

JUN 15 '89L

London Terrace News



JUNE

1939

STRUCTION
Afternoon
M.
Night
M.
GAMES
BOOKS
SUNDAY
MAGAZINE
THE CLUB
Building
JES STARK
BRACE NEWS

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MOTOR—Complete tune-up; each cylinder tested for compression; tighten head, flanges and supports.

SPARK PLUGS—Clean, test and adjust.

CARBURETOR—Reset and adjust; blow out lines and pump; clean bowl.

OIL PUMP—Test pressure; clean breather.

CLUTCH—Adjust.

IGNITION—Test coil, condenser, wiring and distributor; clean and set points; adjust timing; test switch.

GENERATOR—Test and set charging rate; check brushes and cut-out.

STARTING—Test and check commutator, bendix and switch.

LIGHTS—Test wiring, switches and candle power of headlights; focus to safety requirements.

BATTERY—Clean and tighten terminals and supports; test gravity and voltage; check cables.

STEERING—Test front end alignment; adjust toe-in and steering play.

BRAKES—Complete test and adjustment.

GENERAL TIGHTENING—Fenders, body, springs, clips, shackles, bumpers, brackets, wheel lugs, etc.

The P.M. Special includes an inspection of the entire car. A complete report of conditions is supplied the owner. All operations are "as may be needed," and governed by condition of parts.

CHelsea 3-3050-1-2-3-4

536 WEST 23rd STREET

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A NEW SERVICE

That Ends Your Moth Worries

Presents

NEVCO "Neva-Moth" PROCESSING.

GARMENTS CLEANED THE "NEVA-MOTH" WAY ARE
INSURED AGAINST MOTH DAMAGE.

Your moth worries are over. From today on, you can say good-bye to hit-or-miss methods that mean so much work and expense. For now we bring to the women of this city "NEVA-MOTH"—a scientific miracle which makes all other methods of combating moth damage obsolete.

Avail yourself of this great service. Simply send your suits, coats or other woolens to us. When they are returned you will find them not only beautifully cleaned but "NEVA-MOTH" processed as well. This means that your woolens are INSURED against moth damage. You can hang them away, knowing for a certainty that moths will not attack them.

Take the drudgery out of house-cleaning. Try this great service today.

Look for the "NEVA-MOTH" Insurance Tag on Every Garment.

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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 Agent

The NEWS of

London Terrace

JUNE, 1939

VOLUME VII

NUMBER 6

Cover

Ah, the magic June spell of the Marine Deck under a star-spangled canopy of blue, with the river churning past through the night! Get the idea? Our good friend Adolph Treidler has described it in much better fashion with his cover this month, for which we offer grateful thanks.

Fun Room

The younger generation puts in a claim every now and then that it's about time they got a break, so here it is. Plans are stewing for a recreation room, probably in the 410 Building, for the exclusive use of Terrace young people around the ages of fifteen to eighteen.

It will be comfortably furnished and will include a phonograph, a radio and ping-pong paraphernalia. Formality will be dispensed with and the young ladies and gentlemen will be privileged to drop in to chat, dance or indulge in a bout of table tennis whenever they feel like it.

Far be it from us to raise the old-fashioned word "chaperone," but in order to forestall any possible criticism, there will be an older volunteer resident on hand to make everything look all right.

Interested young people may get in touch with Mr. Haines for

further details, plans and proposals.

Out in Front

The Utopian problem of what to do with two cars in every garage, is at present not a serious one for most of us. But the problem of one car in front of every Building entrance has raised a menacing head and steps should be taken.

We know it's convenient to park cars smack in front of Building entrances, but the convenience to the car owner is not shared by others who wish to use the entrances. A number of our tenants happen to be on crutches, and it works a definite hardship on them to be forced to debark from taxis and cars out in the middle of the street in front of their Buildings.

Obviously it's only thoughtlessness on the part of the entrance-

parkers. We hope that this reminder will be all that it is necessary to persuade them to do their parking where it will not cause danger and inconvenience to other residents.

Vacation Mail

It's time to think about what you want done with your mail while you're away this summer. Full instructions should be left with the Mail Clerk in the 435 Building so there'll be no slip-up or confusion about forwarding or holding mail. It can be arranged any way you wish it, and while you're making up your mind it's good to remember that first-class mail is forwarded without additional postage, while second-class must be re-stamped. Perhaps you'll want your first-class mail forwarded and the second-class held. Anyway, get in touch with the Mail Clerk as soon as your plans are formulated and tell him what you want done and when.

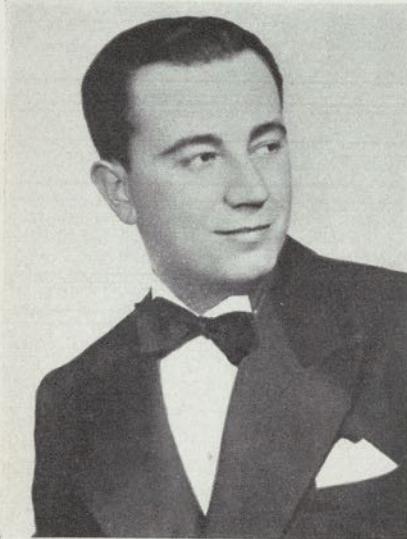
And while we're on the subject of mail, we might remind you again that it saves inconvenience and possible delay if your mail is addressed to your Building number and not just "London Terrace." Let your correspondents know that the Building number should be in the address.



WE'LL SEE YOU AT THE JAMBOREE

BACKED by a gratifying display of zeal, work and talent from Terrace residents, management, employees, and concessionaires, the third annual Chelsea Jamboree will take over the Garden on the night of Wednesday, June 14th for six hours of fun, frolic and frivolity in order that a large number of Chelsea neighborhood children will not have to pass the entire summer in crowded city streets and tenements.

Chelsea Charities, the tenant organization sponsoring the Jamboree, is really going to town this



Maestro Emile Petti

year, with the aid of splendid cooperation from everyone concerned. If residents and their friends will keep up their spending end on the big night in a fashion comparable with the pre-event enthusiasm, a banner high should be reached in the number of children who can be sent away for their much-needed vacations.

The decision to hold the Jamboree in the Garden instead of in Twenty-fourth Street as was done last year, was taken after all points had been carefully considered. Arrangements have been made so that damage to the grass will be as slight as possible

and can be remedied within a few days. No tents will be used, thus eliminating unsightly pole holes. Mr. Sheffield A. Arnold, chairman of Chelsea Charities, professionally is a landscape architect. He has given his personal and professional assurance that in planning the site, he has seen to it that no permanent damage will result and that whatever slight damage does occur can be completely remedied within a week or two. (In this connection it has been suggested that ladies attending in "formal" wear, help out by donning the newly fashionable, comfortable, grass-saving, low-heeled evening shoes.) The majority feeling among Chelsea Charities committee members and residents as a whole is that the atmosphere of the Garden is much preferable to that of the street, so the Garden it is this year. Entrance "gate" will be at the 405 Building end. You may enter from the Main Street corridor, up through the 405 lobby, past Elizabeth Flynn's Restaurant and Bar, and down a few steps into the Garden. From Twenty-third Street the entrance is through the passageway which leads to the Restaurant. Gates will open at 6:00 P. M. and close at 12:00 P. M.

The musical entertainment this year will be particularly outstanding, thanks to the unselfish efforts of a number of residents. There will be no dancing, because the dancing privilege of previous Jamborees was not well patronized and the dance floor took up a great deal of much-needed space. There will be music, however, as a background, and it will be music of the highest order. Maestro resident Emile Petti, who helped out so generously with the Christmas

*Step right this way, folks, for
the carnival event of the season*

Party, has volunteered to bring his entire orchestra into the Garden after they conclude their regular tea dance at the Savoy Plaza, remaining here until they have to go back to the hotel at 10:00 P. M. Added Petti attractions for the evening will be handsome resident John Elliott, baritone, fresh from a Canadian appearance before the visiting Brit-



Graphologist Shirley Spencer

ish royalty and resident violinist M. Stephen Kisley. Through the efforts of Mr. and Mrs. Larry Shea, the Les Paul Trio from Fred Waring's Orchestra will perform from 10:00 until 10:30 P. M. Mr. Shea, who is Waring's business manager, made arrangements for the Trio to be excused from rehearsing for their new Chesterfield radio program which opens June 19th just so they could appear at the Jamboree—a typical example of the spirit that has gone into making the Jamboree a success. Johnny Payne, popular entertainer from the Hotel Elysee Monkey Bar, will be on hand to deliver a number of his famous songs and mon-

WE'LL SEE YOU AT THE JAMBOREE

(Continued)



Les Paul Trio with Fred Waring, right. Sorry, the young lady will not be able to appear.

ologues. Resident N. E. Whittinghill has arranged for the appearance of his singing organization, the Pied Pipers, seven boys and a girl, and resident Robert Bilder, well-known pianist, will also be on hand to entertain.

Mrs. Alta Vera Arnold (Mrs. Sheffield A. Arnold), who is in charge of the musical events, has other top-notch entertainment in view, but at the time of going to press, it had not been definitely scheduled. Mrs. Arnold, an excellent composer in her own right, has composed a special Jamboree "theme song" for us, words and music of which will appear in the printed program. Singing of the song will be a feature of the musical program. Another number with words and music by Mrs. Arnold, "O, the Skyline of New York," will also be featured by Mr. Petti and his orchestra. Mrs. Arnold's talents have done double duty, because she is an artist as well as a composer. She designed one set of Jamboree lobby cards and did the lettering of the Building chairman names on another set. She also has found time to sell a large number of tickets.

Which reminds us, there is still time to buy tickets, make a donation or become a patron or patroness. Look up your Building chairman or members of the com-

mittee listed in the lobby and in this issue of the NEWS. Tell them if you want to help, buy, sell, or donate.

The numerous games, wheels and other attractions which are the backbone of the money-making features will consist of the most popular of the two previous Jamborees, with a few new ones added. There will be the tremendously popular Liquor and Grocery Wheels, the other wheels, "Big Six," "Jack Pot" and "Pari-Mutuel." These Wheels will be run by house chairmen with committees of six or eight, whose names are too numerous to give space to here. There will be some hot Bingo competition, Mrs. Elizabeth Cameron will again be in charge of the Cake Booth for sweet teeth, and the Treasure

Chest will repeat with Mr. and Mrs. Walter Cooney again holding the keys. Mrs. Charles Smith, vice-chairman of the first Jamboree, is inaugurating a super grab bag called the "Tom-bola." Messrs. Foss, Granville and Sawyer will repeat with their popular "Dart Game," assisted by a beguiling Cupid. The Lady Luck Wheel will offer a number of outstanding personalities and talents, including astrologer Colby Griffin from Nutley, N. J., and residents Florence Jensen, numerologist, and Shirley Spencer, graphologist, as well as Marie Wilson, famous psychic. Famous Terrace artists also will be at the Wheel to make sketches of the winners—Iring Nurick, Thornton Skidmore and J. Clark Work.

The various games of chance are geared so that winners are quite frequent, with the result that everybody comes away with something to remember the evening by. In addition to the games and the amusements, there are a number of special prizes, including two lavish "door" prizes, which will be drawn at 11:00 P. M. You *must* be present at the drawing in order to claim your prize if your number comes up. No absentee prizes will be awarded. The whole set-up is geared to give a maximum of entertainment for a minimum of cost—with the



Numerologist Florence Jensen

WE'LL SEE YOU AT THE JAMBOREE

(Continued)

knowledge always that the money you spend goes to an excellent, worthy cause. Mr. Al Ochs, of The Lambs, famous theatrical Club, will be on hand to assist game operators and to help set things up in advance.

The Prize Committee, headed by Mrs. Moe Turner, has done a grand job of lining up prizes. Its members have received splendid cooperation from Terrace concessionaires, neighborhood
(Continued on next page)



Baritone John Elliott

JAMBOREE HOUSE COMMITTEES

405

Mrs. Perry J. Hershey, *Chairman* 8 A
Mrs. Emile Petti, *Vice Chairman* 8 E
Mrs. Stephen Kisley 5 D
Mrs. Alan L. Slaton 11 A
Mrs. F. Harold Schutte 11 B
Mrs. Eugene D. Giberson 18 A

410

Mrs. Robinson E. Beauchamp, *Chairman* 10 F
Mrs. John L. Gunther, *Vice Chairman* 3 H
Mrs. Joseph J. McGinley 4 B
Mrs. James A. Dodson 4 F
Mrs. Carl Gazley 5 L
Mrs. Anthony F. Gagne 7 M
Mrs. G. W. Glick 8 L
Mrs. Robert C. Heinze 15 L
Mrs. John B. Goodwin 17 E
Mrs. Milton Flynn 18 A

415

Mrs. Byron Hull, *Chairman* 6 F
Mrs. Ray E. Daley 1 A
Mrs. Donovan R. Roush 1 E
Mrs. N. E. Whittinghill 8 C
Miss Florence H. Muller 16 D
Mrs. Sheffield A. Arnold 17 A

420

Mrs. William A. Spiker, *Chairman* 11 D
Mrs. Emmett L. Murphy 4 F
Mrs. George Heyl 5 F
Miss Christine Kruse 9 A
Mrs. Bertram B. Caddle 11 B
Mrs. Willis J. Best 11 F
Mrs. Clarence Slinn, Jr. 12 F
Mrs. Joseph E. Dempsey 14 A
Mrs. Huber Gemmill 14 E

425

Mrs. Tilda West, *Chairman* 3 E
Mrs. Julius F. Jacot 1 F
Mrs. O. Fred Rost 2 E
Miss Audrey Kendler 3 F
Mrs. Joseph C. Malin 4 B
Mrs. Charles K. Gould 4 E
Mrs. Alexander Patterson 9 A
Miss Aline Goree 16 E
Mrs. Mathew Radom 17 F

430

Mrs. Cortland G. Pohle, *Chairman* 8 D
Mrs. Frank Howard 1 B
Mrs. Dossert Reid, 3rd 1 D
Mrs. Charles A. Daut 1 F
Mrs. Walter M. Stallings 3 C
Mrs. Charles H. Smith 7 B
Mrs. James Goodrich 9 A
Mrs. Morris L. Schwartz 14 F

435

Mrs. Willard Isham, *Chairman* 8 A
Mrs. William R. Carter 3 D
Miss Elizabeth Kelly 7 F
Mrs. Almeda Edwards 9 D
Mrs. Roland L. Stratford 9 E
Mrs. Wilbur D. Tredwell 15 D
Mrs. Leon P. Alford 17 C
Mrs. Amy W. Blais 17 F

445

Mrs. Richard G. Green, *Chairman* 14 C
Mrs. J. Paul Brennan 4 F
Mrs. Douglas S. Critz 17 A
Mrs. Hugh J. Donnelly 17 F

440

Mrs. Thomas P. McAweeney, *Chairman* 11 B
Miss Frida Davidson 5 C
Mrs. Hamilton C. Eastman 5 F
Miss A. B. Farrington 9 A
Mrs. M. C. Wickersham 12 B
Mrs. John C. Tracy 16 C
Mrs. Frederick H. Shillito 17 E

450

Mrs. Walter G. Thomson, *Chairman* 9 B
Misses Catherine Pilling and Isabel Wisby 2 B
Mrs. Charles A. Siegfried 4 B
Mrs. Paul C. Anderson 4 C
Mrs. Ralph J. DeGolier 5 F
Mrs. Joseph Crapinzen 9 A

455

Mrs. Joseph G. Mahar, *Chairman* 17 F
Mrs. Elwood V. Schulte 4 C
Mrs. William A. Van Buskirk 4 E
Mrs. Louis M. Sylvester 6 D
Mrs. Herbert H. Dawson 12 B

460

Mrs. William I. Wait, *Chairman* 7 C
Mrs. Denman B. Valentine 2 F
Miss Harriet Gross 5 F
Mrs. Robert M. Hood 7 F
Mrs. L. Porter Moore 15 E
Mrs. Mervin P. Bickley and Miss June Richmond 16 F
Mrs. Lorenz C. Shea 17 A
Mrs. Raymond F. Woolf 17 D

465

Mrs. Walter A. Cooney, *Chairman* 3 B
Mrs. Edward J. Maroney, *Vice Chairman* 11 B
Miss Edna Cooney 3 B
Miss Margaret F. Smith 6 G
Miss Grace Cooper 7 I
Mrs. Patrick Lair 7 F
Mrs. Homer Anderson 10 F
Mrs. Carl E. Wagenman 15 G
Miss Flora Burt 18 C

470

Mrs. Charles B. Lawrence, Jr., *Chairman* 3 A
Mrs. Cosmor D. Murphy, *Vice Chairman* 6 C
Mrs. G. Herbert Pound 2 D
Mrs. Moe Turman 2 G
Miss Frances Cahill 3 D
Mrs. Harriet Billingsly 7 E
Mrs. Gerald F. Finley 10 J
Miss Billie Dobson 12 D
Miss Josephine Llorens 14 C
Mrs. Mark A. Hammond 16 H
Mrs. Harry Kovnat 17 E
Miss Shirley Uffendill 19 E

WE'LL SEE YOU AT THE JAMBOREE

(Continued)

merchants and other business firms all over the city, so that the offerings will really be something to strive for. Terrace concessionaires not only donated prizes themselves, but went to work on wholesale establishments with whom they do business, for additional premiums.

The Zzyzo boys, the four young gentlemen who live together and coined that name in order to be the last one in the telephone book, will again have charge of producing the printed program, and promise an even more noteworthy accomplishment than that of last year's.

Mrs. Charles Rollinson as chairman of the Ticket Sale Committee, has turned in a very competent piece of work, handling the record pre-sale and ticket demands from house chairmen.

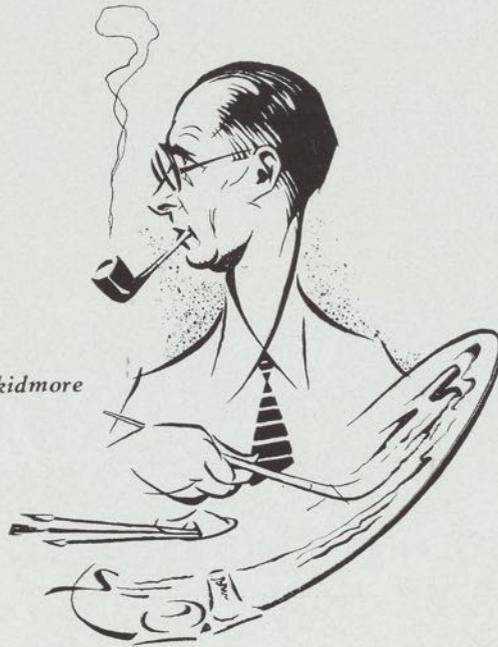
Mrs. Ethel Nugent, upon whose experienced shoulders rest the tremendous responsibility and hard work of superintending the selection of the children who are to benefit from the Jamboree funds, has been work-

ing with the members of her Committee in visiting homes and interviewing parents and families as a groundwork for the ultimate selections on the basis of most deserving and most needy. There'll be more details about this most important side of the

Jamboree in next month's News.

To the many hundreds of volunteer workers this publication can give only a blanket vote of thanks on behalf of residents, management and neighborhood families. There are too many of them to list by name, but to them belongs the credit for the large part of the preliminary work. In executive and super-

(Continued on page 15)



Artist
Thornton Skidmore



Artist Irving Nurick

PRIZE COMMITTEE

Mrs. Moe Turman, *Chairman*
 Mrs. Ray E. Daley
 Mrs. Hugh MacLean
 Mrs. Harry Martin
 Mrs. Frank L. Metzger
 Mrs. Frederick Shillito
 Mrs. Walter Thomson
 Mrs. N. E. Whittinghill
 Miss Helen Cameron
 Miss Florence Muller
 Miss Lillian Somers
 Miss Janie Ritchie

PROGRAM COMMITTEE

Mr. N. Y. Zzyzo, *Chairman*
 Miss Helen Avon
 Miss Charlotte Stark
 Miss Edna Cooney
 Miss Ruth Lauritzen
 Mr. Joseph Flanagan
 Mr. Charles Light

UP in Twenty-sixth Street, around the corner east from Ninth Avenue, lives one of our most charming neighbors. The neighbor is Manor Church, whose history goes clear back to the coming of the white man to Manhattan Island.

The present building was erected in 1907, but the style and architecture are modeled after the old Dutch churches. A number of its stained glass windows as well as the pews used in the Sunday School room were taken from the Chapel, dating back over fifty years.

The interior is quiet and restful as one comes into it from the jangle of Twenty-sixth Street, and it's much more capacious than you would think from looking at the outside. There are comfortable balconies extending around the auditorium and Sunday School room, which are high-ceilinged and done in fine Cathedral oak.

The denomination of Manor Church is Dutch Reformed,

A NEIGHBORHOOD MANOR

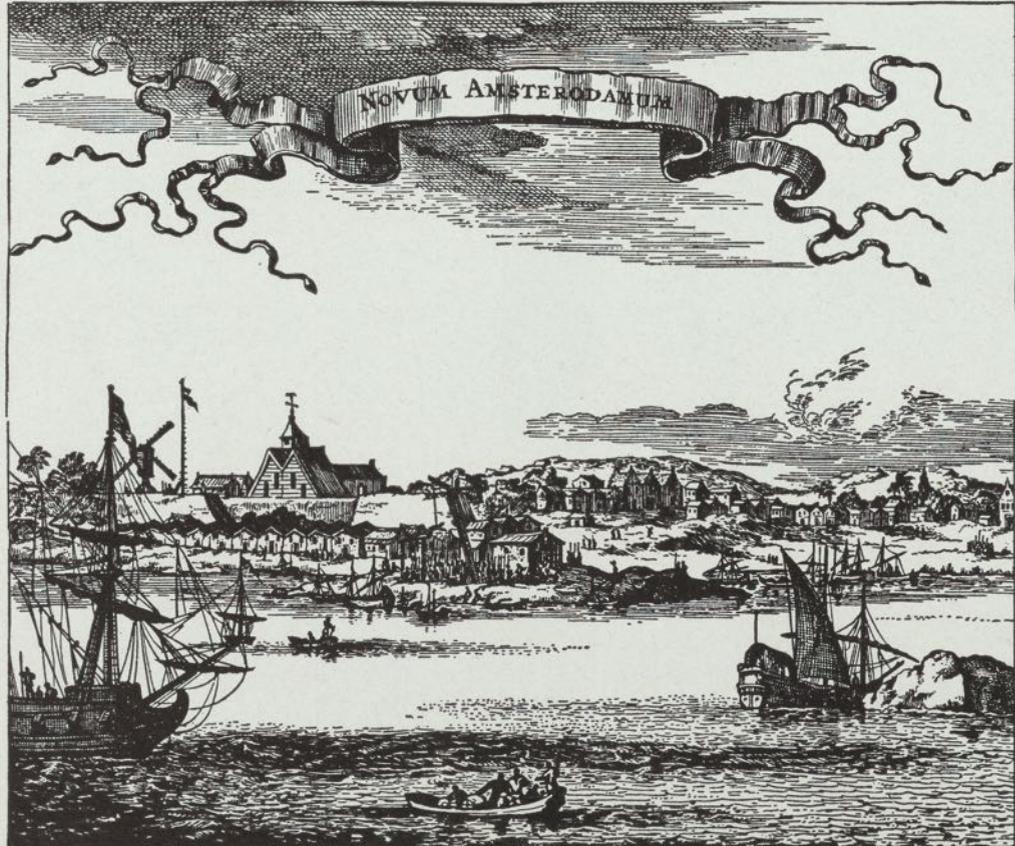
which means that it springs from the same Protestant roots as Presbyterian and Congregational. Pastor John R. Reeves explains that many people are confused by the denomination Dutch Reformed. Actually, Presbyterian, Congregational and Dutch Reformed all started at about the same time in Scotland, England and Holland, with the same theological principles. They have continued in the same form and spirit of worship.

The history of the Dutch Reformed Church in America dates from 1628, when the Church in the Fort at what is now the Battery was opened for services. It retained its identity after the colony surrendered to the British and after the Revolution. As the years went by its name was changed to Old South Church and about a hundred years ago moved up to what is now 21st Street and Fifth Avenue. In 1854 it was decided that a Sun-

day School was needed in the western section of the city. In April, 1855, the Manor Mission Sunday School was opened over a saloon at Twenty-fifth Street and Ninth Avenue. In 1873 Old South Church provided the Mission with a Chapel at 348 West Twenty-sixth Street. In 1907, the present building was erected on a newly-acquired adjacent lot and in 1923 Manor Chapel became a full-fledged Church in its own right.

The present pastor, Rev. John R. Reeves, came to Manor Church in the Fall of 1936. He has modernized the basement rooms, so they are well-equipped for hand-ball, billiards, deck shuffle board, table tennis and other games, with shower and wash rooms adjoining.

All in all, Manor Church is a neighbor to be proud of, combining as it does the spirit of old New York with modern religious and charitable thought.



The Church in the Fort from an old wood cut

HE COVERS THE COUNTRY

THAT Garden apartment in the 425 Building that keeps its Venetian blinds closed long after noon is inhabited by Will Osborne and his wife. Mr. Osborne, as you probably know, is the lank, smooth purveyor of orchestra music who has bobbed in and out of the New York entertainment scene for a dozen years.

Right now his orchestra has just closed an engagement at the Park Central Hotel and is off for a fast-moving tour of the South—college proms, commencement parties and the like. After that he goes to the Elitch Gardens in Denver, and from there to the Palomar in Los Angeles, before a trek back to New York, the Strand Theatre and the Park Central again next Fall. Osborne admits that he seldom stays in one place long enough to get tired of it, but London Terrace is going to remain his permanent home. He likes it here, likes the quiet, the service, the Garden surroundings. The only time he couldn't sleep during his usual unconventional hours was last Christmas Eve. He arrived home about four in the afternoon, exhausted by an all-night all-day drive home from an engagement and was no sooner happily deposited in his bed when the Christmas Party broadcast opened up right outside his window. He doesn't complain about it, though, realizing that Christmas is Christmas, in spite of the fact that dance orchestra leaders have to sleep in the daytime.

Osborne is Canadian-born, graduating from St. Andrews College, Toronto. He played the piano in school orchestras and headed for New York as soon as he had acquired his diploma, or whatever it is you get from Canadian colleges to prove that you are educated. He organized his first orchestra in 1926 and copped off his first hunk of big publicity a few years later in the famous

Denver, Los Angeles, New York, it's all in a day's work to Will Osborne



Will Osborne

Vallé-Osborne feud concerning the doubtful honor of who was the first megaphone crooner. Osborne thinks the feud was a good publicity idea, but that it was kept alive by the newspaper columnists long after it should have been dead and buried.

During his years of baton-waving his orchestra has run the gamut, to borrow an old theatrical phrase, of just about every sort of high-class engagement an orchestra could claim; top-notch radio commercial programs, sorority, fraternity and college dances all over the country, hotels and clubs such as the Coconut Grove, Los Angeles; Meadowbrook Country Club, New Jersey; Glen Island Casino, New Rochelle; Blackhawk Hotel, Chicago; Roosevelt Hotel, New Orleans; the Adolphus, Dallas and many more. He makes records, transcriptions, has played Broadway theatres, in pictures, and in stage presentation houses.

It's a highly competitive business, this playing for the dancing public and you might be interested to know what Mr. Osborne thinks a leader has to do to keep his toes on the top rung of the

orchestra ladder. Take it for granted that the leader has a competent aggregation, that he knows his stuff, and can use his head for something besides beating out the time. What else is there that he has to do to get up there and stay up?

Osborne says that it is important to individualize your style of music. Give 'em something they like and which no other band has. But it can't be so specialized that it can't be adapted to changing fashions in music. If you put all your notes in one type of musical basket, when the trend veers away from that particular type you are left holding the basket. He himself has actually patented his style of "slide music." He did it by patenting the little gadgets his players insert into their instruments to give the peculiar effect he achieves, and by copyrighting the individual orchestrations he has made. However, he sees to it that his music, while individualized, is still elastic so that it can be adapted to changing styles of playing.

Another important matter in keeping on top is to see to it that your music is heard continually over the air and on records. That's the best way he knows to keep a good orchestra popular. When he goes out of New York his customers invariably ask for a dance or novelty number they have heard him do over the air or on the disks. The nickel phonograph machines which are playing records by the millions these days are another great source of orchestra popularity.

The inevitable question, "Is swing here to stay?" brought a negative response from Will. He believes it's on the wane right

(Continued on page 22)

RESTORING A COW

YOU wouldn't believe how much interest there is in cows. A couple of months ago we ran a little story about the neighboring American Jersey Cattle Club and immediately heard about a resident, Mr. Robert Heinze, who once, on contract, made a composite photograph of an ideal Ayrshire cow for the Ayrshire Breeders Association.

Mr. Heinze doesn't specialize in cows. He's an expert "restoring" photographer and retoucher, doing a lot of work with old faded heirloom pictures and photographs. His profession, a



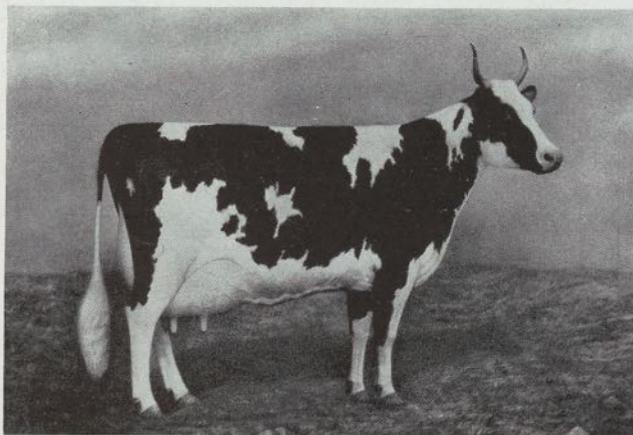
An old photograph before Mr. Heinze went to work on it



The same photo as above, made whole again and brought to life by Mr. Heinze's artistry

unique one in which he stands right at the head of the class, is part photography and part painting. His usual procedure is to photograph the original, make a plate and an enlargement from it, retouch the enlargement, then photograph the retouched enlargement.

The Ayrshire cow job took him a year, off and on. Those breeders were particular gents. They'd hold long conferences in his studio about the shape and position of a color spot or the locale of a milk vein. This was to be an Ayrshire cow that *was* an Ayrshire cow and no mistake. The finished photo was made from two of the best photos they



And here is Mr. Heinze's famous Ayrshire bossy

could find, with Mr. Heinze's added embellishments.

Prints of the photo, some of them in full color, hang on the walls of rural schools and colleges to show students what a perfect Ayrshire looks like. They are also used as an inspiration for cattle breeders and perhaps for the cattle themselves, for all Mr. Heinze knows.

Cows are certainly a fascinating subject. Anybody else have anything to offer in the bovine line?

Informal

Monday Nights in the Penthouse Club went completely frivolous at its last session of the current season on the evening of May 8th. The European situation, the state of modern literature, arts and science were sent off to brood in a corner while the guests danced, played Bingo, watched movies and swizzled punch and cookies.

Mr. Roland L. Stratford, originator of these popular Monday night sessions, was on the rostrum as master of ceremonies. Mr. George Post came through with a motion picture projection machine and travel films. The Bingo game was enlivened by gifts for prizes from Royal Scarlet, Whelan's and the Book Store, as well as theatre passes donated by our neighborhood houses, the Terrace Theatre and RKO Twenty-third Street. The Management was responsible for the punch and cookies and the dancing was done to tunes emanating from Mr. Ted Miller's luxurious radio-phonograph.

There was a capacity crowd in attendance, everyone enjoyed a lively, informal time and for the moment forgot about sharpening their wits for the first session of next season, which will take off the second or third week in October. Monday Nights in the Penthouse Club has become an integral part of life at London Terrace and will swing into its fourth year next Fall.

"UNION HOUSE"

THE sign "Union House" you may have noticed in the ground-floor lobby of the 445 Building, doesn't mean that it has become the battleground for AFL vs. CIO or anything like that. Union House is the New York headquarters of the World Federal Unionists, an organization of earnest people who have put their teeth deep into the international problem and are resolved to do something about it.

The springboard for the Unionists was the book "Union Now," by Clarence Streit, which has received so much press and public comment since its appearance a few months ago. The idea is to unite all the democracies in the world into a Union, similar in set-up to our own Federal Union of States, with a Congress and Chief Executive elected by the people of the various countries. The countries would remain separate entities for the regulation of their domestic affairs, just as our own States regulate their own affairs. The Union would be concerned with the regulation of international affairs only. There would be a common international postal

system and currency, and all tariffs would be abolished between the member countries. In other words, the international Union would provide the same opportunity for economic and industrial expansion and trade which made the United States the great power that it is. The Union would include in its members almost half the population of the earth and would control an overwhelming majority of the world's natural resources.

For the extremely short length of time the movement has been in existence, it has received gratifying support. It has enrolled a great many individual members and has received the endorsement of prominent economists, financiers and college presidents. Headquarters have been set up in seventeen American cities, in England and are currently being organized in France and Sweden.

The headquarters in the 445 Building are set up in a clublike atmosphere, with reading matter, comfortable chairs and lounges. Mr. Frazier Potts, who is in charge, has long been a Terrace resident. He came into the World Union from a background

HOUND OF THE BASKERVILLES?



Miss Hortense C. Wordeman snapped this intriguing shot of our stone roof-top guardian. She suggests a Camera Club for Terracers. If you're interested, get in touch with Miss Bieber, the Penthouse Club.



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of business and service in the U. S. diplomatic corps. He believes that it contains the complete answer to the dangerous situation now confronting the people of the world as well as a promise for a practical Utopia of the not too distant future.

A number of Terrace residents have enrolled in the movement. Proof of its interest was shown when at a recent Monday Night in the Penthouse Club session, an overflow turnout was accorded Mr. Vernon Nash, who spoke on the subject of Streit's book. Mr. Potts wants it known that Union House is an open house for residents and their friends. Stop in any time during the day or evening for a chat and enlightening details concerning this ambitious undertaking.

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•

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Elevators

The hours between 5:00 and 8:00 P.M. keep Terrace elevators busier than a Good Humor man at a school picnic. Home-comers from business do their nightly trek and the numerous carriers and runners from all our concessions and services are answering calls and making deliveries.

In order to avoid congestion at these hours, the elevators are now being segregated; one for service use and one for passenger use in each Building. The system has been put into operation already in the four end Buildings and will be adopted in the other Buildings as soon as the necessary bell wiring can be installed. Between these hours you push the lower button for passenger service and the upper for delivery service.

Train Service

If you're planning on doing any traveling along the routes touched by the Baltimore and Ohio Railroad, you'll be glad to

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.

know that their buses which carry passengers to and from the New Jersey terminal, are now making regular stops on all schedules in front of the 435 Building.

This very convenient service was the result of a three-cornered huddle between Wm. A. White & Sons, Managing Agent for London Terrace, B. and O. officials and the New York City Police Department. Motor coach drivers will pull into the curb in front of the 435 Building on every run.

The telephone operator can give you the time the bus will stop here to connect with any B. and O. train.

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JAMBOREE

(Continued from page 9)

vision capacities, however, we can mention Mr. Sheffield A. Arnold, chairman of the Chelsea Charities, Mrs. Leo Rosenbloom, vice-chairman, who is putting in her third year of intensive effort in behalf of the Jamboree, Mrs. Donald Taylor, efficient chairman of house chairmen, and Mrs. Joseph Mahar and Mrs. Willard Isham, who have assumed double duties of secretaries and Building chairmen. Mr. Cortland Pohle has contributed his knowledge and experience as manager of the Consolidated Edison Co. Stock Division, to the post of treasurer of Chelsea Charities. The fourteen house chairmen, the four vice-chairmen of the "end" Buildings, and the 150 members of their committees have done a splendid job in making personal contact with residents, getting donations, selling tickets and obtaining patrons and patronesses.

The management and employee departments of the Terrace have done a great deal to make preparations run smoothly. Wm. A. White & Sons, Managing Agent for London Terrace, have sponsored a series of teas held in the Penthouse Club during the last few weeks, at which plans and developments were discussed. Uniformed Service men, doormen and elevator men have cheerfully gone out of their way to be of assistance and have helped chairmen line up members for their committees. The entire working staff of the Terrace will share in the responsibility of setting the Jamboree scene, helping things run smoothly and doing the dismantling afterward — large and important jobs all of them.

As we go to press, the preliminary work is pretty well in hand, although there is still plenty to be done, so if you feel that you may have been laggard so far, and want to help, get in touch with your Building chairman. Something will be found

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for you to do—perhaps something that you are specially fitted to do, thus enabling you to make a real contribution to this unselfish undertaking.

And as far as reminding everyone to come to the Jamboree, spend money and have a good time, that shouldn't be necessary. You'll get more than your money's worth in fun and entertainment, perhaps go marching home with a valuable prize or two and rest content with the knowledge that you have added in great measure to the happiness and welfare of young children whose lives are not too full of happiness.

It's a great undertaking, this Chelsea Jamboree—an event no one can afford to miss. We'll be looking for you on the 14th.

Lady

Your good friend, Lady At Leisure, wants you to know she isn't lying down on the job. She was so filled up with work on the Jamboree, she had no leisure to report in this issue. She'll be back next month, though, with added enthusiasm.

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NEW POOL POLICY

A NUMBER of changes have been made in the operation of the Swimming Pool, which it is felt will add greatly to the pleasure of our tenants in using the Pool. The Pool hereafter will not be open to the general public. This will eliminate the small group of undesirables whose noisy actions have interfered greatly with the enjoyment of our tenants.

The Pool will be open for the use of our tenants between 7:30 A. M. and 11:00 P. M. on weekdays, and from 11:00 A. M. to 6:00 P. M. on Sundays. There will be no charge at any time to our tenants. The guests of the tenants will be charged a plunge fee of 40 cents, this charge to include the supplying of a locker, towel and, if desired, a bathing

suit. Tenants and their guests may use their own suits.

The Management hopes to make an arrangement with the Women's Swimming Association of New York, the outstanding women's swimming organization in the country. It is sincerely believed that the activities of this association will add much to the interest of our tenants in the Pool through their occasional championship meets and the fact that among their members are many of the leading women swimmers. The highly successful methods of swimming instruction given by the W. S. A. will be available to our tenants and their guests at the same prices charged to their own members.

A swimming group also is now

being formed. The members of this group are being carefully selected, in order that they will be congenial to our tenants in every way. They are asked to fill out an application form, submit references, and pay a registration fee, in addition to the plunge fee of 40 cents. The cooperation of the tenants is asked in suggesting membership in this group to their friends.



"All right then—heads, it's rain tomorrow—and tails, it's fair and warmer!"

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OUR Shops and Services, always mindful of your comforts and needs, are all set for the hot weather. They offer useful articles that will make living easier and pleasanter during the Summer months that are here without the usual warning of Spring.

The Food Shop

is ready to do most of your cooking for you. All you have to do is heat the already cooked vegetables or put a piece of lettuce under the salad. Fresh fruits need little preparation and if you are not on a diet, the Bakery department will take care of the dessert problem. Canned fruit juices, tomato juice, jellied consomme (I prefer the White Rose Madri-lene brand) can be kept in the ice box along with some Beer and Coca Cola. And of course you'll want *something* to put with the Coca Cola and I recommend a trip to the

Liquor Shop

where you'll find a large variety of spirits that go very nicely with whatever "mixer" you prefer.

The Book Shop

will furnish your paper cups,

Shop Shots



napkins, coasters and wooden mixers so that you'll not have to put your hands in hot dish water after your refreshing drink. This shop has a huge assortment of paper novelties—waterproof paper mats with napkins to match that are very smart. Paper guest towels for your World's Fair visitors are on view too. If you're celebrating your "silver anniversary" there are silver paper plates for the occasion. It is now possible to purchase cellophane dress covers—the ones that just come down over the shoulders—at the Martin's shop. They also just got in a supply of oil skin covers for your ice box dishes—the ones with the elastic around the edge so they'll fit any size bowl.

The Drug Store

is beginning to display picnic supplies—a sure sign of Summer. Sun tan creams and lotions are very much in evidence and will

help Terracers obtain that famous Marine Deck tan. Electric fans, thermos jugs and other hot weather reminders are all over the place and oh, I almost forgot, they still sell drugs, way back in the northwest corner of the store.

The Florist

will bring the country to you if you can't find time to visit your family in Westchester or Jersey (forgive the personal touch). Dogwood was being featured the last time I passed the Shop and it was a beautiful sight. Potted plants in the window will pep up your rooms and go so well with the slip covers.

The Kester Motors

will take you to the country, or at least make it possible for you to get there by means of a Dodge or Plymouth car. There's some little detail about paying for the car, but they'll tell you all about that.

The Excelsior and Longacre Garages

will take care of your car when you're not dashing around the country side. Both conveniently located—both anxious to please. Excelsior is an old friend and we take this opportunity to welcome a newcomer among our NEWS advertisers, the Longacre Square Garage.

I'd just like to remind you that you can save yourself a hot bus ride and shopping in World's-Fair-Visitor crowds uptown by shopping in your own London Terrace Shops.

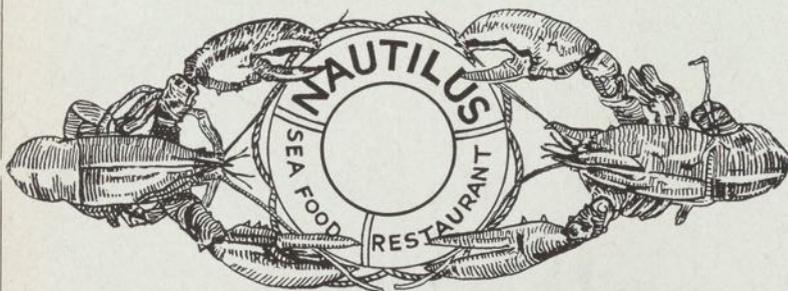
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THE SHOP SHOOTER

LONDON TERRACE NEWS

THE NAUTILUS

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LLONDON TERRACE and the Twenty-third Street Association are pretty much of an age—a year apart as a matter of fact. The Association celebrated its 10th birthday on March 1st and got out a summarized report on what had been happening around here during the last ten years. We were glancing through the report quite casually when the following sentence leaped right off the page and hit us in the nose:

“Of greatest importance, not only to our district but to the city, was the building of London Terrace, the world’s largest apartment house, covering an entire block from Twenty-third to Twenty-fourth Streets, Ninth to Tenth Avenues.”

We’d always had a high regard for managing director Bird of the Association and the other officers and members, but this sentence proved conclusively that they know values when they see them. We dipped into the report a little more carefully and found that it high-lighted very

23rd STREET STRIDES ON

nically the great strides this neighborhood has taken during the last decade. From a rather neglected memento of past glories it has developed into one of the most progressive business, amusement and residential sections of Greater New York.

Using the Association report as a guide, here briefly are a few of the accomplishments since 1929:

The Eighth Avenue Subway, which has proved a boon to Terrace residents.

The Twenty-third Street buses, ditto.

The West Side Improvement with all its ramifications, including the railroad tracks elevation, the West Side highway with Twenty-third Street exit and entrance ramps, and the Lincoln and Holland Tunnels.

Amusements. Two new theatres in recent years, RKO New 23rd and the Terrace, as well as the slick up-to-date bowling and recreation center at Twenty-

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Nothing makes an apartment seem quite as cool and attractive as the brightness of freshly laundered curtains—and when they are carefully laundered by Knickerbocker, they are returned to you new in appearance and the *exact size* they were when we received them.

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third Street and Eighth Avenue.

Stores, office, and industrial buildings have gone ahead tremendously; the Chemical Bank and Trust Co. in the Terrace here, the Post Office branch next to it, the National City Bank, Excelsior Garage, the Spear warehouse and salesroom over west, the Port Authority Building, the new Whelan's and the many stores and shops of the Ay-mar Building.

In addition to the specific im-

provements the whole tone and tempo of the neighborhood has progressed tremendously and it is not too much to affirm, we are sure, that our own home here has had much to do with this progression.

Just to polish the whole thing off, we quote from the closing remarks of the Association report as follows:

"The progress thus far made firmly establishes in the minds of those most interested in the dis-

trict the conviction that the past ten years of activity in building community spirit and civic enterprise has been well worth the effort made through our Association leadership and we firmly believe that far greater strides will be made in reestablishing the importance of the Twenty-third Street community in the coming years."

Now, aren't you glad you live here?

Dog Master

The neat little arrangement worked out recently for the benefit of Terrace dog-owners was received with great enthusiasm, and it went into effect on May 26th. In case you haven't heard about it, or would like your memory refreshed, here is the idea.

We now have a dog master on the premises in the person of Peter Dunn, one of our veteran employees, a dog owner himself, who knows his canines and can be trusted to handle them in experienced, kindly fashion. He will exercise or feed your dog, or both, at any stated hours of the day or evening. If you're going to be away for a few hours, a week-end or even longer, the worry about your pet can be lifted from your mind. Or if you're busy at the time the dog needs exercising, you can have him taken out for a few minutes.

All you have to do is call Uniformed Service on the house phone and ask for the dog master. Peter Dunn will then call at your apartment to receive his instructions, which will be put in printed form, and your worries are over for the period stated.

There is, of course, a nominal charge for this dog service starting at 15 cents for one feeding or exercising, with special rates worked out for longer periods of care. No tipping is expected or required.

A pretty fine idea, we call it, and are sure it will receive enthusiastic support from dog-owning residents.

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DURING the past month many questions have been submitted to this column. Several questioners have made the same queries in slightly different form and one of them is as follows: "I understand that bidding may be opened with two and a half quick tricks and a rebiddable suit, or three quick tricks and a biddable suit. I have held this hand and did not know what to bid. Would you please tell me what to do?"

Here is a sample of the hand in question:

- (S) A, 9, 8
- (H) A, 7, 6
- (D) 10, 9, 5, 3
- (C) K, Q, 8

There are three quick tricks in the hand, so the answer is, make use of the bid of preparedness; One CLUB. In this way you are prepared to support the spade, heart or diamond bid from your partner, or to defend all suits if opponents bid.

Another question: When do you add 300 points to an unfinished rubber?

Answer: When one side has game.

Question: Do you always return your partner's opening lead?

Answer: No, not always. As a general rule you can recognize by the size of the card whether it is underleading an honor or is a "top of nothing" lead. Usually the higher the card up to a Jack, indicates a "top of nothing."

Following is this month's problem hand:

- N
- (S) J-4
- (H) ———
- (D) 9-3
- (C) K-9-6

- | | |
|-------------|-----------|
| W | E |
| (S) ——— | (S) Q-8 |
| (H) ——— | (H) 10-9 |
| (D) K-Q-10 | (D) ——— |
| (C) Q-8-7-5 | (C) 4-3-2 |
| S | |
| (S) K-9 | |
| (H) A-8 | |
| (D) J-8-7 | |
| (C) ——— | |

Spades are trump. South leads. North and South must take six tricks against any defense.

This is the solution to last month's problem hand.

Lead 9 of diamonds, discard 10 of clubs. Second trick: lead 5 of hearts. West must win, then

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West is forced to lead club or spade. If West leads a club, take and lead spade, and the hearts are good.

GLADYSE GRAVES STARK



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AFTERNOONS
Tuesday and Saturday

EVENINGS
Tuesday, Thursday, Saturday

PENTHOUSE CLUB

470 Building

GLADYSE GRAVES STARK

Director

WILL OSBORNE

(Continued from page 11)

now. He's seen these fads come and go over a period of years. They originate with the school and college kids with their urge to do something different. As the youngsters grow older they drop back to more conventional stepping and the next generation invents something of its own. Osborne is wise enough to give the kids what they want. He gives them some swing now because they demand it, but when they switch to another fad he'll play right along with them. The present growing trend as he observes it is toward a fast waltz—not the old American slow beat, but one similar to the lively Viennese version.

Osborne's day was just swinging into action when he was visited at 2:30 in the afternoon. The telephone rang continually and he kept excusing himself to go wrangle out details of bookings and auditions for singers. He doesn't get an over-amount of sleep because he's up to the small hours and must go into a lot of business details during the day. His only relaxation hobby is photography and he doesn't get as much time in at that as he'd like to. He's lean and tall, though not quite as tall as he looks on a stage. He's quiet in manner and not very talkative, but once you get him started on a subject he's interested in, he makes his points in clear, concise fashion.

He and his very attractive wife probably will be in and out of their apartment before they come back to settle down next winter, because Will is going to do a heap of jumping around during the next few months. Home, to him, is a place where you can hang up your hat on the same hook more than two days in succession. He's looking forward to it.