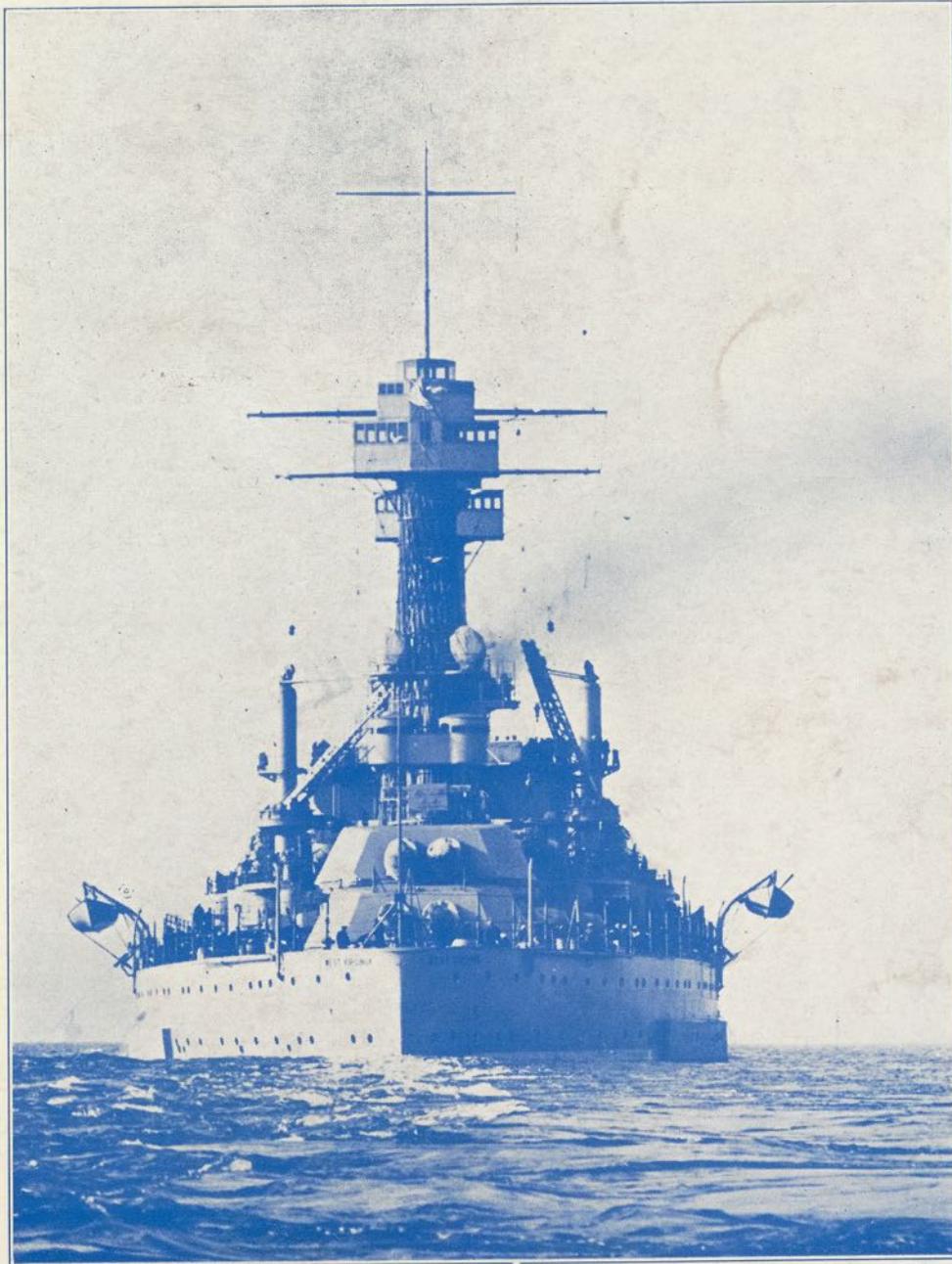


JUN 6 1934

London Terrace News

STACK 3



JUNE

1934

Day Phone
CHelsea 3-3050-1-2

Night Phone
CHelsea 2-9688

24-Hour Service
Thoroughly Fireproof



YOUR INSPECTION
INVITED
Nothing but the Best

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

DODGE TRUCKS
DODGE and PLYMOUTH CARS

3-Story
Fireproof
Building



45,000
Square
Feet

PARTS and SERVICE

For All Makes of Cars and Trucks

STORAGE
Auto Laundry
General Lubrication

TIRES and ACCESSORIES

RADIATOR and FENDER
REPAIRING

PARTS and SERVICE
For all makes of cars and trucks

BATTERIES REPAIRED
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MACHINE WORK

AUTOMOBILE ELECTRICIANS
Starting, Lighting and Ignition

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EXCELSIOR AUTOMOTIVE SERVICE

**NEVER
CLOSED**

DIRECT DODGE AND PLYMOUTH DEALER

Show Room in London Terrace

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

CHe. 3-3050-1-2-3

**24-HOUR
SERVICE**

REDUCED PRICES!

RUGS

Oriental—Domestic

CLEANED

SHAMPOOED

REPAIRED

DYED

Stored and Insured

CURTAINS—DRAPES

SLIP COVERS

BLANKETS

Strictly Dry Cleaned



UPHOLSTERED FURNITURE

*Cleaned In or Out of Your
Apartment.*

FURS

REMODELED

RELINED

CLEANED

GLAZED

Stored and Insured

TAILORING

Men's and Women's

COATS and SUITS

Made to Order

Altered—Repaired

So Convenient—Simply Call "Valet" on House 'Phone!

London Terrace Valets

Tailors

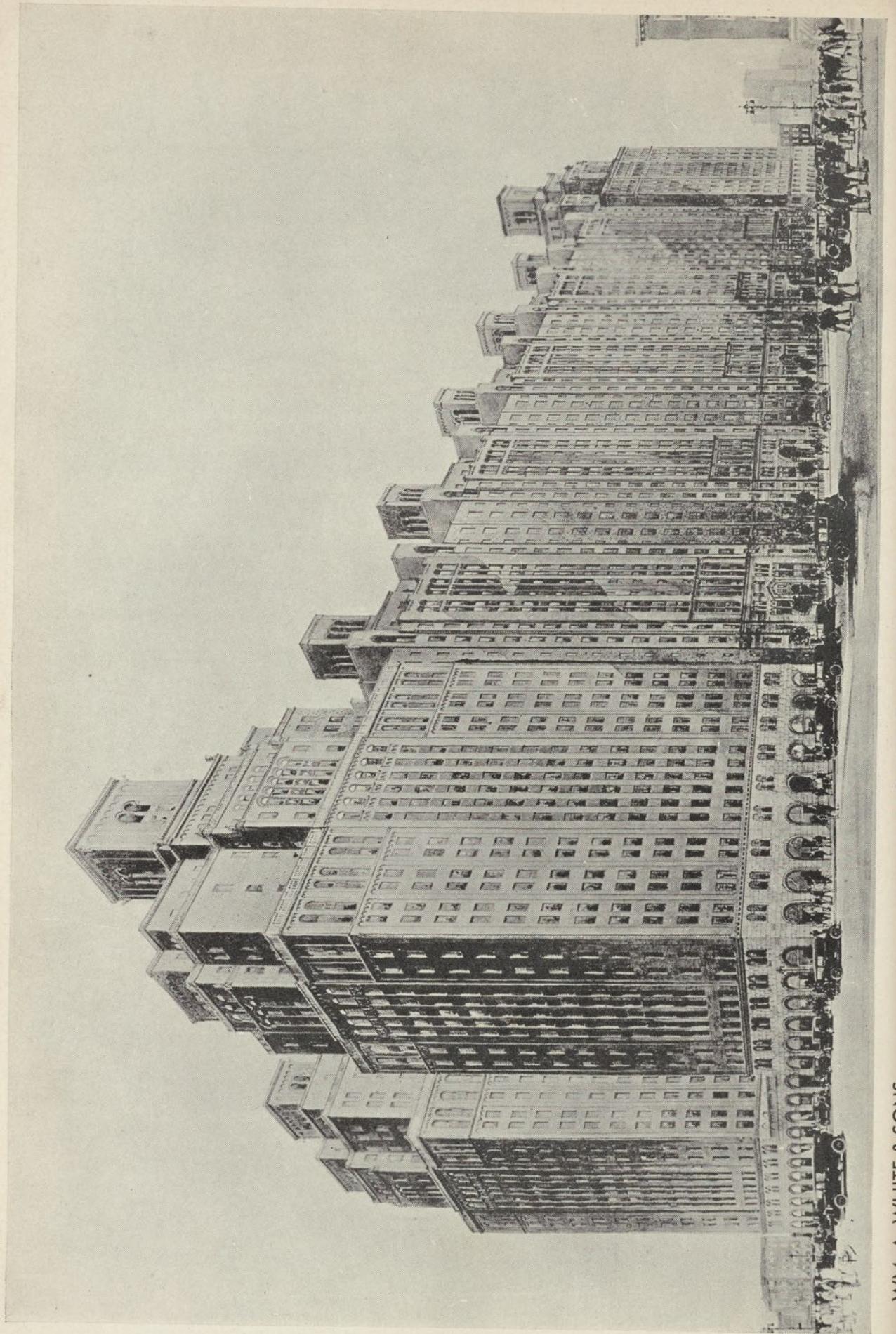
Cleaners

Furriers

Lower Corridor—415 Building

Call and Delivery Service Throughout the City

WAt. 9-7676



WM. A. WHITE & SONS

LONDON TERRACE

JUNE, 1934

Diagonally
we come to
Street packages
hundred thousand
outgoing packages
try-third Street
died early
despatch
origin is the
Uniform Service
of the Sergeant
staff clerk, and
for the pages
Here also is
the neatly
employees who
each morning
evening. Here
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spectred and
gloves.

Next on the
of the Supreme
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Diagonally
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whom combine
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night and day
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which is never

Next to the
on the left, is the
switchboard han
lion house pho
year, not includ
of incoming an
from the depart
phone system
of the London T
cation system is
Chief Telephone
her staff of six
(Continued)

Diagonally across to the left we come to the Twenty-third Street package room where a hundred thousand incoming and outgoing packages for the Twenty-third Street buildings are handled each year with safety and despatch. Just beyond to the right is the headquarters of the Uniform Service staff, the office of the Sergeant of Patrol, the staff clerk, and the waiting room for the pages always on call. Here also is the time clock for the nearly three hundred employees who check in and out each morning, afternoon, and evening. Here the members of the uniformed force are inspected and issued helmets and gloves.

Next on the left is the Office of the Superintendent, his Assistant and the clerk. Here all details of maintenance are handled, and it is the main station of the Telautograph system for routing orders and instructions to the various other departments concerned in the service and upkeep of our fourteen buildings.

Diagonally opposite is the office of the Chief Engineer and his staff, the Night Engineer, Electrician, Plumber, Elevator Mechanic and Locksmith, all of whom combined keep unceasing watch on the mechanical, electrical and structural equipment, and the repairs and replacements necessary to keep the wheels of our great community turning night and day. The perfect coordination of heat, power, light and gas service that is such a feature of London Terrace is all directed from this department, which is never closed.

Next to the Engineer's Office, on the left, is the main telephone switchboard handling over a million house phone connections a year, not including the thousands of incoming and outgoing calls from the departmental Bell telephone system. This nerve center of the London Terrace communication system is handled by the Chief Telephone Operator and her staff of six assistants, who

(Continued on page 11)

Summer Uniforms



With the coming of warm weather the Management turned its thoughts to the comfort and appearance of the Uniformed Service and on Decoration Day, May 30th, our full staff of one hundred and two uniformed men reported on duty at their stations brilliant in new summer raiment, lightweight tan tropical worsted uniforms and pipeclayed helmets.

The uniforms of the doormen and elevator operators consist of coat and trousers with red piping on collars, cuffs, shoulder straps and trouser legs, with the new London Terrace crest embroidered in red on the left sleeve. The pages' uniforms have a single row of buttons instead of the usual three, extending to the collar, with the word "Page" or "Head Page" embroidered on the left breast.

The Sergeant of Patrol, the Night Sergeant, and the patrolmen have blue uniforms of the same lightweight material, and wear caps instead of the helmets.

White gloves, black shoes, white shirts and black four-in-hand ties complete the exceptionally cool, comfortable and exceedingly smart turnout of the London Terrace uniformed staff, known throughout the city for their commanding appearance.

Service Stripes

Twelve members of the Staff have now completed four years of continuous service in London Terrace, and beginning their fifth year, have added the fourth red service stripe to their uniform sleeves.



DINE and DANCE

at

Pierre's

Dinner and Supper
Dancing

in

Main Dining Room

•

CHOICE LIQUORS
WINES

and

COCKTAILS

•

SPECIAL DINNER

75¢, \$1.00, \$1.25

•

LUNCHEON

50¢ and up

•

GRILL ROOM
FOR
PRIVATE PARTIES

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HOUSE PHONE
or
CHELSEA 3-5285

CH 3-1085 Est. over 60 Years

Geo. Nockin's Sons
JEWELERS AND OPTICIANSDiamonds, Watches, Clocks
Silverware and Fine Jewelry
REPAIRING A SPECIALTYOptical Department in charge
of Registered Optician252 EIGHTH AVENUE
One door from S. E. Cor. 23rd
We Have No Branch Store**EXCLUSIVE
MILLINERY**Original and Individual
models made to order
from any materials.*Hats Altered***BETTY WILBUR**Apt. 5-F 415 Building
House phone or CH 3-6956
Evenings and Saturdays**LONDON TERRACE**
*Bureau of Household
Services*DRESSES ALTERED AND
REMODELLEDPRACTICAL NURSING
SICK ROOM SUPPLIES
Party accessories. Silver Services
and Punch Bowl for rent.Slip covers, couch covers, and
bedspreads made. Curtains made
and hung. Pillows covered.**MRS. GEORGE SQUIRE**Apartment 5-A 425 Building
House phone or WAt 9-0477**DRESSMAKING
and
ALTERATIONS****MRS. O. LE COUNT**460 BUILDING
APARTMENT 10-A
WAt. 9-7163**The Fleet Arrives**

Visitors who crowded the Marine Deck Thursday afternoon had probably the finest view obtainable of the magnificent display of the

strength of the Country's Naval Forces as they paraded majestically up the Hudson to their anchorage off Riverside Drive. In honor of the occasion London Terrace dressed ship in concert with the other vessels docked along the line of march, and perhaps the Naval Commanders, with their weather eyes peeled along the shore, wondered what manner of craft had so abruptly taken to their air on this momentous occasion, but our signal flags spelled "Welcome" to reassure them.

Cover Design

DEPARTING from our usual custom of using cover designs locally appropriate to London Terrace, we have used this month a topical subject of general interest everywhere, the arrival of the fleet in New York Harbor. We are indebted to the magazine "Our Navy" for this month's cover design which we have endeavored to print in a true Navy blue color.

**New Equipment For
Beauty Salon**

THE London Terrace Beauty Salon has added to its equipment for hair waving a new 1934 Nestlé Permanent Waving Machine. Mr. Jacomo, Manager of the shop which has branches

in the Ambassador Hotels in New York, Atlantic City and Palm Beach, the National Hotel in Havana, and in Parc Vendome and the Equitable Life Building in New York, states that the new apparatus is the most efficient obtainable for producing the modern permanent waves demanded by the woman of today.

**From the Tower
of the Empire State**

ON a recent visit to the observation tower of the Empire State Building we were gratified to hear the announcer, who at regular intervals describes the prominent spots visible from the tower speak at considerable length on London Terrace and its many unusual features as an apartment house such as the number of rooms, the Garden, Marine Deck, Children's Play Roof and Terrace, the Pool, restaurants, etc. In fact he gave more time to London Terrace than to any other point of general interest, and from the visitors on this day it evoked many appreciative comments on the significance of the great building in the heart of Manhattan.

**Former Tenants
Return**

THE Rental Office announces that for the first time in its history, London Terrace has a waiting list for certain types of apartments. This is good news in itself, but the really interesting sidelight on the situation is the fact that a number of tenants who moved away last year and the year before are now returning to their former home, and the rental office has made several such renewal leases to previous residents since the last issue of the News appeared.

The Garden



Since our announcement in the last issue of the NEWS, the garden has been completely planted and some of the plants are already flowering. The great borders of rhododendrons dominate the area, and represent the largest mass of these plants in a private garden anywhere in New York. They cover a total area of 12,000 square feet, and when they bloom will be a blaze of rose pink flowers, beautifully setting off the green of the garden. The rhododendron, to landscape gardeners, is the aristocrat of shrubs. The curl at the base of the leaves prevents the encroachment of destroying insects so harmful to many plants and flowers. In the flower plots near the fountain and at each end of the garden are planted with petunias, ageratum, giant heliotrope, begonia and cannas, making a vivid spot of color. The London Terrace garden was landscaped this year by Sheffield Arnold, nationally known landscape architect, a tenant of London Terrace, and it is due to his knowledge, experience and personal care that we will have as beautiful a garden as exists in the city. The shrubbery is furnished by D. S. MacNeil of the Nursery Sales Company of Woodside, L. I.

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.

MAIN STREET

(Continued from page 9)

keep this vital service at the maximum of efficiency night and day. Still westward is the drier room where apartment equipment such as kitchen cabinets and other special articles are cleaned and repainted for replacement in the apartments.

Directly opposite is the office of the Head Porter and his large staff of porters, cleaners, and wall washers, who are responsible for the cleanliness of the public areas of London Terrace. Here each week, 12,000 oiled paper incinerator bags are counted and wrapped in their packages of seven for a week's supply for each occupied apartment in the buildings, making a total of over half a million bags each year. Among other statistics concerning cleaning we may list offhand three tons of cleaning rags; five hundred mops; half a ton of steel wool; nine hundred pounds of floor wax, and one hundred and ten pounds of cheesecloth, all these materials among many others being consumed each year to keep London Terrace bright, clean and attractive.

Radio Shop

Next to the Porter's office is the London Terrace Radio Shop, completely equipped to handle every radio problem that may arise. The shop maintains the Master Antenna System in perfect order and repair, services and installs any make of radio set, and has a complete line of radio sets and tubes for sale.

Across the corridor is the Paint Shop with its countless varieties of paints, enamels, varnishes and other materials in neat array on shelves along the walls. Here expert workmen handle all tenant orders for painting and refinishing of furniture, and it is the headquarters for painting done in the apartments and the public areas of the

(Continued on page 12)

LONDON TERRACE BEAUTY SALON

Announces

THE NEW 1934
NESTLE
PERMANENT WAVE
MACHINE

June Special
Permanent Wave
\$5.00

Including Shampoo and
Wave

Haircut	50¢
Shampoo	50¢
Marcel	50¢
Finger Wave	50¢
Eyebrow Arch	35¢
Manicure	50¢

The London Terrace BARBER SHOP

Haircut	40¢
Shave	20¢
Manicure	50¢

Room Service
Available

BOOTBLACK
IN THE SHOP OR
YOUR APARTMENT

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

MAIN STREET

(Continued from page 11)

buildings. This department, among numerous other essentials for painting, uses 2,500 gallons of paints and varnish a year as well as a ton of kalsomine and eight hundred pounds of plaster.

Cabinet Making

Functioning in close cooperation with this department is the Carpenter Shop, across the corridor, with its adjoining lumber storage room. Here are the benches, lathes, rotary saws and all other appurtenances for fine carpentry, all of which is done by the most skilled artisans available. No problem, from the roughest woodworking to the most delicate cabinet work is beyond the range of their remarkable skill and versatility, and to their ability is due the perfect finishing of the woodwork in London Terrace. Opposite the Carpenter Shop is the newly established upholstery room, where the craftsman recently added to our staff is now steadily at work on orders from residents. During the first month of operation he has received three large sofas and twenty-one chairs for recovering and reupholstering, supplying a really necessary service in a community as large as ours.

On 24th Street

Swinging around the corner and along Tenth Avenue, we pass on the right, in the sub-basement, the electrical and mechanical pool equipment, including the filters, chlorinators and circulation pumps, all out of sight, but functioning steadily for the operation of the pool.

Turning eastward along Twenty-fourth Street, we pass first the gymnasium, operated in conjunction with the pool, and then to the left the public laundry for the Twenty-fourth Street

residents. Opposite is the large storeroom for all parts and equipment such as cabinets, curtains, ice trays, stove and icebox parts, etc., used in the various apartments, and then the main engine and boiler room for the heating service of London Terrace, which, with its impressive, shiplike room, will remain illuminated during the summer. Directly ahead on the left is the office of the Storekeeper. Here all material ordered for use in London Terrace is received and stored on shelves or in other storage rooms for withdrawal upon requisition from the various Department Heads. The multiplicity and variety of such equipment is amazing, but here it is all segregated, classified, and held in readiness for immediate delivery when required.

Next beyond is the Twenty-fourth Street package room, which, like its companion across the way, handles its 100,000 packages each year for the Twenty-fourth Street buildings. Opposite this room is the locker and recreation room for the Uniform Service staff, with chairs, tables, games and radio set at hand for entertainment during the off-duty hours and luncheon periods.

Eastbound, on the left, we come to the Housekeeper's Office, with her Assistant and staff of maids and window washers. Here all the housekeeping problems of residents are solved quickly and efficiently, with maids on call at any hour during the day—an inestimable service to the thousands of housewives in London Terrace who depend upon it daily for the prompt and neat performance of their household tasks.

To the right is the Plumbing Shop with all the mechanical equipment at hand for maintaining and repairing the vast system of plumbing throughout the buildings, a major industry in itself and one requiring the most experienced personnel, able at

(Concluded on page 14)

**HULSMANN'S
LONDON TERRACE
SWIMMING POOL
and GYMNASIUM**

•
**SWIMMING
and DIVING
INSTRUCTION**

•
**REDUCING
UP-BUILDING
GENERAL
CONDITIONING**

Activities consist of Exercise, Electric Light Bath, Massage, and the famous Burdick Super Sun Room with ultra violet and infrared rays.

•
**House Phone
or
CHelsea 3-7000**

A. LOMAN

**Hats and Furnishings
for Men Who Know**

•
This store is chock full of smart Spring styles in Hats—Shirts—Ties, etc., at prices within reach of the moderate income.

Manhattan Shirts Stetson Hats

*Haberdasher to London Terrace
Prompt delivery service
235 8th Ave. Cor. 22nd Street*

**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
Housekeeper



The Housekeeping Department wishes to remind residents that our Maid Service is primarily and exclusively a house-cleaning service, and that the maids are not permitted to do laundry work of any kind. Since the maids also work on a very strict and regular schedule, they are compelled to leave the apartments promptly on the expiration of the time allotted by the housekeeper's office. Our staff of maids is always completely scheduled for a full day's work, with appointed hours for the various apartments, and any extra time spent in one apartment disrupts the remainder of the entire day's work, with a consequent duplication of calls from the apartments asking for maids at certain hours. Cooperation of residents is asked so that the maids can move from apartment to apartment on their schedule which is arranged in the morning as requests for service are received.

For Safety's Sake

WE take this means of calling attention of residents to the very real danger that exists in using inflammable cleaning fluids for clothing or other articles in the apartments. It must be remembered that the pilot lights on the gas ranges and in the refrigerators are always lighted, and when a can of inflammable or explosive cleaning fluid is opened, the gases escape and immediately they come in contact with a pilot light, an explosion and fire occurs, and if any considerable quantity of the fluid is in the can serious damage to life and building will result. It is safest to send all cleaning to a professional cleaner, or be sure that the material you use is inflammable and non-explosive.

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**

CHelsea 3-6804

D. SOLOSKO CHIROPODIST

Has moved from 357 West 23rd Street to
THE CARTERET HOTEL
 208 West 23rd St. at 7th Avenue New York

HARDWARETools, Cutlery, House Furnishings,
Electrical Appliances.

VISIT OUR 10¢ COUNTER

FRED BECKY257 9th Ave., Bet. 25th & 26th
Telephone LAckawanna 4-9201**BOWLING**

GRAND OPERA BUILDING

Under new ownership — 10 new
 Brunswick Regulation Tournament
 Alleys. Special afternoon
 rates for Ladies and Gentlemen.
 309 W. 23rd St. Cor. 8th Ave.
 Reservations—Chelsea 3-8951

WASHABLE**LADIES' AND MEN'S SUITS****EXPERTLY DONE****BY THE LONDON TERRACE LAUNDRY****"Two-Day Service"**

**"IT IS CONVENIENT TO USE THE LONDON
 TERRACE LAUNDRY FOR EVERYTHING."**

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

CHELSEA DOG & CAT HOSPITAL

Dr. L. Roth, Veterinarian
 Ambulance service. Outdoor runs.
 258 West 19th Street
 Day & Night phone WAt. 9-6963

London Terrace Management

announces the following

RESIDENT PROFESSIONAL SERVICES**MEDICAL**

ALFRED C. DUPONT, M.D.
 455 West 23rd St., Apt. 1B
 CHelsea 3-1894

B. M. SHALETTE, M.D.
 425 West 23rd St., Apt. 1B
 CHelsea 3-1224 and 1225

ROBERT E. FRICK, M.D.
 445 West 23rd St., Apt. 1B
 CHelsea 3-6677

WILLIAM M. PATTERSON, M.D.
 455 West 23rd St., Apt. 1E
 CHelsea 3-0428

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

In The Pool

WITH the arrival of warmer weather, activity in the swimming pool is rapidly increasing; preliminary sun tans are being acquired in the Sun Room and many tenants are learning to swim and dive in preparation for summer vacation.

MAIN STREET (Concl.)

all times to handle any routine or emergency problem.

Across the corridor on the left is the locker room for the page boys and mechanics, and next ahead the second engine and boiler room.

At the corner of Twenty-fourth Street and Ninth Avenue we come to the storage room of the Royal Scarlet Food Store, and then turn south again past the Grill Room of Pierre's restaurant and are back at our starting point. We have made a complete tour of Main Street and have seen everything, including the twelve large rooms for the storage of the 3,000 pieces of baggage belonging to residents, the elevator machinery for the battery of twenty-eight elevators and three street lifts, and the fire extinguishing equipment always at hand ready for use.

We have walked a fifth of a mile on our trip down town, and all we have missed is the street lamps with their designating signs which, before our next issue, will point the way to all our subterranean activities. We have seen the sights and heard the news, much of which was new to us, and have learned the significance and importance of Main Street to every community no matter what its size.

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.

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745 FIFTH AVENUE, NEW YORK • PLAZA 3-0340

Wines and Liquors

AT ROCK BOTTOM PRICES



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CHELSEA 2-8847

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



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Weekdays—9:00 A. M. to 10:00 P. M.

Saturdays—9:00 A. M. to 11:00 P. M.

Liquor Store closed on Sundays

London  Terrace
FOOD STORES, INC.