

# London Terrace

## NEWS

STACK 3



FEBRUARY

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.**

STORAGE  
Auto Laundry  
General Lubrication

PARTS and SERVICE  
For all makes of cars and trucks

AUTOMOBILE ELECTRICIANS  
Starting, Lighting and Ignition

TIRES and ACCESSORIES

BATTERIES REPAIRED  
Rented and Recharged

WELDING and PAINTING  
Body and Upholstery Work

RADIATOR and FENDER  
REPAIRING

MACHINE WORK

TOWING AT ALL HOURS

TRUCK SHOWROOM

536-46 W. 24th STREET



**DODGE-PLYMOUTH**  
CARS and TRUCKS

EXCELSIOR AUTOMOTIVE SERVICE, Inc.



SHOWROOM:

IN LONDON TERRACE  
S. E. COR. 10th AVE. AT 24th ST.

CHelsea 3-3050-1-2-3

# Evening in Paris



## TRIPLE COMBINATION OFFER

With each box of Evening in Paris face powder, the loveliest powder you ever used, you receive a bottle of Evening in Paris perfume, the fragrance that thrilled the world of fashion, and the new Evening in Paris permanent lipstick—all three in the smartest of combination boxes for the price of the powder alone. Come in and purchase several of these surprising combination packages while they are still available.

Evening in Paris face powder, regular size, value \$1.10.

Evening in Paris perfume, special size, value 65¢.

Evening in Paris permanent lipstick, special size, value 35¢.

\$2.10 value for only \$1.10.

## Barbara Gould

### 4 Creams for the 4 Ages of Beauty

By means of Miss Gould's simple, economical home treatments, any woman with a normal skin can retain the youthful loveliness of her complexion from her teens through her forties and beyond. We carry a complete line of the famous Barbara Gould beauty aids.

Barbara Gould 4 Creams in tubes 50¢, or jars \$1.10

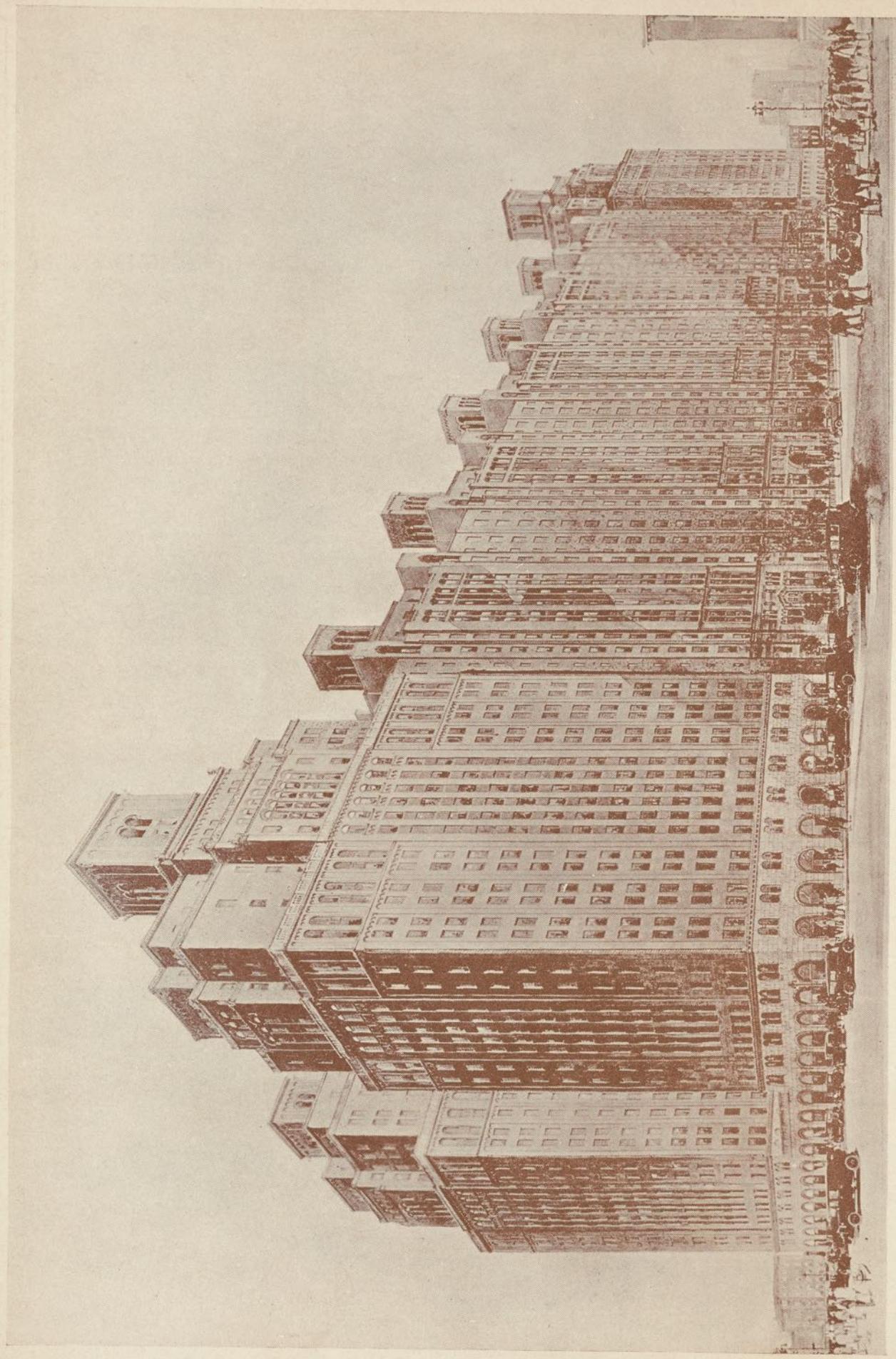


# Whelan Drug Store

LONDON TERRACE

Home phone connection or WAt. 9-5589

The Evening in Paris Triple Offer and Barbara Gould Beauty Preparations may also be purchased at all Whelan Drug Stores.



**WM. A. WHITE & SONS**  
Renting and Managing Agents

**LONDON TERRACE**  
435 WEST 23rd ST., NEW YORK

**WILLIAM E. BARTON**  
Resident Manager

THE first of  
TERRACE  
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Twenty-third  
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WILLIAM E. BARTON  
Resident Manager



# The NEWS of LONDON TERRACE



FEBRUARY, 1934

VOLUME I

NUMBER 2

## CHELSEA SEEKS POST OFFICE

THE first issue of the LONDON TERRACE NEWS carrying statistics of mail distribution in the building prompted the Twenty-third Street Association to renew its efforts to secure post office facilities in the Chelsea district. William H. Bird, Managing Director of the Association, immediately wrote to Postmaster General James A. Farley and to Congressman John J. Boylan, who is Representative from this District. Mr. Boylan has already replied promising to urge the matter before the Postmaster General. With the permission of Mr. Bird, we are pleased to print his letter to Mr. Farley in this issue; future developments will appear also in these columns.

"From time to time in the past few years our Association has requested increased post office facilities in the Twenty-third Street district, specifically, west of Eighth Avenue, but Federal financial conditions heretofore have restricted any expansion of facilities, which we feel should be installed in this area to provide a needed convenience for our residential and business requirements.

"Inasmuch as the Federal government is providing funds now for public building construction on a rather vast scale, we urge for your consideration the application for funds to provide post office facilities in this area, which might take the form of a public building to house a

post office station and any other governmental offices which could be located here conveniently. We make this suggestion because we have in this area a residential and business population which far exceeds that of some towns and cities where such new buildings have been constructed or are contemplated.

"For instance, in London Terrace, 23rd to 24th Streets, 9th to 10th Avenues, there are approximately 4,500 persons, and the average mail delivery there is 150,000 letters per month. In the area bounded by 18th and 28th Streets, Eighth Avenue to the Hudson River, the business and residential population numbers about 60,000. On the Hudson River we have the Chelsea Piers and several ferry lines. The Starrett-Lehigh Building, 26th and 27th Streets, 11th to 13th Avenues; R. C. Williams & Company, 10th Avenue, 25th to 26th Streets; the new Spear & Company building, 524-34 West 23rd Street; Morgan & Brother, 510-520 West 21st Street; Flanagan-Nay Brewing Corporation, 25th-26th Streets and 10th Avenue; The Chelsea, Carteret and Cornish Arms Hotels, two Y. M. C. A. buildings; several institutions and other large printing and manufacturing companies occupying entire buildings or large space, would be more conveniently served if these additional postal facilities were provided.

"The nearest post office sta-

tion serving these residential and business developments is situated at 18th Street, near 6th Avenue; the General Post Office at 31st-33rd Streets and 8th Avenue; the Parcel Post Station at 30th Street and 9th Avenue and the finance post office station in the Port Authority Building, 9th Avenue and 15th-16th Streets.

"If the geographical centre of the area we have described were established at 23rd Street and 10th Avenue, you would find that the nearest station where a person at present may purchase a postage stamp or transact other postal finance business is approximately one-half mile away.

"We believe this proposal is well worth serious consideration at this time in view of the fact that the Federal money so expended would bring a permanent benefit to this growing locality and in addition stimulate building activity and employment in this part of the city. It would undoubtedly provide a real public convenience."

## New Hours for Liquor Store

EFFECTIVE Monday, February 12, the London Terrace Liquor Store will remain open until 10 P. M. on weekdays and until 11 P. M. on Saturdays, remaining closed all day on Sundays as heretofore. The extension of hours was granted to all retail stores by the State Alcoholic Beverage Control Board on Wednesday, February 7.

LONDON TERRACE  
125 WEST 23RD ST. N.Y.C.

WM. A. WHITE & SONS  
Renting and Managing Agents

**London Terrace  
Book Shop**  
FEBRUARY SPECIAL!

PRINTED  
PERSONAL STATIONERY

Eaton's Stratford  
Vellum and Bond

Vellum, 50 folded or large flat sheets & envelopes **\$1.00** a Box  
Bond paper, 100 single sheets and 50 envelopes

Sheets & Envelopes  
smartly printed in blue

A large selection of  
LONDON TERRACE  
Engraved stationery

**London Terrace News  
Service, Inc.**  
219 9th Avenue New York

**Take Advantage  
of our  
MIDSEASON  
REDUCTIONS**

Exceptionally low prices on  
Tailoring, Altering, and  
Remodeling of Men's and  
Women's garments.

Special Department for  
FUR WORK

All work done on the  
premises.

Convenient and Reliable  
Service at reasonable prices.

**London Terrace  
Valets**

445 Bldg., Lower Corridor  
Call on house phone

## Silly Symphony

THE London Terrace Publicity Department furnished United Artists Corporation the major portion of their material for the production of Walt Disney's latest Silly Symphony, "The Night Before Christmas" which pictures in modern animated cartoon form the story told in Clement Moore's Christmas poem. Advance releases by United Artists Corporation to five hundred theatres and to the newspapers of the country told the history of the writing of the poem and its close association with the modern London Terrace, where the anniversary of the poem is celebrated each Christmas Eve.

## Service Desk

SINCE London Terrace was first opened for occupancy in May, 1930, the Management has handled all house phone calls from residents directly through the Service Desk where a most agreeable voice has received and transmitted all complaints both real and fancied, to the proper department. While the population of London Terrace remained comparatively small, this method was practicable and satisfactory, but with the great influx of new residents which started last October, the present method of routing calls began to be overtaxed with calls from 1,560 apartments coming to one person at the Service Desk. When we realize that London Terrace with its present population of nearly 4,500 persons has as many residents as many cities in the United States, it becomes evident that calls emanating from apartments should be connected as directly as practicable to the Department Head concerned. The Management therefore requests that, from now on, residents state briefly to the operator who

first answers, the nature of their inquiry, complaint, or request for information, and the operator will then connect them directly with the proper department. We believe that this method, with the cooperation of every resident, will vastly increase the efficiency of the house telephone service, eliminating unnecessary conversation with the Service Desk and expediting service in every way. This request may be subject to later modification as study progresses.

## Rental Office

SINCE the notice in the last issue of the NEWS regarding three room apartments, with through ventilation, the Rental Office has received a remarkable response from residents in one and two room apartments who desired to change into roomier and more desirable locations. As we go to press today, February 12, London Terrace out of its total of 1,665 apartments has exactly 77 apartments unrented, a mathematical fact which speaks more loudly than a dissertation of the obvious contentment and appreciation of our thousands of residents who have made London Terrace their home in Manhattan. Inquiries relating to changing into this type of apartment should be made directly to the Rental Manager in the Administration Building.

## "NEWS" PRINTER

In keeping with our policy to have the NEWS a strictly local publication, we have secured the services of the Blanchard Press, 418 West 25th Street, one of the largest and finest printing houses in New York. Blanchard Press is represented at London Terrace by Lowry B. Furst, 410 Building.

## Service Stripes



One of the outstanding features of the London Terrace organization is the Uniform Service, comprising one hundred and one uniformed men serving in the capacities of Doormen, Patrolmen, Elevator Operators, Service Clerks and Pages. Under the supervision of the Day Sergeant of Patrol, assisted by a Sergeant on duty at night, this staff of employees carry out their various duties of protection, service, and convenience to the residents of London Terrace. On January first, the Management instituted a system of recognition for length of service with London Terrace in the form of service stripes, one for each year of service. Men who reach their 5th year will wear a silver star on the left sleeve of their uniforms to denote their seniority of service. The various lengths of service by the men in this department are as follows: Four-year men 9. Three-year men 37. Two-year men 31. One year or less 15. Less than 1 year, 9.

The number of men who have been with us for 2, 3 and 4 years testifies to the mutual satisfaction of both employer and employee during a period which was once referred to as the depression.

### More Stripes

Many residents have expressed their approval of the new system of identification of delivery boys in our larger stores. In addition to our own Uniform Service, which wears red stripes, the London Terrace Food store delivery service is identified by blue stripes, the Laundry by green, and the Valet by yellow. In conjunction with their distinctive uniforms, these stripes give an immediate appearance of standardization of delivery services, so essential in a building of this size.

## Movies in Rental Office

TO perhaps a large number of residents who have not learned that London Terrace has its own little movie show, the Management extends a cordial invitation to attend at any time during the day and up to nine o'clock in the evening in the Rental Office reception room in the Administration Building. It will be in operation for the next month, and residents wishing to view it have only to speak to the doorman in the 435 building. The "plot" of the movie is the story of the London Terrace of today, and the stars and supporting cast are members of our own staff and residents of the building. We offer the suggestion that our motion picture show may offer interest and diversion to residents and their guests these afternoons and early evenings when the wind and the cold make a visit to the Marine Deck something in the nature of an Arctic expedition.

## Apartments Survey

THE United States Government, Department of Commerce, is gathering information concerning apartment house dwellers for the Bureau of the Census, and to assist in this work the Management will shortly distribute to residents of London Terrace questionnaire cards with the request that they be filled in, sealed in the accompanying envelope and left with the house doormen. By doing this residents will not be inconvenienced by a personal call by the census taker. No names are required on the questionnaire, and the information requested applies solely to living conditions and is absolutely impersonal and confidential. The Management asks the prompt cooperation of every resident in completing this census of apartment families to expedite the work of the Government.

## DINE and DANCE

at

*Pierre's*

Dinner and Supper  
Dancing

in

Main Dining Room

•

CARL SEARS'  
ORCHESTRA

•

CHOICE LIQUORS  
WINES  
and  
COCKTAILS

•

SPECIAL DINNER  
\$1.25

Including

Manhattan or Martini  
Cocktail

•

GRILL ROOM  
FOR  
PRIVATE PARTIES

•

HOUSE PHONE

or

CHELSEA 3-5285

**DRESSMAKING  
and  
ALTERATIONS**

**MRS. O. LE COUNT**

460 BUILDING  
APARTMENT 10-A  
WAt. 9-7163

Lessons in  
**CONTRACT BRIDGE**

Beginners' Specialist  
Classes and Practice Sessions in  
Bidding and Play.

Mrs. Scranton Skinner  
460 Bldg. CHe. 3-0511 Apt. 4-D

**LONDON TERRACE  
BEAUTY SALON**

Special Till March 15  
Frederics \$8.00 Spiral

Permanent Wave, now  
\$6.00

Frederics \$10.00  
Combination, now \$7.00

465 Bldg., House Phone  
CHelsea 2-9653

*Breathing! Roaring! Life-like!*  
Messmore & Damon's  
"World a Million Years Ago"  
Sensation of the World's Fair  
Not a motion picture

WARNER THEATRE—Broadway  
& 51st St. Continuous  
Children at all times 15¢. Adults  
to 6 P.M. 25¢. After 6 P.M. 35¢

**Grand Opera House**

23rd St. and 8th Ave.

**FEATURE PICTURES  
VAUDEVILLE**

CHelsea 3-0525

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

*Always Two Features*

CHELSEA 3-2766

## Maid Service



One of the most helpful features of life in London Terrace is the comprehensive Maid Service maintained by the Management. The maids on the Housekeeper's staff are versatile and experienced, and capable of performing any type of household work. The house maids clean and dust apartments, clean the kitchens and baths, make beds, wash dishes and polish silver, vacuum rugs and carpets, perform, in fact, every type of domestic duties except washing windows and walls and waxing floors. There are also maids especially adept at assisting at afternoon bridge parties, preparing and serving luncheons and dinners and doing the dishes afterwards; nursemaids to care for children; ladies' maids to assist at dressing and coiffures; to do your morning or afternoon shopping in the building; or to assist the housewife in any of her manifold household tasks.

The standard rate for maid service is fifty cents an hour, but a monthly rate is available for one room apartments at ten dollars a month for one hour's work a day; and for two-room apartments a rate of fifteen dollars a month is obtainable for one and a half hours work a day.

For special maid service after six p. m., the rate is fifty cents per hour, and arrangements should be made with the Housekeeper before four p. m. Day service may be charged on the apartment monthly bill, but evening service is payable at the time of service directly to the maid.

### Household Hints

The problem of the apartment dust mop has arisen from time to time, and since consideration for health, neighbors, and appearance in general warrants the Management in not permitting the shaking of dust mops from the windows, a solution from the

Housekeeper's Department is furnished herewith, which we believe will end all future difficulties. If a newspaper double spread is placed on the floor, the dust mop may be shaken over it, and the paper then rolled up and deposited in the incinerator with no scattering of dust in the apartment. A clean dust mop is many times more efficient in picking up lint and dust than a much used one. If two mops are maintained, one will always be clean and ready for use while the other is being soaked in soap flakes overnight in the kitchen tub, rung out and then dried.

## Swimming Meets for Pool

THE London Terrace Swimming Pool is always especially active during the school season. On Saturday, March 10, at 8:00 P. M., the Catholic High School Athletic Association will conduct a meet for the interscholastic championship of New York City. Twenty-four High Schools are entered in the meet and 200 students will compete, representing the counties of Bronx, New York, Kings and Queens. The pool will be specially decorated for the occasion and the importance of the meet in New York sporting circles will bring reporters from the metropolitan newspapers to record the events. On March 9th, at 3:30 diving and racing trials will be held. Other meets scheduled in the pool for the coming four weeks are as follows:

February 17, Saturday, 3 P. M.  
Intercollegiate Meet, N. Y. U.  
vs. Rider College of Trenton.

February 24, Saturday, 3 P. M.  
Intercollegiate Meet, N. Y. U.  
vs. Manhattan College.

March 2, Friday, 5:30 P. M.  
United Electric vs. Edison  
Company.

## Statistics

**L**ONDON TERRACE has over a half mile of subterranean passageways connecting every building and store. During the recent Building Modernization Exposition, sponsored by the Real Estate Board at Rockefeller Center, a special enlarged photograph of the 23rd Street passageway was on exhibition, exciting much comment on its unusual length, and the attractive treatment of its area of 10,000 square feet.

### Telephones

In the Avenue, or end buildings, each doorman answers a house telephone every one and one-half minutes. In the Garden buildings, with a smaller number of residents, house phone calls average one every four minutes. The London Terrace house phone system has more instruments than the towns of Babylon, Amityville, Southampton, Dobbs Ferry, Lake Placid or Spring Valley, whose populations average 4,189, according to reports from the New York Telephone Company. Our interior phone system contains more than seventy-five miles of telephone wire, and our operators make over a million phone connections each year.

### Power, Light and Heat

London Terrace uses each year 2,600,000 horsepower to provide light and 3,500,000 horsepower to furnish heat to our 1,588 occupied apartments. Each year we use 2,250,000 kilowatts of electricity, 46,000,000 cubic feet of gas, and 1,400,000 gallons of fuel oil to produce 140,000,000 pounds of steam. Residents of London Terrace use 140,000 gallons of hot water every twenty-four hours, which, strange as it seems, is the exact capacity of the Swimming Pool.

### Elevators

The twenty-eight elevators in the fourteen buildings accumulate a total of 130,000 car miles per year, or a distance equal to a trifle over five times the distance around the earth.

### Rooms

London Terrace contains in its 1,665 apartments 2,729 main rooms, 1,670 kitchens and kitchenettes and 1,738 bathrooms, making a total rentable area of 1,387,635 square feet, and to provide light and air for all this space there are 7,153 windows. Our windows washers average 18 minutes per window, so if one man started out to wash every window in London Terrace, it would take him 2,146 hours or slightly over three months to complete the task and then it would start raining.

### Dogs

**C**APTAIN JOHN LANG who was recently appointed to the Tenth Precinct Station in West Twentieth Street, succeeding Captain Michael Wall, who was promoted to Deputy Inspector, is making every effort to cooperate with the Management and residents of London Terrace who own dogs. It was at the suggestion of his Department that the Management posted in the lobbies the notice to dog owners warning them that muzzles are required at all times and that the rules regarding defilement of sidewalks, curbs and areas in front of buildings must be followed. Captain Lang, acting upon instructions from his superiors, has ordered his men to enforce these regulations to the letter, and the Management takes this opportunity to bring these facts to the attention of residents, so that action by the police with the consequent annoyance of summonses may be avoided.

**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

### TO YOUR ADVANTAGE

It would be more economical for you to use our Laundry Service, established in this building for your comfort. We absolutely guarantee that it will not cost you more, with a likely saving from your present cost, if you send your entire family Laundry to us.

### LONDON TERRACE LAUNDRY

For \$1.00 we test your radio tubes set, and speaker, including minor repairs. If your set needs two or more tubes we do not charge for service.

LONDON TERRACE RADIO  
SERVICE  
House Phone or CHe. 3-6062

### HARDWARE

Tools, Cutlery, House Furnishings,  
Electrical Appliances.

MONTHLY SPECIALS

FRED BECKY

257 9th Ave., Bet. 25th & 26th  
Telephone LAckawanna 4-9201

### Hard of Hearing Table or Desk Set

#### The 'Gene Watson 'Ampliphone'

Makes audible to hard of hearing folk (with as great a loss of hearing as 85%) ordinary conversation in a large room.

It brings that loved one, now outside the family circle in again.

Door bells and phone calls are no longer silent.

Judges on the Bench; Bankers at Directors' meetings, Priests in the Confessional, Ministers at Vestry meetings, all may use AMPLIPHONE.

Everyone knows some one who needs the AMPLIPHONE. Call for free demonstration so you can tell them about it. Size 7" x 5" x 4".

### 'GENE WATSON

Apt. 8-K 410 Building  
CHe. 3-2085

## Radio— Music or Noise?

WITH probably every occupied apartment in London Terrace equipped with a radio receiver and accompanying loud speaker, the problem of mutual pleasure or annoyance is almost wholly in the hands or consciences of residents. Modern radio broadcasting and the perfect types of receivers now in use are intended for the pleasure of listeners; no manufacturer wishes his product to be an annoyance to anyone, and the broadcasting companies surely do not aim to annoy their audiences. However, if a listener does not enjoy a certain program he is at liberty to turn it off. Therefore an unfortunate situation arises when a listener who is enjoying his own program turns his radio on so loudly that it annoys and distracts another neighboring listener who may be trying to enjoy his own preferred program. Modern radio receiver advertising has eliminated the word "loud" from the phrase "loud speaker", and if the radio audiences will follow suit, the problem of apartment house radios will be solved automatically. The volume of a radio receiver should be of sufficient strength only to fill the room comfortably; if a radio can be heard outside the apartment, it is a sign that it is too loud. The Management takes this opportunity to ask the mutual cooperation of residents with each other so that every radio receiver will be a pleasure to its owner and an annoyance to no one. The Management thanks all those who are helping us to keep London Terrace so quiet and enjoyable for every one of our residents.

## Laundry Service

A COMPLETE laundry service is maintained in London Terrace for the convenience

of residents. The London Terrace Laundry is under the management of A. L. Kramer, who has been connected with the business for thirty-three years. He operates one of the finest and most modern laundry plants on Long Island and maintains a regular delivery service to and from London Terrace. The London Terrace laundry guarantee users of their service against any loss of articles if the laundry is accompanied by a check list when it is sent, and renders highly satisfactory service and finest work at competitive prices.

## Activity at Pierre's

THE popularity of Pierre's Restaurants extends far beyond the walls of London Terrace and almost daily, besides his regular luncheon and dinner hours, Pierre's Grill or Dining Room is reserved for private functions of wide variety. During the coming four weeks, the following events are scheduled: Equitable Life Insurance Company dinner dance; Theta Lambda Chi dance; Furniture Warehouse Managers dinner; Metropolitan Life Insurance Company dinner dance; Amerantz Arcadians dinner dance; New York Edison Company testimonial dinner; Merchants Refrigerating Company dinner; Delta Sigma Pi dinner dance; Sigma Iota Chi supper dance; Walton Alumnae reception and tea; Court of General Sessions testimonial dinner; Junior Democratic League dance; Octogon Club dance; Catholic Students Missionary Society supper dance; Relax Club testimonial dinner; Acme Wheelmen Association dinner dance; Ladies' Auxiliary of North Hudson Bridge and Tea; and the Fire Lieutenants meeting and dinner. Carl Sears' orchestra plays for dinner and supper dancing daily in the main dining room.

# Church Directory

## Baptist

North Church,  
232 West 11th Street.

## Christian Scientist

10th Church of Christ  
Scientist,  
171 MacDougal Street.

## Episcopal

Church of the Holy Apostles,  
28th Street and 9th Avenue.  
St. Peter's, Chelsea,  
346 West 20th Street.

## Hebrew

Congregation Emunath Israel,  
236 West 23rd Street.

## Lutheran

German Lutheran Church of  
St. Paul,  
312 West 22nd Street.

## Methodist Episcopal

18th Street Methodist Episco-  
pal Church,  
305 West 18th Street.

## Presbyterian

Chelsea Presbyterian Church,  
214 West 23rd Street.

## Reform

Reform Church in America,  
5th Avenue and 29th Street  
West.

## Roman Catholic

St. Columba,  
341 West 25th Street.

## LONDON TERRACE NEWS

The LONDON TERRACE NEWS is published on the 15th 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.

CHelsea 3-6804 **REMOVAL NOTICE**  
**D. SOLOSKO** **CHIROPODIST**  
Has moved from 357 West 23rd Street to  
**THE CARTERET HOTEL**  
23rd Street at 7th Avenue New York  
Mornings 10-1, Afternoons 2-6, Mondays till 8 P. M.  
Sundays by appointment. Friday closed.

**ARE YOU PREMATURELY GRAY?**  
Five minutes' application of "Spring Fluid" will impart natural dark shades.  
Safe—Clean—Removes Dandruff. On the market thirty years.  
For men or women. \$1.00 delivered postpaid.  
**M. F. GIBERSON**  
House phone Apt. 18-A 405 Bldg. WAt. 9-2118

**Handy Bureau of Household Services**  
*We invite your attention to our many valuable services.*  
We do altering of dresses, plain sewing, making of curtains, care of sick and convalescents, renting of party accessories, and upholstering.  
**FOR THE NEXT SIX WEEKS WE ARE MAKING SLIP COVERS AT BETWEEN SEASON PRICES.**  
**MRS. GEORGE SQUIRE**  
House Phone 5-A 425 Building WAtkins 9-0477

**Stenography**  
*Correspondence*  
*Legal Documents*  
*Manuscripts Copied*  
**CAROLINE E. DOYLE**  
425 West 23rd Street  
WAtkins 9-2629 Apartment 15-B

**CHELSEA DOG & CAT HOSPITAL**  
Dr. L. Roth, *Veterinarian*  
Ambulance service. 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 CIT

Blanche C. Weill, Ed. D.  
Consulting Psychologist  
Personality Adjustments  
School Problems  
Apt. 19-C, 470 Bldg.  
House Phone or CHE 3-3194

**London Terrace Management**  
announces the following  
**RESIDENT PROFESSIONAL SERVICES**  
**MEDICAL**  
**ROBERT E. FRICK, M.D.** 445 West 23rd St., Apt. 1B CHelsea 3-6677  
**LOUIS BLEIER, M.D.** 415 West 23rd St., Apt. 1A WAtkins 9-4694  
**WILLIAM M. PATTERSON, M.D.** 455 West 23rd St., Apt. 1E CHelsea 3-0428  
**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**  
**BARNETT M. WARREN, DDS.** 425 West 23rd St., Apt. 1E CHelsea 3-6434  
**PAUL ROBERT JACOBS, DDS.** 415 West 23rd St., Apt. 1B CHelsea 3-5858

**BUY WITH CONFIDENCE**

**YOUR**

**WINES and LIQUORS**

**IN**

**LONDON TERRACE**



**Satisfaction Guaranteed or Your  
Money Cheerfully Refunded**



Call Liquor Store on house phone or CHelsea 2-8847.  
Prompt free delivery.



**NEW STORE HOURS**

Weekdays ..... 9:00 A. M. to 10:00 P. M.

Saturdays ..... 9:00 A. M. to 11:00 P. M.

*Liquor Store Closed All Day Sundays*



**LONDON TERRACE FOOD STORES, Inc.**