

London Terrace News

SEP 1



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September
1940

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Renting and Managing Agent

The NEWS of

London Terrace

SEPTEMBER, 1940

VOLUME VIII

NUMBER 9

Chapter

Here's good news for Terrace ladies who would like to join in the splendidly worthwhile work of the Red Cross. A London Terrace chapter is about to be formed and is expected to be in active operation some time this month. It will be under the leadership of Mrs. Bruce White, a resident who has long been identified with the Red Cross organization.

An important part of the work will be the making of garments. Sewing machines will be required, of course, and anyone with a machine who can loan it for the work is requested to make this fact known.

Space will be made available upstairs in the Penthouse Club. Prospective volunteers are asked to send in their names to Mrs. White, Apartment 17E, 460 Building, or to Miss Bieber in the Penthouse Club. Red Cross headquarters are anxious to cooperate as fully as possible, but can do so only if enough names turn up to indicate active interest.

The need for this work at the present time requires no emphasis. The formation of a lo-

cal chapter within our walls gives Terrace women an excellent chance to enroll and engage in the work without the inconvenience of traveling to other parts of the city.

The Players

Along with Broadway managers, members of the London Terrace Players are putting in a deal of time these days burrowing into manuscripts and getting things lined up for early production.

The Terrace group, which first blinked at the footlights last spring with a number of very successful productions, is all set to make an even better showing this season. Therefore it is

throwing out the casting sign for fresh enthusiasts in all lines of theatrical endeavor—actors, scenic artists, back stage helpers and any others whose services and talents can help make the organization successful. If the ambitious plans now generating are to be carried out, a great deal of help is needed, so if you're interested, drop a note to The Players, care of the Penthouse Club. All those sending in names will be notified of the time of the first meeting.

Bowlers

Several residents, with an eye to maintaining summer physical fitness through the indoor months and getting in some active friendly competition at the same time, think it would be a splendid idea to form a Terrace bowling team.

Some of the best alleys in the city are located only a short distance away—a convenience which is a great help to bowlers. If you're interested in getting together occasionally for some flings along the long boards and working up a team, let Miss Bieber in the Penthouse Club know about it.



SALUTE TO OCTOBER FIRST

DON'T look now but that date up on the calendar not so many columns away is October 1st, mere mention of which sets the wanderlust fever circulating through the veins of many Manhattan apartment dwellers. Another annual Moving Day is advancing upon the city and even here at the Terrace where the great majority of residents remain calm and unmoved through the shuttling season, a certain number of incomers and outgoers will be brushing elbows and furniture during this month.

We're always glad to welcome newcomers to our city within a city because the odds are heavily in favor of their finding here an end to the restlessness which characterizes so much of New York living. Under the one roof which covers our many Buildings, dwells as varied a host of people of multiple interests, professions and businesses as you'll find in the better residential districts of any good-sized city. To a good portion of them, coming here means coming to stay. The many distinctive features of our home are hospitable to a great variety of temperaments and schemes of living, so that be you hermit-minded or socially inclined, whether you like to take advantage of special services or do without them, the Terrace fits easily into your particular ideas of how best to carry on your daily affairs.

So to our new residents we give hearty welcome, confident that they will find here the mode of living they wish to call their own.

To those who for various reasons find it necessary to leave us we can only say that we have enjoyed having you with us, that we regret your departure and that we can be fairly certain that it is necessity, not dissatisfaction, which has led

you to other fields. You'll miss us, we are sure.

But as long as you must go, we're sure that you'll appreciate the efficiency which gears the facilities of the Terrace to make your departure easy and painless. As soon as you have decided upon the exact day, notify your doorman and he will set things in motion with the Service Department which will see that an elevator is ready at the time specified and arrange other necessary details.

And let your moving day come as far ahead of October 1st as possible. The closer the calendar sneaks up to that deadline date, the more congestion there is everywhere, so our advice is to get settled before the last few days of this month. Get the moving over with while things are still more or less normal and you'll find that you'll be saving yourself a great deal of inconvenience and annoyance.

Chelsea Warehouses, which have attended to the moving and storage needs of Terracers for many years, are of course close by and ready to accommodate you with their customary courtesy and dispatch. Their proximity, knowledge of the neighborhood and familiarity with the Terrace set-up make them ideally suited to handle the task of getting you somewhere from here or of getting you here from somewhere else.

To those of our residents who are standing pat with their renewals tucked safely away, we hope that the fortnight or so of seasonal activity in and outside the Buildings will not intrude unduly upon your routine. Remember that Election Day will soon be over, Thanksgiving Day is not far off and that Moving Day comes only once a year.



SPRING?

No, we haven't gotten our seasons mixed. The two young ladies in the picture are pupils of Miss Marta Nova, who took advantage of a sunny day to have their pictures snapped in the Garden. Beginning the first Saturday in October Miss Nova's classes will start for the winter season in the Game Room, second floor of the 410 Building. Parents interested in entering children in these classes are invited to meet Miss Nova between 10:00 A.M. and noon on that day, October 5th. There will be two classes—one for very young children, the other for older ones.

Photo by Flora Howes, L. T. Camera Club

SWIM CHAMPS ARE HOME AGAIN

*W.S.A. gals start Pool workouts
after successful outdoor season*

THE talented young mermaids of the Women's Swimming Association have splashed their way back to their Terrace Pool headquarters trailing a fine bunch of records to show for their summer activities around the country's outdoor swim arenas.

They are especially happy over their team showing at the Women's Senior National Outdoor Championships held in August at Portland, Oregon. Six W.S.A. lassies took the trip west—Lorraine Fischer, Gloria Callen, Marguerite Hoole, Mildred O'Donnell, Helene Rains and Marilyn Sahner, all title-holders in their own rights. Miss Callen came home with highest individual honors, having clicked down the course of the 110 yards backstroke event to take first place and snip three seconds off the record of Eleanor Holm, established in 1936.

Operating as a unit, the girls copped the A.A.U. team title rating them as the best swimmers in the United States. Their combined efforts won the 880 yards freestyle relay and the 330 yards medley relay.

Marilyn Sahner, youngest member of the team, looks like a real comer. She joined the W.S.A. only last February and since then has kept statisticians busy tallying up her triumphs. On August 25th, with only one day's rest from her trip to the Coast, she ploughed into the water lanes



This trio brought home the national 330 yards medley relay championship. L. to r.: Gloria Callen, backstroke; Lorraine Fischer, breaststroke; Mildred O'Donnell, freestyle.

at Manhattan Beach and came up ahead of defending champion Helene Rains to take first place in the 440 yards freestyle Senior Metropolitan Championship. Since February she also has breezed off with the Junior Metropolitan 100 meters freestyle Championship and the Eastern League Championship.

Their summer triumphs are now so much water under the finish line to the ambitious lassies and every day finds them working out down in the Pool, readying themselves to blaze away at the winter's indoor competition ahead. Drop in and look them over some time if you want to see some real class in action.

These W. S. A. splash artists are looking pleasant over the fact that they slid down the water lanes for first place to cop the national 880 yards freestyle championship. L. to r.: Marguerite Hoole; Marilyn Sahner; Mildred O'Donnell; Helene Rains.



A LOOK AT LIBERIA

Episcopal Church Bishop of that country takes us on a short trip that covers a lot of territory

YOUR rambling interviewer must have caught the travel fever last month, because after exploring Costa Rica for you, this issue finds us on the West Coast of Africa. Our companion and guide is the Rt. Rev. Leopold Kroll, Bishop of Liberia. The Bishop has spent twenty-five years of his adult life in foreign mission work of the Protestant Episcopal Church and has just returned after two years in Liberia in order to attend the Church's triennial convention to be held in Kansas City.

Ocean travel being what it is these war days, the only accommodations available to him and his wife for the trip from Africa were on a freighter. Staterooms on the ship measured six by eight feet and the passengers' dining room did double duty as living room between meals. With space in a Terrace apartment now in which to stretch out their sea legs, they are relaxing and enjoying the benefits of metropolitan existence. The Bishop feels very much at home here because if he looks far enough out his window down Tenth Avenue he can see the Theological Seminary which he attended more than forty years ago. If he goes uptown to Amsterdam Avenue and 151st Street he will be on the spot where he was born in what was then the town of Carmensville.

Bishop Kroll's first experience with mission work was among the Oneida Indians who had migrated to Wisconsin near Green Bay. Subsequently he spent fifteen years in the Hawaiian Islands and seven years as Dean of Trinity Cathedral, Port au Prince, Haiti.

As he sits and talks in a deeply resonant voice he creates a word picture of life in Liberia, supplemented later by the showing of numerous photographs. Liberia, in case you don't know, is one of two independent negro republics in the world today. The other is Haiti. Over a hundred years ago a boatload of freed American slaves migrated to Liberia and there set up a self-government patterned after that of the United States. Problems of government are many, one reason being the difficulty of travel

between the coast and the interior, where there are numerous tribes speaking different dialects and keeping up their own customs and modes of living.

Although the Liberian government is building roads it is a process involving time and money and in the meantime travel into the interior is slow and uncomfortable. Porters transport supplies in hammock-like contraptions which four of them support and carry—one man at each of the four ends. Food, bedding, cooking utensils and other accessories must be carried on the trips. Sleeping quarters are provided in native houses by village chiefs who always give the travelers a warm welcome. The Bishop has been present occasionally at tribal dances, many of



Bishop Kroll talks things over with a young African.

which are conducted with huge, grotesque masks.

The basis of much of the missionary work is in education and medicine. The Bishop believes emphatically that if the critics of mission work were actually to go afield and see what is being done they would lose their antagonism. Modern mission efforts are conducted quite differently from the layman's idea of "preaching the gospel to the heathen," according to the Bishop

and palm kernels from which oil is extracted. Rubber is an important resource. The Firestone Company has in Liberia the largest single rubber plantation in the world, a replica of which is to be seen in the company's exhibit at the World's Fair.

In spite of the fact that the tropics are hard on most white people, they seem to have been kind to the Bishop and his wife. He is tall, lean, and deeply tanned, with a youth and vitality that



Typical samples of Liberian architecture.

and he showed photographs of hospital work in which thousands of natives have come for healing of tropical diseases such as yaws, leprosy, ulcers and other afflictions.

To get at the eradication of these diseases education is necessary and here also the missionary carries on. Day and boarding schools financed by the government have been established, where in addition to religion and book education the children learn economics, farming and various crafts. In schools also, young natives are trained for medical and educational work. The supply of nurses and teachers is far behind the need for them and because the climate of the West African Coast makes long sojourns by white people almost impossible, men and women of the negro race are educated to become the teachers and nurses for their own people.

Although there are natural deposits of gold, iron, diamonds and silver in Liberia, it is necessarily an agricultural country. The natives plant rice and exports include cocoa, cola nuts,

many men twenty years younger would envy.

The Krolls have three sons. One is in a bank in New York. Another has a commercial position in Haiti. The third is the Prior of the Holy Cross Mission at Bolahun, Liberia. The Prior preceded his father to Liberia by a number of years. His mission station is only 150 miles from the Bishop's headquarters in Monrovia, but to get to it requires either a two weeks' trek through Liberia, or a roundabout steamer voyage of 600 miles, followed by a subsequent two-day railroad journey and a twelve-hour trip through mountainous country.

The Bishop and his wife are finding it easy to adjust themselves to New York, although changes here crop up faster than they do between visits in Africa. They are enjoying themselves, but as you talk to them you get the impression that they feel they are marking time a bit and won't be completely satisfied until they are taking their ship bound south for Africa again.

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SERVICING THE DOGS

THE traditional "dog days" for this year have gone down the chute, and the Terrace canine population seems to be facing the brisk weather season with health and vigor. Many residents this summer took advantage of our "dog master" service to give them ease of mind on days and weekends away from their apartments when it was not advisable to take their pets along.

In case you're a newcomer here we'd like to remind you that dog master Peter Dunn is available at a very minimum fee for the purpose of walking, feeding and caring for your dog when you're too busy to do it yourself. It's a convenient little plan which has been in operation for some time now and has been greatly appreciated by Terrace dog owners.

And while we're on the subject we'll also remind you that while dogs are not frowned upon here as they are in some places of residence, certain rules and regulations must be observed. Recently there have been a number of instances in which dogs have been brought



into elevators and lobbies off their leashes. This practice is not only contrary to city ordinance, but is apt to result in unpleasant consequences. Loose dogs sometimes jump on people and get into altercations with other dogs.

So if everybody is to be happy, dog owners are asked please to keep their dogs on leash and see to it that non-dog owners are not annoyed or frightened.

DONORS WANTED

Blood for transfusion to war casualties is urgently needed in England, according to the American Red Cross, which is conducting a campaign for blood donations in cooperation with the Blood Transfusion Betterment Association. Volunteers between the ages of 21 and 60 who are willing to give their blood in order to save lives abroad are needed in great numbers to supply the necessary quantity.

A special scientific process has been developed which will preserve the blood and make it possible to use it after it has been

transported across the ocean.

The actual giving of the blood requires only fifteen or twenty minutes of time and will be administered and supervised by regular medical staffs of leading hospitals and recognized physicians of high standing. Their assurance is given that no person giving the blood after tests have been passed will be injured or even weakened in any way.

If you're interested in becoming one of these volunteers, call Sacramento 2-8950 and all arrangements will be made.

THAT CENTRAL ACRE



Photo by Phil Lynch

The Garden: A spot for quiet relaxation and enjoyment amid growing greenery.

AT the moment of writing the rain is bucketing down and the temperature is in the low fifties, so it doesn't seem apropos to be discussing sun bathing and the use of the Garden. However, September is ahead with its expected quota of warm, sunny days, so we'll

go right on with the story anyway, which is this.

The privilege of the use of the Garden for relaxing in chairs and strolling along the walks has been appreciated by many residents, but a few have not realized that the atmosphere of the Garden with its proximity to

SNAP SNAP SNAP



The Camera Club, flushed with the success of its midsummer contest exhibitions, is making plans for a busy winter. Weekly meetings are scheduled to start some time in October, and in the meantime members are experimenting with their latest shots in the dark room and

making use of the attractive Club quarters in the 430 Building.

If you're interested in the fascinating hobby of picture snapping and would like to swap experiences and prints with fellow enthusiasts, drop in and see if you wouldn't like to join up.

apartment windows, necessarily must be kept on the quiet and "formal" side, with conventional street attire the appropriate costume.

The Marine Deck is the logical and designated spot for sun bathing and relaxing in informal costume, so if this is what you want to do, it doesn't take long to hop the 470 Building elevator for the trip upstairs.

The Play Roof has ample space available for the entertainment of children and it is suggested that it will be a happier arrangement for everyone, including the kids, if they're sent up there for recreation rather than using the Garden. It is well to remember that the Garden was only recently opened as an experiment for the pleasure of residents. The management would like very much to keep it open, but if the privilege is abused, this will not be possible.

We hope this is all clear now so we won't bother to draw a picture.

Dotted Line

Since the time the previous issue of the NEWS was placed in your letter box, the lease renewal activity in the on-premise quarters of Wm. A. White & Sons, Managing Agent for London Terrace, has reached its peak. Just recently the busy boys and girls downstairs took a deep breath, looked around and discovered that a few residents, who apparently are staying on with us, have been a bit laggard in sending in their renewals.

If you're one of these, or if you haven't as yet let the management in on your complete new-term intentions, they'd appreciate it if you'd do something about it within the next day or so. The renting season has been very active, we're told, a circumstance making necessary a complete understanding of everybody's plans for the winter.

How about it?

Hot Breads and Real Homemade Pies and Cakes:

Light feathery Parkerhouse and Handmade Rolls, Cinnamon Buns oozing with raisins and syrupy sweetness, Hot Gingerbread and Real Southern Corn Bread—all the fresh fruits in season made into tempting and luscious pies in butter-crust pastry—mouth-watering cakes like Mother used to bake—all made fresh daily by our own experienced Southern baker—these are yours for the asking each night on our 85c and \$1.10 dinner, including a glass of port, sherry or sauterne wine.

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WITH paint buckets to the right of me; rug samples to the left and drapery materials all mixed up in my typewriter, I decided it was a good time to go calling. In fact the upset state of the place has gotten on my nerves and I was in a very unhappy state of mind until I discovered two families who have recently come to London Terrace direct from the most war-torn section of Europe. I promptly decided that I didn't have a care in the world after listening to their stories. I am sure you will agree after hearing their experiences as they were told to me.

I first called on Mr. and Mrs. S. R. Lie and their children, Donald, aged eight, and year and a half old Beryl. I wish you could all hear the story of their escape from Holland first hand.

At 4.30 A. M., Mr. Lie packed a few personal belongings and his family in the car in an

Lady at Leisure



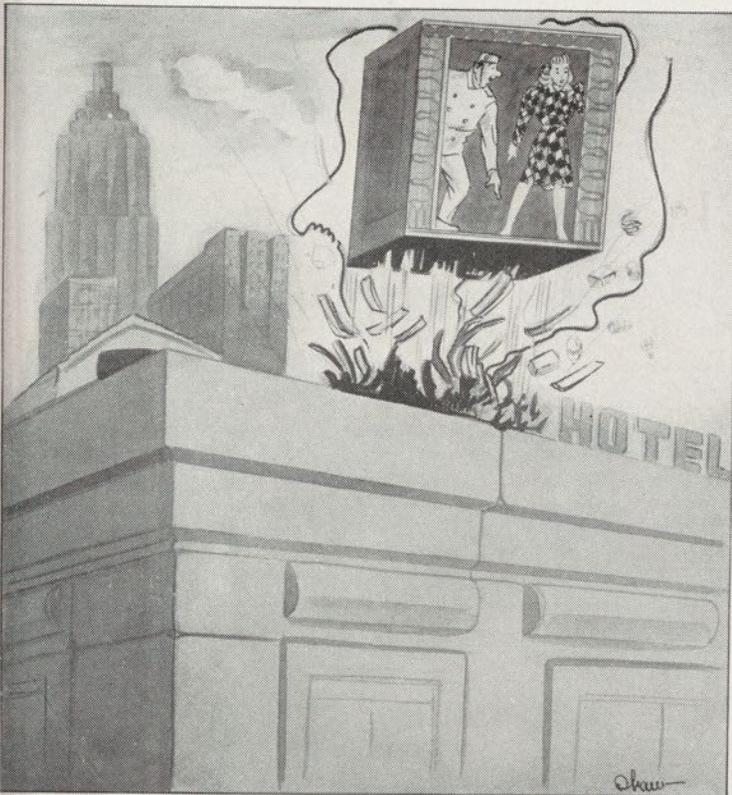
effort to reach the boat that was waiting in the Rotterdam harbor to take them to Great Britain. They left everything else they owned behind them (they were to learn later that the invaders took over a half hour after their departure.) Mr. Lie tried to get out on several roads but was told by sentries that the roads were all blocked and the bridges had been destroyed. As it was still early in the morning, and very dark, it was difficult to drive the car and Mr. Lie's car collided with an old man on a bicycle. After stopping and discovering

that the old gentleman was not injured, he offered to take him along but he said he was staying behind. However, the stranger told the Lie family of a road that was open. It was only because of this encounter that they were able to reach the boat, which had accommodations for 1100 but only 100 were able to reach the dock in time.

After a brief stay in England, the Lies sailed for New York and came directly to London Terrace. They stayed with us for two weeks and then left for their new home in Bogota, Colombia, South America. The children were admired by everyone who saw them.

My next stop was at the apartment of Mr. and Mrs. Thomson Moore and small daughter Marianne. Mr. Moore was a commentator for the Columbia Broadcasting Co. and broadcast eye-witness accounts of two bombing attacks on Brussels, Belgium. They escaped to Ostend the day the Germans entered Brussels and were able to get down to Paris and on to Lisbon where he and his family took the S. S. *Washington* to New York on the trip where she escaped being torpedoed by the submarine that stopped them in the Atlantic. They are now pioneering in Alaska, 200 miles from the nearest neighbor. They have written that supplies are brought by plane when a flag is hoisted over the log cabin built from trees which they themselves cut down.

The smell of paint was like perfume to me when I returned to my safe, comfortable office.



"You see, Smarty! I told you there wasn't any 21st floor!"

THE hot news for this month seems to be sparking down from the Penthouse Club in the 470 Building, where decorators, linoleum-layers, wall artists and drapery experts have been in a whirl of activity getting the topstairs headquarters groomed to welcome the numerous tenant activities which will get going up there this month and next.

Much credit for the attractiveness of the Club is due Lynwood Higgins who is responsible for the draperies and slip covers. And Mrs. Grace MacLean, resident decorator, receives thanks for her valuable suggestions.

New carpets have been laid in two of the rooms and bright,

UPSTAIRS ACTIVITIES BOOMING

spanking linoleum is going down on the floors of the foyer and Chart Room. A special nautical design is being worked into the Chart Room's floor covering in red, white and blue. All the walls are being painted and new draperies hung, so that with all this as a starter, it looks like a big indoor season upstairs. All tenants are of course welcome to use these attractive club rooms and take part in any of the diversions which will hold forth through the winter.

The popular Bridge sessions, under the guidance of Gladys Graves Stark, are expected to gain added impetus with the approach of shorter days. You will find Duplicate and Rubber games going on every Tuesday, Thursday, Saturday and Sunday afternoon. One afternoon a week, yet to be selected, will be given over to instruction. Mrs. Stark suggests that all those interested in brushing up on their games send in their names to her at the Club, along with mention of the day most suitable. From these choices the afternoon which seem most convenient to all will be put down for the instruction sessions.

The Chess Club brow-wrinklers will, as usual, settle down to intensive competition every Wednesday evening at 8:00 and anyone interested in pushing the pawns and bishops around is cordially invited to step up and meet the members.

"Monday Nights in the Penthouse Club" meetings are slated to sound off the second or third week in October and these exciting discussion forums are expected to draw a variety of interesting speakers and interested audiences. Residents who have enjoyed these evenings in the past or are looking forward to them this year, are urged to submit ideas for subject matter or names of available speakers.

Ball Room Dancing classes are again planned, with the popular professionals, Gertrude Dutton and William Crook on hand as they were last year to give us the benefit of their knowledge and experience.

The educational classes will be continued in those subjects which interest enough residents to form classes. Public Speaking, French and Spanish will be included in the curriculum, along with other subjects which prove desirable. At the bottom of this column there is a coupon which can be filled out if you wish to designate interest in joining classes in particular subjects. All you have to do is to fill out the coupon, clip it and turn it over to Mr. Lockwood in the Administration Offices or to the manager of the Penthouse Club.

The instructors from last year will be back—Mlle. Isabelle Junod in charge of French, Colonel José Avalos in charge of Spanish and A. V. Gartner teaching Public Speaking.

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Tuesday and Saturday

EVENINGS

Tuesday, Thursday, Saturday
and Sunday

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Thursday afternoon

PENTHOUSE CLUB

470 Building

GLADYSE GRAVES STARK

Director

I am interested in enrolling in the classes I have checked or filled in below.

French Spanish Public Speaking
Ballroom Dancing

Others

Name

Building and Apartment No.

Shop Shots



MR. and Mrs. London Terrace enjoy bragging about their children, "Shops and Services," but this column has, I am afraid, favored "Shops" recently and neglected "Services." All branches of the family deserve credit for their usefulness so we want to make up for this negligence and urge everyone to get the House Phone Habit and make use of every member of our family.

The Housekeeping Department

probably offers the most in the way of a variety of services, from straight elbow grease type of house cleaning to the more delicate art of serving dinner for hubby's boss or tea to impress the out-of-town visitor. Cocktail parties are much more successful if unusual canapés are served and you'll enjoy the party much more if it is not necessary to do anything more than give orders. All kinds of household cares can be turned over to our capable housekeeper and her maids.

The Carpenter

can make a grandchild out of your grandfather clock, which is a quaint way of trying to express my confidence in the carpenter's ability to make old things look up-to-date. Bookshelves, corner cupboards or specially designed gadgets can also be made right in our own shop. Furniture re-finishing does wonders for the most battle-scarred relics that look ready to collect on old age insurance. Not-so-new bed frames can have ten

years taken off their lives by a slight operation in the way of removing head boards or cutting down too long legs.

The Electrician

is waiting for your SOS to repair worn electric wires on your lamps. Or you may need a longer cord if you decide to move the location of your electrical equipment. Don't try to use a broken iron as an excuse for not doing that ironing all

(Continued on page 18)

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RETURN OF FRANK JAMES

THE SEA HAWK

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FOR PICTURE TIME SCHEDULE

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.

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Whelan
DRUG STORES
YOUR MONEY'S WORTH



PRESCRIPTION DEPARTMENT

Have your prescription filled at our famous
"Hospital-White" Prescription Department.

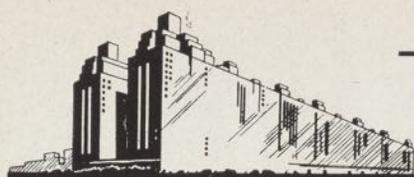
Whelan Drug Stores all over the country fill thousands upon thousands of prescriptions accurately, promptly. Every prescription is checked and double-checked. Only strictly fresh drugs and chemicals, the products of the most reputable manufacturers, are used. Registered pharmacists always in attendance.

TAKE ADVANTAGE OF THE MANY WORTH-WHILE BARGAINS IN OUR 1c SALE — FROM SEPTEMBER 12th to 21st INCLUSIVE. WATCH OUR WINDOWS.

USE THE HOUSE PHONE

PROMPT DELIVERY

TALK OF THE



TERRACE

IF you have seen the successful musical "DuBarry Was a Lady" you no doubt noticed the attractive harpist in the orchestra and said, "Where have I seen that face before?" Or you may have seen Miss Ariel Perry on Twenty-fourth Street, accompanied by her friendly Sealyham pup, and then when you saw the show, wondered "Where have I etc., etc." Or you may be more mixed up than I am at this moment. Anyway, the point of the story is that Miss Perry finds time between radio dates and her work at the theatre to walk her dog. Forgive my around the block way of relaying this news item to you! . . . Another Twenty-fourth Street twosome, Mrs. Thurston LaJard and her niece, Miss Helen Brunsdale. They looked like one of the magazine covers that feature the twin costume idea for mother and daughter. Helen and Aunt Florence made daily trips to the Pool, becomingly dressed in matching play suits, where Helen learned to swim. Thirteen-year-old Helen was pretty proud of the fact that she was flying all the way back to Mayville, North Dakota, well armed with memos to prove that she "did the town" just like a grownup. . . . Latest news of Terracers in Hollywood: John Elliott, who still calls the 450 Building home, is pleasing customers at the swanky Victor Hugo's and Octavus Roy Cohen, Jr., is visiting his famous mother and father out on the Coast. . . . Cupid and Mars played a little game with victorious results for the former. The Terrace apartment of Miss Bessie Berwick recently witnessed the happy reunion of Miss Ber-

wick's nephew, Alfred J. Mann, and Miss Daphne J. Gunn, his English fiancée. When word came that Miss Gunn would not be able to leave England until the end of the war, Mr. Mann joined the Canadian army. Then came the news that Miss Gunn was on her way to America. Boy meets girl at dock—boy marries girl. And we hope that this is the only "Gunn" this "Mann" will have to meet. . . . Every gossip column should have one or two did-you-knows and here is T O T's for the month. Did you know that most of the models used by Irving Nurick in his clever illustrations are London Terrace's own kiddies—ranging from two to twenty years? And I am sure that not many of you know that Mr. Nurick does exquisite etchings in his spare moments. . . . Here's another—did you know that London Terrace is populated with

Idle Rich? According to one of our tenants, a sightseeing bus "barker" pointed to our little house and said, "This, ladies and gentlemen, is London Terrace, the world's largest apartment house. Here live the Idle Rich!"

Special Occasions

Flowers for Weddings,
Birthdays and
Anniversaries.

Say it with Flowers

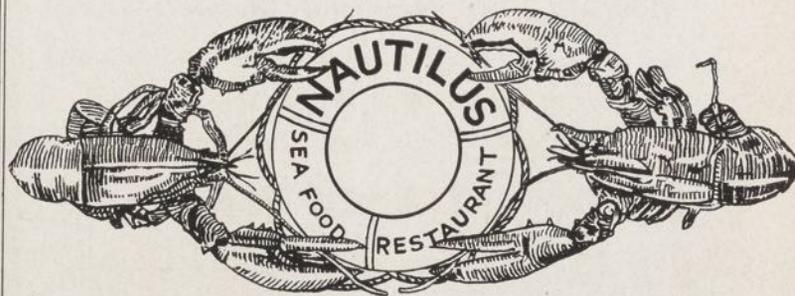
We are ready to serve
you.

LONDON TERRACE
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405 Building

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"The Elite of the Deep—Palatably Served"



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BE PREPARED

FOR FALL

Fur Coats — Suits — Dresses

ALTERED

Tailoring for Men and Women



LONDON TERRACE TAILOR

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

Call on House Phone

SHOP SHOTS

(Continued from page 15)

rolled up on the table in the kitchen. One of the fix-it boys from the Service department will spoil that alibi—if you want to spoil it.

The Radio Shop

is sort of an adopted child. But a very useful offspring and popular at this time of the year when one of the first things the newly arrived tenant wants is a workable radio. Our Master Aerial system is available through the shop and for proper reception it is recommended. Repair service of any kind can be obtained, so get ready for bigger and better programs this winter.

Decorating Service

in the building is supervised by Mr. Lynwood Higgins. This is the time of year for new leases so why not give your old fur-

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.

nishings a new lease on life by recovering your favorite chair or sofa. A new drapery treatment at the windows, plus a different slip cover or two, will make you feel like you have moved into a new apartment even though you haven't. Rearrangement of the furniture helps, too, in order to achieve that "different" appearance.

The Shops

of course, should not be forgotten. Just take a turn around the block and you will discover that almost everything needed for yourself and your home, can be found within our walls. The house telephone will get the same results if you don't feel like making personal calls. For further details, consult the advertisements found elsewhere in the NEWS.

Yours truly,

THE SHOP SHOOTER.

More Ten Years

The list of Terrace residents who have signed their tenth yearly lease continues to expand. Since our last issue the following additional people have reported that they belong in this category:

Miss Elizabeth Durich; Miss R. Farrelly; Mrs. Laura Gibney and son; Mr. and Mrs. Leonard T. Hobart; Misses Martha E. and Viola E. Hughes; Miss Mary Murphy; Misses Edith and Gertrude Norcross; Mr. and Mrs. Leo Perper; Miss Margaret Will; Mr. and Mrs. C. H. Durkee

LONDON TERRACE NEWS

CURTAIN CALL

Scene: YOUR CURTAINS CRACKLING IN THE BREEZE COVERED WITH CHOICE CITY SOOT.

Role: ALLOWING LONDON TERRACE LAUNDRY TO GIVE YOU THE CORRECT LINE ON CURTAIN CLEANSING.

Direction: LET US CAST THOSE DUST COLLECTORS IN A TUB OF SOFT SUDS.

Production: THE PERFORMANCE WILL PLEASE YOUR PURSE AND REMIND YOU WHY YOU PURCHASED THEM.

We Produce the Satisfaction

You Make the Curtain Call

LONDON TERRACE LAUNDRY

House telephone "Laundry"

Lower Corridor

Longacre Square Garage, Inc.

The Better Garage

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

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- EXPERT LUBRICATION.
- FREE GRAPHITE SPRAY WITH EACH \$1.00 LUBRICATION JOB.
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- INDIVIDUAL SPACE FOR YOUR CAR.
- DIRECT CONNECTION THROUGH THE HOUSE PHONE.
- PICK UP AND DELIVERY SERVICE.

24 Hour Service

Pay Us a Visit and Save

SHOP TALK..

SHOP THE LONDON TERRACE WAY

The clever hostess recognizes the value of making meal time an epic event.

That is why she goes to the merchant who is best prepared to serve her.

Royal Scarlet is qualified to do just this . . . for with its vast buying organization Royal Scarlet is able to obtain from the world's leading producing centers a wide selection of famous foods.

Of guaranteed Quality as to Purity and Freshness, these wholesome foods are always available at Royal Scarlet and at consistently low prices.



LONDON TERRACE STORES

House Phone
or
WAtkins 9-4610

P. S. REMEMBER THE LIQUOR SHOP