

Chauffeur Nick Gentile holds door of limousine sent to take beatniks to evening's job.



PHOTOGRAPHS BY ERED McDARRAH



As beatnik muse listens, von Ehmsen reads poetry by candlelight.

# BEATNIKS FOR RENT

*For a little bread, these bearded bohemians can make your blast the swingiest*

**B**EATNIKS are now Big Business. Or almost. At least one group of beats operating out of New York's Greenwich Village finds that beards, dark glasses, shaggy sweaters, and equally shaggy poetry are in demand by fashionable hostesses who want to give their guests something to talk about.

Fees start at \$25 for a single beatnik, \$50 for a bevy. The beats will sing folk songs, recite verse and, if requested, mingle with guests, expounding the beat message.

"Beatniks for Rent" began as a joke when managing editor Fred W. McDarrah ran the following ad in his "Village Voice," weekly Greenwich Village organ:

"Rent Genuine Beatniks. Badly Groomed But Brilliant."

To McDarrah's surprise, inquiries flooded in, and he began sending his hairy friends to posh neighborhoods where socially accepted beards probably had been seen only on the Smith Brothers.

Star of McDarrah's beat stable is Ronald von Ehmsen, poet, painter, and world traveler (he has driven his Italian motor scooter through 34 countries). Recently, von Ehmsen and a few beat colleagues provided the floor show at a party thrown by Mrs. Joe Given, wife of a New York disc jockey, in suburban Englewood Cliffs, N.J.

Arriving in a sleek limousine provided by Given, von Ehmsen and his pals enlivened the occasion. The grateful Givens invited the beats to stay for supper, and von Ehmsen was heard muttering: "Like, man, who says you can't have your bread and eat it, too?"



Hostess Mrs. Joe Given and star attraction exchange toasts.

During quiet moment, beatnik surveys "square" crowd he must keep entertained.

