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London Terrace News



August, 1940

EXCELSIOR

OFFERS SERVICE — FOR YOUR CAR — IN WHICH

YOU MAY HAVE . . . **CONFIDENCE**

55,000
sq. ft.



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FIREPROOF



24 HOUR
SERVICE

A Dependable Garage for Your Car

- Direct Connection Through the House Phone
- Prompt Delivery and Pick-Up—Day or Night
- Careful Parking—Avoids Scratches, Dents

CORRECT SHIMMY—TIRE WEAR

- | | |
|--------------------------------|----------------------------|
| 1. Adjust Steering Complete | 6. Align Front Wheels |
| 2. Adjust Steering Draglink | 7. Check Caster and Camber |
| 3. Adjust Front Wheel Bearings | 8. Check Balance of Wheels |
| 4. Tighten Spring Clips | 9. Road Test Car |
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PARTS — SUPPLIES — ACCESSORIES

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EXCELSIOR AUTOMOTIVE SERVICE, INC.

536 West 23rd Street

New York City

May We Pry Into Your Hamper?

make your wash day worries scamper

And Return Your Linen Nice and Clean and Crisp.

you may mah-jong, bridge or movie

While Your Bundle's Serviced Shrewdly

BY THE TERRACE LAUNDRY—LOWER CORRIDOR.

You Can Charge It—You Can Pay It

you can send on any day.

Remember London Terrace Laundry

it's a house phone ring away.

IT'S NOT TOO LATE TO

“SUMMER-IZE”

Be ready for the hot days in

AUGUST AND SEPTEMBER

Have your clothes

Scientifically Dry Cleaned

Same Day — If Necessary



Just call on House Phone

LONDON TERRACE CLEANERS

410 Bldg. (Store)

415 Bldg. (Lower Corridor)

On this point we think all our tenants agree:

London Terrace

spoils you for any other place!



More tenants renew their leases at London Terrace every year . . . and, in the last three years, our present residents have brought us 272 new tenants! The proof of what London Terrace has to offer . . . its features and 21 Special Services . . . is in the living.

World's Fair apartments — furnished expressly for friends and guests of our tenants — are now available with linen, silverware, kitchen equipment and maid service.

\$4 a day for double room

\$6 a day for living room and bedroom

RENTING OFFICE

435 WEST 23rd STREET



WM. A. WHITE & SONS

Est. 1868

51 EAST 42nd STREET

NEW YORK CITY

Renting and Managing Agent

The NEWS of

London Terrace

AUGUST, 1940

VOLUME VIII

NUMBER 8

Cover Photo

This being the Marine Deck season, what could be more fitting for our front cover than a shot of the rooftop pilot's bridge with a few mermaids charting the course.

The photo is by Art Miller of the *Journal-American* and was featured in that paper's Sunday real estate section recently. Permission was kindly granted to use it for our magazine, so there it is.

Noblemen

An enterprising gentleman by the name of Thomas Noble is operating an ingenious sort of a tour bureau for the convenience of night time gadabouts. Designed primarily for out-of-towners who don't know their way around the night clubs and dance spots, Mr. Noble soon found that many Gotham natives liked to take advantage of his service to save themselves the worry over reservations and to avoid long sidewalk arguments about where to go next.

For a prescribed fee which includes all expenses, a "Noble-Man," as he is called, impeccably

dressed and thoroughly at home in even the rarest of social atmospheres, will spark parties of three or more to five different spots during a three and a half hour evening. You choose your tour according to your mood—dancing, Broadway hotcha or cafe society, pay your money, the Noble-Man attends to all details while acting as a charming host and all you have to do is to relax and enjoy yourself.

The address is 551 Fifth Avenue, the phone number is Vanderbilt 6-3650 and they can be reached at practically any hour of the day or night.



Economy

In connection with the reduced rate arrangement in effect for Terrace tennis players at Kelton Stadium, one racquet wielder has come forward with a suggestion which merits attention. The idea is that if four people combine for a trip to the courts in a cab, the fare per person amounts to about the same as bus fare. If you wish to join a foursome of this sort, just call the Penthouse Club and leave your name and address. Each time four calls are received, the person in charge at the Club will make arrangements to get the quartet together.

Kelton's is handily located at Twelfth Avenue between Thirtieth and Fortieth Streets and the reductions in rates to holders of Terrace identification cards during all but the low price weekday morning hours range from ten to twenty per cent.

If you don't want to cab it, the best procedure is to hop a Ninth Avenue bus straight to Fortieth Street and walk west, or transfer at Thirty-fourth Street to a West Forty-second Street Ferry bus and get off at Fortieth Street.

AUGUST, 1940

5

DINING THE MANAGER

ON the evening of Wednesday, July 24th, a gayly informal group braved the humidity to gather in Elizabeth Flynn's downstairs Grille Room for dinner, music and dancing. The purpose, aside from having a good time, was to pay honor to W. A. Lockwood, who last month received the appointment of Resident Manager after eight years of service in the office here. Those present included residents and employees, as well as executives of the firm of Wm. A. White & Sons, Managing Agent for London Terrace.

At the speaker's table were Mr. and Mrs. Lockwood; William Demorest and Norman Van Nostrand of Wm. A. White & Sons; Mr. and Mrs. Bruce White; Mrs. Eleanor Reed; John Lilley; Miss Ebben Schramm and Mr. and Mrs. Sheffield A. Arnold. Music was furnished by an orchestra under the leadership of resident Stephen Kisley.

Mr. Richard Shepard, member of the veteran contingent of Terrace residents, held Mr. Lockwood in leash until all the guests were seated and then escorted him to the speaker's table to the musical accompaniment of "He's a Jolly Good Fellow."

Toastmaster John Lilley was introduced by Mr. Arnold. Mr. Lockwood was the first to speak, charmingly thanking the guests for honoring him in this way. He was followed by Judge Anthony Burke, Mr. Demorest, Mr. Shepard and Miss T. Forester. The speechmaking was topped off by the presentation to Mr. Lockwood by Mr. Arnold of a handsome wrist watch inscribed, "We are glad you are the tops—from your London Terrace friends." Mrs. Lockwood received a lovely bouquet of American Beauty roses. Following some impromptu entertainment by Samuel C. Light, dancing was in order for the rest of the evening.

Everyone present voted the affair a huge success, for which thanks go particularly to the
(Continued on page 12)

Lockwood dinner guests Bruce W. White, Sheffield A. Arnold, William J. Demorest, John Lilley, W. A. Lockwood, Norman W. Van Nostrand.



CAMERA CLUB BUSY

EVERY other day or so lately we have been getting fresh news of the activities of the London Terrace Camera Club, which seems to be developing into one of the busiest of tenant organizations. Their latest project is the showing of moving picture programs on the roof of the 470 Building each Monday evening. Featured on the programs are the always popular revivals of old-time movies—melodramas and comedies—and to bring things up to date, the entertainment is rounded out by showings of modern travel motion pictures which were taken by George A. Post, member of the Club. One of the purposes of the movie nights is to provide cash with which to buy motion picture equipment for the Club.

Another item on the Camera Club agenda is the sponsoring of a Terrace-wide snap shot contest. All Terrace residents who have been caught with the lens and film fever are invited and urged to submit prints before September 18th.

Care should be taken that the prints submitted are very clear ones and subject matter interesting. Entries are accepted in the Penthouse Club.

The third exhibition contest by members of the Club was held in the exhibition room in the 410 Building on July 17th. Flora Howes' photo, "Mauve Iris," was adjudged best to receive first prize. Another print of hers, titled "Friends," took away the third prize, and Mrs. Howes also received honorable mention for her "Reflected Glory" and "Chiang." Second prize went to Dr. Joseph Schultz for "Grandmother," and Mr. H. G. W. Sundelof won honorable mention with a print titled "Swan."

The many activities of the Camera Club make it a stimulating organization for any resident interested in any phase of picture taking. In addition to the exhibition room, there is a workshop off the lower corridor of the 430 Building with dark room, developing and printing equipment. The most convenient place to meet members and officers of the Club is on the 470 roof before the movies start on Monday evenings.

Photo by Flora Howes, L. T. Camera Club

GOOD OLD SUMMER TIME

THE MARINE DECK

WE went upstairs a week or so ago to pay our regular respects to the Marine Deck and found it in a bit of a huff. It seems that for one reason or another there has been no mention in these pages of this important adjunct to London Terrace since way back last May. "This is my season," grumbled the M.D., "and you're neglecting me shamefully."

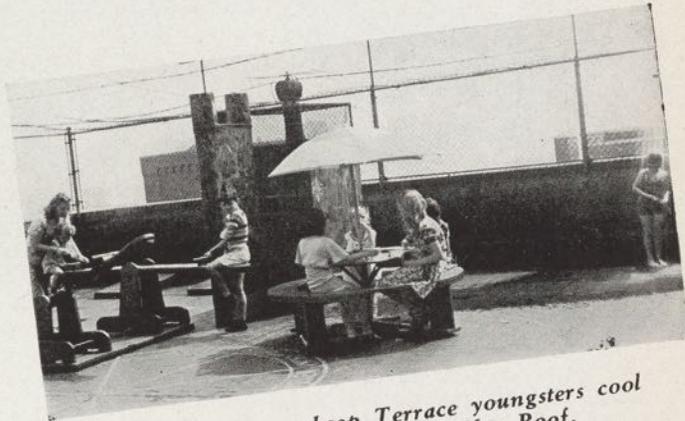
We took a look around and couldn't see what the M.D. had to beef about. The attractive ladies and healthy gentlemen taking their ease in the chairs looked like congenial guests for any home or deck, and we believe our topstairs sun and breeze emporium has been pretty well publicized among our residents. But recently one or two innovations have been introduced on the roof which you may be interested to hear about.

The former 1:00 P.M. deadline for sun bathing attire has been relaxed, but it has been done in a way to surmount the objections of many Marine Deck habitués who like a more formal atmosphere during the afternoon. A canvas wall has been erected to screen off a portion of the Deck which can be used by the sun bathers after one o'clock in the afternoon—a Solomon-like solution of the problem which ought to make everyone happy. The sun bathers naturally are expected to cooperate by occupying only this enclosed space in the afternoon hours. During the mornings, as usual, the whole of the Marine Deck is available to those in sun costumes as well as those in more formal dress.

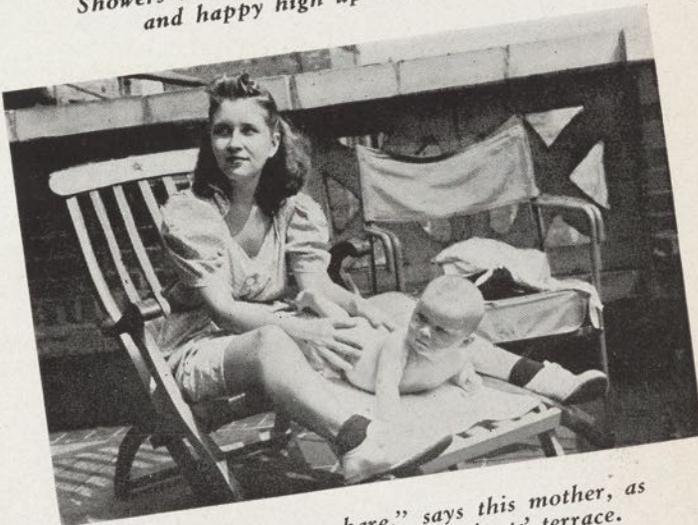
A brief recapitulation of the rooftop facilities might be in order here so that everyone knows just what is offered on top of the 470 Building. The Marine Deck is open for the enjoyment of residents and their friends from 9:00 A. M. to 11 P. M. Sun bathing is permitted on all parts of the Deck from 9:00 A. M. until 1:00 P. M. and in the enclosed space from 1:00 P. M. until 6:00 P. M. In addition, the Play Roof, around the corner from the Marine Deck, is available to sun bathers on Saturdays from 1:00 P. M. until 6:00 P. M. and on Sundays from 9:00 A. M. until 6:00 P. M. In going to and from the sun decks slacks or robes are required to be worn over bathing suits and shorts.

And now that that's all clear, we wish you many happy hours under the sun, sky and stars for the remainder of the summer.

ROUNDABOUTS



Showers and games keep Terrace youngsters cool and happy high up on the Play Roof.



"Let the little colt go bare," says this mother, as she suns her offspring on the Infants' terrace.



Way back last spring these trees were introduced to the Twenty-fourth Street sidewalks. Now look.

TERRACE EMPLOYEES WITH FIVE-YEAR RECORDS



Over a hundred Terrace employees have been with us for five years or more. Above is a group of them photographed in the Garden. Some were unable to appear in the picture. Their names are as follows, but not in the order of appearance:

IN THE PICTURE:—UNIFORMED SERVICE: Visel, Stutz, O'Connor, Creed, Lee, O'Reilly, McGrath, Hayes, T. Leslie, Feeney, Harker, E. Leslie, Warnekoff, McGirr, J. Jakelga, Schenkel. **MAINTENANCE:** R. Romberger, P. S. Moore, M. Holland, Lynch, Perre, Shay, Suozzi, Gavin, Gardiner, Russo, McKiever, Pagluica, Cropper, Cullen. **PORTERS:** Schmidt, Sainz, Theisohn, Matchkus, McGearry, Lynch, Humpel, Goegelein, Jeger, Berholtz, W. Rolf, Loibl, Freeman, P. Wilcha, Roller, Rutherford, Haines, Perillo, Morack. **HOUSEKEEPING:** Hoover. **OFFICE:** W. A. Lockwood, B. White, P. B. Moore, Miss T. Forester, Miss M. Bender, Miss J. Brown, Miss L. Brickman, Miss R. C. Bieber.

NOT IN THE PICTURE:—UNIFORMED SERVICE: Hoffman, Maher, Dolan, Benitez, Clifford, Hall, Byrnes, Wernick, Stone, McConnell, Hanna, E. Dunne, Duffy, McKenna, Booth, Lennon, Perrussi, P. Dunne, V. Martinez, Cahill, O'Hara, Cannon, McCahy, Kennan, J. McKiever, McGlone. **PACKAGE ROOM:** Hall, Cataggio, Noble, Hickman. **MAINTENANCE:** Peterson, Ericson, Peter, Lacy, Christy, Williams, Carlson. **PORTERS:** Simcheck, Metzner, Ford, Koleser, Vidal, Dempsey, Morangano. **TELEPHONE OPERATORS:** Miss Darcy, Miss Phelan. **HOUSEKEEPING:** Mrs. J. Wimberly. **PLAY ROOF:** Mrs. E. Nugent, Mrs. V. Carman.

THANK YOU LETTERS

THE correspondence and record file on the furnished apartments which the Renting Office has made available to short-stay visitors during the summer, constitutes a lively study in the degree to which these "temporary homes" have clicked with our guests. Visitors from Europe and all parts of this country have come to regard London Terrace as the place to stay when they're in New York. Much of the business done by these apartments has developed through word of mouth recommendation back home.

One member of a family which came here after arriving from Europe, admitted that she had had a dread of coming to New York because she knew no one here, but that this feeling evaporated when she entered one of our Buildings.

Another family from across the ocean waited at the pier while one of the young sons came and arranged for accommodations. His brother stayed here two years ago and the family thought of London Terrace as a matter of course.

We offer you a few excerpts from some of the

letters received as indications of just what these apartments mean to transient visitors.

"... will call your office on his arrival in New York early Saturday morning. . . . I do hope there is a vacancy as he always enjoys his stay at London Terrace . . . you are always so nice to us it seems like home. . . ."

"Again I wish to thank your office for the excellent accommodations we were offered at London Terrace. I think the guest apartment is a grand idea. It just fitted our needs."

"This is to thank you most heartily for your kindness and co-operation while we were in London Terrace. It seemed really like a home to us in your great city."

"... The apartment was very comfortable and lovely. We all would like to know if at any time during the winter we desired to spend a week-end in New York whether we could secure an apartment?"

And so on, and so on. It looks as though this London Terrace must have something.

THIS
was sh
a thought
generation.
dren's book
across a har
titled "Man
and Pochita
If you hap
probably har
or Miss Cre
when they
their manus
Costa Rica
had been in
months wor
book which
Your cam
much you k
know an
than we did
to call on
inquisitive
to Miss Gr
and we'll ta
crumbs of k
to what we

SOUTHERN PASSAGE

*Art, writing, travel and study
go into book about Costa Rica*

THIS autumn when you're doing your Christmas shopping early you'll probably be giving a thought to one or two of the very younger generation. No doubt you'll inspect the children's book counters and there you will come across a handsomely illustrated volume in color titled "Manuelito of Costa Rica," by Zhenya Gay and Pachita Crespi.

If you happen to live in the 410 Building you probably have shared the elevator with Miss Gay or Miss Crespi at one time or another since June, when they piled themselves, their belongings, their manuscripts and drawings off a boat from Costa Rica into their Terrace apartment. They had been in that intriguing country for five months working on "Manuelito" and another book which will follow it.

Your rambling interviewer doesn't know how much you know about Costa Rica, but if you know anything at all about it, you know more than we did when we stepped into the apartment to call on Miss Gay for the purpose of getting inquisitive about Miss Crespi and herself. Thanks to Miss Gay we're a little better informed now and we'll take the liberty of passing on a few crumbs of knowledge to our readers, in addition to what we were able to find out about the two

young ladies, who have the modesty of true ability.

In the first place the climate of Costa Rica, in contradiction to most popular opinion, is close to ideal. It has a wonderfully cool and pleasant sea-coast, and the interior is ruggedly mountainous. It has six months of rainy season, but the rain always appears on schedule from day to day, so that you know how and when to prepare for it. The Costa Ricans are predominantly Spanish, salted down with a sprinkling of native Indian stock. They raise coffee, bananas, horses, cattle and a tremendous variety of beautiful plants and flowers, including orchids. The fertility of the soil, according to Miss Gay, is fabulous. You throw a seed in the ground one day, and by noon of the next you have a good sized tree. For transportation they have ox carts, horses, automobiles and airplanes. You can plane from city to city and then make use of cart, horse or car, according to the topography of the region you are exploring. One of the great fascinations of the country, said Miss Gay, was the contrast of a swift air flight followed by a laborious mountain-climbing expedition on horseback. Most of the automobiles in use are small, light cars brought in by the Germans as part of their

(Continued on page 18)



In Costa Rica: Left, Zhenya Gay; right, Pachita Crespi; in between, the original of the leading character of their new book.



A WARM welcome to our new manager, Mr. Walter A. Lockwood, and best wishes to him and Mrs. Lockwood.

Glad to see you back, Miss Bieber, and how I envied you that long vacation! And now I'm going to tell—Miss Bieber crowded in a few bridge lessons before leaving on her trip to the Coast and won first prize at one of the parties given in her honor. She claims she couldn't help but win as she held all the cards. But I say you must also know how to play them.

The Penthouse in the 470 Building is, I believe, the coolest—naturally cool, not air-conditioned—spot in town. It is your Club to enjoy so why not come up and make use of it—play a little bridge or any other favorite game other than pool, billiards and ping pong for, as most of you know, "Danny" Crawford takes care of that (and very well too) over in the Game Room in the 410 Building.

I have had a few requests for Rubber Bridge and would like to know if you are interested in having Rubber Bridge in the Penthouse Club. If so, will you please fill out the coupon at the end of my column and leave with the 465 or 470 doorman. No gambling allowed and only a small fee of 25 cents to cover expenses.

If at any time you have bridge problems which arise, and would like information, just leave a note in my box, 465—5I—and I shall be pleased to answer your questions. Also if you have suggestions, of any kind, won't you please submit them to me.

Here is a hand that was given to me recently. Look it over

and see how you would bid it before reading the comment of what happened.

East dealer—both sides vulnerable.

SA-Q
HA-10
DA-K-Q-J-7
CA-J-7-4

NORTH

S 10-8-6-2	W	E	S J-5-4
H K-Q-6-4-2	E	A	H J-9-8-7-3
D 9-8-2	S	S	D 6-5-3
C 10	T	T	C 9-6

SOUTH

SK-9-7-3
H 5
D 10-4
CK-Q-8-5-3-2

In this Duplicate game at every table it was pass up to the North hand and North opened with 2 Diamonds, which is a good bid. Some players responded with 2 no trump because of no Ace in the hand and North then bid 3 no trump. Other players bid 3 Clubs (which the writer prefers) showing a quick trick and when they did, North bid 3 no trump. Every table stopped at 3 no trump when there was a 7 no trump in the hand.

If I were playing North's hand and opened with 2 Diamonds and my partner responded with 3 Clubs, my next bid would be 5 no trump and I am sure we would at least play it in 6 no trump.

GLADYSE GRAVES STARK.

Consultant

Lynwood Higgins has expanded his activities to include the management of the Penthouse Club during the evening hours. Mr. Higgins, former Terrace cashier who recently opened his decoration service and antique shop in the 410 Building, will be in charge upstairs from 5:00 to 11:00 P. M. Mondays through Thursdays and from 1:00 to 11:00 P. M. Saturdays and Sundays.

This will be an added convenience for residents who have wished to consult with Mr. Higgins on furniture and decorating problems, but who have not been able to get down to his shop during the day.

Fun at Home

The activity of summer week ends sometimes leaves a slump in the recreational Monday-to-Friday hours. The physical well being built up by two days of sun and outdoor exercise needs some kind of an outlet during the week to keep us in the top-of-the-heap mood. That is where living in our house can come in exceptionally handy, because right on our premises we have the Game Room, the Gym and the Pool where we can exercise and play with ease and convenience.

The Gym and the Pool, fitted out with some of the finest facilities in the city for swimming, handball and workouts, offer these opportunities free of charge to residents. The Game Room, on the second floor of the 410 Building, has excellent ping pong, pool and billiard tables which can be used for a very small fee.

I am interested in Rubber Bridge	<input type="checkbox"/>
I am interested in Duplicate Bridge	<input type="checkbox"/>
Name	
Apt. and Building Address	

Lady at Leisure



LETTER FROM ENGLAND

ONE of our young lady residents received a letter from England recently which she thought might be of interest to our readers and she very kindly gave us permission to reprint portions of it.

The letter was from a cousin of hers, a captain in the British expeditionary force who was engaged in the evacuation from France. The sentiment expressed in the letter speaks for itself as typical of the British viewpoint and gives us an insight into the personal side of the war in Europe. After a few words of greeting, the captain wrote as follows:

"In the face of convention, let me apologize for writing in pencil—bad form I know, but 'c'est la guerre.' Unfortunately I lost my pen, together with *everything* else I possessed, in the evacuation from France on 18th June. In fact I came out with a shirt (that could stand on its own when I got to England), borrowed socks and boots, and battle-dress. Nothing else! Ye gods, what a riot. Four days before we left I was given a company of Palestinians and told to hold the roads to the port. And for four days and nights we did! But I don't want any more of that game. And, anyway, that's why I've lost my pen! . . .

"I haven't received the copy of the LONDON TERRACE NEWS, so please try again. The address above will (I hope) find me, even if I do move on in a week or two. Actually, I am supposed to be resting after our experiences with Jerry, and the spot I am now staying in is dear old England at her best. It's really difficult to believe that war is still on. We do get air raids, but bless you! What's an air raid? They are nothing to the tanks and mechanized columns. No, I don't lose much sleep on that account. . . ."

Mr. Pepperdine. You have a variety from which to choose starting with "a Bachelor"—nice idea, eh? I hasten to add that this type of accommodation would correspond to a hotel room in the East. A "single" is like our one room apartments, "double" are two rooms and you guess what "triple" means. You really should have a kitchen—and they are fully equipped—because you will not be able to resist those open fruit and vegetable markets. They are pictures—a Longchamps window, a la Billy Rose. These markets are tremendous and numerous—two or three in one block many times. I want everyone to be as happy with their "Hollywood home" as I was. So if you are planning a trip to southern California, see me first. You know, half the fun of a trip is thinking about it before hand and talking about it afterwards and I've run out of audiences.

Being in a looking-backward mood, I decided to go *way* back and see what was happening here on Twenty-third Street ten years ago. I found a lot of interesting material in some old "Tatlers," as our monthly was known before it became the NEWS. One story caught my eye—an interview with resident Mr. Kenneth Collins, well known advertising man. The interview read, "Mr. Collins visited Berlin at the time of the threatened march of Hitlerites but otherwise passed most of his time in France. Europe is looking forward to a large export trade in wines, he said, should the prohibition amendment be repealed here."

Time marches on—and so does your Lady of Leisure.

IT seems that in the dim, dark past I was once a working girl and it appears to be my lot to return to that role and forget the pleasant interval when I was wined and dined in the towns I used to call home. Buying my newspaper at the same stand patronized by Marlene Dietrich, enjoying the fights with Ray Milland, Jack Benny, Rosemary Lane, Wayne Morris, Lupe Velez, Charles Ruggles, Tom Brown (and a few thousand others!) seems pretty much like a dream now. But it did happen—you guessed it—I've just returned from Hollywood. Life seemed much brighter after Clark Gable and Mickey Rooney gave me a nice smile out on the MGM lot and lunch was not just lunch—in fact, I don't remember eating that noon at RKO surrounded by Anna Naegle, Harold Lloyd, Wendy Barry, Cliff (Uke Ike) Edwards and Lee Tracy. And if you come up to the Penthouse Club, I'll let you look at the hand that shook Paul Muni's. Of course, if you are not a movie fan this will all seem pretty uninteresting. Need I add that I am not in that class?

The enjoyment of my stay in Hollywood was due largely to my gracious host, Mr. George Pepperdine. I didn't have the pleasure of meeting Mr. G. P., but I found his manager of one Canterbury Apartments, Mrs. Constance Charlton, capable of carrying out the friendly spirit extended to all guests at the "George Pepperdine Foundation Properties." There are about 12 apartment-hotels managed by this firm and if you are looking for a place *almost* as nice as London Terrace, get in touch with

LOCKWOOD DINNER

(Continued from page 6)

committee in charge, consisting of Mr. Arnold, Mr. Lilley, and Mrs. Reed.

Mr. Lockwood expresses his appreciation through these columns to all those who attended in case he missed thanking them personally.

TRAVELING AIDS FOR VACATIONISTS

For convenient, carefree travel: Tour Rate telegrams, dealing exclusively with features of your trip, such as weather conditions, locality, health, etc., at 35c for the first 15 words throughout U. S. enable you to keep in touch with those at home.

Reservation messages, at the same low rates make it inexpensive to wire ahead for hotel reservations which mean so much to your comfort.

POSTAL TELEGRAPH fixed texts expressing "Bon Voyage" wishes are inexpensive and effective.

POSTAL TELEGRAPH MAINTAINS AN EXCLUSIVE OFFICE in LONDON TERRACE FOR YOUR SERVICE

To Send a
TELEGRAM
CABLEGRAM
RADIOGRAM
MONEY ORDER

or secure a messenger to run your errand
Simply ask for

POSTAL TELEGRAPH

on your House Phone or call HA 2-2121
Theatre Tickets and Airline reservations are regular services. Use them fully.

CH 3-1085 Est. over 66 Years

Geo. Nockin's Sons
JEWELERS AND OPTICIANS

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

Open Evenings Until 7 P.M.
Saturdays 9 P.M.

252 EIGHTH AVENUE

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

CARDS FROM THE KIDS

IF you wander the streets of Manhattan during the dog days you are familiar with the sight of scantily clad youngsters doing their best to cool off under street showers supervised by the fire and police departments. We hope that as you watched these kids you may have thought of the many similar boys and girls from this neighborhood who at that moment were cool, happy and healthy up in the country because of the funds made possible by our Chelsea Jamboree. A number of these youngsters jotted down their appreciation of their two weeks outing on post cards and mailed them to Ethel Nugent, head of the Camp Committee of Chelsea Charities. We reprint a few of them here.

Dear Mrs. Nugent

Donald and I like it up here and maybe you will let us come up next year. Donald and I don't get in fights with anybody in camp. we hope you are getting along all right and wish you lots of luck.

Yours truly

LAWRENCE & DONALD

Dear Miss Nugent,

I am glad you sent me to camp as I like it very muck. We have swimming, racing, crafts, and hunting. The cabins we sleep in are very clean & we hafter make our own beds. And thanks very muck for the sweater.

Yours truly,

JOHN

Dear Mrs. Nugent

We all are enjoying ourselves. None of the children you sent up can write because the havent any post cards left. I got this card of a friend of mine. We like the counclers and we are going to play them a game of ball tonite. We have a good field up here. We will write again if we get any cards.

So long

MICKY—LOUIS—RITCHIE

(A note appended to this card

from one of the camp officials said that the cards had been supplied.)

Dear Miss

We arrived safely and are having a swell time. It is a bit cold at night but O.K. We are having a 2 ring circus up here next Sunday July 21—1940. Please try and come if you have time—

F. ZACCERIA & GANG—

Dear Miss Nugent
I am writing this little letter to thank you for sending me here as I am having a grand time and I wish you were here with all us boys also or us boys every body is very kind and nice
Thanking you
I am
Raymond

One of the post cards

Dear Mrs. Nugent,

I like it very much here and I hope I come next year too. We go rowboating once a day and we have races on Sundays with boats. We go swimming to times a day. In the night it's a little cold. Today we went swimming and played baseball.

Yours truly

ULYSSES

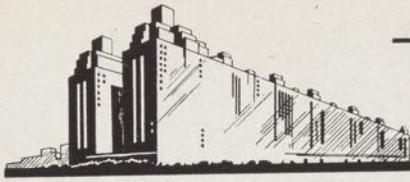
Dear Miss Nugent,

Miechael and myself are having a lot of fun here at camp. We already went on an all day hike and Monday we are going on an overnight hike. Thanks for the vacation & everything else.

Sincerely yours,

JOHN

TALK OF THE



TERRACE

John Elliott, that glamour boy baritone of stage, screen and radio, has recently completed a series of shorts for Warner Brothers . . . he flew out to the Coast last week to make a screen test with Linda Ware for Paramount. . . . Illustrator Bill Smith, whose north-lit apartment in the 410 Building makes an excellent studio, turns out stacks of art in various media . . . He is now doing adventure continuities for King Features. Memory Note . . . the next time you think it's taking the elevator a long time to get up . . . it takes the cars in the end Building 19½ seconds to go up 19 floors, which is over 800 feet a minute. . . .

The Garden Buildings are not quite up to this . . . they average a mere 300 feet a minute. . . . Arnold Johnson, art director of Saks 34th Street Store, invents "gadgets" in spare moments. . . . His latest is a handy nail file that can be attached to any key ring or case. . . . His inventive mind has solved many difficult packaging problems, thus increasing sales no end. . . . Added to the new arrival file. . . . Lief Erikson, who reopens in "Higher and Higher" in the Fall. . . . At present Mr. Erikson is on the air on WJZ's "One of the Finest," in which he portrays Tom Quinn, popular hero of the younger set.

Monday Nights

"Monday Nights in the Penthouse Club," weekly discussion forums which have attracted enthusiastic crowds upstairs for several years, are getting their teeth sharpened to bite down on some lively subjects next Fall and Winter.

Roland L. Stratford, who originated Monday Nights and has given much time and effort to make them a success, is appealing to all residents to contribute ideas or suggestions for interesting speakers who can appear during next season. Topics of Monday Night discussion range all the way from Hitler to hieroglyphics and the more variety included the more exciting it is for everybody.

If you have any suggestions, make them known to Miss Bieber in the Penthouse Club and she will communicate them to the Monday Night committee. The first session probably will be held some time in September.

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THEY have some pretty nice shops on Wilshire Blvd., in Hollywood and it is fun to sit in the Patio of I. Magnin's and see the movie stars drive up in their beautiful cars—they must have an excellent Buick salesman out there incidentally. But I didn't see any place in my recent jaunt around the United States that had almost every kind of a shop within arm's reach—of a house telephone. That's what we have here at London Terrace, in case you don't know it and I have just had the pleasure of paying them all a visit.

Sisk Tours

was naturally the logical first stop as I wanted to tell "Dutch" Sisk all about how nicely he planned my trip. His office is such a friendly, attractive place

and he seems to have a corner on all the beautiful gals in town. They are all over the place and ready to help you plan your vacation or business trip. I'm all set to fly the next time I take a trip but *time* will have to fly or I'll be an old lady before I can afford any other jaunt like I just had.

The Book Shop

came next as all I have to spend now is time. The rental library is still within the realm of possibility, financially speaking, and

it's about all the exertion most of us are interested in these hot, sultry days. I thought I was "smelling" a mirage when I entered the shop but it was only a burning "Candlette," a perfume stick, made in Santa Ana, Calif. The odors are typical: Orange Blossom, Redwood and Desert Flowers. So if you are having fried onions for dinner and company afterwards, cover up with a little "Candlette." Also noticed some tricky new Albums for vacation pictures. I should have bought one of the tricky wooden book-end-bank sets but it seemed a little like buying a garage when you don't own a car.

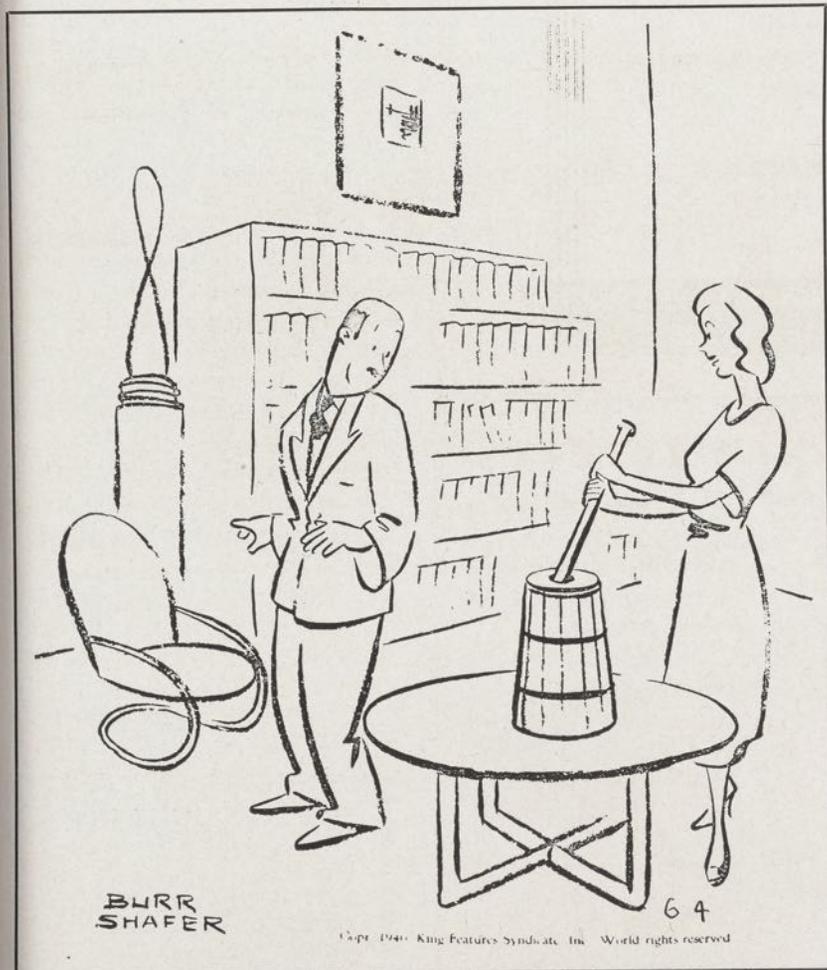
The Drug Store

and a "coke" could be managed but I don't know why I bothered to look at vacation necessities. However, someone may be lucky enough still to have a vacation to look forward to. No excuse for coming home from even a day at the beach looking like a boiled lobster. Sun tan oils and creams are much in evidence and golf balls and tennis balls are on the counters. If you snag a stocking while you're climbing a mountain, you can get a new pair at Mr. Whelan's—these *drug* stores! The new "Hughes" hair brush, a Dupont product, will take the sand out of your hair and the new "Bradshaw Woodline" colognes, powders and bath salts will make you think you are in the country.

The Food Shop

next because one must eat. I am on a diet so decided to try the raisin Melba toast and Tomato chips and I liked my sample of "Wheat Tips," flaky, rich

Shop Shots



BURR SHAFER

64

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"Look what I picked up at a little store on a side street. It's to make butter. What won't they think of next?"

crackers. When I get ambitious enough to cook a roast I am going to try the bottled Mint sauce. And I see they are still featuring parts of chicken, in the raw, so now you can have all the dark, or light meat, that you want.

The Beauty Shop

can make you feel like a million dollars, no matter how thin your purse is. It was good to find the same operators holding forth in the 465 shop although the management has changed. The

shop is immaculate and cheerful with plants, appointments are kept on schedule and the whole atmosphere is that found in the very best shops. Go in and get acquainted with Miss Brown and let her help you with your problems from a new shade of hair to a new arch to the eyebrows.

The Auto Show Room

arrived with all kinds of automobiles during my absence and they seem to be getting settled down to becoming useful members of our family in their spacious quarters in the 470 Building. I had the fun of talking about buying a car—they're going to save one for me until 1945. And I promised

Excelsior and Longacre Garages

that I would let my new car stay one month at one garage and the next month at the other, come 1945.

The Florist

window always tempts me and I couldn't resist buying a few flowers to remind me of dear old California. Inexpensive flowers are always available here as well as the long-stemmed roses that can cover a multitude of sins—"she" will forgive you for almost anything if you throw in a bouquet of flowers instead of your hat.

I hope I haven't forgotten any of my concessionaire friends but if I have, we'll visit them next month.

Yours truly,
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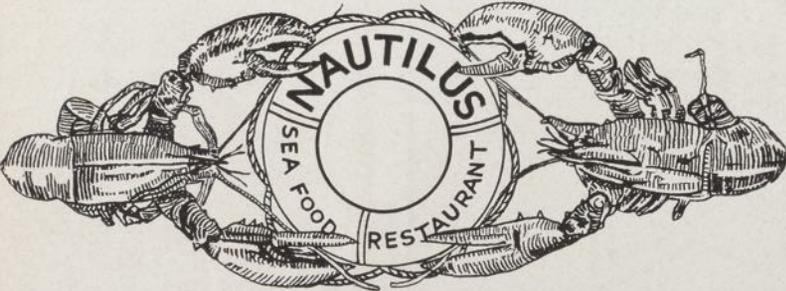
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THE LONDON TERRACE NEWS

Published monthly for residents of London Terrace. Address all communications to the Editor, Penthouse Club, 470 West 24th Street, New York City.

THEY'VE LIVED HERE TEN YEARS

THE research staff down in the Renting Office got to work before the heat spell set in and turned up with a list of tenants who have signed their tenth yearly lease at London Terrace. If you belong in this category and your name has been omitted, please fill out the form below and let us have it to make the records complete.

Here they are, the ten-year veterans, listed alphabetically:

- | | |
|-------------------------------------|----------------------------------|
| Mr. and Mrs. Clifford Aarons | Mr. and Mrs. George H. Messmore |
| Mr. and Mrs. Leslie Acker | Charles L. Moreau |
| Mr. and Mrs. A. L. Alderfer | Mr. and Mrs. Arthur Pollack |
| Dr. and Mrs. A. A. Allen | Mr. and Mrs. George A. Post |
| Mr. and Mrs. C. L. Bellingrath, Jr. | Mrs. M. Eleanor Reed |
| Mr. and Mrs. William H. Boos | Mr. and Mrs. Charles C. Reiley |
| Mrs. Martha J. Bugbee | Mr. and Mrs. Paul F. Reilly |
| Judge and Mrs. Anthony G. Burke | Mr. and Mrs. Charles G. Remy |
| Mrs. Alexander J. Campbell | Miss Helen M. Rice |
| Miss Laura E. Carpenter | Miss Ruth Rich |
| Harry M. Chichester | Mrs. Leo Rosenbloom |
| James Cleary | Harry Russo |
| Misses Flora and Vera Coulter | Miss Miriam B. Scott |
| Mrs. Dorothy Dalton | Dr. and Mrs. B. M. Shalette |
| Dr. Alfred C. Du Pont | Miss Anne M. Shean |
| Miss Susan H. Freestone | Mr. and Mrs. Richard Shepard |
| Dr. and Mrs. Robert E. Frick | Mr. and Mrs. Anthony Schlesinger |
| Hermann G. Friedman | Dr. Walton P. Smith |
| Mr. and Mrs. Eugene D. Giberson | Mrs. Margaret Tallent |
| Mrs. Marie and Ella Goehringer | Mrs. Addie S. Tash |
| George Greve | Mr. and Mrs. Augustus R. Thom- |
| Peter Heron | masson |
| Mrs. Anna L. Hilton | Mr. and Mrs. Wilbur D. Tredwell |
| Mr. and Mrs. Donald M. Houston | Harry G. Van Wettering |
| Dr. Paul R. Jacob | Col. and Mrs. John A. Wagner |
| Mr. and Mrs. Craddock P. Jensen | Dr. and Mrs. Barnett M. Warren |
| Mr. and Mrs. C. Everett Jones | Miss Margaret Webster |
| John Lilley | Miss Sue Weddell |
| Miss L. Elsa Loeber | Miss Ada A. Whelpley |
| Miss Bertha Lutz | Misses Harriet R. and Alice R. |
| Mr. and Mrs. Philip Lynch | Wright |
| Misses Frances and Margaret Mac- | |
| Diarmid | |

HAVE YOU BEEN HERE TEN YEARS?

Due to a slight uncertainty in tenant records prior to 1932, when Wm. A. White & Sons took over the management of London Terrace, they are not sure that they have the names of all tenants who have lived here since 1930. If you came here prior to 1932 and your name does not appear in the listing above, we would appreciate it if you would sign your name below, clip out this corner of the page and send it to the editor of the NEWS in the Penthouse Club or to Mr. Lockwood in the Administration Offices. We'd like to get the records straight concerning our most faithful residents.

Name

Building Number

Year of First Tenancy.....

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SOUTHERN PASSAGE

(Continued from page 9)

economic bartering plan which they have been carrying out in the southern hemisphere countries.

The natives are a rather un-

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470 Building

GLADYSE GRAVES STARK

Director

usual, apathetic race, said Miss Gay, with very little of the colorful costume that you'll find in Mexico, for instance. Many of the women dress in black. She admired the beautiful children, who she found, were quite adult. The people are contented, the richness of the soil makes living easy and simple, and their emotions find outlet for the most part in their family life and in their religion, which is Catholic.

Miss Crespi, Miss Gay's collaborator and apartment-sharer, is a native Costa Rican, although she was educated and has lived much of her life in this country. Her grandfather, Dr. José Maria Castro, was the first president of Costa Rica. Her father, Robert Crespi, an Englishman, discovered gold there and the family owned a 25,000 acre ranch, which was devoted among other things to raising and improving the breeds of Costa Rican horses and cattle. The family doesn't own the ranch any more, but the next Gay-Crespi book will concern Miss Crespi's childhood on this property. Miss Crespi is a painter and has exhibited in England and in this country.

Miss Gay is an American and an artist by inclination, training, and work. Her firm belief in individuality of expression kept her away from schools of art after she had received a competent grounding in anatomy and composition. She has done a great deal of work in the medium of lithography. Two of her lithographs are in the Metropolitan Museum of Art and two in the M. H. de Young Museum in San Francisco. She drew on the stone the illustrations for the Limited Editions Club which published reprints of literary classics. She went to England to prepare the illustrations for a limited reprint of Thomas De Quincey's "Confessions of an Opium Eater," a copy of which she showed to your reporter. It is a beautiful piece of work in every department, and the illus-

trations, done in black and white, are remarkable examples of what feeling, mood and talent can accomplish in an art form.

Miss Gay also turns her talents to children's books, working in other media. She had had several published when she met Miss Crespi and discovered that her new friend possessed an imagination and a dramatic instinct which were invaluable in producing children's books. The first one they did together was placed in the locale of the Laurentian Mountains in Quebec and was called "170 Cats." The loggers in that country cache food in wilderness cabins and as they are away from the cabins for long periods, they leave cats to guard the supplies. It was around this custom that the collaborators built their book.

Miss Crespi, of course, told Miss Gay fascinating stories of her life in Costa Rica and this led to their journey south to write about children in that country.

In testing out plots and stories they never rely upon adult judgment. They read a story to a child, get frank, quick juvenile reaction and fashion their book accordingly. Along with publishers and other writers they realize that the greatly improved quality of children's books of the last few years is due to more realistic thinking about what children like. Juvenile readers demand that their story characters behave and think as they themselves behave and think. It is the problem of the writer and illustrator to find out exactly what goes on in a child's mind and to put it down on paper. Drama and imagination are important, too, but they must be consistent.

The writing of juvenile books has become a serious publishing endeavor. And when it commands the talents of such persons as Miss Gay and Miss Crespi it is evident that it is playing an important role in the development of modern literature.

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