

DEC 28 1933



APRIL

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By RAPHAEL LEVY

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If This Be Treason —

MUCH to the surprise of everyone Spring has slipped around the corner from nowhere and come to London Terrace. For a time we thought it might not come at all. March came in like a lion—and went out like two lions. And early April showed a preference for snow-flurries instead of showers. But Spring is here at last, and London Terrace begins to respond gracefully. Up on the Children's play-deck tops and marbles are making their appearance. Last week, Sheffield Arnold, noted landscape artist and Terrace resident, took a stroll around the garden with Mr. Barton, and poked around a bit. Soon they will have two blades of grass growing where one grew before. And finally, the new plants which Mrs. Margaret Sangster Illian, the author, has set out on her penthouse terrace are beginning to flourish and show what they really can do with a little sun.

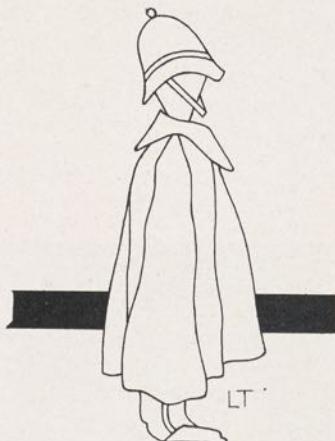
Lost — And Found

One night three weeks ago Chubby was missing. Chubby is the big, brown dog of Mr. A. Weston Smith, 460 building, associate editor of the *Financial Word*. A search, at 1:00 a. m., by Mr. Smith and the doorman, failed to locate the missing dog. Mr. Smith went back to sleep. Next morning he opened his apartment door. There was Chubby back from his travels, wagging his tail.

Not so casual, however, was the return of Gadget, wire-haired terrier of Mrs. S. Lee Kahn, 430 building. Gadget disappeared for a week. Mrs. Kahn advertised. The dog was located in a downtown pet shop. Mrs. Kahn was overjoyed at his return. Gadget was happy, too.

Slip-up

If you are one of those people who has a passion for statistics you will be interested to know that "12,000 doors throughout the interior (of London Terrace) are equipped with solid Brass door-knobs and latches, totaling nearly 15,000 pounds!"



Such are the findings of the Copper and Brass Research Association who through Bruce Caddle, Secretary, of 420 building have announced them joyously to the copper industry at large. All through the land copper men have hailed the findings. They have pointed out that the skylights consumed 30,000 pounds of their favorite metal, the radiators 120,000 pounds, and so on.

But TATLER, with a steely glint in its eye, announces a slip-up. Gentlemen of the copper industry, how many pounds have gone into equipping London Terrace's bobbies with brass buttons?

A lecture on the "Police and Juvenile Delinquency," to be given Tuesday, April 18, 8:30 P. M. by Miss Henrietta Addition, head of the Crime Prevention Bureau of the New York Police Department, will open a series of forums and lectures for London Terrace residents and their friends.

The series will be sponsored by the London Terrace TATLER, and will be held twice a month in the Penthouse club. Future lectures will be delivered by prominent residents of London Terrace as well as outsiders.

Statistics

And while one is on the subject of statistics the startling thought comes to mind that 2,500 fingers are ever ready to serve London Terrace residents. All one need do is step to the phone and call the service desk.

The fingers are those on the hands of the 250 members of the household staff, and allowing ten fingers to each person the calculation becomes amazingly simple.

More amazing, however, is the number of services that the fingers will perform. They will hang pictures, repair household equipment, mend furniture, wash walls, clean windows, serve at dinner parties, and carry out a host of activities which one's own fingers are too busy to carry out.

Caricaturist

Credit for the ingenious caricatures in this issue of the TATLER, goes to Louis dan Terrizzi, known for his pungent pictures in the New York University "Medley" of last year, of which he was the art editor. Mr. Terrizzi's talent is traceable to his father, Frank, an architectural sculptor who is responsible for the external decoration of the Frick Museum. London Terrace residents can secure the services of Mr. Terrizzi by communicating with the office of the TATLER editor, Peter Greig, 342 Madison Avenue.

Vulnerable

Edwin Victor Westrate, 405 Building, made an excellent record during the recent Eastern Bridge Championships, which marked his first entry into major bridge competition. For two successive nights, he and his partner, Fred Hoyt of Stamford, Conn., won top score in their section, in the Eastern Pair Championship tournament, in each instance beating out the team composed of Willard Karn and Theodore Lightner, one of the most powerful combinations in the bridge firmament. In the Preliminary Pairs Championship for the Liberman trophy, Mr. Westrate, paired with Miss Anne Brinkerhoff, won fourth

place in the finals, among more than 60 teams.

Swimming Pool

Spring means busy days down in the swimming pool. But Ward P. Brennan doesn't mind that—in fact he likes it. Mr. Brennan, of course, is the genial manager in charge of the pool. College athlete and coach of reputation, he finds directing the city's largest indoor pool pleasant work. Right now he's busy seeing to it that there are suits enough when the rush comes on weekends. Everybody wants to swim at once. But he's not too busy to keep an interested eye on the famous stars training in the pool. George Fissler, N. Y. A. C. star, the Spence brothers, Walter and Leonard, Lisa Lindstrom, and Elanor Holm practice in it regularly, getting into shape for new record-smashing swims. Mr. Brennan thinks you ought to drop around and watch them. They're a real treat, he says.



WARD P. BRENNAN

Urge

A resident called up the Terrace's social director one rainy Tuesday last month. He told him that the rain was getting on the nerves of a visiting guest. The guest had an urge; he wanted to play a banjo. Could the social director please help locate and borrow one for a few hours?

Art-Dealer

Newcomers to London Terrace 430 building, include William Weitmeyer, wife, and child. With his father, Thomas, William Weitmeyer, helps supervise one of America's largest firms dealing in antique pictures, the Metropolitan Galleries at 730 Fifth Avenue. Through his firm rare masterpieces of the 16th, 17th, and 18th centuries find their way from European settings into the collections of museums and private enthusiasts.

His own tastes in good art, Mr. Weitmeyer says are average. Most people, he thinks, prefer 18th century painting, particularly 18th century English portraiture. He does himself. His apartment at London Terrace will be furnished with 18th century pieces,—French bedroom and English living room.

At the galleries, where are exhibited or stored masterpieces by Reynolds,

Gainsborough, Titian, Tintoretto, and a host of others, Mr. Weitmeyer will point out a picture by Jean Honore Fragonard. It is the French master's "Fete Galante," valued in the thousands. It was discovered and recognized by Thomas Weitmeyer ten years ago, in New York.

Scoop

Did you see what a fuss the papers made about the new Roosevelt rose which was exhibited at the Flower show two weeks ago? Well, they were pretty slow. The TATLER told about the rose and ran a picture in its Christmas number and scooped the town by three months.

Pattison

Playing a piano is an art which varies with the artist. Amateurs peck out a tune



LEE PATTISON

with one finger. Modernists find ten fingers too few and add a few thumps with their elbows when necessary. Mr. Lee Pattison, 470 building, however, plays much of his music on two pianos,—that is with the help of his partner who plays the other piano.

The team Maier and Pattison is one of renown on concert stage and radio. At present they are practicing—preparing for a coming six weeks concert tour. But two piano playing must come easily to Mr. Pattison now. Recently he participated in the playing of the Bach Concerto for Six Pianos, at the Madison Square Garden under the leadership of Walter Damrosch.

Tea Dance

The latest aid to social life at the Terrace is offered by Pierre, restaurateur and manager of the London Terrace Dining Room. From 2:30 to 5:30 every Sunday afternoon he gives a tea-dance for residents and their guests. There is no cover charge

for the occasion. The dances are made lively by the playing of Pierre's new Continental orchestra, a group which is novel in that it's composed entirely of girls. It's a good orchestra, too, and it does nice things to European dance music. The music, by the way, is just the kind you like to hear when drinking beer. And you can get that too, at Pierre's these days.

Home Again

The latest social menace in the South is knitting—an indoor sport which is threatening the thrones of contract bridge and jigsaw puzzles, according to Mrs. Fred I. Hall, 460 building, who returned recently from a three months stay in Jacksonville, Florida. Gambling on horse races is still the favorite outdoor sport.

"You do not hear about the depression down there. Everybody is on a holiday, and an atmosphere of 'good times' prevails," said Mrs. Hall, who was one of the witnesses of the Zangara shooting.

"Everybody thought it was a horrible thing," Mrs. Hall said "but there was not much said about it. The opinion among the hotel people is that Zangara got his man. They all believe the whole thing the work of a Chicago gang."

New Arrivals

Spring finds new residents at London Terrace ready to enjoy its favored location and extensive facilities. The management extends its welcome to: Mr. and Mrs. David Brill, 405, building; Mrs. Evelyn Martin, 410 building, Mr. and Mrs. Frank A. Laskowski and child, Mr. Morely La Roche, Mr. and Mrs. Morris Mayer, 415 building; Mr. and Mrs. Arthur H. Blake, Mr. and Mrs. Leland W. Bennett, Mrs. Alma Saltzer, 420 building; Mr. Earl Higgins, 430 building; Mr. & Mrs. Samuel Auerbach, Mr. and Mrs. Charles A. Connelly, 435 building; Mrs. Prudence E. Schloss Lloyd, Mr. Francis G. Ross and Mother, Mr. and Mrs. Robert L. Beard, 445 building, Mr. Robert L. Mooney, 450 building; and Mr. and Mrs. Robert H. Steiner, 460 building.

Newest Arrivals

Youngest of the recent arrivals at London Terrace include: a baby boy to Mr. and Mrs. Andrew W. Williamson, 405 building; and a baby boy to Mr. and Mrs. H. Thomas Cavanaugh, 455 building. TATLER extends congratulations.

(Continued on Page 8)

"When Depression Comes - - -"

By A. WESTON SMITH, 460 Building

Associate Editor of the "Financial World"

"WHEN will the depression end?" This is the question which has been on the lips and in the thoughts of so many of us that it virtually has become an obsession.

And like the weather, the depression has made good conversation but no one has been able to do much about it. There is a far more important question, however, which most of our more violent pessimists have ignored and one which even the optimists have overlooked in the vicissitudes accompanying what has probably been the worst period of deflation the world has ever seen. That is: "When depression comes, can recovery be far behind?"

Since our forefathers ascribed the Declaration of Independence, the economic history of the United States has recorded a number of periods of depression which have been more or less severe in their intensities. The duration of these unpleasant intervals has varied from three to twelve years but each in itself has been comparable with the others despite the fact that causes and consequences have differed in many respects. Every depression has been succeeded by a period of recovery which, just as sure as death and taxes, has been followed by an era of prosperity unequalled for plentitude in the previous history of the country. Like a great wheel, or perhaps it should be called a cam, the business cycle has continued its ruthless rotation grinding out with some degree of irregularity deflation, depression, recovery and, finally, prosperity. And then the same thing all over again.

The Way For Recovery

There is little need to review the factors which have brought about both national and international depression. Nor would it be particularly interesting to discuss the far-reaching effects of this disastrous period. From multi-millionaire to laborer, no one has been spared and those who make up the great middle class have either felt the slump in their pay envelopes, bank accounts and rainy day invest-

ments or seen its reflection in the shiny surfaces of worn clothing. But the experiences of the past few years have marked the successive steps which pave the way for recovery.

What are the ingredients which are necessary to bring about a turn for the better? Among these are a rising gold supply, a strengthening of the banking policy, low interest rates, abnormally low commodity prices and the shelves of the home, the merchant, the warehouse and the manufacturer bare of inventories. All of these parts of the mixture we now have. But there are other factors which must be considered just as seriously. Let us put them in the form of questions. Do credit conditions indicate that there is a large amount of unemployed money? Has there been a prevalence of poor corporate earnings reports, dividend reductions and omissions and receiverships and reorganizations? Is the stock market pursuing a narrow and irregular course with small transactions in securities? Has "bad news" ceased to be a factor of influence on stock and commodity prices? And most important, has there been a change in public psychology from fear toward confidence? Most of these questions can be answered in the affirmative.

The "New Deal" Begins

The developments of the past month have done much to bring about a great reversal of sentiment. The change in Administration has provided the fulcrum on which the lever has been moved from extreme gloom to genuine encouragement. Cooperation between the executive and legislative branches of the Federal Government has brought the action which was so sorely needed heretofore. No class of people has been overlooked in the "new deal" and even the forgotten man is beginning to forget the trials and tribulations of the past. The wealthy have been assured by the budget balancing measures which safeguard Governmental credit and securities. The con-

fidence of the middle class and the white collar workers has been stimulated by banking moves which practically guarantee every reopened bank. The laboring classes and the unemployed have been encouraged by the prompt modification of the Volstead Act and plans for the creation of new jobs. The taxpayer has been cheered with sharp reductions in war veteran distributions and Governmental expenses. The history of past depressions shows that it is changes of this kind which stir the public imagination and provide the stimulus which is necessary to lay the foundation for that constructive force which will start the ball rolling with increasing momentum toward the goal of prosperity.

What Next?

What next? We now appear to be facing a complete reversal of what has happened during the past four years. Recovery is taking the place of deflation. First those who had money stopped buying and began building up their bank deposits. Then an attempt was made to turn bank deposits into gold. Next came the nation-wide banking moratoria, the gold embargo and the anti-hoarding act to force all gold coin and gold certificates out of hiding and back into the vaults of the banks. Already cash and gold are returning in large volume and already bank deposits would permit an expansion of banking credit. The fear of rising prices is beginning to replace the fear of declining prices and the next move on the part of the public will be to turn bank deposits into merchandise, commodities and securities in order to benefit from low prices and profit from the advance. Once the rush starts, President Roosevelt would no more be able to prevent a return of prosperity than Mr. Hoover was able to curb the course of the depression.

But it must not be assumed that all of the problems of our great nation have been solved. There are many factors of uncertainty in both the foreign and domestic situation which re-



A. WESTON SMITH

main beclouded. Our banking system must be reorganized. The farmer must be taken care of. Wall Street is in line for some supervision. The railroads need help. The public utilities are under consideration for greater regulation. Taxes, tariffs and war debts must be readjusted. And what about inflation?

The last mentioned of these uncertainties is worthy of most serious consideration as the recent mandate of the Administration with regard to the return of gold to the Federal Reserve is being viewed with some suspicion. Discussions of the "devaluation of the dollar" have been so widespread as to arouse some conjecture. The corraling of monetary gold would be prerequisite to any plan which would lower the gold content of the dollar. Any such tinkering with the currency should be viewed with askance and even though such a plan may read well in the prospectus it is doubtful if it would work, for at best it is a gamble. Let us take the slower and surer pathway toward prosperity.

Whether we are in the last stages of the depression or the first stages of recovery, it is not possible to determine at this time because we are too close to the picture. Sufficient evidence in trade statistics and other data can be gathered to prove either contention. But in the future when our perspective has been clarified it will be possible to say that the turn came in June, 1932, or March, 1933. Regardless of when or how, let us be convinced that when depression comes recovery can not be far behind.

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Bringing Up The Apartment Dog

By A. E. KIRK

FREQUENTLY the apartment dweller who owns a dog hears a remark about the "poor, cooped-up pups" who live in the city. This unappreciated sympathy usually springs from the tongues of suburban or country cousins who harbor the belief that no dog is really an honest, one-hundred per cent canine specimen of health and happiness unless he has the whole outdoor world as his oyster.

In direct refutation of this belief that a dog can not be a husky animal without benefit of a home in the country, we refer you to the annual lists of prize-winning canines who compete in America's principal dog shows. We assure you that city dogs are well represented, especially in the smaller breeds. And if you care to investigate, you will find that the urban dogs are as sturdy a lot as a group as the finest owned by our suburban and country friends.

There is no good reason why the average apartment pup can not be as sound in health as the huskiest of dogs. To be sure, a city dog's existence is very different from that which nature intended it should be, yet no ill effects can come from city life save those which a misunderstanding or careless owner can bring about.

A few simple rules, observed religiously, guarantee the constant good health and happiness of the loftiest living of skyscraper pets. Here are five rules on canine care.

Rule One, concerns the dog and his sleeping quarters. The apartment pup, to enjoy a full night of rest, must have a regular "bed" preferably a box or basket, placed off the ground and out of the way of draughts. The bedding should be of a material which can be cleaned with ease. By no means are feather-filled pillows to be recommended.

Rule Two, provides good advice about the "personal habits" of the dog: Remember that regularity is all important. At appointed hours during each day the dog should be taken out on a leash for an airing.

Rule Three, relates to exercise a very vital point: At least twice daily, usually right



after the household arises and again shortly before bedtime, the apartment pup should be taken for a stroll. His exercise should not be restricted to a turn about a city block. It should encompass the best part of a mile, at least.

Our Fourth Rule deals with the kind of food best suited to serve the city dog and his needs, and is the most important point of all. Remember, that owing to the animals apartment life, he is less likely to expend the energy spent each day by a suburban or country dog who has the run of a back yard or entire neighborhood. The city pup's requirements are less, in point of heat-giving and energystimulating foods. He should be fed with discretion and overfeeding should be carefully guarded against. Experts advise feeding only an amount which your dog will finish at one meal. If your animal leaves some of his food remaining each time you feed him, you are giving him too much. In regard to the kind of food: Owners of valuable dogs, and veterinarians and professional dog handlers, recommend Spratt's Ovals—small, pocket-size biscuits, and Spratt's Fibo—an appetizing granulated food. Both are suitable for all breeds and serve your dog well when they are fed alternately and with added meat gravies or cooked vegetables. These fares are known as dry, meat-fibrine foods, scientifically compounded rations made of good meat—beef and mutton—combined with wheat and other ingredients necessary to the canine constitution.

Rule Five, is one which applies only to the ailing dog: If your pet is ill, do not try to

"doctor" him with cough medicines, salves, etc., intended for the treatment of humans. In many cases these proprietaries which seemingly do you so much good when you are ill are far too strong for your animal to endure without harm. If your dog is taken sick, and if you can successfully diagnose his illness, treat him with the reliable canine remedies compounded expressly for the dog. However, if you can not competently diagnose your animal's disorder, consult your veterinarian. He is to your dog what your family doctor is to you.

And now with the recitation of the five rules for the common-sense treatment of the apartment pup complete, we hasten to repeat that any dog bred in the city can hold his tail up to any country canine—if he gets the right kind of care.

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About—Not By—Marjorie Mears

By RAPHAEL LEVY
Associate Editor, TATLER

WHEN Marjorie Mears, of 470 Building, was a high school girl her friends told her, "you ought to become a writer, you write such lovely letters." That compliment should have sealed her doom! For fate usually plays a little joke on girls who receive it and destines them for any career but a writing one. They may grow up to become teachers, nurses, or even housewives, but never writers.

But not Marjorie Mears. She grew up and became a successful newspaper woman. Today she is a byline author of articles and features for the New York *Herald-Tribune*, a contributor to the New York *Sun*, and to many magazines, including the New Yorker.

True, her march toward her goal was side-tracked for a time by an early marriage. But when the moment came for her to step into the ranks of those who earn their bread by the sweat of their pen, she stepped in one quick stride. Unlike many another, she avoided the years of garret-starving, and garret-struggling, which traditionally are supposed to season young writers into sound literary timber.

Born in Elmhurst, Long Island, then a really rural town, Marjorie Mears grew into a tall, lanky high school girl with a knack for writing her homework compositions, and a taste for English literature.

On both her father's and her mother's side she is third generation New Yorker. None of her family has ever shown a literary bent. But what is missing by way of a literary heritage is more than made up for by a legal one. No less than nineteen lawyers and judges are counted among her relatives. An uncle, the late James Garrettsen, was a Judge of the Supreme Court of New York.



Marjorie Mears

Ruth Eastman, the illustrator, is a cousin.

Life in semi-rural Long Island would seem placid enough, even while attending Newtown High School, but not for Marjorie. Her doctor had pronounced her ill, and she was ordered to rest. But she did not rest long, instead she got married.

It was in 1928, that she began to think what to do with herself. With the naivete of one not warned of dangers ahead, and fortified with friendly assurances that her letters were "lovely", she decided she might like to write. Her rural background stood her in good stead. She had grown up with a fondness for birds and animals which, in the case of rabbits, amounted, and still amounts, to nothing short of a flaming enthusiasm. So, in casting around for the subject of her first writing she chose to do an article on the pets of famous authors.

Here, she admits frankly, chance stepped in. In the opening paragraph or lead, of her article she made reference to Rebecca the Raccoon, pet of the Coolidge family in the White

House. This accidental bit of good newspaper psychology was enough to catch the eye of the first editor to whom she sent the article, Paul Palmer, Sunday Magazine editor of the New York *World*. The article was accepted. A week later, a tall pretty girl with chestnut hair, presented herself before editor Palmer, announced herself as the writer of the contribution, and asked for a steady job. She got it.

The old *World*, which newspaper men always refer to with a genuine sigh, was a thorough school for youngsters. Here the fine points of newspapering were drilled into beginners by such Titans as James Barrett, and Paul Palmer. And here, Marjorie Mears soon learned how lucky she was to have had her first article accepted. But the girl who already knew how to write "lovely" letters, soon learned how to write finished, brilliant interviews and articles.

Between 1928 and the death of the *World*, she pounded out dozens of special interviews and articles. And she hurried all over town to meet and to set down the wise words of professors, social lights, business men and visiting celebrities.

When the *World* was sold, and became newspaper history of the more romantic sort, Marjorie Mears became a free-lance writer. She is now a regular contributor to the *Herald-Tribune* and the *Sun*. In her apartment at London Terrace, which she shares with Geraldine Sartain, feature writer for the *World-Telegram*, she makes her office and home in one. Here she does her daily stint at her typewriter, surmounted on a large roundtop table which offers plenty of room for books, papers, clippings and a huge ash-tray.

The room in which Marjorie Mears works is unique in one respect. Everywhere, on bookcases, tables, and shelves, one

(Continued on Page 12)

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IF THIS BE TREASON

(From Page 4)

Wanderers

With spring in the air residents of London Terrace are listening to the call of the Red Gods and are taking to the high-roads. Some, however, are taking to the high seas instead. Included among these are Mr. and Mrs. Clifford Aaron, 430 building; Judge and Mrs. Anthony A. Burke, 425 building, and Miss Lillian Rogers, 425 building, all of whom sailed last

Saturday on the Cunard liner, S. S. Mauretania for a nine day cruise. The boat will stop at Havana and Bermuda.

Bridge Club

The London Terrace Bridge Club opened its doors on Monday evening, April 3, in Pierre's tea room on the street floor of the 465 building and is now open every night in the week from 8 p. m. to 1 a. m.

The club actually was organized some five months ago by Edwin Victor Westrate but, up to the present, has confined its activities to semi-weekly duplicate tournaments. Mr. Westrate introduced duplicate bridge at the Terrace two years ago, and when the tournaments outgrew the quarters assigned for them, he formed the club as an independent organization. The popu-

larity of the semi-weekly contests led to the new policy, whereby the organization has become a full-fledged bridge club, where tenants and their friends may play rubber bridge every evening. The semi-weekly tournaments will be continued, every Monday and Thursday evening.

Mr. Westrate is now completing arrangements for a special P. Hal Sims Night at the club, to be held in the early future, at which Mr. Sims, the world's champion bridge player, and Mrs. Sims, the creator of phisic bidding, will be present and play in the tournament, giving Terrace residents the opportunity to play against the supreme maestro of the game.

The winner of the first place prize cup for March at the club, was Ernst Woltman, 455 building. The winners of the first tournament of April, held Monday, April 3, were Mrs. Mabel Furst and Mrs. J. Vail Shipley.

Penthouse Club News

Mrs. Fredrick Morgan Delano, President of the Charia Matinee and Luncheon Club, sponsored by Daniel Frohman, will be hostess at the second Saturday evening Bridge in the Penthouse Club on April 22, for the benefit of the Actors' Fund.

410 BUILDING

Mr. William Barnes recently enjoyed a ten day trip to St. Petersburg, Florida, by auto. He was accompanied by friends.

Master Richard Kerr left for school recently after spending the Easter vacation at home with his parents.

415 BUILDING

Mr. and Mrs. Leo Fleichman are expected back shortly at London Terrace from a tour of Europe, where they have been since last November. Cards were received by friends from Spain.

Mrs. Douglas T. Prehn is visiting with her family in Washington. She will be gone for a month.

420 BUILDING

Mr. Ivor Bennett has returned from a six weeks trip to England on business.

Mr. Chester A. Thorp left recently for the West Coast on an extended trip which will take him through most of the Western States.

Mrs. Roger Hackney and daughter are vacationing in Florida.

425 BUILDING

Mr. John M. Faulhaber is away from the Terrace on a business trip to Canada.

Mrs. and Mrs. William R. Crowley are enjoying weekends at Providence, Rhode Island.

430 BUILDING

Master Peter Forrest spent the Easter vacation with his parents, home from school.

Mrs. M. Markham left April 1 for Bermuda, with her daughter.

Master Jacob Nearing, attending school in Jersey, spends his weekends with his parents at London Terrace.

Mrs. Ellis W. Goode left for a few weeks trip to Florida, April 1.

435 BUILDING

Mrs. Carl Edlick recently celebrated her birthday, at her mother's home in Orange, New Jersey.

Mrs. Emma Lang made a recent vacation trip to Pinehurst, North Carolina.

440 BUILDING

Mrs. Daisy Smith, secretary-treasurer of the American Lawn Tennis Association, has returned from a two months trip abroad.

Dr. Beverly Clark recently flew to Washington on business.

445 BUILDING

Mr. and Mrs. Adolph Garrett celebrated their eleventh wedding anniversary March 9th. A company of twelve friends were present at a gathering in their honor.

450 BUILDING

Miss Eleanor Dowling is in Atlantic City for two weeks, recuperating from a recent illness.

Mr. Gerald Tipson has left for a sixteen week business trip to the West Coast.

455 BUILDING

Miss Gladys Ball, daughter of Mr. and Mrs. George N. Ball, is now completing her school year in New York, having transferred from White Plains.

Mrs. Rice Gaither returned recently from a six weeks stay in the South.

Mrs. William Sharp was called to Chicago recently owing to the severe illness of her father.

460 BUILDING

Master Peter Whiteman spent the recent Easter vacation at home with his parents. Peter attends Worcester Prep in Danbury, Conn., where he is in the second form.

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347 WEST 23rd STREET : NEAR NINTH AVENUE

Spring Fashions and the Lady

By CARMEN JOSEPHY

HIGH, wide and very handsome — are the words every woman should remember when she sets forth to buy her new Easter costume. For, unless her hat is high and the shoulders of her coat or suit wide, she might just as well wear last year's models and make up her mind not to look smart. And, of course, handsome materials and tailoring are important as ever.

Foreign influence in fashions is revealed especially in hat styles this season and is largely responsible for the high hat mode. Name your favorite country and you can be sure of finding a hat that has originated from its traditional headgear. Schiaparelli's Russian knitted turbans are becoming more and more popular, for they are inexpensive and come in every shade. I predict you'll find them a joy this summer when you'll want a hat for each frock and don't know how to manage it. Then too, there are modified Scotch caps, dipped way over one eye, and often adorned with plaided quill feathers, ribbons and bows — to make them higher, of course; there are Turkish fezes, draped in innumerable ways, with fullness sometimes directly on top, or high in the back and low in the front, but all adding inches to your height. For these apparently absurd hats, there really is a reason, doubt it though you will. You will discover that they enable you to "carry" more easily the padded and stiffened shoulders and full puff sleeves that you simply have to wear to be smart.

When it comes to your daytime ensemble "suit" yourself. And that's not meant to be funny. Suits are all-powerful in the fashion world this Spring, and if you are at all the type that can wear rather severely cut things, get yourself a tailored one. It may be short-coated, and fitted snugly, or full lengthed and loosely swaggering, or come to various in-between-lengths, but certain it is that it should have wide shoulders, or Gibson-girl sleeves, or both.

Russeks-Fifth Avenue have a collection of suits, some of them specially designed for them by famous American designers,

that will make you dizzy trying to decide "which one". They have an originality and freshness about them that will make you absolutely distinctive Easter Sunday morning.

Modern merchandising has made such strides recently that it is possible to buy a dress priced from ten-fifty to nineteen-fifty that will have hand rolled hems and even hand-drawn work on it. Russeks have specialized in these amazing values and it is impossible to believe how elegant



This short, smart jacket suit of black spongy wool emphasizes the wide shoulders and broad reverses and the extremely short close fitting coat. The smart black straw hat takes an interesting dip and is banded with a wide white fold.

From Russeks-Fifth Avenue.

they are till you see them. You'll find the dresses in the Little Deb Shop there, suits included. The sizes run from twelve to seventeen and the latter will fit a fair sized lady, too.

If you are one of the fortunates able to pay something more than ten-fifty for a suit or dress let the Design Studio at Russeks show you some of their models. For as little as fifty dollars you may have a costume designed by such people as Charles Le Maire, Annette Simpson, and others, made to your order so that it will look like something for which you used to pay \$175, made to order.

Or again, you may be one who, for one reason or another, have always been accustomed to having your clothes custom made, but just doesn't see her way clear to it this year. If so, let Sava-Cola on 57th Street fit you into a suit or coat. His prices are absolutely right, and he'll fit you as only the Parisians



Gray covert cloth top-coat with stiffened shoulders and white zigzag lapels, is collared in white pique and belted in the Schiaparelli manner. The hat of wool-like straw is gray with a matching gros grain ribbon band. From Russeks-Fifth Avenue.

can. He has many models to choose from, but if you wish to go in for a little designing for

yourself, Mr. Cola will tell you what is, or is not, practical.

Finally, here's a tip when buying your new Spring Wardrobe from Wolf F. Landsman, cleaner at the Waldorf-Astoria. He advises keeping a weather eye out for loaded or non-fast dye silks. Dresses from these materials will shrink and fade the first time they are cleaned. Obviously, there is no economy in that. Another "don't" is, do not buy your clothes too tight. If you wish to look slim, when, as a matter of fact, you are full-figured, tightly fitted clothes will not turn the trick. And think what happens if they shrink!

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Boys and Girls of London Terrace

By HELEN ELIZABETH HARDEN, Playground Supervisor

London Terrace parents, co-operating with Mrs. Helen Elizabeth Harden, are starting to collect a library for the Children's use. Not having children of our own, besides the TATLER, the editors have called upon Miss Elizabeth Culbert, 460 building, assistant librarian at the Hamilton Branch of the New York Public Library, and Mr. Felix M. Cornell, of the Yoke Book Shop, for suggestions of books children prefer. These it offers to London Terrace residents who may care to help furnish the library.

Miss Culbert suggested that parents and children consult a copy of "Seven Stories High," by Miss Anne Carroll Moore, superintendent of work with children in the New York Public Library, which contains a list of books illustrative of the seven reading interests of children. A copy of the book may be found in Mrs. Harden's office.

The following is the list submitted by Miss Culbert:

MOSTLY—PICTURE BOOKS

Apple Pie. By Kate Greenaway. Warne.

The Golden Goose Book. By L. Leslie Brooke. Warne.

Mother Goose's Nursery Rhymes. Edited by L. Edna Walter. Illustrated by Charles Folkard. Macmillan.

Picture Books. By Randolph Caldecott. Warne. (There are sixteen Caldecott Picture Books, bound separately in limp paper covers.)

A Child's Day. By Walter De La Mare. Illustrated by Winifred Bromhall. Holt.

Under the Window. By Kate Greenaway. Warne.

Picture Books. Illustrated by Walter Crane. Dodd.

A B C Book. Illustrated by Charles B. Falls. Doubleday.

Aunt Green, Aunt Brown and Aunt Lavender. By Elsa Beskow. Translated by Siri Andrews. Harper.

Perez and Martina. By Pura Belpre. Illustrated by Carlos Sanchez. Warne.

FAIRY AND FANCIFUL TALES

The Children's Book. By Horace E. Scudder. Houghton.

At the Back of the North Wind. By George Macdonald. Illustrated by Francis D. Bedford. Macmillan.

Fairy Tales. By Hans Christian Andersen. Translated by Mrs. E. Lucas. Illustrated by Thomas, Charles and William Robinson. Dutton.

Grimm's Household Tales. Edited by Marion Edwards. Dutton.

Grimm's Fairy Tales. Edited by Frances Jenkins Olcott. Illustrated by Rie Cramer. Penn.

The Wonder Clock. By Howard Pyle. Harper.

East O' the Sun and West O' the Moon. Translated by Mrs. Gudrun Thorne-Thomsen. Row.

Moonshine and Clover. By Laurence Housman. Harcourt.

A Doorway in Fairyland. By Laurence Housman. Harcourt.

English Fairy Tales. By Joseph Jacobs. Putnam.

The Unicorn With Silver Shoes. By Ella Young. Longmans.

The Boy's King Arthur. By Sidney Lanier. Scribner.

FIRST STORY BOOKS

The Adventures of Pinocchio. By Carlo Lorenzini. Illustrated by Charles Folkard. Dutton.

Alice's Adventures in Wonderland. By Lewis Carroll. Illustrated by John Tenniel. Macmillan.

Heidi. By Johanna Spyri. Translated by Helen B. Dole. Ginn.

Hans Brinker or the Silver Skates. By Mary Mapes Dodge. Illustrated by G. W. Edwards. Scribner.

The Story of Doctor Dolittle. By Hugh Lofting. Stokes.

The Jungle Book. By Rudyard Kipling. Doubleday.

The Merry Adventures of Robin Hood. By Howard Pyle. Scribner.

The Lonesome Doll. By Abbie Farwell Brown. Houghton.

Sparky-for-Short. By Martha Bensley Bruere. Coward.

To and Again. By Walter R. Brooks. Knopf.

The Little House in the Big Woods. By L. I. Wilder. Harper.

The Treasure in the Little Trunk. By Helen Fuller Orton. Stokes.

BOYS AND GIRLS

Adventure and Romance
Martin Pippin in the Apple Orchard. By Eleanor Farjeon. Stokes.

Master Skylark. By John Bennett. Century.

Little Women. By Louisa May Alcott. Little.

Rebecca of Sunnybrook Farm. By Kate Douglas Wiggin. Houghton.

Treasure Island. By Robert Louis Stevenson. Scribner.

The Secret Garden. By Frances Hodgson Burnett. Stokes.

Master Simon's Garden. By Cornelia Meigs. Macmillan.

The Candle in the Mist. By F. C. Means. Houghton.

The Adventures of Tom Sawyer. By Mark Twain. Harper.

Smoky. By Will James. Scribner.

Downright Dency. By Caroline Dale Snedeker. Doubleday.

Moby Dick. By Herman Melville. Dodd.

Queer Person. By Ralph Hubbard. Doubleday.

Rolling Wheels. By Katherine Grey. Little.

Hepatica Hawks. By Rachel Field. Macmillan.

The Magic Walking Stick. By John Buchan. Houghton.

Buffalo Barty. By Olaf Baker. Dodd.

BIOGRAPHY

Florence Nightingale. By Irene Cooper Willis. Coward.

Here Comes Barnum. By P. T. Barnum. Harcourt.

The Story of My Life. By Helen Keller. Doubleday.

The Ugly Duckling. By Isabel Proudfit. McBride.

Abe Lincoln Grows Up. By Carl Sandburg. Harcourt.

Discovering Christopher Columbus. By Charlotte Brewster Jordan. Macmillan.

Far Away and Long Ago. By William Henry Hudson. Dutton.

(Continued on Page 12)

EASTER SERVICES



As at Christmas, neighborhood churches and pastors extend the season's greetings to the residents of London Terrace, and invite them to join in the services for Easter.

EPISCOPAL

The Church of the Holy Apostles, 28th Street and 9th Avenue, Rev. Lucius Edleblute.

Easter Day:

7:00 a.m.; 8:30 a.m.—Holy Communion.

11:00 a.m.—Holy Communion and Sermon by the Rector, with special Easter music, harp and violins.

8:00 p.m.—Confirmation and Easter Carols, with sermon by Bishop Charles K. Gilbert.

The Church of the Holy Communion, 6th Avenue and 20th Street, Rev. Worcester Perkins.

Easter Even:

4:00 p.m.—Baptism.

Easter Day:

11:00 a.m.—Special Sunday service, by the Rector.

Trinity Chapel, 16 West 26th Street; Rev. J. Wilson Sutton.

Holy Saturday:

Holy Communion.....7:30 a.m.
Morning Prayer.....9:00 a.m.
Evening Prayer.....4:00 p.m.

Easter Day:

Holy Communion.....7:00 a.m.
Holy Communion

(choral)8:00 a.m.
Morning Prayer.....10:15 a.m.

Holy Communion (choral) and

Sermon11:00 a.m.

Evening Prayer and the Presentation of the Children's Lenten Offering4.00 p.m.

LUTHERAN

The German Lutheran Church of St. Paul, 312 West 22nd Street; Rev. H. A. Kropp.

Easter Day:

10:30 a.m.—Festival Service and Communion.

8:00 p.m.—Sunday School Festival Service.

METHODIST EPISCOPAL

The 18th Street Methodist Episcopal Church, 305 West 18th Street, Rev. G. Vincent Runyon.

Easter Sunday:

11:00 a.m.—Easter Message.

6:00 p.m.—Fellowship Coffee Hour.

7:00 p.m.—Epworth League.

PRESBYTERIAN

The Chelsea Presbyterian Church, 214 West 23rd Street, Rev. Thomas H. Whebley.

Easter Day:

11:00 a.m.—Services.
4:00 p.m.—Services.

ROMAN CATHOLIC

St. Bernard's Roman Catholic Church, 14th Street and 8th Avenue, Rev. Patrick H. Drain.

Holy Saturday:

8:00 a.m.—Solemn service and Mass.

Easter Day:

Mass.....6-7-8-9-10-11 a.m. and 12 noon

The Church of the Guardian Angel, 194 Tenth Avenue, Rev. Joseph A. Grogan.

Holy Saturday:

7:00 a.m.—High Mass.

Easter Sunday:

Mass...6-7-8-9-10-11-12:20 and 12:25; High Mass at 11:00 a.m.

TERRACE CALENDAR

(April 15, to May 15)

Penthouse Club

Tues., April 18—Lecture, "The Police and Juvenile Delinquency," by Miss Henrietta Additon, Deputy Police Commissioner, at 8:30 p. m.

Sat., April 22—Bridge, for the benefit of the Actors' Fund, at 8:30 p. m.

Weekly

Monday Nights — Duplicate Bridge.

Tuesday Nights—Jig-saw Puzzle Contests.

Thursday Nights — Progressive Contract and Auction Bridge.

Main Dining Room

Sun., April 23—Tea Dance, at 2:30 p. m.

Grill

Sat., April 22—Dinner Dance, by the Grove Club, at 8:30 p. m.

Sat., April 29—Dinner Dance, by the Acme Wheelmen, at 8:30 p. m.

Sat., May 6—Reunion Dinner, 11th U. S. Engineers, at 8:30 p. m.

Classified Advertising

FOR SALE—White electric sewing machine walnut cabinet. Most desirable dressing table. Reasonable. 465 10-F.

TATLER



Vol. 3 APRIL, 1933 No. 5

London Terrace Tatler published on the 15th of each month for the residents of London Terrace by Peter Greig, 342 Madison Avenue, New York, MURRAY HILL 2-1096. Information for advertising and contributions to news columns should be addressed to the above.

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MARJORIE MEARS

(From Page 7)

sees rabbits, — rabbits of china-ware, of brass, and rabbits that turn up in book illustrations. All have names, and some have histories. For example, there is Alphonse, the large chinaware rabbit who squats on a bookshelf near the window. He came into the country from France, with his ears wrapped up in unmentionable garments of pink. In short, Marjorie Mears visualizes her ideal world as one with a rabbit-hutch in every back-yard and on every fire-escape.

BOOKS

(From Page 10)

A Daughter of the Samuri.
By Etsu Inagki Sugimoto.
Doubleday.

The Romantic Rebel. By Hildergarde Hawthorne. Century.

And here are Mr. Cornell's suggestions:

Dickens — David Copperfield.
Tale of Two Cities.

Scott — Ivanhoe.

Bunyan — Pilgrim's Progress.

Stevenson — Treasure Island.

Carroll — Alice in Wonderland
and Through the Looking Glass.

DeFoe — Robinson Crusoe.

Lageroff — Wonderful Adventures of Niles.

Sweester — Ten Girls from Dickens — Ten Amer. Girls from History.

Anderson — Fairytales. Grimm's Fairytales.

Will James — Smokey and Big Enough.

Alcott — Little Women and Other Titles.

J. Fennimore Cooper — Leather Stocking Tales.

Mark Twain — Tom Sawyer and Huckleberry Finn.

Ernest Thompson Seton — Rolph in the Woods also Two Little Savages.

Paul Du Chaillu — Lost in the Jungle.

Henty — All Titles.

Victory Appleton — Tom Swift Series.

Booth Tarkington — Penrod, Penrod and Sam, Seventeen.

Carolyn Wells — Little Women of Treasure House and Others.

Laura Lee Hope — Bunny Brown and Bobsie Twin Series.

L. Frank Baum — All Titles.

Alice B. Emerson — Ruth Fielding Series.

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