THIS PICTURE REPRESENT? THE CORRECT ANSWER IS IN THE FOLLOWING LIST

- |                   |                  |
|-------------------|------------------|
| Main Street       | Ace Drug         |
| Commerce Building | Louis Imhof      |
| Skinner Trailer   | Times-Union      |
| Hill Appliance    | Haddon Hall      |
| Ben Wolk          | West Ave.        |
| Garson Clothes    | Red Wing Stadium |
| Andy Kavanaugh    | Norton Street    |
| Sterling Diner    | Bob McGinty      |

## PRIZES

- GRAND PRIZE: New 1937 AUTOMOBILE!!!
- Credit on '37 Terraplane or Hudson Car—Ben Wolk, 780 Clinton Ave. N. .... \$100.00
- Rug Cleaner (Scott & Fatzner)—Hill Appliance, 482 East Main ..... 59.50
- Lady's Bicycle — Zimmerman, 129 W. Main ..... 35.00
- Lady's Wrist Watch Rosenberg, 9 State ..... 27.50
- 1 Battery—Goodland, 230 East Avenue ..... 14.95
- Percolator Set (4 pcs.) — Weisbuch Inc, 393 East Main ..... 12.50
- 1 Permanent Wave—Raymonds, Granite Bldg. .... 10.00
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2. ....
3. ....
4. ....

Mr. \_\_\_\_\_  
My Name is Mrs. \_\_\_\_\_  
Miss \_\_\_\_\_

Address \_\_\_\_\_

No. 7



WHAT NAME DOES THIS PICTURE REPRESENT? THE CORRECT ANSWER IS IN THE FOLLOWING LIST

- |                        |                   |
|------------------------|-------------------|
| Chamber of Commerce    | Harry Cohen       |
| Mit Brint              | Max Nusbaum       |
| Sterling Diner         | Midge Staud       |
| Better Business Bureau | Williams Pharmacy |
| Apdt Brothers          | Bert Louck        |
| Wilson Hardware        | J. P. C. Gardens  |
| Jack Driscoll          | Ruth Morgan       |
| Thurston Grill         | State Street      |

No. 8



WHAT NAME DOES THIS PICTURE REPRESENT? THE CORRECT ANSWER IS IN THE FOLLOWING LIST

- |                     |                  |
|---------------------|------------------|
| Eastman Kodak       | Alexander Street |
| East Avenue         | Granite Bldg.    |
| Tom Cullane         | Tom Broderick    |
| Thomas Avenue       | Donald Dalley    |
| Vanderbelt Pharmacy | Art Brown        |
| Erickson Perkins    | Michael Stern    |
| Gorman Jewelers     | George Mogridge  |
| Rosenbergs          | Weisbuch Inc.    |

THE  
Rochester Weekly  
◆  
**FLASH**  
On Sale  
At All  
News  
Dealers

## Few Cents Make A Whale of Difference

Here's a little tale that will curl your hair, ladies. Last week we ran a front page editorial on you, you, and you, biting for the w. k. sucker advertising. It seems that the mighty firm of Sears and Sawbuck ran a full page ad in the city's dailies, advertising such a simple little commodity as copper fly screen at the ridiculously low price of 2c a square foot.

Members of the staff supported by proper witnesses, made a trip to the Monroe Ave. emporium and fortified by the ad went directly to the department and asked to be shown the wire mesh advertised. As to be expected there was a mistake in the advertisement, and we

were shown some black wire mesh at this price. The mesh advertised being priced from 4 to 7c a foot.

It would seem to our jaundiced eyes that any corporation would have more carefully proof read and should a mistake be made in the advertising copy there should be a law that compelled advertisers to stick by their advertised prices.

We were informed by the clerk at the store that the ad had been corrected in the subsequent issues of the dailies carrying the ad but on further checking, we found that the "Bait" ad was still worded the same.

Please see editorial page.

## WELFARE VIA TAXI

(Continued from Page 1)

commit mayhem for a few votes, there comes the tale of a couple of gyp artists throwing the hooks into Mr. John Q. Taxpayer.

Recently a couple of the boys picked up a cab at Convention Hall and asked to be driven to the Hart Store located on Court Strasse near Rochester's Broadway. Flash-

ing a brace of Welfare Orders, the lads entered the store and bought everything from soup to nuts. After making their purchases they returned to the cab and filling the tonneau with the goodies, they asked to be driven to a w. k. dive on Ward Strasse.

Asking the cabbie to await their return they grabbed a box of groceries, entered the jernt, and TRADED THE WELFARE GROCERIES FOR A QUART OF SMOKE!! . . . The hackman saw red at this gesture, and demanded his fare. The boys averring that they were broke, left only one alternative to the Taximan so he grabbed the remaining box of groceries for his fare.

The FLASH would like to ask: By what right has a welfare recipient the crust to be riding around in Taxicabs and why such cases of chiseling can exist under the noses of some of the high paid welfare investigators???

This is just a start on the campaign against welfare chiseling. We have taken upon ourselves the endless task of doing a little private investigating of our own and we promise that whenever possible we are going to run names and actual pictures to sub-

## Hotel Scandal

(Continued from Page 1)

hotel detective sauntered over to the desk and after another brief interchange of words also left for the unknown regions above. In this brief little drama the Bell Answerer saw the possibilities of a little fun.

After greasing another bellhop's palm and easing his conscience with a hard earned quarter he found that the lovebirds had ascended to the fourth floor and had entered room 404. The poor detective casually walked to the room and sure enuff the big bad dick was comfortably ensconced by the w. k. keyhole. Knowing the brute, he, after greasing the wheels of progress with another two bits, was allowed to take the key position.

At first he saw nothing because the room had only one small light, so he was patiently awaiting a sound that might give him the needed clue to the suspicious circumstances. At last it came and we pass it on to you: "Well, goodnight Grandmother, I hope you feel better in the morning." "Goodnight, grandchildren, it was awfully sweet of you to remember me with all those pretty things on my birthday."

Our remarks consisted of ?!%@ and Goodnight four bits.

Looking for a wife:  
BENNY SANTANGELO

### ATTENTION

The FLASH has received hundreds of letters and phone calls requesting we print suggested answers to the Journal Picture Puzzle Contest. The management of the FLASH defers in lieu of the ethics of the newspaper code.

stantiate the weird stories that arise out of the dole system.

## DIAMOND DUST

By Picken Shovel

Salling o'er th' fence for th' season's cockiest homerun went th' ole apple that connected with the mighty OSCAR JUDD's bat last Sundee aft'noon . . . Party well educated this bat of OSCAR's . . . parking the ball right where parking should be done . . . in th' parking lot . . . 'N to top it all, OSCAR pitched a two-hit shutout game . . . a fav'rite dish on any baseball menu.

Looking over the LEESBURG papers, we learn that DOC HURLEY is quite a pop fella there during the training season . . . 'N they are grateful to DOC for his many helpful suggestions . . . DOC is okey-dokey as AMBASSADOR HURLEY of the S. S. RED WINGS, no? . . .

LOU (Handsome Muscle-man) SCOFFIC fattening his wallet with winnings over Kentucky Darby wagers . . . Giving baseball that splay flavor, RAY (I-mean-it) BLADE's 'n TONY (So-do-I) KAUFMAN's . . . arguing with UMP WEAVER . . .

Saving the day for the Red Wings, NUBS (Proud Papa) KLIENKE . . . by recovering a wild throw by COOCH that took our breath away in th' season's fust double-bill Sundee . . .

Fan-fingers a-pointing to CUC-CINELLO . . . back in the line-up after his "no raisee no playee" stand . . . Yep, girls, COOCH is still a bachelor but dunno if eligible . . .

'N to you fair lassies that have been inquiring about BOB GIBSON sooo much . . . 'Ths rumored he looks like the moon-picture star, Bob Taylor, but we haven't had a peek at him yet . . . Mebbe, if we can get introduced or if we stumble over him . . . before next edition . . . you betcha we'll be glad to give you an honest, goodness descrip of GIBBY . . .

Still squeezing for . . . KRIST . . . Wethinks HOWIE has the duckiest nickname . . . "PO-TATO KID" . . . Offside to DOC HURLEY: How is JACK STURDY's arm allment coming along? . . . What? No magic medicine in your medico outfit to speed th' healing?? . . . Betcha JACK (Swell Guy) STURDY doesn't mind th' pain half as much as not being able to "get in there 'n play ball" . . .

Our fav'rite ESTEL (Jack-of-all-trades) CRABTREE still clouting in a big way . . . Wearing his cap at an angle most becoming, BILL WALKER . . . Typical baseball player 'n' svelte guy, IRA SMITH . . .

Looking like an A-1 business man when not wearing baseball duds, TONY KAUFMAN . . .

Howzabout having a "Goofy Ball Game" some of these days as second feature of a Sundee bill?? Here's how we'd manage it: Probable line up: PRENY FRENCH, P . . . ED SMITH, I . . . DOC HURLEY, C . . . GUNNAR WIG, coach . . . JIMMY MARTIN D . . . ART CHARITY, 2b . . . RED SMITH, 3b . . . JOE CONNOR, cf . . . PEE WEE, SCOOP LIPPER, SOLDARE, 'n' VAN GRAFLAN dividing pitching honors . . . TONY KAUFMAN, ESTEL CRABTREE, Umps . . . RAY BLADES, water-boy . . . OSCAR ROETTGER, bat-boy . . . Other Red Wings acting as ushers 'n' goody sellers . . . No Likee—No Takee . . . But, boys oh boys, would this draw a crowd . . . Fer after all isn't this a crazy world? . . . 'n' a crazy ball game is just the thing!

Sporting swankiest car of week:  
PETER & SAM  
DI CLEMENTINE  
(Bloss Strasse)

## SIX INCH EFFICIENCY

Efficiency hit the court house in the form of a paper towel machine, that has been placed in the wash rooms. Employees are using handkerchiefs, and their pockets instead of the new-fangled towels.

In all fairness, the machine is efficient. You turn a handle on its side and it delivers six inches of paper toweling, about 12 inches wide, then stops for a minute and a half, before delivering another six inches. The trouble is with six inches of paper it is practically impossible to dry your hands, and the busy folk in the court house haven't time to waste nine minutes for a sufficient amount to do the job. If each employee waited nine minutes for enough material to dry his hands, and there are about two hundred persons working in the Court House, it would take 1,800 minutes, or 30 hours of their time. Is this efficiency?

## Hot Flashes

"I do"-ing it shortly, JAMES BOND 'n' FRANCES COLE . . . My goodness seems th' everybody is going crazy . . . getting married we mean . . . Here are a couple more sets waiting to be united: HAROLD ANDERSON 'n' FLORENCE PACEK . . . JOSEPH MARCONI 'n' LIBERA PERSA . . . FRANK PASSALACUA 'n' ENGELINA CALABRO . . . United we stand . . . Divided we fall . . . Yowzir!!! . . .

Handsomest of Week:  
ED SMITH  
(Red Wing Sec.)

## Local Lads In Macfadden Derby

Led by Barnarr Macfadden, noted publisher and humanitarian, the third annual Macfadden Health and Hygienic walk, also known to ma. as the "Rejuvenation Walk" will start this year on Saturday morning, May 22, in New York City . . . proceed to Dansville, N. Y., a distance of 325 miles.

This hike, conducted for health and hygienic purposes, is fast becoming a national institution. Participants in the past have come from all parts of the United States and various foreign countries, including British South Africa. The enrollment this year probably will total seventy-five hikers of all ages including two Rochester lads Joseph R. Crews of 81 S. Fitzhugh St. and Leo C. McCarthy of the Central YMCA. They will make the trek in fourteen days. An average of twenty-five miles will be covered each day.

The route this year will proceed through northern New Jersey and the scenic trails of the Chenango Valley in southern Central New York. The principal cities through which the hikers will pass will be Hackensack, Middletown, Binghamton and Elmira.

Schutt Pharmacy  
880 W. MAIN  
Gen. 172 Gen. 7416  
Prescription Specialists

## THE BREAKERS

"The Rendezvous of the Smart Set"  
OPEN NOW!  
featuring  
TED SANDS  
and His Orchestra  
Plus Select Entertainment  
THE BEST OF FOOD  
at Popular Prices  
with service par excellence  
Phone Char. 1443  
Drive out Lake Ave. to Beach Ave. and Continue Through Shoremont on Edgemere Drive.

A Traction  
STONE 2044  
FOR Every Form of Entertainment  
"The Office of Distinction"  
Mutual Entertainment Exchange  
ARTHUR ARGYRIES, MGR.  
Loews' Theatre Building

Another Truck Load  
Of Those Luscious, Tree-Ripened, Juicy  
FLORIDA  
ORANGES 53c  
Pineapples PECK  
Large, Ripe, 24 Size  
2 for 25c  
Strictly Fresh Gr. A  
EGGS  
Brown, 25c  
White, 26c  
BANANAS  
Large, Ripe, Yellow  
2 doz. 25c  
Brooks and Chili  
FRUIT MARKET  
ON THE TRIANGLE  
OPEN EVENINGS AND SUNDAYS

Sponsored by an  
**INDEPENDENT  
DRUGGIST**

**Jardine Pharmacy**  
A. J. ORTOLANI, Phg.  
392 State St.

**George's Market**  
Groceries and Meats  
1004 LYELL AVE.  
We Deliver Glen. 20

**Winton Pharmacy**  
Prescription Specialists  
692 WINTON ROAD N.  
Cul. 3005

**Bull Pharmacy**  
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PERSONAL SERVICE  
Culver 2637

**GREEN TREE PHARMACY**  
Prescription Specialists  
1036 WINTON RD. N.  
Culver 5493

**Wichman Drug Co.**  
Prescription Specialists  
FREE DELIVERY  
858 Dewey Ave. Glen. 970

## WORKERS PRESSURED BY UNION

Two weeks ago a meeting of A. & P. store employees was held at a w. k. d. t. hotel, Managers and clerks alike attending the affair, which was for the purpose of organizing the employees in a union.

Representatives of the American Federation of Labor passed out application cards and pamphlets to two hundred of the employees and were pleased to note that every one kept the card. On the face of the pamphlet were written words to the effect: "Join the American Federation of Labor. Not a company union. A company union will not benefit you. It deprives you of collective bargaining. American Federation of Labor representatives are here tonight waiting to take the floor."

The meeting was adjourned at about 10:30 P. M., and about an hour later A. F. of L. officials claim, certain managers went to a union printer with one of their cards, and asked him to make a facsimile of it, changing the words to read Atlantic and Pacific Tea Co. The printer refused, even

though he was offered a good price to get them out before 10 A. M. the next morning, it is claimed. (See Editorial.)

The Loblaw stores have signed with the A. F. of L. Wegman Stores employees have also joined the A. F. of L. It seems the day of unions is here and it would be wise for the A. & P. Co. to recognize the fact

## WIFE CAUGHT

(Continued from Page 12)

thought buying ice was quite alright and the stories about the iceman were just so many words, and after all, he trusted his wife (most of us do?), they had been married eight years and were as happy as most married people. Their children, a girl of seven and a boy of four were the hubby's pride and joy. Unfaithfulness on the part of his wife never entered his mind.

A few weeks ago, hubby thought he noticed a decided change in the frau's actions. The children got on her nerves. She was tired of housework, and she pestered the daylights out of him for some new clothes. He said nothing about her nagging, and figured in a few days she would get over her

## Hot Flashes

Crowning a queen at Brockport Normal—A Rochester queen, VIRGINIA HART . . . Vive la queen!

Three cheers for JOSEPH PATTERSON, newly elected proxy of the Ad Club . . . Colorful folk dancing t' merry tunes coming by UKRAINIAN 'tis announced by UKRAINIAN JUNIOR GLEE

## WPA AND LABOR

May 22 is to be set for a nationwide Workers Alliance demonstration, demanding passage of the Public Works and Relief Standards Act, to have no reduction in W. P. A. appropriations. The boys claim Congress has gone mad on the subject of "Economy."

Harry Hopkins, W. P. A. Administrator, is said to have told the House Appropriations Committee during the hearings on the President's billion and a half proposal for 1938 relief funds that such an amount was an irreducible minimum. Hopkins further maintained to the objectors that the small wage of \$54.00 a month was not enough to make men wish to remain on W. P. A. jobs, if regular jobs were offered to them. The boys in Congress think that there are too many people on W. P. A. who really don't need the work. W. P. A. wages are expected to be increased, and the boys are planning on organizing, just to make sure.

## Hot Flashes

DON "McCarthy" ARIOLI, the fighting Greek, still hanging on the ropes since the last battle.

BOBBY ARGUS, ex-football 'n' baseballer of the Police Department 'n' one tough egg to stop . . . HUGHIE 'n' DUFFY, twin tornadoes, an asset to our taxpayers . . . CLARENCE RYAN 'n' LEO WALTERS tops as all good fellows . . .

Cute Eyes of the week:  
ROSINA KULL  
(Edwards-Iassie)

**Miller Drug Co.**  
1152 CLINTON AVE. N.  
Prescription Specialists  
MAIN 8709

**O'Neil Grocery**  
776 GENESEE  
Gen. 577

**Brents Elmdorf Pharmacy**  
We Deliver—No Extra Charge  
MILTON J. BRINT, Ph. G.  
761 Genesee, corner Sawyer

**SENECA TERRACE  
1083 DEWEY AVENUE  
SUPPER CLUB**  
BANQUETS - PARTIES  
our specialty



**NEW  
FLOOR SHOW**  
Every Weekend  
Plus the  
**Red Hot Music**  
of  
**Ray Redhead's  
ORCHESTRA**  
Our prices are  
fair and the service  
is excellent

**NO  
COVER CHARGE**  
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1 Block before Alder St.

**Drug Co.**  
Culver Rd. at Sea Breeze  
Prescription Specialists  
Culver 2929

**Markin Drug Co.**  
1392 CULVER RD.  
Culver 5899  
Prescription Specialists

**KIELSON'S PHARMACY**  
H. J. KIELSON  
Joseph at Clifford Ave.  
YOURS FOR HEALTH

**COLE PHARMACY**  
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Prescription Specialists

**Kleir Pharmacy**  
692 MAPLE ST.  
Prescription Specialists  
Gen. 7724

**Tuller Pharmacy**  
Prescription Specialists  
680 SOUTH AVE.  
Monroe 8088

**Peck Drug Store**  
184 PLYMOUTH S.  
Main 7345  
Prescription Specialists

Verrah Popular Red Winger:  
**ESTEL CRABTREE**  
(One grand fellow)

ART GAY forgetting more about conditioning than most of those Hollywood punks ever know . . . We're for ya, ART, to fill the big vacancy waiting for you there . . . GLADY BLISS winning Laurels of the week . . . Her student JOEL FRIEND local boy, is dancing at the King's coronation . . .

Blonde Beauty of the week:  
**LOIS BUSH**

Doing a come-back, DAFFY DEAN THOMAS, ex-amateur . . . Temperamental NICK of Avery Strasse driving 80 miles for a Cherry Sundae . . . Thanx to General Motors, the N. W. 24th Ward finally getting good break . . .

Boys oh! boys, you should see the honey of Health Cooker Mistah 'n' Missus Skinner of East Avenue are giving as prize in our puzzle contest ! ! ! . . .

De-lovely little lady:  
**MISSUS NUBS KLEINKE**

ABE RAFF going high hat having been promoted to big time Referee-ing . . . Don't muss his hands with lowly Prelims any more . . . How come FRANCES WILSON never patronizes the Mill on Saturdays 'n' Sundays ? ? ? . . . Champion glass fitter: Mistah CASE . . . Offside to KEN PUNNETT, asst. City Purchasing Agent; remember the uppercut in Geneva Y? . . .

Attractive Assistant  
Manager  
**LOIS CAREAU**  
(Planter's Peanut Shoppe)

be hotsy totsy.

Monday nite, hubby's brother called for him to attend a lodge meeting. He left the house about 8 P. M. and told the frau he would be late getting home. While at the lodge meeting hubby began to feel there was something wrong in Denmark, and the more he thought about it, the more he was convinced he better go home. The ride on the trolley to Charlotte took about forty-five minutes and when he arrived home it was after 11 P. M. Not wanting to wake the children, he opened the door very carefully and tiptoed upstairs. He noticed the light in the children's room was still on, so he quietly opened the door to their room expecting to put out the light. Instead of finding his children in bed asleep, he found his frau and her boy friend very much awake.

Lights Out: Hubby forgot all about turning out the lights, but the frau's boy friend thought they were out anyway. The boss of the manse darkened his lamps plenty. The missus had a hundred and one alibis and guess what? The best one she told was "He is a refrigerator salesman and was up here figuring out the amount of refrigeration we needed so he could quote us prices on an electric refrigerator."

Ed. note: Hubby refused to buy the refrigerator and is still burning up. Looks as tho the iceman will deliver ice to his house this summer.

## ROAST BEEF TAVERN

Famous for Sea Foods

Main at Railroad

Free Parking

"SPIKE" WILSON

Mysterious, Romantic, Thrilling,  
Sensational, Confidential

Inside Stories of Real Human Interest

NEVER BEFORE IN PRINT

FOR THE PEOPLE — BY THE PEOPLE

of

MONROE COUNTY

## Cash Prizes

Everyone Welcome — No Red Tape  
No Entrance Fee

Write any unusual True Experience of Human interest in a letter of 1000 words or less in which you or any citizen of Monroe County had a part. Names of characters or writers will not be published unless by special request—all letters must be in the first person.

**1st Prize \$25**

**2nd Prize \$15**

**3rd Prize \$10**

Send as many letters as you wish—The Rochester Weekly FLASH, Inc., will be sole judges and their decision is final in all cases. No manuscript returned. Contest closes June 1st, 1937



# Auto Romeo Socked In Puss

She was only a little over five feet and weighed less than one hundred and ten pounds, but she packed a wallop like Joe Louis and Jack Dempsey.

A car stopped top jek up a little brunette on the corner of St. Paul and Andrew Streets Sun. nite. It's driver happened to be one of those chaps that will not take a "NO" for an invite to ride in his gas chariot. He stepped out of the car, and the young lady turned her back to him, and began to walk away. He followed her, pleading that she let him drive her home. She again refused and walked faster. He was insistent, and grabbed her arm. She wrestled free, and let him have it right in the eye.

Time (the great healer) may make this masher forget his experience with this small package

of dynamite. A few onlookers too may forget what happened. But we would bet all the tea in China, that one bird in this town will take "NO" for an answer, and keep his hands in his pockets for at least a couple of weeks, till that peachy colored orb of his heals up. We have watched amateurs and pro's sling their mits. But this little female dreadnaught takes the cake. To any mug that has similar ideas on picking up a female to take home, we say "Watch out for this little baby, or you will be telling your friends you bumped into a door."

## Fishing Facts

The art of cleaning bull-heads has probably reached its acme at Warrensburg, N. Y., and general vicinity. We give you the method:

Place bullhead, belly down, on board or newspaper. Grab head firmly with left hand and a stout jackknife with right hand. Commencing at base and behind the back-spine, slice forward and downward at an angle until the head is almost reached. Then cut directly downward JUST thru the backbone and no more. Return to starting point and slit skin down the back to the tail. Return to starting point again and insert knife under the skin and loosen same around the margins of the first slice for a distance of an

## AROUND TOWN

Wonder what w. k. yoke presser at Keller Heumann Thompson gets four bits spending money from the frau and an extra two bits when out with the boys??? . . . Benney and Theresa Sandry weekendng in Gotham . . . Wonder whose taking care of Marjorie in their absence??? . . . Is that latest 'round the world to see strange parts cruiser going to take Gertie along?

Beatrice and Buddy Lashier throwing a swell winging at cottage at Crystal Beach last week-end while Mommo Lashier visits Gotham . . . Dotty and Florence Potter being among the guests . . . Touching farewell scene between departing ork leadr, Dick Mansfield and the gal with the devastating eyes, Joan Eberlin, in the lobby of Cholly Wick's Hostlry . . . See Joan sporting a big sparkler on the correct finger.

Jimmie (Associated Press) Angle going smelting, returning with half a car full . . . Mary McMahon going to town in the photography . . . Kute Kidlet, too, boys . . . Jack Foran installing a new automatic phonograph, as if the radio didn't make enuff noise!!! . . . Artistman Bob Hay sporting a boil and taking the meals off the mantel.

Pauline Kull with the cute little nez turned up at the FLASHMAN . . . Never mind there will come a day when the w. k. monniker isn't in the rag, Pauline . . . Bob Van Vee and roommate, Ken, adman, Stedman moving from w. k. Troup Strasse Apartment . . . For the week's nod as a swell gal, Helen Sargent, Bowlerman Joe's kid sister . . . Hear that her office has been all redone in the modern manner.

T'beer or not t'beer—"Tis the question confrontin' Walter (10th Ward) Marsh . . . now that the fav'rite zpop is ten cents straight . . . Looking ducky in a tux'y, Toots Quackenbush . . . Ticking the ivories a la mode, Lillian Seidel . . . Brunette pretty of the week! Jenny Kaffy . . . New Restauranteer, Gene Case of th'north side of Plymouth Avenue.

Twosome-ing it in "Esmiralda," Harold (Daw's) Karn in his attractive g. f., Jane (Waldorf Eatery) Passero . . . Playing nursemaid to a bunch of telephone lines, Allene (Monroe Exchange) Neff . . . How's the b. f., Allene? . . . Smiling eyes behind Woolworth's (Reynolds' Arcade) Lunc-eonette counter belonging fo pretty lassie tagged Madeline Monna.

Golden-voiced young lady of the week, Lena Santolla . . . 'n Lena's going places with her dancing feet . . . Turning radio actor, Mort Nusbaum . . . 'n a good one at that . . . Fun watching Mort trying to perfect a razz much needed in Leigh Tangar's Satdee aft'noon's

Miss Tangar, doing fine as

jack-of-all-trades for hubby's programme. Prettiest monicker of the week belonging to Carmelita Campell . . . Clevah writer whose "Dream Book" is the best on th'subject we've seen in many-a-moon, Oliver Schoenfield . . . Most amiable lassie of th'week, Laura Tallento . . . 'n quite a cake-baker, too.

Two of a kind 'n' always together, Bob (Smoky) Maxwell plus Orla (Champ) Silco . . . Kute Betty Arthur May-walking-it with her lil' duck . . . Bob Talnidge closing out at McCurdys & Co. 'n' tenderly holding a bunch of sweet-peas . . . How Chute! Prettiest dimples of this wk's femme-faces, Eleanor Jones', of Croydon Strasse . . . Enjoying Red Wing Opener, George (Dusty) Holden . . . Dusty hasn't missed an opener since he was 14 years young . . . 41 openers in all . . . More power to you, Dusty!!

Kinney 'n' Lewis back at Breakers . . . Some racketeer th'yong fella that collected 12 cents from Mario Cerame's customers on his Fulton Avenue route while he was away . . . 'n' causing customers to do pu-plenty of explaining to Mario . . . Blues-singing-it, de-lovely Sylvia Jordan . . . Beaming over with gaiety 'n' always smiling, Josephine (Costar Strasse) Bonacci.

## Hot Flashes

Druggor-man of th' week (In hospital), ART COLE . . . Some dance that given by the SPENCER CLUB at K. of C. . . Everybody happy 'n' gay—dancing to lifting tunes of pop. ork's . . .

Blonde of the week: CAROLINE WILLIAMS (Socialite)

De-lovely in gowns a swishing and alluring: Missus ARTHUR TITUS, at the Golden Grill . . . Looking as tho she just stepped out of a hat-box, ELIZABETH ESTES . . .

Still buzzing about: NORM STYMUS (Mighty Atom)

## Hot Flashes

Here's hoping ROSE CARLIN, coteress is well 'n' happy . . . EDDIE WALKER, champion Kirby Rug Cleaner fella, getting th' Ginger Snaps . . .

Groceryman of the week: BILL SCHALBER (Plymouth Strasse)

Congrats to DR. ALBERT KAISER recently elected head of Rochester Academy of Medicine . . . Assistant-District Attorney ANTHONY MICELI okey-doke as general-chairman of dance given at Elk' Club . . .

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**GEO. F. ROGERS**  
1462 DEWEY AVE.

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40 South Union St.  
Where Merry-makers Meet  
Capt. Guenther's Orchestra  
FLOOR SHOW SAT.  
A RIOT OF FUN  
LUNCH — DINNER  
and FISH FRYS  
Are always the feature at this homey spot

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**Ernies Place**  
SPECIAL  
Spaghetti, Fish & Chips  
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**LAMBO'S**  
RESTAURANT  
Fine Foods and  
Beverages  
NORTH GOODMAN  
Cor. Clifford

**Dance AND DINE**  
Delightful people come here nite after nite. Why not you this nite?  
2 FLOOR SHOWS EVERY NITE  
FEATURING MUZZY'S DIXIELANDERS in Dance Rhythm  
**Lang's Garden**  
330 North St. - Main 7983

**BORN FOR THE GASHOUSE**—by J. Roy Stockton.

This well known writer tells about BOB FELLER, MICKEY OWEN and others who are making the grade in the big leagues.

**JOHNNY, SAIL YOUR LUCK**—by Chas. Rawlings.

A story of the sea you will like to read.

**THE NARROW-MINDED KID**—by Travis Hoke.

Do you like a circus—a carnival? Then you'll like this story.

**THE NEO-NEW DEALERS**—by Stanley High.

Whose previous article "Whose Party Is It," caused a great sensation in Washington resulting in Roosevelt's repudiation of "Presidential Advisors."

May 22 Issue

Now On Sale

**THE SATURDAY 5c EVENING POST**

**Rochester Weekly Flash**

For the People and By the People Who Want the Truth

Published weekly by Rochester Weekly Flash, Inc., at 6 State Street, Rochester, N. Y.; President, Harold Dingman; Vice-President, Charles Schewe; Advertising Manager, Scott Wilson.

For Advertising Rates Call—

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MAIN 2719

Build prosperity by supporting your independent Merchant.

**THE LONGEST DAYS OF THE YEAR**



**PATRONIZE YOUR INDEPENDENT STORE**

Every day in the year for the Do we realize that a large...

past six years, we have heard people say, "I wish this depression would end," and yet, these same people would walk right past their local store and patronize the branch of the National Chain Store. Yes: the branch of the Chain Store does have a manager who lives in Rochester. But, for every hundred dollars that is taken in that store—only ten dollars or so remains in Rochester and the balance leaves to make the already too rich capitalist richer.

National Advertising departments of the Chain Stores took advantage of what people were going thru and right before our eyes each morning came BAIT of the most tempting kind, or a few leaders at near cost to make us believe that by trading with a National Monopoly we could balance our budgets. For six years we went thru the bargain hunter stage. We filled the pockets of the Owners of Monopolies. For six years we have forgotten our Independent Merchant. Why?

We are under the false impression that mass volume of buying on the part of the Chain Store makes it possible for them to undersell the Independent Merchant, but, we forget that while they may buy by volume and save 10% their costs of National Advertising, Groups of Inventory Men, Buyers, Investigators, Warehouses, Trucks, etc., more than make up the 10% and leaves the Independent Merchant in a position to equal the Chain Store in price and far excel them in quality and service. We often hear of the working class of people talking of the Big Money Man who has too many millions. Little do we realize that every store we pass our own Corner Store and patronize the Chain that we are putting more bucks in the pockets of the few who have it all.

tion of our own real estate is owned by the Independent Merchants of our county? Would you as a good citizen of the county rather invest your profits here so our own Rochester Men could re-invest in the improvement of our own city? Do you realize that we never will have local prosperity, by sending \$90 out of every \$100 to some other part of America or abroad.

This editorial is food for thought for everyone. We have a local paper in which we can speak the truth, no race, religion or creed is barred from speaking. If we support our own Merchants, Prosperity will follow.

**MISSING PERSONS**

Missing Persons Dept. Weekly Flash.

Gentlemen:

Please publish this letter for me.

Will the 1937 streamlined modern Apollo, with the purple tights, a Rochester East High boy, who talked with a Rochester East High girl about knowing Andrew Kavanaugh, Rochester man, who is the Miami Police Commissioner at Miami—down on the Rooney plaza beach on Miami Beach, on New Years eve, get in touch with me?

I mentioned the fact at the time that my divorce papers may become final very soon, and I want you to know that I am now a free woman again, so you have nothing to fear. Won't you please c/o Daisy, Weekly Flash Office, and I will notify the Flash to send same to me. I am very anxious to get in touch with you.

Daisy of Miami Beach

**Sporty Spiel**

Spring is h'yar 'n' . . . baseball's everywhere 'n' everything . . . My, my but aren't those RED WINGS going places . . . We toldja so! . . . Remembah? . . . Here's HOPPING we'll continue to be right . . . Topping the Rochester District Softball League, are the SEAGRAMS . . . Puh-lenty of fanning by curving th' ole apple on the part of pitcher CARDAMONE helped down the EAGLES by score of 8-2 . . . POMMERENING defeating GENESEES Sundee by score of 9-8 . . . MANDILLS dropping their opener with HETZLERS by score of 6-2 . . . Adding the w. k. egg to their score column, NUSBAUM's in their tilt with —3-0 . . . KANDY-KIDS-ZUTES 'n' SPEEDY's game being called on account of rain . . . Hi-scul teams looking mighty spicy this season . . . 'N' if it ain't gonna rain no more . . . there'll be puh-lenty of fightin' on the school fields from now on . . . STAVALONE pitching good ball for the Jeffers again this season 'n' powerhouse gang, PEZZULO, CASTELLANO, 'n' FIORE, backing him . . . This team is our early choice to cop the hi-scul championship . . . Altho there's puh-lenty of fightin' spirit in all those line-ups 'n' anything can happen . . .

Booting a corky game KO.

DAK PARK-ers retain championship of the Northwestern New York Football Association for the third successive year . . . Congrats 'n' all that t'ya, boys, 'n' here's hoping your next season won't be so muddy . . . JOE BIRDIE making good his finale . . . packing puh-lenty behind those punches at the Elk's Club . . . Fightin' days are over for JOE cuz he's going to be married 'n' the lil' missus-to-be won't have any of it . . . But many a good fight has taken place out-side the ring . . . didja evah hear, "Wanta fight- Get married!" But if the missus says no fight—mebbe the slogan's all wring. LOUISE STOCKDALE pretty Detroit miss making the head-

**WE SAY**

Her mouth is so big, she can play a harmonica with a piano. He calls her "Honey," not because she's sweet, but thick. A girl powdrs her nose from force of dabit.

Famous last words, "If you'll take your big hips out of the way, wifey, I'll be able to see that fan dancer better."

In a dance hall you use your feet for a black bottom. In a nudist camp you use soap and water.

Some girls think a guiding light comes from a flashlight in a parked machine.

She, "I have to run along now and strip for Gym."

He, "Gosh, he must be one of those Missouri guys."

Father's voice in darkened room, "Are you sure it's my daughter's han you're after?"

**\$10 STORY**

Call him Joe Blott because it isn't his name. Don't describe him. It isn't necessary. He's one of thousands of wordsmiths who once pounded typewriters and now pound pavements.

Years ago Joe came to Bigtown. Got work and a girl and a top hat and an evening stick. Sitting on top of the world he forgot folks in Stickville.

Blotte went his job when the rag folded. Ditto for femme. Uncle glommed the topper, tux and stick for chicken feed. Joe was down to his last thin dimes rubbing thinner against each other in the pockets of unpressed pants.

Inside info from Washington trickled down to Joe. A fed project for writers was on the fire. Cash was ready as soon as writers howled loud enough for it. So Joe picketed with the Writers Union with hope in his empty insides.

Lamped by a tab pix man who knew him when, he was mugged, sign and all. But there was no job. No relief. No eats that day for Joe.

Three days later he was wondering whom he could touch for coffee and when in popped this letter from Stickville:—

Must congratulate you on your valiant efforts to do something for the unemployed writers. Your picture appeared in the Hour Glass. (You look swell.) The local news dealers sold 200 more copies than usual. It raised quite a furor among the younger crowd here. Everyone recognized you immediately. Admiration was most obvious.

Just to show Stickville hadn't forgotten, the same letter had a ten spot for Joe Blott. But a sawbuck's no fortune in Bigtown. That's why Joe will picket again.

**Hot Flashes**

Rain or shine, Postman CHARLIE (Lake Ave. 'n' thereabouts) GEBHARDT is always on time . . . EDITH FELLI dividing her time -- helping florist brother 'n' supervising her finger-waving bizz . . .

Barberman of the week: JOE RISHOR (Phalers)

For he's a jolly good fellow, PETE VAN REMOORTERE, grocerman . . . On account that he is a good Accountant, BILL BELL is okay . . .

lines as she toppled the maples a lil' better than her sister competitors 'n' took the lead . . . Knocking 'em down for a 692 score meant winning fifth place in city championship tournament for GEORGE RODMAN . . .

Happy days are here again for the Divot-eers . . . Golf galore with weather like we've been enjoying these past few days 'n' are the golfers taking advantage of 'em?? . . . Country Club of Rochester women staging their first golf activity 'n' eagerly, too . . . MORE . . . MORE . . . MORE

**WILLIAMS PHARMACY**

C. K. WILLIAMS, Ph. G. 336 Arnett Blvd. Gen. 7642

**FRISCH**

GROCERY - MARKET 1041 North Clinton Main 1519

**Vanderbelt Pharmacy**

Ross F. Barone, Ph. G. 64 Monroe cor. Chestnut St. MAIN 8735 — 8752

**RUTH MORGAN**

Beauty Salon PERMANENTS Special at \$2.50 506 N. Goodman Culver 2699 Opposite the Library

**Harry Cohen**

Groceries and Beer 888 So. Clinton Mon. 7439

**THE LITTLE FRUIT STORE**

That sells Flowers so cheap Winton Rd. at East Ave.

**THE MAID DRUG CO., INC.**

511 Dewey Ave.—Rochester FOR SINUS RESULTS GUARANTEED One \$1.00 Bottle or Money Refunded

**TREMONT DINER**

PLYMOUTH AT TREMONT Open All Nite Featuring Bar-B-Q's CHAS. AVERY, Mgr.

**FINEST FOODS**

25c and 35c Dinners Sunday Chicken Dinner 40c U. S. RESTAURANT Opp. General Hospital 504 WEST MAIN ST.

**Soldi's**



A NEW Floor Show EVERY FRI. & SAT. NITES Music by Velvadors 482-486 Jefferson Ave. Member Monroe Restaurant & Liquor Operator & Liquor Licensee "Where Good Fellows Get Together"

**DAILEY'S FINE FOODS**

Special Sunday Dinners

50c 75c

112-114 W. MAIN ST.

# WIFE vs. BLONDIE

Scandal is scandal; but when it happens on the uppercrust Avenue it is really scandalous.

There is on the more exclusive section of the avenue a w. k. playboy merchant. Of course he is married and the little wife is expecting baby number two.

Our playboy friend is one of these types of gees that still think it smart to emulate the big time. We think that he has been reading too many stories in the pulp magazines. It

seems that he has been supporting a cutie with blonde tresses in one of the town's more exclusive establishments and all on borrowed money. He has spent plenty of the w. k. mazuma over an East Ave. sippery's mahogany and always on the little frill.

Several years ago the much neglected wife hocked everything she had to give the lad a start. Things were tough and together they barely eeked out a living and more than once the little woman had to borrow money from her folks to pay the rent in the then measly flat in which they existed.

Two years ago the lad clicked and the old do-re-me started to fill the coffers. Giving the devil his due he moved his wife to better quarters, but prosperity went to his head. Soon he was seen and is seen frequenting one of the town's best sipperies and ordering instead of nickel beers as was his want in the poorer days, the best of imported liquors are none too good for him and the blonde babe.

As far as his home life is concerned, his wife would think that a strange man had come to call if he ever got in before the wee hours of the yawning.

Offside to this guy, better take warning before some of the lads to whom you owe real dough catch up with you. Must we run names? We understand that the blondie's old man is in the can and our friend is slated for clink unless something is done pronto.

## Hot Flashes

nitely set for August 7th . . . Everything peaches and cream between TOMMY MIGLIORE and YOLANDA VALERIE . . .

JIM of State Strasse Grill ask where JEAN 'n' BOBBIE went th' other Wednesday nite???. SNOOKIE, pal of the 3 lil' piggies, is sure hot with those round ivories . . .

## Benny Baker

. . . In Dots . . .

You know him as that funny, mooney-faced fellow . . . with the cigar . . . and the ever-ready smile . . . He was a football player in "Rose Bowl" . . . a musician in "Champagne Waltz" . . . and generally funny . . . in "College Holiday" . . . and "Mind Your Own Business" . . . but he tops all his performances . . . in "The Crime Nobody Saw" . . . with Lew Ayres . . . Ruth Coleman . . . Larry Crabbe . . . and Eugene Pallette . . .

Benny chews a cigar . . . lives happily with his wife, the former Marge Wellman . . . picks on his stooge, Joe (Frankenstein) Polski . . . and hates physical exercise . . . in any form . . .

He says he has a stooge . . . so that he'll have somebody to brow-beat . . . after stooging himself . . . for Lou Holtz . . . for a matter of ten years . . .

While he comes to Hollywood from Broadway . . . he's a jolly midwestern lad . . . born in St. Joseph, Mo. . . educated in Omaha and Lincoln, Nebraska . . .

He worked in the advertising department . . . of the Lincoln Journal . . . when he first got out of school . . . drove a grocery truck . . . and worked in a clothing factory . . . at ROCHESTER, N. Y. . . before he chose the stage as the background for his career . . .

He started in a ROCHESTER theater . . . as a candy butcher . . . and soon got roles . . . in stock company plays . . .

But he decided Lou Holtz was a pretty good actor . . . and spent five months . . . selling him the

idea that he needed a . . .

his act . . . on the stage at the PALACE theatre . . . then the tops for all vaudeville performers . . .

He worked in radio programs . . . for Jack Benny . . . made his first bow in Hollywood with Irvin S. Cobb . . . in short subjects . . . Because he was half an inch taller than Joe Morrison . . . he very nearly missed playing the comedy role in "Love In Bloom" . . . for the rule is that no principal of a cast . . . can be taller . . . than the star . . . but the rule was waived . . .

A score of pictures followed . . . and now his fame is secure . . . but he is still the same jovial . . . clowning . . . obliging . . . guy he was . . . when he left Lincoln . . . to make his way in the world . . . as Lincolmites who have visited him . . . in Hollywood . . . will tell you . . .

Kute Kidlet:  
NINA MEYERS

Between saying and doing many a pair of shoes is worn out . . . Italian.

Curly Locks:  
BILL HEFFERNAN

Every man feels instinctively that all the beautiful sentiments in the world weigh less than a single lovely action . . . Lowell.

Congrats A-puh-lenty to:  
GEO. (Hickok) MELLOR  
Newly elected foreman)

The advice that is wanted is generally unwelcome, and that which is not wanted is evidently impertinent . . . Dr. Johnson.

Trade at  
Your Independent  
Grocers  
A FRIEND

# WEATHER VS. BALL GAME

Since Gunnar (W H E C) Wigg and Lowell Macmillan switched over to another sponsor this season and WHAM went into the lucrative field of baseball announcing, rivalry has been intense between the two local ear ticklers. Secrecy is the watchword and the station who can get on the air first with the play by play is naturally the one likely to hold the listeners' attention. For the opening game WHAM had planned to give you and I the game via ticker service which is a few minutes later than by telephone direct. Through some unknown leak the officials learned that WHEC was sending the Gunnar to the field of action in a fast plane and there was puh-lenty of weeping and wailing and gnashing of teeth.

Suddenly an idea skimmed through the air-waves and struck aforementioned officials on their lily white brows. Getting into action they hustled their crack announcer onto a train with instructions to be on the scene "READY, WILLING and ABLE" to broadcast when the man in blue yelled "Play ball." The Wham-mers rubbed their hands in glee and settled down opening day to listen to the dulcet tones of their own little man calling strikes and balls right from the nice, new diamond at Jersey City.

with 'Dat ole debbil Weather' and as you all know, girls and boys, it rained like h— on opening day leaving the W's HAM and HEC walking around in circles talking to themselves. The moral of this little tale is, of course, obvious. Never count your chidees until they are hatched.

HELEN WESTFALL chairmanning it for church bazaar . . . Trying to convince peoples that his new suit is brown not black . . . JOE (West Hi's "Scoop") LIPPER . . .

DEWEY AVE. PHARMACY  
ROBERT A. COWAN, Prop.  
Prescriptions a Specialty  
2914 Dewey Ave.  
Rochester, N. Y.

PETER VAN REMOORTERE  
Groceries and Meats  
1256 N. Clinton St. Main 6751  
We close Wednesdays at 12:30 during May, June, July and August

Dorothy Beauty Shop  
Formerly of  
1450 DEWEY AVE.  
Is Now Located  
1447 E. Main Cul. 1356

FRANK'S FRUIT & VEGETABLE MARKET  
Fresh Fruit and Vegetables  
551 E. Main cor. Richmond

Tommy Jenks

Tenth Ward Market  
1442 Dewey Avenue  
CHOICE MEATS, GROCERIES  
and VEGETABLES  
We Deliver Glen. 4412  
J. C. KRUPPENBACHER

ALLARD'S  
The Bright Spot on State St.



TWO FLYING WHEELS  
Roller Skates de luxe  
LILLIAN  
Dancing Marvel  
Plus Others

To Make Your Evening More Enjoyable  
Every Nite but Monday  
Fred Lashier's Orchestra  
252-254 STATE ST.

CULVER PKWY PHARMACY  
ROY JOHNSTONE, Ph. G.  
Irondequoit's Friendly Drug Store  
265 CULVER PARKWAY  
We Deliver Culver 1141

Every Day Is Bank Day  
at  
B. Shooting Emporium  
Clean Skillful Game  
90 W. MAIN ST.

G&R Grille  
Court at South Ave  
FREE PARKING

CALL GENESEE 628  
DUNNES BICYCLE SHOP  
LAWN MOWERS SHARPENED  
and REPAIRED  
871 JEFFERSON AVE.

Enjoy the Best  
DINE AND DANCE  
at  
Ballantyne Inn  
SCOTTSVILLE RD.  
MAE G. NAMES, Prop.

CHILD STREET PHARMACY  
Prescription Specialists  
369 CHILD ST.  
Genesee 4196

WILSON'S  
GROCERY  
2046 DEWEY AVE.  
Glen. 6332

FOR EXPERT  
Repairs on all makes of  
Vacuum Cleaners, also parts  
CALL GLEN. 4141  
Bugs, St.—Brushes, re-filled 25c  
VARIETY VACUUM  
CLEANER CO.  
254 LYELL AVE.

NEW  
SEPIA STARS PARADE

JEDDY FIELDS, new M. C., who has just returned from a western tour, presents a bevy of Sepia Stars that make this spot the talk of the town.

7 NIGHTS CONTINUOUS 7 NIGHTS

**COTTON CLUB** 176 JOSEPH AVE.

## We the People of Monroe County Speak

We of the Flash are opening this column for the sole purpose of educating the people of our County to the fact that your own Independent Druggists sell only nationally advertised products and offer no substitutes, and that although they meet all the Fair Trade Laws

THEY ARE UNDERSOLD BY NO ONE

BUILD LOCAL PROSPERITY BY SUPPORTING THE NEIGHBORHOOD DRUGGIST

### Nationally Advertised Squibb Products

Milk of Magnesia .....12 Oz. 29c	Asperin (Bottle of 100) ..... 39c
Milk of Magnesia .....Qt. Size 59c	Dental Cream .....33c
Mineral Oil...Pt. Size 59c	Adex Tablets .....79c
Mineral Oil...Qt. Size 89c	Chocolate Vitavose ....43c
	Cod Liver Oil...12 Oz. 79c
	Cod Liver Oil...24 Oz. \$1.29

FREE DELIVERY SERVICE

**MANDELL'S**  
PRESCRIPTION SPECIALISTS

PHARMACIES

Portland at Norton  
Main 8018

Monroe at Oxford  
Monroe 3528

DINE Gen. 7787 DANCE  
**Barrett's Grill**  
All Legal Beverages  
Chili Ave. at Hinchey Road  
1/4 Mile west of Barge Canal

Courteous Service  
**SENGER'S SERVICE STATION**  
Lyell at Glide St.  
HERBERT SENGER, Prop.

Ridge Fruit &  
**Vegetable Store**  
GROCERIES & MEATS  
195 Ridge Rd. E.

**DI NOLFO DRUG COMPANY**  
A. F. Polino, Phg.  
Prescription Specialists  
262 PORTLAND AVE.

**Frank Closser**  
GROCERY  
629 Thurston Rd.  
Glen. 1848

**Fairfax Grocery**  
17 Fairfax Road  
Culver 4379 We Deliver

**Smalline's**  
— for —  
PRESCRIPTIONS

Ridge, cor. N. Clinton  
GLEN. 4649

**KELLY GRILL**  
Liquor - Beer - Wine  
662 South Ave.

Phone Gen. 1894 Spaghetti Our Specialty  
**Thurston Grill**  
ARTHUR BONFIGLIO  
Beer — Wines — Liquors  
521-523 Thurston Rd.  
Rochester, N. Y.

**Saratoga Pharmacy**  
Prescription Specialists  
192 LYELL at SARATOGA  
559 STATE ST.  
Glen. 5916 Main 8729

**GO WHERE**  
CURLY REYNOLDS  
supplies the music that's  
tops in danceland.

Tom Collins . . . 15c

ALWAYS AT  
**RINALDI'S**  
126 REYNOLDS ST.  
Near Tremont St. Gen. 5284

**NEWSPAPER ADVERTISING**  
— ART —  
LINE DRAWINGS • CUTS  
ROBERT HAY 404 ELWOOD BLDG.

## BOY GYPPE IN LOTTERY vs. ALIMONY

Will alimony row have a new guest this week? A certain young Italian gentleman, divorced from his wife, but not entirely free (the court said he must pay ten bucks per week to his ex-frau). Not making too much do re mi, was betwixt and between as to his future. Then along came relief in the person of a young lady not too swell to look at, but never the less, relief for the gentleman, who found out she had a few bucks. He wasted no time in telling her of his terrible predicament, and said unless she loaned him three hundred smackers he would go to the can.

The sob story worked, he got the shekels, paid his ex-frau the back alimony and breathed easier. Everything went the nerts for a couple of months, and the young man was having the time of his life on his sweetheart's dough, but like all good things, the dough was running out and their romance was fast coming to a close. The ex-frau served him with some more contempt orders and again he faced alimony row.

He looked all over town for relief, even if it had to be some other dumb dora, but no luck. So-o-o he saw his girl friend again and cried once more on her shoulder. She happened to be one of these superstitious kids who believed in dreams, numerology

playing the numbers lottery. She played the month, day and hour he was served with the contempt order, and waited for the following Monday to see how she made out.

The contempt order was returnable the same day (Mon.). A very nervous young man and an anxious girl were both waiting to see what fate had in store for them. At about 9:30 A. M. the girl received the win sheet from the lottery, and was overjoyed to find she had won nearly six hundred bucks, the young gent also was overjoyed, he again expected to get relief.

The girl left him saying "She was going to collect the winnings and would meet him in the courthouse before noon. He danced, pranced and shook hands with himself, soon his troubles would be over and he would have enough dough to last for at least another month. Time went ever so slow, while he waited, soon it was 1 P. M. and no girl had yet shown her mug. He couldn't figure it out. While he was wondering and pulling his hair, a messenger boy came up to him and gave him a telegram. He tore the envelope open and turned white as he read its' message. Here it is: "I think you took me for a sucker. STOP. This is the first time in my life I ever won anything. STOP. Your wife won't get anymore of my

and what have you, and thought up the bright idea of

dough. STOP. This is where you and I STOP.

## BOND BREAD WAR

Labor troubles are again brewing at the Bond Bread Baking Co., according to latest reports. Employees claim that a few of their number who were leaders in organizing their union, are being given increases in salary and better working conditions.

There seems to be a general misunderstanding in union ranks concerning the Bond Bread union. A short time ago labor troubles in

this company resulted in violence. Bricks were thrown through windows of merchants handling Bond Bread, and more than one person had a black eye. It is unfortunate at this time, that labor unions cannot agree. "In union there is strength," historical words that have proven true time and again, seem to be forgotten by the union officials, company execs and employees alike.

## YOU NEVER CAN TELL

The Broadway gold-digger was telling her play-boy friend that he had been seen walking in his sleep by a couple of men.

"I don't remember it," said the good-timer in a mystified manner.

"Oh, of course you don't. They put you to sleep and you didn't even know what had happened." The giggled and added: "Funny thing happened. A married woman who lives in the same hotel walked in her sleep too and passed right by you."

"What did I do?"

"Nothing; you went on your way."

The playboy shook his head reflectively and said: "That doesn't sound like me somehow."

FIRST SET of PICTURE PUZZLES FREE call FLASH OFFICE

Among the missing:  
**MUTT REED**  
(Mechanics-lassie)

## Hot Flashes

Pretty rotten of JACK (N'Yawk ork leader) DENNY t'run out on Letter Carrier's big event 'n' accepting 4 wk. contract elsewhere . . . Biz is biz but a promise is a promise . . . especially on the dotted line . . .

We—The People of Monroe County Speak:—

## Letter Dep't

The FLASH  
c/o Letter Dept.

Dear Editor:

I make my living being employed by a Rochester industry, managed and owned by Rochester people. I believe that the first rule of everyday justice is reciprocation. Therefore, I do all my trading at Independent Stores owned and operated by Rochester merchants.

I believe, also, that when you trade with Independent merchants you buy value, not price. The Independent merchant cannot afford to handle anything but the best because they are here to stay and so feel obligated to serve well the people of their community. When you phone or send a child you can rest assured that your Independent dealer will send you what you ask for and not some inferior substitute (perhaps one which is put up cheap but flashy, made to sell cheap for the chain store and must be pushed by its managers).

I also know who it was who came to my rescue when I was injured and needed to ask a favor.

The Independent dealer is a 100% citizen of Rochester. Pays taxes on his store and home, employs city help and therefore should receive the fullest patronage of every loyal Rochesterian. The money which he earns is invested in Rochester industry and banking institutions. He is here to help in fully supporting this city and its citizens.

My motto is—"Live better and help the better live." Therefore, I give all my support to Independent merchants, who appreciate and

service to me and my family.

Signed—A. J. B.  
42 Seward St.  
Rochester, N. Y.

## Hot Flashes

Howabout classing ANGELO PIGNATO, of three little piggies fame, sheik of th' week . . . His weakness is blondes 'n' girls, he's got everything—including a barber shoppe . . .

Matron of the week:  
**BETTY WOLCOTT ANGLE**

Nuptial-ing it **ROBERT LEE 'n' ELEANOR MATHEWS** . . . Versatile missus 'n' always on th' go, Missus **STAFFORD WARREN** . . . Beefer of the week: **CHEF** at the Stato Grill . . .

Showman of any week:  
**LESTER POLLOCK**  
(Loew's)

Swell Guy  
**ANTHONY SCINTA**  
(Councilman)

Busy Drugman:  
**MILT BRINT**  
(Elmdorf Pharmacy)

## PERMANENTS

ON EASY PAYMENTS

Proving Popular With Rochester Women!

Hundreds of women have found that they could afford a better permanent now . . . because they have 10 WEEKS TO PAY. All types of permanents from \$5 to \$10.

## RAYMOND'S

Beauty Service

We have moved to  
339 GRANITE BLDG.

**Joseph Vergo**  
Groceries and Meats  
244 MONROE AVE.  
Stone 4344

**VOELKL'S HOTEL**  
Buffalo Road at Glide St.  
Fine Foods — Liquors  
Beer and Ales  
Pre-cooled  
Direct from Wood

**Wallace Drug Store**  
1481 Dewey at Ridgeway  
WM. A. BUSH, Ph. G.  
Glen. 965

**Buettner Drug Co.**  
1364 DEWEY AVE.  
Glen. 4247  
Prescription Specialists

**H. C. Deichmiller**  
Prescription Specialists  
1785 Dewey Glen. 4897

**Superior Pharmacy**  
1796 DEWEY AVE.  
Prescription Specialists  
Glen. 7258

**EAST MAIN PHARMACY**  
Prescription Specialists  
H. SEIGEL, Prop.  
1935 E. Main Cul. 3465

**Reagan's Market**  
838 GENESEE ST.  
Glen. 3569  
Meats and Groceries  
We Deliver

**SAM DIERNA**  
SHOE PARLOR  
Ladies Novel Ties & Arch Shoes  
All Sizes & Widths  
Reasonable Prices  
1076 N. Clinton Side Entrance

**MAGGIO**  
GROCERIES, FRUIT  
and VEGETABLES  
1346 CLINTON AVE. NORTH  
Glen. 5727-J

**CAPLAN BROS.**  
GROCERY  
1178 CLINTON AVE. NORTH  
Main 3856

**CONCESSI**  
CASH MARKET  
999 CLINTON AVE. SO.  
MONROE 988



Stone 4711

## Merry Married Mixup

A certain gentleman drove his wife home the other evening and as they alighted in front of their home he made the remark that he was going in and bathe the body beautiful. She thought nothing of it at the time but went into the house with her bundles and commenced to get dinner ready. After a short while the lady had occasion to visit her bedroom and passing the bath room she heard water

splashing. Trying the door she found it unlocked and went in. Well, there he was in his birthday suit bending over the tub briskly rubbing copious lather over his wig. Being happily married and of a merry disposition she reached in and did—well—whatever happy wives do to their hubbys when found in that position. With a happy, laugh, tinkle, tinkle, she closed the door and went her way with the vague thought that she heard something fall.

A few moments later, working over her pots and pans, the kitchen door opened and who should come in but her loving husband, fully dressed. Well, we don't have to tell you how our heroine felt as in a faint voice she gasped: "Who—who's in the b-bath-room?" Her hubby looked at her queerly as he said: "Why, the boarder, I suppose, why?" Well the lady, doubly embarrassed, dashed from the house and refused to return until friend husband disposed of the bewildered boarder who, it turns out, in his utter surprise had fallen over the tub and cracked three ribs.

## Welfare Again!!

Over in the confines of the sanctuary sanctum at the headquarters in Convention Hall, all hades was a poppin' last week. It seems that in as much as the organization is still a politically available organization, that there are swell shenanigans in progress.

It has come thru the w. k. leak at the Hall that there have been some wrangling over the alleged raising of wages of the execs and we hear that the poor little gals who slave in the clerical departments were left out in the cold when the boys were shelling out the do-re-me.

Some of the investigators altho not qualified as psychologists are drawing down heavy sugar and just got a substantial raise while their toiling sisters who have even or better educations are slaving at a mere pittance.

Several of the underlings have gotten wise and even went so far as to be in fashion and staged a w.k. sit down. The FLASH is still sitting up nights waiting for things to really pop over in the racket department and believe us when we say that we suggest that you read subsequent issues for more real dope with pictures an' ev' thing.

## RED HOT FLASHES

Reading about Duke of Windsor reminds us of Roger Berman opening up our own Windsor, fav'rite Summer-ville rendezvous . . . Best automobile medico of the week, Joe (State Strasse) Fasino . . . 'n' Joe's quite a proud papa, too . . . Is lawyerman Leon Sturman falling for the affections of little Lil Kaplan who recently received the w. k. air from Harvey Wolff, U. or R. Biggie 'n' Junnel reporterman?? . . . Leo Hertzler bringing two new fav'rite zoups to town in Hanley's Ale 'n' in the famous Trommers.

Trailer-ing it to Quebec for big trout, Harry Stevenson, Folding Box Prexy . . . Editor hanging his head in shame cuz Art Titus of Charlotte's Golden Grill-ery outdid him in loud pants dept . . . Howzacom we don't see "Litzie" at the Redmen's Club of an Eve anymore? . . . Is he afraid someone will cut him out?? . . . Puh-lenty of yum-yum-ing over delicious dish of Kim's Chow Mein now being served at Irv Salko's new summer spot on Lake Avenoo . . .

For he's a jolly good fella, Ed Smith of the YMCA . . . Frank Bell in photo finish like all his horses—looking for a buyer to share half interest in his chances of winning top OLD GOLD prize . . .

## Hot Flashes

HARRY MASTERSON, ex-Lonestar State Oil King, now settling down as neighbor to Old Topper, yet he doesn't touch a drop . . . Wanta hear some Tall Fish Stories? . . . Then stop in at IZZY BERNSTEIN on Front Strasse . . . Nifty looking sisters 'n' verrah verrah sociable, FLORENCE 'n' CARMELA MANCINE . . .

Cornfed:  
EVE EASTON  
(Anvil Chorus)

Murrah for GAMBLER, the jeweler, who pays his little lassie a good salary plus bonus . . . Other merchants please copy!!! SKIPPER WINDY WINEGARD getting reddy for th' big sailing season . . . DON CAPONE 'n' JIMMY TURIANO, baseball magnates, looking for banner season.

Read head of any week:

CHARLOTTE JENNY  
(Eastman School)

Insuranceer of th' week, NICK MUCHARD . . . H. BRAINARD admiring his new cocktail set . . . Didja evah hear of anybody using Hair Tonic for face lotion . . . Well, boys, just ask W. WEEKS JR. . . .

Much ado bout you & you  
NORM STYMUS  
(Mighty Atom)

Soo happy over winning bango prizes at Murray Theatre, MARGARET DIETRICH . . . MISSUS GERALD KAUFFMAN . . . MISSUS J. BAYER . . . 'n' . . . NELLIE REINIGER . . . Pugilist of the week: DON McCARTHY . . .

L. O'NEILL brightening things up with new lamp he won . . . Why does bartender JOE BURNS of Tarry's Grill call everybody dope?? . . . is it like attracts like . . . or self consciousness?? . . .

Nomination for amateur sleuthness RUTH (McCurdy lass) LUX . . . 'N' by th' way, what meanies were responsible for RUTH's sighing, "Book, book, who's got my book?" until she was almost frantic?? . . .

**G. J. Lewis & Co.**  
PHARMACY  
G. J. LEWIS, Prop.  
Prescription Specialists  
Genesee St. and Brooks Ave.

**GAS and OIL**  
A S & O I L  
Central Service Station  
275 State St.  
Service With A Smile

We Buy — Sell — Swap  
New — Used  
Shotguns and Rifles  
Full Line of Fishing  
Tackle & Sports Goods  
Davis Sport Goods  
174 MAIN ST. WEST

4 MODELS  
COVERED WAGON  
EASY TERMS  
A complete home on wheels—sleeps 2, 4 or 6 with living room, dining room, kitchen, bedroom and bath. Built by the world's largest builder of Trailer Homes. Now on display.  
SKINNER TRAILER CO.  
Distributor  
245 EAST AVE. STONE 3821

HAPPY DAYS  
Are Here Again  
At Genial  
CHARLIE  
HELBERG'S  
1260 North St. Main 8234  
FOR THE BEST  
In  
FOOD WINES LIQUORS BEERS

**THE HOLLYWOOD GRILL**  
FINE FOODS  
Now a New Dance Band  
Every Night  
Plus a Star Floor Show  
500 EMPIRE BLVD. CULVER 5915

**Heath Thurston Road Pharmacy**  
517 Thurston Rd.  
CENTRAL PHARMACY  
Open All Night

**Margaret's Beauty Shop**  
featuring Machineless Permanents  
974 E. MAIN MONROE 4848

**Moore's Billiard Academy**  
Joys for all the boys  
676 SOUTH AVE.

**Walker's Service Station**  
DEWEY AVE. & STONE RD.  
Char. 1170  
Empire Blvd. and Helendale  
Cal. 1937

**WILSON'S HARDWARE CO.**  
812 Monre Ave.  
Monroe 2807

Grand Opening  
Thursday, May 20th  
FREE SOUVENIERS  
Fruits, Vegetables, Flowers  
Large Bananas .....15c doz.  
GRANDE FRUIT MARKET  
344 Plymouth at Clarissa St.

**Chas. H. Weniger**  
Harness  
Dog Supplies  
Sporting Goods  
122-124 South Ave.  
Phone Stone 1675

There's No Other  
Place Like—  
**CUTALI'S**  
SPAGHETTI RESTAURANTS  
107 North St. 25 Broad St.  
Special Dinners  
SPAGHETTI with Meat Balls **25c**  
Ravioli 35c

## Hot Flashes

DAVIS of Sports Goods Store, getting his play handling fishing 'n' hunting licenses this season . . . ANDY, New-Deal-bartender, seems woman-shy . . . Why?? . . .

JOHNNY RILEY, son of th' famous old RIPPER who threw balls right thru back stops, seen on Curlew Strasse loosening up th' old soup bone . . .

Whatsis we hear of SAM 'n' FRANCES at th' Green Mill . . . Is it serious?? . . . BARBARA 'n' BUCK MOONEY, pals 'n' congenial partners of the famous Mickey Mouse on Richmond Strasse, winning orchids for the week . . .

Insuranceer:  
DAVE ALLEN  
(Aetna-izer)

For info on motorcycling 'n' bicycling see incomparable ZIMMERMAN of West Main Strasse . . . Lookahere: What's the matter with GOO-GOO of Austin Strasse 'n' TUBBIE-TUBBS of Canton St.? . . . Th' gang wants to know if it's honesta-goodness-love?? . . .

## Curb Cruisers

WARNING: If you are one of the automobile Romeos who tried to pick up our FLASH REPORTER Saturday nite between 9:30 and 11:30, watch out.

Our girl was followed everywhere she went, by half the staff, and all license numbers of auto sheiks were cheerfully noted. Some birds forgot to be gentlemen. The FLASH has been asked on numerous occasions, by young ladies, to print the license numbers of cars that pestered them to go riding. So far we have refused. But, starting next week a few curb cruiser may feel embarrassed.

## Hot Flashes

This h'yar Modern Emi-tor Automatic, most modern device of all times to dig up dirt, which has been donated by the Mistahs HILL 'n' WALKER of Hills Appliance Co., makes us wonder if it can do a bettah job picking up dirt for FLASH than its reporters?

Smiling Disposition:  
MARGE UNTERBORN  
(H and B-eerie)

Walking the sweetest lil' girl home, his blonde-some little daughter, CHARLIE (Fulton Ave.) McKENNA . . . Fast-timing it 'round that most modern lil' shoppe at Wildman's, JACK HARRIS, champion Jewelryman of State Strasse for a quarter century . . .

# HUBBY TROUNCED BY JEALOUS LOVER

It was a balmy Summer's evening but no goodly crowd was there as Mr. Bob . . . staggered slowly up Plymouth Avenue So. Bobby was a married man but as is frequently the case in this fair city, he had not been living with his spouse for many moons. True to the old bromide, however, absence had made his heart grow fonder and whenever he was in his cups he was wont to hang around his wife's apartment in the hope of seeing her and perhaps a reconciliation. The missus, on the other hand, had taken unto herself another lover as she was known to be of the flashy type.

Our hero, a little more shikker than usual was very tired so making his way to the door of his former happy home, he tapped on the door. There was no answer and he had no key, but this detail did not stop Bob. The ice box door opened easily and somehow he crawled through the foot square opening tearing a nice piece from a new suit in the process. Once inside the familiar rooms he stripped off his clothes and crawled into the soft bed and fell fast asleep.

Hours later Bob was rudely awakened by a heavy hand yanking him to the floor and opening bleary eyes he beheld his lovely wife and her angry paramour. Staggering to his feet, he was clipped neatly on the chin with a short left and ordered, profanely to get his clothes on and get out. Well, the poor sap was too befuddled to resist so in short order he was kicked out of his own home with a beautiful shiner, a sore jaw and a painful rear.

There is not much of a moral to this little tale but it is our belief that the brutal lover who took an unfair advantage of the drunken husband is in for an awful beating. . . . Time Bob meets

## MAIL-ORDER ROMANCE

(Continued from Page 1)  
each other daily.

The letters created a desire to see each other, and the young widow, packed bag and baggage, drew her money from the bank including the deceased hubby's insurance and was on her way to Chicago to meet her air mail sweetheart. He being just as anxious also left Los Angeles and was Chicago bound.

They met and unlike most mail romances really liked each other. The young banker had some

some immediate transferring his money from Los Angeles to Chicago and was forced to borrow from his bride to be. Two weeks went by, and the young man's money was still in California. The prospective bride loaned him enough money to start building their love nest. He took her dough and she has never seen him since.

The young widow is back in Rochester now working in a laundry, romance shattered. She learned her lesson but it cost her over three thousand bucks. We are printing her story, to save somebody else from making the same mistake.

## Hot Flashes

TOMMY CIARALI being reing rewarded with some swell shots of the performance at the AUDITORIUM . . . TOMMY managed to get backstage and got some swellegant shots of the changing of costumes back of the wings . . .

Doctorman of the week:  
**CHRISTOPHER PARNALL**  
(R.G.H.)

Enjoying quite a trip to Canada: TOMMY PATTY and BESSIE JOY plus SALLY CASARA 'n ANTHONY JOY . . . Imagine TOMMY running back over the International bridge to get BESSIE's fountain pen?? . . .

Bridger of the week:  
**CHARLIE HOUSER**  
(Kodak-player)

Up-coming BILL TILDEN of FLASH-town, EDWARD (Red) KLINGER . . . Seems 't'us as though DOC HURLEY has lost considerable weight . . . Wonder if DOC will get a Buick this year?? There'll be romance a-plenty on the canoe infested rivers bye-the-bye . . . Singing Rochesterians, DONALD PERKINS and OLIVER STARK participating in Oak Hill Country Club comedy . . .

Vacancy caused in the St. Andrew's Y. P. Club by the marriage of LAWRENCE J. NELLIS will literally 'n figuratively be filled by JOHN (Short and Chunky) GODDARD . . .

## Hot Flashes

BILL MORGAN, of international dance fame, fascinating pupils with his catchy routine 'n clevah tap shoes . . . TERRY SHANNON who is better known in Rochester as DOROTHY PENZLIN, ballet-ing-it for friends here while appearing in "Ziegfeld Follies" at AUDITORIUM . . .

Nicest personality of week:  
**ISABELLE DE FRANCESCO**  
(Spencer MKT.)

Hats-off to RICHARD WOOD, student pilot, for winning solo flight permit . . . Wedding in the offing for: JOHN FIEN 'n CATHERINE MEERDINK . . .

Dancing Feet of the Week:  
**JOHNNY GLENNON's**  
(Otis Strasse Play Area Dir)

FIRST SET of PICTURE PUZZLES FREE call FLASH OFFICE

## FLASH FLIPS

Arm 'n' arm-ing it down the Main Strasse, de-lovely Jane (Waldorf) Passero 'n her charming mother . . . who we thinks looks more like a sister . . . Edna Light running hand thru hosiery to prove to customers in a d. t. store, that they're flawless . . . Marion Schlegel eagerly awaiting Blossom Time Ball . . . Amiable Missus Ken Sparnon taking a dip in the YWCA pool.

Full of pep, vim, 'n' vigor—Beatrice Crombe, East Rochester lassie who chums 'round quite a bit with Margaret (Winton Rd.) Harris . . . Is Margaret really afraid of doctors, by the way? . . . Wonder who the young fella that called for Anne Arysak th' other nite is and boys oh! boys, whata peachy car . . . Offside to Evelyn (Grant's Eatery) Carroll: That certain young fella in brown answers to the name of Johnny . . . Ask him! . . . Bestest teacher of the week: Missus Pearl (Fillmore St.) Dietz . . .

Jude White hurrying and scurrying with the oping of the fishing season . . . Kiddies on the campus raising hob at the Inter-Fraternity dance . . . Barbara (Socialite) Hubell doing a little spring Reno-vating . . . Howdy Miller begging the FLASHMAN to keep the monicker out of the paper . . . O. K. Howdy we won't put it in headlines.

Sweetest lil' thing on two feet: Claudia Pickard . . . Planning, planning, 'n' planning, for Girls Field Day at Cobbs Hill, Charles (NYA Supv.) Leonard . . . Here's hoping the day will be sunny one 'n' all your plans okey dokey . . . Sporting new car 'n' a nifty one at that, Frank Gratzler . . . Ambling down Main Strasse 'n' smiling nicely, Elmer (Bd. of Ed.) Smith . . . Washing windows of his dad's store evereee Satdeee, Paul Blassetti . . . Bubbling over with good spirit 'n' humming down St. Paul Strasse, Adrian Hull . . . Clevah ivory tickler: Miss Bigelow . . .

FIRST SET of PICTURE PUZZLES FREE call FLASH OFFICE

100 LITTLE WHITE PILLS AT BAIT STORE

You are charged in accordance to the appearance of your

### INTELLIGENCE

The following types of people were charged the following price for the same bottle:

- The Sucker . . . . . 15 Cents
- The Sap . . . . . 13 Cents
- The Average . . . . . 11 Cents
- Above Average . . . . . 9 Cents
- Special Sale . . . . . 6 Cents

If the regular price of this inferior Product is 15c —then consider when this Bait House still makes money by selling the same item at 6c; consider the profit at 15c.

Stand in front of one of these bait stores for a half day and watch the type they cater to—You'll then UNDERSTAND

YOUR INDEPENDENT DRUGGIST HAS ONLY ONE PRICE—THE RIGHT PRICE

## Hot Flashes

Super-super salesman of the week who is listenin' in I hope, I hope, JACK VETRO . . . Collecting dimes and pennies, MARIO (D&C carrier) CERAME . . . Trumping a-puh-lenty at the Mother's Auxiliary of Boy Scout Troop 23 card party . . . Missus JOSEPH ALIESIE general-chairman-ing-it and Missus PAUL RICE managing ticket end of it . . .

Offside to: JEAN (McCurdy lass) FOSDICK: You're oh! so cheerful and oh! so dainty we're told . . .

Ever smiling 'n' blissfully happy are sweet MARY BORRELLI and the b. f. CARL . . . Enjoying Erie conference, genial ELIZABETH MAGLIOZZI . . .

FIRST SET of PICTURE PUZZLES FREE call FLASH OFFICE

### Kaleta Pharmacy

Prescription Specialists  
1099 HUDSON AVE.  
Main 7471

### Empire Pharmacy

Free Delivery  
BRONCO FOR COUGHS  
2229 CLIFFORD AVE.  
Culver 5889

### Chilson Pahrnacy

Prescription Specialists  
1492 MONROE AVE.  
Monroe 7320

### Fairfax Pharmacy

7 FAIRFAX RD.  
Culver 1568  
Prescription Specialists

### PHIPANY'S

Prescription Pharmacy  
Established 1901  
145 LINCOLN AVE.

### Hulse Pharmacy

424 JEFFERSON  
Genesee 2742  
Prescription Specialists

### LEIGHTON'S PHARMACY

2201 CLINTON N.  
Glen. 6487  
Prescription Specialists

### FRANK'S DRUG STORE

537 PLYMOUTH AVE.  
Genesee 2717  
Prescription Specialists

### Dine & Dance

NO COVER CHARGE

where the food is delicious — The atmosphere pleasant and

### The Modernists

"The Tops in Dance Rhythm" Always

115 BUFFALO RD.  
Opp. Glide St.

FORMERLY THE OASIS

### New PROBLEMS in BASEBALL—

by OUR OWN Rabbit Maranville.

Montreal Team's Manager writes an interesting story and forecasts some troubles that may arise.

### PENQUIN MURDER CASE—by Fred ALLHOFF.

One of Americas most sinister and baffling mysteries, more thrilling than fiction.

### EDWARD & WALLY—by Fred'k L. Collins.

Writes interestingly about their future possibilities.

Many Other Features by the Leading Writers

May 29 Issue  
Now  
ON SALE

**Liberty 5c**  
WEEKLY

Middle-aisling it with lovely little lady, MIKE SCIALDONE... S'too bad about handsome JACK STURDY's arm ailment... Bef many a girl wouldn't mind arm 'n arm-inf it with you, JACK... sore arm or no sore arm...

## TIRED BUSINESS MAN COMPROMISED IN SHORTS

A w. k. playboy married gee sat in a Cantino just off the Main Stem t'other eve sipping Scotch hi-balls till all, yes, all the world, took on the most roseate of hues.

While in the cups a gorgeous fair haired girlie entered the restaurant. Our playboy friend shook the cobwebs out of his already tired eyes and gandered even as you and I. After sitting and smiling for at least fifteen minutes, the couple were brought together by an introduction by the waiter, and inasmuch as the little lassie was drinking side cars our friend switched, which is a truly dangerous procedure in any man's language.

At closing time the married chap was truly blotto so the blonde toots having been a girl scout in her day, loaded the stew into a hack and took him home to her apartment. We understand by the FLASH grapevine, that the good Samaritan lassie undressed the lad and poured him into her own bed, and slept herself on the davenport.

The next morning at yawning, our beleaguered friend opened a reddened

orb, and with head splitting, noted the pretty tousled blonde head on the divan and gulped. Next he looked around the apartment and gulped again. It was so familiar that he thought it was his own home. With his brain in an alcoholic whirl and his mouth tasting like the inside of a motorman's glove, he arose from the downy and weaved unsteadily across the room and peered out into the corridor.

With a moan of horror, he realized that he was ensconced next door to his own apartment and little woman. This not being enough his own door suddenly opened, out stepped the frau dressed for the morning's promenade. Alas for our tragic hero, he was not dressed for anything but a couple of miles on a cinder track, being attired only in a little, dinky pair of shorts.

The Frau after a sarcastic and breezy "Good-morning" turns on her heel and promenaded right into the arms of a nearby attorney. Of what followed, please let us close here with a short prayer. "Annie doesn't live there any more."

## RATS A MENACE

Rumblings have come to the Flash Office from the w. k. Tenth Ward concerning the unsanitary conditions that are to be found in this district.

Years ago one of the swankiest sections of the city where all the boys with the ruffled shirts dwelled in true splendor, was along the banks of the Genesee in the Tenth Ward, and there are still old solid citizens dwelling in this district.

Several letters have come to the FLASH office deploring that on Oriole Strasse between Driving Park and Glendale Park certain people are using their property for harboring horses and dump trucks.

The residents further maintain that it is an unsafe place in which to raise children because the unsanitary condition have caused the district to be full of rats. Not little rats but big sewer and river rats that make a cat look like a mouse. Several of the kiddies have been bitten and had to be taken to the hospital for treatment, as rat bites are most dangerous.

Rochester is supposed to be a clean city but every summer the odors arising in this section are enough to turn the stomach of the strongest. Rats thrive and this is dangerous as they get into the homes. Let's clean up the 10th.

Wondering how lost AL of the Seneca tappery keeps all the dates he has—straight? ... How about FAIRPORT, AL? ...

**Fradenburgh Pharmacy**  
582 CHILI AVE.  
Gen. 5415  
Prescription Specialists

**EHART'S**  
Grocery & Delicatessen  
430 SOUTH AVE. MAIN 7288

**Burns Pharmacy**  
1st and Last a Drug Store  
We Deliver  
188 Genesee St. Gen. 4972

**Grocery and Delicatessen**  
LORETTA B. DEANE, Prop.  
489 South Ave. We Deliver

**THE ELLS PHARMACY**  
A. A. ELLS, Prop.  
Dewey, Cor. Beverly Hgts.  
Rochester, N. Y.

**FISHER for fine Foods**  
Meats, Vegetables  
Groceries  
2263 Clifford Ave. 900 Bay St.  
Culver 30 — Culver 3678

**ROZZI**  
Tailor and Cleaner  
Suits Made to Order  
558 Thurston Road  
Gen. 2365

**McBride Bros.**  
Independent Gas Station  
2930 Dewey Ave.  
Charlotte 1685

**KELLY'S OYSTER BAR**  
814 Clinton Ave. South

**B. H. CASE**  
Pharmacist & Optometrist  
216 MONROE AVE.  
Specialists in Prescriptions and Fitting Glasses

**ACE DRUG CO.**  
S. Shapiro and N. Weinstein  
PRESCRIPTION SPECIALISTS  
1042 Clinton, cor. Norton St.  
Main 7222

**Ehmann's Market**  
BEST IN MEATS  
We Deliver  
1103 LYELL AVE. at GLIDE  
Glen. 3102

**Stickles Pharmacy**  
CHAS. E. STICKLES, Phg.  
3319 Lake Ave. at Stonewood  
Charlotte 640

**J. L. Bates**  
Pharmatist  
199 Park Ave. and S. Goodman

Prescription Pharmacists  
Store open daily 7 a. m. - 11 p. m.  
**ARNOT BROS. PHARMACY**  
1135 Culver Rd. Rochester, N. Y.

**WM. SCHALBER**  
Grocer  
607 Plymouth at Jefferson  
Gen. 1333

Visit  
**The Sterling Dinner**  
1106 E. Main cor. Goodman  
Before you go home  
**ROCCO**  
Everybody's Friend



More fun than a barrel of monkeys — but who wants a barrel of monkeys? Come to the ZR-3 for real fun WED., FRI. and SAT. NITES

**ZR-3**  
109-113 State St.

## LEHMAN SIGNS

Governor Lehman will sign the Wagner Labor Dispute bill before the end of the week, according to reliable reports from Albany. The bill known

as the "Little Wagner Labor Dispute Bill allows employees the right to organize without intimidation of employees. It is an apparent victory for labor.

FIRST SET of PICTURE PUZZLES FREE call FLASH OFFICE

## RED HOT FLASHES

FRANK RANNIE... (22nd Ward) Politico the last of the elephant men... WILLIAM TISHKOFF and the Missus just back from a week's vacation in the big city, celebrating their 17th wedding anniversary... HYLVA VAN DILLA, cut out just one line of the Flash... we wonder why... House Rules at the Murray Sweeterie, Boys No Loitering... We don't blame the boys for hanging around that pop corn machine, to smell the pop corn popped in a

pool of butter... Vicinity Post Readers attention: get yourself a free pass to Murray Theater, or better yet win the five bucks, how?? Get a Name for the Murray Sweeterie popcorn...

On the sick list:  
**WALT MEYERS**  
(Michael Sterns)

RUSSELL GARRISON w. k. roofateer... something new in the way of alibi's... RICHARD M. MOORE after seven years, a little stranger finally arrived... Pals of the week ED. BRADLEY and WILLARD MATTERN... Titian haired beauty of the week Missus PRESTON RAMSEY... LOIS HARVEY... former hostess of the Brass Rail, gone but not forgotten... Now that the fishing season is on, will HAROLD HARVEY have some good reasons for not getting a bite... LOIS BUSH, calls the boy friend cul's puss...

Blonde of the week:  
**MARGURITE UNTERBORN**  
(Hi and Beerie)

## Hot Flashes

Wee dancing feet doing their stuff for an audience, those of PHYLLIS ANN AVERILL... "Alertness" personified: Miss POLIZZE of N'Yawk State Employment Agency...

Brokerman of the week:  
**ELWOOD KING**  
(Bonbright's)

FIRST SET of PICTURE PUZZLES FREE call FLASH OFFICE

## GET YOUR CAR NOW!

The roads are open — The resorts are calling!  
Don't walk — Drive your own car —  
LOOK at these bargains and be convinced.

'37 Buick Sedan Driven one week, big discount	'37 Fords Galore Coaches, coupes, sedans—sensational discounts.
'36 Dodge Touring \$645 Trunk sedan	'36-6 Oldsmobile \$645 Trunk Tudor
'36-8 Pontiac \$645 Trunk Tudor	'36 Buick \$685 Trunk Tudor
Austin Pickup \$95 New Tires	Lincoln Zephyr \$600 Few miles, save over
'36 Ford \$435 Trunk Tudor	'33 Terra-plane 8 \$245 Coupe, rumble seat

**HUFF MOTORS**  
188 Mt. Hope Ave. Tel. Monroe 918



In the SPOTLIGHT  
TOP ACTS  
and  
ENTERTAINERS  
Orchestras for Summer!  
Engagements Now  
ALWAYS  
FOUND AT  
**"JACK DRISCOLL"**  
-45 GIBBS STREET STONE SIX-NINETY

# WIFE VS. BLONDIE

(Page 7)

FEATURE NEWS

10¢

NIGHT CLUB GUIDE

## ROCHESTER FLASH

SPORTS THEATRES

WEEKLY

STAGE SCREEN RADIO

Vol. 1—No. 21

ROCHESTER, N. Y., MAY 22, 1937

# GALS LOSE—?

(Story inside)

## FRAU CAUGHT WITH COOLER MAN

### Trusting Hubby Returns at Night Finds Awful Mess

It's an old story about hubby coming home and finding the wife with the iceman. But, it was no joke to one guy who lives just off the lower end of Lake Ave. Instead of carrying on an affair with the iceman, the frau was a little more modern, her sweetie pie was a refrigerator salesman.

Hubby, no doubt,  
(Continued on Page 4)

## MASHER SMASHED BY GAL!

(Page 5)

### WPA-ers To Get Big Raise

## SEARS BAIT ADS

(Inside)

## PICTURE PUZZLE CONTEST GRAND PRIZE

### CHEVROLET MASTER DeLUXE COACH

SIEBERT MOTORS, Inc.

—From—

615 South Avenue



Rochester Public Library  
115 South Main Street  
Rochester, N. Y.

# Spooner Hi-Jacked

FEATURE NEWS

10¢

NIGHT CLUB GUIDE

## ROCHESTER FLASH

SPORTS THEATRES

WEEKLY

STAGE SCREEN RADIO

Vol. 1—No. 22

ROCHESTER, N. Y., MAY 29, 1937

# Huey Long Speaks!

### HUEY SPEAKS FROM GRAVE

#### Ghost Returns In Supreme Court

Echoes of the voice of the late Huey Long rebounded off the walls of the United States Supreme Court last week, when the court held constitutional a 1934 Louisiana statute imposing a graduated license tax on Chain Stores based on the number of units operated thru-out the country.

The Great Atlantic and Pacific Tea Co., Sears, Roebuck Company, Liggett Drug Company and other Chain Store Companies challenged the Louisiana Law. According to reports, the A. & P. Tea Co. contended that if the act were upheld, "the era of national

chain stores would be over." The tax rate levied under the law, would range from \$10.00 to \$550.00 for each store. Huey Long fought to keep Louisiana money in Louisiana (Continued on page 4)

### GIN, GAMBLING AND BLONDES TAKE SUCKERS

#### Sex and Booze Bait For Gambling

Mixing the cards, the dice and the nags with a dash of sex and a shot of booze, seems to be a big pay dirt stunt of the smart money boys. It is a dizzy concoction but the cock-tails never fail to shake down the chumps that have their pocketbooks all buttoned up. (Continued on Page 11)

### PURPLE LAD CAUSES DIVORCE

#### Hubby Accuses Fancy Laddie Fancy Lady in 3 Cornered Fight

Mr. H..... was the manager of a downtown restaurant and with him worked his comely young wife. Also employed in the same eatery was a pretty young fellow with (Continued on Page 10)

Several gents were waiting expectantly on the corner of Union Strasse and Monroe, slowly and luxuriously puffing away at a brace of fags. A couple of fancy dames sauntered by and gave the lads the w. k. dog eye. Two of the boys proceeded to drift away from their confreres (Continued on Page 3)

### KODAKER RENO-VATED

When is a divorce not a divorce? When it is obtained in Reno, might be the answer. Gerald P.—a former Eastman Kodak employee—is wondering and worrying, all about his two wives. He married wife number one about six years ago. "She was a play (Continued on Page 9)

### PUZZLE CONTEST

(Page 2)

### IS CHARLIE PUNCH WORRIED

# WHO IS TO BLAME?

(LIFE IS LIKE THAT)

inside

# PRIZES VALUED AT \$2,000

## RULES

The Rochester Weekly FLASH Picture Puzzle Contest is open to everyone, anywhere with the exception of members of the staff of the Rochester Weekly FLASH and their families.

Beginning with the issue of May 15th, 1937, The FLASH will publish a series of four Picture Puzzles each week for fifteen (15) weeks, a total of sixty (60) puzzles. Each puzzle cartoon will represent the name of a person well known in the City of Rochester or of some Park, Street, Building, Merchant or Manufacturer in the City or Monroe County.

The puzzles will become more difficult as the contest progresses and the easier ones will be published first so that our readers may become more skilled as to the methods employed in their solutions.

At the close of the contest a letter will be required on the subject of "WHY I READ THE FLASH." This will consist of not more than 250 words and will be judged on its humor and originality and must be submitted during the week following your answers to final puzzles.

Neatness will not be taken into account. Do not decorate your answers. Simply print clearly your answers in ink on the Coupon provided. (ALL ANSWERS MUST BE MADE ON THIS COUPON.) Any answers made in other form will be disqualified. Send in your answers every 4 weeks to the

Any person entering the contest and by submission of solutions agrees to accept as final the decisions of THE ROCHESTER WEEKLY FLASH on all matters affecting the conduct to the contest, the procedure and policy with regards to acceptance of entries thereof.

THE ROCHESTER WEEKLY FLASH reserves the right to award all prizes and the contestants shall accept their decision as final.

The FLASH also reserves the right to disqualify any contestant whose entries show signs of collusion and further reserves the right to require tying contestants to work a series of tie-breaking puzzles.

THE ROCHESTER WEEKLY FLASH will not assume any liability for puzzles lost in transit nor will any claims to ownership of puzzle solutions be honored unless the name of the contestant be legibly written in ink on the entry blank.

Any contestant may submit as many sets of the sixty puzzles as he or she chooses, provided the same are properly qualified and each will be judged as a unit, but no person will be allowed to win more than one prize. When submitting more than one set of puzzles all of the fifteen weeks solutions must be submitted and identified as series A, B, etc., and each series MUST be on a separate Entry Blank.

Back numbers of THE ROCHESTER WEEKLY FLASH may be obtained at the office, 6 State Street, for the benefit of those who may wish to enter the contest after the first week.

IMPORTANT!!!

ENTRIES WILL ONLY BE HONORED ON FLASH OFFICIAL ENTRY BLANKS!

# FLASH PUZZLE CONTEST

### OFFICIAL FLASH PICTURE PUZZLE ENTRY BLANK

Contest Editor  
Rochester Weekly Flash, Inc.  
6 State Stret, Rochester, N. Y.

I submit the following as my solutions to Puzzles 9 to 12 in your Picture Puzzle Contest.

9. ....  
10. ....  
11. ....  
12. ....

Mr. ....  
My Name is Mrs. ....  
Miss ....  
Address .....

No. 9



WHAT NAME DOES THIS PICTURE REPRESENT? THE CORRECT ANSWER IS IN THE FOLLOWING LIST

- |                     |                     |
|---------------------|---------------------|
| Highland Park       | Fred Erath          |
| Max Greenhouse      | Tommy Jenks         |
| Abe Smallline       | Memorial Bridge     |
| Kate Gleason        | Chas. H. Weniger    |
| Central Avenue      | James E. Cuff       |
| Dorothy Beauty Shop | Leo McIntee         |
| Harry Rosenthal     | Skinner Traylor Co. |
| Mandel's Pharmacy   | Florence Colebrook  |

No. 10



WHAT NAME DOES THIS PICTURE REPRESENT? THE CORRECT ANSWER IS IN THE FOLLOWING LIST

- |                        |                 |
|------------------------|-----------------|
| Huff Motors            | Clip Bostwick   |
| Elwood King            | Clinton Avenue  |
| Mechanics Savings Bank | John Rogers     |
| George Mogrige         | Rundel Library  |
| Gladys Bliss           | Johnny Hopp     |
| Sam Caccamise          | Seneca Terrace  |
| Marks & Abramson       | Spike Wilson    |
| Oliver French          | Peck Drug Store |

No. 11



WHAT NAME DOES THIS PICTURE REPRESENT? THE CORRECT ANSWER IS IN THE FOLLOWING LIST

- |                      |                   |
|----------------------|-------------------|
| Raymond's Beauty     | Charlie Holberg   |
| Ben Forman           | Harold Eppink     |
| Kent Hall            | Mae Manson        |
| Jake Rubenstein      | Wagg's Corners    |
| East Main Pharmacy   | Jack Driscoll     |
| Albert Fruesdale     | Leo Mahoney       |
| Manhattan Restaurant | Daniel O'Mara     |
| John Van Voorhees    | Tenth Ward Market |

No. 12



WHAT NAME DOES THIS PICTURE REPRESENT? THE CORRECT ANSWER IS IN THE FOLLOWING LIST

- |                  |                     |
|------------------|---------------------|
| George Clancy    | Mrs. Seelye Little  |
| Miles Ark        | Lang's Garden       |
| Hotel Union      | Milner Drug Co.     |
| W. Baker         | Plymouth Avenue     |
| Judge Wilder     | Dr. Albert Kaiser   |
| Chili Ave. Grill | Harry Rosenberg     |
| Turn Verein      | The Hollywood Grill |
| Meier Jacobstein | Anthony Scinta      |

## PRIZES

- GRAND PRIZE: New 1937 AUTOMOBILE!!!
- Credit on '37 Terraplane or Hudson Car—Ben Wolk, 780 Clinton Ave. N. .... \$100.00
- Rug Cleaner (Scott & Fatzner)—Hill Appliance, 482 East Main ..... 59.50
- Lady's Bicycle — Zimmerman, 129 W. Main ..... 35.00
- Lady's Wrist Watch Rosenberg, 9 State ..... 27.50
- 1 Battery—Goodland, 230 East Avenue ..... 14.95
- Percolator Set (4 pcs.) — Weisbuch Inc., 398 East Main ..... 12.50
- 1 Permanent Wave—Raymonds, Granite Bldg..... 10.00
- Sterling Flask & Straw Hat — Garson's Clothes, 88 State ..... 10.00
- 5 Priv. Dancing Lessons—Gladys Bliss, 107 Clinton Ave. S. .... 10.00
- 24 in. Richelieu Pearls — Jos. Klein, 82 W. Main ..... 10.00
- (10) Treatments for Baldness—Pignato Bros., 449 E. Main ..... 10.00
- Electric Clock, Lamp — Wildman Co. Inc., 41 E. Main ..... 10.00
- Exam. & Pr. of glasses—Gorman, 312 E. Main .... 10.00
- or
- Microscope Set — Gorman, 312 E. Main ..... 8.50
- 3 Pc. Cocktail Set—Preston Jewelry, 91 E. Main .... 9.75
- 50 Gals. Gas—Burt Walker, Empire Blvd. & Stone and Dewey ..... 10.00
- New Guitar — Davis, 174 W. Main ..... 10.00
- Kitt Brush Set — Glasser Co., 22 Main St. W..... 7.25
- Fielder's Glove—Mogridge, 22 State ..... 7.25
- Electric Health Cooker — Skinner, 245 East Ave. 86 in Trade—ZR-3, 109-113 State ..... 6.00
- Anti-back Lash Reel — Bernsteins, 3 Front ..... 5.50
- Kitchen Clock (Elec. or Wind) — Marks & Abramson, 10 State ..... 5.00
- Merchandise — Vanderbelt, Pharmacy ..... 5.00
- Fish Rod (Steel) — Glassman, 107 E. Main ..... 5.00
- Fountain Pen (Conklin Nozak)—Humbert, 8 North Banjo Clock — Gamler's, 84 E. Main..... 5.00
- MORE PRIZES TO BE ANNOUNCED NEXT WEEK.

## FLASH

On Sale  
At All  
News  
Dealers

### Correction

Due to an error the puzzle coupon in last week's issue was numbered 1 to 4 instead of 5 to 8. All solutions to the second set of puzzles will be acceptable on these coupons.

# MAN'S FLOOSIE BEATEN IN MONROE AVE. BRAWL

(Continued from Page 1)

and swagger alongside the cuties.

Without a word of warning an infuriated young gent pounced out of the shadow of a building and proceeded to pummel one of the lavender ladies mercilessly. The two gents being scared of being caught by the minions of the law in the company of the loose ladies departed abruptly for sunnier climes.

The little wisp of a girl friend was a loyal soldier and like a panther sprang at the unknown assailant, raining blows on his puss. However, the attacker refused to let go his relentless grip on the throat of the other miss, and if it wasn't for the intervention of a couple of huskies

the gal would have been a goner. The two huskies cast the gal to one side and let the attacker have it with a black-jack, threw the unconscious mug into a car and disappeared around the corner with the two babes.

The man became conscious soon afterwards to find out that the girl he had beaten was a former sweetheart that had become untrue. The two other men being that low type of social parasite that make their living by affording protection to their fallen sisters.

This did not come to the attention of the police as the man scrambled being afraid of violence. Again all was serene on Monroe Ave.

CLARENCE (Nut Man) LUTHER still motorman on the Clark Express . . . SAM, the garageman, still going for ELSIE in a big way . . . meeting at the Green Mill every nite but Satdee 'n Sundee.

## Sporty Spiel

It looks as if handsome JERRY ZORNOW, U of R, is really going places in the world of baseball. The N. Y. Giants and the Boston Red Sox, to say nothing of the Red wings, have been eyeing his prowess and his fast ball is something to eye.

The ROCHESTER GIRLS SOFTBALL really put a fast one over the BATH LASIES with a score of 26 to 1. As usual our own SALLY SPECTOR was one of the stars with the willow.

When the two BOBS meet in Los Angeles next Friday night our choice will be BOB PASTOR to K. O. BOB NESTELL . . . JOHNNIE D'APRILE in his first game of the season went around the links in 1 over par, guess those ole irons aren't clicking.

Former public links champ BUD HABES shooting a brilliant 32 going out last Sunday at Durand . . . The champions of the MUNI LEAGUE, The JACK FROSTS retained their lead last Sunday beating the CRYSTALS 4 to 3. VIC CACCAMISE held his foe hitless for seven innings before a huge crowd at pop. GENESEE VALLEY before they got to him for two runs in the ninth. The JACK FROSTS touched PUPATELI for nine hits.

Best Dresser:  
EVELYN COHEN  
(Four-Corners-ite)

## Along the Mazdas

ONTARIO BEACH—Dance Pavilion opens Sat. P. M. with KEN HERSEY'S Regalodians and many of the town's celebrities will be present on the occasion. Dancing nitely.

BROWNIES . . . this unusual nite spot . . . where the Messers Brown hold forth and greet the customers . . . have in songs Jean Douglas along with Chet Keehley tickling the ivories and the Royal Revelers in swingtime.

LANG'S GARDEN . . . The Genial Joe Lang . . . brought back Joe Cummings as M.C. along with an all star show . . . here's a spot where the gang gets together in popular songs and do they like it? and how.

ALLARDS . . . Fred Allards bright spot on State St. offers Appel & Arnold and Lillian, the dancing marvel, plus Fred Lashler's swingtime and others.

COTTON CLUB . . . Our own little bit of Harlem has a new M. C. in the person of Jeddy Fields presenting a parade of Sepia Stars that are new in these parts . . . plus Bill Geder's music.

J. P. C. GARDEN . . . the former Oasis . . . is open again and the crowds seem to favor the genial Joe Piccarretto . . . the food . . . the show . . . the service are of the best.

HOLLYWOOD . . . The house on Empire Blvd. is the favorite of many who like a short drive eastward . . . and your host here favors you with tops entertainment and the best in swingtime.

SENECA TERRACE . . . this cozy nite spot close to Kodak on Dewey ave. . . with its elevated dance floor, is ever popular with the nite revelers . . . Red hot music and entertainment deluxe.

GOLDEN GRILL . . . The home of Art and his smiling missus presents Pake & Allen, Dottie Lewis, Babe Cahill and Peggy Hinman in dance, comedy and songs . . . a real all star show.

ZR-3 . . . Laughs a-plenty are in store for you by the skits presented by Perry Noun 'n' Nick every Wedeves 'n' week-ends.

RINALDI'S . . . Nick 'n' his brother, Nello, ever offer you best of foods and drink . . . Curley Reynolds 'n' his band supplying fun with Billy Hagen tickling the ivories.

SOLDI'S . . . Galaxy of stars for the floor show . . . something new in the way of entertainment.

## Hot Flashes

Believe-it-or-don't: All Pains will find relief at PAINE's, the druggermen . . . Howcome WHITEY of Brownies 'n the w. k. G. F. quarrelled??? . . . Let's get it patched up! . . . Th' curly haired fraytoter at the ZR-3 sure is tops of a waitress.

Psychologist of the week:  
GORDON LEE RILEY

Tatty-ing, knitting, 'n th' such a fav-rite pastime of JANE (Fulton Avenoo) MOREY . . . Incidentally, JANE's initial spell JAM.

## Hot Flashes

LEON JANKOWSKI still worrying about June 16th or HELEN? . . . De-luxe-ious th' paint job in RITTER DENTAL's Finishing Room . . . Even the boss falling head o'er heels in love with it.

Coiffure of the week:  
EVELYN COHEN

Prof. NICK of Avery Strasse fame considering another trip to Niagara Falls Sunday . . . Go-to-it while you're still young, NICK . . . CORT WILSON, of All-American Basketball fame 'n buddy of Lar-rupin' LOU GEHRIG, home from Wall St. for th' Day.

A salesman went to a farmhouse one stormy night and asked for a room. The farmer told him he had no vacant room but he would let him stay in his daughter's room if he agreed not to annoy her. The salesman agreed and went upstairs. As he clambered into bed he felt the farmer's daughter beside him. In the morning when he was leaving he asked the farmer what he owed him. "One dollar," said the old man. "Your daughter is very cold," remarked the salesman. "Yes, I know," said the farmer. "We're gonna bury her today."

Frens of MARY (Fulton Ave. pretty) RUMPF admiring her shoes 'n MARY modestly saying "they're so old, they walk alone".

- This unusual place
- is famous for
- its unusual
- entertainment,
- food service and
- surroundings
- **Brownie's**
- MARBLE BAR
- & SUPPER CLUB
- 63 State St.
- Select - Entertainment nitely

**Dine-Dance**

NO COVER CHARGE

where the food is delicious — The atmosphere pleasant and

**The Modernists**

"The Tops in Dance Rhythm" Always

115 BUFFALO RD.  
Opp. Glide St.

FORMERLY THE OASIS

**ACE DRUG CO.**

S. Shapiro and N. Weinstein  
PRESCRIPTION SPECIALISTS  
1042 Clifford cor. North St.  
Main 7222

**Brints Elmdorf Pharmacy**

We Deliver—No Extra Charge  
MILTON J. BRINT, Ph. G.  
761 Genesee, corner Sawyer

**Chilson Pharmacy**

Prescription Specialists  
1492 MONROE AVE.  
Monroe 7320

**PHIPANY'S**

Prescription Pharmacy  
Established 1901  
145 LINCOLN AVE.

**Hulse Pharmacy**

424 JEFFERSON  
Genesee 2742  
Prescription Specialists

**Fairfax Pharmacy**

7 FAIRFAX RD.  
Culver 1568  
Prescription Specialists

**Empire Pharmacy**

Free Delivery  
BRONCO FOR COUGHS  
2229 CLIFFORD AVE.  
Culver 5389

**PERMANENTS ON EASY PAYMENTS**

Proving Popular With Rochester Women!

Hundreds of women have found that they save a world's better permanent because they have 10 WEEKS TO PAY. All types of permanents from \$5 to \$10.

**RAYMOND'S**

Beauty Service

We have moved to  
339 GRANITE BLDG. Stone 4711

SATURDAY,  
MAY 29th  
8:00 P. M.

**OPENING**

ONTARIO BEACH PARK

**Dance Pavilion**

featuring

**KEN HERSEY**

and his

**REGALODIANS**

famous Southern Orchestra

**Dancing 8 to 11:30**

EVERY NITE

PARK PLAN

EVERY DOG HAS HIS DAY BUT  
LEAVE THE NIGHTS TO US

**Hot Flashes**

CHARLES NADEL pop East Avenoo optician 'n bachelor celebrating his 33rd birthday in high spirits . . . University "pro" wishing him happy birthday 'n remarking that "a man is as old as he feels" . . . 'twhich CHARLES responded, "Well, doctor, if that's true, I guess I haven't been born yet!"

Mixologist:  
**JIMMIE O'LEARY**  
(Brownies)

Saluting JOHN (Sib's Groc. Dept.) SWAIN as popular church play director . . . Veree lovelee 'n possessing lovelee personality, MARY (Bloss Strasse) MILANETTE.

TAKING the Raspberry Cake for the week, SCOTTY SCOTT of Stenson Strasse omnibus fame . . . 'n SCOTTY giving JIM BLAKER a piece.

Call Genesee 6652  
For Your  
**PERMANENT**  
**CHILI BEAUTY SHOPPE**  
578 CHILI AVE.

**SPECIAL**  
SATURDAY  
Spaghetti with Chicken **25c**  
Tom Collins . . . **15c**

**DINE & DANCE**  
Curley Reynolds Ork.  
**RINALDI'S**  
126 REYNOLDS ST.  
Near Tremont St. Gen. 5284

**HOW TO CONDUCT YOURSELF IN BED**

While these rules apply to your conduct in other beds than your own it can do no harm to remember them when you are in your bed. The first thing to do when you are shown the guest room is to inspect your toe-nails. It most embarrassing to wake up in the bright and early morn to find you have ripped the guest sheet down the centre with your big toe. If you can't find anything to clip them with and you are too fat to bite them off, simply pull up the bed clothes around your neck and sleep with your tootsies hanging out.

Now, when you find yourself in a double bed and there is no way out of becoming lonesome during the night tip toe up to the maid's room, ask her if she would mind changing beds with you. There is another solution but we won't go into that, besides you should know it if you are over 18. The guest pillows are sometimes quite a menace as they become very lumpy and hard. We know a case where a guest went to sleep with his head between the two pillows and in th night they hardened up and strangled him, so-if you can get along with one hang the other out the window or something.

Another source of irritation while trying to sleep is the light which shines through the window. Te best way to deal wit this is to borrow junior's BB gun and bang away until — well — until the light goes out. If the guest's bed is too hard for your comfort you may do one of two things. First: slit the mattress down the center and pull out the stuffing until it is soft or second: sleep on the springs and use the mattress for a blanket. If you are placed in one of those single beds which are two inches narrower than a Pullman berth and you are afraid you may fall out just push the bureau and the chairs against the side away from the wall and then go down stairs and sleep on the porch hammock. That's all, kiddies. School's out.

**RED HOT FLASHES**

Missus Rose DiPonsio feeling bad cuz mother 'n the evah charming Kay Cascella left for Yurrop . . . Giving the town the once over, Master Burt Tibbits 'n his bootiful mother . . . John O'Connell, ace investigator, getting a trifle thinner . . . Our new addition Bob Hay . . . FLASH's gift to the ladies! . . . Bertha Volze 'n hubby planning a happy week-end . . . Loretta Ambrose, please call FLASH office.

Helen McGraw, Lillian Rondess and Jean Douglas were the three lassies not favored in the daily's prize photograph . . . Taximen, 015736 and 015864 staging a duello in front of the Seneca Frimorn while passengers hollered for service . . . Bill Risley taking the nod as the best dressed theater manager of the year.

Mighty Atom:  
**DICK TODD**  
(Photographer)

Card Player of the week:  
**BILL ICKES**  
(Druggist)

**Huey Long Hot Flashes**

(Continued from Page 1)  
for the present and future generations. He was hated by big money interests and Wall Street for this reason. However, today Louisiana has a much improved school system, improved roads, and very few toll bridges, due to Huey's efforts in keeping the money in his own state and out of the hands of monopolies.

The Supreme Court ruling is a tribute to Huey Long's life-time fight against National Corporations and Chain Stores. Apparently the fight against monopolies has only begun. Now that a precedent has been established, other states may soon start legislation to tax the chain corporations.

Six weeks ago the FLASH dedicated itself to the people of Monroe County, its Independent Merchants, and Druggists. We are trying to educate the public that money spent in Rochester stores helps Rochester become a better city to live in. We have tried to expose Bait Advertising and Misleading Ads. Certain products that are offered for sale under cost price, are only leaders to trick people to come in, and be sold other merchandise. The chain store like any other store must make a profit on its goods, or they wouldn't be in business. We need a Huey Long in Rochester today. We know a \$10 bill will go further in a corner store than it would in a chain outfit. Local prosperity will be ours. Patronize your Independent Merchant and Druggist.

ROSEMARY NUGENT, ace Society Reporter for th' Junnel, not only looking like Wally Warfield but taking the by-line of Wally Wadsworth.

RED SMITH seen barking up a tree, announcing a battle of a couple of chipmunks . . . Dry cleaner ROZZI's purty daughter meeting the trade with a big smile.

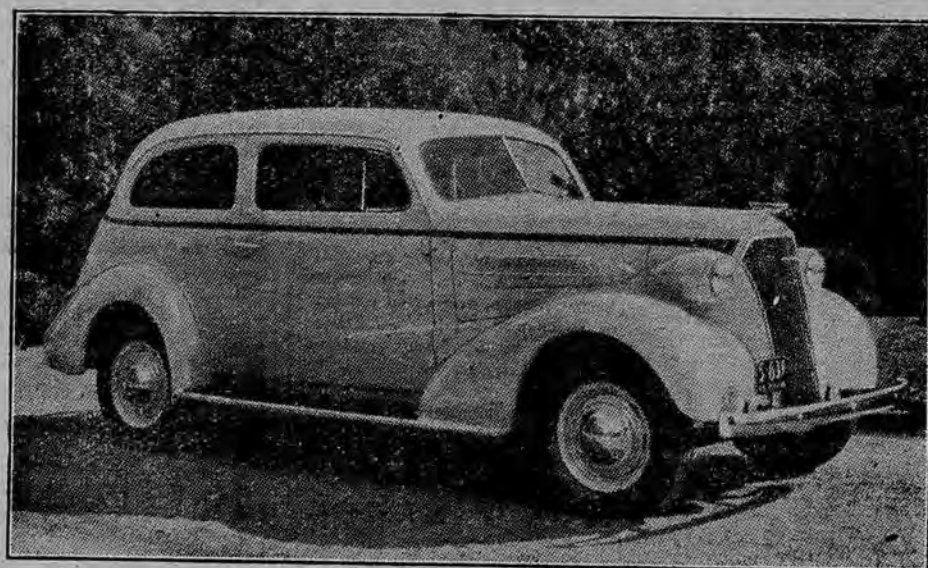
**RADIO FANS**  
TUNE IN

**"I HATED MY HUSBAND"**  
Don't miss this great broadcast packed with thrills, drama, suspense.  
True Story Magazine's **COURT OF HUMAN RELATIONS**  
Hear this powerful, gripping radio drama and then read it in True Story Magazine together with Ginger Rogers Own Story. Also, "When Sinners Meet" and twenty-seven other great stories and features in the June issue of **True Story**  
At All Newsstands Now

FRIDAY NITE 8:30  
NBC Red Network  
SUNDAY NITE 5:30  
WLW Cincinnati

**SENECA TERRACE SUPPER CLUB**  
1683 DEWEY AVENUE  
BANQUETS - PARTIES  
our Specialty

**ATTRACTIONS**  
**STONE 2044**  
FOR Every Form of Entertainment  
"The Office of Distinction"  
**Mutual Entertainment Exchange**  
ARTHUR ARGYRIES, MGR.  
Loews' Theatre Building



1937 Chevrolet Master Coach

**NEW FLOOR SHOW**  
Every Weekend  
Plus the **Red Hot Music** of **Ray Redhead's ORCHESTRA**  
Our prices are fair and the service is excellent  
**NO COVER CHARGE**  
Elevated Dance Floor  
**SENECA TERRACE SUPPER CLUB**  
1683 DEWEY AVENUE  
COR. RAND ST.  
1 Block before Ridge Rd.

**PICTURE PUZZLE CONTEST**  
**GRAND PRIZE**  
**CHEVROLET MASTER DeLUXE COACH**

—From—  
**SIEBERT MOTORS, Inc.** **615 South Avenue**

# Dionne Says—One and One Makes Five

Walloping PATSY MAURO, Emerson Strasse crusader 'n Major Bowes Stoooge, pastiming it in a new Plymouth . . . What Brockport couple are using Assoc. Gas and Electric Scrip for wrapping paper? . . . BERTHA HYLAND, the city's only Naturopath, really knows her vegetables.

## AROUND TOWN

George (mighty atom) Ford bragging to the boys about sailing proclivities . . . Buss Warden seen arming with a mittful of feminine pulchritude t'other eve . . . Attorneyman Lee Yost breaking all records in haste to get on golf course these noons . . . Kay Ogden (S & S cuty) all atremble over new sweetie . . . Lonie Wilker working like hades these days in the Onion Rust . . . We wonder where the Gypsy Flier is lately?

Polishing up the truck, Frank (Associated Cleaners) Harris . . . Whatsis? Have the Art Carpenters disappeared? . . . New togs of th' week belonging to Jimmy D'Aprile, usually best dressed man in town . . . Orchids to Francis Nelson, hairdresser . . . Who is the young lawyer posing as a deputy sheriff? . . . Must be the legal profession's getting crowded . . . what with barristers posing as sheriffs to serve papers . . . Did we hear someone say ethics? . . . Oh! Yeah!

Zoe Louise Putman getting tips on the nags from an ex-jockey . . . now bell-hopping at a w.k. d.t. hotel . . . Bradley Carroll should go in for more singing over the mike as he has a swellagan voice . . . Lillian Seidel tickling a mean set of ivories with Ray the Redheads' Ork . . . Inseparable, Geo. (Mayor) Cafaro and Tony Pagano . . . Johnny McGinn taking the nod as the mixologist of the week.

4th Annual Banquet of the Gates-Chili Fire Dept. held at The Seneca Terrace last Thurseve . . . Helen French acting as prexy . . . Ruth Francis as toastmaster and guests of honor being Charlie Dininger and the missus and the swellagan couple the Eddie Howdens . . . North Strasse due for a face lifting: The Sander's Fur-nitorium to improve the new home on the East Side, and the brothers Cutali contemplating a new porcelain front . . . Wouldn't be surprised if the Star Palace moved into a new home.

Norm (Mighty Atom) Stymus wrecking his car and receiving \$1000 for junk . . . Eddie Sounders taking the nod as the cashier of the week, looking schnazzy in the Oxford Glasses . . . For the personality couple of the week, see the George Mannings . . . Orchids to Newell Johnson for the fine work done at the Hospital . . . The lads from the Monroe County Restauranters Association having a swellagan time at Caruso's Wedeve.

Aside to Eva. Willie Craft has taken up woodchopping since the w. k. quarrel . . . Garry Wishman blossoming out with the new toggery last Satdee . . . Looks good Harry . . . Jack Driscoll Gathaming it, meeting Bea Lillie's understudy, Mary Sutherland at the Wintergarden . . . What's the fuss about those mimeos sent to the Ad-Clubbers and did the etherwaves do a good job? . . . Extree, Extree !!! . . . Should have seen the pan of the Great Bill (Nusbaum's Casino) Keehler when that transport plane hit the mud down Gotham way . . . Ask Bill about the sensation.

Tony Fabian joining the Moose last Tuesdee making the Central Service Station almost 100 per cent a Moose Outfit . . . The Wrens, Matha 'n Major Bill going to Buffalo 'n Niagara Falls for Decoration Day . . . Leah 'n Florence Thaxter seen sipping cool drinks at the Wee Wee Shoppe . . . Kinda purty, too . . . Congrats to Dorothy Black, just promoted to new job . . . New permanent of the week, Missus Herb Bradley's (free plug for McCurdy's Beauty Parlor).

Sporting new coat of sunburn, Philo Vance . . . Bet his hair will grow now . . . Offside to Anthony Santuae of Greigsville: Hope you get well soon . . . Joe Clohessy showing Scottf Greagan the "Death Valley Cast", but Scotty didn't catch any fish anyhow . . . Mike Christy's marine walk distinguishes him from all th' other brilliant men in town . . . How we doin', Mike??

## POLITICAL WELFARE

(Continued from Page 12)  
the next twenty-four hours at Police Headquarters. The boys in the Welfare Gang have a little ticket bearing the magic signature of Frank Xavier Kelley, the com-mish, which seems to be an open sesame to the Boys in Blue. In fact, one of the merchantmen reported to our office that he had asked a copper to tag a welfare car that was parked in front of his place of business and the only satisfaction that he could get from the gendarme was that he did not have the authority to place a ducat on a car bearing the magic label. He further maintained that the best he could do was to doff the blue cap and beg the Welfare to move the crate, failing this he was utterly powerless.

The FLASH says again, "Keep Politics out of the WELFARE DEPARTMENT, even such petty little things as beating a parking station owner out of his fee just because you happen to be working for a politically controlled organization. Welfare cars clutter up as much space as a car that belongs to a private individual, and those signs were put there on the judgment of the Traffic Bureau of the Rochester Police Department to help end traffic congestion in the downtown area."

## Hot Flashes

Popular club secretary of the week: SYLVIA (Thomas St.) CHAIT . . . Looking for the Reb' Winger in a beeg way, EUNICE BINSKY. Add to June brides, delovely GENEVIEVE CHAPPLE . . . A most chawming queen indeed-y, NOORVAL KRAMER of the N. of R.

Drugman of the week: LESTER PECK

PAT SLAVIN, park director, announcing that "lilacs" are ready to welcome admirers.

**KOHLER & SON**  
Meats and Groceries  
BAKED GOODS  
535 Chili Ave. cor Thurston  
Gen. 3362-3363

**DOHR'S**  
Tailors and Cleaners  
373 CHILI AVE.  
Gen. 4567 We Deliver

**Dance AND DINE**  
Delightful people come here nite after nite. Why not you this nite?  
2 FLOOR SHOWS EVERY NITE  
JOE CUMMINGS, M.C.  
GABEY—Oriental Dancer  
JERRY ROSE—Acrobatics  
DANCING BUDDY  
plus Snappy Dance Rhythm  
**Lang's Garden**  
330 North St. - Main 7983

For—  
**PLUMBING HEATING Air Conditioning Oil Burners**

**CALL**  
Glen 6976  
CAREFUL ATTENTION GIVEN ALL ORDERS  
W. RODENHOUSE  
Installation or Repairs  
Quick Service—Reasonable

**TAXI? CALL FOR LARRY**  
Safe—Courteous Driver  
MAIN 404

**KELLY'S OYSTER BAR**  
814 Clinton Ave. South

**Joseph Vergo**  
Groceries and Meats  
244 MONROE AVE.  
Stone 4344

When at the Lake  
HARBOR VIEW  
**YACHT CLUB**  
4665 LAKE AVE.  
NEW SNAPPY DANCE BAND  
SPECIAL CHICKEN DINNERS  
FISH & CHIPS  
Your old pal "Accordion Mike" greets you—  
DANCING 7 NITES

**HOTEL UNION**  
40 South Union St.  
Where Merry-makers Meet  
Capt. Guenther's Orchestra  
FLOOR SHOW SAT.  
A RIOT OF FUN  
LUNCH—DINNER and FISH FRYS  
Are always the feature at this homey spot

NOW A NEW BAR  
**Ernie's Place**  
SPECIAL  
Spaghetti, Fish & Chips  
NEW ORCHESTRA  
Friday and Saturday  
4653 LAKE AVE.  
Charlotte 143

**LAMBO'S RESTAURANT**  
Fine Foods and Beverages  
NORTH GOODMAN  
Cor. Clifford

**THE CASE OF THE LAME CANARY.**  
By Erbe Stanley Gardner.

A thrilling murder mystery that baffled Perry Mason who specialized in homicides.

**THE LIFE OF MRS. RILEY**

A southern girl becomes engaged to a northern boy a true convincing story of contrast that is as entertaining as fiction . . .

**I WANT TO SEE THE EDITOR,** by Mark Rhea Byers.

Newsboys, circulation men, reporters, rewrite men, editors and everything that goes to make a newspaper. You'll find the story very interesting reading.

You always find the best reading in

May 29 Issue **THE SATURDAY 5c EVENING POST**  
Now On Sale

FIRST SET of PICTURE PUZZLES FREE call FLASH OFFICE

# THEY LAUGHED WHEN I SAT DOWN THE STOOL WAS'NT THERE

**Rochester Weekly Flash**

For the People and By the People Who Want the Truth

Published weekly by Rochester Weekly Flash, Inc., at 6 State Street, Rochester, N. Y.; President, Harold Dingman; Vice-President, Charles Schewe; Advertising Manager, Scott Wilson.

For Advertising Rates Call—

MAIN 2718

MAIN 2719



Build prosperity by supporting your independent Merchant.

**MEMORIAL DAY**



Memorial Day brings to mind both joyful and sad tidings. It truly represents the turning point of the year. It represents in the minds of the American people all the glory reflected by those who have made the supreme sacrifice that America could become the leading nation of the world. To those families who

have been bereaved it is a day of sad memories tinged with pride that their loved ones "Only had one life to lay down for their country." To the lack-a-day, happy-go-lucky, Memorial day means the casting off of winters pall and preparation for the good old summer time.

Off with the derbies and on with the straw hats. To the men of the nation Memorial day is a boon. No more sweltering in hot suits, but the cool feel of the whites with a Panama hat stuck jauntily on the back of the head.

Let us all spend a few moments thinking of the import of those that have gone before, in awe and reverence and then Off with the Old and On with the New and Away to the Beaches.

**RED HOT FLASHES**

Walking to work each morn 'n looking as fresh 'n pretty as a daisy, MARY (Bond's) VOLPE . . . Arm 'n arm-ing it every Sundee, GEORGE (Clarence Pk) PARK-HURST and the G. F. . . Hope GEORGE is feeling well now.

Wears the loudest pants of any week:  
**PROPRIETORMAN TITUS**  
(Golden Grillery)

Up-coming teacher we wouldn't mind recitin' our ABCs to: ISABELLE (Geneseo Normal) ADAMS . . . Does "Clip" BOSTWICK's lovely 'n amiable stenog, DORO-

THY, have a twin sister or are we seeing double???

Ork Leader of the week:  
**TAD SANDS**  
(Breakers)

Orchids to SIEBERT of Chevy fame for the gudgeous Grand Prize . . . MOONFACE GREEN, babyfaced Sheik of Avery Strasse, getting ready for the official spooning season.

Soup Jockey of the week:  
**FLORENCE (Sarah) HOLLIDAY**  
(H & Beerie)

**FLASH FLIPS**

Sophie Peters, attractive Clinton Avenuser, readying for a trip. Where to, Sophie, Niagra Falls? . . . Who is Adelaide Hollander's new Monroe Ave. Crush? . . . What w. k. Clinton Ave. restauran-tuer is moving into his own private apartment . . . Uncle Bob Pierce, ex-WHAM-er man living in his trailer at Maplewood on East Ave. . . .

4M-3655 doing a neat swan dive into Round Pond near Charlotte. By-by Chevy . . . Jimmy Stanton relegated to the Lake beat, why Jimmy . . . Tony McKee now mixologist at Magrew's Grill on the W. Henrietta Rd. . . Add swell girls: Jean Douglas, blues singer . . . Nice lady of the Power's Building: Milly Fox, Bonbright lassie . . . Lou (Arpeako) Crandall taking the nod as bowling prexy of any week.

Losing poundage and looking svelte: Iris Odenbach) Hay . . . Still the best natured in town: Louise (Rochester Theatre) Wilson . . . Too bad, Pauline Kull, but must comment on excess make up this week. (How're we doing, kid) . . . Gene Schnarr, even tho he never buys a drink, rolls up a mean Martini for Flashman . . . Offside to Harold Hebing: Will keep the name of the little frill out of the Flash providing . . . Millie Martin looking schnozzy in new blue outfit.

Offside to Bob Palmateer: That new skypiece doesn't look so new anymore . . . Add mighty atoms: Charlie Grate . . . Offside to Ward Williams: Please call office immediately . . . Roge Greenman planning a cruise on one of Uncle Sammy's boats this Summer . . . Dave Little walking out of the Valley Club with Homer Strong's overcoat . . . Why Dave . . . Bill Roby seen going out the Avenue too, too fast.

Martha (Wagg's Corners) DeWolfe getting that dreamy look in her orbs again . . . Roy Elliott, the mail order man, sporting a new car . . . WSAY springing for a new trailer from Skinner . . . Hal Guyton giving the localites a break, visiting the ol' home town after a three years absence . . . Dressing a la Esquire, Milo Tomanovich . . . Jack Sanford, demon real estater getting his mail at the tennis club. Still burning, Pauline Kull? . . . Offside to the D.P.W.: why don't you clean up School Alley?

**FIRST SET of PICTURE PUZZLES FREE call FLASH OFFICE**

Offside to Bill Moore: Your baseball days are gone forever . . . Elma Knapp, don't believe all those traveling salesmen tell you . . . Elizabeth Hackman visiting the old folks at home in Danville, Ill. . . Joe (tellerman) Flanagan making cryptic remarks concerning the Coronation without cracking a smile . . . Ruthie Fisher stealing Flashman's pencil . . . Irving Nusbaum looking too niftick in his riding britches . . . Helen Boucher and Fay Ford ensconced in cozy, new apartment, whats the address, girls?

Millie Atchinson (Stromberg's pretty) combing out the blonde hair and readying for a bit of tennis . . . Bill Torporcer spending an enjoyable Sunday afternoon teaching Helen Sargeant the fine points of tennis . . . Babs Zaramba looking too, too cute in her tennis shorts . . . Howdy Miller seen visiting at w. k. apartment on Troup Strasse . . . Fish Westman getting a swelagant job with the Conservation Dept.

Dick Countryman, Plymouth Aves Don Juan, jumping in the car after supper to meet the w. k. toots . . . Jake D'Aprile starting the summer tan on the golf course . . . Florence Cutali throwing a swell birthday surprise party for the kid sister . . . Andy (Koda-cutie) Anderson thinking about a vacation and points West . . . Add swell guys: Lauren Redfern . . . Rose (Fitzhugh Hotel) Posner readying for the sailing season . . . Offside to Rose: Too bad Pat Wamsley left Rochester.

Max Nusbaum and the frau returning from a little vacation much rested . . . Swingy new chune on those nickel in the slot phonographs, "Message from the Man in the Moon" . . . Marg Knox taking the cookies for having those long eyelashes . . . Al (Wishman) Bassani rating tops among the organ grinders at Wishman's

**Playgirl of the week:  
ANY DIVORCED MISSUS**

Ixnay on cut-rates for their opponents on th' diamond sex sensational druggerman HY MANDELL's Baseball champs . . . Going in for Mystery stories in a beeg way, DOM (Ritter Dental) BONTEMPO.

**FRISCH**  
GROCERY - MARKET  
1041 North Clinton  
Main 1519

**VanderbeltPharmacy**  
Ross F. Barone, Ph. G.  
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Beauty Salon  
PERMANENTS  
Special at \$2.50  
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**THE LITTLE FRUIT STORE**  
That sells Flowers  
so cheap  
Winton Rd. at East Ave.

**TREMONT DINER**  
PLYMOUTH AT TREMONT  
Open All Nite  
Featuring  
**Bar-B-Q's**  
CHAS. AVERY, Mgr.

**FINEST FOODS**  
25c and 35c Dinners  
Sunday Chicken Dinner 40c  
**U. S. RESTAURANT**  
Opp. General Hospital  
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**ALLARD'S**  
The Bright Spot on State St.

**Appel & Arnold**  
Dances and Comedy  
**LILLIAN**  
Dancing Marvel  
Plus Others

Being Your Holiday guests here where Hilarity Reigns Nitely

**Fred Lashier's Orchestra**  
252-254 STATE ST.

Into Each Life Some Rain Must Fall,  
Sometimes It's a Cloudburst

**Dorothy Beauty Shop**  
Formerly of  
1450 DEWEY AVE.  
Is Now Located  
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**FRANK'S FRUIT & VEGETABLE MARKET**  
Fresh Fruit and Vegetables  
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CHOICE MEATS, GROCERIES  
and VEGETABLES  
We Deliver Glen. 4412  
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ROY JOHNSTONE, Ph. G.  
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Every Day Is Bank Day  
at  
**B. Shooting Emporium**  
Clean Skillful Game  
90 W. MAIN ST.

**G&R Grille**  
Court at South Ave  
FREE PARKING

CALL GENESEE 628  
**DUNNES BICYCLE SHOP**  
LAWN MOWERS SHARPENED  
and REPAIRED  
Bicycle Service and Sale  
371 JEFFERSON AVE.

Enjoy the Best  
DINE AND DANCE  
at  
**Ballantyne Inn**  
SCOTTSVILLE RD.  
MAE G. NAMES, Prop.

**CHILD STREET PHARMACY**  
Prescription Specialists  
369 CHILD ST.  
Genesee 4196

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Glen. 6332

FOR EXPERT  
Repairs on all makes of  
Vacuum Cleaners, also parts  
CALL GLEN. 4141  
Bugs \$1—Brushes refilled 75c  
**VARIETY VACUUM  
CLEANER CO.**  
234 LYELL AVE.

## Frau Caught In Compromising Acts

The girl in the case was well known in the 11th ward and well liked. She wasn't a kid but was still on the sunny side of thirty. Possessed of good looks and a charming figure she made many friends of both sexes. It wasn't surprising therefore when she commenced to go around with a young fellow from the neighborhood and soon professed that she more than liked him. The young man also made it very plain that he had fallen very hard for the girl. After a year of ardent courtship they were married quietly and went to housekeeping in a modest apartment.

They were both employed and the girl had acquaintances that he knew nothing about. He was not suspicious however when she told him one day that she wanted to visit an aunt in Syracuse. She spent the week-end there and returned the following Tuesday. Two weeks later she announced she was going again and he told her he would like to go with her. She demurred and off she went alone. He thought her attitude rather strange. The Friday night she left he found a letter from this aunt which was couched in peculiar terms. It said in part that 'she was filled up but might be able to use her for the week-end'. He decided to take it on himself to in-

ter back through the night to the little village. He could hardly believe what had happened but he knew it was only too true. After a sleepless night in a small hotel, he returned to the house in a taxi and brought his wife back to Rochester. His heart is broken over the sordid affair and a divorce is imminent but it is hoped that this one sad experience will not ruin his life or his respect for all women.

## Gals Brawl

(Continued from Page 12)  
panther sweat to make them feel tougher than they really were.

Shouting feminine oaths and imprecations in the first round they both fought more with their mouths than with their fists. Round two started with them throwing hard punches, some of which would have stopped many of the palookas in the Elks amateur ring.

The shades and windows of the occupied cottages were thrown up and the delighted residents rubbed the sleep from their startled eyes. The people in the girls' party made no effort to stop the brawl but cheered them on until finally the Latin charmer let loose a round house which clipped the blonde squarely on the old button.

It looked as if she was out but, no, she was up at the count of 8 and shot in two stiff lefts that rocked the other badly. At this time the members of the party, fearing the arrival of the judges, stepped in and separated them, declaring the bout a draw.

They drove swiftly away leaving the bewildered beacherites conjecturing what it was all about. They say it was great while it lasted.

Playboy of the week:  
ANY MARRIED MAN

## LOVE

Love is the feeling you have for a woman until another one comes along.

Love is the feeling you have for a woman until a prettier one shows up.

Love is the feeling you have for a girl until the Cobourg boat gets back to Rochester.

Love is the feeling you have for a woman until she says she thinks Robert Taylor is sub-well.

Love is the feeling you have for a girl until you find out she lives in Irondequoit.

Love is the feeling.

## Outings and Resorts

About two months ago, a young couple walked into the East Ave. showrooms of the Covered Wagon, and told Mr. and Mrs. Skinner they would soon be married, and were thinking of buying a covered wagon, as their potential home for a good long honeymoon.

A few weeks later the sale was made. The young couple were married and off they went in their new modern home on wheels.

The following letter was sent to Mrs. Skinner this past week:  
Ballston Spa., N. Y.  
May 15, 1937.

Mr. & Mrs. Skinner,  
Covered Wagon Dist.  
East Ave., Rochester, N. Y.  
Dear Friends:

We have been on our road honeymoon for two weeks and have covered nearly all the New England and Eastern States, with very little cost. Our main object in buying a trailer was, that we had planned a peaceful but economical honeymoon. Our honeymoon is over we still have our trailer home to continue our week end trips.

We have arrived back here at Spa, and have found a pretty little spot that we like so well that we decided to remain for a few more days. We had planned on spending over \$1,000 on our honeymoon, for honeymoons are something that come but once in a lifetime. However, hotels and sea trips are expensive and really we are glad we made the decision that we did, as now we can go on for several weeks on this glorious honeymoon, with but little expense. When we arrive back in Rochester and go to work, we shall not have a lot of memories of expensive hotels and boat trips, but will have our little trailer home. We are very happy and no honeymoon could be made more perfect than with a Covered Wagon.

We will stop in to see you upon our return.

Mr. and Mrs. J. L.

Blonde of the week:  
MARJORIE KOLSTAD

LENA MILANETTE's beautiful voice heard all way from N'Yawk.

**KIELSON'S PHARMACY**  
H. J. KIELSON  
Joseph at Clifford Ave.  
YOURS FOR HEALTH

**Markin Drug Co.**  
1392 CULVER RD.  
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**Pioneer Drug Co.**  
Culver Rd. at Sea Breeze  
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**DEWEY AVE. PHARMACY**  
ROBERT A. COWAN, Prop.  
Prescriptions a Specialty  
2914 Dewey Ave.  
Rochester, N. Y.

**HAPPY DAYS**  
Are Here Again  
At Genial  
**CHARLIE HELBERG'S**  
1260 North St. Main 8234  
FOR THE BEST  
In  
FOOD LIQUORS  
WINES BEERS

**Soldi's**  
**SPAGHETTI SUPPER**  
A NEW Floor Show  
EVERY FRI. & SAT. NITES  
Music by Velvadors  
482-486 Jefferson Ave.  
Member Monroe Restaurant  
& Liquor Operators Ass'n  
Where Good Fellows Get Together

NEW  
**SEPIA STARS PARADE**  
Your own bit of Harlem presents Teddy Fields, M. C., who in turn presents a parade of Sepia Stars of Vaudeville fame that makes this spot the talk of town—  
MAYN 8298  
7 NIGHTS CONTINUOUS 7 NIGHTS  
**COTTON CLUB** 176 JOSEPH AVE.



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PRESCRIPTION SPECIALISTS

Featuring Nationally Advertised Products

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**Barrett's Grill**  
All Legal Beverages  
Chili Ave. at Hinckley Road  
1/2 Mile west of Barge Canal

Courteous Service  
**SENGER'S SERVICE STATION**  
Lyll at Glide St.  
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Prescription Specialists  
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GROCERY  
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Liquor - Beer - Wine  
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Phone Gen. 1884 Spaghetti Our Specialty  
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Trade at Your Independent Grocers  
**A FRIEND**

**NEWSPAPER ADVERTISING**  
— ART —  
LINE DRAWINGS • CUTS  
ROBERT HAY 404 ELWOOD BLDG.

## Driver Forces Love On Employer

The lowest form of Blackmail we ever heard of, was given to us this week by a young woman in her early thirties. The story as she related it to us, is as follows.

A thrill seeking young female was getting herself in all sorts of trouble. She was kicked out of High School, and expelled from a private school a few months later. Her parents were doing everything humanly possible to bring her to her senses, but it just couldn't be done.

A few months ago, she was married to a son of a very prominent family. Her parents breathed easier for the first time in years. She had a beautiful home, a Packard sedan and a chauffeur to drive her wherever she wanted to go. All went well for a few weeks or should we say until the newness of the wedding wore off. The wanderlust feeling asserted itself, and she was running up to a cottage with some of her boy friends.

The chauffeur had to drive her on these occasions, so that her husband would be none the wiser. He was well paid in tips for keeping his mouth shut, and forgetting whatever he had seen or heard. Sunday, May 2nd, the chauffeur drove her to the cottage, and sat in the car with her waiting for one of her boy friends. They waited nearly an hour, but the friend failed to show up. So she decided to go home, the chauffeur started the car to take her there, but instead of driving towards home, drove the big sedan

at a reckless rate of speed towards Syracuse. He refused to answer her questions when she demanded to know where he was taking her. Suddenly he turned off to a deserted spot along the highway, stopped the car, and informed her that he loved her, and she better feel the same way about him, or he would spill his guts to her husband.

For the first time in her life, she had a thrill, that she didn't bargain for. The chauffeur became nasty and abusive, and forced himself upon her. He drove her home, reminding her that if she talked he would, too.

At this point we asked our friend how she heard about the mess, and she politely informed us it was her niece. "I was the only one the poor kid could confide in," she said. "If you print this story, I am going to mail that dirty so and so a copy of your paper, and believe me when he reads it, he'll beat it out of town."

## TALL STORY CLUB

A Carton of Cigarettes will be awarded each week to the reader who sends in the goofiest, most exaggerated Tall Story of the week.

Nat Davis, of the Davis Sports Goods on W. Main Street who the fun-lined cuspidor this week with the following:

One bright and sunny day Nat left for Charlotte to catch a mess of his succulent, funny friends. Well, for 12 hours Nat sat and sat and sat, but the little fishes just refused to fall for his tempting bait.

When the sun went down Nat disgustedly packed his tackle and left for his Main Stem store, biting his nails and talking to himself. Upon arrival he discovered a large box postmarked Fredricksburg, Va., and on opening same his eyes were brightened by a beautiful 56-lb. Red-fish which had been sent to him by his old Rochester pal, Fred Rotholtz.

Well, Nat took the fish from the box and lugged it home to proudly display it to his admiring and mystified friends who are now wondering how this big, deep sea fish found its mysterious way from the Atlantic Ocean to the Lake. Send in your stories.

## We Say

The only dates some old maids get are the ones on their tombstones.

Prize Kibitzer: The unmarried nair of the Stamese Twins.

There's no sense in trying to do the impossible. If you're 80 you may as well stay single.

You can't really call strip poker gambling because you always get your clothes back.

An ugly housewife always has to pay her ice bill.

One thing about a honeymoon is that you can always look the hotel clerk in the eye.

## Hot Flashes

Caveman's whiskers selling at 30c per bushel at th' Barber Shop of the 3 Little Pigs on East Main . . . JOHN CONNOLLY's face is still red . . . We always will wonder just wot did happen to the Window?

## THE HOLLYWOOD GRILL

FINE FOODS

Now a New Dance Band

Every Night

Plus a Star Floor Show

500 EMPIRE BLVD.

CULVER 5915

## VOICE OF INEXPERIENCE

For the past few weeks the FLASH offices have been deluged with calls from all parts of the city asking questions of every description ranging from "How to get a wife with a big bank roll" to "What is the best shade of polish to put on the toe nails?" Now as we are no oracle but simply a newspaper (Loud voice: "Oh, Yeah?"), we have been forced to engage the services of a noted psychologist at a salary of 10,000 a year (Chinese money) who will be pleased to answer your questions for you through the medium of his column in the FLASH.

Owing to the fact that his name is so well known to the police, NO! NO! profession, throughout the world he can only be known to you, our dear and gentle readers, as 'The Voice of Inexperience.' Send your questions to the 'Voice' c/o The Rochester Weekly Flash, Elwood Building, and then watch for the answers. We know you'll just love them. Please sign your name but the "Voice" will use only initials in his answers if so requested. Do not ask any questions regarding Religion as the "Voice" is a Buddhist and doesn't eat pork, it disagrees with his tummy. Start now. If there is anything on your mind let the Voice take it off (He prefers blondes). Danke schen.

## Lehman & Dogs

The veto of the dog racing bill not only deserves praise but the whole hearted thanks of the public spirited citizens of New York State.

The Governor's decision has shown that he can be depended upon to thoroughly protect the interests of his people. There is no doubt that there was plenty of

pressure brought to bear, both direct and indirect, to have this bill signed, which probably would have swelled the coffers of the gambling element.

A great part of the money would also have gone outside of the State and the citizens of New York who think they would have a chance to win money at these dog races would have suffered nothing but hardship if the bill had been passed.

Red Hot Tip for June Nuptials from Mistah 'n Missus SKINNER . . . Why go on a crowded Honeymoon, when you can have a Covered Wagon for less than th' cost of a trip to Europe?

Visit  
**The Sterling Dinner**  
1106 E. Main cor. Goodman  
Before you go home  
**ROCCO**  
Everybody's Friend

Looking nifty in a Gay '90 gown remade, MARY DICK . . . Delovely 'n blonde-some MAYBELLE POOLE puh-lently popular at Russell Sage College.

**VOELKL'S HOTEL**  
Buffalo Road at Glide St.  
Fine Foods — Liquors  
Beer and Ales  
Pre-cooled  
Direct from Wood

**Wallace Drug Store**  
1481 Dewey at Ridgeway  
WM. A. BUSH, Ph. G.  
Glen. 965

**Buettner Drug Co.**  
1364 DEWEY AVE.  
Glen. 4247  
Prescription Specialists

**H. C. Deichmiller**  
Prescription Specialists  
1785 Dewey Glen. 4897

**Superior Pharmacy**  
1796 DEWEY AVE.  
Prescription Specialists  
Glen. 7258

**EAST MAIN PHARMACY**  
Prescription Specialists  
H. SEIGEL, Prop.  
1935 E. Main Cul. 3405

**Deagan's Market**  
838 GENESEE ST.  
Glen. 3569  
Meats and Groceries  
We Deliver

**SAM DIERNA SHOE PARLOR**  
Ladies Novel Ties & Arch Shoes  
All Sizes & Widths  
Reasonable Prices  
1076 N. Clinton Side Entrance

**MAGGIO**  
GROCERIES, FRUIT  
and VEGETABLES  
1346 CLINTON AVE. NORTH  
Glen. 3727-J

**CAPLAN BROS. GROCERY**  
1178 CLINTON AVE. NORTH  
Main 3856

# ROSES MEAN LOVE AND THE THORNS MEAN MARRIAGE



# The Eternal Triangle—Baby's Diaper

**Rogers Grill**  
FOR GOOD FOOD  
75 SPRING ST.

**Moore's Billiard Academy**  
Joys for all the boys  
676 SOUTH AVE.

**G. J. Lewis & Co.**  
PHARMACY  
G. J. LEWIS, Prop.  
Prescription Specialists  
Genesee St. and Brooks Ave.

**Heath Thurston Road Pharmacy**  
517 Thurston Rd.  
CENTRAL PHARMACY  
Open All Night

We Restring Tennis Rackets with  
Armour's Tennis Strings  
**L. & R. HUBER**  
GOLF and TENNIS EQUIPMENT  
We Have All Makes of Golf Clubs  
Special Prices on Tennis Rackets  
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**MOTOROLA CAR RADIO**  
**\$29.95**  
NO DOWN PAYMENT  
First Payment Due 30 Days  
from Purchase Date  
**Dorschel's Radio**  
170 GENESEE STREET  
Open Even.

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Harness  
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**COVERED WAGON**  
EASY TERMS  
A complete home on wheels—sleeps  
2, 4 or 6 with living room, dining  
room, kitchen, bedroom and bath. Built  
by the world's largest builders of Trailer  
Homes. Now on display.  
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**ROAST BEEF TAVERN**  
Famous for Sea Foods  
Main at Railroad. Free Parking  
"SPIKE" WILSON

## Critic Attacks Reporter

EXTRA—Flash reporter gets bust in the nose! It all happened Saturday nite, just outside a w. k. beery. The reason, well, to make a short story long, a certain young ex-hubby, who is too fond of his schnopp, took a burn because his former frau came to the FLASH office and told us her troubles. He pestered the daylight out of her and took great delight in poking her around whenever he had the chance. We didn't run the yarn, as it happens so often in cases of the ex's that it isn't news. She told him he better leave her alone and get himself a job. If he didn't, the FLASH was going to run a story about him. Well, the gink was lucky enough

to bump into us Sat. nite, and before we could say quitcherbelly-achin, he socked yours truly. We closed our eyes and swung, something hit the floor, we opened our eyes and was glad to see it wasn't us, Incorporated.

Well, he woke up in a couple of minutes, and we told him his wife socked him. The poor guy didn't know whether or not we were kidding him for a minute, finally he said, "It might have been her, and it might have been you. But whoever it was packs too much wallop for me. Let's shake hands and forget it. (Ed. note: Billy Baird's Gym is a great place to learn the manly art of socko.

## LIFE IS LIKE THAT

The Repubs and the Demos are at it again and frankly the FLASH is puzzled. To Be or Not to Be, that is the question. Only a short time ago the disciples of the elephant cried loudly to the sons of the Jackass that Art Jameison, Deputy County Treasurer, was indispensable and that the political axe should not fall in his direction as he was the one man who knew the ropes and could pilot the Treasurer's office during the Democratic Administration. The late Jimmie Morrall took them at their word and in office he remained.

Here is the height of something or other, soon the Repub City Manager takes control, Art is given the w. k. walking papers and the excuse that was given is that his work was not satisfactory. Were the Repubs right about the lad in the past or were the Demos wrong or is the change being made for pure political reasons?

## Re-Vues & Pre-Vues

### Rochester-ing

At the Rochester Theatre last night an audience that was at once startled and pleased observed on the screen one of the most unique films that has been presented from Hollywood. It is called "Night Must Fall" and stars Robert Montgomery and Rosalind Russell. "Night Must Fall" was a London stage play and Montgomery suggested that his studio adapt it for a picture. That is an ordinary procedure, but the extraordinary phase was Montgomery's eagerness to play the leading role. The part is that of a pathological killer who commits murder with the least of reason but the most of cunning. For a star of heroic roles to deliberately choose such a part was daring and, in the light of his subsequent performance, but highly commendable. Montgomery has brought to the screen something that never appeared there before. As a second attraction the "House of Pollock Yells." Yippee! Yippee! Laurel and

Hardy in their first Western! The packed audience whooped it up with these inimitable comies as they rip-roared and rollicked in their latest Hal Roach-M-G-M feature comedy, "Way Out West." In the opinion of your critic, it is their funniest and fastest-moving laugh-hit. Laurel and Hardy are not portrayed as bronco-busting cowboys bold—instead they are just a pair of "tenderheel" desert miners trying to do a good deed for a dead prospector "pard." But they are in a locale of the wild and woolly gay '90's, surrounded by mounted cowhands, stage coaches and all the tough humbres and picturesque atmosphere of the glamorous and adventuresque pioneer times.

**Butch McGlook Sez:**  
Sez he: "This new-fangled nail polish is a caution—What next?"

Condolences to Lawyerman PAUL FOLGER for busting new Cadillac... LOIS (S. B. Roby Co.) BUSH week-ending in Buffalo... Most popular teacher of the week: FANNIE (West Hi) PRATT... Comedian 'n svelte actor, ROSS (U of R) WELLER.

## KODAKER RENO-IZED

(Continued from Page 1)  
girl when I married her, and never stopped playing, so we agreed on a divorce and I went to Reno and got it," he said. "Now that she knows I am married again, she's jealous and wants to make trouble. I only married her because she had told her mother we were married and I didn't have the heart to hurt that fine old lady."

Wife number one, who resides in the Clinton Avenue South sector, claims Gerald left her four years ago and that she tried and tried, but couldn't locate him. "I still love him and he loves me," she continued. "This woman met Gerald right after he had a little spat, and he fell for her line of soft soap. I know he loves me." She is suing for divorce, naming wife number two as correspondent. We are unable as we go to press to interview the second missus, but believe we are safe in saying "She also loves Gerald and is sure that Gerald loves her." We would like to extend our best wishes to one of the contestants, but don't know which one to pick.

## Hot Flashes

Puh-lenty popular with boys 'n girls, teacher CHARLES (Trafalgar Strasse) VALLANCE, Nomina-

always doing something for fellow friends plus being A-1 tailor man LAWRENCE (Bond's Cloth. Co.) BOVENZI.

**Matron of the week:**  
GRACE HOUSER

**Loveliest bride of the week:**  
Missus THOMAS CULHANE... Nuptial rites for pretty CORRINE RUSS set for August 6th... Nifty dresser 'n full of pep, vim, 'n vigor, SUSIE (Myrtle Strasse) DE LUCIA.

**YOUR RADIO DOCTOR**  
**McGINTY APPLIANCE SHOP**  
ZENITH RADIO — NORGE REFRIGERATORS  
WASHERS — VACUUM CLEANERS  
Sales and Service  
318 S. Plymouth Ave. Main 8205

**TESTED—**  
WE ARE PARTICULAR ABOUT OUR SPAGHETTI  
Testing — Seasoning — Cooking  
**CUTALI'S**  
SPAGHETTI RESTAURANTS  
107 North St. 25 Broad St.  
Special Dinners  
SPAGHETTI with Meat Balls **25c**  
Ravioli 35c

Foreman of the week: ANTHONY (Hickey-Freeman) MUNI... 'n the MUNIs have the most beautiful lil' home 'n garden on Rawlinson Road.

**Patronize Your Independent Merchant**  
**GEO. F. ROGERS**  
1462 DEWEY AVE.

**O'Neil Grocery**  
776 GENESEE  
Gen. 577

**Walker's Service Station**  
DEWEY AVE. & STONE RD.  
Char. 1170  
Empire Blvd. and Helendale  
Cul. 1937

**WILSON'S HARDWARE CO.**  
812 Monre Ave.  
Monroe 2807

**Margaret's Beauty Shop**  
featuring { Machineless  
Permanents  
974 E. MAIN MONROE 4848

**GAS and OIL**  
A S & O I  
Central Service Station  
275 State St.  
Service with a smile

**We Buy — Sell — Swap**  
New — Used  
Shotguns and Rifles  
Full Line of Fishing  
Tackle & Sports Goods  
Hunting and Fishing Licenses  
Issued Here  
**Davis Sporting Goods**  
174 MAIN ST. WEST

**DON'T BITE YOUR NAILS DEAR YOU'RE ALL I HAVE LEFT**

**Tuller Pharmacy**  
Prescription Specialists  
680 SOUTH AVE.  
Monroe 8088

**Peck Drug Store**  
184 PLYMOUTH S.  
Main 7345  
Prescription Specialists

**Schutt Pharmacy**  
880 W. MAIN  
Gen. 172 Gen. 7416  
Prescription Specialists

**B. H. CASE**  
Pharmacist & Optometrist  
216 MONROE AVE.  
Specialists in Prescriptions and  
Fitting Glasses

**Ehmann's Market**  
BEST IN MEATS  
We Deliver  
1103 LYELL AVE. at GLIDE  
Glen. 3102

**Stickles Pharmacy**  
CHAS. E. STICKLES, Phg.  
3319 Lake Ave. at Stonewood  
Charlotte 640

**J. L. Bates**  
Pharmatist  
199 Park Ave. and S. Goodman

**WM. SCHALDER**  
Grocer  
607 Plymouth at Jefferson  
Gen. 1333



More fun than a barrel of monkeys — but who wants a barrel of monkeys? Come to the ZR-3 for real fun WED., FRI. and SAT. NITES

**ZR-3**  
109-113 State St.



**In the SPOTLIGHT**  
TOP ACTS  
and  
ENTERTAINERS  
Orchestras for Summer!  
Engagements Now  
ALWAYS  
FOUND AT  
**"JACK DRISCOLL"**  
45 GIBBS STREET STONE SIX-NINETY

## Lavender Laddie And Divorce Scandal

(Continued from Page 1)

long, wavy hair who was strongly suspected of being one of the lavender tinted boys. Now girls will be girls and the panty-waist was fond of chumming around with the girls in the place and at the same time was very unpopular with the male help. As is not uncommon with this peculiar species this lad was a tap dancer and it was his habit to give the other girls in the place dancing lessons including the manager's wife. Mr. H..... objected at first but his objections were overruled and he gave up trying to keep his beloved away from the queer one.

Going down to the basement one day, he found his better half doing a close rhumba in the arms of the lavender boy and he blew up, warning the laddie that if it happened again he was through.

That night at home there was

a scene, but as is often the case the wife won the argument. Things went along like this for several weeks with H..... doing his darndest to find out why his wife found pleasure in the fellow's company. He never had the chance, last Friday he had occasion to go home in the afternoon, something he rarely did, and walking into his manse found his wife and the panty-waist in the bathroom. The laddie was seated on a stool with his shirt off and the little lady was tenderly painting his throat with iodine. Well, their surprise was every bit as great as that of the hubby but he wasn't speechless very long. With one bound he grabbed the lavender hueed one and planted his fist where it did the most good. The laddie screamed as did the loving wife and they both departed in haste.

After Mr. H..... cooled off he placed the matter in the hands of a capable lawyer and is now waiting with a heavy heart for the verdict of the court, which only leads us to believe that the more you try to understand a woman the less you succeed.



### TWO U. S. ARMY DIRIGIBLES GO OUT OF SERVICE

Two Scott Field Dirigibles to be dismantled, are the larger Blimps shown in the photo. The other, a smaller size airship, was built as an experiment. The Helium Gas from the C.11 and C.14 (one of the largest semi-rigid dirigibles in the world) will be salvaged. The Dirigibles will be stored. The C.11 is about 185 feet long and the C.14 about 300 feet long. The crew of the smaller ship was eight men. While the larger carried fifteen. It is said that the "Hindenburg crash has no bearing on this change as it was considered for some time.

### RED HOT FLASHES

TWINKLE-TOES SELKIRK writing to FLASH Advertising Manager 'n saying Hello to all ye Rochesterians . . . Greeting to SAM LOMBARDO, big Army man

from Panama soon to be back . . . Knocking your eyes out with yarns about China 'n the Far East, big navy man, GEORGE STELOW.

Best Tank-filler-upper:  
DOM DE LUCIA  
(Broad Strasse Station)

Babe in arms: Charming ARLENE ZARO at Sun-Set-Point with MIKE DE NEVE doing the squiring . . . Inspiration to Romance: De-lovely EVELYN (McCurdy Gal) CLAXTON . . . Most Dexterous demonstrator of Cosmetics, beautiful JEAN (Hayes) HEINEMAN at B. Forman.

Worrying about June 16:  
LEON JANKOWSKI  
( 'n' mebbe Helen, too)

### SPOONERS HI-JACKED

Their second wedding anniversary will long be remembered by one Rochester couple not only for the length of time they have been married but for the very unique experience that happened on that particular night. In celebration of the wedding event they decided to take the car and drive out to the spot where they used to park and pet during the romantic days of their courtship.

It was a beautiful night, the moon was shining and they were still very much in love with each other. The world seemed a grand old place to live in as they spooned and petted in the friendly darkness of their car.

They were quickly jerked back to reality when the door was suddenly yanked open and a gruff voice said: "Young feller, I've got your license number and I know who you are. For two cents I'd report this. You'd better do something about it right away."

The second year married man took the intruder's suggestion and did something. His foot shot out and landed right in the shake-down artist's tummy doubling him up with a grunt of pain. The young husband jumped out of the car with the firm intention of giving the reptile a real good trouncing but the man, if you can call him that, had disappeared in the darkness. "We are going to stay in our own back yard and spoon after this," the young couple told us with wry smiles.

"But don't you think Joe was right in kicking that man?" asked the bride, her face slightly crimson.

### FLOWERS AT HEMLOCK LAKE

For the benefit of the curious and appreciative people who have inquired who is responsible for the delightful flowers at Hemlock Watershed, we refer you to Mr. and Mrs. Benjamin Thompson. This charming couple have always loved flowers and are doing all in their power to keep the gardens filled with seasonal blossoms and well tended. It is a distinct pleasure to all visitors through that section to observe these floral displays and Mr. and Mrs. Thompson are to be complimented upon the great success of their efforts.

Molarman of the week:  
IVAN COTRELL  
(Granite Bldg.)

**Kaleta Pharmacy**  
Prescription Specialists  
1099 HUDSON AVE.  
Main 7471

**COLE PHARMACY**  
4419 LAKE AVE.  
Charlotte 2  
Prescription Specialists

**Kleir Pharmacy**  
692 MAPLE ST.  
Prescription Specialists  
Gen. 7724

**LEIGHTON'S PHARMACY**  
2201 CLINTON N.  
Glen. 6487  
Prescription Specialists

**FRANK'S DRUG STORE**  
537 PLYMOUTH AVE. S.  
Genesee 2717  
Prescription Specialists

**Fradenburgh Pharmacy**  
582 CHILI AVE.  
Gen. 5415  
Prescription Specialists

**EHART'S**  
Grocery & Delicatessen  
430 SOUTH AVE. MAIN 7288

**Burns Pharmacy**  
1st and Last a Drug Store  
We Deliver  
188 Genesee St. Gen. 4972

**Grocery and Delicatessen**  
LORETTA B. DEANE, Prop.  
489 South Ave. We Deliver

**THE ELLS PHARMACY**  
A. A. ELLS, Prop.  
Dewey, Cor. Beverly Hgts.  
Rochester, N. Y.

**FISHER for fine Foods**  
Meats, Vegetables  
Groceries  
2263 Clifford Ave. 900 Bay St.  
Culver 30 — Culver 3678

**ROZZI**  
Tailor and Cleaner  
Suits Made to Order  
558 Thurston Road  
Gen. 2365

**McBride Bros.**  
Independent Gas Station  
2930 Dewey Ave.  
Charlotte 1685

BEAUTY IS ONLY SKIN DEEP  
BUT WE'RE SO THICK SKINNED

**Wichman Drug Co.**  
Prescription Specialists  
FREE DELIVERY  
858 Dewey Ave. Glen. 970

**GREEN TREE PHARMACY**  
Prescription Specialists  
1036 WINTON RD. N.  
Culver 5493

**Bull Pharmacy**  
2 Rosewood Terrace  
PERSONAL SERVICE  
Culver 2637

**Winton Pharmacy**  
Prescription Specialists  
692 WINTON ROAD N.  
Cal. 3008

**George's Market**  
Groceries and Meats  
1004 LYELL AVE.  
We Deliver Glen. 20

**Jardine Pharmacy**  
A. J. ORTOLANI, Phg.  
392 State St.

Sponsored by an  
**INDEPENDENT  
DRUGGIST**

**Miller Drug Co.**  
1152 CLINTON AVE. N.  
Prescription Specialists  
MAIN 8709

**WILLIAMS PHARMACY**  
C. K. WILLIAMS, Ph. G.  
336 Arnett Blvd. Gen. 7642

**PETER VAN REMOORTERE**  
Groceries and Meats  
1256 N. Clinton St. Main 6751  
We close Wednesdays at 12:30 dur-  
ing May, June, July and August

**WALTER MC NALLY**  
Grocery  
620 Dewey Ave. Glen. 208  
We Deliver

**Pagano Grill**  
302 SCIO ST.  
SPAGHETTI 25c  
New Polish Orchestra  
Friday and Saturday Nights

**LEVIN'S**  
Fruits, Vegetables, Meats  
1525 LAKE AT RIDGE  
Phone Glen. 305

# HUBBY TRIES SUICIDE

(Continued from Page 12)

was rosy on the marital horizon.

The young groom was making a good salary and giving his bride all that her little heart desired, and she desired pretty nearly everything she saw. Then conditions commenced to tighten up and Mr. L. was laid off. Owing to her extravagance they had little saved and that soon went because the little lady didn't know the meaning of the word economize. The young man, very worried now, found another job but his pay was greatly reduced, so the mussus started to nag and bicker and at last went the way of all flesh. Yes, you've guessed right the first time, she looked about, for greener pastures, in other words, bigger bank rolls.

As time went on young L. spent more evenings alone, eating his dinner out of cans and brooding more and more

over his unfaithful spouse. One night she came home to their Plym. Ave. Apt. very late and as usual, commenced to deride him as a failure. Now the thread between sanity and insanity is very fine and for the moment it snapped. The miserable young man stepped into the bathroom and while his frau watched he swallowed four tablets which were used as a powerful disinfectant. She was horror stricken and gave vent to a piercing scream. That scream probably saved his life because it jolted him back to his senses.

Realizing the foolhardy thing he had just done he hurriedly mixed an anecdote and in less than three minutes had vomited back the death tablets, which luckily hadn't dissolved. Badly shaken, the wife fled from the house and the following morning he packed his belongings and left also. He is beginning to smile again now and it is just as well because he is a swell guy and too good a man to come to such an ignoble end.

# SUCKERS BITE

(Continued from Page 1)

In fact, it leaves them stripped high and dry with a truckload of regrets, a headache, a mouth that tastes as if the Russian Army had walked thru with their boots off, and a shipload of brand new resolutions.

Here's the racket: The members of a big gambling syndicate figger that the suckers need a little inducement to part with the hard-frogskins, as in these tough times the lamb is a little loathe to be led to the slaughter. The buildup of the clipsters is to have the yokels surrounded by all the fancy furnishings that the joint can afford. Drinks are served at ridiculously low prices, and a swell looking bunch of frills usually pitch in their two cents worth, playing up to the stiff. With plenty of the old fire-water and the floosies around the sap that planned to spend a half a sawbuck usually ends up by laying the chunk on the mahogany. Everybody makes but the poor fish!!!

# Hot Flashes

Speaker of the week, JOHN KOWALYK representing Rochester at Albany Polish Club . . . Missus R. J. BENEDICT chairmanning-it for "old timers" banquet of the Rochester Telephone Company.

# CHARLIE WORRIED

. . . Charlie enjoys the enviable position of being Ward Leader with hardly a committeeman who wouldn't get on the w. k. band wagon should Boss Tom suggest another leader.

All the opposition to Punch in the Third is not a manifestation of any ill will to Prexy Tom, although Charlie would have Tom believe that this is the case . . . The loyal repubs of the Third want a new deal in Politics and to Charlie we will say that the boys are going to have an all important meeting and give a resolution to Broderick, asking that they be recognized as the True Republican Party in the Third . . . Is Charlie Punch WORRIED???? . . . Well he ought to be.

# Hot Flashes

Bill posting man of the year: AL SMITH, ex-theatrical promoter . . . FLASH Tall Story Club meeting on the 25th hour of the 8th day of each week, at the bottom of Lake Ontario. BERNIE BERNSTEIN 'n NAT DAVIS hostesses. All crazy, goofy, stories accepted, winners cash in with a carton of white pills.

Turning actress 'n a most charming one at that, MADELINE [Woolworth Eatery] MAINNO . . . Happy birthdee to: DOLORES

HUEPHER 'n EUGENE HUEPHER . . . En route for Paris 'n Vienna 'n Italy 'n Germany, NAN HEINRICH.

**LAWRENCE  
HOUSEHOLD LAUNDRY**  
Semi Finish - 11c lb.  
Ready to Wear Shirts - 5c each  
STONE 2878

**Crystal Market**  
FEATURING  
LIVE POULTRY  
DRESSED FREE  
48 Prospect St. Gen. 7665

**ORLANDO PASSANNANTE**  
Farmacia Italiana  
COR. GRAPE AND JAY STS.  
Glen. 2740

**LOAVENBRUCK  
ART KRAFT  
NEON SIGNS**  
1012 CHILL AVE.  
Phone, Gen. 876

**UPHOLSTERING**  
• Expert Workmanship  
• Quality Materials  
• At Lowest Prices  
• Estimates Cheerfully Given

**G. RATCLIFFE**  
Phone, Genesee 3385  
365 JEFFERSON AVE.  
Open Tues., Thurs., Sat. Evenings

# Hot Flashes

Bonded Loveliness: Auburn-haired MICKEY (McGuire) McDONALD . . . Waiting for her heart-throb every Tuesdee 'n Thursdee nite—rain or shine—, RUTH SHIFFER.

# INDEPENDENT GAS STATIONS FIRST CHOICE IN ROCHESTER

THE FLASH SAYS:  
"Congratulations, Independent Gas & Oil Dealers, on your clean stations and your fine products."

We're mighty proud to advertise ROCHESTER INDEPENDENT DEALERS.

Local motorists should make your products their favorite.

We are glad to mention your service as being a sure way to make motorists happier by:

1. Serving them quickly, courteously with the finest products in the industry.
2. Carefully cleaning the windshield, checking the condition of their tires, oil, radiator.
3. Keeping their stations neat and clean—the washrooms spotless and safe.

That's how you are giving motorists of this city true, Friendly Service—the finest in the world.

The management of the Flash endorses all Independent Gas Stations, as do other prominent Rochesterians. We apologize, due to the fact we can't print pictures of all the Rochester minded citizens who support us and Independent dealers.

# DAILEY'S FINE FOODS

Special Sunday Dinners

50c 75c  
112-114 W. MAIN ST.

# GET YOUR CAR NOW!

The roads are open — The resorts are calling!  
Don't walk — Drive your own car —  
LOOK at these bargains and be convinced.

'37 Buick Sedan Driven one week, big discount	'37 Fords Galore Coaches, coupes, sedans—sensational discounts.
'36 Dodge Touring \$645 Trunk sedan	'36-6 Oldsmobile \$645 Trunk Tudor
'36-8 Pontiac \$645 Trunk Tudor	'36 Buick \$685 Trunk Tudor
'36 Chevrolet \$545 Touring Trunk Tudor	Lincoln Zephyr \$600 Few miles, save over
'36 Ford \$435 Trunk Tudor	'33 Terra-plane 6 \$245 Coupe, rumble seat

# HUFF MOTORS

188 Mt. Hope Ave. Tel. Monroe 918

Mary-Mary Quite Contrary—She Would'nt  
Use Life-Buoy—She Wanted Fairy

# FRAU CAUGHT IN?

(Inside)

FEATURE NEWS

10¢

NIGHT CLUB GUIDE

## ROCHESTER FLASH

SPORTS THEATRES

WEEKLY

STAGE SCREEN RADIO

Vol. 1—No. 22

ROCHESTER, N. Y., MAY 29, 1937



# SOCIALITE VICTIM OF CHAUFFEUR

## No Dogs For Governor Lehman

**MODERN MAIDS      HUBBY TRIES  
BATTLE ON BEACH      DUTCH ACT**

**MAKE LOUIS  
SCHMELLING BOUT  
LOOK LIKE PETTING PARTY**

**WELFARE  
POLITICS**

A tragedy was narrowly averted a short time ago when a young husband tried to do the Dutch act with poisoned pills but came to his senses before the stuff had time to put out his light forever. Mr. L..... the heartbroken hubby was deeply in love with his wife who, as it happens is simply a pretty kid without an overabundance of brains but plenty of the w. k. curves. When they were hitched two years ago everything

Maids as well as men, fight for their rights in this modern age. Last Sunday morning at about 5:30 the early cottage dwellers at one of our exclusive beaches were treated to a boxing match between two tootsies that made the Louis-Schmelling battle look like a petting party.

These two battling Berthas, one a striking blonde and the other a dark eyed, black haired charmer, went to the mat in no pork chop manner right on the Main Stem of this lake resort. They had evidently been out on a party and had imbibed enough of the w. k. (Continued on Page 7)

According to several complaints received at the FLASH Office, there has been some swell exploitation of political power going on in Frankie Kelly's Welfare Department. It seems that around Convention Hall, the home of the Welfare Department, the police have been trying to alleviate traffic conditions by a liberal sprinkling of NO PARKING signs and congested zones to a minimum. A few of the merchants in this area complain that if they leave their cars in one of these restricted zones for a couple of minutes too long they receive one of those w. k. little pink memorandums, that they will be required to part with a hard-earned shin-plaster within (Continued on Page 5)

(Continued on page 11)

**JOIN TALL STORY CLUB  
SEE GRAND PRIZE INSIDE**