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London Terrace News

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CHRISTMAS PARTY



December
1940

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A Christmas Message

From Wm. A. White & Sons

TO THE TENANTS IN LONDON TERRACE:

It is difficult to abandon ourselves completely to the joys that customarily attend the Christmas Season, when there is so much sadness in the world, but on the other hand the Christmas Spirit is irresistible. It forces itself upon us in spite of ourselves.

This irresistible nature of the Christmas Spirit is derived from many factors and many different sources. Probably no single individual, however, has contributed so much to the genial charm of the Christmas Season as Clement Clarke Moore, whose immortal poem, beginning with the familiar lines, "'Twas the night before Christmas," has thrilled us all since we were old enough to have it read to us.

Since London Terrace is located on the site of Dr. Moore's former home, it is fitting that we should remember him each Christmas Season and the reading of his poem always has an important part in our Christmas Party. This, together with the generosity of the tenants of London Terrace in presenting gifts to the less fortunate children in the neighborhood, has made this party one in which we may all take a good deal of pride as well as satisfaction and enjoyment.

We hope you will all arrange to be on hand, and in any event may we extend to you our warmest Christmas Greetings and best wishes for the New Year.

Cordially yours,

WM. J. DEMOREST,

Executive Vice-President.

The NEWS of

London Terrace

DECEMBER, 1940

VOLUME VIII

NUMBER 12

Cover

Merry Christmas, everybody! And hope you like as much as we do the very nifty contribution to the season that's decorating our front cover this month. The drawing was done by a resident, Mrs. Winton Corbett, who has given us the benefit of her creative talents once or twice before. Let's hope she won't wait so long between inspirations again.

Ball Club

The bowling boys and girls are having themselves a good slice of fun and exercise over at the National Bowling Arena these Monday evenings. A score or so of residents—many of them beginners—have taken to the game with relish and are pointing up for plenty of friendly competition in the weeks to come. The free instruction offered by Miss Elsie Jester at the Arena has helped a number of the beginners to get started on even terms with the more experienced bowlers.

Terrace night at the Arena is Monday and you're as welcome as an extra dividend in January if you care to come. The regular

meetings on the Mondays before Christmas and New Year's have been dropped from the calendar, but that doesn't prevent you from bowling if you feel the urge.

Christmas Mail

One of the most important adjuncts to the cheer and festivities of the holiday weeks is swift and accurate delivery of mail. The mail routing set-up here at the Terrace is an efficient and speedy

feel the burden of the extra work in store.

One way for residents to help in preventing congestion is to see to it that whenever possible, incoming mail bears the Building address, rather than the generalized "London Terrace" designation. Mail carrying the Building number comes direct to the lobby mail box without stopping for additional routing in our Mail Room, so it's a good idea to let your correspondents know your house number.



Red Cross Report

Mrs. Bruce White, who was in charge of the Terrace sector of the Red Cross Roll Call campaign, tells us that the response here was excellent, with well over \$200.00 turned in by residents. Mrs. White thinks this is an excellent showing, inasmuch as many people join the Roll Call through their churches and places of business.

An anonymous contribution of \$10.00 was sent in and Mrs. White takes the opportunity in these columns to acknowledge the gift and to thank the donor.

DECEMBER, 1940

ALL IN THEIR SPARE TIME

Hobby Excursion

WE sent a hawk-eared reporter up to the Hobby Museum the other evening equipped with a shorthand machine that he has invented as a hobby. The reporter was instructed to take down stray remarks by the visitors to the collection on exhibit by the Hobby Guild of America. His wife went along and all the reporter brought back was a transcription of her conversation. Here it is:

My, my, my, look at all the ni-i-ce hobbies. . . well, well, well. Oh look, John—all the nice fans. . . Why, there's one—that one—like the one that Lucy kept waving at Oscar when they went to Walter's engagement—oh look, a grandmother shawl, just like granny used to wear—even to breakfast—well, well, well, a doll made out of sponge and here-look-look, a doll, out of banana leaves, my, my, and here's one made of beans—and these flea dolls—John, I must bring your field glasses when I come again, tomorrow. . .

John, here, look, stereopticon slide pictures—



Photo Courtesy King Features Syndicate

A couple of attractive Terracites, Mrs. Winton Corbett (left) and Mrs. Roland L. Stratford (right) inspect a corner filled with exhibits in the Hobby Museum in the Penthouse Club.

why, I threw out a whole bunch of them last week—and, my lands, a necklace made out of beer bottle caps—of all things . . . and look John, look, Mrs. Longnecker's giraffes—you know her—she's the lady in the 445 building—and so proud of every new giraffe she gets.

John—come over here—stop looking at those foolish political buttons—election's over, you know

(Continued on page 13)

War Relief Unit

REPORTS from the London Terrace War Relief Unit indicate that the busy ladies have been tending to their knitting in excellent style. Since organization in October the membership has grown to forty participants who gather regularly in the Penthouse Club on Tuesday, Wednesday and Thursday afternoons. At the time of writing, the fruit of their labors amounted to over one hundred articles of clothing, many of which by now have reached soldiers and refugees in England. They include baby layettes, sweaters, scarves, socks and women's and children's dresses.

On December 19th, the Unit will sponsor a tea



Photo by Flora K. Howes

A few of the ladies of the War Relief Unit are pleasantly engaged in turning out articles for overseas. Mrs. Bruce White, chairman of the Unit, was so busy she couldn't get in the picture.

at which a handsome Afghan, made and donated by resident Mrs. Alexander Campbell, will be raffled off. Chances on the raffle are being sold at a dime each, the money raised to be used for purchasing materials to keep the needles and sewing machines going.

Again a plea is made for pieces of material, no matter how small, any quantity of wool for knitting. If anyone has a discarded pair of gloves—or one glove—or old purses, these can be used, as pieces of leather are put together and made into leather jackets.

There is always room for helpers and any Terrace ladies who feel so inclined will be more than welcomed upstairs on the afternoons designated. Material for knitting and machine work will be supplied.

YOU'RE INVITED TO A PARTY

*Stage and radio celebrities to help us
celebrate our annual Garden event*



This picture, taken last year, shows how the Garden will be dressed up for the Christmas Eve Party.

FOR the eleventh consecutive year the London Terrace Christmas Party will take over the Garden in a festival noted for its personification of the true spirit of the season. Charity, neighborliness, friendly cooperation and enjoyment, all unite to honor a great contributor to the spirit of Christmas—Dr. Clement Clarke Moore, who wrote "A Visit From Saint Nicholas" 118 years ago in his home on the present site of London Terrace.

The Party will be held on Christmas Eve, Tuesday, December 24th, starting at 6:00 P.M. We will, as usual, play host to over five hundred neighborhood children from families unable to provide them with material Christmas cheer. We shall also have as guests a number of English refugee children. The children will watch the outdoor entertainment, will be given a special party of their own and will be presented with gifts of clothing, food and toys donated by Terrace residents.

The program lineup includes many of the traditional Party features, as well as a few new ones. As has been done for the past two years, a portion of the proceedings will be broadcast over WOR

and the Mutual Broadcasting Corp. network as a part of the famous 6:00 o'clock program of Uncle Don. The broadcast will be done from the Garden, with Uncle Don, the engineers and assistants right in the midst of things. The friendly cooperation of the Mutual management, Uncle Don and his sponsors has done a great deal to make the event one of real importance, not only in New York, but all over the eastern portions of the United States.

Howard Lindsay, co-author and featured player of the Broadway play, "Life With Father," will read the lines of the Moore poem. Victor Moore, star comedian now appearing in "Louisiana Purchase," will also be here to take part.

A picturesquely familiar touch will be added by local and Terrace talent—the splendid voices of St. Peter's Choir, the Bobbies, with their colorful capes and lighted flares, the small but energetic pupils of Ecole Maternelle Francaise.

St. Peter's Church has more than a neighborly interest in the affair. Dr. Moore was closely associated with the founding of the church and helped design the original building, so it is fitting

(Continued on page 21)

PLAYERS CHALK UP A HIT

Terrace cast presents lively comedy for season's opener

THE London Terrace Players covered themselves with grease paint and applause on the evening of Tuesday, November 26th, when a production of "The Whole Town's Talking" unrolled the curtain on their first performance of the season.

The play, an excellent comedy and Broadway hit by John Emerson and Anita Loos, proved heartily amusing throughout its three acts. It was well staged and acted by director Hudson Faussett and the players in a setting which was given particular commendation by the spectators.

Paul Addams, in the role of Henry Simmons, was called upon to carry much of the dialogue and situation and handled his large share of proceedings in a sturdy fashion. He was ably abetted by Doris L. Hoff, who played the part of his daughter, by Charlotte Lou Zentner as his wife and by Bernard Loveman, Jr., who was seen

as the young man who got into all the trouble. Other principal contributors to the fun of the evening were Lee Grant, Mary Donovan, Isobel Yeager and Herbert Mazo. First rate performances in the smaller parts were turned in by Frances Jean Addams, Milton House, Lola Boswell, Sidney Gable, Mary Kaplan and Gloria Ulane.

The success of the initial bill, which gave three performances to very appreciative audiences, sent the Players back to their rehearsal rooms fired with enthusiasm for subsequent productions. Four or five more plays are promised before they call it a season.

New members are needed and the Players urge everyone who is interested in joining the organization to get in touch with them. Rehearsal notices are posted on all Building lobby announcement boards.



The camera looks on at Terrace Players' dress rehearsal: Above, the whole cast takes a curtain call. At right, we see, reading from left to right, Herbert Mazo, Lee Grant, Paul K. Addams, Isobel Yeager and Bernard Loveman, Jr. as they wind up a tense situation in "The Whole Town's Talking."



IT HAPPENED HERE

*We meet a writer who thinks New York is
a fine place in which to write about Iowa*

IF Elisabeth Ford had had a real eye for publicity values she would have made her book, "No Hour of History" one of those mammoth 1200-page exercises in historic-family novel writing. Then her publishers could have released photos of Mrs. Ford sitting in one side of a balance scale and the book reposing in the other, with the caption, "Novelist's book weighs as much as she does."

As you may gather from this, Mrs. Ford is no heavyweight, tipping the beam at about ninety pounds soaking wet. But they don't pay off writers on heft, and the reception accorded her first novel seems to indicate that she packs plenty of strength in the important department above the eyebrows.

Your interviewing reporter has not read "No Hour of History," although it is on the immediate agenda, but we have had the pleasure of an hour of conversation with the authoress. We visited her in her apartment in the 470 Building on an afternoon when she was expertly engaged in wielding a pair of knitting needles for Bundles for Britain. She is a quick knitter and a quick thinker and we hope that the fascination of watching the swift completion of a grey woollen sock did not obscure the impressions we received from Mrs. Ford's conversation.

Her attitude toward her book is a curious one. The reviewers, she said, were generally "very kind"—something of an understatement if the reviews we have seen are indicative. And "kind" as they were, they also gave her the surprise of her life, because she didn't know until she read the reviews that she had written an "historical novel." What she thought she had written, she said, was a simple story of the lives and times of the members of an average American family who made no hour of history in the annals of their country. Certain reviewers took the attitude that in recording the day-by-day experiences, thoughts and feelings of her characters she had put on paper a truer picture of an era than could be created by chronicling the achievements of famous generals, Presidents and other "historical" personages. The more she thought about it the more she liked the idea of this sort of reasoning and she's glad the reviewers called it to her attention.

In fact, everything connected with the publish-



Elisabeth Ford

ing of her book has been a great experience for Mrs. Ford. She enjoys the publisher's parties and the letters she receives from readers criticizing or complimenting her on the story and the characters. Even the tiresome job of autographing copies turned out to be an experience because she did it in a huge warehouse where the books were waiting to be shipped. She had never been in a place like that before and was fascinated by the tremendous, smooth-running activity.

Mrs. Ford was born and raised in the Iowa of "No Hour of History"—a small corn belt town. After graduating from Cornell College in her home state she came to Columbia University for a master's degree. New York City cast a spell of fascination upon her that she has never outgrown. She thinks it is truly "all things to all people" and that she could not be happy living anywhere else. The thought of leaving New York after she had completed her post-graduate course was a dismal one and she decided she ought to do something about it. By some judicious wire-pulling she managed to get herself a newspaper job on the *Evening Telegram*, owned at that time by the James Gordon Bennett estate.

She says getting the job was mostly luck—that if she hadn't "known somebody" she probably wouldn't have progressed past office boy number

(Continued on page 20)

Shop Shots



IT seems pretty silly to battle bus and subway crowds to get into the bigger mobs that one is sure to find in our very elegant uptown stores. Almost everything can be found in our own London Terrace Shops and in case you haven't visited them recently, here are a few of the items that caught my eye in

The Book Shop

where there are gifts for almost everybody on anybody's list. The hand-forged Aluminum articles—all kinds of trays, bowls, relish and fruit dishes—are just a few of the items that await your inspection. There are leather cigarette cases, monograms on, if you wish, for the lady who smokes. If you have picture frames in mind, look over the new "Plaque" type of framing that eliminates the use of glass by means of a process that it is too complicated to explain—see for yourself. If you are interested in toys, there is a large assortment. If the NEWS gets out when it should, it will not be too late to order your Christmas cards. And, as usual, the Martins have a most attractive line of wrapping necessities.

Whelan's Drug Store

is all ready for Terrace holiday shoppers and I recommend getting in touch with Miss Gibney if you want to see the latest in toilet articles. She is most enthusiastic about the new Friendship Garden line, made by Old Spice manufacturers. I love their "Hob nail" bottles of cologne because the bottles will be useable indefinitely. The Bradshaw wooden containers offer the same inducement—they can be used as Sewing Boxes and salt and pepper

shakers after they have served their purpose in the bathroom. Roger and Gallet have a three-bottle cologne combination that is very nice. Mixed in with all this, you'll find hosiery, radios, electric appliances and many other practical things that may solve your gift problems.

The Liquor Shop

boys are assembling their Gift baskets that *might* interest a few on your list. The Imported Champagne was being handled *with care* and anyone who receives a bottle will probably lock it up in a safe until the war is over. An added inducement for shopping here is the fact that delivery will be made anywhere in New York State free of charge.

The Food Store

will also have baskets of "goodies" that may be the answer to "what shall I get for—". Here is the place to buy *yourself* a "Christmas present" in the way of what it takes to make a successful holiday cocktail or dinner party. Or if you are old fashioned enough to believe in a home-cooked Christmas dinner, you'll find the customary from soup to nuts in this well stocked store. Personally, I recommend

Elizabeth Flynn's Restaurant

for all meals but especially on Christmas Eve and Christmas day. Make your reservation early—as we old timers have learned from experience. Miss Flynn's Southern hospitality (and cooking) knows no bounds but the room does! And don't forget the big New Year's Eve party which we hope will be "exclusively for London Terracers and their friends." Start the new

year right by getting acquainted with your neighbors on December 31st.

The Beauty Shop

suggests Gift cards that can later be used for beautifying purposes long after Christmas is over. If you are interested in presenting yourself with a shampoo, wave or manicure for the Holiday fun, better make your appointment early. And remind the man in the house that the Barber Shop is next door.

Postal Telegraph

has remembered to think up a lot of right things to say to the ones you might have forgotten come Christmas day. It costs only a little more to be original.

The Valet and Laundry

hardly fit into your shopping list but they are mighty important when it comes to getting your clothes and household cleanables ready for holiday entertaining. Some of the gilet gravy is pretty sure to get spilled on that special occasion tablecloth and part of the plum pudding might land where it shouldn't. But a call on the house phone the day after will take care of these minor casualties.

The Florist

will soon have an array of Christmas trees, wreaths, plants and flowers that will help make your apartment appropriately decorative. Certain friends will appreciate a floral gift so check your list with that in mind.

And now I better do a little checking myself!

Yours truly,
THE SHOP SHOOTER.

A POET'S CHRISTMAS GIFT

Editor's Note: "A Poet's Christmas Gift" was contributed to the NEWS by Mrs. Edith Tunnell, Terrace resident and originator of "Mapsetan" and "Maportran"—methods of depicting on decorative, colored maps the geneological history of a family, an individual, or a community. Inspired by the annual Christmas Party held in honor of Dr. Clement Clarke Moore, Mrs. Tunnell has made a Maportran of Dr. Moore. The accompanying description of the Christmas Eve when he composed "A Visit from Saint Nicholas" with its backgrounds of his family and himself, was written by Mrs. Tunnell after she had done research for Dr. Moore's Maportran. She cordially invites you to inspect—and order if you wish—her various items of Mapsetan, which include one of the Pilgrims and one of Cape Henry, Jamestown, Va., as well as the Maportran of Dr. Moore. Her apartment is 15J, 410 Building.

IT was December 24, 1882. Dr. Clement Clarke Moore had been down town in New York to get all the last minute things for the children's Christmas, as his wife had directed, and he had added a few more toys and some sweetmeats "just to make sure." His negro driver had piled them into the sleigh and he, dressed all in fur from his head to his foot, was cozily tucked in among them.

The stars were out, the moon was high, the air was crisp and the new-fallen snow was smooth under the runners of the sleigh. He'd had a busy week at the Seminary teaching Oriental languages; there were also problems to be solved, but now "'twas the night before Christmas" and those things seemed remote in his anticipation of filling the stockings which were to be hung by the chimney. As the horses jogged along, the bells on their harnesses

Reproduction of the Moore family crest.



Moore

chimed a tune and he gave himself over to their sweet music.

Upon what did he muse? Perhaps his life appeared as a tapestry made up of the many beautiful threads reflecting the customs of those myriads of families of his ancestors which had contributed to his own. There were his boyhood and those earlier firesides from which his father and mother had brought traditions and the essential spirit of home life. His father, the Right Rev. Bishop Benjamin Moore, S.T.D., born at Newtown, L. I., in the house built by his father Samuel, was one of six children; the Bishop contributed family lore from a line of Moores in America beginning with the Rev. John Moore of Newtown, L. I., who was there shortly after 1640. Dr. Moore's early ancestors at Newtown, who were among those who established the first English settlement in the State of New York, had married into the How-

ell, Reed, Mecoek, Sackett, Fish and Woolsey families, all of whom had added to the rich store of family traditions. In these, his forebears, there had abided the essence of democracy, the spirit of independence and love of liberty which they had inherited and upon which they, in public and family life, had built the foundations for the liberty in America which he and his family were now enjoying.

His mother, Charity Clarke Moore, the daughter of Major Thomas Clarke, was one of a household of five children. The roots of Dr. Moore's home on the estate by the Hudson had been planted by his grandfather, that doughty Major Thomas Clarke who, having his joke, gave as his reason for bestowing upon it the name Chelsea that it was to be a retreat for his old age. Did grandfather have in mind the hospital for ex-soldiers in Chelsea, London, or might it have

been that earlier house in that same district of London, hired and maintained by the bounty of that Sir Thomas Moore for the reception of aged people?

He had read the writings of that Saint and liked his mottoes, especially "Serve God and be merrie." Though it had not been revealed, it appeared that the family line of Sir Thomas Moore and that of the Rev. John Moore of Newtown, L. I., must have become allied at some early date. Their family escutcheons, though differing as to shield, bore the same crest: a Moor's head and motto "Fortis Cadere, cedere non potest" i.e. "The brave man may fall but cannot yield." The charges on the shield of the Rev. John Moore were those of the ancient Moores of County Kent: "Per fesse indented or and azure 3 mullets in chief gu." He probably was of the Drogheda branch of that family which went into Ireland at the time of Wyatt's rebellion against Queen Mary and Philip of Spain.

Did Dr. Moore ponder upon the rich heritage brought into the family through his grandmother Mary Stillwell Clarke and her Stillwell, Sands and Ray lines? Was he grateful that his parents had kept the records of their family lineage and the contributions of their ancestors to society whether they were humble or great? These things must have meant much to him in aiding him to know himself.

Several generations of his mother's people had lived among the Dutch in New Amsterdam and through that association he was indebted to the Dutch for their quaint Christmas customs brought from firesides in Holland where stockings hung to replace the wooden shoes once set on the hearth. It was natural, however, that in his home they should observe the English customs; all branches of the family were of English descent, even his wife, Catherine Elizabeth Taylor was English in her observances; her father had not come from Eng-

land until he was grown to manhood.

Now there flashed before his vision the eager faces of his little Margaret, Charity, Mary, Clement and baby Emily awaiting him at home. He sensed that with changing times the institution of the family would change but he was convinced that it would never pass. From no other sources could come the stabilizing influences, the development of the individual, the direction in constructive critical thinking, the inculcation of those principles which make for honor and the sense of belonging which are fostered through family lore.

As he aroused from his reverie the tinkling sleighbells seemed to his poetic sense to beat out a rhythm. He felt exalted: a veil had been lifted. There had been granted to him an insight into something real and abiding. He wished he might give to his children a gift more precious than any that money could buy; something that would personify the essence of family joys about the hearth. Swiftly there flashed before him a lively interpretation of Saint Nick, that mysterious dispenser of joy in simple giving; he who revelled in the good things

of life, and gave everything, suffering no lack through that giving. He would be chubby and plump, a right jolly old elf, so quick and unique a figure that nothing he did would be surprising.

The sleigh now pulled up to the door of his house. He went directly to his study where he closeted himself until his pen had recaptured the picture that had come to him. If the children missed him he made it up to them at bedtime when, surrounded by his flock, after they had hung up their stockings, he read the poem which he had written expressly for them;

*"'Twas the night before
Christmas, when all through
the house
Not a creature was stirring,
not even a mouse;
The stockings—"*

The children listened in dreamy-eyed wonder and now and then squeals of delight and the laughter of young voices could be heard, until Dr. Moore ended, reading;

*"Happy Christmas to all, and
to all a good night."*

EDITH TUNNELL

CHRISTMAS CHURCH SERVICES

SPECIAL Christmas services in neighborhood churches as reported to the NEWS, are as follows:

Saint Peter's Episcopal—SUNDAY, Dec. 22, 4:00 P.M.; Clement Clarke Moore Memorial in the church. CHRISTMAS EVE: Mystery Play, 7:30 P.M. in the church; Christmas Tree in St. Peter's Hall, 8:00 P.M.; Midnight Communion Service, 11:30 P.M. CHRISTMAS DAY: Holy Communion Services, 8:00 and 10:00 A.M.

Saint Columba — CHRISTMAS EVE: Solemn Midnight Mass with special music by choir of men and boys, 12:00 P.M. CHRIST-

MAS DAY: Low Masses every hour from 6:00 A.M. until noon and at 12:45 P.M.

Guardian Angel—CHRISTMAS EVE: Solemn Midnight Mass, 12:00 P.M. CHRISTMAS DAY: Masses every hour from 5:00 A.M. until noon and at 12:45 P.M.

Manor — SUNDAY, Dec. 22, Special Christmas Music at 11:00 A.M. and 8:00 P.M.

Church of the Holy Apostles—CHRISTMAS EVE: Carol Service, 11:30 P.M.; Holy Communion, 12:00 midnight. CHRISTMAS DAY: Holy Communion 8:00 A.M. Sermon, Holy Communion, Christmas Music, 11:00 A.M.

Adjournment

Following the usual custom, the weekly sessions of "Monday Nights in the Penthouse Club" will be adjourned for the holidays after the second December meeting on the 9th. On that night Miss Janet Pinney, associate supervisor for the Museum of the City of New York, will be on hand with slide pictures to present "New York in Fiction"—a feature which will make an interesting windup for 1940. The

evening of December 2nd brought Messrs. Carl Foss and Walter Granville back after an absence of two seasons. Their subject was "The Inside Story of Color."

An unique send-off for 1941 has been announced by leader Roland L. Stratford and his committee. They promise a puppet show for the first session in January—an unusual departure from the usual "forum" type of procedure for Monday Nights, which slides into its sixth season after the New Year.

Chess Club

During the holiday season the Chess Club plans no special events beyond a continuation of the series of lectures on elementary phases of play that has proved so popular. Instead, everyone is settling down to a little quiet practice in preparation for the Club Tournament, which will begin after the first of the year.

Open House

An open house for Terrace children on Saturday afternoon, December 14th, has been announced by the Pro Parvulus Book Club. Hosts will be residents Pachita Crespi and Zhenya Gay, authors of the book, *Manuelito of Costa Rica*. Miss Crespi and Miss Gay will be on hand to welcome their small Terrace friends at the offices of the Book Club, suite 820, Empire State Building. The time is 3:00 P.M. and all children should be accompanied by nurses or parents.

MORE FURNISHED APARTMENTS



Photos by Flora K. Hewes



Terrace furnished apartments are becoming more and more the talk of the town. A number of apartments newly furnished like those shown above have just been made available to prospective tenants.

HOBBY EXCURSION

(Continued from page 6)

—look—look at these lovely cigar bands—aren't they love-ly! I wonder how this man smoked so many different cigars without becoming dizzy—

John, come in here—Room 2—don't miss this—Oh, oh, Gilbert and Sullivan marionettes—look at Katisha, Ko-Ko, Yum Yum! The dear—why and there's old Gilbert himself—the reprobate.

John, come back here, John! John! A Nonsense Machine—well, of all things—made of hair pins, collar buttons, spools, and puddlers—look what this caption says—"Makes a lot of noise and does nothing"—isn't that too funny—price is only \$70 F. O. B. for Bachelors only—you don't need this, John, ha, ha, ha!

Why look John, the machine is called "A Woman Talking"—Well, of all the nerve,—

Come, John, come on home, I don't like this place—

GOOD WILL

Good will is a prime requisite for a successful friendship and a satisfactory business. The modern method of exchanging service for gain has—unfortunately—a tendency to divorce this requisite. Yet we at the London Terrace Laundry are old-fashioned in as much as we insist that our business is successful only in the amount of good will we deserve.

Our sincere hope is that we have earned your good will and that during the approaching new season we will merit your continued patronage. Merit it not only because we are a good laundry but in a larger sense because we are continually endeavoring to prove we deserve the trust you have placed in us.

We wish you a Merry Christmas and Very Happy New Year.

LONDON TERRACE LAUNDRY

Lower Corridor

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Pay Us a Visit and Save

CULLINGS FROM CULLEN

(EDITOR'S NOTE: *Due to favorable comment on the sample of Cullen Wright's Will Roger-ish writings in a recent NEWS, we are giving space to a typical Cull column this month. Incidentally, Mr. Wright will be the Monday Night Forum speaker on January 20th when he leaves his native Nebraska to make a series of talks in the East. If you enjoy his writings, you will want to see and hear him, so watch for the date of his appearance.*)

Howdy Folks!

I think it was Edgar Guest who said in one of his poems, "When a feller is getting old and his tale is almost told, and it is settled in his mind that he is not going to find any mine of gold, or claim especial notice from fame, then he gets in touch with the things that matter much."

We all want success. How do we gain success? It is the human side of your life that makes your life a real success. Machines are great things—businesses have been brought to a stage of efficiency of which we little dreamed. But machines and businesses alone do not make success. It is the men and the women back of business that make success. Any business that is ruled by the head alone and has no heart behind it, is really dead. It is the human touch that makes it live. This must be so for success depends not on how much you get but how much you give. When you put in business a human touch, as well as brains, it takes no profit to tell you that eventually you will be a success.

And the people who do their part in the building of civic enterprises are a success. All men and women who have contributed to the comfort and good of the rest of the human race and have left the world better for having

lived in it, are the real successes in this life.

The season is about here when the toastmasters are limbering up their tonsils getting ready for introductions of speakers at banquets, conventions and what have you. Some of these introductions go a little too far. Long before the introduction is over a lot of us would like to remind the introducer to go just a little slow and lean on the side of conservatism. A boy out in the farming country last year was driving his calf along the road and the calf got stuck in the mud. He was trying to kind of shoo him out and all that kind of thing and having pretty poor success when a man came along in a big auto. The lad said, "Mister, I don't know whether you can help me or not, but if you will drive up close and toot your horn maybe you will startle the calf until he will jump out of the mud puddle." The man said sure and coming up as close as he could with his car gave two or three long loud toots. The calf not only jumped out of the mud puddle but ran along by the roadside

and fell in a drainage ditch and drowned. The boy came back in a few minutes and said to the man, "You see I have suffered a severe loss. I lost my calf. I don't blame you for my loss as you did what I asked you to do but I did want to ask you if you didn't think that was an awful big toot for so small a calf." Don't toot too loud with your introduction unless you are positive you know how big your speaker is. Here's to short introductions!

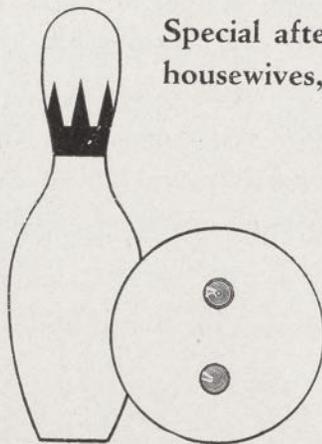
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Season's Greetings

To the Residents of London Terrace

AND OUR SINCERE THANKS

for the good will they have shown us

LONDON TERRACE VALETS, INC.

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TAILORS

FURRIERS

SAME DAY CLEANING SERVICE

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415 Building (Lower Corridor)

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DRUG STORES
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Let Us Help You Make Christmas Merrier

Solve your gift problems at Whelan's! FOR HIM — Shaving Sets — Pipes — Tobaccos — Cigars — Leather Wallets — These are just a few of the attractively packaged gift suggestions we offer. FOR HER — Your choice of a complete line of exquisite, world-famous toiletries, including Lenthéric, Hudnut, Yardley, etc. — all gaily packaged in Holiday wrappings. FOR THE FAMILY — Famous makes of candy in festive Christmas wrappings. FOR THAT HOUSEHOLD GIFT — Clocks (we have a fine variety, all guaranteed time-keepers). Lamps — Toasters — Heaters — Smoke Stands, etc.

Gifts for the Season — at Prices within Reason.

USE THE HOUSE PHONE

PROMPT DELIVERY



I JUST want to remind all Terracers who would like instruction, a friendly game of rubber or a little brush up on Bridge that I have reserved Thursday evenings just for that in the Penthouse Club Bridge room. Please feel free to come, introduce yourself and ask all the questions you wish. On Thursday afternoon at 2:00 P.M. come up for instruction or a friendly game of Rubber Bridge.

Of course you all know the regular duplicate schedule, and are very welcome at all times. If you have any suggestions, questions or interesting hands, won't you submit them to me?

Here is a hand that was played by one of our very popular Terrace players, Mr. H. Butler and given to me by Wm. J. Huske, one time editor of *Bridge World*. Following is the hand, bidding, and play as described by Mr. Huske, who gives all credit to Mr. Butler. Look over the hand and see how you would play it to make 4 Hearts and then read how it was played by Mr. Butler.

North dealer, non. vul.

S—Q-5-4
H—A-Q-10-8-7-5-2
D—A
C—Q-6

Mr. Butler

NORTH

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

SOUTH

Mr. Huske

S—8-6-3-2
H—K-9-4
D—Q-9-3
C—A-9-8

The contract was four hearts and East makes the opening lead

of the King of Spades. Three rounds of Spades were led with West ruffing the third and returning a Diamond. Mr. Butler won with the Ace and played six Hearts leaving this situation.

S—
H—2
D—
C—Q-6

NORTH

S—	W	E	S—
H—	E	A	H—
D—	S	S	D—K
C—J-10-4	T	T	C—K-7

SOUTH

Dummy hand

S—
H—
D—Q
C—A-9

Mr. Butler leads the 2 of Hearts and East is squeezed, so he discards his 7 of Clubs and Mr. Butler discards the Queen of Diamonds, winning the last two tricks with the Ace and Queen of Clubs, for a very fine score.

Here is the answer to the last problem hand. S. leads the 5 of Diamonds. If E. wins, the best defense is to return a Diamond, as it gives N. an opportunity to make a mistake. West discards a Heart, North the Club. South now leads the Ace of Clubs, and whichever suit West discards, North keeps. If North is allowed to hold the first trick, he leads the Spade, and South discards the Heart, after East has played a small Club. When West leads the Heart, North wins with the Queen and East has to pick a discard.

Wishing you all a Merry Christmas and a very Happy New Year.

GLADYSE GRAVES STARK

Christmas

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Theatre Tickets and Airline reservations are regular services. Use them fully.

Church Directory

We are pleased to list these churches, in the London Terrace Parish, for the guidance of readers. Special Holiday services will be held in all of them this month.

✕

Baptist

North Church
232 West 11th Street

✕

Episcopal

St. Peter's Chelsea
346 West 20th Street
Church of the Holy Apostles
9th Avenue and 28th Street

✕

Lutheran

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

✕

Methodist Episcopal

18th Street Methodist Church
305 West 18th Street

✕

Presbyterian

Chelsea Presbyterian Church
214 West 23d Street

✕

Reformed

Manor Church
350 West 26th Street

✕

Roman Catholic

Guardian Angel
10th Avenue and 21st Street

St. Columba
341 West 25th Street

HELP WANTED FOR THE PARTY

THE Christmas Party needs your help. It cannot be counted a success unless you make it so. You can help in various ways—by supplying gifts for the neighborhood children who will be our guests and by taking part in the work of wrapping and classifying the presents. The following suggestions are offered so that there will be no waste of time or effort.

Packages should be addressed to Mrs. Ethel Nugent, Playroom 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 Christmas Party Fund.

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

LETTER FROM CANADA

Proof of the effective work being done by our Terrace War Relief Unit is shown in a recent letter received from The Maple Leaf Fund, a Canadian war re-

lief organization. The letter, from the Fund's New York offices, was addressed to Mrs. Bruce White, chairman of the Terrace Unit, and we reprint it here.

Mrs. Bruce White,
460 West 24th Street,
New York, N. Y.

Dear Mrs. White:

Please accept our sincere thanks for the two packages of very beautifully made clothing which was received here at our headquarters. Mrs. Jenkins, who is the Director of our workroom, wishes me to add her thanks and appreciation of your kindness and the workmanship of the garments.

You may be sure that they will be put to immediate use, and so on behalf of the eventual recipients, may I thank you and the group of ladies who worked with you to produce these grand clothes?

Cordially yours,
ADELAIDE B. NOLAN (signed),
National Chairman

HOW'S YOUR HEALTH?

Picking up where she left off last Spring, Miss Elizabeth Murray, director of the London Terrace Gymnasium, here continues with her articles designed to promote the physical and mental well-being of our readers.

INSOMNIA

HAVE you ever met a laborer or a truck driver who complained of insomnia? I haven't! The laborer has a good start in sleeping immediately on retiring because he is physically tired from the work he has done. He also sleeps because he is content to face his working problems when he comes to them, and he sleeps because it never occurs to him that he won't.

Much of the insomnia among the white collar class is mental. One night of sleeplessness, possibly due to over-stimulation leads to dread of re-occurrence the following night. The anticipation fosters a mental and physical tenseness, insidious and wearing. As the dead morning hours roll around each trivial care becomes wildly exaggerated and the normal tasks of the day a stark nightmare.

Sleeping is one of the world's greatest indoor (and outdoor) sports. It's a natural remedy for fatigue and worry and grief. Lack of it is a serious thing and can make a wreck of even a well person.

If you're suffering from the "I didn't get a wink of sleep last night or the night before" jitters take yourself in hand now, and remember, once you get to sleep-

ing regularly for a couple of weeks you have insomnia beaten for good.

Try eating your dinner at noon time and walk part of the way home from your office.

After a light, well-balanced supper take to an armchair and a book for what is known as a quiet evening at home. Take a hot bath and a warm milk drink before retiring. Don't sleep in a stuffy room or in a gale. Regulate your windows for proper ventilation.

Use light, warm covers.

Sleep by yourself. Sharing a bed isn't conducive to a cure. Close your eyes and concentrate on breathing. Take ten deep breaths, very, very, slowly and inhale deeply.

You're off. . . Pleasant dreams. And you'll awaken next morning fully refreshed and ready for whatever the day may bring.

ELIZABETH MURRAY

More Parties

The members of the Twenty-third Street Association cordially invite Terrace residents to attend their annual Christmas Party which will be held on Wednesday, December 18th, 12:15 noon at the Cornish Arms Hotel. There will be luncheon, music, Christmas cheer refreshments and door prizes. You can have it all for \$2.00 per person.

The Association also announces a celebration sponsored by the Sixth Avenue Association on the night of the opening of the new Sixth Avenue subway. As you probably know, the underground line will start down its rail with much pomp and ceremony. The celebration will start with supper in Gimbel Brothers restaurant at 10:00 P.M., December 14th, and will be followed by a ride on the first train at midnight. Tickets for this event are \$3.00 each and can be purchased through either Association.

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BEAUTIFUL PERMANENT WAVE

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Each 50 CENTS

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THE LONDON TERRACE NEWS

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

EASY SPEAKING MADE EASY

ELISABETH FORD

(Continued from page 9)

MANY men and women are stricken with vocal and mental paralysis, fright jitters and a tendency to weak knees and heart when confronted with the task of rising to their feet to address a luncheon gathering, a club meeting or a business conference.

A number of Terrace residents faced with this problem received inspiration from an article reprinted in *Reader's Digest* (August, 1940) from the publication *Future* which told of a group of men in Lexington, Kentucky, who made a success of what they called a "Speakeasy Club." Now that the Public Speaking classes of Mr. A. V. Gartner have had to be discontinued because of Mr. Gartner's illness, the formation of a Speakeasy Club here would fill in the gap and provide an entertaining method of self-training for those who are interested in this sort of thing.

Chief features of the Club as organized in Lexington are its informality and spontaneity. Some twenty-five or thirty men who realized their shortcomings in speaking met regularly to take logical steps to eradicate the diffi-

culties. They started out by describing their own particular manifestations of nervousness and tongue-tying. These confessions helped clear the air of inhibitions and led to the next step of talking about something with which they were very familiar—their jobs for instance. At each successive meeting the members grew in confidence and ease, until at the end of the first season, they were able to talk extemporaneously, easily and clearly.

The Lexington Club reports that as a result of the self-training many of their members have obtained better jobs and have risen to unexpected heights of influence in their communities.

The first meeting of the Terrace Speakeasy Club will be held in the Penthouse Club on the evening of December 12th. All residents interested in helping themselves to become better speakers should remember this date and plan to be present to start things rolling. Mr. Roland L. Stratford, who originated our famous "Monday Nights in the Penthouse Club" has volunteered to be on hand to help out with the ice-breaking.

two. But once she was in she evidently showed aptitude for the work because she was with the *Telegram* five years and graduated to the ranks of feature writing. Later she married Andrew W. Ford, the managing editor, and didn't write a line for thirteen years.

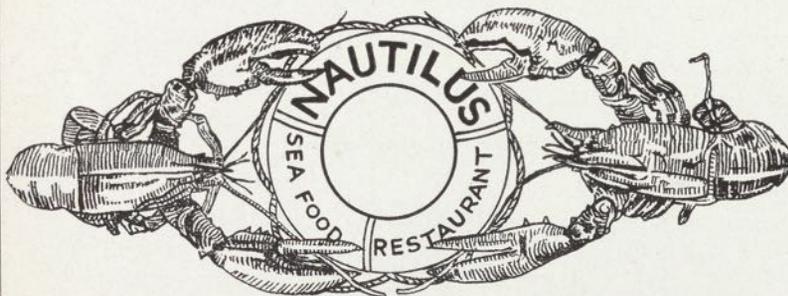
It was at the insistence of her husband that she began to put into written form what was to become "No Hour of History." She has a prodigious memory and listening to her tell anecdotes of her childhood and stories handed down in her family, Mr. Ford was sure she had the makings of a novel. His death three years ago interrupted work on the book, but she finally decided she ought to finish it and did so.

She has lived in the Terrace seven years. She likes it particularly because it gives her the comforts of modern living against the background of a neighborhood rich in tradition and atmosphere. Her apartment is high up, with windows looking north over the sweep of Manhattan's skyline which typifies the city she thinks of as belonging to her because she is so keenly sensitive to all its moods, people and incongruities.

She won't say whether or not she is planning another novel. She is still caught up with the excitement of having her first book published and the response and experiences she is enjoying as a result of it. In her mind she still is the novice, the embarrassed girl who was jocularly introduced by her uncle, the late Edgar T. Brackett, to ex-President Taft as "the prairie rose." She is too busy extracting the full flavor from the fruit of first success to think much about future writings. But it is your reporter's opinion that anyone as alive and keen as Mrs. Ford won't be able to stop at one book. There'll be another and we hope she'll be ambitious enough to make it about New York.

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NEW YORK CITY
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THE CHRISTMAS PARTY

(Continued from page 7)

that the people of St. Peter's have a prominent place in the celebration. Reverend R. A. D. Beaty, rector, will appear, as well as the Choir, led by Rosalind Wood, who has helped with many of our Parties. Eight of the Ecole tots, selected by Mme. Anna Fregosi, head of the school, are to be entrusted with the important roles of impersonating the "tiny reindeer" of the Moore poem to draw in the sleigh load of gifts driven by two Terrace children costumed as miniature Mr. and Mrs. Santa Claus. Other Ecole pupils will add variety to the program by singing carols and the Party theme song, "Jingle, Jingle," with words and music by resident Alta Vera Arnold.

Mr. Sheffield A. Arnold, chairman of Chelsea Charities, ably assisted by other members of that organization, will be in entire charge of arranging and directing the Garden program.

The children—both our neighborhood guests and those of tenants and employees—are to be entertained in excellent fashion. The guest children will gather in Elizabeth Flynn's downstairs Grille at five o'clock to be treated to a performance of Sophia Civoru's Kiddie Revue. They are to come into the Garden at the start of the air program and remain to receive their stockings from Santa Claus filled with fruit, candy, nuts, dates and figs. From there they will go into the Ecole quarters to be given more substantial gifts.

Children of tenants and employees are to have their party in the Game Room after the festivities in the Garden. They will be entertained by Miss Civoru and her children, will be given ice cream and cake by Elizabeth Flynn as her contribution to the spirit of the occasion and will receive gifts provided by the Terrace management.

So it is that the Party becomes a real expression of community endeavor for a worth-while undertaking, with everyone connected with the Terrace having a part—children, adults, residents, employees, concessionaires, Wm. A. White & Sons, Managing Agent for London Terrace—all cooperating in a successful effort to usher in the holiday week in fitting fashion.

Upon Terrace residents rests the responsibility of giving time, money and gifts, so that our young guests can carry back to their poorer homes reminders of Christmas cheer that otherwise would be lacking for them. Elsewhere in the NEWS you will find specific instructions as to how you can help out with the Party, the types of gifts that are needed and what you should do with them. Volunteers to help in the wrapping, sorting and classifying of

Merry Christmas

and

Happy New Year

to all

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Festivities in the Garden

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for Dinner



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Including Glass of Port, Sherry or Sauterne Wine

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(Program Subject to Change)

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 (Near 9th Avenue)

Sunday Masses: 6-7-8-9-10-11-
 12 and 12:45
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 12:10 and 12:35

The Limits of the Parish
 comprise the territory bounded
 by the South side of 28th Street,
 the North side of 19th Street,
 the East side of 10th Avenue,
 and the West side of 7th Ave-
 nue, with the exception of the
 two blocks bounded by the
 South side of 21st Street, the
 North side of 19th Street, the
 East side of 8th Avenue and
 the West side of 7th Avenue.

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405 Building House Phone or CHelsea 3-8235

the gifts are needed, as well as people to assist in the innumerable small tasks necessary for the successful planning and carrying out of the Party program. If you wish to help in this work, get in touch with your Chelsea Charities Building Chairman.

Mrs. Ethel Nugent, social service director of Chelsea Charities, with members of her committee did the work of selecting the children who are to attend the Party. Mrs. Nugent is in active touch with needy neighborhood families throughout the year and from them come the five hundred children most in need and deserving of our help.

The Party will proceed against the background of a gaily lighted and decorated Garden and huge tree with the dimmed lights in apartment windows adding to the effectiveness of the scene. Residents in Garden apartments are requested to turn off their electric lights as usual, substituting candlelight for the duration of the program. Residents may come down into the Garden if they wish, but it is suggested that people in the Garden apartments view proceedings from their windows, leaving room in the Garden for those whose apartments do not face upon the scene. Santa Claus will make his dramatic appearance spotlighted at the top of the 470 Building to climax events.

Ten years of the Christmas Party have made it a great event of the Yuletide season—adding immeasurably to community good will and the spirit of friendliness among all concerned. As we prepare for the eleventh annual celebration, we can look forward to it secure in the knowledge that it is worthy of the best efforts of all of us—something to enjoy as a real expression of honest Christmas feeling and all that the season stands for.



LET US HELP MAKE YOUR YULETIDE A JOYOUS AND RESTFUL ONE
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 REAL OLD FASHIONED CHRISTMAS DINNER—\$1.25

(Including a glass of port, sherry or sauterne wine)

Served from 12 Noon to 10 P.M.

Celery	Assorted Nuts and Raisins	Olives
Fresh Fruit Cocktail — Sherbet	Fresh Shrimp Cocktail — Special Sauce	Bluepoints on Half Shell
Cream of Fresh Mushrooms		Consomme-Celestine
<i>Choice:</i>	Broiled Thick Filet Mignon — Fresh Mushroom Caps	
	Roast Young Vermont Turkey with Chestnut Dressing — Giblet Gravy — Fresh Cranberries	
	Half Broiled Fresh Pinebrook Farm Chicken	
	Roast Young Goose stuffed with Wild Rice — Baked Apple	
<i>Choice of Two Vegetables and Potato:</i>		
New Green Peas	Mashed Yellow Turnips	
New Brussel Sprouts	Braised White Onions	
Baked Idaho Potato	Candied Southern Yams	
	<i>Special Christmas Salad</i>	
Egg Nog Parfait	Hot Brandied Mince Meat Pie — Hard Brandy Sauce	
Fresh Pumpkin Pie — Cheese	Choice of Ice Cream with Petit Fours	
	English Plum Pudding with Sherry Wine Foamy Sauce	
Individual Bottled Milk	Tea	Coffee

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