

# London Terrace News

JAN 26 37G



JANUARY

1937

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Chicago  
NEWS

STACK 3

# New York's Most Complete Automotive Organization

**DODGE**  
Cars and Trucks  
**Plymouth**  
Cars



**USED**  
**CARS** and  
**TRUCKS**

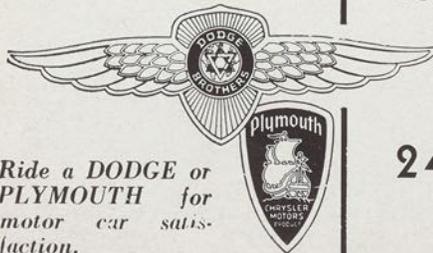
*All Makes — Sizes  
Years*

**536-546 W. 23rd St.**  
*CHelsea 3-3050-1-2-3-4*

*See the New 1937  
Models at our  
convenient*

**London Terrace  
Showroom**  
**Southeast cor.**  
**24th St. and  
10th Ave.**

•  
These are the cars of the "Year." Built with Dodge-Plymouth Dependability and sold to you by an authorized factory dealer. They are more modern in design and appearance, roomier and a pleasure to ride in. You can relax with comfort in the 1937 Dodge or Plymouth.



*Ride a DODGE or  
PLYMOUTH for  
motor car satis-  
faction.*

## Parts and Service

45,000 square feet of space in a 3-story fireproof building equipped with the latest machinery for perfect automobile repairs. All work guaranteed and done by factory-trained mechanics.

Repairs and Parts to all makes of cars — Batteries — Ignition — Lubrication — Brakes — Accessories — Washing — Tires — Body and Fender Work — Duco Painting, expert color matching — Power Prover Service — Auto Radio, Parts and Service.

*Towing at All Hours*

•  
**24 Hour Service...**  
**Never Closed**

*Visit our Used  
Car and Truck  
Lots at*

**519 West 23rd  
Street**

**54th Street and  
8th Avenue**

•  
Used cars and trucks that are in "tip-top" condition throughout. Fine in appearance, mechanically perfect and guaranteed. Here is an opportunity for you to buy a Reconditioned and Guaranteed Used Car or Truck at the right price.

•  
**Buy an  
Excelsior Used  
Car or Truck  
for economy  
and safety**

## YOU ARE INVITED

TO INSPECT THE LATEST MECHANICAL EQUIPMENT IN DRY  
CLEANING in our new store 410 West 24th Street.

CUSTOM DRY CLEANING  
the finest possible

SAME DAY SERVICE  
or if need be, in a few hours.

NO SHRINKAGE

NO ODOR

NO FADING

NO DISAPPOINTMENTS since we clean right in London Terrace.

SILKS STRICTLY HAND FINISHED

So Convenient — Simply Call "VALET" on the House Phone

### LONDON TERRACE CLEANERS

TAILORS — FURRIERS

410 Building (Store)

415 Building (Lower Corridor)

*Announcing the engagement of the London Terrace  
Orchestra, playing nightly, including Sundays, from  
6 P. M. to 10 P. M. Concert and dance music.*

•

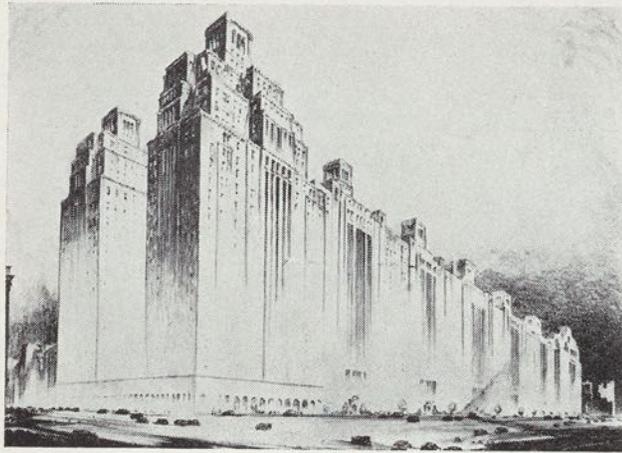
Dinner — 85c - \$1.00 - \$1.25

Luncheon — 45c - 55c - 65c and 85c

Sundays — Club Breakfasts from 45c — Dinner served from 12  
noon to 10 P. M. 85c - \$1.00 and \$1.25

•

ELIZABETH FLYNN'S LONDON TERRACE RESTAURANT,  
INC.



# London Terrace

In Old Chelsea

## A HOME WITHIN A CITY—A CITY WITHIN ITSELF

Forty-one types of apartment ranging from one room and kitchenette to six room penthouse; some with wood-burning fireplaces, many with cross ventilation. A good selection of apartments available for immediate occupancy.

Renting Office on Premises—435 West 23rd Street

**WM. A. WHITE & SONS**

Established 1868

51 EAST 42nd STREET

*Renting and Managing Agents*

NEW YORK CITY

# LIVE IN LONDON TERRACE

The house staff at London Terrace includes window washers, floor waxers, and "elbow grease experts" of almost every description.

Just use your own house telephone and get immediate attention. The very moderate charges are added to your monthly bill.

Maids or Waitresses . . . 50c an hour

### MONTHLY SERVICE

One Room Apartment . . . . \$10.00  
(one hour each day except Sunday)

Two Room Apartment . . . . \$15.00  
(one hour and a half each day except Sunday)

*Other rates upon request. For further information call*

**HOUSE KEEPING  
DEPARTMENT**



*. . . let others do the scrubbing*

VOLUME V

Cover Photo

The hands posing photo our cover this from the roof by Murry Co knows a good and has done photographing better splendor

We do our "river" times that the rama spread on dark is as bright as you'll find Northern Light of the Tw apartments on seventh floor view from the

Pet Club

A Pet formation ers of pets, hounds, are pose of the solid front and at the sa five-steps to causes for which has a tions of legs busy. Other to members, found burea tures, collect cheaper pure sories and m attractions w

JANUARY

# London Terrace

JANUARY 1937

VOLUME V

NUMBER 1

## Cover Photo

The handsome, not to say imposing, photo to be discerned on our cover this month was taken from the roof of the 410 Building by Murry Collins. Mr. Collins knows a good shot when he sees it and has done a bang-up job of photographing this chunk of Manhattan splendor.

We do a lot of talking about our "river view," forgetting sometimes that the glittering panorama spread out to the north after dark is as breath-taking a scene as you'll find this side of the Northern Lights. The majority of the Twenty-fourth Street apartments above the sixth and seventh floors are treated to this view from their windows.

## Pet Club

A Pet Club is in process of formation among residents. Owners of pets, from guppies to greyhounds, are eligible. The purpose of the Club is to present a solid front against pet-detractors and at the same time take collective steps to eradicate some of the causes for the anti-pet crusade which has assumed the proportions of legislative action at Albany. Other advantages accrue to members, such as a lost and found bureau, prospective lectures, collective bargaining for cheaper purchase of pet accessories and medical care and other attractions which go along with

the popular pastime of pet-owning.

Owners or prospective owners of pets who find themselves interested in a Club of this sort may get all sorts of details by putting themselves in touch with the London Terrace Pet Club, Apartment 5K in the 410 Building.

The status of owners of lions, tigers, alligators or giant pandas has not yet been established.

## Mail Report

Christmas, as you probably have observed, is a time of the year when everybody—well, almost everybody—sends packages or cards or letters to everybody else. If you ask the Terrace Mail Room how much holiday mail it handled it is apt to get a bit gruff and reply that it was too busy handling the mail to stop and count it, but by unwavering determination the NEWS did man-

age to obtain a few statistics. During December, approximately 125,000 pieces of first class mail and packages were taken care of by the Mail Room—an increase of about 23% over a year ago. This, of course, is in addition to and exclusive of the volume of mail which was addressed direct to apartments and did not clear through the Mail Room. While this was going on at London Terrace, the Post Office Department reports that 80,000,000 pieces of mail and packages were being handled in Greater New York—a jump of 33%.

The Terrace Package Rooms report for the year 1936 as follows: Twenty-fourth Street—Incoming packages, 72,558; Outgoing, 9,360; Total, 81,918.

Twenty-third Street—Incoming, 71,594; Outgoing, 11,250; Total 82,844.

Git goin' Twenty-fourth Street! Where's the ol' pep?



## Absent

The NEWS special columnist who does double duty with the Lady At Leisure and Shop Shot departments is very much at leisure after having been shot down by a special battalion of the grippe army which waited until Christmas Day to do its dire work. The lady worked herself into a state of non-resistance to illness by her very successful efforts to help make the Christ-

mas Party the grand success that it was.

By the time this is in print she expects to be completely convalescent and promises to make up for lost time in the next issue.

### Small Fry

The London Terrace Kindergarten and Primary School, which attends to the three "R's" and kindred subjects under the expert tutelage of Miss Truman in the 470 Building, has settled into its stride and is clicking along as skilfully as a Swiss watch movement. Miss Truman, as you know, took over a very short time before the School opened. A few parents, anxious to get their children placed in advance of the Fall term did not have an opportunity to give our School the consideration it deserves.

The Spring Term is almost here—it starts January 25th—and Miss Truman will be glad to consult with parents concerning enrollment of their children. As a matter of fact, the term limits, under Miss Truman's system, are not as rigid as in many other schools and children may enter at any time without upsetting the schedule. Arrangements may be made to enter children at almost any time that it is convenient and plans may be made for as far ahead as may be desired. Miss Truman tries to keep her schedule flexible.

Parents who have taken advantage of the convenience of the School and the personal attention given children, are loud in their praises of the instructress, who they say, does wonders with the difficult problems of first schooling.

#### 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.

## PLEASANTRY

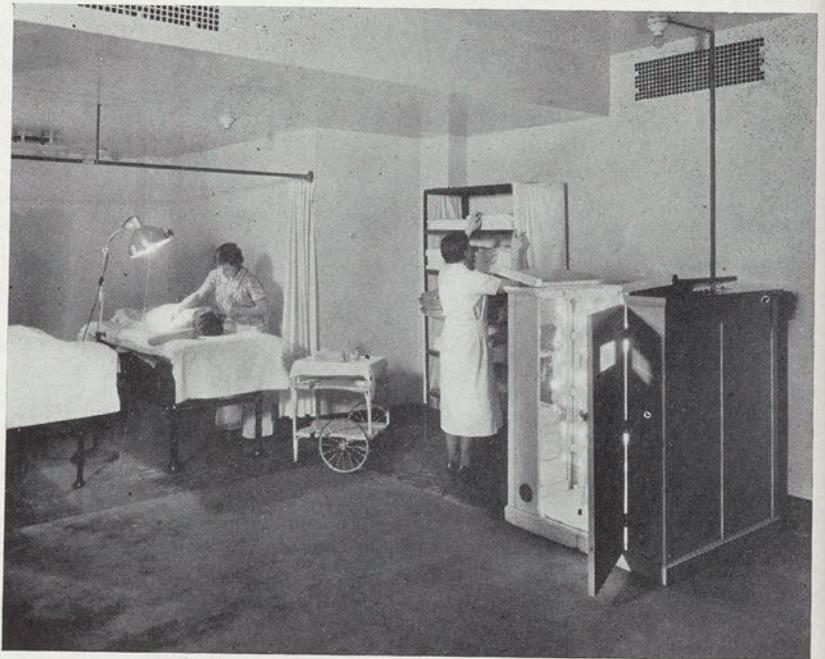
THE New Year interview with Aliska Constantine, who contributes so much to the health and happiness of women residents, almost fell into stereotyped lines. This would have been unfortunate because Miss Constantine usually is bursting with ideas, plans and projects. The trouble is that this lady is kept so busy administering the Massage Studio, the Exercise Room and her swimming classes that it doesn't leave her much time to fool around with more frivolous schemes.

She has worked out a schedule for her classes which can accom-

modate just about every type of woman resident. That requires a bit of arranging and keeps her time pretty well filled. Most of these are exercise classes with swimming thrown in when desired. At ten-thirty in the morning there is the class for those who do not go to business. At five in the afternoon she takes the "early-finishers"—school teachers, for instance, or professional women whose time is a good deal their own and who like to get home early. Then at six there is

the business women's class, which meets Mondays and Thursdays. The rest are every day in the week except Saturday and Sunday. She says that many of the ladies in the late afternoon classes come there direct from business without bothering with any freshening up in their apartments. A brisk workout, a plunge and a shower erase the cares and weariness of the day and send the gals scurrying upstairs fresh and blooming to greet hubbie or the evening's date.

That was about all Miss Constantine had to say, but just as the interview ended, she started to



Terrace reconditioning plant—the Massage Studio

speak, stopped, and her eyes sparkled. That is a sure sign of an Awakening Idea. It is to be hoped that it matures into publishing form for the next issue.

#### DRESSMAKING and ALTERATIONS

MARGARET CARTER

House Phone  
7 I-410

THE Christmas Party on December 24th combined all of the features of a star-studded radio show, a carol-singing festival, a children's party and circus. With the Dr. Clarke Moore commemoration as a nucleus, festivities this year reached a new high in amusement. Fifteen minutes of the proceedings went over the NBC air from coast to coast. Freddie Bartholomew recited Moore's famous poem from the Hollywood microphone for the program, Vincent Lopez was one of the guest stars, a new song was broadcast. Through all could be heard the rising and falling crescendo of the voices of over five hundred neighborhood guest children.



Entertainer Bartholomew

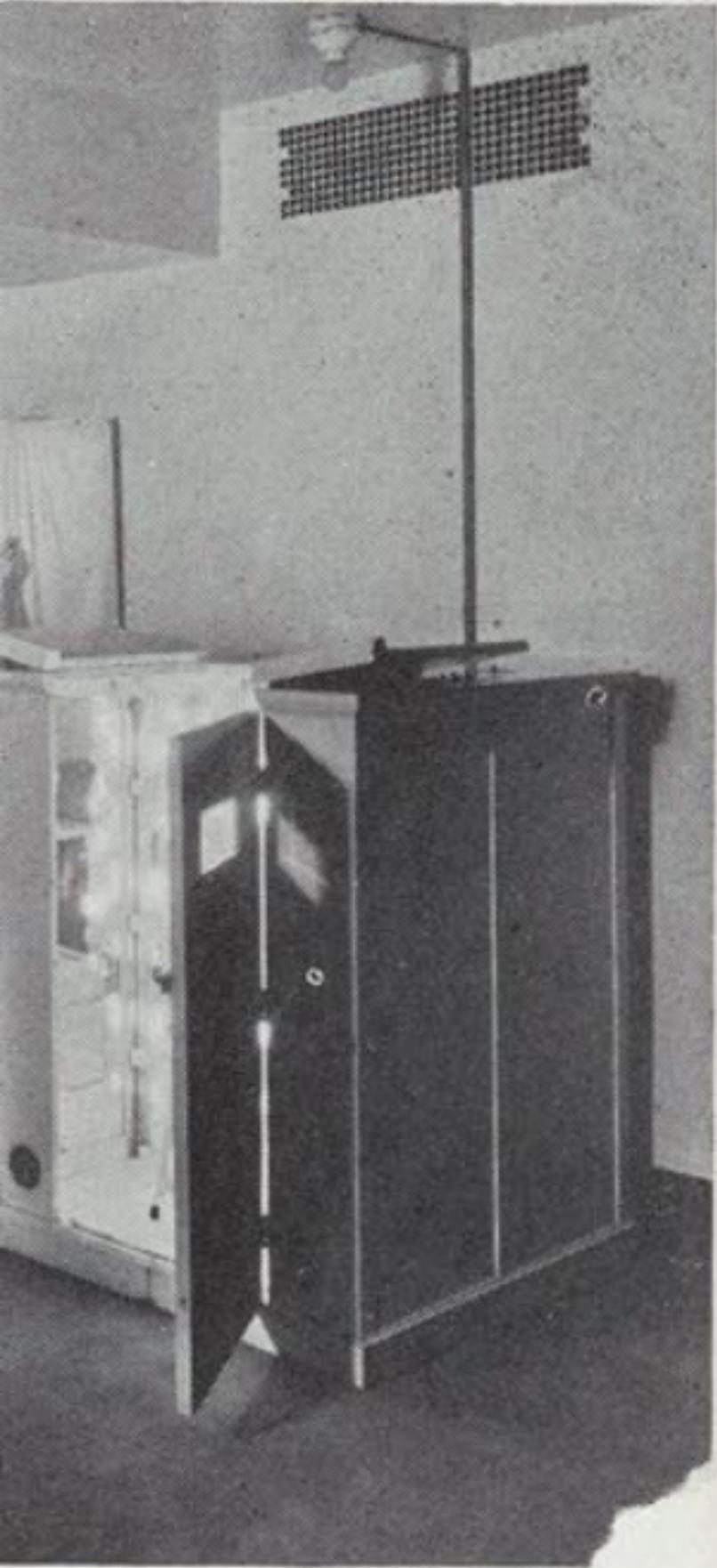
The present reminder that should be set up to encourage neighborliness was the monument set out of the picture bears the fruit of the tentious efforts. Clarke Moore's poem on Christmas from Saint Nicholas is a moving and opposite it, is reproduced in shadows. Its text concerns the ground on which Terrace stands, some of the historical events which are connected with them.

A word for word reproduction of the inscription is printed on the right of this column.

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Massage Studio

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## THE NIGHT BEFORE CHRISTMAS

**All through the house there is  
a good deal stirring as annual  
show scores resounding success**

THE Christmas Party on December 24th combined many of the features of a star-studded radio show, a carol-singing festival, a children's party and a circus. With the Dr. Clement Clarke Moore commemoration as a nucleus, festivities this season reached a new high in ambitious entertainment. Fifteen minutes of the proceedings went on the NBC air from coast to coast, Freddie Bartholomew recited Dr. Moore's famous poem from a Hollywood microphone for the program, Vincent Lopez was one of the guest stars, a resident's song was broadcast. Through it all could be heard the rising and falling crescendo of the excited voices of over five hundred neighborhood guest children; a



Entertainer Bartholomew

constant reminder that simplicity and neighborliness were not crowded out of the picture by more pretentious efforts.

The Garden on Christmas Eve afternoon was a moving picture of bright lights, shadows, encircling gloom punctured by window candles with a sound accompaniment of voices singing and speaking and filled with the moving presence of spectators, entertainers and child guests. The uniforms of the Bobby chorus, the vestments of Saint Peter's Choir, the lighted tree, gave color to the

scene, highlighted and shadowed by the overhead spotlights. In the darkened surrounding windows could be seen silhouetted faces and figures changing and moving behind the lit candles.

The magnitude of the undertaking grew as the time for the event approached and on the day of the Party those in charge realized for the first time to what extent their hands were going to be full. Last minute changes of plans occurred, due to the illness of two of the scheduled singers, but everything was smoothed out successfully and events went through on schedule and with a minimum of confusion. The collapse of one of the porches because of overcrowding caused a flurry of anxious excitement, but nothing serious transpired and the accident did not interfere with the proceedings or with anyone's enjoyment of them. The complicated machinery necessary for a nation-wide broadcast was, of course, handled by NBC experts who set up a broadcasting station with focal points in the center of the Garden, on the porch of the Administration office, inside the office itself and in Hollywood. The Terrace Management and listeners, both residential and throughout the country were deeply appreciative of the presence on the program through the courtesy of Metro-Goldwyn-Mayer, of Freddie Bartholomew, who recited "A Visit From Saint Nicholas" in fine fashion. Due to work on his picture, "Captains Courageous," Freddie could not come to New York.

Vincent Lopez and several members of his famous orchestra presented a song, "Jingle, Jingle,"



Entertainer Lopez

composed by a Terrace resident, Alta Vera Arnold, and sung by Miss Ruth Urban. Miss Urban kindly obliged with this and other numbers after she was asked to appear on short notice due to the illness of Thelma Votipka. Half the scheduled quartette, as a matter of fact, was incapacitated by illness at the last moment, Mr. Hardesty Johnson ably substituting for Sidney Smith. As it went on the air the foursome consisted of Sigurd Nilssen, Grace Angelau, Miss Urban and Mr. Johnson.

The Bobby chorus gave a good account of itself with a rendition of "God Rest Ye, Merry Gentlemen," while Saint Peter's Choir charmed listeners with "Hark the Herald Angels Sing," which closed the broadcast, and "Silent

*(Continued on page 17)*

**R**EGINALD Backward-Glancer, who can always be depended upon to turn up from somewhere around the first of every year, walked briskly into the Editor's Sanctum, chin on shoulder. Just how he found the Editor's Sanctum is a mystery, because the Editor himself has never discovered it.

Reginald turned his back on the Editor so he could look him straight in the eye, rocked back on his heels and rubbed the backs of his hands together. "How about," he said, "a little backward glancing at 1936?"

"That's your job," answered the Editor, a trifle smugly. "Go right ahead and glance back while I take it down in backhand."

The eyes in the back of Reginald's head took on a far-away look. "You know," he said, "this assignment of London Terrace backward-glancing is really a pleasure. I have watched the largest apartment house in the world through seven formative years. I have seen people come and people go—"

"Not so loud," interrupted the Editor, "on the go."

"Why not?" asked Reginald Backward-Glancer. "There are plenty who have not gone and there have usually been more than enough to fill the places of those who have. Is not London Terrace ninety-three per cent occupied? And is not that quite a record in the apartment business? And do not William A. White and Sons, Managing Agents for London Terrace, boast about it—in a quiet way, of course?"

"Yes," replied the Editor. "To what do you attribute this phenomenal actuality?"

"There you have me," replied Reginald, scratching the back of his head, which was furrowed in thought. "I could quote many material reasons. The community shops and services, the Swimming Pool, the Marine Deck, the house telephone system, the Restaurant and the Lounge, the School, the efficient Bobbies and pages—these are all very fine stuff

## TIME SKIPS ON

### **The Editor receives a visitor with strange habits who gazes into the crystal of the past**

and decidedly praiseworthy. But in my seven years of backward-glancing I think I have detected another quality about your home which sets it apart from other homes and which, I believe, contributes greatly to its success."

"And that is?" said the Editor, automatically.

"It's very difficult to put into words," said Reginald.

"Then I'll do it for you," said the Editor. "It is the feeling of voluntary cooperation around the place. Nobody pretends to believe that Terrace residents are one big happy family. Nobody wants them to be; least of all the residents themselves. But through these seven years there has grown a fairly definite realization that apartment residents live pretty close to one another and that to live happily they must have a certain amount of concern for the feelings and habits of their neighbors. The various community activities around here—the Bridge and Chess Clubs, Miss Constantine's Swimming and Exercise classes, the contributions to the Penthouse Nautical collection, the neighborhood charity work set in motion by the Chelsea Neediest Families Committee—are important not alone for their practical purposes, but for the proof they furnish of the almost intangible spirit of cooperation and regard we have for each other. Such a spirit cannot help but promote amicable living. It is proven by the fact that the Manager's Office tells me that complaints from one neighbor about another are becoming fewer and fewer. That I think is really extraordinary and I am almost inclined to knock wood."

"You may knock wood if you want to," said Reginald, "but I don't believe it is necessary. You have put into words my exact feelings on the matter and if I didn't have to look backward all the time I would look forward and prophesy that that sort of cooperation is going to grow and not diminish."

"And speaking of backward-glancing—," insinuated the Editor, pencil poised.

"Ah yes," said Reginald. "I almost forgot what I came here for;"—and he started in to glance at 1936. Being a methodical soul he did it month by month and here is what he saw.

*January*—Ice and snow and the beginning of the famous Royal Scarlet ice cube cartons; the brain throb of the Radio Shop which eliminated electrical appliance interference; that enormous splashing which heralded the first of the year's A. A. U. meets in the Pool, the boom holiday business reported by Terrace stores and shops.

*February*—The first Bridge Club anniversary; reorganizing of the Chelsea Neediest Families Committee with the assistance of Dr. John L. Elliott—one of the really important achievements of the year.

*March*—Dat ol' Davil Strike—nuff sed; another wow of an A. A. U. meet; Miss Constantine taking over the Massage Studio with customary vigor and charm.

*April*—The Twenty-third Street buses stopped April fooling and started wheeling with much gaiety, publicity and gasoline; rhododendrons in the Garden,

(Continued on page 15)

spirit of another New York.

At the new London Terrace on December 24th, 1936, Mrs. Charles de Kay was a guest of honor at the annual Christmas Party. She sat very near the spot where once she mixed egg-nogs for her own parties. Outwardly, London Terrace doesn't look very much as it did when she first went to live there, but it is to be hoped that Mrs. de Kay recognized and welcomed some of the spirit of hospitality and joy of living which still exists within its walls.

### Tourney

The Chess Club is putting on a lot of dog about its Championship Tournament, at present taxing the brains, fingers and endurance of its members. The latter decided they should go in for big-time stuff this year, so drew up regular tournament listings, with seeded players and everything. There are two sections of equal ranking with two seeded players in each section. The players in each section come to grips over the table tops until the winner is determined by elimination. The two sectional winners then come together for the final blow-off to determine the Club Champion.

One member of the Club, by the way, should be remembered as somebody not to play against for large sums of money if you have a weak heart and a slippery bank account. His name is Buddy Martinson and the things he can do at a chess table are uncanny. After the Club dinner on December 23, for instance, he played two people at the same time and just to make it harder he sat with his back to the tables, never once looking at either board. Somebody made his moves for him as he dictated them. He won both games and then went home to relax by dashing off a couple of chapters of the book he is writing which will tear to shreds most of Mr. Einstein's theories. That gives you an idea of the kind of mind *he* has.

# RUGS

**CLEANED SHAMPOOED**

**REPAIRED**



## UPHOLSTERED FURNITURE

Cleaned In, or Out of Your Apartment



Call on House Phone

### LONDON TERRACE CLEANERS

415 Building (Lower Corridor)

410 Building (Store)

### Red and Green

If the often-talked-of, much-desired, somewhat-mythical traffic light at Tenth Avenue and Twenty-third Street is not winking and blinking by the time this issue of the NEWS is in your mail box, don't get cynical so early in the New Year; the light is definitely in the bag. Mr. William H. Bird, Managing Director of the Twenty-third Street Association has the information in writing from no less a personage than Thomas W. Rochester, Chief Engineer of the City of New York.

Mr. Bird has been going after that light for some time now as avidly as a demi-tasse after a piece of apple pie. His last com-

### HAROLD FRANCIS MANN

ASTROLOGER

By Appointment

CHelsea 2-3919

munication to the Police Department must have been a lusty one, because he got action. Preceding the action was a letter from the above-mentioned Mr. Rochester. Mr. Rochester explained that only one little item was left to be installed under the street in order to set the light in motion. The City of New York had been postponing this one little item until the street car tracks were being removed and they could do both jobs at once, thereby saving the taxpayers or somebody a bit of expense. Mr. Bird's plea, however, so touched their hearts that Mr. Rochester prevailed upon the Borough President's Office and received the necessary permission to tear up a brief section of the pavement and get the light going in its perpetual motion of red and green. That is expected to happen any minute now.

What we can't help but wonder is; what comes on first in a new light—the red or the green?

### A. BLOCK

CHIROPODIST - PODIATRIST

NOW LOCATED AT

357 WEST 23rd ST.

NEW YORK CITY

*This office is street level*

Phone CHelsea 3-4365

By Appointment

## TRAVEL FEVER SOARS

**W**E took a look in at the office of Sisk Tours—IC, 435 Building—the other day to see how things were coming along as this travel arranging agency went into its third month of Terrace existence. Everything seemed to be coming along all right. Mr. Sisk was making out a round trip plane reservation to Miami with one hand and with the other

drawing a beautiful diagram for somebody's out-of-town guest in order to show the most convenient route to the Tri-Borough Bridge. Mrs. Nickerson, who furnishes the feminine appeal for the office, was doing the preliminary groundwork for a couple who were about to embark on a South American cruise. A young fellow followed us in the door and asked

the room in general what could be done about getting him a job on a boat going around to the Pacific Coast. Jerome Barry, another Sisk associate, replied that that was one accommodation he didn't believe they could do much about.

When we finally got hold of one of Mr. Sisk's less busy ears, he looked at us searchingly and wanted to know if we weren't the one who was flying to Denver the next day. We straightened that out to everybody's satisfaction, except for the disappointment we felt at not going to Denver and thought of the wonders of travel while our host told an inquiring lady about hotel rates in Virginia Beach.

Mr. Sisk finally admitted, under pressure, that winter vacations were quite the vogue this year among the populace and that he is doing a good bit of business for wanderlust victims who are setting off for North Carolina, Virginia, Florida, the Caribbean and points south all the way to South America. He likes the way people have gotten into the habit of dropping into the office for casual information. It promotes a friendly, informal atmosphere as well as business and makes him feel right at home.

After a few minutes' chat we left, staggering under a load of travel folders and speculating on when we could find the time to run down and visit our aunt in East Orange.

### Astrologer

Our article on Harold F. Mann a couple of months ago created quite a bit of interest because most residents had not been aware of the presence among us of a professional astrologer. Mr. Mann has accordingly set aside a portion of his time to accommodate residents.

Anyone wishing to set a date for a horoscope reading may do so by getting in touch with Mr. Mann at Chelsea 2-3919.

## McBurney School

Fourth grade through High School. College preparatory, with wide choice of electives. Certificate privileges to the colleges.

The finest equipped day-school in New York. Two swimming pools, three gymnasiums, volley ball courts, Little Theatre, 30,000 volume library, metal and woodwork shops, cafeteria, game and recreation rooms, club rooms, etc., etc.

Small classes and men teachers. Outing club and afternoon program at no extra charge. Endowment keeps tuition costs low.

**THOMAS HEMENWAY, M.A.**

*Headmaster*

5 WEST 63rd STREET . . . . . NEW YORK CITY  
*Convenient Transportation*  
 West Side Y. M. C. A. . . . . SUsquehanna 7-4400

## From Monday to Thursday

### THREE ITEMS FOR ONE DOLLAR

Mr. John, formerly with the Junior League Beauty Salon at 40th and Fifth Avenue and Bloomingdale's, is now a member of the London Terrace Beauty Salon staff. Mr. John will trim and wave your hair to suit your personality.

## LONDON TERRACE BEAUTY SALON

465 Building . . . . . House phone or CHelsea 2-9653

Open from 9:00 A. M. to 8:30 P. M.

## A TACK IN TIME

Will save DOLLARS!



Why delay your UPHOLSTERY REPAIR?

(And it's not too late for new draperies)



## THE UPHOLSTERY SHOP

455 Building Lower Corridor House Telephone

Hosiery

•  
Kayser Gloves

•  
Lingerie

•  
Notions

•  
Hand Knitting Yarns

•  
Van Heusen Shirts

•  
Arrow Shirts

•  
Interwoven Socks

•  
B. V. D.—Otis-Hanes  
Underwear

•  
Superba Cravats

•  
Swank Jewelry



LONDON TERRACE  
APPAREL SHOP

Accessories for Men and  
Women

## GLANCING BACKWARD

(Continued from page 10)

forsythia and evergreen around the street entrances tended by the Garden staff who correctly foresaw a season of unparalleled scenic beauty.

*May*—The great dog controversy in its spring activity, with New York City Police drafted into service; the Terrace with 1528 apartments occupied by 4250 contented people.

*June*—The rhododendrons into their own in triumphantly colorful profusion; much tootle-tootling and an enormous crowd on the Marine Deck to greet the *Queen Mary*; the start of the Penthouse Nautical collection; awarding of service emblems to veteran Bobbies.

*July*—Between - week - end swimming and sun bathing jamming the Marine Deck and Pool; the Lingerie Shop changed to the Apparel Shop, adding a line of men's accessories.

*August*—A trip to the country for three happy kids with the blessings of residents and the Needy Families of Chelsea Committee; the end of vacation season and some vacation friendships.

*September*—Arrival of Grace MacLean and her ingenious kit of interior decoration ideas; opening of the Terrace School under the smooth ministrations of Delia Truman; arrival of the Organization Service Associates.

*October*—Terrace residents unscared by Moving Day Ogre who spent his time elsewhere; Elizabeth Flynn's Cocktail Lounge, gay addition to Twenty-third Street; radio listeners charmed by broadcast from Terrace apartment on "Our Neighbors" NBC program with Jerry Belcher interviewing; William A. White and Sons deluged by signed Terrace leases.

*November*—First Chess Club

anniversary; the sad demise of the Terrace Post Office, broken down from overwork; new, bigger and better quarters for the Valet Service.

*December*—Big doings of the Life Saving Service of New York in the Pool; the Christmas Party on the air from coast to coast; 1936 consigned to the Happy Hunting Ground after an eventful life.

## Sie 'em!

**S**OME people never are satisfied. It seems that the statistics compiled by our adding machine Associate Editor a while back got a lot of readers all heated up and screaming for figures the way an advertisement baby screams for certain kinds of cereal. "Let 'em have it!" is the adding machine Associate Editor's motto, so here comes some more ammunition.

The doormen in the Avenue or end buildings have to have good

lusty vocal cords which stand up under hard usage because every minute and a half they are on duty they must answer a house telephone call. The Garden building doormen live a little easier life, because with fewer residents to take care of, they only

### BRIDGE SCHEDULE

#### • DUPLICATE

Tuesday and  
Thursday nights... 8:15 P.M.  
Saturday afternoon... 2:15

#### INSTRUCTION

Thursday afternoon,  
2:15 P.M.  
Friday night... 7:30 P.M.

•  
Fee at all sessions \$.50

### GLADYSE GRAVES STARK

Director

Penthouse Club 470 Building

## POSTAL TELEGRAPH

MAINTAINS IN  
LONDON TERRACE  
AN

EXCLUSIVE  
OFFICE

FOR YOUR SERVICE

TO SEND A

TELEGRAM  
CABLEGRAM  
RADIOGRAM  
MONEY ORDER

or secure a messenger to run  
your errand

Simply ask for  
POSTAL TELEGRAPH  
on your House Phone

Call on us for your theatre  
tickets and airplane reserva-  
tions. They are part of  
POSTAL TELEGRAPH'S  
regular services.

answer the phone once every four minutes. The adding machine Editor got lazy on the job and appealed to the Telephone Company for some of his figures. The Company reported that London Terrace house phones boast more instruments than, for instance the town of Amityville. If you don't care for Amityville you can take Dobbs Ferry, Spring Valley, Lake Placid—there's a spot—Babylon—we didn't know they had telephones in Biblical times—or Southampton. None of them has as many phones as our little home.

The subterranean hallways running along in the basement to connect the different buildings and shops total half a mile in extent. The Twenty-third Street passageway all by itself totals 10,000 square feet—but they aren't as big as Carnera's; just regular feet.

This adding machine Associate Editor is some smart guy, but even at that we bet he never gets to be President. Statistics are against him.

### EXCLUSIVE MILLINERY Hats Altered

•  
BETTY WILBUR  
Apt. 6-H 410 Building  
House phone or CHelsea 3-5990

## LONDON TERRACE

### FLOWER SHOP

Flowers

For All

Occasions

### HOUSE PLANTS

and POTTERY

## BOOK NOOK

**A**MERICANS are battling it out with the foreigners this month in Book Store favor, with the natives turning out some typical Americana and the others going in for historically and socially inclined works. For good home work there is "Ladies of the Press" by Ishbel Ross, who used to be a newspaperwoman herself. Her book turns the spotlight on the whole subject of women and the fourth estate—their problems, what is expected of them, the evolution of their progress from sob sisters to feature writers, along with some entertaining biographical sketches of some of her female companions of the deadline. Easy and interesting to read.

Another typewriter gal, Josephine Lawrence, offers "The Sound of Running Feet"; a fictional cross-section closeup of Americans of many classes, temperaments and stations in life. Miss Lawrence seems to have struck the formula of adapting conventional family themes into a modern style of writing and to have hit a popular stride.

On the other side of the water we have Philip Gibbs and Jolan Foldes, both dealing, in psychological novels, with victims of the changing politics of Europe during the last twenty years. "Cities of Refuge," by Mr. Gibbs, is about exiled "white" Russians and their vicissitudes. A bit artificial in viewpoint, its characters are nevertheless artfully drawn by a master of this sort of thing. With "The Street of the Missing Cat" Miss Foldes won the All Nations Prize, a novel award of international scope. It is a human interest tale of Hungarian exiles of Paris, needs lots of concentration to read and is worth it.

P. G. Wodehouse's hilarious fable of Hollywood, "Laughing Gas," is of course tops in its line, as are "The D. A. Calls It Murder" by Erle Stanley Gardner and "The Dumb Gods Speak" by E. Phillips Oppenheim.

## CHRISTMAS PARTY

(Continued from page 9)

Night," sung in collaboration with the quartette.

The crowd of visiting boys and girls, massed to the west of the center of the Garden, listened to the broadcast with some vocal restlessness, which contributed a good slice of "color" as it came over the air and then burst into cheers as Santa Claus appeared at the top of the 470 Building to begin his steeplechase descent to present the stockings-full of fruit and candy. The children were then led off to the 465 Building where the more elaborate gifts of games, dolls and toys were given them—all contributed by

Terrace residents. Mrs. Nugent did a grand job of organizing the youngsters, overseeing their activities and superintending the presentation of gifts.

The true story of the Party is not told with a picture of the events as they took place, however. Many unseen residents, friends, stores and business establishments gave wholeheartedly of time and materials. The only way to describe it is with that much-overworked word, "spirit." The inspiration shown by the efforts of the Chelsea Neediest Families Committee probably had much to do with it. In perpetuating the charity Christmas benefits throughout the year, this group of ladies and gentlemen

## London Terrace Management

announces the following

### RESIDENT PROFESSIONAL SERVICES

#### MEDICAL

B. M. SHALETTE, M.D.

425 West 23rd St., Apt. 1B  
CHelsea 3-1224 and 1225

ROBERT E. FRICK, M.D.  
445 West 23rd St., Apt. 1B  
CHelsea 3-6677

ALFRED C. DUPONT, M.D.  
455 West 23rd St., Apt. 1B  
CHelsea 3-1894

#### DENTAL

PAUL ROBERT JACOBS, DDS.  
415 West 23rd St., Apt. 1B  
CHelsea 3-5858

BARNETT M. WARREN, DDS.  
425 West 23rd St., Apt. 1E  
CHelsea 3-6434

#### OSTEOPATHIC PHYSICIAN

DR. J. B. CULBERT  
460 West 24th St., Apt. 1E  
WAtkins 9-4761  
By Appointment

#### CONSULTING PSYCHOLOGIST

G. MARIE BROTT, M.A.  
470 West 24th Street, Apt. 8F  
CHelsea 3-6650  
By Appointment

# JOIN! OUR RENTAL LIBRARY

Now that your holiday shopping worries are over, catch up on your reading.

We have all the latest books—fiction and non-fiction.

Genuine Steel Engraved  
LONDON TERRACE  
STATIONERY  
with the New Crest

1937 CALENDARS  
AND DIARIES NOW  
READY

TYPEWRITERS  
ALL MAKES  
RENTED  
Sold — Exchanged  
Repaired

DEVELOPING  
PRINTING  
ENLARGING  
7 Hour Service  
Kodak Films

LONDON TERRACE  
BOOK SHOP  
219 Ninth Ave., New York  
Call us on your  
House Phone

## LONDON TERRACE LAUNDRY

Just call "Laundry" on the House 'phone and within a few minutes our representative will call at your apartment to be "at your service." Send us all your washables!! Silks, woolens, cottons and linens will all receive the care and attention of experts who have been trained for years in the handling of fine fabrics.

435 Building

Lower Corridor

CH 3-1085 Est. over 60 Years

### Geo. Nockin's Sons JEWELERS AND OPTICIANS

Diamonds, Watches, Clocks  
Silverware and Fine Jewelry

REPAIRING A SPECIALTY

Optical Department in charge  
of Registered Optician

252 EIGHTH AVENUE  
One door from S. E. Cor. 23rd  
We Have No Branch Store

### DRESSMAKING and ALTERATIONS

MRS. O. LE COUNT

450 BUILDING  
APARTMENT 1A  
WAt. 9-7163

has established a very worthwhile community service—and one which could not function without the unselfish cooperation of Terrace residents who have been instrumental in keeping it alive.

Recognition must also go to the



### CHELSEA DOG & CAT HOSPITAL

DR. LEON ROTH  
Veterinarian

258 West 19th Street  
WAtkins 9-6963

X-Ray	Plucking
Surgery	Clipping
Outdoor Runs	Bathing
Sanitary Kennels	Boarding

London Terrace Residence  
415 Building Apartment 12 F

number of women who worked so diligently wrapping the more than five hundred packages donated for the neighborhood children, to the Royal Scarlet Store which furnished luncheons for them and the Book Store which gave the wrappings, twine and tissue paper. Excelsior Garage was sponsor for the miniature flashlights, Chelsea Storage for the piano so ably utilized by Mr. Lopez, and Weidenbach Brown and Co. for the "waterproof" electric lights decorating the Twenty - fourth Street trees. Radio's Voice of Experience and Mr. John White were co-givers of the fruit for the children's stockings.

It was three-quarters of an hour of entertaining "party," but good-will, unselfishness and co-operative enjoyment cannot be measured in terms of minutes. The Christmas Party is an institution of which we should all be proud because it is something fine in which we all have a part.