

OCT 28 1936

London Terrace News



OCTOBER

1936

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LET US HELP YOU GET SETTLED

Maid Service..... 50c an hour

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Floor Waxing:

1 room..... \$1.75

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75c an hour for waxing
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Window Cleaning:

Double window..... 40c each

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For further details call the

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NEW TENANTS!

*Let us help you get settled by
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CURTAINS

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SLIP COVERS

We know you will be satisfied

KNICKERBOCKER LAUNDRY COMPANY, Inc.

London Terrace Branch

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425 Building

London Terrace

The World's Largest Apartment House



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



SOME WITH WOOD BURNING FIREPLACES
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TWENTY-ONE SERVICES ON YOUR
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RENTING OFFICE
435 WEST 23rd STREET



WM. A. WHITE & SONS

Est. 1868

51 EAST 42nd STREET

NEW YORK CITY

Renting and Managing Agents

London Terrace

OCTOBER 1936

VOLUME IV

NUMBER 10

Everybody Listens

Radio listeners all over this fair land got a distinct break on Sunday, October 11th, when London Terrace went on the air. The channels of the NBC Blue network—WJZ to New Yorkers—were thrown wide open for an interview with two Terrace families. The fan mail is pouring in and one of the amateur actors had an offer from Hollywood, but couldn't accept it because he didn't want to move away from London Terrace to be bothered with a lot of bungalows and sunshine.

All ribbing aside, the broadcast was a unique one. It was the first time that a regular studio program had been brought into a private home. The members of each family were interviewed right from the middle of their parlors. The program was designed as the first of a weekly series of "your neighbor" broadcasts to give listeners in various parts of the country an idea of how other listeners live. London Terrace was selected as a spot to give outlanders a bang-up impression of the manner in which New Yorkers can live if they so desire.

Jerry Belcher of "Vox Pop" fame did the interviewing in his inimitable friendly, breezy style, no mike fright was discernible and the families sought their couches that night with the stirring drumbeats of fame throbbing in their ears with faint, but easily determined insistence.

Column

The News has added a new column to its many and varied attractions for readers. Each month it will send out a sharp-eyed reporter to the shops and stores in the buildings to bring back news of special items. Bargains will be found, novelties of sorts—anything which would seem to merit special attention.

The column is called "Shop Shots." The first one is to be found on another page of this issue.

Talk - Talk

It is a nice convenience to own a house phone as well as a regular outside telephone, as most Terrace residents do. However,

it sometimes results in misunderstanding if someone, taking for granted that Terrace house phones connect apartments to the outside, calls the Terrace switchboard expecting to be connected with an apartment.

It is very simple to straighten out this matter. All you have to do is to leave your private number with the Terrace switchboard operator. If a call comes into the switchboard for you, the operator gives the caller the number by which you may be reached. Thus, in effect, if not in actuality, our house phones give us regular outside switchboard service.

Two Birds

Stacks of little-used books, discarded magazines and playing cards which have lost the first fine flush of newness often constitute something of a problem. They are too good to be thrown away, yet they take up more space than they are really worth. Mrs. D. W. Steele, in apartment 14 D, 465 Building will put these articles to good use. She is connected with a branch of the Red Cross which supplies reading material, playing cards and the like to veterans' hospitals.

She has just added a fresh unit to her service—a hospital at Stapleton, S. I., and can use just about everything you have to offer. A call to Mrs. Steele will do the veterans and yourself an excellent turn.



RUBBER BRIDGE

Thursday Afternoon 2:00 P. M.
Friday Night 8:30 P. M.

Rubber Bridge games will be limited exclusively to **RESIDENTS OF LONDON TERRACE**

Instruction Classes will be conducted on
Thursday Afternoon 2:00 P. M.
Friday Evenings 7:00 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

LONDON TERRACE APPAREL SHOP

405 West 23rd Street

MEN'S WEAR

Hosiery — Lingerie

Hand Knitting Yarns

Expert

Free Instruction

Orders taken

Notions

Accessories for

MEN and WOMEN

Smart Spot

Twenty-third Street is taking on added lustre with the advent of Elizabeth Flynn's Terrace Lounge, which is not, primarily a place in which to lounge. It is a place in which to sit cozily on stools, at tables, or in wall seats sipping any sort of a drink your alcoholic heart may desire. The Lounge is a pretty nifty little spot. It is situated next to the Flower Shop on the locale of what once was the Coffee Shop.

It has a good substantial, long

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.

a view of the street. The windowed front of the place folds up—or something of the sort—in summertime to give it an open-air touch. The walls are cream



Elizabeth Flynn's always popular Restaurant

bar—no sissy service contraptions here—with a brass rail attached in the traditional spot for brass rails. The only concession to modernity is the fact that the brass rail has been given an outer coat of gleaming chromium. The color scheme of the room is red, silver, cream, tan. The woodwork of the bar, stools, chairs and tables is in red, with cream-colored leather cushions on the seats. You hang your hat on chromium-plated hooks and rest your elbow on another silver rail along the edge of the bar.

Up at the front on each side are two fair-sized wall seats with

and tan, with two of them boasting murals.

Miss Flynn deserves a vote of thanks—and a good bit of patronage—for her praiseworthy efforts to erect in our midst a warming bulwark against fatigue and boredom.

Moved

Right in line with the true spirit of October, Grace MacLean, our Consultant Interior Decorator—don't let that title scare you—has indulged in a fit of moving. She is now to be found in Apartment 11-I 470 Building.

Controversy

THE intriguing snapshot shown here of the bashful man, the curious dogs, the forthright police sign and the handsome curbstone is borrowed from a recent issue of **THE NEW YORK WOMAN**, newest addition to the town's smarter publications. The publishers said we could use it, along with the story which accompanied the photo. It is a timely story, of good literary quality, so we thought we might as well save ourselves some work. Following is what **THE NEW YORK WOMAN** had to say about the current dog controversy.

New York, at the moment, is divided into two warring camps—doggers and non-doggers. Those who don't own dogs have pressed effectively their grievance against canine fanciers' indifference to their pets' committing nuisances everywhere. They have been so vociferous in their demands that the streets be kept free of dogs' bad habits that the police have limp wrists from writing summonses for offending pup-owners.

New York women, with but few exceptions, expressed their complete accord with the curb laws. Those with pedigreed

dogs insisted that their pets are well-mannered and that it was an insult to their bringing-up to suppose they were not curb-conscious. They were quick to shunt the blame for dirtying-up the streets on owners who "shouldn't have dogs anyway, since they don't know how to take care of them." Some New York women who don't own dogs pointed out that many owners turn their pets over to doormen, maids, bellhops, for exercise and relief. These servants, they averred, are frequently not tipped, are resentful of being made dog hostlers, anyway, and may, in large measure, be responsible for the outrage to streets and civic pride alike. If New Yorkers must keep dogs, then their dogs must behave.

There doesn't seem to be much we can say, after that.

Exchange

Frequently Terrace residents find themselves in the market, either on the selling or buying side, for a cat or dog, a piece of furniture or many other knick-knacks either decorative or useful. Often they will expend a lot of

energy and time rustling around trying to turn up a buyer or seller when just the one they are looking for is right here under our own roof.

Well—the **NEWS** is taking steps. Beginning with next month's issue, we will incorporate upon one of our pages a classified advertising column as a clearing house to help residents dispose of or collect objects which their hearts happen to desire at the moment.

In line with magazine and newspaper convention, the classified ads will be charged for by the line—35c to be exact. If you want to figure out how much you can say in one line, count the characters in your advertisement—characters meaning letters, punctuation marks and spaces between words. You can get about thirty of these on one line. Ads will be classified under "For Sale" or "Wanted" headings, or other special groupings as they are called for. Replies will be delivered immediately to the advertiser from our office.

Naturally, no ads which deal with a business, occupation or service can be accepted in the classified section, these coming under the head of display advertising.

What do you want, or what have you got that you don't want?

Maids

The spick and span appearance of Terrace apartments is due in large measure to the well-organized Maid Service which caters so expertly to the comfort of tenants. Newcomers wishing to utilize all the advantages their new home has to offer would do well to consult with the Housekeeper as to their requirements in this direction. Service can be as extensive or limited as you desire and convenient schedules may be worked out for the convenience of all concerned. Special jobs, of course, are undertaken, as well as regular ones.

A call on the house phone, will, as usual, do the trick.



A DATE WITH PROGRESS

History repeats itself with four magic little numerals of success

THE dirigible "Hindenburg," on its voyages of discovery—as exemplified by the cover on this month's News—invariably gives a passing salute to London Terrace. Its last trip just missed coinciding with Columbus Day. The Columbus Day visit would have been triply coincidental—if there is such a thing—because the figures 1492 mean a lot more to William A. White and Sons, Managing Agents of London Terrace, than the year in which Queen Isabella's jewels went to the hock shop in order to save America from the Indians.

No matter how you spell fourteen hundred and ninety two—that way, or 1492 or one thousand four hundred and ninety two—it brings a fine gleam of satisfaction into the eyes of Mr. William A. White and Sons. On the anniversary of the day in which Columbus cast anchor in the waters of the Western Hemisphere for the first time, Terrace lease number 1492 for the year of 1936-37 was signed, sealed and delivered.

Now it isn't just the coincidence of figures which makes the Management grin and rub their hands together. It is the significance of the figure itself. On October 12, a slim two weeks after the opening of the new rental season, one thousand four hundred and ninety two Terrace leases were filed away as finished business. This means that ninety per cent of available Terrace apartments were rented before the fateful month of October had even gone into its second half.

To really understand what ninety per cent occupancy means, you have to talk with a real estate man. To one of these gentlemen, it is what a .450 batting average is to a ball player, what a change of government is to a

leases than for any other year in the history of the Terrace. That statement, stacked on top of the usual high average of our renewed leases, really makes something of a record to chuckle about.

The wheels of operation for the largest apartment house in the



London Terrace catches up with Columbus

Frenchman, what stacks of fan mail are to a radio performer—the thing that makes life worth living in all the full glory of grandiose achievement. And to hit it smack on the nose so early in the year is something that will have them talking throughout the whole long winter.

Another item for Terrace self-congratulation is the progress of the "stagger" lease system. This year a little over twenty per cent of the leases are "staggered" to expire through the winter and early spring in order to relieve the traditional October jam-up.

One other little item of statistics which adds to the stature of London Terrace as a permanent home has to do with the number of renewed leases. This year there were ten per cent more renewed

world have been set smoothly in motion for another year. If you don't hear them clicking very loudly, it isn't because they aren't doing their duty, but because like every efficient mechanism, the better they accomplish their jobs, the less noise they make about it. The organization built up so carefully around our homes is an organization trained to function as inconspicuously as it does efficiently. The fact of the high percentage of Terrace occupancy proves that our residents, among other things, appreciate the manner in which our administrative organization attends to their needs.

1492 may have been a red-letter year for our old pal Columbus, but lease 1492 bears equally illustrious connotation for London Terrace.

LADY AT LEISURE

SCHOOL days—moving days—hectic days! Soon the calm after the storm—I hope. I'd like to be able to greet each new tenant personally but 400 calls, more or less, are a lot to make even for a "Lady at Leisure." So I will do the next best thing and extend a most hearty welcome through this column to new Terracers with all good wishes for a long and happy stay amongst us.

If we do say so and shouldn't, London Terrace can be about the most pleasant place in the world to live if you will become acquainted with, and make use of, the many unique services. Some who have lived here for two or more years admit, under pressure, that they have never been in the Swimming Pool although it was "one of the reasons we chose the Terrace in preference to all other apartment houses in New York." Oh, how many times I've heard those same words. So—why not start right away to make use of this gorgeous pool by planning a swimming party next Sunday morning, followed by "Brunch" in your apartment at noon. Or cocktails, then a dip and dinner at Elizabeth Flynn's any evening. It's a most unusual way to entertain your guests, especially out-of-town ones, and quite inexpensive.

Mrs. Wimberly will come to your rescue, without fail, if you receive that unexpected phone call

from hubby saying that he is bringing the "boss" home for dinner. And an attractively uniformed maid to serve Tea or Cocktails will make entertaining so much more fun for you and pleasanter for your guests, to say nothing of giving the desired right impression to your slightly high hat school chum or Aunt Tillie who was rather concerned as to friend husband's ability to take care of the little woman.

And how much more simpler and reliable, to call downstairs to have our carpenters estimate on repairing that nice old mahogany table or Mrs. MacLean to suggest the right drapery material and valance board design. She and Mr. DeGraw are busy as those two famous little bees down in the newly enlarged Decorating Shop. I could go on indefinitely but all of the old tenants, and most of you newly arrived ones, have surely discovered the many shops—there's scarcely a necessity that you can't buy in this block of ours. And our popular Miss Constantine must not be forgotten. Most everyone knows her ability to cause excess pounds to fade. Her exercises are most interesting but better, yet, effective. She has a long list of satisfied customers who have chosen swimming as a means to lose extra poundage. Then there are others—lazy like myself—who prefer to have others do the work.

I mean, I favor the cabinet and massage method, with Luffa Sponge scrub and sun lamp treatment as added attractions. I could scarcely believe my ears when a tenant expressed surprise over learning that we have this fully equipped Bath Department right here in the Terrace. If there are any others who are not fully acquainted with this service, hie yourself down to the Women's Locker Room at the Pool and see the attractive quarters provided for your convenience.

Sure we like ourselves and down in your heart do you blame us?

If anybody cares for my opinion I would like to heartily recommend that very smart new magazine, *THE NEW YORK WOMAN*. It contains so much useful information about everything and should appeal to all types of women, working and otherwise. Its size and price appeals to me and I have made good use of many suggestions regarding my house and clothes. They mention things within reach of most everyone's purse rather than devoting page after page to little original models from \$100 up! The articles are timely and very readable, I think. Get a copy and judge for yourself if you haven't already become a regular subscriber.

House-warmings and cocktails go hand in hand these days so I thought you might like to know my latest discovery in the way of an appetizer. Very simple but awfully good. Just mix cottage cheese with plenty of grated onion, salt and pepper. Serve with potato chips, letting each one "dip into" the cheese mixture with a chip. Very informal and a little messy but it always makes a hit.

I've picked this one for the wise word of the month: "The man who flees from the burden of responsibility is simply running away from success."

And I'll be with you again in time to help you cook your Thanksgiving dinner—and after that Christmas, or would you rather I hadn't mentioned *that*?

It's So Easy and Economical

Just call on House Phone and a Complete Valet or Tailoring Service is at your disposal. Low cost.

London Terrace Valets

415 Building

Lower Corridor

GIRL MEETS FAME

One of these young ladies makes headlines, the other writes them

THERE is nothing like a couple of good handpicked celebrities around the house to add zest to living. London Terrace always has its share of notables and they seem to keep right on piling in.



Eleanor Blake

The latest of the crop have come to us by way of the Organization Service Associates, that intrepid little band of ladies which has gone into business in Room 200 of the 405 Building.

If the faint whir of airplane motors hangs over the Garden, that would come from the activities of Miss Ruth Nichols. If the odor of newsprint and the clash of presses are blown in the window by the Fall breezes they would be propelled by Miss Eleanor Blake.

Both of these famous young ladies have settled themselves down in the Organization Services offices to carry on their professional activities. Naturally, Miss Nichols is not making a landing field out of a Penthouse terrace, nor is Miss Blake installing a

printing plant next to the Carpenter Shop, but there are certain things connected with their livelihoods which will be accomplished within our walls.

Miss Blake, for instance, plans to do a lot of writing this winter. She is going to be contacting editors, receiving assignments, arranging high-powered interviews. The office in the 405 Building will be her campaign headquarters.

Miss Blake is a quietly pert young lady with a distinct air of knowing what she is about. Born into a heritage of writing—her father a magazine man, her mother one of the pioneer women newspaper feature writers—she fell into word-building as naturally as a tadpole into a pond. The war gave her her first real break. Newspaper editors were short-handed in those days. They had to come down off their carefully-erected high horses concerning the merits of female newspaper writers. Accordingly Miss Blake found herself doing feature work for the Detroit "Press," whither she had gone from her Chicago home. She had, of course, never entertained any idea but to write for a living since her cradle had been festooned with typewriter ribbon, but she had expected a little longer pull for recognition.

From then on she has never stopped, turning out feature stuff, articles for women's magazines, novels, mystery stories. "Seed-time and Harvest," a novel of the Scandinavians of northern Michigan, she likes to consider as a serious bid for enduring fame. It was finely received and she is working on a companion piece.

She is not one to put all her soup stock into one stew, however, so she is not passing up any bets.

That is one reason why she came to New York, although breaking the ties of the middle west was like knocking the props out from under a railroad trestle. New York is absolutely necessary, she thinks, for the contacts she wants. Now that she's here she likes it, can't imagine why she ever thought she wouldn't.

She's done pretty well so far—landed a series of assignments with a national magazine weekly and is one of the editors for a new feature section of a Philadelphia Sunday newspaper. One or two more like that will furnish her with the repose and peace of mind necessary to do the sort of a job she wants to accomplish with her new novel. Like many modern authors, she doesn't believe that



Ruth Nichols

doing topical stuff for magazines and newspapers spoils the writer for serious work. The security that comes from a regular paycheck is worth any amount of frenzied starving for art's sake, in her opinion. Her next book will have to prove she is right.

Miss Nichols, likewise, is using the Service Associates as a house of business. There is more to the profession of flying—particularly for a woman flier—than climbing into a plane in the early dawn to

(Continued on page 17)

VOTE REPUBLICAN
LANDON KNOX BLEAKLEY
CHELSEA REPUBLICAN CLUB OF THE
CITY OF NEW YORK
241-243 West 23rd Street

Regular Republican Organization welcomes the aid of
all interested in the party.

Membership: Men \$6.00, Ladies \$3.00 per annum

Get acquainted with us at our Hallowe'en Party at the
Club Rooms on Friday evening, October 30th.

Entertainment — Speakers — Refreshments — Dancing

Admission One Dollar Tickets Now on Sale at

Club Rooms or from John Bartels, Captain.

DON'T GET TIRED . . . Drink Milk

Milk helps to keep you feeling fit . . . quick as a quarter-back . . . strong as a guard! It floods your body with nourishment. Restores your strength and revives your spirit.

Sheffield Farms provides SEAELECT Milk to increase your pleasure in milk-drinking. It's creamier. It's fresher. And those are things that speak for themselves in every cool, glistening glassful. Enjoy SEAELECT Milk wherever you are. Club. Restaurant. Home. Delivery is as courteous as it is prompt. Just telephone for service.

SHEFFIELD FARMS

Seaelect GRADE-A MILK

524 W. 57th St., New York City — Telephone: COlumbus 5-8400

Sing?

Terrace ladies who would like to lift their voices in song have received an invitation to join the Golden Hill Chorus of downtown business women. This organization of fair warblers combines social activities with two concerts a season. The concerts take place in the toney atmosphere of Carnegie Hall. The social activities consist of supper dances after the concerts and informal parties once a month. Dr. Channing Lefebvre, well known in musical circles, does the conducting.

Rehearsals take place once a week on Monday afternoon at 5:30 P. M. For more information and details interested singers may get in touch with Mrs. Killmer, apartment 19 F-410 Building.

Scouting

Ladies who wish to do something really constructive during their leisure moments may be interested in an offer from the Manhattan Council of Girl Scouts. The Girl Scout organization is extremely full of business these days and finds itself short on leaders. The Manhattan Council, therefore, is putting out a call for women who believe they would fit into this sort of work. The Scouts are to receive instruction in home and child nursing, cooking, needlework, outdoor activities. Women over eighteen years of age, married or single, are eligible to become leaders. Previous knowledge of the Scout program is unnecessary.

The Manhattan Council of Girl Scouts is starting a series of courses to prepare future leaders for their duties. The first of these is to be held on Wednesday, October 28th, at 8 P. M. at the Girl Scout headquarters, 670 Lexington Avenue.

Anyone interested in this work should get in touch with the Manhattan Council of Girl Scouts. The phone number is Plaza 3-1217.

SHOP SHOTS

It will be the object of this column to tell residents what's new in the London Terrace shops. For instance

The Flower Shop

says now is the time to stock up on Bitter Sweet and Japanese Lanterns. They always look most attractive, I think, after the more delicate summer, fresh flowers. The Florist has a large supply and he will also show you hardy plants that will last (for a while, at least) in our usually too hot apartments.

The Beauty Shop

is making a most generous offer in the way of "three items for \$1.00." Now instead of thinking that you should wash your own hair or tweeze the eyebrows in order to get the rest done for the dollar that the old budget allows, you can have "the works" for the price you used to pay for two.

The Decorating Shop

Needless to say, Mrs. MacLean and Mr. DeGraw are very much the man—and woman—of the hour these days. They can bring order out of chaos after the moving men leave and can make that old chair or sofa of yours look like this year's model with just the right color combinations. And their advice—if that's all you want—and they hope that is *not* all you want—costs nothing.

The Book Store

calls attention to the fact that most people do not realize that they carry a most complete line of "small hardware" in the way of tacks, picture hangers (they also have a nice line of frames if you decide to change the looks of some of your old pictures) shelf edging, "Dutch Cupboards," the cut of which appears on this page and shows you better than I can tell, what they are like and that

**CURTAINS
DRAPES**

**SLIP COVERS
BLANKETS**

*Strictly Dry Cleaned
Beautifully Finished*

LONDON TERRACE CLEANERS

415 Building

House Phone or WAtkins 9-7676



is only the beginning, folks, only the beginning, of what you can find at Mr. Martin's Book Store.

The Drug Store

also offers many items too numerous to mention. I must admit my weakness is Elizabeth Arden's toilet articles and Miss Gibney will show them to you or anything else that you want to see around the place. She is most accommodating and Mr. Sherman, the manager, will be glad to meet you and extend a welcome to newcomers. He's awfully proud of his "Hospital White Department." Let him show it to you.

The Liquor Store

Speaking of liquor, I have discovered some very good, inexpensive cordials. Cordials last so long and can do more to wipe out the

memory of an ordinary dinner than anything I can think of with the exception of a little dynamite before dinner.

The Apparel Shop

Knitting seems again to be the favorite indoor sport and I don't wonder as the styles do get more interesting each year. All knitted things used to look like—well, just like knitted things. But not any more. You have to look twice to see if it is material or made out of yarn. Expert instruction can be obtained when you buy wool at the newly christened "Apparel Shop,"—remember it used to be the effeminate "Lingerie Shop?"

The Food Store's

latest suggestion should be music to the ears of you young things (and some of us old ones!) that never saw a roast or fowl until it was ready to be devoured

**DRESSMAKING
and
ALTERATIONS**

MRS. O. LE COUNT

450 BUILDING
APARTMENT 1A
WAt. 9-7163

**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

Your Figure, Madame!

Need just a bit (or a lot) of REDUCING?
Or, perchance, a sane outlet for excess energy?
If you are not entirely satisfied with your present figure
Let us help you with

EXERCISE SWIMMING DANCING
MASSAGE CABINET BATH

Aliska Constantine

465 or 470 Entrance

House phone or CHelsea 3-7000, Ex. 48 or CHelsea 2-5436

RUGS

**CLEANED SHAMPOOED
REPAIRED**



UPHOLSTERED FURNITURE

Cleaned In or Out of Your Apartment



LONDON TERRACE CLEANERS

415 Building

House Phone or WAtkins 9-7676

on the table. You can pick out your favorite meat, chicken, turkey or duck, "say when" and it will be delivered at the appointed hour, steaming and delicious, ready to put before the lord and master. If you want you can get a fruit cup, a melon cup is the latest, at the Delicatessen department, Birds Eye Frozen vegetables and berries at the adjoining counter and then stop at the Hanscom Bake shop for some cake. Result, dinner in fifteen or twenty minutes that would have taken mother and yes, grandmother, too, four hours to prepare.

If any reader has suggestions to make regarding articles that he or she feels should be stocked by our shops, please speak to the store manager or drop a note to

Your new friend,
THE SHOP SHOOTER.

Identification Cards

A word seems to be in order regarding the London Terrace Identification Cards, those handy little items which are so useful in cashing checks, claiming packages and the like. The cards are issued along with leases—new or renewed. Tenants whose leases expired this month and are renewing will receive fresh cards immediately. Upon receiving them, the old cards should be destroyed to avoid any confusion.

In cases where leases expire during the year, the old cards will function until leases are renewed, when new ones will be issued.

This seems to clear up everything except the question of who is to be the next President.

**DRESSMAKING and
ALTERATIONS**

MARGARET CARTER

House Phone
7 I-410

WINTER BEACH

THE Swimming Pool is as cheery an aquatorium these nippy days as you're likely to find this side of a lagoon on a tropical isle. As the weather grows colder the Pool seems to take on a comforting atmosphere of seclusion coupled with invigoration which makes for a fine sense of mental as well as physical well-being.



More and more residents and their friends are coming to regard a regular immersion as a pleasant item in their daily or weekly schedule.

The Pool management, always eager to oblige, has concocted a little experiment by which Terrace hosts or hostesses may give their guests and their pocketbooks a break at one and the same time. This is the way it will work if

Now Is The Time To Remodel — Reline — Repair YOUR FALL 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

enough people are interested. Supposing a resident couple is entertaining two or more friends and a swim is one of the orders of the evening. Under the new system the two residents will be admitted free, thus paring the cost of the swim in half. If there are three residents and three guests, three persons will be admitted free. Simply speaking, it works out so a resident may bring in a guest free of charge during the hours when formerly the resident would have to pay for his guest as well as himself. This, of course does not change the arrangement of hours during which residents are admitted free as a tenant privilege.

The A. A. U. meets which are an annual feature of the winter months in the Pool are shaping up again this year and all in all it looks like a banner season for the splash enthusiasts.

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

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FAMOUS LADIES

(Continued from page 11)

set off for a transcontinental record flight. Commercial jobs for women pilots are scarcer than holes in a ground fog, so the gals of the upper atmosphere have to use some ingenuity if they wish to put their accomplishments to practical use. Miss Nichols has done all right, both in the air and on the ground. She holds more records than a phonograph cabinet, in addition to blazing many an air trail for her sisters of the ether. She was the first woman to pilot a regular passenger airliner, one of the first two to compete with men in the Bendix Transcontinental Air Trophy Race. Three years ago she flew three thousand miles on a good will tour for the National Council of Women.

Now, between hops, she organizes girls' flying clubs, lectures continually all over the United States, is willing to tackle anything she thinks is sound and will help promote aviation.

Miss Nichols doesn't hand out any guff concerning the future of women in commercial aviation. As long as there are plenty of men to do the jobs, men will be used, she thinks, because they have more stamina and strength for a day-after-day grind. She believes, though, that members of her sex could be taking to the air as a sport or means of travel in much greater numbers than they are at present. Granted that flying for the time being is something of a

rich man's—or woman's—hobby she still sees a great deal of laziness among women who could afford to fly, but have not come around to getting off the ground. One thing which she thinks will help surmount this indifference is the production of an economical,

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Miss Blake and Miss Nichols are very different personalities, but there are two characteristics they have in common—a sincere desire for accomplishment and a quiet manner of indicating that they know how to go about it.

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