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London Terrace News

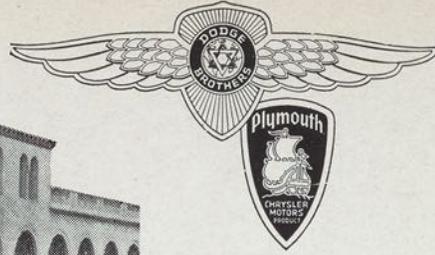


NOVEMBER

1936



LONDON
TERRACE
SHOWROOM



MILLIONS

Will See The **NEW** **DODGES** and **Plymouths**

The 1937 models of these popular cars are the talk of the city. These money saving cars are more beautiful than ever. Roomier—and built with the latest improvements for your safety and comfort.

VISIT *Our London Terrace Showrooms*
Southeast Corner 10th Avenue and 24th Street

See and ride in one of these new 1937 Dodge or Plymouth cars . . . and be convinced that a Dodge or Plymouth will give you the utmost in motor car satisfaction.

EXCELSIOR'S *HOUSE of MAGIC*

New York's most complete Automotive Service Station. Here are the latest inventions known to Science to keep your car in smooth running condition.

NEVER CLOSED
24 HOUR SERVICE



A 3-story fireproof building with 45,000 square feet of space.

- Repairs and Parts to all makes of cars • Washing • Lubrication • Accessories • Brakes
- Ignition • Batteries • Tires • Body and Fender Work • Duco Painting • Expert Color Matching • Power Prover Service • Auto Radio—Parts and Service

TOWING AT ALL HOURS

Expert Service Mechanics • All Work Guaranteed

EXCELSIOR AUTOMOTIVE SERVICE, Inc.

536-546 WEST 23rd STREET

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KEEP IN GOOD SPIRITS

Stay young with old scotch . . . order SPEY ROYAL wherever you go . . . by the drink in bar, restaurant and grill — by the bottle or case for your home.

Look for the age on the label and . . .

Stick to

GILBEY'S SPEY ROYAL

A BLENDED SCOTCH WHISKY

Distilled in Scotland

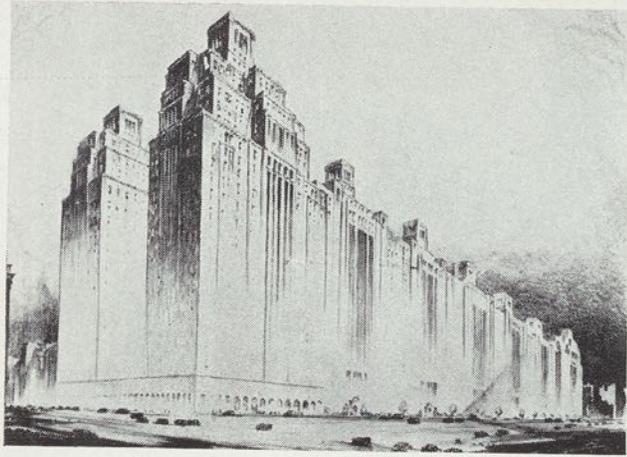
EVERY DROP AT LEAST TEN YEARS OLD

R. C. WILLIAMS & CO., Inc.

New York, N. Y.

85.6 proof.

SPEY ROYAL is always available at the ROYAL SCARLET LIQUOR SHOP,
LONDON TERRACE—House Phone or WAtkins 9-4610—24th St. and Ninth Ave.



London Terrace

In Old Chelsea

A HOME WITHIN A CITY—A CITY WITHIN ITSELF

Forty-one types of apartment ranging from one room and kitchenette to six room penthouse; some with wood-burning fireplaces, many with cross ventilation. A good selection of apartments available for immediate occupancy.

Renting Office on Premises—435 West 23rd Street

WM. A. WHITE & SONS

Established 1868

51 EAST 42nd STREET

Renting and Managing Agents

NEW YORK CITY

LIVE IN LONDON TERRACE

The house staff at London Terrace includes window washers, floor waxers, and "elbow grease experts" of almost every description.

Just use your own house telephone and get immediate attention. The very moderate charges are added to your monthly bill.

Maids or Waitresses . . . 50c an hour

MONTHLY SERVICE

One Room Apartment . . . \$10.00
(one hour each day except Sunday)

Two Room Apartment . . . \$15.00
(one hour each day except Sunday)

Other rates upon request. For further information call

**HOUSE KEEPING
DEPARTMENT**



. . . let others do the scrubbing

London Terrace

NOVEMBER 1936

VOLUME IV

NUMBER 11

Comeback

The Renting Office is still shedding statistics from the October moulting season, some of which are of general interest and some not. Among other things they report that the "return brigade" added a number of recruits this year, the "return brigade" being composed of those tenants who have returned to the fold, so to speak, after having lived here and then moved away.

A total of twenty-two (22) were on the comeback list. We are glad to see their owners' bright and shining faces among us again and sincerely hope that their wanderlust affliction has undergone a permanent cure.

Collection

The Chart Room of the Penthouse Club, thanks to the generosity of residents, is becoming as chock full of nautical prizes as the mantelpiece in a deep-sea diver's living room. There is a beaut of a schooner model, loaned by Mr. and Mrs. Hap Hadley, which because of its size and majesty has been given a cabinet top all of its own. It looks seaworthy enough to sail across the Hudson in any sort of weather.

The Hadleys obtained it from the collection of Albert Buchman, of the architectural firm of Buchman and Kahn, who among other things, designed the Flatiron Building. Experts will tell you

that as an example of the art of ship model building, it has few equals.

Mrs. William Black—nee Yvonne Robert of Paris—has deposited three "Normandie" curios to add to the collection in the glassed cabinet. One of these is a portion of the prize Blue Ribbon awarded to the "Normandie" for her record-breaking crossing and since snatched from her by the "Queen Mary." Mrs. Black didn't say what the British thought when they found part of the ribbon missing. The other items she has loaned are mementos given to a few passengers on the first two crossings of the "Normandie." One is a handsome carved model of the great French ship, the other is a small table lamp with nautical base and a painting in oil of the "Normandie" on the parchment shade.

All the Chart Room needs now are a couple of sailors' bunks and

a few Captains' oaths and it will attempt an Atlantic crossing on its own steam.

Gone—

Prosperity has proven too much for the Post Office in the Royal Scarlet Store, with the result that it is no more. Installed about a year ago with the convenience of Terrace residents chiefly in mind, it took on with the whole neighborhood—business and commercial concerns as well as private individuals. At times the line in front of the window late in the afternoon looked like the one outside the Polo Grounds just before the last World Series Game.

The Royal Scarlet people are, after all, in the food rather than the stamp dispensing business. While they were glad to be of service to Terrace residents in the matter of a Post Office, the responsibility, work and inconvenience connected with caring for the tremendous volume of business which swooped down on the sub station during the last few months of its existence proved a little too much and they were forced to give it up. It was either that or quit selling groceries—and they would rather sell groceries.

William A. White and Sons have not lost hope for a local Post Office. They are in contact with Government officials and any day now another plan may be developed which will put one again in our midst.



WOULDN'T IT BE A HELP

If you could have all your Christmas gifts daintily wrapped and tied without even having to shop for the wrappings?

WOULDN'T IT BE A HELP

If someone would write by hand all the addresses on your Christmas cards and stamp them ready for mailing?

Talk with ORGANIZATION SERVICE ASSOCIATES

405 West 23rd Street

Telephones: CHelsea 3-3623—
405—Extension 200

about their new Christmas
service which they call

CHRISTMAS MADE EASY

You choose the wrappings and ribbons; they do the wrapping and typing and drop your Christmas cards and parcels in the mail.

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.

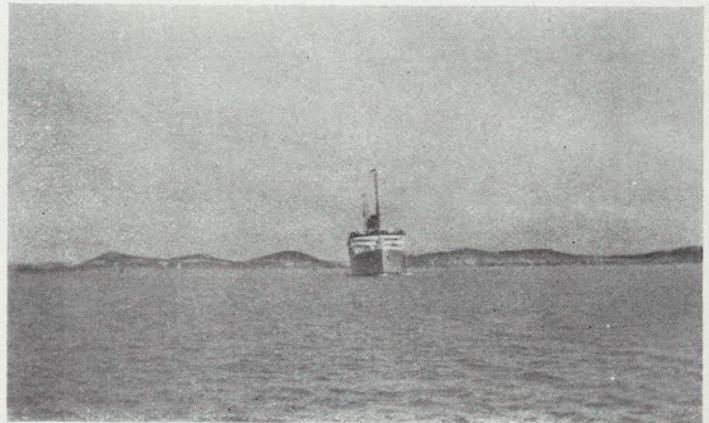
TRAVELERS AID |

TAKE it from Bernard E. Sisk, there is a whole lot more to touring about the world than hopping a bus, train, boat or plane and going somewhere. The going somewhere is important, of course, but how to go and what to do when you get there are matters which too few travelers consider with the care necessary to really efficient sightseeing. Mr. Sisk, head of Sisk Tours and globe trotter of no small reputation, has pitched his tent in 1C of the 435 Building. Object—first aid to travelers.

Mr. Sisk—he looks a little like Edward Arnold in Mr. Arnold's more jovial moments—can unravel more complicated skeins of travel than there are in ten bales of knitting yarn. He can route you from Yellowstone National

of visas, foreign languages, strange regulations and customs in the ways which suit his clients best. It has been his experience, though, that even the most independently inclined travelers appreciate the luxury of not being obliged to worry about hotel reservations, transportation connections, routings and the like.

Sisk Tours also has at its command detailed information concerning every country in the world—festivals, points of interest obscure as well as great; everything in short, which adds to the enjoyment of travel. The office works in cooperation with consulates, tourist agencies and transportation companies all over the world. The cost of the service to the traveler, by the way, is non-existent. In fact, it can save the traveler money because of the intricate information it possesses of



Tropical Horizons

Park to Madagascar and back by way of the Japanese Current in less time than it takes to say Puyallup, Washington. Not only that, but he'll have guides, porters, hotels, baggage men, hacks, bicycles and rickshaws anticipating your bidding every furlong of the way.

If this sounds a bit overpowering—perhaps you're the sort of traveler who likes to scout around independently—you can accept or spurn any amount of service your fancy dictates. All Mr. Sisk's office does is smooth the thorny path

just how to do these things.

The office of Sisk Tours is a pleasant, informal place appropriately decorated with colorful foreign travel posters, gew-gaws and curios from various of the earth's outlying spots. Associated with Mr. Sisk are Mrs. Josephine Nickerson and Mr. Jerome Barry. Between the three of them they can do just about everything for you from reserving a double room with bath in a hotel in Bombay to seeing that you are not seated behind a pillar at a Mexico City bullfight.

JINGLE BELLS

Kids, residents, Management and Garden getting set for Christmas

THAT faint sound of pawing hoofs on frozen ground that several residents have reported hearing in the dead of night emanates from St. Nick's reindeer, restless to be on their way for their seventh annual visit to London Terrace. A glance at any of the department store advertisements will tell you how many days remain until Christmas, so plans already are afoot to make this year's Christmas Party bigger, better and merrier than ever before.

As just about everybody knows, the London Terrace Christmas Party had its inception to commemorate the fact that Clement Clarke Moore wrote his famous poem, "A Visit from St. Nicholas," more familiarly known as "The Night Before Christmas," on the site of our present home. From a simple commemorative event the Party has grown through the years into an informal ceremony involving radio broadcasting, an actual visit from Santa Claus to the tree in the Garden where residents are hosts to a large number of neighborhood children, a reading of the Moore poem by a celebrity and songs by the children, the Terrace "Bobby" chorus and St. Peter's Choir.

Although William A. White and Sons, Managing Agents for London Terrace, are technically in charge of proceedings, the success of the Party depends, of course upon friendly cooperation from tenants. This cooperation has been in increasing evidence from year to year and should reach a high mark with this season's celebration. Christmas is one time when the New Yorker's traditional aloofness from his neighbors is broken down to some extent, particularly when the spirit of cooperation is needed to bring

benefits to those who otherwise would be without them. In this connection it may be noted that the feature of the Terrace Christmas Party is the entertaining of neighborhood children who otherwise would experience a rather bleak holiday. Last year the Party indirectly was responsible for the forming of the Needy Families of Chelsea Committee, which has done and is continuing to do so much worth-while work among the families of the neighborhood.

The distribution of gifts to our hundreds of juvenile guests will, as in previous years constitute the climax of the Party. The date is Thursday, December 24th, the festivities starting at 4:30 or 5 o'clock in the afternoon. Previous to the distribution a program will be broadcast from the Garden. An enormous decorated tree will, of course, mark the center of interest, rivalled by an illumination of the Moore poem plaque which is a permanent fixture of the Garden.

Subject to changes, of course, the air program will feature the reading of the poem and musical numbers by the Terrace "Bobby" chorus, St. Peter's Choir and the Terrace children's chorus. The latter is being trained by Miss Constantine, of health and beauty fame and Miss Truman, popular instructress of the Terrace School. A play-by-play description of the progress of Santa Claus from the roof top to the tree will top off the broadcast, to be followed by the distribution of gifts to the neighborhood children.

It is obvious that in order to distribute gifts there must be gifts to distribute, so here is where cooperation is especially needed. Residents have been extremely generous in the past and it is



Last Year's Party

hoped that the response this year will be even greater than before. In order that there will be no wasted effort or misdirection, the following suggestions for sending in gifts are offered:

Packages should be addressed to Miss Ethel Nugent, Playroom Supervisor, 470 Building. All you have to do is hand your packages to the doorman of the 470 Building, if it is convenient, or to your own doorman and they will be delivered promptly.

Select presents for children not younger than six and not older than twelve. The invited children are to be kept within these ages.

Try to select gifts which will be suitable for either boys or girls—books and games being most desirable. It will be of great aid to the distribution if the gifts are suitable for either sex, thus limiting the liability of any child going away with something he or she does not want.

Money will be accepted with pleasure! It will not, of course, be distributed to the children in

(Continued on page 14)

LADY AT LEISURE

THE London Terrace NEWS almost didn't get published this month due to the very distressing news transmitted to me through one of our concessionaires who, without thought as to what it would do to the careers of us who labor each month to give you this sheet, flatly stated that advertising in the NEWS was a great waste of time—and money! It seems that he has checked the matter *very carefully* with his customers and has been told that "they never read the NEWS!" So it seemed for the moment that the only thing to do was to close up shop. Then I suddenly remembered the many favorable comments from our tenants, remarks overheard in the Penthouse Club similar to this; "These are the fish that were written up in the NEWS" or "The NEWS mentioned that tenants who had nautical articles were asked to loan them for exhibition in this cabinet" and so on and so on. I also recalled Mr. Martin's comment down in the Book Store recently when he told me that immediately after he advertises an article in the magazine or it is mentioned in the reading matter (modesty prevents me saying in *my* column!) he is quite swamped with orders for that particular item. I'll not bore you with further details. So maybe my "good friend" the concessionaire, is mistaken; maybe some people *do* read our magazine so we'll try

to continue in spite of what he says.

IT'S COMING

I have always resented early Christmas shoppers and "present makers" more than almost anything on earth but a friend of mine is doing something so novel that I feel I should pass it on. She is filling attractive small glasses, which can be used for cordials afterwards—(small cocktail glasses, the squatty kind, without stems preferably, can be used, too,)—with different kinds of jellies which she is making. She is tying four or six up in cellophane with bright ribbon. Practical and useful, I'd say. But I do not come from a family of jelly makers so my bright idea, which may not be so bright after I try it, is to get large glasses of "store" jelly and heat it just enough so that it will pour easily into smaller glasses. May or may not work. Wish someone would try it and let me know how it goes.

REFURBISHING

I am sure that a great many tenants, especially new ones, are not fully aware of the help they can obtain from our Carpenter Shop. If your new drapes, new Terracers, or your winter ones, old timers, are not hung yet, don't risk breaking your neck by climbing up on an improvised step ladder. Call the Carpenter Shop.

And how about a wooden valance board to set off said drapes? If you have Venetian blinds, a cornice and drapes eliminate the necessity of "glass" curtains. Or you may want book shelves built, or a fireplace-bar. Our men are experts at anything that concerns wood and nails. Pass by the workroom, across from the 455 elevators on Main Street, and peek in the Furniture Refinishing shop a few doors east, near 445. You'll be intrigued.

RECIPE

And now it's about time for a recipe—a nice fattening one. Dieters turn to the next page! Place link pork sausages in a baking dish. Next, slice onions to cover sausages. Then pour tomato sauce, the thick kind, over this, season with salt and pepper. Wide noodles which have been boiled in salted water, are placed on top of the layer of tomato sauce. "Dot" with butter. Cook one hour in oven. As the finishing touch, cover top of noodles with grated cheese and put back in the oven for ten minutes. You may get indigestion after this but I think you'll say it's worth it.

Speaking of pork, apple sauce to go with your next fresh ham roast can be greatly improved if you add a generous handful of red cinnamon candies. It improves flavor and the color is an added attraction to the appearance of the plate.

As usual, I have borrowed some wise words for my "Curtain" as they say in the theatre. "No matter how much or how little looks you are endowed with, you are better looking when you smile!"

CONVENIENT AND ECONOMICAL

A call on the House Phone puts a Complete Valet or Tailoring Service at your disposal. Low cost.

LONDON TERRACE VALETS

415 Building

Lower Corridor

THE LONDON TERRACE NEWS

Published monthly for residents of London Terrace. Address all communications to the Editor, Manager's Office, 435 West 23rd Street, New York City.

IT'S ALL IN THE STARS

Making out a case for astrology is like making out a case for arithmetic—2 and 2 add up to 4



MR. HAROLD F. MANN is president of the Astrologers Guild of America, an organization dedicated to the protection of the interests and the furtherance of the practice of astrology as an exact science. Although it may come as a shock to many readers who possibly get their ideas of astrology from the Coney Island Boardwalk, it must be reported that Mr. Mann does not live in a tent, does not speak in rolling chest tones, does not precede every action with a casting of the eyes toward the heavens; in fact does not behave in any way which is compatible with the popular idea of a person who is in constant communion with the planets.

Mr. Mann lives in a tastefully-decorated Terrace Garden apartment, looks as though he might belong to any of the more conventional professions and speaks of astrology with the earnest assurance of one who has believed in it, studied it and practiced it for twenty years. Astrology, he explains, with precise emphasis, is a science as old and venerated as any we know, is based on the fundamental, unwavering laws of mathematics, has become a step-child through misinterpretation and misunderstanding and is slowly but surely regaining its lost prestige. He cast a horoscope for his inquisitive interviewer with practiced ease and told him things that his best friends wouldn't have dared.

Mr. Mann became an astrol-

oger because an astrologer told him he should become one, but of course it didn't happen with any such finger-snapping celerity as that quick statement implies. It was this way. As a young man, Mr. Mann was determined to become an architect—in fact did become one. While he was in the process of looking for better houses to build, however, he became a party to a business proposition, which as time went on, began to creak a bit around the foundations.

The young architect was bewildered, undecided, not sure just how to proceed; whether to pull out, stay in. He was in the familiar predicament of not knowing what to do. A friend suggested a visit to an astrologer for advice. The suggestion was scorned until the friend nobly offered to pay for the visit. Mann figured he couldn't lose, so he arranged an interview with Evangeline Adams, one of the most gifted and sincere of modern astrologers. She told him things about his business which he didn't take seriously until they began to happen—which was too late.

He went back to Miss Adams and was told by her that the planets had ordained him for an astrologer. Ordained, of course, is not the proper word. The planets do not ordain things; they are themselves the instruments of mathematics. Every minute, every second almost, they are changing patterns. Those patterns set up vibrations which affect whatever or whoever is brought into being under that pattern. Young Mann—no pun intended—looked into the matter, became interested, then intrigued, then a believer.

Astrology became first a hobby with him, then an avocation, finally a vocation.

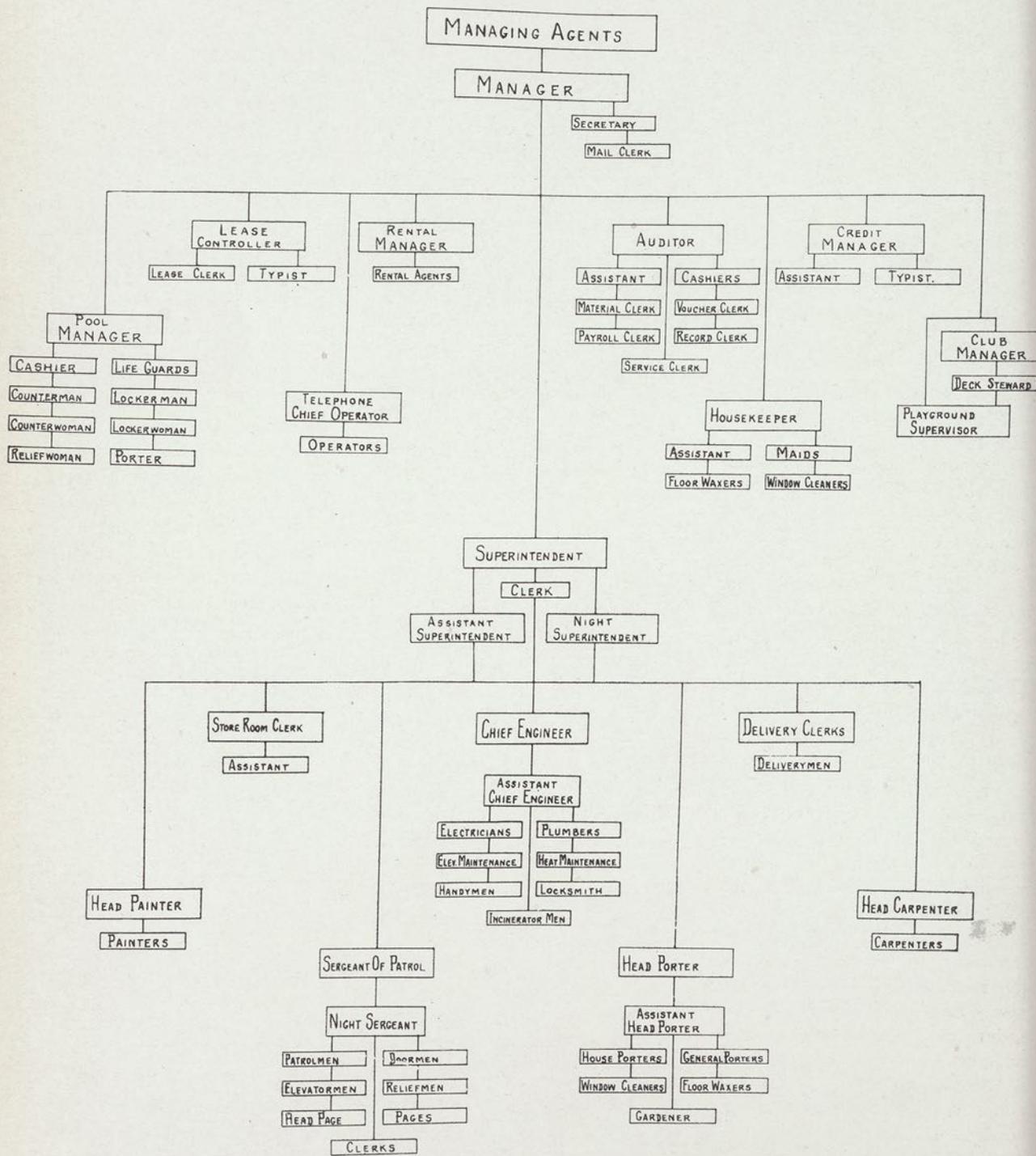
He has an autographed photo of Miss Adams on his desk which tells anyone who is interested that Mr. Mann is unique, even among astrologers, for his ability to divorce the practice of his profession from the personal influence and keep it entirely in the realm of mathematical equation. That, Mr. Mann explains with quiet pride, is about the highest praise that can possibly come from one astrologer to another.

The interviewer, as a matter of fact, had set a rather crude trap for Mr. Mann by asking him if it wasn't easier to set up an astrological pattern for a person he knew well than for a stranger. The idea was that perhaps astrological analysis might be enhanced by a certain amount of character analysis. Mr. Mann came right back with the autograph and the explanation that true astrology is as cold and impersonal as a problem in geometry. It is the quacks and fakirs who lean upon aspects of personality to make up for their lack of real knowledge of their subject.

The idea of fatalism as connected with astrology was another ogre which Mr. Mann dispatched with technical effectiveness. Man's fate is not written in the stars—only his dominant characteristics and the crises which will fill his life from day to day because of the effect of the changing planet vibration pattern. He makes his own fate by the manner in which he meets these crises. If he is forewarned, as he can be by

(Continued on page 16)

At Your Service



System

The chart on the opposite page is not the family tree of a Scottish clansman, as a perfunctory glance might indicate, but a sort of cross section of the administrative setup of London Terrace. It gives an idea of the way in which the personnel and services are integrated to make a complete, smoothly-running whole.

One service, not shown on the chart, which has become available to residents is that of a trained nurse. It is a good thing to remember for general convenience or in case of an emergency. A call on the house phone to the switchboard will put you in touch with one of several trained nurses living here.

Designation

Mail distribution in a community the size of London Terrace, with its 4,000 inhabitants is a man-size job for our Mail Room—a job which doesn't ask for any back-pats but which deserves them nevertheless. From now on until after the first of the year the Mail Room is going to be busier than a politician the week before election. During the month of December last year, 6,000 packages, 125,000 letters and 100,000 cards were handled with a quiet lack of confusion.

The greatest obstacle to the fastest sort of delivery is, of course, incomplete addressing. It often requires a bit of digging around to ferret out the right Smith or Jones for whom the mail is intended. There have been very few instances of mail going astray, but it sometimes is held up for a few hours or even a full day in order to obviate any chances of mistake.

If residents would see to it that their correspondents, wherever possible, are given their street addresses and even apartment numbers, they may be absolutely sure that their mail will slide into their boxes or be delivered at their doors without any delay.

POOL HOST TO A.A.U. MEETS

IN the Pool these days you are quite apt to encounter a number of earnest youths cutting around in the water, churning up a wake that would do credit to a sea-going greyhound. They are the members of the Terrace Club getting in shape for their third season of Amateur Athletic Union



competition. The Pool, as for the past two years, will again be host to several official A.A.U. meets and is bidding for the Men's National Indoor Championships, so there will be no lack of water thrills around home this winter.

The Terrace Club looks better, even at this early date, than it ever has before. There is new material on hand to bolster up some of the former weak spots and the vets are surpassing themselves in the ease and speed with

which they are spanking the wavelets. Terrace residents will have plenty to root for when they turn out at the meets.

The Club, in the two years of its existence, has achieved a great deal of prominence in A.A.U. affairs. Mr. John Dryfuss, President of the Club and former Rutgers star has been appointed to the Swimming Committee of the A.A.U. He is also Vice-President of the recently-formed Associated Swimming Clubs of New York, an organization which is accomplishing much in clarifying and coordinating the various swimming activities of the metropolitan area. Mr. W. R. Carter, Treasurer of the Terrace Club, is its representative at the meetings of the Board of Managers of the Metropolitan Association of the A.A.U.

Anyone who enjoys witnessing a bunch of speedy, hard-fighting water boys and girls tussling to a finish should not miss any of the meets. They bring together the outstanding swimming and diving stars of the East. The first meet will be held in the very near future. Notices will be posted well in advance so that arrangements to attend may be made.

**EXCLUSIVE
MILLINERY
Hats Altered**

BETTY WILBUR
Apt. 6-H 410 Building
House phone or CHelsea 3-5990

ATTENTION LADIES!

Our New Cocktail Lounge is at the disposal of the ladies of London Terrace and their guests every afternoon from 3 P. M. until closing, serving the Double Cocktail and a fine assortment of delicious canapes.

**ELIZABETH FLYNN'S
LONDON TERRACE RESTAURANT**

Cocktails from 30c.

Music

BOOK NOOK

THE popular Book Store reading material this month is as varied as a confidence man's list of alibis. Sentiment, history, realism and mystery have popped up from the typewriters of some of our most favored authors.

A Private Secretary in Your Home

Wouldn't it be blissful if you had at hand someone to write that "thank you" note you've forgotten, accept your invitation for that dinner or theatre party, and attend to your personal mail?

Wouldn't it be blissful if without too much expense you could move that litter of business papers out of your apartment to an office where you had a desk of your own and a soft-voiced, pleasant-mannered secretary to take telephone calls, answer correspondence and receive your business callers?

•
**ALL THESE AND
MANY OTHER SERVICES**

•
are offered by

**Organization Service
Associates**

Telephone CHelsea 3-3623, or
"405—Extension 200"

to inquire about

*Securing Secretarial Service
and Renting Desk Space
at Reasonable Rates*

Herbert Asbury comes through with a raucous history of the bright lights of New Orleans in "The French Quarter," a panorama of glittering dissipations and gaudy gaiety in the writer's best manner. The illustrations alone are worth the price of the book.

Two best-selling lady authors offer family chronicles; "Great Laughter" by Fannie Hurst and "The American Flags" by Kathleen Norris, both excellent examples of the writers' well-known talents.

A. BLOCK

CHIROPODIST - PODIATRIST

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CH 3-1085 Est. over 60 Years

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JEWELERS AND OPTICIANS

Diamonds, Watches, Clocks
Silverware and Fine Jewelry

REPAIRING A SPECIALTY

Optical Department in charge
of Registered Optician

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252 EIGHTH AVENUE

One door from S. E. Cor. 23rd

We Have No Branch Store

**HELEN
Lynch**

**ELECTROLYSIS
EXPERT**

Permanent Removal of Unwanted Hair by the Multiple System.
Endorsed by Physicians. Special rates to London Terrace Residents.

LAc. 4-3029
Consultation Free

421 W. 24th St., Suite D
Opposite London Terrace

The English contingent is represented by Hugh Walpole and Warwick Deeping with "A Prayer For My Son" and "No Hero—This," respectively. Mr. Walpole's deft-handed ability at characterization and Mr. Deeping's flare for sentiment fill the pages in good fat fashion.

The South comes in for some more microscopic attention on the part of William Faulkner in his latest and most ambitious volume, "Absalom, Absalom!" The decay of an old Southern family is described with no whit of the bitter process left to the imagination. Admirers of Mr. Faulkner are having the time of their lives with this one.

Lloyd C. Douglas, whose fictionalized philosophies have caught on so heavily with the public, pleases again with "White Banners," a story of a kitchen maid who guides a family through a generation of problems.

Philo Vance is back doing his stuff in "The Kidnap Murder Case." The title gives you an inkling and Mr. Van Dine is right up to snuff with some very excellent snuff.

Omission

Mr. Martin of the Book Store has come forward with a legitimate complaint concerning an article in a recent issue of this magazine. The article in question had to do with the various phone booths situated at vantage points around the buildings. It seems we neglected to mention that there were two phone booths in Mr. Martin's Store. Aside from the fact that the omission was not designed to reflect upon Mr. Martin's public spiritedness, we will make no alibis. In fact we now remember that on at least one occasion we made use of the Book Store's phones and found them to be just as good if not better than others phones of their type.

They cost just the same, too.

HERE'S HOW

WE sent one of our cub reporters out after a story on a cornerstone laying the other day and he came back just before office-closing time without the story but with a suspicious gleam in his good eye. His attitude toward cornerstones, was we discovered, a bit on the contemptuous side.



Elizabeth Flynn's Cocktail Lounge

Street near Ninth Avenue, next door to the Flower Shop. The bartenders have personality, the drinks are expertly concocted and inexpensively dispensed, the atmosphere is as stimulating as the beverages. It is conveniently situated to break the monotony of the evening homeward trek. Terrace husbands are finding that a date with the little woman in the Lounge before dinner does much

When pressed for details of his activities—if any—he replied that he had taken it upon himself to “cover” Elizabeth Flynn’s newly-opened Cocktail Lounge. We told him to stay in the office and write the story while we went over to the Lounge to be sure he hadn’t missed any important angles.

The cub reporter’s story, when he had completed it, sounded too much like it had been dictated by a press agent so we threw it in the waste basket, but our own story sounded the same way, so this issue of the NEWS is without a story on the Lounge.

It doesn’t really need a story, anyway, because most Terrace people have already discovered its virtues for themselves. Just in case you haven’t, we might tell you that it is on Twenty-third

to smooth out any possible late afternoon domestic differences which arise now and then in the best of regulated families.

It’s too bad we threw away that cub reporter’s story. Upon second thought, his enthusiasm doesn’t seem exaggerated.

Complete Selection of
Tropical Fish,
Aquarium Heaters, Etc.

See one of our Aquariums displayed in the Penthouse Club

AQUARIUM STOCK CO.

66 West B'way, New York City
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CHRISTMAS CARDS

IMPRINTED AND
ENGRAVED

Our Books of Personal
Christmas Cards Are Now
Ready for Your Inspection.

● GIFTS

by Chase
by Smithcraft
by Backer

● STATIONERY

by Eaton
by Rytex

● LEATHER GOODS

by Marvel

● WRAPPINGS

by Dennison
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● MAGAZINE SUBSCRIPTIONS

Special Season Prices

A Gift Card Sent with Each
Subscription.

**LONDON TERRACE
BOOK SHOP**

219 Ninth Ave., New York
Call us on your
House Phone

**Now Is The Time To
Remodel — Reline — Repair
YOUR WINTER CLOTHES**



We'll do wonders to your last season's

SUITS—COATS—FURS

Skillful Workmanship

Low Cost



Call on House Phone

LONDON TERRACE TAILORS

FOR MEN AND WOMEN

415 Building

Lower Corridor

DON'T BE FOOLED!

The moths breed all winter—even now they are probably at work in your clothes closets destroying valuable clothing.

Science's answer to your moth problem is **CEDEX**—The Modern Cedar Closet.

CEDEX is a plastic cedar compound containing 4 to 5 times more genuine aromatic red cedar oil than the heart of the tree itself. Just mix it with water and brush it on your clothes closet walls—Presto!—You have a permanent sealed cedar lined closet—moth-repellent and fireproof. The cost per closet including labor and material is less than \$10.00—a very reasonable insurance against moth damage.

A **CEDEX** closet has been installed for your inspection in the renting office of London Terrace—others are located in the Architects Samples Corporation, The House of the Modernage, 39th and Park, or at Quality House at 469 Fifth Avenue. Write or telephone the **CEDEX SALES CORPORATION**, 101 Park Avenue, LExington 2-8033 for further information.

CHRISTMAS

(Continued from page 7)

the form of cash, but will be used to make up any possible shortage of gifts. Surplus—if any—will go toward providing food and clothes for needy families in the neighborhood. Send presents as early as possible so that they may be properly wrapped and so that the number of children to be provided for may be estimated accurately. Money, in particular, should be sent well in advance of the Party in order that it may be put to the best use possible.

Volunteers are needed to assist in wrapping and sorting the presents. Anyone wishing to help the cause in this manner may call Miss Bieber, in the Manager's Office. She will put you on the list and keep you in touch with developments.

That seems to be all for the time being. A detailed account of exactly how the Party is to be run off will be carried in next months' NEWS. The important thing is to avoid delay in offering help or sending in gifts.

Quick Cleaning

The London Terrace Cleaners are branching out. They have taken over the store space adjoining the 410 Building entrance and will now do on-the-premise cleaning instead of sending clothes out. They have installed science's latest contribution to the art of dry-cleaning—a machine called the National Crystal-Clear, which enables them to offer a same-day cleaning service for all clothes.

Dresses cleaned by the machine will be given hand-finished pressing and in addition Crystal-Clear eliminates all cleaning odors and shrinkage, lengthens the life of the garments and in general behaves with miracle-like speed and efficiency.

A call on the house phone, will, as always connect you with the Cleaners. The new shop may be entered either through the entrance on 24th Street or from the 410 lobby.

SHOP SHOTS

It may be a little premature to be talking about Christmas but it's in the air, especially in the shops everywhere and our London Terrace Shops have a great deal to offer. Let's take a look.

The Book Shop

has a large array of articles suitable for gifts awaiting your inspection. Personal stationery is always safe and acceptable, I think, or if you want to stock up for yourself you might like to follow one tenant's idea—abbreviate thus:—instead of "410 West 24th Street," just use, "410 London Terrace." This is sufficient address to assure prompt delivery direct to your apartment.

The Drug Store

is likewise a good spot to look before you buy. Toilet articles are most welcome and regardless of duplication can be kept indefinitely, hence are a wise choice to my way of reasoning. And don't think that women are the only ones that are interested in nice smelling what-nots. The male of the species is usually equally pleased with the very masculine toilet articles offered at this time of the year.

The Auto Show Room

in the 470 building (remember you registered and voted there—or you should have registered and voted there) comes under the heading of the "forgotten man," I fear. We don't mean to forget our good friends on the corner but somehow one doesn't think of buying a Dodge or Plymouth car as often as you buy a lamb chop from Al at the Meat Market. But don't think that friend wife would object in the least if you were to have a new car waiting to take her to church on Christmas morning!

Postal

is another spot that is sort of taken for granted around these parts. But they'll come into their

**CURTAINS
DRAPES**

**SLIP COVERS
BLANKETS**

Strictly Dry Cleaned

Beautifully Finished

LONDON TERRACE CLEANERS

415 Building

House Phone or WAtkins 9-7676

own during the next two months with Thanksgiving just around that much discussed corner. It's such a nice idea to greet the out-of-town members of the family and old friends, in this way.

The Beauty Shop

likes this time of the year because it means parties and parties mean beautifying my lady. If you aren't a regular customer, give our London Terrace Shop a trial, that's only sensible and fair.

The Apparel Shop

is adding to its stock each day in preparation for the aforementioned early shoppers. Many residents do not realize that this shop also keeps quite a complete line of those rather uninteresting necessities; pins, needles, thread and other notions. Or if you get a run in your last pair of hose, a phone call to the Apparel Shop will save the day—or night (the store is open until ten o'clock).

The Florist Shop

Mrs. MacLean, our artistic consultant interior decorator, insists that fresh flowers are needed to give that desired finishing touch to a perfectly appointed room. Or one that is not so perfect can be greatly improved by floral decorations. It's a grand habit and need not be an expensive one. Bunches of flowers for as low as 35 cents are always available.

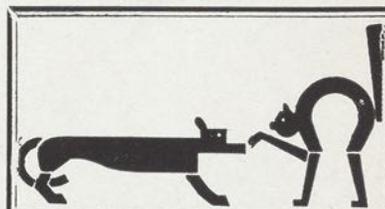
Royal Scarlet

suggests that you look over their

large assortment of dates, figs and other dried fruits, also the apple cider that goes so well these Fall days. They tell me that Terracers have gone in for Stews—beef and lamb, I mean—in a big way. All the food that is cooked and ready for your table is prepared by an excellent chef in a well equipped kitchen down below the store.

The Liquor Store

will be putting on extra help any day. Good cheer will flow freely from now on and you can find most anything you want in the way of liquid refreshments in that 9th ave. store. Have you tried the inexpensive "canned wine?" It enables you to have quite a variety of wines on hand



**CHELSEA DOG & CAT
HOSPITAL**

DR. LEON ROTH
Veterinarian

258 West 19th Street
WAtkins 9-6963

X-Ray	Plucking
Surgery	Clipping
Outdoor Runs	Bathing
Sanitary Kennels	Boarding

London Terrace Residence
415 Building Apartment 12 F

RUGS

**CLEANED SHAMPOOED
REPAIRED**



UPHOLSTERED FURNITURE

Cleaned In or Out of Your Apartment



LONDON TERRACE CLEANERS

415 Building

House Phone or WAtkins 9-7676

London Terrace Management

announces the following

RESIDENT PROFESSIONAL SERVICES

MEDICAL

ALFRED C. DUPONT, M.D.

455 West 23rd St., Apt. 1B
CHelsea 3-1894

ROBERT E. FRICK, M.D.

445 West 23rd St., Apt 1B
CHelsea 3-6677

B. M. SHALETTE, M.D.

425 West 23rd St., Apt. 1B
CHelsea 3-1224 and 1225

DENTAL

PAUL ROBERT JACOBS, DDS.

415 West 23rd St., Apt. 1B
CHelsea 3-5858

BARNETT M. WARREN, DDS.

425 West 23rd St., Apt. 1E
CHelsea 3-6434

OSTEOPATHIC PHYSICIAN

DR. J. B. CULBERT

460 West 24th St., Apt. 1E
WAtkins 9-4761
By Appointment

CONSULTING PSYCHOLOGIST

G. MARIE BROTT, M.A.

470 West 24th Street, Apt. 8F
CHelsea 3-6650
By Appointment

without the usual financial outlay and another advantage is the amount of space occupied by cans in comparison to bottles.

I can't think of a more pleasant closing topic than the last mentioned so we'll call it a day, or should I say a month?

Your friend,
THE SHOP SHOOTER.

ASTROLOGER

(Continued from page 9)

astrology, according to Mr. Mann, he'll know how to erect his defenses to cope with the emergency.

Astrology can do much, also, to determine for us our line of attack in achieving success in the various departments of living. Your horoscope will tell you, among other things, whether you are a doer, a plodder, a thinker or an escapist. Those are the four main divisions of human character. To fully realize our capabilities we should proceed in the manner which is suited to our fundamental personality. Napoleon, for instance, was a doer. The reason he got stymied in his career of conquest, according to astrologers, was because he acquired the habit of sitting down and thinking things out instead of piling ahead in his own natural fashion.

On the other hand, many modern people, says Mr. Mann, insist upon attempting high pressure tactics when they could be achieving much better results by the plodding method or by using their heads for something other than battering rams.

The Mann—there we go again—really has something on the ball. He has in print an article, written months ago, outlining the courses various European countries would take—an outline which is being realized at the present moment. He gives astrology full credit.

He can show you how the planets set in motion the discovery of electricity and the development

of the automobile. He can tell you whether you drink alcoholic beverages to bolster up your ego or whether you do it to soften the edges of harsh reality. He can tell you when it is time to push your luck and when it is advisable to retrench and sit tight for the time being.

He is convincing, sincere, honest. He brings to astrology—a combined profession and philosophy to him—stature and dignity; an accomplishment which is an indication of the increasingly serious consideration being given to his calling.

Prize-Winner

So far no sweepstakes winners have turned up among us, but one of our co-residents has gone so far as to win three shirts in a radio advertising contest. We publish this bit of information merely to confound those disappointed slogan-losers who contend that the contests are not on the level. The manager of the Apparel Shop will bear us out in the matter because he got three free shirts too—his reward for having a smart customer.

It seems to us that in all fairness, William A. White and Sons should receive at least one new shirt between them as a reward for their discrimination in selecting tenants of such outstanding distinction.

FOR SALE

IMPORTED HAND-MADE TAPESTRIES — for chair covers and cushions at ONE-THIRD the original price. 440 - 15 E.

DRESSMAKING and ALTERATIONS

MARGARET CARTER

House Phone
7 1-410

From Monday to Thursday Three of the Following Items Are Offered for One Dollar

HAIRCUT
FINGER
WAVE



SHAMPOO
EYEBROW
ARCH

465 Building

House phone
or
CHelsea 2-9653

LONDON TERRACE BEAUTY SALON
Open from 9:00 A. M. to 8:30 P. M.

DRESSMAKING and ALTERATIONS

MRS. O. LE COUNT

450 BUILDING
APARTMENT 1A
WAt. 9-7163

BRIDGE

Instruction Classes are conducted on
Thursday Afternoon 2:15 P.M.
Friday Evenings 7:30 P.M.

DUPLICATE BRIDGE

Tuesday and Thursday Evenings
8:00 P. M.
Saturday Afternoon 2:15 P. M.

GLADYSE GRAVES STARK

Director

CARD FEE
Fifty Cents at All Sessions

Standard Brands

Arrow and Van Heusen Shirts

B. V. D. and Otis Underwear

Interwoven Socks

Hickok Belts and Suspenders

Paris Garters

Sealpackerchiefs

Superba Cravats

Gotham Gold Stripe and
Mojud Clariphane Silk Hose

Kayser Gloves and Underwear

Genuine Seamprufe Slips

Maiden Form Brassieres

Tioga and Botany
Hand Knitting Yarns

Notions

LONDON TERRACE
APPAREL SHOP
405 West 23rd Street
Accessories for
MEN and WOMEN

Say It With

FLOWERS

on

Thanksgiving Day

Large Assortment

LONDON TERRACE
FLOWER SHOP

405 Building

House Phone or
CHelsea 3-8235

ELIZABETH FLYNN'S

Thanksgiving Dinner \$1.25

SERVED FROM 12 NOON UNTIL 10 P.M.

Celery	Assorted Nuts and Raisins	Olives
	Frest Fruit Cocktail	
	Fresh Shrimp Cocktail	
	Bluepoints on Half Shell	
Cream of Fresh Mushrooms		Consomme Royal
	Roast Maple Crest Turkey—Chestnut Dressing—Giblet Gravy	
	Broiled Filet Mignon—Mushroom Caps	
	Roast Young Goose—stuffed with Wild Rice—Baked Apple	
Brussel Sprouts	or	Fresh Green Peas
Mashed Yellow Turnips	or	Braised Small Onions
Baked Potato	or	Candied Yams
	Conserves	
	Endive Salad — Almond Dressing	
Fresh Pumpkin Pie—Cheese		Hot Mince Pie—Brandy Sauce
	English Plum Pudding — Hard Wine Sauce	
	Marron Glacé Parfait	



When You Send Your Laundry to

LONDON TERRACE LAUNDRY

You Know That It Is Receiving Only the Best of Careful Attention, as All of Our Processes Are Approved

by the

AMERICAN INSTITUTE OF LAUNDERING

Lower Corridor Call on House Phone 425 Building