

APR 11 '38

London Terrace News



STACK 9

APRIL

1938

produced at
the well
ers left the
to ago.
support, ac
will enable it
cip.

CTION
ernoon
L

JAMES
his
Monday
to
Saturday

CLUB
ing

STARK

KING

IONS

OUNT
ING
T LA
0

er 66 Years
's Sons
OPTICIANS
e, Clocks
o Jewelry
PECIALTY
11 7 P.M.
P.M.

VENUE
Cor. 23rd
ck Store

ACE NEWS



3 Story Fireproof Building
45,000 sq. ft. of Space
NEVER CLOSED
24 HOUR SERVICE

EXCELSIOR GARAGES, INC.

536-546 WEST 23rd STREET

Between 10th and 11th Avenues

Recommended by London Terrace Management

DIRECT TELEPHONE LINE FROM LONDON TERRACE
SWITCHBOARD TO EXCELSIOR GARAGES, INC.

Call the House Operator and we are at your service

PICKUP and DELIVERY

ANY HOUR OF THE DAY OR NIGHT

PARTS and SERVICE . . .

Repairs and parts to all makes of cars, washing, lubrication, accessories, brakes, ignition, batteries, tires, body and fender work, Duco painting—expert color matching, Power Prover service, Auto radio — sales and service.

TOWING AT ALL HOURS
EXPERT SERVICE MECHANICS
ALL WORK GUARANTEED

USED CARS and TRUCKS . . .

All Makes — All Sizes — All Years
at our used car lot

519 WEST 23rd STREET

NOW is your opportunity to get a used car. All are in excellent condition throughout, mechanically perfect and guaranteed. We have the car or truck you want at the price you want to pay.

Remember — The 1938 "Money Saving" Dodges and Plymouths are now on display at our new car showrooms in London Terrace.

S. E. Cor. 24th Street and 10th Avenue.

EXCELSIOR AUTOMOTIVE SERVICE, INC.

536-546 WEST 23rd STREET

CHelsea 3-3050 - 1 - 2 - 3 - 4

24 HOUR EFFICIENT — RELIABLE SERVICE

LASTING SATISFACTION

*BECAUSE everything is carefully hand-finished and completely
ODORLESS.*



You'll enjoy wearing clothes that have been cleaned by our
CUSTOM CLEANING process.



SO CONVENIENT—SIMPLY CALL ON HOUSE PHONE.
And remember! SAME DAY CLEANING, if desired.

LONDON TERRACE CLEANERS

TAILORS — FURRIERS

410 Building (Store)

415 Building (Lower Corridor)

NEW YORK'S FIRST SAVINGS BANK

invites you to use the special facilities provided by the Manage-
ment of London Terrace which enables you to deposit
regularly with the Bank through the Cashier's Office.

A dollar starts an account for grown ups or children. Coin
banks loaned to depositors by the Bank make saving easier.



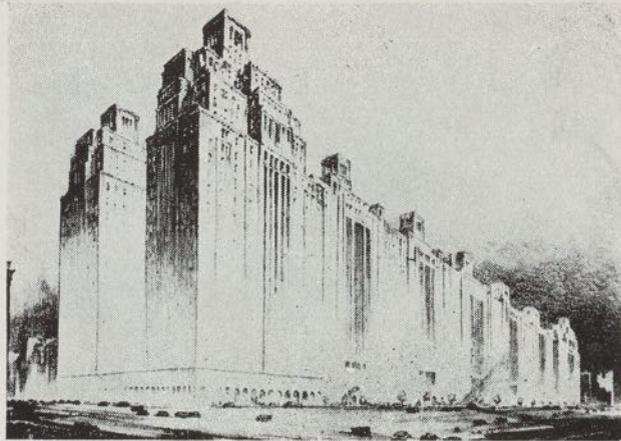
The Bank for Savings

in the City of New York

Chartered 1819

22nd Street at
Fourth Avenue

70th Street at
Third Avenue



London Terrace

In Old Chelsea

NOW RENTING
FOR OCTOBER

A HOME WITHIN A CITY—A CITY WITHIN ITSELF

Forty-one types of apartment ranging from one room and kitchenette to six room penthouse; some with wood-burning fireplaces, many with cross ventilation. A good selection of apartments available for immediate occupancy.

Renting Office on Premises—435 West 23rd Street

WM. A. WHITE & SONS

Established 1868

51 EAST 42nd STREET

Renting and Managing Agents

NEW YORK CITY

Let Us Help with Your Spring Housecleaning

Maid Service.....50c an hour

Special Monthly Rates

Floor Waxing:

1 room..... \$1.75

2 rooms..... 3.00

3 rooms..... 4.50

75c an hour for waxing
around rugs.

Wall washing.....75c an hour

Window Cleaning:

Double window.....40c each

Single window.....25c each

Bathroom window....15c each



For further details call the

HOUSEKEEPING DEPARTMENT

The NEWS of

London Terrace

APRIL, 1938

VOLUME VI

NUMBER 4

Tra-la!

Our Garden will officially welcome the advent of Spring on Saturday, April 16th, when it will hold open house for residents, their children and their friends. The next day being Easter, there will be live bunnies on view for the children and colored eggs to be hunted.

A number of new plants, flowers and shrubs will greet the new season and residents are cordially invited to be present and bring their friends—if only for the purpose of turning them green with envy at the sight of our resplendent surroundings.

Canine

It is now many months since the height of the Great Dog Controversy which had Manhattan by its ears, resulted in police action over "curbing" your dog and impelled one or two large apartment houses to refuse tenancy to persons with dogs.

Well, everything is all right around home here, both for doggers and non-doggers. Terrace dog-owners have cooperated so beautifully in training their dogs that the Management has received many compliments on residential canine habits and whatever controversy there was is gone with the winds of yesteryear. Wm. A. White & Sons, Managing Agents for London Terrace, takes this opportunity

to congratulate dog-owning tenants on their cooperation and non-doggers on their fair-mindedness.

It only goes to show that there is usually a good way out of any controversy if it is handled in an adult, comprehensive manner, which is the way we have become used to handling things around here.

Churches

As Lent enters its final two weeks, it is well to say a few words for the many fine churches of all denominations with which the Chelsea neighborhood is so generously endowed. All of them of course are holding special services all during Lent and Terrace residents have ample op-

portunity for commemorating this holy season.

Elsewhere in this issue of the NEWS you will find a complete directory of the neighborhood churches.

Literary

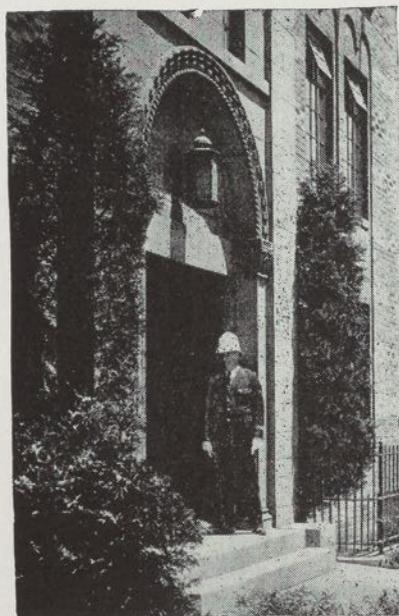
Every other Friday evening beginning April 8th, literature will hold sway in the Penthouse Club. Mrs. Sarah Wheeler, well-known commentator and critic on subjects of the pen and typewriter, is to conduct a series of novel and entertaining book reviews. They will present an unusual idea in literary discussion, with actors and actresses enacting scenes from the works involved.

Fifty cents will get you past the door into a seat and the time is 8:30 P.M.

Moving Up

The "B" boys are bowling them bow-legged in the Chess Club Championship Tournament. As we write these lines Barry and Brenneis are leading in section A and Blomquist and Biederman in section B. Mark Pecker, however, is close on Barry's castle and may come down the stretch nose and nose with the leaders. Ditto for Riddell and Robin in the other section. Robin, by the way, is the heads-up fair sex representative in the race.

A photographic finish is indicated.



APRIL, 1938

5

DINE AND DANCE SHINDIG

PUT down the evening of Saturday, April 16th, as one in which to get out your dancing shoes, tuck a napkin under your chin and go to town with the big dinner dance to be thrown in Elizabeth Flynn's downstairs dining-room in the 405 Building. It's the Bobbies Ball, no less, and its purpose, aside from giddy gaiety, is an Employees' Benevolent Fund.

affair is \$2.50 per plate. The Bobbies Ball is an excellent opportunity to indulge in a gay Saturday evening with congenial neighbors and friends with the added consolation that the money spent is going to a very worthy endeavor.

Lent ends at noon on the day of the Ball, so there will be no drawback to a mad, merry melange of mirth and music.



Photo by Frederick of the Waldorf

House Chairmen Mrs. Douglas S. Critz, Mrs. James Rodwell and Mrs. Charles W. Johnson map plans for the Ball with Bobbies Milton Harker and Jack Hayes

Most Terrace residents have a little more intimate feeling for their service employees than is usual in ordinary apartment houses and hotels due to the un-failing good humor, willingness and extra courtesy shown in their daily duties. It is a feeling that should be augmented by the Ball, which will be followed, it is hoped, by other events which will render the Fund a permanent, ever-growing institution. A committee composed of employees' and tenants' representatives is to administer the Fund.

Entertainment is planned for the Ball, besides the dancing and dinner, the latter to start at seven o'clock. The cost for the whole

SPRING TONIC

ONE of the best antidotes for that murky, muggy feeling sometimes known as "spring fever" is a few minutes spent in the company of Miss Aliska Constantine, the vitamin and vigor lady who puts the Terrace feminine contingent through its conditioning paces.

Coming into the Pool and Exercise Room environs from the outside and an early spring thaw, one encounters Miss Constantine boiling over with health and charm, imparting her magic formula to everyone within communicating distance. She's especially on the happy side this year be-

cause she's adopted herself a manageress who takes the cares and details of the business management off her shoulders. Mrs. Allen is the name of the manageress, she is an experienced beauty and health business expert, and she and Miss Constantine are kicking up their heels and going places.

But don't get the idea that Miss Constantine has succumbed to the impersonality of "big business" methods. She increases the number of her classes instead of making them larger and one of her greatest prides of achievement is the fact that the Terrace ladies regard their conditioning classes almost as clubs. The importance of the classes in banishing loneliness and idle time is almost as great as their health and beauty aspects. She cites the case of one young matron whose health and mental attitude were at a particularly low ebb, with loneliness the only cause. A few weeks in Miss Constantine's classes and she was a different person—had gained weight (but not too much), sparkle and a zest for living that she herself considered practically miraculous.

A young mother's class has got going recently on Mondays, Wednesdays and Fridays, in which a number of the young ladies brought their "slack" size down from 20 to 16. And Miss Constantine is wondering if perhaps a "night-cap" affair for hard-working business ladies wouldn't fill a need—a scrub and a workout and a swim just before bed to relax and smooth out and make ready for a bang-up night of repose. If you're interested, get in touch with her and perhaps it can be arranged.

Oh yes, one other thing. The firm of Constantine and Allen announces that they have unearthed and have on hand a new swim cap which absolutely keeps the hair dry. It's guaranteed and it's new and it works. You need no longer be afraid of the waves because of your wave, if you get what we mean. But work is call-

ing and now that we've got all this health talk out of our system, we're going to fold right up on the typewriter and take a long Spring nap.

La Visit

Ecole Maternelle Française, the French School in the 455 Building, recently entertained no less a distinguished personage than Count Rene Doynel de



Photo by Frederick of the Waldorf
Mme. Fregosi shakes hands with the French Ambassador in front of her Terrace French School as dignitaries and Bobbies look on and everybody smiles

Saint-Quentin, brand-new French Ambassador to the United States. The Count was so intrigued by the young French students, Mme. Fregosi their instructress, and the School and London Terrace in general that he stayed much longer than he had intended and almost failed to show up for weighty appointments elsewhere in the city.

The children, who possess a savoir faire that turns adult Americans green with envy, had a grand time with their visitor; they sang American and French songs, conversed in two languages and no doubt swapped opinions on the state of French politics.

Mme. Fregosi, to whom visitors are the spice of life, played the role of charming hostess with even more than her usual verve. All in all, quite a time was had. The Ambassador, after a few amazed looks at the largest apartment house in the world, was re-

ported (unconfirmed) to have murmured that he was going to petition his Government to move his Embassy from Washington to New York so he could live here.

BIG NIGHT

MONDAY Nights in the Penthouse Club was all wet on the evening of March 7th when the participants, along with

some of the members of the Chelsea Charities and the Bridge Club were the guests of the Cribari Winery over on West 26th Street.

Each Monday night the Cribari brothers are hosts to a party at their Winery. Major Jay A. Umpleby, their sales manager and a Terrace resident, arranged the facilities for the Terrace groups and a neat little time was enjoyed by all concerned.

The Cribari parties are something of a ritual. The guests are outfitted with monks' robes and candles and are conducted on a tour of the place with all the ceremony of fifteenth century Benedicts breaking out a ripe keg. Huge four and five thousand gallon casks of wine line the walls and the total amount engaged in the aging process at one time would fill our Swimming Pool three and a half times—that is if anyone were extravagant enough

to fill the Pool with wine. (Note to Management — This hint wouldn't give you any ideas, would it?)

The accompanying photo shows the Terrace wine inspectors getting down to cases—or we should say, down to kegs. They are about to tie into a good old antipasto Italiano, to say nothing of spaghetti, crackers, cheese, with the proper vino to go with each course—all on the Cribari brothers. In the background you can see the casks, with their contents aging away like mad. It looks like the Cribari boys have something there.

On the following Mondays, the Penthouse sessions got back to normal, with Mr. George Luttlinger, attorney, discoursing on hypnotism, resident Dr. Blanche C.



Terrace guests of the Cribari Winery snapped just before tearing into repast

Weill on juvenile delinquency and Mrs. Colby Griffin on astrology.

The first April Monday will find Captain Edward Page Gaston, national commander of the Patriot Guard on the rostrum all set to tell "What's Wrong With America," April 11th will consist of a professional Magic Show by Master Magician Bob Sherman, and on April 18th Miss Florence Jensen will play a return engagement by popular demand to go further into the intricacies of numerology.

HOW would you like to take a Cook's Tour of London Terrace apartments with your Lady at Leisure instead of Mr. Cook and get a peek at some of the many attractive apartments that I have attempted to describe in these columns, as well as some that I haven't told you about? Well, you're going on the trip, whether you want to or not—we're off!

A Times Studio photographer took some handsome pictures and I intend to show them to you, one or two at a time. The only regret we have is that we could only take a small percentage of the many unusually decorated apartments around these parts. We hope at a later date to get around to some more and will pass them on to you, via the NEWS.

I think most of you will recognize the two pictures on this page as not long ago I told you about this unique drapery treat-

Lady at Leisure



when drinks are served across this very sure enough looking bar? A hidden radio usually provides appropriate swing music so it's hard to imagine that you are in a private home when you look around at the business-like set-up in this living-room closet-bar. These attractive quarters are occupied by Mr. David Dillon, well-known designer of modern furniture, so it is easy to understand the completeness and good taste evidenced in this apartment home of Mr. Dillon and his room mate, Mr. Marshall Wilson. Next month we will call on some other Terrace

dwellers and you will see an entirely different method of decorating.

In keeping with Mr. Cook's idea of seeing the world, I asked Mrs. J. Roger Davis, a London Terracer who believes in letting her family "eat" their way around the world, for some of her famous recipes. Mrs. Davis and I thought we'd cash in on Italian publicity and talk about that much in the news country, Italy. And when you talk about Italy you usually talk about spaghetti and the important part of the dish—the sauce. Mrs. Davis says your husband will never leave home if you have the following in the ice box:

- 3 yellow onions, sliced
- ½ green pepper, minced
- 1 clove garlic, minced
- ½ lb. chopped beef
- Prepared mustard—1 tsp.
- 1 can Italian tomato paste
- 1 can Italian tomatoes
- 1 teaspoon thyme
- Salt and pepper

Gently fry onions and garlic in olive oil till onions are yellow. Add meat mixed with mustard, breaking it up well with a fork as it browns. Add remaining ingredients and simmer ½ hour, adding water if too

(Continued on page 12)



Photos by New York Times Studio

ment—the circular rod—remember? To refresh your memory, the walls of the room are Dubonnet, the trim white and the hangings at the window are just "off white" satin. Notice the attractive and practical table and benches which are made of blonde wood. Most useful if you are entertaining and very decorative at all times. And speaking of entertaining who wouldn't want to get invited to a cocktail party



SIXTY WORDS A MINUTE

Business looks to this young lady for capable secretaries and stenogs

TEACHING teachers how to teach business education has a grim sort of sound, but Helen Reynolds, who does just that, is anything but grim. Of course your interviewer didn't see her at work, but it's a safe bet that she works as pleasantly as she chats.

Not that she's flippant about teaching teachers how to teach. It's a profession with her and a serious one, but she has a sense of humor and an interesting breadth of viewpoint that make her job alive and fascinating.

She has always taught, ever since she graduated from Ohio University and went to work in its College of Commerce. She was born and raised in the University's college town of Athens and only moved to New York—and London Terrace—permanently last Fall. She's at New York University now, working for her doctor's degree and acting as instructor in the Department of Business Education there.

Business Education means, for the most part, stenography and typewriting, although other subjects, such as office management and merchandising, are beginning to loom large on the scholastic horizon. Employers more and more are anxious to shift the training responsibility to other shoulders than their own and the schools must keep step with the tempo of modern business methods. Miss Reynolds, as a matter of fact, is all for a greater variety of vocational training in the schools. Many young people, she thinks, are forced into vocations for which they are not fitted because there are not the facilities for learning others.

Asked the hoary old question about classical versus vocational studies, she replied that she didn't believe either had to be sacrificed for the other. A well-rounded person should have a classical background for a complete enjoyment of living, but he



or she should also be equipped to earn a living at something or other on leaving school. This may sound a bit pat, but anyone who has had any practical experience with American scholastic methods knows that it is surprisingly difficult to get that sort of an education in the public schools.

Miss Reynolds broke into print recently smack in the middle of another controversial subject—the little matter of married women teaching. She engaged in a written debate with Alonzo F. Myers in the *March Forum*, wielding the cudgel for the single women. She's broad-minded about it though, doesn't think it's right for capable women teachers to be thrown out, just because they yearn for a little matrimonial bliss.

What she objects to are Mr. Myers' insinuations that single teachers on the whole are less fit to teach than the married ones.

She points to the divided interest that must occur between the married woman's home and professional duties. She dismisses as old-fashioned hooey the idea that single women past their twenties do not lead complete, normal lives and are therefore not capable of guiding the young.

Teaching, to Miss Reynolds, is an exacting, full-time job. One of the main reasons why she likes it is because her thirst for knowledge is an acute one. To be a good teacher one can't know too much and she never ceases her efforts to learn as much about as many things as she can.

That also is why she prefers the cosmopolitan atmosphere of New York to the cloistered halls and campuses of Athens, Ohio. She admits it was something of a wrench to leave her home, her lifelong associations and friends to break into the wilderness of Manhattan. Now that she's here and settled, however, she's enjoying every minute of it. Her chief complaint is that she doesn't find the time to do all of the things she'd like to do.

Your interviewer was interested in the young people—mostly girls—who tear into business courses hoping to land good jobs when they are through. Although Miss Reynolds teaches prospective teachers she is not out of touch with other students and employment directors, so she should know something about these ambitious youngsters.

What did she think about the girls? Do they expect to go into business as a career, or is it a stop-gap until they can marry the boss or his son or the boy who works in the purchasing department?

(Continued on page 17)

Book Nook

THE literature of adventure and action has the call at the Book Store this month. "Action At Aquila," the Civil War saga unreeled by Hervey (Anthony Adverse, remember it?) Allen is zooming into popularity and the faithful are just a bit relieved to learn that it is a regular-size tome and not a giant like the first one that made this author famous. "Escape" literature, the critics are calling this one, meaning a good rousing romantic yarn told for its own sake—and that's what it is.

Another popular "escape" number, but with the word meaning something entirely different, is "Dry Guillotine," by Rene Belbenoit. It is a blood-curdling, hair-raising autobiographical account of a convict at Devil's Island and his escape therefrom. It is well told in simple, graphic prose and is one of the sensations of the current book season. Not recommended for a sedative.

John O'Hara, the lad renowned for his modern realism in "Butterfield 8" and "Appointment in Samarra," has a new one, "Hope of Heaven." It is laid in Hollywood and has to do with a script writer and his soul or lack of one. It is colorful, juicy and entertaining, but goes in for a little more histrionics and a little less honesty than Mr. O'Hara's earlier efforts. Must be the Hollywood influence.

For straight amusement "My Ears are Bent," by Joseph Mitchell, is finding favor. It is a newspaper feature writer's "off the record" account of celebrities and would-be celebrities he has interviewed and is one of the best of its kind. And if you like your fiction built for strong stomachs James M. Cain's new one is

"Serenade." Criticized as more obvious than his "The Postman Always Rings Twice," it still makes for lusty reading.

For simplicity and quiet narrative with a flavor of old America there is "Home Grown," by Della T. Lutes, whose "The Country Kitchen" was so well received. It contains character sketches and incidents in the life of a farm family in Michigan fifty years ago. Miss Lutes combines humor, sentimentality and drama in a straightforward, interesting manner.

The shriek-and-faint fans are

palpitating over "Murder by Prescription," by Jonathan Stagge, "Murder On Margin," by Robert George Dean, "The Mayor On Horseback," by the old reliable E. Phillips Oppenheim, "The Silent Witness," by John Stephen Strange, and "Sudden Silence," by Cortland Fitzimmons.

Latest arrival among these we have "Warrant For X," by Philip MacDonald, one of the better of the whodunit scribes.

"America's 60 Families" is a documented exposition of concentrated wealth in this country and the evils that the author claims go along with this concentration. He has his viewpoint and in many ways it is a sound one, although naturally many of his conclusions are challenged by those who think differently. This one is highly recommended for a foundation for scintillating dinner-table argument.



"Leave them here till tomorrow night—I'm breaking in Smith's shoes tonight."

SCENERY

LONDON TERRACE, as you may or may not know, has a Landscape Consultant. His name is Ronald Douglas Clucas and he knows his stuff.

A half hour's talk with Mr. Clucas and the average person's brain is reeling with phrases



about acid soil, sweet soil, perennials, annuals, spring bulbs, Fall colors, hydrangeas, tulips, altitude, atmosphere, cold, hot, warm, chilly, spadings, growings, banks, lime, protection, ventilation, humidity, moisture, top soil, cut-overs—and a good many more that are unremembered.

But unless we appear misleading, it should be noted that Mr. Clucas doesn't bewilder you with trade terms nor does he talk over your head. He's a practical man and therein lies his success. He knows his business literally from the ground up. He was born and raised around his father's commercial plant and flower nursery and he studied horticulture the hard way—doing spade work, juggling potted plants and learning from experience the practical questions of soil, moisture and sunshine.

His motto is "stick to good taste and art will come natural-

ly." He is here not only for the purpose of overseeing our Garden but to consult, help and plan with our penthouse and terrace residents, thereby giving them the benefit of the experience and ability of an expert who is responsible for many of the garden spots of New York and the surrounding countryside.

Mr. Clucas' experience has taught him that garden owners usually know what they want in general terms. His job is to translate those terms into practical accomplishment. There are

a thousand pitfalls which the garden owner can fall into just because he or she doesn't have the technical knowledge to keep out of them. Mr. Clucas considers it a privilege to supply that technical knowledge coupled with creative ideas of his own.

If you're lucky enough to own a Terrace garden, it'll be worth your while to have a chat with Mr. Clucas. You'll find him to be a pleasant gentleman who can simplify many complicated matters in connection with your flowers, bulbs and plants.

CHELSEA CHARITIES STARTS YEAR

CHELSEA Charities, Terrace organization, dedicated to spreading cheer and material help to less fortunate families of the Chelsea neighborhood, has com-

renew acquaintanceship and acquaint new members with coming activities. Mr. Wilfred Robinson, chairman of Chelsea Charities, was in charge and handled



Photo by Frederick of the Waldorf

Chelsea Charities officers: (Left) Mrs. Leo Rosenbloom, chairman of house chairmen. (Right) Mrs. James G. Torrens, corresponding secretary

pleted its 1938 set-up and is headed for another fine year of better endeavor.

On Monday, March 7th, a luncheon was held to welcome new officers and house chairmen and to enable veteran workers to

the overwhelmingly feminine membership in masterful style. Miss Florence Wills, newly-elected treasurer, was on hand to face her new duties, thus getting one up on Miss Helen Cameron, recording secretary, who

**THE LONDON TERRACE
NEWS**

Published monthly for residents of London Terrace. Address all communications to the Editor, Manager's Office, 435 West 23rd Street, New York City.

*Flowers for
Easter
Day
and Every Day*



**LONDON TERRACE
FLOWER SHOP**

was unable to attend. Mrs. Leo Rosenbloom accepted the post of chairman of house chairmen and Mrs. James G. Torrens agreed to act as corresponding secretary.

House chairmen present were: Mrs. Paul C. Woodbridge, Mrs. Charles W. Johnson, Mrs. Dane E. Wells, Mrs. Robinson E. Beauchamp, Mrs. Byron Hall, Mrs. Charles A. McGinniss, Mrs. Donal F. McCarthy, Mrs. Fred W. Brewer, Mrs. Robert A. Nagle, Mrs. James S. Rodwell, Mrs. Thomas P. McAweeney, Mrs. Douglas S. Critz, Mrs. D'Arcy Parrott, Mrs. William H. Redmond, Mrs. Garrett Dalton, Mrs. Walter A. Cooney, Mrs. Edward J. Maroney, Mrs. Leo Rosenbloom and Mrs. Joseph R. Bolton.

Also present were Miss Mae Vanderboget, Mrs. Roland L. Stratford, Mrs. Ethel Nugent, Mrs. Ida Clyde Clarke, Mrs. Gladys Graves Stark and Mrs. Sarah Wheeler.

To round out the afternoon "party" bridge was played under

the expert eye of Mrs. Stark and Mrs. Wheeler told the gathering some details concerning her Living Book Reviews which she is launching here.

LADY AT LEISURE

(Continued from page 8)

thick. This should then be set aside to "ripen" at least 12 hours. Serve with grated Parmesan or Romano cheese, Grissini and a green salad. This is enough sauce for 1 or 1½ lbs. of spaghetti. Or if you prefer something a little less commonplace than spaghetti, try "Polenta." Here's Mrs. D's recipe for that: Make a good stiff cornmeal mush, throw in a generous handful of grated American cheese and stir well. Pour into oiled pan and leave to chill. When cold, cut in slices, dip in flour and fry in hot olive oil. Serve with the same sauce as given above. And scrambled eggs are greatly improved if served with said sauce.

But when you are cooking such odoriferous culinary items as the above a serious problem—ever present in these heavily occupied apartment dwellings — Cooking Odor, raises its ugly head. There is something new on the market that sounds like the solution to all this. It's called "Sanovan" and if it isn't handled by one of our local merchants, I am sure it will be soon. This little jingle was used in the Sanovan ad passed on to me by a thoughtful tenant:

*Two little letters, P and U
May come to mind
when smells you rue,
But horrid smells
need shame you never
For Sanovan
end P-U's forever!*

This same public-spirited tenant also suggests a simple old-fashioned method of getting satisfactory results in eliminating C. O. Simply place a small pan of vinegar on the stove while you're cooking.

"Rest is nothing but rust if you take too much of it at one time" so says "By-Paths" but I feel that we both need a rest—you readers and yours truly.

*please, mother, could I have a new dress made
especially for me?*

call bess baker, 420-2 B

**CURTAINS
DRAPES
SLIP COVERS
BLANKETS**

Strictly Dry Cleaned

Beautifully Finished

FREE SUMMER STORAGE

LONDON TERRACE CLEANERS

410 Bldg. (Store) 415 Bldg. (Lower Corridor)
Call on the House Phone

Shop Shots



I HAVEN'T talked about the weather for a long time because I was told by my best friend and severest critic that almost all my columns dragged in that much discussed topic which should not be mentioned unless one is very much at a loss to know what to say. Now that's one thing I *never* have been accused of. So I will explain that it occurred to me that the mention of Spring, which I think has just about arrived and Easter that I *know* is arriving, seems like a most natural thing to talk about at the moment. Everyone certainly associates Shopping with Easter and usually the first thing Milady buys for Easter is a hat. So why not save yourself a trip uptown and see

Betty Wilbur

who can make even the most trying of the new and brief headgear look becoming. She has been tried and found true by many of our lady residents. Miss Wilbur is conveniently located in the 410 building, apartment 6H.

The Beauty Shop

promises to help make that new Easter bonnet more becoming by giving you the latest hair-do

which, since the "hat recession," is most important. They also will provide almost a new face through the courtesy of Miss Iolanthe G. Barber of the Merle Norman Studios, by means of their "Scientific Complexion Treatment and Waterproof Make Up" and all this is absolutely free—trial treatment idea.

The Florist

also comes to mind along with Easter as everyone associates flowers with that particular day, and while you're thinking of gifts of blooms for your family and friends don't forget yourself and your apartment. Now's the time to stock up on plants that are pretty sure to last through most of the summer if you give them proper care.

Postal Telegraph

counts on Christmas and Easter as red letter days on their calendar and surely you wouldn't dis-

**NEW DEAL
SHOE REPAIRING
CO.**

214 NINTH AVE.
Near 23rd St. CHelsea 2-7311

VAGABOND VOYAGES

Cargo and Freighter Cruises to All Parts of the World

Around the world — 135 days — \$550.00

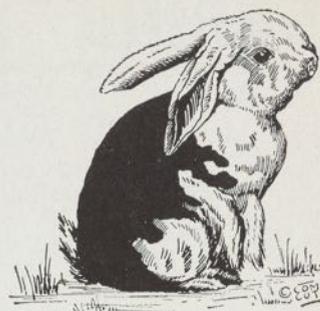
Five day all expense cruise to Bermuda..... \$55.00
Six day all expense cruise to Havana..... 75.00
Thirteen day all expense combination cruise to Havana and Miami 125.00

All passenger, cargo, and freighter cruises at standard steamship rates.

We sell airway tickets on all lines.

SISK TOURS

435 West 23rd Street Next to Renting Office
Open until 7 P. M.



EASTER

- CARDS
- BUNNIES
- BOOKS
- NOVELTIES
- BASKETS

Natural Chicks and
Ducks

DEVELOPING
PRINTING
ENLARGING
of the better kind
KODAK FILMS

TYPEWRITERS

Rented
Repaired
Sold
Exchanged

All Makes

Easy Payments Arranged

LONDON TERRACE
BOOK SHOP

219 Ninth Ave., New York

Call us on your
House Phone

Skillful Alterations

*Let Us Reline or Remodel
Your Spring Clothes, NOW*

*Or We Can Measure You
for That New Suit or Coat*

Choice of all wool fabrics—styled
and priced the way you want it.

LONDON TERRACE TAILORS

for both Men and Women

410 Bldg. (Store)

415 Bldg. (Lower Corridor)

Call on House Phone



ELECTROLYSIS EXPERT

TRIAL TREATMENT

ONE DOLLAR

Permanent Removal of Unwanted Hair by the Multiple System.
Endorsed by Physicians. Special rates to London Terrace Residents.

CHe 3-3771
Consultation Free

250 W. 24th St., 2D West
Chelsea Gardens

Having A Cocktail Party?

Let us help solve your problems by preparing your canapes, a varied assortment of delectable appetizers arranged attractively on silver platters with ripe and green olives and cheese bits, delivered to your apartment, at the very reasonable price of 60c per dozen.

Stuffed celery — with roquefort cheese - - - 10c per stalk

ELIZABETH FLYNN'S LONDON TERRACE
RESTAURANT, Inc.

illusion them. Let's show Postal that we are nice thoughtful people and believe in greeting our intimates with appropriate messages on the 17th of April.

The Book Shop

can supply you with a card for everyone if you prefer to remember folks that way. Or if you are a sure enough Easterner, you probably give little gifts to a chosen few and here's the place to go for a large assortment of things that will please everyone on your list.

The Drug Store

feels that it has the most appropriate line of articles to offer as gifts in the way of perfumes, candy and smoking supplies. In my professional capacity I cannot say what I think but as a private citizen I'm inclined to favor Miss Gibney's toilet counter wares. The latest smoking gadget is that tricky holder in which you place a cigarette through which the smoke from your lighted cigarette passes, thus eliminating that unpopular element known as "nicotine." When the spare cigarette turns black, it's time to put in a new one. Wonderful saving on the teeth. Maybe you'll only have to see your dentist once a year if you use this nicotine-removing holder.

The Housekeeping Department

is beginning to think about Spring housecleaning, even if you aren't. It has to be done sooner or later so better begin to organize and get a head start on those put-offers who wait until hot weather before they get around to cleaning out a closet here and a drawer there. If you do a little of that

EXCLUSIVE
MILLINERY
Hats Altered

BETTY WILBUR
Apt. 6-H 410 Building
House phone or CHelsea 3-5990

sort of thing that nobody else can do for you, you will be ready to have the real work done by professional cleaners and the reward of being all spic and span will repay you for the small amount of effort that you will have to put forth.

The Laundry and Valet

are not to be forgotten when it comes to getting set for cleaning time. Or if you haven't discovered the advantage of sending things to the Laundry and Valet here in the Terrace any hour of the day, any day in the week, you've missed one of our super-super services. Why stand on your ear getting everything all sorted and packed up at just a certain hour on a certain day, when you can adjust the day to suit your schedule which may vary each week? Just a suggestion, my friends, but it's a good one if I do say so and shouldn't.

I just remembered quite a few things that I need for Easter so will take my own advice and visit our various shops, stopping first at the Beauty Shop to see what can be done about my face.

Yours truly,
THE SHOP SHOOTER.

Dough

We were sitting at our desk on the first official day of Spring, which if you'll remember, was a honey, busily watching the grass sprout in the Garden, when a very charming voice spoke in our ear. "A penny saved is a penny earned," the voice said, and vanished.

We immediately jumped up, shook a dollar out of our back pocket and rushed over to the cashier's window in the Administration Office. There, as we expected, we found a representative of the Bank for Savings, all set to handle our deposit. And we were so imbued with the love of mankind that while we were there we opened an account for a small nephew of ours who

? ? ?

*Does your furniture suffer from spring fever?
Has the winter given it that "rundown" look?
Perhaps—it's still a "recession hangover."
Don't subject them to the chilling annoyance of leaving the building instead—call*

THE UPHOLSTERY SHOP
Lower Corridor, 455 Building
House Telephone or CHelsea 3-7000

From Monday to Thursday Three of the Following Items Are Offered for One Dollar

<p>HAIRCUT FINGER WAVE MANICURE</p>		<p>SHAMPOO EYEBROW ARCH</p>
465 Building		House phone or CHelsea 2-9653

LONDON TERRACE BEAUTY SALON
Open from 9:00 A. M. to 8:30 P. M.

CH 3-1085 Est. over 66 Years

Geo. Nockin's Sons
JEWELERS AND OPTICIANS

Diamonds, Watches, Clocks
Silverware and Fine Jewelry
REPAIRING A SPECIALTY

Open Evenings Until 7 P.M.
Saturdays 9 P.M.

252 EIGHTH AVENUE
One door from S. E. Cor. 23rd
We Have No Branch Store

POSTAL TELEGRAPH

MAINTAINS IN
LONDON TERRACE
AN
EXCLUSIVE
OFFICE
FOR YOUR SERVICE
TO SEND A
TELEGRAM
CABLEGRAM
RADIOGRAM
MONEY ORDER
or secure a messenger to run your errand

Simply ask for
POSTAL TELEGRAPH
on your House Phone

If you can not be there for
EASTER DAY in person,
a greeting on
POSTAL TELEGRAPH'S
attractive special blanks is
next best.

hangs onto more money in a week than we do all year.

It's all true. By arrangement with Wm. A. White & Sons, Managing Agents for London Terrace, the Bank for Savings posts a representative at the cashier's window every Saturday morning from nine till twelve to take care of all thrifty and would-be thrifty folks and their small nieces, nephews, sons and daughters. After you have opened your account—for as little as a dollar—all deposits can be han-

Elizabeth Flynn's
EASTER SUNDAY DINNER \$1.25

Including a Glass of Port, Sherry or Sauterne Wine.

Served from 12 noon until 10 P.M.

Fresh Fruit Cocktail	Fresh Lobster Cocktail — Russian Dressing	Fresh Shrimp Cocktail
Fresh Grapefruit and Mint Cup		Chilled Tomato Juice
Fresh Tomato Soup with Whipped Cream		Consomme — Rice
Roast Individual Baby Chicken — Delicious Stuffing — Cranberries		
Sizzling Platter Filet Mignon — Mushroom Caps		
Roast Long Island Duckling — Apple Dressing		
Whole Broiled Liver Lobster — Drawn Butter (Received especially from Gloucester, Mass.)		
New Garden Peas	or	New Lima Beans
Mashed Potatoes	or	Baked Idaho Potato

RELISHES

Lettuce and Tomato Salad with Cucumber Slices or Stuffed Celery on Crispy Lettuce		
Fresh Huckleberry Pie a la Mode		Fresh Strawberry Parfait
Chocolate Cahew Nut Cake a la Mode		Iced Cream with Chocolate Square Cake
Butterscotch Nut Sundae		
Coffee	Tea	Milk

. **SPRING**

Is Just Around the Corner

Let's greet it with crisp, snow white Curtains and fresh,
 gay Slip Covers laundered by

LONDON TERRACE LAUNDRY

as only they can do them.



Lower Corridor

435 Building

FUR STORAGE

LOWEST RATES

CLEANING, GLAZING, REMODELING

Now—at Low Summer Prices.

LONDON TERRACE FURRIERS

410 Bldg. (Store) 415 Bldg. (Lower Corridor)

Call on House Phone

dled through the Terrace cashier without making a trip to the Bank.

Quite convenient and thoughtful, we'd say, so if you don't save money this year, it's your own fault.

BUSINESS TEACHER

(Continued from page 9)

ment? Well, Miss Reynolds says that the girls are realistic-minded. They haven't many story-book ideas about marrying the guy from Park Avenue. Usually it's the boy in the purchasing department and here's what's interesting. Miss Reynolds says that although the girls look forward to marrying, very few think of marriage as putting an end to their jobs in business. The great majority of them expect to marry and go on working. The social and economic implications involved here are rather vast and neither Miss Reynolds nor your interviewer is prepared to go into them fully at the present time. We'll let you draw your own conclusions.

And what about the gag concerning the boss and whether he picks his secretaries for their

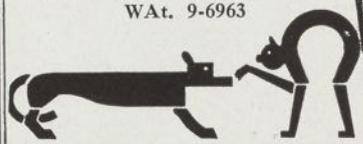
HAVE YOU A DOG OR CAT?

WE BOARD —
TREAT — CLIP
PLUCK — BATHE
MANICURE them

Outdoor Runs X-Ray
Sanitary Kennels Surgery
Day - Night Service

DR. LEON ROTH
CHELSEA DOG &
CAT HOSPITAL

303 W. 20th St., near 8th Ave.
WAt. 9-6963



DRESSMAKING
and
ALTERATIONS

MRS. O. LE COUNT

450 BUILDING
APARTMENT 1A
WAt. 9-7163

Church Directory

of
Lenten Services

❖ ❖

Baptist

North Church
232 West 11th Street

❖ ❖

Episcopal

Church of the Holy Apostles
9th Avenue and 28th Street

St. Peter's, Chelsea
346 West 20th Street

❖ ❖

Lutheran

German Lutheran Church of
St. Paul
312 West 22nd Street

❖ ❖

Methodist Episcopal

18th Street Methodist
Episcopal Church
305 West 18th Street

❖ ❖

Presbyterian

Chelsea Presbyterian Church
214 West 23rd Street

❖ ❖

Reformed

Reformed Church in America
350 West 26th Street

Marbe Collegiate
Church
5th Avenue and 29th Street
West

❖ ❖

Roman Catholic

St. Columba
341 West 25th Street

beauty or their brains? Disregarding, for the sake of the argument, the hypothesis that some lucky damsels possess both, Miss Reynolds says that there is no doubt but that the average boss

wants lookers. If they also happen to be able to count up to 100 by threes, then he is just so much better off.

But what about the great American credo of business effi-

ciency? Doesn't the boss get tired of empty blonde heads and decide that a little less scenery and a little more skill would improve his business day? No, says Miss Reynolds, he doesn't. If the blonde makes too many mistakes he fires her and hires a knockout brunette. He keeps this up until he finds, say, a red-head who is nice to have around and can conduct her duties with a certain degree of efficiency.

"Well," your interviewer said profoundly, "it looks, Miss Reynolds, as though your job revolves around the necessity of teaching teachers how to teach beautiful nit-wits to be intelligent."

"No," replied Miss Reynolds, smiling very charmingly, "I wouldn't say that that covers it entirely."

By this time your interviewer had decided he'd asked enough questions, so he didn't ask any more.

RUGS

CLEANED SHAMPOOED

REPAIRED STORED

◆ ◆ ◆

UPHOLSTERED FURNITURE

Cleaned In or Out of Your Apartment

◆ ◆ ◆

LONDON TERRACE CLEANERS

415 Building (Lower Corridor) 410 Building (Store)

Call on House Phone

London Terrace Management

announces the following

RESIDENT PROFESSIONAL SERVICES

M E D I C A L

<p>ROBERT E. FRICK, M.D. 445 West 23rd St., Apt. 1B CHelsea 3-6677</p>	<p>EDWARD M. DITOLLA, M.D. 445 West 23rd St., Apt. 1B Rlverside 9-8703 and CHelsea 3-6677</p>
<p>B. M. SHALETTE, M.D. 425 West 23rd St., Apt. 1B CHelsea 3-1224 and 1225</p>	<p>ALFRED C. DUPONT, M.D. 455 West 23rd St., Apt. 1B CHelsea 3-1894</p>

D E N T A L

<p>PAUL ROBERT JACOBS, DDS. 415 West 23rd St., Apt. 1B CHelsea 3-5858</p>	<p>BARNETT M. WARREN, DDS. 425 West 23rd St., Apt. 1E CHelsea 3-6434</p>
--	---

O S T E O P A T H I C P H Y S I C I A N

DR. J. B. CULBERT
460 West 24th St., Apt. 1E
WAtkins 9-4761
By Appointment

BEATRICE E. MADDEN, R. N.
announces the re-opening of her office
for the practice of colonic therapy at
415 WEST 23RD STREET
London Terrace, Apt. 2D, CHelsea 3-0947
By Appointment Only
If no answer CHelsea 3-7000

BRIDGE INSTRUCTION
Tuesday Afternoon
1:45 P. M.

DUPLICATE GAMES
AFTERNOONS
Thursday and Saturday
EVENINGS
Tuesday, Thursday, Saturday

PENTHOUSE CLUB
470 Building

GLADYSE GRAVES STARK
Director