

London Terrace News

MAY 29 '37



JUNE

1937

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Complete Automotive
Organization



Never
Closed
24 Hour Service

SAFETY

The Key To Motor Car Enjoyment

A safe driver is not the only guarantee for safe motoring. . . . A safe automobile plus careful driving will add to your pleasure on the road. . . . "The 4 Cardinal Safety Points" BRAKES — STEERING MECHANISM — HORN — LIGHTS . . . which all good drivers should consider will be your guarantee for Safety.

See *EXCELSIOR FOR SAFETY MAINTENANCE*

Tune Up Your Car for the Spring and Summer

Your car, too, feels the stir of Spring and needs a change. Give it the best Spring Tonic possible. Thorough Overhaul. Recondition—for long hot weather driving.

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AND
SERVICE

3 story fireproof building with 45,000 sq. ft. of space. Equipped with the most modern machinery for expert repairs by factory trained mechanics.

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

See the Money Saving 1937 Dodges and Plymouths at our

DODGE

LONDON TERRACE SHOWROOM

Cars and Trucks

24th Street and 10th Avenue

Plymouth

The Cars of the Year. Beautiful . . . Comfortable . . . and economical to run. The Car of Cars . . . Built with Dodge-Plymouth Dependability and sold to you by an authorized direct factory dealer.

Cars

"Ride a Dodge or Plymouth for motor car satisfaction"

Visit our used car and truck lots

All Makes — Models

GOOD USED

519 WEST 23rd STREET near 10th AVENUE

CARS

8th AVENUE and 54th STREET

and TRUCKS

Marvelous bargains in reliable used cars and trucks. Reconditioned to give you new car performance.

We have the car you want at the price you want to pay.

EXCELSIOR AUTOMOTIVE SERVICE, Inc.

536-546 WEST 23rd STREET

CHelsea 3-3050 — 1-2-3-4

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Let us solve your problems of entertaining on these hot evenings. Bring your guests down for a full course dinner and dancing every evening from 6 until 10.

Dinner 85c and \$1.00

We also give special attention to Birthday Dinners and Bon Voyage Parties.

ELIZABETH FLYNN'S
LONDON TERRACE RESTAURANT

SAME DAY CLEANING

or if need be, in a few hours

NO SHRINKAGE

NO ODOR

NO FADING

NO DISAPPOINTMENTS for we clean right in
London Terrace.

—◆◆◆—
*Ask about our CUSTOM CLEANING — the finest possible.
Recommended for your better clothes.*

—◆◆◆—
SO CONVENIENT — simply call "Valet" on House Phone.

LONDON TERRACE CLEANERS
TAILORS — FURRIERS

410 Building (Store)

415 Building (Lower Corridor)

London Terrace

The World's Largest Apartment House



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

●
SOME WITH WOOD BURNING FIREPLACES
MANY WITH CROSS VENTILATION

●
FREE PRIVILEGES OF SWIMMING POOL, ACRE OF GARDEN, MARINE SUN-
DECK, GYMNASIUM, TWENTY-ONE SERVICES ON YOUR HOUSE TELEPHONE,
ELIZABETH FLYNN'S RESTAURANT

●
RENTING OFFICE
435 WEST 23rd STREET

●
WM. A. WHITE & SONS

Est. 1868

51 EAST 42nd STREET

NEW YORK CITY

Renting and Managing Agents

London Terrace

JUNE 1937

VOLUME V

NUMBER 5

Qui va la?

With headlines screaming of crime and violence, it is indeed reassuring to know that the Uniformed Service of London Terrace takes every precaution to protect its residents. Day and night the vigil is never relaxed, with the result that a miscreant at London Terrace stands no more chance than a horsewhip salesman in Detroit.

JUNE 1ST

IS an important day in the Management's leasing campaign. After that date certain rental considerations will be withdrawn and prices will change in certain locations.

IF you have not yet signed your lease for next season, please do not forget that Monday, Decoration Day is the 31st,—the last day before June 1st,—so please, if you can, see your agent before you leave for the holiday weekend.

During the day a Bobbie is always at the door (Turn to cover. O. K.? Now turn back and resume your reading.) He keeps tabs on all callers; even residents going from one building to another or to different floors have to be announced. And his position is covered until early in the morning.

Delivery boys from London Terrace shops are identified by special insignia and they may go directly to apartments but all outside deliveries are routed through a central receiving station, where the name and address of the firm and the hour are recorded for any possible future checking.

At night uniformed patrolmen are in and outside the building and a call on the house phone, in operation twenty-four hours a day, instantly brings two men on the double quick.

And many of those men who serve us so faithfully have been with us from the very beginning. Wm. A. White and Sons has given gold stars to ten—signifying five years of service—just in time to sew onto their bright new summer uniforms. And in addition to these ten who received stars,

another thirteen who have been here six years had a gold bar placed above their five year star. Twelve more have been in our midst for seven years, thus entitling them to a second gold bar. A picture of the thirty men (five do not appear due to vacations or illness) appears on page 7. They have been tried and not found wanting. They're pretty proud of their sleeve decorations and their records. Aren't we all!

Flash—FLASH and another F-L-A-S-H!! We have just found out that the digging in the next block—referred to as the old Lily Langtry property at 361-363 West 23rd Street—is for the foundation of a new movie theater. This is more than a rumor this time as we have it from the reliable William H. Bird, Executive Secretary of the 23rd Street Association, and he says no foolin' this time. More details in the next issue of the NEWS.



Splash

You may calm your fears, ladies and gentlemen. For all rumors to the contrary, the United States Navy is not testing its torpedoes in the London Terrace Swimming Pool. Those objects which you have seen darting through the pool are not torpedoes at all, no sir. They're the Spence Brothers.

YES!
THE BRIDGE CLUB

Open All Summer
Coolest Spot in Town

•
DUPLICATE

Tuesday and Thursday Nights
1st Section 8:00 P.M.
2nd Section 8:30 P.M.
WEDNESDAY
AFTERNOON 2:15 P.M.
Saturday Afternoon... 2:15 P.M.

•
INSTRUCTION

Thursday Afternoon... 2:15 P.M.
Friday Night..... 8:00 P.M.

•
Fee at all sessions \$3.50

GLADYSE GRAVES STARK

Director

Penthouse Club 470 Building

Hosiery

•
Lingerie

•
Sportswear

•
Cotton Dresses

•
Hand Knitting Yarns
Free Instruction

•
Men's Wear
Notions

•
LONDON TERRACE
APPAREL SHOP

•
ACCESSORIES FOR
MEN AND WOMEN

Yes, the London Terrace Management is happy to announce that again this year the Spence School of Swimming will be available to residents right here in our own pool. Leonard Spence, as you all know, is the young man who breaks swimming records so fast that really to keep up with his latest timings you have to follow them on a ticker tape.

And this gentleman, who makes fish look silly, is here to teach you how to pack up your swimming troubles in your old water wings and toss them away. Whether you're a supercilious sophisticate of the springboard, or just a toewetter, if you want to improve, your opportunity awaits you in the person of Mr. Spence.

Needless to say, the management of the pool remains in the custody of London Terrace, but for your own safety, pleasure, and edification, when you hop into the cool, inviting water, you will know that the experienced eye of the Spence School of Swimming is watching you.

PARTY!

If the shrubbery around the outside of London Terrace should become greener than that inside the Garden, it will just be out of envy. Because a tenants' committee is planning a Garden Party to be held on Clement Clarke Moore's birthday, July 15th, proceeds to go to the Chelsea's Neediest Families Camp Fund.

Save Thursday, July 15th, and if you're true to your friends you'll tell them to do the same.

Swim Fest

The great splashing and much-ado in the pool on the evening of the 17th was the annual swimming meet of the Temple Athletic Association. About 75 participants, male and female, went at it with great gusto, and the spectators beheld as hotly a contested evening of swimming and diving

as the local aquarium has played host to in some time. Spurred on by lusty cheers from the sidelines, the lads and lasses came through with a thrilling exhibition of skill and strength. Old Neptune would have stroked his beard with pride if he had seen them, but unfortunately, when he came to the door, the Bobbie thought he looked suspicious and detained him, whereupon old Nep went off in a fine huff.

Wise-Guys

"It's never too late to learn," seems to be the motto of modern Americans, and the movement for adult education which has swept the country during the last decade will stand out as one of the most important in our history.

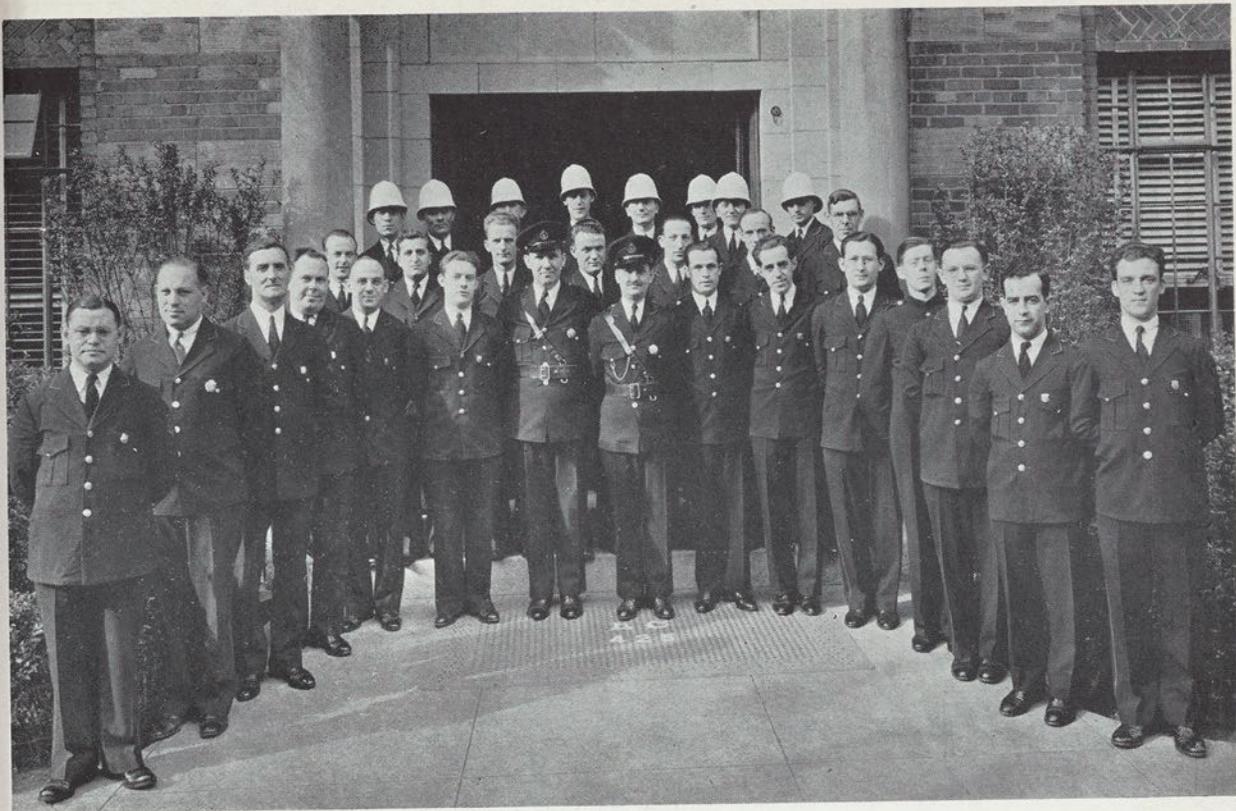
Right here at London Terrace the courses offered through the Board of Education have had a more enthusiastic reception than a nudist in a mosquito swamp. The Art group, meeting Tuesday and Friday afternoons in the Penthouse Club and Tuesday and Thursday evenings in the Recreation Room, and the Journalism class, meeting Monday evenings in the Recreation Room and Monday afternoons in the Penthouse Club (Hail, brother, still with us?) were the first to be formed. A group in sewing will meet once or possibly twice a week—as we go to press, the day is not yet determined. Other subjects which will now be offered include Current Events, Drama, and Shorthand.

So any of you gals and fellas who want to polish off the old I. Q., learn a trade or an avocation, write or phone Miss Bieber at the Penthouse Club, 470 Building.

HAROLD FRANCIS MANN
ASTROLOGER

By Appointment

CHelsea 2-3919



1st Row—O. Hoffman (7) years, B. Schenkel (6) years, R. Robinson (6) years, T. Maher (7) years, A. McAllister (6) years, J. Byrnes (6) years, C. Arent (7) years, V. Sholar (7) years, B. McConnell (6) years, J. O'Connor (7) years, J. Stone (6) years, M. Kirk (5) years, W. Stutz (7) years, J. Benetez (7) years, C. Creed (6) years. 2nd Row—P. Lee (6) years, J. Wernick (6) years, E. Roberts (7) years, J. Clifford (7) years, J. Davis (5) years, D. McKenna (5) years, P. O'Reilly (5) years. 3rd Row—E. Reynolds (5) years, H. Gilroy (5) years, J. Dolan (7) years, W. Hall (6) years, M. Egan (5) years, J. Hanna (6) years, E. Dunne (6) years, S. Visel (7) years. Due to vacations, the following men were unable to appear in the above picture: W. Ward (6) years, J. Kelly (5) years, O. Meegan (5) years, J. Ryan (5) years, L. Jackson (7) years.

Hear! Hear!

A rather unique idea in the way of an Open Forum has taken shape Monday nights in the Penthouse Club. Rather than restrict their interests to any one sphere, the participants have taken the world for their text, and they discuss any and every subject from cooking to astrology.

The meetings are conducted by Mr. Roland L. Stratford, who specializes in solving business and social problems and is qualified to assist people in discovering and developing their talents. Each week he introduces a guest speaker who leads a discussion on the particular subject in which he is an authority, with the audience both asking and answering questions.

Among those who have ap-

peared thus far are Harold Mann, the well-known astrologer, Miss Laura Kittredge Kennedy, law-giver to chefs, who dished up an interesting talk, and Mr. Harry N. Gellert, animal psychologist, who lectured on "The Human

Side of Animals." The Messrs. Carl Foss and Walter Granville took Color apart and demonstrated why red is red and not green, and Ida Clyde Clarke, famous author, "co-starred" with Mr. Stratford on Monday May

SUMMER CAMP

GILLIAM LODGE ON LAKE SEYMOUR

Morgan, Vermont

RESTRICTED CLIENTELE

Limited number of guests. For further information write

MRS. EDITH GILLIAM, Morgan, Vt.

17th, telling her ghost stories while he demonstrated his art as a magician.

Proceeds from these lectures, in the form of a free will offering, have gone into the Neediest Families of Chelsea Camp Fund. The meetings will be discontinued for the summer but will be resumed again the first part of October.

Cue

Twelve diminutive, but inspired, Thespians staged a Mother Goose Pageant on May 22nd under the expert tutelage of Miss Truman. These youngsters of the London Terrace School, doubtlessly with their eye on Broadway—or Hollywood, at least—gave so expert an interpretation of the Mother Goose rhymes that even the most cynical of critics had to become profuse in their praise.

Mrs. Ida Clyde Clarke, noted author, graciously assumed the role of Mother Goose, and around her the youngsters gathered and played their parts with becoming skill. Old King Cole was a minor sensation when he called for his Fiddlers Three, and when Little

Bo Peep lost her sheep, there were some in the audience who were moved to tears.

All in all the youngsters did a very commendable bit of acting, and an entertaining time was enjoyed by all.

Shuffle

Almost one hundred women tenants and their friends got together in the Penthouse Club April 22nd for an afternoon of bridge, and in addition to the pleasure they derived from the game, they knew that their playing would enable needy children to go to camp this summer. Because the bridge was a benefit for the Chelsea's Neediest Families Camp Fund and the Greenwich House Music School.

Everybody took a hand with more zest than cannibals at a missionary-stew. Mrs. Stark, of the not-a-little-famous London Terrace Bridge Club, graciously contributed her talents in supervising the playing. And Elizabeth Flynn, the Book Shop, and the Liquor Shop donated prizes, while chances were sold on a Ten Dollar Permanent Wave through the courtesy of the Beauty Shop,

and on a stunning Cocktail Basket presented by the Food Store. The Florist, not to be outdone, came through with some beautiful floral decorations.

Last summer (Yes, kiddies, your gran'pappy can remember, that was the year the United States seceded from Maine and Vermont) only three children were able to go to Camp, but through this bridge and other benefits, it is hoped that many more boys and girls will be able to spend a week or two in the country.

Pigeons

"Pigeons in the grass, Pigeons in the grass. . . ." Yes, Gertrude Stein had the right idea. That is just where pigeons should be—in the grass, in the park. Because when they fly over the city, the poor pedestrian learns to his chagrin that there may come from Heaven other and less profitable commodities than pennies.

"Alack, alack, and woe is me," cries the Bobbie as he ruefully contemplates his spoiled headgear. And he is sadly aware that he and all of us might be spared this unpleasant game of "Heavy, heavy, hangs over your head" if only some of the residents would mend their ways. For some of them persist in feeding the tramp pigeons, with the result that the birds come here in droves and bring all their friends.

Now it may be very nice to be kind to our feathered neighbors, but please, let us try first to be kind to our fellow humans and our homes. The beautiful terracotta entrances of London Terrace have just been made nice and shiny and clean. Let's keep them that way, and let's spare the Bobbies the necessity of getting tin hats—which they are threatening to do. Please, don't throw crumbs to the pigeons!

FUR STORAGE

LOWEST RATES

CLEANING, GLAZING, REMODELING

Now—at Low Summer Prices.

LONDON TERRACE FURRIERS

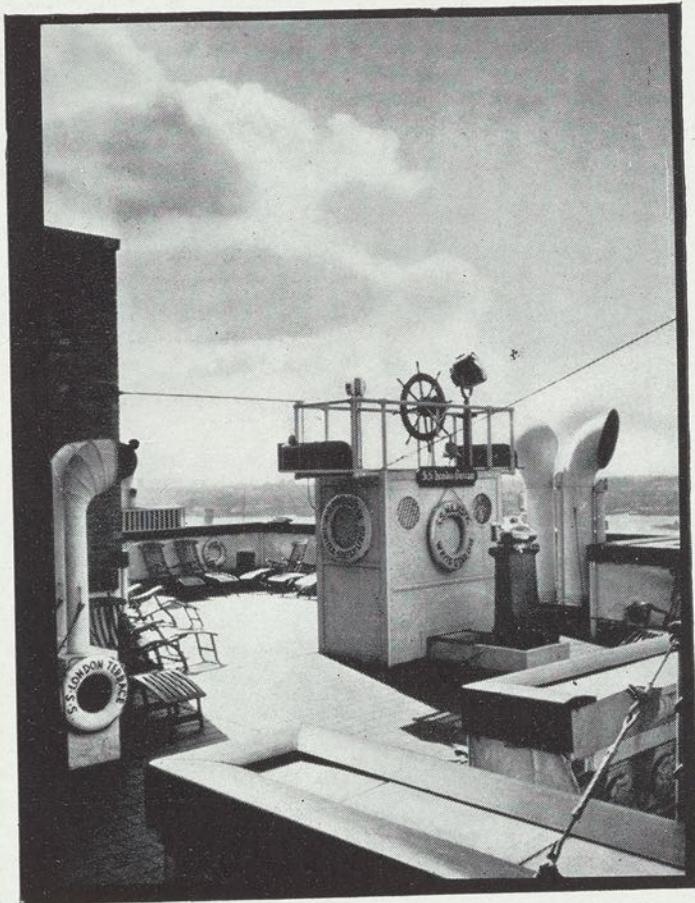
410 Bldg. (Store)

415 Bldg. (Lower Corridor)

Call on House Phone

PLACE IN THE SUN

**Atop London Terrace,
man, woman and child
find a spot of beauty**



Ship Ahoy

"Better than an ocean voyage."
"The smoothest sailing I've ever known; wasn't seasick a moment." These are just a few of the unsolicited endorsements we have received for our Marine Deck. One enthusiast even started praising the fishing, but we told him to hush.

But to be serious, the Marine Deck is once again open for the summer trade, and is more popular than Clark Gable at a Spin-

sters' luncheon. Here one may loll in the sunshine or the moonlight and gaze out on the placid waters of the Hudson. This is one of the foremost delights which London Terrace affords its residents—the opportunity, when Old Sol turns on the heat, of coming up to this natively appointed Deck and enjoying the cool breezes which blow off the river. In the morning it's sun bathing; at night, star-gazing, and there's always the view—one of the finest in New York.

THE MARINE DECK

The Marine Deck is open daily to adult residents and guests accompanying them from 9:00 A.M. until 11:00 P.M. for quiet rest and relaxation. Children under sixteen years of age are not permitted on the deck at any time, even when accompanied by adults. Non-residents are not permitted the use of the deck unless accompanied by residents; and all resident visitors must be prepared to show their identification cards upon request. Since the number of chairs on the deck is limited by the space available, residents are requested not to use them regularly for non-resident guests. Visitors may not reserve or otherwise hold chairs for later arrivals or temporary absentees.

Sun bathing in bathing suits is permitted for residents from 9:00 A.M. until noon each day and at no other time. Sun bathers must use the deck chairs, and not lie or otherwise recline on the deck itself. Dressing gowns or robes must be worn to and from apartments. After 12 o'clock noon, ordinary dress is required of all visitors. No pajamas, trousers, or bifurcated skirts may be worn by women after the noon hour.

No dogs, cats, or other pets are permitted on the deck at any time, nor may they be left in the Penthouse Club or hallways during visits to the deck.

No lunches or other refreshments of any kind are permitted to be brought or delivered to the Marine Deck.

There are no facilities for reception or delivery of telephone messages to the Marine Deck.

Neither the Club Manager nor the assistants are permitted to perform services or execute errands for visitors.

In the interests of safety, visitors will not sit upon the parapet surrounding the deck.

The Marine Deck closes promptly at 11:00 P.M., and visitors are asked to leave the deck upon the striking of six bells. Entrance will be closed at 10:45 P.M. in order to prevent crowding and confusion on the stairway and in the elevator hallway in the Penthouse Club.

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Full Assortment of
Typewriter Ribbons
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- TRIP BOOKS
- KODAKS
- LEATHER PORTFOLIOS
- DIARIES

GRADUATION GIFTS
FATHER'S DAY
CARDS

LONDON TERRACE
BOOK SHOP
219 Ninth Ave., New York

Let's Play

If you wander just around the corner from the Marine Deck the gleeful sound of childish prattle will guide you to the children's Play Roof. Here, high above the congested streets of the city, children over five years of age can play in the sun and pure air under the watchful eye of Mrs. Nugent and Mrs. Carman. Or, if the weather be too hot, there is a big umbrella to create an inviting shade, and a shower to cool off under.



CHILDREN'S PLAY ROOF

The Play Roof is open on fair days from 9:00 A.M. to about 6:00 P.M., depending upon the season, for children old enough to play and care for themselves. All activities in this area during the day are under the supervision and authority of the Playground Supervisor. The Play Roof is reserved for the outdoor play of children who do not have access to the adult recreational facilities, and since these children must at all times be under absolute control of the Supervisor, parents are expected to cooperate with the Management by refraining from using this roof for their own convenience.

INFANTS' SUN TERRACE

The Infants' Sun Terrace is exclusively for the use of parents, nurses, or maids in charge of infants who are too young to play by themselves on the Play Roof. The Terrace is open on fair days from 9:00 A.M. to 6:00 P.M., and parents or nurses are responsible for their children in this area. No dogs, cats, or other pets may be brought to this reserved space, and regulation of the Sun Terrace rests with the parents using it, subject to supervision from the office of the Manager of London Terrace.

Da-Da

For infants too young to play by themselves on the Play Roof, the Infants' Sun Terrace is provided. Here, mothers, maids, or nurses may come with their children and enjoy the quiet privacy which the Terrace affords. And the babies are so appreciative of the luxury, they never even cry! Well, not much!

Flowers for the June Bride

Palms and
Ferns
Rented for
Parties, Teas
and Weddings

LONDON TERRACE
FLOWER SHOP, INC.

405 Building
House Phone or
CHelsea 3-8235

FOR GOURMETS ONLY

The owner of New York's oldest Oyster Bar tells a few curious facts

IN our interviews with London Terrace residents, we have always endeavored to be strictly on the up and up—Our motto: All The News That Fits, We Print. So we've given praise where praise was due, and never held our punches.

But this time we anticipate trouble. Because we know this article is going to be unequivocally enthusiastic, and then if anyone checks on us and learns that the interviewee treated the interviewer to the finest clam broth, oyster cocktail, soft shell crabs, clams, chowder, shrimps, apple pie and coffee which he has thus far had the pleasure of imbibing, some there are who might raise their brows in a fine pose of incredulity. To such unbelievers we offer only a sneer of cold disdain. We stand on our record.

"Are you sure you won't have any more?" Miss Lillian Rogers asked us, her face aglow with pleasure at the celerity with which we had dispatched of her offerings—sketchily outlined above. But this time we were adamant.

"Miss Rogers," we protested, "my mother would chastize me most severely if she knew I was making such a spectacle of myself."

But she dismissed that with a toss of her head. "Oh, tush, you've hardly had a square meal. Why, some of our customers come in regularly and have two or three dozen oysters, and four broths at a time," and leaning back from the table she told us a thing or two about the long and colorful history of the famous J. Rogers Oyster Bar—the oldest bar in New York City.

"You know, I am seventy-five," she said, and at the spontaneous gleam of scepticism which came into our eye, she smiled. "That's the truth," she assured us, "though I know I don't look it—especially when I have on my pretties.

"Well, my father, Jeremiah, opened his stand here at Washington Market during the Civil War, and I remember, he was happiest when he was telling of the famous people who used to come here for their sea food. There was Diamond Jim Brady and Lillian Russell and their whole circle of friends. And Dick Croker—you know, he was leader of Tammany in the 90's and helped lick Boss Tweed—he used to come. And Fanny Ward, when she was at the height of her fame. And lots of others.

"My father operated the stand till 1912, when he died. Then I took it over, and I've been here since. Had only one stand then; now I have two stands and this restaurant. You notice, they occupy one corner and almost an entire side of the Market.

"How old is Washington Market? Oh, that goes all the way back to the war of 1812. It was a lot of ramshackle houses then, but it was famous for its rare foods. Fine ladies used to come down in their carriages to do their shopping here. Nowadays the Market doesn't get so much of that high-class trade, but my oyster bars still have a very fine clientele. You ought to see all the smart-looking folk who come over from Wall Street and Broadway—judges and lawyers and lots of big business men. District attorneys too. They have



their lunch here, or maybe a snack on the way home. And there's nothing better in the morning than a clam juice cocktail if you've had maybe one too many the night before.

"That's what I like so much about this business. Before my father died, I had my own millinery and dressmaking business, but you don't meet so many interesting people in that line."

Miss Rogers doesn't put much stock in the value of pearls. "Oh, I have quite a collection of them up in my apartment at London Terrace," she said lightly, "that I've found in the oysters, but I've never bothered to have them fixed up. I have one big black one, though, that I guess must be pretty valuable; sometime I'm going to find out."

Did she know why some oysters have pearls and some do not? "Well, somebody once told me a pearl is a growth of some sort. Seems a bit of sand or something gets in and causes an irritation, and the pearl grows up around it.

"How do we manage to open the oysters so neatly, without damaging them? Now, that's an art. An oyster opener must know how to open them both fast and well. An average oyster opener handles about six or seven thousand oysters in a day, and some

(Continued on page 14)

SPECIALLY **REDUCED**
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DRAPES
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Beautifully Finished

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 FOR THE SUMMER MONTHS

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 (Store)

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 (Lower Corridor)

Call on House Phone or WAtkins 9-7676

LONDON TERRACE BEAUTY SALON
465 Building

FOR A SHORT TIME ONLY

PERMANENT WAVE ENDS \$3.50

Shampoo and Wave included

THE NEW HOLLYWOOD WAVE

Monday to Thursday 3 Items for \$1.00

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

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RENEW YOUR LEASE!!!

We have given many a room a *new lease on life* by supplying
 the *right*

DRAPERIES AND SLIP COVERS

It's not too late to sign up with the shop that takes pride in
 solving your decorating problems.

LONDON TERRACE UPHOLSTERY SHOP

House Phone or CHelsea 3-7000

SHOP SHOTS

SHOPPING is not a favorite pastime of mine at any time and annoys me terribly in summer but when one can buy almost everything one needs with such a small amount of effort—in other words “patronize the neighborhood merchants” (by neighborhood I mean this side of Ninth Avenue and this side of 23rd Street—glad I thought of that as neighborhood covers a lot of territory) you’ll not mind the heat—well not too much.

Elizabeth Flynn’s Cocktail Bar

is a pretty good place to fortify oneself for shopping or most anything else. A nice tall Tom Collins would be my choice but perhaps you prefer lemonade at

The Drug Store

or shall we make it vanilla? The fountain will hold the spot light for the next two or three months, I imagine. Ice cream is always a pretty safe bet for a summer dessert and can be dressed up with crushed fruit. Or if you are really hungry, drop in

The Restaurant

where the sisters Flynn hold forth and set a darn nice table, by heck. Not too much fun standing over the kitchen stove these days so why not give the little woman a treat, Mr. Hubby, and take her out for dinner a little more often from now on.

The Food Store

can and will come to the rescue if dear, dear Aunt Tillie or your cousins or your other aunts drop in on you unexpectedly-like. Cold-cuts, potato salad and other delicatessen delicacies are always a pretty safe bet. That sort of takes care of our summer food problems so let’s visit the

Apparel Shop

and see what they have in the way of cool things to wear. The

Give me 10 Minutes—
About that 2 week
VACATION!!!
Land, Sea or
AIR!

View America from
the air. We can
suggest a variety of
6 to 20 days air
tours in the United
States and Mexico.

Instant Service

Just pick up your telephone or use the
elevator.

Now is the time to make your plans and plan
your reservations.

One week vacations from \$59.50
to

the whole summer from \$250.00.

999 trips of every kind, length and price!



SISK TOURS

435 Building
Watkins 9-0667

Open until 9 p. m.
Next to renting office

usual line of shorts, beach pajamas and such are very much in evidence, summer gloves and of course the expected thing in the way of cool unmentionables, if you know what I mean and I think you do.

The Laundry

comes into its own now that cotton dresses are still quite the smart thing to wear. But

The Valet

must not be forgotten as there are plenty of things in the way of wearing apparel that can *not* go into the tub.

The Beauty Shop

operators are the busy little bees these days. Permanent waving time is here and the 465 shop is doing its share toward beautifying milady, not forgetting

The Barber Shop

where Mr. London Terrace gets fixed up for his heavy date.

The Auto Show Room

has some awfully pretty automobiles just waiting to be pushed around to your entrance door. They may resent the word "push" but mean no offense.

The Bank

will take care of your valuables in their very secure Safety Boxes while you galivant hither and yon during these summer months.

The Liquor Store

can provide the ingredients for those tall summer drinks if you'll help out with the ice, glasses and customers.

The Book Shop

offers an unusually large num-

ber of articles suitable for "Bon Voyage" gifts. Next best to sailing for Europe is the fun of seeing your friends off. Or if you have more selfish motives, get yourself a nice readable book to enjoy in the cool of your apartment on an afternoon or evening when it is likely to be hot any place else.

The Florist

suggests flowers for most any occasion and I agree most heartily. And I again repeat that plants do wonders for any room and lovely fresh flowers on your table makes your dinner party just that much nicer.

I'm all tired out now from my "shopping" so I'll rest up until time to tell you how to shoot off your Fourth of July fireworks.

Your friend,

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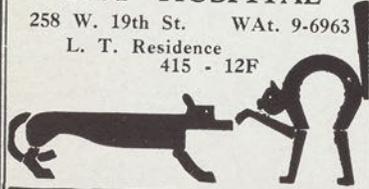
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MISS ROGERS

(Continued from page 11)

of the experts do even better than that."

Since we interviewed Miss Rogers, oysters have gone out of season. But the J. Rogers Bars and Restaurant offer their loyal summer following as tasty a menu as the most fastidious of gourmets might desire. And in September, if you drop in for a snack, you will see them standing three deep, eating oysters out of the half-shell, while cheerful, young, and enterprising Lillian Rogers stands happy and proud, ringing up the profits and keeping the customers satisfied.

LADY AT LEISURE

I N looking over June '36 News, I find I expressed myself in no uncertain terms as to the advantages of New York City as a summer vacation spot and I haven't changed my mind! To those who are not interested in the workings of said mind, and to the many who long for the seashore, the woods and the hills—just skip this paragraph. Seashores, woods and hills look awfully good in print but I can only recall too hot nights with the mosquitos having a feast at my expense, or too rainy days when a steamheated New York Apartment was a most pleasant thought. Of course I'm getting along in years and a comfortable bed and good food are of vital importance. Never had much luck finding these requisites during my few and far between sojourns to the country. I grant you that there are plenty of exceptions—if you are fortunate enough to own a summer home in Connecticut or Maine, for instance, or if you are invited to move in for a week or month with friends who have such a place. But I am speaking of those who spend \$100 to \$200 on R.R. fare and room and board at a seashore resort hotel or farm house or camp. Seems so much more sensible to spend that money right here in Manhattan—you know the interesting places to see as well as I do. As I said last year, those who live outside of New York come here to enjoy all these things that we New Yorkers take for granted along with London Terrace, if I may get personal. Do you make use of the free Pool privileges and Marine Deck? Be honest!

A very nice tenant had some very complimentary things to say about our housekeeper, Mrs. Wimberly, and she asked that I pass them on via the NEWS. I was not surprised over Mrs. B's remarks because I've heard similar tales on many occasions. Mrs. B's daughter was taken to the

The King's English

is none too good to tell the merits of London Terrace Laundry work

Do you know that our pet job is fixing up the "Master" so his shirts are starched just as he wants them and fixing up the "Madame" so there remains no mending or sewing of buttons for her to do?

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London Terrace Laundry

hospital unexpectedly and when she had time to calm down, she realized household duties had to go on just like the show. This is where Mrs. Wimberly came to the rescue, arranging for a competent maid to come in and take charge during this unfortunate emergency. There are maids trained to the point of almost qualifying as practical nurses, too. They will give sponge baths, alcohol rubs, change beds and prepare food for the temporary invalid. All of which is a wonderful thing, especially for the single girl alone in the big city or for the young husband who must go off to his job but hates to leave the little wife alone because she doesn't feel so good. A call to the Housekeeping Department will solve so many problems, many of which may not seem like household ones. Try it sometime—you're sure to be pleasantly surprised.

Another tenant gave me a grand tip about improving the flavor of lamb chops—by using garlic. I have always stayed as far away as possible from this unpleasant smelling article—both before and after taking—but due to the enthusiastic recommendation, I decided to try the following and I never again will speak disparagingly of this lowly vege-

table—or is it a fruit? Cut three or four cloves (peel first) in rather thin slices and place on top of the lamb chop before broiling. When it is time to turn the chop over, allow the garlic to drop to the bottom of the broiler. The result is a delicate flavoring and to my notion much improvement to my favorite chop.
(Continued on page 17)



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We sat in at a press conference for foreign correspondents the other day and met a most interesting Chinaman. He is a reporter for one of the big Chinese dailies, but we thought his observations on the land of the Bald Eagle were more intriguing than his stories of the Fiery Dragon.

He found particularly amusing, for example, the American mania for hitting small, hard "spheres" with sticks—baseball bats, tennis rackets, etc.—and deriving a thrill from seeing how far and fast the "sphere" would go. Nothing was ever really achieved, he maintained, because no matter how far the "sphere" was projected, it was brought right back to the starting point and hit again. So where did it get you?

Well, we thought that amusing, along with his comments on the handshake and the cocktail. But when he began to speak of our intimacy with and admiration—

CHINAMAN LOOKS US OVER

The Man from the East criticizes, and, we fear, not without warrant



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he called it veneration—for dogs, we began to feel as uncomfortable as a kangaroo among a gang of pickpockets.

"I have been told," he said, "that when dogs are confined in small, crowded apartments, they eventually learn to wag their tails up and down instead of sideways. Is there any truth in that?" After we had assured him there was not, he went on, "In China, we believe in giving each animal

the treatment which its station warrants. Never would we permit a canine to desecrate our homes as you Americans do. Oh, I can understand your pleasure in pets, but when it becomes necessary to pick one's way along the sidewalks for fear of treading upon their waste, it appears that you have lost all sense of propriety."

We hastened to tell him about the "Curb Your Dog" campaign

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New York City is now conducting and finally managed to convince him that Americans are not quite as uncouth as he had at first imagined.

But when we left him and returned to London Terrace we felt just a little guilty. For we knew that while the majority of dog owners who live here manage to keep the sidewalks nuisance-free, there are still those inconsiderate few who persist in neglecting this social obligation. (Let's not wait until the tenants organize themselves into vigilantes to shame those few who seem to lack proper consideration for others.) We can only hope that before they are thus embarrassed, the offenders will realize that along with ownership of a dog goes the obligation properly to care for it.

Purely as a matter of protection for the dogs, owners should curb them. Dogs are, of course, subject to disease, of which there is no better source than a much-frequented and seldomly-washed tree or lamp post. The curbs, in contrast, are washed every day by the City of New York. So do not forget the classic example of Dorothy Parker's dog, who *said* he had gotten it from a lamp post. A dog's manners reflect the culture of its master.

Att: Plutocrats

Now that the vacation season is with us, many will be leaving for pleasure fields afar (Anyone desiring the stimulating company of a brilliant and charming young man, communicate with editor. He is open to proposals), and it is time to remind them to leave instructions for the delivery of their mail. The doormen are armed with cards, which when filled in will tell us whether to hold your mail or to forward it, and to what address. Second class mail and magazines cannot be forwarded without additional postage.

LADY AT LEISURE

(Continued from page 15)

This same tenant passed on another recipe for that often maligned dish—Corned Beef and Cabbage. I repeat what he told me—Cut a new cabbage in fourths or smaller pieces if desired. Boil for 4 minutes in water in which you have placed a teaspoon of soda. (I mildly protested that soda was in disgrace among Vitamin authorities but I was told that cabbage could "take it" so that was that.) Next drain cabbage and cook again in salted water for from 12 to 15 minutes, depending on how well done you like your cabbage. Canned Corned Beef was recommended which you cut in thin slices. And here's the easy part—you don't need to heat the meat—just place a piece of cabbage on the platter, then a slice of beef, then cabbage, and so on. The steam from the cabbage heats the meat sufficiently. Nice and simple, isn't it?

Requests—all right if you must know,—three requests have come in for more jokes so always anxious to please I have chosen the following from my old friend "Diamond Points":

Prospect: "I can't see you today; come back Friday."

Salesman: "I won't be in town Friday."

Prospect: "Neither will I."

A wealthy Westerner, financial and social leader in his locality, was asked by a visitor: "Why do you remain in a one-horse town like this?"

"Perhaps," was the modest answer, "it is because I happen to be the horse."

And this is from "By-Paths"—"What part of a fish is like the end of a book? The fin-is." And I think that leads up to what most of you have in mind by this time—I catch on—Tally-Ho!

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