

# London Terrace News

MAR 24 '37 A



STACK 2

MARCH

1937

# New York's Most Complete Automotive Organization

**DODGE**  
Cars and Trucks  
**Plymouth**  
Cars



**USED**  
**CARS** and  
**TRUCKS**  
*All Makes — Sizes*  
*Years*

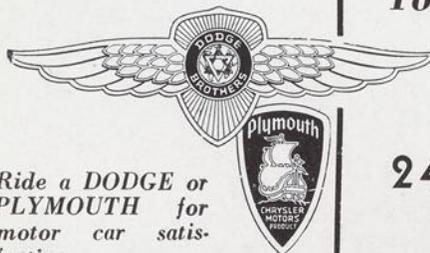
**536-546 W. 23rd St.**  
*CHelsea 3-3050-1-2-3-4*

*See the New 1937*  
*Models at our*  
*convenient*

**London Terrace**  
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**24th St. and**  
**10th Ave.**

•

These are the cars of the "Year." Built with Dodge-Plymouth Dependability and sold to you by an authorized factory dealer. They are more modern in design and appearance, roomier and a pleasure to ride in. You can relax with comfort in the 1937 Dodge or Plymouth.



*Ride a DODGE or*  
*PLYMOUTH for*  
*motor car satis-*  
*faction.*

## *Parts and* *Service*

45,000 square feet of space in a 3-story fireproof building equipped with the latest machinery for perfect automobile repairs. All work guaranteed and done by factory-trained mechanics.

Repairs and Parts to all makes of cars — Batteries — Ignition — Lubrication — Brakes — Accessories — Washing — Tires — Body and Fender Work — Duco Painting, expert color matching — Power Prover Service — Auto Radio, Parts and Service.

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•

**24 Hour Service...**  
**Never Closed**

*Visit our Used*  
*Car and Truck*  
*Lots at*

**519 West 23rd**  
**Street**  
**54th Street and**  
**8th Avenue**

•

Used cars and trucks that are in "tip-top" condition throughout. Fine in appearance, mechanically perfect and guaranteed. Here is an opportunity for you to buy a Reconditioned and Guaranteed Used Car or Truck at the right price.

•

**Buy an**  
**Excelsior Used**  
**Car or Truck**  
**for economy**  
**and safety**

*Whether you would like to go to*  
**BERMUDA, HAVANA, MEXICO CITY, EUROPE**  
**or on a CRUISE**

Don't wait until April to make a reservation if you wish to go in May.

Waiting until the last minute (a month before sailing date) means that you will have to pay from twenty-five to seventy-five per cent more and that even then you won't get what you want.

*BOOK NOW* by putting up a small deposit. Later, if you find that your plans must be changed, we will cheerfully refund your money.

*AND* don't forget that we sell AIRWAY tickets on all lines at exactly the same rate you would pay over the counter in any air line office.

## **SISK TOURS**

435 Building  
Watkins 9-0667

Open until 9 P.M.  
Next to Renting Office

## **COCKTAILS**

**DOUBLE SIZE**

**DOUBLE KICK**

25¢ up

Using the finest liquors obtainable

Delectable canapes served from 4 P. M. to 7 P. M.

A delightful atmosphere in which to entertain your friends at a moderate cost for your convenience.

## **ELIZABETH FLYNN'S COCKTAIL LOUNGE**

**LONDON TERRACE**

**405 West 23rd Street**

**A NEW SERVICE — SAME DAY CLEANING**

or if need be, in a few hours

**NO SHRINKAGE**

**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.*

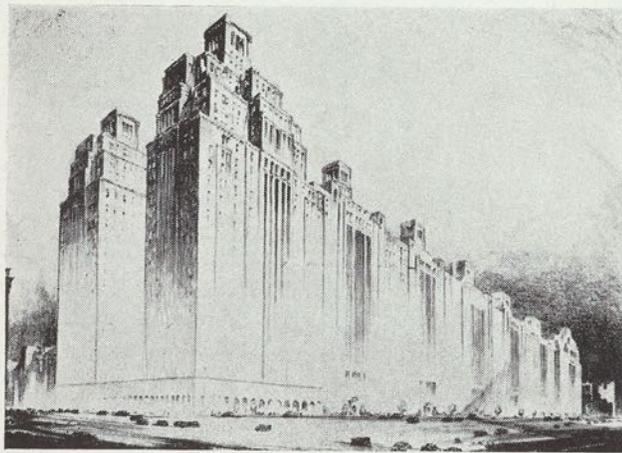
—◆◆◆—  
**SO CONVENIENT** — simply call "Valet" on House Phone.

**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.

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

The NEWS of

# London Terrace

MARCH 1937

VOLUME V

NUMBER 3

## Honor Visit

Those enterprising young people, the Wilfred Husbands, who live here between travel lectures and trips around the world, rattled off to Washington recently to say hello to Eleanor Roosevelt and her no less distinguished husband. They had a special invitation to visit the White House to conduct a showing of some motion pictures of model homes they brought back from Holland.

The Husbands report that everything went off smoothly, the pictures were enthusiastically received and Mrs. Roosevelt proved a charming hostess. We fully expect to see the Dutch influence felt from now on in various housing projects around the country.

## Message

Mayor LaGuardia is getting to be a regular contributor to this magazine. Our own 10th Police Precinct evidently is the Mayor's literary agent, because the boys over there keep sending his stuff in to us. It is good, we think, and worth printing. His most recent effort runs like this:

Many motorists take every opportunity to see America first. Humming along over smooth, well-planned highways, they enjoy one of the real pleasures of modern life. But as sight-seers they must be careful and cautious—a moment's inattention and tragedy may take the place of

pleasure. The moral is: motorists, if you want to view the scenery, park safely at the right side of the road. Don't try to drive and see the sights at the same time.

## Bilingual

We were snooping around outside the door to the Terrace School the other day for some reason which we can't remember, when we were stopped dead in our tracks by an unusual sound emanating from within. It reminded us somehow of the time when we wandered into a kindergarten in Paris, having mistaken it for a new cafe we were looking for.

The association of ideas, as it turned out, was not so far-fetched as it might appear. Miss Truman, head of the School, ever alert for advantages to offer her

pupils, has engaged Miss Isabelle Junod, of the Organization Associates and French teacher extraordinary, to instruct her young charges in the intricacies of la language Francaise.

The tots have taken to it as readily as to a dish of whipped cream and can chatter away like so many French magpies. Parents who don't mind being shamed by the superior linguistic attainments of their tots are invited to consult Miss Truman about these French lessons.

## Stopgo

When is a light not a light? That's the question agitating the neighborhood at present. The answer is when it's not turned on and that is exactly what has happened to the brand new traffic light at 10th Avenue and Twenty-third Street. City officials got the light installed all right a month ago, but at the time of writing had not succeeded in feeding any electricity into it.

Maybe the light became temperamental and decided to hold out for more dough. Maybe it's hiding itself under a bushel. Whatever the reason, steps are being taken and the brilliant hues of red and green are expected soon to be warming up the corner with their friendly beams.

(Ed. note—Spring caught the writer smack on the chin.)



MARCH, 1937

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**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.

**NEW BRIDGE SCHEDULE**

**•  
DUPLICATE**

Tuesday (1st Section) 8:00 P. M.  
(2nd Section) 8:30 P. M.  
Wednesday 2:15 P. M.  
Thursday (1st Section) 8:00 P. M.  
(2nd Section) 8:30 P. M.  
Saturday 2:15 P. M.

**INSTRUCTION**

Thursday 2:15 P. M.  
Friday 8:00 P. M.

**•  
Fee at all sessions \$.50**

**GLADYSE GRAVES STARK**

*Director*

Penthouse Club 470 Building

**FLOWERS  
for EASTER  
LILIES**

**TULIPS  
AZALEAS**

**And many other  
varieties.**

**•  
Complete  
Assortment of  
CUT FLOWERS**

*Flowers delivered in the  
city and telegraphed  
anywhere.*

**LONDON TERRACE  
FLORIST**

**405 BUILDING**

House phone or CH-3-8235

**ACCOLADE**

Mr. and Mrs. Edwin Hoyt, who have lived in London Terrace as long as it is possible for anyone to have lived here, put one of their dogs and some baggage in their car recently and set out for a trip. Before they arrived back home they had traveled ten thousand miles and covered the lower half of the country from New York to California and return by way of Florida. It was the first time Mrs. Hoyt had been to the West Coast. She thought it was interesting, but very much over-ballyhooed as compared to local delights.

She and her husband traveled leisurely, stopping off frequently enroute for visits with friends. They literally closed the Exposition at Dallas, being the last visitors to walk through the gates. Mrs. Hoyt had lots to say about the breath-taking wonders of the desert scenery, being particularly impressed with the drive from Palm Springs to Phoenix. This strip of Nature was worth the trip, she thought, and made up for her disappointment in California. Give her her apartment in London Terrace and an acre in Connecticut, she says, and they can let Southern California go back to the Indians for all she cares.

The Hoyts signed the first Terrace lease—in the Spring of 1930. They have lived here ever since except for a brief interlude when they had to move out of town because of the illness of Mrs. Hoyt's mother. They are unqualified Terrace boosters—think the service, the shops, the Pool, the unified management, are unequaled anywhere at the price one pays here. Mrs. Hoyt returned from the recent trip bursting with enthusiasm for her own home. She couldn't wait to call us up and tell us that her judgment and that of her husband's had been completely vindicated by what they saw of other homes around the country. That's the spirit William A. White and Sons, our

managing agents, like to see.

The cocker spaniel who went along with them insisted upon being quoted. He said he was glad to be back and wanted everyone to know he hadn't acquired any bad habits while he had been away.

**Rubber Plant**

The bridge hounds, banded together in Mrs. Stark's Bridge Club, are zooming into their third year of organized activity. The Club has gained steadily in popularity since its beginning and much of this popularity according to members, is due to the fact that Mrs. Stark lets hardly a week or month go by without introducing some new variety of competition.

The latest novelty has to do with the Tuesday and Thursday evening duplicate players. The top duplicate scores of these sessions are entered and on one Friday evening during each month the owners of the top scores engage one another in a tournament to determine the champion of the month. This competition has contributed added zest to proceedings and the boys and girls are turning in some nifty scores to shoot at.

The remaining Friday evenings and Thursday afternoons are given over as usual to the instruction and practice games.

A new instruction group will get going Thursday afternoon, March 25th. Anyone wishing to join it should get in touch with Mrs. Stark at the Penthouse Club or in her apartment after 1:00 P. M. One other bridge item of interest is the fact that the Wednesday afternoon duplicate game, discontinued some months ago, will resume March 24th.

**EXCLUSIVE  
MILLINERY  
Hats Altered**

**BETTY WILBUR**

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

## INVIGORATION

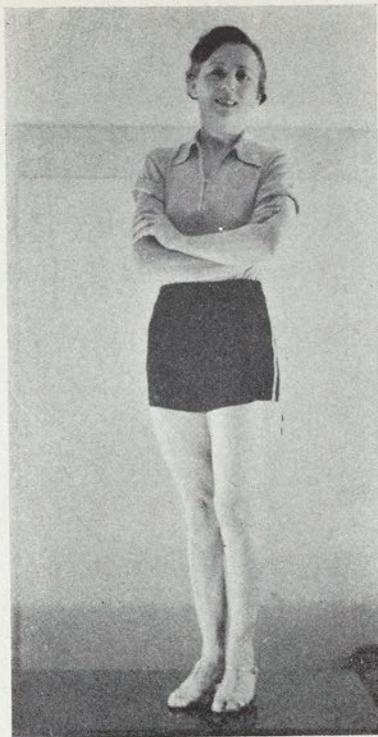
**M**ISS CONSTANTINE, High Priestess of Health and Vitality, thought Spring was just around the corner so she went in for some redecoration and reassembling of her Studio. When she got through she discovered that it had been changed around to some extent, much more coordinated than heretofore and she, as well as her clients are mightily pleased with the result.

Her Exercise Room, instead of being clear across the building from her Massage Studio, is now right alongside of it. A wall has been hoisted at the back of the locker room, enclosing a good-sized space for the Exercise Room, now on the Twenty-fourth Street side. Windows let in light and air, but are frosted to screen the exercisers from the gazes of passersby. The walls and floor have been newly painted in bright, warm colors and the appearance of the room is a triumph of tasteful exhilaration.

Now the seeker after health and beauty can find them under the skillful tutelage of Miss Constantine without leaving one central location. She may step from the Exercise Room after a brisk workout right into the Massage Studio, with its gadgets and their expert operators, rest a minute or two on a comfortable lounge with magazines at hand and flowers to brighten the atmosphere, and after more ministrations hop into the Pool and the showers.

Miss Constantine, as we have intimated before, combines a knowledge of psychology with that of physical culture. Ask any of her clients and they will tell you that her class sessions generate a healthy joy of living that is often missing in the average New Yorker.

Just to be practical, she passes on a successfully-proven recipe for nipping an incipient case of flu or a bad cold. This is it: A cabinet steam bath, a wrap-up in a sheet, a blanket and a rubber sheet, a hot lemonade, a massage,



The lady herself—  
Miss Constantine

a swim, a bath, then home for a good long sleep.

You can't prove it doesn't work if you don't try it.

## Churches

In case you're taking Lent seriously—and most of us do to a certain extent—it might be well to remember that there are in our neighborhood a number of fine churches, many of them rich in tradition, embracing a variety of denominations and faiths.

Within easy walking distance there are the Church of the Holy Apostles and St. Peter's, Chelsea, both Episcopal; the German Lutheran Church of St. Paul; the St. Columba which is Roman Catholic; the Eighteenth Street Methodist Episcopal; the Reform Churches, Marbe Collegiate and Reformed Church in America; the North Church which is Baptist; and the Chelsea Presbyterian Church.

All of them, of course are holding special Lenten, Holy Week and Easter services.

## BOOK NOOK

**I**T had to come sooner or later—a burlesque on the “popular psychology” books which currently are making stacks of dough for their authors and publishers. The twin targets of “Wake Up Alone and Like It” are obvious from the title, but it manages to get in a number of hilarious shafts at various others in this school of writing. Written anonymously—the author is supposed to be a young lady—it packs a goodly portion of laughs between its covers.

On the serious side, one of the most popular of the Book Store volumes is “The Hundred Years,” by Philip Guedalla. This British author has looked carefully at world history of the century just past and written about it. It is an interesting panorama of a hundred years of events and trends analyzed by Mr. Guedalla. Leaving out the debates on his editorial viewpoint, the chief fault seems to be ponderousness.

Mary Ellen Chase, whose New England pastorals have delighted readers, comes through with a charming tid-bit called “This England.” Lightly written in a combination vein of sentiment and humor it presents an understanding American's view of rural and urban England seen at close quarters.

“Shining Scabbard,” from the typewriter of R. C. Hutchinson, presents provincial France in the years just preceding the World War. Mr. Hutchinson's familiar penchant for emotional and mental clash of character is utilized to the full in this study of a social régime which now is almost a relic. It gives readers a good background with which to appraise present-day European economics.

A notable addition to the scream and creep fiction is H. C. Bailey's “Black Land, White Land.” With the popular sleuth Reggie Fortune digging up bones on a dour English heath, it makes for good mystery reading.

## SHOP SHOTS

**W**E of London Terrace brag loudly, and justly too, about our many shops and services which we are able to find under our roof. There are a few necessities missing, however, and I would like to mention a few that are not far away.

### *A Chiropodist*

is a pretty necessary person in the lives of most of us who pound these extra hard New York streets. For some reason or other, one has not chosen to make his home among us but there is an excellent one "within a stone's throw"—if you live in 405 and if you can find a stone. His name is Dr. A. Block and his office is at 357 West 23rd Street, which is quite near 9th Avenue on your way to 8th Avenue. I can personally recommend him as I feel that he has cured me of a small but annoying foot ailment and another employee here at the Terrace is being treated for a much more serious disorder, pedalogically speaking, with likewise good results. So if the blocks bother you see Dr. Block. I know it's a bum pun but let me have my fun. No end to my talents—poetry too—catch on—pun, fun.

### *Glass Cutter*

may not be as important as a foot cutter (there I go again, I'm sorry) but there are times when you have need for such a per-

son. Just across the street on 10th Avenue between 23rd and 24th, you'll see a not too attractive window that says "Gilbert—Mirrors" or something like that. Inside you'll find some queer looking machinery but the important thing is that they do unusual and excellent glass "repair" work. I wandered in to enquire about removing the broken stems of some very lovely hand painted Swedish glasses which I bought at a great bargain along with some matching unbroken ones. Mr. Gilbert, or someone in the place, cut these stems off leaving just a slight mark on the bottom of the glass, hence I have some attractive glasses suitable for Old Fashion or Shrimp cocktails, whichever you choose; I choose the former. They will cut mirrors to fit any wall space or they will remove nicks from the edges of glasses and loads of other intricate glass cutting jobs. Now that cut glass is in vogue, better look over mother's relics—you may have something there!

### *Electrolysis Expert*

Not everyone has need for this type of professional service but in case you are interested in this sort of thing, Helen Lynch at 421 West 24th Street is conveniently located and consultation is free.

### *The Upholstery Shop*

is ready for those who have forethought to get their apartment's summer wardrobe ready long before hot weather and the slip-cover rush is on. Mr. DeGraw can change the appearance of your place entirely with bright cretonnes or chinzes or whatever you choose and his drapery ideas are most unique. Drop in the shop and look over the samples—you'll not be able to resist them, I know, so be prepared.

### *Postal*

reminds us that Easter is just around the corner and suggests

sending a message via the wires to the old folks at home or that certain person somewhere that will appreciate your thoughtfulness. Remember the old days, along with hacks and silent movies, when a TELEGRAM almost made you faint with fright? Those days have gone forever and now a message of that sort is very likely to bring very happy news.

### *The Florist*

is sure to do a land office business a day or two before Sunday, March 28th, so if you want a lily better speak up.

### *The Apparel Shop*

wants to announce to knitters and non-knitters that style leaflets are available for the asking showing you the latest in this year's knitted creations with instructions to go with it. You can buy your yarn there, too, of course, but if you have your wool on hand, go in and get the latest knitting news. And while you're there, you may see many other things that you didn't know could be had in such a small shop. They have an amazing assortment of things for both "ladies and gents."

### *The Beauty Shop*

is becoming a necessity rather than a luxury what with these briefer and briefer things that you wear on top of your heads—remember we used to call them hats? Every hair should be in place because you need something to cover your head and the hair arrangement is so important. And I suppose you have noticed that eyebrows are coming into their own. Have you noticed Joan Crawford's lately? Ver', very much in evidence and I like it.

By the time you read this Mr. and Mrs. Roosevelt will be getting ready to hide their Easter eggs which reminds me that here it is almost Easter and not an egg in the house!

Your friend,

THE SHOP SHOOTER.

LONDON TERRACE NEWS

**DRESSMAKING**  
*and*  
**ALTERATIONS**

•

**MRS. O. LE COUNT**  
450 BUILDING  
APARTMENT 1A  
WA. 9-7163

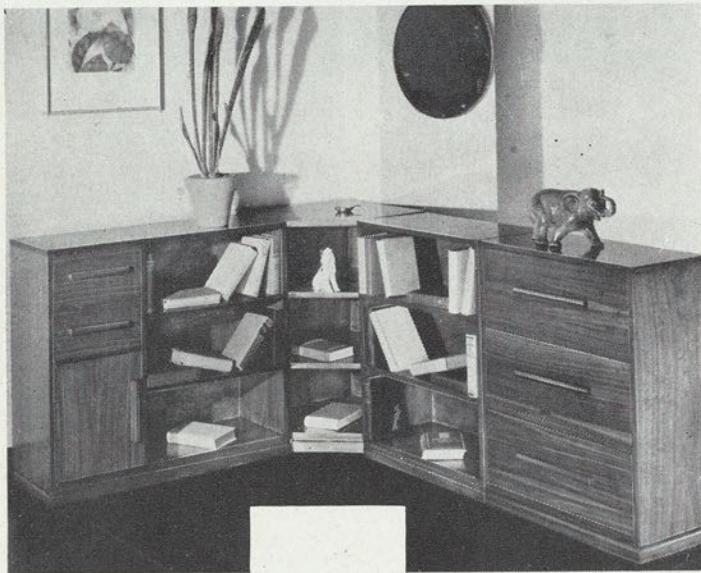
## THE MAN BEHIND THE FURNITURE

### An original creator of American modern design grants interview

David Dillon  
modern furniture design

DAVID DILLON is an artist who literally sleeps and eats with his creations—but he isn't the only one who does. The chances are that if your apartment holds any furniture of modern American design, that design stemmed from the creative brain

He creates. He keeps two expert designers busy making working drawings of the inspirations that come to him from a thousand different sources. An idea for a new desk or table or lamp will take form in the middle of the night to rob him of sleep or it



A typical example of a Dillon piece—a bookcase ensemble in a modernistic corner

and soul of Mr. Dillon. He is one of a small group who first saw the light of modern furnishing design. He had a hard time selling the idea to manufacturers, but after he did—well, you know what happened. It swept the country like a Farley new broom deal.

It was a little hard for Mr. Dillon to explain to a non-artistic typewriter pounder the exact nature of his work, but his enthusiasm never lagged until he had gotten his points over. He is not an artist, he says, neither can he be called—in the strict sense of the word—a designer.

will come to him while helping the hostess for a game of bridge wrestle with a table. His technique from then on is to keep his mind inactive and let the idea sneak up on it. If he gets too aggressive in going after the inspiration, often as not it will take fright and rush away to plague some rival creator who will treat it more gently.

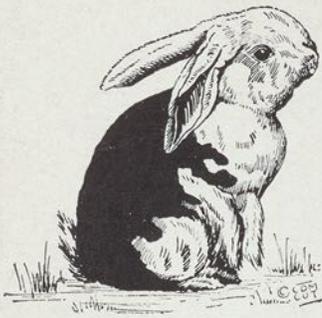
His two designers—one a woman, one a man—have gotten to know him so well that they can interpret brief gestures of Mr. Dillon's expressive hands into the finished object he has in mind.

Mr. Dillon has packed a lot of experience and achievement into the not so long period since he left the halls of Northwestern University to step into the busy world at large. At that time he was a professional piano player, orchestra leader and singer—says he got the idea of singing choruses with dance music before Rudy Vallee ever knew what a megaphone was. Somehow he got into bad company, fell under the influence of some of the stars of the Chicago Grand Opera Company. They persuaded him his voice was a potential "natural" for grand opera and banded together to train him. Before long he was entrancing the ghost of Wagner with renditions of the master's compositions.

New York was the next stop—and vaudeville, because the Met officials said he wasn't quite ready yet, needed some practical experience. He soon found that foot-light warbling did not satisfy completely his creative urge, so he took to putting on his own acts—writing the story, designing the costumes and scenery, acting and singing. Even at that he had too much time on his hands in the mornings and between performances so he got some novelty and mirror manufacturers to let him act as their selling representative around the country.

From then on he began to get ideas, working up designs for decorative novelties, thinking of ways to improve the looks of drug store fountains and luncheon booths. Furniture, of course, was the next logical progression. Sitting in a hotel room in the Far West one afternoon he realized he was feeling badly. On breaking down an analysis of the rea-

(Continued on page 14)



## EASTER

- CARDS
- BUNNIES
- BOOKS
- NOVELTIES
- BASKETS

Natural Chicks and  
Ducks

DEVELOPING  
PRINTING  
ENLARGING  
of the better kind  
KODAK FILMS

### TYPEWRITERS

Rented  
Repaired  
Sold  
Exchanged

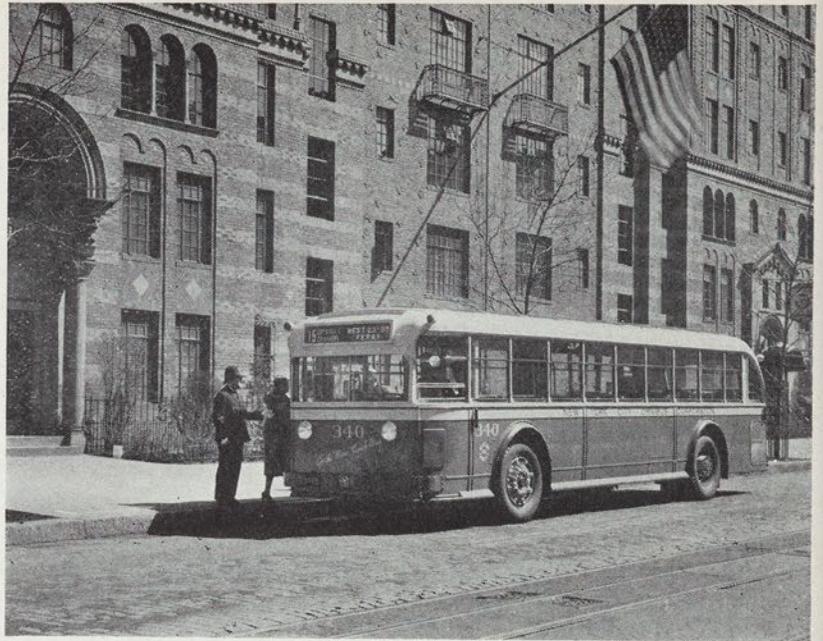
All Makes

Easy Payments Arranged

LONDON TERRACE  
BOOK SHOP

219 Ninth Ave., New York

Call us on your  
House Phone



This photo was taken back in the days when  
Twenty-third Street buses were red-hot news

### Promise

As has been remarked before in these columns Mr. William H. Bird of the Twenty-third Street Association is a hard hound to shake off when he gets on the scent in the line of duty. He has been worrying heck out of the powers that be to come through with some action on the promised removal of the surface car tracks on Twenty-third Street west of Eighth Avenue.

The other day he received cheering words from none other than Commissioner H. Warren Hubbard who put himself on record—dated March 1st—as follows: "In

answer to your letter of February 11th, 1937, it is expected that the surface car tracks on 23d Street will be removed in a very short time."

There you are—nothing could be terser or plainer than that. When these city fathers make a statement, they certainly make a statement!

**HAROLD FRANCIS MANN**  
ASTROLOGER

By Appointment  
CHelsea 2-3919

**HELEN**  
  
**Lynch**

**ELECTROLYSIS**  
EXPERT

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

LAc. 4-3029  
Consultation Free

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

## LADY AT LEISURE

**T**O diet or not to diet seems to be the question in most everyone's life at some time or other and at the moment everyone seems to be interested—men as well as women. Vincent Lopez remarked when he was around during rehearsals for the Christmas party that his friends and acquaintances who speak to him at the Astor Grill while he is directing his orchestra are much more interested in his waistline than in his music, remarking, "You're much thinner, Vincent" or "Better watch the poundage, Lopez," etcetra. Mr. Lopez has lost a good deal of weight lately and his enthusiasm on the subject is as keen as any woman I know. And this is true of other men who are inclined to put on flesh—and why not. A too fat man is just as unattractive as a plus 42 female, in fact, more so for the ladies can disguise those rolls around the waist—well you know how.

I too am a dieter and so proud of it. I give credit to Dr. Charles Lindlahr whose very sane diet I followed, to Aliska Constantine and her effective and interesting exercise work and to Louise, that gal with the grand disposition and the strong arms who beats you and pinches you and makes you love her in spite of it all! And last, but not least, the good old will power that says NO in a strong voice when you gaze with a longing eye at the "goodies" in the Bakery window, or pass up Miss Flynn's super elegant desserts and soft, gooey cinnamon rolls. That will power, yes, I owe a lot to it. Result, from 142 pounds to 122 (I quote the high and the low but after all I've been through, don't criticize me for that). If you're interested in loosing weight, sanely and not too unpleasantly, see Miss Constantine in her new and attractive quarters in the Women's Locker Room of the Swimming Pool. She'll tell you more about the

# RUGS

**CLEANED SHAMPOOED**  
**REPAIRED STORED**

◆ ◆ ◆

## UPHOLSTERED FURNITURE

Cleaned In or Out of Your Apartment

◆ ◆ ◆

### LONDON TERRACE CLEANERS

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

Call on House Phone

Lindlahr diet and give you other instructions and *you'll* get results, if you want to badly enough.

A very helpful cooking tip was passed around at the Bridge Club recently. Here 'tis. To successfully re-heat roasted meat, place the roast, with as much of the "pan gravy" as is left over, in a brown, dampened paper bag like you get at the grocery store (if you're a good R. S. customer, they'll give you a half dozen). Fold the top over several times so that the roast is enclosed in the bag as air-tight as possible. Heat in a moderately hot oven until thoroughly heated through—the length of time depending on the size of the left-over roast. This "secret" was told to my bridge

partner by a well-known chef, it being the system used in hotels and restaurants, he said.

Speaking of paper bags makes me think of that very useful article, "Patpar." As mentioned some time ago in this column, C. O. (cooking odors) are quite prevalent between the hours of 5:00 and 7:00 P. M. and a great deal of this unpleasant odor business can be avoided if vegetables, especially cauliflower, onions and cabbage are cooked in Patapar.

Which also reminds me of something that escapes from apartments occasionally other than the evidence of cooking—too loud radio. Try to remember that your neighbor isn't always interested in the same program

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

HAIRCUT  
FINGER  
WAVE

465 Building



SHAMPOO  
EYEBROW  
ARCH

House phone  
or  
CHelsea 2-9653

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

? ? ?

Does your furniture suffer from spring fever?  
Has the winter given it that "rundown" look?  
Perhaps—it's still a "depression 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

### Standard Brands

- Gotham Gold Stripe
- Mojud Clariphane Hose
- Kayser Gloves
- Seamprufe Slips
- Maiden Form Brassieres
- Van Heusen Shirts
- Interwoven Socks
- B. V. D. — Otis — Hanes Underwear
- Botany and Tioga Yarns
- Free Knitting Instruction
- Notions

**LONDON TERRACE  
APPAREL SHOP**  
405 West 23rd Street

Accessories for  
MEN and WOMEN

CH 3-1085 Est. over 60 Years

### Geo. Nockin's Sons

JEWELERS AND OPTICIANS

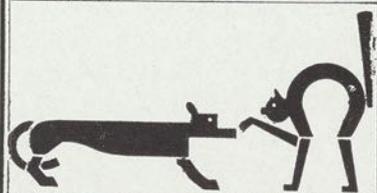
Diamonds, Watches, Clocks  
Silverware and Fine Jewelry  
REPAIRING A SPECIALTY

Optical Department in charge  
of Registered Optician

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

that may please your fancy. After all we can't all like Boake Carter or Bing Crosby. It has been proven that if a radio can be heard outside of your entrance door, it is too loud. Then, too, with all this pre-Spring weather, windows are open and pretty likely to be that way from now on. Do give the people near you a break and keep that radio of yours toned down.

And now with "By-Path" for my by-line and good-bye—"The old saying 'As smart as a steel trap' probably originated from the fact that a steel trap knows just exactly the right time to shut up" and knowing my failing from gabbing, I'll close with best wishes for a very Foolish April First.



### CHELSEA DOG & CAT HOSPITAL

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WAtkins 9-6963

X-Ray	Plucking
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London Terrace Residence  
415 Building Apartment 12 F

### Music School

If you know your Greenwich Village at all—the more cultural side of Greenwich Village, that is—you know about the Greenwich House Music School, down at 46 Barrow Street. Housed in a quaintly handsome edifice on a picturesque street it stands for everything fine in musical training. Mrs. Abbott Riehle, 2nd Vice-Chairman of the board of the School, lives in London Terrace and she thinks musical-minded residents might be interested in knowing more about the advantages the School has to offer.

For one thing it offers expert instruction to talented music pupils who wish to study and pay for their studies but cannot afford the high fees necessary for first-class training elsewhere. Mrs. Riehle has an idea that a Terrace singing group can be formed. If you are interested in this, or the School in general and wish to know more of what it of-

### POSTAL TELEGRAPH

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fers, Mrs. Riehle will be glad to call on you if you will set an appointment date. She is in the 420 Building and of course may be reached on the house phone.

She can obtain permission for visits to the Music School classes while they are in session and will welcome an opportunity to take interested persons through the School. There are weekly teas, also, to which those interested are invited.

### Winnah

Our Liquor Store, trusty purveyor to the thirsty among us, has banged through with a high honor. It won Honorable Mention for a window display entered in a contest conducted for the Twenty-third Street District by the Electrical Association of New York.

Good goods deserve a good frame is the Liquor Store philosophy and we are glad that their praiseworthy endeavors have not gone unrecognized.

## READY FOR SPRING?

*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

## *Fit for a King*

Yes . . . every London Terrace Laundry bundle is fit  
for a King and finished to the Queen's taste.

Your dinner parties will take on an additional glamour  
and charm when the table is set with London  
Terrace laundered appointments.



---

Call us on the House 'Phone today.

425 Building

Lower Corridor

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## MODERNIST

(Continued from page 9)

son for his ill health he came to the realization that it was the furniture. He got to thinking and decided to do something about it. Some time later the first faint

dawnings of the principle of "modern" American furniture stole over his creative conscience—and from then on he was a man with a mission.

As soon as he had a number of his designs on paper he started hitting the furniture manufac-

turers. They would have none of them. The furniture as pictured was "boxy," they said, and why didn't he go back where he came from and stop bothering them.

Dillon was not one to be put off in any such casual manner, however. He held onto a firm belief in his conviction that he had something the public needed and wanted. He finally persuaded a manufacturer to put his stuff on the market. The rest is history.

He is more or less settled down now, lives comfortably amidst his own creations in a Terrace apartment which provokes outbursts of delighted awe from visitors.

A question concerning the future of American modern furniture design brought what more emotional writers term a pregnant silence. Then Dillon leaned forward with fine dramatic feeling and said, "I'll show you what I think will be its future. Something I hope will be called the 'Dillon Modern' to take its place in history as a great period line."

A suitcase was opened, a stack of drawings spread out on the floor—drawings of furniture pieces that almost knocked out the interviewer's eye. They were modern in inspiration, but with the angles and cubes of modernism smoothed out and softened and a classic quality added—a nifty combination of utility, compactness and beauty.

This glimpse of the furniture of the future was a pre-view—not many persons have been accorded that honor. Dillon isn't ready yet to show the designs commercially; wants to be absolutely sure they're right. Also he wants to go at the marketing angle in a careful manner to be sure he receives the proper credit and remuneration. The Dillon masterpiece of creation is not going to be thrown to the winds of chance.

In times to come when you're stocking your apartment with the new Dillon line, don't forget we told you so.

## London Terrace Management

announces the following

### RESIDENT PROFESSIONAL SERVICES

#### MEDICAL

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

ALFRED C. DUPONT, M.D.

455 West 23rd St., Apt. 1B  
CHelsea 3-1894

#### 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

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