

London Terrace News

APR 2 '55 G



STACK 8

FEBRUARY

1935

Day Phone
CHelsea 3-3050-1-2

Night Phone
CHelsea 2-9688

24-Hour Service
Thoroughly Fireproof



YOUR INSPECTION
INVITED
Nothing but the Best

DEAD STORAGE SERVICE AVAILABLE
EXCELSIOR GARAGES, Incorporated
S. E. Corner 23rd St. at 11th Ave.

NEVER CLOSED

Specializing in Dodge
and Plymouth Repairs

3-Story
Fireproof
Building



45,000
Square
Feet

24 Hour Repair Service

PARTS and SERVICE

For All Makes of Cars and Trucks

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

EXCELSIOR AUTOMOTIVE SERVICE

536 - 546 WEST 23rd STREET

TEL. CHe. 3-3050-1-2-3

ELIZABETH FLYNN'S RESTAURANT

BLUE MONDAY

Why not make it a

BRIGHT MONDAY

With one of our

75¢

Yankee pot roast
full course dinners

Hot Cinnamon Buns fresh from our bakery

THURSDAY

Mid-week Frolic Night

\$1.00 Dinner

Sizzling Platter Filet Mignon

Frolicking with Mushrooms

*Hot Parker-house Rolls fresh from our
bakery*

TUESDAY

a day of days—solve your problems—forget
your worries by eating one of our

75¢ Dinners

Individual chicken pot pies

Hot Gingerbread fresh from our bakery.

FRIDAY

FISH DAY

Lobster and Shrimps

a la Newburg

75¢

*Hot Cinnamon Buns fresh from our
bakery*

WEDNESDAY

Maid's day off

75¢

spend it with us

Corned Beef and Cabbage

Hot Sally Lun fresh from our bakery

SATURDAY

Your week-end night

DINE and DANCE

Dinner 75¢ and \$1.00

*You don't have to be a lawyer to attend
our bar!*

SUNDAY

A DAY OF REST

ENJOY YOUR DAY

Turkey or Filet Mignon

\$1.00 Dinner

also 75¢ Dinner

Concert music between 6 and 7

London Terrace



The World's Largest Apartment House

435 WEST 23rd STREET

NEW YORK CITY



WM. A. WHITE & SONS

ESTABLISHED 1868

350 Madison Avenue

RENTING AND MANAGING AGENTS

The NEWS of

London Terrace

FEBRUARY, 1935

VOLUME II

NUMBER 2

Seasonal Note

The wintry blanket of late January which made great sledding for the kids and held up the trains on the Long Island railroad didn't alter the London Terrace scene particularly.

Adequately bundled, the Terrace porters tackled the snow as the first flake kissed the pavements, and kept neck and neck with the downfall until it was over. Terrace residents in many instances found themselves entertaining stranded commuters, who found comfort and urban security in many apartments.

The Food Store reported a pleasant lift in business during the blast. It seems business is always better in bad weather; they have three girls in their office there who handle between 500 and 600 calls a day, by the way. Calls for canned comestibles fall off, and people in bad weather go for the foods to be cooked. It means the women are home and have the time to putter around their kitchens more than usual.

Sky Saga

Reeder Nichols, a resident of the 460 house, was the wireless operator aboard the transport plane which Roscoe Turner and Clyde Pangborn flew to come in second in the England-to-Australia derby. The other day up at Columbia University Mr. Nichols had 300 scientists interested in aviation on the edges of their chairs with a modest account of how the plane was saved from a bad crash by using an SOS. It

seems the trio had overshot the mark at Allahabad, India, and the airport wireless operator there was too busy to give them a signal so they could get their bearings.

There were only ten gallons of gasoline left, and the boys were flying around, wondering how soon they would have to come down, when Nichols shot out his SOS. This promptly silenced all radio activity in the Allahabad sector, except at the airport, and permitted the plane to get its bearings.



Mr. Nichols appeared to think it was nothing at all, but the best minds in aviation science thought it was plenty, and said so.

Reader Interest

The Book Shop can figure out pretty closely how many copies of a best-seller it will require to supply the lending library demand as a result of years of experience and also as a result of knowing what Terrace residents like to read. During the January blizzard period (there he goes again, talking about that little snowfall!) the library's business boomed, what with people staying home nights.

Terrace readers are pretty representative of the reading market. The detective story demand isn't great, and the heavier biographies are not too popular. They stocked 35 copies of "Heaven's My Destination," now leading the fiction group, and once a couple of weeks ago they had all the copies out and 46 reservations. This is the widest miss in moons, but a gratifying one. "City Editor," Stanley Walker's latest product, is leading the non-fiction list, with M. C. Phillips' "Skin Deep" second. "Forty Days of Musa Dagh" is next to the Wilder book in popularity, and Stark Young's "So Red the Rose" is still in demand. Thorne Smith's last book, "The Glorious Fool," is picking up, but slowly.

The book biz, by the way, is good. The public acquired culture during the depression and, for some reason, liked it.

**For
YOUR
OVERNIGHT
GUEST**

●

One block east of
LONDON TERRACE
is the

**Hotel
Cornish Arms**

311 W. 23rd Street

●

**Transient Guest Rooms
for as little as \$1.50
nightly.**

●

'Phone CHelsea 3-7401

A Knott Hotel

●

Clip this in your phone
book for future reference.

PLAY-OF-THE-WEEK

SO numerous have requests become for a theatre ticket service that the London Terrace management has this week established a branch of the Play-of-the-Week service in the building.

The Play-of-the-Week was created to facilitate obtaining tickets to Broadway plays. The sponsors were aware that there is considerable energy involved in getting tickets, and struck upon the plan of creating a service adapted to the needs of large residences, organizations and so on. Unlike the theatre ticket agency, it maintains no central headquarters for the public, but establishes its branches wherever such a service can be useful. London Terrace, with a large theatre-going tenancy, is ideally suited for such a service.

The Cashier's department in the Renting Office is now equipped to handle all requests for tickets, and reservations may be made over the house telephone. A small charge is added by the Play-of-the-Week for the service.

This is rated, incidentally, the most successful theatre season in five years. From "Anything Goes" to "Escape Me Never," from "The Great Waltz" to "Romeo and Juliet," the current semester is crowded with what are technically known to the craft as "smash hits." There have been few quick demises, and many genuine surefire successes. Instead of humbling itself before the reported advance of Hollywood, the legitimate theatre has hypothetically bared its teeth and hissed right back.

The week's favorite happens to be "Laburnum Grove" at the Booth Theatre with characters who seem to have stepped straight out of life. There's no theatricalism about them. J. B. Priestley, the play's author, contrives to give us characterization, action and acting that is naturalistic without being indistinct. On top of all this, the plot is so ingeniously constructed that Priestley seems set to be *the* domestic dramatist

of the day. "Laburnum Grove" is a common sensible study of suburban life in the form of a crook comedy with an unexpected twist towards the end.

Certain plays on Broadway are offered by the Play-of-the-Week at less than box-office prices, and the "News" proposes to publish the names of such plays, together with those to which tickets may be obtained at the regular Play-of-the-Week price. Terrace residents are cordially urged to avail themselves of this new service.

Notes on Health

Lose the ounces, and the pounds will take care of themselves. This is, in something approximating a nutshell, the theory of Miss Constantine, whose exercise room in London Terrace has become almost overnight one of the most talked-of features in the building.

Miss Constantine, whose command of dietetics is likewise considerable, feels that people who lose weight suddenly run a grave risk of permanently undermining their health. Her exercise routine is accordingly based on this theory and she concentrates more on a gradual reduction than upon a sudden one.

Violent exercise is by no means the best exercise, she says. Particularly in the case of women, it is apt to cause severe injury. The routine in the exercise room is simple yet thorough.

The reactions of visitors are both varied and interesting; one reports, according to our eavesdropper, that it's the most profitable way to spend her spare time she's ever seen; another says she is intrigued with the rhythms, which she calls jungle dances; still another confesses that she wants to keep her figure and is pleased to find she can do it without working too hard.

Miss Constantine is continuing her policy of admitting visitors for a free lesson. Eighty-five per cent of those who have come to visit have joined the group as pupils.

HEATING LONDON TERRACE

The apartment's boiler room is one of its genuine showplaces

THE London Terrace heating unit is an absorbing place, whether you go in for mechanical matters or not. Probably nowhere else in the country is a boiler room used for display purposes, but the builders of London Terrace realized the eye-filling qualities of the heating plant when the apartment was constructed, and so fitted it up that a person passing in the tunnel is attracted to it.

The unit is a rotary oil burner, with two boiler rooms, one in the 410 and one in the 440 building. There are seven boilers in all, each of 250 horsepower, and there are three boilers in one room and four in the other. Firemen are on duty in each room from five in the morning till midnight. A fireman is in 410 during the lull hours of early morning.

When the building was first put up, the present system was used, but after two years it was felt that steam purchased from a public utility might do the job better. Accordingly the plant was shut down for eighteen months while commercial steam was used. During this time a careful check was kept on the functioning of both systems, and the comparative excellence of each, and in October, 1933, London Terrace returned to the use of its own heating plant, satisfied that better results could be obtained.

Heating London Terrace is a simple job when you see how it's done, but it is heating on a large scale. There are 332,000 square feet of radiation, and the direct radiation to apartments takes eighty per cent of the steam manufactured, and hot water for the apartments sixteen per cent. You would think the swimming pool, with the water to heat and the large room to keep at a high temperature, would take a lot. It does, of course, but it is only a little better than two per cent of

the total. The kitchens in the restaurants take about one per cent.

January of this year was the coldest of the last three, we were surprised to learn; it didn't tax the heating facilities any, but it required more fuel oil. The gallonage for January was 204,663, which is a lot of oil. A day's consumption of fuel oil in London Terrace would heat a brownstone front all winter long, and a pretty rugged winter at that.

The stream of visitors to the boiler room balcony is pretty constant; a lot of people stop by in the evening to or from the restaurant, and no tour of the buildings seems complete without a visit there. Few people want to go downstairs to the room proper; they think they would be in the way, which, for the most part, they would be.

The remark most often made by visitors when looking down on the boiler room for the first time

is that it looks just like the engine room of an ocean-going ship. One of the attendants, just for the fun of it, kept tabs on it one day, and eighteen people out of twenty-seven made the same remark.

Championship Events

AS forecast in the primary issue of the London Terrace News—The London Terrace pool will hold three of the Metropolitan championship events on Wednesday evening, February 27. These will consist of the following:

Free Style Metropolitan Junior Championship, 100 yards, for men.

Metropolitan Junior Back Stroke for women, 100 yards.

Senior Metropolitan Low Board Diving Championship, for men.

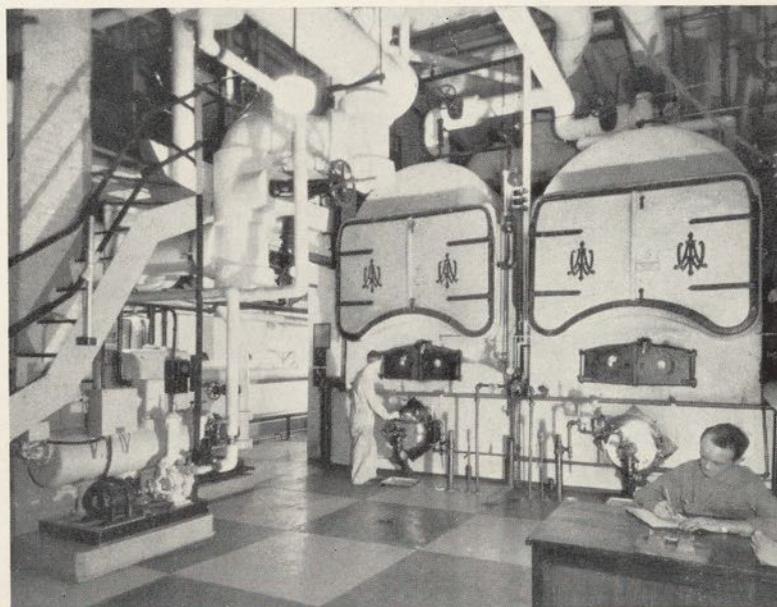
These events are refereed by special officials from the A.A.U. Most of the leading aquatic stars of the Metropolitan District will be present.

In addition to the above there will be many other interesting events, including a polo match.

The Terrace Club has gone to a great deal of trouble and expense to bring this particular meet to our pool, and it is to be hoped that the residents of the London Terrace will avail themselves of the opportunity of witnessing these events.

Admission will be forty cents.

THIS REMINDS RESIDENTS OF AN OCEAN-GOING SHIP



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

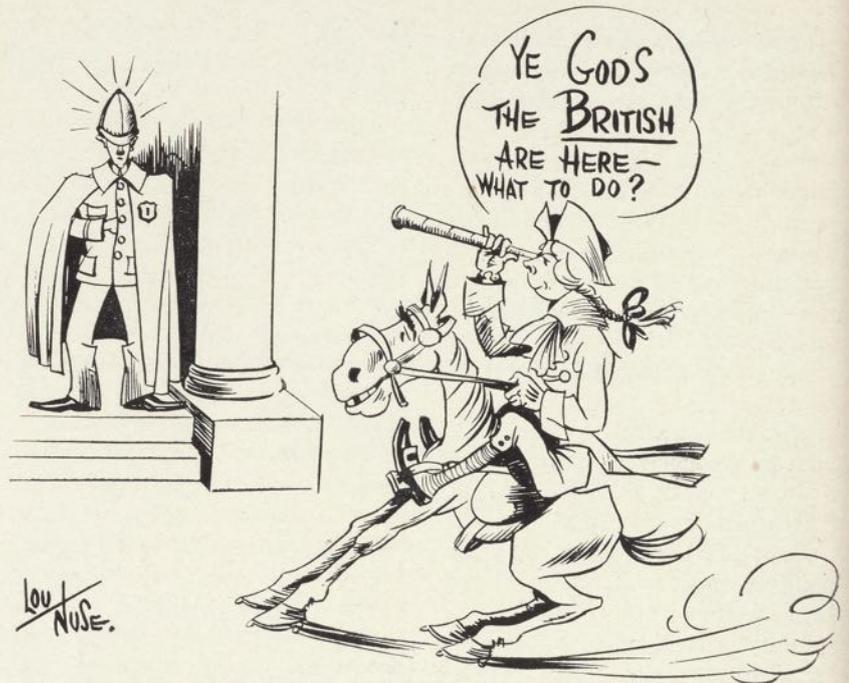
VAULTS

For
Valuables and Furs

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

Recommended
By
LONDON TERRACE
MANAGEMENT

JUST IMAGINE IF PAUL REVERE RETURNED



JERRY-ON-THE-ELEVATOR

THERE are more vertical miles traveled in New York than horizontal, Jerry will tell you, having read it somewhere. Actually he's right: with all the moving around town people do, they still do more of it going up and down in elevators.

Jerry has no statistics, but he has his own explanation of it. "You see, all the time you stand waiting for that downtown local, the elevators are moving up and down. With the subway, that's lost motion. In our business there is no lost motion—it's just motion, and lots of it."

Jerry can't help overhearing things, since people insist on talking in elevators. The other evening a couple dropped in for bridge at the apartment of a Terrace resident. On the way down, after the game was over, they rode in Jerry's car, and it was evident the luck hadn't been their way.

"Why, you can't even tell the truth!" stormed the lady. "You led me to believe, before we were

married, that you had a lot of money! You told me you were well off!"

"I was," glumly responded her husband, "but I didn't know it."

* * *

Jerry says it's fun working on the elevators in the 410 and 470 buildings, especially if you like kids. The Infants' Terrace is in 470, and Miss Joslin's kindergarten and nursery school in 410.

Some kids are afraid of elevators, Jerry has noticed, but the majority of them like them. A few of the more venturesome want to work the handles, but they don't get far with that. Several have told Jerry, in comradely confidence, that when they grow up they want to run elevators too, but Jerry has observed, a little sadly, that it's only a preliminary to their wanting to drive cars and be aviators.

Since most of the children are quite small, their messages must occasionally be translated. But Jerry assures us that the elevator operators in those two buildings have an uncanny comprehension

of what is going on in the youthful mind.

* * *

The other evening one of the cars was filling rapidly with passengers. It reached the maximum, and the operator politely informed one middle-aged woman who could not be taken on that the car was full. The woman laughingly pointed to a younger woman who had preceded her into the car.

"Dear me, you wouldn't separate a mother and daughter, would you?"

"No, ma'am," responded the operator with warmth. "I did that once in my life, and that's enough. Please step in."

Committee Is Active

Representatives from each building in London Terrace have formed a Chrystie Street House committee and are meeting regularly to assist in this worthy project.

Two announcements explaining the nature of this particular charity have been sent to tenants and further information will follow.

A Benefit Bridge party was given recently, and an evening Duplicate Bridge Tournament will follow, the date to be announced later. Various other methods of raising money are being planned by the members of the Chrystie Street House-London Terrace committee, as a result of the interest already shown.

Winter Tidy-Up

The London Terrace Tunnel is being re-decorated, and a crew has been at work for roughly a month painting the tunnel proper, walls, doors and the cross-over tunnels between buildings.

The work was laid out so that there would be no material inconvenience to Terrace residents walking in the tunnels; the cross-over tunnel redecorating is complete now, and the crew of six workers will shortly finish the Twenty-third Street building and move over to the Twenty-fourth Street.

GRAND OPERA BOWLING ALLEYS

- *Ten Up-To-Date Brunswick Regulation Tournament Alleys*
- *For Ladies and Gentlemen*
- *Open Day and Night*
- *Pay us a visit with your family and friends*
- *We are organizing a London Terrace Bowling Club! See us for further details.*

309 West 23rd Street, New York City
corner of Eighth Avenue

Telephone WAtkins 9-9193 for reservations

• • • *It is more
convenient to use*

The LONDON TERRACE LAUNDRY

in 425 Building

A. L. KRAMER, *Manager*

DEVELOPING - PRINTING

Specializing in Developing
and Printing of Indoor

Snapshots

7 Hour Service

Enlargements—Kodak Films

ALL MAKES OF

TYPEWRITERS

RENTED REPAIRED
SOLD EXCHANGED

We call and deliver

ARTISTIC

PICTURE FRAMING

Large Selection of Frames
Glass Replaced

CHAIRS AND TABLES

FOR RENT

JOIN OUR

RENTAL LIBRARY

All the Latest Books
Fiction—Non-Fiction

GENERAL ELECTRIC

MAZDA LAMPS

All Sizes in Stock

LONDON TERRACE BOOK SHOP

London Terrace News
Service, Inc.
219 Ninth Avenue

USE YOUR HOUSE PHONE
or call

WAtkins 9-9639—9-9601

Open Sundays and Holidays till
1 P. M.

LADY AT LEISURE

NUMEROUS articles in which the home states, occupations and reasons why "I Live in London Terrace," have appeared in the "News" and newspaper ads concerning tenants. It is the intention of this scribe to tell about the homes of these interesting people.

The outstanding point of interest to me is the different treatments of the "A B Cs," that all appear *exactly* the same on the floor plan but become transformed when Mrs. Smith or Mrs. Jones gets together with the Carpenter Shop.

A closet (the one off the living room of the Garden "E" or "B") for instance, becomes a spare bedroom (I can prove it) for the guest, whom you may or may not expect, or may or may not want, but who nevertheless arrives. Other innocent closets that never thought they would interest anyone but the people who hang clothes in them—walls that never expected to see arms raised for any purpose other than the placing of wearing apparel upon hooks—suddenly find themselves the most popular room in the apartment—you've guessed it—a bar!

One very eligible London Terrace bachelor has a clever lighting effect in his bar closet, which our electrician concocted for him, in the form of lighting fixtures that look exactly like port holes. The back part holds the light bulb and the front division serves as a display for tropical fish. The effect of the light in back of the water is something unique and brings forth "Ohs" and "Ahs" from all who see it. There is usually some kind of an aquarium in the making downstairs now that Bettas and Mollies and the like are accepted along with the cat, dog and canary.

Then there is the very common discussion concerning the curtains

(Continued on page 13)



*An Invitation to
Inspect Our New*

"HOSPITAL-WHITE" Prescription Department

HAVE you ever visited a hospital dispensary? Did you ever try to visualize the absolute white hospital pharmacy characterized by its cleanliness and modern efficiency?

A reproduction of the hospital prescription department has been installed in this Whelan Drug Store. Its open, all-glass front prescription department portrays a definite ethical advance in the prescription pharmacy and represents an up-to-date laboratory in the fullest sense.

You are cordially invited to inspect this new "hospital-white" prescription department. We should like you to observe, among other things, the immaculately clean conditions under which prescriptions are filled. Moreover, we should consider it a privilege to have you observe how *your* prescription is filled.

Every prescription is carefully compounded by a competent Graduate Registered Pharmacist . . . exactly as your physician orders . . . and double-checked for accuracy.

Only the finest of drugs and chemicals are used . . . the products of E. R. Squibb & Sons, Parke, Davis & Co., Merck, Lilly, etc.

Prescriptions called for and delivered any time.

No charge for telephone calls if you use the house phone.

WHELAN

DRUG STORE

Corner 9th Ave. and 23rd Street

Radio

The entire radio aerial system is shortly to undergo a change at London Terrace. The shift in the installation has been made necessary by the fact that some tenants have deliberately cut in on the house aerial, causing a great deal of annoyance to all other users on the same unit; this lack of consideration on the part of a few makes a change imperative.

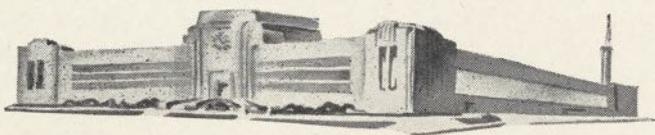
The London Terrace Radio Shop, which is making the alterations, explains that the shift involves the replacement of 40,000 feet of wire, which would reach all the way from here to Newark, in case you were going to ask. Reception, of course, will be improved, for while the wires are still in good condition, corrosion naturally begins to set in after a few years and the Radio Shop wants to make the change before that time.

London Terrace reception is handled by a multicoupler antenna system, which has 64 units in all. The aeriels are attached, not by houses generally, but by apartments—thus the A's and B's may be on one, while the C's and D's are on the other. The Shop keeps a complete chart of each house in its tunnel headquarters, showing radio installations, and also the locations of the tenants who cut in on the house aerial.

The change is quite an undertaking, and it will require two or three months. They plan to begin when the weather shows signs of remaining clear for a while, and aeriels from roof to ground will be both set and repaired by men seated in bosun's chairs. With wires farther removed from apartment windows, reception will improve.

London Terrace residents are radio-conscious. There are more than 1,400 in all apartments and the Radio Shop services the entire building. Nearly all repairs are minor, and most machines can be put back in running order right in the apartment. Occasionally something more serious develops, and the machine is brought to the Shop. Unless fading trouble or something equally serious occurs, the radio is returned within 24 hours ship-shape.

Reception in the London Terrace area, the Shop points out, is good, owing to the absence of high buildings in the neighborhood. One large station requires considerable current to be brought in, but this is due to the low land upon which the broadcasting station itself is located, and also because steel buildings between the Station and the Terrace are several in number, and they deflect the waves.



Laundry Journal

With the consolidation of the extensive facilities of the famous Knickerbocker and Seacrest laundries, the London Terrace laundry has announced that the work of its London Terrace patrons will be accommodated in this Long Island plant. The Knickerbocker is one of the largest in the country, and is rated

a show place in an industry where cleanliness and attractiveness are already by-words.

Residents of London Terrace were invited recently to a tea and tour of inspection by the Knickerbocker management, through arrangements made by the Terrace laundry, and those who accepted were deeply impressed with the magnitude of the work and the grandeur of the plant.

MEN'S DEPT.

Standard Brands of
MEN'S FURNISHINGS
AT POPULAR PRICES

featuring

VAN HEUSEN SHIRTS

INTERWOVEN SOCKS

OTIS SHIRTS & SHORTS

SEALPACKERCHIEFS

FINE SILK TIES

VAN HEUSEN PAJAMAS

ACCESSORIES FOR
MEN AND WOMEN

**LONDON TERRACE
LINGERIE SHOP**

House Phone
or CHelsea 3-8169

Heraldry

Your family coat of arms
looked up and handpainted
on parchment. Most
reasonable prices in the
city.

430 BUILDING APT. 17F

—By Appointment—

DRESSMAKING

and

ALTERATIONS

MRS. O. LE COUNT

460 BUILDING
APARTMENT 10-A
WA. 9-7163

**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.

Call on us for your theatre
tickets and airplane reserva-
tions. They are part of
POSTAL TELEGRAPH'S
regular services.

**"Accent on
Youth"**

**Trimmer lines,
Firmer bodies,
Younger motion,
Greater vitality.**

Free trial lessons thru
February, 8 p.m., Mon-
day and Wednesday.

Monthly rate—3 lessons
a week, \$5.50;—Non-
tenants, \$7.00.

•
465 Bldg. or thru Pool
Balcony.

•
MISS CONSTANTINE

**THE LONDON TER-
RACE NEWS**

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

Moving Up

The fact that London Terrace
is now ninety per cent rented will
be of interest, not only to Lon-
don Terrace residents, but to real
estate circles as well. Experts
know the enormity of the estab-
lishment, and the knowledge that
nearly 1,500 apartments are now
occupied is a tribute to the Rent-
ing Office personnel.

But the Renting Office isn't un-
mindful of the fact that London
Terrace residents themselves are
the best salesmen for London Ter-
race. Nothing has been so valu-
able to us as the fact that you
have told someone you live here,
and that you like it.

Weather Report

During the January snowfest,
some apartments were swelled to
better than capacity. Commuters,
we understand, were fearful of be-
ing stranded in Suburbia-on-the-
Raritan, so they merely dropped
in on friends at the Terrace and
made themselves at home.

Far be it from us to belittle the
pioneering instincts of the subur-
banites. But when people say
"Go West, Young Man" to us, and
the less they say it the better
we'll like it, we simply remark
that we'll go as far west as Tenth
Avenue, and that's all.

Lady At Leisure

The "News" this month insti-
tutes a new department, called
"Lady at Leisure." It is the diary
of a young woman who gets about,
from one apartment to the other,
meeting people, seeing things, and
making notes of all of it. Actu-
ally, of course, she isn't a lady at
leisure, but it's a nice, alliterative

title and we like it, so that's what
it's going to be.

Trends in decorations, knick-
knacks that catch the eye, even
recipes that sound good—these
are all the Lady at Leisure's legi-
timate prey. To her agility and
to her observation, therefore,
salute!

The New Aerial

The new radio aerial installa-
tion soon to be undertaken at
London Terrace comes as the re-
sult of two things: first, deteriora-
tion will be setting in in a few
years, and replacements will be
necessary, and second, a small
minority of radio owners are
using the aerial, to which they
have no right. The second is a
lot more important than the first.

A nominal charge is made for a
legal hook-up with the house
aerial system. It is a privilege
for which any tenant, anywhere,
is expected to pay something. The
installation was made on the as-
sumption that this property right
of tenants would be respected by
other tenants. It hasn't been. A
tenant, scornful of the rights of
others, may attach his radio wires
himself to the house aerial and
thereby avoid paying the hook-up
charge. By so doing, he inter-
feres with the reception of every-
one else on the line.

If your reception has been bad,
it is because a neighbor of yours,
lacking the courtesy to keep off
your grass, has trod on something
that doesn't belong to him. This
evil the new aerial will correct
and everyone will be happy. Ev-
eryone, we hope, except those
whose lack of consideration for
others has made it necessary.

Kiddie Kolony

Miss Joslin's London Terrace
School is a haven of sunshine
these drab days. One resident re-
ported that he went up to see
about entering his child, and be-
fore he left he had manufactured
a giraffe out of the school's mod-
eling clay. Youth ahoy!

LADY AT LEISURE

(Continued from page 10)

that were just right in the other apartment but do not fit properly at the new window. A wooden valance board, that can be made right on the premises, as narrow or wide as you want, to cover up the "piece that does not match at the top," saves many a pair of perfectly good curtains from the incinerator.

Oriental furniture found its way into this corner of Chelsea recently and although most of it stood the jaunt beautifully, there were some nicks and missing corners here and there. No risk of further injury from trips to a carpenter shop around the corner—each wounded piece was carefully covered and tenderly carried to the "Furniture Hospital" down stairs, right in the building, where our "Swiss Specialists" mended all scarred tissue and more serious wounds.

In other words, anything can happen along London Terrace's Main Street (or is it still the Basement to you?).

Health Notes

THE local Department of Health has been waging an intelligent war against colds this winter, cognizant as it is of the increasing inroads of grippe. The sudden changes in the weather have made it difficult for people to adjust themselves quickly enough, and in consequence, the sick list in the city has been uncommonly large.

London Terrace residents are fortunate to be able to use the Tunnel whenever possible when calling or shopping in the buildings, rather than run the risk of going outdoors insufficiently clad.

HANDY BUREAU OF HOUSEHOLD SERVICE

Altering of Dresses and Plain Sewing. Rental of Party Accessories. Practical Nursing.

MRS. G. H. SQUIRE

Tel. WATkins 9-0477 or House Phone Apt. 5E - 435 Building.

LOOK WELL!

FEEL WELL!

KEEP WELL!

With our newly-installed BEACH TAN SUN LAMPS in both the mens' and ladies' locker rooms.

INVIGORATING 25¢ REFRESHING

Hours of sunshine condensed into one tonic dose of seven minutes. No finer tonic could be recommended for that "run down" feeling. It's health-giving, Vitamin-producing qualities will increase the resistance of your body towards colds, grippe, influenza and other dangerous infections, and will dry and clear up most skin impurities.

SAFE—because it is mechanically controlled. because it filters out the ultra-violet rays, giving only the biological (2800 to 3100 A. U.) or safe rays and eliminating the germicidal rays, which removes the necessity of goggles and its embarrassing "eye ringlets" as used on other germicidal lamps.

Try one today—and you will become one of the many thousands who use it religiously twice a week. It will make you look better, feel better and work better. More than 1,000 treatments have been taken during the short period since its inception here at the Terrace.

Detailed instructions on machine.

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

EXCLUSIVE MILLINERY

Original and Individual Models.

Hats made to order from your own materials.

Alterations.

BETTY WILBUR
Apt. 10-A 460 Building
House Phone or WATkins 9-7163

YOUR BABY

Eating, bathing, laughing—

Keep a monthly diary with snapshots by Florence Husband.

410 Apt. 8G Low cost

HARDWARE

House Furnishings, Electrical Appliances
—Magic Foam—

VISIT OUR 10¢ COUNTER

FRED BECKY

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

London Terrace BEAUTY SALON

announces

1935 Nestle Croquinole Permanent Wave \$6.00, Shampoo and wave included.

For appointment: House Phone or CHelsea 2-9653
465 Building

RUGS
CLEANED SHAMPOOED
REPAIRED

UPHOLSTERED FURNITURE
 Cleaned In or Out of Your Apartment

LONDON TERRACE VALETS

415 Building

House Phone or WAtkins 9-7676

THEATRE TICKETS

THE LONDON TERRACE
 THEATRE OF THE WEEK CLUB

offers

LONDON TERRACE RESIDENTS

The privilege of ordering and purchasing tickets to outstanding
 Broadway stage plays

AT BOX OFFICE PRICES, PLUS 15c SERVICE
 on each ticket, through

CASHIER, ADMINISTRATION OFFICE

435 BUILDING

HOUSE PHONE OR CHELSEA 3-7000

Attractions Offering Special

REDUCED CLUB RATES

given upon request.

"MIXES MIRTH WITH MYSTERY . . .

I enjoyed it . . . and Mr. Gwenn and Mr. Cooper."—*Robert
 Garland, World-Telegram.*

GILBERT MILLER in association with MILTON SHUBERT
 presents

LABURNUM GROVE

J. B. PRIESTLEY'S New Comedy

with

EDMUND GWENN

BOOTH Thea., 45th. W. of B'way CH.4- Pop. Mat. Wed., Holiday Matinee
 Eves. 8:50. Mats. Wed.-Sat. 8168 50c to \$1.50 Washington's B'day.

Touch of Genius

A RADIO salesman recently inveigled a London Terrace resident to turn in his old radio, which was perfectly satisfactory, and get a new one. The new one offered everything except knee-action tubes, and the resident, who admits he is a weak vessel when it comes to radios, bought it. He admits he dipped rather deeply into the savings account, and the transaction, once the aura of ownership has dissipated itself, began to weigh upon him.

One night, as he sat listening to a crooner in Buenos Aires, a thought struck him. He sat down at his desk and wrote a story for a popular magazine. Never having written anything in his life before and knowing nothing whatever of the technique, he finished it quickly and sent it off.

In four days he had a check big enough to pay for two radios with knee-action tubes and special incubators on the side for hatching pelicans. Now he is thinking of turning in the radio on a car. Such, unfortunately, is life.

Playtime

Life at the London Terrace School, superintended by Miss Joslin, begins early in the morning and moves jovially along until shortly past noon. A canvass of this bright and airy property took place several days ago, when the gloom of Winter was hard on the city.

Miss Joslin and her able assistant, Miss Wilson, have the school well organized, with reading, exercise, music (some of those ditties of childhood bring reminiscent tears to your eyes!), modeling with clay, and other profitable occupations of time.

A light luncheon is served in the mid-forenoon, and the children set their own table and serve each other. Miss Joslin got them interested in it, and they like it better than anything they do.

Luncheon Bridge

Several very interesting bridge-luncheons have been given in London Terrace recently, combining two facilities available here.

Luncheon has been served in Elizabeth Flynn's Restaurant followed by bridge in the Penthouse Club. Miss Flynn has made arrangements with the management whereby the attractive rooms in the 470 building can be used when a tenant is having several tables of bridge with more guests than her own apartment is able to accommodate. Miss Flynn will gladly assist in the planning of similar parties for luncheon, cocktails or tea.

Extra-Curricular

According to an interesting report from Gladys Graves Stark, her Penthouse Club Bridge tournaments offer attractions other than the playing of that popular game.

Cupid sits in and plays a hand occasionally and as a result the engagement of two attractive London Terraceites will be announced in the near future. The bride-and-groom-to-be give full credit to that romantic fellow who, in this case, spells his name B-R-I-D-G-E.

Anyone, young or old, who may be interested in the intricacies of either "game," will find Mrs. Stark in the Penthouse Club every Tuesday and Friday nights at eight o'clock and Wednesday and Saturday afternoons at two. Or, if private consultations are desired, special appointments can be made.

Mrs. Stark has just announced her instruction at bridge and practice game Friday at 2 o'clock.

**SLIP COVERS
DRAPERIES
UPHOLSTERING**

Expert Repairing and Recovering
FABRICS

A Complete Range Moderately Priced

THE LONDON TERRACE UPHOLSTERY SHOP
CHARLES DE GRAW

455 Building Lower Corridor House Telephone

London Terrace Radio Service

445 WEST 23rd STREET, N. Y. C.

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

We are qualified to service all makes of Radios.

Nothing equals our (MASTER AERIAL) for clear reception.

CALL US ON THE HOUSE PHONE OR
CHelsea 3-6062

London Terrace Management

announces the following

RESIDENT PROFESSIONAL SERVICES

MEDICAL

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

ROBERT E. FRICK, M.D.

445 West 23rd St., Apt. 1B
CHelsea 3-6677

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

CHELSEA DOG & CAT HOSPITAL

Dr. L. Roth, Veterinarian

Bathing, Clipping, Plucking. Outdoor runs.

258 West 19th Street
Day & Night phone WAt. 9-6963

**D. SOLOSKO
CHIROPODIST**

has moved to the
CARTERET HOTEL
23rd Street at 7th Avenue
CHelsea 3-6804

**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

QUICK FREE DELIVERY

of the finest

WINES AND LIQUORS



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.



Call **LIQUOR STORE**

on your own house phone or

CHELSEA 2-8847



STORE HOURS

Weekdays—8:00 A. M. to Midnight

Liquor Store closed on Sundays

London  Terrace

FOOD STORES, INC.