

Clackett P. 55



NEW YORK
LIBRARY
ASTOR, LENOX AND
TILDEN FOUNDATIONS
R L
JAN 3 1933

STACK 3

03'-6
Dec 19 32
May 19 33
(R)

London Terrace TATTLER

CHRISTMAS

IRGT
x
London.
1932



The Fireside Inn

411 West 24th Street

CLUB BREAKFAST—Weekdays, 8:00-10:00 a.m. .25-.35-.45
 LUNCHEON—11:30 a.m.-2:30 p.m.50-.70
 DINNER—5:30-8:30 p.m.75-.85- 1.00
 SUNDAY DINNER—5:00-8:30 p.m.85- 1.00

For Special Parties or Reservations
 CHickering 4-8926

H. BRENWASSER

PHARMACIST

PRESCRIPTION SPECIALIST

Complete line of drugs and toilet accessories

226 NINTH AVENUE CORNER 24th STREET
 CHelsea 3-1666—9687—9150—9208

Telephone
 TOMpkins Square 6-9183

Largest Establishment on
 Twenty-Third Street

Pierree Beauty Shoppe

ALL PHASES OF BEAUTY CULTURE

Specialists in Frederics Viva-Tonic Permanent Waves

8 East 23rd Street • New York City

THE COLONIAL BEEF COMPANY ANNOUNCES

For the convenience of its patrons the

GRAND OPENING
 Saturday, December 17

Of a new department handling
FANCY GROCERIES AND DAIRY PRODUCTS
 At competitive prices

Exceptional care has been taken in the selection
 of the brands of merchandise to be offered.
 10 Years at This Address

COLONIAL BEEF CO.
 High Grade Meats and Poultry
 209 NINTH AVENUE CHelsea 3-5489—5490
 Branch at 246 Columbus Avenue

Delivery Service Phone CHelsea 3-5041

CHELSEA DELICATESSEN STORE OF QUALITY

For 35 years a friendly neighbor to Chelsea Residents

Cold Cuts Salads Chickens Sandwiches
 Fancy groceries and table delicacies

DAIRYMEN'S LEAGUE

MILK • CREAM • BUTTERMILK

206 NINTH AVENUE NEAR 23rd STREET
 I. HAHN

Day Phone Night Phone
 CHelsea 3-3050-1-2 WAtkins 9-9827



The Only Official LONDON TERRACE GARAGE EXCELSIOR GARAGES INCORPORATED

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

24 Hour Service • Thoroughly Fireproof

YOUR INSPECTION INVITED

Nothing but the Best

STORAGE

Auto Laundry
 General Lubrication

PARTS & SERVICE

For all makes of cars & trucks

AUTOMOBILE

ELECTRICIANS
 Starting, Lighting & Ignition

TIRES & ACCESSORIES

BATTERIES REPAIRED
 Rented & Recharged

WELDING & PAINTING
 Body & Upholstery Work

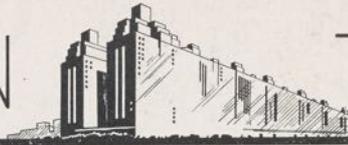
RADIATOR & FENDER
 REPAIRING

MACHINE WORK

TOWING AT ALL HOURS

TATLER

LONDON



TERRACE

Volume 3

Number 1

IS THERE A SANTA CLAUS?

We take pleasure in answering at once and thus prominently the communication below, expressing at the same time our great gratification that its faithful author is numbered among the friends of THE SUN:

"Dear Editor—I am 8 years old. Some of my little friends say there is no Santa Claus. Papa says 'If you see it in THE SUN it's so'. Please tell me the truth, is there a Santa Claus?"

VIRGINIA O'HANLON,
115 West Ninety-fifth street."

VIRGINIA, your little friends are wrong. They have been affected by the skepticism of a skeptical age. They do not believe except they see. They think that nothing can be which is not comprehensible by their little minds. All minds, VIRGINIA, whether they be men's or children's are little. In this great universe of ours man is a mere insect, an ant, in his intellect, as compared with the boundless world about him, as measured by the intelligence capable of grasping the whole of truth and knowledge.

Yes VIRGINIA, there is a Santa Claus. He exists as certainly as love and generosity and devotion exist, and you know that they abound and give to your life its highest beauty and joy. Alas! how dreary would be the world if there were no Santa Claus! It would be as dreary as if there were no Virginias. There would be no childlike faith then, no poetry, no romance to make tolerable this existence. We should have no enjoyment, except in sense and sight. The eternal light with which childhood fills the world would be extinguished.

Not believe in Santa Claus! You might as well not believe in fairies! You might get your papa to hire men to watch in all the chimneys on Christmas

eve to catch Santa Claus, but even if they did not see Santa Claus coming down, what would that prove? Nobody sees Santa Claus, but that is no sign that there is no Santa Claus. The most real things in the world are those that neither children nor men can see. Did you ever see fairies dancing on the lawn? Of course not, but that's no proof that they are not there. Nobody can conceive or imagine all the wonders there are unseen and unseeable in the world.

You tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest man, nor even the united strength of

all the strongest men that ever lived, could tear apart. Only faith, fancy, poetry, love, romance, can push aside that curtain and view and picture the supernal beauty and glory beyond. Is it all real? Ah, VIRGINIA, in all this world there is nothing else real and abiding.

No Santa Claus? Thank GOD! he lives, and he lives forever. A thousand years from now, VIRGINIA, nay, ten times ten thousand years from now, he will continue to make glad the heart of childhood.

(The above editorial appeared in The Sun on September 21st, 1897, and it is here reproduced

GREETINGS FROM THE LORD MAYOR OF LONDON

56 G LONDON 27 6

NLT PETER GREIG EDITOR=

342 MADISON AVENUE NEWYORK=

LORD MAYOR OF LONDON SENDS SEASONABLE GREETINGS TO TENANTS

LONDON TERRACE HOPES NEW YEAR WILL BRING IMPROVED WORLD

CONDITIONS.

by special permission of The Publishers of The Sun. It was written by Francis Pharcellus Church, for thirty-five years, until his death in 1906 a regular contributor to The Sun's editorial page. The article has probably been reprinted during the past quarter of a century, as the classic expression of Christmas sentiment, more millions of times than any other newspaper editorial ever written. We are grateful to The Sun for allowing us to use it in The Tatler.)

Christmas Eve at London Terrace

As usual, Christmas celebrations will be held on the evening of December 24th in the garden, around the Clement ("Night Before Christmas") Moore tablet. This year London Terrace will be more interested than usual in the ceremony that has

been planned, for the principal participants will be the children of London Terrace.

But first, the decorations. They will be very simple but we are fortunate in having at our disposal the talents of Mr. H. W. Becker the foreman of the New York Botanical Gardens, Bronx Park, New York who has given us invaluable advice as to what to do. Electrical and other effects are from our own London Terrace staff.

At five p.m. on December 24th the children under the direction of Mrs. Helen E. Harden will gather around the Christmas Tree and sing Christmas carols—for which event noisy rehearsals are in progress as this is written.

Then they will ask Santa Claus—who has definitely promised to be present—to give as many gifts as he can find around the tree to the poor children of the neighborhood who will be brought to the festivities by Miss Renton of the Salvation Army.

Gifts for Salvation Army Kids

Besides a gift for each of these children there will be an orange and a bag of candy. But where do these gifts come from? Why, from Mrs. Harden's class of children. Each one is being asked to give a new or old toy to the tree for one of the Salvation Army children to take away. Of course, we can only have as many of these children as there are gifts. So we want to have as many gifts around the tree as possible, for Miss Renton says there are many poor children to give a present to this Christmas.

Grown-ups Invited Too

If any grown-up tenants wish to give a toy for the tree will they please deliver them to Mrs. Harden before six p. m., December 23rd, that there may be plenty of time to count all the gifts on Saturday morning and tell Miss Renton how many children to bring.

Special Costumes

Mrs. Lee Pattison of London Terrace has kindly volunteered to design and execute the costumes to be worn by the London Terrace children over their winter clothes. Pom-pom hats and striped skirts will add a gay note to the proceedings. Betty Sefton has kindly promised to help make the clothes.

(Continued on page 11)

Christmas Greetings



From the Office of the Mayor of New York City:

"I am very glad to extend to the residents of London Terrace my best wishes for a Merry Christmas and a Happy New Year."

JOSEPH V. MCKEE,
Acting Mayor.

The Mayor of New London, Conn., Mr. Malcolm M. Scott, telegraphed as follows:

"The citizens of New London extend their heartiest greetings for Christmas and the New Year to all the residents of London Terrace, New York City."

From the Mayor of London, Ontario, Canada, Mr. George Hayman:

"Please convey to the occupants of London Terrace, Christmas Greetings from the Mayor and Citizens of London, Ontario."

From William J. Demorest, of William A. White and Sons:

"May everyone at London Terrace spend a very Merry Christmas and may 1933 abound with joy and good fortune."



FROM NEIGHBORHOOD CHURCHES AND PASTORS

BAPTIST

North Church, 232 West 11th Street; Dr. Homer Stanley Morgan says:

"I am glad to give you all an invitation to attend our Christmas Day Services with our season's best greetings."

Christmas Day
Bible School 10 a.m.
Sermon 11 a.m.
Evening Service 8 p.m.

EPISCOPAL

Church of the Holy Apostles, 28th Street and 9th Avenue;

From MR. BARTON

From all who, within these walls, labor with heart and hand to make each home a pleasanter place in which to live, and to provide the physical comforts which help to cheer the tired mind and rest the weary body, this Christmas greeting is sent.

May the spirit of peace and good-will bring us happiness in this season of good cheer and may it not pass away with Christmastide but remain with everyone of us so long as we are together in this great family, guiding us with sympathetic understanding in all things that affect our common interests.

Rev. Lucius A. Edelblute says:

"To lift up one's heart in high thanksgiving in Church in the yearly remembrance of the Birth of God's dear Son is to keep a Holy Christmas—and to make a truly Merry Christmas."

Christmas Eve

Carol Service followed by Holy Communion. .11:30 p.m.

Christmas Day

Holy Communion — 7:30 a.m.; 8 a.m.; 11 a.m.
Children's Festival Service — 8 p.m.

Church of the Holy Communion, 20th Street and 9th Avenue; Rev. Worcester Perkins says:

"The Church of the Holy Communion welcomes on Christmas Day all strangers who have no Church home to share in the privilege of Christ's Birthday."

Christmas Eve

Candlelight Service...8:30 p.m.

Christmas Day

Holy Communion, 8 a.m., 10 a.m.
Morning Prayer.....11 a.m.

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

"I am very grateful for this opportunity of expressing to the residents of London Terrace my hearty good wishes for a very happy Christmas and to extend to them a warm welcome to the services at Trinity Chapel."

Christmas Day

Holy Communion . . . 7 a.m., 8 a.m.
Morning Prayer10:15 a.m.
Holy Communion (Choral),

11 a.m.

Carol and Manger Service, 4 p.m.

LUTHERAN

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

"The Pastor greets our Chelsea community and welcomes all our friends to the Church with warm Christmas greetings."

Christmas Eve

Christmas Eve Service 8:30 p.m.

Christmas Day

Christmas Service...10:30 a.m.
Children's Christmas Service 8 p.m.

METHODIST EPISCOPAL

18th Street Methodist Episcopal Church, 305 West 18th Street; Rev. G. Vincent Runyon says:

"Old 18th Street Methodist Episcopal Church, 'The Charter Church' extends its Greetings in this the ninety-eighth year of its existence. A cordial invitation is extended to all in London Terrace to worship here on Christmas Day."

Christmas Day

Holy Communion10:30 a.m.
Christmas Message11 a.m.
Candlelight Service 8 p.m.

PRESBYTERIAN

Chelsea Church, 214 West 23rd St.; Rev. Thomas H. Whebley says:

"The Chelsea Presbyterian Church extends Christmas greetings to the tenants of London Terrace and assures them a cordial welcome to all services."

Christmas Eve

Midnight Service11:30 p.m.

Christmas Day

Morning Worship11 a.m.
Evening Song 8 p.m.

ROMAN CATHOLIC

St. Bernard's, 14th Street and 8th Avenue; Rev. P. H. Drain says:

"I am happy to extend our heartiest Christmas greetings to all the residents of London Terrace."

Christmas Eve, Midnight Mass

Christmas Day

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

Devotions 8 p.m.

St. Columbus', 25th Street between 8th and 9th Avenues; Mons. Thomas A. Thornton, says:

"May Christmas Peace and good-will reign throughout London Terrace."

Christmas Eve, Midnight Mass

Christmas Day

Mass—6-7-8-9-10-11 a.m.
Solemn Mass12:15 p.m.

Church of the Guardian Angel, 194 Tenth Avenue; Rev. J. A. Grogan says:

"May the peace which the Infant Babe came into the world to bring to men of good-will be yours to-day and throughout the coming year."

Christmas Eve, Midnight Mass

Christmas Day

Mass — 6-7-8-9-10-11 a.m. and 12:15 p.m.



A Distinguished Guest

Lion Feuchtwanger, famous German novelist and playwright, will be guest of honor at a tea and reception given by the editors of the Menorah Journal and the Menorah Graduate Society at Pierre's, in London Terrace, Sunday, December 18.

Mr. Feuchtwanger, who arrived in this country recently for an extensive lecture tour, will address the group on the "Meaning of Judaism To-Day," a topic he will discuss before Jewish groups throughout the country. The novelist will also discuss on his tour: "Human Nature, Unaltered by Time"; "The Revival of Barbarism in Modern Times"; and "The Sense and Nonsense of Nationalism".

The success won by Mr. Feuchtwanger with "The Ugly Duchess"; has steadily reached new peaks with "Power", "Success", and "Josephus", the latter having been the October choice of the Literary Guild.

The tea is being sponsored by Henry Hurwitz, editor of the Menorah Journal and Marvin Lowenthal, associate editor. Among those who will act as hostesses are: Mrs. Bernard S. Deutsch, Mrs. I. S. Wechsler, Mrs. Louis I. Newman, Mrs. J. M. Reeder, Mrs. Elias Margolies, Mrs. Louis J. Halle, Mrs. H. de Sola Mendes, and Mrs. William F. Felstiner.

Books In November

The London Terrace Bookshop reports best-sellers for November among the residents were:

Fiction

Invitation to the Waltz, by Rosamond Lehmann.

Flower Wilderness, by John Galsworthy.

Mutiny on the Bounty, by Charles Nordhoff and James Norman Hall.

Non-Fiction

Death in the Afternoon, by Ernest Hemingway.

Tiger Man, by Julian Duguid.

Stop Press

As we go to press, we learn with the greatest pleasure that Miss Lydia Summers, 410 Building has won the Atwater Kent National Radio Foundation prize. We heartily congratulate Miss Summers. Full details in our January issue.

A BLOCK OR TWO AWAY

The Wholesale Flower Market

By HANNAH DORNER

A few doors east of the pungent fur district, underneath the Sixth Avenue elevated from twenty-sixth to twenty-eighth Streets in a melee of delicatessens, stables, gospel missions and open fruit stands, New York City makes its daily transactions in fresh, uncut flowers.

All morning the city's retailers in lumber jackets, each festooned with a bright red carnation haggle over the city's tastes for that day in flowers. The rose, red, yellow, white, full-bloom or still in bud, is always conceded the favorite. Chrysanthemums, yellow and white,

cypridium savelarea, is le dernier cri in corsage decorations, while the "Hare Field Hall," a flower of similar shape but of orange hue, runs a close second.

At noon every day the merchants emerge from their barren shops and discuss the situation. Mr. Pappas and Mr.

Goldstein argue the botanical origin of the tropolium.

"The flower business is like everything else," one of the merchants remarks mournfully. "We're dependent upon fads and if we don't guess right we're out of luck. Take carnations for instance," he said with some spirit, pointing to a riotously colorful group of orange, red, crimson and white flowers. "They were the rage ten years ago. What are

they today? Just a souvenir for our customers."

An outsider tactfully suggested that the flower business must be nice work. "Nah," the merchant said in a lachrymose tone. "Ya get calloused."



A Wholesale Flower Shop on 26th Street

By courtesy of Florists' Exchange

In that brief two-block span flora, cultured and pristine, sepulchral and festive, hobnob with fauna served hot off the griddle with roll and mustard for five cents. And while the fifty wholesale flower merchants in that district may have aesthetic objections to such a setting for their fragrant wares, the Manhattan Florists' Social Club, Twenty-eighth Street and Sixth Avenue, is handy and so riddled with historic moments in the life of the New York florist that a change to a less odoriferous district would be regarded as heresy.

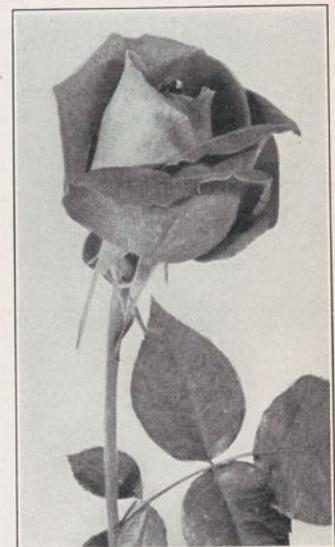
The curtain rises on New York's floral scene as early as six o'clock in the morning. Trucks from growers in Connecticut, New York State, Massachusetts and New Jersey deposit thousands of roses, chrysanthemums, carnations, lilies, pink daisies, trillium and gladiolus while the exotic gardenia and the orchid are sent in frigidaires by plane or train from Florida and California.

are given no more attention than the bones of last month's turkey.

Predominating among the all-year round flowers in the shops are the Yuletide floral decorations. Bright red holly and verdant mistletoe, branches of silver birch, a profusion of fir trees, and rich bronze leaves are banked expectantly in a corner of the shop, while the lillium rubrum a small, short stemmed red flower, completely odorless, a new hybrid concocted for Yuletide decorations, awaits the approval of the retailers.

The first appearance of a bright yellow full-bloom rose, dedicated to President-elect and Mrs. Roosevelt, and to be sold on the market under that name, is set for the middle of December and is to be seen in an embryonic stage in the shop of Treandly and Schenck at Twenty-sixth Street and Sixth Avenue.

Lady slippers, a half-sister to the orchid, chartreuse in color, and commonly known as the



The President-elect, Franklin D. Roosevelt Rose, by courtesy of the Florists' Exchange. A new hybrid Tea Rose, developed by Reynolds Farms, So. Norwalk, Conn.

Lillian's Beauty Shop

Modernly Equipped
Expert Attendants
Reasonable Prices

Treatments in Your Apartment

Specializing in Permanent
Waving, \$5.00 up

For appointments phone
WA 9-9362

365 WEST 23rd STREET
near Ninth Avenue

VILLAGE ART SHOP

206 8th AVENUE
Between 20th and 21st Sts.

High class dressmaking. Coats,
Fur Collars, Suits, Evening Dresses
Remodeling, Repairing
Perfect fitting

Orders called for and delivered.
Low prices

Cacilie Pritchard
WAtkins 9-2716

VARIETY—

When Dining Out—!
IS The Spice of Life!

We Suggest our . . .

Blue Plate Dinner . . . 50c
Light Luncheon . . . 40c

We Specialize in . . .

STEAKS, CHOPS
SEAFOOD

PAPPAS
RESTAURANT

248 Eighth Avenue at 23rd Street

Shoe Repairing HAT CLEANING

Best Work—Lowest Prices

Ten years at this address

212 Ninth Ave. **NICK'S** Corner
23rd Street

HARDWARE

Tools, Cutlery, House Furnishings,
Mazda Lamps, Electrical Supplies

FRED BECKY

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

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

"Jack Pot" Ryan

By MORRIS L. ERNST

The papers called him Jack Pot Ryan. The name itself held me fascinated. I had known men who in youth had been dubbed Dutchy, or Dizzy, or Mucker, but such terms of endearment carried no connotations as raw and frank as Jack Pot. Of all the people whom I have tracked down as Derby Sweepstake winners none was as clear and definite from the name alone as Jack Pot Ryan. Here was the one man who by all the laws of chance should have drawn a lucky ticket for the big cash prize at Epsom Downs.

The newspapers, my starting off point, said little about Jack Pot. Age 42, greyish hair, rather fat, a race track fan. In every account the reporters always took the trouble to show that Jack Pot wore one of those three karat diamond pins that was stuck into his shirt just above the third buttonhole, necessitating the wearing of a bow tie.

That was about all that the press could get about this second biggest American winner of the 1925 Derby sweepstake. Jack Pot, three karat diamond, three hundred and fifty thousand. Here was a type but certainly not much drama. His kind of a life was not upset by a sudden fortune. It had been subjected for too many years to the incessant everyday jolts of winning and losing. Jack Pot's personal guess or judgment was being expressed each Saturday night back of a stack of chips and he staked too much on each occasion to allow anything but the vindication of his own choice of horses or cards or numbers to affect his metabolism. Here was one of the American racing touts,—winning, losing, betting, hedging, figuring—that was the cut of his life.

I was not much entranced by the job of finding out what a windfall of more than a quarter million dollars could do to such a stream of life. At most it would only change the pace of his existence, not the races which he entered. Change of speed never did fascinate me; rather do I get excitement out of shifting of form, swerving of interests, switching of tracks.

I had met many of the gamblers of New York City from Rothstein, up or down, toying with chance. Rothstein had been shot by his former best pal. I was sorry he was not still alive for, among other reasons, he could have given me the lowdown on Jack Pot. I was sure, however, that Louis the Greek would be glad to help me out in what to him would seem a quite mad and stupid curiosity.

On 44th Street I ran into Louis. I told him that I was checking up all of the United States boys and girls who had won prizes in the 1925 Derby

Sweepstake. Jack Pot Ryan was one of the big scoopers. "How about giving me the lowdown on Jack Pot of New Orleans, Havre de Grace, Belmont, and Saratoga"?

Did Louis know him? With a vengeance I discovered. And he knew in the most intimate sense all about that big haul of Jack Pots.

"Yep" said Louis; "it must have been about seven years ago, am I right"?

"Yes", I said, "1925 to 1932 makes seven years".

"Well", continued Louis, "we all heard that Jack Pot had cleaned up. One of the bunch usually wins something from the Britishers on that Derby draw. It might have paid us to run our own draws but I always favor not butting in on that English racket. That's pulled on the level and if our boys tried to cut in on it over here, there would be all kinds of phoneys and such a big slice paid over to the coppers and others that there wouldn't be much left. Well, anyway, Jack Pot landed it in 1925, and as a matter of fact missed it in 1926 by only twelve numbers or so."

"What did he do with the swag, Louis"?

"Well, what in hell would anyone do with it? Put it to sleep in a bank for the time being of course. Nix on those pieces of paper they sell in Wall Street. Cash is the best buy in the world for us boys at all times. If you do get sucked in by them borers in Wall Street you don't get a run for your money and then it's only luck, no brains. No grey matter needed down there like at the green cloth or the track.

"Well, Jack Pot just trailed along for some time. He didn't have to hock his three karat for a hell of a while and he played steeper games and really socked away a lot of cash back of his pick at the track each day.

"I remember, once he came back from New Orleans and sat in at a crap game at Cincho Mark's. A real game, ending up in the passing over of papers for as much as 180 grand. Jack Pot used his noodle. He was never a guy who would run from his luck. If they were falling his way he pounded after them as if he were a cop close to his mug, but if his luck had gave him the tata, he'd just fold up or pull in his sheet near up to his neck.

"It was after that game that he first hit them foul. He wasn't satisfied with piling up his account at the bank. He had to try to break into real big money and he never had the nerve for the first clippers. At the game at Cincho's sat Benny Guffanti—you know, the boy that was carried out in Chicago a few months ago. Well, Benny was

handling the dope game in all of the state prisons. That gave Jack Pot the idea that with his big Derby swag he could break into the racket and the damn fool tried to take over the Federal pens.

"He started in at the toughest spot in the whole game, Atlanta. It took more than money to edge in there. I'll hand it to Jack Pot, he had a good idea, but no organization to pull it off. With two hundred thou and some brains, a guy could take the game as he figured it out and clean up a million a year.

"But instead of doping out just how many dope sniffers were caged in Atlanta each year, instead of figuring out how much the sale of that would bring in old greenies, he just starts like a boy detective to figure out a way of getting the white powder into Atlanta and how to get paid for it. And he captures a cute one. He arranges to swap dope for cigarettes and by letting the boys give back their smoke allowance of two packages a week he resells the tobacco to the prison."

I did not quite follow this high finance so I said, "I'm a dumb-bell, Louis, but I don't get you."

"Well, (he could not start in after a breath without a well), it's this way. A sniffer is in the pen, he's hungry for dope. He's got no cash. What can he use for coin? Cigarettes. Well, where does he get fags? From Uncle Sam two packages a week, that's the ration for each mug. Two packages a week that's 30 cents a week. Three weeks of smokes makes ninety cents. In steps Jack Pot and says to the sniffer, I'll give you a shot of coke for the ninety cents and he gives a shot that is worth about 40 cents on Second Avenue and costs Jack Pot for the white dust itself not more than 15 cents."

"But where do the cigarettes go, Louis. Jack Pot isn't running a tobacco store, is he"?

"Hell no. He figures that he runs in with the wardens, they acting as his boys inside of the walls and then after they huddle up a lot of cartons of cigs they all sit around, count them up and then the next time that the guy who buys for the prison needs cigarettes he buys from Jack Pot's pool."

"That looks like a pretty slick set up, going back to good old fashioned barter," I said.

"Yes it was swell except it cost too much, too many trustees and officials had to be in on the game and no racket is worth a damn unless you can head it up to one big shot, hand him the big swag and then just give chicken feed to the little scum that suck around.

"But worse than that, Jack Pot didn't ask Benny to let him

"Jack Pot" Ryan (continued)

in. The damn fool, he thinks you can open a bank in Wall Street with getting the O. K. from J. P. Look how the big boys cleaned out all the small fry that tried to cut in on banking during the last two years.

"It's no different in these government rackets. It's for the protection of the boys with the Uncle Sam jobs. Where would they be if hundreds of separate rackets were run in every department? And Benny was just like J. P., even to having good connections abroad.

"Jack Pot walks right into an automobile ride, the spot, and a three karat stone sent home to his wife, or his girl".

I wanted to remember to pick up the thread about the wife or girl friend but had to press on to find out if they knocked Jack Pot off.

It turned out that Jack Pot was still alive and back at the track. When Benny really got wise to Jack Pot building up a dope game of his own, he started to squeeze. Jack Pot knew that his luck had turned. He tried to buy Benny off. He offered to buy all the dope from Benny's New York organization. He offered finally to take a split in, and run Benny's Federal Department for him, even a small cut. No. Benny had played ball once before with a guy who got a foothold without asking for the O. K. in advance. Benny was through with that sort of tripe. They never stayed true. Always had one eye on Benny's coffin and the hope of the Big Boy's place. No gratitude came from guys who horn in. They must be held by fear. Drive them hard. That was Benny's plan.

And he drove Jack Pot to the point of turning over his entire plan without even a copper for the white powder stored up or the cigarettes on hand. Jack Pot could go back to the horses, sport his three karat, but he found he was nicked for most of his Derby winnings.

"And how about that girl friend you mentioned, Louis?"

"Well", said Louis"; she wasn't much of a moll, no fightin' over her. But Jack Pot is still hanging around. She got Jack Pot to pull out. She wanted a meal ticket. Jack Pot".

I left Louis with a little more curiosity to see Jack Pot. It was easy to locate him. Down to Baltimore I went on the sleeper. And at the paddock I met him. Red faced, rough-edged, even in his voice, his teeth, his eyebrows. Not much on talk while the races were on. But afterwards I saw him with his girl friend, who was just too fat to be worth looking at twice, and not fat enough for a job at the circus. I came close to Jack Pot. There was the diamond pin, in a green gold

setting with about eight prongs that looked like lions claws. What a stone!

Jack Pot had gone back to his old game. The Derby sweepstake that he had won was near forgotten. For a time it had given him prestige at the tracks, not because anyone thought he had picked the winner but because anyone near horses believes in the highest order of a mystic existence, a life organized in such a way that mere man can't ever figure it out. And therefore certain persons by fate run in luck and if you rub close up to good fortune some of it may smear off unto you.

Many who had formerly just said "Hello", started to shake hands with Jack Pot. It was no more ridiculous than shaking hands with the President in Washington. Touching those who have what you want gives a tingle; it shortens a gap.

But in time new winners of the later Derby were known at the track. Human flesh at the track has no more permanence than the flesh of a horse. And so Jack Pot went back to his old self, except for one difference. That stone was no longer a three karater. For more than a year I had forgotten that scarf stone of Jack Pot's and then I ran into Louis again and told him I had met Jack Pot and thought he was all jake, finished with the big shows, and just guessing his life away, always hoping to have more winnings than losings.

"But Louis, what of the Stone? They call him three karat Jack Pot but that shiner is at least five karats, if it's a grain."

Louis smiled. "Well, that's his anchor. When it was small he used to hock it when he was up against it, and at any rate as long as the bookies saw the shirt stone, Jack Pot's credit was O. K. But after that Derby scoop and that run in with Benny, out steps Jack Pot with a six karater. Not that he needed more of a line with the boys; they knew he hadn't turned over all of his Derby cush on the Benny deal but somehow he felt smaller, I guess, and wanted to show the boys that he was twice as big as ever so he tucks away the three karat stone and parades himself with that six karat stone."

"It's a beauty", I said. "I guess he can hock it any time for a couple of grand."

Louis smiled, "yep" he said, "if it wasn't a fake".

DO YOU REALIZE

How much it would help the London Terrace Tatler if you would favor our Advertisers when placing your orders.

Lucky Mr. Kearsley!
Postal Telegraph has established an office in London Terrace for the purpose of rendering to the residents all of the services which the company has to offer. Residents will have available at all times a fast and accurate telegraph service. As an illustration of the complete service which the company is prepared to render it is worthy of note that special direct telephone connections have been established between the central switchboard of London Terrace and the new Postal Telegraph office so that immediate connection may be made between any telephone in the building and the telegraph office.

Orders for theatre tickets, airline reservations, money transfers, A. B. A. travelers cheques and a long list of other services and conveniences are available through Postal Telegraph.

Sex-Appeal Creeps In
Mr. L. P. Kearsley, one of the Company's most highly trained men, has been assigned to the office as manager and he will be assisted by the attractive Miss M. Higgins. Miss A. McGinley, whose efficient work in the important Postal Telegraph office in the New York Life Insurance Building has gained her considerable standing, is the night operator here. (On receipt of this communication from the Publicity office of the Postal Telegraph Company, we dashed down to their newest office to take a peek at "the attractive Miss M. Higgins." She's "Q" all right; Oh, very much "Q". Charming smile. M. stands for Madeleine; born in County Roscommon Ireland; five years in this country, three of them with Postal Telegraph. Ed.)

TATLER
LONDON TERRACE

Vol. 3 DECEMBER, 1932 No. 1
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.

LONDON TERRACE FLOWER SHOP

OFFERS at most reasonable prices a full line of Christmas flowers and green plants, and all sizes of Christmas wreaths and trees.

Also a large assortment of cut flowers.

405 BLDG. HOUSE 'PHONE
CHelsea 3-8235

SEA FOOD
OYSTERS AND CLAMS
ON THE HALF SHELL

Special attention
to phone orders

Ninth Ave. Fish Market
242 NINTH AVENUE
Phone LAc. 4-0699

Old Chelsea
GROCERY AND DELICATESSEN

Free delivery on orders over
50c—7 A.M. to 9 P.M.
CHickering 4-9512

433 WEST 24th STREET
Directly opposite London Terrace

New!
ANDY'S BAKE SHOP
(Formerly with Cushman's)
FRESH PASTRIES, PIES
AND CAKES

208 NINTH AVENUE
At 23rd. WAt. 9-3182


Courtesy, Cutter Labs.

Chelsea Dog & Cat Hospital

Leon Roth, D.V.M., in charge
Dog and Cat Specialist
Surgery, Medicine, Bathing,
Plucking, Clipping, Boarding
Sanitary Kennels
Outdoor Runs
Pure Bred Dogs for Sale
Pets called for and returned,
Established 10 years
258 West 19th Street
Day and night phone WAt 9-6963



Edward F. Harden

As Volume Three, Number One, goes to press, I wish to extend to readers and advertisers my best wishes for a Merry Christmas and a Happy New Year.

Mr. Basil Cameron, English Orchestra Conductor was a recent guest of Dr. B. M. Warren, on his arrival here enroute to Seattle where he will be guest conductor of the Seattle Symphony Orchestra.

Mr. A. Weston Smith, Jr., associate editor of "The Financial World," is the author of the leading article "Is Repeal the Key?" in the issue of December 7. The piece is a particularly timely and well written treatise on the potential economic benefits to be derived from immediate repeal of the Eighteenth Amendment, revealing several aspects of the situation not hitherto given to the public.

Relief Workers At Tea

On Tuesday afternoon, November 15th, the group of ladies who kindly volunteered to constitute themselves the Emergency Unemployment Relief Committee for London Terrace met for the first time at the invitation of Mrs. Peter Forrest, Captain of the group. The meeting was held in the Penthouse Club Card Room which was specially decorated for the occasion. Refreshments were prepared by Mrs. George A. Squire. London Terrace is in Section 6, District 3 which includes a considerable part of the Chelsea District. Paul H. Fairchild is Vice-Chairman in charge of the Section, while Mr. Peter Forrest, General Counsel of the 23rd Street Association, a recent arrival in London Terrace, is in charge of the London Terrace collections. The people in the Terrace who personally canvassed the entire buildings are the following:

Sketches and Tatlers in The Terrace

By THE LONDON TERRACE, Editor

Mrs. Albert M. Bates
Mrs. M. Neal Gordon
Mrs. F. Arnold Halter
Mrs. Edward F. Harden
Mrs. L. F. Henry
Mrs. F. Ronald Mansbridge
Mrs. Leslie Parry
Mr. & Mrs. George A. Squire
Mrs. George S. Starbuck
Mrs. Vernon M. Walters
Mrs. John W. Welsh

The total amount collected will be published in the next issue of Tatler as the drive will not end until after the present issue goes to press.

Welcome on the Mat

A new resident is Mr. Kent B. Stiles, president of the New York Newspaper Club, who has taken an apartment at 455. He is editor of "Distribution and Warehousing Magazine" with offices at 349 West 39th Street, and a vice-president of the publishing company that sponsors the magazine.

Mr. Stiles is recognized as a world authority on philately. (very readable article on science of, Ency. Britt, vol. 17, p. 713). He is an associate editor of "Scott's Journal" published by the Scott Stamp and Coin Company; author of two books, "Stamps, An Outline of Philately", Harper and Brothers and "Geography and Stamps", Whittlesey House. As a collector, Mr. Stiles specializes in air mail and commemorative stamps. He is married.

Swedish Lecture

On Monday evening, December 12, residents of the Terrace enjoyed an interesting lecture by Mr. Howard Brentan McDonald on the romantic islands and countries of the Spanish Main. The entertainment, the second of its kind, was given under the auspices of the Swedish American Line, and depicted scenes encountered during a cruise of the motorship Kungsholm.

Mr. Harden introduced the speaker to an audience of around one hundred.

* * *

Ping Pong is maintaining its popularity and has gone *Society*. Many residents bringing their dinner guests as an aid to digestion.

Lectures On Bridge

The Penthouse Club Management has arranged with Mr.

William J. Huske to deliver a series of lectures at the Penthouse Club Bridge Parties, beginning Thursday evening, January 5 promptly at 8:30. These talks will precede the regular Thursday evening play and will deal with bidding and play, the new rules, and other topics of current interest to our players.

It is hoped these talks from an acknowledged authority on the game will prove an interesting and helpful prelude to the evening's play.

Mr. William J. Huske, Editor of "Bridge World", published by Ely Culbertson, will write a column on bridge for the Tatler beginning with the January issue. Avoiding the technical aspects of the game, these articles will deal with bridge from the layman's viewpoint, and will include numerous first hand experiences with the great figures in the world of bridge.

Epicurean Epics

London Terrace residents are being invited by Pierre to attend a dance on Christmas Eve in the Grill following dinner which is to be had at a dollar or a dollar and a quarter. The dance which begins at seven and will last straight through to midnight, is Pierre's piece de resistance free of charge.

Reservations for the annual New Year's Eve party at Pierre's have exceeded all previous records the number already being up to 430 covers. The party will be provided with two orchestras, a revue, and original souvenirs.

Other events to take place at Pierre's include: The Tenement House Department Dinner-dance on Saturday, December 17; a reception and tea for Lion Feuchtwanger, the author of "Josephus," on Sunday, December 18; a dinner meeting of the Masonic Lodge Shakespeare Society on Monday, December 19, and the Stuyvesant High School dinner-dance on Friday, December 30.

The London Terrace Tatler was pleased to receive a request from E. H. Anderson, director of the New York Public Library, for a complete file of the 1932 issues.

Ralph A. Iovieno

LAc.-4-1578



HOLIDAY SPECIALTIES

Groceries, Vegetables
Fruits, Table Luxuries

Phone Orders Delivered

229 NINTH AVENUE
Cor. 24th Street and 9th Ave.

Holiday Greetings

to

London Terrace
Residents

S. METZGER

Stuyvesant Market

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

A Handy Bureau
of Household
Services

Prompt and reliable service for the following household needs:

Typing and Stenography

Dress Alterations

Darning and Mending
Pleating and Hemstitching

Upholstering in the Home

Curtains hung

Catering Service

For Teas and Parties

Practical Nursing

Attendants for the sick
Food prepared for invalids
Sickroom equipment to rent

Mrs. G. H. Squire, Apt. 5-A,
425 Bldg. WAtkins 9-0477

Mrs. H. P. Kemp, Apt. 3-B,
430 Bldg., WAtkins 9-7631

SPEAKING OF CLOTHES

AND SHOWS

Fashions

Now that it is mid-winter and full time for furs and flannels we girls must begin collecting our spring wardrobe and I might add that it is a pretty nice outfit of clothes that high fashion predicts too.

The leading materials of the early spring openings feature sheer wools and mannish flannels—the latter in somewhat subdued shades of brown and blue. Another bright idea although not particularly new is the two shade costume—a suit, say—with the skirt and coat of two monotonous or maybe a checked skirt and a solid color coat. Checks appear to be very smart and these are often carried out in the design of the cloth rather than those two color effects which make the narrowest hips grow an inch or two. And of course there are numerous stripes mostly narrow and again woven into the materials.

The outstanding note is the change from the rather flamboyant colors of the winter shades to pastels and neutral tones. Grey is again good and in addition to that you have four shades of putty brown, beige, a dusty tan and soft medium blues. For a color note, look to your blouse and most of the designs in the early showings are hand blocked linen and bold prints.

Wools do not stop this year at five o'clock but are carried into the evening. A striking frock was shown made of sheer white wool. The design was a large geometric one in deep brown. The high neckline in front was used and in the back, the dress was cut into a deep V. The belt was of a heavy woven wool—in the manner of a chain and was of dark brown. The whole effect was charming and the dress was particularly suitable for early spring wear both formal and informal.

And now that we have finished with the wools you might be interested in knowing that Paris says melon and shrimp shades are easily the most important colors suggested for beach wear!

Last Minute Shopping Suggestions

A few shopping suggestions for those of our readers who suddenly remember they have forgotten a Christmas present.

CHELSEA DOG AND CAT HOSPITAL, 258 West Nineteenth Street: Dogs bathed, plucked, reconditioned and manicured—special Christmas prices.

RALPH A. IOVIENO, 229 Ninth Avenue: Special Christmas baskets—\$2.50 up. Plum puddings: pound size, 21 cents; two pounds, 39 cents.

GEO. NOCKIN'S SONS, 252 Eighth Avenue: Baguette watch with ten to twenty diamonds—\$35 up.

PIERREE BEAUTY SHOPPE, 8 East Twenty-third Street: Frederics Viva-Tone Permanent Wave—\$6.00 long hair; \$5.00 short hair.

\$13.75 DRESS SHOP, 1065 Madison Avenue—for that last-minute dress.

MISS ROSE B. STANLEY, Chelsea 3-8316, who will come to your apartment armed with creams and oils and rest you with a facial after a tiring day of Christmas shopping.

The Theatre

We Recommend—

“Dinner at Eight,” by George S. Kaufman and Edna Ferber at the Music Box Theater, West Forty-fifth Street. Kaufman and Ferber at their best and that means a completely satisfactory evening in the theater.

“Mademoiselle,” at the Playhouse, West Forty-eighth Street. Grace George adapted this play from the French. It is an extremely poignant treatment of the parent-child problem,

seasoned with humor. Miss George is featured and the cast includes Alice Brady, A. E. Matthews and Peggy Conklin.



Spring Byington

“When Ladies Meet,” by Rachel Crothers at the Royale Theater, West Forty-fourth Street. One of those gay Crothers' comedies that visiting relatives will love. Spring Byington's performance as Bridget Drake is superb.

Musical Shows

“Music In The Air,” by Jerome Kern and Oscar Hammerstein at the Alvin Theater, West Fifty-second Street. A charming musical show, beautifully cast and with a standard Kern score. Mr.

Benchley cried over it—it is that good.

“Of Thee I Sing,” by George S. Kaufman and Morrie Ryskind with a score by George Gershwin and lyrics by Ira Gershwin at the Forty-sixth Street Theater. As long as it runs it will be the best show in town.

“Take A Chance,” a Schwab and Mandel musical at the Apollo Theater, West Forty-second Street. Sid Silvers and Jack Haley supply the comedy and Ethel Merman and Jack Whiting, the songs. What more can you ask?

Watch Out For—

“Twentieth Century,” by Charles MacArthur and Ben Hecht; “Girls in Uniform”, the English adaptation by Barbara Burnham of the Christa Winsloe German play, “Maedchen in Uniform”; and Katharine Cornell in “Lucrece” adapted by Thornton Wilder, with music by Deems Taylor.

Sports

The following hockey games will take place at Madison Square Garden, Fiftieth Street and Eighth Avenue for the balance of 1932.

- Sun., Dec. 18. Americans vs. Chicago
- Tues., Dec. 20. Rangers vs. Detroit
- Thur., Dec. 22. Americans vs. Toronto
- Sun., Dec. 25. Rangers vs. Montreal
- Tues., Dec. 27. Americans vs. Detroit
- Thur., Dec. 29. Rangers vs. Ottawa

STuyvesant 9-2533

Dr. Hazel Coley Hayman
OSTEOPATHIC PHYSICIAN
SPECIALIZING IN
WOMEN AND CHILDREN
78 IRVING PLACE
By appointment NEW YORK CITY

BOWLING

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

The New HOMESTEAD RESTAURANT

. . . Steaks and Chops a Specialty . . .

TOM WIGGINS 266 EIGHTH AVE. CHelsea 3-9681
Bet. 23rd & 24th Sts.

Telephone
WAtkins 9-3479

Lillie Beauty Studio

Formerly with Saks Fifth Avenue and Helena Rubenstein
This Luxurious Establishment offers you

Park Avenue workmanship at neighborhood prices.

Permanent Waves: Frederick, \$5.00—VitaTonic, \$7.50
French Finger Marcel, the lasting wave, \$1.00
Marcel and Shampoo, \$1.00

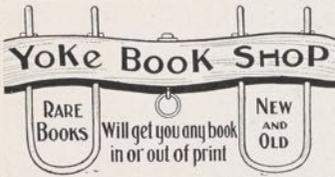
Application of Ey-Teb, luxuriant lashes, instant, secure, \$2.00
Try our specialty—the famous DUART Steamer for reconditioning hair and scalp. Fancy Hairdressing for parties.

347 WEST 23rd STREET — NEAR NINTH AVENUE

Hair Specialist

Scalp treatments, hair bleaching and dyeing. Privately by appointment only. Consultation, if desired without charge.

LONDON TERRACE
CHelsea 3 - 6342



Upholsterers



for 45 years

For beauty or economy you need go no further than to call our shops. Ask about all our services. They include Upholstering, Drapery Work, Bedding, Chair Caning and Cabinet Work.

H KAMRASS & SON
110 WEST 17TH STREET
NEW YORK N.Y.
WAtkins 9 - 8977

Buy Your Radio in London Terrace

And secure immediate free service during guarantee period.

ALL STANDARD RADIOS
MIDGETS AND CABINETS

MUSICAL INSTRUMENTS
KODAKS — RECORDS

Cunningham
RADIO TUBES

All makes of Radios
Repaired by Experts.

Service call, including a thorough test and check of your radio and tubes as well as minor repairs.

\$1.00

LONDON TERRACE
RADIO SERVICE
445 Bldg. Lower Corridor
House Phone or CHe 3 - 0159

Boys and Girls of London Terrace in the Fresh Air Play Ground

By HELEN ELIZABETH HARDEN

It is with real joy that, as newly appointed Director of Play-ground Activities in London Terrace, I extend my Christmas greetings to the children of London Terrace and their mothers who have been most helpful and cooperative in my activities.

Getting Ready For Christmas

These are breathless times for the children of London Terrace. Hundreds of plans for Christmas gifts and celebrations, and breath-taking visions of heavily-laden red stockings and luscious

Rivals For Elsie De Wolfe

The club rooms for the older children have been painted and decorated and are now all ready for indoor activities. Drapes were made by the girls and hung, with some difficulty, by the boys. We now have two large blackboards, several sturdy bridge tables, benches and chairs, two large book cases and an indoor tennis table. To those who have contributed books to the club rooms we take this opportunity to offer our thanks and an invitation for a visit.

We've already hauled out our heavy white canvas covering for the playroof so that even on the coldest days the children can play outdoors comfortably, protected against chill winds.



The Director

plum puddings keep them in a constant state of suppressed excitement. Cancer, Prancer, Vixen and Nod race through their heads in a whirl of silver-gadged tricycles and all-talking, all-singing dolls.

It is only at play-time that their busy minds relinquish that vision of the long dreamed of miniature Twentieth Century Limited and become completely submerged in the diversions, which as part of our program, we offer to the children of all ages everyday and, or so it seems at times, all at once. There are for example; aeroplane construction conducted from benches and tables with see-saws acting as wings and propellers; tent-making with regular lightweight canvas for material; roller skating and tricycle riding, football and handball, bean bag, rope skipping (an activity, incidentally, which some of the mothers have taken up); cowboys and Indians, ghosts (with what is left of the tent material for stage property); hoop-rolling and countless other miscellaneous activities.

E. L. Cord Please Note

In outdoor activities kite flying is still the most popular sport. The present record for altitude and time aloft is held by Gordon Donnally who sent his Red Eagle kite to the unprecedented height of some 200 or more yards, keeping it aloft for two hours. The original supply of thirty-six kites how-



Gordon Donnally

ever, has been entirely demolished due to unavoidable aerial disasters.

Seeing Some of it Through

We are very proud to note at this time that the small buttons supplied by the Emergency Un-

employment Relief Committee and distributed among the children of London Terrace for sums ranging from five to twenty-five cents apiece, were eagerly bought by the children as their chance to do their bit.

We also wish to acknowledge with thanks a gift of nearly a thousand colored crayons from Mrs. H. Bersin of the Star Candle and Crayon Works, 601 West Twenty-sixth Street, whose huge supply of coloring crayons allow the children to indulge in one of their favorite outdoor and indoor diversions.

On Saturday December 10th the first snowstorm of the season and one of the best in years from a child's viewpoint descended on the playroof to the shrill delight of over fifty children. A snowfall is always an event on the playroof but when it happens on a school holiday all hands arrive early in full force wearing for the first time overshoes, scarves and mittens. In no loss of time the snowballs were flying, forts were thrown up and the day's fun was under way in earnest.

Food Notes

It occurs to the Editors many housewives must have favorite recipes they would be glad to offer for the pleasure of other epicures in London Terrace. Please send in your recipes for publication here, and later, it would be fun if those who tried them out were to send in their comments. How about a good recipe for a cake to start with? Please mark your entries with your name and leave them with the London Terrace editor, Penthouse Club 470 Building.

Here is a recipe for cinnamon stars clipped from one of the best food columns published in a New York newspaper — that conducted by Karen Hollis of the New York Evening Post.

For the cinnamon stars, use four egg whites, pinch of cream of tartar, one-quarter teaspoon of salt, three-quarters cup sieved brown sugar, one-quarter cup white sugar, about one-half pound finely-ground blanched almonds and two tablespoons each flour and sugar. It is best to prepare an additional two ounces of almonds in case they are needed. Beat egg whites stiff, add cream of tartar, salt, sugar and enough ground almonds to make soft dough. Sprinkle sugar and flour on board, pat dough out on it, cut in star shapes, place on buttered baking sheet and chill in ice-box for one hour. Then bake in moderate oven for fifteen minutes.

By—line Briefs

With the beginning of its third volume the London Terrace Tatler suddenly finds itself with new publishers who have promptly put a new dress on the child. There was very little time for the tailor to cut it out and have fittings so where it does not yet fit snugly we crave the indulgence of our readers. The Tatler is published for the benefit of those who live in London Terrace and it should therefore reflect the quality of London Terrace. If it is to be truly representative of the views of the residents it must express these views. We therefore take this opportunity of emphasising the hearty welcome that awaits articles, poems, drawings and expressions of opinions from London Terrace residents. We don't promise to publish any or all of them; we don't even promise to pay for them. But it is our conviction the Tatler has no excuse for living if it does not cater to the wants of the tenants and add yet another feature — however humble—to the pleasures of living in London Terrace.

If this view is a correct one then the residents of London Terrace will get the Tatler they deserve—and perhaps we can reach so high a standard that budding authors will cry "I care not who makes the rents, if I can make the Tatler".

We call to the attention of our advertisers the report on page 5 from the Bookshop showing the best sellers among the tenants for the last month. They will observe they read Hemingway not Harold Bell Wright and if any copies of the Elsie Dinsmore books were sold, it was not mentioned to us. We suggest advertisers bear in mind when preparing their copy for the next issue that it is obvious our readers have taste, intelligence and discrimination.

The Lord Mayor of London who has so kindly cabled us

his Christmas Greetings is Sir Percy Greenaway, formerly a director of Daniel Greenaway & Sons, Bishopsgate, London, the printers. He was recently elected Master of the Company of Stationers.

Hannah Dorner was on the editorial department of the Herald Tribune. Her story on the flower market is the first of a series. The next will be on the Starrett Lehigh Terminal Building.

Morris L. Ernst is a well-known lawyer and unattached liberal; a regular contributor to The Nation and other periodicals; co-author of "Hold Your Tongue", a book on libel laws; of "To The Pure" and other books.

A contributor in our January issue will be John O'Hara, of The New Yorker.

Classified Advertising

(With apologies to Ogden Nash)
If you had a dog and I had a cat

And neither of us wanted animals like that,

But were perfectly willing to make an exchange

With a lady who's bored with a clump of hydrangea,

We'd have to revert to old-fashioned barter

And buy in "Tatler," at a line for a quarter:

"To the lady who's bored with that clump of hydrangea— We've a dog or a cat we'd like to exchange."

Tatler's new classified department will enable residents of London Terrace, for whose sole benefit it is designed, to make exchanges of services or commodities. Rates are twenty-five cents the line, advertisements for insertion should be left with Mr. E. V. Harden, Chelsea 3-7000, Extension 3.

Finally, the new editors, panting after the presses with copy, pause one second to wish you a breathlessly Merry Christmas and a New Year of beer and not too light wines.

Our Own Candlelight Show (Continued from page 3)

Finally, it has become a tradition in London Terrace's short life to burn a candle in each window on Christmas Eve. May we hope for the usual cordial cooperation of all the tenants in helping to create this beautiful sight? Our advertising columns show where candles can be purchased.

Tenants should light up their candles at 5 p. m. If you are planning to be absent from London Terrace over the Christmas holiday please notify the Service Department and authorize them to enter your apartment during your absence so that we can arrange to light a candle for you, for as the old saying is, "When all candles bee out, all cats be gray."

London Terrace Management
announces the following
RESIDENT PROFESSIONAL SERVICES

MEDICAL

LOUIS BLEIER, M. D.
415 West 23rd St., Apt. 1A
WAtkins 9-4694 & 8614

ROBERT E. FRICK, M. D. ALFRED C. DU PONT, M. D.
445 West 23rd St., Apt. 1B 455 West 23rd St., Apt. 1B
CHelsea 3-6677 CHelsea 3-1894

B. M. SHALETTE, M. D.
425 West 23rd St., Apt. 1B
CHelsea 3-1225 & 6363

DENTAL

BARNETT M. WARREN, DDS. PAUL ROBERT JACOBS, DDS.
425 West 23rd St., Apt. 1E 415 West 23rd St., Apt. 1B
CHelsea 3-6434 CHelsea 3-5858

450 DRESSES FOR \$1.00 EACH
VALUE \$5.00
OUR GET ACQUAINTED OFFER—1 TO A CUSTOMER
We specialize in sample dresses from \$4.95 to \$14.95.
SAMPLE KING, INC.
121 West 33rd Street New York

THE LONDON TERRACE LAUNDRY
*Wishes You A Merry Christmas and
A Happy New Year*
A. L. KRAMER, Manager

Beauty Treatments in Your Apartment
(Residential Work Only)
At Prices No Higher Than Those of Your Favorite
Beauty Salon

Prettying up for parties! Everybody is going to at least one holiday party that is likely to be festive and important. You must look your loveliest. Secure an early appointment. All necessary materials supplied.

Pleasant associations with London Terrace for over two years

Rose B. Stanley
Telephone — CHelsea 3-8316

Telephone CHelsea 3-6804 Friday Closed

DR. D. SOLOSKO
CHIROPODIST

Hours: 10-1, 2-6
Mondays till 8 P. M.
Sundays by appointment

357 West 23rd Street
Between 8th and 9th Aves.
New York

LONDON TERRACE BARBER SHOP
6 BARBERS, MANICURIST, BOOTBLACK
EXPERT SANITARY SERVICE
461 West 23rd St. in 465 Bldg. 8:00 A.M. to 8:00 P.M.
Phone CHe. 3-9076



The
Season's Greetings!

our best wishes to the

Residents of

London Terrace

for

A Merry Christmas

and A Happy New Year

Good appearance adds to good cheer.

Holiday freshness for your wardrobe
and house furnishings.

QUICK SERVICE

London Terrace Valets

Complete Valet Service

LOWER CORRIDOR, 415 BUILDING

Available on house phone



Pierre's Wishes You A Merry Christmas
and A Happy New Year

CHRISTMAS EVE DINNER

IN MAIN DINING ROOM

with Dancing 6:30 to 11:30

\$1.25

New Year's Eve Reservations
should be made early for Main Dining
Room. The Grill Room is already
sold out.

THE FIRST REGULAR DINNER DANCE
for the New Year will be held on Saturday,
January 14th at 8:30 o'clock.

SPECIAL FRUIT CAKE NOW ON SALE
IN DINING ROOM

Pierre's
LONDON TERRACE RESTAURANT

CHelsea 3-5285