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London Terrace News



FEBRUARY

1939

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RAGE NEWS

A RELIABLE
GARAGE



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thousands of prescriptions, accurately, promptly. Every pre-
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●
SOME WITH WOOD BURNING FIREPLACES
MANY WITH CROSS VENTILATION

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FREE PRIVILEGES OF SWIMMING POOL, ACRE OF GARDEN, MARINE SUN-
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RENTING OFFICE
435 WEST 23rd STREET

●
WM. A. WHITE & SONS
Est. 1868

51 EAST 42nd STREET

NEW YORK CITY

Renting and Managing Agents

The NEWS of

London Terrace

FEBRUARY, 1939

VOLUME VII

NUMBER 2

Whish

For those hardy enthusiasts who like to set their teeth into the wind and their feet on ice, here is news. Less than a mile north at 40th Street and over by the river at 12th Avenue is as picturesque an ice arena as you've seen since your childhood days back in Michigan.

It's open to the public and you can cut figure eights to your heart's content for the small fee of twenty-five cents. Mrs. Walter Thomson (450, 9B), who is our informant, will be glad to furnish more details if you wish them.

C.O.D.

A word of counsel about C.O.D. packages. The Package Room will be glad to accept C.O.D. packages for residents. *But*—circumstances make it necessary for them to be notified of the expected arrival of the packages and to be given the money to pay for them in advance.

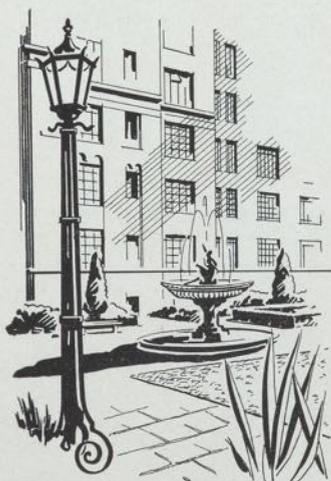
In times past there have been instances of a slick little racket practiced with fake packages by unscrupulous outsiders, leaving the Package Rooms boys holding the bag. For their protection, the management has forbidden the Package Room employees or

the cashier to pay for packages unless they have been given the money by the tenant to do so.

Your cooperation will be appreciated.

Humor File

Your nose reporter almost got his proboscis in a sling recently because of his unremitting search for news. He had heard a rumor that the form applications filled out by prospective tenants often bore interesting remarks and answers, so he went snooping around down in the Renting Office files to see what he could turn up. He turned up a lot of indignation on the part of the workers there who told him the files were confidential and to go home and mind somebody else's business.



Being a fertile-minded fellow he replied that unless they gave him some material he would go home and make up a story and how would they like that? This threat bombshelled them into action and Miss Forester said she had a little item which might be used without repercussions. One of the applications, she said, contained the two following answers:

In reply to the question concerning ownership of pets this applicant replied, "Had a mouse but he disappeared." In reply to musical instruments the answer read, "Not even a harmonica."

The reporter thought he could have done much better by making up a couple of his own, but he had only himself to blame, so he stuck by his agreement and saved his imagination for larger game.

Girl Scouts

The Girl Scouts of America need volunteer leaders. The heads believe that in London Terrace there are women who would fit in well with this sort of work. If you feel that Girl Scout leader work will help to round out your scheme of living, please get in touch at their Manhattan headquarters, 670 Lexington Avenue.

The winter and spring training courses for prospective leaders are now starting.

Spring?

The Tenth Avenue cowboys, who by law ride in front of each passing train, seem to provide intense interest for New Yorkers. The latest inspiration from their



activities has turned up in the form of a poem and a drawing from one of our residents. We reprint them here as another record for future generations to peruse when the cowboys will have disappeared from the Chelsea scene.

*Proudly down 10th Avenue
The "franchise" cowboy rides;
Before a clanging horse of iron
His real horse nimbly strides;
In rosy arc the lantern swings
To warn all others passing.
So from a lawyer's musty files
Some curious customs, lasting.*

LOOKING AT US

IT'S always interesting to note "outside" reactions to activities here at the Terrace and we were pleased to read a long paragraph of comment by Edgar Gibbs on our Christmas Party. In his "This Fair World" syndicated newspaper column of December 30, 1938, Mr. Gibbs goes on the record in part as follows:

"You know, that fear of giving free advertising to a commercial project can be carried to extremes. I have in mind the Christmas Carols sung every year in the Gardens of London Terrace, New York's largest

Number Please

Everyone living in our city within a city knows that there is no direct outside telephone connection through our switchboard to apartment telephones. However, many friends of residents, particularly those from out of town, do not know this. They call London Terrace, CHelsea 3-7000 and expect to be connected through the switchboard to the people they wish to speak to.

An easy way to smooth the path for these outside telephone conversations is for our operators to furnish the caller with the telephone number desired. For obvious reasons our operators are not allowed to do this without specific permission from residents with telephones.

If you wish this service to be supplied all you have to do is to notify the switchboard operator. She will place your telephone number opposite your name on her directory rack. Then when someone calls in asking for you, the operator will supply the proper number to be called.

It's a simple little practice, but it gives you the advantage of a private telephone along with what amounts to switchboard service at the same time.

apartment house project. Because it is a private company it was practically ignored by the newspapers and radio commentators. Yet there is nothing so inspiring, so 'Christmasy' as the sight staged on the spot where the author of 'The Night Before Christmas' lived for so many years. . . ."

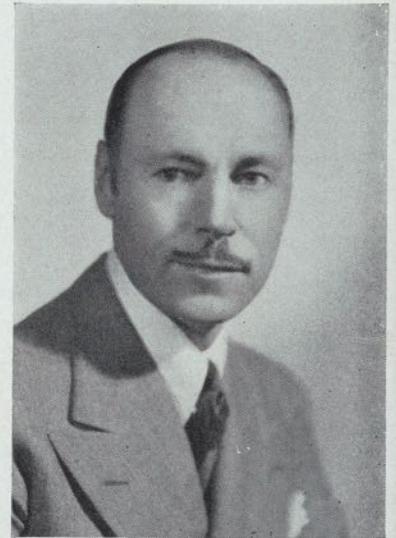
Thanks, Mr. Gibbs, for your friendly interest. Naturally, the essential spirit of the Christmas Party does not depend upon, nor ask for publicity. It is enough that it unites residents in a friendly celebration and spreads cheer and benefits to less for-

unate neighbors. Yet it has always seemed a little unfair that an event which so typifies the whole expression of Christmas should be brushed aside by editorial opinion as tinged with commercialism.

Perhaps in time more editors and writers will come round to Mr. Gibbs' viewpoint. Meantime it is reassuring to know that no lack of publicly printed attention will in any way affect the true charm of our yearly contribution to the happiest season.

Appearance

Mr. Sigurd Nilssen, well-known singer and a resident here for some years, will burst forth into song at Town Hall Saturday afternoon, February 25th at 3 o'clock. The recital is being managed by the N. B. C. Artists' Service Bureau. Basso Nilssen falls in the category of patriotic



Sigurd Nilssen

residents, having assisted at various functions including the Christmas Party of 1937 and the Bobbies' Ball last spring. A good coterie of fellow-residents will be on hand the 25th to cheer the local boy in his rise to further fame.

Tickets are available at Town Hall.



Murray Collens

HEIGH HO WE PUSH THE SNOW

SOMEbody aptly titled the accompanying photo "Snow White and the Seven Bobbies." Certainly the theme song of the Londonesque guardians of our portals could well be "Heigh ho, heigh ho, to work we go," sung with as much cheerful vigor as was ever put into it by the famous dwarfs.

The duties of the Bobbies though, are much more varied and require a more skillful blending of tact, patience, appearance, ability and willingness than are accredited even to Snow White's gifted companions.

Around the Terrace we are apt to take the Bobbies for granted. That's more or less as it should be, but in taking them for granted, we don't want to lose all appreciation for the many tasks and services they perform.

In the first place, the Bobbies do a very great deal to set the tone and atmosphere of our home. There is a direct connection between the words "London" and "Bobby." The uniformed figures of the Bobbies are usually the first things that attract the attention of guests and set us apart from the ordinary apartment house.

But a Bobby must be more than a decoration. He must see that the rules of the establishment concerning callers and deliveries are enforced, but he must

do it with tact and courtesy. He must be something of a psychologist, something of a diplomat. He must have a good memory,

BIG POOL NIGHT THIS MONTH

JUST as we went to press a panting courier burst in with news of rumors of big doings which would lash the waters of the Pool into a frenzy some time around Washington's Birthday. The Spence brothers, famed water champs, who have been centering

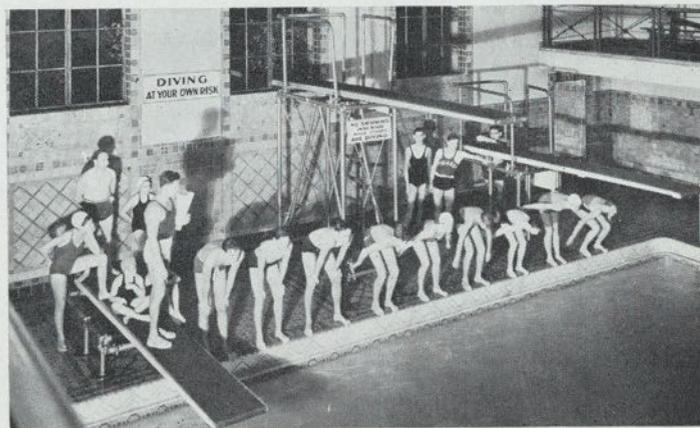
not only for faces, but for the whims and requirements of his tenants. If Mrs. X wants to be by herself in the afternoons and Mrs. Z never wants to be disturbed before noon, it's too bad for the Bobby if he gets them mixed up.

Then he must rise to emergencies. He must be willing and able to grab hold of a shovel and put his back into his work as evidenced by the accompanying photo, but he'd better not let his pants get uncreased or his gloves soiled while he's doing it.

Taking it all in all, the dwarfs had pretty much of a snap as compared to the Bobbies, but they don't do much grousing about it. You won't find a long face in two blocksful.

did find out that the brothers certainly have something up the sleeves of their sleeveless bathing costumes for the latter part of the month, preferably during the holiday week.

As soon as plans are definitely formulated, announcements will



Spence class works out in Terrace Pool

their activities around our Pool for a long time now, were reported in a dither of activity preparing a bang-up water meet and entertainment dotted with big names of the sporting world.

We didn't have time to check the rumors thoroughly, but we

be made via lobby or elevator cards or mail box notices. Watch for them and don't miss the big night when it arrives. If it comes anywhere near advance predictions, it will be one of the high spots of 1939 in the way of swimming and sports.

THANKS FOR THE BASKETS

FORTY Christmas baskets, made possible by Christmas Party donations, were distributed to neighborhood families through our Chelsea Charities. Some idea of what the baskets meant to the recipients may be gleaned from the following "thank you" letters, a few of the many received after the baskets had been distributed.

*To the Xmas Tree Committee
c/o London Terrace*

We would like to express by letter our deep appreciation of the kindness of your committee in inviting our three children to your Xmas Tree party and for the box of groceries. The groceries were a wonderful present to receive and our deep thanks go to all the members of the committee and everybody concerned.

Yours very sincerely,

J. and M. M.

My dear Mrs. Nugent:

We do not know how to thank you for that lovely load of groceries sent to us from London Terrace. But we want you to know we thank you from the bottom of our hearts and we will say a prayer for you and those who have made it possible.

Wishing you a very Happy New Year. We remain,

Mr. and Mrs. J. D.

*Chelsea Charities
London Terrace*

I am writing to let you know how thankful I am for the groceries which was sent to me. My husband had been out of work for two weeks and just went back to his job which put us in an offel debt with all our expence and with the help of the groceries put my mind at ease. Thank you so much.

Mrs. Z.

Dear Mrs. Nugent:

I am more than grateful for the kind thought of me in send-

ing me the basket of groceries. I hope these few words in my humble way will express all the gratitude I can give to you and to the good people who make it possible for such good deeds to be done for people like myself. Once more I want to thank you for your kindness to me and my family both in the past and present. All I can say is God bless you. Kindly excuse paper.

Sincerely,

Mrs. M.

Dear Mrs. Nugent:

Just a line to let you know I received the groceries. I want to thank you for your kindness. It's a big help to me as there are seven in my family and our income is very small.

Sincerely yours,

Mrs. C. R.

Phone Booths

A number of strategically-located public phone booths are scattered around our premises. For the benefit of residents who may have use for them, we print herewith the list of their locations by Buildings:

- 405
- Whelan's Drug Store
- Book Shop
- 410
- Lobby
- 435
- Downstairs "Main Street" corridor
- 465
- Downstairs "Main Street" corridor
- 470
- Swimming Pool Office
- Penthouse Club

Note to date-seekers: You have to furnish your own numbers.



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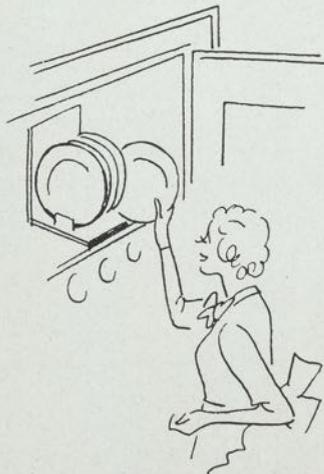
"The manager had me transferred to this department for my two weeks vacation!"

Lady at Leisure



NO less an authority than Marie Beyon Ray (who is to be a guest speaker at one of our "Monday Nights in the Penthouse Club" in the near future) has some very interesting things to say on the subject of "Fatigue." "It is not the work we do but the emotional factors operating while we work that causes fatigue," says Miss Ray. And I agree heartily with Miss Ray but would like to add my two cents and say that I think that we put just as much effort into what we *don't* do—just thinking about what has to be done is likely to wear you down and unfit you for what has to be done, fatigue or no fatigue!

I am in favor of a plan to eliminate lost motion in the brain cells and more motion where it ought to be—in actually doing the thing at hand instead of just thinking about it. I wish I were smart enough to figure out a budget for saving time—plenty of people can tell you how to save money. Most of us have



L. at L. reminds you that this handy, space-saving plate rack is on sale at Mr. Martin's Book Shop

little envelopes in which we place so much money for living expenses in the "rent envelope," a certain amount is set aside for groceries, clothes, amusements and incidentals. Why not mental envelopes for your *time*, allotting so much time for thinking about your job, clothes, amusements, not forgetting to tuck away a little extra thought for the unexpected that may require some of your valuable time. Most people consider their time valuable and yet they are always talking about killing it—doesn't make sense. Most of us spend eight hours a day at business. All right, break that down into so much time for making phone calls, writing or dictating letters and thinking up new ideas pertaining to your job. Naturally your type of work would alter this time division. Next decide how much time you should spend thinking about next season's wardrobe. The same would go for amusements—how many plays and movies have you time to see, which books do you think are most worth "spending" your time on? Of course your time budget and your money budget have to work hand in hand. It's a good idea if it works! Try it and let me know.

Ever so often Uniformed Service gets a call from a tenant who has bedroom windows on the garden, requesting that the lights in the apartment opposite be dimmed or the Venetian blinds lowered. As we all know, living-room, as well as bedroom windows, face our lovely garden. Try to remember this the next time you burn the midnight oil if you keep your oil near your Garden window.

And while I'm making subtle remarks about being good neighbors, it seems in order to re-print a letter sent in by a resident of the Terrace and published in the NEWS May, 1936. In fact this time it inspired our staff artist to draw a picture!

To the London Terrace NEWS:

Mrs. Flora Bove is justly proud of her dustless apartment. All her friends give her their compliments and many a man wishes he had such a wife. But she modestly refuses all these praises. In her memory lingers the sight of perfect cleanliness which is so hard to keep where hundreds of thousands of cars and chimneys throw dust in the atmosphere. "At home" in



Clearton, her mother did not allow a grain of dust in the house. On sunny days carpets and rugs were taken to the big back yard and beaten according to the best tradition of home-keeping.

Her husband's job brought Mrs. Flora Bove to New York and she tries to realize her dream. There is a big yard way down under her window. Willingly she would run down and use the beautiful green lawn to beat her carpets. But it does not seem to be done. So she shakes her carpets from her windows.

Maybe Mrs. B. Low has had
(Continued on page 17)

GENTLEMEN OF 24TH STREET

WITH a burst of editorial prodigality your rambling interviewer put the buzz on two Terrace residents this month instead of the conventional one. In addition to their tenancy, they have other things in common. Both answer their friends to the name of George and the last names of both begin with the letter "P." From there on out their paths diverge. One is professionally connected with the radio industry under the department of entertainment. The other is a graduate mechanical engineer and the head of a railway supplies and material business. He has a very interesting hobby about which we propose to tell you.

Let's look at the radio fellow first.

George Perrine is his name and he tells people about New York over the radio. He tells it to them over WABC at 8:45 in the morning every Monday, Wednesday and Friday. His program is called "This New York Town." It doesn't have much to do with the usually-publicized New York; Wall Street, Broadway and the tall buildings. Perrine gets down to earth. He tells about the little old lady he saw on the subway, or the way Fifth Avenue looks at six o'clock in the morning, or about an employment agency for butlers.

It's all good human interest stuff that inspires a farmer's wife down in Georgia to take her hands out of the dish water and sit down and write him about what a thrill she got out of the broadcast.

Perrine digs for his stuff, too. He doesn't sit back in an office and re-hash a lot of publicity puffs. He actually legs the town. He'll start out in the morning or afternoon or evening. He'll take a long walk or ride on a bus or dive into the subway. He'll keep

his eyes and his ears open, then he'll come back and write about what he saw and heard. A week or so later he'll tell about it on the radio. It requires about 6,000 words a week, which he raps out on an old 1922 portable with one finger. He loves that portable, wouldn't use anything newer for the world.

He looks a little like Tom Dewey and he used to be a professor. He specialized in medieval French. As an employee of the French Ministry of Public Instruction, he taught English for a year in the Lycée Marceau at Chartres, France. He taught French at the University of Illinois, at Columbia and at Hamilton College in upper New York State. He is married and has an attractive, very intelligent small daughter.

It was while he was at Hamilton that he began to get fed

*One in radio makes his mark
he rises in the morning dark*



up with teaching. The restricted, cloistered atmosphere of a college campus weighed him down. He wanted something more vital, closer to the realities of modern living. Radio attracted him, but he had no experience. He got it. He went to work for a small up-state station. He gave up his teaching position. He did everything on that station, from news broadcasts and weather reports to musical programs. He worked as much as fifteen and sixteen hours a day. He stuck at it a year and nobody could then say he hadn't had any experience.

Early last summer he auditioned in New York for a program in connection with Town Tours, a business organization in which a cousin of his is interested. The Town Tours angle fell through, but Columbia Broadcasting picked up Perrine

for his present program. He likes it and has never regretted the French leave he took of medieval French.

His broadcasts get him out very early in the morning. He wants to pass on the word to residents of the 410 Building that if they ever chance to look out their windows at the ungodly hour of 6:30 A.M. and spy a blurred figure beating its way through the cold mists of pre-dawn, not to worry. It's only the local radio performer on his way to work.

Now for the other fellow.

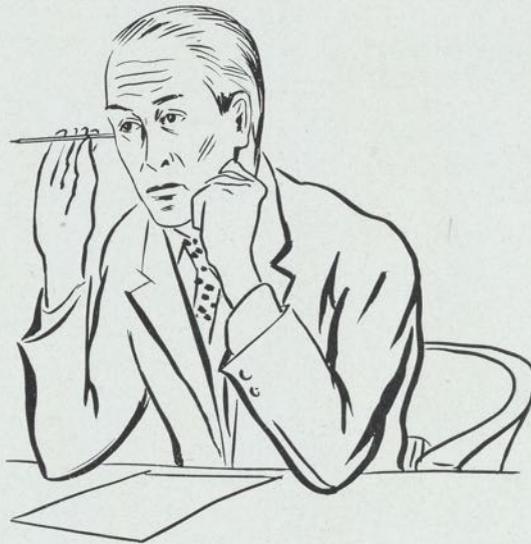
George A. Post is his name. A good part of the time he's a hard-headed business man, president of George A. Post Co., Interior decorators and Equipment, which specializes in railway supplies. Other parts of the time he versifies—not grandiose epics, nor flowery cultural couplets, just simple rhymes about everyday happenings; usually humorous and quite personal.

This "weakness" as he terms it, first made its appearance in his college days at Cornell, where he contributed occasional verses to the college monthly to assist his roommate, who was often hard pressed for material with which to put his paper to bed.

Since that time he has made use of his "weakness" on many occasions in addressing his friends to acknowledge gifts, issue invitations, commemorate births and other equally important events, and has even registered complaints to erring tradesmen through this medium.

The verses are his way of relaxation, of contributing to what he terms "the gaiety of nations." In the modern world he thinks people stay too tense, take things too heavily, forget pleasant, friendly informalities. It's astonishing, he says, how his little efforts, sent to business acquaintances for instance, will break down walls of artificial dignity and formality, get underneath the skin to people's real person-

A business man the other one, who rhymes small verses brightly done



alities, make lasting friendships.

That material evidence of his rhyming habit is existent is due to what he calls the misguided labors of an efficient secretary. She rescued many copies of his versified letters from waste baskets and discarded files and preserved them as a collection in a loose-leaf volume.

An interesting example of Mr. Post's use of rhyme and verse in technical fields is his production of a Last Will and Testament, done in response to a wager made by one of his friends of the legal profession that the exacting requirements of legal forms made them safe against attack by his hobby. Mr. Post came through successfully and the bet was paid. We reprint the rhymed will here so you can get an idea of the way Mr. Post works.

*I, GEORGE A. POST, who do reside,
In City, County, State beside,
Of old New York, do hereby make,
And publish, for the record's sake,
This Will and Testament to be
My last, and others made by me
At former dates, are null and void,
Of all effect and force devoid.*

I FIRST, would have my just debts paid,

*As soon as proper claims are made.
And SECOND, I do make bequest,
Of residue, remainder, rest,
Of all the property I own,
Wherever found, of all kinds known,
To my beloved wife, by name,
ANABELE GLADYS POST, the same,*

*To have and hold in simple fee,
For her own use absolutely.*

*And THIRD, I make and nominate,
Executrix of my Estate,
My wife, aforesaid ANABELE,
And that she faithfully and well,
Perform such duties, I direct,
She give no bond in this respect.*

WHEREOF IN WITNESS; on this day,

*The twenty-fifth of month of May,
In Nineteen Hundred Thirty-six,
My name I sign, my seal affix.*

GEORGE A. POST

*As witnesses, we do attest,
That we, at Testator's request,
And in his presence, and that of
Each other, saw him sign above,
First stating that this document,
Was his Last Will and Testament.
IN WITNESS; we do sign below,
Our name, and residence also,
The year of signing we do fix,
As Nineteen Hundred Thirty-six,
The month as being that of May,
By number, twenty-fifth the day.*

Even the
**"WORLD'S LARGEST
 APARTMENT HOUSE"**

Sometimes Overflows!

*—and when it
 does, send
 your surplus
 guests over
 to the . . .*

**HOTEL
 CORNISH ARMS**

Just a block away, a big 350-room thoroughly modern hotel, offers ample accommodations for the unexpected guests. Out-of-town friends will appreciate its convenience and its moderate rates:

**\$2 per day, SINGLE
 \$3 per day, DOUBLE**

Excellent Restaurant Service at Moderate Prices.
 Unobstructed Light and Air



**HOTEL
 CORNISH ARMS**

**311 WEST 23rd STREET
 NEW YORK CITY
 CHelsea 3-7400**

A KNOTT HOTEL

Shop Shots



I'VE been neglecting my shopping lately in favor of the movies and of course I only go to

The Terrace and RKO 23rd Street Theatres

to see my favorite movie stars. I think most of us had to use a little will power when these two neighborhood houses opened and wait for the pictures to be shown in Chelsea. But now I find that I am behind the local movie boys—I just can't manage to get to see all the pictures they show each week. But when I do have the time to go up the street, I am properly impressed with the surroundings and convenience of having two such up-to-date "cinemas" practically at the doorstep. On my way home from the Terrace the other night I stopped in to have a look and smell at

The Flower Shop

and Mr. Jones told me of the newest fad in the plant world—milk baths for Ivy! Believe it or not, that's the thing to do if you want your Ivy to have a leaf you love to touch. We all know that the leaves of plants must be washed so they can breathe, but up until now water had to do. And don't forget that to "Say it with Flowers" on Valentine's Day may bring desired results, if you know what I mean.

The Book Shop

of course prefers that you say it via a "Rustcraft" Valentine, or whoever it is that makes Valentines. In fact, you can do most of your correspondence by means of Greeting Cards these days. Birthdays, Anniversaries, greetings to new parents and other events that call for a word of recognition are all written out for you, humorously, sentimentally or whatever matches your personality.

tally or whatever matches your personality.

Postal Telegraph

also will do your Valentine thinking for you. Just select greeting number 1, 2 or 3 and the name of the lucky one and "Cupid" in Postal uniform will do the rest. Getting back to the practical

The Food Store

will take care of your more material needs. Have you tried their ready-to-eat fresh vegetables? The very much sliced green beans, "frenched" I believe they call the method of preparation, appealed to me the other night. With some mashed sweet potatoes, also cooked in their own kitchen, and home-made rice pudding for dessert, I only had to broil a chop and cut a head of lettuce and I had a grand meal with all the comforts of home thrown in. Royal Scarlet is always on the look-out for the new and novel in food ideas and you have to check up on them every so often to be sure that you don't miss anything. Our shops and services are here for your convenience and those in charge are guided by your requests. If you don't get what you want or don't like what you get, tell them. If you do like their wares, tell your friends. I didn't say that was an original thought but it seems to fit as a tag line.

Yours truly,
 THE SHOP SHOOTER.

**maria marcy
 voice and diction**

Public Speaking . . . Dramatics

Adults and
 Children

Apt. 4A
 430 Building

LONDON TERRACE NEWS

NO BLUE MONDAYS HERE

THEY'RE packing them in at Monday Nights in the Penthouse Club, the weekly forum of give and take on interesting subjects which sprouted here a couple of years ago as the inspiration of Roland L. Stratford.

Just to give you an idea of what you're missing if you haven't attended, here's what transpired during January. On the 16th, Florence Jensen, popular resident authority on numerology, kindly filled in for the unavoidable cancellation of Miss Olive McCormick's talk. She was such an attraction that extra chairs had to be brought in to accommodate the crowds. On the 23d, Miss Anne Bryan McCall led a discussion of "Signs, Symbols and Psychology," and on the 30th, another resident, Dr. William R. Hayward took the rostrum with "The Growth and Development of Laws."

For February, Mr. Donald Fink, editor of *Electronics*, is set to talk about "Television Today" on the 6th, and sometime during the month we will hear from Miss Tulsa Lee Barker, who has the unusual occupation of keeper of Park Avenue bees. She will speak on "The High Life of the Bee," and you won't get stung.

Two dates for March have been scheduled: On the 6th, there will be Mr. Maxwell C. Maxwell, Terrace resident and well-

known lecturer, to tell about "The Romance of Locks," and on the 13th, Miss Daisy Rieger, decorator, will lead off on "Decorating Households for Alergic People."

The time is 8:20 every Monday and you'd better come early for seats.

Art Adventures

A London Terrace center of the Art Adventure League is in the process of formation. The League is an idea thought up by a number of the Big Boys of contemporary art to give the layman and amateur artist or photographer a real understanding of practical technique and theory of the camera, water color, oil painting, sculpture and other of the graphic arts.

Courses include regular mail instruction by qualified teachers and regular meetings of the various centers for discussion and criticism. The projected Terrace center meets on the second and fourth Fridays of every month at 8:00 P. M., in the Penthouse Club. If you're at all interested and wish to discover in a little more detail what the League is all about, you are cordially invited to drop up as soon as possible. The functioning of the center here will of course depend upon the amount of interest shown by Terracers and their friends.

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CHELSEA CHARITIES ELECTS

CHELSEA Charities, tenant organization, has cleared its decks for action for the coming year. Following a social meeting of chairmen on January 20th, election of officers was held on January 27th.

The following officers were elected: Mr. Sheffield A. Arnold, *Chairman*; Mrs. Leo Rosenbloom, *Vice Chairman*; Mr. Cortland G. Pohle, *Treasurer*; Mrs. Anthony Padula, *Corresponding Secretary*; Mrs. Joseph G. Mahar, *Recording Secretary*.

The reports which were mailed out to tenants were gotten up and put into form through the generous cooperation of Mr. James Torrens, who offered the facilities of his business office to do the work. Mrs. Torrens has been active in Chelsea Charities, having served as last year's Recording Secretary.

The financial report was as follows: Balance on hand June

20th, 1938, after the Jamboree receipts had been counted, was \$3,631.58. Expenditures to the first of the present year since June 20th, 1938, were \$2,123.31. This included the expense of sending 121 children to summer camps and the distribution of clothing contributed by residents. The balance on hand, February 1st, was \$1,508.27.

This organization, set up over two years ago in order that Terrace residents might do their share in lifting the burden of distress from needy families of the neighborhood, has functioned very successfully in its purpose. The two summer Jamborees have sent almost two hundred children to summer camps. Its work in connection with the Christmas Party has brought food, clothing and gifts to hundreds of families and children who were badly in need of them. Throughout the year it continues seasonal distribution of food and clothing in the neighborhood.

The house chairman and officers have done fine work, but the continued success of Chelsea Charities depends, first and last, upon the support given it by residents as a whole. A list of house chairmen will be printed in the next issue of the NEWS. Everyone interested in knowing more about Chelsea Charities and in assisting in any way, is urged to get in touch with their house chairmen.

Let's make 1939 another year of real accomplishment for this worth-while tenant organization.

**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.

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A WORD ABOUT FURNISHED APARTMENTS

THE new idea in smartly furnished apartments, first introduced in London Terrace last fall, is still news, so we're devoting a page again in this issue to tell you a little more about them.

The new idea is just this. There is a great demand for furnished apartments of a type not usually found in the best hotels. To meet this demand Wm. A. White & Sons, Managing Agents for London Terrace, are offering a limited number of housekeeping apartments tastefully furnished, comfortable, livable and reasonable as to rental.

These living quarters are available in new, freshly-furnished one and two room suites with kitchens or kitchenettes. They have been specially decorated and furnished under the supervision of one of New York's smartest interior decorators. They are ready for immediate occupancy and are similar in appearance to the one shown on this page. Besides these, there are a few apartments that have been furnished and decorated more simply. These are available under lease to desirable tenants at somewhat lower rentals.

The small family, single person or couple, will find in these apartments their complete answer to the problem of an apartment offering the independence and privacy of an individual home, furnished with distinction and comfort, with extra advantages of the famous London Terrace conveniences and services. In other words, you may have temporary living arrangements, plus the comfort of a permanently accoutered apartment. They're much more than a place merely to hang up your hat. At the same time, they're ready and easy to move into, without the burden of long leases or the furniture problem.

The pictures shown here are of the living room and the



Living room of one of the specially-decorated and furnished Terrace apartments, a limited number of which have been set aside for special leasing arrangements



Dressing room of the same apartment, with specially-constructed dressing table, wardrobe and linen closets. Taste, smartness and utility combine to make this a very unusual set-up for a small furnished apartment

dressing room of one of these apartments. There has been some rebuilding done to give it added spaciousness and conveniences. At one end of the living room is a huge closet which contains twin "let-down" beds as well as hook and hanger-space for the largest sort of wardrobe. Bookshelves have been built in the living room and wardrobe and linen shelves

in the dressing room. Some idea of the distinction with which it is furnished and decorated may be obtained from the pictures, but they do not tell the whole story.

The Management believes these apartments are the answer to most, if not all the problems, confronting the small family wishing a furnished apartment for less than a year's time.

Child Study

The Child Study Association of America is generally recognized by educators, the medical profession and psychologists as a potent factor in the physical and mental health of children and families. During its fifty years of existence it has accomplished much in research and education to slay the dragons of haphazard child training.

The Association is now in the

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midst of an appeal for funds and members because the foundation appropriation which helped them for many years has run its course. Dr. Blanche Weill, Terrace resident and active worker in the Association, has emphasized this need to us and has told us with so much convincing enthusiasm of the great work done, that we decided to do what we could to publicize her organization and remind readers that they can help if they so wish.

If you are unfamiliar with the organization, Dr. Weill will be glad to tell you more about its activities if you call her apartment, 19-C, 470 Building. Information is also available at the Association headquarters, 221 West 57th Street.

Larnin

Every once in a while we remind you of the cultural opportunities of life at London Terrace and now seems to be as

good a time as any to re-emphasize the fact that you can for instance take a whirl at learning or improving your French or study shorthand without going outside our walls.

There are a number of French classes available under the expert attention of Mme. Jounod in the Penthouse Club. On Tuesdays, the class in practical French for beginners meets from 6:30 to 7:30 P.M., the conversation class from 7:30 to 8:30 P.M., and the intermediate class from 8:30 to 9:30. Monday afternoons there is an intermediate class from 12:30 to 1:30 P.M., and a conversation class from 2:00 to 3:00 P.M.

As for shorthand, this instruction is also available in the Penthouse Club, with classes every Monday and Thursday from 5:30 to 7:00 P.M.

Maybe you could combine both and learn to write French in shorthand, but don't ask us to prove it.

SPECIAL SUNDAY ENTREES

Roast Vermont Turkey with Dressing—Giblet Gravy—Cranberries

Whole Broiled Live Maine Lobster (Received daily from Gloucester, Mass.)

Roast Prime Ribs of Choice Beef with Natural Gravy
Half Fried Disjointed Spring Chicken in Batter—Country Style—Steamed Rice

served on our delicious 85c and \$1.10 Sunday dinners, including a glass of port, sherry or sauterne wine, from 12 Noon to 10 P.M.

Also Budget Sunday Dinners — 55c to 75c

Club Breakfasts served Sunday from 12 noon to 3 P.M. 45c to 75c



ELIZABETH FLYNN'S LONDON TERRACE RESTAURANT, INC.

Help Wanted

Our excellent neighbor from 27th Street, Hudson Guild, needs a volunteer or two to give evening instruction in radio mechanics. The Guild has an energetic boys' Radio Club which has gone as far as it can go without more expert instruction.

The Club, consisting of sixteen members from 14 to 18 years of age, part of whom are licensed amateurs, has built its own amplifying system, which it hopes to rent out occasionally, and is planning on setting up a transmitting set. A man or two, well-versed in radio mechanics, are needed to keep the ball rolling toward real accomplishment.

Anyone who is interested in and capable of doing this sort of work an evening or so a week, please get in touch with Madeleine Ross at the Guild.

LADY AT LEISURE

(Continued from page 9)

her windows cleaned and maybe she likes to have a little bit of fresh air in her rooms. So Mrs. Flora Bove's spirit of Cleanliness is not welcome to

Mrs. B. Low.

And now for a little food. It's a new kind of Ice Box Cake:

- ½ cup fresh butter
- 1¾ cups sifted powdered sugar
- 1 cup grated cocoanut
- 3 eggs
- ½ pint whipped cream
- Grated rind one lemon
- 1 Tablespoon lemon juice
- 2 dozen lady fingers

Line mold with wax paper. Place 1 doz. lady fingers in mold. Cream butter, add sugar, beat egg yolk and add cocoanut and lemon. Fold in whipped cream and stiffly beaten egg whites. Pour half of this mixture on the lady fingers. Place other dozen lady fingers on top of this and add rest of mixture. Place in refrigerator for 24 hours.

It's always nice to end a meal with a pleasant taste in the mouth so why shouldn't the same go for ending a column?

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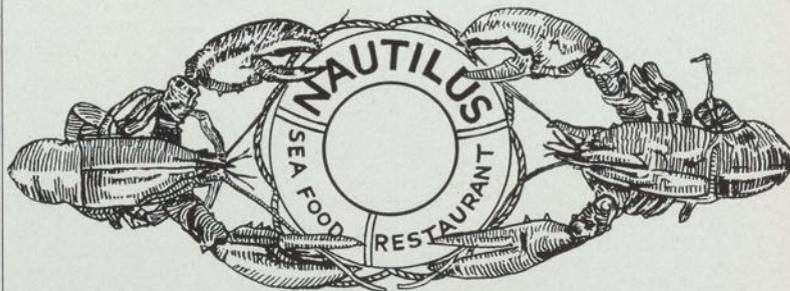
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ROUND AND ROUND

WE mentioned casually a couple of months ago about the hikers who swing jauntily around the block, getting their lungfuls of air and their legs full of exercise at the same time.

That prompted some comptometer hound to figure out just how far it is around our block. We pass the figures on to you in case you want to go just so far and no more.

Of course you know, or should if you don't that there are exactly 5,280 feet in a mile. Well, around our house is exactly 2,000 feet, no matter where you start from. Suppose you start from the corner of Ninth Avenue and Twenty-third Street. (We picked that starting point because no matter where you lived in the Terrace you couldn't start from there from scratch.) In order to walk a mile, you walk once around, starting straight west, down past the Apparel Shop, the Flower Shop, Elizabeth Flynn's, the 435 Building, the Ecole Maternelle Francaise, the Beauty Shop, the Barber Shop, turn the corner at Tenth Avenue, walk north past the bank and the Auto Show Room, turn east till you reach Ninth Avenue, turn south past Royal Scarlet, the Liquor Store, the Book Shop, Whelan's.

Here you are right back where you started from and you've gone 2,000 feet. If you want to do a mile, you go round again, reversing your procedure this time for variety. Back again you still have 1,280 feet to go for your mile, so you start west again and continue until you're around the corner on Twenty-fourth Street right in front of the Pool. Now you've done a mile and you turn into the Pool door, get into your dunking clothes, swim a mile if you want to, which is exactly thirty-five times the length of the Pool. Then you have a shower, get dressed and zoom home, feeling

like a handful of brand new thousand dollar bills.

Try it some time and let us know how it feels, will you?

Knight Life

As the first round of the annual Chess Club tournament got under way, J. A. Szold, who finished strongly last year, started off this year's campaign well by defeating Mark Peckar, the 1938 champion, in the first of the two games that they are to play. Barry also won against E. Woltmann. In the C section, Mrs. Eva Robin and Frank C. Mulford broke even, each winning a game.

There is still time to enter the tournament. Play is in three sections, graded according to strength. Even if you play only a sketchy game, you can have fun and may win a prize in your section. Drop up to the penthouse any Wednesday evening.

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