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FINAL MEET ON WEDNESDAY

London Terrace Pool to be scene of last important A.A.U. swimming event of the current semester

THE last important A. A. U. swimming meet of the season will be staged by the Terrace Club at the London Terrace pool, 470 West 24th Street, on Wednesday evening, April 17, at eight o'clock.

The two championship events which will attract the outstanding stars of the East are the Metropolitan Senior Fancy Diving Championship and the 220-yard

club, present holder of both high and low board championships, will encounter considerable opposition from Johnny Zahanek of the N. Y. A. C. as well as from his own teammates.

The men's 75-yard Free Style event is expected to attract the outstanding stars of the East headed by Peter Frick, the recent sprint sensation of the N.Y.A.C., and John Dryfus, captain of the Terrace Club Team and formerly intercollegiate champion.

The Kompa sisters, Erna and Elizabeth, of the W. S. A., and Marie Inceandi of the Dragon Club, who finished 1, 2, and 3 in the Senior Metropolitan 100-yard Backstroke Championship, and Jean McCullough, the present Junior Metropolitan Backstroke Champion, will be the most formidable contenders in the 100-yard backstroke scratch event.

A large entry list consisting of the fastest girl swimmers in the city will vie for honors in the 100-yard Free Style event. Among them will be Dorothy Dickiman, Senior Free Style champion; Else Ferril, 100-meter Free Style champion, and Elizabeth Harrison, Junior National 440-yard champion, all members of the W. S. A.; Mary Callahan and Viola Lewis, Junior Metropolitan Free Style champions of the Dragon Club.

A 50-yard Free Style novice race will be held for the benefit of girls who have not yet won a medal.

Bobby Reilly, Junior Jarrett, Roger and Victor Davis, Betty Clark, Kathleen White, and Helen Walsh, all of London Terrace, will compete in the 50-yard Free Style race for members of the Catfish Club.

The London Terrace Pool was the scene of tremendous activity during March, an increasing number of persons taking advantage of the pool facilities. Several clubs and private organizations used the pool for the first time and were highly gratified.

The special rate of forty cents each, which includes bathing suit, towel and locker, is proving an attractive inducement to Terrace residents and their friends. With warm weather coming on, many are availing themselves of the opportunity to entertain their guests by taking them swimming in the evening.

Metropolitan Junior Breaststroke Championship. In the latter event, the Terrace Club's shining light, Joe Lockman, is expected to run away with the honors. The Dragon Club will have the strongest entries in the diving event. Neil Ferguson of that

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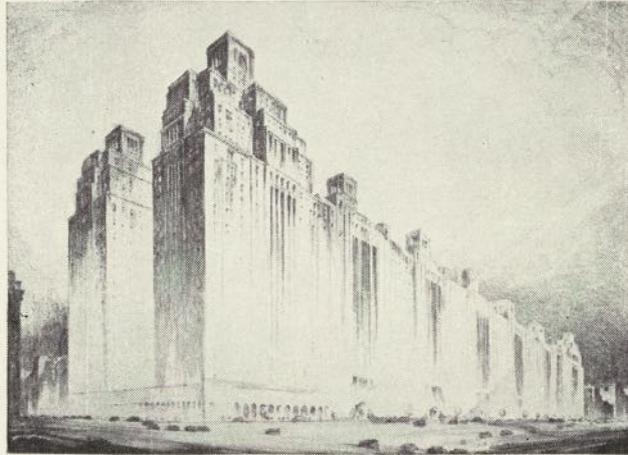
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The NEWS of
London Terrace

APRIL, 1935

VOLUME II

NUMBER 4

Fit to Prints

Much of man's working time appears to be devoted to making things easier for women. So far as is known, there is still no substitute for eight tedious hours at a desk, but as long as the little woman has her comfort, who may complain?

We were pondering this matter the other day as we meandered into the Lingerie Shop, a-thirst for news. Here again we found a



disturbing reminder that life for the female of the species is increasingly a soft snap. The proprietor mulled over the news of the month, of which there is no immoderate galaxy, and observed that the cotton dress, introduced last year in lively prints and more or less in the spirit of good, wholesome fun, had become definitely established and that the coming season for these garments was promising indeed.

There's a trend here toward combining smartness with simplicity, the idea being that the *hausfrau*, busily engaged in listening to the Voice of Experience in the befuddled hours of the morning may depart from her house without slipping into something else held more presentable for street use. The garment architects, with an eye to the main chance, set about to create something that could be worn about

the house and on the street, without offending fashion's dicta.

When you and I were young, Maggie, the lady of the house used to have to go to the trouble of doffing her house attire and assembling herself prettily for the public highways. That's all gone.

It seems that the gay and festive prints of last season, while eye-filling, were apt to soil easily, so the fashion folks set about moderating the tones. Now they're a little less animated, but beautiful none the less.

Well, we forget what we started out to say, but the dresses are really very attractive, so we bought two for our wife and emerged, a little blankly, into the morning sun.

Horticulture Ahoy

Our informative notes on flowers, as gleaned last month from the proprietor of the Flower Shop, drew a fine battery of comment. It all originated with the same person, who lauds our efforts handsomely and signs himself "Roses for Remembrance," which entitles him to a memory course himself.

Anyway, Easter is not far away, and those of you who have fifty or sixty dollars and nothing to do with it might logically fall in line with the fine frivol of the season. Flowers will take but a small percentage, at that.

Potted plants are most appropriate, except on Easter Sunday, which is the 21st, when cut flowers ought to be sent. All during

the preceding week the potted plants will be going like hot cakes, to coin a phrase. The popular brands this season are azaleas, tulips, rose plants, gardenias—in about that order. Last year the Shop sold more than 2,000 plants, and it has already passed that record, so you can see you're not exactly a pioneer if you buy a potted plant. The Shop puts on three extra salesmen during the Easter rush, and a dozen extra delivery boys.

Dear, dear, that man must ask a lot of questions!

Love in Bloom

Since our ill-considered announcement regarding the desirability of verse for publication last month, we have had eleven contributions. These all touch on Spring and Love, inalienable intangibles that they are, and if we are any good at detecting similarity in typewriter types, they all sprang from the same font.

The rejection of such material does not necessarily indicate lack



of merit, although the chances are pretty good. What we want to know is: do our thirsty readers want a poetry page, or do you want your verse buried painlessly away with the paid advertising? We are slaves to the public will.

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IT'S APRIL IN PARIS

• BY ARTHUR POLLOCK

FOR one whose business it is to go to the theater, this has been a good enough season. Perhaps as many plays as usual have been of the sort that make theater seats seem hard to playgoers, professional or otherwise, but the plays that give a fine esthetic thrill have been as many as usual, too. Remember, this season brought "The Petrified Forest" and . . . There go those whistles again! Those hoarse, nostalgic steamship whistles . . . they kill me! I suppose the tugs are wheedling the *Ile de France* out into the stream and turning her nose toward those paradises I long to wander in again . . . I like London Terrace . . . the service is quick as a wink . . . but why can't they stop those whistles! . . .

"The Petrified Forest" and "The Children's Hour"—The theater sees plays of their kind not at all too often. I should say that they . . . Oh, God! Those whistles . . . maybe that's the Conte di Savoia sneaking past my window out to sea! . . . why am I not on it? . . . Of course, I could take a ferry boat ride . . . but what do ferry boats know about life? . . . I'm worn out . . . been going to the theater every night, it seems, since last August . . . and now have to sit here and work while the chestnut trees and the Martinis burst into bloom right in front of the Cafe de la

Paix! . . . If only London Terrace had a rudder . . . it has everything else . . . why can't it have a rudder? . . . or else not live right on the brink of the river that takes people . . . why can't an otherwise reasonable management . . .

And this season Katharine Cornell, who never looked to me like the great actress she has been said to be, did look like that great actress in "Romeo and Juliet." Oh, well, it's no use! . . . those whistles! they won't stop! . . . think of it . . . there are men and women on those phantom ships that can be in seven days or less, if they want to, walking

Arthur Pollock, famed first-nighter of "The Brooklyn Daily Eagle," is turning his eyes seaward after a particularly brisk and eventful season. To many theatre-goers within and far beyond the circulation confines of the "Eagle," this able London Terrace resident is drama's oracle. But the vagabond's nostalgia has him in its grip these days and, after reading this article of his, it's apt to have you too!

down the long ash-blond beach of Juan les Pins and flopping lazily into the baby blue water . . . or lying on the sand under the hot sun in next to nothing. . . . And Eva Le Gallienne, who never was, I think, any kind of actress, became one in "L'Aiglon" . . .

(Continued on page 12)

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LONDON TERRACE NEWS

BRIDGE TOURNAMENT ANNOUNCED

FLASH! Flash! A championship bridge tournament for residents of London Terrace has been arranged. Choose your partner and send in your entry *now* 'cause it's going to be some fun and you won't want to miss it.

The Committee hopes to see everyone in London Terrace who knows anything at all about bridge competing. You don't have to be a champ. It's all the way the cards run. And win, lose or draw, we know you will have a good time. There will be three evenings of play. The match will start April 24, continue May 1 and end May 8. These are Wednesday evenings and play will open at 8 P. M. We urge all to be on hand early in the Penthouse Club in 470 so there will be no delay.

It will be duplicate bridge and the standing of the teams will be determined by the total number of match points scored in the three sessions. So all will have a chance right up to the last night. If you do not have a partner get in touch with a member of the Committee and they will try to obtain one for you. Only residents of London Terrace may play, and no entries will be taken after 7 P. M., April 24.

A pair of fine cups is being donated by the management of London Terrace to the winning team and this high-scoring couple will labor, for a year, under the burden of being hailed as The Champs. In addition, double packs of cards will go to the win-
(Continued on page 10)

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LADY AT LEISURE

SPRING being here, practically (I refer to those especially nice, warm, sunny afternoons, few and far apart as they have been), a young lady's fancy turns to—in this case, more “shop snooping.”

Clothes, of course, are of great importance at this time of the year, but almost everyone is equally interested in dressing up her apartment as well. Summery drapes help loads—our interior decorator has a grand choice of chintzes, gay cretonnes, block linens and the always popular jaspe cloth. Flowers and plants do wonders to bring the breath of Spring into your city home. Things grow beautifully here in London Terrace, due to the fact that almost every apartment has sunshine at some time of the day during these next few months.

Needless to say, the Beauty Shop is well patronized these days, what with these new hats that are practically no hat. Emily, the very popular operator, has returned, after a prolonged vacation, and everyone is happy to welcome her back to her old post.

Here is a suggestion that will help make your next cocktail party a huge success. Call Elizabeth Flynn, or her sister Carolyn, and ask about the canapes they concoct — they're scrumptuous! They will be delivered to your apartment on short notice.

Our Book Shop reminds me that tenants will find quite a “hardware” supply of thumb tacks, picture hooks and the like, in the new store on Ninth Avenue. This should be of particular interest to new tenants who are always anxious to hang the picture, mirrors and curtains—does not look like “home” until this has been done. Mr. Martin also reports the arrival of a most interesting new article—Mello-Chimes they are called and they take the place of door bells, maid bells and telephone bells. The cost is small and the attaching easily done. How many times have you dashed to the door, when

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you were in no mood or condition to dash, and found that it was not your bell that was ringing? I thought so—it happens to almost everyone in a city apartment, where only a short space and one wall separates your means of knowing that there is some one at your door, from that of your neighbor's. Now here is a solution to *that* difficulty, and such a pleasant solution, too. If you have a small child *or* a husband, they will probably wear the thing out in no time, just for the fun of hearing the fascinating, melodious “Dong.” Go down and have a “hearing.”

Radio entertainment not of one's choosing always has and it *seems*, always will be a great problem in congested quarters such as we have in this huge metropolis. And it is not strange that that particular problem is at times most serious in this, the world's largest apartment house. Right now our engineers and other authorities on such things, are

working on a device to reduce the vibration, prevalent in buildings such as these, which are a mass of steel. If we perfect anything like we are hoping for, we will be the talk of the town. Everybody keep his fingers crossed.

“In closing,” I must refer to my old friends, the “extra large closets.” The latest sight that met my eye when one of these famous “E-B” closet doors was opened, was a piano, easel and stool, with music and artist's supplies on the ample shelf above. You see, Mrs. M. is interested in an occasional bit of Chopin and Mr. M. has taken up the study of art as a hobby. The upright piano was quite suitable when Mrs. M. had a bachelor girl's apartment but it did not fit in so well with the recently purchased period furnishings.

Now it must be “Cheerio” until we meet next month at the May Pole which, believe it or not, we hope to have, right in the middle of our Garden.

The Human Side of OUR News

INTEREST in our less fortunate neighbors, the boys at "Christie Street House," remains very keen. A large benefit bridge party is being planned for Tuesday afternoon, April 23, at two o'clock. There will be prizes for each table and tea will be served. The charge will be seventy-five cents.

The London Terrace-Chrystie Street House Committee wishes to take this opportunity to thank Miss Elizabeth Flynn for her share in making this affair possible. She has most generously given the use of her Grill Room and will serve the refreshments as her share in helping this charitable cause.

Bridge enthusiasts are promised an interesting game as Mrs. Stark, in charge of bridge activities in the Penthouse Club, will be present to assist. Tenants are invited to come alone and a partner will be provided, but it is preferable to bring another player or a complete table.

For reservations or further information, call Mrs. Crockett, 455, 7E; Mrs. Giberson, 405, 18A; Mrs. Gray, 430, 1A, or Mrs. Montgomery, 450, 16A. Please come and help make this final effort of the season for the boys across the street a success.

DAY Nurseries have long been famous for the remarkable work they do in helping the working mother care for her young children. The writer's mother founded one in Spokane, Washington, twenty-five years ago, one of the first in this country, and as a result, I have been interested in them ever since.

There is such an organization across the street on 24th Street, known as the Eisman Day Nursery, and I dropped in for a visit the other day. The children arrive as early as 7:30 in the morning and are kept until six in the evening. Comfortable little beds

(Continued on page 14)

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BRIDGE TOURNAMENT ANNOUNCED

(Continued from page 7)

ners in each section on the three nights of play. And Philip Morris cigarettes will be on each table—thanks to the friendly cooperation of Whelan's Drug Store.

Just the usual card fee of 25c per session for each bridger will prevail but a team must enter for the three sessions. Should your partner be unable to play on any of the nights you will be allowed to provide a substitute.

This tournament will not interrupt the regular Tuesday and Friday night games at the Club.

Please fill out the coupon below and leave it, together with the card fee, with Miss Bieber or

Mrs. Stark at the Penthouse Club (470) or with any of the members of the Committee.

Committee of Arrangements:
Ned Goldschmidt, 410-5K; Mrs. S. W. Merrihew, 440-5F; Marve Dundas, 445-9D.

Please enter us as a team in the London Terrace Bridge Championships to be held the Wednesday nights of April 24, May 1 and May 8. Our entry fee of \$1.50 for these three sessions is enclosed.

Name
House No. Apt.
Name
House No. Apt.

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.

Lease Renewals

Several tenants have inquired whether it is too early to renew their leases for another year. Actually they are a trifle ahead of the gun, but the Management has gladly signed them up at the present list prices and are now ready to do the same for more early comers, reserving the right, however, to change the present rental schedules as the need develops.

There are some very attractive and quite inexpensive apartments with cross ventilation available for immediate occupancy, and anyone interested in a transfer to one of these may possibly arrange for a shift prior to October 1 if they will take the matter up with the Renting Office.

The office is opened until eight o'clock each evening.

Cave Canem

The Ancient and Honorable Order of Dog Walkers will soon be operating, and it is the confident hope of the Management that owners of dogs will exercise restraint while ambulating them. The Garden, which is doubtless a paradise for dogs, is dedicated primarily to the comfort and security of residents, and dogs, therefore, must be barred. It has been necessary for the Management to post signs to this effect; reluctant as we are to draw the matter to public attention, there have been a few too many violations of what has always been a happy understanding.

London Terrace is properly regarded as an ideal spot for babies and pets, but in an establishment of this size, consideration simply has to be shown the owners of neither by the owners of either.

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APRIL IN PARIS

(Continued from page 6)

or they can be playing boule in the casino a few steps from the Mediterranean. . . . If London Terrace had a couple of propellers it would be nice, wouldn't it? . . .

What will win the Pulitzer Prize? That's what everybody asks, I should say. . . . Oh, probably "The Children's Hour." And its producer was afraid before he put it on that it would get him arrested! I myself like "The Petrified Forest" better.

Anyhow, "Accent on Youth" is the season's smartest comedy, produced by Crosby Gaige. . . . There's a man! . . . Crosby Gaige! . . . Or would you say "The Farmer Takes a Wife" is the season's best? That was soft and beguiling and . . . in Capri at this minute Englishmen are going out in the midday sun . . . and perhaps those Russian girls who like to swim in a secluded cove with nothing on are riding down the funicular to climb into the blue and white boat rowed by Giovanni, bent on paddling in the translucent waters of the Blue Grotto as soon as those old ladies from the Naples excursion boat have left the grotto . . . in the cafe on the rocks above, under the shadow of the castle of Tiberius, Italians are drinking Est! Est!! Est!!! . . . the dogs! . . .

Besides, the present season uncovered a playwright who is certain to amount to something pretty big, Clifford Odets. He wrote "Awake and Sing!" . . . "Three Men on a Horse" is one of the comical comedies that have been around in seasons, and Gladys George is a knockout in "Personal Appearances." Those who argue that this season . . . This is unbearable . . . those whistles again! . . . the Bremen, no doubt . . . they're so close it's dreadful . . . imagine living here so close to Europe! . . . I can see them serving bowls of cherries on cracked ice at the restaurant under the spires of the cathedral in Milan . . .

Dennis King has never been cleverer than right now in "Petticoat Fever," nor has . . . So *this* is the apartment house that has everything! . . . the best equipped in the world! . . . Nonsense! . . . If they're so good, why don't they . . . I give them the idea for nothing . . . why don't they *put* a couple of propellers and a rudder on . . . they don't need anything more . . . and tow London Terrace down Twenty-third Street to the river and take us all out to sea and wherever we want to go . . . or else stop those whistles!

No, I wouldn't say this is the best season we have ever had in the theater. But it's all right. . . . The trouble is with those whistles.

I don't like London Terrace. It's not amphibious. It makes me want to go somewhere . . . and it won't take me.

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LIQUOR STORE IN NEW QUARTERS

THE fine and fancy shuttling among the shops on the Ninth Avenue side of London Terrace is about through, and the new Liquor Store, its shelves heaped high with full many a cup that cheers, will soon be open to the public.

It is more than twice the size of the old one, which is being vacated to make room for the Food Store's new pastry shop, and takes on an attitude of permanency, something the old one couldn't do because of the uncertainty of laws and the teetering character of the American appetite.

All this, according to J. C. Cohen, the Food Store manager, is pretty much ancient history, and

the new store is dedicated to the fixed habits of the people.

The store is very large (we jotted down the figures but wrote them on a letter we later mailed) and the ceiling is extremely high. The decorative motif, if that's what we want to say, is green and black. The decorators figured out the color scheme, in black and the three shades of green, and then decided it would be nice to streamline it a little, so silver bars are being used at intervals. This lessens the impression of unusual ceiling height, lends a smart note to the place, and gives customers something else to look at.

The management of the Food Store is equipping the Liquor Store with comfortable furniture,

and is inviting London Terrace residents to regard it as a convenient place at which to wait for friends.

Liquor stocks will be more complete than before. The demand has always been varied and the Store has made an effort to stock all brands, but limited space sometimes made it impossible.

Manager Cohen points out that the drinking tastes of the people are steadily improving. When repeal first began, there was a mad rush for cheap grades of beverages, and it took some months for the better grades to be recognized. In the old days, a prospective purchaser entered the store and hedged around for some time, trying to make up his mind. Now very few show any indecision. In the main, the big advertised brands are the best sellers, and these are not the most inexpensive.

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THE HUMAN SIDE

(Continued from page 9)

are provided, some on a sleeping porch, and they are given nourishing food at regular intervals during the day. I arrived in time to be tempted by an appetizing lunch of baked potatoes, lima beans, stewed tomatoes and milk. The little ones are given medical attention, including sun lamp treatments for the undernourished, all for an extremely low fee.

Several London Terrace tenants are interested in the Silver Cross Day Nursery further uptown and they have asked to have it announced that a benefit bridge is being given for that organization on Wednesday, May first, at the Hotel Plaza.

The tickets are \$1.25 and they can be obtained from either Mrs. Gaston, 425, or Mrs. Ryan, 440-8D.

Just to remind you that Mrs. Merriam in the 415 building, 11D, is still looking for discarded eye glasses and frames. Many tenants have responded to the notice in last month's NEWS.

JERRY ON-THE-ELEVATOR

Broken Lines

Jerry's unpopularity among his fellows increased, so he tells us, during the past month. The author of "Hepatica," which flowered our pages in the preceding issue, offered to bat him one on the nose, a gesture uncommon among poets. It is accordingly with some trepidation that Jerry submits the latest effort of our unheralded Poet Prince. This one is called "I Like Verbenas" and this, bat in the nose or no, is it:

I like verbenas:

They're fresh and clean and green as

A Springtime meadow bathed in dew.

We told Jerry the thought seemed incomplete, as though someone had rung the elevator bell at the end of the third line. Jerry said leave it alone, but we submit, for a closing line, this perishable thought:

Has something interrupted you?

Wheeze

Jerry claims to have overheard this conversation between two doormen the other afternoon. One of them had been studying a magazine, and looking up, inquired of the other who Einstein is.

"He's the discoverer of relativity," said the other.

"What's relativity?" The bright one clouded for a moment, and then said:

"Well, it's like this. If you sit on a hot stove, a minute seems like an hour."

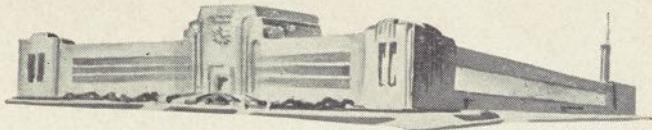
The other nodded and urged him to go on.

"Well, on the other hand, if you are kissing your girl, an hour seems like a minute. That," clearing his throat, "is relativity."

The questioner stared at him incredulously.

"And from that," he asked coldly, "he makes a living?"

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