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London Terrace News

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JANUARY

1940

HAVING ENJOYED, DURING 1939 and many preceding years, the confidence and loyal patronage of London Terrace motorists—and in appreciation thereof

BE IT RESOLVED—during 1940, to continue the exclusive features of garage and automobile maintenance service established and operated for their individual and special benefit; to extend every possible effort and endeavor to merit further their continued confidence and patronage; and to wish them happiness for the NEW YEAR.

JOHN W. RICKERT, President.

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*I*N cooperation with the management the charges of London Terrace Laundry can be charged to your House account and will appear on your monthly rent bill One check will pay rent and laundry charges for the month We are sure you will like this convenience and so unless instructed to the contrary we will not ask for cash on delivery of your laundry

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refrigerator tray*

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strawberry, vanilla.

No. 2. Raspberry, coffee, vanilla.

No. 3. Pineapple, chocolate, vanilla.

PINT 20c

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TO OUR TENANTS:

At the beginning of this New Year we are happy again to note the continuing increase in the good will and friendly spirit so characteristic of London Terrace. This cordiality and cooperation between the tenants and the management has developed a true community interest resulting in benefits to our neighbors, added pleasures in living here, and group activities otherwise impossible.

The Jamboree held in June and the recent Christmas Celebration, are, of course, major examples of this cooperation. The unselfish spirit shown by hundreds of our tenants in working for the Chelsea Charities, the vast amount of work done by them in making it possible for several hundred needy children of the neighborhood to enjoy a real vacation during the summer and to have a share in the Christmas pleasures, show a community spirit worthy of carrying on the tradition left us by Dr. Clement Clarke Moore, the author of " 'Twas the Night Before Christmas."

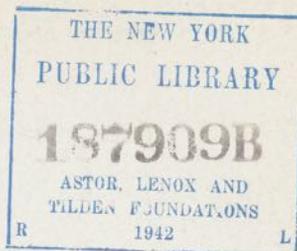
This spirit has also made possible pleasures of direct benefit within our walls. The activities in the Penthouse Club, the Game Room, the Pool, the new gymnasiums, and the recently organized Terrace Players and Camera Club further indicate the good will our tenants hold for each other and the interest of the management in their comfort and pleasure.

In this time of world wide strife we feel that these evidences of friendliness, of willingness to share with those less fortunate, are particularly noteworthy, and that we should be deeply grateful to know that in our own home group a true neighborly spirit prevails.

We therefore take unusual pleasure in extending to those who live or work in London Terrace our grateful appreciation of their generous and warm-hearted cooperation and our sincere wishes that the New Year may be for them full of the happiness which friendships alone can bring.

WM. A. WHITE & SONS
Managing Agent for London Terrace

The NEWS of



London Terrace

JANUARY, 1940

VOLUME VIII

NUMBER 1 ¹²

Cover

Our cover this month appropriately welcomes the New Year with an original piece of art work turned out by a resident. This lady, who has a passion for anonymity, says that if we must give some inkling of her identity, we can just say she is known as "Jan." This is not the first service she has rendered the Terrace. She was responsible for the January cover of the NEWS last year, has contributed several cartoons for our pages and has executed much of the poster work for Building lobby cards.

Thanks, "Jan," and how about letting us meet you some time?

THANK YOU

Many gift donations for the Christmas Party were sent in anonymously, without any identification of the givers. Through these pages, therefore, we extend sincere thanks on behalf of the children who received the gifts, Chelsea Charities, the residents of London Terrace and the Management for the help of these people in making the Party a success.

As long as a more personal greeting is impossible, we hope that you will accept this word of thanks in the same spirit in which you made your donation.

Rapid Transit

After a rather slow start this season, the Chess Club has swung into high gear. On December 20th a well-attended rapid transit tournament was held, players being limited to ten seconds for each move. Those loud explosions you heard were nervous collapses, not automobiles backfiring in Tenth Avenue. To even up the battle, stronger players gave handicaps up to as much as a rook to their less formidable brethren.

The two prizes were shared by Constantine Rasis and Mark Peckar, each of whom had a score of 11-1. Other strong finishers were C. Dunn, 7½-2½; R. Brenneis, 7-3; M. Kramer and D. Schenck, 6-4.

President Ernst Woltmann has recovered from his recent illness



and promises to be on hand again after the first of the year.

The Club meets every Wednesday night in the Penthouse Club.

Bakery

Everybody was so busy down at our corner Food Store around the holidays that we didn't have the heart to bother them by asking a lot of questions about the change in the bakery concession. A unit of the well-known Cushman Bakeries moved in on January 1st and that's about all we can tell you at the moment. We'll have details for the February issue.

PIX WANTED

There were a number of industrious camera poppers around at the Christmas Party and some of their excellent shots are decorating this issue. It occurred to us that perhaps some of the photographers were too modest to let us see their efforts, and if so, here is an invitation to send in prints to the NEWS office.

We can always use pictures, particularly effective ones of Terrace scenes, so if you're hiding any that you took of the Party or the decorations, we'd appreciate having a look at them with an end to publishing them in these pages.

YODEL BOY MAKES GOOD

THIS success story has its beginning in a quiet, warm day last summer up on the Marine Deck. Taking the air and the sun were a few residents. Over in one corner we spied what seemed to be a meeting of Musicians Local 802, for in a group talking music were bandleaders Reggie Childs and Emile Petti and band singer Colonel Manny Prager, personality man with Ben Bernie's orchestra. Relaxing nearby in the "tannery" was Mrs. Will Osborne, lovely wife of that "slide old gentleman" of orchestra fame.

At the moment of which we are speaking, Manny Prager was well into an absorbing description of the dream band which he was going to organize and lead some day. Petti and Childs were very encouraging when they had a chance to get a few words in, telling Prager that there was nothing like having your own outfit.

Well—it is nice to know that some people's summer day dreams come true, for now it is learned that the dream band of Colonel Manny Prager is a reality. Although Lew Lehr, radio co-worker with the Colonel, suggested that his outfit be named "Colonel Manny Prager and his Corn Huskers," the band had its opening January 6th at the Hotel Radisson in Minneapolis as "Colonel Manny Prager and his Cavaliers."

Prager left Old Maestro Bernie on the tenth anniversary of his joining the organization, when he played his last engagement on New Year's Eve at the Westchester Country Club. During those years, besides his orchestral work, he has appeared in



Colonel Manny Prager

several pictures including "Shoot the Works," "Stolen Harmony" and "Love and Hisses."

We'll miss Prager and Prager says he'll miss us, especially the Swimming Pool, but that's the way life is. He says that as soon as he makes good and gets set for a steady New York stand, he's heading straight home with his eye on a penthouse. He mentioned specifically the small one—the one with the Marine Deck on it.

W.S.A. OPENS POOL MEETS

THE Women's Swimming Association of New York (hereinafter referred to as W.S.A.) banged into its first winter high jinks of the season in our Pool on Sunday, December 17th. Top notch mermaids who rallied round to show their form

and forms included Helene Rains, senior national breast stroke champion who is pushing off shortly for South America as one of the three women swimmers picked to represent this country; Gloria Callen, senior metropolitan back stroke champion; Mil-

dred O'Donnell, former Terrace resident and present junior metropolitan medley champion, and Marguerite Hoole, Jr., national 440-yard champion.

The place was awash with celebrity officials. Paul Lockwood, sometimes referred to as Mr. Tom Dewey's "glamour boy," did the starting. Other officials included Mrs. Alice Lord Landon, former Olympic champion, and Mr. Richard Landon, former Olympic track champion.

This month, on Sunday afternoon of the 28th, an official W.S.A. championship swimming meet will be held. Events will include a 400-yard relay, a 100-yard free style handicap, a 150-yard back stroke handicap, a 100-yard breast stroke handicap and a 100-yard free style handicap for tots—W.S.A. members eleven years of age or younger.

This meet should provide plenty of fun, thrills and chills for all concerned and you'd better put it down in that new date book you got yourself for New Year's. Admission tariff is fifty cents per head.

Dancing Instruction

If you have a yen to catch up on your ballroom dancing, as it is quaintly called, you will not need to go further than downstairs in the 405 Building to Miss Elizabeth Flynn's Grille Room. Here, on Tuesday evenings at 8:30, Miss Gertrude Dutton and Mr. William Crook of the Dutton Studio are on hand to give you the benefit of their expert attention in the mysteries of the rumba, the tango, the modern fox trot and the waltz.

Miss Dutton and Mr. Crook are well-known exhibition dancers and teachers who have done their stuff at the Hotel St. Regis, the Pierre and similar snooty hostilities with praiseworthy results. The charge is \$7.50 for ten lessons, which sounds reasonable enough in any man's language.

TERRACE PLAYERS IN REHEARSAL

A NUMBER of detailed news releases from the London Terrace Players have come sliding under the editor's office door and just so the inhabitants at large will know what's going on in this ambitious organization, we'll do a little digesting and pass the developments on to you.

Heading the list are the facts that both the opening play and the director have been selected. Two separate casts are being formed and, by the time this is in print, everybody will be buckling down to the serious business of rehearsals to prepare for performances in mid-February. The play is "First Lady," the Broadway hit of a few seasons ago which saw Jane Cowl in the starring role. First plans to produce a revue were changed because the production of a play such as "First Lady" seemed better suited to the personnel of the Players as the group developed into its working phases.

The director is Samson Gordon, chosen from a wide variety of available people because his experience, personality and ability are ideally suited to make a success of this important and difficult post. Mr. Gordon majored in dramatic work at Drake University and at Columbia, where he studied under Hatcher Hughes, playwright and Pulitzer Prize winner.

His professional acting experience started in Eva LeGallienne's Civic Repertory Theatre, where he shared his apprenticeship with Burgess Meredith and John Garfield, among others. He then went on to play various roles, with the Theatre Union, with Will Geer in "Bury the Dead," in "The Eternal Road," in which he played three separate character parts and in "Tortilla Flat." His acting in the latter play was listed by *Billboard*, theatrical magazine, as one of the outstanding character portrayals of the season.

Director, play and casts chosen as production plans move forward

Mr. Gordon has written plays for the radio, has had managerial experience in the production of a play, "There is a Moon Tonight," by Alfred Kreyenberg and currently has a play of his own authorship, "Return of Gulliver," which he expects to be produced this winter.

He has thrust himself into his work with the London Terrace Players with zeal and enthusiasm because he feels that the organization has great possibilities. He is particularly pleased with the play choice of the play reading

"First Lady," in case you're not up on your theatrical lore, is a highly amusing comedy from the talented typewriters of George S. Kaufman and Katherine Dayton which concerns behind-the-scenes political-society maneuvering in the nation's capital. There is no doubt but that it will make an excellent attraction for the opening bill of the Players. Plans are to present it at a neighborhood theatre and part of the proceeds will be diverted to a worthy neighborhood charity.

Other activities of the Players



Photo by Descann

Group of Players in a first reading of "First Lady." Left to right: John Eels; Anna Eels; Alfred H. Gottlieb; Samson Gordon (Director); Louise Llorens; Lenore Sonn; Jane Peck; Mrs. Warner L. Overton; Paul K. Aadoms (standing)

committee. Dealing as it does with Washington shenanigans, he feels that it will be particularly timely in a Presidential election year. Also, the parts in the play are excellently suited to the various acting talents of the Players. In fact he found so much talent available that he is planning on forming two different casts for the play, so that it will be given on two separate evenings with two different sets of performers.

have also been progressing swiftly. In line with the aims of the organization to provide experience and education in all branches of the theatre, a number of prominent people from the theatrical world are being lined up to speak before Terrace residents. These include Miss Jane Cowl, Daniel Frohman, well-known producer and director, Lucius Beebe and Deems Taylor.

(Continued on page 16)

CHRISTMAS PARTY GREET'S SEASON

OUR old friend Saint Nicholas, so happily characterized in Clement Clarke Moore's beloved verses, made his tenth annual visit to London Terrace on the evening of December 23rd right on schedule. Friends, neighbors, residents, participating guests and guests of our charitable good will; Management, employees, concessionaires, all gathered in and around the Garden to give honor to the memory of the author of the famous Christmas poem, the lines of which, starting with "'Twas the Night Before Christmas," were penned by Dr. Moore in his home on the present site of London Terrace.

As usual, five hundred small, but articulate neighborhood children were treated to food, clothing and entertainment as the contribution of Terrace residents toward peace and good will. Friends, relatives and former tenants all over the United States were brought back in spirit to our home as the festivities were broadcast over the network of the Mutual Broadcasting System as a portion of Uncle Don's regular program. Our well-

Another annual celebration ushers in holiday week in happy fashion

wishers in far places were even better taken care of this year than last, as the western section of the country was reached in a pre-broadcast at 5:30 P. M. The regular broadcast went on at 6:00 P. M. and was on the air for a half hour. The reading of the Moore poem was superbly handled by our guest of honor for the occasion, Mr. Edmond O'Brien, well-known featured player of stage and screen, who is currently appearing in RKO's "The Hunchback of Notre Dame," and has made Broadway appearances with Maurice Evans and with Judith Anderson in "Family Portrait," among other productions.

The fine Choir from neighboring St. Peter's Church with soloists Dorothy Hanna and Ann Rees, under the direction of Miss Rosalind Wood and Rev. R. A. D. Beaty, rector, were on hand as usual to sing several sacred num-

bers, thus retaining the link with Dr. Moore, who was so closely identified with the construction and work of old St. Peter's. Our own Bobbies' Chorus sang, the young members of Ecole Maternelle Francaise lent a picturesque touch to proceedings, little Mr. and Mrs. Santa Claus Tommy Brown and Marcia Gale Brandt proved themselves real troupers in the face of the cold and the unusual excitement and Mr. Wm. J. Demorest of Wm. A. White and Sons, Managing Agent for London Terrace, gave a word of welcome.

The colorful scene in the Garden, although familiar now to many of us, never ceases to cast its spell of cheer and friendly Christmas spirit. The gaily-decorated and lighted giant tree, the colored garlands, the 8,000 candle-lit apartment windows, the many varied costumes of the per-



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EDMOND
O'BRIEN



At left, actor O'Brien reads the Moore poem in our Garden for the Party. At right, as he appears in the picture, "The Hunchback of Notre Dame"



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Children guests about to receive stockings from Santa, assisted by Bobbies. Note hands and facial expressions.

formers, the almost hysterical delight of our young neighborhood guests, to whom the Party contributes a share of good things which otherwise they would not have, all combine in a heart-thumping expression of the real holiday spirit—something we can carry with us throughout the entire year. Proof of the essential spirit of the undertaking lies in the gratifying manner with which Uncle Don and his studio colleagues, this year for the second time, entered into the character of the occasion.

And while we're on this subject we might mention and give a big nod of approval to all those who took part in the broadcast, for the manner in which they faced with unfailing good humor as chill a night as you'll wish to encounter anywhere. Everything connected with the program ran off in exceptionally smooth style, from the entrance of the children guests to the distribution of the gift stockings. A compromise had to be effected with the public address system in the Garden. If turned up too loud it interfered with radio reception. If turned down low, it was difficult for those residents who came down into the Garden to hear the broadcast. However, most of these latter felt that the privilege

of watching the program at close quarters made up for the fact that they couldn't hear quite as well as those at their radios.

As six o'clock neared the lights in Garden apartment windows went out one by one and the lighted candles made their appearance. Performers and residents took their places quietly as the brisk, efficient broadcast preparations went on at the platform near the tree. Then came the shrill excited cries of the small guests who came running to their positions superintended by several friendly stalwarts of our Uniformed Service. Just before six,

Uncle Don was at the piano microphone and swung into his introduction as we went on the air. He outlined the coming program, told of the background of the Party and of St. Peter's Choir, who sang their first number, "Hark the Herald Angels Sing."

Uncle Don then went on to describe the scene, following which the Choir sang "O Holy Night," with solo by Dorothy Hanna. Next came the introduction of Edmond O'Brien who gave his fine reading of Dr. Moore's "A Visit From Saint Nicholas." The members of the Ecole Maternelle Française now came forward for their moment in the spotlight dressed in costumes topped off by red and blue hoods. They sang "Jingle, Jingle," a special Christmas number composed by resident Alta Vera Arnold, followed by "Jingle Bells" sung in French. The children were accompanied by Miss Rosalind Wood of St. Peter's Choir and as usual proved one of the most interesting events of the program.

Uncle Don took the air again with a few remarks of thanks to London Terrace and Wm. A. White & Sons and introduced Mr. Wm. J. Demorest, vice-president of our Managing Agent firm. Mr. Demorest spoke a brief few words of welcome and appreciation and then it was the turn of



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More guests after they have received their stockings. Anticipatory expressions have been succeeded by delight.

THE LONDON TERRACE NEWS

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the Bobbies' Chorus to perform. Their picturesque appearance in red and blue capes carrying lighted flares was duly described to the radio audience and then they sang "Good Christian Men."

An outburst of whooping from the children proclaimed almost before Uncle Don could accomplish it that Santa Claus had made his dramatic appearance at the top of the 470 Building. Tommy Brown, aged three years, six months, and Marcia Brandt, aged two years nine months, who impersonated the miniature Mr. and Mrs. Santa as described in the Moore poem and drawn by the Ecole "reindeer," were next engaged in conversation by Uncle Don, as the Santa Claus who was to distribute the stocking gifts appeared in the Garden. He also talked things over briefly at the microphone, the Choir sang "It Came Upon the Midnight Clear," and the broadcast was over.

For our young guests, however, the Party was only in its prime. One by one they stepped forward to receive their stockings filled with candy, fruit, nuts and figs from Santa Claus, then trooped back to the Ecole Maternelle Française to be presented with the more impressive gifts of toys and clothing donated by Terrace residents. Children of residents and employees were treated to a party in the Game Room, where they were entertained by magician Harry Hayden and dined on ice cream and cake donated by Elizabeth Flynn.

The real success of the occasion however, came in the community spirit of charity and neighborliness which went into the undertaking—the close co-

operation of tenants, Management and employees in this splendid yearly endeavor. The days and weeks of work in preparing the details, the generous contributions of large numbers of residents, cooperation from concessionaires, all go to make the Party what it is—our annual celebration of the true Christmas spirit as exemplified by Dr. Moore's poem.

It is not possible, of course, to

"MONDAY NIGHTS" IN FULL SCHEDULE

AFTER a brief breather during the holidays, "Monday Nights in the Penthouse Club" gets into good running form this month. The weekly discussion forums which are devoted to widening the knowledge of Terracers on all sorts of interesting subjects, will play host to four distinguished guests during January. Mr. Roland L. Stratford, who first conceived the idea of "Monday Nights" some years ago, and has been actively instrumental in making them the success they have become, announces the following scheduled attractions.

On the 8th, Dr. Ernst Wilhelm Meyer, whom Monday Nighters remember for a very interesting evening last year, returned to talk on "The Three Possibilities of War and Peace." Dr. Meyer, well known lecturer and writer, formerly held several high posts in the German diplomatic service before his disagreement with Nazi policies forced him to leave Germany. Out of the background of his experience he gathered much that is important and timely to pass on to us.

The following week will see Miss Ann Koernig on the rostrum to tell about "How to Choose Vocations from Hands." Miss Koernig is very well known in New York's business circles as a characterologist and sales counsellor and is head of the Executive Sales Institute. She has

name in detail all those who helped make the Party a success, because that would take in most of the Terrace. However a few unselfish leaders in the undertaking can come in for a little deserved back-patting. Among these we include Mrs. Ethel Nugent, social service director of Chelsea Charities, upon whose shoulders rested the responsibility of directing neighborhood fam-

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made a life work of character analysis from the shape and structure of the hands. She will bring along slides with which to illustrate various points of her talk.

For the 22d, a very popular repeater will be on hand again—Mr. Harold F. Mann, Terrace resident and one of the best-known and respected astrologers in the country. His subject will be "What the Stars Say for the United States and 1940."

On the last Monday in the month, the international situation comes in for more attention when Mr. Max Brauer will speak on "Can Germany Win the War?" Like Dr. Meyer, Mr. Brauer, a former mayor of Altona, Germany, and director of the enormous power plant which supplies current for the province of Schleswig-Holstein, had to leave Germany with his family upon the rise of National Socialism. His experience with the German army during the first World War gives him added authority for his subject.

The time for "Monday Nights" as you probably know is 8:20 P. M. every Monday evening, the place is the Penthouse Club, there is no admission charge and each meeting is thrown open for questions and discussion after the guest speaker has completed his prepared talk. It's a good idea to come early because accommodations are limited.

PORTRAIT OF A DESIGNER

A brief intrusion into the life and works of a very talented lady

SOME day many years hence some long-initialed gent will sit down at a new-fangled desk supporting a new-fangled machine designed to transmit words and will bang out a learned treatise on some such subject as "The Relation of Art to Business and Industry in the Twentieth Century."

Well—this month your interviewing reporter has the jump on the learned gent of the future, because he has just engaged in a fascinating conversation with Mrs. Anna L. Hilton, a pioneer who helped bring about the happy relation of art to business and industry in this age in which we are living. It's practically impossible to classify the work of this talented lady, but we'll make a small attempt at it by calling her a teacher of and a worker in the art of commercial design. She is the head of the School of Design and Commercial Arts Division of the Grand Central School of Art, but that doesn't begin to tell the story of Anna Hilton.

The New York World's Fair probably did more in one large whack to make the American public conscious of the tremendous influence of commercial art upon modern business than any other event during this generation. And as proof of Mrs. Hilton's place in this scheme of things we need only point to the fact that the girl who had charge of designing the Hungarian building and the man who had charge of designing the Finnish building, both were former students of hers. As were also countless other young men and women engaged in designing the buildings, the exhibits—and in actually putting art to work for business and industry.

Nor does she stop at teaching. She is regularly consulted and commissioned by manufacturers to style lines of rugs, textiles,

dress silks, neckwear fabrics and packages for various types of merchandise. In addition she is on the consulting staffs of several publishers and of one of the big movie studios.

Just about everything you touch, buy, see or read these days, from a package of matches to the picture version of "Gone With the Wind," is designed psychologically and scientifically to make you want it, buy it, enjoy it. Mrs. Hilton has made her life work the development of this science of commercial design.

She is a daughter of the South, coming from a family which includes two signers of the Declaration of Independence. She is a graduate of the University of Georgia and from there went north to study at the Chicago Art Institute, the New York School of Fine and Applied Arts and the Boothbay Harbor Studios in Maine. In New York she did free lance work for the women's magazines, originating home designs, interiors, embroidery sets and the like. About this time al-

so she was married at the Little Church Around the Corner, bore a son, Thomas, who now shares her Terrace apartment and is an enterprising young sales promotion and publicity man in his own right.

In the early days, though, Thomas became ill and the family moved south to Florida. There Mrs. Hilton started in writing a small feature on art for a Jacksonville newspaper. Such was her acumen and energy that before long public response turned this feature into a special two-page section. She accomplished this by application of a pet theory of hers, the theory being that everyone, usually unconsciously, has a desire for some sort of artistic expression. What we need is some one to show us in practical form how this desire may be realized in some simple way. The soundness of her theory was demonstrated by the fact that before long her feature was being syndicated and her services in demand by schools, clubs, educators and publishers all over the country.

Mrs. Hilton is practical-minded, so she didn't stop at home education in art. She began to adapt her theories to the needs of business and commerce. Her talents became increasingly utilized by manufacturers, department stores and schools in arts and crafts.

To list her accomplishments would require more space than is available here. She is responsible for much of the improvement in colored motion picture technique, having worked out a synchronization system which put harmony and eye-pleasing psychological tone gradations in place of the old clashing color schemes of the early pictures. She has a hand in



Deschin
Mrs. Anna L. Hilton with
some of her designs

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many of the famous charitable balls and art pageants—Beaux Arts Ball, Silk Ball, Lace Ball, Miami-Biltmore Fashion Show, the famous Charity Carnival "Adventure" at Madison Square Garden in 1932 and Metropolitan Opera benefits. She has executed several commissions for national governments, including that of the United States, for which she designed interiors and fittings for a big hotel in the Virgin Islands.

Through it all Mrs. Hilton has remained very much herself. She is a slim, attractive woman who it is hard to believe is the mother of a son the age of Thomas. She gets immense fun

out of living, enjoys books, which she collects, has a passionate fondness for music and is a hound for all sorts of art exhibitions.

She and Thomas are veteran Terracers, having lived here since the first apartments were available back in 1930. They have moved around some within our walls, but are more or less permanently settled now in a Garden apartment in the 430 Building. They have made their apartment very much their own—built in book cases, paneled walls with original pieces of art incorporated in them, specially constructed mirrors, an effective system of in-

(Continued on page 17)

HOW'S YOUR HEALTH?

(EDITOR'S NOTE: *Herewith we present for your approval and physical well being, the second in a series of articles by Miss Vera Post, instructress of the Artie McGovern Method of Exercise in the London Terrace Gymnasium. If you'd like to know more particulars of the good things Miss Post and her associate, Miss Elizabeth Murray, can do for you, a visit to their headquarters which open off the Swimming Pool lobby in the 470 Building will be welcomed.*)

WE moderns have become so addicted to health fads and fancies that many of us are not well, largely because we think too much about health! This may sound completely contradictory, but the fact remains that it is true. We are apt to follow fads which, more often than not, do greater harm than good. We often take firm faith in fallacies concerning health which may be one man's food and another's poison. Many of us have been led to believe that the business of keeping well is a complicated process. With this thought in mind, we come to the conclusion that we "just can't be bothered."

I don't wonder at this attitude.

If keeping healthy were as complicated as some people try to make it, I couldn't be bothered about it either.

We all should know that there is no single rule which will enable us either to gain or to maintain good health. Sensible diet, rest and recreation, exercise, fresh air, sunshine, plenty of water both inside and out, moderation in all things—these health aids are as old as creation. However, no one of them can work effectively unless used in conjunction with the others. It is the combination that spells good health in the well regulated, well balanced life.

Good health, and with it success and happiness, belong to you by every natural right. Anything else is unnatural. There is no good reason why you should not have perfect health, assuming of course that you suffer from no incurable disease or serious deformity. And as good health is natural, so too the way to it should be natural. The road is broad and straight, without any forks or angles. Simplicity, sanity, common sense, are the only markers on the highway.

VERA POST

THE OLD YEAR RECAPITULATES

Spirit, Editor and Stranger hold eerie New Year conclave

IT was a quiet moment in the Editor's office during the hours just before the Dawn of 1940. The Editor was engaged in a pleasant conversation with the Spirit of Life at London Terrace concerning the happenings of the year which was fast drawing to a close.

Without warning the door opened and the calm was shattered by the entrance of The Man Whom Nobody Likes.

"Bah!" said The Man, because that was the way he started every conversation. "What are you doing, you mope, sitting here talking to yourself?"

"I am not talking to myself," replied the Editor. "I am having a quiet communion with The Spirit of Life at London Terrace. And who asked you to butt in, anyway?"

"I always butt in," sneered The Man, "particularly in places where I am not wanted. And let me tell you that you can't be communing with The Spirit of Life at London Terrace because there is no such animal."

"Perhaps," spoke up The Spirit, "you say that because you do not live here."

"Of course I don't live here," answered The Man. "You couldn't give me the place with a platinum fence around it." Then suddenly he looked very crestfallen. "Bah!" he said. "What is this, a trap? Here I say you don't exist and now I'm talking to you."

Neither The Spirit nor the Editor said anything for a moment or two, and The Man Whom Nobody Likes began to fidget uneasily in his chair. "Bah!" he said, "the burden of proof lies with you. I'll listen, but it had better be good. What are you, why are you and who are you?"

The Spirit smiled and shook his head. "I am a very modest



soul," he said, "and I am afraid I would not do myself justice. I shall leave explanations to my friend here, the Editor, whose job it is to explain such matters to skeptics such as you."

With that, The Spirit quietly withdrew to make his way down several corridors, dropping in on apartments as he went, making his New Year calls.

Back in the office the Editor cleared his throat, then moistened it with a heavy drop of New Year dew which was beginning to fall in profuse quantities.

"The story of The Spirit of Life at London Terrace is a very real one," he began, "and during the last year it has been so apparent that I'm surprised that even such an unpleasant person as yourself has not been aware of it."

"I don't get around here very much," muttered The Man. "Come on, don't stall, get on with the fairy tale."

"It's no fairy tale, but I will get on with it," replied the Editor. "The Spirit of Life at London Terrace is simply this:

"We have here a community of

about 3,500 people living in 1,500 or so apartments built around a central Garden. But of course that in itself does not make us a community. What makes us a community in every sense of the word is the fact that we have various community interests, that we are drawn together in various friendly pursuits of pleasure, relaxation, recreation and culture.

"Twice a year we are all drawn together in two great events, the summer Jamboree and the Christmas Party in a community endeavor to spread cheer and material good will to those neighbors outside our walls who possess very little of the good things of life.

"Among ourselves we have developed, with the helpful cooperation of the Management, an increasing number of activities which help to make our daily lives more pleasant and more profitable. We have utilized the excellent physical facilities of the place we live in to promote a lot of fun. Upstairs there are a Penthouse Club, a Marine Deck and a Play Roof. And in these places function such fine activi-

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ties as sun bathing, moon gazing, motion pictures, dancing, a Chess Club, a Bridge Club, backgammon and checkers, a collection of tenant art and nautical bric-a-brac, the stimulating meetings of 'Monday Nights in the Penthouse Club,' and classes in French, Spanish, shorthand and public speaking.

"Downstairs we have two gymnasiums and a Swimming Pool, complete with all necessary appurtenances such as massage and hot room, hand ball court, excellent instruction in and facilities for all sorts of exercises and a nice bunch of W.S.A. mermaids.

"Across the Garden there is the Game Room, in which tenants can amuse themselves with ping pong, table pool and other games. The London Terrace Players and the Camera Club each draws together in mutual interest a large number of tenants.

"The important point to remember about all these community activities, however, is that they

all have had their being because of the desires and needs of the tenants. It is the spirit among the tenants of really living and enjoying living *together* instead of merely living *near* each other as do most neighbors in New York that is responsible for the congeniality and health of The Spirit of Life In London Terrace, about which you expressed skepticism, if not downright disbelief. Have I made myself clear?"

The Man Whom Nobody Likes jumped to his feet. "Let me out of here quick," he said, "because if I stay around and listen to much of this I'll start to believe it and then I won't be myself any more but some one much different." He walked swiftly to the door.

"Happy New Year," said the Editor, but The Man, evidently afraid he might be tempted to reply in kind, rushed out into the hall, slamming the door behind him.

The Editor smiled and looked

over at the place where The Spirit had been sitting. There on the chair was a neatly typed manuscript. The Editor went over and picked it up. It bore the title, "A brief review of the events in the life of London Terrace during the year 1939." The Editor, although he could guess pretty much what was in the manuscript, sat himself down comfortably to read as follows:

January—Big snow buffets Bobbies; Chess Club tournament starts rolling; Chelsea Charities elects officers, gets set for fine new year.

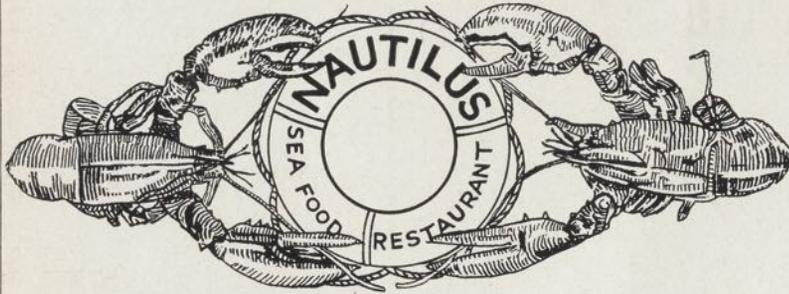
February—Big Pool Carnival wows spectators; "Monday Nights" hangs up SRO sign; George and Abe wish they were here.

March—Breaths bate as first Garden crocus braves breezes; Billy Rose's charmers slap Pool around, it likes it; Goodbye, Mr. Barton, hello Mr. Haines.

(Continued on page 18)

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as cocktail and dinner parties,
that can be arranged, too.

The Tailor

suggests that you give a little
thought to your own wardrobe
now that you have replenished
your aunt's and your sister's and
your cousins' and a few uncles'.
Dressmaking, tailoring, and al-
terations should cover whatever
needs to be done to make you
presentable.

The Florist

has a large supply of plants to
replace your Yuletide decora-
tions. The place usually looks so
bare after the Christmas tree and
wreaths have been taken down
and the Poinsettia has dropped
its last leaf. January and Feb-
ruary can be pretty dreary months
and flowering plants do help to
cheer.

The Garages

Excelsior and Longacre nearby
will take care of that new car
you got for Christmas, if you
were that lucky.

All the concessionaires have
asked me to thank you for your
patronage during 1939 and to tell
you that they are all making
plans to serve you in a bigger

and better way during the com-
ing year.

Yours truly,
THE SHOP SHOOTER

You Tell 'Em

If you're planning on doing any
amateur or professional cam-
paigning for your favorite candi-
date this year, you can get your-
self in good shape for soap box,
platform or parlor persuading by
popping up to the classes in pub-
lic speaking conducted weekly by
Mr. A. V. Gartner in the Pent-
house Club.

Mr. Gartner, able and experi-
enced expert in the art of how to
tell things to people, came in last
Fall and organized a class of
residents which meets every
Tuesday evening at 8:00 P.M.
He is now planning a new class
to start in February. Any one in-
terested in seeing how the class
works and in getting acquainted
with Mr. Gartner is welcome to
attend any of these current ses-
sions as a visitor. Mr. Gartner
will be glad to talk things over
with you.

TERRACE PLAYERS

(Continued from page 7)

Within the Players' organiza-
tion, classes and study groups
have been formed to delve into
all phases of theatrical produc-
tion—play reading, business man-
agement, publicity, lighting, cos-
tuming and stage management.
Studio plays will be produced in
order to give all the acting mem-
bers opportunity to try their abili-
ties in various types of parts.

So it looks as though the Lon-
don Terrace Players are entering
the New Year with every indica-
tion of entertaining and instruct-
ive days to come. Anyone who
is interested in joining the group
is still welcome. As the produc-
tions and planning progress, there
will be plenty of opportunity and
work for everyone, no matter
what branch of the theatre you
may be interested in. A call to
the Players at the Penthouse Club
will put you in touch with pro-
cedure.

LONDON TERRACE NEWS



FOLLOWING is the solution to last month's problem hand: South leads the 3 of Hearts, West plays the Jack, North takes with the Queen, East plays the 4. North now plays the King of Clubs, East the 9 of Spades, South the King of Hearts and West the 10 of Clubs. North leads the Queen of Clubs, East plays the 10 of Diamonds, South the Jack of Diamonds, West the Jack of Clubs.

Now at the fourth trick, North leads the 2 of Diamonds and East is squeezed. If East dis-

cards the Jack of Spades, South discards the 2 and enters South hand by way of the Ace of Hearts. If East discards a Heart, South discards the Ace of Hearts and runs the unblocked Heart suit from North.

Following is a problem which was given to me the other day:

NORTH

S 8-6
H ———
D K-Q-2
C K-6-5

WEST

S ———
H A-Q-10
D 3
C 10-8-4-3

EAST

S K-Q
H ———
D 10-8-6
C Q-J-7

SOUTH

S A
H K-J-7
D J-9-7
C A

Diamonds are trump. South leads, North and South must take all tricks against any defense.

GLADYSE GRAVES STARK

ANNA HILTON

(Continued from page 12)

direct lighting. The whole effect is one of leisure, comfort, good taste—an application of Mrs. Hilton's contention that art, design and color should be utilized through every step of our daily lives.

She seemed so little the business woman as she sat talking informally and pleasantly in a voice which still bears traces of the South, that your reporter was prompted to ask how she handled her many activities. Did she have a business manager? She seemed a little surprised at the question as she answered that no, she didn't have one. She took care of one thing at a time. One thing usually led to another and aside from some excellent legal advice she handled things for herself.

And that, no doubt, coupled with her ability never to stop learning, is probably as good a key as any to the secret of her success.

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GLADYSE GRAVES STARK

Director

C. C. Party

Officers and house chairmen of Chelsea Charities, tenant organization which does so much worth-while neighborhood work, combined business with pleasure up in the Penthouse Club on December 14th. After a certain number of business matters and plans for helping with the Christmas Party were discussed, the barricade was let down, the husbands of the ladies were admitted, refreshments were served and a very pleasant time was had by all.

The annual election for officers of Chelsea Charities is definitely on the agenda for some time this month.

THE OLD YEAR

(Continued from page 14)

April—Great-to-do as Administration offices get tremendous spring cleaning and re-shuffling; Chess Club Tournament gets reckless, ends; Good Heavens, it's Spring!

May—Little chappie L.T. nine years old; New Pool regulations give residents and friends better break; Dog Master Service inaugurated, canines, masters, mistresses all very happy; Stalwart employees receive service decorations, accolades from Management, tenants.

June—Jamboree makes merry, money, and kids happy; Furnished apartments get big play from out-of-towners; "I'll meet you on the Marine Deck."

July—Garden opens arms to strolling tenants for first time in years; Play Roof plays host to dancers, movie-goers; W.S.A. splashes prettily in Pool.

August—Ping pong players on Play Roof; Awning hoisted over portion of Marine Deck; Hot enough for you?

September—Camera Club idea born; What do they think they're doing over in Europe, and what happened to your sun-tan?

October — Leaf time, lease time; Gym, environs practically re-built, Artie McGovern lassies come to our house to stay; Small handball and exercise gym renovated for tenants; Chess Club

opens sit-down season; Elizabeth Flynn slides into sixth Terrace year.

November — Terrace Players organize; "Monday Nights" off to large start; Game Room in 410 Building baptized; Camera Club in growing pains.

December—"Out on the lawn there arose such a clatter"; New laundry service answers many prayers; Dancing classes start in Elizabeth Flynn's Grille Room; So long, kiddies, see you next year.

XMAS PARTY

(Continued from page 10)

ily investigations and choosing the children who were to receive the gifts. She and members of the Chelsea Charities investigating committee have put in long hours of work ever since last summer in order to be sure that the most deserving and those most in need were not neglected.

Then there were the ladies who volunteered to wrap and sort the more than 500 gifts, the employees who served so faithfully in the many mechanical tasks in connection with the Party, the Book Store, which donated the gift wrappings and Royal Scarlet which sent up luncheons to the ladies while they were wrapping the gifts. Residents Mr. and Mrs. John White, Mr. Charles D. Berry, Mrs. Elizabeth Caliger and Mr. Samuel Teague helped with very generous contributions of fruit, and a number of Chelsea charitable organizations, churches and schools lent their facilities for checking on the needy families.

Yes, the spirit was there, and we are sure that the kind soul of Dr. Moore is resting very easily. Another London Terrace Christmas Party has demonstrated that charity, good will, mirth and friendly gaiety are still very much alive in the neighborhood in which he lived and worked.

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