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London Terrace News

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OCTOBER

1935

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BRIDGE NOTICE

Due to numerous requests commencing Friday evening, Oct. 11, 1935, the regular Weekly Duplicate, *exclusively* for residents of London Terrace, will take place on Friday evening instead of Monday. There will be no game on Monday, October 7th. All other sessions will be conducted as usual including group instruction under the "Case Method of Instruction" on Wednesday evenings.

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The NEWS of

London Terrace

OCTOBER 1935

VOLUME II

NUMBER 9

TO those of you who are taking up your residence at London Terrace for the first time, the News sends its welcome.

We at London Terrace think it is a pretty nice place; we know that you are going to feel the same way. We have here the largest apartment house in the world—a home within a city, and a city within itself.

So far as it is humanly possible, we have tried to make the business of living comfortable. Under one roof we have assembled services which, in range and efficiency, far outclass the best hotels. We have tried to anticipate every want; those little special needs of yours we try to fulfill quickly and well.

By picking up your house telephone, you may buy food, books and magazines, flowers, beverages, apparel; you may have your laundry done, your clothing cleaned and pressed, your radio repaired, your furniture put in shape; by walking a few steps within this building on our "Main Street," you may overlook the Hudson from the Marine Roof, you may stroll through an acre of peaceful garden, dine in a beautiful restaurant, swim in the largest pool in Manhattan, exercise, play bridge, receive instruction in knitting and in leathercraft; at a few moments' notice, a maid will come to clean your apartment, to serve your dinner, or a nurse will be at your door to attend you if you are unwell or to look after your children if you are going out.

These are just a few of the advantages of living in London Ter-

race; the blue booklet which tells you fully of Terrace services has already been given you. If you have misplaced your copy, the Cashier's Office will gladly supply you with another.

Housing several thousand people is a big job. It calls for tact and sympathy and understanding. Perhaps we are not always fully capable of all, but we try our best.

So welcome to London Terrace. It is your home.

Good Health

Ye old newsferret has been deluged with inquiries regarding the re-opening of the Exercise Room. Miss Constantine closed it for the summer, wanting a vacation herself, and she has just returned. The Exercise Room proved to be a great thing last

year—it is in the 465 Building, and you may reach it through the Pool entrance, or from the 465 lobby.

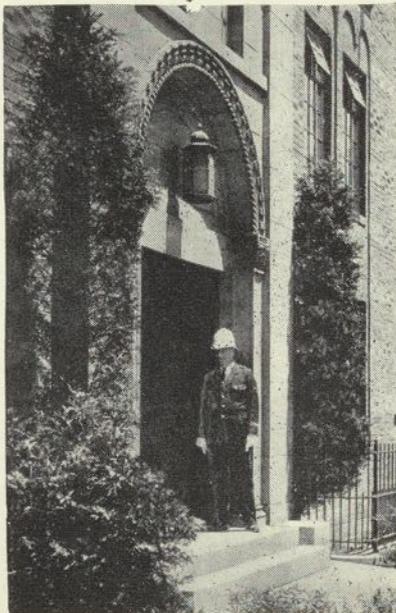
Miss Constantine kept many London Terrace women in good physical trim last year. She offered the first lesson free, and several who came out of curiosity stayed because it was good for them. She took the torture out of reducing, and to those who sought to increase their weight she added poundage painlessly.

New features are to be included in the Constantine method this year; we haven't all the facts yet, but we shall find out about them soon and tell you.

The Schuylers

We dropped in the other day to meet Mrs. Adele Schuyler, who moved into London Terrace before the building was completed and who never wants to move out. Four years ago her son, Rutherford Schuyler, and his wife followed, and her daughter and son-in-law, Mr. and Mrs. Ernest Reed, who lived in London Terrace with Nicholas Schuyler Kerr, Mrs. Schuyler's grandson and Mrs. Reed's son, for two years, only recently moved when Mr. Reed's business made it necessary. Mrs. Schuyler's sister-in-law, Miss Edith Schuyler, lives here too, and she (Mrs. Schuyler—Mrs. Adele, that is) has been responsible for roughly a half dozen couples moving into the building. Hope you have it all straight now.

She has always lived in the 435 Building—her living room faces



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the Garden, and so does the living room of her son, who lives in the 450 house. Both apartments are on the eleventh floor, and if there were not a house telephone system, the Schuylers could holler back and forth at each other across the Garden. Not that they would, mind you.

The younger Schuylers have a little girl, also named Adele, who is three years old. Mr. Schuyler has his offices in Wall Street and the Terrace is a convenient place in which to live.

Before Mrs. Schuyler (the elder Mrs. Schuyler) moved here, she lived in Philadelphia and for some years in the Eighties in New York. But, as her children grew up and married, the need for a large establishment of her own no longer existed, and she settled in London Terrace. It's a good deal as though they were all living together again, she says, for a ring on the house telephone brings nearly all the Schuylers together again quickly.

Extra-Curricular

Elsewhere in the columns of your favorite periodical appear items concerning two new branches of London Terrace endeavor. It seems knitting classes are soon to begin, under the capable instruction of an expert from Wanamaker's, and those interested in the engaging business of leather-tooling will shortly be invited to join up.

This certainly sets us to thinking. These ideas originate with residents, nine times out of ten, and are carried through as a result of tenant interest and enthusiasm. If we get an idea, we much prefer to pass it along to a resident for his or her opinion of it; if it's a good idea, the resident gets it going. We feel that that's the way it should be.

We have another idea—a spelling bee for residents. A number of us could assemble somewhere in the Terrace and have a good old-fashioned spelling bee, and the winner would be invited—nay,

urged—to write an article (enclosing four covers of recent copies of the News, or reasonably exact facsimiles) and have it published here.

Tell us what you think of it. And if you have a hunch yourself, write and let us know. The News can do no greater honor to its high office than to serve as an open forum for residents on recreations of the more ennobling type. You write us. We'll answer.

Cover Comment

Many of Manhattan's first families—the Greeleys, Van Cortlandts, Cushmans and others—once lived in Old Chelsea in spacious residences, with lawns running down to the river. Today sees the return of many fine families and the rebuilding of Old Chelsea as a residential area.

A glimpse of Old Chelsea is shown on the front cover of the News this month, second in a series of illustrations made by Adolph Treidler dealing with this historic section.

Apologies

Well, we put our foot in it again last month. We wrote an article about the discarding of the NRA and its helpful effect on the clothing industry, and in closing remarked "Ah there, Mr. Hoover."

The suspicion has arisen in some minds that (1) we were disseminating propaganda in favor of Mr. Hoover or that (2) we were commercializing our editorial position by damning an ex-president. A half dozen residents have suggested that we be made editor of the *Saturday Evening Post* and about the same number have hinted darkly that our mouth should be washed out with soap.

Tush, good readers. This is no political journal. We were but having our little jest, which never sounds quite so funny the second time you hear it. But exalt Mr. Hoover? Nay. Or condemn Mr. Hoover? Nix. So let's be friends again.

THEATRE BUS SERVICE IS OPENED

**Without the expense of a single dime,
You may hop a bus for a lovely time:
(Isn't this ducky—it's done in rhyme?)**

A HOME-TO-SHOW bus service, representing the first enterprise of its kind in apartment dwelling, went momentarily into effect on Friday evening, September 27. A regular service, between the Sheridan Theatre, at Twelfth Street and Seventh Avenue, and London Terrace is to be operated for the benefit of Terrace residents. There will be no charge for this transportation.

A comfortable bus will leave the Terrace, from the 435 Building, beginning at seven in the evening and operate every half hour back and forth from that time until the last show is over. Terrace residents will be returned by bus at half hour intervals from the Sheridan Theatre.

In recent months the Sheridan, which is part of the Loew chain of theatres, has been attracting the attention of many Terrace residents, and the theatre management has recognized that a bus service would facilitate matters for Terrace theatre-goers. The theatre itself, on the fringe of

Greenwich Village, is considered one of the finest of the neighborhood houses in the metropolitan area; in a select neighborhood, it attracts a fine quality of patronage.

With the new double-bill policy in vogue, the Sheridan now offers two full-length shows for the price of one. The inauguration of the London Terrace-Sheridan bus happily coincides with the opening at the theatre of one of the cinema sensations of the year—Greta Garbo in "Anna Karenina." The other half of the bill is "Here Comes the Band," which opened on Broadway last week.

While the theatre management confidently hopes to establish the Terrace-Sheridan bus as a permanent feature, such things naturally depend upon the extent to which Terrace residents attend the shows. The cooperation of Terrace show-shoppers is therefore necessary to insure the success of the experiment and fix it as another permanent London Terrace service.

The booking arrangements of the Loew houses are such that the best Broadway pictures reach the Sheridan very soon after leaving Broadway—in most cases they arrive there within two weeks after leaving the Broadway house in which they are first presented. Pictures from the Capitol, for example, normally go to the State for a second-run, and then come to the Sheridan and other major houses of the Loew chain. The argument against neighborhood theatres which referred to the tardiness of good pictures therefore no longer holds.

The NEWS takes this editorial opportunity to thank the management of the Sheridan Theatre and the Loew enterprises for establishing this courtesy bus, and earnestly urges play-going residents to avail themselves of it fully. Any suggestions as to the bus operating schedule will be cordially received, and the Sheridan management will be glad to know, too, of particular pictures which Terrace residents would like to see. The NEWS will cooperate by publishing in each issue the outstanding entertainments listed for the coming week, insofar as it is possible to obtain them.

On the first night of operation, the bus carried a large number of passengers.



LADY-AT-LEISURE

THIS is a well-known fact that in the Spring one's fancy turns to thoughts of love and it is likewise true that in the Autumn one's thoughts (especially those of the ladies) turn to Clothes.

This particular lady was not able to spend anything *but* thought on this subject and the result was a trip to the Valet Shop to consult with a certain Mr. Loeb, the very capable tailor connected with that organization. The three-year-old tweed suit was greatly improved with a new lining and a slight alteration of the skirt; an equally old dress was transformed into this year's model by making the tunic a couple of inches longer and little slits on each side will make almost anyone believe that it is this season's latest (I hope!). Last but not least my fur coat was improved to such an extent that I like it better than when I purchased it two winters ago. So instead of bemoaning the fact that I cannot afford several new outfits I am congratulating myself—and Mr. Loeb—for the results obtained by a little thought and a very small expenditure.

And here is household hint No. 1 for this month—ugly ink spots on fingers, very common these days among the younger school-going population, can be easily and effectively removed by wetting the "working end" of a match, the good old-fashioned long ones are best. A good strong rub will completely erase the unsightly mark. No. 2 hint—our casement window can be opened noiselessly and simply by using the forefinger of the left hand to lift the lever at the bottom while the right hand pulls the handle above. Try it tonight—especially after 2:00 A. M. Your neighbor will be so grateful.

Add these to your recipe book: Two salads made from canned pears are attractive and very delicious. The first is called "Flapper Salad." Place half a pear, smooth side up, with large part at

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top of plate (the object is eventually to make it look like a girl's head with the small part representing the neck). Grated yellow "store" cheese is sprinkled to resemble blonde hair and more around the "neck" to look like a collar. Make eyes and nose of cloves, lips and coloring for the cheeks out of those little red cinnamon candies. The final touch is a small white candle in the "mouth" light—a cigarette. The other pear concoction is started in much the same way but is not quite so artistically complicated. Place the half with small part toward the top of the plate. Spread cream cheese over the pear. Then cut small seedless green grapes in halves. Put these, cut side down, close together over the cheese-covered pear. Use the stem of the grapes at the top as the *piece de resistance* and you are bound to receive compliments for a tasty and unusual dish.

I am hearing very nice things about the "personality hair cuts" turned out by Albert and Fred

down in the Beauty Shop these days. No need to dash up to Fifth Avenue any more—the Avenue has come to London Terrace.

I am again indebted to "Diamond Points" for the following:

Nit: "Why is there such an affinity between a colored man and a chicken?"

Wit: "Because one descended from Ham and the other from eggs."

Gustin: "Let's play the game called building and loan."

Salesman: "What's that?"

Gustin: "Get out of the building and leave me alone."

The man on a stool at a lunch counter had ordered bread and milk. "On a diet?" sympathetically inquired the man next to him. "No, commission."

I would like to take this opportunity to welcome newly arrived London Terracers, extending to them sincere good wishes for a happy year, or years, in our midst.

SEEING THINGS AT NIGHT

The life of a dramatic critic is a pretty pleasant business, and Arthur Pollock is by no means unmindful of the fact

THERE is a venerable and persistent report that a dramatic critic would much prefer to stay home nights and play pinochle with the elevator boys. But Arthur Pollock, for sixteen years the official first-nighter for the *Brooklyn Daily Eagle*, doesn't agree.

You always are looking for the surprise play, Mr. Pollock believes, something that pops into favor with the bull's-eye accuracy of, for example, "Another Language." It's worth a trip to the theatre, he thinks, pretty much night in and night out during the theatre season.

His reviews are tapped out on his portable typewriter in the hush of night in his homelike apartment in the 450 Building, and delivered by messenger to the *Eagle* offices. He used to plod his weary way to Brooklyn long ago, but he

much prefers the quiescence of London Terrace, where he and Mrs. Pollock and their Peke have lived for four years.

The idea that perennial theatre-going isn't a bore comes as a pleasant surprise. Run-of-the-mine theatre-goers, who attend rarely, have been instructed to feel deeply for the critics, those poor chaps who, in the swift completion of their appointed rounds, must regularly face the gloom of night. Mr. Pollock, on the other hand, considers it a pretty soft life and not without its blessings.

When the season fades away in June, Mr. Pollock and his wife (she was Mabel Maurel and appeared frequently under the aegis of Arthur Hopkins) thumb leisurely through travel folders, and shortly find themselves on the high seas. They've been across a

number of times. Last summer they varied things a little and motored to Hollywood, where the Pollocks have friends. He wrote a column for the *Eagle* three times a week while he was away, on topics of his own choosing, but he found it a little irksome and doesn't think he'll do it again. When there isn't time enough to go to Europe or Hollywood, they bundle themselves into their car and go up into Connecticut, where they have a place.

A man of medium height, with an amused twinkle in his eye, a well-modulated voice, a dexterity in selecting the right word effortlessly for the situation, and usually with a pipe jammed comfortably in the corner of his mouth, he reviews nearly two decades of close association with the theatre and thinks it is pretty well off. There will always be a legitimate theatre, he contends, in New York, although he fears the "road," now dead, is likely to remain that way. The talking pictures, the radio and the inferior calibre of road companies have much to do with it. But he feels, too, that the out-of-towner isn't sufficiently abreast of changes in our local dramaturgy, that the idealistic play of today



The principal personalities of "Melo," which Arthur Pollock adapted: Left to right, Basil Rathbone, Edna Best, Mr. Pollock, and Earle Larimore. Seated in front, Henry Bernstein, the playwright.

just isn't understood west of the Hudson, where they still don't know that hokum is dead.

Regarding those recurrent feuds between producers or playwrights and critics, Mr. Pollock says that it looks pretty much like a draw. It's unfair, he believes, for the critic always to have the last word, but that's the way it is and you can't do much about it. Elmer Rice's blast against the critics a while ago was not without its effect, however; the critics seemed to become a little more tolerant after that to ideas like those in Mr. Rice's plays and maybe Mr. Rice didn't waste his voice.

He's never written a play, but he has appraised many—it is part of the job to be assailed by would-be playwrights. Much of his mail comes from people who want help with their plays. He offers advice whenever he can, but won't undertake to market anything. A few seasons ago he adapted, for Henry Bernstein, a play called "Melo," which is short for melodrama. Edna Best, Earle Larimore and Basil Rathbone were in it. It ran several weeks, but it opened at the same time as the depression. Mr. Pollock thinks the play was so-so and seems perfectly satisfied that it lasted as long as it did.

In connection with "Melo" an amusing incident arose. The Shubert press department (it was a Shubert production) had been spelling the author's name Henri instead of Henry. When Mr. Bernstein arrived here from Paris he pointed out the error and the press agent asked if he couldn't please leave it Henri, since it had been that way all along. Mr. Bernstein said no, they couldn't, because it happened that Henry was his name.

One polite fiction is that the critics get together between the acts and talk over the play. They get together, Mr. Pollock says, but there is little or no discussion of the entertainment. Critics, instead of being cautious about disagreements, rather enjoy them. The best plays are the hardest

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ones to write about because of the need to choose the right word to do them justice, make their high quality clear. The bad ones are easier to do justice since they deserve so little. So roasting them is just good clean sadistic fun.

He gives his interviewer the impression of being unhurried and unworried. He has been in the business much too long to be awed by it. Yet when the curtain rises for him, which it does a couple of hundred nights a year, he experiences a sixteen-year-old thrill, the thrill of anticipating something great in the theatre. He has been robbed of realization often, but one good play can erase the sorry effect of a score of bad ones.

It is worth going to find out, Mr. Pollock thinks, and he ought to know.

(This is the third of a series of intimate sketches concerning interesting people who live in London Terrace. Your suggestions of subjects are welcome).

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Travel Tips

London Terrace has completed an arrangement whereby the travel bureau facilities of the Baxter Travel Service, 322 Fifth Avenue, are now made available to residents. The bureau makes arrangements for travel, by steamship, airplane or bus line; effects hotel reservations anywhere, and arranges for sightseeing trips anywhere in the world. The wide scope of the bureau's service promises to relieve Terrace residents who wish to travel without the trouble of making all arrangements. The extra services offered by the Baxter organization are free, and its rates are the same as those quoted by each individual operating company.

The advantages of dealing through a bureau of this sort include the fact that there is no extra charge for the service; that a prospective traveler gets, after all, unbiased advice, that the years of experience behind the bureau enable it to arrange the best accommodations, and to take care of a thousand petty matters involving passports and visas, itineraries, etc.

The Cashier's Office in the 435 Building has on hand travel literature which will prove helpful to the prospective traveler, and will be glad to put a Baxter representative in touch with you if you are planning a trip.

Residents are urged to take full advantage of this new London Terrace service.

Bridge

Beginning October 11, the weekly bridge sessions held for tenants only, will take place on Friday evenings instead of Monday. The Monday periods, hitherto devoted to duplicate, will be cancelled in favor of the new program. Mrs. Gladys Graves Stark, in charge of the bridge group, has already apprised residents of the change.

The so-called Case Method of bridge instruction is proving popular.

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**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.

Editorial

WITH October first rentals showing a gratifying increase over the figures at the same time last year, William A. White and Sons, managing agents for London Terrace, are about to close the official renting season.

There are still some apartments vacant, of course, and the Renting Office will maintain its staff of reports to take care of all inquiries.

Real estate editors throughout the city have noted the trend toward city dwelling this year, and apartment house owners and managements have reported a fine season throughout the city.

The White organization has found that the increase in transit facilities has been a compelling factor in bringing newcomers to London Terrace, and the promise of Twenty-third Street bus service, designed to supplant the present trolley line, is of interest to new and old residents alike. The replacement by buses of the Eighth and Ninth Avenue trolley systems is proceeding slowly but satisfactorily.

As has been indicated in earlier issues of the NEWS, the cooperation of present residents in bringing new residents to the Terrace has been most effective and in a high percentage of new rentals the incoming resident has been persuaded to move in as a result of the recommendation of friends already residents here.

The White organization urges new residents to investigate at their leisure the services, many of them new this year, which are offered in London Terrace, and to make full use of the advantages which this city within a city so elaborately provides.

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Leather

An Art Institute has arrived at London Terrace—a school in Leathercraft, restricted to the residents of London Terrace and their friends. This is a feature which no other residential center can boast.

Leather is one of the finest mediums for creative expression and as such has become a tremendously popular leisure time activity. The variety of articles which can be made is very great—beautiful and useful articles suitable for gifts, personal accessories or the home.

Miss Lois Lane and Mr. W. R. MacKenzie will have charge of the leathercraft group. Definite announcement as to time and place will be made shortly.

Beauty Specialist

Miss Alice, who has just joined the London Terrace Beauty Shop organization, is a specialist in personal hygiene with an enviable background in the business. She likes coming to London Terrace and looks forward to assisting residents.

She comes into an establishment which is one of five—three in the city and two out of town—

of which the London Terrace unit is the headquarters. The shop has lately been enlarged, and the proprietors are looking forward now to the new season, which is soon to begin. Hair-dressing, of course, is the major specialty; it slips off a little in the warm weather and revives when Autumn comes.

Virtually all of the business in the Shop comes from the building itself, and is nearly always arranged for over the house telephone. The Shop takes care, of course, of requests to give treatments in apartments, whenever the customer is ill or not inclined to come out of the apartment.

The Barber Shop is maintained in conjunction with the Beauty Shop.

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TOBIAS THIRSTS FOR CHANGE

or A Domestic Menace is Dethroned

I WAS curled up in an easy chair with a book of charades when Tobias called. I felt reluctant to send him off with a poor excuse, so I asked that he be sent up.

Tobias had not seen my apartment for some time, thanks to my providential avoidance of him. He came in and put down his hat, and ran his eye appraisingly over the furniture.

"Things seem much the same here," he said, hollowly. "The last time I was here, that davenport was in the same place."

"You're right, Tobias," I said. "It's always been there. I like it there."

"I don't," said Tobias, with emphasis. "If I were you, I would move it. Over here, for example." In a trice he was out of his coat and vest and was arched at one end of the davenport. With a mighty heave, he pushed it across the room. A table was in his way.

"That should be here," said Tobias. He picked it up and moved it.

I laid aside my charades and watched him.

"The davenport goes in here nicely now," he pointed out. "We'll put that lamp behind it."

"I like the lamp where it is," I protested. "It's a good old lamp, and I love it there. It has character and feeling and distinction standing right where it is. I wouldn't hear of its being moved."

"Tosh," said Tobias, moving it. "It throws the light over the right shoulder and that is wrong. Do you understand? Your rugs are badly balanced. And I don't care for the picture arrangement, either. But let's take the rugs first—one thing at a time is my view of it."

He picked the rugs up and piled them temporarily at the end of the room. Hands on his hips, he studied the pictures on the wall. He pounced first on a neat little

drypoint I had picked up in a shop on the East Side years ago.

"Put this in your bedroom. It doesn't belong here."

"I want it there," I said. "It has hung there since the night I bought it. It was a cold winter's night, and regardless of my weariness, I hunted around for a hanger and wire. After it was hung, I sat and studied it for at least an hour. From where I sit I can always see it, and it cheers me."

"Forget it," said Tobias. "It's been there too long. You are getting set in your ways. Now for the bookcases. I think this one will look better where the table was. But first, your books. You have them all in sets. Here's the

Harvard Classics, then Decisive Battles of the Russo-Japanese War, then the Beacon Lights of History, then the Hundred Best Mystery Stories. It's a bad lot, but break them up. Don't put sets together."

"I like them together," I pointed out. "Sometimes, when I am especially weary, nothing refreshes me more than a good old tussle with the Aeneid. I just looked under the A's and there it is. If I want a little Mary Roberts Rinehart or Mary E. Wilkins-Freeman or Conan Doyle, I look under the proper letter in my mystery file and there it is."

"It looks bad," Tobias told me. "Mix them up. Color is what you

THE TERRACE POST OFFICE



A view of the new London Terrace Post Office in the Food Store, now open. This is a Contract Station, and offers a service virtually unrestricted, including domestic money orders, registered letters, C. O. D. parcels, domestic parcel post, stamps loose and in booklets, postcards, stamped envelopes, etc. No parcel post or money orders to foreign countries are accepted, and bulk shipments are limited. But the Post Office operates a service fully capable of caring for residents' requirements. The hours are from nine to six.

want. Color and variety. And take the jackets off these books. I detest jackets."

"The ones with jackets on are borrowed," I said. "I have no business taking them off. Some day I may return them."

"I'll fix everything," said Tobias, plopping several book jackets in the waste-basket. "Lie back and rest."

I got up calmly and walked over to the fireplace. I picked up the poker and, sidling up to him, I tested its rigidity between my fingers and then let him have a few smart raps over the head.

He spun upon me.

"Stop your nonsense," he stormed. "That's no way to treat a friend who came to help. I've a notion to go and leave everything undone. It would serve you right."

I swung at him again, blindly. Smarting with pain, he seized his hat and bolted through the door. Calmly I restored everything and returned to my charades. I enjoy charades.

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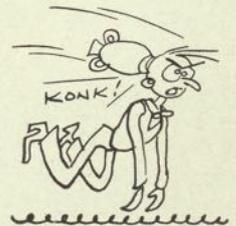
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Knitting instruction is the latest feature to be added to London Terrace relaxations. With Winter coming on, the need for warm woolen socks is increased, as most husbands are prepared to testify, and Terrace wives will have no excuse for their failure to maintain a good supply.

The final announcement of the hours will be made in the lobby frames shortly; Mrs. Hines of Wanamaker's and her daughter will be in charge.

School Days

The London Terrace School, now established on the top floor of the 470 Building, has just opened with a record attendance of young folks. This year the School has enlarged its curriculum to include the first and second grades as well as the kindergarten.

Registration remains open until October 15, as these first few days are largely "get acquainted" days. London Terrace parents are invited to come to the School and inspect it.

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BOOK NOOK

MRS. Anne Morrow Lindbergh, who appears to write as well as her husband flies, tops the non-fiction list of the Circulating Library at the Book Store again this month. The reviewers gave "North to the Orient" a warm reception, and your own commentator, whose endorsement of a book is regarded locally as indicative of success, unstintingly lavished praise upon it. It is the report, of course, of the Lindberghs' northern and western expedition.

We liked the fiction top-notchers, and "Lucy Gayheart," too, which is still doing very well, and we do unreservedly recommend the Lindbergh book. Mrs. Lindbergh, of course, has had a literary flair always, and has turned out some creditable things in her time.

"Vein of Iron," which is described as Ellen Glasgow's finest novel, is in heaviest demand in the Book Store's fiction group. "Europa," Robert Briffault's engaging opus, comes second, while "Honey in the Horn," by H. L. Davis, is tremendously popular also. London Terracers are finding "Stars Look Down," by A. J. Cronin, more than passably interesting in the fiction field.

With war in the offing, Walter Millis's commanding "Road to War" seems destined for a revival. William Seabrook's "Asylum," a leader in the non-fiction group last month, is still in heavy demand.

The Book Store management points out that it is an exceptionally good month in the publishing business, all branches doing a good business and every department well represented on the lists. Mystery stories, which sagged off a little during the summer, are back strong with "The Case of the Caretaker's Cat," by Erle Stanley Gardner, and "Merely Murder," by Georgette Heyer, being particularly sought after by Terrace readers.

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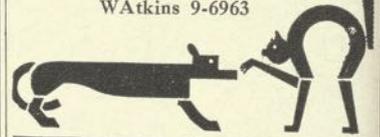
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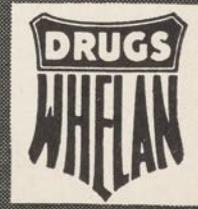
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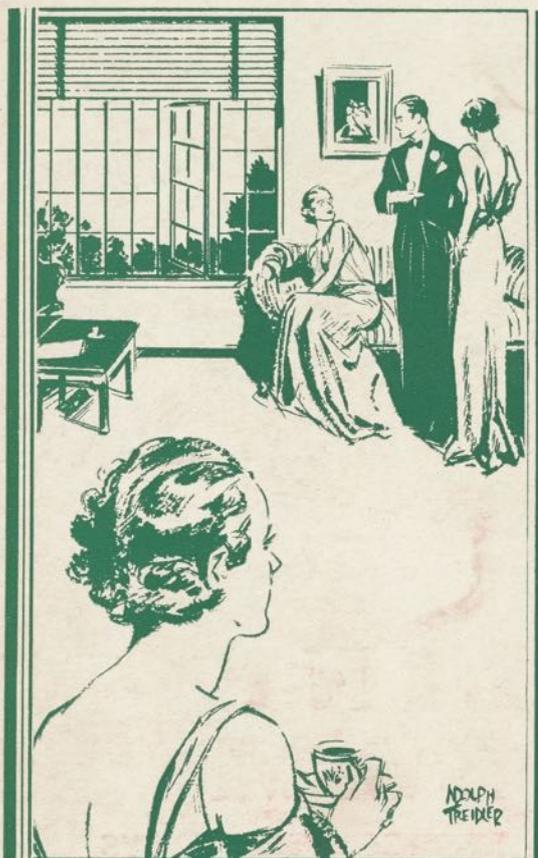
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