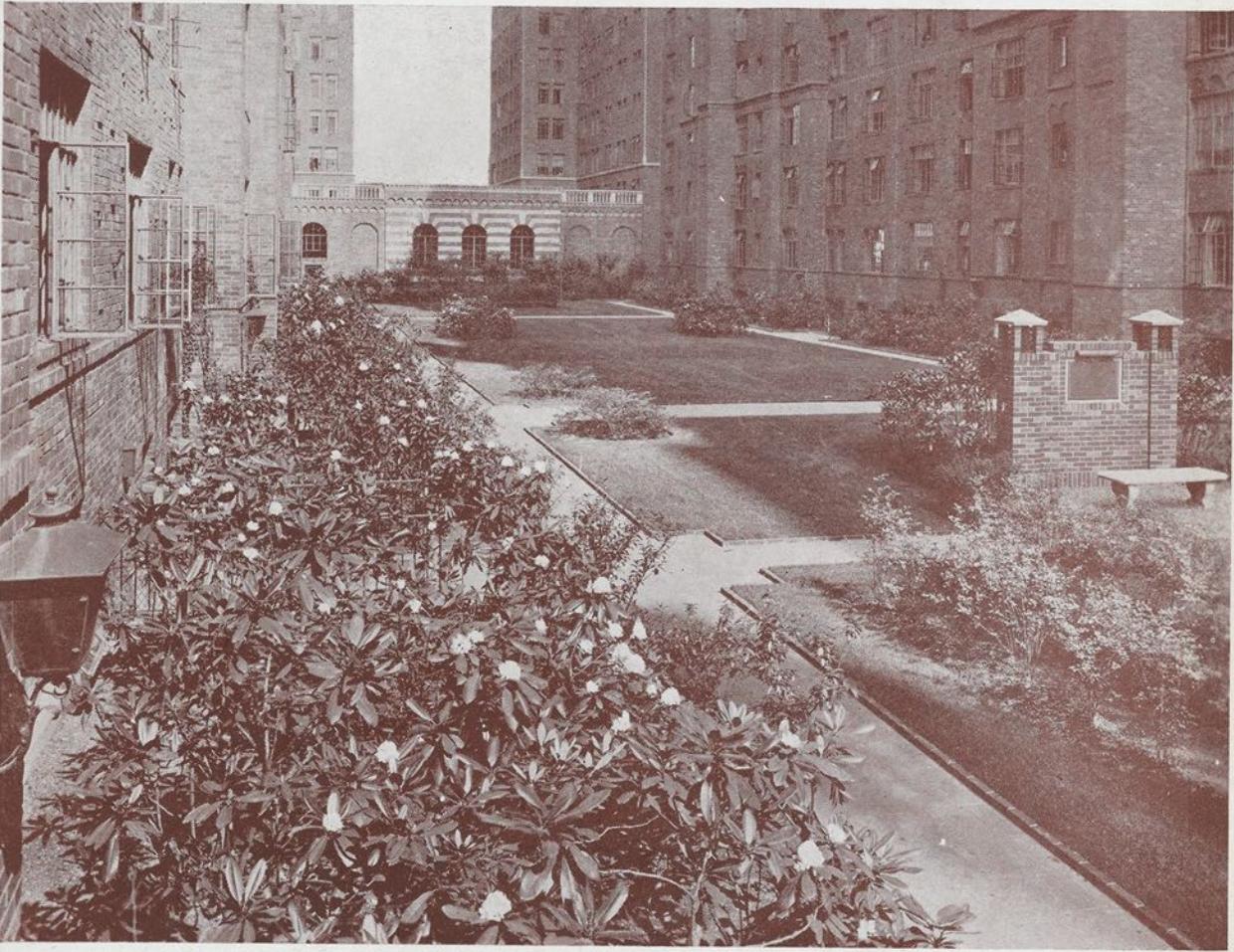


London Terrace News

MAY 4 1937



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BRACE NEWS

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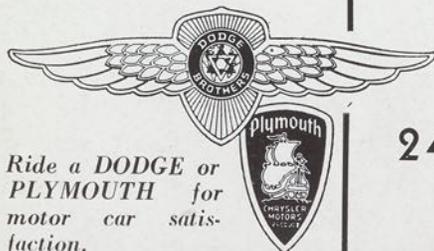
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These are the cars of the "Year." Built with Dodge-Plymouth Dependability and sold to you by an authorized factory dealer. They are more modern in design and appearance, roomier and a pleasure to ride in. You can relax with comfort in the 1937 Dodge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



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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.

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Excelsior Used
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for economy
and safety

Announcing a Cure for Spring Fever!

Are you sluggish?

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Have you the wanderlust?

If any of these things affect you, try the cure at Elizabeth Flynn's London Terrace Restaurant, where we have obtained the services of a famous continental chef to serve you delectable, palatable and enticing dishes.

Dancing every evening, including Sunday, from 6 P. M. to 10 P. M. to the strains of Larry Weidman and his London Terrace Orchestra.

Luncheon 45c, 55c, 65c and 85c

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Double Size—Double Kick Cocktails 25c up

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WM. A. WHITE & SONS
Est. 1868

51 EAST 42nd STREET

NEW YORK CITY

Renting and Managing Agents

London Terrace

MAY 1937

VOLUME V

NUMBER 4

Neck and Neck

As we go to press the chess championship of London Terrace is hanging suspended in mid-air over the concentrated heads of Jerome Barry, representing the Twenty-third Street residents and Edward Martinson of Twenty-fourth Street. On past performances Barry is ranked as favorite by Chess Club kibitzers, but Martinson, a lad in his late teens, is no pushover and is giving his veteran opponent plenty of competition. The tournament has been going on for some time now, and reached the finals a week or so ago. The final result will be announced in these columns next month.

And now that we're on the subject of indoor sports, it might be well to mention that pinochle players are getting together to arrange weekly sessions. If you're interested, call or write Ned Goldschmidt, Apartment 5K in the 410 Building and he'll tell you all about it.

Prowess

The 16th floor of the 435 Building deserves special mention this month, not because the floor is any better than the 259 other Terrace floors, but because of the noteworthy feats of Nick and Dick, a couple of its tenants. Nick Kerr and Dick Potter, bearing the colors of their respective halls of learning, Yale University and

McBurney School, zoomed into fame and public notice recently in contests of athletic skill.

Nick broke the tape first in his heat of a sprint scramble at the A.A.A.A. inter-collegiate meet in Madison Square Garden and got his name on page one of the *Times*. Dick, giving his all for McBurney, was one of a quartet of wave-pushers who won the Medley Relay in the A.A.P.S. (Athletic Association of Private Schools) swim meet in the Columbia pool. He also placed second in the breast stroke competition.

We, along with William A. White and Sons, Managing Agents for London Terrace, prefer to believe that the fact that both these first-string athletes live on the same floor of the same building is mere coinci-

dence, but if anyone has a different explanation we should be glad to give it consideration.

Acquisition

Miss Constantine is getting an international touch in her Massage Studio, to add to its other attractions. Her latest acquisition is a new massage artist named Lee Froelich. Lee is a German girl who specializes in Swedish massage, (that's two nationalities) formerly worked in the Fabian Baths (that's Roman, another nationality) of Paterson, N. J., (don't know exactly what nationality Paterson is) and received her groundwork of training at the Swedish Institute of Physiotherapy (sounds like Greek). In spite of, or perhaps because of this League of Nations background Lee turns out to be a highly efficient, pleasant miss who puts meaning into the word "vibrancy" for her customers.

Lee is on duty Tuesdays and Thursdays. Mondays, Wednesdays and Fridays are, of course, taken care of by Louise, who has been helping Terrace ladies look at the world with brighter eyes for some two years now. If Spring fever or a Spring cold or mounting poundage is taking the joy out of life for you, a call to the Women's Locker Room desk for an appointment with Lee or Louise will practically put an end to your troubles.



POSTAL TELEGRAPH

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Notions

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

Accessories for
MEN and WOMEN

RETROSPECT

IT is something over a year now since this publication carried an inspired account of the inauguration of bus travel along Twenty-third Street. In imperishable prose we reported that the day "dawned clear and sparkling," that "flags and bunting flew from office buildings, apartment houses, hotels, theatres and shops," and that "the Twenty-third Street front of London Terrace was decked out gayly enough for a Lindbergh welcome."

We can't help but feel that that is pretty much top-notch typewriter banging, but of course we had an inspiring subject to write about. It's water over the dam now, we've all accepted the quietness and comfort of the buses, with but a fading memory of the nerve-jangling trolley cars. But if we've forgotten, statisticians haven't. They are the ones, not elephants, who never forget.

The figure hounds have figured, as reported to the Twenty-third Street Association by Hugh J. Sheeran, president of the New York City Omnibus Corporation, that 9,207,799 persons rode the Twenty-third Street buses between April, 1936 and April, 1937. What makes these figures impressive, however, is that they are 33.88 per cent above those of the previous year, when the street cars were in operation. During that year only 6,877,741 persons rode the trolleys. We got our own private statistician to tell us what that meant, and he said it meant that people like to ride in the buses better than they liked to ride in the cars. This sounds like fairly reasonable reasoning, so we'll let it go at that.

A little farther down in our last year's inimitable story about the buses we quoted H. Warren Hubbard, Manhattan Commissioner of Public Works, as saying that "track removal would proceed immediately." This statement has proven just a bit on the over-optimistic side, but the anniversary must have set something

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.

in motion, because the tracks *are* being removed.

We hope Commissioner Hubbard doesn't forget also that he said our street "would evolve into a handsome boulevard." We can't wait for the time when we'll leave our apartment, complete with stick, boutonniere and Homburg hat, to stroll leisurely along, ogling promenaders of the opposite sex. Who said romance was dead?

Telling Us

Herewith another in the series of sage advice from Mayor La Guardia via the 10th Police Precinct:

Traffic policemen call this the most common and useless excuse; "Officer, I didn't know I was going so fast." Strangely enough whether the alibi is common or useless it is probably true. Our motor car manufacturers are creating automobiles that are built to shut out vibration and to make fast driving a real comfort. Frequently, drivers actually do not know the speed at which they are traveling. This false sense of security should warn you to keep an eye on your speedometer from time to time. Suit your speed to conditions on the highways.

HAROLD FRANCIS MANN ASTROLOGER

By Appointment

CHelsea 2-3919

Thanks

You probably recognize the photo at the left. It was used as a cover for the preceding NEWS. It gained such widespread commendation that we decided to put it on an inside page this month and tell the story that goes with it. The dress worn by the devastatingly attractive young lady is a silk print with design by Schiaparelli—one of a series. It is called "English Garden" because the flowers used in the design are reproductions of posies widely found in English gardens.

When Miss Wilma Soss of the International Silk Guild made plans with G. Tornello to take the photo they racked their brains to think of an appropriate setting until the Garden of London Terrace suggested itself as a real inspiration. After the photo was taken Miss Soss succumbed to our earnest entreaties and kindly allowed us to use it as a cover for the NEWS. Thanks are in order and they are hereby extended on behalf of our readers and ourselves.

Bridge Shindig

Bridge players are going to get a chance to indulge in their favorite pastime and help along a good cause all at the same time on the afternoon of Thursday, April 29th. On that day there will be a Benefit Bridge in the Penthouse Club, proceeds of which are to be divided between Chelsea's Neediest Families Committee and the Greenwich House Music School. Chief objective of the benefit is to get a good start on the Committee's fund to send a number of neighborhood children to summer camp. Last year three were sent, but it is hoped that this summer that number can be improved upon to a great extent.

The work of the Committee, which had its inception in the annual Christmas Party, is something of which we should all be very proud and is deserving of the continued support of all Terrace



Spring, Spring! Into our Garden the lovely lady steps with grace and precision, while the Bobbie stands at admiring attention

residents. Expansion of its activities is in prospect and to this end the co-operation of the Greenwich House Music School is a welcome addition. Between the two of them it is hoped to accomplish great things.

Therefore, all bridge players should rally round on April 29th for a pleasant session in the name of a worthy endeavor. There will be a charge of fifty cents a person and there will be refreshments and prizes. Reservations in advance will be appreciated. Mrs. Nugent, on the Play Roof, will accommodate you, as well as furnish any details.

Culture

If you're one of those ambitious people who believe you never can have too much education, New York City is giving you your chance to do something about it, free of charge. The City spon-

sors an adult education program and one of the schools is a mere stone's toss from London Terrace—at 314 West 21st Street. Not only that, if ten or more persons wish a class in a particular subject, the City will send an instructor over to the Terrace and conduct the sessions right on home territory.

The subjects cover a wide variety, including among others, typing, art, shorthand, homemaking and health, retailing and salesmanship, short story writing and journalism. If you're interested a call to the NEWS will set the wheels turning.

**EXCLUSIVE
MILLINERY
Hats Altered**

BETTY WILBUR

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

LADY AT LEISURE

SEEMS that my comments on dieting have born fruit and the "Lindlahr Diet-Miss Constantine Exercise and Massage" combination is being much discussed. Miss Constantine and I have gotten our heads together and we are going to help you pound-conscious people get results with the minimum of effort. We must give the Food Store credit for marvelous co-operation as they are making arrangements to have the required foods for each day—the Lindlahr diet is for one week with certain vegetables and fruits for each day. If you cook at home, all you have to do is place your order with your Royal Scarlet clerk and the first, second, third and following days' menus consisting mostly of vegetables will be prepared and all ready to be cooked. It may be possible that you can arrange to have the things cooked for you. Hence all you have to do is pay for your dinner and eat it and knowing the policy of this accommodating store you may be able to fix it so that you don't have to do the eating, either! Miss Flynn is seriously considering serving the menus in her restaurant but up to the time for this copy to go to the printer,

I had not been able to get a confirmation from her. But I am reasonably sure that if sufficient people show interest in the diet, she will be glad to accommodate the eater-outers who are anxious to partake of non-fattening foods but do not want to prepare their meals. So everything's all set now—it's up to you and you and you.

I read a very interesting article on letter writing not long ago but stupidly did not keep it so I cannot quote it too accurately. However, I do remember the gist of it, which was to the effect that the reason most people put off letter writing is because the "implements" are not handy or some required article is missing—either the pen or paper or stamps. I mention the latter because often if you know that you can put the letter in the mail immediately, you are more likely to be inspired to dash off a few lines. Try to have writing material neatly assembled in your desk, or in a drawer of a table so that you can easily sit down in a comfortable, writeable spot. If you have a bedside table have some writing paper and the rest in the drawer of that table. Instead of reading your favorite book, take time to write to mother or dad or one of your old friends

whom you "haven't written to in ages." I have lost track of a dozen or more interesting, and some one-time close friends, by not writing occasionally. Sounds like a sermon and far be it from me to preach on letter writing (or any other subject) as I am the world's worst but I just happened to remember being impressed by the important point of having writing material on hand as well as attractive stationery and good pens and fresh ink and don't forget the stamps!

I wish you all could see one of the most attractive modern apartments in the Terrace—or in New York, I'll wager to say. I haven't the time or ability to describe it properly but will give you my idea of the color scheme and some of the effects. The bedroom walls and trim are a dark blue—I saw the apartment at night and thought they were black. The window hangings and bed spreads on the twin beds are Flamingo red satin! The furniture is of simple modern design and the wood a light grey, similar to the popular "blonde wood." The separate mirror above the chest of drawers or dresser, is almost square, extending up to the picture molding. The tube lighting down either side of the mirror is covered with blue cellophane which seems to give depth to the mirror and throws a beautiful light on the only ornament on the dresser—a clear glass madonna. A low glass table, two chairs, lamps and unusual pictures complete this room.

The living room walls are a light egg plant, with a touch of raspberry, to use my own rather peculiar words, but that was the way the colors struck me. Our house painters will probably die if they read this description which they will hardly recognize as anything they ever had anything to do with! The wood trim in the living room is white, a stunning contrast to the dark walls. A baby grand piano is the only conventional piece in the room and the

(Continued on page 15)

CURTAINS DRAPES SLIP COVERS BLANKETS

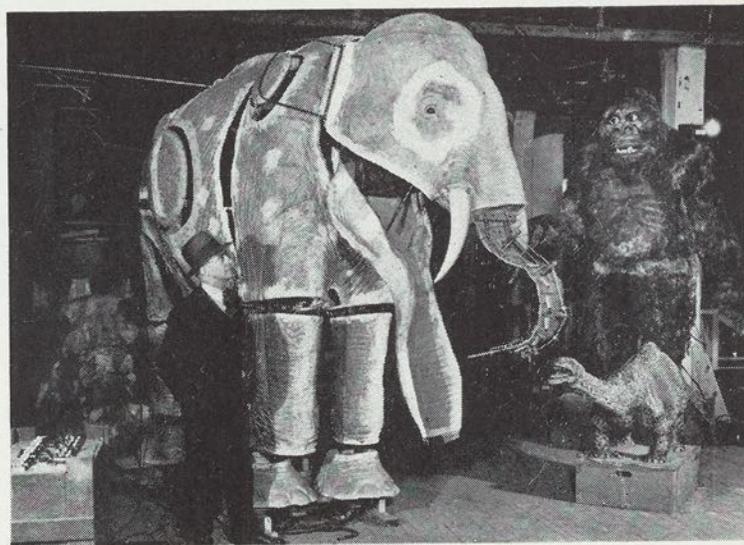
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THEY DO EVERYTHING BUT THINK

Each day is Circus Day in this establishment, where strange figures are born



Mr. Messmore poses with a few of his creations

WHEN G. Harold Messmore walks the four blocks from London Terrace, where he lives, to his place of business at Twenty-seventh Street and Ninth Avenue, he steps from a world of reality into as weird an atmosphere of make-believe as you'll find outside the novels of Edgar Rice Burroughs. If you glance into the windows of Mr. Messmore's place of business you're apt to encounter anything from a life-size giraffe to a prehistoric flying lizard. At a desk in Mr. Messmore's front office sits Mr. Charles Carroll, one of the signers of the Declaration of Independence. From a bluish-lit room just off the front office, there come ghoulish shrieks and groans as life-like as the frightened and frightening figures from which they emanate.

Don't get the wrong idea about the activities of Mr. Messmore, however. He is no necromancer or crazed scientist dabbling in occult practices. He is a business man, partner in the firm of Messmore and Damon, Inc., "creators and producers of mechanical displays for show windows and advertising purposes."

That descriptive phrase, taken from the firm's letterhead, doesn't even begin to tell the story. Messmore and Damon do a whole lot more than their letterhead would indicate. They did a half million dollar exhibit for the Century of Progress in Chicago and expect to do something as grandiose for New York's World's Fair of 1939. They produce a complete Coney Island "horror" show every year. That's what goes on in the bluish-lit room mentioned above. Charles Carroll, who sits at the desk, is re-creation for the Baltimore and Ohio Railroad who will make him a guest of honor at his birthday celebration next September. Mr. Carroll, in addition to signing the Declaration of Independence, also signed the original charter granted the B. and O.

The somewhat theatrical ap-

pearance of Messmore and Damon's front office is proof of the keen business sense of the two partners who have been operating for twenty years. Theirs is a picturesque business and they make the most of it. Behind the show window exterior of their plant, however, there is an infinite variety of mathematical, financial, artistic and scientific detail. Called in to make an estimate on a life-size figure of a dinosaur, for instance, one that will move naturally, bring forth becoming noises, look the part and stand up under wear and tear and they have to know their stuff down to the smallest item of equipment, material and labor in order to submit a price which will be fair and allow for a fair profit.

They pride themselves on scientific accuracy, often calling into consultation officials of the American Museum of Natural History to help them over difficult spots. Museum officials, for their part,

are glad to help. They have gone on record as saying that Messmore and Damon have done a great deal toward making the study of natural history come to life.

The administrative and selling end of the business is kept pretty much in the family. Damon is in charge of the shop—it actually is a factory—Mrs. Messmore heads the office force, H. L. Messmore, brother of G. Harold, looks after things when his brother is on the outside, while G. Harold himself attends to the bulk of the selling contact work. Although clear out ahead in amount of business of competitors, the firm still does not enjoy a monopoly on display work, so they can't have things entirely their own way. The shop personnel consists of a highly skilled, highly specialized corps of artists, designers, carpenters, sculptors, wood carvers and workers in

(Continued on page 14)

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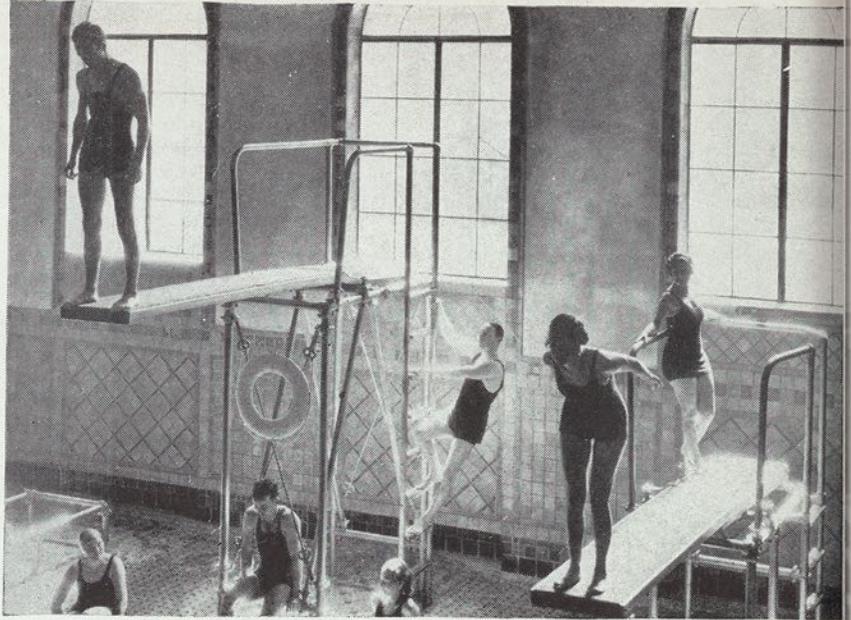
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POUR LE SPORT

WE were down in the Pool the other twilight practicing our own unique version of the swan dive when one of the boys who works around the place came over and wanted to know if there was going to be anything about the Pool in the NEWS this month. Our answer was "why not?" and did he have anything in mind that might make a story?

He said well, there was the spectacular children's meet on the last Saturday in March in which the Spence Brothers showed off a hundred of their small pupils to the amazement and gratification of spell-bound watchers. And there was the Edison Company's annual water carnival on March 30th. And there was the fact that in his observation and opinion the Pool was getting steadily more popular with casual dippers. And there was the scheduled Temple Athletic Association Annual Meet on May 10th, which he said would be a honey and would be open to residents for a small admission.

We said thanks, that was all very interesting, but it was the usual run-of-the-mine Pool stuff and hardly deserving of space in our columns. "All right," he said,

"what about this? There's a man comes in here regularly every Monday at two minutes after five. He gets on the low springboard, dives off backwards once and then leaves."

We said that was good human interest material and we would write a story about it. He shook his head sadly. "I can't understand you reporters," he said. "I give you good honest news and you don't want it and then I make up a lie about a guy diving off a springboard and you think it's hot stuff."

We dove off the springboard backwards once and left.

**DRESSMAKING
and
ALTERATIONS**

MRS. O. LE COUNT

450 BUILDING
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IDYLL

THE Garden rhododendrons, reproduced in full bloom on our front cover this month, are an old story to the veteran residents, but we'd like to pass on a tip to newcomers that they have a thrill awaiting them a little later in the season. And we'd like also to remind them that the Garden is a pretty swell place, in case they haven't yet given it the full measure of their appreciation.

In mid-afternoon of a sunny day recently we emerged from one of the lower corridors up the steps into the Garden. It was very still there, and fresh, and our imagination told us that we could sense the quiet strength of growing things. There weren't any street noises and the muffled ring of a telephone somewhere only intensified the calmness. We made the circuit of the Garden breathing deeply and letting our office nerves relax under the spell of Nature getting ready for its big season of the year.

Then we noticed McAdam. McAdam is the Head Gardener and he was leaning on his spade in the middle of some turned-up earth, regarding us with amused tolerance. "It's nice after the rain," we said, to show that we were in harmony with the season.

McAdam squinted up and around, still smiling, and replied that it was always nice out here, only some people just didn't have it in them to appreciate it. We said that was so and then asked what he was doing. He was, he said, moving the spirea from the Garden beds out onto the Twenty-fourth Street strips and replacing the spirea with ivy. "More harmonious that way," he explained and went back to work still smiling contentedly.

We strolled on a few steps and then turned back. "Mac," we asked, how do you spell spirea? He looked up and laughed. "S-p-i-r-e-a," he replied immediately, "and if you don't believe me look it up in the dictionary."

We didn't even bother looking it up. We didn't care whether it

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You don't have to take the cream from the top of the milk for your coffee. You can enjoy rich, golden Sheffield Cream for breakfast tomorrow. Sheffield cream, at a new low price, will add new joy to any meal. Cream for cereal. Cream for

fruits and berries.

And remember, bargains in cream mean bargains in a variety of delicious desserts. Serve puddings, ginger-bread, shortcake, and gelatin dishes—topped with a delicious puff of whipped Sheffield Cream.

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was right or not. It was the way Mac spelled it and it was good enough for us.

Mistake

Chagrin has smacked us down with a clammy hand. We printed a story last month about the Wilfred Husbands, well-known globe girdlers and Terrace residents, and their trip to Washington at the invitation of Mrs. Roosevelt to show the First Lady pictures

of model homes they had brought back with them from abroad.

The story was accurate except for one particular. What we said was that the pictures were of model homes in Holland. Actually they were of model homes in Sweden. We apologize for the error. At the same time we suggest to the Husbands that taking pictures of model homes in Holland might not be a bad idea.

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Cost more and worth it
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455 Building

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*Or We Can Measure You
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Choice of all wool fabrics—styled
and priced the way you want it.



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for both Men and Women

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**The First New Liquor
In Over a Century**

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**GREEN MOUNTAIN
MAPLE LIQUOR**

(90 Proof)

A Mellow, Robust Liquor;
Fine in Highball or Cocktail

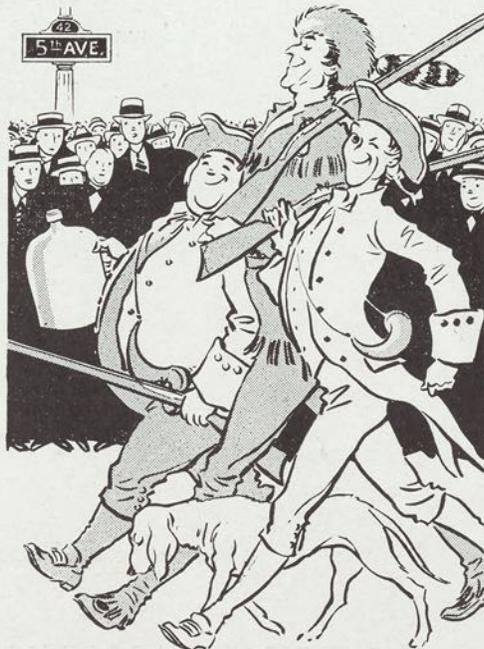
**AMERIND MAPLE
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Chill or Frappe—and as a
base in several new cocktail
formulas. See your liquor
dealer for booklet containing
these recipes.

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John Morgan and Company—Metropolitan Distributor



SHOP SHOTS

IT'S just about time to think about Spring in spite of the recent freezing Easter. And Spring should turn one's thoughts to something other than that certain thing called Love. Housecleaning, for instance, nothing could be more of a contrast but it's a timely subject you must admit.

The Housekeeping Department's

corps of experienced workers have their tools all polished and are rearin' to go! They have this cleaning business down to a science and if you housewives will just give them an idea of what you want done, you'll be more than pleased with results. Your closet shelves are pretty sure to need a good scrubbing and possibly some new edging. The window cleaners and floor waxers unite with the maids and go to town if you just say the word.

The Laundry

will wash those curtains, blankets and other washables and

The Valet

will clean the things that cannot be washed. Result, all spick and span so that you can go on that shopping binge without worrying about a messy house.

The Tailor

Mr. Loeb and his helpers are very busy these days making new tailored suits for Terrace ladies and their husbands, to say nothing of altering things so that they will be tight in the right places and loosened up to cover the bad spots. I've told you before what I think of our Tailors.

The Landlord

is a newcomer to this column but no stranger to all who get Wm. A. White and Sons bills on the first of each month! And I'd like to say that these Agents for the largest apartment house

GOD SAVE THE HOUSEWIFE !!

In good old England they sing to the health of the King . . . at home we sing the health of our women. Yes! God will save the housewife from any laundering problems when she has London Terrace Laundry to take care of, not only the entire week's washing (at budget prices), but, even the curtains, blankets, furniture covers and pillows which will be expertly laundered and returned ready to give her longer life.

If you'll call us on the House 'Phone, we'll be at your apartment quicker than it takes to tell it.

LOWER CORRIDOR

425 BUILDING

in the world are in a considerable dither to know just how many of the present 3000 odd residents (I mean odd in reference to numbers—not to individuals) intend to refer to good old London Terrace as the place they will call home for the next year—or two or three. And may I add a word to the wise and say that I have it on inside authority that there are about 2999 people who have their eyes on this little city of ours and are planning on moving in if there's room for them. Remember I said I heard!

The Excelsior Garage

I just must ease my conscience a bit and put in an extra special good word for this service to our tenants which is enjoyed by most of the car owners hereabouts. It's just one of those things that we take for granted along with

The Radio Shop

The radio man is quite the man of the hour when one moves into a new apartment but is pretty

likely to become the forgotten man after that. But such should not be the case. Your radio is almost sure to need new tubes occasionally or something may be wrong with the super-super master aerial. A look-see out of your window at the connection will check that. Call Mr. Toran if you are not getting proper reception and he's quite sure to be able to fix things for you.

The Travel Agency

known as Sisk Tours in 435 building on the first floor, is another convenience that, because of its newness, may not be known to all residents. Mr. Sisk is fully equipped to route you from here to darkest Africa and back, or if you just want to fly down to Washington to talk things over with Mr. Roosevelt, he can arrange that too—the plane trip, I mean.

The Florist

and his gorgeous window full of beautiful blooms, speaks for it-

self. All this grand sunshine, which we are pretty sure to have from now on, will do wonders for those pretty plants that give the breath of Spring to your apartment.

The Drug Store

and Miss Gibney will furnish another breath of Spring in the way of perfume and other toilet requisites that you will want to go with your new Spring wardrobe. I don't know of anything that makes you feel quite so much like a million dollars as to get all powdered and perfumed up before you put on that new outfit. And don't think that friend hubby doesn't like those very masculine toilet niceties, such as Yardley prepares for the male of the species.

The Food Store

has some tricky new colored potato chips and popcorn—have you seen them? I'm very keen about the chips—one flavored with onion, another with celery and the

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third is red and tastes like hot tamales and when I say hot, I mean hot! Very good with a long drink. I still favor the cheese popcorn and my friends claim that the popcorn I serve tastes different from any they can get. The answer is, that Royal Scarlet has such a tremendous turnover of all their stock that nothing can get very stale. One of their new articles will help you to be the life of the party, you know the favorite remark about ham and eggs, especially about one-thirty or two o'clock in the morning when your guests *should* be going home. Well, now you can say, "If we had some eggs, we could have some bacon and eggs." Of course you must be sure to have Bacon Yeast, a powder that looks like celery salt but tastes like

bacon—and no foolin' about the bacon. Bacon Yeast has all sorts of Vitamins to its credit along with the delicious bacon flavor.

I've succeeded in making myself very hungry and I only know one thing to do about that and as I was never very good at doing two things at once I'll have to stop typing in favor of eating.

Your friend,

THE SHOP SHOOTER.

MESSMORE

(Continued from page 9)

metal, papier maché, furs and all sorts of fabrics.

The biggest job Messmore and Damon ever completed, the one that reaped them the most publicity and scientific acclaim, was of course, their exhibit for the Century of Progress. It was the one called "The World a Million Years Ago." If you went to Chicago for the Fair, you saw it. If you didn't go, you read articles about it and saw pictures of it in magazines and newspapers.

It was a life-size reproduction of pre-historic animal life and included a rhinoceros beetle, a gorilla, sabre-toothed tigers, a platybelodon (ancestor to the elephant), a giant ground sloth, a

dinosaur, a giant lizard, a mammoth which weighed four tons, and a flock of subsidiary members of the animal kingdom which have to be seen to be believed. Messmore and Damon saw to it that you believed them. All the figures moved the movable portions of their anatomies and spoke in their native tongues.

It took four years to complete the exhibit, which called for an amount of ingenuity and research in its manufacture that makes the invention of the steamboat and automobile seem like producing a talking doll in comparison.

The figures "were wired for sound" by means of phonograph records which had to be operated electrically and timed to coincide with the accompanying movements. They doped it out so that pulling one switch would produce the sound and the corollary movement. It sounds simple, but try it some time in your parlor with a mess of papier maché, some leg and head joint mechanism, a few sticks of kindling wood and a sound recorder and see how far you get. And don't forget that any sound and any movement won't do. They have to be authentic. Messmore had to take the word of various natural history scientists and paleontologists as to authenticity of prehistoric animal habits, looks and sounds, but he figured that if they didn't know, nobody did, so they would give him their ideas about things and he would see that they were carried out faithfully by his workmen and designers.

Messmore says he doesn't have bad dreams at night—in fact doesn't think much about his work after business hours. He probably learned long ago for his peace of mind that it was better not to. He and his wife generally leave the office about five o'clock to come home to their Terrace apartment, where they have lived for several years, neighbors never suspecting that the producer of awesome spectacles is so near at hand.

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ness and doesn't like the "freak" connotation sometimes applied to it. "Some people get the idea we run a nut factory," he says, "but believe me there's no room for nuts in our business. We have to know what it's all about."

That would seem a pretty hard statement to deny.

LADY AT LEISURE

(Continued from page 8)

other things, a low, comfy davenport, with coffee table in front, and chairs, lean very much to the modern. A practical and attractive oblong table extends out into the room, with the short end up against the wall and two chairs on either side.

The drapes—oh—if you could only see **THE DRAPES**. This particular apartment is in one of the corner buildings, a C in 465 to be exact—and the windows are placed so that a decorator usually gets quite upset over how to treat them. There are two in the south wall and two in the west and the



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wall space in between varies on each side. To treat each as a separate window is done most often but not so in this modern apartment. The material used is about the most gorgeous that I have ever seen—a heavenly shade of very light grey satin, almost oyster white. Now try to picture this: the drapes are on "travelers," I believe that is the proper term, and they can be pulled to extend almost half way around the room, thus covering the windows and the uneven wall space in between. Or they can be separated

so that two mirrors show between the windows rather than the wall. A rounded rod is used in the corner so that the room has a circular effect. Off the living room is a miniature "night club" (a slight exaggeration but one of the "extra large London Terrace closets" has been made into a bar) containing about a three-foot bar, four stools and the "works" on shelves in back of the bar. Appropriate pictures, Aunt Hattie might think them a bit wicked, adorn the walls along with some miniature masks which I thought were Benda masks but

they were made by some gal, I forget her name. The radio is in the bar and attached to the light switch so that as the lights go on, so goes the music. It happened to be jazz the night I was there hence the illusion of the night club.

Last but not least is the thing that I should have mentioned first, as it is the thing that meets your eye immediately upon entering the apartment. It is a handsome mural on the wall between the bedroom door and the living room door. This mural was done

by Mr. A. T. Toran, a brother of our radio shop Mr. Toran. Again I do not have the artistic vocabulary to do justice to this work of art but I was very much impressed with the vivid coloring and life-like figures.

The following little article in "Diamond Points" gave me much courage and hoping that it will do the same for you I leave you with these kind words, "Use what talent you possess. The woods would be very silent if no birds sang there but those who sang the best."

BOOK NOOK

THE dear old British scriveners are pushing their American cousins all over the map this month as regards Book Store popularity. There is for example, W. Somerset Maugham's new one, "Theatre," intimate personal story of a feminine star of the stage. Mr. Maugham's brilliant flare for characterization and plot development is well utilized and the book absorbs the reader from start to finish.

James Hilton pleases his admirers, including Alexander Woollcott, with "We Are Not Alone," a typical piece of Hilton charm and quaintness. The central character this time is a doctor whose quirks of personality furnish the basis for a leisurely excursion into pleasant English portraiture.

The third Britisher, Noel Coward, offers us an autobiography in "Present Indicative." Studded with famous names, set down in rapid-fire prose, brimming over with the well-known Coward satire, it makes for fascinating reading. It is not a comfortable book, but no one expects comfort and

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GLADYSE GRAVES STARK

Director

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ease from the typewriter of Mr. Coward.

James T. Farrell upholds American laurels with a novel which could come from no place but America. "A World I Never Made" is the title. Its complete honesty of dialogue and situation almost got it into trouble with the censors, but happily, nothing has been done to it. It is a classic of big city slum life and a positive "must" for every reader with a sufficiently strong stomach.

Dorothy L. Sayers presents her

favorite character Lord Peter Wimsey on a ghoulish honeymoon in "Busman's Honeymoon," which is up to her usual high standard

of mystery yarn. There is also "The Bonfire Murder," by T. Arthur Plummer, mixing violence and politics in fine creepy fashion.

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