

2146

London Terrace NEWS

STACKS



MARCH

1934

Day Phone
CHelsea 3-3050-1-2

Night Phone
CHelsea 2-9688

24 Hour Service
Thoroughly Fireproof



YOUR INSPECTION
INVITED
Nothing but the Best

The Only Official LONDON TERRACE GARAGE

EXCELSIOR GARAGES, Incorporated

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

STORAGE
Auto Laundry
General Lubrication

PARTS and SERVICE
For all makes of cars and trucks

AUTOMOBILE ELECTRICIANS
Starting, Lighting and Ignition

TIRES and ACCESSORIES

BATTERIES REPAIRED
Rented and Recharged

WELDING and PAINTING
Body and Upholstery Work

RADIATOR and FENDER
REPAIRING

MACHINE WORK

TOWING AT ALL HOURS

TRUCK SHOWROOM
536-46 W. 23rd STREET

DODGE-PLYMOUTH
CARS and TRUCKS

EXCELSIOR AUTOMOTIVE SERVICE, Inc.



SHOWROOM:
IN LONDON TERRACE
S. E. COR. 10th AVE. AT 24th ST.
CHelsea 3-3050-1-2-3



The NEWS of LONDON TERRACE



MARCH, 1934

VOLUME I

NUMBER 3

NEW POOL ARRANGEMENTS

EFFECTIVE, Thursday, March 15, the London Terrace Swimming Pool became a private business concession under the direct control of Mr. Frederic Hulsmann, Jr., who for the past seventeen years has been actively engaged in the business of managing swimming pools, gymnasias, and health institutes, and who is excellently qualified to take charge of the London Terrace pool, the largest and finest in Manhattan, and who is expanding his activities as he will continue the operation of the Parc Vendome Pool. Actively cooperating in the new venture is Mr. Hulsmann's father, who has been connected with pool activities for thirty-seven years. For the present, free hours for tenants for bathing only will remain in effect, these hours being from 7:30 a.m. to noon daily except Monday forenoon when the pool is closed for mechanical overhauling, and from 5:30 p.m. to 7:00 p.m. daily except Saturdays, Sundays and Holidays. Residents who take advantage of the free hours, however, are expected to leave the pool at the expiration of the free period. Mr. Hulsmann plans to personally participate in all pool activities, and to stimulate interest in, and appreciation of, the exceptionally complete recreational facilities now to be available in our own pool. Mr. Hulsmann will organize regular gym classes and group swimming activities, and private swimming parties

may also be arranged at designated hours. In the new Sun Room sun ray lamps will be installed for sun bathing with attendants for both men and women. In starting on this new venture he will welcome personal calls or communications at the pool office in the 470 building. The Management is extending every cooperation in this new departure, which we believe will be of ultimate benefit to residents.

Post Office Petition

IN cooperation with the Twenty-third Street Association the Management of London Terrace has placed petition blanks in every entrance foyer for the convenience of residents. Not only one person in each apartment, but every resident is asked to sign them, for we want the entire list of 4,300 names to present at Washington along with the Association's petition from business concerns and residents in our immediate vicinity. The response to date has been excellent, and we hope that this remainder will serve to secure the names not yet on the list.

A representative of the New York Post Office has already visited London Terrace and the immediate vicinity, and the next move on the part of the Chelsea

District will be the presentation of our petition with a formal request for a new Post Office in our neighborhood.

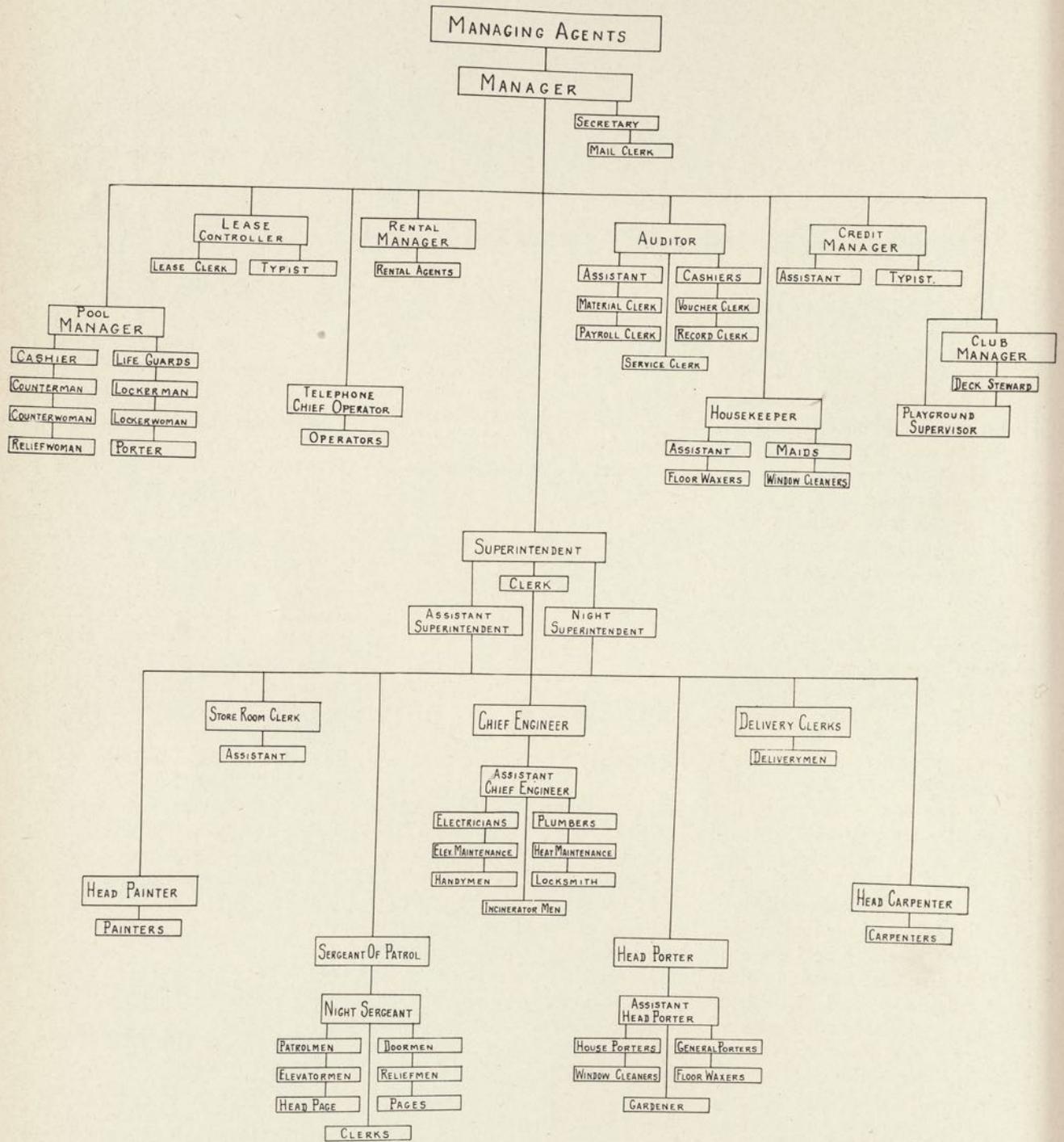
Terrace Election District

OUT of the maze of New York City politics we have unearthed the interesting fact that London Terrace by itself occupies two complete election districts, due to the fact that any building containing over 800 persons in one block constitutes a district. The 23rd Street side is the 25th district and the 24th Street side the 43rd. Both are in the Third Assembly District, and as far as we can find out London Terrace is the only apartment house enjoying the convenient distinction of having two complete voting places in its own building for its exclusive use.

Overhead Railroad Nears Completion

THE New York Central Railroad informs us that by the first of July they expect to have at least 65 per cent of their Tenth Avenue freight trains off the street and on the new overhead roadway. For a short while after that a few trains will use the street level to serve the 18th Street freight terminus until elevating provisions are completed.

The London Terrace Organization



FOR the benefit and guidance of residents the Management presents herewith in chart form the complete operating organization of London Terrace. We believe that this chart will be not only of interest to every tenant but also a really startling

revelation of the magnitude of the system necessary to keep a community of this size in smooth running order, and of the complete coordination of every department so that the entire staff of nearly three hundred employees may function efficiently

without friction or confusion for the sole purpose of serving perfectly our population of nearly 4,500 persons.

With the exception of the "Pool Manager" bracket, due to change announced in another column, the present organization

**JOIN
OUR RENTAL
LIBRARY**

For a small fee you can rent the best new books. Books received on date of publication. Books for every taste, come in and see them.

Have you seen the London Terrace Post Cards?
Six views—and only 1c each.

**London Terrace News
Service, Inc.**

**London Terrace Book
Shop**

Stationery Office Supplies
Printing Rental Library
Greeting Cards

219 9th Avenue
WA 9-9639—9601

**FLOWERS
for EASTER
LILIES**

**TULIPS
AZALEAS**

And many other
varieties.

**Complete
Assortment of
CUT FLOWERS**

*Flowers delivered in the
city and telegraphed
anywhere.*

**LONDONTERRACE
FLORIST
405 BUILDING**

House phone or CH 3-8235

is as shown. It will be seen that there are, under the Manager as the resident representative of the Managing Agents, nine Heads of Departments, as follows: Superintendent, Lease Controller, Chief Telephone Operator, Rental Manager, Auditor, Housekeeper, Credit Manager, Penthouse Club Manager, and Playground Supervisor. Each Head of a Department has his own staff of assistants, all responsible to him, the Heads of Departments reporting in turn daily to the Manager's Office. In this way the Manager is in instant touch through the various department heads with all employees in the organization.

In accordance with the present working system, all incoming telephone requests for repairs, complaints, requests for information or other inquiries emanating from tenants will be directed to the department concerned, by the telephone operator who first answers your call, as pointed out in last month's NEWS. However, written communications should be addressed directly to the Manager's Office; they will then be referred directly to the department head concerned for report or action.

This chart is published for the interest and information of residents and to assist them in understanding the scope and extent of the London Terrace system of management and organization.

**Rental Office
Brochure**

THE Rental Manager is pleased to announce that a great number of complimentary communications have been received about the new brochure which was distributed last week. The response to the accompanying letter has been gratifying, and hundreds of copies of the regular mail edition have been sent out as a result.

**POSTAL
TELEGRAPH**

**MAINTAINS IN
LONDONTERRACE
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.**

This year send your **EASTER
GREETINGS** the modern
way on especially designed
blanks and envelopes via

**POSTAL
FOR DELIVERY EASTER
DAY**

**DRESSMAKING
and
ALTERATIONS**

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

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

E C O N O M Y
To Use Our
**CLEANING AND
TAILORING
SERVICE**

•
**LET US RELINE OR
REMODEL YOUR
SPRING
CLOTHES**

•
**QUALITY,
RESPONSIBILITY AND
LOW PRICES**

•
Ladies' and Men's Suits
Made to Order.

•
**London Terrace
Valets**

415 Bldg., Lower Corridor
Call on house phone

Lessons in
CONTRACT BRIDGE

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

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

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

•
**LONDON TERRACE
RADIO SERVICE**
House Phone or CH. 3-6062

H A R D W A R E

Tools, Cutlery, House Furnishings,
Electrical Appliances.

ALUMINUM SPECIALS

FRED BECKY

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

NEW AUTOMOTIVE FACILITIES

THE expanding services and activities of the Excelsior Garages and the Excelsior Automotive Service will be of interest to every car owner and prospective owner in London Terrace. They have just opened their third building in the immediate vicinity, and we quote the description of their new venture from the latest issue of "Automobile Topics".



"The extent to which specialization has become an essential factor in automobile and motor truck selling and service is aptly illustrated by the thoroughgoing manner in which Excelsior Motors—now second largest dealers affiliated with Dodge Brothers Corporation in the New York metropolitan area—have made preparations for rendering service of unusual extent and character to owners of Dodge and Plymouth passenger cars and Dodge trucks.

"Though already provided with elaborate display, office and service facilities at London Terrace, 24th Street, near 10th Avenue; at 562 West 23rd Street, and at 59th Street and First Avenue, Excelsior Motors have now put the finishing touches on a specially designed three-story fireproof structure at 536-546 West 23rd Street.

"On the first floor of this new building, 45,000 square feet of floor space will be given over to the purposes of a service plant of the most modern type, equipped to give 24-hour serv-

ice. Every approved appliance designed for service efficiency—brake, ignition-testing and battery-charging apparatus, high-pressure lubrication facilities, stocks of parts and replacements for recent and earlier models will be at the service of the firm's customers at any time, day and night. One of the features of the ground-floor layout is a completely equipped machine shop manned by a personnel of trained mechanics.

"The second story is being arranged to house a constantly replenished stock of over a hundred Dodge and Plymouth passenger cars and Dodge trucks, the latter ranging from half-ton delivery sizes to heavy-duty units and trailer combinations, from which immediate delivery can be made.

Some 10,000 square feet of the third-floor area are reserved for the storage of customers' cars, and another section is arranged into shops equipped for repairing, finishing, lettering of truck bodies and for the custom-building of commercial vehicle bodies. Access to the upper-floor departments is by two elevators large and powerful enough to convey cars and trucks of largest sizes.

"Excelsior Motors has been dealing in Dodge and Plymouth products for a number of years," said Vice-President W. Rickert in explaining the expansion program of which the erection of the new 23rd Street building is a part. "The most recent development in our relations to Dodge Brothers is one giving us the status of a direct dealership, involving a sales quota calling for increased sales and service provisions of our own as well as for organizing the activities of associate dealers in our territories."



LIVE
IN
LONDON
TERRACE

500,000 Snowbound Commuters

... must Be Wrong!

LET IT SNOW! LET IT FREEZE! Let others get stuck 'twixt home and office... for commuting means nothing to LONDON TERRACE tenants... once home, one may stroll to shops and dining rooms, under cover. Everything else you need... right on your own house telephone.

3 ROOMS FROM \$75

WM. A. WHITE & SONS - RENTING & MANAGING AGENT
Established 1868
RENTING OFFICE, 435 WEST 23d STREET
Open Until 8 P.M. CHelsea 3-7000

London Terrace
Times Square 10 Minutes Wall Street 15 Minutes

METROPOLITAN
OPERA HOUSE—LAKME
Pons-Swarthout
Martinelli-De Luca
Fri. Mat. March 23, 2 P.M.
Benefit Willoughby House Settlement. Tickets \$1.50-7.00.
97 Lawrence St., Brooklyn
Tr. 5-4372 9:30 A.M. to 5 P.M.

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

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

Cover Design

THIS month's cover design is taken from one of the advertisements we have been running in the New York newspapers recently. At the left of this article we reproduce one of the ads in full which was commented upon by *Printer's Ink* Monthly for March in a leading article entitled "Snow Notes" which dealt at length with several very timely advertisements in Metropolitan papers during the week of snow storms and blizzards. *Printer's Ink* said:

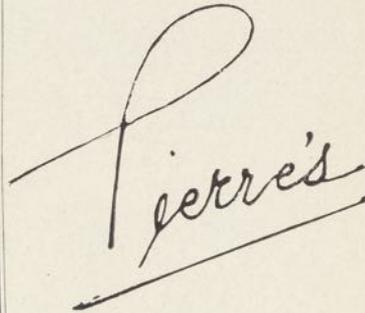
"While delayed commuters were questioning the advantages of country life, they read in their morning papers the delights of living in the city in such weather. 'Five hundred thousand snow-bound commuters must be wrong', chided London Terrace. And then continued, 'Let it snow! Let it freeze! Let others get stuck 'twixt home and office—for commuting means nothing to London Terrace tenants.'"

Easter Greetings
By Telegraph

THE Postal Telegraph announces that Easter greeting messages will be delivered on especially decorated blanks and envelopes. A special low rate is also available for greetings to foreign countries, rates as low as one dollar being available for this Easter service. Other rates may be secured on inquiry at the London Terrace office in the 405 building. Messengers are also available for handling Easter Day errands to any part of the city. The local office is open daily including Sunday from 8 a.m. to midnight and may be reached directly on the house phone by asking for Postal Telegraph.

DINE and
DANCE

at



Dinner and Supper
Dancing
in
Main Dining Room

CARL SEARS'
ORCHESTRA
with VOCALIST

CHOICE LIQUORS
WINES
and
COCKTAILS

SPECIAL DINNER
\$1.25
Including
Manhattan or Martini
Cocktail

Cocktail Hour
Every Sunday
3:30 to 6:00 P. M.

Music — Dancing
Broadcasting

HOUSE PHONE
or
CHELSEA 3-5285

**LONDON TERRACE
BEAUTY SALON**

465 Building
23rd Street

EASTER SPECIALS

**NESTLE'
CROQUIGNOLE
WAVE**

\$4.50

Shampoo and Finger
Wave included

**FREDERICS
CROQUIGNOLE
WAVE**

\$5.00

Shampoo and Finger
Wave included

**FREDERICS
CROQUIGNOLE
AND SPIRAL
COMBINATION**

\$7.00

Shampoo and Finger
Wave included

BRANCHES

Ambassador Hotel, N. Y.
Ambassador, Atlantic City
Ambassador, Palm Beach
National Hotel, Havana
Parc Vendome, New York
Equitable Life Bldg., N. Y.

**LONDON TERRACE
BARBER SHOP**

463 West 23rd Street

Haircut and Vibrator
Rub, 40c.

Shave and Lilac, 20c.
Manicure, 50c.

Combination price, \$1.00

Haircut, Shampoo,
Shave, Tonic.

OPEN 8 A. M. to 8 P. M.

Statistics

THE maintenance and upkeep of a building as extensive as London Terrace requires a truly amazing amount of work, which demands the closest cooperation among all departments to keep abreast of the steady stream of orders originating in all parts of the building and going to the Superintendent's Office, the Repair Shop, in the Engineer's Office, the Head Porter and to the Carpenter and Painting departments. We present below impressive figures which reveal the fact that the time factor must be considered on requests for repairs in all except emergency cases, as the daily average keeps the staff more than busy every moment of the day and orders must be completed in order of their receipt.

Repair Shop

The Repair Shop is responsible for all work connected with plumbing and heating, plastering and tiling, electrical system and appliances, including house phones, locks and keys, and general handyman labor. During the year 1933 this department handled a total of 17,370 work orders, an average of 1,448 a month or 56 each working day. The lowest month was April with 964 orders, and the largest was September with a staggering total of 2,698, the busiest day witnessing the completion of 170 orders.

In addition to this, the Repair Department prepared for occupancy 1,144 apartments averaging 95 a month, the lowest month being February with 32, and the highest September with 316, with an all-time record of 35 apartments being made ready in a single day in September.

Carpenter Shop

The Carpenter Shop last year handled a total of 8,250 orders, an average of 688 a month or over 26 each day.

Paint Shop

In 1933 the Paint Shop completed a total of 6,432 orders, an average of 536 a month or 21 each working day.

In addition to the total of 32,052 maintenance work orders a year, the three departments also completed 3,378 tenant charge orders, making a grand total for the year of 35,430 orders or 2,852 each month.

Telautograph

FACED with the daily work orders enumerated above, the Management to speed the completion of the work, has installed a Telautograph System of two transmitters and four receivers.

One transmitter is located in the Superintendent's Office and transmits to the Head Porter, Carpenter Shop, Chief Engineer and Uniform Service. The latter also has a transmitter for written communication with these above stations as well as with the Superintendent's office. Thus all incoming calls to the Uniform Service or the Superintendent's Office are instantly available in written form at the department directly concerned with their completion. In this way no time is lost and there is no chance for errors in routing orders verbally or by messengers.

Phone Booths

IF you should leave your apartment and forget to make a phone call, London Terrace is very well equipped with public booths for your convenience. These booths are located at the following strategic points:

470 Building: Entrance to swimming pool.

435 Building: Lower corridor, opposite Superintendent's Office.

405 Building: Whalen's Drug Store.

The Book Store.

These phones are for outgoing calls, no provision being made for the answering of incoming calls.

THELMA GREGOR

Smart Coats

Announces

That through affiliation with Amy Levine of London Terrace she is happy to make available to residents the opportunity of purchasing Spring Coats and Suits directly from one of the leading manufacturers of New York at actual wholesale prices.

Selections may be made from a complete variety of styles in stock or garments may be made to individual order.

Prices from \$16.75 to \$79.50

THELMA GREGOR

370 West 35th Street
at Ninth Avenue

Telephone PEnn 6-1310

**JUST TO
REMIND YOU
THAT IT IS
MORE
CONVENIENT
TO USE THE
LONDON
TERRACE
LAUNDRY**

**Flowers
for Easter**

THE London Terrace Florist is offering an unusually large and attractive assortment of Easter and Spring flowers, both potted plants and cut flowers. Last year the Florist Shop received over 1,500 orders for Easter plants and flowers and is expecting more this season with our many more residents in the building. Flowers will be promptly delivered anywhere in the city or telegraphed to any part of the country. As Easter is perhaps the busiest day in the year for florists, it seems logical that out-of-town orders should be placed early.

**In the
Book Store**

THE London Terrace Book Store offers a multiplicity of services for residents. A complete newspaper delivery, magazine and book service is its foundation, but besides these regular necessities it has an extensive rental library, a large stationery department, a varied assortment of bridge prizes and playing equipment, and provides a prompt service for the printing and developing of films.

The store has a complete assortment of greeting cards ready for early mailing, and maintains a stock of London Terrace engraved stationery for personal correspondence.

One of its unusual services is a stock of bridge tables and chairs for rental on short notice for the convenience of residents who may be entertaining large numbers of guests.

The Book Store is open week days from 8 a.m. to 10 p.m., and on Sundays from 7 a.m. until 1 p.m.

**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 infra red rays.

•
Enjoy Perfect Health the
Year Round.

•
*Rates and Information may
be obtained from Mr.
Hulsmann at the Pool
Office.*

**House Phone
or
CHelsea 3-7000**

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**

Fudge Sweepstakes

RESIDENTS with a taste for fudge sundaes have a golden opportunity to enjoy themselves while working for a good cause at the same time. The Whelan Drug Company is conducting what they term the Hot Fudge Sweepstakes in their stores throughout New York. As London Terrace has one of the largest stores, the boys behind the counter are working in high hopes of receiving the first prize of two hundred and fifty dollars in cash which goes to the man who sells the greatest number.

Last month a cosmetic competition in the stores brought the first prize of a round trip to Bermuda to Miss Chace of the London Terrace store.

About Dogs

WE have received several friendly letters from dog owners and others in London Terrace approving of our efforts to improve conditions, and one veterinarian even sent us an article giving specific instructions for the care, feeding, and handling of dogs in apartment houses, but we do not feel that it is necessary to print a treatise, however learned, for the guidance of our owners of dogs. We believe that an appeal to a spirit of cooperation from all concerned will promptly and effectively end comments and complaints upon the heretofore prevailing conditions. This little appeal is hereby made.

LONDON TERRACE NEWS

The LONDON TERRACE NEWS is published on the 15th of each month for the residents of London Terrace by Edward F. Harden by special arrangement with the Management. All communications, contributions, and requests for information regarding advertising should be addressed to the above, Penthouse, 470 West 24th Street. House phone or CHelsea 3-7000.

Newspaper Comment

THE fact that our article on apartment house radios in last month's issue would ever be read by the world at large never entered our imagination. Consequently we were gratified to note that it was picked up and prominently displayed in the special radio section of the New York *Sun*, on Saturday, March 10th. We reprint the *Sun's* comment in deference to the editor who deemed it would be of interest to the thousands of radio fans who subscribe to the *Sun's* radio section, the largest and most complete of any paper in the country:

FOR 'QUIET' SPEAKERS

Apartment House Owners Set New Standard for Noise

A move to retain the popularity of radio and eliminate the objectionable features of too many receivers in raucous operation at one time has been taken by the operators of the extensive London Terrace apartments on West Twenty-third Street. Realizing that nearly every one of the hundreds of resident families have their radios in operation during the same hours, an appeal was placed in the little booklet distributed to all tenants calling attention to the conditions and suggesting that the volume of each radio set should be so adjusted that it would be inaudible outside the limits of each apartment.

"Modern radio receiver advertising," read the notice, "has eliminated the word 'loud' from the phrase 'loud speaker,' and if the radio audiences will follow suit the problem of apartment house radios will be solved automatically. If a radio can be heard outside the apartment it is a sign that it is too loud."

Easter in The Churches

EVERY Church in New York has special Services on Easter Sunday, and we are pleased to be able to present here again the nearby Churches in the London Terrace parish.

Baptist

North Church,
232 West 11th Street.

Christian Scientist

10th Church of Christ
Scientist,
171 MacDougal Street.

Episcopal

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

Hebrew

Congregation Emunath Israel,
236 West 23rd Street.

Lutheran

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

Methodist Episcopal

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

Presbyterian

Chelsea Presbyterian Church,
214 West 23rd Street.

Reform

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

Roman Catholic

St. Columba,
341 West 25th Street.

CHelsea 3-6804

REMOVAL NOTICE

D. SOLOSKO **CHIROPODIST**

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

Handy Bureau of Household Services

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

ARE YOU PREMATURELY GRAY?

Five minutes' application of "Spring Fluid" will impart natural dark shades.
Safe—Clean—Removes Dandruff. On the market thirty years.
For men or women. \$1.00 delivered postpaid.

M. F. GIBERSON
House phone Apt. 18-A 405 Bldg. WAt. 9-2118



A. WESTON SMITH, Jr.

Investment Counsel
Evenings By Appointment
Apartment 2-A 460 Building

CHELSEA DOG & CAT HOSPITAL

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

DR. J. B. CULBERT
OSTEOPATHIC PHYSICIAN
LONDON TERRACE

WATKINS 9-4761
10 A. M. TO 4 P. M. OR BY APPOINTMENT
APT. 1-E—460 WEST 24TH STREET
NEW YORK CITY

Blanche C. Weill, Ed. D.

Consulting Psychologist
Personality Adjustments
School Problems

Apt. 19-C, 470 Bldg.
House Phone or CHE 3-3194

London Terrace Management

announces the following
RESIDENT PROFESSIONAL SERVICES

MEDICAL

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

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

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

LOUIS BLEIER, M.D.
415 West 23rd St., Apt. 1A
WAtkins 9-4694

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

BUY WITH CONFIDENCE

YOUR

Wines and Liquors

IN

LONDON TERRACE



**Satisfaction Guaranteed or Your
Money Cheerfully Refunded**



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



NEW STORE HOURS

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

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

Liquor Store Closed All Day Sundays

London  Terrace

FOOD STORES, INC.