

16 40 W

London Terrace News



October, 1940

EXCELSIOR

OFFERS SERVICE — FOR YOUR CAR — IN WHICH

YOU MAY HAVE . . . **CONFIDENCE**

55,000
sq. ft.



MODERN



FIREPROOF



24 HOUR
SERVICE

A Dependable Garage for Your Car

- Direct Connection Through the House Phone
- Prompt Delivery and Pick-Up—Day or Night
- Careful Parking—Avoids Scratches, Dents

“PREVENTIVE MAINTENANCE”

Tests, Tightens and Adjusts Everything

- | | |
|---|--|
| 1. Engine, Carburetor, Fuel Pump and Tank | 5. Brakes, Foot and Hand |
| 2. Battery, Lights and Ignition Complete | 6. Steering Gear, Front Axle and Alignment |
| 3. Generator and Starter | 7. Springs, Shocks and Shackles |
| 4. Clutch, Transmission and Differential | 8. Complete Report — Mailed to Owner |
| | 9. Road Test |

ONLY \$5.00 Labor

24 HOUR SERVICE

PARTS — SUPPLIES — ACCESSORIES

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

EXCELSIOR AUTOMOTIVE SERVICE, INC.

536 West 23rd Street

New York City

Invitation

*Your Draperies and Rugs Are Cordially
Invited To Visit*

THE LONDON TERRACE CLEANERS

410 Building (Store)

415 Building (Lower Corridor)

Any Day

Any Hour

Between 8:00 A.M. and 7:00 P.M.

RSVP

A BLANKET AGREEMENT

is the thing to make with the
LONDON TERRACE LAUNDRY

This will insure you the proper cov-
erage for the snap-happy days ahead

Your Counterpane will be a real Comforter to you

WHEN CLEANED — COMBED — FLUFFED

by the

LONDON TERRACE LAUNDRY

On Your House Phone

Lower Corridor

435 West 23rd Street

On this point we think all our tenants agree:

London Terrace

spoils you for any other place!



More tenants renew their leases at London Terrace every year . . . and, in the last three years, our present residents have brought us 272 new tenants! The proof of what London Terrace has to offer . . . its features and 21 Special Services . . . is in the living.

World's Fair apartments — furnished expressly for friends and guests of our tenants — are now available with linen, silverware, kitchen equipment and maid service.

\$4 a day for double room

\$6 a day for living room and bedroom

RENTING OFFICE

435 WEST 23rd STREET



WM. A. WHITE & SONS

Est. 1868

51 EAST 42nd STREET

NEW YORK CITY

Renting and Managing Agent

The NEWS of

London Terrace

OCTOBER, 1940

VOLUME VIII

NUMBER 10

Cover

Photographer Stieglitz of the *World-Telegram* popped over here recently to take a look around. The photo on our front cover is one of the results. It's taken, of course, from the Tenth Avenue end and shows how we might look to a bird on its way south for the winter.

Dance Night

All residents are cordially invited to attend a dance to be held in Elizabeth Flynn's downstairs Grille Room on Saturday evening, October 26th. The occasion is the annual Social and Dance of the London Terrace Mutual Benevolent Fund sponsored by the employees of London Terrace. The purpose of the Fund is to help employees who may be temporarily incapacitated because of illness and unable to attend work.

The Fund is directed entirely by employees and they are to be congratulated on the successful way in which they have handled the affairs of the organization.

In its eighteen months of existence the Fund has paid out more than \$1500.00 in benefits.

Prices of the tickets for the dance are fifty cents for ladies and \$1.00 for gentlemen, and may be secured from Building doormen. The dances are a lot of fun for everyone, and you get the added pleasure of knowing that the money spent goes to an excellent cause.

Across the Board

The wood-shifters who trundle pawns and knights vigorously about the chessboard every Wednesday night in the Penthouse Club have launched the new season with even more than their usual gusto. Most of last

year's regulars have already appeared, fortified by some fresh blood. Among the new Terracers who have joined are Mr. and Mrs. Ben Learer and Mr. Morris Fish.

The planned program of activities includes a ladder tournament to begin at once, lectures upon different phases of the game for inquiring learners, rapid transit sessions, handicap tournaments, and of course the annual club championships for players of different grades of skill.

New members and beginning players will find a warm welcome and an easy-going atmosphere.

Birdie

If you have the golf fever, and are a bit worried about that 100 or so you've been going around in, here's a chance to do something about it. Golf lessons are available right here on the premises, with the proviso that there will be enough people who wish to take them to make it worth while for the instructor to come here.

If you would like to get in on these golf lessons, notify Miss Bieber in the Penthouse Club and she'll see what can be done.



HEALTH WANTED

THE London Terrace Gymnasium is in a whirl of activity these days, getting set for the pleasant task of keeping residents fit and healthy during the indoor months to come. Miss Elizabeth Murray, who was in charge of things last year, is back on the job, busy as a pup in a shoe closet, welcoming her old friends and making the acquaintance of new ones.

The Gym itself, neat, slick and polished, has a large new window this year. The management conceived the idea of sending a couple of strong arm hammer men downstairs who proceeded to knock out part of the east wall, so that a wide, arched window now looks onto the Garden from one corner. This, added to the row of windows along the north side, gives the Gym a cheerfully enhanced circulation of light and air.

The exercise classes are getting organized, and these in combination with the massage departments for both men and women, the Pool facilities and the very modern heat cabinets, make an ideal set-up for keeping in physical trim at very economic prices. The exercise classes will be in charge of a capable gentleman, who will direct them along the lines of the famous Artie Mc-

Govern Method which stresses non-violent conditioning, as well as reduction or up-building of weight, whichever is necessary. These sessions, taken in conjunction with the Swedish massage, are guaranteed to put the well-known zing in all your physical and mental activities.

The general class schedule will operate with women's groups from 10:00 A. M. until 8:00 P. M. daily and men's groups from 4:00 P. M. until 7:30 P. M. There have been a number of requests from residents for mixed classes in which married couples can keep healthy together and these also are in the process of organization. Arrangements also can be made for individual massage treatments in apartments. Appointments for these may be made in advance through Miss Murray in the Gym office.

For a guarantee of good health and spirits throughout the year we think it will be worth your while to stop down at the Gym headquarters adjoining the Pool office on the ground floor of the 470 Building, meet Miss Murray, look things over and decide just how and when you'd like to go about the pleasant business of keeping fit.



Terrace glamour gals do some wand lifting in the Gym.

WHAT'S YOUR HOBBY?

Museum in Penthouse Club will spotlight spare time activities

HOLD your hobby horses, folks, you're going to have a Museum—not the kind that houses a musty collection of relics, but live, up-to-date examples of the interesting things that occupy the minds of people all over the world in their spare time.

It is called the National Hobby Museum, it's to be installed in the Penthouse Club some time

their hobbies. If they are thought to be of enough general interest to warrant inclusion in the exhibit, they will be provided with space. No fee will be necessary. It is planned to change the exhibits frequently so that there will be opportunity to show the hundreds of items now on hand and those which will be submitted in the future. The first exhibit promises an ivory camel, hand-



Typical Museum items: At left, a souvenir handkerchief of the Presidential campaign of 1892. At right, Mr. Bassuk with assorted hobby-craft.

late this month or early in November, and it is being sponsored under arrangement with Wm. A. White & Sons, Managing Agent for London Terrace, by The Hobby Guild of America.

The great pastime of hobbying has of recent years been receiving more and more widespread recognition. People who have hobbies—anything from match-packet collecting to building miniature railroads—are found to be intensely interested in the hobbies of others. To give these people a medium of exchanging ideas, experiences and interests, the Hobby Guild of America was formed. Its president, Albert O. Bassuk, recently moved into London Terrace as a resident and finding the exceptional interest in and facilities for spare time recreation here, decided it would be an excellent place to install the long-planned Museum.

All Terrace residents are invited to submit samples or written or illustrative descriptions of

carved by a resident of Bombay, which actually goes through the eye of a two-inch needle; unusually shaped miniature liquor bottles from European countries no longer in existence; a number of interesting manuscripts, wood-carvings, autographs, needlework artistry and original models and collections of all sorts. The exhibit will be open daily free of charge.

The establishment of Hobby Guild headquarters should help to stimulate greatly the current interest here in the spare time activities of residents. With the Game Room, the Camera Club, Monday Nights in the Penthouse Club, the Bridge and Chess Clubs all in active operation, other activities may be added. An astronomy club might be formed, or a needlework group or any number of pursuits which interest residents.

Watch for announcements of the opening of the Hobby Museum and address your communications to Mr. Bassuk in the Penthouse Club.

BIG WEEK UPSTAIRS

*Five consecutive nights devoted to
Fall send-off for clubs and classes*

THE Penthouse Club, in its cheery, spacious rooms in the 470 Building will act as host all during the week of October 14th to the many residents who take part in the numerous activities of our rooftop community quarters.

The London Terrace Players, as noted else-



Spanish instructor, J. F. Avalos.

where in these columns, will combine entertainment and general discussion with their prospective audiences on Monday evening, October 14th.

Tuesday, the 15th, is French night. Mlle. Isabelle Junod, who conducts French classes for beginners and advanced linguists, will be on hand to welcome her old and new students. Members of her classes last year were highly enthusiastic over Miss Junod's work. Her excellent training, experience and teaching ability are sure to make her many new friends this winter.

On Wednesday, October 16th, we move to another country and have as host Señor J. F. Avalos, who conducted the Spanish classes so successfully last year. Señor Avalos, whose background includes work with Spanish language newspapers, the Spanish branch of the International Correspondence Schools, and several scientific and geographic assignments from the Mexican Government, brings a practical as well as a professorial touch to his teaching. Many of his last year's students are planning to enroll again and he will be glad to talk to them as well as to newcomers in arranging for the winter's classes.

Residents interested in studying Public Speaking should be present on Thursday evening, October 17th, to meet or become re-acquainted with Mr. A. V. Gartner, who conducted this course last year. Mr. Gartner specializes in practical public speaking training for both informal and formal occasions and serves as advisor and teacher to many business and professional people.

A newcomer to our school activities, Mr. Edward Lane will be on hand Friday the 18th to discuss his classes in Cultural Speech. He is the head of the Cultural Speech Club, whose aim is to improve and perfect every-day speech through teaching the proper production of the voice, breath control, inflection and resonance. This course is designed to give the student cultural, expressive speech which does not sound "affected."

So put down the week of October 14th as the time to make your plans for a bit of self-improvement this winter, conducted in a friendly, efficient atmosphere. 8:30 P. M. on the nights designated is the time and all you have to do is to take the elevator to the Penthouse Club.



*Gladys Graves Stark, popular
head of the Bridge Club.*

STORY FROM FRANCE

Returned American surgeon talks of effects of the war on that country

THE first World War took Dr. Charles F. Bove away from his home in this country over to Europe. The second World War brought him back. In 1917, five years after he received his American medical degree, Dr. Bove went to France with the AEF as an army surgeon. When peace came he decided he liked the country. He also decided he liked a French girl, so he married the girl, obtained a French medical degree from the French Faculty of Medicine and before long was installed as a surgeon in the American Hospital in Paris. He practiced there for twenty years until this summer when the German occupation broke up his practice, practically closed the Hospital and made it necessary for him to return to New York and start in all over again.

He and his wife came off the boat to London Terrace, where your interviewing reporter called on him to get a little first-hand information as to conditions in war-time Paris.

The effects of what he had seen and been through were still strong on Dr. Bove as we talked to him. His keen gray eyes were serious and he smiled very seldom. He is pessimistic as to the outlook. The German victory over France came as no surprise to him and many other observers abroad, who saw the decisions of the French and British governments to go to war as a tragic mistake because of their unpreparedness to face the tremendous, well equipped and trained enemy military machine. Any intelligent European traveler during the past five years, he said, could see what Germany was doing as contrasted with the confused plans of the French.

The picture he painted of France as a whole today is a desolate one. The occupied area especially, which comprises the manufacturing and agricultural regions, is almost completely devastated. Wine is the most important product produced in the unoccupied territory, so that there is an acute shortage of all the necessities of life—food, fuel, soap, clothing and means of transportation. No gasoline is available for private use. People get around on bicycles and horses, but both are scarce and their cost almost prohibitive. The German system, operated in a three-fold manner by civilians, the army and the Gestapo, is in complete control and to get anything or do anything you have to go through the official



A utilitarian rather than an artistic photo of Dr. Bove. It is a reproduction of his identification picture required by French law.

German channels. He figures that there are approximately two and a half to three million German soldiers in France, three-quarters of a million civilians and a half million members of the Gestapo, or secret police.

Dr. Bove cited as an example of their methods an instance which occurred in a French town. Within forty-eight hours of the occupation the Germans had established a complete telegraph system all through France which put them in control of all communication. In a French town, the telegraph wires were cut. The Germans immediately fined the town 1,000,000 francs and put the French citizens themselves on guard day and night to see that it did not happen again. Needless to say, if under French guardianship any sabotage occurred, the reprisals would be quick and severe, not individually but collectively.

There are of course no sailings from French ports. The nearest port of embarkation is Lisbon, Portugal. Visas are issued by the Germans and can be held up innumerable times anywhere along the red tape line from the local official to Berlin. It took Dr. Bove two weeks to get passage cleared for his wife and himself, and this was com-

(Continued on page 18)

WELCOME NEW RESIDENTS

A FEW OF OUR
MANY SERVICES

BOOKS
RENTAL LIBRARY
GREETING CARDS
PICTURE FRAMING
CLOSET ACCESSORIES
BRIDGE TABLE and
CHAIR RENTAL
TYPEWRITERS SOLD,
RENTED, REPAIRED,
EXCHANGED
DEVELOPING and
PRINTING
G. E. MAZDA LAMPS
HOUSEHOLD
NECESSITIES
NEWSPAPER and
MAGAZINE DELIVERY
TOYS — GIFTS

LONDON TERRACE
BOOK SHOP
219 Ninth Avenue, N. Y.
*Call Us on Your
House Phone*

EXCLUSIVE
MILLINERY
Hats Altered

BETTY WILBUR
Apt. 4L 410 Building
House phone or CHelsea 3-5990

*Our Flowers
Speak
for Themselves*

Buy Flowers that will
Last — CHRYSAN-
THEMUMS, for in-
stance.

LONDON TERRACE
FLORIST
405 Building

Lady at Leisure



NOT much leisure time these days—every minute is filled with welcoming new arrivals and, I regret to say, some time must be given over to saying au revoir to good friends who find it necessary to leave our midst.

My old friend, Cullen Wright, columnist and lecturer, known as the "Will Rogers of Nebraska," has helped me out this month with one of his typical articles. Here it is:

"Howdy Folks. It just seems to be natural that we are all so provincial that we think the world rotates around us. The new school teacher down in Ash Hollow was telling the students of the rotation of the earth. The next day one of the fathers said to the teacher, 'I heard how you was telling the kids that the earth was passing through space a thousand miles a minute. Now, stranger, that might be all right for us down here in Ash Hollow where we are in the middle of things. But it looks to me that it wouldn't work with the rest of the people in the United States that are farther out. It would just naturally blow the hair and eyes right out of their heads.' Well, these old fellows out in the sticks are not the only provincial people on this earth for the business man, nine times out of ten, looks at earth's problems through the eyes of his business. Let's get in touch with our neighbor and look through his eyes for a while and we will all come nearer getting a correct solution of our problems.

"Funny things are happening these days. We are getting silk from coal and water and now it

is reported we will obtain ice cream from cotton! If we don't watch our step we will be taught that we can get liberty from dictatorship. The new kind of silk and ice cream may prove all right but as for liberty, let's stick to the good old-fashioned kind that our forefathers handed down to us.

"New models of autos and women's dresses are coming on the market almost every day. The eternal question as to the proper length of the women's skirts is disturbing the peace of mind of our ladies. The auto maker fashions the body of the car in accordance with the chassis. Ladies, why not let the length of your skirt depend on the chassis?"

Yours,
CULL WRIGHT.

Thanks Cull!

I have permission from my editor to recommend a thrilling mystery story that I managed to find time to read recently. "Hung Until Dead"—cozy little title but don't let it scare you. It deals with the smart social life of Manhattan and suburbs and had me fooled to the last. The author is Philip Johnson, his first book but I am sure it will not be his last.

Love may be the universal language but the game of bridge claims honors for uniting these two that I am going to tell you about. It all started in Russia—the bridge game, I mean. They had their last game in Moscow—she went to England and he came to America. A Terrace resident and mutual friend of the two Russians first met one of them up in the Club and the

other elsewhere. Conversation drifted naturally to bridge and likewise naturally to the question: Did you know so and so in Moscow?" The answer was "yes," hence "Reunion in the Penthouse" and you are pretty likely to say when you read this "Isn't the world a small place after all?"

And London Terrace is like a small town. No reason to be

lonely as there is ample opportunity to meet others interested in things that interest you. If you get around our block, you are pretty sure to meet someone who used to live in your home town or went to school with your brother-in-law's sister.

Let's get together and show the rest of this unhappy world that life can be pleasant if you learn to get along with your neighbors.

GAME ROOM SEES ACTION

THE spat of the ping pong paddle and the conk of the billiard ball are echoing merrily from the Game Room in the 410 Building, where enthusiasm for the indoor sport facilities is spurting ahead under the impetus of the cooler weather.

With the genial Dan Crawford in charge of things the summer deserters are coming back and a number of tournaments will soon be lined up for the coming months of competition. New residents who enjoy a bout on the indoor tennis table, the pool and billiard greensward or shuffle board and parlor bowling floors will do well to look in at the Game Room.

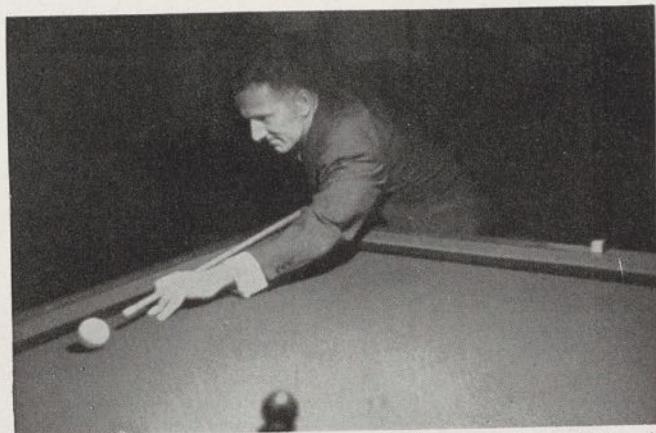
Novices, as well as experienced players, can enjoy themselves and Mr. Crawford is always available for instruction or to act as playing partner or opponent. If



Dan Crawford caught in a ping pong rally.

you're interested in entering the tournaments, get your name in as soon as possible, so the schedules can be drawn up.

The Game Room is an informal place for diversion and congenial sociability. It's yours to enjoy so don't say we didn't tell you.



Photos by Phil Lynch

Versatile Crawford makes a hole in one.

PRIVATE INSTRUCTION

By Appointment

DUPLICATE GAMES

AFTERNOONS

Tuesday and Saturday

EVENINGS

Tuesday, Thursday, Saturday and Sunday

BRIDGE INSTRUCTION

Thursday afternoon

PENTHOUSE CLUB

470 Building

GLADYSE GRAVES STARK

Director

Internationally Known Psychic

REV. MARIE WILSON

TALKS ON PSYCHIC SCIENCE

Every Friday Eve. at 8:30 P.M. — Admission 35c.

Bring Two Questions in Sealed, Marked Envelope.

HOTEL IROQUOIS

49 West 44th St., New York City

After Dec. 15 — at 729 N. E. Seventy-first Street, Miami, Fla.

HAVE YOU A DOG OR CAT?

WE BOARD —

TREAT — CLIP

PLUCK — BATHE

MANICURE them

LARGE KENNELS

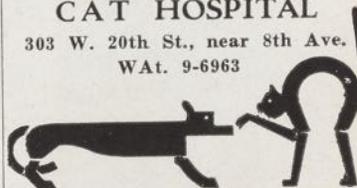
Outdoor Runs X-Ray
Surgery Birds Treated

DR. LEON ROTH

CHELSEA DOG & CAT HOSPITAL

303 W. 20th St., near 8th Ave.

WAt. 9-6963



Longacre Square Garage, Inc.

The Better Garage

249 - 10TH AVENUE . . . BET. 24TH AND 25TH STREETS

Telephone LOnacre 5-4153

- EXPERT LUBRICATION.
- FREE GRAPHITE SPRAY WITH EACH \$1.00 LUBRICATION JOB.
- FREE CRANKCASE SERVICE.
- INDIVIDUAL SPACE FOR YOUR CAR.
- DIRECT CONNECTION THROUGH THE HOUSE PHONE.
- PICK UP AND DELIVERY SERVICE WITHOUT EXTRA CHARGE.

24 Hour Service

Pay Us a Visit and Save

CHICKERING 4-7414

CHELSEA FIREPROOF STORAGE WAREHOUSES

Inc.

426-438 WEST 26th STREET

MOVING Local and Long
Distance

PACKING, STORAGE, SHIPPING

BAGGAGE AND PARCEL DELIVERY SERVICE

VAULTS for Valuables and Furs

SEPARATE FIREPROOF COMPARTMENTS FOR STORAGE OF
FURNITURE—RUGS—GARMENTS—TRUNKS

Recommended by London Terrace Management

TIMELY TIPS TO TERRACERS

THIS is a story particularly for new residents, although it may serve as a point of reminder for older ones also. It has to do with one or two details of the routine here at the Terrace, so that everyone can get off to a happy, efficient start.

MAIL DELIVERY

One thing has to do with mail. Naturally all mail bearing the recipient's name and Building address comes direct to the individual mail box in the downstairs lobby. But mail which is addressed by name and designated "London Terrace" without the Building number, clears through our Mail Clerk, who checks for the exact destination. In a town of 4000 or so persons there are numerous duplications of names, so that the Mail Clerk's job carries its quota of headaches. Mail thus addressed will find its way to the recipient, but there is bound to be some delay, so if you wish your mail to come sliding into your box without any stops on the way, it is best to notify your correspondents of the exact Building number and request them to address your mail in the customary street-address manner.

PHONE CALLS

Next is the matter of the house telephones. Your house phone is hooked up for *intra-Terrace* calls only. It connects with the switchboard downstairs and may be used without charge for all communication with other apartments, all service departments, store and restaurant concessions, and for connection with two off-premise garages: Excelsior Automotive Service and Longacre Garage. The switchboard downstairs may receive outside calls, but it cannot connect these calls with apartments.

However, to get around the difficulty of outside connections, they can be handled this way if you have your own private phone. You may leave your private number with our switchboard operator if you wish. Then if someone calls in from the outside in the belief that connection may be made to apartments through the switchboard, the operator can inform them of the number to be called to get the party desired.

IDENTIFICATION CARDS

The identification card you received with your lease should be

carried with you at all times. It comes in very handy for cashing checks, claiming packages, use of the Pool downstairs and other services which require proof of residency before they can be rendered. So keep your card with you. You never know when prompt and accurate identification will be of benefit in the many active details which make up the daily round of life in New York.

That's about all we can think of at the moment. If we've left out any matters confusing to newcomers, let us know and we'll clear them up for you in our next issue.



"Hawkins, step in here and show the guests your new nylon stockings!"



WELL, Bridge time is here again and our newly decorated Penthouse Club welcomes you. Let's get together and play the kind of Bridge you want to play.

Have had a few questions on Rulings and Laws of Contract Bridge, so will give you the answer to the one most frequently asked this past month.

Question: If a card is exposed during the bidding, is there a penalty?

Answer: Yes, the card exposed is less than honor rank and the owner becomes a defender, the declarer may elect to prohibit the opening lead from being made in that suit or treat the card as a penalty card in the play period. But if the card is of honor rank, the partner of the offender is barred from further participation in the auction.

Here is a problem hand that

was called to my attention recently.

Bid—no trump. South leads. North and South must win four tricks out of the remaining five against any defense.

S—8			
H—Q, 7			
D—9			
C—10			
	N		
S—A		S—	
H—10, 9, 6		H—	
D—8	W	E	D—A, 7
C—			C—Q, 9, 6
	S		
	S—		
	H—J		
	D—J, 5		
	C—A, 8		

Watch next month's column for answer. Send in questions and problem hands to me, either in care of my apartment 5 I, 465, or to the Penthouse Club.

GLADYSE GRAVES STARK

Red Cross Unit

Many ladies of the Terrace came forward generously in answer to the appeal to form a London Terrace unit of the Red Cross at the first meeting held on October 1st. The unit is now an accomplished fact. Several sewing machines have been loaned for making clothing and for those who prefer to knit, arrangements are being made to obtain a supply of wool. There will also be hand sewing for those who prefer that type of work.

The unit will meet every Tuesday and Thursday in the Penthouse Club from 1:00 to 5:00 P. M. Anyone wanting to work is invited to come up and stay as long as they wish during these hours.

Small quantities of wool for knitting—any color—are needed. This wool will be knitted or crocheted into small squares that will then be made into Afghans. If you have any wool, no matter how little, please send it to the London Terrace Unit of the Red Cross, Penthouse Club, 470 Building.

Stepping Out

The ballroom dancing classes we mentioned in these columns last month are about ready to put their best feet forward to turn out smooth exponents of the rumba, the conga and other modern steps.

Miss Gertrude Dutton and Mr. William Crook, who trot out their stuff in such places as the Stork Club and the St. Regis Iridium Room, have acquired the use of Elizabeth Flynn's downstairs Grille Room for a once-weekly dance class. Prospective members can meet Miss Dutton and Mr. Crook on the evening of Tuesday, October 22, in the Grille.

If you'd like to brighten up your indoor calisthenics stop in and look things over.

THE NAUTILUS

"The Elite of the Deep—Palatably Served"

267 WEST 23RD STREET
Near Eighth Avenue
NEW YORK CITY
Phone CHelsea 2-9552

Shop Shots



THESE crisp Fall days make you want to take a walk around the block or around Chelsea, maybe. We don't mind how far you walk but we DO mind if you do your shopping outside of our block. You may be tempted by "bargains" here and there in the neighborhood but be sure they are backed by the old "satisfaction or your money back" sort of thing.

The Liquor Shop

has a new slogan these days, in keeping with the above, "Prices comparable to any in town." The figures in the windows seem to have dropped several notches since I last took a look and yet the brands are the well known ones. My liquor purchases have been pretty limited lately but these reductions tempt me to stock up for the Holidays! Or am I being a little too previous?

The Food Shop

next door seems to have increased its assortment of hors d'oeuvres crackers. What an array—all shapes and sizes and flavors. Ready-made mixtures too, to go on them if you don't feel like stirring up your pet recipe. Seems silly to mention about the most unimportant item in the store. This complete market has a right to advertise "Everything from soup to nuts" as every item for the table is to be found on the many and sundry counters.

The Book Shop

hopes that the newcomers realize that they carry many articles other than books. Loads of household needs are here—especially getting-settled needs, such as thumb tacks, shelf paper and edging, picture hangers and many

other "musts" too numerous to mention, are to be found in this store. Let your friends know where you are living by using the London Terrace engraved stationery on sale here. Or maybe you only have time to write on a post card showing scenes in the Garden, on the Marine Deck or the Pool.

The Drug Store

counters are loaded down with pretty bottles filled with concoctions that smell even nicer than they look. Elizabeth Arden's generous sized bottle of "Blue Grass Cologne" caught my eye, anything Arden being my favorite. I was pleased to see that she is putting out a new size

but the difference in price is 75 cents. Ask Gibbey to show it to you. Good old Ed Pinaud is still in business, I see. Always reminds me of my favorite aunt who used his famous Eau de Cologne. He has a new odor now, "Apple Blossom"—very reasonable and *very* nice. DuBarry has some cream, recommended to get that leather look out of your sun-soaked skin. The new Hughes brushes intrigued me—the handles look like glass, you know. A large assortment—almost as many as Mr. Fuller—and they are handsome.

The Beauty Shop and Barber Shop

are quite exclusive, down at the end of the block at 10th Avenue

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

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.

and 23rd. In fact, they are a bit off the beaten path for most Terracers. But they are "as near as your house telephone" and can be reached without going out of doors, via Main Street. Both shops stay open until 9:00 P. M. for your convenience. When they are so nice to you, you should be nice to them and patronize them. They have specialists for everything—Freddie is recommended for Permanents, Isabela for Hair Dyeing and so on down the line. The shop is beautifully run and immaculately clean. How about an appointment?

The Florist

can add just that finishing touch to your ready-for-Fall apartment. Plants and flowers are so essential—just try putting a few around and see what a difference it makes. Now is the time to keep your surroundings bright with out-of-doors decorations.

The Laundry and Valet

are not to be forgotten. You will save yourself—and the management—a lot of trouble if you avoid delivery through the Package Room, which is necessary if you use outsiders. You are sure to find the House services and prices the same as other reputable concerns.

Be sure that you are taking advantage of all that London Terrace has to offer. Every concessionaire needs you and he hopes that you need him!

Yours truly,

THE SHOP SHOOTER.

LETTER OF CREDIT

ONCE our summer Chelsea Jamboree is over, the money counted and the neighborhood children sent off to camps for their needed fresh air and sunshine, the whole business is pretty much closed for the majority of people here. Only members of Chelsea Charities who are in active touch with the families helped are in a real position to ascertain results and count up the good that is done by our Jamboree contributions.

However, a letter sent at the end of the season from the director of Camp Christmas Seals to Ethel Nugent, director of social service for Chelsea Charities, gives an indication of how the camp officials regard our kids as well as the organization which sends them. Here is the letter:

Dear Mrs. Nugent:

I should like to tell you how much we enjoyed having the Chelsea Charities children with us this summer. As a group, they caused the least trouble of any in camp. Most of them seemed to enjoy everything.

M— E— has already asked to be a junior counselor next year, if possible. R— T—, L— D— and M— had the time of their lives constructing a wading pool for the younger children. They not only constructed it, but begged to supervise it. C— B—, according to his counselor, was the answer to a counselor's prayer; he always did the right thing. Most of the others were just normal all-around kids who enjoyed their vacations immensely. I hope that we may be of service to you next year. It is a pleasure to deal with your group for your cooperation is so splendid.

Sincerely yours,

Addie C. Cox (signed)

Mrs. A. C. Cox, Director.

NEW YORK'S MOST MODERN THEATRE
RKO New 23rd
8th AVENUE AND 23rd STREET

OCTOBER SCREEN HITS

"RAMPARTS WE WATCH"

JAMES
STEWART

ROSALIND
RUSSELL

IN

"NO TIME FOR COMEDY"

BRIGHAM YOUNG,
FRONTIERSMAN

CITY FOR CONQUEST

ASK YOUR SWITCHBOARD OPERATOR
FOR PICTURE TIME SCHEDULE

LINEUP FOR MONDAY NIGHTS

MONDAY Nights in the Penthouse Club" tees off for its fifth season on the evening of October 28th. This highly popular and successful feature of Terrace life, inaugurated and directed by Roland L. Stratford with a managing committee, has announced a number of high-spot attractions for the next two months. For the benefit of newcomers we'll say that Monday Nights consists of speaking and discussion forums held weekly in the Penthouse Club. Guest speakers on all varieties of subjects, both serious and amusing, appear each week to talk and lead the discussion. The meetings are open free of charge to all residents and their friends.

For the opening session on the 28th, Mr. Robert Dunn, artist for King Features Syndicate, will be on the rostrum to conduct what he has called "an unusual surprise program." No information has leaked out as to the nature of this blind date, but we have the word of Mr. Dunn that it will be amusing entertainment. The "mystery" nature of the first evening should provide an excellent send-off for the forums and it will be a good opportunity for Monday Night veterans and newcomers to come upstairs, renew old acquaintanceships and make new ones.

For November 4th, a popular repeat speaker will be on hand—Mr. Harold F. Mann, prominent astrologer, who has chosen for his subject a meaty little item called "World Predictions for 1941." Mr. Mann always has packed them in on Monday Nights and this one should be a very provocative session.

For the remainder of the November evenings, there will be Miss Ann Koernig, specialist on hand and facial analysis, Miss Shirley Spencer, famous resident

graphologist, and Miss Ruth Delan. Both Miss Koernig and Miss Spencer have appeared at Monday Nights before and the popularity of their evenings is a guarantee of the high interest found in their subjects and the entertaining manner in which their subjects are presented. Miss Delan will give a talk on "Behind the Scenes in Rockefeller Center," illustrated with hand-painted slides—an unusual feature for an instructive and interesting evening.

Mr. Stratford and the committee urge all residents to submit names of available speakers so that the Monday Night sessions will be as diverse and entertaining as possible. If you haven't as yet made Monday Nights a habit, now is a good time to start. The time is 8:30, but it's best to come early for seats.

For Distinction on Social Occasions

For Dependability in Business

Whichever you desire, your message on the blue blank assures complete satisfaction.

Use POSTAL TELEGRAPH in your social activities for good form, good taste and a good impression. Use POSTAL TELEGRAPH in your business for speed, for accuracy and for dependability.

Phone your telegrams to POSTAL TELEGRAPH. The charges will appear on your telephone bill.

**POSTAL TELEGRAPH
MAINTAINS AN
EXCLUSIVE OFFICE
in
LONDON TERRACE
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 or call HA 2-2121

Theatre Tickets and Airline reservations are regular services. Use them fully.

VICTOR'S LONDON TERRACE BEAUTY SHOP

"A Truly Sanitary Shop"

INTRODUCING OUR PERSONNEL

MR. FRED Permanent Wave Expert
MISS ISABELA Specialist in Hair Dyes
MISS BROWN Hair Stylist

ALSO

Miss Nell
Miss Gert

Miss Irene
Miss Elsa

Miss Madge

Miss Dolores, Receptionist

OUR PRICES ARE MODERATE
WAVE SHAMPOO MANICURE
Each 50 CENTS

465 Bldg.

Call on House Phone

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

FURS REMODELED

Relined • Cleaned • Glazed

Quality Work at Moderate Prices

LONDON TERRACE FURRIERS

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

Call on House Phone

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

STORY FROM FRANCE

(Continued from page 9)

paratively fast work. Many Americans were not so lucky and are still trying unsuccessfully to get out of France. The situation is complicated by the fact that the Germans allow only two hundred francs per person to be taken out of the country and by the tremendously high steamship passage rates. It would cost a man and his wife and two children, for instance, about \$1,400 in passage money to this country from Paris.

The currency situation in occupied France has been very adroitly rigged in favor of the

Germans. They have issued what they call "occupational marks" which are good only in occupied territory and bear no relation to the reichsmark. All buying, however, must be done with these occupational marks which can be exchanged at the rate of twenty francs to a mark. The Germans are plentifully supplied with these marks, while the high rate of exchange makes it extremely difficult for a Frenchman to buy anything.

Conditions around Paris at the time of the occupation were tragic chaos. Thousands of refugees started to evacuate. The roads were clogged, the French army demoralized and the German bombers active. Long lines of refugees were stranded on open roads, unable to get back to Paris and equally unable to go on, in constant terror of being bombed and machine-gunned. Pillaging and stealing were widespread, more so by the evacuees and the French armies than by the Germans. Dr. Bove's experiences in the first World War were severe, but had not prepared him for the second. The two wars were fought with entirely different weapons and methods, so there has never been a prece-

dent for the recent results and conditions.

Dr. Bove and his wife look at their own future realistically. With twenty years of work brought abruptly to an end, he is now almost in the position of starting his professional career all over again. They are not strangers to this country, having visited here frequently during the time they lived in Paris. Mrs. Bove likes it here and they are sure that by hard work, a little luck and patience they can gather together the threads of a new existence into a successful pattern.

Buskin

The London Terrace Players have set the date of October 14th for their first open meeting of the season, when residents are invited to the Penthouse Club to meet members of the play producing group and to hear about their plans for the coming season. As an ice-breaker the Players will present on that evening one act from the comedy "Take My Advice," and will also read parts from another play in which members of the audience may take part.

The Players, who first organized the Terrace producing company last year and were highly successful with numerous productions, have announced a new director for the coming season. He is Hudson Fawsett, professional actor and director, who is now in Hollywood, but who will be on hand to take over rehearsals of the first production which is planned to be presented before Thanksgiving. A NEWS reporter has his eye on Mr. Fawsett for a detailed interview which will be a feature of our November issue.

In the meantime, don't forget the date of October 14th. The Players are expecting you in the Penthouse Club at 8:30 for an entertaining evening.

LONDON TERRACE NEWS

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.

OUR TUESDAY DINNER SPECIAL: Individual Chicken Pot Pie with Flaky Pastry cover.

OUR FRIDAY DINNER SPECIAL: Half Fresh Maine Lobster Thermidor, made from our own special recipe.

OUR SATURDAY AND SUNDAY DINNER SPECIAL: Roast Long Island Duckling with Dressing, Gravy and Apple Sauce.

OUR DAILY DINNER SPECIAL: Delicious Tender Roast Prime Ribs of Choice Beef with Natural Gravy.

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**

Whelan
DRUG STORES
YOUR MONEY'S WORTH

**WHELAN'S
SEMI-ANNUAL
SALE**

**EXCELLENT
VALUES**

WHELAN WEEK **OCTOBER 17-26**
Inclusive

A.B.G.D. CAPSULES 100 for... 98c
HAMILTON ASPIRIN..... 9c
Bottle of 100
MIOWN FACIAL TISSUES... 29c
2 Boxes, 1000 Sheets
TOILET TISSUE..... 23c
6 Rolls, 6000 Sheets
RUBBER GLOVES Pair..... 12c
PAPER TOWELS..... 27c
3 - 175 Sheet Rolls

WHELCO HOT WATER BOTTLE 29c
2 Quart Size
HALF and HALF TOBACCO... 64c
Pound
SUCHARD CHOCOLATE BARS
6 Ounce..... 2 for 17c
PEPPERMINT PATTIES Pound 17c
Early Ray ALARM CLOCK..... 77c
Whelan Week Value
ARCADIA RADIO..... \$6.98
Whelan Week Value

USE THE HOUSE PHONE

PROMPT DELIVERY

Welcome Home!!

Yes indeed we're glad to see you back, we are waiting and ready to serve you.



Vacation's over . . . and we know that you've had a grand time. But it's swell, too, to get back to familiar sights and into the swing of things again. We at London Terrace Food Stores have already had our vacations so we know just how YOU feel. We're ready to serve you again in the same unfailing way. . . . Welcome Home, Mr. and Mrs. London Terrace!



LONDON TERRACE STORES

FOOD AND LIQUOR MERCHANTS

NINTH AVENUE, COR. 24th STREET

House phone or WAtkins 9-4610