

OCT 9 '39

London Terrace News



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ERACE NEWS

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The World's Largest Apartment House



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SOME WITH WOOD BURNING FIREPLACES
MANY WITH CROSS VENTILATION

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NEW YORK CITY

Renting and Managing Agent

The NEWS of

London Terrace

OCTOBER, 1939

VOLUME VII

NUMBER 9

Squash

Here is a call for a number of actively sport-minded men to crash into some real athletic indoor competition this winter. The plan is to organize Terrace squash tennis, squash racquets, badminton and indoor tennis teams to barge around town taking on various clubs and local organizations.

Mr. Rowland B. Haines, resident manager for Wm. A. White & Sons, Managing Agent for London Terrace, and a national squash tennis champ not so long ago, thinks it would be a fine idea and wants to see what can be done about it. What with the open season on apartment renting about closed, he would like to turn his excess energy toward something really constructive and believes these teams may do the trick, as well as provide a lot of sport and exercise for those concerned.

If you play any or all of these games and would like to try your skill in club competition, communicate with Mr. Haines in his office in the 435 Building.

Identification Cards

It's a good idea to keep your official London Terrace Identification Card with you at all times. They're handy little credentials which come in very usefully for

cashing checks, claiming packages and the like. They are also important in case of possible accident or injury.

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 receive their cards with the keys to their apartment.

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

And now that that's all explained, we'll turn next to the European situation, but on second thought we won't do anything of the kind.



Chess

It's moving day all winter for Terrace chess addicts, who are climbing into their brain armor in preparation for the first Chess Club session in the Penthouse Club. Exact date is not set as yet, but the weekly meetings will be held on Wednesday evenings as usual, starting either the second or third week in October. Announcements will be made on lobby cards, so watch them to check on the first night of play.

Newcomers who wish to try their wits at these pawn-pushing sessions will be furnished all details by calling the Penthouse Club. All varieties of chess talent are represented in the Club from sharks to minnows, so don't worry about finding players who are in your class.

If you don't know how to play chess and want to learn, an instructor is available. Phone Mrs. Eva Robin, 470-19A, if you want more information.

Phone Service

Here's a word to new residents about the telephone and switchboard set-up here in order to clear up any chance of misunderstanding. As you probably know, your house phone functions for *intra-Terrace* calls only, including all on-the-premise service departments, store and

THE LONDON TERRACE NEWS

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restaurant concessions and other apartments. Two off-the-premise establishments also have house phone connections: Excelsior Garages and Longacre Square Garage.

The Terrace switchboard of course can receive outside calls, but it is impossible to connect outside calls with house phones. However, if you have a private phone, you may, if you wish, leave the number with the switchboard operator. Then, if someone calls from the outside to the switchboard and asks to be connected with your apartment, the operator can furnish the correct number to be called. This accommodation is especially convenient for new tenants who may have had their numbers changed or who may be receiving calls made under the impression that apartments may be connected from outside of the Terrace through the switchboard.

All you have to do to receive this service is to notify the Terrace chief operator and from then on everything will work as slick as a new umbrella.

Shutter Stuff

The newly inspired idea of a Camera Club for residents is jelling nicely. A first meeting of the squint-and-take enthusiasts was held September 27th, plans were discussed and more developments are pending at any moment.

If you missed this meeting and want to get in on photographic activities, you can catch up on all information and current developments by calling the Penthouse Club.

MINE HOSTESS DRESSES UP

MISS Elizabeth Flynn has celebrated the beginning of her sixth year of catering to Terrace and neighborhood appetites with a nifty job of refitting and redecorating in her Restaurant. You've probably noticed



Elizabeth Flynn

the brand new mulberry carpet, the tastefully tinted green walls, the new window draperies and the convenient little lounge in one corner with chairs, magazines and small tables where you can sit and tap your foot in comfort while waiting for the date who's better late than never.

Elizabeth Flynn's Restaurant has become an accepted part of London Terrace, like the Bobbies and the Garden—a convenient, attractive place to lunch, dine or entertain. We thought it was about time we had a talk with Miss Flynn so we could tell you a little bit about her.

Well—Miss Flynn is all right. She's attractive, friendly, with an entertaining sense of humor. She has two other restaurants besides the one here—one in Jackson Heights, the other at Forty-ninth and Lexington. She supervises them all and personally attends to that most important part of the restaurant

business—the buying of the food. She's on the phone each morning at seven talking to marketers, wholesalers, clam diggers and fishermen.

She got into the restaurant business in Florida thirteen years ago when she was down there on a vacation from her duties as a buyer of women's apparel for a New York store. She says she found the food so bad she decided she ought to do something about it. She had a flourishing establishment until Florida was submerged in 1929, then she came back to New York and started doing business uptown. She opened her Terrace restaurant in 1934. She likes it here, likes the sort of people she sees at her tables and likes to think she's doing her bit to make our home an ideal place in which to live. She's always on hand to help out with the Jamboree, the Christmas Party and other functions.

Yes, Miss Flynn is a nice person to have around. If you haven't yet made her Bar and Restaurant a habit, now is a good time to begin.

Singles

The first season of Terrace ping pong came in for an enthusiastic send-off when the championship matches wound up on September 1st. Mr. Phil Lynch and Mr. Elwood V. Schulte won through to the final round in a field of thirty-five starters. Mr. Lynch copped top honors by defeating Mr. Schulte. The two other semi-finalists were Mrs. Moe Turman and Mr. Earl Willoughby.

Daily afternoon and evening informal play is attracting many table tennis enthusiasts to the Penthouse Club, where three tables are available. It's nice surroundings, it's nice fun and it's nice people, so come up some time and bring your friends for a little competition. Table charge is fortycents an hour.

NEW TERRACE GYMNASIUM COMPLETED

THE birth throes of a grand undertaking have been going on for some time downstairs in the 470 Building and by the time this is in print the new baby should be sturdily alive and active.

The newcomer is the London Terrace Gymnasium, which is functioning under the direction of two capable, experienced young ladies who will introduce the famous Artie McGovern Method of exercise for the benefit of the silhouettes and general health and happiness of the Terrace fair sex.

Reconstructed room adjoining Pool will feature Artie McGovern Method

group work after 5:00 P.M. The routine includes exercise, massage, hot room, baths and swimming, all individualized to suit the needs of each person. You can sign up for courses from one month up to a year, based upon a three-times-a-week routine. You'll be glad to know that Terrace residents get a special reduced rate.

The McGovern Method, which

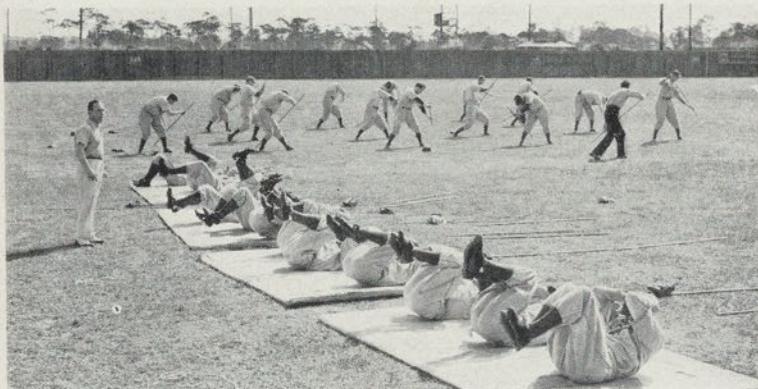
has been endorsed and followed by leading athletes for many years is based on simple exercises which keep the muscles of the body functioning properly and without violent strain. The principle is that if all these muscles, even the ones we are not conscious of possessing, are kept fit, the body itself and all its organs will function exactly as they should. Weight is put on where it is needed, taken off where it isn't needed, sluggishness disappears, vitality is heightened, ankles, thighs and calves gain proper proportions. As a matter of fact, one of Miss Post's specialties is the reducing of thick thighs and ankles.

For the present, there will be no men's classes, but after the women's groups are organized it is possible that one or two of McGovern's men may be persuaded to come here for that purpose. Notices are being sent to all women residents with details concerning Miss Post's and Miss Murray's courses.

The Gymnasium is bound to turn into a great added attraction for Terracers and their friends. Artie himself will come around from time to time to give informal talks on health and exercise. Better stop down and look over the new Gym some time soon and have a chat with the McGovern girls. They're worth talking to.

The new Gymnasium occupies the east half of the former women's locker room, the entrance being left of the street entrance to the Swimming Pool lobby. This location provides excellent light and ventilation. In order to give ample accommodations for the many women who will use the new Gymnasium, the Swimming

(Continued on page 14)



Artie McGovern puts the Brooklyn Dodger baseball team through pre-season paces

The two ladies are Vera Post and Elizabeth Murray. Miss Post is the exercise instructress and Miss Murray handles the business end. We think you'll like them both. Miss Post is an excellent example of practicing what she preaches, full of zing and personality and with a figure that makes you disbelieve the number of years she says she has spent with McGovern. Miss Murray is quiet, friendly and charming and has been working with McGovern for three years.

Their instruction and exercise set-up includes both individual and class work. In general the plan is to give private individual exercise during the day and



Exercise instructress Vera Post

Red Cross

The annual Red Cross enroll-



ment campaign comes at a time when its facilities of mercy are faced with the worst catastrophe of war since 1918. In addition to its peace-time relief of fire, flood and disaster victims it now must extend help to countless ravaged communities all over the world.

To accomplish this work it depends to a great extent upon individual contributions. It is a good cause and one which deserves the support of all of us.

Red Cross membership enrollments will be received in the Terrace by resident Mrs. Bruce White, apartment 17E in the 460 Building. A little later on, blanks will be distributed to all tenants for their convenience, but you don't have to wait for them. Get in touch with Mrs. White and help out in this worth-while endeavor before procrastination sets in.

POINTS OF ORIGIN

WHERE do you come from, boys and gals?

Chances are you hail from points west, south or north, because that's the usual story of the average New Yorker. Anyway, we have had several suggestions that residents might be interested in meeting or getting together with people from their own necks of the woods. Maybe little Betty Jones, whom you haven't seen since high school days and have often wondered whatever happened to her, is living right down the block or around the corner.

Just so you won't get a chance to say, "Why didn't you tell us there was some one from my home town living right here?"

the NEWS now offers you the opportunity to tell where you came from. If you will fill out and clip the blank form on this page and hand it to your doorman, it will be filed according to town and state. Then, when a New Orleans or Michigan evening is scheduled for the Penthouse Club, you will be invited to attend to meet the other folks from your locality. Perhaps we can even get enough native New Yorkers to form a club, which would be a unique Manhattan institution.

So fill out the blank and hand it in. It will be interesting to see just how much of the country's hinterland is represented among our 4,000 inhabitants.

NAME

BUILDING APARTMENT

HOME TOWN STATE

COME RIGHT IN

THE word "welcome" on a door mat is an outmoded fashion—in fact door mats themselves are well-nigh obsolete—but the idea is still a pleasant one. New tenants in London Terrace are getting a "welcome" in a spirit which typifies, we like to think, life as it is lived here.

The "welcome" is delivered in the form of a filled basket which is presented to the new tenant by a uniformed messenger at the time when the first of the furniture is trundled in; a time which is not without its annoyances even in the best-run establishments. The basket in itself is a useful item which can be utilized as a waste paper receptacle. The contents of the basket represent a joint gesture of welcome from the Management, our stores, concessionaires and a neighborhood theatre. They include a few grocery necessities from Royal Scarlet, a first aid kit from Whelan's, cards entitling the holder to two luncheons or dinners at Elizabeth Flynn's Restaurant, a free bundle of laundry from Knickerbocker, dry cleaning credit at the Valet Shop, a complimentary offer from the Beauty and Barber Shops, a pair of passes to the RKO Twenty-third Street Theatre and your favorite paper free of charge for one week from the Book Shop.

If anything can help new tenants feel at home at a time when they are apt to feel a little strained and strange, this basket should certainly do the trick. Old residents of course are thoroughly familiar with the pleasure and convenience derived from association with our own stores and services, so that this good will offering is not necessary to acquaint them with our establishments. To the newcomers, however, it constitutes a pleasant and helpful reminder of where to get things done as well as the assurance of friendly cooperation from Management, concessionaires and stores.

Strange Talk

Classes in French and Spanish languages, beginners and advanced, you may be glad to hear, are now definitely set for regular sessions during the coming months. Details of the class hours and other necessary information will be sent to all those who have left their names.

If you are interested in a little bi- or tri-lingual instruction, but have not as yet made known your desires, a phone call or note to the Penthouse Club will result in details.

"Ladies and —"

There's more to making a public or semi-public speech than just getting up and starting to talk, as every one of us knows who has ever mounted a soap box in Columbus Circle. In order to help slay the dragon of public appearances with which most adults are faced some time or other, Mr. A. V. Gartner is here to conduct a course in public speaking.

From Mr. Gartner's experience and qualifications, he should know what he is speaking about. He has been a student and assistant instructor under Dale Carnegie, is an honorary member of "Toastmasters," a well-known public speaking group, is vice-president of the Speakers Club and has, for four years, conducted a speaking course for the large business corporation where he is employed.

His course is designed, he says, "to improve personality, develop the ability to influence people, to overcome audience fear, to teach people how to think on their feet, as well as the qualities of good delivery, platform personality, and the proper construction of a good talk."

On Tuesday, October 10th, in the Penthouse Club at 8:00 P.M., Mr. Gartner will be on hand to conduct the first meeting, discuss the course and receive enrollments. Make it a date if you're interested.

"MONDAY NIGHTS" RESUME THIS MONTH

"MONDAY Nights in the Penthouse Club" assumes the status of a veteran Terrace activity this year—one of the best-liked and best-established of our tenant groups and clubs. First started three years ago as something of an experiment developed from an idea of Roland L. Stratford's, it gained rapidly in popularity and interest. On its platform have stepped speakers and leaders in every sort of discussion from astrology to the state of affairs in the Orient.

Most of the old friends of Monday Nights will be back again, but for the benefit of newcomers we will say that this weekly gathering is for the purpose of discussing and learning about varied subjects of

modern thought, trends, business, economics, science—anything which makes our complex world go round. An authority on the subject picked is present each week to give a talk and lead a discussion by those present. Monday Nights has attracted a wide roster of interesting people during its existence and some first-class evenings are in prospect for the autumn and winter.

The first session will be held some time this month, probably October 23d. Notices will be mailed out giving more definite information. If you haven't attended a Monday Night, better come up to the Penthouse Club for a highly interesting evening. It's well worth it.



Courtesy "Institutions" Magazine

"These paneled walls are very confusing."

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
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Call Us on Your
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Lady at Leisure



NEW YORK is just as friendly as you want it to be—most of us know that. But your neighbors, the Management and the staff that serve you, want you to know that this is doubly true here at London Terrace. They are all ready to do their part, it's up to you.

An interesting incident bears out what I mean about "neighbors." The following evidence of New York friendliness was related to me recently and I will pass it on to you.

One of our tenants shares an apartment with her aunt. The other day she was busy in her bedroom with the door closed when she heard a great babble of voices and bits of conversation such as "Isn't this the most wonderful place"—"I think this is so nice of you," etc., etc. She peeked out and saw her aunt ushering in about a dozen ladies—none of them familiar to the niece. She remained in seclusion until the departure of the strangers, then ventured forth to satisfy her curiosity. It seemed that auntie had encountered this delegation out on the corner of 10th Avenue and 24th Street. The looks of bewilderment prompted friendly auntie to get into conversation with one member of the group. You guessed it—they were out-of-towners here for the Fair, had just been over to Jersey, got off the bus to investigate all this brick that we call home and here they were. It was suggested that the view was better from the top of the building. Hence a trip to the Marine Deck, a complete tour of the building and refreshments in their "guide's" apartment. I must admit that this is

a rare case of hospitality but it goes down in my little red book under the heading of "neighbors."

Another little tale on this "Good Will Hour" has to do with a phone call that I received from that very nice person, Ted Malone of "Between the Book Ends" radio fame (station WJZ if you don't know, you should). Many will remember Mr. Malone from the Christmas party as he read the famous poem "Twas the Night Before Christmas" for us last year. To get back to the phone call. Mr. Malone called to get the phone number of one of our tenants who was supposed to be very lonesome in the big city, having recently arrived from far distant Spokane, Washington. It seems that Mr. Malone had urged listeners to write him in response to some sonnets that he read over the air. A Spokaner took him up on this and wrote suggesting that he call and say "hello" to her old friend who was now living at London Terrace. But the moral of this story is that our recently acquired Western tenant is far from lonely—she is one of the most active members of the Chelsea Charities organization. She and her hubby attended the Monday Nights in the Penthouse Club regularly all winter, transferring their affections to the Movies this summer. Bridge and swims in the Pool with their many Terrace friends take up more of their time. I hope that I have made it clear that we have no sympathy for home-sick out-of-towners because there is ample provision made for them to get together with others who may

(Continued on page 17)

LONDON TERRACE NEWS

BACK TO THE FARM AND THE TERRACE

YOUR interviewing reporter stood in a bare apartment in the 455 Building and chatted with Mr. and Mrs. Benton Clark, who were waiting for the movers to arrive from New Jersey with their household goods. Nobody sat down because there wasn't anything to sit on. Mrs. Clark strolled from room to room visualizing which piece of furniture would go where and Mr. Clark leaned against the wall with his hat on and remarked that they were glad to get back to London Terrace.

The Clarks are two of those people we've told you about occasionally who once lived in the Terrace, left us for awhile and then returned. Mr. Clark is the well-known magazine illustrator whose vigorous and unusual oils add color and romance to our popular publications in general and *The Saturday Evening Post* in particular. His return to the Terrace marks a certain change in the family's scheme of living, just as the departure a couple of years ago did. At that time fast-growing children demanded suburban spaciousness. Now the two children are away at school and the Clarks have bought a small farm in Pennsylvania, so they have changed from a suburban life to a more satisfactory city-country combination.

One of Mrs. Clark's big problems was to decide which furniture to bring to New York and which to send to the farm, but she thinks she has it solved, although she was a shade worried as to whether the things she had picked to come here would fit after they arrived. Although the Clarks seemed inclined to talk about their apartment and their farm rather than themselves, your interviewing reporter was firm, got out a pencil, spread his copy paper against a convenient wall and gave Mr. Clark the works.

If you read magazines at all

That's the way one busy family solved problem of modern living

you're familiar with Mr. Clark's art. Its distinguishing qualities are its vigor and action, the fact that he, unlike most illustrators, works in oil, his fine horses, his masculine, active heroes, his heroines who possess character as well as beauty, the fact that when you



Artist Benton Clark astride one of his models

look at his stuff you feel that you are looking at a painting rather than an illustration. Mr. Clark would probably take issue with the last-mentioned statement. He's an illustrator, he'd tell you, who uses a medium in which he likes to work and which typifies the sort of stories he illustrates. If his pictures look like good paintings, that's all very well, but that quality should remain a means and not an end.

He comes from Ohio—Coshocton to be exact—and his fondness for horses in his illustrations may have some foundation in the fact that his father dealt in horses; bought and sold them. Benton Clark always liked to draw and paint. He went through high school and not

wishing to be bothered with college, immediately enrolled in the National Academy of Design in New York. He also studied at the Art Institute in Chicago. He says he never had any desire but to be an illustrator; the idea of art for art's sake didn't appeal to him, but he wanted to paint in oils and he refused to adapt his talent to more conventional techniques of illustration, or to pick up popular fads which he knew wouldn't last.

This singleness of purpose probably didn't strew any roses in his bed during the first few years he was trying to sell his stuff. He didn't actually say so, but your interviewer gathered that he had a hard time selling his stuff at all. He stuck to his guns, or more properly his oils, and when he finally did get some recognition, he graduated right to the top ranks and has been there ever since. His brother Matt is a well-known illustrator also, and they share a studio down in East Eighth Street. That makes three home doorways for Benton to pass through in various phases of his daily life—the studio, the apartment and the farm.

Much of the material which Clark illustrates demands special knowledge and information—historical western backgrounds, proper period designs for horses, wagons, saddles, guns, homes, costumes, as well as various foreign locales. The only way to get this is to dig in and find it; go to the library, look up books, pictures, descriptions, visit museums, get help from professional costume establishments. He does most of this work himself and the fact that both he and Mrs. Clark collect antiques as a hobby often helps him in his work. An old wagon they picked up down in Pennsylvania served as model

NEW YORK'S MOST MODERN THEATRE
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WATCH FOR THESE OCTOBER
 SCREEN HITS

MYRNA TYRONE GEORGE
 LOY • POWER • BRENT
 "THE RAINS CAME"

JOHN ROSEMARY
 GARFIELD • LANE
 "DUST BE MY DESTINY"

ALICE DON
 FAYE • AMECHE
 "HOLLYWOOD CAVALCADE"

ANNA NEAGLE
 "NURSE EDITH CAVELL"

Program Subject to Change.

**ASK YOUR SWITCHBOARD OPERATOR
 FOR PICTURE TIME SCHEDULE**

for one of his recent illustrations.

A certain amount of technical juggling is necessary when it comes to putting the man on the horse, or with the gun, and the girl in the wagon. He and his brother have a sort of wooden horse rigged up in the studio for the models to sit on to get the proper posture and the effect upon the muscles and figure. When he gets the costumed model drawn in the right position, he has to substitute the real horse for the wooden one, modelled from a photograph or picture. Sometimes he's completely stuck for the right kind of horse doing the right thing and then he depends upon his own imagination and knowledge of horse anatomy to turn the trick for him. He is noted for his accuracy of background and detail and seldom slips up.

Mr. Clark admits that making the grade in magazine illustration is a tough climb and he

doesn't like to offer advice or point out any sure-fire formula to success. He knows how he did it. He studied and worked to perfect his art, he did the sort of thing he liked to do and felt that he should do, he stuck at it, and finally got there. But he wouldn't like to say his system would work for every aspiring artist illustrator. It's something you have to work out for yourself.

It was pleasant to stand in the bare apartment looking out over the Garden and talk to Mr. Clark about his work. It was pleasant to talk to Mrs. Clark about the apartment and the farm. But after awhile the house phone rang to bring word that the movers were on the way up with the first load. It was time for an interviewing reporter to get out and leave the Clarks with their own problems of chairs, tables and rugs.

It was good to see them again and good to know they were back.

DOG SERVICE

IF you're new around the Terrace and if you own or contemplate owning a dog, we're sure you'll be glad to hear of the very unique service thought up by the Management to help you take care of your pet.

There is a dog master on the premises. His name is Peter Dunn, one of our veteran employees, a dog owner himself, who knows his subject and can be trusted to handle your canine in experienced, kindly fashion. His duties are to exercise or feed your dog, or both, at any stated hours of the day or evening. If you're going to be away for a few hours, a week-end, or longer, you can turn over your dog to Peter and go about your business or pleasure without worry. Or if you're busy at the time your dog needs exercising you can have him taken out for a few minutes.

The procedure is simple and is as follows. Call Uniformed Service on your house phone, say that you would like to converse with the dog master and very shortly Mr. Dunn will appear at your apartment door to receive his instructions, which will be put in written form. He does the rest.

The charge for this service is nominal, starting at fifteen cents for one feeding or exercising, with special rates available for longer periods of care. No tipping is expected or required. Terrace dog owners have been more than pleased with the way in which this dog master idea has worked out, and we are sure that newcomers will be glad to take advantage of it.

Secretarial Service
Manuscripts a Specialty
THE PINCH HITTER
 2G-410 Bldg. or CHelsea 2-7169

Shop Shots



ONE of the typical remarks made by those seeing London Terrace for the first time pertains to the completeness of our Shops and Services. Most of them say about the same thing—"Why you could live here for months and never have to go out of the building to buy a thing." Most of you may know this but do you know that

The Whelan Drug Store

has gone stream-line? Curves may be in style for the ladies but not for drug stores, it seems. New and wider counters give quite an air to the corner "Pharmacy." Remember that word? They do still mix drugs and mix them very well back in the Hospital White Department. See Miss Gibney if you are interested in less medical preparations. You'll find her at the Cosmetic counter. Ask Mr. Sherman, manager of the store, if you want anything you don't see. And while you're waiting for your Coca-Cola at the Fountain, "Whitie" will recite his own poems for you. Very friendly, nice place, this Whelan's.

Postal Telegraph

is up at this end of our block so when you want to tell somebody something in a hurry, you don't have to go far. In fact you don't have to move out of your apartment—just phone down and the boy will come up to your door. They even have messages all made up to suit every occasion if you are too tired to think.

The Book Shop

Like the Drug Store, the name of this shop is a bit misleading.

True, you'll find loads of books and magazines that you expect to find but they have a young hardware department in the back. Ask Mrs. M. to show you the many tricky things that will help make your apartment more attractive; shelf edging, colored thumb tacks and such. And if you need a new set of dishes, they sell that good looking bright colored "Fiesta" ware.

The Beauty Shop

is well staffed with a trained, friendly crew waiting to make Terrace ladies more beautiful than they already are. If ever beautifying is wanted—and

WHEN BUYING CANDY INSIST ON THE BEST

It costs NO more to obtain the best candy at our Shop. We make all our candies from the very best and purest materials obtainable. Sweet cream and fresh dairy butter delivered to our kitchen daily.

TRY OUR BETTER CANDIES and be convinced.

Ada Long

Famous for our Butter Creams.

RKO Theatre Bldg., Cor.
23rd Street and 8th Avenue,
New York City

Skillful Alterations

*Let Us Reline or Remodel
Your Fall Clothes, NOW*

*Or We Can Measure You
for That New Suit or Coat*

Choice of all wool fabrics—styled
and priced the way you want it.



LONDON TERRACE TAILORS

for both Men and Women

410 Bldg. (Store)

415 Bldg. (Lower Corridor)

Call on House Phone

POSTAL TELEGRAPH

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LONDON TERRACE**

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EXCLUSIVE
OFFICE**

FOR YOUR SERVICE

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or secure a messenger to run
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Simply ask for
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Call on us for your theatre
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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

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Neutral Ships to Neutral Ports

Land Tours by Rail - Bus - Plane

Shore Resort and Mountain Hotel

Reservations

435 Building

Open until 8:00 P. M.

needed—it is during hectic mov-
ing days. No need to make an
appointment days ahead and then
find out that it is not convenient
to keep it. A call, on your house
phone, an hour or two ahead, is
all that is necessary. The Shop
is open evenings until 8:00 so
there's time for food after busi-
ness hours if you work for a
living.

The Post Office

is just around the corner and is
about to be especially appreci-
ated now that unpleasant weather
—and Christmas—are practically
just around the other corner.
Entrance is from the street but
by coming up into the 470 lobby
and through the Kester Motor
Show Room you don't have to go
out of doors.

The Garages

If you should buy a car on your
way to the Post Office and then
not know where to keep it, your
troubles are solved as there are
two reliable garages in the imme-
diate neighborhood—Excelsior on
23rd Street near 10th, the other
Longacre on 10th Avenue near
24th. Phone connections to both
garages with our switchboard
makes for prompt service. Rates
and other details can be discus-
sed with which ever place you
decide suits your particular needs.

FOR SALE—New winter
coat, size 36. Apt. 8B—405.

See this column next month for
further news of your concession-
aire neighbors.

Yours truly,
THE SHOP SHOOTER

NEW GYMNASIUM

(Continued from page 7)

Pool and the swimming instruc-
tion of the W.S.A., the women's
locker room is now located
downstairs, in the space formerly
occupied by the men's locker
room. The new women's locker
room is equipped with the dress-
ing booths formerly installed in
the old locker room. A new and
attractive Massage Room has
been installed in the southeast
corner of the women's dressing
room. Miss Lee Froehlich is
continuing in charge, under the
direction of Miss Post and Miss
Murray, thereby assuring most
competent massage treatments.
A new hot room has also been
installed, which it is felt will be
a very welcome feature. The
men's locker room has been
moved upstairs. We are sure
that the new London Terrace
Gymnasium will be welcomed by
the tenants of the Terrace.

Some months ago, in answer to
a request for a handball court, a
section of the men's locker room
was cleared, and a handball court
installed. The game has proven
so popular that, now that this
space has been taken by the new
women's locker room and mas-
sage room, a new handball court
has been installed in the former
trunk room of the 460 building.
In this room also is installed the
gymnasium equipment from the
former men's and women's locker
rooms, including the bicycles and
rowing machines. This new
gymnasium and handball court
is for the free use of tenants,
under present plans. This gym-
nasium has three windows open-
ing on the garden. Ample light
and ventilation are therefore pro-
vided, and it is felt that many
will enjoy a work-out there.

LONDON TERRACE NEWS



JUST a word of welcome to the new residents of London Terrace and I'm not forgetting the old ones!

Won't you come up to the Penthouse Club and get better acquainted?

If you do not care particularly for the more strenuous game of Duplicate Bridge, I will give you the "set up" for Rubber Bridge or perhaps Checkers or Mah Jong. Just let us know what your favorite pastime is and we shall do our best to make you happy. We'd like to convince you that London Terrace is the friendliest little city in the largest city in the United States.

Now for the answer to last month's problem hand. South leads small spade. North wins and leads diamond ace. South discards the five of clubs. North leads small diamond and South trumps. West must keep diamond King to stop the Jack and East must keep spade King to stop the eight. So both discard spades on the first trump. North also discards the two of spades on first trump lead. On the second trump lead it is impossible for East and West to protect both suits.

Will you please write suggestions to 465 Building—5K.

GLADYSE GRAVES STARK

In Attractive New Quarters
and
Ready for Fall Service

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SERVICE ASSOCIATES
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405 BUILDING

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You also can enjoy the unusual convenience of having your car stored in our up-to-date garage.

DIRECT CONNECTION THROUGH YOUR HOUSE PHONE.

PICK UP AND DELIVERY.

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PAY US A VISIT AND SAVE.



**THE LONDON TERRACE
BEAUTY SALON**
is featuring the **NEWEST**
MACHINELESS "NESTLE"
PERMANENT WAVE
and
"EUROPEAN" MARCEL WAVE

Residents are urged to use
THE BEAUTY SALON
Convenient and Inexpensive

465 Building, House Phone or CHelsea 2-9653
Open from 9:00 A.M. to 8:00 P.M.

LONDON TERRACE BARBER SHOP
465 Building
HAIR CUT AND SHAVE **75 CENTS**
Open from 8:00 A.M. to 8:00 P.M.

OCTOBER DAYS ARE MOVING DAYS!

After a strenuous day hanging draperies, moving furniture, etc., relax and enjoy your dinner in our beautiful spacious dining room, where the most delectable and choice foods are served at the very reasonable prices of 85c and \$1.10, including a glass of port, sherry or sauterne wine.

Fresh Picked Maryland Crabflakes and Oysters, received direct from Chrisfield, Maryland, served daily on our dinners and luncheons. Whole or Half Broiled Maine Lobsters, received direct from Gloucester, Mass., served each Friday, Saturday and Sunday.

SPECIAL BUDGET DINNERS 55c to 75c

Luncheons 50c, 60c and 70c

Cocktails from 25c up

We serve a special Sunday Dinner from 12 Noon to 10 P.M. — 85c and \$1.10.

**ELIZABETH FLYNN'S LONDON TERRACE RESTAURANT
AND COCKTAIL LOUNGE**

Theatrics

If you are interested in any phase of amateur theatrical production, now is the time to speak up. A producing organization, for, by and with residents, is now in the process of planning and discussion. A first meeting will be held early in October at a date yet to be agreed upon. Actors and actresses with or without experience are needed, of course, but equally important are those who will help with the scenery, costumes, ticket selling and business end of the organization.

A variety of talent and capabilities are necessary to enable a group of this sort to function successfully and a well-rounded organization should not be hard to build up among our 4,000 inhabitants. If you would like to come to the meeting, get in touch with Miss Bieber in the Penthouse Club as soon as possible and the date will be set.

LADY AT LEISURE

(Continued from page 10)

be just as anxious to make new friends. Read carefully elsewhere in the NEWS about the new activities so varied that you are bound to find something that will interest you.

During one of my get acquainted visits a very tricky piece of furniture caught my eye the other day. It looks like a cabinet until it is opened, then it serves as a dinner table for three: It is 3 feet wide by 4 feet in length and 8 inches deep. The door of the cabinet is hinged at the bottom so that it folds down to form a table. The leg is hinged to the top of the door and gracefully made and painted with a flower design. The cabinet is the same color as the walls—oyster white and the interior is bright red. For further details consult the Carpenter Department of London Terrace. They have a lot of tricky ideas for

RUGS

**CLEANED SHAMPOOED
REPAIRED**



UPHOLSTERED FURNITURE

Cleaned In or Out of Your Apartment



LONDON TERRACE CLEANERS

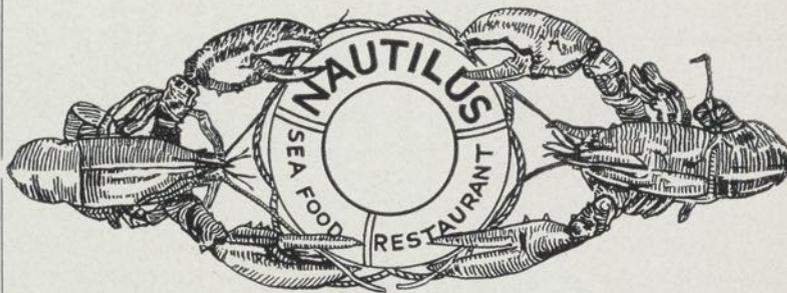
415 Building (Lower Corridor)

410 Building (Store)

Call on House Phone

THE NAUTILUS

"The Elite of the Deep—Palatably Served"



267 WEST 23RD STREET
Near Eighth Avenue

NEW YORK CITY
Phone CHelsea 2-9552

decorative and useful built-in features or will gladly carry out your own design.

Here's a tip on how to freshen flowers when they begin to show signs of fading. Cut the ends and plunge them into boiling water, holding them there for two or three minutes, then put them in the customary fresh cold water.

If you've heard this one you can't stop me. A colored man

doing a hauling job was told that he couldn't get his money until he submitted a statement. After much meditation he evolved the following bill: "Three comes and three goes at four bits a went \$3.00."

I recently read "You add to your brain power every time you subtract an idea from it." I'm all caught up on my subtracting so will work on my adding for next month.

THANKS FOR THE MEMORY

IT'S good for our souls now and then to get a little objective opinion about the place in which we live, so you may be interested in comment received by the Renting Office from occupants of the furnished apartments which were rented for short periods during the summer. These apartments, as you know, were offered particularly to take care of World's Fair visitors.

Miss Stirling, secretary to Mr.

Lockwood, who handled much of the contact with the visitors, received many appreciative letters and comments and offers the two following as typical.

Dear Miss Stirling:

We revolted against being called by our Social Security Numbers but gladly accept identity as 405-7J. We are sad to part from them but will play them daily. We have you to thank and hereby and from here on do, for making our trek to New York a very fine one. We feel like saying—in fact we will, “Now you must come see us” for truly your considerate attitude and kindly interested manner has been anything but what we of the interior have been led to expect.

In staying in the 405-7J we feel we have a grand lead over the poor country cousins whose imagination runs no further than the Taft Hotel ads in the Ohio Semi-Weekly Review and we are hurrying (as fast as our Flushing Feet will allow) home to tell and gloat. We will not send them to you, being too highly discriminating souls, we shall keep you for ourselves.

We are now going down to stand for an hour or two in the 405 entrance—flouting our keys, wildly displaying our connection to the Terrace to the Sunday Strollers.

*Thank you,
“The Wilsons.”*

**LONDON TERRACE
FLOWER SHOP**

*Flowers
For All
Occasions*

**HOUSE PLANTS
and POTTERY**

FURS REMODELED

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Quality Work at Moderate Prices

LONDON TERRACE FURRIERS

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

Call on House Phone

Dear Miss Stirling:

We had to write and let you know how much we enjoyed our stay with you in your London Terrace apartments. We never dreamed such hospitality existed outside of books.

We found the service perfect from finding a soup spoon in the kitchen table drawer to the courtesy of your efficient doorman.

Many thanks for all your kindness.

*Very sincerely yours,
Mrs. F. C.,
Hartford, Conn.*

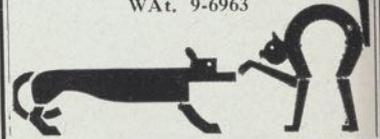
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**WE BOARD —
TREAT — CLIP
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MANICURE them**

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CHELSEA DOG &
CAT HOSPITAL**

303 W. 20th St., near 8th Ave.
WAt. 9-6963



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Thursday Afternoon
2:00 P. M.

DUPLICATE GAMES

AFTERNOONS
Tuesday and Saturday

EVENINGS
Tuesday, Thursday, Saturday

PENTHOUSE CLUB
470 Building

GLADYSE GRAVES STARK
Director