

AUG 9 1934

London Terrace News



(World-wide Photos)

STACK 3

AUGUST

1934

Day Phone
CHelsea 3-3050-1-2

Night Phone
CHelsea 2-9688

24-Hour Service
Thoroughly Fireproof



YOUR INSPECTION
INVITED
Nothing but the Best

The Only Official LONDON TERRACE GARAGE
EXCELSIOR GARAGES, Incorporated
S. E. Corner 23rd St. at 11th Ave.

DODGE TRUCKS
DODGE and PLYMOUTH CARS

3-Story
Fireproof
Building



45,000
Square
Feet

PARTS and SERVICE

For All Makes of Cars and Trucks

STORAGE
Auto Laundry
General Lubrication

TIRES and ACCESSORIES

RADIATOR and FENDER
REPAIRING

PARTS and SERVICE
For all makes of cars and trucks

BATTERIES REPAIRED
Rented and Recharged

MACHINE WORK

AUTOMOBILE ELECTRICIANS
Starting, Lighting and Ignition

WELDING and PAINTING
Body and Upholstery Work

TOWING AT ALL HOURS

506 - 546 WEST 23rd STREET

EXCELSIOR AUTOMOTIVE SERVICE

**NEVER
CLOSED**

DIRECT DODGE AND PLYMOUTH DEALER
Show Room in London Terrace
S. E. Cor. 10th Avenue and 24th Street

CHe. 3-3050-1-2-3

**24-HOUR
SERVICE**



The NEWS of LONDON TERRACE



AUGUST, 1934

VOLUME I

NUMBER 7

NEW HOUSE TELEPHONE SYSTEM

IN the February issue of the NEWS the Management brought to the attention of residents certain modifications in the method of using the existing house telephone system for the purpose of expediting the service for all concerned. Beneficial results were immediately apparent, but with over fifty percent of our residents already planning to remain, new residents arriving daily during the summer, and a large increase expected in October, Wm. A. White & Sons, considering always the comfort and convenience of the large population of London Terrace, has decided to completely reorganize the entire house telephone system, and the installation of new switchboard equipment is already underway with the expectation that it will be complete by October first.

Under the present system a call originating in an apartment in one building destined for an apartment in another building requires three persons to complete the connection—the doorman in the first building, the switchboard operator, and the doorman in the second building—thus introducing an unavoidable time-lag. With the new system, the connections now made by doormen will be completely eliminated, and all calls will go directly through the new switchboard from one apartment to another, and residents making a call will ask the operator for

the desired apartment, service or shop.

Installation of such a system in a building the size of London Terrace, without disrupting the present system, presented a major engineering problem which could be solved only by long study and great expenditure of money. Due to the large number of telephones and the particular requirements of London Terrace, it was found that no standard switchboard would accomplish the results required. Our own Electrical Department, therefore, planned and designed a new switchboard that would in every way provide a rapid and efficient intercommunicating telephone system for the community in which we live, and this special board is now under construction.

Technically, the new installation will consist of an eight-panel, three-position multiple switchboard, accommodating 1,820 lines with the same number each of answering and multiple jacks, and will provide audible ringing so that the person making a call can tell if the desired apartment is being rung by the operator.

The installation of the new board will entail the running of 4,500 feet of two-inch lead covered cable in addition to the present wiring system. The change-over in wiring is now being done with no break in the present service, and with the

connection to the new board completed, London Terrace will have for the exclusive use of its residents the most modern and efficient house telephone system available.

Association Seeks New Theatre

THE NEWS has received the following communication from the office of the Twenty-third Street Association, which we are glad to publish as it seems of real interest to London Terrace residents:

"In support of its conjecture that the Twenty-third Street district offers a fertile field for a new theatre, the Twenty-third Street Association has assembled data showing a potential theatre-going population of 120,000 in the area from Eighteenth to Twenty-eight Streets, and from Sixth Avenue to the Hudson River, these figures not including transients or commuters who use the Hudson Tubes or the Twenty-third Street ferries.

"The suggestion that a modern theatre be constructed in the area, preferably on Twenty-third Street, has been transmitted to several interested groups, and it is receiving careful study. The Association would be interested in receiving comment from the residents of London Terrace, and communications may be directed to the Association's office at 64 West Twenty-third Street."

POSTAL TELEGRAPH

MAINTAINS IN
LONDON TERRACE
AN
EXCLUSIVE
OFFICE
FOR YOUR SERVICE

TO SEND A
TELEGRAM
CABLEGRAM
RADIOGRAM
MONEY ORDER
or secure a messenger to run
your errand

Simply ask for
POSTAL TELEGRAPH
on your house phone.

On your vacation keep in
touch with home and busi-
ness by inexpensive
POSTAL TELEGRAPH
Night Letter.

DRESSMAKING and ALTERATIONS

MRS. O. LE COUNT
460 BUILDING
APARTMENT 10-A
WAt. 9-7163

EXCLUSIVE MILLINERY

Original and Individual
models made to order
from any materials.

Hats Altered

BETTY WILBUR
Apt. 5-F 415 Building
House phone or CHe 3-6956

London Terrace Selected by German Photographers as Typically American



IN the issue of July 21st the New York Times Mid-Week Pictorial publishes four pages of photographs of unusual but typical American scenes taken by Ladislav Farago, Picture Editor of the European Office of the New York Times. The photograph of London Terrace, which we have used for this month's cover design, carries the following caption in the Mid-Week Pictorial:

"A striking German camera angle on living conditions in America: The London Terrace Apartment group in New York, as photographed by two German newspaper men who recently toured the United States, taking hundreds of negatives of scenes they considered distinctively American. Though Europe has its vast apartment houses, they were impressed in this case by the fact that a single group here covers the area of an entire European village, and with its 4,500 residents has a population as large as a middle-sized German town. Their collection constitutes a remarkable pictorial panorama of our country as the foreigner sees it and includes many pictures which take on a new interest for Americans because of the freshness of viewpoint."

The other pictures mentioned were photographs of such nationally known subjects as the Empire State building, the Capitol at Washington, the show girls of the Ziegfeld Follies behind the scenes, a motor car on the proving grounds in Detroit, armed guards delivering money from an armored car in the financial district, gold bullion in

the mint at Washington, the new women's prison in New York, and the making of a Mickey Mouse cartoon. The fact that London Terrace was selected from the thousands of homes and apartment houses in America as the most unusual in the country is one that will interest every resident as much as it does the Management.

Newspaper Survey

ON Tuesday of this week the Management distributed cards to every apartment in its efforts to secure a complete survey of New York newspapers read by residents of London Terrace. Many of the cards have been returned to the doormen, and the Management takes this opportunity to thank those who have returned them, and to ask the cooperation of all in completing their returns at their earliest convenience. Our new advertising campaign, featuring sketches by noted artists of London Terrace residents, is attracting wide attention throughout the metropolitan area reached by the newspapers.

Traffic Light

WE are informed by the Twenty-third Street Association that Captain John J. Lang, commanding the 10th Precinct, has recommended the installation of a temporary traffic signal light at Tenth Avenue and Twenty-third Street. The Association has consistently urged that traffic at this intersection be controlled by lights, and now that most of the freight train service along the avenue in this district has been transferred to the new overhead highway, they state that there is no good reason for further delay in adding the traffic light.

ACCIDENT PREVENTION AND THE MOTORIST

IN last month's issue of the NEWS we published a discussion by Patrolman Flood of precautions which should be taken by the pedestrian to prevent accidents on the streets and highways, and the reaction was so favorable that this month we are glad to be able to present, from another member of the Police Force, a corresponding discussion of accident prevention from the standpoint of the motorist.

Patrolman Alfred Lombardi, in charge of Safety Education work of Traffic "C" under the leadership of First Deputy Police Commissioner Colonel Harold Fowler, writes to us as follows:

"Mayor LaGuardia, Police Commissioner O'Ryan and the entire Police Department is conducting a program of Safety Education and Accident Prevention for a period of six months, closing on November 30, 1934. The aim and purpose of this campaign is the reduction of accidents, fatal and otherwise. Police Commissioner O'Ryan once said that it is a matter of luck only that all accidents do not result in fatalities, and studies made by the Police Department of the City of New York prove that the mistake or failure of a human being is responsible for almost every accident.

"The first duty of a policeman is to protect life, even at the cost of his own. If the drivers of motor vehicles will remember at all times the paramount duty of the policeman, they may be assured that many lives will be saved, fewer persons will be injured, and a smaller number of accidents will occur. Motor accidents occur most frequently because the operator of the car is inattentive, careless, indifferent, reckless or ignorant, and when a pedestrian is run down, either the driver or the pedestrian is at

fault, and when two cars collide, one or both of the drivers have erred. Many drivers believe that the traffic regulations and the vehicle and highway laws are infringements upon their personal liberty; many drivers are selfish, thoughtless, inconsiderate and speed-mad; others are horn blowers, relying on the sound of the horn to clear the way before them, while others are corner-cutters because of their method of making turns with dangerous disregard of the rights of the pedestrian.

"The solution of the accident problem is not a question of more laws or regulations, but is one of knowledge and practice of those now in force, which depend for their effectiveness on the alertness of the traffic policemen and especially upon the understanding, self-regulation, and personal responsibility of the motorist.

How to Avoid Accidents

"The Police Department, speaking particularly to the motorist, suggests that before starting on a trip, no matter how short, the driver should first examine the brakes and lights of his car to assure himself that they are in perfect order. The windshield wiper must be in working order to assure perfect visibility. Minor motor troubles should be repaired immediately to avoid breakdowns on the road, for loss of time on the highway always means excessive speed afterward to make up for the time lost. The driver must at all times be alert, with all his attention directed to the driving of the car and the observance of traffic lights, laws and regulations. It is of special importance that at light controlled intersections cars should never be started until the light shows green. (Continued on page 10)

IN THE BOOKSHOP

Artist Supplies
Bridge Cards, Score Pads
Bridge Table and Chair rental
Books
Developing and Printing
(7 hour service)
Greeting Cards
Gifts
G. E. Mazda Lamps
Kodaks and Films
Magazines
Newspapers (door delivery)
Personal Stationery
Picture Post Cards
Printing
Party Supplies
Picnic Supplies
Picture Framing
Rental Library
Sheet Music (Popular)
Sun Glasses
Stationery—Office Supplies
Stamps
Toys

Advertisements taken for all newspapers.

LONDON TERRACE BOOK SHOP

London Terrace News Service, Inc.
219 Ninth Avenue
New York
House phone or
WATkins 9-9639-9601

A. LOMAN

Complete Stocks of
WARM WEATHER WEAR

featuring

Manhattan Shirts Stetson Hats

Interwoven Hose, etc., etc.

ALL STRAW HATS
REDUCED TO 95¢

235 8th Avenue, cor. 22nd Street
CHelsea 3-2214

Haberdasher to London Terrace

CH 3-1085 Est. over 60 Years

Geo. Nockin's Sons JEWELERS AND OPTICIANS

Diamonds, Watches, Clocks
Silverware and Fine Jewelry
REPAIRING A SPECIALTY

Optical Department in charge
of Registered Optician

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

WALKER-GORDON

milk

prices are

LOWER

than they

have been for

many years

•

VITAMIN D

22^c_{qt}

CERTIFIED

21^c_{qt}

PASTEURIZED

18_{qt}

•

**Royal Scarlet
STORES**

•

Also
**Walker-Gordon
Acidophilus
Milk**

From the Rental Office

W. M. A. White and Sons' rental office at London Terrace reports that over fifty per cent of our residents have renewed their leases for another year, a really remarkable expression of satisfaction with their present homes based upon the realization that nowhere else in the Metropolitan area can be found so many conveniences so conducive to ease and comfort of living. The Office is open every evening until ten o'clock for the convenience of those who are away at business during the day, and the Management will appreciate it if returning vacationists will communicate with the Rental Office at their earliest convenience so that much of the tremendous amount of detail involved may be comfortably out of the way to the mutual convenience of tenant and office, thus enabling the organization system of London Terrace to return to its normal smooth operation.

This year, again, several tenants have written in to the Rental Office saying that they did not intend to renew their leases, meaning thereby that they did not wish to be legally held through failure to duly notify the landlord of their decision not to re-lease. In several cases the Management, accepting the decisions as final, has leased the apartment to another tenant to the chagrin of the present lessee who really hoped to remain.

For the benefit of those who may find themselves in similar positions, the Management states that none of the leases in effect in London Terrace contain the automatic renewal clause, and all tenants are free to do just as they may wish with regard to another year without notifying the landlord, but if the notification of intent to re-lease is not received, the Management is free to lease the apartment to an-

other tenant. So that the Rental Office may know what it will have available for rent in October, and since the demand, especially for certain types of apartments is exceptionally good, decisions should not be too long delayed.

Short Cruises On the Hudson

MANY a resident of London Terrace has discovered a quaint but effective method of escaping from the heat on the hot summer evenings which have been so prevalent during the past three weeks. From the foot of Twenty-third Street, at regular and frequent intervals, three ferry lines put out for the Jersey shore, two of them connecting from Jersey to downtown Manhattan, and by making a round trip at a maximum cost of sixteen cents, one may spend a full hour on the river in coolness and comfort.

The Jersey Central ferries leave at 15 minute intervals for Jersey City, connecting there for Liberty Street, New York, the round trip lasting fifty minutes and the total fare amounting to twelve cents.

The Erie ferries run to Jersey City and thence to Chambers Street, the sixteen-cent round trip lasting an hour.

The Lackawanna ferries run to the Terminal in Hoboken, the round trip lasting thirty minutes at a cost of eight cents.

For the more adventurous, who may wish to sail on salt water, there is the trip from South Ferry to Staten Island and return, providing a full hour on the Bay—round trip from London Terrace, including elevated fare, twenty cents.



CHICKERING

4--7414

CHELSEA

FIREPROOF
STORAGE

WAREHOUSES

Inc.

426-438 West 26th St.

MOVING

Local and Long
Distance

**PACKING
STORAGE
SHIPPING**

**BAGGAGE
AND
PARCEL**

**DELIVERY
SERVICE**

VAULTS

For
Valuables and Furs

**SEPARATE
FIREPROOF
COMPARTMENTS**
For Storage of
**FURNITURE—RUGS
GARMENTS—TRUNKS**

Recommended
By
**LONDON TERRACE
MANAGEMENT**

Miscellany

THE fountain in the garden has been recently drained and the surfaces on which the water lies have been painted a blue-green color, so that tenants who are fortunate enough to have a view of the little boy and the swan now see the water reflected with a true artesian color instead of the drab gray of concrete and cement.

Gates on 24th Street

Last week the ten side entrances to the buildings on Twenty-fourth Street received new gates to harmonize with the fences surrounding the garden plots. Although the Management hesitated to mar the original decorative scheme of the architects of London Terrace, it was felt that this added measure of protection to residents on this street from inroads of wandering children and pets from the immediate vicinity warranted the change, and it was glad to comply with several tenant requests for attractive but effective barriers.

Bridge

Regular bridge parties and tournaments in the Penthouse Club in the 470 building continue to attract players, even during the extremely hot weather, for the Club room is exceptionally cool. New tenants will find these bridge games, which are announced regularly in the lobbies of the buildings, a pleasant way to spend an evening and to make new friends in the Terrace.

The Restaurant

The London Terrace Restaurant is giving every attention to the serving of tempting meals to busy tenants and those who find home preparation of meals a problem in the warm weather. While there will be no dancing during the month, dinner is accompanied by music. Luncheons are fifty cents and dinners from sixty-five cents to one dollar.



In the New

LINGERIE SHOP

The women of London Terrace will find a complete selection of seasonable accessories.

Gor-Jus, Paulette, Gotham Gold Stripe, As You Like It Hosiery.

Mayer, Kayser and Comet Gloves.

SPORTSWEAR

Shorts, Halters, Robes, Pajamas, Slacks, Skirts, Blouses.

Seamprufe Slips, Silk Negligees, Gowns, Maidenform Brassieres.

Collars, Handkerchiefs, Threads, Needles, Pins, Lingerie Ribbon, Bobbie Pins, Elastic, Tape, Dress Shields.

LONDON TERRACE LINGERIE SHOP

405 Building

House Phone or
CHelsea 3-8169

Whelan Drug Store

COME TO WHELAN'S FOR
THE NEWEST IDEAS IN
TOILETRIES

We carry your favorite brand including
Bourjois, Yardley and Hudnut's, Etc.

AT ATTRACTIVE PRICES

AT YOUR SERVICE IN LONDON TERRACE

USE HOUSE PHONE OR CALL WATKINS 9-5589

AGENTS FOR DR. SCHOLL'S FOOT COMFORT SPECIALTIES



MARINE DECK

FOR the information and guidance of new residents who have moved to London Terrace since the first of May, we reprint below the regulations covering the use of this attractive facility for morning sun-bathing, restful repose in the sunshine and the enjoyment of cooling breezes from the Hudson on warm summer evenings.

The Marine Deck is open daily to adult residents and guests accompanying them from 9 a. m. until 11:00 p. m. for quiet rest and relaxation. Children under sixteen years of age are not permitted on the deck at any time, even when accompanied by adults. Non-residents are not permitted the use of the deck unless accompanied by residents; and all resident visitors must be prepared to show their identification cards upon request of the Club Manager or his assistants. Since the number of chairs on the deck is limited by the space available, residents are requested not to use them regularly for non-resident guests. Visitors may not reserve or otherwise hold chairs for later arrivals of temporary absentees.

Sun bathing in bathing suits is permitted for residents from 9:00 a. m. until noon each day and at no other time. Sun bathers must use the deck chairs and not lie or otherwise recline on the deck itself. Dressing gowns or robes must be worn to and from apartments. After 12 o'clock noon, ordinary dress is required of all visitors. No pajamas, trousers, or bifurcated skirts may be worn by women after the noon hour.

No dogs, cats, or other pets are permitted on the deck at any time, nor may they be left in the Penthouse Club or hallway during visits to the deck.

No lunches or other refreshments of any kind are permitted to be brought or delivered to the Marine Deck.

There are no facilities for reception or delivery of telephone messages to the Marine Deck.

Neither the Club Manager nor his assistants are permitted to perform services or execute errands for visitors.

In the interests of safety, visitors will not sit upon the parapet surrounding the deck.

The Marine Deck closes promptly at 11:00 p. m., and visitors are asked to leave the deck upon the striking of six bells. Entrance will be closed at 10:45 p. m., in order to prevent crowding and confusion on the stairway and in the elevator hallway in the Penthouse Club.

These regulations are posted for the information and guidance of residents. In formulating them, the Management has given careful consideration to the comfort, contentment and safety of all who are entitled to make use of this facility.

Ship Indicator Installed

THE ship and dock indicator has been reinstalled on the western parapet of the Marine Deck to enable visitors to immediately locate and identify all the piers with their transatlantic liners which are visible from London Terrace. The dial point-

er swings from the Statue of Liberty to the south, northward to the new George Washington Bridge, and accurately locates all the famous ships which sail regularly from the Chelsea Piers. The recent allocation of docks, notably among the North German Lloyd, Italian Line, and the White Star-Cunard Lines delayed the installation of the identification chart until last week.

Baseball

EVERY day during the season one of the Major League Baseball teams are playing in New York, and London Terrace has a really large proportion of baseball fans, both men and women. For the particular benefit of the latter, the National League team admits women free, upon payment of the ten cent tax at every Friday home game played by the Giants at the Polo Grounds. The quickest and most convenient route from London Terrace is by the Eighth Avenue Subway from Twenty-third Street, local to Forty-second Street, any express to One Hundred and Twenty-fifth Street and a Concourse local to either park, running time about twenty minutes.

Below is the schedule for both teams for August and the early part of September:

AMERICAN LEAGUE
YANKEE STADIUM

AUGUST

- 1, 2 Boston
- 3, 4, 5 Philadelphia
- 14, 15, 16, 17 Detroit
- 18, 19, 21 St. Louis
- 22, 23, 24, 25 Cleveland
- 26, 27, 28, 29 Chicago
- 30, 31 Washington

SEPTEMBER

- 1, 2 Washington
- 3 (2 games) Washington

NATIONAL LEAGUE
POLO GROUNDS

AUGUST

- 7, 8, 9 Brooklyn
- 10, 11, 12 Boston

SEPTEMBER

- 5, 6, 7, 8 Chicago

RUGS

ORIENTAL—DOMESTIC

CLEANED

SHAMPOOED

REPAIRED

DYED

STORED AND INSURED

UPHOLSTERED FURNITURE

Cleaned In or Out of Your Apartment

LONDON TERRACE VALETS

Lower Corridor 415 Building

CALL ON HOUSE PHONE

or WATKINS 9-7676

FOR SALE

Theremin, mahogany, with speaker, perfect condition.....	\$100
Burgess Air Conditioner and Purifier, three speed control, and in perfect condition.....	80
Savage Health Motor, 1/6 H.P., with leather case, in perfect condition....	65
Violet Ray machine with 8 cathodes.....	10
Elgin Wrist Watch, 15 jewels.....	7
Silver Conn Flute, like new.....	65
Telescope by Hughes & Son, London, 403/7411.....	35
Ebony Flute.....	10
Atco Microscope, 400 x.....	20
Hand Carved Ivory Chinese Chess Set, antique.....	100
Sept Motion Picture Camera and Optica Projector, 7 years old and cost \$250.....	Price open to best offer
Eastman Kodak with leather case, 3 x 5 pictures.....	7
Illinois-Springfield Pocket Watch, 17 jewels.....	13
Hampton Pocket Watch, antique, keeps good time.....	6
Underwood Standard Typewriter, No. 5, in good condition.....	30
Zeiss Binoculars, 8 x 30, with case, like new.....	78
Astra Binoculars, 8 x.....	12
18" Westinghouse Electric Fan, perfect condition.....	22
12" Robbins and Myers Electric Fan.....	13
Secretary Desk.....	19
Tubular Racing Ice Skates, new.....	3
Majestic Radio-Phonograph combination, 8 tubes, in perfect condition, with records.....	58
Several desk pen sets.....	From 90¢
Several books on economics and allied subjects.....	open

*Available for Inspection Between 8 and 9 P. M.
August 1st to 10th Inclusive.*

LAWRENCE W. SHERRITT
Apartment 6-F 470 West 24th Street

CHelsea 3-6804

D. SOLOSKO CHIROPODIST

Has moved from 357 West 23rd Street to

THE CARTERET HOTEL

208 West 23rd St. at 7th Avenue

New York

R. K. O. Proctor's
23rd Street Theatre*Always Two Features*

CHELSEA 3-2766

HARDWARETools, Cutlery, House Furnishings,
Electrical Appliances.

VISIT OUR 10¢ COUNTER

FRED BECKY257 9th Ave., Bet. 25th & 26th
Telephone LACKAWANNA 4-9201**WASHABLE
LINEN SUITS**

RETURNED IN TWO DAYS

When Requested

LONDON TERRACE LAUNDRY*Call on house phone for prompt service***CHELSEA DOG &
CAT HOSPITAL**Dr. L. Roth, *Veterinarian*Bathing, Clipping, Plucking, Outdoor
runs.

258 West 19th Street

Day & Night phone WAt. 9-6963

DR. J. B. CULBERT
OSTEOPATHIC PHYSICIAN
LONDON TERRACE

WATKINS 9-4761

10 A. M. TO 4 P. M. OR BY APPOINTMENT

APT. 1-E—460 WEST 24TH STREET

NEW YORK CITY

London Terrace Management

announces the following

RESIDENT PROFESSIONAL SERVICES**MEDICAL****WILLIAM M. PATTERSON, M.D.**

455 West 23rd St., Apt. 1E

CHelsea 3-0428

ROBERT E. FRICK, M.D.

445 West 23rd St., Apt. 1B

CHelsea 3-6677

B. M. SHALETTE, M.D.

425 West 23rd St., Apt. 1B

CHelsea 3-1224 and 1225

ALFRED C. DUPONT, M.D.

455 West 23rd St., Apt. 1B

CHelsea 3-1894

DENTAL**PAUL ROBERT JACOBS, DDS.**

415 West 23rd St., Apt. 1B

CHelsea 3-5858

BARNETT M. WARREN, DDS.

425 West 23rd St., Apt. 1E

CHelsea 3-6434

Causes of Street Accidents*(Continued from page 5)*

"The chief causes of all street and highway accidents are here listed for the guidance of motorists:

Misunderstanding of signals
Misjudgment of distance and speed

Improper right or left turn

Defective brakes

Speeding

No lights or only one light burning

Blazing headlights

No parking lights

Failure to stop on signal

Failure to give right of way

Starting before green signal

light shows

Failure to keep to the right.

"Another item of the greatest importance is that the motorist must at all times give the pedestrian the right of way. The motorist is privileged to use the public highway and streets and pays for that privilege by obtaining auto licenses; but the pedestrian uses the streets and highways as a constitutional right and it is the paramount duty of motorists to extend the right of way to any pedestrian irrespective of all traffic lights, signals and regulations.

"The Police Department is not concentrating its safety campaign solely on drivers of motor vehicles. It is advising and instructing children and adult pedestrians through lectures before civic organizations, in schools and large buildings and advertising posters in street cars and subways, and its only aim and hope is the preservation of human life."

LONDON TERRACE NEWS

The LONDON TERRACE NEWS is published on the 1st of each month for the residents of London Terrace by Edward F. Harden by special arrangement with the Management. All communications, contributions, and requests for information regarding advertising should be addressed to the above, Penthouse, 470 West 24th Street. House phone or CHelsea 3-7000.

SNAPSHOT TESTIMONIALS



RAOUL MARLO, raconteur and radio headliner, with one of his fourteen pet monkeys, "Jackie," a Brazilian Sapajou, who drinks gin, beer, brandy and rum, but likes whiskey best—in a long, cool highball.

Add health to strength by using Sparkling POLAND WATER when making highballs, rickeys, fizzes and other long drinks.

Sparkling POLAND WATER is pure POLAND WATER just as it flows from the spring—then carbonated.

Sparkling
Poland Water

... IT HOLDS ITS CARBONATION

POLAND SPRING CO., NEW YORK
745 FIFTH AVENUE • Telephone PLaza 3-0340

For immediate delivery telephone London Terrace Food Stores

Wines and Liquors

AT ROCK BOTTOM PRICES



PHONE FOR IMMEDIATE DELIVERY

Call **LIQUOR STORE**

on your own house phone or

CHELSEA 2-8847

We carry as complete a stock as you will find anywhere in the city—at rock bottom prices. Satisfaction guaranteed or your money cheerfully refunded.

Specially Recommended

LLOYD'S LONDON DRY

Made under the direction of a British distillery



PROMPT FREE DELIVERY



STORE HOURS

Weekdays—8:00 A. M. to Midnight

Liquor Store closed on Sundays

London  Terrace

FOOD STORES, INC.