

FEB 17 1938

London Terrace News



FEBRUARY

1938



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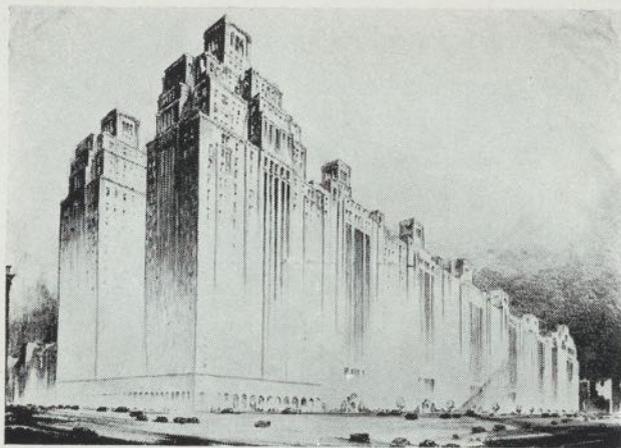
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NEW YORK CITY

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The NEWS of

London Terrace

FEBRUARY 1938

VOLUME VI

NUMBER 2

Cover

The glittering photo decorating our cover this month is from the camera of Murray Collins. He shot it from the roof of the 410 Building. Manhattan Night, it might be called, and it is a customary sight from the windows of many of the Twenty-fourth Street apartments.

Wm. A. White & Sons, Managing Agents for London Terrace, say "Live in London Terrace and see the world"—a sentiment echoed by contented residents.

Broadway

Miss Mary Williams, chairman of The Playgoers Guild, will be a Terrace guest on Wednesday, February 16th. In the Penthouse Club at 3:00 P. M. on that date she will speak on "New Horizons in the Theatre" and explain the workings of The Playgoers Guild to all of us who find it possible to attend. Tea will be served.

The Playgoers Guild is a ten-year-old organization which exists to take the hazards out of theatre going. For a yearly subscription fee of \$3.00, it enables you to buy any number of seats at any time for even the biggest hit shows and at reduced prices for many of them. The Guild saves you time, inconvenience and money.

Miss Williams knows the theatre from backstage to the front.

Her talk on February 16th will be an informal one about the Broadway hits, including anecdotes and stories of their stars, most of whom she knows personally.

Better put that date down for an interesting and profitable afternoon.

EXCITEMENT

THE Magic Carpet of Monday Nights in the Penthouse Club has been zooming around the world like an eagle in front of a ninety-mile gale. Early in January the Oriental crisis was reported upon, then came Germany from one who knows and on a later Monday in that month Pan-Americanism was the

subject of discussion, led by Dr. Jose Antonio Reyes. He brought with him as guests ex-president Carlos Davila of Chile, counsel-general Francisco Pardo De Zela of Peru, and J. Bejarano, ex-financial commissioner from Mexico to the United States. The last session of the month was given over to Robert Van Rosen with his talk on "Backstage Magic" and "Trick Shots in the Movies." Result was one of the most interesting months since Monday Nights started last spring.

Scheduled so far for February are Miss Alice Welles Benham on the 7th and Edith Tunnell for the 21st. Both these ladies are Terrace residents. Miss Benham, teacher, lecturer and traveler, will speak on her travels. Miss Tunnell, originator and designer of "Maportran," the ancestral portraiture of maps, will speak on that subject.

This weekly discussion gathering, managed for and by tenants, and with no fees of any kind connected with it, has been steadily growing in popularity, due to the variety of and interest in the programs presented. For the last few meetings overflow chairs had to be set up in the hall to take care of the crowd and there is some talk of moving over to Madison Square Garden. Probably nothing will come of it, however, because Monday Nights belongs right here where it was born under the capable ministrations of Roland L. Stratford.



POOL SETS RECONDITIONING PACE

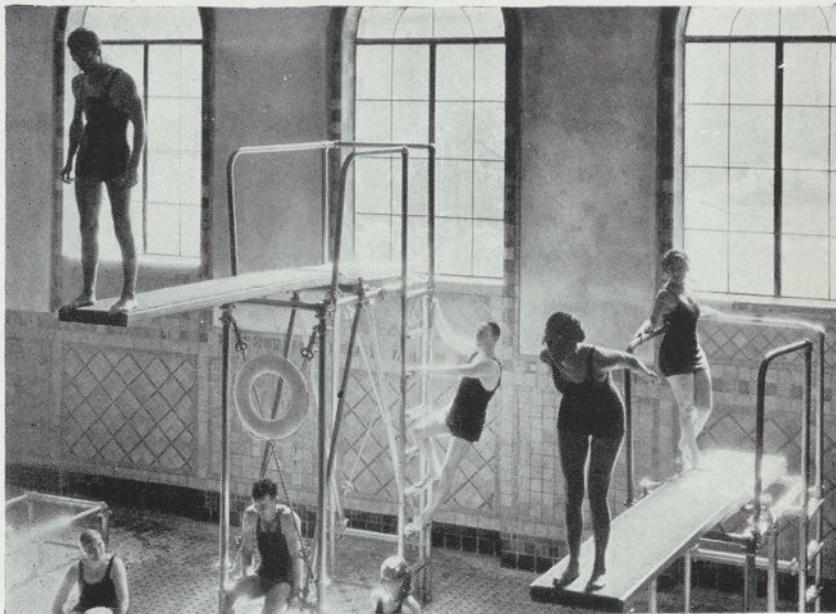
MISS Aliska Constantine, looking the personification of her slogan, "Health for Charm," led the NEWS reporter onto the balcony of the Terrace Pool. The reporter looked down and remarked that the only trouble with the Pool seemed to be that it didn't have any water in it.

"That reminds me," said Miss Constantine, "of the man who came in here, so they tell me, the other day. He ran out on the spring board in his bathing suit. Somebody yelled at him not to dive because there wasn't any water in the Pool. He said that was all right because he couldn't swim anyway. He didn't dive, though, because that's just a story and it didn't really happen."

"But still," replied the reporter, "there isn't any water in the Pool."

"But still," said Miss Constantine, "there will be water in the Pool when your magazine comes out, so why keep talking about it?"

The reporter was a persistent cuss, though, and he wasn't satisfied until he had found out why



Divers work out on Terrace Pool boards

there wasn't any water in the Pool. It seems that the Pool was undergoing a complete dry-cleaning. Every inch of its tiled surface was being scrubbed and the edges around the tiles were being filled with cement to make it as smooth as a Wallace Spence crawl stroke.

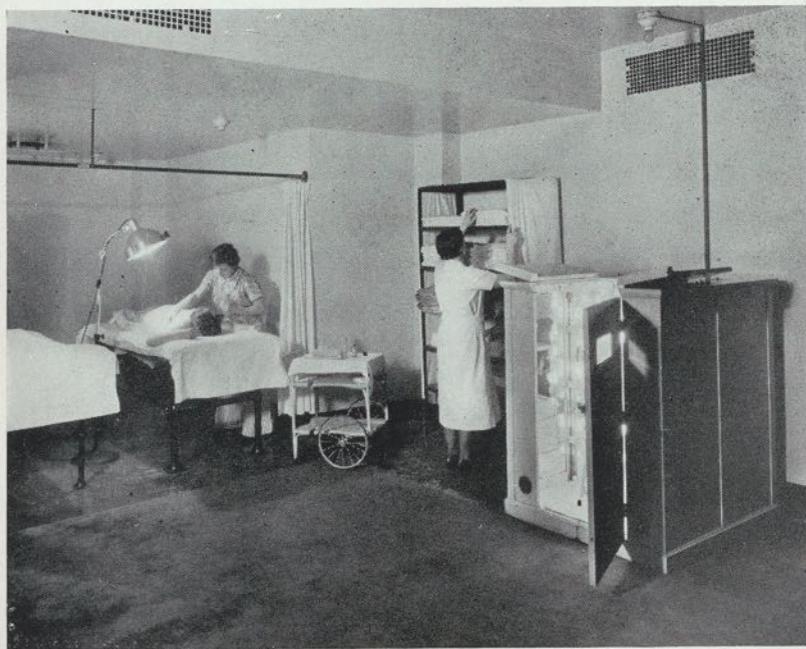
He also found out that the pil-

lars and the underside of the balcony were being painted white in order to give the Pool a light, airy effect. It seems that very little of this work could be accomplished with any degree of efficiency while there was water in the Pool, so that's why there wasn't any water in the Pool.

Miss Constantine was right, as she usually is, about there being water there when this issue comes out and everything points to an increasingly popular swim-and-dive emporium in the months to come. She said that this is the time of the year when people are concerned more than any other time with their health and physical condition. The ladies come flocking down to her Exercise and Massage and Swimming classes, asking for a pound off here and two pounds off there, please, and how about putting some sparkle back in their eyes and they *would* like to be able to swim across the Pool without puffing.

Miss Constantine nods understandingly and goes to work. The dear departed holidays, with their too much to eat and drink and their too little sleep, and

(Continued on page 13)



Massage Studio attendants go through their paces

Lady at Leisure



I'M still New Year's Resolution conscious so I'm going to continue to tell you about my resolutions because half the fun of making resolutions is in talking about them—the other half of the fun is in breaking 'em.

But seriously I think I've got an idea worth writing about. Of course it's not exactly my own idea—you'll no doubt recognize what I am about to say as something that your mother told you in your youth or you're sure to have read about it many times, one place or another. It has to do with doing things, not mentally but physically. I mean by that that the hardest work that we do is done in our heads, over and over again. We think and talk about the "hundred and one things" that we *should* do. If you're a housewife, it's the closets that should be cleaned or clothes that need mending or all those letters that should have been answered ages ago. And you'd so much like to join the Penthouse Bridge Group or work for Chelsea Charities or get around to a few concerts, Art Exhibitions and shows. But you just *haven't got the time*. If you're an office wife you're almost sure to have these household and social duties in addition to your nine to five o'clock routine.

Now there's a solution to this problem, I think—me, myself and a thousand or so others who have expressed themselves along the lines that I intend to pursue for the next few sentences. It's merely "brain control," if I may coin such a phrase. Instead of doing your various jobs mentally, not once, but hundreds of times,

eliminate from your mind all but the most urgent task, then think it out and DO it. Clean that closet and forget about it, mend friend hubby's socks and that's done. Write those letters thanking your cousins and your sisters and your aunts for those Christmas presents, even if you didn't like what they sent you and that will be off the mind.

I find that I have been able to accomplish almost twice as much each day since I've put this mental housecleaning business into action. It's amazing how many unnecessary things one is inclined to think about during the day—it wears out the poor brain, especially when that brain is not too robust at best. Forget about everything that you feel has to be done except the thing that you are doing. Give it all your strength, mentally and physically, and you'll be surprised and pleased with the results of a job well done and off your mind.

I remember the old cooking school days back in Minneapolis when I was sure that I was going to be a second Fannie Farmer. Many of the rules that we had to follow then come back to me whenever I set about to do anything, cooking or otherwise. The most important rule that we were taught of course was order, and next, proper materials. And the same holds true with almost everything that I can think of at the moment. Equally important, naturally, was cleanliness. I *almost* enjoy writing letters, at the office or in the apartment if I have been smart enough to put everything in perfect order and see that I have plenty of the right paper, ink,

proper light—and eraser. Guess I should have been an old maid school teacher—all right, if you know who I am, I should have been just a school teacher.

Speaking of cooking makes me think that I should get busy and get invited around to some good home-cooked meals, as I've completely run out of my own recipes. I might mention that a simple little added touch to my salad dressing recently drew forth some favorable comments. I succeeded, it seems, in getting just the proper amount of garlic flavoring into the mayonnaise. I squeezed the juice out of half a lemon and into this juice I cut several good size pieces of garlic. I let this mixture stand for a couple of hours, then added the juice—with garlic removed—to the proper amount of Hellman's (my favorite) mayonnaise. I also added some home-made chili sauce and plenty of salt, pepper and paprika. I served it on hearts of lettuce, very simple and my guests said very good.

My eyes have just fallen on a clever line in that cheery little publication "By-Paths" and it seems quite fitting to use right here: "Travel broadens one—but so does overeating," and broadening reminds me of boring and just in case that reminds you of me I'll call it a day.

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.

3 2 a 0 g 9 2 d k m 1 2 9 3 2
 DOING IT WITH NUMBERS
 9 6 m d 0 k 8 6 > 7 4 a 6 5 4

PUT Numerology down in your book as one of the ancient sciences which is rapidly gaining modern favor because of the enthusiasm and sincerity of its students and practitioners. Of these, Florence Ann Jensen is a fine example. Slim, blonde and attractive, she can add up your number horoscope, quote from Pythagoras and converse about modern literature almost all at the same time—and do it with a smile.

A modern young lady, she has many enthusiasms, one of them being a sincere belief in Numerology, which is at least 11,000 years old. The Egyptians practiced it and taught it to Moses, who taught it to the Hebrews. Pythagoras, on a trip to the East, studied it, came back to Greece and evolved a whole philosophy around it. In modern times it became a step-child because of the fakery and charlatanism connected with it. Of late years, it has begun to regain its dignity. Its disciples say it won't be long now until it is recognized openly by the long-initialed gents of the scientific world who stand and look for about fifty years before they leap.

Mrs. Jensen always has had an inquiring mind, probably, it is suspected, because she just can't bear to miss anything that's apt to be interesting and exciting—in a wholesome way that is. At the tender age of twelve she came home one night with a book on hypnotism under her arm. She went to work on her family, but wasn't accorded a fair amount of cooperation, so her studies in that direction didn't get very far.

After she graduated from Columbia she charged around town in search of some congenial work and found quite a bit of it. She's done secretarial work, editing, publicity. She met her husband, who is in the publishing business, on one of her publicity jobs and that opened up new fields of business activity. They were among the first tenants to move into

their surprise and perhaps a little to hers, their quirks of temperament, their traits of personality were all explained and revealed in the science of numbers.

Numerology, in case you don't know, is based upon the theory that numbers, or mathematics, came first—before man or the animals or the world or even the universe as we know it. Be-



Florence Ann Jensen in her Terrace apartment

London Terrace. They're still here—and very happily so.

Somewhere along the line she encountered a book entitled "Your Days Are Numbered," by Florence Evelyn Campbell, eminent numerologist. She read it, she liked it, she believed it. She embarked upon a concentrated study of Numerology. The more she read, the more she believed. Purely through coincidence she fell into an opportunity to work, as temporary secretary to Edith Kinkaid and jumped at it like an aerial acrobat at a flying trapeze. Here she added practical experience to her groundwork of theory.

Before long she was trying it out on her friends. Much to

fore anything else could happen there had to be numbers. As the universe developed, numbers went skipping along just ahead of it; one of this and two of that and a half dozen of those, each having its effect on the others, so that "vibrations" set up by numbers and combinations of numbers have been closely woven into the cause and effect patterns of our daily lives.

Your numberscope is built from the number combinations contained in your name and the number cycles started with the month, day and year of your birth. As your ball of life starts rolling, these number combinations cog in all along the line with number combinations from uni-

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versal life around you. It is the job of the numerologist to chart these coggings-in and trace their effect upon your life.

But it's not fatalism. Forewarned is forearmed, says Numerology. Reduced to its simplest terms, it enables you to know when to push forward, when to hold back, when is the proper time for this sort of activity, when is the time for something else.

In this, it is closely akin to its companion science, Astrology. In fact, Mrs. Jensen believes that best results can be obtained from correlating three sciences—Astrology, Numerology and Palmistry. Recently she worked with astrologers Myra Kingsley and Harold Mann in their radio activities.

Now—as to changing your name to obtain a better numerical pattern, Mrs. Jensen's advice is to go slow. Too drastic a manipulation of the number cycles may cause all sorts of trouble. In some cases she says it works all right, but it should be very carefully studied and thought out before any change is made.

The year 1938, according to Numerology, is going to be a fairly turbulent one. Change is the key word, carrying with it an amount of economic and social turmoil. It will be a good year for the arts, Mrs. Jensen says, and a good year to look around and scout possibilities for new and different business

achievements, but not a year in which to jump blindly into anything. Inquiry coupled with caution is her council.

Although Mrs. Jensen spends a lot of time at Numerology and gives professional readings, she doesn't regard it as a full-time job. She believes sincerely that it is a key to living, one which she enjoys spreading to as many people as possible. Her real professional ambitions lie in the publishing field. This year she is taking her own numerological advice by experimenting and searching to find just the sort of endeavor she thinks suitable to her talents and an interesting future.

As remarked before, she is a lively young lady with a lively interest in many things. Even without Numerology it's a fair bet she'll get what she wants. With it—well, there probably will be no stopping her.

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Shop Shots



THE popular kind of shopping these days seem to be "Ship Shopping." You read about Cruises in the newspapers, in the magazines and in the stores and shops you see just what you are expected to wear on these voyages, before and after arriving at your destination—which should be Southern, of course. Now if you are a "Ship Shopper" you should go in and talk it over with Sailor Sisk of

Sisk Tours

and he'll tell you more about Cruises, the very important part of just how much it costs, just when and how to go. All this takes place in the attractive and cheerful office occupied by this gentleman and his staff in the 435 building, right next door to the Renting Office.

The Apparel Shop

can supply some of the wearables suitable for Cruising, even if your water trips are confined to crossing the Hudson or East Rivers. This little shop has an amazing amount of stock in their small quarters and it is well worth anyone's time to stop in and have a look-see before going uptown for the unmentionable essentials. Not that there is much that isn't mentioned in advertising nowadays, but it's my modest way—just can't help it.

Jean Petrie Hibbard

is also on hand to offer her consultant services if you wish the help of a professional shopper in selecting a wardrobe for traveling or for staying at home. Space prohibits full details regarding this unique service, but Mrs. Hibbard will gladly call upon you

or you may go to her apartment—2A-415—if you are interested in further information. If you are only planning on getting one inexpensive dress, Mrs. Hibbard can still be of assistance as she has means of obtaining anything what milady needs in the way of clothes.

The Drug Store

calls attention to their Prescription Department and in case there is anyone in London Terrace who doesn't know about this up-to-date pill-dispensing emporium, it's about time that you got around to paying a social call. I hate to wish a professional one on you but these germs have a way of getting around and making a few calls of their own. Personally I'd rather spend my time and money at the nice smelling toilet article counter. I noticed a lot of tricky electrical appliances the last time I was in Mr. Whelan's "Shope"—these "Drug" stores amaze me.

Elizabeth Flynn

recently fixed up about the best looking tray of Canapes for me that I've ever seen for a cocktail

party that I decided to have on the spur of the moment. Such variety, hardly two alike, something that we "laymen" cannot very well afford to do—buy a tube of this and a can of that and

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B. M. SHALETTE, M.D. 425 West 23rd St., Apt. 1B CHelsea 3-1224 and 1225	ALFRED C. DUPONT, M.D. 455 West 23rd St., Apt. 1B CHelsea 3-1894

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only use enough out of each for a few Canapes. My friends thought me just *too* smart, making such artistic what-nots. I hope you all appreciate this big-hearted gesture on my part in thus divulging my deception!

The Liquor Shop

While you're on Ninth Avenue better stop in and look over the beverage situation. The men behind the counter tell me that California wines are coming into their own with a bang. People are finally beginning to realize that our grapes can hold up their heads along side of the Italian grapes any day and I say why pay for an ocean voyage for a lot of grapes. Of course if you prefer hard liquor you'll find plenty of variety on the Liquor Shop's shelves. I've discovered that Cordials are a grand buy—they last *so* long.

The Flower Shop

window is always a delight to the eye and some of this cheerful and colorful foliage can be transferred to your apartment, thus bringing the breath of spring into your home a little ahead of old Mother Nature.

Upholstery Shop

can bring flowers into your home—flowers that will last a little longer than the Florist's. Flowered chintzes, cretonnes and linens are now considered in good taste all the year around. Mrs. Grace MacLean reminds me that she is on hand to give her services free of charge if you desire to get her professional advice on your decorating problems. She is now in apartment 3A in the 410 building and can be reached almost any hour of the day. Mr. DeGraw cooperates in carrying out any ideas pertaining to slip covers, hangings or upholstery of any kind whether it's Mrs. MacLean's ideas or your own. Will save news from the other shops and services for March so until then Adios.

Yours truly,
 YOUR SHOP SHOOTER.

LONDON TERRACE NEWS

BRIDGE INSTRUCTION

Thursday Afternoon

1:45 P. M.

DUPLICATE GAMES

AFTERNOONS

Tuesday and Saturday

EVENINGS

Tuesday, Thursday, Saturday

PENTHOUSE CLUB

470 Building

GLADYSE GRAVES STARK*Director***POOL***(Continued from page 7)*

their night club instead of exercise club activities, have taken their toll and now something has to be done about it. And Miss Constantine, as everyone knows, is the lady who can do it, with the capable assistance of massage expert Lee Froelich.

She had to get into her working togs about then, so the reporter wandered back into the Pool office. There he came upon Mr. Wallace Spence, who looked very strange in street clothes instead of trunks, but who thought it was silly to go around in bathing clothes when he couldn't hold his Spence School of Swimming classes in the Terrace Pool so long as there wasn't any water in it. He wasn't brooding, though. He was reading a wireless gram or whatever it is you get from people who are on ships at sea. It was from his brother, Walter Spence, who holds about as many swim and diving records as Wallace does.

Walter was on his way to Australia to take part in the international swim meet there and Wallace was proud that his brother had been selected by their native British Guiana to represent it in the meet.

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Choice of all wool fabrics—styled
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for both Men and Women

410 Bldg. (Store)

415 Bldg. (Lower Corridor)

Call on House Phone

"I think maybe Walter will take 'em over down under," said Wallace cryptically and the reporter agreed.

The phone rang then. The girl at the desk answered it and replied to a questioner that there would be water in the Pool for swimming purposes on the coming Thursday, which when this appears in print, if it gets by the city desk all right, will be about ten days ago.

That doesn't seem to make much sense, but what does make sense is this. Right here under our own roof top we have some of the greatest facilities and instructors for keeping fit and enjoying ourselves that you'll find anywhere in the city. That's what the reporter meant to say in the first place, until he got sidetracked by Miss Constantine and Mr. Spence and the Pool without any water in it.

On second thought, though, we don't think he was sidetracked at all. Miss C. and Mr. S. and the P. make up a very large share of the reasons for this story.

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Lower Corridor

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WEDNESDAY—Brisket of Corned Beef and Fresh Green Cabbage—
Boiled Potato

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SUNDAY—Creamed Chicken a la King on Toast Points

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