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London Terrace News



STACK 3

DECEMBER

1935

DODGE

PLYMOUTH

EXCELSIOR SHOWROOM

Excelsior Service is glad to announce that the London Terrace Auto Showroom is again under its management. We are showing a complete line of Dodge and Plymouth cars and trucks. Drop in and have a look at some of the new models. S.E. corner 10th Ave. at 24th.



EXCELSIOR AUTOMOTIVE SERVICE INC.

REPAIRS AND PARTS

To All Makes of Cars

TIRES and ACCESSORIES
TOWING AT ALL HOURS

24-HOUR SERVICE

536-546 WEST 23rd STREET

BET. 10th and 11th AVES.

CHELSEA 3-3050

3 Story Fireproof Building Power-Prover Service





- **during
this busy
holiday
time
why not
let
hanscom
do your
personal
baking?**
- **right now
you'll
find a
marvelous
selection of
taste-full
pies
cakes
pastries
and other
tempting
treats
staunchly
upholding
the
finest
traditions
of this
season
of
good
things
to
eat!**

● **HANSCOM**
BAKE SHOP

IN THE LONDON TERRACE FOOD MART

To Our London Terrace Tenants

The Holiday Season is again at hand and it gives Wm. A. White & Sons great pleasure to greet its tenants with all appropriate good wishes for Christmas and the New Year. This is the fourth Christmas season that we have been connected with London Terrace and we can truthfully say that each year has seemed more pleasant than the one before in our association with this remarkable residential development.

We are particularly pleased to assist where we can in arranging your Christmas party which has taken on the nature of a tradition. The custom of sharing the good things of life that have come to you with those in the neighborhood who have been less fortunate is a singularly happy idea and no doubt the spirit of Clement Clarke Moore hovers over the site of his old home in a particularly benign mood at this season.

We wish we could shake you all by the hand but unfortunately this would be almost as difficult for us to do with all of our tenants as for old St. Nicholas himself, but may we say with all sincerity and warmth,

*"Merry Christmas to all,
And to all a Good Night!"*

Cordially yours,

WM. A. WHITE & SONS,
Wm. J. Demorest,
1st Vice-President.

London Terrace

DECEMBER 1935

VOLUME II

NUMBER 11

Dancing Party

Miss Constantine, practically carried away by her enthusiasm for the ballroom dancing classes conducted by Miss Westendarp, is deep in the process known as going to great lengths. With an altruism as bubbling as her health, she has arranged to act as hostess to a dancing party the night of December 27. The affair is to be held in her Recreation Club and the latchstring is guaranteed to be a pushover for anyone with a London Terrace apartment key.

Among those present will be Miss Westendarp in person. She promises not to look if anyone wants to do the Charleston.

Boys' Club

One solution of the problem of what to do with the children after school hours and on Saturdays has popped up with the formation of the Knickerbocker Club for boys. The idea of the club is two-fold. One aim is to relieve parents of the worry of what their boys are doing and where. A second is to give the boys a chance to divert some of their excess energy into channels of sport.

Mr. Dan Dryden, Director of Camp Metedeconk for boys, is the moving spirit behind the Knickerbocker Club. It is designed for boys between the ages of six and thirteen. They will be called for at home or at some convenient meeting place after school each day and returned in time for the evening

meal. On Saturdays there will be a full day's session. Besides all sorts of indoor and outdoor sports, there will be swimming at least once a week. Swimming and diving instruction is included.

Bad weather days will be spent in tours of museums or other spots around the town which have educational as well as amusement values.

For details Mr. Dryden may be reached at 322 West 27th Street. The telephone number is Penn. 6-7745.

Photos

Miss Elinor Levis, London Terrace's charming official portrait photographer, has opened her penthouse studio in the 435 Building for business. She is offering a special rate to residents of the Terrace by way of introduction.



Drug Store

THE Whelan Store, after the complaint carried in these columns last month concerning the dog nuisance problem, has come through nobly with its idea of a solution. The store has put in a line of nuisance-proof Scotty dogs. Not having an animal dealer's license was something of a handicap, but this was overcome by not handling live dogs. They are life-size Scotty dolls, look extremely realistic and are guaranteed not to scratch up the furniture—or do other annoying things.

The boys in the White Prescription Department claim to have a stop-cough remedy of their own concoction that is guaranteed to keep its users out of the doctor's clutches all winter.

The Gift Department boasts a scoop on Yardley's products, offering one of the widest assortments to be found anywhere in the city.

Broadcast Postcards

The Christmas Eve broadcast is shaping up into an event of such importance that Terracers may want to call special attention to it among out-of-town friends or those living in other parts of the city. Accordingly, postcards are to be distributed to all tenants, who may address them and hand them over to their doormen. The latter will turn them over to the Mail Room to be stamped and mailed. The station is WMCA—at the top of the dial—and the time 5 to 5:30 the day before Christmas.

CHRISTMAS

● GIFTS

by Chase
by Russel Wright
by Smith Craft
by Para Craft

● STATIONERY

by Eaton
by Marcus Ward
by Personal
by Name-On

● CARDS

by Rust Craft
by Gibson
by Hall Bros.

● WRAPPINGS

by Gibson
by Dennison

● LEATHER GOODS

by Marvel
by Rump

● MAGAZINE SUBSCRIPTIONS

Special season prices. A gift card sent with each subscription.

LONDON TERRACE
BOOK SHOP

LONDON TERRACE
NEWS SERVICE

INCORPORATED

219 Ninth Ave., New York

Just Call Us on the
House Phone

Swimming Meet

ABOUT the only activity the swimming pool lacks these days and nights is a bunch of Hawaiian boys diving for coins. And if the tenants want them they can probably be procured.

The night of Wednesday, December 4, was given over to some really serious stuff in the way of swimming races when the A.A.U. threw numerous contestants in the water and told them to fight it out. It was an official A.A.U. water carnival and another is tentatively scheduled for February. Among the distinguished water experts present was Miss Dorothy Forbes of the Broadwood A.C. of Philadelphia. She won the scratch 100-yard back-stroke race in a driving finish in which she closed up on and passed Miss Jean Kolinski of the Women's S.A., national junior dorsal champion.

A mad scramble in the scratch 75-yard free style swim resulted in the churning up of so much water by three of the young ladies that a decision was difficult. First place was finally awarded to Miss Elsie Ferril, second to Miss Dorothy Smith and third to Miss Mavis Freeman. All these misses are champions of the Women's S.A.

Two other big events were the 100-yard free style sealed handicap for men and a 200-yard relay for high schools.

The meets do a commendable job of providing something out of the ordinary in the way of entertainment without going far afield these winter nights. In addition they bring added prestige to the Terrace pool.

Thursday nights have been taken over by various graduate nurses' organizations. Every week fifty-five or sixty lasses exchange their white caps for swimming headresses. Friday nights are given over to New York Telephone Company employees.

Somebody in the Pool Department with a passion for statistics has figured out with the aid of a squad of comptometer operators

A DIFFERENT AND LASTING

*Xmas Gift
For Sale*

**Siamese Kittens
Champion Stock**

Bargains

*Phone for Appointment
460-3D*

that in the year ending October, 1935, 1,128 tenants took 18,069 swims. Thirty-five of these averaged twice a week or better. Lesser enthusiasts varied from once a month to once every two weeks, while a total of 651 took to the water five times in the course of the year. Mr. Lockwood challenges Terrace psychologists, if any, to tell him what keeps the 651 down in the five-a-year class. If they enjoy swimming enough to go in at all, why then don't they use the pool oftener?

Gift Suggestions

Silk and Satin Slips, Gowns,
Panties, Pajamas, Chemise
and Dancettes
Pure Silk Hosiery
Fabric and Leather Gloves
Fine Leather Bags
Bedroom Slippers
Lounging Pajamas
Scarfs and Handkerchiefs

Men's Wear

Van Heusen Shirts
Phillips-Jones Pajamas
Interwoven Socks
Superba Cravats
Sealpackerchiefs
Otis Shirts and Shorts
Hickok Belts and Suspenders

LONDON TERRACE
LINGERIE SHOP

Accessories for Men and Women

CHRISTMAS PARTY PLANS COMPLETED

**Sixth annual show in Garden
has all earmarks of excellence,
with many new features added**

THE sixth annual visit of Santa Claus to London Terrace will be made Tuesday afternoon, December 24, at five o'clock. The show, which has all the amiable earmarks of a good time for everybody, commemorates Clement Clarke Moore, whose poem, "A Visit from St. Nicholas" (better known as "The Night Before Christmas") is so intimately associated with London Terrace. The ceremonies will be broadcast over WMCA.

The Garden will be "dressed"

St. Peter's choir, from St. Peter's church, is to attend and will sing; and a more widespread distribution of gifts for the children, together with a more efficient plan for supervising it, has been arranged.

Representatives of William A.

replica of the Moore poem, which stands in the center of the Garden. A photograph of the plaque appears on the front cover of the News this month.

The famous London Terrace "Bobby" chorus, which is composed of members of the uniformed service, is being coached this year by Ray Francis Brown, choir director of the General Theological Seminary, and the children's chorus, which promises to be one of the most engaging features of the party, is being trained by Miss Aliska Constantine of the Recreation Club, and Miss Eleanor Wilson of the London Terrace School.

Each year some prominent person is invited to read the Moore poem, and this year the Management has been most fortunate in being able to secure Miss Cecilia Loftus, famous Broadway actress, who is currently appearing in "Abide With Me." Miss Loftus has recently become a resident of London Terrace. Last year Miss Jean May (Mrs. Ellis Goode), likewise well known in the entertainment field and likewise a resident of the Terrace, was of great assistance, and she has once more consented to help the committee in charge of arrangements.

The public address system, which will enable residents to hear the full program in all parts of the Garden, is being tried out in advance, to guarantee that a regrettable collapse of facilities such as marred last year's party will not occur again.

The order of events will be as follows:

At five o'clock sharp the party will "go on the air." The St. Peter's Choir will enter the Garden singing, and take its place in the center of the Garden. Residents of the Garden apartments are asked to cooperate, as in pre-



for the occasion, which is designed to bring tenants together in the friendly spirit of the season, but its chief purpose is, as always, to provide for the children of the neighborhood a Christmas party which otherwise they might not enjoy.

Unusual features have been added to this year's party. The

White and Sons, who have charge of the party, have been busy for several days with volunteer residents of the Terrace, who have public-spiritedly jumped in and helped out tremendously.

There will be a huge Christmas tree in the center of the Garden, and the entire space will be attractively illuminated, as will the

vious years, by placing a lighted candle in each window just as the program starts, first having drawn aside the shades so that they will not take fire. When the Choir has completed its singing, William E. Barton, Manager at London Terrace for the William A. White organization, will deliver a brief address of welcome. The "Bobbies" will then appear, marching into the Garden and will take their places. The "Bobby" chorus at this point will sing. Miss Loftus is then to read "The Night Before Christmas," followed by the Choir.

Santa Claus, according to his usual custom, will make his first appearance on the Marine Deck, having followed the Hudson down from Albany according to a pre-arranged schedule, and shortly afterward he will appear in the Garden, to be welcomed by children and adults alike.

Santa Claus will personally supervise the distribution of gifts to the children, and at this point a

new system of distribution will go into effect. Last year considerable confusion occurred during the distribution of gifts, so the committee in charge has decided to present some of the gifts to the neighborhood children in the Garden, after which they will adjourn to the Recreation Club where, under the guidance of Miss Constantine and Miss Wilson, presents of a more practical nature will be given out. This will eliminate any confusion and enable the committee to take clothing measurements, determine suitable gifts for proper ages, etc.

The children of tenants and employes are to have a special party this year, which will take place immediately after the arrival of and salutations to Santa Claus. The children will gather in Elizabeth Flynn's restaurant, where, thanks to the thoughtfulness and generosity of Miss Flynn, a gala party is planned. There will be a special tree, and ice cream and cake will be served.

The special entertainment will be provided by a real Indian, Chief White Feather, who has arranged a special act for the children.

These plans, naturally, are all subject to slight change, but in the main they represent the itinerary for the Christmas party. The committee in charge of decorations has ordered a huge Christmas tree, and it will be stationed near the Moore plaque.

Each year the residents of London Terrace have responded handsomely to the appeal for gifts to be given the neighborhood children, and their cooperation and interest are invited this year. For the guidance of new tenants and as a reminder to all who have participated in Christmas party activities in the past, suggestions regarding gifts are herewith offered:

Send presents as early as possible so that they may be properly wrapped and so that we may ascertain how many children may be invited.

Select presents for children not younger than six and not older than twelve. Last year the Committee received a great many presents suitable only for very young children, and because of the shortage of appropriate gifts, several children received presents not suited to their years.

Try, if possible, to select gifts suitable for either boys or girls—books and games are most desired. It isn't possible to control the choice individuals may make—some may be partial to boys and others to girls, but it assists the Committee greatly to have presents suitable for either sex, and makes it impossible for any child to go away with a present or so which he or she doesn't like.

Last but not least, contributions of money will be greatly appreciated. It is particularly helpful to have these contributions arrive well ahead of the event. In this way, a possible shortage of gifts may be made up.

(Continued on page 18)

ON XMAS EVE
After the Xmas Carols and
Festivities in the Garden
Join
Elizabeth Flynn
in London Terrace
for Dinner and Dancing

•
75c and \$1.00

DANCING LADY

Dancing is both her vocation and her avocation, and London Terrace's new teacher has all that teaching takes, and more

DANCING is her business. But one has only to talk to her briefly to realize that it goes deeper than that. The rhythms that set the feet in motion, she feels, beat out the tune for the Dance of Life itself.

Who is she? Marjorie Westendarp is the name and she has been enticed to London Terrace to help lead the residents therein to a fuller existence. In short, she is here to give modern ballroom dancing lessons. This is a part of the plot Miss Constantine, vibrant priestess of health, has been concocting. The purpose of it is, in her own words, "to take the pain out of exercise."

It has been amply demonstrated that the pleasure of doing anything with the cooperation of Miss Constantine so far outweighs any suggestion of pain that the latter is practically non-existent. She has not let us down in the matter of a dancing instructress.

Miss Westendarp is a nicely coordinated young lady. She has curling reddish-colored hair and blue eyes that just can't help going wistful now and then. She is apt to be a trifle on the defensive regarding her profession. This is because many people, in their blundering ways, take dancing very seriously or with extreme flippancy. Either attitude is a mistake, she believes. Dancing should be, as life itself, a combination of gaiety and thrills. Seriousness should be there too. A certain amount of seriousness is necessary in everything, to help carry on the imperative illusion that the things we do are important.

For eight years Miss Westendarp has been a ballroom dancing instructress in one of the best-known and finest studios in New York. She came here from her home in Chicago to study interior decoration and design. To augment her income and at the same time satisfy her urge to be dancing she took a part-time position in a dancing studio. Dancing had been an indispensable part of her existence ever since she had learned that to move forward you put one foot after the other.

Her mother had been one of the star pupils of the famous Professor Bournique in Chicago. She herself, while at the University of Wisconsin, had become proficient under the tutelage of Margaret D'Hobler. Not long after she started in at the New York studio, she realized that her mode of artistic expression must lie in the rhythms of the body rather than the rhythms of color. She gave up interior decorating and thereafter devoted her full time to teaching ballroom dancing.

One of her most syncopated gestures is reserved for a firm but graceful denial of the old superstition that some people are fundamentally unable to learn to dance. What makes it difficult to learn to dance, she says, are, of all things, inhibitions. This person can't relax. Someone has told another that he has no ear for musical rhythm. In another, self-consciousness makes the feet stumble.

But unable to learn to dance? Pooh, she says prettily. All that is needed is to get rid of the inhibitions. And that's what she does—in a nice way of course.



What is the trend in ballroom dancing this season, Miss Westendarp? That's easy. Formality and smoothness. Both trends have stemmed from the increased formality in women's evening clothes she claims. And here's something to mull over. As the dancing has become slower, the music has picked up apparent speed. Ever feel panicky when the music starts up as though it were going round the world before morning? Well, take it easy. You're not supposed to keep up with that music, you're supposed to keep time to it—half-time. Miss Westendarp will show you how it's done.

There are a number of neat variations to the fundamental steps which may be picked up easily in order to add variety to one's performance on the floor. The steps of the tango which give real meaning to the music of the hot countries are all wrapped up ready for Christmas delivery. And if you really wish to go in for ardor in a big way Miss Westendarp has a rumba that she keeps fresh and palpitating for any occasion.

Miss Constantine and she have decided that all arrangements are up to the dancers. Groups may be as small or as large as is wished. One class has been started for Tuesday nights, another on Friday. The spot is the Exercise Room of 465. If four or five or more friends want a session for themselves, that can be done. Those interested in a spe-

cial type of instruction could have a class to themselves. Private lessons are available.

Miss Westendarp is likely to wax eloquent on the subject of ballroom dancing. It is her theory, borne out by her long experience, that the ability to dance well heightens the whole enjoyment of living. It gives one poise, self-confidence, the ability to keep step with the rhythm of existence. It relaxes and stimulates the nerves, the body, the mind. It has worked that way for her and for many she has taught. One only has to make her acquaintance to realize that here is one answer to the complex problem of modern living.

She would tell you it's the only answer. Looking at her, one cannot help but believe she is right.

(The series of articles on London Terrace residents will be resumed next month.)

Apologia

The Barber Shop took rather a nasty beating at the hands of this publication last month. It was unintentional, of course. The editors, when free from human error, fall into the class of those who would not harm a fly, unless it was in the summertime, which is the open season on flies. But this is not summer, and the Barber Shop is remarkably free from flies at any time, so we repeat it was absolutely unintentional. The harm was done, nevertheless, so like gentlemen, and we hope, scholars, we wish to make amends.

The cost of a shave at the Barber Shop is twenty-five cents (\$.25). This was what the Barber Shop wished to advertise last month. When the News broke into print for the November issue, what was the horror of everyone concerned to discover that the Barber Shop was advertising shaves at fifty cents (\$.50). It was just one of those things that makes the printing and publishing business so fascinating.

Beg poddon!

It's So Easy and Economical

Just call on House Phone and a Complete Valet or Tailoring Service is at your disposal. Low cost.

London Terrace Valets

415 Building

Lower Corridor

BARNARD SCHOOL FOR GIRLS

554 Fort Washington Avenue

39th Year

Pre-Kindergarten to College Entrance.

Small Classes—Modern Curriculum—Extra-Curricular Activities.

The School is at your door. Eighth Avenue subway station one block away. Telephone Registrar for a catalog. WAdS. 3-3253.

Mid-Term Begins February First

London Terrace Representative

MARION A. DEAN

405 Building

Apt. 19C

Massage Studio

Our ancestor, the Cave Man, so the anthropologists would have us believe, was prone, when annoyed or affectionate, to massage the tough scalp of the woman of his dreams with an instrument known as a stone club. The word massage, much in vogue in this connection, with the cave men and their helpmeets, has come to bear a slightly different connotation to the modern woman. Instead of a knockdown affair, it has evolved into a build-up process. And the science of massage has extended downwards from the head until it takes in the whole body.

Ladies of the Terrace are coming to depend more and more upon the art of massage to keep them fit to battle the stern de-

mands of Manhattan existence. This is due in great part to the splendid body massage studio presided over by Mary Carroad. She has made a special study of the causes and cures for a tendency to overweight.

An active business or professional day, followed by a social evening, cannot help but be fatiguing. This fatigue, with its accompaniment of frayed nerves, very often results in a gain in weight.

To offset it, Miss Carroad offers the modern massage with all its attendant scientific equipment in addition to the personal attention of an expert masseuse. Her studio has a great deal to do with the slim figures, clear skins and peppy damsels seen around the Terrace.

WHOA, NELLIE!

Neighborhood milk horses and wagons are now upholstered for silence and everything's serene

GOING with customary eagerness to our work the other morning we were confronted with a Sign of the Times. It was a subtle Sign and it took a little while to recognize it, but it was there nevertheless. It had to do with a Sheffield Farms horse. This horse was returning to his stable at the 28th Street Division drawing his empty-bottle-laden wagon properly behind him.

It was a usual sight and we, at first, thought nothing of it. When the horse and wagon were almost past, though, we realized there was something untoward going-on. The horse's hoofs were not clopping with their usual rhythmic zest. The rhythm was there all right, but not the sound accompaniment.

With a peremptory gesture we stopped horse and wagon and inquired of the driver what was what. He cheerfully descended, lifted one of the horse's hoofs for inspection and awaited reactions.

"Well, well," we reacted. "It looks for all the world like somebody had put rubber heels on this horseshoe."

It was a perfect guess. All the 143 of the Twenty-Eighth Street horses are now sent out on their appointed rounds equipped with these gadgets. They are made in a tire factory out of hard rubber. They are three inches long, one high and one and a half across. Each hoof carries two of them: one on each side of the heel proper. They are clamped down into the iron shoe in the same way a radio tube is fastened into your set.

And that isn't all. The Sheffield wagons have taken a tip from carriage days and sport rubber tires on their wheels. The net result is about as noiseless a milk delivery system as has delighted these ears for a long time.

The whole idea smacked so of inspiration that we did not rest until we had traced it down to its source, which turned out to be threefold: the London Terrace Food Store, Superintendent Hahnenfeld of the Sheffield Farms Twenty-Eighth Street Division and the London Terrace Management.

The Food Store and the Man-

agement drew Mr. Hahnenfeld's attention to the fact that milk trucks had a habit of disturbing the early morning quiet of Twenty-Third Street. Could he do anything about it?

Mr. Hahnenfeld decidedly could—and did. First, he rerouted his wagons so that they traversed the less populous regions of Twenty-Eighth Street instead of their former course. Then imbued with the fever of complete reform, he came out with the rubberizing project.

The situation strikes us as fairly ideal. Mr. Hahnenfeld rests easy in the thought of a deed well done and the knowledge that he has accomplished something toward building up the good-will of his organization. The Food Store and the Management bear the credit for instigating one more civic improvement. Terracers sleep peacefully through to the alarm-clock deadline.

Everybody happy and nobody hurt.

Laundry Service

Residents for a long while have been served to their highest satisfaction by the Knickerbocker Laundry, official laundry of London Terrace. Recently there has been some confusion and not a little annoyance caused by the fact that an outside laundry has been soliciting business by phone and representing itself as the London Terrace laundry. There has been no change in laundry service. Knickerbocker is still doing business for the comfort and convenience of residents and will continue to do so. Charles Goehringer, the new manager, understands the needs of his customers and is heartily endorsed by members of the Terrace community, both on the management and tenant side.

To be sure your laundry goes to Knickerbocker, all that is necessary is to call on the house 'phone and ask for "laundry service," thus doing away with any chance of mistake.



Lady At Leisure

AS I remembered to remind you last month, Christmas is coming! And I think it most appropriate to mention the fact that much of your Christmas shopping can be done between Ninth and Tenth Avenues and Twenty-Third and Fourth Streets. The Book Store has a most attractive display, to say nothing of some most novel and clever ideas in the way of cards. The Drug Store has plenty of timely suggestions and it is possible that some of your friends *might* be interested in what the Liquor Store has to offer. Of course lingerie is always an acceptable and safe gift and don't let the name "Lingerie Shop" fool you. You will find that the man in the family has not been neglected as there is a large selection of the good old standbys, such as ties, shirts and hankies of which Uncle Bill and Brother Bob are sure to approve. Look around, folks, it doesn't cost anything to do that and you may save yourselves a few headaches and feetaches.

Ever so often the mop-shaking and dust cloth-shaking problem raises its ugly head. Numerous new tenants, especially, have expressed concern, and some complaints, about their neighbors who still feel that to shake these objectionable objects out of the windows is the only way to remove the results of their labors. If anyone would stop to think, it would occur to one that it is most unpleasant to have one's neighbor's dust drift into one's windows in addition to the daily accumulation that arrives without any encouragement whatsoever. Many suggestions have been made, and most of them have been printed in this magazine before—such as shaking the oil mop in a paper bag, or placing the mop beside a vacuum cleaner which has been turned on, and over on its side, thus pulling the dust from the mop. Now a new contraption has been brought to my attention which I think is well worth men-

tioning and I hope will be tried and approved by many local housewives. It consists of a long, slender, red porous sponge, the same material as used in offices in glass containers for sealing letters, et cetera. This sponge is clamped onto the end of a long holder similar to an old-fashioned "wet mop" handle. It also gives the appearance of a large window glass cleaner, such as professional window cleaners use. The sponge is used slightly damp and picks up the dust most efficiently without raising any to settle on another spot in your apartment. The danger of soiling the edge of your rugs with oil from an oil mop is thus eliminated. The one I saw came from Macy's. Many other modern housewives prefer cloths with which to cover their mops or to be used as a floor cloth. An unusually good brand is put out under the name of "Ritz." If the old unpleasant-smelling oil mop and oil cloths could be entirely eliminated in London Terrace, one of our most difficult problems would be solved. But if you *will* be old fashioned, please consider that open window below you or to the side of you, and DO NOT SHAKE YOUR MOPS OUT OF THE WINDOW. Santa Claus won't stop at your house if you do!

I have noticed, and I suppose you have too, that books are no longer packed tightly on book shelves. A lamp and pieces of bric-a-brac, placed between books

at intervals, with some of the books half falling over, gives a much more interesting and artistic look to your shelves. This new, careless treatment gives the added attractive appearance of books being easily removed and read while the jammed-in idea, I think, always gave the impression that they were there to stay—that it might be a rather difficult job to remove one from its wedged in position.

I'm just fresh out of recipes and furthermore, I'm sure no one is interested in much of anything but turkey and fruit cakes for the next month. But I do have some more "Diamond Point" jokes.

Farmer Jones: Which is correct—"A hen is sitting or a hen is setting?"

Farmer Brown: I don't know, and I don't care. All I bother about is when she cackles is she laying or is she lying?

Orville: At which church shall we be married, dear?

Lillian: (Scotch and proud of it): Well, I like the looks of the church with "United Free" on the outside.

A local Flapper said: "I can't get along with my boy friend lately. He ignores me and if there's anything that makes me hopping mad, it's ignorance."

And I repeat that Christmas is coming and I do hope it brings good health and happiness to all.

LONDON TERRACE FLOWER SHOP FOR XMAS

Cut Flowers—Potted Plants—Japanese Gardens.

HOLLY WREATHS

Flowers delivered or telegraphed anywhere.

Immediate deliveries to apartments.

Shop open from 8 A.M. to 10 P.M. weekdays,
from 8 A.M. to 9 P.M. Sundays.

405 Building

House Phone or CHe 3-8235

AUTO SHOWROOM UNDERGOES CHANGE

Under new management, display rooms take on homelike note

THE interior of the auto showroom is rapidly beginning to look more homelike than home itself, except, of course, that the average citizen does not keep a half dozen brand new cars in his living-room. However, men have been seen to doff their top pieces upon entering, a sure sign of the atmosphere of the place. That is the sort of atmosphere Mr. L. W. Griswold, the new manager, wants to create. He feels that it not only is in keeping with London Terrace, but is good business besides.

Accordingly, there are comfortable chairs scattered about, flowers and magazines. One corner has been fitted up with a fireplace, lamps, coffee table, chairs and sofa. Autumn leaves garnish the mantelpiece. The change to color and comfort from the bare, metallic background of the usual showroom came about with the recent transfer of management to Excelsior Automotive Service, Inc.

Excelsior is well known to London Terrace residents, because it is under that sign on a building in Twenty-third Street that they keep their cars and have them serviced. Years of successful contact with customers has convinced the people over at Excelsior that they know what the Terracers want and how they want it. The policy at the showroom is one of informality, ease, comfort. The danger of walking into a salesroom to buy a baby carriage and coming out with a truck need not be feared here. Mr. Griswold fancies himself in the rôle of a host in a reception room rather than head man in a sales factory.

Scouting around among auto men is apt to bring surprises. Excelsior service is more or less taken for granted around London Terrace, but with garage men and salesmen, it is something to ex-

claim over. Its twenty-four hour service feature alone makes it stand out among its competitors like a decorated Christmas tree in the middle of a Kansas prairie. Mechanics get an unholy gleam in their eyes when speaking of the gadgets and machines installed for keeping cars in first-class running condition. The whole huge plant is run as efficiently and almost as cleanly as a modern dairy.

Mr. Griswold waxes absolutely lyrical when talking about it. "What a set-up," he says, in the manner of an impresario discussing his new soprano. "And what a sales talk it gives us for selling cars. Only place in the city where twenty-four hour servicing goes right along with delivery. And that plant over there. Customers who take the place for granted don't know what they're getting in comparison to some of the spots around town."

Once started, there is no end to his enthusiasm. "I like this place. I like the idea of being in on the ground floor of a community of four thousand people. I like the space we have, and the neighborhood. You know, it's the only agency handling Dodges on this whole west side."

Complimented on the appearance of the showroom, Mr. Griswold grinned the grin which prefaces a confession. "You know," he said, "I've always wanted to try out a theory of mine that car sales agencies ought to show off their goods in surroundings that put the customer at ease. Make him feel comfortable, at home. It builds up good feeling, trustfulness. It's a real thrill to see the theories working out as I'd hoped they would."

The theories seem to be doing all right. Mr. Griswold and his associates are selling a lot of cars. Of equal importance—they are making a lot of friends.

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

✕

Episcopal

Church of the Holy Apostles
9th Avenue and 28th Street
Christmas Eve—11:30 P.M., Carols. Midnight, Holy Communion—Christmas Day—8:00 A.M., Holy Communion, special Christmas music. 11:00 A.M.—Holy Communion, sermon, special music.

St. Peter's, Chelsea
346 West 20th Street

Clement C. Moore Memorial Service 4 P.M. Sunday Dec. 15. Rev. M. H. Gates, Speaker. Christmas Eve—7 P.M. at Church, Mystery Play, special music. At Parish Hall, evening, Christmas Tree and Party. 11:30 P.M., Communion in Church. Christmas Day—Holy Communion at 8 and 10 A.M.

✕

Lutheran

German Lutheran Church of St. Paul
312 West 22nd Street

✕

Methodist Episcopal

18th Street Methodist Episcopal Church
305 West 18th Street

✕

Presbyterian

Chelsea Presbyterian Church
214 West 23rd Street
Dec. 22—Morning Worship. 8 P.M., Christmas Play. Christmas Eve—11:30 P.M., Candle Light Service: The Christmas Message in Song and Story.

✕

Reform

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

✕

Roman Catholic

St. Columba
341 West 25th Street

**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.

Riding

Horseback riding is a sport and an exercise which, once tasted, is never forgotten. It has occurred to ye editors that there may be London Terracers who would like to ride. Perhaps they have been missing out on their riding, but have not gotten around to doing anything about it. Perhaps they have never ridden, but would like to learn. Perhaps, to some, the idea of arranging to ride sounds a bit complicated.

To all, or any of these, this publication is ready to lend a helping hand. Give us a buzz on the phone, or write a letter telling the lowdown on your horseback problems. We may be able to do something about them.

RUGS

**CLEANED SHAMPOOED
REPAIRED**

UPHOLSTERED FURNITURE

Cleaned In or Out of Your Apartment

LONDON TERRACE CLEANERS

415 Building

House Phone or WAtkins 9-7676

Season's Greetings

CHARLES DE GRAW
London Terrace Upholstery
Shop

455 Building Lower Corridor

**EXCLUSIVE
MILLINERY
Hats Altered**

BETTY WILBUR

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

*Wishing the London Terrace family a jolly
old-fashioned Christmas and a New Year
of Happiness.*

KNICKERBOCKER LAUNDRY COMPANY, INC.

London Terrace Branch

CHARLES GOEHRINGER, Manager

435 Building

Lower Corridor

CH 3-1085 Est. over 60 Years

Geo. Nockin's Sons JEWELERS AND OPTICIANS

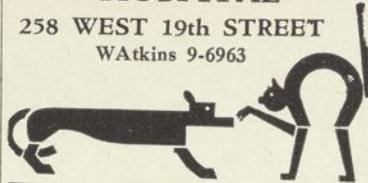
Diamonds, Watches, Clocks
Silverware and Fine Jewelry
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of Registered Optician

252 EIGHTH AVENUE
One door from S. E. Cor. 23rd
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258 WEST 19th STREET
WAtkins 9-6963



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Plucking—Boarding
Outdoor Runs

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APARTMENT 1A
WAt. 9-7163

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- This exclusive feature of Miss Constantine's Recreation Club will be in your mail box soon. Miss Constantine hopes you'll enjoy it.

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with

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Strictly Formal — \$6 Per Cover

Which includes a Champagne Cocktail, Full Course Filet Mignon Dinner, Noisemakers, Hats, Balloons, Souvenirs, Entertainment and a gala Floor Show. Dancing all night.

Cocktail bar open all night serving the finest liquors and wines moderately priced.

PHONE—BLANCO for Reservation

CHelsea 3-5285

CHelsea 3-9771

Merry Christmas

and

Happy New Year

to all

GLADYSE GRAVES STARK

Penthouse Bridge

Club

LONDON TERRACE BEAUTY SALON

*Wishes to extend the Season's Greetings to all our Patrons
Wishing them a Merry Christmas and a Prosperous New Year.*

* * *

We also desire to announce our new RAY MACHINELESS
PERMANENT WAVE
NO MACHINE—97% Cooler

Nestle Permanent Wave Ends \$3.50

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Open 9:00 A.M. to 8:30 P.M.

Each Item 50c

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SEPARATE FIREPROOF COMPARTMENTS FOR STORAGE OF
FURNITURE—RUGS—GARMENTS—TRUNKS

Recommended by London Terrace Management

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DECEMBER

Book Nook

Samson was something of a pillar-wrecker in his day, but he had nothing on this month's Book Store patrons. They are staggering around supporting "Seven Pillars of Wisdom" to such an extent that this T. E. Lawrence epic bids fair to outstrip Walter Duranty's "I Write As I Please" in non-fiction popularity. Mr. Duranty very evidently pleases with what he writes as well as writes as he pleases, because his fascinating study of Soviet Russia is pretty well out in front on the best seller list.

It is an axiom around newspaper offices that if the "New York Times" doesn't know about it, it doesn't exist. Duranty, who has been the "Times'" Moscow correspondent since the revolution, doesn't do anything here to mar his paper's reputation. Seemingly he knows everything about Soviet Russia. He tells what he knows with relish in a colorful, masculine style which sets a new high for effective realism. It is all here: the obscure as well as the great of Russia, economics, human interest that actually lives, behind-the-scenes stuff never before published.

The new fiction list is headed by "Silas Crockett," another of Mary Ellen Chase's delightful New England pastorals. "Edna His Wife," by Margaret Ayre Barnes, is getting quite a play, while "It Can't Happen Here" and "Butterfield-8" are big-selling holdovers.

Elizabeth Flynn's
RESTAURANT

will be closed

on

XMAS DAY

Chess Club

In spite of the notoriety accorded them in these columns last month, the chess players have gone right ahead with their nefarious schemes. The chess craze has been spreading. If one felt like it, one might even say, "—and all through the house not a creature was stirring—". They were all playing chess.

Anyhow, things have gone so far that a Wednesday night chess club has been formed. Anyone wishing to tangle wits, brush up on the game, or start in from scratch to learn it after all these years, is more than welcome. Christmas and New Year weeks, the meetings will take place on Monday nights.

Lingerie Shop

A sweeping investigation—no investigation is allowed to be called an investigation unless it is sweeping—on the part of LONDON TERRACE NEWS has revealed the fact that there is dirty work going on in the silk trade. According to well-informed sources—all sources are always well-informed—Oriental silk producers have been reading about A.A.A. and are doing some plowing under of silkworms. As a result, those silk businesses you know she wears are on the verge of becoming very

To the Residents of
London Terrace
PORTRAITS
by
ELINOR LEVIS
THREE FOR
FIFTEEN DOLLARS
•
435 Penthouse
CHelsea 3-7227

expensive indeed in some shops.

Right here is where London Terrace residents may count themselves, as usual, lucky, because the manager of the Lingerie Shop has again proved himself an extremely shrewd fellow. He saw this silk denouement coming many weeks ago. He went out and bought boxes and boxes of silk things—at the old price. As a result, his patrons may rest easy in the knowledge that the quality of the shop's merchandise remains unimpaired and the prices kept down.

**SEASON'S
GREETINGS!**

BARBER SHOP

465 Building

HAIRCUT 50c

SHAVE 25c

Open 8:00 A.M. to 8:00 P.M.

CHRISTMAS PARTY

(Continued from page 8)

and presents of the proper sort will be purchased so that every child will be well taken care of. No money is to be given the children this year; instead Committee members will visit various homes in the neighborhood, and with whatever surplus there is, furnish food and clothing for as many as possible.

Packages should be addressed to Miss Ethel Nugent, Playroom Supervisor, 470 Building. Merely hand your packages to the 470 doorman, or to your own doorman, and they will be delivered promptly.

Gifts of money should be left at the Cashier's Office in the 435 Building.

Volunteer workers to assist in the wrapping and sorting of presents will be needed. Anyone able to help with this work is asked to get in touch with Miss Bieber, Manager's Office, to make arrangements.

GREETINGS

Make your Xmas or New Year's Card this year that most personal of greeting messages:

THE POSTAL TELEGRAM

Inexpensive. On a specially decorated blank. By a neatly uniformed messenger. On the date specified by you.

Greeting Cables to many foreign countries as low as \$1.00

Special rates to other countries.

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To Manhattan or the Bronx, twenty cents.

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Your own wording, up to 15 words, at only slightly higher rate, thirty-five cents.

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10 Treatments \$20.00

1. Exercise in Electrical and Mechanical Equipment.
2. Electric Heat Bath—improving blood circulation.
3. Relaxation for ½ hour wrapped in blankets.
4. Facial cleansing and relaxing.
5. Shower.
6. Swimming in pool.
7. Shower.
8. ½ hour scientific body massage.
9. Special foot treatment.
10. Alcohol rub.

Special attention given to sufferers of "Colds," "Neuritis," "Lumbago," "Rheumatics." Special diet under supervision of physician and dietician.

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ROBERT E. FRICK, M.D.

445 West 23rd St., Apt. 1B
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PAUL ROBERT JACOBS, DDS.

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CHelsea 3-5858

BARNETT M. WARREN, DDS.

425 West 23rd St., Apt. 1E
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By Appointment

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EVANGELINE ICE CREAM



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What the Doctor orders is exactly what you *get*—when your prescription goes to our "Hospital White" department. It's compounded by men who know their business—competent Graduate Registered Pharmacists—and it's checked and double-checked until we *know* it's right.

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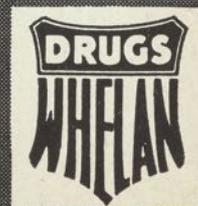
No. 2—Vanilla, Raspberry Ice and Coffee.

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QUICK FREE DELIVERY

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