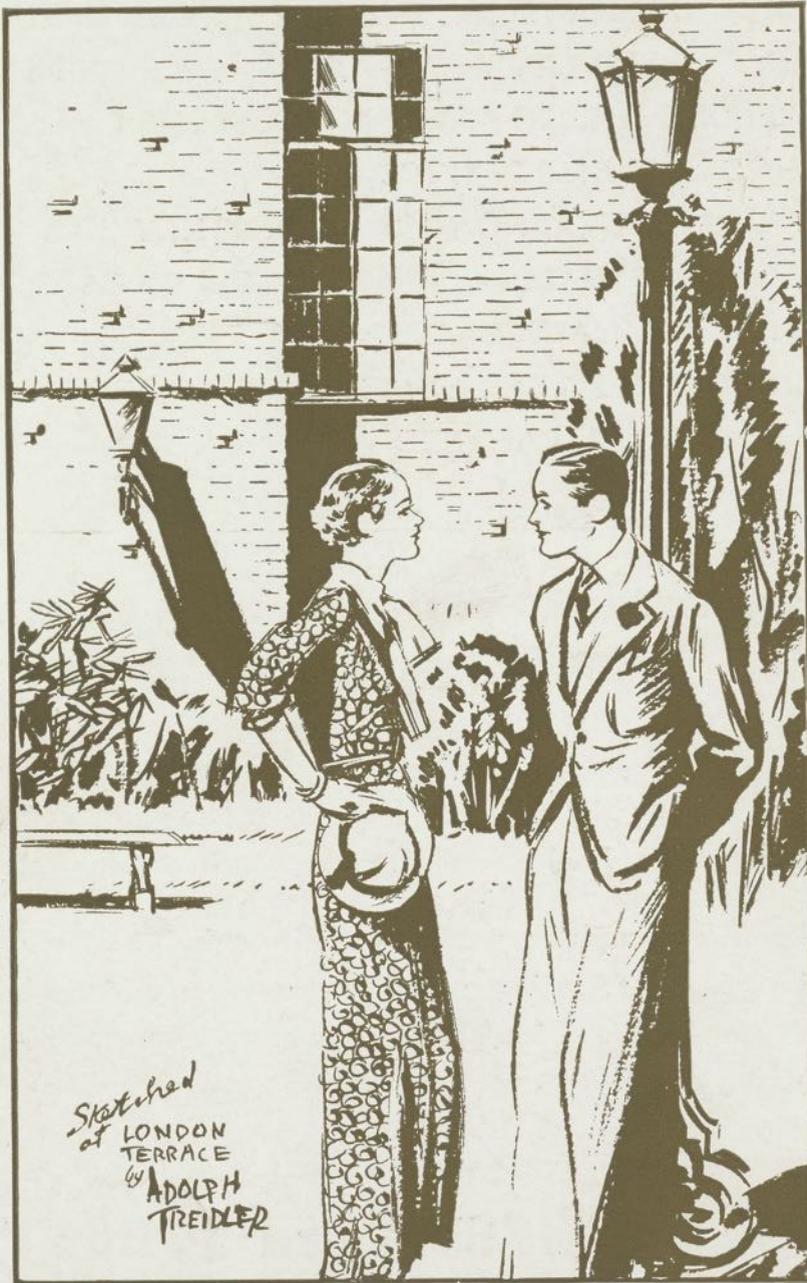


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London Terrace News



SEPTEMBER

1939

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NEW YORK CITY

Renting and Managing Agent

The NEWS of

London Terrace

SEPTEMBER, 1939

VOLUME VII

NUMBER 8

Ping Pong

The newly-organized ping pong (or table tennis, if you prefer it that way) arena up on the Play Roof has caught on very well, the combination of cool twenty-story-high air and friendly competition proving a happy addition to our recreational hours. Three tables are available every evening and Saturday and Sunday afternoons at a charge of forty cents an hour. One table is brought down to the Penthouse Club on weekday afternoons for the benefit of those who have the time to work out on these days.

The paddle enthusiasts have found the games a congenial way of meeting fellow residents who have kindred interest in this popular pastime. There is usually some one looking for a partner so it's a good idea to wander up and get acquainted. Foursomes, of course, are likewise in order. If you wish a table at a certain time, you can make reservation by calling Sydney George in the Penthouse Club on the house phone any time between 1:00 P.M. and 11:00 P. M.

Swim Instruction

If you had to go hide behind a beach umbrella this summer while your more talented companions cut showy capers in the surf, now is the time to regain

your lost athletic prestige. With the coming of the Women's Swimming Association to our Pool, the very best swimming instruction is available to tenants and their friends right under our own roof.

Full details of charges, schedules and types of instruction may be had at the Pool Desk, via house phone or in person.

There has been a re-arrangement of the instruction section of the Pool which should make everybody happy. Instead of having ropes stretched across the Pool at the shallow end, which interfered with our long distance swimmers, a new roped off area has been provided. This area limits the instruction section to one

corner, thus making the full length of the Pool available at all times for swimmers. The ropes around the instruction section are, of course, removed when no instruction classes are being held.

There's a lot of fun and entertainment going on downstairs these days. It's a good idea to look it over.

Camera Club

Residential shutter - and - lens boys and girls, tired of having the snoot put on them by the happily organized bridge, chess, and ping pong addicts, are putting on the pressure. Result is that a London Terrace Camera Club is definitely on the agenda for early Fall events. A preliminary discussion meeting is set for the evening of Wednesday, September 27th, in the Penthouse Club. A number of well-known camera enthusiasts will be on hand to help get things organized, among them resident Jacob Deschin, author of several volumes on photography and photographic editor of *Scientific American*. Mr. Arthur Hoke, president, and Mr. George Hyde, vice-president of the Tudor City Camera Club, have promised to attend and pass along ideas and plans of action which have made their cross-town organization a success.

The Management has prof-



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.

ferred space in the Penthouse Club for the Camera Club and will cooperate in every way possible to make the Club an interesting addition to life within our walls.

So, remember the date, you picture hounds, and bring along your idea kits as well as your rolls of films.

Bridge Expansion

Since the start of the Bridge Club several years ago under the capable leadership of Gladys Graves Stark, this indoor pastime has blossomed into the most popular and well-attended of all Penthouse Club activities. There is no progress in standing still, however, so it would seem to be a good idea if the card foursome activities were enlarged even more to include a larger share of Terrace residents and their friends who enjoy bid-and-slam competition.

In this connection more ideas are wanted from Bridge enthusiasts which will add variety and spice to the current routines, or to add new and interesting variations to the Bridge set-up. If you have any ideas along these lines, please don't hesitate to make them known, either to Mrs. Stark or Miss Bieber. More and better fun for more Terracers is the slogan around our own private upstairs Club these days. It's a pleasant habit to acquire to drop in whenever you feel like it for a few minutes or hours, meet your neighbors, enjoy the view, smoke a cigaret or refresh yourself with a soft drink from the conveniently located vending machine.

The Penthouse Club is *your* Club, so come up and take advantage of it.

"THE ANGEL" HAS LOCAL PREMIERE

The first production of a new, ambitious group in the dramatic and theatrical field made its bow in a matinee performance, Tuesday, August 15th, on the stage of the Play Roof Theatre, London Terrace. This group, consisting of the very younger generation of Terracers, wrote, act-

nior Mertz, stage director and scenic and sign artist, Marjorie McCarthy, Joan Gottlieb, Nancy Wiggins and Mark Flannigan.

The performance of "The Angel" was enthusiastically received by a large, appreciative audience. The producing group was so encouraged by its initial success that



Cast of "The Angel," l. to r.: Mark Flannigan, Joan Gottlieb, Marjorie McCarthy, Virginia Gramlich, a guest, Junior Mertz, Nancy Wiggins.

ed, produced and directed the premier performance of "The Angel," an allegory in three acts and a prologue.

Prominent in the group are Virginia Gramlich, who acted one of the leading roles and assisted in the writing and directing, Ju-

plans for further productions are now being contemplated and it is hoped that a permanent organization can be developed. Reports that Hollywood had made substantial offers for film rights to "The Angel" were neither affirmed nor denied.

FOREIGN LANGUAGE COURSES

WHAT with trans-Atlantic, trans-Pacific and trans-Caribbean passenger air travel shuttling people thousands of miles before they can finish reading a *Times* editorial, the world is shrinking faster than a pup's courage in an altercation with an alley cat. This continuing smallness of the world we live in is giving added impetus everywhere to the study of foreign languages.

In line with this trend plans are buzzing for a number of classes and forums around the

Terrace, the purpose of which is not only to study other languages, but to become familiar with the customs and national flavors of the countries where the languages are spoken. At the moment French seems to be the most popular. Miss Isabel Junod, who has been presiding over Terrace French instruction for three years, is at the helm again, getting her classes and groups lined up. Everyone interested in studying French, either beginners or advanced, should get in touch

with Miss Junod at the Penthouse Club as soon as possible.

There are also indications that classes in Spanish are in demand and information concerning these may be had by calling the Penthouse Club.

It is hoped that residents who either have been born in foreign countries or have lived in them for considerable lengths of time will find it agreeable to drop around to these foreign language sessions to give a first-hand, practical flare to the teaching and discussion. Teas and parties can be arranged at which the customs and social amenities of the various countries may be followed. There is also some talk of a "Continental Night" to be held once a month when no English would be spoken by those attending.

If you're interested in any or all of these developments or have ideas of your own, get in touch with the Penthouse Club and let's see what we can round up for the winter months.

Deck Awning

The latest wrinkle for the Marine Deck is a handsome new awning which has been spread for the benefit of those residents who crave their fresh air and river breezes with some protection from the direct rays of Mother Sunshine.

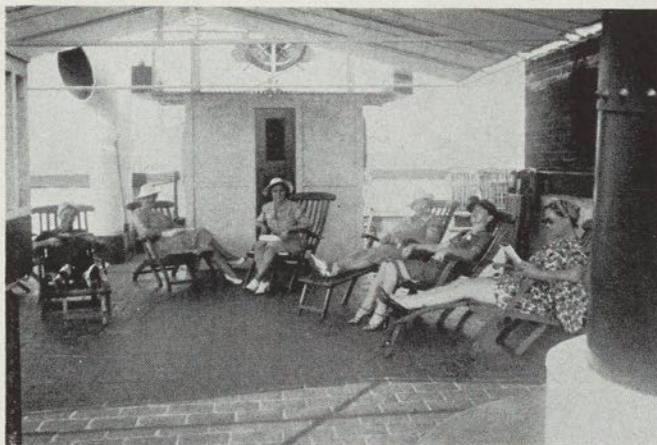
According to our private leased wire from the weather bureau, September will contain a goodly number of bright, warm days so that Labor Day will not have to put the conventional stop on seasonal outdoor relaxation. Also, in order to take care of the sun worshipers who are free only on week-ends, the Play Roof has been opened for their use on Saturday and Sunday afternoons.

Add to these items the fact that the heretofore rigid regulations regarding sun bathing attire have been eased to some extent and the new convenience of the soft drink and cigaret purveyors in the Penthouse Club and on the Play Roof and you have

POPULAR TERRACE SPOTS



Dining Room of Elizabeth Flynn's Restaurant: convenient, attractive, excellently-cheffed.



The Marine Deck with its partial awning covering.

a topstairs situation which is practically perfect for everybody.

Fillums

Here's a free tip to the Hollywood moguls. If you want to make money, stop production on all your new million dollar super colossals, scrape the dust off your film files, exhume a batch of your twenty-year old releases, send them out to your theatres and sit back and add up your profit columns.

We ought to know because the Monday evening showings on the Play Roof of some of the old

Pearl White, Chaplin, Valentino, et cetera, classics have been packing the house ever since they started back in July. On the first Monday evening, crowds were hammering on the gates long after all seats were taken, so that two shows, one at 9:00 P.M., the other at 10:00 P.M., were necessary. This schedule has been kept in force and will continue as long as the weather is mild. There are rumors even that the shows will be moved indoors to continue through the winter, but don't take that as a promise. Nothing definite yet.

Right: View of St. Joseph's Villa, one of the hosts to Jamboree neighborhood youngsters.



Below are reprinted texts of two of the many appreciative post cards sent by the kids to Chelsea Charities.

HAVING A WONDERFUL TIME

I'm writing to tell you about the circus. We had clowns, magicians, a sword swaller, midget etc. We had a band which Micky and I were top segerents because we showed them how to play. Armando was drum major and Richy was symbol player. We are going on a overnight hike

tonight. "Goodby and Good Luck."

Hello. This is a swell camp you sent me to. I wish you would send me to it again next year. All of us girls have lots of fun. We go swimming every day and sometimes boating. Well goodby.



Dear Mrs. Nugent
 We are enjoying
 ourselves very much
 we had a circus
 here Sunday and it
 turned out swell
 Richy, Louie, Armando
 and me were in the
 band. We are going
 on an overnight hike
 tonight I will close
 tonight saying we are
 enjoying ourselves
 micky

Above: Actual reproduction of one of the post cards received by Mrs. Nugent.

Left: One unit of youngsters snapped in the Garden before leaving for their Jamboree country vacations.

2800 HAPPY DAYS

ALONG with the snapshots, sunburns and mosquito bites which Terrace residents are engraving in their memory books for the summer that is just sliding to a close may be added a satisfactory page devoted to the improved health and happiness of over 200 neighborhood children. These kids, who benefited from the receipts of the June Chelsea Jamboree, spent two weeks at two camps selected by the Camp Com-

mittee were doing a handsome job of building up the young bodies and minds and that London Terrace, Chelsea Charities and Santa Claus are now synonymous terms with the youngsters.

The camps are spacious, well-staffed and contain all imaginable facilities for recreation, sport and instruction in hand craftsmanship. There are swimming pools, archery ranges, all sorts of athletic fields and acres of



Lake at Christmas Seals Camp, vacation spot for many Chelsea Jamboree youngsters.

mittee under the chairmanship of Mrs. Ethel Nugent, Social Service Director for Chelsea Charities. The camps were St. Joseph's Villa at Hackettstown, N. J., and Christmas Seals Camp at Stony Point, N. Y.

A committee of eight persons toured the camps in two cars provided by the 470 Building's Kester Riverdrive Motors, at the suggestion of Mr. C. J. Jones of that organization. The touring committee reported that these

rolling country for hiking and research into the habits of Mother Nature. Picture your own satisfying reaction in getting away from the city during summer week-ends, multiply it a hundred-fold by contrasting the comfort of your apartment with the crowded home conditions of the boys and girls and you may get some idea of what the outing meant to these kids—an outing they would not have had without our help.

The country-bound children were sent away in several units of a half hundred or so each, first being brought over here for a physical sounding out generously provided by Terrace Drs. Robert E. Frick and B. M. Shalette. The comments of the doctors after the examinations proved conclusively the great service which the cooperative effort of the Jamboree is doing. They reported that the majority of the children were underweight and badly in need of an abundance of good food and country air.

It's satisfying to know that our summer Garden carnival has been such an all-around success, providing fun and entertainment for all of us and a new lease on life for a large number of children.

Thanks, everybody.

Summer Folks

That little idea of Wm. A. White & Sons, Managing Agent for London Terrace, to set aside a number of furnished apartments for short-term rentals during the World's Fair season has given our premises a nation-wide, even international, flavor. The one- and two-room suites have been booked solid since the first of May and will continue that way through September.

One of Mr. Lockwood's clever statisticians has put pencil to paper and comes up with the following information. The guest registry for the six one-room and nine two-room apartments shows signatures from every state in the Union, and from England, Canada, Germany, Puerto Rico, Honolulu, Barbados, British Columbia, Australia and New Zealand. Figuring an average of a week's stay and a minimum of two people in the one-room apartments and four in the two-room, the figures (including the expected average for September) show that from the first of May to the first of October, we have been hosts to upwards of 1000 out-of-towners, out-of-staters and out-of-nationers.

THAT MAN IS HERE AGAIN

*The leaves of trees were falling
fast
As through a Gotham highway
passed
A truck, which bore through traf-
fic jam
The goods of people on the lam,
"October first!"*

YES, ladies and gentlemen, the banner with the strange device, "Let's move," is being hoisted over countless New York ateliers in preparation for the yearly spree.

But that air of contentment and smug superiority which you can detect among a few of this city's inhabitants amidst the general harried air of indecision and hectic preparation, is due to the fact that they like the places in which they live and nothing is going to induce them to leave them. It's good to know that a very high proportion of the residents of our own city within a city have reached this enviable state of mind. And it's good to know that of those who are leaving us for strange pastures, the majority are doing so because circumstances, rather than wishes, have made it necessary.

Some time past, somebody coined the phrase that London Terrace, instead of the Greenwich Village of old, has now become the spot which "is all things to all people." Even if this statement sounds a bit grandiloquent, we think you'll agree that our community has approached accomplishment of the feat in sturdy fashion. A cross section of our inhabitants would cut across innumerable varied personalities, businesses, professions, likes, dislikes and modes of living. That is why we can welcome with a clear conscience the newcomers who will arrive among us during this month and next. We don't know what you're looking for in the way of a home, but the chances are all in favor of your finding it

*Another Moving Day approaches,
but Terracers take it in stride*



here. You can live completely to yourselves if you so wish, or you can join in the various community activities which are here for your entertainment and pleasure. You can live with service de luxe at your command, but if you don't need it or wish it, it will not intrude itself upon you. In short, your life at London Terrace can be exactly what you make it. The facilities for all sorts of living are here. Pick and choose the ones which suit you best, secure in the knowledge that the Terrace organization is set up to accommodate a population of multiple interests and habits.

To those who are leaving go our regrets that you cannot stay, along with best wishes for your happiness and the hope that next year, or the year after perhaps, circumstances will allow you to return. Each season, Wm. A. White & Sons, Managing Agent for London Terrace, reports a

goodly number of returning wayfarers. The going gets too rough for them away from the green Garden and high turrets and they have to come back.

To the movers, either in, out, or intra-mural, we can only repeat what we have said in former years. The complicated moving process will be smoothly, efficiently attended to in superb fashion by our neighboring people, those loyal NEWS advertisers, Chelsea Warehouses, who know the ins and outs of the Terrace like a golfer knows the approach to the first green on his favorite course. They, in conjunction with our trained employees, can take all the headache out of the moving process. Tell them your plans as early as you can and let them do the rest.

So, let 'er roll October First! You may be an ogre to some people, but around here we chop you down to our size.

IT'S ALL IN THE FAMILY

*A son of writers runs true to type,
but insists upon doing it his own way*

IT'S the custom usually in these word-pictures of London Terrace residents to pick some one who has done something a bit on the spectacular side—a successful writer, musician, composer, business man or woman, an actor or dancer, an archeologist perhaps, or a radio personality. This month your interviewer had a chat with a young man who as yet has not gone very far on the professional road he has selected to travel, but there are certain things about him which, we think, make his story an interesting one. If the writer of this story doesn't make the young man sound interesting, it's the writer's fault, not his. So here goes.

The young man's name is Octavus Roy Cohen, Jr. We'll admit right from the start that he's the son of one of America's best-known and best-loved writers of fiction. We'll admit also that he is a writer, not an outstandingly successful one, but working like a hound in his chosen trade and hoping to hit the big time as soon as his talent and proficiency warrant it.

Right away there'll be people among our readers who'll be apt to remark, "If I had a name like that with which to bedazzle editors, I'd be a writer too." The hole that lets the water in on that remark is that Mr. Cohen, Jr., doesn't write under his own name. He sends out his manuscripts cold, not even working through an agent. To date several of his efforts, turning up among thousands of others in editors' mail have been accepted and published. The majority of his acceptances have been with the pulps, although he has one "slick" magazine cheque to his credit.

He doesn't want to be handed any laurels for this insistence up-

on making the grade under his own steam. "It's merely the common sense way to go at it," he'll tell you. "Supposing the use of my name opened the way to quicker and more lenient consideration of my stuff than it deserves. Maybe I'd sell more stories and get more for them than I can at present. But I'd lose the satisfaction of real personal accomplishment with no strings attached. And I might get lazy or succumb to the temptation of sliding along with the impetus of the name."

As far as getting lazy is concerned he didn't strike your interviewer as the type. In spite of three recent years in Cuba, where life moves slower and they take things a lot easier than happens here, Cohen is an alert, quick-moving person whose wide range of enthusiasms put you on your mental mettle. Among the tops in these enthusiasms are the game of jai alai, which he plays, London Terrace as a place of residence and New York in general as a locale for more story material than anywhere else he has been.

As yet he hasn't tried to write very much about Cuba. He feels



Octavus Roy Cohen, Jr.

too close to it emotionally, thinks he should get more perspective on it before he sits down to a task which, although he didn't actually say so, quite evidently looms as one of the big things he wants to accomplish at a typewriter. He said very quietly, "Some day I want to write a novel about Cuba, the real Cuba."

What did he mean by the real Cuba? Well, he meant the Cuba that the tourist doesn't see—Cuban family life for instance, and Cuban philosophy, which, though it has little tangible form or expression, makes itself strongly felt in the inner life of the island.

Cohen believes that few foreigners or foreign writers have penetrated this inner Cuban life as successfully as he did. He is proud of the fact that before he left he was known among the Cubans as an *aplatanado*, their word for a foreigner who has adopted their way of living and is accepted as one of them. He lived in a Cuban house with a Cuban family, he learned the language, he went out with Cuban girls.

Once you've been accepted, he said, life with a Cuban family is a tremendous experience. A predominant trait is the intense enjoyment and interest they have in each other rather than in themselves. The joy which ensued in the household after he received his first pulp story acceptance and a cheque for \$25.00 couldn't have been equalled in this country if he'd written "Anthony Adverse" or "Gone With the Wind."

His stay in Cuba was something of a forced accident, although the country is one of his father's favorite spots and he'd been there before. He was attending Harvard University when he came

(Continued on page 18)

HERE is a hand that was held in a Duplicate game recently. It has been submitted to me by Mr. F. P. Vandervoort. I will give you the North and South hands, so that you can decide what you would bid, then see how your judgment stacks up with the way in which Mr. Vandervoort and his partner, Mr. Jurgensen, bid the hand.



		NORTH			
S	H	D	C		
J	K	—	X		
10	10		X		
X	X				
X	X				
X	X				
X					
WEST		SOUTH		EAST	
S	H	D	C		
A	—	A	A		
K		J	X		
Q		X			
X		X			
X		X			
X					

Mr. Vandervoort and Mr. Jurgensen bid and made a Grand Slam in Spades doubled. They were, by the way, the only pair to reach a Grand Slam in the whole tournament. The bidding was as follows. North and South vulnerable:

South opens the bidding with 2 Spades.

SOUTH	WEST
2 Spades	3 Dia.
6 Dia.	7 Clubs
7 Spades	Pass

NORTH	EAST
4 Dia.	5 Dia.
Pass	Pass
Pass	Double

Quite unique bidding! Sorry I do not have the East and West hands for you, but it is easy to see that they held between them 9 Clubs, 8 Diamonds and 8 Hearts. Mr. Vandervoort says he got more of a thrill out of that hand than he has had in a long time, and modest person that he is about his Bridge went on to say, "Wonderful player, that Mr. Jurgensen. I only put in one bid, and he reaches a *Grand Slam!*"

Mr. Jurgensen is a very fine player, but Mr. Vandervoort should take some credit because his bid of 3 Diamonds definitely shows a fit in the Spade suit and no Diamonds in the hand, as South holds the Ace. Nice work, gentlemen.

And here is the solution to last month's problem hand:

South leads Ace of Hearts. Play of hand follows.

1st Trick
SOUTH WEST
Lead H-Ace C-5

NORTH EAST
S-Jack H-9

2d Trick
SOUTH WEST
Takes S-9 D-10 (Lead)

NORTH EAST
S-4 S-8

3rd Trick
SOUTH WEST
Lead S-King D-Queen

NORTH EAST
D-3 S-Queen

SOUTH
Lead H-8

The lead of the 8 of Hearts is a squeeze play. If West plays high Diamond, North discards Diamond 3. Or if West gets down to 2 Clubs and high Diamond, East must lead Club and then North Clubs are all good.

This month's problem hand:

NORTH
Spades A-2
Hearts - - -
Diamonds A-J-2
Clubs A-2

WEST	EAST
Spades 7-6	Spades K-Q-J
Hearts - - -	Hearts - -
Diamonds K-10-3	Diamonds Q
Clubs 9-7	Clubs K-Q-J

SOUTH
Spades 8-5
Hearts 4-3-2
Diamonds - - -
Clubs 8-5

Hearts trump. South leads, takes all seven tricks.

GLADYSE GRAVES STARK

**Save Wear and Tear on Your Disposition
and Your ICE TRAYS**

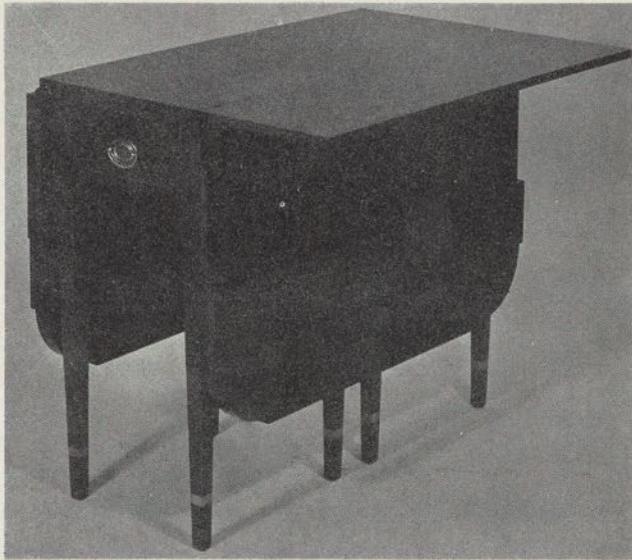
METAL ICE TRAY LINERS

ON SALE AT SERVICE DESK

TWENTY-FIVE CENTS

SEPTEMBER means moving days and although we don't like to talk about any of our tenants moving away from the Terrace, we can suggest moving the furniture around in the apartment. Most everyone is having, or will have, decorating done and it does make you feel almost as if you were in a new home to change the davenport from the end of the room to the side wall and move papa's favorite chair from one side of the room to the other.

Our resident designer of unusual modern furniture, Mr. Da-



vid Dillon, has recently turned out a very tricky four-in-one table. The picture of Mr. Dillon's latest brain child tells more clearly than words how this table is built, so I'll only add a word or two of explanation. There are four drop leaves—two on each side. When all are dropped down, one has a narrow console table. Raise one, presto a serving table, desk or breakfast table. Raise one of the leaves on the other side and get out your cards for a game of bridge. "Dinner for Eight" (if you ever get that ambitious) can be arranged by lifting the last two leaves. Mr. Dillon has graciously consented to bring his latest creation up to the Penthouse Club for inspection. So if you are in the market for a new table, look this one

over before you spend your money. Check with Miss Bieber regarding the time of the "pre-view."

There have been several requests for a re-print of a recipe that I used in the NEWS some time ago called "Mabel's Cake." "Mabel" made several for the Jamboree Cake Sale and many ladies have asked for directions

Lady at Leisure



on how to make it—so here it is:

1¾ cups of Cake Flour	⅔ cup milk
1 cup of sugar	1 egg
¼ teaspoon salt	1 teaspoon flav-oring (I'll take vanilla)
2½ teaspoons Baking Powder	⅓ cup butter.

First, sift flour once before measuring.

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

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

Fourth, add unbeaten egg to milk
(Continued on page 17)

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THE Book Store slides into the Fall armchair season with some brand new best sellers, one or two holdovers from the summer and a nice array of international situation explanations.

The International Situation is taken care of by two familiar writers, John Gunther and Vincent Sheehan, and a new one, Pierre Van Paassen. Gunther, paraphrasing the title of his first successful tome, is well up in the lists with "Inside Asia," which treats of the Oriental crises from Sumatra to Manchukuo in terms of personalities. An excellent, realistic reporter with a flare for the human influence, Gunther sheds light on a bewildering subject in forthright, exciting fashion. Sheehan, in "Not Peace but a Sword," throws a shifting spotlight on the kaleidoscopic events occurring in Europe from March, 1938, to March, 1939, picking out little-known or hitherto unknown facts to help dramatize the picture. His account makes an excellent refer-

ence handbook as well as absorbing reading.

Pierre Van Paassen's "Days of Our Years" is an autobiographical insight into the Europe of the period from pre-World War to the present. It is impassioned in a scholarly way, decidedly more cerebral in style than Gunther or Sheehan and is attracting careful, serious readers.

Popular new fiction titles are a bit on the whimsical, philosophical side, headed by "Black Narcissus," by Rumer Godden and "The Brandons," by Angela Thirkell. "Black Narcissus" is a tenderly humorous, fantasy-like tale of a group of nuns in a mountain retreat. It is "escape" literature which has been compared to Hilton and Wilder.

"The Brandons" is British to the core, dealing in semi-satirical fashion with England's upper classes. Mrs. Thirkell, long a favorite across the water, is beginning to find a high spot for herself with American readers.

Two fiction holdovers which are still much in demand are John Steinbeck's "The Grapes of Wrath" and Thomas Wolfe's "The Web and the Rock." If you haven't got around to Steinbeck's book as yet, put it on the "must" list. It's a classic. Wolfe has told his story before, but his talent is an unique American institution which death brought to an end in the process of construction. His admirers, who are legion, will treasure this posthumous novel.

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Shop Shots



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The Radio Shop

is always a "must" on a new resident's list and the not-so-newly connected radios need attention ever so often, too. Call in "Dr. Toran" if you have any radio problems or drop by his office at 445 Main Street.

The Florist

has an excellent selection of plants and cut flowers that do so much to make an apartment home. We brag long and loud about our sunny windows where blooming things thrive and add that note of cheer that only flowers can bring.

The Housekeeping Department

goes to the head of the class when it comes to usefulness, especially in helping you get settled. And when you are settled, our maids

can do all of the things you expect maids to do and many things that you never hoped you could get done. Besides the routine housecleaning, our maids are trained to serve and care for invalids, or for those who are "enjoying bad health" for a few days.

The Food Shop

is pretty chesty these days with its newly installed air cooling system. It always was a pleasure to shop in this completely stocked store but now it is even more attractive. One is tempted to bring one's knitting and camp stool and set a spell! Buy cooked food during these dog days and keep your own apartment comfortably cool even though you are eating in.

The Liquor Shop

counts on extra business during this time of the year due to housewarming parties. Everything from beer to champagne is to be found here, so take your choice.

The Laundry and Valet

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(Continued on page 17)

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LONDON TERRACE LAUNDRY

Lower Corridor

435 Building

Open from 7:30 A.M. to 6:00 P.M.

LADY AT LEISURE

(Continued from page 13)

and butter mixture and pour slowly into flour mixture. Add flavoring.

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

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

Now for the Icing which is the best part!

3 tablespoons of melted butter
5 tablespoons of brown sugar
2 tablespoons of cream
½ cup shredded cocoanut.

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

It seems in order to close this column with a fond farewell to our many friends who are leaving our midst and to extend a hearty welcome to all newcomers. We hope you'll like us!

SHOP SHOTS

(Continued from page 15)

perior service to residents—new and old. The convenience of location right in the building is an apparent advantage that should not be overlooked. A call on the house phone will bring a uniformed boy to your door.

The Tailor

to be found in the Valet Shop at 425 Main Street invites you to drop in and get acquainted. Mr. Loeb and his assistants are responsible for many of the good looking tailored suits to be seen around the Terrace. A dress-maker, direct from Paris, is one of the staff if you prefer the female of the species when it comes to making clothes. Alterations or an entire outfit are given equal attention.

For further information about our shops and services, consult

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your little brown book, "Information for Residents," and remember the old adage, "If you like us, tell your friends. If you don't, tell us."

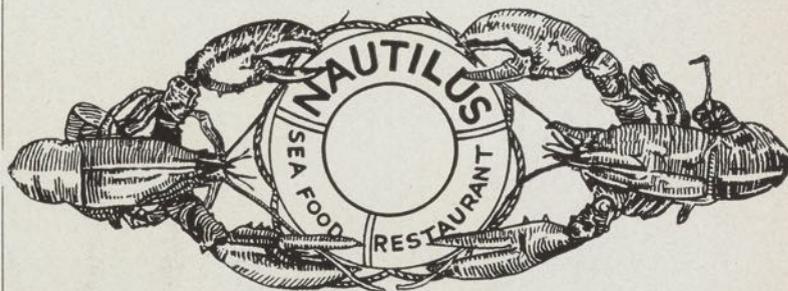
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COHEN, JR.

(Continued from page 11)

down with the flu. During a routine physical check-up it was discovered that he had developed a small heart ailment which required a warm, dry climate for clearing up, so he packed off for Cuba. It was while he was there that he made his final decision to try and make his living by fiction writing. He ran a small advertising agency in Havana, at first, but gave it up to give himself more time for writing.

He's back in New York now permanently, his health in first-class shape. His mother and father live here too, although not in London Terrace. He sees them frequently and he and his mother both take a hand in criticizing and polishing up his father's stories. His mother, he says, is a splendid literary technician and has always given his father aid in working out his stories. In the near future she is having a book of her own published. His own stories are not shown to the family until after he has sent copies off to the publishers and then he is in for a caustically critical session.

"Our family has a lot of fun writing," he said. "You'll never

FOR SALE—Pedigreed wire-haired terrier six months old. Snyder—465 - 15 H.

hear us saying we hate to write, that it's drudgery, or that if we could make a living doing something else, we'd do it. We write because we enjoy doing it."

We didn't ask Mr. Cohen, Jr., nor did he tell us, what the name is he writes under, so we can't tell you whether or not we like his stuff. But if he's half as interesting to read as he is to talk to, he should have a lot of publishers knocking at his door.

Polka

Music—sweet, hot or Spanish—is turning on its dancing charm for occasional Friday evenings on the 470 Building Play Roof, adjoining the Marine Deck. A current series of starlight hoofing sessions got going the night of July 28th and proved so popular that they are a regular feature on alternate Fridays.

An excellent phonograph with a variety of records furnishes the tunes and all sorts of special features such as tango, rhumba and jitterbug exhibitions liven up the proceedings. It's cool and romantic up there and the dances will continue into the Fall as long as the weather and enthusiasm keep at a congenial peak.

The charge is twenty-five cents per person, tickets may be obtained in the Penthouse Club and lobby cards will keep you posted as to the dates. Come on up some time and keep young and happy.

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