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London Terrace News

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December
1942

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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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415 Building (Lower Corridor)

Whelan
DRUG STORES
YOUR MONEY'S WORTH

Christmas 1942

This year, more than ever before, Christmas calls for kindness, cheer and a better understanding of human nature. Let your gifts help express this, by including War Bonds or Stamps with every gift given. The recipient will be the happier for it.

You will find ideal gifts for HER among our fine line of Toiletries, Compacts, dainty Jewelite and Lucite sets and many other items.

If HE is lucky enough to be on leave this Christmas—a large variety of gifts that will give him long service as well as the warm pleasure of receiving them are at hand on our counters . . . to mention just a few—pen and pencil sets, watches, his favorite smoke, fine pipes, etc.

For youngsters from 6 to 60—CANDY is always appreciated . . . our selection will make the choice easy for you.

For your greater activity in the coming year, VITAMINS will help toward building a reserve of health and strength.

DON'T FORGET—FOR A BRIGHTER CHRISTMAS—BUY WAR BONDS AND STAMPS

A Christmas Message

From Wm. A. White & Sons

TO THE TENANTS IN LONDON TERRACE:

We have good cause to greet this Christmas Season with a cheer. Think how the whole aspect of world events has changed since last Christmas!

We have reason to expect that another twelve months will see us close to the time when we can again see "Peace on earth, good will toward men" as something more than a remote hope—a beautiful dream. Perhaps by then we may even see the beginning of making it an accomplished fact.

Let us all, then, put aside for the season our anxieties and our cares and enter into the spirit of Clement Clarke Moore's jolly little poem which seems particularly close to this place near which it was written. In some respects our Christmas Party must be curtailed this year. But in the things that really count, in the spirit that is behind it, I feel sure it will be better than ever and we hope every child in the neighborhood that wants to come will be here and will enjoy every minute of it. Santa Claus has not joined the armed forces and there are no priorities on good humor.

We would so much like to be able to shake all of the tenants at London Terrace by the hand but since we can't, we hope you will take the will for the deed and accept our very best wishes for the happiest possible Christmas Season and for good fortune during 1943!

Cordially yours,

WM. J. DEMOREST,
Executive Vice-President

The NEWS of

London Terrace

DECEMBER, 1942

VOLUME X

NUMBER 10

Cover

Our sprightly and seasonal cover drawing is the work of resident Mrs. Winton Corbett, who has neatly caught the spirit of Christmas as it approaches London Terrace.

If you'd like to get better acquainted with the artist, turn to page 8 of this issue, where you will find her picture.

Deep End

The Women's Swimming Association of New York, which grooms its champs in our Pool in the 470 Building, has splashed into its indoor season. The first of the A.A.U. open meets was held in the Pool on December 6th and another one is scheduled for January 24th. District championships will be competed for in the January meet, and the WSA expects some new champions to emerge on that evening. Two WSA newcomers, Charlotte Whitehouse and Roberta Hermann, already have turned in some promising wins in the 100 yards freestyle handicap and 100 yards backstroke handicap, respectively, which were run off on November 20th. WSA coaches

look for some keen swimming from these girls this season.

Each Tuesday night from 7:15 to 8:45 the girls go through their paces in the Pool under the direction of the coaches. Relay races enliven the proceedings and Terrace residents are invited to come into the balcony on these occasions for some sparkling entertainment.

Dancing Classes

If you feel that you'd like to get in perfect shape for holiday

festivities by brushing up on your dancing technique, the opportunity is right here.

Those well known professionals, Gertrude Dutton and William Crook conduct classes every Friday evening at 8:30 for residents and their friends. The place is the Studio, ground floor of the 470 Building.

Warden School

The Monday evening meetings of Terrace air raid wardens got down to some intensive study beginning the last week in November, when an advance course in warden activities was started. The course is expected to last over a period of two months and all registered wardens are required to attend. The instruction, under the supervision of one of our veteran wardens, Warner Overton, is also recommended for other wardens and any persons interested in air raid precautions.

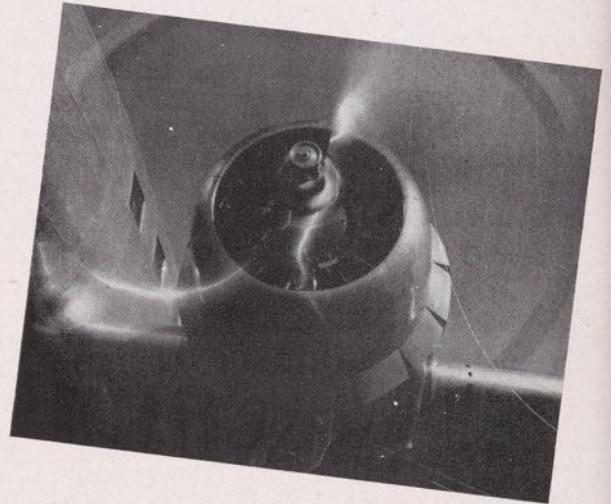
All residents who would like to know more about the subject are invited to sit in at the meetings, which are held at 8:00 P.M. Mondays in the Studio, ground floor of the 470 Building. The meetings last about an hour, and the advanced instruction takes up half of the time.



Camera Club Contest Winners



Shown here are the three top prize winners in the Terrace Camera Club's recent Salon Print contest. At top left is the print that took first prize, submitted by Mrs. Flora K. Howes. Its title is "Tree Pattern." At the left below is the second prize photo, "Times Square," product of the lens of William R. Jurth. Third photo is the third prize, likewise taken by Mr. Jurth and titled "2500 Revolutions per Minute."



CAMERA CLUB members hung up a quantity of excellent offerings for their Salon Print contest on November 18th and when the judging was completed by Carl N. Sanchez, Jr., of the Miniature Camera Club, Mrs. Flora K. Howes was awarded first prize. A Club newcomer, William R. Jurth, distinguished himself in his initial effort by coming out with second and third prizes, as well as an honorable mention. Other honorable mentions went to Gordon Cross, Simon Goldsmith and Mrs. Howes. Prizes, which consisted of War Stamps, were awarded by Harry Craemer, exhibition chairman.

A lively evening is planned by the shutter bugs for their Christmas party on December 16th in the Studio, 470 Building. Mrs. Claude H. Rowles, chairman, and other members of the party committee promise refreshments, games and a small print contest. A very instructive and interesting program is being lined up for meetings during the ensuing months, with the members ambitious to

make the Club even more successful than it has been in the past. They invite all interested residents to join in the work and the fun. Dates of meetings and lectures are posted regularly on Building lobby bulletin boards.

A recent meeting of great interest was a repeat by Morris Germain, A.R.P.S., of his popular lecture, "Control of Portrait Lighting," which attracted a large audience. Agnes Bailey and Joan McGuinness were the models for the evening. The Club has voted Mr. Germain an honorary member in recognition of his services and another honorary membership went to Earle Buckley, A.R.P.S. The current month's first meeting on December 2d had as guest speaker Clarence H. White of the White School of Photography.

Due to an oversight in the last issue of the NEWS, the name of the Club president, William Bailey, was omitted as winner of third prize in the "Shots around London Terrace" contest. Apologies are herewith extended to Mr. Bailey.

Christmas Eve Garden Party

Terrace will play host to children
in traditional event of the season

THE London Terrace Christmas Party, for the thirteenth time in as many years, will take over the Garden for a half hour on December 24th, for its annual expression of seasonal good will and charity. The Party, instituted as a commemoration of the writing of the famous Christmas poem, "A Visit From Saint Nicholas," penned on the present site of London Terrace by Dr. Clement Clarke Moore over a hundred years ago, has become an event in which residents, management and concessionaires, as well as other people of the neighborhood, join in a happy endeavor to make the holiday season a little brighter for community children who otherwise would not have much enjoyment.

As usual, the guests of honor at the Garden ceremonies will be five hundred neighborhood children selected from families unable to provide them with gifts or Christmas cheer. Presents of clothing, toys, games, candy, fruit and nuts donated by Terracers will be given the children in a colorful ceremony to be broadcast over station WOR, with Uncle Don as master of ceremonies. This is the fifth year that the genial maestro of the six o'clock children's program has lent his talents, and the broadcasting company its facilities, to help make our Party one of the big events of the metropolitan holiday season. The Party will be broadcast from six to six-thirty P.M.

The Program

The war has interfered slightly with the traditional pattern of the program. The usual huge Christmas tree with its myriad of lights, will be absent, due to dimout restrictions, as well as conservation measures which have curtailed the transportation of large trees into the city. And at the time of writing, it was not known just what the regulations would be regarding the custom of lighting candles in apartment windows during the broadcast in order to give it the real Christmas touch. It's possible that the candles will not be allowed, but although the Party will be "dimmed out" to a certain extent, it's impossible to extinguish the real spirit and purpose behind it. That spirit is exemplified by the hundreds of Terrace residents who donate money and gifts in order to

Radio's Uncle Don, who for the fifth year will act as Party master of ceremonies.



brighten the season for many children, by the numbers of women who work wrapping and sorting the gifts, and by the large contingent of residents, management and concessionaires who contribute time and effort to see to it that the affair runs along smoothly and successfully.

One of the highlights of the program will be, of course, the reading of the Moore poem, beginning with the well known lines, "'Twas the night before Christmas, and all through the house . . ." Arrangements had not been completed at the time the NEWS went to press, but some well known person will be on hand for the reading.

Neighboring St. Peter's Church will again be represented by its rector, Rev. R. A. D. Beaty, and the choir led by Elsie Rosalind Wood. Because of the close association of Dr. Moore with the early years of St. Peter's, the church enjoys a rightful and cooperative role in any celebration dedicated to the memory of the gifted scholar and writer. Music by the choir and a short address by Rev. Beaty have been an important part of our Christmas Party ever since it was first started.

The Bobbies will be represented, with a number of them adding color, dressed in red-lined blue capes, with white helmets and gloves. Children of the French School, Ecole Maternelle Francaise, will have a share in the entertainment by impersonating the "tiny reindeer" of the poem, drawing

(Continued on page 17)

New Hobby Displays

THE Hobby Museum, upstairs in the 470 Building, achieved a nice burst of notice re-



cently when it was the subject of a fifteen minute major broadcast over WOR on the Port of New York Authority's "Going Places" program, under the direction of Lorraine Sherwood. The many unusual and intriguing exhibits on display were described in detail, and residents who listened to the broadcast may have learned that there were a lot of new displays upstairs they hadn't seen as yet.

Among these are a carved figure made from coal by resident William Bailey, an exhibit of paper lacquered flowers by Mrs. J. G. Biviati of New York, and several paintings on sea shells by Frances Moore of Ohio.

The Museum's famous "Victory Closet," an arrangement for easy and efficient salvage collecting in the home, has been shown in newspaper pictures all over the country, and if you want to get a close-up of this ingenious hobby invention, all you have to do is hop an elevator in the 470 Building.

Hobbyists come to the aid of the war effort. Picture shows Mrs. Winton Corbett examining one of the war exhibits on display at the Terrace Hobby Museum. It is a simulated tree made of cardboard, with graining cleverly applied. It is designed as a camouflage for anti-aircraft guns.

Unit Sews for Red Cross

THE Terrace Red Cross Sewing Unit is absorbing the spare time of many of our women these days and on November 27, a very successful benefit bridge was held to provide funds for materials and to spread the news of what is being accomplished.

Mrs. Thomas A. Frankland, in charge of the afternoon sewing sessions, reports that the ladies recently turned out in record time a total of 100 Army overseas bags in order to meet the Nov. 1st deadline. Clothing to be distributed by the Red Cross to needy families is occupying the workers at present and anyone who can squeeze in even a little time is urged to rally round to help out. The workroom is open every afternoon except Saturdays and Sundays from 1:00 to 5:00 P.M. For those women who only have evenings free, the room has been made available on Wednesdays and Thursdays from 7:30 to 10:00 P.M. with Mrs. Walter G. Carroll and Miss Nannette Reed in charge.

The benefit bridge, with door prizes donated by a number of Terrace concessionaires, resulted in a sizeable sum of money, as well as a pleasant

evening of bridge play. Prizes were supplied by the Book Shop, Beauty Salon, Whelan's Drug Store, the Super Market, the Liquor Store and King Arthur Restaurant. In addition, Major Jay A. Umpleby, director of sales for the Cribari Winery supplied a case of wine on which chances were sold.

Lucky winners were Mrs. J. Vance Hilliard, Mrs. Mabel Furst, Miss Marvyda Collins, Miss Marguerite McArdle, George Brussell, Jr., Clarence Maguire, Leon Reed and Fred Lancaster. Two guests of Miss Mary Murphy and Com. Alfonso Vasquez also won prizes.

The committee in charge was headed by Mrs. Ray E. Daley and Mrs. Hampton Hoke, assisted by Mrs. George Brussell, Jr. and Mrs. Julian R. Quinn. Gladys Graves Stark, director of the Bridge Studio was on hand and did a fine job of helping things run smoothly.

The work of the Sewing Red Cross Unit is a very important one, particularly as winter weather adds to demands for clothing for those in need. The help of all Terrace ladies who can put in a few hours of work a week or month is requested.

Speaking Easily Made Difficult

MEMBERS of the Speak Easy Club are measuring up to some tough assignments in their meetings these evenings under a new procedure which injects heightened interest for audience visitors. "Speaking easily made difficult" might be the slogan for the new plan, but members are proving the value of their self-training by giving excellent accounts of themselves.

What happens now is that visitors name the subjects to be discussed and the budding speak-

ers rise spontaneously to the challenge. The wide variety of subjects has added so much to the interest of the meetings, that a box has been placed in the Penthouse Club to receive suggestions from Terrace residents. So if you happen to have a brain throb that you think would make an interesting extemporaneous subject for the Speak Easy people, drop it in the box and then come round at the next meeting to see how it's handled.

Many residents are discover-

ing that the Speak Easy meetings in the Penthouse Club provide splendid evenings of entertainment and education for visitors and when they've come round once or twice, often get the bug to join themselves. The approaching holidays have put a temporary stop to meetings, but they will start in again on Thursday, January 7th. All residents are invited to attend as visitors, or to join the Club if they wish. No dues, collections or obligations of any kind are involved.

A.W.V.S. Sells War Bonds

EDITOR'S NOTE: *The Terrace A.W.V.S. Unit continues to grow and to add to its activities from month to month. Herewith is the current review of accomplishment, as reported by Marguerite H. Matthews.*

OUR Unit has gone "Hollywood" but not high-hat, although we do feel that we are entitled to a couple of feathers to adorn our headdress! Conrad Nagel of movie and radio fame, launched our neighborhood Bond and Stamp Drive at the R.K.O. Theatre, 23rd Street and 8th Avenue, by making his purchase of War Bonds from one of our members, the petite and attractive Adele Hall, who has been an ardent and active worker of our War Savings Staff.

Under the capable direction of Mrs. Benjamin Kashins, chairman of this staff, our Unit has sold nearly \$75,000 worth of Bonds and Stamps, in fair weather and foul, which is a splendid showing, especially considering our limited area. This record must be kept up and the cooperation of all members in purchasing their Bonds and Stamps from us

is urged. Volunteers to man the booths will be very welcome.

Our ambulance fund is growing rapidly—due to the excellent donations and sales made at the A.W.V.S. Thrift Shop. We have outgrown our first store, and now have one easily three times the size of our first store, which is

located right next door—199 Ninth Avenue. Our merchandise is displayed, in this new store, to much better advantage, and shopping there is a comfort. We sell everything from pins to pianos, the contributions are a never ending source of joy and surprise. We are carrying, for the holiday



Terrace A.W.V.S. Unit has its eye on an ambulance like the one above, which it expects to purchase with proceeds from its Thrift Shop and other benefits. At right Conrad Nagel launches neighborhood War Bond and Stamp drive sponsored by our Unit. Adele Hall, attractive model and Terrace A.W.V.S. member, makes application for a Bond, happily observed by Mrs. Benjamin Kashins, chairman, Unit War Savings Staff

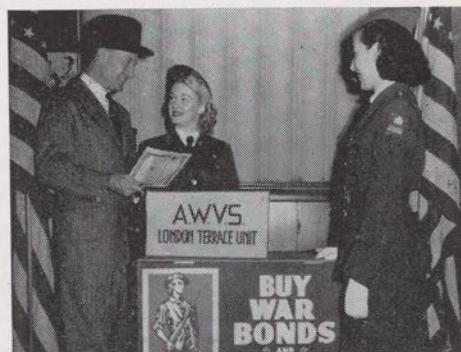


Photo by D. Haas

season, a complete line of A.W. V.S. gift suggestions—compacts, knitting bags, bridge cards, cigarette cases, etc. Help your country by making your purchases at our Thrift Shop. The Thrift Shop will also welcome volunteers as our business hours are long, from 10:30 A.M. to 9 P.M.

For these two splendid achievements, the huge amount of sales made by our Bond and Stamp Staff, and the success of our Thrift Shop, we feel that we are eligible to the two aforementioned feathers for hat adornment—a good work well done, and our thanks and appreciation to all.

The drive is on for stockings of all kinds, silk, rayon, wool and cotton. Our Government needs them for making gun powder bags. Please bring all your clean stockings to the Salvage Depot, 405 Building, street entrance.

Important! Tin cans MUST be properly cleaned and processed before they are put in the barrels to be found on the first floor of all Buildings. The top and bottom must be taken off and the cans flattened to save space.

Classes in the Terrace are in full swing in Physical Fitness; French; Spanish; Nutrition and First Aid. Large classes and regular attendance tell us of your interest in these vital subjects and new classes will be formed whenever, and as soon as the demand arises. You who have not yet signed up for a particular class, may still do so by contacting the receptionist on duty at the Penthouse desk.

The Bingo Party was, as always, a decided success, its profits making it possible to supply our ever willing knitters with more of the much needed "Golden Fleece"—wool, for sweaters and socks for our boys these cold days.

You cannot afford not to be a member of a Unit doing such admirable work as ours, so sign up now, you are always welcome and wanted.

Christmas Church Services

LONDON TERRACE is happily situated in the midst of a number of churches of various denominations and faiths. All of these neighborhood churches are holding special Christmas and New Year services, as follows:

Church of the Holy Apostles—CHRISTMAS EVE, 11:30 P.M., Carols and Holy Communion; CHRISTMAS DAY, 8:00 A.M., Holy Communion, 11:00 A.M., Holy Communion and Sermon; DECEMBER 27TH, 8:00 P.M., Sunday School Christmas Festival and Gifts; NEW YEAR'S EVE, 11:30 P.M., Watch Night Service, Holy Communion, Address.

Chelsea Presbyterian—CHRISTMAS EVE, Candlelight Carol Service and Sermon.

St. Columba—CHRISTMAS EVE, midnight, Solemn Mass, Rev.

Charles W. Lee; CHRISTMAS DAY, Masses every hour from 7:00 A.M. to 12, and at 12:45; NEW YEAR'S DAY, Masses every hour from 6:00 A.M. to 12 and at 12:45.

Guardian Angel—CHRISTMAS EVE, Solemn Midnight Mass; CHRISTMAS DAY, Masses every hour from 5:00 A.M. to 12 and at 12:45; NEW YEAR'S DAY, Masses every hour from 5:00 A.M. to 12 and at 12:45.

St. Peter's Episcopal—CHRISTMAS EVE, Mystery Play presented by Boys' Club; 11:30 P.M., Holy Communion, Rev. Richard A. D. Beaty, rector, celebrant; CHRISTMAS DAY, 8:00 A.M. and 10:00 A.M. Holy Communion; NEW YEAR'S DAY, Day of Prayer; 10:00 A.M., Peace Candle Lighting Ceremony.

Holiday Parcel Delivery

MANY of the luxuries and conveniences normally taken for granted by New Yorkers have gone by the board for the duration. Among these is unlimited parcel delivery service from stores. With the Christmas shopping season in full swing, we trust Terracers are falling in line with the "carry your own parcels" campaign undertaken by the stores as a necessity to save manpower and materials.

The Terrace Package Room, like many other services and businesses, is short handed due to difficulty in securing young men and asks the cooperation of all residents. The Package Room is continuing to function efficiently in receiving and delivering parcels brought in by stores, but lack of available employees puts a severe strain on its capacities. Wherever possible, residents are asked to

arrange to be at home when parcels are to be delivered, in order to take some of the burden off the Package Room. Or if you can't do this, stop by the Package Room on your way home and pick up whatever is there for you. It is open on Sundays from 11:00 A.M. until 2:00 P.M. for your convenience.

There is another thing also that you can do to help relieve the congestion in the Mail Room during the busy holiday season. Inform your correspondents to address mail to your Building address rather than just "London Terrace," so that the mail comes direct to your Lobby box rather than clearing through the Mail Room.

These are small things to ask in view of the war emergency, but they can help immeasurably in keeping things running smoothly.

Players Open Season

THE war came in for some excellent dramatization in the first production of the London Terrace Players for this season, when they presented "Heart of a City," by Lesley Storm. The dates, December 2d to 5th inclusive, came at the time this issue of the NEWS went to press, so the editors cannot give you a first hand report on proceedings, but all pre-opening signs pointed to a well-acted, well-presented performance of the standard which has made the group so popular in the past. The play's action was laid in London during the blitz and enjoyed recent productions both on Broadway and in England.

For the first time since the Players organized, the first showings took place elsewhere than in the Terrace. They discovered that a fine little theatre was available at the Hudson Park Library on Seventh Avenue South, so the performances were given there instead of on the premises. The professional surroundings were expected to increase the enjoy-

ment of the audience and give the players fuller scope.

With their director of former seasons, Hudson Faussett, away soldiering, Edward Steinmetz, an experienced man with both professional and amateur groups in New York and Chicago, took over the reins in a skillful manner which promises another successful season for the Players.

Many of the veteran favorites are back, including Charlotte Lou Zentner, Helen Skellie, Doris L. Hoff and Isobel Yeager. In addition, several promising newcomers—Vicki Holley, Jeanne Glass, Laura Wertheim, Jerry Charters, Miriam Zurbin and others—have been added to the organization. Proceeds from the four performances went to the ambulance fund of the Terrace A.W.V.S. Unit.

Now that they have made their bow in the new season, the Players are busy with plans for the next production and urge all residents interested in the many phases of amateur theatricals to join in the activities.

Library for Seamen

THE Library for Seamen, maintained by the American Seamen's Friend Society at 550 West Twentieth Street, is making a special appeal for magazines and books. Recent issues of magazines are needed, as many of those on hand are outdated.

Now that a contingent of the Coast Guard has moved into its new encampment at Twenty-fifth Street and Tenth Avenue, the Library finds that its calls for books and magazines have greatly increased and needs contributions. Here is a chance for Terrace residents to add another item to their war activities by turning over their used reading material. The Coast Guard boys are here

in the neighborhood for the important task of guarding the Chelsea waterfront and anything we can do to make them happy and feel at home is a direct contribution to the war effort.

In addition to the Library, which is open for the use of the many merchant seamen housed in the neighborhood, as well as the Coast Guard personnel, the Society furnishes ships with packages of books and magazines.

Your used reading material couldn't serve a worthier purpose, and to make it easy for you, arrangements have been made so that packages for the Library can be picked up at the Penthouse Club in the 470 Building.

Chess Chase

CHESS seems to be hitting an all-time popularity this winter and the Chess Club reports capacity attendance at its Wednesday evening sessions in the Penthouse Club.

A lot of very interesting competition has been rung up. On November 11th, the Club pitched into its fourth annual match with City College and while the visitors walked off victors to a tune of 7 to 4, our chessers claim they didn't do so badly inasmuch as their competitors are intercollegiate champions of the country.

On November 18th the Club was host to two top-notch experts—Leonard Myer and Harold M. Phillips of the Manhattan Chess Club. The visitors gave a tandem simultaneous exhibition, playing in rotation at each of thirteen boards manned by Terrace players. Myer and Phillips turned in a rousing performance by winning nine games, drawing three and losing one. David Hoffman was the intrepid local boy who came off victor and the ties were achieved by visitor Ensign Raymond Shafer, U.S.N., who spent most of a recent leave in the Chess Club, Dr. Frank Shuttleworth and Mrs. Eleana M. B. Keener. Present on the occasion also were Hermann Helms, chess editor of the *New York Sun* and editor of the *American Chess Bulletin*, and Mr. Fred Reinfeld, co-champion of the Manhattan Chess Club and author of several books on the pastime.

In between jousts with outsiders, Club members are busy with their own ladder tournament which points the way to classification for the big event of the championship tournament, starting in February.

New members recently added to the roster are Mr. and Mrs. Edward Winternitz, Mrs. Grace J. Moise and Mr. Alexander Maruchess, the latter a class A player.

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Recommended by London Terrace Management



With sincerest appreciation for your kind patronage and good will we extend the very best wishes for Xmas and the coming year.

HANS JAEGER, Management and Staff.

NEW YEAR'S EVE 1943

Want to have a delightful good time? Then laugh with us. Dance with us and dine. Want to be happy, joyful and gay? Drop into "KING ARTHUR" and you will be that way. Yes, join us and help us to make this:

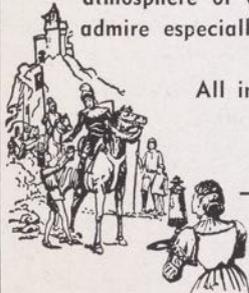
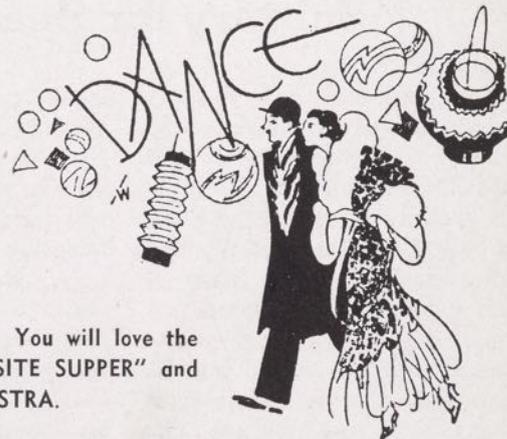
A REAL HAPPY, SNAPPY NEW YEAR'S EVE CELEBRATION

You will be pleased with the surroundings and the people. You will love the atmosphere of congeniality. You will enjoy "THE EXQUISITE SUPPER" and admire especially THE VERY EXCELLENT DANCE ORCHESTRA.

All in all you will find that everything was done to create "REAL UNABATING HAPPINESS."
PRICE \$3.50 Plus Tax.

Dancing from 10:00 P. M. until dawn — Please make reservations early.

On CHRISTMAS and NEW YEAR'S DAY we serve a very exquisite "HOLIDAY DINNER" — \$1.50.



AS YOU read (or should I say *if you read*) the following notes of what goes on with our shops and services, you may think it does not sound very "Christmasy." The reason for that is that this column was prepared for the October-November NEWS but was crowded out so is a bit out-dated. However, I still want you to know what I thought would interest you a month ago and the only thought I will add is that instead of going uptown for those Christmas gifts that are still on your list, investigate items that are to be found right here at home, especially in the Book Shop and Whelan's. Gay Holiday baskets from

The Super Market

would be appropriate for almost anyone and here also I found an amazing number of articles on the shortage list that are still available at our store, but for how long, no one knows. The words of wisdom spoken by the "supermen" down there, who have done a grand job to date of stocking up on the hard-to-get items, are that our housewives will have to learn to stop eating out of cans, and using other prepared foods, and make use of the abundance of fresh fruits and vegetables in season. Those who have taken Nutrition courses, or read the many articles on balanced diets, know that raw or freshly cooked foods are much richer in Vitamin content. A little more trouble for the working girl to bake her own beans or peel peaches after a busy day on the job, but if it is necessary to "win the War," I guess no one will consider it too much to ask. Meat substitutes are going to have to be used and we may have to struggle along on one cup of coffee a day, but the latter can hardly be put in the category of essential foods. One consolation will be that if you can't get what you want in the way of food at the Super Market, you're not likely to find it anywhere else in town.

Shop Shots



The Drug Store

seems to be more Vitamin conscious than ever with bottles and boxes of the popular alphabet labels very much in evidence. Pretty good idea to take a few concentrated pep pills in preparation for the long, hard winter ahead. Wet feet days are dangerous and pretty likely to lead to a cold in the head and that's the time to stop by the drug store on your way home and to bed. (That's a poem, if you read it slow!) Speaking of feet, hosiery is still displayed on the counters, something that I can't quite get used to, just the old-fashioned girl in me. If you haven't stocked up on First Aid equipment—2% iodine and such—Whelan's will supply the necessary. Beauty aids, so important in these days of rush and stress, with Miss Gibney in charge to suggest the proper items for each individual, should not be overlooked.

The Book Shop

reminds us all that gifts for men *and* women in the Service should be on everyone's list, and they have many suggestions of what should go in these Christmas boxes. The writing kits, all types and prices, seemed like the best bet to me, and, getting back to the home front, have you new tenants notified friends of your change of address? There are many ways of doing this—either by means of "change of address" cards or one of the many kinds of London Terrace stationery and Postal cards. Should be an inspiration to catch up on your correspondence by telling your friends of the wonders of our little city within a city! And for this new home, or newly decorated one that has been lived in for many

years, why not consider using some of the new time-saving paper articles such as personalized "name-on" paper towels for bath and kitchen, napkins and coasters to match. These attractive items come in other styles, just as attractively decorated with clever verses or gay designs. My guests are always impressed with my paper guest towels—few seem to have seen them elsewhere and, believe it or not, they use them. I recently made use of the incense-like gadgets known as "Aromettes" and "Candlettes" trying to disguise the odor of my dinner. But I'm afraid my guests knew I had prepared corned beef and cabbage for them long before they reached my apartment. That was a pretty severe test and almost too much to ask, but they really are most effective in neutralizing less powerful household odors. "Nutone" door chimes will add the finishing touch to the homelike atmosphere with a melodious gong-like bell announcing callers, rather than the ordinary ring so easily confused with the telephones.

The Liquor Shop

can and will help make your housewarming, birthday anniversary or Holiday party a success by contributing the necessary. The luxury of ordering over the phone, with delivery to the apartment, can still be enjoyed if you do business with this first cousin to the Food Store.

The Florist Shop

seems to look more attractive each season. Now the cheerful Bittersweet and Japanese lanterns (surely there must be a new name for this Winter decorative touch) remind us that sum-

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

St. Columba
339 West 25th Street
Guardian Angel
10th Avenue and 21st Street

mer is over. But that does not mean doing without growing things, so consider the thought of a few plants that thrive in our sunny apartments. For "shady" spots there are the cactus variety. Nice to be able to buy cut flowers so conveniently as they solve almost every gift problem, to my way of thinking.

Postal Telegraph

next door is hardly a place for everyday shopping but is sort of a friend in need when the urgency of getting a message to someone out of town presents itself. It is easy to stop by "Postal" on your way to the other stores at the Ninth Avenue end of our town.

The Valet and Tailor

recommends letting the woman of the house wear the pants! At least, this has been done with success and economy by several in making use of male civilian attire. Mr. Loeb, our capable tailor, is making a specialty of converting trousers and coats into smart suits for wartime wives. This was done recently with a Tuxedo that was not quite up-to-the-minute in cut but provided a stunning outfit for the little woman. With woolens at a premium, it seems like a workable idea.

The Barber Shop

can be reached by our underground system, so get in the habit, Mr. Terracer, of getting the necessary done on the premises. Open evenings, so plenty of time to get a shave and hair cut while dinner is being prepared or afterwards while the dishes are being washed—good idea, eh?

The Beauty Shop and "Slenda-Vogue"

take care of the less practical but important feminine needs. Tailored suits—hubby's hand-me-downs or new ones—are pretty

revealing and slim lines, due to material shortage, means that we have to slenderize and that means "Slenda-Vogue." The new reducing studio in the 410 Building on the second floor will take off the pounds just where you want them removed. The Beauty Shop, at the other end of the block in 465, will give you the right hair do for the severe millinery that is being influenced by the military trend. Even more important to have a flattering hair cut if you are actually in uniform, as are many of our AWVS and Red Cross members. Excellent permanents are given by the girls in the shop along with the usual eyebrow arching and manicuring. To do our best we must look our best.

The Radio Shop

has no doubt taken care of your radio needs by connecting your set to our Master Aerial. But in case that detail has been overlooked, call the shop and they will explain the service they have to offer. Don't miss the history-making news on the air these days by not having the best reception—available only if your set is properly connected.

Excelsior and Longacre Garages

just a few steps from the Terrace are services to consider if your work is essential enough to allow you the use of your automobile. There still seems to be plenty of cars on the streets when you try to cross with, or against, a light, and a few must claim the Terrace as the home of their owners. Both garages are recommended and should be considered if you have need of same.

The RKO 23rd St. Theatre

is another good neighbor that should not be forgotten. I don't believe there is a more attractive or better managed theatre in the city. The Christmas gift

books on sale there now make an ideal gift for any member of our London Terrace family.

Geo. Nockins' Sons

have been selling Jewelry to Chelseans for over 70 years in the same location—8th Avenue just south of 23rd Street. Many moderately priced articles here and expert repair work is done the year around.

Tibbee's Dress Shoppes, Inc.

are *new* neighbors and we should all be friendly and stop in to say "hello"—no obligation to buy. But if you are in the market for something for Holiday parties (all sizes and alterations are FREE), or if you need street clothes, look over the stock at this nearby store before you battle the uptown crowds.

Will make a final attempt to bring this up-to-date by wishing you all a Merry Christmas and a Very Happy New Year.

Yours truly,
YOUR SHOP SHOOTER

Ten-Year Tenants

Names of Terrace residents to be added to the roster of those who have lived here ten years or longer, continue to come in. The latest additions are: Miss Bessie Berwick, Hiss Helen Livingston, Miss Julia V. Neill, Miss Emma T. Ryland and Mr. and Mrs. Phillip L. Schmits.

Other names of ten-year people have been printed in the NEWS in previous issues, as well as those who have been here more than ten years—charter residents, so to speak. If we've missed any, let us know.

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.

Help Wanted for 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's 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.

NEW YORK'S MOST MODERN THEATRE
RKO New 23rd
8th AVENUE AND 23rd STREET

COMING ATTRACTIONS
BETTE DAVIS
in
"NOW VOYAGER"
"ONCE UPON A HONEYMOON"
with
GINGER ROGERS CARY GRANT
BETTY GRABLE
in
"SPRINGTIME IN THE ROCKIES"
"GENTLEMAN JIM"
with
ERROL FLYNN

ASK YOUR SWITCHBOARD OPERATOR
FOR PICTURE TIME SCHEDULE

PROBLEM hands are always popular so here's one to figure out when you and your bridge playing friends get together.

Hearts are trump. South leads. North and South are to win four tricks against any defense.

London Terrace Bridge

S	H	D	C
9	A	Q	
4	J		
3	8		

S	J	10	6	5		N	S
H	9	5	4			W	E
D						S	H
C							Q
							7
							4
							7
							4
							7
							4

S	H	D	C
7	10	10	Q
		9	9
		6	

rounds of trumps, putting East in, while South discards the Club nine, (not the Spade, or East would then lead a small Diamond). If East makes the Club trick, South will then discard the Spade and Diamond from the North hand. Now South must make two Diamond tricks. If East keeps the Jack of Clubs, and leads a small Diamond, South wins, and leads the Spade to the North's safe nine. If West refuses to trump the first trick, South leads the other Club. West refusing again, North then dis-

Solution:

South leads the Queen of Clubs. If West trumps, North over-trumps and then leads two

Merry Christmas

and

Happy New Year

to all

GLADYSE GRAVES STARK

Studio Bridge

Club

Christmas

● GIFTS

Personal—Home Books, Stationery, Leather Goods, Toys and Games. Special Items for Men and Women in the Service.

● CARDS

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● WRAPPINGS

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● MAGAZINE

Subscriptions Special Holiday Offers

LONDON TERRACE BOOK SHOP

219 Ninth Ave., New York

Call us on your House Phone



128

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"On second thought, I'd better go home and give my husband a home-cooked meal. It's only a few weeks to Christmas!"

cards the Spade and then the Diamond on these two tricks allowing East to win second Club.

GLADYSE GRAVES STARK

Change in Doctors

A note from Dr. Robert E. Frick, one of our Terrace physicians, tells us that he has been called into active service from the U. S. Naval Reserve and is at present stationed at Sheepshead Bay Maritime Hospital. His associates likewise are on duty—Dr. Noel Bartone with the Army in Hawaii and Dr. Joseph Bartone with the Coast Guard.

Dr. Frick informs us that his office has been taken over by Dr. Sam Wechsler, who has been discharged from the Army because of a disability incurred in service. Dr. Wechsler's office is 1B in the 445 Building and he can be reached via the house phone or at CHelsea 3-6677.

Christmas Eve

(Continued from page 7)

in a miniature sleigh carrying a small Mr. and Mrs. Santa Claus, played by two resident children, Valorie Brussell and Douglas Tansill. "Jingle, Jingle," composed by resident Alta Vera Arnold, has become our Christmas "theme song" and will be sung again this year by the small pupils of Mme. Anna Fregosi, director of the School.

Festivities for the guest children will begin at 5:30, when they assemble in the downstairs Grille of the Restaurant, lent by Hans Jaeger, to be entertained by a holiday program. They will come into the Garden after the broadcast starts at 6 o'clock and will receive their stockings filled with fruit, candy and nuts just before we sign off the air. The presentation will be made by our traditional Santa Claus, Capt. William B. Fisher, who has been impersonating the jolly old gentleman around New York for nearly

thirty years. He will make his dramatic appearance on the roof of the 470 Building before descending to the Garden to pass out the stockings. At the end of the broadcast the children will go into the rooms of the French School to receive their more sub-

stantial gifts of toys and clothing. Great care is taken to see that each child receives something suitable and this can be done more successfully in the School than in the Garden.

Children of Terrace residents and employees will have their

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BROW

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House phone or CHelsea 3-5990

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405 Building

House Phone or CHelsea 3-8235

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"The Elite of the Deep—Palatably Served"



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Near Eighth Avenue

NEW YORK CITY
Phone CHelsea 2-8429

party on the Monday preceding Christmas in the French School. They will be entertained, will receive gifts from the management and ice cream and cake furnished by Mr. Jaeger.

In charge of the work and arrangements are the members of the resident organization, Chelsea Charities, headed by president Sheffield A. Arnold. These people, many of them veterans at planning and running the Party, started things going weeks ago and will have plenty to do even after the Party is over. The important task of selecting the children who are to attend and receive the gifts again has been handled by Mrs. Ethel Nugent, social service director for Chelsea Charities, and the members of her committee, who also are in

charge of assembling, sorting and wrapping the presents.

All Terrace residents can take a real part by the donation of money and gifts. Volunteers also are needed to help wrap and sort the packages. Elsewhere in this issue of the NEWS you will find specific suggestions as to just how you can help. Our less fortunate neighbors—many of whom are having an exceptionally hard time this year because wage earners have gone into the armed services—are looking to our generosity to furnish them with Christmas benefits which are greatly needed and will be tremendously appreciated.

The Terrace war organizations are cooperating with Chelsea Charities to help run the Party smoothly and efficiently. It is no small job to keep five hundred lively, excited children in some sort of order, and members of the London Terrace Council, A. W. V. S. and the air raid wardens have volunteered to assist in this and other tasks connected with the affair.

As usual, Wm. A. White & Sons, Managing Agent for London Terrace, have placed the facilities of their organization at the disposal of the Party. These employees, under the direction of resident manager Walter A. Lockwood, are of great help in the work connected with the staging of the Party.

All residents may come down into the Garden to witness the program, but it is suggested that Garden tenants watch from their windows, thus leaving room below for those from the outside apartments.

In addition to the much needed material benefits, our annual Christmas event is important for its contribution in keeping the spirit of mutual good will and charity alive in a world at war. Every resident should have at least a small part in helping to make it a success, something to remember as a happy indication that you can't blackout the spirit of Christmas.

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

House Telephone "LAUNDRY"

Longacre Square Garage, Inc.

The Better Garage

249 - 10TH AVENUE - - BET. 24TH AND 25TH STREETS

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