

London Terrace News

FEB 27 1937



FEBRUARY

1937

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Plymouth
Cars



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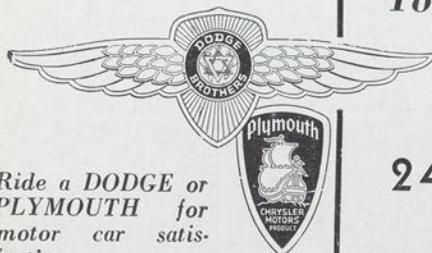
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and safety

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Why not make it a

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With one of our

85¢

Yankee pot roast
full course dinners

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THURSDAY

Mid-week Frolic Night

\$1.25 Dinner

Sizzling Platter Filet Mignon
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bakery*

TUESDAY

a day of days—solve your problems—forget
your worries by eating one of our

85¢ Dinners

Individual chicken pot pies

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FRIDAY

FISH DAY

Half Lobster Thermidor

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*Hot Cinnamon Buns fresh from our
bakery*

WEDNESDAY

Maid's day off

85¢

spend it with us

Corned Beef and Cabbage

Hot Sally Lun fresh from our bakery

SATURDAY

Your week-end night

DINE and DANCE

Dinner 85¢, \$1.00 and \$1.25

*You don't have to be a lawyer to attend
our bar!*

SUNDAY

A DAY OF REST

ENJOY YOUR DAY

Turkey or Filet Mignon Dinner

\$1.00 and \$1.25

Concert music between 6 and 7

ALSO OUR SPECIAL PLATTERS FEATURING A MEAT COURSE
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Lenten Specials Served Every Wednesday and Friday During Lent

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or if need be, in a few hours

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NO ODOR

NO FADING

NO DISAPPOINTMENTS for we clean right in
London Terrace.

Ask about our **CUSTOM CLEANING** — the finest possible.

Recommended for your better clothes.

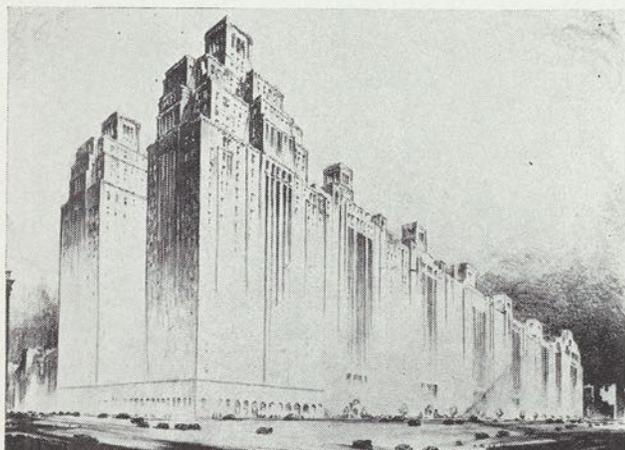
SO CONVENIENT — simply call "Valet" on House Phone.

LONDON TERRACE CLEANERS

TAILORS — FURRIERS

410 Building (Store)

415 Building (Lower Corridor)



London Terrace

In Old Chelsea

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.

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WM. A. WHITE & SONS

Established 1868

51 EAST 42nd STREET

Renting and Managing Agents

NEW YORK CITY

London  Terrace

FEBRUARY 1937

VOLUME V

NUMBER 2

Broadcast

The 10th Precinct of the Police Department of the City of New York, which serves our neighborhood, has passed on for publication a safety message from the Mayor. It is for the benefit of motorists and is couched in typically vigorous prose. The Mayor delivers himself as follows:

Would you drive your car off the top of a twelve-story building? No. Doubtless you would shudder to think of the impact as you crashed to earth. Yet when driving at 60 miles per hour any car has this same impact force at such speed if you suddenly smashed into any object. The destructive force would be just the same as if you had started off the top of that building. Motorists: remember the force of speed—adjust your accelerations to conditions on the road.

F. H. LAGUARDIA, Mayor
City of New York

Helping Hand

It takes a calamity like the present flood along the Ohio and Mississippi to show that the average citizen can rise to an emergency in a warm-hearted, generous manner for the benefit of less fortunate fellow human beings. The Red Cross appeal for funds and clothing for flood sufferers has not fallen on heedless Terrace ears. Mr. Martin

is putting his Book Store at the disposal of residents as a headquarters for clothing contributions. Red Cross representatives are picking up the bundles from his place of business—thereby putting no obstacles in the way of busy persons who have things to give but haven't the time or opportunity to see that they reach the proper destination.

The Uniformed Service Staff, following a suggestion from the night telephone operator, anted up for a pool and with the assistance of \$11.00 from Royal Scarlet employees served up a total of \$129.32—which put London Terrace Employees in the newspaper

columns of donaters of over \$50.00. Other concessionaires got up a pool of their own and did their bit for the cause.

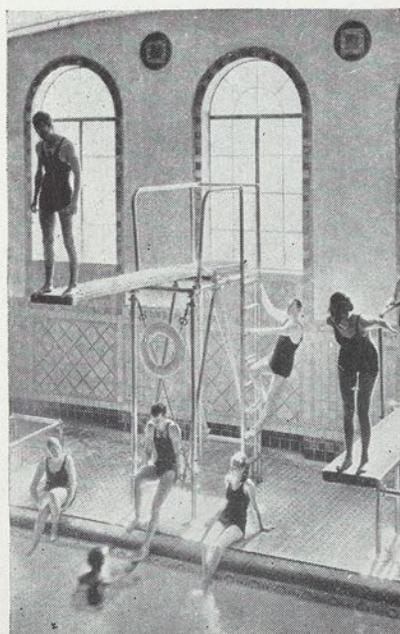
The NEWS enjoys printing an item of this sort and extends heartiest congratulations to residents, employees and shops for cooperation in a worthy endeavor.

Racket

Racketeers are as slippery as water. Bottle them up in one place and they ooze through in another. Their latest dodge is a little swindle concerned with collecting on fake C.O.D. packages. They have even invaded London Terrace with their nefarious schemes, so the Management, for its own protection and that of residents has taken steps.

The Twenty-third and Twenty-fourth Street Package Rooms will be glad to accept C.O.D. packages for residents—but must be notified in advance of the expected arrival of the packages and be given the money with which to pay for them. Neither the Package Rooms nor the cashier, obliging fellows though they are, will be allowed to pay for packages unless they have been given the money by the tenant to do so. The Management cannot permit them to run the risk of "taking the rap" from slickly dishonest schemers.

We are sorry that this is not a world of universal honest broth-



**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.

ATTENTION!

Removal to California forces me to sell entire contents of my apartment including AC, DC, PHILCO CABINET RADIO, HOOVER VACUUM, KITCHENWARE, ETC.

Worth your while to investigate.
Phone WAtkins 9-5347.
415 - 12D.

erhood, but for the present there doesn't seem to be much we can do about it except protect ourselves. Cooperation will be appreciated.

Immaculate

The Renting Office is a firm believer in the old-fashioned virtue of taking time by the forelock—whatever that means. Anyway, during the brief hiatus between the peak of the Fall business and the start of Spring activities the Office treated itself to a dressing-up. It is fully re-decorated now, repainted and revarnished and anything else that could be thought of, ready to present an immaculate face to early renewers and Spring renters.

Terrace apartments are now so chock-full that it must be something of a problem for William A. White and Sons, our Managing Agents, to figure out just what to say to people who come around and insist upon moving in. However, it's their problem, so we're not going to waste any time worrying about it.

**HAROLD FRANCIS MANN
ASTROLOGER**

By Appointment
CHelsea 2-3919

WATER-SPANKER DE LUXE

THAT enormous dither of splashing and foaming emanating from the Pool these days stems from the activities of a spectacular water-dog named Leonard Spence. Mr. Spence is a personable young man with a symmetrical build—the youngest of the famous trio of the Spence brothers; swimming champions and holders of more aquatic world's records than Mrs. Astor's pet seal. Leonard recently wrapped up the Spence School of Swimming, put it in oil-skins and dumped it into the Terrace Pool. The School seems to like its new home, says everybody has acted very nice and friendly and figures it will stay here as long as its welcome doesn't wear out—which shouldn't be for a long time to come.

The Spence School of Swimming is just what its title says it is, and a little more besides. It welcomes all varieties of swimmers or would-be swimmers. It will start you in from scratch, teach you your first stroke, improve your form—swimming that is—if you already know a stroke or two, or take you through the jumps and make a tournament swimmer of you if you think that's the sort of career you'd like and have the possibilities.

One of the Spence theories about swimming is adapting style to the individual person. One reason why many people never can make much progress in the water, Leonard says, is because they have been trying to swim in a way which is not suitable to them. He ferrets out these idiosyncrasies, he says, and soon has his most awkward-appearing pupils streaming through the water like so many animated surf boards.

Another feature of the Spence system is that the fee is based on accomplishment, not on the number of lessons. Your objective, whether it be negotiating unaided the length of the Pool or learning the crawl, is what counts,

no matter how long it takes you to achieve it. In other words, Spence is willing to gamble his time against his ability to teach you your stuff. Arrangements may be made for either individual or group instruction—each group to consist of not less than four nor more than six persons.

Spence, as a matter of fact, is abroil with ideas. He hopes to preserve the Spence Swimming Clubs intact to carry on at the Terrace Pool and plans are under foot—or water—to accommodate new members among interested residents. These Clubs are an institution among water fanciers of the city. They are for instruction and amusement, are divided into age classifications and either sex is eligible for membership. There will be more about them later as soon as a course of action has been definitely settled upon.

An idea of how the Spence School is considered among the swimming trade may be gleaned from the fact that it does a neat little business in instruction of coaches—both school and club. Spence has any number of pupils who are tops in the art of water gamboling and he plans an exhibition meet in the Terrace Pool once a month at which one of these big-timers will be present among a squad of his talented students.

Spence is enthusiastic about the Pool—thinks the general set-up is designed to give himself, the public, the Terrace and its residents a bang-up break in the matter of swimming sports. The Pool should see plenty of interesting activity during the months to come.

The water's excellent.

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MISCELLANY

REPORTS for 1936 are in from the Carpenter, Refinishing and Repair Shops and they look pretty imposing. The boys who look after our furniture and apartment repair and construction seem to have been as versatile as they were busy. The Repair Shop did everything from repairing a razor strop to putting a new rope on a clothes dryer. Lamp repair was the big item on this list, with 228 of them taken care of. There were seven coffee percolators fixed up, 45 beds and two couches. Somebody had their gas stove taken out and somebody else had an iron fence removed.

The Carpenter Shop piled up a total of 2880 orders over the year, ranging from the building of a toy house to installing a pencil sharpener. The Shop built two bars, repaired three tea wagons, three bars and one lemon squeezer. It put up two Christmas trees and one soap dispenser. Curtain rods led the list—418 being made, with shelves put up and chair repairs running second and third—242 and 232 respectively. Love seats underwent hard usage, three of them calling for rehabilitation.

The Refinishing Shop went to work on 66 bookcases, 59 miscellaneous pieces of furniture and 53 tables. Among other items it presented the following with shining faces; one bird cage, one utensil holder, one clock, two shoe racks, one moulding, three pails (use unlisted), one pole (ditto), twelve kitchen floors and three scales.

All of which indicates that the maintenance departments are being utilized extensively by residents for all kinds of repair and construction work. No problem is too unique for the boys downstairs to solve; no job too big, too small or too eccentric for them to handle. And here is a tip they pass on. It will save you time, expense and inconvenience if your furniture and knickknacks are looked over regularly;

small breaks repaired before they become large ones. Living with our furniture constantly as we do, we are apt to become so accustomed to it that we overlook the fact that it is taking on dinginess and creakings. A little foresight is all that is needed to keep it as smooth and fresh as the day it came from the store.

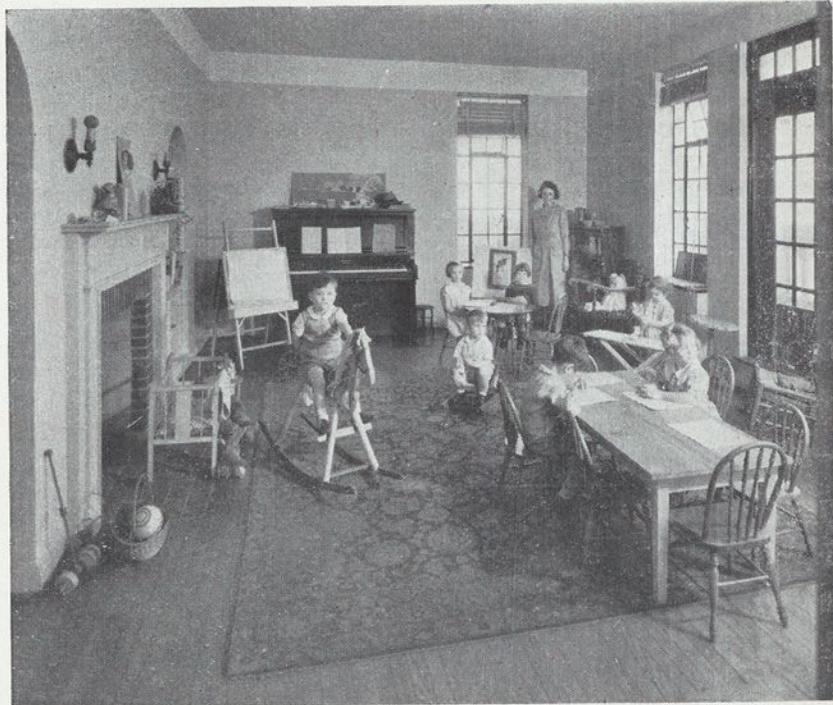
Star Dust

Somebody up at Fox Movie-tone News heard about how handsome and talented were the kids in London Terrace School and decided to put them in the movies. They did an ice skating act which got a good hand at

son Square Garden.

Three of them were picked for the actual performance—Jane Di Stasi, age two, Tommy Clarke, age four, and Bobbie Frick, age three. They didn't have to stick to a script—the director let them do whatever they felt like. The results were some intricacies of routine that made Sonja Henie gurggle with envy.

Movie scouts, of course, covered the showing and before long Miss Truman, head of the School, received a call from *Parents Magazine*. The latter was putting on a style show for the movies and wished the services of some experienced child Thespians. Gretta Durnell, age four,



The Terrace School in session—a remarkably congenial spot for eager tots supervised by capable Delia Truman

the Embassy Theatre on Broadway—particularly at the performances attended by the parents. Seven of the children went up to the rink at Rockefeller Center and took a screen test. They wore two-runner skates and caromed around the ice having more fun than a polar bear in a hockey game at Madi-

son Square Garden.

came through this time, appearing with Miss Di Stasi, Master Frick and a number of professional children.

The Terrace School was not formed for the purpose of preparing children for picture careers, but it looks as though it's accomplishing it nevertheless. It all sounds quite intriguing.

LADY AT LEISURE

"LAZY LADY" would be much more fitting this month! I'm afraid I can't live up to my editor's optimistic promise in the January NEWS that I'd make up *this* month for laying down on the job *last* month. I'll blame it on the Flu—it deserved to have unpleasant things blamed on it. It took all my pep and apparently most of my ideas, if any. But please bear with me until I get back to normal, which will be any day now—I hope!

There are a few things that I talked about last year which will bear repeating, I think. First, I'd like to again mention the many up-to-date ways of cleaning your apartment without the use of out-dated dust cloths and dust mops. I know you who read my column with some regularity are tired of hearing me harp on this uninteresting subject. But it is still unpleasantly interesting to those who are unfortunate enough to live under people who continue to shake their cleaning paraphernalia out of their windows. If one is having luncheon or tea guests and said guests are admiring the lovely Garden below, what is more embarrassing than to have that view marred by the waving of the above mentioned dust removers out of a nearby window? Why not invest in one of the many new gadgets and make your housekeeping simpler and your neighbor happier.

Rugs are the next to which I again wish to refer. I wrote at length not so long ago about the advantages of broadloom carpeting all over the floor, both from a decorative standpoint and from the "deadening of noise" angle. No matter how careful you are about walking around in the wee small hours of the night (this is not for people who don't want to be careful—they're hopeless!) or no matter how softly you play your radio late at night, it can be heard in any modern fire-proof building if your floor is not well

covered. Plenty of carpeting does help in so many ways so if you are considering new floor covering do give broadloom proper consideration. It will make your room look almost twice as large as it does if you now have it only partly covered and the people below will be so pleased. I don't mean to sound like a Girl Scout but do start the New Year right (a trifle late for resolutions) by thinking a little bit more about the people around you.

I was quite intrigued recently by an unusual effect obtained by the use of silver paper in the back of a secretary containing dishes and glassware. Decorators say food receptacles do not belong in the Living Room but I personally fell heir to some lovely gold-banded glassware that I consider quite decorative and as I am a bit shy on cupboard room I use my secretary shelves and I like the looks of it. The silver paper was pasted on the back wall of the shelves and gave the effect of a mirror, giving depth to the piece of furniture and showing off the contents to advantage.

Have you tried this one? It's a grand cocktail although some may think it a bit sissy. Use one-third gin, one-third unsweetened grapefruit juice, one-third Apricot Brandy (domestic will do) and the white of an egg. Sound good? It is good!

My helpful friend, Mr. H. C. passes on this grand food combination for a cold, wintry night. To use Mr. H. C.'s own words, for what he calls "Rabbit in Burgundy" I quote:

"Take a good-sized hare, or garden variety rabbit although the latter is not of such fine flavor, pickle (after cleaning well, of course) in Burgundy for three or four or more days. The more the merrier. Place one or two good-sized onions sliced fine in a pot and saute with much butter. When browned but not burned, place the meat which you have dried (but do not wash) over this, cover well and allow

to take up the aroma. When you think it has fulfilled its purpose add some of the pickling wine and some water to cover, salt and pepper and allow to simmer (after coming to a boil) for hours. It should almost fall apart. A bay leaf and some few pickling spices (whole ones) may be added and it helps while cooking. Of course the sauce should be judiciously thickened and the whole served with potato pancakes (if your stomach will digest them—mine won't) or mashed potatoes and, of course

BAVARIAN RED CABBAGE

Place some bacon or salt pork in a pot, add a sliced large green apple, one or two large onions sliced fine and allow to saute. The bacon or pork of course has been cut up. While this is going on in a covered pot, slice or rather shred a red cabbage of the size of your appetite and then add to the bacon etc. Add some water, then about a cup of red wine vinegar, five or six whole cloves and about a cup of sugar. Salt is a necessity. Bring to a boil and simmer for the time necessary to cook until tender. Red cabbage takes longer than green. There should not be more water than enough to keep from burning, probably about two cups, for the cabbage cooks down, the cloves, vinegar, etc., add flavor, the sugar sweetens and the whole thing is fit for a king and tastes a little sour, then a little sweet. But it's a cold day dish."

I have switched from "Diamond Points" to "By-Paths" for my closing line this month. I have chosen, "You can read some people like a book, but you can't shut them up as easily."

So in case anyone is thinking something like that about me, I'll say Adios.

FOR SALE

COCKER SPANIELS — 3 months. A.K.C. Home-bred. From \$25. Kingsbridge 6-3672.

AMBASSADOR OF HEALTH

From Sally Lucas Jean children of all nations get a new impetus along roads to stronger bodies and minds

FROM her apartment high in the 470 Building Miss Sally Lucas Jean sees much more than the Hudson and the Jersey shore line. Her interests are world-wide and have to do with the health of children from Tokyo to Connecticut. It is comforting in these days of the menacing growth of certain types of nationalism to talk to a woman whose life is devoted to the successful promotion of international cooperation in the matter of child health. Miss Jean is the Executive Secretary of the Health Section of the World Federation of Education Associations. That is an imposing title which goes with an imposing job. Miss Jean wishes it could be simplified somewhat, but hasn't yet found the way to do it.

To go with this imposing job and title one finds an alert, enthusiastic lady who speaks in definite, easy-flowing language of the history of her organization, its aims and accomplishments. She is a native of Baltimore, a teacher and nurse by profession. In talking with her one quickly senses the broadness of viewpoint and executive ability which raised her from the ranks and put her in the forefront of one of the most progressive social movements of our day.

Early in her public health nursing career Miss Jean started specializing in health studies and practice. Like all real progressives she realized that simplicity and truth were needed to supplant complicated theory and hide-bound tradition. Children were being treated to formal studies in "physiology" which they were unable to translate into terms of their own personal health. They

were taught — usually under threat of dire results to themselves—the number of bones in their bodies, the number of teeth in their heads, the circulatory system and its complications, but little attention was given to the importance of proper food, enough rest, sleep and exercise to make those bones and teeth and keep rich blood flowing through their bodies.

Miss Jean, together with other far-sighted educators, began to work along simple psychological lines. Her theory—it is still the same after almost twenty years—was to operate on the cause and effect pattern of thought.

This was done by appealing to the basic desires of children—the wish to play games well, to be strong and active, to have a good complexion, to excel in studies. The direct connection between the observance of hygienic rules and the accomplishment of these desires was explained simply and carefully. The system worked. Soon it was taken up nationally by the establishment of The Child Health Organization of America through the efforts of Miss Jean and the New York Academy of Medicine.

The enormously increased percentage of good health among the school children of this country has proved that Miss Jean and her associates were right. What was good for this country should be good for the rest of the world, and the next thing that came along was the World Federation of Education Associations. The Federation set up a Health Section devoted, in Miss Jean's words, to "promoting the health of children through the schools



of the world."

Through Miss Jean's New York office there clears a wealth of information from all corners of the earth. A group of scientists at Johns Hopkins, for instance, may have been experimenting with a cure for a disease prevalent among school children in India. Their findings and conclusions are relayed to physicians in the Orient to be compared with their own progress with the same disease. Similarly, clinics in Chile or China forward data to interested health educators in this country. Miss Jean travels a great deal—thinks nothing of packing up on short notice to take a swing around the Pacific—and is planning to attend a meeting in Tokyo next summer. She is as well known and liked in the schools and public health departments of Shanghai or Brussels as she is in those of Seattle or Boston.

The Federation holds a world meeting every two years at which health and educational representatives of all races and nationalities come together for mutual discussions, reports and future planning. These meetings are Miss Jean's great pride. She believes that such conferences furnish a basis for united peoples of the world instead of antagonistic

(Continued on page 14)

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LONDON TERRACE
BOOK SHOP

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Dine-and-Dance

Now that the indoor season of fun and frolic is driving us all mad with the dizzy social whirl—page Lucius Beebe—Miss Elizabeth Flynn, who caters to our triplet appetites for food, music and beverages that stimulate, has rallied round with some special attractions for diners and dancers. One of them is the return to her establishment of a dance orchestra during the dinner hours. The London Terrace Restaurant Orchestra it is called, a title which seems to carry something of a permanency about it. The members of the Orchestra can dish out plenty of captivating music—sweet or hot as the dancers feel in the mood—and are adding much to the gaiety of our playtime hours.

Miss Flynn's other first aid to digestion is the presence on her menu and in her kitchen of Special Platters in case you don't feel the need for a full, many-coursed dinner. These Platters appear at prices which would make your Scotch uncle buy a life-time meal ticket if Miss Flynn sold meal tickets, which she doesn't, and include varieties of edibles from sirloin steaks to omelettes, all with their vegetable sidekicks.

Somebody suggested recently

that Miss Elizabeth go out in the Garden and ring a dinner-bell when it's time to eat. She said no; it would be discriminating against the people whose apartments didn't face the Garden. Always fair-minded—that's Miss Flynn.

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Instruction Free

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APPAREL SHOP

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*Accessories for Men and
Women*



A view of Miss Flynn's Restaurant taken between meals

SHOP SHOTS

IT may be a little premature to be talking about Spring but it's pretty hard to keep interested in wintry subjects when the breeze is balmy and the trees are budding. Of course it may be 10 below zero by the time you read this but I haven't time to worry about that. The uptown stores are advertising and showing Spring clothes so why not dress up your apartment and let

The Upholstery Shop

help you get your apartment all ready ahead of time, before those unexpected hot days which seem always to arrive so all of a sudden like? A few wise people (including myself!) have already ordered slip covers and chintz drapes. In fact I'm *very* wise—mine have been on and up for a week. After drab days of Fall and early Winter, the new bright colors are a welcome change. At the same time, I moved my furniture around, at the suggestion of Mrs. MacLean, and the results are amazing—doesn't look like the same room. Why don't you take advantage of this free service—all the advice you want and it doesn't cost a cent.

The Carpenter Shop

can help too. If it's only a loose arm or leg (furniture only, of course) they'll fix that or they can change the appearance of your room by adding a book shelf *here* and a portable bar or fireplace *there*. If you have any piece of furniture that looks a bit battered and worn, call up the "Furniture Hospital" (better say "Carpenter Shop" to the telephone operator) and they'll come up and talk it over.

The Laundry and Valet

can do loads to make your place have a scrubbed face look. A pair of crisp, immaculate "glass" curtains at the window will make a gloomy day look much less glum. And your drapes and fur-

niture are sure to need cleaning about this time of the year. Somehow things usually look a bit woe-begone after festive Holiday decorations are removed and that's the time to get fixed up a bit to my way of thinking. Needless to say both the Laundry and Valet are at your service for other things, such as cleaning of blankets and quilts, to say nothing of your clothes that are usually in need of attention, if they're anything like mine.

The Flower Shop

window is full of lovely blooms that will make you feel like June even though it may be a little blustery outside. Flowers do add so much to a room and the potted plants are quite sure to last all summer, if you treat 'em right. And they make such nice gifts—not only for special occasions like birthdays or "sick-days" but if you want to thank someone for doing something nice, nothing is more appropriate or acceptable.

The Tailor

Do you know Tailor Loeb? If you don't you should. He's quite bashful and hides—not under a bushel but behind the scenes down in the 23rd Street Valet Shop. I sing his praises every chance I get as he does such fine work—from a beautifully tailored suit, to turning up a hem. And we gals have to get busy with those last year's hems as the skirts are getting shorter *and* shorter.

The Book Shop

I can't keep up with all the clever new things that the Martins discover from time to time. I just bought some of the crisp-looking shelf edging "Du-tone," a cellophane product—mine's red and white—and it does pep up my kitchenette. In fact it inspired me to clean all my shelves and drawers! Also got some bright red candles for my wall sconces and they too add zest to the old

BRIDGE SCHEDULE

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GLADYSE GRAVES STARK

Director

Penthouse Club 470 Building



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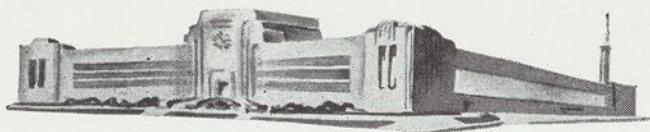
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furnishings. Funny how just a few new, bright things will change the appearance of your whole room.

The Drug Store

The "Hospital White" department has held the spotlight these last six weeks. I'm not good at remembering figures and I never have a pencil when I want one but Mr. Sherman did tell me the number of perscriptions filled during January and it was appalling. Not a very pleasant subject but it is a help to have a reliable druggist right in the building to take care of your doctor's perscriptions properly. Speaking of

Doctors, we have a "supply" right in the house, another comforting thought when you have need for a physician — and who hasn't lately?

The Beauty Shop

has added a very capable operator to their force—Mr. John and he does know how to cut hair and then set it. Best of all, he will listen to your ideas on the subject which has always seemed like a reasonable idea to me seeing as how it's your hair that's involved. Of course Mr. Albert has his following and there are others who prefer Alice or one of the other girls. They're all good—I know as I've had them all do work for me.

The Liquor Store

hasn't minded the cold epidemic—that is the not too serious ones that required only a hot toddy before retiring. And they'll tell you that there's nothing like a

pony of Brandy or Scotch to keep you from *catching* cold and who am I to contradict them?

The Food Store

as usual speaks for itself. Most London Terracers wouldn't know how to live without it. Watch for their specials each week—you'll almost always find bargains along with ideas as to what to have for dinner.

Dinner usually means the end of a day so why not end these ramblings?

Your friend,

THE SHOP SHOOTER.

Recital

Pursuit of cultural attainments among Terrace residents inevitably leads us to Mme. Emma A. Dambmann. We have known about Mme. Dambmann for some time—she has lived here several years—but special atten-

**DRESSMAKING and
ALTERATIONS**

MARGARET CARTER

House Phone
7 I-410

tion is drawn to her presence by an announcement of a concert to be given by her Junior and Professionals students augmented by several guest artists. The concert is to be held at the Master Institute Theatre, Riverside Drive at 103d Street, on Sunday afternoon, April 18th, at 2:30 P. M.

Proceeds will go direct to the students for their financial and artistic benefit. Tickets may be obtained from Mme. Dambmann, 1E, 430 Building, or at the Baldwin Piano Co., 20 East 54th Street.

CH 3-1085 Est. over 60 Years

Geo. Nockin's Sons
JEWELERS AND OPTICIANS

Diamonds, Watches, Clocks
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REPAIRING A SPECIALTY

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

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AN
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SISK TOURS

Steamship, airplane, bus, and railroad tickets to any part of the world.

You pay the lowest rate obtainable anywhere. No charge for service.

Many residents have used our service already. Others have dropped into the office for a chat and a look-see. Why not let your curiosity be your guide? If you care a rap about foreign lands you'll find plenty to interest you, and no one will raise eyebrows if you're just on the browse. Amble in when you're near the renting office. We're right beside it.

On the house phone ask for "SISK TOURS."
Or dial Watkins 9-0667.



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

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421 W. 24th St., Suite D
Opposite London Terrace

**From Monday to Thursday Three of the
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HAIRCUT
FINGER
WAVE



SHAMPOO
EYEBROW
ARCH

465 Building

House phone
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CHelsea 2-9653

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

R
**FOR SICKLY WINDOWS OR RUN-
 DOWN FURNITURE AND COLOR
 SCHEMES THAT LACK "PEP" CON-
 SULT, AT ONCE—**

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

London Terrace Management

announces the following
 RESIDENT PROFESSIONAL SERVICES

MEDICAL

ALFRED C. DUPONT, M.D.
 455 West 23rd St., Apt. 1B
 CHelsea 3-1894

ROBERT E. FRICK, M.D.
 445 West 23rd St., Apt 1B
 CHelsea 3-6677

B. M. SHALETTE, M.D.
 425 West 23rd St., Apt. 1B
 CHelsea 3-1224 and 1225

DENTAL

PAUL ROBERT JACOBS, DDS.
 415 West 23rd St., Apt. 1B
 CHelsea 3-5858

BARNETT M. WARREN, DDS.
 425 West 23rd St., Apt. 1E
 CHelsea 3-6434

OSTEOPATHIC PHYSICIAN

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

CONSULTING PSYCHOLOGIST

G. MARIE BROTT, M.A.
 470 West 24th Street, Apt. 8F
 CHelsea 3-6650
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 Federal and State Taxes

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Flowers for Easter

Gardenias and other
 potted Plants.

•
 Cut Flowers
 •

LONDON TERRACE
 FLOWER SHOP

SALLY LUCAS JEAN

(Continued from page 9)

ones. She thinks that misunder-
 standing is the greatest bar to
 international good will. Let an
 American child, for example, un-
 derstand that the Chinese child's
 chopsticks are as proper and effi-
 cient for his food as are a knife
 and fork for the American's and
 you have taken a big step toward
 the breaking down of racial prej-
 udice.

Miss Jean hopes and believes
 that her organization is laying the
 foundation for better understand-
 ing between nations and races.
 Health comes first—healthy bod-
 ies make healthy minds and atti-
 tudes. A closer-knit world does
 not necessarily have to be a wran-
 gling one, in her opinion, and she
 is working long hours every day
 to bring her millennium nearer
 reality. Other persons, dedicated
 to the same cause, are cooperat-
 ing with her and her associates in
 every country in the world.

Such united, wholesome effort
 seems bound to bring permanent
 results. When a peaceful, united
 world does arrive, Miss Sally
 Lucas Jean will be given a good
 slice of the credit.

LONDON TERRACE NEWS