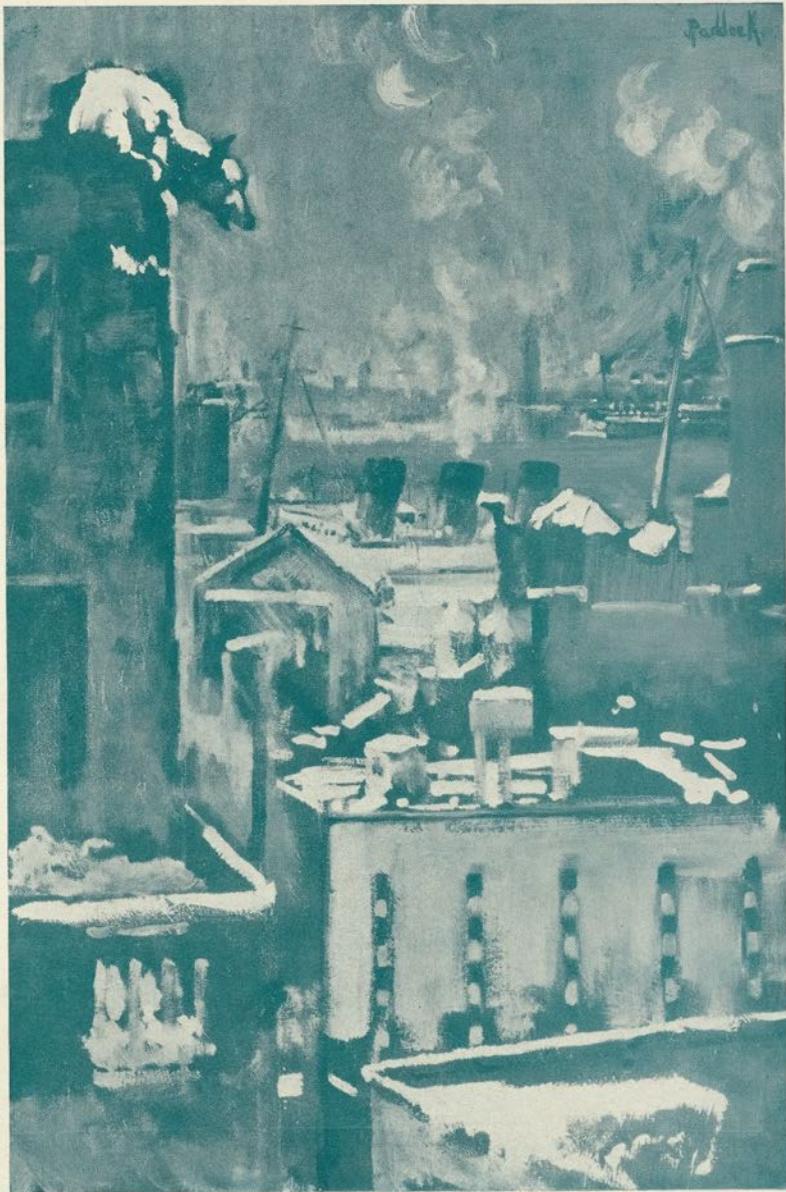


*no read*

# London Terrace News

APR 2 1935



STACK 8

JANUARY

1935

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CHelsea 3-3050-1-2

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Feet

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*For All Makes of Cars and Trucks*

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# London Terrace

## HOUSEKEEPING DEPARTMENT

A comprehensive Maid Service maintained by the Management. Versatile and experienced maids capable of performing any type of household work. Maids clean and dust apartments, kitchens and baths, make beds, wash dishes and polish silver, vacuum rugs and carpets, and perform in fact any type of domestic duties except washing windows and walls and waxing floors. There are also maids adept at assisting at afternoon bridges, preparing and serving luncheons and dinners and washing the dishes afterwards; nursemaids to care for children, ladies' maids, maids to attend those confined to their apartments by illness and maids to do morning or afternoon shopping in the building; or to assist the housewife in any of her manifold household tasks.

### OTHER SERVICES

#### *Window Cleaning:*

Double window.....40c each  
 Single window.....25c each  
 Bathroom window.....15c each

#### *Floor Waxing:*

1 room .....\$1.75  
 2 rooms ..... 3.00  
 3 rooms ..... 4.50  
 75c an hour for waxing around rugs.  
 Wall washing.....75c an hour

### RATES

Standard Maid Service.....50c an hour

#### Monthly Service:—

1 Room  
 1 hour a day except Sunday....\$10.00  
 2 Rooms  
 1½ hours a day except Sunday.. 15.00  
 3 Rooms  
 2 hours a day except Sunday, from 25.00  
 Nursemaids and Waitresses, 50c an hour  
 Night service must be arranged before  
 3 P.M. Day service on call.

*For Further Details Call Housekeeper.*

# London Terrace



The World's Largest Apartment House

435 WEST 23<sup>rd</sup> STREET

NEW YORK CITY



**W. M. A. WHITE & SONS**

ESTABLISHED 1868

350 Madison Avenue

RENTING AND MANAGING AGENTS

The NEWS of

# London Terrace

JANUARY, 1935

VOLUME II

NUMBER 1

## Topical

The Christmas festival at London Terrace provided its juvenescent upsets. With our news-like nose to the ground, we foraged among the small guests seeking journalistic fodder. Two small girls, intently watching the goings-on, were overheard exchanging the greetings of the season.

"Say," asked one, later found to be the less skeptical of the two, "Do you believe in Santa Claus?"

The other paused reflectively and brushed an errant pine needle from her nose.

"Well," she said, "you get more presents if you do."

## Camaraderie

Scratch a Twenty-Third Street trolley conductor, say we, and you'll find a human being. Irked as he is by the daily monotony of finding potential passengers trying to get on the wrong end of the car, he remains at heart a tranquil and hail fellow. In fact, one of our cosmopolitan residents has struck up quite a friendship, over the years, with one of the trolley legion.

Just before the holidays the tenant brushed uptown from Wall Street, triumphant at having maneuvered a particularly profitable day. In an expansive mood, he asked that the conductor and his wife call on him some evening. He then proceeded to his apartment, drowned an

appetizing cocktail, and forthwith forgot his earlier and considerate charity.

Christmas Eve the conductor and his frau dropped in, a-thirst for a social good time. The affable tenant swears, a little grimly, that a social good time was had by all. Playing parcheesi.

## Skill

One of the more agile swimmers among our residents was overjoyed to become, a few years ago, the father of a bouncing baby boy. Having but one avocation, he yearned with a quiet, paternal fervor that the child might become as accomplished a swimmer as he is himself.

When the child became sturdy enough to survive the rigors of the stall shower, the father proudly bore him to the London

Terrace pool, there to instruct him in the intricacies of the crawl and the swan dive. With astonishing alacrity the child grasped all the fundamentals heretofore reserved to Johnny Weismuller, and in less time than it takes to write it, the babe had become London Terrace's chief Sea Lion.

With eye a-glint, the proud father pressed the mother to attend one of the exhibitions, at the end of which the amazed mother uttered the excusable indiscretion that the child could swim circles around the Old Man.

The upshot is that the mother takes the babe swimming regularly, and the father, deep in his gloom, hasn't been near the pool since.

P. S. The mother told us we could tell it.

## Comment

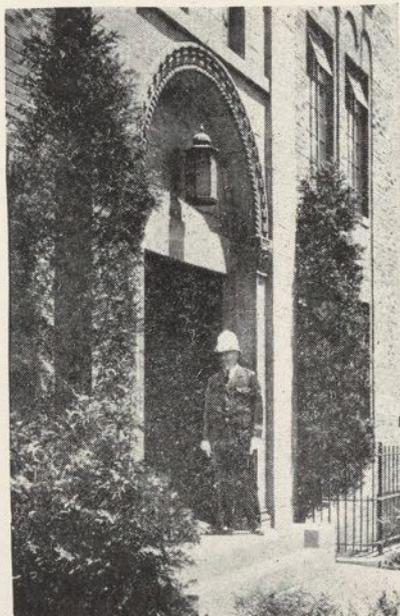
Abe Schlact, our favorite taxi driver, who haunts our doorstep to good advantage, has been recently violating all the known ethics of his profession by taking a course in English Lit somewhere in Brooklyn.

Not long ago we ushered an elderly lady home from a scholarly evening, and as we entered the cab, your reporter remarked casually:

"Nice evening, Abe."

"Platitudinous," he replied.

The lady tittered gently, while your scribe slumped deep in his seat to contemplate the evening, which wasn't so good anyway.



## SWIMMING POOL SHOWS ACTIVITY

THE past month has shown greater sports activity than any since the pool was opened, due principally to the formation of the *Terrace Club*.

This club has been registered with the Amateur Athletic Union and consequently is now qualified to maintain a swimming team and to hold sanctioned championship meets.

The pool will therefore be the scene of several important meets this season, with the best of the water athletes of the Metropolitan district here to seek and defend titles. This activity is looked upon as an important step toward making the pool a source of genuine interest to all.

Short impromptu programs of swimming, diving, and novelty events will be presented each Friday evening. The youngsters of the fast-growing Catfish Club will participate. These weekly events will be regular practice meets of the club swimmers and divers, and no admission will be charged. Tenants and their guests are invited to be present either as spectators or contestants.

The Catfish Club was organized two months ago for the London Terrace children under twelve years of age. Many have taken advantage of the opportunity to join and already are becoming excellent swimmers. The club meets every Wednesday and Friday afternoon at four o'clock. The first thirty minutes are devoted to those who do not yet swim. About forty-five minutes are devoted to coaching the more advanced in racing form, diving, and water games. All the club members are eligible to compete in the Friday night races.

The Terrace Club has been created for the furtherance of interest in aquatic sports. It is an efficient organization which will be extremely helpful to those in-

terested in improving or sustaining their swimming or diving ability. Membership, which is divided into three types, is open to all interested in the work.

Senior Membership is available to all over twenty-one, whether tenants of London Terrace or otherwise. The dues are fifty cents a month.

Junior Membership is open to those under twenty-one, and the dues are twenty-five cents a month.

The Athletic Membership will be filled by those athletes who are members of the A. A. U. and who show themselves qualified to compete on the first team.

All Junior and Senior members will be admitted to the pool at a special rate and may receive expert instruction and coaching every Wednesday evening.

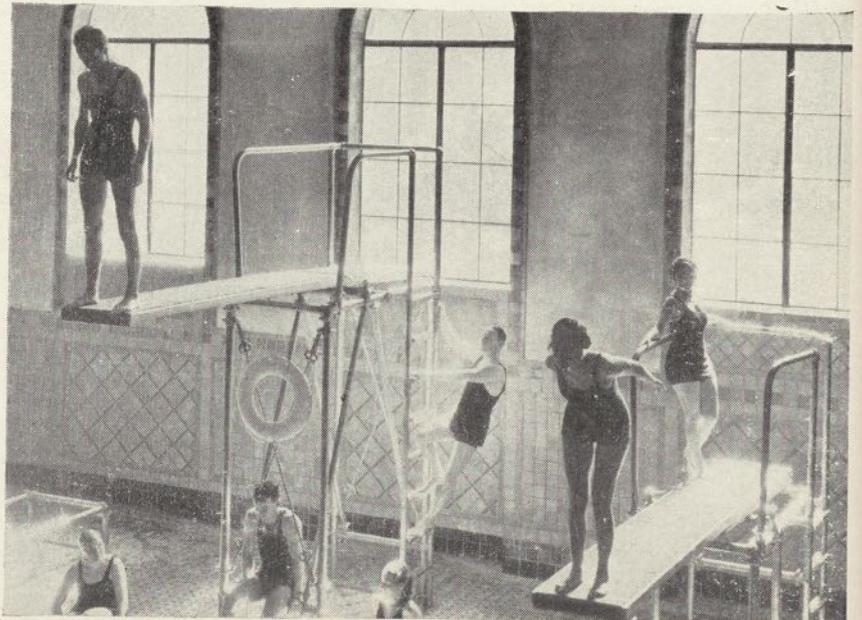
Mr. Joe Nill, West Point's popular and nationally-known swimming and diving coach, has not only been of invaluable aid in organizing the club, but has also generously consented to be present at the pool on Wednesday and Friday nights and Sunday afternoons, when his coaching and assistance will be avail-

able to members of the club, both Junior and Senior. With his aid it is expected that the Terrace Club swimming team will become one of the most active organizations of its sort in the Metropolitan district.

John Dreyfuss, who was recently made captain of the team, was formerly a member of the championship Rutgers relay team with George Kojac. He has held numerous Collegiate and A. A. U. records, and accordingly great things are expected of him.

George MacKegney will ably defend us in the backstroke events, having been Metropolitan champion in that division. Joe Lockman, recognized as one of the foremost breaststroke swimmers in the city, will also compete for us. Buddy Beal, the present Metropolitan "Y" champion in diving, is being primed for the Metropolitan A. A. U. Senior championship. In the free-style events we will be loyally supported by George Harworth, who is training hard and will surely go far.

The Board of Managers of the Club consists of: Brooks Harel, President; Thomas Mahoney, 1st Vice President; Joseph Nill, 2nd Vice President; William Koblenzer, Executive Secretary; W. R. Carter, Treasurer; Edna Cooney, Ass't Secretary.



Bridge

**M**RS. GLADYS GRAVES STARK, prominent in bridge circles and an associate of Mr. Sheppard Barclay, the well-known bridge expert, has concluded arrangements with the Management to conduct bridge activities in the Penthouse Club. Mrs. Stark has already undertaken her program, and reports a gratifying response from residents and friends.

As evidence of the renewed interest in this popular diversion fourteen tables played in last Friday's duplicate contract bridge tournament and the special guest, Mr. Barclay, gave many illuminating sidelights on the game in his address at the close of the session.

Bridge games will be held Tuesday and Friday evenings at eight o'clock, and on Wednesday afternoons at two, to all of which sessions residents are invited to come. Fees at all games will be twenty-five cents, with an optional sweepstake of the same amount. Prizes will be awarded to all winners not taking part in the sweepstakes.

Mrs. Stark is likewise arranging for group and individual lessons for both beginners and advanced players, and inquiries relating to these lessons, as well as suggestions regarding the conduct of the bridge activities generally, are welcomed by Mrs. Stark at the Penthouse Club.

Sun Lamps

In both the men's locker room and the women's locker room in the Pool—We are glad to tell you that The Sun-Tan Lamp Company have installed a Sun Tan Lamp. These lamps are operated by a 25 cent piece—which will give you the treatment for seven minutes. There is no danger whatsoever in using them—but you should take the treatment from the positions as provided.

These lamps can be used any time—whether you are in for a swim or not.

and now . . .

FENCING

**O**NE hour a week brings you a thrill that might have escaped you. That thrill is fencing, the "different" sport that is as romantic as the history of Old London Terrace, as smart as the completeness of New London Terrace.

**F**ENCING is exciting! Like Polo, fencing is sporting! In the flash of gliding foils and ringing sabres there is physical play that thrills you; there is mental play that stimulates you. Yet, in a few moments in the morning, the afternoon, or the evening—easily—conveniently, you may acquire "le grand sport" of the cosmopolitan world.

**M**AKE, then, a rendezvous with health and happiness. The fees are modest—the camaraderie irresistible.

Professor C. Gérard Hicks

*Membre Correspondant de l'Académie d'Armes de Paris.*

*Maitre Correspondant de l'Académie d'Epée de Paris.*

405 Building

Apartment 3D

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

# BUGS

ORIENTAL—DOMESTIC

**CLEANED**

**SHAMPOOED**

**REPAIRED**

**UPHOLSTERED FURNITURE**

Cleaned In or Out of Your Apartment

**LONDON TERRACE VALETS**

415 Building House Phone or WAtkins 9-7676

## THE LONDON TERRACE BEAUTY SALON

*announces the opening of the*

**New Extension**

now located in the space formerly occupied by the  
Barber Shop

**Prices: Each item, 50 cents**



*For appointment: House Phone or CHelsea 2-9653*



*The Barber Shop is now located just  
west of the entrance to the 465 Building*

## Christmas Party

IN accordance with a custom pleasantly cradled by the Yuletide sentiment, London Terrace threw wide its gates during the recent holiday season and entertained a large number of the neighborhood children. Through the years this has been a ritual delighting hosts and guests in equal measure, and the latest celebration was no exception.

Christmas Eve, contrary to the gloomy hazards of the weather forecaster, was pleasant enough to permit the festivities to be staged in the Court, and here the Chelsea section guests rallied, eyes wide and pockets temporarily empty. The tree was brilliantly lighted, and the two choruses, chanting Christmas tunes, provided the forerunner of the arrival of Santa Claus. Observant residents had occasion to point out that the parties are never done by halves, inasmuch as there were three Santas: one child, one full measure Saint Nick, who landed on the roof, and a third who appeared in the Court a few seconds later.

As is the custom, the engaging lyric of Dr. Clement Clark Moore, "A Visit of St. Nicholas" was read, and the London "Bobbies" lent a note both of melody and color as they marched in, singing "Come All Ye Faithful."

The sponsors of the program arranged that the reactions of the young visitors be broadcast over the radio. Station WOR's talented Mr. Floyd Neale, who was giving what is known as a running story over the air, relinquished the microphone to Santa Claus, who interrogated the children at random.

"What do you want for Christmas, sonny?" asked Santa, hoping against hope he could fulfill the request.

"Aw, anything you got!" responded the angelic little youngster. This fine acquisitive spirit

was in evidence all through the evening.

Nothing daunted, but in a slightly more censorious frame of mind, Santa asked the same question of another guest. His little friend viewed him archly before he said: "You ought to know—I told you last week at Gimbels." Fortunately, this rebuke was muffled from the air.

London Terrace residents turned out handsomely for the party, and many expressed pleasure that this delightful custom of entertaining less fortunate children in the neighborhood is now well established. Contributions of toys and money were plentiful, thanks to the warm-hearted response of the residents, and the Management is deeply grateful that this fine spirit of helpfulness was manifested so clearly on all sides.

### Renting Office

A distinguished traveler called at the Rental Office recently. He had just returned from Munich where he had seen a model of London Terrace in the Deutsches Museum and it so impressed him that he wanted to see the original.

"Strange," he said, "that one should travel so far to learn what is going on in his own New York."

Some of our new tenants may not have seen the attractive brochure of London Terrace in which its services and facilities are copiously illustrated and described. Copies are still available and will be sent to the apartment upon request.

In response to many requests from residents, the Lingerie Shop will carry a stock of men's furnishings, such as shirts, pajamas, socks, ties, etc. These will all be popular priced standard brands.

## LIFE MAY BEGIN AT FORTY BUT IT'S TOUGH AT SIXTY WITH NO INCOME!

If you are now.....	Age 40
and would like to have	
\$100 per month at.....	Age 60

You will have to save each month for the next 20 years .....	\$122.00
--	----------

*If you do it in the accustomed manner.*

If you are now.....	Age 40
and would like to have	
\$100 per month at.....	Age 60

You will have to save each month for the next 20 years .....	\$41.66
--	---------

*If you do it MY way.*

AND

The plan is backed by the oldest, soundest financial institutions in America.

If you are interested in how the plan works, 'phone or write me. I shall be glad to call, with no obligation on your part.



**BERNARD E. SISK**

*Life Insurance and Annuities*

225 Broadway

BArclay 7-7700

Evening Appointments

Apt. 11F - 415 Building

## Join Our Rental Library

All the Latest Books,  
Fiction and Non-  
Fiction.

NEW! London Terrace Stationery Steel Engraved with the New Crest in Vellum and Ripple Finish.

CHAIRS  
and  
TABLES  
FOR RENT

*We Deliver and Call for  
Them.*

*Call us on the House Phone*

LONDON TERRACE  
BOOK SHOP

London Terrace News  
Service, Inc.

## NEW YEAR'S OUTLOOK

THE lush harvest that was 1934 lends stability to the view that 1935 will be better. This hearty optimism seems to be shared on virtually all sides by the London Terrace services, by the merchantmen in this bustling sector, and by those of the Terrace public who obligingly consented to be quoted.

Take greeting cards, for example. For five years the greeting card business has been in the doldrums, yet during the holiday season just passed the Book Shop did a highly gratifying trade in printed salutations.

People are eating more, asserts a food expert, who holds that starvation will be less popular in 1935. The ginger ale market is on the rise, and the trade in alcoholic beverages has composed itself to a steady tempo of briskness. Restaurant attendance is on the gain, and husbands are ordering more flowers for their wives. The telegraph business showed a nice seasonal lift, and there are evidences that this acceleration will hold.

Bank deposits are up, and the automobile business, aided by the recent show and smart new models, is going along better than ever. Within the Terrace's confines, all services report a better year, with heartening prospects that there will be more suits pressed, linen laundered and packages received than at any time since the Great Drought.

Belligerently non-partisan, this journal cannot overlook the fact that, to many, the herculean efforts of the government have been responsible for the rosy horizons of 1935. Pencil on ear, your reporter ferreted out a few people at random, soliciting comments and promising immunity from publicity.

Mrs. F. looks forward eagerly to 1935. "I received ten cents too much change at Bloomingdale's," she announced, "and

someone I know in New York won a practical prize in a radio contest. Bad times can't last forever."

G. G. said: "I got two ties for Christmas I'm not ashamed to wear. Roosevelt is certainly wonderful."

One of the elevator boys, long in London Terrace service, said: "There are more voices with a smile, and consequently more smiles. Business men used to come home with faces so long they could hardly get in the elevators. Now it's all different. I understand they're going to open up Wall Street again."

Mike Vistula, the peripatetic peddler of shoe-strings to the Lackawanna Ferry customers, insisted his name be used. Stated Vistula: "Beezness hees-a seemply great." Vistula added that he hadn't seen so much prosperity since they took the steam engines off the Ninth Avenue El.

## HOSIERY

Guaranteed first quality,  
full-fashioned from  
\$ .49—\$1.45

Fabric and Leather Gloves  
from \$ .49—\$2.98.

VAN RAALTE WOOLLY-  
WYNS

Vest and Panties

25% Wool @ \$ .59

50% Wool @ .69

Combinations @ 1.00

RUN-PROOF RAYON

Vest and Panties from \$ .69

Run-Proof Slips @ \$1.39

will wear much longer than  
the average slip.

Also complete selection of  
silk lingerie, handkerchiefs,  
neckwear and sportswear.

LONDON TERRACE  
LINGERIE SHOP

CHelsea 3-8169  
or House Phone.

### Special Dinner

IN response to the popular demand, Elizabeth Flynn has just established at her London Terrace Restaurant a special seventy-five-cent dinner. For the time being Miss Flynn has eliminated her one dollar and twenty-five-cent dinner.

The reduction in price will not affect any of the facilities of the Restaurant. The Cocktail Bar is continued as a regular feature, and the orchestra will, of course, be present as usual.

### 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

### Miss Constantine

RYTHMIC EXERCISE  
FOR WOMEN

Three lessons each week, for tenants, \$5.50 per month, for non-tenants, \$7 per month.

9:30 to 12 A. M. Daily  
4:30 to 7 P. M.

Except Saturday and Sunday

8 to 9 P. M. (Monday and Wednesday)

465 West 23rd Street  
CHelsea 3-7000  
or House phone.

### Honors

Just as we were going to press, we received word that the Terrace Club of the Swimming Pool had been awarded three Metropolitan Championship events by the A. A. U., as follows:

Free Style — Metropolitan Junior Championship—100 yards —for Men.

Metropolitan Junior — 100 yards Backstroke—for Women.

Senior Metropolitan — Low Board Diving Championship—for men.

We are also pleased to announce that Joseph Liebman, one of our members, on Saturday won the 200-yard Breast-stroke and also the 50-yard championship.

Due notice will be given of the nights these championship events will be held in the Pool.

### Booklet is Issued

SINCE the last appearance of the NEWS, the booklet devoted to Information for Residents of London Terrace has been issued. Attractively bound and well printed, it serves as a guide to the operation of the world's largest apartment house.

The Management has endeavored to tell therein the story of London Terrace operation simply and directly, with a directory of its services, an outline of the operating personnel, together with an enumeration of all details of operation which affect the tenant. It is felt that this booklet, which has now been delivered to all residents, will serve as a guide book and a directory of permanent use and value. A number of favorable comments have already been received concerning the booklet, and the Management is gratified to report that a still greater spirit of cooperation on the part of residents has been noted since its appearance.

**CHICKERING**

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MANAGEMENT

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LONDON TERRACE  
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Call on us for your theatre  
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Dr. L. Roth, *Veterinarian*  
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Silverware and Fine Jewelry

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of Registered Optician

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

**Kindergarten**

THE London Terrace Kinder-  
garten and Nursery School  
has started its second term in the  
attractive space used by the  
school in the 405 building. Miss  
Joslin, director, announces the  
arrival of several tiny, new pu-  
pils. However, there are still  
a number of parents, recent ar-  
rivals in the Terrace, who may  
not know of the school and what  
it offers.

The hours are from nine till  
noon every day, except Saturday  
and Sunday, for children be-  
tween the ages of two and six.  
As shown in the accompanying  
picture, interesting and instruc-  
tive equipment is used by the  
children. Emphasis is placed on  
proper habit formation and so-  
cial cooperation.

Miss Joslin also wishes it to  
be known that her school is not  
exclusively for London Terrace  
children. Tenants who know of  
parents who may be looking for  
such a school are invited to get in  
touch with Miss Joslin or her as-  
sistant, Miss Wilson.

After seeing the delightful  
picture of the younger genera-

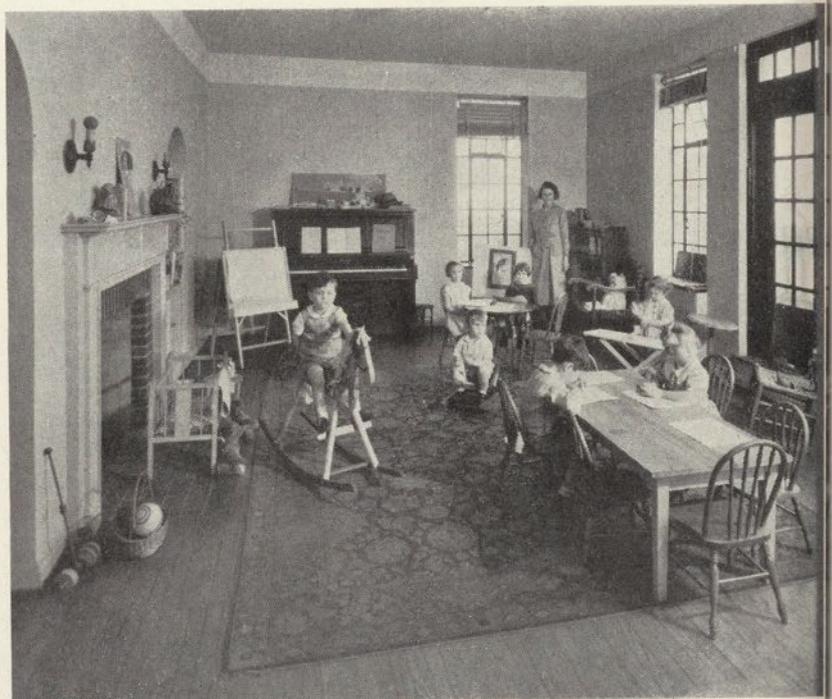
tion of London Terrace, we feel  
sure that many tenants will want  
to see them "in action". All are  
cordially invited to drop in  
Penthouse "A," 405 building,  
during the morning school  
hours.

**Fencing**

FENCING has now been added  
to the many activities of Lon-  
don Terrace. This universally  
popular sport, which is sur-  
rounded by a continental atmos-  
phere as distinguished as that  
of our building may now be en-  
joyed conveniently by all the  
Terrace residents.

Professor C. Gerard Hicks  
who directs fencing activities has  
learned his art from the blades  
of the most famous masters of  
three nations, including the in-  
ternationally known Professor  
George Santelli, Olympic Coach  
for the United States Team '32-  
'36.

It is of interest to our ten-  
ants to know that Professor  
Hicks is one of the only Ameri-  
can Masters ever to be recog-  
nized by the Academy of Arms  
of Paris.



The Kindergarten and Nursery School

**Queries**

**T**HE advantages of living in London Terrace are commonly known. Its convenience, efficiency and comfort, its neighborliness, its advantages—such as its roofs, its playgrounds and its swimming pool—are recognized by all residents of London Terrace, and by many of the public at large.

But some among us have unusual reasons for living here, and your departmentalist has spent a busy fortnight locating these people and discovering their reasons. Three residents, whose statements appear below, have reasons beyond the usual:

Miss A. is a writer, with two apparently irreconcilable desires, one to write, and the other to be active socially. She says, "I came to London Terrace to get away, when I wanted to, from the group with which I travel. Like a small child, I have my playtime and like a grown-up I have my work to do. People don't call on me unless they know I'm home and that I want them to come. I'm not exactly in the country, but I'm away from the maddening proximity of friends at times when I don't want to see them."

Mr. L. is a night editor. "I live in London Terrace," he says, "because it doesn't take me hours to get home after work, when I am tired. I sleep until early afternoon, as peacefully as though I were on a farm. In the evening I can dine with my friends in the Terrace, and still get to my office without cutting dinner short or breaking my neck to make it in time."

Mrs. N. is a widow approaching middle age. "I live in London Terrace," she reports, "for a variety of reasons, several social, some economic. I find I can live here on a budget the flexibility of which is governed entirely by me. I fix my own living expenses and have no extras beyond those of my own

creation. When I must economize, I putter around in my own little kitchen—always clean, compact and handy. And I do the best I can myself to keep my apartment in order. But when I feel a bit affluent, I just call the Housekeeper. Then I can entertain as ably as any hostess with a battery of servants—and my socially distraught guests wonder how I do it.

**Safety Campaign**

Do you know that—

New York City has to solve one of the most complicated traffic problems in the country?

The City has a widely diversified population of approximately 7,500,000 persons?

It has 5,251 miles of streets, paved and unpaved?

Over these streets there roll daily 790,000 duly registered motor vehicles of all types?

It is estimated each day adds approximately 400,000 to 500,000 visiting motor cars to this army?

There are more than 16,000 taxicabs?

Geographically, New York City is unique—its traffic ebbs and flows like the ocean.

The Management again records its satisfaction in being permitted to assist in the Police Department's Safety Campaign, now in its third successful month.

The picture "Gargoyle in Snow," which forms this month's cover design, is a reproduction of an oil painting by Miss Josephine Paddock, well-known artist and resident of London Terrace.

On the snowy, winter day when this picture was painted, Miss Paddock's eighteenth floor apartment gave her an unobstructed view of the Hudson, with the *Leviathan* resting in her birth in Hoboken and one of the French liners at its Chelsea pier. The gargoyle and terrace of the 465 building provided additional interest.

**London Terrace  
LAUNDRY**

in 425 Building

is for your convenience.

•

**"It costs no more"**

**48 Hour Service**

**when requested.**

•

*Pick up your house  
phone and our man will  
be at your door within  
10 minutes.*

**A. L. Kramer, Mgr.**

**A. LOMAN**

HATS and FURNISHINGS  
for discriminating men.

•

Ask to see the new  
STETSON **\$5**  
Penn-Craft  
HATS

*Half Yearly Sale Now in Progress*

**NEW** Shirts, Ties,  
Socks, etc., etc.

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**DRESSMAKING**

*and*

**ALTERATIONS**

•

**MRS. O. LE COUNT**

460 BUILDING  
APARTMENT 10-A  
WAt. 9-7163



An Invitation to  
Inspect Our New

## "HOSPITAL-WHITE" Prescription Department

**H**AVE 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

## EXERCISE PROVES POPULAR

**P**HYSICAL activity is much more enjoyable with companions. It is fun to dance in a crowd—to swim with sociable competition—to exercise with others. London Terrace has two excellent centers,—the lovely, clear pool, with its amphibian humans and its helpful attendants and the new Women's Exercise Room, in the 465 building (entrance through the Swimming Pool, 470 building) with its soft, white-sheeted exercise mats, pleasant music and Miss Constantine in charge.

Miss Constantine is a graduate physical director with experience in beauty salon and athletic clubs, corrective and recreational gymnasia, finishing schools and camps for privileged girls. Some of her clients are famous for exquisite grooming, who include regular exercise in their detailed routine, but the majority are just active, busy women, who are trying to attain and retain the maximum health and beauty which is potential in them. Good carriage, smooth contours, a cheer-

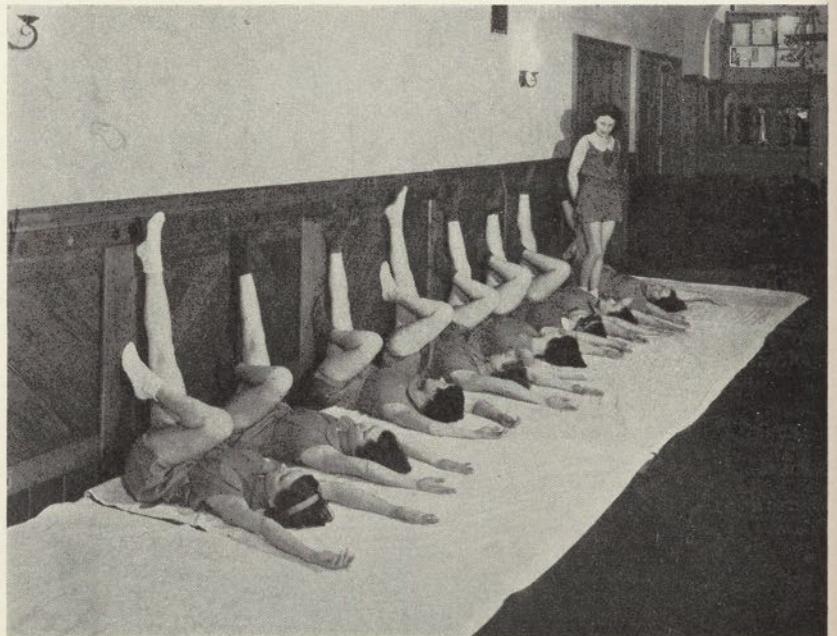
ful disposition and increased vitality are the chief objectives.

A little time, not much money and plenty of "will to do" are necessary requisites. The dividends turn up spontaneously in delightful ways. For example: from a husband, "Mary, it is *again* a treat to dance with you"; from a young brother, "Gee, Sis, where do you get the pep?"; from an employer, "Don't expect a raise, but it is good to have somebody work *and* smile in this office"; from a saleswoman, "Madam wears this 16 perfectly" and from visitors in the Exercise Room, "Where *does* Miss Constantine find such charming clients—not the athletic type at all."

There are splendid recreational advantages in London Terrace. They were probably among the many factors that made London Terrace your residence choice. Why not arrange today to

**"TAKE GYM—THEN SWIM  
—AND STAY SLIM!!!"**

Advt.



LIMBERING UP IN THE NEW WOMEN'S EXERCISE ROOM

JANUARY, 1932  
Ambitions  
THE small boy  
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ready to batter  
against the storm  
night.

HANDY BU  
HOUSEHOLD  
Altering of Dress  
Sewing, Repair  
and more. Practical  
MRS. G. H.  
Tel. WAshington 1477  
Art. 18-410

## Ambitions

THE small boy who wanted to become a circus clown and then emerged into maturity as a tabulator in a hair mattress factory is, of course, to be pitied. Today, one presumes, he sits at his work bench, endlessly counting hairs and dreaming of something he would rather be doing, as who wouldn't?

But a canvass of more notably successful business men in London Terrace reveals hidden wells of lifelong yearning. These repressions take verbal form at the bridge table, at dinner, in the settled quiet of the hearthside.

One resident upon whose amiable company we imposed not long ago has lived in London Terrace many years—ever since it was built, in fact. The Hudson fascinates him, among other things. And chief among the river's lures are the ships permanently berthed on the Jersey side, those mammoth children no parent wants.

"I have wanted to go aboard them, one by one," he confessed, reefing in his voice to a ghostly whisper. "There's something eerie about them, so still and big and overwhelming. Think of the yarns those old sides could spin! I'd like to walk up and down their hollow decks and grope into abandoned cabins, just to see what it all looks like."

Another resident, with less of a flair for the bizarre, has his heart set on an outboard motor and a collapsible boat, both of which he could tuck away in a closet when the day's cruise was at an end and all hands were ready to batten down the hatches against the storm of approaching night.

## ARE YOU PREMATURELY GRAY?

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By appointment

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STACK 8