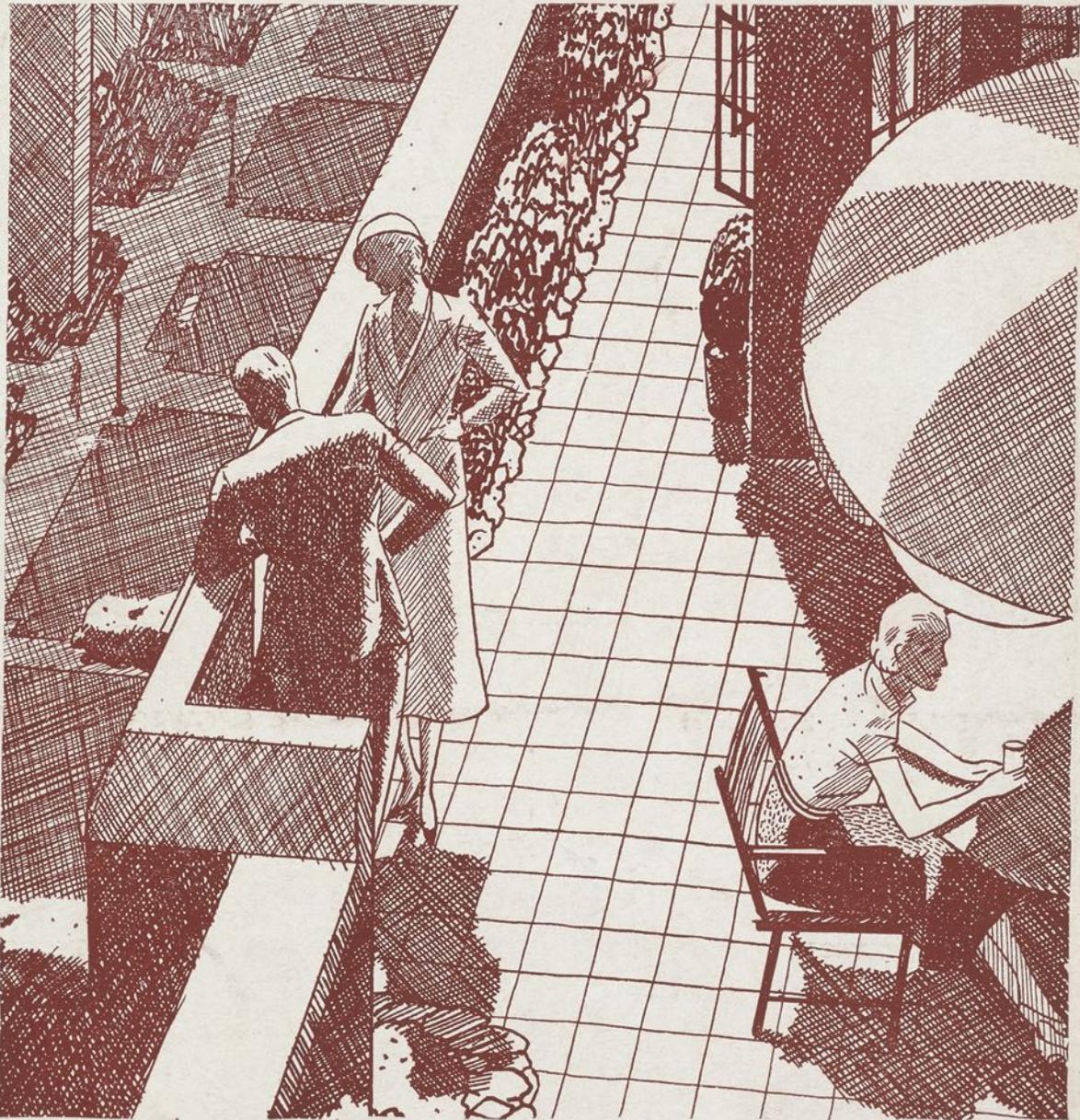


SEP 17 1936

# London Terrace News



SEPTEMBER

1936

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Est. 1868

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NEW YORK CITY

*Renting and Managing Agents*

London Terrace

SEPTEMBER 1936

VOLUME IV

NUMBER 9

**Progress**

Sections of Twenty-third Street at the moment look as though they had been the targets for a flock of falling meteors. It is the storm before the calm, though, because all that fuss and noise is raised toward the end of tearing out the trolley tracks—remember when there were street cars on Twenty-third Street?

When the tracks are gone our front door Avenue will really look as though it could hold up its head in any company.

The convenience of the buses, by the way, continues to tickle Terracers and the drivers have entered into the spirit of the thing in a big way. When a bus stops in front of our door the driver calls out, "London Terrace!" with fine dramatic fervor.

**Utility**

Terrace residents once in a while find themselves under the necessity of communicating with the outside world; not quite everything connected with the business of living can be accomplished within our walls. One of the approved methods of modern communication is the telephone. For those who don't have telephones in their apartments, or wish for any reason to make calls outside their apartments, a number of booths are installed around the premises.

These are strategically located; in the basements of the 435 and

465 Buildings, in the lobby connected with the Swimming Pool in the 470 Building, and now another in the lobby of the 410 Building. Also there are the phones in Whelan's Drug Store at the corner of Ninth Avenue and Twenty-third Street. That seems to take care of everything, including the blonde on page ten of the little red book.

**Hitching Post**

"Hitch your wagon to a star" may well be amended in this era of scientific miracles to "hitch your radio to an aerial if you want to hear the stars." For the benefit of new residents it seems proper to inform them that the Terrace master aerial is a lulu of its kind. The last word in air wave efficiency, it makes your radio click like a Major Bowes performer's teeth.



Mr. Toran, down in the Radio Shop is the lad to contact for advice, aid and assistance in getting your set operating in the manner to which you probably have not been accustomed. Ask him about getting tied in with the master aerial.

**Brain Trusts**

Terrace chess brow-wrinklers got wind of the fact that the bridge hounds were going into action for the season, so their publicity man sent out a finely-worded document which announced that the Chess sessions would get going in the Penthouse Club on September 9th. Inasmuch as the bridge boys and girls had already set their opening date for September 17th, the chessers will be first under the wire for the start of the seasonal activities.

Newcomers to the Terrace, or oldcomers who want to get in on the chess and bridge clubs may worm out details by calling or writing the Penthouse Club.

**Sunday Hunger**

Now that the summer weekend has been put away with the sunburn ointment, Miss Flynn comes to the rescue of Sabbath stay-at-homers by announcing that her Restaurant will be open and serving her famous food on Sundays as well as all the rest of the week.

## JOIN

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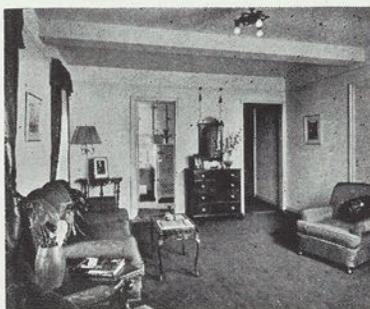
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## HOME WORK

**I**N line with its traditional policy of always striving to have something bigger and better to offer tenants, Wm. A. White & Sons, Managing Agents of London Terrace are pleased to present for the approval of residents—Mrs. Grace MacLean, a resident herself and a home designer of foremost reputation and long experience. She has been assigned to the newly-created post of Consulting Decorator for London Terrace. Her services are free to anyone who feels the need of help, advice or creative ex-



perience in interior decoration. She will, naturally, work in close harmony with Mr. DeGraw of the Upholstery Shop and between the two of them, Terrace apartments this winter should reach a new high in comfort and beauty.

The list of homes and apartments which Mrs. MacLean has designed reads like a Who's Who of Society, Big Business, Stage and Screen. A few of her accomplishments are the J. C. Penney estate in White Plains, the New York home of J. R. Arthur, the New York apartment of Roger Pryor, stage star, and the Miami homes of Mead Wilson, Russel Garnett and J. R. Tatum. With those and other rather grandiose achievements behind her she feels that she now can settle down in London Terrace and devote her time to a more intimate, personal type of work.

Mrs. MacLean's idea of her job—and the Management's likewise—is that it is to be a friendly, informal, consultant service. Her

theory of apartment decoration is simple; she merely brings the benefit of her experience and training to translate the needs of the apartment and the personality of the resident into a decorative scheme. Very often, she has found, people know the sort of effect they wish to achieve in their apartments but have not the technical knowledge to carry it out. It is her business to know how to do this. Her record shows that she knows her business.

A phone call to Mr. DeGraw in the Upholstery Shop or a note to Mrs. MacLean direct to her apartment—15M in the 410 Building—will put any resident, new or old, in touch with a friendly expert to aid in the furnishing and decorating of an apartment. And you'll be surprised at how reasonably it can all be done!

## Stop-Over

Every New Yorker is faced sooner or later with the crisis that occurs when a bevy of out-of-towners descends for a stay and expects the host to pull extra beds out of his hat or knock down a wall somewhere to make another bedroom or two. House dwellers from the hinterlands just don't understand our economy of space. As it happens London Terrace is aptly situated to cope with a situation of this sort because right on down the street in the next block are some excellent hotels, not too expensive, and combining tradition with modernization. Managed by the Knott outfit, the famous old Chelsea Hotel, newly modernized and the Cornish Arms Hotel are good bets to recommend to guests.

## THE LONDON TERRACE NEWS

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

LONDON TERRACE NEWS

## REMARKS UPON THE APPROACH OF OCTOBER FIRST

AS sure as the leaves start falling in October, New York starts moving. Nowhere else in the world, say qualified experts, is the human race so inoculated with the virus of itching feet as on our little island of Manhattan. Tenants shuttle from apartment to apartment as though they were playing an immense game of musical chairs. Your typical New Yorker becomes so desolate at the prospect of not moving in the fall of the year that it sometimes takes him the whole of the summer to think of a really good excuse to change habitat. Even then he frequently is compelled to move for no other expressed reason than that he has lived in

one place too long—usually a year.

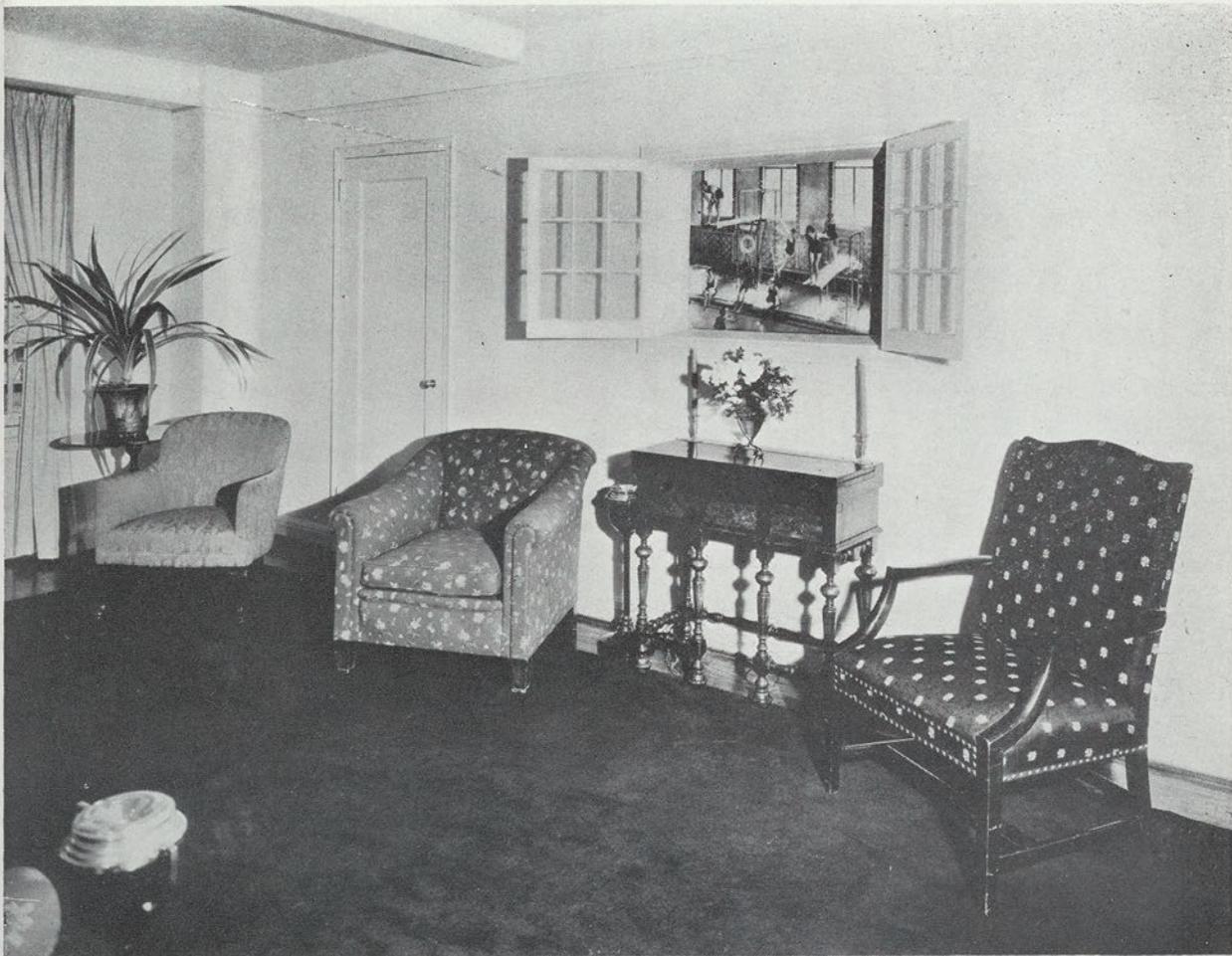
Moving Day is practically at hand and it is casting its shadow before it across the green Garden and lofty turrets of London Terrace as everywhere else in the city. People are changing places within our walls, people are coming in from elsewhere and—remarkable though it is to relate—people are leaving us; not many, but some. Business calls them afield, an expanding family seems to demand a suburban home, others succumb to the temptation of moving like a gambler to the click of the roulette wheel.

Some of them will be back. It happens every year. A familiar face appears in the William A.

White and Sons office, the owner of which announces, with somewhat the air of the Prodigal Son, that he'd be interested in returning to the fold. Some of them go, never to return for reasons best known to themselves.

To all who are leaving us, we can only say we are happy to have had you with us, hope you weren't too bored with your life here and maybe we'll see you again sometime. If we don't the best of luck to you and may you find the contentment you are seeking, although privately, we can't help feeling a bit skeptical that you will.

The newcomers are numerous. They are arriving from other  
(Continued on page 12)



Reception Room of the Renting Office, where the Terrace Movie is shown

## LADY AT LEISURE

**L**ABOR DAY may be over according to the calendar but it is just beginning to look like a series of Labor Days with a capital L down in the region of Main Street, what with 400 new tenants moving in, apartments being re-decorated and the general activity that always prevails during the months of September and October. Hence the most interesting topic that I can think of is that of gadgets which are decorative and helpful to the housewife.

I'm going to again mention those grand paper dust removers that come in rolls and are used in place of the very much outdated oil dust mops—remember I don't like them, nor the oil soaked dust cloths. These treated tissues are called Dispos and a roll can be attached to the wall in your closet and pieces torn off, used and thrown away and the other roll fastens onto a long

handle and this is used on your floors. Would this London Terrace not be a heaven if everyone would follow this suggestion and thus remove the necessity of discussing the waving of messy cloths out of the windows to say nothing of the all too frequent appearance of—I hate to put it in print—oil mops being vigorously shaken out of windows. Naturally it is almost impossible to imagine how anyone could be so thoughtless as to indulge in such a selfish display of carelessness but it is being done, I'm sorry to say. After all you might as well shake the things right in your own apartment as that is just what you are doing to the fellow below. Pretty nasty trick, you'll have to admit.

Another household hint that appealed to me is a rack that fits on a door—the bath room door would do nicely in most of our apartments. This contraption is for drying clothes and is made of non-rustable metal and looks very much like the racks in an oven. Long hooks hold this device at a right angle from the door. Several pairs of stockings and many other underthings can be hung on the four metal "clothes lines" and you can unfold an extension that gives you several more bars on which to hang things. The attractive feature of this is that it can be folded up and placed in a closet without taking up much room. In a kitchenette apartment the rack can be used for another purpose. Salad and dessert plates can be placed on it out of

the way until ready for use and soiled dishes can be piled there until time to wash them. My friend got hers at Bloomingdale's but I imagine Macy's and other stores carry them also.

Most everyone is cleaning out closets and fixing them up with new hangers and edgings on the shelves. Have you discovered the "double" adhesive, sticky on both sides? It is just the thing for the edging that you can get down in the Book Store, no tacks showing and so much simpler, just put the adhesive along the edge of the shelf and your trimming on top of that.

Grace MacLean, who is a big added attraction around the Terrace these days in helping Terracers solve their interior decorating problems, gave me a very cute idea for decorating the ordinary window shade in the bath room. Select your favorite picture that would make a nice silhouette (lovely ladies with not too many clothes are suggested) place this on black paper as a pattern. Cut out and paste the black silhouette on the window shade. Ver', ver' effective.

The Royal Scarlet is bragging about the newest thing in coffee, "Quik-Kup Coffee Balls," it's called. You only need to boil water and pour it on the little bag, same as you do with a tea bag. Sounds perfect for the bachelor or busy business girl who doesn't get up as early as she should in the morning.

Try this salad one of these last hot days—fill a scooped-out skinned tomato with corn, either cut off from unused ears left over from the night before or Niblets that you can buy in cans. The corn should be mixed with chopped celery, a little grated onion, mayonnaise, salt and pepper. Serve on a lettuce leaf.

The word of wisdom for this month is "One half of the world doesn't know how the other half lives beyond its income."

And if I live through the October rush, I'll be with you again about October 5th.

### DRESSMAKING and ALTERATIONS

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## HE LEAPED TO FAME

**Nothing fell in Paul Haakon's lap,  
but his audiences sometimes wonder  
if he won't jump smack into theirs**

**C**RITICS, teachers, devotees of the classic dance forms say that Paul Haakon is the best since Nijinsky. Some go further than that, proclaiming that this agile youngster has Nijinsky skinned to a frazzle, that in a few more years, or by the time he reaches the age when most American youths are asking the boss for their first raise, he will be one of the greatest ballet dancers who ever sprained a knee cap.

In spite of all this, Paul Haakon is a pretty good guy. Although born in Denmark he is as American as an ice cream soda, prefers *Variety* to the icy-browed dance magazines, knows something about politics, puts up a good stiff argument when his wife criticizes his choice in wearing apparel and grumbles about how hard he has to work. He has personality, plenty of it, but it is the man-to-man sort, not that of the fragile aesthete. He is built along the lines of a lightweight boxer.

It is this personality, along with his technical brilliance, that has enabled Haakon to bring popularity to a form of dancing which has always had a difficult row to hoe with the American public. He has achieved the double satisfaction of drawing huzzahs from hair-splitting, conservative critics as well as the approbation of musical show audiences. In "At Home Abroad" last season, stacked up against such sure-fire popular favorites as Beatrice Lillie and Ethel Waters, his numbers, all in strict ballet tradition, "stopped the show" repeatedly.

How did he get that way?

How did this amiable, normal kid come to think he should go into the hard, at times thankless, business of ballet dancing? It was something of an accident the way it happened, although he had the advantage of a Danish



background where the ballet is not considered with the popular levity accorded it by the man in the street in this country.

None of his family was connected with the theatre or the dance. One gathers that Haakon springs from an average, fairly well-to-do Danish father and mother. As a child his health wasn't good. As the years went on it began to look serious. California sunshine was finally recommended, so while he was still a boy his family packed up, made the long trek and settled down on that much-publicized fringe of the Pacific.

One of the doctor's prescriptions was scientific, body-building



exercise—dancing recommended, so Haakon was soon limbering up on fundamentals under Boris Petroff. As the health-restoring process went on young Paul made the fascinating discovery that his body could be a source of exhilaration rather than one of pain and regret. He took to the strenuous leaps and movements of classic ballet like a hound to a fresh scent. Petroff watched, marveled, finally realized that he was working with potential dancing genius.

Convinced of this and with Paul convinced that he wanted to take up dancing as a life work, Petroff told the youngster to go back where he came from. There wasn't much chance for the kid to develop here, where the art of the ballet received about as much serious consideration as a necktie salesman in a nudist camp. So back to Denmark Haakon went, revived in health and spirits, ambition stirring enthusiastically within him.

Given an audition at the Royal Opera in Copenhagen, he so knocked the brass hats off their composure that they broke all traditions by allowing him to enter their school after he was seven years old. They start ballet dancers early in Denmark.

Two years of violent, grinding work followed, but Haakon took it and yelled for more. In the meantime ballet masters had been sifting into the United States,

(Continued on page 16)

## BOOK NOOK

**B**OOK shops, like politics, are apt to turn up some strange bedfellows, so it is not surprising to report that the Terrace Book Store this month finds equally popular "The Big Money," "Live Alone and Like It" and "The Need We Have."

After years of promise and fooling around with freak techniques, John Dos Passos has come through with something really fine in "The Big Money," a birds-

eye closeup of the American scene. The book contains irony, satire, drama, written in sharp lusty prose that is as typical Americanese as is the subject matter.

A. Hamilton Gibbs presents another of his sentimental studies with the publication of "The Need We Have." Mr. Gibbs seems to have picked up the mantle dropped by Warwick Deeping when the latter slipped in popular esteem a few years back. There definitely is a place for this type of literature, but the going is treacherous and Mr. Gibbs had better watch that he doesn't go the way of Mr. Deeping.

"Live Alone and Like It" has been too widely publicized to need any comment here. It seems to have taken on with Terracers the same as with everyone else. Marjorie Hillis argues the case of the bachelor girl with witty, amusing fervor.

Another deserving favorite is "An American Doctor's Odyssey," by Victor Heiser, M.D. This doctor has been places and done things; what is more he knows how to tell about them without pulling punches or losing his sense of humor. Leprosy and slavery in Ethiopia, head hunting among the Igorots, illegitimate children in the Philippines are a few of the high spots of Dr. Heiser's book. It makes fascinating reading.

A couple of those intriguing private detectives of the Ham-

mett school are holding the spotlight in the blood-chilling division. "The Lady in the Morgue," by Jonathan Latimer and "Dark of the Moon," by Lee Thayer form their sinister playgrounds.

## Holiday

The three chipper-looking youngsters in the accompanying photo got that way because they were just starting off up the Hudson on a two weeks' vacation with the compliments of Terrace residents. They were the kids picked by the Needy



Families of Chelsea Committee to send away for some gulps of fresh air and sunshine. They said they had a swell time up at Greenwich House Camp near Poughkeepsie and that the chickens didn't scare them a bit.

The Committee, pleased with the way things have worked out and the good that has been accomplished is going right on this Fall; collecting clothing and giving benefit bridge sessions to raise money.

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## SCHEMING LADY

**M**ISS CONSTANTINE, the Irrepressible, always has more ideas bubbling around in her attractive head than there are vitamins in a porterhouse steak. Last year she reorganized the Massage Studio, got the dancing classes going under the tutelage of Miss Westendarp, made an enormous success of her children's swim classes, besides her regular curriculum of swimming and exercise instruction for women.

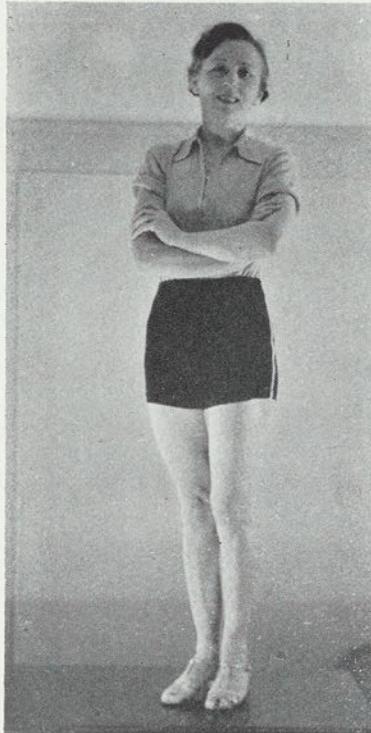
All those things she is going to keep going this year. What is more, she has fresh inspirations by the second. One of these is clay modeling. In her spare time this summer—where she gets spare time nobody has been able to figure out—she decided to try and be a sculptor in clay. Her stuff turned out so well that she concluded anybody could do it if given the proper send-off, so if she can get together enough interested amateurs she is going to get a clay instructor to take them through the jumps. This clay modeling—take it from one who has been bitten by the bug—is heady stuff, not nearly so difficult as it sounds and a lot more fun than you might think.

Another brain throb of Miss Constantine's is a swimming class for men. Another is a development of the dancing classes into regular informal hops, perhaps in Elizabeth Flynn's—these to be a separate activity from the classes.

Then too, she has a line on a psychiatrist, a Terrace resident. She thinks perhaps she might organize discussion evenings with the psychiatrist where interested individuals could present problems—hypothetical or real—involving business or personal psychology. This idea is fairly nebulous at the moment, but Miss Constantine will be glad to hear any suggestions or ideas on the subject.

In fact, she will be glad to hear ideas or proffers of cooperation on all these projected schemes

from interested residents. If any of them seem to fit in with your theories of what to do with your leisure moments, look up Miss Constantine.



Miss Constantine in work togs

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## OCTOBER FIRST

(Continued from page 7)

parts of the city, from Long Island and New Jersey, from remoter parts of the country, looking for something they didn't have where they came from. We

### RUBBER BRIDGE

Thursday Afternoon 2:00 P. M.

Friday Night 8:30 P. M.  
Beginning September 17th

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

Instruction Classes will be conducted on  
Friday Evenings 7:00 P. M.  
Beginning September 18th.

### DUPLICATE BRIDGE

Tuesday and Thursday Evenings  
8:00 P. M.

Saturday Afternoon 2:15 P. M.

### GLADYSE GRAVES STARK

Director

Card Fee  
Rubber Bridge, Twenty-five Cents  
Duplicate and Instruction, Fifty Cents

hope they will be successful in finding it here. Many before them have found it. Our house is filled with various types of personalities whose needs are special and different, but who have had them adequately supplied. We believe—and our belief is backed up by facts—that it will work out that way for most of the newcomers. So come on in, take off your hats and that harried “moving” expression and stay awhile.

And speaking of the “moving” expression, it might be well to warn the newcomers not to become overly irritated at the placid, smug countenances of the veterans who are staying on and are able to think of the First of October in terms other than the

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

Ideas of March. The newcomers will probably be looking that way themselves next year.

The moving process, whether intramural, intracity or interstate, doesn't have to be the headache that it is commonly supposed to be. A few blocks away from us are the Chelsea Moving, Packing, Shipping and Storing Warehouses—we read their ad—which in location, experience and equipment is eminently fitted to handle furniture and baggage in, out, or within London Terrace. The Terrace is a large, complicated place and somebody who knows the knack of maneuvering around and in it—as do the Chelsea people—will be of valuable aid in transporting you wherever you want to go—or come.

The moving process around the Terrace will be disposed of as quietly, efficiently and quickly as the members of our capable staff can accomplish it. Their record is high, so if the quiet tenor of our ways is disturbed to some extent remember that the day after Moving Day, like the ice cream at a kid's birthday party, always arrives.

### Preparatory

Residents with sons of eighth grade or high school age might do well to consider Dwight School for their boys this Fall. It is a sound institution, now going into its 57th year, which educates in a thorough he-man manner. It has an enviable athletic as well as scholastic record. It is a charter member of the Inter-scholastic Athletic Association and numbers among its graduates District Attorney Dodge and his two sons, Martin W. Littleton and Judge Carew.

The classes are kept small and the arrangement of courses flexible so that a boy's special needs may be adequately attended to. Its record of tradition does not keep it from modernization as evidenced by the fact that all class rooms are air-conditioned.

Ernest Greenwood is headmaster.



## LONDON TERRACE SCHOOL

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TUITION \$100

Payable \$50 at beginning of each semester

MONDAY TO FRIDAY

9:00 to 12:00

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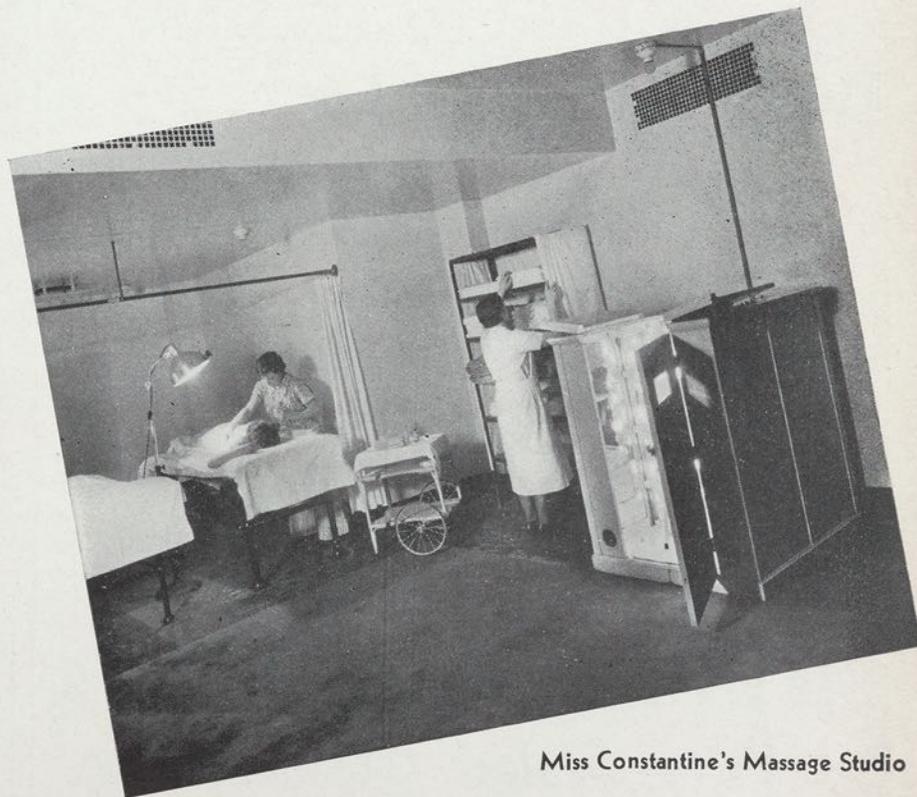
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## BEEHIVE

OPEN the door of Room 200 in the 405 Building—the office space right over the Book Shop—these days and you are likely to be swept off your pins by strong gusts of activity. The gusts emanate from four Terrace business women who have taken over the space, installed telephones, typewriters, desks, filing cabinets and stenographers, banded themselves under the title of "Organization Service Associates" and are digging in for a hard winter's work.

The four Associates are the Misses Helen Livingstone, Helen Havener, Ruth Rich and Ellen Eastman. They can do anything for you from teaching you how to say, "Another bottle of red wine, please," in French, to running a publicity campaign for the Neighborhood Dramatic Club. Seriously, these ladies have a lot to offer. Each has a distinguished record in her own field. Miss Eastman, for instance, is a Certified Public Accountant—the first of her sex to break the ice of this conventionally male vocation in her native state of Maine, one of the first, in fact in the whole of New England to be allowed to put the initials C.P.A. after her name. She has been successfully practicing in New York for the last six years.

Miss Havener is the promotion and publicity specialist. She has been working along with Miss Rich for the major portion of their professional careers, with Miss Rich on the management end. Women's activities have been their specialties; clubs, federations, magazines. Among other things they had quite a hand in the National Federation of Pro-

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fessional and Business Women's Clubs and were prominent in the National Council of Women at the World's Fair in Chicago.

Miss Livingstone is a vocational expert—the tops in her line. She installed and organized the girls' Vocational Department in Cass Technical High School in Detroit which has since become a model for organizations of its kind. From there she went to a private technical school for girls in New York City and recently has been working for the state of New York on adult educational projects and teacher training.

In union there is profit, think these capable ladies, so instead of conducting their various professions from separate offices or homes they have combined in one central office. Here they offer desk space or telephone service for anyone wishing it, secretarial or stenographic work. They can put on a publicity campaign, organize or handle the finances of a Club, give vocational advice, conduct classes in stenography and French. They believe that their service is of particular benefit to individuals or small organizations needing part-time secretarial work, a business phone and address, someone to handle mail and take business messages.

It is something of a compliment to the integrity of London Terrace that these successful business women—all veteran residents incidentally—have selected it as the spot in which to carry on their professional activities. The project, in addition, is bound to be of great value to numbers of Terrace people.

The Organization Service Associates represent something of a new departure in Terrace activities, but it is an enterprise, it seems to us, quite in line with the fundamental objectives upon which our home was designed. Completeness within itself, convenience and comfort for all—there is a slogan which the Associates, as well as London Terrace, might utilize, even if we did make it up.

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## HAAKON

(Continued from page 9)

intrigued by its virgin wealth of audiences, impelled to wander by the upheavals of social and economic traditions in Europe and Russia. Kosloff, late of the Imperial Russian Ballet was here, Fokine was here, Bolm, Mordkin, Beaucaire, Cansino were on their way. Haakon liked the United States; perhaps even then he had an intuition that here he would find a fitting public for his unusual talents.

Once again he made the hop from Denmark to California, where he went to work under Kosloff. It was there that Pavlova saw him dance, told him to look her up sometime when he was a little older; she might use him in her company. A year under Kosloff, then to New York and the start of his long tutelage under Michel Fokine—a tutelage which still endures. Just recently he appeared in the Fokine Ballet in the revival of "Floradora" at Randall's Island; he still works out for long hours at a time under the master's instruction.

His Harlequin in Fokine's "Le Carnaval" as presented as part of the Fokine Ballet in New York in 1927 was the springboard which bounced him into public acclaim. Here was a ballet dancer who combined youth, showmanship, likable personality with a classic technique almost flawless. It was ballet dancing which the public, although not quite understanding it in all its details, liked instinctively.

His career, since, has been almost as dizzy in its progress as his own perfectly-executed whirls and leaps. From the Fokine Ballet he went to Anton Dolin—from Dolin he became soloist with the great Pavlova in a tour of the British Isles just before her death. He spent one inactive year because of an injured knee. Attempting reappearances in New York he found that the renaissance of classic dancing had

fallen, along with a good many other things, into the slough of the Depression. There were no ballets any more, but there did happen to be night clubs and that's where Haakon danced for awhile before the Broadway light operatic stage became ballet-conscious largely through the popular following built up by Patricia Bowman, Harriet Hoctor and more recently, Haakon himself.

He is happily installed now in London Terrace with his wife who was in show business herself when he met her. He has a new show coming up this fall and is in the midst of gruelling work on his numbers.

He likes the Pool. If, some evening you should happen to see a nice-looking youngster with an athletic build doing a swan dive off the low board—he can't attempt anything more spectacular because of the risk of strain or injury—why that, more than likely, would be Paul Haakon, the great dancer.

## Ding-Dong

The old school bell soon will be bonging out from the top of the 470 Building to call Terrace tots to their studies. Miss Wilson is deep in details of registration for classes, which begin September 21st. There is still time to register your child, but for the sake of efficient planning, please do not put it off until the last minute.

Miss Wilson invites discussion and cooperation from parents. It is necessary to her system of teaching to have a good working knowledge of the needs of each child as she plans her courses, so it is to everyone's benefit to have things adjusted ahead of time.

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