

OCT 15 '37

# London Terrace News



STACK 3

OCTOBER

1937

Never Closed  
24 HOUR  
SERVICE



3 story  
Fireproof  
Building  
45,000 sq. ft.  
of space

# **EXCELSIOR GARAGES, INC.**

## **536-546 WEST 23rd STREET**

Between 10th and 11th Avenues

*Recommended by London Terrace Management*

DIRECT TELEPHONE LINE FROM LONDON TERRACE  
SWITCHBOARD TO EXCELSIOR GARAGES, INC.

*Call the House Operator and we are at your service*

PICKUP and DELIVERY

ANY HOUR OF THE DAY OR NIGHT

PARTS and SERVICE . . . . .

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—sales and service.

EXPERT SERVICE MECHANICS — ALL WORK GUARANTEED  
TOWING AT ALL HOURS

# **EXCELSIOR GARAGES, INC.**

## **536-546 WEST 23rd STREET**

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

**24 HOUR EFFICIENT — RELIABLE SERVICE**

# OCTOBER!

MOVING  
DAYS

## *What a Burden for Housewives*

After a hectic day arranging furniture, hanging draperies, et cetera, enjoy a restful evening with a dinner in YOUR restaurant and relax to the soft strains of the London Terrace Orchestra.

DINNER 85c, \$1.00 and \$1.25      LUNCHEON 50c, 60c, 70c and 90c  
Concert Music 6 P.M. to 7 P.M.      Dancing 7 P.M. to 10 P.M.

## ELIZABETH FLYNN'S

LONDON TERRACE RESTAURANT

OPEN SUNDAYS—Club Breakfast 11:30 A.M. to 3:00 P.M., 45c to 65c  
Dinner 11:30 A.M. to 10:00 P.M., 85c, \$1.00, \$1.25

## TO THE NEW TENANTS OF LONDON TERRACE WELCOME

To our old friends who have found the Terrace too pleasant a place from which to move, we say "You know that we appreciate the patronage of the many who have booked through us in the past year, and we believe that we have deserved your confidence in us."

For the fall and coming winter there are the usual sailings to  
**BERMUDA - HAVANA - JAMAICA - FLORIDA - MEXICO CITY**  
and many new and delightful cruises on large Trans-Atlantic liners to the WEST INDIES and SOUTH AMERICA.

We can and will give you helpful and unprejudiced advice, free of charge, whether you are planning a simple trip to MIAMI or a complicated trip AROUND THE WORLD.

## SISK TOURS

435 Building  
WAtkins 9-0808

Open until 9 P. M.  
Next to Renting Office

# LET US HELP YOU GET SETTLED

Maid Service.....50c an hour

## Special Monthly Rates

### Floor Waxing:

1 room..... \$1.75  
 2 rooms..... 3.00  
 3 rooms..... 4.50

75c an hour for waxing  
 around rugs.

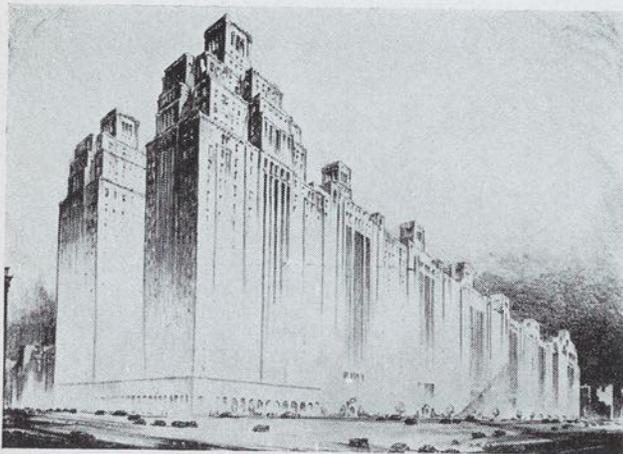
Wall washing.....75c an hour

### Window Cleaning:

Double window.....40c each  
 Single window.....25c each  
 Bathroom window....15c each



For further details call the  
**HOUSEKEEPING DEPARTMENT**



## 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

# London Terrace

OCTOBER 1937

VOLUME V

NUMBER 9

## Bobbies

Our cover this month is devoted to two of the more publicized features of Terrace life—the Bobbies and the Garden. They both are familiar features to veteran residents, but never fail to draw forth exclamations of admiration from newcomers and visitors.

A book probably could be written about the Bobbies—the different personalities, viewpoints, and ambitions of these lads who contribute so much to the smooth-running efficiency of our home. To most residents they seem only cheerful automatons, always on hand to do what's required of them in the line of duty—and that's more or less as it should be.

But among the Bobbies there are a number who think notches above their present jobs. Very often the management receives valuable suggestions and aid from the Bobbies and these sometimes lead to promotions or transfers to more responsible work. Some of the boys are supporting themselves through a technical or night university education and consider their jobs as a convenient means to an end or of gaining valuable experience for careers of hotel and apartment house management.

As a whole they are a fine bunch of boys. Without them the Terrace would lose much of its individuality, to say nothing of that high-toned British atmosphere which is inherent in our name.

## Curricular

A schedule has been drawn up for the free adult education classes being conducted on Terrace premises. It is as follows:

Drama; Wednesday evenings, 8 to 10 P.M. in the Recreation Room.

Journalism; Monday afternoons and evenings, 1:45 to 3:30 P.M. in the Penthouse Club and 8 to 10 P.M. in the Recreation Room.

Sewing; Tuesday mornings, 10 to 12 A.M. in the Penthouse Club.

Shorthand; Monday, Tuesday and Wednesday evenings, 7:00 to 10:00 in the Penthouse Club.

Current Events; Friday evenings, 8 to 10 P.M. in the Recreation Room.

In addition there is a very excellent class in Art under Henri Saint-Armand for which a small fee is charged. Further information concerning any of these courses may be had from Miss

Bieber over your house phone.

Any one interested is urged to enroll as soon as possible because if sufficient interest is not shown, the classes will not be held.

## New Doctor

Resident professional services have been augmented by Dr. Edward M. DiTolla, who on October 1st, became an associate of Dr. Robert E. Frick, with offices in Apartment 1B of the 445 Building.

Dr. DiTolla is a graduate of Columbia University Medical School and specializes in internal medicine, particularly children's diseases and allergy treatments. He is an active member of the staffs of St. Luke's, St. Vincent's and St. Clare Hospitals and of the Department of Health of the City of New York. He comes here from his former offices at 7 West 96th Street.

## Ten-Strike

Bowling is putting on the Ritz. If you don't believe it take a look at the spick and span layout over at the National Bowling Recreation Arena on Eighth Avenue, between Twenty-third and Twenty-fourth Streets. It's a block long and a flight up in an air-conditioned room. Here ladies and gentlemen of the neighborhood are rallying round for fun and exercise in very pleasant surroundings.

The management of the Arena is offering a special inducement



to Terrace ladies who would like to take a fling at this ancient and honorable sport. Mrs. Mary Mackel, whose husband helps run the place, is on hand in the afternoons to instruct them in rudimentary and finer points of the game. And she won't charge anything for her tutelage.

It sounds like a pretty good recipe for residents who are looking for something new and intriguing in entertainment.

### Slammers and Jumpers

The Chess and Bridge Clubs got off to an auspicious seasonal start and are going right along minding their own business up in the Penthouse Club. These two Clubs are veteran activities round these parts by now, familiar to all of us and attended by many.

For newcomers we might add that Bridge Club sessions are held Tuesdays, Thursdays and Saturdays, afternoon and evening, and include instruction as well as competitive play. Chess action is on Wednesday evenings.

The tea being served in the Penthouse Club in the afternoons is making the players feel very much at home.

### School

Happy tots and totlets are putting away babyish toys and fancies as they get their first taste of out-of-the-home life in the Nursery and Primary Schools which hold forth atop the 470 Building.

The first bell of the year rang out on October 4th, but Miss Delia Truman, head of the School, will accept registrations up to November 1st. In the Nursery Division especially, late enrollment is not a handicap and Miss Truman will be glad to talk to interested parents, who are desirous of giving their children a good start in life. She can be reached at the School or in Apartment 10C of the 450 Building.

### Mail Sleuth

The gentleman shown here up to his elbows in mail is Mr. Roberts, Terrace Mail Clerk. What he is doing is checking over mail addressed simply to London Terrace without apartment number or Building. It shows you what happens sometimes when that check you were promised for sure



today doesn't reach you until tomorrow.

It takes time, for instance when a letter comes in addressed to Joe Doakes, London Terrace, to go through all the Joe Doakeses and put the button on the right one. That's Mr. Roberts' job and he does it well, but it does require time.

A letter came in not long ago addressed to someone at 435 West Twenty-third Street. It seemed simple enough, but as it happened there was no one in 435 by that name. The mystery was turned over to sleuth Roberts. It took him about sixty shakes to come up with the information that the addressee had lived at 435 back in the days prior to 1930 when London Terrace was only a row of four-story houses.

P.S.: The addressee got his letter.

If you want mail to come through like the man on the flying trapeze with the greatest of

ease, it is best to inform your correspondents of your Building number. Then it will turn up in your mail box without any detective work required to put it there.

### CONVERSATION

DIGGING into a banana split the other afternoon down at Whelan's, we overheard two residents talking about "Monday Nights In the Penthouse."

"What are they all about?" said one.

"Well," replied the other, "they are a lot of things. You can't lose by sitting in on them. They give you an opportunity to discuss with freedom and frankness your own ideas and listen to others do the same. And you have no idea how much you can learn from the guest speakers who are all experts on their subjects. Another thing is the chance you get to meet and talk with interesting and wide-awake fellow-residents. Altogether Monday Nights make very enjoyable, profitable evenings."

That seems to put Monday Nights in the usual nutshell. What the resident neglected to mention was that these informal gatherings are the brain child of Roland L. Stratford, Terrace resident and well-known business and personnel analyst who knows the answers to many modern problems of living and is not averse to spreading his knowledge from time to time.

All in all, it would seem that the resident was correct in stating that you can't lose by attending Monday Nights. They are held each Monday evening except holidays in the Penthouse Club and there is no fee.

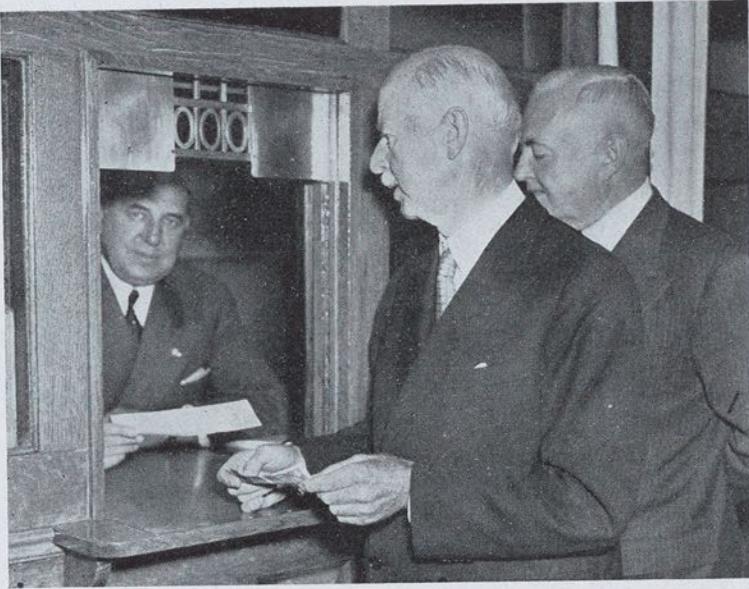
#### THE LONDON TERRACE NEWS

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

# CEREMONIES OPEN POST OFFICE

A BUNCH of the boys gathered round on Monday, September 13th, to open the London Terrace Post-Office in the style to which it will become

*Terrace Branch Dedicated, gets off to flying start*



Post-Office while Mr. Barton, our resident manager, and Mr. Cavanagh smiled genially for the photographers.

Outside the rain bucketed down, but inside everything was dry-shod and cozy. One elderly lady, intent upon buying some stamps, looked a bit askance at all the official hullabaloo, finished her business and got out as quickly as she could. She looked as though she thought they were going to grab her and take her finger prints before she could get her stamps home with her.

The speeches at the luncheon were short and to the point.

(Above) Albert Goldman Receives First Money Order From John Cavanagh, Made Out To Chelsea Charities, While Mr. Barton Smiles. (Right) Photostatic Reproduction Of The Order



accustomed. It rained that day, but the rain served as an excellent excuse to trail the visitors from point to point downstairs and show how the residents of our little city transact their daily business without having to poke their noses out of doors.

The visitors included delegations from the U. S. Postal Service, headed by the Hon. Albert Goldman, Postmaster of New York, representatives from the Twenty-third Street Association, and from William A. White and Sons, Managing Agents for London Terrace, newspaper scribes, photographers and one gentleman Charles Pitcher by name, who holds the honor of being the oldest living inhabitant of the Chelsea neighborhood.

There were refreshments at Elizabeth Flynn's Cocktail Lounge, lunch in her downstairs dining room, a few short, pithy speeches and there were several ceremonies in the brand-new Post-Office, which as you now know, is located in the middle of the block between Twenty-third and Twenty-fourth Streets on Tenth Avenue.

Mr. John Cavanagh, President of the Twenty-third Street Association, combined good-will with pleasure by writing the first money-order of the new Post-Office payable to Chelsea Charities, Terrace tenant-sponsored organization. Mr. Goldman cut the natty red, white and blue cord held at each end by a Bobbie, that officially opened the

Everybody agreed that the new branch would be a splendid thing for the Terrace, the neighborhood and Uncle Sam. Mr. William H. Bird, managing director of the Twenty-third Street Association, spoke for that organization, Mr. Barton for the Terrace management, Mr. Joseph R. Bolton for Terrace residents and Mr. Goldman for Uncle Sam. Mr. Levy of the Excelsior Automotive Co. said his company was very happy to have been able to make the Post-Office possible by making available the space in the Auto Show-Room which is being used for the Post-Office.

All in all, it was a friendly occasion; one in which good neighbors were getting together to celebrate an event of lasting good

for their neighborhood. This friendliness will find an echo among Terrace residents, to whom the Post-Office is another indication that our home is a progressive place in which to live.

## ARTS, CRAFTS

**E**VER think you'd be a whiz if you got around to putting your creative talents to work on pewter, leather or copper? Well—now is your chance to see if you have anything on the ball.

Mrs. Ethel Beck, Terrace resident, is opening classes in arts and crafts. She has been teaching handicraft for nine years and is a member of the Boston Society of Arts and Crafts and the American Society of the same. Her classes will be held two mornings, one afternoon and one evening a week and will get going about October 15th. Instruction will be given in pewter craft, copper foil work, leather work and linoleum blocks for Christmas cards.

The pewter division will include etching designs on pewter, shaping and soldering. Suggested articles for work are ash trays, napkin clips, cake plates, cocktail trays, book ends, cigarette boxes, plaques and pictures. Copper foil will include tooling on copper and brass foil. Leather work will take in tooling, carving and glove making. You can work out your creative destiny in bill folds, coin purses, key cases, cigarette cases, hand bags, book covers, belts and gloves.

Enrollment fee is \$5.00 for eight lessons, each lesson to last two hours. The cost of materials is extra, but many articles can be made for as little as fifteen cents. Mrs. Beck may be reached in Apartment 4F of the 450 Building.

Any one who has ever dabbled around in this sort of thing will tell you it is heady, fascinating stuff and not hard to learn if you put your mind and hands to it. Offhand, we would say Mrs. Beck was in for a busy winter.

# Shop Shots



**F**OR the benefit of newly arrived tenants and as a reminder to those who know but occasionally forget, there are numerous shops right "under" your doorstep ready and anxious to serve you. Services and shops, and what they have to offer, are mentioned below with the idea of bringing to your attention the fact that London Terrace can and does, if you'll let it, do almost everything but breathe and eat for you.

Let's take a trip around the block, starting at the corner of 24th Street and 9th Avenue where we find

### The Food Shop

which is always a popular spot and particularly attractive to the housewife either after a tiresome day of moving, shopping or just ordinary household duties. What to have for dinner is always a problem but one finds many solutions to this problem at the Royal Scarlet where groceries, meat, vegetables, bakery goods and other cooked foods are all found within this large and cheerful store. Or if you prefer, phone orders are filled conscientiously and promptly. And now the boys on the corner

(Continued on page 12)



*"I'm not living at 420 any more—I broke my leash"*

## TWO LADIES AND A COFFEE POT

THE next time you pour your morning coffee out of your Tricolator give a thought to Miss M. E. Sutton and Miss H. M. Bridges. Between them they have put more Tricolators into American homes, restaurants and public institutions than there are coffee beans in Brazil. That may not be an exact comparison, because as far as we know, no one has ever counted the coffee beans in Brazil, but you get the idea.

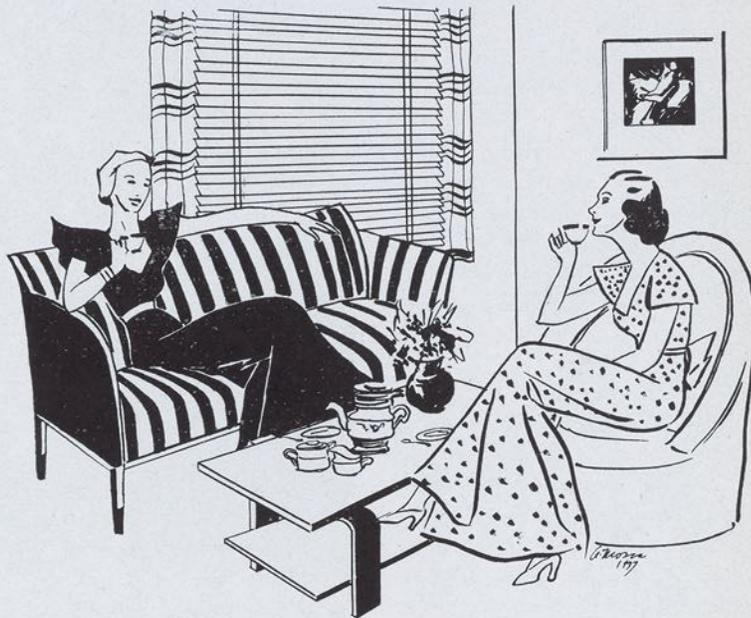
Miss Bridges has been "in coffee" for nigh on thirty years. She and Miss Sutton have been friends and business acquaintances for a very long while and now share a Terrace apartment which they use only about four months out of the twelve. The rest of the time they're traveling in the interests of Tricolator. Miss Bridges is Sales Director of the company; Miss Sutton, Field Supervisor.



They are a pleasant, informal pair of bachelor ladies; the kind that make fast friends of the Bobbies and elevator boys, and screen behind a "homey" sense of humor a couple of the most capable minds you're apt to find anywhere.

They are both of English descent, Miss Bridges hailing from Canada and Boston, Miss Sutton from New Jersey, the first of her family to be born outside the British Isles. Although the two of them started their business careers in different parts of the country, they each were unique in invading territory that had heretofore been fenced in with

*Your simple morning beverage  
constitutes a year-round job*



the sign "For Men Only."

Miss Sutton headed a field force of 3,000 salesmen and saleswomen who did direct house selling of imported dresses and interior decoration fabrics. Miss Bridges started out doing scientific research and accounting work for a wealthy Boston business man, who became interested in one of the "trick" coffee pots that came along after the percolator. Tricolator had already started by then, too, but Miss Bridges furnished competition to it for a long time. Her principal job was to go into merchandise and department stores and sell them on the idea of selling the new coffee pot. She clinched many a sale because the buyer would give up and say, "You must be right Miss Bridges. I can't argue with you because I've never been inside a kitchen."

The selling talk was, of course, cleanliness, economy, elimination of coffee poisoning, clearer, better tasting coffee. Those are the arguments for Tricolator, too,

Miss Bridges says, in even greater degree. As Miss Bridges trailed around the country in the role of the first woman traveler ever to sell to department stores, she used to run into Miss Sutton frequently making the same jumps, stopping at the same hotels. The common denominator of their sex and their unique positions threw them into a friendship that has been going on now for twenty years. They thought a good deal alike, too, and each grew to admire the unique qualities of mind of the other.

They haven't stopped admiring each other, either, after all this time. Miss Bridges will say, "You'd better ask Miss Sutton about that. She's sure to have some brilliant idea. She always does." And Miss Sutton will say, "Talk about executive ability. I've never seen anything like Miss Bridges'."

The depression put the skids under Miss Sutton's direct selling business. "The minute I saw the \$1.98 dresses come in I knew

we were done for, even before I looked at our sales reports." She stopped in to see Miss Bridges, who was in Tricolator by that time and during a friendly chat mentioned that her concern was not doing so well. A Tricolator executive overheard the remark and it took him about five seconds to say, "Put her to work for us, Miss Bridges. We need her." Miss Bridges did.

Miss Sutton specializes in the big stuff: government, state and city institutions, hospitals and the like. Through her efforts Tricolator is in Annapolis and West Point, veterans' hospitals, and in any number of Uncle Sam's battleships.

Needless to say, both the ladies are fond of coffee. They like it strong—and when they say strong they really mean strong—with sugar but no cream. Miss Bridges is of the opinion that the American taste for coffee can stand a lot of developing and that of course Tricolator can do the trick.

She was supervising installation of a sample coffee-making department in a Chicago store one time, when a woman came to her for advice. "My husband doesn't like my coffee," the woman said. "What can I do to make good coffee?"

Miss Bridges replied, "The only way to make good coffee is to be sure that your coffee pot is absolutely clean, to measure your coffee and water carefully and exactly and to be sure the water is boiling."

"If it takes all that trouble," the woman said, "I'm afraid my husband will just have to get along with what he's been getting."

That's typical of the American

attitude toward coffee, Miss Bridges says, but it's an attitude that's undergoing change. She's hopeful that Americans will climb into the ranks of real coffee drinkers and enjoyers in the not too distant future.

Early "drip" pioneers had a hard time overcoming grocers' resistance to the new coffee pot. Coffee has to be ground specially fine for the drip pots and the

(Continued on page 18)



### Workers

The stalwart amiables pictured above are the lads who attend to the elbow-grease work around the Terrace. Porters, they are called, and they clean and wax your floors, wrestle your trunks, move your furniture and generally make themselves useful.

The house porters have just received a new consignment of caps which they are wearing in the picture. They are an energetic crew whose labors do much to provide a smooth-running background to our daily lives. We thought you might like to see them all together, so the photographer set them down in the Garden. No cameras were broken. These boys' looks will stand up in any company.

# RUGS

**CLEANED      SHAMPOOED**

**REPAIRED**

◆ ◆ ◆

## UPHOLSTERED FURNITURE

Cleaned In or Out of Your Apartment

◆ ◆ ◆

### LONDON TERRACE CLEANERS

415 Building (Lower Corridor)      410 Building (Store)

Call on House Phone

# Lady at Leisure



TO Tea or not To Tea need not be the question around the Terrace these days. We've gone very British, tea every afternoon and all that sort of thing and it's not ordinary tea—it's Tricolated. You've heard about Tricolators—more about them elsewhere in this issue of the NEWS in an interview with the Misses Bridges and Sutton. Tricolator coffee is *the* way to make coffee and now we have Tricolator tea! Stop by the 435 Building any afternoon about 4:00 and you will see everyone, including the office force, having their spot of tea. If you prefer to have that favorite English beverage up on the 20th floor, the Penthouse Club offers the same inducement to afternoon visitors. We hope all of you—well, almost all—will accept this hospitable gesture. Remember the hour—from 4 to 5 o'clock—the places, 435 Building (the Reception Room of the Renting Office to be exact) or the Penthouse Club in the 470 Building, where your "Lady at Leisure" will greet you with tea pot in hand as an added attraction.

We especially hope that new tenants will take advantage of this opportunity to become acquainted with other residents. The Penthouse Club is going to be a very active place this winter—Bridge, Chess, Classes in Journalism, Drama, Shorthand Economics, Art, Sewing and Arts and Crafts. Monday Nights in the Penthouse Club are heartily recommended as another means of meeting your next door neighbor and there are numerous other social events that are open to

anyone interested in broadening their social and educational life. Don't let all this educational business scare you as it is all very informal and most painless. Do come up and see what it's all about.

Miss Constantine and her Pool activities are all set for a strenuous winter. Lee and her Massage Department, under Miss Constantine's guidance, will attract those who want to lose weight but prefer to have others do the work. The Electric Cabinet, a stiff workout under Lee's capable and strong hands, then a rest under the Sun Lamp will bring results along with a little self-control at the eating period. Aliska Constantine and her "stream line" figure speak for themselves. One visit to her Exercise Class will convince you that you need be only as fat as you want to be. Takes you back to College Gym days and here the good camaraderie spirit prevails. Swimming is a grand means of meeting congenial people, in addition to being a healthful and weight losing means of relaxation. Do get the Pool habit—the beautiful Pool is here for you to enjoy—free of charge most of the time, and it's a crime not to utilize this unusual feature provided for residents of London Terrace.

Now just to test that above mentioned will power, I'll give you a few choice *and* fattening recipes. Now that I'm down to below 120 lbs., I can not only talk about things but partake of them without any qualms. I'm exhibit "A" for Miss C.—she, Lee and me ganged up and got

results. But I forgot I had decided to tell you how to get fat.

Let's start with what I have decided to call "Fish and Chips a la London Terrace." Take a medium-sized can of tuna FISH, flake and cover with boiling water and pour water off immediately. Next slice and sauté a cup of mushrooms (canned will do but naturally fresh are preferable). Then crumble a 3-oz. package of potato CHIPS. Mix with the fish, leaving a few chips "uncrumbed" to put on top for the finishing touch. Now make a cream sauce—2 cups of milk, 2 tablespoons of flour, 1 tablespoon of butter. Fold cream sauce into "fish and chips" mixture, place the chips you have kept out for decorative purposes on top, and bake for 30 minutes.

And now for the dessert. I call this "Mabel Cake" because my friend Mabel told me about it and it is well worth trying. The ingredients are:

1¾ cups of Cake Flour	¾ cup milk
1 cup of sugar	1 egg
¼ teaspoon salt	1 teaspoon flav- oring (I'll take vanilla)
2½ teaspoons Baking Powder	½ cup butter

*First*, sift flour once before measuring.

*Second*, sift flour, sugar, salt and Baking Powder together.

*Third*, measure milk into cup and fill cup with softened butter. (Here's an important tip—leave the milk and butter stand out on top of the ice box over night so that the milk is warm and the butter *very* soft.)

*Fourth*, add unbeaten egg to milk and butter mixture and pour slowly into flour mixture. Add flavoring.

*Fifth*, beat well for 2 or 3 minutes (Mabel uses the egg beater).

*Sixth*, pour into greased and floured cake pan and bake in moderate oven for 25 or 30 minutes.

**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

Call on us for your theatre  
tickets and airplane reserva-  
tions. They are part of  
POSTAL TELEGRAPH'S  
regular services.

Now for the Icing which is the  
best part!

3 tablespoons of melted butter  
5 tablespoons of brown sugar  
2 tablespoons of cream  
 $\frac{1}{2}$  cup shredded cocoanut.

Mix ingredients and place on cake  
while cake is still warm. Place under  
broiler. Let broil until it bubbles all  
over surface and becomes brown.  
*Keep broiler door open and watch it.*  
If cake is baked in an eight inch  
square pan, this is enough icing.  
Mabel bakes it in a larger pan so the  
cake is thinner and therefore more  
icing is needed. As I mentioned, the  
Icing is g - rand. In fact I think it is  
the best cake I ever put my teeth  
into. I hope you like it!

As usual, all this talk makes me  
food conscious and the best  
remedy that I've found for that  
condition is to eat—so eat it shall  
be.

EXCLUSIVE  
MILLINERY  
Hats Altered

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

**SHOP SHOTS**

(Continued from page 8)

of 24th St. and 9th Ave., not  
only provide the ingredients for  
hospitable food dispensing but  
have seen fit to furnish the uten-  
sils needed for the Cocktail Par-  
ty. You've probably seen their  
tricky ice bowls, ice crushers,  
cocktail shakers and glasses of  
all descriptions. So all you have  
to do is step one store south to

*The Liquor Shop*

and they will provide the other  
ingredients for the "House  
Warmings" that you are sure  
to have soon after your ar-  
rival at the Terrace. If you are  
not a new tenant, it is always pos-  
sible to find some excuse for a  
celebration—according to greeting  
card salesmen, every day is some-  
one's birthday. Speaking of greet-  
ing cards, you'll find them at

*The Book Shop*

along with many things other than  
books. Here you make arrange-  
ments for the delivery of your  
favorite newspaper or pick out  
that popular novel or detective  
book from the Rental Library  
shelves. You will surely want sta-  
tionery with your new address or  
picture hangers, thumb tacks and  
the like. All these small "hard-  
ware goods" are found at the  
Book Shop.

*The Drug Store*

like it's next door neighbor lives  
up to more than it's name. In  
fact much has been written and  
said on the subject of the "Drug"  
store. Food, perfumes, electric  
irons, fans, coffee pots, candy,  
cigarettes and much, much more  
now adorn the shelves of the once  
so-called Pharmacy. But don't  
misunderstand—the Prescription  
department of Whelan's in the  
rear of the store turns out much  
bigger and better medicines than  
when you and I were young Mag-  
gie and there are

(Continued on page 15)

*There's a BIG difference in milk*

Only **SEALECT MILK**  
is good enough for your baby

Extra rich milk contains extra nourishment.  
Extra good, pure milk has a finer, fuller flavor.

Sheffield SEALECT Milk is for families who  
want the finest milk that farmers can produce.  
We pay extra money for extra richness and  
extra purity. Then we guard this extra good-  
ness with modern laboratory equipment and  
spotless machines. This finer SEALECT Milk  
costs no more than ordinary grade-A milk.



**SHEFFIELD**

*Sealtest* **MILK**

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

## THE WORKING GIRLS

**I**N Room 200 of the 405 Building the Organization Service Associates are rounding out their first year of Terrace activity. A compact group of business women who attend to everything for you from teaching you French or Spanish to writing your business letters, they are frank to admit that they have had an encouraging first year and expect to go on to bigger and better accomplishments during the next twelve months.

Hang around their office for a little while and you'll get a pretty good cross-section of what's go-

ing on in the world of organized women. They handle publicity and mailing work for such outfits as the Women's National Radio Committee, National Federation of Music Clubs, International Federation of Business and Professional Women's Clubs, Exposition of Women's Arts and Industry, National Council of Women of the United States and World Center for Women's Activities. We never realized before what a tremendous amount of "joining" went on among the feminine contingent.

Also in their office you're quite

### HAVING VISITORS?

#### London Terrace

#### GUEST REGISTRATION

PLEASE LIST ON THE HOUSE DIRECTORY THE FOLLOWING { GUEST }  
{ RESIDENT }

NAME \_\_\_\_\_

WHO WILL BE A MEMBER OF MY HOUSEHOLD FOR A PERIOD

ENDING \_\_\_\_\_ 193 \_\_\_\_\_

APT. \_\_\_\_\_ BLDG. \_\_\_\_\_

DATED \_\_\_\_\_

SIGNED \_\_\_\_\_ TENANT \_\_\_\_\_

*For efficient handling of visitors' mail, etc., cards such as the one shown above are available from your doorman. Please use them to avoid any possible oversight.*

### AQUARIUM STOCK COMPANY

66 WEST BROADWAY NEW YORK CITY

Open week days . . . . . 8:30 A. M. to 6:30 P. M.

Open Sundays . . . . . 10:00 A. M. to 3:00 P. M.

*Complete Selection of Tropical Fish and Aquarium Supplies. Largest and Most Up-to-Date Show Room in the Country*

### DEVELOPING

• We continue the good work Kodak Film starts when you leave your snapshots with us.

### PRINTING

• Clear, sharp prints—the best your negatives will produce — feature our finishing service.

### ENLARGING

• Big prints from your regular negatives are inexpensive when we do the work.

### • TYPEWRITERS

Sold Rented Repaired

### • ARTISTIC

PICTURE

FRAMING

### • BRIDGE TABLES AND CHAIRS FOR RENT

### • STATIONERY

ENGRAVED—PRINTED

See our new styles with the

London Terrace Crest

Engraved

### • NEWSPAPER

DELIVERY

TO YOUR DOOR

LONDON TERRACE

BOOK SHOP

219 Ninth Ave., New York

Call us on your

House Phone

*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) 410 Building (Store)

**NATIONAL BOWLING  
RECREATION ARENA  
INC.**

**270 Eighth Avenue, 23d to 24th**



**30 BRUNSWICK ABC TOURNAMENT  
ALLEYS**



*Special Classes and Individual Instruction  
for Terrace Ladies*

*Mary Mackel, Instructress*

**OPEN 24 HOURS A DAY**

**CHelsea 2-7675**

apt to bump into women lecturers and writers of world repute. They booked, for instance, the American lecture tour of Miss Hilary Newitt, the English girl who set the British Isles rocking with her first book, "Women Must Choose," a comparative study of the place of the female under democracy, communism and fascism.

They also booked Frau Margarete Kaiser, one of Europe's prominent women journalists, and Olivia Rosetti Agresti, niece of Dante Gabrielle and Christine Rosetti. Among more hum-drum, but equally profitable activities were mailing and secretarial work for a number of businesses and business people, including menus for air line stewards, work for insurance companies, oil concerns, real estate firms and dress shop proprietors.

The public stenography department has caught on particularly well with Terrace residents for business and confidential work and on the cultural side the foreign language classes have been very popular. There are now three French classes under Miss Isabelle Junod on Tuesday evenings; a beginner's, an intermediate and an advanced, and one is being organized for some weekly afternoon, so if you're interested let them know about it. Classes in Spanish are being organized; by the time this is in print will be established. Also slated for early Fall activity is a class in graphology under Miss Shirley Spencer of the 465 Building.

The list of accomplishments and services is really a very imposing one and only the highlights have been touched on here. It is enough to say that the Service Associates can handle just about anything you want done in the realms of business and culture. The manner in which they are swinging into their second year is proof that such an organization is needed and appreciated in the Terrace.

LONDON TERRACE NEWS

## SHOP SHOTS

(Continued from page 12)

### Doctors And Nurses

if you should have need for them—we hope you will not—who can be reached on a moment's notice via the house telephone system.

### Postal

telegrams are something else that are often associated with illness but need I add that glad tidings are also sent over Mr. Mackay's wires. However, whether it's good news or bad, when you want to send a message you're usually in a hurry.

### The Florist

is another one who can assist you in expressing happy or sad greetings. Cut flowers and plants in season in the window of the Flower Shop speak for themselves.

### The Apparel Shop

getting settled is hard on the

hosiery but a call on the house phone will bring a selection of colors to your door. And you'll find many other "undies" here in this store along with socks and shirts from friend hubby if the laundry doesn't get back just when it should.

### Elizabeth Flynn's Restaurant And Bar

are also found in the 405 building. A good home cooked meal cooked by someone other than yourself, is a pretty welcome thing at any time but never more appreciated than the first night in your new home. I can remember the good old days back in Iowa when there was always a neighbor or two to invite you next door, away from the barrels, boxes and unpacked trunks. Well, here your neighbors are Elizabeth Flynn and her sister Caroline. They are ready to hand out that good old Southern hospitality not only the first but every day during your stay in London Terrace.

Kayser Gloves

Gotham Hose

Seamprufe Slips

Maiden Form Brassieres

Van Heusen Shirts

Interwoven Socks

B. V. D.—Otis—Hanes Underwear

Superba Cravats

Hickok Belts and Suspenders

LONDON TERRACE APPAREL SHOP

405 West 23rd Street

Accessories for Men and Women

## NEW TENANTS!

Let us help you get settled by  
laundering your

**CURTAINS**

**BLANKETS**

**SLIP COVERS**

*We know you will be satisfied*

**KNICKERBOCKER LAUNDRY COMPANY, Inc.**

London Terrace Branch

Lower Corridor

425 Building

## LAST BUT NOT LEAST!

We may have been the last to hand in this advertisement but not in WELCOMING

### NEW ARRIVALS IN LONDON TERRACE

And incidentally, — just a whispered reminder — we will

UPHOLSTER your FURNITURE

DESIGN and make your DRAPERIES

SLIP COVERS, BED SPREADS,

and COUCH COVERS . . .

In fact, — DECORATE your entire apartment, — if you will let us, — and we hope you will.

### THE LONDON TERRACE UPHOLSTERY SHOP

Lower Corridor

455 Building

House Telephone or CHelsea 3-7000

**CURTAINS  
DRAPES**

**SLIP COVERS  
BLANKETS**

*Strictly Dry Cleaned*

*Beautifully Finished*

### LONDON TERRACE CLEANERS

415 Building (Lower Corridor)

410 Building (Store)

Call on House Phone

## HAVE YOU A DOG OR CAT?

WE BOARD —

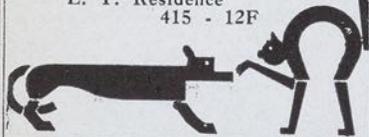
TREAT — CLIP

PLUCK — BATHE

MANICURE them

Outdoor Runs X-Ray  
Sanitary Kennels Surgery

DR. LEON ROTH  
CHELSEA DOG &  
CAT HOSPITAL  
258 W. 19th St. WAt. 9-6963  
L. T. Residence  
415 - 12F



## THE PENTHOUSE DUPLICATE BRIDGE CLUB

SCHEDULE

Beginners Duplicate

Tuesday, 1:45 P.M.

Instruction for Beginners

Thursday, 1:45 P.M.

Advanced Duplicate

Tuesday { First Section  
7:30 P.M.

Thursday { Second Section  
8:30 P.M.

Saturday {  
Saturday, 2:15 P.M.

GLADYSE GRAVES STARK  
470 Building Penthouse

## The Beauty Shop

can be reached by means of "Main Street" our own underground highway without going out-of-doors. Three items for a dollar (any day but Friday and Saturday) means that you can go in looking like the wreck of the Hesperus and come out looking, and feeling ten years younger. At least that's what a good shampoo, a becoming finger wave and manicure can do for me. For 35 cents more you can have an eye brow arch.

## The Bank

is on the corner of 23rd and 10th Avenue, also in the 465 building, and if you are one of the lucky few who can afford a checking account, the Chemical Bank and Trust Company is heartily recommended. Silverware and valuable papers are safe with them according to Messrs. Brenner and Curry, the men behind the desks.

## The Upholstery Shop

is the first stop along "Main Street"—again that convenient underground passage way that connects all 14 buildings and all the shops—is Mr. DeGraw's Upholstery Shop. Grace MacLean, Consultant Decorator, is again on hand to help you with your interior decorating problems. If you want her services, which are free to tenants, call her on the House Phone, 15 L-410 and she'll call at your convenience. The Shop is staying open until 6 o'clock to accommodate business people. The contents of his shop speak for themselves—beautiful fabrics to cover that favorite chair of hubby's or lovely materials for drapes that will set off your room to advantage. Slip covers are now referred to as "removable upholstery" or something like that and to me it's the best invention in years. At least four trips a year to the cleaners are needed to remove the ravages of the breezes that blow in New York and that "goo" used on gentlemen's heads—heads that lean

## IN A HURRY?

*Just ask for our*

**SAME DAY CLEANING — NO DISAPPOINTMENTS**  
for we clean on our premises in London Terrace

Ask about our **CUSTOM CLEANING** — the finest possible.  
Recommended for your better clothes.

**SO CONVENIENT** — Simply call **VALET** on House Phone

### **LONDON TERRACE CLEANERS**

**TAILORS - - - FURRIERS**

410 Building (Store)

415 Building (Lower Corridor)

up against the backs of chairs and davenports. "Where does the dirt come from?" is the cry of the housewife. I can't answer that, but I know that the

#### *Valet And Laundry*

can do something about it if you will just say the word, also via the house telephone. These two services are especially here for your convenience and all tenants, new and old, are asked to give them a fair trial. They are dependent solely upon the tenants of the Terrace, and common sense tells you that for this reason, if for no other, they will bend double to please. Give 'em a chance to make good—you'll not be sorry I am sure.

#### *The Radio Shop*

should be contacted first thing as what is home without Lowell Thomas and Charlie McCarthy. Mr. Toran is the Radio man and

he will explain all about our elaborate aerial system.

#### *The Housekeeping Department, Carpenter Shop And Repair Shop*

are worth a visit and you can determine for yourself just how much they can help you with your settling or other household details. No matter how long you have lived in an apartment, you can always improve it by doing this here and that there. Sounds ungrammatical but you know what I mean—I hope!

#### *The Post Office*

Uncle Sam is a new tenant, too, just having moved in this Fall. You'll not have to carry your Christmas packages any further than 10th Avenue and believe it or not December 25th is just about 12 weeks away—I just checked my Christmas Club account and although I was pleased

CH 3-1085 Est. over 66 Years

### **Geo. Nockin's Sons**

**JEWELERS AND OPTICIANS**

Diamonds, Watches, Clocks  
Silverware and Fine Jewelry  
REPAIRING A SPECIALTY

Open Evenings Until 7 P.M.  
Saturdays 9 P.M.

•  
**252 EIGHTH AVENUE**

One door from S. E. Cor. 23rd  
**We Have No Branch Store**

### **DRESSMAKING**

*and*

### **ALTERATIONS**

•

**MRS. O. LE COUNT**

**450 BUILDING  
APARTMENT 1A  
WAt. 9-7163**

A Cordial Invitation Is Extended to All New (and Old) Residents of  
London Terrace to Visit the BEAUTY SALON

*Six Experienced Operators Are Waiting to Serve You*

FROM MONDAY TO THURSDAY THREE OF THE FOLLOWING ITEMS  
ARE OFFERED FOR \$1.00

HAIRCUT  
FINGER WAVE



SHAMPOO  
EYE BROW ARCH

### LONDON TERRACE BEAUTY SALON

465 BUILDING

House Phone

or

CHelsea 2-9653

Open from 9:00 A. M. to 8:30 P. M.

## London Terrace Management

announces the following

### RESIDENT PROFESSIONAL SERVICES

#### MEDICAL

ROBERT E. FRICK, M.D.  
445 West 23rd St., Apt. 1B  
CHelsea 3-6677

EDWARD M. DITOLLA, M.D.  
445 West 23rd St., Apt. 1B  
Riverside 9-8703 and CHelsea 3-6677

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

ALFRED C. DUPONT, M.D.  
455 West 23rd St., Apt. 1B  
CHelsea 3-1894

#### 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*

with the amount on hand it made me realize that we'll soon be doing our Yuletide shopping and with that somewhat premature pleasant (?) thought I will sign off.

Yours truly,  
YOUR SHOP SHOOTER

#### COFFEE POT

*(Continued from page 9)*

grocers thought it was a lot of complicated bother, to say nothing of the fact that less coffee was used. They had to be sold on the idea of the long pull; that is, the drip pots would make better coffee, thereby stimulating interest in coffee and providing more sales. The drip pot is here to stay now and grocers will grind your coffee any way you want it. The Misses Bridges and Sutton didn't say so, but it's a good bet they had a good deal to do with the grocer's changed attitude.