

DEC 24 '36

London Terrace News



STACK 3

DECEMBER

1936

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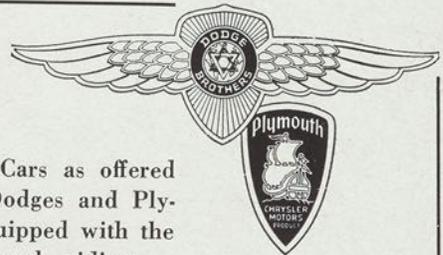
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See the New 1937 model Dodge and Plymouth Motor Cars as offered by an Authorized Dodge-Plymouth Dealer. The 1937 Dodges and Plymouths are new in design, more beautiful than ever, equipped with the latest improvements for your safety and comfort. Smooth riding — built with the famous Dodge-Plymouth Dependability.

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Christmas Day Dinner

Served from 12 Noon to 10 P. M. — \$1.25

(including a glass of Sherry or Port Wine)

Celery	Nuts and Raisins.	Olives
Fresh Fruit Cocktail — Sherbet	Fresh Lobster Cocktail	
		Bluepoints on Half Shell
Cream of Tomato Soup, Whipped Cream	or	Consomme Celestine
Roast Maplecrest Turkey — Dressing — Giblet Gravy — Cranberry		
Sirloin Steak — Fresh Mushroom Sauce		
Breast of Chicken — Virginia — Sauce Supreme		
New Brussel Sprouts	or	New Green Peas
	New Lima Beans	
Mashed Potatoes	or	Candied Southern Yams
	Supreme Fruit Salad — Golden Dressing	
	Hot Mince Meat Pie — Hard Brandy Sauce	
	Old Fashioned Fruit Cake with Egg Nog Ice Cream	
	Nesselro Parfait	
	English Plum Pudding — Sherry Wine Foamy Sauce	
	Choice of Cheese with Toasted Crackers	

YOU ARE INVITED

TO INSPECT THE LATEST MECHANICAL EQUIPMENT IN DRY
CLEANING in our new store 410 West 24th Street.

CUSTOM DRY CLEANING
the finest possible

SAME DAY SERVICE
or if need be, in a few hours.

NO SHRINKAGE

NO ODOR

NO FADING

NO DISAPPOINTMENTS since we clean right in London Terrace.

SILKS STRICTLY HAND FINISHED

So Convenient — Simply Call "VALET" on the House Phone

LONDON TERRACE CLEANERS

TAILORS — FURRIERS

410 Building (Store)

415 Building (Lower Corridor)

This is the fifth Christmas season that Wm. A. White & Sons has been concerned with the management of London Terrace; and as we look back over these years, each one seems a little brighter than the year before. Each year we see a pleasanter and I believe happier London Terrace Community.

There is probably no one who has done more to surround the Christmas season with an air of genial good cheer than Clement Clarke Moore whose immortal poem, "A Visit from St. Nicholas"—generally referred to as "The Night Before Christmas"—has a mystic charm and a warmth of feeling unequalled by any other Christmas poem. And what more fitting tribute could be paid to his memory than to celebrate Christmas, so close to the site of his old home, as you celebrate it at London Terrace, by unselfish gifts to the children of your less fortunate neighbors. It is pleasant to believe that this spirit of friendliness continues through the year, and I feel sure that it does.

We cannot greet all the four thousand people in London Terrace personally, much as we would like to do so, but it gives us great pleasure, by this means, to wish you all kinds of a Merry Christmas, good fortune and good cheer throughout the coming year.

Cordially yours,

WM. A. WHITE & SONS,

Wm. J. Demorest,

1st Vice-President.

London Terrace

DECEMBER 1936

VOLUME IV

NUMBER 12

Broadcast Postcards

The Christmas Eve broadcast is shaping up into an event of such importance that Terrace residents 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 where they will be stamped and put in the mail. The broadcast this year is over the NBC national Red network—WEAF in New York—and affiliated stations. Out of town listeners should be informed that it is the Red network of NBC as distinguished from the Blue network. The call letters, WEAF, of course, are not used

Flash!

Just as we went to press word was received of a notable addition to the roster of Christmas Party entertainers for the WEAF broadcast from the Garden on the day before Christmas. The entertainer: Vincent Lopez.

The famous maestro has agreed to be present in person. He will play "Jingle, Jingle," a Christmas musical composition with words and music by Alta Vera Arnold, Terrace resident. This composition, not yet published, was featured recently on the air by Mr. Lopez and his orchestra.

extensively throughout the country.

The time of the broadcast is 4:30 to 4:45 P.M. EST on the day before Christmas.

Window Candles

Somebody with an eye for symmetry and an instinct for showmanship has suggested that the candles which customarily gleam from Garden windows during the Christmas Party would benefit by a certain amount of uniformity. Accordingly the Management has made available electric candelabra for this purpose.

The folder inserted in this issue of the NEWS explains the matter in detail.

Of course if you are the old fashioned type and like the wax candle idea, by all means carry on as in former years. But the Management urges everyone to see that some sort of candles, wax, electric or otherwise, be placed in Garden windows. This applies especially to tenants with windows on the lower floors. As has been the custom for many years, all electric lights are to be put out, the hour this year being 4:30 P. M., and candles placed in the windows and lighted.

First Nighter

The amusing and informative talks on the theatre and play-going which Miss Maude Scheerer has been giving in the Penthouse Club every Tuesday afternoon have been discontinued

Flash!

Freddie Bartholomew is to be heard on our Christmas Party broadcast!

No sooner had we torn up the front page with the bulletin about Lopez when the Bartholomew item flashed over our private wire from Hollywood. He is to recite Clement Clarke Moore's "A Visit from Saint Nicholas."

Plans are that it will be done on a special NBC hookup from California. If by any chance young Freddie should come to New York for the holidays he will make a personal appearance for the Party.



OF COURSE!

We can take your order for personal Christmas Cards (your name imprinted), as late as December 23rd. But, we suggest you place your order now for a good selection and prompt delivery.

● GIFTS

by Chase
by Smith—Craft
by Bauer

● STATIONERY

by Eaton
by Marcus Ward
by Personal
by Rytex

● CARDS

by Rust Craft
by Gibson
by Nu-Art

● WRAPPINGS

by Dennison
by Gibson

● MAGAZINE SUBSCRIPTIONS

A Christmas Gift Card with Each Subscription.

LIFE, the new weekly, still available at the Charter Rate, \$3.50 per year.

LONDON TERRACE BOOK SHOP

219 Ninth Ave., New York
Call us on your House Phone

until after the holidays. Miss Scheerer feels that everyone—herself included—is a bit too busy at present to set aside a certain time each week for these discussions.

It has been decided that in order to make the sessions worth while for Miss Scheerer and her audience there must be at least twenty-five persons enrolled in the group to enable it to continue after January 1st. The discussions cover all current plays, giving the subject matter of each and a dramatization of a scene from one play at every session. They are held on Tuesdays at three o'clock in the afternoon. There is a charge of \$.75 for each talk or \$2.50 for a series of five.

If interested residents will fill out the spaces indicated below and turn in the clipping to Miss Bieber in the Management Office, arrangements will be made for a second series of talks after the New Year.

Name

Apartment No.

I Prefer Tuesday

I Prefer

Puppet Show

The children of Terrace residents and employees are going to have a time for themselves after the Christmas Party in the Garden on the day before Christmas. Miss Elizabeth Flynn and the Terrace management are to be hosts in one corner of her Restaurant with a puppet show.

The show is being presented by one Nicola. Its title is Mickey Mouse's Birthday Party.

The Cover

In case you don't know it, the cover illustration for this month's NEWS shows the plaque in the center of the Garden—the plaque is a reproduction of the original manuscript of "A Visit from Saint Nicholas," about which you are hearing so much.

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

✕

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

✕

Reformed

Reformed Church in America
350 West 26th Street

Marbe Collegiate
Church
5th Avenue and 29th Street
West

✕

Roman Catholic

St. Columba
341 West 25th Street

BIG DAY APPROACHES

Christmas Eve celebration looming as event of noteworthy importance

THE curtain rises on the London Terrace Christmas Party on Thursday afternoon, December 24th, at 4:15 o'clock. Scene: The Garden. Characters: Residents, their friends and children, neighborhood children, William A. White and Sons, Managing Agents for London Terrace, the "Bobby" chorus, the children's chorus, St. Peter's Choir, spirit of Clement Clarke Moore as exemplified by reading of his famous Christmas poem, singers,

including Thelma Votipka, Sigurd Nilssen, J. R. Bolton, Sidney J. Smith and Georgia Standing, announcers, reindeer—Santa Claus. Producers: Chelsea's Neediest Families Committee cooperating with Terrace residents and Management. Gifts for the children through the courtesy of residents. The audience will be composed of everybody in the United States who cares to listen in on their radios because this year the Party is to be broadcast over the

national Red network of the National Broadcasting Co.

Festivities will get under way at 4:15, fifteen minutes before the start of the broadcast, with community singing. In order to make this a real event in which all tenants may join, there are to be grandstand seats installed so that residents whose apartments do not overlook the scene of activities may be right on the spot for the singing, as well as for the rest of the program. The singing is to be led by the aforementioned Mr. Bolton, with assistance of Miss Votipka, of the Metropolitan Opera, Mr. Nilssen, of radio, opera and concert fame, Miss Standing, well-known concert artist, and Mr. Smith, radio and church singer.

At 4:30 the more formal portions of the programs will start as the Party goes on the air from coast to coast. The music this year, with plenty of high-ranking assistance, is to be of a superlative order. The Terrace "Bobby" chorus has been trained under the direction of no less a personage than Leopold Damrosch, grandson of Frank Damrosch and grand nephew of Walter Damrosch. The bobbies will raise their voices in a rendition of "God Rest Ye, Merry Gentlemen." St. Peter's choir will open the broadcast with "Adeste Fidelis" and later will sing "Silent Night" in conjunction with soloists Votipka, Nilssen and Standing. The Choir will also close the Party with "Hark the Herald Angels Sing."

Reading of Clement Clarke Moore's beloved "'Twas the Night Before Christmas," will as in other years constitute one of the highlights of the program. Before a large illuminated plaque containing the words of the poem, written on the site of London Terrace, the famous rhyme will be broadcast to the United States by a star of the stage. At the time of going to press the identity of the star had not been fully established, but it will be someone, you may rest well assured, who is

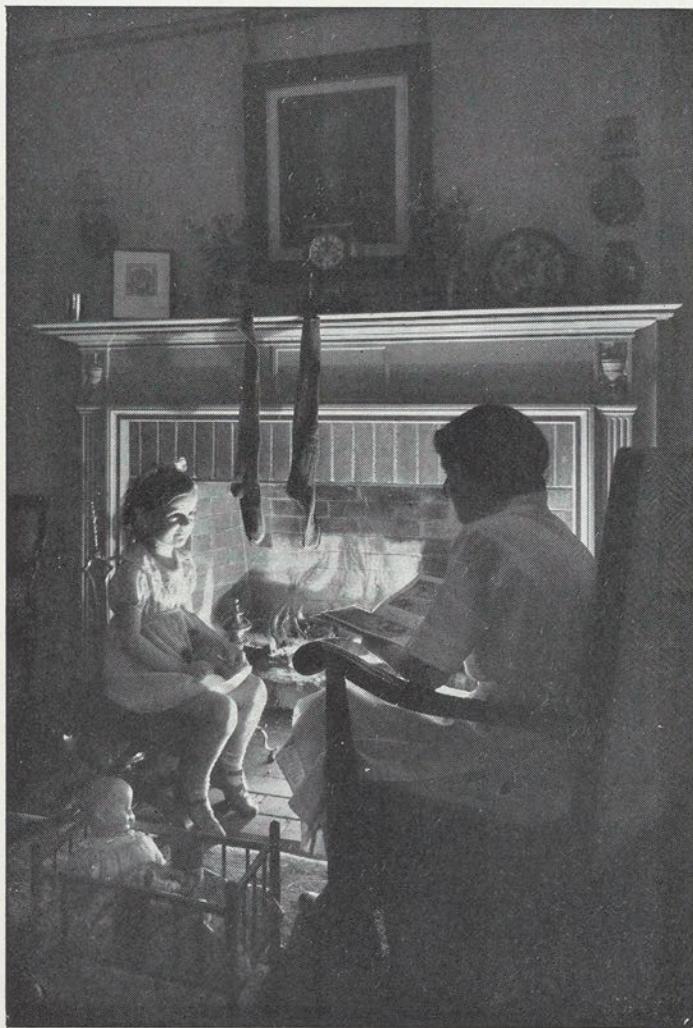


Photo courtesy F. S. Lincoln, photographer

outstanding in the theatrical profession.

The last portion of the Party, after the broadcast is over at 4:45, will be given over to the children. Resident boys and girls, under the tutelage of Miss Constantine, Miss Truman and Mrs. John Crockett are to make their entrance, singing carols and accompanied by eight small reindeer pulling a sleigh containing a miniature but important Santa Claus.

The real Santa Claus will then make his perilous descent from

installed, to insure perfect hearing. Lights in the Garden apartments, will as usual, be extinguished and candles lit and placed in the windows to add an effectively picturesque touch.

The purpose of the Party; to promote a charitable, neighborly spirit and to honor the memory of Clement Clarke Moore has been greatly enhanced by the work of the Chelsea Neediest Families Committee, which has been in charge. This committee was formed last year

MEMBERS

CHELSEA'S NEEDIEST FAMILIES COMMITTEE

Mr. J. R. Bolton, *Chairman*

Mr. Samuel P. Blagden	Miss Cecelia Loftus
Mr. Frank Buck	Mrs. Raymond Newman
Mr. Benton H. Clark	Miss Ruth Nichols
Mr. Drake de Kay	Mr. Sigurd Nilssen
Mrs. Charles de Kay	Mr. Irving Nurick
Dr. John L. Elliott	Miss Josephine Paddock
Mr. Raymond F. Erhard	Mr. Arthur Pollock
Mrs. E. E. Free	Mr. Stephen Rathbun
Mr. "Hap" Hadley	Mr. Hayden Rorke
Mr. Averell Harris	Mrs. Abbott Riehle
Miss Helen Havener	Mrs. Roland Stratford
Mr. Paul Haakon	Mr. Roland Stratford
Mr. William L. Kavanaugh	Miss Thelma Votipka
Miss Martha Leavitt	Mr. George B. Wellbaum

the top of the 470 Building to the Garden to distribute gifts to the neighborhood children who are our guests for the day. After "Hark the Herald Angels Sing" has made a fitting finale to the Party, the neighborhood children will adjourn to Santa Claus's Post Office in the 465 Building where they will receive gifts of clothing, books and toys which Terrace residents have contributed.

The installation of the grandstand seats in the Garden—an innovation—should do much to contribute to the success of the Party. It enables residents whose apartments do not look out on the Garden to gather round the center of proceedings. A public address system is being

because the aid given at Christmas time to neighborhood children and their families was considered insufficient. Through the efforts of members of the Committee with the cooperation of Terrace residents during the last twelve months, twenty-five needy families have been clothed, three children sent to a summer camp for two weeks and jobs found for several heads of families. The work is to continue through 1937 with the hope that it can be enlarged even more.

The stage of the London Terrace community is set for its one big cooperative effort of the year. Let the spirit of Christmas prevail, "with malice toward none and love and charity toward all!"

LEST WE FORGET

THERE is still time to help out with plans for the Christmas Party—particularly in the matter of providing gifts for the neighborhood children who, without our help, would be destined for a dismal Christmas. Also there is plenty of work to be done in wrapping and classifying the presents. The following suggestions, therefore, are reprinted from last month's NEWS with the hope that they will at once stimulate and clarify proceedings:

Packages should be addressed to Miss Ethel Nugent, Playroof Supervisor, 470 Building. All you have to do is hand your packages to the doorman of the 470 Building, if it is convenient, or to your own doorman and they will be delivered promptly.

Select presents for children not younger than six and not older than twelve. The invited children are to be kept within these ages.

Try to select gifts which will be suitable for either boys or girls—books and games being most desirable. It will be of great aid to the distribution if the gifts are suitable for either sex.

Money will be accepted with pleasure! It will not, of course, be distributed to the children in the form of cash, but will be used to make up any possible shortage of gifts. Surplus—if any—will go toward providing food and clothes for needy families in the neighborhood. Send presents as early as possible so that they may be properly wrapped and so that the number of children to be provided for may be estimated accurately. Money, in particular, should be sent well in advance of the Party. Make checks payable to Ethel Nugent or Chelsea's Neediest Families Committee.

Volunteers are needed to assist in wrapping and sorting the presents. Anyone wishing to help the cause in this manner may call Miss Bieber.

TRAVELOGUE WITH MUSIC

A singing gentleman who knows the Atlantic, the Pacific and points adjacent has settled down, perhaps



FROM a backwoods Oregon lumber camp to a command performance before the late King George of England is the story of Sigurd Nilssen, who sings for a living in a bass-baritone voice. It isn't the whole story, of course, because Mr. Nilssen didn't lapse into retirement just because he had sung before a crowned head. That little incident was only one item in a career which is still going strong. Radio has claimed him now, with side excursions into concert appearances and grand opera. Mr. Nilssen thinks it is much more pleasant to live comfortably in London Terrace, fulfilling his professional engagements, than to go batting about Europe amusing royalty. That sort of work is all right, but there isn't enough of it, particularly in view of the modern trend toward whittling down the ranks of Kings and Queens.

This warbler of robust notes is a tall gentleman whose Norwegian ancestry crops out in bright blue eyes and a face built of planes. He is up and about surprisingly early for a member of the theatrical profession—or at least he was on the day he was interviewed. The early rising seemed to be a natural course of his routine because the phone started ringing at ten o'clock and continued at approximately fifteen

minute intervals. It probably rings when he isn't there, too, but that brings up the old disturbing question of whether a sound makes a sound when nobody is around to hear it, so it seemed too complicated a matter to discuss at any great length.

Mr. Nilssen got to be a professional singer in the face of some difficulty. The lumberjacks among whom he was raised sang, but they did it as a recreation, not as a business. One gathers that the cultural accomplishments of his childhood community were a bit on the minus side. There wasn't a theatre for miles around. Fortunately for him, they logged off the land around his home village early in his life and the community split up. His family moved to a larger town which boasted a music hall. Amateur theatricals rolled up the curtain on a fascinating existence for young Nilssen.

By the time he was ready for a course in higher learning, the bud of musical ambition was beginning to flower and he packed off to the neighboring state of Washington to attend Whitman College's Conservatory of Music in a town with the theatrical name of Walla Walla. Evidently figuring that a town with a name like that was a good one to be a long way from, Nilssen's next hop, skip and jump took him to Europe, three years of intensive tutoring in the higher brackets of musical instruction and a debut in Monte Carlo. With the necessary debut record in his knapsack, he spent the next several years gadgeting about Europe making a name for himself with opera and concert engagements.

It was during this junket that he received the summons to appear before King George. He practiced up on some lesser nobility, including the Duke of Connaught, so when it came time for the royal appearance he was as calm and collected as Peggy Hopkins Joyce at a marriage ceremony. Kings aren't difficult audiences, he says, not nearly so hard to face as the critical sharpshooters who gang up on talent at Carnegie Hall or the Metropolitan Opera. With the approbation of the King warming his ear drums, and with a pair of gold cuff links engraved with the crest of the House of Windsor decorating his shirt sleeves, Nilssen came back to good old democratic America, where he spent the next few seasons singing grand opera in various companies throughout the country.

Another European tour and another Atlantic recrossing brought him home again to find many of his old operatic pals singing into microphones instead of diamond horseshoes. It took him a little while to get used to the idea, but before long he was raising his basso profundo to the glory of a commercial broadcast. He's still doing it. It's a comfortable way to make money, and leaves him time for concerts and an occasional return to his true love—grand opera. At present he is making appearances at the Hippodrome. Of his roles he likes particularly the King in "Lohengrin," Mark in "Tristan und Isolde," Landgraf in "Tannhauser," Gurnemanz in "Parsifal."

His angle on crooners is that if
(Continued on page 16)

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.

Postal Telegraph has inaugurated a new low rate for Yuletide Greeting Telegrams anywhere within the United States for many attractive "prepared texts" of twenty-five cents.

To Manhattan or the Bronx, twenty cents.

To Brooklyn, Queens and Richmond, twenty-five cents.

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

Your own wording within N.Y.C. twenty cents.

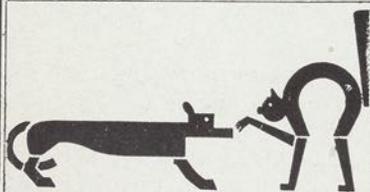
POSTAL TELEGRAPH'S HOLIDAY SERVICES

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Greeting Cablegrams
Greeting Radiograms
Gift Orders Theatre Tickets

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House Phone
7 I-410



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Veterinarian

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WAtkins 9-6963

X-Ray	Plucking
Surgery	Clipping
Outdoor Runs	Bathing
Sanitary Kennels	Boarding

London Terrace Residence
415 Building Apartment 12 F

SHOP SHOTS

I'M afraid that I built up the Christmas business a bit too strongly last month—mentioning it now seems like a bit of an anticlimax. However, I repeat that our shops, right *under* your door step, are waiting to help you solve the last minute gift problem.

The Auto "Shop"

begins with "A" so let's talk about it first. A car will be wrapped, sealed and delivered (in cellophane if you request it) any time Christmas Day or before.

The Bank

"B" comes next so let's visit Mr. Brenner and Mr. Curry, those two very nice men behind the two handsome desks up front. Everybody knows that a bank book is a pretty nice thing to have around at any time and especially *after* Christmas, huh, Dad?

The Beauty Shop and Barber Shop

Do I know my alphabet! And everybody knows what the Beauty Shop and Barber Shop are for so I'll only add that they have some expert hair cutters and setters and what nots ready to serve you. Alice, Lillie and Albert are the

"old timers" and several new ones are anxious to show you what they can do to make your Merry Christmas merrier.

Apparel Shop

Got a little mixed on my alphabet but after all, enough is enough of anything, especially the ABCs. Sister, brother, dad, mother and sweetheart will like anything that you might choose at this store.

The Drug Store

Again why try to tell you what you can find in a drug store except to tell you how you can find the drugs! The toys for the tots are much in evidence, along with things that would please most any member of the family.

The Book Store

Mrs. Martin especially recommends the newest and nicest, she thinks, in the way of books for the kiddies. They're called "The Scribner Black and Gold Series for Children", beautifully illustrated by Maxfield Parrish and other equally well known artists. Each volume in the series of twenty five contains one of the best known stories, such as Arabian Nights, Grimm's Fairy Tales, poems by Robert Louis Stevenson and many other favorites among the younger generation and the price is only \$1.50 per volume.

Another book for the young ones should have double interest for Terracers. It is called "Afke's Ten" by Mrs. N. van Hichtum, translated from the Dutch by a resident of London Terrace, Miss Marie Kiersted Pidgeon. "Afke's Ten" has received considerable recognition in the literary world—chosen as the Book of the Month for the Intermediate Group of the Junior Literary Guild.

The Upholstery Shop

Of course you've noticed the new addition to the Upholstery Shop. It is now about twice its former size and ready for twice the busi-

Merry Christmas
and
Happy New Year
to all
GLADYSE GRAVES STARK
Penthouse Bridge
Club

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.

ness they expect to do in 1937. Speaking of additions, Grace MacLean can come under that heading with a capital "A" (must be that Alphabet soup I had for lunch). Her clever and sound advice on decorating problems is something that should not be missed if you require such advice—and who doesn't, except perhaps another Interior Decorator.

The Florist Shop

is most gay with holly wreaths, laurel and Christmas trees. Mr. Jones in the shop arranged the attractive bowls of laurel in the lobbies. Why not let him help you decorate your apartment this year with timely greens?

The Radio Shop

advises you to get your radio tubes tested or if by any chance you're not on the Master Aerial, better get on! There'll be some grand programs on the air around the Holidays and if we do say so and shouldn't, we think the best one will be on Christmas Eve afternoon, WEAf station, from 4:30 to 4:45 P. M. You guessed it—it's our annual Clement Clarke Moore celebration to which I refer.

The Laundry

is not usually thought of in connection with Christmas but you may think of the laundry *after* Christmas and I do want you to know that they're experts on taking out cranberry stains, or other evidence of accidents at the table Christmas day—or any other day.

Valet

Speaking of food landing where

it shouldn't, if any of your guests spill their gravy down their shirt or dress fronts, just reach for the house phone, say Valet, instead of Murad and the embarrassing moment need no longer be embarrassing. Just wrap your guest in a bath towel and the article of clothing will be returned pronto, sans gravy.

The Liquor Shop

I guess you'll not need any guiding to the Liquor store and I guess I don't need to tell you what you'll find when you get there. So that settles that question.

The Food Store

is a very important spot these days. Have you picked out your turkey? And you'll find everything to go with it right in the one spot, which is a big help these cold, disagreeable days.

And that takes us around the block and around the year. I'll be seeing you in 1937!

Your friend,
THE SHOP SHOOTER.

Give!

In the midst of the generally gay holiday hubbub, it might be well to give a thought or two to those who because of illness, are unable to join in with any great degree of heartiness. The annual sale of Christmas seals in this city by the New York Tuberculosis and Health Association gives us an opportunity to help a good cause.

The next time you see someone selling the seals, buy a dollar's worth—more if you feel so inclined. It won't break you and will help give somebody a fighting chance for health and happiness which otherwise they wouldn't receive.

Anti-Moth

The manufacturers of Cedex, with praiseworthy generosity, have contributed a model closet lined with their product to give us an idea of what they have to offer in the way of modern moth prevention. The closet is really something to look at; all tricked out with divided shelves for linens, boxes, shoes and the like, designed by Grace MacLean and fittingly trimmed with shelf edging from our own Book Store.

To get a peek at the Cedex Closet, make known your desires at the Renting Office. You will be furnished forthwith with a free pass to the exhibit.

CH 3-1085 Est. over 60 Years

Geo. Nockin's Sons

JEWELERS AND OPTICIANS

Diamonds, Watches, Clocks

Silverware and Fine Jewelry

REPAIRING A SPECIALTY

Optical Department in charge
of Registered Optician

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252 EIGHTH AVENUE
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An employment service which really observes the requirements of the employer.

Office assistants of every kind, junior to executive, men and women.

G. L. STONE, President

206 Broadway

Cor. of Fulton Street

COrtlandt 7-7848

Season's Greetings

from the

London Terrace
APPAREL SHOP

405 Building

Christmas Mail

This is the time of year when Postmaster Roberts, Gold Star boss of the Mail Room really earns his salary. He isn't complaining, but he would like to have the matter of insured packages brought to the attention of residents. The United States Government, stickler for the proprieties that it is, insists that these insured parcels be signed for by the addressee or an authorized agent.

A. BLOCK

CHIROPODIST - PODIATRIST

NOW LOCATED AT
357 WEST 23rd ST.

NEW YORK CITY

This office is street level

Phone CHelsea 3-4365

By Appointment

For the House at Christmas

Upholstery

Bedspreads and Pillows

Furniture

Slip Covers

Curtains and draperies, interesting in detail,
designed in our own workroom

Whether you desire an occasional piece, furnishings for a single room, or a complete scheme of decoration, we are prepared to meet your requirements,—why go out of doors to shop, instead, call

"The Upholstery Shop"

Lower Corridor 455 Bldg.

House Telephone

CHARLES De GRAW GRACE MacLEAN

All you have to do to enable insured packages to be delivered when you are not at home is to authorize Mr. Roberts to sign for them. He is prepared to furnish the necessary authorization blanks to be filled out, or you can obtain them from any post office. They are called Standing Delivery Orders. Call the Package Room or leave word with your doorman and a blank will be forthcoming almost before you can say ex-Postmaster James Aloysius Farley.

Additional instructions regarding packing and mailing, especially to foreign points, is available upon request. Several copies of the Post Office's printed instructions to mailers of Christmas packages are on display in the Administration office in the 435 building.

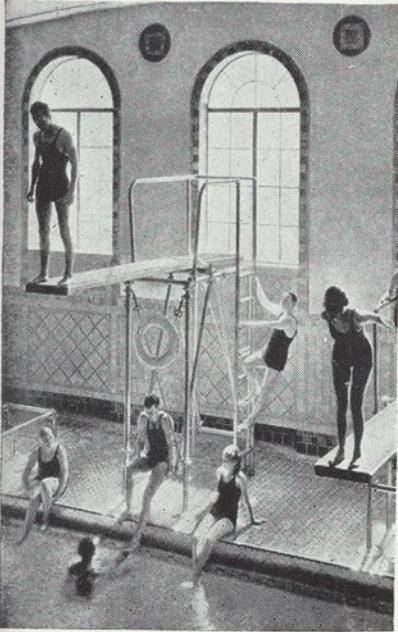
Brain Food

Chess players eat food in much the same way as other people. They are going to prove it on the evening of Wednesday, December 23, by throwing a dinner at Elizabeth Flynn's. Members of the London Terrace Chess Club are invited to attend along with any friends or enemies, girl friends, boy friends, husbands, wives or sweethearts with whom they are not ashamed to be seen in public places. After the hearty meal is consumed the party will move up to the Penthouse Club for the weekly brow-wrinkling session. Diners who do not wish to play chess may look on or amuse themselves the best way they know how.

In order to achieve some sort of orderliness and to keep Miss Flynn's blood pressure around the normal boiling point, reservations for the dinner should be made in advance. Ned Goldschmidt, in the 410 Building is the lad to contact for reservations. Diners will gather in Elizabeth Flynn's Restaurant a little before seven. The price is one dollar (\$1.00) and is payable in advance, in advance, in advance.

SWIM, BABY!

THE Terrace Pool has been taking it on the chin from the chins, legs and arms of the Spence brothers, Walter and Wallie. Walter and Wallie—those names are on the level, we checked them—are a couple of water artists who hold a lot of records and go around to swimming meets trying to break them, and very



often succeed. Anyone who follows the A.A.U. meets and other events knows that the Spence boys have what it takes when it comes to wet competition. This year they are getting limbered up for the winter rivalry down in our Pool. They claim they like it and we don't see any reason why they shouldn't.

The Pool, by the way, entertained a crew of big shots from the Life Saving Service of the City of New York on the afternoon of November 21. The event was the first instruction class for the newest recruits to the Junior Division of the Life Saving Service. Commodore Augustus G. Miller, president of the Life Saving Service was on hand, supplemented by Commodore Rene H. Karsten, commander of the

Queens Division and Lieutenants Alfred Greger, Julius Weber and Arthur Harrington. Representatives of William A. White and Sons, Managing Agents for London Terrace, extended the honors and listened to speeches in reply.

The Life Saving Service of New York has quite a reputation, it appears; so much so that representatives from far-off Mexico, Guatemala and the Honduras are on their way here to meet with the directors of the Service to get some ideas on establishing and operating efficient patrols. More Latin-American unity is distinctly in the offing.

Fish

When Christmas comes around, let us by no means neglect our finny friends. They enjoy being given away as gifts just the same as any other pets. Otherwise they are apt to feel that there is not much use in living.

This brings us down to the

point that fish—tropical varieties and others—make quite suitable presents for our friends who already have a book, a necktie, a sock or a stocking. If you should decide to purchase some fish or fish accessories—tanks, plants and the like—you can't go wrong with the Aquarium Stock Co. of 66 Broadway. They have been in the fish dispensing business for a quarter of a century and have gotten to know a thing or two about it by this time.

The Aquarium Stock Co. is responsible for the tankful of pisces which helps add the nautical note to the Penthouse Club.

In order to take care of any customers who may wish to forage for food or drinks on Christmas Day, Elizabeth Flynn, who as you know runs a Restaurant on the premises, is going to keep her establishment open on the holiday. A visit to Miss Flynn's may well serve as a pleasant interlude amidst the doings of the day.

Season's Greetings!

•
BE PREPARED FOR
CHRISTMAS and NEW YEAR PARTIES

Visit the
LONDON TERRACE BEAUTY SALON
and
BARBER SHOP

•
465 Building

House Phone or CHelsea 2-9653

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

LADY AT LEISURE

NOT much leisure these days —haven't time for anything but the Christmas party for the poor kiddies of the neighborhood. If you haven't sent in some little toy, please do as it will be well worth the effort when you see the happy faces Christmas Eve afternoon in the Garden. I'll not say any more here as there will be a lot about the party elsewhere in the NEWS but I just want to add my say to this worthwhile charity.

With all the holiday company likely to drop in on you, you're sure to want to fix up and rearrange your apartment a bit. As I have mentioned several times, our carpenter shop can help loads. It is so simple for them to hang a picture or mirror properly, or if you want to re-hang your curtains or drapes—why risk your neck? Mrs. MacLean, our Consultant Decorator, has some very clever ideas about fixing up kitchenettes, the ones with fold-

ing doors, like we have in the "end buildings," 405-410-465 and 470, being her specialty. She does not believe in closing the doors, because if the shelves are attractively fixed with edging and colorful cans standing on the drain board, it gives a bright splash of color immediately upon entering the apartment. She has "open house" any day, *almost* any hour. Just call apartment 11 I, 470 bulding and she'll show you her kitchenette or if you prefer, she will call on you and give you her ideas. The same offer goes for other artistic advice which Lady MacLean is so capable of giving. Her list of satisfied customers is growing daily.

Christmas means lots of nice things and one of the most important seems to be food! So how about a recipe or two, passed on through me to you from a food-loving reader of the NEWS. He recommends the following—Johnny Cake first. Says he, "Take butter the size of an egg and cream with $\frac{1}{2}$ cup sugar, add

one whole egg, work in well but beating is fatal; add $\frac{3}{4}$ cup sweet milk, blend; sift one cup flour, one cup yellow corn meal, one teaspoonful baking powder, half teaspoonful of salt. Sift again into the wet ingredients; mix thoroughly. Pour into well greased pan or muffin mould and bake in a hot oven till a straw comes out dry. Excellent for cold morning breakfasts with marmalade or what have you. If a dryer mixture is desired, then the proportions of corn meal and white flour may be varied."

"And here's a specialty from Paris—Homard a la Rabellaise de la Belle Aurore? (it would *have* to be good with a name like that!) Combine sliced stuffed olives with sliced pimientoes, mushrooms, an onion or two, all minced fine. Blend into a cream sauce to which has been added melted sharp cheese to taste (if cheese is strong salt is not needed). Introduce into this sauce enough well-picked lobster meat for four and when warmed

OVERHEARD ON 23rd STREET

Mrs. Moth, "I'm getting tired of fluttering around."

Mr. Moth, "All right, let's find some nice expensive woolens or furs so you can lay your eggs right where the larvae can do the most damage."

Mrs. Moth, "There's a nice looking, big apartment house over there,—let's go,—they ought to have just what we want."

Mr. Moth, "There! Oh no, my dear, that's London Terrace."

Mrs. Moth, "Fine. Lots of fine clothes and good furs to ruin."

Mr. Moth, "Oh no, my dear, haven't you heard? The tenants are putting in CEDEX all over the place now."

Mrs. Moth, "CEDEX! CEDEX! OH! Not that! Anything but that! No moth can stand CEDEX! That's the stuff that drove us out of the Tower Apartments of the Waldorf Astoria. It's even four or five times stronger than cedar wood."

Mr. Moth, "Right you are, my dear, so let's flutter on and find woolens or furs that aren't in a CEDEXED closet."

CEDEX—The modern cedar closet—installed in your closet for \$8.00 up according to size. Four to five times the strength of cedar wood—much less expensive—much better.

Call Cedex Service, LExington 2-8033

101 Park Avenue

A CEDEX closet has been installed in the Renting Office of London Terrace for your inspection.

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

KNICKERBOCKER LAUNDRY COMPANY, INC.

London Terrace Branch

435 Building

Lower Corridor

through add a wineglass (more or less as you like) of good sherry. Simmer but do not allow to thicken too much. Pour into individual ramekins, sprinkle with cracker crumbs (meal is too fine,) and more grated cheese, a little butter, a dash of paprika and place under the broiler till a golden brown. Serve hot (and I mean hot) with a good sautern or chablis. It's delectable—and costs many francs." I repeat these recipes were passed on to me so blame him for your indigestion—not me. (I don't mean to be ungrateful, H. C. just cautious).

And now I'd say it was just about time to be thinking about a few good resolutions for 1937. How about a little thought concerning loud radios, noisy parties, slamming doors—need I go on? You know what I mean. Give a little thought to that tenant below or above or beside you. He's pretty likely to be a regular sort of person, even as you and I.

There's only one closing line

for this month and it's—A very, very, Merry Christmas and a Happy Prosperous New Year to you all!

Holiday Magic

The machine age, as the old philosopher said, may have its drawbacks, but it also has its compensations. Take the matter of holiday greetings, for instance. Postal Telegraph can whisk a "Merry Christmas" or "Happy New Year" to friends and relatives in less time than it formerly took to hitch up old Dobbin for a sprint through the snow drifts.

In fact, Postal is right on deck to help you say the same old things in a number of very ingenious ways. By wire, by cable or by wireless your message will zoom to the receiver, fresh and palpitating with the holiday spirit. And the rates, through some necromancy known only to Postal, are way down at rock bottom.

The manager of the Terrace

Postal branch will be glad to confer with you regarding holiday messages—or any messages for that matter, or any errands you may want performed in the rush of year-end activities. The office may also be reached by the simple expedient of picking up your house phone and saying distinctly into the transmitter, "Postal Telegraph, please."

Nimble

Tenants who have neglected to rub their eyes and exclaim over—as well as patronize—the new one-day Valet Service had better get wise to this newest convenience. The London Terrace Cleaners have installed the latest in cleaning machines in their additional quarters next door to the 410 Building entrance. The machine makes it possible to deliver suits and dresses in perfect condition within the space of a single working day.

A call on the house phone will do the trick.

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

DON'T GET TIRED . . .
Drink Milk

Be ready for winter. Drink plenty of milk. Milk is all-round nourishment. It helps to fight off winter ills and chills. It helps to keep you "in the pink."

Enjoy more milk. And enjoy milk more by insisting on the creamiest and best of all—SHEFFIELD SEALECT. Sheffield Farms takes care in production and pride in the product. You'll enjoy a refreshing glassful of this richer-tasting milk. Ask for it at your club, at restaurants. Have it at home. Telephone for service.

SHEFFIELD FARMS

Sealct GRADE-A MILK

531 W. 28th St., New York City — Telephone CHickering 4-1553

NILSSEN

(Continued from page 9)

they're good, they're all right, and if they're bad, there should be a law. He thinks that the preponderance of crooners on the air does not rightly reflect the true likes of the listening audiences, but shows bad judgement on the part of sponsors and program arrangers. That also goes for the general childishness of the average radio program. Programs are judged by response and the people who like the higher types of programs are not the kind of people who make a habit of writing or calling in to say they like them. Moral:—If you want good radio programs, buy yourself a stack of penny post cards and make yourself heard.

With all the pleasant associations his radio work has brought him, Mr. Nilssen believes there is nothing as fully satisfying as stage appearances. For him this means grand opera. He likes the "feel" of an audience, the drama and surge of powerful music, the satisfaction of getting his teeth into a characterization. One senses that the vitality handed down to him by his Scandinavian ancestors is cramped by the restrictions of microphone singing.

It has become the fashion of late to predict that radio and films spell the ultimate doom of the legitimate theatre—opera included. A conversation with Mr. Nilssen convinces one that this is not likely to happen. Enthusiasm and artistic integrity such as his seem bound to have an effect upon audiences, to leave them with the feeling that nothing can quite take the place of the personal equation in entertainment.

**EXCLUSIVE
 MILLINERY
 Hats Altered**

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

LONDON TERRACE NEWS

YULETIDE SERVICES

THE Chelsea District, of which London Terrace is proud to call itself a part, is steeped in many traditions, none more venerated than that of its several churches which have been serving their congregations and friends for as many as a hundred years. They are all offering special Christmas services.

The Church of the Holy Apostles, at Ninth Avenue and 28th Street is this year celebrating its one-hundredth anniversary. On Christmas Eve there will be carols at 11:30 P. M. followed by Holy Communion at Midnight. Christmas Day there is to be Holy Communion at 8:00 A. M. and Holy Communion, a sermon and Christmas music at 11:00 A. M.

The Manor Reformed Church, 350 West 26th Street is another old neighbor, eighty-two years old this winter. The Manor Church will hold its usual Christmas services.

The annual Clement Clarke Moore service will be held at Saint Peter's Chelsea Church, 346 West 20th Street, on Sunday, December 20th at 4 P. M. The customary mystery play will be given at 7:30 P. M. on Christmas Eve followed by a children's party in the Hall and the Midnight Communion Service at 11:30 P. M. There will be two Holy Communion services on Christmas Day; one at 8:00 A. M., the other at 10:00 A. M.

Special Christmas services at Chelsea Presbyterian Church include Christmas music at the morning service, Sunday, December 20th, and a Christmas play in the evening. There is to be a Candle Light Service on Christ-

mas Eve at 11:30 entitled, "The Christmas Message in Song and Story."

We are sure many Terrace residents will enjoy the hospitality of these neighborhood churches.

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,
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CHelsea 3-6677

B. M. SHALETTE, M.D.

425 West 23rd St., Apt. 1B
CHelsea 3-1224 and 1225

ALFRED C. DUPONT, M.D.

455 West 23rd St., Apt. 1B
CHelsea 3-1894

DENTAL

PAUL ROBERT JACOBS, DDS.

415 West 23rd St., Apt. 1B
CHelsea 3-5858

BARNETT M. WARREN, DDS.

425 West 23rd St., Apt. 1E
CHelsea 3-6434

OSTEOPATHIC PHYSICIAN

DR. J. B. CULBERT

460 West 24th St., Apt. 1E
WAtkins 9-4761
By Appointment

CONSULTING PSYCHOLOGIST

G. MARIE BROTT, M.A.

470 West 24th Street, Apt. 8F
CHelsea 3-6650
By Appointment

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and
ALTERATIONS

MRS. O. LE COUNT

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

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WheLAN's

HUNDREDS OF GIFTS FOR EVERYBODY!

SAVE HOURS OF WEARY SHOPPING BY SAVING HERE AT WHELAN'S

FOR HER Toiletries by Yardley, Hudnut, Elizabeth Arden, Houbigant, Chanel, Guerlain, Mary Scott Rowland, etc.

FOR HIM: Everything for the smoker in our United Cigar Store Department . . . also Men's Toiletry Gift sets, etc.

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A Holiday Dessert Supreme

E V A N G E L I N E H O L I D A Y P U D D I N G

Consists of:

Vanilla Ice Cream
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Black Walnuts
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FULL PINT 20¢

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