

London

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1942

# Terrace News



July, 1942

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**EXCELSIOR AUTOMOTIVE SERVICE, INC.**

536 West 23rd Street

New York City

## AS NEAR AS YOUR HOUSE 'PHONE

*Probably nowhere but London Terrace could you enjoy the unusual convenience of having a fine laundry as near to you as your house 'phone. This allows you to depend on unusually prompt pick-up and delivery service and to appreciate fully the snowy freshness and superb finishing of a truly superior laundry. Why not 'phone us today and check up on these advantages yourself.*

## LONDON TERRACE LAUNDRY

Just ask for "LAUNDRY" on your house phone

Lower Corridor — 425 Building

## *"The Best of Food-Served Well" at* **THE LONDON TERRACE** **Dining-Hall & Restaurant** **King Arthur Taproom and Cocktail-Lounge**

405 West 23rd Street      CHelsea 2-6980-1      New York, N. Y.  
A RENDEZVOUS FOR CONNOISSEURS OF GOOD FOOD AND DIGNIFIED LIVING

EXCELLENT CUISINE AND SERVICE  
FINEST IMPORTED AND DOMESTIC WINES AND LIQUEURS

LUNCHEONS FROM \$.60      DINNERS FROM \$.85  
BUDGET DINNERS AT EVEN MORE MODERATE PRICES

*A Special Cocktail Daily*

The Dining Room Proper, and Private Banquet Hall Available for Small and Large Social Functions

*Estimates Readily Furnished*

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.

FURNISHED APARTMENTS are available on yearly —  
or shorter — leases.

*A number of these apartments have been furnished expressly for your convenience in "putting up" relatives or guests for short periods. These apartments include linen, silverware, kitchen equipment and maid service. The charge will be made in your name and will be put on your monthly rent bill.*

\$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, 1942

VOLUME X

NUMBER 6

### Cover Photo

High above the city streets, Terrace penthouse apartments sport their gardens and growing shrubbery. In the photo on our cover, Flora K. Howes has caught a segment of the rooftop homes in their mid-summer garb.

### Navy Eyes

How about it? Do you think you can spare your binoculars for the duration? The United States Navy needs them.

At the present time, the Navy is in the market for only two makes—Zeiss and Bausch and Lomb, sizes 6 x 30 and 7 x 50. They are the only ones for which it is possible to stock spare parts.

If you have binoculars of those makes and sizes, the commandant of the Third Naval District, New York, urges that you lend them to the Navy immediately. As there is a law prohibiting the Navy from receiving gifts or free loans, your binoculars will be rented for the duration for \$1.00. If still in use when the war is over, they will be returned to

you with the sincere thanks of the service.

Send them to the Naval Observatory, Washington, D.C., or bring them to Third Naval District Headquarters, Room 909, 90 Church Street, New York City. They should be securely packed and tagged with the name and permanent address of the owner.

### Gold Star

A simple, but impressive ceremony was held in the churchyard of neighboring St. Peter's Church on Sunday, June 14, to give honor to the memory of

first class seaman John Richard Ress, Jr.

Ress lost his life on October 31, 1941, while on duty aboard the U.S.S. *Reuben James* when it was torpedoed and sunk off Iceland. He was the first member of the parish to lose his life in the war and a number of Terrace residents were present at the ceremony, which pledged the young seaman's neighbors to carry on the fight in which he led the way.

### Spring Water

The fountain which gurgles so pleasantly in the midst of our Garden was taken to task recently by a number of residents, who felt that it might be wasting water during the present shortage.

Springing to its own defense, the fountain assures us that there is no waste, as the same water (a very small amount) is used continually on a circuit. So you can enjoy the cooling sight and sound of our aqua viva without any fear that it is contributing to the shortage.



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# Breezing Around

## Departure

The absence of that familiar face down in the auditor's department, is due to the fact that Bruce W. White, auditor for Wm. A. White & Sons, Managing Agent for London Terrace, has left for a position with the Wright Aeronautical Corporation in Paterson, N. J. Mr. and



*Flora K. Howes*

**Bruce W. White**

Mrs. White, during their ten-year sojourn in the Terrace have been exceptionally prominent in our community activities and will be greatly missed by their host of friends among residents and employees.

They were given a fitting send-off at a party on June 19th. An appropriately engraved gold watch was presented to Mr. White and a corsage to Mrs. White.

## War Movie

A graphic portrayal of "America at War" was shown to residents in a moving picture run off in the Restaurant Grille, Thursday, July 9th.

With an accompanying lecture by Capt. R. Davis, R.A.F., the film was obtained by resident Philip Martin, of the Office of Emergency Management.

## Reducing Salon

Here's good news for Terrace women—and men too—who wish to do something along the reducing line.

Victor Grieco, manager of the Beauty Shop, has taken additional space on the second floor of the 410 Building, installing a number of "Slenda Vogue" machines of the same kind which have been flourishing in some of the Fifth Avenue shops. This new patented machine is designed to take inches and pounds off where they are not needed—doing it in a painless, pleasant way without the necessity for steam baths or massage. There is also a sister "Slenda Vogue" that acts as a "sedative," recommended for nervous disorders.

The new reducing salon is now open for inspection and trial. Mr. Grieco invites the ladies to come in and look it over and promises that the prices will be considerably less than those charged elsewhere in the city for the same treatments. Hours are 9:00 A.M. to 5:00 P.M. for la-

adies; 6:00 P.M. to 9:00 P.M. for men. Business women may make special evening appointments.

## 100% On Bonds

You'll be happy to know that London Terrace went 100% in the recent War Bond pledge campaign. As confirmation we offer the partial text of a letter received by resident manager Walter A. Lockwood from Theodore Storch, chairman, Chelsea section for the campaign. He wrote:

"The organization of Minute Men and Minute Women in London Terrace is a notable example of what our American women and men will do when our country calls for help. It is this spirit that makes America worth fighting for.

"London Terrace is truly an American community—100% cooperation in War Bond Pledge Campaign."

Thank you, Mr. Storch and State Administrator Nevil Ford—the pleasure was all ours.

## Another Lobby Job



*Photo by Mattie Edwards Hewitt*

The 450 Lobby in its new-styled decorations. The designing and decorating was done for Wm. A. White & Sons, Managing Agent for London Terrace, by Intramural, Inc.

# We Had A Jamboree

A new high in enthusiasm and receipts  
is marked up by annual charity event

**T**HE sixth annual Chelsea Jamboree, rained out on its scheduled performance of Wednesday, June 17th, came back the following evening for an all-time record. Net receipts, which will send approximately two hundred children on much-needed country vacations, tallied up to

a midway of bazaar and carnival, echoed to the calls of the barkers, the chink of charity coins and a musical background which included several fittingly martial notes. The strings of overhead lights were dimmed down this year because of war restrictions, but this fact only served to ac-

*This is the way the Garden looked on the night of June 18th, as the throngs rallied round to enjoy themselves for a worthy cause.*



*Flora K. Howes*

about \$3700.00—an amount which topped even the high of 1940, when the event, sponsored yearly by Chelsea Charities, Terrace tenant organization, was held for two evenings.

Any fears that demands of the war upon time and money would cut in on the success of the Jamboree were dispelled by the financial reports. Resident workers, management, employees, concessionaires, business firms of the neighborhood and throughout the city, those who donated money and played the wheels and games, rose to the occasion, cheerfully cooperating for an evening of relaxation in order to bring sunshine and health into the lives of needy youngsters of the Chelsea community. An indication of the spirit maintained is shown by the fact that the various Building chairmen, responsible for soliciting donations and selling tickets, marked up a total increase of \$200.00 over any previous year.

Starting at 6:00 P.M., when the gates opened at either end of the Garden, through midnight, our central acre, transformed temporarily into

centuate the shielded concentrations of light which marked the activities at the various booths and arenas. The hard-working house chairmen, assisted by the workers in the booths, kept things running at a high pitch of fun and efficiency, with the result that there were few lags, if any, in the steady tempo of spending.

Some of the attractions, naturally, proved more popular than others, but the spirit was the same in all of them, and each contributed handsomely to the record total. The Liquor wheel topped individual receipts with \$490.00, closely seconded by Jack Pot with \$486.95. The two Big Six wheels tallied almost \$500.00 and the Pari Mutuels almost \$400.00. The Treasure Chest and the Grocery wheel broke their own past records, turning in \$170.00 and \$212.00 respectively. A new attraction, the Nail and Hammer game, contributed \$48.00, Bingo brought in \$139.00 and the two Pitch games \$165.00. Two of the attractions—Cake Booth and Lady Luck—ran into

*(Continued on page 11)*

## Terrace Blackouts Proceed Successfully

**O**UR air raid wardens, with the excellent cooperation of Terrace residents, have piled up a high record of success in blackouts. Recent city-wide tests showed an average of all Terrace lights out six minutes after the start. Chief offenders in one blackout came from five apartments where occupants had gone out and left lights burning.

Heads of our air warden service ask that all tenants be extremely careful in the future to be sure that all lights are turned off in apartments when they are going out for the evening. Another matter to be careful about is to see that there is no smoking or use of flashlights near windows during blackouts.

The alertness of one of our wardens resulted in the first legal vindication of the right of the wardens to enforce blackout regulations. The warden acted as complainant in court after a tenant had refused to turn off his lights during an official city test. The case resulted in a \$25.00 fine for the offender and has been hailed throughout the city as convincing proof of the "teeth" in the blackout regulations.

One of the big jobs for Terrace wardens is supervision of the new territory assigned to them, extending from Twenty-first to Twenty-fourth Streets and over to the river. There are few residences in the western sector of this district and so our wardens are responsible for its blackout provisions. Many new volunteers are needed to help out with this work, so if you haven't signed up yet, get in touch (run, don't walk) with Bruce Grunden, 450 Building. Men only need apply, as women are not allowed to serve in the new territory.

Additional volunteers are also needed to fill in at sector headquarters, 465 Building, to take the places of those who are going on vacations. Any resident who can spare two hours every other week is asked to fill out the blank below, clip it and turn it in to David Millar, apartment 12E, 460 Building.

I will volunteer for Air Raid Warden Duty

Name.....

Building..... Apt.....

## A. W. V. S. Unit Celebrates Birthday

*On the occasion of the first birthday of the London Terrace Unit of American Women's Voluntary Services, Marguerite H. Matthews, chairman of publicity for the Unit, has contributed the following review of past accomplishment, as well as future objectives.*

**J**UST a year ago this month we were making our own "layette"—never realizing that we would grow to such tremendous proportions at the time we celebrated our first birthday. We're proud of ourselves—proud of our growth and of our accomplishments, for we are definitely helping to bring peace out of chaos and Victory to our country and our Allies.

Our work has been to release men and trained nurses for work at the "front"—to sell stamps and bonds at local theatres and elsewhere so that our country may build more planes, ships and munitions. Members of our Unit have been doing office work for the U.S.O. and the "Minute Men," while our Sewing Room is still "tops" in supplying clothes which they have made in our workroom for the Navy Relief, and, in addition, have made a good many garments for children, which they have turned over to Chelsea Charities.

America is determined to win a victory for freedom and we need the cooperation of every able-bodied woman in the Terrace to join our ranks and carry on to Victory!

Our membership Drive is showing splendid results, but we still want 100% of all women in London Terrace as members. We want YOU!

The objective for our second year is to prepare our community to take its part in establishing a free world at the conclusion of the war. This is no small task. The indifferent must be aroused and brought in. Our classes prepare the unprepared to carry on successfully in an emergency. Don't depend on your neighbor to help you. She will be helping her family or those unable to help themselves because of age or illness. Here we stress our courses in First Aid—for Beginners, and also our Advanced First Aid, and the new class in Nutrition which latter we are planning to start as soon as we have the required number of applicants. Our Sewing Room and our Knitting Room are anxious to welcome new members. Sign up NOW and register for work—don't wait until the war is over and then regret your dilatoriness. Rather be pleased with the services you have rendered to help win the war.

# Around The Family Radio

These people make themselves at home  
on the sending end of the air waves

THE members of the Meade family hail the 470 Building elevator en masse on Monday, Tuesday and Wednesday mornings, bound for work. Their destination is a studio of the Columbia Broadcasting System where, sharp on the stroke of 9:45 A.M. three days a week, the family, consisting of father Dwight, mother Doris and daughter Dorothy go on the air in a skit known as "Harvey and Dell."

They have been acting the characters for quite a few years now, putting on their family playlets as fun-pullers at social gatherings in their home town, finally stepping up to a spot on station WBZ in Boston, then last March busting definitely into the big time, with a network sponsor. Coincidental with their debut over Columbia, they moved into the Terrace, so your interviewing reporter took it upon himself to look in at their apartment. We were greeted hospitably by Mrs. Meade and Dorothy, who make a pleasantly attractive mother and daughter duo. Papa Meade was shut up in another room, wrestling with the muse, because it is he who turns out the scripts for "Harvey and Dell."



The family at work: Mrs. Dwight Meade, Dorothy Meade and Mr. Meade.

The story of the evolution of the Meade skits from parlor entertainment to network broadcasting was told by Mrs. Meade with warmth and modest pride. None of them are radio "professionals" in the strict sense of the word. Mr. Meade was a newspaper man, Mrs. Meade never went further in dramatics than school plays and daughter Dorothy just naturally helped out wherever she could when mama and papa put on a show. Up until a few months ago they lived a quiet small-town life in Melrose, Massachusetts—just the sort of life that comes over the air on their program. The quality of naturalness stood them in good stead, because it was on the basis of "homineness" that the business executives of General Mills (not an army officer) decided to back them as sponsors and delivered a contract. The program is unique because it departs from the usual daytime dramatic formulas of sorrow, grief and harrowed heroines, so popular with the so-called "soap operas."

The way it developed was that Mr. Meade, on busman's holidays from his newspaper writing, would jot down little incidents of family life in a small town. They would be incidents that happened to the Meades, or that they heard about from their neighbors. They made playlets of them, acting them out at parties, club meetings and so forth, and were roundly cheered for their efforts. They never had any idea to make use of them professionally, until one day Mrs. Meade, who listened to her radio occasionally of a morning, suddenly woke up to the fact that in three dramatic sketches she had heard in one day, exactly three funerals had occurred. She got to thinking that perhaps there were listeners who would welcome a little cheer and humor—something simple and close to home that would break up the heavy diet of melodrama and tragedy.

She mentioned her thought to her husband and from there they went on to the discovery that their own skits were just the type of thing they had in mind. So Mr. Meade bundled up ten or fifteen pounds of scripts and carted them off to WBZ in Boston, where they were received with delighted optimism and put on the air. They continued as a local sustaining feature for several years until last September, when they decided

(Continued on page 18)

## P. O. Enlargement

The London Terrace Post Office will celebrate its fifth birthday next October by branching out. It's being stepped up from a sub-station to a full-fledged branch and will enlarge its quarters by taking over the entire corner ground space of the 470 Building at Tenth Avenue and Twenty-fourth Street. This space has been used as an auto show room—and you know what happened to automobiles.

The convenience to tenants, as well as to neighborhood business firms, of having the post office close at hand, has proved its worth, and the enlargement is another step in the progress of our community.

## Chess Finals

Mark Peckar, who has held the championship on several occasions in the past, returned to the throne again this year by finishing first in the annual tourney of the London Terrace Chess Club, with a score of 10-1. J. A. Szold, 9-2, was a good second, and D. Hoffmann, only competitor to take a game from the winner, came in third with 8 wins and 3 losses.

In Class B, George Girard won back his laurels of year before last when he put Stephen Rathbun out of the running by winning both games of their personal encounter.

The prize in the top bracket was a handsome set of chessmen in red and white plastic; the loot in the lower division was a silver cup.

The Club will remain open during the summer months, at least while attendance warrants. Anyone who feels like cooling off over the knights and pawns in the fresh breezes of the Penthouse Club any Wednesday evening can just wander in and make himself at home.

Chess concentration makes a fine relaxer for these tense times.

## Camera Contest Awards

SOMETHING new has been added to the Terrace Camera Club. Never before in the history of the Club has anyone made such a sweep of prizes as occurred in the Salon Print contest held on June 24th. Mr. Simon Goldsmith, one of the newer members, won first, second and third prizes and first honorable mention with his entries in the Miscellaneous Group. Gordon Cross managed to break the spell by taking second honorable mention.

In the Portrait Group, first prize went to Mrs. Flora K. Howes, second to Nell Greenfield, third to Gordon Cross, with honorable mention accorded Mr. Cross and Miss Greenfield.

Judges for this latest showing

of the Club's contest prints were Harvey Falk, Sam Greirson and Henry C. Hartman. The prize winning prints will appear in the next issue of the NEWS, along with the best flash pictures taken at the Jamboree.

One of the Club's well known members, Mrs. Flora K. Howes, was honored at a recent dinner given by the Camera Associates Group. She was presented with the Golden Trophy, awarded in honor of receiving the greatest number of points for her outstanding salon prints of the year.

The Terrace shutter bugs are looking forward to a busy photographic summer, with the dark room coming in for lots of use. Interested residents are invited to join in their activities.

## Hobbies for Victory

NOW it's the hobbyists who have turned their talents to assist in winning the war. A "Hobbies for Victory" drive has been inaugurated all over the country and is being sponsored at the Terrace by the National Hobby Museum. The idea of the program is to establish centers where hobby items—handicraft, novelties and collections—can be offered for sale, the proceeds going to the U.S.O.

Terrace hobbyists who wish to donate items or collections for sale in this patriotic endeavor should leave them at the Museum, on the top floor of the 470 Building, or in the adjacent Penthouse Club, where there is always someone to receive them. They should be marked "Hobbies for Victory," and all contributions will be gratefully acknowledged.

Naturally, to be successful, there must be buyers as well as donators, so all residents and their friends who are on the



A new Hobby Museum exhibit. Leslie Kassander with his miniature musical garden bar.

lookout for unusual and interesting additions to their home decorations or furnishings, should make it a point to visit the Museum to see what's being offered. Original paintings, sculpture, woodcarvings, handiwork and pottery are only a few of the

items that may be obtained with the purchase price going to a very worthy cause.

The permanent exhibition in the Museum is continually being augmented by new novelties. One of the latest is a miniature music bar with a natural flower garden made by Leslie Kassander. When the door is opened, the music of Ravel's "Bolero" is heard. Mrs. F. Simmons of Brooklyn has contributed some unusual bead work, the product of thirty-five years of hobby craft. The bead work covers frames, cups, glasses, trays, vases and wine bottles.

### Bundle Pickups

In order that peace, harmony and efficiency of service continue to reign supreme around our house, a word is in order regarding laundry bundles. They should not be left in halls outside apartment doors unless it is absolutely unavoidable.

When bundles are to be picked by our own house laundry, the request should be timed so that the tenant is home when the laundry messenger calls. Likewise, when bundles are to be sent to outside laundries through the Package Room, the package boys should be notified in time so that they can make the pickup while someone is home.

If, in an emergency, the bundle must be left in the hall, it should be plainly and securely marked with name, apartment number, Building and the name of the laundry to which it is going. Otherwise, it will not be picked up.

We hope this straightens everything out—and happy bundling!

#### 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.

## Patriotic Rally Planned

**B**IG doings are scheduled for Saturday, July 25th, when the Chelsea Defense Council, Chelsea office of the OCD, is sponsoring a huge rally which will include a parade, followed by a block party.

The parade will start at 2:00 P.M. and will cover Eighth, Ninth and Tenth Avenues from Sixteenth Street to Thirty-fourth Street. The block party will start at 4:00 P.M. and will be held at Chelsea playground, Tenth Avenue, between Twenty-seventh and Twenty-eighth Streets. Entertainment will be

furnished by Broadway theatrical stars, various bands, folk dancing and choral group singing.

The purpose of the rally is to increase active interest in civilian protective service. Organizations represented will include London Terrace and Chelsea Units of A.W.V.S., Red Cross, Fire Wardens, Air Raid Wardens, Auxiliary Police, OCD, the American Legion and local churches. All these groups will have booths at the block party.

The rally is an important community event, deserving support of all Terrace residents.

## We Had a Jamboree

*(Continued from page 7)*

difficulties because of the weather postponement, but due to the resourcefulness of their managers, held up their ends in excellent style. The ladies of the Cake Booth rescued their wares from the rain and stood by on the following evening to turn in a profit of \$61.00. A number of the Lady Luck readers who had made arrangements to serve on Wednesday night, could not be present Thursday, but in spite of this, the attraction contributed \$75.00.

The many Building chairmen, whose names, with members of their committees who operated the games, are listed elsewhere in the NEWS, not only worked for weeks before the night of the Jamboree, selling tickets and soliciting donations, but took charge of the booths. A friendly rivalry between the individual chairmen helped to spur the efforts for money collections in each Building. First place in the four "end" Buildings went to 410, under the chairmanship of Mrs. William E. Heidorn and Mrs. Leo Bermann. Their committee turned in a total of \$195.50. Among the other Buildings, 455 took top honors, with \$145.00.

The chairman, Mrs. Harold N. Vogel, received splendid assistance from Mrs. Sheffield A. Arnold, who was responsible for raising a good share of this money and continued her yearly record of the highest individual sales. The 440 Building, however, gave the leader a close race, turning in \$132.25 under the direction of chairman Mrs. Thomas P. McAweeney, six-year veteran, and co-chairman Mrs. M. Neal Gordon. Much of the success of the Jamboree is due to the unselfish efforts of all the house committees, which with one or two exceptions, bettered their individual records over previous years.

It is, of course, impossible to give full credit to everyone, but in addition to the house chairmen, a few, because of special responsibilities, deserve special mention. At the top of the list is Chelsea Charities chairman Sheffield A. Arnold, upon whom fell the responsibility of directing the affair and who was in charge of the setting-up work in the Garden. In spite of working long hours at a new defense post,

*(Continued on next page)*

## Legal Aid

A free service of legal advice for Chelsea residents in the armed forces and for their dependents has been authorized by the Chelsea Defense Council of the Office of Civilian Defense.

A Lawyer's Committee is being organized for this purpose and will confer closely with local draft boards, as well as all organizations affiliated with the Chelsea Defense Council. Legal problems handled will include the obligations of draftees under written leases, conditional bills of sale, chattel mortgages and the right to sue or be sued. The Committee also expects to advise consumers as to priority and price regulations.

Any inquiries as to the Committee and how it functions should be addressed to the chairman, Miss Minna F. Kassner, Chelsea Defense Council, 303 Ninth Avenue.

## Watch My Dust

It's hard to believe, but there are still a few people around who don't seem to realize that it is not proper procedure to shake dust and floor mops out of open windows. The reasons for the taboo are, of course, obvious. Enough city dust seeps in windows through natural causes without the addition of donations from nearby apartments.

There are numerous ways of taking care of mopped up dust without subjecting the furnishings, draperies, kitchen shelves and dining tables of neighbors to an out-the-window onslaught. One method is to pick it up in papers spread on the floor. Another is to use a vacuum cleaner turned on its side to suck up the dust. Still better is to put in a supply of paper dusters now for sale in stores—a very modern and efficient method of accomplishing the dusting task.

The only excuse for window shaking is heedlessness — and we hope that this little reminder will put an end to forgetfulness.

## War Relief Unit Reports

THE year's report on the activities of the London Terrace War Relief Unit is now on record, showing a total of 1400 articles turned out for members of the armed forces and civilians of the Allied Nations. Most of these articles were distributed through the British War Relief, Maple Leaf Fund and Red Cross. The amount of \$700.00, used to buy the materials from which the wearing apparel was knitted and sewn, was raised by membership fees, donations and proceeds from benefit bridge parties. An unusual individual donation was made by 88-year old Erastus Samuel Johnston, father of Unit member Mrs. John Crockett, who was responsible for fourteen helmets.

The Unit has lost its popular and energetic chairman, Mrs. Bruce W. White, who has left the city because of a new business position taken by her husband in New Jersey. A great deal of the success of the Unit's work has been due to Mrs. White's efforts and appreciation was shown by the members on June 25th, when, at the last meeting of the year, they presented her with a gift in honor of her splendid work.

Members of the Unit are taking on other defense tasks and are also continuing their knitting and sewing. Anyone who wishes to join in this important work may do so by reporting at apartment 16F, 460 Building, Wednesday and Friday afternoons between 2:00 and 4:30.

## We Had a Jamboree

*(Continued from preceding page)*

"Sheff" found time to do a bang-up job for the Jamboree. He was ably assisted by his fellow officers—Mrs. Moe Turman, vice chairman, Mrs. Warner Overton, recording secretary, Mrs. Frank Koste, corresponding secretary, and treasurer Cortland G. Pohle, who, in addition to helping Mr. Arnold direct the workmen during the day, was on duty with members of his committee from 6:00 P.M. until the early morning hours collecting, counting and entering the sums of money.

Outstanding also were the efforts of members of the Prize and Program committees. The Prize committee, under the chairmanship of Mrs. Horace G. Banker, was responsible for obtaining the many donations of valuable articles that served as incentive for playing the games. This work was made even more complicated this year by the fact that many merchants and business firms, although willing to donate prizes, were hampered by

war shortages of stocks. Mrs. Julian R. Quinn stepped into the breach of chairmanship of the Program committee after Mrs. Ray I. Miller was called out of the city. Mrs. Quinn, assisted by Mrs. M. Neal Gordon, co-chairman of the 440 Building, and members of the committee, sold program advertising for a profit of \$275.00.

The readers at the Lady Luck Wheel included hand analyst Nanette Reed, numerologist Adrienne Peabody and astrologers Elizabeth Aldrich and Theodora Preston. With the exception of Miss Reed, they came from outside the Terrace and all of them deserve thanks for lending a profitable hand.

Patriotism, in keeping with the times, had its innings. War bonds and stamps were offered as door and wheel prizes, with a total of \$131.00 in stamps, two \$100.00 bonds and one \$50.00 bond being disposed of. One of the Big Six wheels netted the Terrace A.W.V.S. Unit \$185.00

and \$70.00 was collected by the British War Relief and Red Cross booths.

Patriotism, too, found expression in the entertainment, under the direction of Mrs. Sheffield A. Arnold. "The Star Spangled Banner" was sung by resident Mrs. Jonas J. Jorgenson, accompanied by former resident Frederick Woltman, composer and pianist. By arrangement with Father William Rinschler of the neighboring Guardian Angel Church, its well-known fife,

from early morning to late at night both Wednesday and Thursday; the boys in the Carpenter Shop were invaluable in erecting the booths and performing other duties; our electricians, porters, doormen and elevator operators all did their bit; and the telephone operators cheerfully assumed the added burden of calls made by Chelsea Charities workers.

The re-seeding of the Garden lawn was done immediately during the days following the Jam-

Columba Church through Mrs. John J. Gunther of the 410 Building, who gave \$25.00 as his share in aid for our neighborhood children. We should not forget the work of Mrs. Ethel Nugent and members of her Chelsea Charities social service committee, who are responsible for the important task of interviewing families and selecting the children who are to benefit by the vacations in the country. Hans Jaeger, manager of the Terrace Restaurant, contributed two fine prizes—special dishes described as "Duck Bigarade en Galle" and "Duck Suedora en Galle." One of these was won by Mr. R. B. Bradshaw, but the other winner is not known. Mr. Jaeger asks that the second winner be so kind as to return the tray that went with the dinner, as these metal articles are very scarce and hard to obtain.

To Mrs. Johan E. Phragmen of the 410 Building went the first door prize of a \$50.00 war bond. She reciprocated by turning back a donation of \$10.00 to Chelsea Charities. This valuable and timely door prize was made possible by the generosity of Messrs. Moe Turman, E. E. Gilbert and Irving M. Levy, who purchased the bond used for this purpose. The second door prize, a handsome small mahogany table, was won by Miss Catherine Di Palma, a guest of resident Mrs. Walter Cooney. The three prizes offered at the British War Relief—a foot stool made by Mr. Bruce W. White, a luncheon set and a baby afghan—were won respectively by Mrs. Sheffield A. Arnold, Mrs. A. R. Hall and Miss Marie Demonet, all Terrace residents.

So some were lucky and some were not, but it all added up to the same thing—an unselfish community endeavor that once a year unites everyone connected with the Terrace. It was a lot of work, but a lot of fun also, and the results once more show proof that we can get together to do a good deed and do it very well.



*Flora K. Howes*

**Terrace War Relief Unit Booth. Behind the counter, Mrs. Bruce W. White (right), Mrs. Oscar Zaun.**

drum and bugle corps marched on the scene at 9:30 to play "To The Colors" as the flag was unfurled from the Swimming Pool roof at the end of the Garden.

Part of the entertainment which contributed directly to the financial receipts was the work of Irving Nurick, resident and well-known artist, who for the sixth successive year put his talents on the credit side of the Jamboree ledger.

Wm. A. White & Sons, Managing Agent for London Terrace, cooperated, as usual, to the fullest extent with necessary facilities, material and labor. Walter A. Lockwood, resident manager, efficiently directed many of the tasks performed so commendably by Terrace employees. Space does not permit mentioning the names of individual employees who put in long hours

boree, and within two weeks, a beautiful new growth appeared. The lawn, because of the annual re-seeding made necessary, actually is in better condition for fifty weeks of the year than was the case before the Jamboree came into being. A walk around the Garden, or a look from a window is all that is necessary to dispel the illusion that the grass might be permanently harmed through trampling by the once-a-year crowds.

The net profit realized each year is made possible largely because of donations from firms and individuals and a vote of thanks is due all these people. Names of contributors were listed in the Jamboree program and additional ones are found in this issue of the NEWS. A special contribution was made by Father Christopher Dunleavy of St.

## Jamboree Game and Booth Committees

### BIG SIX NO. 2

Mrs. William E. Heidorn  
Mrs. Leo R. Bermann  
Mr. James Dodson  
Mr. Leonard T. Hobert  
Mr. William Forbes  
Mr. Robert Stith  
Mr. Charles Long

### PARI MUTUEL NO. 1

Mrs. Thos. P. McAweeney  
Mr. Herbert W. Cannon  
Mr. John W. Donahey  
Mr. M. Neal Gordon  
Mr. William F. Guinness  
Mr. Frank H. Koste  
Mr. Hugh S. MacLean  
Mr. Justin H. McCarty  
Mr. Franklin H. Small

### PARI MUTUEL NO. 2

Mr. and Mrs. Ray E. Daley  
Mr. and Mrs. P. L. Hickey  
Mr. and Mrs. Robert Kelly  
Mr. and Mrs. L. H. Campbell  
Miss Margaret Hurley  
Miss Katherine McCoy  
Miss Grace Fitzgerald  
Mr. Paul K. Addams  
Mr. John Fitzgerald  
Mr. James Wray  
Mr. H. C. Sethman

### JACK POT

Mr. and Mrs. Harold N. Vogel  
Mrs. Warner Overton  
Mrs. Ray Whittaker  
Mr. and Mrs. Sidney Cody  
Mr. Donald R. McMaster  
Mr. Francis Finn  
Dr. Albert E. Forshay  
Mr. Ben Rappaport  
Mr. Mansfield Mills  
Mr. Warren Diehl

### LIQUOR WHEEL

Mrs. Joseph C. Malin  
Mrs. Preston Hickey  
Mr. Thomas Dickey  
Mr. Jack Cohen  
Mr. Leo Bermann  
Mr. Richard Angle  
Mr. William Heidorn

### GROCERY WHEEL

Mr. and Mrs. T. A. Frankland  
Mr. and Mrs. Ruel Appleton  
Mrs. Edward B. Miller  
Mr. and Mrs. Richard Lally  
Mr. and Mrs. James Dodge  
Mr. and Mrs. R. B. Bradshaw

Mr. and Mrs. Clyde C. Lyons  
Mr. and Mrs. Edward S. Reynolds  
Miss Margaret Reynolds  
Miss Marvyde Collins  
Miss Rose Rale  
Mrs. Ben Kashins  
Mrs. Clarence Maguire  
Mrs. Adelyn Trapnell  
Mr. Edward Mead  
Mr. B. E. Conklin  
Mr. W. J. Ott

### BINGO

Mrs. Frances Krauss  
Mr. Elmer Roberts  
Mrs. William Matthews  
Miss Charlotte Lou Zentner  
Mrs. J. Leland Bass  
Mr. and Mrs. William Becker  
Mrs. Leon Reed  
Mr. Louis Senie  
Mr. Roy Lazarow  
Miss Eleanor Krauss  
Miss Dorothy Meade  
Miss Marilyn Stanford  
Miss Jean Devlin  
Mr. Mathews Powers, Jr.  
Mr. Thomas Reilly

### LADY LUCK

Mrs. Benjamin Skellie  
Miss Martha Hall  
Mrs. Alice Heilenday  
Mr. and Mrs. Paul Addams  
Miss Doris Hoff  
Miss Zaza O'Hara  
Miss Virginia Keller  
Miss Grace Simpson  
Mrs. Roland L. Stratford

### TREASURE CHEST

Mr. and Mrs. Walter Cooney  
Miss Edna Cooney  
Miss Elizabeth Kelly  
Misses Frances and Katherine Herrmann  
Mrs. Vivian Kendall  
Mrs. William Anderson  
Miss Marguerite Broome  
Mrs. Rose Volz  
Miss Jacqueline Ott  
Miss Nina McDougal

### CAKE BOOTH

Mrs. E. D. Giberson  
Mrs. Thurston LaJard  
Mrs. Daniel W. Rosenthal  
Mrs. Elizabeth S. Caliger  
Miss Margaret Baloger  
Mrs. Charles Towery

### PITCH GAME NO. 1

Mr. and Mrs. Claude Rowles  
Mr. and Mrs. Harold Schutte  
Mr. and Mrs. Eric O'Callaghan

Miss Isabel Yaeger  
Miss Marion Nims  
Miss Clarice Panke  
Mr. Clifford Aaron  
Mr. George Gillman  
Mr. Paul Gardner  
Mr. Donald Maroney

### PITCH GAME NO. 2

Mrs. Michael Gore  
Mr. Anthony J. Mertz, Jr.  
Mr. Allen Gamson  
Miss Anna Esposito

### NAIL & HAMMER GAME

Mrs. Maxwell C. Maxwell  
Mrs. Minna Westerfeld  
Miss Marnie Nugent  
Mme. Anna Fregosi  
Mrs. Milton Brumer  
Mrs. M. H. Leidy  
Mrs. Walter J. Ott  
Mr. Max Lindner  
Miss Isabel Lion

### TIN TYPE BOOTH

Mrs. A. H. Nelson  
Mrs. Hugh Donnelly  
Mrs. Donald Critz  
Mrs. H. Van W. Berry  
Mrs. Abraham Cherkoss  
Mrs. W. S. Guinness

### AWVS BIG SIX

Mrs. C. M. Billingsley  
Mr. and Mrs. Rodney Fisher  
Mr. and Mrs. Peter Bercoe  
Mr. Jack Berry  
Mr. Frank Irving  
Mr. Ben Gould

### BRITISH WAR RELIEF

Mrs. Bruce W. White  
Mrs. Oscar Zaun  
Mrs. John J. O'Loughlin  
Miss Marie Demonet  
Miss Daisy Stirling  
Miss Jean Leonard

### RED CROSS

Mrs. Don W. Steele  
Mrs. Fred Brewer  
Mrs. Charles A. McGinnis

### TREASURER'S COMMITTEE

Mrs. C. G. Pohle  
Mr. Warner Overton  
Mr. Thurston LaJard

### DOOR COMMITTEE

Mrs. Harry Martin  
Mrs. Louis Schleier  
Mrs. Ethel Nugent  
Misses Frances and Helen Cahill

### WAR STAMPS & BONDS

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Mrs. Jack Cohen  
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Mrs. Arthur F. Maher  
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The names of the following individuals and firms who donated Jamboree prizes were received too late to be included in the Jamboree program. Chelsea Charities offers apologies for this delay in acknowledging thanks.

R. L. Albert & Sons, Inc.	The Horn & Hardart Co.
Mrs. Beryl S. Austrian	Frank Howard
Harriet Hubbard Ayers	LePrince Inc.
Mrs. Sidney Bach	Manhattan Grocery Co.
Buckminster Rug Company	Mrs. Rito S. Nathan
Corona Carpet Cleaning Company	National Biscuit Co.
Louis Droutman	Ralph Newmark
Miss Pauline Foster for "Revlon"	Louis Philippe
Mrs. Edith A. Friend	Phoenix Candy Company
Fuller Brush Company	Isidore Schweitzer
The Great Atlantic & Pacific Tea Co.	Mrs. W. E. Stiver
Home Decorating Co.	Stone Uniform Company
	Swift & Company
	Triangle Publications, Inc.
	Whitman's
	A. Wissman

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

405—	410—
Mr. James Cleary	Mr. Nelson Beale
Mr. A. M. Woolf	420—
Mrs. Franklin Burke	Mrs. R. F. Margolies
Mrs. Joseph Bauer	Mrs. Wm. E. Stiver
Miss Helen Havener	Mrs. Charles F. Stober
Miss Mary Foley	Mrs. Harold S. Ireland

440—	Mr. and Mrs. Ralph Millet
Mrs. Rose G. Loft	Mrs. Florence Lawrence
Mrs. W. D. Hart	460—
Mr. and Mrs. Stephen Rathbun	Mr. G. C. Clayton
Miss Dorothy Stevens	Mr. Robert W. Pope
Miss Florence Stansbury	Mrs. Oscar H. Zaun
450—	Miss Helen Reynolds
Mrs. Carl Johnson	Mrs. H. L. Fassett
Mrs. George W. Dalley	Mr. and Mrs. John Gemmell
455—	Mr. and Mrs. Rasmus Hansen
Mr. and Mrs. Preston DeGraw Baldwin	470—
Mr. Warren Diehl	Mr. and Mrs. Don Reid

### SERVICE RECREATION CENTER

Just as we went to press, we received word of the formation of a London Terrace Recreation Center for boys in the uniforms of the Allied armed forces.

The ground floor space at the 470 Building corner will be utilized for the Center until the Post Office takes it over early in the Fall. Contributions of books, games, phonograph records, or anything else that can be of recreational benefit will be gladly received from residents.

It is hoped to make the Center a real rallying spot for neighborhood boys on leave and Terrace uniformed visitors.

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## USO Drive

The USO drive is going into its final rounds and all residents who have not as yet contributed to this worthy cause, still have a chance to respond when called upon by a fellow neighbor.

The good work accomplished by the USO needs no boosting here, as everyone by now should be acquainted with the necessary services the organization is performing for our boys in the armed forces.

"You help some one you know when you give to the USO" is a fine slogan to remember these days, when, in increasing numbers, friends and relatives are putting on uniforms for war service.



"VITAMIN Z" is what Mr. Paul V. (V for vitamins?) McNutt, our nation's nutrition chief calls it—"the human satisfaction that comes with a tasty, savory, well-rounded meal!" Important? He says it is and we all join in "Amen!"

That's an angle which this country's cooks must not neglect in their rightful urge to make and keep all citizens healthy and strong. Call it "satiety value";

call it "human satisfaction"—in the end, it's downright "taste-goodness"!

This makes the cook's apron—already a defense uniform—a real suit of victory! So while you're "boning up" on your nutrition knowledge, your balancing, your food selections—don't forget to make it taste as good—no, better—than ever! Careful cooking and the old-fashioned spoon-licking method of tasting will help; so will these new recipes:

### Braised Veal Patties

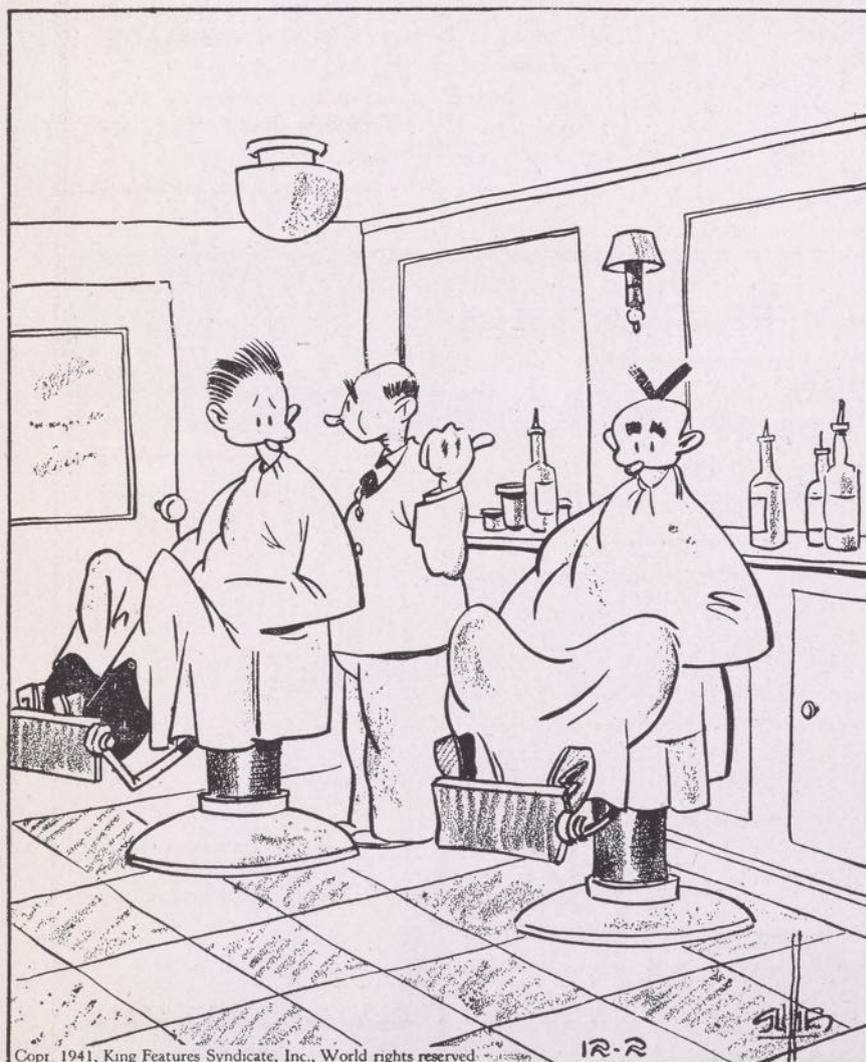
2 lbs. ground shoulder of veal  
1 teasp. salt  
¼ teasp. pepper  
½ teasp. celery seed  
½ teasp. mace  
1½ tbsps. shortening  
1 teasp. onion juice or finely minced onion  
½ cup finely crushed cracker crumbs  
1 cup grapefruit juice

Combine ground veal with seasonings, mixing well. Shape into 2-inch patties and roll in cracker crumbs. Brown patties in hot melted shortening on both sides. Pour grapefruit juice over patties. Heat to boiling, lower heat, and simmer slowly, covered, for 40 minutes. Makes 8 veal balls.

### Miami Cream Cake

1 cup heavy cream  
3 egg whites, stiffly beaten  
½ cup Florida orange juice  
1½ teasp. grated orange rind  
2 cups sifted cake flour  
1½ cups sugar  
3 teasp. baking powder  
½ teasp. salt

Whip cream until stiff; fold in stiffly beaten egg whites. Add Florida orange juice and rind. Sift together flour, sugar, baking powder and salt, and carefully fold into orange-cream mixture. Bake in two 9-inch greased layer pans in a moderate oven (350°



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"Could I interest you in one of our Victory haircuts?"

F.) for 40 minutes. Cool and frost.

### Piquante Banana Salad

1 head lettuce  
4 ripe bananas

Wash lettuce, shred and arrange on individual salad plates. Peel and slice bananas and arrange in mounds on lettuce. Serve with Piquante Dressing. For additional garnish if desired, use strips of pimiento or sliced stuffed green olives. Serves 6.

### Piquante Dressing

1 cup whipping cream  
3/4 tsp. salt  
1/8 tsp. pepper  
1/4 tsp. paprika  
1 tbsp. bottled horseradish  
1/4 tsp. grated lemon rind  
4 teasp. lemon juice  
2 teasp. sugar  
1/8 tsp. dry mustard or 1/2 tsp. prepared mustard

Whip cream until fluffy but not stiff. Fold in salt, pepper, paprika, horseradish, lemon rind, lemon juice, sugar and mustard. Makes about 1 1/2 to 2 cups.

### Shrimp Orleans

4 tbsps. shortening  
2 tbsps. chopped onion  
4 tbsps. flour  
1 cup cooked tomatoes  
2 cups water  
2 No. 1 cans shrimp

1/4 tsp. chopped garlic  
2 sprigs parsley  
1 bay leaf  
1 tbsp. chopped green pepper  
1 tbsp. chopped celery  
1 teasp. salt  
1/4 teasp. pepper

Heat shortening and brown onions. Add flour and stir until smooth. Add tomatoes and water. Cook, stirring constantly, for 5 minutes. Add whole, drained shrimp and seasonings. Cover, lower heat and simmer slowly for 20 minutes. Serve hot in a mold of rice, noodles or mashed potatoes. Makes 6 servings.

### Supper Pancakes

2 eggs  
2 1/2 cups milk  
3 cups flour  
2 tbsps. baking powder  
1 cup bran cereal  
1 1/2 teasp. salt  
1/2 teasp. dry mustard  
1/3 cup melted shortening  
15 slices boiled ham

Beat eggs, add milk and mix well. Sift flour with baking powder, salt and mustard; add to first mixture stirring until flour disappears. Add melted and cooled shortening and bran cereal. Dip ham slices in batter and bake in hot griddle, turning over once. Yield: 15 cakes (5 1/2 inches in diameter).

## The Observation Post

*Another in the series of essays contributed by a Terrace resident.*

WE, a free and peaceful people, are at war, the one thing of all things, that we hoped and prayed would never happen. We were slow to enter the fight, but will be the last to quit. Our strength is our government's strength; our weakness will be her weakness. In other words, our government is as strong or weak as we are strong or weak.

Now, more than ever, we need and must have unity and loyalty. We like to think that unity is something that should be attained by someone other than ourselves.

Every one else should unite and work harmoniously but we ought to be allowed to indulge in our petty quarrels, jealousy, and prejudices without interference. Our President, Senators, Congressmen, big business, farmers and laborers should unite but let us alone. Now unity starts at home. Let us have unity in our communities and cities and we will have unity in our States; let us have unity in our States and we will have unity in the United States; let us have unity in the United States and we need have no fear of the rest of the world.

Now is the time that calls for all of our loyalty. This is no

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### NEW STUDIO

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Director

time for petty politics, quarrels, jealousies or prejudices. Edgar A. Guest has written:

*On the map we are bordered  
apart by States,*

*On the flag each state's a star;  
But from coast to coast where  
it counts the most  
Americans all we are.*

So let us do less grumbling and

complaining, let's have less of the spirit of "let George do it," and on the other hand have more faith in America and American people, and do our part NOW, when our nation needs us.

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## Around the Family Radio

(Continued from page 9)

that the time was ripe for a bid at a wider and more profitable audience.

Mr. Meade packed a brief case with some scripts, came to New York and put them into the hands of a producer-agent. The latter went to work on General Mills, who had indicated previously that they might be in the market for something of the sort. Five months later they reached the point of an audition on records and in March they received their contract.

Inasmuch as the flavor of the program stems directly from a definite atmosphere of small town America, your reporter was curious as to the possible effect of the transplanting of the Meade home from Melrose to New York. Wouldn't their ideas and viewpoint be affected to a certain extent by their big city surroundings? Mrs. Meade replied that they weren't worrying too much about that. Both she and her husband are so firmly rooted in small town life that it will be a long time, if ever, before they lose sight of the characters and incidents they are portraying.

Besides, she is of the opinion that American family life has much the same basic character housed in a New York apartment as it does behind a white picket fence on Main Street. She and her daughter have entered into the community activities of London Terrace just as they would back on their old home grounds—selling tickets for the Jamboree, joining the A.W.V.S. classes and working on their knitting and sewing, taking their places with neighbor ladies of our city within a city. Dorothy

gets her book learning at the Professional Children's School, which exists to take care of the educational needs of the juveniles of stage and radio whose hours of work make it difficult for them to attend regular schools.

We inquired into the production mechanics of the program and were enlightened by Mrs. Meade. It takes Mr. Meade from four to six hours to put each show down on paper, writing longhand. Every day's story is complete in itself, there being no "teaser" situations left dangling at the microphone. The sketches are written a month in advance and have to travel some twenty-five hundred miles and go through three official "okays" before final approval. Mrs. Meade does the typing, sending the scripts to their producer-agent. From him they go to the advertising agency of the sponsor in Chicago, from there to the General Mills executives in Minneapolis, then back to New York for production. They have an hour's rehearsal just before they go on the air, when, among other things, the sound effects are carefully synchronized with the dialogue cues. Other characters besides the Meades appear in the show, and when a new one is introduced, they put in several long sessions auditioning actors to get just the right voice for the part.

It's a busy routine; something of a change from their earlier years of family life, but they enjoy it and are looking forward to a happy existence in this big town of ours, which after all, is made up in great part of people quite like themselves.



## VACATION NEEDS

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## IN THE GOOD OLD SUMMER TIME

Remember the song? — sort of old-fashioned, isn't it? . . . And it is just as out-of-date to plug through hot days without a thought to morale-saving "coolth" — so — beat the heat the modern way — visit our Soda Fountain for those cooling, delicious Sodas and Sundaes — made just right — made the "Whelan Way." You will find our service cheerful and courteous. And don't be selfish — TAKE HOME A PINT OF EVANGELINE ICE CREAM IN THE HANDY REFRIGERATOR TRAY PACKAGE — ONLY 30c.

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