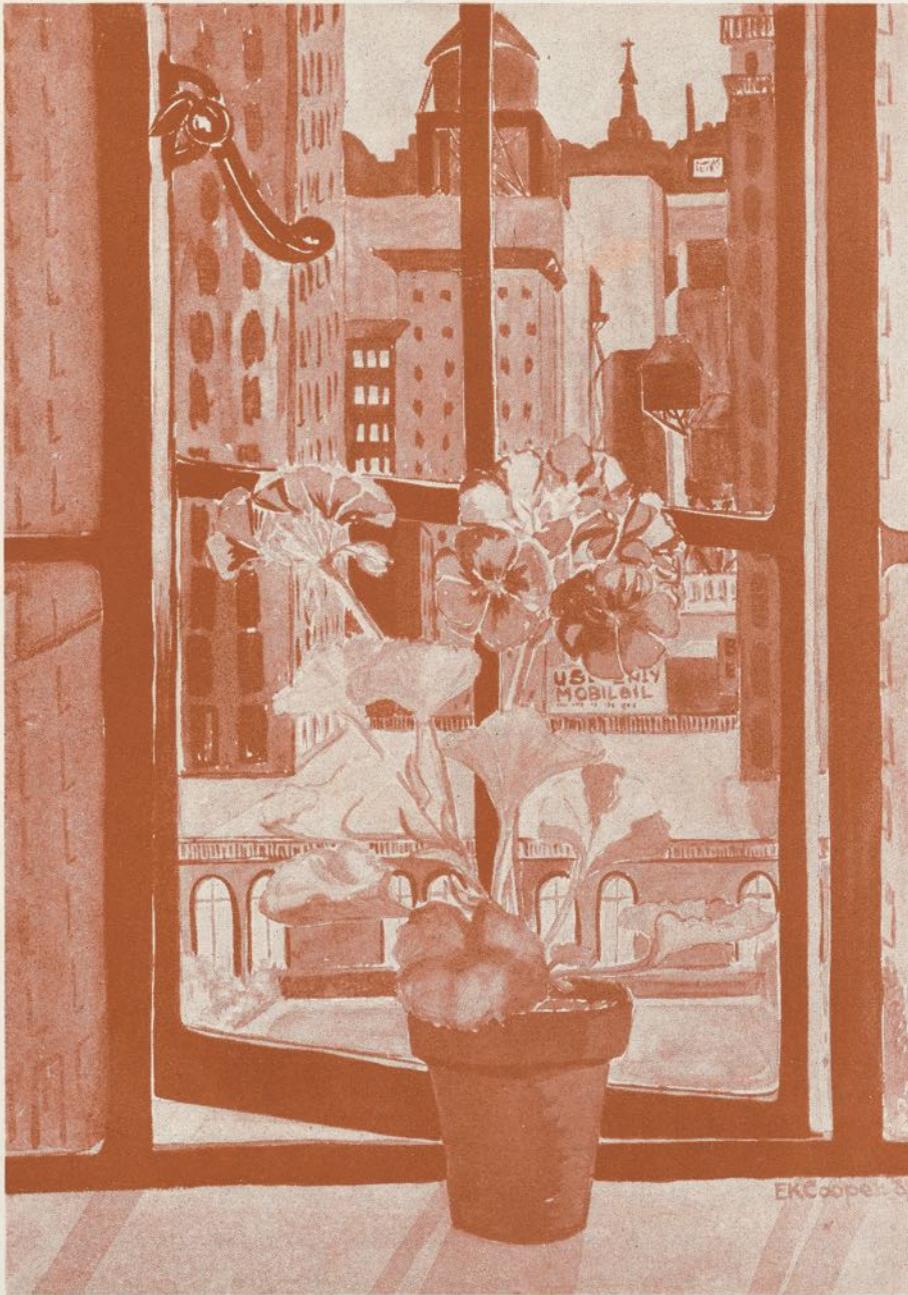


London Terrace News

OCT 10 1938



STACK 8

OCTOBER

1938

MOVING TIME?

Switch to



EXCELSIOR GARAGE

“A Reliable Garage”

Authorized by London Terrace Management

SPECIAL EXCELSIOR FEATURES

- DIRECT CONNECTION THROUGH YOUR HOUSE PHONE
- PROMPT DELIVERY AND PICK-UP—DAY OR NIGHT
- CAREFUL PARKING—AVOIDS SCRATCHES, DENTS
- 24 HOURS REPAIR SERVICE
- REPAIRS CHARGED ON YOUR MONTHLY BILL
- COMPLETE REPAIRS—ON ALL MAKES OF CARS
- EXPERT MECHANICS—EFFICIENT SERVICE
- PARTS, ACCESSORIES, SUPPLIES—IN STOCK
- ALL WORK GUARANTEED

EXCELSIOR GARAGES, Inc.

536 WEST 23rd STREET

Between 10th and 11th Avenues

Telephones: CHelsea 3-3050-1-2-3-4

“If it's on wheels we can make it run”



Styles

have changed

So Has The

LONDON TERRACE BEAUTY SALON
NEW EQUIPMENT

Latest Permanent Waving Machines
Improved Driers

Under the management of
MR. JOSEPH JACOMO

Who announces the return of
EMILY
after an absence of three years and
ALICE
back from her summer vacation

YOUR SKIN PROBLEMS *can be solved by*
MISS IOLANTHE G. BARBER

Representing
MERLE NORMAN

Try her famous \$5.00 COMPLIMENTARY Treatment

Visit the

“NEW” LONDON TERRACE BEAUTY SALON

465 Building

House phone or CHelsea 2-9635

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

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
MANY WITH CROSS VENTILATION

●
FREE PRIVILEGES OF SWIMMING POOL, ACRE OF GARDEN, MARINE SUN-
DECK, GYMNASIUM, TWENTY-ONE SERVICES ON YOUR HOUSE TELEPHONE,
ELIZABETH FLYNN'S RESTAURANT

●
RENTING OFFICE
435 WEST 23rd STREET

●
WM. A. WHITE & SONS
Est. 1868

51 EAST 42nd STREET

NEW YORK CITY

Renting and Managing Agents

The NEWS of

London Terrace

OCTOBER, 1938

VOLUME VI

NUMBER 10

Cover

The cover decoration this month is a reproduction of a water color painting from the brushes of resident Mrs. Elizabeth Cooper. She painted it with the view from her apartment Garden windows as a model. It is such an excellent piece of work that this small recognition is the least we could do to show our appreciation.

You'll find more about the Coopers on another page of this issue.

Venus

All that bustle and excitement down near the entrance of the 465 Building was occasioned by the re-furnishing, re-decking and re-managing of the London Terrace Beauty Shop.

What with the winter season almost upon us and Terrace ladies demanding expert beauty attention, Mr. Joseph Jacomo has taken personal charge of the place and is all set to turn them out looking as though they had stepped from the pages of *Vogue*. He has installed brand new equipment, renovated the fittings and furniture. He has brought in Emily, who was with us a number of years ago, left us to go to Europe, then returned and has been working for Mr. Jacomo in his Parc Vendome shop.

She will act as manager for Mr. Jacomo and is in charge of the operators.

Alice, a popular operator, is back after a vacation. And Miss Iolanthe G. Barber is in charge of skin treatments, representing the famous Merle Norman, specialist in skin creams and lotions.

Hello, gorgeous.

Chess Club

The London Terrace Chess Club got rolling on the evening of Wednesday, October 5th. The brow furrowers were refreshed and exhilarated by the vacation solstice and went after each other's pawns with vim and vitality.

Newcomers to the Terrace who go in for the chess pastime are invited to rally around in the Penthouse Club in the 470 Building each Wednesday evening at 8:00 P.M. and try their wits against congenial players. Beginners and experts alike are to be found in the Club, so you needn't worry about finding your proper seeding.

Tri-Color

Where do you suppose Mme. Jounod, who trounces heck out of French irregular verbs for residential linguistic hopefuls spent her vacation?

She went back where she came from—la belle France (Fraunce to the purists). But she didn't stay there. She followed in the footsteps of Lafayette to come tearing back across the blue Atlantic in time to start her classes in French in her School in the Penthouse Club, just under the roof of the 470 Building.

Official registration was held September 27th and 28th, but it's still not too late to enroll. Classes for both beginners and advanced students are held each Tuesday evening.

If you want to renew the acquaintance of Mme. Jounod or line up anew for instruction you can reach her on the house phone or in person at the Penthouse School.

Okay Fifi.



OCTOBER, 1938

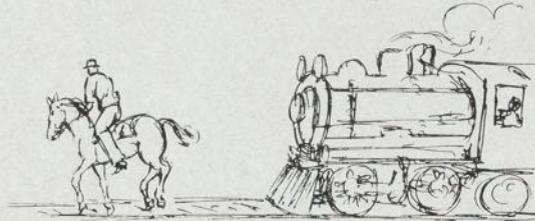
5

COWBOYS FROM MANHATTAN

The last Babson report indicated that the motor car is here to stay, but by golly, you can't kill off our Manhattan cowboys that easily. Three of them still may be found hard at work along the Tenth Avenue range round-

one cowboy every eight hours to ride his horse ahead of the trains to warn pedestrians and cross-traffic of the danger.

If you want to see one of New York's most amusing sights loiter along Tenth Avenue some time



ing up the N. Y. Central trains as they come thundering down the iron trail.

Time was some years ago when the Tenth Avenue cowboys were more numerous, but that was before the N.Y. Central elevated its tracks and the stretch up north of us was known as Death Avenue. Now the street level tracks exist only between Thirty-fifth and Eighteenth Streets, so it takes only

until a train is coming and watch the horseback rider do his stuff. It's New York law, you know, in existence since 1850, and the railroad would find itself in an awful legal jam if a train went down the road without the rider a block in front of it. Until the whole line is elevated, probably in about two years, the Manhattan cowboys will continue to hi ho Silver along the Tenth Avenue range.

TOURING THE TOWN

AN organization named Town Tours writes in to say that they are in business for the purpose of just what their name implies. Their specialty is, in their own words, "taking people behind the scenes and really giving them a chance to know the inside story of this fascinating city."

New Yorkers who want to catch up on their New York are invited to get in touch with Town Tours and see what they have to offer in the way of real inside sight-seeing. They also suggest—and it sounds like a good suggestion—that they may be the answer to the New Yorker's prayer of what to do with visitors who want to go places and do things.

For instance, they will take you

to the fur markets, where among other things, you may get an eyeful of what goes on when they start to turn out coats for Claudette Colbert to glamorize on a million film screens. One evening each week for Greenwich Village, a day for the flower markets and a midnight whirl around Harlem are typical Town Tours. They have many more like them.

Before many months are out the town will be in the throes of the World's Fair and thousands of visitors. It is the ambition of this organization to take over some of the responsibility of entertaining these people.

The office is at 315 West Fifty-seventh Street, the telephone number is Columbus 5-1687 and they will be glad to furnish additional information.

Bushy

They call him Bushy on account of his hair and some of the Twenty-third Street residents wouldn't know what to do without him. He's a cab driver and he's been collecting fares around the Terrace for six years.

His usual stand is across from the 445 Building. He picks up his first "regular" every day at 8 A.M. and buzzes back for more. He thought at first it was a gag about getting his name in the magazine because he's an easy-going guy and the doormen sometimes let him in for a bit of ribbing when work is slack. He



lives across from the Terrace in Twenty-fourth Street, and drives his own cab, a black Buick with white trimmings.

He claims he's got competition pretty well intimidated, says the other cabbies move out when he comes back to his stand, but wouldn't peep as to how he accomplished the feat.

Veteran Inhab

The plea in a recent NEWS for word from claimants to the title of oldest inhabitants of London Terrace did not fall on barren ground.

One lady, whose modesty has prevented us from mentioning her name, writes from the 465 Building that to the best of her knowledge she is deserving of the palm. She signed her lease for an apartment in the 455 Building in March, 1930 and moved in in May.

The lady offers acceptable proof. Her standing will go uncontested until we hear of any other competitors for the honor.

TAPPING

We were looking through some old issues of this magazine the other day just to see if the stuff we wrote two years ago was as good as we thought it was when we wrote it, when we came across a very intriguing little story about the water that comes out of the taps in our house. We think it bears repeating so here it is.

IT came as something of a shock to learn from the operating department of London Terrace, about the water that comes out of London Terrace taps. It seems that the water that comes out of the hot taps is exactly the same water that comes bubbling forth from the cold taps—the same in everything but temperature, that is. A lifetime spent in believing that sparkling cold water is the purest thing in the world thus must have many of its viewpoints changed when it becomes apparent that the Terrace hot water is just as pure as the cold water, which in turn is the purest thing there is.

For one thing, there is the possibility of closer time calculations in the morning. The uncertainty of knowing just how long it is going to take the coffee water to boil is practically eliminated. A mere flick of the wrist of the gas jet is enough to bring the hot water from the tap to a good boil. In summer, particularly, we imagine it should be quite a relief to cooks, or anyone else who uses the kitchens. No longer any need to hop in and out of the kitchen to keep an eye on the simmering water or sit pensively on a decorative stool watching the kettle.

The reason all this can be done is that all Terrace water comes directly from the city water supply. The heating of the water destined for the hot taps is done by the building heating plant.

It's nice to be sentimental about cold water, but it's nicer to know that it is not in a class by itself.

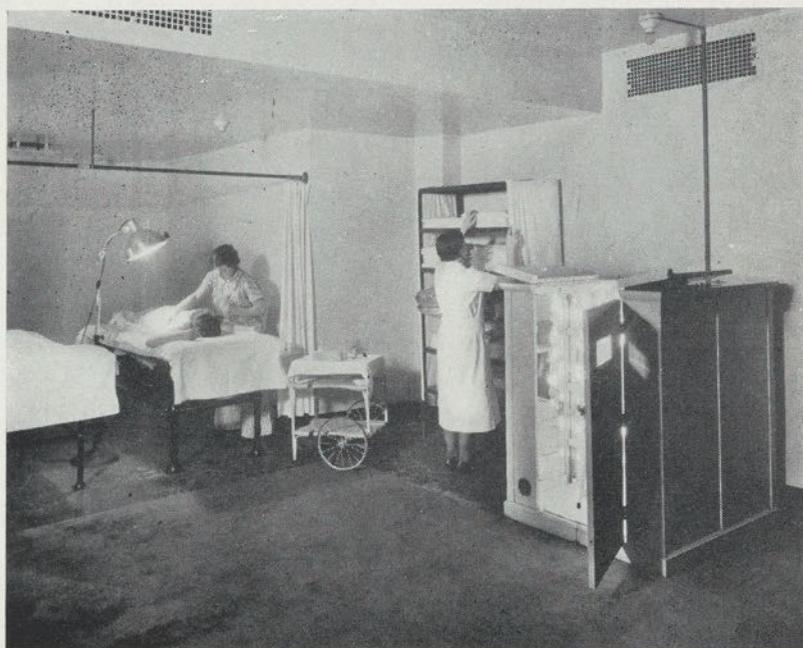
SHE WHO GETS SLAPPED

MISS LEE FROEHLICH, who has been massaging feminine residents into health, beauty and happiness for a year and a half now, has just reopened the Massage Studio down in the 470 Building after a European vacation trip. Miss Froehlich brings to her work a pleasant, invigorating personality coupled with excellent training, extensive experience and all the latest gadgets for massage work.

One of the gadgets is an elec-

superior to the conventional albolenene. (We hope this makes sense to our lady readers. The writer doesn't understand a word of it.)

Lee promises to take inches or pounds off wherever they're not wanted and soothe the nerves of the tired business woman before you can spell physiotherapy with your eyes shut. She also is skilled in whatever it is you do to help correct fractures, aid with convalescent arthritis, regulate blood pressure and circulation.



The Massage Studio with its attendants in action

tric cabinet which takes the place of the old steam bath. Another is a reducing cream made up in a special formula of her own devising which she says is much

The Massage Studio is situated conveniently near the Swimming Pool and appointments with Lee may be made via the Pool house phone.

PHONE LISTINGS

Numerous residents have asked recently concerning incoming telephone calls to the Terrace switchboard, so perhaps it would be well to explain again the listing accommodation which was set up some years ago.

Residents who have outside telephones may, if they wish, leave their numbers with the Terrace chief operator. Then if

an outside call comes in under the misunderstanding that apartments may be connected from the outside through the house switchboard, the operator can furnish the caller with the correct number for the apartment desired.

This will be especially convenient for new tenants who may have had their numbers changed.

MOST everyone is thinking about furniture and furnishings these days, especially the several hundred newly arrived in our midst. And I think it sort of spurs on old timers to do a bit of renovating and rearranging in their not-so-new homes when they see their recently acquired neighbors across the Garden trying a piece of furniture here, then there, until they find just the right place for everything.

I have had the pleasure of calling on most of those who have moved in during the last month and I have kept both of my eyes wide open and have tried to make mental notes of furniture arrangements and gadgets that might be of interest to all home makers.

The accompanying pictures show what can be—and was—done in a one room apartment in the 405 building. This is an experiment on the part of the Management. Betty Mindlin, 57th Street decorator, has planned and furnished a "model" apartment showing that utility and beauty go hand in hand down London Terrace's Main Street.

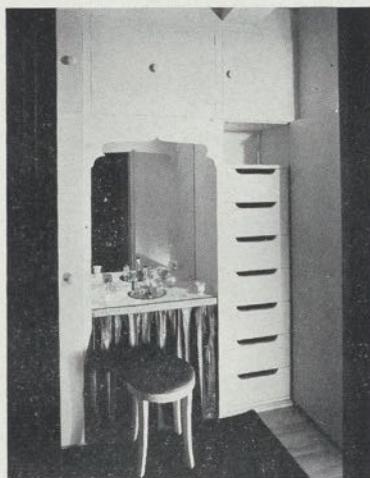
I do wish that it had been possible to reproduce these photographs in color because much of the stunning effect is largely due to the color scheme used by Mrs. Mindlin. Three walls are "Wedgewood" blue with the wall around the window white, as is the woodwork trim. The bookcases on either side are built in, and also the valance board which is set out the width of the radiator cover, plus a few inches, thus giving a bay window effect with a feeling of depth to the room. The draperies are also blue, just a shade darker than the walls and the arm chair beside the window is made of the drapery material.

The broadloom rug is very large and the color is Dubonnet. The couch is a striped material, Dubonnet and gray. The chairs opposite are mahogany with white leather seats. You can

Lady at Leisure



Photos by Murray Collens



hardly see the most useful desk in back of the couch—between the couch and the windows. The desk, drop leaf table and pedestal tables for the plants, are all mahogany. The low coffee table in front of the white fireplace is blonde wood. Can you see the goldfish in the clear glass vases on the mantle? That seems to be the thing—when you run out

of flowers, drop in a fish along with a few pebbles and a bit of grass to keep them company.

The dressing room almost has to be seen to be appreciated. Again the carpenter shop did their stuff and you can see the results. When you open the door on one side you find eight deep drawers (with the center cut down so you can get a hold) suitable for under-things and linens. The other side is a narrow closet with room for sleeping garments and robes. Above are three large compartments for hat boxes or storage space.

This apartment has a huge closet in back of the in-a-door beds with a pole for clothes stretching the entire length, which is a good ten feet. Shelves for shoes are at one end and there is ample room in between the twin beds to enter and select your wardrobe for the day, also an electric light to aid you. A real sure enough separate kitchen

(Continued on page 18)

WEST MEETS EAST

HE was born and raised in the Montana cow country and his list of professional enterprises consists of playwriting, acting, theatrical directing, radio script writing, actor in horse opera movies, rodeo rider and dude rancher.

She is a Cleveland girl and her list of professional enterprises includes acting, theatrical costume designing, painting, art teacher, play writing, radio script writing and horse wrangler.

The name of this enterprising couple is Mr. and Mrs. Clancy Cooper. They live in a Terrace apartment which looks out over the Garden and they say they like it very much. Also a member of the family is Gretchen the dachshund, which is equally at home on the sidewalks of New York and in the Montana mountains.

Every summer the Coopers swing aboard a west-bound train to leave Broadway and Radio City behind them, bound for the

Cooper ranch, which for ten weeks each year entertains a passel of Eastern dudes. All in all, it would seem to be a pretty fine life the Coopers lead and the story of how they arrived at it is an interesting one.

Clancy Cooper's background is western right down to the cow grass roots. He descends from a racial mixture which he says you'll find in abundance in the West; part Spanish and part Irish. Raised practically with a horse between his knees, when he got to the frisky age he took a tour or two around the rodeo circuits, broncho busting and bulldogging. He landed out in Hollywood, where he made a couple of pictures with Hoot Gibson and came out with the idea of a theatrical career irritating him

like a burr under a saddle girth.

He went back to the University of Iowa, from there to the Drama School at Carnegie Tech. After that he wanted some practical experience, so he wrangled himself a job with a theatrical outfit up in Cleveland called the Civic Theatre. He stayed there for five years, directing, acting and falling in love with Elizabeth, now his wife, who was costume designer and actress in the Theatre. They were married in Cleveland and decided to throw a rope at New York.

Cooper had done a number of progressive productions in Cleveland. He did the first American production of "Squaring the Circle," which later came to Broadway, and the first production of "The Farmer Takes a Wife," which was a later Broadway success. He produced a number of Lynn Riggs' plays, some of which had been on Broadway, others not. He wanted to see what he could do on Broadway himself. His first season's New York experience started and ended with a part in "Robin's Landing," one of those "artistic" successes whose opening and closing dates were almost simultaneous.

In the meantime the family ranch out in Montana had decided to cash in on the dude ranching business. He acted as promotion manager and agent in the East, lining up the season's guests. Also in the meantime he and his wife started in to write. One of their radio scripts has been produced over WJZ on the Magic Key programs—a continuity concerned with the adventures of Molly and Patrick Whelan, played by Sara Allgood and Whitford Kane.

Then Mrs. Cooper was ap-
(Continued on page 16)

*It's a big country we've got,
but this couple can handle it*



Clancy and Elizabeth Cooper at home on the range. The horse is Kickapoo.

WELCOME NEW RESIDENTS

A FEW OF OUR MANY SERVICES

- RENTAL LIBRARY
All the Latest Books
Fiction—Non-Fiction
- GREETING CARDS
A Large Selection of
the Finest Cards in
the City.
Personal Christmas
Card Sample Books
Are Now on Display.
- ARTISTIC
PICTURE
FRAMING
Picture Hanging Ac-
cessories, Hangers,
Hooks, Wire, etc.
Picture Glass.
- CLOSET
ACCESSORIES
Shelf Linings, Edg-
ings, Tacks, etc.
- G. E. MAZDA
LAMPS
15 to 100 Watt—15c
each.
- TYPEWRITERS
All Makes
Sold Repaired
Rented Exchanged
- DEVELOPING and
PRINTING
7 Hour Service
Enlargements of the
Better Kind.
- BRIDGE TABLES
and Chairs for Rent.
- NEWSPAPER DE-
LIVERY to Your
Door.

LONDON TERRACE
BOOK SHOP

219 Ninth Ave., New York

Call Us on Your
HOUSE PHONE

TALE OF A PLEASANT ENCOUNTER

YOUR reporter was shagging along Main Street the other day with his nose pointed on a hot news scent when whom should he run smack into but young Mr. Hoosat.

"Well, well," your reporter said, "fancy meeting you here, Mr. Hoosat. Thought you moved out a year ago."

"So we did," replied young Mr. Hoosat, "but now we've moved back."

"Well, well," your reporter said, "didn't like it where you went, eh?"

"It was all right," Mr. Hoosat said, "but somehow I seemed to spend a lot of time traveling to and from work, and my wife seemed to miss a lot of things around here, the convenient shopping and the house phone take-it-or-not-as-you-please maid service and so forth. So we came back and mighty glad to be here."

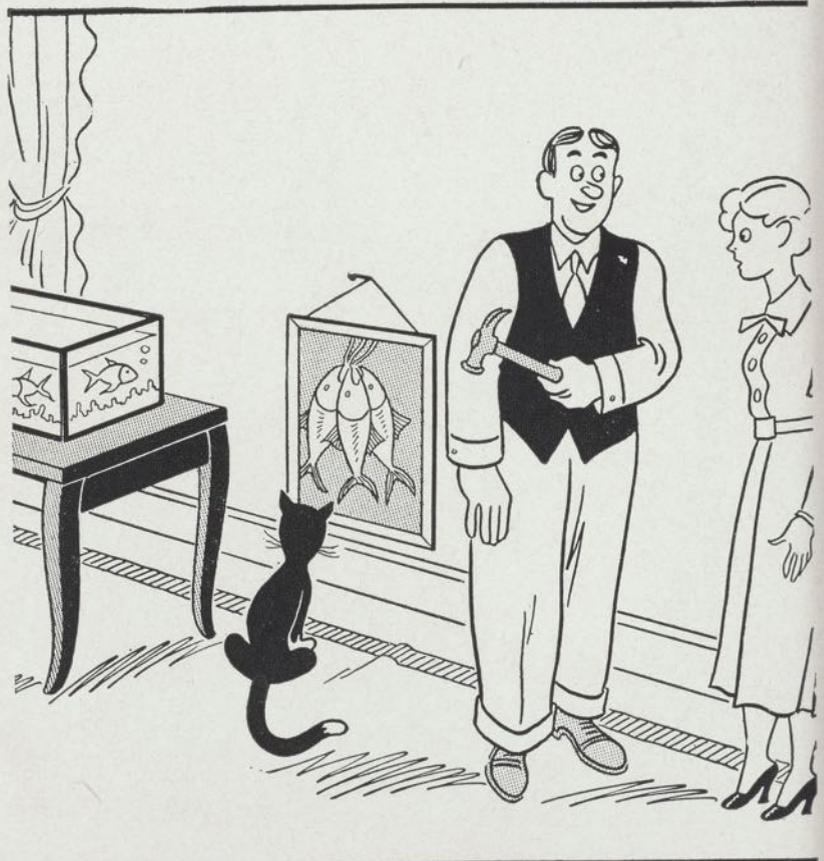
"Mighty glad to have you," your reporter said. "Where you bound now?"

"To the Pool for a quick dip before dinner. Haven't had any indoor swimming since I left here."

"Well, well," your reporter said, "if you don't mind we'll go along with you."

He didn't, so we did, and after the swim your reporter had an idea and the next day he went hoofing in to Wm. A. White & Sons, Managing Agents for London Terrace, and demanded to know how many old tenants who had moved out at one time or another were back this year. And after a lot of efficiency was practiced they came up with the figures that thirty-five new leases had been signed by former tenants who had gone away only to come whooping back.

That was a week or so ago



"That'll keep her mind off gold fish!"

**THE LONDON TERRACE
NEWS**

Published monthly for residents of London Terrace. Address all communications to the Editor, Penthouse Club, 470 West 24th Street, New York City.

when we were writing this issue of the NEWS and by now there are probably some additions to the thirty-five.

Anyway, we thought you might be interested in these people who couldn't stay away, so we put the story in the magazine. And the best of regards to young Mr. Hoosat and his family.

Identification Cards

A word seems to be in order this time of year regarding the London Terrace Identification Cards, those handy little items which are so useful in cashing checks, claiming packages and the like. They are also of importance in case of accident or injury and for these reasons should always be carried with you.

The cards are issued along with leases—new or renewed. Tenants whose leases expire in October and are renewing will receive fresh cards this month. Upon receiving them the old cards should be destroyed to avoid confusion. New tenants will of course receive their cards at the time of the signing of their leases.

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 who killed Cock Robin, and that case was closed unsolved long ago.

**NEW DEAL SHOE
REPAIRING CO.**

214 Ninth Ave. (Near 23d Street)
Phone—CHelsea 2-7311
Work Called For and Delivered

YOUNG LADY IN A QUANDARY

THE hands of the clock at the Twenty-third Street ferry house showed 12:00 midnight. Down the street to her Building door came a young lady, a very recently-acquired tenant. The Building door, as is the custom, was in the process of being locked, but the doorman held it open for the young lady to enter. She uttered a word of thanks and went upstairs to her apartment.

A few nights later the young lady was out again. This time her date was an even more absorbing one. So when it came time to start home she discovered it was 1:30 A. M. With a shock of embarrassment she remembered the midnight locking of the Building door, and rather than cause any inconvenience to the Management or employees, betook herself to a hotel for the night.

The moral of the little true

story is this: If you're out after midnight, don't be afraid to come home. All will be forgiven. If the young lady had had a little more experience with Terrace living, she would have known that her apartment key does double duty for the outside door downstairs.

The locking of the Building doors after midnight is one of the precautions taken for the safety of residents. It is not meant to cause any inconvenience and for that reason the locks are designed so that apartment keys will function downstairs.

Curfew shall not ring tonight!

**EXCLUSIVE
MILLINERY
Hats Altered**

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

*We'll Do Wonders to Your
Last Season's
SUITS—COATS—FURS*

Repaired Remodeled Relined
Skillful Workmanship Low Cost



Call on House Phone

LONDON TERRACE TAILORS

FOR MEN AND WOMEN

410 Building (Store) 415 Building (Lower Corridor)

St. Columba Church

25th Street Between 8th and 9th Avenues

Sunday Masses: 6-7-8-9-10-11-12 and 12:45

Parish limits: 19th Street to 28th Street

10th Avenue to 7th Avenue

Phone, LAckawanna 4-0035

Shop Shots



SO many things to buy for the new apartment and most of those many things can be purchased right "under your doorstep." In fact, you don't have to leave your apartment if you don't

want to, as the house 'phone will bring the many London Terrace Shops right to you. Space does not permit me to mention all the shops and services but I would like to call your attention to the fact that

Vagabond Voyages

VAGABOND VOYAGES VAGABOND VOYAGES CARGO AND FREIGHTER CRUISES EVERYWHERE

Lowest cost all Expense Cruises to BERMUDA — HAVANA — NASSAU — JAMAICA — PORTO RICO — and other ports in the West Indies, Central and South America.

All passenger, cargo liner and freighter cruises at standard steamship rates.

AIRWAY TICKETS ON ALL LINES

SISK TOURS

435 West 23rd Street

Next to Renting Office

Open until 8:00 P.M.

D. A. FRENCH, Inc.

•
FURNITURE BEDDING

•
CARPETS AND RUGS

•
Suppliers to the Wm. A. White & Sons

•
Telephone

192 LEXINGTON AVE.

ASHland 4-0673

NEW YORK

The Book Shop

can be of great assistance by supplying thumb tacks, picture hangers, shelf edging and many other getting-settled necessities. They also have "new address" cards and London Terrace stationery or will take orders for personal paper of your own choosing.

Roland L. (Monday Nights in the Penthouse Club) Stratford is the distributor of the new Metal Polish on sale at the Book Shop. One using proves its superior qualities, such as non-inflammable, non-separating and the odor is pleasant.

I could go on indefinitely listing the items to be found in this shop but I do want to say a word about

The Whelan Drug

who are featuring a 25% discount sale during "Whelan-United Week" from October 15th to the 22nd. This will include almost everything in the store. So if you are in need of electrical equipment, drip coffee pots and loads of other things that I still can't get used to seeing in a drug store, look over the assortment before you make the trek uptown.

The Food Store and Liquor Shop

next door are generally discovered immediately upon arrival. Housewarming parties usually call for refreshments, liquid and otherwise, and these two stores can supply everything from a

snack to an eight-course dinner.

The Housekeeping Department

plays a leading part in getting ready for the expected guest before and after arrival. Our maids can help no end in getting everything in order. And there are those trained to prepare and serve whatever you may wish to serve to your many friends—and acquaintances—who are “so anxious to see your new apartment.”

The Valet and Laundry

located right in the building are all set to make a good impression on the new customers. The apparent advantage of being able to send your things out to be cleaned any day, any hour, has been mentioned in this column before but bears repeating.

At this point I will stop and remind you of the little brown booklet, presented upon your arrival, along with your keys and identification card, called “Information for Residents,” which covers all our stores and services. Within these pages you will find, quote: “A guide to the operating routine of the world’s largest apartment house, whose tenants, being residents of what is virtually a city within a city, have certain obligations as well as privileges, the observation of which makes possible that ease and comfort of living for which this community has been designed.”

Doesn’t leave much for me to say except that we hope you will like us.

Information and Assistance
for the

HARD OF HEARING

in their various problems. Lip reading Lessons (Low rates). Batteries for Sonotone and Acousticon always on hand.

STUDIO HOURS 11:00 A. M. to 4 P. M.

Please telephone for appointment
CHelsea 3-2085

MRS. 'GENE WATSON
420 West 24th Street

CURTAINS DRAPES SLIP COVERS BLANKETS

Strictly Dry Cleaned

Beautifully Finished

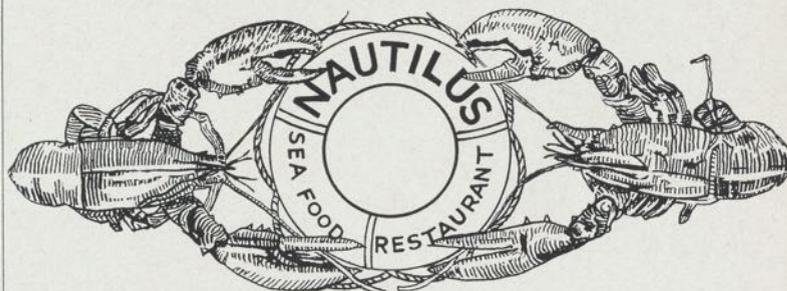
LONDON TERRACE CLEANERS

410 Bldg. (Store) 415 Bldg. (Lower Corridor)

Call on the House Phone

THE NAUTILUS

“The Elite of the Deep—Palatably Served”



267 WEST 23RD STREET
Near Eighth Avenue

NEW YORK CITY
Phone CHelsea 2-9552

BRINDA STUDIO

Announces Its Opening for the Sale of

CORSETS and BRAS

Free Figure Analysis

Necessary Adjustments by Expert at No Extra Charge
GIRDLES and FOUNDATION GARMENTS from \$5.00

TILDA WEST

425 - 3 E

CELE T. BRINN

CHelsea 3-6944

When You Are Pressed For Time

Call "VALET" on your House Phone for
the finest possible

SAME DAY CLEANING

Completely Odorless

LONDON TERRACE CLEANERS

Tailors — Furriers

410 Building (Store)

415 Building (Lower Corridor)

NEW YORK'S MOST MODERN THEATRE
R-K-O NEW 23rd

8th AVENUE AND 23rd STREET

ON SITE OF FAMOUS GRAND OPERA HOUSE

• PICTURES TO BE SHOWN DURING OCTOBER •

**"MY LUCKY STAR" • "CAREFREE"
"VALLEY OF THE GIANTS"
"ROOM SERVICE" • "HOLD THAT CO-ED"**



FIRST RUN FEATURES
NEWEST SOUND EQUIPMENT
SMOKING IN THE LOGES

ASK YOUR SWITCHBOARD OPERATOR FOR PICTURE
TIME SCHEDULES

Mail

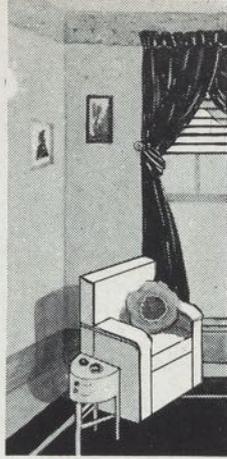
Mail which comes here addressed merely by name and the designation "London Terrace," clears through the Mail Clerk's office. From there it is routed to its proper Building. Our Mail Clerk handles it with efficiency and despatch, but a certain amount of time is necessarily lost in checking for the exact destination. Numbers of names are duplicated in this city of 4500 inhabitants and it requires a bit of doing to see that the proper person receives the proper mail.

If you want your mail to come sliding into your Building box with the ease of a three-point Corrigan landing, it is best to notify your correspondents of your Building address and apartment number. Then there will be no possibility of delay.

Vendor

Frequenters of the Marine Deck and the Penthouse Club need no longer fear that stricken feeling upon discovery that their cigarette supply has reached the vanishing point. A very efficient vending machine has been installed in the Club, thereby eliminating the necessity for a trip downstairs or a smokeless wait while the makings are being delivered.

It also should come in handy for Bridge Club members and nearby Building tenants.



RUTH LAKE INTERIOR DECORATION

DRAPES • SLIP COVERS

APARTMENT 3-B
405 W. 23rd. ST.
PHONE CH. 3-6270

Let us supply the
PLANTS AND FLOWERS
for your
NEW APARTMENT

*Your are invited to see the large selection of Fall
Blooms now on display at*

THE FLOWER SHOP
405 Building

BEHIND THE HEADLINES

FEATURING

PHELPS PHELPS

Statesman — News Commentator

WINS Every Sunday 12:30 - 12:45 P.M.

1180 Kilocycles on Your Dial

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

ELIZABETH FLYNN'S LONDON TERRACE COCKTAIL LOUNGE

Open daily from 11 A.M. to 3 A.M.
Sundays — from 1 P.M. to 3 A.M.

•
Serving the finest wines and liquors
Your favorite cocktail mixed by experts

•
Double cocktails from 25c up Rye Highballs 25c
Scotch Highballs 35c

•
Canapes served from 4 p.m. until closing

MEDICAL
REDUCING
MASSAGE

LIGHT
CABINET
TREATMENT

LEE FROEHLICH
LICENSED MASSEUSE

CHELSEA 3-7000 EX. 48
OR
HOUSE PHONE

LONDON TERRACE SWIMMING POOL
470 WEST 24TH STREET
NEW YORK CITY

McBurney School

Fourth grade through High School. College preparatory, with wide choice of electives. Certificate privileges to the colleges.

The finest equipped day-school in New York. Two swimming pools, three gymnasiums, volley ball courts, Little Theatre, 30,000 volume library, metal and woodwork shops, cafeteria, game and recreation rooms, club rooms, etc., etc.

Small classes and men teachers. Outing club and afternoon program at no extra charge. Endowment keeps tuition costs low.

THOMAS HEMENWAY, M.A.

Headmaster

5 WEST 63rd STREET NEW YORK CITY

West Side Y. M. C. A. Convenient Transportation SUsquehanna 7-4400

COOPERS

(Continued from page 9)

pointed teacher of art at Ethical Culture School, a private school. They've written any number of plays, one or two of which have come so close to being produced that they feel a Broadway production is not far off. And Mrs. Cooper is engaged in writing a biography of Sara Allgood and the latter's work with the Abbey Players of Dublin. She finds time for painting, as the very excellent cover on this month's NEWS bears witness.

Last season Mr. Cooper played with the Group Theatre in "Casey Jones." This season he is set with Kaufman and Hart's "The Fabulous Invalid," which will be opening about the time this is in print. He plays six parts in this production, which, from all indications is apt to be one of the sensations of the 1938-39 season.

Your interviewer worked hard for a long time trying to lasso

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 MUZAK.

BUDGET DINNERS from 55c

REGULAR DINNERS—85c and \$1.10

including a glass of port, sherry or sauterne wine

LUNCHEON 50c, 60c and 70c

ELIZABETH FLYNN'S

LONDON TERRACE RESTAURANT, INC.

Open Sundays — Club Breakfasts 12 noon to 3 P.M. — 45c to 65c

Special Sunday Dinner 12 noon to 10 P.M. — 85c and \$1.10

both the Coopers at once, but had to give up under the shadow of the publication deadline. They're busy folks. Mr. Cooper was finally corralled by himself at nine o'clock in the morning—the middle of the night to an actor and the shank of the afternoon to a cow hand. He is a muscular-shouldered gentleman, with blue Irish eyes and black Spanish hair. The feminine department of the family was represented by Gretchen, the dachshund, Mrs. Cooper having long since departed for Ethical Culture School.

Mr. Cooper was easy to interview—the systematic kind who has facts and names jotted down beforehand. We cleared up the factual details and then sat back to get an earful of Montana.

He says he and his wife spend a lot of time breaking horses during the summer months. She's really better at it than he is, he says, because she has more patience and patience is the one thing you can't break a horse properly without. He's apt to lose his temper, the horse loses his, and they wind up over in Idaho somewhere.

Finally Mr. Cooper was sorry, but he had to go to rehearsal. We said we were sorry too, wished him luck with the show

and said to pay our respects to Mrs. Cooper.

From horse-wrangling in Montana to appearing in a George S. Kaufman Broadway show seems something of a hurdle, but Cooper takes it in stride. Maybe it's the Irish and the Spanish in him.

**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 reservations.
They are part of
POSTAL TELEGRAPH'S
regular services

**DRESSMAKING
and
ALTERATIONS**

MRS. O. LE COUNT
450 BUILDING
APARTMENT 1A
WAt. 9-7163

**HAVE YOU A
DOG OR CAT?
WE BOARD —
TREAT — CLIP
PLUCK — BATHE
MANICURE them**

Outdoor Runs X-Ray
Sanitary Kennels Surgery
Day - Night Service

**DR. LEON ROTH
CHELSEA DOG &
CAT HOSPITAL**
303 W. 20th St., near 8th Ave.
WAt. 9-6963



**THE PENTHOUSE
DUPLICATE
BRIDGE CLUB**

Announces

Instruction for Beginners
Thursday 1:45 P. M. Oct 6

Beginner's Duplicate Game
Tuesday 1:45 P. M. Oct. 4

GLADYSE GRAVES STARK
Director

470 Building Penthouse

Card Fee Fifty Cents

RUGS

CLEANED SHAMPOOED

UPHOLSTERED FURNITURE

Cleaned In or Out of Your Apartment

LONDON TERRACE CLEANERS

415 Building (Lower Corridor) 410 Building (Store)
Call on House Phone

CURTAIN CALL

Unlike the usual curtain call which distinguishes the end of a Broadway Production, our curtain call is a signal to check up on the appearance of all your curtains before Winter's debut.

Nothing makes an apartment seem quite as cozy and attractive as the brightness of freshly laundered curtains—and when they are carefully laundered by Knickerbocker, they are returned to you new in appearance and the *exact size* they were when we received them.

Remember, our million dollar laundry is no further away than your house phone, so why not ask us to call for your curtains, *now?*

LONDON TERRACE LAUNDRY



Lower Corridor

435 Building

London Terrace Management

announces the following

RESIDENT PROFESSIONAL SERVICES

MEDICAL

ROBERT E. FRICK, M.D.

445 West 23rd St., Apt. 1B

CHelsea 3-6677

B. M. SHALETTE, M.D.

425 West 23rd St., Apt. 1B

CHelsea 3-1224 and 1225

EDWARD M. DITOLLA, M.D.

445 West 23rd St., Apt. 1C

CHelsea 3-7795

By Appointment

ALFRED C. DUPONT, M.D.

455 West 23rd St., Apt. 1B

CHelsea 3-1894

PAUL R. BORCHARDT, M.D.

445 W. 23rd St. Apt. 1-B

CH. 3-6677

Practice Limited to Diseases of Chest and X-ray Diagnosis.

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

BEATRICE E. MADDEN, R.N.

Specializing in Colonic Therapy

415 Building Apt. 2D

CHelsea 3-0947 or House Phone

By appointment only

LADY AT LEISURE

(Continued from page 8)

with an outside window and a black and white bathroom complete this ready-to-move-into apartment. For further details see your favorite renting agent.

I have some more ideas to pass on to you but we are limited for space this month so I'll save 'em until next month.

Maybe it's because I'm due for a session with the dentist that the following "Diamond Point" joke struck me as being quite funny:

Dentist: "Open wider, please—wider."

Patient: "A-a-ah."

Dentist (inserting rubber gag, towel and sponge): "How's your family?"

I might add that this leaves me feeling fine and I hope you and the folks are the same.