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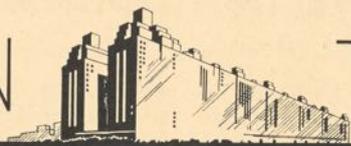
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TATLER
LONDON  TERRACE

Volume 3

Number 3



FRANKLIN DELANO ROOSEVELT
THIRTY-SECOND PRESIDENT

WHY NOT ATTEND THE INAUGURATION?

By JOHN P. TRAYNOR, 430 Building

Every person should go to one inauguration at Washington. If he goes to one, he will want to attend another.

Washington is the most interesting city in the United States and one of the great capitals of the world. It is beautiful. It is probably the only metropolis in this country that has been developed intelligently along a preconceived plan—a plan which dates back to the time of George Washington.

An inauguration is the occasion for the sole incursion of our undecorated democracy into the land of pomp and circumstance. To see it, is to have visualized before you the majesty, dominion and power of the greatest nation of the world. In the inaugural parade, the Army and the Navy, of which the President is the Commander-in-Chief, move before you in their impressive strength. Marching clubs and citizens' organizations from all over the country are there with colorful regalia.

The most interesting of all is the cross-section of the people of the United States who throng the capital, filling the grand-stands. From the soft drawl of the Southerner to the nasal twang of the New Englander, one hears English spoken with every cadence which this country has developed.

When you see an inauguration, you realise as you never have before the scope of the country of which you are a citizen, the diversity of its interests the differences between the people of one section and those of another, and the magnitude of the task for the man you have selected as its president.

This year, there is added interest because it will be the last time that an inauguration is held on the Fourth of March. The recently passed amendment to the Constitution has advanced this date to the third week in January. In the inauguration, this year, there will be a change in party administration, which always brings new faces and new enthusiasm to the Capital.

This year, the Fourth of March falls on Saturday, and the railroads from New York are offering special excursions with reduced fares, leaving Friday night and returning Saturday night. This will enable the resident of London Terrace to see the parade which takes place at noon, attend the Inaugural Ball, that night, and catch the train back.

But why spend so little time in Washington? Excursion rates are extended to last ten days, on some lines, and a week could be spent in Washington most profitably.

The City is not only charming in itself, but it is filled with historical associations. A visit to the Tomb of Washington at Mount Vernon is a visual reminder of the patriarchal days in which he lived. The beautiful estate where he passed his time and where he now sleeps illustrates strikingly the background of his time.



The Capitol at Washington

The tomb of Woodrow Wilson in the slowly growing Cathedral on the heights overlooking the City, solid in its restraint and simplicity, is an example of the modern day's life of detachment from places and interest in principles.

A week in Washington could easily be spent with ample to occupy every day. The Capitol, the White House and the Congressional Library would fill one morning's schedule; the Washington Monument Lincoln Memorial, Bureau of Printing and Engraving, Smithsonian Institution and the Building of the Pan-American Union might well absorb an entire day. The new National Museum of Natural History and the Corcoran Art Gallery would fill a morning, and the trip to Mount Vernon, an afternoon.

To get an impression of unofficial Washington, one should visit the Georgetown University, on one side of the City, and the Catholic University of America on the other. Georgetown is very old. The Catholic University is surrounded by the impressive homes of a score of important religious

orders. The Franciscan Monastery in Brookland, with its faithful reproduction of a section of the Catacombs in Rome, should not be missed.

The Capitol itself will be the scene of the inauguration — the new president will take the oath of office on its steps.

Franklin Delano Roosevelt, elected November 8, 1932, thirty-second President of the United States, was born at Hyde Park, New York, January 30, 1882.

He was prepared at Groton

JOHN NANCE GARNER

Born November 28, 1868.

Elected to the Texas State House of Representatives in 1898.

Elected to the Congress as a Representative from the State of Texas in 1903.

Elected Speaker of the House, December 7, 1931.

Nominated for the Vice-Presidency July 1, 1932.

Elected Vice-President, November 8, 1932.

Eleanor Roosevelt

The advent of Mrs. Anna Eleanor Roosevelt into the White House is being hailed by prominent feminine circles throughout the country as a boon to the participation of women in national affairs. In her own right, Mrs. Roosevelt has reaped laurels of her own as teacher and social worker, and is likely to prove one of the most famous of "First Ladies."

Long identified with social work to relieve the poor and the oppressed, Mrs. Roosevelt brings to the White House a wisdom and knowledge of the problems of women and children, rich and poor, unequalled by almost any other woman in the country.

As a teacher for some twenty-odd years she brings a rich experience in child problems that should do much toward the fostering of really progressive educational and social legislation. And as editor of "Babies Just Babies," she brings to women all over the country, her message for the care of children, ably backed up by the size and nature of her own family, as well as the countless years she has devoted to the children of the poor.

How To Go To Washington

By Road: From London Terrace to Holland Tunnel to elevated highway through Newark to route No. 1—stay on it through Trenton, Philadelphia, Baltimore to Washington.

Tips: Good place to spend night en route, Dr. Slicer at Rising Sun, Md.; good wayside lunch at W. W. and O. just the other side of Belleair, Md. Wonderful service at Standard Oil gas station at Oxford, Pa.

By Rail: Pennsylvania or Baltimore & Ohio R.R.; with stop-over privileges, \$9.05; one day round trip, \$5.00.

School for Harvard University, where he was graduated in 1904. After being graduated from Columbia Law School in 1907, he was admitted to the Bar and entered politics in 1910, being elected as a Democrat to the New York State Senate, and was re-elected State senator in 1912.

Mr. Roosevelt was made Assistant Secretary of the Navy by President Wilson in 1913. At the Democratic National Convention at San Francisco, in July, 1920, he was nominated for Vice-President of the Democratic ticket with James W. Cox of Ohio, after which he resumed the practice of law until 1928, when he was elected Governor of New York, being re-elected to that office in 1930.

Mr. Roosevelt is an Episcopalian, a Mason, as well as a member of a number of fraternities and clubs, and is identified with a number of societies and philanthropic institutions. Mr. Roosevelt, on March 17, 1905, married Miss Anna Eleanor Roosevelt, and they have five children.

A PRESIDENTIAL INAUGURATION And Some of Its Famous Antecedents

The ceremonies incident to the inauguration of the President of the United States, though extremely simple are yet dignified and impressive as befitting the installation of the chief executive of the greatest nation in the world. The oath of office required by the Constitution has remained unchanged, but the formalities accompanying its administration have varied considerably. The different personalities of the various Presidents have given a distinctive character to each inauguration.

On the morning of the fourth of March, the President and the President-elect meet at the White House. They drive to the Capitol accompanied by a small military escort; the great parade is held in the afternoon. At the Capitol the President and the President-elect are conducted to the Senate chamber, where are gathered the two Houses of Congress, the Justices of the Supreme Court, the diplomatic corps, governors of the states and other officials. First the Vice-President-elect is sworn in by the retiring Vice-President. Then the entire assemblage, headed by the Chief Justice of the Supreme Court, proceeds to the east portico of the Capitol where the President is inaugurated.

The following oath is administered:

"I do solemnly swear (or affirm) that I will faithfully execute the office of President of the United States and will, to the best of my ability, preserve, protect and defend the Constitution of the United States."

The oath is administered in the presence of the people by the Chief Justice, and is solemnized when the new President kisses an open page of the Bible. The inaugural address is then delivered. At its close the President and the ex-President drive back to the White House and from there to the reviewing stand where for hours the great parade is reviewed. The Inaugural ball is held the same evening.

Interesting Inaugurations

The first inauguration ceremony was held in New York outside the old Federal Building at the corner of Wall and Broad Streets. The massive statue of George Washington now stands on the site where he took his oath of office as this country's first Chief Executive.

It was not until the installation of James Madison, fifth President of the United States, that the first inaugural ball was held. Another precedent was set at that inauguration when for the first time a President appeared in clothes of American manufacture.

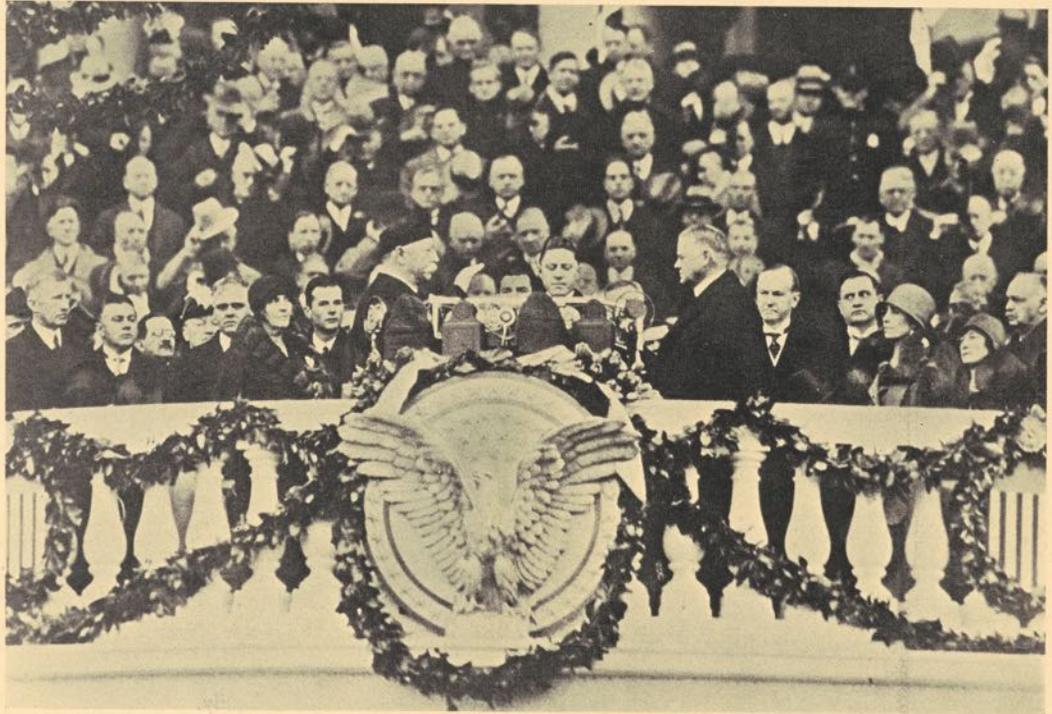
The most dramatic inauguration occurred at the installation

1817. A fierce battle between the Senate and the House of Representatives over the distribution of the seats for the ceremonies finally resulted in the decision to hold the inauguration out of doors as a compromise.

The most exciting ceremonies occurred at the inauguration of Andrew Jackson in 1829. The campaign had been fought with

The second inauguration of Abraham Lincoln in 1865 was the saddest ceremony in the history of the country. The nation was torn by Civil War, the weather was dismal and rainy and although the sun burst through the clouds as the President began his address, sadness and gloom hung like a pall over the occasion.

The coldest ceremony was the



Chief Justice Taft Administering the Oath to President Hoover, March 4, 1928

Wide World.

ceremonies of John Adams at Philadelphia in 1797. The new President was completely overshadowed by the retiring President, George Washington. Many wept as Washington took his leave and Adams complained: "There was more weeping than there had ever been at the representation of a tragedy." He was in doubt as to whether this was because of "grief for the loss of their beloved President or the accession of an unloved one."

With the inauguration of Thomas Jefferson in 1801 came the first change of party in the administration of national affairs. John Adams refused to be present at the triumph of his rival and stole away from Washington before daylight on the Fourth of March. This was also the first inauguration at Washington which had been made the seat of the national government in 1800.

The first out of doors inauguration was held at the installation ceremonies of James Monroe in

such bitterness that Jackson refused to call on John Quincy Adams the retiring president to take part in the ceremonies. It was a company of Revolutionary veterans, therefore, which acted as escort to Jackson on his ride to the Capitol in place of the usual military entourage. The huge crowd which had gathered at the White House broke through the doors, climbed upon tables and chairs and ruined upholsteries and tapestries in their eagerness to welcome in the new President.

The most tragic inauguration was that of William Henry Harrison in 1841 who, delivered his inaugural address standing bareheaded without an overcoat in cold and stormy weather, and contracted an illness which caused his death a month later.

The dullest ceremony was the inauguration of James Buchanan in 1857, who, despite fine weather and an imposing parade, excited little enthusiasm among the on-lookers.

inauguration of Ulysses S. Grant in 1873 when the temperature was near zero. Although elaborate preparations had been made for the Inaugural ball it was a huge failure because no provisions had been made for adequate heating.

The inauguration of Benjamin Harrison in 1889 was made distinctive by a steady torrent of rain which marked the ceremonies as the wettest in the history of the country.

The snowiest inaugural ceremonies were those for William Howard Taft in 1909. The Capitol was almost buried under a snowstorm and blizzard. Telegraph wires had been torn down, trains were held up and for hours the city was cut off from the rest of the nation. For the first time in seventy-five years the ceremonies were held indoors.

The largest inauguration was that of Woodrow Wilson in 1913 when more than 200,000 visitors crowded the streets of Washing-

(Continued on Page 7)

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**A BLOCK OR TWO AWAY
No. 3 — The American Jersey Cattle Club**

By HANNAH DORNER

Behind the columns of one of the more imposing buildings in Old Chelsea is a complete case history and genealogical report of every registered and recognized Jersey cow in this country. The American Jersey Cattle Club, 324 West Twenty-third Street is the social arbiter for the Jersey cow and the highest authority on its family trees.

Membership to the club, in which the most rigorous social register of bovines is housed, is as exclusive as the Colony Club, and only those who can date their ancestry to Lily, the first Jersey to set foot on these shores in 1852 from the Island of Jersey off the coast of France, or those "pure bred" imported since, whose pedigrees are guaranteed by their breeders abroad, are eligible.

The records of nearly one and a half million Jersey cows and a file of their 66,000 owners are kept at the club in the largest visible filing index in the country. Some of the records, mellow with age, are kept in huge vaults in the subterranean regions of the building; these are guarded carefully behind strong locks and their permanence is assured by a most rigorous adherence to all fire prevention rules.

While the exterior of the club, on its present site since 1911, imparts an air of sleekness with its columns, bronze plaques, and granite bulls' heads, the interior is used entirely for clerical purposes and contains on the whole, rows of large, impassive filing cabinets. There is only one room in the

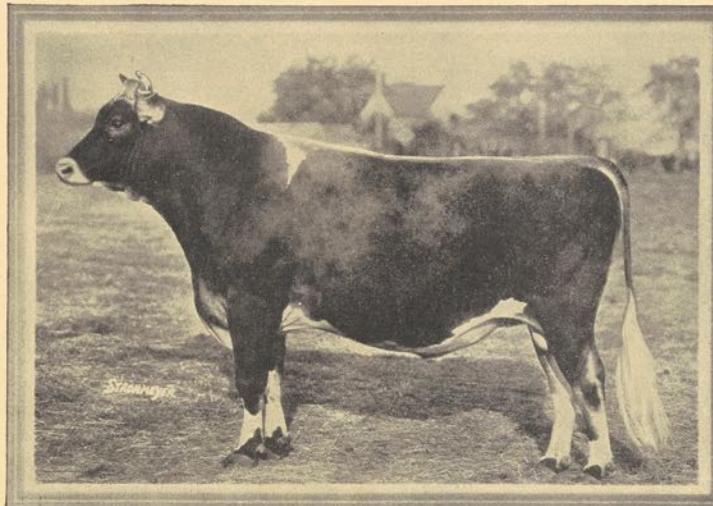
building that suggests the word "club." This is a carpeted, leather-chaired room, very simply decorated, which is used by the board of directors to decide every now and then whether milk should be weighed once or twice a day, and exactly how much of a part the udder of the cow should play in the judging of competitions.

The severity of the interior is relieved by several paintings of blue ribbon winners and a few blue and gold banners which proclaim the nutritious value of Jersey milk. On clear days the club hangs out its flag of maroon and white, the colors of the Island of Jersey, embellished with a crest and a motto which says: "Omnes pecuniae pecus fundamentum." (The herd is the foundation of all wealth.)

The club, organized in 1856, dedicates itself to preserve the purity of the breed of the Jersey cow. Every cow registered in the club is traced back at least two generations on both parents' sides; the amount of milk, butter fat, offspring and awards she produces are kept on file as well as the number of prizes won by each member of her family.

Family life in the bovine world is built up around the bull who is the patriarch. His value and position in bovine society is based on the number of daughters he produces and their productive abilities. Besides winning prizes for his own anatomical perfection, his greatest triumphs, the medals of

(Continued on Next Page)



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"A Block or Two Away"

(Continued from Previous Page)

merit, are awarded for the proficiency of his daughters. Some of the bulls are valued as high as \$60,000, while in an imperfect and ungallant world Lavendar Lady, the latest grand champion cow, is valued at a mere \$1,200.

The club has strict regulations. Every recognized pure bred cow must bear a tatoo mark. Her production must be constantly charted and her records kept up to date. New charts are made after an inspection held every few months. The naming of the cows also forms an important part of the club's regulations. No cow can have more than twenty-four letters in her name. In its archives the club contains the records of such bovines as Sam's Dreaming May, Rowena's Sultan's Beauty, Dude's Beauty, Dixieland Rowena's Sultan, and Estelle's Linda. The custom in baptismal ceremonies is for the cow or bull to carry in his name the title of his sire or dam.

According to Miss Jessie Mary Hill, publicity director of the club, there are some who telephone the club offering the services of jazz orchestras, superlative steward services, and a steady and reliable

supply of ante bellum liquor. Some day, she expects, the club will become an "association," to avoid such annoyances.

The club, nevertheless, performs a real service both to the public and to the owners of these fawn-colored Jersey cows. The farmers are kept constantly informed of the latest university methods from the state agricultural laboratories; their herd is inspected at frequent intervals throughout the year; they are protected in their purchase of new cows by the records of each animal in the club. The public reaps its benefit by a steady supply of a high standard of rich milk from these pure bred, "chorus girls of bovinity."

Decorated

Private Abraham Kurzman, 465 Building, was decorated on February 10th with the Order of the Purple Heart for gallantry in action at the Battle of Velse River in the World War, when he was wounded.

The Order of the Purple Heart was created by George Washington in the days of the Revolutionary War. It lapsed after the death of Washington, but was recreated

by the Government last summer during the Washington Bi-Centennial Celebration.

Presidential Inauguration

(Continued from Page 5)

ton to witness the event. The parade, in which 40,000 men participated, was the most elaborate of its kind and lasted until long after dark.

The simplest ceremony was that of Warren G. Harding in 1921. Although the event was marked because amplifiers were used for the first time, there were no precedent-setting preparations for the affair. The President expressly asked that there be no inaugural ball and no parade.

We are indebted to a pamphlet on Presidential Inaugurations prepared by the Free Public Library of Jersey City, N. J., for much of the above.—Editor.

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THE SWIMMING POOL THROWS A GOOD PARTY A Most Interesting Meet

It was with real interest in the work of the Crime Prevention Bureau that I gave up my sacred weekly bridge date to visit the swimming meet which the Bureau sponsored at the London Terrace swimming pool for the boys of the Tenth Avenue district.

I had heard and read of the work of the Crime Prevention Bureau, of their socialization program the sound sense of which appealed to me greatly, and I was curious to see the type of boy who had been exposed all of his life to the gang and hoodlum tendencies of the streets, and how he would react to a sports competition.

The events hadn't begun yet when I arrived. The boys, most of them sturdy youngsters with shiny newly washed faces and massed tumbling hair, hung around in their bathing suits examining the gadgets of the pool and knowingly discussing the vagaries of the backstroke and the dog paddle with the lifeguard. A few of the younger ones showed a slight nervousness in their laughs, and bets were exchanged; tops and erector sets, kites and baseball accessories were wagered on the aquatic proficiency of the tenth versus the fourteenth police precincts.

Finally Patrolman John E. Young of the tenth precinct blew his whistle. The talking stopped as the eighty-five pound class boys

toed the edge of the pool for the twenty-five yard dash. The gun cracked. Instantly the pool was a melee of terrific splashes, some executed in the backstroke, some breaststroke, a few of the Australian crawl variety, and some common dog paddle.

To my surprise the fifty some odd youngsters on the sidelines were strangely quiet. I wondered for a moment if this was how they behaved down at the docks on the Hudson River. I was infinitely relieved a moment later when one of the boys, no longer able to contain himself, began a cheer and shout which the others took up in a moment and which I found myself repeating.

James Hilly, twelve-year old representative of the tenth precinct won the first event of the afternoon. No sooner had he reached the edge of the pool, than a group of the other boys rushed over to him, pulled him out and patted him on the back while his fellow-contestants shook his hand. I was delighted. Unconsciously I found myself walking over to the group which heaped felicitations while the victor hopped on one foot and cupped his ear to let some of the water out.

I found myself talking to this diminutive, wiry sandy-haired boy with deep reflective brown eyes. "Where'd you learn to swim, Jimmy?" He stopped hopping to look at me for a moment, appraisingly. "Over to the docks," he

said, and resumed his first-aid operations. "Isn't it dangerous and weren't you afraid the first time?"

"Nah," he said. "It don't make much difference if ya are afraid. They throw ya in and ya just gotta learn to swim."

He lost interest in the conversation. Paul Zensky, thirteen years old, was rapidly bringing home the honors of the fifty-yard meet to the tenth precinct. Jimmy was lost in his enthusiasm.

The hilarity and shouting swelled in volume. It hit against the rafters and stretched the walls and finally subsided into a happy, peaceful murmur as the boys of the tenth precinct definitely established themselves as the aquatic artists of Hell's Kitchen.

When it was over some of the boys raced immediately for the lockers while most of the boys stayed around in their suits and politely cheered as Lisa Lindstrom, Joan McSheehy and several other outstanding women swimmers gave exhibitions.

Two of the boys, completely clad, stopped by me for a moment on their way out. Miss Lindstrom and Miss McSheehy were engrossed in an expert exhibition of the backstroke.

"Hey c'mon Joe, let's go. I gotta get my papers and get to my beat."

"Aw, wait a while, Danny," said Joe. He was rapt with admiration for the swimmers.

Danny jerked the other's arm. "Nerts. We'll be late." He cast a contemptuous glance in the general direction of the pool. "They're only girls. You should see Mickey do that crawl. Baby——" his voice was drowned in a gust of wind as the door closed.

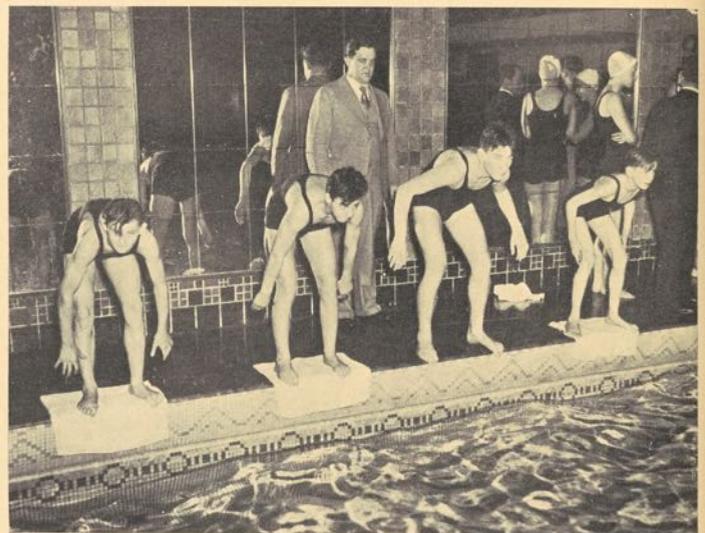


Photo by Wide World.
Aquatic stars of the tenth and fourteenth precincts toeing the mark.

FASHION DRESSES SPRING IN BLUE THIS SEASON

By CARMEN JOSEPHY

If you haven't got the Spring blues, you'd better make up your mind to go out and get them as soon as possible. For blue, always important as a Spring color, is the highest of fashion shades this season. Every variation of blue will be shown; the traditional navy, a lighter, brighter blue known as Corsair, a dull slaty blue called Dawn — and many others that haven't gone so far as to be named yet.



A combination check and plain suit, perfect for travelling and daytime wear in the City. From Macy. Courtesy of the Herald-Tribune. Just the costume for attending the inauguration in Washington.

The gray blues are a new fashion note and one that was more or less expected to follow the vogue for gray that prevailed all winter. The gray-blues are knock-outs with bright reds, with rich gold-yellow, with dark navy, and so on.

String beige and putty grey are also speaking their pieces, and along with the blues these three neutral colors will dominate the Spring landscape.

The Fun Begins

When it comes to materials the fun really begins. In wools, which are, of course, the smartest for day time and travelling wear, the weaves are the important note. Checks, plaids, shepherd tweeds and even pin stripes are to be found in subdued and contrasting tones. The style trend is so decidedly mannish this season that you will find plenty of opportunity to make use of these interesting new woolens.

The classic tailleur is almighty, both modified and unaltered.

There is a diversity of styles in the Spring suit, and Macy's have a grand collection that will satisfy the most particular shopper. Some of them are two piece with seven-eighths military caps, buttoned all the way to the hemline, and some have double-breasted short jackets masculine enough for your husband to wear. One yellow and brown check one was a dream, with a belted jacket and a reversible cape, one side solid brown and the other the check of the matching suit. There are those adorable young-looking two-piece dresses that look like suits, too. The skirts are checks with solid color jackets, or vice versa, that have huge lapels of white pique at the throat.

My Love's Like a Red, Red Rose

You may have noticed that all of these aforementioned colors are decidedly pale-making, so you'd better pay some attention to your choice of cosmetics. You will need plenty of gay rouge to keep you from looking too pallid. Helena Rubinstein—and Altman's—feature Poppy Red lipstick (and does it work like a charm with a single shove of the thumbnail) is a clear flame red, good for either blonde or brunette. Her Peach-bloom powder complements the lipstick and rouge by combining pink and yellow tints. Altman's showed a grand window of these cosmetics recently and suggested a nice touch—a boutonniere of red poppies on the lapel of a navy or elephant-grey suit. Very "smawt."



Beige wool dress with matching jacket trimmed in luxurious beige fox fur. The brown hat is the Descat cock-comb creation. Both found in the Altman Specialty Shop.

Prints are the bane of most women's existence. "I won't get a print unless I can have a good one," is the favorite excuse of discerning females. But this year you need have no fears on the subject. I haven't seen any ugly prints, good or bad. Most of them are vivid and startling in color and the larger the pattern the more chic you will be. Blouses of candy stripes in red, white, and blues, are beautiful enough to eat. Gimbels have taffeta ones with huge bows of the same material in gay plaids and checks that look stunning under a solid color suit.

There's Many a Slip - - -

Speaking of Gimbels — if you are in need of a mid-season coat (gorgeous ones with silver fox trimming) look at theirs. You'll be amazed at the price too. And if you have any time left before you run home to put the potatoes on, give a thought to your nether garments while you are still there. They have some new bias-cut slips that don't slip around your body as they usually do. Try one and see.

Any desire and any size may be satisfied this Spring. Colors are gay and sprightly, to lift our minds from the depressing thought of technocracy and such, while we are bound to keep our feet on the ground because of the subdued and chastening effect of the monotone solid colors that fashion decrees we must wear some of the time. So pick your shade and with it your mood!

BOOKS IN JANUARY

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

Fiction

- Ann Vickers, by Sinclair Lewis.
- The Last Adam, by James G. Cozzens.
- The Kennel Murder Case, by S. S. Van Dine.

Non-Fiction

- The Flying Carpet, by Richard Halliburton.
- Men Against Death, by Paul de Kruif.
- Van Loon's Geography.

Every book in both classes except Van Loon's Geography is a newcomer to our list as compared with previous months. It is interesting to note that the day previous to our going to press, fifty-five copies of "Ann Vickers" were on loan to residents of London Terrace from the circulating library maintained by the Bookshop and there was a substantial waiting list in addition.

The Theater

We Recommend . . .

"Alice in Wonderland," produced by Eva Le Gallienne at the New Amsterdam, West Forty-second Street. A whimsical and spectacular production that delights both old and young.

"Design for Living," by Noel Coward at the Ethel Barrymore, West Forty-seventh Street. One of the better and less moral of the Coward pleasantries amiably executed by the holy trinity of the theater—Alfred Lunt, Lynn Fontanne and Mr. Coward himself.

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AND DISTINCTION FOR THE DISCRIMINATING WOMAN FOR AFTER-NOON OR EVENING WEAR.
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\$197.50 and up

Keep a rendezvous with summer this winter midst the colorful, smaller ports as well as the famed cosmopolitan playgrounds of Caribbean Waters. The ship is M. S. Kungsholm—renowned flagship of the Viking Fleet. A perfect cruise, a perfect ship, amazing rates.

6-Day Easter Cruise to Bermuda — April 13
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Rate \$67.50 up. — Book now
Ask your tourist agent for illustrated plan and particulars.

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At Prices No Higher Than Those of Your Favorite Beauty Salon

Nature is a make-up artist, but she can stand a little help. Spring is almost here so perk up, look to your complexion and hair, and you will begin right.

Pleasant associations with London Terrace for over two years.

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MILK — CREAM — BUTTERMILK

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I. HAHN

Sketches and Tatlers in The Terrace

By THE LONDON TERRACE EDITOR

On Saturday evening, March 11, Mrs. Frederick Morgan Delano, 420 Building, President of the Charia Matinee and Luncheon Club will be hostess at a bridge in the Penthouse Club, 470 Building, for the benefit of the tubercular patients of the Actors Fund.

Daniel Frohman, Dean of the American Theatre, is sponsor of the Charia Club, and is expected to attend and deliver a short address.

Since all receipts from the bridge will be donated to the Actors Fund, Mrs. Delano extends a cordial invitation to Terrace residents to attend. Card fee will be \$1.00 per person which includes refreshments and a prize for each table. Reservations may be made directly to Mrs. Delano in Apartment 17-F 420, with Mrs. Roy F. Albright, Apartment 3-F, 465 Building, or with Mr. Harden in the Club office.

Saturday evening, March 4th, the Merrymakers Club of the New York Life Insurance Company will hold their inaugural meeting. Miss Mary McHugh, 415 Building, an officer of the club will act as hostess for the occasion.

Max Zobel, elevator operator in 435 Building, and partner in the firm of Zobel and Dempsey, Philatelists, will go to Washington on February 19 for a special interview with Assistant Postmaster-General F. A. Tilton. Mr. Zobel will submit a design for the creation of a new 25-cent stamp, showing a scene of Niagara Falls.

Miss Carlotta Marjorie Hughes, Qabalist, delivered two lectures on the science of numbers in the Penthouse Club on January 30, and February 7 to audiences of a hundred persons. Miss Hughes is a pupil of Joseph O. De Vincent, the creator of the system, and she is the first person to lecture in public on the Qabala of Numbers.

Terrace 75% Rented

We learn by the papers, none others than the New York Times and the Herald Tribune, that London Terrace is seventy-five per cent rented, an item which cheered us, and you too, probably, a great deal.

Mr. William J. Demorest, of William A. White and Sons, who made the announcement, asserted at the same time that the renting figures indicated to him a distinct

demand on the part of business executives and professionals for a medium price apartment offering facilities for recreation and enjoyment of the increased leisure hours we are hearing and reading so much about for the future.

"More and more our renting prospects tell us that they are considering London Terrace for their homes because of the large garden, the swimming pool, the playroom facilities for children its two bridge clubs and other advantages of congregate living that are becoming so important a feature of the modern large apartment dwelling."

A survey of the tenants of London Terrace, completed a short time ago, revealed that families made up fifty-seven per cent of the total residents, Mr. Demorest said. The next largest classification is single women who have rented 29 per cent of the apartments. The greatest number of apartments are leased by persons between thirty-five and forty years of age; a majority of the residents work uptown above Twenty-third Street and twenty-six per cent of the entire population of London Terrace occupy executive positions of major importance in their respective companies.

About thirty residents of the Terrace attended the reorganization meeting of the Third Assembly District of the League of Women Voters on January 31st in the Penthouse Club.

On Monday, February 13, the new massage room was opened in the men's department of the Pool. A registered masseur is in attendance daily from 9 A. M. until 4 P. M. The room is also equipped with sun ray lamps.

Swimming events to come.

The following meets are scheduled for the Terrace Pool during the coming four weeks:—

February 25	Intercollegiate Dual Meet	N. Y. University vs. Cornell 3 P.M.
March 2	Interscholastic Dual Meet	Dwight School vs. Columbia Gram. School 3:30 P.M.
March 3	Dwight School vs. Fieldston Prep 3:30 P.M.
March 4	Intercollegiate Dual Meet	N. Y. U. vs. Carnegie Tech 3:30 P.M.
March 11	Triangular Intercollegiate Meet	Women's Championship N. Y. U.-Savage-Posse (of Boston) .. 2:30 P.M.

Miss Lisa Lindstrom is Captain of the N. Y. U. Team

FOOD NOTES

**Chocolate Ice Cream Roll
From Fireside Inn**

4 eggs
1 cup sugar
1 cup flour
1/3 cup water
1/2 teaspoonful salt
1 teaspoonful baking powder
1 teaspoonful vanilla
Beat well
4 eggs, add
1 cup sugar, and
1 teaspoonful vanilla
1/3 cup water. Then add dry ingredients
1 cup flour sifted with
1 teaspoonful baking powder and
1 teaspoonful salt, mix well.

Bake in flat oblong tin in medium oven (350 degrees) 15 minutes. Turn out on damp cloth until cool. Spread cake with approximately half inch chocolate ice cream.

Roll cake and ice cream. Tie roll in wax paper. Stand in coolest part of ice box or in the freezing unit for one to two hours. Slice to suit and serve.

Above recipe will serve ten persons, but cake keeps excellently in the freezing unit of the ice box for a day or so.

India Curry

The following is a recipe for India Curry given to us by Mr. F. Mody, proprietor of the Rajah Restaurant, 257 West 48th Street: use two large onions shaved very thin, three stalks of celery diced about three inches long, and one green pepper diced. Bring one half a pound of Crisco to a slow boil over a small fire. When it boils add onions and stir for five minutes until the onions are brown. Then add celery and pepper and stir for five minutes. To this mixture add one tablespoonful of best grade imported curry powder and one teaspoonful of black pepper and a little salt. Stir all the time while adding ingredients and allow five minutes more for cooking.

To this raw cut pieces of leg of lamb from which all fat skin and bone has been removed, chicken or shrimp may be added. Cover pot and let simmer until meat is cooked.

Rice Curry

Wash two cups of rice in cold water, drain and dry. Boil six quarts of water and add rice, stirring constantly. Boil for seven to ten minutes then drain thoroughly through colander held under cold water. Add the rice and one cup of boiling water to the meat and the sauce.

**Complaint Department
First Blood!**

Sir:

I am going to take advantage of your unexpected offer in the current issue of your valueless publication—"If the magazine is to be truly representative of the views of the residents, it must express their views"—and open up like an umbrella. Thanks!

Aside from the fact that I never have heard any one make any mention whatsoever of the Tatler or anything that appeared in it, I wonder just what the idea was—you can tell us in the next issue—of using one-half of one page out of ten for reading matter to tell your readers, or rather those to whom you have the magazine delivered, all about what a fine building the Starrett-Lehigh is when they couldn't use it if they wanted to and it seems a foregone conclusion that they are not even likely to take a walk over that way to look at it? Is it possible that the editorial brain power was weak at that particular time or how?

There are countless more interesting things about which you might have written that would be far more interesting to the average occupant and, at the same time, not have ear-marks of advertising. There are many people residing in the Terrace who are making interesting trips to far-away places and performing outstanding work in their fields, over and aside from the few friends of the management and the publication, that would make most readable copy, but—oh, well, what's the use.

Enough said, except to say that it does seem a crying shame, in these days when economy seems so necessary, to do a thing and not to do it well.

J. R.

London Terrace
Jany. 14, 1933.

P.S. You might try visualizing your audience and then set out to please them, forgetting your special self.

(We pay our anonymous travelogueophile the compliment of believing him when he says he is a resident of L. T. and so print his letter, though we prefer communications from those, like ourselves, who dare stand openly by what they think—a pleasing custom not yet extinct.)

We doubt if the Salvation Army children who received actually over 500 presents from TATLER readers at Christmas think it a "valueless publication." Next!

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ROYAL SCARLET STORES

A New Food Market

From the inception of London Terrace, it was planned to have in the building a complete Model Food Market as an additional convenience to the tenants.

In line with the care the operating company has always exercised, every type market was studied and after most careful study, it was decided that the most adaptable market for London Terrace would be a Royal Scarlet Food Market, which plan is sponsored by R. C. Williams & Co., Inc., whose main warehouse practically adjoins our property.

Now, after a period of almost two years, this market has become a reality, and within the course of another week, it will be open and operating.

No doubt quite a few of the residents have noticed the hustle and bustle on the corner of 24th Street and Ninth Avenue, and the installation of store equipment of a modern type and design.

The aim of the owners is to have a complete market selling Meats, Groceries, Fish, Delicatessen, Dairy, Fruits and Vegetables, and Bakery Products.

The Market will be operated along the most approved chain store lines, but with the very great advantage of practically instantaneous service to your apartment. Arrangements have been made by them to make early morning deliveries of Milk, Cream, Rolls, etc., and for late sleepers, what certainly will be a unique feature is that you may have practically a "Continental Breakfast" delivered to your apartment already prepared.

This market is as close to you as your house telephone, which will connect directly with the Market.

To make the store as accessible as possible through the underground passage way, a new stairway has been constructed opening right into the center of the new market.

The TATLER takes this opportunity of congratulating the owners on such a splendid lease and of extending a hearty welcome to the new tenants with best wishes for their success.

A COMPLETE FOOD MARKET FOR LONDON TERRACE

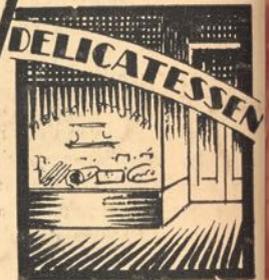
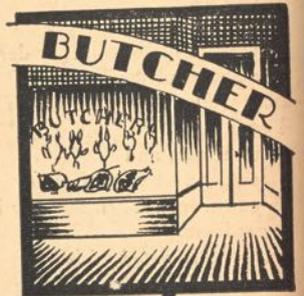
With great pleasure we announce the opening this month of the ROYAL SCARLET FOOD MARKET.

Under this store plan, we combine wholesaling with retailing, offering all of the advantages of any of the chain stores, but in addition are able to cater more personally to the particular requirements of our trade.

Our Slogan:
"Quality With Economy"
I pledge to you will
always be paramount
in this operation.

R. C. Williams & Co., Inc.

Arthur P. Williams
President



ROYAL SCARLET FOOD MARKET

London Terrace

24th Street and Ninth Avenue

House Phone or CHelsea 3-0715