

JULIO '34 A

# London Terrace News

STACK 8



JULY

1934

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S. E. Corner 23rd St. at 11th Ave.

**DODGE TRUCKS**  
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*For All Makes of Cars and Trucks*

STORAGE  
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506 - 546 WEST 23rd STREET

**EXCELSIOR AUTOMOTIVE SERVICE**

**NEVER  
CLOSED**

DIRECT DODGE AND PLYMOUTH DEALER

Show Room in London Terrace

S. E. Cor. 10th Avenue and 24th Street

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**24-HOUR  
SERVICE**

London  Terrace  
FOOD STORES, INC.  
*Recommend*



*Sparkling*  
**POLAND WATER**

In the Famous Green Bottle—With the New Red Label  
Add health to strength by using Sparkling POLAND WATER—  
when making highballs, rickeys, fizzes and other long drinks.

POLAND SPRING COMPANY  
745 FIFTH AVENUE, NEW YORK • PLAZA 3-0340



# 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



JULY, 1934

VOLUME I

NUMBER 6

## WHO LIVES IN LONDON TERRACE?

A COMMUNITY is always judged by the character of the people who live there. In some communities the population is determined primarily by the character of the business, social or intellectual activity which dominates the city, and as a consequence we find for example, steel centers, College and University towns, sport centers, resort locations, art communities, and fishing towns like Gloucester. However, when we consider a community the size of London Terrace which has no single activity to draw people with a common interest together, it becomes a matter of real interest and importance to discover precisely the type of persons who, with decidedly diverse business, social and intellectual activities, are together attracted to a single dwelling community which offers the maximum in living comfort and convenience.

Believing that an accurate survey of the occupations of the thousands who live in London Terrace would interest our readers as much as it does the Management, we have obtained from the Managing Agents, Wm. A. White & Sons, a complete tabulation of 1,445 lease signers who stated their occupations on their applications, and we present herewith the result of our research. We are not so much concerned with the numerical tabulation as with the really great variety of interesting

occupations revealed, which establishes immediately the group personality of the London Terrace community as one of exceptionally high character particularly revealed by the statistics which show occupations requiring individual expression and activity.

The alphabetical list of occupations, supplemented by a summary of leading activities, is presented below:

Actors and Actresses	3	Diamond Cutters	1
Advertising Managers	22	Designers	9
Artists	28	Dramatic Critics	2
Assistant Managers	48	Directors of Home Economics	1
Attorneys	44	Department Stores	
Auditors and Accountants	41	(Unclassified)	13
Bacteriologists	1	District Managers	11
Banking (Unclassified)	6	Dentists	9
Bank Tellers	4	Executive Trustees	1
Beauticians	5	Economists	3
Bookkeepers	10	Engravers	1
Brokers	14	Engineers (Various)	51
Business Managers	5	Factors	2
Business Partners	48	Fitters	1
Building (Unclassified)	3	Foremen	3
Buyers	17	Genealogists	1
Cashiers	8	Heads of Departments	22
Clerks	50	Hostesses	2
Correspondents	2	Hotels (Unclassified)	4
Customers' Men	8	Housewives	2
Cosmeticians	1	Haberdashers	2
Consultants	3	Importers	2
Composers	1	Insurance (Unclassified)	37
Chemists	3	Investment (Financial)	14
Comptrollers	1	Interviewers	1
Cruise Directors	1	Interior Decorators	2
Converters	1	Jobbers	1
Christian Science Practitioners	4	Law Clerks	1
Draftsmen	1	Lithographers	1
Dancers	5	Lecturers	3
		Librarians	5
		Labor Adjusters	1
		Landscape Architects	1
		Models	2
		Motion Pictures	3
		Music Critics	1
		Musicians	8
		Manicurists	3
		Managers (Unclassified)	80
		Nurses	21
		Newspapers, including Editors, reporters, rewrite men, etc.	29
		Opticians	1
		Optometrists	1
		Pages	1
		Personnel Directors	3

## LONDON TERRACE FROM THE AIR



Publicity .....	11	Salesmen and Saleswomen..	56	6. Salesmen and Saleswomen	56
Publishing .....	29	Sales Directors .....	8	7. Engineers .....	51
Private owners of businesses	72	Supervisors .....	15	8. Clerks (Unclassified) ..	50
Private Income .....	78	Singers .....	5	9. Business Partners .....	48
Presidents of Companies.....	30	Superintendents .....	18	9. Assistant Managers .....	48
Physicians .....	12	Secretaries .....	115	10. Attorneys .....	44
Public Stenographers .....	1	Secretaries and Treasurers..	14	11. Auditors and Accountants	41
Psychologists .....	3	Teachers .....	87	12. Insurance (Unclassified)	37
Printers .....	2	Transportation (Unclassified)	5	13. Presidents of Companies	30
Priests .....	1	Toys .....	1	14. Newspapers (Un-	
Purchasing Agents .....	2	Telephone Operators .....	5	classified) .....	29
Photographers .....	2	Writers .....	9	14. Publishing .....	29
Professors .....	3	Y. W. C. A. Workers .....	3	15. Artists .....	28
Principals (Schools) .....	5	New York City Employees..	14	16. Representatives of Com-	
Radio Announcers .....	1	New York State Employees.	3	panies .....	26
Radio (Unclassified) .....	4	U. S. Government Employees	14	17. Heads of Departments..	22
Representatives of Companies	26			17. Advertising Managers .	22
Renting Agents .....	2			18. Nurses .....	21
Sound Technicians .....	1				
Stylists .....	1				
Statisticians .....	8				
Stage Mechanics .....	1				
Social Workers .....	4				
Students .....	3				
Sea Captains .....	1				
Sales Managers .....	27				

## SUMMARY OF LEADING OCCUPATIONS:

1. Secretaries .....	115
2. Teachers .....	87
3. Managers .....	80
4. Private Income .....	78
5. Private Owners of Businesses .....	72

In conclusion, it should be remembered that this total of 1,445 occupations does not represent the total population of 4,300 persons who live in London Terrace, but only the actual signers and co-signers of leases, usually one in each occupied apartment.

## ELEVATED HIGHWAY OPENS

THE West Side elevated freight highway of the New York Central Lines was formally opened on Thursday, June 28th, with dedication ceremonies at the new St. John's Park Freight Terminal at Spring Street. Frederick E. Williamson, President of the New York Central, presided, Transit Commissioner Leon Gonley outlined the history of the development, and Mayor Fiorello LaGuardia was guest of honor. About 1,500 invited guests including civic and business leaders interested in the West Side Improvement left Grand Central Terminal at 10:15 A.M. in two special trains, and proceeded to Spuyten Duyvil and thence down the Hudson embankment and to Thirtieth Street where the new structure begins. Here the trains became the first and perhaps the last passenger trains to traverse the new highway. No bells rang on the engines, and no cowboys on horseback preceded the inaugural trains on their trip down the highway to the new freight terminal at Spring Street. Upon arrival at the terminal President Williamson spoke briefly, welcoming the guests and reviewing the years of effort that have preceded the actual opening of one of Manhattan's most important engineering feats. Mayor LaGuardia, obviously greatly pleased at the culmination of this achievement during his new administration, extended the congratulations of every person and organization whose continued cooperation had made the project possible. At the conclusion of the ceremonies, a buffet luncheon was served, accompanied by music from the celebrated Red Cap Band recruited from the porters of the New York Central Lines.

The actual opening of the new highway took place on Monday, July 2, and from that date 75

percent of the freight trains will use the overhead tracks, eliminating practically all of the noise attendant upon the necessary ringing of the bells which must accompany the surface trains. When the last train goes up, London Terrace plans to give a luncheon to the cowboy riders who have ridden past the Terrace for so many years.

### Artist



The London Terrace NEWS is exceptionally fortunate in being able to use the work of one of the country's leading artists in its pages. The little

sketches used in this and previous issues of the NEWS are the work of Adolph Treidler who does the drawings for the London Terrace newspaper advertising which has excited widespread comment in advertising circles, and has been unusually effective in bringing new tenants to the Terrace. Mr. Treidler was chosen as our advertising artist after several conferences between William A. White & Sons, renting and managing agents, and our Advertising Agency, Birmingham, Castleman and Pierce. Treidler's work is noted for its strength and sincerity, all his drawings being made on the spot. He has done considerable work for the United States Government including a Thrift Stamp prize winner, and Liberty Loan and Red Cross posters, has taken many prizes in poster contests, and drawn cover designs for "System," "Collier's," and the "Red Book" magazines.

### BON VOYAGE GIFTS and CARDS

*Deliveries to All Steamers*



### KODAK FILMS

DEVELOPING and PRINTING  
7-HOUR SERVICE



### RENTAL LIBRARY

ALL THE LATEST BOOKS  
FICTION AND NON-FICTION



### LONDON TERRACE BOOK SHOP

London Terrace News  
Service, Inc.  
219 Ninth Avenue  
New York



### THE TAP ROOM and GARDEN of the FIRESIDE INN

409-11 West 24th Street  
*Opposite London Terrace*

Offers You  
Informal Service of

WINES  
LIQUORS  
COCKTAILS

from 25¢ up.

Draft Beer—Bottled Ale

11:30 A. M. to 1:00 A. M.

*Weekdays*

5:00 P. M. to 1:00 A. M.

*Sundays*

## POSTAL TELEGRAPH

MAINTAINS IN  
LONDON TERRACE  
AN  
EXCLUSIVE  
OFFICE  
FOR YOUR SERVICE

TO SEND A  
TELEGRAM  
CABLEGRAM  
RADIOGRAM  
MONEY ORDER

or secure a messenger to run  
your errand

Simply ask for  
POSTAL TELEGRAPH  
on your house phone.

On your vacation keep in  
touch with home and bus-  
ness by inexpensive

POSTAL TELEGRAPH  
Night Letter.

## LEARN TO SWIM and DIVE IN MANHATTAN'S LARGEST AND FINEST POOL

*Complete Swimming and  
Diving Instruction*

⌘ for a hot summer  
afternoon—

a cool plunge in your  
own pool.

HULSMANN'S  
LONDON TERRACE  
POOL

House phone  
or  
CHe 3-7000

## FREE SWIMMING LESSONS IN POOL DURING "LEARN TO SWIM WEEK"

AT a luncheon meeting at the Hotel George Washington on Friday, June 29, presided over by James V. Mulholland, Director of Recreation for the City of New York Department of Parks, a "Learn to Swim" campaign was inaugurated for the promotion of safety to non-swimmers. Owners, Managers, and representatives of all the New York pools attended, and immediately agreed to cooperate fully with the city in its admirable work. "Learn to Swim Week" will extend from July 9th to 14th, and the thirty-seven pools in the Metropolitan area will, during this period, be open to beginners either free of charge or at a nominal fee of ten cents for an hour's lesson.

Frederick Hulsmann, Jr., proprietor of the London Terrace Pool announced that the daily demands of residents prevented him from opening our pool to the public for these lessons, but that he would cooperate with the campaign by offering free group lessons one hour each day during the week to residents of the Terrace who can not swim. He has set aside the hour from 12 o'clock noon to 1:00 P.M. from Monday, July 9, to Saturday, July 14, for these group lessons under his personal instruction, and any resident may join the

groups daily by applying in person at the desk each day before 12 o'clock for his ticket.

Mr. Hulsmann, who is now regularly at the pool daily from 7 A.M. to 1:00 P.M., due to the steadily increasing use of the pool's facilities with the arrival of real summer weather hopes that our residents will take advantage of "Learn to Swim Week" and join the group in Manhattan's largest and finest pool.

## Decision Favors Busses

HOPE for the early substitution of busses for the 23rd Street crosstown trolleys received further confirmation last week when Supreme Court Justice Philip J. McCook, in a lengthy opinion held that the franchise granted the New York City Omnibus Corporation and four other bus companies by the former Board of Estimate for six crosstown and several longitudinal routes were legal, and dismissed a plea to have the awards set aside as illegally granted through fraud and collusion. Although Justice McCook's decision may be appealed, the opinion he handed down is expected to carry great weight toward the final elimination of the trolleys. We print below a photograph of the type of bus which the New York Railway Corporation proposes.



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

**DRESSMAKING**  
*and*  
**ALTERATIONS**

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

**ONE TENTH INTEREST  
IN IMPORTANT IN-  
VENTION APPLICATION**  
\$300.00

For Information Call  
Apt. 12-E, 425 West 23rd Street

*Bon Voyage Parties*  
**CALL FOR FLOWERS!**  
Prompt delivery to all departing  
liners and to any vacation resort in  
the Country.  
**London Terrace Florist**  
405 Bldg. CHe 3-8235

**R. K. O. Proctor's**  
**23rd Street Theatre**  
*Always Two Features*  
CHELSEA 3-2766

**Grand Opera House**  
23rd St. and 8th Ave.  
**FEATURE PICTURES**  
**VAUDEVILLE**  
CHelsea 3-0525

**From the  
Rental Office**

THE Borough of Manhattan has more annual October "movings" than any other city in the country, the average residence changes in apartment houses being about 25% each season. For this shifting of population, no definite cause can be determined, but it is seemingly a natural condition resulting from the state of flux in which the great city lives, with individuals and families moving for many various reasons or for no reason at all except the Manhattan tendency to move from year to year, even if only across the street.

London Terrace, however, with its many advantages and facilities not possessed by smaller apartment houses, expects to show a far smaller percentage of change than the established average for New York. Exact figures, compiled on July 2nd, reveal that already 42% of our residents have renewed their leases for next year, and at the rate these applications for renewals have been received it appears that the great majority now living in London Terrace plan to continue to make their homes here.

The spirit of the entire Rental Staff is that our tenants are friends rather than customers, and they are glad to spend all the time with them that may be required to assure them of comfort and happiness in their 1935 homes. That it is much easier and far more convenient for all to accomplish this in the more leisurely days of early summer than in the rush and congestion that inevitably attends the approach of October is at once obvious. With our many different types and locations of apartments, every tenant's requirement is a separate problem demanding individual attention and consideration. This personal interest, the Rental Staff is eager to give, and tenants wishing to conclude

(Continued on page 11)



**HOSIERY**

Paulette..... from 59¢  
Gor-jus..... from 69¢

Gotham Gold Stripe,  
from 95¢

**SUMMER SPORTSWEAR**

Halter-neck Short Ensembles,  
from \$1.29

Seersucker Pajamas and  
Robes to match. \$1.98 each

**COTTON DRESSES**  
\$1.98 and \$2.98

Newest seersuckers and  
piqués.

Lingerie, Handkerchiefs,  
Gloves, Blouses, Skirts.

**LONDON TERRACE  
LINGERIE SHOP**

405 Building  
House Phone or  
CHelsea 3-8169

*Self Expression  
in  
Clothes  
Is Possible Only  
With  
Custom Tailoring!*

▲  
We specialize in  
Men's and Women's  
Distinctive Suits and  
Coats made to order  
at moderate prices.

▼  
Custom Tailoring  
Department  
LONDON TERRACE  
VALETS  
415 BUILDING

**EXCLUSIVE  
MILLINERY**

Original and Individual  
models made to order  
from any materials.

Hats Altered

▲  
**BETTY WILBUR**  
Apt. 5-F 415 Building  
House phone or CHe 3-6956  
Evenings and Saturdays

**A. LOMAN**  
Complete Stocks of  
WARM WEATHER WEAR

featuring

Manhattan Shirts      Stetson Hats

Interwoven Hose, etc., etc.

ALL STRAW HATS  
REDUCED TO 95¢

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

Haberdasher to London Terrace

## ACCIDENT PREVENTION

WE are indebted to Patrolman Edwin H. Flood of the Tenth Precinct Police Station for a discussion of accident prevention, particularly for children, but applicable also to adults. Patrolman Flood has given many lectures on the subject throughout the city, and had planned to deliver a discussion in London Terrace had facilities permitted. His activities are under the authority of Captain John Lang, in charge of the local station, and we quote in part the introduction to his lectures given before parents and children. "Recently I visited several of our neighborhood schools for the purpose of warning and instructing our children in safety and accident prevention, and the intelligence and understanding shown by the children was highly gratifying.

"Unfortunately, as the years go by, and we and our children safely come and go from school or work, we are lulled into a false sense of security, and our vigilance relaxes, until some day an accident occurs to us or to one of our children, and the lesson or neglect is suddenly learned. But the price of such neglect is far too great to pay when care and thoughtfulness would have prevented it. I suggest that today you make certain that your children are not engaged in any of the dangerous pastimes so prevalent in a crowded city like New York. Impress upon them day after day the importance and necessity of never leaving the sidewalks except to cross streets when necessary, at crossings, and warn them of the many accidents that occur from stealing rides on street cars, trucks and taxis.

"If your children ask to go skating or bicycle riding, be sure that you advise them of places in the neighborhood where it can be done in safety. Children should take advantage

of playground and recreational facilities in their neighborhood; they should be drilled incessantly to observe traffic lights and to keep off and out of the roadways.

"Parents should always set fitting examples for children and for themselves by strict observance of the common rules of self-preservation. Use the crosswalks . . . wait for the lights . . . and look in both directions carefully before attempting to cross the street. The few moments saved by cutting across traffic are never worth the risk of sudden accident.

"Statistics show that more than 70% of the persons killed or injured in traffic accidents are adults. The pedestrian should never depend upon the skill or consideration of a motorist when he steps into cross traffic. You can not read the driver's mind nor gauge the effectiveness of his brakes. Nothing should ever be left to chance; take every possible care and precaution.

"The New York Police Department, 24 hours a day, 365 days in the year, is ever alert to the safety and protection of pedestrians, but in spite of this vigilance, records show that the number of *preventable* accidents has increased amazingly in recent months, for police vigilance alone is not enough. . . . We must have the whole-hearted cooperation of *all* citizens. We can not help you unless you are ready and willing to help yourselves by obeying traffic lights and signals and by intelligent observance of the common rules for caution and self protection."

### LONDON TERRACE NEWS

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

# DINE *and* DANCE

*in the*

LONDON TERRACE  
RESTAURANT

•  
Dinner Dancing  
till 9:30

•  
FRANKLIN DRAKE'S  
ORCHESTRA

•  
Full course dinners  
85¢ and \$1.00

•  
Blue Plate Special  
65¢

•  
House phone  
or  
CHelsea 3-5285

## RENTAL OFFICE

*(Continued from page 9)*

their 1935 apartment plans will find every cooperation extended to them with ample time for the completion of routine paper work, painting, repairs and other details required.

A satisfied tenant is the best advertisement London Terrace can have. Two weeks ago Wm. A. White & Sons received a letter from one of our present residents which stated that five guests who visited their apartment during the year have taken leases for immediate or October occupancy. It is an occurrence like this that makes the Management feel that its unceasing efforts for complete comfort and ease of living for residents have brought the results for which we have strived.

## The Restaurant

THE London Terrace Restaurant during these warm evenings, has with a thought to the cooking problems of busy housewives, inaugurated a special Blue Plate dinner each night with dancing until 9:30 o'clock, feeling that this innovation will be a pleasant and economical solution to the daily question of what to have for summer dinners.

## Mops Again

THE shaking of urban dust-mops into our beautiful suburban garden is one of the recurrent problems which confront the Management. Our campaign against over-loud loudspeakers, based on the theory that mutual cooperation is most helpful to all, has been signally successful, and it thus seems logical to assume that the same theory applied to dust mops will yield the same pleasing results. If one tenant shakes a mop and the dust blows into a lower window, perhaps next day she will find dust blowing into her own window. And so we ask, "Isn't there a better way?"

# WALKER-GORDON

milk

*prices are*

**LOWER**

*than they*

*have been for  
many years*

•  
VITAMIN D

**22<sup>c</sup><sub>qt</sub>**

CERTIFIED

**21<sup>c</sup><sub>qt</sub>**

PASTEURIZED

**18<sub>qt</sub>**

•  
**Royal Scarlet  
STORES**

•  
*Also*

**Walker-Gordon**

**Acidophilus**

**Milk**

# Whelan Drug Store

AT YOUR SERVICE IN LONDON TERRACE

USE HOUSE PHONE OR CALL WATKINS 9-5589

AGENTS FOR DR. SCHOLL'S FOOT COMFORT SPECIALTIES

COME TO WHELAN'S FOR  
THE NEWEST IDEAS IN  
TOILETRIES

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

AT ATTRACTIVE PRICES

## MARINE DECK IN THE LIMELIGHT



The London Terrace Marine Deck, recognized as one of New York's most attractive morning, afternoon and evening by residents, and visited daily by scores of guests in the Terrace, has recently received notable attention from far beyond its neighborhood. Last week Pathé News visited the Deck and took several shots of the sun bathers at noon, and the pictures were shown in theatres

starting June 28th. They will be on view at R. K. O. Proctor's 23rd Street Theatre for 3 days, beginning July 4. Increased use of the Deck in the evening has prompted the opening of the east wing of the roof, used for the children's playground during the day, and here comfortable canvas chairs and soft lights, accommodate those who do not find chairs on the Deck proper. We are proud to publish below a letter from Admiral J. M. Reeves, Commander-in-Chief of the United States Fleet, referring to the Marine Deck, the original of which will be framed and exhibited in the Chart Room in the Penthouse Club.

COMMANDER-IN-CHIEF

UNITED STATES FLEET

U. S. S. *New Mexico*, Flagship

Passage New York, N. Y.,  
to Newport, R. I.,  
June 20, 1934.

MR. W. E. BARTON,  
London Terrace,  
435 West 23rd Street,  
New York, N. Y.

My Dear Mr. Barton:

Please accept my thanks for your kind note of congratulation to me upon assuming command of the Fleet. I was very much interested in what you say of London Terrace, its immense size and the keen interest in Naval matters. I especially appreciated your reference to the Marine Deck on its roof and the fact that you proposed to "dress ship" for the departure of the Fleet.

Thanking you for your kind message of good will,

Very sincerely yours,

(Signed) J. M. REEVES,

Admiral, U. S. Navy,  
Commander-in-Chief, U. S. Fleet.

### Foxy Grandpa

WHEN A. A. Milne wrote "When We Were Very Young," he struck with a master's hand the chord of memory that lives in the hearts of the most cynical. Those of us who are no longer so very youthful will remember one of the best of the earlier Sunday comic supplements, "Foxy Grandpa,"



that appeared in the old New York *Herald*, and will recall the sadness we felt when the series ended and Grandpa and the boys sailed away in a great balloon, and the thrill of joy sometime later when they landed safely in the New York *American* where they appeared regularly for many years.

Last week, noticing a strangely familiar drawing outside the Twenty-third Street Y. M. C. A., we went in and inquired the identity of the artist and met him; it was Carl E. Schultze, Foxy Grandpa himself, grown into the very image of the character he created for the pleasure of children thirty years ago. Today Mr. Schultze lives at the Y. M. C. A. where he is doing illustrations for the Association. He has drawn a sketch for us, signed with the famous Bunny signature, which we publish today feeling that this link with the past will recall the perhaps happier days of our youth.

**RUGS**  
**ORIENTAL—DOMESTIC**  
**CLEANED**  
**SHAMPOOED**  
**REPAIRED**  
**DYED**

**STORED AND INSURED**

**SUPERIOR SERVICE AT  
 LOWEST RATES**

**LONDON TERRACE VALETS**  
**Lower Corridor 415 Building**  
**CALL ON HOUSE PHONE**  
**or WATKINS 9-7676**

### MAJOR LEAGUE BASEBALL SCHEDULE HOME GAMES FOR JULY

AMERICAN LEAGUE	YANKEE STADIUM
July 2, 3.....	Boston
July 5, 6, 7, 8.....	Washington
July 31 (Doubleheader).....	Boston
NATIONAL LEAGUE	POLO GROUNDS
July 4 (two games).....	Boston
July 11, 12 (2 games), 13.....	Pittsburgh
July 14, 15, 17, 18.....	Chicago
July 19, 20, 21, 22.....	Cincinnati
July 23, 24, 25, 26.....	St. Louis
July 27, 28, 29.....	Philadelphia

**ALL-STAR GAME at the POLO GROUNDS, JULY 10**  
 Quickest route from London Terrace: Eighth Avenue Subway, local to 42nd Street, any express to 145th Street, and Concourse local to either park.

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

## ACTIVITY AT THE CHELSEA PIERS



Last week's semi-annual congestion at the Chelsea Piers prompts us, with the permission of the Managing Editor of the New York "Sun" to reprint in the NEWS John McClain's column, "On the Sun Deck," from the edition of June 27th. Mr. McClain, whom we consider the very best of the ship's news reporters, has with unerring artistry lifted the routine reporting of waterfront activities from the nadir lists of arriving ships and personages to the apex of dramatic narrative, producing the literature that the intensely vivid life of the waterfront demands in its infinite variety. On Saturday, June 30th, three days after this article appeared, fourteen great transatlantic liners sailed from the Chelsea docks to various ports abroad, completing the heaviest eastward sailing day of the year. Here is Mr. McClain's comment:

Once every six months or so John Watson, the veteran Chelsea piers superintendent, is confronted with a major headache. About twice a year schedules and events conspire in such a manner that unless he exerts his chess-expert's brain to the limit he will find himself standing around one morning with two or three more ships than he has slips at his piers. And that would make a lot of people like the captains of the ships, and the passengers, and the owners, and his boss very, very, angry, indeed.

It does not occur to most people that there would be any great problem involved in docking vessels at the Chelsea piers.

There are four big piers over there with seven slips, extending from the foot of Eighteenth to Twenty-second street, and it would look, on the face of it, as if all the big ships in the harbor would never fill them.

But it is much more complicated than that. Today, for example, every one of the ships is filled and, were it not for the skill and experience of Mr. Watson there would be at least one ship tapping her foot in the river, waiting for a sailing. Because the problem is not solved merely when the number of ships due equals the number of slips. They have to be measured and fitted to the most minute detail, to be sure the two vessels assigned to one slip can be berthed with their cargo and fueling barges in the 250-foot space between piers.

Take this week. Due Monday were the *California*, *Britannic*, *American Banker*, *Leviathan* and *Westernland*, all headed for the Chelsea piers. On Tuesday the *Olympic* was due and the *President Roosevelt*, which had arrived Saturday last, was occupying the one spare berth. A ship for every slip, and it was up to Mr. Watson to see that no fumble occurred along the way.

The first thing he did was radio all the ships to determine the extent and nature of their cargos and the amount of fuel they would require. This was very important information, because he might have been told that both the *Leviathan*, which is awfully big, and the *Britannic* were both carrying a type of cargo which would require unloading barges and scows—to say nothing of fueling barges. In that case it would have been very smart not to put them in the same slip, as they would be apt to get slightly in each others way.

One thing he did learn this time was that the *Banker* was bringing in 350 tons of bulk chalk, which requires a special

unloading barge called a grab hooker, or digger. This is a craft with considerable beam and so is the scow that must be brought alongside her to receive the bulk chalk. His problem was to find out whether this whole business, the *Banker* plus the barge plus the scow, would take up more room than one of the other larger ships. As it turned out, he found the *Banker* and her unloading equipment would still be a better bet than almost any other vessel arriving, so he routed her in next to the *Levi*, on the south side of Pier 60.

In one detail Watson got a break this week. There is no big Italian ship arriving. When they do come in, usually of a Thursday, they are routed into Pier 59, the only one in the Chelsea district long enough to take them. And if two other ships, like the *Leviathan* and *Olympic* are there before them, somebody must get out and go to Hoboken. And if somebody must go, the lot usually falls to the *Leviathan*, which is, in some respects, an old resident of that delightful soil across the Hudson.

And, incidentally, that was about the first thing Commodore Randall asked us when we met him down the bay the other day. He wanted to know if he had to take his ship across the river to make way for an Italian ship on Thursday. When we assured him he would not have to, it was an obvious relief. To the Commodore, who has a home in Long Island, it would have meant the cancellation of one day of shore leave.

Watson, the man, has been forty years in his job and has never had a serious mishap. He retires at the end of this month, and will be followed by his present assistant, the genial Capt. Bill Lee.

This, they tell us, is about like following Al Jolson at a benefit, but if anybody can maintain Watson's splendid record, Lee is the man. Good luck to you boys!

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