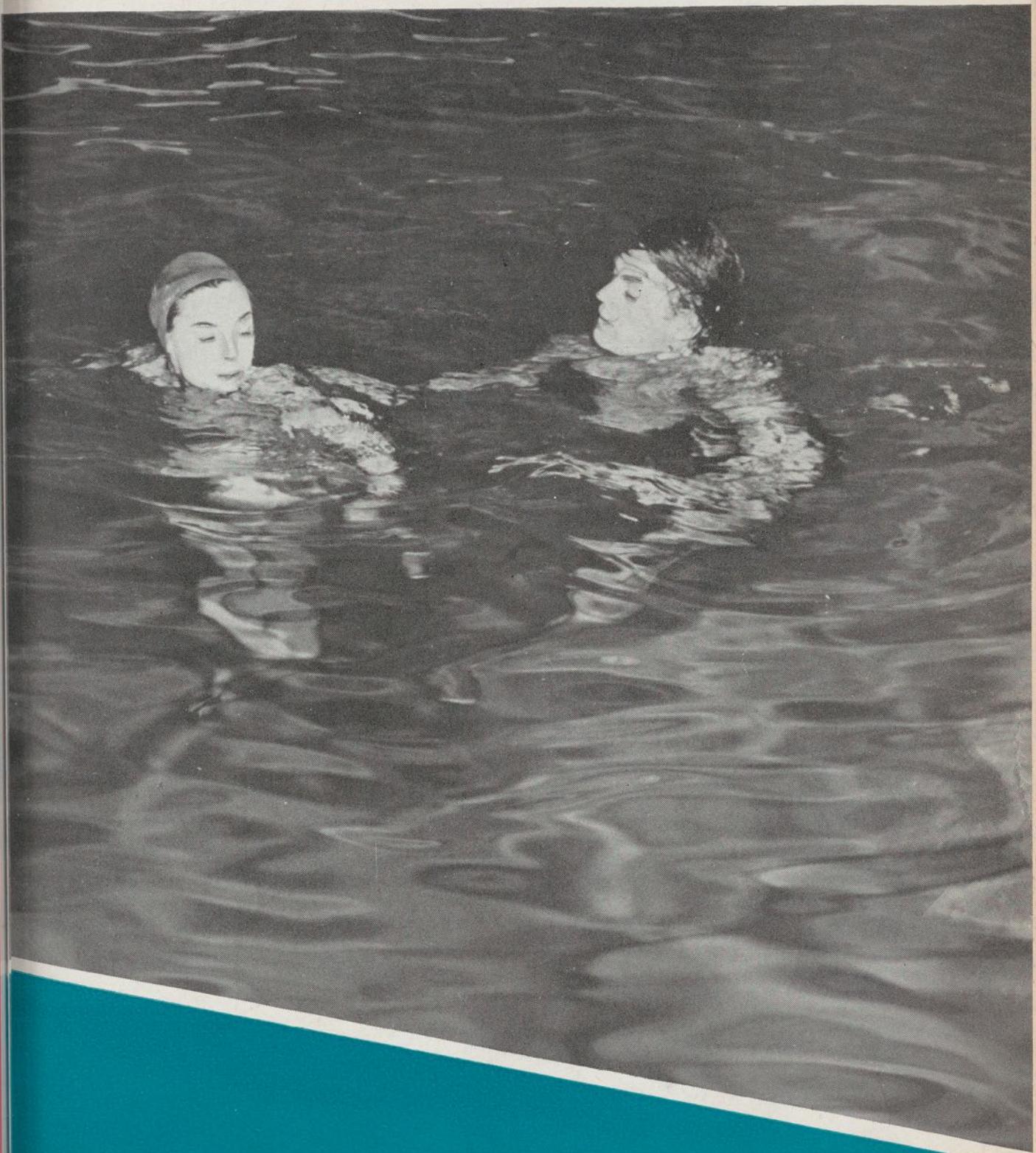


London Terrace News



July, 1940

SHOP TALK..



“Service” is probably one of the most overworked words in the dictionary. For this reason, instead of talking about service—we specialize in GIVING it and letting our customers talk about it instead. For instance, many of our patrons are telling their friends and neighbors about our MARVELOUS TELEPHONE SERVICE. No butter for the breakfast toast? — no ginger ale or is the gin or scotch running low at 11:00 P.M.? Horrors!!! But don't worry. Simply pick up the telephone, call WAtkins 9-4610, or use your house phone and presto!—your order appears as if by magic and the day (or night) is saved!



STORE HOURS

Weekdays—8:00 A. M. to 11:00 P. M.
Liquor Store closed on Sundays

LONDON TERRACE STORES

Food and Liquor Merchants

NINTH AVENUE Cor. 24th St.

New York City

MURRAY M. SHINDEL

ANNOUNCES THE OPENING OF HIS NEW SHOWROOM
DISPLAYING A FULL LINE OF ALL MAKES OF

BRAND NEW 1940 AUTOMOBILES

DODGE	CHRYSLER	MERCURY	PLYMOUTH
BUICK	CADILLAC	PONTIAC	CHEVROLET
FORD	LA SALLE	ZEPHYR	OLDSMOBILE

TRADES ACCEPTED

CONVENIENT TERMS

ALTO SALES CORP.

24th STREET AND 10th AVENUE

NEW YORK, N. Y.

in London Terrace Building

CHelsea 2-3060

Independent New Car Dealer

50% CASH ADVANCED TO YOU ON CARS TRADED
IN FOR FUTURE DELIVERY. NO INTEREST CHARGE.

Whelan

DRUG STORES

YOUR MONEY'S WORTH



KNOW OUR SODA FOUNTAIN

Treat yourself to a "super-cooling" Fountain Feature "made the WHELAN WAY" . . . and take home one (or more) refrigerator tray packages of Whelan's famous EVANGELINE ICE CREAM. Pint 20c.

- No. 1. Chocolate, strawberry, vanilla.
- No. 2. Raspberry, coffee, vanilla.
- No. 3. Pineapple, chocolate, vanilla.

IMMORTALIZE YOUR HAPPY HOURS

SUMMER SAVINGS IN KODAKS — CAMERAS — FILMS. Latest models in well-known makes for the expert, amateur or just Mr. and Mrs. Average Snap-Shooter. See our Film Dept. for expert service.

P. S. — Electric Fans from \$1.19

A COMPLETE UNITED CIGAR DEPARTMENT

USE THE HOUSE PHONE

PROMPT DELIVERY

On this point we think all our tenants agree:

London Terrace

spoils you for any other place!



More tenants renew their leases at London Terrace every year . . . and, in the last three years, our present residents have brought us 272 new tenants! The proof of what London Terrace has to offer . . . its features and 21 Special Services . . . is in the living.

World's Fair apartments — furnished expressly for friends and guests of our tenants — are now available with linen, silverware, kitchen equipment and maid service.

\$4 a day for double room

\$6 a day for living room and bedroom

RENTING OFFICE

435 WEST 23rd STREET



WM. A. WHITE & SONS

Est. 1868

51 EAST 42nd STREET

NEW YORK CITY

Renting and Managing Agent

The NEWS of

London Terrace

JULY, 1940

VOLUME VIII

NUMBER 7

Cover

We hope you're all cooled off after one look at our cover photo this month. It was taken right down in the Pool by Werner Wolff. The principal characters are Eleanor Holm and Johnny Weismuller.

Technicians will note the fine detail in the waves and the more practical minded among us will jump downstairs to emulate these famous water sprites in intimidating the humidity.

Ninth Avenue

Close on the heels of the closing of the outmoded Ninth Avenue "L" comes word that the New York City Omnibus Corporation, encouraged by Borough President Stanley M. Isaacs, expect to put into operation shortly an extension of their Ninth Avenue bus service.

The new route will extend from Gansevoort Street to Abingdon Square and from there down to Hudson Street and the vicinity of Battery Place. Terrace residents who have been worried about getting downtown may now find it convenient to hop a

bus at Twenty-fourth Street, all set for a quick, pleasant journey.

Auto Tenant

If you're in the mood for buying a car, either new or used, the Alto Sales Corporation is right on hand with a variety of makes and models. This company, headed by Mr. Murray Shindel, recently moved into our auto showroom in the northwest corner of the Terrace premises, with a new and convenient idea in car selling.

On one floor they have concentrated all the well known makes, so that you can do all

your shopping in one place instead of traveling from show room to show room. You can arrange for trade-ins and future deliveries and also take your pick of a large selection of used cars, if you don't want a new one.

Popularity

Friends and visitors from out of town this summer have kept our one- and two-room furnished apartments busier than a squirrel in Brazil. In case it may have slipped your mind, the idea of furnishing and setting aside a number of apartments which would be handy for guests during brief stays in the city was inaugurated last year, principally to take care of World's Fair visitors. They were a great success and so the plan was repeated this year.

They are efficiently equipped with furniture, linen and accommodations for light house-keeping and can be rented by the night. It's a good idea to get in your reservations as far ahead as possible. To do this, just pick up your house phone and ask for Miss Sterling, who will be glad to give you all details.



TWO-NIGHT JAMBOREE TOPS RECORD

*Double feature event clicks nicely,
providing plenty of fun and money*

THE Fourth Annual Chelsea Jamboree did it again.

For the third successive year the Garden event topped its own financial record of the preceding season, this time adding more than \$3700.00 to the credit balance sheets of Chelsea Charities, tenant organization sponsoring the affair. The amount was approximately \$400.00 better than last year, which means that at least 200 neighborhood children will be taken from crowded city streets to get two weeks of health-giving vacations in the country. The exact number will be determined when Treasurer Pohle's detailed financial statement is released.

A good portion of the success of the 1940 undertaking may be attributed to the decision to spread the festivities over two nights—June 12 and 13—instead of the customary single evening. This allowed for less crowding at the booths and game rings and gave everyone a chance to participate more comfortably and at more leisure. But if this plan increased the receipts and the fun, it also entailed a greater burden of responsibility and labor for the hundreds of Terrace residents and employees who unselfishly devoted many hours of talent and effort in order that the Jamboree could hang up another record of charitable achievement. These people were doubly gratified when 3000 residents and their friends rallied round to spend and give in generous fashion to back up their efforts—proof of what can be accomplished through complete cooperation for a worthy cause.

In key with the patriotic spirit of the times, an added event this year was the impressive ceremony of raising the American flag high between the 465 and 470 Buildings. With a spotlight trained from the top of the 470 Building upon the banner and a uniformed member of the United States marines playing "To the Colors" in an excellent bugle rendition, all those in the gaily decorated Garden stood at attention facing westward. On the first evening Emile Petti and his orchestra followed the bugler with "The Star Spangled Banner," the assembled guests joining in vocally. On the second evening, Ramona, another of our volunteer professional entertainers, played the national anthem on the piano to lead the singing. This impressive ceremony over, the wheels resumed their spinning, the barkers their spiel-

JAMBOREE GAME COMMITTEES

JACK POT

Mrs. Edward J. Maroney, <i>Chairman</i>	Mr. J. Canes
Mrs. Fred Brewer	Mr. L. T. Robert
Mr. Fred Brewer	Mr. C. L. Long
Mr. H. Bush	Mr. Edward J. Maroney
Mr. J. Paul Ellis	Mr. Henry Schwartz
Mr. Joseph Wright	Mr. J. Winchester

BIG SIX

Mrs. Gerald Finley, <i>Chairman</i>	Mr. William Ray
Major Leland Bass	Mr. Robert Stith
Mr. J. Curtis	Mr. William Sieter
Mr. Gerald Finley	Mr. Donald Watson
Mr. William Forbes	Dr. Barnett Warren
	Mr. D. Jarvis

TREASURE CHEST

Mrs. Walter Cooney, <i>Chairman</i>	Miss Joan Kennedy
Mr. Walter Cooney	Miss Virginia Kline
Miss Christine Kruse	Miss Nancy Pollack
	Miss Helen Turman

DART GAME

Mr. Walter Granville, <i>Chairman</i>	Mr. Lester Keeney
Mr. Jay Gubitz	Mr. Anthony Mertz
Mr. John Peterson	Mr. J. R. Nobel

LIQUOR BOOTH

EAST END

Mrs. John Gunther, <i>Chairman</i>	Mr. Charles Bell
Mrs. Joseph McGinley	Mr. John Gunther

LIQUOR BOOTH

WEST END

Mrs. John Liecny, <i>Chairman</i>	Mr. Mervin P. Bickley
Mrs. Lynn Connah	Mr. King Low
Mr. Don Marquette	Mr. John L. Liecny

PARI-MUTUEL

Mrs. Thomas P. McAweeney, <i>Chairman</i>	Mr. Thomas F. McAweeney
Miss Helen Burke	Mrs. Everett McMillan
Mr. J. Eaton	Mr. James Sommers
Miss Alice Farrington	Miss Ann Robinson
Miss Martha Hall	Mrs. William Spiker
Mr. Charles Low	Mr. William Spiker
Mrs. Frank Linder	Mr. Donald Taylor
Mr. Frank Linder	Mrs. Donald Taylor

BINGO

Mrs. Byron Hull, <i>Chairman</i>	Mrs. Leonard Peterson
Mr. Elmer Roberts	Mr. Robert Reilly
Mr. Herbert Taylor	Mr. Edward Reynolds

LADY LUCK WHEEL

Mrs. Leo Rosenbloom, Mr. Spurgeon Barndt
Chairman Mrs. Thomas H. Brown
 Mrs. T. Crockett Mrs. Cortland Pohle
 Mrs. Spurgeon Barndt Mr. Donovan Rousch

GROCERY WHEEL

Mrs. Willard Isham, Mrs. Chauncey Durkee
Chairman Mrs. T. Forester Cruger
 Mr. L. Bradley Chapman Mr. Alfred Gottlieb
 Miss Marjorie McCarthy

TINTYPES

Mr. Milton Boxer, *Chairman*
 Miss Kathleen McLoughlin

CAKE COMMITTEE

Mrs. Ernest D. Gilman,
Chairman Mrs. John Crozier
 Mrs. Mark Hammond Mrs. Thomas Randall
 Mrs. Elizabeth M. Cameron Mrs. Wilbur D. Tredwell
 Mr. Arthur Gowdy

DOOR COMMITTEE

Mrs. Ethel Nugent, Mrs. Louis Schleier
Chairman Mrs. Moe Turman
 Mrs. Harry Martin Mrs. Rose Karp Levy
 Miss Frances Cahill

REFRESHMENT COMMITTEE

Mr. Robert Kelly, Mr. Victor Redling
Chairman Mr. James Hubbard
 Miss Jeanne Brown Mr. Samuel Haines

Jamboree Patrons and Patronesses whose names were not received by the committee in time to appear in the Jamboree program are listed below. Chelsea Charities offers apologies for this delay in acknowledging thanks.

Mr. William H. Allen Miss Cecile T. Brinn
 Mrs. Margaret A. Anderson Mrs. Stephens P. Brown
 Mr. Arthur Batcheller Mrs. Anthony F. Burke
 Mr. Harold A. Bowman Judge Anthony F. Burke
 Mrs. Franklin W. Burke
 Mrs. Fred Brewer Miss Irene D. Casey

(Continued on next page)

ing and the Jamboree continued on its way to a rousing climax. Thanks go to Terrace resident Commander Walter A. Thompson of the *U.S.S. Illinois*, for arranging to bring the buglers in for the occasion.

Faced with the task of preparing, assembling and operating the Jamboree over a period of two evenings and twelve hours instead of the usual one evening and six, officers of Chelsea Charities, Building chairmen and their committees, chairmen and members of the other important committees and those who supervised and handled the many games, wheels and booths, dug in weeks ahead of time and a number of days afterward to insure the smooth running and completion of the many tasks which contributed to the success of the undertaking. The excellent financial result and the enjoyment among residents of the hours of gaiety proved ample reward for their efforts.

In the principal executive chair was of course Mr. Sheffield A. Arnold, chairman of Chelsea Charities, upon whose capabilities rested much of the responsibility. "Shef" came through in usual fine fashion, his quick grasp of problems and solutions and never-failing humor proving a real inspiration to his fellow workers. His good right hands consisting of the other officers—Mrs. Leo Rosenbloom, vice chairman; Mrs. Donald F. Taylor, chairman of house chairmen; Mr. Cortland G. Pohle, treasurer; Mrs. Joseph G. Mahar, recording secretary; Mrs. Willard Isham, corresponding secretary—all followed his lead in aggressive, efficient style and to them goes a heap of credit for a good job well done. Mrs. Isham concluded her services to Chelsea Charities with this Jamboree, her removal from the city mak-



Photo by Deschin

Irving Nurick attracts an audience as he sketches a Lucky Wheel winner.

ing it impossible for her to continue. Her place as corresponding secretary has been taken by Mrs. Thomas P. McAweeney for the balance of the year.

Mrs. Ethel Nugent did double duty as a head of the door committee with Mrs. Harry Martin and as social service director of Chelsea Charities. In the latter capacity, Mrs. Nugent was entrusted with the responsibility of heading the committee to interview families and select the children who were most in need and most deserving of the country vacations. The efficient



*Emile Petti:
He and his band
furnished
entertainment*

members of the camp committee are Mrs. Joseph F. Mann, Mrs. Thomas P. McAweeney, Mrs. Roy Munger and Miss Frances Cahill. By the time this is in print, the first contingent of happy youngsters will have been examined by the doctors and sent off for their much-needed fresh air, sunshine and nourishing food.

A record in the number and quality of prizes was hung up by the Prize Committee under the chairmanship of Mrs. Moe Turman, who has fine words to say for the cooperation shown by Terrace concessionaires as well as merchants and firms throughout the neighborhood and the city for their generous help with prizes which kept the wheels and games going.

The Ticket Committee was headed by Mrs. Joseph F. Mann, who has an apology coming to her because through an oversight her name was left off the Jamboree program. She and her helpers did an excellent job, a total of \$1233.66 being raised from ticket sale and sums given by patrons, patronesses and contributors. First honors for ticket selling went to the 415 Building under the chairmanship of Mrs. Byron Hull, with a total of \$250.00. Second place went to Mrs. Willard Isham's 435 Building committee with \$109.00 and a close third was 455, chaired by Mrs. Joseph Mahar, with \$106.75. The friendly competition and untiring work by the Building committees in selling

(Continued on page 16)

PATRONS AND PATRONESSES

(Continued)

- | | |
|-------------------------|----------------------------|
| Mr. Bradley L. Chapman | Mr. David Millar, Jr. |
| Mrs. George C. Clayton | Mr. Eugene G. Muendler |
| Mr. George C. Clayton | Miss Antoinette Newcomb |
| Mr. James Cleary | Mr. Melbourne Nickerson |
| Mrs. James E. Craig | Mr. E. M. Noden |
| Mrs. James E. Craig | Mr. C. A. Nygren |
| Mrs. Nellie B. Cutler | Mrs. Charles Panchaud |
| Mrs. Garrett Dalton | Mr. Charles Panchaud |
| Dr. Joseph Dempsey | Mrs. Emile Petti |
| Miss Mae Dermody | Mrs. George A. Post |
| Mrs. Dorothy DeWitt | Mr. George A. Post |
| Dr. Edward M. Ditolla | Mrs. Donald S. Pratt |
| Mr. Vincent D'Onofrio | Mrs. Charles Proctor |
| Mrs. C. H. Durkee | Mrs. Charles J. Reichert |
| Mr. C. H. Durkee | Mrs. Thomas T. Rendell |
| Dr. John Elliott | Mrs. Harold W. Roberts |
| Mrs. G. F. Finley | Mr. Robert Robertson |
| Mr. G. F. Finley | Miss Lillian Rogers |
| Mrs. Lenore Flanagan | Mr. Ralph S. Romberger |
| Mr. James J. Gavigan | Mrs. William L. Schmunk |
| Mrs. Barney T. Goldin | Mrs. Calvin Soriero |
| Miss Aline Goree | Miss Ebben Schramm |
| Mr. Eric Helmich | Mrs. Carl P. Schwab |
| Mr. Alfred Henry | Mrs. Richard Shepard |
| Mrs. Lee M. Jeffe | Mr. Richard Shepard |
| Mr. Lee M. Jeffe | Mr. George C. Smith |
| Mr. J. G. Johannssen | Mrs. Charles LeB. Snedeker |
| Mrs. Carl B. Johnson | Mr. Charles Stober |
| Miss Anna Mary Kahl | Mrs. W. F. Varin |
| Mrs. Miles Killmer | Mr. Reed Vetterli |
| Mrs. Robert King | Mr. William Walker |
| Mrs. Warren C. Lang | Mr. Christy Walsh |
| Miss Josephine Lawrence | Miss Margaret Webster |
| Mrs. John W. Lee | Mrs. Carl E. Weisher |
| Miss Marie Leichtnam | Mrs. George Wellbaum |
| Mrs. Robert Lindsay | Mrs. Helen B. Wherry |
| Mrs. Jennie V. Martin | Mrs. Charles S. White |
| Miss Katherine Maroney | Mr. Charles S. White |
| Mrs. William H. Mason | Mrs. Morris Wolfson |
| Mr. Eugene Mathews | Miss Harriet R. Wright |
| Miss Rose Meehan | Mrs. Roger Wunderlich |
| Mrs. Charles Merrill | Mrs. Geo. W. Zimmerman |
| Mrs. George Messmore | |
| Mrs. S. B. Miles | |

The names of the following individuals and firms who donated Jamboree prizes were received too late to be included in the Jamboree program.

- | | |
|-------------------------------|---------------------------|
| Beech-Nut Coffee | Mrs. W. E. Stiver |
| M. C. Brand Inc. | John Francis Strauss, Jr. |
| Canada Dry | Vanti—Pa-Pi-A Corp. |
| Cuny & Guerber, Inc. | Mrs. Sophie D. Weiss |
| Miss Julia Davidson | Hotel Victoria |
| Friedman Bros. | Hotel Abby |
| Mrs. B. T. Goldin | Hotel Park View |
| June Dairy Products Co., Inc. | Hotel Dorset |
| Mr. and Mrs. John W. Lea | Longchamps |
| John Lily | Mrs. MacNicholas |
| London Towers Garage | Mr. Marshall |
| Meyer Kornblum | Mrs. Clara Rodhel |
| E. B. Meyrowitz, Inc. | Swarty and Lampkin |
| Mrs. J. J. Mulcahy | Heine and Bolet |
| Mrs. B. M. Roberts | Mr. Romberger |
| Miss Lillian Rogers | Mr. Jones |
| Mrs. Isidore Schweitzer | Mr. Moore |
| Spotless Stores, Inc. | Mrs. Reed |
| Milton Stangel | Mr. A. Gowdy |
| | S. Klein—Union Square |

RADIO COUPLE GIVES AN AUDITION

*Subjected to interview, pair
passes test in fine fashion*

WE dropped in on the Hopkinses the other day to see how things were going after three months in London Terrace. The Hopkinses are Ramona, of radio and orchestra fame, and her husband Ken, who attends to the important work of orchestral arrangements for Mark Warnow on the Hit Parade air program.

We're glad to report that things seem to be going very nicely. Ken was in the shower after finishing a stint of toil, and Ramona was answering the phone and battening down the northwest windows against a sudden summer thunder shower. We took a comfortable seat opposite our attractive hostess and encouraged her to talk about herself and her husband.

Ramona, as you probably know, has made a pretty fair success out of her ability to play the piano and sing. In her own mind she is a pianist, with the singing a bit of an afterthought. The way it happened was that one time, a number of years ago, she was auditioning for a piano job. The piano she was called upon to play sounded so badly that she decided she had to do something to drown it out, so she started in to sing. Somewhat to her surprise she got the job as a piano-playing singer.

At present, she is holding forth over WOR on early Sunday evenings with her "Rendezvous With Ramona" program. She's very happy to be set with a radio job in New York after more than two years of orchestra appearances with her own band which, billed as "Ramona and Her Men of Music," was a great success from here to Texas. The only trouble with it was that there was too much Texas and not enough here, making it practically necessary for her and Ken to be introduced to each other when they met at rare intervals. They decided that life was too short for that sort of thing, so she called it off last winter. She likes radio work better anyway, so all in all, the present set-up is a very pleasant one.

She and Ken met when they both were with Paul Whiteman—she as a piano player and singer, he as an arranger. Their paths separated for a while after that. She went to London for an engagement at Ciro's and week-ends with the Duke and Duchess of Kent, and he went to arranging for Andre Kostelanetz. They were married three years ago.

Ramona was born in Cincinnati of a non-musi-

cal family and was christened Raymona after her father, whose name was Raymond. She started studying piano early and remembers it chiefly for the fact that she used to get out of doing a lot of unpleasant tasks by saying she had to practice. The family moved to Kansas City and after she graduated from high school she took a sneak one morning and joined a band. She was in Pittsburgh for a while, went from there to Cincinnati, where she went on the air. Whiteman heard her and put her under contract. She was with maestro Paul for five years.

In the comparatively short span of her professional life she has seen a lot of things, done a



Ramona

lot of things and enjoyed it all immensely. She appeared in a picture, "Thanks a Million," and thinks the movie people earn all the money they get because of the terrifically hard work that acting before the cameras entails. She remembers with particular pleasure her stay in London, where American entertainers are treated like royalty, her week at the Mardi Gras in New Orleans, the splendid hospitality of the people of Fort Worth and a thrilling performance at the outdoor Dell in Philadelphia with the Philadelphia Symphony Orchestra.

Ken Hopkins is a Philadelphian. He attended Oberlin College and Temple University and took

(Continued on page 18)

Photo Finish

The finals of the Chess Club Tournament whipped up to a grandstand finish last month, with M. Peckar, defending champion, coming through with a last-minute push that took him out ahead to cop his third consecutive winner's title.

Up to the last game, it looked as though R. Brenneis had the championship in his hip pocket, but he dropped that contest to C. Rasis, putting them both into a triple tie with Peckar, who proceeded to polish them off in the playoffs.

The Class B title went to G. Girard. In Class C, E. Heeschen beat out Mrs. Eva Robin in a playoff after a tie.

Jerome Barry, who has served as secretary of the Club since its beginning, has asked to be relieved of his duties so he could devote more time to playing, and under the circumstances it was fair that his resignation should be accepted, although the members insisted upon his remaining as a director and gave him a hearty vote of thanks for all he has accomplished for the Club.

Chess enthusiasm has reached such a high peak this year that the usual summer letdown has not been in evidence, so the Club will continue to function through the warm weather months as long as the turnout warrants it. Visitors are welcome. The time is 8:00 P. M. every Wednesday evening in the Penthouse Club.

Siesta

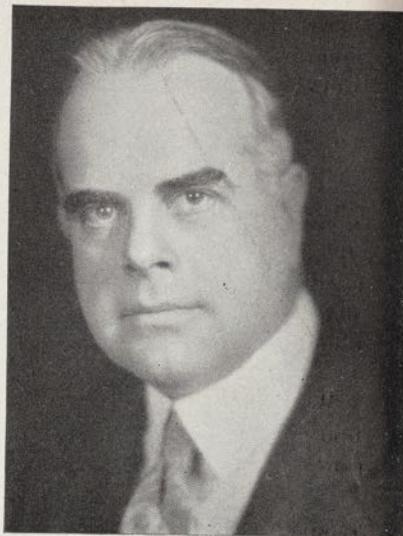
The Gymnasium, along with the men's and women's massage rooms, has decided that everyone gets enough exercise outdoors during the summer months, so it has gone on vacation until the Fall.

The Artie McGovern girls, Vera Post and Elizabeth Murray, who operate the establishment downstairs, expect to be back in September in time to keep you in shape during the winter.

NEW RESIDENT MANAGER

ON July 1st, Mr. W. A. Lockwood assumed the duties of Manager of London Terrace, acting as chief resident representative of Wm. A. White & Sons, Managing Agent. He takes over the post vacated by Rowland B. Haines, who, stepping into the job in March, 1939, has done excellent work in maintaining and developing resident activities and the cordial relationship between management and tenants which is typical of life at London Terrace. He has made many friends here, who join with us in wishing him the best of success in his new business endeavors.

Mr. Lockwood needs little introduction to most of us. He has been with London Terrace since the summer of 1932, coming here about the same time as the assumption of management by Wm. A. White & Sons. He was in charge of credit work for some time, then was made manager of the Renting Department and for the last year and a half has been Assistant Manager in charge of the Renting and Credit Departments. He is a familiar



W. A. Lockwood

figure to hundreds of residents and his elevation to the position of Manager is a move heartily endorsed by his scores of intimates and acquaintances among residents and personnel.

He has pledged himself to a continuation of the progress of making our home an increasingly more efficient and pleasant place in which to live. If you haven't as yet made his acquaintance, stop in some time and say hello.

WATER CHAMPIONSHIPS

TERRACE water contenders splashed down the Pool lanes in two meets recently in final efforts to determine champions and near champions in their respective classes. Crozier Sewell emerged with enough titles to swamp a movie star's yacht and is now officially known as the Johnny Weismuller of the 460 Building. He piled up four firsts in the Championship Swimming Meet held on May 24, and beat out Lloyd Gottlieb to cop the high point-scoring titles for the four meets in which points are carried over from meet to meet. The most recent of these meets was run off on June 21.

The Championship Meet was divided into classes as well as events open to all, in order to make the competition close and interesting. A lot of friendly rivalry was built up, and it is hoped that these contenders will form the nucleus of a growing group of Terrace water sharks. Bronze medals were awarded the winners in all events of the Championship Meet and winners of the open events are being honored by having their names inscribed upon plaques to be hung on the walls of the Pool. The same is being done with the winners of the most points in their respective classes in the

Champion...
the winner...
the point-sc...
the other...
Results of...
Meet was...
GIRLS...
50 Yards...
Joan DeW...
Gottlieb; T...
25 Yards...
Joan DeW...
Flora; Tim...
25 Yards...
Mrs. Joan C...
Patricia Flynn...
Dorothy...
Patricia Flynn...
Witt...
GIRLS U...
100 Yards...
Rosemary R...
Fernandez...
50 Yards...
mer, Rosema...
Betty Fernan...
4:10 sec...
Crozier Sewell...
Lloyd Gottlieb...
Betty Fernan...
Joan DeW...
Kenneth M...
Muriel Glan...
Harriet Gott...
Peter Crum...
Joan Gottlieb...
Hugh Mac...
Betty Carter...
Bob Kelly...
Rosemary R...
Betty Jean...
Joseph Bea...
Joan Bozen...
Don McC...
E. Marshall...
Richard Spe...
Victor Davi...
Patricia Fl...
Mary Elizab...
H. Parets...
Victor Syme...
Mick Flann...
Dorothy Sc...
Sini Alop...

Championship Meet, and with the winner of the most points in the point-scoring competition in the other meets.

Results of the Championship Meet were as follows:

GIRLS UNDER TEN

50 Yards Free Style: Winner, Joan DeWitt; Second, Joan Gottlieb; *Time*, 40 8/10 sec.

25 Yards Backstroke: Winner, Joan DeWitt; Second, Patricia Flynn; *Time*, 22 2/10 sec.

25 Yards Breaststroke: Winners, Joan Gottlieb; Second, Patricia Flynn; *Time*, 27 8/10 sec.

Diving, low board: Winner, Patricia Flynn; Second, Joan De Witt.

GIRLS UNDER FIFTEEN

100 Yards Freestyle: Winner, Rosemary Reilly; Second, Betty Fernandez; *Time*, 1 min. 31 sec.

50 Yards Backstroke: Winner, Rosemary Reilly; Second, Betty Fernandez; *Time*, 1 min. 4/10 sec.

50 Yards Breaststroke: Winner, Betty Fernandez; Second, Rosemary Reilly; *Time*, 55 5/10 sec.

Diving, low board: Winner Rosemary Reilly; Second, Betty Fernandez.

BOYS UNDER FIFTEEN

100 Yards Freestyle: Winner, Lloyd Gottlieb; Second, Peter Crummins; *Time*, 1 min. 18 8/10 sec.

50 Yards Backstroke: Winner, Peter Crummins; Second, Lloyd Gottlieb; *Time*, 40 2/10 sec.

50 Yards Breaststroke: Winner, Lloyd Gottlieb; *Time*, 48 3/10 sec.

Diving, low board: Winner, Lloyd Gottlieb; Second, Peter Crummins.

MEN OVER THIRTY

50 Yards Freestyle: Winner, Al Gottlieb; Second, Hugh Maclean; *Time*, 33 2/10 sec.

50 Yards Backstroke: Winner,

Hugh Maclean; *Time*, 38 sec.

50 Yards Breaststroke: Winner, Al Gottlieb; Second, Hugh Maclean; *Time*, 42 6/10 sec.

Diving, low board: Winner, Hugh Maclean; Second, Al Gottlieb.

MEN—OPEN EVENTS

100 Yards Freestyle: Winner, Crozier Sewell; Second, K. McIntosh; *Time*, 1 min. 5 6/10 sec.

100 Yards Backstroke: Winner, K. McIntosh; *Time*, 1 min. 18 sec.

150 Yards Individual Medley: Winner, Crozier Sewell; Second, K. McIntosh; *Time*, 1 min. 54 8/10 sec.

200 Yards Freestyle: Winner, Crozier Sewell; Second, K. McIntosh; *Time*, 2 min. 28 sec.

Diving, high board: Winner, Crozier Sewell.

Final event was an informal relay race between 23d Street and 24th Street residents. The 24th Street team of Patricia Flynn, Joan DeWitt, J. Gubit, Hugh Maclean, Peter Crummins and Crozier Sewell won in a closely-fought conflict.

Point Scorings for Four Meets

	Jan. 31	March 15	May 3	June 21	Total
Crozier Sewell	4	5	7	10	26
Lloyd Gottlieb	3	4	4	3	14
Betty Fernandez	1	3	3	6	13
Joan DeWitt		3	4	4	11
Kenneth McIntosh		3	3	4	10
Muriel Glacel			1	8	9
Harriet Gottlieb				9	9
Peter Crummins	1	4	3		8
Joan Gottlieb		1	1	6	8
Hugh Maclean	2	5			7
Betty Carter				7	7
Bob Reilly	1		5		6
Rosemary Reilly			6		6
Betty Jean Clark	2	3			5
Joseph Berg	1	2			3
Joan Bazemore		3			3
Don McCarthy			3		3
E. Marshall				3	3
Richard Sperry				3	3
Victor Davis				3	3
Patricia Flynn			2		2
Mary Elizabeth Carter	2				2
H. Parets	1	1			2
Victor Somers		2			2
Mark Flanagan				2	2
Dorothy Scully		1			1
Sam Alsop	1				1

June 21 Meet

Results of the meet held on June 21 were as follows:

Girls 50 Yards Balloon Race: Winner, Harriet Gottlieb; Second, Muriel Glacel; Third, Betty Carter; *Time*, 1 min. 46 sec.

Boys 50 Yards Balloon Race: Winner, E. Marshall; Second, Crozier Sewell; Third, Richard Sperry; *Time*, 51 sec.

Girls 50 Yards Freestyle: Winner, Betty Carter; Second, Muriel Glacel; Third, Harriet Gottlieb; *Time*, 40 sec.

Boys 50 Yards Freestyle: Winner, Crozier Sewell; Second, K. McIntosh; Third, Richard Sperry; *Time*, 26 sec.

Girls 25 Yards Freestyle: Winner, Joan Gottlieb; Second, Joan DeWitt; *Time*, 18 sec.

Boys 50 Yards Backstroke: Winner, Crozier Sewell; Second,

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K. McIntosh; Third, Richard Sperry; *Time*, 33 2/5 sec.

Girls 25 Yards Breaststroke: Winner, Betty Fernandez; Second, Harriet Gottlieb; Third, Muriel Glacel; *Time*, 28 sec.

Boys 440 Yards Freestyle: Winner, Lloyd Gottlieb; Second, Crozier Sewell; *Time*, 2 min. 31 sec.

Girls 25 Yards Tub Race: Winner, Betty Fernandez; Second, Muriel Glacel; Third, Harriet Gottlieb; *Time*, 54 sec.

Boys 25 Yards Tub Race: Winner, Victor Davis; Second, Mark Flanagan; *Time*, 50 sec.

Girls 25 Yards Leg Tied, Partners: Winners, Harriet Gottlieb and Betty Fernandez; Second, Betty Carter and Muriel Glacel; *Time*, 26 sec.

Girls 25 Yards Leg Tied: Winner, Joan Gottlieb; Second, Joan DeWitt; *Time*, 36 sec.

Girls 25 Yards Newspaper Race: Winner, Betty Carter; Second, Harriet Gottlieb; Third, Muriel Glacel; *Time*, 33 2/5 sec.

CAMERA CLUB GETS HUNG AGAIN

The second in a series of three competitive exhibitions by members of the London Terrace Camera Club opened June 19 in the exhibition room in the 410 Building. Many new, interesting prints were added to those of the first exhibit and the whole show will be kept on exhibition. Judge Jacob Deschin awarded the ribbons.

Flora K. Howes, who, with her husband, won first honors

last month, came in for first prize this month with a remarkably detailed study of a bird titled "Brazilian Jacana." Mrs. Howes also took third prize for a flower photograph titled "Rhododendron." H. and J. Schultz won second prize for "—— and the Dragon," and honorable mention for "New York Waterfront." Second honorable mention went to Stanley Kent for his "Emancipation."



Spurgeon F. Barndt, exhibition manager of the Camera Club, snapped this shot of an interested group viewing the current exhibition of prints. They are, l. to r.: Henry Atwood, Lynwood Higgins, Betty Peters, Tom Hilton, Dan Crawford.

HAVE YOU BEEN HERE TEN YEARS?

Due to a slight uncertainty in tenant records prior to 1932, when Wm. A. White & Sons took over the management of London Terrace, they are not sure that they have the names of all tenants who have lived here since 1930. If you came here prior to 1932, we would appreciate it if you would sign your name below, clip out this corner of the page and send it to the editor of the NEWS in the Penthouse Club or to Mr. Lockwood in the Administration Offices. We'd like to get the records straight concerning our most faithful residents.

Name

Building Number

Date of First Tenancy.....

THE LO
Publi
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dress all
Editor,
West 24
City

Lady at Leisure



BEFORE you read another word I may as well let you know that this is the greenhorn again. The very lucky Miss B. tried several times to leave California but each time was duped. First it was Tyrone Power simply refusing to let her go. Then it was Errol Flynn flagging the train just as it was pulling out of Hollywood. But she finally did escape, and unless we hear of Charles Boyer holding up the train in the middle of the desert or something, she'll be back by the time you read this.

Hmmmm. Upon looking over the foregoing paragraph, I think I've been reading too many movie magazines. Well, we girls have to go to the beauty parlor *once* in a while.

Now that the weather seems to have made up its mind to give us all a break, the Marine Deck has become a mecca for sun worshippers. Some London Terrace ladies manage to look attractive even while being broiled in various brands of sun tan oil. And some of their outfits bear mentioning for their neatness and attractiveness. That slack suit of chartreuse and brown, for instance, and the little nautical play suit of navy and white anchor printed cotton. Why, I certainly wouldn't dare to venture forth in my dank culottes and faded halter. Guess

I'll have to invest in something new.

Echoes of the Jamboree: . . . Wasn't it nice the way the younger people of the Terrace joined in so earnestly to make the Jamboree a real success? Betty McIntosh, Sam Alsop, Kay White, Betty and Donnis Fernandez were among those who helped. And we'd like to ask Sammy Haines, confidentially now—"did you sell more or eat more hot dogs?"

Reception Room observations: . . . Mrs. Aaron Greenleaf's ensemble of sheer aquamarine wool caught the eye, worn with black accessories and a little aquamarine hat with a gayly striped band of rose, aqua, and black. . . . Mrs. Louis Llorens also took our breath away in a navy blue and white print dress and navy and white hat perched on her golden hair. . . . A red, white, and blue outfit was worn by Mrs. M. R. Boyd, sister of our Miss Bender in the Renting Office. It was a dress of navy and white spun rayon with red, heart-shaped buttons all the way down the front, and her hat was a small sailor. . . . Miss Cecille Brinn was glimpsed in a plain navy blue crepe frock piped with white at the neck and a navy blue felt hat on which a pale blue and crimson feathered bird was perched. . . . Aside to Mrs. Winton Corbett—I dare you to put on your most sophisticated dress and look more than fifteen. . . .

In the next issue of the NEWS you'll find this column back to normal with the greenhorn retiring permanently, unless, of course, Monsieur Boyer appears at London Terrace and whisks off our Lady at Leisure.

THE LONDON TERRACE NEWS

Published monthly for residents of London Terrace. Address all communications to the Editor, Penthouse Club, 470 West 24th Street, New York City.



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Shop Shots



“LAZY days, when spring and summer meet . . .” That’s how the song goes, and that’s pretty much how life goes too, in this particular season. But being lazy is not only possible but pleasant at London Terrace, with all the stores and concessions doing their utmost to make summertime a leisure time for Terrace residents.

Royal Scarlet

has saved many a housewife from hanging around the kitchen on a scorching July day. Now she can spend the afternoon relaxing in the Swimming Pool or getting a tan on the Marine Deck, and come back to her apartment to pick up the house phone and order *prepared* food from the Royal Scarlet. Ten minutes later she will sit down with her family to a delicious meal.

Elizabeth Flynn’s Sidewalk Café

lends a bit of continental flavor to the cocktail hour. Enjoy a tall drink out in the open air, yet secluded behind a hedge of evergreens.

Whelan’s

relieves you of worrying about desserts these lazy days. Ice cream and water ices are perennial favorites with everyone, and it’s so simple to call Whelan’s and have them deliver your selection in a few minutes. You’ll find their fruit lemonades refreshing too.

The Book Shop

offers a suggestion to help eliminate the ever-present problem of clearing away the remnants of a meal. Paper plates, cups, table-

cloths and napkins in varied patterns and colors not only add a festive note to an informal summer night supper, but may be disposed of immediately after the meal is over. And the tablecloth and napkin sets look so much like real linen that you could almost fool your family.

The Beauty Salon

suggests an occasional facial to discourage that careworn look which a prolonged hot spell is apt to bring to even the freshest young face. You’ll discover the facials in the London Terrace salon practically equivalent to a massage and you’ll emerge feeling refreshed and looking lovely.

The Auto Show Room

a newcomer to this column and to London Terrace, has in it a snappy convertible roadster which made us long to put the top down and set forth for parts unknown. And for the more conservative, there’s a nice family-type sedan

on display. I didn’t dare ask in what colors they could be ordered because I knew if I found I could get that roadster in Proposal Pink, Flamingo Red or Cockatoo Yellow I’d probably sign right on the dotted line.

The Florist

reminds the ladies that flowers add so much to the charm of all women. Next time you go dancing, wear a wrist corsage of gardenias, or a “baby” orchid in your hair. And don’t forget to see that your husband has a correct boutonniere!

And to wind up the column for this issue, I just want to say that this is the picnic season, and that’s where your London Terrace shops again all come in very handy. All the fixings for the sandwiches at ROYAL SCARLET, complete picnic boxes equipped with everything from bottle openers to thermos jugs at WHELAN’S, paper napkins and other accessories at the BOOK STORE, and if you’re going in the car, don’t forget to have it checked against annoying flat tires, etc., at EXCELSIOR or LONGACRE garages. A happy, healthful summer to you.

Yours truly,

THE SHOP SHOOTER.

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JAMBOREE TOPS ANOTHER RECORD

(Continued from page 8)

tickets and obtaining contributions was of great help in the happy results obtained by the Jamboree.

Moe Turman's Program Committee turned out a neat booklet, well padded with ads which helped swell the sum total proceeds.

The musical entertainment, with Mrs. Alta Vera Arnold in charge, was of a high order. Resident Emile Petti and his orchestra were on hand opening night, dashing downtown between dances at the Savoy Plaza to entertain us with instrumental numbers and vocals by resident Tom Low and Lou Parkinson. The well-known Ramona, radio singer and pianist, celebrated her new residency in the Terrace by appearing on the second night, delighting her audiences with a number of songs. Mrs. Arnold deserves credit not only for planning the musical program, but

also for her contributions of her own original numbers, which she herself sang. These included her "Jamboree Theme Song," which she composed specially for the occasion last year, and a patriotic number titled "Wake Up, America!" During the respites for the "live" entertainment, recorded music filled in a harmonious background for the activities in the Garden.

The various wheels of chance which turned in a large amount of cash for the cause and furnished exciting fun for the participants were smoothly managed and run by many hard-working committees. The Lady Luck Wheel, managed by Mrs. Leo Rosenbloom, was attended by a number of talented persons who unselfishly contributed their services to the winners. These included Florence Jensen, numerologist; Shirley Spencer, graphologist; Irving Nurick, artist, and Nanette Reed, characterologist, all residents; as well as psychic Marie Wilson of the Iroquois Hotel, and astrologer Colby Griffin of Nutley, N. J., who came here for the occasion.

Top money makers among the wheels was the Big Six, which under the direction of Mrs. Gerald Finley and her energetic cohorts turned in \$538.37. The Pari-mutuel, managed by Mrs. Thomas P. McAweeney, copped second to the tune of \$440.90. Third was the Jack Pot, managed by Mrs. Edward J. Maroney, tallying up \$387.45.

Other attractions which more than did their part were the Cake Booth, managed by Mrs. Ernest D. Gilman; the Treasure Chest, with Mr. and Mrs. Walter Cooney holding the keys; the Dart Game, supervised by Walter Granville; Bingo, with Cashier Elmer Roberts doing his stint after a day in the cage, and the popular tintype set-up, operating under Mr. Milton Boxer.

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Don AMECHE Mary Beth HUGHES

"ANNE OF WINDY POPLARS"

Anne SHIRLEY James ELLISON

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Bob Kelly of the auditor's office ladled out refreshments with an untiring arm.

The door prizes were varied and attractive. For the first night, the first prize was a Jay Thorpe cosmetic traveling case which was carried home to Brooklyn by a visitor, Mrs. Edwin J. Harragan. Second prize, a \$10.00 credit order at Sachs Quality Furniture store, fell to William Winchester, visitor from Astoria. On the second night, the first prize, a Gruen wrist watch donated by Harry Goldstein, jeweler, went to Albert Bedrick, 440 Building. The winner of the second prize, a combination \$10.00 gymnasium ticket given by London Terrace Gym and a \$10.00 permanent wave, courtesy the London Terrace Beauty Shop, was not recorded. Martha Kent of the Renting Office drew the lucky number which entitled her to the 50-lb. cake donated by the Victoria Hotel.

Much of the smoothness of operation, set-up and dismantling was due to the expert assistance of Mr. Ralph Romberger, our chief engineer. All of the employee personnel of London Terrace deserve a carload of thanks for their cheerful, efficient handling of the numerous tasks which fell their way. The gardeners set to work immediately following the dismantling; re-seeding and repairing the damage done to the lawn, and we have their assurances that the grass will soon be as green and thick as it was before the Jamboree. Not only that, but the gardeners, Horticulture, Inc., of 101 Park Avenue, very generously volunteered to do all this work without charge, as soon as they learned that it was made necessary because of a charitable affair.

Nor should we forget the cooperation and constructive help from Wm. A. White & Sons, Managing Agent for London Terrace, who have entered so wholeheartedly into the spirit



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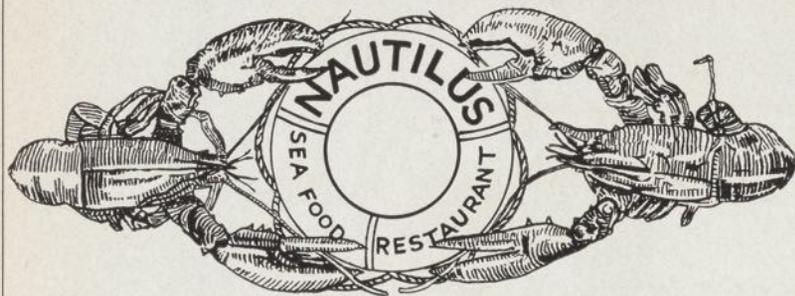
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of the Jamboree each summer.

So as we write "30" (to borrow a journalistic expression) to another Chelsea Jamboree, we can once more express the thought that it is a splendid effort, splendidly executed by all concerned—a worthy monument to the spirit of friendliness, neighborliness and charity. If you missed participating, we'll hold the thought that we'll see you at the Jamboree next year, along with all the others who have helped to make it bigger and better with each season.

THE HOPKINSES

(Continued from page 9)

up the tenor saxophone and clarinet. His first job after college was in New York writing score copies for a music publishing house. After that he went with a band as an arranger, worked up to Whiteman, Kostelanetz and Warnow. Ramona told us he is regarded as one of the finest musicians in the business.

Arrangers, who are little known to the public, are extremely important in the life of an orchestra. All bands now have their own orchestrations done for them in order to achieve originality and special effects. The

quality of these orchestrations often can make or break the leader's popularity. In working out an orchestration the arranger starts with the simple melody and builds the whole thing in his head—every instrument part, every harmony; keeping in mind the strengths, weaknesses and personality of the particular band; writing the orchestration down after he's satisfied with it.

It's concentrated, tense work and after Ken gets through with a chore, what do you think he does for relaxation? He turns on some phonograph music, or he and Ramona pack off to some little spot where they like the musicians and they sit there and listen to them play. They're great folks for busman's holidays and talking shop, although right now they're saving up to buy a car so they can get out to Connecticut occasionally.

Ramona is tall, dark, vivacious, and has a neat flare for telling interesting stories of her experiences. Ken is quieter, with a sparkling smile and appears to have an easy-going temperament, although his wife says he can get pretty nervous when he's in the midst of an exacting job. He does most of his work at home, dressed in a pair of shorts. One of these days he's going to forget about arranging music for other people and come through with an original symphony of his own.

Ramona disclaims any consuming ambitions. She prefers radio to any other type of work and would like nothing better than to keep right on doing programs similar to the one she has now.

The minutes slipped by very fast talking to the Hopkineses, but after a while the thunder shower let up, Ken hurried out with a stack of manuscript under his arm, bound for the broadcasting studio, and it was time for your interviewing reporter to leave and make out his report. It was nice work and we're glad we got it.

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