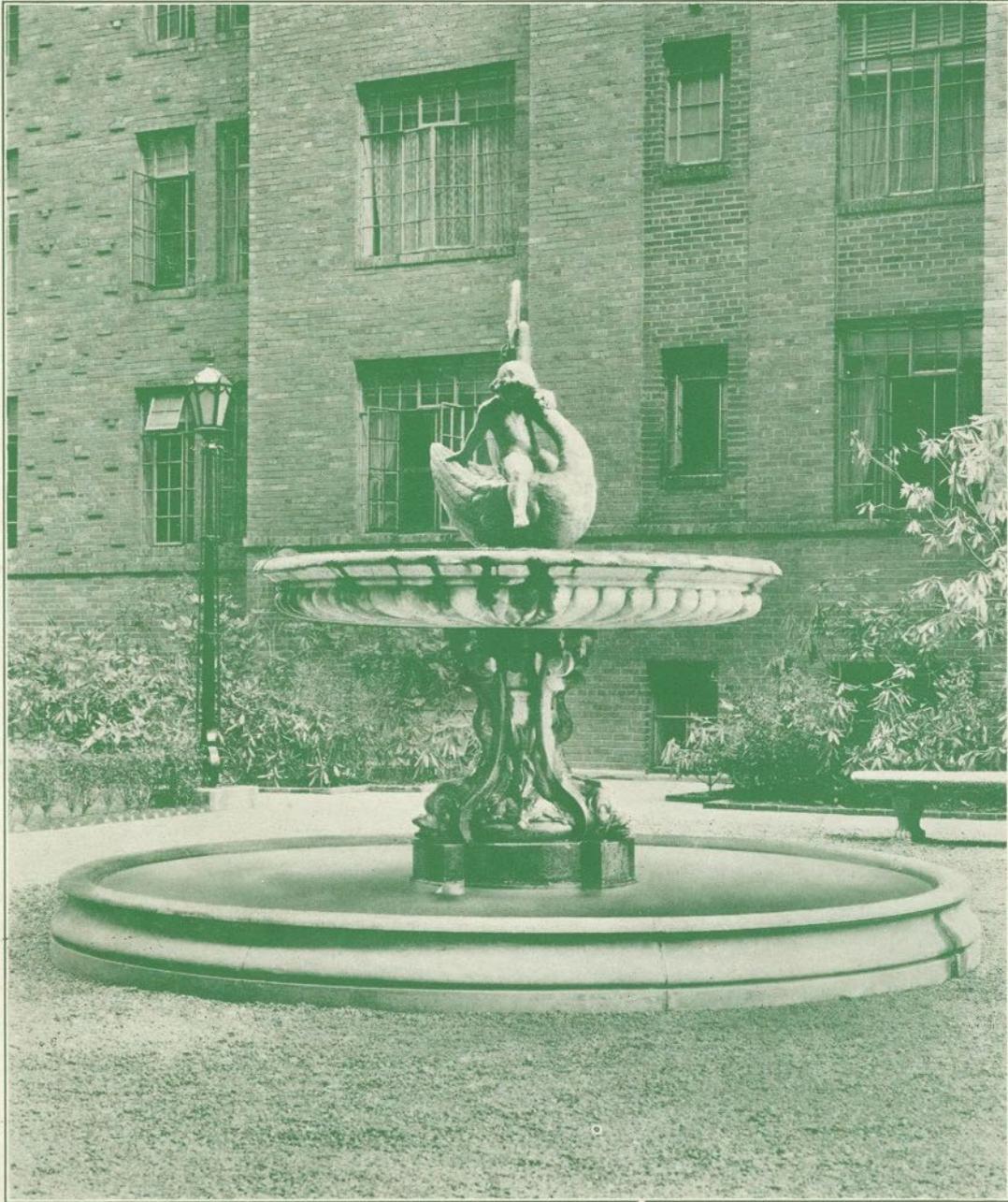


London Terrace News

STACK 8



(Photo Murray Collins)

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.

NEVER CLOSED

24-HOUR REPAIR SERVICE

3-Story
Fireproof
Building



45,000
Square
Feet

PARTS and SERVICE

For All Makes of Cars and Trucks

STORAGE
Auto Laundry
General Lubrication

PARTS and SERVICE
For all makes of cars and trucks

AUTOMOBILE ELECTRICIANS
Starting, Lighting and Ignition

TIRES and ACCESSORIES

BATTERIES REPAIRED
Rented and Recharged

WELDING and PAINTING
Body and Upholstery Work

RADIATOR and FENDER
REPAIRING

MACHINE WORK

TOWING AT ALL HOURS

506 - 546 WEST 23rd STREET

EXCELSIOR AUTOMOTIVE SERVICE

Show Room in London Terrace

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

CHe. 3-3050-1-2-3

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 to assist at dressing and coiffures; to do your morning or afternoon shopping in the building; or to assist the housewife in any of her manifold household tasks.



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.

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

For further details call Housekeeper.





Whelan's October TOILETRIES

MARVELOUS

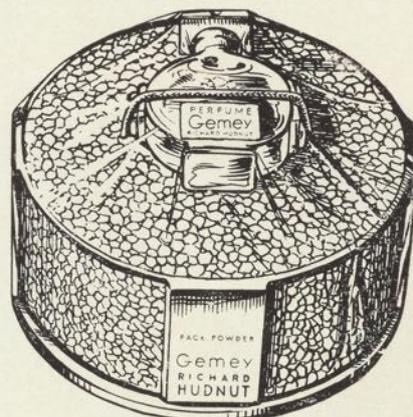
Be Fair to Yourself

Use the face powder that keeps you looking as fresh as when you left your mirror—MIRROR FRESH! There IS such a face powder, discovered by Richard Hudnut. Stays on from 4 to 6 hours, by actual test.

55c

Gifts for All Occasions

Compacts	\$1.00 to \$5.00
Perfumes	\$1.00 to \$5.00
Toilet Waters	\$1.10 to \$2.00
Eau de Cologne	\$1.10 to \$1.50



GEMEY FACE POWDER

Regular \$1.00 size Gemey Face Powder and miniature flacon of Gemey Perfume, both for **\$1.00**



DON'T YOU HATE LARGE PORES?

The regular day-by-day habit of thoroughly cleansing the skin, will aid in stimulating circulation and normalizing enlarged pores. For best results be sure to use the famous

DU BARRY BEAUTY PREPARATIONS



by HUDNUT

Cleansing Cream	\$1.50
Skin Tonic and Freshener	\$1.00
Pore Cream	\$1.00

BUY YOUR FALL SUPPLY OF THE RENOWNED RICHARD HUDNUT BEAUTY PREPARATIONS AND TOILETRIES DURING THIS EVENT—COMPLETE FRESH STOCKS—NEWEST COMPACTS AND VANITIES.



Our Cosmetician

MISS JOHNSON

will professionally assist you in making your selections.

Whelan's London Terrace



The NEWS of LONDON TERRACE



OCTOBER, 1934

VOLUME I

NUMBER 9

NEW RESTAURANT MANAGEMENT



The London Terrace Main Dining Room, Tea Room, Coffee Shop and Grill Room have been leased by Wm. A. White &

Sons to Elizabeth Flynn, one of New York's most successful restaurant owners. For the past seven years she has operated the Elizabeth Flynn restaurants on Madison Avenue at 64th and 85th Streets and on Lexington Avenue at 49th Street after beginning her career in New York with a single restaurant in 1927.

Miss Flynn has inaugurated several new features in her London Terrace Restaurant, chief among which will be nightly dinner dancing to the music of Bernie Bremmers orchestra with a special Saturday evening dance continuing until two o'clock; the installation of an extensive bar; the establishment of a cocktail lounge open each day from noon until six o'clock; and the opening of the Grill Room for private banquets, meetings and dances.

The new restaurant will specialize in real Southern cooking, home-made pastries and hot breads, steaks, chops and chickens, and every Friday night will feature a Lobster Thermidor, one of Miss Flynn's particularly famous dishes.

On Sundays from 10 a.m. until 2 p.m., the restaurant will serve a "Brunch"—a combination Sunday morning breakfast and lunch for those who enjoy a leisurely meal.

Miss Flynn's direct purpose will be to provide complete dining, dancing and cocktail facilities for the more than four thousand persons who make their homes in London Terrace, and to make her establishment an attractive, home-like and friendly rendezvous for Manhattan apartment dwellers who are noted for their love of leisurely and enjoyable dining out to the accompaniment of cheerful music in pleasant surroundings.

RESTAURANT PRICES

Main Dining Room

Luncheon 11:30 to 3:00
50¢—65¢—75¢

Dinner 5:30 to 9:30
85¢—\$1.00—\$1.25

"Brunch," Sunday 10 to 2
40¢ to 75¢

Coffee Shop

Luncheon 11:30 to 3:00
35¢—45¢

Dinner 5:30 to 8:30
50¢ and 65¢

Coffee Shop closed
Sundays and Holidays



London Terrace Main Dining Room

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.

Alterations and Repairs

▲
*Custom Tailoring
Department*

**London Terrace
Halets
415 BUILDING**

**POSTAL
TELEGRAPH
MAINTAINS IN
LONDON TERRACE
AN
EXCLUSIVE
OFFICE
FOR YOUR SERVICE**

**TO SEND A
TELEGRAM
CABLEGRAM
RADIOGRAM
MONEY ORDER**

or secure a messenger to run
your errand

*Simply ask for
POSTAL TELEGRAPH
on your house phone.*

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

New Upholsterer



After several months of careful study and experimentation which definitely proved that such a service was required in a community of this size, the Management, continuing its policy of offering every possible service and convenience to residents, recently arranged for the establishment of an Upholstery Shop under the direct supervision of Charles De Graw, who for the past fifteen years has been a practicing decorator and has operated his own upholstery and drapery workroom. Mr. De Graw, a graduate of the New York School of Interior Decoration, specializes in work for private homes and apartments and has established a reputation for skilled craftsmanship, knowledge of fabrics, and handling of color harmony, all of which are essential to the treatment of any detail of upholstering or decoration.

The shop is equipped to handle all types of upholstering, the making of slip covers, draperies and other hangings, and also carries a comprehensive selection of fabrics for every purpose.

The new upholstery shop is located in the lower corridor in the 455 building on 23rd Street, and may be reached directly by the house telephone.

Association Meets

THE Twenty-third Street Association, the civic organization whose purpose is to foster the development of Twenty-third Street and adjacent territory from river to river, will hold its annual meeting on Wednesday, October 24 in Elizabeth Flynn's London Terrace Restaurant.

Peter Grimm, President of Wm. A. White & Sons has been invited to attend as guest of honor, and Norman W. Van Nostrand, Treasurer of the Company, has accepted the nomination for re-election as a Director of the Association. A feature of this year's meeting will be the exhibition at the entrance to the restaurant of the new type of bus which is to supplant the Twenty-third Street crosstown trolleys.

Penthouse Bridge

THE Fall bridge season in the Penthouse Club will begin on Monday, November 1, with regular bridge parties being held twice each week. Progressive bridge will be played each Monday night, and Duplicate each Thursday. Partners are required only at the duplicate sessions. The card fee of twenty-five cents covers the cost of equipment, cards, prizes, cigarettes and refreshments. This is the fourth season of bridge in London Terrace, and new residents are invited to attend. Reservations are not necessary, but play begins promptly at 8:30 o'clock. Further information may be obtained from the Club Manager, Penthouse, 470 building.

House Directory

THE new London Terrace house directory will be distributed to residents during this month. In this attractive, velour-bound booklet the Management will incorporate every item of interest and information concerning London Terrace which it believes will be helpful to the thousands who have made their home in the world's largest apartment house. It is intended to be a complete guide to our almost self-sustaining community. It will depict and describe the entire scheme of management; list all shops, stores and professional services, as well as all the services, facilities and conveniences available to residents.

REAL ESTATE BUSINESS EXPANDS



Peter Grimm, President of Wm. A. White & Sons, renting and managing agents for London Terrace, reports that during the first six months of this year its business increased 117 per cent over that in the same period of 1933. The company's office in the financial district gained 85 per cent in business and the office renting department in midtown had a 113 per cent rise.

The business of the management department more than doubled during the past three years, and the management of forty buildings was acquired since the first of this year, giving the company 246 residential and 97 commercial buildings, a total of 343.

In London Terrace, Wm. A. White & Sons, since their ap-

pointment in August, 1932, have made 1,656 new leases to incoming tenants and have renewed 1,549 leases, giving a total of 3,207 leases signed, which, of course, indicates that the great majority of original leases were renewed, for the total capacity of London Terrace is 1,665 apartments. Such a record in one building is beyond doubt an accomplishment without parallel in New York real estate annals.

House Phone System Nears Completion

REORGANIZATION and improvement of the London Terrace house telephone system is proceeding rapidly. All preliminary work by our electrical and engineering staff has been completed, and with the installation of the larger improved switchboard on October 20th it is expected that the new point to point system will be in full operation very shortly afterwards.



London Terrace

TYPEWRITERS

ALL MAKES

REPAIRED

RENTED

SOLD

EXCHANGED

We call and deliver

•
Artistic

Picture Framing

Moore

Picture Hangers

•
Newspapers & Magazines

Door Delivery

•
RENTAL LIBRARY

Fiction—Non-Fiction

•
LONDON TERRACE

BOOK SHOP

London Terrace News
Service, Inc.

219 9th Avenue

New York City



PATRONIZE CLEAN DRUG STORES

YOUR drug store, where you buy hospital supplies, drugs and remedies, etc., which you put on your skin or take internally, should be kept clean. We strive to keep each of our Whelan Drug Stores as clean as a hospital.

Cleanliness ranks with Good Service, in our opinion . . . and we believe we can take pardonable pride in our reputation for Good Service. Our idea of Good Service is to so satisfy a customer with his purchase and the treatment he receives that he will prefer to trade with us.

●

WHELAN

DRUG STORES

SAFETY CAMPAIGN SUCCEEDING



In previous issues of the **NEWS** Patrolmen Lombardi and Flood discussed the problem of accident prevention from the point of view of the pedestrian and the motorist. We are now able to present figures furnished by the Police Department which reveal the remarkable effectiveness of the six months' campaign to make New York's streets safe for all who use them. During the first two months of the campaign, there were 795 fewer accidents, one less fatality, and 694 fewer injuries than in the same period last year.

Gratifying as this record may be, the Department points out that with hundreds of thousands of children throughout the city returning to school this month, the number of potential accidents is tremendously increased, and it appeals to all motorists to guard against this additional hazard to aid in reducing the number of accidents in which youthful pedestrians are involved.

Schools are amplifying their instruction and education in safety practices and every police agency has pledged its every assistance, but in spite of these efforts the most essential assistance must come from the motorist.

During the first six months of this year 174 children were killed in motor accidents in the state and 7,164 were injured. Eighty-five of the fatalities resulted from children playing in the streets, and twenty-one from children hitching rides.

The motor vehicle accident situation as far as children are concerned is quite as terrifying as a severe epidemic of a dread disease. An epidemic is usually

of short duration, but year after year children are killed in motor fatalities. The Department points out that if infantile paralysis should attack 7,164 children in six months and claimed 174 victims, the entire State would be aroused.

The Department feels that the motor vehicle problem deserves the same serious consideration. The public fights an epidemic with every weapon and with all its strength, and every means of defense should be turned upon this insidious but equally destructive enemy—motor accidents to children. Care, Courtesy, and Common Sense are the watchwords of the Police Department's safety campaign. Strict adherence to their warning will win the battle.

Movies and Vaudeville

THE NEWS is glad to cooperate with our local motion picture houses for the guidance of new tenants. The Grand Opera House at 23rd Street and Eighth Avenue, showing pictures and vaudeville, will be pleased to mail their weekly programs to any who phone or ask for them, and the R. K. O. Proctor motion picture theatre at 139 West 23rd Street will also place inquirers' names on the mailing list for their weekly Newsettes.

Book Shop Service

THE London Terrace Book Shop has recently added a complete typewriter service to its comprehensive list of conveniences. The Shop now sells, rents, repairs, and exchanges typewriters of various makes and types, a real help to those of us who must for one reason or another write for business or pleasure.

FURS

Remodelled
Relined
Cleaned
Glazed

•
Lowest Prices

FUR DEPARTMENT

London Terrace
Halets
415 Building

ANNETTE WOOLF

Portraits Paintings
Also drawings from photographs.
A unique Christmas gift.
Special between now and holidays.
Interview by appointment
Apartment 9-D 460 Building

The LINGERIE SHOP

Offers

SELECTION
and
FITTING

In your apartment of
the newest

FALL FASHIONS

at current

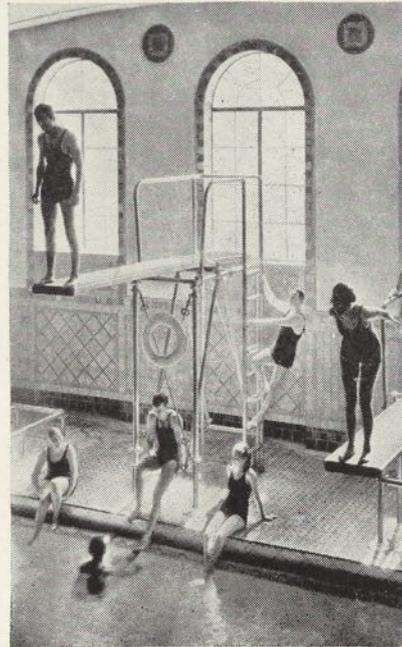
Popular Prices.

•
405 Building

House phone or
CHe 3-8169

Swimming Pool

THE Management has started a campaign to make every child in London Terrace a good swimmer. The first meet held



last month was so successful and so many children competed in the intramural contest that classes will be formed for group and individual instruction and regular meets held each month. Since the Pool has returned to the complete control of the Management, this recreational facility will be actively expanded for tenants' enjoyment.

Since every child should know how to swim for pleasure, exercise and safety, we urge all parents to bring their children to the pool and register them with Mr. Harrell so that a complete list of children of swimming age may be compiled and teams formed for the regular competitive meets.

A special swimming club for children under twelve years old will be formed, and every child in the Terrace encouraged to become a member. This group will be under the personal supervision of Mr. Harrell and will

(Continued on page 14)

ELIZABETH FLYNN'S

LONDON TERRACE
RESTAURANT

•
SUPPER DANCING

Every Saturday Night

9:30 P.M. to 2:00 A.M.

Featuring

BERNIE BREMMER

and his

Famous Orchestra

No cover charge

Minimum check \$1.25

•
Sunday Morning

From 10 A.M. to 2 P.M.

Combination

Breakfast and Lunch

40c 65c 75c

•
Perfect cuisine

Southern Home Cooking

•
House phone or

CHe 3-5285

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**

THE EDITOR'S COLUMN



Edward F. Harden

CONFRONTED with impending doom every man stands revealed, and only the noblest can meet disaster face to face and conquer or go down unflinching in the desperate performance of his acknowledged duty. It has long been an axiom that every emergency produces its leader to meet the crisis, but the Morro Castle disaster appears to be an exception that proves the rule. We comment upon this incident because ten years ago on a coast-wise passenger ship we went through a fire at sea, and the different manner in which the two calamities were met reveals to what an extent the even tenor of existence depends upon the unwritten law that men in authority shall think only of their duty. On this occasion, in ten minutes by the clock after the fire was discovered at night, the S O S had been sent, the fire alarm sounded, the passengers marshalled on deck in lifebelts, all lifeboats lowered to the rail and manned by their proper crews, all fire fighting apparatus turned on and functioning perfectly, and every officer and man at his post of duty. Seventeen ships responded to the S O S and the fire was put out in three hours, but had it been necessary

to abandon ship all hands would have been safely clear of the vessel within fifteen minutes of the discovery of the fire. In this crisis the Captain and Officers did only what was expected of them; on the Morro Castle, lack of leadership led to confusion and panic. Schopenhauer said, "In the presence of stupidity even the gods stand helpless."

James N. Beck once said that Radio was the "greatest wasted effort of the human mind." He was not referring to commercial radio communication which is one of the marvels of this age, but to radio broadcasting as most of us know it. The original mistake of allowing advertising time buyers to practically control the development of broadcasting was one of the saddest in the history of art or science. In spite of existing conditions, however, and the general similarity and mediocrity of programs, the intelligent listener can, by careful personal editing of the programs in the daily newspaper, select for himself a series of presentations that pleasantly indicate the possibilities of radio and the road that it soon must take if it is to survive in its proper sphere.

Cover Design

THIS month's cover illustration, considered the finest picture yet made of the garden fountain, was photographed especially for the NEWS by Murray Collins who has done much of London Terrace's work.

Chart Room

THE Chart Room in the Penthouse Club leading to the Marine Deck recently received a new ornament, a model of the Liner "France" which was placed on exhibition through the courtesy of the French Line.

**FOOTBALL SCHEDULES
GAMES AT HOME
FORDHAM**

Oct. 20—St. Mary's at Polo Grounds.

Oct. 27—Southern Methodist at Polo Grounds.

Nov. 3—Tennessee at Polo Grounds.

Nov. 10—West Virginia at Polo Grounds.

Nov. 17—Purdue at Polo Grounds.

Nov. 29—N. Y. U. at Yankee Stadium.

COLUMBIA

Oct. 20—Navy at Baker Field.

Oct. 27—Penn State at Baker Field.

Nov. 3—Cornell at Baker Field.

Nov. 10—Brown at Baker Field.

Nov. 24—Syracuse at Baker Field.

N. Y. U.

Oct. 20—Lafayette at Yankee Stadium.

Oct. 27—Georgetown at Yankee Stadium.

Nov. 3—Carnegie Tech. at Yankee Stadium.

Nov. 10—C. C. N. Y. at Ohio Field.

Nov. 29—Fordham at Yankee Stadium

MANHATTAN

Oct. 20—Michigan State at Ebbets Field.

Oct. 27—Catholic University at Ebbets Field.

Nov. 3—C. C. N. Y. at Ebbets Field.

Nov. 10—Holy Cross at Ebbets Field.

Nov. 17—Villanova at Ebbets Field.

UPHOLSTERING

A new service for London Terrace residents.

Expert Repairing and Recovering.

Custom work and finest quality materials.



DRAPERIES, GLASS AND CASEMENT CURTAINS—SLIP COVERS, BEDSPREADS, PILLOWS and CUSHIONS.

Tailored to individual requirements from our own or clients' fabrics. Our Work Bears the Stamp of True Craftsmanship.

LONDON TERRACE UPHOLSTERY SHOP

Complete interior decoration service.

455 Building Lower Corridor House Telephone

FOR SALE

Commode, bed rest and sun ray lamp for invalid. Folding bed, single studio couch, ironing board, vacuum cleaner.

Apt. 11-C 415 Building

HARDWARE

Tools, Cutlery, House Furnishings, Electrical Appliances.

VISIT OUR 10¢ COUNTER

FRED BECKY

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

A. LOMAN

HATS and FURNISHINGS for discriminating men.

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

An unbeatable combination of style and quality

NEW Shirts, Ties, Sox, etc., etc.

235 8th Ave. Cor. 22nd St. CHelsea 3-2214 Haberdasher to London Terrace

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

LONDON TERRACE FLOWER SHOP

Cut Flowers—Potted Plants—Japanese Gardens. Flowers delivered or telegraphed anywhere.

Immediate deliveries to apartments.

Shop open from 8 A.M. to 10 P.M. weekdays, from 8 A.M. to 9 P.M. Sundays.

405 Building House Phone or CHe 3-8235

LONDON TERRACE BEAUTY SALON

465 Building

23rd Street

Haircut	50¢	Shampoo	50¢
Tonic Wave	50¢	Marcel	50¢
Manicure 50¢			

PERMANENT WAVING \$5.00 - \$7.00 - \$8.00

Open 9 A.M. to 8 P.M.

For appointment call on house phone or CHe 2-9653

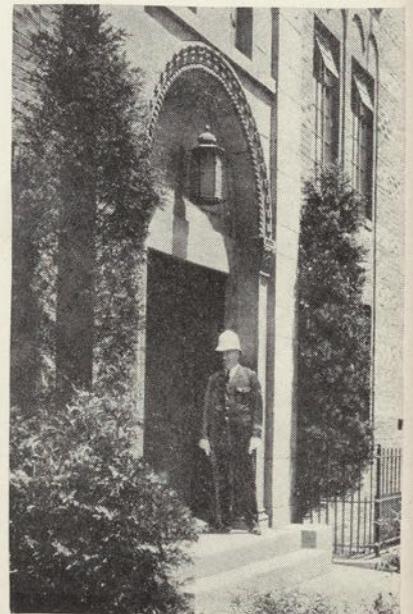
BRANCHES

(F) Ambassador, New York	Parc Vendome, New York
Ambassador, Atlantic City	Equitable Bldg., New York
Ambassador, Palm Beach	Bush Terminal, New York
National Hotel, Cuba	

Moving Day Is Over



The rush and hurry of October 1, Manhattan's greatest moving day is over, and London Terrace is already settling down to the quiet, even, daily routine that typifies this great community. As we go to press, complete statistics of the busy October first weekend have not been compiled, but one fact stands out as especially significant—the perfect functioning of our twenty-eight elevators which operated almost steadily for three days with bulky and heavy loads with no sign of breakdown in the performance of their important work. This accomplishment was the result of careful inspection and preparation of every elevator before the rush by the Elevator Mechanic and his assistants, and of ceaseless observation until the tremendous task of moving so many families was completed without interruption or confusion.



DRESSMAKING and ALTERATIONS

MRS. O. Le COUNT

EXCLUSIVE MILLINERY

also

Original models made to order
from your own materials.

Hats Altered

BETTY WILBUR

Apartment 10-A

460 Building

House phone or WAtkins 9-7163

Advertising Results



The London Terrace newspaper advertising campaign featuring portraits of residents by noted artists has, along with its effectiveness in attracting new tenants to the Terrace, received sprightly comment in advertising circles, magazines, and newspaper columns. As an example of how completely it registered in the mind of one person, we quote below a letter received by the Rental Office in response to a request for references of a new resident: "Mr. B. is, in my opinion, eminently qualified to become a member of your apparently happy family. Whether he will find that 'lift' that so entrances Mr. W., corporation attorney; that 'kingdom all my own' that delights Miss S., well-known interior decorator, or that 'inspiration' that comes so easily to Mrs. D., noted stylist—I do not know.

"But I am sure, gentlemen, that Mr. B., with whom I have been acquainted for many years, will quickly learn to hold his head proudly and say, 'I live in London Terrace.' In fact, I foresee that happy day when Mr. J. Knowles Hare will be commissioned to paint his portrait so that he can join the ranks of those who have sung your praises so eloquently.

It would not be at all surprising if some day we received another letter, in turn recommending the friendly writer of this engaging epistle as a new tenant of London Terrace.

RUGS

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

ARE YOU PREPARED

For this season's million dollar

RADIO PROGRAMS?

Our Master Aerial System
Gives perfect Radio reception.
Complete Installation \$3.50.

General inspection of your radio set, tubes,
and speaker \$1.00.

Expert repairs on all makes of radios.

Authorized Dealer for R C A and Cunningham tubes.

LONDON TERRACE RADIO SERVICE

Lower corridor, 445 Building
House phone or CHelsea 3-6062

Your Laundry Problem

will be solved
as soon as you unpack

By just calling on the house phone and saying, "Laundry," our man will be at your door promptly, take away all your laundry, and tell you in advance what it will cost.

We assure you it will not cost you more than it would if you had it done at home, and will save you the annoyance.

We have a service for every need.

London Terrace Laundry

Established here since the building opened in May, 1930

LONDON TERRACE BARBER SHOP

465 Building

23rd Street

Haircut 40c

Shave 20c

Combination Haircut, Plain Shampoo,
Shave, Tonic \$1.00

For Bootblack call Barber Shop

Open 8 A.M. to 8 P.M.

Prescription Department

WHELAN'S Drug Store announces that it has greatly enlarged its Prescription Department to the extent that it was necessary to install a complete new section within the present store. They state that the new department will be one of the largest, finest, and most complete in the city, and under the supervision of a Registered Pharmacist fully equipped to service the large residential population of London Terrace and the immediate vicinity.

THE POOL

(Continued from page 9)

receive group instruction in swimming and diving every Wednesday and Friday afternoon from four until five-thirty o'clock. The only prerequisite for membership is good standing in the Terrace and nominal club dues the proceeds from which will be used for prizes and other club expenses.

Pool activities will also include formation of classes for special instruction in life saving, complete details of which may be obtained at the Pool office.

On Friday, October 12th the Pool conducted a Water Polo, Exhibition Diving and Novelty Event meet open to all residents either as contestants or spectators.

Phone Listing

RESIDENTS who have outside telephones may list their private numbers with the Chief Telephone Operator if they so desire for the convenience of friends who might call London Terrace directly expecting a connection through our switchboard.

Church

Directory

Baptist

North Church,
232 West 11th Street

Christian Scientist

10th Church of Christ
Scientist,
171 MacDougall 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. Columbia,
341 West 25th Street.

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.

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

HANDY BUREAU of HOUSEHOLD HELPS

Altering and Repairing of Dresses

Plain sewing of all kinds.

ATTENDANTS FOR THE SICK

This service is that of a House Mother or Practical Nurse, available by the hour or day.

ARTICLES FOR RENT

Plates	Silver Tea Service
Cups and Saucers	Silver Coffee Service
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MRS. GEORGE SQUIRE

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OSTEOPATHIC PHYSICIAN
LONDON TERRACE**

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ROBERT E. FRICK, M.D.
445 West 23rd St., Apt. 1B
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WILLIAM M. PATTERSON, M.D.
455 West 23rd St., Apt. 1E
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PAUL ROBERT JACOBS, DDS.
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