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London Terrace News



NOV 6

DECEMBER

1937

ICE NEWS



3 Story Fireproof Building
45,000 sq. ft. of Space
NEVER CLOSED
24 HOUR SERVICE

EXCELSIOR GARAGES, INC.

536-546 WEST 23rd STREET

Between 10th and 11th Avenues

Recommended by London Terrace Management

DIRECT TELEPHONE LINE FROM LONDON TERRACE
SWITCHBOARD TO EXCELSIOR GARAGES, INC.

Call the House Operator and we are at your service

PICKUP and DELIVERY
ANY HOUR OF THE DAY OR NIGHT

— PARTS and SERVICE —

Repairs and parts to all makes of cars, washing, lubrication, accessories, brakes, ignition, batteries, tires, body and fender work, Duco painting—expert color matching, Power Prover service, Auto radio—sales and service.

EXPERT SERVICE MECHANICS — ALL WORK GUARANTEED
TOWING AT ALL HOURS

EXCELSIOR GARAGES, INC.

536-546 WEST 23rd STREET

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— 24 HOUR EFFICIENT — RELIABLE SERVICE —

CELEBRATE THE GAYEST
NEW YEAR'S EVE

OF YOUR LIFE AT
ELIZABETH FLYNN'S
LONDON TERRACE

Beautiful Main Dining Room



SOMETHING DOING EVERY MINUTE

COCKTAILS FROM 25c

SENSATIONAL
MUSIC

\$5.00
per person

HILARIOUS
FUN MAKING

Full Course Turkey Dinner

Imported Noise Makers

• Imported Souvenirs •

Continuous Dancing

We see the Christmas Spirit in London Terrace in its best and most appealing form, I think, for two reasons:

First, because of the practice which has now become a custom of having a particular type of Christmas Party, a feature of which is to invite the neighbors in to enjoy the party with us—a good old fashioned custom which warms the heart and makes for good will.

The second reason is that London Terrace and the district in which it is located has become associated with the name of a man who has given to the Christmas Season a subtle something, which has added greatly to its geniality and cheer. I refer, of course, to Dr. Clement Clarke Moore, whose delightful poem starts with the line that sends a thrill down the spine of every youngster and many an oldster the world over—"T'was the night before Christmas."

We, of Wm. A. White & Sons have particularly enjoyed our association with London Terrace. There is a glamour and charm about this huge residential structure not to be found in any other building we know about. The very size of this village within a city makes it impossible for us to shake each of our tenants by the hand, much as we would like to do so. We, therefore, take this opportunity of wishing you a Very Merry Christmas and a Happy and Prosperous New Year.

Cordially yours,

WM. J. DEMOREST,
1st Vice-President.

London Terrace

DECEMBER 1937

VOLUME V

NUMBER 11

Open House

Talk about Christmas hospitality, Mrs. Dorothy Longnecker has come through with a fine example. This lady resident possesses a very unique collection of Madonna paintings and statues—thousands of them, in fact. During the holidays they will be on exhibition in her apartment for anyone who wishes to come and look them over. She is in Apartment 7F, 445 Building and a call on the house phone will tell her you're coming.

Every day until Christmas she is holding open house for the exhibition from 3 to 5 in the afternoon and from 8 to 10 in the evening.

Bookish

You can't heave an iron paper cutter around the Book Store these days without hitting a volume authored by a Terrace resident. One of the current best sellers under Terrace authorship is "The Doctor Looks At Murder," by Norman Cross (Terrace) and M. Edward Marten, Deputy Chief Medical Examiner of New York City.

This is an exciting collection of incidents and anecdotes of what happens behind the scenes in a medical way when violent death occurs in our fair city. It's chilling, it's revealing and it's true.

The other resident-authored book is "Little Miss Cappo," by Frances Gaither. It's a children's book, written in Mrs. Gaithers natural, sparkling style and it's high on the list for Christmas literary gifts.

There must be something in the atmosphere around here that encourages the writing bug—and a highly successful bug at that.

Nearly New

Among worthwhile neighborhood organizations is the Alice Chapin Adoption Nursery, at 444 West Twenty-second Street. It is engaged, as the name implies, in the finding of good homes for orphan children. Part of the income necessary for the carry-

ing on of this work is obtained through the operation of the Nearly New Shop at 917 Eighth Avenue. This name also is self-explanatory.

In the Nearly New Shop is a line of furniture, books and pictures. If you find you have an overflow of any of these articles after your periodic house cleanings, the Nearly New Shop will give you the double satisfaction of taking them off your hands with the knowledge that you are helping along a good cause.

The Shop will call for any articles you wish to turn over to them. Its number is COLUMBUS 5-4448.

Planter

Believe it or not, spring planting, or maybe it's winter planting is already in progress in the Garden with the expert advice and supervision of Mr. Ronald Douglas Clucas, well-known landscape specialist.

Mr. Clucas loves his art so much and is so intrigued with Terrace gardens that he has volunteered his services to Penthouse dwellers who are getting ready to protect and prepare their plants and shrubs for the cold months. He also will be glad to advise on contemplated improvements for next year.

Mr. Clucas won't charge a nickel for his services, so look him up for a Happy New Year for penthouse gardens.



XMAS MAIL

BUILDING numbers should be on your Christmas mail to assure the speediest sort of delivery. When mail is addressed to the Building it comes through on the regular postal delivery direct to your mail box without having to clear through the Terrace Mail Clerk first, so it is best wherever possible to acquaint your correspondents with your Building address.

And while we are on the subject of mail, we should like to call attention to the following notice which we have received from Uncle Sam's head representative in New York. Here it is:

UNITED STATES POST OFFICE

New York, New York

NOTICE

Your attention is invited to the necessity of notifying the post office of any change of address you may be contemplating, either in your residence or place of business. The necessary forms to be used in notifying the post office of your change of address may be obtained from the superintendent of your building, from the letter carrier, or at any post office station.

Failure to file notice of removal may result in delay or loss of mail.

ALBERT GOLDMAN,
Postmaster.

Another communication, this time from our old friend, Mr. Farley, urges us to **SHOP EARLY** and **MAIL EARLY** for sure delivery before Christmas, which we think is sound advice. He also says that packages may be marked "Do not open until Christmas," that the post office will be closed and no deliveries made on Christmas Day, and that it's a good idea to use air mail and special delivery for speed. So don't say we didn't tell you.

Helper

The Christmas Party changes complexion slightly from year to year, but it is always sure of a lift from Elizabeth Flynn, the genial priestess of good food and drink around our premises. She never fails to turn over space in the downstairs dining room for any activities that need elbow room, such as wrapping gifts, assembling children and other things.



*Barbara Ruddy and Tommy Clarke:
Mr. and Mrs. Santa Claus of 1936*

Then she always is hostess to the neighborhood and tenant children after the Party, dispensing ice cream and cake and sometimes a little entertainment for their amusement. Nice gal, Elizabeth, and what's more, she can sense a good cook as far away as she can throw a biscuit—and put him to work.

Intermission

Monday Nights in the Penthouse, popular discussion shindig, will take a breather over the holidays. The meeting of December 13th is the last one scheduled until January 10th.

With the holidays out of the

way, Roland Stratford, host of the occasions, promises a new series of exciting evenings for the winter and spring months.

Tapestry

The handsome tapestry now ornamenting the Penthouse Club has a history as well as beauty. It has been loaned by Miss Madeline Tuohy, Terrace resident. The history has to do with the fact that it was painted right on the site of the Terrace before it became the largest apartment house in the world.

The artist was Miss Adeline Barnum, who has now become Mrs. George V. McCarthy. Miss Tuohy thought it deserved a little more exhibition than it received in her own apartment, so it's now in the Penthouse Club for all to see and admire.

La Danse

A resident draws our attention to the Dance International, which is current at Rockefeller Center through January 2nd. This branch of expressive art is receiving attention through recitals, ballets, motion pictures, exhibits of paintings, sculpture and books, and lectures.

The books, films and art exhibits hold forth in the International Building of Rockefeller Center practically continuously. There are dance recitals in the Rainbow Room at four o'clock Tuesdays, Thursdays and Saturdays, there are ballets in the Center Theatre the Sunday evenings of December 12th and January 2nd and the lectures are held from time to time on the Mezzanine Floor of the International Building.

The Dance International sprang from the cooperative inspiration of Malvina Hoffman, Louise Branch and Anne Morgan and if you're interested in the dance you can follow your taste to Rockefeller Center and really see something worth while.

HERE COMES THE CHRISTMAS PARTY

WE hope we don't have to tell you that we are again at the threshold of another annual London Terrace Christmas Party. It is an event which by now is familiar not only to Chelsea residents, but to radio listeners all over the country as a result of the nation-wide broadcast last year. The Party will be on the air again this year; station WJZ of the National Broadcasting Company with John B. Gambling, famous radio announcer at the microphone.

On the afternoon of the day before Christmas the spirit of Clement Clarke Moore will again hover over the Garden as his famous and well-beloved poem, "A Visit From Saint Nicholas," which he wrote in his home on the present site of London Terrace, is read over the air. Again, over five hundred neighborhood children, whose Christmas otherwise would be a rather sorry one, will be our guests to be entertained, presented with gifts of food, clothing and toys and watch Santa Claus in person make the descent from the top of the 470 Building to join in the festivities.

Miss Ethel Nugent deserves

special mention for her very important work in lining up the deserving children of the neighborhood. She has personally gone into hundreds of homes so that we can be assured that the children who attend our party actually live in the immediate neighborhood and are qualified to share in this expression of Christmas cheer.

Plans for annual memorial and charitable festivities shape up in happy fashion

A number of added attractions this year will add zest and entertainment to the proceedings. In addition to our old friends the fine St. Peter's Choir, the Bobby chorus and the children's chorus, there will be other treats. The Ecole Maternelle Francaise, under the leadership of Madame Anna Fregosi (the French school located in the 465 Building) will



REMEMBER?

(Above) Cheerful volunteers wrapping gifts for 1936 Party. (Left) Juvenile Santa Claus appears at 1935 Party.



present French carols and "Jingle Bells" in French. Boy Scout Troop No. 318, Chelsea District, Manhattan, a neighborhood organization of about fifty boys will be on hand to help keep things running smoothly and will bring along their fourteen piece brass and drum band to perform with a few numbers. Bernard Brandt, of the Terrace Theatre, has very generously opened the doors of his showhouse up the block to stage a

(Continued on page 17)

FROM now on the Christmas spirit will prevail among this big happy family here at London Terrace! We always feel pretty pleased with ourselves about this time each year when we all begin to get busy planning the annual Clement Clarke Moore Christmas Eve party. If you don't take part in it you will miss a lot and everyone is urged to read more about it elsewhere in the NEWS. There is something for everyone to do and we hope you will feel like "doing."

I was quite impressed with Mrs. Roosevelt's article on the cover of *Reader's Digest* this month where she urges everybody to clean out their closets and trunks and pass on pieces of clothing, furniture and books that are of no use to present owners but will mean so much to the less fortunate person who will fall heir to these things if they

are distributed through proper channels.

Again boosting our stock a bit, we have been working along these lines for years now by means of our "Discarded Clothing" cards which we used in our lobby frames at regular intervals, throughout the year. "Monday Nights in the Penthouse Club," that interesting group which functions under the able leadership of Mr. Roland Stratford, has taken over the job of not only distributing this used

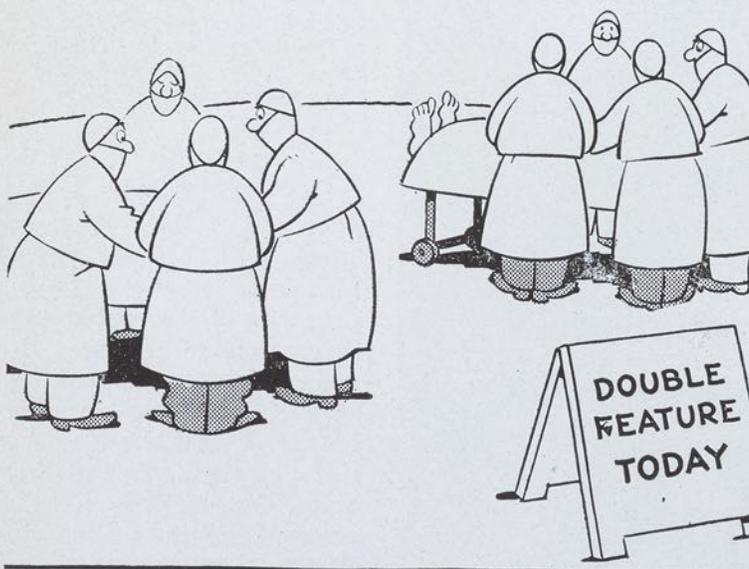
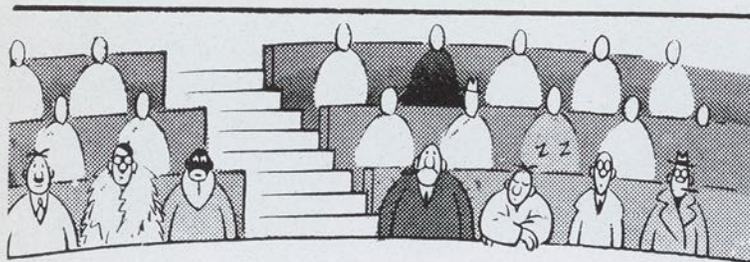
clothing but the amount collected at these weekly meetings is passed on to Mrs. Nugent who in turn uses it to complete an outfit of an almost new suit of clothes and slightly worn shirt by adding a new article or two such as a warm pair of new socks or shoes or heavy rubbers to cover a pair of not-so-new shoes.

But I sometimes think that it is just as important to remember those who do not need your cast-off clothing but who might be able to use a little of that good fellowship that we all have to spare regardless of the number of friends that we think about and see all the year around. The charitable organizations here at the Terrace, the Penthouse Club Bridge, Chess and other social activities, Miss Constantine's group and the Swimming Pool are some of the means of getting together with your next door neighbor. It sounds to me like a fairly sensible thing to want to mix with the people who live under the same roof as you do and to want to say "Good Morning" and "Good Night" to these people and really mean it.

Hardly a day goes by without some tenant telling me about a friendship that has developed with another Terracer because both recognized a kindred spirit at the Bridge Club or somewhere else in this little village of ours. At any of these gatherings you are almost sure to meet a person who once lived in the same town as you did or at least their cousin or their room-mate at college

(Continued on page 15)

Lady at Leisure



Tomorrow bank night.

THE SUSPENSE WAS TERRIFIC

*The story of a predicament
and how it was surmounted*

JACK NIMBLEWITZ paced forth and back across the living room rug of his Terrace apartment, leaving a wake of cigarette ends behind him. His wife, Sally finally spoke meekly from her seat by the window. "There's no sense in getting yourself in a state like that. Let's go up to the Terrace Theatre and relax for awhile. Fanny Wiggleback is there in 'Please Don't Look,' and you know you said you wanted to see that picture."

"You know we can't go," re-

tainty about his invention and Aunt Goofy's arrival and all. Sally was afraid he might start drinking in a minute and if Aunt Goofy smelled anything on his breath when she arrived it would be just too bad.

Then Sally suddenly remembered something. She went to their house phone and held a

do you know the feature goes on in ten minutes?"

"The switchboard operator downstairs has a schedule and if there's any change she is notified over a special direct wire from the Theatre. What's more, when we get there, we notify the usher we are expecting a call, he takes our name, and when Aunt Goofy gets here, our switchboard operator calls the Theatre, the usher notifies us, and before you can cash a hundred thousand dollar check we are home chatting with Aunt Goofy, relaxed in mind and beautified in soul."

"Well strike me blue," said Jack, "that is some slick scheme, or my name is not Nimblewitz. Let us be off to the Terrace Theatre and Fanny Wiggleback by all means. Every day in every way this place gets better and better to live in."

So they went to the Theatre, saw the feature and half the newsreel before the call came that Aunt Goofy had arrived. What is more, she was so impressed with the arrangement that allowed the Nimblewitzes to be in two places at one time that her opinion of Jack's mental capacities rose about two hundred per cent and she gave him twice the amount of money she had expected to.

What is a second more, she looked up another nephew the next day. He was a doctor, and she told him he'd better move to the Terrace so that when he wanted to go to a movie in the evening he wouldn't have to worry about missing any emergency calls from patients.

Which all goes to prove that Aunt Goofy wasn't so dumb herself.



plied Jack, "we have to stay here and wait for my Aunt Goofy to get in from Spivak Falls."

"Too true," sighed Sally. She knew they couldn't afford to offend Aunt Goofy. Aunt Goofy had a little extra money that she was considering investing in Jack's invention to put accordion expanders on subway cars. She was driving down from Spivak Falls that night with her answer, but they didn't know when she would arrive, because Aunt Goofy in her charmingly eccentric way had not told them when she was going to start.

In the meantime Jack was rapidly acquiring a bang-up case of the jitters, what with the uncer-

short conversation with the switchboard operator. Then she went to the closet and got out her hat and coat and Jack's hat and coat. "Come on, honey lamb," she said, "we're going to the Terrace movie and forget all about Aunt Goofy."

"Yeah," snapped Jack, "and lose the money for my invention because we won't be here when she arrives and she'll get angry and leave us flat."

"No," said Sally. "The feature's going on in ten minutes and well get there just in time to see it. Come on."

"Just a minute," said Jack, "we've got to know when Aunt Goofy gets here and besides, how

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 printed 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 Charities.

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

24TH STREET BOY

A veteran resident of our home block is pleasantly interviewed

MR. JOHN E. PRENDERGAST has lived in West Twenty-fourth Street continuously since 1911. For all but a few months of that time he has lived in the same block—between Ninth and Tenth Avenues. From 1911 until 1930 his address was 426. Now it's 470. He has never lived east of Seventh Avenue, having spent his earlier years in Jane Street a little further downtown in what is now Greenwich Village. In other words he's a West Side boy and proud of it.

He thinks it's a pretty nice neighborhood. It's changed, of course, during the last twenty-five years, but that was to be expected. He never quite foresaw anything like London Terrace, but when it arrived it didn't take him long to decide there was no sense in moving away from his block just because he had to give up the two-story brick house in which he, his sister and mother had made their home for so long.

Mr. Prendergast is a lawyer by profession. He had his own practice up until six or seven years ago, then he moved in as secretary to Judge Leary, Supreme Court, State of New York, First Department. He hopes to sit on a judicial bench himself some of these days, as many a West Side boy has done before him.

The West Side, to Mr. Prendergast, isn't Hell's Kitchen or the Hudson Dusters or territorial gang fights. It's a homey neighborhood, where people are friendly and where you used to go walking in the spring evenings, nodding to your friends and neighbors in their little front yards. He doesn't deny that there were gangs and toughness, but if you didn't look for them they didn't look for you, and

what's more he thinks the seamy side was over-publicized because it was dramatic and colorful stuff for sightseers, just as Chinatown and the Bowery were over-publicized and as Greenwich Village is now.

He and his sister knew by sight most of their neighbors in Twenty-fourth Street. Some of their names he knew too. He re-



424-432 West 24th Street
before London Terrace

members particularly Raymond Hitchcock, the actor, who lived in 410 and was hail-fellow-well-met all up and down the block. But they didn't care much what people were or what they did. They were just neighbors who exchanged gossip about their gardens and houses and yards and were all pretty much upset at first when the news came that their homes were to be torn down to make room for a modern apartment development.

He and his sister took it in their stride, though, as soon as they became used to the idea, as did most of the other residents of the block. You can't change the Chelsea spirit, he says, no matter how houses and buildings change. Quite a number of his

(Continued on page 15)

Shop Shots



"SO Much to Buy and So Little to Spend" was the very expressive heading of an interesting column that appeared each week in that clever but short-lived magazine called the *New York Woman*, and it states most everyone's circumstances precisely.

But if you just have the patience to take time out to think before you make your purchases you will no doubt manage to save considerable money because it is not always the cost of the gift that counts but rather the thought behind it as to its desirability to the person receiving it.

Each of our many Terrace shops are quite confident that their wares are the solution to all your shopping problems but far be it from me to say which one I think offers the most in the way of gifts. I will merely mention a few of the things in each shop which caught my eye. In order to show no partiality I will start with the "A's" and that means

The Apparel Shop

and we all know how suitable are handkerchiefs, stockings, socks, ties, scarfs and silk undies. You'll find all of these things and many more in this little store in the 405 building.

The Book Shop

is another place simply bulging with something for everybody from 2 years up. That very attractive chinaware known as "Fiesta" offers a number of articles, all as colorful as the name implies. Chromium, not so new,

but very acceptable, is much in evidence there too in the way of lamps, ash trays, cigarette boxes, etcetra. Almost anyone enjoys a book, especially the younger generation, and stationery lasts indefinitely so it doesn't matter much how many boxes a person receives. And of course if you haven't ordered your Christmas Cards, you'll find an excellent assortment on hand.

The Beauty Shop

is not the place one usually goes to purchase a Christmas gift but I think almost any lady, young or old, would be pretty happy to receive a Permanent Wave for a present or an order for \$5 or \$10 worth of manicures, shampoos or finger waves. A novel and practical way of remembering some of the female members of your family, says I. And you better make your appointment early if you want to get the last minute fixing up before the Yuletide festivities.

The Drug Store

each year seems to offer a greater variety of things other than drugs. Many gifts can be obtained here at the corner of 23rd and 9th Avenue far from the hustle and bustle and pushing encountered in the uptown shops. Toilet articles for men and women are always good old standbys. Most men have overcome that rather ridiculous idea of not wanting to smell of anything but stale cigarette and cigar smoke. Personally I prefer "Of Thee I Sing" (a very masculine toilet water, in case you don't

Church Directory

Baptist

North Church
232 West 11th Street

Episcopal

Church of the Holy Apostles
9th Avenue and 28th Street

CHRISTMAS EVE: Carols and Holy Communion, 11:30 P.M.
CHRISTMAS DAY: Holy Communion, 8:00 A.M., Holy Communion and Sermon, 11:00 A.M.

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

CHRISTMAS EVE: Mystery Play, 7:30 P.M., Children's Party, 8:30 P.M., Communion Service, 11:30 P.M.
CHRISTMAS DAY: Holy Communion, 8:00 and 10:00 A.M.

Lutheran

German Lutheran Church of
St. Paul

312 West 22nd Street

CHRISTMAS EVE: Service, 8:00 P.M.
CHRISTMAS DAY: Service, 10:30 A.M., Play, 8 P.M.

Methodist Episcopal

18th Street Methodist
Episcopal Church
305 West 18th Street

Presbyterian

Chelsea Presbyterian Church
214 West 23rd Street

SUNDAY, Dec. 19th: Special Sermon 11:00 A.M., Christmas Film, 8:00 P.M.
CHRISTMAS EVE: Candle Light Service and Processional, 11:40 P.M.

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

CHRISTMAS EVE: Midnight Mass, 12:00 P.M.
CHRISTMAS DAY: Masses, 7:00, 8:00, 9:00 and 10:00 A.M., High Mass, 11:00 A.M.

For the House at Christmas

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

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 CHelsea 3-8235

ELIZABETH FLYNN'S RESTAURANT

will be closed

Saturday, December 25th

(Christmas Day)

and

Saturday, January 1st

(New Year's Day)

EXCLUSIVE MILLINERY Hats Altered

BETTY WILBUR

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

know) to the lingering odor of Old Golds. However, cigarettes and tobacco in many forms have their places and under the Christmas tree is one of the quite proper places. Many things for the kiddies here in the way of toys and Mickey Mouse watches, for instance.

The Food Shop

has outdone itself in the way of Gift suggestions this year. There are attractive receptacles full of candies, nuts, jellies and what-nots, that can afterwards be used for salad bowls, ice buckets and dishes appropriate for holding many things after you have emptied them of their present contents. Needless to say

the Royal Scarlet plays a most important part in the practical side of providing the necessary food for the big Christmas dinner.

The Liquor Shop

has followed its partners, the Food Shop, in the idea of filling baskets and other useful containers with Wines and Liquors of all kinds. So when you go on a picnic next summer and use the Lunch Basket you will be reminded pleasantly of what it held on the morning of December 25th.

The Flower Shop

Going back to the "F's" I might suggest that Cut Flowers are about the only thing that you can send to some people—or maybe I should say that flowers are the safest choice if you are in doubt as to the proper selection for a person whom you may not know too well. Naturally you will buy your Christmas Tree and Holly Wreaths and other Yuletide decorations in this conveniently located Terrace Shop.

Postal Telegraph

can assist greatly by relaying the right greeting to the right per-



DR. LEON ROTH

announces the removal of

THE CHELSEA DOG & CAT HOSPITAL

to a Modern Building Completely
Equipped to Render Every
Veterinary Service.

After December 10th

303 West 20th Street

WAtkins 9-6963

son at the right time. Again here is a way to remember business acquaintances or others whom you feel you want to greet in not too personal a way.

The Post Office

really should have been at the top of the list as to importance at this time of the year. Isn't it a grand and glorious feeling not to have to stagger blocks and blocks to mail those big bulky packages? Or if the day is rainy or snowy as it is pretty sure to be on the day you have to get that present off to Iowa, just wander under cover down Main Street to 470 and up through the

Auto Show Room

where you might linger a little and get an idea as to a gift that almost anyone would enjoy—why yes, how *did* you guess—a nice shiny new automobile! Doesn't cost anything to look or to drop a hint to friend hubby and the salesman will do the rest.

The Upholstery Shop

doesn't want to be forgotten, especially by Mrs. Housewife who has the bright idea of giving the man of the house that pair of new drapes that she has been wanting for so long. You're sure to want your house to look especially nice for the Holidays and nothing will help more than

a rearrangement of your furniture, new covering on that very comfy big chair by the window or fresh drapes and bed spreads in the bedroom.

The following little poem "lifted" from a little booklet called "By-Paths" seems to fit in here perfectly:

"I love to think of Christmas,
the mistletoe and holly, the
shopping

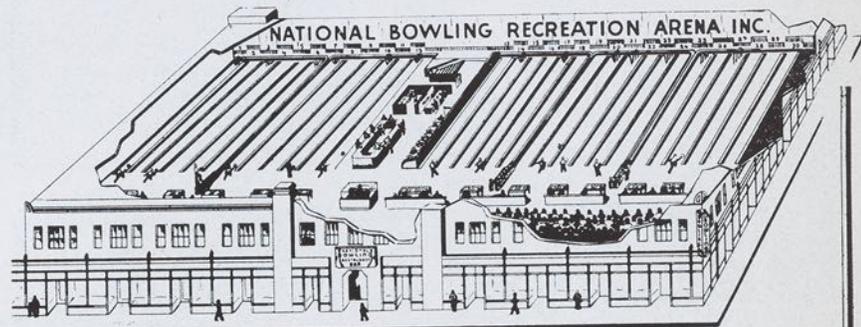
crowds and drifted snow, and
gifts—all seem so jolly.

I love to think of Christmas,
that time of joy and laughter,
but what

makes me weak is to think
of the bills that follow after."

And now I think that it's about
time for me to do my Christmas
shopping—so until 1938,

Yours truly,
YOUR SHOP SHOOTER



NATIONAL BOWLING RECREATION ARENA, Inc.

270 Eighth Avenue, 23rd to 24th Streets

•
30 BRUNSWICK ABC TOURNAMENT ALLEYS
•

Special Classes and Individual Instruction for Terrace Ladies

Mary Mackel, Instructress

OPEN 24 HOURS A DAY

CHelsea 2-7675

Style Consultant — Designer

Jean Petrie Hibbard

415 - 2A

•
Professional Shopping

Wardrobes Restyled

•
Call on House Phone for
Appointment.

ENGLISH RIDING ACADEMY

12 West 66th St.

SUs. 7-7418

RIDING OUTDOORS AND INDOORS

London Terrace Riding Group is being formed. Special Rates.

Season's Greetings

from the

London Terrace
APPAREL SHOP
405 Building

Wanderlust

For short or long sea vacations the freighter or vagabond cruise, because of its comparative cheapness and the illusion of "roughing it" currently has the boys and girls gabbing about Bali and Bermuda and Borneo. Take it from Bernard Sisk, who ought to know because it's his business, there's a lot of color and ro-

mance in these cruises, but also a bit of hokey connected with them as well.

In the first place they're not quite as cheap as some rumors would have you believe, and in the second place most of the cheaper ones are booked as far ahead as a year in advance. He has detailed information on about four hundred of these trips. Of them about twenty are in the very moderate class—that is below seven dollars a day. From there they range on up, according to length and accommodations right into the luxury class.

Sisk, as you probably know, runs a travel agency on the ground floor of the 435 Building. He foresaw the popularity of the "tramp" cruises and built up a file on them that he thinks can't be beat in the city, or anywhere else for that matter. If the urge to travel is keeping you awake nights, it's worth a kill or a cure to step down and talk it over with him.

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Candle Light Service
Old Time Carols—Cheerful Message—
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Season's Greetings

to the Residents of London Terrace

AND OUR SINCERE THANKS

for the good will they have shown us

LONDON TERRACE VALETS

CLEANERS

TAILORS

FURRIERS

410 Building (Store)

415 Building (Lower Corridor)

SAME DAY CLEANING SERVICE

WEST SIDE BOY

(Continued from page 10)

old West Side friends and business acquaintances are living in the Terrace. He gets around to various neighborhood clubs and activities. The river and the streets and churches are still in the same places. He finds that newcomers take on the spirit of informality and ease that he believes makes Chelsea unique among New York districts.

It's interesting, talking to Mr. Prendergast about Chelsea. He's not a sentimentalist. The metallic twang of New York is in his speech and he looks at things with a lawyer's realism. That's why his opinion is valuable. He sees London Terrace, not as an interloper on the Chelsea scene, but as a modern home for modern people carrying on the traditions of a neighborhood which always has been famous for its homes and its people.

LADY AT LEISURE

(Continued from page 8)

came from the place that you still call home. Just the other day a tenant called me and said that she had run into a very old friend of mine, with the result that I have not only discovered this old friend but many others through this one person and I in turn have put her in touch with others from our part of the country that she didn't know were in New York. I call it a fascinating game.

I'm afraid that I am getting off on a pretty serious line of thought and sort of out of my stride. But I have had all this on my mind as being something that I would like to put in practice myself and I hope that you will bear with me in my attempt to express my idea to you about what I think might help to make a Merrier Christmas and a Happier New Year for All.

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and

Happy New Year

to all

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Christmas

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By Appointment

Good Fight

Christmas, as you no doubt know, is almost with us again, and so are Christmas Seals, those little messengers of good will that are sold by the million every year to help in the fight against tuberculosis. Although this disease is no longer the leading death menace it has been in years past, nine to ten thousand new cases are reported annually to the New York City Department of Health. Efforts are now being intensified to diagnose its early stages, so that it doesn't reach more serious developments.

Christmas Seals!



Buy and Use Them

This year five city tuberculosis associations have combined forces to battle the disease and have set as their necessary goal the sum of \$350,000. The seals you buy will go directly into this fund. Please don't let inattention or procrastination interfere with any aid you can give.

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XMAS PARTY

(Continued from page 7)

free movie and puppet show as a treat for our neighborhood guest children. The puppets will be those of the well-known Nicola. The Theatre's regular afternoon showing has been cancelled for this special performance which will begin at 3:30 and be over in time for the Party in the Garden.

Another musical feature will be the singing by the London Terrace and French School children's chorus of "Jingle, Jingle," with words and music by Alta Vera Arnold, Terrace resident, which last year was played by Vincent Lopez on the Christmas Party program and has since been published.

A miniature Mr. and Mrs. Santa Claus will again sit in the red sleigh pulled by eight tiny reindeer and the two tots who will play these parts are Bobbie Lou Prager and Jimmie Clarke. In case Bobbie Lou cannot play her important rôle, Mary James,

her "understudy" will replace her. The tenant children and the French school children will make their entrance from the 405 end of the Garden and take their places beside the tree in the center of the Garden, ready to play host to the 500 neighborhood guests who will arrive after the show at the Terrace Theatre. After this the residents and employee children will go to Elizabeth Flynn's Grill Room to be entertained with Sophia Civoru's Kiddie Revue, gifts, and ice cream and cake, the last two items Miss Flynn's contribution to the good time. This will round up the eventful day for the small members of this little village of ours.

As in former years, the visiting children will receive stockings filled with fruit, candy, dates, figs and nuts, in the center of the Garden. They will then go to Santa Claus' post office in the 465 Building where the gifts that have been donated by the tenants will be given out. Here under less

congested conditions, each child can be "sized up" as to age and sex, thus making a much more accurate distribution possible.

Arrangements are being made so that tenants may enter the Garden from several points, if they wish to witness the ceremonies at close range. Twenty-third Street residents are requested to enter from 425 and 435 "Main Street" entrances and Twenty-fourth Streeters will be directed to the 450 lower corridor entrance.

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Keep up with the times and **FLY HOME** for **CHRISTMAS**

SISK TOURS

London Terrace
435 West 23rd Street

Next to Renting Office
Open until 7 P. M.

The Party will start at 4:45 p.m. on Christmas Eve when we take to the air. The broadcast will be over at 5:00 and the Party will continue in the Garden until 5:15.

So much for the outward aspects of the Terrace Party. What really makes it live for residents and neighbors is the spirit which animates it—the spirit of Christmas embodied in Clement Clarke Moore's poem and in kindly charity toward our less fortunate neighbors. All residents can and do have a part in this. For instance, one of our tenants volunteered to give us the 35-foot Christmas tree which forms the center of the Garden setting. We hereby publicly acknowledge the generosity of Mr. and Mrs. Gene Masson, wholesale florists, who furnished us with the tree. Elsewhere in the NEWS you will find a column of reminders of how you can help to promote this spirit and enter into the proceedings by gifts for the children and by as-

sisting in the work of wrapping and sorting the gifts.

In the forefront of the charitable work is of course Chelsea Charities, the resident-sponsored organization, an outgrowth of Chelsea's Neediest Families Committee—the purpose of which is to provide food, clothing and vacations for the poor children and families of the neighborhood. It has had an immense success in generating a spirit of friendliness in the neighborhood. "Monday Nights in the Penthouse" under the leadership of Roland Stratford, has been of great assistance, both morally and financially in supporting this worthwhile idea.

William A. White and Sons, Managing Agents for London Terrace, deserve credit for their far-sightedness in encouraging this charitable effort. The aid of Dr. John L. Elliott of Hudson Guild was invaluable for his advice and help in starting it and building it up to its present scope.

At 4:45 p.m. on the day be-

fore Christmas electric lights in Garden apartments will be extinguished and candles lighted, an event in which all Garden residents are urged to cooperate. The stage will be set for another London Terrace Christmas Party. Actually the real Party will then be ending, because it is in the preparation and the work and the unselfish cooperation of residents that the Party lives.

"A Merry Christmas to all, and to all a good night."



THE LONDON TERRACE NEWS

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