

NIGHT CLUB GUIDE

10c

FEATURE NEWS

ROCHESTER FLASH

SPORTS THEATRES

WEEKLY

STAGE SCREEN RADIO

VOL. 1—No. 12

ROCHESTER, N. Y., MARCH 20, 1937

BOY MAIMED ON STORE ESCALATOR

Railway Exec. Gets 'No Soap' From Police

Insistence of the New York State Railways upon special consideration from the authorities in the questioning of its employees involved in traffic accidents cropped out prominently last week end.

A bus and an automobile collided in Bronson Avenue at Reynolds Street. The auto was crushed into a crescent, one youth was killed, two others riding with him escaped with minor injuries. Some passengers on the bus sustained injuries.

Just who was responsible for the crash does not appear at this writing. Reynolds street, on which the car was traveling, is a stop street. Witnesses, one of them a woman on the bus, say the bus was hitting as high as 40 miles an hour. The bus driver claims it was not going more than twenty.

However, let's let the coroner and juries fix the responsibility. Here's an after the crash story that sinks in.

All witnesses, including the bus driver, were taken to Bronson Avenue Station for questioning. The probe was on when Benjamin C. Amesbury, railway superintendent, called police, got the sergeant and vigorously protested against questioning of the bus driver.

"Release that man right away," Amesbury was reported to have demanded. "We'll bring him in tomorrow. I thought we had this matter all settled with Commissioner Cox."

"No soap" with the sergeant. Amesbury asked for the lieutenant, who happened to be Lieut. Edwin Wildey, Fourth Precinct. Amesbury repeated his demand, with further references to Commissioner Cox. Still "no soap."

"Police are required by law to take the statements of all persons involved in an accident," Wildey was reported to have told the railway exec. "That means immediately after the accident, not next day. Your driver is no different than any other person involved in this accident. He is not under arrest and will not be held. He must tell his story now, not tomorrow."

And that went. Amesbury was balked but not mollified. And we imagine he struck another tough nut to crack if he importuned Comish Cox next day.

Of course, getting the driver away from the police until next day, when he could be well coached by a corporation lawyer, would have helped in event of future negligence actions. But, perhaps, that was not Amesbury's reason. Maybe he wanted to save the driver from one of those rude third degree grillings attributed to the police.

Tortured 5 Minutes As Whirling Device Tears Off Fingers

Both hands of a 5-year-old boy were horribly mutilated when he accidentally had them caught in the revolving steps of a steel escalator in Sibley, Lindsay & Curr Company's store last week.

The boy, Thomas Hildebrand, son of Mr. and Mrs. Eric Hildebrand, 309 Lexington Avenue, will go through life minus two fingers of his left hand and one of his right hand fingers. Physicians fear his left hand may remain collapsed and useless.

BUS DRIVERS ARRESTED ??

The headline is not literally true; but it should be.

Overcrowding of busses and speeding are offenses against traffic and motor vehicle laws. After all, busses ARE motor vehicles. Motorists get hailed into court, fined and jailed for similar offenses. Why is the New York State Railways permitted to operate under an apparent cloak of police protection?

Rochester had a fatal bus accident last week. The public may expect others with death or serious injuries if speeding and overcrowding are not curbed.

A passenger and another witness of the Bronson Avenue crash, which snuffed out a young man's life, are prepared to say the bus was going 40 miles an hour when it crashed into an automobile.

We are inclined to believe the witnesses, for last February a FLASH representative clocked busses speeding at 40, 42 and 47 miles an hour.

This week a FLASH man was a standing passenger on a Crosstown bus, crowded to the driver's seat, which skidded in Broad street, the lurch jamming the standees forward in a mass. The FLASH man, at the forward end, was jammed against the front window and driving controls.

There is a perfectly clear state law forbidding overcrowding of busses. We printed it last week for the second time. In event Mr. Tilton, et.

(Continued on Page 2)

The Gannett and Hearst dailies carried very small items on this accident, evidently because it concerns the department stores. The FLASH aims to print the pertinent news, regardless of whom it hits.

It believes this accident should be given publicity because it is known that another 5-year-old boy had a hand crushed on the same escalator last December. A damage suit is pending against a bonding company, based on that accident. A dog also had its paw crushed on the device.

But let's have the details of the accident to the Hildebrand boy, as related to the FLASH man by his parents.

They declared they, accompanied by their son, were on the fourth floor of the store at 11 a. m. Tuesday, March 11, and were inspecting some glassware when the boy wandered away from them, unnoticed.

Going to the escalator, the youngster attempted to walk up the revolving steel steps coming down from the fifth floor. On the second descending step the youngster was thrown forward onto the esca-

(Continued on Page 2)

Youth Injured; Ambulance Tardy; Youth Dies

A youth lying, terribly crushed, his life blood ebbing away, while police and spectators stood impotent to aid for half an hour, waiting for an ambulance.

That was the spectacle at Bronson Avenue and Reynolds Street last Friday night after a New York State Railways bus crashed with an automobile, fatally injuring the youth and inflicting injuries on others.

Only ambulance available for duty at the time was that of the Strong Memorial Hospital. It's quite a long distance from the hospital to the accident scene but a half hour seems long enough to cover three that distance.

Conscious, suffering terrible agony, the youth finally was taken to the hospital, where he soon died.

His wounds were so severe that quicker ambulance service probably would not have saved him. But it all brings up the question of why ambulance frequently are so damnable slow in getting to accident locations.

Only one, the City Ambu-

lance, with headquarters in Clifford Avenue, is prompt in responding to calls, according to police. That ambulance is manned only by one man who is a nurse, not an interne.

The grape vine radio tells us that hospital ambulances all have drivers and internes; that the drivers, in the main, are prompt in getting their cars out for runs.

That seems to point the finger at the internes and again the old grape vine tells us that the finger is pointing right.

Yes, it must be tough for a young medico to get out of bed, on a cold night, and ride that old ambulance . . . "Half the time it's only a drunk or

a doper . . . Guess I ought to have time to dress . . . let 'em wait."

The city pays each hospital \$2,000 a year for ambulance service on emergency calls. The time seems to have arrived for the city to insist that hospitals have internes ready for immediate and pressing duty at all hours, for in these parlous times none can tell when the emergency will arise. Medico, or what have you, some man with a fair knowledge of first aid should be on every ambulance run and he should be ready to go when the call flashes . . . even if he has to sleep with a fireman's night outfit at his bedside.

Bus Drivers CIO Wins Boy Maimed

(Continued from Page 1)
latter with his hands and fingers outstretched. As the steel

Haloid

(Continued from Page 1)
latter with his hands and fingers outstretched. As the steel

Laws of New York 1935 (1-2) page 1027, Chapter 467.

"Section one, subdivision 15 of section 81 of Chapter 54 of the Laws of 1929; title "An Act Relating to Motor Vehicles and Highway Traffic," constituting chapter 71 of the Consolidated Laws, as amended by Chapter 756 of Laws 1930, is hereby amended to read as follows:

"It shall be unlawful for the operator of any vehicle to drive the same when it is so constructed or loaded or when there is in the front of, or front seat of such vehicle, such number of persons as to obstruct the view of the operator to the front or side or to interfere with the driver's control over the driving of such mechanism of such vehicle. (2) This act shall take effect immediately."

One of these days some justly irate citizen will swear out a warrant for drivers operating overcrowded busses, hail them into court and find out if that law is good law.

Will he get the same treatment that was accorded the colorful Roundy O'Brien, erstwhile Rochester traffic cop, who arrested a motorman for steering a trolley in Lake Avenue?

Roundy made the motorman take his car to the barn, took him to headquarters. But the motorman was released, unprosecuted. Roundy was ridiculed and suspended for a month.

However, the lawyersmen say that Roundy was right.

Bridgers of the week:
LOUISE HOYT &
ED MOON

Whoops!
Rochester's first labor sit-down strike, a CIO affair, ended this week in a victory for the strikers.

After one week of sit-downing, marked by no clashes, the Haloid Company, manufacturers of photographic supplies, signed an agreement for one year with the Photographic Supply Workers Union.

Most important of workers' gains was recognition of the union and a week's vacation with pay each year. In addition, the pact sets up arbitration machinery for handling future negotiations, grants a 5-day, 40-hour week, with time and a half for overtime.

Male workers get pay increases of 10 cents an hour and women gained increases ranging from 5 to 10 cents an hour.

The Rochester Joint Board of the Amalgamated Clothing Workers was recognized as the bargaining agent of the supply workers. Moral and other support of the strike was accorded in full measure by the clothing workers, with Abraham B. Chutman, manager of the joint board, taking a leading part in the negotiations.

The FLASH extends hearty congratulations to both the CIO and the Haloid Company.

Wonder if hizzoner, CHOLLY STANTON, gets his mail at the MECCA???. add up-an-coming broker-men ELWOOD KING . . . Offside to ART ERWAY cut it out or else . . . To RED HERFRICH, come on across . . .

Indians Had The System

There are no Indians in the Iroquois (Democratic) Club, with the parenthetical word omitted, but the Iroquois flourished under centralization of government, so Dr. Alfred E. Pearlman believes it would be a good thing for the white man.

"There's too much money paid out in salaries to many high officials," mused Doc. "Salaries eat up lots of taxes, so we've got to centralize things to reduce taxes."

Doc is concentrating on tax problems these days. He has it figured out that the Dems are all wrong in boosting the city levy and that the Republicans have something coming to them for adding to the burden of county taxpayers.

"We don't need 43 supervisors nor nine councilmen," he declared. "We've got to adopt the commission form of government (like Buffalo) for the whole county, with one central governing body. I think five commissioners who knew their broccoli could run this county much cheaper than it is being run now."

"Give the city three commissioners, one for the east side, one for the west side and one at large. Add two county men, one for each side of the river. Then you would have a commission that could do things quickly without a lot of splutter and lobbying. And it would save . . . a lot of fish."

"Now we have duplication of governmental authority, duplication of services, duplication of laws and duplication of taxes. And the taxpayer is the dupe."

Doc thinks at least 400 city and county jobs could be abolished, departments consolidated and services simplified. It would save oodles of dollar for the taxpayers, he says.

"Our legal experts are studying the law," said Doc. "We've got to have some solution for our problems. Maybe it will take a third party to put it over. We've got to reduce taxes."

Biggest eater of the week, GUY CUTALI . . . wonder if PAT CLEF can make up his mind whether he is married or no . . . Lawyerman AL D'AMANDA takes a mild scorch at being FLASHED . . .

Entertainers May Unionize

Flashtown's professional entertainers are getting union-minded and have a yen for turning their social association into an A. F. of L. unit.

It seems some of the restaurants and clubberies have been passing out as low as four bits a night to the boys and gals who add spice and variety to the fun.

So the entertainers have their heads together and propose to tax the night clubs \$5 per night and the restaurants, etc., \$3 a night.

Something definite may be announced at the association's annual dinner at the Moose Club Monday night.

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Specializing in complete investigations of all natures.

"COURT OF GOOD WILL"
By A. L. Alexander
The author of this article needs no introduction. For over a year his was the most popular program on the air. Millions listened to him, millions wrote to him, millions tried to get his advice . . . Red Book feels privileged to be able to begin this highly human, highly interesting series of articles by America's Father Confessor No. 1.
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See Page 8

DELCO WAGE BOOST VANISHES

Efficiency Gag Gyps Workers

Employees of Delco Appliances Corporation, Rochester subsidiary of General Motors, are fit to be tied these days, all because that 5 per cent wage increase granted them a few weeks ago turned out not to be 5 per cent at all.

The 5 per cent was added on to their pay, to be sure, but an extremely efficient staff of efficiency experts indulged in a little mathematical legerdemain and took most of it right off again.

It all works out so that an employee getting, say \$24 per 40-hour week, gets only the munificent increase of 16 cents per week.

The hocus pocus is really strategic. If the boys and girls at Delco were calmed down any by the 5 per cent raise ordered by General Motors, they promptly were super-heated to boiling point after they figured out their first pay envelopes following the purported increase.

Here's how it works out. With the plant parceled into "divisions," the efficiency system requires that a division must complete all work assigned to it in the time, or less than the time, estimated for a job. If the division so qualifies, it is scored 98 per cent efficient and the system adds 18 per cent to the basic pay of each of its employees. But if the division fails to meet time limits, then the 18 per cent is withheld.

So, granting that a \$24 a week employee was in a division qualified to receive the 18 per cent, his pay envelope (before the increase) would contain \$132 extra, or a total of \$28.32. That is, if the division was 98 per cent efficient.

Now, the man we are talking about, with 5 per cent added to his pay, was placed on a basic rate of \$25.20 a week. Add 18 per cent to that for efficiency and his wages would be \$29.74. But there is the crux of the whole matter. The efficiency bonus WAS NOT left at 18 per cent.

It was a simple matter of juggling percentages for the efficiency experts, with the firm's approval, of course. The bonus rate for efficiency was cut to 93 per cent which gave the worker added pay of 13 per cent, giving the worker only \$3.28 bonus to be added to his \$25.20 basic wage, or only \$28.48 a week.

And there you have the cheap trick in a nutshell. By reducing the worker's bonus, the firm took back all of his 5 per cent increase, except 16 cents. The example given applied to all workers in the Delco plant, according to their basic wage rates.

That efficiency racket is a humdinger, too. You can imagine the workers of a division going around on roller skates to make the deadline on a job, crabbing at those who are slow and the slow ones getting fired because of the kicking. Talk about wage slavery!

It's no wonder the Delco slaves are restless, that they complain buddy of hard work at low wages and are lending attentive ears to the CIO organizers.

It's getting near sit-down time at Delco.

Spankings In Order

Because Tony, 11-year-old son of the head of a Flash-town Italian wholesale fruit and vegetable store, wanted to be a big shot, his father is out \$1,000.

And Tony and some of his friends are in trouble with the police and there's no telling how it will come out.

Tony and his pals were good customers of a neighborhood cigar store (not always for candy and ice cream). Tony decided to satisfy his craving for cigars and his father's store. Some he spent, but most of it he left in envelopes at the cigar store for his pals, the proprietor acting as sort of postmaster.

Everything went well for three or four months. Then Tony had an argument with the "postmaster" about his mail being opened. Peeved, he took his friends and his patronage to a small grocery, operated by a woman. She didn't have all of the things the cigar store handled, nor would she act as postmaster; nevertheless the boys patronized her.

The expose came when the cigar store man, angered at losing the boys' trade, told Tony's older brother about Tony's manipulations of their dad's cash. Then came grief and the police.

Doyle's on Air

The highlight of Sunday's programs over the airwaves was the fireside chat with the twenty-four Doyles. Led by the distinguished grey-haired Jack Doyle and ending with the comely little laddie or two summers, Ronnie, the family recounted interesting facts concerning their varied lives. Jack is a raconteur of some note, having the fertile field of years as a Rochester detective to draw on for his stories. Next time you meet Jack ask him to spin the yarn about Sol Heumann arranging his audience with the Pope, the best human interest story of many a moon.

Have You Voted?
See Page 8

Radio Ramblings

WSAY-ing

WSAY opens at 7:15 A. M. now, with a musical "Minute-Men" program.

Hubert "Love-in-Bloom" Lassenfrise up in the air since his poetry was read over Nancy Clancy's network program . . . Hubert known locally as "Timekeeper's Stoooge" . . . Bert (Control Room) Allis crashed front pages of his local (Holley) newspaper by saying "Hello" to dad on birthday over an early morning program . . . Bert reports confidentially it set the town agog, and was biggest thing happening there since a mail plane flew over town by mistake two years ago.

In addition to carrying programs from New York State Broadcasting System, WSAY now carries two programs a week from the Colonial Network . . . One, Mondays at 10 A. M.—program of songs by Walter Kidder . . . and Sundays at 2, music by a console organ . . . within a short time, will also be carrying programs from the Yankee Network . . . Dick Hull's and Tuesday while Dick's visiting Cleveland, Ohio . . . On return, will be heard in additional series of afternoon organ programs . . . Sunday afternoons at 4:30 a new Network program brings "Moon Magic."

LeVere Fuller (he of the "Poetry Corner" sore at himself because he doesn't look like his picture . . . Mort Nushbaum griping because he does . . . (explanation to last remark and gladly furnished upon request—\$2.00 donors to cover cost of mailing) . . . In spite of numerous times the question has been answered, queries come in, so "Timekeeper" wishes to make it known that "ALL ARE WELCOME AT THE STUDIOS DURING THE TIMEKEEPER BROADCAST" . . . Herbert "Love-in-Bloom" has own private admirer in the form of Ruth Diedrick . . . Thurlow (Control room) still has his mysterious "Jean," altho the "one and only" is a lassie tagged Ruth, hailing from Avon . . . Gloria Boothby recently paid a visit to studios, leaving a flock of birthdays to be announced on the Timekeeper . . . Mort still trying to figure out whether the birthdays were phony or not (not that it particularly mattered).

WHAM-ing

Tom Murray is WHAM's champion-pinchhitter. While Frank Silva, regular sportscaster, is in Florida scouting baseball news for the Kendall sport fans, Tom is covering not only the Kendall Sports-cast but also doing four local shows a day . . . Dick Brown, newest announcer, is a native son of Union Hill, N. Y., and has done announcing tricks at WIBX, Utića . . . WMBO, Auburn . . . and WLEU, Erie . . . Don Harris, although of French parents, claimed with all his might on March 17 that he came from the friendly shores of Erin . . . Nels (control room) Smith firmly believes that vacation time is near . . . Only yesterday he shined up his camp-cooking kit . . . Frank Seibold, keeper of WHAM's music, is a model boat builder in spare time. Right now busy on a scale-model of the Constitution . . . Orm Bullis of the engineering department is a candid camera fan. He pops out of the most unexpected places . . . and are people surprised. John J.

Long, WHAM's engineer, has a new daughter . . . No name has been chosen yet . . . Al "Doc" Sisson used to be a college professor. Just to keep in practice he spoke before the Ithaca Parent-Teachers Association last week. Taking advantage of his experience in both fields, his topic was "Education in Radio."

The ninety-ninth running of the Grand National Scepterchase, world's most spectacular horse race, was described to American listeners direct from the course at Aintree, England, by R. C. Lyle and W. Hobbiss on Friday.

Did you have a fake Sweepstake ticket?

WHEC-ing

The number of exceptionally fine programs coming to Rochester radio fans over WHEC and the Columbia Broadcasting System continue to rise steadily in popularity.

Is it any wonder the listeners swear by Andre Kostelanetz and his Chesterfield program, appearing every Wednesday evening over CBS, when they learn that at five years of age Andre proved himself a child prodigy by competently conducting a full orchestra before an appreciative audience in the open air amphitheatre in Krautz, Germany?

And perhaps the man on the street can better appreciate the spirited singing of Nino Martini, who also appears on the Wednesday Key-note program in 1916, when all proverbial young men's fancies turn, the young Nino was expelled from the public schools of Verona, Italy, for overexuberant activity in the classroom. So what? He really can sing!

What is one of the most popular programs on the air today? Why, it's Major Bowes and his amateur hour—still going strong? Even though the Major was one of the originators of the modern radio amateur show, he had already made a fortune in real estate and the theatrical business, before ever his radio idea went across. No doubt his earlier theatrical training has helped him capture not only the good amateurs, but also the average radio listeners—and stay captured, which is even more important.

For this week's CBS suggestions, why not start out with Alexander Woolcott, the Town Crier, who is bound to give you something to think about in his programs on Tuesday and Thursday

evenings at 7:30 over WHEC? If you aren't a follower of his now, you will be soon, we promise you!

So you like real hot swing music, do you? Then keep a good weather eye on the clock for Saturday night at 7. Their guest star swing hands on CBS are bound to leave you limp for a week—but why not? We're only young once!"

Butch McGlook Sez:
"If kissing makes you whirl, lets you and me go around together."

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Girls from the Wild Woolly West
Cross Sisters
in Dances
SYLVIA BROWN
A Study in Rhythm
GEO. & MARY WHEELER
Musical Novelties
MARY STRAWN
Song Stylist
"MAC" McOMBER and His New Band

INSIDE AND LOWDOWN

In spite of signs to the contrary, still it is spring and love is everywhere, to wit: . . . Going round 'n round Frannie Bingeman and Bill Robertson . . . arm in arm Meyer . . . warming hearts Tom Neary and the little blonde dubbed Duane from Michael Stearn . . . romancing Miriam Klonek and Gil Corris . . . not too cold Winnie Courtney and Jimmie Eksten . . . cooing Betty Baas and Jimmie Mutch.

More of the same . . . Betty Lusk and Millard Sessions . . . dine 'n dancing Ann Olson and Davie Williams . . . eye to eye Mary Dick and Philetus Camberlain . . . swapping tall stories Dorrie Erskine and Bobby Burr . . . all aglow Marg Parker and Bill Mac Quowan . . . doing the light fantastic Jane Carhart and Jack Lynn . . . dancin' Betty Pierce and Linder Schwab . . . gaga Janet Phillips and Scott Callister . . . Merrily rolling along Peg McCarthy and Bill Madden.

Still they come two by two . . . Helen Martin and Alex Otto . . . swinging on the breeze Polle Phipps and Bob Barrus . . . lotus-blossoming Dot McHenry and Bob Taylor . . . June nighting Jane Winchell and Gene Dellier . . . up

Ancona and Bob Cantrick . . . effervescing Helen Martin and Alex Otto . . . billing Sally Williers and Ham Mabie . . . Hans and Fritz-ling Bertha Hendryx and Ross Weller . . . Nice couple Mary Anderson and Donald McCowan . . .

Fashionplate:
MARY KATES
(Juniorleagueite)

Add comely couples, Marge Oliver and George Dair . . . don't mind the cold Mary Wiley and Art Cowles . . . pita-patting Marcella Neuman and Bill Hooker . . . like that Betty Howk and Ralph Pike . . . waltzing Jean Griswold and Bob Manuel . . . together Ida Hinman and Bob Speis . . . frizzeling Lill Kaplan and Harvey Wolff . . . again and again Marg Meng and Jule Stoll . . . not chilly Belle Cadmus and Herman Rahn . . . sending messages with eyes Sally Shafer and Eddie Bickel.

Tootsing Peg Hewkins and Jimmie Neel . . . thisa and thata Doris Parsons and Eddie Batsell . . . 'n keeping truck Mary Taylor and Ed Mee . . . Hearts afire Myra Dubois and Don Sullivan . . . bubbling Betty Chambers and Bill Sherwood . . . flowerlike Ruth Lungler and John Evans . . . Amos and Andy-ing Harriett Van Horne and Bill Anderson . . . bluebirds Gene Robbing and John Elhart . . . Planning Ruth Wilcox and Roy Heath.

More of this thing called love Jane Holland and Paul Cooper . . . budding Edith Domine and Hank Klein . . . looking serious Janet McCord and Dave Alling . . . Irish eyes a smiling Shelia O'Brien and Chuck Crandall . . . chat ham and Bob MacMillan . . . frying Betty Weld and Norm Jermyn . . . heating Mary Sutton and Bob Wells . . . high blood-pressuring Molly Raubacher and Harmon Potter . . . Uncold Jean Lewis and Lansing MacDowell.

Grand Guy:
ART PULLEN
(Market Tycoon)

WM. CAREY, H.O.L.C. Lawyer of the Week

Still more romance in offing Betty McCarthy and Phil Dwyer . . . lumps in the throat Jean Simons and Elmer Brooks . . . heating Marg Taggart and Bill Blackman . . . looks like thinks Fran-nie Moulendyke and Guy Cady . . . hearts a tune Nance Billingham and Frank Buckland . . . heavenly gazes Betty Kylmer and Dick Judson . . . lovers of Loehengrin Dot Wycoff and Carl Maier . . . lingering Dottie Allen and Richard Dickenson.

JUST ANOTHER OLD MAN

"Something must be done for the man over 50."

Humanitarians are talking about it and President Roosevelt is listening. But that doesn't help Julius Meyers, 56, of 39 Clay Ave.

He worked for a folding box company for 40 years, at one time was a torenman. In his declining years he was paid 13 cents an hour or \$17.20 a week, the rate paid most of the workers in the establishment. (Page John L. Lewis)

Recently the boss of the establishment gave him two weeks' notice of dismissal, but the boss gave

He's just another old man. Social Security won't do him any good—It started too late. There are thousands like Meyers.

Add love in full blossom, Ess Teller and Chuck Asch . . . gazing Dottie Cullen and Myron Bantrell . . . mooning Barb Green and Fred Elliott . . . spooning Anna Weaver and Bill Wallace . . . crooning Marjorie Mathes and Fred Newberg . . . zooming Anne Johnston and Nelson Spratt . . . looming Jean Livingston and Purton Neuman . . . blooming Dorrie Patterson and Ralph Ohlweite . . . frilling Jeanne Guggenheimer and George Schiener.

Helpful Guy of the Week:
SAM CIACCIO
(Amalgamated Clothing Workers)

Looks like wedding bells for Georgie Ayers and Louis (Eber Brothers) Tannabaum Ray (Windy) Winegard joined the C of C . . . Must have had a funny effect because he's going steady after all these years . . . Millie and Matthew Becker paired as most comely of spaghetti benders . . . Kay Casella leaving soon for Almalfi, Italy . . . add swell models Vail Castle (Junior Leaguer) . . .

Add famous visitors John (NBC) Kennedy . . . busy committee-ites Helen Scobell and Oscar Speihler . . . pretty brides Ruth Geiger . . . svelte gals Monica Mason . . . Journalist-speakers Val Williams . . . talented artists Margaret Brunssen . . . garden enthusiasts Welhelmina Horn . . . warblers Peg Webster . . . debutantes Isabelle Howard . . . bridgers Lucy Turpin . . . fourth estaters Abe (City Editor) Miller.

More hall of fame . . . publicity writers Sam Wollen . . . dramatic instructresses Wanda Osterhout . . . plumbers Nat Fineberg . . . baseball fans Joe (insuranceer) Connor . . . good lookers Leo Granger . . . bridge instructresses Kate Seymour . . . pill prescribers Walt Fenstermacher . . . pill providers Milt Lewis . . . divot diggers Jake D'Aprile . . . typeruppers Helen Lang Voorhis . . . best sense of humor Mike (Fincherman) Davin . . . lawyerman Chuck Wilcox.

Add swell kiddings Charlotte (Sibley's) Borneman for being FLASHED . . . Offside to James Quigley, quit stepping out noons, laddie, you are being followed . . . nice visitor of the week, Ann (Nashville, Tenn.) Hough . . . Nice work Maxie Nusbbaum on the easy on the eyes lighting in your spot . . . Les Harrison and Marty Sendow playing swingtime on each others chins . . . seen in passing Tommy Harper taking a gander at Dot Franklin . . . more looking Chuck Lucia and Ruth Hettig.

\$100 Popularity Test

See Page 8

Democratic Supervisor Charles J. Knapp, friend of the fish and foe of the fish hogs . . . taking solid comfort on an improvised beach chair while fishing through the ice on Irondequoit Bay last Sunday . . . fish thrill came when he landed a 24-ounce perch . . . 'twas the biggest perch in my life." . . . W. K. Citizen paying \$2.16 in fines on a book he took home and forgot to read and it wasn't "Gone with the Wind," either.

Famous or otherwise . . . personality plus Steve (Doors) Coslick . . . molarmen and hunter Arnold Donovan . . . Demon detective Art Erway . . . coalman Peyson Clark . . . cleanerman Ira Cohen . . . spectrostopist Bob Walker . . . Offside to Jimmie (Sound Equipment) Harris and comely Missus; quite a time was had Sateve . . . right??? . . . add stepper-arounders Tony Schifino.

More Daydreaming Mary Puffer and John Van Kestern . . . not cold Jane Dibble and John Caldwell . . . insomnia Helen Zimmerman and Sherwin Terry . . . eyes a sparkle Ginnie Ward and Donald Berry . . . leaning Ruth Goodman and Harold Rand . . . pleasing each other Arline French and Walter Erskine . . . for ever Louise Sweetman and Harry Wardell . . . making eyes Pat . . . smiling thru Marg Taggart and Bill Blackman.

Who is Harriett Kelly's new heart throb now that Teddy (next door) Louk has a new "Jane"??? . . . Doc Hank Rohrer's lovely blond assistant is altarbound . . . add about to be's Virginia Cole and Norm Lauterbach on April 7th . . . Offside to all pining swains . . . a new crop of pulcritudinous pretties are returning for vacations . . . Lizzie (Dorchester Rd.) Martin, Lizzie (Thackery Rd.) Roberts, Barbie (Edgerton St.) Cook, Maybelle Poole, Marcia Parce, Dottie Clark . . . if these are not enough will spout more.

Still Burning:
PAULINE KULL
(H&Beerie)

Safety Angle No. 3

Through backdraft in the furnace of a local theater a large amount of smoke was liberated into the auditorium.

Immediately the audience became panic stricken and made a rush that amounted to a stampede for the exits.

May we pass on the word for the theater owners in town, that in case of fire the proper method of evacuating a theater or other public gathering is to have the people in the first row, orderly march to the nearest exit. Then proceed with the second, etc., until the theater is emptied. This not only saves time, but it prevents all from being trampled in a headlong rush for the exits.

All American Family



By Cash

WRITE OR PHONE US YOUR NEWS

SUSIE

By Lawson Swanson



RED HOT FLASHES

JULIUS LOOS of the Allied Printers . . . goes picture magazines in a big way . . . well, we look at pictures when we haven't our reading glasses . . . offside to JOE CLOHESY the week end playboy . . . still waiting for that story . . . CLAUDE BURNETT, busy electrician . . . FLORENCE COPPETA . . . our new stenog . . . our boys can always be reached after 6 P. M. at CUTALI's . . . pretty brunette of the week . . . MILDRED MARTIN . . . hostess at WALDORF . . . pleasing voice, bar-rister SAM DIPASQUALE . . . MILTON KARZ, up and coming legalite . . . very dignified. JIMMY ZICARI, one of the Journal boys . . . to HELEN WATSON, of Flower City Park . . . we don't mean to be careless, honest . . . EMIL LAMBIASE . . . going someplace fast . . . Flashtown't ace investigator, JOHN O'CONNELL . . . getting cold sez he . . . ED BURKHARDT, goes for big cigars . . . BOB GALLAGHER, corp. counsel asst., former Marshal . . . CH talking over st. . . ons . . . with 4 P. M. lunch getting cold.

BILL CLARK . . . demon salesguy . . . new cars for everybody . . . JOE TARRY, of Tarry's Grill, plays the classics (piano) and is only nine years of age . . . we know . . . people who are learning to play Chopsticks . . . age? . . . HENRY BRAUN (pronounced BRAUN) a Taylorite sez no horse back riding for him . . . walking is good exercise too . . . that certain curb cruiser Ford V-8 (License No. M???) better be careful two young ladies gave us your license number . . . we don't want to print it . . . you might be married, and then what? . . . the girls have weekly passes for the Bus and really don't mind waiting . . . next week's sheet may cause you a headache. It all depends on you.

GORDON PETTIFER, buying own cigarettes, chalk up one for the FLASH . . . and they still put holes in Swiss cheese when the Limburger needs the ventilation . . . FRANCES MILLER (Arnett Blvd. lass) glad you like our paper (rag) buy lots of them . . . IRA LEVY . . . another car . . . hope the trains like this one . . .

Can't blame CLAUDE TAGGART for going to New Orleans . . . this weather belongs to Alaska . . . wonder if DON DAILEY couldn't do something about transferring it . . . BOB KEEFE smoking Webster cigars . . . Daschund, pass by tree, says to Scotty . . . when? . . . Blue Coal sign on Wilder Bldg. has thermometer on bottom . . . lot of pipples interested in the temperature . . . might do as the sign tell them. ALLEN FOR-

REST still loves his job . . .

Missus ROBERT H. . . . we haven't any news as to TOBY's whereabouts . . . probably pussy in the tree knows . . . IDA BROWN, Waldorf lass, to take a new handle . . . JIM WILSON rounding out 15 years as manager for the Red Apple eateries . . . bet people in Webster can't wait for Spring . . . what with all the snow, etc. . . . GEORGE SNYDER, MICHAEL SAETA, and P. P. KARLEY . . . whiling a few hours away doing? . . . add genial MIKE CHRISTIE . . . for a cheering smile . . .

BOSCO (Carboneau) MARCELLO rolled a mean 116 in a hender ball tournament . . . Must be improving BOSCO . . . MAGGIE (Gypsy) SCHLOE-FER added a few lbs avoirdupois . . . WALT and JACK KURTZ still hendering . . . FALCONS Basketballery floor showing . . . HI-DI-HO . . . OTTO BAUERLE sprung for a new timepiece . . . DICK . . . attending U of R Medical School . . .

Offside to TOMMY PARMANTER, how about following football this year? . . . to the pretty who drives MM-98 is your old gent mixed up in the political meelees?? . . . CONNIE GANGE making de-out over the airways Sateve in Buffalo is something for you localites to rave aout . . . CHUCK GRAHM and COOKIE LONG grab the cake as No-1 DELCO romance . . . the new managing editor at the Journal, CANFIELD, has all the lads and lassies scared to death . . .

Petty Politics

Tuesday morning's D&C carried a paid adJ concerning the resignation of a group of disgruntled ladies that were unable to control the politics of a very worthy club that call themselves "The Independent Group of Club Women, Inc."

The Club is divided in three sections, The Cheer, The Aid and The Study.

The Cheer takes parties to orphanages, old people's homes and similar public institutions, for the sole purpose of amusing the inmates.

The Aid, makes layettes for needy mothers and finds employment for those unemployed.

The Study is the amusement center of the club. It throws card parties to raise funds, have eminent lecturers address their group, give book reviews, etc.

It seems too bad that there should be dissention in the ranks of such a worthy group and that some shortsided ladies should publicize their resignations for petty reasons.

HOLLYWOOD HOWLS AND HYSTERICIS

JAMES DUNN proved himself a real life hero when he jerked PATRICIA ELLIS from the path of a speeding motor . . . RICHARD DIX is planning a real paradise for kiddies in the form of an apartment hotel . . . Hollywood fashions have gone for the black and white motif; the styles being set by JANE WYATT, ISABEL JEWELL, JANE PARKER, DOLORES DEL RIO, FAY WRAY, and the blonde beauty of JOAN PERRY gowned in pure white satin with a silver fox cape . . . PAUL KELLY, who was starring in last week's Rochester bill, "The Parole Racket," has turned farmer and is ranching it at Chatsworth, a suburb of the Cinema Capital . . . CHESTER MORRIS is . . .

PAUL MUNI can grow a full beard in three weeks . . . RUDY VALLEE is Hollywooding in preparation for a new picture . . . PAT O'BRIEN invariably bets on horses whose jockeys wear a bit of Erin's emerald green . . . JOAN BLONDELL has been elected as the most popular star by the New York Stocking Exchange (a large club of chorus girls) . . . KAY FRANCIS can say "NO" in all languages . . . wonder if this includes the language of the eyes???

CAROL HEUGHES has gone to Palm Springs to recuperate from househunting . . . EDWARD G. ROBINSON is an ardent book collector . . . DICK POWELL has gone in for Punch and Judy . . . DORIS WESTON making her cinema debut playing opposite DICK POWELL . . . After a tough day at the races AL JOLSON was three dollars short for the evening's fun so he drove his chauffeur home and charged him the necessary three for the ride . . .

Hollywood moves to San Francisco . . . for the world premiere of FRANK CAPRA'S "LOST HORIZON" starring RONALD COLMAN . . . and San Francisco proves to be a genial host . . . the stars mobbed by autograph seekers and admirers . . . CHESTER MORRIS and RICHARD ARLEN having a round of golf . . . JANE WYATT and her husband, Michael Ward, looking over the new Golden Gate Bridge . . . MISCHA AUER getting in some shopping in Chinatown . . . and causing a jam of shoppers in the stores . . .

JEAN PARKER making a telephone call to her hubby in New York . . . GLORIA STUART cheering at returning to her home town . . . HENRY ARMETTA causing gales of laughter . . . MISCHA AUER doing his 'gorilla' act for the amusement of everyone . . . JOHN HOWARD with a sore hand from signing autographs . . . THOMAS MITCHELL trying to catch up with his script writing . . . WALTER CONNOLLY and his wife, NEDDA HARRIGAN, being entertained by relatives of the Golden Gate city . . .

MAYOR ANGELO ROSSI present at the premiere to introduce the noted guests . . . RALPH BELLAMY and his charming wife posing genially for newspaper photographers . . . H. B. WARNER shopping for neckties in the afternoon

before the premiere . . . GLORIA SWANSON surrounded by a mob of admirers in the lobby of the St. Francis Hotel . . .

WARREN WILLIAM in his man-about-town attire winning the approval of San Francisco's men . . . MARGOT GRAHAM with huge bouquets of flowers from her admirers . . . RICHARD DIX and his wife book shopping . . .

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SAT. MAR. 20th
Smart Gals
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Special Dinners
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HALE BROS. REVUE
TEXAS PEG Missed last time
2 SHOWS NITELY
Never a Cover Charge
Jimmy Thomas
Song Bylist & M.C.
RAY DUFFY AND HIS ORCHESTRA

Rochester Weekly Flash

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The Worker and His Job

The courts are giving attention to the legality of sit-down strikes and, in some cases, injunctions against the sit-downers have been issued. Sheriffs have been ordered to evict the strikers, one sheriff succeeding with a show of armed force while another refrained as a matter of good civic policy. At Flint, Mich., the militia was out guarding plants and at Evanston, Ill., the militia forcibly controlled the situation under martial law.

Although sit-down situations seldom have developed into open clashes, this newest wrinkle in labor conflicts causes concern for governmental authorities. It raises the question of whether Labor is exceeding its rights in staging such strikes.

Most authorities agree that the rights of private property are invaded when workers take possession of their employers' property. On the face of things, which the institution of private property a dominant feature of the Federal Constitution and all state constitutions, it appears that Labor is going too far.

But a worker's job is, in the great majority of cases, the only real property he has. If he loses it, the means of sustaining himself and his family is cut off. If he has worked years in an industrial institution, aiding the owners to amass wealth, he has a compelling inclination to protect what he regards as his.

Following along this line of reasoning the worker quite naturally arrives at a state of mind wherein he is convinced that, if sterner methods of protecting his job are needed under modern conditions, he is justified in adopting the sterner methods.

How frequently we hear the cry that Capital and Labor should work hand in hand for the good of all. That maxim works alright in improving and increasing production, but when it comes to a crises over wages, hours and union recognition, employers usually require that their workers get out of the plants and let scabs and the rats take their jobs.

So the workers have decided to stay in the plants, halt production and keep out the strike breakers while their differences are adjusted. They feel that they have at least a tacit partnership in the plants, that the fruits of science and invention should be used for the good of the many and not for the few. If private ownership of the means of supplying the people with food, clothing, shelter, transportation and communication enslaves and pauperizes the great majority of the people, perhaps the workers are right in adopting compelling methods of getting and protecting the things vitally necessary for normal modern existence.

Convinced that Capital, the courts, the police, the militia, the press all are aligned against them, who can wonder when workers adopt more militant methods not exactly in conformity with traditions.

Silver Lining

Folks who like to stay out after 2 A. M. to satisfy normal love of thrills and excitement should not become lacrimose because Commissioner Cox has banned overtime laxity on the part of the drinkeries.

Two A. M. is a very liberal provision in the state Alcohol Beverage Control Law. Many states are much more strict. Those inclined to become peevish over the clamping down of the lid should reflect and be glad they live in New York State.

Agreed it is that is sometimes is tough to be forced to break up a congenial, convivial party. However, there is always the morning after, with work for some, headaches and remorse for others. "All things are good in moderation," said the sage and it is especially apropos for gay evenings along the Mazdas.

It was excesses in liquor distribution and consumption that brought prohibition to this broad republic of ours two decades ago. Who wants to go back to that era of speakeasies, rum running, corruption and crime?

The wise will keep within the law. Excesses and law violations are the principal weapons in the hands of the drys. Why should those who like a little gay life as a means of escape from boredom provide ammunition for the prohibitionists?

And most pertinent question of all: Why should those engaged in the restaurant and liquor dispensing business countenance excesses just to gain a few shekels when they know continuation of such practices may lead to disaster?

Cheer up, be good, but not too good.

Hot Flashes

MOE SMITH wagoning it . . . going places DAVE ALLEN . . . demon salesman HARRY BRADLEY . . . offside to HELEN PFLUKE, silence is golden . . . rock-a-bye-baby BOB VAN NEE, writing swell sonnets . . . boys at Delco really burned but we will never tell . . . Rumored that ROGER DOLLIVER would like to sell his restaurant . . .

Youth Beats Game Cop Racket

Fred Roberts, 21-year-old Parma boy, beat the "game cop racket" last week but it took the old fighting spirit to do it.

It seems Fred and a younger brother, Ed, were strolling about the country-side, just looking things over, with no guns or traps in their possession, when they ran across a dead muskrat.

For no good reason at all, because the rat was badly decomposed, Fred picked it up and was walking along when up popped Game Protector Lindner, whom you might have read about before.

Lindner promptly arrested Roberts for illegal possession of the rat and running a trap.

The case went before Peace Justice Joseph L. Humphrey in the adjoining town of Ogdenville, with Lindner offering a compromise settlement out of court on payment of \$10.

Roberts refused, engaged Holbrook & Son, Spencerport, as his attorneys at a cost of \$25, and was prepared to fight the case to the limit when Lindner withdrew his charge.

It appears an assistant state attorney-general advised Lindner that he had a very flimsy case.

Your Family Coat-of-Arms



Nicholson
Presented here are the coat of arms of the Nicholson family.
Robert Nicholson, the emigrant, was given a land grant of five hundred acres in the Charles City county, Virginia, in 1655.
A descendant, Francis Nicholson, received a royal grant of coat of armor in reward of meritorious service as Royal Governor in Virginia, Maryland, Nova Scotia, and South Carolina. Sir Francis died in 1728. He had never married.
A nephew, John Nicholson also had these coat of arms as did his two sons, James and Samuel, who took service in the Revolutionary Navy.
Description of Arms: On a shield of blue a silver cross with four red suns. In the center a red cathedral.
Crest: A demi-man armed with a headpiece holding a sword in his right hand and an open bible in his left.
Motto: God, my sun.

Hot Flashes

One year ago the youth . . . a strike for higher wages . . . shorter hours . . . by the elevator operators made thousands of persons climb as much as fifty flights of stairs . . . MAYOR LAGUARDIA declaring a state of emergency . . . strike settled by arbitration . . . bet most folk had a sit down strike of their own on the way up those fifty flights.

Hot Flashes

Congrats to Harry Campbell on the new Buffalo position . . . Do you still miss Ginny or does the little red-head social worker take up the spare time??? . . . Clare and DORIS (Redding) Potter are quitting the parental nest for an apt. of their own . . . Red and Eddy Potter are expecting that little extra meal grabber in April . . . Offside to Betty Durnherr how does Jan Curran like her new job??? . . . The high school lads and lassies are getting mail at Charlie's Chicken Hut.

FORGOTTEN CHILD

Dirty and unkempt, his clothes only a few jumps from the rag bag, an urchin of 10 moved about among the evening crowd in the brightly lighted drinkery.

Over his shoulder he carried a small shoe-shining outfit. In pleading tones he solicited business. Jostled and pushed by the crowd, he found no business. Then edging out the door, he passed on to other similar places.

Late that night he crept home, hungry and tired, with few dimes to show for his pains.

And if dad was in his cups he was due for a beating.

Just one of the youngsters the child labor amendment, if ratified, will not protect!

Tea Tosser of the week: MARGUERITE THORPE (U of R)

Playwrite of the week: BETTY MC CARTHY (Fair Co-ed)

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The Bright Spot on State St.

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Impersonator MARY APPEL JACK ARNOLD Dance Team JOHNNY GREEN Popular Songster JOE ANDERSON Clowns
Every Nite but Monday
Fred Lashier's Orchestra
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Features CLARENCE & HENRIETTA EDNA MILLER
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TIN CAN - The Trucking Man
DON'T MISS The NITE of the DOG FITE with Clarence & Strawberry
BILL GEDER'S Swing Band
COTTON CLUB 176 JOSEPH AVE.



MAZDA LANE

NUSBAUM'S . . . The house of indirect lighting, dances to the swing of Mac Macomber's ork . . . and a swell floor show featuring the two Cross sisters, dancing gals from the wild and wooly west. Sylvia Brown, a study in rhythm . . . George and Mary Wheeler in a novelty musical act . . . all where the drinks taste better over the new Zeppelin Bar.

BARTLETT . . . Ray Duffy and his swing time . . . featuring the Hale Brothers revue . . . Texas Peg, the original Texas hillbilly in person . . . and the golden-voiced Irish Tenor Jimmy Thomas as genial M. C.

TIMES SQUARE . . . Rochester's elaborate nightery offers Sanami and Michi from the show "Anything Goes" . . . Al (M. C.) and Sally Russell song and tap . . . The Albertinos and their double squeeze-box act . . . New surprise show Monday night!

BROWNIE'S . . . The Marble Bar offers swingtime of Chet Keehley and the warbling of radio star Ed Jardin . . . Franny Knox and her ballads.

LANG'S GARDEN . . . The house where hospitality reigns. Hal Davis' golden-voiced warbling . . . with an invitation with everybody to sing . . . Pat and Mickey Murphy doing the hop, skip and jump and Betty Moore in the Aerobatics.

Z-R-3 . . . Grab a load of laughs at the shows Wednesdays and weekends at the home of Perry Noun and genial Nick.

SYNECA TERRACE . . . Don't miss the Roxiana Gals fresh from a tour of the West with loads of new gags and smart song and dance. Of course, Al Fast is M. C.

SOLDIERS . . . Pat and John's famous Italian Spaghetti with vino vecchio will tickle your palate . . . don't miss the Velvador's swingtime weekends.

ALLARD'S . . . The Bright Spot of State St. will keep you howling with the impersonations of Gene Howland . . . your feet cannot help but keep time to the svelt board-treading of Marge Apple and Jack Arnold . . . and the ears will be tickled by Rochester's own John McCormack, Johnny Green.

RIVER PARK INN . . . The house of the bend of the Genesee offers the best in winery with an atmosphere staid but not strait-laced and every weekend.

COTTON CLUB . . . Rochester's Little Harlem offers a parade of sepia stars featuring Strawberry Russell and Mabel Cooper and a comedy skip, "A Scientific Handy Man" . . . another laugh hit "The Dog Fight" with Clarence and Strawberry going to town . . . and of course Ruby Logan, Henrietta and Edna Miller.

CUTALIS . . . Eat Italian food at its best to the swell tunes of Leo Morrell at the spot on North St. . . . Broad St. features the opening of its new private dining room "The Sotterreano" delicious Italian cuisine and the best of wines.

Photographer Fights Back



Edward Pickwood, a New York City photographer assigned to cover the Joan Moran murder story at Jamaica police station, Queens, N. Y., grapples with George Magnussen (bottom) when the latter tried to stop Pickwood from taking pictures of his father and mother, Mr. and Mrs. Frank Magnussen, and two younger brothers, as they left the police station after being questioned. A policeman and detective try to stop the altercation. Frank Magnussen, the father, is shown shielding his face. Howard Magnussen, 26, a brother of George, allegedly confessed criminally assaulting the 4-year-old Joan, which resulted in her death.

Hot Flashes Hot Flashes

Do you know **JOHN NANCE GARNER** (he's the Vice President) once punched cattle in the Panhandle days to support himself . . . he first entered public life as a county judge . . . moral "Stay away from animals, politics, and lawyers or you too might be made Vice President . . . **MERWIN**, the **MOREHOUSE**, donned that big fur coat again . . . even tho the sun is high . . . "it's cold," sez he . . . **BILL YAWMAN** . . . Reales-tater putting on weight . . .

What has happened to the **DOLAN** vs. **McDONALD** romance??? . . . who is the gaddus red head that **JIM LEE** has been squiring??? . . . add wedding bells tolling their mournful dirge **HI SHWARTZ** and **SADIE LEE** next Solday . . . more of the same **JERRY KERTMAN** and **BETTY STULL** . . . the cutest blonde accordionist of any week goes to **KAY FORD** . . . **KELSO** gals planned birthday party for **GLADYS GROVES** . . . gal didn't show . . . tsh tsh!

Nail Parer of the week:
HELEN PFLUKE
(Phaler's)

Talker of the week:
HELEN SCHLAGEL
(Socialite)

HARRY WITTENBURG is back after trip to Gotham . . . having a time keeping the snow away from the new home **FRANK** (Insuranceer) **HAYES** . . . seen sipping in Peacock-cry **MYRA** (Brains) **GARRISON** . . . Didn't think it would be in, eh **BRAINS??** . . . Offside to that certain political leader in the third . . . better not make a racket out of the snow cleaning or will be forced to publish names and facts . . .

The mighty atom **WALT MEYERS** having so much fun with his new baby . . . Photographer of the week, **JOHN ARNOLD** . . . add stepper-arounders, **ROG** (W.P.D.R) **GREENMAN** . . . full of stories **FRANK** (Waiter) **MANCUSO** . . . ask him the one about the window-shade . . . **DICK MOORE** proud of the eleven and three quarters ounces gained by the young daughter . . .

Kute Kidlet:
HESTER CORNER
(Edgerton Strasse)

Don't try to cool your soup by blowing it; this has a very bad effect on women's nerves, if they are wearing silk dresses and sitting near you.
Don't polish your shoes on the table cloth or the clothes of the person sitting next to you.

"BOXING SECRETS BARED" by Billy Baird, will appear next week.

Clothing Salesman of the Week:
RAY LEWIS
(McFarlin's)

BERT'S TAP ROOM

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ZR-3

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and TAP ROOM

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ALL STAR FLOOR SHOW

Wednesday, Friday and Saturday

GOOD DANCE ORCHESTRA

TRAVEL NEWS

VIA TAXICAB

Owned and Operated
by **HARRY YAW**

STONE 66

Yaw says: "It costs no more to unlash than it does to relax in my

TAXI

RED HOT FLASHES

Brown eyes of the week goes, to **ANNE MITCHELL** **HONEY KANE** losing weight over **B. F.**, tagged **MORRIS** . . . **JEAM RAMAKER** arriving for vacation . . . **JEAN REID** and **DOTTY CLARK** skidding home from **SKIDMORE** . . . The **BARKIN KID** expecting a blessed event . . . **CI OSBAND** carting around that little blonde number to burn the one and only . . . You asked for it **CI** . . .

Kutie of Week:
KAY CASSELLA

Add cute kidlets, **BARBIE STRONG**, blonde pretty . . . **ROSS ROBY** taking the cake in literature . . . keep up the good work, **ROSS**, and we will give you a job when you graduate from **YALE** . . . **RAY** (Sea Breeze) **WILSON** back to stay . . . **JOHNNY** (Georgette) **GREEN** back at **ALLARD'S** . . . **ROY RUMM** smoking loaded cigarettes . . . **LUCE BAIRD** getting engaged an' everything . . .

Brownette of the Week:
DOTTIE FROST

MISSUS H. AGNES, alimony sit down striker claims her husband took back the car he gave her . . . and the furniture store, not to be outdone by a mere husband, took back the furniture . . . the house

PUZZLE ANSWER

Answer to last week's puzzle: 94 chickens, 1 pig and 5 cows.

he deeded to her . . . has three year's back taxes and interest unpaid . . . tho it is rented, the mortgage holder takes the proceeds . . . all in all, it seems it's the woman who pays, and pays . . . she worked twelve years to give him a start . . . April 5 will tell the results . . . **AGNESS** and the **Missus** tell it to a judge . . . **Walter Winchell** will broadcast the results.

Red Head of the Week:
BETTY VIERGIVER

Offside to **JACK PARINELLO**, are you still meeting **JUSTINE** every day in front of **WOOLWORTH'S**??? . . . **JACKIE** (Guitar) **WARNER** has done a fadeout . . . **WHIT HOYT** coming back with new paintings . . . **DOTTIE MAY** and **BOYD CLARK** hitting the Community Players board together . . . **CAL HOTCHKISS** returning from the old alma-mater . . . How is **JACOB JASPER STAHL**, CAL? . . . **RUTH NORTHRUP** looking sweller than ever . . .

NINA (Wee Shoppe) **THOMSON** been exercising at **John Marshall gym** . . . we think she is perfect now . . . Monday's blizzard too much for **HELEN McNAMARA** . . . gym class adjourned account of bad weather . . . **Missus ROSE DiPONSIO** is sister to the popular **KAY CASSELLA** . . . she's pretty nice too . . . great guy, even if he did move to Webster, is **BILL GREEN** of Probation Dept. **CHAS. TUTTY** braving the elements in front of Court House . . .

24 PAGES of NEWS

16 PAGES Of Comics In Colors The Greatest Weekly Newspaper in the World 24 PAGES Of Features In Colors

IN THIS WEEK'S ISSUE

"HOW FAR A MODERN GIRL OF 18 SHOULD GO"

When pretty Margaret Muntyan's Dad wouldn't let her go out — she took him to court and the Judge declared, girls her age could smoke and stay out late with boys and not get into trouble.

Also a full page picture in colors, of Margaret Lindsay

— Now on Sale at All News Dealers —

NEW YORK SUNDAY MIRROR 5c

ISABEL AMATO NOW IN LEAD IN POPULARITY RACE!

NAME	EMPLOYED	VOTES
ISABEL AMATO	POWERS BLDG.	799
BETTY BARRON	GLADYS BLISS STUDIO	676
MILDRED MARTIN	VALDORF	393
ANNA BRAUN	TAYLOR INSTRUMENT	393
JANET L. LOUK	CONVENTION HALL	381
ESTHER BURKE	MUTUAL ENT. EXCH.	323
BETTY FINUCANE	B. & L. C.	308
BETTY MORRIS	T. O. L. C.	246
ELSIE PINKNEY	COUNTY HOSP.	242
MINNIE SOPPE	H. & S. VAUD. EXCH.	226
ROMA JONES	WSAY	206
BARBARA ALAN	KODAK	203
MARY RUDOLPH	HAWKEYE	203
RUTH ELLIS	CAPITAL WINE & SPIRITS	193
PEGGY WILBUR	U. OF R.	178
LORETTA AMBROSE	BROWNCROFT GRILL	170
BEATRICE SPENGLER	SIBLEYS	167
MARJORY HICKEY	EDWARDS	162
MARY RICHARDSON	GENERAL HOSP.	148
PEGGY MUNSTER	HIGHLAND HOSP.	144
STELLA RIZZO	POWERS BLDG.	138
PEGGY JOYCE	KODAK	134
CATHERINE BOLAND	TAYLOR INSTRUMENT	129
MADNA FARNEY	ODENBACH	120
ADELAIDE IRWIN	JOURNAL	119

POETRY COLUMN

My love has flew
Him did me dirt
Him was a flirt.
Let's love forbid
Lest you get doed
Like I been did!
—Battalion



Your Fortune

By

Madame Fenestra Prognostication
The month of March brings many interesting happenings in your life . . . If you have had many dreams lately, it is a sign that "Spring is here and Love is everywhere." To gladden I see many tall, dark and handsome men, that should be looking for charming blondes born under the sign of Sagittarius (cupid on a horse) . . . for the gents, I see a great many brunettes, but they seem to be looking the other way, (brunettes are known to do this). Moonshine tells me there will be many unsettled matters in your life, and many restless nights, however I don't despair, in a little while, everything will change, this is largely due to the influence of Taurus (the Bull) who is jogging along carelessly with Aries (the ram). Whenever these two get together, I look forward to affairs of the heart. Red Heads dominate the universe, both male and female.

If you are a lady born under one of these signs, the following forecasts will no doubt be of benefit to you:

MONDAY—Rain, weather unsettled, bank early.

TUESDAY—More rain, weather settled, it is a poor time to sue for alimony.

WEDNESDAY—At last you will meet him, but don't be too anxious, keep him guessing!

THURSDAY—Early morn has much in store for you, try to get him to pay back that small loan you gave him.

FRIDAY—Spiritus de Fermentum will have a changing effect on your doings later in the day, but by all means try to remember what happens, as Taurus at his worse objects to the One and Only's actions.

SATURDAY—See by the sign of Pisces that this should be a very quiet day in your life, towards sundown there appears a Knite (nife) he is wearing a towel, (must be a Knight of the Bath), he will be kind to you, but don't become too fond of him as there are others in his life.

Read FLASH for next week's horoscope.

DON'T be witty at another's expense, however, don't spend too much yourself either. DON'T ridicule anyone or infringe in any way on the harmony of the assembled company.

THE RULES ARE SIMPLE

(Read Carefully)

THE ROCHESTER WEEKLY FLASH, INC. POPULARITY CONTEST is open to the general public of Monroe County. All residents of Monroe County with the exception of FLASH employees and relatives are entitled to cast their ballots for their choice of the most POPULAR GIRL.

To the winner of the contest (the girl who secures the most Ballots) the FLASH will pay \$100 as of the date of April 2.

This contest is open to all unmarried girls in Monroe County between, and including, the ages of 16 and 30.

All contest ballots (or reasonable facsimiles) should be mailed (or delivered in any other manner) to the FLASH offices at 6 State Street, Rochester, N. Y.

The Judges in this contest are John E. Roger and Lester Pollock.

Each ballot or facsimile is equivalent to one vote.

In the case of a tie (which is highly remote) the girls concerned can share the money in any way satisfactory to them.

It is not essential to purchase a copy of this paper to vote. Any reasonable reproduction of the ballot will be acceptable.

Ballots will be published in five consecutive issues of the FLASH, beginning with the issue of Feb. 12 and concluding March 19.

All ballots must be turned in to the FLASH offices by March 25. The name of the contest winner, together with her picture, to be published in this paper in the issue of April 2.

The FLASH will publish the names of the 25 leading contestants each week as of Feb. 19.

If any question should arise concerning any aspect of the contest the decision of the impartial and disinterested judges will be regarded as final.

FAKE BALLOTS DON'T COUNT

Friends of some contestants who are sending in spurious ballots for their favorites are wasting their time.

A fac-simile ballot, to be acceptable, must be "an exact reproduction," to quote the dictionary, of the genuine ballot printed only in the FLASH.

All spurious ballots are consigned to the waste basket.

And friends, don't you think it is unfair and poor sportsmanship to attempt to stuff the poll against contestants who are playing on the square and making friends for the FLASH?

CLIP COUPON AND MAIL TODAY

Flash Popularity Ballot

Rochester Weekly Flash, Inc.
6 State St., Rochester, N. Y.

Date Mar. 19, 1937

I submit the following, as my choice for the

MOST POPULAR GIRL in Monroe County:

Name Address

Place of Employment Employer's Address

ONE (1) VOTE

**CONTEST CLOSES MARCH 25;
GAL WITH MOST VOTES TO GRAB
OFF PRIZE OF \$100 IN CASH!!**

Adventures of Billy Ross

By Burns

BUB, I SPOTTED THAT PLACE AS SOON AS I HIT TH' VALLEY - LAMB TOOK A HEAP O' GOLD OUT'A THAT HILL ... AN' I DON'T THINK HE EVER PUT IT IN TH' BANK.



BAT TRAILED ME OUT HERE - I SENT HIM BACK TO TOWN TO CHECK AN' MAKE SURE...



IF IT AINT IN TOWN IT'S GOT TO BE AROUND HEERE SOME-PLACE - AN' I THINK YOU KNOW WHERE THAT PLACE IS.



BAT WILL BE BACK TONIGHT LATE - IF WE'VE GUESSED RIGHT YOU BETTER BE READY TO TALK - AN' TALK FAST TOO, IF YOU KNOW WHAT'S HEALTHY...



Elk Fights

Amid garlands of stale cigar smoke and in a temperature and humidity of a sultry July day, the devotees of fistina had a conclave at the Elk's to see a mediocre show of the grand old sport of the Marquis of Queensbury.

The first go was between MIKE BURKE weighing in at 129 and JIMMIE LETO tipping the beam at 127. MIKE opened the fight with a blast of flying leather and had JIM kissing the rosin most of the time. In a very dull dancing duel CHARLIE MATZ took the nod in the 120-pound class over JOE AVRET.

The third heat saw JERRY LOVELL cut FREDDIE LEON to a technical K. O. in 1:25 of the third round.

Next bout gave BOB ERNE a K.O. over PETE HUSMO in the first; PETE never had a chance.

In the 118 class JOHNNY PERGRIM hopped his motorcycle and chased JIMMY REINA all over the map, finally catching him in the third heat, flattening him for a nine count three times. Had it gone to the fourth it would have been homicide.

JOHNNIE STANTON of Syracuse the nod over RAY (Shadow) SMITH of Rochester. . . First round, a bit the edge to SHADOW, 2d, good go with both clinching, 3d, SHADOW carried the fight to JOHNNIE with no lives lost perpetual clinching; 4th, Syracuse takes the round by a whisker, slowing the SHADOW with a terrific right; 5th, JOHNNIE carried the fight and a whole warehouse full of leather, won the round and the decision.

Next bout saw FRANK CUSTER take the decision over NICK

HOOK. . . 1st, one of feinting with no blows; 2nd, both try with hard rights, go out of balance and crash to the canvas; 3d, CUSTER left himself wide open but NICK couldn't hit him; 4th, boeh boys fighting hard trying to eat each other, with CUSTER carrying the fight to NICK; 5th, hard fought round with CUSTER doing the damage and grabbing the judge's O. K.

Highlight of the evening was "Buzzsaw" OZZIE SUSSMAN, who tipped the beam at 118 dripping wet, k. ok-ing JIMMY BROWN from Syracuse. . . OZZIE opened with a whirlwind attack with JIMMY measuring him for a few telling blows; 2nd, OZZIE slammed JIMMY against the ropes, which left the stalwart Syracusean in a bit of a daze; 3rd, OZZIE opened both barrels keeping JIM against the ropes; 4th, BROWNIE tried gamely to come back but he was tired and OZZIE put him away for the big count in 1:15.

The main go was one of those farce affairs where the judges give the laurels to the boy who lost the fight. JOE DICARLO, 147-pounder, of Rochester was awarded the decision over BILLY FURRONE, Syracuse.

**No Music.
No Business!**

Two hundred gleeful guests staged an uproariously novel sit-down strike at the Times Square Supper Club last Satave.

When the orchestra took a recess, temporarily halting dancing, revelers deserted chairs and squatted on the floor. Orders ceased as the sit-downers laughed, jibed and howled for more and better harmony. Waiters went into ease positions as the recess lengthened.

George Rockas, manager of the club, rubbed his bald spot, clenched his hands, registered despair. Finally, he persuaded the music makers to return to their violins and trumpets; the taps were opened, the glee unloosed.

Its an idea, folks; an idea!

**Sporty
Spiel**

JIMMIE DONOVAN re-elected as prey of the Journal American semi-pro baseball league. . . RUSSELL THOMAS copped a neat 270 to win this week's cake in the Journal League on the maples. . . Too much touted IROQUOIS lost a tough match in the modified mayhem to the BUFFALO BISON by the 18-9 route. . . GLEN CUNNINGHAM going to leave the indoor track after copping all possible tops. . . CURT GERLING busted 46 out of a possible 50 clay birds at the GENESEE CONSERVATION LEAGUE shoot. . . ZWEIGLE's hot dog kings have organized a softball league under the tutelage of IRV COHEN, Capt. and MIKE MOJCHOSKI, manager. . . LUCY JAMELE grabbed the garland as table tennis champ by defeating the MISSUS TEX LLOYD. . . The POLISH FALCONS took the CAMERA WORKS quint into camp, deadlocking the series. . . add basketball, the BOND GALS cramped the style of the CAMERA WORKS LASSIES. . . DICK MORRISON missed by one a perfect, at the COMMUNITY GUN CLUB shoot. . . while JOHNNY WRAY blazed away a perfect at the BROOKS AVE. GUNNERY. . . The local semi-pro champs, THE SEAGRAMS, kicked the tar out of THE NEWARK ELKS by ringing 43 baskets as against NEWARK'S 23. . . while the FILARETS romped over the BINGHAMTON ENJOIE lassies. . . The JAMESTOWN ATHLETICS kicked the soccerball around for a 9-1 triumph over the MAC NAUGHTON BANGERS at KODAK FIELD. . . SCHMETZ engers out tossed the DANVILLE FIRE LADDIES 47-23.

WSAY SCOOPS

Three o'clock Sunday, a serious accident occurred on the outskirts of Buffalo. Albertson of WBNY called over land lines to WSAY, recounting full details. At three-forty five WSAY was carrying a program "SAFETY FORUM," and a young toots was warbling a melodrama entitled "Drive Safely and Save a Life." She was cut and on went Mort Nusbaum with the sad tale of a Rochester woman laying down her life for the glory or glory of gasoline. No record had come over the police teletype. One a week, not bad, boys!

Hope BOB GLASBROOK has fully recouped. . . to PAUL SOLDI how about some tips on the next race? . . . Hope that JESS VANDERPOOL returns soon, had enough rotten weather. . . Off-side to DOTTIE DAVIDSON step picking on SIS's b. f. to take to those siestas. . . Jane (Kramer Studio) BERNIE takes nod for brunette worrying gal of week.

Hall of Fame

Frank Silva, WHAM-er man sportcaster, has received over 8,000 letters and cards in the six weeks he has been on the Kendall Review. . . Now gone to Leesburg Florida to acquire a coat of tan and incidentally make recordings of baseball events to be released soon.

Small Potatoes

On Friday, March 5th, one of the big hearted gendarmes while assiduously pursuing his course of duty on Bay St. tagged a car. Now this in itself is a rightful procedure; but not looking over the end of his nose, the boy in blue did not observe a funeral wreath on the door. It must be consoling to those bereaved to come home from burying a loved one in the cemetery, and then rush down to traffic headquarters and part with a hard earned fish!

SPRING GOLFERS! IS HERE
HOW'S YOUR GOLF
MC GRATH GOLF SCHOOL
53 MAIN STREET EAST

GAS and OIL
A S & O I L
Central Service Station
275 State St.
Service With A Smile

BOXING SECRETS BARED
by BILLY BAIRD
3 BOXING LESSONS \$1.50
limited offer . . .
Exercise should be Interesting & Entertaining
PRIVATE GYMNASIUM
110 ADAMS ST.

BUONOMO BOWLING HALL
78 Charlotte St.

LACROSSE

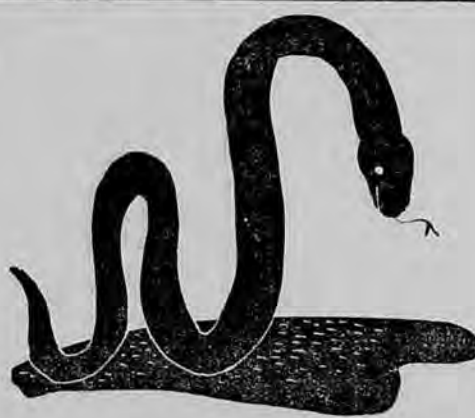
"Modified Murder"
ARMORY
Saturday Night
50c and 75c

Tickets Now On Sale At
Adam Hats, 133 E. Main St.;
Powers Hotel, Main 4860; Koch,
Sporting, 11 State St.; Seneca Hotel,
Main 1748; Spaulding, 114 St. Paul;
Brass Hall, 352 E. Main St.

**One More Week —
The Parade Starts!**

Have you ever thought seriously of new spring clothes? Of course you have. . . Now you have only a few more days to get set for the Easter Parade. Just hurry over to Holsworth, Inc., at FLASHtown's famous Value Corner of St. Paul and Andrews, where you will find an eye-filling variety of Holtz suits and overcoats, tailored from the finest woolsens and worsteds, and all in the Holtz tradition of fifty years of expert clothes-building. . . All Holtz garments are sold to you directly at Holsworth's factory and show rooms. . . and thank to this factory-to-you policy, you'll save a substantial sum on every purchase. Holsworth, Inc., at the Value Corner at 150 St. Paul, is the spot. . . and is open Friday and Saturday evenings until 9 for your convenience.

Strange and Interesting Facts



Snakes - having no eye-lids - cannot sleep -
- mac -

C.F.I.

Old Gold Suggestions Vex Experts

Due to the fact that the editorial staff were so tired last week, after spending two hours and a half on puzzle 54, there was a slight mixup on the numbers and number 53 was left out in its entirety. We shall start with that and go on with our surmises:

Buzzings From Dr. Zee

"Doctor Zee" (sounds buzzy) writes in to complain about the FLASH's brain-trusters going haywire on that Old Gold Puzzle contest last week. Judging from his tone of writing he is not impressed with our acumen. Admitting he has excellent reasons for so impressing himself, we refer him to this week's Old Gold answers for a straightening-out.

Here's his rave:
Rochester Weekly Flash, Inc.,
6 State St., Rochester, N. Y.
Old Gold Contest Editor,
Dear Sir, or Miss, or Mrs.:

(Take your pick which).
How could you be so dumb or dumber to ask such-and-such about the 54th puzzle not the 53rd as printed and get such a stinky solution? Chemists know all about solutions, but you were handed a bad mixture this time.

And as to the sages out U. of R. way, I suggest that you change the flavoring at once. man's way only mixed oil and water, the sages up the campus way gave you a dose of dressing flavored with adoes.

Can you take the correct answer and give me a complete apology in your rag or not? If you care to give the kids the correct solution to No. 54 and apologize to me, print the following one and only correct solution. So, here 'tis:

1. One of the fellows says, "Come, Come" (which is the first part of Comstock).
2. A covering for the foot and leg is a sock (the last part of Comstock).

By this time you are well under, but read on and in a moment you will be all under.
And now we come to Comstock's first name. You said it was hard, but look how easy it is when you stay away from bad mixtures and wrong flavorings.

The girl (it's a woman every time) says, "Maboy, Mel." Did not that name seem odd to you? Why, of course it did. So now, Kid, the word "MEL" means "HONEY." (On your lunch hour drop in at your favorite pill shop and ask to see the U.S.P., then look in the Mel department and you will find the last of Anthony. Easy!

Now, this will slay you if you're still alive:

Before "Hony" I find the letters "Ant." So all you have to do is to separate them correctly and you get "An-L." Pronounce "An-te" spelled "ant" which means a counter, there is a counter of a bar in the picture. As this completes the full name of Anthony Comstock completely I shall expect the apology in the next issue, because the instructor was not as smart as the student this time. And next time be more careful or give me the job of finding the correct solutions if

53 . . . JAMES BUCHANAN . . . The Jay plus the L'm lend the first handle . . . THE RE YOU plus the blunderbuss the last.

54 . . . Professors of the U of R. chemists from Kodak and engineers on the Central arrived at the correct answer but did it in a round about method . . . Having referred this brain twister to our legal dept., we pass on the decision of the Superior Court to the people of Rochester for popular referendum.

The small toots and the gent on his hands and knees regale us with EM and Met which when combined into EMMET lend us ANT . . . Directly from the Trajan Forum in the days of Julius Caesar comes the word MEL which translated from the old Roman means HONEY . . . Q. E. D., ANTHONY . . .

The COMSTOCK is borrowed from the barkeeper's intreaty plus the stocking cap.

Dapper Boy of the week:
FRANK D'AMANDA
(Lawyerman)

55 . . . The letter A on the wrist of the gob plus the unsaid —To, of the Admiral coupled with TELL, gives a nod towards ARISTOTLE.

56 . . . The A. B. and the snail's collegiate yell pins the ham hanging in the corner, ABRAHAM . . . The hanging link and the ON, LINCOLN.

57 . . . The MARK of the ball and chain plus the KEY of the agitated sourpuss . . . MARQUIS . . . The DE is apparent . . . The antonym of agitated is Calm and the MI are emblazoned on the car . . . MONTAIGNE.

58 . . . The 2 M's on the slate lend TOM . . . The SAW with a contraction of E's Ye Are . . . "YER" make SAWYER.

59 . . . The LOU and the E's, LOUISE . . . The EM for the middle initial, M . . . The AWL and the reclining cot in the corner . . . ALCOTT.

60 . . . The J on the license plate and the first word of the flatfoot JOHN, the key and the multiplicity of T's give us KEATS.

Wurra, Wurra! No more of that until about Apr. 1, when the final installment of the series is due. In preparation we are adding two standard encyclopedias, Greek and Latin dictionaries and a Lydia Pinkham almanac to the FLASH library.

Typewriter of the week:
HAZEL WIXSTEAD
(McKesson's)

you get stuck.

Sincerely yours,
DOCTOR ZEE.

(Personal to Dr. Zee: You are right on "Ant" but your deduction connecting it with "bar" leads one to surmise you have been hanging around the tapperies. However, No. 54 stumped many who were in their normal senses. We print the most logical solution submitted by our intellectual experts, so help yourself. Doc.)

Century-ing

Dark-eyed Jessie Matthews, the Dancing Divinity of "It's Love Again" and "Evergreen," provides one of the major screen thrills of the year in her new song and dance picture, "Head Over Heels in Love," the GB production which opens Thursday night at the Century theatre. The piquant actress gets under way as the temperamental prima donna of the Paris cafes. But she always manages to eul a whole raft of unfavorable publicity because of her weakness for causing sensational scandals on the boulevards of the exciting capital.

It is thus that she loses both her impetuous sweetheart and a nice fat radio contract. She gets herself involved with an international movie enchantress by trying to steal the latter's rich man-about-town admirer. With complications seething, she suddenly pulls a disappearing act. When she finally turns up again and the startled population is all set for a peaceful and happy ending, she manages to create another furor by getting two men jalled and a third one wondering if it really pays to be in love with a lady who is always in the headlines.

It is, of course, the glamorous and show-stopping Jessie who is the center of all this merry melange which unwinds its fast-moving action in the streets of Montparnasse, along the famous Bois de Boulogne and against the glitter and sophistication of many Paris night-clubs. And it's Jessie with her usual galeity, verve and charm who puts over the Gordon and Revel song hits and the knock-out new dance routines.

As a twin bill we are offered:

A new monument to an unsung heroine—the ruthless but big-hearted schoolmarm of 1890—stirred audiences to their deepest emotions last night at the Century. The tribute was one of the most impressive and finest pictures in years, "Two Wise Maids," in which that grand old comedienne, Alison Skipworth, and her co-star Polly Moran were raised to the supreme heights of acting by a superb and moving story of school life in New York's teeny East Side.

Sit-in-Mud Striker



After four days of his one-man "sit-in-the-mud" strike, Frank Peterlin of Joliet claimed "triumph." Joliet street officials, headed by Commissioner Sam Shepley, agreed to place cinders and gravel on the street which passes Peterlin's residence. The "strike" began Monday when Peterlin's car, for the "thirty-second" time became stuck in the mud near his home.

It Is Not Too Late
See Page 8

Re-Vues & Pre-Vues

Rochester-ing

The House of Pollock offers:
All the breathless adventure of life in the days of "Good Queen Bess" may be experienced this week from the comfortable recesses of an upholstered seat at the Loew's Rochester Theatre where "Fire Over England," Alexander Kravitz's magnificent screen spectacle holds the screen.

The routing of the mighty Spanish Armada by Elizabeth's seven floating fireships manned by volunteer human torpedoes; the burning of heretics by the Spanish Inquisition; Sir Francis Drake's pirating of the gold-laden Spanish galleons and the attempted assassination of the "Virgin Queen," are only a few of the scenes that will keep you on the edge of your seat during the unrolling of this matchless screen romance, based on the novel by A. E. W. Mason.

Flora Robson, the distinguished English actress who scored as the Russian Empress Elizabeth with Elizabeth Bergner in "Catherine the Great," gives one of the finest and most human characterizations in screen history's "Good Queen Bess."

Handsome Laurence Olivier gives a performance that matches Miss Robson's (and that is no small praise) is Michael Ingolby.

Michael gets his chance to do both when Elizabeth entrusts to him the danger-fraught mission to visit King Philip of Spain and discover the names of the conspirators who are plotting her death. Arrived at Philip's Court, Michael gets involved in all sorts of intrigues and adventures and finally has to set fire to the castle to escape with his life.

The second attraction we are offered "Dangerous Number," the story of an attractive young silk manufacturer who falls in love with an actress. As she is about to be married to a millionaire he crashes the wedding and takes her away. After they are married the couple immediately quarrel about her old stage friends and complications develop. There is some confusion about a former marriage of the bride which is eventually straightened out.

Palace-ing

An adventure picture offering a wealth of excitement, a tender romance, some of the most spectacular scenes ever photographed and entertainment which should find favor with father, mother, sister and brother comes to the screen of the Palace Theatre in "The Lady and the Soldier" from Jules Verne's "Michael Strogoff."

Besides its remarkable paucity of drama and action, this noteworthy version of Jules Verne's story introduces a new candidate for American picture laurels in the magnetic person of Anton Walbrook. The international stage and screen favorite offered a performance which skyrockets him into the ranks of our own top-notch screen celebrities.

Carefully woven into the plot and extraordinary enough to justify paens of praise on their own account are the tremendous panoramic scenes of the Russian army pitted against the barbaric Tartar hordes in two different battle episodes. These scenes far surpass anything of the kind ever filmed, and they alone would make the picture well worth seeing for their sheer, breath-taking effect.

As millions who have read the famous story will recall—and here, for once, is a film version of a book that faithfully follows the original plot—"Michael Strogoff" concerns itself with the perilous journey of its hero across Siberia and through hostile Tartar patrols to reach a besieged Russian army at Irkutsk with the Tsar's orders for the campaign. A beautiful woman spy is on his trail; a Russian girl befriends him; he is trapped, battles river pirates, is captured and tortured by the Tartars, but with the aid of the loyal girl, attains his mission and a thrilling revenge over the Tartar leader.

For all its straightforward simplicity, "Michael Strogoff" reaches absorbing heights in its steady accumulation of dramatic tension, and in many ways it is a refreshing change from the conventional type of action film. Margo Grahame gives an excellent performance as the spy, who, too late, tries to save Walbrook from the Tartars. Elizabeth Allan is charming in the role of the friendless girl whose shy romance with the courier provides the love interest, and Akim Tamiroff, as the traitorous Russian leading the Tartar rebellion, turns in a brilliantly convincing piece of villainy.

As a twin bill the House of Risley offers—"Her Husband's Secretary."

When a husband starts doing too much night work, wise wives wonder if he's started taking dictation from his secretary. Jean Muir and Warren Hull as husband and wife in the First National melodrama, "Her Husband's Secretary," which comes to the Palace Theatre on March 19th, show how to combat the lure of the girl in the office.

Pollock and the Easter Hunt

Les Pollock, Loew's Proxy, with his unusual flair for true showmanship, has returned from the Land of Makebelieve. After three days of standing in line he finally got an interview with the Easter Bunny. Mr. Rabbit and Mr. Pollock have consummated a deal wherein there will be an Easter Egg Hunt for the kiddies soon. Mr. Bunny Rabbit has completed his arrangements with one of the local rags to publish maps and instructions for the HUNT. Watch for this, lads and lassies.

DON'T, in introducing, present other hand, DON'T break up a ladies to gentlemen; gentlemen no party by hasty departure, unless matter what their rank, should be presented to ladies. Young men and good sense will enable you to know what the toots is hored and DON'T wear out your welcome, enable you to detect the right time by staying too long but on the to say Good Night.

NO SIT-DOWNS

(Continued from Page 12)

cents an hour raise . . . but it was all RUMOR, not a line in the newspapers . . .

Even a Lombey biggie was pictured getting all het up at the balkers . . . shouting, "Who started this thing" . . . and the help hollering right back at him, "We all started it" . . . all of which must be the apex of exaggeration . . . things like that don't happen in Flashtown.

Dame Rumor also got over to Kodak Park . . . started three sit-downs there . . . with nothing doing for spells in the emulsion dept., lacquer dept. and spooling dept. . . but no turbulence, at all, and the newspapers falling down on the reporting again . . . Wasn't that million and a half (sounds bigger put that way) the Eastmanry shelled out, enough???

But the Haloidery had a sit-down last week . . . with the gees of the photo supply union doing the sitting and winning . . . maybe some of the Kodakery help belong to that union . . . but it must be the bunk . . . no headlines.

Small Toads in Big Puddle

The small merchants of Rochester or any other city are the bulwark of the city's business population. At best their's is a tough row to hoe. Big corporations with their usual shortsightedness are doing their best to continue the strangulation of the small man.

It has been called to our attention that certain manufacturing concerns not only sell goods direct to the retail trade, but will buy anything from oil to washing machines for their employees.

In a certain instance an operator of a service station endeavored to sell a well known make of car heater to an employee of a west side manufacturer. This west side corporation could not use a car heater in any part of its products, but by reason of numerous purchases made through the distributors were allowed long discounts not available to the service station. This long discount was passed on to the favored employee. This is only one instance of commercial rebating that is becoming ever more prevalent.

There are two morals to this little story: Let all purchasing agents stop this malicious undermining of each other's ultimate retail outlets or, only a sucker pays the retail price!

REMEMBER FLASH EASTER CONTEST

(See Next Issue)

IT'S TRUE!

By Wiley Padan

LEO
161
"MAYTIME" IS THE 58th PICTURE DIRECTED BY ROBT Z. LEONARD. HE ONCE PLAYED A BIT PART IN THIS FAMOUS ROMBERG OPERETTA.

SIGMUND ROMBERG
ORIGINAL COMPOSER OF "MAYTIME", ONCE COMPOSED, REHEARSED & RECORDED A TUNE ON A SOUND STAGE IN 15 MINUTES!

JEANETTE MACDONALD
WEARS WEIGHTS ON HER SHOES TO MAKE HER WALK SLOWER IN ONE "MAYTIME" SCENE.

NELSON EDDY
DRAWS A PICTURE IN ONE OF "MAYTIME'S" SCENES!

John BARRYMORE
BOUGHT A TRAILER OR "LAND YACHT" FOR USE IN HUNTING EXCURSIONS INTO DESERTS AND VALLEYS BETWEEN PICTURE ROLES.

GENE RAYMOND
HAS PRESENTED JEANETTE MACDONALD A PAIR OF SCHNAUZER PUPS.

"SCREEN GUIDE"
READER CONTEST RECENTLY NAMED JEANETTE MACDONALD AND NELSON EDDY KING & QUEEN OF THE SCREEN!

New York, N. Y. — "IT'S TRUE! that for the first time in their screen careers, Jeanette MacDonald and Nelson Eddy use as a duet in a picture, a classic American folk song", says Wiley Padan. "They sing 'Carry Me Back to Old Virginny' in one scene in M-G-M's 'Maytime'. This old-time song was composed long before the Civil War and has been a popular song for generations.

"IT'S TRUE! that this is the first time that two trained singers have ever used 'Carry Me Back to Old Virginny' as a screen duet."

Marks' Kiss and Make Up

The Spirits should materialize with less effort around the Sunflower Spiritualist Church, Scio Street, from now on. Tony Marks, familiarly known as "the Human Fly," has made up with his missus.

Yep, Tony and his wife, the Rev. Agatha Marks, pastor of the church, are back together again after a slithering battle which ran the gamut of most everything from assault on the minister by a nurse, to a start on the Marks' third divorce proceeding.

Now Tony says the divorce and all that was connected with it, including the nurse, are "out the window." He has quit his job as bartender in a Dewey Avenue tappery and henceforth aims to devote himself to things spiritual at the church and climb a few buildings and flag poles for diversion, he says.

Incidentally, Tony reports that spiritualistic foot-reading at \$2 per also is taboo at the church. Spirits will do the talking, he declares, for it must have been the Spirits who patched things up for Agatha and himself. Ipe dixit!

Hop, Apr. 3. At the Elks

Promoters Civic Club will sponsor a niffic informal dance at the Elks' Club, April 3, eve, with public invited . . . Kale left after expenses will be added to the club's scholarship fund used to send deserving students to college . . . four bits . . . arrangements in charge of Mary Pulvino, president, Mrs. Jean Avalon, committee head and Florence Coppeta, entertainment.

Clamps Lid

(Continued from Page 12) ago because some of its patrons were permitted excesses that brought it into the lime light.

Doing business in the roaring Fourth Ward, long more or less immune from police interference, is not going to help matters for law violators, according to the authorities.

The Chief said he means business and he has the backing of Comish Cox, which evidently means the City Administration.

"Laxity in closing will be stopped immediately," said Cox. "Police will make arrests and move to revoke licenses . . . the order applies to every cabaret, restaurant and other places serving liquor, beer, ale and wine . . . clubs are not immune."

It may be that Flashtown is in the midst of a reform movement. And then, again, it may just mean that the Comish, Chief, et al, have been reading Gannett newspapers.

NORMAL NORMAL GALS GET GAY

The Brockport Normal is supported by the ever poor taxpayer and makes a point of teaching the freedom of the press, freedom of speech and all such; likewise it prepares sweet young things to teach the same sort of rot. They believe in it, too, as far as other people and other organizations are concerned.

You see, kiddies, the little gals were having a sorority meeting and one young miss, spending her first year in the sticks (she was graduated from East High last June), was being initiated into one of these sororities. Being green, she did as she was told even to "cleaning up the sorority house." Unfortunately, during the hazing process, she took hold of a "certain" lamp and found she couldn't let go. A split second later she found herself lying stiff on the floor, still unable to let go of the live lamp. The things that happened next happened fast and furiously and are still not clear to the girl or those who were in the room. The only thing that was certain was that the young toots was fast losing consciousness, hands and face turning purple, eyes beginning to bulge and pupils beginning to dilate. Finally it got through someone's thick skull that the joke was just a bit too practical and, pulling the lamp cord from the socket, enabled the girl to let go. Just missing DEATH by a second!

That is all very well folks, accidents do happen, especially at fraternity and sorority initiations. We are not complaining about that, but we do feel moved to utter a protest at the way the whole thing was covered up. None of our daily papers mentioned it, or did they? Isn't the lady who works in the office of the school a correspondent for all Rochester papers? Didn't she hear about it? And what about the rag that is printed in that town and the one that is put out by the school?

One of them carried a story saying that "Miss _____ received as light shock at the informal initiation of the _____ Sorority." That was no gross exaggeration.

When some of the kiddies, not completely in the weeds, asked why there was no public notice of the near tragedy, they were informed that such

notice "wouldn't be good for the school."

Well, that may be right but all we gotta say is, a place that tries to hide such "trivial" things will bear watching. In fact, wasn't a certain high official dismissed from that same school for undercover activities??? Hasn't a member of the faculty just been in a jam—manslaughter—leaving the scene of an accident? What manner of institution is this. We hear that there's a new deal out there. We are all for it; but we don't like to see them trying the same tactics as the old guard.

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
is served in true Italian fashion at all times—Also they have the same Spaghetti and sauces to take home—Pat and John are your genial hosts.
Music by The VELVADORS
FRIDAY & SATURDAY
"Where Good Fellows Get Together"
482-486 Jefferson Ave.
Member Monroe Restaurant & Liquor Operators Ass'n

QUALITY RESTAURANT
Famous for Good Coffee
473 N. GOODMAN ST.
416 BROWN ST.

These Are Two Up-to-the-Minute Restaurants to Serve You Anytime Day or Nite Where Excellent Foods Are Served Courteously
WATCH FOR OUR NEW Enlarged new Brown Street quarters to open soon

EASTER WEEK SPECIAL ALL-FAST
ROXIANA GIRLS in Easter Bonnets
SENECA TERRACE SUPPER CLUB
1683 DEWEY AVENUE
Sparkling — Dazzling All Girl Revue
RAY REDHEAD ORCHESTRA
No Minimum No Cover

FAIR WARNING! POPULARITY CONTEST CLOSES MARCH 25

NIGHT CLUB GUIDE

10¢

FEATURE NEWS

ROCHESTER FLASH

SPORTS THEATRES

WEEKLY

STAGE SCREEN RADIO

VOL. 1—No. 12

ROCHESTER, N. Y., MARCH 20, 1937

SHOE WORKERS REVOLT HERE!

CIO Marshals Forces For Wage Increases, Recognition of Union

Marshaled by CIO organizers, shoe workers of Rochester are organizing and formulating demands for wage increases and union recognition.

Five hundred shoe workers, principally from the plants of the C. P. Ford and E. P. Reed Company, met Tuesday night in the headquarters of the Amalgamated Clothing Workers, Clinton Avenue North, for the purpose of perfecting a CIO union for their industry.

Speakers included Abraham D. Chatman, manager for the Rochester Joint Board of the Amalgamated Clothing Workers, affiliated with CIO, and Joseph Salatino of the Shoe Workers Union.

Cheers and enthusiastic demonstrations greeted the remarks of the speakers.

Plans for organizing all the Rochester shoe factories at once include other mass meetings for employees not at Tuesday's meeting.

Demands will be made for restoration of all past pay cuts, improved conditions, wage increases in excess of the restored cuts and union recognition, it was announced.

In apparent effort to check the drive of the CIO, two firms, C. P. Ford and the W. B. Coon Company already have granted 10 per cent increases to their employees, re-

ports stated.

Whether CIO sit-down strikes will be employed to enforce union demands could not be learned. All Rochester shoe plants are said to be working full time and a sit-down would be certain to halt production as there is no surplus of shoe workers in this city.

Rochester, once an important shoe center has been rapidly regaining its place in the industry in recent years. From 1916 to 1922, the shoe workers' unions here had a membership of approximately 6,000. Most of the business went to other cities when a lock-out, forced by employer interests, wrecked the union and several of the manufacturers.

Discussion following Tuesday night's meeting at times was reminiscent of the old fight, some speakers alleging that men now active in the new union were responsible

for the shoe workers' trouble of 15 years ago.

The union at that time was independent of the American Federation of Labor, and, of course, the CIO was not even in existence.

Dueling Dentists

Dr. Franz Sarg, Hungarian dueling dentist, has a counterpart in Steve Rice, Rochester mechanical dentist.

It seems Steve did not like certain of the articles written by Heine Clune, D&C columnist, on Ethiopia and its conquest by Il Duce.

So Heine has a standing challenge to meet Steve on the field of honor, with fists for weapons, catch weights.

Sportsters about town are trying to get the duel on an Elks' fight program.

COMISH CLAMPS DOWN THE LID!

"The Lid Is On" in Flash-town these days, take it from Commissioner of Public Safety V. Her P. Cox.

Orders were issued by Cox to police to strictly enforce the 2 A. M. closing law in all beer and liquor drinking establishments in Rochester. The order includes clubs.

The order of the Comish was anticipated last week by Chief of Police Henry T. Copenhagen, who had his gendarmes give a little attention to drinkeries working overtime, slot machines in clubs and women of liberal morals.

Proprietors of the drinkeries were notified that the 2 A. M. closing hour must be strictly observed, or else —.

Certain clubs that garnered many shekels from the slot machines (sometimes for crippled children) were notified to take them out. They are gone, so we are told.

A man and some women were taken into custody at the LaMay place, Monroe Avenue and South Clinton, in a police raid. The place came in for some attention in the FLASH columns three weeks ago.

(Continued on Page 11)

WHAT? NO SIT-DOWNS!

"An excuse never excuses, an explanation never explains," so the seer raved . . . but the FLASH has to do a little explainin' . . . seer or no seer.

Last week we promised Flashtown at least two honest-to-Hiram sit-down strikes . . . with the CIO bullying the industrial barons . . . but CIO issued no official comunique, nor did the barons . . . so it must all have been HOOEY.

We do know, however, that down at the B&Lombery, certain woiking gees and gals are to get more fish in their envelopes for a while, at least until another depression comes along . . . and that the Lombery bookkeepers are figurin' and figurin' on-how to dig up kale so that the Bausch brothers can have Carl Hallauer make a big announcement in the newspapers, like Eastman's did a few weeks back . . .

Plenty of rumors about the Lombery . . . all about sit-downs in two or three dept's . . . with the execs not waiting for stay-in affairs . . . hushing matters up quick with a 5

(Continued on Page 11)

Rochester Public Library
115 S. Swanwick
Rochester, N. Y.

NIGHT CLUB GUIDE



FEATURE NEWS

ROCHESTER FLASH

SPORTS THEATRES

WEEKLY

STAGE SCREEN RADIO

VOL. 1—No. 13

ROCHESTER, N. Y., MARCH 27, 1937

SEX CRIME INVESTIGATION TO HIT HERE!!

Cop Holds Up Bus Driver

One of Flashtown's recalcitrant bus drivers literally caught a Tartar, in Police Captain Edward H. Fisher, Fourth Precinct, Sunday eve.

Only Captain Fisher was not acting officially, merely insisting on his rights as a plain citizen motorist—and he got them, after 19 minutes of quiet but determined insistence.

It seems the Captain, in plain clothes, accompanied by Mrs. Fisher, was motoring south in North Street, at 5:45 p. m., when he approached the V-shaped intersection of North and Hudson Avenue. The lights were green ahead of him and he was about 8 feet, behind the car ahead. Traffic was turning right from North Street into Hudson, intersecting the traffic going south in North Street.

Mr. Busdriver, bent on entering Hudson, drew up to the intersection, crowding thru Fisher's car and the car ahead. The Captain pulled up, sensing a possible collision. The bus driver also halted, glared contemptuously at the Captain, for a few seconds, then edged his bus directly up to the Captain's car, stopped, thus effecting a complete

traffic impasse on both streets.

Folding his arms the driver relaxed, grim of visage, apparently secure in his position. The Captain also had some thoughts about his rights, lit a cigaret, turned off his ignition.

Thus the intersection was treated to a realistic sit-down strike of motor vehicle operators. It wasn't long until cars were tied up in long lines in all directions. Horns were tooted long and insistently, crowds gathered.

Soon the bus driver thought it best to call reinforcements, unaware he was dealing with a redoubtable police official, in civies. The driver went to a telephone, summoned an inspector of the New York State Railways.

Next scene was that of the

(Continued from page 2)

Dept. Store On Spot

Negligence suits to collect damages for alleged injuries in escalator accidents continued to pile up against Sibley, Lindsay, Curr and Company this week.

Issued from City Court, Civil Branch, was the summons and complaint in a suit filed against Sibleys by Mrs. Arline Frank, 307 Mercer Street, who seeks \$2,000 damages for injuries alleged to have been sustained on the firm's escalator last December 16.

While attempting to descend from one floor to another, she was thrown down

(Continued on page 2)

Anvils Clang!

Last week, during the dance, someone spirited away Mrs. Marvin's dormitory night-out book . . . Such goings on!!! . . . The poor lady was distraught . . . Those tootses, after using their late nights, were singing gleefully . . . their swains were fit to be tied . . . Don't you worry, Mrs. Marvin, if any of the little ladies abuse the privilege, we will be on the job!!!

SWEEPING STATEWIDE PROBE OF 'OUTMODED' CRIMINAL LAWS PROPOSED

Sweeping investigations into "Sex Crimes" made possible by New York State's antiquated system of Penal Law, was under discussion in the New York State Senate . . . Senator John J. McNaboe hurling scathing indictments against "an appalling increase of sex crimes against women and children" . . .

The Senator in a fiery address claimed that these crimes were committed by "sex mad people" and should result in the enactment of necessary measures "that adequate steps be taken to repress and immediately control the criminal tendencies."

"The charge is widely and publicly made", the legislator from New York City alleged, in a scathing denunciation of the State's laws, "that such a grave condition is due to antiquated laws and outmoded criminal enforcement machinery and procedure, to inadequate probation and parole laws and the administration thereof."

This fair city of our is no exception. There are dives of the lowest sort thriving right under our noses and even

within the shadow of the welfare offices. High school aged kids are treated to pornographic movies . . . And our city boasts of at least one home wherein unwed mamas can go to have their babies

To quote again from the Senator "In order that effective and adequate legislative measures may be enacted to correct and remedy existing faults and evils," he said, "the legislature should be fully informed and advised wherein and to what extent the penal law and the code of criminal procedure are inadequate."

In ending McNaboe suggested that a committee of four assemblymen and four senators, be appointed to study the problem, and asked that an appropriation of \$50,000.00 be allocated to defray the expenses.

The Monroe County Tuberculosis and Health Association and John Marshall high school are aiding this situation here in Rochester by disseminating, real sex education. In thorough education and not legislation lies the real solution to this appalling problem.

Rochester Public Library
115 S. Swanwick

MAR 27 1937

BUS-COP TIEUP

(Continued from Page 1)
inspector telling the Captain he would have to move back and let the bus through. The Captain firmly told him there would be no backing up, that he was in the right under the New York State Motor Vehicle laws.

Then came the policeman on the beat, who, after a conversation with the Captain, cleared a space behind the bus and ordered the driver to move back, threatening arrest if the driver refused. The bus was moved back and the Captain motored along.

"I would not have been so insistent and have taken the course I did if that bus driver had not folded his arms and edged his bus up to force his way through, after he had stopped the first time," the Captain told the FLASH man. "But that made me warrin' under the collar and I considered it time to teach some of these bus drivers a lesson. The New York State Railways has no right of way for its busses on city streets.

"I was not acting as a police captain, merely as a private citizen. It was not done as a publicity stunt; events merely happened as they did. I knew my rights as a motorist under the Motor Vehicle Law. Busses are motor vehicles and are governed by the same law that I am."

New York State Railway officials later complained that the tie-up delayed their busses 10 minutes. That, apparently, does not worry Captain Fisher.

Call for Philip Morris

Reed Strike Settled

Although nothing definite has been released as the FLASH goes to press this week, it seems evident that the sit-down strike at Reed's shoe manufacturing plant will soon be settled to the benefit of all concerned. Look for full details in next week's issue.

SURE, 'TIS NONE OF OUR BUSINESS. BUT--

What is Spring without a topcoat? Here is your opportunity to save ten dollars for they are going fast at the low low price of fifteen dollars. Just hurry over to Holzworth, Inc., at FLASHTOWN'S famous Value Corner of St. Paul and Andrews, where you'll find an eye-filling variety of Holtz-built suits and topcoats, tailored from the finest woolsens and worsteds and all in the famous Holtz tradition of fifty years of expert clothes building. All Holtz garments are sold to you directly at Holzworth's factory and show rooms . . . and thanks to this factory-to-you policy, you'll save a substantial sum on every purchase. Holzworth, Inc., at the Value Corner at 150 St. Paul, is the spot . . . and is now open every evening until 9 for your convenience.

Employment Agency Early Bird Limerick Contest Mulcts Job Seekers

Another swell racket in town!" There are several employment agencies operating here in Rochester that are mulcting the prospective employees. It has come to the attention of one of the Flashmen that one of the best known agencies here had collected a fee of \$2.00 on March 18th on the promise that this man should receive employment as a waiter. Now this job, although it bore the connotation of waiter, carried the following duties and all for five lousy bucks a week: . . . He must report for duty at five o'clock in the morning and remain on duty till ten at night. But, alas, the lad didn't know how to keep his time occupied. All he had to do was, wait on table, carry luggage, keep the walks cleaned, take care of the boiler, carry out the ashes, clean the men's room, wash the woodwork, clean all the carpets, empty all the cuspidors. He did balk at being asked to wash dishes. And the crowning glory that he had his room rented when he was not using it! And the bus fare to and from the job was four bits the copy. All this on 71 cents a day.

Now it specifies in the law as laid down by the fair land that the agency is allowed to retain \$.50 if the prospect does not get the job and if the employee shall retain the job less than a week, three-fifths of the fee shall be returned. But to add insult to injury, the employment agency is trying to collect an additional \$2.00 from our unfortunate.

Sometime ago a large employment agency on Monroe Avenue resorted to too many tactics already used by such agencies.

The boy who was 24 years old and had been out of work for some time answered an advertisement of the agency in the Sunday classified section of a local paper . . . placed there by the agency . . .

He was assigned a job as sort of assistant manager at a hotel down in Honeoye Falls . . . A couple days later he went down to report for work . . . The agency had already collected their \$2.00 fee from him . . . as they do from any prospective worker to whom a job is assigned . . .

After four days at the job, he was told, for no logical reason, that he was through and that another and more efficient man was

to take his place . . . The lad got suspicious and began to quiz the other employees . . . finally discovering that the chef at the hotel WAS THE FIFTEENTH TO BE SENT TO THE HOTEL WITHIN A YEAR . . . AND ALL FROM THE SAME EMPLOYMENT AGENCY !!!

When you figure out the small salary that each of these men earned for the few days they were on this particular job . . . and the cost of transportation to and from the town . . . they hardly got an even break, and it looks to our jaundiced eye as if the bus lines and the employment agencies are getting rich at the expense of the poor suckers who are applying for jobs.

About time this racket is cleaned up. WE HAVE DONE!

SHADES OF ST. PATRICK

Herein lies a true tale of a bit of Erin. It seems that there was a little lassie tagged KITTY KELLY wandering on Broad St., late St. Pat's eve . . . Along came a big bad prowler ear with three Irishers, HOLLIHAN, MOYNIHAN and REILLY . . . These lads called the wagon which was manned by SULLIVAN and HUNT and the little lassie was summarized before none other than Judge O'CONNOR!

Barologist:

JERRY MORIARITY
(Hunter's)

DEPT. STORE ON THE SPOT

(Continued from Page 1)
the moving steps, sustaining severe back injuries, injuries to both knees and arms and shock, Mrs. Frank alleges.

She further alleges that the firm knew of the hazards of the escalator through previous accidents and had neglected to post warning signs or have competent instructors on duty to protect and warn people using the escalator.

This is not the first accident chalked up against Sibley's latest innovation. A five year old boy was severely injured there in December and only last week as reported in the FLASH, a three year old boy was so badly injured as to necessitate the amputation of several fingers.

Hot Flashes

MIT ZELTER walking along the strasse with the LaCrosse Cup under the arm . . . Bet a dollar that the Troquois don't nab it . . . HARRY TOPEL going to town at the business end of a snow shovel . . . MEYER SCHULTZ still dabbling in real estate . . . BILL PERRIN, genial medico of the week . . . DOC PADELPOD, washing out the sailor pants . . . CHARLIE CONNORS, demon real-estater, high an' dry on the wagon . . . HUGHIE O'BRIEN seen swinging along the strasse.



GRAND PRIZE: PHILCO RADIO.

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

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 like the one printed here.

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

The contest will run for eight weeks, a PHILCO RADIO to be awarded to the best last line submitted during the entire contest.

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.
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.

CLIP COCK ROBIN AND GET BUSY.

Cock Robin has courage and dash;
The crawler is sluggish and rash;
The moral, quite plain is:
The way to obtain him is

LAST LINE: _____
Name _____
Address _____

WHAT HAPPENED TO JUSTICE?

CRIME THRILLERS

FROM REAL LIFE, IN THE

5c SUNDAY NEWS 5c
NEW YORK'S PICTURE NEWSPAPER

RED HOT FLASHES

Sentimental girl of the week, **MARY STRAUSS** . . . **MABEL HERMAN** generous gal of the week . . . Ace chatterman of all the baker boys is **EDDIE COLFORD** . . . The gay caballero of the week is **BOB PRESTON** . . . Who was the popular man of the Times Square Monday eve? . . . Offside to Cameraman **JOHN HUNDSCHEH** . . . What's this yarn that pals are trying to pin on you? . . . **FRANK WHITE**, (the Kodaker) going bigger than ever . . . **MYRON WILKES** (Legalle of the Powers Bldg.) looking better . . . It's time that **BILL**

(Major) **WHEN** and **MARTHA VERHEY** made their debut in the **FLASH** . . . **HERBERT KUNDEL**, an Almad Grill fan . . . **JAKE D'APRILE** (Fitzhugh Street) getting a few practice swings in for golf . . . **JOE OCA** back from Albany after a hard session . . . **LARRY RUGGIERO**, the say toter, biggest private collection of photograph records . . . What very prominent city official who is playing around with a girl secretary of a big youth organization thinks nobody is wise? . . . Add **TERESA STEELE**, deep blue eyes of the week . . . Has **MARION SHIRMAN** found her answer to that prayer? . . . **WILLIAM ROCHE** plugs hard for the printing boys . . . **ALMA LEWIS** (Hungerford-Smith) petite brunette knockout . . . **HAROLD FINCH**, the bowling bug has got him . . . Scribe **JOE WHITCOMB** (Journal) doing a great job of covering the Court House . . . **JOHN CONNELL**, Flashtown's ace investigator looking for a new topcoat; spring must be in the air . . . Does **CARL T. SMITH** still deny those romance rumors? . . . What w. s. gent who pilots a tin convertible Pontiac coupe finally got the courage to make that Friday evening date after a pal did the 'preliminary ground work'? . . . Yarn spinner of the week, **JOE PARNELL**, of the G. R. Signal Works . . . His socks have holderupper garters on them. **HOWARD PURPLE** . . . **HUGH HARPER**, Proprietor of the popular spot at Smith and Whitney Corners, breaks out with a big celebration this week . . . **BOB BECHURK** married six months . . . Tooth paste ad smile of the week, **MOLAIMAN WALT BAKER** . . . Did **MARIE RADER** find what she lost the other evening? . . . Offside to engineer **DAVE MURPHY** . . . **HENRY CURRAN** and **BILL TAYLOR**, not to mention **FLOYD LAWRENCE**, the finger of suspicion is pointing in the wrong direction . . . **KIDDIE FORMAN** of Clinton South smart marie, cultivating the body-beautiful at the JYMA.

JAMES C. D'APRILE
Well Dressed Gent of the Week

Perplexing problems . . . **JOSEPHINE SIRACUSE**, the tantalizing twin . . . **PETE D'ADAZZIO**, expected back next month . . . it won't be long now . . . **LE ROY SANGER**, equestrian . . . **RUTH ADLER** can't wait for the links (golf) to open . . . **HOWIE PERKINS**, gas buggy doctor . . . **MABEL SCHRIST**, the Glasser Strasse nurse-lady, has Boston Bulldog 2 years old . . . said pup is the only survivor of a litter of four; **MABEL** raised it from a pup on an eyedropper . . . Name's **CARMEL**.

HOUDY (Ray) **FOWLER** still spinning yarns . . . **LELAND YOST** playing the pin games . . . Offside to **BOB MCGINTY**, how about springing for a new Easter bonnet. The hold one needs a pension . . . **MARY WOLCOTE** looking more charming than ever . . . wonder what artistman **AL VOSBURG** is doing these days? . . . **VINNY WISER**, lawyerman deluxe, busying.

FINANCE CHARGES THOSE THOSE JONES'S IRK COMMISSION

Installment buying seems to be with us as a great American institution. One may buy anything from a toothpick to a steam yacht for a dollar down and so much a week, **PLUS FINANCE CHARGES AND INTEREST AT 6%**. Herein is the rub, if the average American installment buyer would borrow little Willie's Elementary Arithmetic, the total charges would in some cases exceed 36%. The consumer who may get credit at a recognized bank will find it profitable to borrow money at a straight and legitimate 6% and pay cash for all his large purchases.

The Federal Trade Commission is doing its best to stamp out the evils of gyp-artist finance companies and they pass along the following statement:

"In their agreement with the Commission, these companies stipulate that in their advertising matter or in that furnished to authorized dealers, they will stop using representations, pursuant to a financing plan, the effect or tendency of which is to cause purchasers to believe that the plan contemplates the payment of a simple interest rate on deferred and unpaid balances of the purchase price, as, for instance, six per cent, when in fact the interest rate involved and actually required is other than a simple interest rate of the amount referred to in such advertising. . . .

"The actual financing plan is not truthfully or accurately presented in this advertisement, according to the stipulation, which points out that the plan does not contemplate a simple six per cent interest charge, but requires payment of a six per cent charge on the full amount of the account originally financed from the date it begins to run to the date the account is closed.

"Such plan involves payment of interest at a rate much higher or substantially 100 per cent greater than the six per cent featured in the advertisements, according to the stipulation."

Hot Flashes

Little **ROSE CARLUCCI**, no bigger than a bowling ball, rolling 189 . . . Manners of a Chesterfield, **DOC SCINTA** . . . good-natured judge, **JOHNNY VAN VOORHEES** . . . Happy couple of the week, the **WALT NORTONS** . . . Offside to **JOE BIRDIE**, please call this office . . .

THOSE THOSE JONES'S

Mrs. Jones had finally discharged her maid. The maid was all packed and ready to go, and Mrs. Jones was writing her check. The maid began to make conversation:

"At least, I guess I'm better looking than you are, anyway, even if I can't wait on the table good."

Mrs. Jones was a little shocked. "Oh, indeed—well—whoever told you that?"

"Your husband."

Mrs. Jones flushed as the maid continued. . . .

"And I can kiss much better than you, too."

Mrs. Jones was indignant. "So? Well, now; who told you that?"

"The chauffeur," leered the girl.

—Ab Struse, in Cornell Daily Sun.

Call for Philip Morris

Hot Flashes

The **BOB FLYNNS** received a feminine bundle last issue . . . **MARION CHAMBERLAIN** and **JOHNNY DU BOIS** romance on the rocks . . . who was the dark haired lassie seen riding with "TWEETUMS" **GREEN** last WED-NOON???. . . Much entertaining for prospective brides **PAULINE PAULSON** and **MARG LAY** . . .

Hot Flashes

FREDDY LOUK under the surgeons knife . . . Smooth blonde gent see parking 9M-198 in front of the Greenwood menage, looks like love in bloom . . . Offside to **GRACE WILSON** don't blame the elevator boy for "snitching to the FLASH reporter . . . On the Q.T. to **LILLIAN DARROHN** . . . **KELLY** doesn't approve of smoking during office hours . . .

Shinerupper:
FRANK PRENTICE



BALLROOM AND TAP

DANCING LESSONS
In guaranteed courses by experienced teachers. Rates reasonable.

CHAS. KRAMER

81 East Ave.

Main 9081



SHIPS THAT VANISH

by William McFee

A thrilling analysis of ocean mysteries by the foremost living sea writer is just one feature in the April issue of America's most interesting mechanical magazine. Others include: Conquering the Grand Coulee; Sevensky; Flying Inventor; With Edison's Insomnia Squad; Fighting Ohio's 53-Year-Old Mine Fire; model plane, locomotive, table tennis, all-wave radio, home carving and boat plans for workshop fans.

At Your Newsstand **15c**

In April . . .

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Easter Twenty-Seven Years Ago
Twenty-seven years ago on Easter Sunday, Genial Fred Meinhart and Elizabeth Kleiner said "I do." Only twice has Easter fallen on the 28th since then. Hoping that this happy couple may see many more Easter Wedding Anniversaries!

Easter FLOWERS
The Largest Selection At **BLANCHARD'S**
Where Comparison is Invited
CORSAGES \$1.50 up
Smartly Designed
Blooming **\$1.00** up | Box of Assorted **\$1.50** up
PLANTS | SPRING FLOWERS
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AVE. **FLORIST**
FREE PARKING ALONGSIDE

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Everybody's singing and swinging to the love song "Sweetheart" with
America's Singing Sweethearts
of **Jeanette Mac Donald** gloriously in love with **Nelson Eddy**
Singing as he never sang before!
In Sigmund Romberg's **Martime**
M*G*M's Musical Gem With **JOHN BARRYMORE** **HERMAN BING** • **TOM BROWN**
.....even the hard-boiled critics are singing sweet praise!
The Critics Join 'em
Coming Soon
ROCHESTER

INSIDE AND LOWDOWN

About to take the fatal step, Helen Loos and Johnny Hamill . . . Candid camera fans Millie Kane and new hubby . . . a new bundle from heaven, Dick Katz . . . Add badminton fans Hazey Brown . . . more impending nuptials, Hen Cass and Gordy Paine . . . svelte visitor, brunette Dotty Young . . . add home-ing pigeons, Ginny Durand . . . cute debbie of the week, Sally Pike . . . skidding from Skidmore, Lucy Plumb . . . add coy-kidlets, Eleanor (Mechanics) Hackett.

Don Duell getting so near-sighted, can't recognize old friends . . . Jean Smith losing her grip on Hubert Miller . . . Lawyerman Cris D'Amanda playing proud pappa at Shrine Circus . . . Art Conklin has the bluest eyes . . . so says our femme who ganders eyes . . . Howie (Fuller Brush man) Dayton did the disappearing act . . . Offside to Freddie Abel, are you still carrying the torch for that blonde cutie on Kappel Place?? . . . What's Estelle Sweryda doing these Mondeves?? . . . Good-looking usherman of the week No. 256 at the Shrine Circus . . . Why was the maid of honor among the missing at Mary and Jack Burdick's anniversary last Sateve?? . . . Offside to Bob Eddy, don't be too sure of yourself.

Diana-Cutali (aged by eight summers) takes nod as prima donna of any week . . . Add screwy sights, armory laddies riding horses to advertise Michael Strogoff . . . George Manning had a honey of a bachelor dinner at Cutali's Thurseve . . . Floor show from Bardo's with young Gus as M. C. . . Eddie Deininger enjoying the swell antics . . . Add Cutali's, Gus gone in for guaranteed hair growing treatment, but all he gets is a veddy red bald spot . . . Dapper dresser of the week, Burt Smith.

Rattling Joe Dave and Joe Palermo in a dice box, what have you?? . . . Beany Morgan, squeeze-boxer, composing swiny tunes . . . Add svelte brownettes, Betty (Pillfactory) Allen . . . caps prize for geniality, Luke (lawyerman) Webster . . . Mille Becker and Hubby seen sipping . . . Pauline Kull looking cuter

than ever when pert nose turns up in anger . . . Dapper brokerman Joe Bloss week-ending at Cornell . . . svelte program arranger-upper, Lorraine Abert . . . "Scotty" Creegan getting a boot out of being flashed . . . why is Teddy Kraus disconsolate? . . . well, you made it this week, Teddy . . . Offside to Max Taffett, where did you acquire that permanent??

To Mac (Hi and Dry) McGill, must you make so much noise rustling those gingerale cases?? . . . To Bill (Sterling St.) Bailey, go home, all is forgiven . . . Beer salesman of the week goes to Chris (Cataract) Zuevn . . . John Sheenan seen carrying a lunch again . . . Jake (Brighton Place) Christman, best hostler of the week . . . Offside to the comely Missus Art Lissord, how about letting little Art play with the boys one of these eves?? . . . "Skippy" Skipper looking lonesome without pard George Gounst.

Bill pressley claims top notch on Tarry's quartet . . . Joe Clohessy and Paul Burns wishing someone would remove snow around Borrell's . . . Hilda Skipper wintering in Ithaca . . . the same for Ina Dilmore in Albany.

Millie Blackman threw a svelte patty at the Seneca . . . Engaging smile of the week, Lois Metzger . . . Still love is everywhere . . . Jean Lewis and Lanny MacDowell . . . arm 'n arm, Ann Taylor and Chuck Addington . . . Mike and Ikeing, Marian Woodside and Jimmy Britton . . . looking serious, Mary Taylor and Eddie Mee . . . Romancing, Jean Hamm and Reed McBane . . . effervescing, Ginny Ward and Donny-boy Barry . . . June Night-ing, Jean Livingston and Phil Davies . . . swapping lies, Dottie Wycoff and Ted Watson . . . swinging on high, Peg Bettys and Bob Kaley . . . doing nip ups, Mary Dick and Bloss Daley . . .

Spring in the air and love is everywhere . . . Ellie Costich 'n Bob Hall . . . Gazing, Phil Probst and Gordon Grinnell . . . sending messages, Jane Gorsline and Donald Wagner . . . Bubbling, Dottie Allen and Bob Brinker . . . making cow eyes, Aggie Parker and Bob

Frazer . . . Telling it to the birds, the bees and the trees, Jane Gregg and Dud Cornish . . . sizzeling, Dottie Barker and Dave Alling . . . doing the updown 'an lowdown, Peg Steele and Press Lane . . . Baking, Ann Olsen and Dave Williams . . . warming, Ruth Addington and Bill Buxton . . . Not cold, Joe Sutton and Tom Pryor . . . white heat, Sally Schafer and Bill Hooker . . . nize babys, Joan Stokes and Eddie Sproce.

AVERAGE TIP . . . 3c

Don't ever begrudge a waiter his tip . . . 'cause the tray-toters in this burg average just about three cents for each person they serve. That's the reason every once in a while this sheet clamors about some eatery atrociously underpaying their help—'cause we're for the gals and guys who work in the restaurants getting a living wage. We know you'd like our mentioning this, and wouldn't a ten-cent service charge on every check person over half a buck solve everything?

Rosemary Cherry, brunette pretty, joined the fourth estate . . . Lincoln Karl so, so proud of the new daughter . . . Offside to Joe (M. C.) Birdie, come home all is forgiven . . . Lads at museum working overtime since Gene McElligott left . . . John Mailo looking natty in new toggery . . . Mary (delightful, delectible) Erbe back in town for week-end . . . Dutch Breyer gets the nod as the good-looking fellow of the week . . . Mike Bolands' have a new addition tipping the beams at seven and a half avoirdupois.

Add blessed events, Eddie (Old Topper) Koernes and his Pennsylvania Missus . . . Jack

Driscoll, former fourth estate, putting on shows that click . . . Claude (legalite) Smith turning magician with that half-dollar trick . . . Bill Kearnes getting the nod as waiterman of the week . . . To Vic (fisherman) Fisher, next time you leave that Lyell Restaurantery, how about bringing us a sample?? . . . Bill (Revenooer) Cool, quiet laddie, but very efficient . . . Geo. (Bankerman) Kaufman looking svelte in new iron hat . . . Smart dresser of the week, Jack (Truly-Warren) Cohen.

Marion Creed getting up so early these am's . . . swollagan brunette, Kay Went . . . feeling tops again, Anne (Monroe Sickers) Jameson . . . good-looking typerupper of the week, Doris Reed . . . Druggerman Al Rudner looking dapper in new Easter Toggery . . . Nice couple of the week, "Tutor" and Mary Houck . . . Offside to Tommy Ciraldi, how do you keep those many gals from stumbling over each other?? . . . Joe (barberman) Rishor still playing pool . . . George (Realestater) Teall philosophising at the Powers sippery . . . Ken Stedman, demon adman, taking tennis lessons . . . Better look to your laurels, Lucy.

Noted Bachelor Rudolph Schmidt seen anklng with the comely Polly Fairbanks . . . Angelo (barberman) Ciresi parading a new Chevvy . . . Red Seide among the missing at the Capitol Winery . . . Swingiest swingers of the week, The Senators . . . Maxie Schneider taking the nod as the anklor of the week . . . Tessie Andy farming thought the punkenrollers cruel to animals . . . Reason? . . . Flossie, the cow, was shaking her head (in agony) while being milked

. . . Myra Paige stepping to the altar with Dick Keymel.

Love over the Eastman Anvil Chorus . . . Marg Bettys and Arnold Vick . . . tete-a-tete-ing Janet Alling and Leo McSweeney . . . more of it Peg Keller and Chuck Richards . . . Tristram and Isolde, Lill Kaplan and Ira Potter . . . Romeo and Juliet, Hazel Bastian and Jimmie Phillips . . . Mike 'an Ike, kuthie Wilcox and Johnny Fox . . . Gazing Ruth Koster and Wayne McMullen . . . Bluebird-ing Peg McCarthy and Bill Sapers . . . That-away Nancy Gay and Hank Daniels . . . Martha Werner elected prexy of Phi Kappa Tau . . . More love in full blossom Rosemary Cherry and Gordie Cole . . . seen arming Jack Caldwell and Jane Dibble.

March 21 heralded spring is in the air and love is everywhere . . . to-wit, Marie McWilliams and Dick Cooper . . . preparing for June Nights, Sally Schafer and Eddie Bickel . . . warming, Jean Hamm and Johnny Wolgess . . . gazing at the robins, Marcella Neumann and Bill Hooker . . . it has blossomed, Norm Styms and Kay Ganey . . . Seen spaghetti bending, Ginger Jenney and Jim Westman . . . More of the same Leona Leader and Bob Van Voorhees . . . anklng at the University Clubbery Eve Smith and Frank Haugh.

Add comely couples the Waddy Sykes's . . . Elspeth Appelt and Jack Reynolds . . . cute kidlets, Betty Becker and Hank Pillnov . . . swaining Jean Griswold and Bob Manuel . . . looks serious, Helen Martin and Donald Lane . . . is serious, Elinor Scheible and Freddy Bryan . . . would like to be serious, Peg Hewins and Paul Menig . . . still more of the same, Betty Houck and Ralph Pike . . . add svelte looking gals Doc Fred Garlick's dottah Nancy.

Safety Angle, No. 4

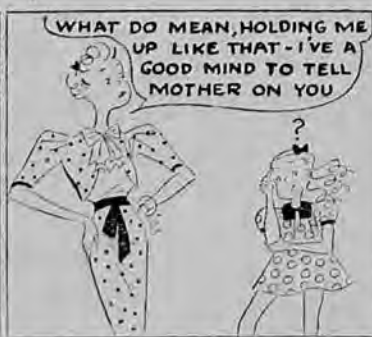
Rochester drivers are noted for their lack of ability, making left-hand turns from the right side of the road, jumping traffic lights, etc. They are not, however, as culpable as those JAY-WALKING pedestrians. One has but to look up and down the main stem at any hour of the day to see countless careless people wandering around the middle of the streets, emulating a chicken on a country road. That this is a dangerous procedure, can be borne out in the record of injuries that are a matter of public record in the Police Dept. Los Angeles in curbing this safety menace has rigidly enforced a penalty of five bucks the copy for these aimless wanderers, and as a result, the fatalities and injuries from this pernicious habit are practically nil.

Butch McGloock Sez:

"You can't tell the depth of the well by the length of the handle on the pump."

Call for Philip Morris

All American Family



WRITE OR PHONE US YOUR NEWS

SUSIE

By Lawson Swanson



Flash Scoops!

Rumored that in biggest real estate deal of many a moon—the Todd interests have sold the Palace Theater to R. K. O.

Raconteur:
HOWELL DIRMEYER

Still arguing:
STEVE FITZGERALD
(D & C-eer)

Time Marches On!

Erich Fisher, blond mixer for Smith's Grill, Mill Street, believes there are no truer—nor sadder—words.

Late for work many mornings because Morpheus held him firm in slumber, Erich bought an alarm clock this week, wound it and set it near his bed.

But next morning he awoke to find he had slumbered two hours too long. Jumping out of bed, eyes dilated, hands clutching his hair, Erich stared venomously at the new clock.

"Shiller says, 'Time is the angel of men,'" he howled. "Richter says, 'Time is the chrysalis of Eternity.' According to Sanskrit, 'Time is stronger than all things else.' But I feel stronger than Time, Blank it —"

A well-aimed shoe hit the clock, sending it whizzing across the room. Then the alarm went off. Fisher had failed to turn down the alarm gadget before he hit the hay.

Elk's Fights

Hottenbuhl by Elles, with devotions of fistiana putting on a show to a capacity house. Only two of the beats were worthy of comment; all the rest being dull, especially the main go.

The highlights of the evening were the Eddie Smith-Pete Hejan beat, in the 126-lb. class, and the 150-pounders represented by Tony Patozzy and Red Tokas.

Little Eddie (CHOW CHOW) Smith, the youngest of the battling Smiths, looked like a push-over when he stepped into the ring with the huskier looking Pete. In the first round, Chow Chow let loose a flock of flying leather, which made it impossible for Pete to even score a decent blow. It was not until the third that Pete was able to see the dusky face of little Eddie, connecting with a beam that slowed the dark-skinned lad. The fourth and fifth were practically a draw, but Chow Chow had piled a convincing lead that won him the Judge's nod.

In the semi-final five-round heat in the 150-lb. class, the crowd was treated to plenty of rough slugging. Red is probably one of the most unorthodox battlers we have seen in many a moon. In the first, out Red comes with arms going like a windmill. Tony tried with available science to measure the lad, but thru pure brawn, Tokas pummeled him 'til the middle of the third heat. Tony had he boy all measured for a couch for the big count in this round, but was so dazed by the feathering that he failed to push his advantage. The fourth and fifth were just slam and he slammed, with Tokas taking the plaudits of the crowd.

The rest of the fights were drab and uninteresting.

Hot Flashes Cauliflower

comely Missus, now residing at the Culver Manor... Best rig of any week, the new Covered Wagon Trailers that BOB PIERCE is featuring... Funny story of the week, when JOHNNY MORIARITY of the HUNTERS, was supposed to be the guest of honor at a w.k. party and working at the same time... Scrawny angle was that JOHNNY was sound asleep in a chair and missed both dates... MIKE DAVIN warming up that raucous voice for opening day... JOE (insuranceeer) CONNER also readying... To JOE AMICO better find out the last leg of toothless BILL, the beer jerker, before we can publish the w.k. item... P. P. KARLEY blossoming out with new toggery... JOE SARGENT offering a prize to the man who can guarantee him a good night's sleep... Condolencos to TOM CAREY for the recent burglarizing... LU FREDI switched from brunettes to blondes, and are the brunettes complaining???... Always running for the trolleys, RUTH ELLES...

Demon Realestater:
NORBERT STREB

JOHN HOWARD why plays such a splendid role in the picture... BINNIE BARNES and MARGUERITE CHURCHILL... MARY ASTOR, Hollywood's newest bride... JOAN BENNETT... MADGE EVANS... JEAN MUIR... BENITA HUME... JOAN PERRY... DOLORES DEL RIO... TONY MARTIN... GEORGE O'BRIEN... WARNER BAXTER... CAESAR ROMERO and H. B. WARNER... The last of the stars has arrived and another great Hollywood premiere becomes history.

Still Talks:
FRANKIE YOUNG

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EVERY WOMAN'S
Talking About
These

Smart Hats
for Madam
\$1.29-\$1.59-\$1.99
None Higher



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Millinery Studio
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You Are Invited
Easter Sunday

MARCH 28th.

3 P. M. - 8 P. M.

Brownie's

MARBLE BAR
& SUPPER CLUB
63 State St.

Third Birthday
To thank his loyal patrons and customers.
Brownie offers full course
N. Y. Sirloin Steak Dinner
at \$2.00 per couple
Regularly \$1.50 per person

Dancing - Entertainment.

Radio Feudists Wrinkle Brows



FRED ALLEN

Jack Benny is back in New York. Fred Allen has been here right along, but radio's greatest feudists found themselves more tangled with a third party last week than with each other.

The furrowed brows on the left and right tell the story—the two ace comedians are trying to think up gags to stall off Uncle Sam and his income tax collectors.

Benny, on the left, is honestly hard at work, not even thinking about how well he played "The Bee" on his violin; Allen, on the right, is so horrified at the task before him he doesn't even care about "The Bee" or anything else.

Just proving that all is not fun, even in the life of makers of laughs.

Blonde of the Week:
MABEL STANTON



JACK BENNY

IT'S EASTER PARADE TO
MANDELL'S
PORTLAND—NORTON OXFORD—MONROE
EASTER DECORATED PLANTS,
CUT FLOWERS, CORSAGES
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HALE BROS. REVUE
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WEST CO. REVUE
2 SHOWS NITELY
Never a Cover Charge
RAY DUFFY AND HIS ORCHESTRA
Jimmy Thomas
Song Stylist & M.C.

Rochester Weekly Flash

Published weekly by Rochester Weekly Flash, Inc., at 6 State Street, Rochester, N. Y.; President, Harold Dingman; Vice-President, Harold Weber.

Telephone: Main 2718

FLASH IS NOT BUGLE

We have been hearing of late that the FLASH is destined to become a mere offshoot of the late lamented Bugle! . . . Sad words these to our ears.

Positively the only thing we have in common with the defunct Bugle is the color of the paper we are printed on. It would be pertinent perhaps to connect in like manner the DAILY RACING FORM which is also printed on green paper. Of course nothing could be further from the truth!

The FLASH is manned only by Rochester boys and is printed in a Rochester printing house by Union Labor . . . carries only the best of Rochester news, features, sporting events and show stuff. And, because we are a fun loving bunch, we carry little quips about you . . . and you . . . and you.

Newspapers are like people—the older they get, the doper they're likely to be. But we're still young and quite determined to stay that way. When we begin to show signs of becoming old and dopey, we sincerely hope you'll tell us about it.

We have no illusions about an inspired purpose nor do we intend to be reformers in the narrowest sense of the word. But we do believe that when a city as large as Rochester has only three newspapers, and these controlled by two men, there ought to be room for one weekly not controlled by the heavy sugar. **There is not only room for such a paper, but a definite need;** and we aim to fill that very need.

The FLASH is financed by certain Rochester businessmen who believe that Rochester wants to read the TRUTH without regard to the opinions or feelings of the stuffed shirts. They believe it so strongly that they are risking their dough to bring you the TRUTH. We hope you are willing to risk your little dime to get the truth we bring you.

WHAT'S GOING ON HERE ?!



3-23-37

C.F.I.

WORTHY CAUSE!

The ninth annual campaign of the Civic Music Association will get under way Monday evening, March 29, and continue through April 5.

During that period, 350 workers from all walks of life will attempt to raise \$75,000 by public subscription. This is the amount necessary for the public to contribute, to insure continuance next year of the nine activities sponsored by the Association.

Unquestionably, the Civic Music Association serves a definite and irreplaceable purpose in the community life of Rochester. In recent years, the city has become almost as famous for its music as it has for its superior manufactured products and its flowers.

It is to be hoped that Rochester will respond generously, and put this worthy cause "over the top" for the second successive year.

YOUR FORTUNE

The last week in March, is not only bringing interesting happenings in your life, but fortune smiles on you (she is laughing right now) the disappointments may come, keep your chin up for under the sign of Sagittarius (Cupid on a horse) Love is everywhere, married or single, love all will dominate your being. This is especially true if you are over the age of fifty, and have given up.

If you are a man born under this sign, the following forecast will be of great benefit to you.

MONDAY—Sun rises early, don't eat scrambled eggs.

TUESDAY—It is time you bought new shoe laces.

WEDNESDAY—You will feel terribly tired, horse back riding will make you feel worse.

THURSDAY—Wheat Cakes are soggy, and the sausages are too rare, be careful of Trichinosis (Pork Poison).

FRIDAY—Now is the time to eat scrambled eggs, forget the desire for bacon, you will have codfish for dinner anyway.

SATURDAY—Send your lessons to Correspondence school without delay, brush your teeth, and carry out the ashes. Evening seems to darken your spirits, and your right arm will be more tired than usual, also the back of your legs will ache. But towards mid-nite you feel much better.

Read FLASH for next week's horoscope.

Hot Flashes

MIDGE STAUD looking very tanned; bar-room or the real McCoy, MIDGE???. BO REOME and PAT SAMUELS, going to take the fatal leap soon . . . Three smiling brunettes, BETTY BAAS, BETTY DENNIS, and JANE HOLLAND . . . add genial goodlookers, GLORIA SHARP . . . DOTTY GOODWIN, social prexy for PHI KAPPA TAU . . . add comely matrons, the Missus HENRY HAYS.

Mixologist:
LOUIS ACKERMAN

How's BILLY BELL'S sore finger? . . . Rumored J. RUBENSTEIN of the H. & B. will not be seen during passover. He likes his Matzos too well . . . Offside to LONG of Woolworth's for taking so many out-of-town trips, what's the matter with our fair city???. Wonder what ideas SYLVIA NEIMAN came back with from N. Y. and Pittsburgh? . . .

Nurselady of the week:
DOTTIE DONOVAN

D. GOLMAN packing all the boys he can at the Synagogue on Meigs St. for Memorial services . . . Good luck to FREDDIE BRIZEE on trip to Gotham . . . WILLIE LAVERDI seen chatting with cute dame downtown . . .

15th Ward Confectioner
MAX TAFFET

Hot Flashes

WILLIE CHICK, best bartender of the week, (Voelkels') . . . announcing the marriage of WILLIAM MERK, (Uncle Sam Store, Driving Park Ave.) and POLLY HOUSTON . . . time March 22nd . . . W.K.B.S. JOSEPH (Buster) MULLEN, paper tissue tycoon . . . what's wrong with the Glen, exchange operators . . . can they take it? . . . "BUDDY (John Marshall) Physical Instructor . . . taking pupils to the "Sugar Bowl" after gym . . . best wishes to the ARNOLD O'BRIEN's . . . leaving for California . . . Defender employees miss MARION . . . PAUL MARCHANTS, has a remedy for falling hair . . . offside to JACK FORAN the Ancient Mariner, GEORGE McCLEURG, blew into town a few moons ago . . .

Raconteur of the week:
RUSSELL YATES

ALERT—

Criminal, Civil, Domestic, Character and Insurance Investigation, 24-Hour Service
Bring Us Your Problem

ERWAY
Detective Agency

607 Powers Bldg. Main 760

Hot Flashes

Waiterman of the week PETE PERNA . . . JOE PENICA and the missus together again . . . Sure admire your spartan fortitude . . . SILVIA (Mechanics) GOLDENBERG looking better and better . . . Offside to ROSE (Rosemary Drive), what's this about a misologist, Clinton Ave. Way???. Nurselady DOTTIE DONOVAN and GEORGE CLEARY still crooning . . . To JIMMIE GENARY? how about it, kid, could use it . . .

GENESEE GRILL

945 GENESEE ST.

Easter Special

DINNER
Roast Lamb
Roast Chicken
Homemade Ravioli

Italian Spaghetti
in 10 different Styles

Banquets - Wedding Parties our specialty
BEER • WINES • LIQUOR

ALLARD'S

The Bright Spot on State St.



Easter Special Show
held over by popular demand

Gene Howland

Impersonator

MARY APPEL
JACK ARNOLD

Dance Team

with service
By your Favorites

JOHNNY GREEN
JOE ANDERSON

Every Nite but Monday

Fred Lashier's Orchestra
252-254 STATE ST.

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Orchestras for any event



"JACK DRISCOLL"

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7 NITES

Sepia Stars Easter Parade

MABEL COOPER

Mistress of Ceremonies

STRAWBERRY RUSSELL

Versatile Comedian

CLARENCE & HENRIETTA

Two Cocktails of the World

EDNA MILLER—Song Stylist

RUBY LOGAN—Sepia Martha Raye

EDITH GIBSON

KAY WRIGHT—Female Bo Jangles

TIN CAN—Truckin' Man



COTTON CLUB 176 JOSEPH AVE.

MAZDA LANE

Easter week now being history, all the night clubs are looking forward to . . . new shows, new life, more swingtime, new laughs and new hilarity . . . As it is with the clothes, so it is with the show world during the spring.

BROWNIE'S . . . from Sunday at 3 P. M. till yawning, Brownie celebrates his third anniversary, giving thanks for all patrons that made this most decorative of night spots haven for smartest of the smart, offering amid decorative surroundings a swingtime of Chet Keehley and the warbling of radio star Ed Jarlin . . . Franny Knox and her ballads.

NUSBAUM'S . . . The house of indirect lighting offers the music of Mac Macomber, a grand show featuring the Cross sisters, dancers from the wild and woolly West, rhythmic gal Sylvia Brown, George and Mary Wheeler in a novelty musical act . . . and the best of drinks served over that new Zeppelin Bar.

BARTLETT . . . Offering Ray Duffy's swingtimers, the Hale Brothers revue . . . Texas Peg, the original hillbilly in person, and that genial golden-voiced Irish Tenor, Jimmy Thomas, to complete the show.

TIMES SQUARE . . . Norm Duke, M. C. and singer . . . and a brand new surprise floor show at this most attractive of downtown nighteries.

LANG'S GARDEN . . . The house of hospitality, where everybody is invited to sing with Hal Davis, warbler . . . the show includes Pat and Mickey Murphy in their hop, skip and jump act, and Betty Moore, Acrobatics.

ZR-3 . . . If you like to laugh

you can do so at the shows that Perry Nom and Nick offer every Wednes and weekends.

SENECA TERRACE . . . At East again featuring a good show . . . fresh from a tour of the West, hail the Roxiana Gals with their smart dances and songs.

SOLDI'S . . . Who could ask for more than a dish of Pat and John's famous Spaghetti with a glass of Vino Vecchio and the delightful music of the Velvadors?

ALLARD'S . . . The Bright Spot of State St. will keep you howling with the impersonations of Gene Howland . . . They are also offering Marge Apple and Jack Arnold's dancing, and least, but not last, Rochester's own John McOrnack, Johnny Green.

RIVER PARK INN . . . A good place to dine and dance in the house on the bend of the Genesee where a good time can be had by all.

COTTON CLUB . . . Little Harlem still offers a parade of Sepia Stars with comical Strawberry Bussell and Mabel Cooper, Ruby Logan, Henrietta and Edna Miller . . . you'll simply roar at "The Dog Fight," a comedy skit with Clarence and Strawberry, and "A Scientific Handy Man."

CUTALUS . . . A real treat to have the real Italian cooked food here, with Leo Morrell to entertain you with his delightful music on North St. . . . On Broad St. you will find the new private dining room, "The Sotterreano" where the surroundings fit in with the delicious Italian delicacies.

GENESEE GRILL . . . Spaghetti house featuring an Easter Party.

SPORT SHORTS

Rochester's first annual sport and outdoors show, sponsored by the **GENESEE CONSERVATION LEAGUE**, will be staged at Edgerton Park, Rochester, April 3 to 10, inclusive, one of the outstanding events of its type in the country this year.

Leading figures of the sport world competing include: **WILLIAM F. GIRARD**, World Champion logroller, heading a troupe of seven experts in this art. The famous New Hampshire Guides, engaging in canoe-fitting contests, logrolling, wood chopping and fly-casting. Miss **ALICE REYNOLDS**, the only licensed woman guide in America, holding the women's long-distance fly-casting record, 72 feet.

Chief **W. K. COLLIER**, world champion trick caster, demonstrating ability to hit a target with a 3/4 plug at a distance of 60 feet, knocking the ashes from a cigar at 30 feet. Archery playing an important part in the show. There will be Indian archers, American archers and Belgian archers, shooting at a tree target covered with dummy wooden birds.

Complete Indian Village set up at the show, visitors seeing **CHIEF BUFFALO BEAR** and **PRINCESS BUFFALO BEAR**, rawhide teepees, Buffalo robes, boats burnt out from hollow logs . . . Indians demonstrating their arts of basket weaving and bead work.

Exhibits at the Sport Show covering every type of outdoor sporting equipment, displays of trailers, ranging in capacity from 4 to 8 passengers, speedboats, sailboats, canoes and outboard motorboats and amphibian airplanes.

Standard, factory-built trailer will be given away to some fortunate show visitor, prize drawing taking place Saturday, April 10.

Featuring next wrestling show at Convention Hall next Wednesday night will be **BAD SAM COHEN** of New York. Promoter **JULE BAUMAN**'s answer to the prayer of the addicts, doesn't know whether they want **COHEN** here for a third time, so as to start a riot or whether they want to see him masterfully massaged.

Irondequoit defeats **FALCON RESERVES**, 31 to 26 . . . **TIGERS** and **MONITORS** clashing in feature basketball game of Central Y Jr. League . . . **CRIMSON** engers trounce **SCHMITZ** Five 56 to 25 . . . **NUBS KLEINKE** pitching a good game . . . **JIMMY WHITE**, Cleveland's colored clown, leading the **Elks** bill . . . **MANDELLS** softball team shaping up.

The **CONNORS** out-caging the **CRIMSONS** . . . Looks like lawyers to lick **BRADDOCK** . . . **DAN JESSEE** pitching for Campus mentor . . . **RABBIT MORAN-VILLE**'s pal, **HERBY MORAN**, is

with Clark Dennis, tenor, and the microphones.

From Constitution Hill, from Trafalgar Square, from the Whitehall Cenotaph, and from the Abbey itself, announcers will give detailed accounts of the proceedings. America will hear the choir singing as the King and Queen walk up the nave of the Abbey, a description of the formalities at the altar, and the cheers of "God save the King" at the supreme moment when the Archbishop of Canterbury places the crown of St. Edward upon the young King's head. Trumpets sounding at the palaces of St. James and Buckingham, and the booming of cannon in Hyde Park and at the Tower of London will provide a stirring accompaniment.

the new prey of the New Waterford team in the Nova Scotian Colliery League.

THE POLISH FALCONS going swingy after ball games . . . **HENRY** (Long John) **PAPROCKI** truckin' . . . **RUSSELL** (after the thin man) **BROWN** wiggling every bone in the long torso . . . **MIKE** (Count) **BORSZANSKY**, tap dancer, sure shaking his pups . . . used to do two a day under the alias **MICHAEL BORIS** . . . **HANK** (Hymie) **KLEIN** and the mad Pole, **POOPDECK SWEHKOS** doing the ballet . . . **RED SMITH** faking M. C. . . .

BRAMPTON lacrossers kicking the far out of the **IROQUOIS** by the 17-11 route . . . **FRANKLIN HIGH** did the city proud, recapturing the Sectional Class A, winning from the former champs, **HORNELL** . . . **GENEVA** outgaining **BROCKPORT** . . . **MANCHESTER** taking **NUNDA** into camp . . . **ONTARIO** winning the Class B . . . trouncing **NORTH ROSE** for the Class C . . . **IMPERIAL BASEBALL LEAGUE** all set to go . . . **TOM** (Union College track star) **BOWIE** leading **BEATRICE DU BOIS** to the altar . . . The **SPEEDY**'s all set for the ball season with **B. A. SPEEDY**, **HY MANDELL**, and **EDDIE POWERS** as prexy's . . .

JIMMIE GENARY coming along well in organizing gal's softball league . . . already has booked such feminine queens of swat as **GINNIE BROOKS**, **ELIE VOORHEES**, **BERNIE BELASKI**, **VI TYLER**, **LORRIE LATHAM**, **COALY COLE** and **RUTHIE FRANK** . . . **JOHNNIE ALLEN** kicking the maples for a mean 913 and **DAVE BERGER** for 900; . . . **HENCHEN'S** planning a doubles sweepstake, April 4.

All the lads getting ready for the outdoor sports show, April 3 . . . **JOHNNY REED** lusting 48 birds to win **COMMUNITY SHOOT** . . . **LOU WEST** leading **COUNTRY CLUBBERY** with 45 . . . **LES SLADE** running 46 out of fifty to lead the **LOCUST HILLERS** . . . The boys a bit off at **OAK HILL** with **DOC ELLIOTT** only smashing thirty-five . . . **HERB CRUCKSHANK** steady as usual with a 41 to lead **BROOKLEAVERS** . . .

TONY PERRY just missed by one bird a perfect to lead **ROCHESTER SKEETERS** at **BROOKS AVE. SHOOT** . . . **POLISH FALCONS** again in the fore kicking the **SPRINGWATER EAGLES** . . . The **ROCHESTER RED WINGS** looking good in their opener against **CHATANOOGA** with a 4-3 win . . . The lads at 9 **MILE POINT** thinking about painting their **SNIPES**.

News of the week:
SPRING IS HERE, ETC.

Hot Flashes

Add distinguished visitors, skating star **HEDY STENUF**, swell blonde tresses too, boys . . . add swell publications the **Sour Chimes** Edition of the Campus . . . Fifty million Frenchmen can't be wrong, about the **Pile of Bricks** on the Bend of the **GENESEE** . . .

Molarman of the week:
ARNOLD DONOVAN

RIVER PARK INN

features
Bob Henry's Orchestra
Friday and Saturday nites
EASTER PARTY
Chicken Dinner with
Old Fashioned
Biscuits **50¢**
East River Road
Just Across the R. R.

HOTEL UNION

40 South Union St.
Where Merry-makers Meet
Capt. Guenther's Orchestra
FLOOR SHOW SAT.
featuring
Jeanette Seymour
and Other Acts

ZR-3

RESTAURANT
and TAP ROOM
109-113 State St.

featuring
ALL STAR
FLOOR SHOW
Wednesday, Friday and
Saturday
GOOD DANCE ORCHESTRA

Soldi's

is served in true Italian fashion at all times—Also they have the same Spaghetti and sauces to take home—Pat and John are your genial hosts.

Music by The
VELVADORS
FRIDAY & SATURDAY
"Where Good Fellows
Get Together"
482-486 Jefferson Ave.
Member Monroe Restaurant
& Liquor Operators Ass'n

Radio Ramblings

(Continued From Page 10)

sending presents . . . To date, **Don** has received a box of candy, a yellow and green necktie, one orchid and three gardenias . . . Oh, shucks, **Don**.

WHAM'S *Milady of Melody* is **Lucille Doran**. *Milady*, featured vocalist with a bunch of really swell bands—for instance . . . **Orrin Tucker**, **Tom Gentry**, **Blas Steel** (at the Nut Club in New Orleans), **Dave Burnside**, recently filled out second run at **Odenbach's** with **Bobby Lyons** . . . Turns out a bang-up chore at **WHAM**—four weekly . . . Off the Silva standard for another week as the **Kendall Sportscast** goes **Tom Murray** with love.

Maestro Wilfred Pelletier, who directs the orchestra for the Metropolitan Auditions of the Air, is fed up with old-fashioned musicians who turn up their respective noses at all popular tunes. Personally, he enjoys many current hits, and is now requesting "The Night Is Young" from his favorite dance band.

A fast-moving new minstrel show, the **NBC Minstrels**, with a star-studded cast of singers, comedians and musicians, will make its debut over the **NBC-Blue Network** Wednesday, April 7, at 10:30 p. m., EST, and will be heard weekly thereafter at the same time.

Gene Arnold, **NBC** narrator and commentator, will be interlocutor, **Billy Zeck**, who has been a vaudeville star for twenty years, but who is new to radio, will be one of the end men. Others will be **Bill Thompson** and **Harold Peary**, **NBC** character actors, and **Shorty Carson** of the **Ranch Boys** vocal trio.

There will be a male chorus of ten voices, made up of three popular **NBC** vocal groups, the **Ranch Boys**, **Biscuits** and **Cadets Quartet**.

Robert Gately, baritone, as soloists. Another unique feature of the new series will be a tap dance chorus, consisting of a quartet of shoe wielders and a soloist.

Local color from various communities in the country will be injected through the designation of honor cities, selected on a basis of votes received in proportion to population.

WHEC-ing

WHEC TO BROADCAST KING GEORGE VI ADDRESS FOLLOWING CORONATION.

Climaxing its broadcasting of the brilliant and dramatic ceremonies attending the coronation on May 12, the **Columbia Broadcasting System**, through **WHEC**, will bring to the American radio audience the address of **King George VI** as he speaks to his subjects throughout the world. Announcement of the tentative arrangements for the broadcast was made today by **Columbia's** London offices and the **British Broadcasting Corporation**. His Majesty's greeting to an audience conservatively estimated at 400,000,000 will be the high-spot in a day of almost continuous transatlantic broadcasting during which the **Columbia** network will present a vivid picture of the ceremonies in London.

More than 50 microphones will be set up in 30 strategic places to bring American listeners the account of the event. Commentators will describe the King and Queen leaving **Buckingham Palace**, and the cheers of an estimated 3,000,000 spectators along the route to **Westminster Abbey**—perhaps the largest single assemblage of humanity in the world's history—will be heard through

Can You Pick America's Ten Favorite Songs? \$750.00 in Prizes

STRANGE THREAT The Future Holds For BOBBY BREEN	BEGINNING The Stormy Life Story of PHIL BAKER	TRUE STORY Of My Tour With NELSON EDDY Revealed by Nadine E. Conner
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Besides these features there are a score or more of the most interesting and unusual stories concerning Radioland ever published—

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MAY ISSUE **RADIO MIRROR** 10¢

LOEW'S ROCHESTER - FLASH EASTER CONTEST—Enter Now

Sweethearts



First Prize \$5.00 in cash
Second Prize \$2.00 in cash
Third Prize \$1.00 in cash
Thirty Prizes 2 Tickets to Loew's Rochester Theater

Through the courtesy of Lester Pollock and Loew's Rochester Theater we offer something brand new in contests !!!

Spring is in the air and love is everywhere !!!

The engagement of Jeanette MacDonald and Gene Raymond has been highly publicized . . . Making a list starting with them of other famous Sweetheart Couples in Hollywood, cut the picture appearing above and submit this with your list.

All contestants should mail (or deliver in any other manner) their entries to the FLASH offices at 6 State St., Rochester, N. Y., addressing them to the Flash Sweetheart Contest Editor . . .

They must be postmarked not later than Midnight, March 31st.

An announcement of the winners will be made in the issue of April 3rd.

HOLLYWOOD EASTER PARADE

"Black will be the most important color for Spring and Summer," according to a prediction made this week by Ernst Dryden, who created the costumes for Frank Capra's Columbia production, "Lost Horizon."

Those black costumes must, however, be freshened in every instance with light touches. White, chamois and soft shades of pink and blue will struggle for first honors as contrasts.

Skirts will average thirteen inches from the floor and will not rise to the knee as has been rumored.

"High hats" will not be accepted in smart fashion and in many instances milady will wear no crown on her head whatsoever.

The short evening gown should merely be considered as a fad and a fancy which will shortly pass.

Bags will be large and will have definite importance as an integral part of every costume.

Dryden is a devotee of simplicity in fashion. He warns women not to accept every newly launched fashion trend, for he considers a woman more smartly dressed in yesterday's fashionable gown than in an advance one that shrieks the mode of tomorrow. He disapproves of a woman wearing any costume that is unbecoming simply because it has fashion value. Finally, Dryden advises women never to select clothes that overshadow her personality, the vital characteristic which should always be enhanced, the vital characteristic which should always be enhanced, and not subordinated, by fashion.

Musical Musings

Responding to numerous requests, the Rochester Philharmonic Orchestra, with Jose Iturbi conducting, will give a special post-season "pop" concert in the Eastman Theatre on Sunday evening, April 4.

Popular prices, as well as popular music will prevail.

For the first and only time this season, Iturbi will act as conductor and piano soloist at this concert. He will play a Beethoven concerto, conducting the orchestra from the key-board.

The Civic Music Association announces that the Metropolitan Opera Company will present a single performance of Richard Wagner's "Lohengrin" in the Eastman Theatre on Monday evening, April 19.

Heard in the cast will be such internationally famous singers as Kirsten Flagstad, Lauritz Melchior, Karin Branzell, Julius Huchn, Emanuel List and George Cehanovsky. Maurice de Abraham will conduct.

The entire Metropolitan orchestra and chorus will be heard, and scenery will be brought direct from the Metropolitan Opera House for the occasion.

Seats will go on sale at the Eastman Theatre box office on Thursday, April 1. Meanwhile, mail orders are being filled.

Hot Flashes

The brothers PFAFF readying for the baseball season, but not too busy to see the twins on Magalino Strasse . . . WAYNE LOURETTE chasing a lassie tagged PAPROCKI . . . EDDIE THOMAS seen exploring Nassau St. . . . LORETTA (Norton Strasse) LASEK with a different swain each eve . . .

Silent Babe of the Week:
THERE AIN'T NONE

Offside to JIM ROYCRAFT, pick on someone your own size . . . MAX KAPAKE looking for that w. k. pretty in a d. t. dance hall . . . Add funny guys, ANTHONY DE PASQUALE . . . BERNICE (BLONDIE) BOVAY moved, but left forwarding address at 23 Tacoma . . . ALVIN CRANSTON gone dance crazy . . .

OLD GOLD NO. 54

Kiddies still the repercussions reverberate over Old Gold Puzzle 54. A reader telephoned the possible solution as being ROBERT PEARY . . . The RO on rough seems to be separated. It being a gin mill, it has a BAR therein . . . The Toot's conversation contains an IT . . . RO-BAR-IT or Robert . . . A winner is a PEER and the toughy is rapping the boys on the eyes and ears . . . P-EAR-EYE . . . Peary! Next!

Call for Philip Morris

BOXING SECRETS BAIRD

by Billy Baird

There appears to be two distinct lines of endeavor in the pugilistic field.

On one hand we have the more apparent development of "slugmanship" wherein two adversaries climb into the ring and do battle in much the same way as the Roman Gladiators, who used to pound each other to death with mailed gloves on their fists.

On the other we have scientific boxing, favored by those who love the game for its healthful exercise and manly attributes. It usually is found in those of unusual natural boxing ability, backed by experience and correct training.

Development of "slugmanship" is the natural reaction of boxers to the cries of the average fight crowd for a show of blood. It does not seem logical that two men will go into a boxing ring and derive any real pleasure for themselves in battering each other beyond recognition. So it appears that, although the crowd looks for blood, the real reason we get so many slugging matches, is that the fighters themselves do not know any better.

The less apparent development of the boxing ring is an acquired technique. Many misinformed people think that boxing and slugging are the same thing and the common attitude toward both classes of pugilists is one of indifferent contempt for people who will deliberately go into a ring and receive a lot of pounding for very little reward.

Real boxing technique is as highly developed an art as can be found in any field of endeavor. A prospective Metropolitan Opera star has no illusions about the great amount of work that will be necessary in order to achieve his ambitions. Nor would such a prospect think of trying to sing in an opera, or anywhere else, for that matter, after two or three weeks of training and before he had even had the chance to absorb the fundamentals or groundwork in his field of endeavor.

It is no less important for a prospective champion in the pugilistic field to creep before he walks, and with this in mind, his concerted efforts should be applied toward complete understanding of boxing fundamentals.

Any of us could go into a ring, in good physical condition, and stand an even chance of drawing as much blood and doing as much damage as the other slugger with whom we are matched, so it is not necessary to deal any further with the vulgarities of "slugmanship."

Boxing as a technical science is a natural development of the human race. One cannot imagine any human being who has a quick mind standing still while another unintelligent but stronger man approaches with the evident intention of striking. Perhaps the brute might hit the intelligent man the first time but there is no doubt that the intelligent man would hastily figure out what to do when next attacked. This illustrates the birth of scientific boxing.

Instinctive cunning, which the human race has developed during its existence, is its greatest asset in self-preservation. However, while each of us has this natural cunning, this sense is more highly developed than it is in others. Regardless of the degree of development, logical training and control of our instinct will improve this faculty to a much greater degree.

Many people whose physique appears to be frail, or whose tendencies are very mild, sometimes are scoffed at and belittled by other people who are blessed with a strong physique and aggressive natures. However, this does not mean that the smaller and gentler folks are less defenseless than the others. For instance, when David slew the Philistine giant, Goliath, he was hopelessly outclassed physically, but he had the advantage of a quickened brain. With the use of a sling, David was able to hurl a stone with such force that Goliath was killed. The technique of boxing follows the same principle that David used, i. e., one should consider his opponent and, without being foolhardy, should try to master him without absorbing severe punishment.

For the uninitiated the writer would suggest that he take time to climb into a boxing ring, put the gloves on with some opponent as unskilled as himself, notify the timekeeper that they wish to box three 2-minute rounds with 1-minute intervals between each round. The combatants should agree to try very hard to knock each other off their respective feet. At the end of the third round, if it lasts that long, they should take the gloves off and with all due humility ask some boxing expert, "Just what is there to it?" They probably will learn that the answer is not nearly as simple as the question.

Looking very swank:
WARD WILLIAMS

Barologist:
GENE SCHNARR

Hot Flashes

Add affable sportsmen, HOWARD KIDD . . . To VAN KNIGHT, when are the wedding bells going to ring???. . . BILL the MACY, wintering down Camden way . . . HI CLEMENTS, trying hair restorers . . .

SALLIES FROM THE ALLEYS

SAM LA PLACCA (fashion plate de-luxe) of the Smoke Shoppe Team still leading GALLIOTTE by a good margin, losing a few votes by those W.P.A. pants . . . CAP (Texaco) CARROLL quite a boy on figures . . . Bless his little heart . . . doesn't steam MUCH either . . . Bad news for the Garbo's, with such cowboys on the sick list, PHIL KLOS, HARRY WAGNER, GEORGE HENCHEN, CHUCK PRENTICE, TONY BUONOMO, and DOC MARTIN.

GEORGE (Elm Hall) ANGEVINE and his MUZZ just can't wait till June, whata break for Niagara Falls . . . Congrats to BUCK O'LEARY on the five new Bull Pups . . . Acrobat bowlers of all time, EDDIE STEUERWALD, FRANK MEMMEL, ERNIE REBMAN, RALPH TOWN and BOB NESSELL . . . Missing bowlers, ERNIE BARNES, LEN WITTMAN, PHIL KLIRGLER . . . RUSS THOMAS and the Clark Gable mustache going big with the fair sex, and we thought it was his bowling.

MARVIN AUGUSTUS LUSCHER dead ringer for JOHN BARRYMORE, some people have all the luck . . . Bowling team a la Hollywood: MILLIE HEIDLE, CARRIE ADAMS, BILLIE BURKE, IRENE MAGRANDER, BEE SPEIGLE, DEE DECKER, and the comely Missus ART ENGLERT . . . JOE (Smoke Shop) SARGENT, City and Journal Champ, waggoning it . . . Somebody better be careful . . . ICE HOUSE JOHN KONDOLF, Elm Hall Cowboy, startled the boys with a 258, who said monkey glands???. . . WARD VAUGHN leaving for the A.B.C. not without SASSY SUSIE . . . HOWIE (working gal's friend) DECKER back from Gotham, lighter in pocketbook and avoirdupois . . .

Bowlers a la JACK DEMPSEY: RALPH TOWN, HEINIE FACKLEMAN . . . Sheik bowler of the week: DON MC INTYRE . . . Henchen Hall Cowboys: JOHNNY STONE, JOE BURKE, GEORGE HENCHEN, MARKY CHAFEL, JOHNNY SCHLEIB, JIM ANSINI . . . CLINT HOWARD'S Pets: SLIM KEEGAN, SPIKE WILSON, BILL ASART, BILL RUND, JOE SARGENT, and ART MAGIN . . . BILLIE BURKE, the ELK'S Antler Bowler having a great year. Could it be that BARRYMORE Inspiration?? . . . WALT MARGRANDER, sand and gravel biggie, retired for the season, those 128's and 118's being the reason . . .

ED FISHER, star left hander on the old Premiers, showed he could toss any kind of ball, result 278 on the slides . . . HOWARD

BUCKMAN, former star of the old days, deciding to replace the bowling ball for the bedroom slippers and only 69 years of age. Shame BUCK, Shame!!! . . . AL (Brass Railery) FRITZ gandered a new GARBO, decided to reduce, steam baths every day at the "Y" . . . Why AL . . .

HERB MUSSMAKER, Elk's Leaguer, a glutton for punishment; 118-126-122; and still trying . . . Bring on the medal for Bravery, or are you afraid to go home, HERB???. . . CODY WALLER, Journal Scribe, valued member of the Roast Beef Trust . . .

SUSIE SARGENT, pretty frau of City Champ, JOE, started a Joe Lewis with her hubby . . . result 88-97-106. Now who's laughing???. . . BENNY HELFER, pride of Henrietta St., took BARNEY NAST for a saw-buck in a Euchre game . . . BARNEY wants to get even but they say that BENNY has taken a trip to Germany and can't be found . . . NORINE ROE bowling a mean 192 at the ELM . . . while BALDY (Remer) rolls a neat 100 . . . Welcome to the alleys, BERNARD COLLINS, bowler extraordinaire from Du Bois, Pa.

The Play's the Thing!

The purple players, Dramatic Society of the University of Niagara, Rochester Division, will present the play "The Milky Way" on April 2 in the parish auditorium of Immaculate Conception church. The play is a comedy in three acts. The leading roles are played by Don Sullivan and Dorothy Iupps. Following the play a dance is scheduled from eleven to one o'clock. Dick Dinsmore and his orchestra who will provide musical interludes between acts, will swing it for the dancers after the play. Other members of the cast are: "Happy" Milazzo, Leo Hickey, Robert Shatzel, Anthony Pilleccio and Lester Gleiner.

Hot Flashes

Offside to JAN TIBBLE, when is the Mexican Heart Interest coming home???. . . Seen chatting over Sibley's dress goods counter, JOHNNY DU BOIS and ELLEN BRONSON . . . To VAN ARDSALL what is the big attraction at the Nusbaumery . . . Could it be WINNY???. . . Our local hero, ART ROBINSON seen strolling . . .

BEGINNING NEXT WEEK: We will try to take you on a trip thru the Administrative offices, of the WPA Headquarters, (South Ave.).

What are your chances of winning, on the Italian Lottery?

Hot Flashes

PHIL HANN now in the parking station racket . . . To MUTT REED, hope you have a good time in the stix over Easter . . . KEN (WHAMerman) LOYSEN blossoming out with the new toggery . . . FRANK (engineer) MACY smoking the rankest cigars . . . BOB (bankerman) MOSER looking more and more like a cherub . . . Smiling telephone voice of any week, GINNY (Aetna) MONYHAN . . . GARRY NOLAN still looking for the redhead with a million . . . Offside to PAT O'REILLY, how about that fishing tackle???

Squeezebox Artist:
BEANY MORGAN

ED LAMB shining up the golf clubs . . . CONNIE WARD buying new equipment, the depression is over . . . Where is WALT CUNNINGHAM these dazes, miss you at the old sippers, WALT . . . PETE VERWEY, fight fan of the year . . . OLLIE THOMAS, going to town . . . BILL STEELE, still gandering . . . Offside to HARRY QUIGLEY, if you want a liberal education, follow son JIMMIE around on these noon rendezvous . . . The brothers POLAINO with a new car radio . . . WELLINGTON (Duke) POTTER still standing on the soap box.

Pill Pusher of the week:
SAM STABINS

The handsome blonde pretty in the Lincoln Alliancery, Exchange St. Branch, is none other than MARY STEWART PIERCE BASTIAN, Missus to you . . . Demon motorcycleist of the week, copperman HERB RATHKE . . . What has happened to QUINNY GOODGER???. . . MOREY SCANTON takes the nod as the flatfoot of the week . . . Mighty atom of energy, JIMMIE SCHLOTTMAN still plugging the insurance . . . GEORGE JONES writing poems . . . must be spring is in the air and love is everywhere.

Sense of humor of hte week:
IDA KOCH

Coal-heaver of the Week:
GEORGE MERCHANT

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

Call for Philip Morris

SPRING GOLFERS IS HERE

HOW'S YOUR GOLF
MC GRATH GOLF SCHOOL
53 MAIN STREET EAST

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BERT'S TAP ROOM
All Legal Beverages
WELSH RAREBIT 45c
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QUALITY RESTAURANT
Famous for Good Coffee
473 N. GOODMAN ST.
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These Are Two Up-to-the-Minute Restaurants to Serve You Anytime Day or Nite Where Excellent Foods Are Served Courteously
WATCH FOR OUR NEW Enlarged new Brown Street quarters to open soon

LACROSSE

"Modified Murder"

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Saturday Night
50c and 75c

Tickets Now On Sale At

Adams Hotel, 133 E. Main St.; Powers Hotel, Main 4860; Roch Sporting, 11 State St.; Seneca Hotel, Main 4748; Spaulding, 111 St. Paul; Brass Hall, 332 E. Main St.

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275 State St.

Service With A Smile

HAPPY DAYS
Are Here Again
At Genial

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1260 North St. Main 8234
FOR THE BEST

In LIQUORS
FOOD WINES BEERS

BUONOMO BOWLING HALL

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SECRETS
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by
BILLY BAIRD

3 BOXING LESSONS \$1.50
limited offer . . .

Exercise should be
Interesting & Entertaining

PRIVATE
GYMNASIUM
110 ADAMS ST.

Adventures of Billy Ross

By Burns

AFTER THINKING IT OVER, BILLY DECIDES THAT IT MAKES LITTLE DIFFERENCE WHETHER HE TALKS OR NOT - THE GOLD IN ALL PROBABILITY WILL NEVER BE FOUND.



IF, HOWEVER, HE CAN MANAGE TO ESCAPE, ANY DIGGING HAMMOND MAY DO WILL ONLY FACILITATE HIS SEARCH LATER, ON - BLACKIE WILL ELIMINATE SOME OF THE POSSIBLE LOCATIONS.



ROLL OUT BUB - AN' START TALKIN'! BAT CAME IN LAS' NIGHT - AN' THERE'S NO TRACE OF LAMB'S DOUGH IN TOWN.



YOU'RE RIGHT BLACKIE - AND THERE IS NO TRACE OF IT HERE EITHER - IT'S CACHED - BUT WHERE - TRY AND FIND IT!



Re-Vues & Pre-Vues

Rochester-ing

In a twin bill the house of Pollock entertains with:

Charles Boyer and Jean Arthur, a fascinating new pair of screen lovers, slipped into town this week in a film romance as fresh and smart and charming as the Paris in which it blooms.

The occasion was "History Is Made at Night," Walter Wanger's second production for release through United Artists, and this story from the twin typewriters of that inimitable team of Gene Towne and Graham Baker sparkles with bright, gay, flippan dialogue that we wager you'll be quoting for weeks.

The handsome Boyer has never been seen to better advantage than as Paul Dumond, Paris man about town and glorified head waiter, and lovely Jean Arthur is also at her charming best as Irene Vail, the New York mannequin who yearns to break the bonds of her unhappy marriage to the jealous, domineering shipping magnate, played by Colin Clive.

The story opens on a novel note with Paul, the handsome and mysterious stranger, playing knight errant to Irene when her husband sends his chauffeur (Ivan Lebedeff) to her hotel suite to compromise her so she'll be compelled to drop her divorce proceedings. Paul floors the chauffeur, carries off Irene and a glorious romance is begun as these two fascinating and fascinated strangers dine and tango 'til dawn in the smart Paris cafe where Paul is, unknown to Irene, head waiter. The ever-reliable Leo Carrillo provides another grand portrayal as Cesare, the temperamental chef of the cafe.

A tragic note is introduced when Irene arrives home and finds that Paul's blow has killed the chauffeur.



Charles Boyer and Jean Arthur in "History Is Made at Night"

four. Now Vail feels he can force her to drop her divorce proceedings to save the handsome stranger.

She returns to New York with him, but finds she cannot remain with Vail, and takes a job as mannequin.

Paul, meanwhile has pursued her to New York where he and Cesare take over a fashionable cafe. The theme develops into one of the most unexpected climaxes in screen history—one that it would be unfair to reveal here—and the story ends on a happy note.

For the second feature we are to enjoy: "Trouble in Morocco," a thriller about the famous French Foreign Legion, featuring Jack Holt and Mary Clark. This picture is pictorially perfect. Some of the camera shots will thrill, as well as give you a real idea, what the north African shores are really like.

Century-ing

Phoebe Throssel, quaint character of Sir James M. Barrie's "Quality Street" first brought to life by Maude Adams, has been recreated by Katharine Hepburn in her own inimitable manner for the screen version of the play which opened last night at the Century Theatre. As co-star, Franchot Tone plays the role of Dr. Valentine Brown. Both headliners triumph in their roles.

A ten-year romance between the two is interrupted by the dashing young doctor's enlistment to fight against Napoleon. The situations which arise after Valentine's return form the base of the story. They are in turn quaint, humorous, appealing and strikingly dramatic.

Besides Katharine Hepburn and Franchot Tone, the film also presents Fay Bainter, noted stage star, who portrays Susan Throssel, the "old maid" sister of Phoebe. Eric Blore, the funny butler of the Fred Astaire and Ginger Rogers musicals, is seen as the bluff and hearty recruiting sergeant, Estelle Winwood and Helena Grant, stage favorites, have the roles of gossip and curious neighbors, with Cora Witherspoon, another well-known stage actress, as the peppery maid, Florence Lake, Bonita Granville and Joan Fontaine are also seen in prominent roles.

As a second feature: Booth Tarkington's classic young adventure-seekers, "Penrod and Sam"—who in time, perhaps, will gain the immortality achieved by Mark Twain's lads, Huckleberry Finn and Tom Sawyer—came to life delightfully yesterday on the screen of the Century Theatre, in First National's comedy-drama bearing their names.

Now, just because this movie is about boys, let no grownup think it is intended for juvenile audiences only. And the adults who made up a large part of yesterday's assemblages at the Century Theatre will affirm that statement. It has plenty of thrills as well as laughs, and Pa and Ma as well as the youngsters will enjoy it.

Billy Mauch, astonishing new boy actor who scored so tremendously as the drummer boy in "White Angel," and again as young Anthony in "Anthony Adverse," is starred as Penrod. Harry Watson, a veteran of juvenile films, is excellent as Sam.

Without in the slightest degree altering the theme or the charm of Booth Tarkington's long-loved story "Penrod and Sam" has been brought right up to 1937 in certain respects.

succeeds but falls in love with her.

As an added feature attraction the Palace is offering America's own alluring method of dramatizing the day's News... The March of Time... We need no comment, as these features are always most popular with the Theater Going Public.

Good Luck CONNIE!

Connie Gange, now a permanent member of that grand swing and Mexican band of Camillo Caceres, is heard nightly via the Buffalo airwaves, and weekly via the Columbia network from the very swanky Chez Ami in Buffalo.

Hot Flashes

house) EDDIE Waldorfing it... FRED BONCHE, Easter-outfitting... the comely Missue FRANK HENNINGBERGER awaiting, dime in hand, for each issue of the FLASH.

Radio Ramblings

WSAY-ing

WSAY carrying several special program of musical favorites... At one o'clock a fifteen minute program for Easter Sunday... From four until five, a program of Church Services broadcast direct from Saint Bartholomew's Church in New York City... At 2:30 an Ave Maria Hour based on "Easter Sunday"... and further special programs to be announced...

The Jewish Hour, usually heard Sundays at ten o'clock presented yesterday because of the Feast of Passover which begins Sunday... Sunday morning at ten o'clock the "funnies" will be dramatized over the network...

WSAY has been presenting an episode of the "Passion Play" each afternoon of week, and will continue thru Sunday...

Carrying a new series of network programs which are heard seven days a week, from 12:30 till 1. The programs, which are musical, originate in New York, and are sponsored by the La Rosa Macaroni Company... Saturday afternoons at 5:30, WSAY carries a new network program called "New Ideas"...

Saturday afternoon at 5:45, a new musical program added to schedule, called "In Old Spain"... At 10:45 Tuesday mornings, music with a foreign touch is presented in "Continental Varieties"...

Several programs are being carried from both the Colonial and Yankee Networks in addition to the regular New York State Broadcasting System feeds... New programs originating in Boston, Mass... BEGINNING THURSDAY WSAY WILL BE ON THE AIR UNTIL 6:45 P. M.

Pictures seem to be the craze in the studios at the moment... Since LeVere Fuller's pictures turned out so good, everyone's been wanting their taken... Mort (Timekeeper) Nushbaum finally succumbed, and expects to be sending them out very soon... Mort, in-

identally, already has collection of over four hundred and fifty requests... Seems that the Timekeeper fans want to know if Mort LOOKS as funny as he sounds... Hubert (Love-In-Bloom's) romance is still going strong... Ken Johnson and Gordon Brown are in New York (just for a change)...

Ken Sparnon finally settled down to live in Rochester... His home, after April 1st, will be the Ardley Apts... Which means Ken's devoting full time to WSAY, no longer commuting to his old haunts at WSYR, Syracuse... Bert Allis is receiving contributions to his "Dog-House"... and rumor has it Bert may move in permanently... What a happy medium it would be, if LeVere Fuller gave some of his hair to Heath (Accounting department) Rearwin, and vice-versa... Rearwin displays the new 1937 stream-line haircut.

WHAM-ing

"Bum" Holly, WHAM staffer, has three pet hobbies: photography, boating and hunting... also President of Rochester Camera Club with oodles of trophies, cups and stuff... Lew Stark, regular announcer for Blue Network programs originating in Rochester, Kay Bullis of the Program Department, keen about sailing over the bounding bay... Ken Loysen still Rochester's best dressed announcer... Ken Gardner, Control Room Chief, has a new Watch'm Go By car... Don "Andy" Anderson weighs only 149 without tonsils... coming out party gave Don a week vacation... Some fun, says the Control gainer.

Walt Malone of wire-cutters department wants to be candid camera man... Cereally speaking, the Red Wings' baseball games will be sponsored this year through WHAM... Yes, even the road games... Prima Donna Harris of Alarm Clock fame has young lay listener who really believes in (Continued on Page 7)

Palace-ing

High comedy, fine music and romance in glamorous Waikiki, enacted by a splendid cast, including some of the best known names of the radio and screen, and splendidly conceived and directed, make "Waikiki Wedding," which opened at the Palace Theatre last night, as brilliant and thoroughly enjoyable an evening's entertainment as could be hoped for.

The cast is headed by Bing Crosby and includes Bob Burns, Martha Raye, Shirley Ross, George Barber and Leif Erickson in the main roles, with background and atmosphere provided by two hundred and fifty native dancers, drummers and musicians. Among the latter are

Miri Rei, the dancing girl who proved the sensation of the Ziegfeld Follies a few years ago, and Kaula and Nalani De Clerq, Honolulu dancing girls.

"Waikiki Wedding" is the story of a smart publicity man, played by Crosby, who outsmarts himself. As the representative of a pineapple cannery, he organizes a contest for pineapple recipes, the winner of which is to receive a vacation in glamorous Waikiki. Miss Ross wins the contest, comes to Waikiki, becomes bored with the place and decides to return home, ruining the publicity campaign.

Much of the rest of the picture is taken up with Crosby's attempts to keep Miss Ross thrilled. He

FLASH! Popularity Contest WINNER

will be announced

NEXT ISSUE

April 2nd

including

PICTURE OF THE WINNER

IT'S TRUE! By Wiley Padan



LUISE RAINER
AS O-LAN IN "THE GOOD EARTH".
SHE HAS RECEIVED 50 MANY FAN LETTERS WRITTEN IN CHINESE THAT SHE HAD TO HIRE A CHINESE INTERPRETER!



PAUL MUNI
WORKED 5 HOURS ON A PRIMITIVE WATER TREADMILL IN "THE GOOD EARTH". HE ESTIMATES THAT ABOUT 200 GALLONS OF WATER WERE RAISED.



CHARLEY GRAPEVIN
USED TO BE IN A CIRCUS



Paul MUNI AS WANG LUNG



Luise RAINER

*CHING WAH LEE (MUNI'S FRIEND IN "THE GOOD EARTH") ORGANIZED THE 17 CHINESE BOY SCOUT TROOP IN THE WORLD—TROOP NO. 3 OF SAN FRANCISCO—

WHILE PLAYING IN "THE GOOD EARTH", MASTERED NEARLY 200 CHINESE WORDS AND LEARNED TO WRITE 80 CHINESE CHARACTERS FROM CHINESE PLAYERS IN THE CAST.

*New York, N. Y.—"IT'S TRUE! that 'The Good Earth' marks a reunion for Paul Muni and Harry Oliver, art director on the picture. Oliver was art director on Muni's first great screen hit, 'Scarface,'" says Wiley Padan. "Paul Muni plays some twenty ages in this Metro Goldwyn Mayer interpretation of Pearl Buck's Pulitzer Prize novel."

WARDS REVOLT AUTO DEAL U. OF R. BOYS IN COURT DEFEND PROFS

(Continued from Page 12)
Or perhaps because they actively supported George Kelly last year? ... "As long as Dailey wants Trott as leader here," said one prominent sixth ward Democrat, "it will be up to him to elect Trott. But not with our votes!"

Inasmuch as this is nominally a Republican ward, it will be difficult to re-elect Trott unless party harmony is restored. Whether or not this can be done remains to be seen.

The Grimes-Knapp-Kaplan regime in the twenty-second ward is the target of the dissenters there who feel that too many of the nice juicy plums from the public payroll are being dished out to a few favored families. One member of the select inner clique, had all the members of his family on the public payroll a short time ago. Four members of another family were being paid from the same public payroll. And good workers are left to the uncertainty of W.P.A. or home relief!

Loyalty to the party is a splendid thing but the younger blood in the organization, is determined that it shall not degenerate into outright simony. Such a policy in the end only makes for discord and inefficiency within the party. Any movement aimed at the elimination of such rotten conditions has the sincere best wishes of the FLASH.

Hot Flashes

JOE PAPROCKI, latest in men's fashions ... smiling ED-DIE SCHMEER (Park Restaurant), new landlord ... ROSE INGRASSIA, pretty brunette back from Haldressing Convention ... ORVIN LUSCHER, pride of the Democrat and Chronicle ... BEN LEVINE, the Investor Ge ... cheerful little eye-ful, HELEN PICONE ... PAUL GILLESPIE, still woman shy? ... FLASH Fan of the week, Missus CHARLIE HEDGES ... ELEANOR LYNCH, scater still of big dogs ... BOB RAYFIELD, popular lad from Webster.

Bankerman with a smile, WALTER SULLIVAN (Lincoln Alliance). All the lads are wondering what happened to BETTY (socialite) ADAMS ... Still the swell matron of the week, the Missus RICHARD (BETTY) TODD ... Onside to DICK TODD, how about a little crow-shooting? ... Comely blonde tresses, JULIE BRODHEAD ... To BILL GLEASON, is the Mouette getting in shape? ... Voluble talker of the week, PHIL GIOFRIDA.

(Continued from Page 12)
he would be allowed \$214 for his old Willys Knight, and no more. His natural reaction was "Nothing doing. Cancel the order!"

A week later the would-be purchaser bought a car in East Rochester, where he was allowed \$225 for his Willys. This would ordinarily seem to be the natural ending of our tale, but not so! The motor company is now suing the insurance man for \$225!

To make things even more interesting, the insurance man in a claim that due to pressure brought to bare by the motor company, he has been forced to resign from his position with a nationally known insurance company. Tsch! Tsch! Such goin' on!

Hot Flashes

Who is the Times-Union reporter, so interested in all details ... of accident on Exchange and Broad Streets? ... FRED AL LARD threw a double Birthday party for himself and LULU STUMPH ... FRED donating ... JOE ANDERSON in Dutch with the girl friend? ... WINNIE MARTINDALE, pretty steno ... MARGE VOEKEL, Gran ite Bldg. secy., very chic in the new outfit ... HEA WHEELER Farmerette of the week ... ROSE LAVERY takes bow for nurse of the week ... EVELYN REVERIE, diving alone these days ... A. J. FABIAN, Central Service Station, best gas dispenser of week ... and does he go bowling???

Bride of the week:
FRANNY FORD

CAROLYN LINDSAY, pretty blonde of week ... add Dental Hygienist, BESSIE ALTMAN ... personality plus, the GEORGE (HETZLER) PORTERS' little image, cute and bodacious, two years old now and going strong ... Dotes on Bridge Parties, MARY VAN ALLEN ... cheerio guy, ENGEL MARKS (Spectables Man) ... lovely oriental orbs, SIS VAN BORTLE ... onside to PAT O'REILLY, are you still going with MORRIE RYAN?? ... CHARLES NADEL, East Avenor, orb doctor ... rose colored glasses for spring ... popular lass, JOAN HARDING of the Charlotte family ... MARGARET LAMBHASE, extra garrulous lass of the sleuthing family.

(Continued from Page 12)
CHIMES issue and rightfully so ... There is more than sour chimes ringing over the Campus ... A whispering campaign that is a honey) so drowns out the sour notes ... Petitions flying here and yon ... Open rebellion among the faculty members ... Resignations being carried around by a flock of Western Union Boys ... Might be a "Sit-Down" pending.

Get out your handkerchiefs and shootin' 'arns kiddies, and listen to one of the saddest and most amazing stories of the year.

It would seem that in the hiring and firing of the faculty, the fact of a guy's being an A-1 teacher or coach, and an all around human being is appreciated as much as a phoney nickel.

Writing books and spending time on prescribed research, is apparently what counts, plus a pile of parchments (degrees, kiddies), and knowing the proper way to cross a ball room floor, or balance a ridiculous sandwich and a cup of tea at one of those boring of boring afternoon functions ... To make it all the more ducky, the reasons for the scam act, in some cases makes ward politics look like lillies in May.

We may be all wrong in our surmises, fellow FLASH-TOWNMEN, but our idea of a collich is a place where the young guys and gals go for an eddication. And it takes good teachers and personnel to give them thoughts that will transform the neophyte mind. Why kick these guys out for not spending their time studying the ear twitch of Felix Domesticus (pussy cat to youse), or some other equally inane problem in research.

There may be two sides to this little tale, laddies. Prexy Valentine may really be giving the old joint a bit of oil, or a shot of adrenalin. If this is so, Prexy, clean out all the dead wood ... Grab us a good football coach and put the U of R on the map ... We already have a bang up medical school, and all the dough in the world. LET'S GO!!!

Best Dressed frill of the Week:
JANET LOUCK
(welfare pretty)

Orchids!

The Promoters' Civic Club are holding their annual scholarship dance in the ballroom of the Elks' Clubbery on April 3rd. Besides guaranteeing you the best of swingtime by Chuck Collins and his Senators. The proceeds of this party are being used to give some deserving lad or lassie a chance to receive a college education. A truly worthy cause! Buy your tickets early at the FLASH offices, 401 Elwood Bldg., or at BROWNIE'S Marble Bar, State Street.

PUZZLE CORNER

Make four triangles out of six matches arranged in triangles as shown in diagram. These matches may not be bent or broken.



Solution Next Week.

Feature Curtis Cartoons



Well developed sense of humor and full appreciation of the more serious side of world affairs rark the work of B. C. Curtis, whose cartoons now are appearing regularly in the FLASH. His cartoons will be impressions of breaks in the current news, graphically presented.

Mr. Curtis' early life was spent in a rural community. He later attended Morgan Park Military Academy, Colgate University and studied art at the Chicago Art Institute.

He first gained prominence through his work as a cartoonist in Midwest political campaign. His hobbies are cartooning and golf at which he frequently breaks 72. He is an avid reader and contacts thousands of interesting and important personages.

The Curtis cartoons will appear exclusively in the FLASH in this territory.

M.C. of the week:
MORDEN BUCK
(WHEC-eer)

Offside to DOUG BUELL? how are the goats?? ... to PORTER (Nose) SMYTHE, where have you been keeping yourself?? ... Nu's over railroads, CLARENCE EMH. McINTOSH Jr. ... Looking schnazzie in the new Easter togs, ELEANOR (real-estate) SMYTHE ...

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Colored Orchestra every Saturday Nite
SEA FOODS, STEAKS AND CHICKEN DINNERS
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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 how 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.

Strange and Interesting Facts



There are about one thousand hairs to the square inch on a person's head - Bald heads excepted - mac-

C.F.I.



Special Easter presentation by
A. L. FAST M.C.
The Roxiana Girls



SENECA TERRACE
1683 DEWEY AVENUE
SUPPER CLUB



Sparkling - Dazzling
All Girl Revue
RAY REDHEAD ORCHESTRA
No Minimum No Cover



FREE CASH PRIZES MOVIE TICKETS

SEE PAGE 8

NIGHT CLUB GUIDE



FEATURE NEWS

ROCHESTER FLASH

SPORTS THEATRES

WEEKLY

STAGE SCREEN RADIO

VOL. 1—No. 13

ROCHESTER, N. Y., MARCH 27, 1937

WARD LEADERS FACE UPRISING

Young Politicos Bid For Recognition In Battle With Old Guard

Behind semi-closed doors, a very nervous Charlie Punch, once again tried to co-ordinate the Republican forces in the third ward. When the roll was called of the different committeemen, the spectre of a finished old guard reared its ugly head. The empty chairs were conspicuous for their presence. . . . Of course all the old timers like ex-fireman Fred Blum and Brownyard were there doing a little back slapping and proclaiming in loud voices that they had always been Republicans, as had their fathers before them, and so on even to the third generation.

We admire their fighting spirit. But the real salvation of the party does not lie in this type of politician, but in the type that was so forcibly depicted by those empty chairs. The younger blood in the party, labelled insurgents, is coming to the fore and is determined to rule the roost.

Nor is the political revolt confined to one ward or to one political party. In the stormy fourth ward which has heretofore quietly submitted to party regimentation, the feeling is growing that it has been a picnic for a few, but pretty poor pickings for those who got out and did the work. Net result is that Gus Hone finds himself on the proverbial pan.

It is felt by many in the fourth ward that if they belong to the very small inner circle, no matter what their politics have been, they are sure to be taken care of by the inside group. What makes the pill harder to take is the fact that many people remember that some groups in this same ward worked hard to defeat Congressman George B. Kelly, who has always been a loyal Democrat and a good clean representative.

Over in the sixth ward there are distinct rumblings of what promises to become a full-fledged revolt in the Democratic ranks. Loyal party members, after elect-

ing Trott, now find themselves on the outside looking in. Could it be, they wonder, because they are not properly related to Mr. Trott?

(Continued on page 11)

AUTO DEAL IN COURT

When is a car sold and when is a car not sold? That is the question worrying a well-known Rochester insurance man. The answer will be decided in City Court next week.

It seems that this seller of security in the form of insurance grew tired of piloting his Willys Knight around the streets of our fair city and decided to cash it in toward the purchase of a new bus. His eye fell on a very desirable Packard in the show rooms of a West Main Street dealer in new and used cars. The upshot of the succeeding negotiation was the purchase of the Packard. The insurance man signed an agreement in which he promised to pay to the motor company \$1,000. The salesman agreed to allow the purchaser \$225 for his old boat.

But alas and alack! the proverbial slip twist this and that was in full working order and when the guy came around to accept delivery of his new Packard, he was gently but firmly told that

(Continued on Page 11)

College Profs Win Student Body Support

(To be sung to the popular tune)

Oh come, my dear children, and I'll tell you all
About the poor man with no letters at all;
No letters at all, no letters at all
The unfortunate man with no letters at all.

He married a maid who was winsome and fair
With rubies for lips and spun gold for her hair;
But now she regrets that she heeded his call.
For he was a man with no letters at all.
No letters at all, no letters at all
The unfortunate man with no letters at all.

He wanted to teach at a college, you see,
But neglected to garner himself a degree.
Had a job in the Fall but was bounced in the Spring—
'Twas a sad, 'twas a piteous, horrible thing.
No letters at all, no letters at all
The unfortunate man with no letters at all.

He was a good teacher, his classes agree,
But alack and alas! He had no Ph. D.,
So instead of a salary, he was given the gate,
'Twas a sad, 'twas a piteous, horrible fate.
No letters at all, no letters at all
The unfortunate man with no letters at all.

He could not do research, or so he was told,
Before he was tossed out of collegiate fold;
'Twas due to the harsh and unspeakable shame
Of having no letters to add to his name.
No letters at all, no letters at all
The unfortunate man with no letters at all.

—U. of R. CAMPUS—Rochester, N. Y.

For the past few weeks we amusement that we were have been trying to keep up with the events that are transpiring in the Pile of Bricks at the bend of the Genesee. . . . It is with a great deal of

treated to reading a copy of THE CAMPUS, published on March 19th. The lads dubbed the publication the SOUR (Continued on page 11)