

FEB 18 '36

London Terrace News



STACK 8

FEBRUARY

1936

ELIZABETH FLYNN'S RESTAURANT

BLUE MONDAY

Why not make it a

BRIGHT MONDAY

With one of our

75¢

Yankee pot roast

full course dinners

Hot Cinnamon Buns fresh from our bakery

THURSDAY

Mid-week Frolic Night

\$1.25 Dinner

Sizzling Platter Filet Mignon

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*Hot Parker-house Rolls fresh from our
bakery*

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a day of days—solve your problems—forget
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75¢ Dinners

Individual chicken pot pies

Hot Gingerbread fresh from our bakery

FRIDAY

FISH DAY

Half Lobster Thermidor

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*Hot Cinnamon Buns fresh from our
bakery*

WEDNESDAY

Maid's day off

75¢

spend it with us

Corned Beef and Cabbage

Hot Sally Lun fresh from our bakery

SATURDAY

Your week-end night

DINE and DANCE

Dinner 75¢, \$1.00 and \$1.25

*You don't have to be a lawyer to attend
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SUNDAY

A DAY OF REST

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LONDON TERRACE
NEWS SERVICE
INCORPORATED

LONDON TERRACE
BOOK SHOP

219 Ninth Ave., New York

Bridge Club

A glance backward at the inaugural year of the Bridge Club, presided over by Mrs. Stark, reveals that Terrace players took to the Club with all the enthusiasm of a bride for her first successful batch of biscuits. The Penthouse Club has been the scene of many a friendly tilt, as well as some important tournaments which attracted city-wide interest. Two residents teamed up with a pair of their guests to cop an open tournament which boasted a number of the smoothest bridge handers in the metropolitan area as contestants.

In addition there was a pair championship for residents only and an informal host and guest tournament, each pair being made up of a resident and a guest.

The tournaments are perhaps the flashiest of the Club's activities, but its success is due in large part to the steady patronage of members who find in it stimulation and companionship amidst pleasant surroundings. A bout with an adding machine and a Burroughs lightning calculator results, as might be expected in some figures. According to them, 273 different residents and 416 non-residents, most of the latter guests of residents, parked their feet under the bridge tables one or more times during last year.

The majority were experienced players, but there was also a good-sized group, members of which, under the tutelage of Mrs. Stark, graduated rapidly from the eager novice status to the capable addict class.

A new beginners' class is being formed, members of which are all agog to surpass the record set by their predecessors in adaptability and progress.

Bigger and better grand slams is the watchword for this year.

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For All

Occasions

HOUSE PLANTS
and POTTERY

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BAKE SHOP

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SHIRTS, DRESS SHIRTS, COLLARS
and SILKS

No Extra Charge

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HOUSE 'PHONE

London Terrace
Laundry

Bldg. 425

London Terrace

FEBRUARY 1936

VOLUME III

NUMBER 2

Prize Winner

The film, "London Terrace," which residents enjoyed so much last year, has gathered itself a nice clump of acclaim from the outside. *Movie Makers*, the Bible of the Amateur Cinema League Inc. and authority on independent film making, selected it as one of the Ten Best Non Theatrical Films produced in 1935. This annual survey and award by *Movie Makers* is exhaustive in scope, taking in the best representative output from all over the world. It is gratifying to know that the Terrace film is given an honored place in such high-class company.

The picture, as you probably know, was made under the supervision and direction of Mr. T. W. Willard. Following are a few cullings from *Movie Makers'* comment:

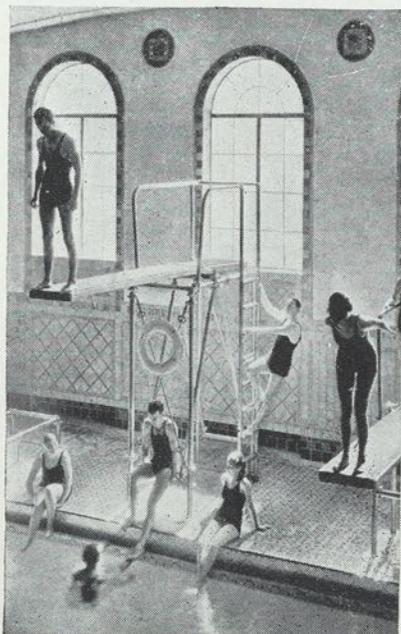
"A very competently handled film. . . . The interiors were even better handled than in Mr. Willard's Honorable Mention winner for 1934. . . . The film has an air of complete confidence in presentation. . . . The film succeeds in entertaining an audience, and holding its attention consistently. Excellent, straightforward photography of many rather difficult sets was featured throughout the entire reel . . ."

Take a bow, Mr. Willard! And we might have the temerity to suggest that the possibilities of the subject matter may have had something to do with the success of the film.

To Music

Miss Westendarp's ballroom dancing classes have established themselves as one of the happiest of the Terrace activities. Foot-shakers report that the sessions are carried on in a high spirit of fun, informality and pleasurable dissemination of knowledge. This does not mean that the books are closed on prospective joiners. Miss Westendarp's system does not impose any penalty on those who didn't start from scratch. There is plenty of room in the Recreation Club, so why not obey that impulse?

The classes are held Tuesday and Friday evenings at 8:30. Any sort of an arrangement may be made; for single lessons, a series. You can come alone, in pairs or in groups.



Men in White

The prematurely aged codger with thick glasses and chin whiskers who used to lurk in the dim recesses of the old pharmacist's shop probably would feel as out of place in a modern drug store as Cleopatra and Mark Antony in a penthouse love nest. Purists and conservatives have complained that a spot where you can buy anything from a rubber doll for baby's bath to a briar pipe should not be entrusted with the delicate business of making up prescriptions.

The White Prescription Department of the Terrace Whelan establishment is enough to make these reactionaries go out and eat their words embedded in six yards of carbon paper. Neatly ensconced in a glass enclosure at the back of the Store away from the bustle of the trade counters, a number of pharmacists starched out in immaculate white deftly go about the business of translating the medicinal lore of the ages into pellets, liquids and powders.

And don't think the Prescription Department is a vaudeville act designed to give tone to the Store. Those boys know their stuff. Doctors are not inclined to be lax where prescriptions are concerned. They mean too much to their professional reputation. It is a tribute to Whelan prescriptions that a number of Terrace and neighborhood doctors now write their prescriptions exclusively on the White Department, a bow to prestige.

PENTHOUSE BRIDGE CLUB

A new class for beginners of Contract Bridge is now being formed. Kindly Register at PENTHOUSE CLUB 470 Bldg.—Apt. 5F.

or
any time after 12 o'clock noon
Fee 50c per Session

There will be a Matinee Duplicate
Lincoln's Birthday, Feb. 12th

also
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Feb. 22nd

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Thursday evenings..... 8:15
Saturday afternoons.... 2:15

INSTRUCTION
Friday evenings..... 8:15

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THE LONDON TERRACE NEWS

Published monthly for residents of London Terrace. Address all communications to the Editor, Manager's Office, 435 West 23rd Street, New York City.

All Things—

The Renting Office probably could author a best seller entitled, "Human Nature as We See It" if it didn't, like the priest and the lawyer, hold its confidences inviolate. Through the Office passes a stream of prospective tenants to whom the selection of a home entails many casual as well as intimate considerations. These considerations must be weighed in the balance of what the Terrace has to offer. In most cases the largest apartment house in the world has no trouble in selecting the right home for the right person or persons.

There are, of course, occasional exceptions. A family may be so large that even our roomiest apartment could not accommodate it. Someone may be in town temporarily and desire a short lease, a concession that is not allowable. Occasionally a prospective tenant, lured by a desire to

live here, comes, hoping against hope, that there will be some sort of accommodations to fit his curtailed rent budget, and is forced to go out again, disappointed.

But the people who live here offer just as interesting contrasts as the ones who enter the Renting Office only to depart. Their needs are many and varied, but the Terrace suits them all. Without betraying any confidences, a glance through recent rental files reveals the following, chosen at random:

A bride and groom, who picked for their first home together a cozy one-roomer.

A couple, both busily engaged in professions, to whom the variety and quality of the service was an irresistible magnet.

A young woman with independent means who chose London Terrace in preference to an up-state town.

A widow and adult son, both in business, who enjoy the combination of a real home atmosphere and hotel service.

A bachelor business executive; shrewd appraiser of values who decided London Terrace gave him his money's worth.

Like the Greenwich Village and Paris of old, the Terrace would seem to be all things to all men—and women.

WATER BABES GAMBOL

Sea sprites slither through Terrace Pool as crowd roars approval of fast contests

A CHEERING crowd of 200 spectators goggled some of the city's crack water cavorters in another A. A. U. meet held in the Pool the night of January 29. The Terrace Club sewed up one of the events tighter than the strings on a Scotchman's purse when its members ploughed under the first three places in the 100-yard free style handicap. The evening had everything: speed, suspense, form and upset.

Miss Toni Redfern, sixteen year old comer of the Shelton Dolphinetts, provided the upset in the 100-yard free style sprint for women. This lass, who dropped into her first competitive water lane only a few weeks ago, took for a motor-boat ride none other than the formidable Miss Mavis Freeman, of the Women's S. A., national junior 100-meter champion. It was a rousing finish, with Toni gaining the nod by the length of one wet turned-up nose.

Walter Spence, of the New York A. C., combed through in beautiful fashion to hang onto his 220-yard free style metropolitan A. A. U. championship. John Vergechik, of the Boys Club, metropolitan junior 440-yard champion, was taking three yards of Spence's wake at the finish line. Walter Medville of the Dragon Club pulled up third. Winning time: 2:18.6.

The fancy diving event for women called forth a surging monotone of oohs and ahs from the spectators that sounded like the mob scenes in "A Tale of Two Cities." Miss Janice Lifson silhouetted from the ten-foot springboard in a series of eye-filling maneuvers which plopped up 76.53 points for her against the 64.80 that her Women's S. A.

clubmate, Miss Elizabeth Harrison, garnered for herself. Miss Pepina Rosaire, of the Dragon Club, fountained for 58.43 points and third place. For their routines the contestants were assigned the Olympic list of dives and the result was an event which didn't leave a dry eye in the house.

A neat variation in the program was the 100-yard back stroke handicap, with the palm awarded to Sidney Weinberg. Carmine Orsini seconded, just fronting John Straton.

The beers were on Coach Nill of the Terrace Club when his boys churned through to win, place and show in the 100-yard free style. Kenneth Lang, Robert Schein and Arthur Potter kicked all competitors in the chins to finish in that order. Nill has been going around lately sticking out his chest and gurgling to himself, but wouldn't crack as to what was tickling him. The results of this race split the secret wide open.

Nill is not much of a talker. He prefers to throw his boys into the water, tell them to go to town, then sit back and watch them do their stuff. He had plenty to watch this time.

William Carter, managing di-

rector of the Terrace Club, is the gentleman who bore up under the many responsibilities involved in shaping up the Club and planning and managing the meet. In an exclusive interview with the News, Mr. Carter said: "The Terrace Club is a great Club. The meet was a great meet. Pardon me please, while I go home and get a great sleep."



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Lady-At-Leisure

THE password down on "Main Street" these last few weeks has been "Isn't it nice to live in London Terrace on a day like this?" Of course many added that it is nice to live in London Terrace at any time!!

But you take a day like Sunday, January 18th—or would you rather not take a day like that? You may recall that there was considerable snow, mixed with much hail, a rather nasty wind, all of which makes pretty unpleasant atmosphere in any language. Not many ventured forth unless they had to that day. Yet you did want a newspaper and it was quite a perfect day for a good detective story or romantic love tale, if

such is ever your fancy. Hence house phone—Book Store—Book—davenport. Many, I am told, took advantage of the Pool for relaxation and the question of food was solved either by Elizabeth Flynn or the good old Royal Scarlet.

Speaking further of edibles, the "ready to eat" department at the Food Store is getting bigger and better each day and that brand known as "Bird's Eye Frozen Food" is my pet rave. If you haven't had the thrill of strawberries or blueberry pie in January, to say nothing of green peas and corn like you had in the country this summer, you've missed a great deal, to my way of thinking.

I also feel that it is time for everyone to get acquainted with two very nice young ladies—recent arrivals among our concessionaires. One is Miss Monroe in the London Terrace Laundry and she will go to no end of trouble to adjust any difficulty or suggest the kind of laundry service best suited to your needs. The other is in Whelan's and her name is Miss Gibney. She will recommend what she thinks best for you in the way of creams and powders, or if you know Elizabeth Arden's or Helena Rubinstein's is what you want, she will just as gladly wrap those up for you.

A very simple and healthful recipe which I have served on many occasions with some success concerns apricots. For those who still like that fruit even though they know it's good for them I offer the following: Stew apricots, well flavored with sugar (I hesitate to say just how much as some like this type of thing very sweet while others prefer more tartness)—so sugar "to taste." Cook until the fruit is quite "mushy." Chill in the ice box and serve in sponge cake shells or on slices of sponge cake, topped with whipped cream.

Did you know that fruit cup can be greatly improved by two things—brown sugar and whiskey—do I hear someone say that the

latter would improve most anything? I like to combine pineapple—fresh preferably, of course—grapefruit, orange, grapes, apple and banana. Again the amount of sugar used is a matter of choice as is the other ingredient.

Again "Diamond Points" comes to the rescue with the humorous touch. The tourist rushed into the country store. "I wana quart of oil, some gas, a couple of spark plugs, a timer, a five-gallon kerosene can, and four pie tins."

"All right," replied the enterprising clerk, "and you kin assemble 'er in the back room if you wanto."

Mary had a little lamb
That old joke makes us laugh
For all we care about today
Is Mary's pretty calf.

The manager of a well-known touring company wired to the proprietor of a theatre in a small town where his company was to appear:

"Would like to hold rehearsal at your theater tomorrow afternoon at three o'clock. Have your stage carpenter, property man, chief electrician and all stage hands present promptly at that hour."

Three hours later he received the following reply: "All right. He will be there."

Clever gadgets have escaped these old eyes of mine this month but I promise to get about hither and yon from now on and report all findings to you and you and you.

Thanks for reading !!

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HOUSEHOLD ANTIQUES CHERISHED

Many residents, possessors of family heirlooms, find Terrace service invaluable in keeping furniture in excellent condition

ENSCONCED against appropriate backgrounds in many London Terrace apartments are to be found evidences that the cult of Lares and Penates is still cultivated with zestful affection. The Terrace, combining as it does the most modern conveniences with an atmosphere of the gracious past, attracts residents who, while keen for the enjoyments of up-to-date living, like to retain certain sentimental or aesthetic links with their picturesque forbears.

Out of last-century parlors, kitchens and bedrooms have been transplanted articles which would make a collector's heart thump with envy. Bits of great-grandmother's china or glass, great-great-aunt Rebecca's spinning wheel, a frontier ancestor's musket, the old clock that has beat out the time for generation after generation, a fretted mahogany and gilt mirror from old Nantucket with its complementary candle stand; chairs, bedsteads, quilts, bookcases of early American origin; all these typify the sort of thing Terrace apartments have gathered to themselves. The owners keep them, not for their monetary value, which is considerable, but because they like to have them around. They fit a surrounding, create a mood, sustain a memory.

In the Furniture Refinishing Shop at the present time there is evidence that some of these treasures, sturdily built and scientifically designed as they are, cannot bear up indefinitely against the buffetings of time. In process of restoration in the Shop is a Hitchcock chair. The ravages of long usage are being obliterated under the deft hands of the craftsmen there,

so that the chair is emerging as an exact replica of the original model as it came from the Hitchcock factory.

In order to demonstrate what is being accomplished, the chair is on exhibition with exactly half of it refinished and the other half left as it was when it came in the Shop. The refinishers pride themselves that even Mr. Hitchcock himself would not hesitate to place his prized label on the made-over chair.

They are backed up by the men in the Carpenter and Upholstery Shops, who do their parts in the restoration processes with equal skill. All these workers regard a piece of furniture to be restored

or repaired as a challenge to their ingenuity, sympathy and craftsmanship. The result is that residents may leave heirlooms in their hands with full confidence that the job to be done, whether simple or complicated, will receive careful, expert treatment.

The Hitchcock line of chairs came into being under the guiding genius of Lambert Hitchcock, who founded a town and a workshop at the same time; the year 1821. The name of the town was Hitchcockville, Connecticut, changed 45 years later to River-ton. The Hitchcock chair utilized various features of a number of provincial types of painted furniture which came into vogue during the latter part of the eighteenth century, added touches of its own, and came to be regarded as the outstanding example of its class. All these lines drew some inspiration from Sheraton and Adam but the Americans adapted and revitalized their ideas to fit the tastes to which they catered.

For Hitchcock construction, the forests of Connecticut were found



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and
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WAt. 9-7163

to abound in enduring materials: birch and maple being the most popular. The decoration was conventionalized. The most favored was a motif of a basket of plums, drooping leaves and flowers applied in dull colors over a stencil with the highlights picked out in gold. For this latter operation, the feminine touch was employed. Women decorators worked carefully; delicately applying with their fingers the dry gold or bronze powder.

Hitchcock at first sent his chairs to Charleston, South Carolina, to be assembled, but in 1826 erected his own factory. From then until 1829 the best examples of his work were turned out. In 1829 he assigned his assembling to Arba Alford and in 1843 the whole business passed into the hands of Alford and Josiah Sage.

Ten years later the manufacture of chairs was discontinued. During this last phase many types were introduced which, while stemming from the Hitchcock influence, show marked variations

in detail. The period also partially accounts for the scarcity of "signed" Hitchcock styles, because under Alford and Company no labels were used.

The subject of antiques to be found in the apartments of London Terrace has led to the creation of the post of an Inquisitive Collector. Any news of rare or historical pieces or collections possessed by residents, or for that matter, any general information concerning antiques which you think might be of interest to other readers, the Inquisitive Collector will be glad to receive and pass on to the editors.

We feel that an exchange of this sort should be of real interest. However, as usual with such proposals, it is up to the residents at large.

A phone call or visit to the editor or to the Penthouse Club will put you in touch with the Inquisitive Collector, who is a collector of facts only and will not attempt to pry your prizes away from you with buckets of gold.

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BOOK NOOK

THOSE jittery people you see scuttling in and out of the Book Store these days are not being pursued by guilty consciences or anything like that. They merely are whipping themselves into a frenzy trying to keep on top of all the new literature that has sprouted out lately.

"Sawdust Caesar," concerning the career of one Benito Mussolini, is authored by George Seldes, who thinks the principal character of the book is very kindly treated by the title. According to Seldes, there are much more ruthless, vicious sides to Il Duce than the character of a sawdust man would imply. He writes in brisk, factual style, letting the sweep and clash of events and personalities carry his story. Admirers of Benito no doubt will denounce Seldes' viewpoint, but they cannot deny that his book is a fascinating if controversial insight into a timely subject.

Two popular veterans of the typewriters are in there battling them out this month; Booth Tarkington and P. G. Wodehouse. Tarkington, who has a smooth talent for keeping his stuff in the garb of the times, is responsible for "The Lorenzo Bunch." It is typical of the author that the elm-shaded houses of his former works have now given way to a modern apartment house. The characters, also, have taken on current characteristics, but retain the essentially human Tarkington touch. "The Luck of the Bodkins" is Wodehouse's new one and that statement of fact is enough for the Englishman's myriad fans.

The popular blood-curdlers this month are "The Corpse in the Crimson Slippers," by R. A. J. Walling, and "Floating Peril," rising from the inexhaustible ardor of E. Phillips Oppenheim. Either one is a guaranteed preventive of feet-sleeping.

The Book Store did a nice business in Valentines this year. There is plenty of call still for the good old lace-bedecked messengers of devotion.

Aid for Needy

The Christmas spirit goes marching on. In connection with the Christmas party, it was discovered that much required assistance could be rendered needy families in the neighborhood. The Christmas donations were greatly appreciated, but they do not, of course, take care of the rest of the year. About twenty families were selected as being the most deserving as well as the most in need of help. A definite plan of "adoption" for these families is now being worked out to last throughout the year.

To this end, a committee is being formed and will hold a meeting in the Penthouse Club on Thursday afternoon, February 27, at 3:30 o'clock. The meeting, at which tea will be served, will be open to any resident desirous of assisting in this work. Arrangements are being conducted under the supervision of Mrs. Nugent, who would like anyone interested

to get in touch with her either by house phone or letter, so she will know how many to count on for tea.

One of the main activities of this tenant group will be to collect cast-off clothing from London Terrace residents. An efficient card system has been set up for each family, listing sizes of the parents and ages of the children so that an intelligent distribution of the right clothing to the right people can be easily arranged.

Dr. John L. Elliott, Terrace resident, well known as the founder of Hudson Guild and Leader of the Society for Ethical Culture, has agreed to lend his experience and counsel to the undertaking. He will be present at the tea to give a talk and discuss proceedings. His long experience and background are a guarantee that the afternoon will be highly interesting and informative, as well as giving impetus to a worthy cause.

London Terrace Management

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Mid-winter in New York is an indoor season. The out-of-doors world, with its treacherous footing and uncertain weather, is something urbanites avoid rather than relish. There are the winter sports of course, but they require an outlay of time and energy beyond the average busy New Yorker's capacity except for an occasional fling. The home apartment, with its books, piano, bridge table, radio, takes on the quality of a spot for pleasant hibernation.

This means that in London Terrace, 4000 persons of varied tastes, habits and personalities spend a good portion of their winter time engaged in sedentary activities separated only by walls and floors. They are good walls and floors, but as in all modern fireproof construction, they are not entirely soundproof. As a result, no one may live in complete seclusion. Good-will thus becomes one of the absolute necessities of successful modern living. We must live in as complete harmony as possible with our neighbors in order to retain peace of mind.

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BY APPOINTMENT
Chelsea 3-4365

Consideration for others is a quality not hard to practice if we receive reciprocity. No one can object to piano playing, radio music, a gay party. These are inalienable rights, but if carried to extremes, they infringe upon the rights of others.

It might be well to remember that the mastery of a Bach fugue probably can be accomplished more easily if a respite from the keyboard were taken now and then. A United States Marine Band radio concert is all right, but some people have the knack of finding band concerts somewhere on the dial at every hour of the day or evening. How about relaxing with a little quieter music once in a while? The gayest party in the world should know when it has ceased to be gay and merely has become raucous.

London Terrace offers many superior attractions to residents. Reciprocal consideration on the parts of tenants will allow us to enjoy those attractions to the utmost.

A word to the wise is said to be sufficient. We must be wise or we would not live here. So—?

Movie

Residents are to be treated to a movie the evening of February 17. The picture is "Me and Marlborough," a Gaumont British production, never before shown in this country. Headlining the cast are the popular comedienne, Miss Cicely Courtneidge, known here for her work in "The Perfect Gentleman," and Tom Walls, who is much thought of in English theatrical circles. Admission will be free, but tickets will be issued which can be obtained at the cashier's office in the administration office, 435 building. The time is 8:30 P. M. and the place the Penthouse Club.

Mrs. Richard Dudensing, of Travel Associates, Inc., is sponsoring the Terrace showing of the film. She plans to follow it weekly with other pictures, which will, naturally, include a number of travel features.

"Me and Marlborough" is shown on a screen slightly smaller than those used in picture theatres. It carries complete sound equipment, however, and was released in England as a regular commercial production.

The story is a comedy-drama laid in the turbulent European times of 200 years ago when England and France were at each other's throats in one of their perennial wars. Miss Courtneidge brings her talent to bear in a role which combines melodrama with rowdy comedy.

Aid to Beauty

Albert, in case you don't know, is one of the smooth practitioners of the art of hair culture to be found in the Beauty Salon.

Albert quickly disclaims any special importance which might attach to his position. He is just one of the operators, he says, but don't let him spoof you.

One suspects that Albert had much to do with the recent special oil treatment the Salon evolved to correct ills stemming from constant winter subjection to steam-heated offices and apartments. This takes something out of the hair, and things have to be done about it. Ask Albert.

A look around the Salon, a word or two with the patrons reveals the friendly confidence instilled by Albert and his associates.

Survey

The Management, ever avid to appease its vanity by learning how and why tenants selected London Terrace as a home, recently sent out letters asking this information. The replies have been large, interesting and gratifying. A few of the recipients, however, evidently thinking that the reasons for living here are obvious, have neglected to answer.

This information, in order to paint a true picture, must cover the territory completely, so it would be appreciated if the delinquents would ante up.

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