

Rochester Public Library
115 South Avenue
Rochester, N. Y.

\$100

POPULARITY CONTEST WINNER ANNOUNCED

SEE PAGE 8

NIGHT CLUB GUIDE

10¢

FEATURE NEWS

ROCHESTER FLASH

SPORTS THEATRES

WEEKLY

STAGE SCREEN RADIO

Vol. 1—No. 14

ROCHESTER, N. Y., APRIL 3, 1937

CIO Invades Kodak?

Ap't Tenants In Graft Vise

If you're having trouble getting your daily paper or the baby's milk at your apartment, you can lay it to the working of the latest racket that's spreading around town. Maybe the paper boy or the milk man isn't shelling out the sugar to the janitor. Because if he isn't, the chances are that all sorts of difficulties are going to be put in the way of his delivery service.

The latest case of this kind to come to the attention of the FLASHmen happened in an apartment building out on Culver Road. According to the affidavit made by Mr. Frank S. McConnell of the McConnell Ice and Coal Company of Pittsford, delivery of milk was not only held up, but in at least one instance money left to pay for the milk mysteriously disappeared.

Mrs. Marie Hampton, a tenant in the Culver Manor apartment house, alleges that seven cents she placed in a milk bottle on her window ledge disappeared. Later the driver for the McConnell Ice and Coal Company was told by the janitor of the apartment house that he could deliver his products to that building only if he paid a ten per cent commission to the janitor, plus a quart of milk daily!

Was it a tenant of this same apartment building who purchased some ties from the National Clothing Company and couldn't get them delivered? After ten days of vain effort the poor guy had to go down to the store and pick them up himself. At the store, he was told that they had been trying three times a day to deliver his ties.

This small time chiseling is becoming too common in this town and we suggest that it be stopped!

(Continued on Page 2)

Sit Down Rumored Near

DEPT. STORES FACE SUITS

Escalator

First move was made this week in another of a series of suits against Sibley, Lindsay & Curr Company for damages for injuries alleged to have been sustained on its store escalator.

Plaintiff in the suit is 3-year-old Thomas Hildebrand, whose father, Eric Hildebrand, 309 Lexington Avenue, was named guardian ad litem of the boy. The order was entered by Supreme Court Justice William F. Love.

The Hildebrand boy lost two fingers on his left hand and one of his right hand digits when his hands were accidentally caught in the escalator last March 11. Physicians fear his left hand may remain collapsed and useless.

McCurdy & Company, department store concern, this week was made defendant in actions to recover a total of \$15,000, the complaint being based on injuries alleged to

(Continued on Page 2)

up the workers in the Kodak plants, sixteen of CIO's crack organizers are in Rochester this week, according to the rumors going around the city.

They are reported to be planning to concentrate their efforts at organization in the emulsion and coating departments for the present. Any labor difficulties in these departments would seriously hamper production and delay deliveries, they feel.

Eastman Kodak, which recently announced a profit of more than 18 million dollars, has never been willing to recognize a union of any kind it is claimed, although wage schedules are, in many instances, decidedly above union scale.

Recent wage increases were announced, it is rumored, in an effort to check any possible labor difficulties. However, reports of possible sitdown strikes still continue to circulate. Workers in the sorting department are reported to be dissatisfied with their wage increase, which in their case is said to amount to only about a cent and a half per hour. The sorting of the film is done by girls working in dark rooms, and they feel that the conditions under which they accomplish their nerve-racking job entitles them to more consideration.

A sit-down strike in the sorting department would probably mean a complete tie-up of the film departments of the plant.

RED HOT FLASHES

Toothpaste smile of the week
LUCILLE PENNOCK . . . Add
swelligant programs, MELODIES
OF ITALY over WSAY . . . add
screwy arguments, the parking
meters . . . Tough luck to HAR-
OLD DE MALLIE for having the
safe robbed . . . GUS FASSIN
still lecturing . . .

To The PITTSFORD BEVERAGE
COMPANY, please send us one
of your schnazzy calendars . . .
ART ARGYRIES, very proud of
protege, CONNIE GANGE; tried
to get her on Rochester airwaves
. . . It took Buffalo to appreciate
her . . .

Wham Wants Wsay

(Story on Page 7)

APR 12 1937

Rochester Public Library
115 South Avenue

Janitor's Graft Grab

(Continued from Page 1)

In fact, it would be a darned sound idea if apartment house owners checked up on their janitors about a lot of such practices. When a guy's paying good money for rent on a shack, he doesn't feel much like being gyped by the janitor, nor constantly annoyed by petty and unnecessary irritations. All the squawking we do to the janitors doesn't get us far and so we pass this tip on to the owners.

RED HOT FLASHES

You're Not In The "KNOW" Unless

You Read

THE

Rochester Weekly

FLASH

- DEBUNKING
 - SATIRIZING
 - ADVERTISING
- ROCHESTER'S POPULACE AND BUSINESS

Read

The FLASH

With

The Biggest Reader Interest In Town

CHARLIE (Barbister) MONDO, dining with two of his friends at the sign of the Red Apple . . . Wed. noon . . . **JOHNNY ACREMAN** and **JOE SHATZEL** seen the other side going ? ? ? . . . **FRED METZINGER** (Vicinity Post) working hard . . . a great guy on a good little paper . . . **JACK FLEENEY** and Fran are doing very well these days . . . **WILLIAM PALMANTER**, doing a good job . . . Rochester needs a few hundred more like him . . . customers of American banks in 1936 paid the lowest average interest charges this century . . . and banks in the same period paid the lowest average interest and dividend rates to customers . . . glad we keep our money in circulation.

One year ago today . . . **GOV. HOFFMAN** of New Jersey spent 5 hours in the home of **BRUNO HAUPTMAN** studying "fall 13" of the kidnap ladder . . . Issued a statement, expressing doubt, any part of the ladder had come from Hauptman's home.

Men painting the Journal sign on Main E. were forced to give up their job . . . not a sit-down strike . . . bad weather . . . **FLORENCE COPPETTA** has a very nice girl . . . **MAN** the legalite disappointed with that verdict? . . . going to middle aisle it, **KATHRYN MAY WEST** (no relation to the MAE WEST) and **FRANNY BROWN**.

Salesman of the week, **SCOOP COOLEY** . . . Paperhangerupper of the week, **GUS MEYER** . . . add signs of spring, **BILL SKARRE** washing the chariot . . . **LONNY CASSLER** looking doggie in the new duds . . . **PAT SALVIN** and **ROC SLATTERY** readying the parks for a little spring necking . . . stinkiest pipe of the week, **AL SIGL'S** . . . molarman **COTRELL** going in for music . . . showman of the week, **BILL DRISCOLL** . . . add swell comedy waiters, **HANZ AND FRITZ**, Rochester Turn Verein . . . good mixerupper, **RED SMITH**.

Brunette of the week:
IRMA MARTIN
(insurlassie)

SETTLED

(Continued from Page 12)
of the sit-downers are both to be praised.

It is rumored that certain friends of Attorney Donnelly are attempting to have him installed as Counsel, but this move is meeting with considerable opposition. The workers hope they will not see the renewal of the serious troubles they experienced in 1922.

Rochester was at one time a center for the shoe manufacturing industry, and it is the earnest wish of the management of the FLASH that it once again attain this position. Only a lasting peace within the industry itself can make this possible, and we sincerely hope that the present wage and hour agreement will be a decided and permanent step towards that end.

SIT DOWN

According to C.I.O. officials today, 500 employees of the Merchant Dispatch transport company are sitting down on their jobs in the company's plant out in East Rochester.

The management of the plant denies that more than 300 workers participated in the demonstration and say that it lasted only . . .

C.I.O. organizers, here from Buffalo, are firm in their claim, however, that the entire force of the Merchant plant is lined up behind their organization.

Elevator

(Continued from Page 1)
have been received on one of the company's elevators.

Mrs. Gladys M. Reeves of Henrietta, alleges she was ascending in the elevator last Jan. 15 when a large lamp globe fell from the elevator's roof and struck her on the head. She claims permanent injuries, alleging she was confined to a hospital bed for 21 days.

Her husband, Ansel Reeves, asks \$5,000 for loss of her services and medical bills. Scully & O'Brien are attorneys for the plaintiffs.

Winners of the Early Bird Contest

The persons listed below please call at the FLASH office, 404 Elwood Bldg., on Monday, April 5th, and upon proper identification, we will present them with a carton of PHILIP MORRIS cigarettes.

Fanny Soppe, 107 Shepard St.

Arthur F. Fritz, 1081 Clinton Ave. North.

William Chick, 34 Glide St.

Winifred Martindale, 75 Troup Street.

Hank Grom, 73 Hardwick Rd.

Several of the contestants forgot to clip the early bird and were automatically disqualified. READ THE RULES!

Early Bird Limerick Contest

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

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



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

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

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

CONTEST RULES

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

GRAND PRIZE: PHILCO RADIO.

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

CLIP COCK ROBIN AND GET BUSY.

There was a young worm in the ground;
Who thought that the world is not round.
When aware of his plight,
He stayed out all one night,

LAST LINE: _____

Name _____

Address _____

RED HOT FLASHES

GEORGIE DANAHUGH back from the toothpaste college . . . **LEWIS CO.** Engaging smile of the week, **GEORGE FORD** . . . **LOUIS CO.** **CYRILLA HARRY** . . . another homing pigeon, **JANIE HARRIS** Add affable taximen, **HARRY** . . . **YVETTE BEARDS-YAW**.

"YOU'RE A PRIZEFIGHT EXPERT," by Paul Gallico.

"Kayo Wins. Fans boo decision." It's easy to tell who really did win the fight if you know what to look for. Paul Gallico points out the tell-tale signs that indicate the probable winner long before the decision.

"DELIA BORST," by Walter D. Edmonds.

Here is a story of a young white woman, pretty enough for any man, who was captured when the Seneca war party leveled Dygartsbush settlement in 1778. Read what happened to her!

"WINGS OVER BROADWAY," by Milton MacKaye.

Behind almost every Broadway theatrical production there is a backer who pats and pays—

The Best Features—The Best Writers—Every Week

Apr. 3 Issue
NOW
ON SALE

THE SATURDAY
EVENING POST 5c

WPA OFFICES HAVEN OF REST

(Continued from Page 12)
Hill about how small their staff is but never a word about how high the salaries are. Mr. Benedict and Miss Gurney together get something in the neighborhood of \$5,800 a year; and that's a lot of dough in any language!
There are a lot of people in this town who feel that a thorough investigation of the whole W.P.A. outfit out there is needed. We're one of them. And the sooner it comes the better for all of us. Can it be the leaders of the Democratic party in Monroe county are storing up a lot of headaches for themselves and hurrying a wholesale desertion from the party by allowing such things to continue?

Hot Flashes

To some w. k. city drunk . . . we will be back in a FLASH with a flask . . . AL FIELD rounding into shape . . . look out you heavyweights . . . JOHN L. SULLIVAN takes the nod as one of Rochester's strong boys . . . coming along like a house afire in fistiana, RAY SMITH one of JIMMY'S boys . . . Best liked fighter GENTLEMAN JOE DI CARLO . . . soft job of the week, driving SAFETY CAR . . .

Busiest Guy of the Week:
PETE KATSAMPES

Three svelte brownettes KATY O'NEAL, BERNIE WELCH, and BET FROMEN . . . more engagements ANN CUNNINGHAM . . . personality plus CHARLIE UTZ . . . nice kidlet, BETSY NOLAN . . . offside to MILLIE MARTIN, what kind of perfume do you use? . . . CLAIRE BRICKLER copped the safety award . . . Shoulder cryer of the week BILL SCHMELTZER . . .

Skidding Home from Skidmore:
BETTY CUSICK

Genial personalities HERM (Onion Trust) UNDERHILL . . . add rumored new magazines, one for the AMERICAN LEGION . . . add cute lassies the little technician tagged HARTMAN at Clifton Spgs. . . Champ horn blower of the week, A. J. WARNER . . . offside to EDDIE KNOPE you can't argue with a train . . .

Red Head of the week:
GINGER JENNEY
(Anvil Chorus)



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

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

Lang's Garden
330 North St. - Main 7983

MUSICAL HOLLYWOOD

Three big names of the air waves—Bing Crosby, Bob Burns and Martha Raye—are included in the list of players who appear in "Waikiki Wedding," the gay romance of the South Seas.

The same trio headed the cast in "Rhythm on the Range," in which Burns, the Arkansas drawler, and Miss Raye, she of the cavernous mouth and bewitching swing, made their film debut. Both have since soared to the top rung of popularity, both on the air and on the screen.

Burns' career is an interesting one, proving how genuine ability will out in the long run in the face of great obstacles. Burns had been an entertainer since 1914, playing in minstrel shows, vaudeville, carnivals and the radio with only passing success. His "stuff" was always the same—the drawling Arkansas philosophy with plenty of stories about the folks down home, but for some reason it didn't take.

Success burst upon him suddenly. He was given a chance on the Rudy Vallee hour and immediately a deluge of letters descended upon the studio asking for more of the man who reminded America so much of the late Will Rogers. He was then signed up by Bing Crosby for the Music Hall hour and he was "made."

When the script for "Rhythm on the Range" was being prepared Crosby had a part written into it expressly for Burns. It was the first time America had seen Burns, and his strange instrument, the bazooka, in pictures, and a howl went up for more. He next appeared in "The Big Broadcast of 1937" and as a result of his comedy work in that film he went to the top. He was then "written into" "Waikiki Wedding, in which his role is second only to that of Crosby.

Miss Raye is another screen who was made popular on the Crosby program where she appeared several times as guest artist. She had been playing the night clubs for some time before her peculiar "swing" style and exuberance were recognized. She was "discovered" in a Hollywood night club by Norman Taurog, who was looking for a new comedienne for "Rhythm on the Range."

The feminine romantic lead of "Waikiki Wedding" is handled by Shirley Ross, the beautiful star of "Big Broadcast of 1937," and "Hideaway Girl."

RED HOT FLASHES

The brothers PLAKSIN sporting a new brief . . . To BOB (mighty atom) STUPP, glad to hear that the Missus is better . . . ELI TARDUINO and ROSE PANSELLA, that-away about each other . . . JIM MORTON, seen dashing in and out of the five and dimory . . . Could it be the brunette?? . . . Smart Dresser of the week, LOUISE ELMAN . . . HAROLD RICE, visiting Syracusan tied the fatal knot . . . Good luck, HAROLD . . . MILO DI MARCO, supposed to be in Florida . . . How about being seen in Rochester, MILO?? . . . TOMMY (smiling) ROTUNDO, never lets business get him down . . . Who should?? . . . WALLY MICHALSKI and the

Cheerful Little Earful:
CHOONS FROM "MAYTIME"

All hahas breaking loose in third ward politics . . . Lawyerman AL COTT NEARY best dressed man of the week . . . Sense of humor (?) of the week BASIL MOORE . . . recitent NEWT CASTLE . . . cheerful CHIS D'AMANDA . . . busy barrister, BILL BELL . . . Affa-

ble guy of any week, DICK LUNN . . . New Duds of the week, MIL LARD ELDRED . . . geniality plus, JIMMIE SCONFETTI . . . prince of a guy, D.A.-man HARRY ROSENTHAL . . .

Goodlooking Lad:
MOE SMITH
(insurman)

Welcome home wing-ding to be thrown for EV HAMILTON at the Rochester Clubbery, FLASH- eve . . . Troup K, throwing a carnival in Syracuse with JACK CORNELL, IRWIN KAHL, CLARENCE GILLAN, PETE DOWD, and CY KRESS raising most of the hob . . . and all the horsemont knew her . . . PETE MANCI-OCCHI and LOUIS MAGRO copping the cake at card playing . . .

CHARLIE GOULD (dimples) seen strolling in Easter togs and looking like a million . . . JAKE D'APRILE, set for spring golfing, even to new transportation, a Zephyr . . . To FRED ALLARD, have you recovered from the bomb under the hood?? . . .

SALLIES FROM THE ALLEYS

What a break for them Garboes, when these cowboys are around, SPIKE WILSON, CHARLIE SHAW, BILL ASART, SLIM KEEGAN, MIDGE STOUT and JOHN MORIARTY . . . HOWIE (woiking gals' friend) DECKER had a time at the ABC . . . results, four days in bed . . . STATE HOSPITAL KEGLERS taking the SONYEA KIDS for two our of three . . . HERB BIDDLE copping the cake in a CLINT HOWARD CONTEST, which followed.

BUCKY O'LEARY, demon Elks' Leauger and liquor salesman, moving his kennels to the lake for the summer . . . trying to forget those 118's . . . MIKE ANTHONY, dead pan for ANDY VERAPAPA, world famous bowler . . . yes, sir, both wearing same size shoes . . . Garbo of the week, MILLIE REIDL . . . RUSS THOMAS, with Clark Gable mustache, ABC-ing in New York. What a break for those Woolworth gals!

RED HOT FLASHES

Dancing gal, JEAN CLARK getting better . . . JOHN HAEGE in the market for a wife . . . Aside to 9022 trying to pick up damsel uptown and in a truck no less . . . MARGE (housemaid) PITTSFORD cheating on her steady again, tsh tsh . . . DAW'S No. 5 doesn't find it hard at all to make sales . . . to the ladies.

Copper of the Week:
RED (four corners)
CULLIGAN

TONY (Eggleston) scoring pretty bad marks lately, wassamatta?? . . . Aside to EDDIE BUTLER for ditching his gal friend Sateve, even gave keys to car to go home . . . and all for the sake of another dame . . . CHARLIE WEST, planning to retire on his African Gold winnings?? . . . BOB ROWLAND and ROSE MARIE going places and so early in the mawning??

To JOE PICARRETO, hurry up . . . Everybody awaiting your opening of the OASIS . . . The missus "DOC" HAYES back in town after sunning herself in southern climes . . . Aside to MIDGE STAUD, better subscribe to a good racing form, before again fackling those nags at Hialeah . . .

MARY ERB, back in town, and laboring at the Clinton Optical . . . Aside to MARY, better look out for JOHN, there is a nail parer in the offing . . . Doc CULLEMS, wagoning it . . . JACK TRAUCH, sipping in Seneca . . . INA DILMORE, weekending in ROCHESTER . . .

Doctorman of the Week:
PRESTON (Soapy) WATERS

Cozying, LUCILLE KAVANAUGH and JOHNNY ODENBACH . . . buzzing, ADELAIDE GARNI and PHIL SKEHAN . . . NICK ST. ROCCA, leaving Catali's for a new job, fender bending . . . Sorry to see you leave, NICK . . . PAUL DORNBROCK, claimed to be beer drinking champ, till carried out of HI-Y basketballery . . .

JOAN EBERLIN and charming mamma having DUCKY time with DICK MANSFIELD at Seneca Sippery . . . feeding DICK'S yellow Easter Duck Popcorn, said duck swimming in a finger-bowl . . . Our apologies to P. P. (pickle-puss) KARLEY, though you had new Easter Toggery . . . BOB EDDY and KAY CASSELLA, warming . . . BOB (sleuth) SMITH, shining up the fishing tackle . . . FRANNY (lawyerman) PATERNOSTER, leaving town for a new job . . .

DON'T FORGET
Promoters Civic Club Dance
April 3rd
Elks Auditorium

EVERY WOMAN'S
Talking About
These

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

BUNNY'S
Millinery Studio
360 E. Main - No. 12

- Jaded Appetites
- Vant
- They meet
- Those Menus at—
- **Brownie's**
- MARBLE BAR
- & SUPPER CLUB
- 63 State St.
- Dancing - Entertainment, nitely



THEY LISTEN • THEY SPEND

Everywhere it is shown, crowds gather around Mills Amplified Phonograph, visit an establishment just to be able to say they have seen the musical marvel of the age. They listen—hardly able to believe their ears that such beautiful rhythm can come from a mechanical device. They spend plenty of money—not only on the music, which is inexpensive, but for the merchandise regularly sold in the establishment. This phonograph is a profit addition to any business.

WISHMAN'S

Vend-O-matic Service

HARRY WISHMAN

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

Weather note: O. K. to leave the brass monkeys on the lawn!

Radio Ramblings

WSAY-ing

Tuesday, WSAY inaugurates new series of programs dedicated to neighboring towns and villages, called "Friends and Neighbors," at 4:45 and giving origin, historical lore, and business statistics of suburban towns. New local program of organ music, "Maytime," being presented twice weekly; Tuesdays at 2:00 and Fridays at 3:00. EDWIN C. MAY at the console. On Monday, kiddies coming in for their share of publicity on "Kiddies' Birthday Programs." The time—4:30; the joy-dispenser, VIRGINIA PLACE. "Rochester Personalities" shifted from 4:45 Wednesdays to same time on Thursdays. JIMMY THOMAS and DICK HULL heard on a new series Wednesday afternoons from 4:30 to 5:00.

Tuesdays at 6:00, WSAY presents "Chansonette" with CLAUDE VOOGHEIS and HELEN SAPEARE. Another shift, the Sonetteer to the new time of 6:00 P. M. on Thursdays.

Nite-club music directly from Nusbamm's Casino Saturday noons from 1:00 till 1:30, Mac McCormac's Band furnishing swingtime. MAC is heard twice a week in programs originating from the Casino—Mondays and Wednesdays at 1:00 P. M. Rochester's Community Choir, entertaining last night at 6:30.

NEW NETWORK PROGRAMS: Saturdays 6:15 to 6:30, JACK LAY. Saturdays at 6:30, New York Symphonic Choir. Daily, 5:45 to 6:00, a fifteen minute news-broadcast.

Height of something or other, when WHAM's DON HARRIS and walked into the studio just as MORT (Timekeeper) NUSBAUM was plugging Timekeeper program. HARRIS and NUSBAUM being rivals of airwaves. Vice-Mayor JOSEPH E. SILVERSTEIN was "Rochester speaks" guest on Monday. Hizzoner, explaining why and wherefore of Rochester's new speed limits. HUBERT (Love-in-Bloom) LASSENFROISE, seriously considering forming a "Come-Let's-Pick-Dandelions" club now that spring is here. JACK DRUMMOND, to be chief picker and aide-de-campe. DRUMMOND, the secret inspiration behind most of LASSENFROISE'S poems.

BEATH BEARWIN threatening to let his hair grow since the "FLASH" has made it a matter of public concern. TAMARA'S STUDIOS, coming in for more than their share of radio publicity since pictures of Timekeeper turned out so swell.

Call for Philip Morris

WHEC-ing

Koolmotor Amateur Shows on WHEC not long ago, where WILLIAM WARFIELD, colored boy with swell voice happened to be winner is, beginning Tuesday, March 30th, and continuing each Tuesday thereafter. GORDON BALDWIN and BOB HEMINGS appearing by popular request Wednesday nights at 10:45, featuring piano duos and nifty piano and organ combinations.

Another featured local program you will like is "Evening Serenade" Friday nights, 10:45. Nothing hotcha about it; it's the kind of restful program which appeals to many at end of long, tiresome week. Headliners participating, SILEEN MALONE, harpist, NORBERT KLINE, violinist, and LOUIS MELTZER, cellist, real string trio.

Concerning sport world. Elk's Boxing Shows Monday evenings still coming over air waves at 10:30. HARRY LE BRUN and KEN FRENCH hays in harness, literally and figuratively. You should see snozzy new leather gadgets the boys have hanging on their manly chests and holding ye 'till microphone steady. They've also been doing LaCrosse Games from the Armory Saturday nights. Boy, you can hear the oaks and almost see black eyes resulting from this delicate tete-a-tete. If it's excitement you want, here 'tis!

Happy to welcome couple real wing bands back to radio waves. First is MAL HALLETT, who plays CBS and WHEC, Saturday at 5:00 P. M., from Meadowbrook at Cedar Grove, New Jersey. Listen for his theme "Boston Tea Party" and his favorite rendition of Casa Loma Stomp, than which there is no whicker. The other band opening with "The torrid trumpet wailing to the four winds." Of course, it's "RED NICHOLS and his pennies," playing from Chicago, couple of evenings a watch for 'em you can't lose!

WHAM-ing

Spring sickness or spring fever have dealt rather harshly with the WHAM boys lately. DICK BROWN was out of circulation for three or four days. LEW STARK had a bad cold. BUD GREEN, the United Press man, had the sniffles and TOM MORRAY got a type of sickness very bad to radio folk. sleeping sickness.

FRANK KELLY, Commercial Manager, has an addition to his family. Twins—the new members of the family arrived on Easter and are the grandest fellows you ever saw. They came not as presents from heaven but from the pet shop. They're ducks. Don Harris has a new theme song

Cauliflower

April 5th . . . Alf Batch vs. Chuck Gomer, Sidney, Australia, 10 rounds.

April 6th . . . King Levinsky vs. Jack Doyle, London, 10 rounds.

April 15th . . . Max Baer vs. winner of the Ben Foord-Tommy Farr fight, London, 10 rounds.

April 19th . . . Patsy Sarron vs. Freddie Miller, for the feather-weight championship at Liverpool, England, 10 rounds.

May 7th . . . Lou Ambers vs. Tony Canzoneri for the lightweight championship at Madison Square Garden, New York City, 15 rounds.

May 14th . . . John Henry Lewis vs. Al Ettore at the Garden, 10 rounds.

May 28th . . . International Amateur Tournament at the Stadium, Chicago.

Hot Flashes

CHARLES WEST and BERNARD POGAL, legalites, celebrating opening of new offices, by obtaining settlement of \$8,000. bet they will have plenty of business from now on. What's the dope, from that certain Business Machine Co., about firing a gee on his own front porch? the poor bird was having trouble with his eye. his medico advised him to stay home a few days. and now, he claims, he can stay home a long time. SCOTTY CREAGAN, looking for that first robin.

"Let's have a cup of coffee"—on you.

Missing at WHAM is MARY FREEMAN of the Program Department. she is spending the week down in Washington, where she says the flowers are blooming on the White House lawn. There is a mystery at WHAM. everyone is wondering who sent INEZ QUINN two corsages in one day. Another mystery around WHAM is where in tarnation did Ann BOCKLAGE find that Easter hat? Pennies from Heaven or from any other place for that matter mean—just one invoice after another to Ruth Benedict. Control Operator NELSON SMITH and Announcer ART KELLY got off to an early start on Easter morning. they got up at 4 o'clock in order that WHAM might be on the air to carry the broadcast of the Pope's Easter Blessing.

According to an old saying, In spring a young man's fancy turns to thoughts of love. May be that's so but in the case of the WHAM guys spring means decidedly other things. To BUM HOLLY it means sailing, RAY LUCIA, a chance to get some good outdoor pictures—AL SISSON, tennis—KEN LOYSEN, golf—ELMER GRABB, good driving weather and JACK LEE, the approach of vacation time.

BOXING SECRETS BAIRD

by Billy Baird

The fundamentals of the are of self defense are most important. In learning them properly lies the secret of good footwork, headwork, coordination, timing, poise, etc.

It is advisable not to try to learn them too fast. Boxing is recreational as well as educational; enjoy the sport and take advantage of the exercise it affords. In order to curtail accident hazards, and to facilitate learning, the technique in good form, it is necessary for beginners to confine their activities to "dummy practice" until they can hit accurately.

Skill is acquired by drilling on a few fundamentals, rather than on a large number of techniques. This system will eliminate many of the "bad faults" which are so common with the majority of boxers in the ring today and which prompted me to coin the word "SLUGMANSHIP" in my previous article.

The first fundamental position we will call "On Guard" position.

(1) Place the feet a comfortable distance apart, with the left foot in front of the right foot and the heels in the same straight line.

(2) Bend knees slightly, and raise right heel from the floor.

(3) Turn left side of body to the front (to present a smaller target).

(4) Raise left fist shoulder high, with the thumb toward the face and keep left elbow just over and in FRONT of left ribs.

(5) Place right elbow over right ribs with right hand lightly closed at side of right chin.

(6) Keep chin down and close to left shoulder.

Your body in this position

should assume a relaxed stance, with weight on either foot. If you distribute weight between two feet you will find that you first will have to transfer weight to one foot before moving away from a blow. You will have to transfer your weight to one foot before you can punch.

Keep the fists lightly closed, and clinch them TIGHT when you land a blow.

Do not exaggerate covering of chin with left shoulder as it tends to shorten left hand. When you complete your punch, move, and if in distance punch again. The move, between, and after the punch, not only gets you out of the way of a counter punch, but places you with weight on one foot, in position to punch again. To make this important point clear, hit at an imaginary opponent in front of you with a right hand. Suppose you miss his chin. Try it again. After you complete the right hand punch, move by merely transferring your weight from one foot to the other. You then are in countering position. In transferring the weight from one foot to the other, your head is about eighteen inches. If your opponent's gloves measure eight inches across knuckle part, he misses you by ten inches. As this is the fastest move a boxer makes, no man can punch any faster than you can transfer your weight from one foot to the other. This explains why the late young Griffo could stand on a handkerchief and not be hit by the fastest blows. The secret is, the further apart your feet are the slower your head moves. You may ask, "What is this, headwork or footwork?"

WAS YOUR MONNICKER
FLASHED HERE THIS WEEK?
IF NOT
HOLD YOUR BREATH UNTIL
FRIDAY A. M., APRIL 9th
WHEN WE FLASH OUT WITH
OUR NEXT ISSUE
(on all newsstands)

All American Family

By Cash



MAZDA LANE

Spring is here to stay and everybody dressed in Easter togs, swinging along the Mazdas to the lilting tunes of Sigmund Romberg's "Maytime." Sweethearts are on parade to:

NUSBAUM'S CASINO . . . Genial Max Nusbaum holds over the show which is breaking all records of popularity and consists of Cross Sisters, dancers from the Woolly West, the rhythm gal Sylvia Brown, George Mary Wheeler in a novelty musical act, Mac Macomber, M. C., and his new band furnish the chimes famed for the Zeppelin Bar and indirect lighting.

BROWNIE'S . . . The bright spot on Sta's St., famed for the Marble Lar, offers, amid the smartest of the smart, the swingtime of Chet Keechley and warbling of radio stars Eddie Jardin and Marcy Cole.

TIMES SQUARE . . . Amid soft lights and the sweet music of Pat Cleff's swing band, you will be entertained by Norm Duke, M. C., who is a novelty tap dancer direct from the Chez Ami in Buffalo leading a varied bill in which are featured the Sullivan Sisters in tap dancing . . . Evans and Renato, ballroom team . . . and Ed Ely, strolling minstrel.

BARTLETT CLUB . . . The west side spot of spots under the amusing and able M. Cing of Jimmy Thomas, whose tenor voice will thrill you, offers . . . Stone and Victor clicking their heels in swiftness . . . Marina and DuVall, ballroom team . . . and Texas Peg, the original hillbilly.

COTTON CLUB . . . Rochester's Ed Harlan offers a parade of hotcha Sepia stars with Henrietta and Clarence . . . Strawberry Russell and Mabel Cooper . . . the swingtime hips of Ruby Logan, Edna Miller . . . New show with new faces next week.

LANG'S GARDEN . . . The house of hospitality where everybody is invited to sing under Walter Collins' singing M. Cing, presents the Russian dancer Fil Day, Hawaiian Dancer Rose Holden and Charlie Holden, tap specialist.

CUTALI'S . . . Hospitable Augustine, amid delicious Italian foods and the tastiest of wines will

feature music from "Maytime" at the spot on Broad St. via the music box. The home of "The Sottoreano" . . . To the tunes of Leo Morrell, hospitality house of North St. will wine and dine you amid surroundings that remind one of the Italian Riviera.

IRVING NUSBAUM'S . . . The convivial spot on Clinton, offers you the camaraderie of a spot where good fellows get together and the dickets in the phonograph bring you hit tunes from "Maytime."

ALLARD'S . . . Are again featuring by request Rochester's John McCormack, Johnny Green . . . the impersonator Gene Howland . . . James team, Marge Apple and Jack Arnold, and delightful dancing to the tunes of Anderson's swing band.

SOLDIER'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 Velvador's?

SENECA TERRACE . . . Al Fast in his own inimitable way offers the customers something new in the way of a treat in shows for his customers.

RITZ . . . With Chinese and American delicacies, the hospitable House of Ritz sets the pace in congenial atmosphere and dancing cool-ness.

UNION HOTEL . . . The days are short with the days and everybody's whistling tunes from "Maytime."

WISSE'S . . . The Mills automatic phonograph is working overtime playing "Will You Remember" at the home of the famous anti-American Bar, where Herman and Whites greet the customers.

RIVER PARK INN . . . In the intimate windiness of the bend of the Genesee, Kohler and Kohler guarantee you a swell time.

ZEEZ . . . The amusements have come over the tunes from "Maytime" and Perry Joan and Nick handle your funny home Wades and week-ends.

GENESEE GRILL . . . The tastiest of Spaghetti can be had at this home-like place, where all good pals meet Angie Amato.

Re-Vues & Pre-Vues

Rochester-ing

The House of Pollock presents: "Maytime," with John Barrymore, Herman Bing, Tom Brown:

This is a feast for the ear and should please fans and exhibitors. It is certain to score heavily with the Nelson Eddy-Jeanette MacDonald followers and has the best screen singing heard in many moons. It has been given a lavish production and has been ably directed by Robert Z. Leonard.

The picture is a happy blending of song, romance and comedy. Hunt Stromberg deserves much credit as the producer. Sigmund Romberg wrote the music and Herbert Stothart did a masterly job in adapting and directing the music. "Sweethearts" hit at an official opera-house scores again while "Virginia Ham and Eggs" and "Vive L'Opera," by Stothart, Bob Wright and Chet Forrest, written for the screen offering, are clever numbers. "Les Huguenots"

and "Czaritz" are operatic sequences that are used, while "Carry Me Back to Ol' Virginny," sung by the stars, is a highlight. Noel Langley, new to film writing, turned in a screenplay, which devised interesting situations and provided clever dialogue. John Barrymore does excellent work, while Herman Bing supplies most of the comedy. Out of gratitude, Jeanette, a piano donna, agrees to marry her voice teacher and manager, Barrymore. She meets Eddy, a voice student, in Paris and they fall in love, but Jeanette remains faithful to Barrymore. Seven years later, Jeanette arrives in New York to appear in an opera and Eddy is chosen to sing opposite her. She finally tells Barrymore of her love for Eddy, and Barrymore fires at Eddy and kills him. Years later, she advises her young friend, Lynne Carver, to forget thought of a career and marry her sweetheart, Tom Brown.

Palace-ing

Carole Lombard and Fred MacMurray, romantic team of "Hands Across the Table," and "A Princess Comes Across," together again in "Swing High, Swing Low," musical romance opened yesterday at the Palace.

"Swing High, Swing Low" is the story of night club life in Panama and New York. Miss Lombard, playing the part of entertainer in Panama cabaret who makes a various mistake out of MacMurray, on the home in the grand part, Bob gives Miss Lombard opportunity to sing and dance (the first time in these fields), and MacMurray playing the trumpet, for first time in pictures.

Cast includes glamorous Dorothy Lamour, beauty who captivated America in her first screen appearance, "The Jungle Princess," playing role of "the other woman" with whom MacMurray falls in love. Miss Lamour, famous as a radio singer before her entry into pictures, also sings and dances in "Swing High, Swing Low." Charles Butterworth, Jean Dixon, Harvey Stephens, and other well-known feature players complete the cast.

How a woman's love rebuilds a man's shattered career, and inspires him with new ambition and determination is the motivating force of "The Man Who Found Himself," the romance in which John Bad, Joan Fontaine, and Philip Huston are featured, the second picture on the program on the RKO Palace Theatre screen.

Story deals with a rising young surgeon who suffers unpleasant notoriety obliging him to abandon career and become an outcast. Nurse discovers secret, takes him in hand and regenerates him. Ends in a thrill-packed climax.

Century-ing

"Her Husband Lies," a story of a gambler who stakes his wife's love, his honor and his brother's happiness on a lie he is forced to tell, opened at the Century Theatre Thursday with Gail Patrick and Ricardo Cortez in the leading roles. An appreciative audience welcomed it heartily.

Cortez, the gambler, is in love with his wife, Miss Patrick, and promises to give up gambling. His younger brother, played by Tom Brown, comes to town determined to beat the big-time gamblers at their own game. In order to dramatize the lesson he believes will cure the youngster, Cortez conspires with his erstwhile companions to "trim" the boy.

Unfortunately, the trick does not work, and Brown wins. The gam-

CONGRATS TO SOL HEUMANN

On April 5th Sol Heumann is celebrating the tenth anniversary of his fiftieth birthday. Many happy returns, Sol, and that goes for all Rochester!!!

Call for Philip Morris

ALERT-

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

ERWAY

Detective Agency
607 Powers Bldg. Main 769



FOR Every Form of Entertainment "The Office of Distinction" **Mutual Entertainment Exchange** AUTHOR ARCHIBALD M. LOWES' Theatre Building

Butch McGlock Sez:

"All babies are cutie; but all cuties are not babies."

Call for Philip Morris

Do You DANCE?

Learn Thoroughly and Quickly at the

GLADYS D. BLISS School of Dancing

Class and Private Instruction in all Types of Dancing for all ages. BALLROOM CLASSES—WEDNESDAY EVENINGS from 8-9 P. M. Reasonable Rates. 107 Clinton Ave. S. One Lower Rochester Theatre MAIN 8046



558

Anything can wait when you have a date at this pleasant meeting place. Here they serve CHINESE and AMERICAN food that's tops . . . No matter what your plans for refreshment or entertainment, they'll always fit in well with a visit to THE HOUSE OF RITZ. . . . Make it your idle moments headquarters. . . . Go where the crowd goes.

IT'S TRUE! By Wiley Padan

JEFFREY DEAN (FORMERLY KNOWN AS DEAN JAGGERS) WOKE UP ONE MORNING TO FIND THAT A FLOOD HAD FLOATED DOZENS OF SMALL ORANGE TREES ONTO HIS SAN FERNANDO RANCH!

Margaret LINDSAY BROUGHT PICTURES, RUGS, and FURNITURE FROM HER OWN HOME AND IS USING IT TO FURNISH HER PORTABLE DRESSING ROOM ON THE M-G-M SET.

EDWARD NORRIS IN ADDITION TO HIS ROLE IN "SONG OF THE CITY" SCOUTS FOR THE COMPANY, FLYING TO CHECK WEATHER CONDITIONS AT VARIOUS LOCATIONS.

Marla Shelton STARTED HER ROLE IN "SONG OF THE CITY" WITH A TELEPHONE SCENE. THIS IS THE 4TH PICTURE SHE HAS APPEARED IN, AND EACH TIME HER WORK STARTED WITH A TELEPHONE SCENE!

New York, N. Y.—"IT'S TRUE! that Lucien Hubbard, producer of 'Song of the City', is a Kentucky Colonel", says Wiley Padan. "Among other Colonels on the Metro-Goldwyn-Mayer lot are Jeanette MacDonald, Jean Harlow, Clark Gable, W. S. Van Dyke, Pete Smith, E. J. Mannix, Ben Thau, Victor Fleming, Sam Katz, Harry Rapf and Jack Conway."

A Man's Best Friend Is His Job

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

NOT FOR SALE

Nothing pleases us more than to receive the expressions of confidence and support we are constantly getting from our readers.

We're only fourteen weeks old, but every day sees an increase in the cheering knowledge that we are getting somewhere.

We like to have you tell us what you think of us. But we want to take this opportunity to say again that we are here to print the truth no matter who gets hurt!

We can't be bought. We have advertising space for sale—and news. But we are not for sale.

There is no stock in our organization to be bought, so don't bother to come around looking for it. When we want heavy sugar, we know where to get it. We don't want it!

We may go around wearing last year's suit and year before last's hat, but we're still free and independent. And we're going to stay that way.

We are not for sale!

Spring Applications!

Before accepting dates, it will be necessary to fill out blank Application Form 371B.

(This form, when properly executed before a Notary Public, will serve as a preliminary application for Personal Interview, provided Forms 1A thru 37A have been presented.) Place check-marks in appropriate places. Claims of preference or unusual excellence in any of these points must be supported by an affidavit from a previously satisfied appraiser.

NAME: _____ ADDRESS: _____ TEL. NO.: _____

FIGURE—General Characteristics:—Boysish _____ a la Mae West or cow _____ Streamlined (give details) _____

Height: Yes _____ No _____ Just right (tell how you know) _____

Weight: Complete Inventories _____ Give remarks or escorts who supported the body on a lap in a crowded coupe for 3 hours _____

Complexion: Peaches and Cream _____ Kissable _____ Where _____

Eyes: Yes _____ No _____ Teeth: own _____ Paid for _____ Legs: Chorus Girl _____ Stenographer _____ Stay at Home _____ Piano _____ Remark provoking _____ Pleasure bent _____

HABITS—Do you neck? (Give details) _____ Do you drink? _____ To what extent _____ Silly feeling _____ Topheavy feeling _____ Armorous feeling _____ Feeling _____ Have you ever walked home? _____ Do you kiss-and-tell? _____

Do you know any good jokes? _____ (Omit one about three storks) List others _____ Do you play strip poker? _____ Give details of last party _____

BRAINS—What is your earning capacity? _____ Can you support America's Chief Chassis Appraiser in the style to which he is accustomed? _____ (Answer yes or no) _____ Can you read? _____ Can you write? _____ Has your father a gun? _____

DETAILS—If accepted for an on-approval-assignment, where do you want to go? _____

*Brownies *Times Square Parking
*Nudbunnies *Allard's *Oklahoma Inn
*A dog fight *An apartment sofa *Cutall's
*Cotton Club *Barlett Club *The Opera
*A trip in the park *A walk

*Note: Applicant must supply expenses for items marked *.

FLASH INFORMATION BUREAU

HOLLYWOOD HOWLS AND HYSTERICS

CARY GRANT has gone camera conscious in a big way . . . owns sixteen cameras . . . does his own developing and finishing . . . ROBERT RISKIN recently being promoted from scriptwriter to director is Europe bound . . . PIMMIE DUNN has more than 500 hours in the air as a licensed pilot . . . MARY ASTOR just renewed her long term contract with Columbia.

CANDID CAMERAS along Wilshire Boulevard at the 4 Star Theater . . . Temporary grandstands for three city blocks . . . ten thousand people milling about . . . Dazzling lights flashing . . . All the sparkle and gaiety and splendor of a glittering Hollywood premiere as "Lost Horizon" flashes on the screen . . .

Now the parade of stars . . . CARY GRANT and GINGER ROGERS given a big ovation . . . EDWARD G. ROBINSON pays a tribute to FRANK CAPRA the director by stating that Capra is to pictures what TOSCANINI is to music . . . here comes CLAUDETTE COLBERT a vision of loveliness . . . now MADELINE CARROLL a blond dream . . . JOHN BOLES.

CHARLES BOYER with PAT PATTERSON . . . MISS BILLIE BURKE . . . MICHAEL BARTLETT with FLORENCE RICE . . . NANCY CARROLL . . . BAREARA KENT . . . Mr. LOUIS B. MAYER in a nice compliment to HARRY COHN president of Columbia . . . FREDERIC MARCH . . . BETTY COMPTON.

ROSE STRASSNER, steppin' high, wide and handsome . . . EDDIE BOEHME tickling those ivories . . . Offside to NORM STYMUS, have you fallen in love oris spring responsible for that far away look . . . The COOPER MARINES throwing a smoker, April 2, at the EAGLES . . . CATHERINE MALONY and GEORGE MANNING will middle aisle it Easter Monday . . .

MARY ASTOR throwing a party to introduce her bridegroom to her friends of the film colony . . . JEAN PARKER taking bows at a meeting of the Los Angeles Advertising Club . . . JANE WYATT, leading lady of "Lost Horizon," releasing a flock of homing pigeons on the hills above Glendale . . . BARBARA WEEKS, former Follies girl, now playing in her first Western with Charles Starrett, formally introduced to her first horse.

GRACE MOORE declining a request to sing "Minnie The Moocher" on a national radio program . . . She sang it in "When You're

In Love" for the first and last time, she declared . . . GEORGE BANCROFT getting a deluge of congratulations on his performances in "Racketeers In Exile" . . . NANA BRYANT taking bows as a model, after her portrait won a prize at the exhibit of the Academy of Western Artists . . . MARGUERITE CHURCHILL back in Hollywood after scoring a hit on Broadway in James Hilton's "And Now, Goodbye."

LULI DESTIE, the foreign star, making gorgeous screen tests for a forthcoming picture . . . FRANK CAPRA leaving for a vacation in a quiet spot before starting on a new picture based on the life of Chopin . . . ANDY CLYDE, the comic, quieting a crying baby on his set . . . DOLORES DEL RIO posing for fashion stills in a flaming red lounging outfit . . . LIONEL STANDER handing out presents to the crew at the close of shooting on "League of Frightened Men."

THOMAS MITCHELL, at the Four Star Theater with his good-looking daughter . . . WALTER CONNOLLY buying a big, black, block-long automobile . . . CHESTER MORRIS and DICK ARLEN, almost inseparable pals, on a Boulevard shopping expedition . . . FRANCIS LEDERER back from New York and entirely surrounded by pretty girls at the railway station.

FRANK CAPRA vacationing in Mexico before starting next production . . . GRACE MOORE just signed a contract for concerts on a national radio network program . . . ROSALIND KEITH has had her contract renewed for an extended period . . . FRANCIS LEDERER just returned from personal appearance tour and readying for filming of "Cape of Good Hope."

Hot Flashes

BEA WHEELER and ARLINE MARSHALL putting in a very busy Satday at the Fanny Farmer . . . HOWARD CLOHESSY and EDDIE TURNER making their debut in the FLASH . . . EDDIE, the bear of the OTIS STRASSE



is especially prepared at all time in true Italian style

"Where Good Fellows Get Together"

482-486 Jefferson Ave.
Member Monroe Restaurant & Liquor Operators Ass'n
Music by Valvadors Fri. & Sat.

ALLARD'S

The Bright Spot on State St.

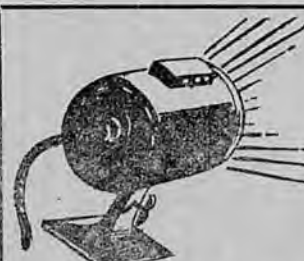


Easter Special Show

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.



In the SPOTLIGHT

RADIO CHURCH and CLUB PROGRAMS and TALENT NITE CLUB ARTISTS
ORCHESTRAS for any event
SMOKERS and SHIP PARTIES are also booked by us.

"JACK DRISCOLL"

45 GIBBS STREET

MAIN 8304

SEPIA STARS REVUE

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—Tops in Taps
TIN CAN—Truckin' Man
Complete new show next week



COTTON CLUB 176 JOSEPH AVE.

Call for Philip Morris

Stromberg Seeks Monopoly!

Reports have come filtering through that the Stromberg-Carlson Telephone company is trying to negotiate a deal that would result in what amounts to a virtual monopoly of the radio field here in Rochester.

First step in this plan would be the sale of WHAM to the Columbia Broadcasting system, after which the Stromberg interests would endeavor to purchase WSAY, the latest addition to Rochester air waves. Stromberg officials are reported to have said they are interested in providing an outlet for the red network programs here.

It is further rumored that Columbia is trying to cancel its franchise with WHEC, which would put Frankie Gannett's little ether buster right in the classification with a last year's bird nest, behind the w. k. eight ball, or what have you.

In an interview on the subject of proposed sale, Mr. Gordon Brown, owner of WSAY, said: "My radio station, WSAY, is not for sale, and if any thoughts along this line were to be considered by me, certainly the proposition offered me by the Stromberg-Carlson official who contacted me, would not in any way warrant consideration. It is known that radio listeners in this area are unable to receive with any satisfaction Red Network programs. . . This, of course, was the explanation offered by the Stromberg officials for their desire to control radio station WSAY."

"Several sponsors of popular network programs, which should be heard in Rochester, have approached WSAY regarding the possibility of bringing their programs to the listeners in the Rochester area. The facilities of WSAY," continued Mr. Brown, "are already available for any and all network programs."

Obviously, if Stromberg should succeed in purchasing WSAY, and still keep WHAM, the monopoly on the air outlet in the Rochester district would be complete. Is it possible that the whole deal is a maneuver to accomplish this very thing?

ANYHOW, WSAY IS NOT FOR SALE!

RUBINOFF CONTRACT RENEWED

Rubinoff and his violin, with his orchestra have just been signed for an extended period of broadcasts on CBS which will carry the conductor well into the summer season. Rubinoff will leave for the West Coast directly after the April 11 program to begin work on his second feature for Twentieth Century-Fox films entitled "This Year's Kisses." He will be heard for several weeks broadcasting over the Columbia network from Hollywood, Calif. The program will assume a new form, featuring famous guest stars, and it is rumored that the heretofore non-talking maestro, who has relied on his famous "Strad" for expression, may even go so far as to express himself volubly during the new series.

Hot Flashes

GRACIE (Trafalgar St.) SIMPSON vacationing from Syracuse . . . HAROLD FIELD and the missus acquiring some suntan . . . To BUS WARDEN, is the boat painted eye . . . and the same to JIMMY DONALDSON . . . DEAN the QUINBY back in town . . . PETE the PERKINS arming it with a beautiful lady in blue at the Seneca Sippery . . . GEORGIA KAVANAUGH throwing a dance . . . kute kidlet of any week JANE EWELL . . . add swell out-of-towners RUTH LINDLEY . . . add swell horse-ladys ISABELLA BUELL . . .

Hot Flashes

GAIL SONDERGAARD, winner of the Academy award for the finest feminine supporting characterization for the year . . . MILTON BERLE and JOE PENNER . . . without his duck . . . ROBERT RISKIN, writer of the screen play, and DIMITRI TIOMKIN who contributed the marvelous musical score . . . Winsom JEAN PARKER . . . ROSALIND KEITH, Columbia starlet . . . ERNST LUBITSCH, the famous director . . . JANE WYATT, charming feminine star of the picture . . . ISABEL JEWELL and THOMAS MITCHELL, members of the cast . . . JESSE LASKY famous producer and motion picture pioneer . . .

Ice man of the week: LEO HETZLER

FRED MEINHART shinning up the tackle for the fluy denizens . . . DICK COLLAMER making visits in the third ward . . . DICK COUNTRYMAN washing the gas buggy . . . BILL CLAPP, dapper insuranceeer of the week . . . CARL HENNRICH winding up as a close second . . . FLOYD CHRIST still frequenting the Turn Verein . . . Add manners of a Chesterfield, Skipper ROONEY CASTLE . . . Add castles in the air, the young ones at the U. of R. Campus.

Helperouter of the Week: BILL (lawyerman) ICKES

Hats off to TOMMY (When Irish Key is Smiling) LARKIN for swallo refereeing job at Falcon Hall Suneyes . . . DOC (Heart Specialist) MATBEDI going south for a little vacation . . . JACK (Union Dairy) CANEPA newly appointed prey of the "I Don't Want to Fight Club" . . . CHARLIE (lawyerman) WEST making \$25.00 playing a little African Golf . . . JOE VALLONE planning a little honeymoon to Tahiti . . . GEORGE (Portland Ave's, Un-official mayor) and henchmen again visiting the niterys . . .

Goodlooking cop of the week: HERB RATHKE

Dapper restauranteur of the week, JAKE D'APRILE . . . for funny stories see SID (Stromberg Carlson) CURTIS . . . add senses of humor, CHET CHAMPION . . . it is a wonder but haven't had the latest report on how much weight was gained by NANCY JEAN MOORE . . . What's the matter DICK, are you slipping???. . . EDNA GREAPER throwing a matrons lunch . . . add popular lassies NORVAL CRAMER . . . wedding bells ringing for MARY KEENAN and DOC JOHN LEHNER . . .

PRACTICAL HEALTH TALKS

By ROYAL E. BRISBINE, M. D.

Practicing Physician and Surgeon and Officer of U. S. Medical Corps during the World War

BAD BREATH

We have all heard the word Halitosis many, many times over the radio and seen it in print so that it has become quite a familiar household word. When we speak of halitosis we mean bad breath and it may come from local conditions or from systemic cause. If you are one of the sufferers of this malady you must pay strict attention to your teeth, gums, tonsils and infections in the nose which is commonly called ozena or dry catarrh which causes the tissues to become dry and ulcerated. The crusting or putrefaction of the ulcers causes the odor to mix with the inhaled and exhaled air. The same condition exists with decayed teeth or pyorrhea where pockets form permitting the food to accumulate and decay. These pockets may be inaccessible to tooth brush or paste and should be treated by a competent dentist. Another local condition is the tonsils. The little openings in the tonsils, commonly called crypts, become infected and the bacteria and food accumulation gives an objectionable odor or bad breath. The best cure for eradicating this particular infection of the tonsils is either by complete enucleation of the tonsils or treating crypts which will not prove very satisfactory. Constipation or putrefaction of the intestinal tract is one of the systemic causes which permits the odor to be picked up and carried through the blood stream and transmitted through the exhaled air through the lungs. This is definitely proven by the action of oils and other odorous materials that are injected into the blood stream and soon noticeable in the breath. If you are one of the victims of foul breath it is very necessary that these and many other conditions be thoroughly inspected and treated in order to free yourself of this objectionable condition.

RED HOT FLASHES

Offside to GEORGE SIMPSON, does that hoard of yours still eat as much???. . . To DOC MAC WILKINSON, has the bowling game improved any???. . . PHIL pusher of any week, PHIL WICKENS, Genesee Strasse . . . JIMMIE WHITLEY and the missus doing a bit of elbow bending . . . Non busy evee of the week, BRITCH STRONG . . . Add affable radio guys, CONNIE ZOENGLER.

Restauranteur of the week: FRANK CULVER

Add screwy nicknames SMELL WARTZ, the YMCA'er . . . add comely couples SHORTHAND NORA MEDORS . . . Add swingy chunes "Trust in me," "Goena Goo" and "Plenty of Money" . . . add silly sayings . . . "Her teeth are so prominent she could eat corn through a picket fence." . . . add well dressed hombies PETE (Bankerman) ADAMS . . .

Hot Flashes

MARY STEDMAN and JOHNNY KENDALL . . . Pretty Bride of the week, LAURA COBB . . . Congrats to ANNE JAMESON, on the recent divorce . . . IDA KOCH, insurlassie, taking a scorching at being FLASHED . . . PEG GOEBEL spending a fortnight in Gotham . . . To LOIS HARMOM, how about a knockdown to the little lassie ELLIE SAYRE . . . TOMMY and JANE WARD, entertaining the kid sister, from DUKE UNIVERSITY . . . Bye the bye, MARIAN, how's the ex-Rochester pretty, HELEN GREENE CLARK . . . Hear that "FUZZY" VAN WULST Defender Photo pretty, blushes so, so easy . . .

We're All Doing It!

Trying to win one of those 500 cash prizes offered by Gillette Blades and The Radio Mirror Magazine, that popular McFadden publication, genial Moey Manson dishes out to us. Can you name the ten American all-time favorite songs?

Realty Service

MAIN 319
WILLIAM A. YAWMAN
426 Ellwanger & Barry Bldg.

HOTEL UNION

40 South Union St.
Where Merry-makers Meet
Capt. Guenther's Orchestra
FLOOR SHOW SAT.
featuring
Special
entertainment



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

ZR-3

109-113 State St.

GENESEE GRILL

915 GENESEE ST.

Always
Features
ITALIAN
SPAGHETTI
in many styles

Banquets - Wedding Parties our specialty
BEER • WINES • LIQUOR

"Robert Taylor tells his greatest love story"

Revealing the ideal and inspiration of his life.

"Woman deserted"

A remarkable human life story taken from the files of the National Desertion Bureau.

"My Private Hell," a \$50,000 prize story

When a woman marries the wrong man. Where is her first loyalty—to the man she loved, or to the father of her two children?

More than a score of other features and stories, each with a heart throb full of human interests.

— ON SALE TODAY — AT ALL NEWSDEALERS —

MAY
ISSUE

True Story Magazine 15c

AFRO-AMERICAN TO GET GOLD

From the nearby town of Mumford today comes a story of achievement that rivals anything ever accomplished by Frank Merriwell or the redoubtable Rover Boys. For the past eight and a half years, Thomas Lewis, a gray haired man of seventy-two, has been working on the invention of a device to permit disabled airplanes to remain in the air long enough for repairs to be made.

With the granting of Patent number 2,072,690 by the United States Patent Bureau at Washington, Mr. Lewis finds himself not only relieved from the stress of financial worry, but also among the upper-crust of those inventors who are today contributing so much to the safety and advancement of aviation.

The invention itself is based on the principal of the parachute. In time of motor trouble, an immense air envelope, controlled by a single movement of the pilot in the cockpit, expands, checking the down-ward flight of the plane. This allows the plane to descend so slowly that repairs can be made during the descent. In cases of motor repairs, the down-ward flight is so slow as to allow immediate adjustment to be made. In many cases the flight might be resumed without any landing being effected. This is made possible by an escape vent which is incorporated in the air bag and allows it to be collapsed in mid-air—a truly radical achievement in aviation history.

To date Mr. Lewis has had sixteen offers, either for outright purchase of his invention or its marketing on a royalty basis. Among these is one of \$175,000 made by the Manufacturing Sales Agency, General Motors Building, New York City.

Mr. Lewis was born in Harwin, South Wales, on Christmas morning, 1865, and came to the United States in 1890. After settling in Nanticoke, Pennsylvania, fifty-six years ago, he married and has raised eighteen children, nine of whom are living. He has lived in Mumford eighteen years and was employed by the Empire Gypsum company there until it closed eight years ago.

In financing the patent of his invention, Mr. Lewis was aided by Sidney Robinson (colored) of Mumford who is actually his landlord. For his investment of something like \$200, Robinson stands to reap a good reward. Figure it out for yourself!

According to Mr. Lewis, RUSSELL HOLDERMAN, personal pilot to FRANK E. GANNETT, publisher of the Rochester Times Union, The Rochester Democrat and Chronicle and other newspapers, will try out the new invention early in April.

To Mr. Holderman, "Happy landing!"

To Mr. Lewis: Our lowest bow and our highest salute!

Hot Flashes

HELEN PFLUKE and JOHN KELLY, sipping at the Chateau, looks like a romance in the offing . . . CORA DARROW, beautiful blonde from the K of C . . . FRANNY (H and Berries) McVICAR hitting the nighteries . . . WALTER (floocovering) WOOD readying to move to Auburn . . . Good luck WALT!!! . . . NAT Federal Housing BOWIE putting on the avoidups . . . RED DENI-SON, brotherman, looking natty in the new duds . . . Engaging smile of the week, MARY LOIS TAYLOR . . . Sprightly gidget of the week, SALLY PIKE . . . Sparkling black eyes SUSIE BARRETT . . . Catchy laughs, CHARLIE (Dankerson) GRATE . . .

Blond of the week:
CORA DARROW

BILLY BAIRD, very busy . . . WALT CUNNINGHAM, fading away to a mere ton . . . Distinguished lawyerman of the week, GOTCH GILETTE . . . on the sick list, ROY MASSECAR . . . To County Treasurerman BOB BURKE who is the pretty that gives you those boufonniers???

Congrats to JACK (EastHigh) FITZSIMMONS for scoring more points this season than in the last five; reason couldn't be a new girl???. Screams in the Majestic Theater 'olhar nite from LAURA HOLIDAY? . . . Reports on MARION VIRKUS and bus driver making out Okay . . .

Flirtatious Smile of the week:
BETTY GUCKER

Little lady anxious for Ontario Beach opening, CHARLOTTE SIMM . . . Couple of disappointed gals, PEGGY FLEMING and HELEN SHAY, since church at Plymouth and Troup went from new to old swing numbers . . . Primperupper of the week, MARY ROCKWELL . . .

Nurselady of the Week:
LILL GRIMSLEY

Tables turned on RED BAR-RONS in card game 'olhar nite . . . GORDON EAST should practise bowling so the G.F. don't roll any more two hundreds to his 141 . . . ORAL ASTLES taking a master's course in store keeping . . . Little boy not getting along with the gals, OWEN BURNETT.

Popularity Contest Winner



JANET LOUK

Well, it's all over, Girls! The last ballot has been counted and the judges are catching up on their sleep.

The big money goes to Janet L. Louk, a pretty little lassie of twenty-two summers, who came up from behind and finished with a total of 5356 votes. Congratulations, Janet!

Bannermongers were Isabel Amato, and Betty Barron. Janet is employed by the city and works in Convention Hall. She was born in Rochester on October 25th, 1914, and is a graduate of East High School. She was active in the aid service of the Rochester General Hospital, and dwells at 196 Daymouth St.

It is customary that the winner of a popularity contest receive attention from movie producers, and if they photograph well, are given a screen test. The way Janet's features show up on our green paper, we are sure she will come thru a screen test with flying colors. The management of the FLASH will co-operate with her in every way possible if she desires a movie career.

RED HOT FLASHES

Cute chin dimple of the week, brybeller . . . MAX WALTHER PAULINE KULL . . . MARWIN MOOREHOUSE, on the sick list . . . AMOS SHOEMAKER, lost his job . . . FERRY NOUN, gone a far photography, taking his pitchers in the West Main Sector . . . add love in bloom in Scottsville, MAURIE WARNER and LORETTA BROWN . . . DAVE (Mumford) MAC CAUGHLEY, laying down the law to CAROLYN GOATE, not to cut tresses or no marriage . . . long distance loving, JIMMIE WATSON and ELLA WOODLEY . . . DONALD BEA-NEY, goodlooking Brockport Bas-

demon POWERS HOTEL-man . . . MARY BURNS, Scottsville's infallible weatherman predicts six more weeks of winter . . . MOLLY CASTLE and ART POOLE, looking thatway at each other . . . WALT (adman), BROWN, spending a cheerful Easter . . . LEON ER-MANTRAUT, looking over the summer stand. Added signs of spring with the proverbial love in bloom, saps running, or what have you . . . BETTY MORTIN and GEORGE PECK . . . off to Gotham, GERRY WRITZ . . . luscious bride to be MARY SCHREINER . . . seen swappin' flies over teacups, AL-LEEN DOYLE and BOB GUCKER.

PUZZLE CORNER

$$VI = II$$

Place matches as per diagram.

By moving one match make both sides of the equation equal.

Answer to last week's puzzle: Take three of the matches and make them stand in a pyramid inside of the other triangle.

Bing Crosby ... In Dots ...

He isn't a person—he's a corporation.

Harry L. Crosby, known to you . . . to you . . . and to you . . . as Bing Crosby . . . as an actor . . . now has so many interests . . . that he's working overtime . . . just trying to keep his affairs straight . . .

Consider that he is an owner . . . of race horses . . . that he gets out his own magazine . . . that he makes phonograph records . . . that he appears on a radio program . . . as well as acting . . . and you begin to understand . . . just what Bing's up against . . .

Bing now employs . . . about 60 people . . . to handle his many business affairs . . . which, if you haven't heard enough . . . include a farm development . . . and a race track . . . at Delmar, California.

But primarily . . . this lad who was thrown off a motion picture lot . . . after making a short subject . . . for the remarkable sum . . . of \$20 . . . is an actor . . . and you'll soon be seeing him . . . with that old faithful Bob Burns . . . the inimitable Martha Raye . . . and Shirley Ross . . . in Paramount's "Wedded Wedding" . . .

Bing, recently elected head . . . of the Los Angeles Gonzaga-Spokeane Club . . . was born in Tacoma . . . May 2, 1904 . . . and got the nickname of "Bing" because he shouted that famous sound . . . "Bing!" . . . louder than any other kid . . . while playing "cowboy and Indian."

He moved to Spokane . . . with his family . . . when he was too young to know . . . what it is all about . . . and spent the years of his youth there . . . going to Gonzaga College . . . to study law . . .

There was only one catch to this . . . which was that he had been bitten . . . by the acting bug . . . and had appeared in amateur theatricals . . . so his interests were along theatrical . . . and vocal lines . . . to say nothing of his work . . . in developing a seven-piece orchestra . . .

He and a pal . . . named Rinker . . . toured the Pacific coast, ended in Los Angeles . . . forgetting all about the law . . .

Made with Paul Whiteman . . . was followed by music on the air . . . for Bing became a radio singer . . . and soon found himself working in "The King of Jazz" . . . followed by other picture jobs . . .

Now he's made fourteen pictures . . . for Paramount.

Looks Tops in an Iron Hat:
RAY BOHEME

Winners of the Rochester Theatre-Flash Sweetheart Contest!

Will the following please call at this office, 404 Elwood Bldg., for the cash prizes: (Theatre passes to be mailed out.)

First Prize: \$5.00 in cash—Pauline Kniff, Vlek Park A.

Second Prize: \$2.00 in cash—Mrs. Floyd Helmer, 324 Raymond Drive.

Third Prize: 1.00 in cash—Mrs. B. Bowering, 385 Elm St.

WRITE OR PHONE US YOUR NEWS

Genesee Conversation League Outdoor Show April 3-10

ALICE REYNOLDS, daughter and grand-daughter of a New Hampshire guide, matching brains and skill with brawn of hardy lumber jacks in several rough-and-tumble competitions at Sport and Outdoors Show at Edgerton Park Saturday afternoon.

Grandfather was first licensed guide in State of New Hampshire. Alice brought up in the tradition of the great out-of-doors, now only licensed woman guide in America, and holder of women's long distance fly-casting record of 72 feet . . .

Will compete in log-rolling, canoe-tilting and fly-casting events every afternoon and evening during show. Despite ability in many arts, Miss Reynolds is endowed with more than her share of feminine grace and beauty.

Another interesting New Hampshire sporting figure is BILL JOHNSON of Pittsburgh, New Hampshire. JOHNSON'S specialty is capturing wildcats, using only bare hands and pieces of ingeniously devised equipment.

SPORT SHORTS

In the AMERICAN LEAGUE we pick the INDIANS to win and in the NATIONAL LEAGUE, CUBS in case CARDINALS trip up . . . In INTERNATIONAL, BALTIMORE or ROCHESTER, all-odds being two and one-half to one . . .

Turning to racing, in KENTUCKY DERBY advise the fans to watch POMPOON . . . Now to heavyweight championship bout, battles till September . . .

Wise wags predicting ALONZO STAGG, Jr., to coach the Campus eleven or more . . . JOE LANG, Jr., coming out with new midjet racer painted black and white checker-board . . . speed demons beware! . . . KODAK PARK team flashing SYRACUSE TURNERS Sunday afternoon on Kodak Soccer field . . .

BERGHASH DeO defeating LEVY-ADLER pair 21 to 19 . . . FALCONS overtake ALJO tossers 31 to 25 . . . WEBSTER ALL-HIGH team defeated by SCHMITZ ragers 38 to 25 . . .

Call for Philip Morris

FILARETS defeat BONDS, 33-27 . . . JY foul shooting championship won by BEN (Hunk) MILLER of PARAGON CLUBBERY . . . SPARTANS organizing for softball season . . . DON BERGER to take up that match game with JOE SARGENT . . .

NATIONAL WOMEN'S BOWLING CONGRESS beginning April 15th at BUONOMO'S . . . more than 500 teams competing for cash prizes in team, doubles and singles classes . . . Over 200 local teams entered . . . MARIE WAHMBLER, Chicago, woman's match game champ, holds all-time all events mark of 1911, garnered in Chi in 1935, scoring 600 in team event, 659 in doubles, and 652 in 11½ singles . . . was dethroned last year by ELLA BUEMEISTER, winner of 1936 singles crown . . .

Friday, April 2nd, at Toronto, SAMMY LUFTSPRUNG fits GORDY WALLACE for Caneck welter-weight crown . . . Sammy's seventh pro fight . . . RO-ed JOHNNY JADICK, 7 rounds; FRANKIE GENOVESE in 9; and split a decision over Rochester's AL TRAINO . . . AL, now in training, takes on BILLY HUMPHRIES in semi-windup. JACK (Charlotte) (the maestro) EMLEY, expecting to announce a new killer soon . . . How many cities of a population of 100,000 or more can boast of two active professional fighters like TIGER SMITH and AL TRAINO???

TRY CRANE, pride of Livonia, going to town in the pocket billiards journey . . . BOB MORRISON plying the COMMUNITY

SHOOT with a 48 . . . BROOKS AVE. shoot topped with DOC WRAY'S 47 . . . CURT GERLING copping the honors at GENESSEE CONSERVATION LEAGUE with a 43 on Saturday and a 45, Soliday . . .

KENNY ANDERSON, new physical-ed proxy for IRONDEQUOIT . . . COLUMBUS taking the WINGS into camp 4 and 2 . . . IROQUOIS turning back NIAGARA FALLS, in the modified mayhem, to remain in qualifying position for the ZELTER CUP . . . BUFFALO out mermaidng MAPLEWOOD Y . . .

CAVE and KODAK teams fitting the money maples in New York . . . TOM GALVIN kicking the pin boys for an 862 . . . WASHINGTON HIGH kicking the GENESSEE INSTITUTE cagers for 40 to 23 decision . . . LOU SCOPFIC joining the WINGS . . . Looks like the makings of a good ball club . . .

ALL U or R trackmen determined to show appreciation to GORTON by making last season's mentor his best . . . ISAAC GEORGE is training to pitch MANCHESTER HIGH to victory . . . TOWN SOFTBALL TEAM, former '36 Powers and Vail champ organizing . . . more of the same, The JACK FROSTS of the MEND LOOP . . . the ZUPES basebatters nearing a complete lineup . . .

MARSHALL DELTA defeating MAPLEWOOD BLY track meet . . . ALL-AQUINAS five defeated by PENFIELD TOWNERS, 36-14 . . . Sam Spector defeating John Beisman in handball tournament at CENTRAL YMCA, 20-21, 21-6 and 21-17 . . . J. NEWTON MORGAN picked president of South Park Golf association . . . MARTHA GAMLER winner of JYMA junior girls' swimming meet . . . LEE WYKOFF, ORVILLE (Cowboy) BROWN wrestling match at Convention Hall handed the house plenty of laughs . . . A pat on CONBOY'S back brought victory to WYKOFF who got the decision . . . Scholastic stars playing Seagrams, basketball . . .

Keglings

Bankers League ending up the season with a four-way tie . . . SECURITY, LINCOLN-ALLIANCE, UNION TRUST MAIN OFFICE, and UNION TRUST BRANCHES . . . CLATE KAUF pacing league with 198 . . . SECURITY leading but LINCOLN-ALLIANCE picked up necessary three games to affect four way tie. Henry Schlenker managed a 550 for a change . . . lot different

from ABC average in NYC . . . JACK (Union Trust) CURTIS in ABC with pure Quill No-1's, a cinch to take down money . . . MARKY CHOFEL says it's all the bunk about that BERGER Challenge . . . "I'll bowl him home and home, or on neutral alleys, or take our nine game at the ABC in New York for a good sized bet, so what?" . . .

SAM LAPLACA, the Fashion Plate DeLuxe sprung with a new brown Derby for his trip ABC . . . "That'll knock those ABC Garbos silly," says Sam. "Watch my stuff" . . . PHIL KLOS, the Hawk Eye cowboy, not bowling in Culver League last Wedeve . . . complaining about eye trouble, (two of them, both blondes) . . . CAPPY (Doyle Gulf) CARROLL, expert on figures, had an eye full pulling for him Wedeve . . . no wonder CAP bowls such a game . . . GEORGE ANGEVINE, star bowler of the Sargent Smokeshop Team walking around in a fog . . . still can't wait for June, Niagara Falls and MUZZY.

CHUCK PRENTICE and his OLLIE making those Niagara Falls eyes to each other, OH, BABY! . . . SUSAN MARIE SARGENT, frau of the Journal and city champ having a good year on the alleys . . . must be she minds her JOE.

JOHNNY (St. Stanislaus) AUERN holding record for pug-nacious bowler . . . IVAN AMES, lemon umpire and quite a bowler too, dead ringer for BILLY EVANS, old-time Umpire (under the arms) . . . Ice house, JOHN KONDOLF, a bad year on alleys . . . too much chicken, not enuf eggs. Now, JOHN, be yourself . . . BARNEY NAAS too tired looking for BENNY HELFER, to even saw-back euchre game, left for France on good vacation . . . BOB (Oxhead) NESSEL, better judge of feminine pulchritude than bowler . . . see you in Hollywood, BOB.

Anniversary party of the Week:
MEDARD (Brownie) BROWN'S

Anniversary

Troop F, of the 121st Cavalry is celebrating its 25th anniversary on April 17th . . . All former Troop members are cordially invited . . . For further info call Armory.

GAS and OIL

Central Service Station
275 State St.
Service With A Smile

Bring this Ad and Get \$1.00 off Your instruction fee
MC GRATH GOLF SCHOOL
53 MAIN STREET EAST

The Gun Shop

117 STATE ST.
Ed. Watson Red Weerner
GUNS EXPERT
Bought Repairing
Sold Restocking
Traded Finishing
Ammunition Checking
Phone: Main 149

LACROSSE
"Modified Murder"
ARMORY
Friday Night
50c and 75c
Tickets Now On Sale At
Adam Hats, 133 E. Main St.;
Powers Hotel, Main 4809; Koch
Sporting, 11 State St.; Seneca Hotel,
Main 4748; Spaulding, 114 St. Paul;
Reiss Hall, 532 E. Main St.

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.

SPORT and outdoors SHOW
I pass, Trailer Given Free EDGERTON PK.
SAT. - SUN. AND ALL NEXT WEEK

The SMOKE SHOP
STONE 2751 249 EAST AVE Stone 2752

Adventures of Billy Ross By Burns

SO YOU KNOW THERE'S A CACHE
EH BUB - BUT YOU DON'T KNOW
WHERE IT IS - THAT'S A FUNNY
ONE, AIN'T IT - COME ON
W'D TALK!

I'VE TOLD YOU ALL I
KNOW ABOUT IT!

YEH YOU HAVE! I'M
NO CHUMP BUB - AN' I
WANT THAT DOUGH . . .

I'M GVIN' YOU FIVE
MINUTES TO COME CLEAN
- THEN I'LL USE A LITTLE
PERSUADER, I GOT HEATIN'
IN THE FIRE . . .

IT'S AN OLD DIAMOND T
BRANDIN' IRON BUB - AN'
THE T STANDS FOR
TALK!

3-30

INSIDE AND LOWDOWN

Welcome home from Buffalo to Gene and Florence Roeser . . . Congrats to Irene and Burt Louk, on the silver wedding . . . Prettiest baby of the week, Gert and Gordy Hammond's little bundle of heaven, Gale . . . To Harm Potter, congrats on being elected delegate to the D. U. convention in California . . . Such popularity must be deserved.

Offside to Marg (application-tak r) Freer, don't ask such personal questions . . . John Kelly looking schuazzy in the new checkered duds . . . How does Marion like them?? . . . To Helen Chatlos; that new slend rness is most becoming . . . How many calories do you allow yourself, Helen?? . . . To Hol Johnson, frau Elsa looked swellagan in the Easter frillery . . . Jan Kelly, vacationing in Bermuda . . . Sid and Emily West being wined and dined a plenty on first visit home.

Bill Huntiey spending the vacation on crutches . . . What happened between you and Kay Harby, Bill?? . . . Helen Bennett, comey Gothamite spending a few days chez Kelly . . . To Harry Samuels, better cut the speeding or Malley'll get you . . . Back seat driver, Harry Phelan, doing nicely . . . smooth car of the week, Dick Alkeim's . . . Bill Killip, smiling financial wizard of the Travellers Ins ranceorium; always making friends . . . Doug Jones, the Aetna flash, a dyed in the wool southern Democrat . . . Wouldn't admit he's wrong, no how . . .

Spike (blonde) Freedman, good natur d salesman, looking happier than ever . . . Marty Veron done gone and disappeared . . . Perc Bull, still out on his lonely farm . . . Dicky Grady still surrounded by a bevy of pr tties, and what is the one and only thinking? . . . Waller O'Grady, demon salesman at Hawkin's . . . To Abbie (Bill of the Pampas) Quinn, better stop muttering to yourself or they will put you in the nut-hatch.

Sweethearts of the week, Bill Key and the little lassie tagged Ann . . . Aside to Harriett (Daltonite) Kelly, better break down in a rash and call Bob, your roave, and spring is here . . . Auburn naided Joan Eberlin bedecked in array of gudjous orchids, leaving for Baltimore . . . Engagement of the week, Ellie Andrews and Bill Henner . . . add love is every-where, Ethel Knight and Norm Brown . . . effervescing, Jane Ewell and John Raines . . . Bibbling, Cynthia Hogle and Gard Johnston . . . Doing the upside 'an lowdown, Betty Miner and Ralph Sullivan . . .

Swinging on high, Dotty Sullivan and Gordy Booth . . . Telling it to the birds, the bees, 'an the trees, Betty Wallis and Frank Sweet . . . Frizzling Ginny Rebaz 'an Bill Griffin . . . Sizzlings, Helen Proudfoot and Chuck Smith . . . Swaping over teacups, Alice Howell and Edson Snow . . . Sending messages, Jean Reed and Verna Kreuter . . . Baking, Katharine Norris and Pete Fletcher . . . Truckin 'an Re-ping truck, Ginnie Ward and Jack Kistler . . .

Still move of the springtime, Betty Bahn and Jack Wells . . . June-nighting, Betty Gucker and Don McCollum . . . warming, Ruth Knight and Don Berry . . . May-walking, Jean Kavanaugh and Bob Stevenson . . . Romancing, Elizabeth Stedman and John Kendall . . . Coing, Leslie Dickinson and Carolyn . . . Snuggling, Betty Kellogg and James Rush . . . Courting, Ann Taylor and Frank Groves . . . Together, Billie Heston and Harold Broder-son . . .

Almanack Flashes April, 1937

APRIL 1st . . . We go to press. April Fool!

APRIL 2nd . . . Eating fish, and you are springing for a dime. We hope!

APRIL 3rd . . . We get payed and tie on a beaut. Trout season opes.

APRIL 4th . . . Sober up and shine up the golf sticks.

APRIL 5th . . . Get to office about noon and begin worrying about next issue. Sol Heuman's Birthday, 18—?

APRIL 6th . . . United States laid themselves wide open for some bum debts by declaring war in 1917.

APRIL 7th . . . Really work. Cuba & Panama declare war, 1917.

APRIL 8th . . . We go to press. Battle of Appomattox, 1865.

APRIL 9th . . . Eat more piscatorial denizens, and hope you're springing.

APRIL 10th . . . Payday and drunk again.

APRIL 11th . . . Nurse a terrible hangover, stay in bed all day.

APRIL 12th . . . Still suffering. First shot at Fort Sumpter, 1861.

APRIL 13th . . . Thomas Jefferson born, 1743. Struggle with next week's paper.

APRIL 15th . . . Go to press. Women's National Bowling Contest starts in Buapomo Hall, Charlotte Street.

APRIL 16th . . . Sick of fish, so eat eggs.

APRIL 17th . . . Payday; remember last week's hangover, so stay sober.

APRIL 18th . . . Play golf, if it doesn't snow.

APRIL 19th . . . Patriots' Day. The Battle of Lexington fought in 1775. Turkey severed relations, 1917.

APRIL 20th . . . Sober up and get to work for your dime contribution.

APRIL 21st . . . Battle of Jacinto, 1836 . . . Battle of words in office.

APRIL 22nd . . . 1889, Oklahoma opened for settlement. We go to press.

APRIL 23rd . . . Forget it is Friday and eat a steak. Shakespeare born, 1564.

APRIL 24th . . . Payday and more inebriation. First newspaper in U. S., 1704.

APRIL 25th . . . Day of rest. War declared on Spain, 1898.

APRIL 26th . . . Blue Monday.

APRIL 27th . . . U. S. Grant born in 1822.

APRIL 28th . . . Start the usual Wednesday worrying. Short of copy. Guatemala severe relations, 1917.

APRIL 29th . . . Go to press, not quite making deadline.

APRIL 30th . . . You spring for a dime. U. S. sprung for Louisiana in 1803.

Spooning, Charles Crandall and Frances Whipple . . . Mooning, Doris Hendee and Lloyd Jones . . . June-nighting, Basil Robinson and Virginia Allen . . . Moonlighting, Roy Roberts and Eleanor Jacks . . . Sparking, Betty Stevenson and Norm Sayers . . . Whistling Lohengrin, Valerie Smith and Monroe Townsend . . . Duckwucking, John Odenbach and Lucille Kavanaugh . . . Not cold, Shirley Bertolotte and Daniel Metzdorf . . .

Gazing, Kitty Tuke and Charlie Duke . . . Handing the Line, Peggy Mason and Richard Burrell . . . Sweet Nothings, Louise Beattie and Richard Dunn . . . Blooming, Neil Regan and Josephine Sutton . . . GaGa, Frank Kingsley and Nancy Hanks . . . Hazydazing, Eugenia Sproat and John Millard . . . Lovey-dovey, Dorothy Scanlon, Harold Morseheimer . . . Mocking birds, Robert Burnham and Jeanne Donovan . . . Maywalking, Marian Burke and Robert Taylor . . . Blossoming, Sheila O'Brien and Stanley Dye . . .

Love in Bloom, Josephine Hagstrom and Ted Agnew . . . Arm in arm, Peggy Wilbur and Brooks Houghton . . . Mike and Iking, Janet Stewart and Bob Alhart . . . Hantz & Fritzing, Gail Allen and Dave Dutcher . . . Tristam and Isolde-ing, Ann Remington and Richard Dickinson . . . Tootsy wootzing, Howard McMillan and Eleanor McNamara . . . Sweetypussying, Jack Thompson and Eleanor Kittrell . . .

Waltzing, Aileen Doyle and John Keenan . . . Hotcha-ing, Jean Kavanaugh and Bob Stevenson . . . Swinging high and low, Phil Chamberlain and Mary Dick . . . Looking dreamy, Lucinda Hazen Dean Patterson . . . Telling it to the stars, Gloria and Bill Moll . . . Blushing, Ruth Knight and Donald Berry . . . Foxtrotting, Mary Taylor and Edward Merritt . . . Turning on the heat, Doris Prouty and Donald O'Brien . . . Gandering, Margaret Day and Dean Patterson . . . Telling it to the stars, Gloria Boothby and Thomas Mohry . . . Eyes aglow, Betty Heiber and William Dolke . . . Giving their all, Philip Fisher and Jean Young . . .

Doing the inside low down, Jane Finneran and Charlie Selfridge . . . like a feather in the breeze, Marcia Lynch and Wes Beattie . . . looks like the McCoy for Alice Green, and Bob Dickinson . . . add scrumptious students, Cornelia (East Ave.) Hawks . . . leaving for warmer climes, Alice Buell . . . Congrats to Sandy Patterson and the comely missus on their joint birthday shindig . . . Best dancers of the week, Dr. and Missus Clyde Heatly . . . Tall stories of the week, Ray (Legalite) Fowl . . .

Louis Lombardi travelling with a lassie tagged Dot . . . looks like wedding bells for Fred (horseman) Banhan . . . and more of this fatal step for "Gene" Leary . . . Alice Pok Gotham-ing it for Easter Week . . . Bruce (Soda Jerker) Miles dreaming about that pretty in Utica . . . Clarence Maw, slaying the ladies . . . Add the Three Musketeers, Ken Falbo, Chuck Bonsignore and Bud Bowe . . . Hit show of the week . . . Ernie Warren and Frank Reina . . . Impromptu affair, in addition to finally at Lang's . . .

Falcon basketball team floor shows still on in spite of fact that basketball's over . . . Johnny Cup-pik of Weeger St. took the fatal step and can't see the gang anymore . . . Sad! . . . Mike Borshanky in such a hurry? . . . Doris (Rochester) King and Thurston (Brockport) Smith are the chumiest chums . . . Love is everywhere with Barney White, Esther Pardine . . . Karl Armbruster and Dot Agne swingtiming.

SUSIE

By Lawson Swanson



RELIEF PATIENTS VICTIMS

FLASH FLIPS

Jimmie Erwin, w. k. Rochester bicyclist, brushing up the thirty year old Holland Racer, preparing for the expected balmy spring weather and opportunity to get out on road, pedal and go places without cost of gas and oil . . . Jimmie proud of his years . . . Used to be member of the Paddy Hill Boys who grabbed all the honors in the gay 90's . . . Fred (Grillery) Smith glad to see the sun shining . . . Avers that next winter he will shovel his way south to Miami . . . Billy Lang takes this week's nod as the most accommodating jeweler-man.

Honey Kane having her picture taken at Sibley's for the new b. f. . . When Cliff Jordan can't stop the chariot, in the wee hours, he runs it into the w. k. snowbank . . . Fred (Allard's) Lashier's new yen is bowling . . . lousy scores, but good for the tummy . . . The comely Johnstons came in from Hamlin way to do the night spots . . . Jack (adman) Simpson back with Frankie Gannett's T. U. . . Newsie of the week, Chief Blair of the four corners . . . Congrats to Mac MacGuire, new liquor salesguy . . .

Doyle Gulf boosting the ladies bowling tourney by entering ten teams . . . will be 531 wimmen teams in all!!! . . . What Lyell Ave. Tavern prop. turned all the customers out long before two am. ? Going to middle aisle it, Geraldine Boyce and Joe Allan . . . Add honeys, Anne Roman, Capitol Wine and Spirit Jassie . . . our goodlooking steo, tagged Florence Coppitta avering she will annex the first guy that comes along with plenty of iron men . . . Add engagements, Irene Chapellier and Jimmie Little . . .

Dickie Stage and wifie back together again . . . Better luck this time . . . Best squeeze-boxer of the week, Billy Harris . . . Marty Salley missed by his old friends . . . Billy Schneider boxing as a pastime . . . Why doesn't Stan (Falcons) Sweirkos give Mary (Bonds) Andrews a tumble? . . . Samuel (lawyerman) Di Pasquale parading new Pontiac . . . Misses Salima and Churnis riding Hudson bus cause they love traveling . . . Richfield Gas Co. sporting a new Silver Zeppelin.

Doris Laizlere, cute Fairport brunette, laid up with pendix . . . don't let 'em keep you down too long, Dory . . . Missus Klein gonna throw that housewarming pahty?? . . . boys dieting and awaiting this shindig . . . Russ Browne, left for good old South to play ball . . . George MacClurg and Bobby (Woodrow) Wilson soon opening Golden Eagle Grill at 487 Hrdson Ave. . . oughta be swell joint . . . watch for this . . . When did Joe Warren turn fighter?? . . . trying to lick the gang in Miller's on Hudson Avca and only weighing 147 lbs.

Rog and Kay Greenman celebrating the missus birthday . . . Man bites dog is news but Rog springing for the annual outing for the frau is news . . . Swell bender thrown for April 3rd bride Loretta Schenck . . . among those imbibing were: Dorothy Mayer, brunette lassie Isabelle McGinn, brownette Irene Thompson, Bertha Cohen, MacLea Forest, Cora Snyder, Frances Erath, Helen Fess, Lorraine Larabee, Katherine Muller, and last but not least Doris Pr-ston . . . Sixty frills in all . . . and all these gals from Kodak.

According to a report made by statiicians of Metropolitan Insurance Co., married men live longer than single men. The report is based on a study of a mortality rate in New York State for 1929 to 1931.

"One rule holds consistently thru out life, the married male is favored over the unmarried, and this disparity is not a mere trifle: it is very pronounced. In fact from 30 to 45 the mortality of the married man is less than half that of the single."

Now don't take us wrong. You don't have to get married to grow old, in fact if you are like good liquor, age will make people like you (single or otherwise). Personally, we disagree with the Metropolitan's report. Married men don't live longer; it only seems that way.

We are always for saving the taxpayer's money. But when it's done at the expense of the sick and the unfortunate guys that find themselves in the position of having to accept medical treatment paid for by the city, we are going to put up a howl and call a halt. And that seems to be just what's going on in this burg!

It seems that according to an agreement made several years ago between the city and the hospitals, the city agreed to accept patients and pay the hospitals for their care. But the rub comes when the Welfare department expects the doctor, before admitting a city-paid patient, to advise the investigator how long the patient is going to be in the hospital! It would take a pretty good doctor to be able to tell down to the exact day, how long the sick person is going to take to get well. But if he isn't right in his guess, his hospital is just out of luck for its money, KUZZ THE CITY WON'T PAY!

Doctor Applebaum, who is the head of the Medical Unit of the City Welfare Department, may be proud of his record of reducing his case load, but we don't think so much of it, if the poor sick have to take it on the chin. We understand that Doctor Applebaum gets about \$3,600 a year for his part of the job, which is a pretty tidy sum for a half-day job! About \$14,000 is what it costs us to maintain Doctor Applebaum and a staff of five nurses. And the hospitals are paid at the rate of fifty cents a call for welfare patients!

There have been several cases when it seems to us neither the patient nor the hospital got an even break. One such case was brought up before the City Council for action, and we're going to bring it up again right here.

It seems there was a guy who was suddenly stricken with a mouth hemorrhage. An ambulance call was put in to Main 34 and the guy was rushed to a hospital. But when the doctors had done their job of guessing how long he was going to be ill, and had filled out the necessary papers, they were told by the city that they wouldn't get paid for the case BECAUSE IT WAS TUBERCULOSIS AND SHOULD HAVE BEEN SENT TO IOLA!

It is a darned good thing that the hospital doctors have hearts, or the guy might have bled to death. Another case involved a guy who had to have a set of false teeth. The welfare department refused to buy them for him. Later he was taken to a hospital suffering from acute indigestion.

It is such stuff as this that gets under our collar and burns plenty. We always thought welfare meant what it says, and that money appropriated for that purpose was to be used to relieve the suffering of the unfortunate. Not to pay a lot of high pressure bureaucrats. Let's give the poor and the sick a decent break!

Call for Philip Morris

Applebaum Won't Talk!

In keeping with our policy of giving the latest and most complete news, we have attempted to get Doctor Applebaum to give us a statement on the spending of his Medical Unit. Although admitting the right of the taxpayers to know the facts, DR. APPLEBAUM has refused to say anything without the O. K. of FRANK KELLY! Maybe next week!

Hot Flashes

The SCHMERR boys are the smilers who run the 10th Ward GARAGE . . . What has happened to TONY GUARGLIA?? . . . ROY RUMPF, Irondequoiter, has a big job liquidating the Britton Realty . . . CHUCK RAUBER's employer manager none other than BERT LOWK . . . Has HAP PYE met CY FELDMAN?? . . . JIM HENRY working 21 hrs. a day . . . BEN LOVE snubbing over the prospect of catching snook . . . Is gentel fourth-stater JIMMY ANGLE . . . JOHN WELLES, plump engineer at Rochester Hotelery.

PETE KUHLS carrying a long face because bunnys are out of season . . . for the gal with the wonderful memory our nod goes to accounting-lassie BESSIE GOLDSTEIN . . . Bont time JOE CURRIE's little go cart had its annual bath . . . HAZEL VENTRESS still the most popular nurse-lady . . . offside to JIMMIE WIDMAN, are you still bashful with the ladies? . . . HARVEY KLEINER, the joking mailman, crowding 200 . . . BILL ROBERTSON, Irondequoiter, looking for an auditor's job . . . BOB (court-

Best Dressed Man of the Week:
HARRY MACANTEE
(real-estater)

Hot Flashes

Dignified gent of the week (Stromberg's) McGUIRE . . . add hard bargainers, LEO HAROLD . . . arrow collar add of the week, DAVE COREY . . . won't read the FLASH, HELEN PFLUKE . . . better, HELEN . . . still among the most beautiful . . . MILDRED MARTIN . . . Offside to BOB VAN VOORHEES, bucks are still scarce . . . Offside to EVE EASTON, we seen you when you done it . . . dancer of the week, CHARLIE KRAMER.

HAPPY DAYS
Are Here Again
At Genial
CHARLIE
HELBERG'S
1260 North St. Main 8234
FOR THE BEST
FOOD LIQUORS
WINES BEERS

SERVICE!!

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

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

The State
Detective Bureau
Licensed and Bonded
829-339 Granite Bldg.
Rochester, N. Y. Stone 162
Specializing in complete investigations of all natures.

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

SENECA TERRACE
1683 DEWEY AVENUE
SUPPER CLUB

ALWAYS ONE OF
THE BEST
Shows Ever Seen

NO MINIMUM
NO COVER CHARGE
Orchestra
and
Floor Show
7 NITES

Elevated Dance Floor



City Sick Take Rap

(Story on Page 11)

NIGHT CLUB GUIDE

10¢

FEATURE NEWS

ROCHESTER FLASH

SPORTS THEATRES

WEEKLY

STAGE SCREEN RADIO

Vol. 1—No. 14

ROCHESTER, N. Y., APRIL 3, 1937

WPA-ers Sit Pretty

SOUTH AVE. BUREAUCRATS GET PLENTY OF BACON—

Well, well, my little chicadees, when we promised you last week to take you through the administrative offices of the W. P. A., we thought we were going to do just that. But when we got there, we weren't quite sure whether we were visiting a business office or a combination social club and rest haven maintained at public expense for the benefit of ward leaders and petty politicians. We still don't know, but we're going to make it our business to find out and pass the low-down on to our readers. Frankly, the whole derved set-up has got us in a daze!

First stop on our tour was at the office of Labor Manager Robert J. Benedict. Bob is a life-long Republican and it doesn't take very deep thinking to imagine what a spot he's in. Especially when you know that he draws around \$3,800 per year and there are a lot of good Democrats around this town who feel they are a little more deserving of the job!

Mr. Benedict is assisted by Miss Hazel Gurney, also a Republican. Rumor around the offices at 1460 South Avenue has it that perhaps Miss Gurney wields quite a lot of power in the outfit, and that a frown from her is apt to send you out on a project, never to return. Better watch your step, boys!

Loyal Democrats of long standing are wondering just what Miss Gurney's qualifications are for the position of Social Worker. Miss Gurney tours the state checking certifications for W.P.A.

We never did find out just what William Carey, boisterous leader of the 23rd ward is supposed to be doing out on the Hill. Several months ago Will was appointed to conduct an investigation but that's ended.

The press is always hearing howls from the boys on the

(Continued from Page 3)

ONE SITS DOWN-ONE STANDS UP

Orchids to the workers and officials out at the E. P. Reed and C. P. Ford shoe plants for the rapid and successful termination of their sit-down strikes.

Especially glad words to our calloused ears is the statement made by company offi-

Labor Gains!

Another victory was chalked up for labor Thursday when the County Board of Supervisors unanimously passed a resolution authorizing County Manager Baker to:

1. Enter into collective bargaining with any labor association represented in services done for the county and to sign agreements with them concerning wages and working conditions.
2. Pay the prevailing rate of wages in such unions to all county employes whose services are commensurate with those performed by members of labor associations.
3. Establish immediately the forty-hour week for all county employes, other than the administrative staff and those already provided for in the first section relative to collective bargaining.

vials that no damage of any kind was done to machines or to other company property and that production would resume immediately. The justice of the settlement agreement and the general attitude

(Continued on Page 2)

Safety Angle No. 6

Although we have been lambasting and always will, criticize the Rochester Street Railways for overcrowding busses, and routing them so as to cause a traffic menace, we are only too glad to co-operate whenever we can see the chance to make Rochester safer.

Again Rochester motorists must take the rap for being careless!! It seems that so many operators of motor vehicles are in such a hurry, (as if it made any difference if they got to their destination a minute later), that they forget even to consider their brethren who are in the same hurry but are riding on busses.

When passengers are leaving or boarding busses, it is only common courtesy for automobile drivers to allow passengers free egress and access. Many a time we have observed some smart-aleck who speeds until forced to apply brakes or jam a car into gear to gain a fitful second and unnecessarily jeopardize the safety of fellow travellers.

Strange and Interesting Facts



Lake Superior is the largest fresh-water lake in the world—max-

YOU GUESS

What can a dog do on three legs, a man on two legs and a woman sitting down?

(Shake heads)

Hot Flashes

WILMA STRAIN, planning a rollerskating fracas... Add wingdings, the houseparty thrown by OMEGA PHI DELTA... for the dottore in legge or the dottore in guisorisprudenza, see AL D'AMANDA...

Rochester Public Library
115 South Avenue
Rochester, N. Y.

CAREY OUSTED

(Story Page 2)

NIGHT CLUB GUIDE

10¢

FEATURE NEWS

ROCHESTER FLASH

SPORTS THEATRES

WEEKLY

STAGE SCREEN RADIO

Vol. 1—No. 15

ROCHESTER, N. Y., APRIL 10, 1937

KELLY BILL SAVES HOMES

H. O. L. C. Mortgages To Get Easier Terms

The first step in an effort to secure more favorable treatment of mortgage holders in the Home Owners Loan Corp. was made this week, when Congressman George B. Kelly of Rochester, N. Y., introduced a bill in Congress calling for one year's moratorium on H.O.L.C. loans.

Passage of this bill will effect over five thousand Monroe County home owners. Outstanding loans in Monroe County total more

(Continued from Page 5)

BUSINESS PREPARES TO FIGHT!

Big business, headed by twelve of the largest industries of the United States, is secretly preparing to battle the growing power of Labor and win back the many concessions they have recently been forced to grant workers, according to a copyrighted story in the London Daily Herald.

It is significant that the American Press as a whole has had little, if anything, to say on this matter.

According to The Herald.
(Continued from Page 5)

W. P. A.

We thought that W. P.A. was a means of giving the poor guy who's out of work a job. Maybe we're wrong. Or maybe it is supposed to be a lot of guys in on it who could be pulling down a salary. (maybe not as big, though!) from regular business. But they left that to cash in on the ducats that Uncle Samuel is dishing out to the boys who really need it.

That's what we call a helping hand . . . yeah! . . . a helping-yourself hand!

MR. KNAPP OBJECTS!

In reference to an article published in a recent issue of the FLASH, Supervisor Knapp of the 22nd Ward wishes us to say that there is only one other member of his family besides himself who holds a political job.

There are eight grown-ups in Supervisor Knapp's family and he says he has been a loyal and hard-working member of the party for over twenty-two years. Which, he feels, makes him worthy and deserving of what he and brother Andrew are getting. Thank you, Mr. Supervisor.

Big guy:
CHUCK SYNDER
(WHAMerman)

More Rumbings from Old Gold

From reliable sources we hear that Pocahontas means contented Chicken. So we suggest as a possible solution for No. 4, Pocahontas.

BONDBREAD WAR TO FLARE ANEW?

According to Labor leaders it is reported that new attempts will be made to force the General Baking Company, makers of Bond Bread, to recognize organized unions.

It is alleged that the Bond Bakers are maintaining that their drivers are salesmen, and do not come under union jurisdiction. Labor leaders maintain, however, that these so-called salesmen, are worked long hours, and that they are grossly underpaid.

The Union Representatives further point out that ice men and milk-truck drivers come under Union Jurisdiction and that bread-truck drivers should be no exception.

W. P. A. Does House Cleaning

Rumors have been flying around the office concerning abuses over in the alphabet soup department. We are given to understand that there is a man tagged Walter P. Stone who, with only one person to support, is working on the WPA and receiving pension checks from Uncle Sam cuz he happened to do or die in the Spanish American War.

It is further alleged that this "Stony" is replacing a man who was recently discharged on the grounds of a reduced personnel. The former employee is said to have six hungry children to support. From the eyes of a few it might look as if one had to be a friend of Bob Benedict in order to click on the payroll . . .

(Continued from Page 8)
Rochester Public Library
115 South Avenue

POLITICAL FIREWORKS

(Continued from Page 1)
represented except the first and second. It appears to have been a cleverly planned coup to have Cooper endorsed for the Ward leadership.

Naturally the first and second districts are plenty sore at not being called on for this decision, and it may result in Tom Broderick's losing his stronghold in the Fourteenth.

On the Democrat side of the fence, reports are coming to us that there may be a decided change of feeling between Messers Hone and Trott.

It is reported that Madeline Hone has secured a judgment against Mr. Thomas F. Trott for some rent that is alleged to be due on the ill-fated Blue Room Club, which was located at 28 Swan Street. The Street is prognosticating that the ill-fated Sixth will go definitely Republican this fall, and that Louis Dustin, who was formerly a Republican, will come back into the fold and become the strong man of the ward.

The FLASH will endeavor to bring to you each week all unbiased news of local politics. There are uprisings and revolts brewing all along the local political front. Watch the FLASH for what's going on on all sides of the Political Fence!

Good news of any week:
(We hope)

Dance AND DINE

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

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

Lang's Garden
330 North St. - Main 7983

"3-3-8"—By J. P. Marquand

One of the most thrilling spy stories to come out of the Civil War.

"Gray Hairs for Casey Jones"—By J. C. Furnas

The author of—And Sudden Death, tells you how the man in the locomotive cab looks at grade crossings. A thrilling article that will make you stop, look and listen.

"More Than This Would Be Revolution"—

By Charles P. Taft

The son of a former President, a leading liberal and a legal representative of both labor and industry, examines the question of the hour—and every American citizen should read it.

"Airplanes Can't Sink Battleships"—

By Ensign Jacklineke

The Best Features—The Best Writers—Every Week

Apr. 10 Issue
NOW
ON SALE **THE SATURDAY 5c**
EVENING POST

WPA Family Haven

The outfit up on the hill comes in for more complaints this week, when many of our readers complain of the attitude the big bosses have towards the workers who are out on the jobs.

According to one of our informants, the general viewpoint is that the workers are just a bunch of pests not fit to associate with the men in the offices. What they don't seem to realize is, that these very same workers are the ones who make it possible for the big boys to draw these nice fat pay checks. At least that is what we thought.

Or could it be that the whole W.P.A. outfit is so honeycombed with politics that the big boys are in . . . and going to stay in . . . until they get in bad with their ward leaders?

In addition to running a Youth Movement, many feel that W.P.A. is also running a "Father and Son" movement. At any rate, there seems to be several cases of father and son both holding down jobs out on the hill . . . and with nice fat pay checks as rewards.

And what we would like to know is how do these pay checks compare to the so-called Security Wage? All in all, we'd say they're pretty darn secure!

WPA Aide Gets Gate Hot Flashes

William Carey is Out! Latest news from the Hill, tells us that Will is no longer with the W.P.A. boys.

It is reported that a Hoffman - Dailey - Carey battle . . . Will's going.

As we go to press, Mr. Carey cannot be located for a statement.

ANNE JAMESON, admitted to the hospital . . . Hope you get better soon, ANNE . . . JANET LEDERMAN going 'round and 'round with RICHARD KENNEDY . . . swing on high, JOAN McNOUGHTON and JAMES CRANE . . .

WPA WORKERS!

What's wrong with your project? Write or phone to the FLASH and give us the details. We print the TRUTH!

Cozying, MARG BROWNELL and TRAFON BULLIS . . . flirting with Loehengrin, GINNEY BAILIE and LEANDER WALKER . . . bubbling, MARCHA LYNCH and WES BEATTIE . . . cooing, JANE FINNERAN and CHUCK SELF-RIDGE . . . sizzlings, MARG HOLSTEAD and army-man, SAM ANDERSON . . . add kute kidlets, PATSY LEE LANEY . . . usherette of the week, GINNEY CADLE . . . nice looking couple of any week, CAROLYN LINDSAY and EDDIE HARRIS, the junior . . . Bald-pate of the week, HOWARD DINKLE, lumber tycoon . . . Offside to JIMMY (fighter) FLOOD, are you serious about the new femme???

More of the springtime spirit, BETTY GUCKER and BOBBY LYONS . . . robins and romance, GLORIA BOOTHBY and TOMMY MOHR . . . coffee and caking, JANE RAUBER and CHUCK STRONG . . . turning on the heat, BETTY STEVENSON and DICK OGLESBY . . .

Winners of the Early Bird Contest

The persons listed below will please call at FLASH office, 404 Elwood Bldg., on Monday, April 12th, and upon proper identification, we will present them with a carton of PHILIP MORRIS cigarettes.

LOUIS WILSON, 115 Weeger St.
J. R. WESTMAN, 201 College Ave., Ithaca, N. Y.
ARTHUR F. FRITZ, 1081 Clinton Ave.
ALBERT FISCHER WEBBER, 145 S. Water St.
ARNOLD J. BLOOM, 42 Seward St.

Several of the contestants failed to qualify by not understanding the meaning of the word LIMERICK, and several forgot to clip the EARLY BIRD, and were automatically disqualified. READ THE RULES!

Early Bird Limerick Contest

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

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



Sp . . . in the air, suggestive of poetry . . . have a bang-up Limerick contest, based upon Cock Robin his worm-hunting? It's easy to write Limericks; mostly everyone has done it at one time or another. But all you will have to do in this contest is to WRITE A LAST LINE for the one printed here.

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

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

CONTEST RULES

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

GRAND PRIZE: PHILCO RADIO.

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

CLIP COCK ROBIN AND GET BUSY.

There was a young robin so gay,
Who thought worm-pulling was play.
With head to one side,
And his feet apart wide,

LAST LINE: _____
Name _____
Address _____

MacFadden Fight For Truth Wins

Unmentionable FIGHT LOOMS Is Mentioned

The constant fight against syphilis—and against the false prudery that has prevented it from being mentioned in the public press and in good society, this week wins unusually wide support in no less a person than Bernard (Muscleman) MacFadden.

In a two-page editorial in this week's issue of Liberty, Mr. MacFadden's weekly which boasts the largest circulation of any American weekly, he brings the issue squarely to the front and, with no mincing of words, puts the problem directly before the parents of America.

Syphilis can now be mentioned in the public press without fear. It should be mentioned, its dangers and sources and cures should be taught in every school and known in every home.

The whole matter was brought to the attention of the Rochester public in a special broadcast Wednesday eve, sponsored by Moey Manson, distributor for MacFadden publications. Featured speaker was Vice-Mayor Silverstein who said: "I am happy to say that in Rochester, we have already started our war against the dread scourge and at last the old and younger generations are being told of its ravages."

The FLASH feels that it has done so little to help along the cause of truth, in spite of the fact going. We take our hats off to Mr. MacFadden and extend hearty congratulations to Moey Manson for his fine work.

Leading for sailing:
LARRY MILLER

FIGHT LOOMS

(Continued from Page 1) special committees are meeting every month in New York, consolidating their information, and preparing for the attack on Labor. The spy systems of the various corporations are said to be undergoing intensive re-organization, headed by two former G-Men.

Rapid and intensive business recovery is given by the Herald as the reason why Big Business has been so willing to concede workers' demands rather than risk a tie-up of production. Evidently, there is no thought in the minds of capital that workers shall benefit, except temporarily.

Note: See Editorial page for editorial, "Sudden Power Is Dangerous!"

JITTERS!

If you notice that the boys about town are going around with a worried look... a look of apprehension and fearful expectancy... don't wonder. It's a question of... After Bill Rund, who's next? We wish we knew

Trout fishing of the week:
WILES MITCHELL

Cellar Clean

(Continued from Page 1)

We also heard rumblings that down Ambrose Street way there is a swell bit of political finagling. It seems that there might be a little apartment house that was endowed with a dirty cellar. That is not news. Plenty of apartments have dirty cellars on the east side of town.

We hear that this little apartment house has a janitor tagged Skip Carson, who is receiving a little weekly stipend from WPA and free rent from the owner of the multiple dwelling. But the real gripe in this situation seems that WPA labor was used to clean out the cellar of the apartment and WPA masons tore out an old incinerator and built a ducky storeroom for the Ward Committeeman. ALL THIS ON WPA TIME AND ON TAXPAYERS MONEY!! If this is true, for the sake of the little taxpayer from whom all (WPA) blessings flow, it is about time that a little squawking was done, and not just the feeble peeping that is now made!

Hot Flashes

JEAN (Mechanics) BRITTON taking a scorch at the R.T.V. ... looking more and more serious, Empress EUGENIA SPRAOT and HOWY McMILLAN ... ADD great fund of common sense, MARG BRISTOW WALKER.

The Missus LOU HENDERSON, keeping a scrapbook, for Junior ... Cuddling while dancing, BETTY METCALF and DEAN REYNOLDS ... Every time we learn how to win on those w.k. pin machines they change the combinations ... Hearts a beating, ELAINE GILLISPIE and OSCAR SPIELER ... CLAUDE TAGGERT gentian lawyerman, looking better than ever ... Strolling arm in arm, HELEN SCOBELL and FRANK SMITH ...

SCOTTY LARENSEN singing Annie Laurie with great gusto ... Breezing along with the breeze, DAWN LUDINGTON and ROD SMITH ...

OTIS STRASSE residents don't wonder anymore who the FLASH reporter is ... Bubbling over with joy, ELANOR KITTRELL and JIMMIE RUSH ... BILL BROCKLEY sporting a nifty windbreaker, silk lining and all ... Trucking and keeping truck JANE EWELL and EDDIE MEE, this one looks serious.

LORETTA SWIFT, insurance lassie, seen sipping with the tall, dark and handsome at Brownies, Flashday ... add winedining, MARY ROSE REICHARD and ROLFIE-WOLFIE SCOFIELD ... MORT CULLENDEN, missing from downtown sector ... More of the fatal love in bloom, MARY SPITZ telling it to the moon and BOB THOMAS ... understand that one of the bosses at the west end manufactory works doesn't want employees, FLASHED ... Will some employee please give us his name so we can devote a half column to him?? ... Swinging high in the treetops, MARIE CARROLL and THOMAS McVINNIE.

RED HOT FLASHES

Add love in bloom ... EYIE GARDNER and FRANK MAC ILLROY ... doing the uptown lowdown, engaged an' everythin', sector tagged LUCKY ...

Sparkling eyes:
JOY CHURCHIN

The Comely Missus MAX TAF-FET gets the nod as the cook of the week ... LENOA BELMONT married for two years and we don't know annexed moniker ... EDDIE (lawyerman) LAMB closing the office early anticipating the golf season ... HARRY MAY seen tucking an armful of feminine pulchritude into the go buggy f'othereve ...

Swellagan rigs:
SKINNER TRAILERS

Still funny, TED COLLINS on the wagon ... MORT NUSBAUM looking tricky in the new togs ... Seems that the clothing trade's doing all the business ... ELAINE SCHOPP, now prexy-ing the PHI SIGMA DELTA ...

Blond of the week:
CORA DARROW

Offside to JOE PICCARETTA, don't forget to let us know the opening day for the new spot ... AL PROCTOR and the Legionaires throw a honey at the Community Gun Clubbery ... sure-swat 'em out at JOHNNY'S Golf School, next to the D & C ... FIVE LUCKY LAWRENCES back in town? ... Wonder what ROSE POSNER is doing without her Englishman tagged PAT???

Swell gal of the week:
BARBARA KILLMER

RAY DORAN love-in-blooming with entertainerlass ROSE MARIE of the Hunter's ... Doctorman NORM LEVIN, waiting for spring an' things ... GEORGE (Senatorman) ROGERS, dreaming of those Candaian fishing grounds an' the big ones that got away ... HAROLD (Ritter Dental) MILLER, thinking of Red Lake ...

Manners of a Chesterfield:
Doctorman
ANTHONY SCINTA
(city-father)

KEN FULKERSON out of circulation ... Call for PHILIP MORRIS ... Hear that IRWIN KAHL'S having girl trouble ...

Best dressed guy of the week:
JOHN McINERNEY
(lawyerman)

- Jaded Appetites
- Vanish when
- They meet
- Those Menus at—
- **Brownie's**
- MARBLE BAR
- & SUPPER CLUB
- 63 State St.
- Dancing - Entertainment, nitely

Held Over!

MORE time for "Maytime"! We're holding it for a 2nd record smashing week!
ALL over town you hear its praise ... never such a screen sensation in years!
YOU'LL be swept off your feet by its spectacle ... and haunted by its tender love story!
WE love song "Will You Remember Sweetheart?" will live as long as there are lovers!

IT'S a glorious new triumph for the stars of "Naughty Marietta"—and romantic "Rose Marie!"
Jeanette
MacDONALD and
Nelson
EDDY Come Early See it TODAY!

LOEW'S
ROCHESTER

IT'S TRUE! By Wiley Padan

ROBERT TAYLOR
PRESENTED JEAN HARLOW
A HALF DOZEN "BLUES"
RECORDS TO ADD TO
HER HUGE
COLLECTION!

JEAN HARLOW
HAS TRAVELED TO ALL
PARTS OF THE WORLD, YET IN ACTUAL
LIFE SHE HAS NEVER BEEN
FURTHER THAN
NEW YORK!

REGINALD OWEN
IS CAST AS
ROBERT TAYLOR'S
BROTHER IN
"PERSONAL PROPERTY"

E. E. CLIVE
GAVE ROBT TAYLOR HIS
FIRST PROFESSIONAL JOB
IN THE ROLE OF A MOVIE
STAR AT THE HOLLYWOOD
PLAYHOUSE.

ISO
Says
"DIRECTOR W.S. VAN DYKE, WHO HAS MADE PICTURES IN ALASKA, AFRICA AND THE SOUTH SEAS, DOESN'T LIKE TO TRAVEL"

JEAN HARLOW
PRESENTED HER HAND
WITH A NEW
NOVEMBER AS A GIFT IN
APPRECIATION OF
LOYAL SERVICES.

New York, N. Y.—"IT'S TRUE! that six years ago director W. S. Van Dyke spoke to a group of school children. One of the youngsters wanted to know how to train herself to become a motion picture actress," says Wiley Padan. "Van Dyke advised her to read all the books and plays she could lay her hands on and to seek out amateur theatricals. She grew up and now plays Jean Harlow's rival in M-G-M's 'Personal Property.' Her name is Marla Shelton!"

\$5,000
a week is often paid to the great orchestras whose music—in all its original dash, appeal, and artistry—can now be brought to your establishment by the Mills Amplified Phonograph. This remarkable instrument takes 12 ordinary 10-inch records, allows the customers to select any tunes or bands they want, then plays them with the zest, fervor, and burning rhythm that only the originals could match. This \$5,000 a week music can easily be made available for your patrons. It's an income instead of an expense! Free installation anywhere.

WISHMAN'S
Vend-O-matic Service
HARRY WISHMAN
Phone—Main 7547-8687 any time 210 Court St.

INSIDE AND LOWDOWN

Dick Moore's baby, Nancy Jean, hitting the beam at nine pounds eight and one-half ozs. . . Smooth new hair dress of the week, Julie Brennan . . . but keep your nose down, Julie . . . Did Russ (reporter) Colombo fall like a ton of bricks for Betty, last Sateve at the Elks dance, or does he always act that way??? . . . Hear that Clarence Maw, getting madder and madder at being flashed . . . Gladys Greenwood, hooking all the eligible males these days.

To John (Doc) Herring, where did you acquire that permanent?? . . . Bill Almy and Tom Ferguson taking Charlotte Newton and Jean Pennington to a big shindig at Drumlins at Syracuse . . . Wonder how the Fred Bloom, Barbara Wright romance is progressing??? . . . Betty Parker stepping to the altar with Nelson Burnett . . . Jane Palumbo thinking that Joe Pillatero is a prize package . . . Whitey Curtis appearing so so disconsolate.

Seen wine-dining Suneve, Chuck Odenbach and pretty lassie Harriett Kelly . . . Too bad Bob, our deepest condolences . . . Nize babys, Oral Astles and John Haegge . . . Loretta Lasek being lonesome these nights . . . Joe (singing winter) Anderson feeling bad since that little red-head gave him the go-by . . . Dick O'Grady having many a pretty face gander the new toggery . . . Nice kid of any week, Jane Christ.

Billy Hayes arriving home after a sojourn in Gotham . . . Promoters Civic Club dance given at Elks Ballroom Sateve huge success . . . More tickets being sold at door than in all two weeks time . . . Attendance large; good time had by all . . . Funds from dance being used for scholarship for ambitious young lad or lassie that can't afford college expense.

Pauline Paulson and Ray Sparr becoming Mr. and Mrs. in Gotham last Satday . . . Eddie Martin on the loose while Eddie Conley is on best behavior. Keep it up Conley and you will be sprouting wings . . . Rose Strazzari, hit girl of the Elks Dance looking viddy viddy nize in that wk. 32 Chevy . . . Birthday Greetings to Terry Anderson . . . Add more birthday greetings, Robert the Cameron Walker . . . Keep it up Bob and you will live to be a hundred . . . Famous words these days, "Joan Harper getting to be quite a good-looker."

Screwy story of the week is where Norm Stymus and Bob Van Voorhees upon returning from Buffalo meet up with a stray horse in the middle of Buffalo Road. Norm getting out of the car and leading the nag into a farmer's front lawn. Bob rudely awakening the poor farmer in the wee hours of the yawning. Horse getting the last gasp after making hash out of the ruralite's front lawn and shrubbery . . . Anyhow, the farmer will receive a couple of bucks from the glue factory.

There are a lot of new dames who are stepping out who never used to . . . we mean a lot of the younger married dollies who are giving the eye to some of the boys . . . who would rather have the little matrons stay in their own back yards . . . Funny thing about that . . . You'll generally find the males blameless in these cases . . . It's

the unrest in the damsels . . . and their yen to be sophisticated . . . This column is for making the wedded wives cut out the "eye" business . . . and you know who we mean, or must we begin publishing names?

Offside to Clarence Green, who is the current hearthrob . . . have a hard time keeping up with you . . . Where was Ginny Palmer when the lights went out? . . . Beany avering that if Art Fertig keeps dogeye-ing him there will be a new C. E. at the Cave of the Winds . . . H. H. Hoghn, genial manager of that w. k. d. t. hotel having his troubles trying to be a pipe smoker . . . would advise either the English or Double Cinch if the darned thing throws you, Hoghn, old kid . . . Harold Miller feeling that it is all wrong to work and let the poor fish go hungry.

Suggestions Welcomed

The FLASH welcomes suggestions and complaints from its readers always. Right now we are interested in knowing how Rochester can be made a better city in which to LIVE. So that you, the readers of this paper, can air your views on this important question, THE FLASH is setting aside a half page each week for the letters you want to write us. It's very simple.

- 1) Tell us in a letter of not more than 200 words what you think can be done to make Rochester a better city in which to LIVE.
- 2) Sign your own name and address to the letter.
- 3) Your name, nor address, will not be printed unless you give us permission to do so. But no letter will be considered unless signed.
- 4) Mail your letter to: The Readers Page, Rochester Weekly Flash, 6 State Street, Rochester, N. Y.

Think 'twas a band-man that sent those gujgus posies to Kay Yancey widdout enclosing the w. k. card . . . Bridesmaid of the week, Janet Louk . . . Orchids to Bessie Goldstein for the clever memory, hope you don't forget to catch the boat on the next trip to Cuba . . . Eva Boncke looking younger in the new duds.

Hard working Insurance man of the week, James Farrell . . . The busy Congressman of the week, Hon. George B. Kelly, who has so many people waiting to see him, that the Secretaries will soon have to have people keep in line . . . Is Gene Barker of Rush, N. Y., still holding the money bag . . . Frank Foery of Irondequoit says that being a politician makes one fat . . . Bill Calkins of the Granite Bldg., who has the large flasher is getting better . . . What Jim Perry of Henrietta does not know about income taxes is not worth knowing . . . Major Hoople of the Insurance world is reported still in Florida . . . Joe Quinn of Rush knows his electricity . . . Has Tom Broderick lost some of his keen political sense in Irondequoit?

To Pauline Kull, you use too darned much lipstick . . . The boys in the 10th Ward trying to form a Doc Hurley American Legion Post . . . Offside to Bill Bristow, unless you buy a new suit of sails for the Crest, Jimmie Donaldson will cop the w. k. cup . . . Grace Springstead readying for a trip to Europe . . . Congrats to Doc Wilmer Sandy on the new job in Syracuse . . . 'Twas a swell farewell shindig that was thrown in your honor Sateve . . . Bang-up winding thrown by the uppercrust Allens tothereve . . . Who tied the bottle on Eddie (Park Restaurant's) fishline?

Joe Malone seen anking with a pretty . . . Charlie Rauber saying that they taste better when they are smaller . . . What was the "swinging" about between Freddie Martin and Jimmy Hughes? . . . Was it kidding or on the level? . . . Ruth Clemons wearing C. Starks ring . . . they still insist that it is platonic, but are we laughing??? Good looking chap of the week, Popeye, alias Fred Zucco . . . Billy Taddeo thataway about a lassie tagged Flo.

No sit-down strike for George Hartman—the man who can work twenty-four hours a day and ask for more . . . George Ehle of the 22nd Ward looks very snug in that Easter toggery . . . and wait 'till he gets that new car . . . Fred Lamb of the R. R. Y. M. C. A. always smiling, ready to do a good turn; there ought to be a medal . . . Hard luck man of the year, Jess Pero, 17th Ward . . . keep your chin up, Jess . . . that hustling barber, Frank Tantalio, says the fish are grabbing at Cayuga . . . ? ?

Prosperity's nearly here, folks! Wm. Wegman of Post Drugs awaits that great event . . . don't forget us with the cigars, Will! . . . Seven orchids and a half to 14 yr. old son of Eddie Reed for setting papa in a back seat at the trap shoot Sunday . . . salesman note and copy: Howard Goodman of Roycroft Drive looking for a new car . . . whatever became of Sandy Pat? . . . old haunts know him no more.

For grand work with the German Societies we bow to Lawyer Edw. Loeser . . . Does Policeman George Hunt of Joseph Ave. think that there are sharks in Keuka Lake??? Roses and Gardenias to Brighton Hotel, the only place we could find ale and porter . . . other drinkeries please note . . . T'aint like 'twas when daddy was rushing the growler . . . Lawyerman Olcott Neary, Rochester's Fashionplate, winedining at the H and Beerie . . . Don Wellr thinking that horseback riding ok, if you are used to the saddle and are wearing padded pants.

Olive Kelly, chairman for a bowling party of forty babes at the Turn Verein . . . Covsages and everything . . . Offside to the bunch, how about one of you gals writing the shindig for our column, "Sallies from the Al-Alleys???" . . . Mary Lamb going to Batavia and points west for a few . . . What's the matter with the home spots?? . . . Dottie Benton looking so so smart in the new spring suit . . . Understand that Jack Foran and Scribe Tucker have a hand in promoting the tennis matches.

SUSIE

By Lawson Swanson



WRITE OR PHONE US YOUR NEWS

Kelly Sponsors Home Saving!

(Continued from Page 1)

than eighteen and one-half million dollars. The bill, as introduced by Congressman Kelly, calls for one year's moratorium on principal payments for home owners who are not in default in respects to other conditions in their mortgages.

Full details of the bill are not available as the FLASH goes to press this week, but we expect to give our readers complete information on the proposed law in next week's issue.

This bill will effect the owners of millions of homes in the United States, as banks, insurance companies and private lenders of money quite frequently follow the United States Government in financing, and thus the results of this

bill will be felt in most of the homes in the United States.

The complete bill was prepared by the National Home Owners' League Corp. and Congressman Geo. B. Kelly.

The National headquarters of the League are in Rochester, 16 State St. and the officers are, President, Fredrick Brotsch, Jr.; Sec., Everett Hunt; Treas., Paul Hutchins; Asst. Treas. and Asst. Sec. Burton W. Louk.

Orchids to the Boys who produced the results.

Organization of Workers Leaks Out

(Continued from Page 12)

ing to the company most of a 5 per cent raise granted Delco workers under the General Motors raise ordered with the Flint-Detroit settlement a few weeks back.

Really clever work, that was. But the efficiency stools did even better work for the company in their stooling last week. They prevented, or at least temporarily delayed the organization of a section of Delco workers by CIO.

It seems Delco employees in a certain building were invited to a meeting to be addressed by CIO organizers. But the workers very unwisely invited, or permitted, the efficiency men to get in on the meeting, held in a Galusha Street hall.

The efficiency men were all for organization, apparently. The arguments of the CIO organizers seemed agreeable to the stools—during the meeting. Quite a number of the workers signed up with the union. Perhaps the stools even went so far as to sign up, too.

Next day, however, company officials were furnished with the names of every Delco employe who had joined the union at the Galusha Street meeting. The result: most of the union men lost their jobs; others were cowed through other means.

"Certainly, I'd like to join the union," one brawny Delco worker told the FLASH man. "But you can't trust anybody out there. The man next to you may be a company stool. There are lots of such leeches in that plant. You don't know who they are, but they are there. You are watched all the time. Even saying as little as that you think the union is a good thing, will get you fired. And I have a wife and three children. But, well, I can't—not just now. Maybe later—"

And the husky, six-footer, able to break two or three ordinary men in two, appeared licked and beaten.

LOST PALS

Will You Find A Personal Letter Meant for You ?

Have you a Friend or Pal whose name and address is unknown, yet you'd like to contact? Write a letter, giving full descriptions of all circumstances (no names). If the one it is intended for sees it, said person can either answer through this column or leave letter in Lost Pals Letter Box at FLASH Office.

Rattlesnakes In River Gorge

The lower Genesee River gorge still may be infested with rattlesnakes, according to one of our oldest inhabitants.

Jerry Leake, who has made his living for nearly all of his 60-odd years off the river gorge and still lives in a cabin at Rattlesnake Point, below Seneca Park, thinks there still are many rattlers living in rocky lairs in that vicinity.

Born on the old Leake Farm (now subdivided) on Summerville Boulevard, Leake remembers when rattlers were as common as muskrats in the Genesee Gorge. Still hale and hearty, his rotund body as active as a cat, Jerry derives most of his livelihood from fishing and hunting muskrats.

"There must be some rattlers left in those rocks," he drawled. "I haven't seen any lately but there was a fellow here from Boston last year who told me he saw them."

"That Boston chap was one of those reptile fellows. He caught snakes, studied them, yes, even ate them at times. He knew all about snakes."

"He was spending a vacation in Irondequoit and just for the fun of it, like the postman on a day off, he had to come over to the gorge here and dig around for rattlers. He had a forked stick and long nippers to handle snakes and prowled around several days."

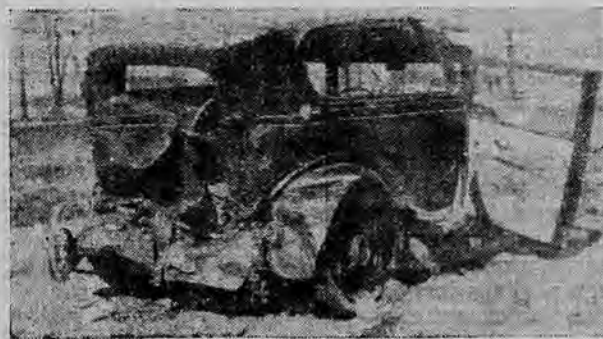
"He said he saw several of the snakes, crawling around on the rocks and that he tried to catch them without success. They were very wary, he declared, and slunk off into their hideouts as soon as they saw a person. He came near catching one right near my boathouse, I guess. At least he said the biggest one he saw was there but that it dropped off a rock and slid away just as he was about to fork it. I'm keeping my eye out myself, since he told that yarn."

Jerry was one of a large family of Leake boys who were born and brought up on the Leake farm. He remembers when Seneca Park was part of the farm and there were plenty of snakes and other wild things there. Snakes were found along the gorge right up to the lower falls and sometimes beyond it in his time, he recalls.

"Why, there were so many of them that the city offered a reward of a dollar a head for rattlers. All you had to do was bring in the rattler as evidence that the snake was dead and get a buck. The fellow who paid the reward had an office that backed up on one of the river gullies. After he had paid off for a while he would throw the old rattlers out the window into the gully. It was an easy way to get rid of them, but it cost the city money."

Jerry paused for a chuckle and to relight his pipe. "Yes, sir," he continued, "some of the boys got wise to that gully. It was an easy matter to slip down into that gully, gather up the rattlers and then take them around to the office next day and claim a few dollars in bounty money."

The late Peter Gruber, familiarly known as Rattlesnake Pete, who conducted a museum, featured by a cage filled with live rattlers, at 8 Mill Street for many years, often hunted rattlers in the Genesee gorge. He made a business of extracting the oil from rattlesnakes to be used as a liniment for certain ailments. He made novelties out of rattler skins and heads. He was an expert on the cure of snake bite and other forms of blood poisoning. But in his last years Pete was certain there were no rattlers left in the gorge. He transferred his hunting expeditions to Honeoye Lake and Pennsylvania. But Pete often recalled that when he first came to Rochester there were plenty of rattlers in the Genesee lower gorge.



AND SUDDEN DEATH!—Above is a picture of a car in which three people were killed and four others seriously injured. You may be next . . . DRIVE CAREFULLY!

Our Family Coat-of-Arms



Prevost

As the name indicates, the Prevosts were originally a family of French extraction.

One branch of the family because of religious motives emigrated to Geneva, Switzerland. Another branch moved to the Protestant Netherlands and later to North America.

The Prevosts, English baronets, of county Herts, bearing these coat of arms, were descended from George Prevost, Governor-general of Canada.

Description of Arms: On a blue shield, a right arm clad in armor issuing from a cloud. The hand is grasping a sword. Crest: Out of a mural crown a demi-lion.

Smart Proprietors

in and about Rochester find it pays to replace old coin operated devices such as phonographs, pin tables or cigarette machines with new up-to-date money making equipment supplied by Harry Wishman call him anytime at either Main 7547 or Main 8687.

PARK YOUR KARKUS at



WISSEL'S

136 MONROE AVE.

For Good Food at its best and drinks served by the genial

Herman & Whitey

"There's a reason why so many visit here daily."

GIVE TO VOLUNTEERS OF AMERICA—1937 CAMPAIGN
A WORTHY CAUSE!

Rochester Weekly Flash

For the People and By the People Who Want the Truth

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

Telephone: Main 2718

THE COUNSELOR



SUDDEN POWER IS DANGEROUS!

We congratulate the workers of America on gaining any concessions from Capital that will make for the betterment of the conditions under which the laborer works.

On all fronts and in all lines, Labor is making important gains. The various Labor organizations loom bright on the political front as potential powers in forthcoming elections.

Whether or not Labor can accomplish the bright destiny towards which it seems headed, will depend greatly on how it receives, and use to its advantage, this constantly growing power. Power too easily acquired is apt to be very heady stuff, and the phrase, "drunk with power" is a very expressive one. It expresses very neatly what happens to those people or organizations, who gain power faster than they learn how to use it. They become intoxicated with their own strength, and forget the end towards which they are working. History is filled with glaring examples of this.

Power in itself means little. The uses to which we put our power mean much. In the case of Labor, it should honestly and ceaselessly strive towards the betterment of the workers; not towards vague and illusory "ism."

WOMEN DRINKING AT BARS

Of all the problems presented by the repeal of prohibition, perhaps the most serious is the problem of women drinkers at the bar. For ages past, the bar-room has been considered essentially a man's place. It is the one last refuge of the male . . . a place where a man can talk to men in men's language. With women at the bar this is now impossible.

One instance particularly comes to mind in this connection. A young couple who had been married but a short time, stepped to a bar to have a drink. While standing at the bar, the bride was hailed by a male acquaintance with an offer of a drink. This, though perhaps innocent enough in itself, caused such an unpleasant situation that the couple were at swords' points for several days after.

Owners of bars do not feel justified in most cases in refusing to serve women standing at a bar. We suggest that the women themselves take this situation in hand. By refusing to drink at a bar, they will not only make a better showing for themselves, but they will also enhance the regard their male escorts feel towards them.

FLASH TRAFFIC FLASHES

Now, we haven't been given a wad of money by the W.P.A. to go around making a traffic survey. (The only thing the W.P.A. would ever give us isn't fit to print!) And we don't think it takes a lot of dough to do something that only takes a little sense.

But the traffic situation in this town is getting worse and worse, and it's time something was really done about it. Our Flashmen have been keeping their eyes open these days and so we pass on a few hints of what might be done to make this town a better place to live in. Cause if something isn't done soon, there's going to be a lot more dying in it.

In the first place, Rochester now has a new speed limit of thirty-five miles an hour on arterial highways. The idea is to speed up traffic. So why not get our Stop and Go lights synchronized and speeded up a little? When you can do 35 down a good clear stretch, why not have the lights tied up so you can really get somewhere? Not have to slam on your brakes every block!

Another thing that has brought a lot of complaints into this office, is the dead stop signs. They aren't high enough to be seen easily nor are they sufficiently free from obstruction. And the way they're scattered over the town is all screwy, if you ask us.

For instance: Coming South from Main Street on Fitzhugh, before you can cross Spring Street you have to come to a dead stop. Which would make you think that north and south bound streets crossing Spring are NOT arterial highways. But you're wrong again! For when you come south (or north) on Plymouth Avenue you can whizz right through Spring Street! It's the guy coming on Spring Street that has to stop now. All of which is very confusing.

We need plenty of dead stop signs. We need them all over this town and at every street that crosses a main highway. But we want some sense shown in the way they're put around!

And let's check up on trucks. We know how they are always telling us how polite they are (Just blow your horn and they'll give you the road). What we want them to do, is to stop parking at street intersections to run in with a handful of bread or a bottle of milk. And they don't stop at stop signs!

The whole darned traffic situation in this town needs a good goin' over. The Flashmen have been trying to see chances of improvement. We've seen several. And now we're passing the job on to the readers. As we said, neither W.P.A. nor any other organization has given us any dough to look the situation over. But, out of our own pocket, we're going to hand out one buck each week for the best letter we publish from our readers giving us a sound and practicable idea on how to improve traffic conditions in this city. Look for the details elsewhere in this issue.

Adman of the week:
JACK SIMPSON
(Times-Union)

Hot Flashes

COLUMBIA BROADCASTING SYSTEM planning huge television station atop Chrysler Bldg . . . JOHN O'CONNELL (Acc Investigator) refusing to drink anything at the Weldorf . . . wants to preserve figure . . . seen promenading, MARY FULTON and NEIL REGAN . . . AL (fighterman) TRAINO getting in shape for a busy season . . .

Hot Flashes

With the heralding of real spring weather the boys are putting their bowling balls in the attic and are tuning their thoughts to fishing. At the sports show that closes today thousands of admiring people were gazing at the multitudinous new gadgets that make the sportsman's life no longer that of a pioneer.

Various palatial homes on wheels were much in evidence, new camping equipment, fishing tackle, new guns and thousands of little gadgets that make the outdoor life one of comfort.

Baseball season is here, and soon the boys will be closing their offices to sneak away for an afternoon at the Red Wing Stadium. We are going to try to inaugurate something new in the way of a sports column. We are going to offer you fishing hints; where they are biting and what they are biting on. And to further this end we have made arrangements with a student of Fish Culture to give us the latest dope each week . . .

We will also try to have old time fishermen give us the hope on the various accessory fishing spots around Rochester . . . We would appreciate your co-operation in making this column a success.

PLEASE MAIL US ANY DOPE THAT YOU YOURSELF THINK WOULD BE OF VALUE TO OUR READING PUBLIC.

Butch McGlook Sez:

Sez he:
"All beer has froth, but all froth is not beer."

Added signs of spring, PATTY BEAVEN tripping along with BURT EWELL . . . nod for swellagan couple goes to DOTTIE KISTLER and BOB BROTSCH . . . Fancy sculptorman, BOB VAN VOORHEES, going to FORESTPORT for a little troutfishing, and one of the boys took a rod . . . RUBY LOGAN, planning to hit the three-a-day in Cleveland . . .

HOTEL UNION

40 South Union St.
Where Merry-makers Meet
Capt. Guenther's Orchestra
FLOOR SHOW SAT.
featuring
Special
entertainment

Soldi's



All Star Floor Show
FRI. & SAT. NITES
Music by Velvades
482-486 Jefferson
& Liquor Operators Ass'n
"Where Good Fellows Get Together"

For— PLUMBING HEATING

Air Conditioning
Oil Burners



Glen 6976

CAREFUL ATTENTION GIVEN ALL ORDERS

W. RODENHOUSE
Installation or Repairs—
Quick Service—Reasonable

7 NITES

BRAND NEW SHOW

Starring
Mabel Cooper M. C.
Strawberry Russell Comedian
Ruby Logan Songbird
Kay Wright Taps in Taps

Featuring
Reginald York and his YORKERS Singing-Dancing Novelties
Baseball in Burlesque, Scatting Trio, Shiver Number, Time Marches On with Entire Cast

7 Nites Continuous—7 Nites

COTTON CLUB 176 JOSEPH AVE.



COLLEGE GIRLS FACE PURITY TEST

Anvils Again Clang!

We can sit in the editor's chair and through the mist of our declining years, can remember when the U. of R. was a two building pile of bricks that was shrouded with the conservative atmosphere of a Baptist College . . . Now with the advent of a pile of rocks, iron men or what have you, the little lads and lassies have gone in more for the extra-curricular and are neglecting their studious decorum.

The little gals in the Eastman Dorm have laid their instruments aside and are burning the midnight oil figuring out screwy tests and for amusement are seeing how many late nights they can wheedle from House-mother Marvin.

Here is their latest brainchild, kiddies. The little comely pretties of the Eastman Anvil Chorus devised a purity test. We don't dare publish the results as it would probably result in the firing of a gang of the little stoo-dious lassies. But we will be only too glad to consider dates with the girlies that don't get over 25% of no answers.

1. Have you ever smoked?
2. Have you ever drunk?
3. Have you ever been tight?
4. Have you ever been "out"?
5. Have you ever been kissed?
6. Have you ever been in love? (Really, now).
7. Have you ever necked?
8. Have you ever petted?
9. Have you ever parked?
10. Have you ever had a soul kiss?
11. Have you ever had a French kiss?
12. Have you kissed five men?
13. Have you told five men you loved them?
14. Have five men told you they loved you?
15. Have you ever registered in a hotel as Mrs. Jones?
16. Have you ever been swimming . . . in mixed company?
17. Have you ever been on an unchaperoned house-party?
18. Have you ever been out with a married man?
19. Have you ever played . . . poker?
20. Did you lose?
21. Have you ever stayed out all night?

There are a load of other questions, kiddies, but they delve too far into the pornographic, and we are afraid that Uncle Samuel might take exception to our sending this little rag thru his mails.

Always on the go:
BOB HOFFMAN
(Doyle-ite)

We—The People of Monroe County Speak:—

This column to be devoted to the citizens of Monroe County who have suggestions or legitimate complaints that will stand verification. This being a strictly confidential service for the betterment and welfare of our citizens—Send in yours today—Watch this column grow.

Hot Flashes

Spring is in the air-ing, CONSTANCE AKERLY and PHIL FISHER . . . JUNNEL sign all finished . . . Don't twist your neck, it says, "For Sport News The Swing is to the Journal" (adv.) . . . Lots of folks going to the ZOO Sundays . . . See you there in monkey cage . . . Ham an' egg-ing it, LUCILLE HARTFEUR and THOMAS MOONEY . . . thought TOM MOONEY was out in San Quentin. . . .

Your Welcome, Janet!

196 Dartmouth Street
Rochester, N. Y.
April 5, 1937

Editor,
Rochester Weekly Flash, Inc.
6 State Street
Rochester, N. Y.

Dear Sir:

I wish to acknowledge receipt of \$100 I received as winner of the FLASH POPULARITY CONTEST winner, and send you my sincere thanks for your kindness.

May I take this opportunity, through the pages of the FLASH, to thank its many readers who so loyally supported me in the contest? I deeply appreciate their support and only wish I might thank each one individually.

Wishing you continued success for Rochester's newsiest newspaper,

I am,
Gratefully yours,
(Signed) Janet L. Louk

FLASH FLIPS

Joe Sargent staying in the Hotel Victoria in Gotham . . . kid is bowling in the A. B. C. and wish him luck . . . Story of the week: Teacher in the kindergarten decided to take her class to the zoo . . . When they came to the deers, the teacher pointed to one and said: "Johnny, what kind of an animal is that?" Johnny didn't know, so teacher offered a hint by asking what does your mother call your father. . . Johnny's retort was: "Teacher, don't tell me that is a louse."

Car 602 of the Rochester Street Railways binding up traffic on East Main Strasse at 3:45 Wedday . . . Better pension a few of the old ones off, boys . . . Al Fast, showman extraordinaire, now playing around the Candy Club in Syracuse . . . Ex-Assemblyman Wm. J. Quinn gets the nod as the luckiest finder of any week . . . grabbed onto a swellagan Garnet stickpin last week.

WPA spending a wad of dough on the old courthouse . . . Tony Fabian getting this week's nod as being the best purveyor of gas and oil . . . Buddy and Rose Sawyer, from way down N'Orleans way, celebrating their 1st anniversary this weekend here in FLASHTOWN. Kitty Carson back among the local brite-lighters . . . Samuel Bucks of the S. S. Jackson coming a long way to meet the G. F. . . . admire your endurance, Sammy.

When the cat's away the mice will play . . . so goes it with Tom White and a certain young blonde frill . . . Bye and bye, what's happened to Eve Easton???. Seems to see Dot, smiling waitress from Bushe's around with the vegetable man Perc Nichols . . . Wm. Haggard taken over the managing editorship of the morning Ganett Rag with Chollie Freeman going back on the newsgathering.

PUZZLE CORNER

If a well is 19 feet deep and a toad is at the bottom, who jumps up two feet at a crack but slips back one each jump; how many jumps must he make to get out of the well?

Answer to last week's puzzle:

$$\sqrt{1} = 1 \times$$

Take match marked with an X and place it as shown by dotted lines and you will find that the square root of one equals one.

RED HOT FLASHES

ART RAIST, one of the burgs best horsemen seen freely sipping . . . add good fun for a change, playing bingo . . . for inane games try new fad, "Pick-up-sticks" . . . Anybody call for PHILIP MORRIS???. CHARLIE TIBBITTS, Murray Theaterman making his debut in the FLASH this issue . . .

GEORGIE KENDALL putting on a swell show, WALT COLLINS, M. Cee-ing, JUNE SHERMAN and EARL LYNN, going to town on the tap . . . FRED (E.K.CO.) RUSSELL gets the nod for the screwy laugh of any week . . . sounding like a hen that just laid egg . . . All at R.T.V.

Call for Philip Morris

A few Commandments of Married Life:

Thou shalt not walk.
Thou shalt not talk,
For er'e I'm at thy side,
For if thou dost,
Thy bean I'll bust, and
Thou'll be satisfied.
Selah.

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

ALERT—

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

ERWAY

Detective Agency

607 Powers Bldg. Main 760

No Fan Dancers,
but CURLY REYNOLDS
supplies the music that's
tops in danceland.

Tom Collins . . . 15c

ALWAYS
DINE & DANCE AT

RINALDI'S

126 REYNOLDS ST.
near Bronson Ave.



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

ZR-3
109-113 State St.

SENECA TERRACE SUPPER CLUB

BANQUETS - PARTIES
our specialty



NEW
DAZZLING
ALL GIRL
REVUE

Singers, Dancers,
Funsters, a Bevy
of Beautiful
Girls in Glorious
Entertainment at
Its Best

NO
COVER CHARGE

SENECA TERRACE SUPPER CLUB

COR. RAND ST.
1 Block before Ridge Rd.

We Wonder: Who Are The Political Big Shots That Are Preventing Tax Cases From Getting Anywhere?

Re-Vues & Pre-Vues

Rochester-ing

The House of Les Pollock by popular demand has held over one of the year's best pictures, "Maytime." Our only regret is that the picture wasn't made in full color to add to its romantic beauty. Don't miss this picture!!!

Inasmuch as we reviewed the picture in the last issue, we will pass on little sketches of the two, whose enchanting voices will make your trip to the Rochester one of the highlights of your theater-going year.

Jeanette MacDonald

From the time Jeanette MacDonald was five years old she was a singer. Born in Philadelphia, Pa., on June 18, she began appearing at benefits and with a child troupe. At fourteen she went to New York to visit her sister, Blossom, then a dancer. She so impressed Ned Wayburn that he gave her a chance in his revue as a singer and dancer. That was the beginning of a musical career from which Miss MacDonald graduated to stellar roles on Broadway. It was while she was playing in "An-

gela" that she was given a screen test. A year later she made her film debut with Maurice Chevalier in "The Love Parade." She has since become an M-G-M star. "Maytime" marks her third co-starring appearance with Nelson Eddy.

Nelson Eddy

All his life Nelson Eddy has worked strenuously for everything that has come to him. He began doing so at the age of fourteen when he became a telephone operator in an iron works. He had been born on June 29 in Providence, R. I., where he was raised and where he sang in church choirs. After his iron works job, Eddy became a newspaper man on Philadelphia papers for a period of five years, studying music all the time. He later became an advertisement writer and then borrowed enough money on which to study in Europe. On his return he began a professional career which today includes film stardom, radio work, opera, phonograph recordings and concerts. M-G-M signed him three years ago.

Palace-ing

"Hollywood has reached musical zenith in production of motion picture extravaganza with Universal's spectacle, 'Top of the Town'."

This is the conclusion of Hollywood studio executives who are now seeking some means of topping the great musical film which Universal brings to the RKO Palace Theatre, on a double feature program—after nearly ten months of intense preparation.

Literally topping every musical production produced in the past by Hollywood, "Top of the Town" will appear on the screen with more music, more girls, more stars, bigger sets and an entirely different type of story. The picture heralds a new trend in musicals with the score practically telling the story. . . . A new kind of story telling, definitely not opera, but operatic in form.

The musical score written by Jimmy McHugh and Harold Adamson weaves the story into a brilliant and entertaining picture. The film ends with cast of six hundred in a grand jam-session in a penthouse night club. Doris Nolan and George Murphy enact the leading roles with a supporting cast including Hugh Herbert, Gregory Ratoff, Gertrude Nelson, Ella Logan, Mischa Auer, Ray Mayer, Henry Armetta The Three Sailors, and others.

**Among the missing:
MYRTLE (MUTT) REED
(Mechanic's lassie)**

One of the most enjoyable love stories on the screen this year, the B. F. Ziedman-Grand National production, "Girl Loves Boy," is the second feature on the program, co-starring Eric Linden and Cecilia Parker.

Miss Parker and Linden were together in the romantic leads in "Ah, Wilderness!" and "Old Hutch" and won much popularity. Now they are brought together again in "Girl Loves Boy," a very human story written especially for them.

Century-ing

Number one picture is "Seventh Heaven." The story opens in 1914, in the Montmartre district of Paris. Chased by two gendarmes for pilfering a watch, the Sewer Rat (John Qualen) escapes to the huge, subterranean Paris sewer, to a section in charge of Chico (James Stewart). Chico, who is fond of remarking, "I'm a very remarkable fellow," professes to be an atheist, because when he asked God to make him a street-washer, and to send him an intelligent, fine wife, neither of his prayers was answered.

Interrupted by screams of a girl, Chico climbs the ladder to the outside world in time to prevent Diane (Simone Simon) from being beaten to death by the owner of the notorious "Hole in the Sock" cafe, who had reared her from childhood. Gendarmes start to arrest Diane, for throwing wine in the face of a customer who made advances to her, but Chico prevents this by posing as Diane's husband. The gendarmes take his name and address, and promise to check up to see that they are living together.

Stuck with his story, Chico is forced to live it out, and permits Diane to remain in his garret, six long flights up, where Chico can see the stars and the beauties of the heavens after his day-long toil in the dank sewer far below.

When the World War comes, and Chico is called to the Army, he realizes that he is in love with Diane. There isn't time for a wedding, but they pledge themselves to one another under the heavens, and at that hour—eleven o'clock—Chico promises to return to Diane in spirit every day.

In spite of the terrifying news that Chico has been killed, Diane keeps their spiritual tryst. She returns one day to the little garret. There, waiting for her, is Chico. She cries for joy, but realizes that he is blind.

"They can't keep me blind," the now faithful Chico declares, "because—I tell you—I'm a very re-

WSAY-ing

HARRY HIRSHFIELD, author of comic strip ABE KIBIBBLE, heard in a series of programs over WSAY beginning Wednesday at 6:15, to be called "HARRY HIRSHFIELD'S KABIBBLE KABARET" . . . HOMER RODEHEAVER, famous singing evangelist and associate of late BILLY SUNDAY, heard twice weekly—Wednesdays and Fridays, at 6:30.

From Colonial Network comes new series of programs of particular interest to music lovers, which is heard Tuesdays at 3:30 and originates in the New England Conservatory of Music . . . Another musical program new to listeners in Rochester is the "Romance of Music" presented every Monday, Wednesday and Friday afternoons at 4:00.

New York Symphonic Choir heard in a program Saturdays at 6:00 . . . Moving their opening musical program to a bit earlier spot in the morning, WSAY now presents "Wake up and Sing" each morning at 7:15 Monday thru Saturday. New program, "East-side, Westside" from N.Y.C. with Ed Flynn as M.C. promises good entertainment.

PEGGY PHILIPS is the successor of that new voice heard in the tri-weekly programs from Nussbaum's Casino, accompanied by MAC MC OMBER, his band. Peggy and floor-show, presented directly from Casino Saturday at one o'clock . . . The name of "Nussbaum" gets a good plug on programs originating from Nussbaum's Casino inasmuch as Mort Nussbaum handles show over air . . . (But they're not related) . . .

HUBERT (Love-in-Bloom) LASSENFOISE looks thinner these days, had tooth pulled . . . MORT NUSBAUM ga-ga about cars these days, hope he doesn't give in to a Model "T" after viewing all neat numbers from windows between programs . . . and speaking of "Neat Numbers," MORT'S latest flame is brunette MARVEL WHITE who does fast tap-dance at Nussbaum's Casino . . . After tapping all over MORTY-WORTY couple of months ago is coming back with promise to help him break in new car . . . Hope she doesn't find any blond hairs on first ride . . . But all will be safe in new car as Mort is rather lame from personally autographing ALL the pictures he had requests for . . . If he is lame he must have written an EPISTLE on each card (there were at least five).

markable fellow." As a second feature: "Step Lively, Jeeves."

Because he looks like a peer and is very gullible, Arthur Treacher, as Jeeves, unwittingly becomes the dupe of George Givot and Alan Dinehart, a pair of swindlers trying hard to make a dishonest living. Conferring a bogus title on the unsuspecting butler, they sail for America to exploit him there as the long-missing heir to the fabulous fortune of Sir Francis Drake.

In the United States, retired gangster John Harrington is forced by his social-climbing wife, Helen Flint, who has read of the approaching arrival of the "Earl," to deputize the retired members of the gang, now "respectable" servants, to bring the Earl to their home for a social coup.

Radio Ramblings

WHAM-ing

WHAM'S hillbilly show, "The WHAM-Billies," made up of an unusual group of musicians . . . When Art Newberry, fiddle player, and Hank Freeman, bass player, aren't working on hillbilly show, they spend their spare time playing in Rochester Philharmonic and Rochester Civic Orchestras, playing music of the masters keeps one in fine practice for swinging Chicken Reel, agree the boys . . .

At "Doc" Sisson, WHAM's newscaster, has new night trick that he really enjoys . . . His favorite job is broadcasting news items and his new 11:00 o'clock trick is a news broadcast called the Night Wire . . .

Charlie Snyder, WHAM's fancy free transmitter operator, has new ambition that has his parents and friends worried stiff . . . He wants another motorcycle even though just two-wheeler almost cooked his goose . . .

One of the most colorful characters around WHAM is "Genial" Gene Lane. Gene you know is Hank Hooper in Hank and Herb skits which, by the way, the veteran character man writes . . . Gene has been in the show business since 1902 when he took to the road with a traveling minstrel show. He has worked in cities and towns all over the country and has experience in all phases of the show business . . . His experience in radio is just as complete for he worked as script writer, character man, sound-effects man and has on occasions done production work . . .

Tom Murray and Art Kelly, having tough time keeping their commercial programs straight . . . At 8:45 each morning Tom sells Purina, then at 7:00 Art comes on selling Peruna . . . causes them a lot of worry because if they ever get the names mixed, listeners will be buying Purina for colds and Peruna for chicken feed when they should be getting Purina for chicken-feed and Peruna for colds . . . Oh, well—let's skip it, they can't figure it out either.

Tom Murray had a flair for the Kendall Sportcast during the past few weeks but it will soon pass back to Silva . . . should he slug "When My Flair Has Turned to Silva?"


Bill Fay, ace whistler and boss of WHAM, better look to his laurels as Jack Lee is rapidly becoming an expert of the puckered lip brigade . . . Last week whistling, along with the Farm and Home Hour band, Jack hit an almost impossible high "C" and was loudly applauded by the staff.

WHEC-ing

Why stay in Florida when spring is now coming? . . . LOWELL MacMILLAN, Sports Announcer and BERN O'BRIEN, Technician, returned to fold . . . As you probably know, they spent some four weeks with the spring baseball camps, chiefly with the Red Wings in Leesburg, Florida . . . MAC getting the inside dope on players and teams, on account of it won't be long before the local season opens, and will be spending most of his time in little hut atop Red Wing Stadium trying to figure out who socked umpire, or why didn't that guy slide like a gentleman?

Hope you heard swell records of interviews with well-known baseball figures, which boys made down under palm trees and which were released on evening sports broadcasts, with Gunnar Wiig.

A T T R A C T I O N S



STONE 2044

FOR Every Form of Entertainment
"The Office of Distinction"

Mutual Entertainment Exchange

ARTHUR ARGYRIES, MGR.
Loews' Theatre Building

ALLARD
"The Bright Spot on State St."



NEW FLOOR SHOW

Buddy & Rose S A W Y E R
Exceptional Dancers and Songsters with service
By your Favorites
JOHNNY GREEN
JOE ANDERSON
BOB JACKMAN
Every Nite but Monday
Fred Lashier's Orchestra
252-254 STATE ST.



In the SPOTLIGHT

RADIO PROGRAMS and TALENT NITE CLUB ARTISTS Orchestras for any event
Snoozers and Star Parties are also booked by us.

CHURCH and CLUB SHOWS management & direction LOCAL OR OUT-OF-TOWN Attractions

"JACK DRISCOLL"
45 GIBBS STREET MAIN 8304

Fair Warning!
THE AMERICAN LABOR PARTY WILL BE NO POLITICAL FOOT BALL THIS FALL!

Tennis Fans Get Treat!

VINES & PERRY INVADERS ARMORY

Handsome Limey fellow—Freddie Perry—due in town tomorrow (Saturday) p. m. for bit of a tennis joust with Ellsworth (Ellie) Vines at Main Street Armory. Word is around and about that the bloomin' Briton will draw many a fair fan who's as interested in Freddie's S.A. as his brand of tennis.

The East Avenue crowd, expected out in full force based on advance reservations at the Armory, will as usual, occupy the choice seats in order to be—you guessed it!—seen. That grandstanding act has been going on for some years now at the Eastman Thitler operas, etc., of which the carriage trade knows little save that it's always nice to be seen.

Perry, you know, is the Horatio Alger-like young gent who came from nowhere to rule the world's amateur net wars before he turned professional. And just like Gene Tunney, who crashed the veddy Social Register by marrying Polly Lauder, the black-haired Englishman further upheld w. k. Alger tradition by marrying Helen Vinson of Hollywood flickers.

At the moment, Perry and Vines are pocketing heavy money. More than 150,000 customers have packed indoor courts throughout the country to see their act, the

fastest in pro tennis. Perry stands to cash in around \$125,000, counting sidelines, before their barnstorming tour is finished.

As usual, the FLASH has probed into this whole situation and discovered a few things that the local newspapers can't print. Such as . . . the Rochester sports scribe (not Ed Kreegan!) who's promoting Perry and Vines here tomorrow stands to make dough ONLY if the customers really turn out. Contrary to some opinions, the promoter has no sure thing.

The promoter has expenses right off the bat of around \$500, and Perry and Vines—together with George Lott Jr., and Bruce Barnes—will cart off well over fifty percent of the GROSS gate. The Armory alone soaks the promoter \$275 just to rent the ancient drill hall—but the guy in question gets a break, in a way, because he has a stand-in with Armory bigwigs and they are co-operating despite the fact lacrosse is running at the Armory tonight.

You can get good duets for \$1.10 right up to \$2.75, with the lowest tabs scaled at 55 cents.

Statuesque brownette of the week:
OLIVE KELLY
(French's)

Keglins

SAM LAPACCA, Rochester's fashionplate, returning from the big village with new ideas . . . says he's now a cinch to win and brown derby made all those New Yawkers look up . . . ELINORE SIEHL, winning her match game by eight pins . . . She's the comely cutie from B and L . . . TONY BUONOMO, on a diet of raw eggs . . . Why, Tony, you look fat enuf . . . BILLY BURKE, taken up crocheting . . . Funny thing what that Barrymore can do . . . Must be love in bloom! . . . PATRICIA (Shabby Dog) O'REILLY getting her mail and male at Henchen's

SPORT SHORTS

Understand that the boys are catching peach by the bushel basket out in KEUKA LAKE . . . Red Wings shaping up and looking like a real ball club this year . . . Excitement running rampant over the prospects in the Kentucky Derby . . . The Marlboros taking a crack at the Troquois before the Zelter Cup, playoffs.

SCHMITZ cagers winning over MONROE COLLEGIATES in a closely contested game . . . Would like to see JOHNNY SULLIVAN get the nod as grid mentor for the U. of R. . . RED WOERNER our bet to win the pistol shoot . . . PAUL HEUSER, Turnverein grunt and groan coach, turning out winning combinations in the fighter classes . . .

JULE BAUMAN bring a gang of the tough lads for the ACME CLUB Convention Hall wrestling show April 14th . . . Hope to see WALTER SCOTT tangle with LEE WYCOFF . . . JOEY STEFANO going to meet DICK POWELL as a headliner in the Elk's card Monte . . . Troquois running away with GENEVA 21-12 . . .

HARGRAVE elected as proxy of the Rochester Country Club. SAM CARIOLA, town's new pro boxing promoter . . . offering stars like JIMMIE CLARK, HENRY ARMSTRONG, SMALL MONTANA, PEDRO MONTANEZ, and a host of other first class boxers all lined up to show here in the near future . . . SAM not tolerating lousay shows . . . and we think this a swell idea . . . Shows fortnightly or as the public demands . . .

Usherette of the week:
ROSE MANTEL
(Shelter-lassie)

FRANK LOMBARDI announcing that his LOMBARDI BASEBALL team complete . . . for games call FRANK at Genesee 4558 . . . Team having an extremely enviable record and such players as VIC CACAMISE going into the big time stuff . . . This year's strong players consist of such fine material as: AUSTIN STRICKLAND, AL BELL, TOMMY MC KEON, JACK BAKER, KEN KRIST, CHUCK LIST and MIKE FENIELLO . . . Ladies having their day at BUONOMO'S!!! the nine-month marks the opening of the Women's Bowling in the roof offs for the ABC . . . Loads of comely pretties from all over the state congregating for a little kegling.

SALLIES FROM THE ALLEYS

SAMPSON gals getting so good that they entered in Woman's Association Bowling Tourney at Buonomo's . . . Success of the team depending on the kegling of ROSE CARLUCCI, MILLE LEZARA and ROSE CAZEKA . . . CARRIE ADAMS, Elks Ladies Leaguer, dead ringer for JOAN BLONDELL, what a honey puss and a good bowler, too . . . ABC WHEATON, Elm Leaguer, threw a sewer and cost his team a game . . . Too much New York, HARRY.

Good as Gold, BERGER, busiest bowler in town bet he would roll 18 hundred in the ABC in Gotham . . . We doubt it! . . . HARRY GYSEL, Rochester Leaguer, drawing quite a gallery at the ABC . . . Fans mistook HARRY for the former champ fighter, BATTLEING SIKI.

FRANK MILLER, Exalted Ruler of the B.P.O.E., giving grand exhibition of the gentle art of kegling Fishday . . . each first ball grabbing a jack-pin . . . FRANK explaining he always takes the hard ones first . . . Believe it or no: Scotch bowler by the name of PRENTICE going to town.

This week's nod for the bowling cowboys goes to CAP CARROLL, DAVE MARTIN, PHIL KLOS, BILL SKINNER and HARRY GREEN . . . JOE (City Champ) SARGENT, bowling in Gotham, to bowl Friday and Satday with ROFFS HABERDASHERIES . . . should go well as his STORM will champion him . . . MARY CURRAN, local lassie and good bowler, too, winning the weekly prize for the best disposition . . . just our idea of a sweetie pie . . . Should the DECKER boy give the same consideration to his bowling as to the little lassies a new City Champ there would be . . . Why HOWIE!!!

Orchids to MARKY CHAFEL and RUSS THOMAS on the fine bowling at the ABC . . . Very Good, Indeed!!! . . . HERB BIDDLE (State Hos-

pital League) training for that match with JOE LEWIS . . . Good old Calvert! . . . For double plays in the Honeymoon League. ANGEVINE to PRENTICE to MUZZIE to OLLIE.

Newshawk of the week:
JIMMIE ANGLE
(Associated Press)

MAJOR TYSER, famous left-hander of the old MALTOP League had one of the w.k. legs amputated recently, tough luck, old boy, we are all pulling for you . . . WARD VAUGHN, star bowler of the old school, renewing old acquaintances over some Old Taylor and VI paging SAS-SIE SUSIE.

Bring this Ad and
GOLFERS!
Get \$1.00 off
Your instruction fee
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.

LACROSSE
"Modified Murder"
ARMORY
Friday Night
50c and 75c
Tickets Now On Sale At
Adam Hats, 133 E. Main St.;
Power Hotel, Main 4802; Roch.
Sporting, 11 State St.; Seneca Hotel,
Main 4802; Hotel 111 St. Paul;
Brass Hall, 357 E. Main St.

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

BUONOMO BOWLING HALL
78 Charlotte St.

The SMOKE SHOP
STONE 2751 249 EAST AVE. STONE 2752

Adventures of Billy Ross By Burns

TIME'S UP BUB — NOW I'M GOING TO MAKE YOU TALK!
WELL BLACKIE, HOW ABOUT THE DIGGINGS DOWN BY THE CABIN. THERE'S GOLD FOR YOU!

GOLD! THAT'S CHICKEN-FEED! A GUY'D HAVE TO BREAK HIS BACK TO MAKE FIVE BUCKS A DAY OUTTA THAT!
THE PROBABILITY IS, YOU'LL BREAK YOU' BACK . . . AND GET NOTHING, TRYING TO FIND THE CACHE!

QUIT STALLIN' KID I WANT THAT GOLD! . . . THIS WILL MAKE YOU TALK!

IN A RAGE BLACKIE SNATCHES THE GLOWING BRAND IRON FROM THE FIRE AND RUSHES AT THE HAPLESS BOV . . .

DAMES HUSTLE DRINKS

LADS AT BAR GET STUCK FOR DRINKS

In spite of all efforts on the part of the A.B.C. board and others who are interested, there are too many beer joints in this town that aren't being run the way they should. For one thing there are too many filled with women using every possible means of hustling drinks for the proprietors.

Just what the status of these women is, we don't know . . . Mebbe they're waitresses . . . or mebbe they're not. In one joint out Central Avenue way, a man standing at the bar drinking will be accosted by one of these dames with a demand to buy a number on a punch board . . . And you'd better do it or it isn't a nice place to hang around! One guy was told by the proprietor that he would take a number from the girl, or he'd get nothing to drink . . . Which didn't bother the guy so much, cause there are plenty of drinkeries in the town better than that one.

But it's such joints as this that need cleaning up and weeding out.

And shouldn't the board of health check up a little on the fellows in such dives that are dishing out the drink? Maybe all pimples aren't what we think they might be . . . but we'd like to feel sure.

Hot Flashes

Whistling Lohengrin, BETTY ANN CLARK and ROY BRYAN . . . SAM NALORE, getting bigger and bigger, three ells around the waist and all that . . .

Gunmen of the week:
RED WOERNER
ED WATSON

HEAR YE! HEAR YE!
EASTMAN DORME!

Charlie Starche and Truth Clemons have stopped talking to their friends as they are so enraptured in each other's charms. Plato would certainly turn over in his grave if he could see the outcome of his bonified receipts for Platonidism . . . Beware Clemons! When Cupid shoots his arrow hope he Mrs. you . . . Fanfare Charlie, you are slipping a bit but more power to you . . . Innocence is BLISS!

BOXING SECRETS BAIRD

MODERATION AND REGULARITY

Boxing as an exercise is tailored to fit any type. It builds structural frame, internal organs, and mind. A program of exercise beneficial to one may be harmful to another you may say. My answer to that, is MODERATION AND REGULARITY.

When the word boxing is mentioned most people say: not me, it's bad for the eyes, well I may be called one of the foremost exponents of the new school of thought on boxing.

The anatomical structure of the body, the framework of bones, ligaments and muscles, demand exercise to keep it strong. Boxing a physiological, or organic exercise, is designed to stimulate and strengthen the activity of the internal organs which conduct the physical life of man—the heart, lungs, liver, kidneys, the digestive tract and glands, and it is also interesting and entertaining. The hollow chest, drooping shoulders, hanging head, maddy complexion and bulging stomach are indications of anatomical distortion. To raise the slouch into a posture of health, and enable the internal organs to function normally, certain muscles must be contracted in the proper way. When a muscle contracts it uses up oxygen and food stored within it. Blood vessels and muscles while exercising contain six to eight times more blood than muscles at rest, the heart and lungs must work faster to make up the deficit of blood and oxygen. Consequently, boxing as an exercise of the heart and lung as well as the liver, intestinal, and endocrine glands. EXERCISE. There is no sense in trying to crowd seven days' exercise into one, but it is surprising how many otherwise intelligent business men just try and do this very thing.

My advice to those who wish to get in "shape" is to pay your physician a visit. Get a thorough

Hot Flashes

DORRIE MILLER of the Forest Hills Sector, leading her classes and getting ready for the U of R . . . PETE KUHL, hitting the clay birds, but missing the bunnies . . .

This time giving the plug for PAULINE (H & Berrie) KULL'S pretty eyes . . . KITTIE KAY WEND having a blow up with the fourth-estater b.f. . . offside to BETTY (Kodakutie) ANDERSON, better not untie those shoelaces again, hear that those spankings pack a wallop . . .

Valuable talker of the week:
BILLY BAIRD

DONALD WELLER, taking the meals from the mantel after horsebacking . . . BEN (insuranceeer) LEVE, boasting of catching fish at anytime or place . . . DOC NORMAN the LEVIN, dreaming of springtime and flowers . . . add comely teacherlassies, HELEN (Brockport) MC COOL . . . SAM GOTTRY, back from Toronto for the vacation . . . add effervescing, PEG WILBUR and ERNIE HOUGHTON the junior . . . romancing, MARY WALLACE and WALT WILLIAMS . . . add comely couples the BOYD MULLEN'S . . . Bride of the week, CATHERINE MALONY . . .

Doctorman of the week:
CHRISTOPHER PARNALL
(General Hospital Prexy)

After seeing the pictures of "Ronnie" Geddeon in the New York Daily Mirror, we have decided we should have been a commercial photographer. It would have been a lot more fun . . . And so much more exciting!

physical examination to determine whether it is necessary or advisable. Then having embarked on an ambitious schedule of health building, they should obey the physical culturists' per advice, MODERATION AND REGULARITY. The not-so-ancient notion that bulging muscles are the end and proof of good physical training, has been replaced in recent years by a more scientific theory, advocating exercises for the mind as well as the body.

In boxing you train your body for tone of muscle, rather than large bulging muscles. There will be the necessary changes when you enter the gymnasium to exercise, why not learn the art of self defense and get two things for the price of one, as well as a healthy body. You will have satisfaction of knowing that you know you will be able to take care of yourself in case the emergency arises.

LABOR FIGHT

(Continued from Page 12)

agreement for the two organizations, it is proposed that Francis Perkins, National Labor Secretary be asked to choose three more members of the committee. The majority vote would become binding to the C.I.O. and the A.F.ofL.

Said Mr. O'Connell: "How can Labor expect to settle disputes between employers and employees, if they can not agree within their own ranks??"

RED HOT FLASHES

Doing the inside low down, Jane Finneran and Charlie Selfridge . . . like a feather in the breeze, Marcia Lynch and Wes Beattie . . . looks like the McCoy for Alice Greene and Bob Dickenson . . . add scrumptious students Cornelia (East Ave.) Hawks . . . leaving for warmer climes Alice Buell . . . Congrats to Sandy Patterson and the comely missus on their joint birthday shindig . . . Best Dancers of the week Dr. and Missus Clyde Heatly . . . Tall stories of the week, Ray (Legahite) Fowler . . .

Louis Lombardi travelling with a lassie tagged Dot . . . looks like wedding bells for Fred (horseman) Banhan . . . and more of this fatal step for "Gene" Leary . . . Alice Pok Gotham-ing it for Easter Week . . . Bruce (Soda Jerker) Miles dreaming about that pretty in Utica . . . Clarence Maw, slaying the ladies . . . Add the Three Musketeers, Ken Falbo, Chuch Bonsignore and Bud Bowe . . . Hit show of the week . . . Ernie Warren and Frank Reina . . . Impromptu affair, in addition to finally at Lang's . . .

Mysterious, Romantic, Thrilling,
Sensational, Confidential

Inside Stories of Real Human Interest
NEVER BEFORE IN PRINT

FOR THE PEOPLE—BY THE PEOPLE
of
MONROE COUNTY

Cash Prizes

Everyone Welcome—No Red Tape
No Entrance Fee

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

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

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

All American Family

By Cash



DEAL COST TAXPAYERS

the W.P.A. to enlarge the airport. And is Uncle Sam's War department chuckling! You see, the idea evidently was that Uncle Samuel would foot most of the bill for the enlarged landing field and the swellant new buildings.

The rub came when the boys in the City Hall tried

to negotiate for the land necessary to effect the expansion. Th land was owned by the 77-B Bankrupt Britton Realty company and the lads had a ridiculous idea of the value of the spot, which they alleged, was to be turned into a beautiful subdivision.

It turned out finally that in order to get anywhere, the whole deal had to be submitted to the Supreme Court under condemnation proceedings. A committee composed of, P. Cameron Shutt, Leonard Struck and Norbert Streb was appointed to consider the case, with the power to accept or reject any and all information.

In the sworn statements submitted, the Britton reality company claimed the land to be worth between \$306,000 and \$325,000. The city fathers on the other hand, called in three of their most competent appraisers, Steven J. O'Neil, Jimmie Carmichael, and Lester P. Slade. Their estimate on the value of the land var-

ied from \$51,000 to \$78,000.

To make matters worse, it seems that the Britton Reality company owed a tidy little sum in the neighborhood of \$142,000 on this bit of property, representing principal and interest on a mortgage held at that time by the First National Bank and Trust Company.

It is rumored that the Lincoln Alliance, successor to the First National would have been tickled pink to settle with the city on the mortgage for about \$85,000. But the commission saw things differently and the Britton Reality Company was awarded the tidy sum of \$185,169.95 . . . Which figures out that the taxpayers took it an the chin for about \$100,000. Nize goin!

Dimples of the week:
CHARLIE GOULD

You Guess

What can women do holding her dresses up that a man can't do with his pants down?
(run)

BAUSCH AND LOMB FEAR ORGANIZERS?

Will C.I.O. be able to organize Bausch & Lomb? Are they trying to do just that? Rumors are flying thick and fast around town. In fact activity on the labor front is so fast and so complicated that we are thinking of asking the boss to spring for a new scooter so we can get around faster.

At any rate, the boys down at the Bausch & Lomberie are getting around plenty fast these days. And most of them are scurrying to the photographers! No, it isn't vanity. It's just a matter of gate passes. And the passes have to have a map of the old phisog on 'em or you don't get in!

They have been kinda lax about passes and such things . . . But they're checking up plenty now. All of which reminds some of the oldsters down there how, during the war, one of the really big biggies of the plant couldn't even get into his own office . . . Because he'd left his pass at home!

Can this be war? Or the shadow of things to come?

RED HOT FLASHES

FOR FUN GO TO THE ROCHESTER TURN VEREIN MINSTREL SHOW APRIL 25-27th !!! . . . Offside to BOB, hear that HARRIETT KELLY is winging on high with a laddie tagged, BILL SMITH . . . KEN (radioman) LOYSEN, taking the nod as the best dressed man of the week . . . JEAN YOUNG and MARTIN MOLL, going 'round and 'round . . .

SERVICE!!

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

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

The State Detective Bureau

Licensed and Bonded

829-839 Granite Bldg.

Rochester, N. Y. Stone 142

Specializing in complete investigations of all natures.

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

"My Life As Broadway's Toy Gun Girl"
A remarkable true-life story of Norma Parker, New York gun girl who lived many lives before she was 20.

The Color Camera
Two full pages remarkable pictures—Actual Scenes—Mexican Bull-fight.

Also a full page picture in colors, of Louise Rainer

— Now on Sale at All News Dealers —

NEW YORK SUNDAY MIRROR 5c

GENUINE LOYALTY
To Our Local Independent Merchants
Is
The Backbone of Local Prosperity
\$15 CASH PRIZES

To the writer of the most realistic Story on the subject of "Why I deal with my local Independent Merchant in preference to National Chains or Monopolies."

The truth will protect our Local Independent Merchants



THE SCALES OF JUSTICE

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

RULES—Anyone can send as many letters as they will—no limit. The management of the Rochester Weekly FLASH is sole judge and their decision is final in all cases.

All answers must be in by April 30th, 1937

All The Comforts

We recently ran across a letter supposedly sent by an Alberta, Canada farmer that is too good to keep to ourselves. And it just goes to show what money will do to some people. Here's the letter:—

"Dear Mr. Henderson:

"I want to thank you for your check you sent me on the oil. Ever since you discovered oil on my farm and leased it from me, our whole family sure has been lucky.

"We just bought a new house in Montreal, which has (this is no foolin') six rooms. One room we don't do nothin' but eat in and we have different rooms for sleeping and cooking and another one where we just sit around.

"I think the room we have most fun in is the one that's white all around and it has some places to wash in. There's one big place where two or three of us can wash all over at once. Over in the corner is another place where we wash our hands and face in and in the other corner is a special place where we wash our feet in. When we first moved in to this big house, there was two lids on this, but we took them off and are using one for a doughboard. The other one makes a swell frame for grandpa's wedding picture."

CITY LOSES 100 GRAND

(Story Below)

NIGHT CLUB GUIDE

10¢

FEATURE NEWS

ROCHESTER FLASH

SPORTS THEATRES

WEEKLY

STAGE SCREEN RADIO

Vol. 1—No. 15

ROCHESTER, N. Y., APRIL 10, 1937

SCALPS GO IN WARD BATTLES?

Politicos To Lose In Pre-Election Fireworks

Several weeks ago we wrote a story on the political revolts that are facing the leaders in the various wards.

We stated that a Republican meeting was held in the sanctum sanctorum in the Union Trust Building, when Charlie Punch endeavored, without much success, to show his leadership in Third Ward politics. As before mentioned, all the dissenting votes did not appear at this meeting, which Charlie himself had called in an effort to consolidate the ward. In fact the empty chairs at this meeting very forcibly—if silently—demonstrated the significant power of the insurgent Republicans. (It seems only a few of the paid hands appeared at this meeting).

From very reliable sources, we learn that Dr. Chester Peake, who lives at 168 Troup Street, stands a swell chance of garnering the so-called laurels of the Third Ward Republican leadership.

The Third has always been a bone of contention, and not since the days of old Aldridge, who himself resided in what is now the Stoneham apart-

ments, have the Third Warders been able to agree on a united political front, even within the party lines.

Out in the Fourteenth Ward, the Republicans are rumored to be having no little trouble. A meeting was held in the Union Club on Gregory Street, and all districts were

(Continued on Page 2)

City Loses 100 G's in Land Deal

The little fellow is taken for a ride so often that it almost ceases to be news. But when the great big city takes it on the chin, that's something different! And that seems to be just what has happened right here in Rochester, according to the proceedings to condemn the land necessary to enlarge the Rochester Municipal Airport.

The comical council engineered a swell deal with

(Continued on Page 11)

Labor Forces In Showdown

It looks as if the long waited show-down battle of the rival labor organizations of Rochester is in the offing.

According to Hank O'Connell, prexy of the Central Trades and Labor Council, a meeting composed of seven representatives of the C.I.O. and seven of the A. F. of L. will be soon called in an effort to settle the difficulties between these two organizations.

If this committee can not arrive at a working

(Continued on Page 10)

FACTORY HELP IN SPY SCARE

It is reported that those efficiency guys out at the Delco plant in Lyell Avenue last week again proved themselves efficient company stooges. Only "stooges" is too complimentary, for them. "Stools" seems to be the word for it.

Three weeks ago the FLASH reported the methods used by the Delco efficiency men in return-

(Continued on Page 5)

**Sporting Goods Free at Your
Favorite Sporting Goods Store**

(See Page 8)

NIGHT CLUB GUIDE

10¢

FEATURE NEWS

ROCHESTER FLASH

SPORTS THEATRES

WEEKLY

STAGE SCREEN RADIO

Vol. 1—No. 15

ROCHESTER, N. Y., APRIL 17, 1937

Department Store Biggies Are Giving Pretties The Works

(See page 3)

INDEPENDENT GROCERS IN WELFARE REBELLION

(See Page 10)

COPS SORE AT JUDGES

(See Page 10)

FLASH MISSING PERSONS BUREAU

Are you WANTED?
Are you one of the thou-
sands of persons wanted
by our, MISSING PER-
SONS BUREAU???

BY ALL MEANS
GET THIS ISSUE:
SEEK PRIVACY
THEN LOOK, THIS
MAY TURN OUT TO
BE THE MOST IM-
PORTANT DAY OF
YOUR LIFE! READ
STORIES PAGE 7.

Desert Yields Uncle

(See Page 7)

POLITICAL GUNS POP

(See Page 2)

Cash Prizes!!

\$25.00, \$15.00, \$10.00
will be given for the
most sensational, ro-
mantic, or mysterious
stories never before ap-
pearing in print . . .
Strange or unusual ad-
ventures that may have
happened to the lives of
your new next door
neighbor—

READ STORIES!
FIRST ONE APPEAR-
ING NEXT WEEK.

POLITICAL FIREWORKS

Early Bird Limerick Contest

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

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



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

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

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

CONTEST RULES

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

GRAND PRIZE: PHILCO RADIO.

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

CLIP COCK ROBIN AND GET BUSY.

There was a young worm in Samoa,
Who was one inch long, and no moa'.
Said he with a grin,
As he wiped off his chin,

LAST LINE: _____

Name _____

Address _____

Maybe The Taxpayer Gets Break

Is it true that the city assessors' office is the target of the City Manager Baker's investigators, "the Municipal Research Bureau"? And as we go to press the smoke is curling from somewhere in that vicinity and gives promise of a real blaze in the offing. For should the probe go deeper than the present administration perhaps some unassessed and tax exempt properties that the rumblings indicate may come to light.

Hot Flashes

HAROLD HERING, going into department
LIE (Shape) VAIL, Rochester Turn Verein pretty, looking swank in those new bowling shoes . . . LOUISE RIVERS and JOSEPHINE MAHATTA get the nod as the golden voiced songbirds of the

Looking for a job:
JEAN BRITTON

week . . . P. P. KARLEY sprung for a new skypiece; about time Pickle Puss !!! . . . Can it be true that HELEN KOSIOL did the Loehengrin middle aisle act???. . . HARRY (H&B) BERNSTEIN, coming back from Florida, brown as a berry . . .

Kute Kidlets:
EVE EASTON
(Anvil Chorus)

Winners of the Early Bird Contest

The persons listed below will please call at FLASH office, 404 Elwood Bldg., on Monday, April 19th, and upon proper identification, we will present them with a carton of cigarettes.

B. W. LOUK, 196 Dartmouth Street.
C. WAGNER, 61 Norton Street.

H. J. PEMBERTON, 22 Seward St.

MISS BERTHA CRANE, 465 Merchants Rd.

MILTON LOASBY, 279 Hazelwood Ter.

Several of the contestants failed to qualify by not understanding the meaning of the word LIMERICK, and several forgot to clip the EARLY BIRD, and were automatically disqualified. READ THE RULES!

Wards Still in Uproar Bosses Are Put on Pan

There are more rumblings in the stormy third. Thunderclouds are brewing in the Democratic ranks. Several of the ward committeemen, when interviewed by the FLASHMAN, expressed the opinion as to whether Cox and Malley were staging a w.k. political sit down strike. We further understand that there is a movement on foot to eject Martin Herbst, who resides at 219 Edinburg Street, as Democratic 3rd Ward Leader. The malcontents expect to rally under the banner of the donkey with the leadership of the former 3rd ward prexy, Max Bergash, who lives at 11 Eagle Street.

Comish Cox was really put on the spot with the growing Labor Party and it looks as if he might be politically thru, because

Democrat, Republican or Socialist cannot and will not, in the fall elections get to first base.

A delegation of representing The Central Trades and Labor Council, headed by prexy Hank O'Connell, called to complain about city-paid Firemen and Policemen working at skilled trades when off duty and asked that they be punished. In as much as the local fire and police laddies are recipients of a pretty fair envelope, they feel it is un-

fair for them to compete with labor when off duty. The C. T. & L. C. made a specific complaint against a copper who was working as a plumber on the time off and averred that they had several other complaints which they refuse to divulge at the present time.

The Commish after listening to the boys is supposed to have said, "I have listened to you gentlemen and promise to give your complaint attention. But when you ask that I punish somebody, you are going to far. I have perogatives as Safety Commissioner and reserve the right to exercise them. Good Day!"

ROCHESTER PANTS STORE

126 State St.

Special—Save \$1.00 on every pair of pants. All colors, styles—\$1.29 and up—Sizes 29-30.

No Fan Dancers, but CURLY REYNOLDS supplies the music that's tops in danceland.

Tom Collins . . . 15c

ALWAYS
DINE & DANCE
AT

RINALDI'S
126 REYNOLDS ST.
Near Bronson Ave. Gen. 5284

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

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

Lang's Garden
330 North St. - Main 7983

To Charlie Punch!!
We will give you space next week.

Hot Flashes

Scheming and dreaming, JEAN SHOLTZER and ANDY MAGIN . . . CODY (Journal) WALLER copying FLASH style to a Tee . . . TOOTSY WOOTSYING, BETTY STEVENSON and HOWARD GILLON . . . LESTER BERLOVE hurrying and scurrying thru the courthouse . . .

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

WORKING GALS OBJECT

Protests Mount in Workers' Shuffle

Here is a tale where the mighty merchandising tycoons of Main Street step on the toes of the poor little working lass.

Perhaps it is high time that the employees of Rochester's biggest store organize and do a little collective bargaining with the swivel chair big-wigs. It is rumored that some of the little girls who were earning the munificent sum of fourteen bucks a week are being fired and rehired for a measly eight bucks.

The Union Spirit is in the air and there are some darned good Union men who stand ready to help the poor hirelings get a fair shake for the department store worker.

We hear that another big store here in the city is paying its help in the ladies' apparel dept. a large commission of 4 per cent on gross sales which net the toilers about seven per week, if business is exceptionally good.

Seems to our jaundiced eye that there is enuff profit in merchandise at present day prices to allow these big money bags to dig in the sock for a minimum wage of sixteen bucks a week. Sixteen a week will at least buy coffee and cakes where the present wage will only buy the coffee.

It has come by the grapevine that many of the department store workers in this man's town are being worked overtime with no extra pay. And is it true that a certain w.k.d.t. store had their help perjure themselves by signing statements that they were only working eight hours a day when the lassies toiled for twelve or more? If this be true a big bust will come to this town because the Labor Dept. does not countenance this sort of thing.

Bout time something was done to clear up this mess and looks like perhaps UNIONS are the answer. More next week!

Machinist of the week:
LUKE GUADOSO
(Great Guy)

Drowning his sorrow in
ginger ale:
MIKE DOYLE

Affable guy of the week:
ALCOTT NEARY

Thinking about fishing:
BURT LOUK

Strange and Interesting Facts



The American Indians
signalled to each other
by a code of smoke
puffs - mac -

C.F.I.

NAMES MAKE NEWS SAYS WINCHELL

Walter Winchell sat back in the NBC studio and heaved a sigh. It was at the end of one of his first broadcasts from Radio City since his return from Hollywood. "That's that," he grinned. "You know," he said, "my job is really much similar to that of an editor of a small country weekly."

The small studio group smiled at the picture of Broadway's best-known columnist in such a role.

"It's true," Winchell said. "In those little papers the most pop-



ular feature is the personal column. Every country editor knows that names make news, and that people are more interested in items about themselves and their neighbors than anything.

"There's little difference between writing about your neighbors and in writing about people who, always in print, are familiar to everybody. It just happens," he laughed, "that I have a few more acquaintances and like to coin new phrases and words."

"There's one big difference though, Walter," a listener remarked. "If the editor of a country newspaper gets a story wrong, the consequences are not nearly so widespread as if that happens to you."

"It isn't pleasant in any case," answered Walter. "I know that I have to be very careful that what appears in my column is on the level."

"How do you make sure your information is all authentic?" "Every item appearing in my column is checked by me personally," Walter replied. "And those people who send me exclusive tips know that. It's quite a job but it's worth it."

Winchell glanced up at the clock and jumped from his chair. "Everybody out, I've got a repeat broadcast at 11:15 and I'm hungry."

He walked toward the elevators but was stopped en route by a page boy. "Got a tip for you, Mr. Winchell," Food, broadcast, all was forgotten as the newspaperman listened, laughed, slapped the youngster on the back and called out, "That's swell! Read Tuesday's column."

Feeling gay, ART BENNETT and DOLORES MAGIN . . . looks like a budding romance for MARY McDOWELL and EDDIE KEENAN . . . more, swapping love lines, BETTY BRIGGS and PAUL KENDALL . . . looking swell after that trip to Bermuda, ROSE MANEL . . .

Hot Flashes

GEORGE RIVERS and EARL MAHATTA get the nod for the spaghetti consumers of any week . . . Aside to FREDIE LASHIER, where is that new go buggy we've been hearing so much about???

. . . BOBBY TANNER seen gazing at the little cutie SUSIE McELLIGOTT . . .

New Spot to be:
GOLDEN EAGLE GRILL

JACK (adjusterman HENRY and the Missus seen tripping the light fantastic . . . Swell party thrown for prospective bride ANNE STEPHEN, all dressed in screwy hats an' all that . . . VENIE VAN HEINE, cute little Dutch-lasie, all togged out in Irish lace . . .

Koda-cutie of the week:
LORRAINE LARABEE

Boys so thick on the trout streams they catch each others pants . . . Blooming romance, PEG CUNNINGHAM and JACK ELDER . . . Philo Vance, SCHWARTZMEIER surmising who is FLASHMAN in the northern sector . . . incidentally FREDIE can really harmonize with the bar-room ballads, not to mention the ability as an umpire . . .

Who is that 2M-6332 calling for LOOOIEEE BLANCHARD at the Brightview Club???

Heard that ALLARD'S cute red head has done the moving act . . . The PERRY vs. VINES fennis match promises to be a honny . . . NATALIE MILLER looking very trick seen anking at the BUNNY HOP with GEORGIE TAYLOR . . . impending nupfials, GERRY GATES and PHIL CULBERTSON . . .

Blonde of the week:
FLORENCE TOBIN
(County Clerk's Office)

"BEECHERS"

Dependable Foods

1513 SOUTH AVE. Monroe 61

- New Stars
- New Band
- To Make Your
- Evenings Here
- More Enjoyable
- **Brownie's**
- MARBLE BAR
- & SUPPER CLUB
- 63 State St.
- Select - Entertainment nitely

ATTRACTION

STONE 2044

FOR Every Form of Entertainment
"The Office of Distinction"

Mutual Entertainment Exchange

ARTHUR ARGYRIES, MGR.
Loews' Theatre Building

"Swing it!" the world famous dance maestro urges his orchestra, and a wave of tempestuous melody floods the hall. "Swing it!" says one of your customers, holding a nickel in hand and facing the Mills Amplified Phonograph, and the

SWING IT!



FREE Installation
Anywhere

WISHMAN'S

Vend-O-matic Service

HARRY WISHMAN

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

INSIDE AND LOWDOWN

Agnes Fox, the prettiest of the pretty, quite an athlete, playing the old game of battledor and shuttlecock, and bowling a mean 200 game . . . Helen Sargent, sister of bowlerman Joe, takes the nod as the badminton fan of the week . . . Mike Palmer being the soldier and sailor-man of the week . . . Lois Bush entertaining that b. f. from Buffalo, tagged De Forest Harmon.

Babs Zaraba and Jean Mayzah being those two cuties from Polish Town . . . Don Umpleby, the demon banker from the Onion Rust, getting the nod as the romeo of the week . . . Marion (Pete) Selmeier kegling a mean 200 at the R. T. V. . . . Mary Gallow getting the nod for the chasis of the week . . . so says our man who ganders shapes.

"Birdies" flying when Missus George (Specs) Torporcer swings that badminton racket. She's one of Gert. (YWCA) Libbee's most prized and attractive players . . . Wonder if Eleanor (evah-so-popular) Rehberg will take charge of Girl Knot-Holers for Art Charity this season?

Hollywood-faces-in Flashtown . . . Bruce Unwin, Dick (Hickok Co.) Unwin's son, sure could pass for Jackie Cooper . . . as could John (Roch. Savings Bank) Dash for Lee Tracy. "Love me—love my dog!" So goes it with Mary Schmidt who showers more love on "Spotty" than ever a pooch could expect.

Stenog, Dorothy and Tom Riley of Clip Postwick's gang always picking on A. (Ambitious) Brindisi?? . . . Rubinoff a la Louise Piarulli! Louise sure making her violin talk . . . should be on net-works.

Sound-effects-man in charming lady Mrs. Leigh Tangar whose hubby directs WSAY's "Village Strollers" Nominations for: Prettiest "Information Girl", Ginnie (Defender's) Day . . . Handsomest gas-station-tender, Freddie Vetrol of Lyell Avenue's Atlantic White FLASH.

Smart looking twosome seen at the Rochester Clubbery were none other than the lovely to look at Barbie Allen and her attentive partner, Parker (Kodaker) Jungjoham . . . Spring in the air, or so it seems and hear rumors about a certain w. k. "Guy" of Farraday Strasse and that Emma Willard School pretty have been "buzzing" . . . Betty Bright and Gordy Skinner seen sipping . . . Ginny Huntington exchanging glances with Dick Lewis.

Peggy Brandt and Tommy Lensing going round 'an 'round . . . Betty Crowley and Bobby Odenbach swinging on high . . . Jimmie Hamilton explaining why fifteen were laid off at the new distillery . . . Just shows to go you what a whale of a difference a punctuation mark can make. The following excerpt from one of the Gannett Rags: "Wanted salesmen, 4, that can sell and handle men and women" . . . This one from a Farm Magazine's Question and Answer Dept.: "Can any of your readers give advice about ridding a shallow well that has a large flow of water from muskrats?"

Bar man of the week, Joe Esposito, seen sipping at Langs . . . April 15, marking the deadline for a showdown with Chauffeurs and Truckers Unions . . . Artist lady of the week, the comely missus Al Stewart . . . Add silly publicity, the upper crusts "Be Kind to Animals

Week" . . . Offside to Kay Stebbins, socialite, editors of the FLASH know where you acquired that dog tagged "Glada."

Charlie Punch, soon to be ex-third ward Republican leader, taking a scorch at article published in FLASH . . . Offside to Charlie, will publish real lowdown when we can get full check on bunkum throne in office as we go to press . . . Fish Westman returning to the Ichthyology center of Cornell University after spending exhaustive week garnering ovaries from spawning perch.

Dapper man Nat Bowie, Federal Housing boss, sponsoring kid brother in center aisle march to chuncs from Lohengrin . . . Offside to Art See, how about the ducats promised to Amusement Editor of this here rag for Lohengrin, will compromise on six buck seats . . . Ward Williams burning up the highways in new LaSalle sedan with toots in tow . . . Add affable printers, Marty Hoyt, Graphic Arts Press . . . Still the busiest guy of the week, Jack Driscoll, promoting Volunteers of America.

Safety Angle No. 7

During the rush hours of the morning, how many times have you been blocked in traffic with Brewery Trucks Double Parking??? We suggest that the beer dispensers make their deliveries early in the morning when traffic is lighter, thus avoiding possible serious automobile accidents.

We do not know if or not these trucks think that they can thus violate the law because some of their employers are politically strong, but this serious hazard can be corrected by having these deliveries made before 8 A. M. and if there are present regulations to prevent earlier deliveries, these should be changed for the interests of public safety.

Add comely cuties, blonde lass Mable (Powers Building) Stanton, hizzoner's dotta . . . Busy scribe of the week, Bob (D & C) Fisher . . . Offside to Bob, think m' lad miss Jean a bit since recent departure to fairer climes of Buffalo . . . To Kitty Kay Wend, understand all is patched up between-fourth estaters and thou . . . love must be everywhere . . . Charlie Denniston, big cement and pavement man, reading the daily racing form, readying for Fort Erie.

Still the comilest red head of this man's burg, Isabelle Culhane, Annabelle, twin sister, seen sipping in local d.t. w.k. sippery . . . Bet the twins are glad that Lent is over . . . Wiles Mitchell takes this week's nod as trout wisherouter of all seasons . . . Offside to Irv Fitch, Times Onion rotten gun columnist, suggest checkup on facts before publishing such frippery about fish biting in early spring and winter.

Still the comliest lass of the whole Gannett Chain, Marion Hall . . . offside to Marion, when is that b. s. boy friend going to spring for the sparkler, hear plenty of rumors concerning this . . . Dotty Benton, when not shopping with Dorothy gandering at all the pretties in store windows . . . Phil Doctorman Wickens seen inspecting new tackle at Sport Show.

Rumored that master mind Frank Gannett due back at guggus desk at the TU soon . . . Ralph Shaumann, Fields master salesman, interesting himself in the cosmetic racket, while not trying to get date to go to the Rochester Clubbery Sat-veys . . . Bob McGinty talking about joining small clubbery . . . Jimmy Donaldson and Larry Miller seen elbow bending at Cutali's . . . Offside to Florence Cutali, look swell in new springtime sky piece.

Ken Stedman, dapper George Babbitt of that high-hat James Strasse advertising agency, taking out a brand new frill Sunneve . . . what's the matter with the old stands Ken? . . . El. (TU Cartoonist) thinking about buying a new gas buggy, and to Mike (Fincherman) Davin, hope you get that w. k. baseball voice in order for grand opening . . . to Joe Connor, insuranceeer, save box along first base line opening day for Davin, FLASH editor and party.

Offside to Dick Mansfield, how about learning a few new chuncs . . . better go back and take lessons from prexy Rudy Vallee . . . Pauline Kull (H&B pretty) looking ultra swank in new toggery furnished by maestro Harry Bernstein . . . add tall stories, those told by Harry concerning fishing in Florida.

Best dressed lawyerman of any week goes to John McInerney, ex-scribe with Alcott Neary running close second . . . Rog (WPDR) Greenman and cute wife, Kay, seen together these days off . . . always maintain two years to make happy marriage . . . Mexican cutie, Estrallita, back in town . . . hope that contract with Sally Rand matures . . . Pete (brokerman) Perkins gone in seclusion . . . Mighty Attam, Walt Meyers, too-too proud of new daughter . . .

Vincent and the comely missus Amico returning from cooing bee in Gotham . . . Tom (Aetna) Snow gandering at the new Plymouths . . . Offside to that w. k. Plymouth dealer next door to Hunter's on East Avenue, wake up some day and you might sell a car . . . Helen Pfluke seen sipping with that w. k. gent . . . that Pierce Arrow belonging to the alleged attorney seen parking on Spring Strasse after hours.

Lefty Kerwin and Mickey McNeil seen romancing on Lyell Ave. Just two left-handers . . . Frank (Standard Oil) Thrasher, best liquid coal man of the week . . . Why does John (American Laundry), Hailey want to leave Flower City . . . Chicago calling? . . . the Walt Norton's proud parents since daughter Carol tips the scale at 14½ lbs.

George Wollschelger and Art Viele making debut in the FLASH this week . . . would be Tin Can tourists, Nate Culhane & Eugenia Tindale at Sport Show . . . Walt Rybacki and bosom pal, Joe Parr getting anxious, for picnic season . . . is there a reason? . . . Friend of the Dutchtowners Otto Schindler . . . on the wagon Anthony (Peg) Geist Pinochle Players at Tarry's boined up? . . . Cupid shot them, Carl (Red) Musta and Clara Bizurri, knot to be tied Sat Morn, good luck, and bon voyage . . . Luke Gaudioso, one of our boosters and a real guy . . . Bob Creegan showed dad, Scotty Greegan, how to catch fish, Scotty mum on amount caught . . . Joe Bach and Frank Bierschmitt popular (Hostess Cake) salesman of week . . . Max Taffett, real helpmate to Missus, even taking down wash.

All American Family

By Cash



COOPERATIVE FEATURES, INC CHICAGO

Parking Ban Hard on Downtown Merchants

Since the commish has passed down the ruling concerning the no parking between four thirty and six thirty and has clamped the lid on available parking areas, there have been plenty of squawks.

From the Broad Street crossing of Exchange Street to the State Street crossing of Allen Street, it is practically impossible to find a place to park, at any time and absolutely out of the question between those fatal zero hours. The result is that the boys in the now high rent district are being penalized no end. If this continues the oldest business spots will eventually become a has been.

The lads on the lower end of East Ave. are experiencing the same discrimination against their businesses and a committee has called on the comish to see what can be accomplished.

May we again suggest, that for the solution for the State Street problem, the City Fathers consider paving the Genesee from Broad to Main and from Main to Andrews and form a municipal parking station.

Hot Flashes

DAN (machine-man) SOHN, thinking that the whales in Red Lake soon will be biting . . . Our nod for the swell couple of the week goes to LOUISE BEATTIE and CHOLLY (Hotelman's-son) WICKES, the jounnir . . . waiting for the wedding bells to ring MOLLY CASTLE and ARTIE POOLE . . . Engaging smile of the week, ELEANORE WEDELL. . .

Safesguy of the week:
SCOOP COOLEY

CLINT COLE seen squiring the comely VERA WILSON . . . spring really in the air for, JANE FAIRCHILD and HARRY WAREHAM . . . CHET CHAMPION the lesser doing the swingtime with, IRMA HARVARD . . .

LOUIS SCHAUMAN swinging the light fantastic with, MARION CHAMBERLAIN . . . HARRY FULLER sending gardenias to SINNY PAMMENTER . . . DAVE BELLAMY thinking about his boat . . .

Add cute pulsetakers, RUTH RAKESTRAW of the General Sickers . . . in the w.k. doghouse with the scribe b.f., MYRTLE REED . . . Skidding back to Skidmore, comely lassie, LUCY PLUMB . . .

Early Bird

There is a law which we all know.

"To the early bird the worms will go."

Now this is true in every land Except this village—our last stand—

For here a serious question rises.

Which this picture picturizes. The bird has caught the worm, you think?

Perchance the worm's the stronger gink?

And when it's late, and breakfast's thru,

Then no one knows just who's had who;

So who gets who, we wish to know—

A tricky puzzle, as puzzles go.

We leave you now with this clue word:

This little poem gets the bird!

That's a wormin' out of it, eh, Boss?

Hot Flashes

Boy Scout TOMMY HANNA, among the missing . . . PAUL RIPSTEIN seen at the Seneca Sippery . . . Ownerman, WOLFE (Capitol Grillery) Seen talking to swollegan frill on Spring Strasse toathereve . . . Hairdresserman Monsieur Loucher (Burke Bldg.) sponsoring two 5 man girl teams at the women's bowling fracas . . . every one of the pretties to have a different hairdress . . .

Molarman of the week:
TED BLUTAU

JEAN LEWIS, gazing raptly at LANNY MacDOWELL . . . Looking serious for, MARCELLA NEUMAN and BILL HOOKER . . . Cute kidlet, JANE GORSLINE thataway about none other than, DON WAGNER . . . Among U of R romancing, we find, RUTH KOSTER and BOB BACHELDER . . . an' HELEN GROVES with nothing on the mind those days 'cept DICK FORMAN . . .

Sniperman of the week:
JIMMIE DONALDSON

JANE GREGG an' JIM SCHETTERLY, looking over the moon, the stars and whispering sweet nothings . . . PEG MATHERS and FREDDY-BOY NEWBERG seen strolling on the campus together . . . as LOUISE MORGAN and CHUCH KING . . .

Trailer Salesman of the week:
BOB PIERCE

BETTY OLNEY and DONNY CLAUS, doing the Virginia Reel . . . add kute kidlets, JANICE LEMBKE . . . DOC AL KAISER'S little dottah, PEG taking the nod as equestrienne of the week . . . The James Strasse Adv. agency boasts of a comely dottah in the being of BETTY FROMAN . . .

Brunette of the week:
RUTH BEY
(Standard Insurers)

MAZDA LANE

BROWNIES . . . This favorite rendezvous under the beaming smile of restaurantier, Brown, offers a new swing band, the Royal Revelers . . . plus Earel Simmons and Jean Douglas, warblers.

TIMES SQUARE . . . To the chimes of Pat Cleff's swing-time, Kearns and Arlen, warbling . . . for the light fantastic, we are entertained by Estrellita, the incomparable Spanish dancer. Swell ballroom dancing by Evans and Renato.

NUSBAUM'S . . . At the home of the Zeppelin Bar, where the indirect lighting is easy on the eye, Mac Macomber directs the swing time and as usual the best of show talent.

BARTLETT CLUB . . . The West side spot under the Meesing of that golden-voiced Irish tenor, Jammie Thomas, offers for your entertainment, Millie and Mills, adagio team; Page and Allen, tap team; Texas Peg, the original hillbilly in person.

LANGS GARDEN . . . The house of hospitality, where everybody is invited to sing with Hal Davis offers fast-stepping, Mickey Rice and that Dancing Marvel, Buddy . . . and Bill Gay doing those Oriental numbers.

SOLDIS . . . All star floor show . . . something new in the show world.

ALLARD'S . . . Bright spot of State Street will make your sides ache at the antics of Jack La Rue, versatile comedian, and Buddy and Rose Sawyer, exceptional dancers and songsters, . . . and biting music of Freddie Lashier's orchestra.

COTTON CLUB . . . Helena Little Harlem offers a new feature star, Step 'n' Fetchit Jr. and a comedy skit . . . "Time and Talent Marches On!" . . . Featuring Ruby Logan . . . Strawberry Russell, Mabel Cooper, Edna Miller, and Henrietta.

CUTTAL'S . . . Leo Morrell entertaining you with swing-time, while you eat delicious Italian food at the North street spot, meet one and only, Guy Cuttall . . . Home of "The Satterreann" on Broad Street amid Vino Vecchio, one enjoys the most delicious of Italian delicacies.

RINALDI'S . . . Nick and his brother, Nello, ever offer best of food and drink with Curley Reynolds and his band supplying fun. SENECA TERRACE . . . Home of elevated dance floor produces new all-girl show that promises

Hot Flashes

Assemblyman STEVE JOY, getting into the harness of new job in Albany . . . MARY RUSH, blonde pretty seen tripping the light fantastic with CAROLL JOHNSTON . . . JOAN BEVERLY CATON, aged two and a half, proud possessor of a Persian cat bigger than she . . . swapping stories over teacups, MONICA MASON and DON McCONVILLE

Looks like romancin' for ISABEL BAYSE and DOUG VAIR . . . and BILL ACKERMAN . . . Eyes Robins and roses, RUTH BAYSE a-glow, ALICE POHNSON and her CYNTHIA arm and arms' it GENE GOOSSENS . . . while sis with BILL HARRISON . . . MILLIE EWELL and BILL GARD, telling fall stories . . . LEE REES and FRED JENSEN, rhapsodising.

to be a honey. ZIL-3 . . . If you like to laugh you can do so at shows offered by Perry Noon and Nick even Wednes and weekends.

WISSELS . . . Herman and Whitey ask you to park your karkus at home of Pan-American Exposition bar and enjoy camaraderie of a hospitable wine dinary.

WALTER MC NALLY

Grocery
620 Dewey Ave. Glen. 208
We Deliver

BALLROOM AND TAP
DANCING LESSONS
In guaranteed courses by experienced teachers. Rates reasonable.
CHAS. KRAMER
81 East Ave. Main 5081

ALERT-
Criminal, Civil, Domestic, Character and Insurance Investigation, 24-Hour Service
Bring Us Your Problem
ERWAY
Detective Agency
607 Powers Bldg. Main 760

For—
PLUMBING HEATING
Air Conditioning
Oil Burners

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

SENECA TERRACE SUPPER CLUB
BANQUETS - PARTIES
our specialty

NEW
DAZZLING ALL GIRL REVUE
Singers, Dancers, Funsters, a Bevy of Beautiful Girls in Glorious Entertainment at Its Best
NO COVER CHARGE
Elevated Dance Floor

SENECA TERRACE SUPPER CLUB
COR. RAND ST.
Block before Ridge Rd.

Dickey Gets Some Toys

Dicky, 6-year-old youngest child in a large family, does not have many toys. So last week, with no school, and father and mother at work, he decided to amble downtown and, at least, take a look at the toys other more-privileged boys have.

Cowboys are heroes to Dicky, so he made his way to a store featuring things for boys. A miniature replica of a Western ranch was displayed there. His blue eyes opened wide in wondering admiration as he wandered about the ranch. But Dicky could only look.

Clerks and patrons in the store noted the youngster's eagerness. They also noted he wore only a thin shirt, open at the neck and showing soiled underwear, fastened with a large safety pin. His ankle-length trousers, of cowboy type, were soiled and torn. His hands and face were dirty. But his eager face was smiling, his eyes dancing with excitement.

Mrs. C., there with her son, asked a woman clerk about Dicky. The clerk said Dicky had been there before, looking about the same, and that she intended to buy a sweater for him. Mrs. C. was moved to do something similar. But just then along came the floor manager and chased Dicky out.

Half an hour later Mrs. C. and her son went to a 5 and 10 store. There at the toy counter they found Dicky, seated on a stairway, eagerly looking over a 'cowboy book. Mrs. C. talked to Dicky, found him ready to answer questions, learned something of his story. Other women in the store listened. Dicky was the center of interest for a time. One bought him some cowboy books. Another added some toy cowboys and soldiers. Others contributed a few trinkets. Soon Dicky was on his way home, well-laden with things dear to his heart.

Dicky said he lives on Bartlett Street and that he attends No. 19 School. Perhaps, as some of the women in the store remarked, "something should be done about it."

WHO'S WHO HERE?

Although we are not reformers, we know that there are many dives existing in this city and with the help of our readers and reporters, we will soon show where these places are, and show why they have been allowed to exist. We print the truth, no matter who it hits.

YOUR RADIO DOCTOR
McGINTY APPLIANCE SHOP
ZENITH RADIO — NORGE REFRIGERATORS
WASHERS — VACUUM CLEANERS
Sales and Service
348 S. Plymouth Ave. Main 8206

Rochester Weekly Flash

For the People and By the People Who Want the Truth

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

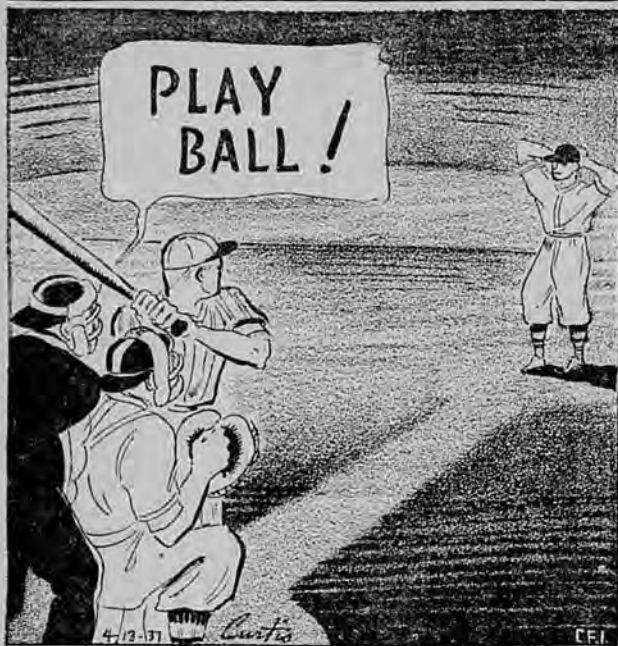
For Advertising Rates Call—

MAIN 2718

MAIN 2719

News Flash—

MORE "STRIKES" IMPENDING



A WORTHY CAUSE!

Of all the causes here in Rochester that deserve the support of our readers, there is none more worthy than the organization known as The Volunteers of America which is now conducting a campaign for \$15,000 to carry on its work among the needy in this city.

To date the work has been done almost entirely by one man and his wife, William (The Great) Plews, noted magician who has distributed on an average of 125 baskets of food and other necessities each month to the poor and needy of Rochester. The Volunteers are supported entirely by Mr. Plews' work as a magician, with benefit performances whose proceeds go to the organization, and by private donations.

Just now Mr. Plews is trying to form cooking and sewing schools for the benefit of people on relief. According to Mr. Plews, too many such people find themselves in straightened circumstances and without the knowledge of plain cooking or rudimentary sewing.

Mr. Plews plans to remodel the three story building that now serves the organization as headquarters, and construct a dormitory and center for needy clients. There is an average of four people in each family the Volunteers aid; and at present he is caring for fifty-two families regularly. Besides these, who may be considered more or less a permanent load, the bus lines and police headquarters send him many cases of stranded families from time to time.

Last year, though the organization was able to do much good, the need for money to carry on properly the work for the coming months is very pressing.

Call the Volunteers of America, Main 2581, should you wish to know more about this worthy cause.

The Flash says: Best wishes, Mr. Plews. And let's all give!

SUGAR DADDY!

Information comes to this office that a certain prominent politician from the east city of the city, who has women working for him in a political office, makes it unpleasant for some of these employees, who do not care for his company.

Unless these actions are stopped, we will publish the instances and names, as we do not feel that any woman, be she widow or single, who honestly works for a living, should be compelled to associate with the boss, unless she so desire.

CLOTHING WORKER'S TOSS OUT BRINGS LABOR ROW IN OPEN

A wide open battle between local labor factions may develop as a result of the one man sit down strike, at the Michael Stern Clothing plant (Smith St.) last week.

The sit downer Lino Bevilacqua, said to be crippled, started the row last Monday at about 4:10 P.M. and thought the rest of the workers would follow suit, but alas and alack, he no sooner made it known that he was starting a sit down strike, when a group of his co-workers, picked him up bodily, and deposited him, sitting, on the walk outside the plant. This is something new in the way of news, it has been customary, for the employees to sit down on the employer and force him to meet their terms, but this time a sit-downer, was forced to leave the premises by his fellow workers.

However Lino added a sinister touch to the matter, by not taking the beating sitting down. He came up with a bundle of summons and complaints, against six persons, and Michael Stern Co. including Bert P. McGann, Cost Accountant and Production Manager (who happened to be visiting the Smith St. plant at the time), and alleges, bruises, abrasions, and back injuries, all to the tune of \$25,000.00 as a just amount for his injuries.

Apparently C.I.O.ing proved very unpopular with the A. F. of L. boys at Michael Sterns. Rumor has it the C.I.O. boys are trying to invade the stronghold of the United Garment Workers (A. F. of L.), and certain employees are set to oppose any such move. Thru the grapevine system, it is said C.I.O. literature was distributed among the employees, announcing a meeting, whether or not this was the reason for the ten women being dismissed from Michael Stern Co. the following day no one seems to know.

A situation that is unique to say the least, arises. The Amalgamated Clothing Union, said to be more powerful singly than all the remainder of the local unions put together, and it is claimed, controls more delegates to the Central Trades than any other member. Was it because of this fact that the fight between the A. F. of L. and the C.I.O. was tabled at each meeting for the past few months? Is the C.I.O. trying to obtain support of the A. F. of L. workers, even if it necessitates their withdrawing from their own unions?

Rumor has it the A. F. of L. boys are trying to work with the C.I.O. in everyway possible, but now are in doubt as to their next move, all because of Lino Bevilacqua and his sitdown strike. Turmoil reigns in labor ranks.

We humbly suggest the boys, try to forget differences, forget Lewis and Green at least as far as Rochester is concerned, and all work for the benefit of labor, honestly and sincerely.

RED HOT FLASHES

Blonde of any week, AMY BAKER of M. I. . . . JEAN BRITTON gone to Buffalo, for the new job and will the fourth-estater tagged BOB, be lonely??? . . . KITTY KAY WEND, moving in with KODACUTIE ANDERSON, in the w.k. 95 Troup Strasse . . .

Still the red-head of the week: ISABELLE CULHANE (Beardsley Clarke)

MARY MALONE, sorry that she decided to be bachelor lassie, now spring's here . . . added signs of spring, chrocuses in bloom and the kids playing mibs . . . Among the missing, HARRIS MASTERSON, ex circulation tycoon of the D.&C. Add toothpaste adv. smiles, JOAN CARPENTER . . . HAROLD BRODERSON and BILLIE HESTON, swinging along with the vagrant breezes . . . VERNER KREUTER, weekending in Jersey . . . ERIC McLEAN rushing JANET NEVIN . . .

Molarman of the week: FRITZ DE GELLEKE (Mercantile Bldg.)

DON GEREW, seen at the German Clubbery . . . Congrats to the comely couple the JOE ARIOLI'S . . . Dan Cupid sure robbed the baseball hall of fame of a real treat . . .

Hot Flashes

BOBBY BROTSCH squiring BETTY WHITNEY . . . when Irish eyes are smiling, PEG FLAHERTY and BILL POLLOCK . . . Deutschland Uber Alles, HILDA KLEIR and BOB HUSE . . . DAVE BAXTER finding a new place to fill his fountain pen . . . What's the matter with the postoffice ink, DAVE???

THE SARATOGA PHARMACY
Prescription Specialists
192 Lyall Ave., cor. Saratoga
Shannon Gargino, Ph.G.

ALLARD'S
The Bright Spot on State St.

HELD OVER!
Buddy & Rose SAWYER
Exceptional Dancers and Songsters
Plus
TED LA RUE
5 Steiner Show by Himself
Every Nite but Monday
Fred Lashier's Orchestra
252-254 STATE ST.

PARK YOUR KARKUS at

WISSEL'S
136 MONROE AVE.
For Good Food at its best and drinks served by the genial
Herman & Whitey
"There's a reason why so many visit here daily."

In the SPOTLIGHT

TOP ACTS
and
ENTERTAINERS
ALWAYS
FOUND AT
"JACK DRISCOLL"
45 GIBBS STREET MAIN 8304

LOVENEST PEEPER SOCKED

LOVE IS PRIVATE SAYS THE LOVER

Again this little burg goes sexy! It is an old story with new trimmings. Tired business man, leaving the wifey and the kiddlets to drown sorrows in wild parties.

It seems that one of the boys was driving home from a w. k. exclusive lake resort, when he was stopped by a man that looked as if he had been thru the World War and the Spanish revolt and all in one night.

Here is the tale he told: "Last fall, I went duck hunting and, wishing to arrive at the blind at dawn, I passed Beach. Seeing a light in a cottage I cautiously crept up on the house to see what was going on. I thought possibly the place was being burglarized and I didn't want to take any chances at someone pouring hot lead in my general direction. Boy, Oh, Boy," he continued, "You should have seen what I saw; liquor bottles all over the place, and semi undressed women sprawled all over the place. Now mind you, mixed in this crowd was a big shot whose name is _____ and a bunch of his rich friends. Some party!"

"Well, here is the payoff. When going to my shack at different times during the winter, I barely missed the treat of seeing some swell goings on like _____." Continuing on, "You probably wonder how I got decorated with this ebony orb?"

"Monday they were throwing a brawl and I thought that I would get my usual eyeful and I got caught. What that gang of drunks didn't do to me was a caution," he concluded. This story was obtained exclusively by the FLASH. Always first with all the news that's fit to print.

We—The People of Monroe County Speak:—

This column to be devoted to the citizens of Monroe County who have suggestions or legitimate complaints that will stand verification. This being a strictly confidential service for the betterment and welfare of our citizens—Send in yours today—Watch this column grow.

All letters published in these columns are those of readers of the Flash who have written in to us.

The management of the Flash is in no way responsible for what they contain, and the views expressed in them are in no way a reflection of the views or opinions of the management of the Flash but are given as they are received by us from our readers.

All letters must be signed with the name and address of the writers, which will not be printed unless permission to do so is given us.

Letter Dep't

Editor, Rochester Weekly
Flash

6 State St., Rochester, N. Y.
Dear Sir:

Last week in your W.P.A. story, you mentioned the Father-Son case, and would it be out of place to call attention to your readers that Mr. Potter, who has a fine position as Under-Sheriff, also has a son in a good job at Convention Hall. And Tom Morrison, who has still a better public job, has a Daughter at the H.O.L.C. and it is re-

ARID COUNTRY WANDERER FINDS LOST RELATIVE

Many Rochester persons have had strange adventures, that are not known except to a few; yet the same experiences would be a human interest story to thousands of our Rochester Readers. . . . Why not send in interesting events in your life?

The actual person involved in the following story is known by the FLASH staff, and, while the names used in this story are fictitious, anyone can check the facts of this and subsequent "Our Neighbor" stories.

Way back in '19, when car weren't streamlined and trailers were unheard of, a Rochester lad started on an endurance test. It was to be an advertising stunt for a then well known make of go buggy. After a grueling drive from the East Coast, Bob (as we will call him) arrived at a dry river bed between Los Lumas and Gallup, New Mexico.

Then it started to rain. When it rains in the desert it really rains. Soon he found that his car was hopelessly mired. Then came a cloudburst. . . . Torrents of water pouring down the river bed. . . . whole trees, boulders being swept before the rushing waters, washing the car far downstream and wrecking it beyond recognition.

Bob, finding himself in the vast desert wastes, had only one course of action; to follow the road bed of the Santa Fe railroad. For eighteen hours he pursued his lonely course, thru the blazing sun of the desert day and thru the penetrating cold of the endless night. No tobacco, no food, no water and no company except the mournful cries of an occasional coyote.

Finally another day arrived and far in the distance he saw a human being, the only human within the radius of many miles. After walking the better part of the day, he finally arrived at the spot where a bronzed desert rat in a ten gallon hat was squatting on the Santa Fe tracks waiting to flag the next train.

The burly westerner was far from sociable but after listening to the tale, offered Bob some tobacco and a drink of water. Finally out of a clear sky the

Hot Flashes

Golfer of the week:
GOTCH GILETTE
(Lawyerman)

FREDDY CLAPP writing poetry about PHOEBE GIFFORD. . . . WINNIE MARTINDALE springing for a new hat. . . . Who's in back of the parkin' ban all over town???. . . . Maybe the parkin' station tycoons. . . . SCOTT CALLISTER spending his evenings with JANET PHILIPS. . . .

Presentable Pharmacists
Store open daily 7 a. m. - 11 p. m.
ARNOLD BROS. PHARMACY
1135 Culver Rd., Rochester, N. Y.

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

Missing Persons Bureau

Editor:
Bureau of Missing Persons,
c/o FLASH Editor,
Dear Editor:

Will you kindly publish the following letter in your column:
Dear Charlie:

Where are you—Charlie? The Charlie I mean is a former service man now a professional man in Rochester. We met at Durand Eastman Beach last August. You didn't mean a great deal to me at the time of all that excitement, Charlie, but for months I've hoped and prayed we'd meet again. Now comes this new idea by the FLASH and I hope you'll read this and answer c/o Ann to the weekly FLASH office.

ANN.



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

ZR-3
109-113 State St.

Hot Flashes

GERRY ARCHER, thinking about that symphony in black, BETTY DENNIS. . . .

Brokerman of the week:
JOE BLOSS

WELL SPRING IS IN THE AIR AND LOVE IS EVERYWHERE. . . . so goes it with, PAULINE PARCE and BOB VAN AUKEN. . . . More of the same, HELEN HEGENDORFER and ART VAN BROCKLIN. . . . Doing nip-ups on the dancefloor, all the new fancy steps an' all that, BARBIE BROWN and WAYNE GORTON.

Soldi's
SPAGHETTI SUPPER

All Star Floor Show
FRI. & SAT. NITES
Music by Veldadors
182-186 Jefferson Ave.
Member Monroe Restaurant & Liquor Operators Ass'n
Where Good Fellows Get Together!

Hot Flashes

WINDY WINEGARD seen sipping with a brand new babe and a honey. . . . LASSIE tagged CORCORAN taking the little lassie's dues for a new sorority, ZETA BETA CHI. . . . looks like a travel club from here. . . .

Doctorman of the week:
JACK MOSER
(R.G.H.)

Bankerman of the week, OGDEN BUTLER. . . . COLIN PARENTHESIS PERIOD COMMA CROCKETT doing the upside downside swingtime with PEG REIMER. . . . Tan rapidly disappearing after a trip to Bermuda, HELEN SCHLEGEL. . . .

Nurselady of the week:
KATHERINE BABBITT
(Rochester General Hosp.)

Demon insuranceeer, HAZIE BROWN, swinging along the main stem after a hot prospect. . . . felling all to the birds and the bees, the flowers and the trees, ALICE HOWELL and RAY WHITE. . . .

Has a new sky-piece:
P. P. KARLEY

HELEN PFLUKE, seen arming with that w.k. big shot b.f. . . . coming to town soon, the road show of THE GOOD EARTH. . . . Locust Hill Country Clubbery, springing for some new sound equipment. . . .

Just joined Locust Hill:
BOB MC GINTY
(Radioman)

JANE DIBBLE still going 'round and 'round with JACK CALDWELL. . . . ROSS WELLER and BERTHA HENDRYX, thinking it over together. . . .

ported another child in a public office.

These are only a few of the many cases in public pots and it does not look just right.

Sincerely yours,
C. B. O'B.

7 NITES

Time & Talent Marches On

Starring

Mabel Cooper M. C.	Ruby Logan Singer
Strawberry Russell Comedian	Kay Wright Tous in Togs

Featuring

Reginald York and his YORKERS Singing, Dancing Novelty	Baseball in Burlesque, Scatting Trio, Shiver Number, Time Marches On with Entire Cast
---	---

Don't Miss—Step 'n' Fetch It, Jr.—A Riot

COTTON CLUB 176 JOSEPH AVE.



Re-Vues & Pre-Vues

Rochester-ing

The house of Pollock presents: Another demonstration of the versatile talent of Jean Harlow and Robert Taylor was made evident at the Rochester Theatre last night in Metro-Goldwyn-Mayer's delightful new romantic comedy, "Personal Property."

Miss Harlow and Taylor are teamed for the first time and their collaboration is distinctly a success. They have the additional benefits of an excellent supporting cast and clever direction by W. S. Van Dyke.

In the cast are Reginald Owen, Una O'Connor, Henrietta Crosman, E. E. Clive, Cora Witherspoon,

Marla Shelton and Forrester Harvey each of whom plays an outstanding role with rare skill.

Taylor portrays the part of a young black sheep who, on being cast out from his self-righteous family, secures a job as a deputy in a sheriff's office. There he is detailed to stand guard in the people whose debts have gotten beyond them. He must see to it that nothing is removed.

The twist of the plot lies in the fact that his first assignment is in the home of an American widow, played by Miss Harlow. His older brother, portrayed by Owen, under the impression that Miss Harlow is wealthy, is seeking her hand in marriage. At a social function, Taylor appears as her butler and creates a sensation. Only the brother is aware of his identity.

The situation ends happily when Taylor and Miss Harlow fall desperately in love, with money no object. The elder brother is happily relieved to escape marriage to

a poor woman and the young couple, rich with love and unafraid of poverty, go merrily on their way.

It is a novel story and it has been remarkably well handled as a picture. The audience at the Rochester Theatre registered enthusiastic approval.

As a second feature: Kenneth Milton, harmonica expert who taught Ralph Bellamy and Ida Lupino to play the harmonica for their comedy scene in "Let's Get Married," brought a case of 25 harmonicas onto the set. He had the players use "stand-in" harmonicas for their lessons and rehearsals so that the recording instruments would not get out of key.

Palace-ing

Man wouldn't mind his own business . . . Man makes good! That's the story of Walter Winchell's career which labeled "Wake Up and Live" makes its debut at the RKO Palace today. Columnist Winchell also, makes his debut as a star

and is supported by Ben Bernie (with whom he conducts an undying feud), and beautiful Alice Fay. Grand entertainment and as breezy as Winchell's incomparable style . . . is promised.

Hugh Herbert—versatile screen comedian who varies his uproarious antics by writing plays and on occasion, directing them—makes a bid for stardom in "That Man's Here Again," First National Picture, playing as second feature at Palace. Seventeen-year-old Mary Maguire, tiny brunette Australian girl is featured also, in her first American picture. Male lead in the picture is the ingratiating Tom Brown, twenty-three year old favorite of movie-goers. Others in the cast of the highly entertaining human interest comedy are Joseph King, Teddy Hart, Arthur Aylesworth, Dorothy Vaughn and Te-tau Komei.

KEN SPEDDY arming with MARY HOBBIIE . . . EARL SANDMEYER, pleasing the missus with a swell corsage of orchids . . . JOE HALBLEIB, getting that w.k. coat of tan Florida?way.

Hot Flashes

DON SAUNDERS, rushing the spring season, walking around without a topcoat with teeth chattering . . . DAVIE ALLEN and the missus seen anking at OAK HILL . . . ISABEL McKAY sunning at Bermuda . . . MYRA MOSTKOV getting ready to middle aisle it with, LOUIS SCHWARTZ . . .

Mighty Atom: HARRY WITTENBURG

FLORENCE COPPETTA, on a new job . . . add swell gents, DAN KELLEY, truck drivers union prexy . . . EVE EASTON, going by the tag, CORNFED . . . ROSE MAN-EL, getting worse in her kegling . . . More in the new toggery dept, ROSEMARY NUGENT, Journal-lassie . . .

Best dressed insur-man: HARRY MC KAY (Central Trust Bldg.)

WM. SCHALBER

Grocer

607 Plymouth at Jefferson

Gen. 1333

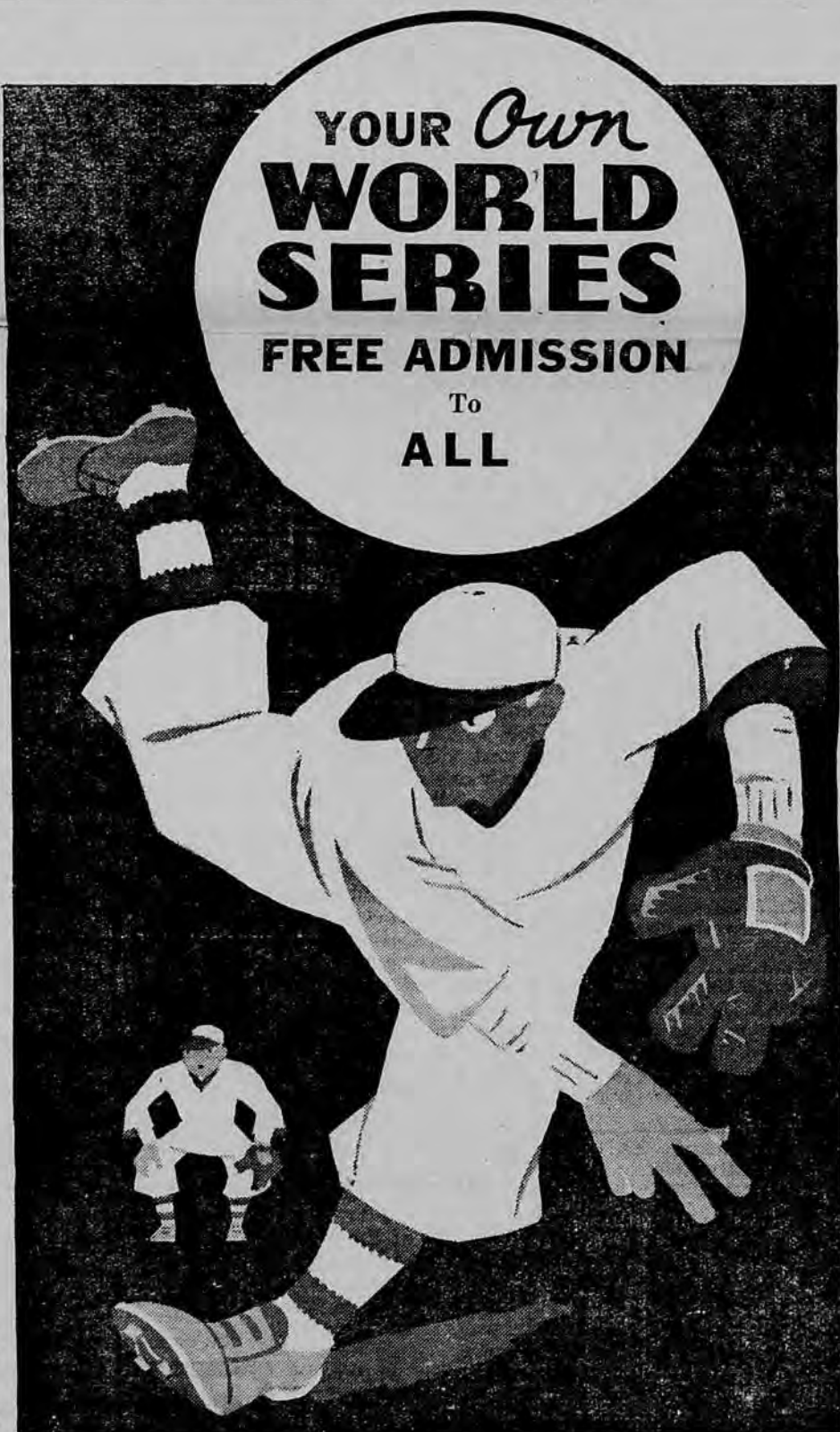
PLAY BALL!!

OR
OTHER SPORTS
WITH YOUR
OWN
EQUIPMENT

FREE

◆
THE BEST
YOUR
FAVORITE
SPORTING
GOODS
STORE
AFFORDS

◆
Get Ready
for the
BIG NEWS
Next Week



FLASH

TO
SPONSOR
SPORTS
IN EVERY FIELD

◆
Read
NEXT
WEEK'S
ROCHESTER
WEEKLY
FLASH
FOR
FULL
DETAILS

HOW TO GET
THEM
ABSOLUTELY
FREE

◆
On Sale
At All
News
Dealers

ARE YOU STILL LISTENING TO THE BARK OF THE TREES?

BOXING SECRETS BARED SPORT SHORTS

By Billy Baird

Varied and numerous are the reasons given for wanting to learn to box. Some people want to become professional fighters; some wish to overcome an inferiority complex, a defect of speech, the effects of Sain Vitus' dance; others say frankly that they want to be able to defend themselves when occasion arises.

Many professional boxing teachers know only one way to teach prospective pupils—the HARD WAY. With gloves securely tied to their wrists, they are thrown in the ring and told to go to it. At the end of the session, the teacher will tell them they should have done this or that. You are expected to learn by error and bruises. The effect of such work on a timid or weak person often defeats the very purpose for which he is striving—namely, to gain confidence in himself. He will begin to think of himself as a coward and of boxing as a cowardly sport. You can't blame him.

The "Hard Way" is not the correct way to teach boxing. Put yourself at bay with a big bully about to paste you all over the lot. You see that you can't talk yourself out of it and your first

thought is of self defense. So why not learn defense first?

The boxer with good footwork has a good defense. Next to footwork in the defense line comes a good left jab.

The straight left is the simplest, most effective and easiest blow to learn. Offense with this straight left blow is the fighter's surest defense. It lands quick and calls for a minimum of expenditure in energy. And being a straight punch, it is hard to avoid. The importance of this blow can not be over emphasized. A fighter with a properly controlled left jab can easily give away 20 to 30 pounds in weight and still punch his heavier adversaries silly.

Have you ever noticed how mild the usual fighter appears out of the ring? And the odds are that the tougher he looks, the milder he is actually. If he looks tough, it usually means that he is very aggressive in the ring. He started out the hard way and now, though courageous and aggressive in the ring, he has little confidence in himself outside the ring. He is a master of "sluggishness" and is invariably an easy target for the cunning, confident Boxer who knows defense.

Ques.: Was Jack Dempsey a flat-footed fighter?—J. Q., Rochester.

Ans.: Absolutely NO! Altho in his gliding, weaving fashion he appeared to be, when Dempsey delivered a blow, it was delivered from the ball of the foot.

Ques.: How can I continue my boxing career as an amateur which I started in the CCC. I am 18 years of age, weigh 205 lbs. with my clothes on. I will fight anyone my weight. Do I have to have a manager? What will I get for a fight?—J. B., Albion, N. Y.

Ans.: Amateur boxing pays no cash prizes. This office will be glad to arrange for you an audition at an amateur club of good standing. Call at Baird's Gym, when convenient, for further details.

Answers to questions concerning boxing will be published—as space will allow.

Hot Flashes

Molarman NORMAN LEVIN, readying to produce real baseball teams for the city . . . Look for real progress along this front . . . BETTY (H.O.L.C.) MORRIS busy every night . . . Brooklea Country unearthing the skeleton in the family closet . . . Swell new ROCHESTER HOTEL an asset to city . . . Hope that genial Chief Engineer JACK WELLER will have more time to be bothered by the bugs and flies at Red Lake . . . KENTUCKY DERBY to be broadcast over WHEC . . . MARTY CALLIHAN gazing at EDDIE FITZPATRICK . . . (must be When Irish Eyes Are Smiling) . . . Whistling like bluebirds, MARY LAWLESS and HI HANSON . . .

Portraying the persistence of Perspiring, pachyderms, the to RONTO MALBOROS played the local redskins on near win terms in last Friday eve's lacross orgy. The contest, marked by much solo struggling and Big Bertha firing was brought to an untimely turn in the last chukker by the patriotic benevolence of comrade FERRELL, w. k. referee, who meted out a series of penalties beginning with a somewhat invisible tripping. Caught short handed, the invaders were easy victims in the closing minutes.

Color was provided by occasional outbreaks of 4, 5, 6, pick up sticks and by the zig-zag rushes of dynamic little EARL PROSSER who at one time succeeded in bowling over BILL the ISAACS after a fierce run of ten feet—much to the latter's surprise and amusement.

Hurrah!! for JOHNNY SULLIVAN, former YELLOW GRID ace and AQUINAS football star, who is leading the race for the grid post vacated by DICK LARKINS . . . NEW ERA SOFTBALL team attacked with drilling-mania; holds initial practice on ARPEAKO FIELD . . . Three cheers for the ROCHESTER ARCHERS who carried off honors in both the men and women's division in a recent contest with SYRACUSE ONONDAGAS.

Oddities in Sport News: SPARK PLUG, a pigeon, not a boss, owned by ED NOWACK of NORTON STREET, can take a bow for winning ROCHESTER CENTRAL PIGEON CLUB'S third race of season. SPARK PLUG arrived home from MACHIAS, N. Y., in one hour and two minutes. Nice going, Birdie!

Many a charming woman-kegler will have invaded ROCHESTER with the advent of the WOMEN'S NATIONAL BOWLING CONGRESS to take part in a month-long bowling tournament to be held at BUONOMO HALL starting Thursday evening at 8 o'clock . . . Men bowlers will vie for valuable awards in pin tourney to be held at CULVER HALL, April 21 . . . Congrats to BOB STENZEL for re-appointment as COUNTY pro at CHURCHVILLE COUNTY PARK course.

Via DOC HURLEY learn that RED WINGS look "okay" so far . . . DOC always said that ANDY DOYLE, pitcher, was the most handsome . . . and with ANDY in the '37 lineup, watch those LADIES' DAY GAME gate receipts hit a new high.

TILLY BELLUCCI, FLASH-TOWN welterweight pride, kayoing STORAGE and winning a host of admirers . . . MISSUS GEORGE (SPECS) TORPORCER scheduled to take part in BADMINTON TOURNAMENT at YWCA April 23d if she doesn't leave to join hubby before that.

BEN (Water Supt.) THOMPSON readying the flower beds . . . The smiling MAUDE SMALL, Democratic light, looking fine in the new foggery . . . EVELYN (Comptrollers Office) RANKIN looking younger every day . . .

Radio Ramblings

WHAM-ing

WHAM members are becoming very nautical minded lately. Frank Seibold, Music Librarian, is busy building a scale model of the famous "Old Ironsides", and speaking of boats, who wants to buy a young navy? Orm Bullis and Lum Holly of the technical staff have a total of seven boats for sale. The flotilla includes everything from a racing sloop to a broken down, leaky rowboat . . . P. S. The rowboat's cheap. The only man with a coat of tan on the WHAM staff is Frank Silva, recently back from Florida . . . Don Harris has been burning the candle at both ends quite a bit lately. He has a new hobby of sitting up nights tuning for distant radio stations and the candle is used in the two-fold manner 'cause the radio's dial light is burned out and he needs plenty of light . . . Tom Murray is still the early bird at WHAM, he gets up every morning at 5:00 o'clock . . . Glen Brown, marimba artist on the Linger Awhile program has a bran new son . . . The nef voice answering phone calls at WHAM each Sunday morning is Helen Hanson's . . . and boy is she hanson?

Truman Brizee of the Commercial department has gone and bought himself a new home over on Winona Blvd. When moving time came, it took twelve special trips in his Ford coupe to cart his odds and ends over to the new location.

WSAY-ing

ABOUT PEOPLE N STUFF: This is "NEW" week at WSAY . . . Ken Sparnon has a New apartment . . . LeVere Fuller has a NEW girl . . . Ralph Maser has a New suit . . . Thurlow Greene has a New oil job on his hair . . . and Mort Nushaum finally has a NEW car . . . Now if Mort only got some NEW jokes on his program, what a swell world it would be.

Ken Sparnon's was the voice heard most of Sunday and Monday . . . Fuller was saying hello to Ma and Pa back home . . . and speaking of the Sparnons . . . Arabella Sparnon (Ken's other half) is taking her first leave of absence from her harp in over four years. During that time she did her stuff for the Blue Network of the NBC from Syracuse . . . Now comes the work of having pipe and slippers ready for Papa Sparnon after his day is through at WSAY.

AND ABOUT PROGRAMS: "Roberta" (of Round Rochester with Roberta fame) did a special broadcast yesterday in honor of "Pet Week" (animals, to you!) . . . "A Modern Girl's Romance," heard three times weekly over WSAY from New York, has changed from 9:45 to 10:45.

Kute Kidlet, JANE NOONAN looking swell dancing along with FRANK BEATTIE . . . SALLY HEUGHES AND DONNY-BOY SHAW, going 'round an' 'round.

WHEC-ing

Blow-by-blow description of MAX BAER and TOMMY FARR 12 round battle promised WHEC audience via stations BBC and CBS on Thursday, April 15—7:30 to 8:00 P. M. . . Add new programs: BABE RUTH surveying current baseball scenes over CBS starting Wednesday, April 21. Time? 10:30-10:45 EST. . . Other feature, "Universal Rhythm" with RICHARD BONELLI, ALEC TEMPLETON, LANDT TRIO and REX CHANDLER'S orchestra . . . Sat. April 7—7:30 to 8:00. HARRY LE BRUN sporting brand new convertible . . . ROSS WOODBRIDGE building himself some rep after ad libbing just one program from Sports' Show. Was he funny? . . . MORDEN BUCK blaming "long and drawn out" look on a game fo ping-pong. Can it be? Can it be? . . . ENGINEER O'BRIEN hysterical -izing I.E. BRUN and FRENCH th'other nite by practically giving News Program theme song, "The Old Gray Mare."

Hot Flashes

Eyes a smilin', CLAIRE KREMER and ADRIAN CRASSETT . . . WALT TACK sez, sez he "Glad to see it warm up" . . . Holding hands, MARY McDOWELL and EDDIE KEENAN.

THE MAID DRUG CO., INC.
511 Dewey Ave.—Rochester
FOR SINUS
RESULTS GUARANTEED
On One \$1 Size Bottle or Money
Refunded

Bring this Ad and
GOLFERS! and
Get \$1.00 off
Your instruction fee
MC GRATH GOLF SCHOOL
53 MAIN STREET EAST

GAS and OIL
AS & OIL
Central Service Station
275 State St.
Service With A Smile

BUONOMO BOWLING HALL
78 Charlotte St.

LACROSSE
"Modified Murder"
ARMORY
Friday Night
50c and 75c
Tickets Now On Sale At:
Adam Hats, 133 E. Main St.;
Powers Hotel, Main, 1860; Roch.
Sporting, 11 State St.; Seneca Hotel,
Main 4748; Spaulding, 114 St. Paul;
Brass Hall, 352 E. Main St.

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

Do You Know
BOXING
Learn Thoroughly
and Quickly
Reasonable Rates
Interesting & Entertaining
BILLYBAIRD'S
PRIVATE
GYMNASIUM
110 ADAMS ST.

The SMOKE SHOP
STONE 2751 249 EAST AVE. STONE 2752

WRITE OR PHONE US YOUR NEWS

LENIENT JUDGES IRK COPS

Chiseling Brings Complaints Galore

HERE'S ONE THAT WILL MAKE YOU PULL YOUR HAIR!

It seems that under the new ruling the not too poor welfarites are allowed to do their shopping wherever they please. This is okey doke by us, but wherever they may please takes in a lot of territory. For instance there are those cute chain stores who ship all their excess cash out of the city to some money bags who sit down and get exhausted by clipping the w. k. coupons from some gilt edge bonds.

THIS IS NOT ALL. WE HAVE JUST STARTED AND ARE WE BURNING!!!

It seems that the little relievers are eating the finest of fancy foods, luscious steaks, spring broilers and what have you. And all this while we poor hard working boys who are earning twenty-five or thirty dollars a week have to content ourselves with the more staple but less tasty things in life. The big scorch about this all is that we who are working must kick in, in the form of taxes to support these boys in all of the finest. Must be swell to be on relief and be able to sit down in an easy chair while sipping some welfare suds and smoking welfare stogies.

THE HONEST INDEPENDENT GROCER IS ON THE SPOT!!! If he refuses to sell the welfarites anything that their little hearts desire, all the welfarite has to do is go across the street to some less scrupulous purveyor of food and stock up. The way the racket is worked, kiddies, is that the prospective purchaser comes in with an open order for food, which is supposed to consist of such necessities as bread, potatoes, eggs, etc. Of course, sometimes beer does go under aliases such as froth, suds, schnapps, ad nauseum, but in all our life we never have heard it called milk or potatoes; but that is the way it appears on the list that goes back to the department. Looking at this from another angle, it is the children that suffer. Welfare orders are not the largest grocery bills in the world and when these legitimate funds are diverted to other sources, who takes it on the chin? You guess, we are tired.

We have no kick against chain stores that are owned and operated by Rochester capital and manned by Rochester people and the dough that they make stays in

Rochester where it belongs; they are entitled to share in what welfare money is spent here in town. But we do object to hearing that these stores are receiving the lions share of the business. In fact, one of the local independent grocers who is in the position to know what he is talking about, claims that local chains are getting more than all the independent grocers put together. Think that it is a good idea to remember the little fellow who at the best is having a struggle for his very existence.

More of the same. When MacSweeney was Welfare Comish, there was another system of choosing groceries. There were 700 approved grocery stores on the list, many of these subsequently turned out to be policital hangerons and some of them were a bunch of petty grafters who had a few cans of beans in their front living rooms and had themselves classed as selves classed as politically available groceries. Now understand we don't blame Mac, because he was not responsible for petty ward politics.

Miriam Folsom, E. K. Co.'s big shot was called to see what could be done to remedy the situation. Then Chris Parnall had a committee of eight appointed of which Bert Bramley was elected chairman. They acted on the suggestion of Miriam and cut the list of grocers down to the reasonable number of 300.

This wiped out the little grafters, because stores were chosen on their respective merits as being best able to serve the needs of the food getters. The city was divided into four districts. Each individual recipient had a choice of which store in the district he wished to trade in, and he was only allowed to trade in that store. If he wished to change to any other store he first had to make application to the welfare department stating his reasons for such a change.

To help police this organization there was an unofficial committee of Welfare Grocers who had power to add or subtract from the list at any time; upon submitting a report to the Commish. The Commish in dropping any store from the list had, in turn, to confer with the Grocer's Committee.

Mayor Stanton, who was then a councilman, suggested the open shop idea claiming that the clients could be better served and competition would make for lower costs to the city department. At the same time he also squawked about a Certain Central Ave. Grocer getting too much welfare business. Parnell, in checking this grocer, found that the gentleman had sold about twenty-five brooms to

Hot Flashes

JIM (fish)WESTMAN doing the unheard of, getting out of the coverlets at the early hour of 7:30, reason? . . . of course to meet the one and only CHARLOTTE (GINGER) JENNEY . . . Seen breezing along with the breeze, BETTY MASON and HARRY PHELAN . . . side by side LEANORA REES and CONWAY COX . . .

welfare clients, but upon checking with the clients it was found that only a couple were the proud possessors of brooms, so our little friend on Central Ave. had the well known period put after his name. Funny thing about this incident was when a closed shop was called on the welfare groceries when Hizzoner became Mayor of this fair City and the groceries upped to approximately 900. Did the Central Ave. lad find himself back on the list?

Let's keep politics out of the Welfare Department. Certain grocers have been approached by both sides of the fence and told in no uncertain terms if they took ads in the Monroe Republican or sweetened the Democratic Campaign Fund, they would be put on the favored list.

Such goings on. We think from the editor's easy chair that the whole mess stinks!

TRAFFIC VIOLATORS LET OFF TOO EASY

Elaborate publicizing of Rochester's new speed limits includes statements from the boys in blue, known to you as coppers, that they are going to pull another one of their campaigns to crack down on the alleged burners-uppers of the highways.

Understand that so far the Justices sitting on the bench have been averaging a mean five to ten bucks for each offense for those arrested since new limits went into effect.

From our jaundiced eye, we understand from the publicity handed to the local daily rags, that we had a real crack down, on those who make our insurance rates higher, of a dollar a mile."

It is rumored that the boys in blue are plenty sore at making arrests at the risk of their own lives, in following these speed demons on motor cycles, etc., on slippery pavements to pinch these darned fools that insist on speeding up to the stop lights and slamming on their brakes; trying to save a second as if they were going anywhere. Then having them drawn before a candy hearted justice of the police court, who will let these potential murderers get off with a light fine of a measly five to ten bucks.

THE FLASH has always stood for a square deal for everybody, and we are highly in sympathy with the boys in blue, who have a tough job at the best; trying to do their best to perform the prescribed treatment of the solons of the law, and not getting the proper co-operation of the boys on the bench.

May the FLASH please ask whether or not one of the esteemed justices who is now sitting on the police court bench may not consider himself politically through as far as the good old 19th is concerned, and can put a period after this term as proxy of the police court?

RED HOT FLASHES


Looks like bachelorman - RUDOLPH SCHMIDT is a gone man over a little lassie tagged POLLY . . . MARY JO FINUCANE spending a little time in Gotham . . . JOE ANDERSON, turning over a new leaf and going to church . . . JAMES (RUBE) SMITH back from a CCC camp in the Southern Tier . . . bought a can of red paint and is already to go to town . . . tea pourerouter of the week, BARBARA SMITH.

Genial guy:
BOB MOSER
(bankerman)

GENUINE LOYALTY
To Our Local Independent Merchants
Is
The Backbone of Local Prosperity
\$15 CASH PRIZES

To the writer of the most realistic Story on the subject of
"Why I deal with my local Independent Merchant in preference to National Chains or Monopolies."

The truth will protect our Local Independent Merchants



THE SCALES OF JUSTICE

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

RULES—Anyone can send as many letters as they will—no limit. The management of the Rochester Weekly FLASH is sole judge and their decision is final in all cases.

All answers must be in by April 30th, 1937

DEPUTIES GET GROCERIES WELFARE CLIENT ORDER REFUSED

Once again we are asking ourselves, and the powers that be in this whole darned relief set-up; Is home relief—or work relief—or any other kind of relief that can possibly be offered the unfortunate people of this country—is it being done for the benefit of the poor and needy? Or maybe just for a gang of politicians who want to use it as an instrument of power . . . a big club to brow-beat the masses of people they profess to be in office to serve!

One of the rottenest deals of this whole mess that ever came to our attention concerns a man out in Greece. A man who has a wife and four children to support . . . He's on home relief . . . Which doesn't make him anything less than a man and a human being!

Well, it seems that one week when this man's order for groceries came through, the grocer refused to fill it . . . Perhaps it was a matter of his owing him a few pennies. At any rate, he was told he couldn't have any food . . . And this from a man who runs a store that is supposed to fill government relief orders! In desperation Mr. C— (We know the man's name, don't worry!) claims he went to the police officers of the town of Greece, brought a policeman down to his modest little home and told him to look the place over . . . And see if he had a surplus of food in the house . . . or whether his wife and kiddies really needed food.

According to Mr. C—the police officer admitted that they needed food, but said he could do nothing about it. Finally, according to Mr. C—, he had to go to the sheriff and have a deputy go down to the welfare office in Greece . . . Eventually the order was filled.

The whole darned story makes us feel kinda sick. To think that four kiddies might be deprived of the necessary food to keep them alive—WHEN THE TAX PAYERS ARE FURNISHING THE MONEY TO BUY THE FOOD—merely because someone might have a personal grudge against the relief client! Are we living in twentieth-century America or back in the dark ages of slavery and serfdom?

And another thing, why is an able-bodied man like Mr. C— kept on home relief when there are work projects available for just such men? Could it be another personal grudge that is keeping four children, a man, and his wife on the pitiful grocery allowance they are getting, while many others (in many cases with fewer in the family) are pulling down nice fat pay checks from W.P.A. projects? Is it because he isn't wanted on a work project? And if so, why not.

Bride and Groom of the Week:
The GEORGE MANNING'S

Hot Flashes

. . . going to tie the fatal knot, CLARENCE KETWIG and ELSIE WILSON . . . AL DECKER, demon auto salesman spending that w.k. afternoon in the Hunters arguing with JERRY MORIARTY and bragging about the daughter and heir . . . GUY CUTALI going in for a bit of singing, could it be that half case of Black Horse???

SAY, WE GALS HAVE BEEN GETTING
BLIND DATES THAT ONLY A MOTHER
COULD LOVE LONG ENOUGH—
HOW ABOUT THIS QUESTIONNAIRE
FOR THE MEN ! ! ! !

GENERAL STATISTICS

Name (Real name—no Smiths or Browns) . . .
Address . . . Phone No. . .
Age (immaterial, so long as the mind doesn't make engagements the body can't fill) . . .

APPEARANCE:

Cave Man . . . Ladies' Man . . .
Violet (nuff sed) . . . How often do you shave . . .
In the morning . . . Before a date . . .
Upon legal advice . . . Do you wear garters? . . .
Or do you like the cuddly feel of slopping socks? . . . Do you wear a hat? . . . Or does your mane ripple in the breeze? . . .
Are you addicted to wearing sport clothes to formal parties? . . . Do you wear long underwear? . . . Do you go in for zippers? . . .

MANNERS—Check your style of dancing:

Don't-let-them-get-away-from-ya hold . . .
My feet are your feet, what does it matter trot . . . Large lap in the rear, chin high to the side slither . . . Let's be friends—it's alright so long as you're in love glide . . .
Do you snap the girlfriends' garters playfully? . . . Flirt with the hostess? . . .
Do you say "I've got to see a man about a dog" . . . Or are you original with "I've got to see that dog about a man" . . .
How many drinks before you want to sit in a car and neck? . . .

TECHNIQUE:

After a dance or movie, what is your next step?
Take the lady home and: Ask for a kiss good-night . . . Take it . . .
Drive to the park and: Ask for a kiss good-night . . . Take it . . .
Forget all about "goodnight" . . .
Or are you a "smoothie" with: "We live only once, darling, and tonight is ours" . . .
"Come on baby, you know you love me" . . .
"What is marriage but a few lines mumbled at you—our love is immortal" . . .
"Kid, you're elegant—when my wife gives me a divorce, etc., etc., in the meantime" . . .

VITAL STATISTICS:

How much do you earn—no stalling . . .
Is the car paid for? . . .
Do we live on love and kisses, or steak and onions? . . . And what are the ideas on raising a baseball team? . . .

SECRET MEETING

Understand from Dan Kelly, prexy of the local Chauffeurs, Truckdrivers and Teamsters Union, that there is going to be a small fight with Chapter No. 6, which consists of the Transportation companies, Transportation laborers, asking for an increase, and as we go to press, a secret meeting is being held on this front wherein all newspaper men are barred.

PUZZLE CORNER

If a chicken and a half lays an egg and a half in a day and a half, how many eggs can one chicken lay in one day?

Answer to last week's puzzle: 18 jumps.

Hot Flashes

HELEN (nail parer) PFLUKE can't wait to spring for a dime to see what is in the rag . . . WHATZAMATTA, HELEN scared???. Dapper DAVE COREY swinging down the main stem . . . Managerman WRIGHT of the Connecticut General still looking for that red head with a million . . . NORM (love-in-bloom) STYMUS throwing a wing-ding in Buffalo . . .

Much ado about nothing:
NORM STYMUS

TRUMAN SEARLE, lawyerman, readying for the fishing season as are IRV (T.U.) FITCH and HERB (Gannett-chief) CRUICKSHANK . . . picking sugarplums and violets, BETTY FOSTER and JACK DUROCHER . . . still not getting any sleep, JOE SARGENT . . . MIDGE STAUD, spending the days at the lake readying for a gala opening . . .

Goodlooking gal of the week:
ANNE ROMAN

that w.k.d.t. sippery . . . GEORGIE PORGIE PAYNE, Rochester-ing after a winter in the stix . . . add engaging smiles, HELEN MARIE GROVES . . . bride of the week, MARY LAY . . . cute little Irish-lassie, MARIE CONELLY seen buzzing with JOE SHALE . . .

TABOT GROCERY
102 Spruce Ave.
Gen. 1141 Gen. 5121

Realty Service
MAIN 319
WILLIAM A. YAWMAN
426 Ellwanger & Barry Bldg.

SERVICE!!
We can offer you a real service on your problems, business or personal. Our staff, both male and female, are thoroughly experienced. No matter too small nor too large to receive confidential and efficient attention.
Why not avail yourself of a private interview without charge, at your convenience?

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

Mysterious, Romantic, Thrilling,
Sensational, Confidential
Inside Stories of Real Human Interest
NEVER BEFORE IN PRINT
FOR THE PEOPLE—BY THE PEOPLE
of
MONROE COUNTY
Cash Prizes
Everyone Welcome—No Red Tape
No Entrance Fee
Write any unusual True Experience of Human interest in a letter of 1000 words or less in which you or any citizen of Monroe County had a part. Names of characters or writers will not be published unless by special request—all letters must be in the first person.
1st Prize \$25
2nd Prize \$15
3rd Prize \$10
Send as many letters as you wish—The Rochester Weekly FLASH, Inc., will be sole judges and their decision is final in all cases. No manuscript returned. Contest closes June 1st, 1937

WORKER BEATEN IN SIT DOWN STRIKE!

See page 6

NIGHT CLUB GUIDE



FEATURE NEWS

ROCHESTER FLASH

SPORTS THEATRES

WEEKLY

STAGE SCREEN RADIO

Vol. 1—No. 16

ROCHESTER, N. Y., APRIL 17, 1937

PEEPING TOM NEARLY KILLED

(See page 7)

MERCHANTS PROTEST BAN

(See Page 5)

Flash Traffic Safety Campaign

WILL YOUR LICENSE
APPEAR IN THE NEXT
EDITION?

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

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

Sheriff Called To Get Action On Groceries For Reliever

(See Page 11)

ASSESSORS' OFFICE INVESTIGATION ON

(See Page 2)

Absolutely Free

\$40.00 in merchandise
absolutely free! For the
best eight letters for WHY
I deal with The Independ-
ent Merchants and not the
chain store monopoly. Win-
ners will receive \$5.00 in
trade at the nearest Co-
operating Independent Mer-
chants Store

Answers must be in by
April 30th.

The ROCHESTER
WEEKLY FLASH will
publish the winning letters.

OLD GOLD PUZZLE END NEAR FLASH GUESSES ON PAGE 10

NIGHT CLUB GUIDE

10¢

FEATURE NEWS*

ROCHESTER FLASH

SPORTS THEATRES

WEEKLY

STAGE/SCREEN/RADIO

Vol. 1—No. 17

ROCHESTER, N. Y. APRIL 24, 1937

Hosiery Lass Takes Playboy For Dough

(Page 6)

SITDOWNERS TAKE BUTTON FACTORY

(Page 10)

DAILEY-BRODERICK TO SAVE OUR DOUGH?

(Inside, if you're curious)

Nudist Colony Opens May 24

(No story)

FLASH MISSING PERSONS BUREAU

Are you WANTED?
Are you one of the thou-
sands of persons wanted
by our, MISSING PER-
SONS BUREAU???

BY ALL MEANS
GET THIS ISSUE;
SEEK PRIVACY
THEN LOOK, THIS
MAY TURN OUT TO
BE THE MOST IM-
PORTANT DAY OF
YOUR LIFE! READ
STORIES PAGE 7.

PUNCH PULLS PUNCHES

(Page 2)

Cash Prizes!!

\$25.00, \$15.00, \$10.00
will be given for the
most sensational, ro-
mantic, or mysterious
stories never before ap-
pearing in print . . .
Strange or unusual ad-
ventures that may have
happened to the lives of
your new next door
neighbor—

READ STORIES!
ONE APPEARING
EVERY WEEK.

POLITICAL FIREWORKS

Third Ward May Part With Present Bosses

Here's to Charlie Punch's organization in the third. As near as we can find out the w.k. third ward is still in a turmoil and Charlie is going to have more than a tough time to maintain his seat on the old band wagon. We are going thoroughly into this situation because it promises to be a good scrap on primary day and from the looks of things from this desk, a new leader will arise from the ranks that will be able to correlate the ward into a solid front.

It is a well known fact that the ward is split on both sides of the fence and if either party can reorganize before primary day there is no question as to how the ward will go in the fall elections.

We have learned, however, that the following may be true as far as Mr. Punch's machine goes: Mr. John J. Bishop who is a loyal Punchite from the 4th district has moved leaving him shy a committeeman, and it is rumored that Marty Kessler of the same district doesn't feel too friendly either. Frank Bresler who now resides in Binghamton may return and take up the fight against Punch in the 5th district. Chuck Avery is going to do battle on a front against Chuck Stroer who is a loyal Punch man.

It is further alleged that the present president of the 3rd Ward Young Men's Republican Club, Bill Blacken will have moved out of the ward by election time, leaving Charlie further behind the w.k. eight ball. It is reported that Luke Doyle who has been enrolled as a staunch Punchite is too ready to revolt. So all is not rosy by a long way.

Punch Writes:

Mr. Punch has written the editorial staff of the FLASH a letter from which we will quote excerpts, but still the scenery looks chaotic in the third from our untrained (?) eyes and things are going to happen:

"Being one of your readers, I note in the last two issues that I have received unwarranted publicity in re. to a meeting that was held at Republican headquarters on the 27th of March. . . .

"This committee has arranged to meet once per month at the present time, next meeting will be held on Tuesday evening, April 20th, at the same place as the Ward has no more Clubs. You are cordially invited to attend as we have no closed doors or secrets.

"It seems to me that the whole political situation in a Ward is muchly misunderstood, a committee is elected in each ward on a primary, these men meet at once and select a Chairman, not a leader, as the leader is appointed by the County Chairman, who is elected by the entire County Committee. The elected Chairman of the 3rd Ward is Charles N. Storer, the Secretary is Jon P. Condon, the Treasurer is John J. Bishop, these men were duly elected by the committee after the last Primary, the voting was by Ballot which we still have in our records.

"Knowing that there was some grievance among committeemen, I asked each member at the last meeting to stand up and tell what it was. No member present had any fault to find. I suppose that you were right when you stated that the insurgent group did not attend, but these men are expected at the next meeting as their leader was at my office very recent-

ly. A petition was started to see if the committee would like to make a change in the leadership, this petition was placed in my hands without a name on it. I have it at my office.

"I have no argument with any person in this Ward. I have known Chester Peake since I was born. When he was defeated for Councilman he stated he was through with politics, and I do not know at this writing if he cares to enter again. I asked him to be a candidate for Supervisor in 1935, he declined to run. I think that his name is being used without his permission. It would be impossible for me to have a spat with the committee as the committee did not name me leader, that was done by Mr. Broderick on the 12th day of February, 1935, after the Ward was lost to the Democratic Party. I did not lose the Ward, it was done before me. My part was to try to restore it to the Republican party, which I may say so far has been very good, as the enrollment last shows 175 more Republicans than Democrats.

"Another part of your story was that my paid men were at the meeting, to draw your attention to this I might say that there is only one member of our committee that holds a county position, that is Vincent Clancey of the 5th District, our committee is not made up of job holders but I think that our enemies are job seekers. . . .

Thanking you and wishing you success, I am,"

Very Truly,

Signed: Charles W. Punch,
Executive Committeeman,
Third Ward.

Hot Flashes

ALFRED GALO, beer drawer-upper at Cutali's, falling for the hair dancing trick . . .

H. O. L. C. BRIEFS

Spring cleaning in the HOLA caust (H.O.L.C.)! Reports have it, Joe Byrne Personal Director and right hand bowler of Vinny Dailey, has been given the air, and Bill Carey listed as District Counsel is also on the way out. Friction between the State and Regional Office since Vinny's resignation, is apparently the cause of it all. Rumors are flying thick and fast, and the boys that handle your mortgage dough, are wondering, who it's going to be next?

There has been talk, of abolishing the Rochester office and using the Buffalo headquarters to handle loans, etc. In this area, this would mean Local Manager Fred Lester (former Brockport Dry Goods Dealer) T. F. Slater, District Field Supervisor, and Jack White of the Welfare Department, and many others would be left out. Looks like the efficiency boys are using the axe and letting the chips fall where they may.

A La Horatio Alger

G. H. Albarian came to America many years ago as an ignorant Armenian immigrant boy. Hard Luck stalked him at first and he soon found himself orphaned. After a long uphill climb he established the National Shoe Repair Store in 1908 and since has fought his way to success. Good luck to you G. M. and orchids to your two lovely children.

Hot Flashes

Taximan HARRY YAW, getting in a swell argument with apunkin-roller driver . . . LAURENCE HELFRICH, gone into the taxi business . . . Offside to LAURENCE, how about that radio??? . . . WAYNE GORTON an' BARBIE BROWN, going, arm in arm places an' seein' things . . .

Winners of the Early Bird Contest

The persons listed as winners will be found in the "Hot Flashes" columns in this issue please call at FLASH office, 404 Elwood Bldg., on Monday, April 26th, and upon proper identification, we will present them with a carton of cigarettes.

Several of the contestants failed to qualify by not understanding the meaning of the word LIMERICK, and several forgot to clip the EARLY BIRD, and were automatically disqualified. READ THE RULES!

Early Bird Limerick Contest

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

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



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

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

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

CONTEST RULES

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

GRAND PRIZE: PHILCO RADIO.

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

CLIP COCK ROBIN AND GET BUSY.

Cock Robin was a wiley old bird,
'Twas surprising the things that he heard,
But quite unabashed
He said to the FLASH,

LAST LINE: -----

Name -----

Address -----

Sorority Bid Puts Working Gals in Debt

Something new in the promotional world has hit Rochester. Loads of the little pretties that are slaving at our d.t. offices have been approached by a plausible sounding gal to spend their hard earned dimes to join a "Sorority" that call themselves, Eta Beta Pie or something like that. Rochester is supposed to have a Chapter. The travelling representative has endorsed herself in a w.k. d.t. hotel. It seems that she calls the prospects on the telephone and has them come up as she has something of importance concerning a new sorority that is just being formed.

Here is the build up. The little gals are to receive lectures on different countries and the customs and art. A lecturer has been arranged to act as first speiler. This coupled with the fact that the lady is connected with an Art

Gallery is held out to the little lassies.

The cost of the joining (hereof isn't the only one. It costs 23 frogskins to become a life member, which can be paid on the w.k. partial payment plan seven and a half down and the balance at five chips the copy. Then there is a little matter of a decorative little pin that costs another nine and a half wafers. Of course there is the matter of dues each year but our informant was unable to find out just what these amount to.

It seems that the little girls that want to become travel conscious could spend their money to a little more constructive cause such as a home for blind mice, rather than supporting a promoter in the manner which we all would like to be supported in one of the town's best Hotels.

Re-Vues & Pre-Vues

Rochester-ing Century-ing

A story with the flavor of today's headlines is on the screen at the Rochester Theatre in "Song of the City," written by Michael Fessier, crack newspaper man.

The narrative deals with a reckless, likable youth who loses his money in a stock deal. Determined that he will not marry for money he starts for San Francisco. Crossing the bay he is washed overboard.

An Italian fisherman picks him up and takes him home. There the boy falls in love with the fisherman's daughter, but before their love progresses far the rich girl finds him and insists that he go aboard her palatial yacht to recuperate.

Heartbroken, the Italian girl sails for Italy to study music in the hope of forgetting the American in a career. The ship catches fire and the first to respond to its S-O-S is the yacht. The two are thrown together again when the youth salvages love from the doomed ship. Recognizing that this is the real thing the girl of wealth steps aside.

A new star, with a genius for quiet comedy and high voltage romance, flashes on the cinema horizon!

He is Fernand Gravet, screen idol of the Continent, whose first American picture, "The King and the Chorus Girl," opened at the Century Theatre yesterday.

His fame abroad is understandable after seeing this picture. M. Gravet is handsome in a tall, dark haired, broad-shouldered and thoroughly masculine way. Add to that masterful acting, a warm and friendly personality, an excellent speaking and singing voice and you'll understand the elation of Mervyn LeRoy when he signed him to a contract last year.

In "The King and the Chorus Girl," Mervyn LeRoy's first picture as a producer for Warner Bros., M. Gravet plays the role of wealthy, spendthrift ex-King Alfred VII who tumbles madly in love with an independent little American chorus girl, portrayed by Joan Blondell. The king loves the chorus girl, she turns up her nose at him, and the merry, mad fun is on.

Safety Angle No. 8

We don't object to the little laddies wanting to come up to where the Mazdas are brightest to see the latest flicker, but we want to call them to task for their method of transportation. By this we mean the old thumb route.

The little boys in their ardor for obtaining a lift often block traffic by getting out in the road. In fact there was a three car melee caused by a motorist trying to avoid a "thumber." He was forced to sideswipe another car proceeding in the same direction or hit a car head-on. The poor motorist in trying to save injuring the boy takes it on the chin when the case comes up in County Court, because he will be forced to pay the damages. 'Taint fair; Boys, stay off the street.

MAZDA LANE

BROWNIES . . . This favorite rendezvous under the beaming smile of restaurateur, Brown, offers a new swing band, the Royal Revelers . . . Jean Douglas, in songs.

LANGS GARDEN . . . The house of hospitality, where everybody is invited to sing with Hal Davis offers fast-stepping, Mickey Reed and that Dancing Marvel, Buddy . . . and Fifi Gay doing those Oriental numbers.

SOLDI'S . . . All star floor show . . . something new in the show world with greetings by Pat & John.

ALLARD'S . . . Bright spot of State Street will make your sides ache at the antics of Jean Howland and others . . . and lilting music of Freddie Lashied's ork.

COTTON CLUB . . . Hotcha little Harlem offers a new feature star, Step 'n' Fetchit Jr., and a comedy skit . . . "Time and Talent Munches On!" . . . Featuring Ruby Logan . . . Strawberry Russell, Mabel Cooper, Edna Miller, and Henrietta.

CUTAL'S . . . Leo Morrell entertains you with swing-time.

while you eat delicious Italian food at the North Street Spot, met one and only, Guy Cutall . . . Home of "The Sotterreano" on Broad Street amid Vino Vecchio, one enjoys the most delicious of Italian delicacies.

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

SENECA TERRACE . . . Home of elevated dance floor, produces new all-girl show that promises to be a honey, and Carl Waters, mixologist, who is the tops.

ZR-3 . . . If you wish to laugh you can do so at shows offered by Perry Noun and Nick every Wednes and weekends.

HOLLYWOOD . . . The house on Empire Blvd. features the Three Blue Streaks doing their fancy stuff on roller skates, and Harry (Shuffles) Le Van, comedian.

J. P. C. GARDEN . . . The former Oasis, amid cozy surroundings music by the Mandajesters and a top notch floor show Saturdays.

TWINS BORN BY PHONE



When the twin boys of Mrs. Emma Nelson grow up she doesn't have to tell them that she got them from the stork; she can truthfully say they were delivered by telephone. She phoned the Chicago Maternity Center when she found she wouldn't have the time to get to a hospital, and while a doctor gave her instructions a baby was born. Before a nurse reached her home, she was back on the phone receiving instructions for the second baby. Mrs. Emma Nelson and the twins are shown above.

RED HOT FLASHES

Screwoy sound of the week, a bunch of pigs in a truck, an at the four corners too, Suneve . . . JANET McCORD and NORM PARKHILL warming . . . Best dressed frill of the week, JEAN GRISWOLD, U. of R. pretty . . .

Hear that you can't even catch perch with a gill net, in Irondequoit Bay . . . Pretty smile of the week, ESTHER BURKE, Mutual Ent. Ex. Pretty . . . MARJORIE HALL and DONALD McCOWAN, never missing a Sundeve date.

Red-head of the Week:
RITA HAROLD
(Phelps Avenue)

ORCHIDS TO KELLY

Rep. Geo. Kelley deserves credit for trying to introduce a bill that would do something for the vast majority of people, and we hope that we will have more like him in Congress. It is doubtful if the HOLC bill will ever get out of the Committee as very powerful financial interests are bucking. However, Orchids to George for at least trying.

J. P. C. GARDEN

(Formerly the Oasis)



New—the Food is delicious and the prices surprisingly low.

Special 25c & 35c Noon Lunches—Served 11 to 2

115 BUFFALO RD.
opp. Glide St.



The
MANDAJESTERS
"Tops in
Dance Rhythm"
PLENTY OF
PARKING SPACE
NO COVER
CHARGE

DON'T if asked to give a candid opinion of a person for if repeated to the person himself it often ends in you wearing an ebony orb.

Fairfax Grocery

17 Fairfax Road
Culver 4379 We Deliver

Trade at
Your Independent
Grocers
A FRIEND

"BEECHERS"

Dependable Foods

1513 SOUTH AVE. Monroe 61

- New Stars
- New Band
- To Make Your
- Evenings Here
- More Enjoyable
- **Brownie's**
- MARBLE BAR
- & SUPPER CLUB
- 63 State St.
- Select - Entertainment nitely

ATTRACTIONS



FOR Every Form of Entertainment
"The Office of Distinction"

**Mutual
Entertainment
Exchange**

ARTHUR ARGYRIES, MGR.
Loews' Theatre Building

**HELP THE VOLUNTEERS OF
AMERICA TO HELP OTHERS**
(Give)

INSIDE AND LOWDOWN

Walt (Hiram Walker) Norton, liquor salesman of the week . . . Dan Donoghue, real-estate, seen hurrying down East Ave. Mon. noon . . . Sarto Stallknecht, (Haubner . Stallknecht) mean bowler, 200 score consistently . . . Winnie Martindale, efficient stenog. of the Powers Bldg., looks very nifty in the Spring outfit . . . Helen McNamara could model for latest creations, according to our man who looks after fashions.

Mabel Hushard, taking the nod for neatest waitress on the Main Strasse . . . Mildred (Waldorf Hostess) Martin, cheer up, there are other contests . . . Kay Cascella, waited in the Waldorf for?? Eddie Turner getting Strong, Polo Ponies in shape, and loves them hosses? . . . Sam Camileo springs for rag every time his monicker appears . . . John (Ace investigator) O'Connell, and partner Lou Henderson, getting careful on calories.

Chic! Smart! 'Tis the word for Mayme Casey of Merriman Street . . . De-lovely in her new Spring outfit is Florence Evershed . . . Orchids to Jesse Pero of the 17th Ward for splendid work in the card party Monday night . . . Nice to see handsome Harold (Cornell U) Bruzee in town again. Gone with the Wind . . . Back with the Bruzee!

Hats off to FLASHtown's Dr. Henry Ward Williams for whom so many New Yawk City folks seem to have words of praise . . . And to Ken Sparnon whom Greyhound bus Steward (a Syracusan) labeled a "great guy" . . . Bill Hogen is the weightiest Ivory tickler in these parts.

Worshipping the ground the other walks on (usually walk on it together) . . . Connie Della Vella and Gus Monfredo . . . Twosome of a Main Street Threesome, Ruth Boldt and Bob McMullan . . . What Chef on the Avenue is Blue over the Blues Singer??

Cutalis are going into Syracuse with the Spaghetti bizz . . . Bringing up the NYA and enjoying it, Charles Leonard. Started with 30 youths; now has over 200. One big happy family! . . . When will Dell Krapp get those glasses her dad has given up asking! William Reina has a new handle—"Kosher."

Baseball's in the Air! Reminds one that Rip Collins doesn't smoke tho' 'tis stated in the pulps that "smoking steadies his nerves" . . . Doc Hurley seldom lights his cigars tho' he keeps them in his mouth long . . . Or maybe it's always the same cigar?? What Kodak biggie is on the loose—and getting the merry-go-round?

Nobel Prize for loyal bus patronizer . . . Genevieve (Fairport) Clark . . . Dottie Rumpf, runner-up! . . . Dead man's float a cinch for Mary Salvi who conquered the YWCA pool waters all in one lesson with ne'er a tremble . . . Ann (G & E Co.) Leela sure can strum those mandolin strings!!

Roc (Playground) Slattery playing around with growing a soup strainer . . . 'Bout time that Bob Palmateer of the Onion Rust sprung for new sky-piece . . . old one to be sent to Ford Museum . . . Arch Marron and Tom Ryan having a swell time at Judge Lynn's Birthday Pattah . . . Joe Bloss, demon brokerman, taking the nod as night-clubber of the decade.

Clarence Clark and Howard Murray having a swell time doing a little spaghetti bending . . . with Clarence telling the FLASH scribe how to play LaCrosse . . . add fashionplates, Felix Lippman . . . Doc Goundry going in for a big way; openings of new nighteries . . . Old Gold puzzles getting too, too tough . . . Bet loads of the boys see the prospective hundred grand taking wings out the window.

Lawyerman of the week, Les Fanning . . . Mighty atom, Walt Meyers, veddy busy these daze with new offspring . . . Best dressed matron of the week, Anne Lindsay (Missus Ranellet) Miner . . . Add engaging smiles, Ruth (Genesee Strasse) Wickens . . . Bride of the week and pretty too, Ida Mae Havert . . . For dapper insuranceer of the week, gander Harry Bradley.

The Taxicab Driver

The taxicab driver sits in his car
And waits for calls from near, and far;
He knows all the crooks, he knows all the rooks,
He knows all the bad roads, he knows all the nooks,
He knows all our sorrows, he knows all our joys,
He knows all the girls who are chasing the boys,
He knows all our troubles, he knows all our strife,
He knows every man who ducks out from his wife,
If the taxicab driver told half what he knows,
He would turn all our friends into bitterest foes;
He would sow a small wind that would soon be a gale,
Engulf us in trouble and land us in jail;
He would start up a story which gaining in force,
Would cause many of our wives to sue for divorce,
He would get our homes mixed up in a fight
And turn our bright days into sorrowful nights.
In fact, he would keep the whole town in a stew
If he told but one-tenth of the things that he knew,
But silent he is if you pay him his fees,
Then he doesn't know a thing but his A B C's.

A wealthy old man was eating in a w. k. d. t. restaurant, and regardless how hard the waiter tried he could not please the old geezer . . . When the old boy paid off his lunch check there was three cents left over which was offered as a tip. The waiter refused and said that the o. b. was entitled to hear his fortune . . . The old boy beamed and the w. k. waiter said, "See this first penny, that tells me you are a Scotchman . . . the second tells me you are a bachelor . . . and the third tells that your father before you was a bachelor, too."

Jack Gascher chewing Feenamints (Adv.) thinking they were Beechies (Adv.) during that w. k. card game . . . Mike Cerone plying the beat each night . . . Joe Esposito that new butcherman at Lyell Ave . . . Besides this the 24th ward is all quiet.

Our man who ganders gals gives the nod for the figure of the week to Pauline Kull . . . with Rose Manel tying for first place . . . Add well dressed execs, Burt (Sherwood Shoe) Smith . . . for the best dressed matron of any week see Sybil Cleveland Beach . . . Busy guy of the week, Mark Rainear . . . Not too busy for a story, however . . . Gene Schnarr recalling the daze way back when . . . Meyer Jacobstein seen scurrying thru the Lincoln Alliance.

Nels (Trustman) Lingeman sorry that the bowling season drawing to a close . . . Frank Taylor and Helen Voss finally tied the fatal knot after all these years . . . Helen Lilly best looking hairdresser of the month and an ardent FLASH Fan, too . . . Al Lamphier looking swell in new toggery . . . Aggie Fox teaching tennis at the Y.

Joe the manager leaving Cutali's for a new job with Gioia Brothers . . . Good Luck, Joe, will miss you . . . Frank Rena buying a new soup and fish to take out current heart-throb, Josephine Mance . . . Orchids to Mr. and Mrs. Anniversary dancing to the chune "I Love You Truly" . . . Ernie Warren taking the nod as the key tickler of any week.

Add swell expressions, Un bicchiero di vino, sopra il finocchio, vale un 'occhio . . . Ask Guy Cutali to translate it . . . Our apologies to Bob Fischer for misspelling the w. k. name . . . Goodnatured lawyerman of the week, Steve Lines . . . Hizzoner Jedge Van Voorhees readying for the sailing season . . . Old Gold Puzzle fan of the week, Burt and the Comely dautta, Janet Louk . . . Getting his mail at the Turn Verein, Bob Moser . . . Jim Angle awaiting the smelt season.

Louis Szeles taking the nod for turning out pulcritudinous talent at Turn Hall . . . Ollie Pasch taking the nod as coal heaver of the week . . . Add more nods, Waiteruppers, Hanz and Fritz as being the best to extend welcome anywhere in the City . . . Marty Attridge, best looking mail man of the year . . . Orchids to the comely couple, Dot Reynolds and Bob Christ, looks like wedding bells in the offing.

Wearing the hottest Cravats of any week, Al Bassani . . . Charlie Helberg getting better from w. k. flu . . . Offside to 10M-92, such goings on across from U of R Campus Sundaft . . . Oh well, spring is in the air and love is everywhere . . . Earl Abrahamson moving Triangle Shirt Shop to 64 East Main and rechristening it the Ritz . . . Stepin' Fetchit Jr., w. k. new riot at Cotton Clubbery taking the cake as laziest man of the week; bed broke down, so slept on floor for the rest of nite.

Charlie Knapp takes the nod as Perch snatcherouter of the week . . . Bausch and Lombery making their factory swellagan with installation of new daylight glass . . . Joe Maid former Scalper football star taking cookies as the druggerman of the week . . . Bill Schalber, genial groverman of the month, prexy of Retail Merchants Assoc.

DON Uppelby, demon banker, taking a burn at being FLASHED . . . Mike George, Onion Ruster, readying for racing season, getting the vote as best heavy canvas and backstay man of the fleet . . . Spring is in the air for Jimmie Widman, how's the new gal, Jim? . . . Goodnatured gal of the week, Louise Wilson of Rochester Theatre . . . Looking schnazzy in bowling outfit, Eleanor Cole.

All American Family



By Cash

NEW ANGLE IN DIVORCE

THREE INCHES MAKE WHALE OF A DIFFERENCE IN COURT BATTLE OVER DIVORCE.

What a difference 3 inches make! A divorce that was brought to trial Monday, April 12, in Judge Knapp's court, was unique to say the least, the title of the action was Floyd Bielski vs. Helen Bielski, also known as Helen Biel, and though the husband apparently was rightfully entitled to the decree, and the Missus violated the 11 commandment (Don't get caught). The point of the case as we saw it was this.

The wife had a cozy apartment in the 800 block on Portland Ave. and there according to witnesses, she entertained her boy friend on numerous occasions. Now you may wonder how anyone could know whether or not she was entertaining a boy friend. Here is how the evidence un-

furled itself in the sanctity of the courthouse, the Frau made the mistake of getting an apartment on the ground floor. By standing on their tip toes, the witnesses were able to reach the window ledge, this still would have left Helen in her sanctuary unspied upon, but, she made the fatal mistake of not pulling the shade down to the bottom of the window, or perhaps the shade was short, however the shade failed to completely cover the window by 3 inches, and thus the divorce.

The witnesses claimed they saw all, and not only did they see it once, but, on other occasions also, and each time the 3 inches gave Helen away.

The evidence produced by witnesses was so strong that Judge Knapp ended up by giving Helen some fatherly advice, telling her to settle down, and be a good girl, from where we sat we couldn't tell whether or not her face was red, but, the back of her neck was beginning to look sun burned.

There should be a moral to this story, and though we're not reformers, feel we should advise the rest of you wives, if you must play around in apartments, for heaven's sake make sure the shade covers the window, or better yet get an apartment on top the Empire State Bldg. if you don't the same 3 inches, may lead to your undoing, and wind you up in a courtroom as a defendant in a red hot divorce suit.

Prescription Pharmacists
Store open daily 7 a. m. - 11 p. m.
ARNDT BROS. PHARMACY
1135 Culver Rd. Rochester, N. Y.

Star Fruit & Vegetables
59 Variety of Beverages
To Please Every Taste
OPEN EVENINGS
1139 Culver Rd. next to Arndt Bros. Drug Store
CUL. 4879

Announcing
A
New Tap Room
AND
Enlarged Dining Room
CARUSO'S
31-33 ELM ST
Grand Opening Tonite
— Thursday —

NOW A NEW PLACE TO GO ANYTIME—
STATE GRILL
LED WALTERS C. W. RYAN
95 STATE ST.
BEER WINE LIQUORS
featuring
BROILERS AND STEAKS

There's No Other Place Like—
CUTALI'S
SPAGHETTI RESTAURANTS
107 North St. 25 Broad St.
Special Dinners SPAGHETTI with Meat Balls **25c**
Ravioli 35c

Hot Flashes

Piano-player of the week: **DICK STREB** . . . Add impromptu floor shows that thrown by **MILLIE (Shape) VAIL, AGGIE FOX** and **JOHNNIE GORGES** . . . If Y-503 will call at office, he will receive an order for prize as one of these safe drivers.

Brown Hair of the Week: **RITA MC CARROLL**

JOHNNY McCOOL's thataway about **HELEN** the hairdresser . . . **FRED WHEELER** owning all seven keys to **BALDPATE** . . . **BILL STEVENS** stooge for Lawyerman **CLAY** looking natty in new toggery . . . **JOHN L. MORGAN**, 145 S. Water St., is winner of Limerick Contest . . . What another one? . . . three more to go! Hammer-King title goes to Carpenter **J. FRED KLEINER** . . . You betcha she's good—Missus **J. CORNELIUS**, saleslady . . . Knows his "hoofs", shoe foreman **AL. BLUM** of Ford's . . . Doggone it if **BILL MOREY** isn't the image of **JAMES STEWART**.

Cute Eyes: **BABS ZARAMBA** (Turner-Lass)

Hats off to **BILL TORPORCER** for killing statements that tennis is sissy's game . . . **FRAN DIPONZIO** playing soft-ball again this year . . . **KAY KUNERTY**, loveliest and liveliest of d.f. crowd . . . **CHARLES ARMSTRONG**, active policeman of Second Precinct . . . Always on go! Grand Finale: Saluting Limerick winner No. 5, **AGNES HARDY**, 53 Park Ave.

Party of the week: **CAVALRY'S SILVER ANNIVERSARY**

What sweet brunette (E&B Bldg. stonog) answers to name of Sugar Lips? . . . Sizzling flash!!! **IRWIN N. KAHL**, 15 Pembroke St. one of this week's Early Bird contest winners . . . Adds beauty to d.f. store's counter of Gardenias and Carnations, **MARGE LEWIS** . . . Politico manifique! **JAKE (15th Ward) SMITH**.

Chassis of the week: **ROSE MANEL**

Cleverest ivory-tickler, **RUTH VAN GRAAFEILAND**, and Oh! sooo popular with the girls . . . How many house-parties is **SAM GOTTERTY** planning to attend this summer? Attention: **ROBERT TANNER** — 262 Ravenwood Ave.—is winner of Early Bird Limerick Contest . . . Tops among artists, **SPENCER EASTON**, Irondequoit.

Busy Gal of the Year: **CAROLINE WAGNER** (Hawkeye)

Hot Flashes

JUNE KRESS is her name, June 15th becoming somebody's missus . . . Rochester Beauty: **MYRTLE (Robeson Roch) OESTRICHE** . . . **SIG. LACAGNINI** and Italian class of YWCA, spaghetti-eating at **SABATINI'S** . . . What pupil of the **SIG's** feels bad cuz she didn't know that those menu cards aren't to be taken out for souvenirs? . . .

Brownette: **BERTHA CRANE** (Merchants Rd. Pretty)

If evah there was a popular fellow among fellows, 'tis no other than **PETE (Genesee Valley Club) CASEY** . . . Who was prominent taxi driver who just finished paying his Mutual Insurance assessment last week? . . . Is he sore? . . . Tip to some Mutual Insurance men -- remain away from Convention Hall for a while; at least until driver cools down . . .

ROCCO GIORDANO, big figure man taking in all Democratic doings . . . **BOB** and **MARY CHARTREM** worried about darling **BEVERLEY's JANE WITHER's** antics . . .

- Who Knows -

1. Is the world's largest neon sign in Rochester and where is it?
 2. Whose telephone number is Main 3935?
 3. Who is WSAY'S time-keeper?
 4. How many outs in an inning of Baseball?
 5. When is Mother's day?
 6. What does SRO stand for?
 7. Who is our weather man?
 8. Where do the Red Wings play opening game?
 9. Where do U of R presidents live?
 10. Where did Rochester get its name? What does "Rochester" mean?
 11. How many theatres are there in Rochester?
 12. What building is called "the building with Wings?"
 13. What is the new game-craze called?
 14. What park is noted for its lilacs?
 15. Who directs "State Troopers Drama" heard via WHAM?
- (Answers on page 11)

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

ALERT-
Criminal, Civil, Domestic, Character and Insurance Investigation, 24-Hour Service
Bring Us Your Problem
ERWAY
Detective Agency
607 Powers Bldg. Main 760

For—
PLUMBING HEATING
Air Conditioning
Oil Burners

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

SENECA TERRACE SUPPER CLUB
1033 DEWEY AVENUE
BANQUETS - PARTIES
our specialty

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

NO COVER CHARGE
Elevated Dance Floor
SENECA TERRACE SUPPER CLUB
1033 DEWEY AVENUE
COR. RAND ST.
1 Block before Ridge Rd.

THE HOLLYWOOD GRILL
FINE FOODS
THE MODERNISTS
featuring
CHAPPY FISKE — THAT SWING TRUMPET MAN
Every Night
THE 3 BLUE STREAKS
America's Premier Roller Skaters
HARRY (SHUFFLES) LE VAN
500 EMPIRE BLVD. CULVER 5915

YOUR RADIO DOCTOR
McGINTY APPLIANCE SHOP
ZENITH RADIO — NORGE REFRIGERATORS
WASHERS — VACUUM CLEANERS
Sales and Service
348 S. Plymouth Ave. Main 8205

Rochester Weekly Flash

For the People and By the People Who Want the Truth

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

MAIN 2718

For Advertising Rates Call—

MAIN 2719

A Big Card for His Hand!



LET'S MARK THE WAY!

Strangers - about - town find that getting around Rochester is as easy as looking for the proverbial collar button or needle in a haystack. Rochester is one of the poorest marked cities — and it should rank as one of the best.

Why not place Rochester on the map with the traveling public by having it properly marked for people driving through the city? Let's put a stop to these un-favorable first impressions of our fair city. Let's make it possible for out-of-towners to get about in the city without having to ask many questions or look for markers in the proper places.

How much business we are now losing by not putting our heads together to better these travel routes! Many a visiting business man passing through our city today and finding routes not properly marked, will not consider Rochester when planning to change his place of business. A city that is more self-explanatory is more appealing. Properly marked Rochester means a livelier Rochester. Food for thought and action. We have done.

RED HOT FLASHES

Busy anytime, DOT LEMBKE... JOE (Kodak) RESUE working to Paging ROBERT BURKE, Dep. create best rose bushes of Long County Clerk. Where is daily Acre section... Recommending flower? ... Pleasant-est personal-ity, Miss WRIGHT of E. K. ... LLOYD...

"WHITEWASHED LADY," by Dorothy Speare
The story of a beautiful girl—alluring daughter of a big-time gambler—in which love, adventure, danger and fast action will thrill you from start to finish.

"I'LL NEVER MAKE A MOVIE" says Katharine Cornell

One of the world's greatest actresses refuses the lavish offers of movie producers, princely salary, etc.—and in a remarkable interview tells the reason why.

"EDWARD AND WALLIE," by Frederick Smith

Will England welcome them back? A prophecy of what may follow the wedding the world awaits.

"LAWLESSNESS," a fearless editorial by Bernar Macfadden

May 1st Issue NOW ON SALE

Liberty 5c
WEEKLY

Dating Hosiery Lass Costs Plenty Sugar

A new game has hit here in Rochester. On Monday the FLASHMAN had a telephone call asking that he meet Mr. F. S., a well-known local playboy at a d.t. restaurant. Mr. F. S. was ashen-faced and had a swell case of the jitters. While sitting over a couple of buckets of cream ale here is the story as he unfolded it: "Last week I was peacefully sitting in my office when I received a telephone call. On the other end of the line was a sweet feminine voice that called herself Helen Seiberson and claimed Chicago as her home, that she represented a nationally known line of women's hosiery. She was registered at one of the best downtown hotels and asked that I meet her in the afternoon and she would show me her line.

After ordering another round he continued, "The upshot of this business meeting was that I gave her a fat order and made a date to show her the town that evening. We wine and dined and ended with a bottle in her rooms at the Hotel. She being very attractive and me being full of booze I soon found that I had her in my arms and was calling her all the d.f. endearing terms in the book. Well, in the wee hours I left Helen and amid a dense fog of alcohol I wended my way home to the downy."

After ordering still another charge of brown beverage he rambled on, "The next morning after several asperin tablets and a good shot of brandy, I separated the blue haze and with head splitting, made my way to the sweat shop. There after opening the mail, I received a telephone call from the toots. She wanted to see me right away at her hotel. She used the sweet honey voice of hers and being in the market for an excuse to leave the office this call was like pennies from heaven.

When I arrived, she asked me if I would like some breakfast. Having not eaten anything I was ameanable to this. After breakfast the shock came. I was presented with her hotel bill and she demanded a hundred wafers extra on threat of exposure. Well I paid this but I am still plenty scared and I want to give a little warning to a few of the other business men here in Rochester. But please don't use my name in your article."

Thank you Mr. F. S. We have heard of this going on in other cities but this is the first time it has hit here. TAKE WARNING!

Daily-Broderick Confer?

In the interests of the tax-paying public a Dailey-Broderick conference would be very beneficial.

Plans could be formulated to eliminate about 250 useless jobs, which pay from \$1,000.00 to \$5,000.00 a year.

Results can only be obtained by co-operation of both leaders. If one party were to make the move and the other ignore the savings plan, it would end in a deadlock and destroy all the benefits.

As soon as the leaders are ready to act, the FLASH will give them names of places where real savings can be found, even the use of our office and staff.

The FLASH is ready now, how soon will the LEADERS be?

RED HOT FLASHES

Pals inseparable, ARTHUR (Levis Music Store) BRILL and CARL ANADEO... Where did opponents of TOM BRODERICK have meeting last week? ... Did TOM get panned? Who did the most talking? ... Counting his cents (more cents than most people have), WILLIE (Voekel's) CICARRELLI... sister JULIA stacking them in piles of fifties...

Mathematician DeLuxe
CARL AMADIO
(E. K. Co.)

Heavenly things come in small packages. Take fr instance, HELEN GRIPPO... GENE FEINBERG back downtown after long bad spell... Hope for better luck from now on...

Nurselady of the day:
VIVIAN VOGHO
(St. Mary's Sickery)

Delicatesan man's here again, HENRY (Clifford Ave.) MOCK... Pullman-ing back and forth to Rochester, PETER DECLEMIN-TINE... sister EMILY just completed a tour to Washington, D. C. ... Where does MARY HOCKSTEIN get all pretty bags?



"JACK DRISCOLL"

45 GIBBS STREET

MAIN 8304

DON'T in entering or leaving a room with ladies go before them. They should have precedence always or they will take it in no uncertain manner.

WALTER MC NALLY

620 Dewey Ave. Glen. 208
We Deliver

Harry Cohen

888 So. Clinton Mon. 7439

THE LITTLE FRUIT STORE

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

THE MAID DRUG CO., INC.

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

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

KELLY'S OYSTER BAR

814 Clinton Ave. South

THE SARATOGA PHARMACY

Prescription Specialists
192 Lyell Ave., cor. Saratoga
Samuel Guetso, Ph.G.

NATIONAL SHOE REPAIRING

147 STATE ST.
Felt Hats Cleaned - Blocked 35c
Shoes Half Soled, 69c & up
Established 1908
Convenient Waiting Room

No Fan Dancers, but CURLY REYNOLDS supplies the music that's tops in danceland.

Tom Collins... 15c

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

In the SPOTLIGHT

TOP ACTS and ENTERTAINERS ALWAYS FOUND AT

"JACK DRISCOLL"

DON'T stare at the furniture, at pictures, or at other objects as if you were mentally valuing them; and of course DON'T stare at people present unless they are a bevy of pretty girls.

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

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

Tommy Jenks

Morrison Grocery
This Week Only
Fresh Eggs — 29c doz.
2121 E. Main Cul. 4810

LAMBO'S RESTAURANT
Fine Foods and Beverages
NORTH GOODMAN
Cor. Clifford

ALLARD'S
The Bright Spot on State St.

RETURNS!
Jean Howland
Exceptional Impersonator
and others to make the evening enjoyable
Every Nite but Monday
Fred Lashier's Orchestra
252-254 STATE ST.

We—The People of Monroe County Speak:—

Letter Dep't

To We, the People of Monroe County "Speak Column, Weekly FLASH.

Dear Editor:
After reading your interesting educational story of the Grocery Rackets, among a certain few, I want to speak as a Monroe County Citizen, who has on two occasions been attracted by the ads published by a so-called CUT RATE DRUG STORE, of a certain Nationally Advertised Product, that for the day was to be sold far under actual cost.

On both occasions I have passed by my own local Neighborhood Store, arriving downtown early, to save a few pennies, and on both occasions, after following the bargain column line I have found that the supply of the Advertised Product was already exhausted and that it was impossible for me to pay the advertised sale price and pick-up product at a future date.

I have found that the real difference between our own corner Druggist and the above mentioned is that if our local druggist puts on a sale and by any chance his stock falls short, anyone can pay for same at advertised price and pick it up when new stock does arrive, which is only fair to buyers.

In our family, we agree with your new policies and from now on we shall read and understand the real royal meaning that is behind the Voice of We the People.

Carry on your great work!
J. H. M.

To the Contest Editor,
The FLASH:
Dear Sir:

I have an urgent apology I'd like to make to the staff of the FLASH at this time. At times we all let our imaginations run away with us; and, being a good church member, club member, a mother and an advocate of adult education, I have misjudged your FLASH as being the sort of literature that belonged in no home where growing children might read it.

News came to me through a lady club member last week that your paper is putting on a drive to support the local independent merchants, and being an advocate of that very thing, I purchased a copy of Friday's issue of your paper and now feel myself overcome with the actual cleanliness of your paper and your thoughts and ideas so loyal to our country. I must

confess I've been mistaken about you all along and from now on the FLASH will be in my home every Friday.

During these years of depression, many of us have to struggle to get along. Big money interests, reduced wages, and even reduced numbers of employees to cut overhead left us who suffered wondering how we could balance our budget and stretch our pennies to last over it.

Taking advantage of national conditions, Big Money Interests put on National Advertising Campaigns, cut prices to attract the eyes of those of us who suffered and reduced incomes. This method resulted in the American buyer becoming a bargain hunter. Actually, the independent merchant reduced his prices to practically the same level as the Chains; but as he had no national outlet, he soon became the forgotten man, or the emergency store.

For years the independent merchant has taken it on the chin along with the working class. Profits were so reduced until he could hardly pay overhead. Yet as a good American citizen with faith in the country and its people, he took it in silence. 1937 has changed the picture. Workers are demanding their rights . . . wages are increasing daily. We are on our way to happiness and prosperity again.

But how about the Independent Merchant? Is he still the forgotten man? Isn't he a working man on our own level? Is not 80 per cent of buying power in this very class? Isn't the Independent Merchant your neighborhood brother struggling for the same existence that you and I are? Let's give him a break. All he wants is a fair deal. Can't we at least compare his prices, his service, his quality? Won't you think this over?

Independent Merchants are the backbone of the whole county set-up, the leaders at all times in neighborhood welfare. Good times are here again. Let's let our independent merchant get in on our prosperity.

I don't wish a prize. If I should win, please donate it to some less unfortunate. I am satisfied to write this letter and tell you just how I feel from the bottom of my heart.

With my best wishes to the FLASH, and to its great work, I am

Yours very truly,
Mrs. C. R.

To the WE THE PEOPLE COLUMN, WEEKLY FLASH:
Gentlemen:

We, as taxpayers of the Northwest section of the 24th Ward, as part of the People in Monroe County, wish to use your Valuable Column to place before the People of Rochester the true conditions that exist in this NO MAN'S LAND.

First, Mr. Editor of the FLASH, would you favor us by driving your car out Lexington Ave. to the Lee Road, and then turn around and drive back Lexington to Stenson, thru Stenson to Emerson, then to the Old Topper Brewery?

You'll find a hundred thousand ruts, any one of which is deep enough to cause a serious accident. You'll find conditions that are unknown in this day and age.—You'll find the Healthiest Part of Rochester—near undeveloped and unimproved.

Why do these conditions exist? Is it Politics, or what? Our Taxpayers would like the answer. These conditions are a disgrace to the City of Rochester. To ride the City Bus from Glide and Lyell to Lexington and Lee Road would make a person a nervous wreck, yet there seems no solution.

This territory has been part of

Missing Persons Bureau

To the Missing Persons Column, Weekly Flash,
Rochester, New York.
Dear Editor:

Thanks for your new idea, I can use it:

During the World War, in the City of Paris, I met a Rochester boy in the Y.M.C.A. Headquarters at 12 Rue Agresseau, on the night of August 12, 1918. . . . While we became very well acquainted we neglected to exchange names, other than Nick and Pete. A few weeks after this meeting, our outfit was called to the Front and following this I spent 18 months in a hospital. I've hunted high and low in Rochester for that old Buddy and have failed to locate him. If he recognizes this letter, won't he please write to Pete c/o this Column.

Missing Persons Editor:
Rochester Flash.

Dear Editor:
If my dark-haired, dark-eyed dancing Partner, at a Pleasant Rendezvous on Broad Street, near Exchange Street last Friday night will write % this Column—Blonde, I shall be glad to send him the information he desired. You'll remember the Blonde with the Blue Dress.

Missing Persons Editor,
Weekly FLASH:

I should like to meet the Man who drove the 1937 Buick and helped a woman in distress while stalled on Scottsville Road, the Night of April 6th. Circumstances at that time preventing me from introducing myself.—If you read this please write me % Marion, Weekly FLASH Missing Persons Editor.

Good looking lawyerman of the week: LELAND YOST . . . Romancing, MARY MONFREDO and CHRIS (Syracuse U) VELLONE . . . Remember, MARY, absence makes heart grow fonder! . . .

the City of Rochester for many years. We have paid taxes to the City of Rochester and have received but little in return.—Our Mail comes thru the rural Coldwater, New York P. O. and to send a letter from Rochester, New York, to our addresses in Rochester, New York, thru Coldwater, it costs 3 cents.—Is this fair?

Our Western Union, American Express, or any delivery Address is the City of Rochester, New York, yet our legal address, according to the Post Office Department, is Coldwater, N. Y.

Cannot these conditions in our ward be straightened out? We are Taxpayers to Rochester and Monroe County and we rate this, do we not? Please publish this letter and let us hear thru your Column from some of the Political Leaders who chase around this area every now and then, to get our Votes.

Hot Flashes

FRED ROBERTS of Brighton selling coal so fast bookkeepers work overtime . . . Happiest fellow over new job, HAROLD HARNISH . . . FLASHtown's Franchot Tone; LARRY OAKS . . . Moon-picture stars' loyalist fan, RUTH KING . . .

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

320 Irondequoit St.
(SEA BREEZE)
Must sell to close estate, or will rent for season, \$300
WM. A. YAWMAN, Exc.
Edwinger & Barry Bldg., Main 319

Beer-Ale Fruits-Vegetables
PAVONE'S
Market and Grocery
Home Made Ice Cream—15c Qt.
538-540 Main St. E. Main 8429

Joseph Vergo
Groceries and Meats
244 MONROE AVE.
Stone 4344

CASIMIR
Groceries and Confections
991 North St.

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


More fun than a barrel of monkeys — but who wants a barrel of monkeys? Come to the ZR-3 for real fun WED., FRI. and SAT. NITES
ZR-3
109-113 State St.

7 NITES

Time & Talent Marches On

Starring
Mabel Cooper Ruby Logan
M. C. Songwriter
Strawberry Russell Kay Wright
Comedian Tops in Tunes

featuring
Reginald York and his
YORKERS
Singing-Dancing Novelties
Baseball in Burlesque, Scatting Trio, Shiver Number, Time Marches On with Entire Cast

Don't Miss—Step 'n' Fetch It, Jr.—A Riot

COTTON CLUB 176 JOSEPH AVE.



"BASEBALL CAVALCADE," by Edward G. Barrow

The business manager of the New York Yankees tells some funny stories. No good baseball fan should miss this wonderful article.

"INFORMATION WANTED," by Leslie White.

Here, without apology, are the facts on stool pigeons, third degrees and police brutality. This interesting story tells you how detectives actually solve crime mysteries.

"LOVE MAKES THE FILLY GO," by Frank Sullivan

A race-track story to end all race-track stories.

Many other good features by the best writers

April 24 Issue NOW ON SALE **THE SATURDAY EVENING POST** 5c

"Phooey! We came here to dance—and now you tell us no dancing! You say you can't afford even a three piece orchestra? Wake up, Mr. Proprietor, you're way behind the times! You can have the greatest stars in the musical world performing every day and every night right in your store—and it's an income, not an expense! Wake up! Get a *Mills Amplified Phonograph!* We came here to dance!"

**WE CAME
HERE TO
DANCE!**



FREE Installation
Anywhere

WISHMAN'S

Vend-O-matic Service

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

**LOEW'S INSTALL
NEW SYSTEM**

A new RCA Photophone High Fidelity Sound System will be in operation at Loew's Rochester Theater on Friday, April 30th. Music patrons will especially appreciate how full, clear and effortless is the speech and singing over the new system. All overtones which give personality to each voice and instrument are reproduced with mirror-like faithfulness.

You will notice when listening to a forty-piece orchestra, for instance, that it SOUNDS like a forty-piece orchestra and not a tin pan 8 or 10. The piano, most difficult of all instruments to reproduce naturally, sounds firm, smooth and clear,—not tinny or hard.

This promises to be an innovation in the show world and will give the legitimate theater another run for their money.

Molarman extraordinaire:
BALDWIN MAROIN

**FLASH! EXTRY! EXTRA!
SPORTING GOODS FREE**

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

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

**PLAY
BALL!!**

OR
OTHER SPORTS
WITH YOUR
OWN
EQUIPMENT

FREE

◆
**THE BEST
YOUR
FAVORITE
SPORTING
GOODS
STORE
AFFORDS**

◆
**GET YOUR
COPY
NOW AT
YOUR
NEWS-
STAND**



**FLASH
TO
SPONSOR
SPORTS
IN EVERY FIELD**

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

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

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

◆
**On Sale
At All
News
Dealers**

SALLIES FROM THE ALLEYS

Ice House JOHN KONDOFF retired to Conesus Lake Villa for summer . . . Garbos always come out on top, JOHN.

VIRGINIA MC INTYRE, local HONEY PUSS, modeling in big town, here visit, Whatta Mamma!

GEORGE "Minsky's" ARGEVINE sat thru 3 burlesques at Minskies. Must be charging batteries, eh GEORGE . . . BILLIE BURKE playing hostess to Western Lady Bowlers . . . FRANK PERRIN, big bass fisherman from Black Creek, turning out to be a softie . . . Just because a little snow, refused to unpack his rod and reel, shame on you, FRANK.

What a break for Niagara Falls when that honeymoon Special leaves with PRENTICE and his OLLIE and Minsky ARGEVINE with his MUZZ. Isn't love grand?

TONY BUONOMO and BOB GLASKINS having the time of their life taking care of lady bowlers at tournament . . . Elks League Clint Howards, RALPH TOWNE, HERB MUSSMAKER, JOE ROACH, FRANK MILLER, AL FRANK, ADAM, MRYZWKA, MARY AUGUSTUS LUSCHER, bowling alley supply guy, takes the prize for having best looking

Garbo on his arm, a la BARRY-MORE and MISS AMERICA.

FRED DAVIES (Kodak) having the time of his life at the Waiters' Ball at the Elks Club and how those SWEETIES went for him, and did he go for 'em, too. Oh, FREDDIE!

Honey Puss of the week - - Missus WALTER MARGRANDER . . . BUCK O'LEARY, demon Elks Leaguer, says he must work overtime to feed those 5 youngsters. Yep, 5 bull dogs. HOWY DECKER, captain of city 5 men champs, entertains his team mates quite royally. ELINORE MARTEENSE, bowler and tap dancer and a real cutie besides, taking lessons from the City Champ and doing real well.

"BUONOMO LEAGUE HONEY-BUNCHES:" DOT HARTLEBIN, CARRIE ADAMS, BEULA BOYCE, BOB GLASKINS, MARY CURRAN, CLARA MURPHY, IVAN AMES local "Billy Evans" and toastmaster at Rochester League Banquet, had quite a time after watching fan dancers do their stuff, poor IVAN. . . Style Show at BUONOMOS at Worlds Women Tournament. STELLA RIVERS as "Cupid" was dandy but BILLY BURKE dressed in her BARRY-MORE'S GYM SUIT easily won the prize. Attention: French Casino and Hollywood Club at New York City!

Sheiks of the Rochester Bowling League: DON GORGEIOUS MC INTYRE, OTTO HOESTEROY, EDDIE STERWALD, BERT OST, JOE SHARKEY, DAVE "Sol" BERGER.

HAROLD (Butch) JOHNSON, sec. of local Bowling Assn., quite an orator . . . After speech at Rochester League banquet, was besieged with offers to act as toastmaster at Cotton Club. HI, BUTCH!

DICK NEWMAN, Elm Hall restaurateur, to turn his place into a night club. All eyes were on DICK. HACK OELBECK, old time local ball player, and LEO LAMAY were sponsors of a grand party and floor show at Rice's Gardens entertaining Rochester League. Guests of honor were Insp. COLLINS, GUS HONE, GEO. PERO, CHIEF MYERS.

MILLIE HEIDEN, star local bowler, will soon hear those "bells." PETE, you sure are a lucky guy! JOE "SMOKE SHOP" SARGENT training on Root Beer for Journal and City classic. Why, JOSEPH, that can't be you!

BEN HELFER, Marietta Street cowboy, had quite a time at the Deputy's ball at the Elks Club, looks like another trip to AFDEN, BENNY.

DR. DON NORTON, Honeoye Falls cowboy and molarman, giving lessons to some Sweetie Pie and he bowls 128 average himself. Why, Doc!!

Absence making the heart grow fonder:
DOROTHY DEAN &
HAROLD HACK

RESORTS AND OUTINGS
A New Feature Column
Next Week

Sporty Spiel

With the arrival of the fishing season the boys are all painting their boats and soldering up the leaks in their minnow buckets.

Manager BOB KLINGER turning out swell matmen at the R. T. V. . . IROQUOIS within one game of retaining ZELTER cup . . . GERMAN A. C. copping the soccer marbles from MAC NAUGHTON RANGERS . . . LOUIS (catcher) LOMBARDI moving up to the COLLIERIE league with HERBY MORAN . . . Just left SPECS TORPORCER'S HAZELTON GROUP.

CURT GERLING leading the Genesee Conservation League Shoot, with COALY COLE runner-up busting 40 birds . . . JOHNNY MC DIAMOND copping the clay pigeon prize with a 45 at Brooks Ave. Bang-bang . . . Niagara Falls Cataracts to Clash with the IROQUOIS for the trophy . . . PONZI blasting CRANE in the cue department . . .

MAPLEWOOD Y giving net lessons . . . LOMBARDI baseballers readying for their opening May 2nd . . . POMPOON still looking like the choice for the DERBY . . . POWERS & VAIL league setting opener for May 12th . . . Womens Bowling Congress throwing a Party at the Seneca.

Cincinnati chosen as next scenery for '38 ladies bowling classic . . . BALDY SCHULER leading the SHRINE to champ kegling . . . IRVING CRANE copping dough in the cue playoff in N. Y.

JOHNNY HECKER and JACK SANFORD elected to the board of governors at the TENNIS CLUB-BERY . . . Looks like the doggies are going to run legally this year.

JOHN HOPP, new rookie right fielder, pacing the RED WINGS Batters . . . JOHNNY SULLIVAN our choice for U of R Grid Mentar starting AQUINAS spring football practice . . . JY handballers having final tourney . . .

SPEEDY softballers going to town with hot practice . . . U of R Track Team taking it on the chin by losing BOB HUDAK via the broken collar bone rout . . .

JEFFERSON LEAGUE playing opener with the DYKES winning over the LIMOLIS . . . Boys warming up the golf sticks, Clarence Doser turns in card at Philly.

RED WINGS BALL DAYS

Abroad

At Jersey City—April 22, 23, *24
At Newark—April 25, 26, 27
At Syracuse—April 28, 29, 20, May *1
At Baltimore—May 2-2, 3, 4
At Toronto—May 24 (a. m.—p. m.) 25
At Buffalo—May *29, 30, June 3, 4
At Montreal—June 26-6, 7, 8
At Syracuse—June 11
At Baltimore—June 14, 15, 16
At Newark—June 17-17, 18, *19
At Jersey City—June 20-20, 21, 22
At Toronto—June 25, *26-26
At Buffalo—June 29, 30
At Montreal—July 1-1, 2, *3
At Buffalo—July 14, 15
At Syracuse—July 22, 23, *24—
At Baltimore—July 30, *31, Aug. *1-1
At Jersey City—August 3, 4, 5
At Newark—August 6, *7, *8-8
At Syracuse—August 9, 10, 11
At Toronto—August 30, 31, Sept. 1
At Montreal—Sept. 2, 3, *4
At Toronto—Sept. 6-6 p. m.
At Buffalo—Sept. 10, *11, *12
*—Denotes Saturday.
†—Denotes Sunday.

At Home

Jersey City—May 6, 7, *8
Newark—May 10, 10, 11, 12
Baltimore—May 13, 14, *15, *16
Syracuse—May 17, 18, 19, 20
Montreal—May 21, *22, *23
Buffalo—May 27, 28
Montreal—May 31-31 (a. m.—p. m.)
Toronto—June 1, 2
Buffalo—June *5
Syracuse—June 10, 11, *12-12
Toronto—June 23-24
Buffalo—June *27, 28
Montreal—July *4
Toronto—July 5-5 p. m. 6, 7
Montreal—July 9, *10
Buffalo—July *11, 12, 13
Jersey City—July 16, *17, *18-18
Baltimore—July 19, 20, 21
Toronto—July *25
Newark—July 26, 27, 28
Baltimore—August 13, *14, *15-15
Jersey City—August 16, 17, 18-18
Newark—August 19, 20, *21, *22
Syracuse—August 23, 24, 25
Buffalo—August 26, 27, *28
Toronto—August *29
Toronto—September 15
Montreal—September 7, 8, 9
*—Denotes Saturday.
†—Denotes Sunday.

Red Wings Salute

Mayor Stanton and Com-mish Cox are going to be featured over WHN in Jersey City at the opening Red Wing Baseball Game to be staged on the long waited for 22nd.

Thru the courtesy of Loew's Station WHN, the lads have been asked to salute Rochester and their baseball fans and the new team that promises to be something from all reports.

Hot Flashes

WM. NOLAN taking prize for super-insurance man . . . Pep. AH. General, PAUL MUSCARELLA, looking swellegant in new fogs . . . Tooting our horn to Chevy salesman EDW. HONSINGER . . . Oops! another Limerick winner — JOSEPH CAFFEY, 100 Savannah Street.

Bernstein's
3 FRONT ST.
Fishing Tackle

Bring this Ad and
GOLFERS! and
Get \$1.00 off
Your instruction fee
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

We Buy — Sell — Swap
New — Used
Shotguns and Rifles
Full Line of Fishing
Tackle & Sports Goods
Davis Sporting Goods
174 MAIN ST. WEST

4 MODELS
COVERED WAGON
EASY TERMS
A complete home on wheels—sleeps 2, 4 or 6 with living room, dining room, kitchen bedroom and bath. Built by the world's largest builders of Trailer Homes. Now on display.
SKINNER TRAILER CO.
Distributor
245 EAST AVE. STONE 3821

FLASH Goes Pants Crazy

By this we don't mean the dames in the office but the men.

The managing editor even went so far as to buy a whole suit that fairly shouts and the editor has a pair of britches that are a howl.

There have been threats of turning the Editor upside down and having an old fashion checker game on the back of his lap. In self defense he claims that spring is everywhere!

RED HOT FLASHES

Orchids to HARRY DARLING . . . Scholarly Judge of the week, JUDGE PAGE . . . Mystery? How can a Federal employee hold a city job? . . .
Busiest-man-about-town, JOHN (Locust St.) SWAIN

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

WILSON'S HARDWARE CO.
812 Monre Ave.
Monroe 2807

Chas. H. Weniger
Harness
Dog Supplies
Sporting Goods
122-124 South Ave.
Phone Stone 1675

BUONOMO BOWLING HALL
78 Charlotte St.

Do You Know BOXING
Learn Thoroughly and Quickly
Reasonable Rates
Interesting & Entertaining
BILLY BAIRD'S PRIVATE GYMNASIUM
110 ADAMS ST.

WRITE OR PHONE US YOUR NEWS

OLD GOLD PUZZLE IN FINALS

Several phone calls have come into the office concerning the guess for the new series of OLD GOLD PUZZLE ANSWERS. And guesses they will be!

We are only too glad to admit that they are tough and expect that there will be a lot of disagreement with our possible solutions.

We will appreciate your comment and will publish your suggested solutions so that our reader public may take the best of solutions that may be offered.

61 . . . EUGENE VICTOR DEBS . . . A female of the sheep family is a EWE . . . One of the small ladies' conversation lends us GEE and there is an N on the rustic's overalls . . . A winner of first prize is a VICTOR . . . and young girls just making their bow to society are considered DEBS.

62 . . . MARCUS LOEW . . . The M on the book; the arc lamp, plus the US on the map lend MARCUS . . . The word behold is translatable into LO.

63 . . . The sailors' intelligent conversation make us decide of GEE plus ROVER or GROVER . . . When one sticks to something one CLEAVES to it, and to come ashore is to LAND . . . GROVER CLEVELAND.

64 . . . WILLIAM HOWARD TAFT . . . The W plus the fellows being sick, and the I AM offers WILLIAM . . . The gobs' conversation gives us HOW and wishing for peace leads us to believe that they are at WAR and the D on the boat, HOWARD . . . The T on the life preserver and the opposite of "FORE" is Aft, TAFT.

65 . . . ELBERT HUBBARD . . . The house is laid out in the form of an L or another nod is the ELBOW and HURT . . . The HUB of the wheel and a singing lad is a BARD.

66 . . . MARTIN VAN BUREN . . . A blemish is a MAR and the combination of the STAN and the NUM of the truckdrivers' conversation gives us STANNUM or TIN . . . The boy is driving a VAN . . . the scraper is used by machinists for de BURING . . . BUREN, a little far fetched it seems right.

67 . . . TOBIAS SMOLLETT . . . the little ladies TOE and the fact that the mother is cutting the cloth on the BIAS . . . Alliteration of the first S in the last name plus MA of the boy's conversation and the entreaty of the mother which might have been said "LET me finish cutting along this line."

68 . . . BENJAMIN ALTMAN . . . The boys standing at the bar are obviously on a drunk or binge, plus the a, plus men, BENJAMIN . . . A note in the highest of the scale lands ALT and being no longer a boy, MAN . . . BENJAMIN ALTMAN.

69 . . . CARL SHURZ . . . The rude man is called a CHURL and the archaic spelling of Churl is CARL . . . To gather in fullness is to SCHUR and the CEASE when slurred might be Z's.

70 . . . WARREN HASTINGS . . . A place where rabbits are raised is a WARREN . . . The Rabbits are HASTENING to their evening repast.

71 . . . The River mentioned by the lookout is the river DEE and greedy is AVID . . . the BE of the middle man's conversation plus LASC or greed and the O of the singer, BELASCO.

72 . . . We had to go to the chef of a prominent downtown hotel for this noe. Meat served in this manner is CHATEAUBRIAND.

THE FLASH WILL PUBLISH FURTHER GUESSES FOR THE BALANCE OF THE OLD GOLD PUZZLES NEXT WEEK. PLENTY OF TIME TO CHECK ON YOUR ANSWERS. PLEASE MAIL IN POSSIBLE SOLUTIONS TO THE TOUGHIES AS WE WISH TO GIVE YOU ALL POSSIBLE SOLUTIONS SO THAT YOU MAY MAKE YOUR CHOICE. WE HAVE BEEN HAVING THOUSANDS OF CALLS DISPUTING SOME OF OUR FORMER SUGGESTIONS AND WE WANT TO GIVE OUR READERS A FAIR SHAKE !!!

PUZZLE CORNER

If a train leaves Buffalo going 80 miles an hour and a train leaves New York City doing seventy miles an hour which will be nearest Rochester when they meet? The distance assumed to be an even 400 miles.

Answer to last week's Puzzle: Two-thirds of an egg.

Labor Ranks Increase As Sitdowners Strike

BUTTON FACTORY BUTTONED UP

A series of strikes, struck Rochester this week, the first one ending up in a Sit-Down affair at the Rochester Button Co. on State St. Workers claim the present union, is controlled by company officials and that they do not have fair representation. It all started Monday noon when 5 workers were dismissed, for lack of work. The rest of the employees were willing to quit work every day at three P. M. in order to keep the ousted five from being let out, and it is said the company agreed to submit the proposition to the union officials. However the workers (sorters) claimed, the company officials had control of the union, and it was just as well not to have any, as the one they had.

Result C. I. O. organizers were called, and they have organized about 300 workers. Their demands are, a recognized union, increase in wages and one week vacation. The girl sit-downers were willing

to stay all night, with their co-workers, if necessary, but C.I.O. officials refused, and the girls are picketing instead.

The C.I.O. was active at the Rochester Folding Box Co. and scored 100 percent getting all the workers to join. union officials said the company had agreed to nearly all demands and expected an early settlement of the strike.

The C.I.O. and the Brack Container Corp. agreed to terms, as did the Fairchild Corp. located at 367 Orchard St. Looks as tho prosperity has come back, with the company's able to pay higher wages, and the unions seeing to it that the employees get it or else.

Baseballer of the week:
TOMMY Mc KEON

Where's FRANK HAYDEN, the former good man of Sheriff's office? . . . Girls think he's tops: ED LELLA, hairdresser . . . CONNIE HURLEY, Ave. D. matron, buying hat to please better half or else . . .

Beautiful brown Orbs owned by LOUISE DE CARO . . . Hustling store manager of the week, MIKE DEFRANCESCO, Spencer Market . . .


CONCESSI
CASH MARKET
999 CLINTON AVE. SO.
MONROE 988

WM. SCHALBER
Grocer
607 Plymouth at Jefferson
Gen. 1333

Soldi's
SPAGHETTI SUPPER

NOW a Floor Show
FRI. & SAT. NITES
Music by Velvadors
482-486 Jefferson Ave.
Member Monroe Restaurant
& Liquor Operators Ass'n
"Where Good Fellows Get Together"

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



THE SCALES OF JUSTICE

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

RULES—Anyone can send as many letters as they will—no limit. The management of the Rochester Weekly FLASH is sole judge and their decision is final in all cases.

All answers must be in by April 30th, 1937

Who Knows

1. Yes . . . Bausch and Lomb.
2. The morgue.
3. Mort Nusbaum.
4. 6 outs.
5. May 9th.
6. Standing room only.
7. Jesse Vanderpool.
8. Jersey City.
9. At the home of the late George Eastman on East Avenue.
10. Named after Nathaniel Rochester. Derived from Latin and Anglo-Saxon—means "roofed camp."
11. Twenty-nine.
12. Genesee Valley Trust Building on Exchange Street.
13. 4-5-6 Pickup Sticks.
14. Highland Park.
15. Jack Lee.

EHART'S

Grocery & Delicatessen
139 SOUTH AVE. MAIN 7288

Grocery and Delicatessen

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

FISHER for fine Foods
Meats, Vegetables
Groceries

2253 Clifford Ave. 900 Bay St.
Culver 30 — Culver 3678

Moore's Billiard Academy
Joys for all the boys

676 SOUTH AVE.

Before you go home
Visit

The Sterling Dinner

1106 E. Main cor. Goodman
Everybodys Friend
ROCCO

HAPPY DAYS
Are Here Again
At Genial

CHARLIE HELBERG'S

1260 North St. Main 8234
FOR THE BEST
In
FOOD WINES LIQUORS BEERS



AND DINE

Delightful
people come
here nite af-
ter nite. Why
not you this
nite?

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

Lang's Garden
330 North St. - Main 7983

**CLINTON AVE. WINDOW BREAKING
RESULT OF ALLEGED ROLLING**

Again it comes to light that the Seventh Ward—and the same sector where the FLASH flashed the joint where dames were hustling drinks breaks into print thru the breaking of window glass by a man who already had enough to drink before he entered this spot; but the man had a little money and was free with it when under the influence.

Last week a man stopped in a w. k. dive operating with all the curse of an old-fashioned saloon. He had about thirty wafers in his pocket. After springing for too many rounds, he was tossed out on his w. k. and broke. On the way out he connected with the plate glass window and was severely cut. An ambulance was called and the unfortunate was lugged away to a local sickery.

The next morning while attempting to restore the broken light another man was lacerated and may lose the use of his leg as a result of having the ligaments severed. All this grief because of a joint owner's greed and disregard for law and order.

Merchants have been complaining that their businesses are being ruined in this section because of the manner in which these dives are operating.

**STRIKERS
TAKE TO
LETTERS**

WHY ARE THE WORKERS OF THE M.D.T. LOCKED OUT? And who is to blame? For the past two weeks 600 workers of the M.D.T. West End Shop have been locked out. What are the reasons? We place our case before you, citizens of East Rochester, and ask your verdict.

On March 11th we presented demands to the Company and asked that our pay cuts be restored. They promised that they would answer us on April 1st. On that day we asked for their answer. They told us that Mr. McMunn, the Company representative, was out of town and that he would confer with us on April 4th.

BUT THEY DID NOT KEEP THEIR PROMISE! On the next day, Friday, April 2nd, five minutes before quitting time they informed us that the plant would be closed until further notice.

WHY DID THE COMPANY LOCK US OUT? They locked us out because they wanted to intimidate us so that we would not join the C. I. O. union. The Company doesn't want the C. I. O. union because they know that this union protects the workers' interests and prevents the Company from cutting our wages and firing us whenever they please.

The Company did the same thing in 1934. They used coercion and intimidation to prevent us from organizing. At that time they laid off 110 men and forced the rest of us to sign a yellow dog contract (which means giving up the right to join a union of our own choosing).

THE INVISIBLE OWNERS (Morgan and his associates) WHO CONTROL THIS CORPORATION, PLACED THEMSELVES ABOVE THE LAW OF THE LAND. THE LAW GUARANTEES US THE RIGHT TO COLLECTIVE BARGAINING AND TO JOIN A UNION OF OUR OWN CHOOSING.

Yes, citizens of East Rochester, we want to make our town a happy and prosperous place, where the men can have protection of their jobs, where our families can afford to have some of the better things of life. This can be achieved with your help by making M. D. T. live up to the law of the land BY MAKING EAST ROCHESTER A 100% UNION

Hot Flashes

ART ERWAY and his man Friday, BRADY sure on the turbulent seas last weekend . . . NOW ART I I I . . . MARY KLUMB arm in arm with JOHNATHAN HUNTINGTON . . . Looking more and more serious every day, HELEN SCHLEGEL and LARRY CLARK . . . our condolences to shattered love's young dream, LUCILLE NICHOLSON and CLAUDE YOUNG . . .

Blonde of any week:
ESTELLE EVANS

With flashing black eyes the lovely CARLOTTA SCINTA seen arming with MATTY EWELL . . . getting writer's cramp scribbling her name, RUTH DIEFFENDERFER . . . our week's nod for nice couples, the RUSSELL MAR- RON'S . . .

Out of a sick bed:
PEARL BOYD

RUFUS REINA going in Italian Restaurant bizz in May . . . Whizz at bridge, JEANETTE GLOVER . . . HAROLD HAITER now behind the wood at Cotton Club . . . Trying on most every chapeau in d.f. store, MARY DICK . . . Zooming skyward in aviation, BILL "ZOOM" ZIMMER.

Music lover:
AL BASSANI

TOWN!
CITIZENS OF EAST ROCHESTER:

WE ASK YOU TO HELP US WIN OUR JUST DEMANDS. WE APPEAL TO YOU: WORKERS OF THE EAST END SHOP! TO JOIN THE C. I. O. UNION NOW! DON'T DEPEND UPON THE FALSE PROMISES OF THE COMPANY. THE COMPANY HAS PROVEN TO US THAT THEY WILL NOT KEEP THEIR WORD. A VICTORY FOR US WILL MEAN A VICTORY FOR YOU! HELP US WIN! JOIN HANDS WITH THE MILLIONS OF WORKERS THROUGHOUT THE COUNTRY WHO ARE NOW MARCHING TO VICTORY WITH THE C. I. O.

East Rochester Lodge of the Amalgamated Association of Iron, Steel, and Tin Workers of North America.
COMMITTEE FOR INDUSTRIAL ORGANIZATION.

**More Old Gold
Rumblings on 54**

FLORENCE NIGHTINGALE takes a bow as a possible solution of this brain buster. Here's the explanation; please take it for what it is worth.

There is a FLOOR in the picture and the sleeves in the kid who is being socked has RENTS in the sleeves . . . FLORENCE.

The little lassie is in an evening gown, so we take it it is NIGHT, the events are taking place in an INN and a fight is a GALE . . . NIGHTINGALE.

What next on this brainbuster?

Hot Flashes

Swingtime and springtime for attractive lassie, GERTY ROBINSON and BILLY ROGERS . . . AGGIE PARKER doing the light fantastic with BOB HALL . . . wouldn't be surprised to hear of the engagement of BETTY KILMER and DICK JUDSON . . .

Swell girl:
LOUISE WILSON
(Rochester Theatre Lass)

GAY BAKER and GERRY ZORNOW, looking raptly at each other while dancing . . . MARY WILEY and ARTIE COWLES, doing the uptown, downtown, 'roundtown . . . Rumor has it there's a romance in the offing for JOAN STOKES and ED SPROC . . . ANN OLSEN and WILBUR NEUMAN, seen at the ROCHESTER CLUBBERY on kiddies night . . . Kidding PAULINE KULL about those great big limpid orbs, this week . . . JANE CARHART and NED HAMMOND arm in arm, busily swapping tall stories.

Margaret's Beauty Shop

Machineless
Permanents
974 E. MAIN MONROE 4848

Smalline's

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

TALBOT GROCERY

102 Spruce Ave.
Gen. 1141 Gen. 5121

KELLY GRILL

Liquor - Beer - Wine
662 South Ave.

SERVICE!!

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

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

**The State
Detective Bureau**

Licensed and Bonded
829-839 Granite Bldg.
Rochester, N. Y. Stone 162
Specializing in complete
Investigations of all natures.

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

Cash Prizes

Everyone Welcome—No Red Tape
No Entrance Fee

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

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

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

Rochester Public Library
14 North Avenue
Rochester, N. Y.

Divorce By A Shade

(Page 5)

NIGHT CLUB GUIDE **10¢** FEATURE NEWS

ROCHESTER FLASH

SPORTS THEATRES STAGE/SCREEN/RADIO

WEEKLY

Vol. 1—No. 17

ROCHESTER, N. Y. APRIL 24, 1937

DIVES THRIVE IN DOWNTOWN AREA?

(Page 11)

WORKING GALS GO RITZY

(Page 3)

Flash Traffic Safety Campaign

DOES YOUR LICENSE APPEAR IN THIS EDITION?

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

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

**24th WARD
NO MAN'S
LAND, SAYS
PRIZE LETTER**

(Page 7)

Absolutely Free

\$40.00 in merchandise absolutely free! For the best eight letters for WHY I deal with The Independent Merchants and not the chain store monopoly. Winners will receive \$5.00 in trade at the nearest Co-operating Independent Merchants Store.

Answers must be in by April 30th.

The ROCHESTER WEEKLY FLASH will publish the winning letters.

Sporting Goods Free at Your Favorite Sporting Goods Store

(See Page 8)