

JV 23 '34 F

# London Terrace News



STACK 8

NOVEMBER

1934

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## EXCELSIOR AUTOMOTIVE SERVICE

Show Room in London Terrace

S. E. Cor. 10th Avenue and 24th Street

CHe. 3-3050-1-2-3



# The NEWS of LONDON TERRACE



NOVEMBER, 1934

VOLUME I

NUMBER 10

## FROM EVERY STATE

**A**PPROXIMATELY thirty per cent of the residents filled out and returned the Home State questionnaire; not as many as we had hoped for, but still sufficient to show that London Terrace probably occupies an exclusive position among apartment houses in the universality of its appeal to families from far and near.

A careful check of the blanks received shows that London Terrace has at least one resident from every State in the Union, and from twenty foreign countries. From Texas, where distances are great and any place within a radius of 1,500 miles is described as "over yonder," to Maine, where distances are shorter, and any place within a hundred miles is "up the road a piece." As was expected, New York State is first, with New York City the birthplace of most of the people from the State, and with Pennsylvania and Massachusetts ranking second and third respectively, and New Jersey a close third. We print below the complete tabulation of the answers received, and will carry a supplement next month, if more are turned in by patriotic home staters.

Alaska	1
Alabama	6
Arizona	1
Arkansas	1
California	9
Colorado	2
Connecticut	24

Delaware	1
District of Columbia	5
Florida	6
Georgia	14
Idaho	1
Illinois	29
Indiana	17
Iowa	7
Kansas	8
Kentucky	15
Louisiana	1
Maine	12
Maryland	16
Massachusetts	53
Michigan	16
Minnesota	16
Mississippi	4
Missouri	16
Montana	1
Nebraska	8
Nevada	1
New Hampshire	6
New Jersey	46
New Mexico	2
New York	256
New York City	88
North Carolina	6
North Dakota	1
Ohio	25
Oklahoma	1
Oregon	1
Pennsylvania	64
Rhode Island	7
South Carolina	5
South Dakota	1
Tennessee	7
Texas	13
Utah	2
Vermont	10
Virginia	8
Washington	3
West Virginia	3
Wisconsin	9
Wyoming	1

In addition to these State returns, the foreign countries listed are as follows:

Australia	1
Austria	2
Canada	18
Ceylon	1
Denmark	2
Egypt	1
England	11
France	7
Germany	8
Holland	2
Hungary	2
Ireland	3
Norway	1
Poland	3
Puerto Rico	1
Russia	3
Scotland	1
Siberia	1
Spain	2
Wales	1

There is no doubt that the above 929 replies give a very good average for the rest of London Terrace, and for the cooperation of all who contributed to this interesting survey, we extend our thanks. London Terrace, it is evident, has become "home" for many people from many places.

## House Directory

**T**HE previously announced London Terrace House Directory for the information and guidance of residents has already gone to press and will be ready for distribution shortly after the NEWS appears. Several months of preparation were spent on the new booklet which we hope will be of interest to everyone.

**POSTAL  
TELEGRAPH  
MAINTAINS IN  
LONDON TERRACE  
AN  
EXCLUSIVE  
OFFICE  
FOR YOUR SERVICE**

**TO SEND A  
TELEGRAM  
CABLEGRAM  
RADIOGRAM  
MONEY ORDER**  
or secure a messenger to run  
your errand

*Simply ask for*  
**POSTAL TELEGRAPH**  
*on your house phone.*

If you can not be there for  
Thanksgiving Day in person,  
a greeting on  
**POSTAL TELEGRAPH'S**  
attractive special blanks is  
next best.

**The London Terrace  
UPHOLSTERY SHOP**

*Announces*

**Chase Seamloc Carpet**

Cut to any size in multiple  
of 9 inches. 29 colors.

455 Bldg. House Phone

**ANNETTE WOOLF**

**Portraits Paintings**

Also drawings from photographs.

A unique Christmas gift.

Special between now and holidays.

Interview by appointment

Apartment 9-D 460 Building

**A. LOMAN**

**HATS and FURNISHINGS**  
for discriminating men.

Ask to see the new  
**STETSON** **\$5**  
**Penn-Craft**  
**HATS**

An unbeatable combination of style  
and quality

**NEW** Shirts, Ties,  
Socks, etc., etc.

235 8th Ave. Cor. 22nd St.  
CHelsea 3-2214

*Haberdasher to London Terrace*

## Christmas Approaches

**C**HRISTMAS EVE at London Terrace has a unique significance. In 1822, on the site of the present buildings, Dr. Clement C. Moore wrote the immortal Christmas poem, "A Visit from St. Nicholas," and every year on the anniversary of this date, London Terrace commemorates this event and honors the memory of the author who had brought so much happiness to children throughout the world. And since Christmas is so much a children's day, our celebration is designed especially for their pleasure, but it has grown so rapidly from its original pattern that its appeal is now universal and it is known as one of the most beautiful and impressive Christmas celebrations in the country, and is carried to millions of radio listeners as a featured sustaining program by one of New York's most prominent radio stations.

Each year the children of London Terrace under the direction of Mrs. Harden, the Playground Supervisor, are hosts to hundreds of children from the Chelsea District, and the residents of the Terrace contribute gifts of toys, clothing, etc., which are sorted and wrapped by Mrs. Harden for distribution by the Santa Claus who is always present. The celebration is always held on Christmas Eve in the garden at about five o'clock in the afternoon, and the garden is lighted by the candles which are burned in every window during the ceremonies. Preparations for this year's party are already under way and complete details of the festivities will appear in the December issue of the NEWS. We have published this advance notice for the guidance of new residents, and as a reminder to all who were here in the past that since the success of the party depends upon the cooperation of every member of our staff as well as tenants, it is not even now

too early to be thinking of the arrival of Santa Claus, and that gifts for the children, marked for boy or girl, may be sent to Mrs. Harden in the 470 Penthouse at any time.

## 23rd Street Association

**T**HE annual meeting of the 23rd Street Association was held in the Grill Room of Elizabeth Flynn's London Terrace Restaurant on Wednesday, October 24. Peter Grimm, President of Wm. A. White & Sons, and Chairman of the Citizens' Budget Commission, was the guest, discussing the real estate problem of today in Manhattan.

On October 31, the hearing pertaining to the 23rd Street cross-town line was held before the Transit Commission on the application of the New York City Omnibus Corporation for certificate of convenience and necessity. William E. Barton, manager of London Terrace, members of the Association, and others interested in the program to substitute buses for surface cars on 23rd Street testified in favor of granting the application.

On the day of the annual meeting guests inspected the new type of bus which will be run on 23rd Street and went for a short ride through the Chelsea District. Its riding qualities, comfort and roominess met with the entire approval of the group and all look forward to the early inauguration of this modern surface transportation in our area.

Borough President Samuel Levy is widening 11th Avenue between 22nd and 23rd Streets, increasing the roadway width from 60 to 70 feet by taking ten feet off the sidewalk on the westerly side of the avenue in order to increase the facilities for automobile traffic on entering and leaving the overhead highway at the 23rd Street ramp.

## IN THE SWIMMING POOL

UNDER the direction of Brooks Harrell, Instructor in the Pool, aquatic activity in London Terrace is rapidly increasing. Swimming, diving, and water polo teams are being organized among the tenants and it is planned to hold competitive meets with other swimming clubs in the city. Any resident wishing to try out for the team is cordially invited to communicate with Mr. Harrell in the Pool.

For the special benefit of the children of the Terrace, the Catfish Club has been formed and is open to any boy or girl between the ages of six and twelve inclusive. To date there are twenty-five members, and classes are held each Tuesday and Friday between 4 and 5:30 o'clock in the afternoon. The children are taught and trained in swimming and diving by Mr. Harrell. Club dues are fifty cents per month, and the income is used solely to purchase prizes for winners of scheduled events and individual Membership Buttons for each catfish.

On Friday night, November 9, the second London Terrace swimming and diving meet was held and over two hundred residents attended, many bringing outside guests.

Results in the various events were as follows:

- 25 yard Free Style for boys 12 years of age and under.  
 1. Bob Reilly. 2. Junior Jarret. 3. Kenneth Winters.
- 70 foot race, for girls 12 years old or under.  
 1. Marilyn Otis. 2. Muriel Kirkpatrick.
- 35 foot swim for non-swimmers, equipped with swim rings (children).  
 1. Mathew Powers. 2. Junior Otis. 3. Rosemary Reilly.
- 50 yard Free Style for boys 15 years old and under.  
 1. Edward Kennis. 2. Eu-

gene Miller. 3. Glenn Newitt.

50 yard Free Style. Men.  
 1. George Kraft. 2. William Munroe. 3. George Harworth.

50 yard Free Style. Girls.  
 1. June Booth. 2. Gertrude McEntee. 3. Rosemary Scally.

50 yard Breast Stroke. Men.  
 1. Joseph Lockman. 2. George Kraft. 3. Jerry Anderson.

In addition to the races, exhibition diving was staged by Brooks Harrell, Joseph Lockman, Lew Snyder and June Booth, while the spectacle of the electrified porpoises personified by Victor Wright, Victor Sommer, Joseph Lockman, Bill Koeblinger and Jimmy Bushnell was one of the hits of the evening.

The newly formed London Terrace water polo team, playing together for the first time, went down to defeat before the experienced Park Central Polo Team by a score of 20 to 7, which was a most creditable showing. All our team needs to meet any team in the city on equal terms is a group of men who will report for practice regularly on some determined date. Entrants should communicate with Mr. Harrell as soon as possible.

### The Red Cross

THE annual American Red Cross Roll Call is now under way and the New York Chapter, through the courtesy of the Management, has distributed envelopes to all residents of London Terrace, and for the convenience of those who wish to contribute to this cause return addressed envelopes have been included which may be sealed and handed to the doormen in each building for delivery to Mrs. Bruce White, who is in charge of the London Terrace district.

*Personal*

## CHRISTMAS CARDS

*Engraved*

*Plateless*

*Printed*

We have a large variety for you to select from.

*Make your selections now.*

•

Call us on the house phone and we will be glad to send you several personal books to choose from.



### BRIDGE TABLE AND CHAIR RENTAL

We will send you bridge tables and chairs at a few moments notice. Use your house phone.



### LONDON TERRACE BOOK SHOP

London Terrace News Service, Inc.

219 9th Avenue  
 New York City

## FURS

Remodeled, Relined,  
Cleaned and Glazed.

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*Lowest Prices*  
FUR DEPARTMENT  
**London Terrace**  
Valets  
415 Building

## D. SOLOSKO CHIROPODIST

has moved to the  
CARTERET HOTEL  
23rd Street at 7th Avenue  
CHelsea 3-6804

## DR. J. B. CULBERT OSTEOPATHIC PHYSICIAN LONDON TERRACE

WATKINS 9-4761  
10 A. M. TO 4 P. M. OR BY APPOINTMENT  
APT. 1-E—460 WEST 24TH STREET  
NEW YORK CITY

## HARDWARE

Tools, Cutlery, House Furnishings,  
Electrical Appliances.  
VISIT OUR 10¢ COUNTER  
FRED BECKY  
257 9th Ave., Bet. 25th & 26th  
Telephone LAckawanna 4-9201

## CHELSEA DOG & CAT HOSPITAL

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258 West 19th Street  
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Diamonds, Watches, Clocks  
Silverware and Fine Jewelry  
REPAIRING A SPECIALTY  
Optical Department in charge  
of Registered Optician

•  
252 EIGHTH AVENUE  
One door from S. E. Cor. 23rd  
We Have No Branch Store

## Gym Classes for Women

OF particular interest to women residents of London Terrace are the classes in Rhythmic Exercise under the supervision of Miss Elizabeth Constantine, graduate physical instructress and swimming teacher, who has come to the Terrace from the Illinois Women's Athletic Club, the Medinah M. A. C., and the Tower Town Club of Chicago. Miss Constantine gives both group and private lessons, the latter in apartments if desired. The Exercise Room is located off the Swimming Pool balcony and classes are held daily except Saturday, Sunday and holidays, between the hours of 9:30 and 12:00 a. m., and from 4:30 to 7:00 p. m. The group classes run continuously so that members can drop in for lessons at any time while the class is in session. A special class for business women is held twice each week on Mondays and Thursdays at 6:00 p. m. Complete information may be obtained by communicating with Miss Constantine in the Exercise Room.

## Home Again

THE Rental Office announces that recently no less than sixteen families who were former tenants have come back to London Terrace, and within the last two weeks three families who moved away at the end of September have returned to the Terrace. We naturally questioned these interested tenants as to the reason for their prompt return, and their answer in every case was the same; namely, that after becoming accustomed to the great number of services, conveniences and facilities which are such an established integral part of the London Terrace organization, they soon found that in no other apartment house in New York or its vicinity could they

find anything comparable to the aids to comfortable living which they had been taking for granted for so long without realizing that only in a building the size of London Terrace could they be maintained. We welcome them back to Old Chelsea and the pleasant life to which they have returned.

## Children's School

A PRIVATE school offering complete facilities for kindergarten instruction for boys and girls between the ages of two and six has just been opened in London Terrace. Miss Jane E. Joslin, B.S., a graduate of Columbia University and former teacher at Goucher College, Baltimore, and the Hathaway Brown School in Cleveland, is in charge of the school and has as her assistant Miss Eleanor Wilson of Sweet Briar College, Virginia, who has specialized in kindergarten work for seven years, including experience at the Mills School of New York University.

The school is open daily except Saturday and Sunday, and materials and equipment to meet the needs of young children are provided in great variety. Musical instruction is also available as are outdoor experience, exercise, physical training and habit formation. Rates and further information may be obtained by calling the school on the house telephone.

## Girl Scout Leaders Sought

A COMMUNICATION from the Manhattan Council of Girl Scouts, 670 Lexington Avenue, says that the organization is in need of additional women leaders, twenty-one years of age or older, for a few hours' work each week with groups of girls from ten to eighteen years old.

**CHICKERING**  
**4--7414**

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Inc.  
426-438 West 26th St.

**MOVING**  
Local and Long  
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**PACKING**  
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**BAGGAGE**  
AND  
**PARCEL**  
**DELIVERY**  
**SERVICE**

**VAULTS**  
For  
Valuables and Furs

**SEPARATE**  
**FIREPROOF**  
**COMPARTMENTS**  
For Storage of  
**FURNITURE—RUGS**  
**GARMENTS—TRUNKS**

Recommended  
By  
**LONDON TERRACE**  
**MANAGEMENT**

**Lecture in  
Grill Room**

**W**ILFRED L. HUSBAND, world traveler and lecturer, a resident of London Terrace, who has recently returned from a trip to the Far East, will give a lecture and travelogue illustrated with motion pictures and lantern slides, in the Grill Room of Elizabeth Flynn's Restaurant on Friday evening, November 23rd at 8 P.M. Miss Flynn has donated the use of the Grill and but a very nominal admission will be charged. Descriptive posters will be found in the entrance lobbies several days in advance of the entertainment. Subsequent entertainments of a similar nature are contemplated if this proves successful.

**Safety Campaign**

**A**S the Police Department's Safety Campaign enters its final month, reports continue to emphasize the steady progress that is being made toward reducing the number of accidents and fatalities. In the December issue of the NEWS we will give the final figures for the six months' drive toward greater safety on the streets of New York. In the meantime, the Department has furnished us with a few helpful hints to the pedestrian, giving the principal factors which cause accidents on the streets. These are as follows:

- Ignorance of the hazard.
- Impatience with delay at crosswalks.
- Absentmindedness.
- Undue haste in going to and from work.
- Taking chances.
- Crossing the street with the view obstructed, chiefly by raised umbrellas, or by coat collars being turned up.

These are the chief causes, but the greatest of these is I-m-p-a-t-i-e-n-c-e.

**FALL  
CLEARANCE**

Fine quality sports dresses. Wool and novelty plaids. Made to sell for \$7.95

*Limited selection  
Reduced to \$4.95.*

Famous brands of fine  
Silk Hosiery.

**Gotham Gold Stripe \$1.00**

*Hosiery "As You Like It"*  
The clearest stockings you have ever seen.

3 thd, Extra sheer, . . . 79¢  
5 thd, Service-sheer . . . \$1.00  
3 thd, 51-gauge . . . 1.45  
**GORJUS**—Famous for wear  
4 thd . . . . . 69¢  
Guaranteed ringless . . . 79¢  
3 thd, ringless . . . . \$1.00  
2 thd, very very sheer . 1.29

**SYLLEM**—Unusual values  
45 ga. Guaranteed ringless free from all streaks and shadows 69¢  
Silk heel, plaited foot . 59¢  
**PAULETTE**—meets all competition

4 thd, 42 ga. Full fashioned guaranteed first quality, pure thread silk . . . . . 49¢

Service weights,  
59¢, 69¢, \$1.00

**Van Raalte Fabric Gloves**  
49¢ to \$1.00

Leather Gloves,  
\$1.98 and \$2.98

Genuine Seamprufe Slips,  
\$1.98

Pure dye silk lingerie,  
\$1.00, \$1.59, \$1.98, \$2.98

**Van Raalte Wooly-wyns**  
50% wool . . . . . 69¢  
25% wool . . . . . 59¢

Also Skirts, Blouses, Sweaters, Twin Sets, Foundation Garments, Lounging Pajamas, House Dresses, Handkerchiefs, Scarfs and Notions.

**LONDON TERRACE**  
**LINGERIE SHOP**  
405 Bldg. House phone or  
CHelsea 3-8169

**RUGS**  
CLEANED SHAMPOOED  
REPAIRED

**UPHOLSTERED FURNITURE**  
Cleaned In or Out of Your Apartment

**LONDON TERRACE VALETS**  
415 Building House Phone or WAtkins 9-7676

**THANKSGIVING EVE. DANCE**  
Announcing another of our Holiday Dances

**ELIZABETH FLYNN'S**  
**LONDON TERRACE RESTAURANT**  
Wednesday, November 28th from 9 P.M. to 2:30 A.M.

We want to make this a gala evening for all,  
where one may dine and dance inexpensively.

**BERNIE BRENNER'S LONDON TERRACE ORCHESTRA**  
\$1.25 per person

Including Parisienne hors d'Oeuvres and London Terrace cocktail.  
For reservations, phone VICTOR, CHelsea 3-5285, 9771.

**LONDON TERRACE LAUNDRY**

## GOOD NEWS

### For All London Terrace Customers

Starting at once, all London Terrace work will be done at the NEW MILLION DOLLAR KNICKER-BOCKER LAUNDRY PLANT. We have merged our Seacrest Laundry facilities with the Knickerbocker Laundry, in order to give the residents of London Terrace the finest quality laundry service to be obtained in New York City. We appreciate your loyalty and shall express our thanks for your continued patronage by giving you each time a

*"Bundle of Satisfaction"*

**LONDON TERRACE LAUNDRY**

## Restaurant Activities

COMING events of interest to residents are Elizabeth Flynn's Thanksgiving Dinner, the Christmas Eve Dinner Dance and the New Year's Eve Party, all especially planned for London Terrace residents. In addition to these regularly scheduled affairs, the restaurant is always prepared to accommodate private dinners, dances, teas and receptions in the Grille Room, making it particularly convenient for those who entertain many guests on special occasions.

## Movie Programs

THE Management, believing that neighborhood motion picture houses are necessary and important aids to contented living, and realizing that we are fortunate in having two well-established houses nearby, has made arrangements with both the Grand Opera House and R. K. O. Proctor's 23rd Street Theatre for the regular distribution to tenants of their weekly booklets which give the complete programs for the coming week. As all good pictures are shown in these theatres soon after the openings, London Terrace residents have excellent opportunities for seeing them conveniently and inexpensively.

## Football Schedules

### Local Games

- Nov. 24 Columbia vs. Syracuse  
at Baker Field  
24 Army vs. Notre Dame  
29 Fordham vs. N. Y. U.  
at Yankee Stadium

### Other Games

- 24 Harvard-Yale at New Haven  
24 Princeton vs. Dartmouth at Princeton  
Dec. 1 Army-Navy at Philadelphia

## From the Housekeeper

THE Housekeeping Department has added to its list of special services that of maids especially experienced in attending residents confined to their apartments through illness. These maids will perform non-professional services, prepare meals, put the apartment in order, and do any shopping from stores in the building. The rates are the same, either by the hour or month, as the regular Maid Service, and arrangements should be made directly with the Housekeeper by house telephone.

Two very simple and effective methods of eliminating the shaking of dustmops from windows, which is proscribed by the Management for reasons of health and appearances, are the following, both time tested and certain in their results. The mop may be inserted in one of the oiled waste bags which are provided in every apartment and shaken vigorously while holding the mouth of the bag close to the mop handle, or the mop may be held over an open newspaper and gently shaken while a vacuum cleaner is brought close to the mop. It adds nothing to the dignity of London Terrace to have mops shaken from windows, nor is it pleasant to be sitting by an open window directly under a dustmop which is saluting the morning sunshine.

## Whelan Drug Store Praised

THE following letter sent out by the Agency Director of the Whelan Drug Stores-United Cigar Stores Company to all the Agency District Sales Managers upon the completion of the new Prescription Department in the London Terrace store, is, we believe, of particular interest to residents who use this modern

store so frequently:

"I wish you would visit the Whelan Drug Store in London Terrace, 23rd Street and Ninth Avenue, New York City. I consider this to be one of the most perfect specimens of Drug Store installation, maintenance and management that has ever come to my attention.

"We want to pay particular attention to the variety of merchandise displayed in the store and the arrangement of the displays. Also give enough time to making a thorough study of the window displays, and give particular attention and inspect the Prescription Department just installed."

## Organ Recitals

THE Reverend Lucius A. Edelblute, rector of the Church of the Holy Apostles at Ninth Avenue and 28th Street, has sent us a notice of special organ recitals by eminent organists to be given in the church at 8 p. m. on Sunday evenings during November, and we publish the program for November 25 for the benefit of London Terrace music lovers.

- W. LEROY MARSHALL, Organist
- 1—Prelude Fugue in E Minor (The Cathedral) . . . . . Bach
  - 2—Jesus, Joy of Man's Desiring . . . . . Bach
  - 3—In the Church . . . . . Novak
  - 4—Berceuse . . . . . Dickinson
  - 5—Chorale Prelude on St. Anne's . . . . . Noble
  - 6—Prelude from the Blessed Damosel . . . . . Debussy
  - 7—Nun Danket Alle Gott (Now Thank We All Our God) . . . . . Karg-Elert

## LONDON TERRACE NEWS

The LONDON TERRACE NEWS is published each month for the residents of London Terrace by Edward F. Harden by special arrangement with the Management. All communications, contributions, and requests for information regarding advertising should be addressed to the above, Penthouse, 470 West 24th Street. House phone or CHelsea 3-7000.



An Invitation to Inspect Our New

## "HOSPITAL-WHITE" Prescription Department

HAVE you ever visited a hospital dispensary? Did you ever try to visualize the absolute white hospital pharmacy characterized by its cleanliness and modern efficiency?

A reproduction of the hospital prescription department has been installed in this Whelan Drug Store. Its open all-glass front prescription department portrays a definite ethical advance in the prescription pharmacy and represents an up-to-date laboratory in the fullest sense.

You are cordially invited to inspect this new "hospital-white" prescription department. We should like you to observe, among other things, the immaculately clean conditions under which prescriptions are filled. Moreover, we should consider it a privilege to have you observe how *your* prescription is filled.

Every prescription is carefully compounded by a competent Graduate Registered Pharmacist . . . exactly as your physician orders . . . and double-checked for accuracy.

Only the finest of drugs and chemicals are used . . . the products of E. R. Squibb & Sons, Parke, Davis & Co., Merck, Lilly, etc.

*Prescriptions called for and delivered any time.*

*No charge for telephone calls if you use the house phone.*

**WHELAN**  
DRUG STORE

Corner 9th Ave. and 23rd Street

## Elizabeth Flynn's

THANKSGIVING DINNER \$1.25

Hearts of Celery	Olives
Assorted Nuts and Raisins	
Fresh Fruit Cocktail	Fresh Lobster Cocktail
Cream of Fresh Mushrooms	Chicken Broth—Rice
Roast Young Maryland Turkey	
Chestnut Dressing	Giblet Gravy
Cranberry Jelly	
Roast Young Goose—Apple and Celery Dressing	
Filet Mignon—Fresh Mushroom Caps	
New Peas	Buttered Small Onions
Mashed Turnips	New Squash
Candied Sweet Potato	
Endive Salad—Almond Dressing	
Hot Mince Pie with Hard Sauce	
English Plum Pudding with Brandy Sauce	
Fresh Pumpkin Pie—Cheese	Nesselro Parfait
Cheese with Toasted Crackers	
Coffee	Tea
	Milk

## DRESSMAKING and ALTERATIONS

MRS. O. Le COUNT



### EXCLUSIVE MILLINERY\*

also

Original models made to order  
from your own materials.

*Hats Altered*



BETTY WILBUR

Apartment 10-A

460 Building

House phone or WAtkins 9-7163

## Babes in Ferryland

IN the August issue of the NEWS we published a brief article on the advantages of Hudson River ferry trips as a means of escaping the exceptionally warm weather prevailing at that time. Although the companies operating the boats did not report any great increase in business as a result of the notice, nevertheless one mother in London Terrace accepted the suggestion and not only enjoyed it herself, but found it a pleasant and healthful way to air her baby in the sunshine.

## In the Flower Shop

FLOWERS, contrary to popular poetic belief, bloom not only in the Spring, but, in New York, in every month and season of the year. The constant demand for flowers for every occasion has made it possible for growers and florists together to be able to maintain stocks in great variety to meet requests for almost any kind of flower, and the fast telegraphic delivery service offers prompt sending of flowers to any part of the country.

## House Phone System

RESIDENTS of London Terrace will soon have the most efficient and up-to-date intercommunicating house telephone system in the city. Service with the improved installation will be in operation as soon as the wiring is completed and we feel sure that all of us will be thankful for such a fast point-to-point service, the various shops and stores in the building being designated by telephone numbers.

The Theatre

PLAYS come and go, and every now and then playgoers are rewarded with a "Green Pastures" or a "Hamlet" with John Barrymore giving the best characterization of a generation; but such events are as rare as all superlative things and are not to be expected in the daily course of events. And so the playgoer is of necessity content with performances less brilliant, but always expects or hopes for an interesting or entertaining performance to reward him for his attendance in the theatre. The problem of selection always remains a problem, and people attend a particular play for various reasons, such as the reviews, the advertisements, the prominence of a player, or by suggestion of friends who have seen it, and if their final selection is a happy one, they in turn tell others about it.

We recently attended at the suggestion of a friend a performance of "Lost Horizons" at the St. James Theatre, which presents Jane Wyatt, recently of A. A. Milne's "Give Me Yesterday" and "Dinner at Eight" in the featured role. The play was so good, so unique in its theme and method of presentation, that we spoke of it in detail to several executives in London Terrace, who, taking our word for it, went to see it themselves and liked it. The Management, as a result, made arrangements with the theatre to send to London Terrace special tickets, good until November 23, which may be exchanged for admission tickets at one-half the established price. These tickets have already been distributed to residents and others may be obtained at the Administration Office if required. The play has recently been selected by the New York American to be given for the benefit of its annual Christmas Fund.

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