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London Terrace News



(Photo F. S. Lincoln)

A PENTHOUSE TERRACE

SEPTEMBER

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 and PLYMOUTH CARS
DODGE TRUCKS

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
Rented and Recharged

MACHINE WORK

AUTOMOBILE ELECTRICIANS
Starting, Lighting and Ignition

WELDING and PAINTING
Body and Upholstery Work

TOWING AT ALL HOURS

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

CHe. 3-3050-1-2-3

**24-HOUR
SERVICE**

PREPARE

for

THE ANNUAL SEPTEMBER MOVING CLASSIC

by

ENGAGING CHELSEA'S OLDEST RELIABLE
ORGANIZATION



To take care of your moving and storage problems.

A fleet of modern moving vans for
local and long distance removals.

CHELSEA

FIREPROOF STORAGE

WAREHOUSES, Inc.

426 - 438 WEST 26th STREET

CHICKERING 4-7414

Our representative will call upon request.



London Terrace

The World's Largest Apartment House

435 WEST 23rd STREET

NEW YORK CITY



W. M. A. WHITE & SONS

ESTABLISHED 1868

350 Madison Avenue

RENTING AND MANAGING AGENTS



The NEWS of LONDON TERRACE



SEPTEMBER, 1934

VOLUME I

NUMBER 8

MANAGEMENT OPERATES POOL

THE London Terrace Swimming Pool after five month's operation as a private concession, has been returned to direct Management control, which Wm. A. White & Sons believes will be in the best interests of our hundreds of residents to whom the pool is a chief source of exercise and recreation. In selecting a new manager for the pool and gymnasium, the Management, as has often been the case in other situations concerning change in personnel, was not obliged to go outside the walls of London Terrace to find a trained employee capable of instantly changing to another post of importance. A survey of the records showed that Paul B. Moore of the Credit Department possessed an established record as a successful manager and operator of pools, and he is now reorganizing the Terrace Pool. Mr. Moore was formerly in charge of the Rye Beach Playland bathhouse, beach, and pool accommodating as many as thirteen thousand bathers in a period of ten hours, a task requiring the utmost skill, experience and ability. When the new Jones Beach development was inaugurated, Mr. Moore served as consultant in formulating the extensive plans for bathing facilities.

Under this new regime the London Terrace Pool has undergone a complete renovation, and Mr. Moore, from his experience in London Terrace, being

completely cognizent of the cordial relations which exist between residents and the Management has already established a new sense of appreciation among tenants who have the privilege of daily swimming in Manhattan's largest and finest pool.

For the benefit of those who may be prejudiced against pool bathing due to lack of technical knowledge on the subject of pool sanitation, we take this occasion to outline briefly the steps taken in London Terrace to maintain standards at a higher level than are required by the Sanitary Laws of the City. The pool water is purified by filtration and sterilized by the most modern scientific methods. The circulation system consists of pumps and filters, the water heater, chlorinator, suction cleaner, and chemical tanks being connected directly to the system. The pool capacity is 140,000 gallons, and this water is circulated and filtered into the pool at the rate of 300 gallons per minute. At this rate the pool is completely emptied and refilled twice each day.

The application of chlorine, which has been proved to be the most satisfactory method of pool disinfection, is employed here, and the chlorine control apparatus can be operated to increase or diminish the amount to compensate for variations in the bathing load. Alum, which is used for coagulation and to as-

sist the filters in the process of purification, gradually uses up the natural alkalinity which is restored by the use of soda ash, and alkalinity tests are made at regular intervals when the pool is in operation, as are the tests for chlorine content. All tests are recorded on the daily water control chart, and as a further precaution, water specimens are analyzed twice weekly by the noted chemical Laboratory of Bendiner and Schlesinger. Under these methods of procedure, residents of London Terrace are assured of absolutely safe and healthful bathing conditions.



Eleanor Holm Jarret

A LONDON TERRACE PATROL



Advertisers In The News

The NEWS has reached its eighth month of publication due largely to the continued support of its many advertisers both in and outside of London Terrace. The advertising columns are open to all stores in the building and to useful and reliable outside concerns whose business in no way conflicts with that of our own shops and stores. The policy has been to group in the columns of the NEWS a representative list of shops, stores, professional services and private businesses that will be of real help and convenience to residents and thus to make their shopping problems easier. The advertisers in

the NEWS are friends of London Terrace.

Motor Highway Extended

ON Thursday, August 30, the third link in the West Side motor highway was opened to the public with Borough President Samuel Levy officiating at the ceremonies. The new link comprises the section between 38th and 48th Streets, and the highway is now continuous from Canal to 72nd Street where the highway connects with Riverside Drive, with a gap from 48th to 57th Streets. This is specially helpful to London Terrace motorists, who may now enter the highway

almost at their door and drive uptown without the annoying traffic snarls heretofore encountered at 42nd Street. A new marginal street between 48th and 57th Streets, recently opened, permits traffic using the highway to make the trip from downtown to 72nd Street without detouring and almost without interruption from surface traffic.

The fourth link of the highway between 48th and 57th Streets was held up due to construction of the new 1,000 foot Super Liner piers in that section, preliminary work on the extension of the highway to 79th Street is already in progress, and a bill awaiting signature by Governor Lehman provides for its extension southward from Canal Street to the Battery.

MOVING DAY ARRIVES

THE Management of London Terrace, ever mindful of the comfort and convenience of its residents, extends its service and cooperation to tenants up to and including the day they move out. The last few days in September in Manhattan carry the burden of thousands of moving days combined almost in one. Moving companies are taxed to their limit, warehouses with furniture in storage are besieged by families adding to or withdrawing from their stock of household equipment, and apartment house managers and superintendents are faced with a concerted moving in and out that is almost unbelievably rushed and harried. London Terrace, with four seasons of moving experience with unparalleled numbers, has adopted through this experience a mutually helpful system by which incoming and outgoing tenants are moved with a minimum of confusion. The Management suggest first of all that tenants moving out secure the services of a reliable and competent moving company which will give a definite date and hour of arrival to receive outgoing furniture and whose responsible moving men work smoothly and carefully. It asks, too, that all outgoing tenants notify the Rental Office as far in advance as possible of the date and hour they plan to move out, so that word may be sent to incoming tenants for the same apartment in order that their arrival may be timed accordingly. Since moving day places an almost overwhelming load upon the elevators in London Terrace, and since only one apartment in each building can be moved at the same time, the cooperation of everyone is necessary to avoid undue confusion in the hallways, elevators, and basement passageways. The Uniformed Service checks all outgoing and incoming movings, and gives permission for use of elevators after

receiving its information from the Rental Office, and so regulates the arrivals and departures to avoid inconvenient congestion in the public areas.

Since the normal flow of elevator traffic must at all times be maintained during the peak hours, and since one elevator must be free for passenger use at all times, outgoing tenants are reminded that furniture cannot be moved out during the hours between 8 and 9 A.M., between 5 and 6 P.M., nor at anytime during the night between the hours of 8 P.M. and 7 A.M.

Outgoing tenants are also asked to make sure that no article of value is left behind, for doors are left open during movings, and also that identification cards and keys, if proper to surrender, be left with the doorman. Gas and electricity is turned off by the Management, but private telephone subscribers must notify the Telephone Company to discontinue service, and if the service is to be continued at the new address, it is wise to notify the Company well in advance to insure prompt installation during the rush season. First-class mail only will be forwarded if the new address is left with the Mail Clerk, but newspapers, magazines, and other matter of this description will be returned to the post office.

Newspaper Survey

THE Management thanks the large proportion of residents who filled out the newspaper questionnaire, thereby furnishing Wm. A. White & Sons with valuable information for their future advertising campaigns. Over seventy-five percent of the cards were returned, and it is expected that more will be received after the many vacationists have returned.

ENGRAVED LONDON TERRACE STATIONERY

59¢ 69¢
79¢ 98¢

*A large selection of
qualities and sizes.*

JOIN OUR RENTAL LIBRARY

*All the latest books,
fiction, non-fiction.*

LONDON TERRACE BOOK SHOP

London Terrace News
Service, Inc.

219 9th Avenue
New York City

**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 reservations.
They are part of
POSTAL TELEGRAPH'S
regular services.



**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

Visitors from Abroad



London Terrace, as we pointed out in the last issue of the NEWS is a constant source of wonder and amazement to visitors from abroad. We, who take its modern construction, its immense size, and its manifold conveniences as a matter of course, seldom realize the unique position it occupies among the dwelling communities of the world. The German photographers who included London Terrace in their group of notable American institutions, were followed on August 23rd by a delegation from Yugoslavia on a special mission to secure first hand information about New York for publication in the newspapers of their country. Three notable gentlemen, an Attorney, a Doctor, and a Philanthropist, corresponding in their country to our Untermeyer, Mayo, and Rockefeller, spent a day here on a personally conducted tour of the entire building, and were presented with a complete set of photographs from our files for publication abroad. Other points of interest on their tour of New York included the Stock Exchange,

Radio City, the Empire State building, our railroad terminals, subway system, motion picture palaces, hospitals, schools, parks, and control of traffic.

House Phone System Near Completion

RESIDENTS who daily use the convenient subterranean passageways will notice the rapid progress being made in the re-organization of our extensive house telephone system. Hundreds of feet of new cable are being run through walls and partitions, and the telephone exchange is already taking on a new appearance. All this is being done with no interruption to the continuous day and night use of some 1,600 house phones, and it is due solely to the careful and expert planning and the constructional skill of our own electrical and engineering staff that this extensive renovation is being accomplished with absence of disorder or confusion.

Work is proceeding considerably ahead of schedule, and it is expected that on October first the improved system will be in full operation all calls going from point to point directly through the central board.



The Hudson from the Marine Deck

FURS

Remodeled, Relined,
Cleaned and Glazed.

•
Lowest Prices

FUR DEPARTMENT
London Terrace
Halets
415 Building

MOVING SMALLER APARTMENT

Will sell or exchange combination
A. C. Radio and Victrola for
D. C. Also Live-Dine table,
Secretary, etc.

Phone for appointment
Apt. 6-E, 460 or CHelsea 3-4679

Used Mahogany Furniture

Governor Winthrop Desk . . .	\$25
Duncan Phyfe Drop-leaf table . . .	20
Duncan Phyfe Console table . . .	12
Book Case	15
End table	2
Walnut coffee table	15

MRS. CHARLES GLOCK
Apt. 6-A 425 Bldg.

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

House and Telephone Directory

IMMEDIATELY after Octo-
ber 1, the Management will
issue to every apartment a book-
let listing all the services and
conveniences in London Terrace,
general information for the
guidance of residents, and pages
for the notation of frequently
called but easily forgotten tele-
phone numbers. A calendar for
the coming year, certain postal
rates, and other useful informa-
tion will also be included, and it
is hoped that the booklet will be
of permanent use and convenience
for all in helping us to compre-
hend the perfected system of
operation in force in London
Terrace, now firmly established
as a community by itself.

Hot Water

HOUSEWIVES of London
Terrace may be interested
to know that the water from the
hot water taps is the same as that
delivered by the cold water tap,
and if used in cooking will save
many minutes in the kitchen for
it requires only a moment to
bring it to the boiling point.
All London Terrace water comes
directly from the city water
supply, our hot water being
heated by our own heating plant
in the building.

Art Exhibit

Beginning Monday, Septem-
ber 10, the Rental Office will
place on exhibition the original
drawings used in our present
advertising campaign. These
portraits of London Terrace
residents are the work of three
noted artists, Adolph Treidler,
J. Knowles Hare, and George
Howe. Residents are cordially
invited to attend the showing.

NEW FALL SPORTSWEAR!

•
1- and 2-PIECE SPORT
DRESSES
STUNNING
WOOL PLAIDS
and
NOVELTY CLOTHS

•
BEAUTIFUL
MOIRE and TAFFETA
BLOUSES

•
FLANNEL, TWEED and
PLAID SKIRTS

•
FABRIC and LEATHER
GLOVES

•
In addition, our usual
selection of Hosiery,
Lingerie and light founda-
tion garments. Selection
and fitting in your own
apartment if desired.

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.

Alterations and Repairs



*Custom Tailoring
Department*

**London Terrace
Halets**
415 BUILDING

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

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

FROM THE RENTAL OFFICE

THE London Terrace Rental Office has received the following letter from England:

Your letter reached me in the north of England where I was spending part of my vacation, and the brochure was here when I returned.

You are certainly to be congratulated on the quality of the booklet—but I am forced to agree with your Mr. Grimm's statement that only by living in the Terrace can one really know its comfort and completeness.

The brochure has already passed through the hands of many admirers and I shall see that it circulates constantly—but, most carefully, for I have no intention of losing such a fine picture of "home".

This letter from abroad prompts the Management to remind residents that a small number of the London Terrace brochures are yet available and the Rental Office will be pleased to mail copies to friends of tenants upon receipt of their names and addresses.

An analysis made by Wm. A. White and Sons of the sources of information which induced prospective tenants to come to London Terrace's Rental Office from January 1 to August 18th reveals the interesting information that 40.5% of the total



number stated that they came to the office because they had friends in London Terrace. This astonishing proportion is particularly gratifying to the Management which has continuously strived to make London Terrace such a complete and pleasant home for urban dwellers that their friends and acquaintances, after visiting in the Terrace and realizing its manifold advantages would be prompted to make their next home in the same building.

September is the last month for making renewals. The Rental Office urges all who are planning to renew but who have not yet done so pending last minute decisions, to notify the Office at their first opportunity so that every possible attention may be extended in the busy weeks before October first.



The London Terrace Main Dining Room

DINE

in the

LONDON

TERRACE

RESTAURANT

•
Full course dinners

85¢ and \$1.00

•
Blue Plate Special

65¢

•
House phone

or

CHelsea 3-5285

Accident Prevention Drive Continues

THE NEWS has received letters of appreciation from the office of the Police Commissioner for our publication of articles on accident prevention from Patrolmen Flood and Lombardi. For the next issue the Police Department will furnish us with statistics for the first three months of the accident prevention drive which will continue until November. In the meantime, we take this opportunity to remind motorists that new rules on automobile lights became effective on September 1st. Chapter 449 of the Laws of 1934 provides that after this date passenger cars may not display any front lights except white or yellow. This colored light provision is expected to ban special illumination on all cars except police automobiles, ambulances, emergency trucks and large busses.

Machine Shop

THE Engineering Department has recently installed a heavy-duty drill press and a large metal working lathe in the repair department, and London Terrace now possesses a complete machine shop for the handling of practically any machine problem that may arise in the buildings. Little or no work is now sent out, the pride of our staff of skilled mechanics and artisans urging them to show that we ourselves can solve any of the multitudinous task of construction and repair that daily confront the Management.

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.

SNAPSHOT TESTIMONIALS



RALPH BELLAMY, motion picture star, has a featured part in "Gigolette"

FOR PERFECT HIGH-BALLS, FIZZES, RICKEYS AND OTHER LONG DRINKS

SPARKLING POLAND WATER is pure Poland Water just as it flows from the Spring . . . then carbonated under the supervision of immaculate attendants operating under the most modern and hygienic methods conceived by science.

IN THE FAMOUS GREEN BOTTLE . . .
. . . WITH THE NEW RED LABEL

Recommended by
London Terrace Food Stores
2 for 29c—no deposit

Sparkling Poland Water

POLAND SPRING CO.
745 FIFTH AVENUE · NEW YORK
Telephone PLaza 3-0340

WALKER-GORDON

**milk
prices are
LOWER
than they
have been for
many years**

•
VITAMIN D

22^c_{qt}

•
CERTIFIED

21^c_{qt}

•
PASTEURIZED

18^c_{qt}

•
**Royal Scarlet
STORES**

•
**Also
Walker-Gordon
Acidophilus
Milk**

THE EDITOR'S COLUMN



IF, as seems very unlikely at this time, aspiring journalists, should in our old age ask us how to be a practicing but unhappy newspaper man, we should advise them to start in by publishing their own newspapers or magazines and writing their own columns. Unorthodox as this may appear to editors of the old school, it is nevertheless an effective method of avoiding long years of cub reporting and gradual ascent through the ranks with attendant and continued hazards of disemployment. And since all editors would like to be successful columnists and be quoted daily by the purported smart set, and since all columnists would rather be editors and influence the reputed thought of the Nation, our expedient of being both at the same time, and thereby influencing nobody (with the same net results) seems the logical answer to questions about careers as trustee of the Fourth Estate.

Since the employment of leisure time has recently aroused the concern of an ever watchful Government, we have evolved, to no profitable end, a method of combining three dominating characteristics of the human mind, love of idleness, interest in gossip, and the

lure of the mysterious. The method consists of reading carefully, in your leisure time, the daily newspapers and then trying to solve the recurrent mystery of what happens to those sensational stories of great moment that break suddenly on the front pages, stay for a day and then fade into the impenetrable limbo of sudden silence, suppressed for any one of a hundred reasons. Pending our own compilation of exciting stories which were never finished in the newspapers, this column will be glad to receive and print the lists of readers submitted to the office of the NEWS. For example, what important phase of the Lindbergh kidnapping case never appeared in the public prints? There are hundreds of other equally intriguing omissions in the daily press to arouse the curiosity of any amateur detective. Watch tomorrow's papers for further mysteries!

The Code of Honor was in existence before NRA and is self-enforcing.

The motto of Henry Ford, which appears under his photograph in all his branch offices and on all his ships is, "My Life Is Work." He pays his men oftentimes twice as much as other employers, but the men do nearly the work of three. The theory is that workers or executives as a rule function only at one-third of their maximum capacity. If we all worked to the safe limits of our ability we would all be Edisons, Fords, Einsteins or Rockefellers, or at least leaders in established or original fields of activity.

The hardest work in the world is sustained, concentrated, logical thought directed upon a given problem from its inception to final solution. Schopenhauer said, "Ninety-nine percent of the world's population would rather die than think." And so to press.

Baseball Season Enters Final Month

THE closeness of the races in both the American and National League promises many exciting games in New York during September, the last month of the season. With the Giants leading the National League, and the Yankees running a close second in the American League, London Terrace fans are only twenty minutes away from some of the most exciting games of the season, with a good chance of seeing a convenient five-cent World's Series. The schedule for September:

NATIONAL LEAGUE POLO GROUNDS

September

5, 6, 7, 8.....Chicago
9, 10, 11, 12.....Pittsburgh
13, 14, 15, 16.....St. Louis
17, 18, 19, 20.....Cincinnati
25, 26.....Philadelphia
29, 30.....Brooklyn

AMERICAN LEAGUE YANKEE STADIUM

September

22, 23, 24.....Boston

Quickest route from London Terrace: Eighth Avenue Subway, local to 42nd Street, and express to 125th Street, and Concourse local to either park. Running time about twenty minutes.

This Month's Cover

THE cover illustration of this month's issue was specially photographed, through the courtesy of a Terrace resident to show the unusual beauty and individuality of treatment possible on the terraces of the seventeen London Terrace penthouses. These dwellings are in fact detached houses rather than apartments, each separated from its neighbor and far above the level of the street, and each with its own garden, and trellises, and each a true castle in the air.

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

RETURNING FROM VACATION

There is one worry from which we can relieve you—
YOUR LAUNDRY PROBLEM!

It will be taken care of by the
LONDON TERRACE LAUNDRY

Right in your own building

By just calling on your house phone, our man will be at your door promptly, take away all your vacation 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.

London Terrace Laundry

Established here since the building opened in May, 1930

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

**R. K. O. Proctor's
23rd Street Theatre***Always Two Features*

CHELSEA 3-2766

**AUTUMN
FLOWERS—***Make any home
more cheerful.*

•
Japanese gardens
refilled.

LONDON TERRACE*Florist*

405 Building

**CHELSEA DOG &
CAT HOSPITAL**

Dr. L. Roth, *Veterinarian*
Bathing, Clipping, Plucking, Outdoor
runs.

258 West 19th Street
Day & Night phone WAt. 9-6963

FOR SALE

Solid maple Secretary and chair
to match. Large Vanity with
hanging mirror with chair to
match. 8 tube Crosley Radio,
solid mahogany cabinet. For dis-
posal before Sept. 15th.

D. BRILL, Apt. 7-C 465 Bldg.

HARDWARE

Tools, Cutlery, House Furnishings,
Electrical Appliances.

VISIT OUR 10¢ COUNTER

FRED BECKY

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

FOR SALE

Walnut Dinette Set:
four chairs, buffet, and
extension table with
asbestos pads.

Apt. 8-F, 415 Bldg.

**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

London Terrace Management

announces the following

RESIDENT PROFESSIONAL SERVICES**MEDICAL****B. M. SHALETTE, M.D.**

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

WILLIAM M. PATTERSON, M.D.

455 West 23rd St., Apt. 1E
CHelsea 3-0428

ALFRED C. DUPONT, M.D.

455 West 23rd St., Apt. 1B
CHelsea 3-1894

ROBERT E. FRICK, M.D.

445 West 23rd St., Apt. 1B
CHelsea 3-6677

DENTAL**BARNETT M. WARREN, DDS.**

425 West 23rd St., Apt. 1E
CHelsea 3-6434

PAUL ROBERT JACOBS, DDS.

415 West 23rd St., Apt. 1B
CHelsea 3-5858

**Post Office
And Buses**

The NEWS has received the following communication from the Twenty-third Street Association:

"While nothing definite has as yet resulted from our Association's effort to procure post office facilities in the 23rd Street district, west of 8th Avenue, beyond the admission by the postal authorities that such facilities are needed, we are confident something will be done soon to relieve the present inconvenience. A contract or sub-station has been authorized, but this type of station is unsatisfactory, and the service usually given by a contract station is also unsatisfactory. For this reason our Association is pressing the Post Office department to install a finance station in the district. With this type of station the management and personnel are under the control of the Postmaster and every postal facility is available except the delivery of mail. We are hopeful our petition, which was supported by the signatures of 5,000 residents and business houses will finally result in the installation of a finance station."

Regarding the bus situation, the Association reports as follows:

"Supreme Court Justice McCook's decision upholding the validity of the bus franchise awarded the New York City Omnibus Corp. brings the day nearer when we will have buses operating on 23rd Street instead of the surface cars.

"You are assured that the buses which will be operated by the New York City Omnibus Corp. on 23rd Street and other thoroughfares will be luxurious, comfortable, safe and adequate and this may, in a measure, compensate the public a little for the delay with which the present and past city administrations have met this problem."

Church Directory

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. Columbia,
341 West 25th Street.



Caviar!

the
most
Delightful
Food
Delicacy

Ask for
**RAFCO
BRAND**

Best
Obtainable
Quality

*Delicious
Nutritious*

SOLD AT

**LONDON TERRACE
FOOD STORES, Inc.**

RAFCO, INC.

IMPORTERS MANUFACTURERS
PACKERS

NEW YORK, N. Y.



Trade Mark

Wines and Liquors

AT ROCK BOTTOM PRICES



PHONE FOR IMMEDIATE DELIVERY

Call **LIQUOR STORE**

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