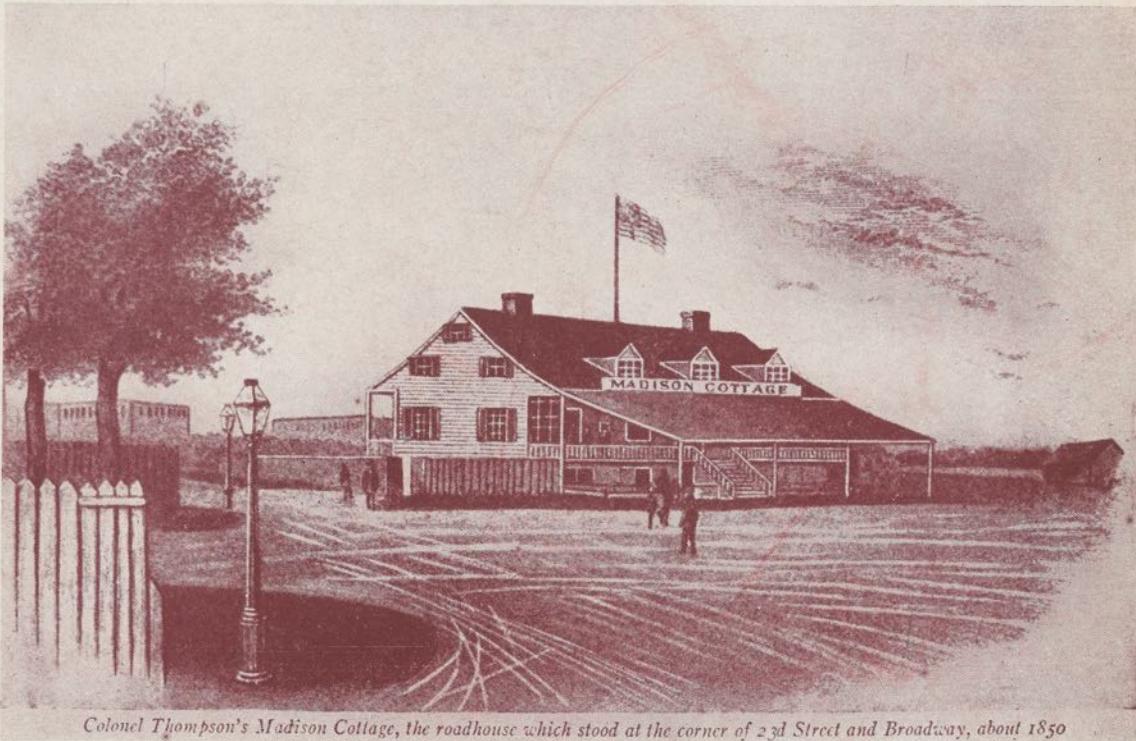


FEB 15 '40 M

# London Terrace News



Colonel Thompson's Madison Cottage, the roadhouse which stood at the corner of 23d Street and Broadway, about 1850

## RULES OF THIS TAVERN

Four pence a night for Bed  
Six pence with Supper  
No more than five to sleep  
in one bed  
No Boots to be worn in bed  
Organ Grinders to sleep in  
the Wash house  
No dogs allowed upstairs  
No Beer allowed in the  
Kitchen  
No Razor Grinders or Tinkers  
taken in

STACK

FEBRUARY

1940

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SERVICE — FOR YOUR CAR — IN WHICH YOU

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Complete automotive repair service on all makes of cars —  
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## **EXCELSIOR AUTOMOTIVE SERVICE, INC.**

**536 West 23rd Street**

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## THE KING'S ENGLISH . . .

is none too good to tell the merits of the

### LONDON TERRACE CLEANERS

SAME DAY SERVICE

*(if desired)*

CONVENIENT — RELIABLE — REASONABLE  
SCIENTIFIC ODORLESS METHOD

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TAILORS — FURRIERS

Call on House Phone

410 Building (Store)

415 Building (Lower Corridor)

## OUR TUESDAY SPECIAL

INDIVIDUAL CHICKEN POT PIE, made with choice pieces of Spring Chicken, Parisienne Carrots and Potatoes, Fresh Green Peas and Mushrooms in a Supreme Sauce and topped with a Flaky Pastry Cover,

## OUR FRIDAY SPECIAL

HALF FRESH LOBSTER THERMIDOR, made with succulent tender morsels of Maine Lobster in a delicious cream sauce made with Sherry Wine, and covered in the shell with shredded snappy cheese.

Both of the above specials, together with other appetizing entrees, served on our 85c dinner, including a glass of port, sherry or sauterne wine, and on our 70c budget dinners.

ELIZABETH FLYNN'S LONDON TERRACE RESTAURANT  
AND COCKTAIL LOUNGE

We serve a special Sunday dinner from 12 noon to 10 P.M., 85c and \$1.10.

# London Terrace

The World's Largest Apartment House



41 TYPES OF APARTMENT RANGING FROM  
ONE ROOM AND KITCHENETTE TO SIX ROOM PENTHOUSES

●  
SOME WITH WOOD BURNING FIREPLACES  
MANY WITH CROSS VENTILATION

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FREE PRIVILEGES OF SWIMMING POOL, ACRE OF GARDEN, MARINE SUN-  
DECK, GYMNASIUM, TWENTY-ONE SERVICES ON YOUR HOUSE TELEPHONE,  
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Est. 1868

51 EAST 42nd STREET

NEW YORK CITY

*Renting and Managing Agent*

# The NEWS of

## London Terrace

FEBRUARY, 1940

VOLUME VIII

NUMBER 2

### Cover

West Twenty-third Street has changed a trifle in appearance during the last hundred years. On our cover this month is a reproduction of an old print which shows Colonel Thompson's Madison Cottage, a roadhouse which stood at the corner of Broadway and Twenty-third Street in about 1850. Also reproduced are the rules of the tavern, which prove conclusively that hotel keepers, while having troubles of their own in this day and age, are spared many of the rougher indignities which were inflicted upon their predecessors' hostelries of a century ago.

The print is reproduced in our magazine through the kindness of Miss Janet Pinney of the Museum of the City of New York, who first showed it hereabouts at one of the Monday Nights in the Penthouse Club meetings at which she spoke. Permission to use it was cheerfully granted by the Works Progress Administration and our thanks hereby go out to WPA and the Museum for a very original contribution.

### Alumnae

That rather scholarly atmosphere noted in the vicinity of the 405 Building on the afternoon of

Saturday, January 20th, was due to some light entertaining indulged in by those energetic residents, Organization Service Associates. This business organization, which is headed by two of our long-time tenants, entertained the members of the executive committee of the Alumnae Association of Northfield Seminary. Miss Helen Livingstone of the 410 Building was hostess. Miss Livingstone is alumnae trustee of the Seminary, which was founded sixty years ago by the late Dwight L. Moody. Representatives were present from Boston, Hartford, New Haven, Bridgeport and Binghamton, as well as New York City.

Miss Flynn's Restaurant, with customary cheerful cooperation, served an excellent tea, at which some of the officers of the local

Northfield Club were guests. Under the stimulus of the orange pekoe, ambitious plans were made and discussed for the further development of the school, which our Editor in charge of Education informs us is widely recognized in the East for the excellence of its scholarship and the high grade of its faculty personnel.

### Matinee Bridge

Early afternoon play and instruction have caught on for a high measure of popularity among the devotees of the Penthouse Club bridge activities under the leadership of Mrs. Gladys Graves Stark. Her "matinee bridge" on Tuesday afternoons provides a pleasant way in which Terrace ladies entertain their friends. Starting promptly at 1:45, the rubbers can be nicely cleaned up well in advance of the hour when husbands come storming hungrily home.

On Thursday afternoons at the same hour instruction classes are held, allowing for a good two hours of instruction and time for a few practice hands afterward.

The regular games are rolling along as usual—Tuesday, Thursday and Sunday evenings at 7:45, Saturday evening at 8:30 and Saturday afternoon at 2:00.



FEBRUARY, 1940

## DEPARTMENT OF INVIGORATION

ONE day last month the editors of the NEWS, in common with other Terrace tenants, received a notice from those enterprising managers of the London Terrace Gymnasium, Elizabeth Murray and Vera Post. The notice was to the effect that there were now installed in the men's department of the Gym, complete facilities for men's Swedish massage and hot cabinet treatments. So naturally we sent an enterprising male reporter downstairs to look into the matter. He returned with a new light in his eye and a spring in his step and a very enthusiastic account of the proceedings.

The men's massage room, said the reporter, is under the supervision of a Nordic Hercules named Gosta Theodorson, a man who knows his own strength and uses it with discretion. His full treatment takes about an hour. It is designed to relax and smooth out the kinks in tired or waste-clogged muscles and jangled nerves—to take you after a hard but sedentary day at the office and turn you out with your pep and courage restored ready for an evening of fun, frolic or enjoyable relaxation. The reporter said the claims for the treatment were fully backed up by the results.

After he had removed his clothing, he said, he was placed in the hot cabinet—the very latest electric gadget for putting on the heat. You sit down comfortably with your head sticking out of the top and Mr. Theodorson turns on the heat gradually until pretty soon all the accumulated pore poison and excess blubber is pouring out of you in heavy moisture. The average man needs about ten minutes in the cabinet and then he is ready for the next operation, which is an ordinary shower.

After the shower the reporter lined up for the Scotch douche, which consists of standing in

front of a wall while Mr. Theodorson turns the hose on you from a distance of about fifteen feet. This, says the reporter, was one of the most invigorating experiences of his life. The tingling spray, at a cool but not chilling temperature, marches all over your body, front and back,



and leaves you with your skin aglow, your blood circulating splendidly and your lungs taking in deep gulps of ozone.

After a quick dry-off, the reporter stretched out on the massage table and Mr. Theodorson went to work on his muscles and nerve centers with firm, thorough precision. Pure albolene is used—an odorless, colorless oil which lubricates your joints and muscles and with the accompanying massage leaves you relaxed and invigorated at the same time. A fast alcohol rub completes the treatment and the reporter said he sprang off the table all set for Joe Louis or anything else that might come his way.

The men's massage room is open

for customers three evenings a week — Mondays, Wednesdays and Fridays—from 5:00 until 10:00 p.m. You can take the whole works if you wish, or any part or parts of it as you see fit. You can make appointments via your house phone with the Gymnasium office and you can arrange for regular weekly treatments or drop in whenever you feel like it. It's excellent for that depressed feeling caused by hang—er. Prices are moderate.

Mr. Theodorson is an understanding, efficient gentleman who has ministered to the wants of the members of such organizations as the Westchester Country Club, for instance, and who can be depended upon to give you the best of his wide experience and knowledge.

This is a service which we believe will be a boon and delight to many Terrace men and we suggest you look into it. If it does only a small portion of what our reporter said it did for him, it's something you can't afford to miss.

### Rung By Rung

Those chess players who were settling down into a rut and playing with the same opponent every Wednesday night in the Penthouse Club were stirred into circulation recently by the beginning of the ladder tournament. At present writing they are mauling away in all directions, climbing up or being pushed down in a turbulent two-way traffic jam. The ladder competition will go on at intervals for the rest of the year, being shelved only for the formal championship tourney which begins this month.

The latest club purchase is a time clock to put an end to arguments about who's taking up too much time over his moves.

New members are E. Jacoby and John Roth. After a year's absence, Frank Mulford is back in the Terrace and the Chess Club.

## THREE R'S PLUS

**W**ORD from the cultural front tells us that the Penthouse Club classes in French, Spanish, Public Speaking and Shorthand are getting organized for the second term of the year and that now is the time to back up some of your New Year resolutions to get more out of life during the coming months. If you have a desire for self-improvement along any of these lines, better hustle upstairs and get yourself registered.

Miss Isabelle Junod announces an extensive new schedule in French, beginning this month. She has added a beginners class and a children's class to the curriculum in addition to the former intermediate and conversation classes. French day in the Club is Wednesday, beginning at 12:15 with the first intermediate class. Then follow the beginners at 1:15, the children at 4:15, the conversation at 7:30 and the second intermediate at 8:30. Miss Junod also says that there are plans for a social French evening some time in March, and that several members of the afternoon class expect to entertain with French teas in their homes during the coming weeks.

The Spanish class of Colonel Jose Avalos is likewise registering for the new term this month. He and his students get together

every Thursday in the Club at 8:00 P. M.

Public speaking under the able tutelage of Mr. A. V. Gartner holds forth Tuesdays at 8:00 P. M. The first course of lessons ends February 6th and the

### Movie Pair

Miss Gertrude Dutton and Mr. William Crook, who have been looping residents through the latest vagaries of the fox trot, rhumba, tango and waltz, broke in to the movies last month. On the evening of January 15th, Fox Movietone News cameras were set up in the Stork Club and focussed on the dancing pair as they introduced their new South American number, the Joropo—pronounced, of course, Horopo.

Miss Dutton and Mr. Crook first unveiled the Joropo in the Iridium Room of the St. Regis Hotel on December 5th, and it has had cafe society agog ever since. Between their appearances at the Stork and the St. Regis, they get down to the Terrace to give us the benefit of their professional experience and talent.

Residents who like to step out occasionally for an evening of hoof shaking are finding the dancing classes a great boon in the matter of bringing their terpsi-

next meeting will be in the form of a dinner on February 13th. The week following will start another course of lessons so get in touch with Mr. Gartner on or before that date.

Shorthand classes are in session on Monday and Thursday evenings from 5:30 to 7:00 P. M.



"Chic" Farmer photo

*Gertrude Dutton and William Crook snapped as they trot out the Joropo at the famous Stork Club.*

chorean knowledge up to date. Miss Dutton and Mr. Crook hold their classes every Tuesday evening at 8:30 in Elizabeth Flynn's Grille Room in the 405 Building.



### NEW TENANT

*A recent addition to the Terrace family is the new Bake Shop of Cushman Sons, Inc., which recently took up its quarters shown here in our Royal Scarlet Store. Cushman has been catering to the baking tastes of the metropolitan area since 1854 and Terracers will find this branch shop an excellent purveyor to sweet tooth appetites.*

Snyder, Eckman Studio photo

## TERRACE PLAYERS

"FIRST LADY," initial production of the London Terrace Players, is rounding into intensive rehearsals under the professional directorship of Mr. Samson Gordon. Some time in the near future the curtain will rise on the presentation of the George Kaufman-Katherine Dayton comedy of political-social life in Washington, D. C. In leading roles are residents Mrs. Warner



Photo by Deschin

Samson Gordon, Director,  
London Terrace Players

L. Overton, Mr. and Mrs. John Eells, Mr. and Mrs. Paul Addoms, Louise Llorens, Jane Peck, Lenore Sonn and Alfred Gottlieb. At the time of writing, a few of the smaller parts which require less rehearsing were still open for casting, so if you feel you would like to try your hand at a part get in touch with the Players. Rehearsals are being held each Tuesday and Thursday nights at 9:00 P. M., in a vacant apartment—470 Building, Apartment 19 D. Those interested are cordially invited to come to these rehearsals. You may also identify yourself with this interesting venture in the scenic, publicity and ticket selling ends.

In line with earlier announcements, the Players have arranged for a series of talks by prominent folks of the theatrical world. The first of these is being held on February 6th in Elizabeth Flynn's

Grille Room downstairs in the 405 Building. Guest of the occasion is no less a personage than Daniel Frohman, whose name is synonymous with all that is best in the American theatre. These talks will be open to all Terrace

residents free of charge. Others booked for the future include Chamberlain Brown, well-known New York theatrical agent and producer, and Josephine Dillon, famous dramatic coach of motion picture stars.

## ORCHIDS FROM KATIE

ALTHOUGH the 1939 Christmas Party is a month or so behind us at the moment, its spirit, as we have remarked before in these columns, seems to live on through the year. Because of this fact, we don't believe it is untimely to draw your attention to the Christmas Day noon broadcast of that popular songbird and sincere well-wisher,

Miss Kate Smith of radio fame.

Part of her broadcast on that day she devoted to a few comments on our Christmas Party—comments which, we believe, so nicely sum up the idea and ideals inherent in the celebration, that we are reprinting them here verbatim, with acknowledgments and thanks to Katie and the Columbia Broadcasting Company.

*One of the most interesting gatherings here in New York City was held on Saturday evening in the district we know as "Old Chelsea" . . . on that hallowed spot where, back in 1822, Clement Clarke Moore wrote the world's most beloved Christmas poem, "'Twas the Night Before Christmas." . . . The great modern apartment known as London Terrace rises high and handsome there now . . . but the tenants and the management carry on each year at this season the traditions of charity and generosity which were so characteristic of the good professor and his wife, when Old Chelsea was young. . . . The annual visit of Saint Nicholas with gifts and candy-filled stockings was a great feature of last Saturday night's party . . . and the impressive candle-light service when all the modern electric lights were turned out and the carols sung by many voices recaptured the flavor of the old days long ago. . . . On a bronze tablet in the gardens of London Terrace, where Dr. Moore's orchard once stood, are inscribed the words of that immortal poem which he dashed off on Christmas Eve to read as a surprise to his children. . . . There are many versions of the story, but I believe the one that is nearest to the truth is that the professor was returning home to his manor-house with a big turkey in his basket . . . a turkey he'd gotten at the request of his wife who planned to give it to a poor family in the neighborhood. . . . And he was walking across the snow in the frosty stillness of Christmas Eve when he noticed that the moon ". . . on the breast of the new-fallen snow, gave the lustre of mid-day to objects below." . . . But it doesn't really make much difference what inspired him . . . since he was moved on that silent night 117 years ago to write the lovely verses which have brought pleasure to people all over the world ever since. . . .*

## VISIT TO AN ANTIQUE SHOP

*Terrace establishment displays  
its wares in attractive fashion*

WE stopped in to see Lynwood Higgins in his shop on the second floor of the 410 Building the other day and after our first feeling of awe at being surrounded with decorative treasures had subsided, we relaxed

though it contains a great variety of objects, it is not at all cluttered. You can sit comfortably, or stroll around and get a good idea of the effect of the various pieces of china, glassware, furniture, framed prints and hand-

a Tambour desk, a highboy of Queen Anne design and various other interesting pieces.

Mr. Higgins likes to encourage people to drop in and look around. There is no compulsion to buy. If you don't see anything



Photos by Thomas Hilton, president, London Terrace Camera Club

*Two views of the antique department in Mr. Higgins' shop.*

comfortably on an early American eighteenth century sofa and had a pleasant chat with the proprietor. We left a half hour later with the definite impression that this shop is a distinct addition to the art of living as practiced at London Terrace.

Mr. Higgins of course is no newcomer here, having served a number of years as cashier in the Administration offices. But he is a collector at heart and by experience and a couple of months ago decided to set himself up in business. Besides dealing in antiques, he also takes charge of making your draperies and slip covers.

The shop is spacious, so al-

though it contains a great variety of objects, it is not at all cluttered. You can sit comfortably, or stroll around and get a good idea of the effect of the various pieces of china, glassware, furniture, framed prints and hand-painted porcelain which are on display. Among the articles which caught our eye particularly were a pair of mezzo tint engravings by R. M. C. Ritchie, some Victorian hunting prints, a beauty of a porcelain portrait by Wagner and other porcelain pieces, one a Madonna, another a Sevres of Napoleon. On a table at one side of the room was a salad and dessert set of old Theodore Haviland, and Mr. Higgins said he would soon have in a complete Le Moge dinner set. Also on the near future books are a pair of old Sheffield candelabra. In the furniture line there were the sofa which we mentioned earlier,

you might have use for, Mr. Higgins is glad to talk to you, make suggestions, or keep on the lookout for the type of thing you might want. Or if you just wish to window-shop, that's all right too. He is also glad to go into your drapery and slip cover problems. He knows the Terrace and its apartments, so that his ideas are apt to be much more in line with practicality and harmonious design than those of an outsider. Or if you know exactly what you want, he has the capabilities and experience to carry it out for you.

Better drop over and visit Mr. Higgins and his shop some time. They're well worth it.

# Lady at Leisure



"EAT and Grow Thin" was the title of a best seller diet book not long ago, if my memory serves me correctly. With this thought in mind, I am going to tell you how it can be done right here in London Terrace.

I will tell about the getting thin part first. All that is required is a little will power and a little cash as your contribution and the Misses Post and Murray, assisted by the capable Miss Ahearn and Mrs. Murphy, will do the rest. Miss Murray will help you select the course best suited to your needs and Miss Post will put you through the paces according to the famous Artie McGovern method. The exercises are fun but, better yet, effective. Next you're turned over either to Miss Ahearn or Mrs. Murphy and then you let *them* do the work! They give you the hose—you've seen New York kids getting the fire hose turned on them during hot summer days, and no doubt envied them. Here's your chance to find out how it feels. It's impossible to describe the reaction to this part of the treatment. The powerful impact of the force of water up and down your spine is *something*. Wonderful for nerves, if you have 'em, and who doesn't in this man's town? Next the real treat—a body massage like you never had before, I bet. Now you're ready for the "eat" part of the treatment, and *how!*

Just in case you don't know a lot of nice fattening things to eat, I'll contribute a few hors d'oeuvre concoctions that I enjoyed at recent Holiday parties.

Have you tried rolling large stuffed olives first in cream cheese

and then in chopped walnuts? Or another way to use cream cheese is to flavor it well with grated onion, roll like butter balls and cover with shredded dried chipped beef. The next may sound weird, if you haven't tried it. It's raw cauliflower, dipped in salad dressing. The steps of preparation are thus—separate the cauliflower into little "flowers," just using the top part of the cauliflower. Soak in salted water in the ice box for several hours. Make a

salad dressing mixture by adding chili sauce, grated onion (I hope you like onion as well as I do!), lemon juice, and salt and pepper to your favorite mayonnaise. Your guests do their own dipping and be sure they have a steady hand or a supply of paper napkins. All of these hors d'oeuvres should be mounted on toothpicks and the toothpicks stuck in an apple or grapefruit when you are ready to serve them.

I might add, in closing, if you do know me and yet don't know me when you meet me on Main Street, give the credit to the Gym girls—they've promised to make a new woman out of me. Watch the NEWS for developments—that's the wrong word but I can't think of another one at the moment.



Photo by Murray Collins



Scenes in the Terrace Gym. Above, Miss Vera Post conducts a class in exercise. Below, the women's massage room and hot cabinet.

## SOUND YOUR C, PLEASE

*A composer of music reveals that notes may be put to numerous uses*

THERE was an informal bit of a sing-fest in an apartment in the 415 Building the other afternoon. The really melodic portions of the entertainment were furnished by Alta Vera Arnold, at the piano and vocally. The contagion of music is such, however, that before long your rambling interviewer, who usually confines his singing efforts to mass harmony in the wee small hours, was joining in. Not only did he join in, but under the beguiling persuasion of Mrs. Arnold, he essayed a solo version of "South of the Border," which Mrs. Arnold may, or may not, as she sees fit, work into one of her copyrighted "Theme Song Designs."

The whole thing, of course, was in the interests of NEWS journalism. We wanted to write a story about Alta Vera Arnold, a very enterprising, congenial tenant who has contributed much of her musical talent for the benefit of Terrace community life. Her husband, Mr. Sheffield A. Arnold, is also a noted Terracer, present chairman of Chelsea Charities, among other things; but we wrote about him once before, so he doesn't enter very much into this story.

The "Theme Song Designs" which we mentioned just above, and which may or may not immortalize our version of "South of the Border," seem to be about as good a starting point as any to tell you about Mrs. Arnold. They are mightily intriguing and they have brought the lady's idea considerable notice in the fashion advertising columns of various prominent magazines. The idea is to create for textiles, wall paper, women's and children's clothing—or for other processes—designs based on the pattern wrought by a graph-like formation of a musical composition.

You see, like finger prints, the note patterns of musical compo-



*Alta Vera Arnold at her piano.*

sitions never repeat themselves, but nobody ever seemed to think about this fact until Mrs. Arnold decided to put it to practical use. It grew out of another idea of hers, which she calls "musical shorthand." When she was a girl studying music, she improvised this song shorthand method of taking down the notes of a melody as it was being played or sung. Different numbers corresponded to the different tones of the scale, and as she heard each tone, she jotted down the corresponding number, embellished with her own hieroglyphics, so that when it was over, she had a complete record of the melody. She could then step to the piano and play the melody after having heard it only once.

Mrs. Arnold doesn't know just how she got the idea of "Theme Song Designs" from her musical shorthand, but it came to her some years ago, and later on it was developed commercially. The design is created by tracing an up-and-down line which follows

the notes as they appear in a written orchestration, or by drawing the line to correspond with the song shorthand numbers.

In the course of the elaboration of the design, Mrs. Arnold keeps the background or motif in key with the song-subject. For instance, a design created by "The Skyline of New York," one of her own songs, shows a skyline of metropolitan buildings, their various heights determined by the graph-like pattern of the notes of the song. Work various colors into it, stylize it, and you have an original, interesting design. We didn't ask her to show us what a discord looks like on wall paper.

As you may have gathered from all this, the lady in question is a musician. She is a composer and lyric writer—has written the words and melodies for over two hundred songs. Several of these have been composed for Terrace activities. You've heard her Christmas "Jingle, Jingle," which has been a recognized part of our Christmas Party program for four years. On one occasion it was played by Vincent Lopez; on another by Emile Petti. She has written words and music for "At the Chelsea Jamboree," and "London Terrace March," both of which have been played and sung at fitting local functions. She also has composed five songs in French which are part of the regular curriculum of our tenant school, Ecole Maternelle Française.

Although her song writing is more of a hobby to her—or rather the expression of a creative urge which she enjoys for its own sake—quite a few of her numbers have been published commercially, sung on the air and recorded.

*(Continued on page 17)*

**I**F any proof were required of the real neighborhood needs which are satisfied by tenant contributions to the Christmas Party, the letters received after the event by Mrs. Ethel Nugent, social service director of Chelsea Charities, bear ample testimony. As usual this year there was a certain amount of money left in the exchequer after the toys had been purchased for the children who were our guests at the Party. This money, as is the custom, was spent for food and clothing which was distributed to families who are in particular need.

Chelsea Charities, as you know, carries on its work throughout the year, distributing clothing donated by Terrace residents. The Jamboree held in the summer

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**FURNISHED APARTMENT WANTED.** Retired Naval officer and wife wish to sublet one-room apartment from March 15th to April 15th. Phone before February 13th, WAtkins 9-3214.

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## CHRISTMAS PARTY ECHOES

under its sponsorship, provides money to send neighborhood children to summer camps.

Mrs. Nugent thought our readers would be interested in some of the letters received after the Party, so we are reprinting several which are typical.

**MY DEAR MISS NUGENT:**

*I am writing this letter to you to Thank you and your Friends so much for the Groceries and meat which were sent to our home and we really were thankful and apricate it very much. Our store keeper told me last Tue. if I could not pay all of our bill he would not give me more things, so you see Miss N. what it meant to me and our family, to get those groceries and it was honestly a treat as its been a while since we had a good piece of meat.*

*Now Miss Nugent the clothing you gave me I also was glad for,*

*and can make use of anything that we get, so I hope you will not be angry at me for writing this but I honestly had to write and let you know how thankful I am, and we apricate any thing thats given to help us,*

THANKS SO MUCH.

**DEAR MRS. NEUGENT:**

*I am writing you, to thank you for the nice food basket you sent us for New Years, and I also want to thank you for the nice toys you were so kind to give to my children for Christmas, and also for the clothing you gave me the other day.*

*You will never know, how much we appreciated your kindness. We hope some day, we will be able to do something for someone, or for you to show our thanks.*

*Thank you again, and may you have a very Happy and Prosperous New Years.*

YOURS TRULY,

**MY DEAR MRS. NUGENT**

*I am sending you a few lines thanking you for the basket which I received. Everything was nice and I more than appreciate your kindness in sending it to me. Thank you again*

SINCERELY YOURS

**DEAR MISS NUGENT**

*I received the groceries alright & I wish to thank you for your kindness & to wish you a very happy New Year from*

**DEAR MISS NUGENT,**

*I want to thank you very kindly for the nice gifts my three sons, Nicholas, Daniel, and Michael received at the London Terrace Christmas Party. They were very happy, that when they reached home, they had to open their stocking and taste the fruit, figs, dates and candy.*

*Again, I want to thank you and everyone who took part to make my children happy.*

RESPECTFULLY YOURS,

**NEW YORK'S MOST MODERN THEATRE**

**RKO New 23<sup>rd</sup>**

**8th AVENUE AND 23rd STREET**

---

**FEBRUARY MONTH OF HITS!**

---

**CHARLES LAUGHTON**  
**"THE HUNCHBACK OF NOTRE DAME"**

---

**DON AMECHE                      AL JOLSON**  
in **"SWANEE RIVER"**

---

**GEORGE RAFT                      JANE BRYAN**  
in **"INVISIBLE STRIPES"**

---

**"SWISS FAMILY ROBINSON"**  
**THOMAS MITCHELL              EDNA BEST**

---

**ASK YOUR SWITCHBOARD OPERATOR  
FOR PICTURE TIME SCHEDULE**



**O**PENING, when you have a bid! Opening when you haven't a bid! Not opening when you have a bid is the text for the following hand—not a problem hand—but one played in a Duplicate game at the Penthouse Club recently. I'll give you the bidding as given to me by players at two different tables, one pair making a top score North and South, the other, top score East and West.

WEST DEALER, NEITHER SIDE VULNERABLE.

**NORTH**

- (S) 10-9-8-6-4
- (H) A-8-6-5-4
- (D) 7
- (C) 5-4

**WEST**

- (S) K-7-5-3
- (H) 10
- (D) K-Q
- (C) K-Q-J-9-6-3

**EAST**

- (S) A-Q-J
- (H) 3
- (D) 10-9-4-2
- (C) A-10-8-7-2

**SOUTH**

- (S) 2
- (H) Q-J-9-7-2
- (D) A-J-8-6-5-3
- (C) ———

G. C., one of the North and South players gave me the bidding as follows:

**WEST**

- Pass
- 3 Clubs
- Pass
- Pass

**NORTH**

- 1 Club
- Pass
- 4 Hearts
- Pass

**EAST**

- 2 Clubs
- 4 Clubs
- 5 Clubs
- Double

**SOUTH**

- 2 Hearts
- 4 Diamonds
- 6 Hearts
- Re-double

Which was made of course for a cold top on the board. The North and South pair was play-

ing the Vanderbilt Club, so you can imagine North almost calling for smelling salts when her partner goes to 6 Hearts, then is not content when doubled—redoubles. This is one of the times when a psychic bid worked, but had West opened the bidding with a Club, this bottom score for East and West might have been avoided.

The East and West score bidding as given to me by F. C., follows:

**WEST**

- 1 Club
- 2 Clubs
- 4 Clubs
- Pass

**NORTH**

- Pass
- 2 Spades
- Pass
- Double

**EAST**

- 1 Diamond
- Double
- 5 Clubs

**SOUTH**

- Double
- 3 Hearts
- Pass

5 Clubs were made because of the Spade lead, North's reason for leading with Spade was, he said, because of the double his partner might be void in the Spade suit and "ruff." Of course, the hand could be set by the lead of the Diamond and a return of a Diamond for a ruff in the North and then cash the Ace of Hearts.

Following is the answer to the January Problem Hand:

South leads the Ace of Clubs, then leads 7 of Hearts, and ruffs in the North hand with King. Then leads a King of Clubs from North hand, East and West follow and South discards the Jack of Hearts. North then leads a small trump, South winning by playing a larger trump than East. South now cashes the Ace of Spades and leads the King of Hearts. Ruffs in the North with the Queen of Diamonds. South is in position now to win the last two tricks with his trump tennis as he leads the 2 of Diamonds from North and merely plays a higher trump than East.

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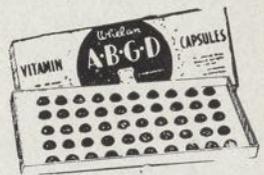
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where their "Hospital White Department" turns out prescriptions as prescribed by your favorite physician. Or it may be that all you need is a few Vitamins A B X or Q. They have them in capsule, liquid and all forms from which to choose. On your way to the H. W. Dept. you will find just about everything else in the world that you might want—I expect to see a suite of bedroom furniture on the counter any day. What you don't find at Whelan's, you'll probably find at

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where, speaking of furniture, you can rent bridge tables and chairs. Just call on your house phone and four or a dozen tables and chairs are yours for a night or a week. Typewriters, too, can be rented if you are inspired to write a novel or something. You may prefer to read somebody else's writings and you'll find all the best sellers on the Rental Library shelves. Very few people want to invest in expensive books but there are some twenty-five cent editions down in the Book Shop from "Gone With the Wind" to Shakespeare, or vice versa.

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ing down to the Shop without going out of doors these blustery days. Which reminds me that I have an appointment with Freddie.

*Yours truly,*

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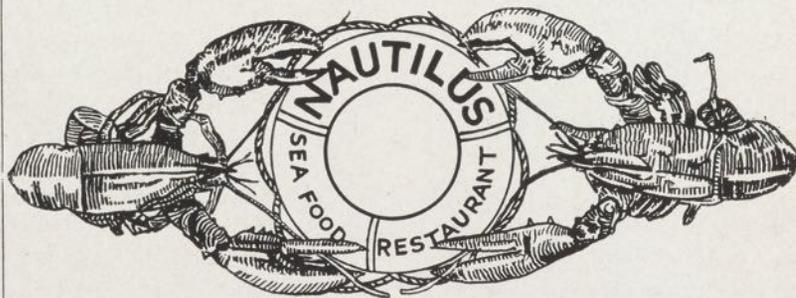
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## HOW'S YOUR HEALTH?

(EDITOR'S NOTE: *Batting in the health column this issue for Miss Vera Post is Miss Elizabeth Murray, her partner in the management of the London Terrace Gymnasium and the Artie McGovern Method of Exercise. Miss Murray has a little to say on a subject which from time to time has been of some concern to a great number of women.*)

## REDUCING

**E**XERCISE and diet are the only sane, effective methods of reducing. This, naturally does not apply when overweight is due to glandular disfunction and other pathological conditions, where treatment lies within the field of medicine. In any case, it is always advisable to consult your physician and base your program on his instructions.

Diet alone will accomplish reduction. So will exercise. But consider the result, because it's the result that counts. The woman who diets so strenuously that she loses weight is subject to irritability, nervousness, muscular flabbiness and sagging skin. Vitality is at a low ebb and the appearance and spirit dull and depressing. On the other hand, in depending entirely upon exer-

cise without regard for caloric intake, it will require so much hard work to burn up the excess that vital energy is expended to a point of exhaustion, with consequent lowered physical resistance.

Remember, in starting a reducing schedule, that it has taken time and often downright laziness to accumulate the excess pounds, and that it is going to take time, regularity and perseverance to take them off.

If you attend a gymnasium bear in mind that your instructor must have your twenty-four hour a day cooperation, and that ninety-nine percent of the achievement of your aim to reduce sensibly depends upon you, and upon your ability to eliminate everything that deviates from the course of extreme moderation.

Finally, don't permit comparisons of the results obtained by someone else to discourage you. One person may lose two pounds a week, while another may have trouble in getting rid of the same amount in twice the time. You'll reach your goal, providing you don't give up, or expect to overcome in a few days the mischief that has been done in months or years.

ELIZABETH MURRAY

## TENANTS STRUT STUFF IN SWIM MEET

**T**ENANT aquatic talent splashed down the water lanes of the Pool on the evening of January 31st in the first of a series of London Terrace Swimming Meets. Everyone, including spectators and participants, were so enthusiastic over the fun that Wm. A. White & Sons, Managing Agent for London Terrace, plans to hold one of these meets each month.

First on the docket was the boys' 50-yard event, which was won by Lloyd Gottlieb who spanked through in 30 seconds.

Peter Crummins placed second.

The girls' 50-yard was copped by Mary Elizabeth Carter in 43 seconds, with Betty Fernandez and Jean Gottlieb in second and third places respectively.

Winner of the men's 100-yard event was Crozier Sewall in 58 seconds, with Bob Reilly coming in second and William McIntosh third.

The men's 50-yard breast stroke was won by Hugh MacLean in 42½ seconds. Joseph Berg placed second.

In the men's 50-yard free style,

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Crozier Sewall was again a winner, finishing in 26 seconds, and Sam Alsop was second. Other participants were Dick Sperry, Hugh MacLean, Joseph Berg and William McIntosh.

First of the novelty events which caused much merriment both among the spectators and the participants, were the balloon races in which the entrants swam one length of the Pool, climbed out, blew up balloons until they burst, and then, with what wind they had left, dove in and finished the race by swimming to the other end of the Pool.

The boys' balloon race was won by Peter Crummins in 56 seconds; the girls' by Jean Gottlieb in 2 minutes and 17 seconds; and the men's by Sam Alsop in 55 seconds, with Bob Reilly a close second. Other entrants in these balloon races were Mary Elizabeth Carter, Betty Fernandez, Finley Brinley, Lloyd Gottlieb, Dick Sperry, William McIntosh, Crozier Sewall, and Joseph Berg.

The girls' tub race, which required more lack of avoirdupois than aquatic skill, was won by Betty Fernandez in 66 seconds, with Mary Elizabeth Carter bobbing in second.

Crozier Sewall, Peter Crummins, Lloyd Gottlieb and Bob Reilly entered the boys' tub race with equally amusing results. Crummins finished first among those above the water, but a submarine division of the race was created rather unexpectedly. This

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under-water tussle was won by Bob Reilly, who gallantly finished first in the entire race despite his rapidly sinking tub.

After a number of futile attempts to keep their tubs afloat with themselves ensconced therein, the "men over 30" had to call off their part in this event.

Real diving skill also occupied the spotlight, with Hugh MacLean, Crozier Sewall, and Bob Reilly executing swans, jacknives, and other fancy dives for the admiration of all. Bob Reilly was awarded the palm by the judges as winner of the competition.

Suggestions for next month's Swimming Meet are welcome, and an increase in the number of events and participants is expected.

### ALTA VERA ARNOLD

(Continued from page 11)

She is serious about her latest published number because she believes that its sentiments need wide distribution among Americans at the present time. It is titled "Not Over There,—Over Here!" and it is a musical appeal to keep this country from joining the current fracas over in Europe. If anyone wants to start anything over here, we'll be ready for them, says the song, but let's not make the mistake of

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Mrs. Arnold is a native of Boston. She studied for an operatic singing career until a crippling attack of laryngitis left her vocal cords permanently unable to cope with the intricacies of this tremendously difficult voice work. She turned to dramatics, attended the Emerson School of Oratory and the College of the Spoken Word and performed in the starring rôle of a motion picture, "Darkness and Daylight." But soon Mr. Arnold and love came into her life, they were married in Boston, lived in California and eventually wound up in New York and London Terrace. They have been here eight years, and as we mentioned before, have taken a large part in our community and cultural activities.

Besides composing music, Mrs. Arnold is something of an artist. She studied at the Grand Central School of Art and the Trap-

### 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.

hagen School of Fashion, and has received honorable mention for her portrait work in at least one exhibition. She does water color, charcoal, oil and hand-painted china. We saw some of her portraits in charcoals, and to this untutored but appreciative eye they projected very effective qualities of strength, detail and character.

All in all, the hour or two spent in song and discussion with Mrs. Arnold was a very pleasant one. She is a charming, very attractive hostess. We only hope that our rendition of "South of the Border" did not damage her musical reputation with the neighbors to too great an extent.

## MONDAY NIGHT GLOOM CHASERS

PLAYING host to a hatful of celebrities during January put "Monday Nights in the Penthouse Club" into good running form for 1940. Three interesting sessions this month will continue the good work. The meeting for Monday the 12th, Lincoln's Birthday, has been cancelled, as private social functions have the call for that evening.

For the first session of the month, the 5th, Florence Ann Jensen, famous numerologist and newspaper columnist, has made her third appearance before Monday Night audiences. Interest never seems to lag in this accomplished lady and her subject and a capacity audience seems to be the rule for her nights.

On the 19th, a young writer resident, Octavus Roy Cohen, Jr., will be on hand to relate some interesting experiences and observations based on his recent three-

year stay in Cuba. Mr. Cohen, son of one of America's best-known authors, practically went native while he was on the island and has many unusual slants on life as it is lived there.

For the 26th the rostrum will be occupied by an authoritative teacher of economics, Mr. Reginald Zalles, who will delve into the timely subject of "Is Democracy a Lost Cause?" This should arouse plenty of stimulating discussion.

It's been four years now since Mr. Roland L. Stratford first inaugurated these weekly forums and their popularity has been on the increase ever since. You may come to listen, ask questions and discuss the topic of the evening with the speaker and other members of the audience free of charge. The time is 8:20 P. M. in the Penthouse Club, and if you're wise you'll come early.

LONDON TERRACE NEWS

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