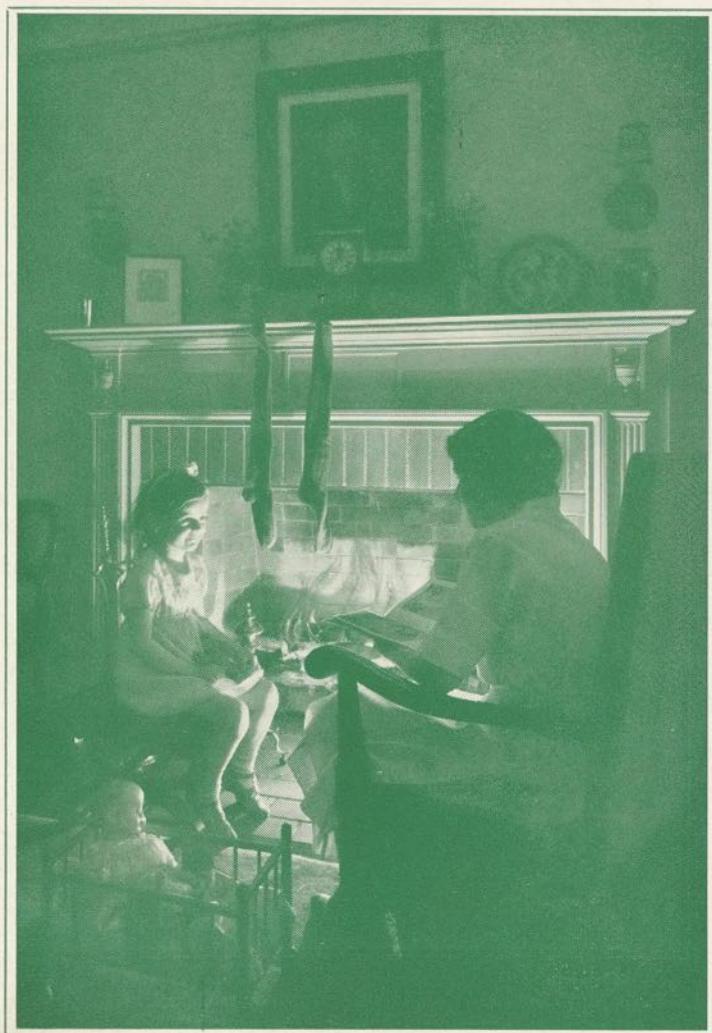


London Terrace

News



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STACK 8

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DECEMBER 1934

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TO OUR LONDON TERRACE TENANTS

This will be the third Christmas season since Wm. A. White & Sons assumed the management of London Terrace and it seems fitting that we should extend to our tenants at this time our most cordial Christmas greetings. We regret that we cannot greet the 7,500 tenants in all of our buildings personally, but we wish you at London Terrace particularly to feel that we are genuinely interested in your comfort and anxious to make the surroundings of your home and the home itself as pleasant as possible.

The very size of London Terrace requires that it shall receive a large proportion of our time and thought, especially at the Christmas season, because of the very pleasant custom you have developed in London Terrace of unselfishly sharing what good fortune you have had with some of your less fortunate neighbors at your Christmas party. It seems as if some of the spirit of Clement C. Moore and his remarkable poem must have continued to influence the area surrounding his former home. Certainly none of us can pass through the holiday season without thinking of "The night before Christmas" and this must be particularly so at London Terrace.

We hope that each year London Terrace will find itself more and more in a spirit of genial good cheer at Christmas time and we wish for you all a very Merry Christmas and a Happy and Prosperous New Year!

Cordially yours,

WM. A. WHITE & SONS,

WM. J. DEMOREST,

1st Vice-President.

Accomplishment

summer cruise as the ideal place for rest, relaxation and that delicious yawn and stretch in the sun.

Typical of complete and convenient service for London Terrace residents was the opening of Mrs. Hannis' Lingerie Shop. This filled a long felt need for prompt delivery of fine silk hosiery, gloves, silk lingerie and such, which may now be delivered direct to one's apartment if so desired.



Decoration Day demonstrated that the management had an eye for neatness and smartness as well as an appreciation of comfort in uniforms. On

this day one hundred and two men reported for duty in their brilliant new summer raiment of light weight tropical worsteds. It must be confessed, however, that a number of our interested tenants, mindful of the physical comfort of "those who serve" did much by their protest against the stiff "Bobbie Blue" for summer wear to bring about the change.

June brought residents of London Terrace a thrill which few other New Yorkers were able to enjoy so completely. The



Fleet was in and the most advantageous place in all New York to witness this great spectacle was from the Marine Deck. Of course, the good ship



the swimming pool as their chief source of exercise and recreation the management took over direct control of this largest and finest of Manhattan indoor pools. The development of regular tenant competitions, the organization of the children's "Catfish Club" and the opportunity for systematic health building through Miss Constantine's class instructions and Mr. Brook Harrell's swimming groups testify to the soundness of the new order of things.

October first, moving day, was not the problem that might have been expected. The management had taken great care to see that incoming and outgoing tenants were moved with a minimum of confusion.



The uniform staff performed yeoman's service checking and helping with all outgoing and incoming moving and the elevator system was so organized that one elevator was always available for passenger use. When one considers the tremendous volume of transfers in and out which takes place all over the city at this time of year, and realizes the heavy share of the burden that naturally falls on

S.S. *London Terrace* dressed ship properly for such an occasion.

With the idea of better serving the hundreds of residents who count upon

the world's largest apartment building, isn't it safe to say, in spite of the slips that could not have, within reason, been avoided, that the job was well done?

Not the least of our advancements is that of the restaurant under the capable management of Miss Elizabeth Flynn. The very pleasant nightly dinner dances to the music of Bernie Brenner's orchestra and the extensive bar and cocktail lounge have been found to be ideal meeting places for many of us.

Space does not permit covering every accomplishment of the past year, but there were others. Not unappreciated by tenants have been the Upholstery Service supervised by skilled craftsmen, the Machine Shop installed by the Engineering Department, capable of handling almost any machine problem arising in the building without dependence upon outside contractors.

And so the work goes on. A year from now the NEWS will record another twelve months of progress. And as a fitting conclusion for this chronicle, may we extend to all of our residents our annual Holiday Greeting.

"From all who, within these walls, labor with heart and hand to make each home a pleasanter place in which to live, and to provide the physical comforts which help to cheer the tired mind and rest the weary body, this Christmas greeting is sent.

"May the spirit of peace and good will bring us happiness in this season of good cheer and may it not pass away with Christmastide, but remain with everyone of us so long as we are together in this great family, guiding us with sympathetic understanding in all things that affect our common interests."

Christmas

- GIFTS

by CHASE
by RUSSEL WRIGHT
by SMITH CRAFT

- STATIONERY

by EATON PAPER
by MARCUS WARD

- CARDS*

by RUSTCRAFT
by GIBSON
by HALL BROS.

- WRAPPINGS

by GIBSON

- MAGAZINE
SUBSCRIPTIONS

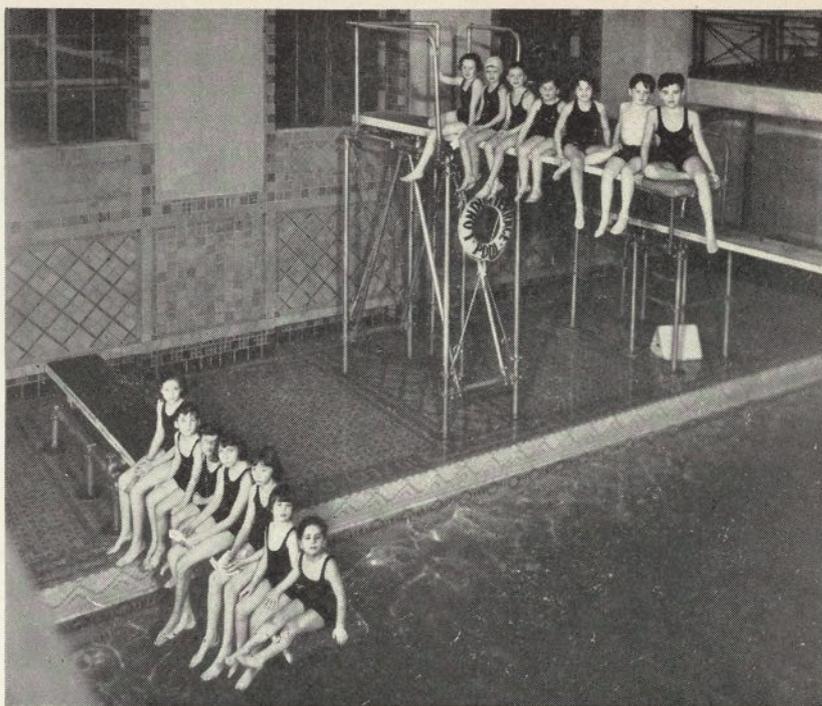
a gift card sent with
each subscription.

* We will fill personal
Christmas card orders up
to Dec. 23rd, if necessary,
but do not delay, order
now.

LONDON TERRACE BOOK SHOP

London Terrace News
Service, Inc.

219 9th Avenue
New York City



The Catfish Club

THE Catfish Club was organized by the younger children of London Terrace on the first of November, with six of the children as members. Enthusiasm has been so great that now twenty children ranging from five to twelve years of age are enrolled. All pay monthly dues and the money thus obtained is used for prizes and other minor expenses which directly benefit the children.

The Catfish Club is under the capable tutelage of Brooks Harrell, the Swimming Instructor, and he gives the children lessons in swimming and diving twice each week.

Several tenants have remarked on the surprising progress these children made in the past few weeks. The important part they took in the last monthly exhibition evidences this fact. Too much stress cannot be laid upon the importance of this work among the children, and parents are urged to co-operate with the management by sending the children who have not yet become members of the club to Mr. Harrell before the holidays are over.

Notices

Owing to the holidays, the bridge tournaments will not be held on Dec. 24, 27 or 31.

All parents are urged to send children between the ages of five and fourteen, to the Christmas party rehearsal on Saturday afternoon December 22nd, at 2 P.M., in the exercise room, 465 building.

Barber Shop Moves

DUE to the need for larger quarters, the Barber Shop, now located at No. 463, will be moved to larger floor space at No. 465. The beauty shop, which up to the time has shared quarters with the barber shop, will remain at No. 463 and with the barbers out of the way will do a little expanding on its own account.

Mr. Joseph Giacomo, proprietor, is to be congratulated upon the splendid efficient service which his establishments have rendered to the residents of London Terrace. The recent necessity for expansion proves that the service has been appreciated.

St. Nicholas Visits London Terrace

(Continued from page 5)

the center platform lights come up, giving everyone a chance to see and hear the dramatization of this historical event. This scene will depict the living room of Dr. Moore (portrayed by one of radio's most famous announcers and characters, Basil Ruysdaal) who, sitting at a writing table in front of a fireplace, will re-enact the scene of long ago. Dr. Moore's wife will be portrayed by Miss Jean May, one of the tenants, and an actress of considerable note.

Concluding this will be heard the hoof beats of reindeer and far up on the roof of the court Santa Claus will appear. He will be saluted by everyone and he in turn will return the greeting. His appearance will be the cause of much merriment and excitement and as the combined singers voice their acclaim in song—Santa Claus will next appear in the court with his bags and sleighs of toys. As he gives out the presents the choir is heard singing in the background "Peace on Earth, Good Will to Men."

The garden will be opened to the residents of London Terrace and their guests. Entrance may be had through any of the garden stairways and those who prefer to view the spectacle from their windows may hear the program over the radio. If weather forbids, the ceremonies, through

the courtesy of Miss Elizabeth Flynn, will be conducted in the Grill Room.

This beautiful service, combining as it does, a memorial to the immortal composer of the best loved of the Christmas poems, with the spirit of the medieval ages when the lords of the manor opened their hearts and their homes to the vassals of the estate and gave them out of their bounty a little of the Christmas Cheer, should inspire all of our residents whose material needs are more richly endowed, to help to make this anniversary a day to be remembered by the children of the less fortunate ones of the Chelsea neighborhood.

Those who have not yet sent their gifts to Miss Joslin in the Penthouse Club, 470 building, will please do so at their earliest opportunity so that it may be known without delay how many of the nearby children may be provided for. The doormen will see that all packages entrusted to their care are sent to the Penthouse Club where the gifts are being wrapped and made ready for distribution. Gifts of money, which may be left at the Cashier's office, 435 building, will be used to purchase presents or, if received too late, will be changed into newly minted quarters and distributed to the children with their other presents.

The Police Department Asks Us to Remember

SAFETY is a vital factor in the every day life of your homes, your business and in the streets.

Every 18 minutes of the day and night sees some human life lost in an automobile accident, while more than one person is injured every minute of the year.

As a taxpayer you are interested in the annual economic loss to the citizens of 62 million dollars.

As a humanitarian you are interested in the 47,000 persons injured each year.

As a motorist you are interested in the high cost of operating your car due to accidents.

It is the duty of the department to protect life, limb, and property but the assistance of the public is necessary.

The Safety Campaign has been extended for another month to the end of December. London Terrace is glad to have had the privilege of taking part, even in a small way, in this worthy endeavor.



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Inspect Our New*

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HAVE you ever visited a hospital dispensary? Did you ever try to visualize the absolute white hospital pharmacy characterized by its cleanliness and modern efficiency?

A reproduction of the hospital prescription department has been installed in this Whelan Drug Store. Its open, all-glass front prescription department portrays a definite ethical advance in the prescription pharmacy and represents an up-to-date laboratory in the fullest sense.

You are cordially invited to inspect this new "hospital-white" prescription department. We should like you to observe, among other things, the immaculately clean conditions under which prescriptions are filled. Moreover, we should consider it a privilege to have you observe how *your* prescription is filled.

Every prescription is carefully compounded by a competent Graduate Registered Pharmacist . . . exactly as your physician orders . . . and double-checked for accuracy.

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**LONDON TERRACE
MANAGEMENT**



Three generations, all living at London Terrace, reading from left to right: Mrs. Beverly Clarke, Mr. Clarke, Tommy Clarke, Jimmie Clarke, and Mrs. Ida Clyde Clarke

FARTHEST TRAVELLED POEM

BECAUSE we who live in London Terrace are especially interested in Dr. Clement C. Moore and his famous poem, "A Visit from St. Nicholas," the following excerpt from a letter written by Dean Milo H. Gates of the Cathedral of St. John the Divine to Dr. James D. Dillingham, principal of the Newton High School, is printed:

"I remember once, years ago, being in a little village in the Midlands, England. I was visiting a school there. I was greatly impressed with the number of poems which these English children knew—Whittier, Longfellow, Lowell and others. I said to the schoolmaster that I knew a poem by an American poet, named Clement Moore, and I was sure that the English children did not know that.

"He smiled in a quizzical manner, called up one of the youngest classes, and, before I knew it, they were reciting in unison 'A Visit From Saint Nicholas.' Few poems have been so widely circulated, so well known and so greatly loved.

"New York, when listing its great citizens, does not usually put the name of Clement Clarke Moore among them. We are al-

ways thinking about bankers, great lawyers, doctors and great inventors first. Then we list certain great literary men but in this our poet does not often figure. Nevertheless, he belongs there, and his name should be amongst the foremost.

"In point of fact, I think he was one of the greatest of New York's citizens. We ought to remember that the choicest treasures of any great city are not in its banks, its stores and skyscrapers, but rather in its art galleries, its churches and its cathedrals, and especially, in its historic associations.

"Therefore, the regions where our great men have lived really are shrines, and the city with the most shrines will always be the greatest city. Athens was never nearly so large as New York, but Athens is a greater city than

Church Directory

We are pleased to list these churches, in the London Terrace Parish, for the guidance of readers:



Baptist

North Church
232 West 11th Street



Christian Scientist

10th Church of Christ Scientist
171 MacDougal Street



Episcopal

Church of the Holy Apostles
9th Avenue and 28th Street
*Christmas Eve—11:30 P.M.—
Carols, Midnight—Holy Com-
munion. Watch-Night Ser-
vice, New Year's Eve at 11:30
P.M.*

St. Peter's, Chelsea
346 West 40th Street
*Clement C. Moore Memorial
Service 4 P.M. Dec. 23rd.
Christmas Day: Holy Com-
munion at 8 and 10 A.M.*



Hebrew

Congregation Emunath Israel
236 West 23rd Street



Lutheran

German Lutheran Church of
St. Paul
312 West 22nd Street
*Dec. 24th, 8 P.M., Christmas
Eve Service. Dec. 25th, 10:30
A.M., Christmas and Com-
munion Service.*



Methodist Episcopal

18th Street Methodist
Episcopal Church
305 West 18th Street



Presbyterian

Chelsea Presbyterian Church
214 West 23rd Street
*Dec. 23rd, Morning Wor-
ship. Dec. 24th, Midnight
Christmas Eve.*



Reform

Reform Church in America
5th Avenue and 29th Street
West



Roman Catholic

St. Columba
341 West 25th Street

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with

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to the Residents of

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